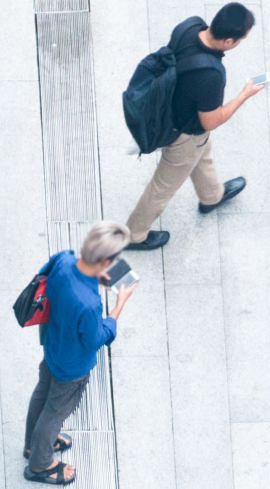




**Ready to scale with
Quick Commerce?**

**Now is the
new standard**



The long way to NOW!

annanow Group AG

Cashless Nation AG

Gourmet King GmbH

Gold Coin

Love for Life GmbH

Easy Vergleich

Productbooster Inc.

Trading Future GmbH

FREE and URBAN Ltd.

33

MUUME Group AG

Abollinsen.ch

Quant Code d.o.o.

Unternehmen und Projekte

Asolr.ch

WE'RE THE TALK OF THE TOWN

Strong public momentum is playing into our hands



ORGANISATOR
DAS MAGAZIN FÜR KMU

«Startup company Annanow is taking off»

 **der brutkasten**

«Fast local **alternative** to **Amazon**»

Neue Zürcher Zeitung

«The Zug based startup applies the Uber-principal to the delivery market [...]»



«Crowd-sourced delivery service calls for socially responsible gig economy»

Blick

«Delivery service Annanow promises deliveries within less than one hour - **Migros** and **Manor** now rely on the crowd couriers.»

UZ
UNTERNEHMER ZEITUNG

startwerk 

«**Annanow** was elected **the most innovative European Fintech-Start-up** [...]. The reason: two years after its formation, the startup is **spearheading the digital transformation of the international delivery business.**»

«Annanow's strategy is compelling. Odds are pretty good that Annanow will become **the next Swiss unicorn.**»



"The **courier service** is a **very good alternative** for us in the current crisis, because we can actively explore new ways to be as little dependent on the state aid as possible".

moneycab

«The Swiss Fintech-Start-up **anna**now****® has **prevailed against 100 Fintech-Start-ups** from all over Europe at Kickstart Innovation Pitch.»

SWISS itReseller

«It is also important to mention that Annanow **is not an usual delivery service** but also offers **insurance and payment services.**»

 **MoneyToday.ch**

«Logistics: Speed at the last mile with fresh capital FinTech **anna**now****® will **speed up its expansion.**»

**SAVE TIME
GET
A MAIL BOX**

UNITED STATES MAIL. 11.



H is to ry





**1980 Antwort
wurde in 1-2
Wochen erwartet**



**2000 Antwort wird
in 2-3 Tagen
erwartet**



**2020 die Antwort
wird «Sofort»
erwartet**

Problem :

**Humans are
hardwired to want
things - now!**



Answer:
Give it now!

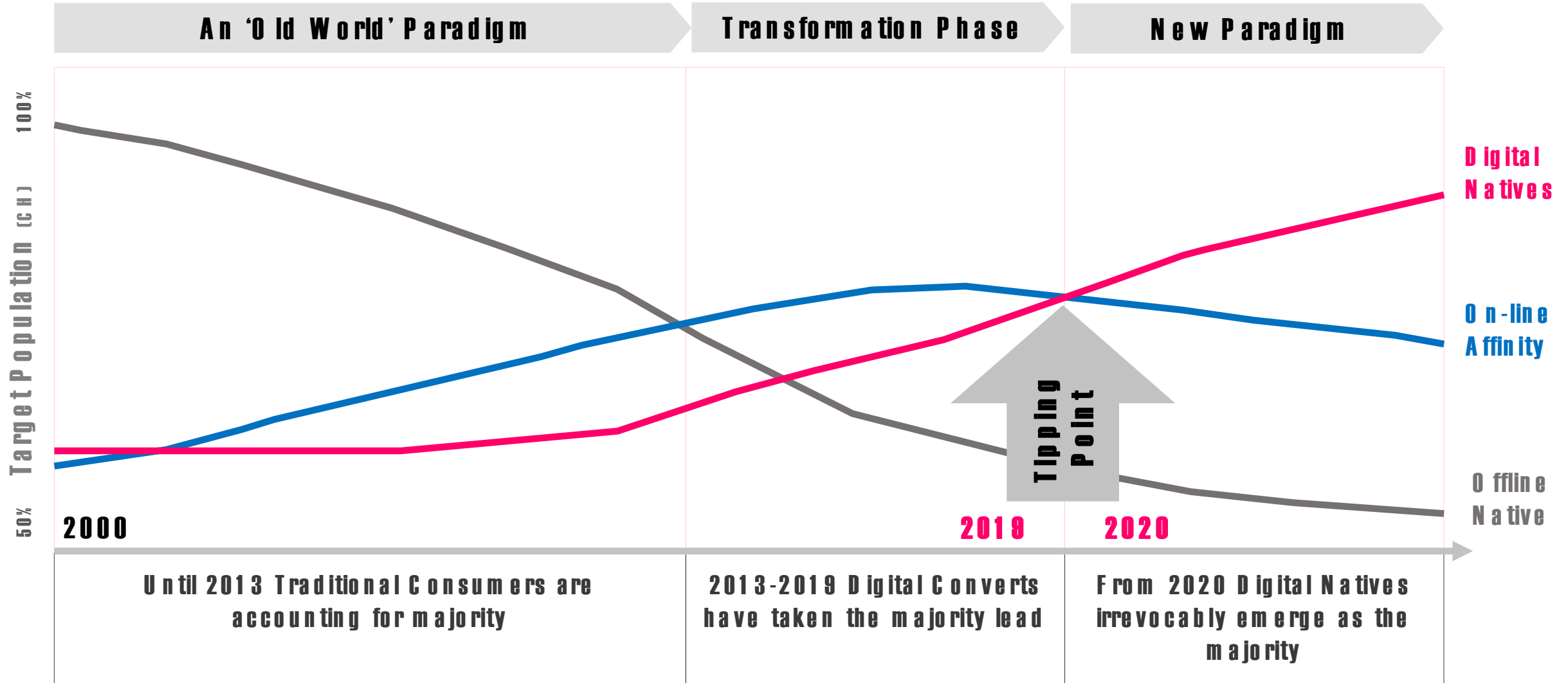


PLEASURE & PAIN PRINCIPLE



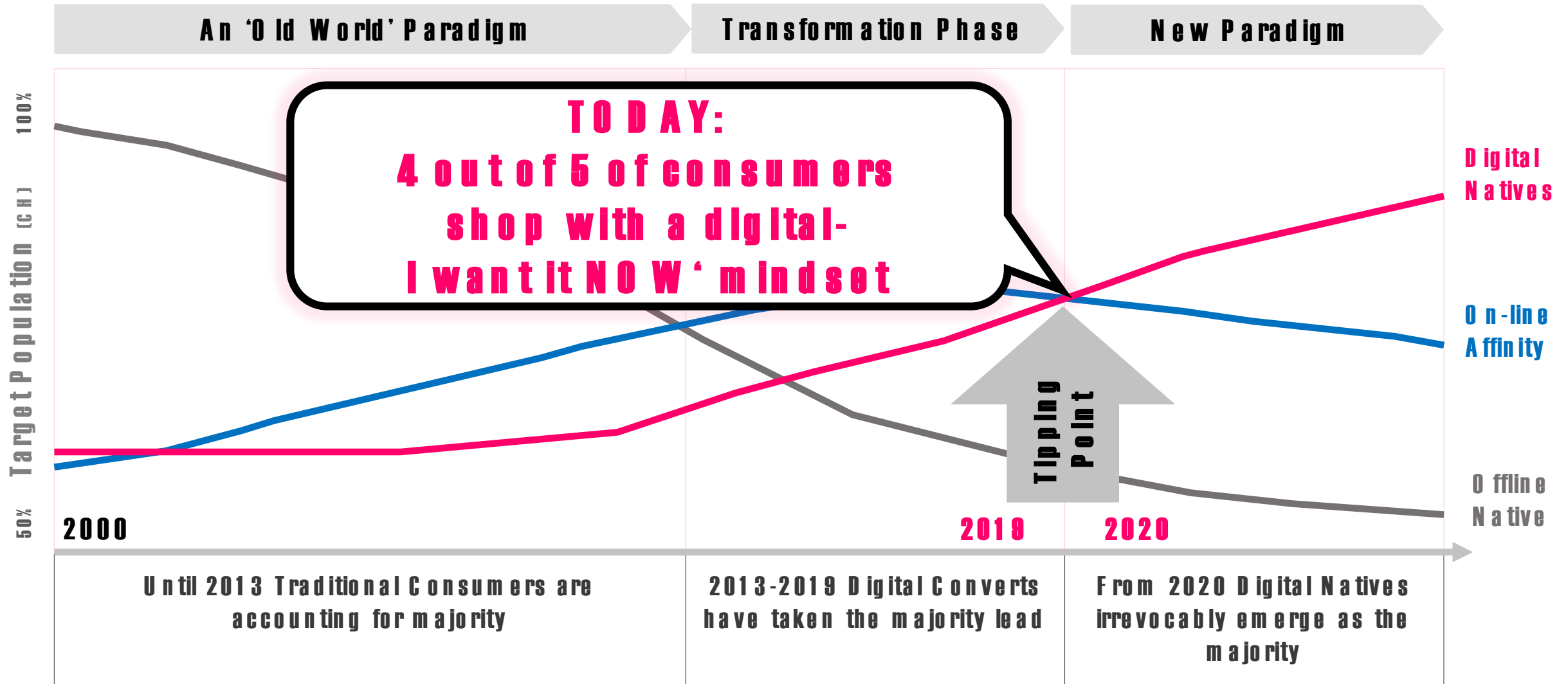
THE PROBLEM - NOW ECONOMY AND POST COVID -

Retailers are not yet ready for a vast majority of consumers that expect a **Quick** experience
Covid-19 has made this obvious - accelerated change of buying patterns lasts



THE PROBLEM - NOW ECONOMY AND POST COVID -

Retailers are not yet ready for a vast majority of consumers that expect a **NOW** digital experience
Covid-19 has made this obvious - accelerated change of buying patterns lasts



Access to the customer

Retailer

?

FLIGHT STATUS

Departure Date

Search by

Flight Route

Flight No.

From

To

Check Status

ONLINE SHOP

✓

PAYMENT COMPLETE!

Continue

Appointments

Alerts

Tue, Dec 12 at 8.30AM

Tue, Dec 12 at 8.30PM

Thu, Dec 14 at 9.30AM

Find a Doctor

Speciality

Location

Date

Quick Commerce - Speed makes Business local again



Ubiquitous Commerce

An aerial photograph of Cologne, Germany, featuring the iconic Cologne Cathedral (Kölner Dom) with its two tall spires. The Rhine River flows through the city, with several bridges visible. A white network of lines and dots is overlaid on the entire image, symbolizing digital connectivity. In the bottom left corner, there is a white rectangular box containing text.

The 15 minutes city is reality

**Digital linking of product,
shop, fulfiller and end
customer**

The local ecosystem simply explained

**Customer 360°
Purchasing Power**

**Container
Hub**

Checkout:

- Pickup
 - Instant 26 Minutes
 - 3 hours
 - Same Day
 - Next day
- Order & Pay

**Retailer
Branch
Local
Inventory**

**Paket
Lounge**

**Micro
Logistic**

Quick Commerce

Same Day

next Day

3th Party Inventory

**National
Inventory**

The local ecosystem simply explained

**Customer 360°
Purchasing Power**

Checkout:

- Pickup
 - Instant 26 Minutes
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 - Next day
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**Container
Hub**

**Retailer
Branch
Local
Inventory**

**Paket
Lounge**

**Micro
Logistic**

Quick Commerce

Kunde

R

?

**Centralized
Storage**

Same Day

next Day

**who can
provide
me?**

3th Party Inventory

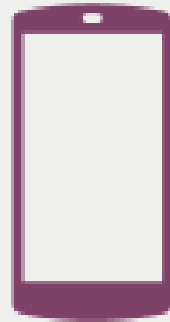
**National
Inventory**

Immediate digitization of local Merchants is important

**TOMORROW
IS
NOW**

Consumer World

The world ~~is~~ goes digital and
the Internet ~~is~~ goes mobile ...



The smartphone is **the most**
widely used personal item today ...

Merchant World

... but **most merchants** have not
risen to this challenge.

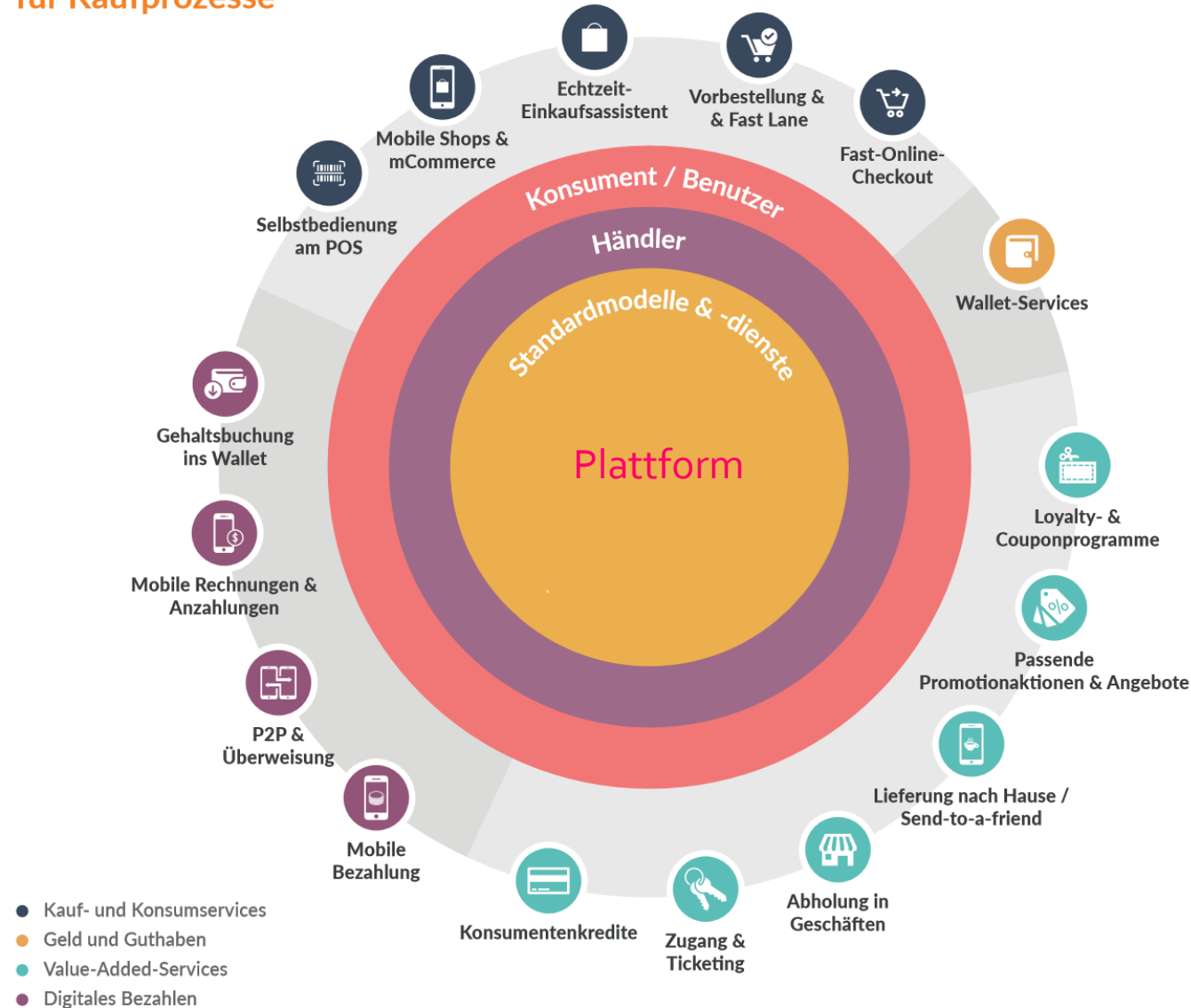


... but merchants do not use
the smartphones **to accompany**
their customers digitally
through their stores.



ÖKOSYSTEM

Effiziente digitale Services für
den täglichen Konsum und
für Kaufprozesse



1

DIGITALISIERUNG

Digitalisieren von Konsum- und Kaufprozessen

2

BIG & SMART DATA

Erheben und Verwalten von Big & Smart Data

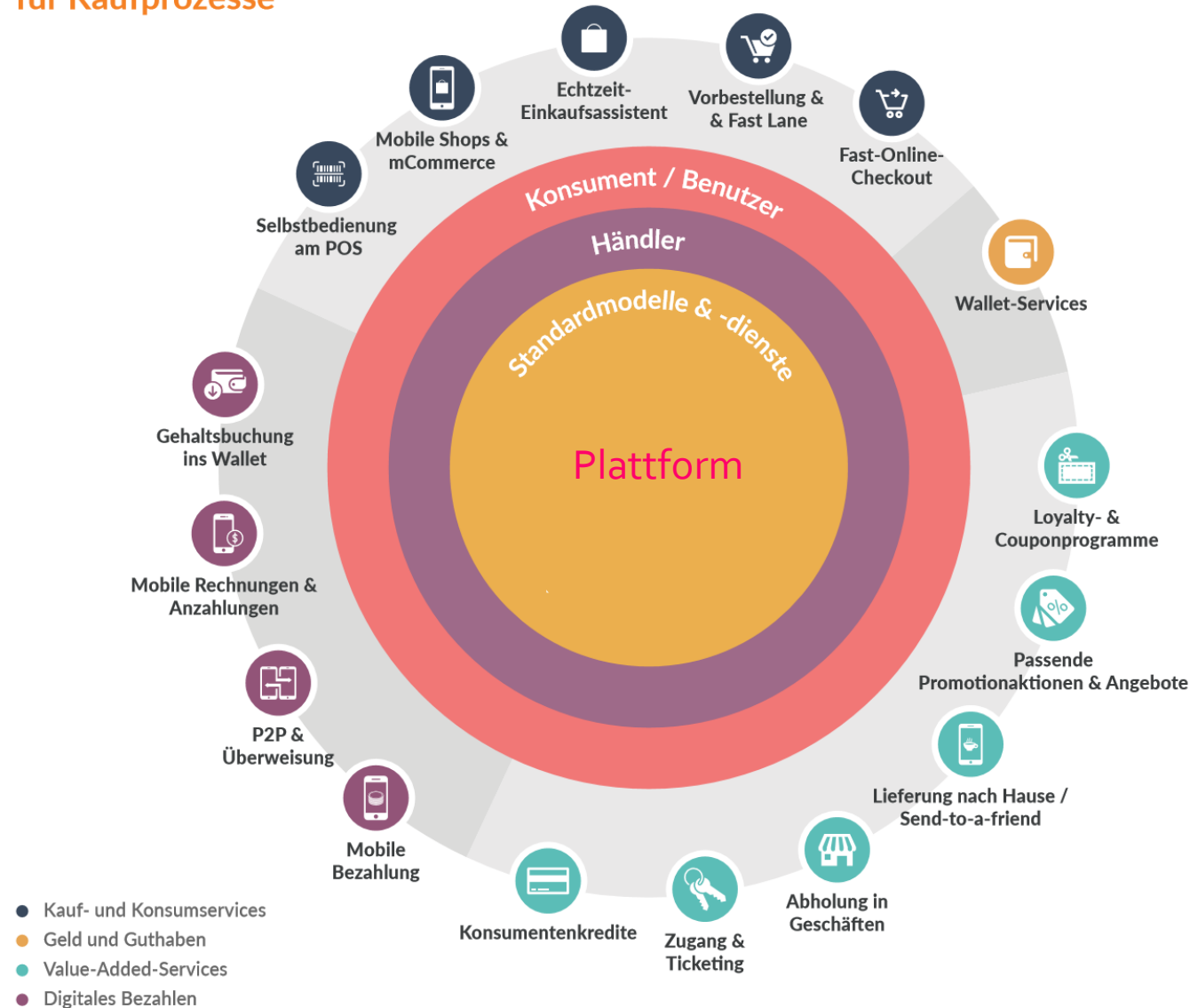
3

SMART CROSS-SALES

Generieren individueller Querverkäufe

ÖKOSYSTEM

Effiziente digitale Services für
den täglichen Konsum und
für Kaufprozesse



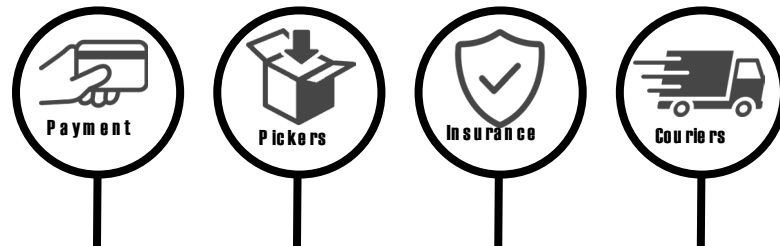
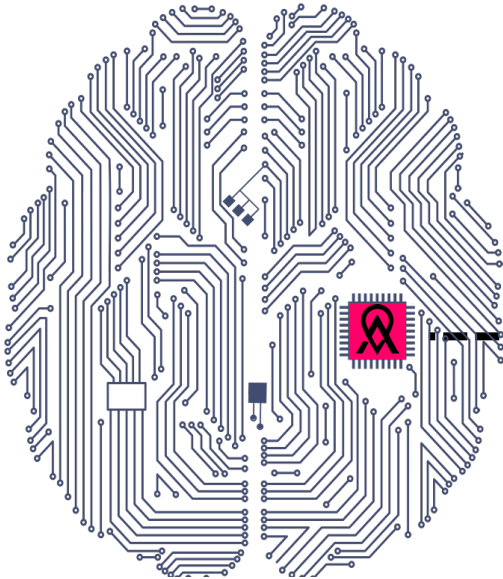
annanow
enables retailers to
secure their
important Quick
Commerce market
share

The Merchant gets from annanow:

**Intelligent software
to enable
Quick Commerce**



**Partner Network to
Jumpstart today**



**Annanow Data Hub and digital
Orchestration of Services***

***Imagine, this is a master piece of Software and it does all the
orchestration or better said the magic a retailer gets addicted**

The Merchant gets from annanow:

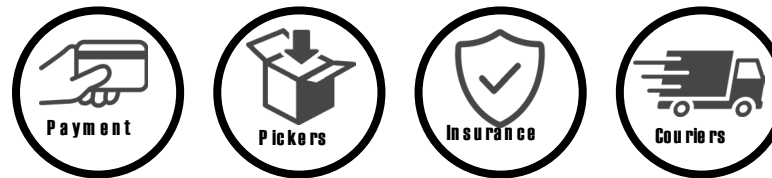
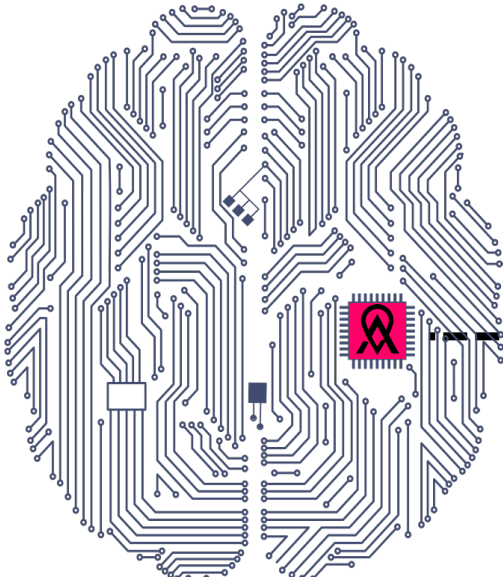
Intelligent software
to enable
Quick Commerce

+

Partner Network to
Jumpstart today

=

Tested and live
with the following retailers::



Annanow Data Hub and digital
Orchestration of Services*

*Imagine, this is a master piece of Software and it does all the
orchestration or better said the magic a retailer gets addicted



MANOR[®]
MIGROS
coop

SEW
EURODRIVE
Spryker

+ ca. 5'000 SME's

MARKET OPPORTUNITY

World Economic Forum Report

Huge market potential for platform that solves all at once – delivery, payment, insurance

- **USA**

- Walmart provides same day delivery for 75% of US population
- Amazon provides same day delivery to 70% of customers

- **China**

- same day and instant delivery make up more than 10% of the overall parcel deliveries, more than double the rate

- **Europe (5%)**

- China more advanced than Europe

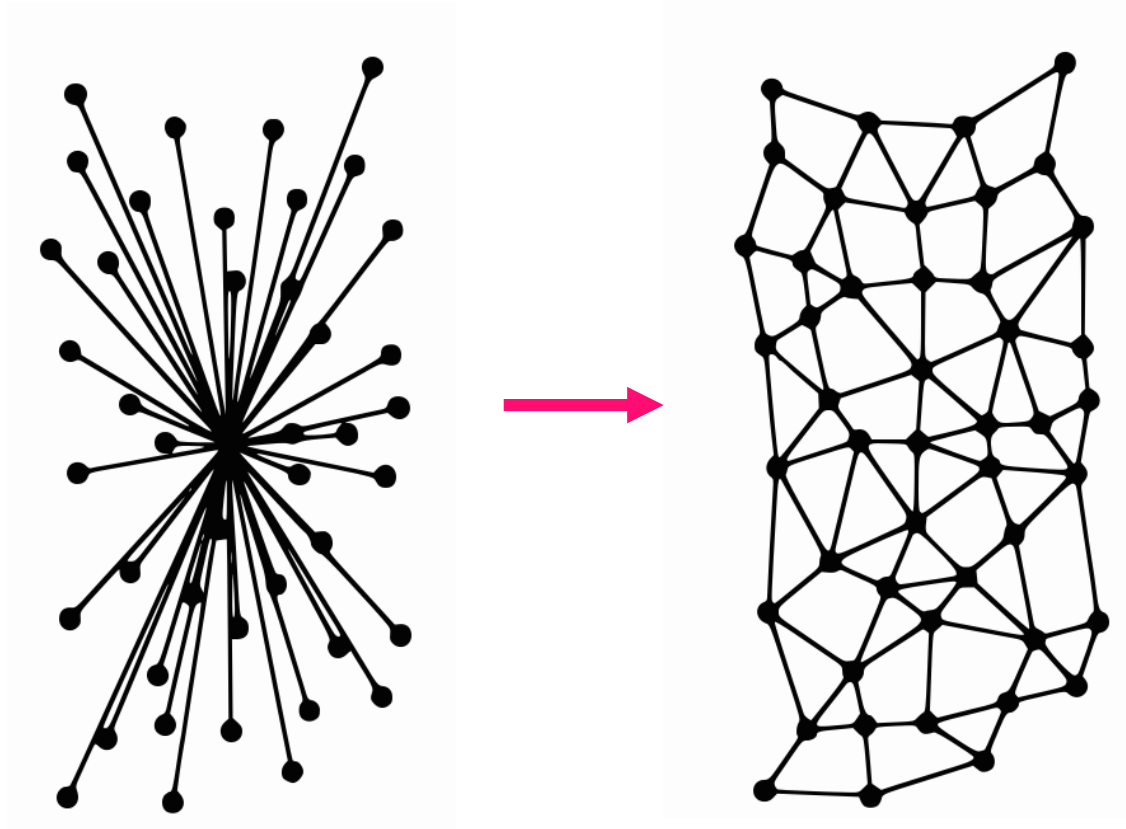
There has never been a time of greater demand for last-mile transport



Source: WEF, 10.01.2020

78%
growth through 2030 in urban last-mile deliveries

The shift from centralized to decentralized Product availability is a megatrend



Global E-Commerce Market To Expand By \$1.4 Trillion By 2025
(Forbes)

B2C E-commerce Market Will Reach US\$ 8.65 trillion by 2030
(Vision Research Reports)

Global: 30% of total retail sales will be online by 2030
(KPMG)

It is estimated that by 2040, 95% of all purchases will be made via e-commerce
(Nasdaq)

The Network Effect - Metcalfe's law



Who will disrupt you?



Q&A

Daniel Gradenegger

Story Annanow:

- 5 Jahre
- 3 Länder
- 70+ Mitarbeiter (we are hiring!)
- 5'000+ Händler
- 10'000+ Filialen
- 100'000+ Fulfillment Partner in Reichweite



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SWITZERLAND |**

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Visionary/Strategy & Board

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