

 Zenfulfillment

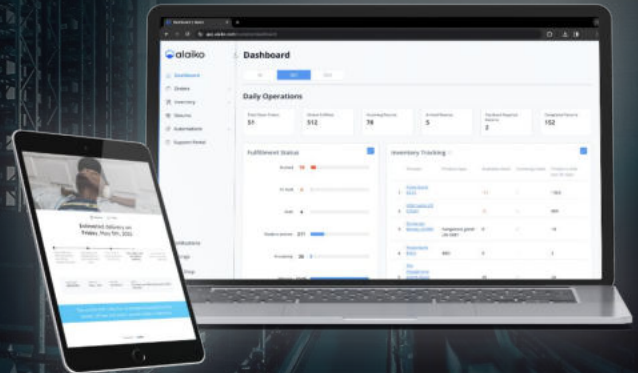
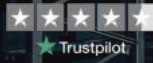
 alaiko

Supercharge your global growth
with our award-winning fulfillment

 **FT 1000**
Europe's Fastest
Growing Companies



 **Google**
Reviews
5.0 ★★★★★



 You sell. **We store, pack and ship.**

Elevating your growth potential

- ✔ **Operational Excellence:** Grow without limitations in our quickly expanding pay-per-use logistics infrastructure
- ✔ **Zenrush®:** Guaranteed date-specific premium delivery
- ✔ **#1 DTC Fulfillment** in the DACH market: Delivering more than 10 million orders annually
- ✔ **Satisfaction Guarantee:** Excellent customer rating with 4.9 of 5
- ✔ **Part of a Revolution:** Consistently recognized as one of Europe's fastest-growing logistics companies

| Introduction

We enable the remarkable success of leading DTC brands

 glow²⁵
THE COLLAGEN COMPANY

 bears benefits

 Les Lunes
FOOD & BEVERAGE

 HER ONE

 JP Performance
EST. 2013

 FUNZY

 colibri
SKINCARE

 girl got lashes

 PRIMAL STATE

 solidmind
group

 yuicy

 COFFEE FELLOWS

 The Female Company

 buah

 BRAINEFFECT®

... and counting

A look behind the curtain: Zenfulfillment is **built on four core components**

Zenfulfillment

Fulfillment Services



Operational excellence in intralogistics architecture, processes & consumer care

Operating System



Facilitates consumer orders, transactions and tracking in a cloud-based software

Automation



Warehouse and fulfillment automation intralogistics technology

Prime-like Delivery



Prediction of delivery time at store checkout & carrier selection via API. Built on **zenrush**® consumer brand

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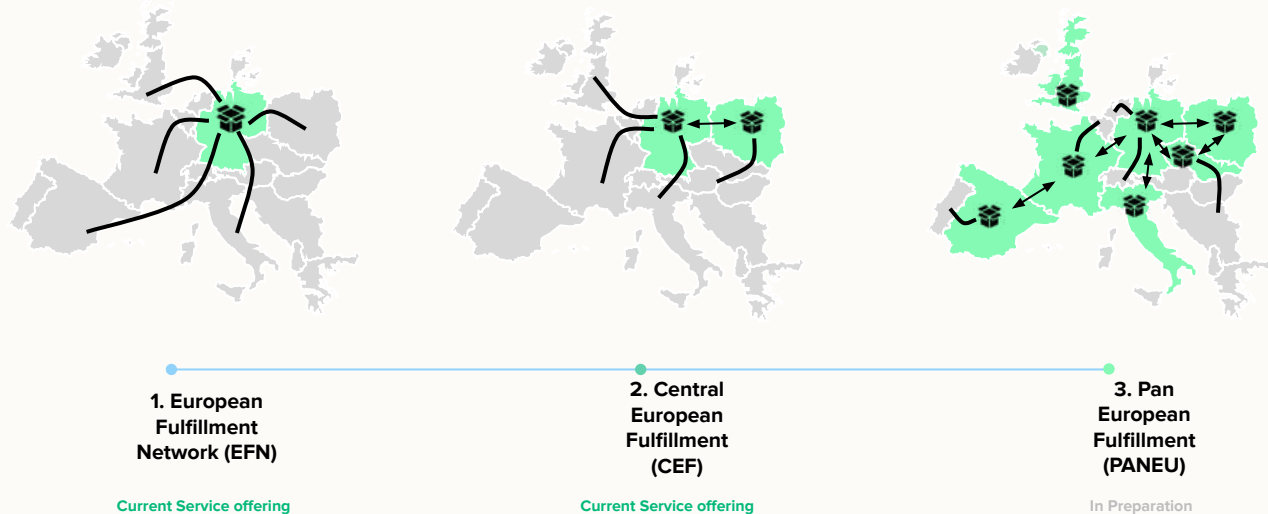
Multi-Location fulfillment

Scale across **Europe's main markets with 1-2 day delivery while saving costs up to 60%.**

Deliver quickly, scale easily.

Store your inventory across our network of fulfillment centers to access the best delivery times for the largest e-commerce markets in Europe. **Enter new markets with ease** as we handle fulfillment and delivery.

Our **Multi-Location Fulfillment Strategy**, Key enabler for **long term competitiveness** in the DACH market, will serve as a catalyst for our **rapid expansion** across other **European markets**



 You sell. **We store, pack and ship.**

Two of Europe's **most advanced E-Commerce Fulfillment Centers**



Reliable: Automated Fulfillment

- + **Market-leading** quality standards:
Error rate of over 1 in 2.000
- + **7 days per week hassle-free** operations in PL



Scalable: Easy Peak Handling

- + **5.000+ FTE** direct labour pool access in weekly demand planning
- + **Operating on 220K m², 574 Warehouses** via partner network

Stettin, PL

BENEFITS

- 2-3 shift operation (Mon-Sun), including productivity-driven remuneration for blue collar staff
- Zenfulfillment owned operational processes & personnel
- German-speaking customer support and leadership

20.000m²

TOTAL WAREHOUSING SPACE

20.000m²

ZEN SHARE

ø 4.500

EMPLOYEES

ø 200

ZEN SHARE

30.000 Orders

MAXIMUM DAILY CAPACITY

| Zenfulfillment Services **action**

Erfurt, DE

BENEFITS

- 2-shift operation (Mon-Sat, 05:30-23:30)
- Zenfulfillment owned operational processes & personnel
- Very late carrier pick-up for 18:50h order cut-off for next day delivery

200.000m²

TOTAL WAREHOUSING SPACE

30.000m²

ZEN SHARE

ø 825

EMPLOYEES

ø 200

ZEN SHARE

60.000 Orders

MAXIMUM DAILY CAPACITY

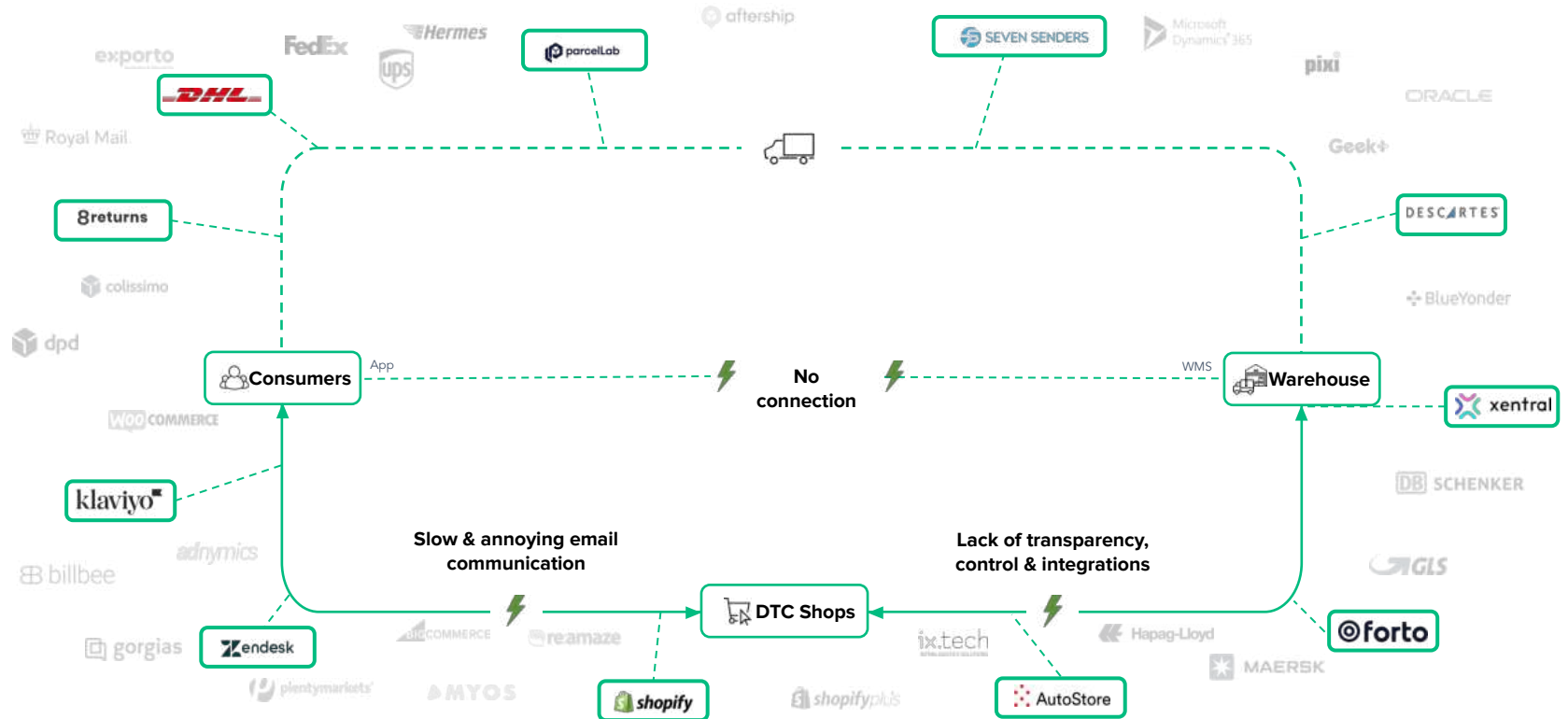
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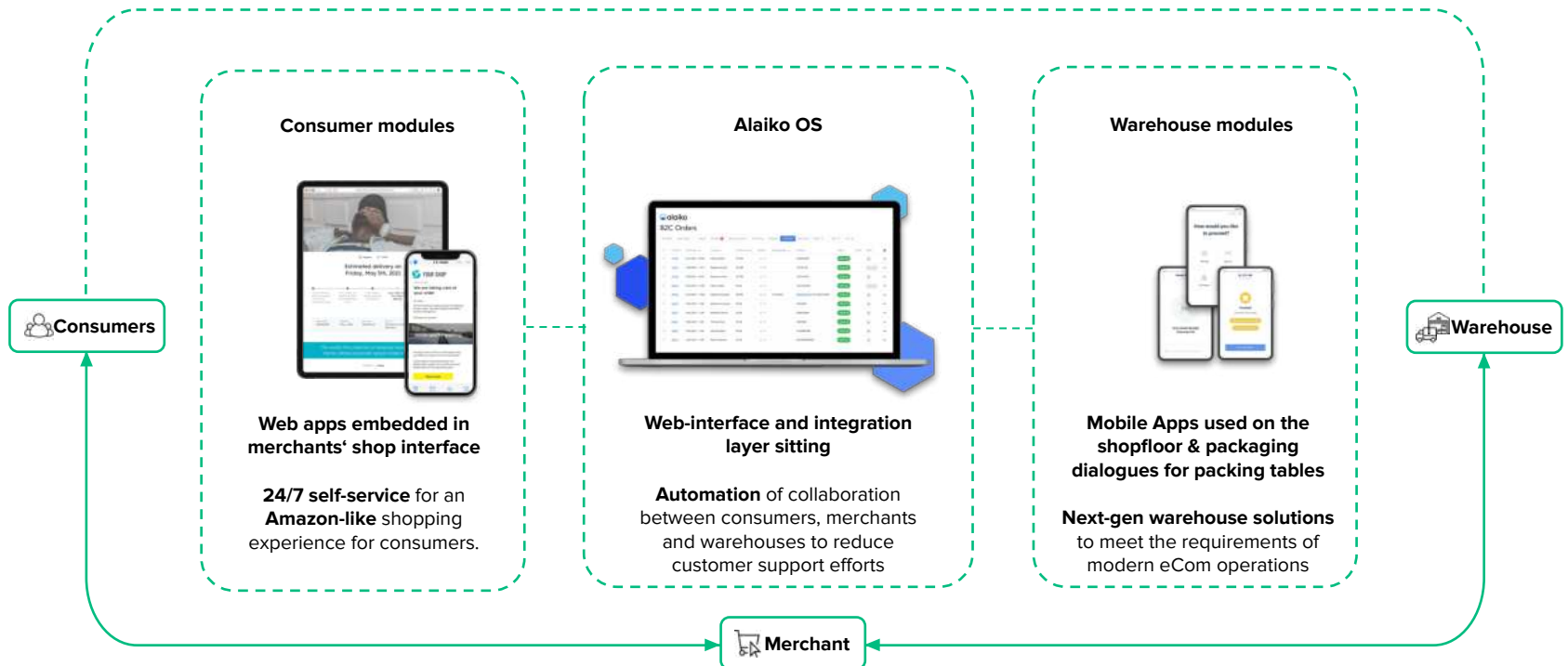
 
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Problem: The three key e-commerce stakeholders **lack means for self-service and frictionless communication** – a pain that is insolvable by decoupled software solutions



The Solution: Alaiko's B2B SaaS Operations Platform enables **frictionless collaboration across key stakeholders**. Easy connection to the existing software stack of warehouses & merchants




1. Data across Alaiko customers / compared to their previous solutions; CS = Customer Service

Alaiko's consumer modules replace existing standalone solutions with a 63% adoption rate

Alaiko's consumer modules provide full self-service functionalities for merchants, an **Amazon-like shopping experience** and **significantly reduce customer service costs**

Smart Shipping

-  Automatic detection and correction of invalid addresses **reducing passive returns by up to 80%***




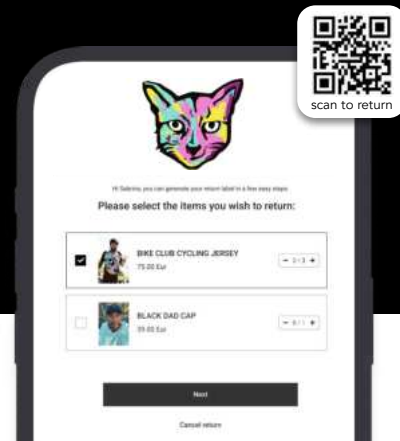
Track & Trace

-  Increased transparency for customers **reducing shipping-related inquiries by up to 75%***



Return portal

-  Self-service return management **reduces CS effort, while refunds are processed 68% faster***



The Alaiko OS is the **control center for merchants and warehouses** for all operational fulfillment and delivery processes and the **single source of truth**

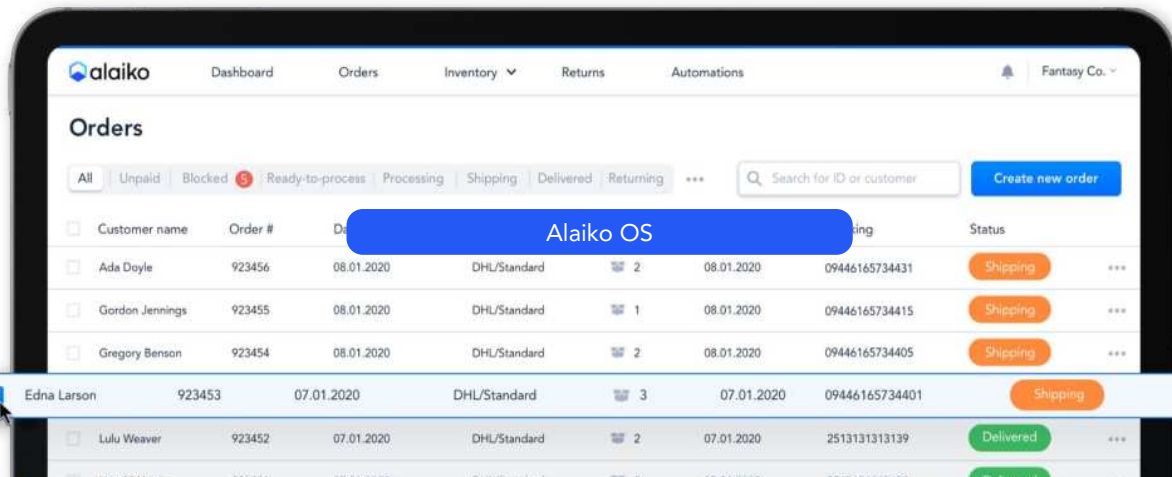
Merchant



"Alaiko's automated refund feature creates a great relief to our team and ensures our customers get a seamless shopping experience"

Patrick Conrad, MD @ZOÉ LU

-80% requests on refund status



Warehouse



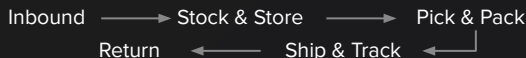
"Using Alaiko OS saves us a lot of back and forth with shops. We used to spend hours each day on the phone or sending emails!"

Martin Weckwerth, MD @VDS

-2 customer support FTEs at the warehouse

KEY FEATURES

Control the entire supply chain



Automation of repetitive processes

- Fulfillment rules
- Carrier investigation
- Email automation
- Refund automations

Analytics to drive efficiencies

- Real-time performance dashboard
- Inventory & demand forecasting

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 **robotics**
Zenfulfillment

 **zenrush[®]**
Zenfulfillment

Comprehensive, Proprietary Technology

Integration delivers a system that is greater than **sum-of-the-parts**



Space-efficient storage system by AutoStore®



Automated bin picking & AI-assisted 3D Vision Software



Route-optimized Product sorting



Automated & individual packing

Deep intellectual property, patents & exclusivity licence agreements for core tech

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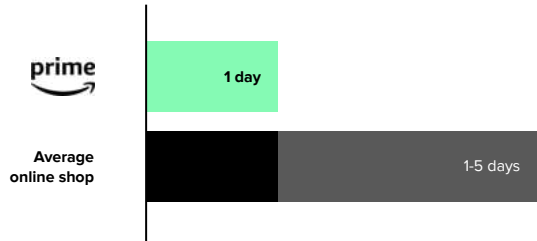
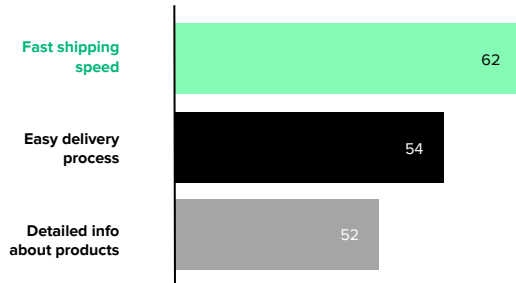
Currently online retailers are dramatically **losing competitiveness by not being able to offer fast and predictable delivery**

Consumers want **fast delivery**

Delivery time has become the **most important criteria** for a positive **E-Commerce** experience
Most customers eagerly want to **know when exactly their parcel will arrive**

Amazon is the **benchmark**

Amazon is outperforming the industry in terms of delivery speed and predictability
Online retailers suffer from a significant **loss of competitiveness**



Elevate your growth with **zenrush®**
by amplifying the **4 most important sales factors** in E-Commerce



Outperform your competition

Boost your growth with 1-day delivery.
Ship like Prime & receive more direct orders.



Increase **customer LTV**

Create **WOW moments** with fast, reliable delivery. Drive **repeat orders** and **referrals**.



Increase **AOV**

Set a **minimum order value** for free zenrush® shipping and see **how your sales increase**.

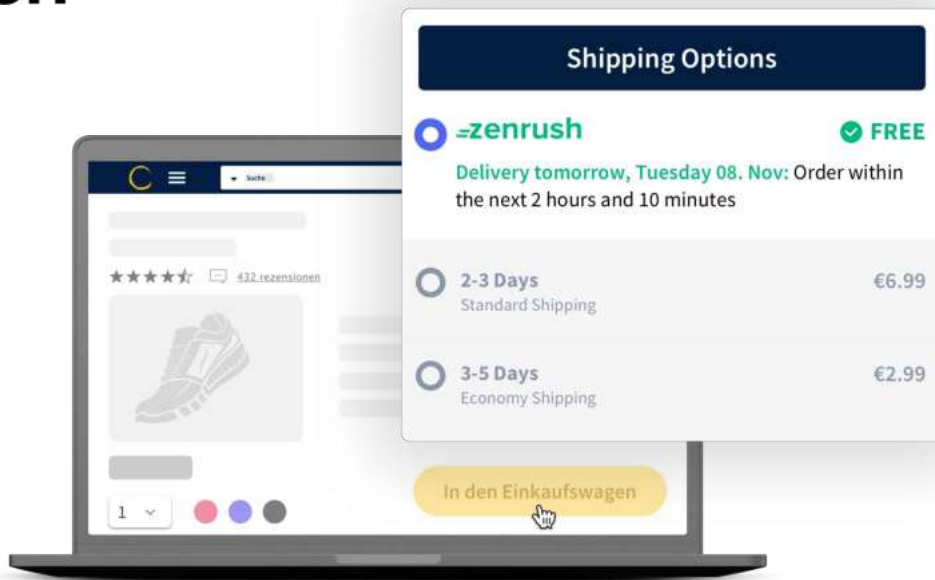


Increase **conversions**

Communicate the 1-day delivery throughout the **entire customer journey** and reliably predict the delivery date.

 You sell. We store, pack and ship.

=zenrush®



Selected Brands

girl got lashes

 **Les Lunes**
FOREVER SUNDAY FASHION

bears  benefits

HER ONE

| Zenfulfillment Services =zenrush®

Premium delivery
throughout Germany

3,05
from €/Shipment
up to 1 kg

- ✓ 20% Conversion increase
- ✓ 19% More Repurchases
- ✓ 5% AOV Increase
- ✓ 10 p.m. Regular Order Cut-off Time
- ✓ 95% On-time Delivery Rate



Guaranteed Customer Satisfaction: A Personal Promise of the Founders Team

Zenfulfillment's ethos revolves around a strong commitment to customer satisfaction, spearheaded by our founders team. While we accept that errors can happen, our founders team personally vouch for addressing your concerns and ensuring satisfaction. Our Founders are committed to support your long term success and personally guarantee your satisfaction and peace of mind.



Johannes Humpert
Managing Director

Johannes.humpert@zenfulfillment.com
+49 30 40 366 9710

With 13+ years in e-commerce, and logistics, Johannes is on his mission to provide the fulfilment service he always wanted as e-commerce decision maker.



Daniel Werner
Managing Director

Daniel.werner@zenfulfillment.com
+49 1516 43 163 60

Daniel has been 12+ years at the forefront of logistics and tech, dedicated to craft innovative solutions that propel customer success.



Disclaimer

- The offer is a non-binding price indication based on the information available from the customer, in particular quantities and structures, and is non-binding until a firm conclusion has been reached. Errors or misinterpretations can lead to adjustments to the offer.
- The prices are based on the cost factors from October 2024. Regulations for price adjustments during the contract period are to be defined between the contracting parties. The prices agreed upon conclusion of the contract are at least the subject of an adjustment in the event of significant changes in framework conditions that cannot be influenced by Zenfulfillment, in particular, but not exclusively, in the fields of: taxes, customs duties, laws and regulations, minimum wages, general inflation.
- This offer is based on the General German Forwarder Conditions (ADSp) in the latest version. Accordingly, Zenfulfillment GmbH is only liable within the liability limits of ADSp. Liability for damage and inventory differences is only accepted with a maximum liability per claim and calendar year. Insurance of the goods has currently been taken into account in the calculation.
- Certain details are derived from projections and are, as such, subject to potential adjustments
- All submitted price calculations are understood to be exclusive of the statutory sales tax/value added tax.
- The conclusion of a legally binding contract is subject to final negotiation on the part of Zenfulfillment.

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