

**MATSMART**



**MOTATOS**



PITCH DECK NOV 2021

# FOOD WASTE IS KILLING THE PLANET

1

Over **1/3** of all food produced globally is lost or wasted today. 88 million tons of food waste in the EU alone.

2

An area **greater than China** is used to grow food that ends up being spoiled. **25%** of the world's fresh water supply is used to produce food that is never consumed.

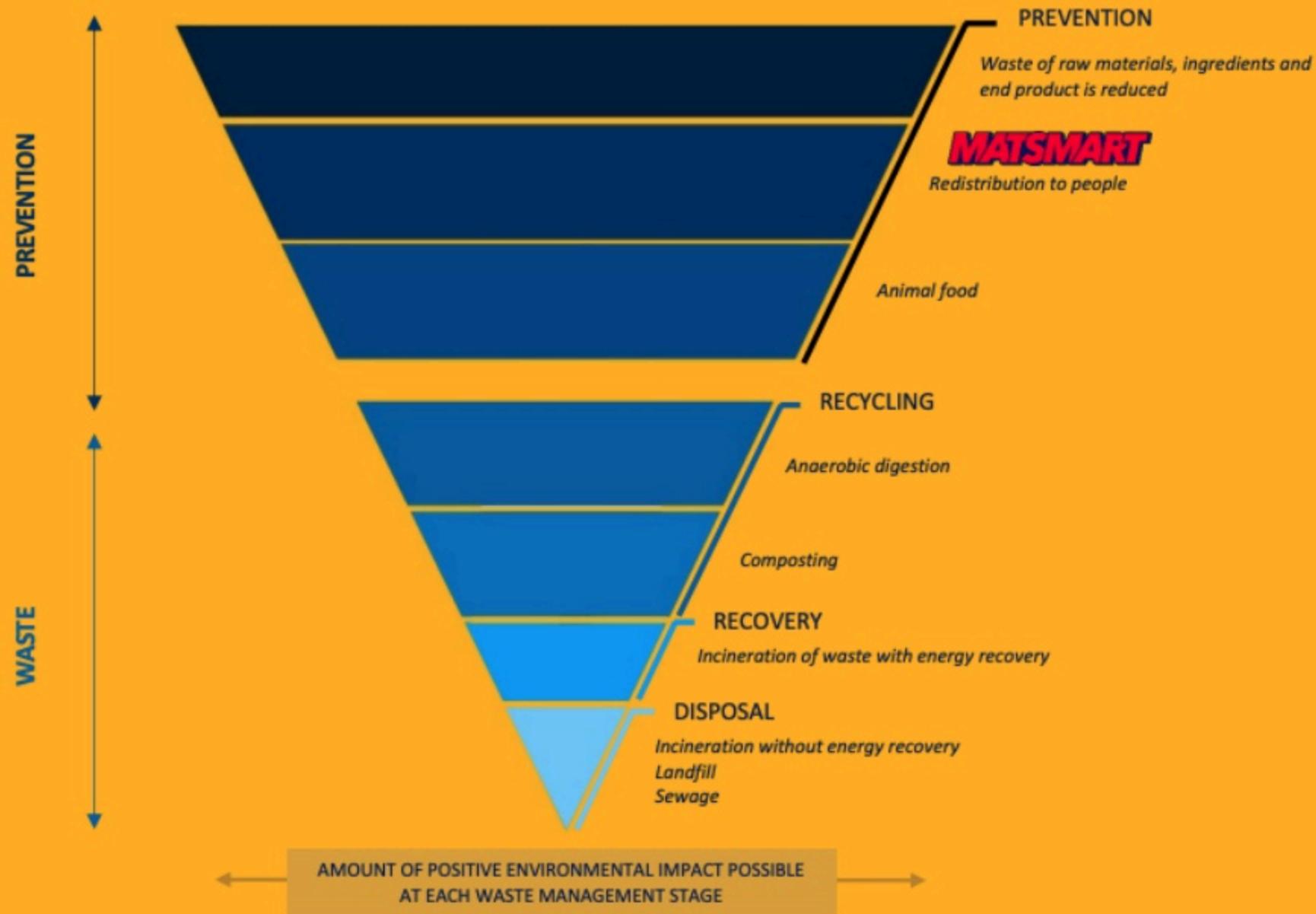
3

Food production is the **second biggest greenhouse gas emitter**. **10%** of global greenhouse gas emissions come from food loss and waste.

4

Globally, the food we waste adds up to a annual value of **€1 trillion**.

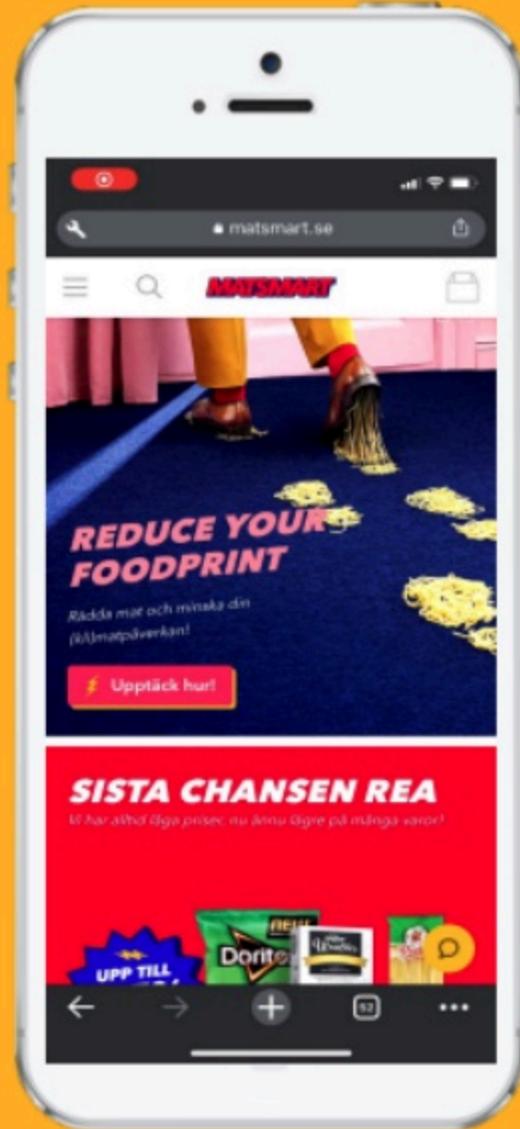
# THE WORLD HAS A PLAN & WE ARE PART OF IT - PREVENTING WASTE EARLY ON



- Massive amounts of food is being produced every year (5 billion tons)
- Food production is extremely resource intense and responsible for one quarter of the world's greenhouse gas emissions
- Not letting that food reach its intended use (human consumption) will always be highly inefficient
- Energy recovery from burning will never make up for the energy losses it took to produce the food
- Our efforts across markets has so far contributed to **over 25 000 tonnes saved food**
- The Swedish Environmental Research Institute was contracted to perform climate calculations on an average Matsmart order to quantify the benefit of saving food. They found that saving food saves around 90% of emissions



# MOTATOS IS SAVING THE WORLD. ONE BITE AT A TIME.



Taking care of FMCG surplus inventory, selling dry food and non-food products that would otherwise be discarded due to e.g. packaging changes, seasonality, faulty production, or an approaching best before date.



B2C e-commerce making a sustainable lifestyle fun and affordable. We offer an ever-changing assortment of A-brands at a 20-90% discount.



Nationwide delivery – a solution accessible for all.



Currently operating in SE, FI, DK and DE.

# SECURING SUSTAINABLE VALUE CHAINS

Support FMCG suppliers in minimizing inefficiencies and waste, turning their burdens into assets.

## A ONE STOP SOLUTION

QUICK SELL-OFF OF AVG  
30 DAYS & <10 DAYS FOR  
A BRANDS

## GENERATING BRAND EQUITY

A GIVEN PART OF SUPPLIER'S CSR  
STRATEGY

## IDENTIFYING TRUE TARGET CUSTOMER

CUSTOMER INSIGHT ANALYSIS –  
E.G PRICE ELASTCITY &  
DEMOGRAPHIC

A selection from the 300+ suppliers we work with

# TOGETHER WITH A COMMUNITY OF PLANET-SAVING-HEROES

## OUR VALUE PROPOSITION

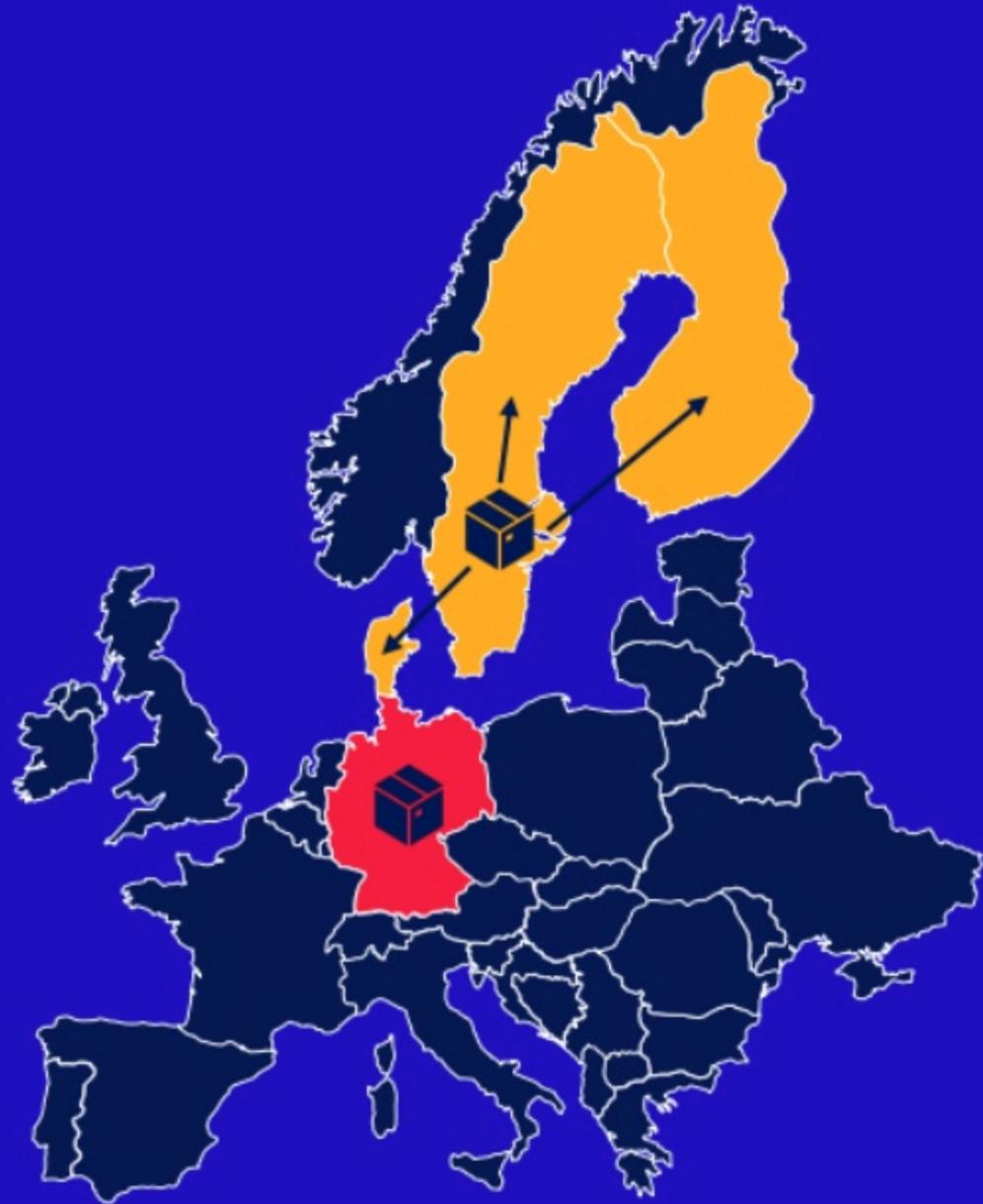
*Fun and conscious consumption, great deals, ever-changing assortment and nationwide delivery.*

*A one stop solution here to help fill up your cupboard with climate friendly essentials and bulk items.*

*Today, we have more than half a million everyday heroes saving food with us.*



# STRATEGIC FULFILMENT CENTERS READY TO SCALE



**NORDIC HUB:** serving SE, FI, DK

**GERMAN HUB:** serving DE

LOGISTICS PARTNERS

**airmee**

**budbee**

**postnord**

**posti**

**DHL**

**WE ARE  
MAKING  
A BIG IMPACT  
&  
THE WORD IS  
SPREADING**



Among the fastest growing companies in Europe for 2 consecutive years.

MARKET DISRUPTOR of the year 2020



**Handelsblatt**



**#1** food e-store in Sweden



# CASE: KOCKEN'S SPICES

In the “Kocken” factory a machine had accidentally put on the wrong lid (marked with white pepper) although there was salad seasoning in the jar.

“Kockens” could not sell these through the ordinary channels and therefore turned to us.

We highlighted the story in a press release and in our marketing channels. As a result happy customers seasoned their salad at a better price.



# CASE: COCA COLA

Coca Cola had recently introduced their 'slim cans' to the market and wanted to ensure that all regular sales channels only sell the new can.

Coca Cola therefore turned to us and we sold all remaining stock of 'fat cans' from all Coca Cola brands (Coke, Fanta, Sprite etc.) to our customers.



# THE FACES BEHIND OUR GROWTH



**KARL ANDERSSON**  
*CEO & Co-founder*

Co-founder of GetOnBoard.  
Sales director at Metro &  
Expressen.



**ULF SKAGERSTRÖM**  
*Co-founder*

Co-founder of GetOnBoard &  
Generate Sweden. Business  
Development at Expressen.



**ERIK SÖDERGREN**  
*Co-founder*

ICA Supermarket owner for  
15 years.



**SOFIA**  
*Marketing*

10+ years FMCG



**ANDREAS**  
*Tech*

15+ years tech & e-com



**JOHANNES**  
*Strategy/Finance*

5+ years strategy & start-up



**JOHAN**  
*Purchasing/Sales*

10+ years grocery trade



**CONRAD**  
*Logistics*

15+ years of store logistics



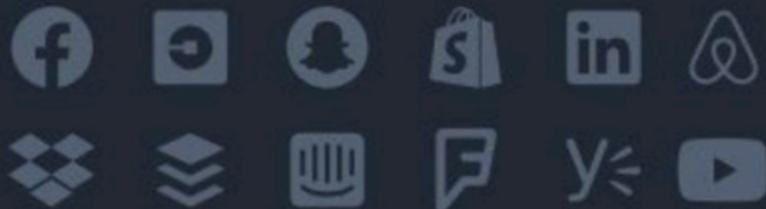
**PETER**  
*Operations*

12+ years in consulting, retail & e-com

# **MO TA TOS**

**JOIN THE  
REVOLUTION**





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