



BrilliA Incorporated

Vertically Integrated Solutions for Women's Lingerie Brands

Corporate Presentation

April 2025



NYSE American: BRIA

Forward-Looking Statements

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IPO Offering Results

Issuer	BrilliA Inc
Exchange Ticker	NYSE American (Stock Symbol: BRIA)
IPO Date	November 27, 2024
Offering Price	\$4.00
Shares Outstanding	25,000,000 Class A Shares
Lock-up	May 26, 2025
Underwriter	A.G.P./Alliance Global Partners
Use of Proceeds	
	Research & Development (10%)
	Development & Marketing of DIANA (15%)
	B2B Business Expansion (35%)
	Working Capital & Operations (40%)



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.

Our operations are being supported by over 170 associates.



BrilliA has launched its own premium lingerie brand, **DIANA**.

DIANA targets 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%



BrilliA

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

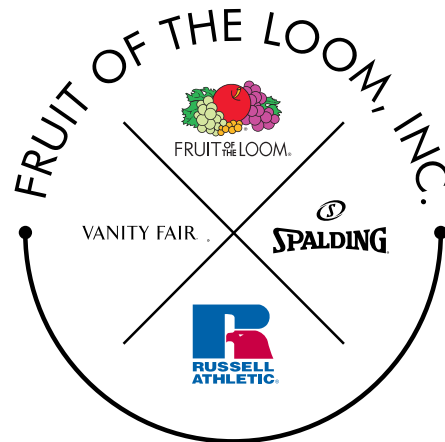
Provides products with international standard qualities from independent external manufacturers that meet international ethical compliance.

Our Customers

Over 20 World Famous Brands including



KIKI DE MONTPARNASSE



fleur du mal



Competitive Strengths



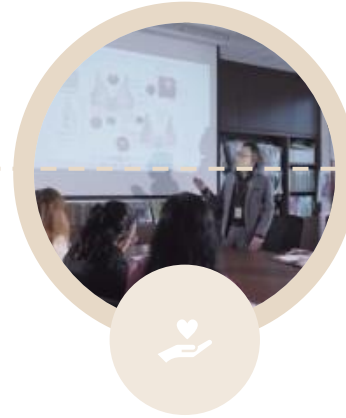
Design & Sourcing

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:

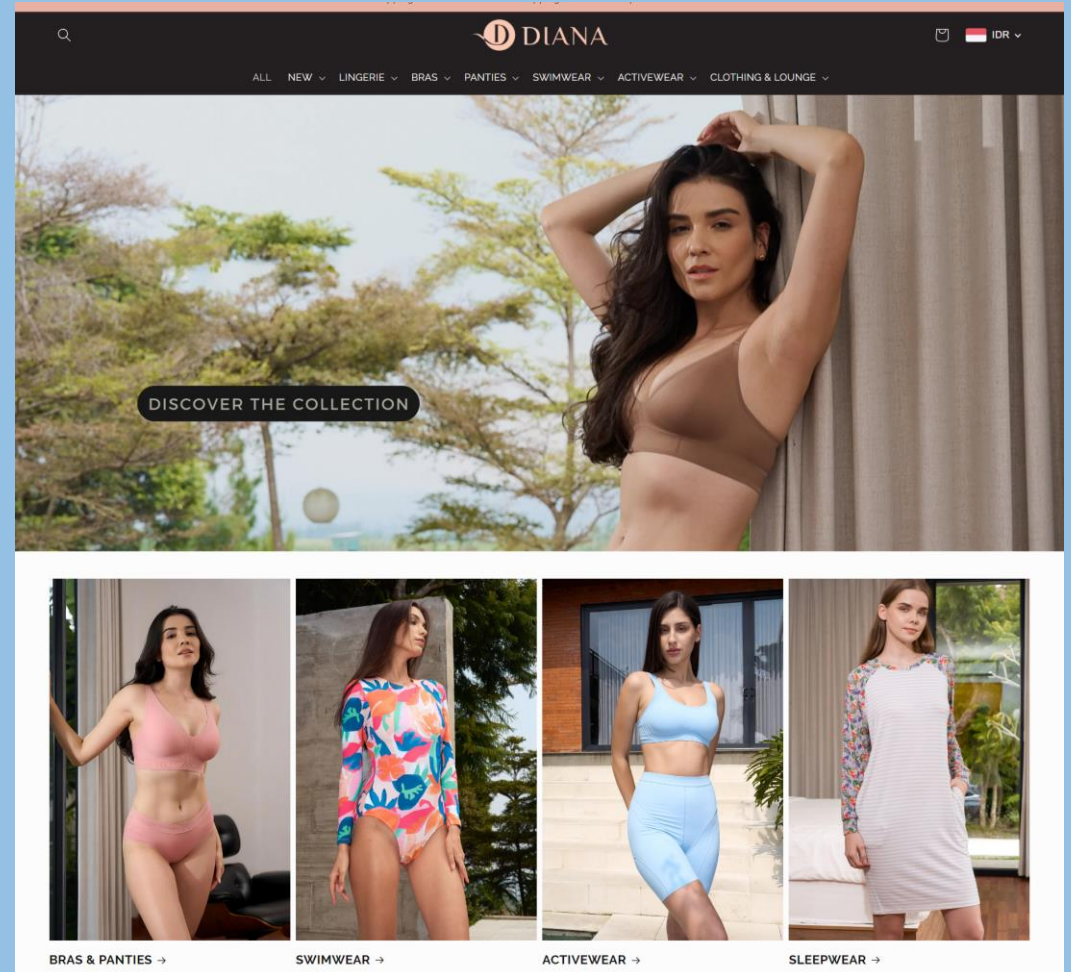
Market innovative, value-driven, and high-quality lingerie products for younger consumers, while promoting body positivity.

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

Obtain higher margins by selling directly to customers.

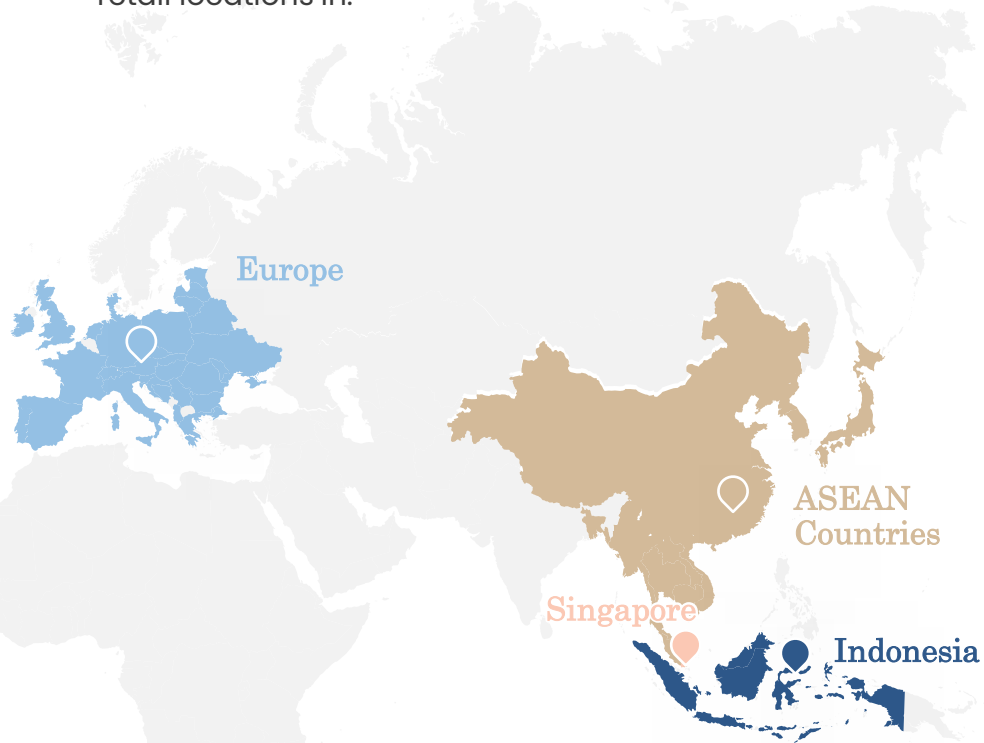
Reinforce the image of our design capabilities to B2B customers, providing additional inspiration.

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

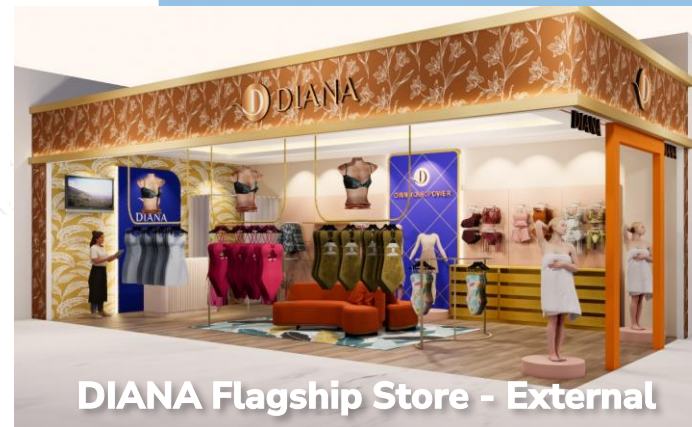


About DIANA

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.



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

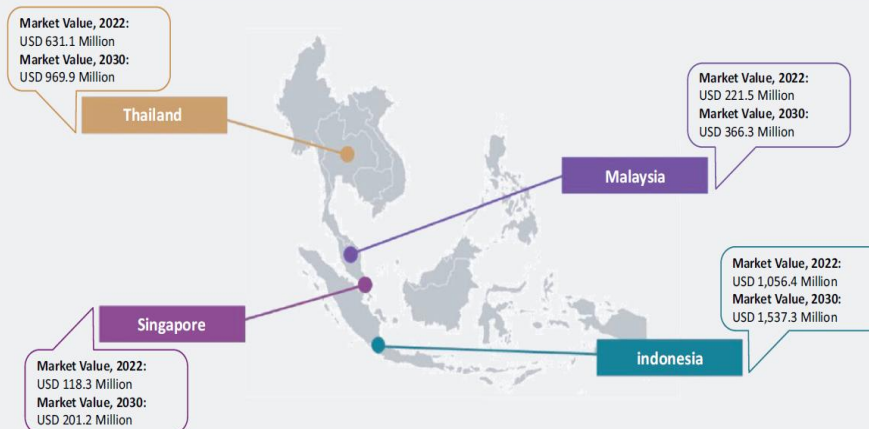
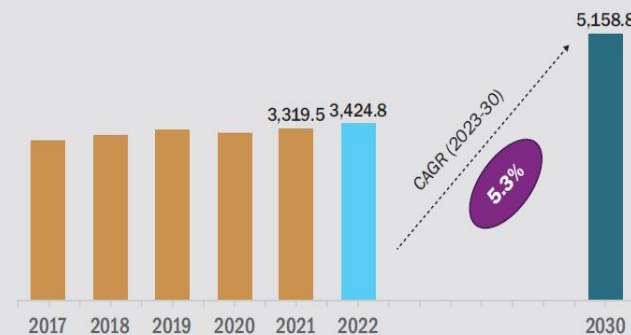


Fig.1 Market snapshot

Southeast Asia Lingerie Market Size (USD Million)



Key Trends



The rise of e-commerce platforms has made it easier for consumers to access a wide variety of lingerie brands and styles. Additionally, the increasing marketing efforts to promote inclusivity, body positivity, and diverse sizing options have found strong appeal among a wider customer demographic in the Southeast Asia region.

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.



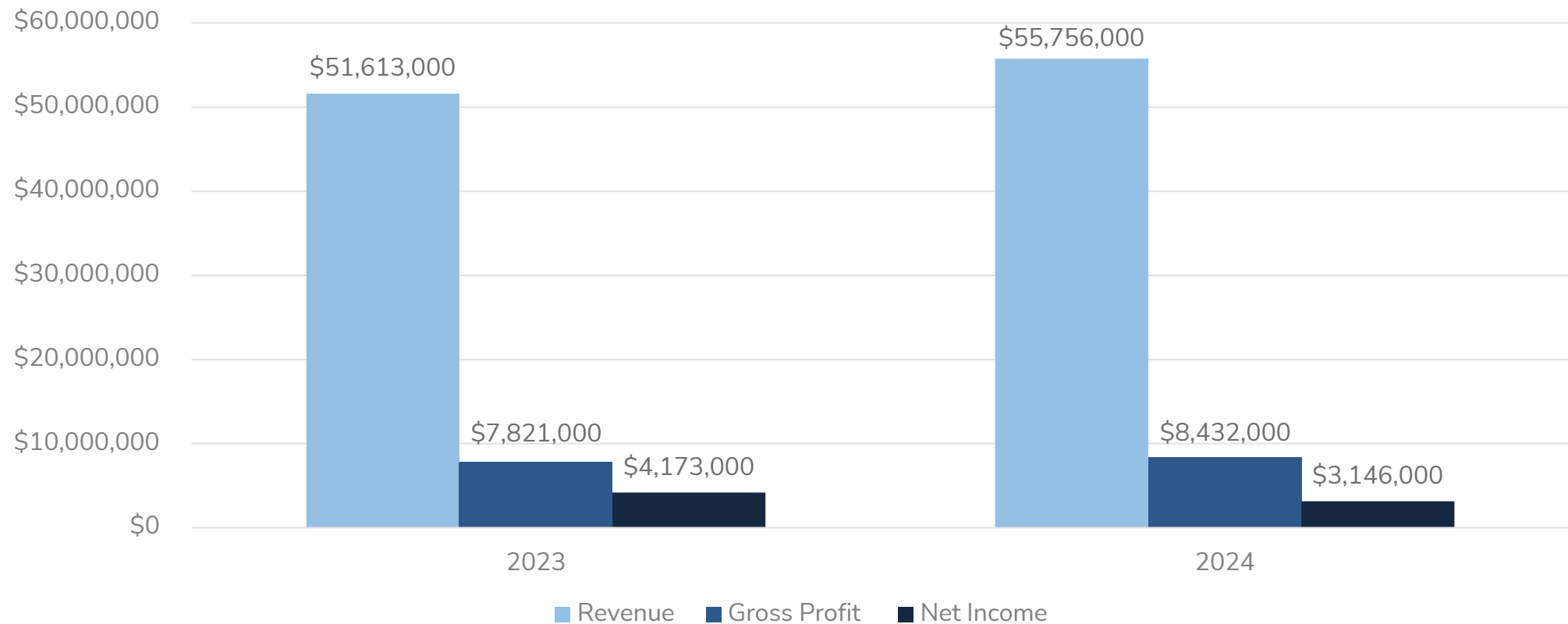
Ms. Iming Bahari

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)
Gross profit	7,821	8,432
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)
Total operating expenses	(2,833)	(4,783)
Profit from operation	4,988	3,649
Other income	10	119
Total other income	10	119
Profit before income taxes	4,998	3,768
Income tax expense	(825)	(622)
Net Income	4,173	3,146

Financial Information

STATEMENTS OF FINANCIAL POSITION

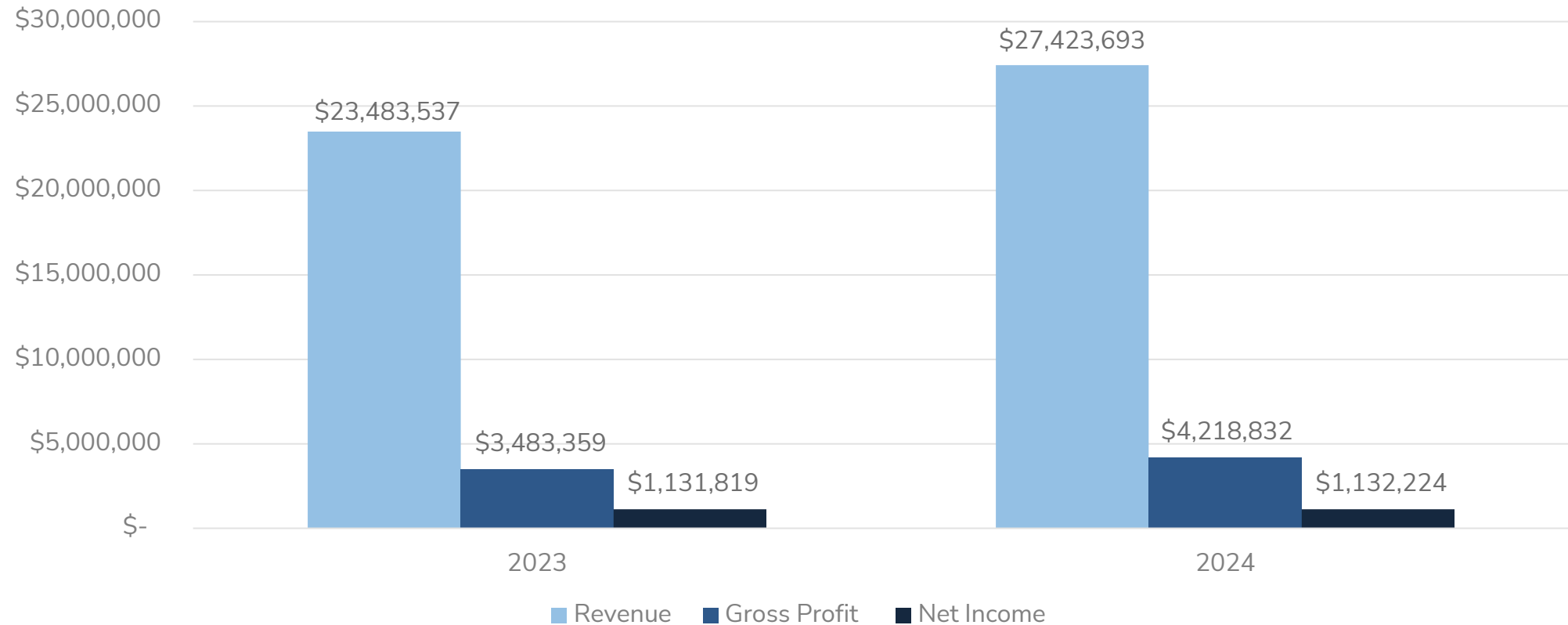
For the year ended March 31,	2023	2024
	USD'000	USD'000
ASSETS		
Non-current assets		
Property, plant and equipment, net	3	2
Deferred offering costs	—	837
Total non-current assets	3	839

Current assets		
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
Total current assets	22,202	25,500
Total Assets	22,205	26,339

For the year ended March 31,	2023	2024
	USD'000	USD'000
LIABILITIES AND EQUITY		
Current liabilities		
Trade and other payables	14,015	16,803
Amount due to a shareholder	8	57
Income tax payable	1,683	2,305
Total current liabilities	15,706	19,165
Total liabilities	15,706	19,165
Capital and reserves		
Share capital	1	50
Retained earnings	6,498	7,124
Total shareholders' equity	6,499	7,174
Total liabilities and equity	22,205	26,339

Financial Information

Six months ended September 30, 2023, vs. September 30, 2024



(Six Months Unaudited)

Financial Information

UNAUDITED INTERIM CONDENSED CONSOLIDATED STATEMENTS OF PROFIT OR LOSS

	Pro forma Six months ended September 30, 2023 (Unaudited)	Successor Six months ended September 30, 2024 (Unaudited)
	USD'000	USD'000
Revenue	23,484	27,424
Cost of materials	(12,719)	(15,090)
Contract manufacturers charges	(7,282)	(8,115)
Gross profit	3,483	4,219
Other income	48	55
Depreciation of property, plant and equipment	(18)	(23)
Depreciation of right-of-use assets	(86)	(229)
Employee benefit expense	(999)	(1,559)
Other expenses	(832)	(1,030)
Finance costs	(7)	(68)
Net gain/(loss) on impairment of financial assets	(236)	74
Profit before income taxes	1,353	1,439
Income tax expenses	(221)	(307)
Profit for the financial period	1,132	1,132

Financial Information

UNAUDITED INTERIM CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

	Predecessor As of March 31, 2024 (Pro forma Unaudited)	Successor As of September 30, 2024 (Unaudited)*
	USD'000	USD'000
ASSETS		
Non-current assets		
Property, plant and equipment, net	98	145
Right-of-use assets	17	2,167
Deferred offering costs	837	1,250
Total non-current assets	952	3,562
Current assets		
Inventories	7,094	9,969
Trade and other receivables	12,204	11,113
Amounts due from related parties	460	560
Income tax recoverable	59	62
Cash and cash equivalents	6,383	5,898
Total current assets	26,200	27,602
Total assets	27,152	31,164

	Predecessor As of March 31, 2024 (Pro forma Unaudited)	Successor As of September 30, 2024 (Unaudited)*
	USD'000	USD'000
LIABILITIES AND EQUITY		
Non-current liabilities		
Lease liabilities	—	1,708
	—	1,708
Current liabilities		
Trade and other payables	16,650	17,052
Amount due to a director	—	3
Amount due to a shareholder	56	52
Lease liabilities	—	423
Income tax payable	2,305	2,612
Total current liabilities	19,011	20,142
Total liabilities	19,011	21,850
Capital and reserves		
Share capital	1	6,661
Translation reserve	—	41
Merger reserve	718	(5,942)
Retained earning	7,415	8,545
	8,134	9,305
Non-controlling interests	7	9
Total shareholders' equity	8,141	9,314
Total liabilities and equity	27,152	31,164

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

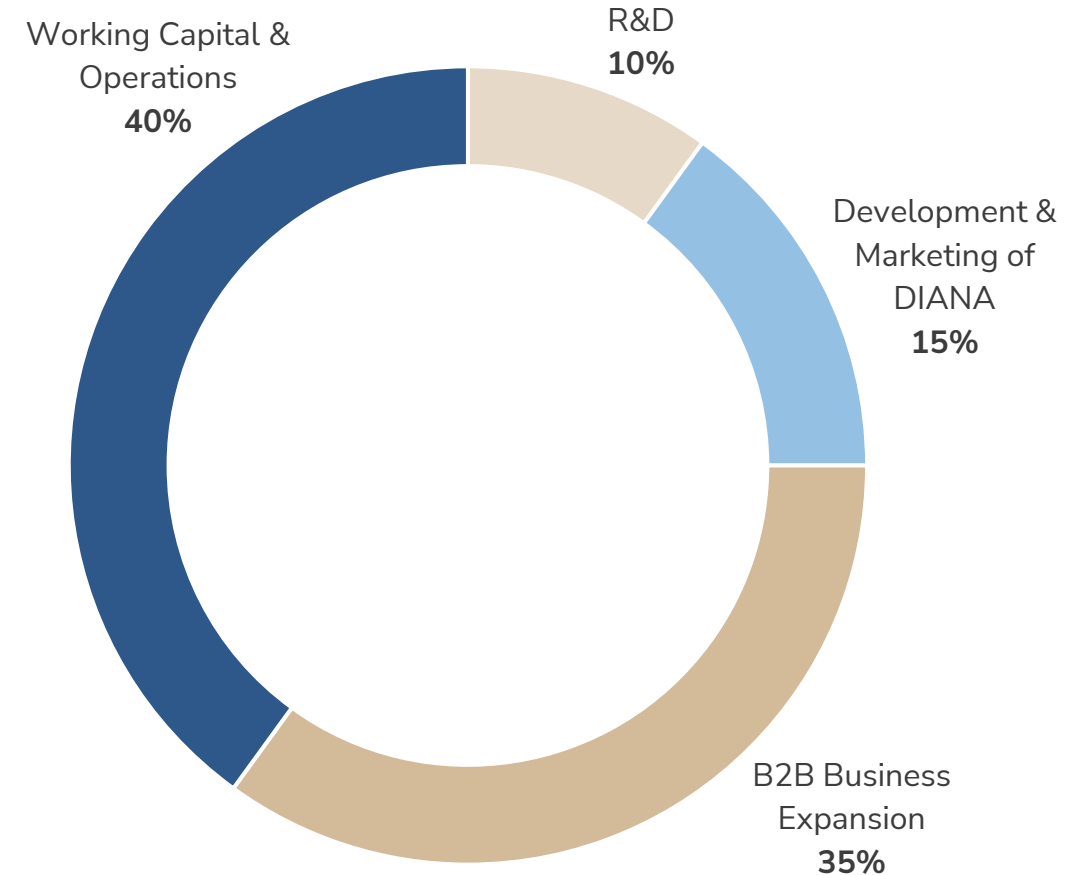
We intend to use 15% of the net proceeds for the development and marketing of the DIANA brand and related products. We plan to target both online and offline retail segments. For the offline retail segment, we intend to seek strategic locations with busy customer traffic to open one flagship retail outlet 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 in North America and Europe

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 team with over 30 years of experience and a proven track record of excellence

Robustly Growing Market

Robust lingerie industry growth projected both in SE Asia and globally



Thank You!

Company Contact

BrilliA Incorporated
220 Orchard Road, Unit 05-01,
Midpoint Orchard
Singapore 238852
info@brilliaincorporated.com

Investor Relations

Scott Powell, President
Skyline Corporate Communications Group, LLC
1177 Avenue of the Americas, 5th Floor,
New York, NY 10036
info@skylineccg.com | +1.646.893.5835

