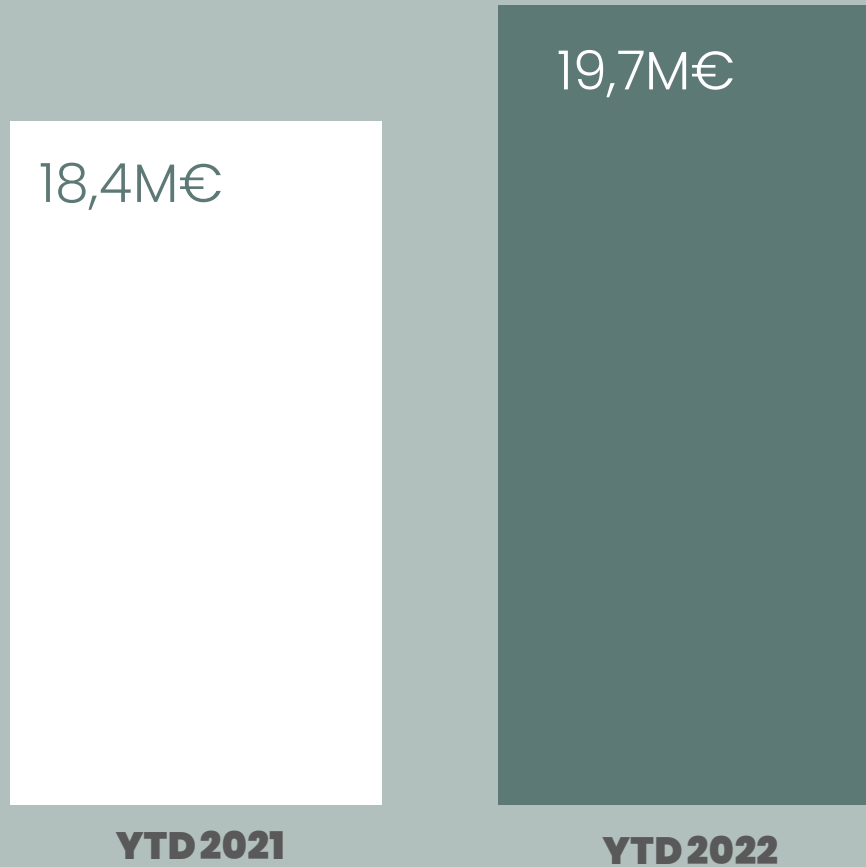




  
**babymoov®**  
**Collection 2022-2023**

# 2022 BABYMOOV PERFORMANCE SUMMARY



## INTERNATIONAL BOOMING

*+ 12 % growth*

## GROWTH ON FOCUSED CATEGORIES

*Food processors + 10 %, babyphones + 11 %, solars + 64 % ...*

## INCREASED VISIBILITY

*E-merch rework, meal merchandising tools, 25 years anniversary...*

# NEW RISING STARS TO COME



AMZ Data  
433 reviews  
4,3/5

**milky now**

9K pc  
415K €  
DE top market



**nutri smart**

14K pc  
406K €  
DE top market



**Anti-UV tent mariniere**

19K pc  
447K €  
Overall tent from 29K pc  
tp 41Kpc





# THE 3 PILARS TO WIN WITH BABYMOOV

## LOVE BRAND

*Rebranding fo make a difference*

## TOP PERFORMING PRODUCTS

*Adapted to the market, with the right mix, create value on market*

## GO TO MARKET

*Channel management , Export areas deployment, Launch plan*

# MEAL



The Challenger on healthy meal solutions

# COMFORT



Worldwide leading baby brand mastering sleep comfort with innovative solutions recommended by medical experts

# OUTDOOR



The Worldwide Market Shaker for « ON THE MOOV » solutions dedicated to active parents looking for freedom

# SAFETY



The European & American Leading baby brand for baby's surveillance which reassure parents days n night about their child well being



# MEAL



# COMFORT



# OUTDOOR



# SAFETY





# COMFORT RANGE



# SWING RANGE

## MISSION & VISION

Strengthen our top seller and enlarge the range by innovating to keep up with current trends and to suit all parents' needs

### LEADERSHIP

Get a wide range at different price point by extending our offer with a full range of Swoon Motion and new premium products

### COMFORT EXPERTIZE

Strong range speech around Comfort, Quality & Well being (parents & babies) to create the customer preference

### REVITALIZE THE MARKET OFFER

Stay ahead of competition by bringing new colors which match with interior trends and by launching innovative and technological products







# WHY CO-DESIGN WITH AN INFLUENCER WILL BRING MORE VALUE?

*Babyatoutprix*

## INFLUENCE MARKETING

- Support the brand image
- Reach new Consumers
- Convince more easily
- Benefit from its status as an opinion leader
- Answer to insights from shops



# WHY DID WE CHOOSE *Babyatoutprix* ?

**E-INFLUENCER**  
**+307K FOLLOWERS**

**MUM OF 3**

What does she like ?

- Child's world
- Interior design
- Premium design & products

**FOLLOWERS**

18-34 years old  
Strong commitment rate



# Interior trends 2021/2022

Salone del Mobile Milano 2021/2022



Calm, relaxation & comfort



Elegance, simplicity & nature



Neutral color (white, beige, grey...)

# Interior (ElleDecoration) & competitors

Trends 2021/2022



Belgium



Childhome



Quarx



Charlie Crane



Nobodinoz



Spain



Germany



UK



Sweden



Netherland



France







# SWOON EVOLUTION

THE MULTIPLE MOVEMENTS SWING AS FLUID AS  
PARENTS' ARMS

THE CHERRY ON THE CAKE

Co-designed with  
an influencer

NOVEMBER 2022

289,90€



## 8 DIFFERENT MOVEMENT

To find the right soothing  
movement adapted to each  
baby



## ALL THE FEATURES OF THE SWOON MOTION

360° seat rotation, lullabies, 5  
speeds, timer



## ULTRA COMFORTABLE

A soft fabric, with a reducer  
included and 5 reclining  
positions to be adapted to  
newborn. For the parents :  
the remote control !



WHITE CURL







# SWOON EVOLUTION VS MAMAROO

*The multiple movements swing  
as fluid as parents' arms*

## SWOON EVOLUTION



289€90



- An **optimal comfort for newborn**: a seat that respects the natural curve of baby's back, thanks to the **5 reclining positions** and the included reducer
- **8 swinging movements**
- **5 points** harness for more safety
- **Remote control**
- **360° seat rotation**: keep always an eyes on your baby (without moving the product)
- **Timer**

*It moves like you do*

## MAMAROO 4.0



329€

- Multiposition: no reclining position for the back to respect the different moment (rest/awake/digestion) and reducer sold separately
- 5 swinging movement
- 3 points harness
- Bluetooth: needs manual handling to pair a phone + if using phone at the same time could have an impact on the music streamed

# SWOON EVOLUTION

A LONG TERM INNOVATION



NOV 2022

**SWOON EVOLUTION**  
**White curl**

VERY PREMIUM LOOK  
CO-DESIGN WITH AN  
INFLUENCER

EUROPE+UK



JUNE 2023

**SWOON EVOLUTION V2**

BLUETOOTH APP FOR  
FEATURE MANAGEMENT &  
MUSIC STREAMING  
CRY SENSOR

EUROPE + UK + USA



Q1 2024

**SWOON EVOLUTION V3**

INNOVATIVE TECHNOLOGY FOR BABY  
& PARENTS WELL BEING  
BLUETOOTH APP FOR FEATURE  
MANAGEMENT & MUSIC STREAMING  
CRY SENSOR  
EUROPE + UK + USA

# SWOON EVOLUTION

**DIGITAL FOCUS  
&  
INFLUENCER  
VALORIZATION**



**A PR campaign** to promote the first Babymoov's cocreation with an influencer

**Contents created et and posted by the influencer** (+307K on Instagram) to promote the swing

**A launch event at the "Salon des Créateurs"** (premium stand) with the presence of the influencer

**Advertising campaign on social medias** to promote the product

**Photos, videos and social media/ premium content for an** ultra pro staging

**A impactful merchandising tool** to enhance the premium position, the technologies and the swing design in stores



# THE SWING RANGE

INTERNAL ONLY

A COMPLETE RANGE TO FIT OUR CUSTOMERS NEEDS

CM



SWOON  
LIGHT

ENTRY  
LEVEL

CM



SWOON  
TOUCH

SPECIALIST  
STORE ONLY  
- SPECIFIC  
FEATURES



SWOON MOTION  
ZINC

OUR  
FLAGSHIP



SWOON MOTION  
BLUE PETAL

ADDITIONAL  
COLORS FOR  
RENEWAL AND  
DYNAMISM



SWOON MOTION  
TERRACOTTA

CM



SWOON  
EVOLUTION  
White curl

PREMIUM  
FIT

NEW



# MADE IN EUROPE

## OBJECTIVE :

100% of our comfort  
and maternity ranges  
in Europe by  
2023!!



OUR GREENMOOV APPROACH SOON APPLIED TO ALL THE COMFORT RANGE !  
ALREADY 70% OF THE RANGE IS MADE IN EU.



OK in stock



OK in stock



OCT 22 EU +  
CAN  
OK confirmed!

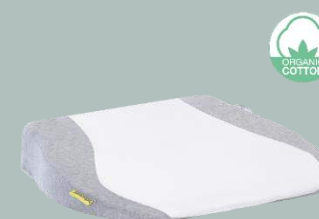
NEW !



WILL BE RELOOKED !



March 23



June 23



September 23



# COSYDREAM+

THE ALL-IN-ONE SOLUTION  
TO REASSURE BABY, FACILITATE  
DIGESTION AND CLEAR HIS AIRWAYS  
THANKS TO THE CRIB WEDGE



## CRIB WEDGE

10° inclined crib wedge to  
clear the airways



## FACILITATE DIGESTION

Soft-roll (in organic cotton) to  
raise the legs and facilitate  
digestion



## CUSHIONING EFFECT

To reassure baby while asleep  
(Moro reflex)

CHERRY ON THE CAKE

### NEW!

In addition to being made in  
Europe, made of organic  
cotton and  
certified Oeko-Tex, the new  
Cosydream + has a  
**removable and machine  
washable cover**

**94,90€**

OCTOBER 2022

NEW !



# MATERNITY PILLOWS

An essential that follows parents from pregnancy to several months after birth



**72 to 95%**  
of European parents  
have a maternity pillow :  
one of the couples first purchases



**+3,10%**  
global **growth** expected by 2025  
**+8% of growth** currently in France on  
our doomoo range,  
a sign of **future success**  
for our extended range



Parents are sensitive to organic  
and Oeko-Tex labels,  
but above all want a **very comfortable**  
and **quiet pillow**

# MATERNITY PILLOWS

## MISSION & VISION

Offer a complete range of pillows adapted to the different needs and budgets of parents, and different markets, with incomparable comfort, extreme softness and pleasant silence for restful nights during pregnancy and a soothed baby after birth

### **MATERNITY EXPERTISE**

More than 15 years of experience on maternity pillows comfort with doomoo and Mum & B, and a co-creation with parents and medical experts

### **OUR KNOW-HOW BEYOND BORDERS**

Extend our growth in the maternity pillows category beyond France and Spain, with innovations and premium materials

### **GREENMOOV PRODUCTION**

Use of organic fabrics, certified Oeko-Tex  
Made in Europe  
Toxproof microbeads and FSC packaging





## B. Love : beloved by all the bellies & babies



**2-in-1 pillow**

The multiform,  
smart and  
evolutive pillow

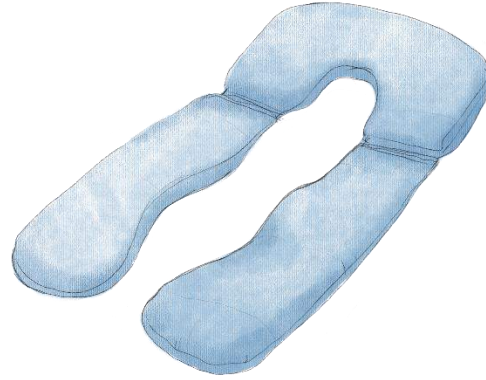
**October 2022**



**Maternity pillow**

The essential pillow  
with incomparable  
comfort

**October 2022**



**XXL pillow**

The pillow  
with an XXL comfort  
for a restful sleep

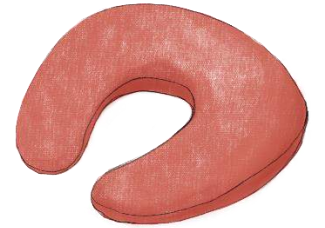
**March 2023**



**Nomad pillow**

The maternity pillow  
to take everywhere  
with you

**March 2023**



**Feeding pillow**

The compact  
pillow for the first  
meals

**March 2023**



# INSPIRATIONS & DESIGNS



VEGETAL



WIND



EARTH



MINERAL





# 2-IN-1 PILLOW

THE MULTIFORM, SMART AND EVOLUTIVE  
PILLOW



## SMART & ECONOMICAL PATENTED SYSTEM

Transfer of microbeads from a long U shape inner cover to a compact C shape inner cover.  
2 different uses during pregnancy then for feeding



## EXTRA SOFT AND STRETCH JERSEY & SILENT MICROBEADS



## ORGANIC COTTON

TOXPROOF &  
NONTOXIC  
MICROBEADS

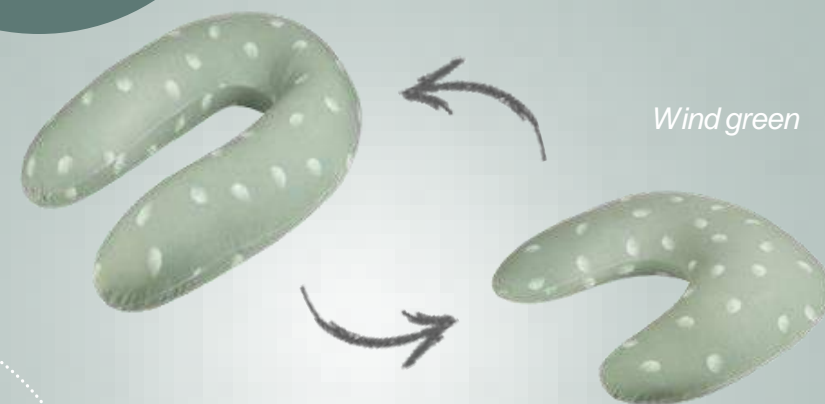
OEKO-TEX  
CERTIFIED

CHERRY ON THE CAKE

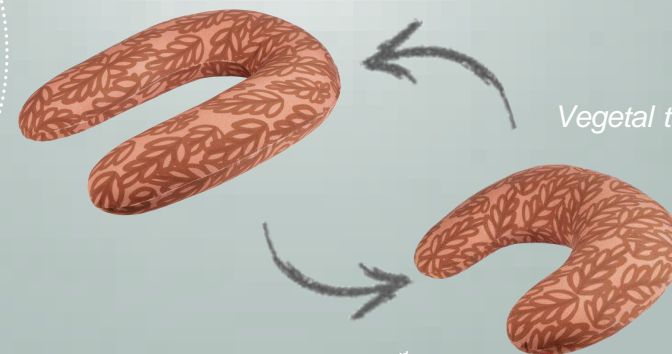
2 covers included for both  
Shapes, ideal for  
an easy cleaning !

94,90€

OCTOBER  
2022



*Wind green*



*Vegetal terracotta*

# 2-IN-1 PILLOW

THE MULTIFORM, SMART AND  
EVOLUTIVE PILLOW



**SUPPORTS**  
back, legs and belly



**COMFORT**  
during pregnancy and breast or  
bottle feeding (large space on  
front for the baby's comfort)

*Wind green*



*Vegetal terracotta*



## SMART

Ingenious system to convert a long pillow,  
comfortable for pregnancy from head to  
knees, into a compact pillow easy to use  
for parents for breast or bottle feeding.



**ORGANIC COTTON**  
cover in organic cotton, ultra soft,  
stretchable, Oeko-Tex certified



**TRANSPORT BAG**  
eco-friendly re-usable transport  
bag in recycled plastic and waste  
of fabrics for the handle and bias



**SILENT MICROBEADS**  
filling with ultra-fine and silent microbeads  
Nontoxic microbeads, Toxproof certified  
The pillow can be refilled!



**WASHABLE**  
removable cover, can be washed at 30°

## 2-IN-1 PILLOW :

HOW TO TRANSFORM THE U SHAPE PILLOW INTO THE C SHAPE PILLOW?











# MATERNITY PILLOW

THE ESSENTIAL PILLOW WITH  
INCOMPARABLE COMFORT



EXTRA SOFT AND  
STRETCH JERSEY  
&  
SILENT  
MICROBEADS



ORGANIC COTTON  
TOXPROOF &  
NONTOXIC  
MICROBEADS  
OEKO-TEX  
CERTIFIED



MADE IN  
EUROPE

C H E R R Y   O N   T H E   C A K E

A button allows the parent  
to keep the pillow in  
place to feed the baby

**69,90€**  
(bundle  
84,90€)

O C T O B E R  
2 0 2 2

*Earth terracotta*

*Wind blue*



*Mineral grey*



*Vegetal green*



# MATERNITY PILLOW

THE ESSENTIAL PILLOW WITH  
INCOMPARABLE COMFORT



## SUPPORTS

back, legs and belly



## COMFORT

during pregnancy and breast or  
bottle feeding



Wind blue



Mineral grey



Earth terracotta



Vegetal green



## SILENT MICROBEADS

filling with ultra-fine and silent microbeads  
Nontoxic microbeads, Toxproof certified  
The pillow can be refilled!



## ORGANIC COTTON

cover in GOTS organic cotton, ultra  
soft, stretchable, Oeko-Tex certified



## TRANSPORT BAG

eco-friendly re-usable transport bag in  
recycled plastic and waste of fabrics for the  
handle and bias



## SMART

A button allows the parent to keep the  
pillow in place to feed the baby



## WASHABLE

removable cover, can be washed at 30°

*Mineral grey*





*Wind blue*





***Vegetal green***



*Earth terracotta*





# MATERNITY PILLOW PROMO PACK

PILLOW + ADDITIONAL COVER  
**PROMO SRP 69,90€**



EXTRA SOFT AND  
STRETCH JERSEY  
&  
SILENT  
MICROBEADS



ORGANIC COTTON

TOXPROOF &  
NONTOXIC  
MICROBEADS

OEKO-TEX  
CERTIFIED



MADE IN  
EUROPE

**IDEAL  
FOR CLEANING  
And FOR LIFESPAN**

**69,90€**  
(bundle  
84,90€)

OCTOBER  
2022



(+)

1 COVER



Cover wind blue



# MATERNITY PILLOW PROMO PACK

PILLOW + ADDITIONAL COVER  
**PROMO SRP 69,90€**



EXTRA SOFT AND  
STRETCH JERSEY  
&  
SILENT  
MICROBEADS



ORGANIC COTTON  
TOXPROOF &  
NONTOXIC  
MICROBEADS  
OEKO-TEX  
CERTIFIED

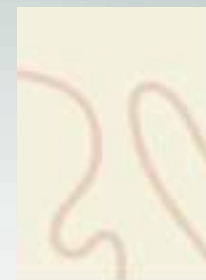


MADE IN  
EUROPE

IDEAL  
FOR CLEANING  
And FOR LIFESPAN

OCTOBER 2022

**69,90€**  
(bundle  
84,90€)



Picture coming soon

(+)  
1 COVER



Terracotta cover

# WHY WILL OUR RANGE PERFORM?

## COMFORT, QUALITY & DESIGN

A wide collection meeting  
all consumer needs  
Absolute comfort

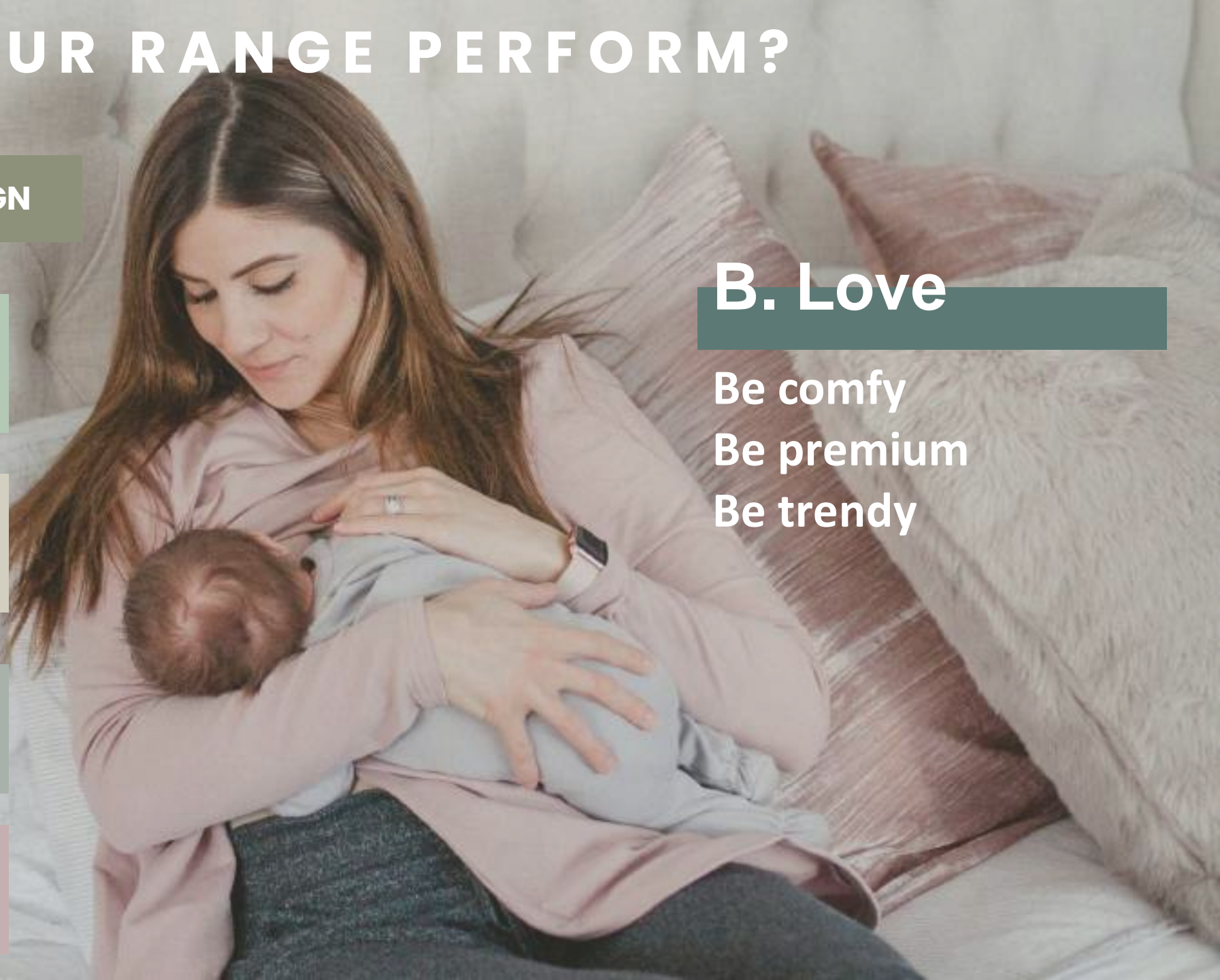
Premium quality for a  
good price

Trendy, modern and  
assertive design  
Annual collection

Innovative models

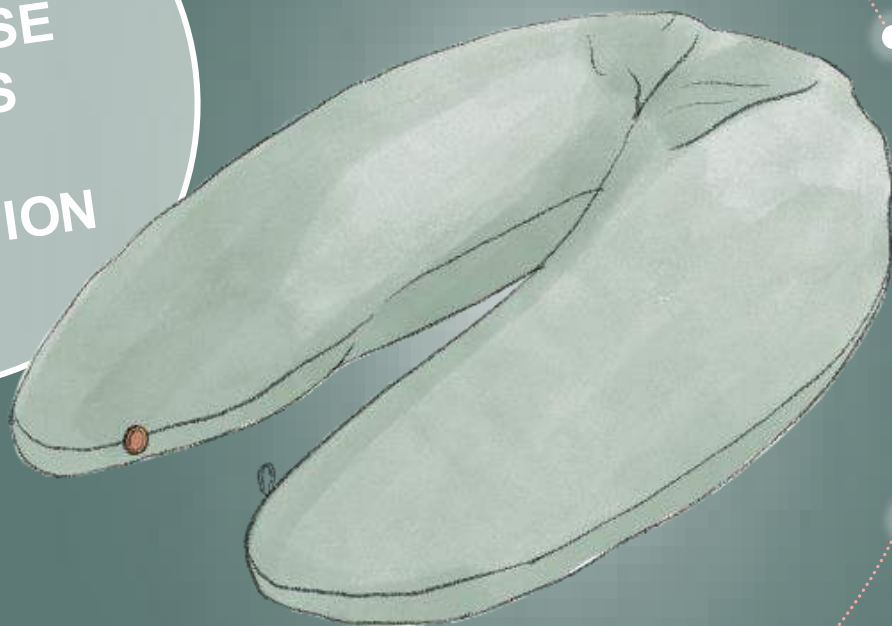
## B. Love

Be comfy  
Be premium  
Be trendy



# B. Love PILLOWS RANGE

**BABYMOOV  
EXPERTISE  
FOCUS  
&  
INNOVATION**



**An impactful merchandising device** to promote the arrival in store of the new maternity pillows and explain the innovation behind the innovative pillow

**Trade Marketing**

\*Animation on the bundle pillows + covers, around Christmas

**An e-influence and affiliation campaign** on referents websites to promote our expertise on comfort and explain the innovation brought in, especially by the innovative model

**Advertising campaign on social medias** to promote the product

Lifestyle and educational **photos, videos, and social medias** content





# MEAL RANGE

# FOOD PROCESSORS RANGE

## MISSION & VISION

Strengthen our leadership with a wider range answering to different consumer needs while hitting strategic pricepoints

### **POWERFUL NUTRIBABY RANGE**

Turn the innovative range into a MUST HAVE range thanks to its iconic units (mixing & cooking), real diversification assets

Gain power through new colors

### **MEAL EXPERTISE**

Accompany the range with medical experts support & Provide prescription content & advices

### **CAPITALIZE ON GREENMOOV**

Use “healthy” materials : glass, silicone, inox...&  
Design our products while thinking of future reparability



# FOOD PROCESSORS RANGE

## EVOLUTION

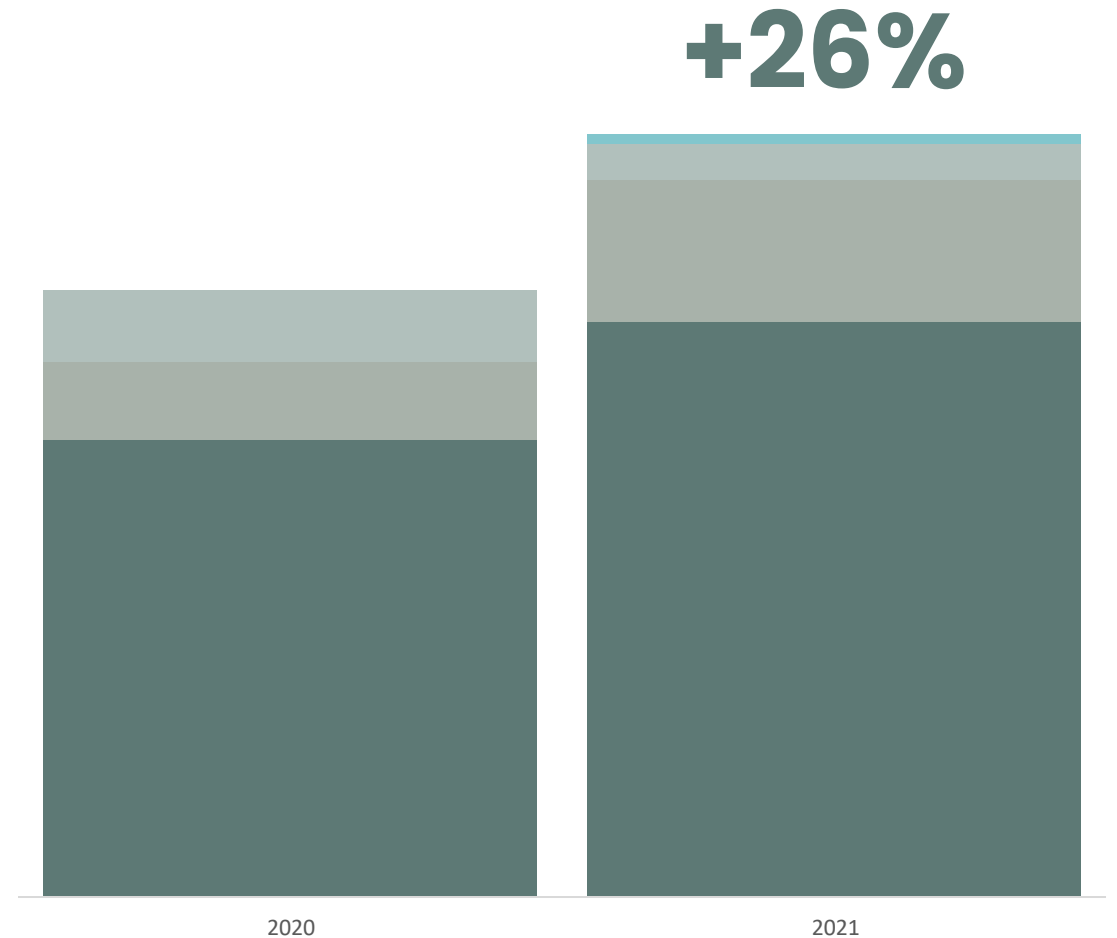
The Nutribaby range is outperforming thanks to Nutribaby+,  
Next step to come to conduct the growth:

**2021** Renew the offer with entry range food processor

**2022** Answer to the 0 plastic trend with a premium model

**2022-2023** empower the range with new colors for  
incremental sales

**2022** rework our channel management strategy with a clear  
bundle offer



**nutribaby**



# NUTRIBABY GLASS

THE ECO FRIENDLY FOOD  
PROCESSOR FOR HEALTHY MEALS  
EASILY COOKED



## HEALTHY

2 glass cooking bowls &  
stainless steel basket =  
long lasting materials (0  
plastic)

## BIG CAPACITY

1,5L to cook many weekly  
meals & 2 bowls perfectly  
suited for diversification

## 1 BUTTON

To cook, warm, defrost & 1  
button for mixing.

DID YOU KNOW ?

Glass is 100%  
recyclable  
and can be recycled  
an infinite number  
of times  
without changing  
its properties

DECEMBER 22  
**199,90€**



GREEN FOREST



# NUTRIBABY GLASS

ECO-FRIENDLY  
FOCUS



**A PR campaign** to promote the launching of the first Babymoov's food processor made of glass

**Premium Lifestyle & 3Ds videos/ lifestyle photos** made by a content creator to show our innovation power and our ecological engagement

**Live Shopping + Live Social Media** to present the food processor while making a recipe

**An e-influence and affiliation campaign** on referent websites to promote the product conception (sustainable and eco-friendly materials) and its functionalities  
**+ Blog articles** to positioned the NBB Glass as **THE sustainable food processor**

**A unavoidable merchandising tool** to promote the new food processor that is more durable and eco-friendly

- 1 floor furniture
- 1 durable shelf display

LAUNCH PLAN 360°

# NUTRIBABY+: FINALLY NEW COLORS

Affirm our positions on the market and renew the range by offering 2 new colors: trendy and in the spirit of our tableware range

OPAL GREEN



DEC 2022



MARCH 2023



169,90 €

# NUTRIBABY(+) NEW COLORS

THE EXPERT FOR BABY'S MEALS !



## TIME SAVING

Blending & steam units can be use at the same time. Separate steam baskets and cooking juices vessel to cook more variety of meals at once



## BIG CAPACITY

In only one cooking cycle, cook one meal for the whole family or a week of delicious meals for your baby! (up to 11 meals at once for baby)



## 6 IN 1

Cook, blend, defrost, warm milk, warm food jars, sterilizes.

# THE RANGE NUTRIBABY

PREPARE HEALTHY AND  
VARIED MEALS FOR  
YOUR BABIES &  
CHILDREN

YOUR DAILY ALLIES  
FOR BATCH COOKING

*Cook in 2 hours easily, all the  
weeks meals for baby!*

## « The Essential »

### Nutribaby ONE



99€90

- Big Capacity
- 4 functions **(1 button)**
- 2 units & steaming baskets  
To cook different meals

*Much more than a food  
processor, your nutritional  
expert for ALL baby's meals*

## « The Expert »

### Nutribaby (+)



169€90

- Preprogrammed functions +  
Timer
- 6 functions **(control panel)**
- Evolutive: Compactness,  
3 mixing speeds, spatula,  
eggs tray

*The eco friendly food  
processor for healthy meals  
easily cooked*

## « The eco- responsible

### Nutribaby GLASS



199€90

- 0 plastic in contact with food
- 4 functions **(1 button)**
- 2 units & steaming baskets  
To cook different meals

# THE RANGE NUTRIBABY

A COMPLETE RANGE TO FIT OUR CUSTOMERS NEEDS



**NUTRI  
ONE**

ENTRY  
LEVEL



**NUTRI +  
GREY**

OUR  
FLAGSHIP



**NUTRI +  
NEW COLOR**

ADDITIONAL  
COLORS FOR  
RENEWAL AND  
DYNAMISM



**NUTRI +  
OPAL GREEN**

**NEW – 03.23**

**NEW – 12.22**



**BUNDLES  
NUTRI + WHITE  
3 SKUS**

BUNDLE RANGE  
FOR CHANNEL  
MANAGEMENT &  
PROMO ACTIVATION



**NUTRI + WHITE  
& POUCHES**



**NUTRI +  
XL**

SPECIALI  
ST STORE  
ONLY –  
SPECIFIC  
FEATURES



**NUTRI  
GLASS**

PREMIUM  
FIT

**PROMO – NOV 2022**

**NEW**

Stock of NBB+ white and bundle foodie up to 02.2023



# MEAL ACCESSORIES

## MISSION & VISION

Continue to develop an ecosystem around our food processors by complementing our range of meal accessories with more sustainable and environmentally friendly products

### **CAPITALISE ON MEAL ACCESSORIES**

Continue to develop the EATISY range and capitalize on a growing range range : food containers (+ 30% VS 2020)

### **CAPITALISE ON « HOME MADE FOOD »**

Continue to develop the offer of meal accessories (dishes and containers) to accompany parents throughout the weaning process

### **CAPITALISE ON THE GREENMOOV**

Use good and eco-friendly materials:  
glass, silicon, bio-based plastics and design products that are increasingly more sustainable



—

—

# ISY BOWL

Glass food containers that accompany baby throughout the weaning process

CHERRY ON THE CAKE

Made with glass  
**BOROSILICATE**  
Resistant to high  
temperatures and  
thermal shocks

NOVEMBER 2022

39,90 €  
52,90 €



## RESISTANT

Use of borosilicate glass capable of withstanding very high temperatures (around 300°C) and thermal shock, allowing it to be used in a variety of ways



## HEALTHY

Safe and healthy cooking  
Contains no substances that can migrate into the food when heated



## SUSTAINABLE

Eco-responsible material  
100% recyclable glass that lasts longer than conventional glass  
100% silicone lid



120ml



250ml



# ISY BOWL

Glass food containers that accompany baby throughout the weaning process



**A004314 : 6x250 ml**  
**PMC : 39,90 €**  
**STT : November 2022**



**A004315 : 3x120 + 6x250 ml**  
**PMC : 52,90 €**  
**STT : November 2022**

# ISY BOWLS

GLASS FOOD CONTAINERS THAT  
ACCOMPANY BABY THROUGHOUT THE  
WEANING PROCESS



# ISY POUCHES

X 20 pouches

Reusable food pouches to take baby's meals everywhere

CHERRY ON THE CAKE

Pouches  
reusable  
up to  
20 times

SEPTEMBER 2022

16,90 €



## CONVENIENT

Easy to fill, store, transport  
and wash (open from the  
bottom)



## REUSABLE

Reusable baby food  
pouches  
(up to 20 times)  
Dishwasher safe



## EVOLVING

Can be used throughout  
baby's weaning process  
and until he/she grows up





babymoov®

# ISY POUCHES

REUSABLE FOOD POUCHES TO TAKE  
BABY'S MEALS EVERYWHERE





**babymoov**

# ECO BABYBOLS

Containers made from bio-based plastic  
to store, heat and transport baby's meals

CHERRY ON THE CAKE

Babybols  
made from  
bio-based plastic  
New on the baby  
food containers  
market

S 1 2 0 2 3

12,90 €  
16,90 €  
34,90 €



## ECO RESPONSIBLE

Babybols made from bio-based plastic  
Recycled and recyclable material  
+ Production made in France



## SAFE & HEALTHY

Preserves food for every use  
+ guaranteed PBA-free



## CONVENIENT

Easy to fill, easy to store,  
easy to transport, easy to clean.  
Can be used in the microwave, freezer, bain marie and dishwasher



Europe + UK

**babymoov**

# ECO BABYBOLS

Containers made from bio-based plastic to store, heat and transport baby's meals



**A004316 : 8x180 + 8x250 ml**  
**PMC : 34,90 €**  
**STT : S1 2023**



**A004317 : 6x180**  
**PMC : 12,90 €**  
**STT : S1 2023**



**A004318 : 6x250 ml**  
**PMC : 16,90 €**  
**STT : S1 2023**



# CONTAINERS RANGE

babymoov®

A COMPLETE RANGE OF CONTAINERS TO MEET ALL PARENTS' NEEDS

S1 23

S1 23

NEW  
09.22

S1 23

NEW  
11.22

NEW  
11.22



BABYBOLS

6,90€

PLASTIC  
4X120 ML

BABYBOLS

9€

PLASTIC  
6X180 ML

ECO BABYBOLS

12,90€

BIOSROUCED  
PLASTIC  
6X180 ML

BABYBOLS

12,90€

PLASTIC  
6X250 ML

ECO BABYBOLS

16,90€

BIOSOURCED  
PLASTIC  
6X250 ML

ISY POUCHES

16,90€

CONTAINER

16,90€

GLASS BABYBOLS

21€

GLASS  
4X220 ML

BABYBOLS

29,90€

PLASTIC  
MULTISET

GLASS BABYBOLS

31,90€

GLASS  
MULTISET

ECO BABYBOLS

34,90€

BIOSOURCED  
PLASTIC  
MULTISET

ISY BOWLS

39,90€

BOROSILICATE  
GLASS  
6X250 ML

ISY BOWLS

52,90€

BOROSILICATE  
GLASS  
MULTISET

# LEARN'ISY KIT

A COMPLETE KIT FOR HELPING  
BABIES LEARN TO FEED  
THEMSELVES



## COMPLETE MEAL KIT

1 Bowl + 1 Cup + 1 spoon + 1  
Bib



## SO CLEAN

The compartmentalized bowl  
comes with suction cup & the  
kit includes a  
Bib. Plus it goes into the  
dishwasher



## ERGONOMIC

Each straw cup &  
compartmentalized bowl have  
soft handles for baby to grab  
the accessories easily

FOR WHICH AGE ?

Perfectly  
adapted for  
15-24 months

Fine motor skills :  
Baby uses awkwardly  
accessories to feed himself  
So suction parts,  
light weight &  
unbreakable accessories  
are a real plus

NOVEMBER 2022  
40,90€



# ISY CUP

## SILICONE CUP

An ergonomic straw cup to help baby learn to drink



### STRAW

Included so it's easy  
For baby to drink



### ERGONOMIC

Handles & small "feet"  
For stable base



### LID

Included to avoid  
Liquid spilling





# EAT ISY

THE RANGE OF SILICONE TABLEWARE THAT  
ACCOMPANIES CHILDREN THROUGHOUT THE  
DIVERSIFICATION PROCESS





# OUTDOOR RANGE



# BABY CARRIERS

## MISSION & VISION

Babymoov supports active parents in search of freedom and comfort, for them and their baby.

### ON THE WALK COMFORT EXPERTISE

Parents expect the Babymoov comfort on a walk, whether in their daily life or on a family hike

### CO-CREATION WITH MEDICAL EXPERTS

Medical expertise brings to the whole range to offer the most adapted products for parents AND babies

### A LONG TERM VISION

A full baby carriers' range with 3 models for 3 ways of life : cocooning, moving and exploring







# EVOLUTIVE BABY CARRIER MOOV & BOOST

This smart baby carrier has been **patented and co-created with a physiotherapist & mum of 2 kids**, a pledge of **seriousness and well-being** for the child and the parent.

With her **experience as a Physiotherapist dedicated to respecting the motor development of the child**, she has developed a **physiological baby carrier**, which respects the ideal position of the hips to avoid hip dysplasia.



Camille Rieu, **Physiotherapist**



# EVOLUTIVE BABYCARRIER MOOV & BOOST

FOR A LIGHTWEIGHT STROLL  
AROUND

THE CHERRY ON THE CAKE

**Patented and  
co-created with  
a physiotherapist  
Reducing pillow  
for newborns  
12€ TBC**

March 2023

OCTOBER 2022

**149,90€**



**SMART  
& PATENTED**

An ingenious system to  
convert a comfortable baby  
carrier into a safe booster  
seat.



**EASY  
TO USE**

Colored clips to simplify the  
installation  
3 straps only for the both  
solutions  
Easy to transport : it turns  
into a bag!



**COMFORTABLE  
FOR PARENTS  
AND KIDS**

Padded straps with a special  
design for the comfort of the  
shoulder blades  
Ingenious trapeze shape for  
the baby back





babymoov®

GREEN MOOV

Good to know

Front, back & side carry

From 3 to 15kg

# MOOV & BOOST

## 2-IN-1

## PHYSIOLOGICAL BABY CARRIER

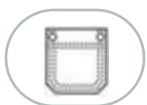
FOR A LIGHTWEIGHT STROLL  
AROUND



**Organic cotton canva  
and recycled polyester  
ribstop and mesh**



**Compact and  
convertible into a bag  
for an easy transport**



**Outside pockets**  
to store the accessories and for parent's  
necessities



**Water repellent fabrics**  
Cotton canva for the rain and removable &  
washable booster seat lining for easy  
cleaning after the meals



2 in  
1

**Baby carrier AND booster seat**  
thanks to a smart system of removable straps and an  
inflatable pillow



**Padded straps**  
with a special design for the comfort of  
the shoulder blades



**A well rounded baby  
back**  
Ingenious trapeze shape for the  
baby back comfort, adapted to the  
growth of the baby



**Co-creation**  
Product patented and co-  
developed with a French  
physiotherapist, Camille Rieu



**Optimal position of the  
baby in "frog"**  
Specially studied by the physiotherapist  
and evaluated as "hip healthy" by the  
International Hip Dysplasia Institute

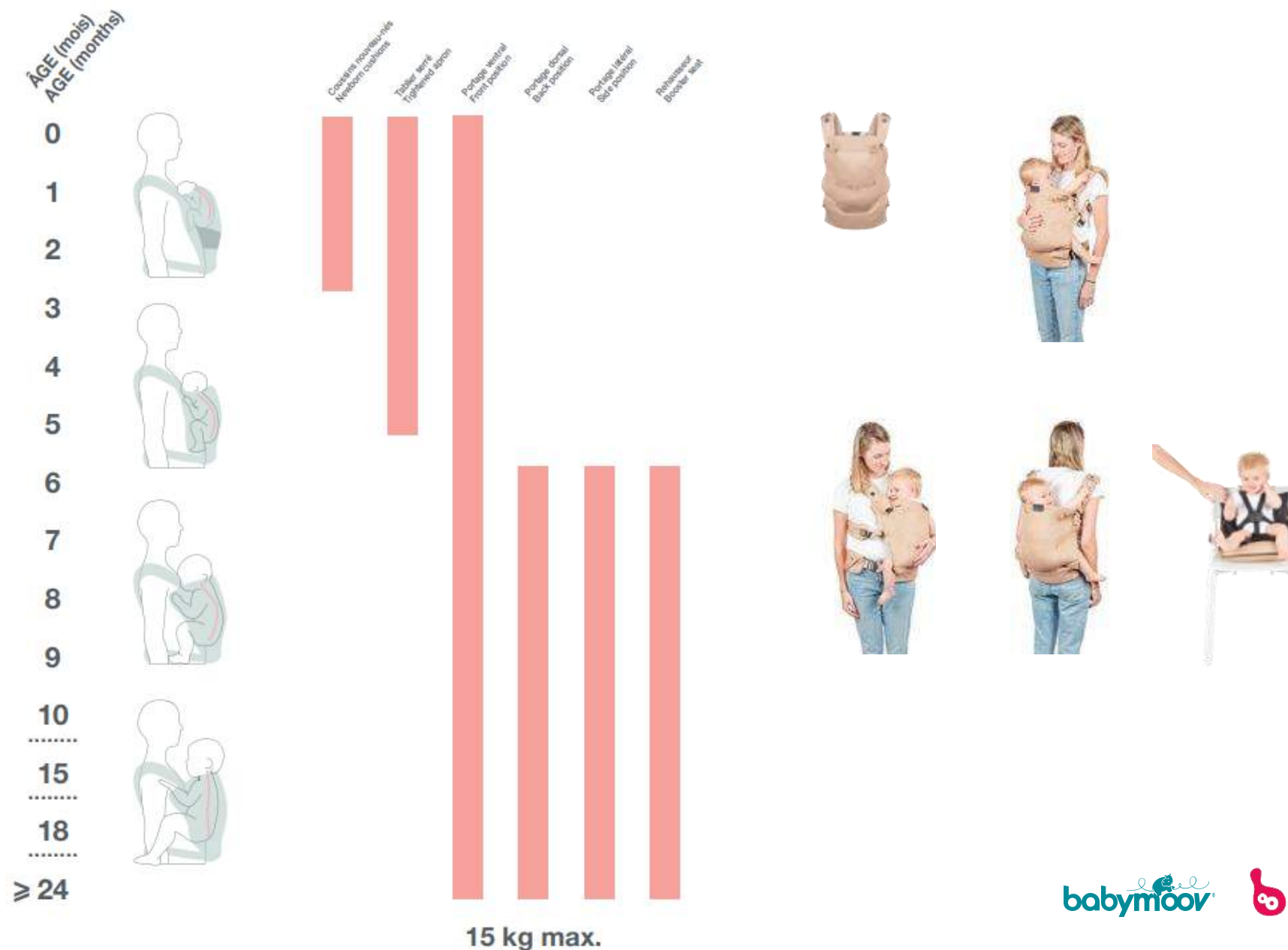


**Accessories**  
Lots of tips : UV and rainproof hood,  
handbag or tote bag clip on the shoulder,  
top central strap that slides easily, zipped  
pocket on the belly strap, teething ring !



**WASHABLE**  
Machine washable at 30° (except the pillow and the teething ring)

# FROM BIRTH UNTIL 15KG



# STYLE & COLORS INSPIRATION



**Hazelnut Beige**

482C

4044C

outdoor  
casual  
authentic  
sustainable

**Sage green**

4173C

4185C



# PHYSIOLOGICAL BABY CARRIER

From 3 months  
(from birth with reducer)



EVOLUTIVE TO  
A BOOSTER SEAT  
Until 15kg



# WHY DO WE BELIEVE IN THIS REVOLUTIONARY INVENTION ?

**SMART  
INNOVATIVE  
SERIOUS EXPERTISE**

**COMFORTABLE  
NOMADIC  
PARENTS APPROVED**

**CHIC  
PATENTED  
ENVIED BY COMPETITORS**





# TRAVEL BED RANGE

## MISSION & VISION

Affirm our **positioning** in the outdoor range with a range of travel beds focused on **comfort and innovation**

### SECURE OUR PLACE

Offer a new product to our customer, to replace the Naos bed with a competitive price

### COMFORT EXPERTIZE

Strong positioning on the comfort & well being (parents & babies) to create the customer preference

### BRING NEWNESS TO MATCH WITH MARKET NEEDS

Offer a travel bed that will match every parents' needs from birth up to 4 years on the nomadic market





# MOOV & COMFY TRAVEL BED

THE COMFORTABLE TRAVEL BED FROM  
BIRTH UP TO 4 YEARS

THE CHERRY ON THE CAKE

A small pocket to  
store the cuddly  
toy or to put  
the babymonitor

MARCH 2023

169,90€



## 2 LEVELS

An up level to use the  
travel bed as a bassinet  
and ease the use from  
birth



## 3 IN 1

Bassinet, travel bed and play  
area



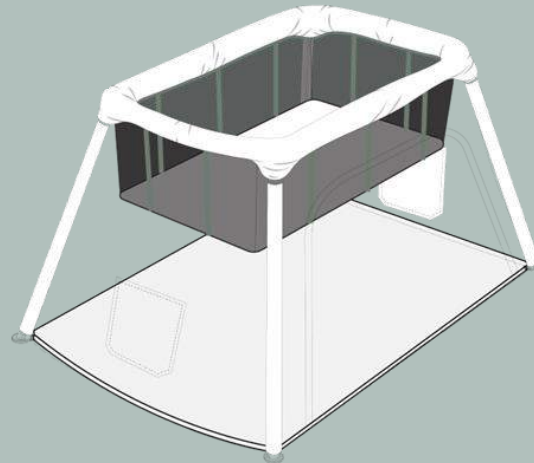
## COMFORTABLE

Foam mattress with a good  
thickness and density

DECEMBER 2022  
169.9€

# MOOV & COMFY TRAVEL BED

THE COMFORTABLE TRAVEL BED FROM  
BIRTH UP TO 4 YEARS



## 3 IN 1

Bassinet, travel bed and play area



## UP LEVEL

Bassinet part: easier to put the baby in bed since birth, and be further away from the ground in the early months



## NOMADIC

Carrying bag included



## WIDE OPENING

To get in and out easily and to transform the bed in play area



## POCKET

A pocket on the mesh to store the cuddly toy or to put the baby monitor



## COMFORTABLE

2 Mattresses with a good thickness (2.5cm) and density (25kg/m<sup>3</sup>)

*The comfortable travel bed from birth up to 4 years*

## BABYMOOV MOOV & COMFY TRAVEL BED



169,90€



- **Very comfortable mattresses:** 2,5cm of thickness and 25kg/m<sup>3</sup> of density
- **Wide opening:** to use it as a play area
- **Two levels:** Bassinet for baby's and parent's well-being
- **A large place to sleep up to 4 years old**
- **A pocket** on one side: to hang baby monitor or store the cuddle

*Take sleeping to a higher level*

## MAXI COSI IRIS



169,9€

- One mattress for 2 levels: the bottom space is too small when the baby grows
- 2 in 1: Bassinet and travel bed

*Get a good night's sleep, wherever your family goes*

## BABYBJÖRN LIGHT



250€

- Smaller place to sleep
- Only travel bed
- From birth up to 3

*Unfolds in an instant*

## BUGABOO STARDUST



259€

- One mattress for 2 levels: the bottom space is too small when the baby grows
- 2 in 1: travel bed and bassinet
- From birth up to 3





# HYGIENE RANGE

# MATCHA GROOMING SET

The essential grooming set that takes care of baby and the planet !

CHERRY ON THE CAKE

An  
**eco-designed**  
version of one of  
our best seller  
made with  
**recycled  
polyester**

MARCH 2023

**39,90€**



## ECO-RESPONSIBLE

Grooming bag made with **recycled polyester** (recycled plastic bottles) + **wooden brush** replace plastic brush + new **packaging with no plastic and only FSC cardboard**



## COMPLETE GROOMING SET

10 essential accessories to take of baby  
**NEW ACCESSORIES** have been added (**new brush + 3 cotton wipes**)



## PRACTICAL

Easy to carry with its handle and light weight + easy to organize with its elastic bands and pockets

# MATCHA GROOMING SET

THE ESSENTIAL GROOMING SET  
THAT TAKES CARE OF BABY AND  
THE PLANET !



X3



## ECO-RESPONSIBLE

Grooming set made with recycled polyester  
+ replace plastic brush with wooden brush  
+ new packaging with no plastic and only  
FSC cardboard



## COMPLETE GROOMING SET

Ten essential accessories: digital thermometer,  
oral aspirator, rounded tip scissors, nail trimmers,  
nail file, bath thermometer, wooden soft brush,  
chillable teething ring, baby toothbrush + NEW : 3  
cotton wipes to clean baby's face



## NOMADIC

Large handle for carrying and hanging +  
lightweight



## EASY TO ORGANISE

Elastics and pockets to organise the  
accessories easily





# SAFETY RANGE

# BABYMONITORS

## MISSION & VISION

Regain market share through the renewal of our offer combined with a channel management strategy

### TECHNOLOGIES FOR ERGONOMICS AND WELL-BEING

0 wave mode, 360° motorization, unlimited connection anywhere. The offer adapts to the needs of more and more demanding parents concerning monitoring of their child

### QUALITY AT THE HEART OF OUR DEVELOPMENTS

All our new products are eco-designed to be repairable in a sustainable way (Longtime label on current range)  
Each component is tested to offer the best user experience (battery, pairing...)

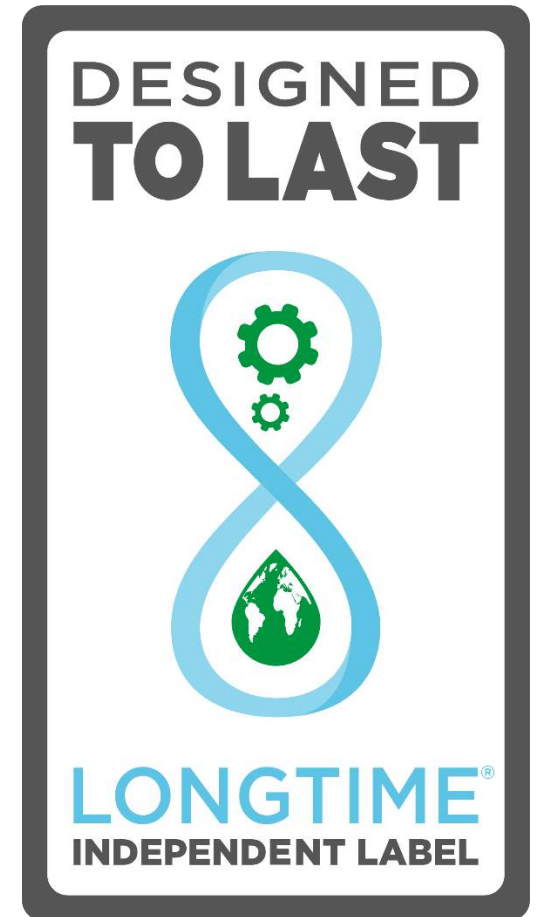
### STRENGTHEN OUR CHANNEL MANAGEMENT

With an offer that is truly adapted to the different distribution channels in order to gain market shares but also to master price positioning



**LONGTIME®**

*THE 1ST EUROPEAN LABEL  
THAT IDENTIFIES AND PROMOTES  
PRODUCTS  
**DESIGNED TO LAST.***







## OBJECTIVES

- > Clearly informs consumers about the **longevity, robustness and repairability of products.**
- > Rewards manufacturers who focus their industry efforts on **sustainability.**



### 41 criteria

Robustness, Reliability,  
Repairability



### Unbiased awarding

Certified by an independent  
monitoring agency



### Exclusivité

**Babymoov is currently the most  
durable brand in baby phones!**



### Unique

A very selective label that rewards  
the biggest brands (Rowenta,  
Lafuma, Whirlpool...)

## WHY CHOOSE THE LONGTIME® LABEL?



Acquire a **reliable and repairable product**



Make a purchase that will **preserve your budget**



Encourage **more responsible consumption** and move out of the disposable era



## A TRUSTWORTHY AND DEMANDING LABEL



**Specifications** of 41 criteria for a global approach to durability



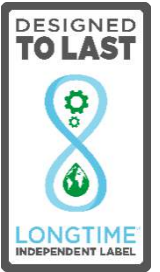
**Independent control** and impartial allocation to products that comply with the specifications



**Durability experts** analysing the products for you

By providing you with **clearer information on the longevity/price ratio** of a product, and on its repair possibilities, the **LONGTIME®** label allows you to make a smart and reasonable purchase.

# BABYMOOV LABELLED PRODUCTS



BABYMOOV  
**YOO-Moov Babyphone  
Vidéo 360°**



BABYMOOV  
**YOO-Care Babyphone  
Vidéo**



BABYMOOV  
**YOO-See Babyphone  
Vidéo**



BABYMOOV  
**YOO-Feel Babyphone  
Vidéo**



BABYMOOV  
**YOO-Travel Babyphone  
Vidéo**



BABYMOOV  
**Premium Care**



BABYMOOV  
**Expert Care**



BABYMOOV  
**Easy Care**



# DEPLOYMENT PLAN

## > B2B / B2C



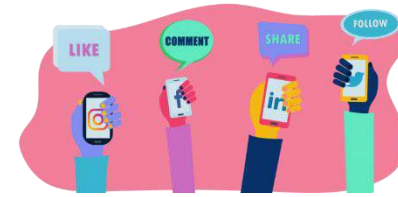
### PIS WEB

- > Picto added on the product photos to clearly identify the product
- > Addition of a text block to give meaning to the label and encourage purchase



### Catalogs

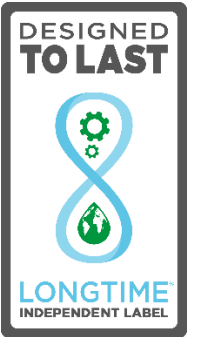
Addition of a mention in the catalog and in the price list to promote the label to B2B customers



### Communications

- > Actions in the press
- > Comm' on social networks
- > Social Media Kit available
- > Blog article and dedicated page
- > Infographic

...



### Display Babymonitors

A new Display to highlight our YOO and CARE ranges, to regain shelf space and to assert our expertise with the LONGTIME picto (2023)



### Sales training

Training material is available to help resellers talk about the label and position our products as the most sustainable baby phones on the market.

# HANDY CARE AUDIO BABYMONITOR

The audio babymonitor with great autonomy  
and easy to use

CHERRY ON THE CAKE

**Sleep Technology**  
(Enhanced VOX mode)  
This innovation allows  
**the babymonitor**  
**to generate no**  
**wave**  
**when baby**  
**is sleeping**



## NIGHTLIGHT

On the receiver to reassure  
baby with an adapted  
luminosity (yellow LED)

## WALKIE TALKIE

To talk to baby  
at a distance



## LITHIUM BATTERY

Integrated in the parent unit  
(12 hours of autonomy in  
continuous mode)

And many other  
features like sound  
adjustment,  
microphone  
sensitivity...

# AUDIO BABYMONITORS RANGE

**babymoov**



**SIMPLY CARE**

48,90€

**NEW 07.22**



**HANDY CARE**

69,90€



**EASY CARE**

85,50€



**EXPERT CARE**

119,90€



**PREMIUM CARE**

139,90€





# YOO MASTER 3.5"

The multifunctional video baby monitor with an attractive 360° tilt and turn camera

CHERRY ON THE CAKE

**8 lullabies**  
to soothe baby  
and accompany him  
to the land of dreams

OCTOBER 2022  
**159,90€**



## MOTORISED CAMERA

Motorised camera,  
remotely adjustable from  
the receiver: 360° tilt and  
rotation



## WALKIE TALKIE

To talk and reassure baby at a  
distance



## TEMPERATURE INDICATOR

Thanks to the probe located at  
the back of the product



100% online

# YOO MASTER 3.5"

THE MULTIFUNCTIONAL VIDEO BABY MONITOR WITH AN ATTRACTIVE 360° TILT AND TURN CAMERA



## MOTORISED CAMERA

Camera control from the receiver: 360° tilt and turn



## SCREEN

3,5"

**300 M**

**RANGE**



## LULLABIES



## ALARMS

Dual alarms: audible and visual



## VOX MODE

Voice activation



## WALKIE TALKIE



## SOUND LEVEL

Indicator and adjustable sensitivity



## LITHIUM BATTERY



## FHSS TECHNOLOGY

Automatic channel selection, clear sound and zero interference, limited wave diffusion



# YOO MASTER PLUS 5"

The multifunctional video baby monitor with an attractive 360° tilting and rotating camera and a 5" screen

CHERRY ON THE CAKE

**8 lullabies**  
to soothe baby  
and accompany him  
to the land of dreams



## MOTORISED CAMERA

Motorised camera, remotely adjustable from the receiver:  
360° tilt and rotation



## LARGE SCREEN

5" receiver with very good screen quality



## MULTI FUNCTIONS

Temperature indicator,  
Visual and audible alerts,  
Walkie talkie, IR vision, VOX...  
For an optimised user experience

# YOO MASTER PLUS 5"

THE MULTIFUNCTIONAL VIDEO BABY MONITOR WITH AN ATTRACTIVE 360° TILTING AND ROTATING CAMERA AND A 5' SCREEN



## MOTORISED CAMERA

Camera control from the receiver: 360° tilt and turn



## SCREEN

5"

300 M

RANGE



## LULLABIES



## ALARMS

Dual alarms: audible and visual



## VOX MODE

Voice activation



## WALKIE TALKIE



## SOUND LEVEL

Indicator and adjustable sensitivity



## LITHIUM BATTERY



## FHSS TECHNOLOGY

Automatic channel selection, clear sound and zero interference, limited wave diffusion

# VIDEO BABYMONITORS

## RANGE



NEW 10.22

NEW 11.22



YOO SEE  
139,90€



YOO MASTER  
159,90€



YOO TRAVEL  
179,90€



YOO FEEL  
179,90€



YOO MASTER PLUS  
179,90€



YOO MOOV  
204,90€





**MORE TO COME IN 2023**



**3 NEW MODELS IN 2023  
TO OFFER A WIDE RANGE OF TECHNOLOGIES**



**2023**

**CONNECTED  
TECHNOLOGY**



**2024**

**MOTORISED & CONNECTED  
TECHNOLOGIES**



**2024**

**MONITORING  
TECHNOLOGY**

# DIAPER BAGS

## MISSION & VISION

Relaunch the changing bag range with a complete and medium-range offer that meets all parents' needs

### **CAPITALISE ON RENEWAL**

Offer a completely reworked bags range, that combines practicality and « love at first sight ».  
To move away from the codes of childcare and be closer to the codes of fashion

### **CAPITALISE ON THE CHOICE**

Offer a range of changing bags with a complete and differentiated offer to meet all the different lifestyles of parents

### **CAPITALISE ON GREENMOOV**

European production  
Natural, recycled and recyclable textiles  
Zero waste design  
Sustainability over time  
(transmission/  
reuse)





# A NEW RANGE OF CHANGING BAGS COMPLETELY REDESIGNED WITH FASHION CODES TO MEET THE NEEDS OF ALL PARENTS & HAVE A HIGH VISIBILITY IN SHOP

A woman with long blonde hair, wearing a pink headscarf and a matching long-sleeved dress, is holding a baby in a white onesie. They are standing in a field of tall, dry grass. In the background, there are rolling hills under a clear sky.

**MARCH 2023**

*Making a strong comeback  
in the changing bag market  
with two models*

**X 1 NEW MODEL : CABAS XL  
X 1 REWORKED MODEL : BABY STYLE**

A man and a young child are standing in a field of tall sunflowers. The child is standing on the man's shoulders, looking down at something in his hands. The background shows rolling hills under a clear sky.

**SEPTEMBER 2023**

*Continue to challenge  
the market by completing  
our offer with three models*

**X 1 NEW MODEL : BOWLING  
X 2 REWORKED MODELS : PYLA & SANCY**



***MOVE AWAY FROM THE CODES OF CHILDCARE  
& BE CLOSER TO THE CODES OF FASHION***



***MOVE AWAY FROM THE CODES OF CHILDCARE  
& BE CLOSER TO THE CODES OF FASHION***



**MOTIF RAYÉ**



**DÉCONTRACTÉ**

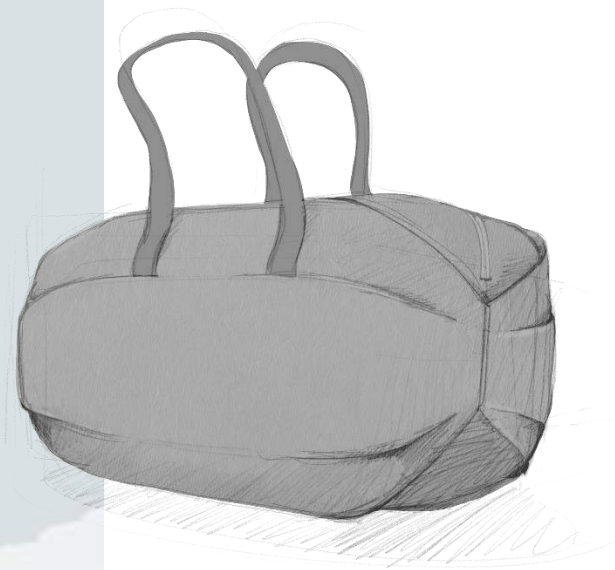


**COTON GRATTE**





***MOVE AWAY FROM THE CODES OF CHILDCARE  
& BE CLOSER TO THE CODES OF FASHION***



***MOVE AWAY FROM THE CODES OF CHILDCARE  
& BE CLOSER TO THE CODES OF FASHION***



TOILE PV RECYCLÉE



# NEW CHANGING BAGS RANGE

*A new range of changing bags completely redesigned with fashion codes to meet **the needs of all parents** & to have a **high visibility in shop***



## **XL CHANGING BACKPACK**

*A backpack that can be  
used in all circumstances*



## **COMPACT CHANGING BACKPACK**

*The ideal backpack  
for city life*



## **ORIGINAL DIAPERBAG**

*The authentic changing  
bag perfect to store  
everything*



## **THE ESSENTIAL BOWLING BAG**

*The bowling bag practical for  
travelling at the weekend*



## **THE EVOLVING TOTE BAG**

*The evolving tote bag for  
growing up with baby*



# MATTRESSES

## MISSION & VISION

Offer parents ever more innovative solutions, with optimal comfort and sustainable approach

### ESSENTIALS

Expansion of the sleep comfort range with equipment products, by continuing the great performance of the Cosy'life Nomad !

### COMFORT EXPERTISE

20+ years of experience on sleep comfort, a real respect for the child's morphology and ever more innovative technologies

### GREENMOOV PRODUCTION

Healthy products to reassure the parents.  
Use of premium and recycled materials, certified OKEO TEX  
Made in Europe



# COMPLETE THE COSY'LITE RANGE TO OFFER PREMIUM AND COMPLEMENTARY MATTRESSES

**APRIL 2023**

## **COSY'LITE NOMADE**

*A super soft travel  
mattress to take  
anywhere with you*

- TRAVEL MATTRESS 60X120 CM

## **COSY'LITE FRESH**

*A fresh & breathable  
mattress for an ideal  
temperature all night*

- BED MATTRESS 60X120 CM
- BED MATTRESS 70X140 CM

**APRIL 2023**

## **COSY'LITE NATURAL CARE**

*An antibacterial  
mattress to protect the  
fragile skin of your baby*

- BED MATTRESS 60X120 CM
- BED MATTRESS 70X140 CM



# BABY CARRIERS

## MISSION & VISION

Babymoov supports active parents in search of freedom and comfort, for them and their baby.

### ON THE WALK COMFORT EXPERTISE

Parents expect the Babymoov comfort on a walk, whether in their daily life or on a family hike

### CO-CREATION WITH MEDICAL EXPERTS

Medical expertise brings to the whole range to offer the most adapted products for parents AND babies

### A LONG TERM VISION

A full baby carriers' range with 3 models for 3 ways of life : cocooning, moving and exploring





**2 NEW MODELS IN 2023  
TO COMPLETE THE RANGE AND ANSWER TO ALL PARENTS' NEEDS**

**S2 2023**

**HIKING BABY CARRIER**

Comfort for baby & parents  
Really physiological  
From 6 months to 18kg  
For small hiking in nature  
Co-created with a medical expert  
1 colour

**Q1 2024**

**BABY CARRIER**

Comfortable and easy to use  
From birth and for daily life  
At home or on-the-go  
Co-created with a medical expert  
2 colours



# TRAVEL BED RANGE

## MISSION & VISION

Affirm our **positioning** in the outdoor range with a range of travel beds focused on **comfort and innovation**

### SECURE OUR PLACE

Offer a new product to our customer, to replace the Naos bed with a competitive price

### COMFORT EXPERTIZE

Strong positioning on the comfort & well being (parents & babies) to create the customer preference

### BRING NEWNESS TO MATCH WITH MARKET NEEDS

Offer a travel bed that will match every parents' needs from birth up to 4 years on the nomadic market



# **A NEW MODEL OF TRAVEL BED TO REPLACE THE 3 IN 1 TRAVEL BED AND TO BRING MORE INNOVATION**

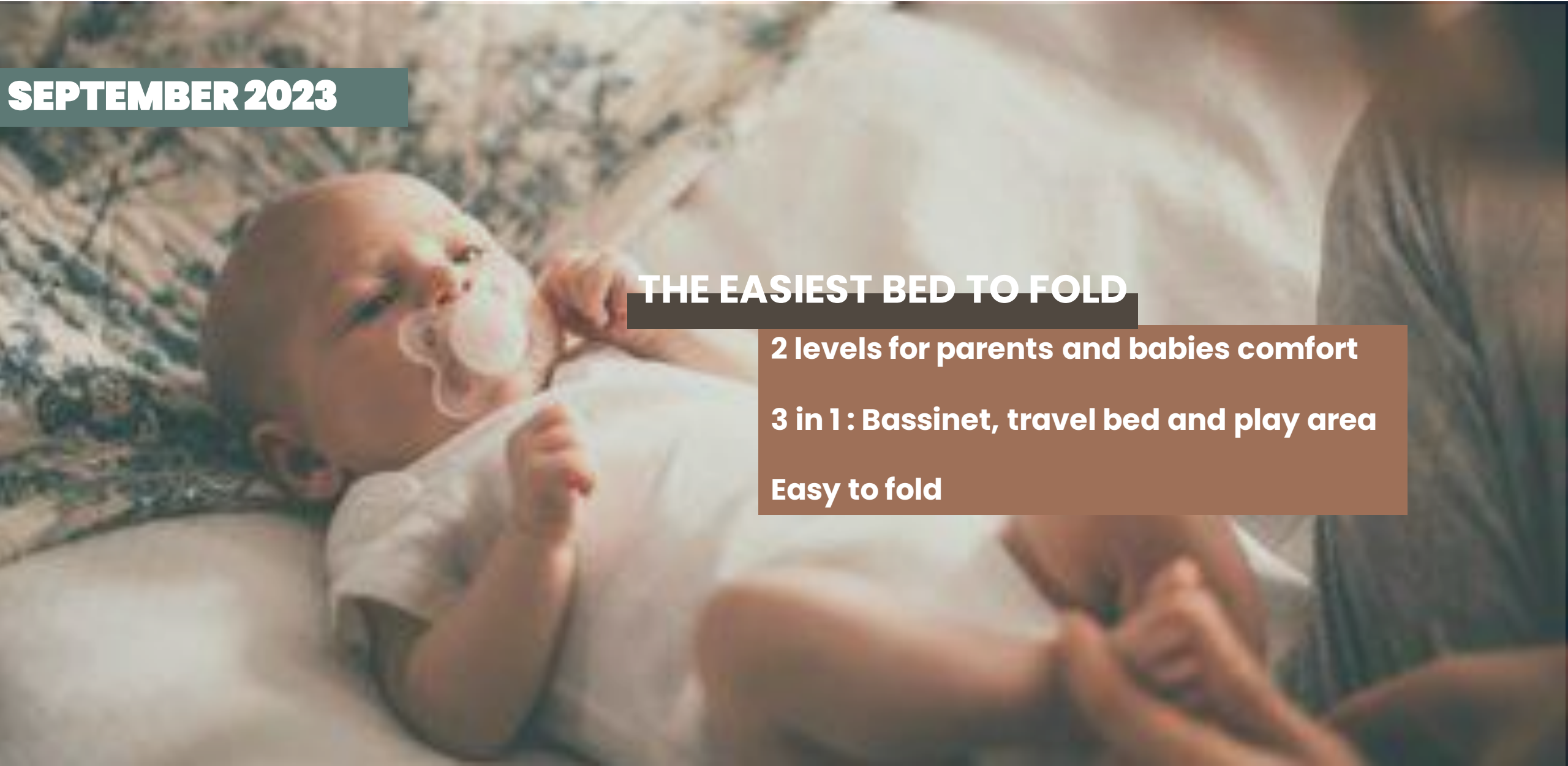
**SEPTEMBER 2023**

**THE EASIEST BED TO FOLD**

**2 levels for parents and babies comfort**

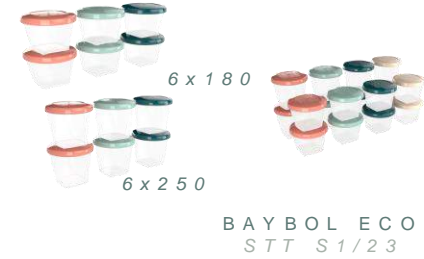
**3 in 1 : Bassinet, travel bed and play area**

**Easy to fold**





## FEEDING



## COMFORT



## SAFETY



## OUTDOOR



## CARE



## TRANSFERS MADE IN EUROPE





**THANK YOU**