

# RED NOSE

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EXCEED YOUR  
LIMITS



Founded in 1996, Red Nose is a classic Brazilian brand, that carries its history to continuously reach the overall Brazilian market. Our brand stands out due to our focus in radical sports.

Red nose has become a case of success in the licensing industry with more than 30 partner companies and great product diversity that can range from streetwear, sportswear, sports gear, energy drinks and others.

The success the brand had in Brazil has opened the doors towards an international penetration, being present in some European Countries, North America and Asia.





1996

Red Nose is created and lays its roots through martial arts sponsorships.

Jiu Jitsu and "Vale Tudo", which were at peak popularity at the time, opened doors for our future surf e skateboard ventures.



2002

Red Nose is consolidated in the market as a young lifestyle brand.

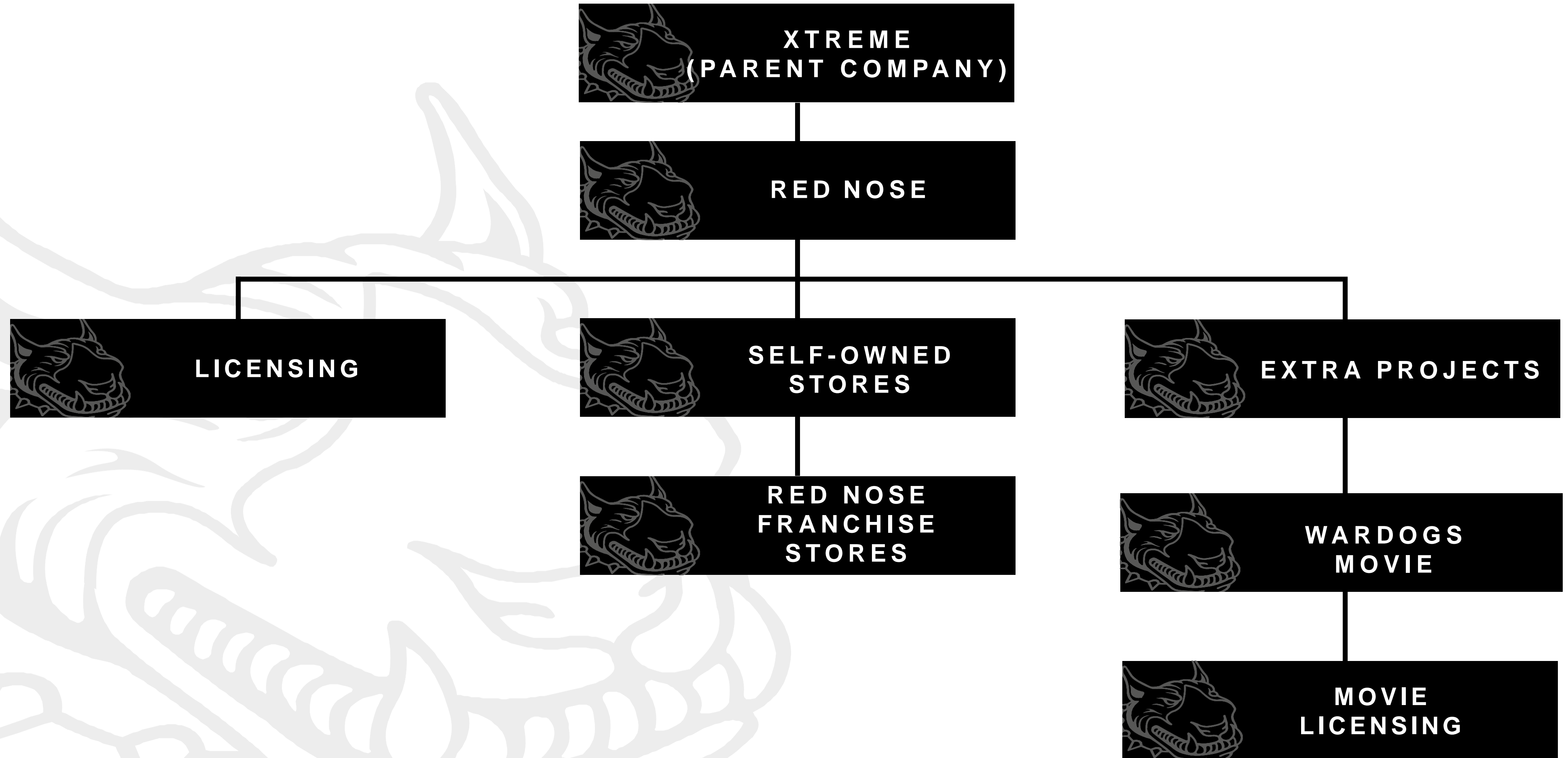
Additionally, Red Nose's logo was improved and modernized into the classic logo that still lasts. Lastly, Red Nose starts to expand through licensing for the first time.



2019

Beginning of the project of self-owned Red Nose stores. Implementation of new visual identity of the brand, according to modern market tendencies.

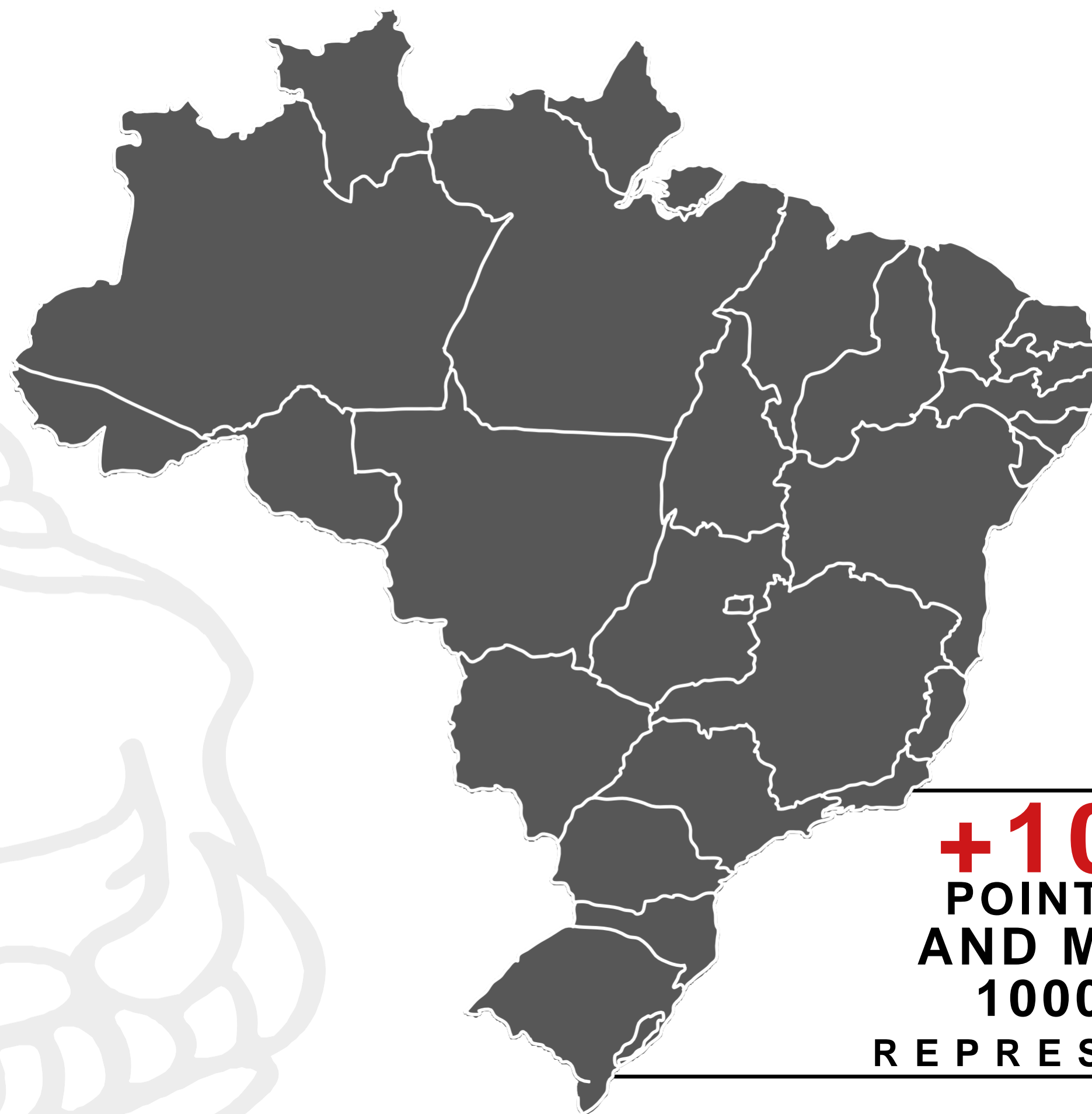
Furthermore, Red Nose also launches self-owned official e-commerce operations, marking our presence in the online sales segment.



**RED NOSE**

Nacional Presence

**RED NOSE**  
IS PRESENT IN ALL  
**OF BRASIL**



**+100000**  
POINTS OF SALE  
AND MORE THAN  
1000 BRAND  
REPRESENTATIVES





### Brand Registration

We invest in protecting the brand, registering it on the main categories and countries in the world.

 **Central Office** - RN Group

 **Brand Register**

RED NOSE IS  
REGISTERED AND  
TRADEMARKED  
IN

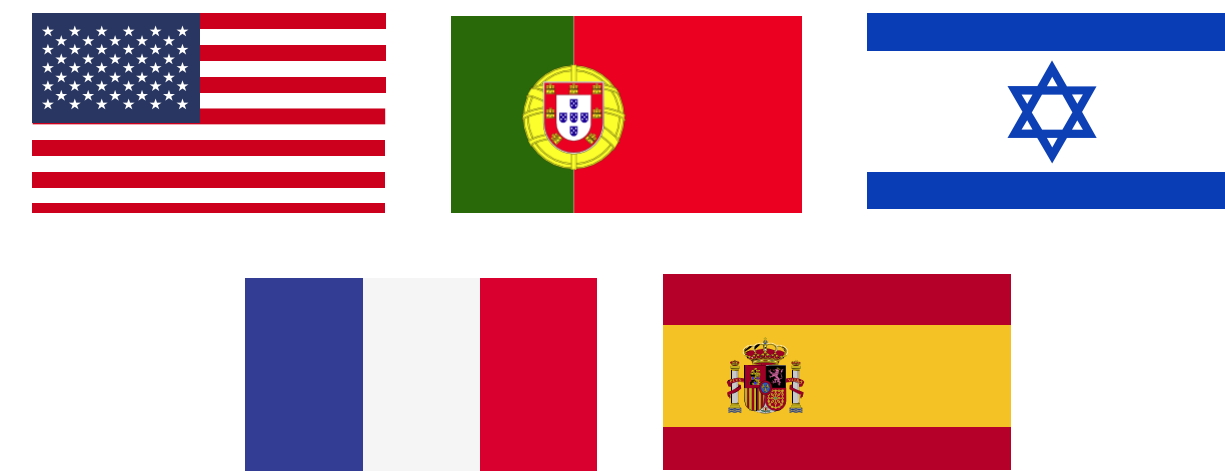
**40**  
**COUNTRIES**

## RED NOSE AGENTS

GLOBAL PROSPECTING DONE THE WORLD  
THROUGH INTERNATIONAL LICENSING EVENTS



## LICENSING CONTRACTS ALREADY IN PLACE



# 19 BILLION

BRAZIL'S TOTAL GROSS REVENUE IN  
THE LICENSING SEGMENT IN 2018

*Source: Abral*

**+ 40**  
**DIFFERENT**  
**PRODUCTS**  
**AVAILABLE**

**+ 30** PARTNER  
**LICENSED**  
**COMPANIES**

**+ 15000** SKU'S

• **CLOTHING**

- Shirts
- T-shirts
- Tank Tops
- Polo Shirt
- Pants
- Jeans
- Walk Shorts
- Coats
- Jackets
- Shorts Surf
- Shorts
- Sweatshirts
- Trunks

• **FOOTWEAR**

- Sandals
- Shoes

• **EQUIPMENT**

- Boxing Gloves
- Bicycles
- Skateboards
- Helmets
- Stand-up Paddle Boards
- Motorcycle Helmets
- Jiu Jitsu Kimonos

• **ACCESSORIES**

- Socks
- Underwear Watches
- Belts
- Wallets
- Sunglasses
- Backpacks
- Suitcases
- Money Belts
- Purses

• **ELECTRONICS**

- Bluetooth Headset
- Cable Headset
- Bluetooth Earphone
- Cable Earphone
- Bluetooth Speaker
- Power bank Phone Charger
- Deluxe Gamer Chair

• **BEVERAGES**

- Energy Drink
- Guarana Juice











RED NOSE

Licensed Apparel



RED NOSE

Licensed Apparel



RED NOSE

Licensed Apparel







RED NOSE

Licensed Apparel



RED NOSE

Licensed Apparel









RED NOSE

Underwear



























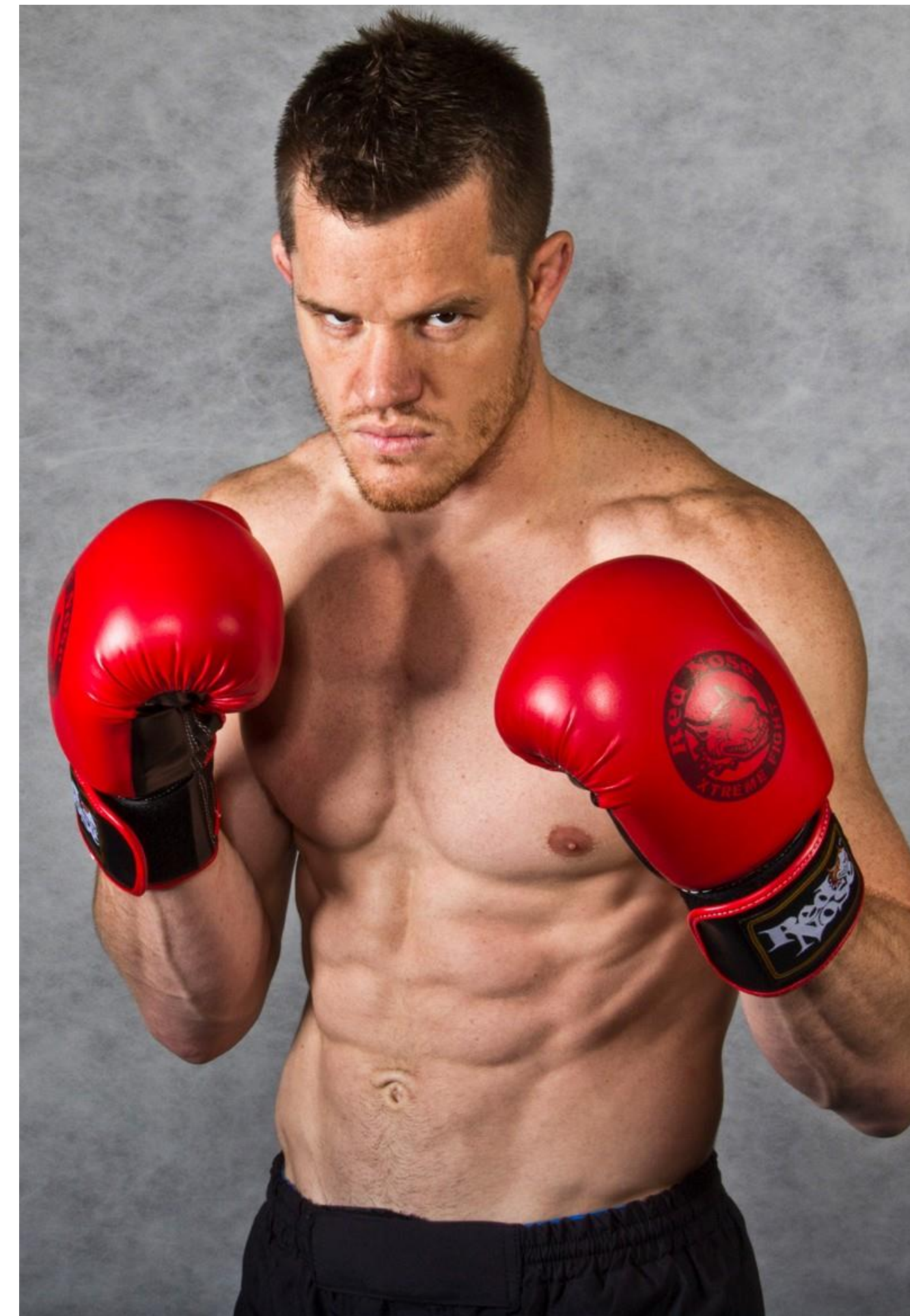


RED NOSE

Helmets



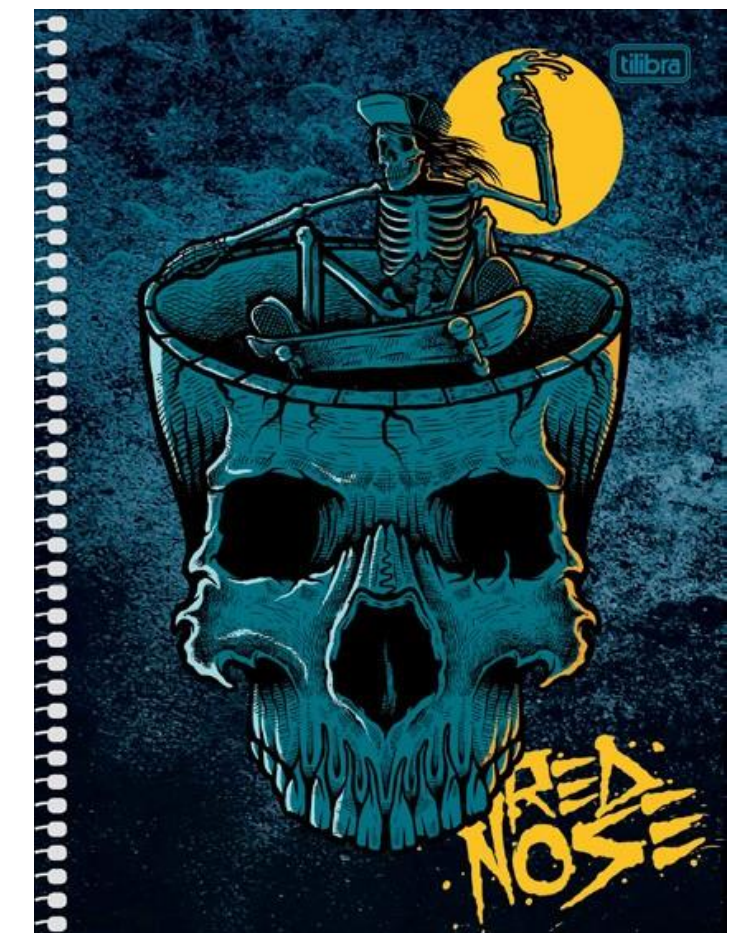
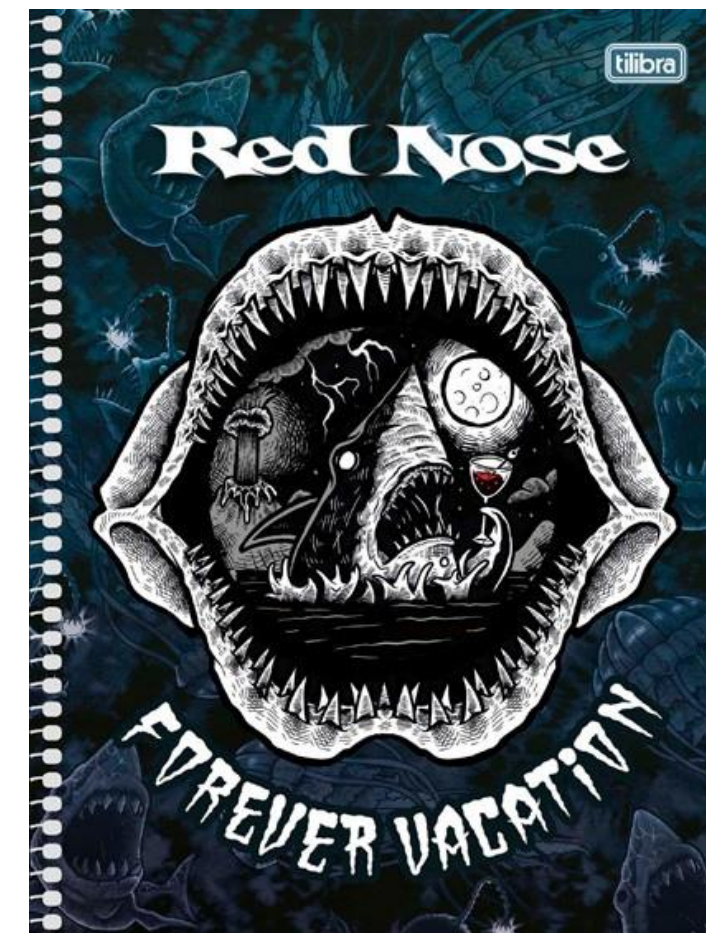
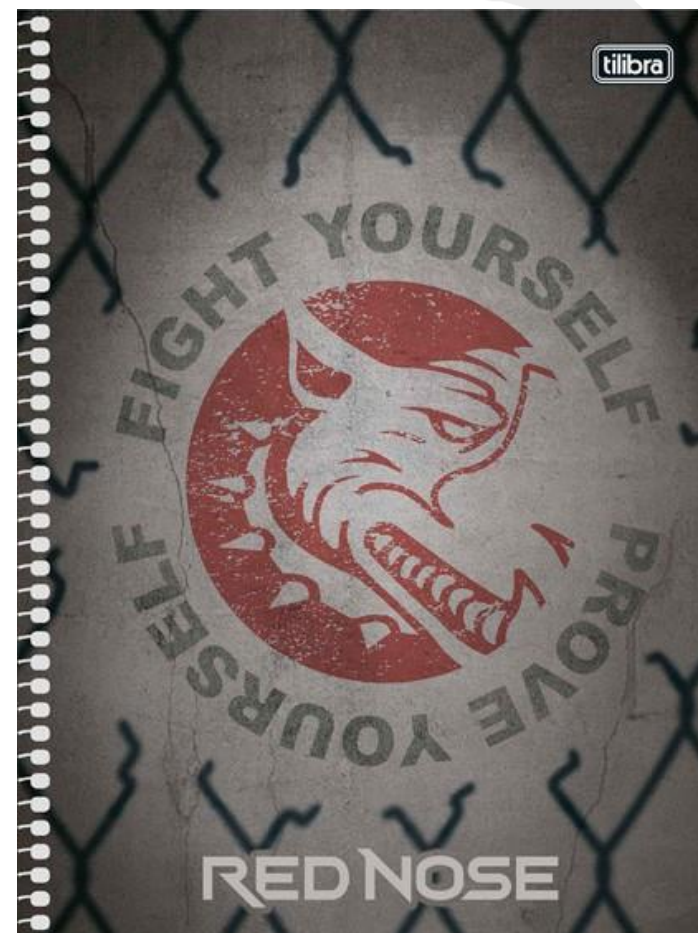
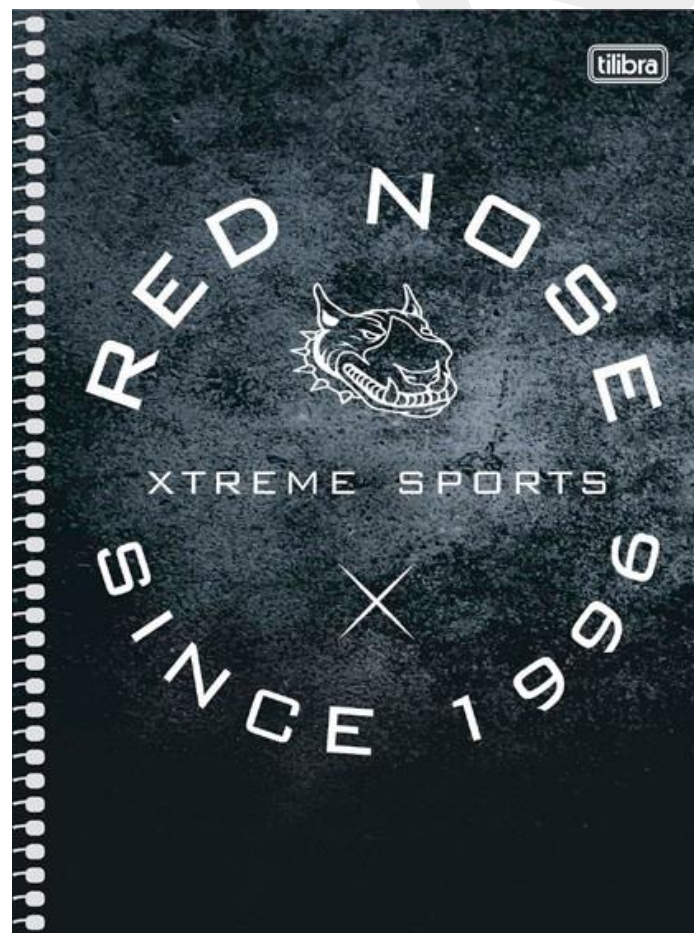
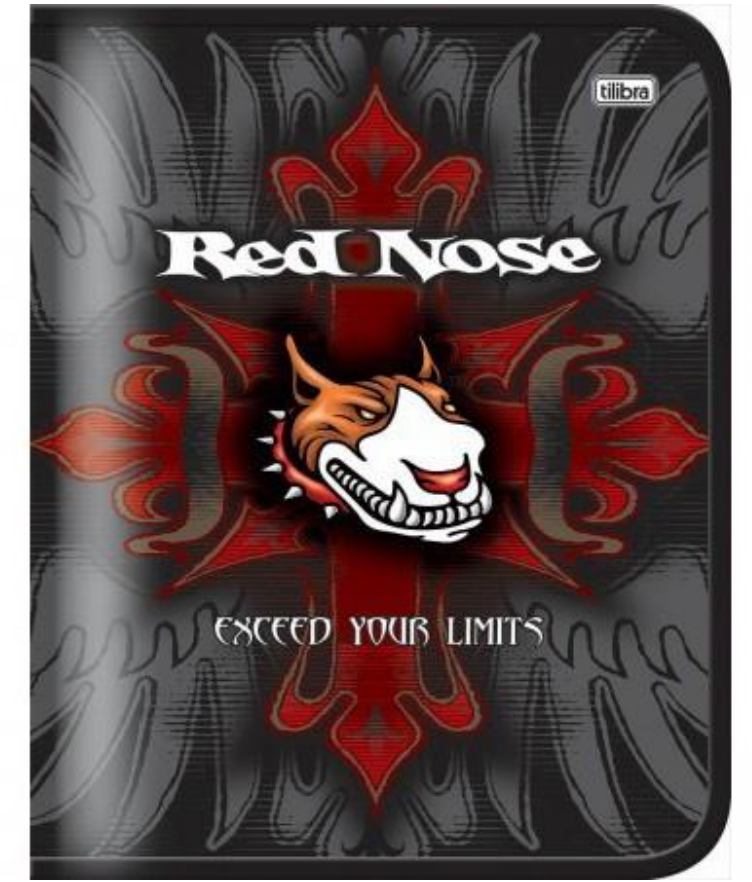
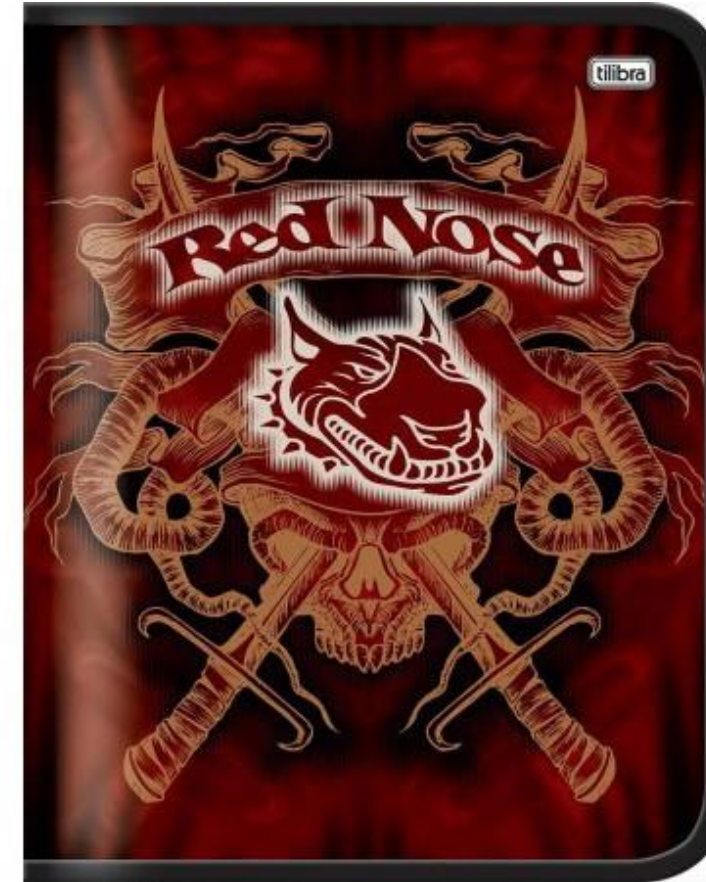
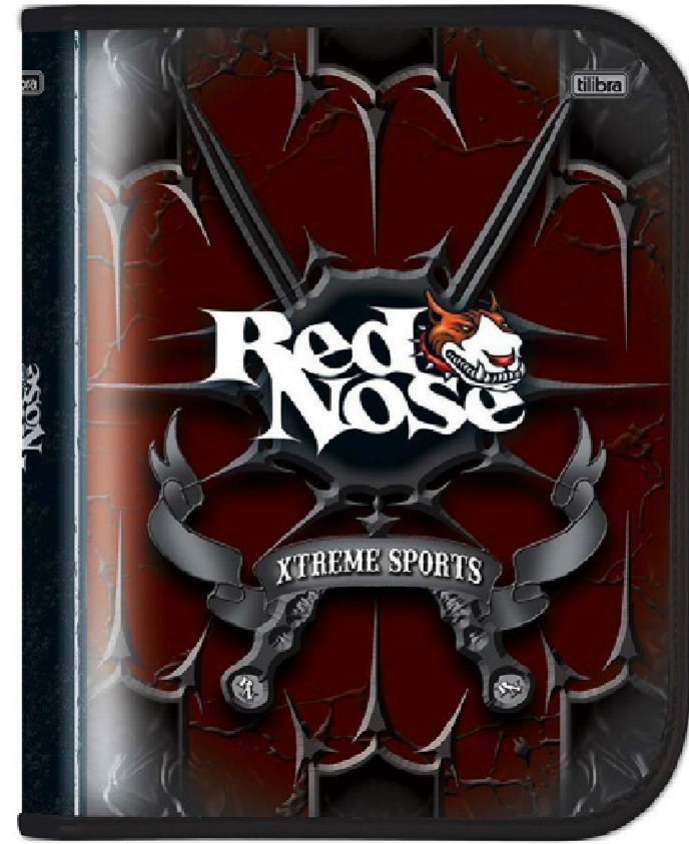




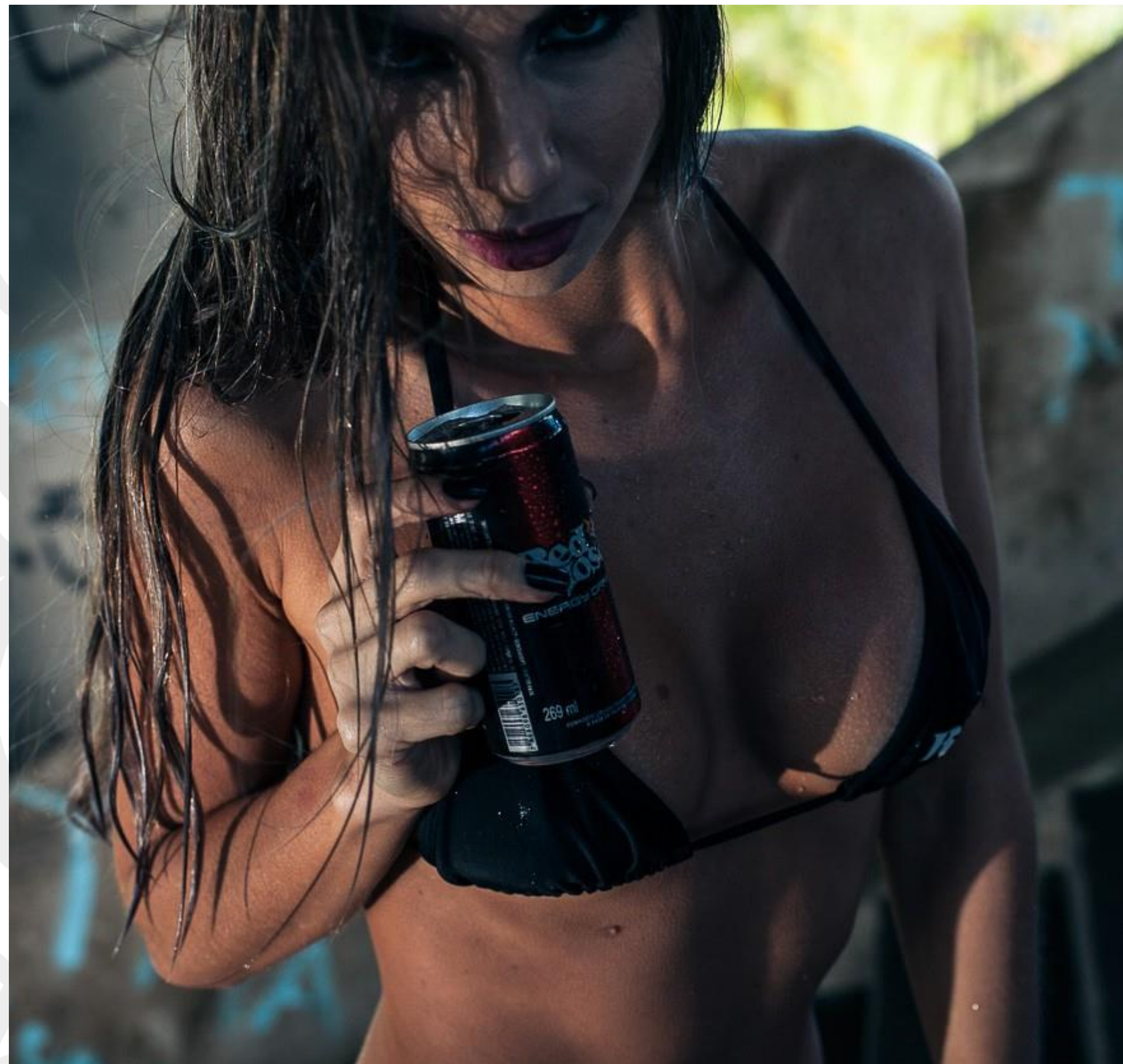














2020 - NOVO SABOR







## New Product Line

# 2019

With the great success Red Nose has with the energy drinks, we have partnered with our points of sale as well as our licensing partner in order to expand and release one more beverage. The Guarana Juice was the first to be released after a study that aims to create a line of beverage products. Our Guarana Juice is already present in stores.



**Prospective  
Beverage  
Plans**



**Prospective  
Beverage  
Plans**



**EXCLUSIVE  
PRODUCTS**

Beyond our licensed products, we have exclusive products designed solely for the newly built self-owned physical stores and e-commerce operations. These products are designed in limited quantities and include shirts, T-Shirts, Kimonos, Surf shorts, Walk shorts, and more...



















Red Nose has a grouping of shoe products in its catalog since 2002 through licensing. We produce casual shoes, running shoes, performance shoes, skate shoes, that focus on delivering a high-quality product for those who practice skateboarding or bmx.

We currently separate our shoes in two segments defined by the material of the sole. The two are, "Injected" and "Vulcanized"







RED NOSE

Rest Guard





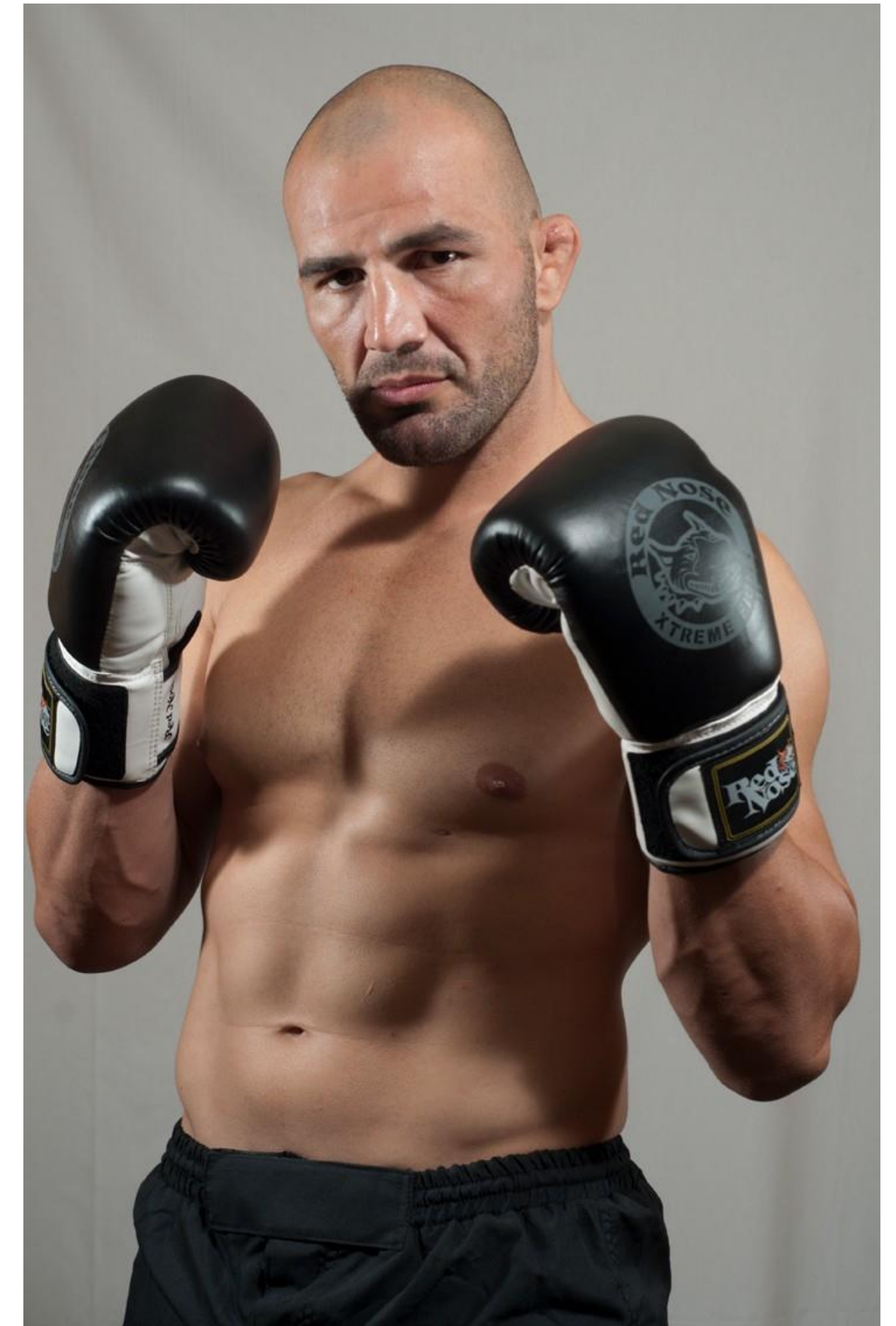
MARKETING

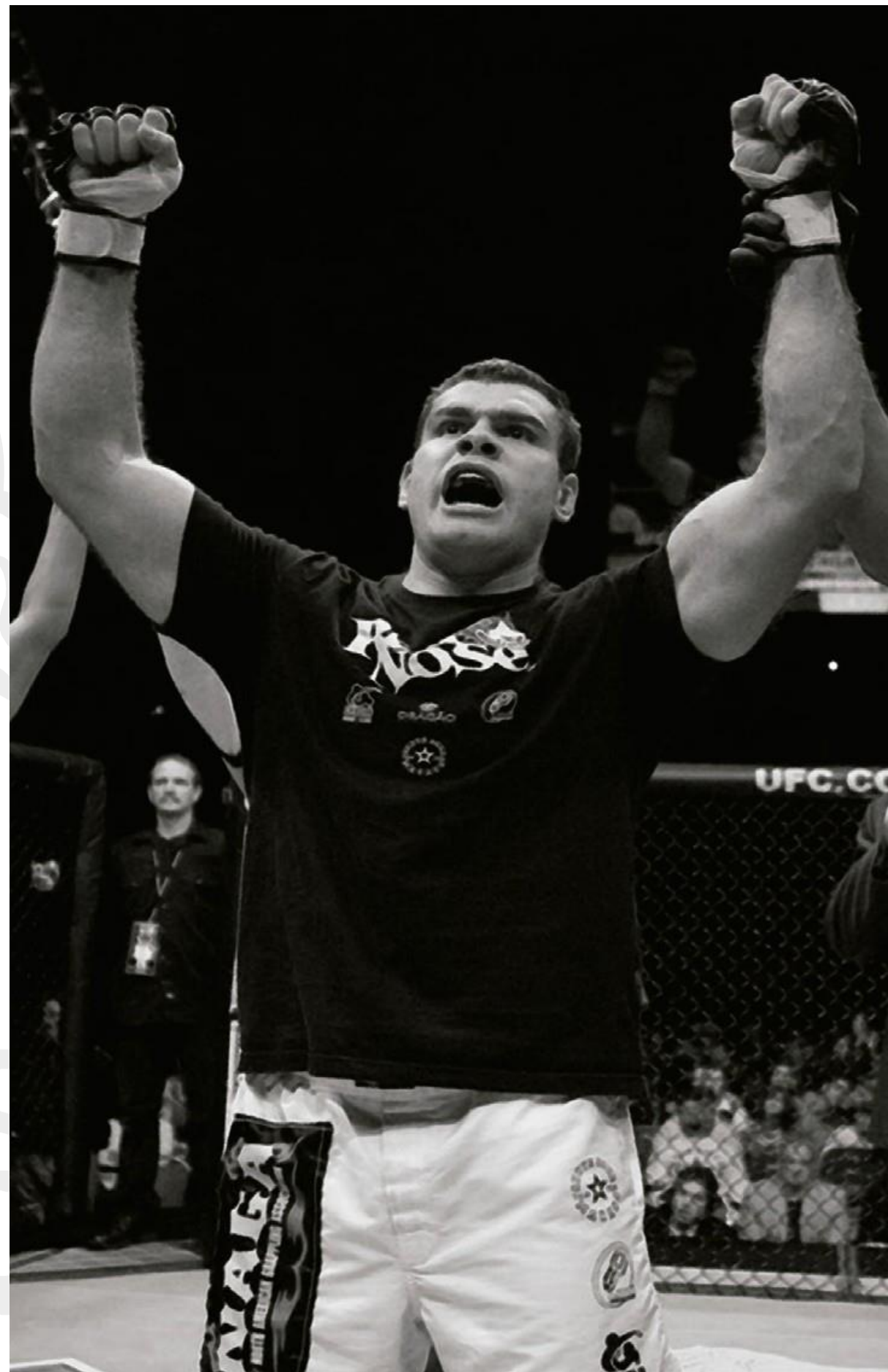


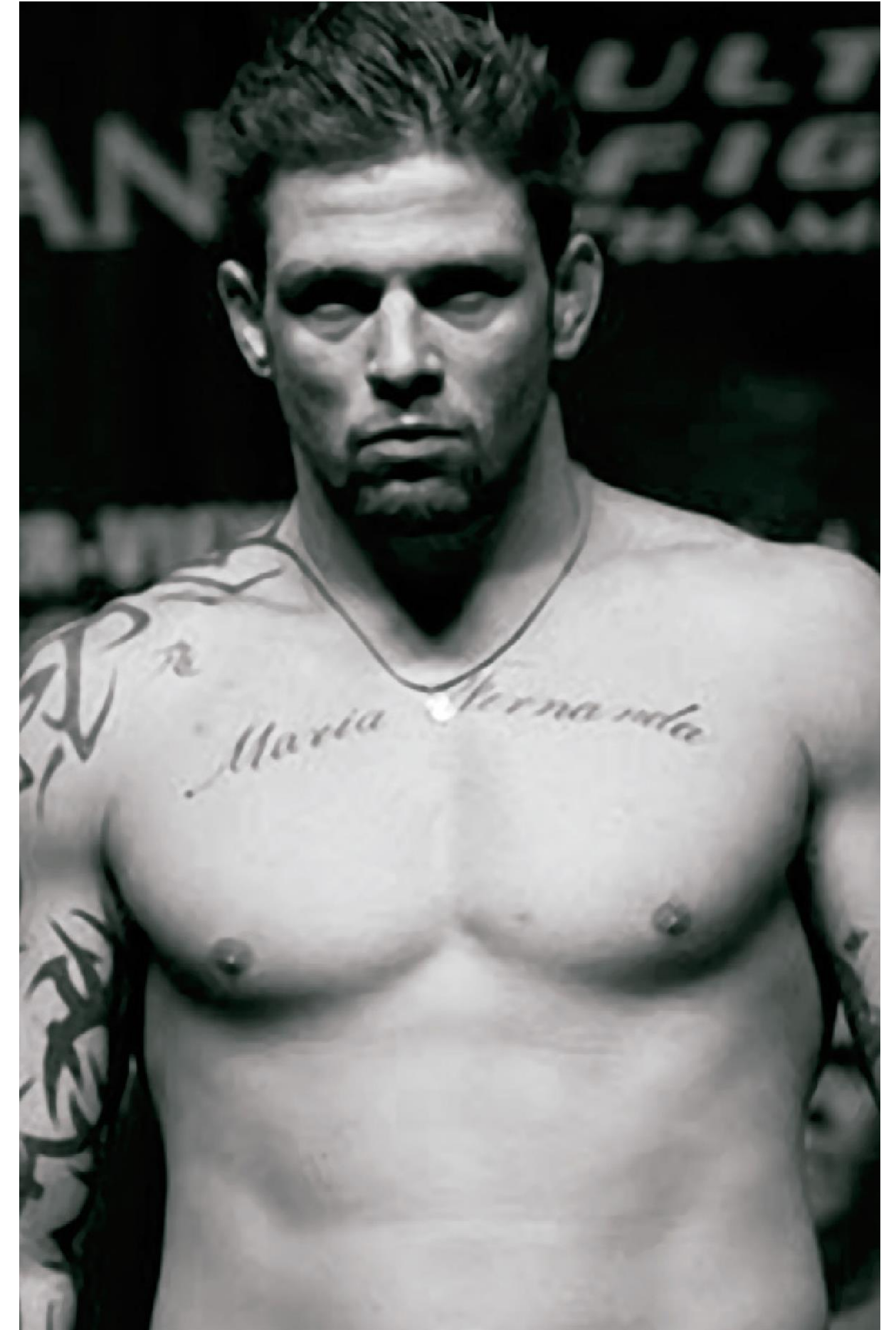
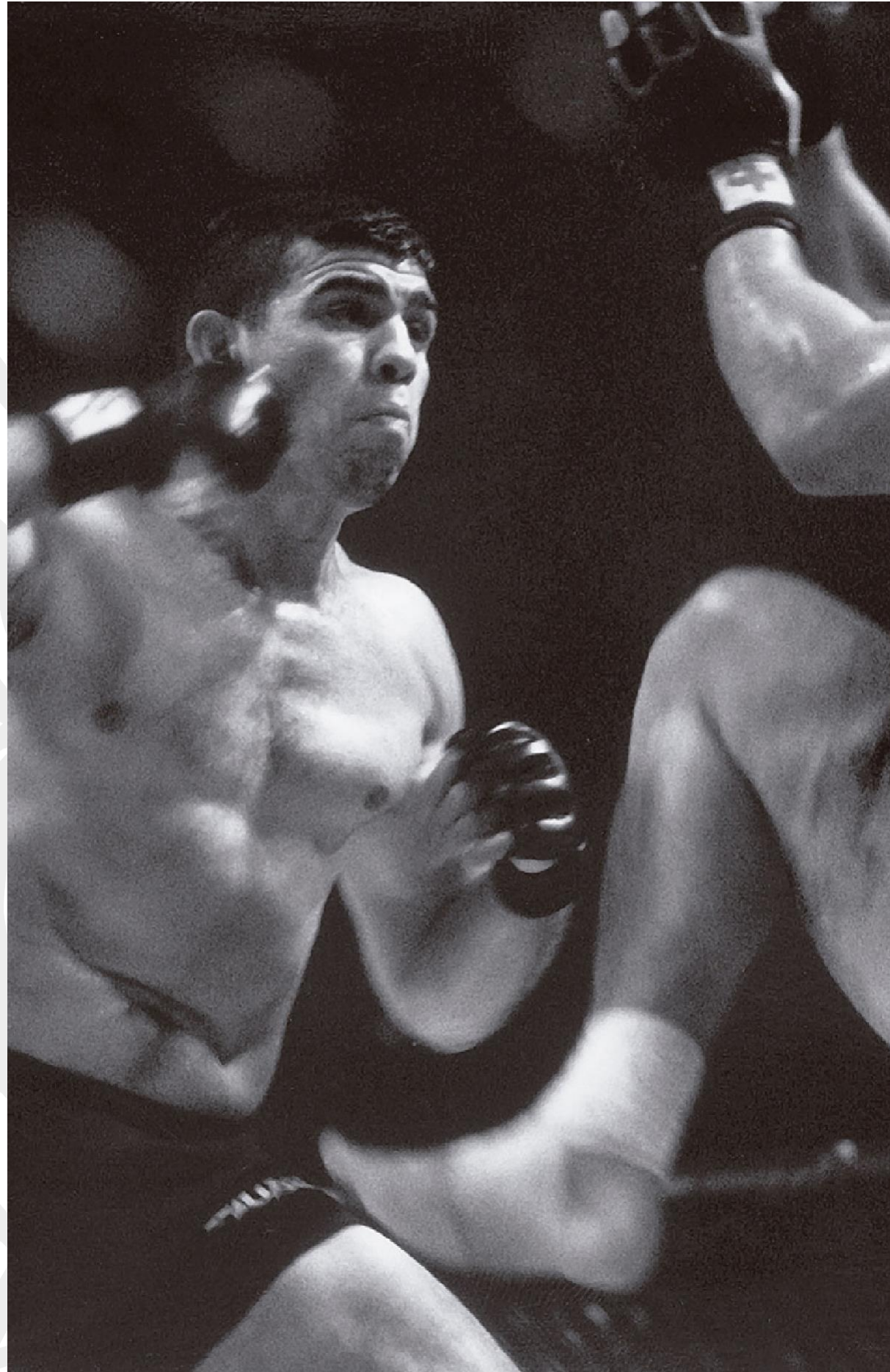
**RED NOSE** HAS ALWAYS BEEN RECOGNIZED BY THE STRONG SUPPORT AND **STRONG PRESENCE** IN EXTREME SPORTS, CREATING A SOLID HISTORY SINCE THE 90S, THAT CONTINUES TO BE CELEBRATED UNTIL TODAY.

RED NOSE

Hall of Fame









Red Nose possesses a full internal team with an organized functional structure designed with the purpose of attending all the needs of the brand, centralizing all campaign productions through fast, optimized and unique content creation.





Currently, Red Nose has considerable online social media presence through:



Which total  
**+ 2.3 million**  
of connected fans

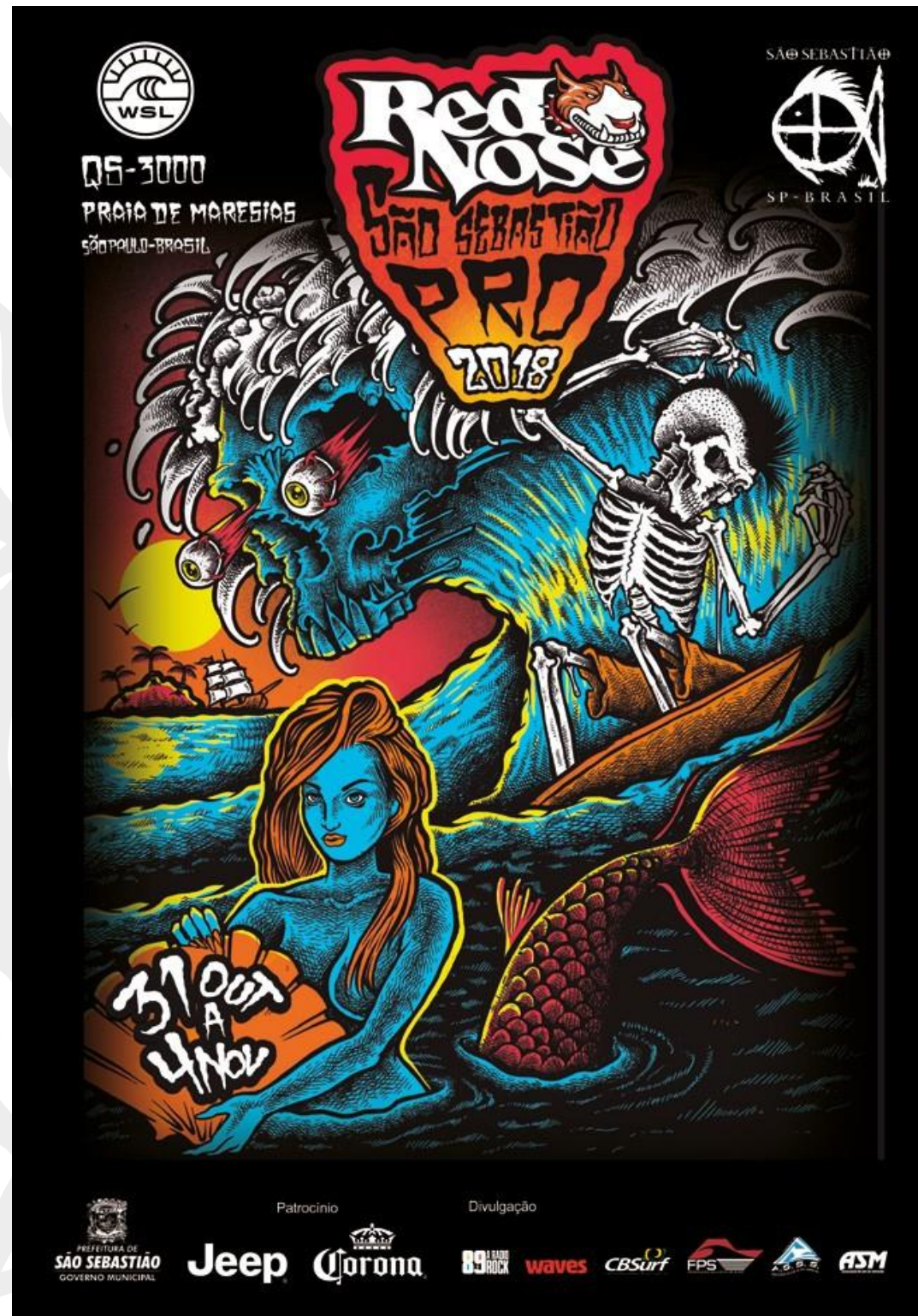






# SÃO SEBASTIÃO PRO 2018

WORLD CIRCUIT STAGE OF SURF WQS 3000









Italo Ferreira at the same was a Red Nose sponsored athlete.  
He became a Surf World Champion not long after.







# AMATEUR CHAMPIONSHIP BOWL

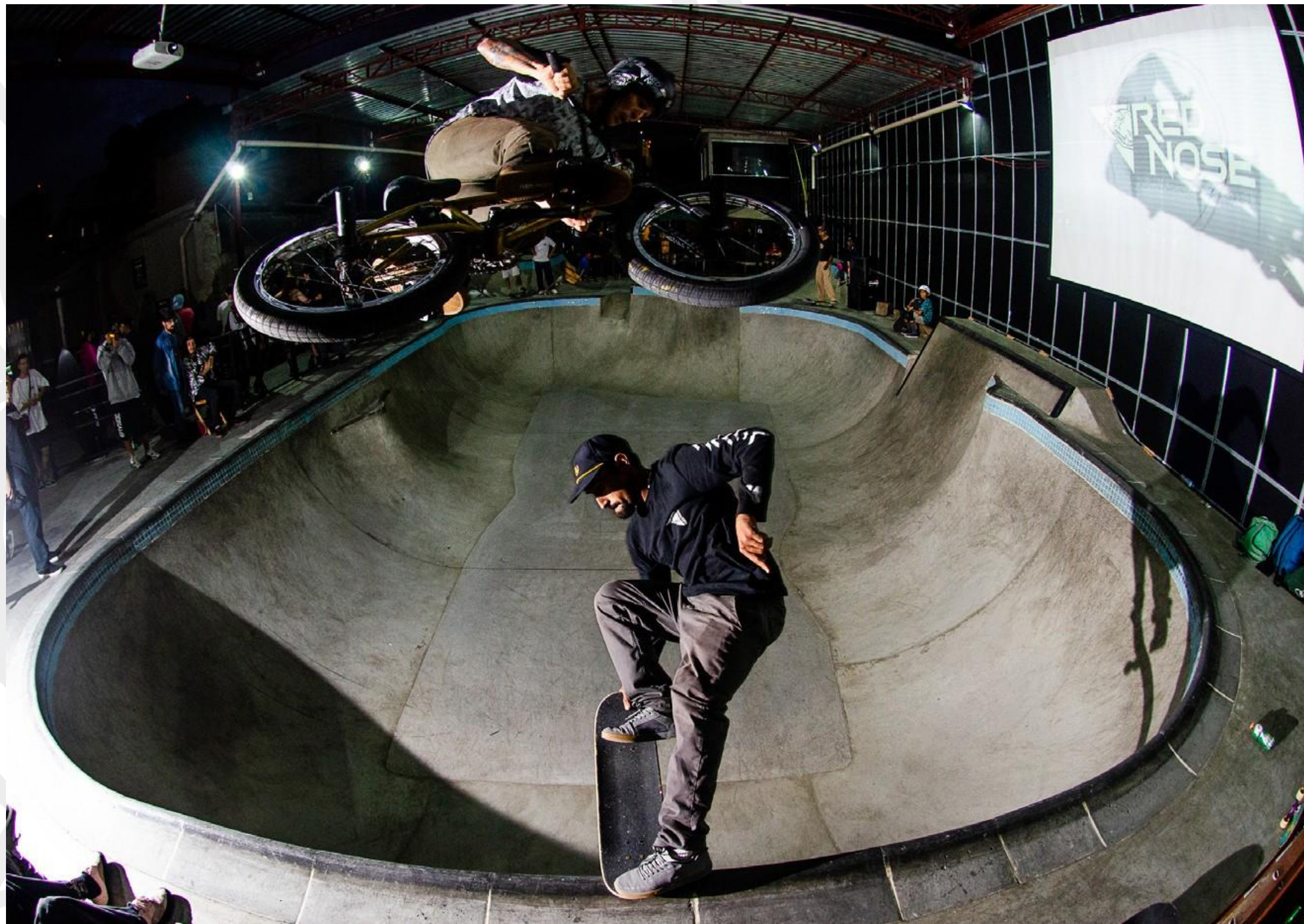
BRAZILIAN CIRCUIT STAGE OF SKATEBOARD





# AGGRESSIVE INSTINCTS

NEW CLOTHING COLLECTION RELEASE



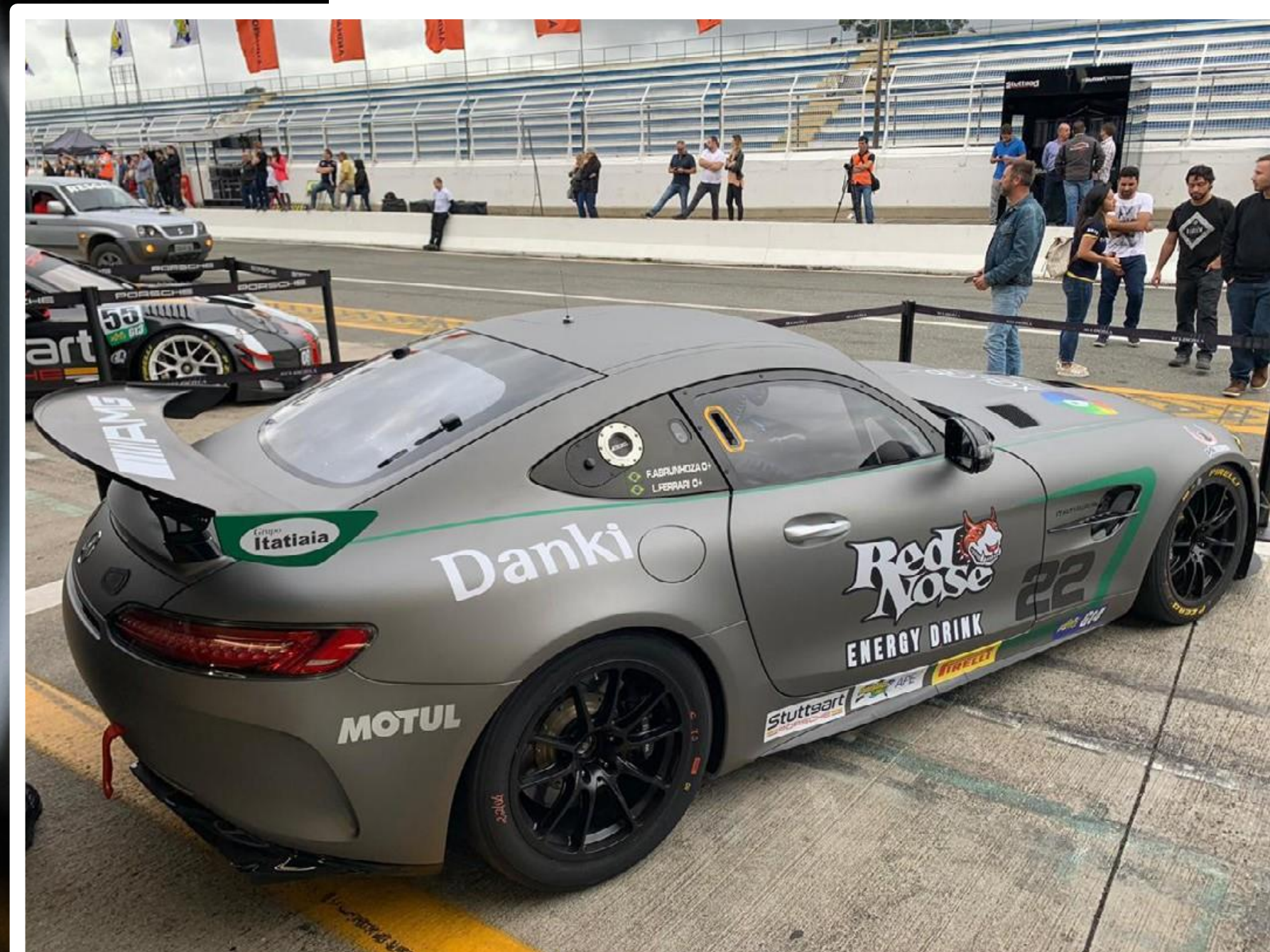
# RED NOSE / TATTOO YOU

COLLAB



# MERCEDES TEAM

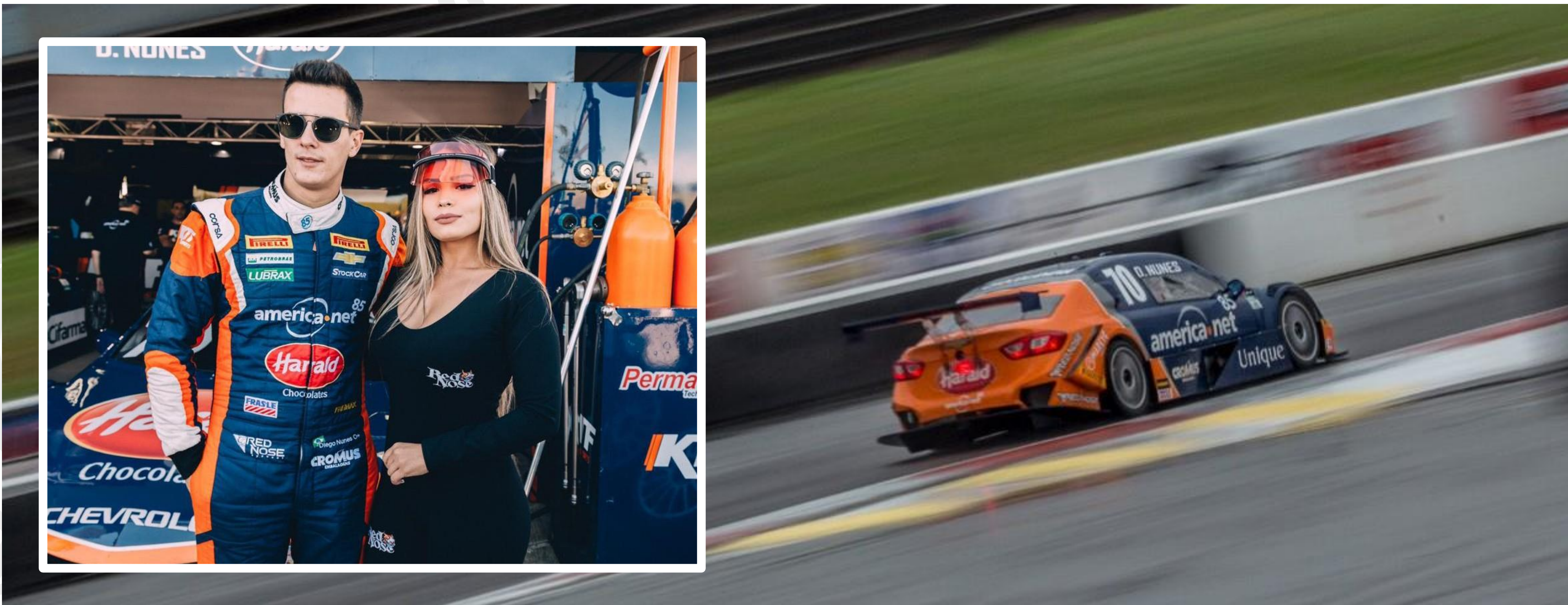
AUTOMOBILISM – GT4





# TEAM – KTF SPORTS

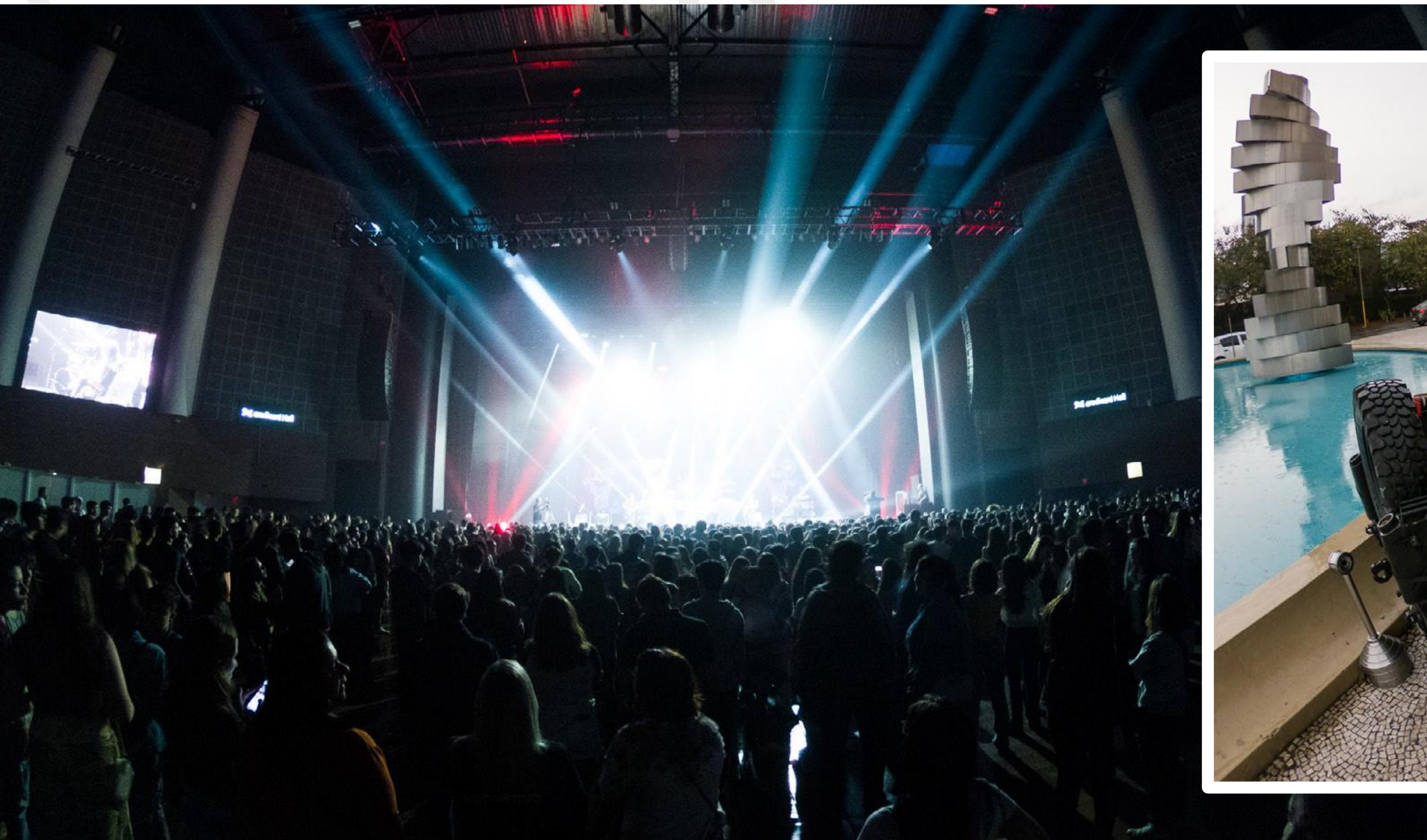
AUTOMOBILISM – STOCK CAR

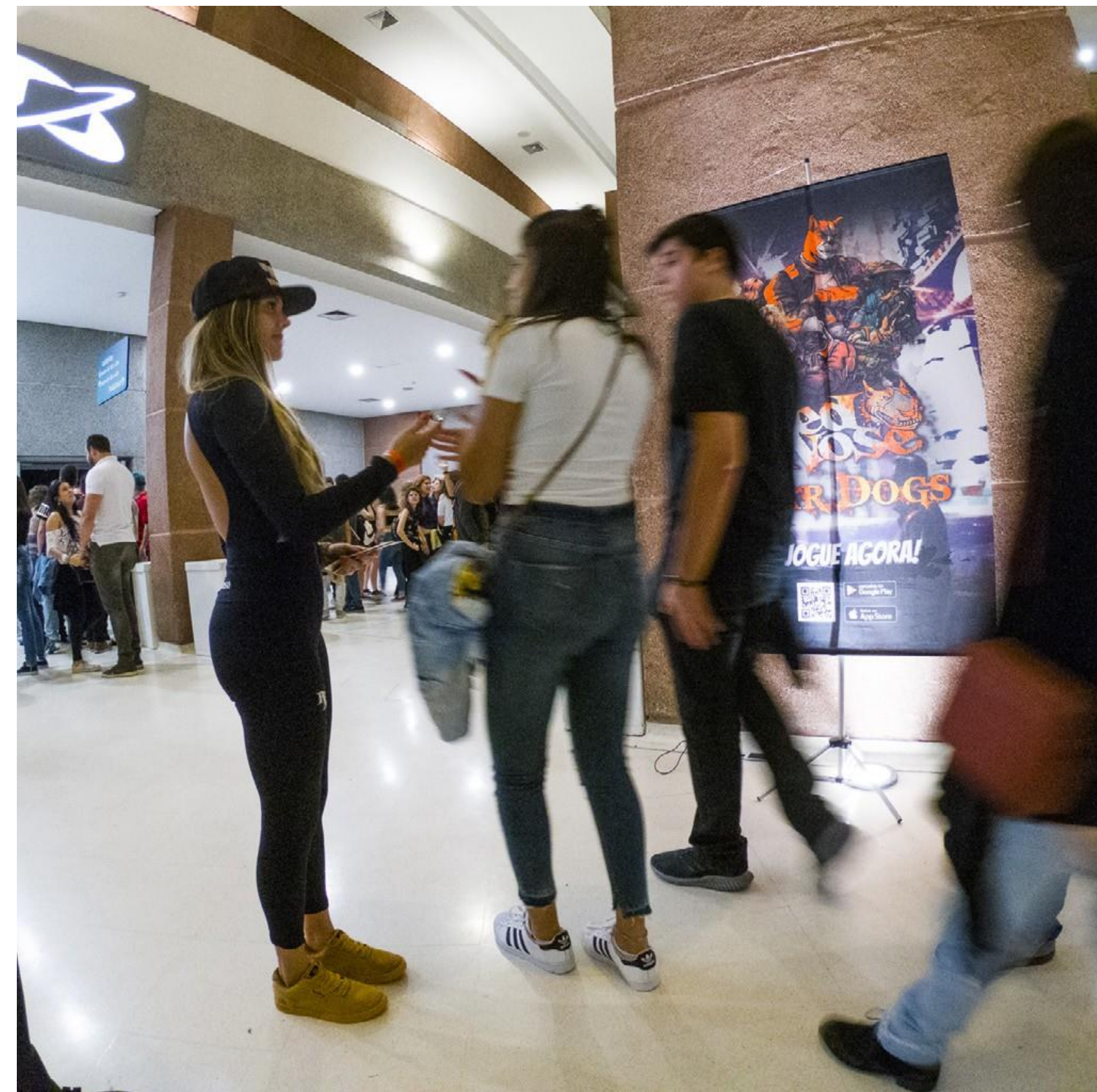






**FICO** (INTERNAL FESTIVAL OF MUSIC FROM OBJETIVO)  
MUSIC FESTIVAL





# CUSTOMIZING A HUMMER

ARTISTIC CAMPAIGN



**EAZY TEEN**  
MUSIC FESTIVAL



# LOYAL CLASS BOAT C30

SAILING CHAMPIONSHIP - REGATTA







**ATHLETES**



# 8 SPORTES

## 15 ATHLETES

- **SKATE**

MATHEUS MELLO  
RENAN ESPINHA  
WESLEY ALVES

- **LONGBOARD**

NAYARA NASHIMUTA

- **SURF**

LUCCA CASSEMIRO  
JONATHAN PAIVA  
JEFFERSON PAIVA  
ANDRE GUIMARAES

- **BMX**

CAIO RABISCO

- **FMX**

DIEGO DJAMDJIAN

- **JIU-JITSU**

WESLEY SOUZA

- **PARKOUR**

RICARDO FARIAS

- **BASE JUMP**

PIETRO CARMONA  
ARTHUR ZANELLA  
THIAGO NEGÃO

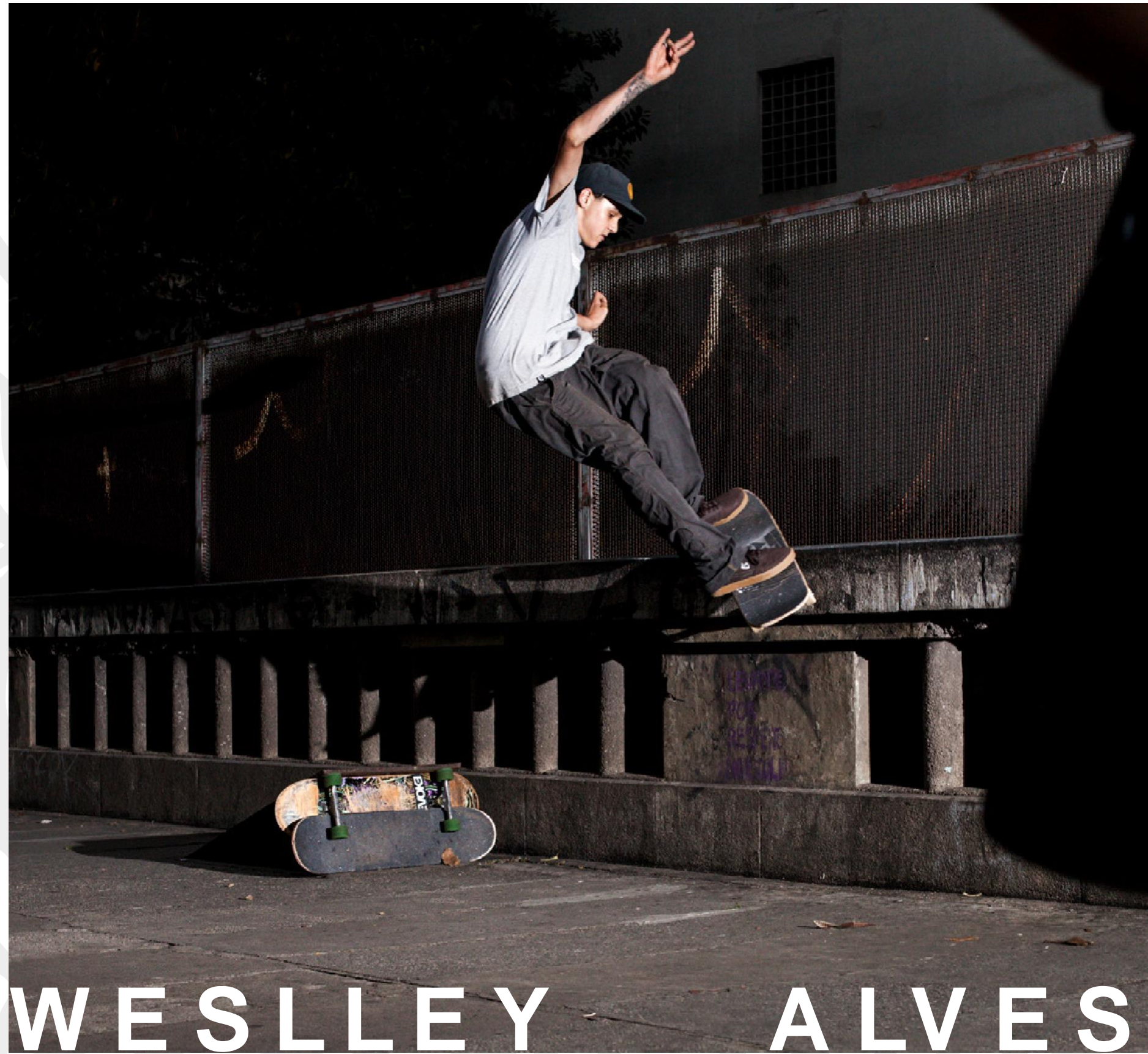




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**ANDRE GUIMARAES**



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DIEGO DJAMDJIAN – FMX



WESLEY SOUZA – JIU JITSU



RICARDO FARIAS – PARKOUR



PIETRO CARMONA



ARTHUR ZANELLA



THIAGO NEGÃO





**RED NOSE  
PHYSICAL  
STORES**

**4**  
**STORES**

• **SHOPPINGS**

Ibirapuera

Itaquera

SP Market

• **OUTLET CATARINA**

**+ 5 0 0 0**

**Monthly Customers**

**AVERAGE MARK-UP OF 2.7X**







INAUGURATED IN  
**SET.2017**

First Red Nose physical store inaugurated to explore the potential of all our offered products.



INAUGURATED IN  
**JUN.2018**

After the success of the first store, this was the second to be opened.



INAUGURATED IN  
**SET. 2018**

Third store opened, with emphasis in relaying the company culture, history and spirit. It is the place for new campaigns, experiments and ideas.



INAUGURATED IN  
**OUT.2018**

With knowledge about the Brazilian market, Red Nose has decided to open an outlet store to offer older collections at more affordable prices.

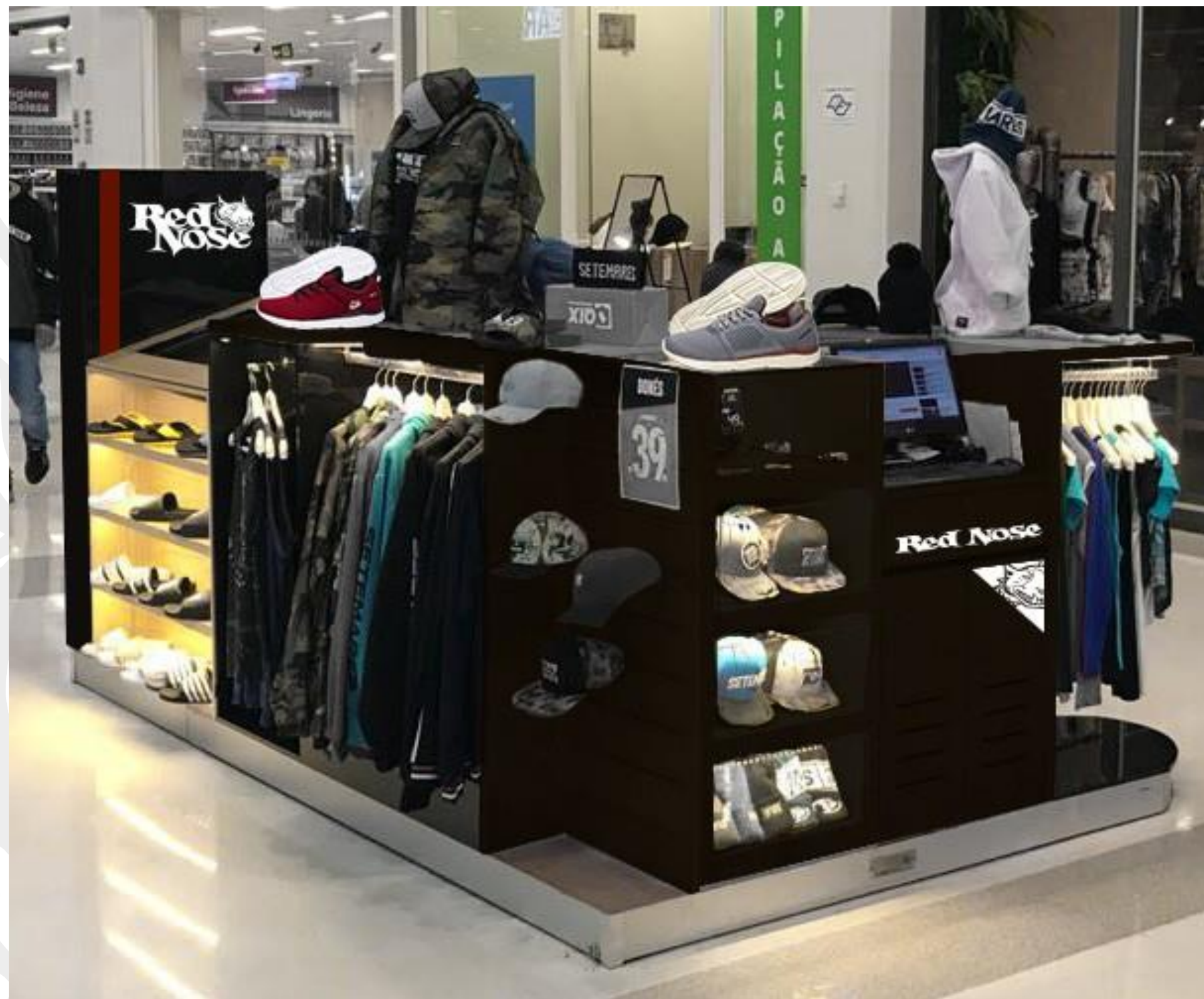


## KIOSK PROJECT

- High inventory turnover.
- Constant demand for new products.
- Sales through tablet, allowing the client to order products that are not in display.







# IRON DOGS

WAR DOGS



## MOVIE SYNOPSIS

In the not-so-distant future, humanity faced a threat of catastrophic proportions. A lethal and incurable disease, capable of infecting any living creature. In a final effort to save what remains of the human race, governments around the world have come together to create isolated zones for those who would be humanity's last hope for survival.

Eventually, success was achieved, and the human race was saved. The solution, however, resulted in the alteration of the human genetic code to one that houses the code of several other creatures, using genes of canine origin as a base and stabilizing factor.

With the world's population decimated and the world becoming nothing more than a lifeless land, the survivors began to gather around the last sustainable pillars of society. The main city was called Central, while the surrounding regions came to be known as Suburbs.

The Suburbs have become places without official intervention, where the authorities are those who have the power to make their word the law and to silence those who say otherwise. Gangs fight for territory and the right to rule, the order maintained by the balance of forces.

In this environment, orphans like Red are raised. Son of gang members killed in dispute over territory, he rose in opposition to the violence against his loved ones and took back the freedom of his community, forming the vigilante gang known as Orphans.

His natural ability to fight became famous, which made him go to Central to participate in professional fights. However, the balance of power was again broken in the Suburbs, with territorial invasions, shortages of supplies and constant disappearance of goods.

The time has come for Red to return to the suburban streets once again.



**TRAILER**

# RED NOSE

## Xtreme Sports

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