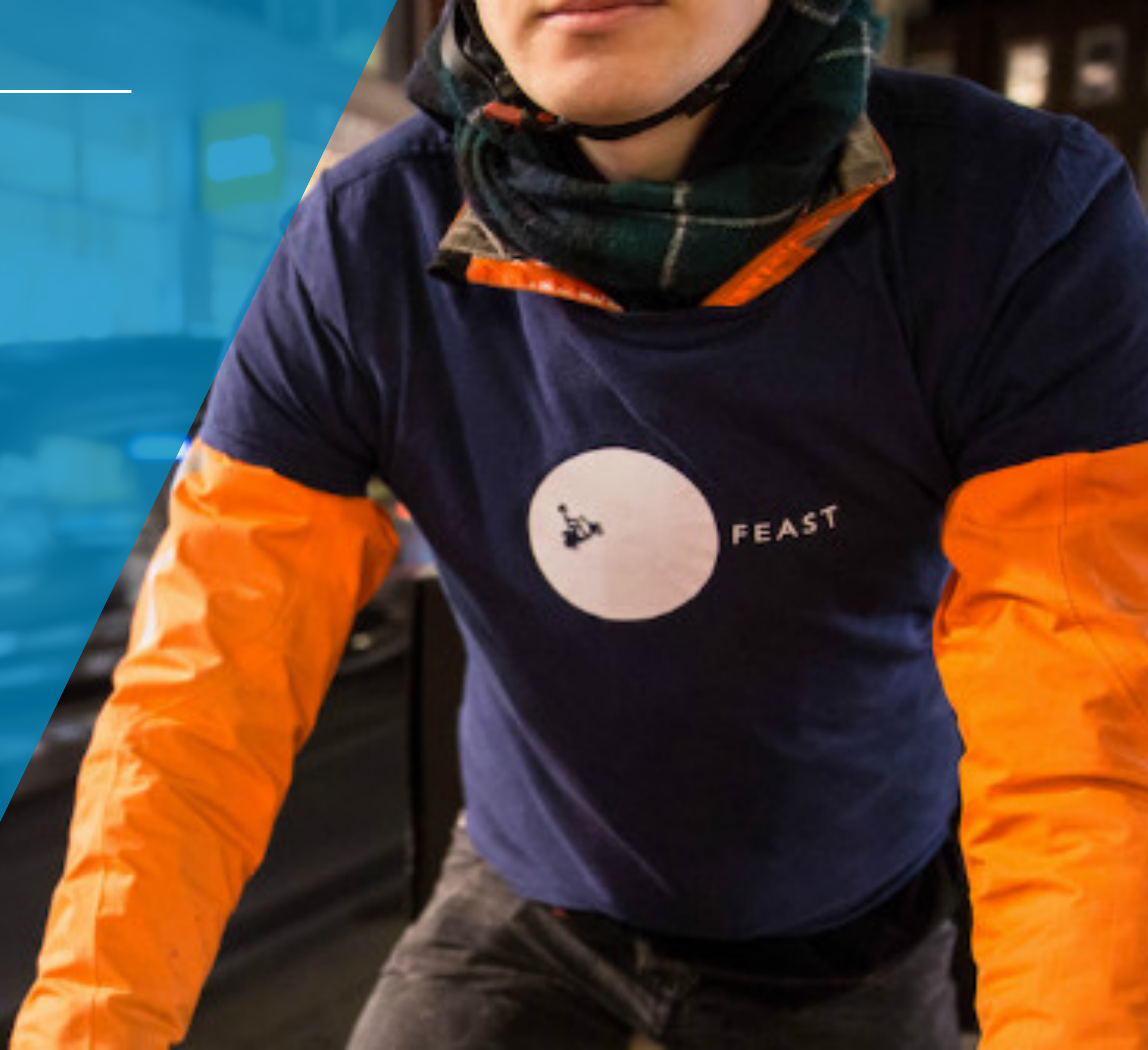


FEAST

Late-night food delivery



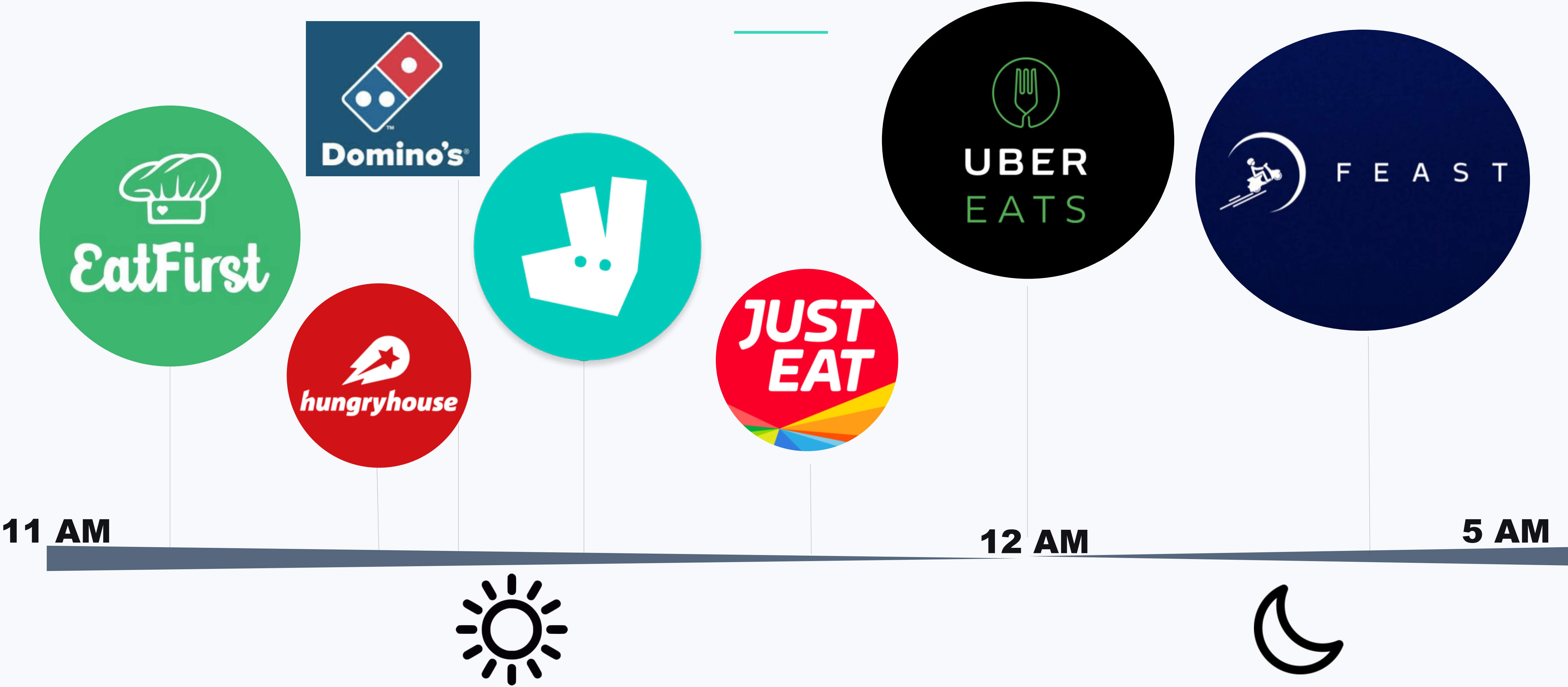
When looking for day-time food delivery, there are plenty of options

2



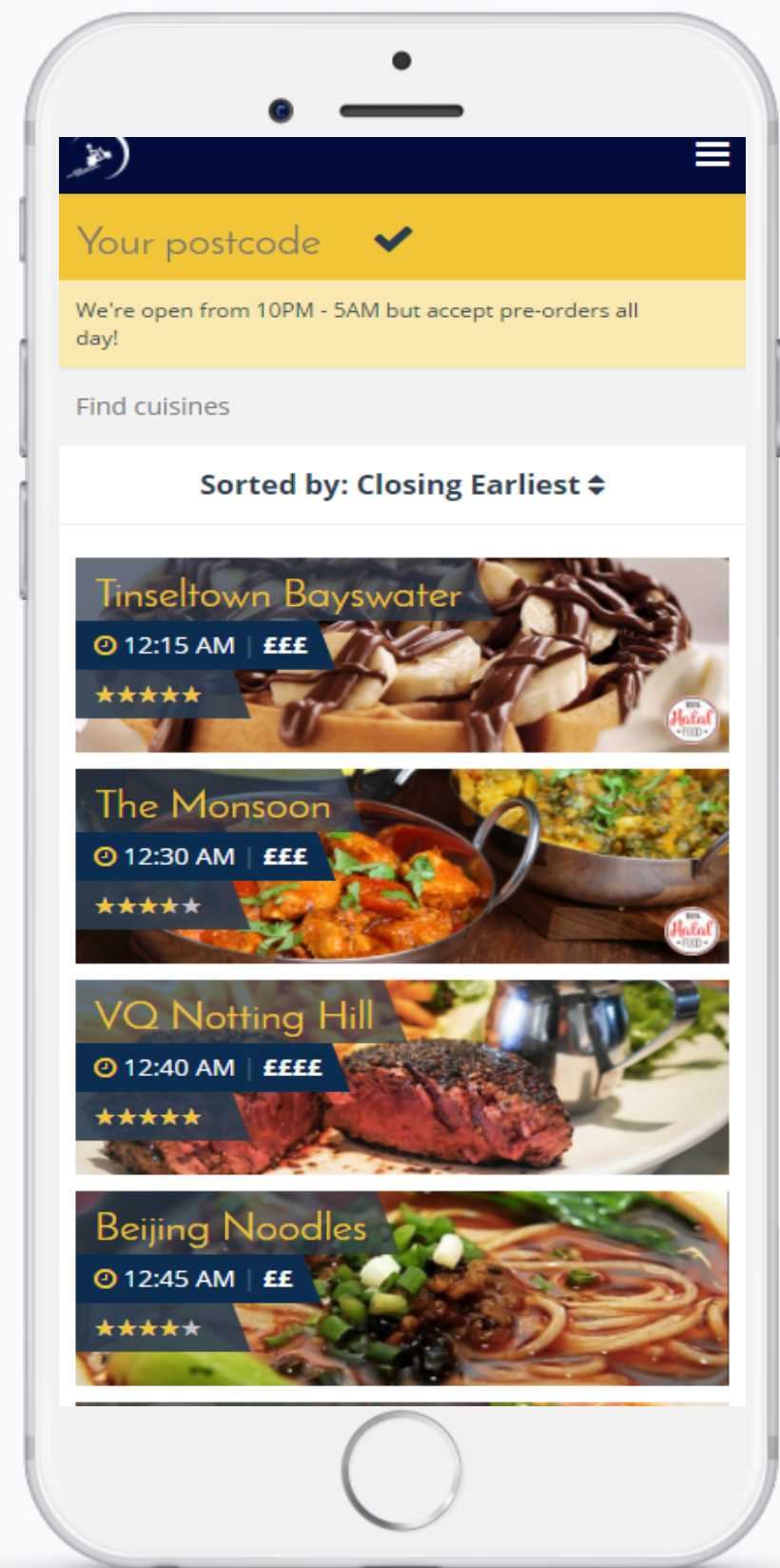
In a city the size of London, there are not only a lot of restaurants to choose from, but also plenty of options when it comes to food delivery. With over 8 mln residents and countless tourists visiting, the options for daytime delivery are endless.

Opportunity: late night food delivery market unserved

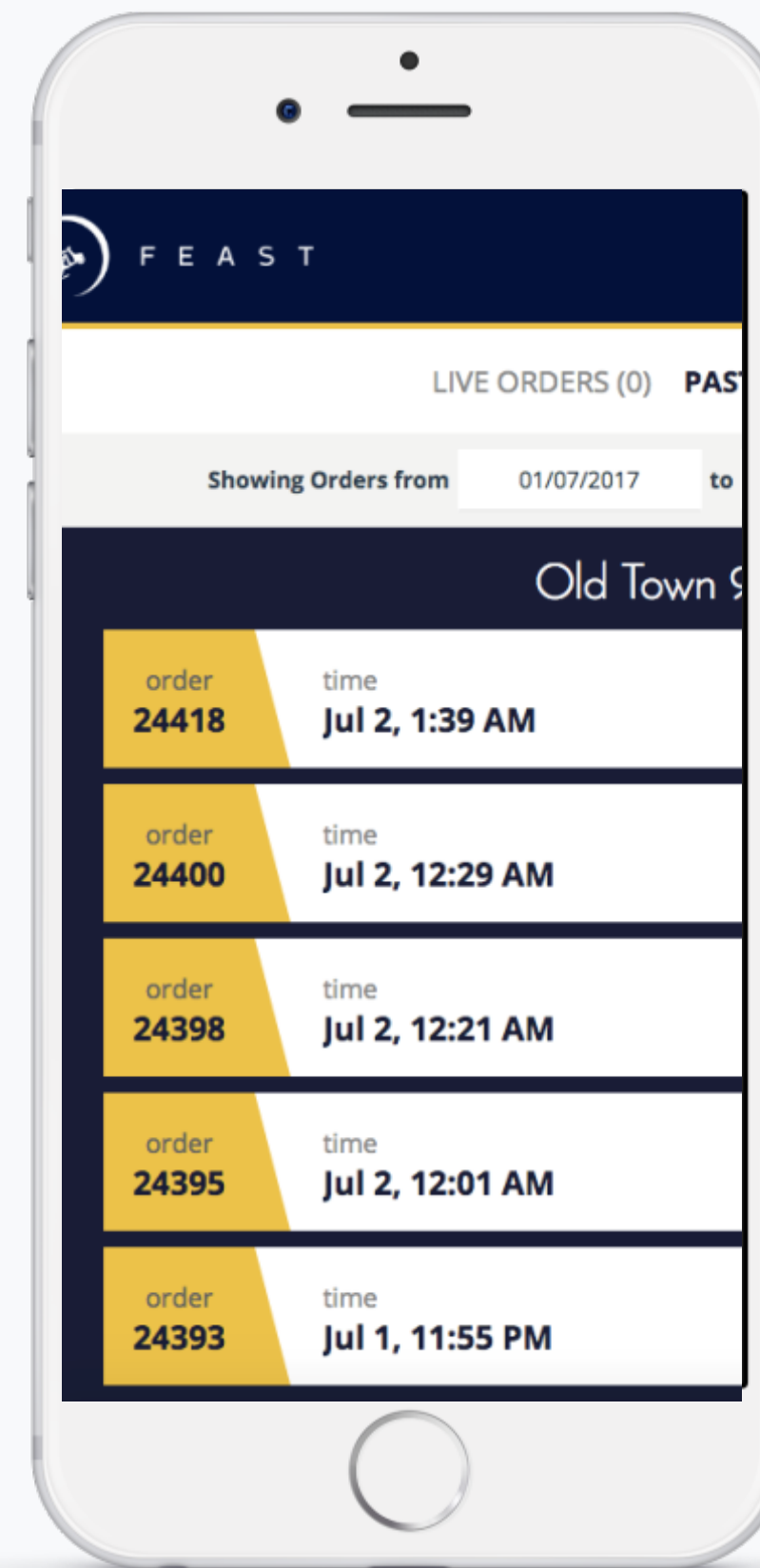


However, there aren't any all-night food delivery options in London nor in the rest of the UK. This, despite the huge numbers of students, young professionals and tourists who crave food at all hours of the day and night.

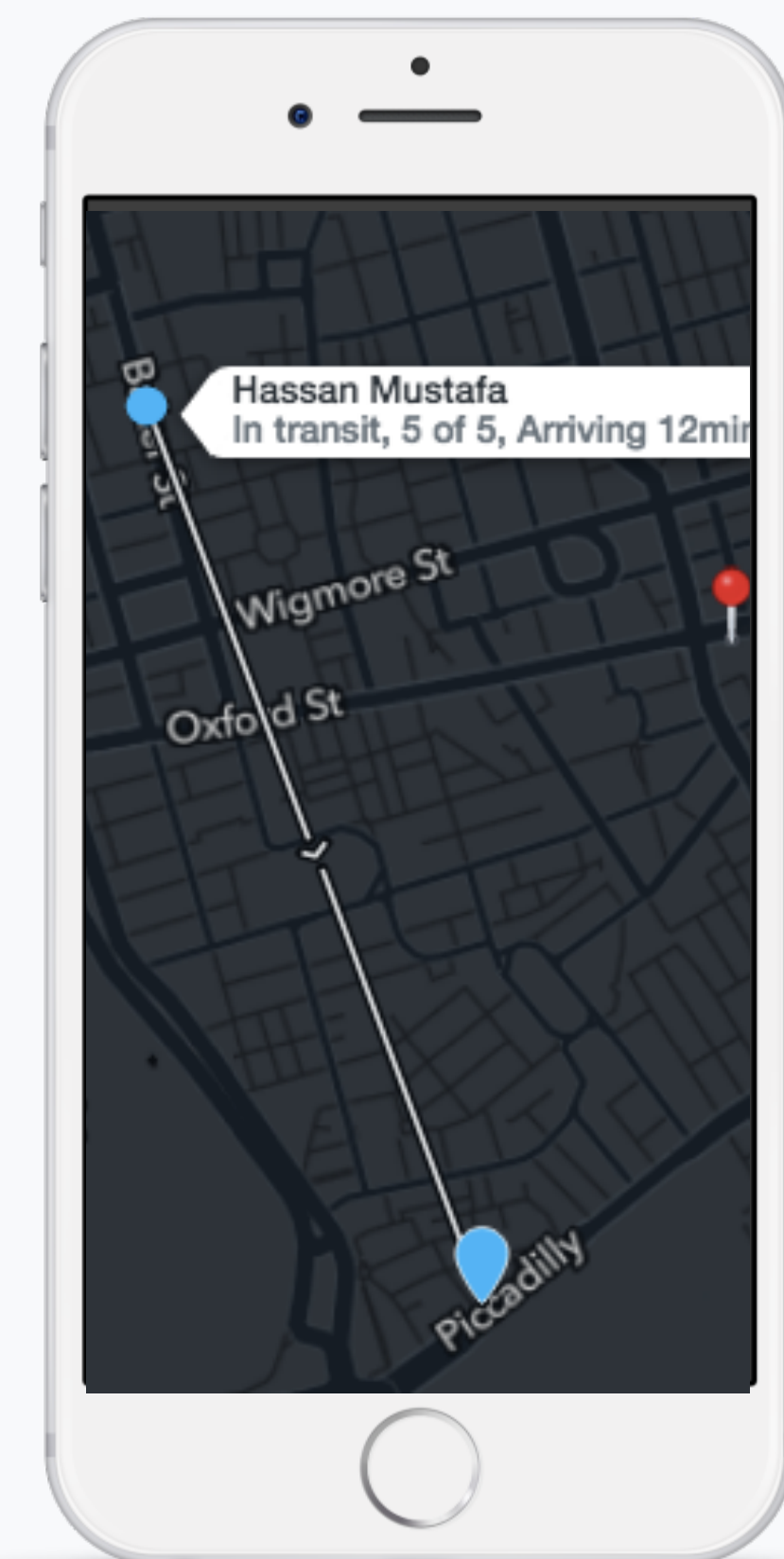
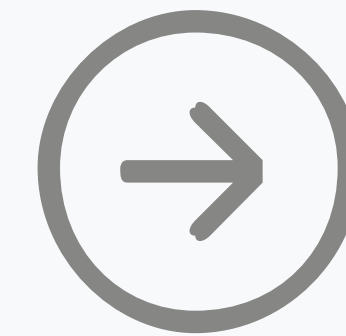
The Simple Process



Customers order from their mobile phone or computer from one of 40+ different restaurants in London.



Using our tech-platform, the order is immediately dispatched to the restaurant for preparation.



One of our 40 drivers located in the area is notified of the pick-up which the customer can track real-time.

Monetizing this big demand: B2B & B2C

5



HOME (B2C)

Our main market continues to be B2C:
Students, young professionals, party-goers &
foreign nationals.

All are able to order a range of cuisines
between 7pm – 5am.

The customer is charged a £2.50 delivery fee
and we get 25% commission from the
restaurant.



FeastHQ.com



September 2015



25%



£2.50



OFFICE (B2B)

FEAST has been continuously
approached by businesses that want to
offer their staff food options when the
company canteen has closed. Office
managers have corporate accounts on
which allow them to order directly for
their team members. Such firms
include: Banks, law firms, accountancy
firms, Newspapers, TV Broadcasting,
events companies & security firms.



FeastVIP.com

January 2017

25%

£3.50



HOTEL (B2B)

Hotels of mostly 3 or 4 stars that
wish to outsource their normally
unprofitable late-night food
options to FEAST have an
account allowing them to track
orders and add commission. Hotel
guests can order for free with the
bill being added to their room or
pay up front via credit/debit card,
pay pall or apple pay.



NightRoomService.com

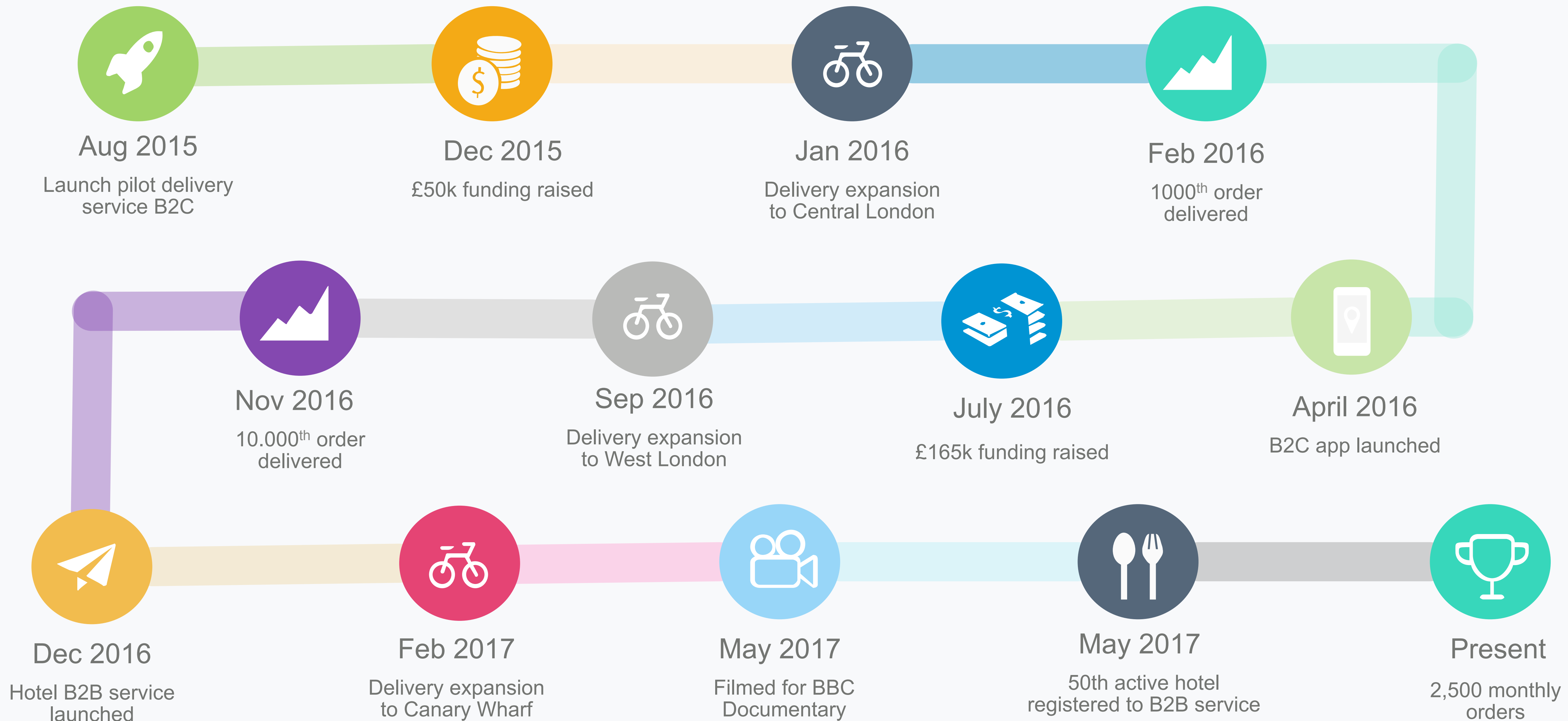
January 2017

25%

£3.50

Feast's colourful history in a glance

6



Key Statistics



13.62% av. Month-on-Month growth in orders from Jan 2016 until June 2017 with currently **+2500** monthly orders



60 active hotels signed up newly launched B2B Hotel service and increasing every month.



40 cyclists currently delivering from **40+** restaurants



Digital marketing spend of **£500** per month. Low cost traffic acquisition strategy proven.



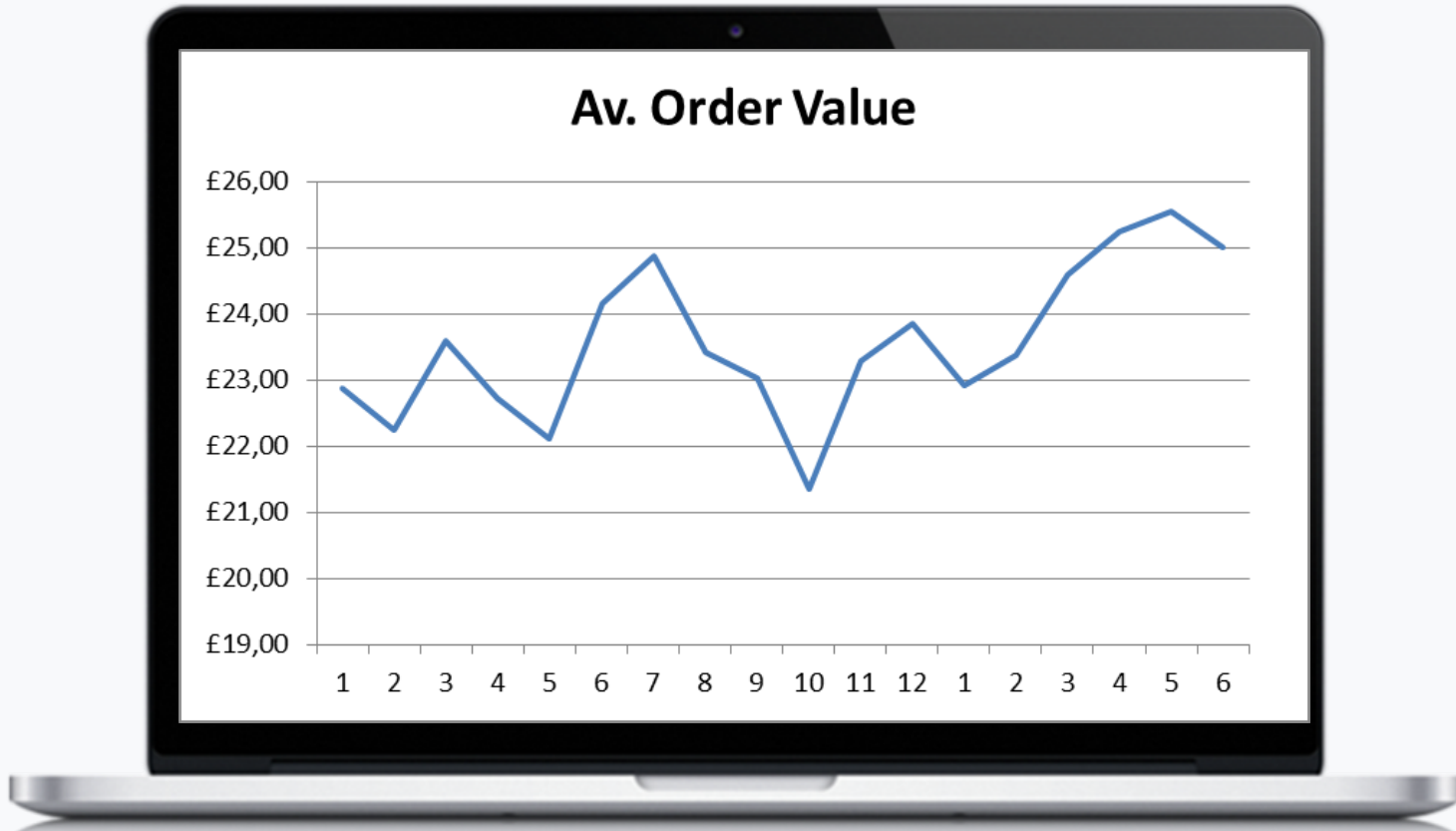
FEAST's take on total order value incl delivery fee is **32%**, due to successful niche and high willingness from customers to pay higher prices.



Since launch of B2B hotel service in beginning of year average order value rising. Currently AOV **£ 25**



Jan 2016 – June 2017



Jan 2016 – June 2017

Feast has shown a consistent growth with almost no digital marketing spend in more lucrative segment of the food delivery market.

What People are Saying

8

Sirus Zalgotti,
Customer

“Not sure how I've survived without this for so many years. Great food, fast service.”

Saeed Younesi
First Angel Investor

“I invested in FEAST as the first investor, because of founder Simon. So far he has hit every target and continuously works on improving every element of FEAST. The future of Feast looks very bright.”

Zion Levy,
Owner Fiori Corner Restaurant

“Feast is brilliant as it allows us to continue to make money when our restaurant is full, and they're the only service open late which is what we at Fiori are all about”

Luigi Grecola,
Club Quarters Trafalgar Square (hotel)

“Feast have been fantastic from day 1. Our guests love the range of food options available and the speed of delivery. We've never had any problems”

Kimberley Jaymes,
FreshFields.com

“I love this site. They're very efficient and the food I've had delivered from the various food outlets has been top quality. Highly recommended. Give it a try – you won't regret it.”

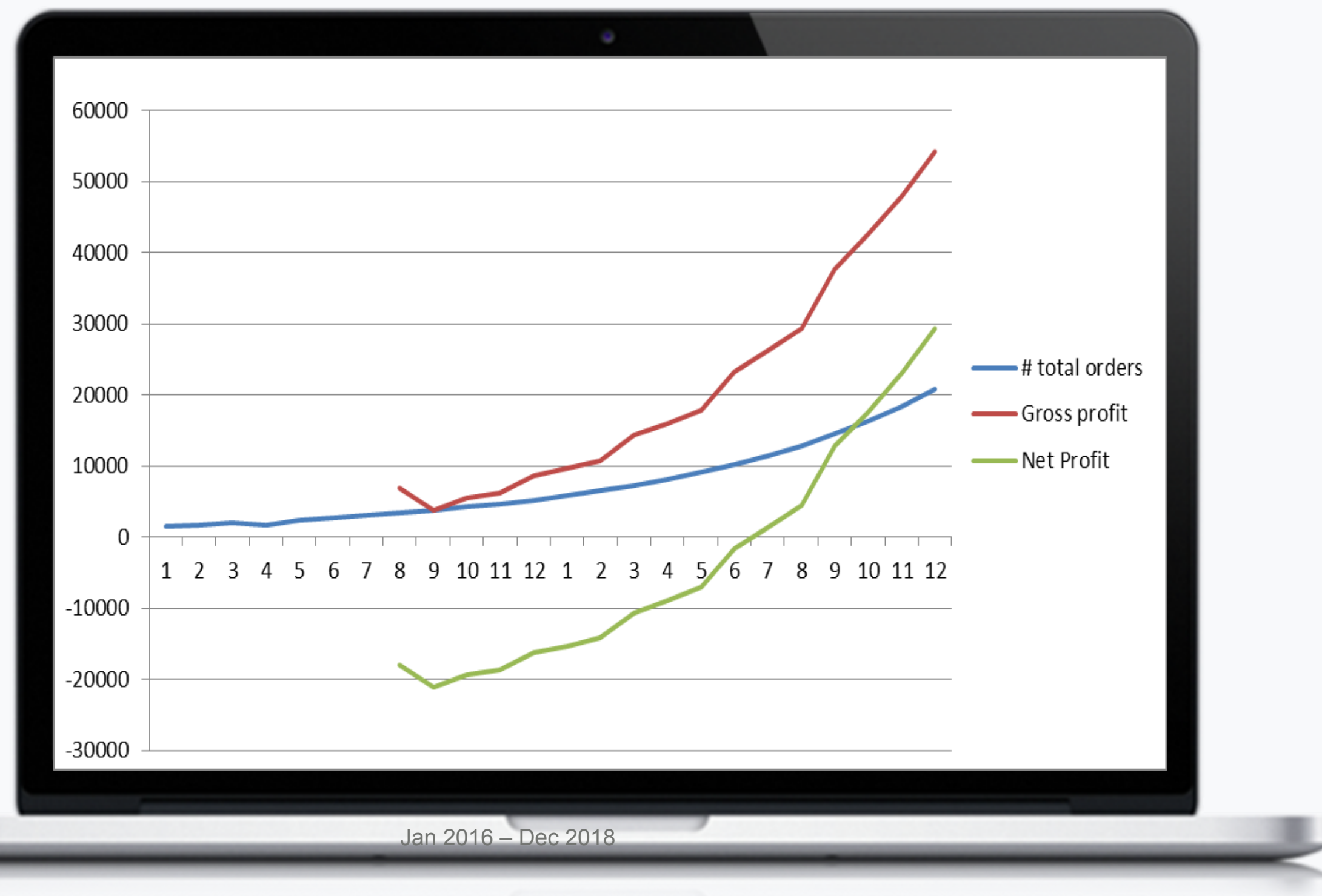
Kelvin Zhou,
Owner Old Town 97

“Feast are very good. We make thousands of pounds more per week with them, and at times when other services are closed. As a company they are also really professional and easy to work with”

Growth Targets

Continued Growth

With a conservative month-on-month growth rate of 10% for B2C and 20% B2B for orders (our average so far has been almost 14%) , we expect to reach break-even in June/July 2018. Our current growth rate is higher, but we want to be conservative. By the end of 2018 will have a profit of £30,000 per month with a monthly delivery rate of just over 20,000 orders.



AOV of **£30**

More B2B orders will increase AOV as they are typically higher

Delivery fee will be increased to 2.99 before 2 AM and to 3.50 post 2 AM

New restaurant signed up are higher price point which will increase AOV



Break-even at
10,500
monthly orders

With month-on-month growth rate of 10% for B2C and 20% for B2B are projection is conservative

Budget for digital marketing spend will help accelerate growth even further which is not included in projection

June/July 2018 Break-even will be reached with a monthly operating cost of £25k (excl delivery costs)

Market Opportunity: Hotels

10



25% decrease in room-service even though overall rise in number of hotel guests.



24/7 staff to keep kitchen and staff open late does not make economical sense.



Service expected in mind-set of visitors and also needed for star ratings.



Eventhough room-service is grossly expensive and offering is poor:in the UK that's still **180 mln GBP per year**, with poor prices and offering. Big opportunity!

Night Room Service

Hotels and serviced apartment providers have an issue when it comes to food after 10pm. Guests still want it but not on a scale that makes keeping a chef in profitable. The result - high prices of hotel food not to mention a limited selection. With www.NightRoomService.com we're solving this problem by connecting hotels and luxury apartments to great late night restaurants within a 2-mile radius. Hotels can continue to offer guests food through the night while taking commission from each order that is placed. Better food for the customer at better prices, and no costs for the hotel to sign up.

Market Opportunity: Late-night

11



24/7 economy in cities require services that cater to tourists, offices, businesses and customers



Big demand for late night delivery in densely populated areas with big population but limited offer



Less Competition means no pressure on pricing and promo-offerings → better margin.



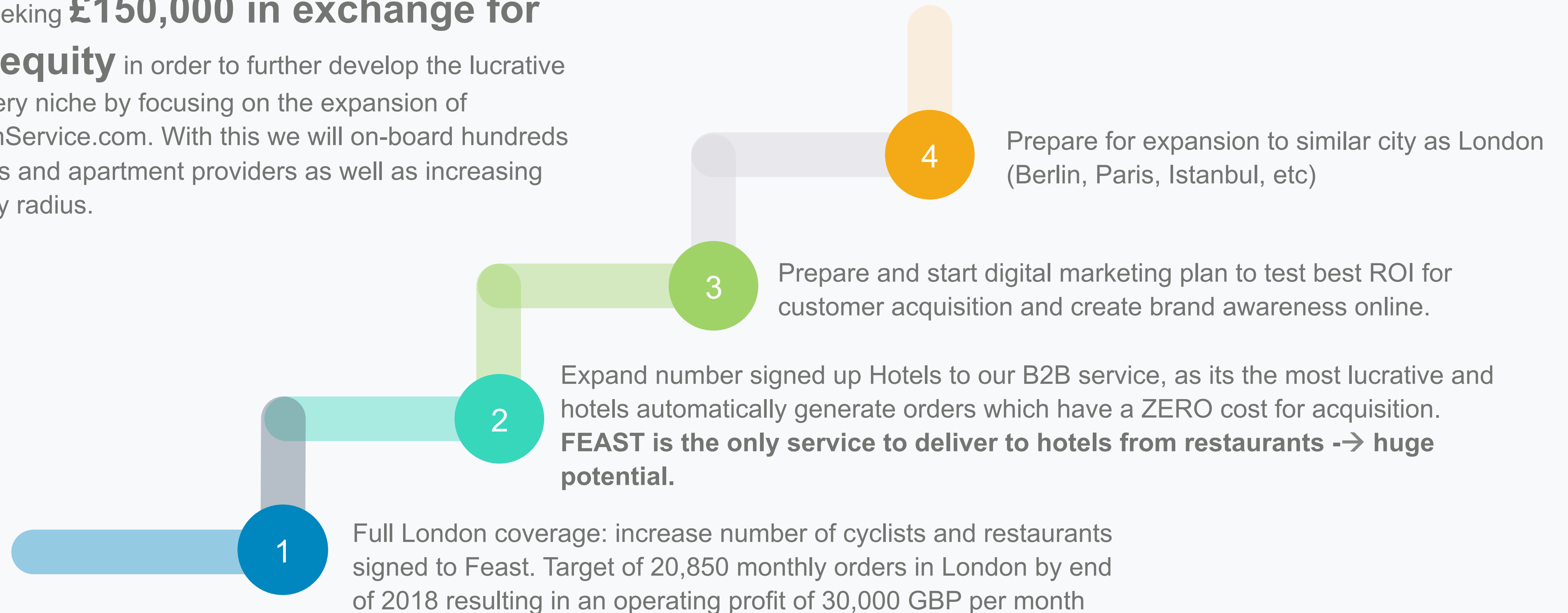
Willingness to pay more by customers for the service of late night food delivery!

Late night: A profitable niche!

By focusing on late night delivery FEAST can strongly position itself by establishing a commercial relationship with existing 24 hour restaurants. This more profitable sector allows us to expand our service to include other items that are even more lucrative, such as beverages/liquors etc.

Your investment

Feast is seeking **£150,000 in exchange for 3.84% equity** in order to further develop the lucrative hotel delivery niche by focusing on the expansion of NightRoomService.com. With this we will on-board hundreds more hotels and apartment providers as well as increasing our delivery radius.



Join the FEAST team!

13



Simon Pusey

Founder



Ioana Cucuruzan

CTO



Andrius Stanaitis

Head of Operations



Sherif Amin

Head of Partnerships



Aidan Blenkinsopp

Front-end developer



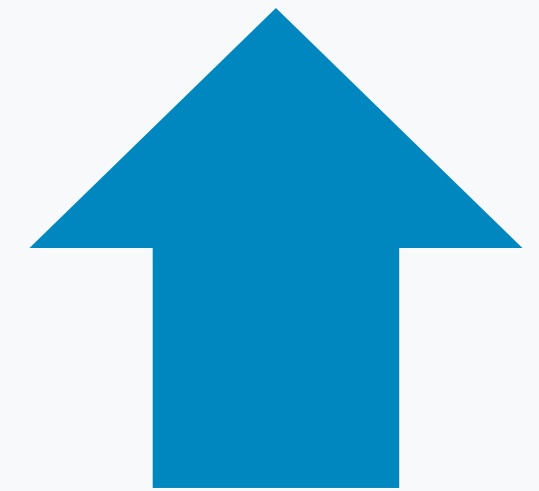
James Turnham

Sales Director B2B

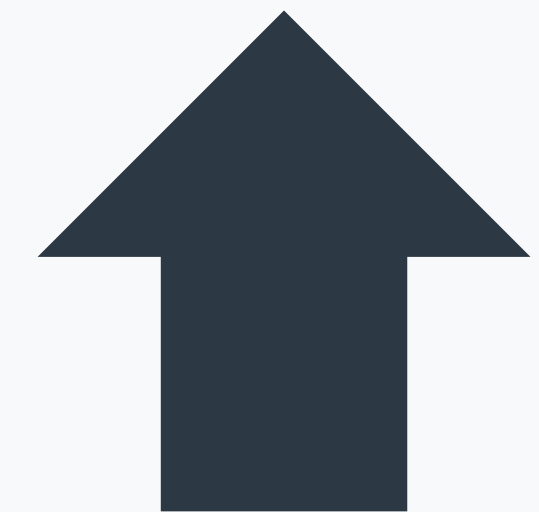
Industry Growth



- Demand for home deliveries grew **10X faster** than for dining out in 2015.



- Industry worth £3.6bn in 2016, a **6% increase** on 2015 and 50% more than in 2008.

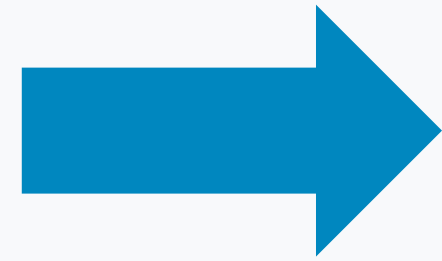


- The **18-to-24 age group** especially has become a major source of demand accounting for 15% of aggregator delivery visits.

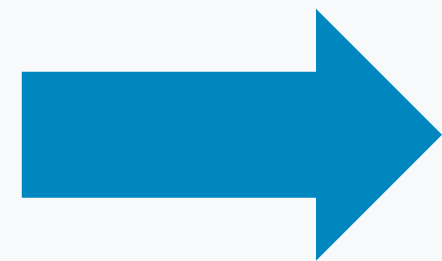
(The NPD Group, 2016)

Acquisitions

15



Rocket Internet acquired Kuwait's Talabat for £133 million in 2015



Just Eat acquired Skip the Dishes for £85 million in 2016



Just Eat acquired Hungry House for £200 million in 2016



F E A S T

Contact Us

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