



Your E-Commerce and Digital Marketing Partner

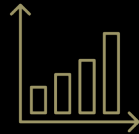
# About the PCA Companies

We provide best-in-class partnership solutions that are powered by data, customized with technology and activated with agility.

Established in 1993, the PCA Companies offer a full range of global beauty sales, marketing and logistics solutions.



Unique fully-vertical capabilities and global multi-channel distribution expertise offers retail partners excellence in inventory availability, pricing, program creation and customer service.



Annual Revenue of \$850+MM in Fragrance, Skincare, Makeup, Haircare & Beauty Tools.



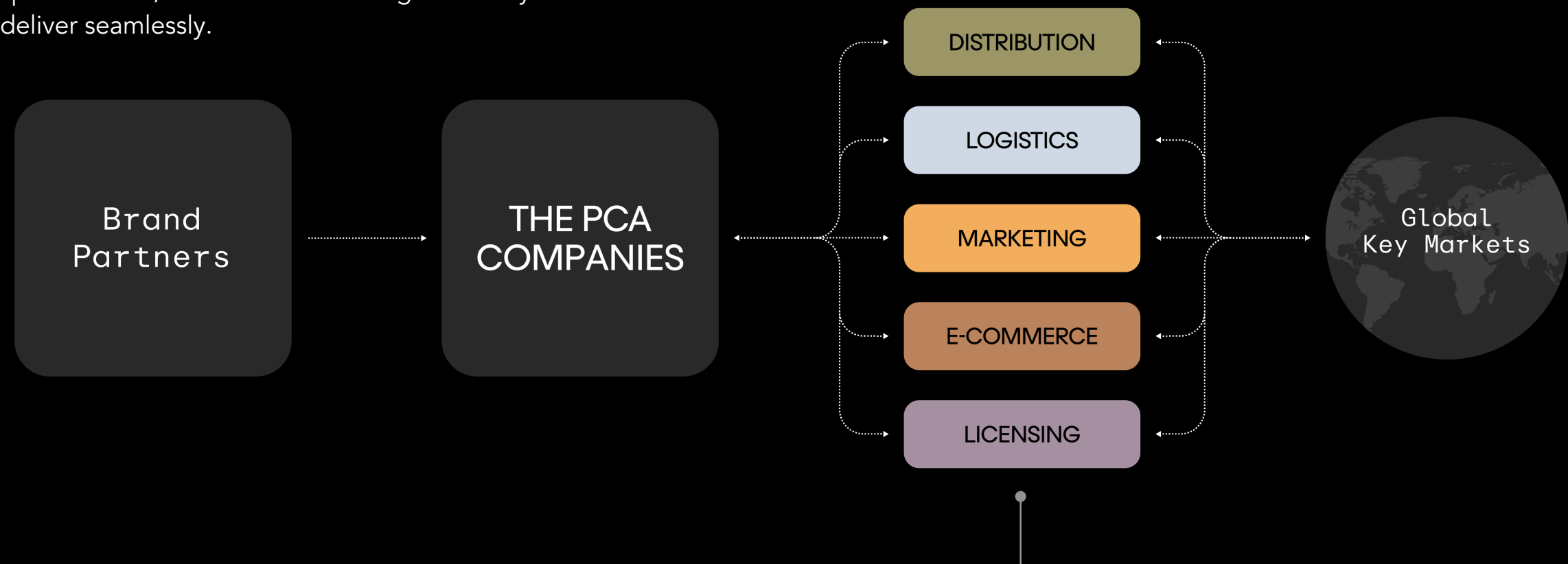
Global Logistics & 3PL Capabilities. Shipping \$2+MM per day with 99.99% on time delivery & order accuracy.



In-house Product Development, Production, Regulatory and Registration.

The PCA Companies is comprised of four divisions that together offer up to five unique capabilities: distribution, logistics, marketing, e-commerce and brand licensing. Each division has its own distinct leadership, business direction, and financial structure that allows for specialization, while still maintaining the ability to deliver seamlessly.

Our structure and internal capabilities combined with our state-of-the-art facilities and multi-category expertise, allows us to continuously adapt to our partners' evolving needs and fully maximize their growth. This level of agility is required for success.



Brands can work with any or all of the PCA divisions depending on the requirements of their unique strategy — all with a single point of contact.

# U.S. & Global Network

PCA has a global footprint through the presence in the key regions + dedicated local organizations. With this unique set up, PCA in record time is capable of reaching the top retailers and e-tailers across the globe





# Marketing



Innovative trade, digital and marketing partnership

Hyperfocus on consumer psychographics to inform pricing, positioning and brand RTB

360 competitive analysis to design PR and Social strategy with full funnel conversion drivers

Development and optimization of 3YR GTM strategy and commercial tactics

Benchmarking KPIs and ROI analysis to inform future- forward strategy and investments

Test and learn to optimize investments / explore additional revenue drivers with controlled risk; monthly reporting to brands

# E-Commerce



Unparalleled team of in-house SME's for merchandising, listing and optimization across all digital platforms

Extreme mastery in conversion driving visual content strategy and asset creation

Agility in localized UX/UI capabilities and execution

Strategically optimized SEO brand and product copywriting

Platform integration and management expertise across all major global marketplaces and accounts

# Dedicated Brand Services

With PCA, you have a Brand Manager as your main contact who is responsible for liaising between you and the relevant below internal stakeholders, ensuring complete alignment across departments and the actualization of your brands goals.

## **Marketplace Experts**

- Platform management
- Inventory & fulfillment
- Enhanced content
- SEO copywriting

## **Website Services**

- Website strategy
- Website development
- Email marketing
- Sampling

## **Paid Media**

- Off & Onplatform marketing services, including but not limited to:
  - Meta
  - Google & Youtube
  - Geo-targeting
  - TikTok
  - Retailer.com marketing
  - Programmatic Advertising

## **Organic Social**

- Content strategy
- Community management
- Influencer outreach & management

## **Creative Services**

- UX/UI design
- Onplatform, paid & organic graphic design

## **Customer Service**

- Customer Service Reps

# Market Readiness & Compliance Evaluation

Before identifying the launch potential of our partnership, we want to review your brand and evaluate the opportunities!

- ☐ What are your current distribution channels and where do you see additional opportunity?
- ☐ Where is your brand registered for direct distribution?
- ☐ Where do you have a trademark registration?
- ☐ Do you have GS1 registration for your SKUs?
- ☐ Do you carry samples of your hero products?



# Brand Readiness Assessment

As we begin to gauge the channel opportunities and the time it will take to make our plans a reality, we need to review your brands creative & outstanding content requirements.

- ☐ How many current images per SKU do you have?
- ☐ Do you have brand/campaign level imagery?
- ☐ Do you have product and/or brand video?
- ☐ What marketing tactics have you launched historically for this brand?

# Pre-onboarding

- Validation of brand readiness & compliance
- Finalization of terms/distribution rights
- Validation of required data/documentation

# Marketing and E-Commerce Process



# Time Sensitive Launch Needs

Each of the below turnaround time requirements impact our ability to launch marketing within the 30 day window and therefore are absolutely crucial for hitting our sales & purchasing goals.

DAY 1

Please provide the sales invoice within 1 day of receiving our proposed PO.

DAY 10

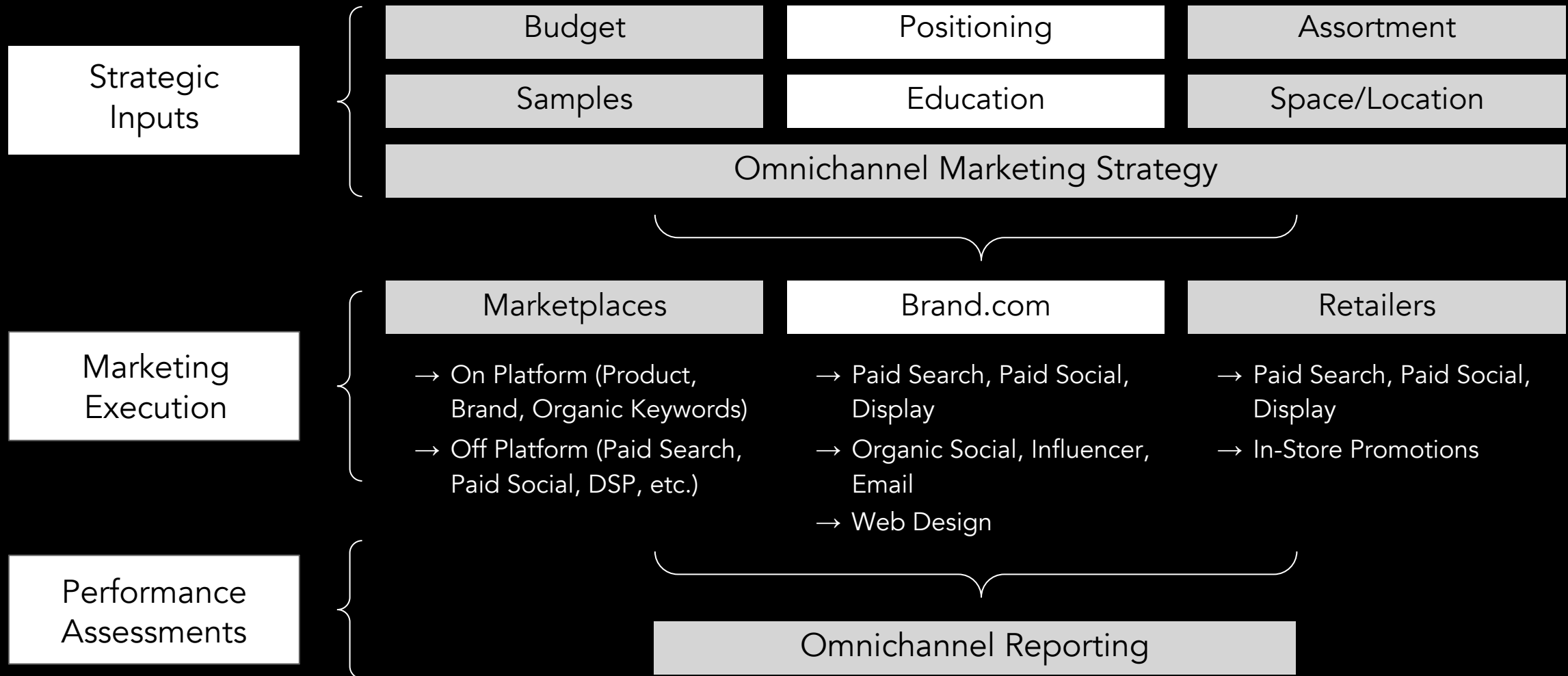
Be prepared to present your brand to the PCA team by **day 10** of your introduction.

Be prepared to provide ALL necessary brand & product information, documents & assets by day 10 of your introduction to the team.

DAY 30

LAUNCH

# Management Overview





# Our Clients



THOMAS KOSMALA  
PARIS



DOLCE & GABBANA



Mercedes-Benz

Medik8

*Monique Lhuillier*



REBECCA MINKOFF

FACESOFT®

DEREKLAM

MILTON-LLOYD  
LONDON



SKINNY  
TAN

butter™  
LONDON



ADDISON RAE  
FRAGRANCE



RACHEL ZOE

# Contact

FOR MORE INFORMATION  
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