

# ShopDirect Commerce BV - Q4 2024 Investor Update

Direct Investment: ShopDirect Commerce BV

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## Highlights:

- GMV reached €240M (up 85% YoY)
- Expanded to 15 new European countries
- Launched B2B marketplace
- Achieved unit economics profitability

## Lowlights:

- Fraud losses higher than expected at 0.8% of GMV
- Warehouse automation delays
- Customer acquisition costs increased 25%

## Milestones:

- Onboarded 50,000 sellers
- Processed 2M orders per month
- Launched same-day delivery in 10 EU cities
- Integrated with Shopify and WooCommerce

## Metrics Snapshot:

Revenue: €4,200,000

ARR: €5,200,000

MRR: €435,000

Gross Margin: 68.0%

Burn: €240,000

Runway (months): 30

Headcount: 165

CAC: €18,000

LTV: €95,000

NRR: 125.0%

Cash Balance: €5,200,000