Content

01 Brand Introduction
02 Culture and Service
03 Product and Design
04 Marketing Campaigns
05 Dealer Program
Founded in 2004, DeRUCCI is a listed company dedicated to providing superior sleep systems with over 18 years of experience in the industry. At the beginning of our establishment, we made custom bedding products. With the steady growth of sales and demand, our product supply has diversified, evolving into a wide range of stylish furniture including mattresses, bed frames, dining sets, sofas and massage chairs.

Dedicated to providing a healthy scientific sleeping environment, DeRUCCI integrates premium global resources including Germany’s Müller 3mesh® material, Japan’s space resin ball and Italy’s Technogel.

Due to its skilled craftsmanship, innovative design and fine details, DeRUCCI develops rapidly from China to the whole world and has over 5,600 exclusive stores in Australia, USA, Canada, Germany, Dubai, Hong Kong, etc., more than 14 countries and regions. Our commitment to high quality products and exceptional service remains steadfast.
Brand Introduction

Global Stores

Stores in Australia

Stores in Canada

Stores in New Zealand
New store in New Jersey, US, opening in May 2023
Stores in Europe (Berlin, Cologne, St. Petersburg, Milan etc.)
Brand Introduction

Global Stores

Stores in India
Brand Introduction

History

2004-2010

- DeRUCCI was founded and the first series, GLODIA, was launched and developed the first generation of soft bed and spring mattress.
- KAGE series was launched, marking the second generation of motor-driven slats and mattress.
- 0769 series was launched, with the focus of making high-end full leather beds.
- Started its first Global Sleep Culture Journey.

2011-2014

- Opened its first overseas store in Sydney, Australia.
- DeRUCCI’s 8th store in Australia and flagship stores in Hongkong and Colonge were opened.
Brought in French high-end brand, Treca, and American brand, SleepDesigns, as strategic partner.

New York Store, Milan Store, Berlin Store and Vancouver Store were opened.

New York Flagship Store, Perth Store, Brisbane Store were opened.

Los Angeles Store was opened.

Noah’s Sailing Team with Yacht DeRUCCI raced in Sydney Hobart Yacht Race 2017.

Became the official partner of Australia Open.

Built strategic partnership with Italian sofa brand, CALIA, to enter into sofa business.

Auckland Store and Toronto Store were opened.

Debuted at Melbourne Cup Carnival as an official sponsor to celebrate the world-class horse racing event.

Together with Kobe Bryant and FIBA Basketball World Cup, launched national basketball game which was a hit.
Brand Introduction

History

2021-2022

- New Delhi Flagship Store was opened.
- DeRUCCI (001323) was listed in Shenzhen Stock Exchange Main Board on June 23rd 2022.
- Global Sleep Culture Journey flash mob events were held in Los Angeles, New York, Toronto, Vancouver and Sydney.
- Sponsored Miss Universe Australia 2022.
- Entered American Dream, a massive retail and entertainment complex in New Jersey, US, where a brand new DeRUCCI store will open in 2023.
DeRUCCI went public in Shenzhen Stock Exchange in June 2022!
DeRUCCI’s 6-Root Sleep Culture

Absorbing the wisdom from Chinese culture heritage and based on the research of specialists around the world on sleep theories, DeRUCCI have developed its own 6-Root Sleep Culture theories and all-dimensional product service.

- **Eye**: Color of sleeping space
- **Ear**: DeRUCCI’s sleeping music album
- **Nose**: Sleeping fragrance
- **Tongue**: Diet
- **Body**: Systemic Bedroom Furniture
- **Mind**: Mindfulness and peace
DeRUCCI’s Gold Keeper Service

equipped with a rounded service system to provide convenient, efficient, reliable and professional five-star service.

Gold Keeper All-dimensions Service

- All life cycle experience
- All living scenes experience
- Sleep problems consulting
- Free in-depth Mites-removing service
- Collect and monitor sleep statistics
- Free delivery and assembling
Since 2004, we have kept the tradition of sending holiday greetings and gifts to our customers every year as thankfulness.
Product and Design

Product Lines

- Bed frame
- Slat
- Mattress
- Pillow
- Quilt
- Night Stand
- Desk
- Cabinet
- Sofa
- Bedding
- Chair
- Accessories
- Massager
- Appliance
- Motor Driven
- Tea Table
- Gold Housekeeper Service
Product and Design

Design

DESIGN TEAM

Daniel Libeskind
Agustina Sorrentini
Stefania Cazzaro
Mattew Arquette
Maurice Barilone
DeRUCCI cooperates with Chanel’s former designer in 2022
ELIGIBLE QUALITY SLEEPING PRODUCTS

We Work With Our Partners Worldwide To Make The Sleeping System For You.

Healthy sleep Resource Collector
Product and Design Technologies

High-tech Material Application

Space Resin Ball

3mesh® material
DeRUCCI X Chinese Women Volleyball space resin ball mattress

- Imported exclusively from Japan Aisin precision machine, environmental protection, durable, strong air permeability, for the human body to provide embrace support.
- Tencel fabric: delicate touch
- Independent cylinder spring: strong support, no interference
- 3D cotton: strong air permeability, mites and bacteriostatic
DeRUCCI 5-zone independent tube gel mattress

- **THIN Gel**: Italian Technogel® THIN gel, about 3960 gel columns, dense support, good heat conduction performance, warm in winter and cool in summer, decompression and sleep.

- Independent cylinder spring: strong support, no interference

- 3D mesh cloth: the porous structure is easy to discharge moisture, known for air permeability, support, environmental protection, enjoy quality sleep
Marketing Campaigns

Rolex Sydney Hobart Yacht Race 2017
Marketing Campaigns
DeRUCCI and Australia Open Global Partnership
Marketing Campaigns
Melbourne Cup 2018
Marketing Campaigns
Global Sleep Culture Journey

NEW YORK

SYDNEY
Marketing Campaigns

Miss Universe Beauty Contest
Dealer Program

Why Join Us?

- Low Investment/High EBITDA
- Business concept with a quick generating cash flow model proved to be successful by over 4800 exclusive stores
- Global brand, with an outstanding reputation and demand worldwide
- Exceptional training and support in all business areas (initial and ongoing)
- Unique “Interior Design Service” - professional store design team to ensure compliance with the aesthetic standards of the store
- Marketing and Promotion Service - professional team to plan effective marketing campaigns and help promote via various channels (e.g. social media, website, email etc.)
- Monetary support - offer all forms of monetary support such as construction allowance, decoration materials, opening support, marketing and promotion expense support, order discount support etc.
DeRUCCI is looking for franchise partners with a multi-unit mindset and the intention and financial capacity to invest in one or several stores within an agreed geographic area.

<table>
<thead>
<tr>
<th>DeRUCCI Exclusive Stores Types</th>
<th>Type</th>
<th>Product category</th>
<th>Description</th>
<th>Minimum Area (㎡)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flagship Store</td>
<td>Comprehensive</td>
<td>Exclusively sell DeRUCCI’s bedroom and living furniture, with own storefront</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>Independent Store</td>
<td>Comprehensive</td>
<td>Located on 1st floor in street with own storefront</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Specialized Mall Store</td>
<td>Bedroom furniture</td>
<td>Located in furniture/building materials mall or shop-in-shop</td>
<td>160</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sofa</td>
<td></td>
<td>160</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Comprehensive</td>
<td></td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Shopping Mall Store</td>
<td>Comprehensive</td>
<td>Located in shopping mall</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>
Join a successful retail business with a growing and globally distributed brand in the high-end home and bedroom furniture world!
For More Information

Facebook

Facebook link: https://www.facebook.com/derucci.international
Facebook account: DeRUCCI

Website

website: https://global.derucci.com/
Thank you!

Look forward to in-depth communication and business cooperation.

Email Contact info
benchen@derucci.com
qianru.fang@derucci.com
yizhen.cai@derucci.com