



eFlyingBox

« Africa is one of the few
bright spots on the gloomy
global economic horizon »



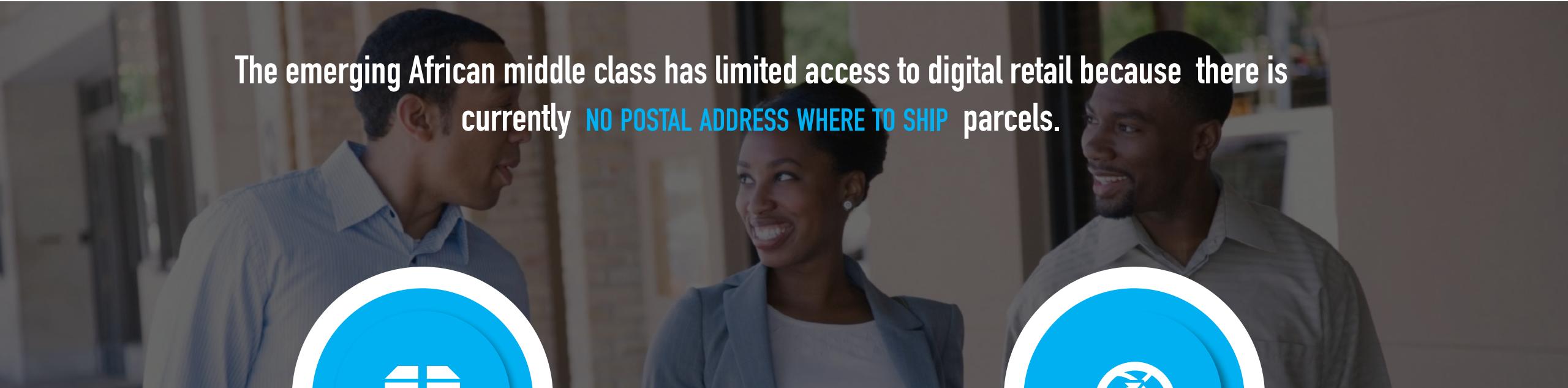


eFlyingBox

Provides postal parcel services on demand to facilitate Africans customer access to e-Commerce

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AFRICAN CUSTOMERS HAVE LIMITED ACCESS TO THE GLOBAL DIGITAL RETAIL



The emerging African middle class has limited access to digital retail because there is currently **NO POSTAL ADDRESS WHERE TO SHIP** parcels.



When an address is available, parcels are often lost or stolen before they reach the customer.



Customs clearance is perceived as complex.

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CUSTOMERS WITH ACCESS TO LOCAL FRAGMENTED AND INFORMAL RETAIL MARKET ONLY*

Growing 23 million consumers living in cities with discretionary spending of more than USD 3'000 per year have not yet a global access to quality products. This represents 12 million parcels per year.



TOTAL ADDRESSABLE MARKET

7 % of total population with sufficient purchasing power



TOTAL SERVICEABLE MARKET

2 to 3 parcels per year per household



TARGET IN 3 YEARS

18 % Market share in 6 key countries

90 Million Global Class Consumers

23 Million Urban Global Class Consumers

12 Millions Parcels / Year

USD 800 Million

340k Parcels / Year

USD 23 Million

* McKinsey report lions in the move, Sept 16, service Africa's Markets: a USD 5.3 trillion opportunity

REVENUES & INCOME TARGETS FOR THE FIRST 3 YEARS

PARCEL DELIVERY LOGISTICS

340 k parcels delivered by year in 6 Countries

SUBSCRIPTIONS FOR BUSINESS

200 business customers in each countries @ USD
99,99 / month

REVENUE SHARE ON B2C SALES

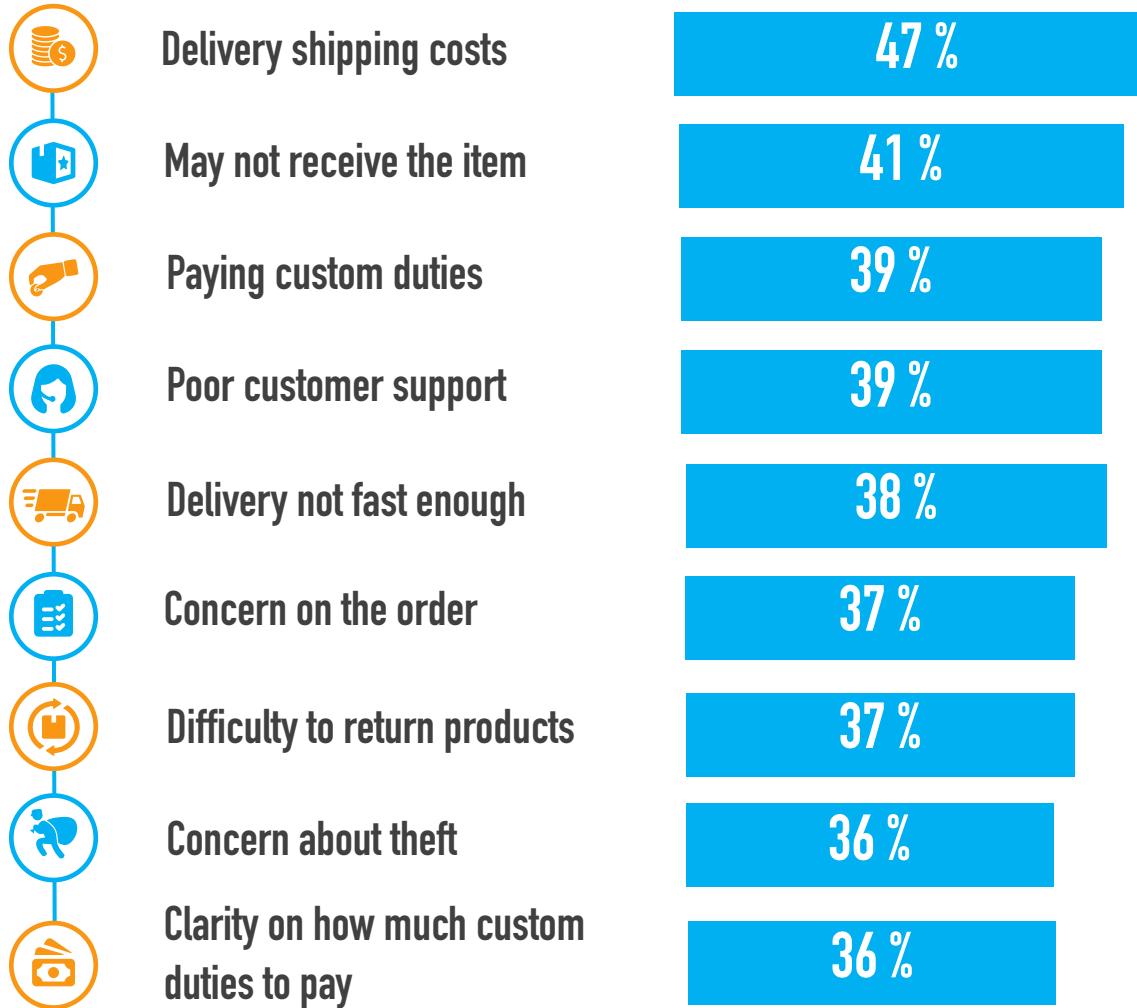
7,5 % Revenue share on an average consumer basket
of USD 300

Turnover of USD 23 Million

Additional Turnover of USD 9 Million
Subscription income of USD 1,4 Million

USD 7,7 Million in revenue share

E-COMMERCE WILL BOOM WHEN X-BORDERS BARRIERS FOR SHOPPING WILL BE RELIEVED*



eFlyingBox relieves pain

Attractive shipping rates to medium and high value goods



Custom costs included to the online retailer pre-shipping cost eliminate sensitivity to taxes



Fast airfreight delivery with 1 to 3 days transit time



Online tracking incl. proactive notification offer visibility and trust







Orders are currently delivered through DHL/FedEx or via relatives living in developed countries at an expensive cost



USD 300

When shipped via relatives,
first country taxes applies

+/- 20 %



USD 150

Shipping costs to Africa



USD 510

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eFlyingBox MAKES THE DELIVERY OF PARCELS CHEAP ENOUGH FOR THE MEDIUM/HIGH-VALUE CONSUMER MASS MARKET



USD 300

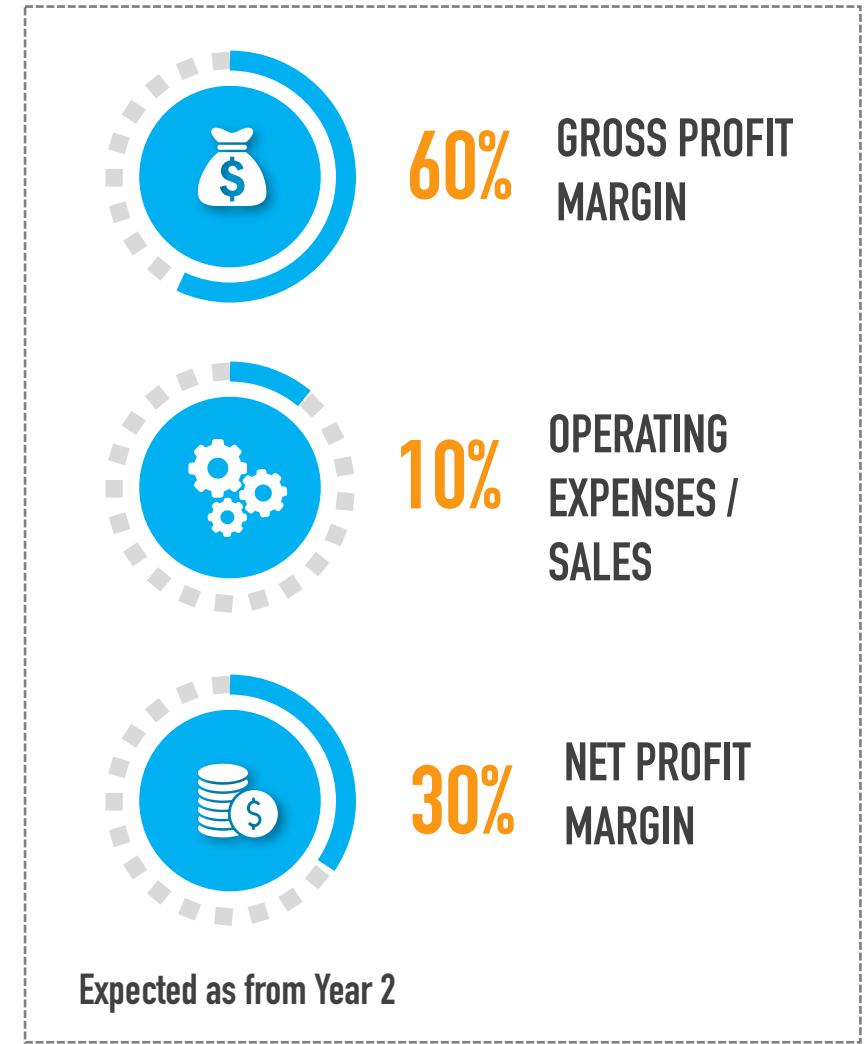
+ USD 24,9

Direct shipping from e-Commerce to Africa

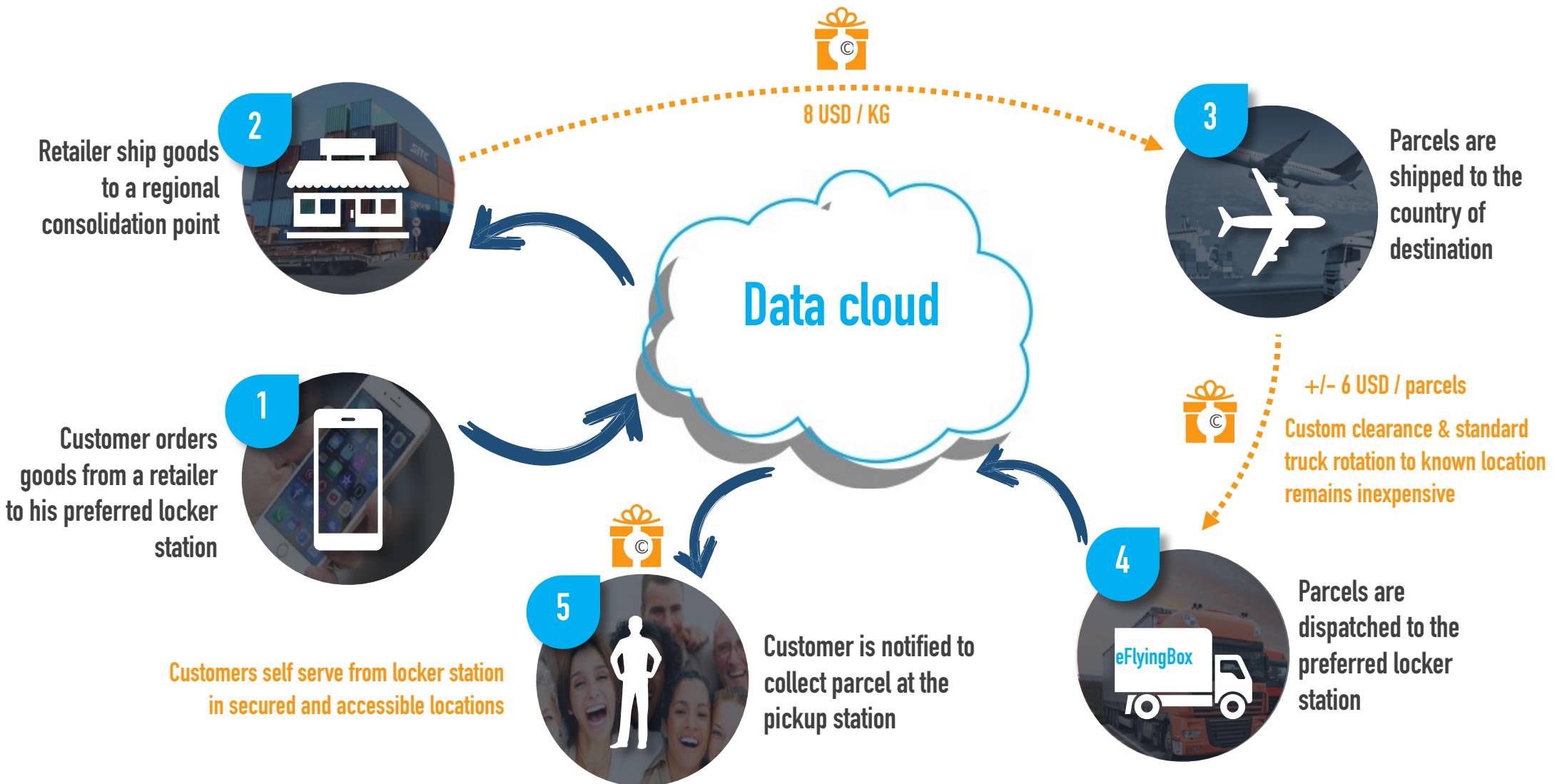


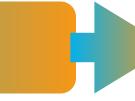
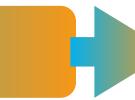
USD 324,9

Price	Parcel size	Weight	Costs	Gross Margin
USD 24,9	Small	≤1kg	USD 14	USD 11
USD 69,9	Medium	1-5kg	USD 46	USD 24
USD 99,9	Large	5-8kg	USD 70	USD 30
USD 160	X-Large	8kg	USD 102	USD 58



10 | OPERATING MODEL



eFlyingbox	DHL		% OF SALES BY PARCEL SIZE *	PARCEL STATIONS LOCATION
SMALL DEVICES		Small ≤1kg	Individual consumer Attractive price to convert new comers	
USD 24,9	USD 159*	Medium 1-5kg	Individual consumer Mostly purchases by regular customers	
EQUIPMENTS		Large 5-8kg	Business consumer Spare parts or small office equipments	
USD 69,9	USD 304	X- Large 8kg	Business consumer High value or near critical spare parts	
Mix panel				Shopping malls, Gaz stations, rich residential areas, embassy zones, expatriates quarters
USD 99,9	USD 398			Airports, business centers, business areas
Spare parts				Business areas, infrastructure projects (mining, roads, large project offices)

*DHL website

*% are approximate at this stage. We expect early adopters to test the service with smaller packages first.



West Africa:



ABIDJAN



ACCRA



LAGOS

East Africa:



NAIROBI



ADDIS-ABEBA



DAR ES SALAM

SERVICEABLE MARKET

177 K PARCELS

184 K PARCELS

850 K PARCELS

312 K PARCELS

171 K PARCELS

200 K PARCELS

OPPORTUNITY

USD 11 MILLIONS

USD 12 MILLIONS

USD 57 MILLIONS

USD 20 MILLIONS

USD 11 MILLIONS

USD 14 MILLIONS

USD 127 MILLIONS @ 18 % MARKET SHARE = 23 MILLION USD

VALUE PROPOSITION

- Access to global digital retail
- 1 to 3 days transit time
- Secured parcel delivery
- Parcel stations in accessible places
- Strong cost to value proposition



CUSTOMERS

- Individual customers
- Small & Medium solutions
- Enterprise solutions
- Expatriate community



RISKS

- Failed delivery
- Lost cargo/theft
- Vandalism



SOLUTIONS

- Last mile effort and cost incurred by Customer
- RFID technology to track parcels
- Stations in places secured by third party



Head office

Overhead	\$US 11 800
Software initial costs	\$US 70 000

Country startup costs

Legal & Accounting	\$US 6 000
Parcel stations	\$US 82 710
Marketing & travels	\$US 70 000
Stations Connectivity	\$US 2 050
Cash	\$US 57 440
Total	\$US 300 000



One-off costs

Software development costs covers website and an API that connects with e-commerce players.



Costs incurred to start one country

2 parcel stations are required to start a market, then new stations are added as required by market opportunity and is funded with cash generated in country.



This represents reserve cash for approximately 6 month of operations.

	Year 1	Year 2	Year 3
Number of parcels	4 440	18 520	44 449
Total Revenue (A)	\$US 297 080	\$US 1 144 075	\$US 2 745 780
Cost of Services (B)	\$US (157 975)	\$US (396 262)	\$US (951 030)
Gross Margin (A-B)	\$US 139 105	\$US 747 813	\$US 1 794 751
Payroll & Operating Expenses	\$US (117 205)	\$US (126 926)	\$US (145 559)
Income (Cash)	\$US 21 900	\$US 620 886	\$US 1 649 191
Depreciation & Amortization	\$US (56 680)	\$US (63 792)	\$US (79 672)
Net Income Before Taxes	\$US (34 780)	\$US 554 094	\$US 1 569 520

PILOT MARKET :
IVORY COAST ABIDJAN



- 4 mio habitants
- 330 k hab. Serviceable
- Market Potential 177 k parcel / year





PILOT IS AIMED AT PROOFING



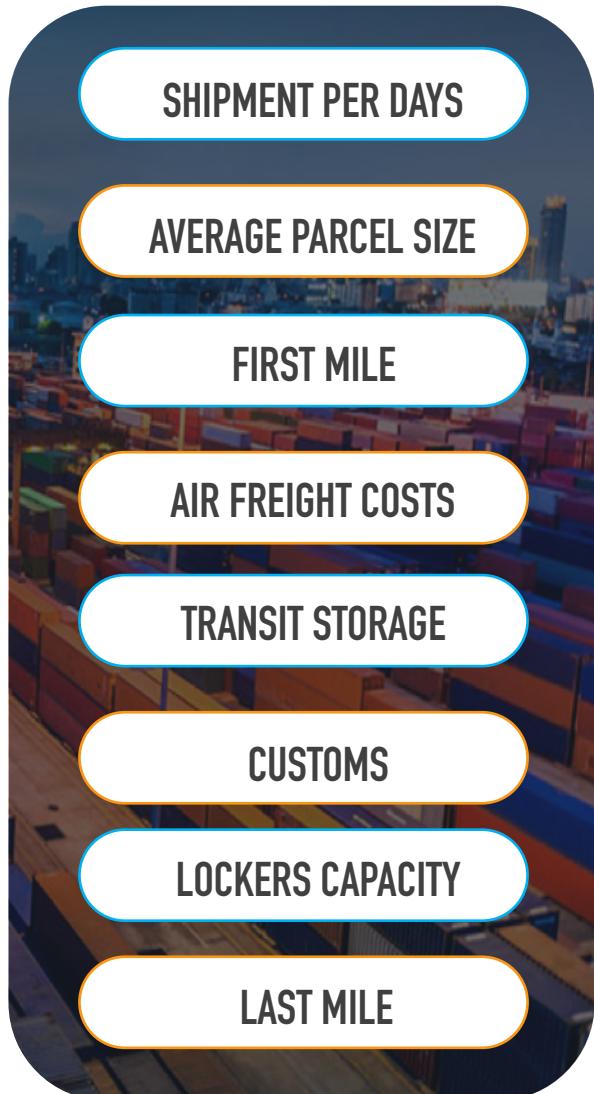
AV. 60% GROSS PROFIT MARGIN



AV. 30% NET PROFIT MARGIN



AV. 50% RETURN ON ASSETS



Volume drives better utilization of the existing equipment. Need 400 parcels/month to break-even.

For small size packages (1kg), excellent value is offered to accelerate adoption and lower marketing expenses.

Pickup costs are deemed covered by the seller.

Margins sensitive to airfreight prices volatility.

Transit storage costs in case parcels cannot be custom cleared within the free time window.

Inability to manage the custom clearance process and lost cargo in custom transit.

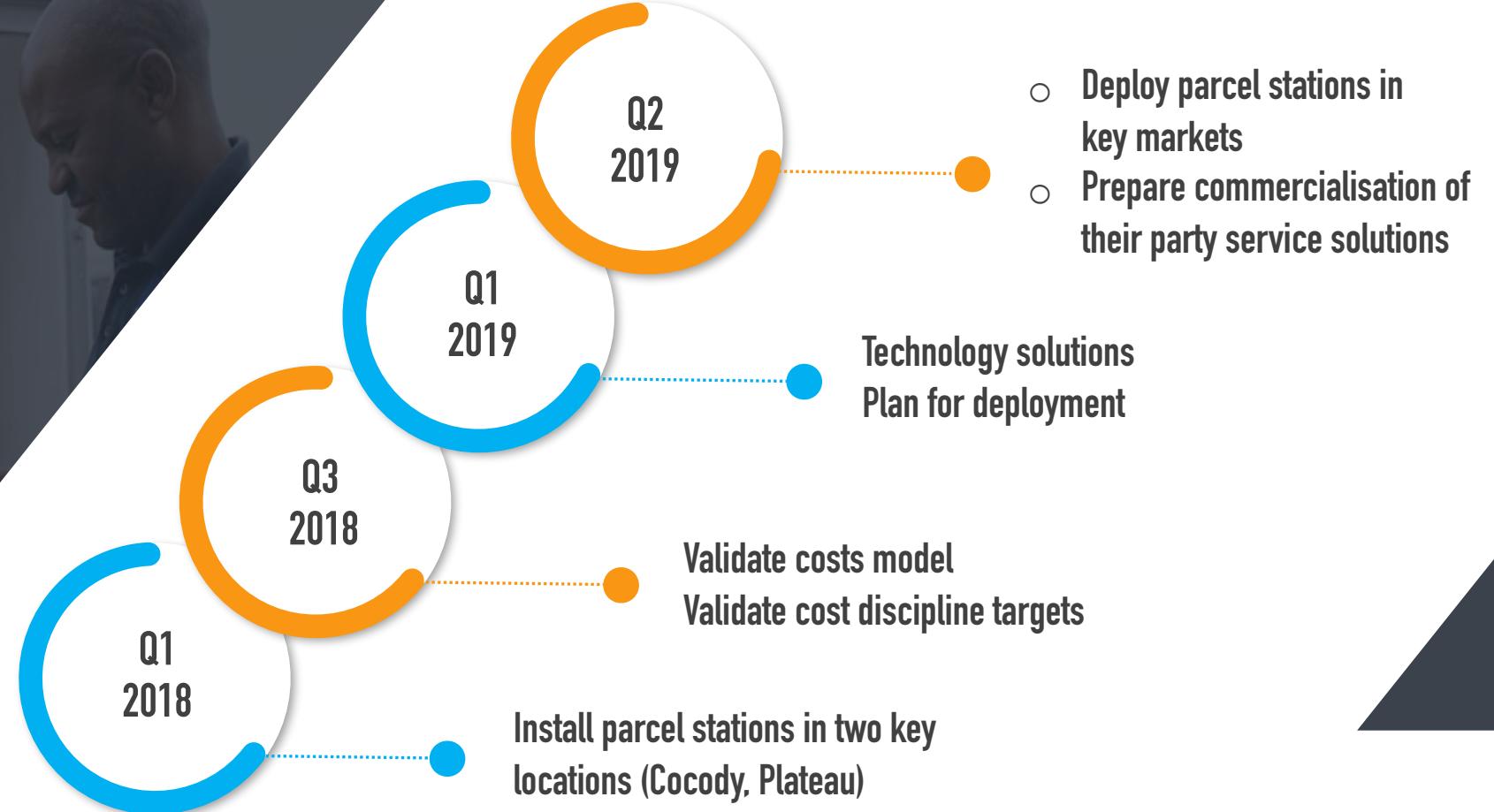
We rely on third party suppliers for procuring parcel stations. Unavailability can impede growth.

Customer self served process in accessible and secure locations reduce most of last minutes costs & risks.

18 | REQUIRED FINANCING

600 k USD required to

- Build a pilot project in Ivory Coast (USD 300 k)
- Finance technology development (USD 300 k)
- Build partnerships





MARC GELMAN
CEO & OPERATIONS

Marc is a director of logistics with the major global logistic services suppliers, Marc has extended experiences of over 20 years in Africa. Marc has worked and lived in East and West Africa. He has the rare skill sets that allows him to maintain western world operational excellency working in the emerging African continent.



THIERRY ADELBRECHT
FINANCE & ORGANIZATION

Thierry is an international tax expert with legal and financial expertise. He negotiated the implementation of the tax framework of infrastructure project with African authorities. He also supported Skype growth until the company sale to a Private equity firm. Thierry was born in East Africa, and also worked based in Africa.



By creating a strong value proposition at the right price point, we build the brand.



Leverage on trust and brand to promote more services to help million of Africans households achieve a step-change improvement in their quality of life.



* DHL guide to cross border e-commerce opportunity



THANK YOU!

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