

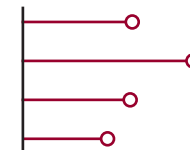
Predefined retail concepts

Partnership concepts

	kybun Shop by	kybun Compact Shop by	kybun Premium Partner	kybun Multi-Brand Partner	kybun Medical Partner
Overview of partnership concepts / categories					
USP	<p>Competence centre for pains of the locomotive system</p> <p>From many years of experience, various tools and resources around kybun have been combined into a comprehensive shop concept.</p>	<p>Hot Spot - the essentials in a small space</p> <p>Our core products in a compact space with the aim of spreading our concept at top locations.</p>	<p>Integrate kybun competence into existing shop</p> <p>Integrate the kybun world into existing shop concept and offer holistic solutions and added value.</p>	<p>Our unique product completing your sales mix</p> <p>Put on, experience and walk healthy. A product that helps and wows customers, as an ideal addition to your store vision.</p>	<p>kybun every day solution supporting your medical services</p> <p>Rounding off your patients' well-being during and after therapy phase. The elastic springy, pleasant kybun effect.</p>
Recommended for / special advantages	<ul style="list-style-type: none"> • Greatest regional impact as kybun shop • Most extensive product range, sophisticated appearance and highest competence • Great number of diagnostic tools for customers 	<ul style="list-style-type: none"> • For premium locations • Complementary location to kybun shop in bigger cities (hot spot) • Entry variant for predefined retail concepts 	<ul style="list-style-type: none"> • Distinct kybun world in existing shop • USP through products offering solutions for pains • Customer acquisition with kybun marketing tools 	<ul style="list-style-type: none"> • Product of exceptional USP and quality • Reaching new customer target groups – experience shows customers return • Customer acquisition via kybun online marketing 	<ul style="list-style-type: none"> • Doctors, physiotherapists, alternative practitioners et al. • Hotels, fitness centres et al. with medical service offers • Suitable upselling to medical services

Overview

Product range
Potential
Medical
Investment



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Partnership concepts

	kybun Shop by	kybun Compact Shop by	kybun Premium Partner	kybun Multi-Brand Partner	kybun Medical Partner
Recommended display area (without stock)	65 m ²	40 m ²	30 m ²	7 m ²	4 m ²
Minimum display area (without stock)	40 m ²	20 m ²	15 m ²	5 m ²	2 m ²
Required number of shoes in stock	400	200	200	100	-
Models displayed in the shop	60	40	40	28	8
Foot pressure measurement station / health station	3 recommended (Foot pressure measurement station and 2 health stations)	2 recommended (Foot pressure measurement station and health station)	2 recommended (Foot pressure measurement station and health station)	1 recommended (Foot pressure measurement station)	Individual consulting
Consultation services	Information events, courses, consultation hours	Information events, courses, consultation hours	Information events, courses, consultation hours	-	-
Trial shoes 8 sizes per gender and technology (Strato and Tropo)	32	16	16	16	16
Sales targets	No sales targets specified. Reference values to be discussed individually.	No sales targets specified. Reference values to be discussed individually.	Potential: 60/month	Potential: 40/month	Potential: 25/month
Starter package	TV credit Advertising material	TV credit Advertising material	TV credit Advertising material	Advertising material	Advertising material