

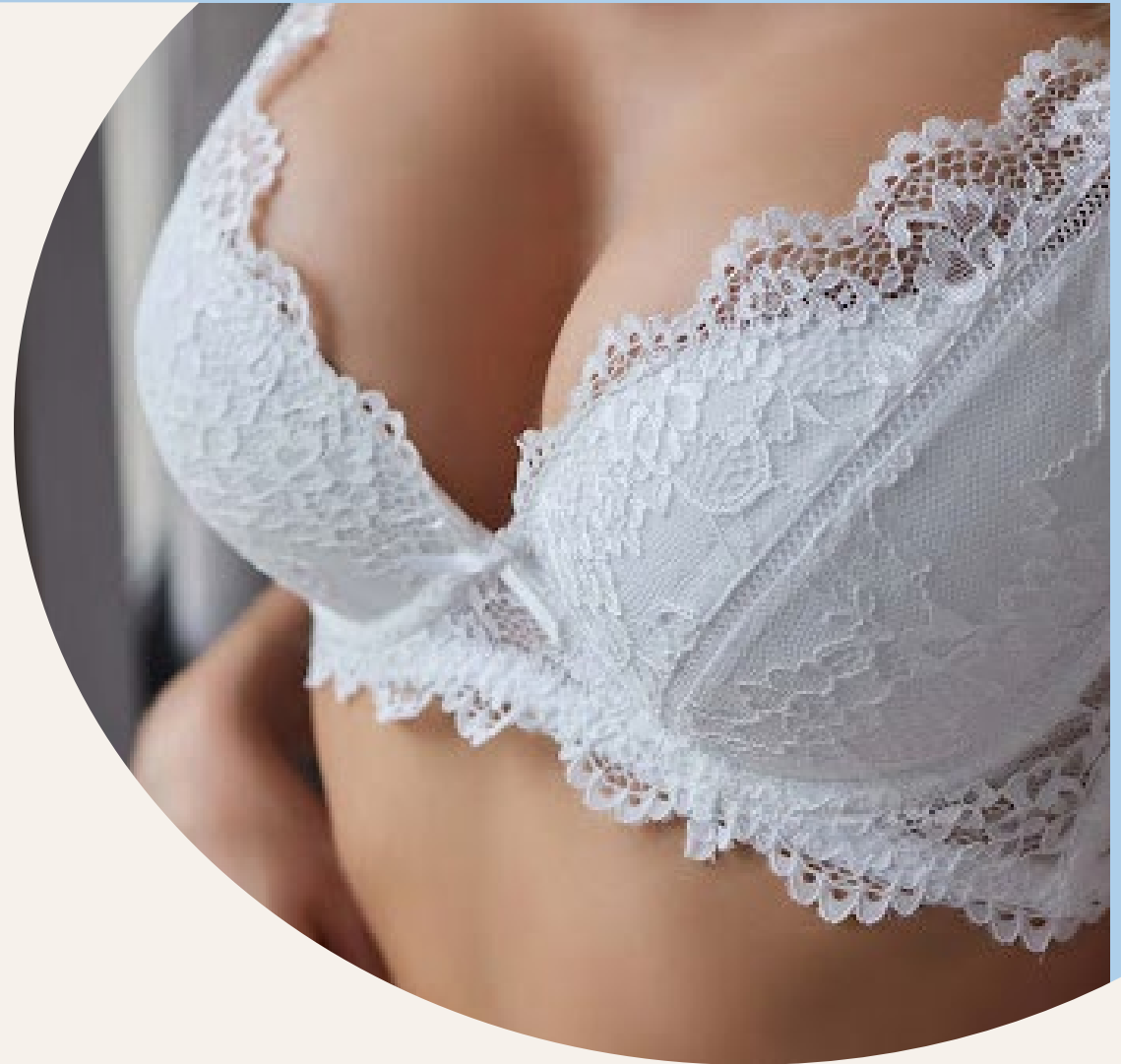


Brillia Incorporated

# Vertically Integrated Solutions for Women's Lingerie Brands

Corporate Presentation

September 2024



**NYSE American: BRIA  
(pending approval)**

# Forward-Looking Statements

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# Free Writing Prospectus

Filed Pursuant to Rule 433  
Registration Statement No. 333-282056  
Issuer Free Writing Prospectus dated September  
27, 2024  
Relating to Preliminary Prospectus dated  
September 18, 2024

**BrilliA Incorporated**  
*2,500,000 Class A Ordinary Shares*

**This free writing prospectus relates to the initial public offering of ordinary shares of BrilliA Incorporated (the “Company”) and should be read together with the preliminary prospectus dated September 18, 2024 (the “Preliminary Prospectus”) that was included in Amendment No. 1 to the Registration Statement on Form F-1 (File No. 333-282056), which can be accessed through the following web link:**

**<https://www.sec.gov/Archives/edgar/data/2000230/000121390024079743/ea0200081-14.htm>**

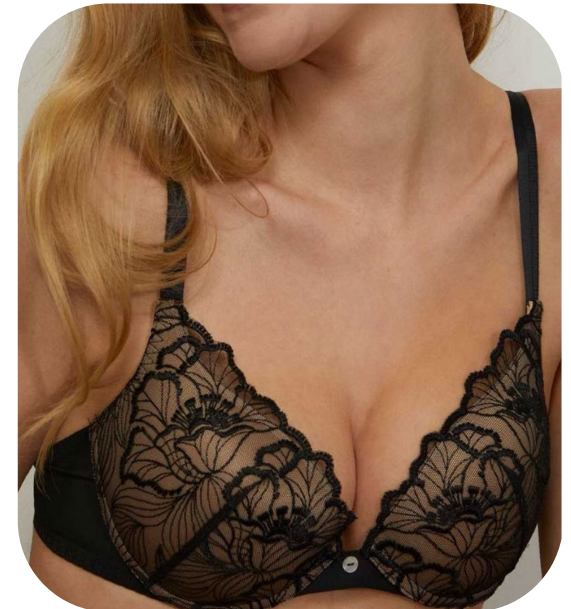
**The issuer has filed a registration statement (including a preliminary prospectus) on Form F-1 (File No. 333-282056) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Website [www.sec.gov](http://www.sec.gov). Alternatively, the Company and any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by contacting Karen Mu via email at [kmu@alliance.com](mailto:kmu@alliance.com), by phone at 212-624-2138.**

# The Offering

Proposed Trading Symbol	<b>BRIA</b>
Proposed Exchange	<b>NYSE American</b>
Offering Price	<b>\$4.00 to \$5.00 per Class A Share</b>
Transfer Agent	<b>VStock Transfer, LLC</b>
# of Class A Shares Offered	<b>2,500,000</b>
# of Class A Shares Outstanding Following Offering	<b>25,000,000</b>

## Use of Proceeds

1. **Development of Digital Marketing Platform**
2. **Research and Development**
3. **Expansion of B2B Business**
4. **General Working Capital and Corporate Purposes**



# About BrilliA

BrilliA sources, designs, and delivers high-quality, competitively priced, and sustainable lingerie from Indonesia, Thailand, and China to be marketed to major brands, primarily in North America and Europe. The company's operating subsidiaries are:

## **BRA PRO LIMITED** *(BRA PRO)*

BrilliA's sales and marketing entity, incorporated in 2011.

## **PT MIRAE ASIA PACIFIC** *(MAP)*

Offers designs for and controls the execution of the orders received by BRA PRO, incorporated in 2015.

## **BrilliA SINGAPORE**

An investment holding company incorporated in 2023.

*Our operations are being supported by over 170 associates.*



**BrilliA aims to launch its own premium lingerie brand, DIANA, soon.**

DIANA will initially target younger consumers in the Indonesia and SE Asia markets, where there is a great opportunity to introduce high-quality and value-driven lingerie options.

# Overview



We source, create designs, procure materials, and detailed technical specifications for external manufacturing facilities



Vertically integrated services allow brand owners to reduce corporate headcount



Does NOT source cotton and other raw materials obtained from forced labor in China's Xinjiang Uyghur Autonomous Region



We do not own manufacturing facilities, leading to a reduction in costs and increasing our profitability



Specializes in intricate, skill-intensive products, elevating overall value delivered to customers



Provides products and services to major lingerie brands and retailers worldwide



# Product Portfolio

*For the year ended March 31*

	2023	2024
	% of revenue	% of revenue
Sales of garments:		
Brassiere	92.1%	91.7%
Bodysuit	7.0%	5.3%
Panty	0.4%	1.4%
Swimsuit	—	0.4%
Dress	—	0.6%
Others	—	0.2%
	99.5%	99.6%
Service rendered	0.5%	0.4%
Total revenue	100.0%	100.0%



**Products include bras, bodysuits, panties, and related women’s intimate apparel.**

**Extensive range of product styles designed for diverse price points and sizes.**

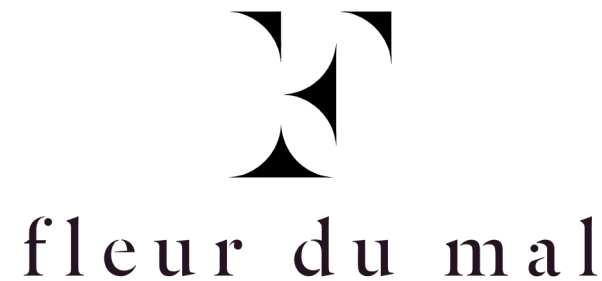
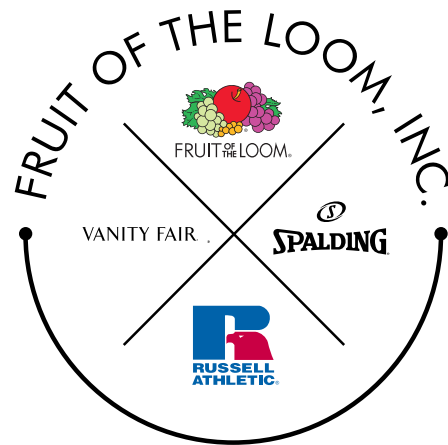
**Provides products with international standard qualities from independent external manufacturers that meet international ethical compliance.**

# Our Customers

Over 20 World Famous Brands including

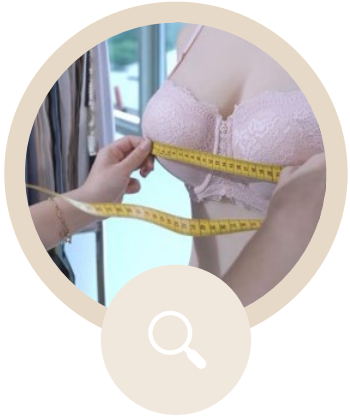


KIKI DE MONTPARNASSE





# Competitive Strengths



## Design & Sourcing

Strong design and sourcing capability with a track record of turning design concepts into finished samples within targeted lead times.



## One-Stop Multiple Solutions

Vertically integrated one-stop apparel supply chain services operation ensures high-quality, cost-effective solutions.



## Robust Relationships

Strong, stable relationship with key customers in the US, Europe, and Canada who notify the company of production needs in advance and refer prospective customers.



## Decades Experience

Management possesses decades of lingerie industry experience and positions the company for continued growth and development.

# About DIANA

We plan to diversify the Group's businesses through our premium lingerie brand, DIANA, a line of products marketed directly to consumers. With the launch of DIANA, we aim to:

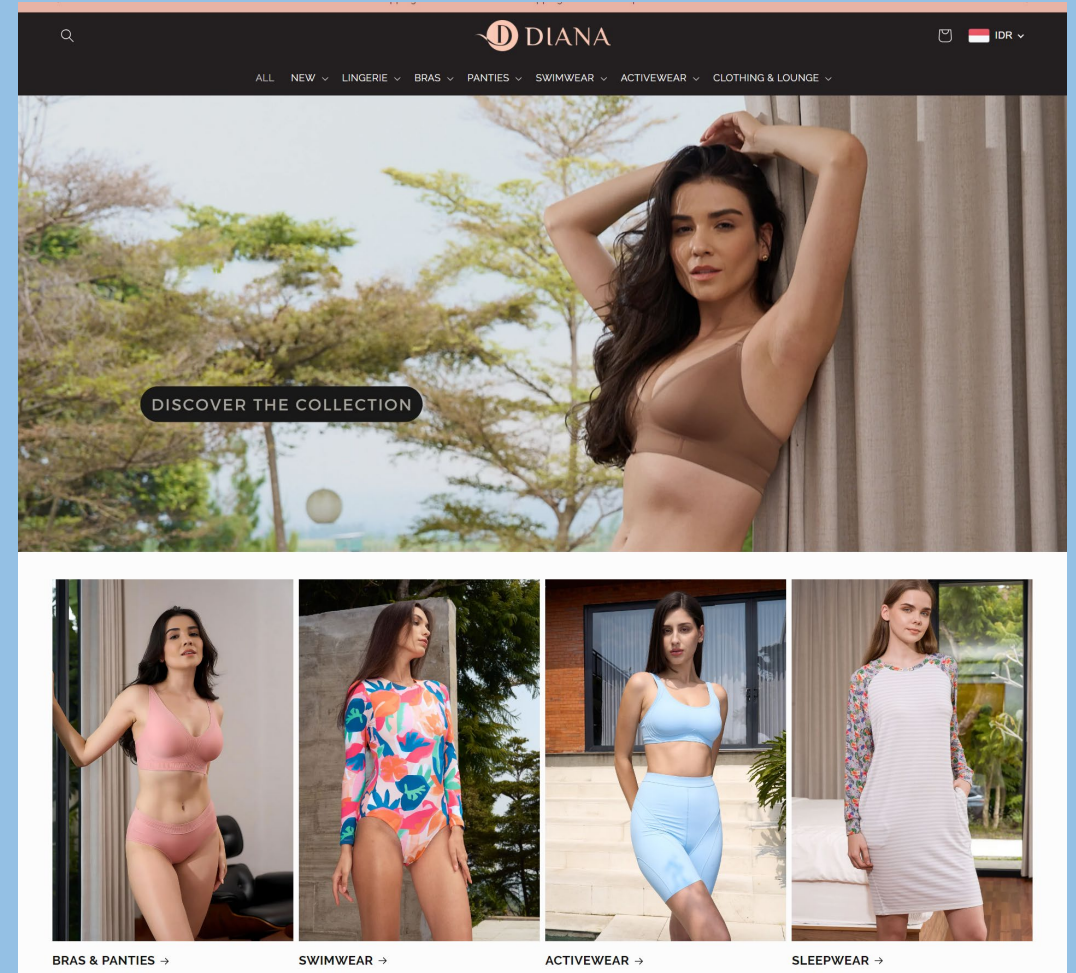
Market innovative, value-driven, and high-quality lingerie products for younger consumers, while promoting body positivity.

Expand our product portfolio to include sleepwear, babywear, activewear, and period panties.

Obtain higher margins by selling directly to customers.

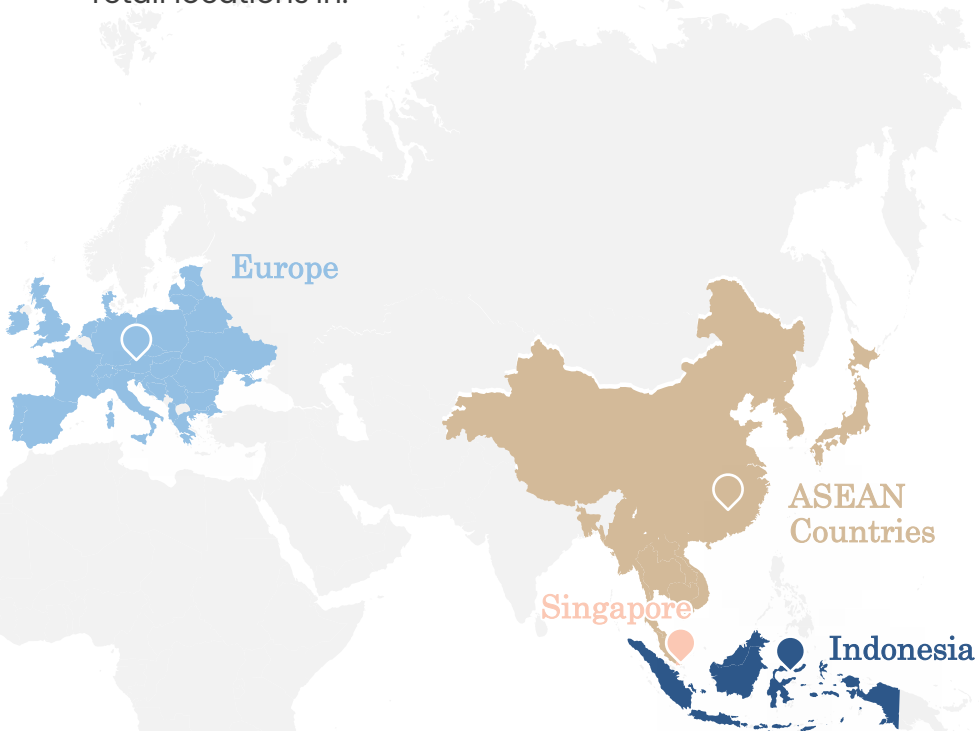
Reinforce the image of our design capabilities to B2B customers.

Target consumers online, enhancing our direct customer engagement and brand awareness.



# About DIANA

With the launch of DIANA, we aim to establish boutique retail locations in:



In addition to these retail locations, we plan on introducing pop up stores, and kiosks, as well as expanding online through our Website, Instagram, and Marketplaces, and utilizing influencers to capture additional market share and increase brand visibility.



DIANA Pop-Up Store



DIANA Flagship Store - External



DIANA Flagship Store - Interior

# Industry Outlook: 2022-2030

According to Grand View Research (Oct 2023)

Global Lingerie Market

**\$88.32 Billion**

Expected to grow by a CAGR 5.7% through 2030

Indonesia Lingerie Market

**\$1.06 Billion**

Expected to reach \$1.54B by 2030

SE Asia Lingerie Market

**\$3.42 Billion**

Expected to grow by a CAGR 5.3% through 2030

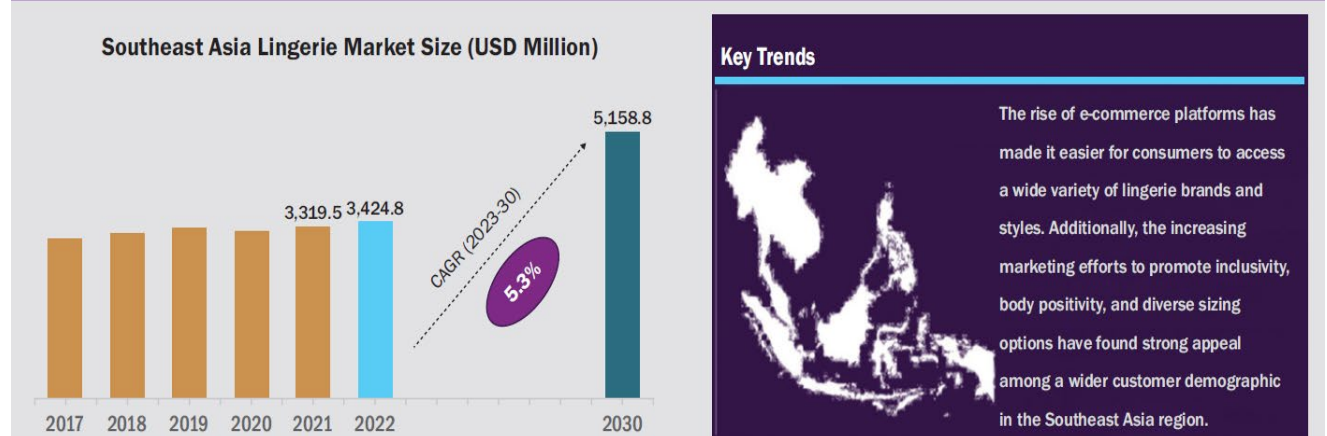
Global growth is expected to be driven by the rising purchasing power of women, with brands that focus on sustainability and ethical practices gaining a competitive edge.

SE Asia manufacturers expected to increase their focus on products that embrace more diverse body types.

Fig.15 Country marketplaces: Key takeaways



Fig.1 Market snapshot



# Growth Strategies



- Recruit additional designers to expand product mix capabilities.
- Diversifying on new products to increase our revenue.
- Add sleepwear, activewear, period panties, mastectomy bras and baby wear to the product portfolio.
- Develop DIANA in-house premium brand and market to the younger demographic at retail outlets in Indonesia, SE Asia, and via leading online and social media platforms.
- Leverage DIANA's direct-to-customer sales to produce improved company margins.
- Add new customers by creating an accessible e-commerce platform and enhanced digital marketing strategies.
- Expand business and operations through joint ventures, acquisitions, and/or strategic alliances in Southeast Asia.

# Our Team of Industry Experts



## Mr. Salim Podiono

**Co-Founder, Executive Director,  
& Chairman**

Visionary leader with a 30-year career in the garment industry recognized expertise in manufacturing, marketing, and distribution. Holds a Master's Degree in Finance from George Washington University.



## Mr. Kendrew Hartanto

**Chief Executive Officer**

An industry veteran with 28 years in women's fashion. Expertise in sourcing, design, and production across multiple countries including Indonesia, PRC, and Thailand. Holds a Bachelor of Science Degree in Finance and Marketing from the University of Southern California.



## Mr. Koh Wah Seng Philip

**Chief Financial Officer**

Over 25 years of experience in operational accounting with various listed companies and multi-national corporations in Singapore. Holds Bachelor of Business Degree in Accounting from Monash University, Australia.

# Our Board of Independent Directors



## Mr. Kok Poh Fui

*Independent Director Nominee, Audit Committee Chairman Nominee*

Executive Director and former CFO of Xin Hwa Holdings Berhad. Fellow of the Association of Chartered Certified Accountants and member of the Malaysian Institute of Accountants.



## Mr. Gary Kronfeld

*Independent Director Nominee, Nomination Committee Chairman Nominee*

Served as VP and CEO for SPIRITE INDUSTRIES INC, which designed, manufactured, sourced, and distributed branded and private label intimate apparel to major retailers throughout the US, Canada, Mexico, and the Caribbean.



## Mr. Karl-Heinz Barth

*Independent Director Nominee, Compensation Committee Chairman Nominee*

Renowned expert in underwear industry, with a career spanning over 25 years at Triumph International.



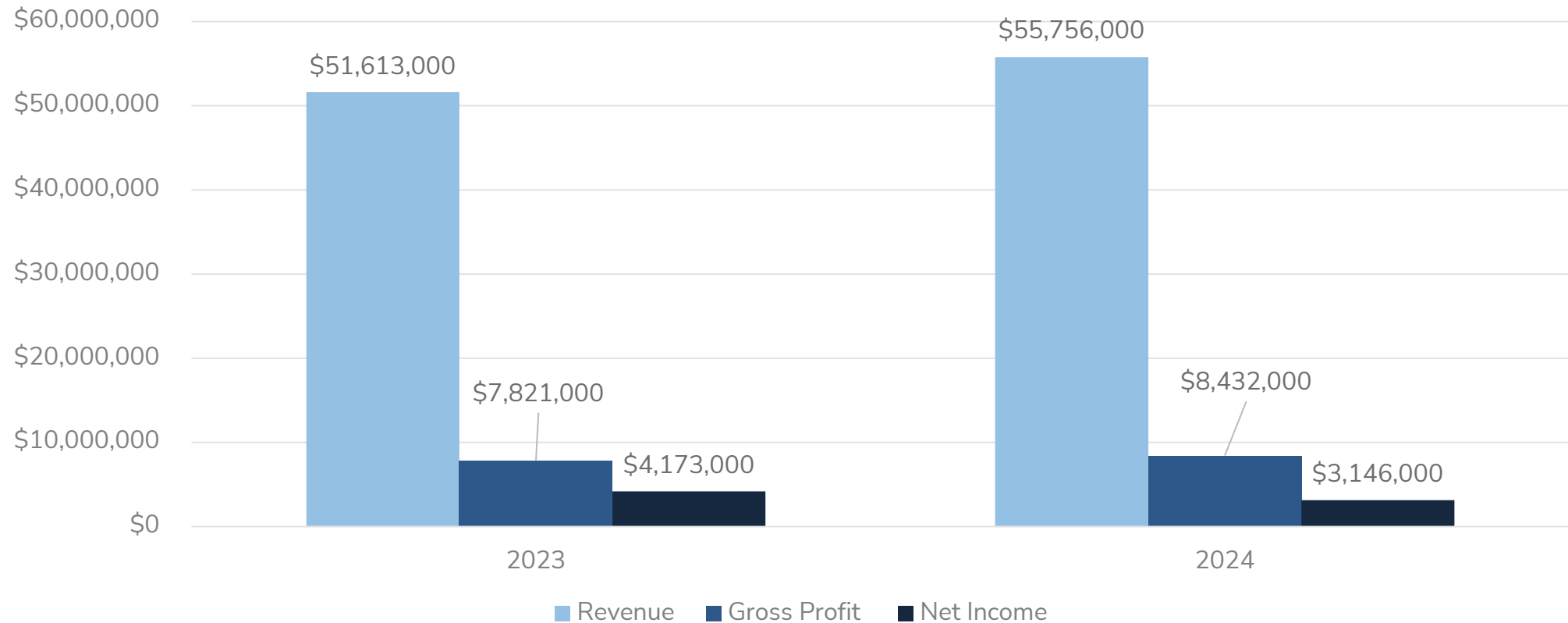
## Ms. Iming Bahari

*Independent Director Nominee*

Seasoned professional with 30 years of experience in human resources. Currently serves as VP of Human Capital Management at Mandai Wildlife Group.

# Financial Information

*Fiscal Years ended March 31, 2023, vs. March 31, 2024*





# Financial Information

## STATEMENTS OF PROFIT OR LOSS

For the year ended March 31,	2023	2024
	USD'000	USD'000
Revenue	51,613	55,756
Cost of revenue	(43,792)	(47,324)
<b>Gross profit</b>	<b>7,821</b>	<b>8,432</b>
Operating expenses		
Depreciation of property, plant and equipment	*	*
Employee benefit expense	(170)	(208)
Other expenses	(2,645)	(4,339)
Net loss on impairment of financial assets	(18)	(236)
<b>Total operating expenses</b>	<b>(2,833)</b>	<b>(4,783)</b>
<b>Profit from operation</b>	<b>4,988</b>	<b>3,649</b>
Other income	10	119
<b>Total other income</b>	<b>10</b>	<b>119</b>
<b>Profit before income taxes</b>	<b>4,998</b>	<b>3,768</b>
Income tax expense	(825)	(622)
<b>Net Income</b>	<b>4,173</b>	<b>3,146</b>

# Financial Information

## STATEMENTS OF FINANCIAL POSITION

	2023	2024
	USD'000	USD'000
<b>ASSETS</b>		
<b>Non-current assets</b>		
Property, plant and equipment, net	3	2
Deferred offering costs	—	837
<b>Total non-current assets</b>	<b>3</b>	<b>839</b>
<b>Current assets</b>		
Inventories	5,732	7,093
Trade and other receivables	7,457	11,993
Amount due from related parties	100	460
Cash and cash equivalents	8,913	5,954
<b>Total current assets</b>	<b>22,202</b>	<b>25,500</b>
<b>Total Assets</b>	<b>22,205</b>	<b>26,339</b>

	2023	2024
	USD'000	USD'000
<b>LIABILITIES AND EQUITY</b>		
<b>Current liabilities</b>		
Trade and other payables	14,015	16,803
Amount due to a shareholder	8	57
Income tax payable	1,683	2,305
<b>Total current liabilities</b>	<b>15,706</b>	<b>19,165</b>
<b>Total liabilities</b>	<b>15,706</b>	<b>19,165</b>
<b>Capital and reserves</b>		
Share capital	1	50
Retained earnings	6,498	7,124
<b>Total shareholders' equity</b>	<b>6,499</b>	<b>7,174</b>
<b>Total liabilities and equity</b>	<b>22,205</b>	<b>26,339</b>

# IPO Structure

## USE OF PROCEEDS

### Research & Development

We intend to use 10% of the net proceeds to research new product segments and to explore new designs within the brasserie segment.

### Development & Marketing of DIANA

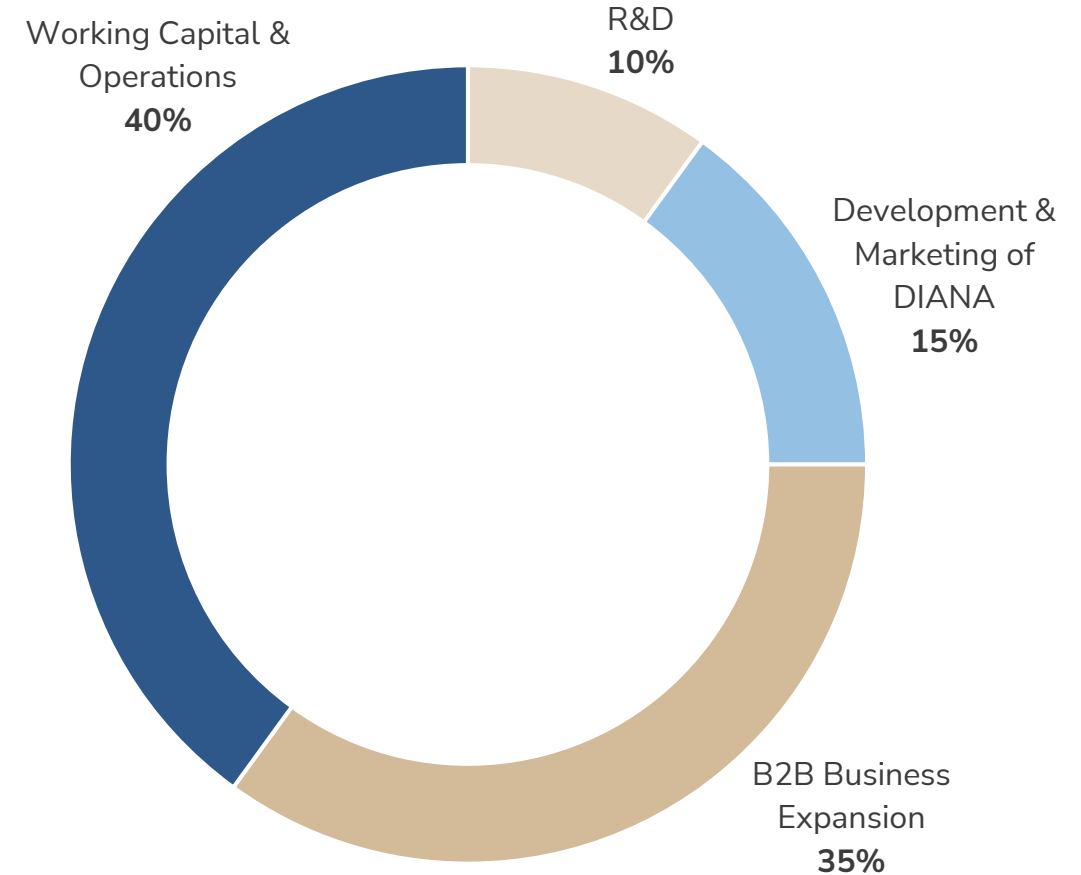
We intend to use 15% of the net proceeds for the development and marketing of the DIANA brand and related products. We plan to target both online and offline retail segments. For the offline retail segment, we intend to seek strategic locations with busy customer traffic to open one flagship retail outlet in Indonesia, one additional outlet in Europe and a number of pop-up stores/kiosks. We also intend to market the products under the DIANA brand in virtual retailing via our own online selling platform.

### B2B Business Expansion

We intend to use 35% of the net proceeds for further expansion of our existing B2B business by exploring other garment product segments such as scrub, uniforms, swimwear, panties, and in technical equipment, which will require further investment to further upgrade product selection that can be offered to the customers. The expansion will enable the Company to do cross-sale of products to national brands and retailers.

### Working Capital & Operations

We plan to use 40% of the net proceeds for additional general working capital and business expansion.



# Investment Highlights



## Profitability

The business has generated growth over the years through existing cash flows

## Major Lingerie Clients

We provide sourcing and design services to major lingerie brands

## Established Industry Relations

Stable relationships with over 20 World Famous Brands

## Global Expansion Plans

Product/global expansion plans in progress

## Asset Light Company

Maintaining minimal ownership of physical assets enable us to allocate our valuable resources on our core competencies

## In-House Brand Launch

Upcoming launch of DIANA brand has the potential to generate improved margins

## Industry Expert Team

Highly accomplished senior management with a top track record

## Robustly Growing Market

Robust lingerie industry growth projected both in SE Asia and globally



**Thank You!**

**Company Contact**

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