



# **Supermercato24**

Same-Day Grocery Delivery

[www.supermercato24.com](http://www.supermercato24.com)

Federico Sargenti - CEO



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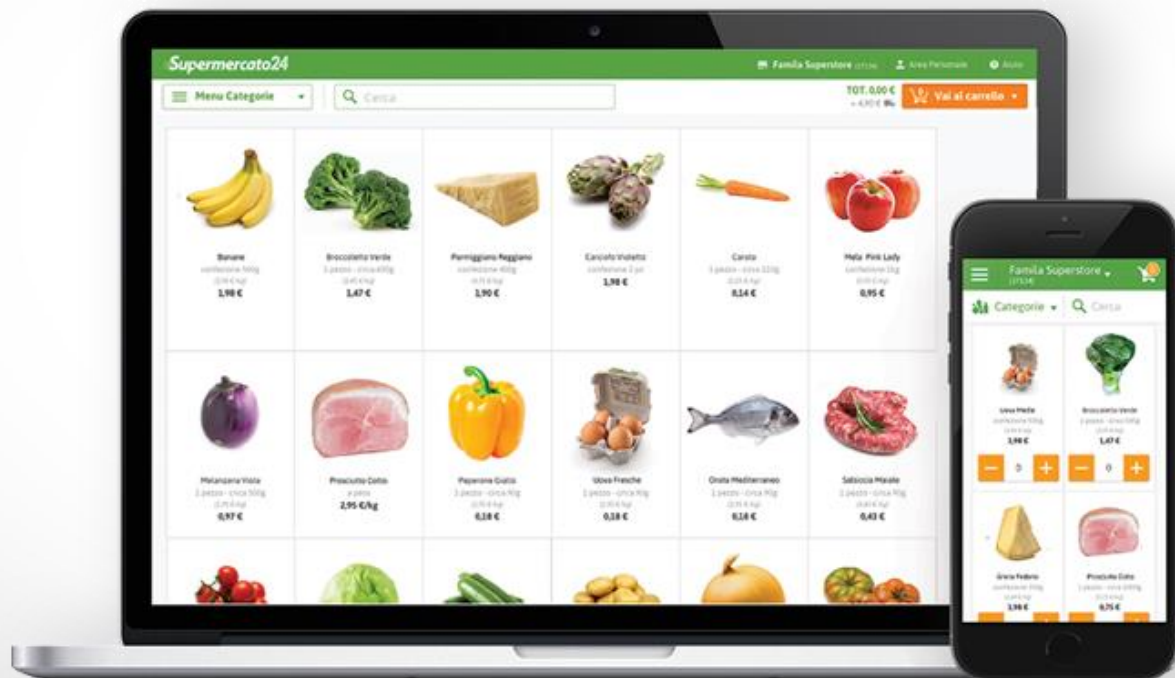


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# Supermercato24

Groceries hand-picked and delivered same day from your favorite store



# The Team



Federico Sargenti  
CEO



Michele Arisi  
Head of Marketing



Marco Pierazzoli  
Head of Biz Dev



Marco Risi  
CTO



Alessandro Angelini  
CFO & COO



100 Employees

GROUPON



€18 Millions raised



INNOGEST

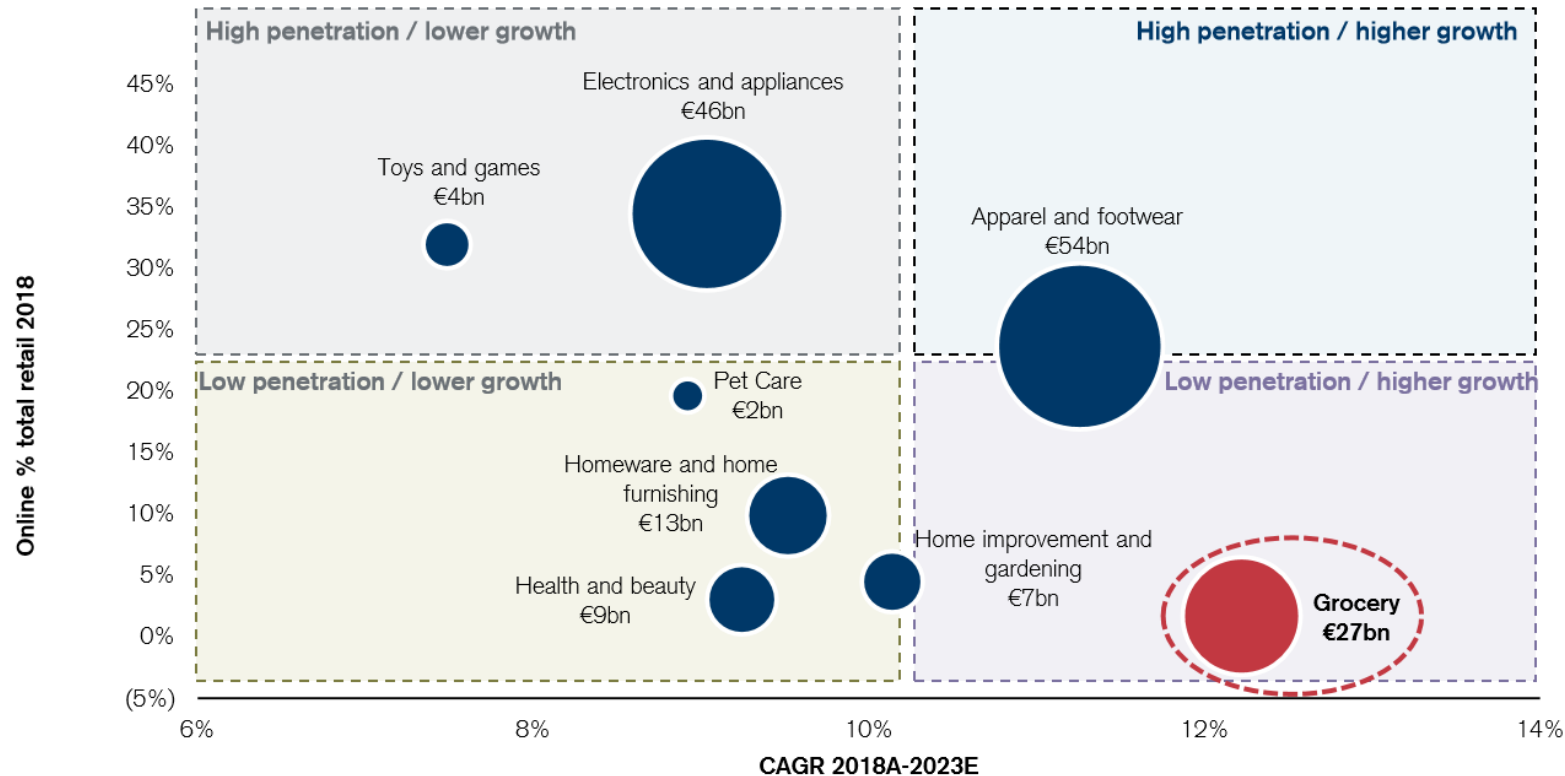
endeavor



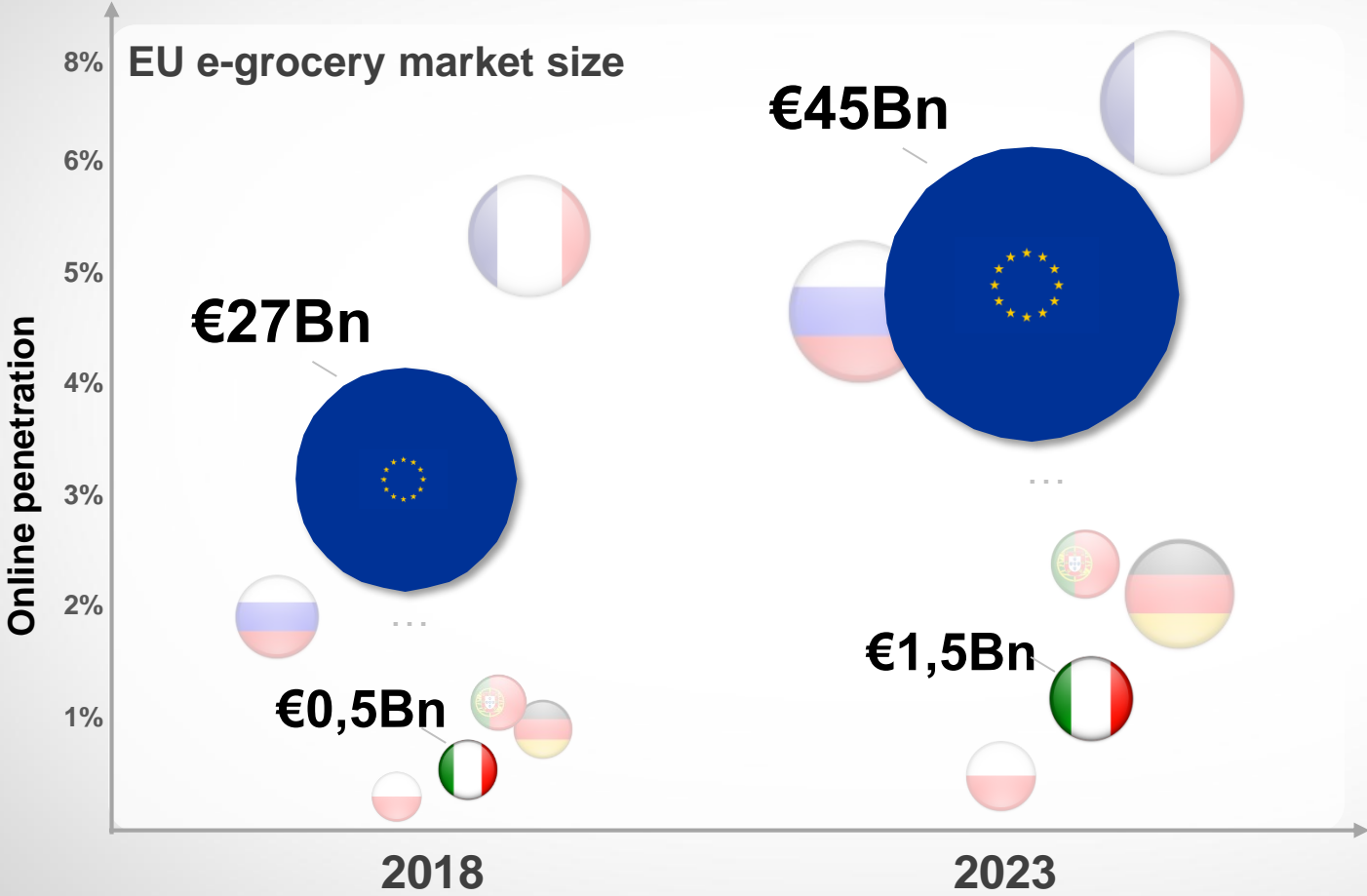
FONDO ITALIANO  
D'INVESTIMENTO

# Grocery on-line penetration set for significant acceleration

European market size of online retail (December 2018A, € bn)



# Grocery on-line penetration set for significant acceleration



Market potential  
will be equally  
split between  
Metropolis and  
smaller cities



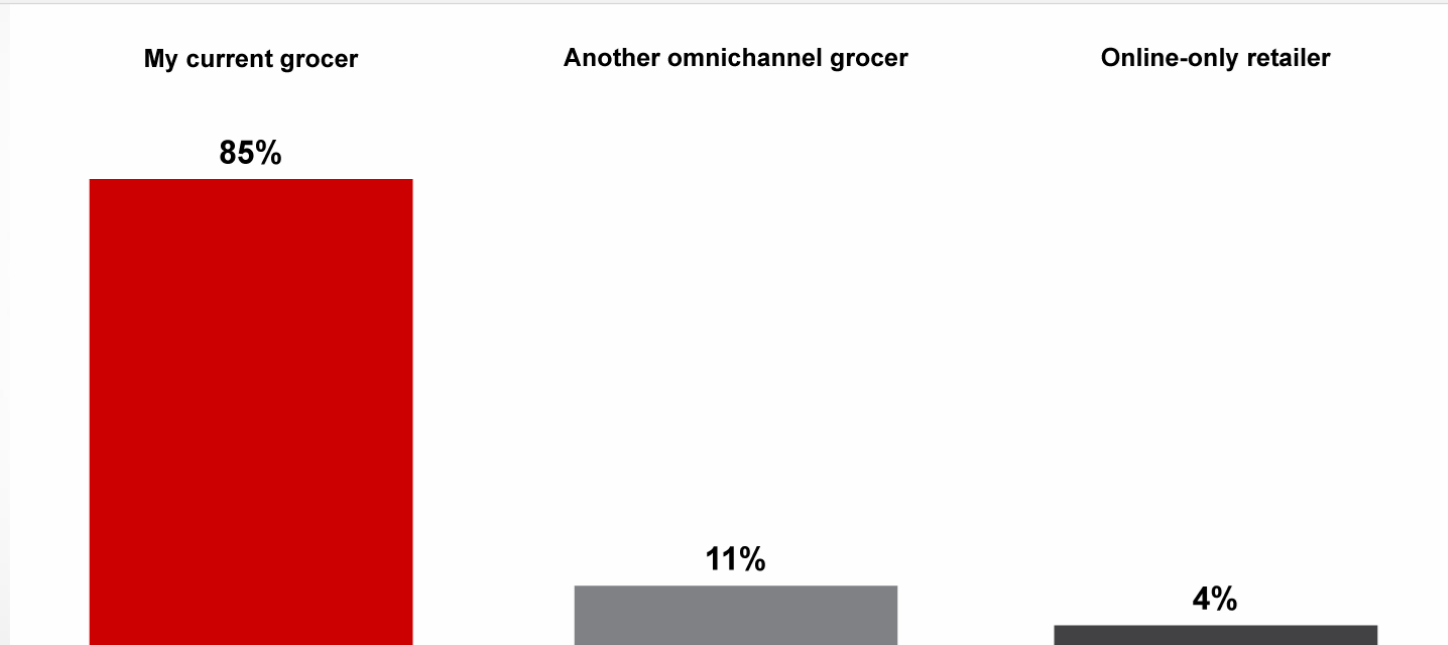
50%



50%

# Customers look for the same retailers they use offline when moving on-line

If you were to buy grocery online, which retailer would you be most likely to choose?



Note: Reflects responses of consumers who have not purchased groceries online in the prior 12 months, but would consider doing so in future  
Source: 2018 Bain and Google Omnichannel Grocery Shopper Survey (n=2,195)

# Grocery on-line: High potential market with many challenges



## Traditional e-commerce

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High setup cost

High running costs

Risky & Complex logistics

Require high “density”



## Consumer Experience

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Limited assortment

Slow delivery

Expensive

Available only in big cities



## Our Model: 4 sided marketplace where our “stakeholders” are



### Our Mission

*“Simplify the life of our stakeholders  
when shopping for grocery”*

# The advantage of Marketplace vs Direct model

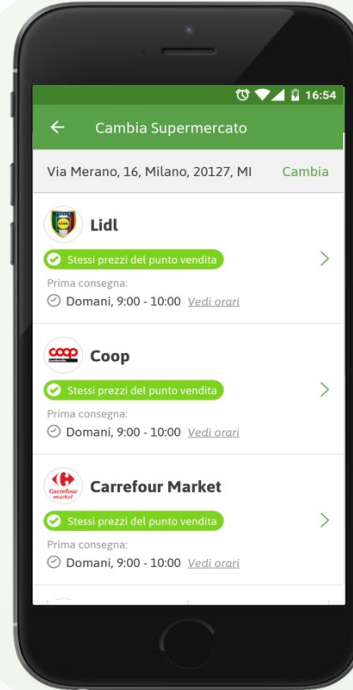
## Offer



*Direct*



*Marketplace*



- Wide choice of retailers
- Same assortment and price than in-store, updated daily

# The advantage of Marketplace vs Direct model

## Execution

Picking + Delivery



Warehouse



3PL or  
Owned

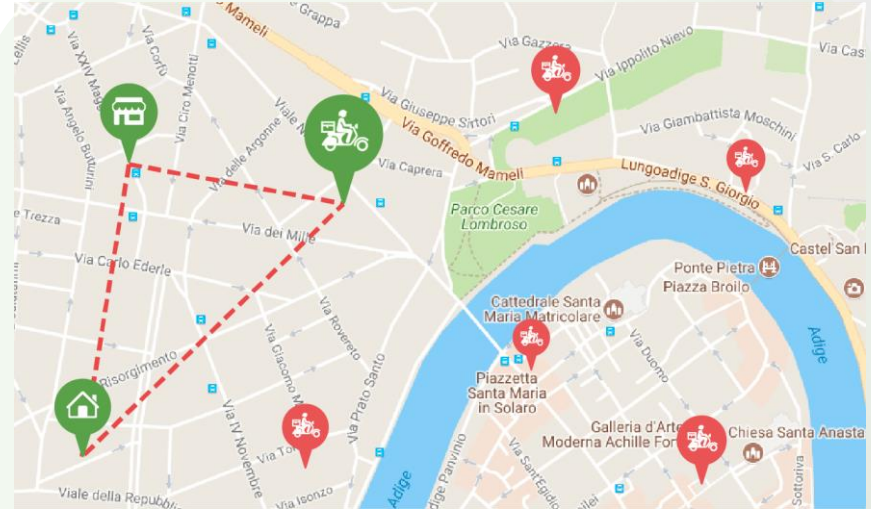


In-store



Crowd

Supermercato24

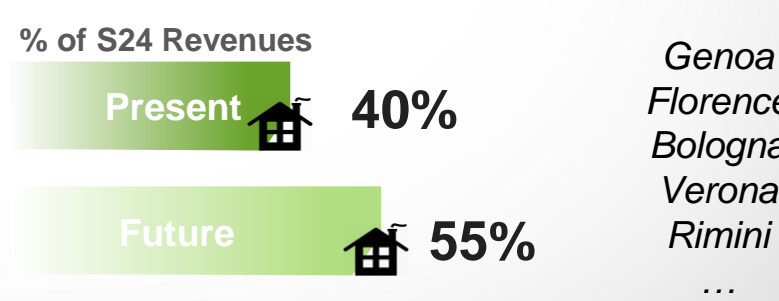
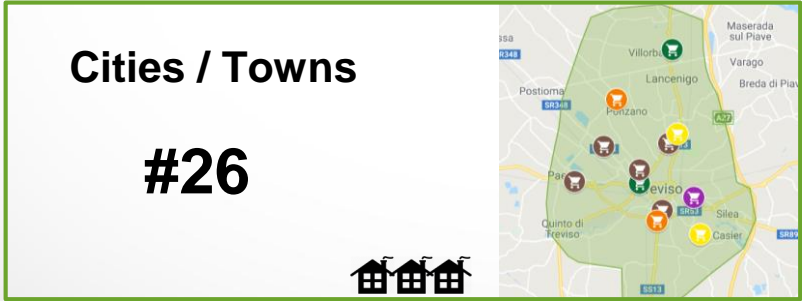
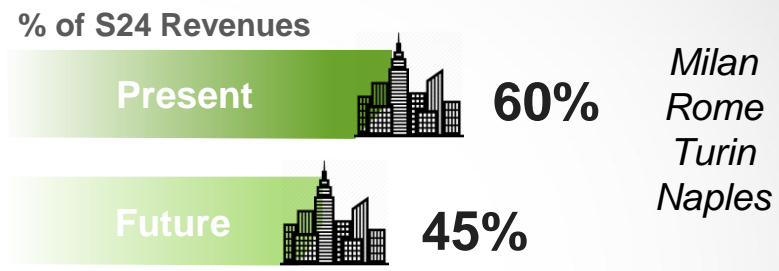
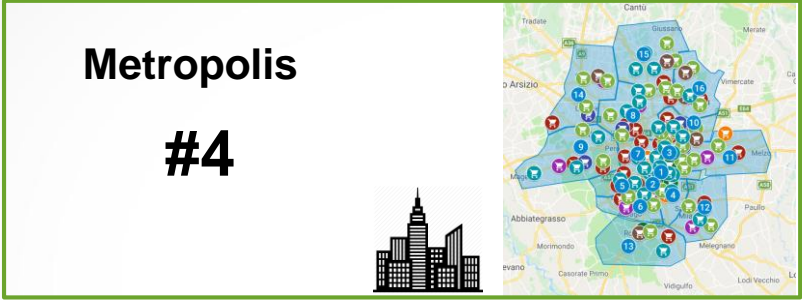


A network of:

- 600+ personal shoppers
- 500+ active stores
- 30 cities (25% households)

# Scalable model outside the big cities

#30  
Active  
markets



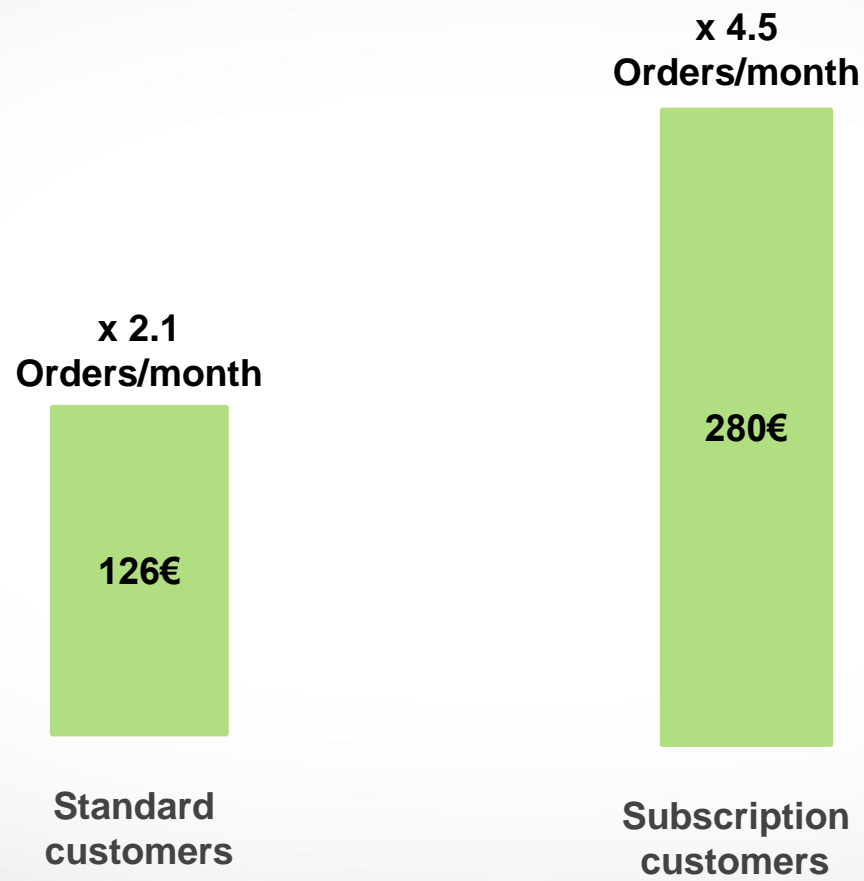
## Diversified revenue streams for a healthy take rate

22% 



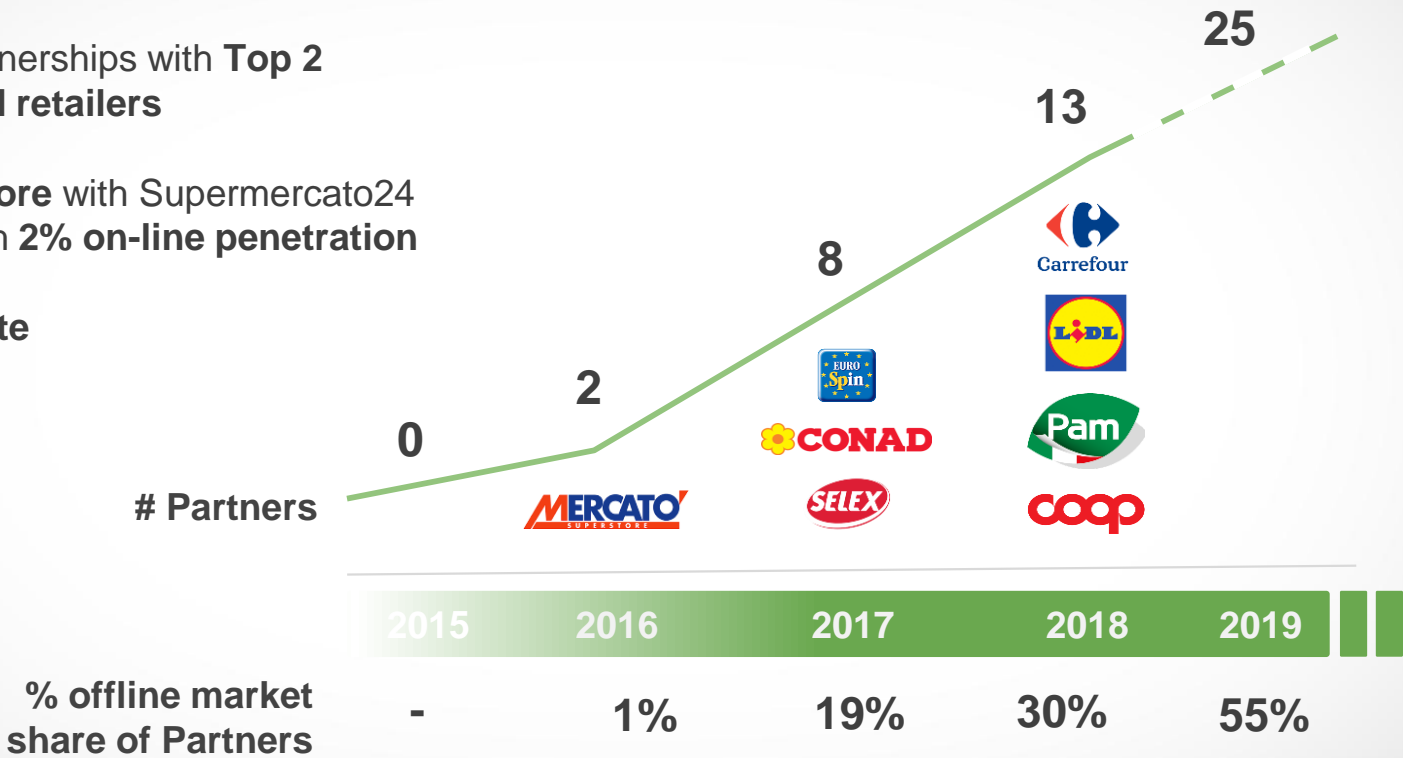


# High customer repeat and spend



# Strong partner base with international partnerships

- Ensured partnerships with **Top 2 international retailers**
- **Retailer's store** with Supermercato24 already reach **2% on-line penetration**
- **0% churn rate**



# with partners driving traffic to our platform

## Website direct link



## In store



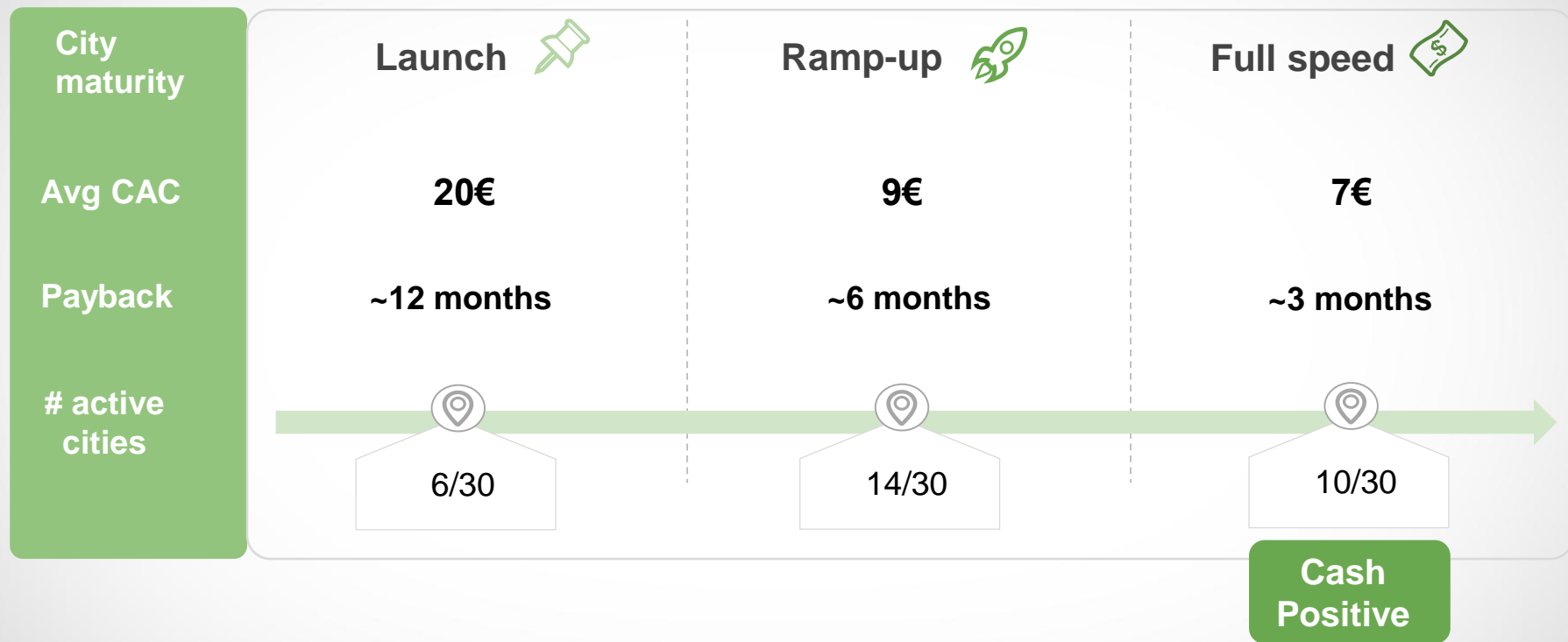
## In store flyering



## Out of home

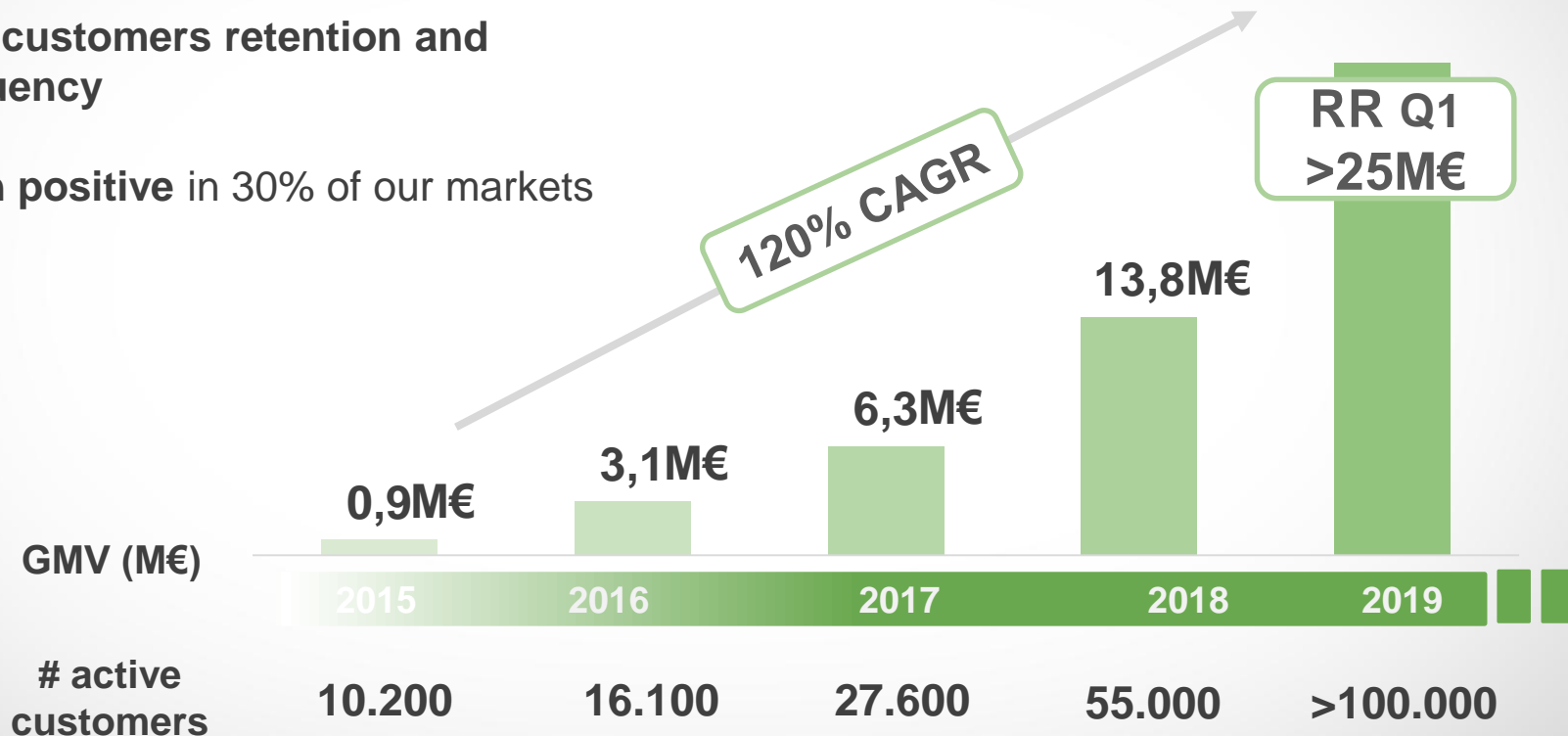


## ...lowering CAC and payback time as we add new partners



## Steady and healthy growth in the 4 years S24

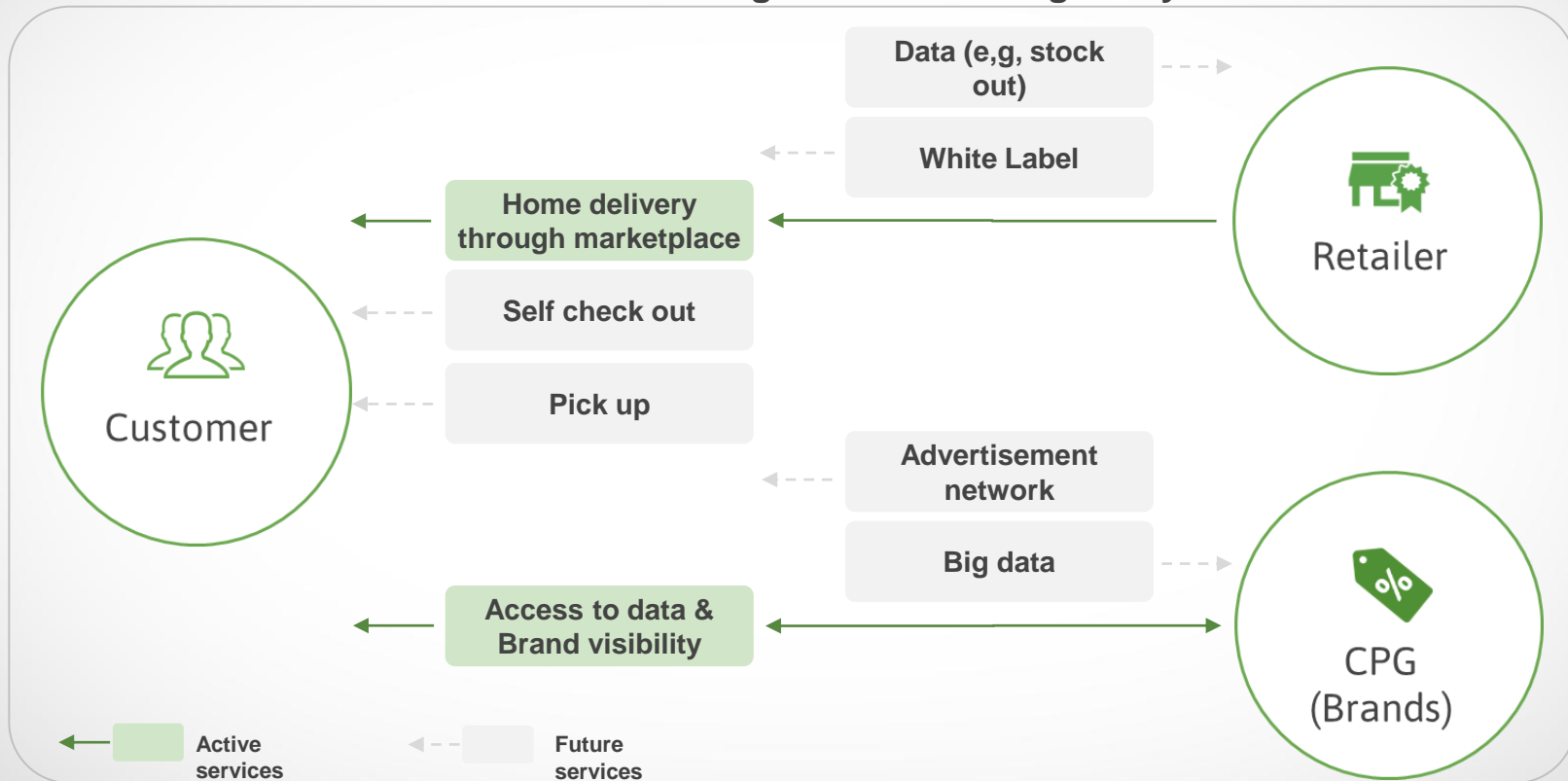
- High **AOV** (65€, 50% Fresh products)
- High **customers retention and frequency**
- **Cash positive** in 30% of our markets



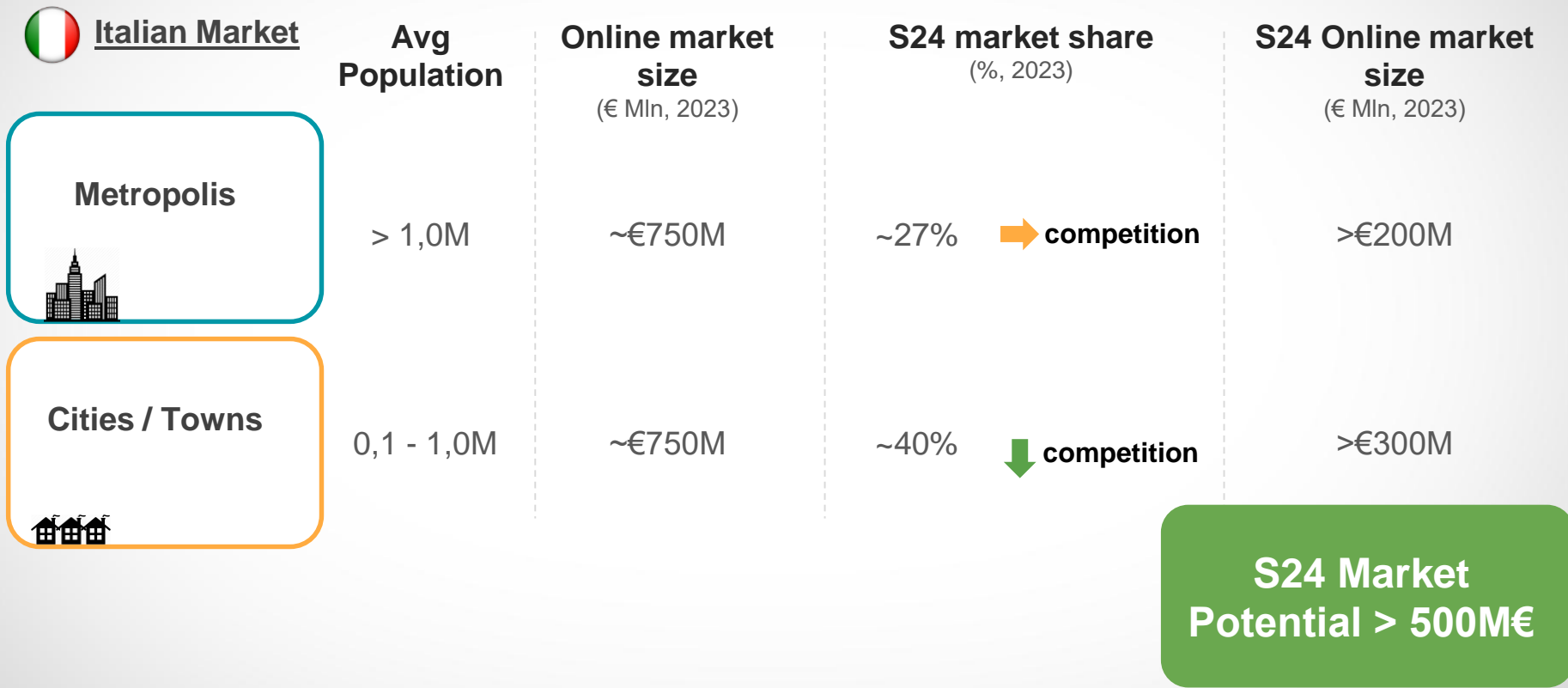


# Our Vision: Much more than just “grocery delivery”

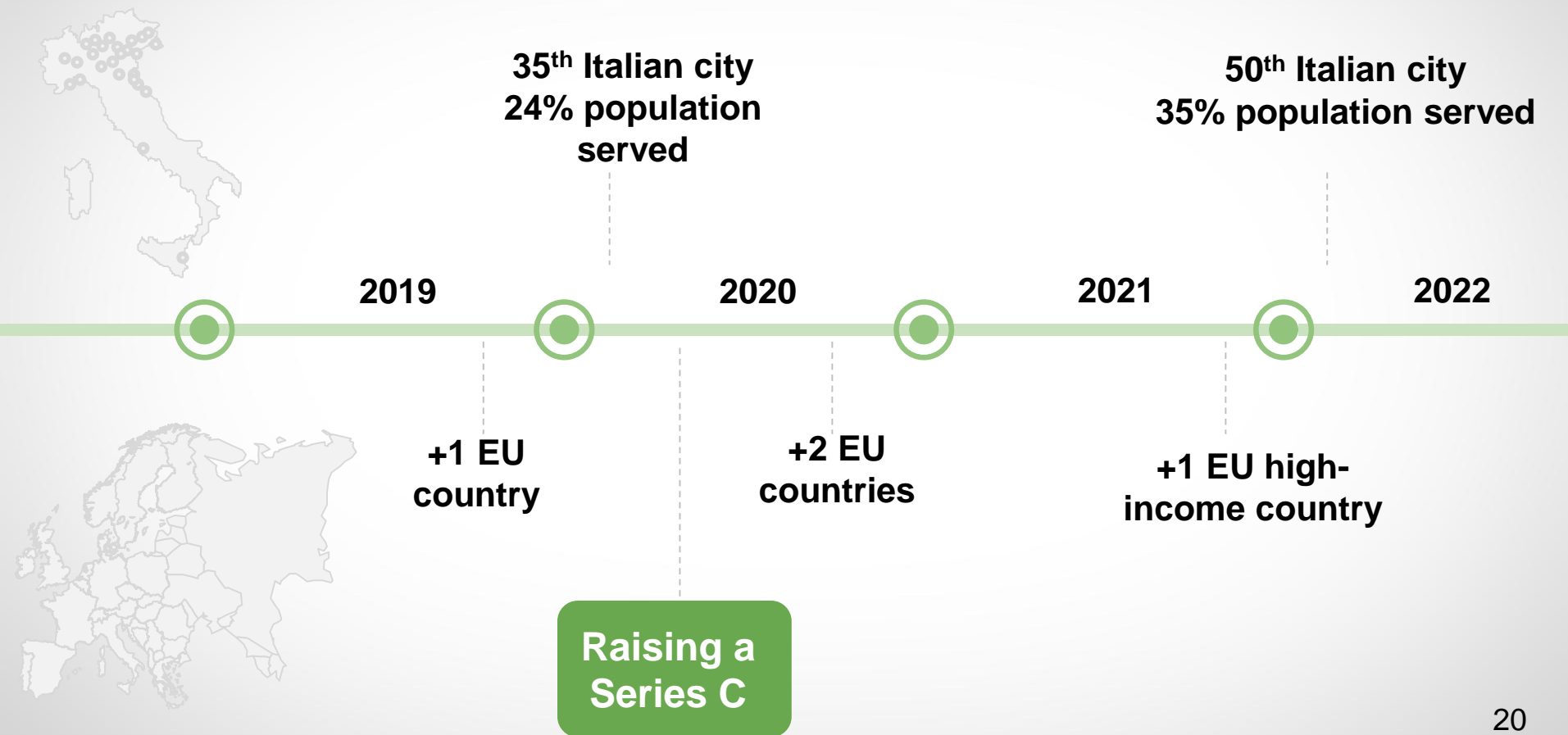
## An end-to-end digital services for grocery



# Our Ambition: build the European e-grocery leader



# Our Ambition: build the European e-grocery leader



# Thank You

Federico  
Sargenti

[federico@supermercato24.com](mailto:federico@supermercato24.com)

**Back up**



# EUROPE'S LEADING INTERNET CORPORATE FINANCE BOUTIQUE

## Unique Industry Know-How

- ✓ Focus on Leading European Internet companies
  - Covering over 400 companies across 25 online verticals, a broad range of over 500 investors as well as 100+ online-focused corporates
- ✓ Deep understanding of industry dynamics
- ✓ Ability to add value beyond banking advice
  - Facilitates overall process and minimizes management distraction

## Unmatched Network and Relationships

- ✓ NOAH Advisors is globally well connected and has direct access to virtually all key players in the industry
  - Knowledge of and strong relationships with potential buyers' key decision makers
  - Proactively finds and unlocks attractive investment opportunities for leading investors
- ✓ Annual NOAH Conference in its 10th year

## Strong Investment Banking Competence

- ✓ Over 40 years of combined relevant M&A experience
  - Routine execution of M&A and financing transactions with sizes of several billion euros
- ✓ 30 successfully completed NOAH Advisors transactions underline successful transfer of M&A competencies to the Internet sector

## Full Commitment - We Are Entrepreneurs!

- ✓ Entrepreneurial mind-set, focused on growing the business and establishing a reputation for excellence
- ✓ Ability to deliver top results in short time frames
- ✓ Highly success-based compensation structures align interests of clients and NOAH Advisors, and demonstrate conviction to deliver top results
- ✓ Creative deal solutions

## The NOAH Advisors Core Banking Team



**Marco Rodzynek**  
*Managing Director & Founder*



**Jan Brandes**  
*Managing Director*



**Nikhil Parmar**  
*Director*



**Olek Skwarczek**  
*Associate*



**Lukas Schlund**  
*Analyst*

## Selected Completed NOAH Transactions

November 2019  
Acquisition of a 79% stake in  
**MagicLab**  
by  
**Blackstone**  
at a valuation of ~\$3 billion

*Financial Advisor to MagicLab*

July 2019  
\$60m Investment in  
**AU10TIX**  
at a valuation of \$260m by  
**TPG**

*Financial Advisor to AU10TIX  
and its shareholders*

September 2018  
Sale of 100% in  
**10Bis**  
for €135m to  
**Takeaway.com**

*Financial Advisor to 10bis  
and its shareholders*

August 2017  
Acquisition of a Majority Stake in  
**Luminati**  
by  
**EMK Capital**  
at a valuation of \$200m

*Financial Advisor to EMK Capital*

December 2016  
Investment in  
**FLIXBUS**  
by  
**SILVERLAKE**

*Financial Advisor to Silver Lake*

October 2016  
Investment in  
**KäuferPortal**  
by  
**ProSiebenSat.1 Media SE** and **GENERAL ATLANTIC**  
84% Ownership

*Exclusive Financial Advisor to KäuferPortal  
and its Shareholders*

December 2014  
Sale of 100% of  
**fotolia**  
for \$800m to  
**Adobe**

*Exclusive Financial Advisor to  
Fotolia and the Selling Shareholders*

October 2014  
Sale of 100% of  
**trovit**  
for €80m to  
**NEXT Co., Ltd.**

*Exclusive Financial Advisor to  
Trovit and its Shareholders*