

# Picnic x Buckaroo

## Shopping Today 2023



Confidential

# Brief introduction



**shopping**  
today

**De rol van betalingen in de internationale  
groeistrategie van Picnic**



Maurits  
Dekker  
BUCKVROO

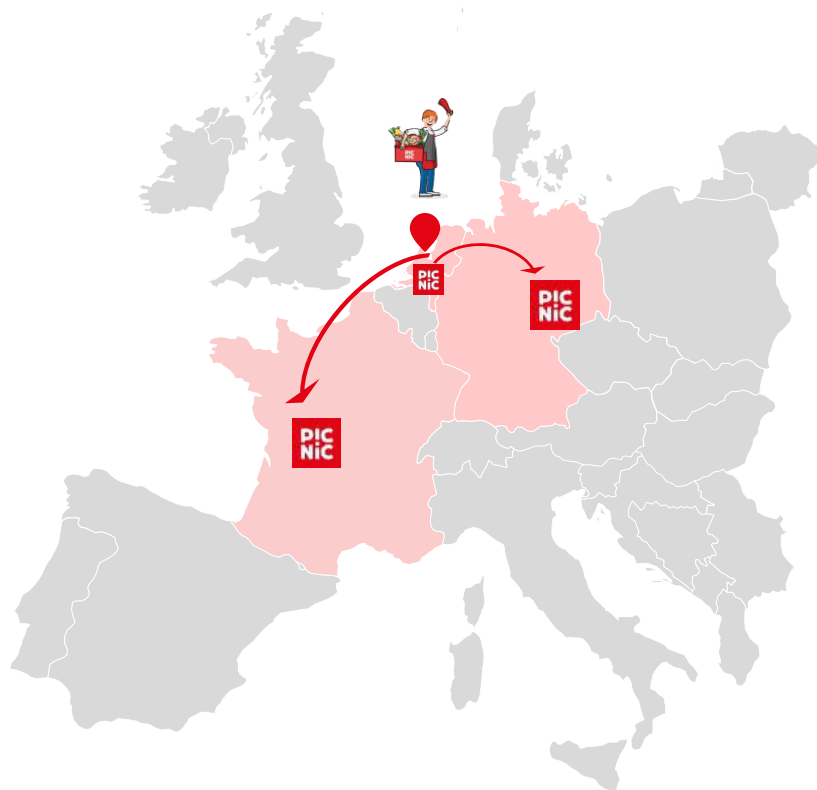






Thomas  
Zelders



# Growth at a glance

Building the best milkman on earth



	2015		2022
	Sales	0	→ € 1B
	Countries	1	→ 3
	Cities	1	→ 350
	Vehicles	10	→ 3,000

# Modern Milkman

Why customers choose Picnic



Exceptional  
service

Complete and full range

On-time, minute precise

Seamless app, one-click meals

Friendly runners and customer service



Sustainable



Electric, zero emissions

Low waste, 80% less food waste



Low  
prices

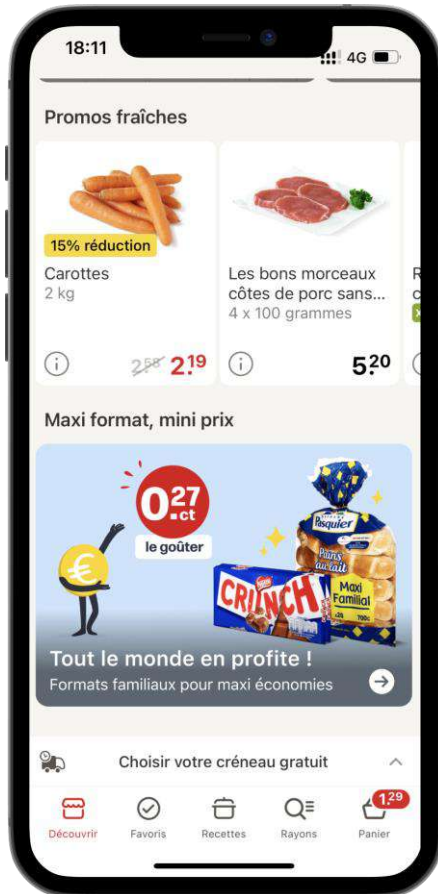
Low prices, value packs, promos

Free delivery, always

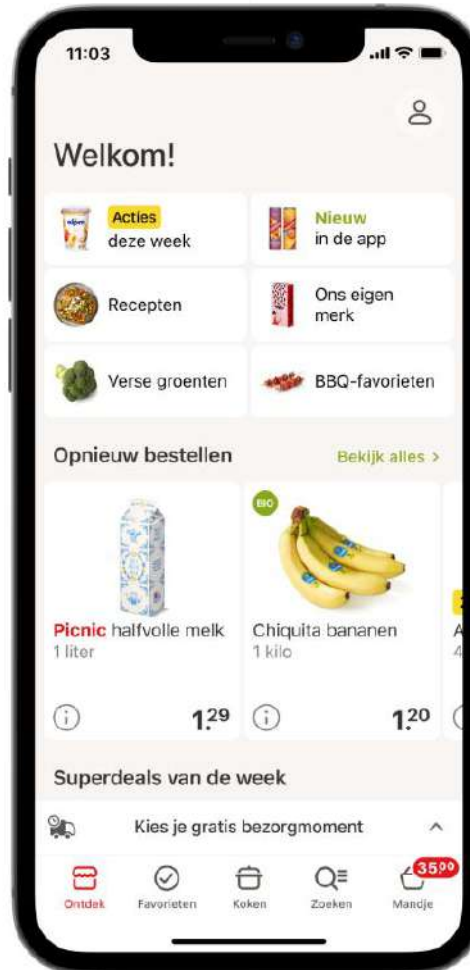
Minimum order just € 40

# Full supermarket range

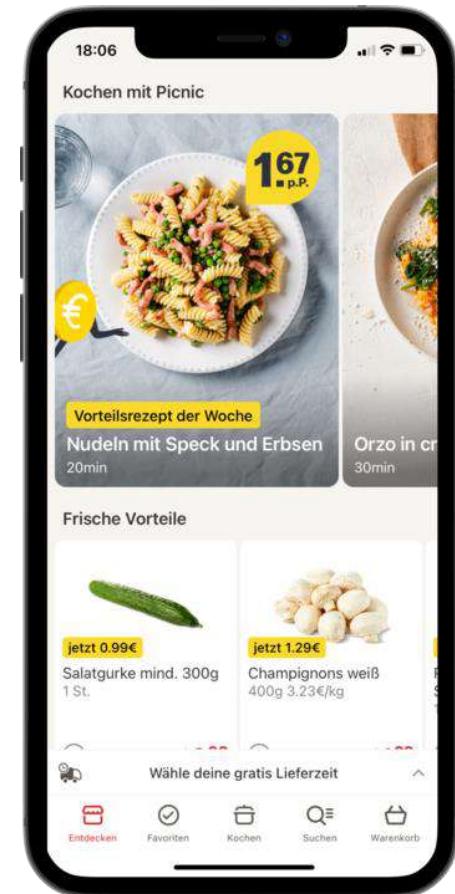
Your personal store in your pocket



Super deals



Full range



Meals

# Picnic Private Label

Designed for the home not the shelf







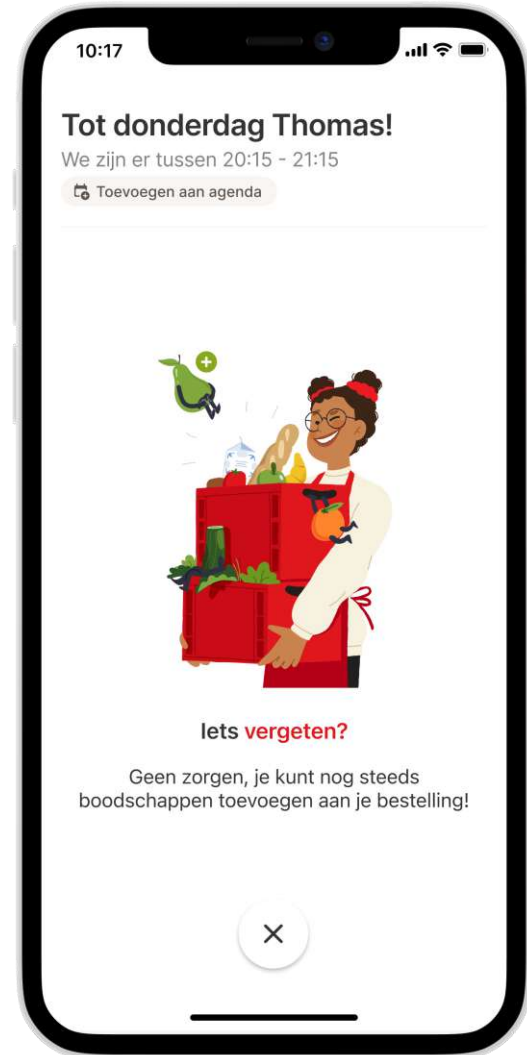
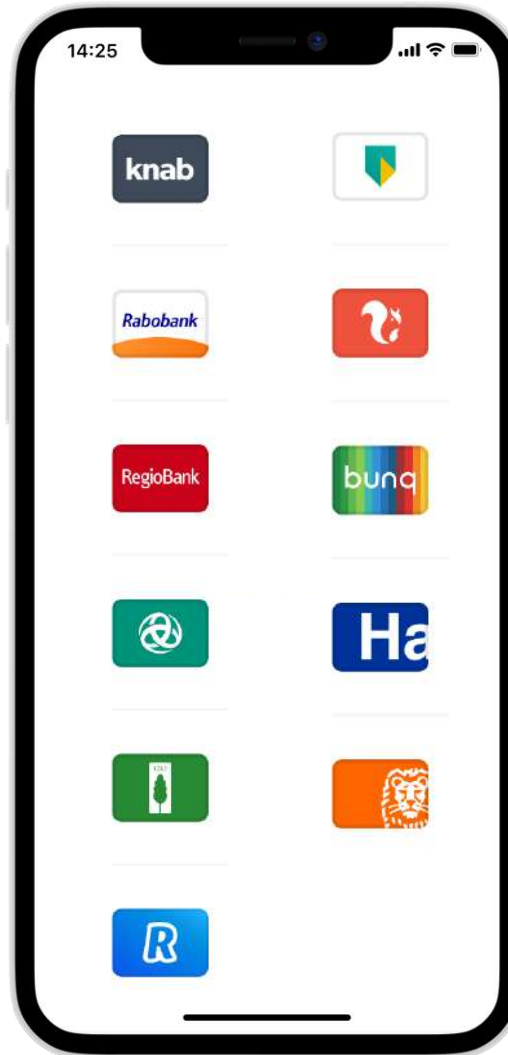
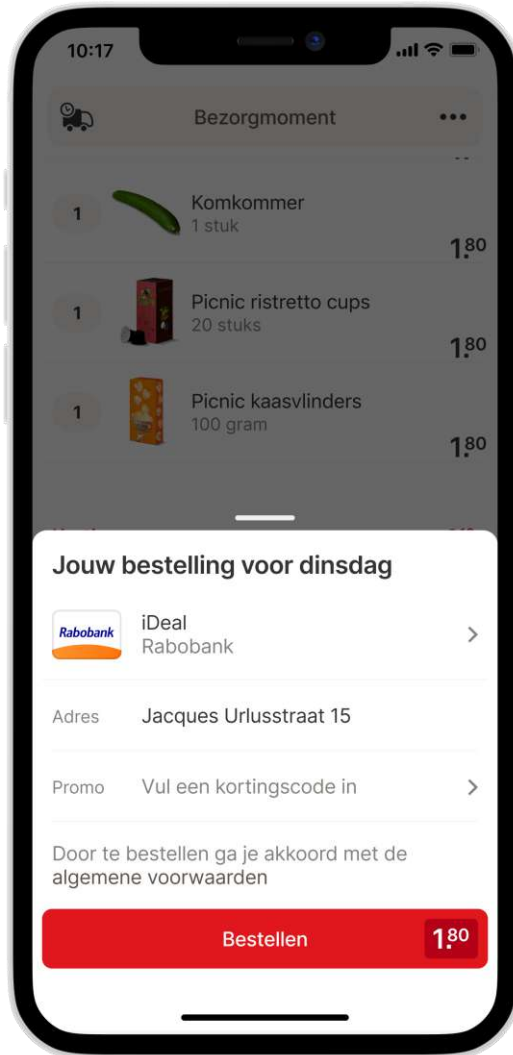
# International payment strategy

Balancing payment costs and conversion



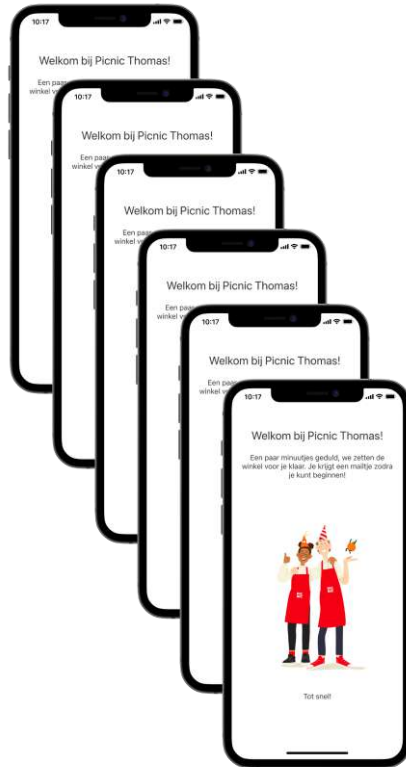
# Seamlessly integrated in our app

Resulting in effortless payment experience



# AI powered fraud detector

Minimizing non-pay on direct debit



# Building a successful payment strategy

Maximize conversion & minimize risk



Payment Orchestration



Champions Challenger Model



Limit frictions in checkout



APM + BNPL approach



Monitor Uptime & Conversion



Realtime API information



Localized approach



Local Payment Portfolio



Provide Painkillers



Tokenization + (Instant) refunds



Limit Risks



Monitoring + Credit Management



Cost aware



Funnel management



Open to innovate



Pay by Bank + Wallets

Act as a Partner not as a Vendor





Climbing a mountain  
One step at a time



Building the best milkman on earth  
serving millions of families