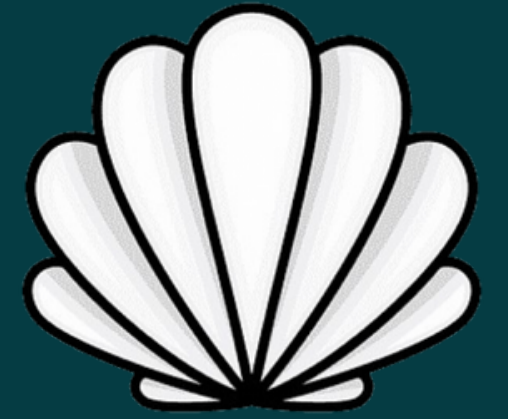


Ostras



Save more, waste less -
And get rewarded for doing the right thing!

www.ostrasdescuentos.com

- **Problem**

In the EU, over **59 million tonnes** of food waste (132 kg/inhabitant) are generated annually , with an associated market value estimated at **132 billion** euros

At the same time, over **42 million** people cannot afford a quality meal every second day



● Solution

If Waze saves you time on your commute, **Ostras** saves you money on everyday shopping by helping you find deals on high-quality food at lower prices

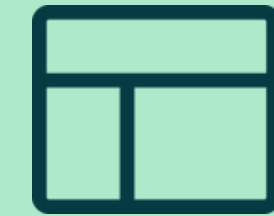
With Ostras, a consumer can:

- Compare real-time prices and find deals discounts
- Earn rewards for buying near-expiration items



Ostras Unique Deals

Real-time maps of discounts on products with nearby expiration shared by other users



API

Constant monitoring of deals and promotions



Centralized Information

No more checking different apps for deals in supermarkets



AI support

AI generated shopping list & supermarkets price comparison

● B2CB2B Value Creation



Users

Consumers are presented with the Ostras app



Receipt

They upload the Receipt



Retailers and suppliers

B2C Action

Upload receipts to access rewards and insights.

B2C Value

- Real-time supermarket prices and discounts.
- Rewards for buying near-expiration items.
- AI-driven shopping lists with personalized recommendations.



Food suppliers

- Access real-time consumer data
- Can connect with consumers
- Turn food waste into revenue



Retailers

- Access consumers buying behaviour, product & competitor insights
- Increased food traffic
- Turn food waste into revenue

- **Market Size**

The market opportunity is huge as we know that **52% of Spanish consumers** look to save money while shopping, and are now relying on physical & digital coupons to do so.

\$67 B

TAM - Global Food Waste Market

\$7 B

SAM - EU Food Waste Market in Retail

\$145 M

SOM - Spain Food Waste Market in Retail

● Competition



		Ostras	Too Good To Go	NielsenIQ	Ggelt	tiendeo
B2C	Nearby expiration	✓	✓	✗	✗	✗
	Deals	✓	✗	✗	✓	✓
	Cashback/Rewards	✓	✓	✓	✓	✗
B2B	Sustainability report	✓	✓	✗	✗	✗
	Consumer analytics	✓	✗	✓	✓	✗
	Personalized adds	✓	✗	✗	✓	✗

● Business Model



Basic

€7.000/month

▶ Customer analytics
across product
categories & shop-level



Pro

€12.000/month

▶ Customer analytics
across product
categories & shop-level

▶ Sustainability reporting



Premium

€25.000/month

▶ All premium features
of Pro

▶ In-app promotions

▶ Qualitative customer
analytics

- **Traction**

We secured interest from two food suppliers ready to sign an LOI.

€25,000

Raised

We raised 25k with SBC.

€20,000

Pilots signed

2 prospects that signed a legally binding pilot total

9

Unpaid media articles

Vanity metric, but important to reach new consumers and generate awareness as well as be a voice with regards to

200

Active B2C Users

People interacting on a regular basis with our landing pages / pending app launch

● Team



Evelien Moriau

Founder & CEO

+6 years experience as consultant with Accenture & worked with 10+ industries.

Experienced agile coach with 5

different companies of which 4 IT departments.

Mentors



Anna Barlow

Experience at Mondelēz International & Douwe Egberts



Alejandro Dayan

+20 years at Nestlé, culminating in the role of CFO.



Laia Mas Perez

Sustainability consultant with +16 years experience as brand & Marketing manager at Danone



Michel Mellis

+20 years at Unilever, ending in the role of board member and business transformation leader



Richard Thalemann

Co-founder of 40 percent, food waste consultant for ECR and +20 years experience at Tesco



Gloria Fiore

Sustainability consultant with +4 years experience as brand manager at Unilever



Igor Rybakov

+10 10 years of experience as a Chief Software Engineer



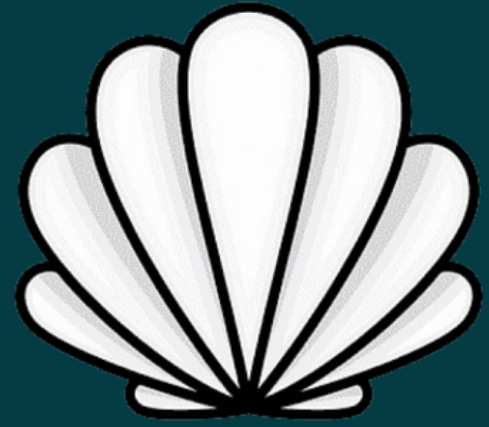
Pepijn van der Laan

Director AI & Data in Deloitte



Ahmed Shaarawy

Full-stack engineer



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Thank you



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