

# Takeaway Restaurants' preferred software provider

*Online Ordering, Payment and Marketing solution*





“

OrderYOYO is a software solution for small takeaway restaurants – **not a food portal**. As a result, many of you have likely used OrderYOYO without knowing it when you place orders at your favorite local takeaway restaurant.

**Søren Gammelgaard, CEO**

## Investment highlights

**+4,000**

Restaurant Partners

**DKK 113m**

ARR as of March 2021

**DKK 12.7m**

EBITDA 2020



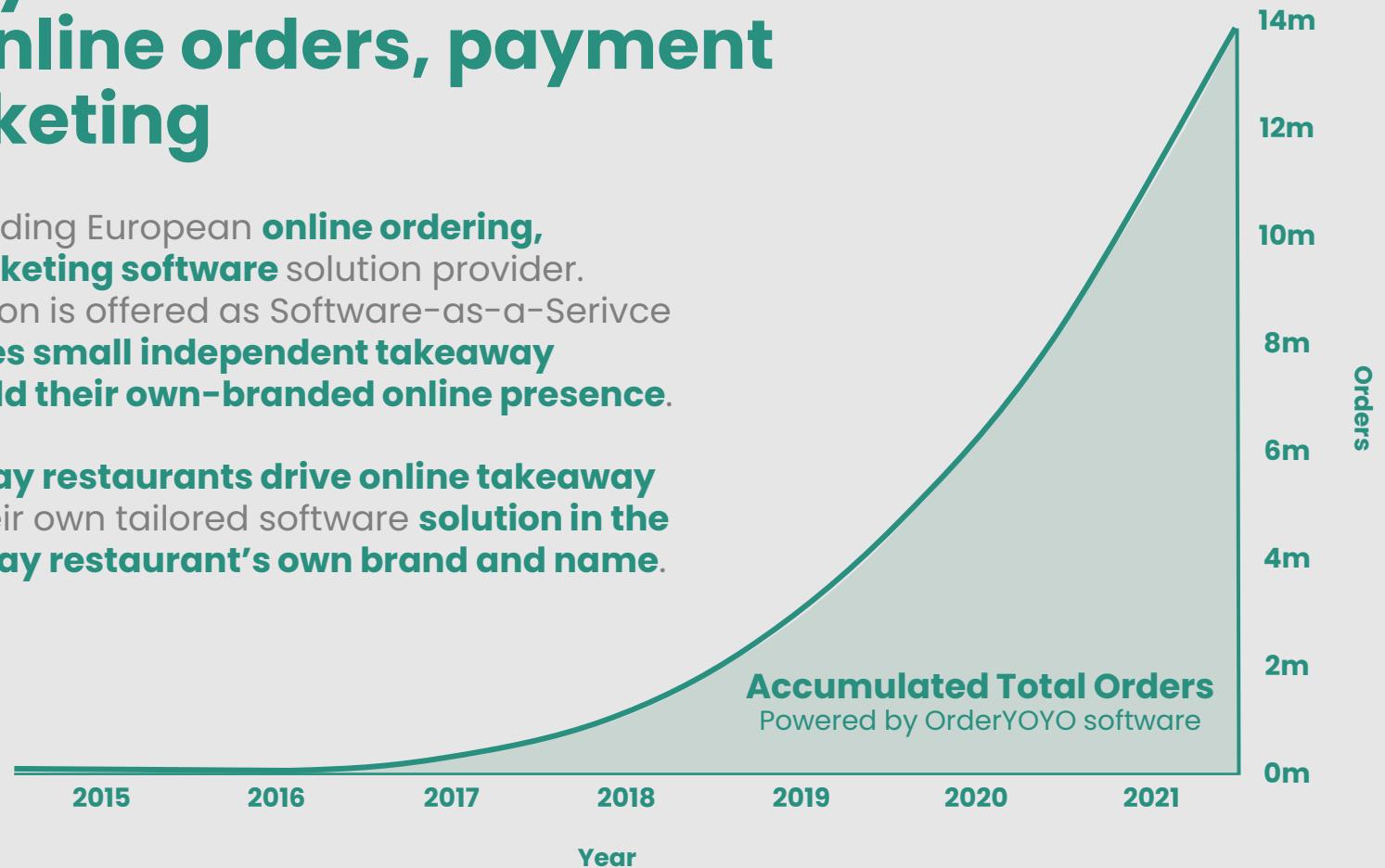
\*GMV - End-user Revenue (GMV - Gross Merchandise Value) is the total revenue handled through the Restaurant Partners' own website and app powered by OrderYOYO. OrderYOYO receives 5-9% of the total GMV

# OrderYOYO empowers local takeaway restaurants to handle online orders, payment and marketing

OrderYOYO is a leading European **online ordering, payment and marketing software** solution provider. OrderYOYO's solution is offered as Software-as-a-Service (SaaS) and **enables small independent takeaway restaurants to build their own-branded online presence.**

This helps **takeaway restaurants drive online takeaway orders** through their own tailored software **solution in the individual takeaway restaurant's own brand and name.**

Total orders  
**+13.4m**  
Mar '21





# OrderYOYO provides Takeaway Restaurants with all the necessary modern software solutions to serve their end-users

## Ordering

solution with proven and optimized end-user flow when ordering takeaway online

The online ordering solution is tailored to each Restaurant Partner including menu management, delivery capabilities, opening hours etc.

## Payment

securely handle all online orders and lets customer pay with Visa, Mastercard, Mobilepay etc.

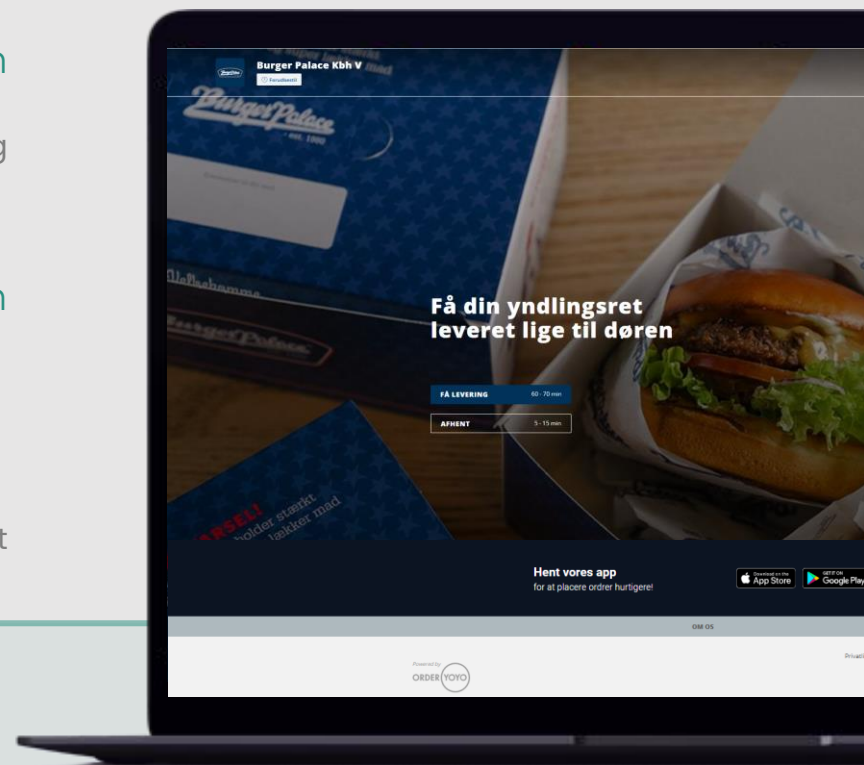
OrderYOYO handles all online payments from the end-users.

## Marketing

ensures Google optimization and strong digital present

Full suite of tailored marketing solutions designed to help Restaurant Partners to grow their end-user reach and increase online orders.

..all handled through a customized **website and app** solution  
**powered by OrderYOYO**







*"As a restaurant owner, it takes both time and resources that I don't have to create and maintain a dedicated website and app, which also has an ordering system/ordering module. With OrderYOYO you get the whole package: website, app and design. The product works as it shall. Simple and functional."*

**- Sercan Yücel, owner of Burger Palace (DK)**



# 90%

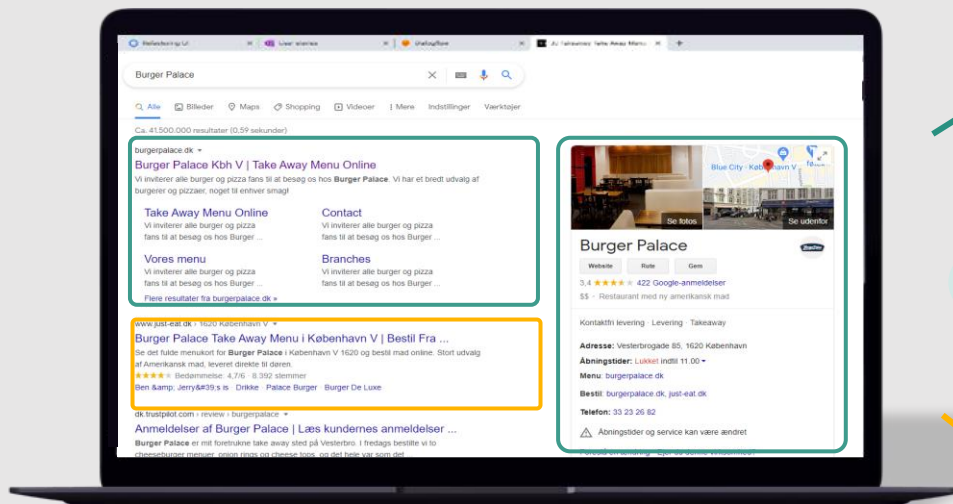
of online orders through restaurants own website and app,  
powered by OrderYOYO, stems from loyal recurring consumers



# Google is key for online success, why OrderYOYO assist with Google optimizations to increase online ordering through the Restaurant's own website

1

Consumer/end-user searches on Google for "Burger Palace"



Burger Palace


**Burgerpalace.dk**

White-label solution  
powered by OrderYOYO

**Food portal**

5-9%

Commision to  
OrderYOYO

Burgerpalace.dk ORDER YOYO

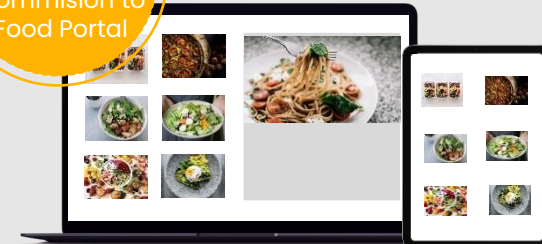
2

Consumer chooses between  
Burger Palace's own website or a  
food portal

14-35%

Commision to  
Food Portal

Food portal





We do **NOT** do delivery  
We do **SOFTWARE**  
*our Restaurant Partners do their own delivery*





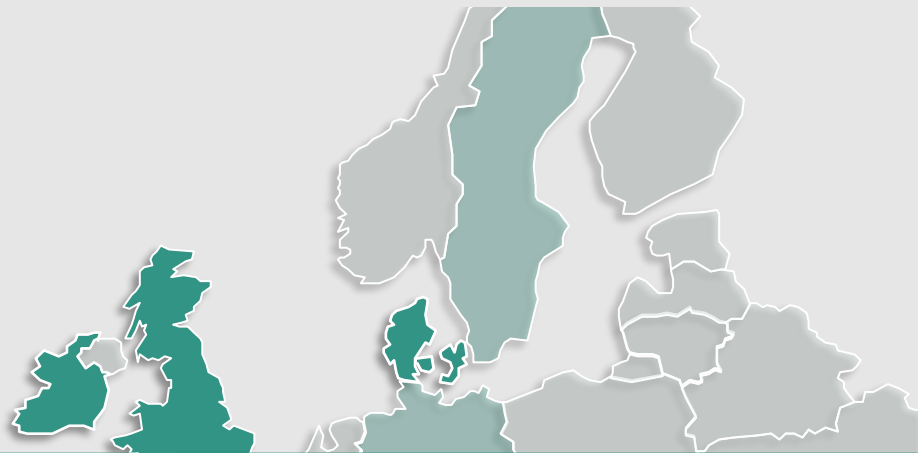


# OrderYOYO targets a handful of European countries with a market size of DKK 50bn – all takeaway restaurants with their own delivery

**OrderYOYO already has +4,000 Restaurant Partners and expect +5,000 Restaurant Partners at the end of 2021**

OrderYOYO's addressable market consists of takeaway restaurants with their own delivery capabilities. The addressable market in existing markets (UK, Denmark and Ireland) is valued at DKK +25bn.

In 2022 OrderYOYO plans to enter Germany, which is the second largest European market valued at DKK 19.3bn, followed by Sweden in 2023.



## Current markets

### United Kingdom

**+2,700**

Restaurants

**DKK 21.6bn**

Target Market Size

**27k**

Number of target restaurants

### Denmark

**+750**

Restaurants

**DKK 2.2bn**

Target Market Size

**2k**

Number of target restaurants

### Ireland

**+550**

Restaurants

**DKK 1.5bn**

Target Market Size

**2k**

Number of target restaurants

## Next markets

### Germany

**2022**

Entering Germany

**DKK 19.3bn**

Target Market Size

**24k**

Number of target restaurants

### Sweden

**2023**

Entering Sweden

**DKK 2.2bn**

Target Market Size

**3k**

Number of target restaurants

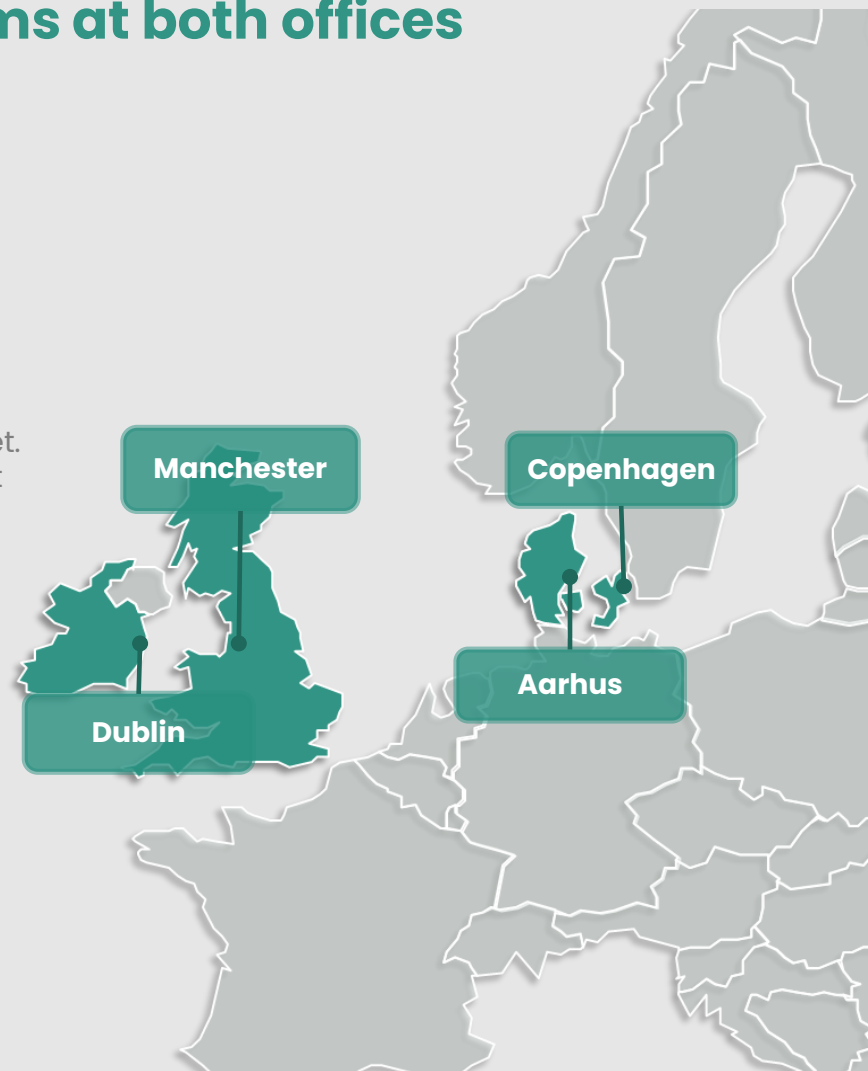


## OrderYOYO is dual headquartered in Copenhagen and Manchester – with solid and experienced sales teams at both offices

OrderYOYO employs more than 140 employees in the three markets Denmark, UK and Ireland with offices in each market.

Increased investments in existing Restaurant Partners through enhanced sales, account management, marketing specialists and systems will be an integral part of realizing OrderYOYO's growth potential.

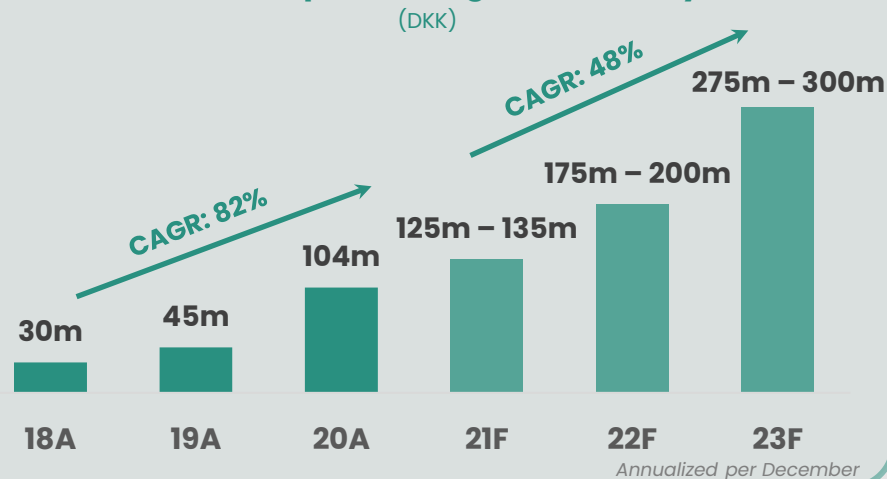
Organizational investments are highly necessary when entering new markets. Therefore, strong country organizations are crucial, and Country Managers will be key to hire and onboard in every new market. To support this, sales, onboarding and support functions must be built into this organizational setup.



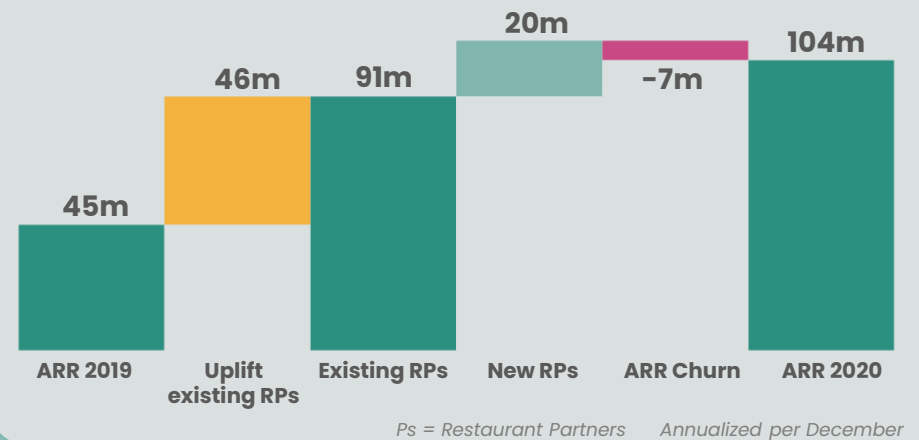


## From 2018–2020 ARR has increased 80% annually driven by uplift on existing Restaurant Partners and onboarding of new Restaurant Partners

Strong ARR Development since establishment in 2015 - ARR is expected to grow annually ~48% (DKK)



OrderYOYO has significantly increased uplift on existing customers and new sales (DKK)



### Highlights

**+4,000**

Restaurants  
per March 2021

DKK  
**12.7m**

EBITDA A2020

DKK  
**113m**

ARR per  
March 2021

**207%**

Net GMV retention  
rate after 12  
months

**~5%**

Churn based on  
post-trial period





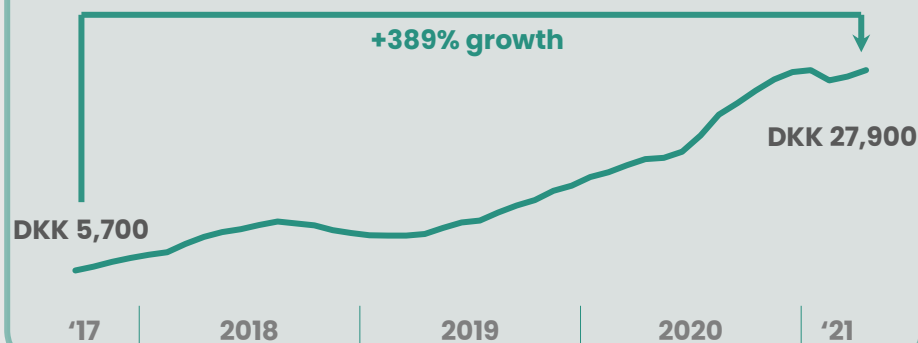
## OrderYOYO has increased end-user revenue (GMV\*) to DKK 1.2bn as of 2020 driven by strong retention rate and increase in RPs

OrderYOYO expects to achieve an ARR of approximately DKK 275m – 300m in 2023 corresponding to an annual ARR growth of ~48% from 2021-2023.

The ARR growth is a result of a strong increase in both number of new Restaurant Partners (new customers) and number of orders per Restaurant Partner (growth of customers). Restaurant Partners 12 month end-user revenue (GMV\*) Retention Rate is thus 207% translating into a doubling of GMV per Restaurant Partner in 12 months.

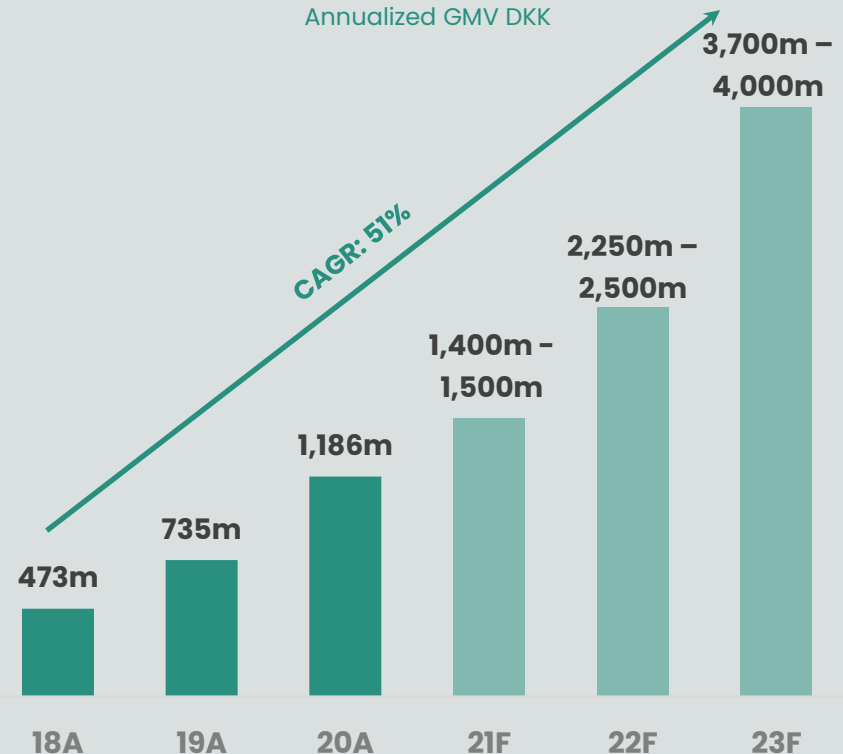
### Average end-user revenue (GMV) per Restaurant Partner

rolling 6 months



### DKK +1bn yearly handled through solutions powered by OrderYOYO

Annualized GMV DKK



\*GMV – End-user Revenue (GMV – Gross Merchandise Value) is the total revenue handled through the Restaurant Partners' own website and app powered by OrderYOYO. OrderYOYO receives 5-9% of the total GMV



## Experienced and ambitious management team and some of the most prestigious Danish venture investors in the Board of Directors

### Management



**Søren Gammelgaard**  
CEO & CFO



**Kristian Brønsbjerg**  
CCO and UK & Ireland  
Country Manager



**Ralf Sohl**  
CTO



**Jesper Jakobsen**  
Country Manager  
Denmark



**David Evans**  
Head of Sales  
Ireland

### Board of Directors and post IPO ownership



**Jesper Johansen**  
Serial investor & Chairman  
**10.7%**



**Preben Damgaard Nielsen**  
Serial investor  
Founder of Damgaard Data  
sold to Microsoft  
**15.9%**



**Ulla Brockenhuus-Schack**  
Managing Partner  
Seed Capital  
**SEED Capital – 23.9%**



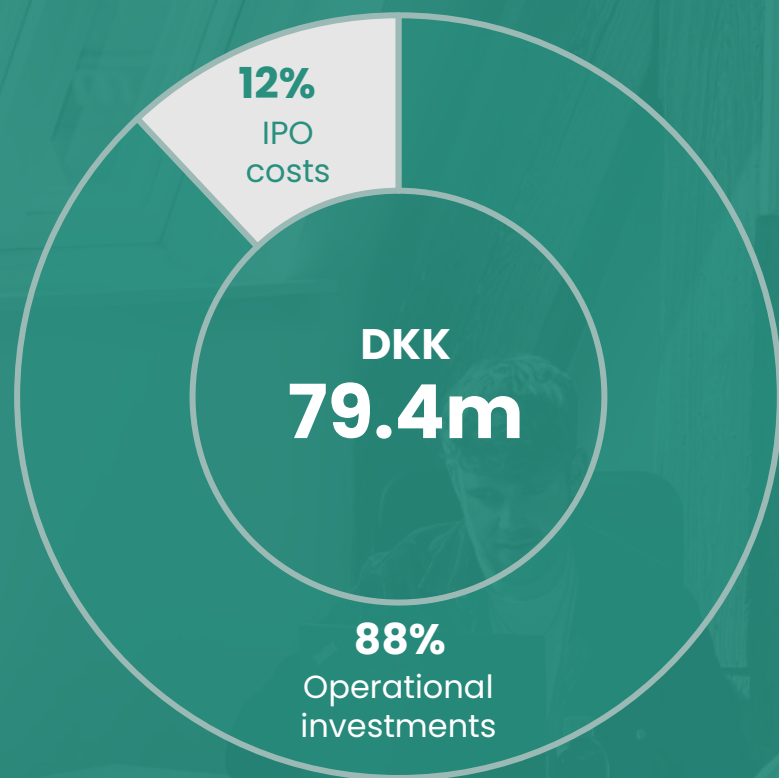
**Theis Regner Riber Søndergaard**  
Co-founder Vivino  
**0.2%**



**Jacob Christian Bratting Pedersen**  
Partner Vækstfonden  
**Vækstfonden – 19.0%**



## The DKK 79.4m raised in the Offering and Private Placement will be invested to further expand OrderYOYO's market-leading position



### **35%** Investments in sales and marketing in existing markets

OrderYOYO has identified more than 27,000 restaurants within their core Restaurant Partner segment in UK. Currently, OrderYOYO serves approximately 10% of these Restaurant Partners.

### **33%** Investments in market entry in new selected European markets

In the period from 2022 to 2023, Germany and Sweden are the two main markets identified and deemed attractive for OrderYOYO. In total, Germany and Sweden hold a potential of more than 25,000 takeaway restaurants in OrderYOYO's key segment.

### **20%** Investments in product development

OrderYOYO's mission is to inspire and empower local takeaway restaurants to engage with their end-users. OrderYOYO's product offering will continuously be developed to ensure that the software solutions offered to the Restaurant Partners are best-in-class.

### **12%** IPO costs

The remaining 12% of the gross proceeds are allocated to IPO costs, which covers items such as advisor fees, VAT, taxes, etc.





## Information about the Offering

### BACKGROUND AND USE OF PROCEEDS

OrderYOYO A/S intends to list on Nasdaq First North Growth Market to raise capital. The proceeds will be used to further expand OrderYOYO's market-leading solution. From the gross proceeds, 88% will be allocated to operational investments. The operational proceeds will be allocated as follows: Investments in sales and marketing in existing markets (35%), investments in market entry in new selected European markets (33%), Investments in product development (20%). The remaining 12% of the gross proceeds are allocated to IPO costs, which covers items such as advisor fees, VAT, taxes, etc.

### TIMETABLE FOR THE OFFERING

<b>The Offer period begins</b>	11 June 2021 9:00 (CET)
<b>The Offer period ends</b>	24 June 2021 23:59 (CET)
<b>Result of Offering announced</b>	28 June 2021 9:00 (CET)
<b>Settlement/Payment</b>	1 July 2021
<b>First day of trading</b>	2 July 2021

### SUMMARY INFORMATION ABOUT THE OFFERING

<b>Market</b>	Nasdaq First North Growth Market
<b>Offer Price</b>	DKK 13.60 per Offer Share
<b>Minimum subscription</b>	DKK 3,808 (280 Shares)
<b>Size of the Offering</b>	DKK 59.4 million
<b>Offer Shares</b>	4,367,647
<b>Total Shares after the Offering</b>	53,847,745
<b>Pre-subscription amount</b>	DKK 37.5 million
<b>Temporary ISIN</b>	DK0061553914
<b>Permanent ISIN</b>	DK0061553831

### SUBMISSION OF APPLICATIONS TO SUBSCRIBE

Investors must subscribe for a minimum of DKK 3,808.00 corresponding to 280 Offer Shares. Applications to subscribe for Offer Shares in the Offering should be made by submitting the application to the investor's own account-holding bank during the Offer period or through the investor's own online bank during the Offer period. The application form is enclosed in the Company Description available at the company's <https://orderoyo.com/investor-relations/>. Applications are binding and cannot be altered or cancelled.

For orders to be accepted, the application form must be submitted to the investor's own account-holding bank in complete and executed form in due time to allow the investor's own account-holding bank to process and forward the application to ensure that it is in the possession of Danske Bank no later than 23:59 Central European Time on June 24, 2021. Persons who are account customers at Nordnet AB may apply for the acquisition of shares through Nordnet's Online Service.

Subscribe through Nordnet:  
<https://www.nordnet.dk/dk/kampagner/orderoyo>

### PRE-SUBSCRIBERS

Investor	# of new Shares	Subscription amount (DKK)
<b>BankInvest</b>	1,470,588	19,999,996.80
<b>Vækstfonden</b>	735,293	9,999,984.80
<b>Damgaard Company A/s</b>	367,647	4,999,999.20
<b>SOFIDA ApS</b>	183,824	2,500,006.40
<b>Total</b>	<b>2,757,352</b>	<b>37,499,987.20</b>

## Certified Adviser



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