M I ⊠ I T

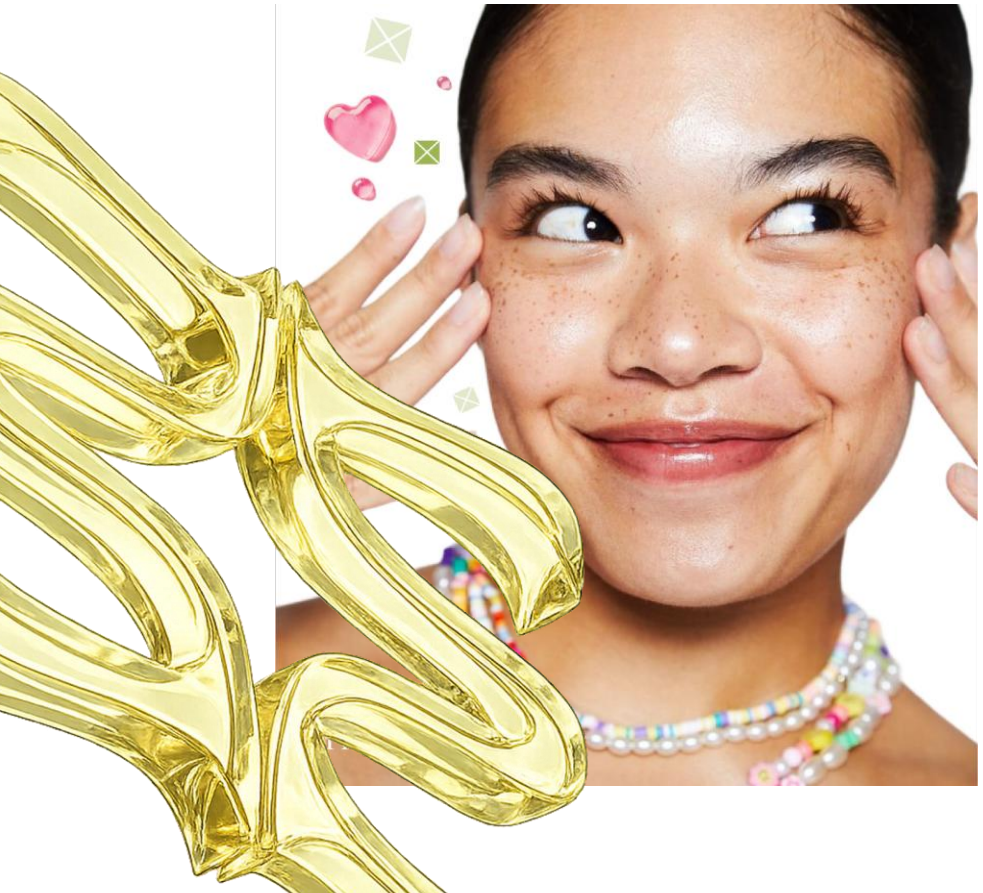
№ 1 brand - Russia & CIS

MIXIT

In the short-content dopamine era, consumers seek not only functional benefits but also emotional rewards: interest, surprise, pleasure — hence the desire to share the experience with others.

MIXIT is a beautytainment brand making effective beauty enjoyable.

Through sensory textures, innovative formats and distinctive design, MIXIT turns everyday beauty routines into experiences consumers want to discover, share and repeat.







MIXIT

12 years

MIXIT BRAND
On the market

2 factories

IN-HOUSE
production & laboratory

600 SKU

WITH 200+
Innovations every year

We don't test on animals

No harmful ingredients

We don’t compromise on raw materials quality









MIXIT



SUCCESS Russia

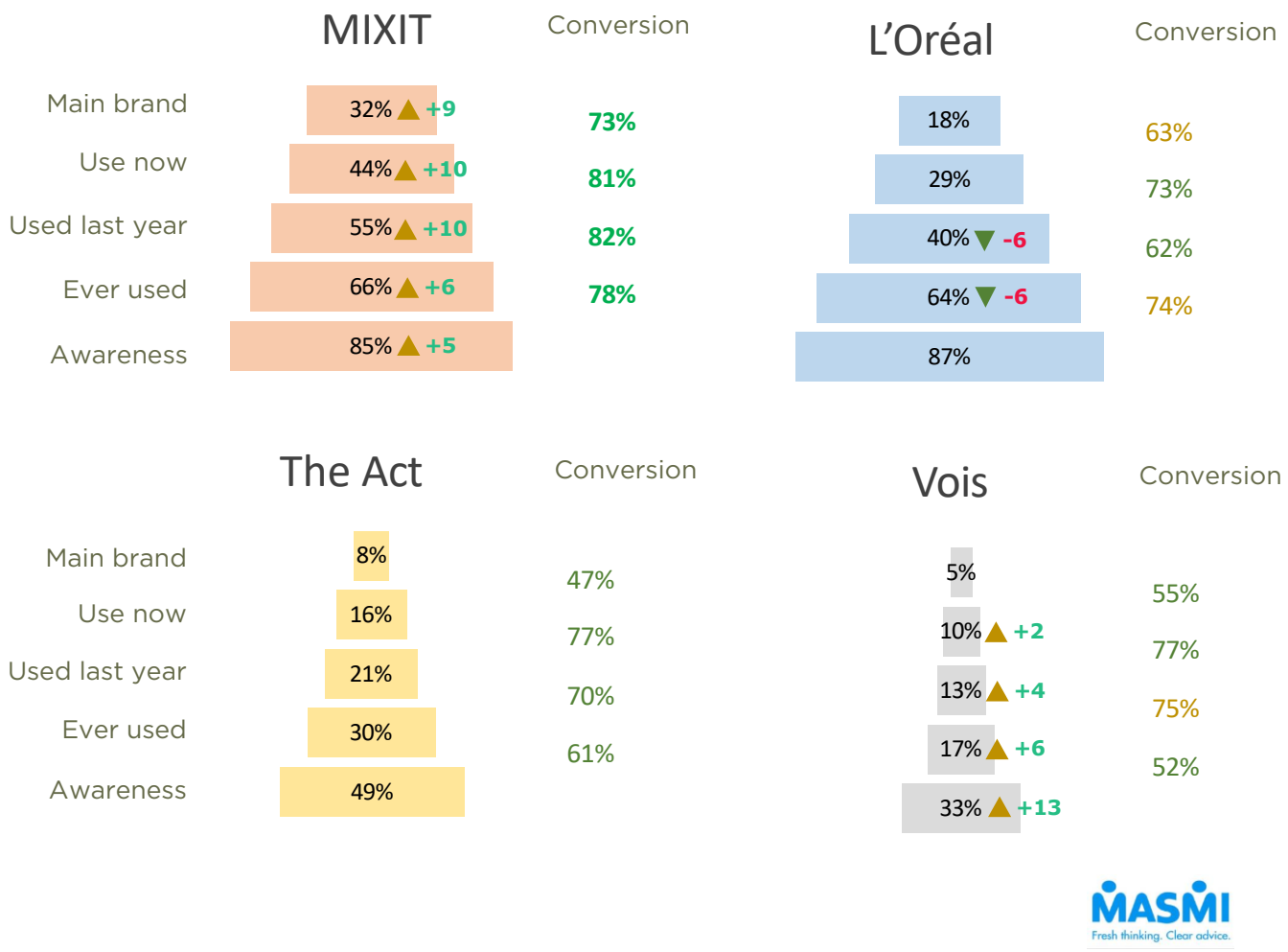
buy — **№1** cosmetics brand in Russia online & offline

love — **640M** monthly views in social media

know — **85%** women in Russia know the brand

MIXIT matches L'Oréal in awareness and beats it in usage — leading in every key Russian & CIS retailer

AWARENESS-TO-USAGE FUNNEL VS KEY COMPETITORS



Source: Masmi panel, 1,112 respondents

USAGE TURNS INTO RETAIL LEADERSHIP

№1
7% market share
Drugstore retailer

№8
Biggest Perfumery retailer

№1
5.7% market share
Marketplace

№1
3.8% market share
Marketplace

pre-launch in Middle East:
Proven demand of Arabic consumer

MIXIT is building GCC awareness: our Arabic SMM is breaking records!

MIXIT

320K followers Arabic Accounts

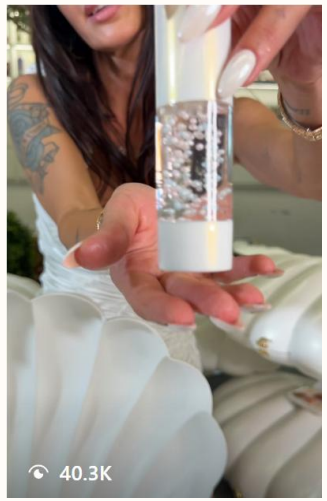
50 M views monthly

Account name: @built_by_elena

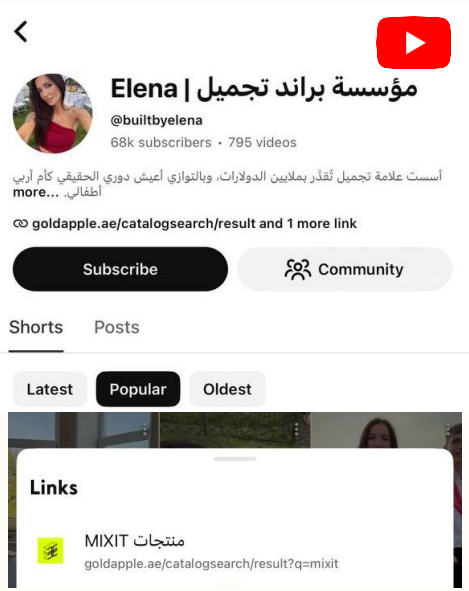
YOUTUBE	12.2M	Views monthly
INSTAGRAM	11M	Views monthly
FACEBOOK	10.3M	Views monthly
TIKTOK	4M	Views monthly
SNAPCHAT	3M	Views monthly









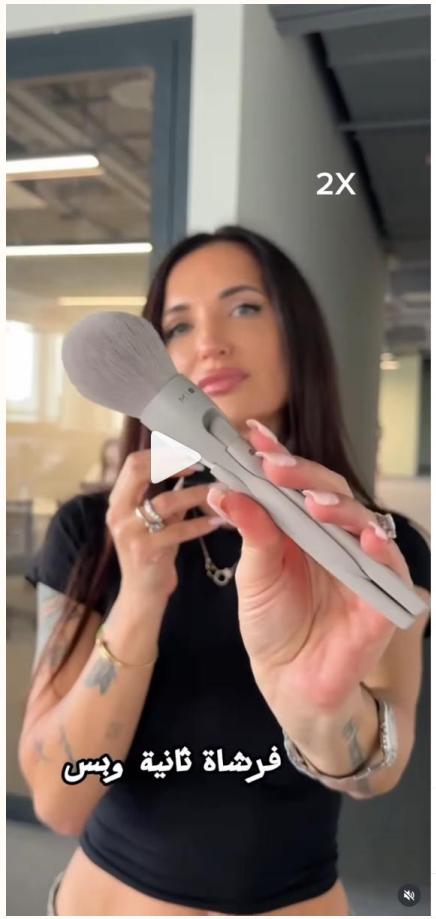


We build consumer demand daily through SMM — and convert it into retail traffic

MIXIT

Consumer: “Love u ♥♥♥” “where to buy?“ “I’ll try this product”

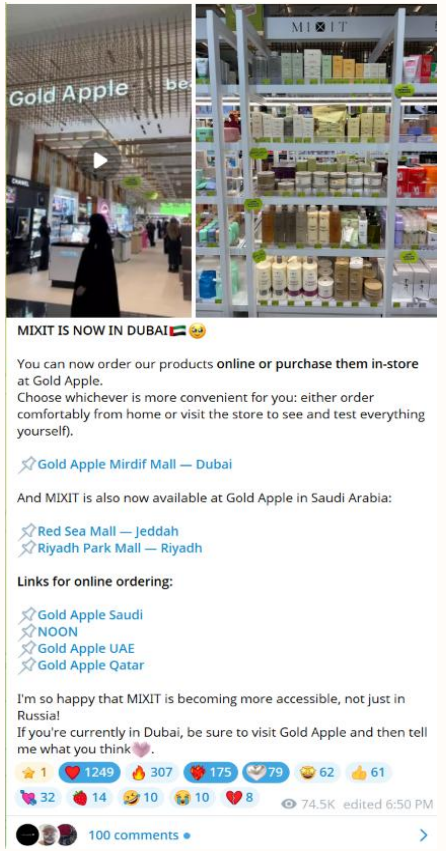


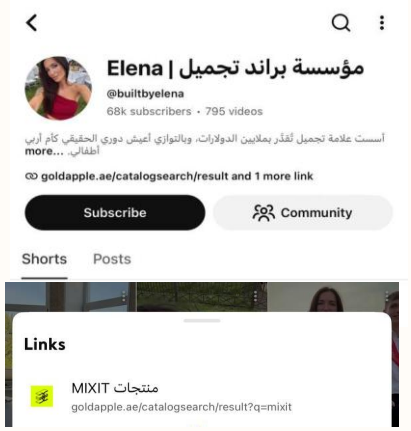




We direct them to our retail partners

- Retail partners are actively promoted across our Arabic social channels, with direct links and store locations
- 100K+ views on retail-focused content, daily posting
- Next step: retailer activations amplified through MIXIT social media

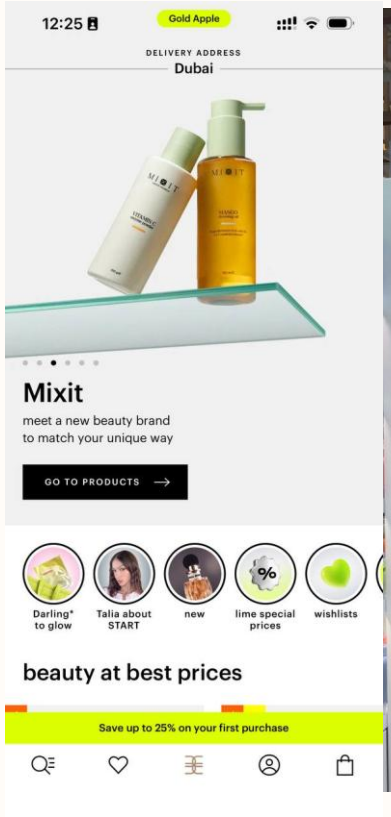








Demand to sales: MIXIT is already live across UAE, Saudi Arabia and Qatar







First sales in GCC
GOLD APPLE PERFUMERY

First offtake: 20 pcs per store/day
(before instore activation)

- Live in UAE, Saudi Arabia & Qatar since September 1st
- Certified
- 3-week stock lead time
- GCC-localized packaging (EN + AR)

Russia proved the model. GCC is proving the demand. Now we are ready to scale.
Looking for the right retail partners for further GCC expansion.

MIXIT can create traffic and discovery, not just occupy shelf space.

MIXIT

TRAFFIC

Pulls shoppers in

- We drive our own traffic through viral Arabic social content — giving early retail partners a good share of brand mentions in our Ads
- 150K+ Russian-speaking residents in the UAE already know and wait for Russia's #1 beauty brand in UAE Retail

BASKET SIZE

Value growth

- Masstige regular RSP builds basket value, while promo pricing drives trial and volume
- Cross-category portfolio + emotional hero products encourage discovery, impulse purchase and add-ons

IMAGE & VIRALITY

Lifts the image

- Viral products on shelf, the ones people catch & search under distinctive “Beautytainment” proposition
- Talented MIXIT SMM team with proven success and Gen Z reach — drives awareness of both brand and retail and brings young audience in-store

MIXIT brings: brand investment · Arabic content engine · creators & influencers · traffic to stores · hero-product innovation · promo support · fast innovation pipeline · a Gen-Z-appealing beauty image on the shelf

MIXIT

UAE & Saudi Arabia
Marketing investment plan

MIXIT marketing: media investment plan GCC

MIXIT

1

MIXIT Social Media

➔ AWARENESS OF BRAND & RETAILER

- Arabic audience Middle East
- 50 000 000 views per month





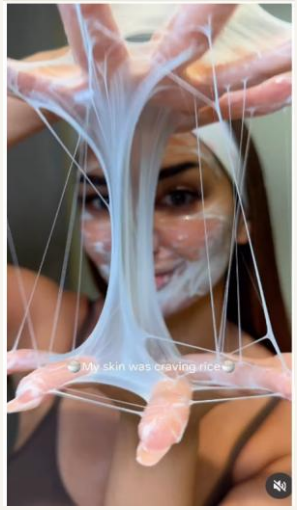
KPI: 50M views/mo · 5K visits/mo

2

META / Snap Ads Traffic

➔ TRAFFIC TO BRAND & RETAILER

- Arabic & expats audience UAE
- Vivid creative of local UGC creatives, AI creatives





KPI: 20K visits/mo

3

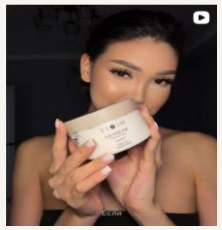
UGC / Bloggers

➔ RELEVANCE & TRUST

- PR Boxes, UGC
- Bloggers waves UAE, Saudi







KPI: 30 bloggers/mo, 100 PR boxes /mo

MIXIT trade marketing and in-store activation plan GCC

MIXIT

1

In-store visibility

→ MORE SALES PER SHELF METER

- high-quality POSM, shelf navigation
- Gondola ends & seasonal displays
- Only relevant MENA consumer assortment and bestsellers



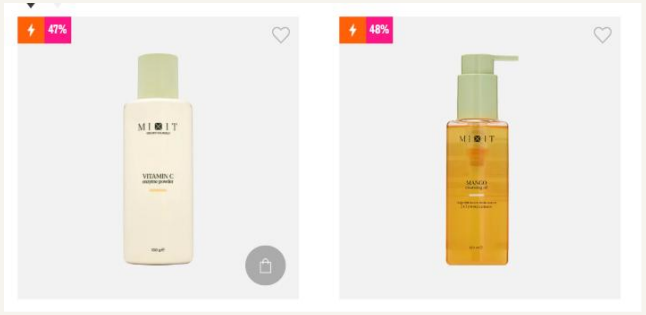
KPI: 90%+ availability

2

Promotions

→ FASTER STOCK TURNOVER

- Strong quarterly plan of Discount, 1+1
- GWP with marketing push
- Sampling
- Gift Sets and bundles



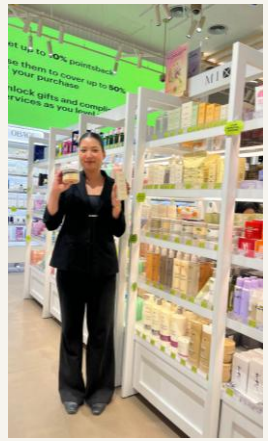
KPI: as per commercial agreements

3

Activations

→ HIGHER CONVERSION & BASKET

- Brand consultants in key doors
- Beauty advisor training & sampling
- In-store events with influencers



KPI: 2x conversion in staffed doors

MIXIT

UAE
Pricing and Assortment Strategy

Accessible masstige pricing: building on the advantage of both Masstige and Mass segments — regular price protects value, promotions unlock volume

MIXIT

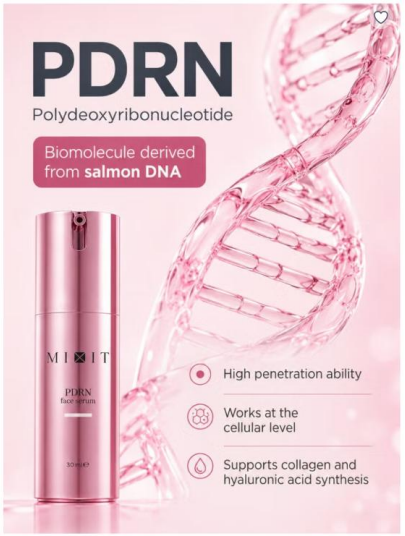
UAE MARKET : MIXIT PRICE STRATEGY

Tier	Key Brands	UAE Tier Size Volume %	UAE Tier Size Value %	Retailer Role / Trade-off	MIXIT Price Positioning
PREMIUM / DERMA AED 100+	• ZO SKIN HEALTH • ACM • KERASTASE	**2.7%**	**17.6%**	+ Builds authority & premium credentials – Narrow shopper reach	
MASSTIGE AED 40–100	• Face: LORÉAL PARIS, SWISS IMAGE, FADE OUT, REVOLUTION SKINCARE • Body: THE ACT, BIO OIL, TREE HUT • Hair: OGX, WELLA PRO, TRESEMMÉ,	**18.9%**	**31.6%**	**+ Builds differentiation & discovery**	MIXIT Regular Retail Price average 60 AED
MASS AED 20–40	• GARNIER • VASELINE • NIVEA	**38.1%**	**34.6%**	**+ Drives mass traffic & rotation** – Limited retailer image building and differentiation	MIXIT Promo Retail Price* 35-40 AED
ECONOM < AED 20	• PRIVATE LABELS • JUNSUI • MARYAM	**40.3%**	**16.2%**	+ High Volume as captures price-sensitive demand – Dilutes retail image toward discount	

**Recommended Average Retail price tier for Perfumery / Pharmacy channels. Promo price is the subject of commercial discussion.*
All prices shown are indicative recommendations only to showcase MIXIT price strategy. Final shelf prices are determined independently by each retailer and may vary by channel, market and period.

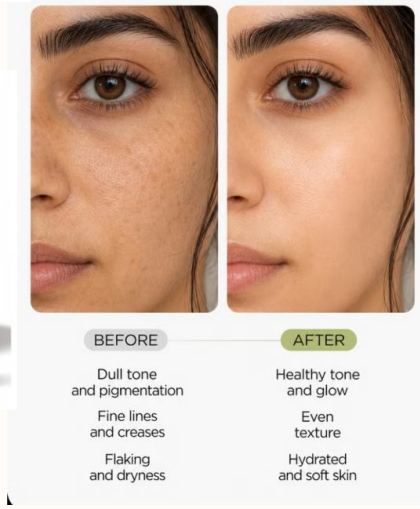
We selected relevant to Arabic consumer bestsellers from our assortment

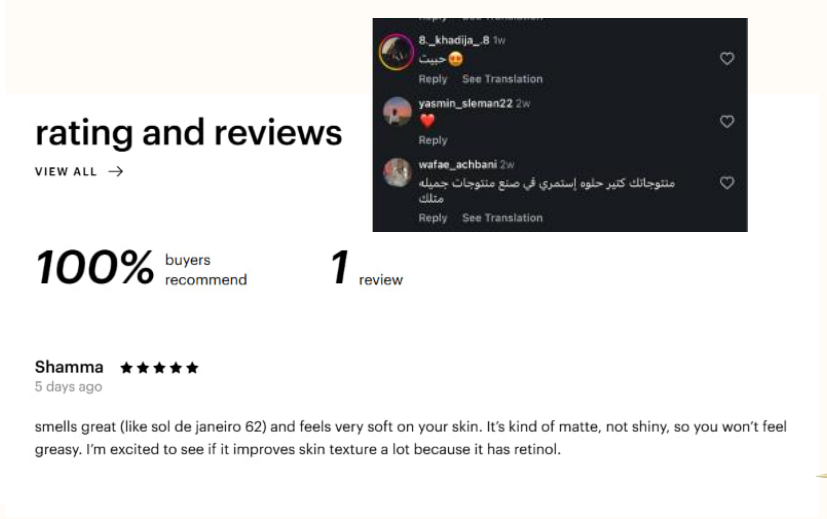












RELEVANT MENA NEEDSTATES

- Even skin tone
- Skin glow and radiance
- Brightening, etc.
- SPF

ONLY TRENDING INGREDIENTS, FORMATS, TEXTURES

- PDRN, Vitamin C, etc.
- Enzyme powder, SPF Sticks, etc.

RELEVANT MENA FRAGRANCES

- Amber, tonka, musk

EARLY MARKET SIGNALS

- Growing consumer interest on SMM
- First positive product reviews

BODY & SHOWER Category

MIXIT

Brand	Category	Format	Marketing name	SKU	Barcode	Unit	Qty per Box
MIXIT	Body	Scrub	Spa Rituals Amber & Tonka Smoothing Body Scrub 300g	SKUA000276000	4630194643736	g	8
MIXIT	Body	Scrub	Spa Rituals Volcanic Vanilla & Sugar Smoothing Body Scrub 300g	SKUA000276100	4630194644023	g	8
MIXIT	Body	Scrub	Spa Rituals Coconut & Salt Exfoliating Body Scrub 300g	SKUA000275700	4630194642890	g	8
MIXIT	Body	Scrub	Spa Rituals Lemon Pie Body Scrub 300g	SKUA000687400	4650358453254	g	8
MIXIT	Body	Butter	Spa Rituals Amber & Tonka Nourishing Body Butter 250g	SKUA000276300	4630194643491	g	6
MIXIT	Body	Butter	Spa Rituals Volcanic Vanilla Softening Body Butter 250g	SKUA000276400	4630194644030	g	6
MIXIT	Body	Butter	Spa Rituals Coconut Hydrating Body Butter 250g	SKUA000276200	4630194643392	g	6
MIXIT	Body	Butter	Spa Rituals Wild Cherry Nourishing Body Butter 250g	SKUA000678400	4650358452653	g	6
MIXIT	Body	Oil	Sculpting Body Oil for Even Complexion and Stretch Mark Reduction 400ml	SKUA000753000	4650358456897	ml	6
MIXIT	Body	Hand	Silver Keychain with Milky Almond Hand Cream 1pc	SKUA000844500	4650358458839	pcs	8
MIXIT	Body	Scrub	Spa Rituals Gourmet Salted caramel & Whipped cream body scrub 300g	SKUA001061600	4620400206992	g	6
MIXIT	Body	Scrub	Spa Rituals Gourmet Hazelnut & Almond milk body scrub 300g	SKUA001061700	4620400207036	g	6
MIXIT	Body	Butter	Spa Rituals Gourmet Salted caramel & Whipped cream body butter 250g	SKUA001061400	4620400206978	g	6
MIXIT	Body	Butter	Spa Rituals Gourmet Hazelnut & Almond milk body butter 250g	SKUA001061500	4620400207067	g	6
MIXIT	Body	Mist	Spa Rituals Gourmet Hazelnut & Almond Milk Perfumed Spray 100ml	SKUA001061000	4620400206909	ml	6
MIXIT	Body	Mist	Spa Rituals Gourmet Salted Caramel & Whipped Cream Perfumed Spray 100ml	SKUA001061100	4620400206916	ml	6
MIXIT	Body	Mist	Spa Rituals Gourmet Biscuit & Condensed Milk Perfumed Spray 100ml	SKUA001061200	4620400206923	ml	6
MIXIT	Body	Shower gel	Spa Rituals Amber & Tonka Perfumed Shower Gel 500ml	SKUA000623100	4650358451670	ml	6
MIXIT	Body	Shower gel	Spa Rituals Vanilla Jasmine & Sandalwood Perfumed Shower Gel 500ml	SKUA000623000	4650358450901	ml	6
MIXIT	Body	Shower gel	Spa Rituals Wild Cherry Perfumed Shower Gel 500ml	SKUA000752800	4650358455937	ml	6
MIXIT	Body	Shower gel	Spa Rituals Gourmet Hazelnut & Almond Milk Shower Gel 500ml	SKUA001060700	4620400206947	ml	6
MIXIT	Body	Shower gel	Spa Rituals Gourmet Salted Caramel & Whipped Cream Shower Gel 500ml	SKUA001060600	4620400206930	ml	6











HAIR Category

MIXIT

Category	Format	Marketing name	SKU	Barcode	Unit	Qty per Box
Hair	Shampoo	Collagen & Keratin Laminating Shampoo for Frizzy Hair 1000ml	SKUA000828300	4680607211632	ml	6
Hair	Conditioner	Collagen & Keratin Laminating Conditioner for Frizzy Hair 1000ml	SKUA000828400	4680607211663	ml	6
Hair	Mask	Collagen & Keratin Laminating Mask for Frizzy Hair 400ml	SKUA000834500	4680607211953	ml	6
Hair	Shampoo	Collagen & Biotin Extreme Repair Shampoo for Damaged Hair 1000ml	SKUA000391800	4680607210017	ml	6
Hair	Conditioner	Collagen & Biotin Extreme Repair Conditioner for Damaged Hair 1000ml	SKUA000392100	4680607210024	ml	6
Hair	Shampoo	Hair Expert Collagen & Honey Sulfate-free Shampoo 1000ml	SKUA001010000	4680607212561	ml	6
Hair	Conditioner	Hair Expert Collagen & Honey Silicone-free Conditioner 1000ml	SKUA001010100	4680607212578	ml	6
Hair	Accessories	Hair Expert Brush Beige	SKUA000932800	4680607212066	pcs	6





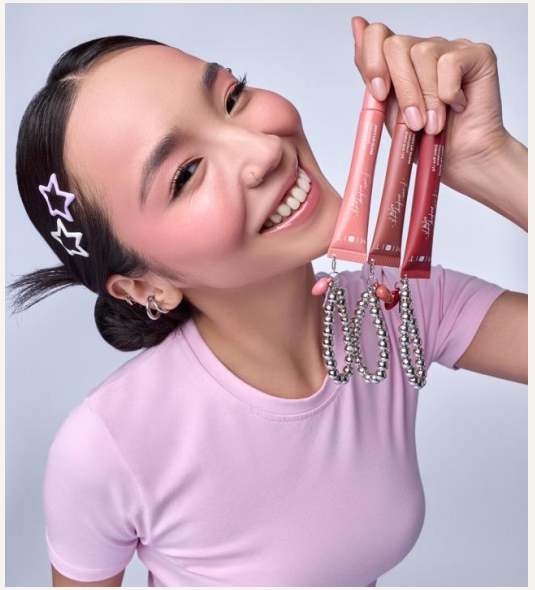






MAKE UP Category - Lips

Category	Format	Marketing name	SKU	Barcode	Unit	Qty per Box
Make Up	Lip Gloss	Glazed oil gloss, shade cherry cola 5ml	SKUA001006300	4620400204820	ml	24
Make Up	Lip Gloss	Glazed oil gloss, shade damask	SKUA000500200	4650358452417	ml	24
Make Up	Lip Gloss	Glazed oil gloss, shade pale pink	SKUA000499800	4650358452394	ml	24
Make Up	Lip Gloss	Glazed oil gloss, shade sweet gold	SKUA000500000	4650358452400	ml	24
Make Up	Lip Gloss	Juicy Lip Gloss, 02 12ml	SKUA000839600	4650358459577	ml	10
Make Up	Lip Gloss	Juicy Lip Gloss, 03 12ml	SKUA000839700	4650358459591	ml	6
Make Up	Lip Gloss	Juicy Lip Gloss, 06 12ml	SKUA000839800	4650358459584	ml	6
Make Up	Lip Balm	Lip Balm Pod Glam Play, 01 Marmalade cherry - ltd 2027	SKUA001308400	4620400212887	g	24
Make Up	Lip Balm	Lip Balm Pod Glam Play, 02 Hot chocolate - ltd 2027	SKUA001308500	4620400212900	g	24
Make Up	Lip Balm	Lip Balm Pod Glam Play, 03 Peach Bubble tea - ltd 2027	SKUA001308600	4620400212917	g	24
Make Up	Lip Duo	Duo Master Lip, 01 Date mood	SKUA000841400	4620400203496	g	24
Make Up	Lip Duo	Duo Master Lip, 02 Pop girl	SKUA000841500	4620400203502	g	24
Make Up	Lip Duo	Duo Master Lip, 03 Sassy love	SKUA000841600	4620400203519	g	24
Make Up	Lip Tint	Jelly Lasting Lip Tint, 01 Wild jam	SKUA000786800	4650358459904	ml	24
Make Up	Lip Tint	Jelly Lasting Lip Tint, 02 Hot flame	SKUA000786900	4650358459911	ml	24
Make Up	Lip Tint	Jelly Lasting Lip Tint, 03 Frosted truffle	SKUA000787000	4650358459928	ml	24
Make Up	Lip Liner	Longwearing lip pencil color 001	SKUA000448500	4630194646683	g	24
Make Up	Lip Liner	Longwearing lip pencil color 002	SKUA000448600	4630194646690	g	24
Make Up	Lip Liner	Longwearing lip pencil color 003	SKUA000448700	4630194646768	g	24
Make Up	Lip Liner	Longwearing lip pencil color 004	SKUA000448800	4630194646782	g	24
Make Up	Lip Liner	Longwearing lip pencil color 005	SKUA000588300	4630194649387	g	24
Make Up	Lip Liner	Longwearing lip pencil color 007	SKUA000588500	4630194649363	g	24
Make Up	Lipstick	Lipstick Balm, 01 Hazelnut cloud	SKUA000575400	4650358450116	g	30
Make Up	Lipstick	Lipstick Balm, 03 Amber glam	SKUA000575600	4650358450130	g	30
Make Up	Lipstick	Lipstick Balm, 04 Brownish rose	SKUA000575700	4650358450147	g	30
Make Up	Lipstick	Lipstick Balm, 06	SKUA000575900	4650358450161	g	30



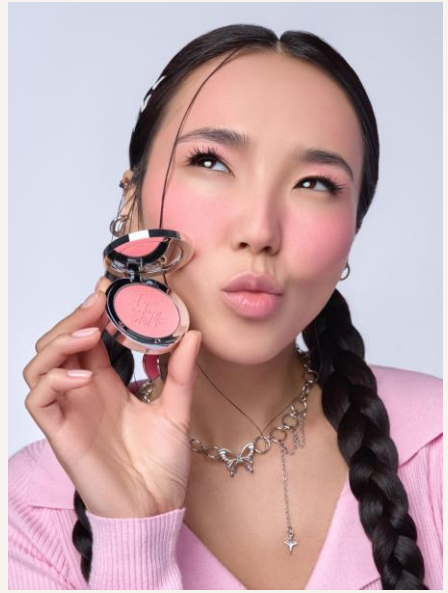






MAKE UP Category - Face

Category	Format	Marketing name	SKU	Barcode	Unit	Qty per Box
Make Up	Primer	Longwearing Jelly Primer 30g	SKUA000932300	4620400203489	ml	24
Make Up	Powder	Mineral Powder	SKUA000587000	4650358450284	g	24
Make Up	Powder	Mineral Rose Powder	SKUA001017600	4620400212658	g	24
Make Up	Highlighter	Body Fluid Illuminating Glow 100g	SKUA000822300	4620400206206	g	24
Make Up	Highlighter	Face Duo Highlighter Palette, 01	SKUA001005900	4620400203786	g	24
Make Up	Highlighter	Face Duo Highlighter Palette, 02	SKUA001006100	4620400203793	g	24
Make Up	Blush	Perfectrix Blush Stick, 01	SKUA001007100	4620400204387	g	24
Make Up	Blush	Perfectrix Blush Stick, 02	SKUA001007200	4620400204394	g	24
Make Up	Setting Spray	"Celestial Illumination" Face&Body Setting Spray 100ml	SKUA000831500	4650358457696	ml	12
Make Up	Setting Spray	All Day Setting Spray 100ml	SKUA000635300	4650358457429	ml	12
Make Up	Foundation	Velvet Face Fluid Foundation, 01	SKUA000932400	4620400203526	ml	12
Make Up	Foundation	Velvet Face Fluid Foundation, 02	SKUA000932500	4620400203533	ml	12
Make Up	Accessory	Multi Brush Set 4 in 1	SKUA000840600	4650358457139	pcs	8
Make Up	Accessory	Magic Color Beauty Sponge	SKUA000769600	4650358456569	pcs	6
Make Up	Blotting Paper	Matte Touch Blotting Paper	SKUA000790300	4650358455920	pcs	24
Make Up	Contour	Beauty Contour Palette 3 in 1, 01	SKUA000582900	4650358450185	g	24
Make Up	Contour	Beauty Contour Palette 3 in 1, 02	SKUA000583000	4650358450192	g	24
Make Up	Powder	Compact Powder, 01 Light beige	SKUA000582500	4650358450079	g	24
Make Up	Powder	Compact Powder, 02 Ivory	SKUA000582600	4650358450062	g	24
Make Up	Powder	Compact Powder, 03 Vanilla	SKUA000582700	4650358450086	g	24
Make Up	Contour	Perfectrix Contour Stick, 01	SKUA001006500	4620400204318	g	24
Make Up	Contour	Perfectrix Contour Stick, 02	SKUA001006600	4620400204370	g	24
Make Up	Concealer	All-Day Flawless Fix Concealer, 001	SKUA000580100	4650358450024	ml	24
Make Up	Concealer	All-Day Flawless Fix Concealer, 002	SKUA000580200	4650358450031	ml	24
Make Up	Foundation	BB Cream Invisible Skin, 01	SKUA001007900	4620400203571	ml	12
Make Up	Foundation	BB Cream Invisible Skin, 02	SKUA001008000	4620400203588	ml	12









MAKE UP Category - Eyes

Category	Format	Marketing name	SKU	Barcode	Unit	Qty per Box
Make Up	Shadow	Eyeshadow palette Nude Allure	SKUA000573000	4630194648908	g	24
Make Up	Shadow	Eyeshadow palette Provocative Nude	SKUA000572900	4630194648892	g	24
Make Up	Shadow	Sparkle Liquid Eyeshadow, 02	SKUA000587400	4650358450529	g	24
Make Up	Shadow	Sparkle Liquid Eyeshadow, 01	SKUA000587300	4650358450505	g	24
Make Up	Mascara	LashLust Volume Max Mascara	SKUA000932200	4620400202253	g	24
Make Up	Mascara	Magnif-Eye Lash Mascara	SKUA001016300	4620400204653	g	24
Make Up	Liner / Pencil	Kajal Eye Pencil, black	SKUA000950300	4620400201805	g	24
Make Up	Liner / Pencil	Kajal Eye Pencil, brown	SKUA000960600	4620400201812	g	24
Make Up	Brow	Eyebrow Fixing gel 5ml	SKUA000421300	4630194645235	ml	24
Make Up	Brow	Perfect Slim Line Eyebrow Pencil, 01 Taupe	SKUA000821900	4650358456644	g	144
Make Up	Brow	Perfect Slim Line Eyebrow Pencil, 02 Soft brown	SKUA000822000	4650358456651	g	144
Make Up	Brow	Perfect Slim Line Eyebrow Pencil, 03 Medium brown	SKUA000822100	4650358456668	g	144
Make Up	Brow	Perfect Slim Line Eyebrow Pencil, 04 Cool grey	SKUA000822200	4650358456675	g	144









FACE CARE Category

MIXIT

Category	Format	Marketing name	SKU	Barcode	Unit	Qty per Box
Face	Cleanser	Vitamin C Bright Glow Enzyme Powder 100g	SKUA000677600	4650358455500	g	6
Face	Cream	Vitamin C Bright Glow Face Cream 50ml	SKUA000677100	4650358455579	ml	6
Face	Cleanser	White Rice Deep Cleansing Foam 150ml	SKUA000677400	4650358455654	ml	6
Face	Cleanser	Hydra Hyaluronic Face Foam 150ml	SKUA000794600	4650358456019	ml	6
Face	Cleanser	Mango Hydrophilic Gel-Oil Hydrating Cleanser 150ml	SKU0014304000	4650195821414	ml	8
Face	Serum	Vitamin C Bright Glow Face Serum 30ml	SKUA000008500	4650195824651	ml	6
Face	Serum	Cinderella Serum 30ml	SKU0012315000	4603734858396	ml	6
Face	Serum	Stop-Acne Blemish Correcting Face Serum 30ml	SKUA000806700	4650358456613	ml	6
Face	Serum	Niacinamide Oil Control Pore Refining Serum 30ml	SKU0011202000	4603734856323	ml	6











Seasonal collections

Category	Format	Marketing name	SKU	Barcode	Unit	Qty per Box
Sun	Stick	SPF 50+ SUN Face Stick 15g	SKUA000735800	4650358455630	g	6
Sun	Cream	SPF 50 Lightweight Face Cream Fluid 50ml	SKUA000763600	4650358455555	ml	6

Category	Format	Marketing name	SKU	Barcode	Unit	Qty per Box
Set	Set	Vitamin C Bright Glow Face Care Set (Enzyme Powder, Cream)	SKUA000851100	4650358457580	pack	6
Set	Set	Niacinamide Oil Control Pore Refining Face Care Set (Cleanser, Tonic, Cream)	SKUA000890000	4650358458211	pack	6









Thank you!