



**skroutz** last mile



**skroutz**

# Skrouz

## In numbers



Online Shopping  
Platform in Greece

7m

Unique  
Visitors / Month

5.5m

Registered  
User Accounts

2m

App  
Downloads

1400

Skrouz Lockers

32m

Sessions / Month

~1.8m

Unique active users  
(L12M Marketplace)

~300k

Skrouz Plus  
subscriptions

~11m

Deliveries  
(L12M Marketplace)

4.3m

Deliveries  
(L12M Skrouz Last Mile)

~€1bn

Annual GMV

Skrouz  
in numbers

skrouz

# A short History of Skroutz

## Key Milestone



# About us

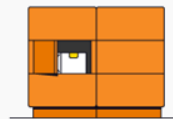
Skrouz Last Mile: a consumer centric courier provider



~ **650** vehicles



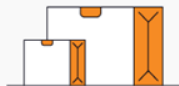
~ **3000** store pickups daily



~ **1400** active Skrouz Point



**150** office employees



>**150K** deliveries on a weekly basis



~ **90%** next day delivery compliance



**600 - 700** drivers



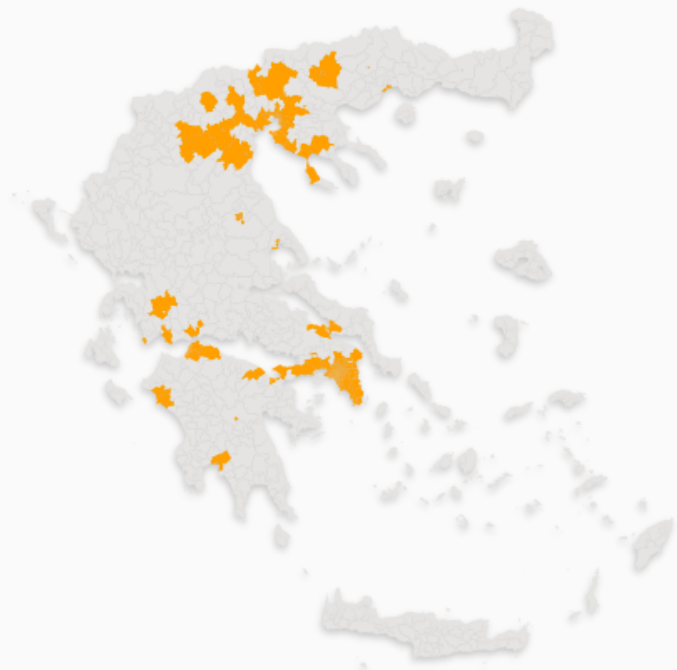
**14** pickup regions



**7** Sorting hubs

# Why Greece a Prime Candidate for Locker Adoption

## Couriers Landscape



### Challenges

- **Hard Operations**
  - **Mountainous** Terrain/ Islands
  - Poor Logistical **Infrastructure**
  - Urban **real-estate scarcity**
- **Bad Habits**
  - Prolonged **Financial Crisis** has driven **prices down**
  - Has established a **low standard of service** for e-commerce parcel delivery
  - Incumbent Providers still based on **postal services** as their main line of business
  - Consumers used to **“free shipping”** as a standard over thin margined purchases

### Opportunities

# Why Greece a Prime Candidate for Locker Adoption

## GR Courier Landscape



### Challenges

- COVID-19 lockdowns **drove** a lot of **people to online shopping**
- **~70% of online demand concentrated** in **four major cities**
- **Achieve Service Superiority by:**

### Opportunities

Offering a **high quality service** at a very **competitive operational cost**

# SLM Values

## Our North Star

our DNA



## Objectives

“Provide the **best service** compared with any alternative”

“Offer it to as many consumers possibly nationally **ASAP**”

“Do it at a **sustainable** operational cost so as to be a **widely used service**”

CVP

Scale

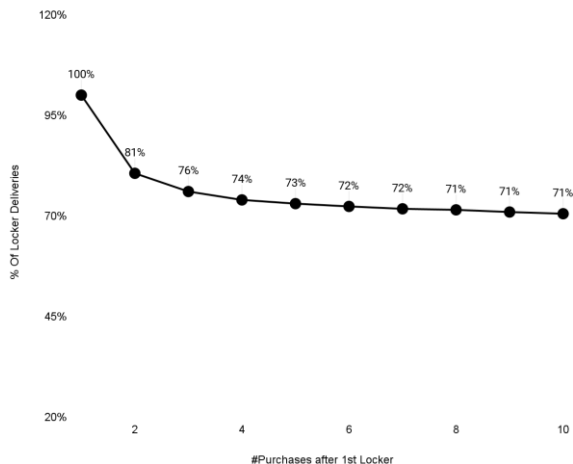
Efficiency

# How Lockers Build CVP

People “really” like using them

## Locker Retention

Locker Usage Retention Curve



## Why is it important?

### Skrouz Points (Lockers) vs. home delivery:

- Lead to **higher success rate for last-mile delivery**

**98%** vs **90%**

- Creating **Consumer Habits**

**>70%** Retention

- **Higher NPS** due to sense of control

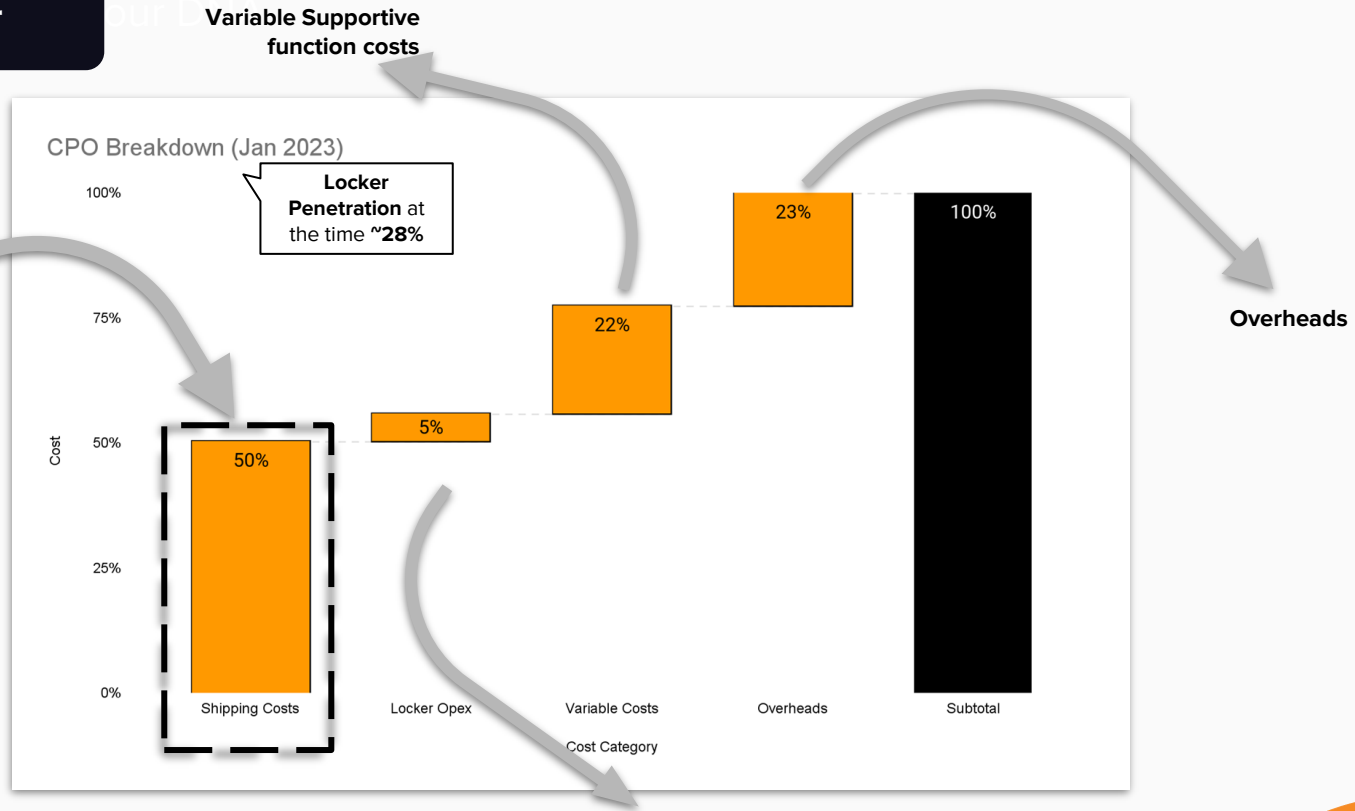
**82**



# How Lockers Drive down Operational Cost

Efficiency Driver

Driver & Vehicle  
Running Costs per  
hour / **Average  
Throughput**



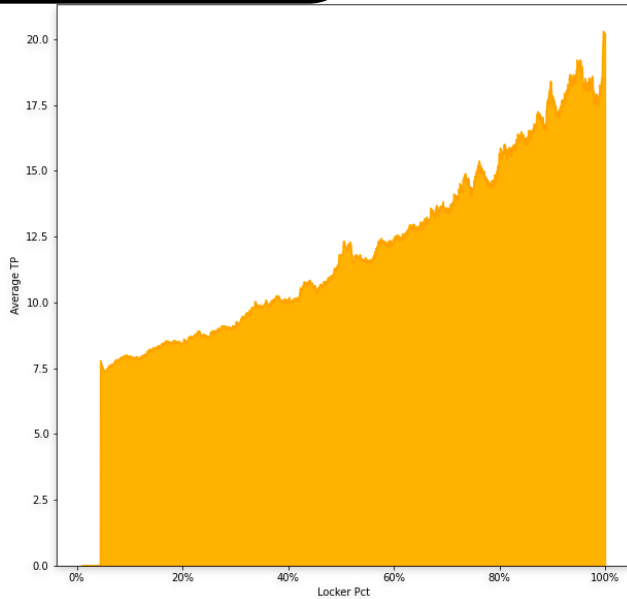
Locker Network  
Monthly Expenses

# How Lockers Drive down Operational Cost

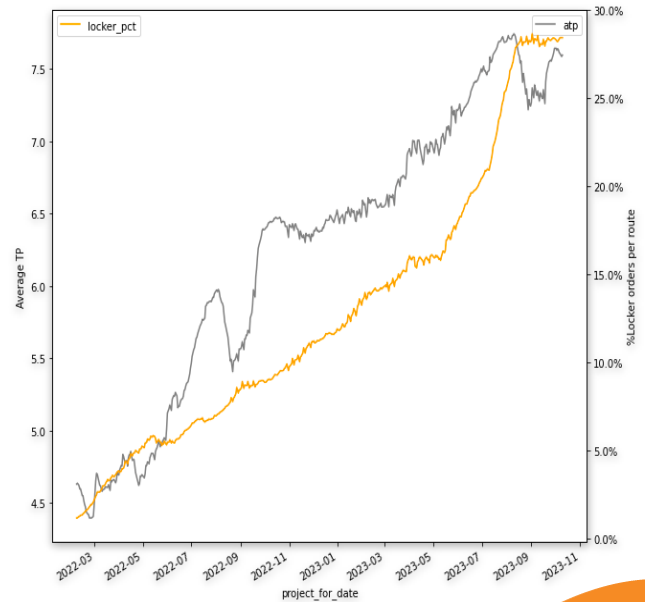
## Efficiency Driver

our DNA

### Route efficiency vs avg %Locker Orders per route



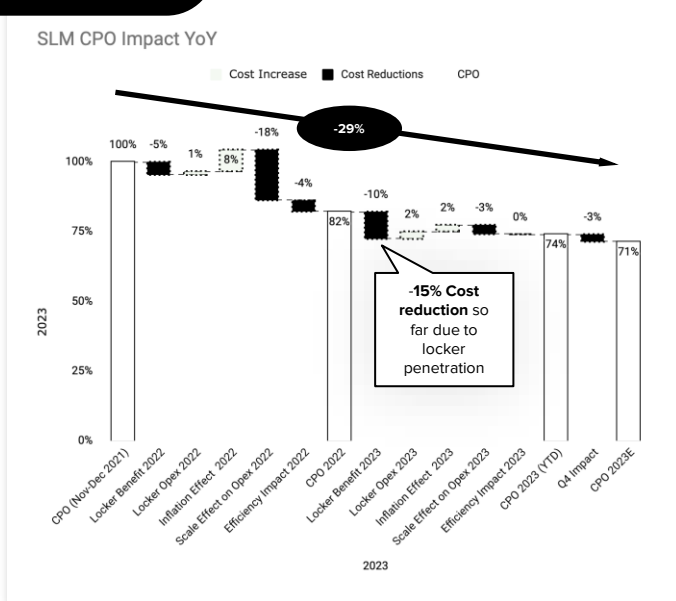
### Locker Impact on Efficiency



# How Lockers Drive down Operational Cost

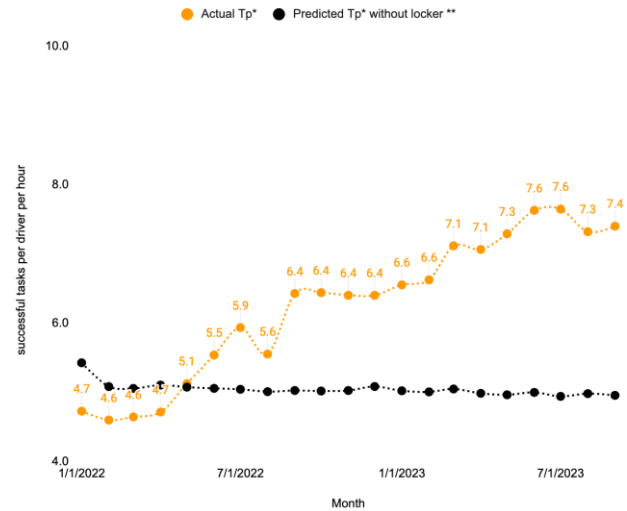
## Efficiency Driver

### SLM CPO Impact YoY



### Locker Impact on Efficiency

Task Per Driver per hour vs. expected with no Lockers

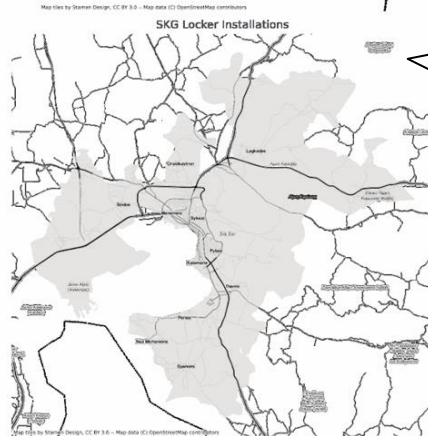


# How Can We offer this Nation-wide ASAP

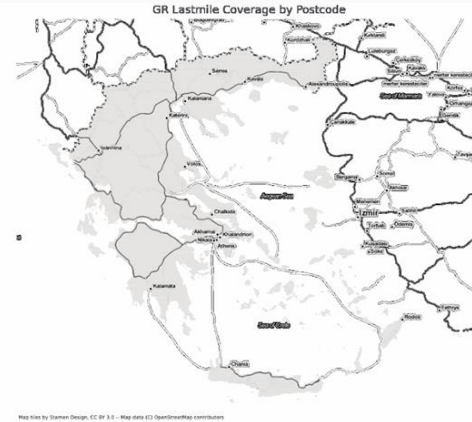
Fast Scaling is Key



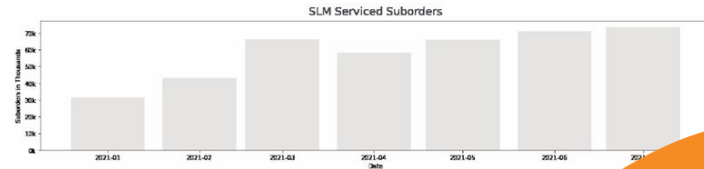
~46% of Last Mile market-share



~10% of Last Mile market-share



Locker Market Share: 0.0%  
Number of Lockers installed: 1  
Last Mile National Coverage: 0.5%  
Total Locker Orders Served: 2  
Month: 07/2021



Powered by the easy installation of the **Infinity Locker**



**thank** <  
**you**

**skroutz**