

INNERSY[®]

INTRODUCTION

For 20 years, INNERSY has been a trusted brand in underwear. Understanding that women often drive purchase decisions within the home, INNERSY is re-positioning itself as a one-stop shop for moms, dads, kids, and teens while staying on the forefront of comfort and style.

OUR VISION

INNERSY understands that while everyone is equal, each body is unique. With that in mind, our products provide a flattering and comfy fit to suit the needs of every shape and size. We envision a world where all body types can find the perfect innerwear for their everyday lives. INNERSY brings accessible, affordable comfort to all!

OUR PURPOSE

INNERSY exists to provide the best in comfort, quality, and style from our family to yours.

OUR MISSION

From working from home to hitting the gym to purchasing innerwear for her fast-growing kids, a mother's job is never done. We make it easy and affordable to stock up on all her family's essential innerwear needs. INNERSY products offer a wide array of options—bringing the whole family together.

OUR CULTURE

Just like yours, INNERSY is a family. Bridging the gap between a flattering fit and style for all, we are committed to crafting real comfort for real people.

INNERSY goes the extra mile to ensure that we are listening to the needs, concerns, and desires of our customer—you! The result? A reliable, finely-tuned product that's always the perfect fit.

OUR VALUES

- 1. A FIT for ALL:** Like you, INNERSY innerwear comes in an array of shapes, sizes, and colors to provide all the coverage you'll need for work, play, and everything in between, day or night.
- 2. Made for Life:** Live life comfortably, trusting that our innerwear's comfy cotton materials keep you covered
- 3. Real Simple:** Experience real comfort and simplicity—thanks to our natural soft cotton and breathable materials.
- 4. Happier Together:** From your spouse and yourself to your little ones, INNERSY has great options for the whole family at prices you can feel great about.



MOM IN CHARGE

Married, Female, Age: 42, Professional, Income: \$125K

When life gets tough, this mom gets tougher. By purchasing underwear from a reliable and cost-effective brand like INNERSY, she ensures that her teenage daughter stays safe from embarrassment with full coverage leakproof period underwear and her son stays comfortable in huggable knit shorts for the big game.



SIMPLE SAVER

Married, Female, Age: 30, Office Admin, Income: \$75K

This stylish office administrator has trouble finding underwear that flatters her body and provides all the coverage she needs. After researching the best quality, materials, and cost, she breaths a sigh of relief when she finds INNERSY—an underwear brand suitable for all bodies.



ABOVE AVERAGE JOE

Single, Male, Age: 36, Sales, Income: \$90K

No matter where the road leads, this above-average Joe needs support that moves with him. INNERSY keeps up by crafting the perfect stretchy boxer briefs to suit his needs—from the mesh material to the snug fit. The comfortable waistband and long leg style keep his workouts running smoothly.

Brand Impact and Brand Voice

Brand Impact: Real comfort for real people.

Brand Voice: INNERSY products empower you to feel good in your skin—no matter your shape, size, or walk of life. From mothers to single dads holding down the fort, INNERSY designs innerwear for everyone and every-body.

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