DiDi Food

Expansion Strategy

Market identification

¿Elbrus? Population = 15 Million

2nd Biggest City

% Population in metro zone =91%
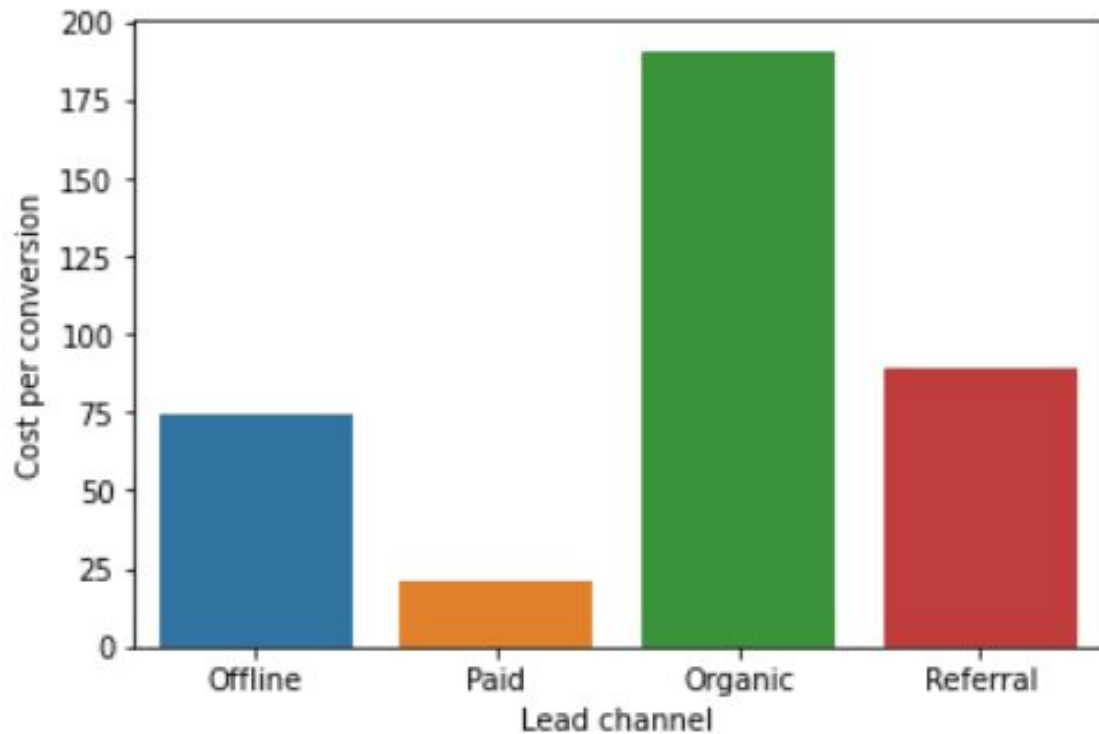
13,650 Million people

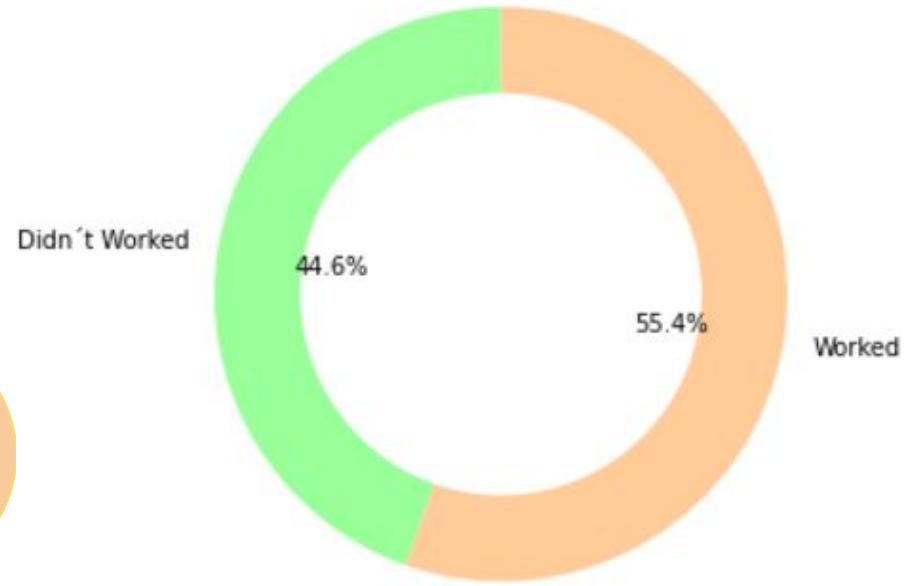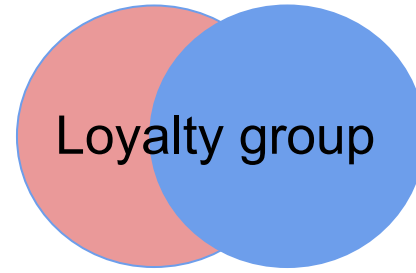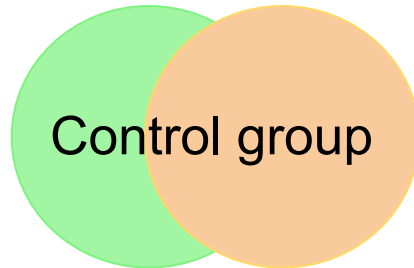Smartphone penetration = 90%

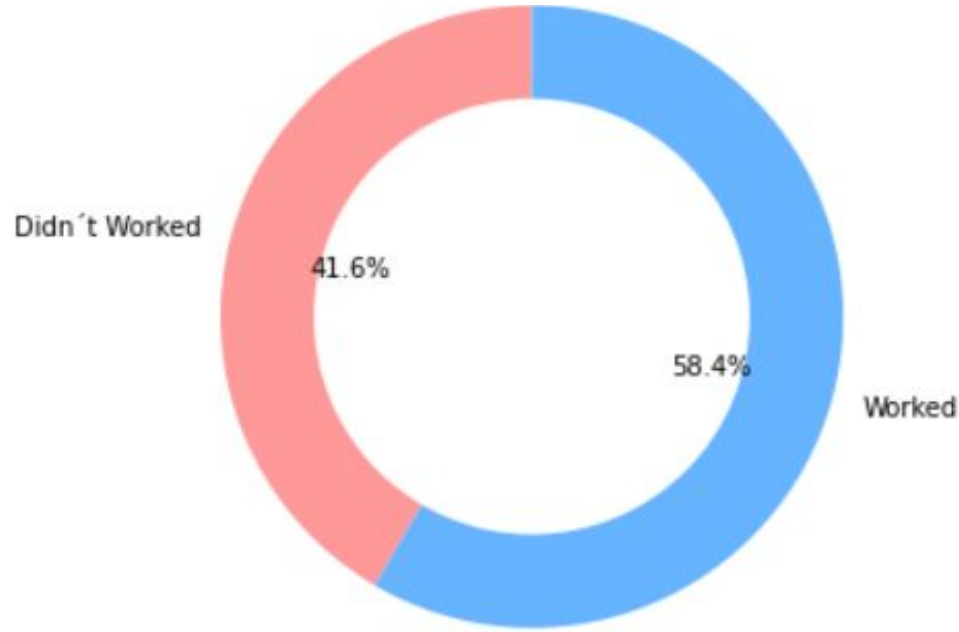12,285 Million people – Possible customers

Launch Strategy

Lead Channel	Total conversions	Cost per conversion
Offline	231	£74.80
Paid	193	£21.23
Organic	278	£190.64
Referral	140	£89.00

Market demand

Loyalty - Behavior per Group
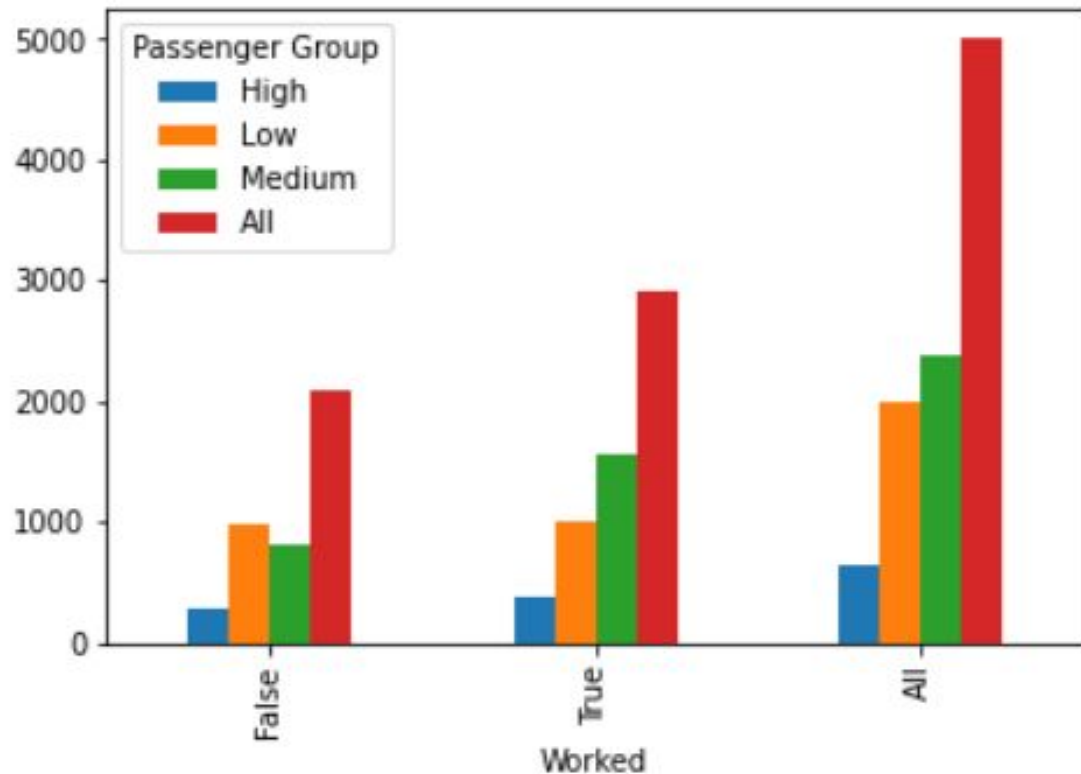
Medium group - **Biggest** increase in trips

Passenger Group	High	Low	Medium	All
Worked				
False	283	991	805	2079
True	366	992	1563	2921
All	649	1983	2368	5000

Control - Behavior per Group
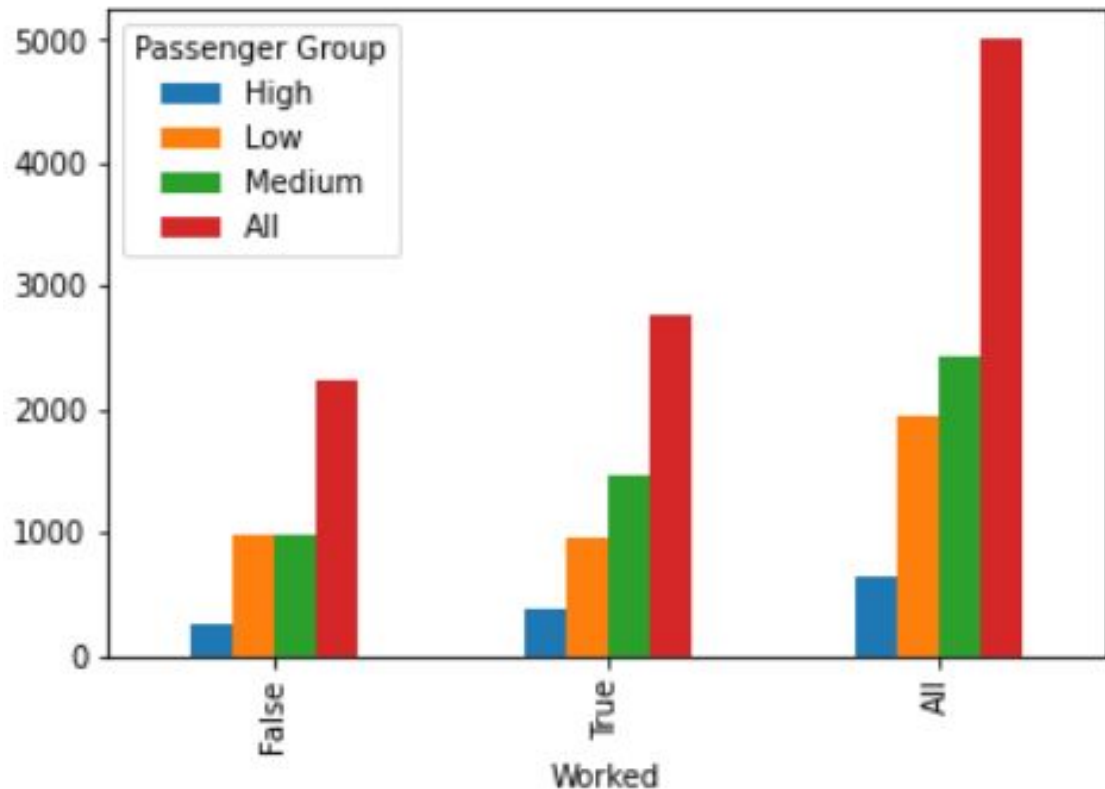
Medium group - **Biggest** increase in trips

Passenger Group	High	Low	Medium	All
Worked				
False	266	985	979	2230
True	368	949	1452	2769
All	634	1934	2431	4999

Market supply
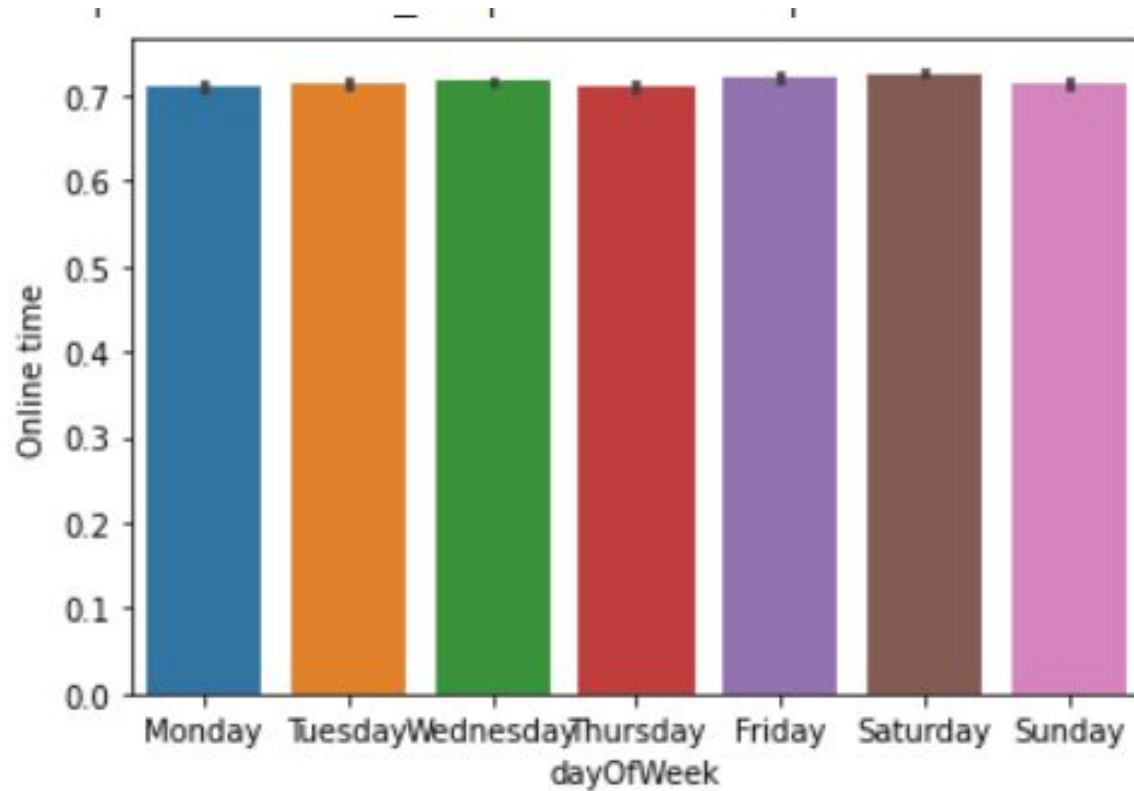
Market supply
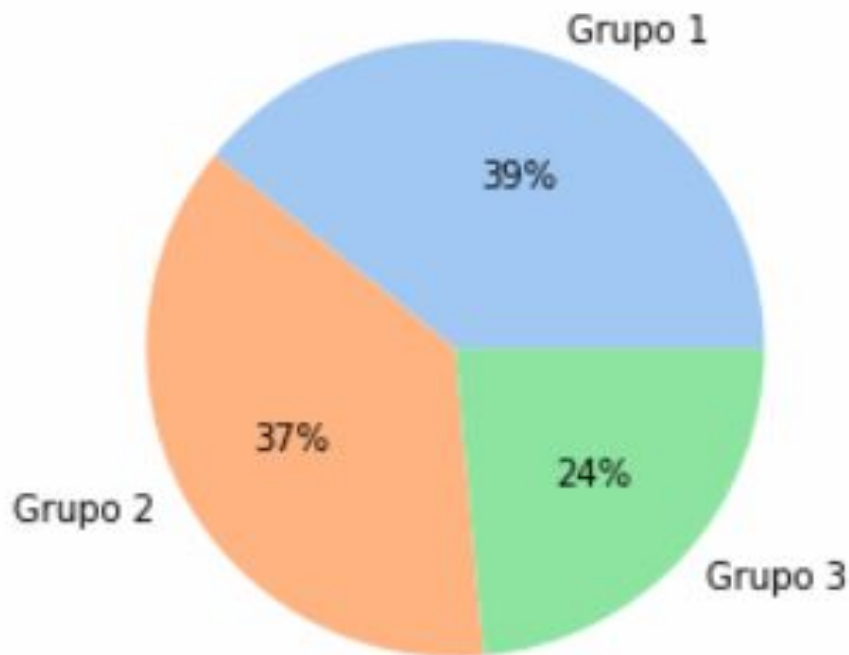
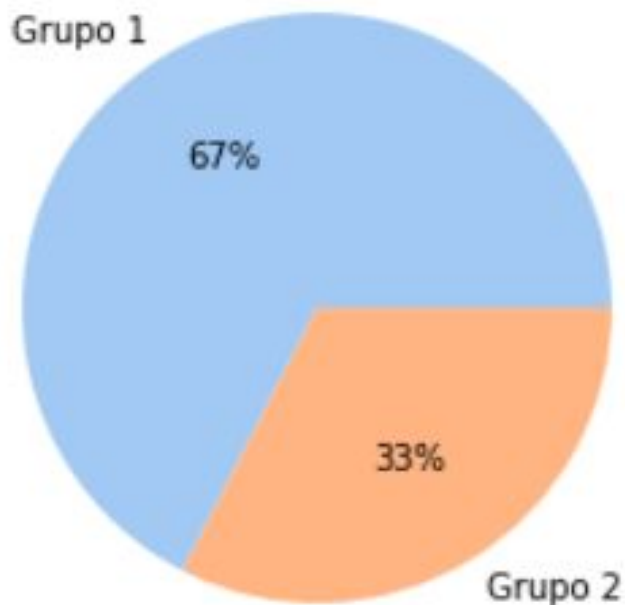**Grupo 1** - 30 minutes or <u>less</u>

Grupo 2 - 30 to 60 minutes

Grupo 3 - 60 minutes or <u>more</u>

Market supply

Grupo 1 - 1 or more trips cancelled

Grupo 2 - None trips cancelled