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AROMATIC

COMPANY PRESENTATION

WE TOUCH YOUR FEELINGS

AROMATIC89.COM

WHAT WE ARE

Aromatic •89• is a leading Lithuanian brand specializing in luxury, high-quality scented products and niche aromas. Today, we operate across multiple markets, reaching an expanding customer base eager to discover our unique fragrances. Our diverse product range includes home fragrances, candles, cosmetics, and perfumes, crafted to meet the highest standards.

Our innovative approach and commitment to quality allow us to create exceptional olfactory experiences that resonate with our audience. We not only serve B2C, B2B clients, including gift shops, beauty salons but also provide a unique franchise model for entrepreneurs looking to establish their own Aromatic •89• stores.

This presentation aims to provide clear, concise information about Aromatic •89•, highlighting our mission, values, and commitment to excellence in the fragrance industry.



COMPANY STORY

In **2016** an idea was born in Arnoldas Bružas kitchen – creating aromatic and cosy gifts for his loved ones was developed into a high-aiming business and a team of believers in scent magic.

Leader of the company decided to take ownership of his life after the work experience in Norway where hardships of manual labour and success stories of other people were bugging him to find his own happiness somewhere else.

“Step by step, the vision of a company I would like to work in came to my mind. I could perfectly visualise the atmosphere I would create, the working space I would offer, the team I would gather to reach the goals, and the relationships I would foster in my company”, said A. Bružas.

Founder’s home soon were filled with wax, glass containers, lids and other equipment. He started to make candles, however at that time there was no thought about home scents.

Even though the second beginning also was not easy, in 2018 company employed its first staff member. The founder is very grateful for the lessons that brought Aromatic •89• to the place that the company is today.

Finally, enchanted by this idea, Arnoldas left his job and came back to Lithuania to start his own business.

“After a thorough research of candle making techniques, I started making them myself. The beginning was hard. I used to spend days with a phone in my hand looking for clients who were not interested in my product. It was impossible to sell an unknown brand to someone. My money quickly ran out and after six months of unsuccessful efforts I was forced to leave Lithuania once again. There was not one day that I would forget my ideas and vision, I continued believing in them. I already knew what I will buy with the earned money.” said A. Bružas about the first challenges.



Arnoldas Bružas
Founder

FACTS



our products are
in 4,000+ stores
worldwide



18 franchise stores
worldwide



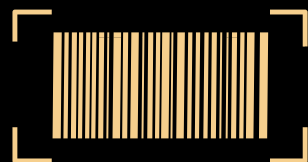
50+ employees



we have 2 branches
located in
Lithuania & Poland



more than 100
products



1,500+ SKU



Our presence in 16 countries

Lithuania	United Kingdom	Spain	Sweden
Latvia	Bulgaria	Ireland	The Netherlands
Estonia	Slovenia	Finland	Ukraine
Poland	Denmark	Norway	Germany

Business activities in Russia, Belarus have been suspended.



OUR BRAND

Each fragrance is a gateway to a world of luxury and sensation, transforming your surroundings into a reflection of your unique style and mood.

At Aromatic .89., we understand that a scent is not just something you smell - it's something you feel. Through our extensive research, we have discovered that we want to evoke up to 89 powerful feelings by fragrance, and our mission is to capture and convey these feelings through our products.

Whether it's the Optimism of our 'Diamond' scent, the Sensitive found in the scent of 'Dore', or the Passion sparked by our 'Prestigio' scent, each Aromatic .89. product is designed to create an emotional connection. Every fragrance we craft allows you to experience life's most profound emotions in the most exquisite way.

With Aromatic .89., we touch more than your senses - **we touch your feelings**. Every scent is a journey, an opportunity to transform your surroundings and enrich your soul with moments of true luxury.

KEY DIFFERENTIATORS

- Strong Brand Identity and Emotional Connection
- Diverse Product Range for Multiple Markets
- Growth-Focused Infrastructure and International Reach
- Commitment to Quality
- Dedicated Support Team
- Responsive Service and Speed of Order Fulfillment

OUR MISSION

Our mission at Aromatic .89. is to capture and convey powerful emotions through our fragrances, enriching lives by transforming everyday moments into profound sensory experiences.

OUR VISION

Our vision is to lead the global market in emotive fragrances, innovating sensory luxury that resonates in every home and heart, enhancing life's every moment.

OUR VALUES

Quality, Respect, Integrity, Teamwork, Professionalism, Leadership.



OUR BUSINESS SEGMENTS



*B2C
ONLINE STORE*



B2B / DISTRIBUTION



FRANCHISE

PRODUCT CATEGORIES



Home Fragrances & Candles



Car Fragrances



Beauty Products



Perfumed Cleaning Products

KEY PRODUCTS



Our Hanging Paper Air Freshener is crafted from cellulose, epitomizing excellent eco-consciousness. Imbued with a concentrated scent, this reusable paper product releases heightened fragrances as the air flows. The intense, enduring aromas linger for up to 20 days. Partner it with our Car Air Freshener Drops or For Car: Perfume Spray for a refillable, reusable scent experience, or opt for sustainability and captivating scents with our exceptional offering.

23 Scent Options.



KEY PRODUCTS



The Home Fragrance with Sticks is meticulously crafted using an oil-based formula renowned for its longevity, it ensures that a rich, complex aroma lasts up to 90 days. The intense, alcohol-free fragrance fill up the spaces with layers of deep, enticing scents. This fragrance solution is designed to enhance any environment, providing a continuous olfactory experience that evokes precious memories and inspires the creation of new ones in a delightfully aromatic ambiance.

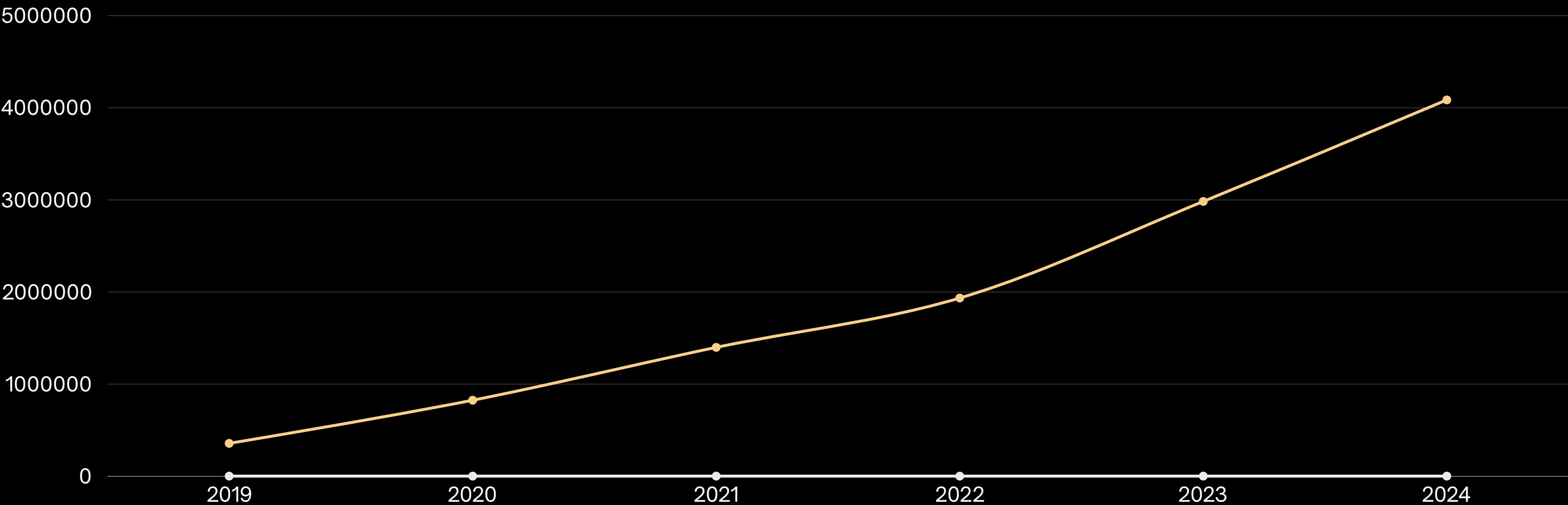
28 Scent Options.



FINANCIAL PERFORMANCE

In 2024 revenue grew from 2.9 M to

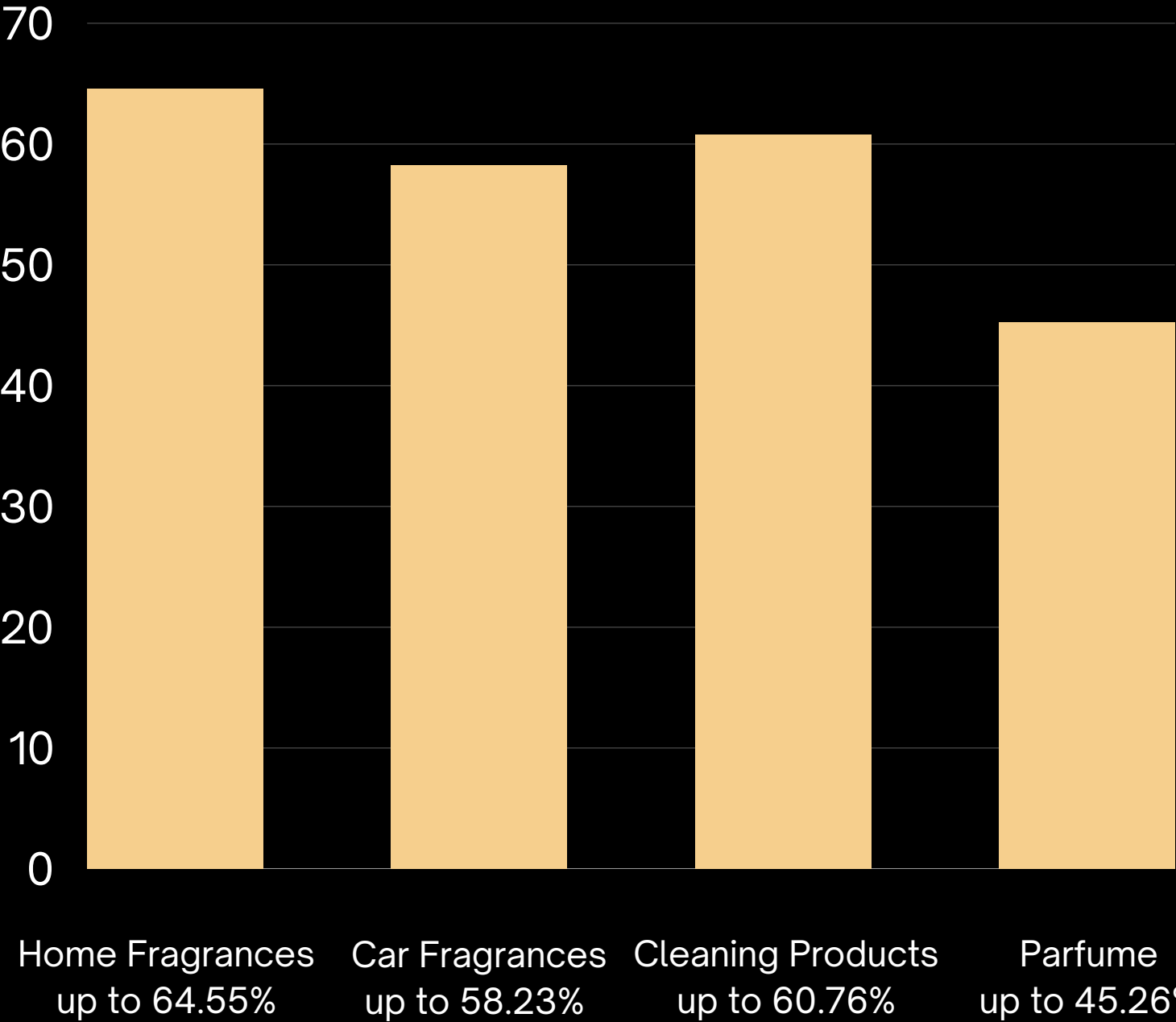
4.1 M Euros



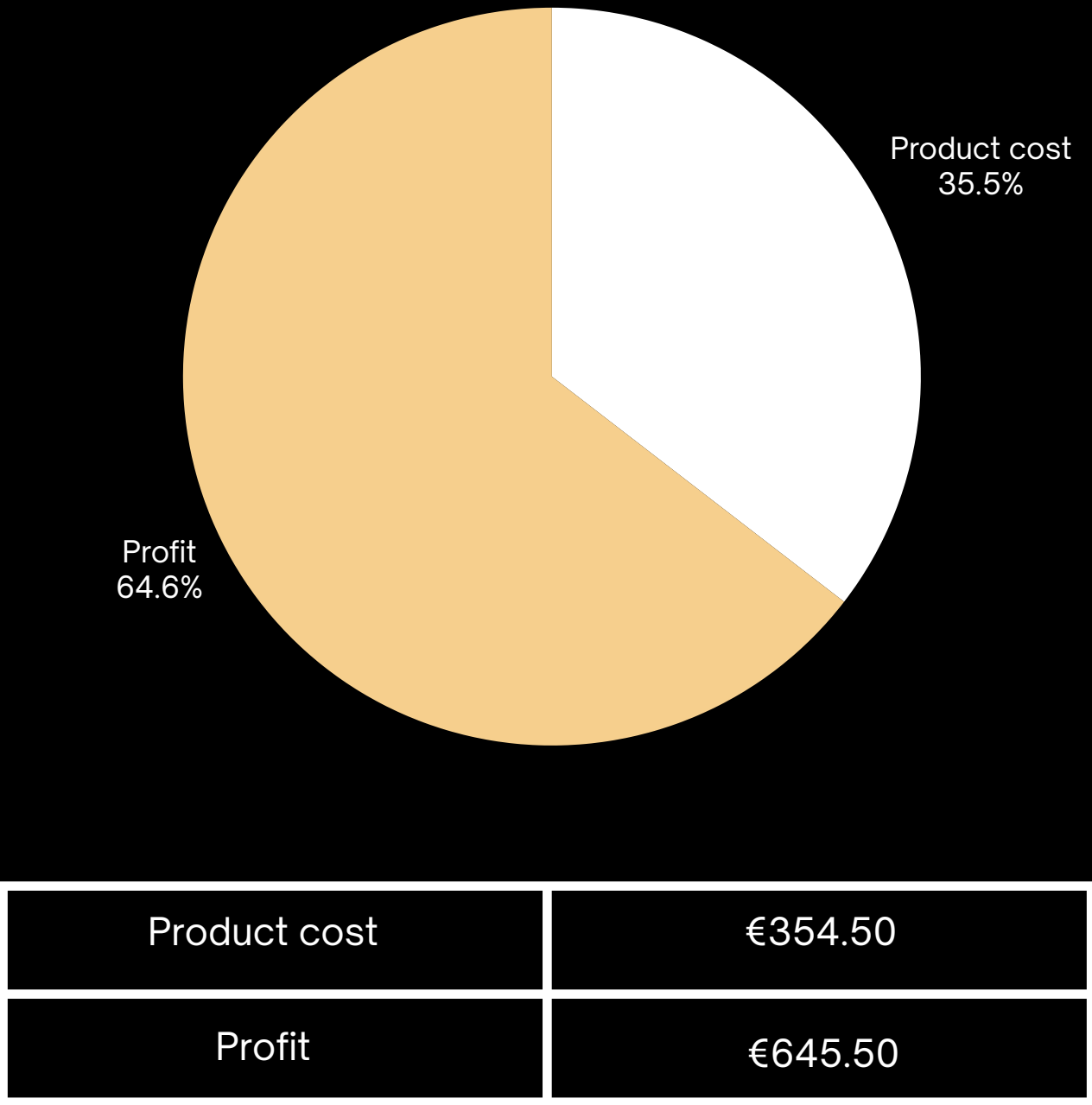
Revenue by year, shown in Euros

[Find more financial details](#)

PROFIT MARGINS FOR BUSINESS CLIENTS



Aromatic •89• constantly focuses to give business clients best profit margins.



e.g. Selling 1000€ worth of home fragrances at retail prices without VAT

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A R O M A T I C

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