

**VISION**  
TO RECONNECT PEOPLE AND PLANET

**PURPOSE**  
INSPIRE A WORLD WITH LESS PADDING AND MORE FEELING

**PROPOSITION**  
CREATE REGENERATIVE FOOTWEAR AND EXPERIENCES THAT LITERALLY BRING YOU CLOSER TO NATURE

**OUR SEDENTARY, CUSHIONED LIFESTYLES ARE MAKING US AND OUR PLANET SICK #LIVEBAREFOOT**

**OUR VALUES**

**MOVE MORE**  
BE CONTINUOUSLY IMPROVING

**WALK THE TALK**  
BE HONEST AND TRANSPARENT

**BLAZE THE TRAIL**  
BE SUSTAINABLE INNOVATORS

**STRATEGIC PILLARS**

**HEALTHY BRAND**  
Enable us and our customers feel more human and connect with nature through an exceptional customer experience across all touchpoints and channels.  
  
*New ecommerce platform and CRM fully integrated to our ERP*

**HEALTHY COMMUNITY**  
Building and activating our internal and external community, using insights to enhance our people and planet focussed culture.  
  
*Sustainable and healthy certified new office, eco retreat and B Corp.*

**HEALTHY PLANET**  
Vivobarefoot to be the most regenerative athleisure inspired bare-footwear, with circular supply chains, recognisable DNA and re-wilding experiences.  
  
*Vivo foundation and actions on systemic health and sustainability challenges.*

**TO INSPIRE**

**WELLBEING**  
A connection between personal and planetary health is essential for the good of society.

**COMMUNITY ACTIVISM**  
We want our community to join us in a movement for a more sustainable and healthy future.

**PLANETARY REGENERATION**  
We want our planet to thrive. Filling landfills and oceans with more and more waste is not sustainable.

**2020 AMBITIONS**

**MYVIVO**  
Digital eco-system for healthy omni-channel experience with first time right 'expert' digital service solutions.

**REVIVO**  
Community platform to reduce waste to landfill, extending product lifetime with care, repair, resale, recycle and 2 year warranty services.

**VIVO3D**  
Generative Designed products for mass customization, with chart topping eco matrix scores

**BRILLIANT BASICS**

**VIVOHEALTH**  
Educational platforms to inspire people's barefoot journeys

**VIVO INFO**  
Effective and efficient business information systems  
Merged finance and sustainability planning and reporting

**VIVOSOCIAL**  
Collaborate with leading bodies on sustainable innovation, creativity and barefoot biomechanics. Bio-Diversity and indigenous culture regeneration initiatives.

**VIVOHEALTH**  
Membership program with on and offline experiences

**VIVO PEOPLE**  
Vivobarefoot people health and wellbeing program with community engagement projects

**VIVOHUBS**  
Regenerative mission with manufacturing and distribution partners.  
Sustainable logistics low carbon supply chains, packaging, recycling.  
Radical Transparency.

**KEY METRICS**

	2019	2020	2023
<b>TURNOVER</b>	£26m	£36m	£80m
<b>PROFIT</b>	£0.8m	£0.3m	£3m +
<b>STOCK TURN</b>	3.5	4.5	7.5
<b>NOS LEAD TIMES</b>	140 days	100 days	60 days
<b>CASH</b>	<b>ECOM CONTRIBUTION</b>		
Current ratio <b>1.5</b>	<b>35%</b>		

  

	2019	2020	2023
<b>INTERNAL ACTIVATION (NPS)</b>	50	20	75
<b>EXTERNAL ACTIVATION (NPS)</b>	50	55	75
<b>ENGAGED COMMUNITY</b>	600k	0.7m	2m
<b>RETENTION RATE</b>	43%	45%	60%
<b>B CORP</b>	80	90	120
<b>HEALTHY MARKETING</b>	<b>GM</b>		
<b>12%</b>	<b>70%</b>		

  

	2019	2020	2023
<b>ECO PRODUCTION MATRIX</b>	25	27	80
<b>TERMINAL STOCK RETURNS</b>	5%	4%	1%
<b>WOMENS' CONTRIBUTION</b>	39%	39%	53%
<b>STYLE EFFICIENCY</b>	9k	12k	20k
<b>3 HERO SHOES</b>	20k	40k	60k
<b>REGENERATION INITIATIVES</b>	<b>1.5%</b>		