



HELMA

brands

CORPORATE PRESENTATION FOR BRAND PARTNERS

**One partner to build your brand
in Paraguay and the Southern
Cone**

OUR PROPOSITION

A single company accountable for building the brand in the market

HELMA integrates four platforms that already operate under one commercial plan, one P&L and one point of contact.

**MARKET ACCESS**

Portfolio, pricing, channel strategy and negotiation with retail.

**BRAND & DEMAND**

Positioning, creative, media investment and performance.

**OPERATIONS**

Import, regulatory compliance, warehousing and national distribution.

**EVIDENCE**

Sell-out data, retail audit, dashboards and monthly reporting.

The brand keeps one interlocutor. Each partner contributes its own operating platform; HELMA owns the result.

P&L: profit and loss statement.

A brand does not need only an importer. It needs a market builder.

These are the four ways an international beauty brand loses value when it enters a new market — and how HELMA prevents each one.

WHERE BRANDS LOSE VALUE

WHAT HELMA DOES ABOUT IT

1

Parallel and grey imports

Unauthorised stock arrives first and sets the price.

One official channel, trademark filed on arrival, and an approved retailer list the brand can review and veto.

2

Slow or failed registration

Product waits in customs while the launch window closes.

Licensed importer, technical director and bonded warehouse already in place; registration handled in-house.

3

Fragmented execution

Importer, agency, logistics and retail each answer for a fragment.

One operator, one plan, one P&L: commercial, media, logistics and retail audit report to the same team.

4

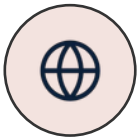
No visibility after the invoice

The brand sees sell-in and never sees sell-out.

Shared dashboard from month one: sell-in, sell-out, coverage, rotation, price and share of shelf.

A market small enough to control — and connected enough to expand from

Paraguay allows a brand to be built correctly first, and then replicated across the region with the same operating team.



MERCOSUR

Founding member of the bloc, with preferential trade access to neighbouring member markets.



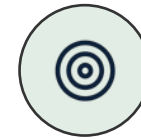
CENTRAL POSITION

Road corridors to Argentina, Brazil, Bolivia and Uruguay within the same logistics network.



ONE REGULATOR

Cosmetics are registered nationally through a single authority — one process, one country-wide clearance.



CONTROLLABLE

A distribution map compact enough to audit store by store and defend retail price.

Build it correctly in Paraguay. Then expand with a team that already knows how the brand must behave.

HELMA ARCHITECTURE

Four platforms that already exist and already operate

Each partner contributes a working company, not a promise. HELMA integrates them, decides, and answers to the brand.



HELMA does not subcontract responsibility. It converts these capabilities into a single market proposition.

AEO: Authorised Economic Operator (customs-certified status). 4PL: fourth-party logistics. CX: customer experience.

PARTNERS AND LEADERSHIP

Five complementary partners, with Lorena leading HELMA

More than one hundred combined years of commercial, media, logistics and retail experience in this market.

**LORENA FRANCO****Managing Partner**

Commercial leadership of HELMA

**MASSIMILIANO MOLFESI****Partner**

Logistics and operations

**HEIVER ALVARADO****Partner**

Customer experience, retail and region

**IVÁN MARTÍ****Partner via PM HUB**

20+ years in strategy and media

**ALBERTO MUÑOZ****Partner via PM HUB**

20+ years in marketing and commercial strategy

COMMERCIAL LEADERSHIP

Lorena Franco turns brand potential into a viable local business

**LORENA FRANCO**

Managing Partner · 17+years of experience

**01
Portfolio and positioning**

Hero SKU selection, value proposition and price architecture by channel.

**02
Channels and negotiation**

Channel priorities, commercial terms and a coverage roadmap.

**03
Sales plan**

Forecast, targets, opening inventory and replenishment rhythm.

**04
Relationship with the brand**

A single executive point of contact for decisions and results.

Core responsibility: build sales without eroding price, positioning or reputation.

PM HUB is the marketing, media and data engine behind HELMA

A group of seven specialised agencies operating as one demand engine.

150+

active brands in the group

12+

years integrating strategy, media, creative and data

360°

from diagnosis to optimisation, under one team

01

DIAGNOSIS

Business, audience, competition and objectives.

02

STRATEGY

Positioning, messaging and the role of each channel.

03

EXECUTION

Creative, content, media buying and performance.

04

MEASUREMENT

Mediachecking, monitoring, dashboards and analysis.

05

OPTIMISATION

Learnings, adjustments and executive recommendation.

PM HUB holds the commercial representation of ESPN, FOX and Disney–ecosystem channels in Paraguay.

TRACK RECORD

Experience built with international and local category leaders

The value is not the logos. It is knowing exactly how a brand is planned, bought, executed and measured in this market.

150+ active brands

12+ years as a group

20+ years per partner

MULTI-SECTOR CAPABILITY

Consumer · Retail · Telecom · Finance · Industry · Services



HELMA can activate this network to research, launch, audit and optimise the investment behind a brand.

CUSTOMER EXPERIENCE AND RETAIL

The brand promise is also controlled at the point of sale



HEIVER ALVARADO

20+ years · retail, operations and regional development



Mystery shopping

Auditing availability, display, sales discourse and compliance.



Brand standards

Global guidelines translated into verifiable local execution.



Training and ambassadors

Teams, promoters and category referents trained by channel.



Regional feedback

Consumer and retail signals converted into decisions.

Result: one coherent experience across advertising, store, staff, product and after-sales.

OPERATIONAL BACKBONE

Aeromar provides the logistics infrastructure and discipline

**35+** YEARS

of continuous operation in international logistics

AEO CERTIFIED

authorised economic operator, freight agent and importer

**4PL** MODEL

certified warehouses, traceability and national distribution

HELMA directs the brand and the commercial plan; Aeromar enables certified warehousing, a national fleet, batch traceability and the handling of regulated products.

Price integrity and brand control are part of the agreement

These are contractual commitments, not intentions. They are what separates a distributor from a brand custodian.



Trademark protection

Filed in the brand's name, with an exclusive irrevocable licence recorded in HELMA's favour for the term of the agreement.



One official channel

A single authorised importer and an approved retailer list the brand can review, extend or veto.



Price discipline

Recommended retail price defended by contract, with a promotional calendar approved by the brand.



Anti-diversion

No re-export without written authorisation; batch traceability from customs clearance to shelf.



Grey-market monitoring

Periodic audit of marketplaces and unauthorised retail, reported with evidence.



Standards enforcement

Mystery shopping and retail audits verify that execution matches the global guideline.

MARKET ENTRY PLAYBOOK

A twelve-month route, with milestones and decisions before scaling

Regulatory timelines depend on the portfolio and the documentation provided for each product.

PHASE 1 · DAYS 0–90

PREPARE

- Hero SKU selection
- Commercial agreement and forecast
Importer licence and technical director
- Product registration and labelling
- Pricing and channel plan

PHASE 2 · MONTHS 4–6

LAUNCH

- First import shipment
- Training and local content
- Opening of priority channels
- Activation and media investment
Sell-in / sell-out baseline dashboard

PHASE 3 · MONTHS 7–12

SCALE

- Replenishment and coverage
- Portfolio mix optimisation
- Point-of-sale expansion
Promotions with price control
Joint annual plan

GOVERNANCE CADENCE · SINGLE POINT OF CONTACT

WEEKLY

Operations, stock, orders and exceptions

MONTHLY

Business review: sales, marketing and market

QUARTERLY

Portfolio, investment and growth plan

WHAT WE ARE ASKING FOR

Exclusive distribution for Paraguay, with a first option on the region



SCOPE

Exclusive import and distribution rights for the Republic of Paraguay, for an initial term, against agreed annual volume targets.



REGIONAL OPTION

Right of first refusal on neighbouring markets, activated only once the Paraguay milestones are met.



OUR COMMITMENT

Registration, launch investment, retail coverage, brand protection and monthly reporting from day one.

NEXT STEP: agree the initial portfolio, the documentation, the distribution terms and the launch plan.

www.helma.com.py · Asunción, Paraguay