



GLOSSARY - BUSINESS KPIS

TOTAL ORDERS

All the orders placed on the platform
(delivered + cancelled orders)

B2B ORDERS

Business to Business. Only includes courier orders for business (e.g: we deliver for an online shopping store)

B2C ORDERS

Business to Customer. All the orders for which the final customer is a person and not a business (incl. Food, groceries, B2C courier and Quiero)

GEN 1 ORDERS OR MARKETPLACE

Restaurant provides the courier e.g: Pizza Portal in Poland

GEN 2 ORDERS

The courier is an independent contractor collaborating with Glovo

AOV (AVERAGE ORDER VALUE)

Average basket size of customer excluding delivery fee:
 $GMV / Total\ orders$

GMV (GROSS MERCHANDISE VALUE)

Total value of all the products purchased by customers: (e.g: If you spend 15 euros at Bacoa and pay 2 euros delivery fee. The AOV is 15 euros)
 $\# Orders \times AOV$

GTV (GROSS TRANSACTED VALUE)

The total payment made on the app from customers' bank cards (e.g: If you spend 15 euros at Bacoa and pay 2 euros delivery fee. The GTV is 17 euros)
 $GMV + Delivery\ Fees$

TOTAL REVENUE

Sum of the commission, delivery and other revenue

COMMISSION REVENUE

Sum of the commission we get from our partners (c. 20% on avg):
 $GMV \times avg\ commission\ rate\ \%$

DELIVERY REVENUE

Sum of the delivery fees paid by the customer

OTHER REVENUE

Revenue from prime, marketing services, partner services (e.g: Selling ads such as bubbles to partners...)

RPO (REVENUE PER ORDER)

$Total\ revenue / Total\ orders$

CPO (COST PER ORDER)

Compensation per order given to the courier: Base cost (Base + distance + waiting time) + Bonus cost if it applies (e.g: rain, rush incentive...) + Cancelled cost (if the order is cancelled mid-way) + Guarantee cost (in some market we offer a minimum per hour to courier when we launch)

CMO (CONTRIBUTION MARGIN O)

$RPO - CPO$

LIVEOPS

Customer service cost. The 2nd largest cost after CPO. $Total\ contacts / total\ orders$ [All contacts, not just unique customers (gross contacts) and does not include proactive contact by Glovo support]

OTHER VARIABLE COSTS

Transaction, fraud, tech, unpaid orders, discounts

CM1 (CONTRIBUTION MARGIN 1)

$Cm0 - \text{Variable Costs (Liveops, transaction, Fraud, compensation...)}$

ORDERS BELOW 45 MINUTES (FOOD + GROCERIES)

$\# \text{ of food or groceries orders delivered in less than 45 minutes to the customer} / \text{Total delivered orders}$

CUSTOMER

Whoever uses the Glovo app and pays for the service.

NC (NEW CUSTOMER)

Someone who completed an order only in one period (usually monthly) e.g: Users ordered three times in Jan but never in any other month

RC (RECURRENT CUSTOMER)

User who has already made an order on glovo over two different periods (usually monthly) e.g: User ordered in Jan and in Apr

SU (SIGN UPS)

No. of users who created an account on glovo

NC/SU

% of sign ups who become new customers

MONTHLY ACTIVE USERS

No. of customers who ordered on Glovo at least once over a month no matter what type (courier, food, quiero...). Does not include users that just opened the app and did not place an order

AMORU

Average monthly orders from recurrent customers. $\text{No. of monthly orders from recurrent customers} / \text{no. of recurrent customers}$

PARTNER

Business (shop or restaurant) that has a partnership with Glovo in order to appear in the Glovo app. We get a commission from partners and the Glover doesn't have to pay nor order the products in the store.

FAKE

Business (shop or restaurant) that does not have a partnership with Glovo, but appears in the Glovo app anyway. The Glover (usually) has to order and always has to pay for the products in the store.

QUIERO

Type of order in which the Customer can order anything from any store/restaurant by typing in a text box.

EFFICIENCY

How many orders does the average courier deliver per hour. $\text{Total delivered orders} / \text{Total hours worked by glovers}$