

Fact sheet



Storefront

Opening doors for every idea

Since its launch in 2014, Storefront has become the world's largest marketplace for short-term retail spaces. Its mission: connecting brands, e-commerce businesses and artists with space owners for temporary rentals, creating pop-up stores and events around the world.

“Retail is no longer about buying products, but rather it's about providing an experience that consumers delight in. We are building the future of retail by making it more engaging, more transparent and more productive.”

Mohamed Haouache, CEO of Storefront

Storefront is more than a marketplace, it is a valuable resource to brands such as Google, Hermes, Netflix, Playstation, Etsy, and L'Oreal - among others. It has worked with almost 100,000 brands - from individuals to multinational organizations - helping them acquire the perfect short-term retail spaces across the world's largest cities from Paris to New York to Milan, London and Hong Kong. Its database of more than 10,000 spaces in over 30 cities, is the largest in the industry and growing every day. The pop-up store has proven its staying power from more than just a marketing stunt, to an essential part of the experiential retail economy.

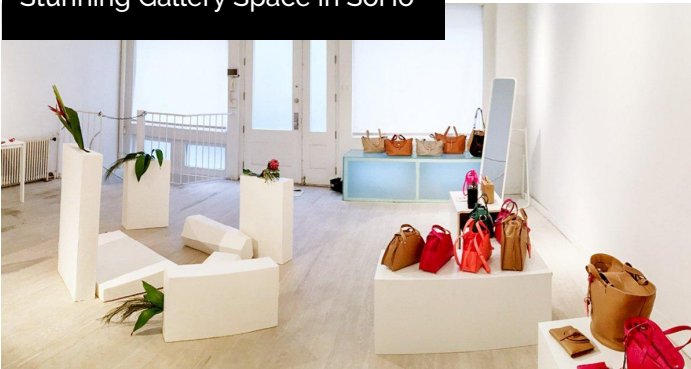
Storefront's Meteoric Rise

The trend towards short-term commercial leasing over the traditional, brick-and-mortar retail business model has fueled Storefront's rapid growth and position as a market leader. Its digital platform provides unique advantages to retailers, including:

- **A simple, three-step process:** From looking for a commercial space to getting in touch with the landlord and completing the final booking, brands are in complete control of their bookings in a streamlined and transparent way.
- **More than 10,000 available spaces:** With the largest selection and widest variety of space types available, Storefront offers brands from any industry a fast, easy and cost-effective way to make short-term project happen, whatever their budget, positioning or requirements are.
- **A global presence:** Storefront is the one and only platform offering thousands of quality spaces all around the world. This advantage allows any brand to pop-up in any location, test new markets and even launch simultaneously in more than one location worldwide.
- **Customized service:** Storefront's team of passionate professionals guide brands throughout their quest to create an ideal experiential retail space.

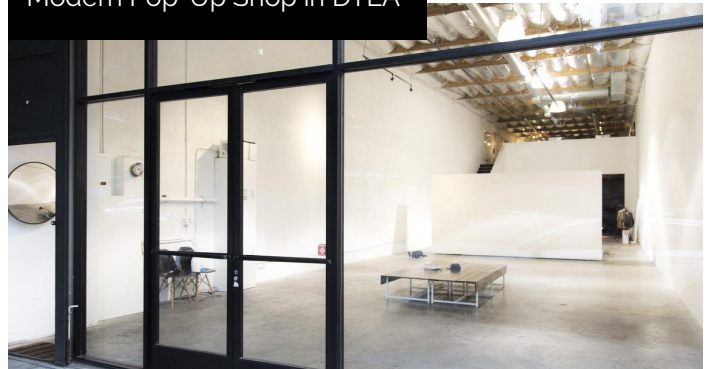
Storefront offers the largest selection and widest variety of short-term commercial spaces

Stunning Gallery Space in SoHo



SoHo - New York, New York, United States
\$1,920.00 a day - 1,400 sq ft

Modern Pop-Up Shop in DTLA



Downtown - Los Angeles, California, United States
\$1,200.00 a day - 4,000 sq ft

Bright Pop-Up Loft in the LES



Bowery - New York, NY, USA
\$3,000.00 a day - 2,700 sq ft

Flexible Mobile Pop-up in SF



Union Square - San Francisco, CA, USA
\$2,400.00 a day - 100 sq ft

Beautiful Event Space in Soma



SoMa - San Francisco, CA, USA
\$2,880.00 a day - 1,844 sq ft

Why do brands need Storefront?

Brands need to **rethink the customer experience** and engage consumers in order to thrive in today's competitive retail environment. Working with Storefront enables a number of advantages:

- **New market opportunities.** Thanks to the multitude of short-term commercial spaces available on Storefront, brands can easily launch a product or test a market in any neighborhood, city or country.
- **Increased awareness.** The short-term experience gives brands the ability to quickly turn any project into reality, increasing their brand awareness and fostering strong consumer engagement. This allows the brand to evolve and stay relevant among both consumers and the media.
- **Flexibility.** Thanks to the robust and flexible Storefront platform, brands have easy access to a wide range of commercial retail spaces in just a few clicks. Brands can filter by what's important to them - whether by location, space type, budget or duration - guaranteeing a tailor-made experience.
- **Cost.** A short-term lease allows brands to open a store without the uncertainty and financial commitment that a 3, 5 or even 10 year lease brings. In addition, the average pop-up store costs a fraction of what it takes to open a traditional brick-and-mortar operation.
- **Physical touchpoints.** Short-term rentals give brands the opportunity to engage with their consumers in more unique ways than a traditional storefront would allow, and also helps e-commerce brands tap into their digital-first audience, offline.

Check out the brands that have used Storefront to power their next great project.



MM.LAFLEUR

Google



Cartier

Storefront by the numbers

➤ **10,000+ Spaces**

in over 30 cities

➤ **90%**

of worldwide retail sales are still done in physical stores.

➤ **1-365 days**

the length of a pop-up store as defined by Storefront

➤ **62%**

of permanent clicks-to-bricks stores opened in the same city where they opened their first pop-up shop

IN THE PRESS

Forbes

What Do Amazon, Nike And Your Favorite Startup Have In Common? Pop-Up Stores



Why Pop-Up Shops Keeping Popping Up

Bloomberg

Amazon, Lego, Wayfair Join the Pop-Up Store Boom

A solution that works for commercial real estate landlords and brands alike.

"Storefront's client list has been nothing short of phenomenal, and their staff has been instrumental in helping us close these deals. All their brands bring exciting and unique ways in transforming the space"

- Jeffrey Yuan, Urban Stone Realty

"The Showroom we booked through Storefront was perfect because it was ready for move-in. It was so quick and easy to set it up!"

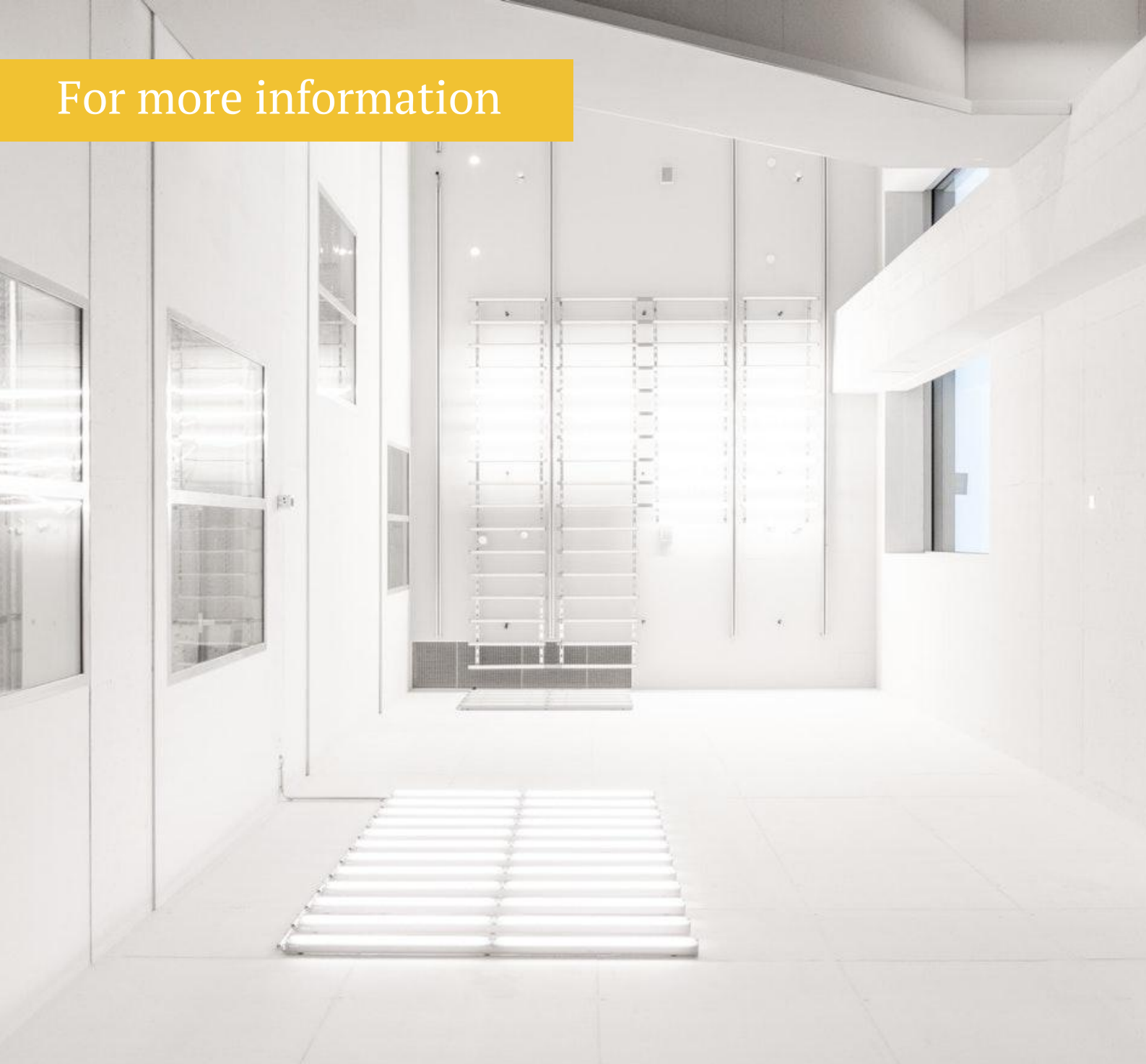
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CUSTOMER & INDUSTRY ENDORSEMENTS



RETAS
REAL ESTATE TECH AWARDS
2018 OFFICIAL WINNER

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