

ORGANICUP



OrganicUp
#NewPeriod

INTRODUCING

**THE FASTEST-GROWING
MENSTRUAL CUP BRAND**

AND OUR JOURNEY AHEAD



*Measured in terms of online traction according to Facebook and Alexa (Amazon's web analytics firm).

THE BRAND



The New Period

Half the population on earth have periods for the majority of their lives. Yet no major period innovations have happened in over 50 years.

Now consider the amount of waste created each month by disposable period products.

Consider the chemicals they contain, and that we put inside our bodies. Consider the young girls who stay away from school because they can't afford period products and are ashamed of their periods.

We're on a journey to change the way periods affect our lives, our bodies and our environment.

We believe no woman should be held

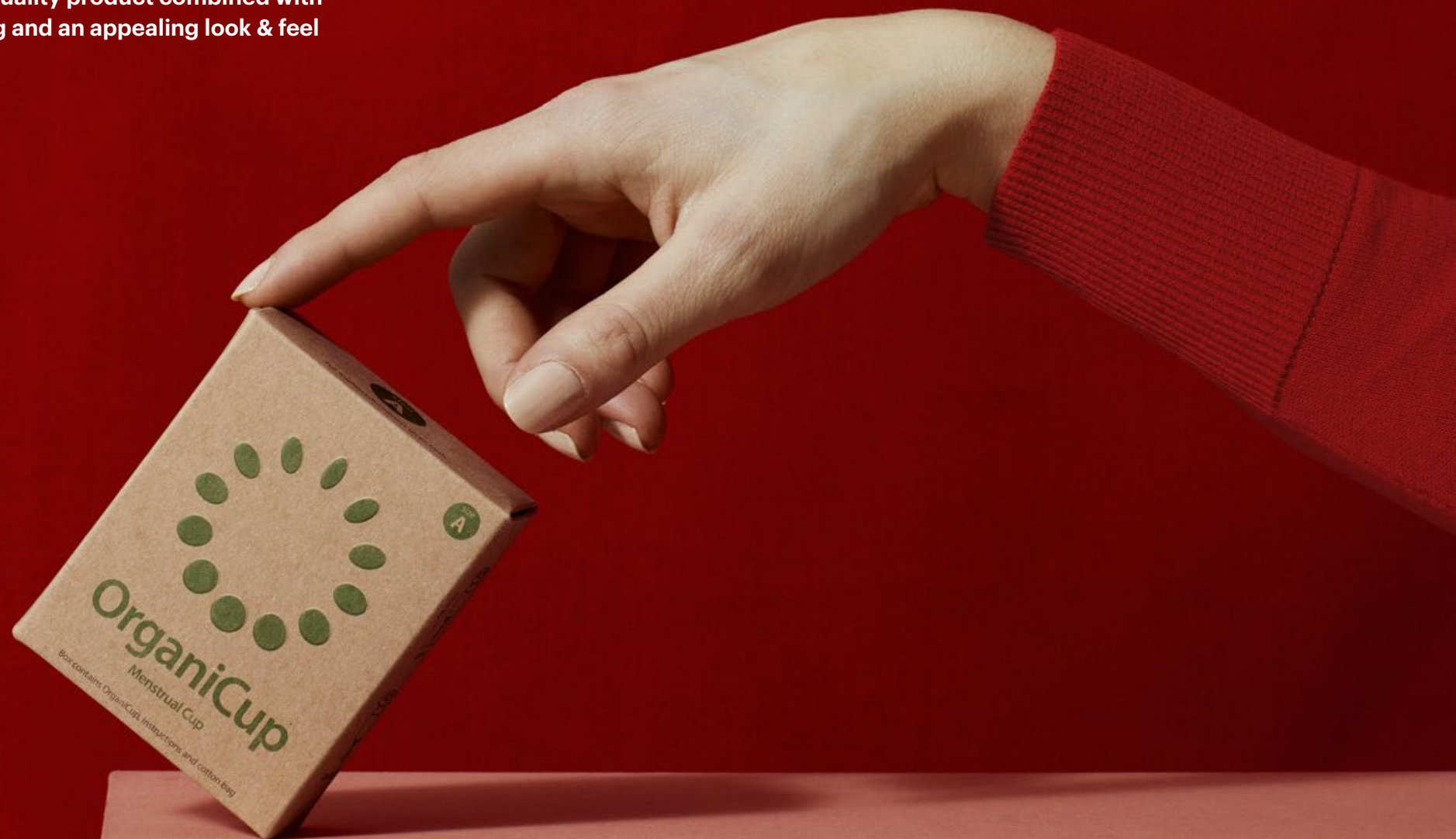
back by her body. We believe period products should not contain harmful chemicals nor absorb natural bodily secretions, resulting in infections. Periods should not be the cause of major pollution. And they should never, ever be a source of shame.

Creating this world is what it's about. And you – our users – are driving this change. Together we're breaking down the barriers that menstruation has raised in the lives of dreamers and doers.

Together we're unfolding a #NewPeriod. Of periods.

OrganiCup was founded in Copenhagen in 2012.

To conquer the market and the consumer it all comes down to a quality product combined with attractive branding and an appealing look & feel



OrganiCup

THE PRODUCT

The cup with its unbleached cotton bag and recycled cardboard packaging



Size B

For women
who **HAVE**
given birth.



Size A

For women
who **HAVE**
NOT given
birth



BENEFITS



Healthier

- It contains no chemicals
- It collects rather than absorbing
- Consists purely of allergy-safe medical grade silicone



Easier

- You only empty it twice a day
- It lasts you up to 10 years
- You can sleep and do sports while wearing it



Greener

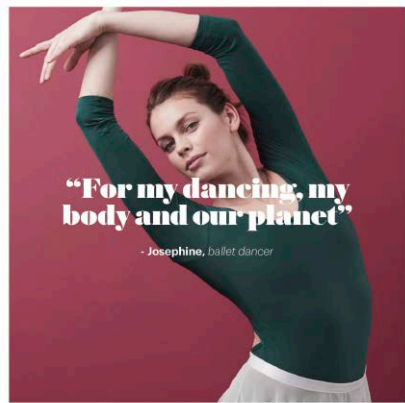
- It's re-usable
- It does not produce constant waste
- Made from eco-friendly materials

THE BRAND – OUR PACKAGING

The OrganiCup packaging is quite distinct.



THE BRAND – RECENT CAMPAIGNS



“For my dancing, my body and our planet”

- Josephine, ballet dancer

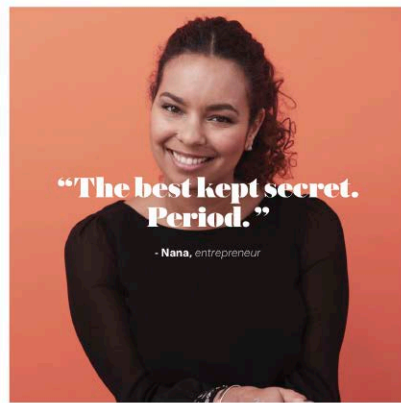
The Menstrual Cup.

Maybe you've never heard about it or maybe you're already using it. In any case it's here to stay. OrganCup is re-usable, provides up to 12 hours of leak-free protection and doesn't mess with your natural "environment". We believe in a world where menstrual products don't

pollute our bodies and our planet. A world where menstruation is not stigmatized. And where everyone has access to a healthy menstrual solution. #takemenstruation



www.organocup.com



“The best kept secret. Period.”

- Nana, entrepreneur

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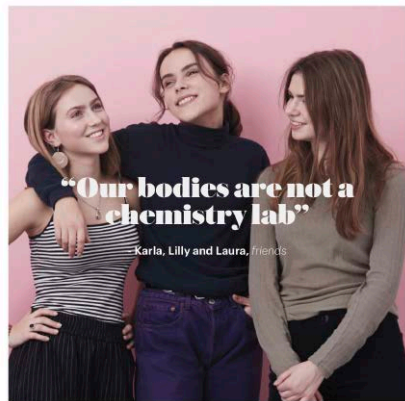
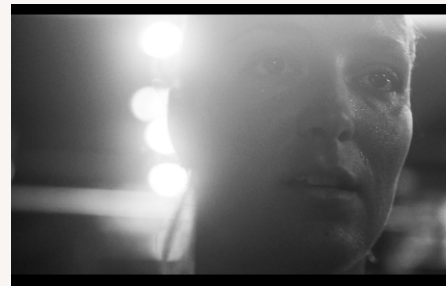
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INTRODUCING
JULIA CASTRO



“Our bodies are not a chemistry lab”

- Karla, Lilly and Laura, friends

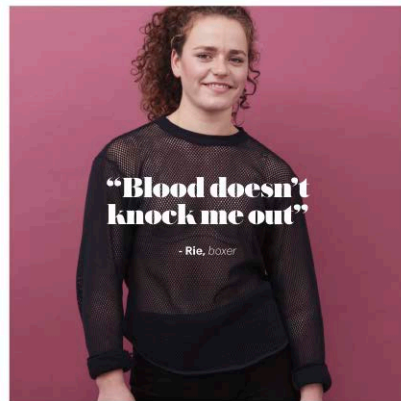
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“Blood doesn't knock me out”

- Rie, boxer

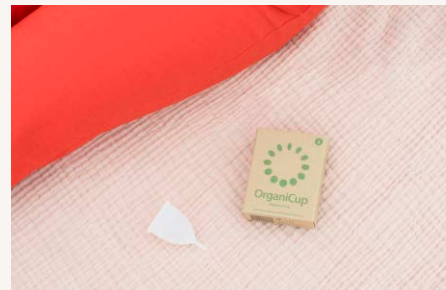
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OrganCup

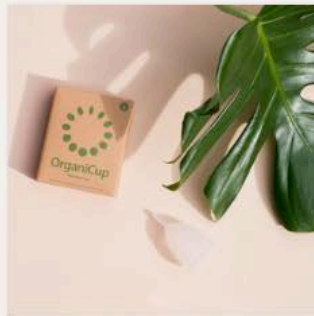
THE BRAND – SoMe UNIVERSE



♥ 160 🗉 16 📈 2,05%



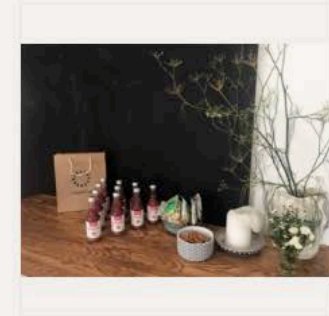
♥ 177 🗉 11 📈 2,37%



♥ 157 🗉 12 📈 2,21%

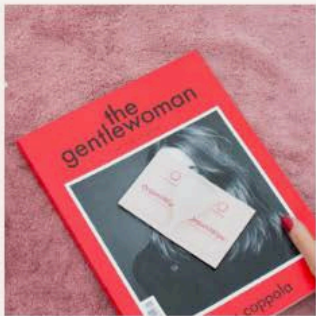


♥ 240 🗉 24 📈 3,55%

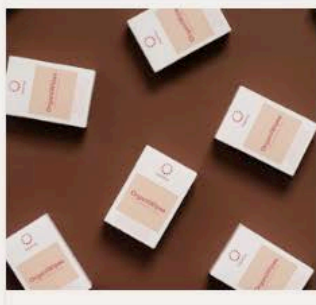


♥ 79 🗉 6 📈 1,16%

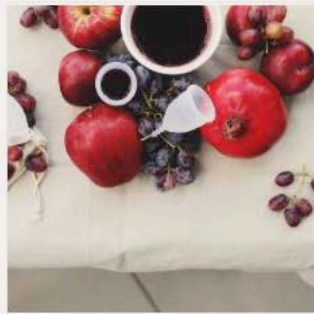
SEPTEMBER 2017



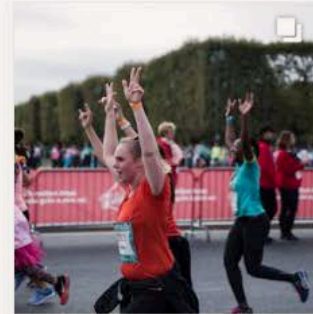
♥ 94 🗉 2 📈 1,34%



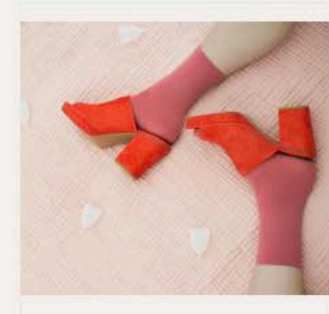
♥ 118 🗉 5 📈 1,73%



♥ 218 🗉 1 📈 3,12%



♥ 110 🗉 0 📈 1,62%



♥ 120 🗉 4 📈 1,84%

AUGUST 2017



♥ 156 🗉 1 📈 2,35%



♥ 214 🗉 5 📈 3,28%



♥ 121 🗉 4 📈 1,88%



♥ 116 🗉 9 📈 1,89%



♥ 120 🗉 2 📈 1,85%



OrganiCup

PRODUCT FAMILY



OrganiCup Size A

For women who haven't given birth.

OrganiCup Size B

For women who have given birth.



OrganiWipes

Upon strong consumer demand, we recently launched our OrganiWipes: Organic cotton sanitising wipes for cleaning OrganiCup in situations without access to water and in between periods.



OrganiWash

The ultimate 2-in-1 for menstrual cup users: Use it to cleanse your cup before insertion/after removal and as a pH-balanced intimate wash for your body.

ORGANICUP CONSUMER SURVEY

~2200 RESPONDENTS

90%

believe the cup will
become more popular
than tampons/pads
over time

94%

would recommend
OrganiCup to others

**"I will never return to the old
sanitary pads, what a pity not to
have discovered the cup before"**

Italy, age 30

**"Thank you! You have changed my life
forever. Thanks again!"**

Denmark, age 21

**"I'd wish I had the OrganiCup
always. It almost changed my
life and changed the period from
something uncomfortable into
something I hardly notice."**

Denmark, age 42

**"This menstrual cup was my
best purchase of 2016 and I'm
recommending it ever since.
Thanks!!"**

Belgium, age 28

AWARD WINNING

OrganiCup won two awards in 2016



ORGANICUP VOTED "PRODUCT OF THE YEAR" BY THE DANISH HEALTH STORES.

Every year more than 200 Danish health stores selects three products for their "product of the year" awards. For 2016 they chose OrganiCup in the "Personal care / skin care" category for the following reasons:

- End users are saying "my best purchase ever"
- The product is sustainable, healthier, easier and cheaper
- High user satisfaction and fantastic feedback from customers



BEST NEW PRODUCT – NON-FOOD CATEGORY – NORDIC HEALTH FAIR

In November, we won the award as best new product in the non-food category at the biggest Nordic health exhibition in Sweden "Natural Products Scandinavia" chosen by the visitors.



ALLERGY AWARD 2017 (NOMINATED)

We were nominated among 6 out of 70 brands for the Allergy Award 2017 in London.



BEST PERSONAL CARE 2017

In the UK magazine "Natural Lifestyle Magazine" OrganiCup was awarded Highly Commended, Best Personal Care product by readers..

THE NUMBERS



ORGANICUPS SOLD

>400.000



STORES

>3.000

MULTI-CHANNEL APPROACH

Health stores, pharmacies, drug, stores, e-retailers

UNIQUE WEBSITE VISITORS MONTH (AVG 2017)

>120.000



FOLLOWERS ON FB+IG

> **75.000**

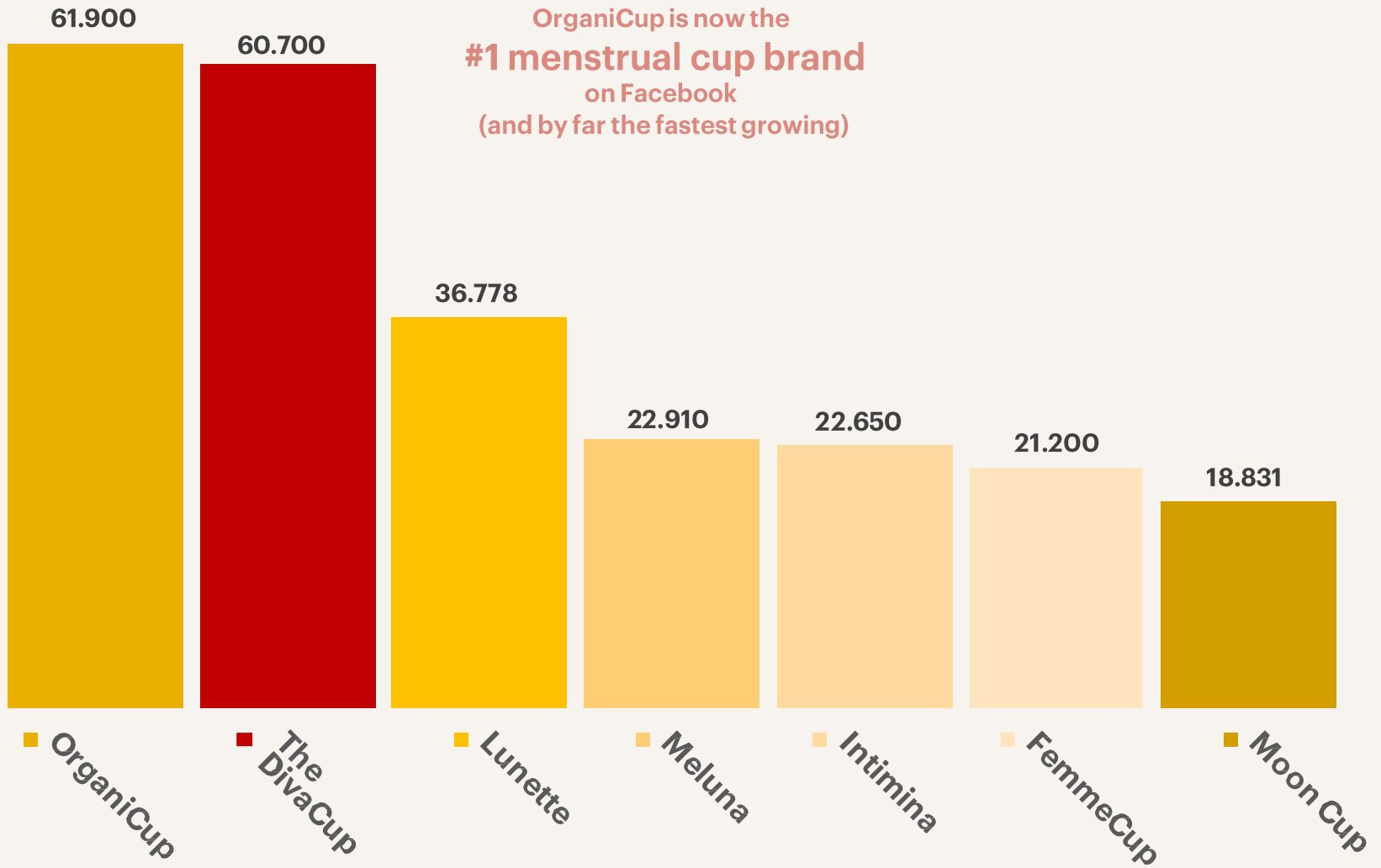
+75.000 NEWSLETTER SUBSCRIBERS



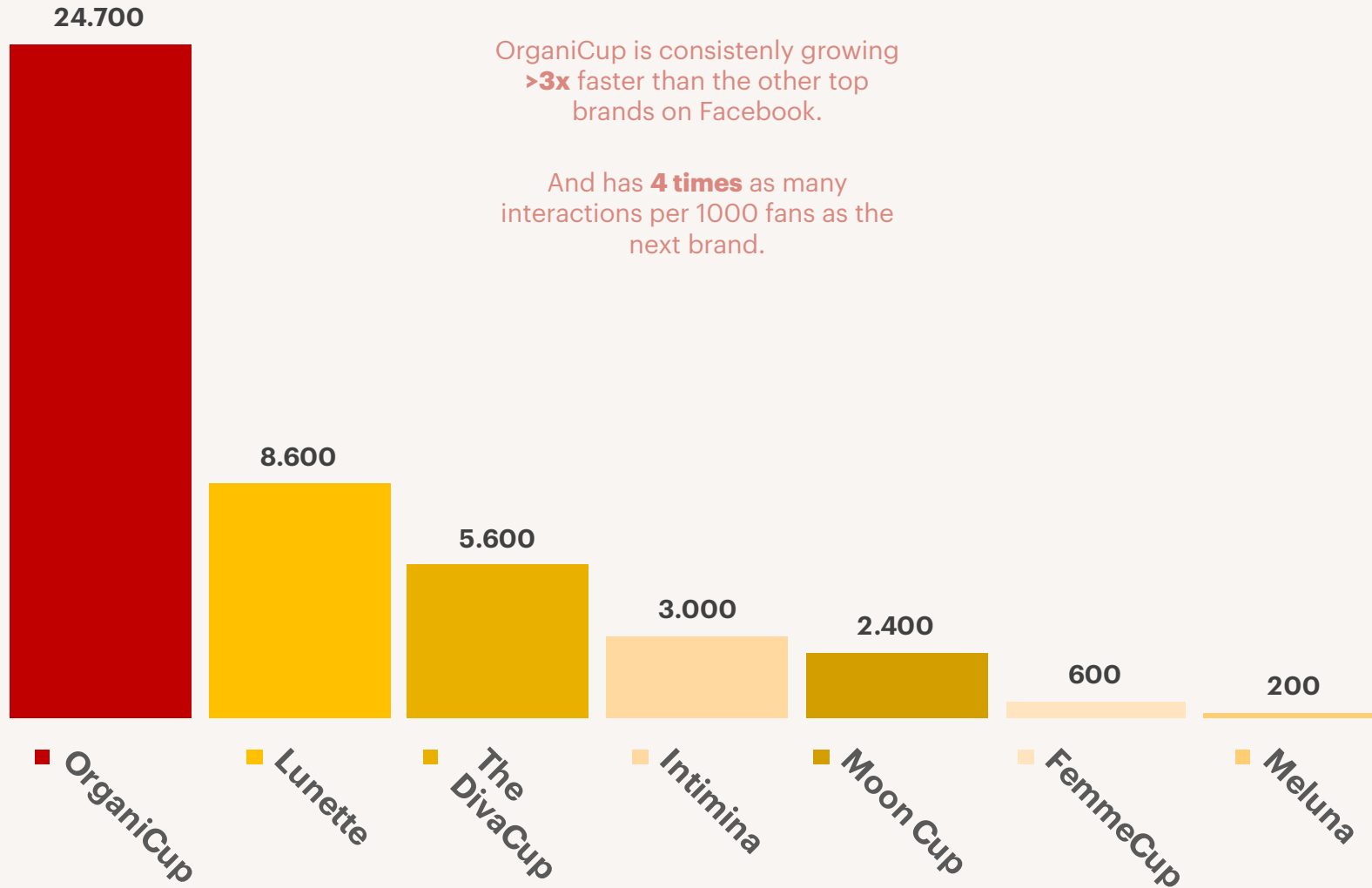
*April, 2018

TOTAL FB FOLLOWERS

OrganiCup is now the
#1 menstrual cup brand
on Facebook
(and by far the fastest growing)



FOLLOWER GROWTH PAST 12M



THE NUMBERS – DIGITAL


OrganiCup is the most reviewed brand on Facebook

facebook

4.7 ★

4.7 of 5 stars
403 reviews

OrganiCup has the **most visited website** out of all menstrual cup brands according to global website ranker Alexa (lower number is better).

Traffic Metrics  An amazon.com company

Site	Global Rank
organicup.eu	210,981 ▼ 121,709
divacup.com	263,996 ▼ 10,337
intimina.com	372,447 ▼ 11,538
rubycup.com	396,641 ▼ 51,180
lunette.com	433,377 ▼ 153,468
mooncup.co.uk	539,574
me-luna.eu	869,835

OrganiCup is also the fastest growing brand on Instagram. In October we grew **>4X** faster than the 2nd-fastest growing brand.



	@organicup	@lunettecup	@mylenacup	@mooncupltd	@rubycup	@thedivacup	@intimina
COMMUNITY							
Total number of followers	10.266	13.762	4.639	2.456	4.116	9.122	2.990
Total follower growth (last 30 days)	2.122	375	124	198	440	504	108



OrganiCup



SALES BENCHMARKS

Danish chain Matas (290 stores)

Avg. sales/month 2017: 6 units per store
Split: 70% A-cup, 30% B-cup

In-store visibility and promotions on- & offline
Staff training



Danish pharmacy chains (400 stores)

Avg. sales/month 2017: 5 units per store

Less in-store visibility because of chain structures
but a staff training 2-4 times a year.



Dutch chain Kruidvat (1200 stores)

On shelves October 2017
Est. sales/month: 8-10 units per store/MONTH
In-store visibility and promotions on- & offline.

Launch case: Kruidvat Drugstore Chain – Week 43, October 2017

Distribution = 1200 stores in the Netherlands, Belgium and Northern France

Pre-launch:

- “Test&Tell” – test of OrganiCup with 200 girls (more than 4000 girls applied to be test persons). Test for 2 months until Oct. 31. Reviews will be used for marketing & testimonial quotes.

Launch:

- Start-up order: 6 units per product/store + webshop
- Introduction offer 2 weeks (19.99 euro)
- Kruidvat newspaper (reach 4 mio. people)
- Digital launch campaign from OrganiCup with wide reach to >100.000 girls
- Bloggerevent in Amsterdam to create awareness

Next steps 2018:

- Counter displays & promotion in all stores
- Floor display
- 2 x promotions/year
- Ongoing awareness with influencers and bloggers

➔ **OrganiCup digitally supports our customers**

Online reach during the launch period (26 Okt - 21 Nov 2017):

We reached **100.519 persons** in the Netherlands.

We got **1.015 reactions** on our post (reactions+sharing+comments).

We sent in total **2.249 persons** to Kruidvat's homepage.



ACTIVITIES & EVENTS

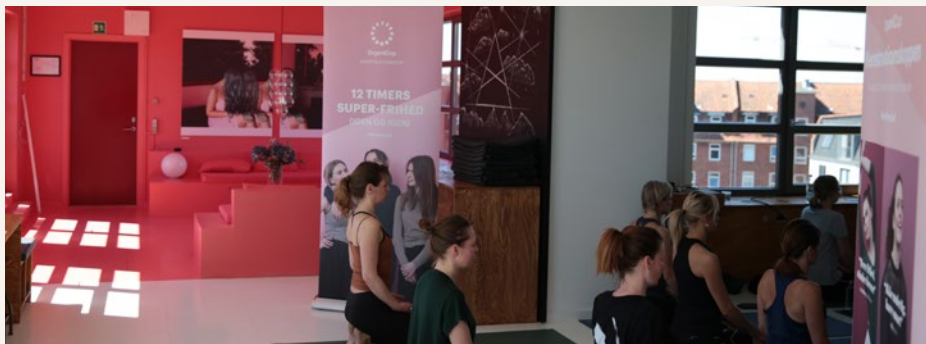


EVENTS

We engage in local market activities where we can raise awareness within relevant influencer circles.



OrganiCup's commercial director, Gitte Dalberg-Larsen, presenting the OrganiCup Inner Beauty Award at Danish Beauty Award 2017.



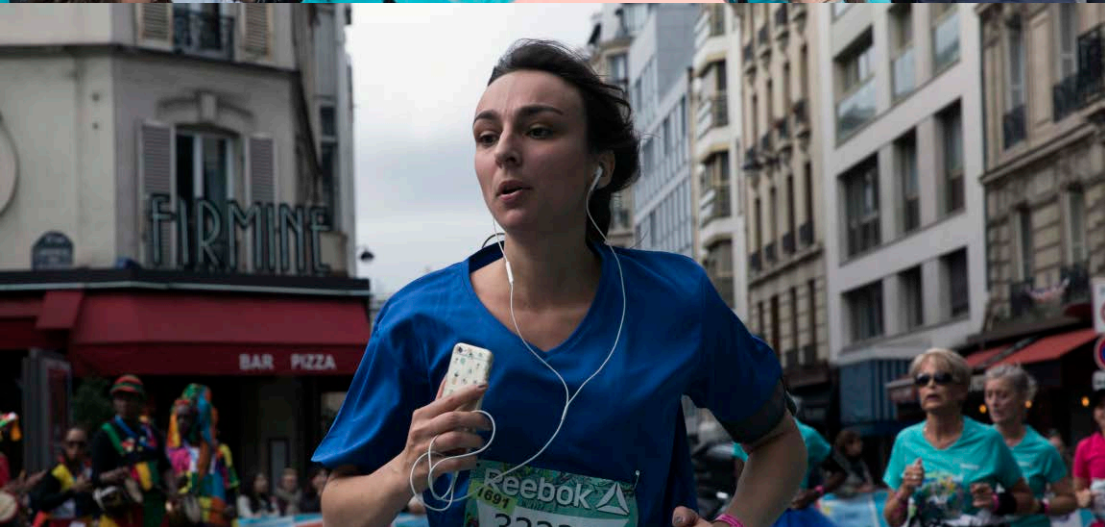
OrganiCup yoga event in collaboration with leading Danish yoga instructor Cathrine Koefoed.



OrganiCup event during VENUS documentary premiere in Copenhagen.

LA PARISIENNE WOMEN RUN

OrganiCup was a sponsor at the La Parisienne women run in 2017. La Parisienne is the biggest run in Paris with more than 40.000 runners.



LONGBOARD GIRLS CREW



We work with Valeria from Longboard Girls Crew, that has skate crews and ambassadors in more than 70 countries.

They share OrganiCup's values that women are stronger together! Through their work they prove that girls and women can do what they want and they reinforce female empowerment.



CHARITIES

We support charities that works to improve women's lives



Through donation efforts we work with charities like The Cup Foundation, WoMena and WiseEconomy.



They provide girls living in poverty with menstrual cups...



...Along with the necessary training and education.

COOPERATION WITH NGOs AND ORGANISATIONS IN DEVELOPED COUNTRIES



Even in developed countries girls live in poverty and can't afford pads & tampons and period continues to be a taboo. OrganiCup wishes to break down these barriers.



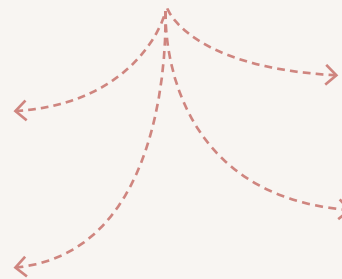
OrganiCup cooperates with No More Taboo and Freedom4Girls in the UK by donating cups. They help break down taboos and teach girls and women in need about periods, puberty and empowerment.



They provide women and girls with free menstrual cups together with the necessary information about periods, menstrual hygiene and how to use the menstrual cup.

Never mind free tampons – schoolgirls need education about their periods
- The Guardian

Girls In The UK Are Using 'Socks Because They Can't Afford Sanitary Pads'
- Marie Claire



Girls 'too poor' to buy sanitary protection missing school
- BBC

Girls from low-income families skipping school during periods because they can't afford sanitary products
- Independent

THE STRATEGY – AMBASSADORS



Through sponsorship we cooperate with Valeria, CEO of Longboard Girls Crew, who has crews and ambassadors in more than 70 countries.

...and Julia Castro, a professional kitesurfer.

They share OrganiCup's values that women are stronger together! Through their work they prove that girls and women can do what they want and they reinforce female empowerment.