

OSCAR Brands, Inc.

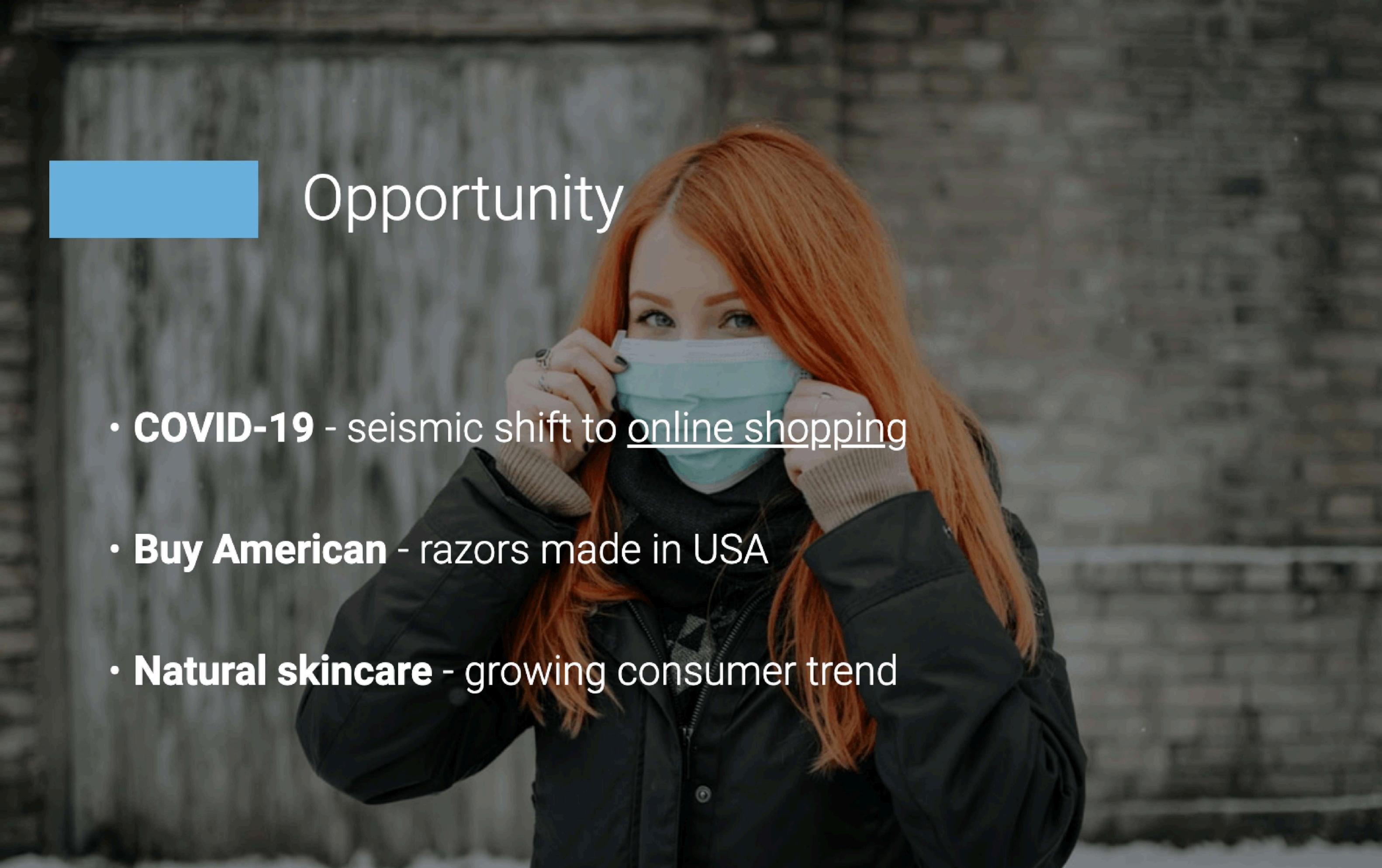


wefunder.com/oscar.razor



Introducing **OSCAR**

We're on a mission to create Australia and **America's favourite** shave brand, selling American **razors** and Australian made **natural skincare** online



Opportunity

- **COVID-19** - seismic shift to online shopping
- **Buy American** - razors made in USA
- **Natural skincare** - growing consumer trend

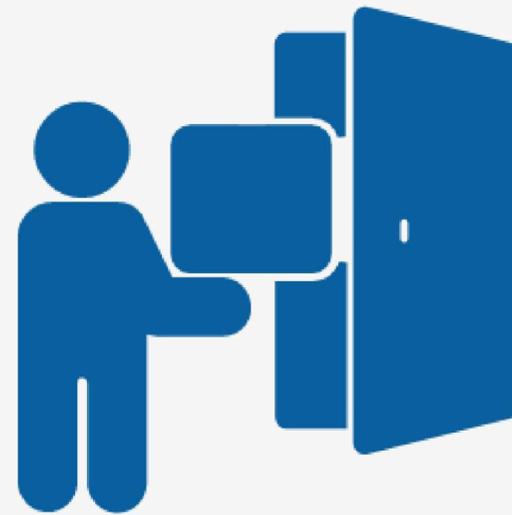


Direct-to-consumer



On demand

Buy as needed



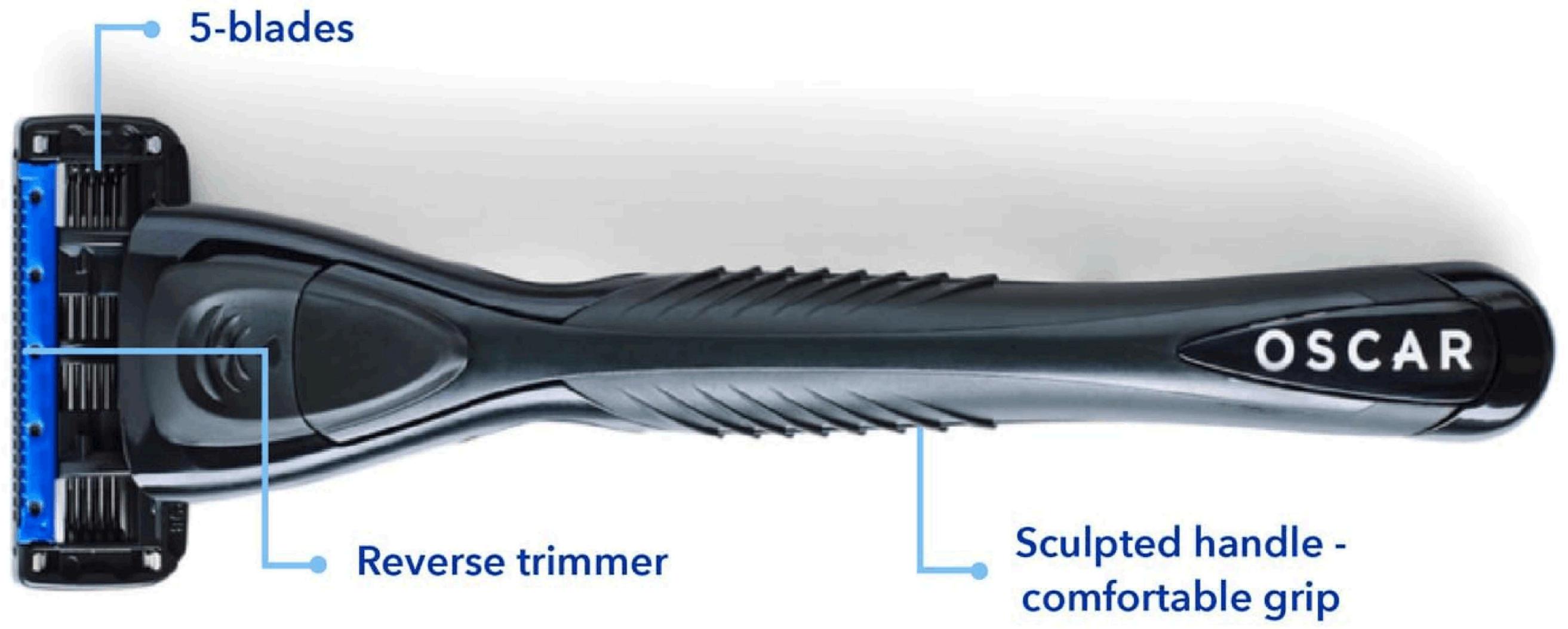
Subscription

Recurring revenue



Amazon

Non-recurring



5-blades

Reverse trimmer

Sculpted handle -
comfortable grip



4.7 stars | 2500+ reviews

“*Personally, I hate buying razors so this suits me perfectly. I pay for a year's supply of razors and never worry about running out of razors the day before a big meeting. Love it.*

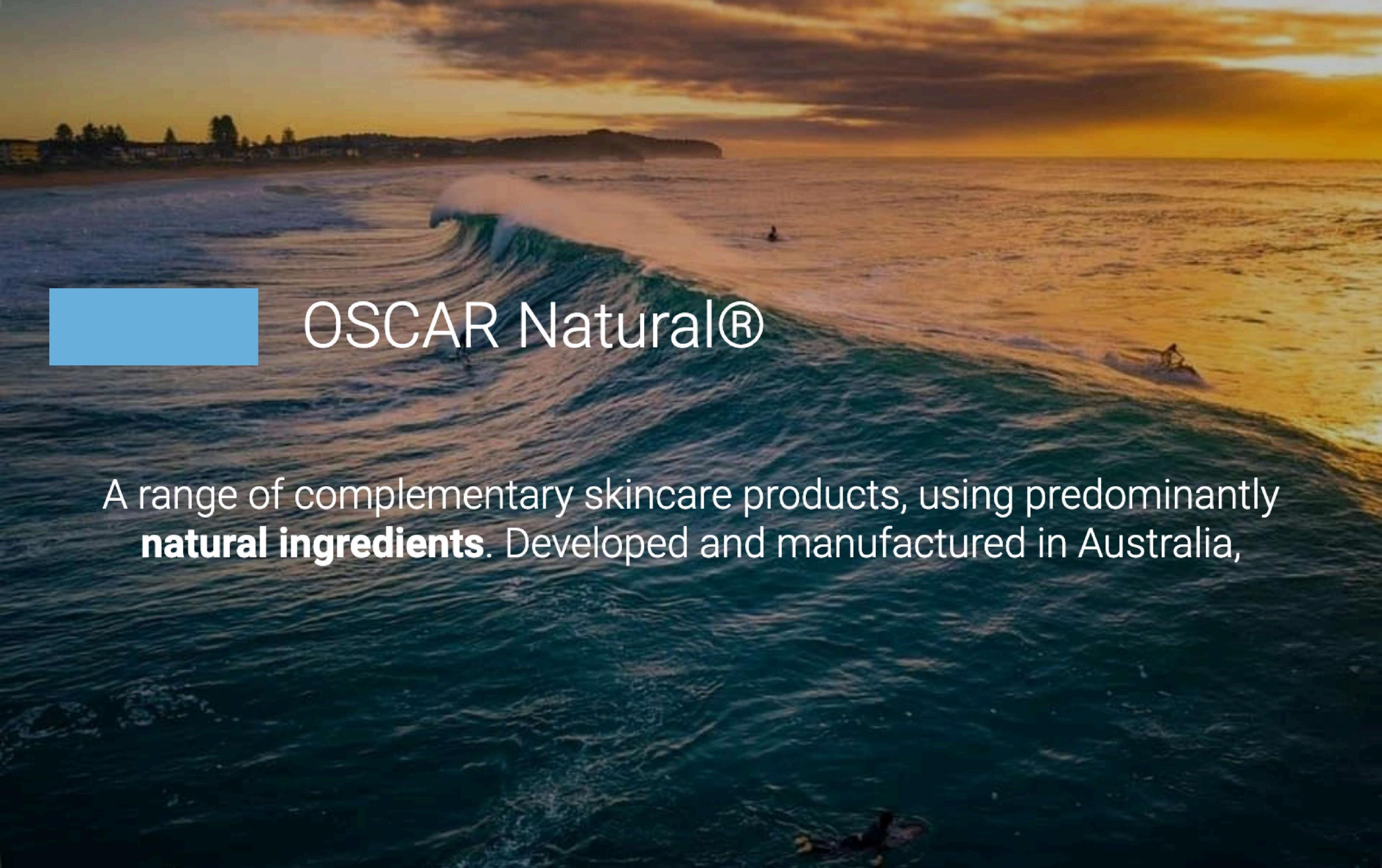
Brian G

“*My husband and I have found OSCAR Razor to be the best blades we have ever used. Not only are all the products awesome, but the customer service is excellent too. Keep up the great work!*

Nicole B

“*I have been buying razors for over 40yrs & finally have found a razor that is quality for the price. Love the auto renewals & know I'll never be without a new blade when I need it.*

Rob T

A scenic view of a beach at sunset. The sky is filled with golden and orange clouds, and the sun is low on the horizon. The ocean is a deep blue-green color, with waves breaking and creating white foam. Several surfers are visible in the water, riding the waves. In the background, there is a coastline with trees and buildings.

OSCAR Natural®

A range of complementary skincare products, using predominantly **natural ingredients**. Developed and manufactured in Australia,

Product range



Shave Oil



Shave Gel



Subscription focus



Save Time

Home delivered



Save Money

No middleman



Quality

No compromise

Subscription is the future

Subscription E-Commerce Sales (\$B)



Source: 2019 *Internet Retailer* US Top 500 Database, McKinsey analysis

The background features a faded image of the Statue of Liberty on the left and a line graph with a red line on the right. A solid blue horizontal bar is located at the top left.

USA

60

Million

US wet shavers
(male and female)

\$3.4

Billion

Razors and Blades

US | online competitors



Dollar Shave Club
Made in Korea



Harry's
Made in Germany.

Team



Ellen de Vries

Co-founder



Oscar de Vries

Founder



Carly Martinetti

PR

Profit with purpose



In Australia we outsource assembly and fulfilment to **Beehive Industries**, a not-for-profit Social Enterprise - supporting seniors, long term unemployed and people living with a disability.

Beehive has been on a mission to end loneliness in Sydney's inner-city for almost 50 years.

It is our intention to find a similar organisation in the US to generate 'Profit with Purpose'.

'Every Shave Makes a Difference'



US | Seed round

\$250K

Early Bird | \$4M valuation cap

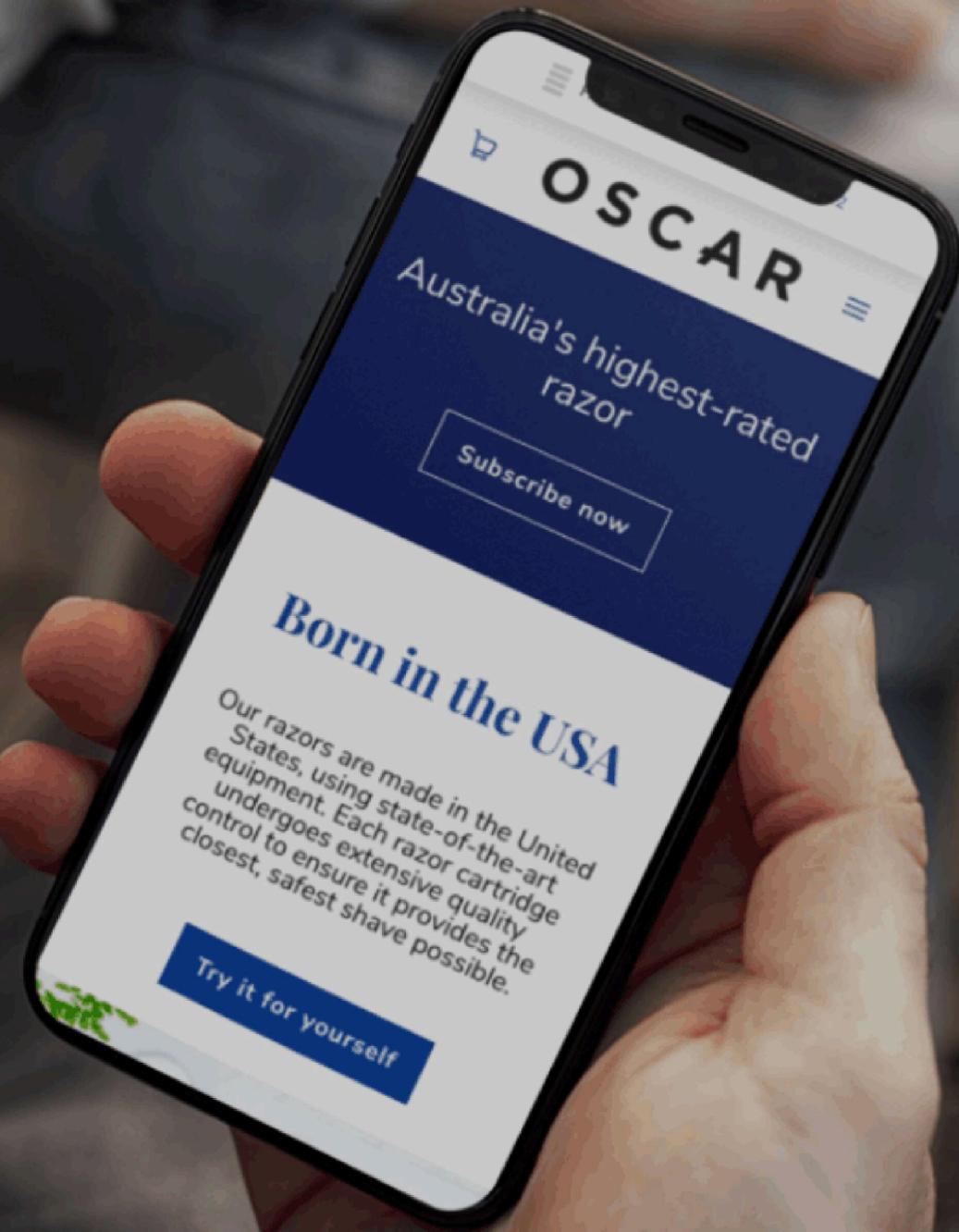
\$1M

USD

\$5M

Valuation cap

<https://wefunder.com/oscar.razor>



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