



kybun International Meeting 2022

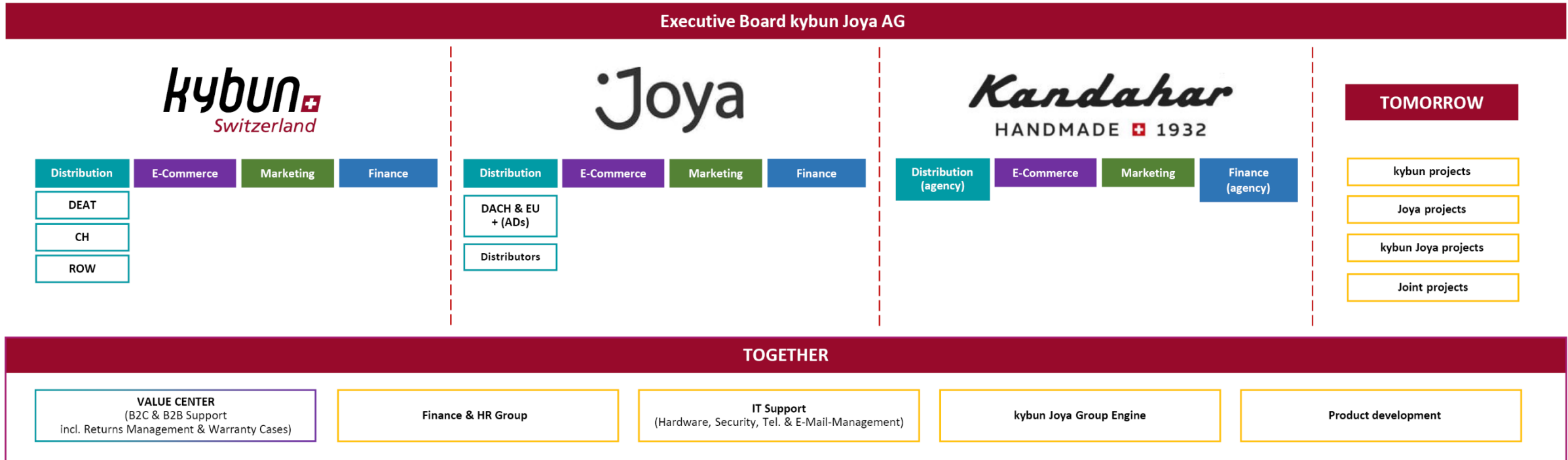
walking  **together** worldwide

Operational Matters



kybun Joya AG

Executive Board kybun Joya AG



- aiconomy AG, CEO Mathias Müller
 - 35 employees incl. 30 software engineers
 - Aico ERP:
 - AI-driven processes
 - Automatisations
 - Intuitive & intelligent operating approaches
 - Different modules, individual programming
 - Product Information Management PIM system already in place
 - Integration of other software solutions => Accounting
- => Engine for kybun Joya Group



1 + 1 = 1

- Introduction of new joint B2B planned for beginning of 2023, first for Joya
- Multi-brand B2B in the course of 2023
- Closely linked to the kybun Joya ERP solution aico
- No new developments on current kybun B2B platform
- Final objectives:
 - All brands integrated on one B2B platform (kybun, Joya, kybun Joya products, ...)
 - One order, one shipment for all brands (if sent from same warehouse)

RESPONSIBILITIES:

- Swiss orders/complaints => Value Center CH at Roggwil from Swiss warehouse
- Overseas orders/complaints => Value Center CH at Roggwil from Swiss warehouse
- EU orders/complaints => Value Center DE in Constance from German warehouse
- Order inquiries => b2b@kybun.ch

IMPORTANT:

- Europe: Automatic order processing is standard => **no changes** possible!
- Overseas orders (airfreight, courier): Transmitted and confirmed orders considered complete, **additional items with next order!**
- **Staff orders** to be placed separately => manual price adjustment

- Introduction of **new system** based on **trust**
- **100% credit note** within country-specific warranty period for all **manufacturing-related faults**, with spot checks and complaint rate analysis

Advantages:

- Easy handling
- No more physical returns of defect shoes
- Saves time for everybody
- Complaint rate decreased with Tropo and Strato sole

Claims form

Return date Customer number

kybun Partner E-Mail*

Shoe model*

Country shoe table Size

E.g. EU, US, UK

Origin (Label on the sole)* Swiss Made Made in Italy Condition* New Used

List of possible defects:*

Category

Current Key Account Management

- Switzerland => Benjamin Philipp
- Germany/Austria => Christian Maas, Joya/kybun field staff
- Rest of Europe => Richard Baumgartner, Regula Jans
- Middle East/Asia-Pacific/North-South America => Richard Baumgartner, Regula Jans
- USA => kybun/Joya USA

Future:

- “Home market” Switzerland reinforced
- Additional Key Account Management position for growing ROW market
- Growing cooperation kybun/Joya with field staff in Europe
- Generally: Joint key account management for kybun/Joya

- **Important information!**
- **127/81???**
- **127/127!!!**



Active and pain-free – for a lifetime

[Doctor kybun](#) [Order portal](#) [Marketing page](#) [Product feedback](#)

ANNIVERSARY

15 Years of kybun: Get Involved in the Anniversary

To celebrate the 15th anniversary of kybun, we are launching unique promotional activities with you over several weeks.

[Learn more](#)



MERGER KYBUN AND JOYA

Reorganisation in Sales Following the Merger

Information about the reorganisation in sales after the merger and what this means for you as a partner.

[Learn more](#)

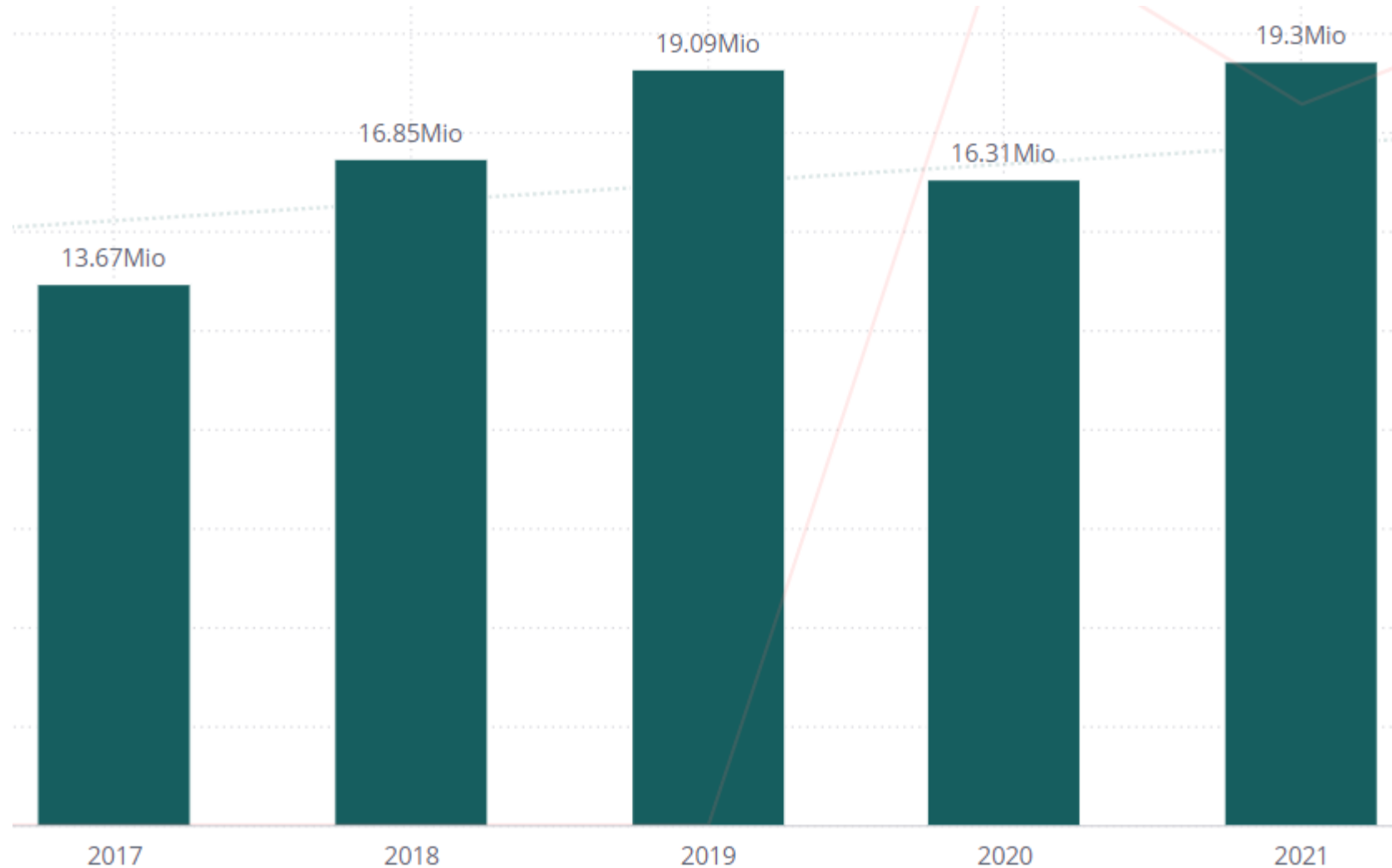


Customer Newsletters

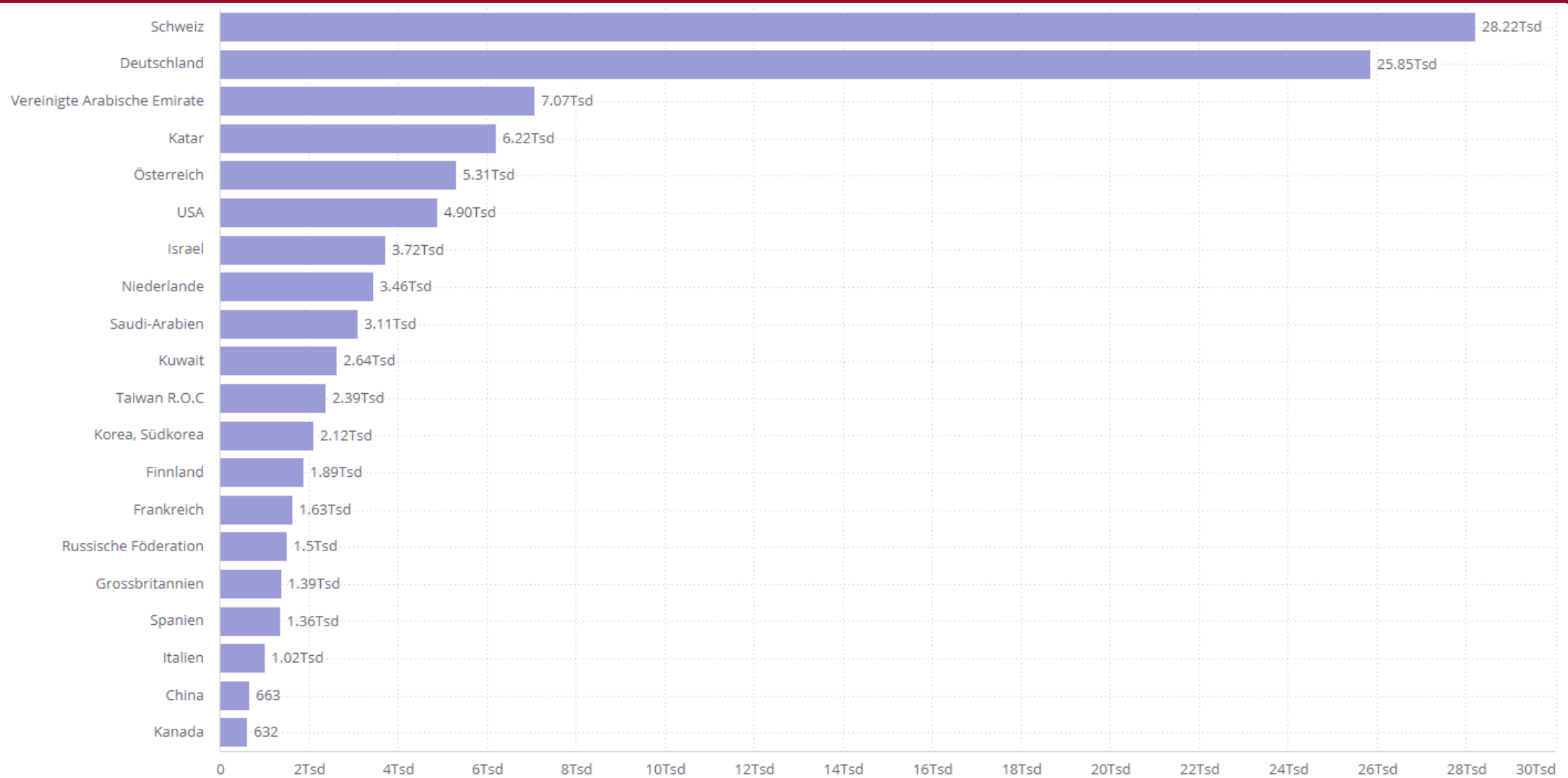
- Customer Newsletters => ENL
- Newsletter Flow
 - Integrate newsletter flow using your address base
 - Covers 12 topics
 - Will my customer return?



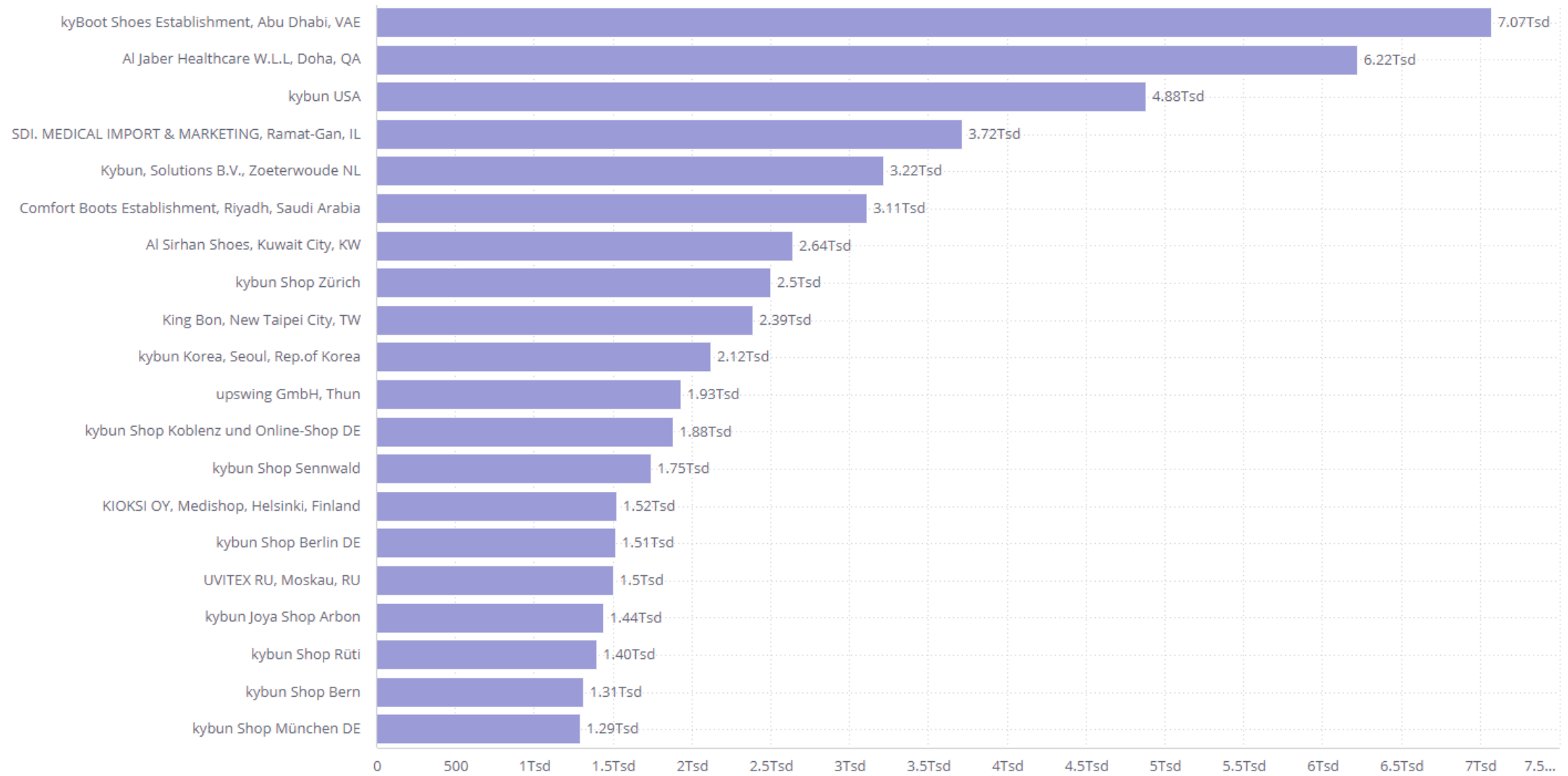
Order turnover development (offline/online)



Country Ranking 2021 top 20 – kybun Shoes



Partner ranking 2021 top 20, kybun Shoes



Total turnover: 21.1 million CHF

120'000 kybun shoes

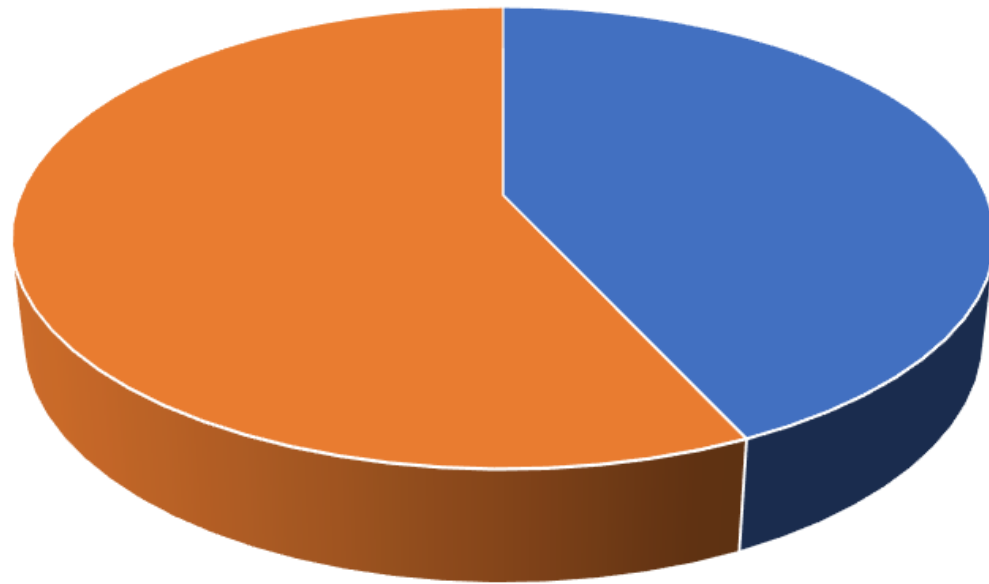


7'200 kybun mats



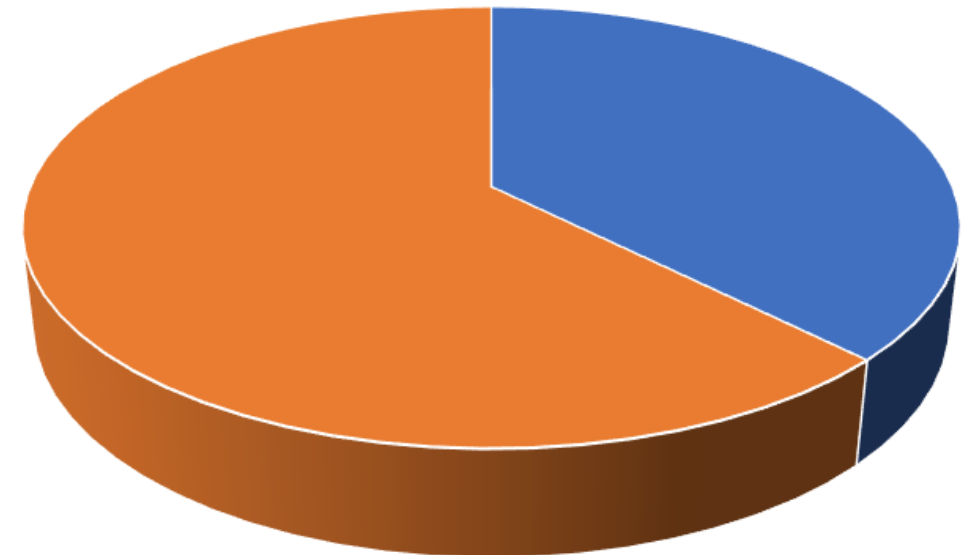
Results first half 2022

Turnover target 21.1m CHF



■ first half-year 12m CHF

kybun shoe target 120'000 pairs



■ first half-year 75'000

kybun | Joya



Welcome to kybun Joya

Kybun | Joya



Experience the unique feeling

Kybun | Joya



Walk away from surgery in our shops

What is kybun Joya?

- Health care provider
- Medical retailer
- Competent consulting

How do we want to be this place?

- Competent staff
- Elastic-springy material
- Stretching exercises
- Fascial releasing

Customer Journey

- Welcome
- Customer story, anamnesis
- Experience (foot pressure, UTR, kybun mats)
- Try a shoe
- Consulting incl. individual exercises
- Sale
- Goodbye



Kundenstopper A1 | Customer stopper A1





Kybun | Joya



Arbon, Switzerland, opened in 2019, 140m²



Kybun | Joya



St. Gallen, Switzerland, opened in 2019, 110m²



kybun | Joya



Zug, CH, opened in 2019, 85m²





Kybun | Joya



Barcelona, Spain, opened in 2020, 100m²



Kybun | Joya



Benidorm, Spain, opened in 2020, 80m²



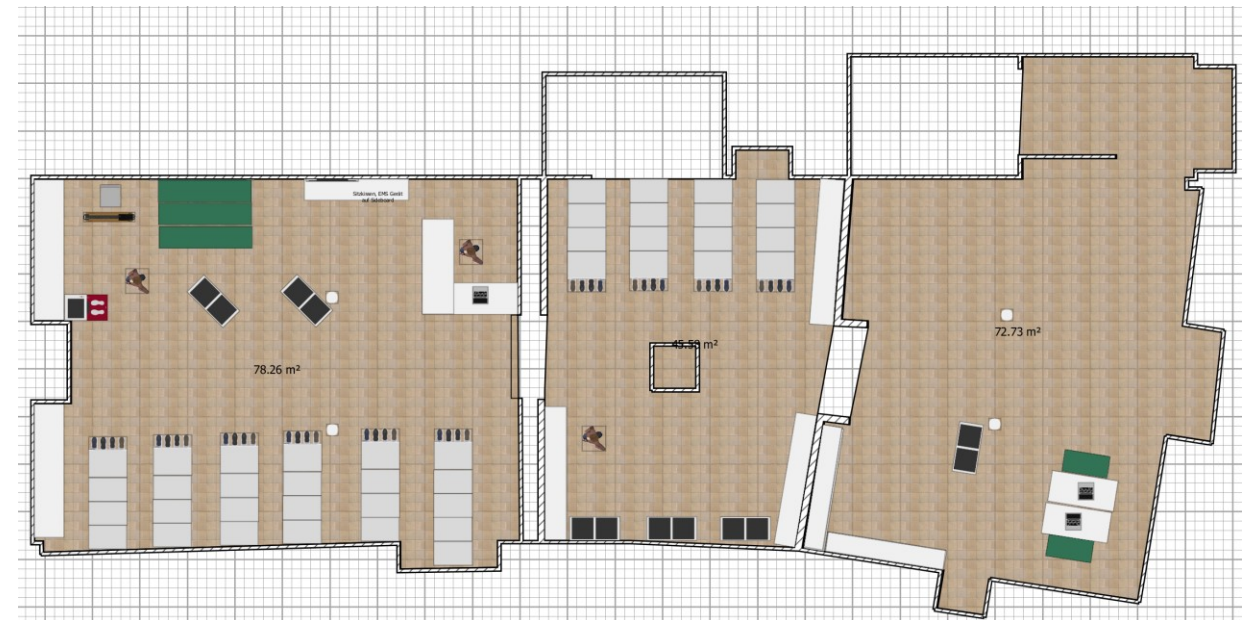
kybun | Joya



Rome, Italy, opened in 2020, 60m²



kybun | Joya



Constance, Germany, opening in September 2022, 240m²



kybun | Joya



kybun Joya Shop Frankfurt, Germany

kybun | Joya



Medishop, Turku, Finland



Kybun | Joya



Zouterwoude, Netherlands



kybun | Joya



Gyeonggi-do, South Korea

St. Gallen, CH, 80'000 inhabitants		
2019		
kybun	1084	80%
Joya	268	20%
Total	1352	
2020		
kybun	944	73%
Joya	356	27%
Total	1300	
Last year comp.	-11%	

2021		
kybun	1068	64%
Joya	612	36%
Total	1680	
Mats	70	
Last year comp.	24%	
2022 (Jan-Jul)		
kybun	599	65%
Joya	327	35%
Total	926	
Mats	50	
Last year comp.	3%	

Example: kybun Joya Shop St. Gallen, Switzerland



kybun | Joya



Example: upswing kybun Joya, Basel, Switzerland

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- 8 Vision / Konzept**
- 10 kybun Joya Therapie**
Der Ursprung | Drei zentrale Elemente
- 13 Wortwahl**
- 14 Markenlogo**
Hauptlogo | Abstand für freistehende Positionen
Don'ts | Positionierung Print | Positionierung Videos
- 22 Farben / Schrift**
- 24 Bildsprache**
Auswahl | Bilder in Anwendung
- 30 kybun Joya Shop**
- 32 Kommunikation**
Website | Welcomeflow | Visitenkarte
Empfehlungskarte | Freundesrabatt | E-Mail | Brief
Arbeitskleidung | Autobeschriftung

Content

- 6 The kybun and Joya brands**
- 8 Vision / Concept**
- 10 kybun Joya Therapy**
The origin | Three central elements
- 13 Wording**
- 14 Brand logo**
Main logo | Distance for free-standing positions
Don'ts | Positioning print | Positioning videos
- 22 Colors | Font**
- 24 Visual language**
Selection | Use of images
- 30 kybun Joya Shop**
- 32 Communication**
Website | Welcomeflow | Business card
Recommendation card | Friends discount | E-mail | Letter
Work clothing | Car graphics



Part 1: Operational Matters

- Coordinated market development
- Joint customer/partner support => Value Center, Key Account Management
- Joint platforms ERP and B2B
- Joint logistics, product development

Part 2: kybun Joya concept

- Unique retail concept
- Enlarge customer target group
- Brand differentiation - benefit from each other