

GAZETTE

www.ducksinarowgroup.com

Instagram: ducks_in_a_row_group

New York



**Market Entry
and Growth
Partner**

USA is a key market for many Nordic companies.

Market entry made easy. We launch and run your brand. You remain in full control.

Nordic products and services have an excellent reputation for design, sustainability, innovation, safety, quality and efficiency among US businesses and consumers.

Ducks In a Row targets brands seeking new markets for its growth, as well as brands already existing in the US looking for a new more efficient partner and new set up.

Brand strategies will be fully customized and tailored to suit the brand and the demands of the market of today.

Focus on Nordic brands selling premium consumer products. We offer to set up brand's own flagship e-com stores and wholesale.

The service offered will enable selected brands **to get started, launch and to grow its business faster and easier with less costs and resources.**

Our offices are in Lund and New York.

The Swedish office focus on supporting the brands in Swedish on Swedish office hours.

The US office is responsible for the complete daily operation and adopting to US prerequisites

We bring Nordic brands to the US. From incorporation to last mile delivery.

Nordic consumer brands, and its owners, are seeking new markets for their growth and expansion.

The conventional method for brands selling in a foreign market, which involves relying on a distributor, is no longer effective.

The modern and more streamlined approach is to establish a presence in the market through your own legal entity operated by Ducks In a Row. We offer to set up brand's company with our skilled staff, encompassing experts in all relevant areas, and handle the launch and then the ongoing operations. This is of course done in very close collaboration with the brand.

The benefits of our model are numerous. Firstly, improved profitability, the brand gains complete control over the P&L as well as brand identity, marketing, and sales channels. Additionally, the brand retains ownership of customer data and transactions.

Moreover, when the time is right, the brand can opt to in-source the complete business or parts of it.

Let's set up a meeting with us...

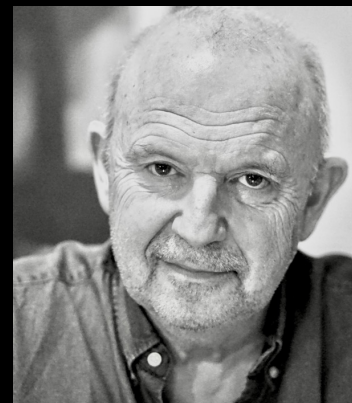


KICKI OLIVENSJÖ

Active member of the board of directors.

Some 30 plus years in mainly retail and the fashion industry with H&M, Peak Performance, Lindex and Åhlens, Director of Purchasing

Management roles in Asia, various roles in product development. Board member of listed Swedish companies.



JOHAN WIKANDER

Co-founder and business development.

Long experience from international business, supply chain and retail sector. Previous experience include head of group logistics at H&M,

Co-founder and CEO of a 3PL, Co-founder and VP of sales- and fulfillment company Johan&Johan in Shanghai. Board member and senior advisor at several start ups.

CONTACT DETAILS:

Mobile Kicki +46 (70) - 728 35 76†
 Mobile Johan +46 (76) - 610 77 71
 Mail: info@ducksinarowgroup.com
 Instagram: ducks_in_a_row_group
 LinkedIn: Ducks In a Row Group
 Web: ducksinarowgroup.com

Ducks In a Row Group / in short...

- We are a Swedish/American team who have decided it's time for Nordic brands to enjoy a new and modern way of market entry and operation in the US.
- The idea is simple – we register and operate brand's US company, we take full responsibility of set-up, online- and offline sales channels and execute fulfillment from import process to last mile delivery at end customer.
- By leveraging our services, selected brands can kickstart, launch, and grow their businesses faster and more efficiently, while saving on costs and resources.

Download a presentation at www.ducksinarowgroup.com / click About Us.

GAZETTE

www.ducksinarowgroup.com

Instagram: ducks_in_a_row_group

New York



The New Way

The conventional method of selling a brand in a foreign market, which involves relying on a distributor, is no longer effective.

The modern and more streamlined approach is to establish a presence in the market through your own legal entity operated by Ducks In a Row. We will set up your company with our skilled staff, encompassing experts in all relevant areas, and handle the launch and ongoing operations.

The benefits of our model are numerous. Firstly, the brand gains complete control over the P&L as well as brand identity, marketing, and sales channels. Additionally, the brand retains ownership of customer data and transactions.

Moreover, when the time is right, the brand can opt to in-source the complete business or parts of it.

Check us up on LinkedIn...

Top E-commerce Companies in the US:

- Amazon
- eBay
- Walmart
- Etsy
- Target
- The Home Depot
- Best Buy
- Wayfair
- Costco

The Future Of E-Commerce: Trends To Watch In 2023

In 2023, we can expect to see continued growth in social commerce, personalization, AR/VR, subscription services, and sustainable and ethical shopping practices.

• **Social Commerce:** Social media platforms such as Facebook, Instagram, and Pinterest are quickly becoming major players in e-commerce. The integration of shopping features within these platforms, such as Instagram's Checkout and Facebook's Marketplace, allows users to purchase products without ever leaving the platform. This seamless integration is expected to drive social commerce growth in 2023 and beyond.

• **Sustainable and Ethical Shopping:** Consumers are becoming more conscious of the impact their purchasing decisions have on the environment and society. As a result, sustainable and ethical shopping practices are becoming increasingly important for e-commerce retailers. In 2023, we can expect to see more retailers focusing on sustainable and ethical sourcing, packaging, manufacturing, and initiatives to reduce their carbon footprint.

Source: Forbes mars 2023

NEWS & OTHER

Our intern summer 2023



ALEXANDER WOXSTRÖM

Currently pursuing a Master's degree in Industrial Engineering and Management with a focus on Financial and Risk Modeling at Lund University.

Alexander is a smart, curious and sharp analytical thinker, keen on tackling complex problems and converting data into insights i.e. perfect match for us...

Hidden gems in NY



RINTINTIN

The eclectic menu has a Mediterranean slant at this small, airy bistro with booths & a bar.

14 Spring Street, NY 10012
Tel: +1 (646) 666 0114

Ducks In a Row Group / A New and Modern Way

We are a Swedish/American team who have decided it's time for Nordic brands to enjoy a new and modern way of market entry, to USA, and even more important how to run and operate the business after launch.

The idea is simple - we execute the import process, handling of inventory, build the brand, sell, pick and pack, and finally deliver to the end customer.

GAZETTE

www.ducksinarowgroup.com

Instagram: [ducks_in_a_row_group](https://www.instagram.com/ducks_in_a_row_group)

New York

OUR OFFICE IN NEW YORK IS NOW OPEN Official ceremony took place 15th of May



GM of Ducks in a Row Group Inc, Ida Sandgärde, Anne Throne-Holst CEO of SACCNY, the Swedish American Chamber of Commerce in NY and Patrik Wolmebrant, CEO of Ducks In a Row Group.

You are always welcome to come to say hello and have a cup of tea or coffee at:

29th floor, 900, 3rd Ave, New York.

Follow us on LinkedIn and Instagram below

VAGGARO®

One of the smartest baby products ever. Parents who once have packed their car for an evening out or a weekend understands why...

Vaggaro® is owned by Fredrik Bergling and Anders Grabe. "It was during the paternity leave we both found ourselves lacking a baby's furniture that was easy to move around, inside and outside the house, both slim and stylish at the same and with a timeless design to fit in to a modern home. We wanted something that did not have the look of typical baby furniture". Vaggaro® is invented to make life a little bit easier for all you active families and for you to feel comfortable bringing the little one on the go. <https://vaggaro.com/>



Recent & Other



General manager at NY office

Ida Strandgärde
With ten years of China experience, ranging from working at the e-commerce and

brand accelerator Johan&Johan to managing the Swedish Chamber of Commerce in Shanghai, Ida brings an international mindset and global network to the American market. As a true advocate of cross-cultural relations, Ida is multilingual and fluent in Mandarin.

Ida.sandgarde@ducksinarowgroup.com

Partner in India

BRDG offer brands with a long-term view on India an opportunity to establish the brand and business in a step-by-step approach towards. "We dive deep to understand your brand and its positioning in India

www.brdgroup.com



Hidden gems in NY



THE ODEON

Classic American, New York style. Steaks and oysters and a fantastic brunch...Lively bistro with outdoor seating.

145 W Broadway, NY 10013
Tel: +1 (212) 233 0507

About us

We are a Swedish/American team who have decided it's time for Nordic brands to enjoy a new and modern way of market entry to USA - and even more important how to run and operate the business after launch.

- Market entry made easy.
- We launch and run your brand.
- You remain in full control.

Download a presentation at www.ducksinarowgroup.com click About Us.

Get in touch:

patrik.wolmebrant@ducksinarowgroup.com
+46 70 815 68 58
johan.wikander@ducksinarowgroup.com
+46 76 610 77 71
lisa@secondhomepr.com
+1 424 389 6608
magnus@brdggroup.com
+1 424 389 6608

GAZETTE

www.ducksinarowgroup.com

Instagram: [ducks_in_a_row_group](https://www.instagram.com/ducks_in_a_row_group)

New York

FIRST CLIENTS ALREADY ON BOARD New York office open on 15th of May

Scandinavian core values...

Scandinavian companies and brands are appreciated and on high demand on the global market for its style and design, high quality, safety, and sustainable production. Our pre-study confirms the increased interest for entering the US market.

Unique business model – Ducks In a Row register and operate a company for the brand. As the brand is the sole owner of the company, brand maintains total control at low risk.



Our Premium Partner

“Second Home PR and Commerce is a female-founded creative and strategic communications agency in the heart of Los Angeles.

We specialize in Scandinavian fashion, beauty, and lifestyle brands that are sustainable and inclusive. We apply more than 15 years of sales and e-commerce experience to your US launch.

With our personal network of editors, stylists, influencers, event organizers, and creatives we can set up, launch, and maintain your success in the US”

www.secondhomepr.com

Recent & Other



Chair of the Board of Directors

Robert Carlén;

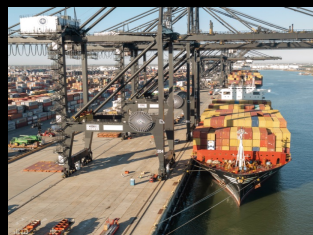
Commercially and internationally oriented executive with ability to manage companies and functions in change. Long experience within Retail and Financial Services.

Extensive board experience and establishing Corporate Governance structures as well as several CEO and CFO positions.

WIT – selected 3PL partner

We have selected WIT Logistics to be our exclusive logistics partner. Offices and warehouses all in key locations in the US and a first tier fulfillment set up.

We are excited to soon start the collaboration at WIT Logistic Center in Los Angeles.



Hidden gems in NY



RINTINTIN

The eclectic menu has a Mediterranean slant at this small, airy bistro with booths & a bar.

14 Spring Street, NY 10012
Tel: +1 (646) 666 0114

About us

We are a Swedish/American team who have decided it's time for Scandinavian brands to enjoy a new and modern way of market entry, to USA, and even more important how to run and operate the business after launch.

The idea is simple - we execute the import process, handling of inventory, build the brand, sell, pick and pack, and finally deliver to the end customer.

Download a presentation at www.ducksinarowgroup.com click About Us.

Get in touch:

patrik.wolmebrant@ducksinarowgroup.com

+46 70 815 68 58

johan.wikander@ducksinarowgroup.com

+46 76 610 77 71

lisa@secondhomepr.com

+1 424 389 6608

GAZETTE

www.ducksinarowgroup.com

New York

THE NEW WAY FOR BRANDS TO SELL IN THE US... Launch in April 2023



Breaking news

We are not consultants nor distributors we introduce a new fullservice business model.

Our business idea is to help Nordic brands to sell their products or services on the US market - faster, more flexible, with better control and with higher profitability...

Office in New York city and in Lund, Sweden. The team at both offices are Swedish/American.



A paradigm shift...

The traditional way for a brand to sell in a foreign market - via a distributor - is obsolete.

The new way is that we offer to set up your own legal entity in the US and that we, our staff with experts within all areas, launch and operate your company.

One advantage with our model is that the brand gets full control of the P&L and brand identity, owns customer data and all transactions.

When the time is right the brand can opt to in-source the complete business or parts of it.

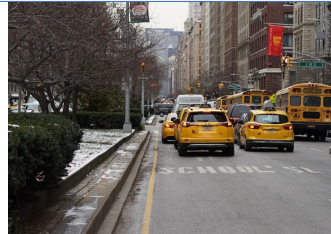
Upcoming & Other



CEO and co-founder

Patrik Wolmebrant; 25 years of International experience in various leadership positions in Europe, North America, Middle East and Asia.

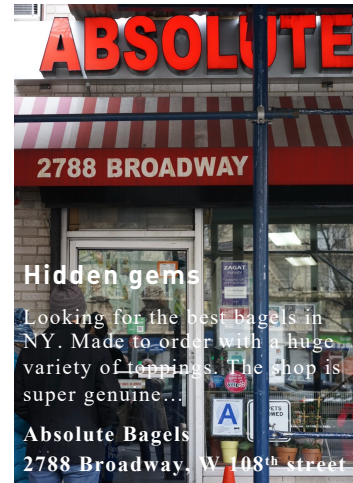
With exposure to various business models from Retail and Wholesale to Franchising.



Ducks In a Row ?

To get your "Ducks in a Row" is an American expression that means to organize your tasks and schedule so that you are ready for the next step.

It's obviously a necessity for a successful market entry and growth.



Hidden gems

Looking for the best bagels in NY. Made to order with a huge variety of toppings. The shop is super genuine...

Absolute Bagels
2788 Broadway, W 108th street

About us

A start-up company with 50+ years business- and industry experience!

We are a Swedish/American team who have decided it's time for Nordic brands to enjoy a new modern way of market entry and even more important how to run and operate the business after launch.

We collaborate with Second Home PR in Los Angeles for marketing - www.secondhomepr.com and with Aventura Group in Shanghai for operation in China - www.aventura.group

Get in touch with the founders asap.:

patrik.wolmebrant@ducksinarowgroup.com / +46 70 815 68 58

johan.wikander@ducksinarowgroup.com / +46 76 610 77 71