



Saé 1-04/1-05

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Floatee in Japan



Floatee.fr



albarqex.com

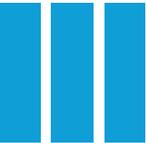


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- Choice of our product
- History and presentation of our company
- Export potential of the product
- Our marketing strategy

An anti-drowning T-shirt

- Automatic or manual detection
- Clear airway
- UV protection
- 149 € / T-shirt
- Certification (ISO 12402)
- Rechargeable cartridge (recurring revenue)



Floatee.fr



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An anti-drowning T-shirt

	Floatee	Orange vest	Blue vest
Designed to save life	✓	✗	✓
To be worn out of the water	✓	✗	✗
Nose and mouth out of the water	✓ IN LESS THAN 5 SECONDS	NOT GARANTEED	< 10 SECONDS (ACCORDING TO TYPE)
Sun protection (anti-UV UPF 50+)	✓	✗	✗

Floatee.fr

- A real revolution
- Surpass obsolete products (in relation to the current time, activities, etc.).

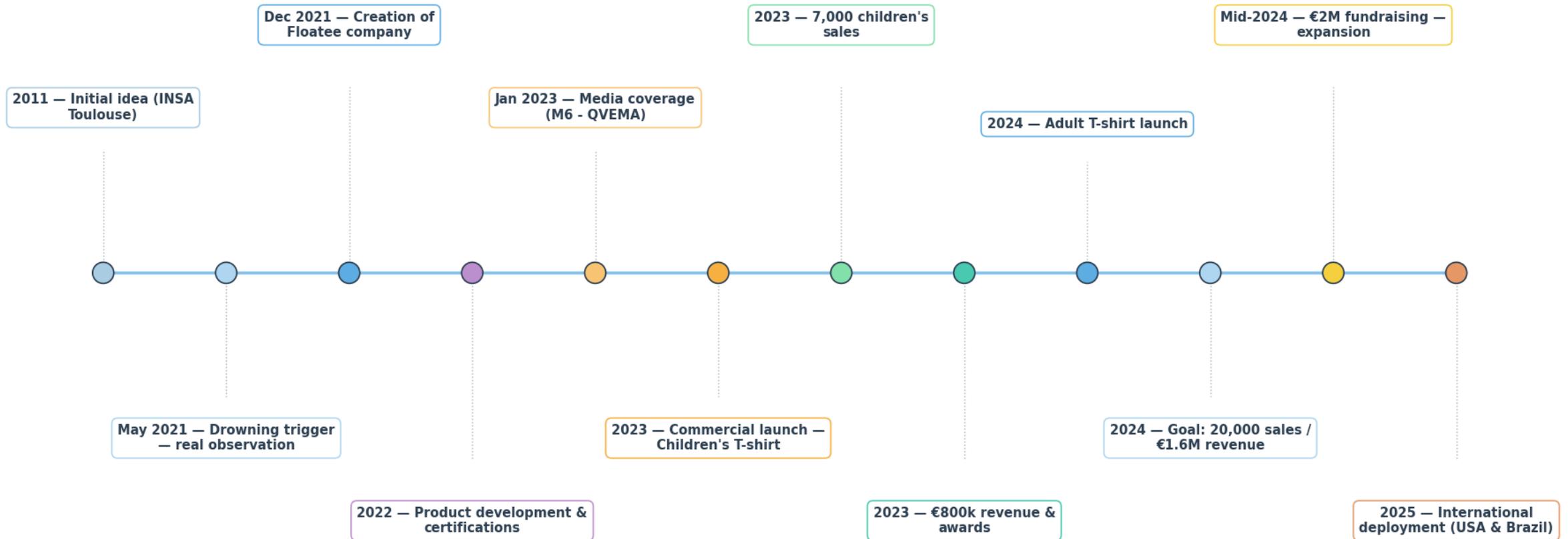
An anti-drowning T-shirt

- Product presentation video



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An innovative company



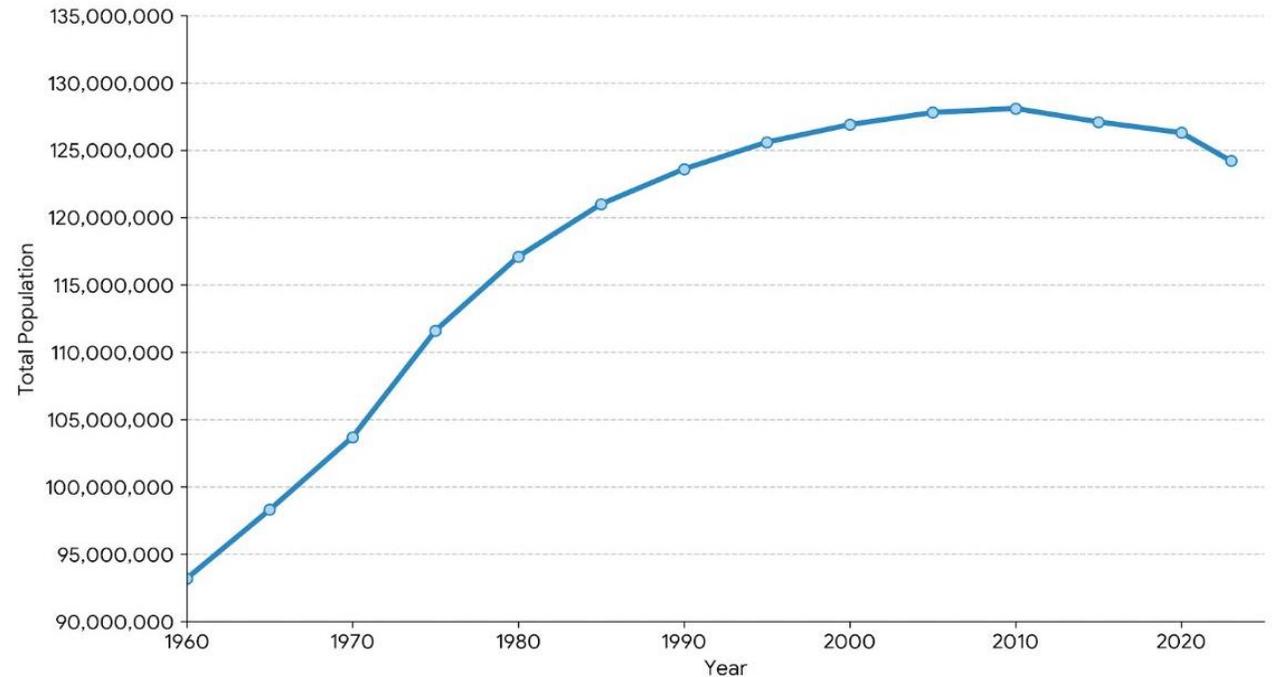
Export potential of the product



vecteezy.com

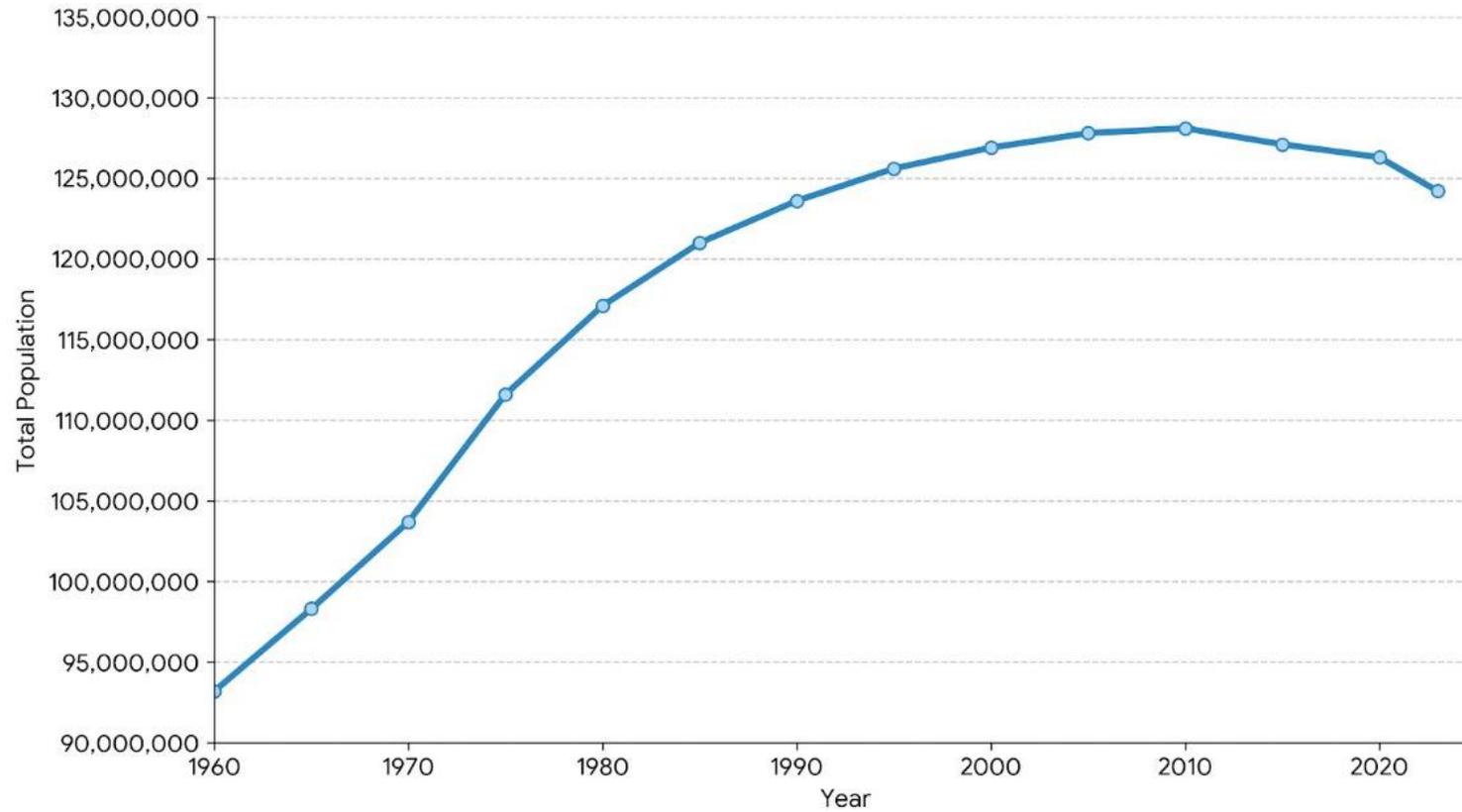
Potential future clients

- Japanese population
- Population twice as large as France
- Aging population



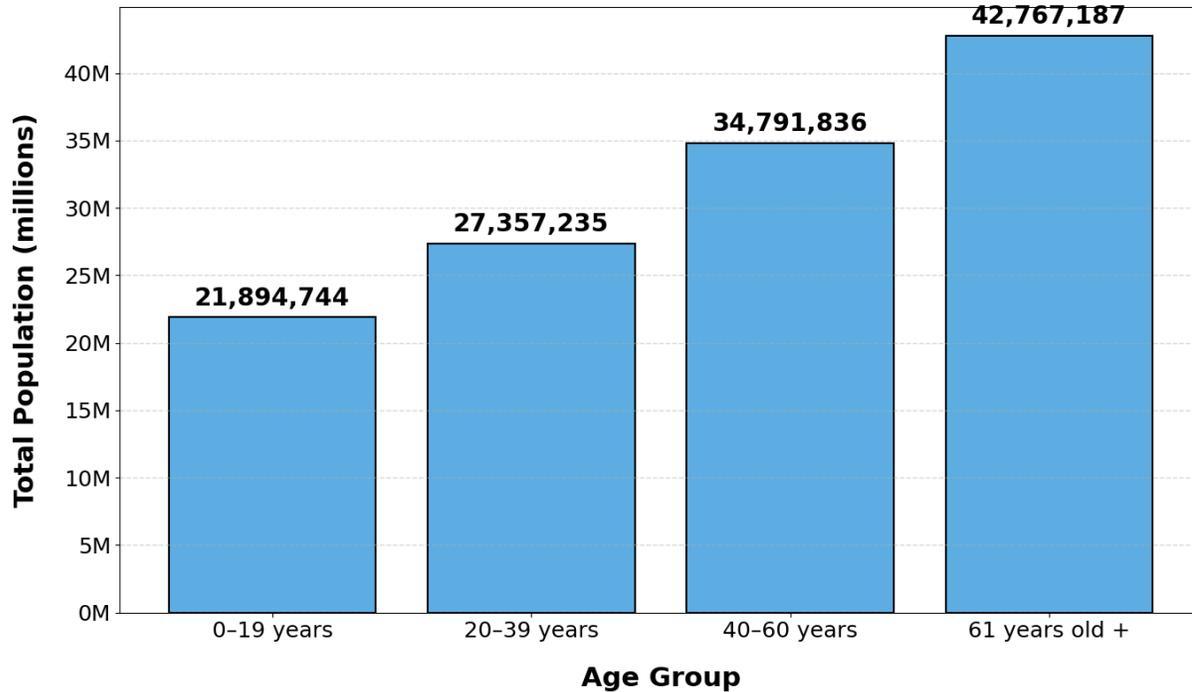
donnees.banquemondiale.org

Potential future clients

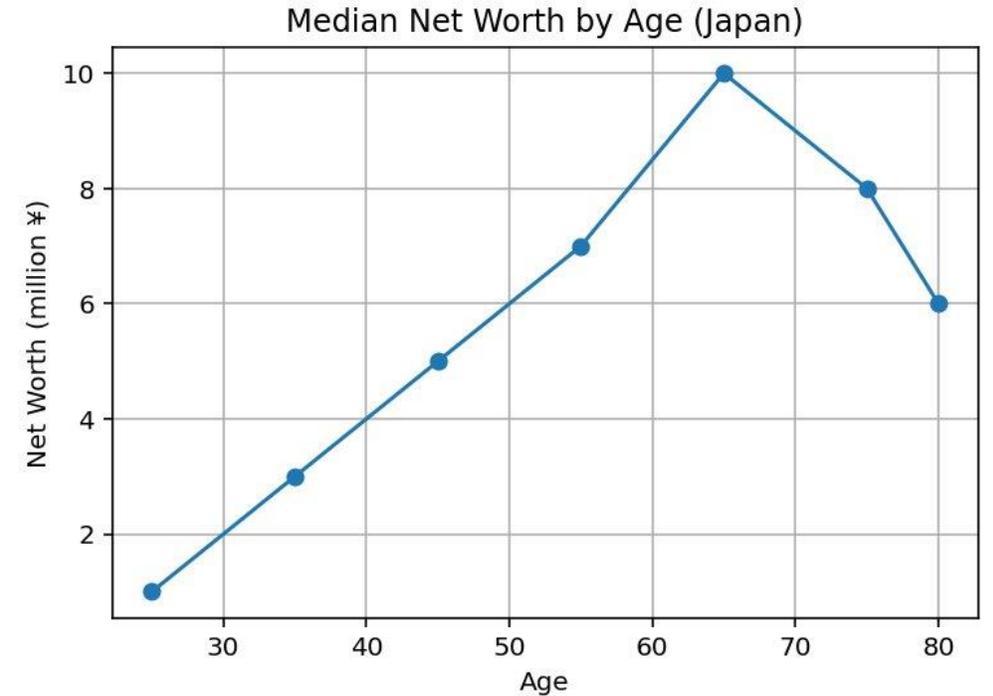


donnees.banquemondiale.org

Potential future clients



donnees.banquemondiale.org



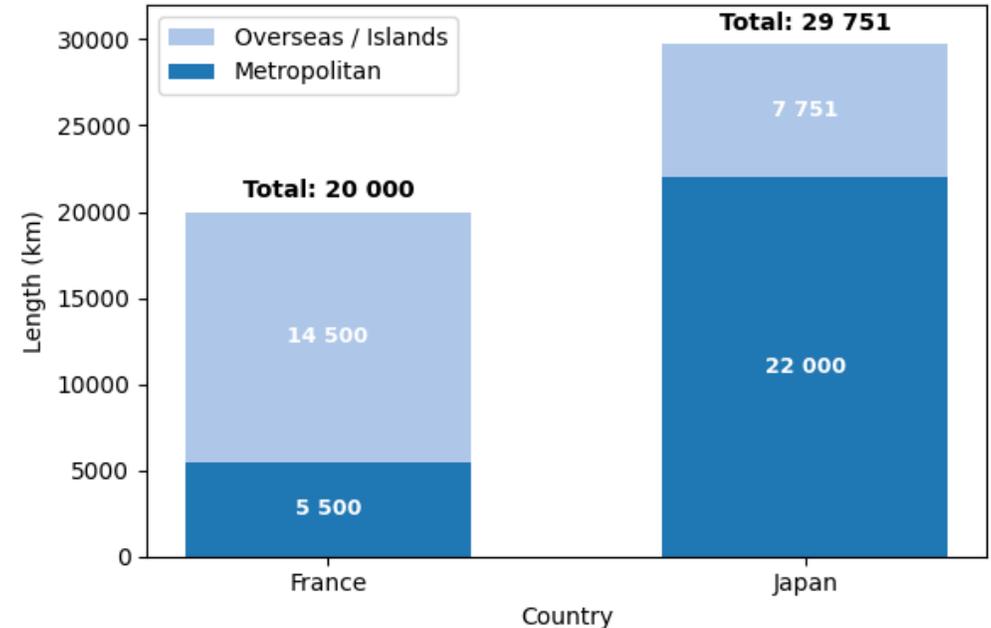
e-stat.go.jp

1 million ¥ = 5,427 € (January 2026 exchange rate)

Our environment

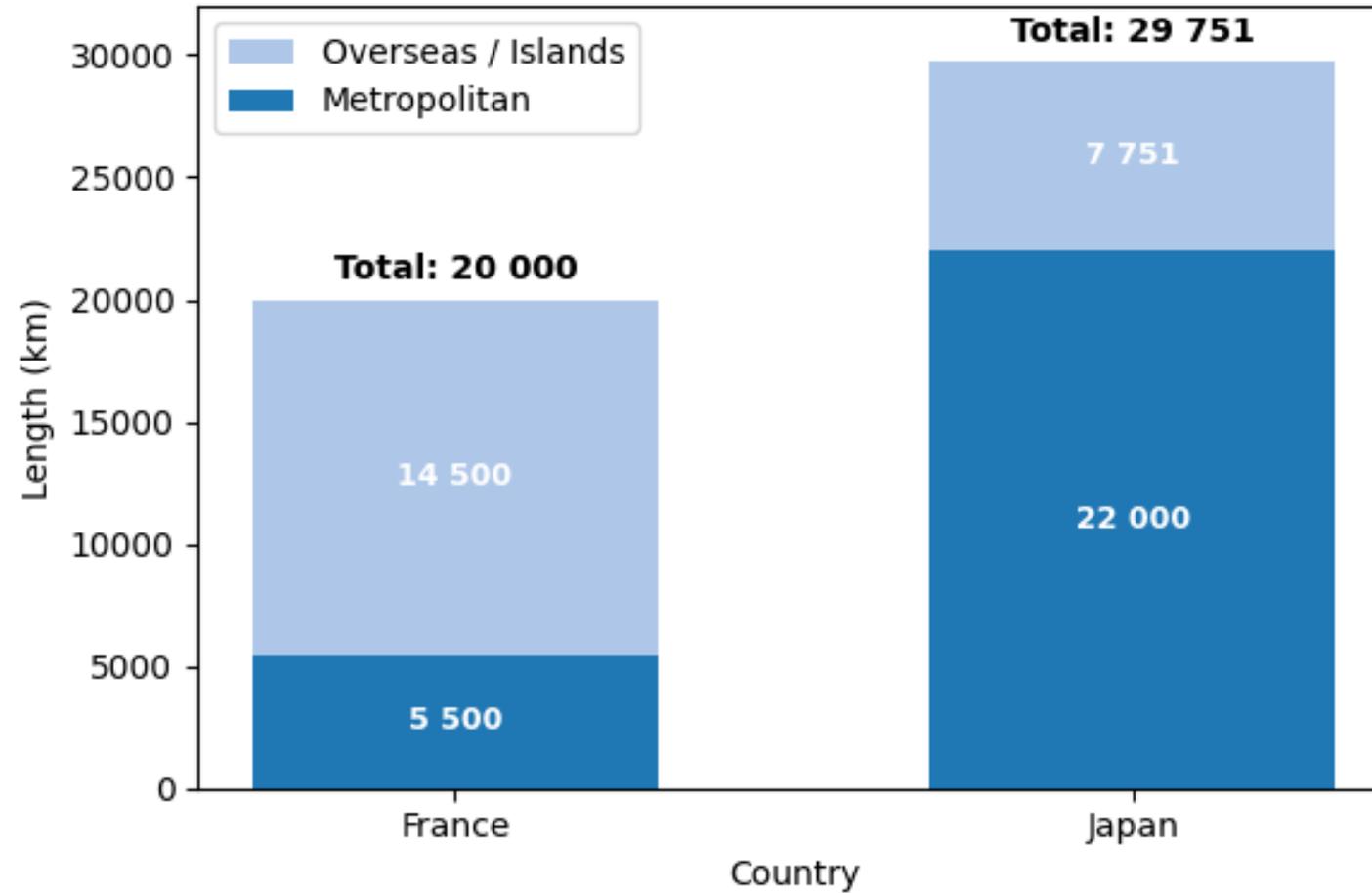
- Japanese coastline vs French coastline
- Japanese coastline significantly longer than France's

Coastline length (km)



Japan-experience.com

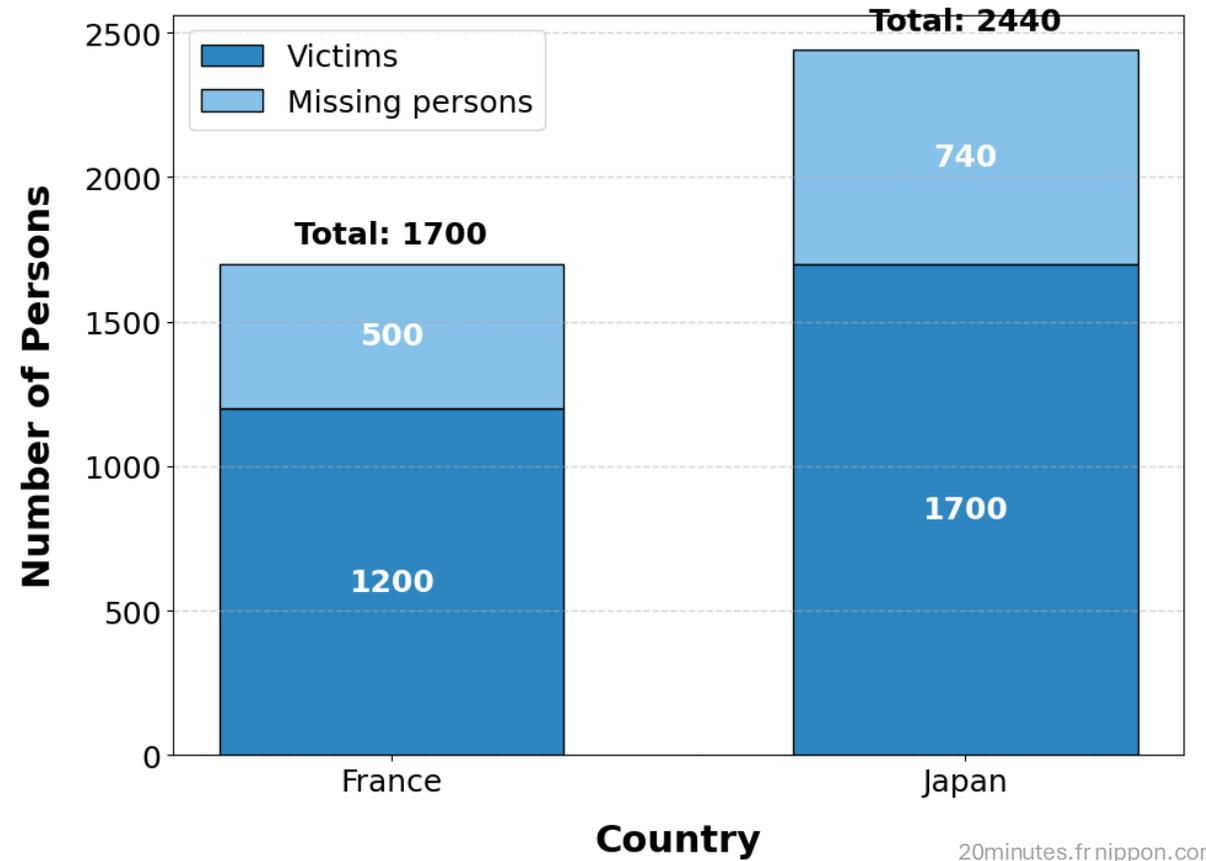
Our environment



Japan-experience.com

Drownings in Japan

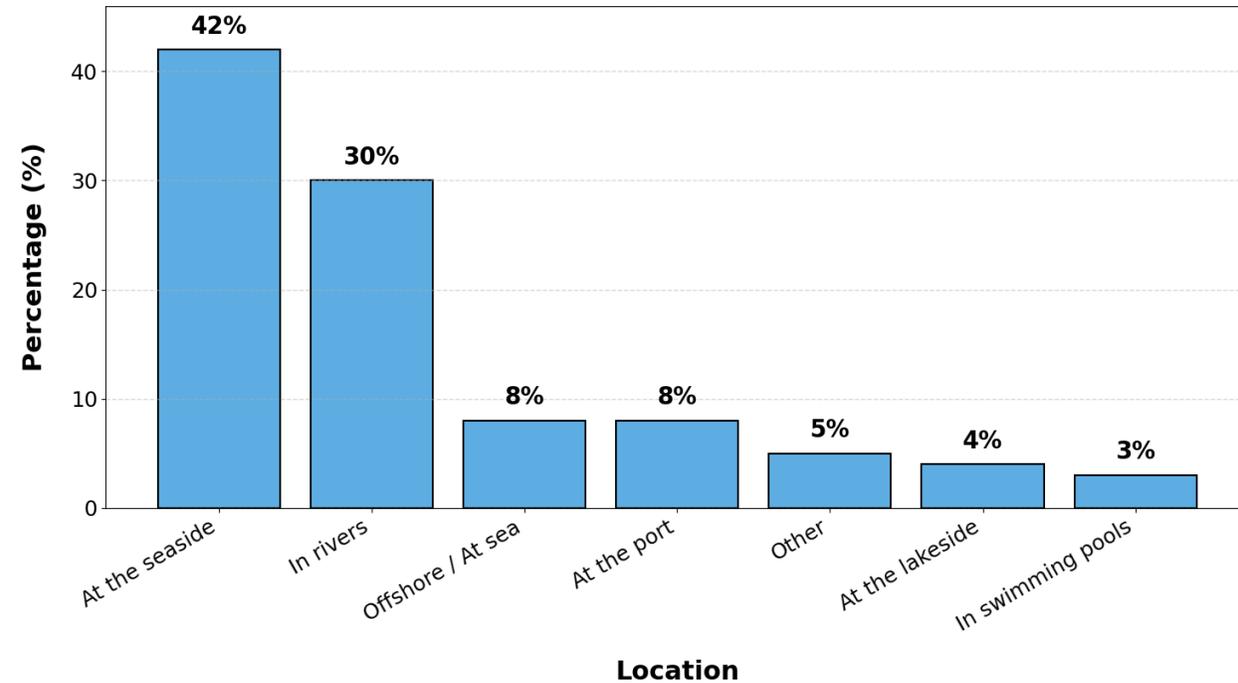
Number of victims and missing persons in 2024



Drownings in Japan

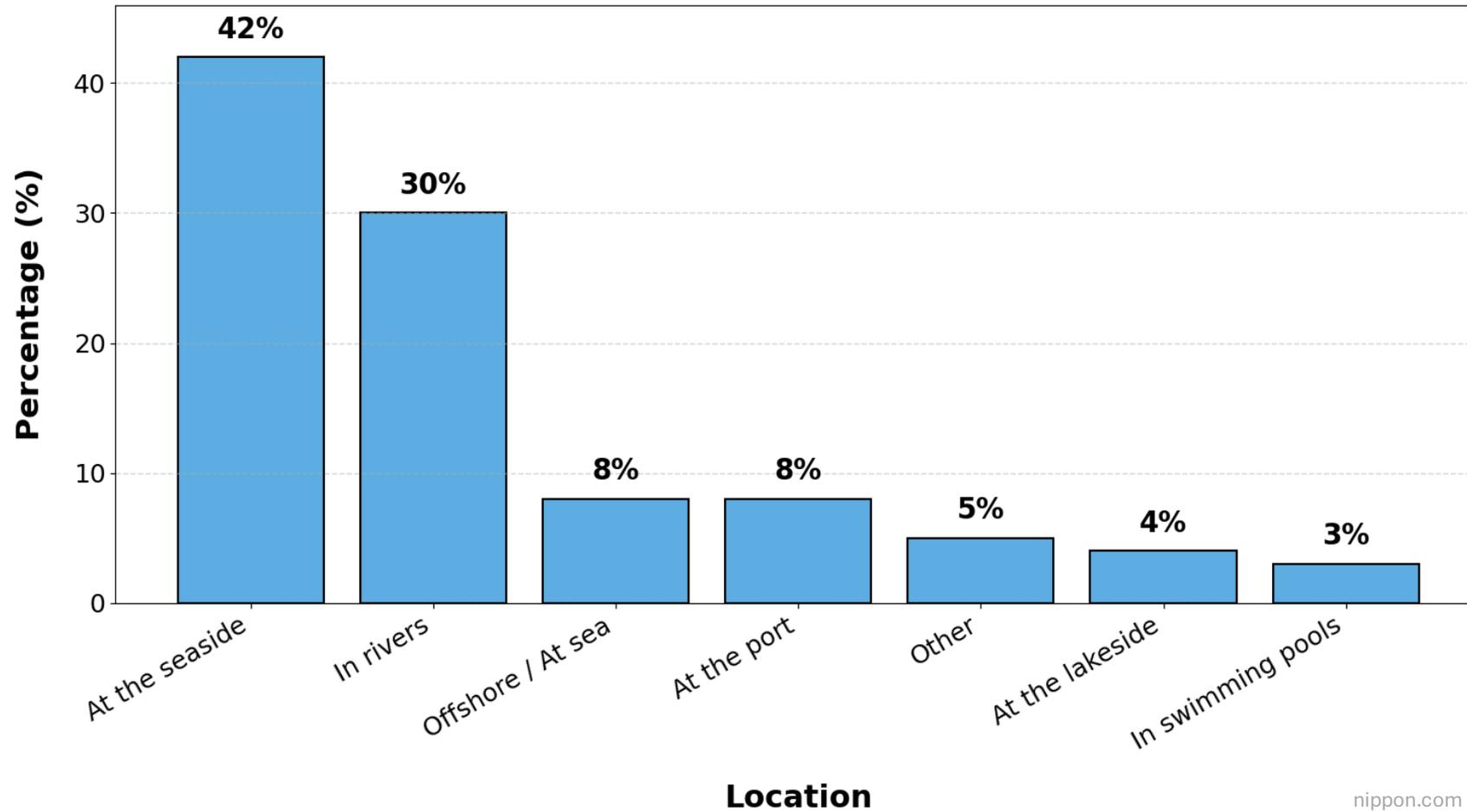
- Natural environments: seaside, rivers
- Main causes: inattention, lack of vigilance

Deaths by area



nippon.com

Drownings in Japan

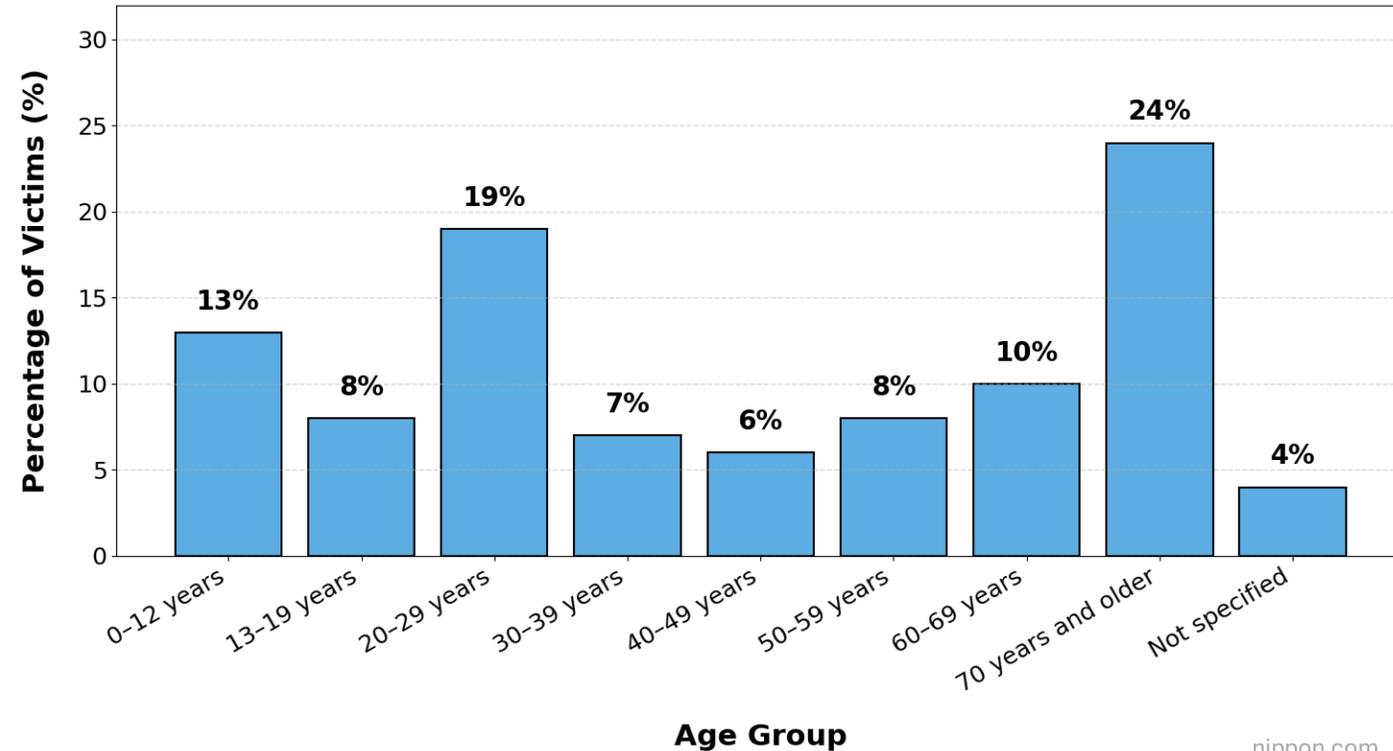


nippon.com

Drownings in Japan

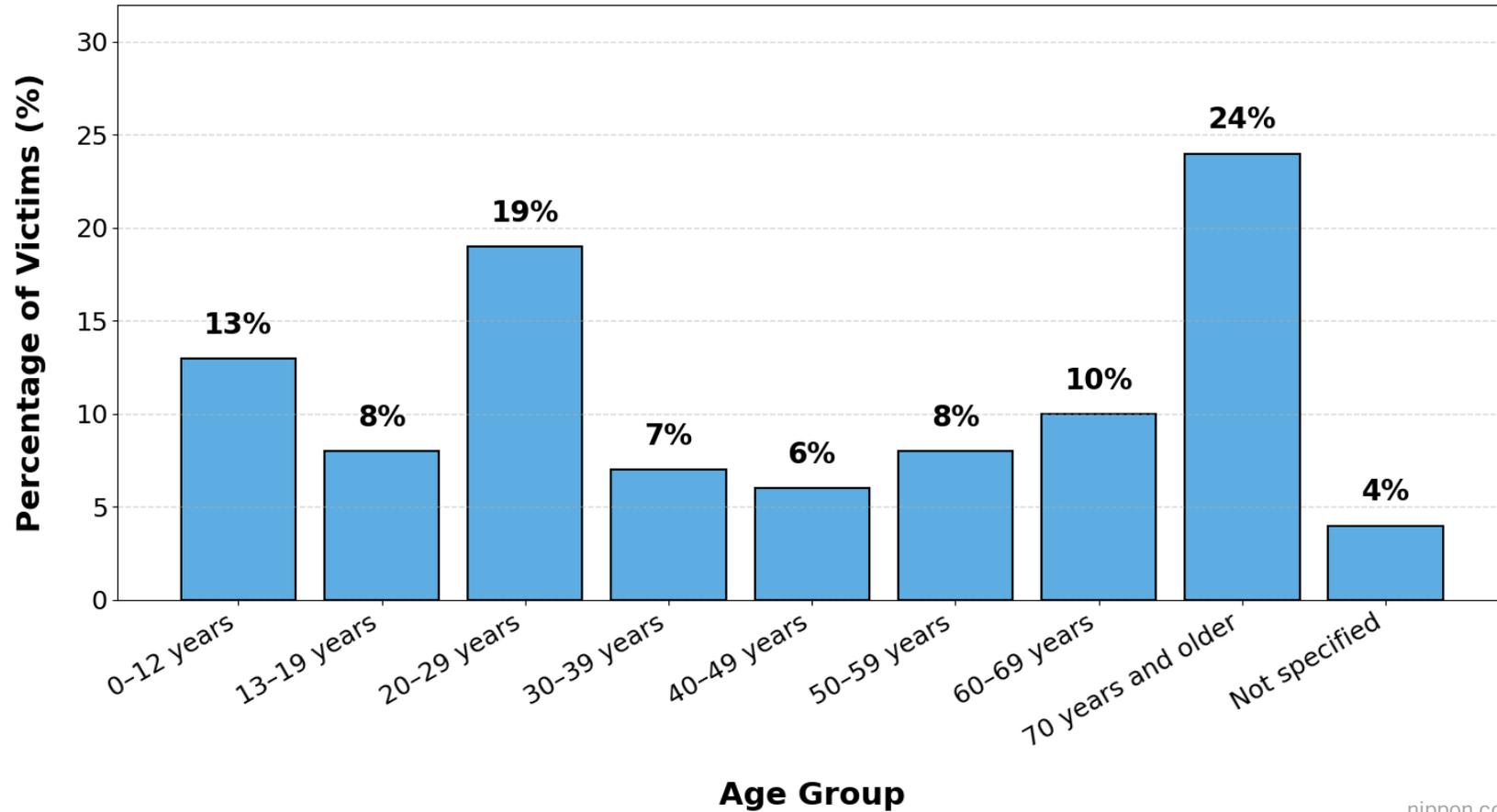
- Three age groups affected (0–12 years, 20–29 years, 70 years and older)

Deaths by age



nippon.com

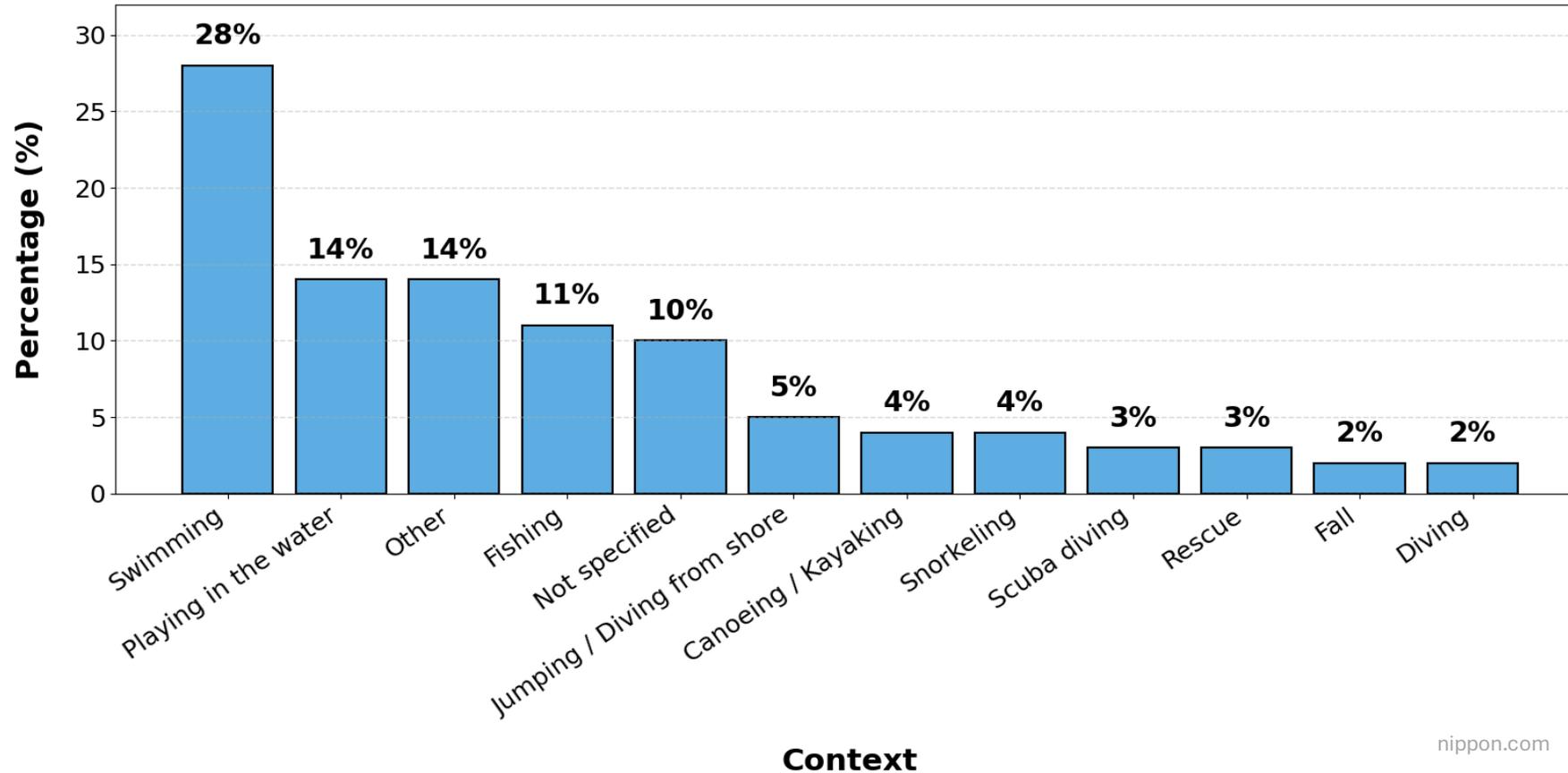
Drownings in Japan



nippon.com

Drownings in Japan

Context of deaths

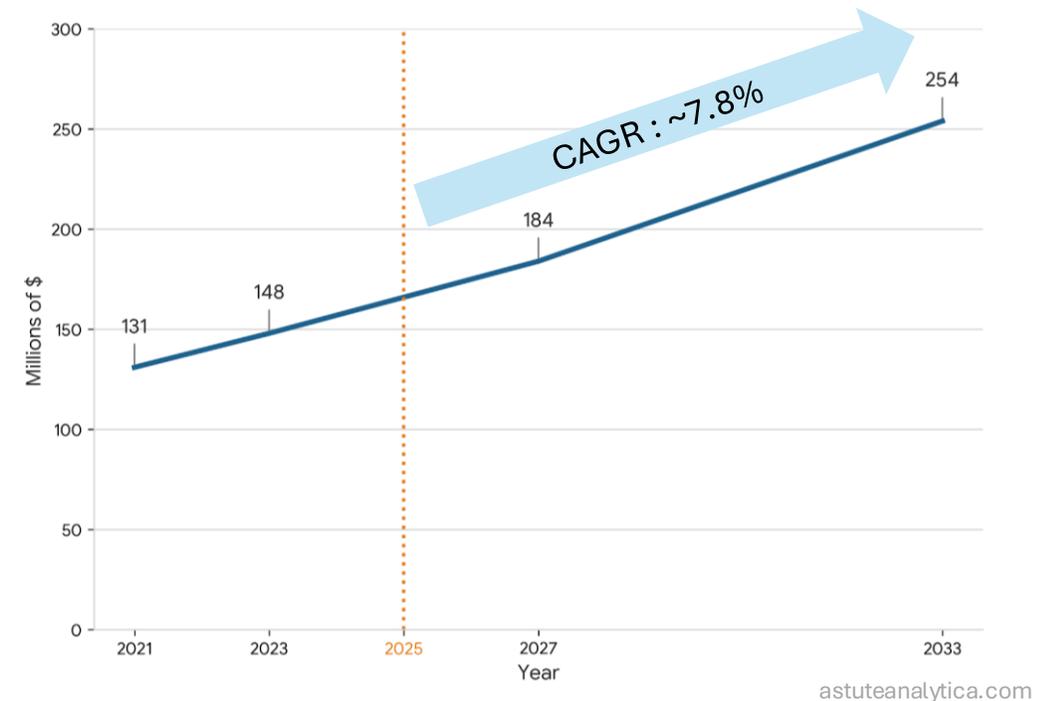


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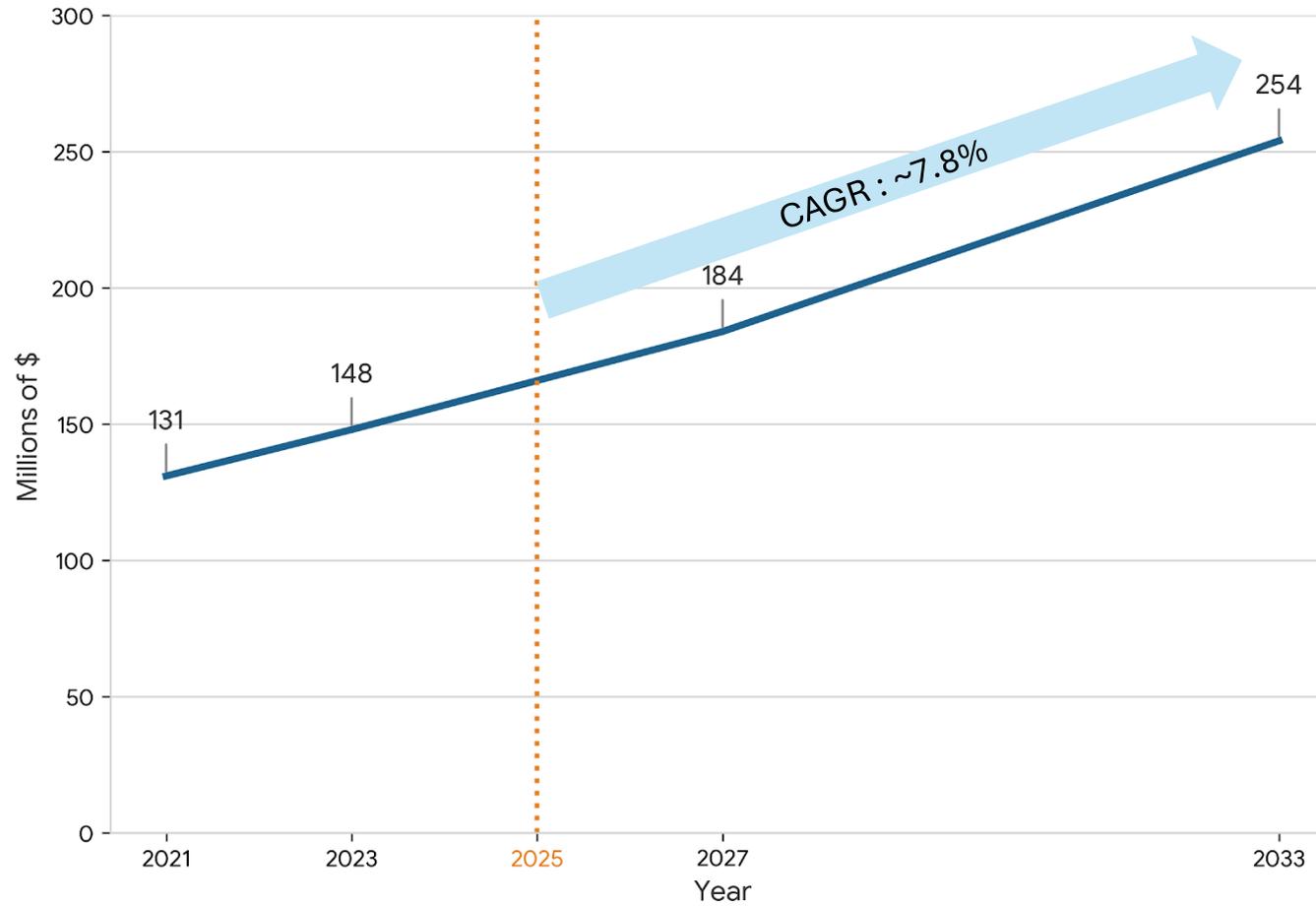
Key figures

- 2023: \$148–150M
- 2033: \$254M (almost double 2021)
- Growing awareness of water safety.
- CAGR (Compound Annual Growth Rate)

Japanese life jacket market



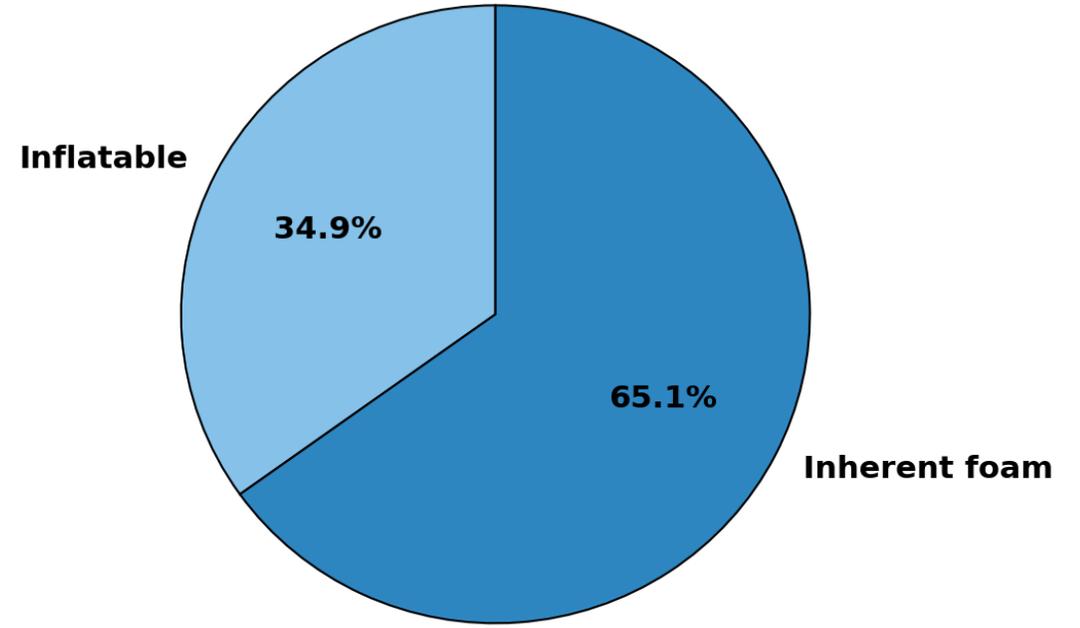
Key figures



astuteanalytica.com

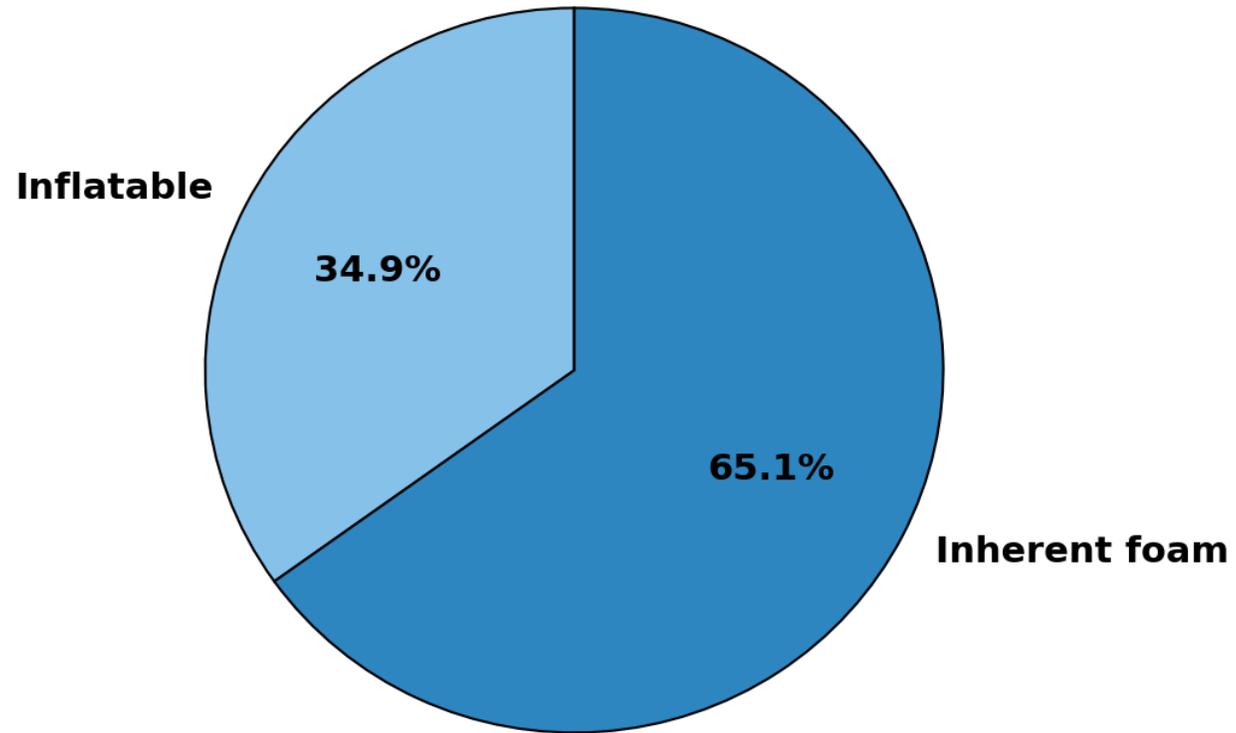
Key figures

- Life jackets: inherent vs inflatable



astuteanalytica.com

Key figures



astuteanalytica.com

Competition

- China: largest exporter
- Low-end life jackets, limited comfort
- USA: foam life jackets, ultra durable

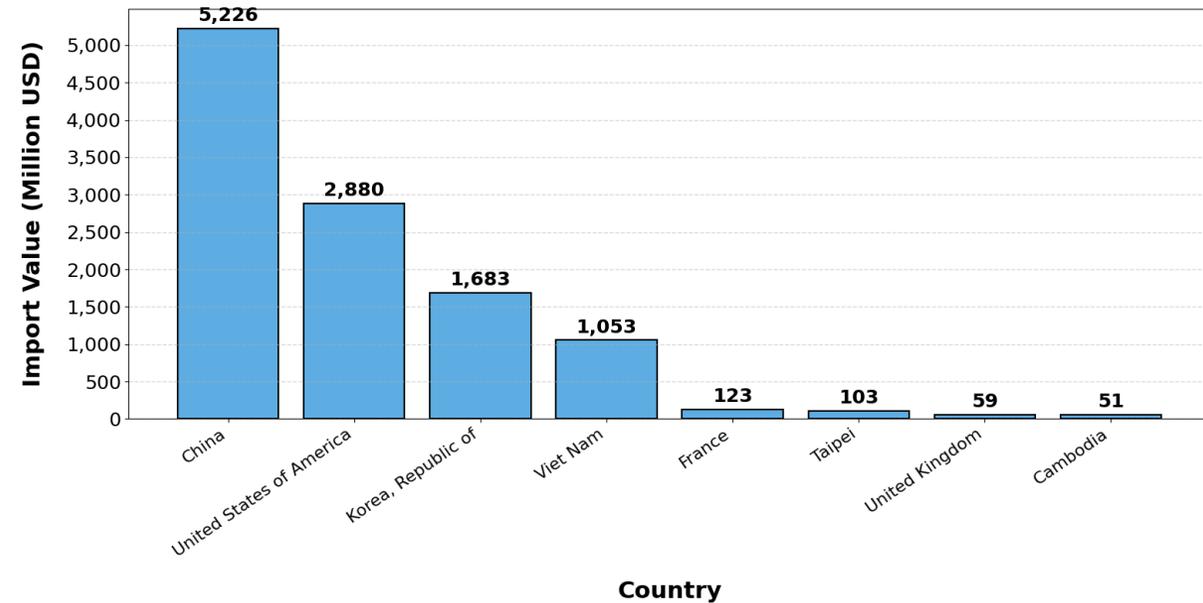


xingtaico



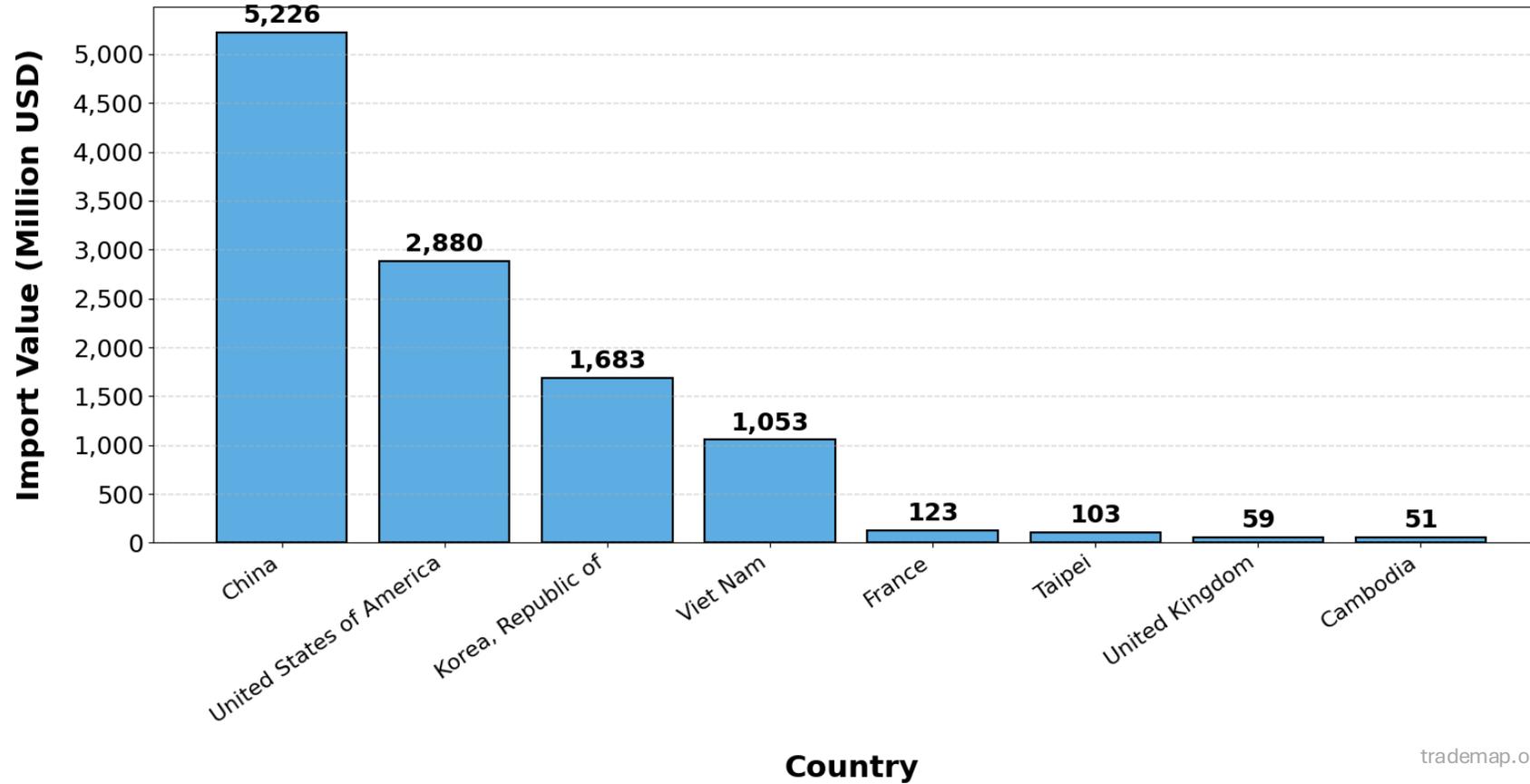
Mustang

Exports in millions of \$



trademap.org

Competition



Establishment in Japan

Cost	France	Japan
Selling price	150€	29300¥ ---> 160€
VAT (20 % and 10 %)	-30€	-16€
Custom fees	0€	0€
Logistics	-2€	-12€
Production cost	-40€	-40€
Advertisement	-10€	-20€
Net sales	68€	72€

amazon.co.jp

Japan Fishing Market & Solution

- **6,000,000 fishers**
 - 5,850,000 amateurs
 - 150,000 professionals
- **Mandatory life jackets on boats**
- **Pro-focused innovation**
 - Collaboration with professional fishermen
 - Improve buoyancy → Japanese regulations
 - Enhanced mobility and agility
 - Integrated geolocation
 - The Life-Saving Jacket

Our display

- Beach
- Ports
- Word of mouth



gemini.google.com

PESTEL

POLITICAL

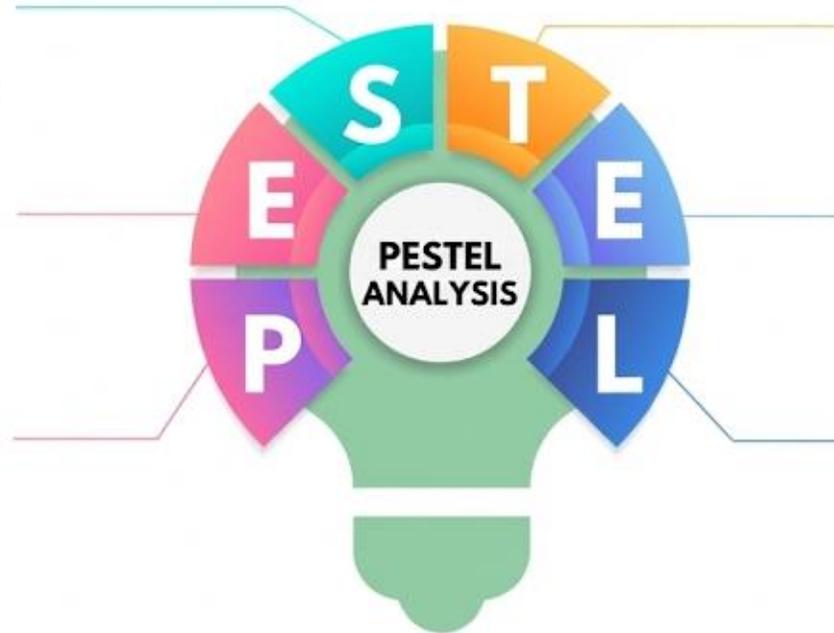
- Public safety
- Risk prevention
- Support for innovation
- School programs

ECONOMIC

- Purchasing power
- Water sports
- Coastal tourism
- Market growth

SOCIOCULTURAL

- Safety culture
- Discretion
- Aesthetics
- Coastal lifestyle



TECHNOLOGICAL

- Patented innovation
- Integrated buoyancy
- Reliability
- Discreet technology

ENVIRONMENTAL

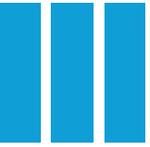
- Eco-responsibility
- Reduced sunscreen use
- Protection of oceans
- Durability

LEGAL

- Safety standards
- Certifications
- Import compliance
- Civil liability

Floatee: export potential in Japan

- Safety-focused culture
- Sun protection habits
- Strong interest in Made in France
- Innovative solution, real alternative



Thank you for your attention!

Together, let's save lives in Japan!