

PLATFORM AS A SERVICE

The background is a dark teal color. At the top, the words 'PLATFORM' and 'AS A SERVICE' are written in large, light blue, sans-serif capital letters. Below the text, there are two smartphones, one on the left and one on the right, both displaying a dark screen. In the center, there is a network diagram consisting of several circular icons, each containing a white silhouette of a person. These icons are connected by thin white lines, forming a web-like structure. The background also features a faint world map and binary code (0s and 1s) scattered across it.

Laundry on demand ontwikkelingen met nadere info
over Europa's meest indrukwekkende LOD spelers

Zaterdag 14 September 2019

Nobody likes laundry... except for us of course!



Laundry on demand focuses on NEW target groups



what is our busiest time for orders?
monday morning, early morning commuters

 laundrapp®



“Global Online On-Demand Laundry Service Market Expected To Reach USD 96,155 Million By 2024”

Zion Market Research, 2018



“Global Online On-Demand Laundry Service Market Expected To Reach USD 96,155 Million By 2024”

- 32% CAGR - Samengestelde jaarlijkse groeipercentage (CAGR)
- 60% retail, 40% B2B (mkb)
- “Was-baar” is grootste productcategorie (eenvoudig process & hoge frequentie)
- Marktdrivers: 1) besteedbaar inkomen 2) hogere levensstandaarden

Key Success Factor: Branding

Change consumer habits



JustClean rapidly expands across the Middle East



Nouri Al Enezi, Co-founder JustClean

“The single biggest challenge is shifting the mindset of traditional offline behaviour to a more progressive online behaviour both on a B2B and B2C level”

Tide Dry Cleaners (USA) a brand of P&G “2000 shops in 2020”



Omnichannel strategy: shops, lockers, apps & 24/7 kiosk



“We realised dry cleaning and pressing were not solving an everyday problem. We wanted to become part of our customers’ daily lives,”



Since 2015



150 direct & 2400 indirect employees

\$15 million investment

1000+ franchisees

Focus on subscription

>30 franchises by Q4 2019



Mr. Jeff research:
78% of people hate laundry



Johnny Fresh is
inmiddels actief in
13 Duitse steden



Strategische partner sinds juni 2018



EU-gesubsidieerd project
'digitalisering & automatisering in
processen van on-demand laundry



Denisfication of routes = essential



BIZ & TECH // BUSINESS

Mulberrys buys Laundry Locker, becomes California's largest clothing cleaner

Roland Li | Oct. 12, 2018 | Updated: Oct. 12, 2018 5 a.m.

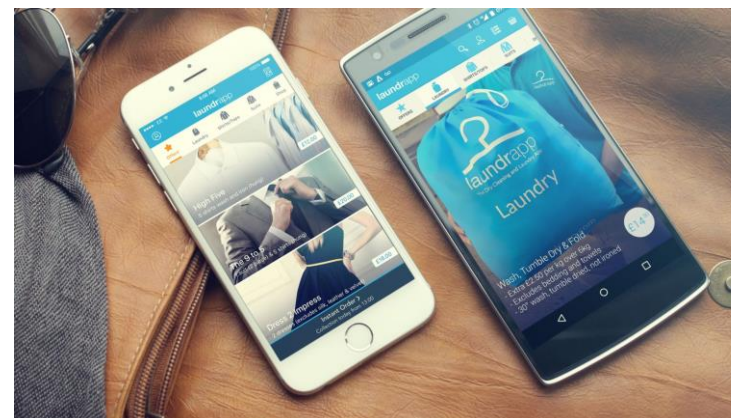


Tad Jenkins (left), CEO of newly acquired Laundry Locker, and Mulberrys CEO Dan Miller, are outside the Mulberrys Marina store. Mulberrys now is the largest clothing cleaning company in California.

Photo: Brian Feulner / Special to The Chronicle

Zipjet & Laundrapp in Merger Talks; JIVR Overfunds

by Hugh Williams on 4th Apr 2019 in News



Zipjet and Laundrapp have reached agreement on the terms of a deal, which is aimed at creating critical mass in the two companies' combined London operations.

End-game: Subscription models



Small Bag

Up to 18 lbs, or 2 loads of laundry

Standard Bag

Up to 36 lbs, or 4 loads of laundry

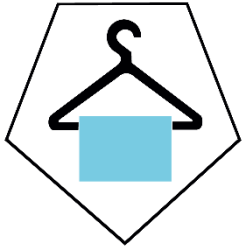


Rinse - USA

> \$23,5 mln

5 mega steden

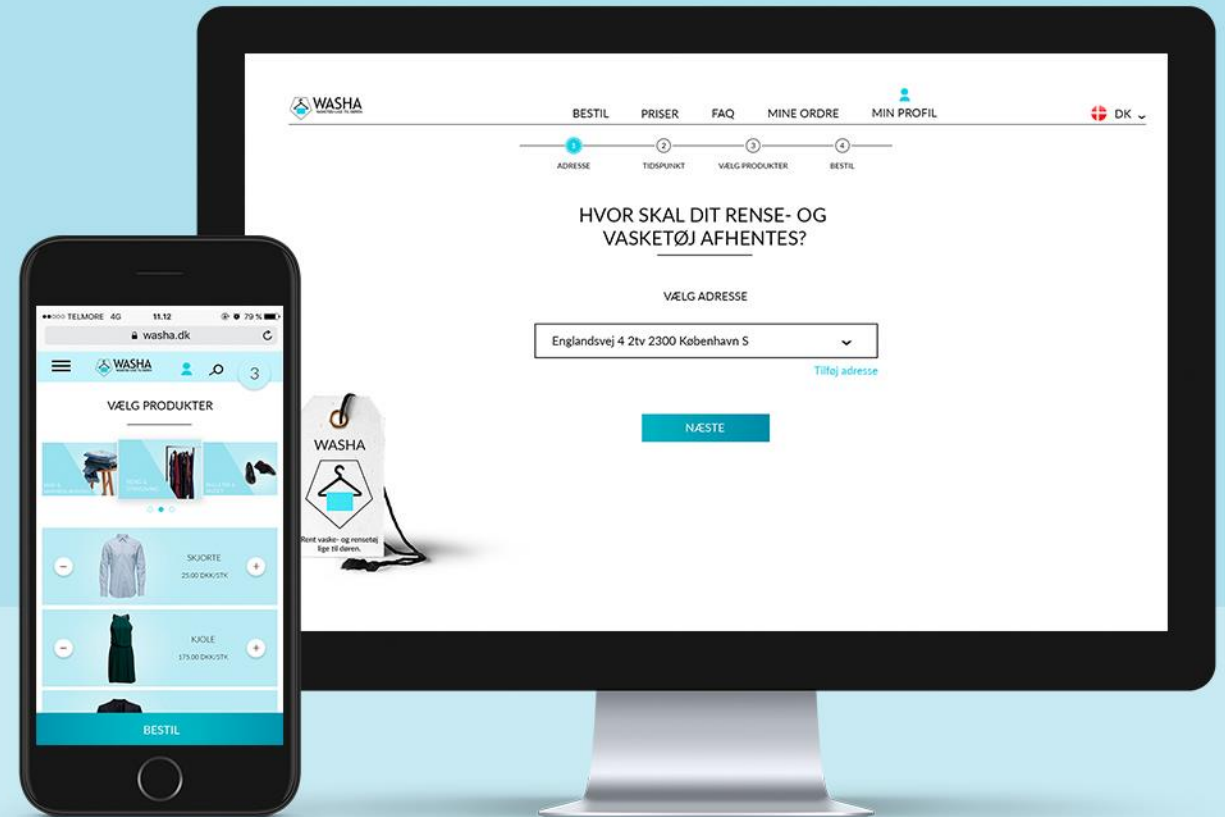
Rinse Launches Laundry As A Service



Introduction Washa, Denmark



ECO-FRIENDLY ON DEMAND LAUNDRY & DRY CLEANING



PAIN

It's
**time
consuming**



Laundry includes sorting, washing, drying, folding, ironing & pairing.

It's
boring



Nobody enjoys laundry or going to the local dry cleaners.

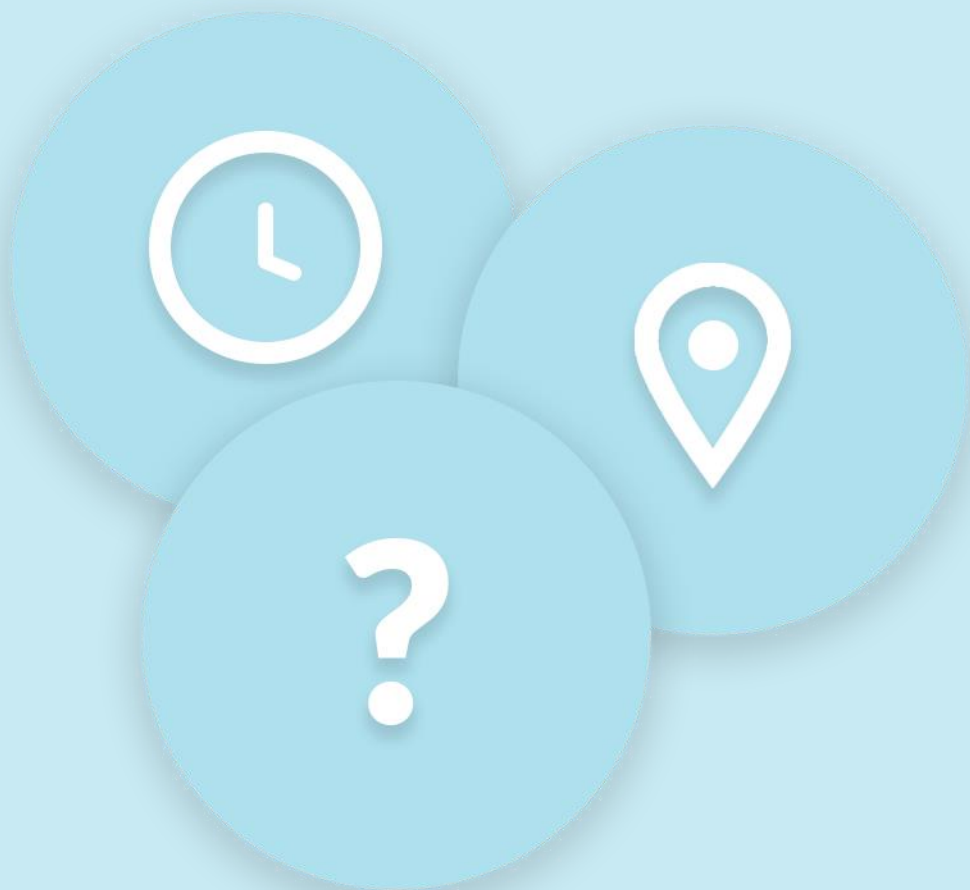
It's
inconvenient



Dry cleaners close at the same time as you get off work.

YOU CHOOSE YOUR OWN TYPE OF CONVENIENCE!

**Convenience is
deciding when, where
& what**



SOLUTION – WASHA DRIVERS

WE PICK UP



Our laundry hero picks up your dry cleaning or laundry.

WE DRY CLEAN OR LAUNDRER



At our facilities we give your clothes a Nordic Swan labeled treatment.

WE DELIVER



Our laundry hero drops off fresh clothes at your adress. No hasle!

SOLUTION - GLS COOPERATION

YOU DROP OFF



Drop off your clothes at a nearby ParcelShop

WE DRY CLEAN OR LAUNDRY



At our facilities we give your clothes a Nordic Swan labeled treatment.

WE DELIVER



We deliver your clothes to your preferred ParcelShop

YOU PICK UP



You pick up your clothes when you want.

Convenience is also about transparency and security.

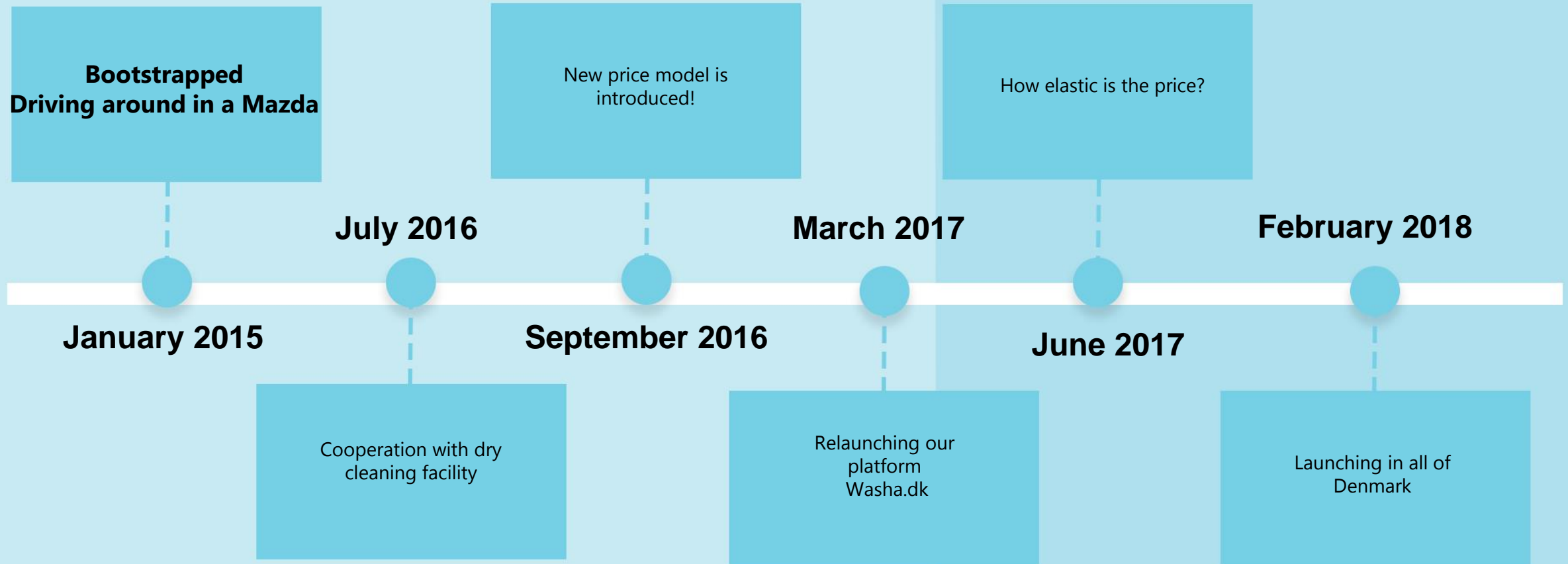
- 1. Order tracking**
Clothing is personal and you need to know where it is at all times
- 2. Pricing**
Everybody can afford this type of luxury.
- 3. Pick up and Delivery**
We pick up and deliver in hour slots to make it as convenient as possible.



Executive summary

- Washa is an award-winning digital and eco-friendly dry-cleaning/laundry service for private consumers built on a solid and scalable technology platform with easy of use and customer focus at its core
- The model is proven with almost 200,000 orders and 80,000 customers served over the last 5 years while improving the service through one-click orders and same-day pick-up. Significant investments have been made into order handling and logistical set-up to deliver excellent customer service while lowering delivery cost
- The service and flows have been developed based on in-depth input from different laundry partners.
- There are room for improvements of the key levers such as AOV, CAC, recurrence making the case even more solid with profitable growth
- On top of the geographical expansion of the current service we believe that additional services can be offered, including a number of services/segments to be developed together with different laundry partners.

A SNEAK PEAK OF OUR JOURNEY



9

Our first car!



10

But it was not easy!



A SNEAK PEAK OF OUR JOURNEY

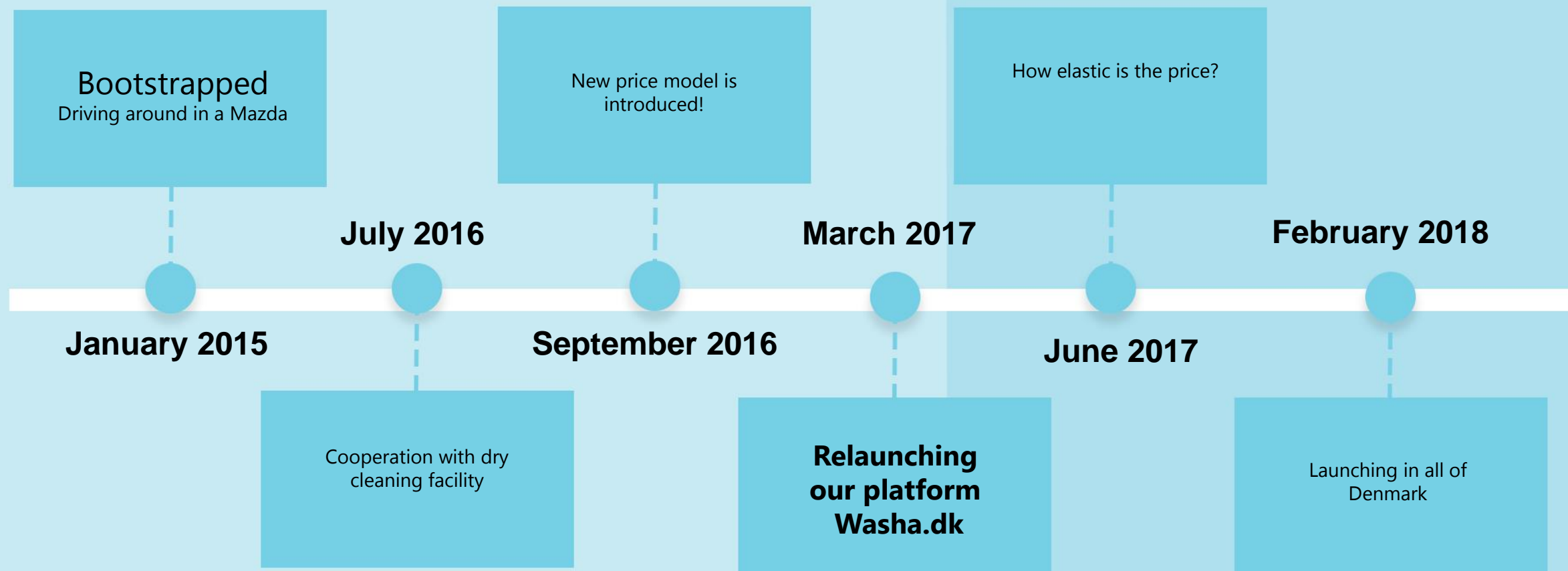


We couldn't make money with laundry / dry cleaning facilities

- We began focusing on dry cleaning.
- We stopped charging our customers per kilo but per bag
- All our prices increased with more than 70%
- Subscriptions were introduced to increase customer recurrency and profitability



A SNEAK PEAK OF OUR JOURNEY





10.55 orders per hour on a regular Thursday

Our secret to customer satisfaction is by meeting our customers:

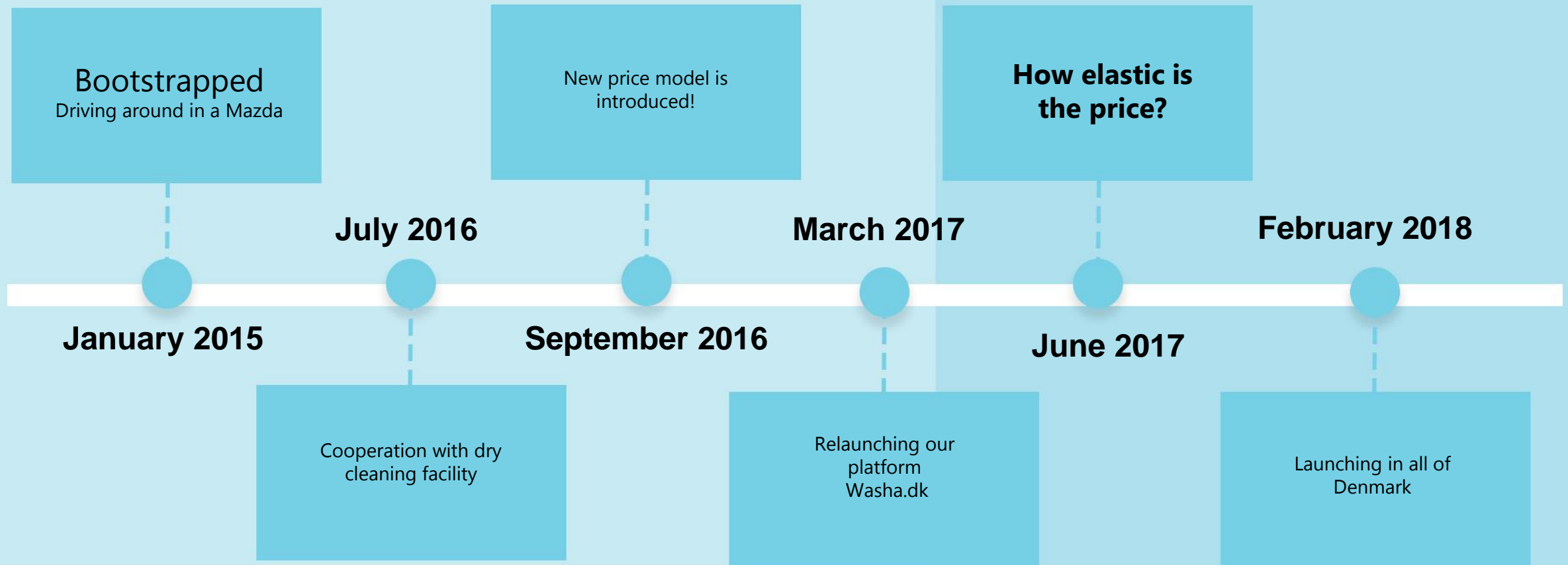
- With top professional and smiling drivers
- Always being on time
- Security via order tracking
- Simple order-flow
- Same day pick up



More than 2000 customers can't be wrong

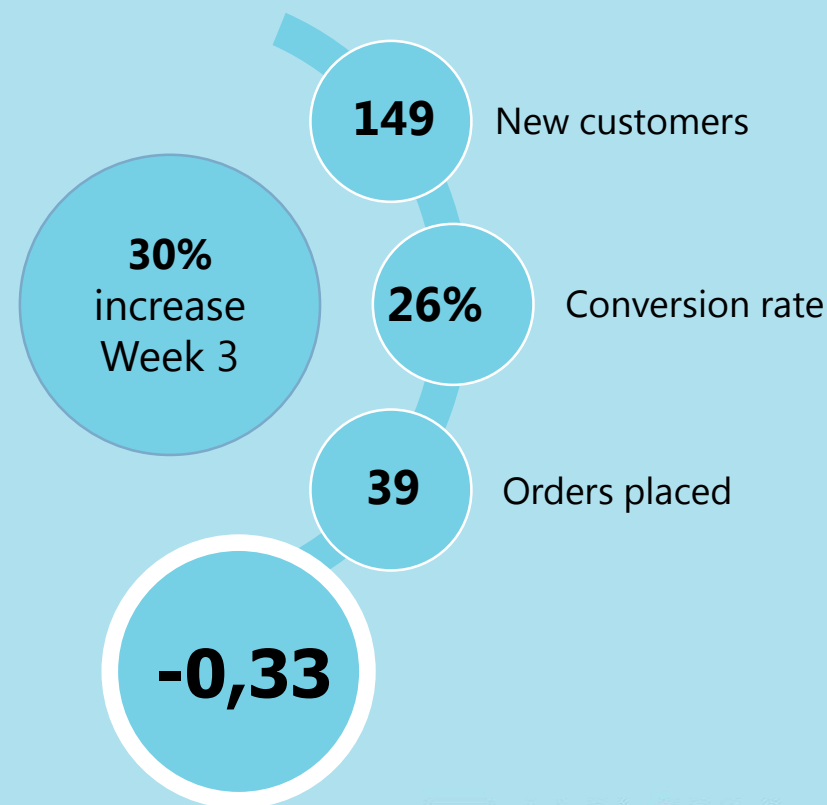
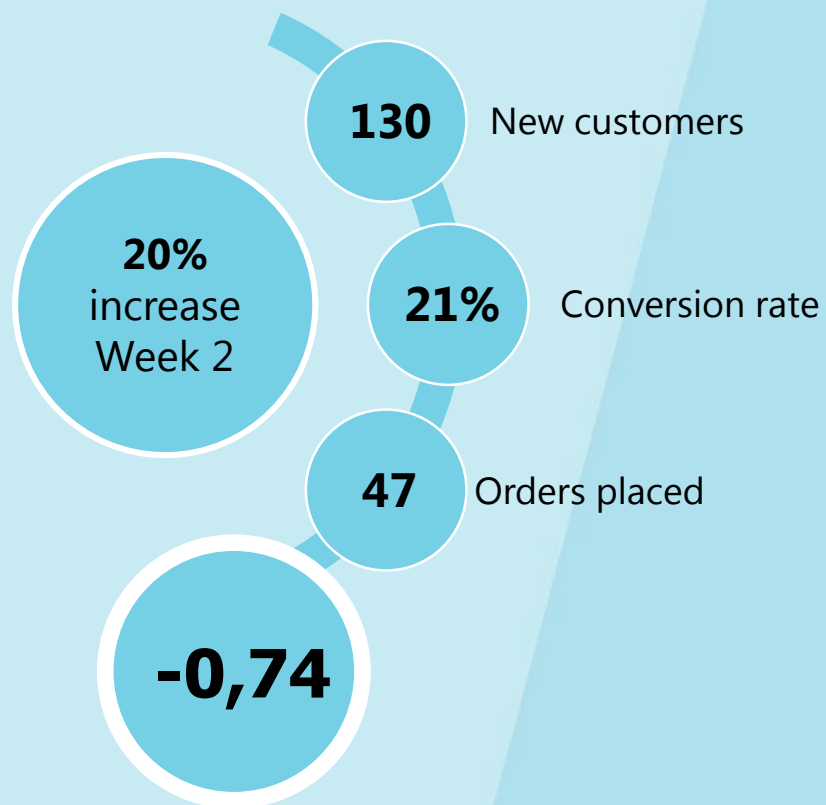
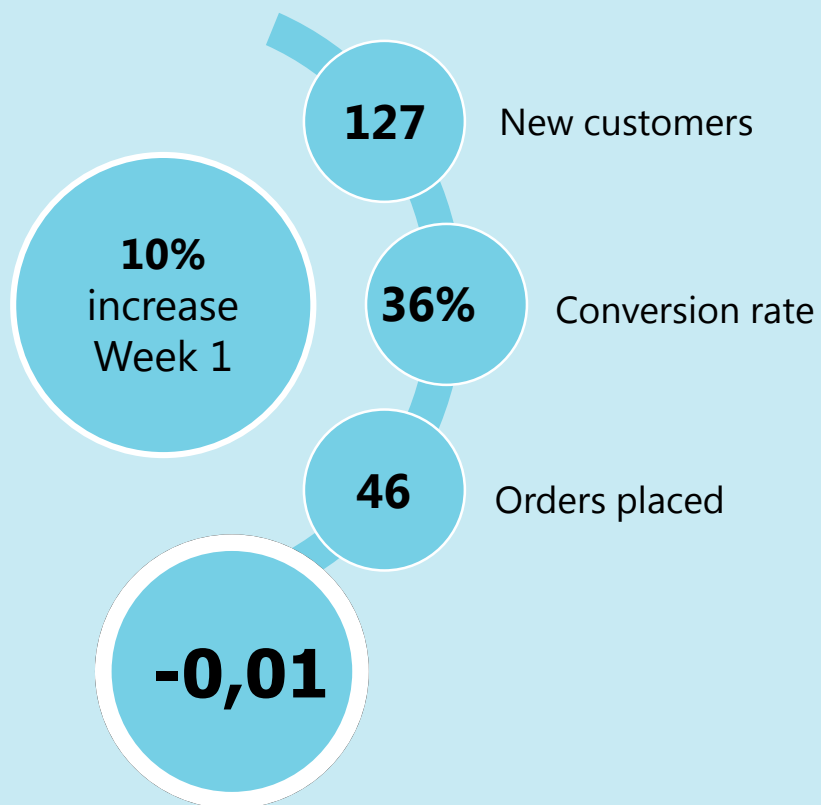


A SNEAK PEAK OF OUR JOURNEY

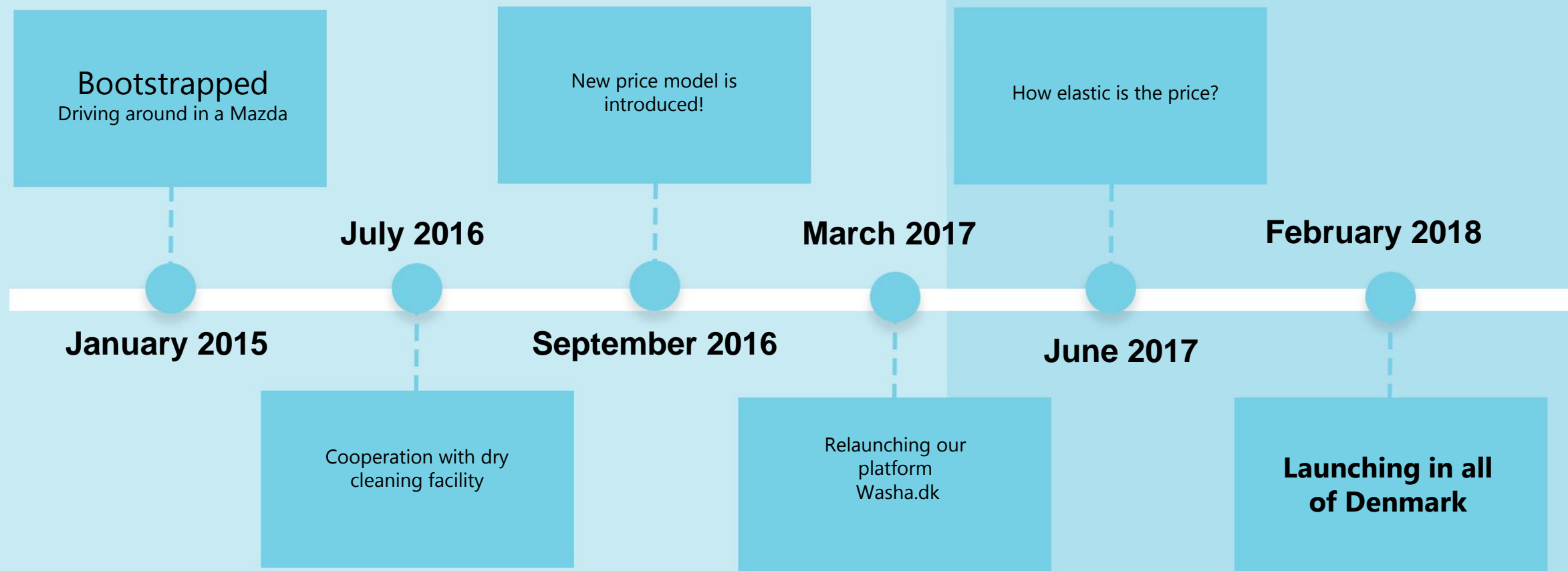


We can easily increase our prices with up to 30%

TEST OF PRICE ELASTICITY



A SNEAK PEAK OF OUR JOURNEY





EXPANDING AND CREATING A NEW MARKET

Washa has over the last 5 years created and expanded the laundry and dry-cleaning market

Before Washa our customers were:

- Doing their own laundry
- Going down to the dry-cleaners by themselves.

There were 200 dry cleaners in all of Denmark. But there is now more than **1400 dry cleaners** in DK and they are all open to around 8pm.



But what have I learned?

- LOD companies are first of all logistical companies! We do logistics.
- Growth is not important, if your model is not sustainable.
- Listen to your customers! You don't have the answer.
- Quality is very important in this industry! People are showing massiv trust when giving us their personal items.
- Human behaviour is not easy to change.
- Wash & fold price has to be low
- The way into the B2B market is through B2C
- Sustainability is created through subscriptions.
- Find the right investors! We have had strategic investors and business angels.





Companies need dry cleaning deals!

We offer:

- Easy sign up
- Easy administration
- Several payment methods

Questions?

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WASHA HAS GROWN FROM BEING A **STARTUP** TO A ESTABLISHED **BUSINESS**.

Generated
60 mio
in revenue

Generated
200.000
orders

Kept a GM of
40 %

Over the last 5 years has Washa proven that there is room for this service.

Washa is a:

- Profitable company
- Scalable company
- World class logistical company with same day pick up
- Leading Scandinavian online laundry and dry cleaning service.

Currency: DKK



We wensen u veel succes!