

DISCOVER

boavond

GO WITH THE FLOW!



Boaonda is not just footwear.

IT'S A LIGHT **WAY OF LIVING!**

Life is made of steps. Some take us far away, traveling and exploring new places. Others remind us to value the comfort of our home. And we were **born to bring well-being to the everyday life** of those who understand that feeling good also means being comfortable.

16 years ago, in Sapiranga – RS, these steps were taken toward a clear purpose: **to make a difference in people's routines**, eliminating discomfort and bringing pleasure to every walk.

Here, we believe in the power of lightness. **In the soft touch that makes you forget you're even wearing shoes.**

And of course, in the commitment to always deliver the best.

BECAUSE WE ARE NOT JUST A BRAND.

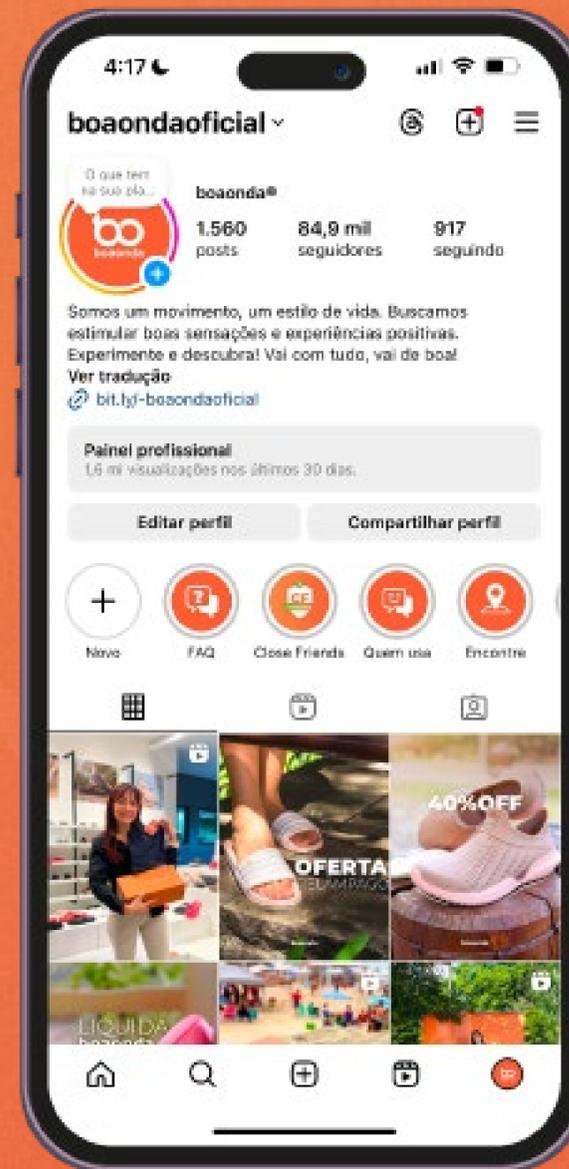
WE ARE A LIFESTYLE!

Today, we are present in **more than 30 countries**, **with 4,000 points of sale**, and a footprint across every state in Brazil.

A brand with 15 years of history and active work to improve the life and health of those who value well-being in their daily routine.

Currently, Boaonda's social media reaches more than

ONE AND A HALF MILLION PEOPLE WITH ITS DIGITAL CONTENT!



1,602,152

Views

29,7%
Followers

70,3%
Non-Followers



boaonda



GLOBAL PRESENCE

• ARGENTINA • BOLIVIA • CHILE • COLOMBIA • COSTA RICA • CUBA
• DUBAI • ECUADOR • GREECE • JAMAICA • KUWAIT • LEBANON
• LIBYA • MOZAMBIQUE • OMAN • PARAGUAY • PERU • PORTUGAL
• PUERTO RICO • RÉUNION ISLANDS • SAUDI ARABIA • SPAIN
• SURINAME • TAIWAN • URUGUAY • USA.



Meet Boaonda's parent brand: Mould. It delivers maximum quality in the development of products and services, using state-of-the-art technology in equipment, software, and raw materials. With more than 300 skilled employees committed to innovation, it keeps sustainability as a constant priority, generating new projects and transformations.

Today, it operates with three branches in Sapiranga/RS, a precise three-dimensional measurement system, and a machining department equipped to work with hardened steel of up to 60 HRC in a High-Speed machining center.

**INNOVATION, SUSTAINABILITY,
AND TECHNOLOGY!**



Sustainability

AND SOCIAL RESPONSIBILITY!

We encourage a journey toward the future through immediate actions with medium- and long-term results.

And there's nothing better than making this journey with Boaonda's comfort, **in environmentally responsible, durable models that look toward the future** with greater intensity each season!



100% of our products use no raw materials of animal origin.



0% of waste is sent to landfills or any type of disposal that harms nature.



100% of aluminum molds are recycled and transformed into new parts, extending the material's lifecycle.



100% of our electricity is Clean Energy — fully renewable and environmentally friendly.





MODELS

FEATURED

Our footwear is a **benchmark in comfort and lightness, combining modern design with high-performance materials.**

From TR to EVA, each model offers durability, softness, and well-being to enhance our consumers' lifestyle.

**FLIP-FLOPS / CLOGS / SNEAKERS / SHOES / BOOTS
KIDS / WOMEN / MEN**



MAIN TECHNOLOGIES



MAXISENSE

THE BEST INSOLE IN THE WORLD!

- The only insole with real impact absorption for your feet.
- Made 100% in PU.



LITESENSE

THE DEFINITION OF LIGHTNESS!

- Made entirely of EVA and 100% Brazilian.



COMFORTECH

GUARANTEED DURABILITY AND COMFORT

- Uppers and outsoles developed in TR to provide greater protection and softness.



MUV SOLE

THE TECHNOLOGY THAT FOLLOWS YOUR EVERY STEP!

- Excellent grip for stability.

- OTHER HIGHLIGHTS -



INSOLE ACTIVE / LIGHTNESS OF E.V.A WITH ANTI-BACTERIAL FABRIC



INSOLE SCRAPTECH / UP TO 70% OF RECYCLED MATERIAL



TECHNOLOGY MUV / EXCELLENT GRIP, GENERATING STABILITY



MADE IN BRAZIL



PHTHALATE FREE



ANTIBACTERIAL AND ANTI-ODOR



95% OF THE WASTE IS RECYCLED AND REUSED



HIGHLY REDUCED CO₂ EMISSION



ANTI-DEFORMITY



RECYCLABLE

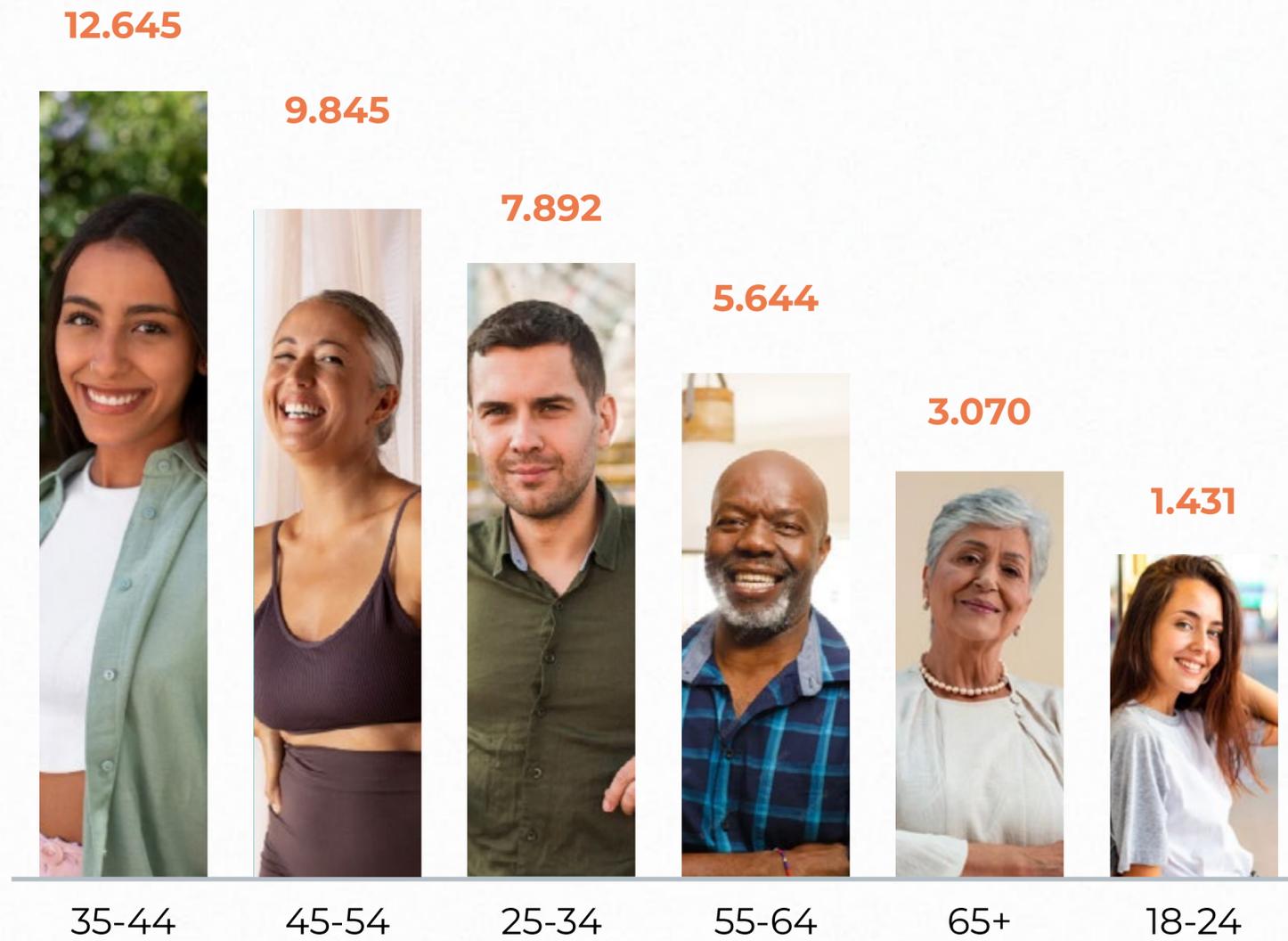
The image shows two women sitting on a bench outdoors, engaged in conversation. The woman on the left is smiling and looking towards the woman on the right. The woman on the right is looking back at her. The entire scene is overlaid with a semi-transparent orange filter. Large, bold, white text is centered over the image, reading "DIGITAL PERSONA AND SALES CHANNELS".

DIGITAL PERSONA AND SALES CHANNELS

- CONSUMERS -

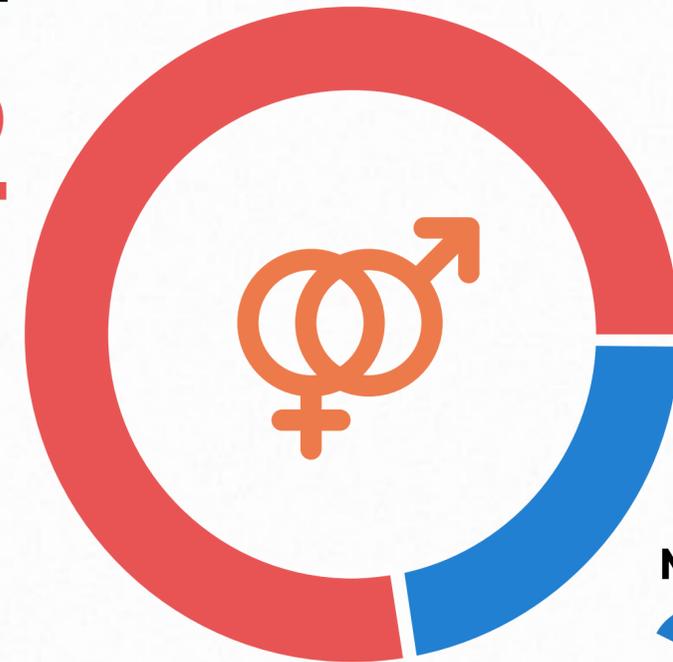
DATA BASED ON 35,000 E-COMMERCE ORDERS!

AGE GROUP



GENDER

FEMALE
74%



MALE
26%

- CONSUMERS -

DATA BASED ON 35,000 E-COMMERCE ORDERS!

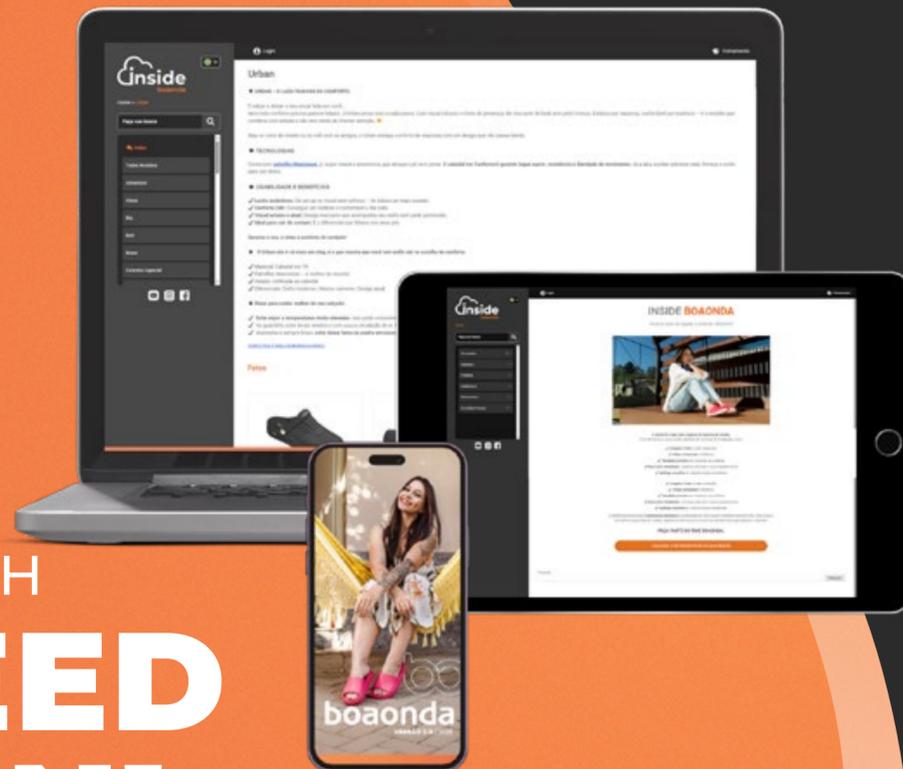
MAIN PRODUCTS



inside

RETAILERS ALREADY
PURCHASE PRODUCTS WITH
**GUARANTEED
PROMOTION!**

- Standard e-commerce background **photos from all angles.**
- **Descriptions, measurements, and technologies** for every model.
- **Photos and videos produced** in campaigns with models and special locations.
- Constantly **updated catalog.**



inside

A PLATFORM THAT **PROVIDES PROMOTIONAL
AND ADVERTISING MATERIALS SO CLIENTS
CAN BOOST THEIR SALES!**

ACCESS THE PLATFORM:

ENGLISH

SPANISH

PORTUGUESE

bo

boaonda

 boaonda.com.br

 [@boaondaoficial](https://www.instagram.com/boaondaoficial)