

bigblue

FUNDRAISING DECK

WHY NOW?

# E-commerce is booming!

And the world outside of Amazon is huge

**+35%**

Growth in the e-commerce goods market since 2020

**2.0M**

European e-brands in Q4 2021  
(x2 in 3 years)



**50B€**

European e-commerce fulfillment market size

THE PROBLEM

**Merchants cannot meet Amazon's delivery standards anymore.**



**Legacy warehouses are stuck in the past**

**3+ days click-to-delivery**

**Limited options**

***"Where is my order?"***



**Customer expectations are rising**

**"Next-day" is the new standard**

**Mass personalization**

**Live tracking is everywhere**

CONTEXT

**A new e-commerce backbone is being built to thrive outside Amazon...**



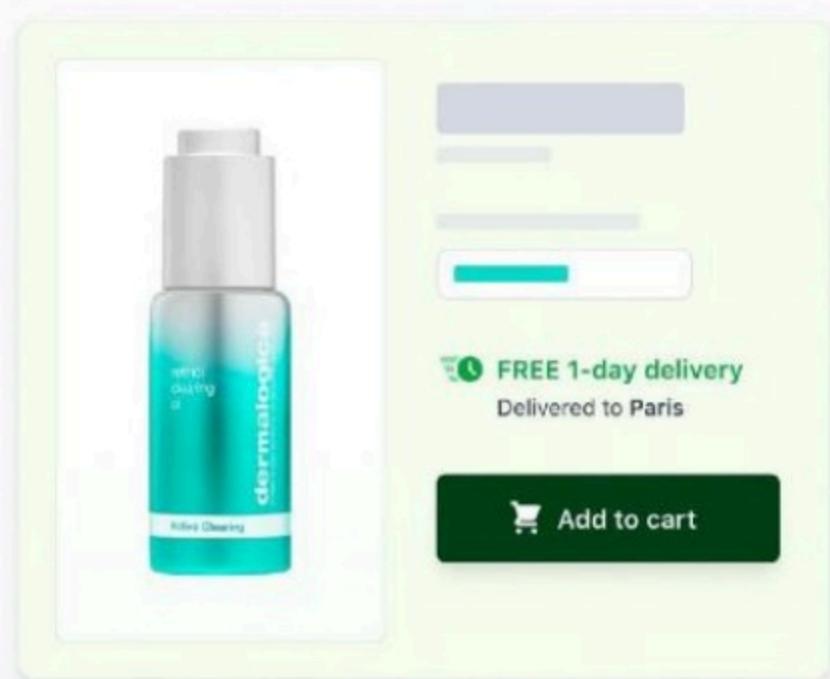
**... And merchants were only missing a fulfillment solution!**

VALUE PROPOSITION

# Fulfillment for customer centric brands

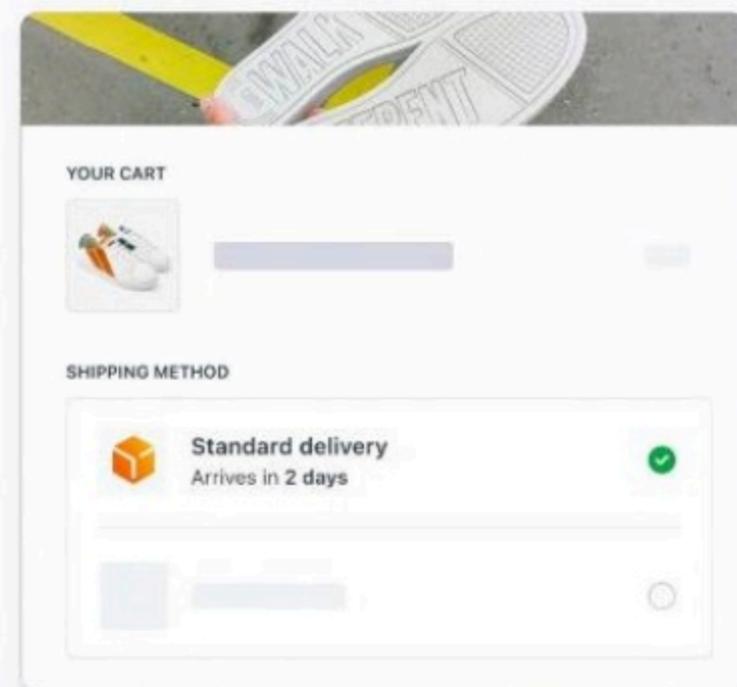
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## Enhance pre-purchase experience to increase conversion rate



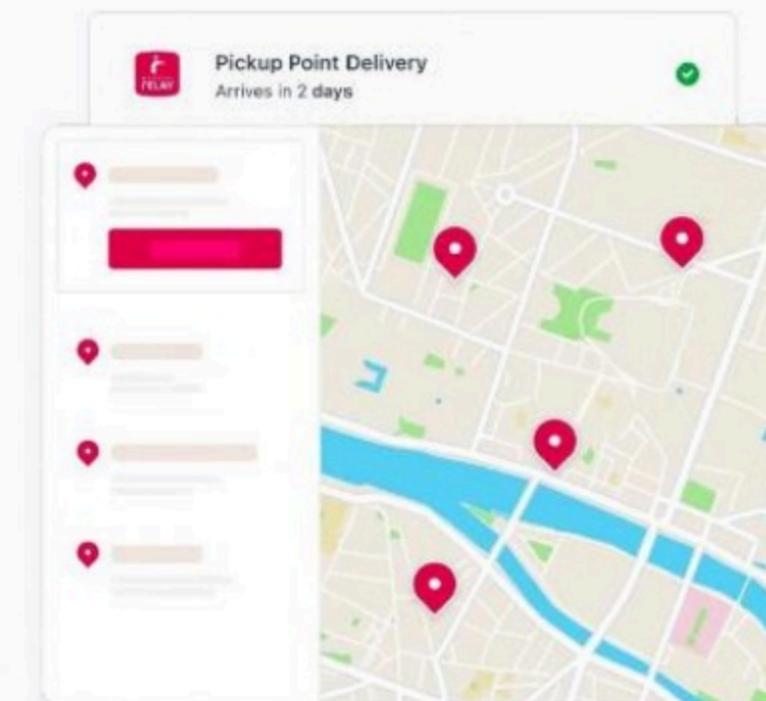
### Increasing brands sales by 86% with Fast Tags

Prime-like delivery badges create an incentive to convert. Sales increase by 40% on average and up to 86%.



### Boosting checkout conversion with Delivery ETA

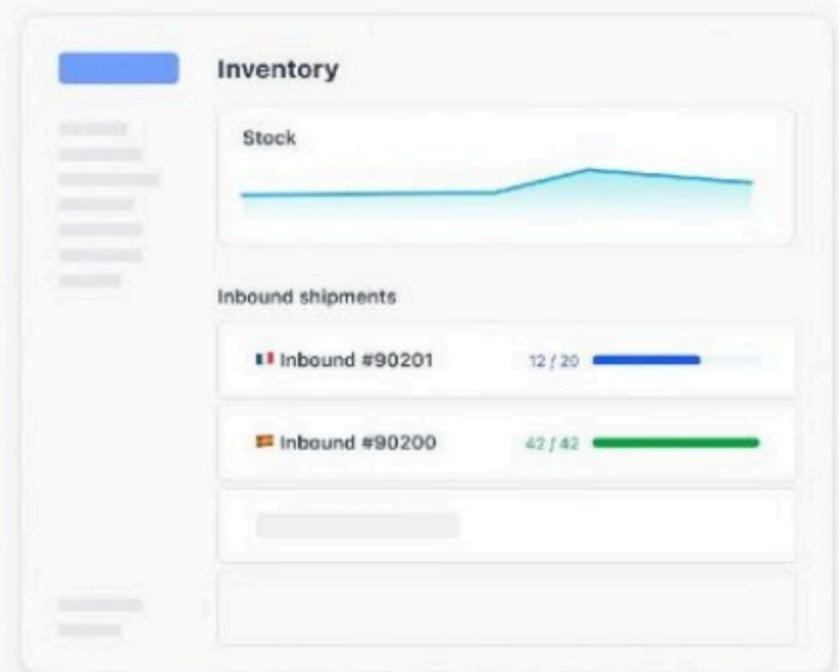
Precise delivery dates in the checkout flow to inform clients exactly when their product will arrive.



### All the delivery options end-customers like

Free, Express, Standard, Green, Pickup point. Domestic and international. All the delivery options end-customers need are available in the Bigblue app.

# Take control of your delivery operations to exceed buyers' expectations



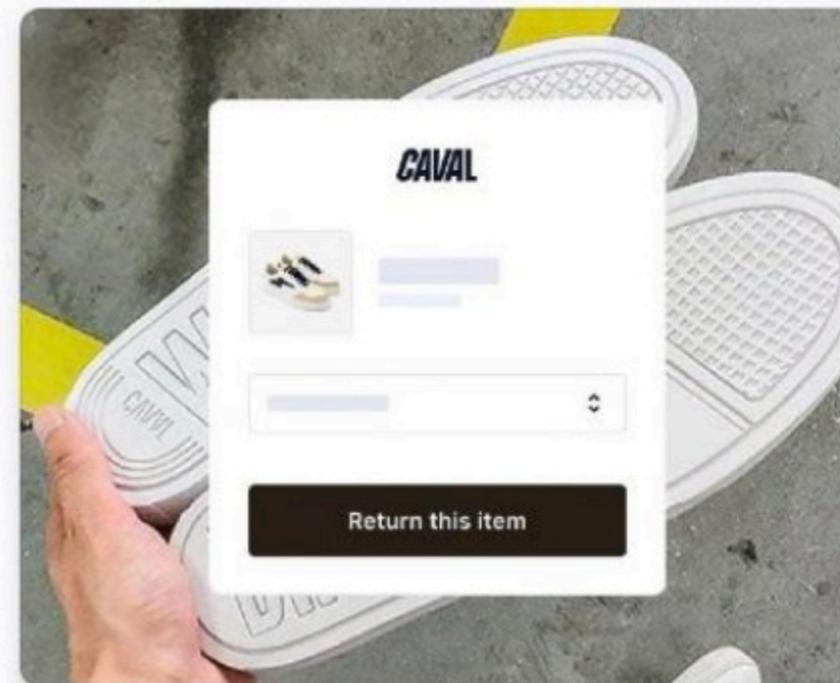
## Brands run their logistics effortlessly

We're a new kind of logistics partner, leveraging modern technologies to help brands scale fast and focus on their buyers.



## Leverage our enterprise-grade logistics network

Bigblue's state-of-the-art automated warehouses in France, Spain, and the UK enable ultra-fast order preparation & shipping.

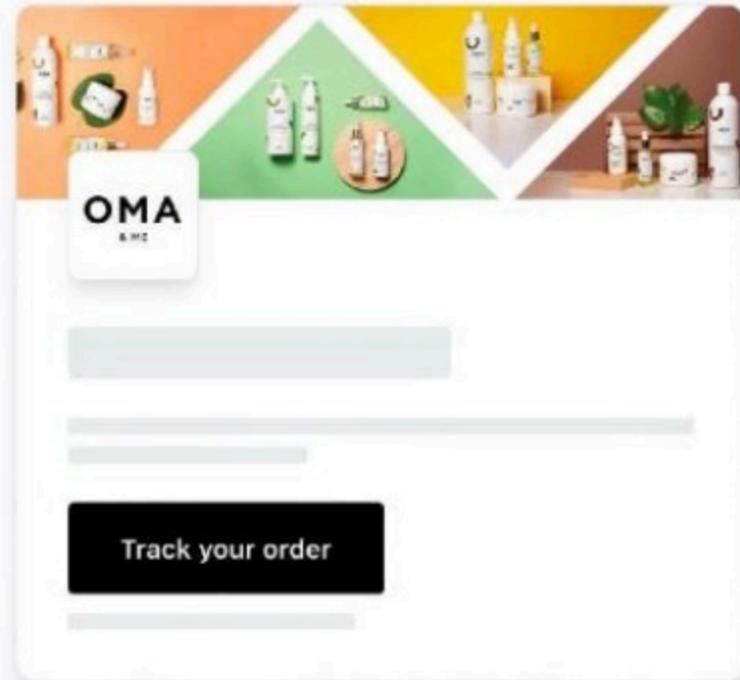


## A return experience as an extension of the brand

A customized return portal for an immersive experience.

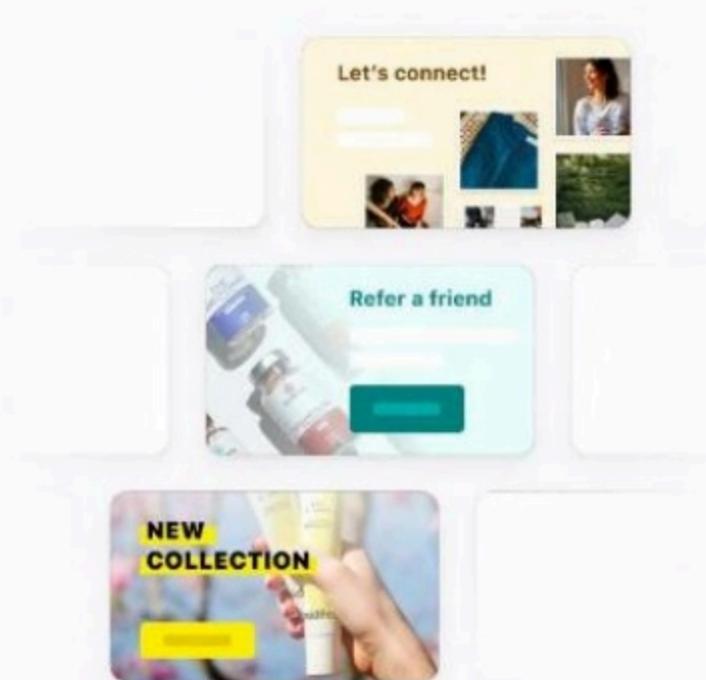
VALUE PROP - DELIVERY DELIGHT

## Drive repeat by offering a branded tracking experience



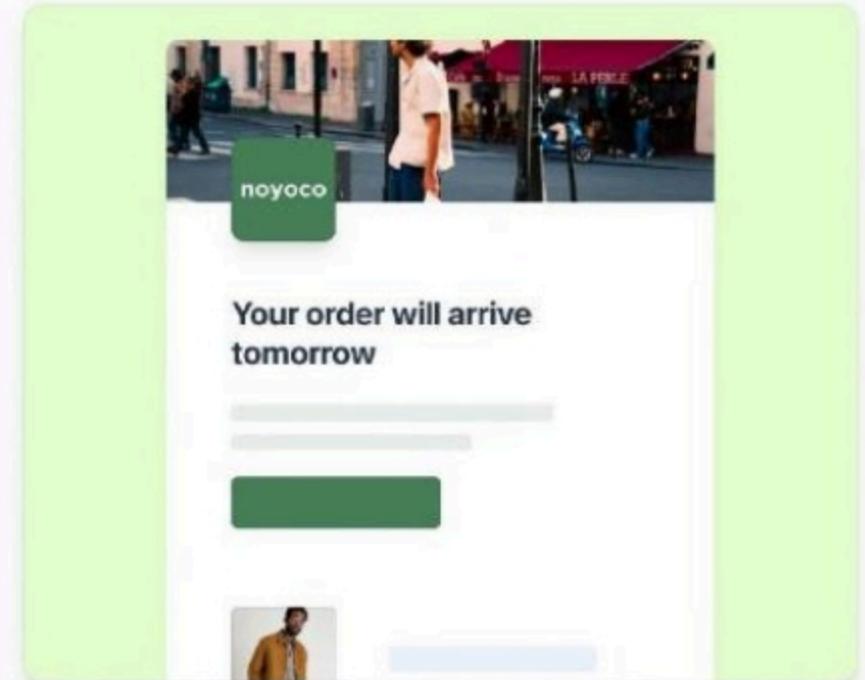
### Build loyalty by setting up branded emails

Our tracking emails have an average open rate of 74%, far higher than regular marketing emails.



### Marketing campaigns in tracking experience

We made it really simple for brands to leverage their post-purchase experience to generate more sales.



### Precise order information to reduce support contact

Our emails highlight the most important information at each step of the delivery journey.

**We SaaS-ified delivery.**

## **Simple pricing. No more fixed costs.**

**1**

### **Per-delivery fee**

Pay for what you use.

**2**

### **Storage**

Monthly per-item  
fees.

**3**

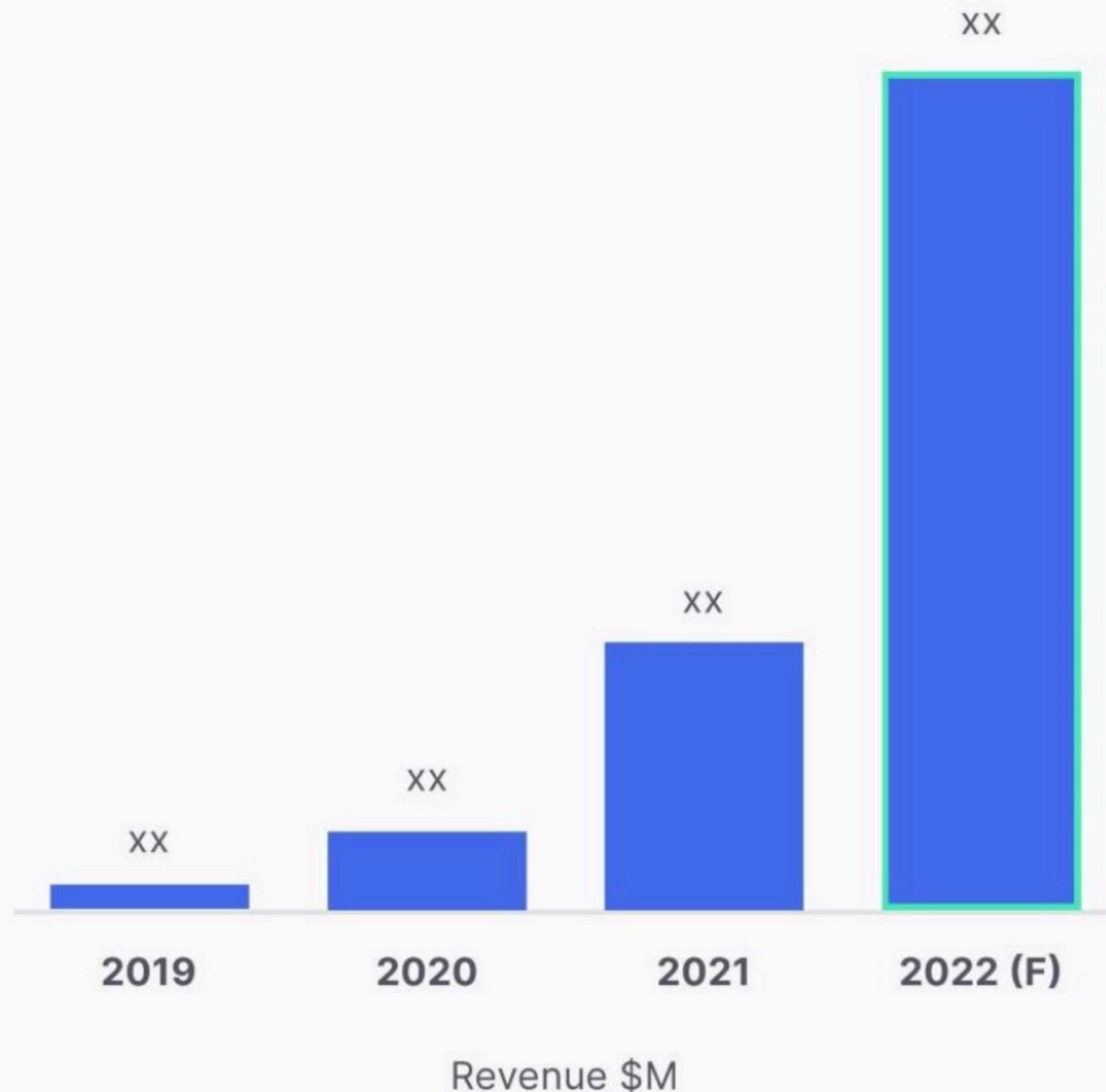
### **Volume-based discounts**

Get the best rates as  
you grow.

## TRACTION

# We are growing rapidly

- We are growing **>3.5x year-on-year.**
- Scalable sales process. **\$xxk ARPA with xx LTV to CAC ratio.**
- Merchants love us. **+60% expansion in revenue** in 2021 and **2.4% churn.**
- Healthy top-line with **€xxM current Net ARR + €xxM signed.**



CUSTOMERS

Trusted by +350 leading D2C brands

*morphée*

Pete Sorensen

**dermalogica**<sup>®</sup>

LABORATOIRES  
**NOVEXPERT**  
— PARIS —

SMOON  
lingerie fem.

**FROM FUTURE**

**AV**

 **NUTRIVITA**

**zēta**

  
Lashilē  
BEAUTY

*unbottled*



**UBAC**

*Chilled*  
EAU PÉTILLANTE AU CBD

  
PODERM  
PROFESSIONAL

**kaya**

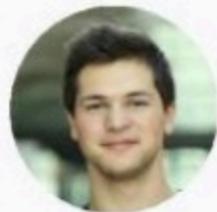
## TEAM

**Our team combines software and industry expertise.**



**Tim Dumain**

Founder - CEO



**Mathias Griffe**

Founder - CTO



**William Meunier**

Founder - COO



**Antoine Laurore**

Head of Sales



**Paul-Marie Dubois**

Head of Product



**Robin Diligent**

Head of Transportation

**+60 team members**

**Doctolib**

**vimeo**

**alan**



**amazon**

**kapten\_**

**CRITEO**

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Thank you!



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