

# ELEPHANT

## Cheat Sheet

Elephant is Colart's direct to consumer (D2C) brand. It is made up of three interconnected parts: Kiosk, our online shop, Academy, our online learning platform, and Elephant editorial, which engages our audience in print and online.

### Elephant's role within Colart

Elephant is a high-risk, high-reward investment that provides a test-and-learn environment for developing our D2C strategies and solutions.



### Kiosk

Kiosk (elephantkiosk.art) sells a range of products including art materials, gifts, artwork and books. Marketplaces are our main revenue drivers for now, but we are growing direct sales.



- Selling high quality, competitively priced products to consumers
- Selling at volume to establish a respectable market share
- Marketing products that don't directly compete with Colart customers
- Retaining consumers and migrate from marketplace to direct



Reeves, Elephant-own range and Lefranc Bourgeois are the primary art materials brands we will be selling through Kiosk.

### Academy

Academy (elephantacademy.art) delivers live and pre-recorded art classes online. The purpose of Academy is to teach people in a fun way how to use our products.



- Delivering both live and on-demand courses
- Creating multilingual on-demand courses to open up new markets
- Producing on-demand courses so we can scale and sell them on marketplaces
- Retaining consumers and migrate from marketplace to direct

### Editorial

The magazine provides our readers with rich and thought-provoking cultural and art content in print and online.



- Building and growing an aligned audience who engage with Kiosk and Academy
- Generating revenue primarily through advertising and sponsored content
- Strong social media presence providing us with a way to market to our audience
- Retaining consumers and migrate from marketplace to direct

### Community



We are a digital-first brand with a primary focus on individuals aged between 20-40 with an interest in all things creative. We aim to turn them into engaged and loyal consumers of our products and services.

- Thinking consumer first, with a key focus on mobile so we are always present
- Being accessible and welcoming. Elephant is not only for artists or creative professionals
- Creating strong and clear USPs that consumers understand
- Bringing it all together in a membership/loyalty scheme

### Sustainability

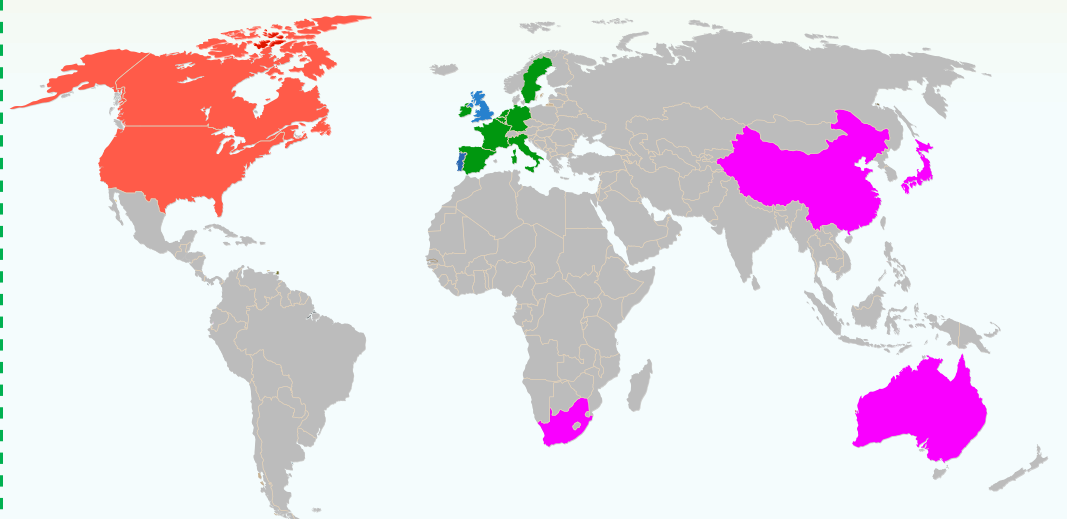
Elephant aims to be regenerative, being net positive to its employees, society and planet. Our focus is on creating a business that's built to last as well as one that creates art products the consumer of the future wants to buy.



- Creating art products under the Elephant brand with a strong sustainability USP
- Giving back to charities and local schools by donating products and supporting on art projects
- Removing all plastic from our recyclable outer packaging
- Developing our team and celebrating diversity to build a strong future

### Future expansion

We will scale strategically into key regional markets through a combination of marketplace, CBU and JV partnerships.



H2 22: Launch of Kiosk and Academy into NA market

H1 22: Roll out of Reeves and Elephant ranges into European marketplaces

2023: JV push into further target markets with Academy and Elephant own label

By 2025 we aim for..

