

May 2023 | Market developments in the age of disruption

foodora



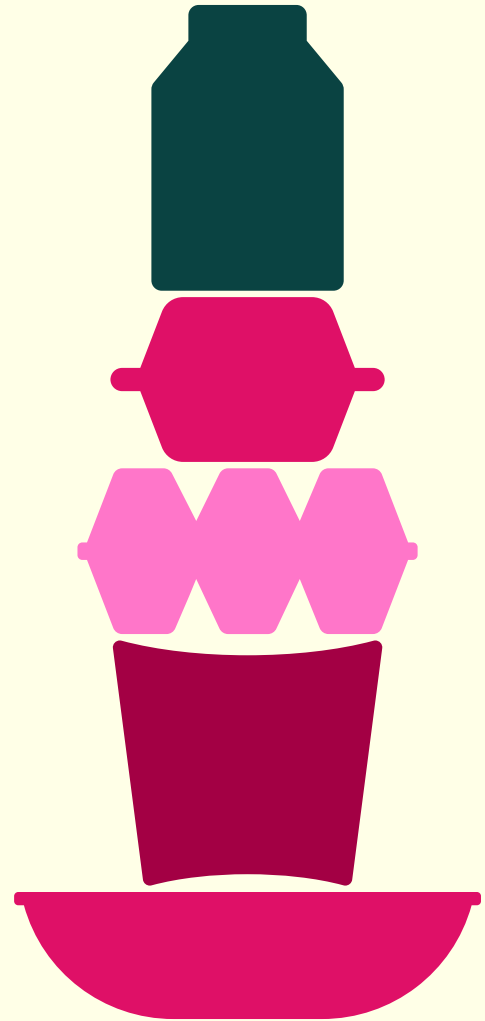
istockphoto



Our mission statement

We believe that freedom can be delivered.

We promise our customers to deliver everything, everywhere, for everyone, 24/7 within 30 minutes.





1. How do we get there?

1. How will we deliver?

How do we get there?

Shops - flowers, tech, convenience goods

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foodora currently has over **600+ shops** on our platform which means that you can get a lot of different things to your door in **30 minutes**.



Groceries



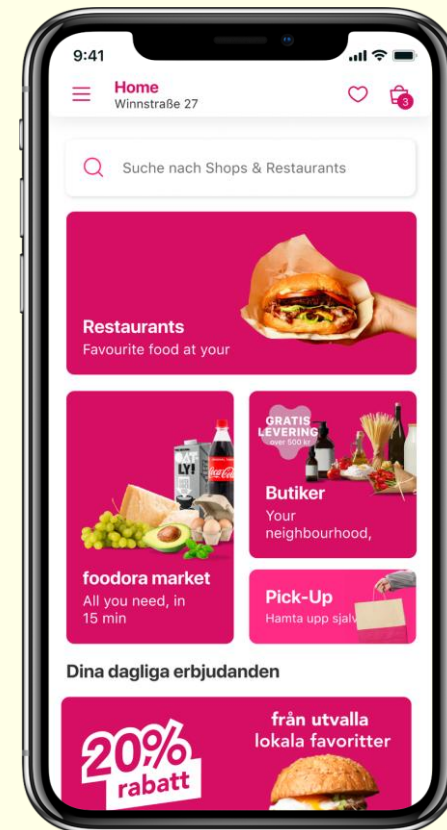
Tech



Convenience

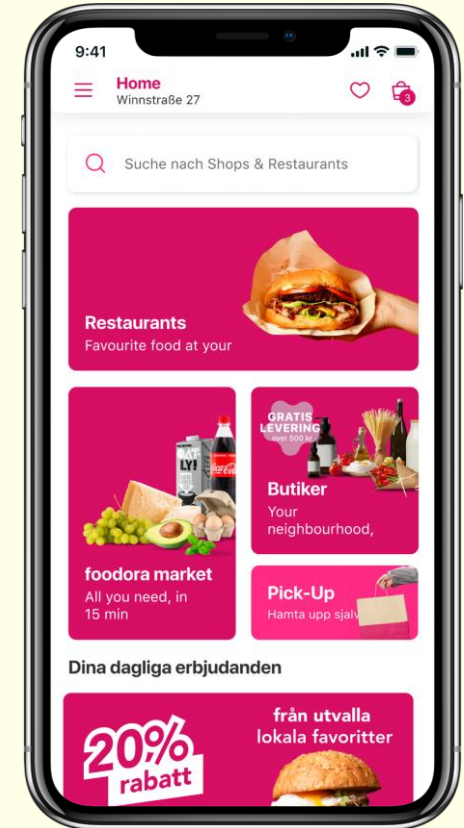


Flowers



Dark stores - foodora market

We have **22 dark stores** across Sweden, the stores have an optimized layout for fast picking and they are centrally located which allows for deliveries in less than **30 minutes**.



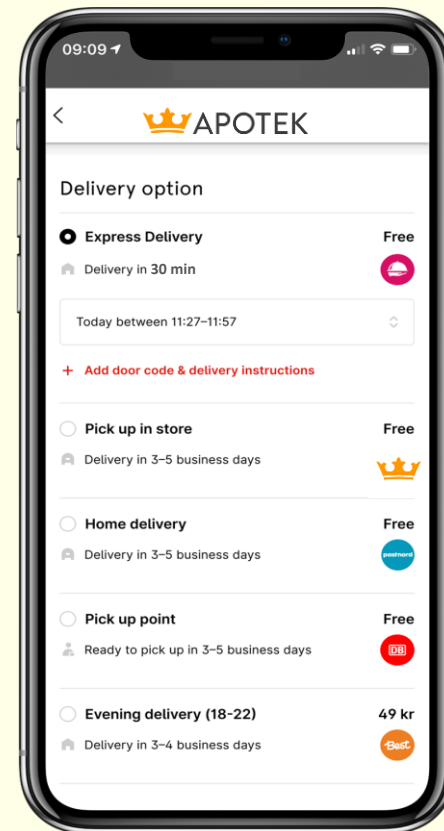
Foodora GO - Logistics as a Service - B2C, B2B, C2C

foodora Go will be the fastest option for any type of delivery!

Get your online pharmacy order, or other e-retailer order in **30-60 minutes** instead of days (B2C).

Send important documents from your office to your law firm in less than **30 minutes** so that you don't have to mail them (B2B).

Get your Marketplace order delivered to your door instead of going to pick it up yourself (C2C).

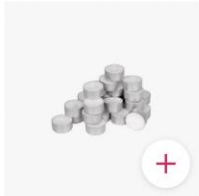





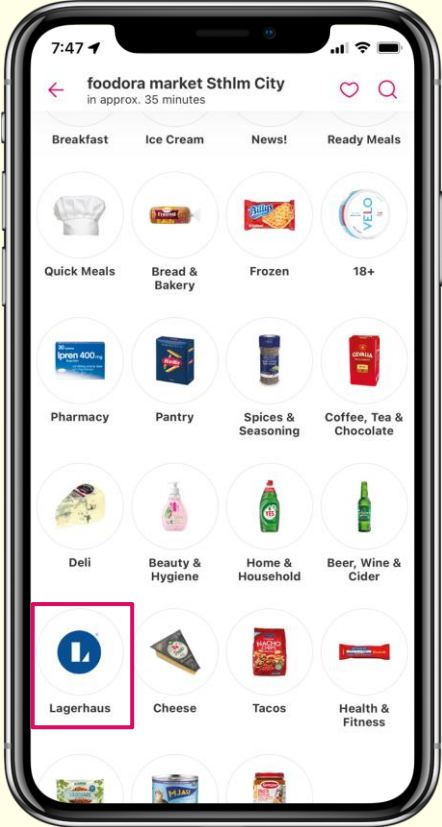
Micro fulfillment centers - Next generation e-commerce

Small, hyperlocal warehouses enabling deliveries from large e-retailers in less than **30 minutes**.

We have just scraped the surface by using our dark stores as micro fulfillment centers for companies like **Lagerhaus** and **Jollyroom**.

We stock some of their items and allow for same-day delivery!

			
74,95 kr	89,95 kr	89,95 kr	89,95 kr
Tea Light Candle Wax 30 Pieces 2,50 kr/piece	Scented Candle Peach 89,95 kr/piece	Handtvål Grapefrukt 500ml 179,90 kr/l	Scented Candle Verbena / Lemongrass 89,95 kr/piece



How will we deliver?



Doora - Sweden's QC delivery robot

Robot deliveries will enable us to deliver seamlessly and efficiently in the city centers 24 hours a day.

Doora is powered by semi-autonomous self-driving technology created by Teraki.

The robot is also employed by **Ericssons 5G** sensors which enlarges the autonomous vehicle's understanding of its environment.

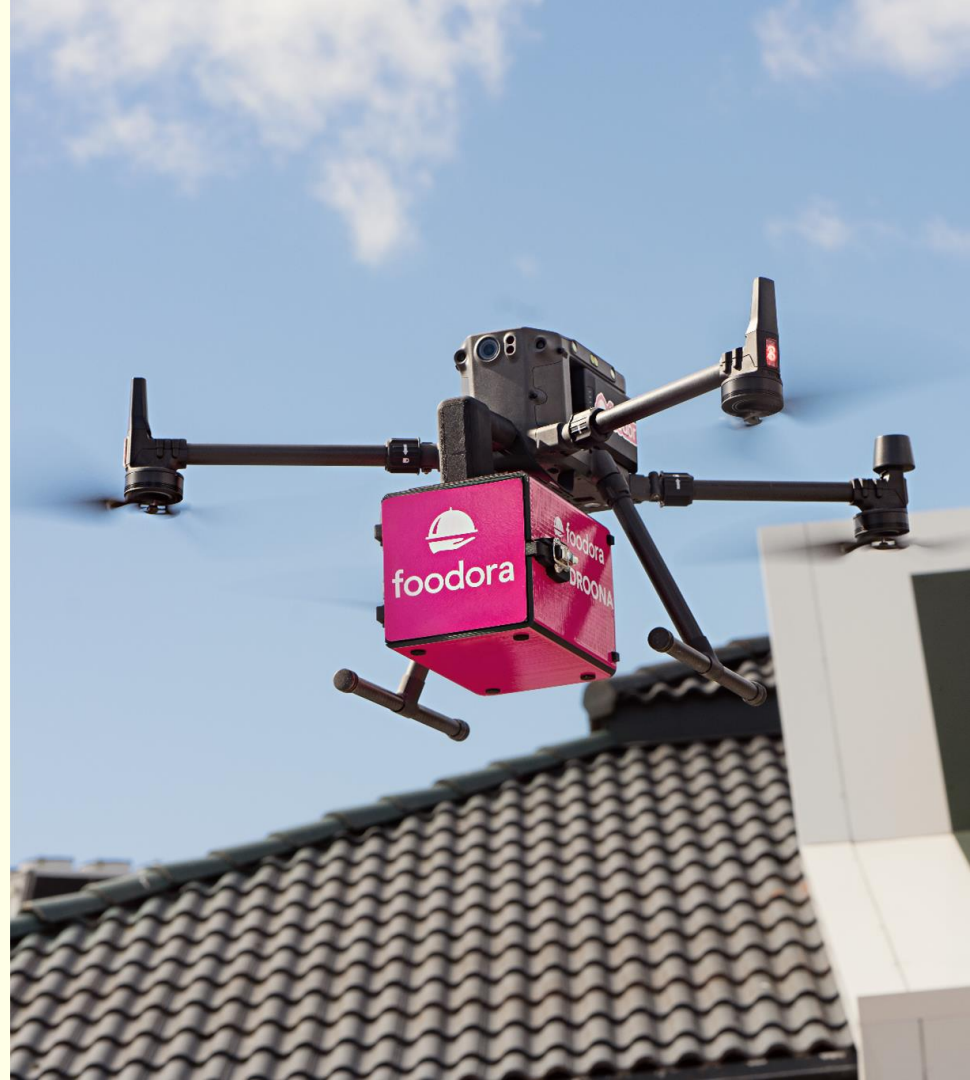




Droona - Sweden's QC drone

Drone delivery will enable us to connect the rural areas of Sweden with city centers.

In June 2022, we did a 4-day pilot of Droona with McDonald's outside of Stockholm with a total of **40 orders** delivered and an average delivery time between **5-10 minutes**.



What's next?

- **Self Driving cars/vehicles**
- **Earn money on what you own**



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Thank you!

