



KAMIOUN

We make it **Easy**

One-stop B2B
E-Commerce
**Platform for
cornershops**



kamioun.com



Cornershops suffer from supply chain inefficiencies

Inventory pushed to cornershops

They make split second decisions

They have too many face-offs

Price is volatile

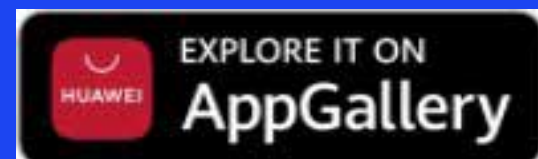
Poor stocking and bad management of their working capital



KAMIOUN

We make it **Easy**

Reinventing the cornershop supply chain



kamioun.com

Cornershops can take control of their business using **Kamioun**



KAMIOUN

The **1st** retailers focused mobile platform in Tunisia.



One single face off

500+ FMCG products



Convenient

pick out and choose products
preferred delivery date




Cost effective

Reduce cost & increase
their profit margins.

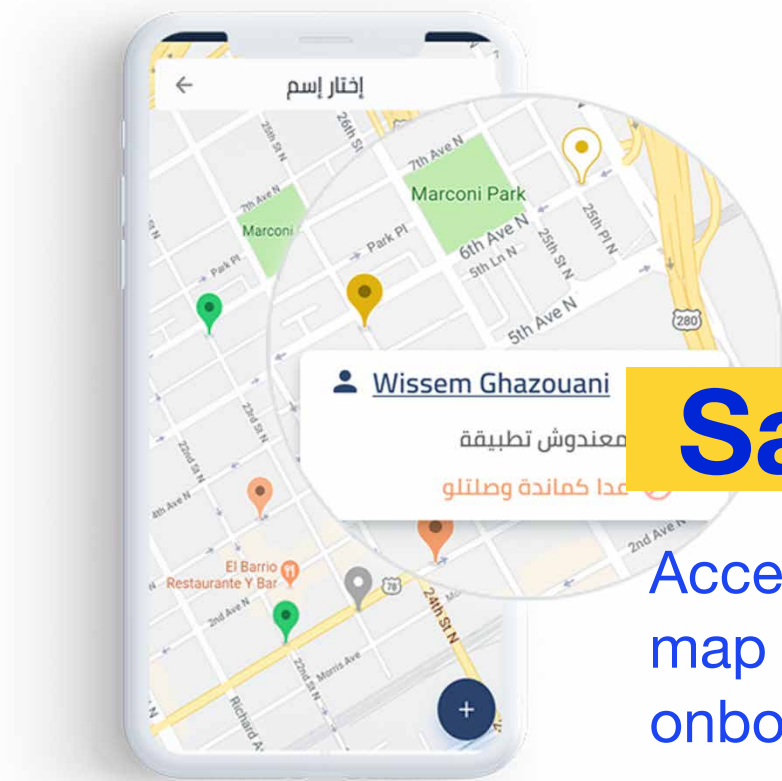
We help them reduce their cost, make good use of their cash and increase their profit margins.

Kamioun is a slick and convenient mobile app for Cornershops




Cornershops

Earn loyalty points with every purchase
Track orders



Sales agents

Access retailers data on the map for easier outreach, onboarding and sales



Delivery agents

Automated optimized delivery runs



Ops team

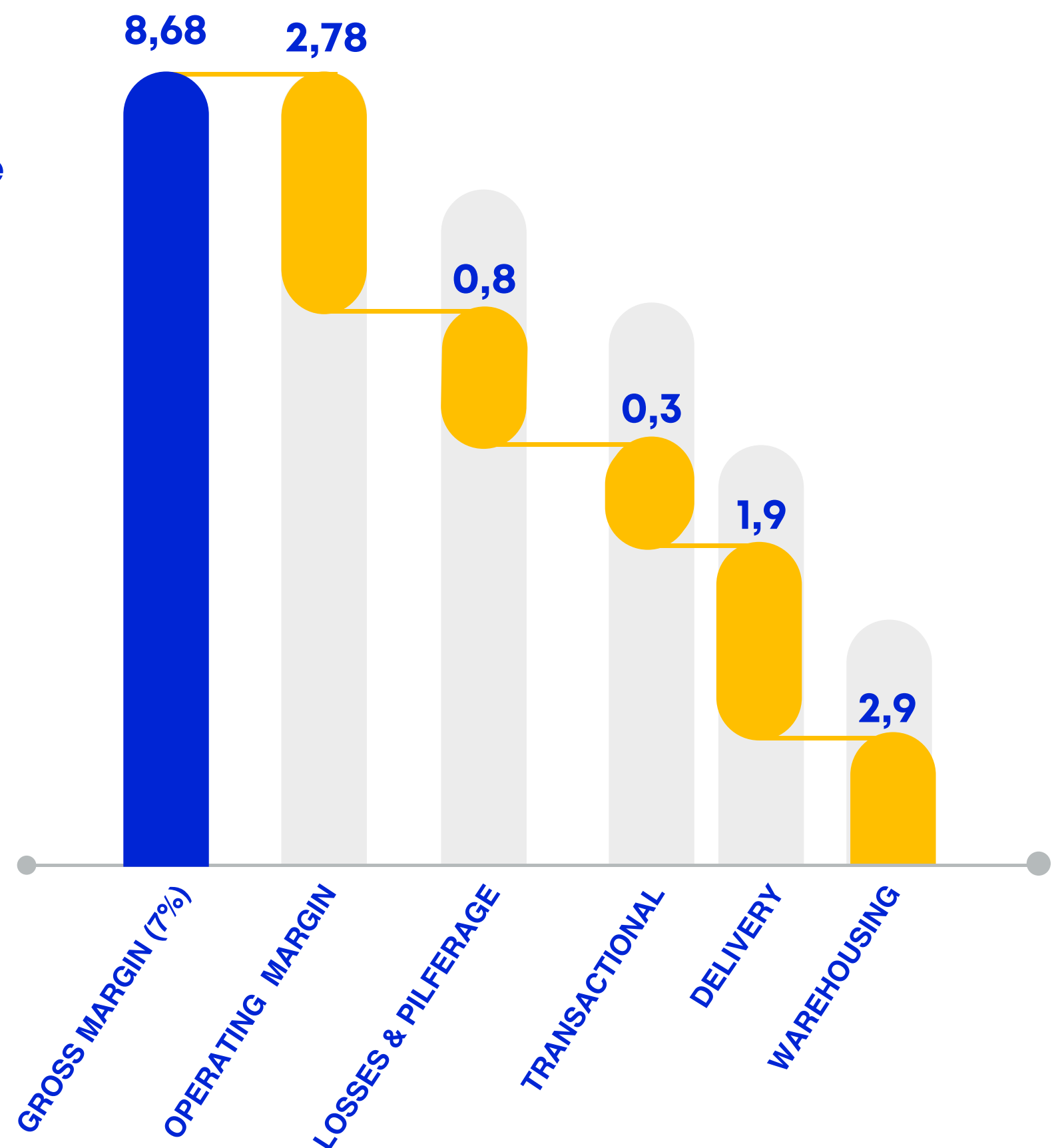
Smart order processing and inventory management

Our business model is scalable by design

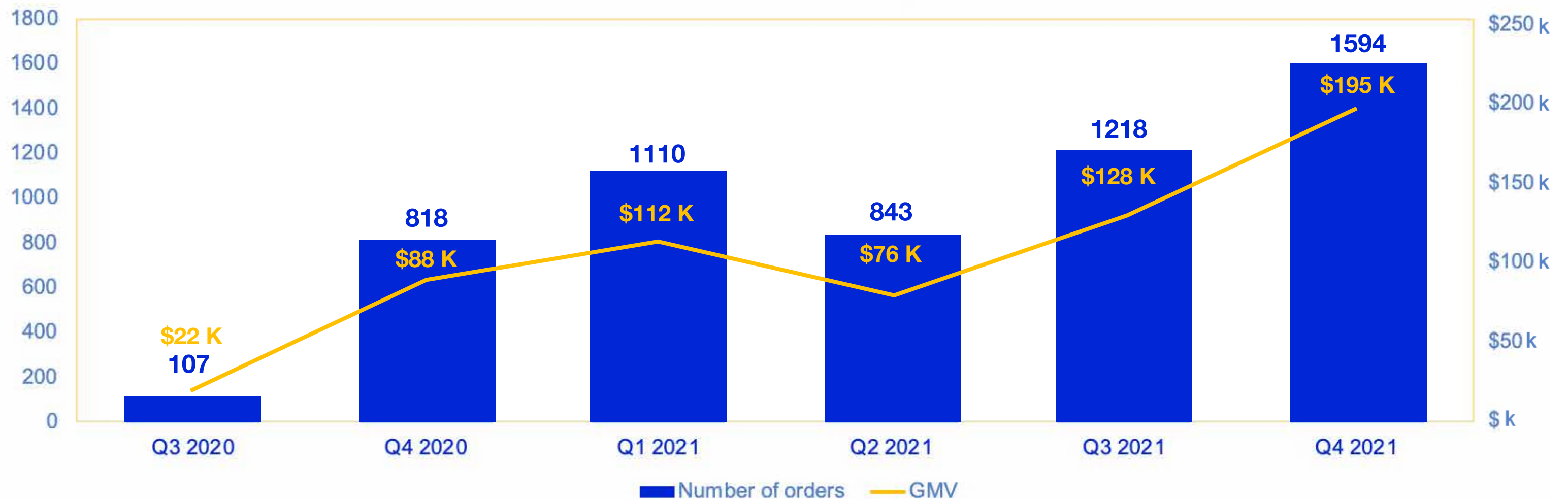
1 Our model is outright consignment We store at our warehouse

2 A positive Net Working Capital
13 days at hand
20 days payables
0 days receivables (COD)

3 Our last mile is handled externally through our partner Jumia Logistics



Since our Beta launch in Q3 2020, we have generated ~6000+ orders worth ~\$620K in cumulative GMV



1,750

Customers

80%

MoM retention

125\$

Average Order value

It is a huge market... even for a small country like Tunisia



It's a \$50B market in the Maghreb

More than 100,000 cornershops in Tunisia

\$9.2B turnover in Tunisia

This is 80% of FMCG retail

**30% of them are around the corner
(greater Tunis)**

By end of 2023, we will capture 5% of the Tunisian market and expand to neighbouring North African markets and French speaking SSA

2022

2023

H1

H2

H1

H2

Hypergrowth

Local market leader

Regional Consolidation

Seed round (target 1M\$)

Close Seed round
Open 2 other cities

Launch POS Solution

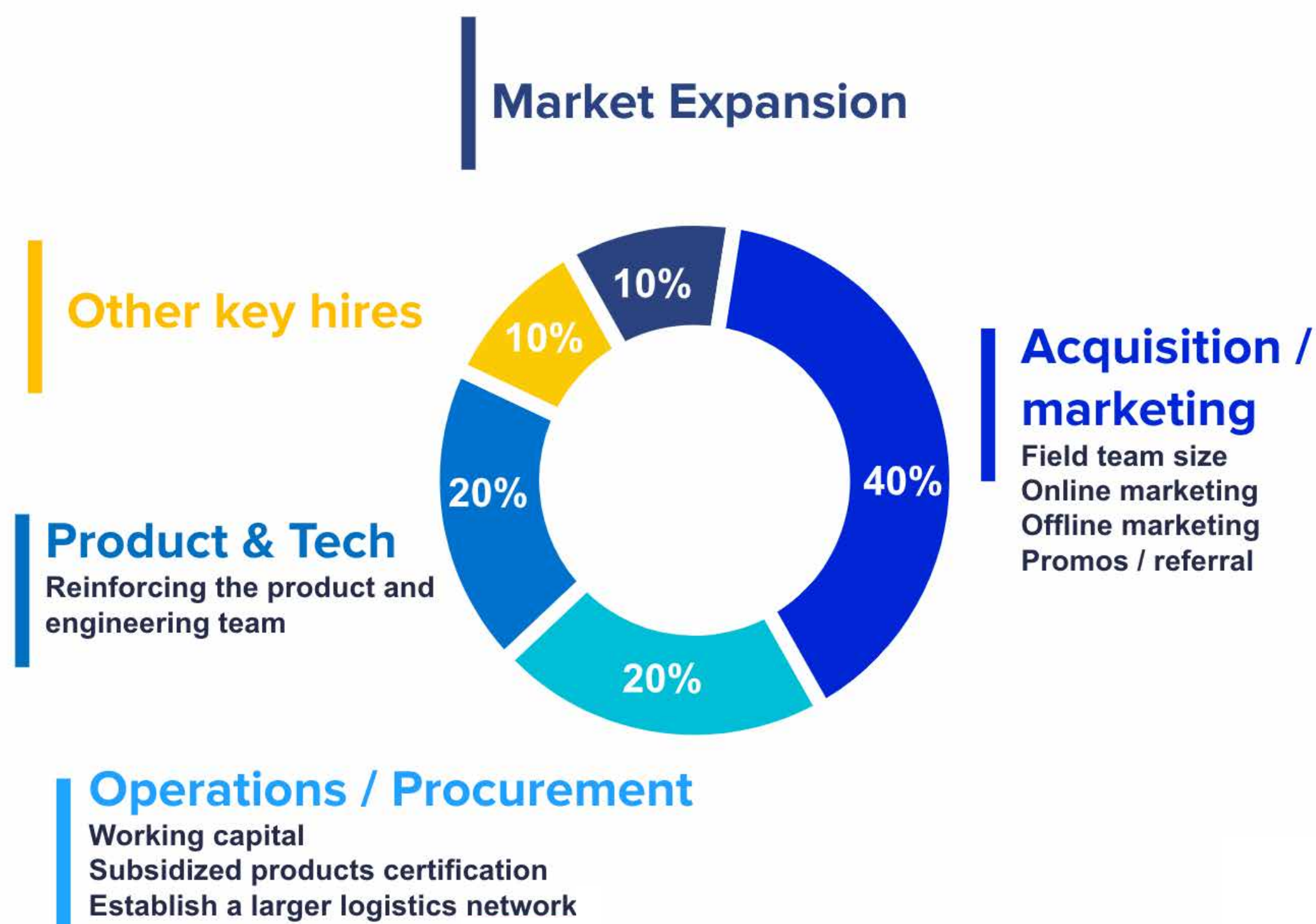
Launch Algeria

Series A round

Expand to Maghreb
Launch Bill Aggregation
Aggregation

Consolidation across
the Maghreb Region
and French-speaking SSA

We are asking for **\$1M** to establish as a market leader in Tunisia and launch Algeria



We raised \$400k



Our growth is led by a strong management team with diverse backgrounds across technology and logistics, who can transform challenges into opportunities



Fares Belghith CEO

10 years experience leading operations
Ex: Jumia Services in Nigeria and Kenya.
Ex: East Africa Director at Bridge International Academies.
Ex: E-commerce Director at Carrefour Tunisia
Ex: Chief Product Owner at Creova



Ivy Majimbo Growth Marketing Manager

Ex: Global marketing manager at Quicktext (FR and TN)
Ex: Partnership manager at SWVL Kenya



Seif Eddine ben Jemiaa

Industry Expert
CEO Monoprix Tunisia
10+ y in e-commerce, retail, consulting



Amira Smaoui

Supply Chain Expert
Executive Director Advisory Services – EY
Ex: SC Director at Carrefour



Emmanuel Chavanne

Technical Expert
CTO Janngo
Ex: CTO Jumia



Yahya Humayun

Growth Expert
General Manager at
Dastgyr Technologie (Pakistan)



KAMIOUN

THANK YOU

