



INVESTMENT OPPORTUNITY

Australian Outdoor Brand Zorali Set For Global Expansion
with Capital Raise After Rapid 618% Revenue Growth in 2021

FOUNDATIONS SET FOR SCALE

Streamlined operational infrastructure. Authentic and increasingly recognised brand. Stellar, repeatable environmental credentials. Solid foundation of core sell-out products. Strong community of thousands of true fans and advocates to show for it.



\$3.5M

TOTAL REVENUE

In just two-and-a-half years, we've shipped over 24,000 orders in 27 countries, and we saw a +618% increase in online revenue in the last year alone, with a current annualised revenue of \$2.4m.

150,000+ FANS

Widely recognised brand with **unique positioning** in the outdoor market - connecting people with nature and a sustainable outdoor lifestyle.



WE'RE ON A MISSION TO GET THE WORLD OUTSIDE

Our range: Tents to t-shirts, camp chairs to cookers, cutlery, jackets, hats, backpacks, dog gear, and more. All consciously designed. Everything you need to get out there.



HIGH MARGIN SELL OUT PRODUCTS

We've built the foundation and formula for profitability as we invest in key winning products with great margins in order to operate with a robust contribution margin at scale.



500,000+

TREES PLANTED

As part of our ongoing pledge to Earth, we've partnered with Eden Projects and planted ten trees in areas of severe deforestation for every product purchased. Providing over 50,000 days of local employment.

A GLAXY OF 5 STAR REVIEWS

With a bunch of sell-out products, our products get the love they deserve. And we gathered more than 1,600+ 5-star reviews to prove it.

OUR FOCUS

Continue to expand our range into more key outdoor categories.

Expand international markets in line with global demand in target locations.

Achieve economies of scale to reduce unit costs and increase gross profit margin.

Continue to scale revenue at a greater rate than our operative expenses in order to maintain profitability.

DIRECT-TO-CONSUMER

Our direct-to-consumer model enables us to work closely with our customers. Our focus remains on building stellar customer experiences as we realise our vision. Strengthening our community of fans and advocates and creating more brand supporters on campsites globally.

GROWTH HORIZONS

Expand and deepen international sales.

Develop new product categories to service entire market.

Working with world-class distributors in high-growth regions. For example, Collaboration with highly renowned US outdoor retailer, Huckberry, launching July 2022.

Expand into brick-and-mortar retail, to invite customers to get hands-on and feel the uniqueness and quality of Zorali product.

A CAPITAL RAISE TO HELP US MOVE FROM STRENGTH TO STRENGTH.



Offer Launches Wednesday, the 16th of March at 12.00PM AEDT
cam@zorali.com

Zorali is seeking to raise a maximum of \$1.2m through equity crowdfunding.
Pre-Money valuation \$12m. Based off 5X multiple of current annualised revenue of \$2.4m.
See page 49 of offer doc a complete breakdown.
Always consider the general CSF risk warning and offer document before investing.