

Market by ROI

What is your 2020 vision?

Where do you see your products being sold next year?
Stand in clear view of the right buyers at the right time
with Market by ROI!

Market is a complete concierge service for buyers to take advantage of when looking for new innovative brands. We make it easy for them to find YOU!

We have 1,800+ buyers in our database, Retail to Apothecary, Resort Spas to Medical Spas.

Market by ROI connects the buyer to your brand on a personal level. We offer strong support to create successful revenue for all.



For more information -
Please email us at: info@marketbyroi.com



- CREDO

Gina & her team at ROI are always a pleasure to work with—they are responsive, hard-working, and personable. I always get the impression that they are working to support both the brands they represent and the buyers they work with equally to make sure relationships on all sides are smooth and productive.

- SARAH, FOUNDER OF CLOVE + HALLOW

Working with Market has really taken our business to the next level. Gina and her team have nurtured and guided us to the finish line of many incredible retail partnerships with efficiency, timeliness, and always a smile. They are so passionate about their clients and vendors, this industry, and creating lasting business partnerships - and it shows.

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Only \$990 for a 12 Month Membership!



Membership Fees & Additional Services

Cost:

- \$990 for a one (1) year membership. Annual cost to be paid in full.
- Full amount to be invoiced once contract is signed. Invoice must be paid prior to being added to the catalogue or the site being built. **Please note, no layout or template changes. Brand / Client provides all needed content – a list will be provided to you.

Timing:

- It can take up to 10 business days to build a brand site to completion. (Market by ROI requests all photos, questions, and material be provided within 3-4 business days of request).

Commissions:

- 10% commission for any order placed by connecting your brand with the buyer. Commission is on opening orders and reorders up to 12 months after opening order.
- Should brand margins be reduced for select account openings, ROI will be happy to renegotiate the 10% commission amount, so everyone succeeds.
- For the 10% commission over the first 12 months of partnership, ROI will work alongside the brand to add support where needed. The Market Team can help with business strategy and order processing for this commission rate. Additional fees will be billed for trainings, events, in-person meetings etc. Kindly review the section below for “add-on services”.

Website Updates:

Each 12-month partnership comes with 3 site updates – once every three (3) months from start date.

This includes any updates to the following:

- | | |
|----------------------------|---------------------|
| • Brand marketing material | • Videos |
| • Photos | • Hero SKU listings |

**If additional updates to the site are requested, the cost will be \$50 for each 30 minutes of updates (minimum).

Newsletter E-Blast:

Market offers 3 complimentary mentions of your brand to all buyers (one paragraph with one photo) per 12-month contract. If you wish to have your brand mentioned in the monthly newsletter more than three times a year, there will be a charge of \$50 for one paragraph and one photo. Market by ROI recommends adding to the email newsletter when:

- You launch a new product.
- Your brand received an award / strong press.
- You will be attending a trade show and wish to let the buyers know.

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Training:

30 minutes of brand training is included in your annual fee to go over your current sales pitch, product training, and any necessary information you want to be sure that we know about your brand.

Additional training time available for an additional fee;

- One (1) hour - \$250
- Two (2) hours - \$450

Presentation Program:

Come on the road with us!

Buyers love to engage, and we support whatever they need. Allow us to present your brand to buyers you want to get in front of.

Here's how it works:

We will request a set of products to each of our (4) sales team members, along with the scheduled 30-minute training webinar so we can become an extension of YOU!

We will have your product line with us on the road as meetings are set. Our team of 4 associates are on the road 2-6 times a month meeting with top retail and spa buyers from all categories. Some buyers want us to bring in what's new for them to review, others are very specific. Based on our knowledge of your brand after training, we would have an understanding of who would be best suited for your brand prior to our scheduled meeting. You will advise us as to which type of buyers you approve and which type of buyers you do not approve.

You will receive a summary of the presentation within 10 business days of the appointment/meeting. We will introduce you to the buyer as soon as the buyer confirms they are fully interested in the brand.

We currently offer two presentation opportunities for you:

1. Requested Presentation -
If a buyer specifically requests a brand presentation for your brand only, we can send one of our team members to represent the brand for you. These presentations typically run 1-2 hours depending on the brand. Fees subject to location and time allocated to the presentation. A quote will be provided upon request.
2. Add on presentation -
Included in our annual fee. This is when we bring your brand to open presentations where the buyer has not specifically selected brands they want. This is complimentary and requires no fee. This is usually a 15-30 minute mini presentation. **Additional luggage fees may apply if travel needed

We will ask for products to be sent to us to bring in for the presentation to leave with that buyer, (we keep our sets to use on the road). Again - we are an extension of you and will make sure to have all important information about your brand with us. We will also have you create an opening order package to assist.



Buyers Beauty Box:

This is a quarterly program we'd love to have you join us on. Buyers love to see what new products you have new! If you are new to Market, or if you are launching a new product for the season, let's add it to our Buyers Beauty Box.

You can choose (5) buyers from a list of 200 of who you'd like to send your product to.

We ask for you to send 1-3 of your top-selling SKUS, a total of 5 sets, to us at our Market office 3 weeks prior to our shipment: 651 American Oaks Avenue. Thousand Oaks, CA 91320. The products cannot weigh over 5lbs and the size must be under 12" x 12" (ask us about additional cost if your product is larger or heavier in weight).

Cost: \$200 per Beauty Box

Additional Support:

Need us to support a training or event? We can help. We have freelance artists, trainers, sales associates over many areas of the country we can hire to assist you.

Ask us about our custom support packages to help you grow existing accounts, and of course the accounts we open on Market.



Main Buyer List

*Each brand has the right to authorize, or not authorize, certain buyers' requests to review the brand's products and any future partnership.

**Market currently has contact with over 1,800+ buyers. This list showcases our top buyers we have the strongest relations with.

Aillea
All 4 Spas - Mexico
Anara Spa at Grand Hyatt
Andaz Maui
Anthropologie
Aria Las Vegas Spa/Salon
Auberge Resorts (5 locations)
Bardessono
Barneys
Beauty Collection (5 locations)
Bed Bath & Beyond
Belladonna Day Spa
Bergdorf Goodman
Bloomingdales
Blue Mercury
C.O. Bigelows
Cal-A-Vie
Canyon Ranch (5 locations)
CAP Beauty
Carmel Valley Ranch
Casa del Mar and Shutters
Catbird
Cedra Pharmacy (5 locations)
Cesear's Palace Las Vegas
City Chemist/White's Apothecary
CiVANA
Cos Bar (15 locations)
Cost Plus Corporate Office
Costco
Credo Beauty (8 locations)
CVS Pharmacy/Aurum Advantage
Dermstore
Dillards
Discovery Land (20 locations)
Eighteen Eight Corporate Office
Equinox (135+ locations)
Equinox Hotels
Erewhon Market (5 locations)
Exhale Spa Corporate
Fig & Flower
Follain (3 locations)
Forty Five Ten (5 Locations)

Four Seasons (29 Locations)
Francesca's
Free People
Gadabout Spas (7 locations)
Gee Beauty (2 locations)
Glen Ivy Hot Springs Inc
Grand Wailea Resort
Henri Bendel, L Brands
Hershey Spa
Hiatus Spa + Retreat (5 locations)
Hilton Hotels & Resorts
Hippocrates Health Institute
Hotel Bel-Air
HSN
Knockout Beauty (2 locations)
Kohls Corporate Office
KSL Resorts
Kuhl-Linscomb
Lake Austin Spa Resort
Lapis Spa - Fountainebleau Miami
LePink & Co.
Levert Beauty
Lifetime Fitness
Lord & Taylor
Macy's
Mandara Spas (14 locations)
Mario Tricoci Hair Salon & Day Spas
Marriott Hotels & Resorts
Massage Heights / Summit
Meadowood Napa Valley
Merz Apothecary
MGM Corporate
Mii Amo Enchantment Resort
Miraval / Hyatt Corp. (4 locations)
Mohonk Mountain House
Montage Hotel & Resort
Mr. Porter
Neiman Marcus
Net-A-Porter
New London
Nordstrom
Nordstrom Spa

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Ojai Valley Inn and Spa
Olive & Bette's (4 locations)
Omni (corporate)
PCH Hotels & Resorts
Pharmaca (42 locations)
Planet Beauty (36 locations)
Plum Market (5 locations)
Poppy & Monroe
QVC: Beauty
Rancho La Puerto
Ricky's NYC (26 locations)
Riley Rose at Forever 21 (12 locations)
Roots Beauty Underground
Rosewood Resorts
Saks 5th Avenue
Sam's Club
Sandals / Beaches Corp
Sephora - Cosmetics (USA)
Sephora - Skin Care
Shen Beauty
Soft Surroundings
Soul Cycle
Spa at The Rancho Bernardo Inn
Space NK
Space NK - London
Spavia Corporate

Spega International - France
St. Regis Hotels & Resorts
Target
Terrain
The Cosmetic Market (6 locations)
The Detox Market Warehouse
The Inn at Rancho Santa Fe
The Ritz-Carlton (35 Locations)
The Spa at Sea Island
The Spa at Terranea Resort
The Stell
Ulta Beauty
Urban Outfitters
Vert Beauty
Violet Grey
Vitamin Shoppe
Waldorf Astoria Hotels & Resorts
Walgreens
Walmart
Whole Foods
Woo Skincare and Cosmetics
Woodhouse Day Spas
WTS International
Wynn Las Vegas
Yellowstone Club

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Testimonials

What Our Buyers Have to Say...

- M.R., Beauty Collection

Working with ROI Leaders has been an amazing experience. They continue to support our locations with our current brands we have partnered with and are very hands on. I receive responses to all of my inquiries within short amounts of time and we always have great communication with one another. The best part is that they are always bringing on new brands and this creates new opportunities for me as a buyer for expansion.

- T.A., Omni Hotel Group

You can feel confident that Gina and the ROI team select strong vendors to partner with and give you their full support from launch to training and beyond.

- B.C., Cedra Pharmacy

ROI has been a constant source of inspiration for our business and a seemingly never ending well of unique and distinctive brands. From the quality of their products to the quality of their team, ROI is there to show you things you never even knew you needed!

- D.S., Canyon Ranch

The team at Market by ROI have made my job so much easier when it comes to brand review. They offer a one-stop shop with their Market concierge program and I do not need to speak with numerous vendors. One person with so many unique beauty brands to choose from. One billing source for my accounting dept. The variety is so valuable to me, especially when I have so many outlets to fill from resorts to retail to cruise ships. ROI takes ownership of the brands and they fully support each of my locations and their needs. They have been a tremendous support system to me and my team.

- L.S., Anthropologie

Thank you for reaching out about this! This sounds amazing and I would definitely be interested in using this.

- V.C., Waldorf Astoria Spa, Boca Raton

I think this is an incredibly innovative and fantastic platform that you are running. What a WIN! It can be overwhelming and the fact that the brands are different and new is a HUGE bonus. My thanks to you!



- M.G., Credo

Gina & her team at ROI are always a pleasure to work with—they are responsive, hard-working, and personable. I always get the impression that they are working to support both the brands they represent and the buyers they work with equally to make sure relationships on all sides are smooth and productive.

- M.C., Meadowood, Napa Valley

Hi Gina and Erin! I took a look at the site and love it! It's super easy to navigate, clean, simple and you have ALL the information to answer most questions! LOVE it! Honestly, I don't think I would change anything...you really have covered your bases to make it great for a buyer to use! Bravo!

- T.T., Cal-A-Vie Health Spa

Honestly!!!! This is AMAZING! It is clear, concise, and super easy to navigate. (And I am super picky). Everything is easy and no problem to navigate. It is so clean!! I LOVE IT!

- M.H., Costco

It sounds interesting, and like something that could certainly be of use to us.

- C.P., Ulta Beauty

Virtual showroom sounds great, can't wait to use it!

- Sylvia Sepielli, Owner at Sylvia Planning and Design Consulting Group

I've had the pleasure of working with Gina for many years. Every project is different, and Gina has a way of homing in on the unique particulars of each location, as well as the needs of the varied staff members. Her expertise in retail exceeds the obvious knowledge and support of the product line she may represent. She understands the big picture of the guest experience and produces not only profit, but systems, efficiencies and exceptional service.

- Leslie Johnson, Spa Director of Omni La Costa Resort; Owner at Leslie Johnson Consulting

Gina Jacoby Clements is a dynamic businesswoman whose integrity, passion and love of life inspires and creates success in all that she gives her attention to. Partnering with Gina unveils her mindfully expansive strategies that awaken innovation, development and structural support for your vision and goals. Consulting from a leading-edge platform, Gina naturally integrates her extensive marketing and public relations background, communication skills and broad social network to escalate opportunities for ventures of any size. I have had the honor of working with Gina who is an insightful professional with a compassionate nature; caring for my business and all the details! She just makes any task fun and exciting.



- Denise Csaky, Former CEO of Aesthetics Complete, Inc.; Wholesale Distributor for Professional Spa Products Including Germaine De Capuccini and Nufree

To watch Gina Jacoby in action is a thing of wonder. With an infectious energy and top-notch work ethic, she sees and genuinely connects with each individual, while lovingly yet firmly keeping them on track. This woman could inspire the sun to shine on a rainy day.

- William Wesley Myers, Director of Spas & Wellness, Langham Chicago

Gina has been a key influence in many of my past and current spa retail and professional line decisions; cross categories and in different geographical locations. Gina has a strong partnership approach and works diligently to ensure success. Gina really listens to you and comes back with out-of-the-box ideas that work and/or deliverables on your requests with quick turnaround. Gina Jacoby is professional, vibrantly personable, and has an incredible business sense. She is a pleasure to work with; through her dedication, combined with the knowledge and passion that she brings into the spa industry - or any related business, Gina is an strong asset to anyone looking for guidance, support, and most of all - a genuine partner in success!

- Laura Krohn, Mph; Director of Sales & Education, Sanitas Skincare; Owner at Healthieroptions

Vibrant leadership and authenticity are the hallmark words that Gina Jacoby inspires in her teams and partners. Being a witness to and collaborator with Gina across the years, I can speak to her skincare, spa and wellness industry savvy that crosses a breadth of business focuses - sales, marketing, executive leadership, public relations, training, business development and operations. Gina possesses a holistic industry perspective and depth of understanding that allows her to act as a conduit of excellence in all her endeavors. I enthusiastically recommend her skills, expertise and integrity as a no-risk business partner who will help steward your creative expansion and ignite your business.

- Gloria Ah Sam, Spa Director Four Seasons Resort Lana'i (Previously with Ojai Valley Inn)

It is a pleasure to recommend Gina Jacoby-Clements as a resource partner to any business who wants to associate themselves with a determined, inspired and enthusiastic leader. I worked with Gina for many years in the luxury cosmetic industry. She was a terrific executive who was always there to support our business on the retail floor, training for our associates and helpful in our sales and marketing strategic planning.

- Brittney Gardner, National Sales and Training Executive at Hydropeptide

I've had the absolute pleasure of working with Gina in the skin care industry. Gina has such tremendous talent for building a successful sales team and working on everyone's core strengths to achieve their goals. Her positivity for motivating the team was beyond words. Gina is one of the hardest working, most dedicated individuals and the best of the best in the industry. It was such a pleasure working with her in every avenue of the business.



What Our Brands Have to Say...

- Sarah, Founder of Clove + Hallow

Working with ROI has really taken our business to the next level. Gina and her team have nurtured and guided us to the finish line of many incredible retail partnerships with efficiency, timeliness, and always a smile. They are so passionate about their clients and vendors, this industry, and creating lasting business partnerships - and it shows. I have no doubt that Market will be another successful addition to the powerful retail framework that ROI has established.

- Ira, CEO of Freedom Deodorant

What a breath of fresh air Market is, not only is it affordable and great buyers but you also have one of the beauty industry leaders helping you along the way. I have learned more from Gina in a couple of conversations than I have from any other source.

- Mary, Founder of Minimo

Market by ROI was first introduced to me through another brand that spoke very highly of them at the 2019 IBE. I needed a team to help fill in the gaps and take our brand to the next level. Not only has the ROI Market team reached out on multiple occasions with invites to trade shows and curated buyer review inclusions, they have personally sought out ideal retail partnerships that are a perfect fit for my brand. We are now being noticed by buyers that I've always dreamed of working with. When I received an invite to a buyer review meeting by a major retailer, Gina (during the thick of the busy holiday season), was able to hop on a flight and attend this meeting with me on short notice. Gina provided guidance, insider knowledge, and insightful recommendations through every step of the process. Working with the ROI Market team has been INVALUABLE for my brand.

- Rachael, VP of Sales for Kusshi

KUSSHI launched its wholesale initiative in 2019, therefore we needed assistance from an experienced, well connected sales team who are results driven. Over the last 12 months of working with ROI, they have helped guide our product development, marketing and sales strategy for optimal growth. Our relationship with Gina and the ROI team has elevated KUSSHI into retailer partners I could have never opened without their assistance. We are excited to continue the partnership and can't wait to see where ROI takes our brand in 2020.

- Kristi, Founder of Khus+Khus

Khus + Khus has been working with ROI and Gina for the past two years. Their attention to detail and willingness to go above and beyond for our brand has really made a difference. ROI does a great job creating a smooth transition for brands to retailers and makes the process almost effortless. We are excited to see what our partnership with ROI will culminate in the future!



Frequently Asked Questions

What are the benefits of being listed on our Market platform and catalog?

- Eliminate nerve wracking cold calls, introduction emails or strenuous guesswork.
- Instantly showcase your products in front of active specialty buyers.
- Reduce or eliminate costly participation at traditional showrooms and tradeshow.
- Market works 24/7 making your listings accessible to retailers at any time.
- A central place to maintain up to date product information including price changes, ingredient lists and brand policies for quick retail partner access.
- Relevant buyers are alerted about any new products or collections you add to the Market Marketplace
- An easy, fast and convenient way to expand your presence and visibility in the market.
- No inventory held. Simply fulfill retailer orders and sample requests as they arrive directly to you through the Market Marketplace.

What about retailer samples and orders?

We strive to provide streamlined sampling and ordering. You'll always receive complete and accurate buyer information on Market generated digital POs and sample request tickets. Simply fulfill retailer orders and sample requests as they arrive directly to you from the Market site.

How do I inquire about getting my products on Market?

We are thrilled to hear that you're interested in showcasing your great products on Market. Please visit www.marketbyroi.com to access and complete a new brand application for potential consideration. Here you will be able to tell us more details about your brand and business. We review new brand applications every week. The Market team may request additional information or retail-ready product samples for further review and decision. We make selections based on strict criteria including the use of 100% clean ingredients and what categories the Market retailer network is actively seeking. Should your completed application arrive after a weekly selection round has concluded, it will be reviewed on the next weekly selection cycle. If you've launched new products, upgraded packaging or made changes to your overall business since your last application, please re-apply with that new information.

Do I have to be a U.S or Canadian based brand to be on Market?

Our brands are based in the U.S, Canada, and many parts of the world. These brands have their own warehouse and full U.S. distribution facilities with local logistics confirmed.

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Does Market charge any fees?

Should you be selected to showcase your products on the Market Marketplace, our fees are very simple.

(1) Market charges a non-refundable, initial setup & onboarding fee which is then billed annually on the anniversary of brand's contract date to maintain your brand and individual product listings on the platform. The setup & onboarding fee includes our team assisting you with gathering of product assets (pictures, copy) and compiling your brand pages and individual product listings for you. This annual fee also takes care of ongoing listing updates and maintenance during your participation in the marketplace. You will have the ability to preview your listings and conduct 1 round of edits before your listings go live in the Market marketplace.

(2) 30-Minute brand training with sales team member.

(3) We take a commission on each wholesale order made through the Market platform. This commission rate is well within industry standards. We get paid when orders are placed for your brand. Win win.

Does Market have a vetting process for the retailers that register to use the platform?

All potential users authenticate themselves as a legitimate buyer at the time of registering their account. Authentication requires providing critical information such as name (first, last), company name, business email, business website and business address. A user will not be able to request samples or place orders in the marketplace until their information is verified and approved by Market. Market has control to remove a buyer at any time should they leave their current position and will be required to re-register if they obtain a new buyer position with a new retailer or spa.

Who will be answering buyer's questions regarding our products and brand?

All selected brands are asked to provide specific key information during the onboarding stage to ensure that your individual product listings and brand profile offer a depth of information for buyers. Buyer support while utilizing the platform is the responsibility of Market. If our customer service and retail specialists need to contact you for more information to help answer a buyer's question about your brand and products, they will promptly do so. You are expected to reply to all Market support inquiries within 24 hours.

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What if I want the Market team to have a deeper understanding of our brand and products outside of the key information that was provided during onboarding?

We are honored to have more in depth product knowledge and training on our Market brand partners. Applied knowledge is power! As a selected Market brand partner, you can request additional time with the Market team to train more intensely on your brand and products. There will be an additional service fee for the time.

Am I able to reject a sample request?

The purpose of Market is mutually matched discovery of your brand to potentially be added to retailer shelves. So please, exercise rejection of any sample request with genuine care and discernment. Retailers are vetted upon their registration to the platform and must meet specific criteria to use it.

How does Market curb sample abuse?

Our customer care and retail specialists monitor every interaction on Market and are trained to spot signs of potential sample abuse. If a retailer is exhibiting these signs, we will immediately take the appropriate steps with that retailer.

Our brand has a strict MAP policy. Can we communicate this on Market?

If selected, you will be able to provide all of your brand policies including MAP requirements (if applicable) during the onboarding and setup process. Buyer's will be able to view your policies in addition to other key wholesale and product information on your brand profile. By placing an order for your products on Market, the buyer agrees to comply with your listed policies.

Who pays the credit card processing fees when a retailer places an order through Market for my products?

Market does not process any order payments. If a buyer places their opening order through the website, the complete order will be sent directly to the brand along with a completed line sheet by Market to process the order.

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What is Market's policy regarding returns/exchanges/refunds on orders? And who manages that correspondence?

We ask buyers to inspect their order and report incorrect merchandise or damage to us within 78 hours of receipt to be eligible for further assistance including replacement or refund. We will liaise directly with the buyer to expedite their claim and work with you to finalize replacement, exchange or refund. This means that Market will reach out to you on the buyer's behalf to provide key information needed for you, the brand, to complete the specified request.

How do I know how my products are performing on the Market marketplace?

As it is in all partnerships, success is measured in sales of your products. Getting orders on the platform means that buyers and the market as a whole (who is the ultimate judge) are actively seeing and are loving your products. To amplify your exposure on Market, brand partners are encouraged to discuss additional options for marketing exposure with the Market team. Of course, your continuous marketing activity outside the Market Marketplace also fuels groundswell, exposure and visibility. You will always be able to know who is interested in your products through the sample requests and actual orders you receive.

Applications to be considered for the Market platform are now open. You can access the form here:
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