



COMPANY INTRODUCTION

# CIELIO

DECEMBER 2024



# Cielio™ Sports

Cielio was created to inspire and support those stepping into new sports or outdoor adventures, helping you carve your unique path forward. Our mission is simple: to design modern, straightforward gear with the quality and ease that builds confidence from the very first try. Each product is crafted to help you feel prepared, comfortable, and ready to take on new challenges, wherever your journey leads.



**Cielio Active** – Outdoor activities



**Cielio Gear** – Clothing / Fashion oriented products



**Cielio Performance** – Balls, training aids, and more—featuring a product line designed to maximize performance

# About Cielio

Your Strategic Partner for Amazon, Ecommerce,  
and Retail Success

Add  
Logo

## Who We Are

- Cielio is an innovative ecommerce-focused business dedicated to sourcing quality products and delivering them to global consumers
- We specialize in leveraging Amazon as a primary sales channel while exploring future expansion opportunities in DTC and Retail



## Our Vision

- Enhance people's lives by connecting them with great product
- Build long-term partnerships with trusted suppliers
- Ensure consistent quality and growth for our partners and our brand



## Why It Matters

- Cielio understands that suppliers want reliability, scalability, and a partnership built on mutual success
- Our team excels at sourcing and collaborating effectively with suppliers to ensure smooth operations and win-win outcomes.



# Company Expertise

Built by Leaders from Amazon's Top Seller and  
Ecommerce & Retail Experts: Anker



## Background

- Core team members hail from Anker, the #1 third-party seller on Amazon
- Proven track record in building and scaling retail and Amazon businesses in North America and Europe.



## What Sets Us Apart

- Extensive expertise in product development, supply chain logistics, and digital marketing
- Hands-on experience working collaboratively with supplier partners to ensure seamless sourcing and production.



## What Sets Us Apart

- Our deep understanding of supplier dynamics means we prioritize clear communication, reliability, and mutual success
- Connection to global omnichannel retail markets

# Mastering Amazon Growth

Utilizing the Proven Success Formula for Amazon Growth



## Amazon Store Management

Comprehensive Amazon operations, covering inventory, pricing optimization, and boosting sales performance



## Amazon Sponsored Ads

Tailored advertising strategies to enhance product visibility and improve conversion rates



## Demand Side Platform (DSP) Advertising

Targeted programmatic advertising campaigns designed to capture potential customers outside of Amazon



## Market Insights & Analysis

In-depth market analysis and competitor research to guide brand positioning



## Brand Store & Product Page Design Services

Expert design for Amazon product listings and brand stores aimed at increasing customer engagement and conversions





# A Gateway to Global Retail

Beyond Amazon: Expanding into Global Retail



## Future Expansion Vision

- While Amazon and DTC is our core focus, our strategy includes opportunities in global retail markets
- Diversifying distribution channels to maximize market reach and revenue potential



## Global Connections

- Established relationships with retail partners in Americas, Europe, Asia, and ANZ
- Expertise in sourcing and supplier relationships allows us to scale seamlessly into new markets



## Why This Matters

- Partnering with Cielio offers pathways to new market opportunities beyond Amazon and DTC, creating a larger revenue potential

CIELIO



# Our Global Network

# Partner with Cielio

Join Us in Creating a Thriving Partnership



## Our Promise

- A reliable, transparent, and growth-focused partnership
- Strategic insights and execution to take your products to the top of Amazon's marketplace



## What You Gain

- Access to our proven expertise in scaling Amazon & ecommerce sales
- Strong experience in sourcing and building lasting partnerships with suppliers
- Potential to expand into global retail channels in the future



## Call to Action

- Let's work together to create a win-win partnership
- Contact us to explore how Cielio can drive success for your products







Thank You