



*mjam*

**Q-Commerce**  
**Latest tech gadget**  
**or successful last mile concept**

ECR – 11 November 2022

## What is our mission



**We always deliver.**

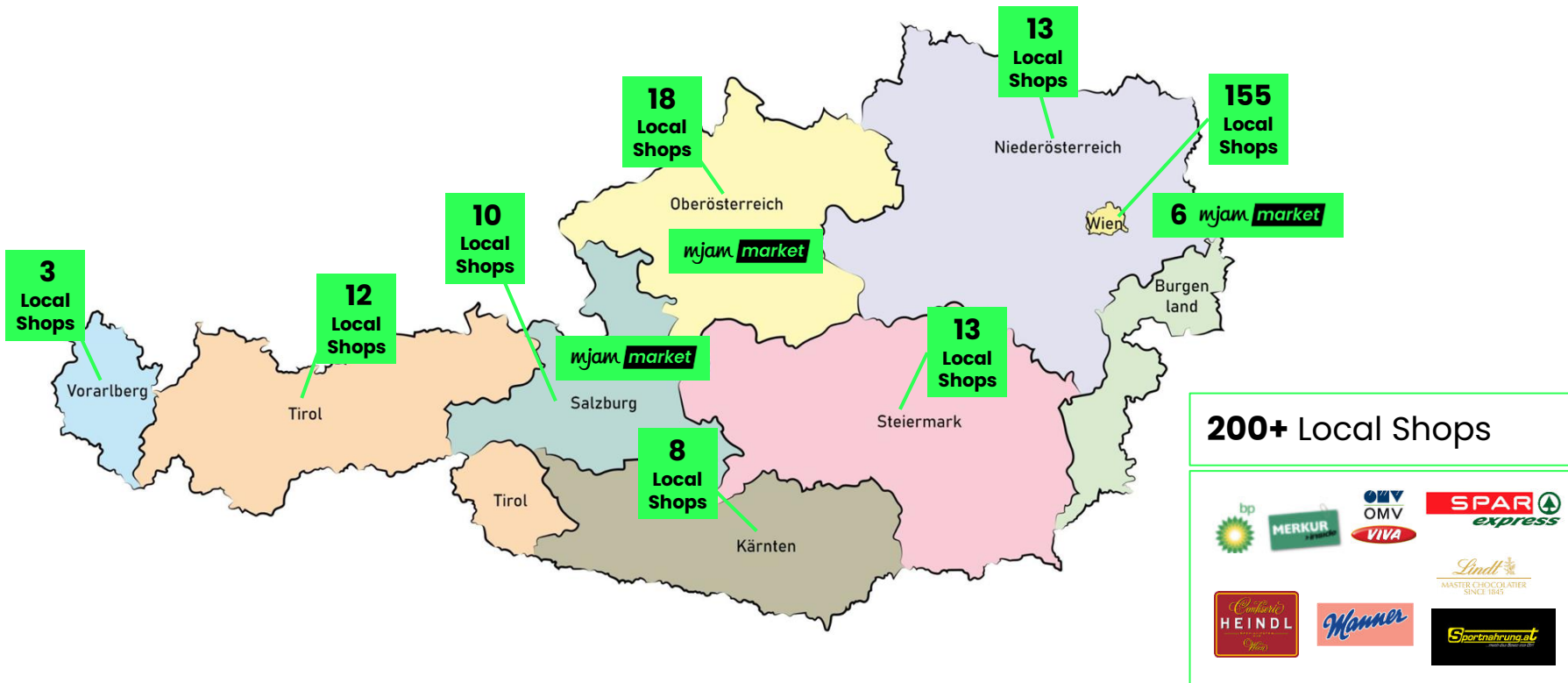
To make people's everyday life more convenient, we go the extra smile.



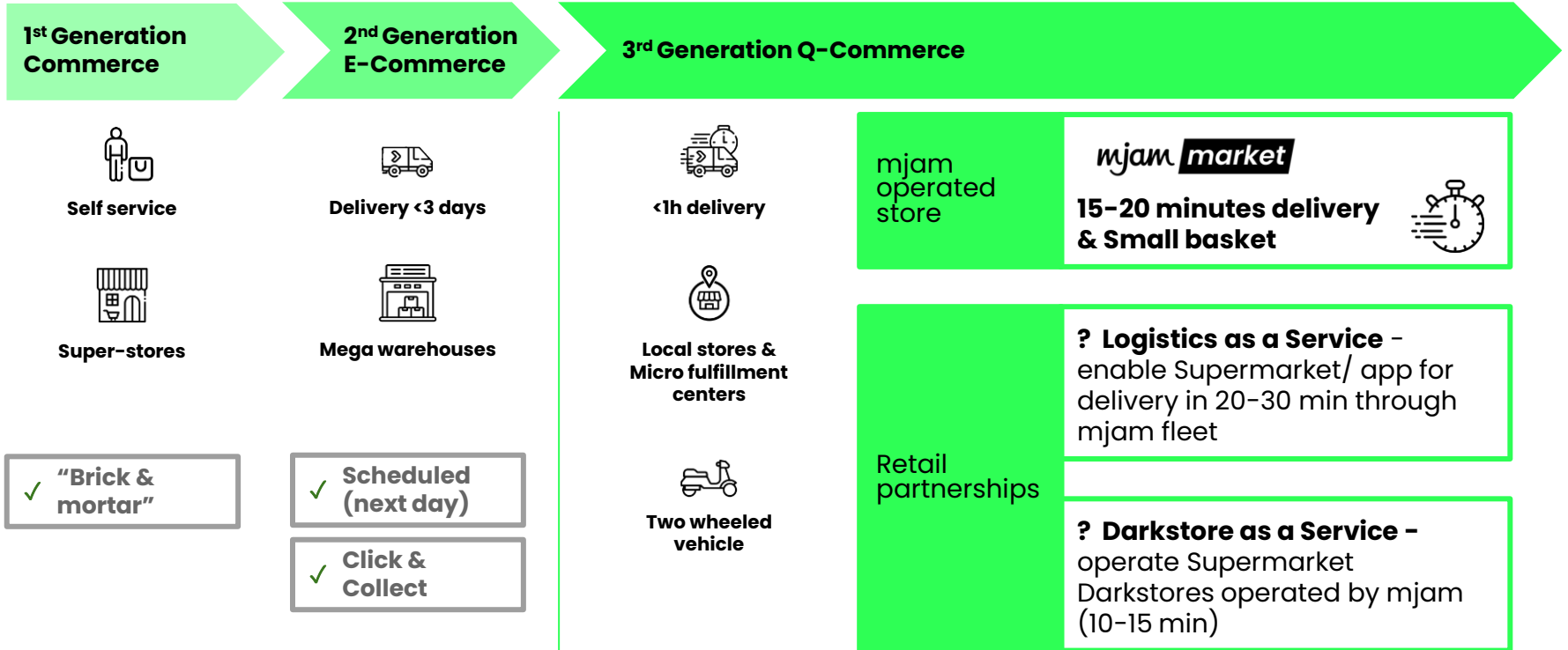
# We launched mjam market and started delivering groceries!



# Current coverage: 8 mjam markets and >200 Local Shops across Austria



# mjam as key player and partner to enter Q-commerce field

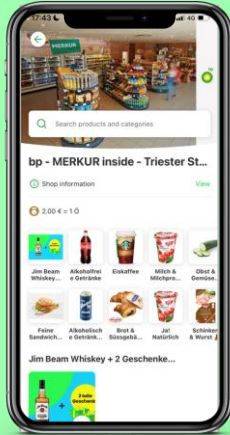


# Retail partnerships to extend offer: mjam can list and deliver for Supermarkets and Local Shops



## CUSTOMER

A Shop & order



Restaurants & groceries in one app for a better user experience

D Enjoy



C Delivered to customer in 15-25 min

## RETAILER

B Order received, transmitted and picked



Orders dispatched & delivered using our **existing rider fleet & cargo bikes** for large orders

**4. Logistics solution** which powers our restaurant & q-commerce business

# mjam as a logistics player that can deliver more than food



## Large existing customer base



## Rider fleet



## Product & Tech



**Food delivery**



**Groceries**



**Anything**

# Q-commerce is based on a successful last mile logistics service



**Express delivery**



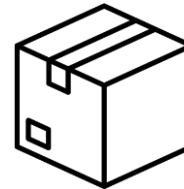
**Last mile logistics network**



**Fleet management**



**Live tracking**



**Small sized parcels**



**Excellent customer and dispatch service**



# mjam is part of the Delivery Hero family



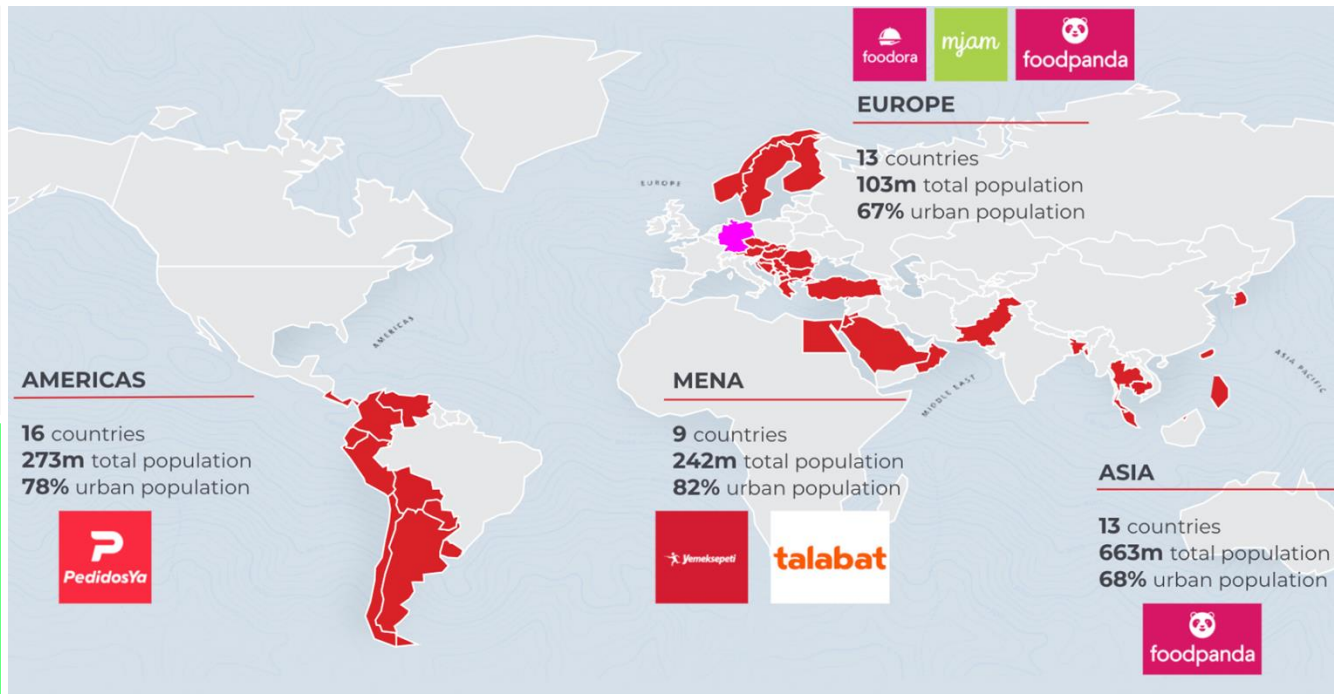
Support of a global player

50+ countries globally

Benefit from **tech & product capabilities, best practice and knowledge sharing**



Local team and execution



# Delivery Hero already partners with over 30k retailers worldwide



## Our global retail categories

- Supermarkets
- Organic shops
- Drugstores
- Beauty
- Bakery
- Pet shops
- Beverages / Wine / Liquor
- Delicatessen
- Convenience stores
- Other shops

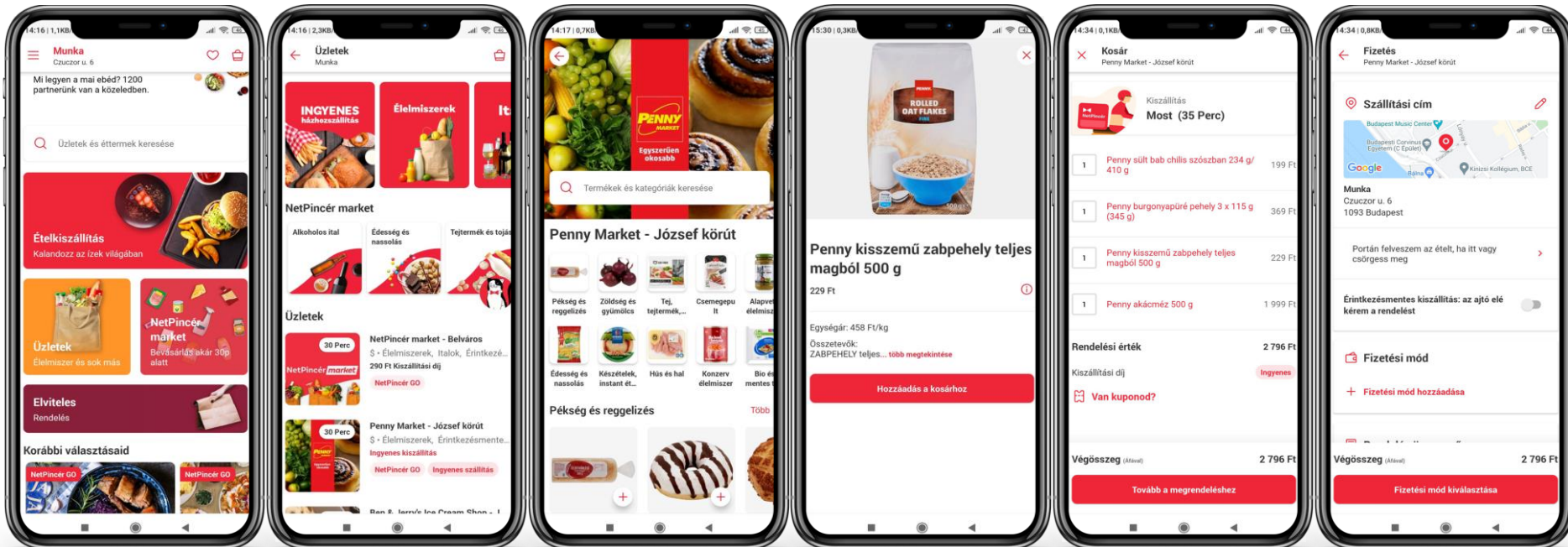
## Selected partners



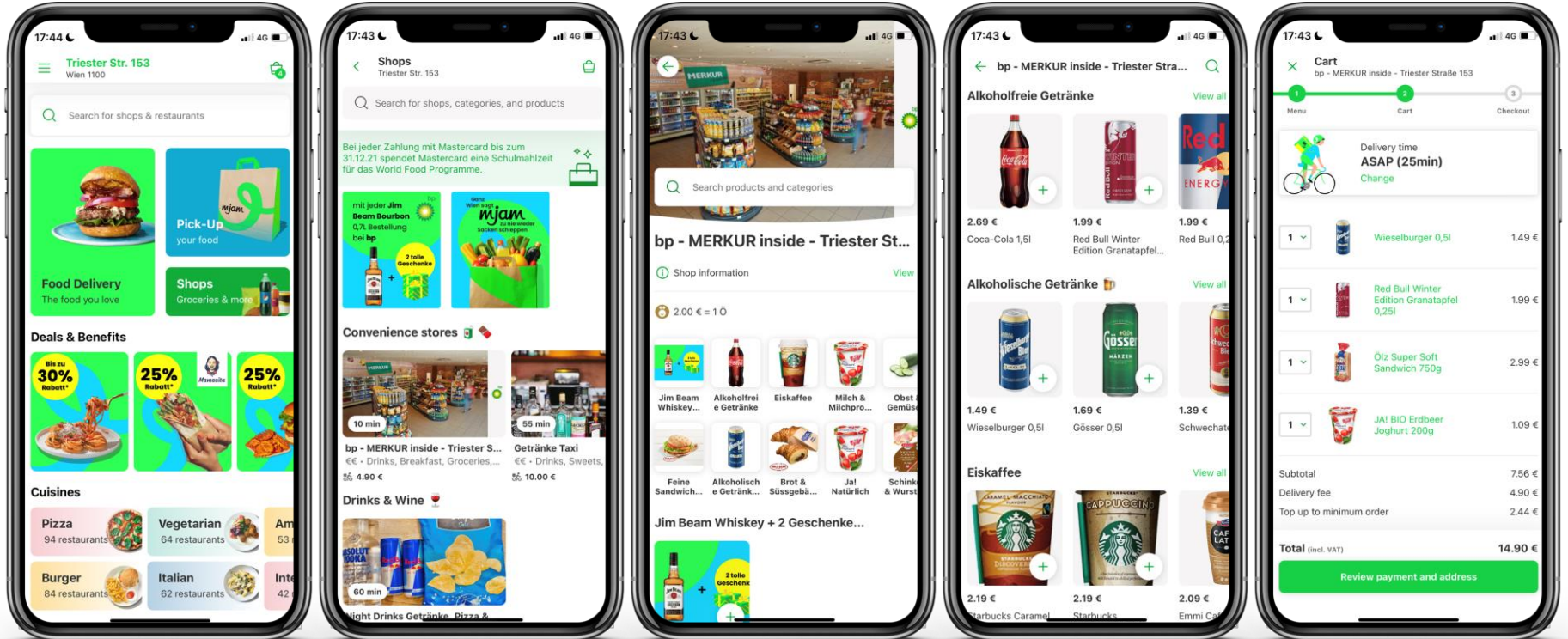
SKAABENITHS



# Case study: Penny Market Hungary



# mjam bp Merkur example



# What value is created for the Retailer & End Consumer?



## Retailer



**Increased customer base**



**Support retailers with increased online presence and additional sales channel**



**New and improved offering for customers → Speed & convenience**



## End Consumer



**Less stress & more time for what matters most**

On busy days, option to stay in and saving commute.



**Get what they need, in minutes**

No more waiting 1+ days on getting what you need.



**Easy access to local businesses**

Added choice from their favourite stores on demand.

# Together mjam and supermarkets can create a unique value proposition



## Supermarket Brands



**Nationwide coverage**



**Loved and trusted brand**



**Complementary  
online delivery models  
(next day / same week  
/ click & collect)**

**mjam**

**Market leading in  
coverage, fleet,  
reach, app  
popularity**

**Global expertise in  
Q-commerce: we  
are live in 50+  
countries around  
the world**

## Supermarket &

**mjam**

**Create a unique customer  
value proposition...** Best of the  
supermarket assortment with  
e-commerce fulfilment  
capabilities

**...To acquire new customers**  
(customer for whom choosing a  
time slot/ next day delivery is  
too complicated)



*Q-Commerce: Latest tech gadget  
or successful last mile concept?*

**We believe it is here to stay.  
Customer expectations around  
convenience and speed are rising.  
And mjam makes a successful last mile delivery possible.**



mjam

