



mapic[®]

International Retail Leasing Hub

**International
Retailers
Networking
Event**

Booklet

4 November, 17.00 – 18.30 (Verrière Grand Audi - Palais 1)

International Retailers Networking Event

List of Confirmed Asian Brands

XIAOMI TECHNOLOGY, China

Global tech leader driving innovation in smart devices and consumer electronics.

BALABALA, China

Leading Chinese childrenswear brand combining style, comfort, and accessibility, with a growing international reach.

OHKU /DREAME MART, China

Fast-growing lifestyle and collectibles concept bringing fresh energy to European high streets.

MR. D.I.Y., Malaysia

Leading Malaysian home improvement retailer offering a affordable, everyday essentials with a rapidly growing international presence.

DAISO, Japan

Iconic Japanese value retailer celebrated for its wide range of a affordable household goods.

GONG CHA TAIWAN, Taiwan

International bubble tea brand known for premium quality and a fast-expanding global footprint.

BOKOK, China

A restaurant where the culture of traditional handmade Cantonese dim sum is passed down.

CR7@LIFE STORE & MUSEUM, China

This store brings Cristiano Ronaldo's global brand closer to fans by offering exclusive CR7@LIFE Merchandise, lifestyle products, and interactive retail experiences. Designed as a meeting point between sport, fashion, and culture, these stores redefine the concept of fan engagement and brand loyalty.

H Aidilao, China

The third-largest Chinese cuisine restaurant brand and the leading hot pot restaurant brand in the international market.

JISOO BAIK, South Korea

A couture brand known for its sculptural silhouettes and avant-garde elegance. A couture brand of sculptural elegance and modern artistry, now reimagined in re ned ready-to-wear.



ASIAN BRANDS AT MAPIC 2025

4 November, 17.00 – 18.30 (Verrière Grand Audi - Palais 1)

International Retailers Networking Event

List of Confirmed American Brands

COSTCO WHOLESALE, USA

The membership-based retail giant redefining value, scale, and customer loyalty across markets worldwide.

LUCCIANO'S, Argentina

An award-winning gelato concept from Argentina, delighting new international markets with its inventive flavours.

DINE BRANDS GLOBAL, USA

The U.S. group behind IHOP and Applebee's, expanding its family-friendly dining concepts to new audiences worldwide.

BATH & BODY WORKS, USA

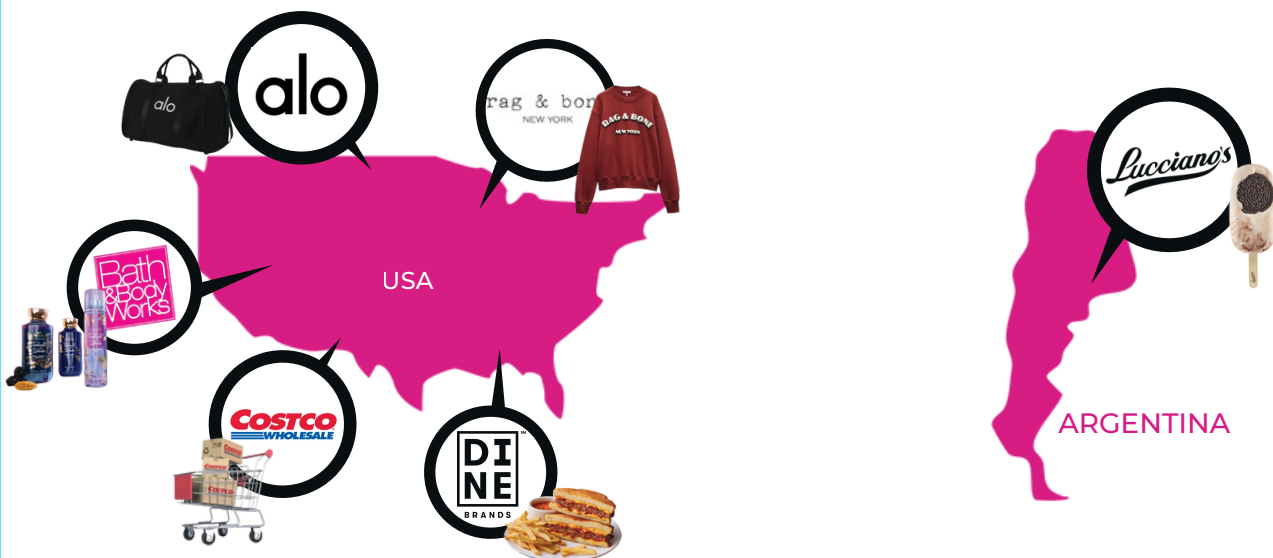
One of America's most iconic specialty retailers, beloved for its fragrance-led home and body products, now accelerating its global reach.

ALO YOGA, USA

Premium athleisure brand bringing California style and wellness culture to an expanding international audience.

RAG & BONE, USA

Contemporary fashion rooted in New York style and British tailoring.



NORTH AMERICAN BRANDS AT
MAPIC 2025

SOUTH AMERICAN BRANDS AT
MAPIC 2025

4 November, 17.00 – 18.30 (Verrière Grand Audi - Palais 1)

International Retailers Networking Event

Raising Brands From CEE and South Europe

FUNKY BUDDHA, Greece

Fashion products with a distinctive character, making it stand out from the crowd.

BAGETERIE BOULEVARD, CZ

A baguette lled it with the best of the old continent's regional cuisines.

TATUUM, Poland

High-quality clothing and accessories for men and women crafted from durable, natural materials. The brand stands out for its distinctive colors, original prints, and a seamless blend of classic and contemporary styles.

THE KODANO GROUP, Poland

A rapidly growing company specializing in vision protection. Its portfolio includes the fastest-growing network of optical salons in Central and Eastern Europe, online stores in several European countries



EASTERN EUROPEAN BRANDS AT
MAPIC 2025

Brands Overview

01. Asian Brands

02. American Brands

03. Eastern European Brands



01. Asian Brands

xiaomi

01. Xiaomi

Founded 2010, Beijing, China.

What they do An electronics and manufacturing company focused on smartphones, connected devices (IoT), and, more recently, Smart Electric Vehicles (EVs). It is renowned for high-quality products at competitive prices.

Stores & Presence Present in over 100 countries and regions.

Financials (2024) Total Revenue, 365.9 billion RMB (35% year-on-year increase) and Adjusted Net Profit, 27.2 billion RMB (41.3% year-on-year increase).

Key Highlights (2024–2025)

- EV growth: SU7 exceeded delivery targets.
- AIoT ecosystem breakthroughs with record IoT revenue.
- Significant R&D investments.



02. Balabala

Founded

Zhejiang Semir Garment: 1996, China.

What they do

Balabala: Children's wear, positioned as the leading children's clothing brand in Asia.

Stores & Presence

~4500 stores in 20 countries and regions.

Financials (2024)

Semir's total operating revenue of 14.626 billion yuan, an increase of 7.06% compared to the same period last year.

Key Highlights (2024–2025)

- No.1 Childrenswear Brand in All Asia in Sales Value*
- Value proposition: Engineered for Kids, Inclusive Expression, Trusted Quality & Comfort

DREAM M MART



03. OHKU

Founded

OHKU, formerly known as Dreame Mart, was founded in China.

What they do

The brand focuses on creating and selling collectible art toys and figurines, specializing in Blind Boxes made of vinyl or plush.

Key Character IPs: Giggle Monster and Dream Boy.

Stores & Presence

Present globally in Europe, USA, Canada and SEA.

Financials (2024)

Detailed 2024 financial information is not publicly available in search results.

Key Highlights (2024–2025)

- Ongoing launch of new Blind Box series, driving collector excitement.
- Products recognized as trendy collectibles and decor items.



04. Mr D.I.Y.

Founded

2005, Kuala Lumpur, Malaysia.

What they do

Malaysia-based home improvement retailer offering one-stop shopping experience with more than 20,000 products – from hardware, household goods and toys to essential lifestyle

Stores & Presence

Malaysia, Thailand, Indonesia, Singapore, Brunei, Cambodia, Vietnam, Turkey, India, Philippines, Spain, Bangladesh, Poland, South Africa
- More than 5000 stores in 14 countries, 3 new stores opening daily

Key Highlights (2024–2025)

- Over 470 million transactions recorded in 2024
- IPO of Indonesia and Thailand unit on local stock exchange, total market capitalization of more than USD 6 billions.

DAISO

JAPAN

05. Daiso

Founded 1977, Hiroshima, Japan.

What they do A global "dollar store" or "100-yen shop" retailer, offering a massive array of approximately 47,000 items ranging from household goods and stationery to cosmetics and décor. 85% of products are developed in-house.

Stores & Presence ~5,670 stores worldwide in more than 25 countries.

Financials (2024) Net Sales (Consolidated, end of Feb 2025): 724.2 billion yen.

Key Highlights (2024–2025)

- Won International Retailer of the Year.
- Maintained diverse, affordable products with monthly launches.



06. Gong Cha

Founded

2006, Kaohsiung, Taiwan. Headquartered in the UK

What they do

Gong Cha operates and franchises premium bubble tea shops globally, providing a diverse menu of quality teas, smoothies with customizable options and paired food items.

Stores & Presence

~2,160 stores in 28 countries.

Financials (2024)

Record System Sales: Exceeded \$600 million for the year. Group Revenue: Increased 12% to \$190 million.

Key Highlights (2024–2025)

- Introduced innovative products & equipment, including automated operations equipment
- Appointed a K-Pop global ambassador; Felix - Stray Kids.
- Focused on expanding its franchise model in the U.S, Middle East and Europe.



07. Bokok Restaurant

Founded

2019 in Milan, Italy (in the Paolo Sarpi "Chinatown" district).

What they do

A modern, casual Chinese restaurant specializing in Hong Kong-style (Cantonese) cuisine, particularly focusing on dim sum, noodles, and rice dishes, with a highly curated and stylish atmosphere.

Stores & Presence

Italy: existing 4 restaurants, plan to opening in 2026: 3 restaurants

France: plan to opening in 2026: 2 restaurants

Financials (2024)

Detailed 2024 financial information is not publicly available in search results.

Key Highlights (2024–2025)

- Opened fist restaurant in Shopping mall, in other cities: Turin and Bergame.
- Popular mid-tier spot offering a premium take on local Chinese dining.
- Planned expansion in france.



CR7[®] LIFE

08. CR7[®]LIFE

Founded 2024

What they do CR7[®]LIFE brings Cristiano Ronaldo's global brand closer to fans by offering exclusive CR7[®]LIFE Merchandise, lifestyle products, and interactive retail experiences. Designed as a meeting point between sport, fashion, and culture, these stores redefine the concept of fan engagement and brand loyalty.

Stores & Presence Two locations in Hong Kong.

IP Owner Asia Partners IFBD Limited.

Key Highlights (2024–2025)

1st ever CR7[®]LIFE Museum in the world.

1st ever CR7[®]LIFE Official Store in the world.

Top-tier collaborations with fashion brands and airline

Haidilao Hot Pot



09. Haidilao

NASDAQ: HDL (6862.HK)

Founded

1994 in Sichuan, China.

What they do

The leading hot pot restaurant brand in the international market, specializing in Multiple-style hot pot and famous for its exceptional, customer-focused service

Stores & Presence

Over 1,300 self-owned restaurants as of end 2024 in over 18 countries.

Financials (2024)

Full-Year Revenue: US\$ 600 million (a 3.1% year-on-year increase)

Key Highlights (2024–2025)

International Growth Focus: The company is actively seeking expansion opportunities into Continental Europe.

JISOO BAIK

10. Jisso Baik

Founded 2023, Paris

What they do A Paris-based Korean couture brand, blends sculptural elegance with modern artistry and is now bringing its signature craftsmanship to ready-to-wear.

Stores & Presence JISOOBAIK has showcased at Paris, Seoul, and Berlin Fashion Weeks and is preparing a store and showroom to support its ready-to-wear launch and international growth.

Financials (2024) Detailed 2024 financial information is not publicly available in search results.

Key Highlights (2024–2025)

- Runway shows at Seoul and Berlin Fashion Week
- Development and upcoming launch of the ready-to-wear line
- Active discussions for store and showroom locations in Europe
- Strengthening brand partnerships and ambassador visibility



02. American Brands



01. Costco

Founded 1983, Seattle, Washington, U.S. (merged with Price Club in 1993).

What they do An international membership retail warehouse club that sells high quality general merchandise and food, at the lowest possible prices to its members, typically in larger volumes. It is the 3rd largest retailer in the world by revenue.

Stores & Presence 927 warehouses in 13 countries (end of 2025).

Financials (2025; end of august) Total revenue \$275 billion.
Net income \$8.1 billion.

Key Highlights (2024–2025)

- Increased member cardholders from 137m to 145m.
- Opened 27 new warehouses; focus on international growth.
- Sales increase 8%; Membership income increase 10%; Net income increase 10%.

Lucciano's



02. Lucciano's

Founded

2011, Mar del Plata, Argentina.

What they do

Manufacturer and retailer of premium artisan ice cream (helados) and ice pops, combining Argentine recipes with Italian manufacturing techniques.

Stores & Presence

~90 stores in a small number of countries.

Financials (2024)

Detailed 2024 financial information is not publicly available in search results.

Key Highlights (2024–2025)

- Recognized by Luxury Lifestyle Awards for quality and luxurious experience.
- Focus on product innovations and popular flavors.



03. Applebee's & IHOP

Founded

1958 (as International House of Pancakes – IHOP). 1980 Applebee's.

What they do

A publicly traded restaurant franchisor (NYSE: DIN) that owns the intellectual property and franchises the operations of the Applebee's (casual dining) and IHOP (family dining) restaurant chains.

Stores & Presence

~3,500 locations in over 20 countries & territories.

Financials (2024)

Total revenues were \$812.3 million compared to \$831.1 million for the prior year.

Key Highlights (2024–2025)

- Plans to expand internationally the unique dual-brand restaurants concept
- CAPEX optimized by combining both brands in Dual Branded concept.



04. Bath & Body Works

Founded

1990 (NYSE: BBWI - Became standalone, publicly traded company in August 2021 following the spin-off of VS&Co from former parent company L Brands fka LBI).

What they do

Global retailer specializing in high-quality personal care (body care, fragrance, soaps and sanitizers) and home fragrance products (candles, Wallflower plug-ins, room sprays) with core, men's and seasonal/limited collections.

Stores & Presence

2,424 full-format stand-alone stores in ~50 countries, plus shops within department stores and travel retail.

Financials (2024)

In FY2024, net sales reached \$7.3 billion.

Key Highlights (2024–2025)

- New CEO Daniel Heaf announced May 2025 with deep consumer-centric mindset (formerly Nike, Burberry).
- Strategic focus on digital transformation, product innovation, new distribution channels, and international expansion.



05. Alo Yoga

Founded

2007, in Los Angeles, California.

What they do

More than a clothing company, a path to becoming the best version of yourself.

The Studio-to-Street Philosophy: Alo believes the focus and positivity built on the mat carry into everyday life, helping us reach our true potential.

Stores & Presence

127 "sanctuaries" in 31 countries, in 2024.

Financials (2024)

Detailed 2024 financial information is not publicly available in search results.

Key Highlights (2024–2025)

- 82 stores opened in 2025 with plans to open 73 new stores in 2026.
- Positioned at the matrix of luxury fashion and activewear.
- The first wellness brand entering luxury fashion.
- Collaboration with environmental organizations AIR LAND OCEAN COLLABORATIONS.



06. Rag & Bone

Founded

2002 in New York City.

What they do

A premium fashion and lifestyle brand that blends British tailoring with a modern New York aesthetic, focusing on denim, apparel, footwear, and accessories.

Stores & Presence

~50 monobrand stores worldwide and the brand is available in multi-brand retailers in 53 countries as of early 2025.

Financials (2024)

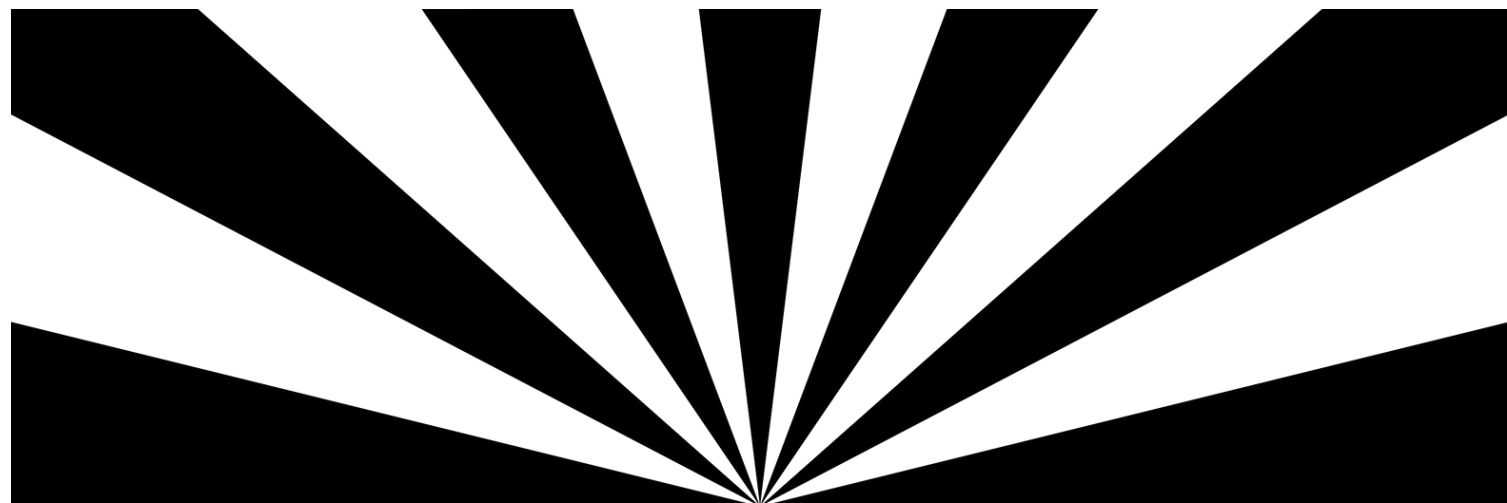
Detailed 2024 financial information is not publicly available in search results.

Key Highlights (2024–2025)

- GUESS and WHP Global acquired Rag & Bone in February 2024.
- Introduced innovative denim fabrics; Airflex.
- Contemporary tailoring and workwear under menswear designer Robert Geller.



03. Eastern European Brands



FUNKY BUDDHA

01. FUNKY BUDDHA

Founded

2005 by the Alexiou family, Greece

What they do

Funky Buddha is a contemporary Greek lifestyle brand offering modern, accessible fashion for men and women. Rooted in Mediterranean ease and authenticity, it delivers effortless style that resonates with today's global consumer.

Stores & Presence

Operates 78+ mono-brand stores across six countries — Greece, Cyprus, Romania, North Macedonia, Georgia, and South Africa — supported by a growing wholesale and digital network across Europe, the Middle East, and beyond.

Financials (2024)

Sales €47.8 M | EBITDA €6.0 M

Key Highlights (2024–2025)

- Sustained double-digit revenue growth through robust omnichannel strategy
- Ongoing retail expansion throughout Southeastern Europe and new international markets
- About You, Skroutz, Veli. Store, eMAG)
- Strong focus on sustainability, individuality, and community connection



02. BAGETERIE BOULEVARD

Founded

BB was founded 2003 in the Czech Republic as a spin off of a large F&B company

What they do

BB is a QSR concept which serves baguette sandwiches, wedge potatoes, soups and other iconic products for breakfast, lunch, snacks and dinner, seven days a week. It's menu features authentic ingredients, offering a culinary tour of European regional cuisines.

Stores & Presence

BB has over 70 restaurants, with 80% franchised, and serves customers through high streets, food courts, drive-thrus, travel hubs, corporate catering, and online delivery.

Financials (2024)

BB is part of a family-owned company called Crocodile, with 35+ years of presence in Central Europe. The Group has currently revenues for € 150M+.

Key Highlights (2024–2025)

Express Gourmet™ concept, designed by Chefs, merging fast-food speed with gourmet quality.

Modern proprietary IT and loyalty systems to enhance the digital customer and franchisee experience.



T n T U U m

03. TATUUM

Founded 1997 in Łódź, Poland.

What they do TATUUM is an affordable-premium fashion brand offering timeless, high-quality collections for modern women who value both style and comfort. The brand focuses on natural fabrics, refined workmanship, and sustainable design, encouraging customers to build long-lasting wardrobes rather than follow fast-fashion trends.

Stores & Presence ~150 stores across 6 countries.

Financials (2024) Detailed 2024 financial information is not publicly available in search results.

Key Highlights (2024–2025)

- International expansion, especially in Europe
- Launch of new e-commerce site
- Longevity and Quality commitment: TATUUM's TUUGETHER FOREVER program, features a 10-year warranty and lifetime repair



04. The KODANO Group

Founded

2016, Kraków, Poland.

What they do

A rapidly growing company specializing in vision protection. Its portfolio includes the fastest-growing network of optical salons in Central and Eastern Europe, online stores in several European countries

Stores & Presence

~About 125 shops in Europe, 130 contact lens machines in malls (PL, DE, NL), e-commerce in 15 countries, and Poland's most advanced spectacle lens lab.

Financials (2024)

Detailed 2024 financial information is not publicly available in search results.

Key Highlights (2024–2025)

- 100 fully automotive vending machines with over 350 different contact lenses.
- A seamless shopping experience both in our physical stores and online.
- AI assisted eye examinations
- Multibrand offering includes products



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