

floranow .com

INVESTMENT DECK
2018

Disrupt the floral industry by enabling **direct** transactions between **growers & florists**
via a **global** online **marketplace** powered by innovative **technology** and optimized
cool chain solutions

floranow  .com

Cut Flower Growers
Indoor Plant Growers

from:

Holland
Kenya
Thailand
Colombia



FARMER

flowers are cut to order and delivered fresh
that serves as a marketplace
directly connecting growers to florists

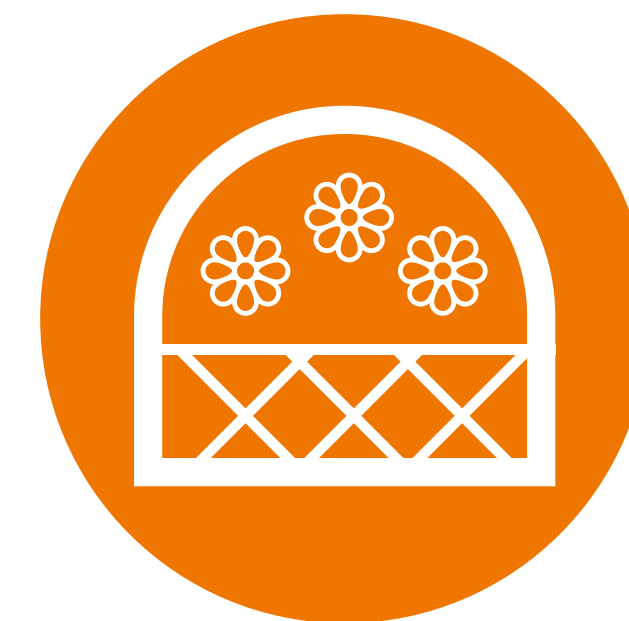


Uninterrupted cool-chain
from farm to florist

Flower Shops
Weddings & Event Planners
Hotels

in

UAE
Kuwait (Pilot)
Qatar (Pilot)
Jordan (Pilot)



FLORISTS



USD 2.6 Million
Revenues in 2017
50% CAGR



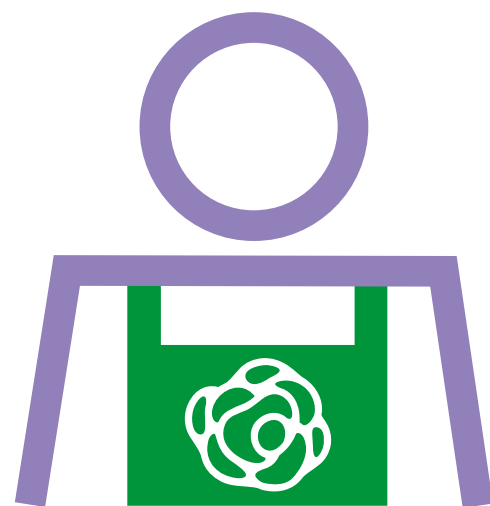
USD 1 Million
From institutional
Investors



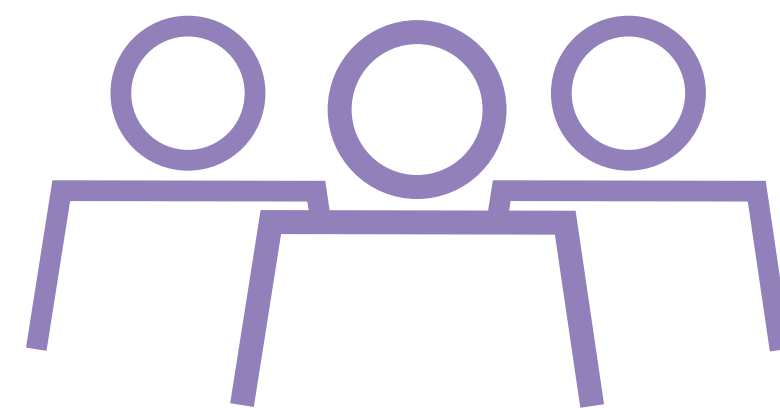
6,000+
Orders processed
in 2017



179+ Farms
Registered



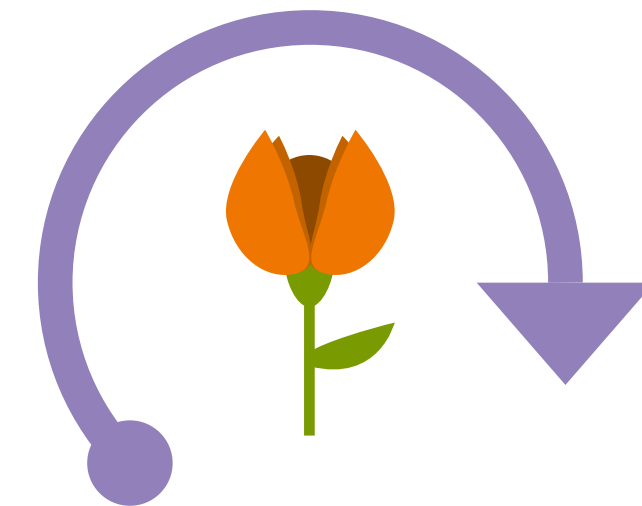
23
Team
members



140
Active
Customers



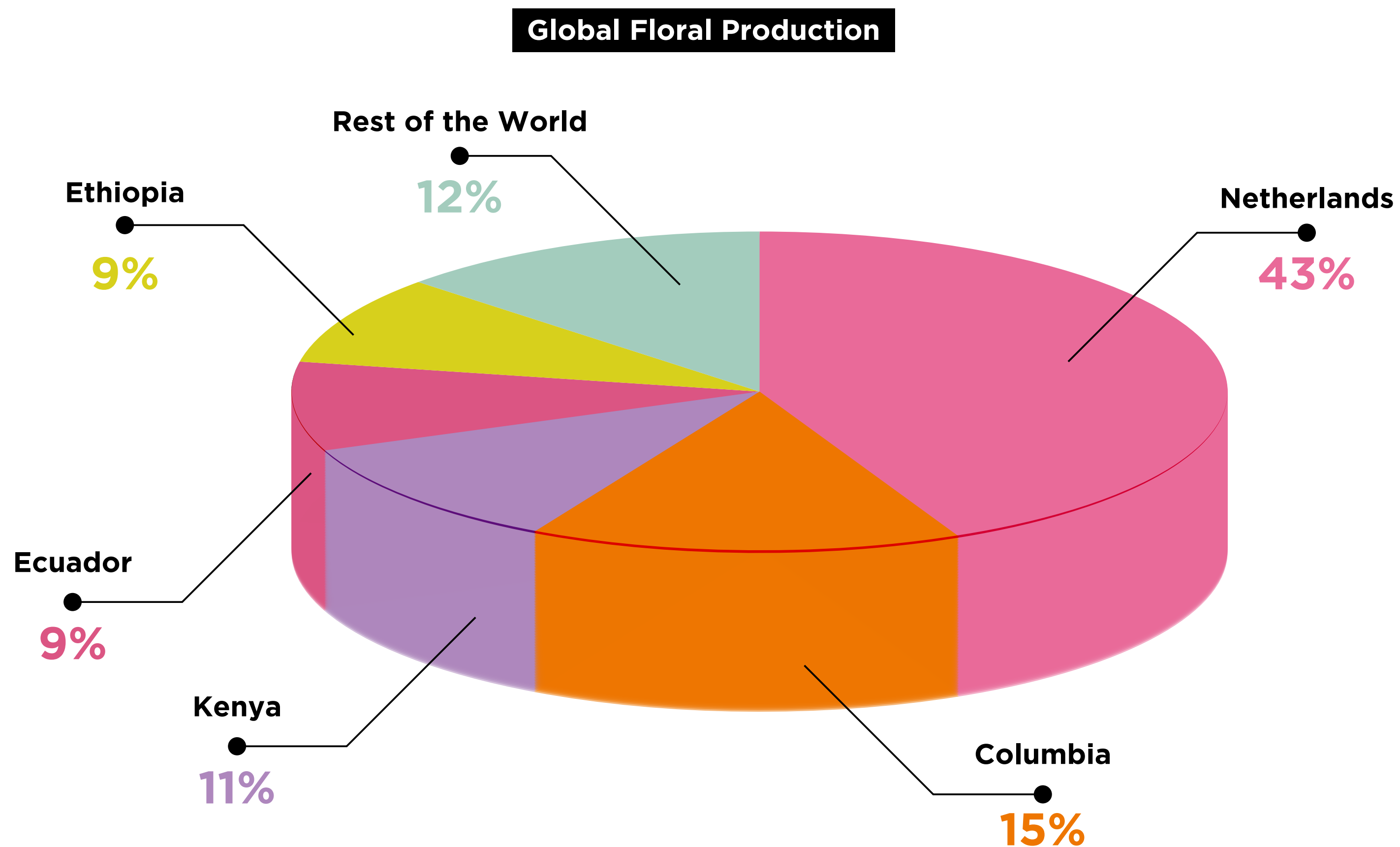
1,000+
Shipments
to Date



4+ Million
Stems
processed

Global production of cut **flowers and foliage**

is estimated at **USD 20 Billion** The chart below shows the contribution of the major production countries to the total.



Imports from the following gulf countries listed below are growing on an average of 20% Annually.

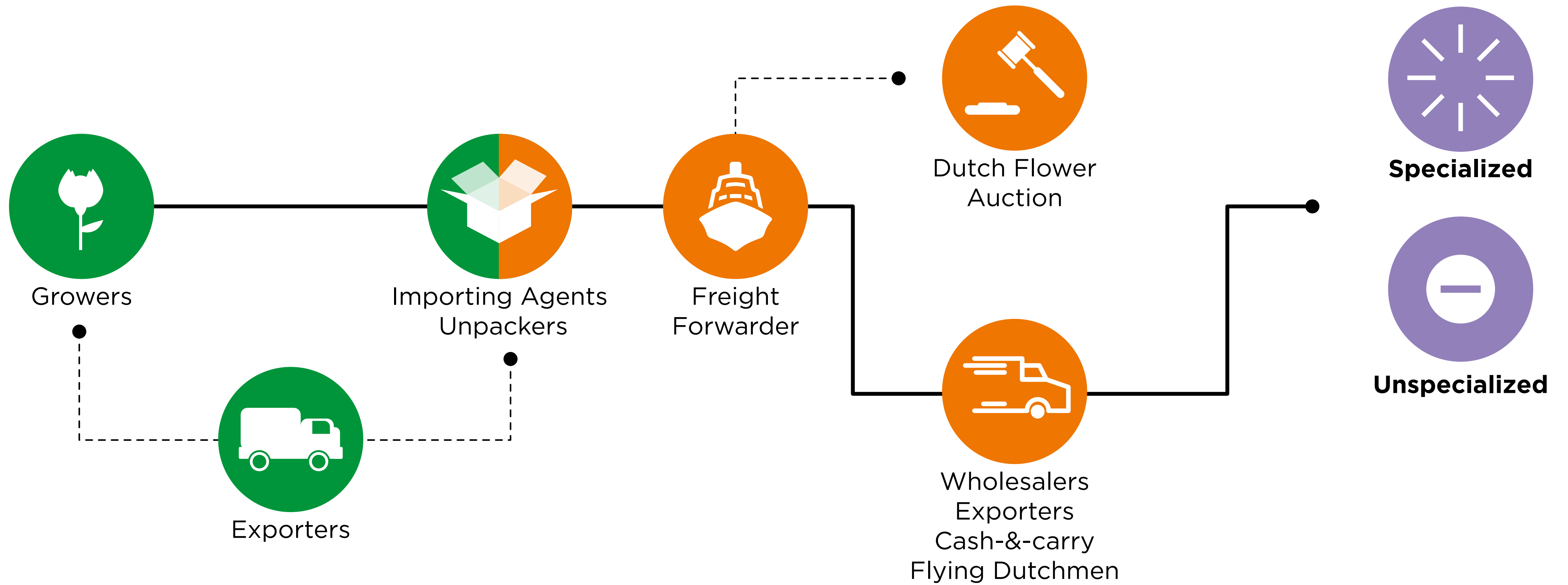
	2018 Estimates USD '000
KSA	115,987
UAE	77,325
Qatar	33,507
Kuwait	30,930
Total	296,726

Source: CBI Tailored Market Intelligence: Tropical Flowers and Foliage from Colombia to United Arab Emirates and other Middle East markets

Developing Country

European Market Channels

Florist

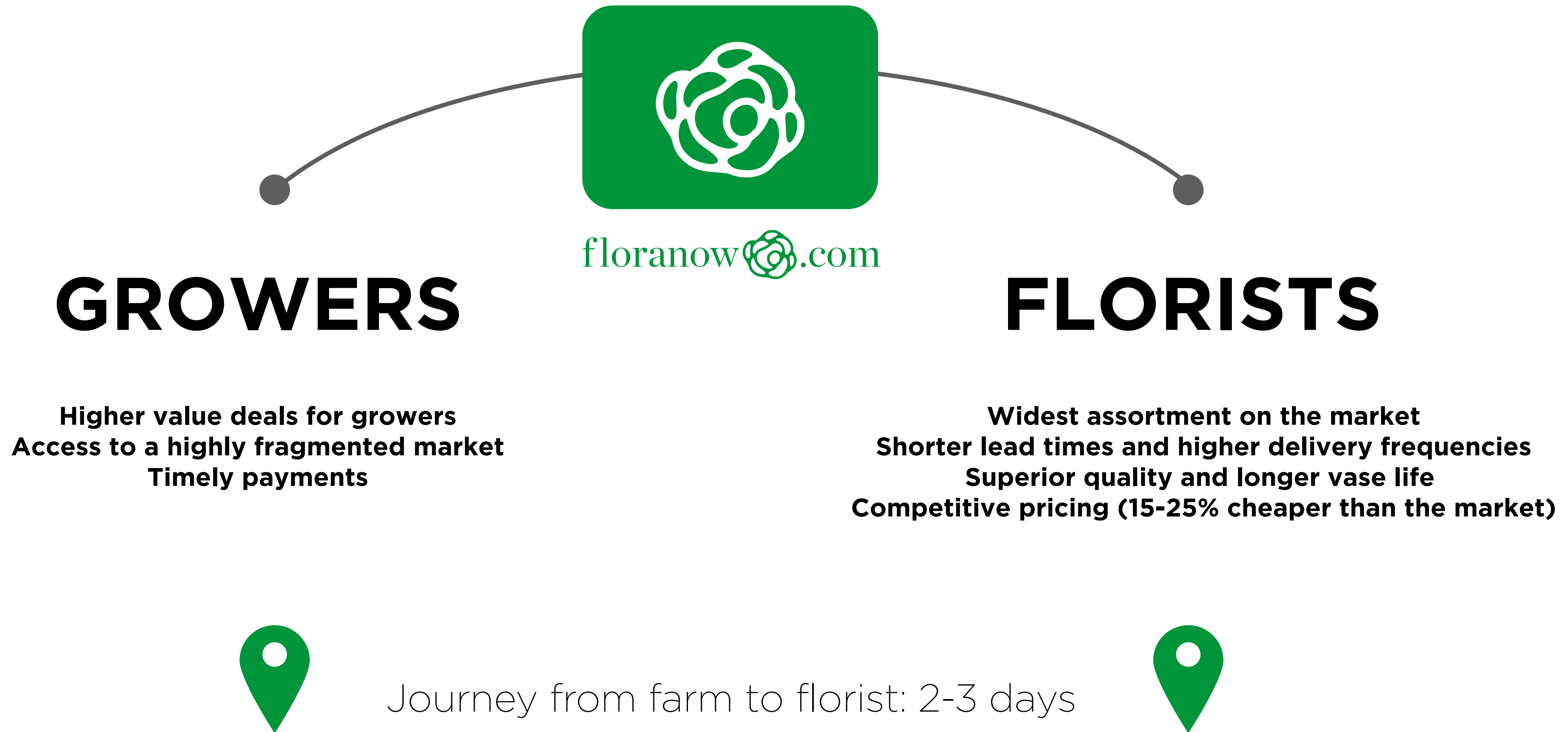


Journey from farm to florist: 5-7 days

Day 1

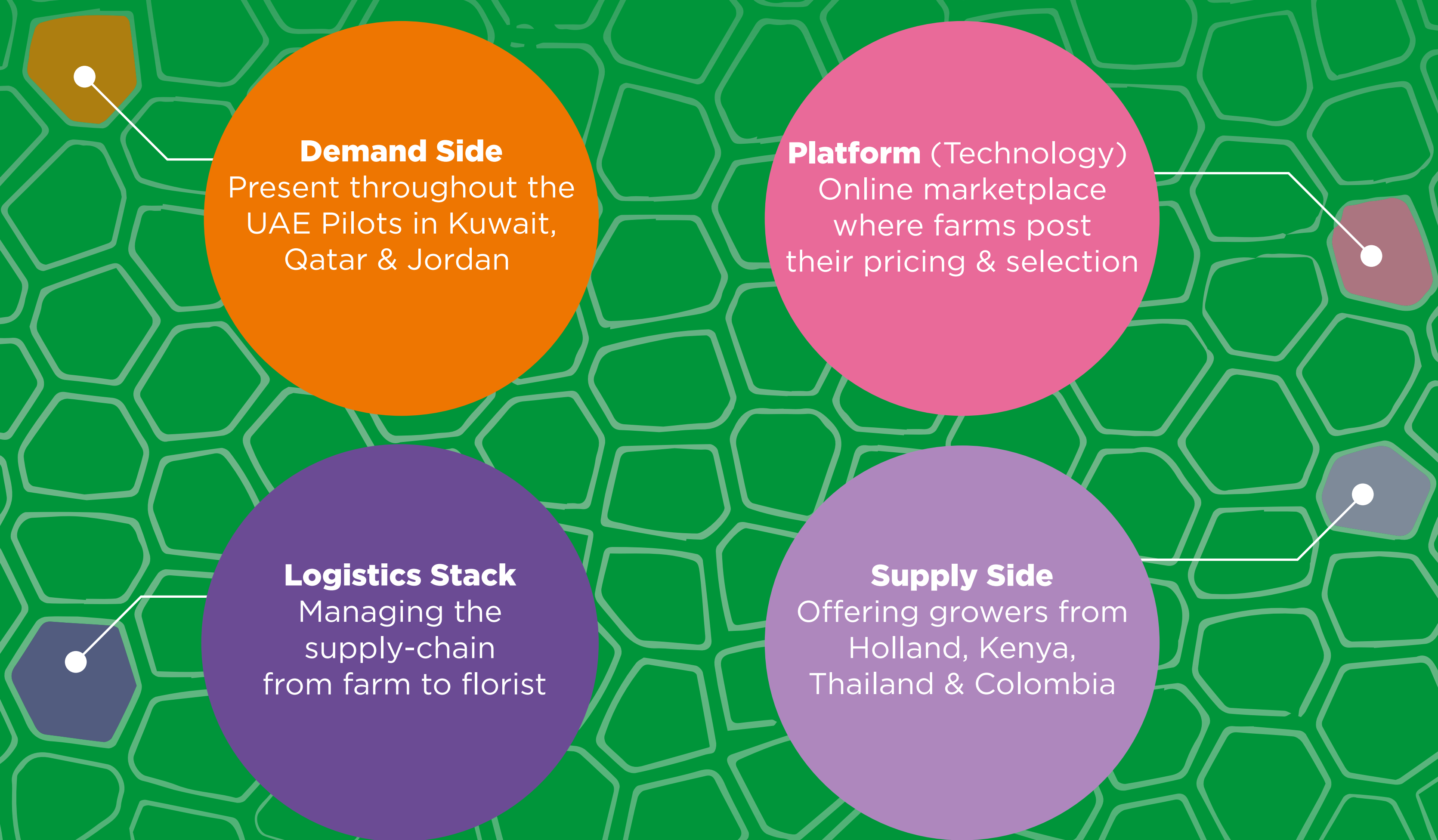


floranow's trade model



Day 1

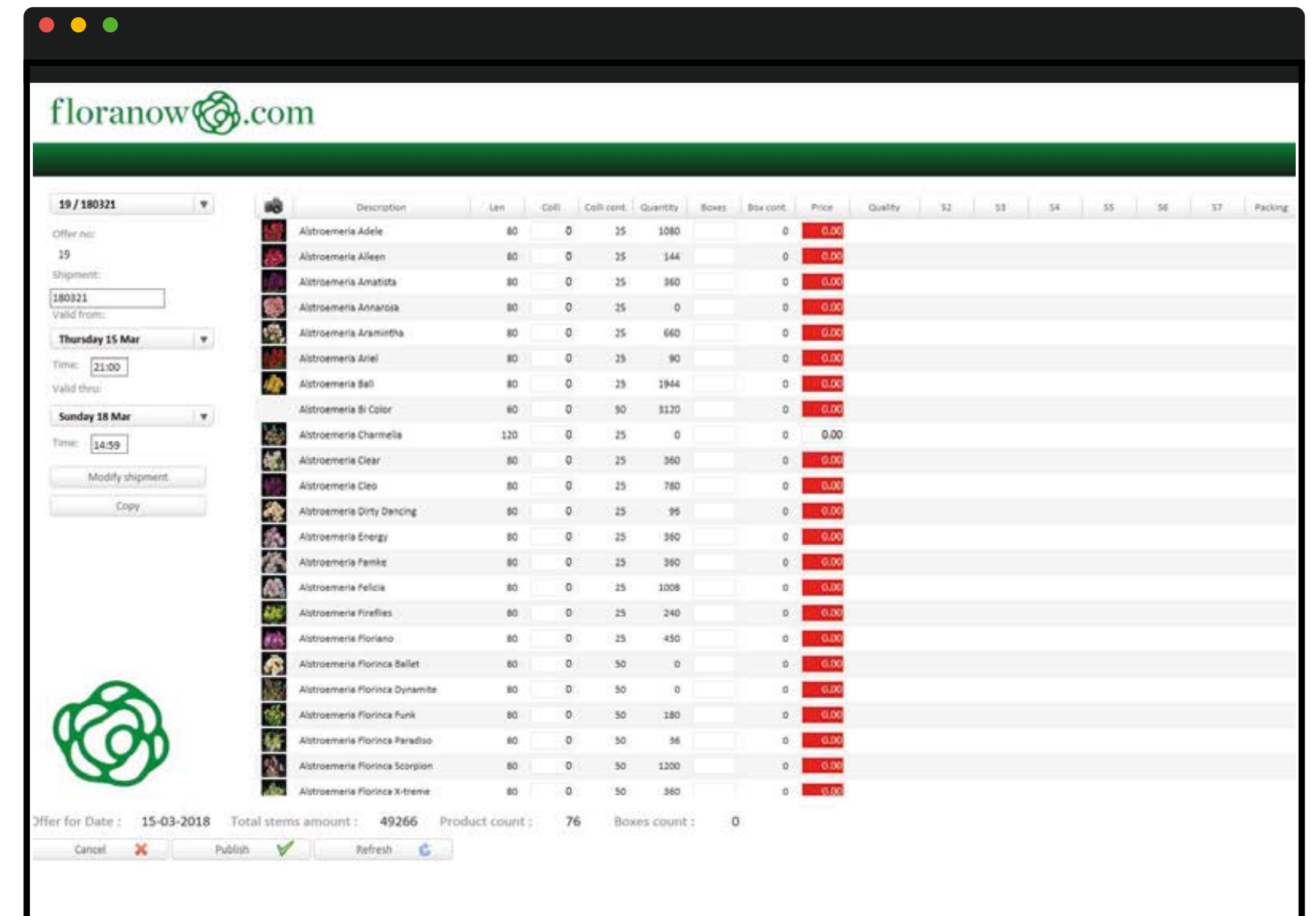
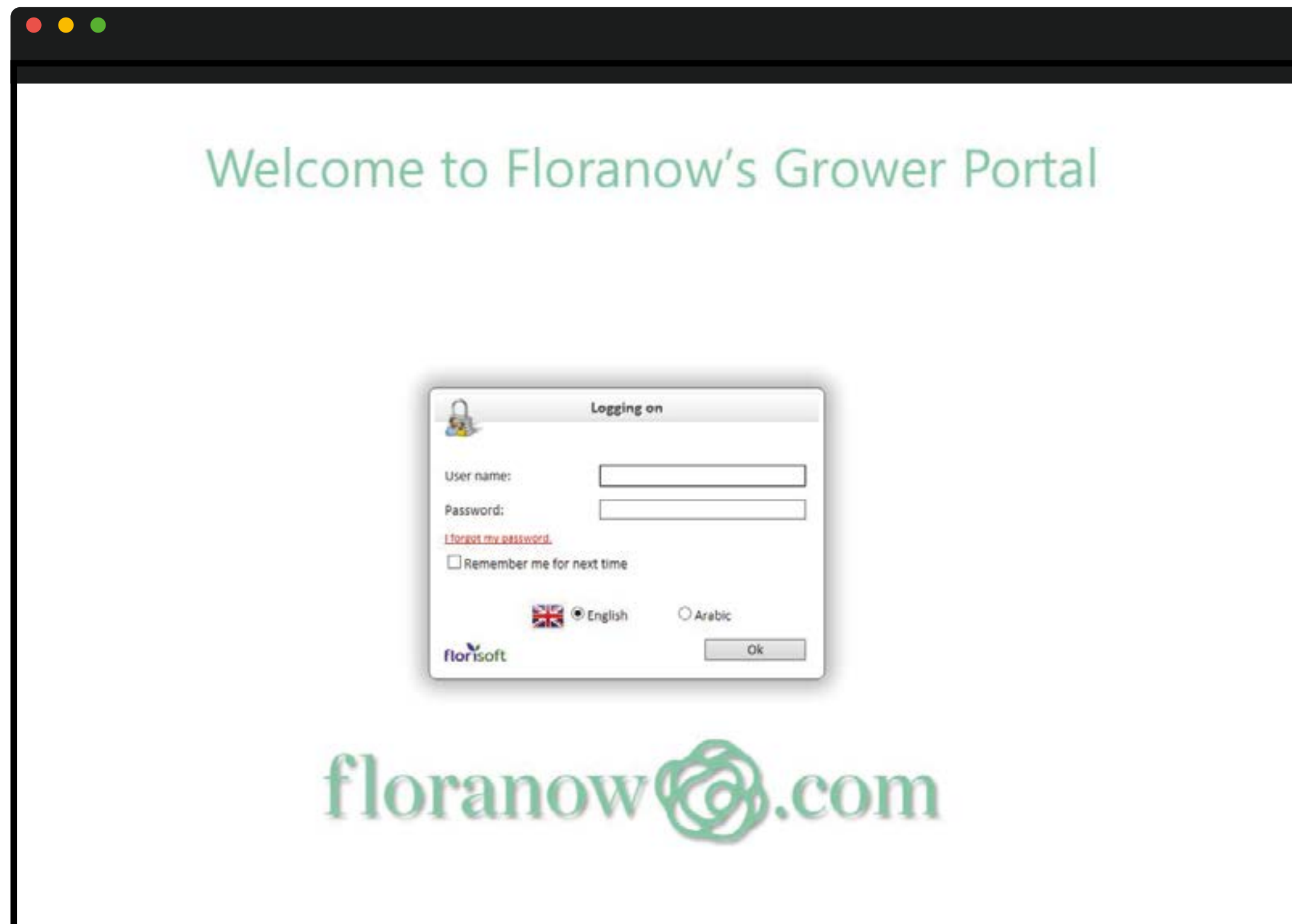




floranow  .com

Supply Side

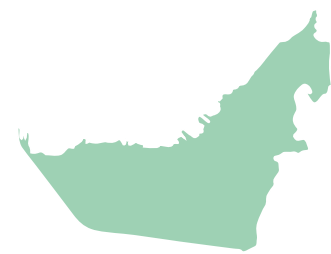
- Over 179 farms from Holland, Kenya, Thailand and Colombia
- More than 8,000 articles offered
- Network of growers to be expanded to cover farms in Srilanka, France and Italy



We cater to:

- Flower Retailers (online and offline)
- Weddings and Events Planners
- Hotels
- Supermarket Chains (in the pipeline)

UAE



(Active Clients)

Flower shops: 142

Weddings & events planners: 11

Hotels: 4

Fully Serviced Clients: 1

KSA



Expansion
Q1 2019

QATAR



Pilot

KUWAIT



Expansion
Q3 2018

JORDAN



Pilot

Mission to own and/or directly manage as many elements of the Origin and Destination logistics to ensure Service quality and speed

Origin



Transit



Destination



First Mile Delivery

Origin fulfillment centre

Freight Forwarder

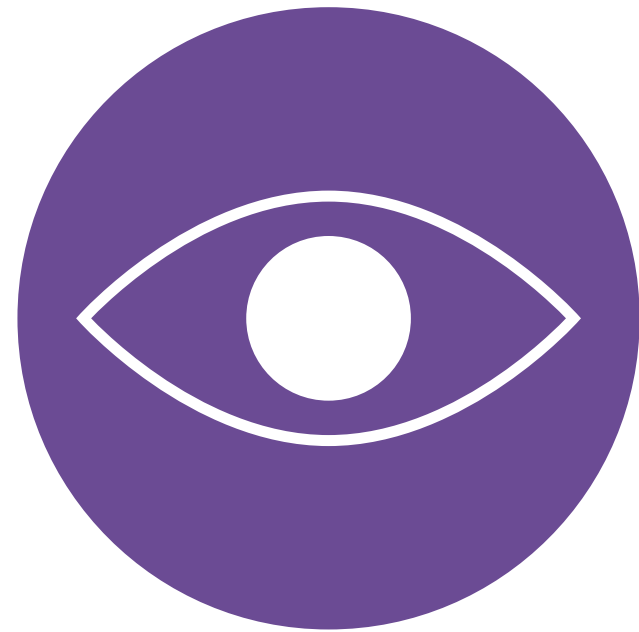
Airlines

Customs Clearance

Destination fulfillment centre

Last Mile Delivery

Platform (Technology) Projects in the Pipeline



User interface and user experience enhancement



Integration of logistics on the portal



Online payment



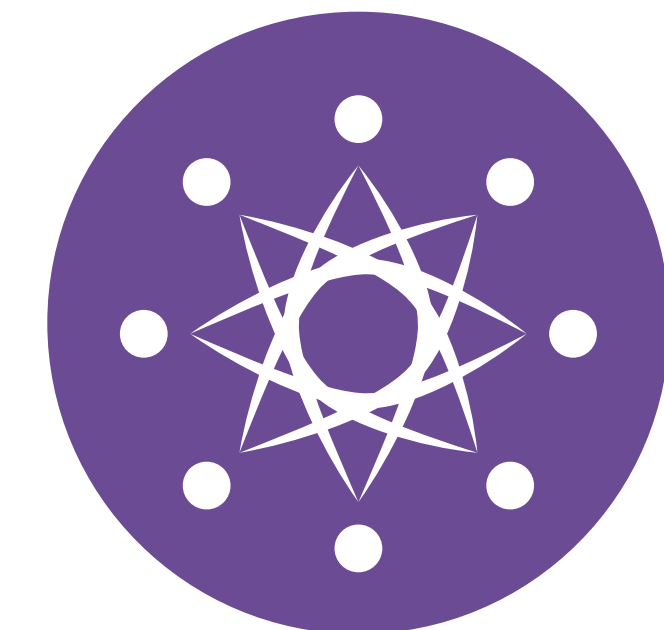
Supplier performance rating



Automation of on-boarding of new suppliers for non Holland suppliers (Holland is already fully automated)



Data analytics
Suppliers; sales volumes, values and trends
Client; products purchased, varieties, volumes, values and trends



Live stock management for non Holland suppliers

Financial Performance

All Amounts in Million USD

	2016		2017		2018 (est)	
Revenues	1.7		2.6		5.0	
COGS	1.3		2.0		3.8	
Gross Margin	0.4	25%	0.6	23%	1.2	24%
Total Expenses	0.5	29%	1.1	43%	2.0	39%
EBITDA	(0.1)	-5%	(0.5)	-20%	(0.7)	-15%
Net Profit	(0.1)	-5%	(0.5)	-21%	(1.0)	-19%

Unit Economics

All Amounts in USD

Average Basket (Order) Value	298
Merchandise Cost	161 (54%)
Freight Cost	53 (18%)
Handling Cost	17 (6%)
Gross Profit Margin	68 (23%)



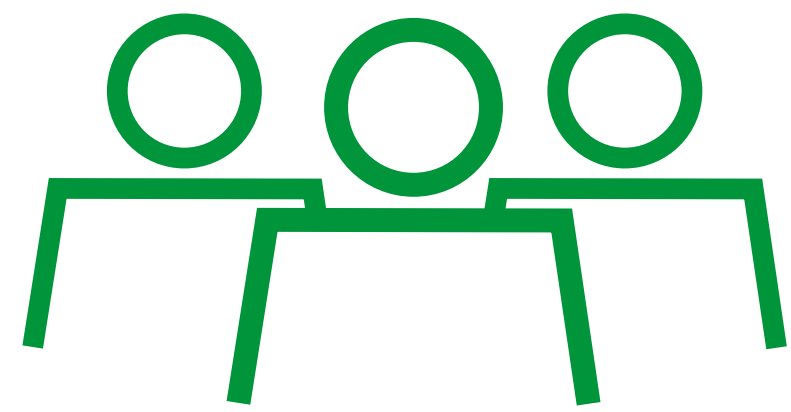
Average Basket
(Order) Value
298\$

Target is to increase gross profit margin to 30% by 2020, through:

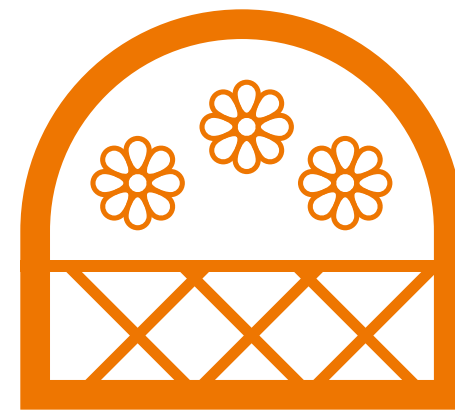
- Negotiating better deals with farmers
- Negotiating direct freight rates with the airlines
- Reducing handling costs as volumes increase

Summary of Main Metrics

All Amounts in USD



ACTIVE CLIENTS & MONTHLY PURCHASES



AVERAGE MONTHLY PURCHASES



ACTIVE FLOWER SHOPS

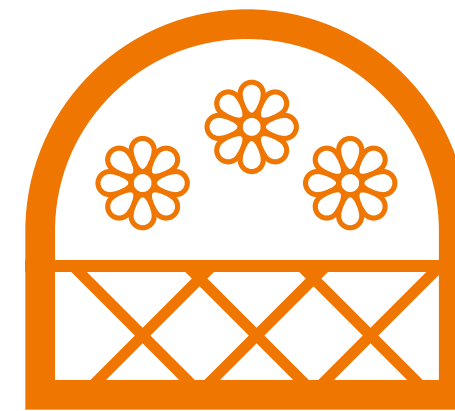
Q1 2017	2,517	54
Q2 2017	2,295	86
Q3 2017	1,200	83
Q4 2017	1,425	115

Summary of Main Metrics

All Amounts in USD



NUMBER OF ORDERS &
ORDERS VALUE



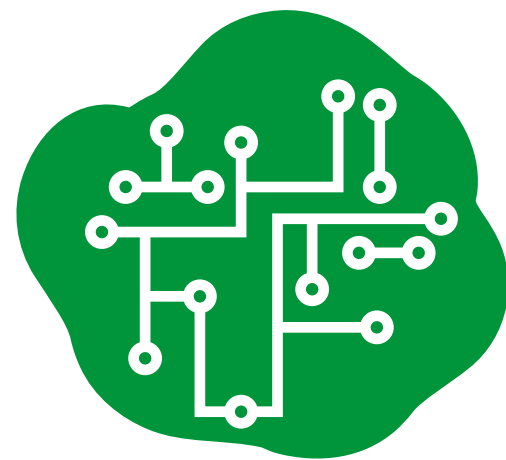
AVERAGE BASKET
VALUE



NUMBER OF
ORDERS

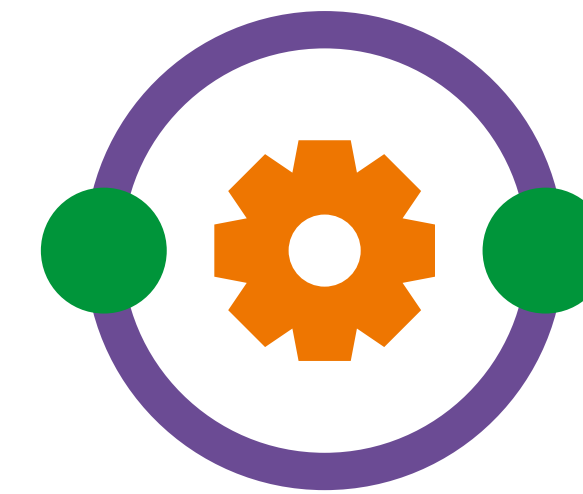
Q1 2017	340	1,034
Q2 2017	342	1,484
Q3 2017	251	1,337
Q4 2017	259	1,841

Raising **3M USD** for growth plan until end of 2019



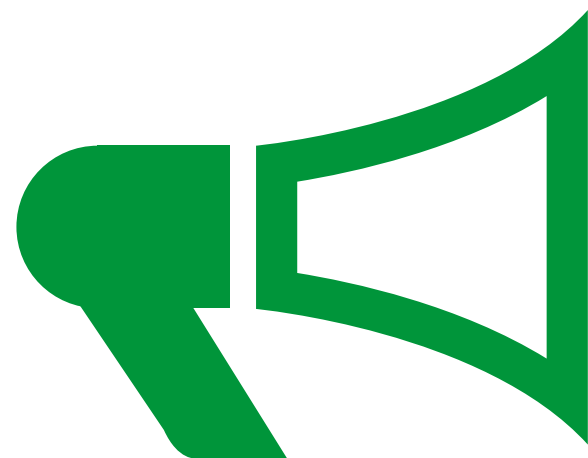
Technology

Buildout of technology stack: supply, demand and logistics systems



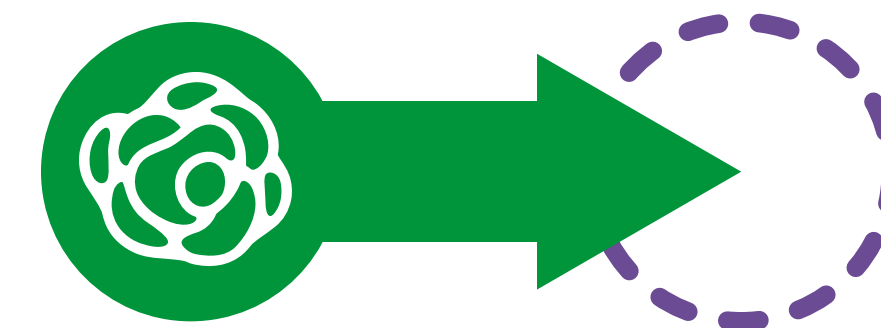
Logistics Stack

Streamline and reengineer the supply chain out of selected supply markets



Consolidate our UAE market presence

Increase brand awareness and market share



Geographical Expansion

Launch UAE-modeled operations in Kuwait and Saudi Arabia



Charif Mzayek **Founder & CEO**

- 30 years of experience in the floriculture industry
- Ex-CEO of Alissar flowers International, a regional leader in the sector
- Charif was heavily involved in value creation along the entire floriculture value chain from agriculture to retail
- Endeavor Entrepreneur



Maram Hamam **Strategy & Finance Manager**

- 8 year of experience in financial and business planning
- Worked with major investment companies primarily investing in technology startups in the MENA region
- Handled complex financial and business models for several companies and startups across the region



Samer Sindian **Sales Manager**

- 6 years of experience in the floriculture industry mainly in the GCC
- Extensive understanding of the local flowers trading market dynamics
- Managed a sizable clients portfolio and devised sales strategies to fulfill their requirements

floranow .com

