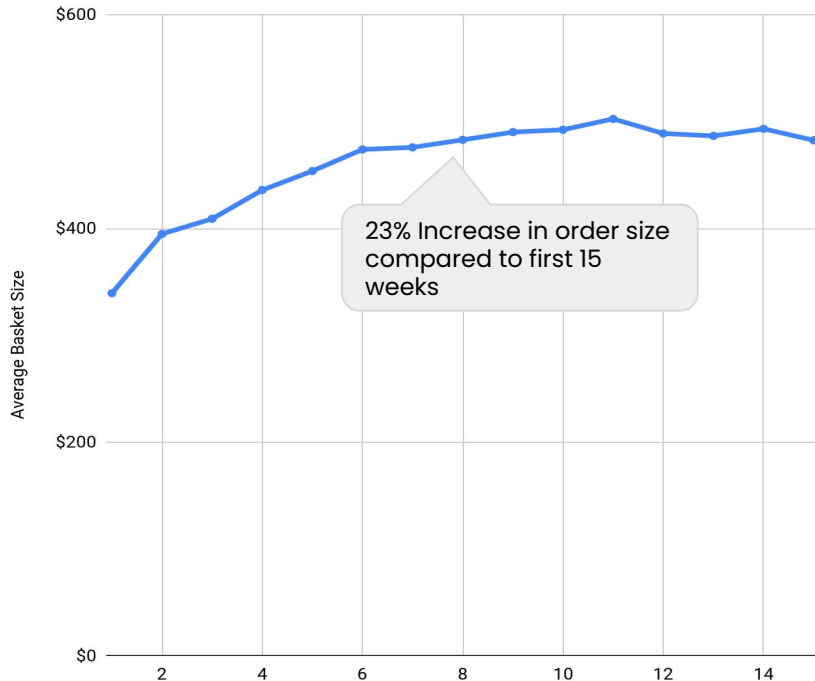


E-Commerce Platform Investment Pays For Itself

Distributors recognize 20%+ basket size growth and 40x return on investment

Partner #1: Increased annual gross profit by \$5M

App User Ordering Behavior in First 15 Weeks

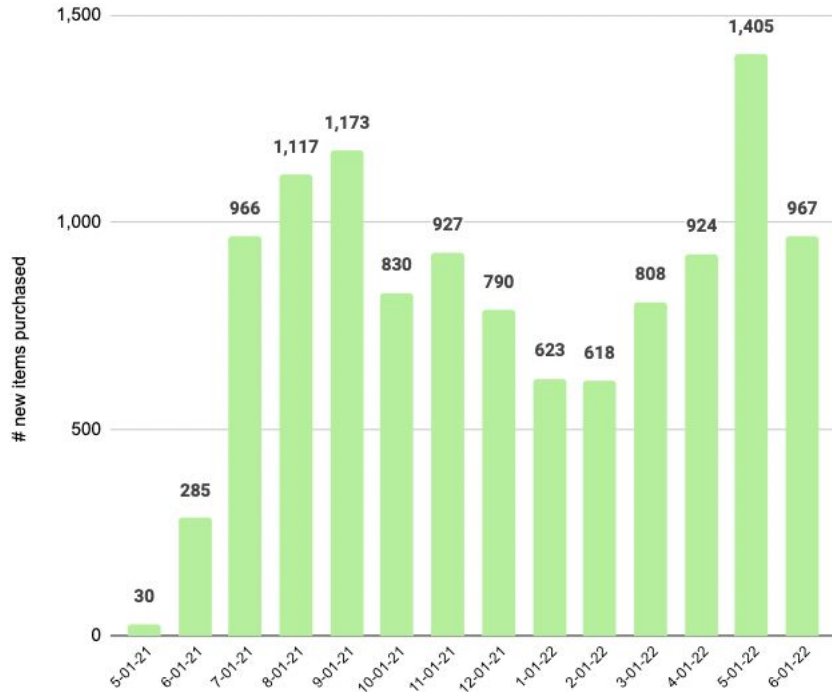


Insights & Discussion Topics

- Florida-based produce distributor
- E-commerce platform partner since Q3 2021
- 1500+ customers per month on the E-Commerce platform
- **Since launch, avg order size for app users has increased 23%**
- **\$5M increase in annual gross profit**
- Significant sales lift in non-produce items, e.g., dairy, dry goods

Partner #2: \$106K+ new item sales per month...

New Items Purchased



Insights & Discussion Topics

- East Coast produce distributor
 - E-commerce platform partner since Q2 2021
 - 300+ customers per month on the E-commerce platform
- As customers use the app, **they shop the catalog and purchase items they've never bought before**
 - 33% of new items purchased become ongoing, recurring purchases

Partner #2: Driving up avg order size by 25%

Buying Behavior of App Users in First 15 Weeks

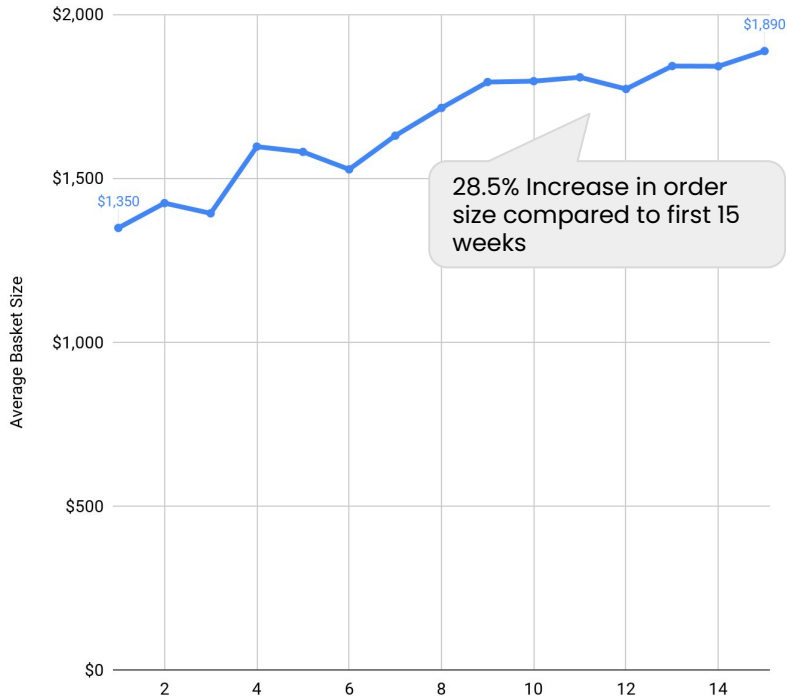


Insights & Discussion Topics

- **Average order size of app using customers has increased by 25%** in first 15 weeks of using the app
- **Average number of SKUs ordered has increased by 75%** in first 15 weeks of using the app

Partner #3: Broadliner increased order size by 29%

App User Ordering Behavior in First 15 Weeks

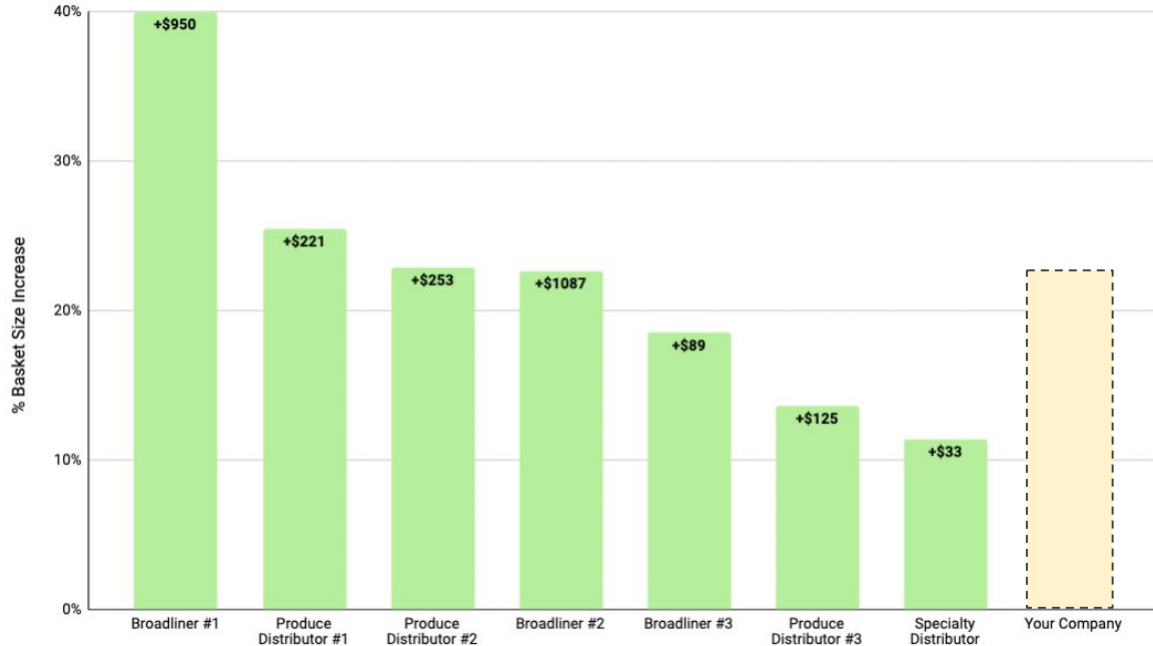


Insights & Discussion Topics

- East Coast broadline distributor
- E-Commerce platform Partner since Q4 2021
- 450+ customers per month on the E-Commerce platform
- **Great success using in-app promotions to upsell from their expansive catalog of 40k+ items**
- **Order size increased by 28.5%**
- **\$270K increase in monthly gross profit**

E-Commerce platform pays for itself; over 40x ROI on average

Order Size Increase and Increase in Monthly Profit per App User (First 4 Months)



E-Commerce platform increases monthly profit per location by **\$400+** on average

How will E-Commerce platform impact your profitability?

Illustrative calculation of profit increase

Avg order size \$500

Drops per month 8

Monthly sales per customer \$4,000

Avg order size increase from Pepper 20%

Monthly sales increase from E-Commerce platform \$800

Distributor gross profit margin 20%

Monthly increase in profit per app user \$160

**\$160 increase in
monthly profit
per customer**