



***buymie***

# Navigating Sales in the New Reality



# Large basket shop, same-day delivery

- **buymie** is the **leading platform for same-day grocery delivery in Ireland.**
- **buymie** launched its first UK city, **Bristol** in May '20
- Customers **can order goods** from a selection of large enterprise retailers via the **buymie** app and have them **delivered by a personal shopper in as little as 1 hour!**
- Delivery charges from €3.99–€5.99 (IE). £3.99 (UK) or free for orders over €40/£40 with **buymie** PLUS Membership (€99 annually, €11.99 per month).
- **Full Product range, no basket limits. Dedicated Personal Shopper.**
- **Multiple revenue** channels:
  - › **Customers**
  - › **Retailers**
  - › **Brands**



# Why customers choose buymie

## 1. *Faster*

- Buymie delivers your **full weekly shop in as little as 1 hour**
- Most people in the UK don't know what they are having for dinner tonight, which is why they drive to a supermarket rather than use eCommerce for grocery delivery

## 2. *Better Service*

- We use a **personal shopper** who is incentivised (via a tip) to deliver excellent service. They call the customers from the store if an item is out of stock.

## 3. *Better Value*

- Customers can **save up to 30%** on the cost of weekly groceries through buymie versus traditional eCommerce offerings





# The *buymie* mission

**We help ordinary people get their grocery essentials,  
when they need them, whilst minimizing the impact  
of grocery shopping on the world we live in.**



Reduce packaging, and the use of single use plastic.

Facilitate a world without private car ownership.

Maximizing value of existing store estates

Radically reduce Co2 emissions associated with last mile



# RetailWeek



LUKE TUGBY

Sainsbury's cannot lose appetite for groceries

HOME SECTORS TOPICS COMPANIES ANALYSIS VIDEO DATA GUEST ACCESS MORE...

MEMBERSHIP

GROCERY

## Supermarkets 'losing £300m a year' from online grocery

21 OCTOBER, 2015 | BY LUKE TUGBY

Supermarkets are losing around £300m every year by running their online businesses unprofitably, new figures have revealed.





	2018 value (£bn)	2023 value (£bn)	Change in value (%) 2018-23
Hypermarkets	16.4	16.7	+1.4
Supermarkets	89.1	95.9	+7.7
Convenience	40.1	47.2	+17.6
Discounters*	23.1	31.5	+36.7
Online	11.4	17.3	+52.4
Other retailers**	10.2	9.9	-3.5
<b>Total</b>	<b>190.3</b>	<b>218.5</b>	<b>+14.8</b>



2015 we began speaking to customers to find out what they wanted





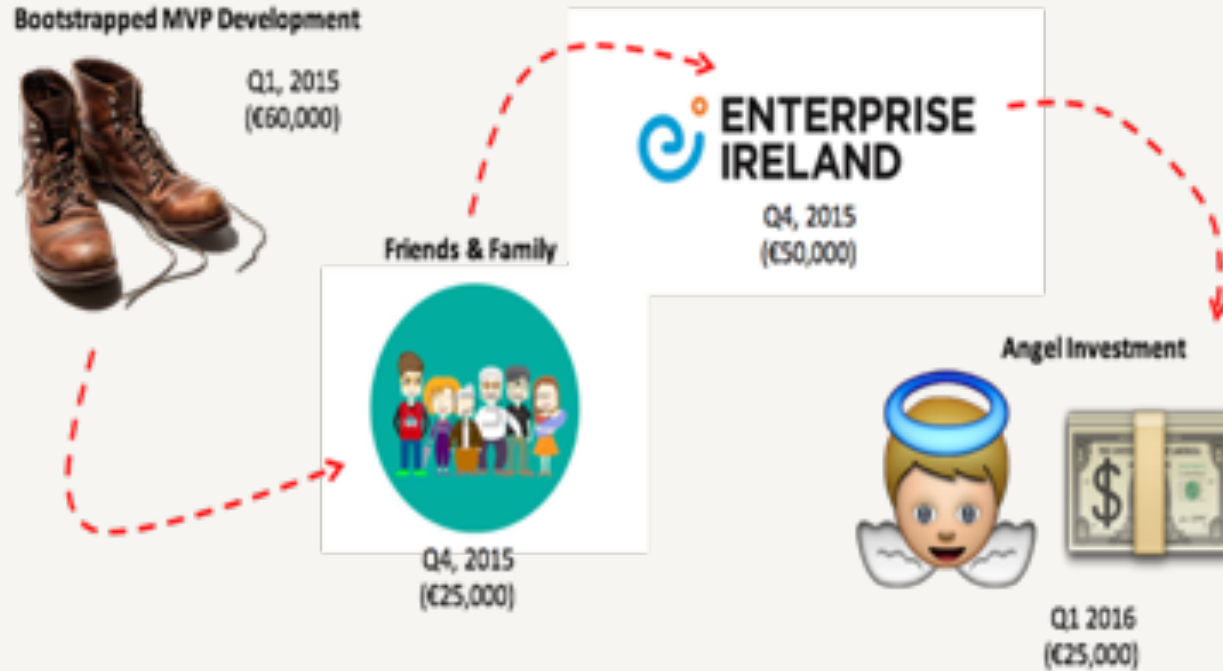


## We crunched that data and reimagined the last mile





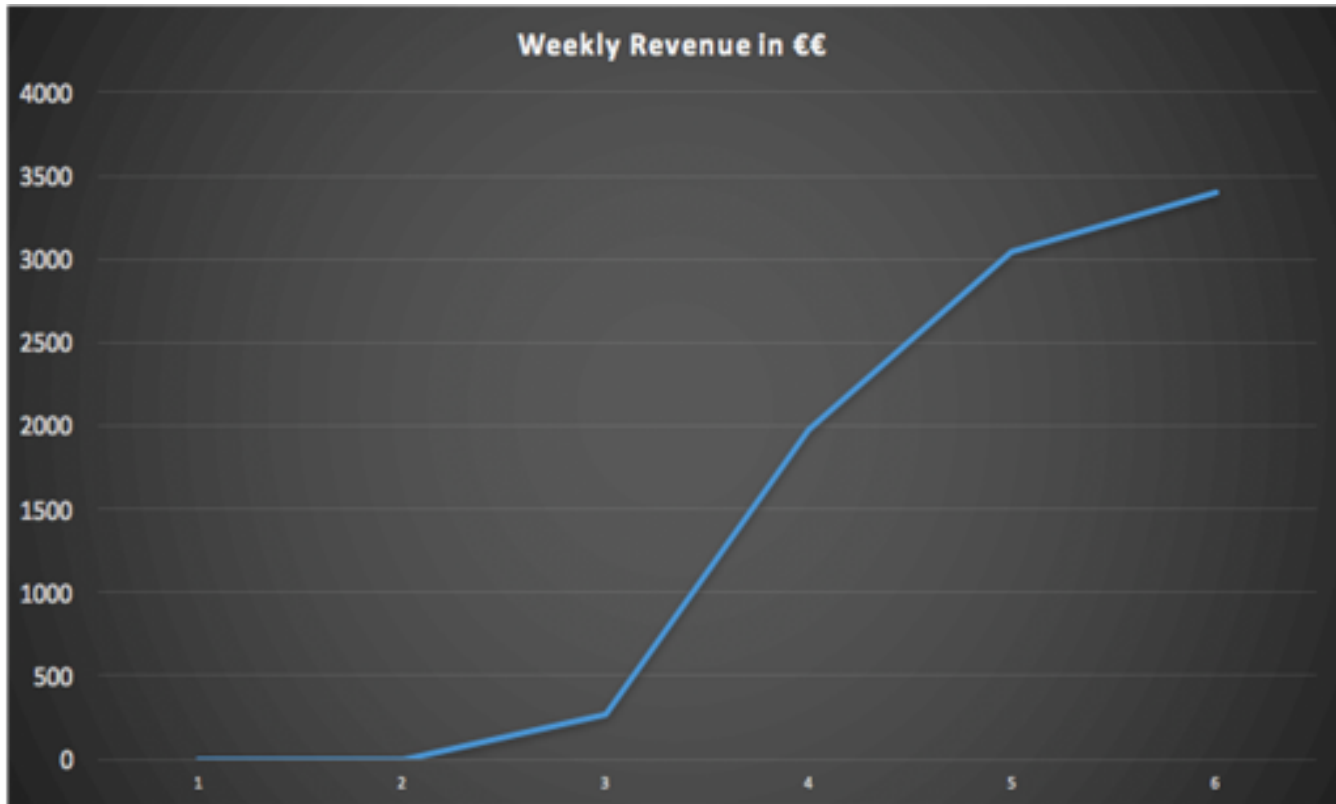
# We funded a pilot



€160,000 raised for pilot launch



## We crunched that data and reimagined the last mile

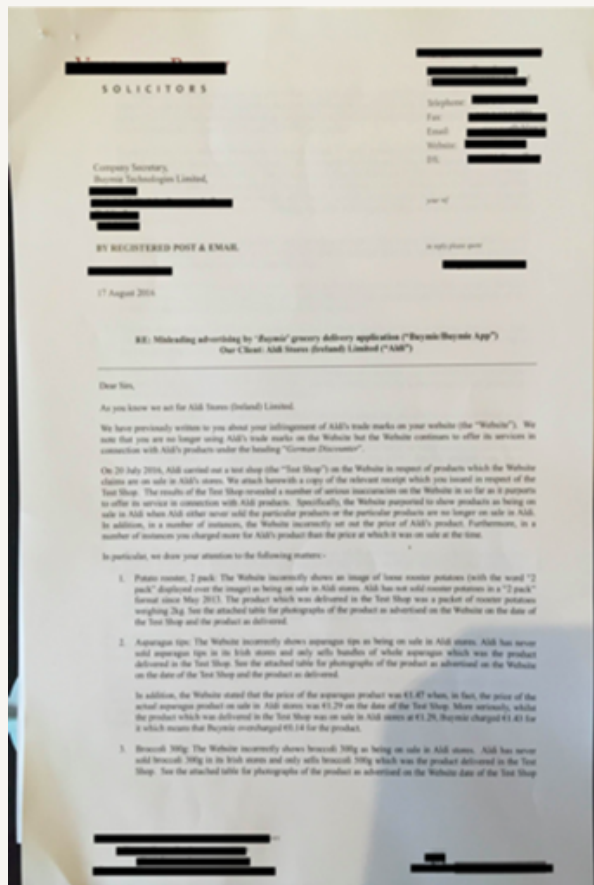




**I quit my job to become our very first personal shopper**



# Oh shit!



**It felt like the universe was speaking to me**



**Be bold.**



# Seek out alternative solutions





**And cut through the noise of the market.**



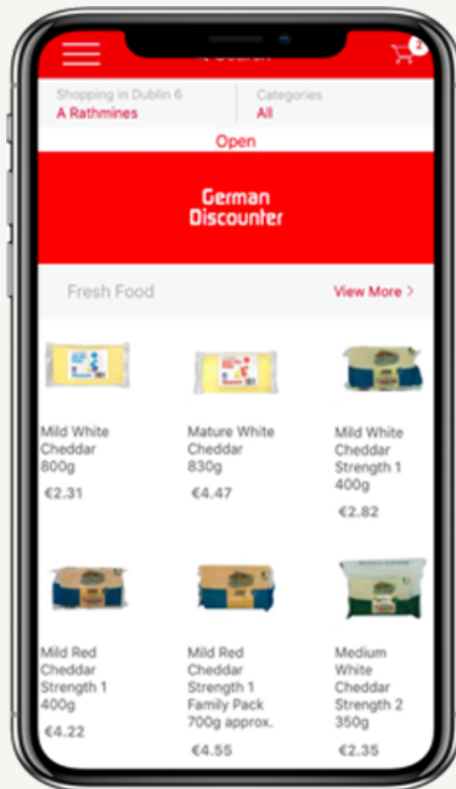
**This is what we needed**



# This is what we could afford



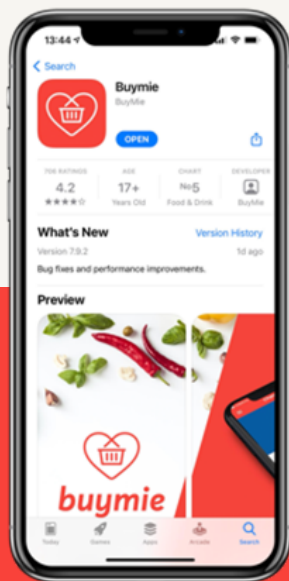
# Solving the problem for today



# Simple & easy to use

1

Download the  
buymie app



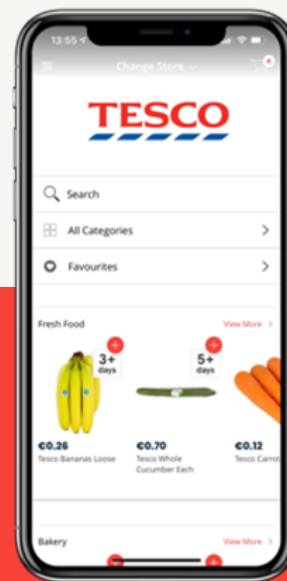
2

Select  
your store



3

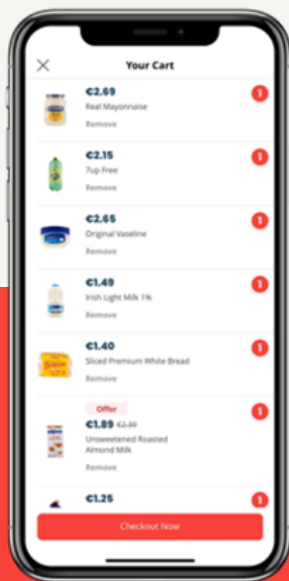
Start  
shopping



# Simple & easy to use

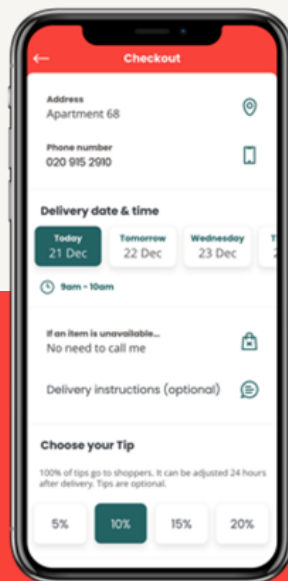
4

Checkout  
when ready



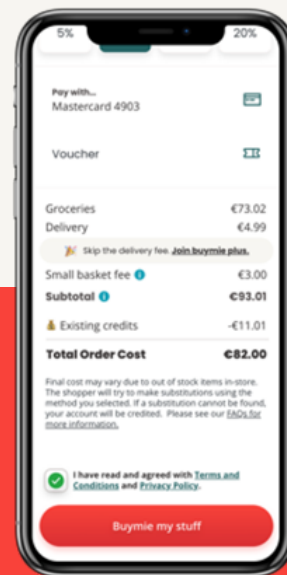
5

Select a delivery  
slot



6

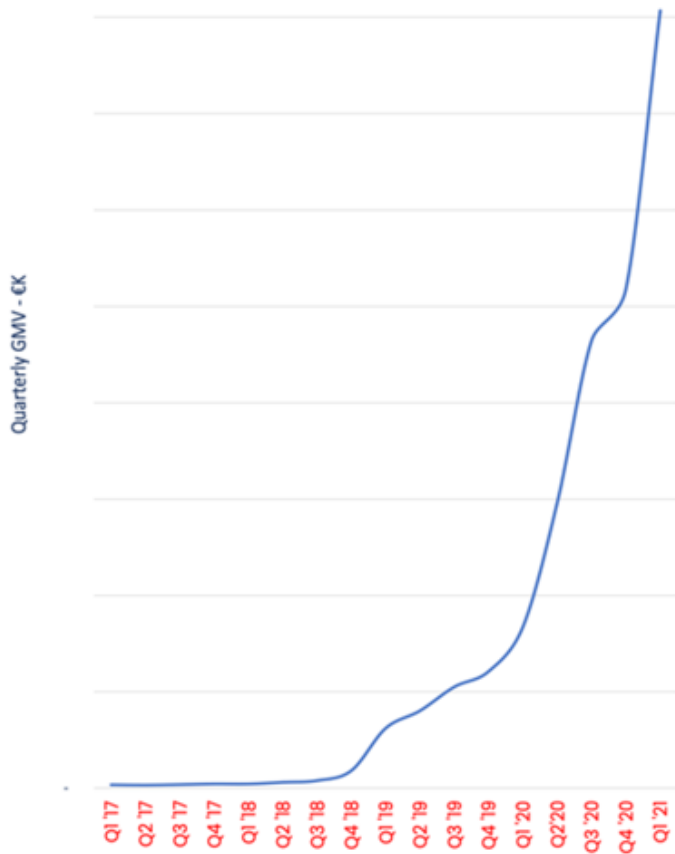
Pay for  
your shopping



# How it works



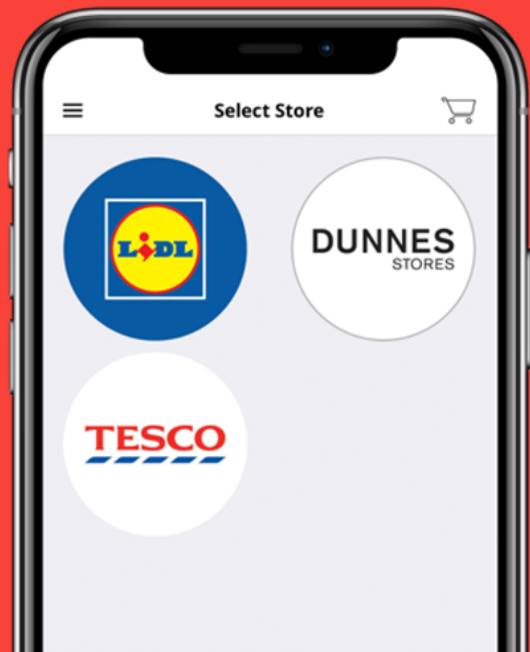




## 155x growth over 5 years

- Operating in 5 cities in 2 countries
- 2.5 million households with access
- 500 + Personal shoppers
- 4.5% of the Irish Population registered as users
- 10% of Households in major cities shopping with us
- Basket size 3 X larger than avg in-store basket

We are the same day  
**leader in Ireland**



## Ireland

- We signed our flagship enterprise retail partnership with Lidl Ireland in 2018
- We brought Dunnes Stores Grocery, the leading grocer in Ireland into the platform in September 2020

# And expanded into the UK in May 2020

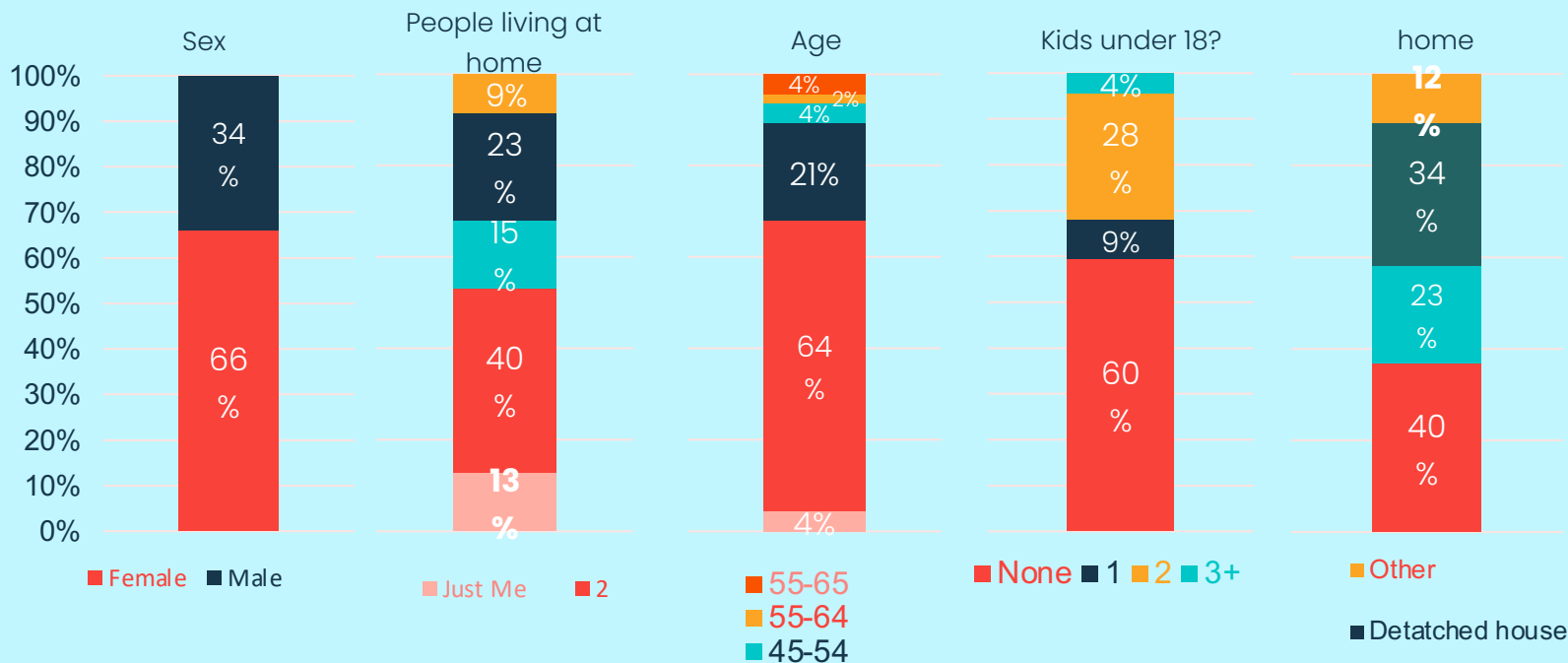


## UK

- We are **rapidly growing our business in Bristol**
- **Our GTV run rate > £0.8m**
  - Formal partnership with Co-Op
- We are now in final stage agreement for **our second major UK partner**
- We are forecasting a £3m in GTV revenue run rate in Bristol by the end of 2021

# Our Customer Base

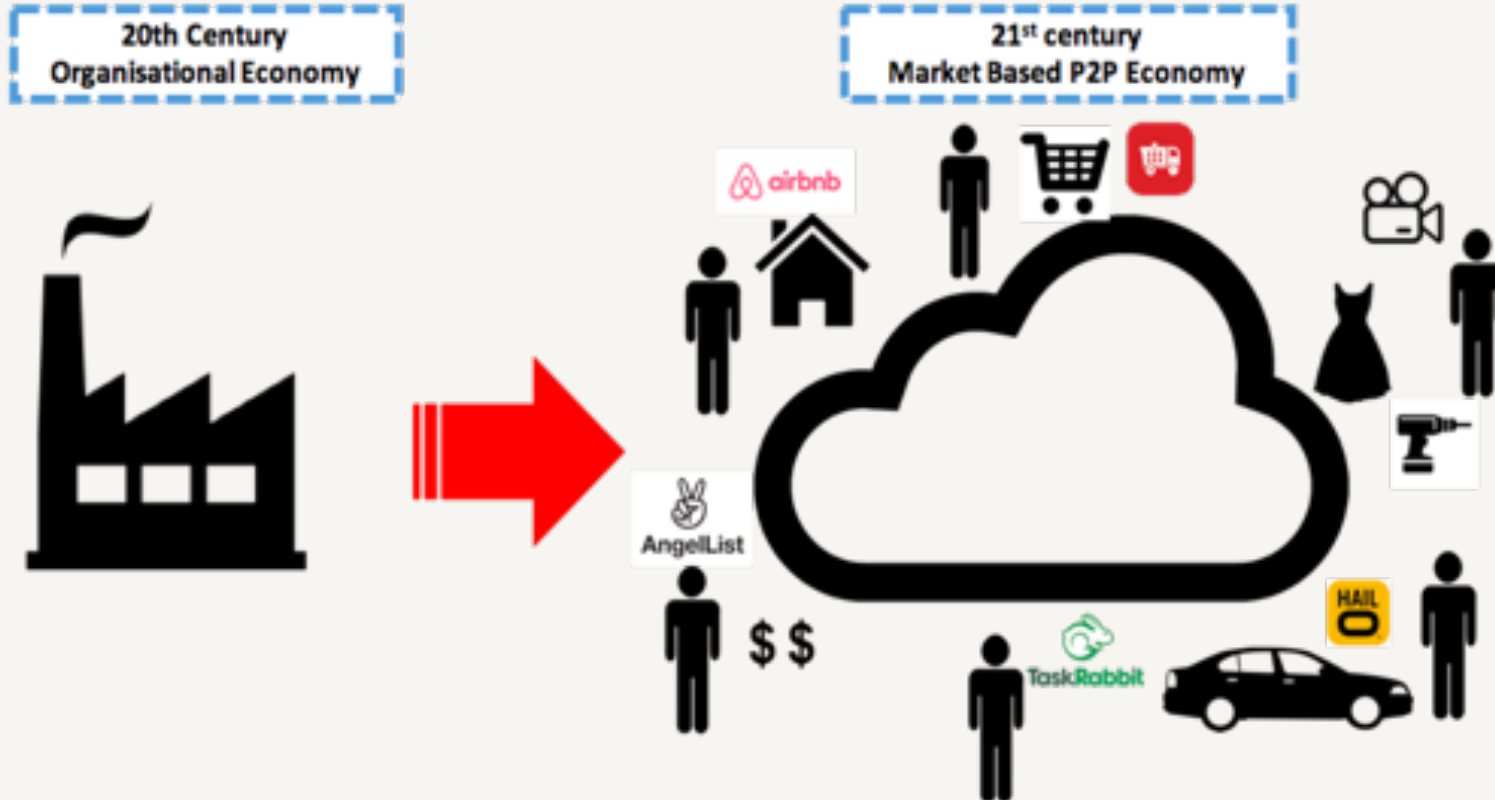
(UK Quant Study July 2020)



Source:  
Customer survey  
Jul/August 2020  
Sample 127.

**65%**  
female

# The world of commerce is rapidly evolving



# The European Grocery Market

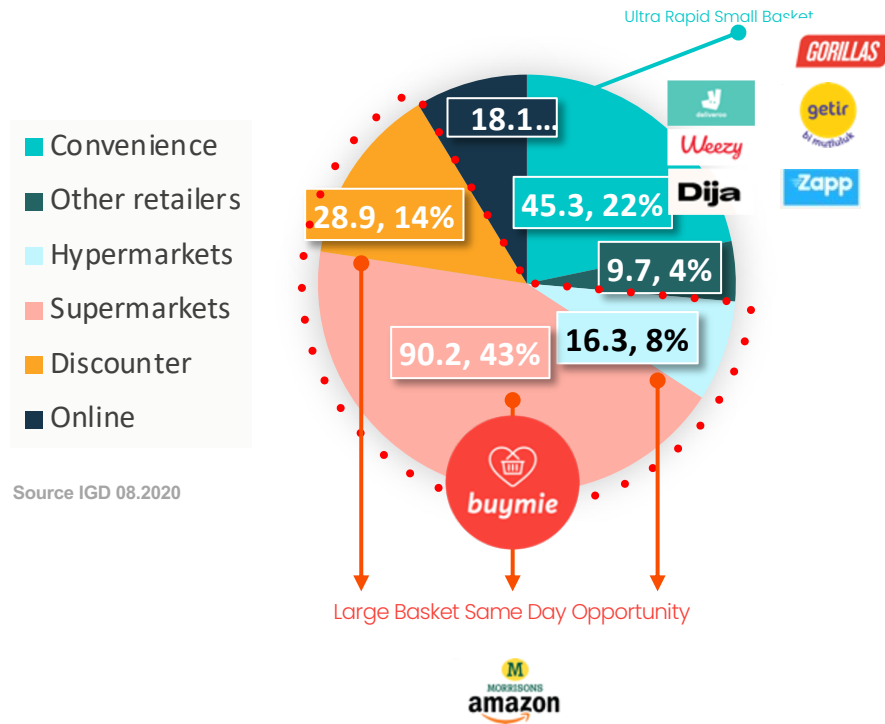
- **Projected to be worth €2.3Tn by 2022 (IGD)**
  - 16% of Global Grocery
  - Growing by €377Bn 4 years from 2018 to 2022
- **eCommerce projected to grown from €28Bn – €56Bn (2018 – 2023), driven by:**
  - Same day delivery
  - Delivered to door (rather than click and collect)
  - Reducing premium costs
  - UK largest market
- **Existing eCommerce providers and infrastructure not set up for same day**

# UK & Ireland

## Market Opportunity

- UK Food and Grocery Market is worth €208Bn in 2021
  - IGD 8.2020
- Irish Grocery Market worth €9Bn
  - eCommerce worth €500m growing to €1Bn by 2025
- Fastest growing channels are Discount, Convenience and Online
- Online represents 8.7% and is the fastest growing sector
  - 59% from 2019 – 2021
- Buymie is focused on the full weekly shop, bringing customers online from Supermarkets, Hypermarkets and Discounters
  - the in-store market for full weekly shop is estimated to be worth €135Bn in the UK (IGD 8.2020) comprising Hypermarket, Supermarket and Discount channels
- Amazon's ambitions in this area are clear forcing established retailers to respond competitively
- Dark store operations are competitive to existing retailers force them to innovate to compete – driving them to solutions like buymie.

## UK Food and Grocery Market £208Bn 2021

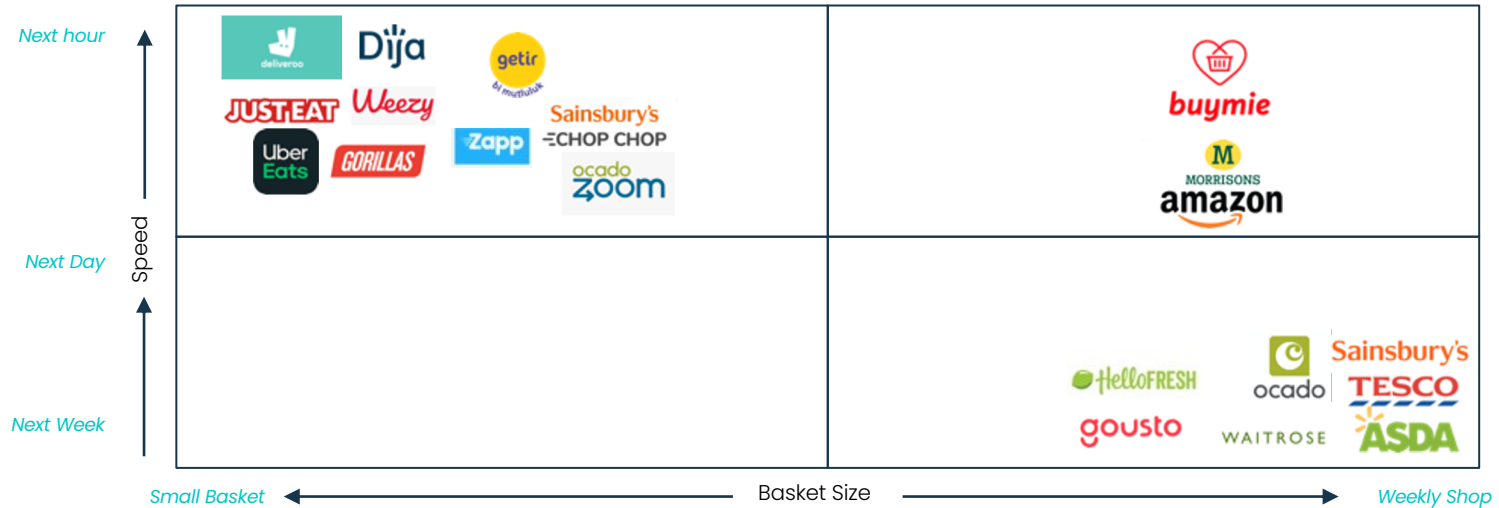




# buymie positioning

## SAME DAY, LARGE BASKET GROCERY

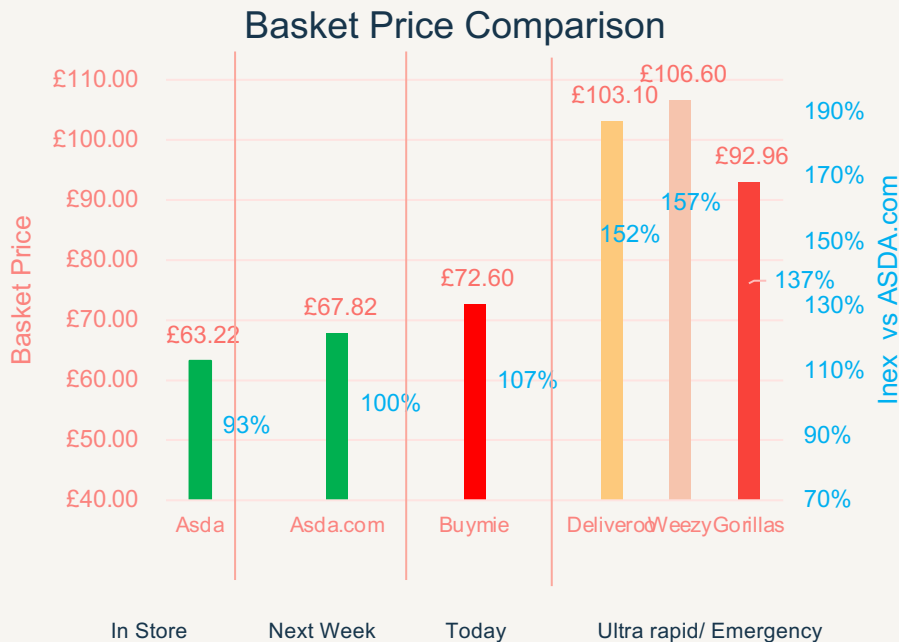
with exceptional customer service



- **buymie** has demonstrated a unique and compelling opportunity around 'Same Day, Large Basket'
- There is no other mainstream proposition in the UK other than AMAZON which offers this
- Players like Weezy and Dija will be seen as potential competitors to mainstream retailers
- Where as **buymie** is a potential partner helping them to compete with the likes of Amazon and new Dark Stores

# Competitor Comparison

- Buymie versus Ultra Rapid Offerings in the UK



- Recent pricing comparison with Deliveroo, Weezy and Gorillas for a standard ASDA basket
- Buymie charges a small premium versus ASDA.com for same-day convenience
- Deliveroo/Weezy and Gorillas charge 37% - 57% premium over ASDA.com
- Ultra convenience is 30%-47% more expensive than buymie for the same basket

# Competitor Comparison

- Buymie versus Next Week eCommerce



## It will be the best value

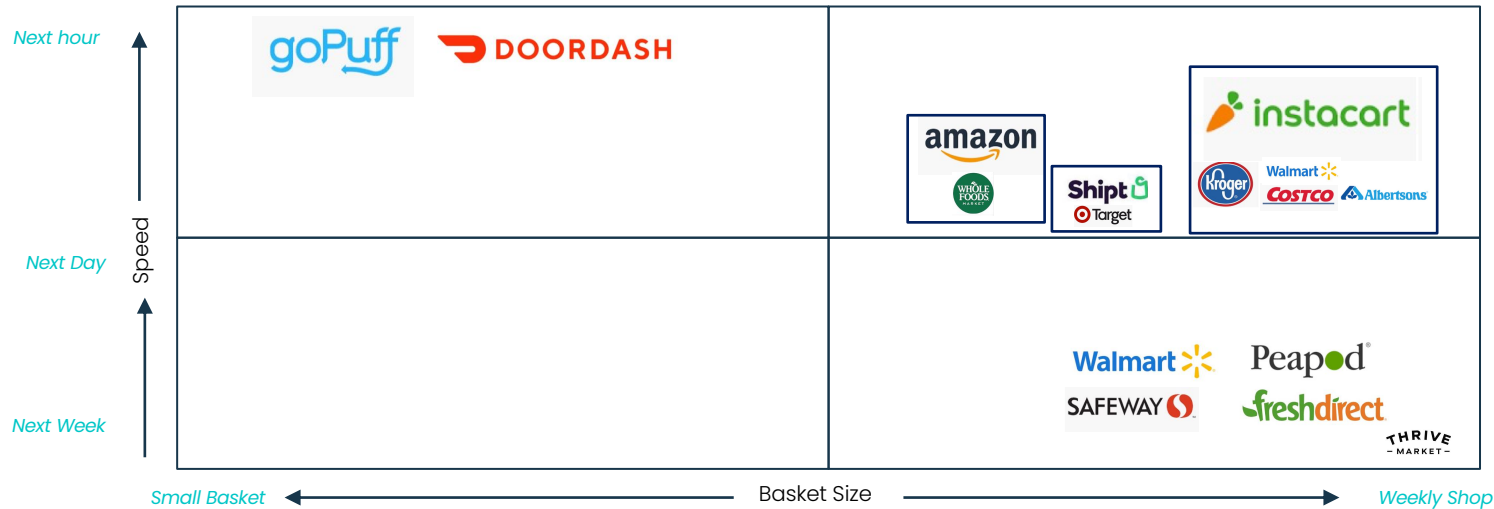
- A weekly shop will cost 14% less than Tesco.com
- 27% cheaper than Ocado, and 29% cheaper than Waitrose.com!
- Saving a family up to £3,000 per year

## Delivered when you want it! - today not next week

- 4 days for Tesco.com
- 3 Days Waitrose
- 2 Days Ocado and ASDA

## Personal Shopper so no door shock

# The US Grocery eCommerce Market will be > \$100Bn in 2021



- **US eCommerce Grocery Market estimated to be worth \$113Bn in 2021**
  - 12% of US eCommerce total and 7.4% of all grocery sales  
<https://www.emarketer.com/content/2021-online-grocery-sales-will-surpass-100-billion>
- **Instacart market share claimed to be 57% of eCommerce grocery**
  - €39Bn valuation at last round
- **DoorDash and GoPuff dominate in Ultra Rapid**