



RETAIL TECHNOLOGY DRIVING  
IN-STORE AND ONLINE  
PROFITABILITY

# StrongPoint facts & figures



Operational revenues  
**NOK ~1 bn** and  
EBITDA of **NOK ~70  
million** in 2020



**NOK 1.3 billion**  
market cap



Listed on the **Oslo  
Stock Exchange**  
since 2003



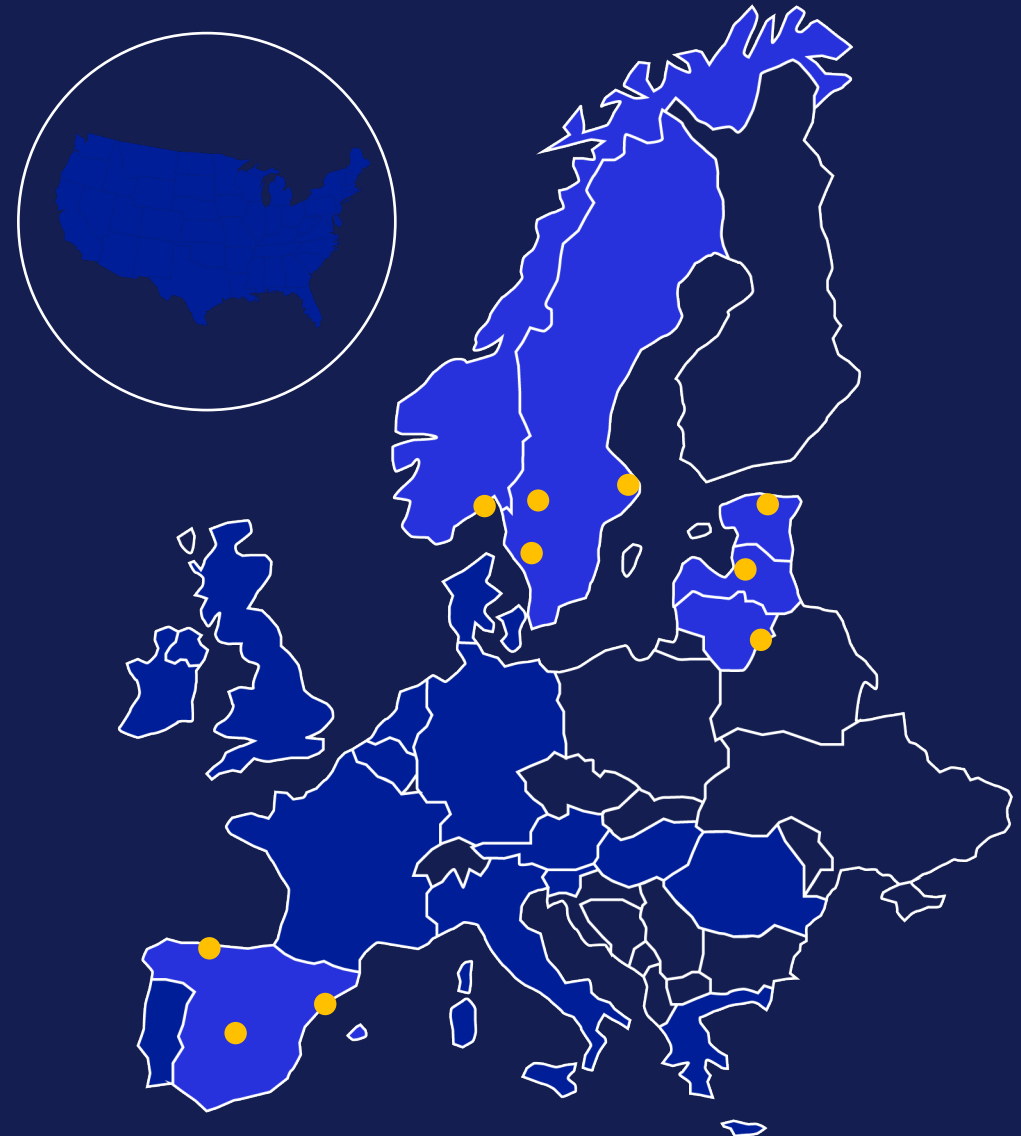
Headquartered in  
**Oslo**, Norway



**400** employees in  
Norway, Sweden, the  
Baltics and Spain



Providing e-commerce  
solutions in  
**>15 countries**



Offices ●  
Countries with offices ■  
Partner countries □

# A true portfolio shift at StrongPoint



+ Cash Security + Labels



# Cash Guard



Retail Technology



---

## What we do

**“Provide grocery retailers with the world’s best technology solutions to drive efficiency gains for their stores and online order fulfillment”**

---

BAIN & COMPANY Industries Consulting Services Vector™ Insights About

Snap Chart

# The Next Five Years in Online Grocery: Going Mainstream, Fast

FORTUNE

RETAIL • WALMART

## Walmart's e-commerce sales nearly double as shoppers go beyond groceries in online orders

# This is MONEY

FINANCIAL WEBSITE OF THE YEAR

## Online supermarket shopping has skyrocketed as Britons in lockdown buy their food from home like never before - But will this last and can it be profitable?

- Grocery purchases made online were only 7% of all sales before the pandemic
- Even Ocado lacked the capacity to cope with a sudden surge
- Supermarkets struggle to cope with a sudden surge

DN Dagens Nærings

2020-2021 retail megatrends – demand for e-groceries rocketed and is here to stay

## Online grocery to more than double market share by 2025

Post-pandemic, e-grocery sales expected to climb from nearly \$35 billion to more than \$250 billion, says new study

Innlegg

## Innlegg: Butikkene en kjempefordel i møte med Amazon

Koronakrisen og Amazons Norden-lansering gir «perfekt storm» for dagligvarer på nett. Forbrukerne kan glede seg.

# The StrongPoint double opportunity

Rise in grocery e-commerce knock-on impact...

## Trends

1. **In-store:** Pressure on brick & mortar retailers' margin



## Opportunity for StrongPoint

*Technology solutions to increase in-store efficiency*

2. **E-commerce:** Pressure to develop online presence and keep market share



*World-class e-commerce technology for online order picking and last mile solutions*

# Focus on grocery retail

## Retail Technology

Solutions that increase efficiency, productivity and improve the shopping experience, in-store and online

We have a focus on the resilient grocery retail sector with spillover effects to other retail verticals

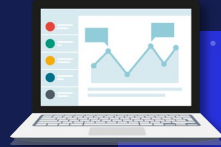


# StrongPoint's in-store solutions





# StrongPoint's grocery e-commerce solutions



Cloud-based platform to manage and integrate all solutions for maximum efficiency

## Picking

### Order Picking

In-store or darkstore manual picking

 StrongPoint

### Automated

Automated picking in Micro-Fulfillment Centre (MFC) or Customer Fulfillment Centre (CFC)



## Last mile

### Grocery Lockers

Stationary & mobile grocery lockers

 StrongPoint

### In-store pickup

Hardware and software set-up

 StrongPoint

### Drive-Thru

Curbside pickup with licence-plate recognition

 StrongPoint

### Home Delivery

Order management and route optimization

.Gordon

Everything a grocery retailer needs to process and deliver online orders

# Financial ambitions for 2025

**NOK 2.5 bn in 2025**

**EBITDA 13-15%**

# Our T-shaped strategy to create a NOK 2.5 bn retail technology company



## World-class solutions to selected markets

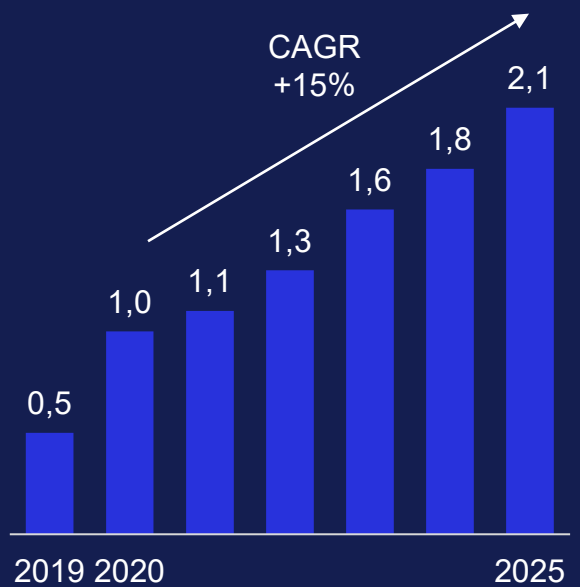
- E-Commerce Logistics Suite (Picking, Last Mile Solutions and Click & Collect lockers)
- Self Checkout
- Cash Management

## Deep in core markets

- Norway
- Sweden
- Baltics
- Spain

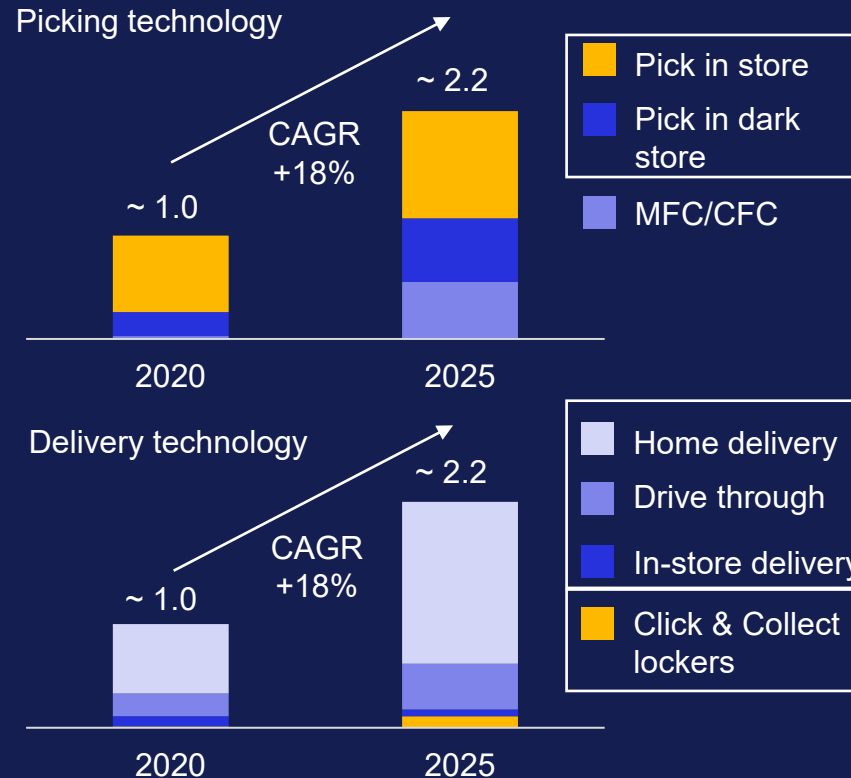
# Getting to the addressable market for StrongPoint within grocery E-commerce logistics

Online grocery sales estimates in StrongPoint target markets<sup>1</sup>  
NOK trillion

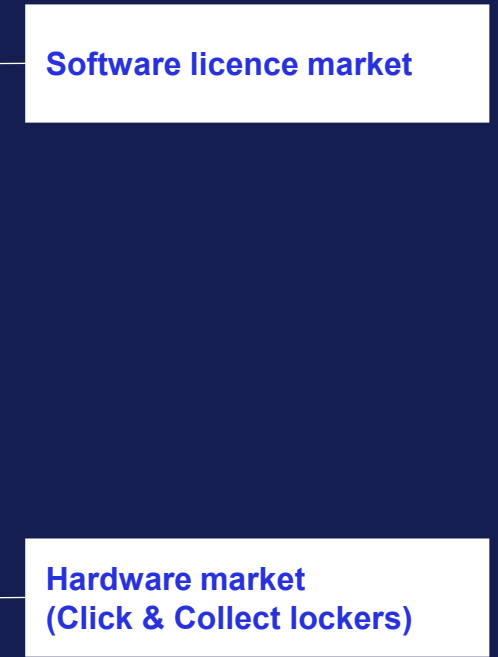


Online grocery penetration 3.4% 6.8% 13.0%

Orders processed per technology type  
Billion orders

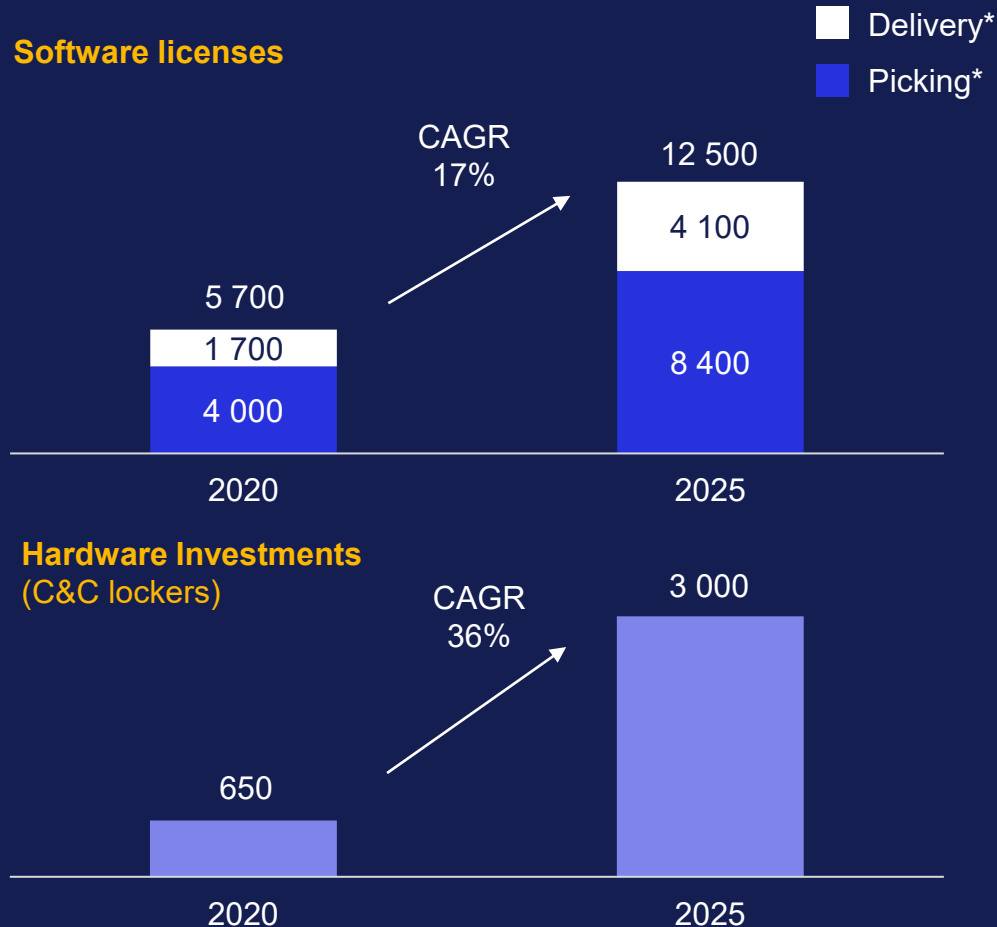


Estimated addressable market based



# Large and growing market for software licenses and grocery lockers within the growing E-commerce logistic market

Addressable market  
MNOK pa



Maintaining today's market share, StrongPoint would x2 its software license fees and x4-5 its C&C locker sales

Ambition to *grow* market share within both e-commerce logistics software and locker sales market





Note: Includes StrongPoint's target markets for its E-commerce logistics solutions

\* Picking in store and dark store. Delivery including home delivery, in-store delivery and drive through

Source: IGD, StrongPoint analysis

# Types of grocery retailer segment for our e-commerce solutions

✓ Applicable  
 (✓) Potentially applicable

		Potential for sale of:	
		Click & Collect	Picking Solution
	Grocery retailers: Existing e-commerce offering	✓	(✓)
	Grocery retailers: Newcomers in e-commerce	✓	✓
	Pure online player	(✓)	✗
	Platform/online delivery	(✓)	✓

# StrongPoint Order Picking solution



Hyper-efficient in-store picking



In-store & dark store picking



Compliment to automation



# Glovo chooses StrongPoint as preferred supplier for its grocery picking solutions



- Provides on-demand groceries via its retail grocery partners which include Walmart, Carrefour and Spar
- Estimated valuation of over USD 1 billion (technology unicorn)
- Present in 22 countries around the world



**Glovo?**  
Customer orders groceries from platform



**StrongPoint**  
Courier or store personnel picking with StrongPoint picking solutions



**Glovo?**  
Courier delivers to customer





# Getting media attraction on e-commerce solutions

FINANCIAL TIMES

How grocery retailers are boosting their order pickers' efficiency to stay profitable

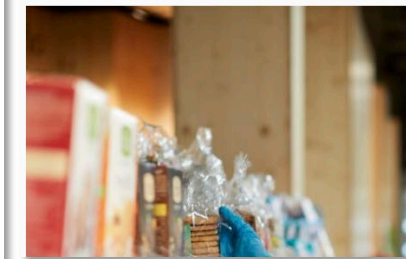
## How The Augmented Workforce Is Impacting The Online Grocery Industry



Jacob Tveraabak Forbes Councils Member  
Forbes Business Council  
Small Business

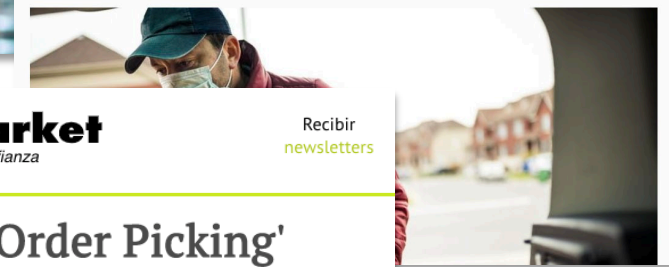
### Three Ways Grocery Retailers Can Leverage Their Store Network For Online Market Share

CEO of retail technology company



Jacob Tveraabak Forbes Councils Member  
Forbes Business Council COUNCIL POST | Membership (fee-based)  
Small Business

CEO of retail technology company StrongPoint.



**Alimarket**  
Cuestión de confianza

Recibir newsletters

StrongPoint lanza 'Order Picking' para la preparación de pedidos online de alimentación

GROcery DIVE

MENU

The Grocer

PERSON Q MENU



Profitable grocery e-commerce: unravelling the secrets

This content is provided by StrongPoint | 22 June 2021 | 6 min read

BRIEF

### European firm spotlights speed with US debut of its grocery picking tech

Published June 28, 2021



Catherine Douglas Moran  
Associate Editor

WINSIGHT  
GROcery BUSINESS

RETAILERS

### Betting on the Need for Speed, StrongPoint Enters U.S. Market

E-commerce picking solutions provider says in-store associates average 240 items per hour

By Jennifer Straley on Jun. 23, 2021



# Immediate priorities



Capitalize on  
e-commerce  
logistics market



Deliver on in-store  
productivity  
solutions demand



Step up M&A  
initiatives



**StrongPoint**