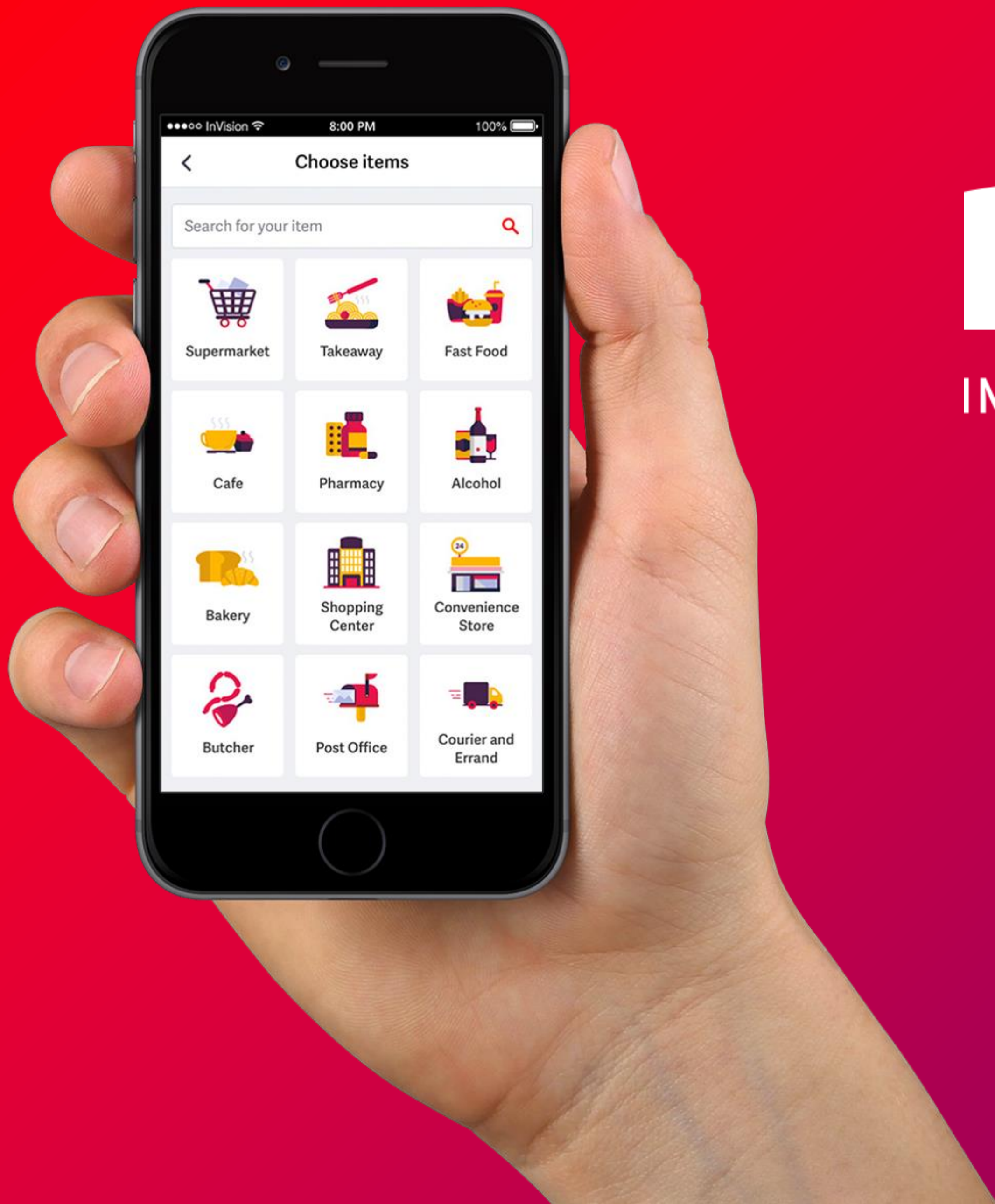


For personal use only



# RUNA<sup>o</sup>A

INSTANT PICK-UP, PURCHASE AND DELIVERY.

JOIN THE MOVEMENT. [WWW.RUNA.LIFE](http://WWW.RUNA.LIFE)



### **Important Notice and Disclaimer**

These presentation materials and the accompanying verbal presentation (together, the **Presentation Materials**) are confidential and have been prepared by RUNA Pty Ltd Limited (**RUNA or Company**). By receiving the Presentation Materials, you acknowledge and represent to the Company that you have read, understood and accepted the terms of this disclaimer.

It is the responsibility of all recipients of these Presentation Materials to obtain all necessary approvals to receive these Presentation Materials and receipt of the Presentation Materials will be taken by the Company to constitute a representation and warranty that all relevant approvals have been obtained.

### **Not an offer**

This presentation is for information purposes only. This presentation does not comprise a prospectus, product disclosure statement or other offering document under Australian law (and will not be lodged with ASIC) or any other law.

This presentation also does not constitute or form part of any invitation, offer for sale or subscription or any solicitation for any offer to buy or subscribe for any securities nor shall they or any part of them form the basis of or be relied upon in connection therewith or act as any inducement to enter into any contract or commitment with respect to securities. In particular, this presentation does not constitute an offer to sell or a solicitation to buy, securities in the United States of America.

### **Not investment OR FINANCIAL PRODUCT advice**

This presentation is not investment or financial product advice (nor tax, accounting or legal advice) and is not intended to be used for the basis of making an investment decision. The information contained in this presentation has been prepared without taking into account the objectives, financial situation or needs of individuals. Investors should obtain their own advice before making any investment decision.

### **Summary information**

The presentation does not purport to be all inclusive or to contain all information about the Company or any of the assets, current or future, of the Company.

This presentation contains summary information about the Company and its activities which is current as at the date of this presentation. The information in this presentation is of a general nature and does not purport to contain all the information which a prospective investor may require in evaluating a possible investment in the Company or that would be required in a prospectus or product disclosure statement or other offering document prepared in accordance with the requirements of Australian law or the laws of any other jurisdiction, including the United States of America.

The Company does not undertake to provide any additional or updated information whether as a result of new information, future events or results or otherwise.

### **Forward looking statements**

Certain statements contained in this presentation, including information as to the future financial or operating performance of the Company and its projects, are forward looking statements. Such forward looking statements:

- a) are necessarily based upon a number of estimates and assumptions that, while considered reasonable by the Company, are inherently subject to significant technical, business, economic, competitive, political and social uncertainties and contingencies;
- b) involve known and unknown risks and uncertainties that could cause actual events or results to differ materially from estimated or anticipated events or results reflected in such forward looking statements; and
- c) may include, among other things, statements regarding estimates and assumptions in respect of prices, costs, results and capital expenditure, and are or may be based on assumptions and estimates related to future technical, economic, market, political, social and other conditions.

The Company disclaims any intent or obligation to publicly update any forward looking statements, whether as a result of new information, future events or results or otherwise.

The words “believe”, “expect”, “anticipate”, “indicate”, “contemplate”, “target”, “plan”, “intends”, “continue”, “budget”, “estimate”, “may”, “will”, “schedule” and similar expressions identify forward looking statements.

All forward looking statements contained in this presentation are qualified by the foregoing cautionary statements. Recipients are cautioned that forward looking statements are not guarantees of future performance and accordingly recipients are cautioned not to put undue reliance on forward looking statements due to the inherent uncertainty therein.

### **NO LIABILITY**

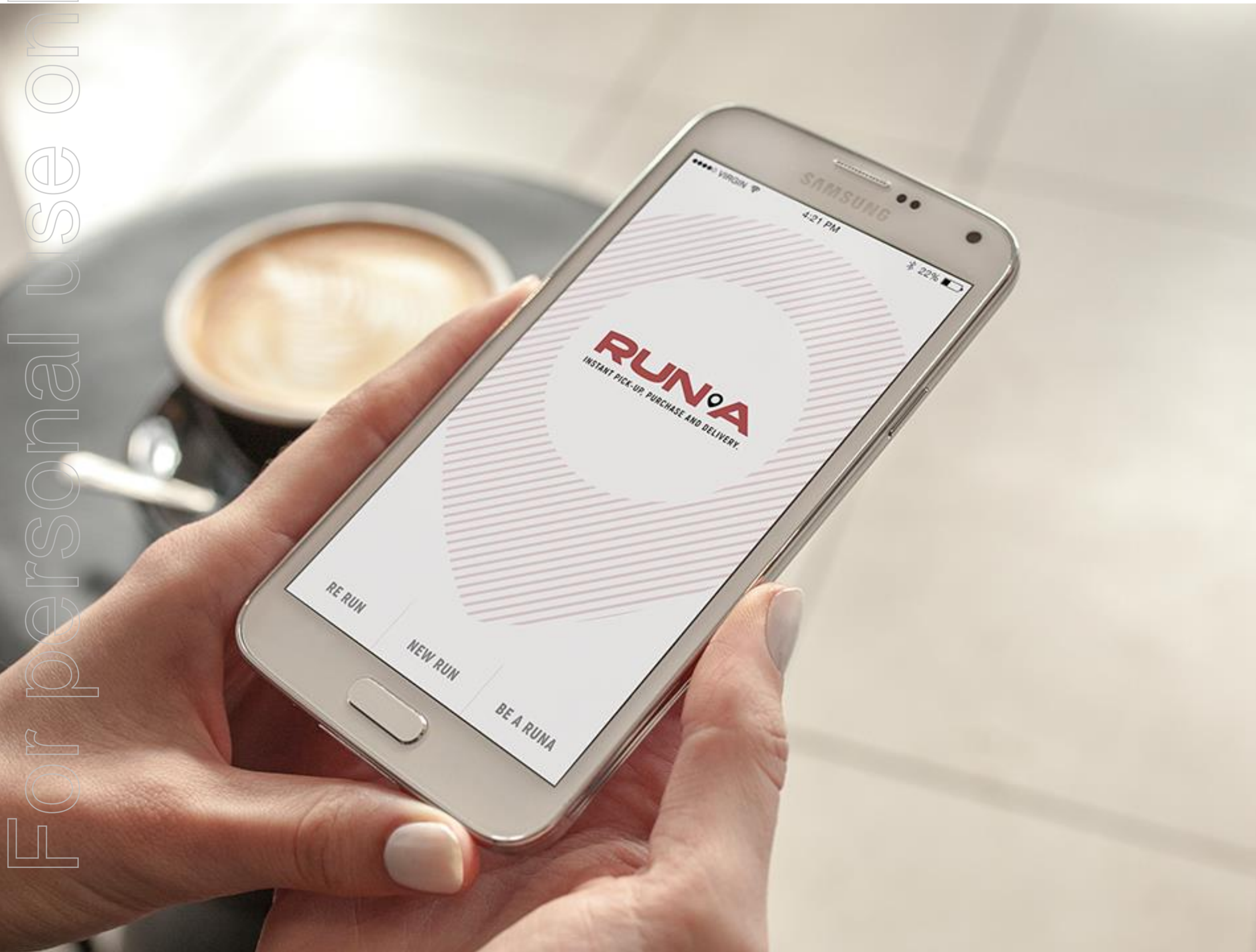
The Company has prepared the presentation based on information available to it at the time of preparation. No representation or warranty, express or implied, is made as to the fairness, accuracy or completeness of the information, opinions and conclusions contained in this presentation.

To the maximum extent permitted by law, the Company, its related bodies corporate (as that term is defined in the Corporations Act 2001 (Cth)) and the officers, directors, employees, advisers and agents of those entities do not accept any responsibility or liability including, without limitation, any liability arising from fault or negligence on the part of any person, for any loss arising from the use of the presentation or its contents or otherwise arising in connection with it.

### **Confidential**

The contents of these Presentation Materials are confidential. These Presentation Materials are being provided to you on the condition that you do not reproduce or communicate them or disclose them to, or discuss them with, any other person without the prior written consent of the Company.

## RUNA LIFESTYLE OVERVIEW



RUNA is a unique pick-up, purchase and delivery platform immediately connecting consumers to any store or service via independent contractors (Runa's) who collect, pay and deliver on-demand.

The company was established in 2015.

**RUNA is focused on meeting the growing consumer need for convenience** and to create a lifestyle based brand and service. It is a service capable of purchasing any item from anywhere on-demand.

RUNA has completed 8 months of controlled beta trailing and agile improvements.

**RUNA has successfully made over 2,700 deliveries.** It is globally applicable, price agnostic and scalable. It enables immediate impulse buying of consumer items.

**We are now moving to full market development of the platform.**

# RUNA LIFESTYLE

## THE RUNA MODEL

### Users

User's have the freedom to shop, navigate, nominate and interact all at the touch of their fingertips. The user has the power.



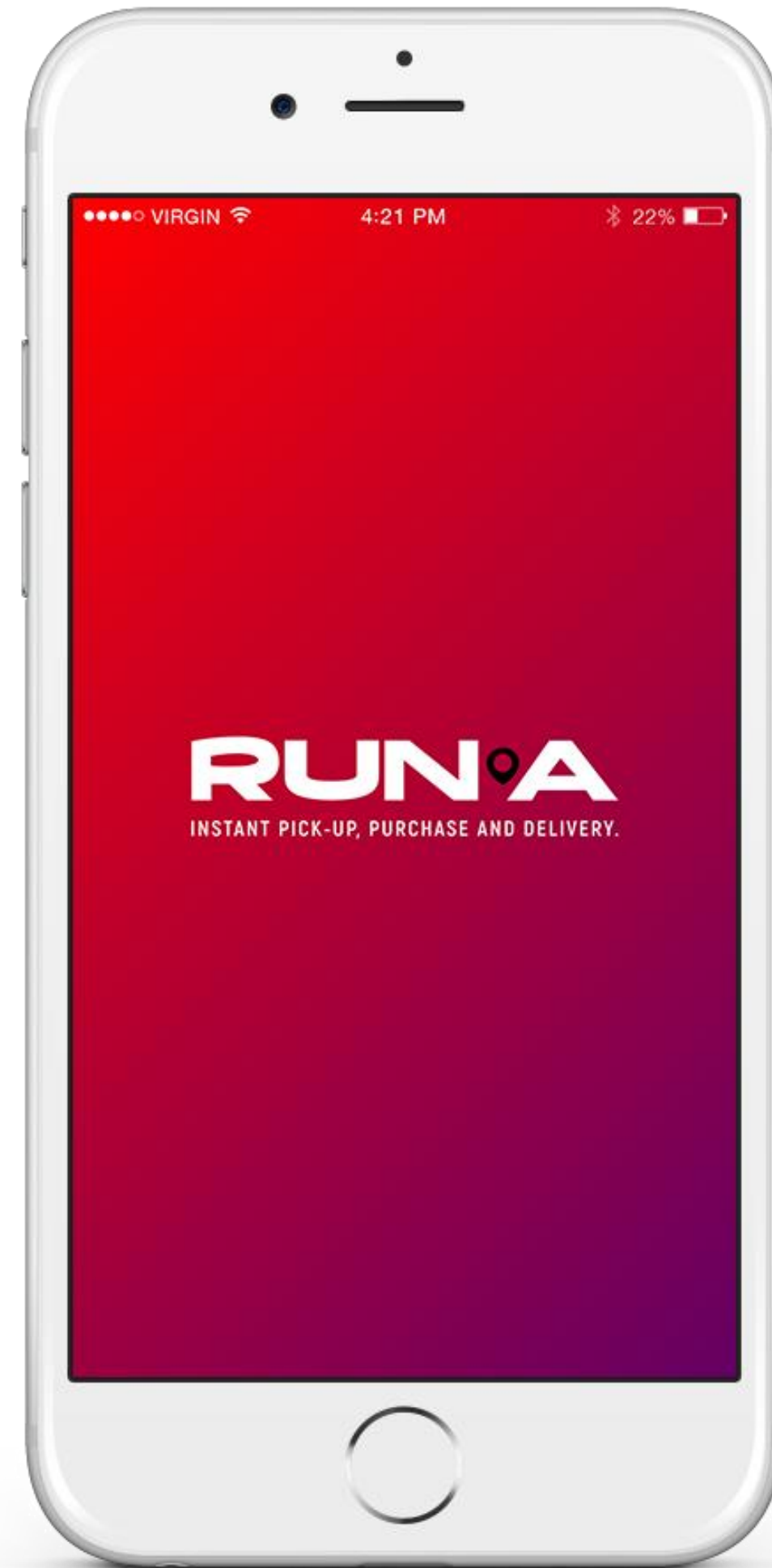
### Secure Payment

All transactions work through a system in which all funds pass through electronically and split the payments/fee's accordingly.



### Interaction

The platform allows interaction between the Runa fleet and the customer, allowing forgotten items or any questions from either party to be answered.



### Runa Fleet

Runa's (drivers) are crowd sourced and purchase products with personal funds which is then returned with a delivery fee upon completion of delivery.



### Price Agnostic

The platforms backend has been sophisticatedly generalised so that it is interoperable across countries, currency and various systems.



### Globally Applicable

Once a blueprint has been created for the launch of such a platform, it can be scaled easily throughout the globe.



# RUNA LIFESTYLE

## RUNA'S CLIENT FOCUS

RUNA currently focuses on having 4 categories of clients to serve:



Users



Runa's



Stores and Service Providers



Strategic Partners

### Delivery of everyday items is at an early phase...

A market leader has not yet emerged in delivery of a wide range of everyday items. The major focus of current providers such as Deliveroo and UberEATS is on meal delivery, which has conditioned and educated consumers for the next wave of home delivery with a more convenient twist.

The consumer is warmed to the idea that they can have specifics delivered on demand but are yet to have the convenience of having a platform help in ANY aspect of their life in the way of deliveries of anything at anytime on demand.

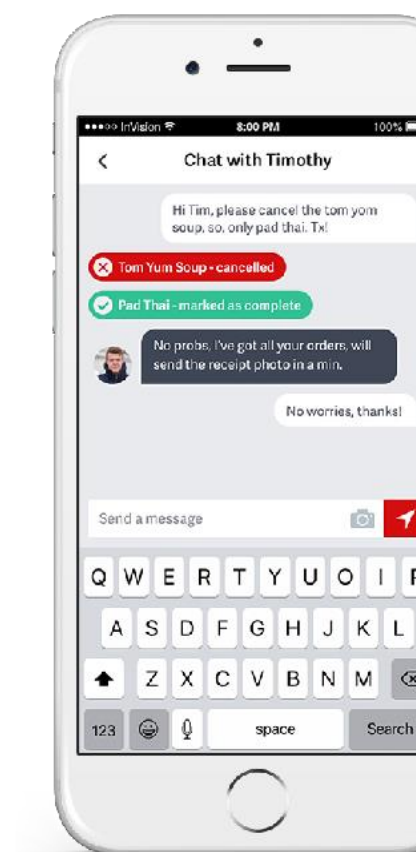
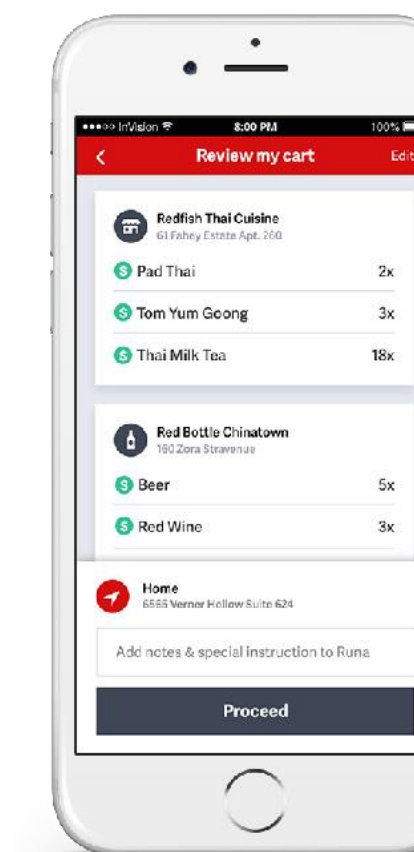
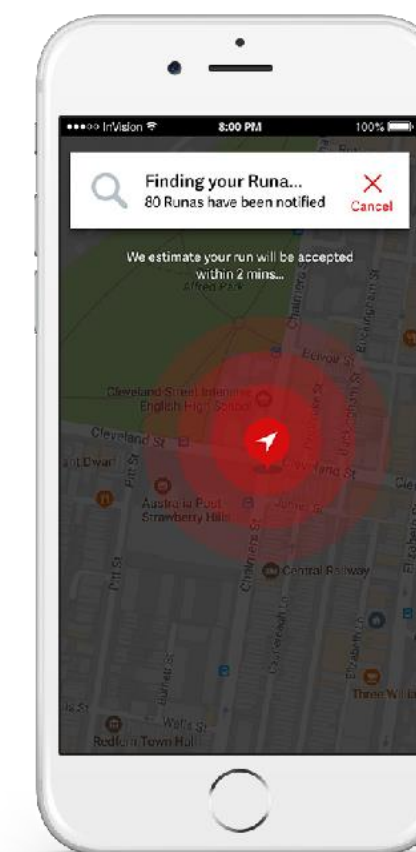
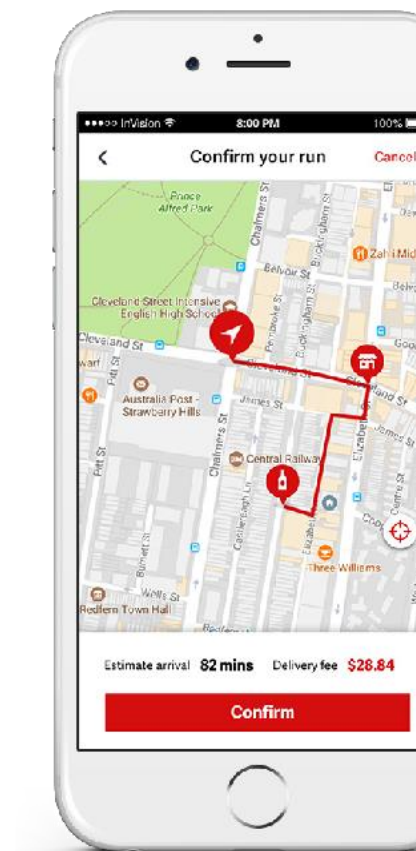
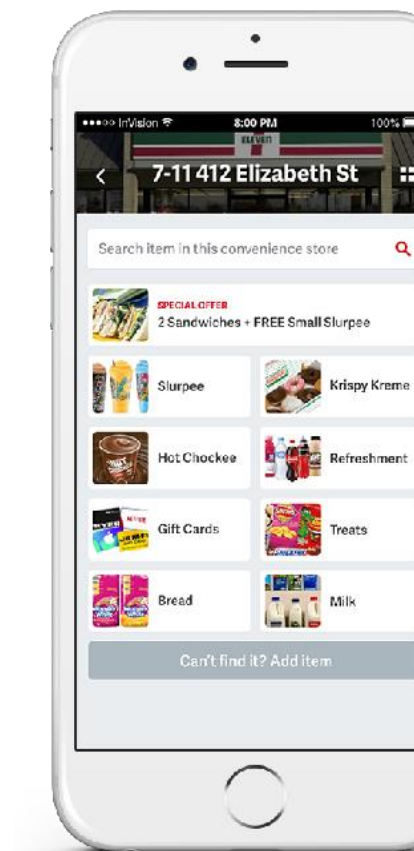
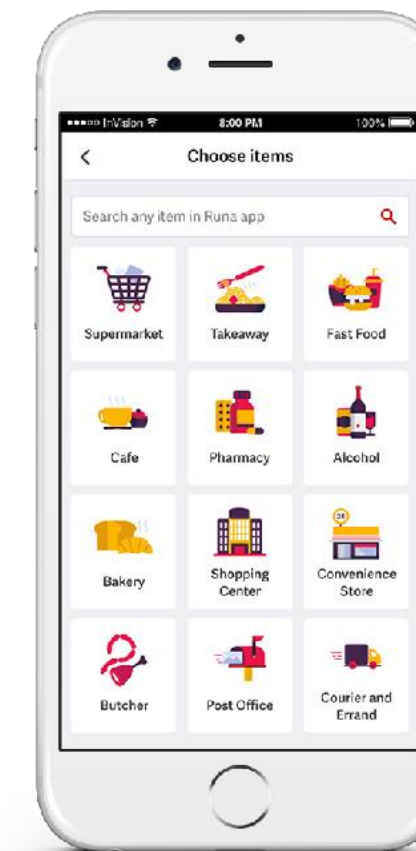
Where RUNA stands out from the crowd is the fact the service is not capped by delivery categories or a 'one size fits all' box. RUNA is ubiquitous and caters for all.

### No teething process. RUNA is ready to go...

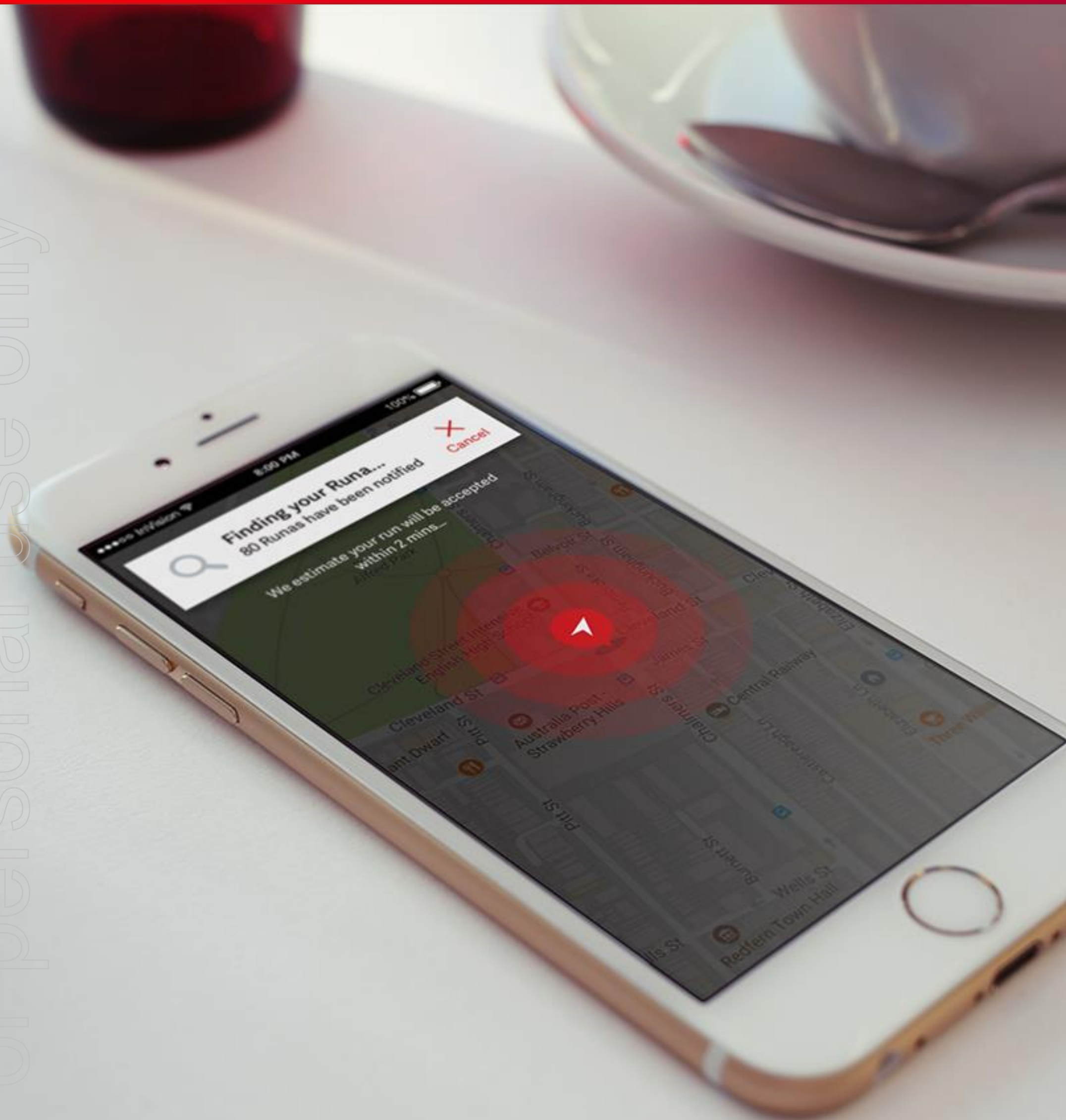
- All stores are part of the RUNA offering and available for users from day 1. However, as RUNA develops, they will be offered the opportunity of priority listing, preferential direction of traffic for additional fees and the ability to acquire key space on the app.
- Our current most used stores are Kmart, Woolworths, McDonalds, IGA, and an array of local stores that can't be targeted by the other food giants.
- The RUNA service enables immediate satisfaction from an impulse buy, driven off a TV or Radio advertisement (eg. Runa delivers you the chocolate bar you are craving in the middle of The Bachelor without any hassle at all).

# RUNA LIFESTYLE CUSTOMER EXPERIENCE

- Easy and instinctive to use.
- Download from App store, google play or go to [www.runa.life](http://www.runa.life)
- RUNA does not require an immediate account creation. Users explore the app, place an order and then sign up, creating smooth usability and confidence in the app.
- It is a 1-2 minute process for the User to choose what they need, where to get it and then track the Runa as they deliver it. Knowledge of where the order is at all times.
- The User decides what they are ordering and from which location – based on a google maps API.
- Focused interface allows easy selection of items from multiple categories.
- Collection locations are easily identified (including mapping) and selected by the User. All stores are available.
- The User can chat and interact with the Runa during Run to modify or resolve any order issues including photographs of product as required.
- Payment is drawn from the Users account on delivery of the item(s) and Runa paid on delivery.
- User feedback built in before next order taken.



\* Updated App Screen Development Examples



## RUNA LIFESTYLE

# RUNA'S

- Anyone can be a Runa. All you need is to provide RUNA with a valid driver's license and bank account, have your own cash float, own a smart phone then complete the short legal sign up process ensuring we only have quality drivers on the road.
- Runa's have a specific run acceptance and order system. They pay for purchases and are then immediately repaid when items are delivered.

Runa's are part of the sharing economy. Typical Runa profiles;

- Road or bike couriers
- Taxi drivers
- Uber or UberX drivers
- University students
- People seeking additional or flexible part time work
- People wanting to be a part of the next big thing in lifestyle and delivery disruption

*“Build a lifestyle around your brand and the audience will follow.”*

*Eva Chen*

## RUNA LIFESTYLE OPERATIONAL

Main categories popular with users are:



Supermarket



Fast Food, Takeaway  
and Coffee



Liquor

RUNA has been running real world operational tests, refining the app offering and ensuring all issues with the app are resolved prior to a full market launch.

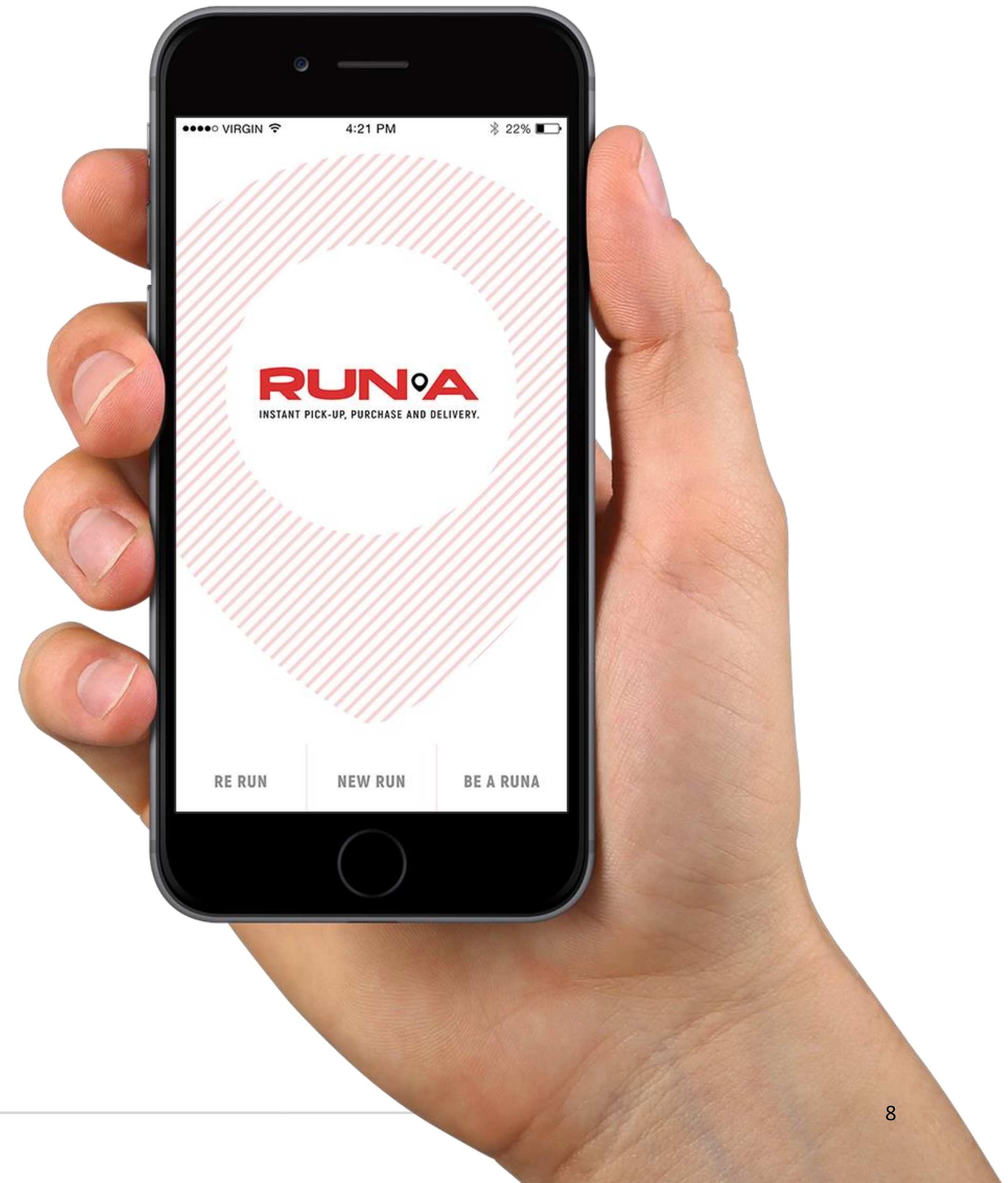
RUNA has also been working on how to successfully deliver the service as we grow from a Start-up phase with a small market presence, to a mature market.

RUNA has completed over 2700 runs in the Northern Beaches and the Eastern Suburbs of New South Wales.

We have achieved this without any formal marketing program.

The target market for RUNA is broad with key users being generally time poor and multi-tasking or chasing convenience.

RUNA is planning to also add the business market and will enter the Sydney CBD in early 2018





# RUNA LIFESTYLE REVENUE LINES

The RUNA financial model includes multiple revenue lines.

The major lines are:

- Commission on all items sold
- Charge to RUNA for providing platform - 20% of delivery fee
- Handling fee
- Vendor rebate

- The basic Runa delivery fee and item commission are paid by the User.
- Relationships to vendors utilized on the network are not required to commence sales but will be built as the network matures.
- RUNA plans to develop a 10% rebate on sales through its network (Deliveroo charge 30%).

RUNA is targeting average run times of 20mins and an average delivery fee of \$9.



# RUNA LIFESTYLE MILESTONES

