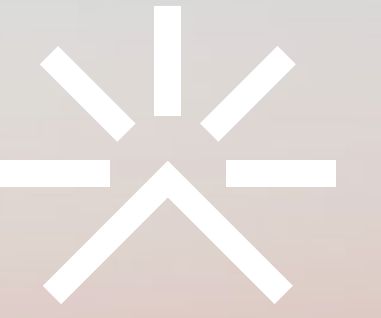


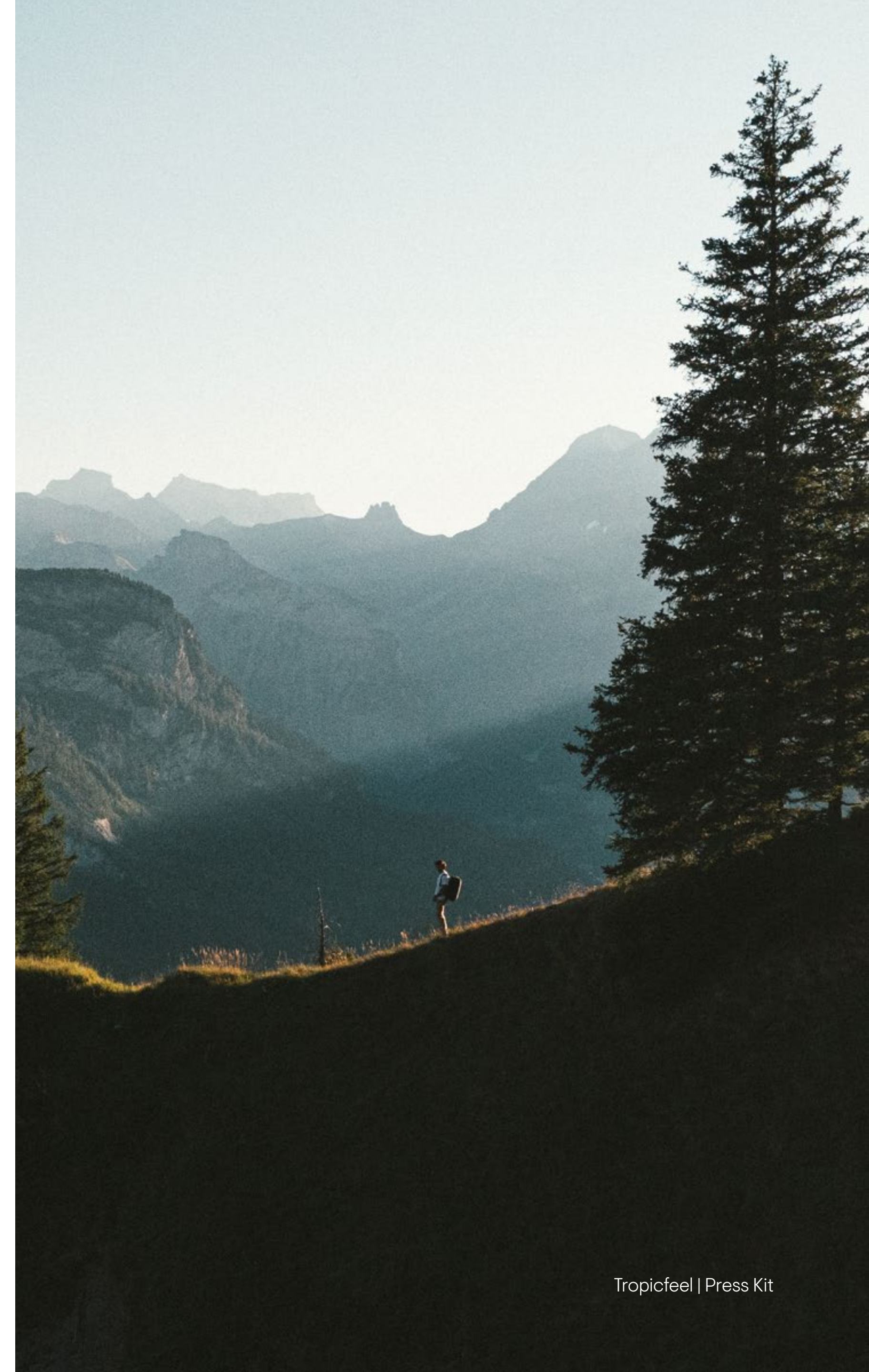
Tropicfeel[®]

Press Kit



Contents

Tropicfeel: Beyond Travel	3
Mission	4
History	5
Impact	7
Expansion	11
The value of community: Tropicfeel Nation	12
Tropicfeel in numbers	14
Contact	16



Tropicfeel: Beyond Travel

Tropicfeel, born in Barcelona in 2017, is a brand specializing in designing and selling versatile, sustainable and high-performance travel sneakers, clothing, backpacks and accessories.

The brand aims to be a lifestyle leader in the travel industry and has been working since its inception to be the first to dress the traveler from head to toe.



Mission

Tropicfeel's mission is to provide today's travellers with the **inspiration and innovation** needed to lead an authentic and responsible lifestyle.

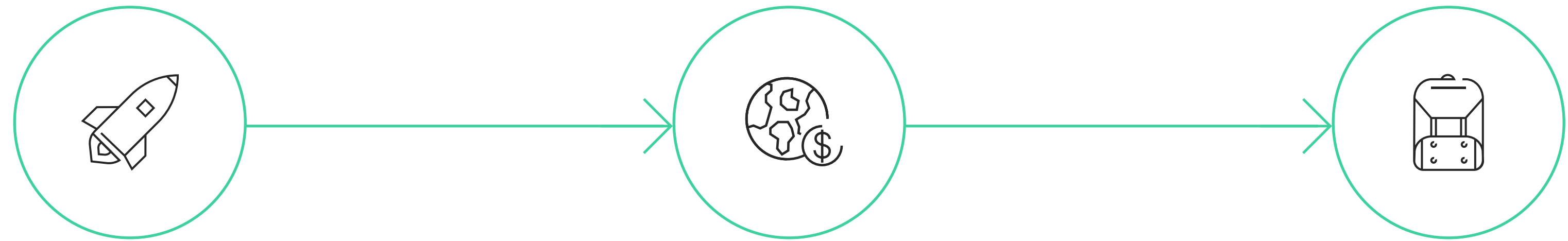
History

It all started in 2017, when **Alberto Espinós**, the founder of the brand, went on a trip and came back with an idea that changed his life. As a travel lover and consultant by profession, he decided to use all his vacation time to explore Southeast Asia for 25 days with his friends. It was there that he realized that each of his friends was wearing different footwear: one wore hiking boots (perhaps a bit too much for Thailand), another wore only flip-flops (not enough for their adventures) and another showed up with three pairs of sneakers.

Alberto returned from the trip with an idea that led him to quit his job and take a chance on a need that many travelers had. After many trips to the south of Spain and months of hard work trying to understand how the footwear and textiles industry worked, he met the right person to start producing the product he had in mind: an all-terrain sneaker to wear on any trip.



Record Success



The next step was to launch on **Kickstarter**, the world's leading crowdfunding platform, where Tropicfeel launched its first product: sneakers designed exclusively for travelers.

In just 50 days the company broke the platform's record: 35,000 sneakers sold, an achievement that opened the doors to investors and funding rounds.

Its campaign was made up of 2 phases, the first on Kickstarter and the second on **Indiegogo**. In the first phase, the startup managed to raise a total of **€2.1 million in just 50 days** with investors from more than 140 countries.

Then, in the second phase on Indiegogo, it managed to raise more than 3 million euros to continue its expansion.

After seeing success with its first launch, Tropicfeel decided to go a step further and start expanding its product portfolio.

In 2020, it developed its first backpack and, a few months later, branched out into clothing. Since then, it has continued its mission to offer innovation and inspiration to the new generation of travelers.

Impact

Tropicfeel constantly strives to make its business increasingly sustainable through measurable objectives and initiatives such as **tracking each step of its production**, helping to make the planet a better place.

Through its actions and collective voice, Tropicfeel aims to transform the global economy to benefit every person, community and the planet.

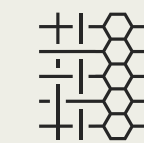
Tropicfeel's commitment to the environment is in its DNA. This is why the brand focuses its activity around **two premises**:

- To produce with the least possible impact.
- To convey and inspire more efficient and less harmful methods of travel for the planet.

On the road to changing how business is done, the brand has set out **4 principles**:



Transparency as a fundamental pillar of sustainability.



Durability that eliminates the need to replace garments every so often.



Reduce carbon footprint as much as possible and offset any emissions.



Community and collaboration as a challenge to the *status quo*.

An aerial photograph of a river with several meanders, winding through a lush green landscape. The river is a dark brown color, contrasting with the vibrant green of the surrounding vegetation. The terrain appears to be a mix of grassy fields and rocky areas, with some small structures or buildings visible in the lower part of the image. The overall scene is a natural, scenic view of a river valley.

If you make an impact,
make sure it's a positive one.

Conscious use of materials

Following Tropicfeel's values, its accessories and garments are manufactured using the most recycled materials possible.

The polyester, nylon and EVA used to manufacture Tropicfeel products are mostly recycled

By spring 2021, 88% of the polyester fabrics used were **recycled**, reducing CO2 emissions by 14% compared to the use of virgin polyester fabrics.

Nylon is a material that the brand frequently uses when looking for lightness in its pieces. All nylon fabrics used by Tropicfeel are made from recycled nylon.

Also, recycled **EVA** is used to make the products lightweight and water resistant. With the support of its partners, Tropicfeel is working to increase the percentage of recycled EVA used in the soles of its sneakers.



Production on demand

The brand began by launching all new products **on demand**, through pre-sales campaigns that allowed them to adjust production volume to demand, in order to keep stock to a minimum. Customers could buy the new products at the highest possible discount, and in return had to wait a few weeks for production to take place.

Tropicfeel's on-demand manufacturing in 2020 was 80%, while today it stands at approximately **30%**. Among other reasons, this decline is due to the need to find a balance between the will to produce in a conscious way and the needs of the customer. As the brand has evolved, it has moved towards a more hybrid model.

On the one hand, the more timeless collections are not made on demand, but a small quantity is ensured to be available for immediate sale. After all, these collections have no expiration date, and so should not require any changes in the medium to long term. On the other hand, seasonal collections, with the clothing category at the core and with a clear focus on lifestyle, are launched on demand, which helps to prevent stock saturation.



Expansion

In the middle of last year, Tropicfeel decided to take a further step towards expansion by increasing its sales channels through **its first physical store** in **Barcelona's** iconic Portaferrissa street, as well as extending its presence in **multi-brand stores across Europe**.

With this omni-channel strategy, Tropicfeel aims to build brand awareness in a localized way, establishing its positioning in key markets and creating a consistent experience across all touch points.



The value of community: Tropicfeel Nation

Tropicfeel Nation is Tropicfeel's loyalty program. Created in February 2021, it is a space where the brand's most loyal traveling community can interact with the brand, participating in challenges and accumulating special benefits.

These challenges and tests are designed to **promote positive action on the planet**. The more points members accumulate, the greater their contribution to the environment. In return, users enjoy exclusive benefits such as discounts on all Tropicfeel products, free merchandising and the opportunity to be part of an international community of nomads with shared values.



Nomad Network Trip

Tropicfeel collaborates with different influencers and content creators who share its values and align with its brand purpose. The goal? Connect with the audience and encourage conscious traveling.

Through shared experiences, Tropicfeel creates a community of travel lovers who put its products to the test. This was the case with one of the most recent campaigns, “Travel Better: The South Africa Journey”. Here the brand brought together a group of Spanish content creators to travel to South Africa and immerse themselves in nature. A unique trip that aimed to promote how it is possible to travel more responsibly, while still having incredible experiences.



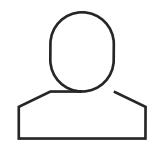
Tropicfeel in numbers



Founding year, place and headquarters:
2017, Barcelona



Founder and CEO:
Alberto Espinós



Current workforce:
45 employees



Tropicfeel Nation members:
+ 40.000 members



Physical stores:
1, on Portaferrisa street in Barcelona



Sales channels:
E-commerce*, marketplaces,
retailers and own stores

* 90% of sales

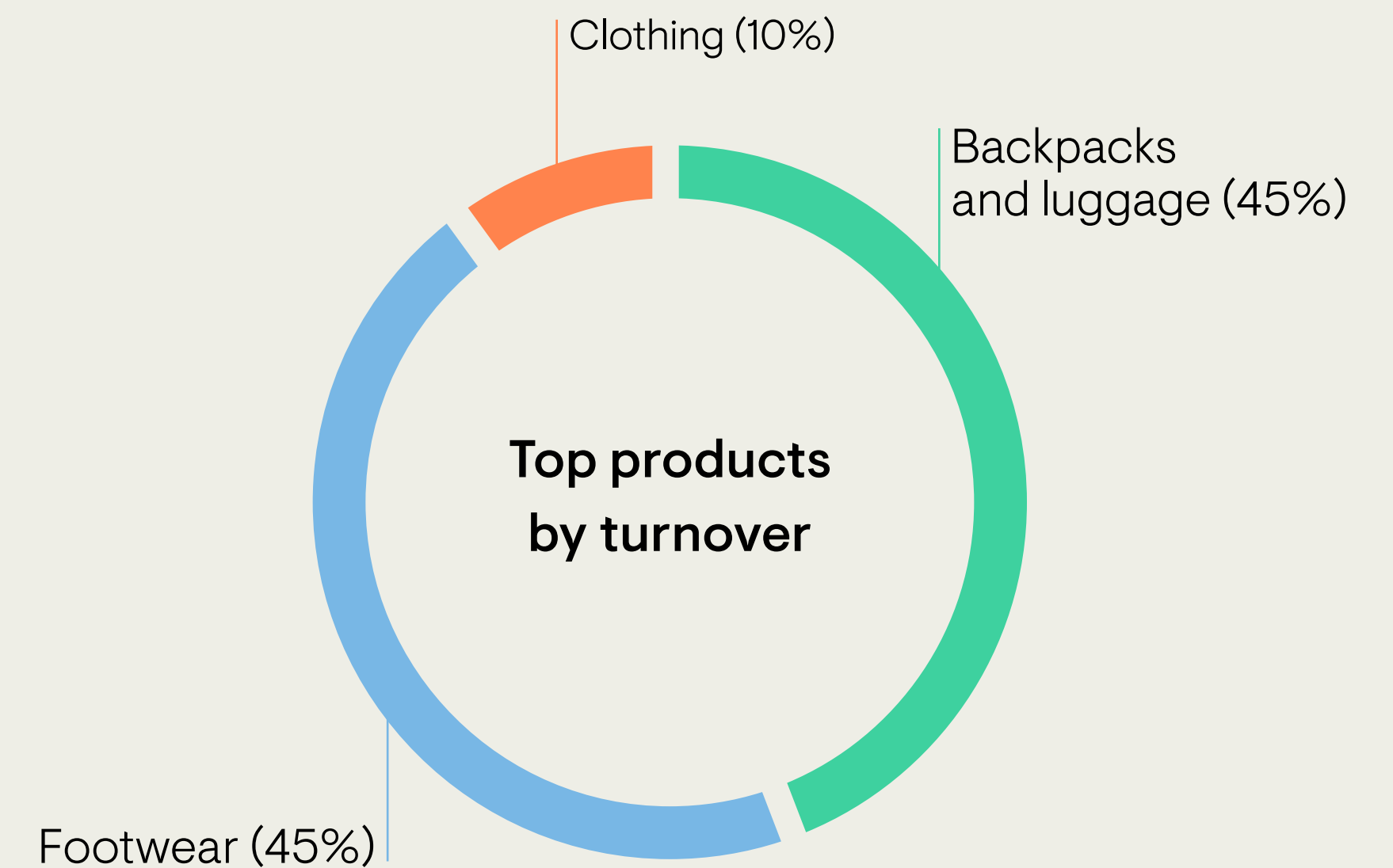
Turnover in 2019:

€3,8M

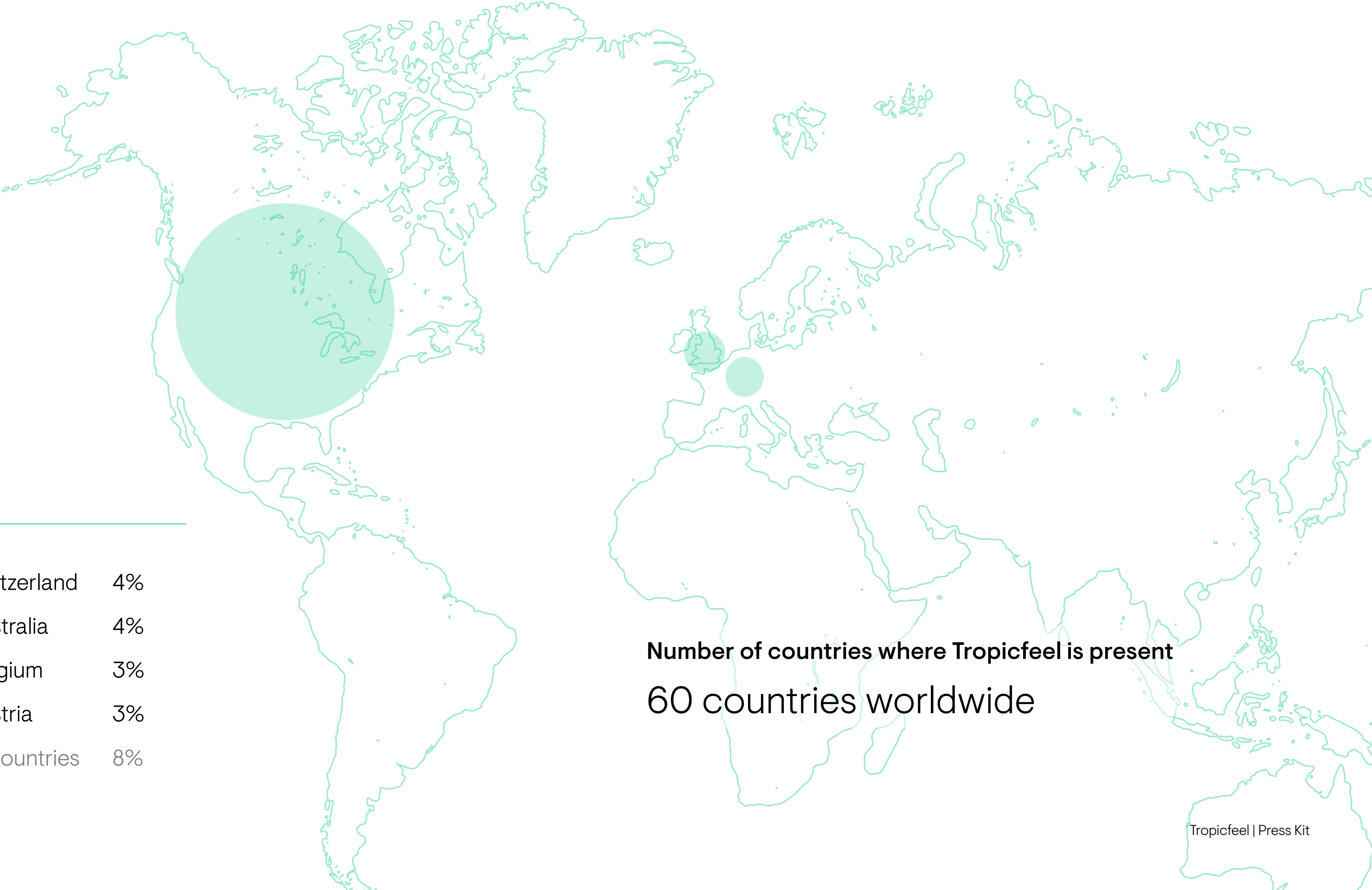
Turnover in 2022:

€18M net sales

€22M



Tropicfeel in numbers



● Top three countries

- 1. United States 20%
- 2. Germany 15%
- 3. United Kingdom 12%

4. Spain	10%	8. Switzerland	4%
5. Netherlands	8%	9. Australia	4%
6. France	7%	10. Belgium	3%
7. Italy	5%	11. Austria	3%
		Other countries	8%

Number of countries where Tropicfeel is present
60 countries worldwide

Contact

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