



TOO GOOD TO GO

**NO
WASTE,
NO LIMITS**

INTRO

Morten Keldebæk, CTO

NOKIA

1999 - 2009

endomondo

2009 - 2018





TOO GOOD TO GO

Our tech & product journey

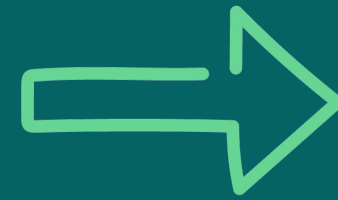
WHY WE EXIST & WHAT WE DO

Food Waste & How We Fight It

OUR JOURNEY

From Product-Market-Fit to current day

WHAT'S NEXT



40% OF ALL FOOD IS BEING WASTED

We can work together to change this



Environmental

Food waste accounts for 10% of all human-caused greenhouse gas emissions worldwide



Social

673 million people are affected by hunger every day



Economic

Globally, the cost of food waste is about \$1.1 trillion dollars each year

The **climate impact**
of food waste is

4x 

=

**THE ENTIRE
AVIATION INDUSTRY**





Our Vision

**WE DREAM OF
A PLANET WITH
NO FOOD WASTE**

Our Mission

**INSPIRE AND
EMPOWER EVERYONE
TO FIGHT FOOD
WASTE TOGETHER**





TOO GOOD TO GO IS THE WORLD'S LARGEST B2C MARKETPLACE FOR SURPLUS FOOD

Synonymous with the fight against food waste

MEALS SAVED
+600.000.000

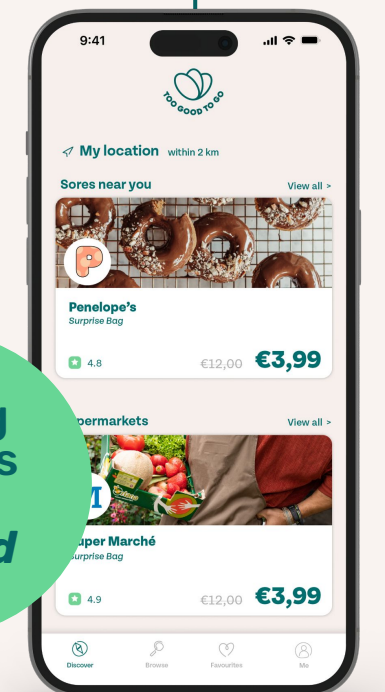
MARKETS
20

REGISTERED USERS
+120.000.000

OUR TEAM
+1.250

SAVING STORES
+200.000

CO2e AVOIDED
+1.600.000T



Saving 5 meals every second

SOME OF OUR PARTNERS





WITH SURPRISE BAGS, WE MAKE IT EASY FOR FOOD STORES TO SAVE FOOD WHILE DRIVING **MARKETING AND PROFIT**

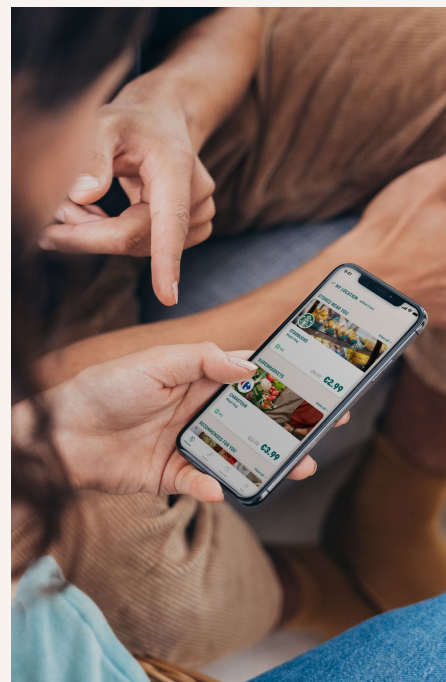
CONSUMER EXPERIENCE

Doing Good
Fun Surprise Element
Great Deal

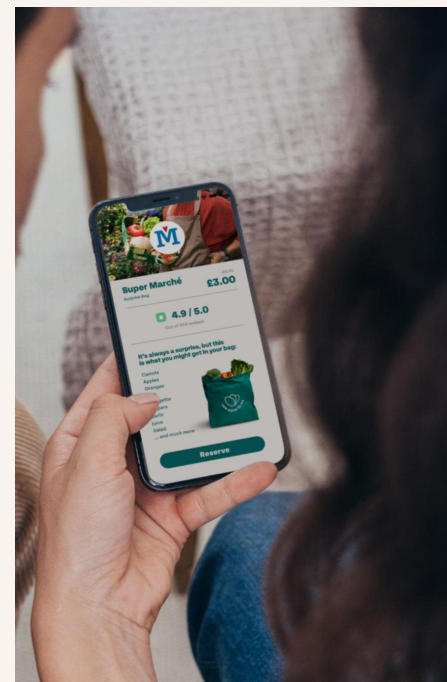
+350K
MEALS SAVED DAILY

STORE EXPERIENCE

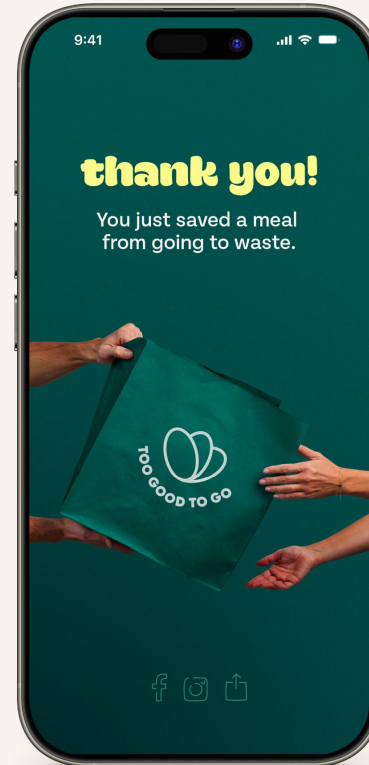
Achieve ESG Targets
Customer Traffic and Upsell
100% Marginal Profit



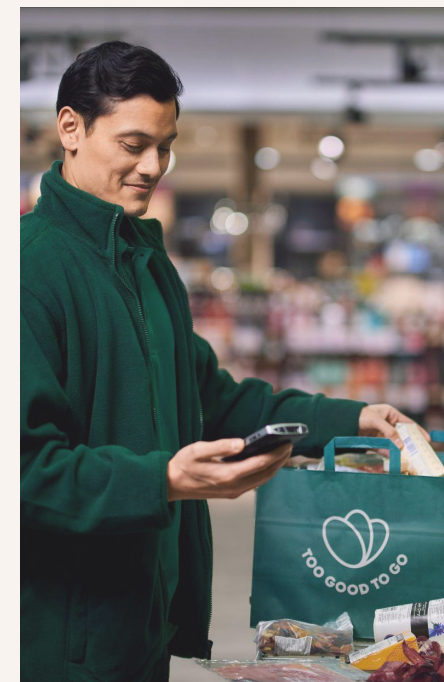
1. FIND A MEAL



2. RESERVE



3. PICKUP



2. PREPARE BAGS

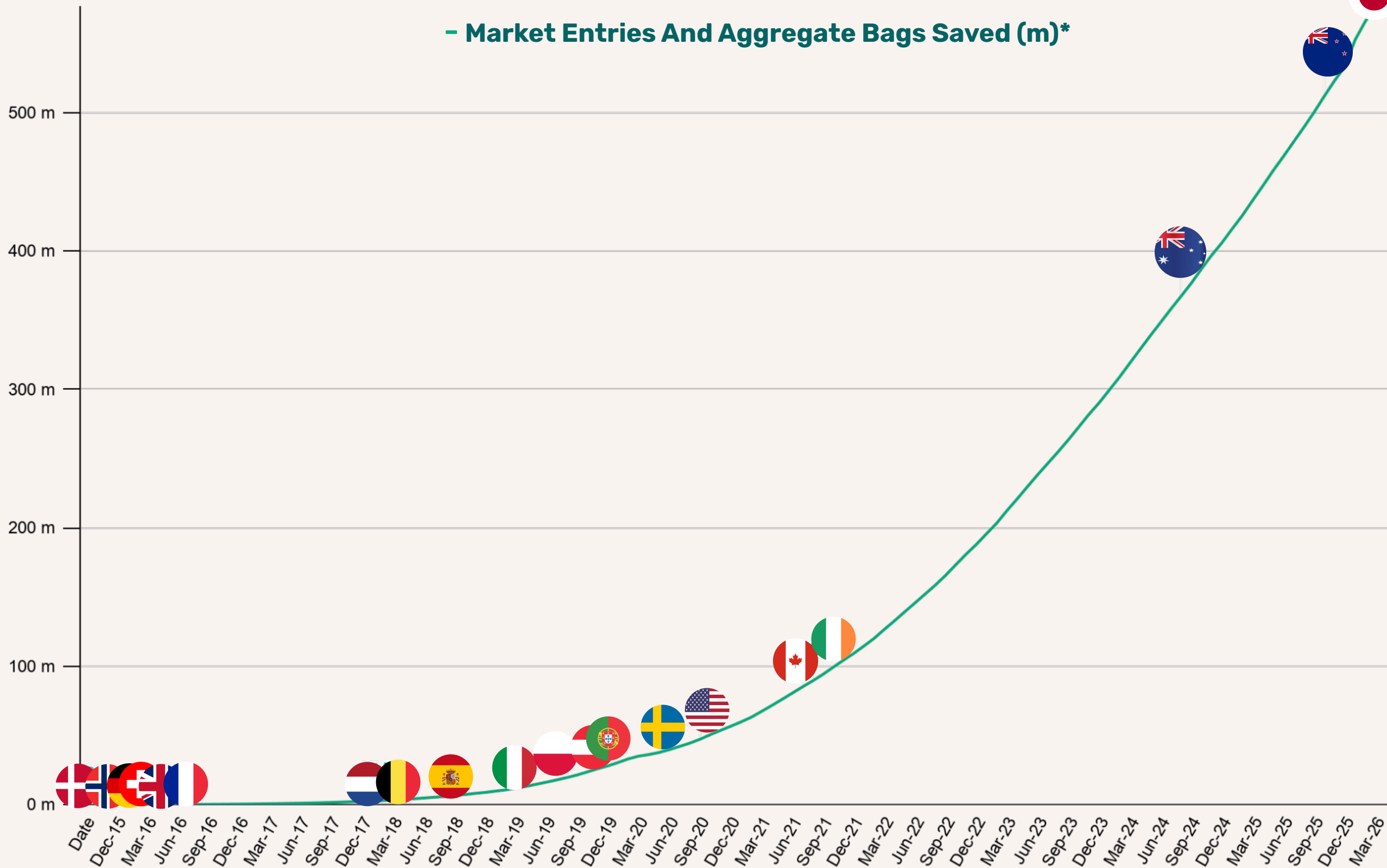


1. SET SUPPLY



SCALING OUR IMPACT

- Market Entries And Aggregate Bags Saved (m)*



4 PHASES OF DEVELOPMENT

#1
Product Market Fit

#2
Scaling
One-Size-Fits-All

#3
Optimizing

#4
Tailoring &
Diversification

Product Market Fit

Scaling One-Size-Fits-All

Optimizing

Tailoring & Diversification



PRODUCT MARKET FIT



2015 - 2018





In search of the product market fit

TOO GOOD TO GO

INITIAL PRODUCT MARKET FIT

Underutilized Asset

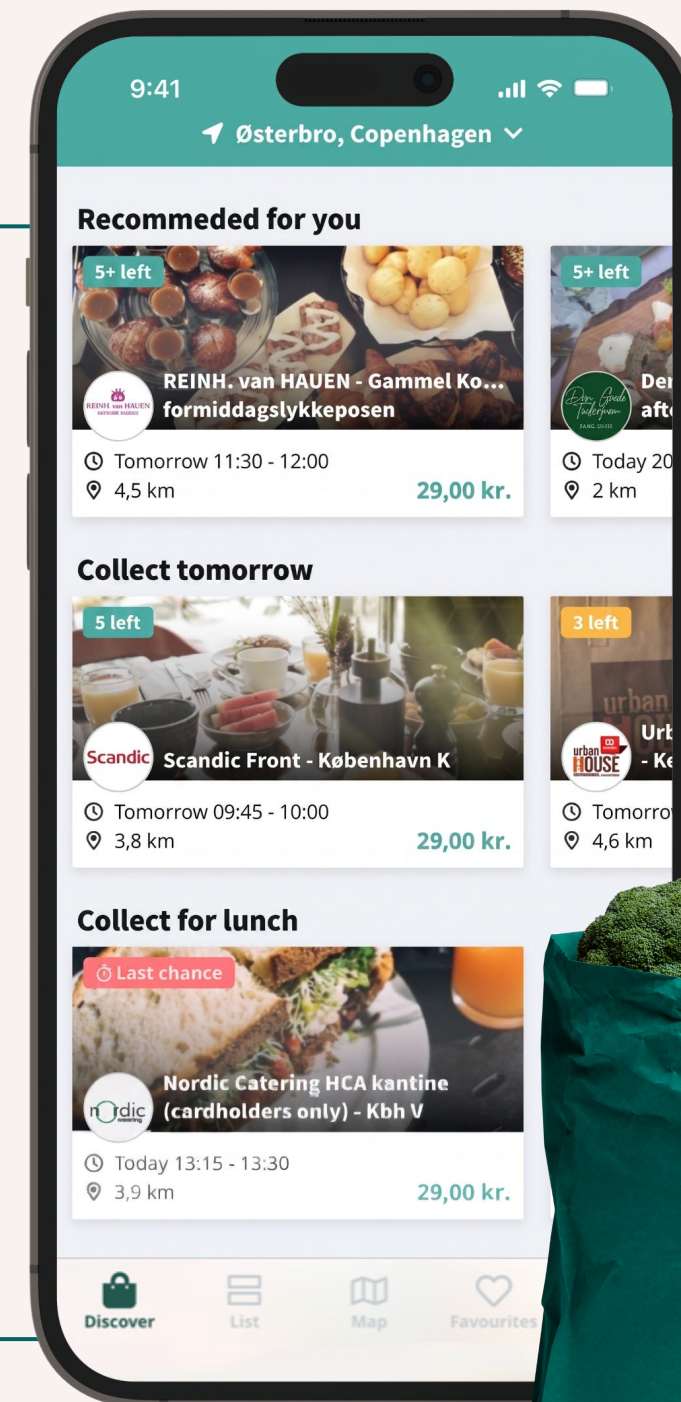
40% of all food produced is wasted each year

Underserved Need

Do something for the environment
AND cheaper food

Idea

Marketplace





#1 Product Market Fit

STRATEGIES FOR A FRICTION-HEAVY MARKETPLACE

**UNCERTAIN
CONTENTS**

PICK-UP

Feeling of helping out their local store

PHYSICAL

Feeling of doing good for the planet

SCALE ONE-SIZE-FITS-ALL

2019 - 2021





LEARNING TO SCALE OUR SYSTEMS



COUNTRY EXPANSION

Languages
Food Laws
Payment Methods



HIGH-VOLUME TRANSACTIONS

Traffic
Multiple Data Centers



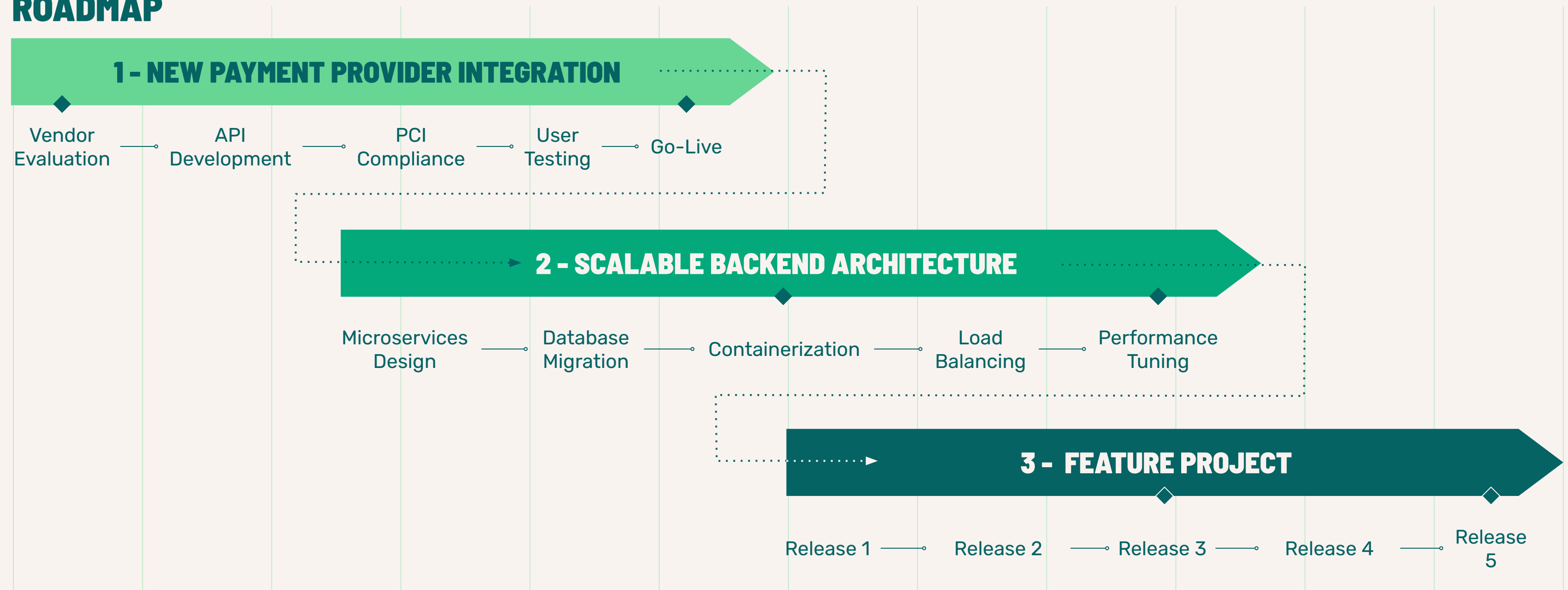
SECURITY?

Large Chains
Penetration Tests
SOC2



SCALE ONE-SIZE-FITS-ALL WE ORGANISED IN PROJECTS

ROADMAP





OPTIMIZING ONE-SIZE-FITS-ALL

2022 - 2024





PRODUCT TEAMS

Naively setting teams for desired outcomes

First attempt
at Product Teams...



TAILORING & DIVERSIFICATION





CAMPAIGNS

Drive upsells from TGTG customers with targeted in-store promotions

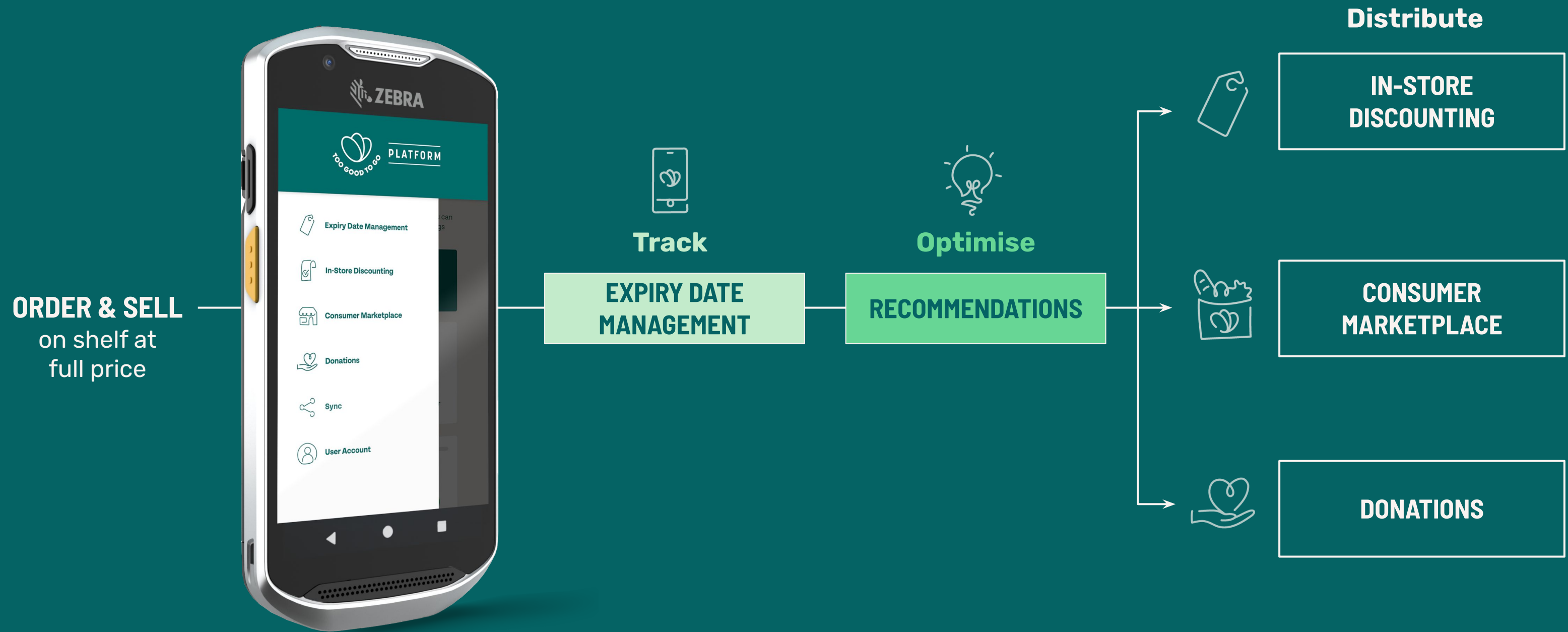
Our Campaign feature allows you to distribute vouchers to all your Surprise Bag customers which they can redeem on purchases in your store.

A discount or complementary product can be a great way to motivate customers to buy more when picking up their Surprise Bag.





HELPING SUPERMARKARKETS





HOW DOES TOO GOOD TO GO PARCELS WORK?

1 
Surplus Is Acquired
From Beloved Brands

2 
A Variety Of Parcels Are
Carefully Composed

3 
Delivery Is Direct For
Ultimate Convenience

4 
Consumers' Feedback
On Their Experience

5 
Insights Improve Future
Parcels And Strengthen
Brand Performance





#2 Expanding fast

TOO GOOD TO GO PORTFOLIO OF SOLUTIONS



8%

PRODUCTION



19%

PROCESSING & MANUFACTURING



19%

RETAIL & DISTRIBUTION

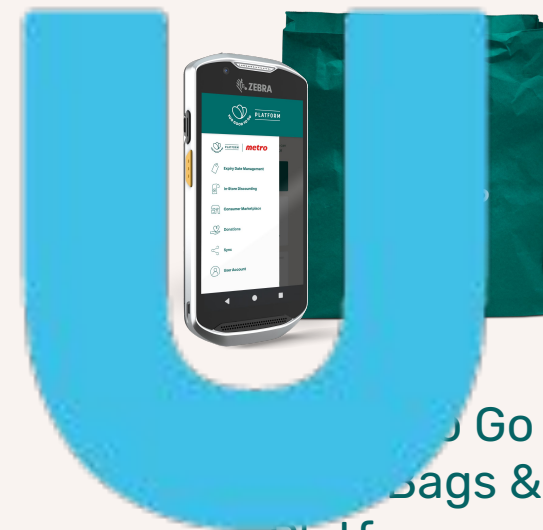


53%

HOUSEHOLDS



Too Good To Go
Parcels



Too Good To Go
Bags &
Platform



'Look-Smell-Taste'
Initiative



QUESTIONS?

THANK YOU!

