

Vertical software for distribution chains

Company Introduction

March 2024

Hard to swallow reality

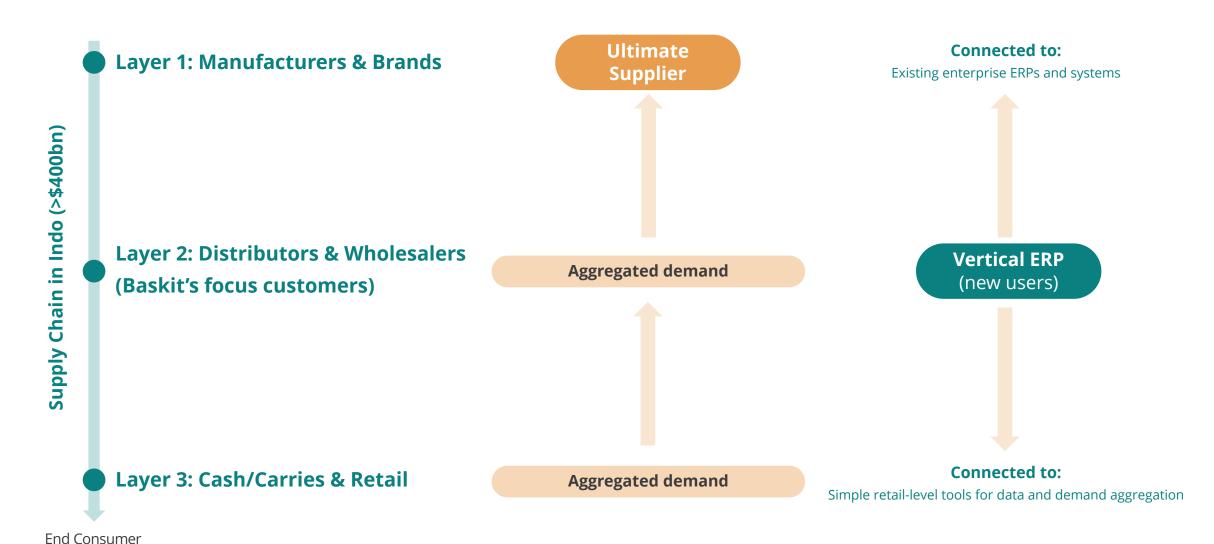
>90% of traditional supply chain businesses do not want to use/pay for tech

They care about

Making money today (and maybe for the next few days too)

SOLUTION

Combine demand aggregation to drive technology adoption

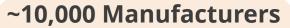


INSIGHT

Efficient acquisition of

downstream demand

The mid-chain is a great place to build for the distribution vertical



Struggling to manage offline chains

>200,000 underserved middlemen

Warehouses, local networks, relationships

< 5% credit penetration

< 10% technology adoption

Growth lower than inflation

Zero CAC & High ARPA contracts from upstream

>6mio retail SMEs

Inconsistent supply & underutilized assets



It allows for the orchestration of what was highly fragmented

Consolidate huge variety of suppliers

Garments

Personal Care

FMCG

Packaging

Shared & digitized mid-chain infra

Warehousing Space

Logistics Capabilities

Local Access

Densely concentrated customer base

Our vertical trojan horse – an SME-focused app/webapp

Without Baskit

With baskit

Value created

Poor commercial capabilities (lack of salespeople & reach)

CRM, Salesforce Outsourcing & Automation, Pricing Engine

Active engagement of customers, higher sales and healthier margins

2 Lack of fulfilment capabilities and poor inventory management

Inventory & Warehouse Management, 3PL API

Optimized existing logistics, fewer cancelled orders, no stockouts

Low margins, lack brand support & insufficient working cap

Sourcing, 3rd party financing, discovery (suppliers & clients)

Optimized sourcing, simple PO financing, brand marketing support

PRICING

Motto: extract value from the value chain without displacing

Layer 1: Manufacturers & Brands

Value prop: Visibility & analytics, market share expansion, brand building

Charge: Service fee (for volume or marketing spend) + monthly recurring fee

Layer 2: Distributors & Wholesalers (Baskit's focus customers)

Value prop: Demand expansion, better supply, digital tools, financing

Charge: Monthly subscription + rake from sourcing, demand and financing

Layer 3: Cash/Carries & Retail

Value prop: Consistent supply

Charge: None

End Consumer

BASKIT'S JOURNEY

We're experts solving supply chains – and we can prove it

Within 12 months of operations

Baskit is the **ONLY** thriving player in the B2B / full chain game in Indo

It took us <\$1mio to

- Reach half of Java ~10,000 distribution partners
- >\$3mio annualized revenues on highly sticky customers

ARPA \$2,000 /mo

Retention 85% (mid-chain)

CAC Payback ~2 months

LTV/CAC >4.5x

A mature team able to maximize the opportunity in SEA



Yann Schuermans

Chief Executive Offer

ABInBev

CIRCLES.LIFE

400 years of supply chain heritage Ran CPG P&Ls and digitized chains in APAC



Surya Bhirawa

Head of Commercial

JD.ID Mondelēz

International

APP

>20 years multi-vertical experience
Deep networks and top talent reach



Adityo Wibisono

Head of Product

bukalapak gojek

AwanTunai

Deeply connected within ID ecosystem

SME tech & financing expert



Abhishek Pansari

Head of Strategy

B2B industry veteran & proven executor
Lessons from years in marketplaces/B2B



Sigfrid Erik

VP Engineering

Olitik

ABL

NICEARID SALOGING
ARASTRUCTURE

0-1 and 1-100 tech and product leader
Experience scaling infra & data capabilities



Yoonjung Yi
Head of People & Comms

(ABInBev LANVIN GROUP

FOSUN FASHION

夏星时尚

Digital transformation and HR specialist Expert in performance mgmt and incentives

We're facing an open market and can lead the category

Vertical









Vacuum Death

Vertical expansion is difficult here – usually begin in partnership with major brands, leading to restrictions for growth

Enterprise Cliff

Players thrive with horizontal solutions

or in a niche but cannot verticalize; have

DNA not suitable for SME

Birthplace of Vertical ERPs

Leveraging demand aggregation (customer touchpoint) as an entry, verticalize with healthy economics

Blitzcale Path

to high burn and long monetization cycle

SME

Enterprise













Often free/subsidized or pure marketplaces; unwillingness to pay leads











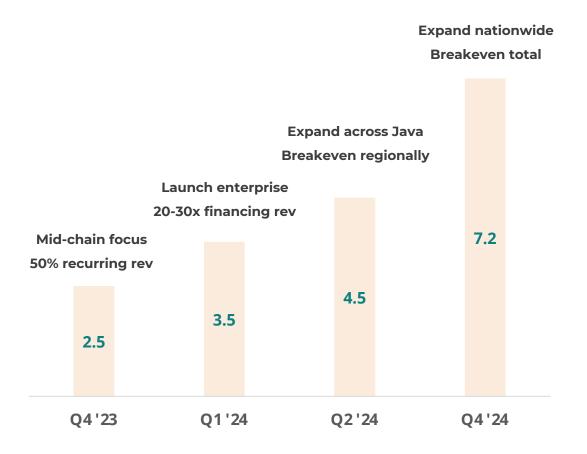




ROAD AHEAD

Expecting profitability in the first half of 2025

(Quarterly annualized. In USD mio)



Reaching ~7mio annualized revenue in 2024 At ~\$20mio revenue in 2025 is an attractive:

- **Equity story and reference for emerging markets** Strong economics, growth, viable path to capital markets Comps: Toast
- Indispensable partner attractive for trade sale Integral to manufacturers, their ERPs, and marketplaces doing O2O E.g. Coca Cola, Alibaba, Bukalapak, Tiktok, Microsoft. SAP
- House of verticals & high margin products/channels Baskit as the leading underwriter for trade financing, standalone vertical ERP, white label commercial stack (SFA, mid-mile tools)
- Global reference for the supply chain enabler model Credibility and pedigree to tackle problem across markets with similar structures (Philippines, Vietnam, India, LATAM...)



INVESTORS

Backed by great global, regional and local investors















