



Evolution or Revolution, anyhow 10 minutes!

Ronny Gottschlich | CCO

Traditional Grocery Experience

60
min



Need



Plan



Decide



Dress up



Go



Find
a store



Shop



Queue
time



Be nice



Pay



Pack



Carry
home

1st & 2nd Gen. Online Grocery



Need



Plan



Decide



Buy from
web or app



Select
delivery



Plan
your day



Wait



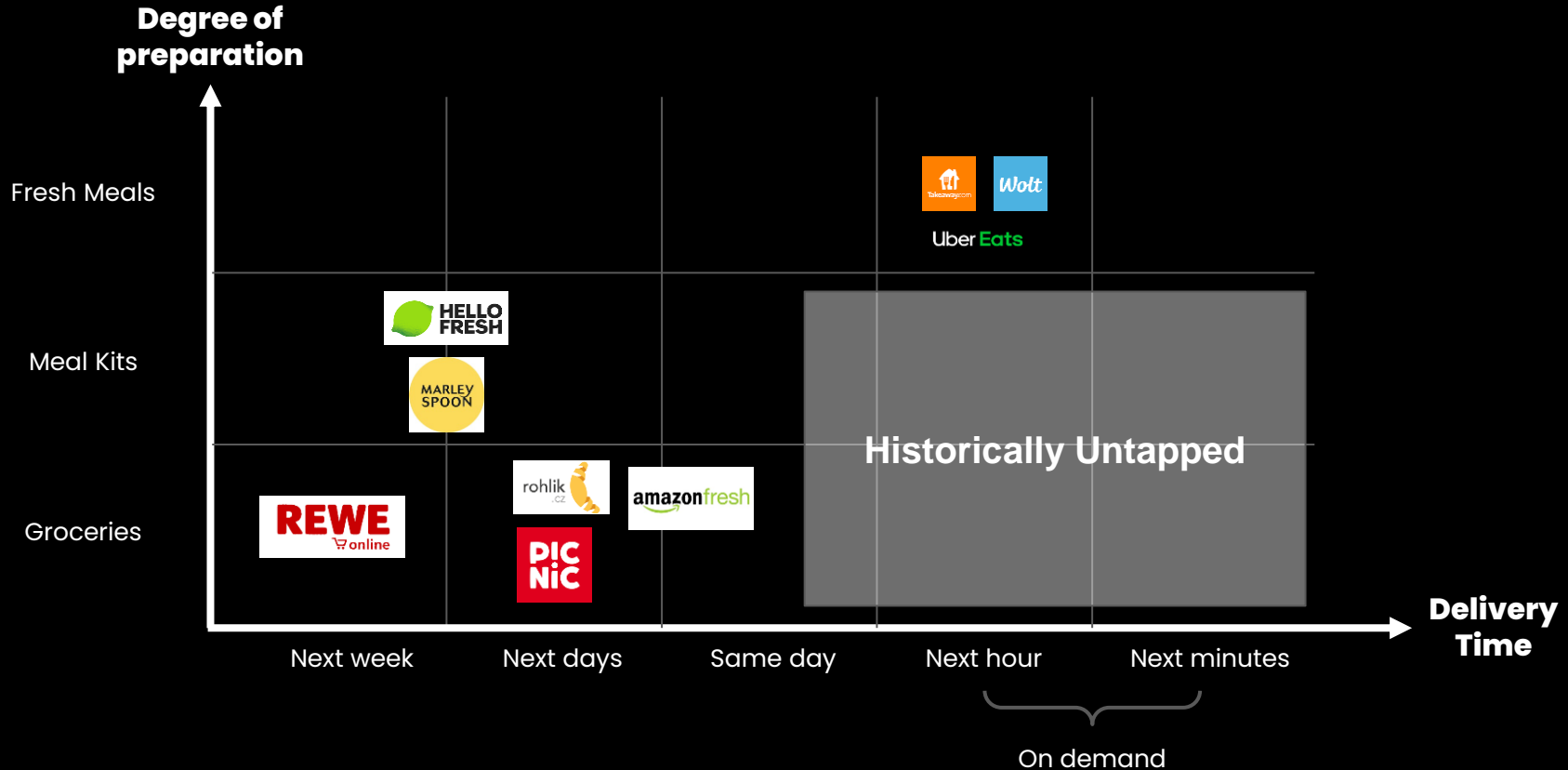
Wait



Wait

2-48
hours

Customer Experience was not maximized



"In a world where we have the technology to go to the moon, **grocery shopping has to be radically faster** and more convenient."

Kağan Sümer
Co-founder & CEO





GORILLAS



GORILLAS experience 10 min

Need Order Get

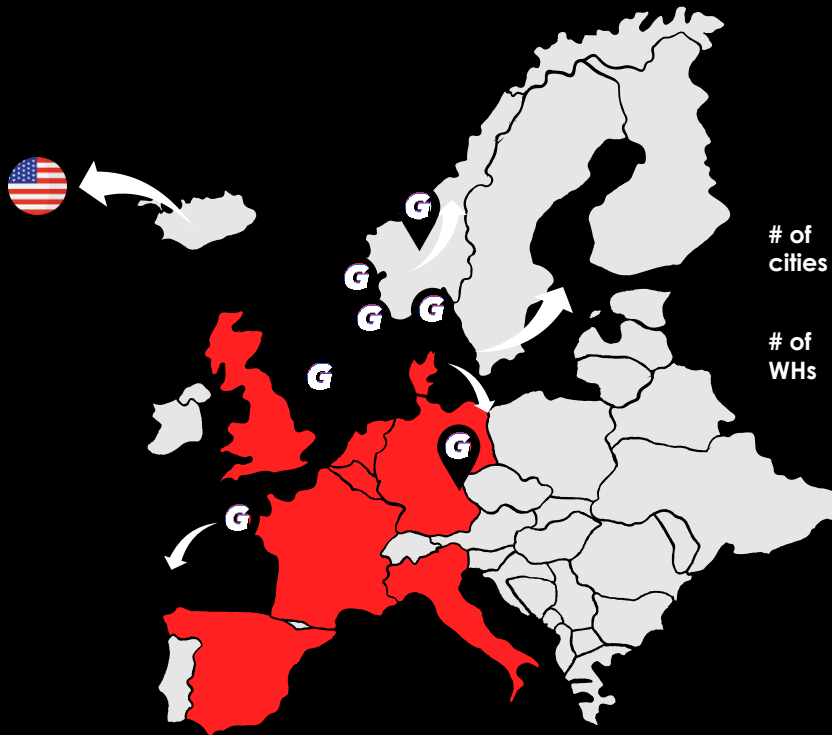
VISION

To build the **fastest last-mile delivery infrastructure** of essential needs within the community.

MISSION

We want a world with **immediate access to essential needs**, empowering people to live mindfully & respectfully.

192 warehouses in 57 cities across Europe and the US



									
# of cities	22	10	6	5	3	2	7	1	1
# of WHs	68	19	29	22	15	5	20	11	3

Although 'need' for Q-commerce was doubted, customers got #obsessed once experienced it

Self-reported expected behavior after ordering at Q-commerce player

78%

will continue using the service going forward

59%

will switch more of food shopping to Q-commerce

Source: Shopper Vista, 14 - 16 May 2021

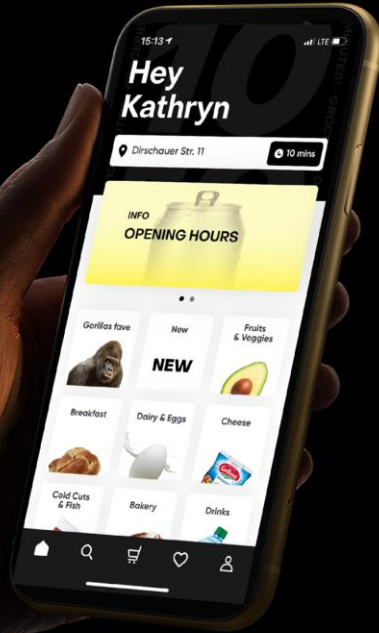


“If Ocado proved that there was a market for a **regular weekly delivery**, Gorillas and the like are going **after a more young (<35), spontaneous or ‘lazy’** shopper. The lure of near-instantaneous delivery is that its couriers can arrive in less time than it would take most people to pop out to their corner shop.”

Financial times, April 2021



Our business model in a nutshell



**In-App shopping form
>2,000 products**



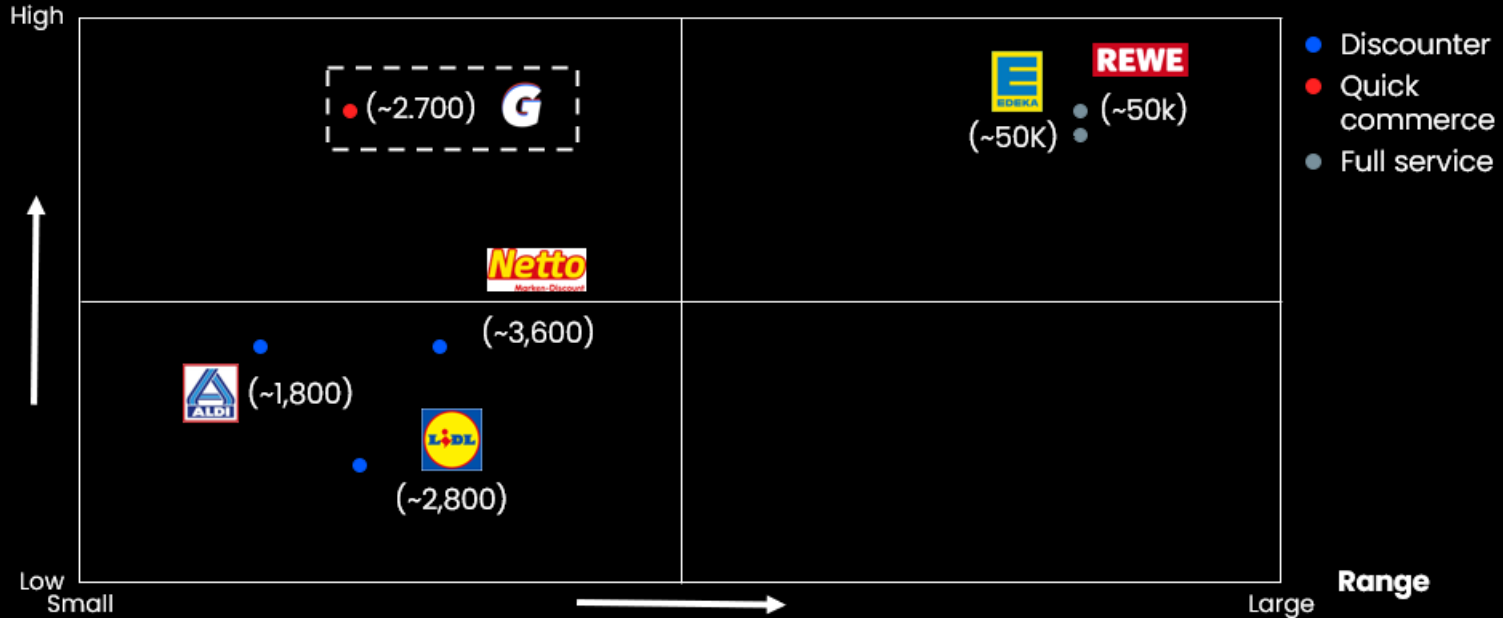
**Order fulfillment in
hyperlocal dark stores
in <90 seconds**



**Received by customer
in 10 minutes**

Offering a curated assortment with a focus on premium and local lines

Price level



Source: Supermarkt Inside May 2021

Positioning us as a solutions partner for both customers & suppliers



Hyperlocal operations allow for a **hyperlocal assortment**



Highly flexible listing procedures resulting in **unique partnerships** with small & large brands



Flexible digital merchandising tailored to customer preferences



Psst ... some insights into our customers

FRESHAHOLICS

They're obsessed with our freshness and order it the most frequently across markets.

SWEETS LOVERS

Our core users love the sweet stuff and they order it in nearly half of their monthly orders.

NEAT FREAKS

Our users like to choose from a wide range of cleaning products.

BAKERY & READY MEALS

Majority of our Top Users explored Bakery section

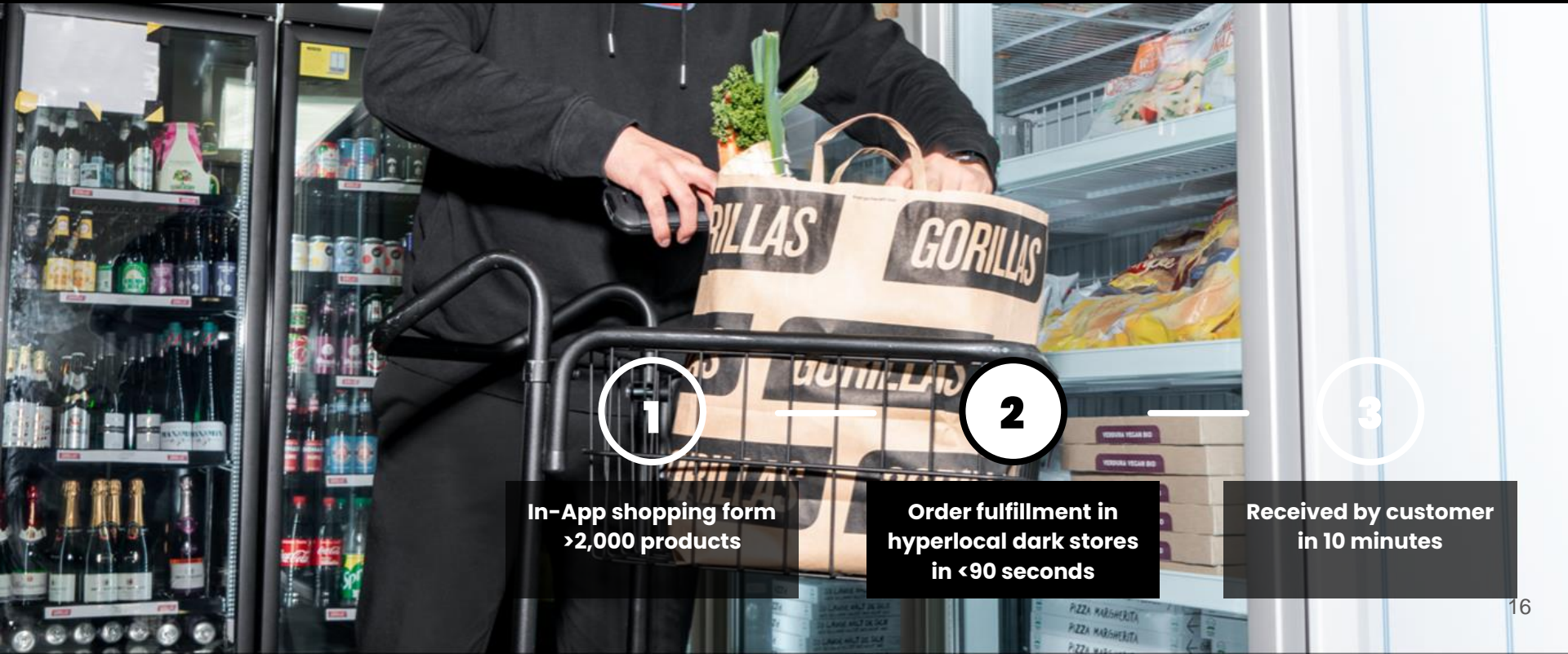
CARERS CARE ABOUT US

When they have kids or pets, they stick with us and spend more

MODERATE DRINKING IS ENOUGH

Although a good share of users bought alcohol equally across markets, they don't seem to be more engaged by ordering more

Dark stores allow to serve a sizeable population within minutes



1

**In-App shopping form
>2,000 products**

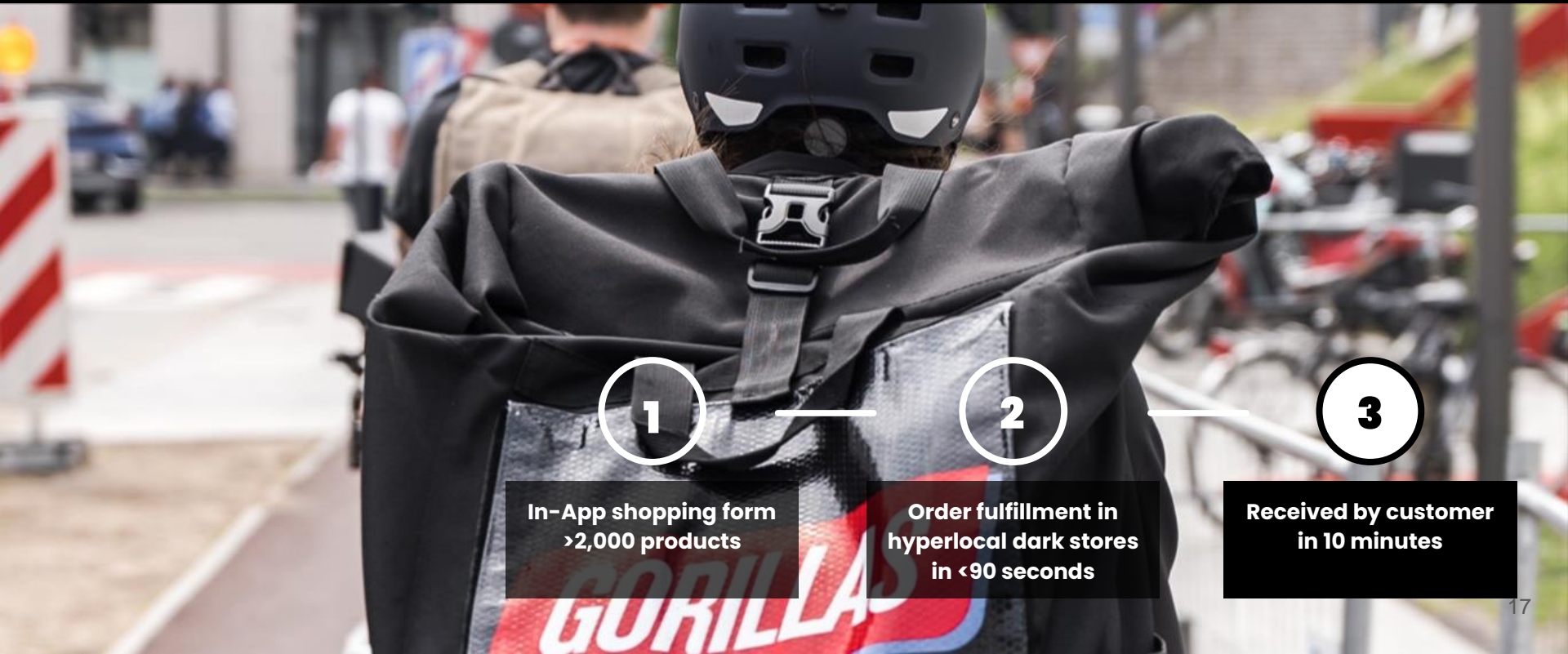
2

**Order fulfillment in
hyperlocal dark stores
in <90 seconds**

3

**Received by customer
in 10 minutes**

Delivery by cargo- and e-bikes with real time tracking



In-App shopping form
>2,000 products



Order fulfillment in
hyperlocal dark stores
in <90 seconds



Received by customer
in 10 minutes

Whilst creating the coolest brand in the game too

Mutter,
der Mann
mit den
Cokes
ist da.

GORILLAS

#Obsessed

Faster
than
you.

GORILLAS
PRESENTS
RIDERS ON DECKS

STARTS AT 6PM YOUTUBE LIVESTREAM GORILLAS APP CHANNEL

RANDOM NAME
DJ GORILLAS
ASTRO RIDER
DJ NUMBER

Recent

Gorillas
Jungle Techno

1 Qasio - Isla De Estabilidad
2 Homeboy Hennessy - OnAir Festival Mix
3 MoonKi - After The Game
4 Qasio - Bio Guerra
5 MoonKi - Eclipse

View 8 tracks

SOUNDCLOUD

GORILLAS

**THANK
YOU!**

**10/10
IN 10**

Delicious pasta. Delivered faster.
Fresh groceries delivered in 10 minutes
at the tap of our app.

GORILLAS

Download now

