SUPER DUPER

The first profitable online grocery company serving suburban families

Everything starts with team

Avi Lifshitz

CEO

15 years of operations, logistics and warehouse technology experience

Or Salmon

VP R&D

8 years in software and AI for autonomous robotic systems

Lenny Ridel

CTO

25+ years in R&D of algorithms and complex software systems.

Ran Peled

CMO

13 years of marketing and consumer growth experience

Tomer Shitrit

Chief UX Officer

14 years of experience designing tech for humans at global companies

+

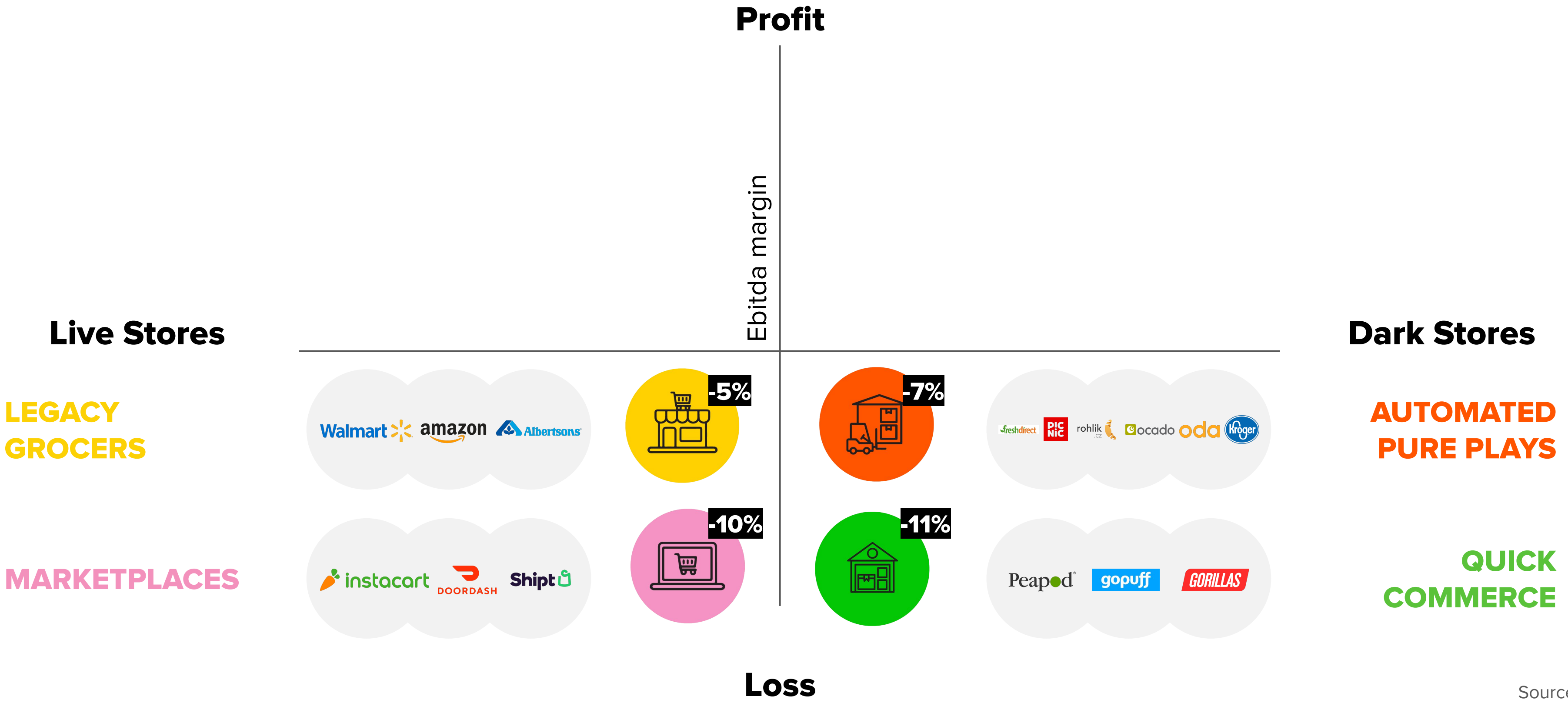
Ron Kyslinger

Fulfillment Chief

Globally regarded warehouse automation expert, formerly at **Amazon**, **Walmart**, **Jet.Com,**

! **The toughest problem in e-commerce requires a well-rounded leadership**

Online grocery is a race to the bottom

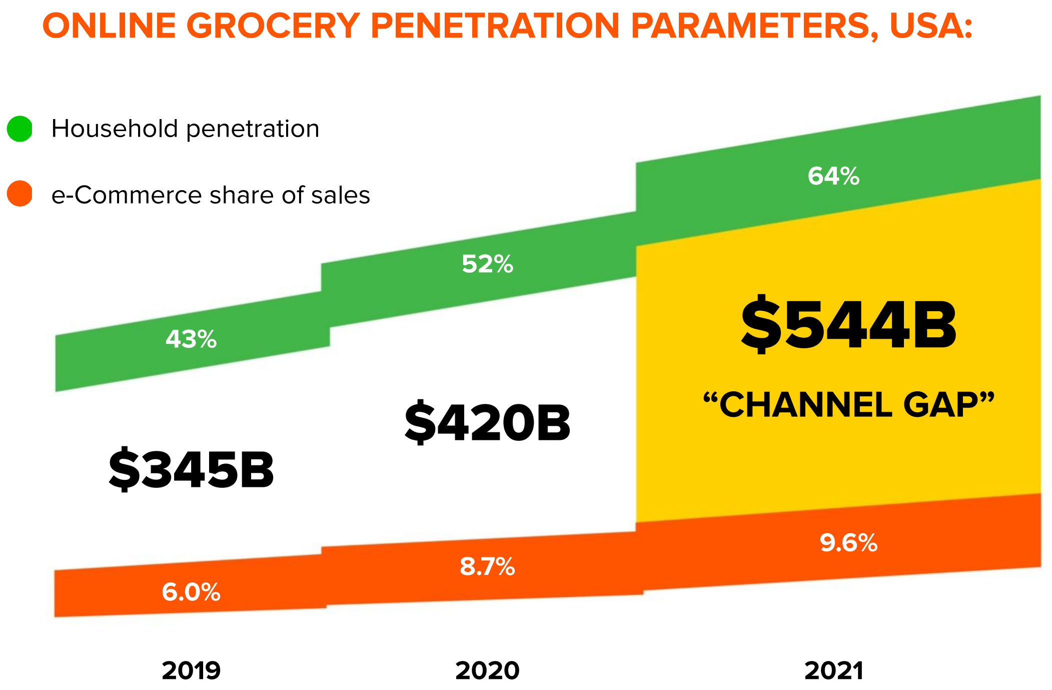


Sources:
Ocado earnings, WSJ, Bain and Co.

“An Invisible Walmart” - a $0.5T market gap between demand and supply

$544B GAP

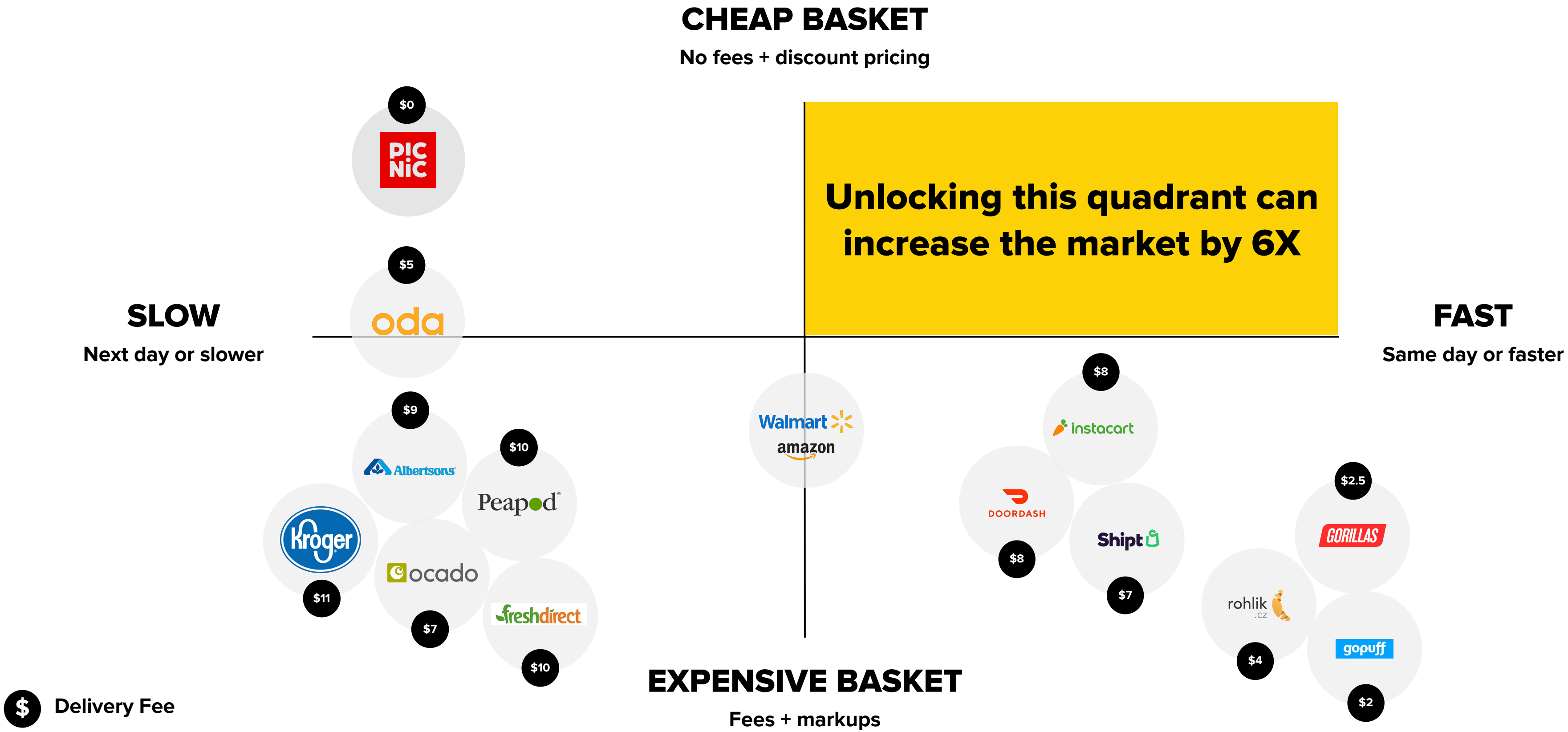
BETWEEN ONLINE-BUYING FAMILIES AND ONLINE DOLLARS.



Retailers are throttling online grocery growth

Source:
Market stats: eMarketer,
Household penetration: FMI

No player offers store-parity service (fast and cheap), anywhere, to anyone



This unparalleled $544B opportunity is up for grabs

Amazon and Legacy grocers are suffering a double whammy - short term losses + long-term risk

Marketplaces rely on existing infrastructure, and command a structural price premium

Quick-commerce have very limited SKU count, geographic reach and last-mile models

Pure players can't continue growing due to mismatched automation stack

! No one has product-market fit, resulting in a once-in-a-century opportunity

The 3 F’s formula: McKinsey describes how to correctly build the tech infrastructure for online grocery

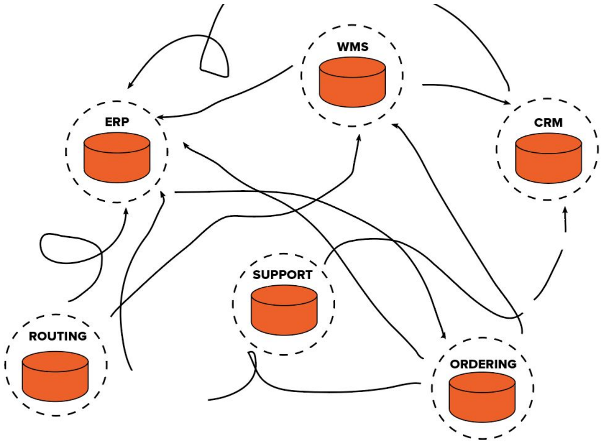
1	**Fulfillment: Economic fulfillment model and technology**
2	**Forecasting: Robust demand forecasting model**
3	**Flexibility: Flexible software stack that is hardware agnostic**

McKinsey, June 2021
https://www.mckinsey.com/industries/retail/our-insights/digital-disruption-at-the-grocery-store

Our software Common Data Model architecture is a stark departure from the industry's siloed models

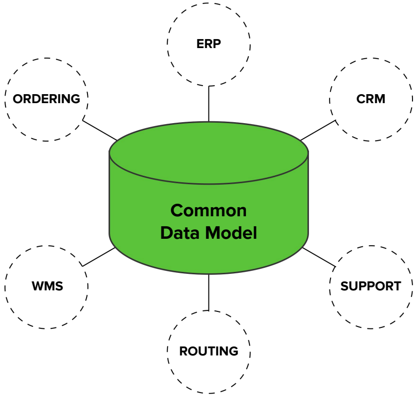
Others: Siloed Data Base

Batch runs via multiple APIs



Ours: Real-time end-to-end

Item level runs



- Slow systems sync
- No cross-process optimization
- Excess stock, footprint, labor, capital
- Broken customer experience

- Immediate order delivery
- Just-In-Time stock refresh
- Higher stock velocity
- Lower real-estate footprint

Real-time and profitable operation of online grocery cannot be achieved without a Common Data Model

Our proprietary technology enhances commodity robots

Off-the-shelf robotics

>100

Robotic Manufacturers

Hardware-agnostic system, using basic commodity robots

+

Proprietary SW & Common Data Model

>50,000

Items/Sec

“State Machine” engine orchestrating operation in real - time

+

Unique Concept of Operations

Picking Density	Stocking AI	Storage Logic
>1,000	**Highest**	**50%**
Items/Hour	**Pick-Per-Trip**	**shorter robot trips**
Increasing pick-rate 2X over industry average	Stock clustering algorithm with 3X higher picks/robot trip vs. industry avg.	Storage locations optimization

=

10X

300 UPH
Which allows profitability

ocado
~150 UPH

instacart
35 UPH

Reaching industry-best UPH (300) with the lowest capital costs is a software and Con’ Ops’ game

*UPH (Units Per Hour) is the single most important warehouse metric, calculating the number of fulfilled products each labor hour contributes

THIS IS A 10X BETTER TECHNOLOGY IN THE WORLD'S LARGEST MARKET

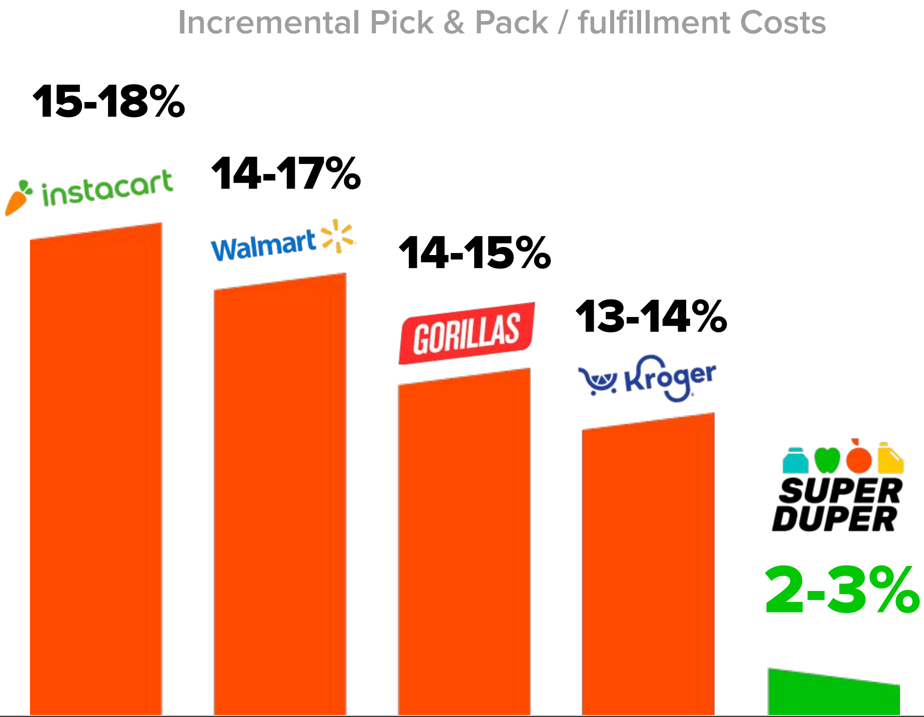
(Based on UPH vs. manual players)

Our technology created a radically better economic foundation

The Fulfillment Fallacy

In a market plagued by very thin margins, all online grocery players see a new, incremental operational cost for picking and packing at the store or warehouse.

(Not including last-mile, marketing, shrink or any other cost besides the work of preparing orders)



Our unit economics is our FlyWheel

Other players' infrastructure all have very deep gaps, according to the 3 F's formula

	Legacy grocers	Marketplaces	CFC pureplays	Quick-Commerce	SUPER DUPER
Robust demand forecast	○	◔	◑	◔	●
Economic fulfillment model	◔	◔	◑	◔	●
Flexible tech stack	○	◑	◔	◑	●

Changing historic infrastructure systems takes many years and is a very expensive process

McKinsey, June 2021
https://www.mckinsey.com/industries/retail/our-insights/digital-disruption-at-the-grocery-store

WE ARE BUILDING AND SCALING THE WORLD'S FIRST PROFITABLE AND SUSTAINABLE ONLINE GROCER

1	PROFITABLE	2	PERSONALISED	3	PLANET POSITIVE

Fearless execution and de-risking process

8 MONTHS FROM SEED

WE'RE HERE

2022

Tech Product & Concept Of Ops
1st Site Deployed

Consumer App

Merchandising & Distribution (IL+US)

Marketing And Brand

Playbook
Brand book

Operations

Training
Operator manual

Last Mile

Driver app
Routing algo'

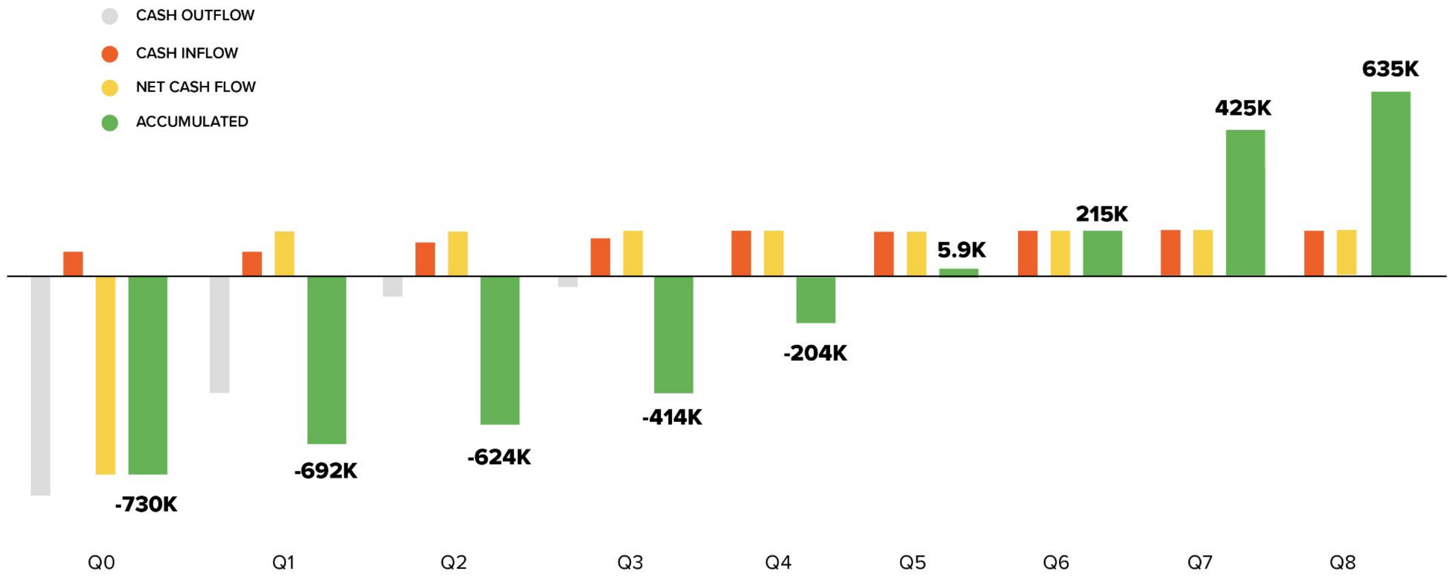
Customer Service

In-app dev'

Beta KPI - Family wallet share

- Current - ~26%
- Goal - 50%

Expected single site economics - $12M ARR with a 1 year ROI



METRICS

$120/order
2,000 orders/week
Oper' margin 7%
Site set up $800K
Site ramp-up CAC $200K
(CAC/user - $50)

The first and the only online grocery that is sustainable

Our Total Addressable Market

Our TAM calculation:

US grocery - **$1.1T**

X

Online grocery households* - **64%**

X

Suburbs - **55%**

TAM = $388B

*households that already buy groceries online

WE HAVE IDENTIFIED OUR FIRST 10 LOCATIONS FOR 2022-23:

Suburban cities + Average income + Low online competition + Geographic density = An optimal location

Thank you.