



More than logistics. We Take the Ops, You Take a Breath

End-to-end logistics solutions for Multichannel Ops

December 2023

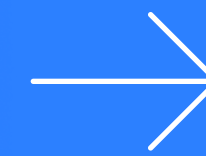




Our mission



Producer



Bairro
Microhub

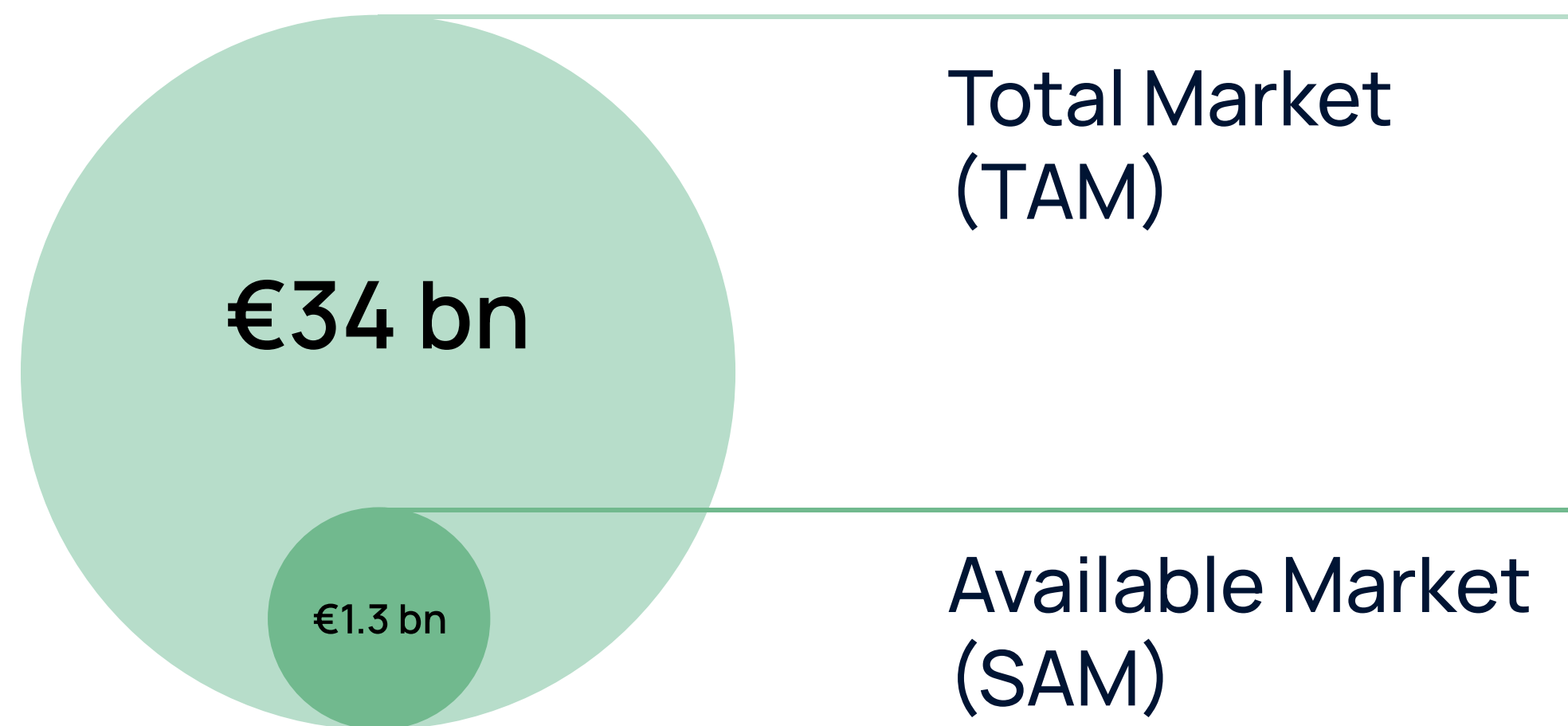


Final
Customer

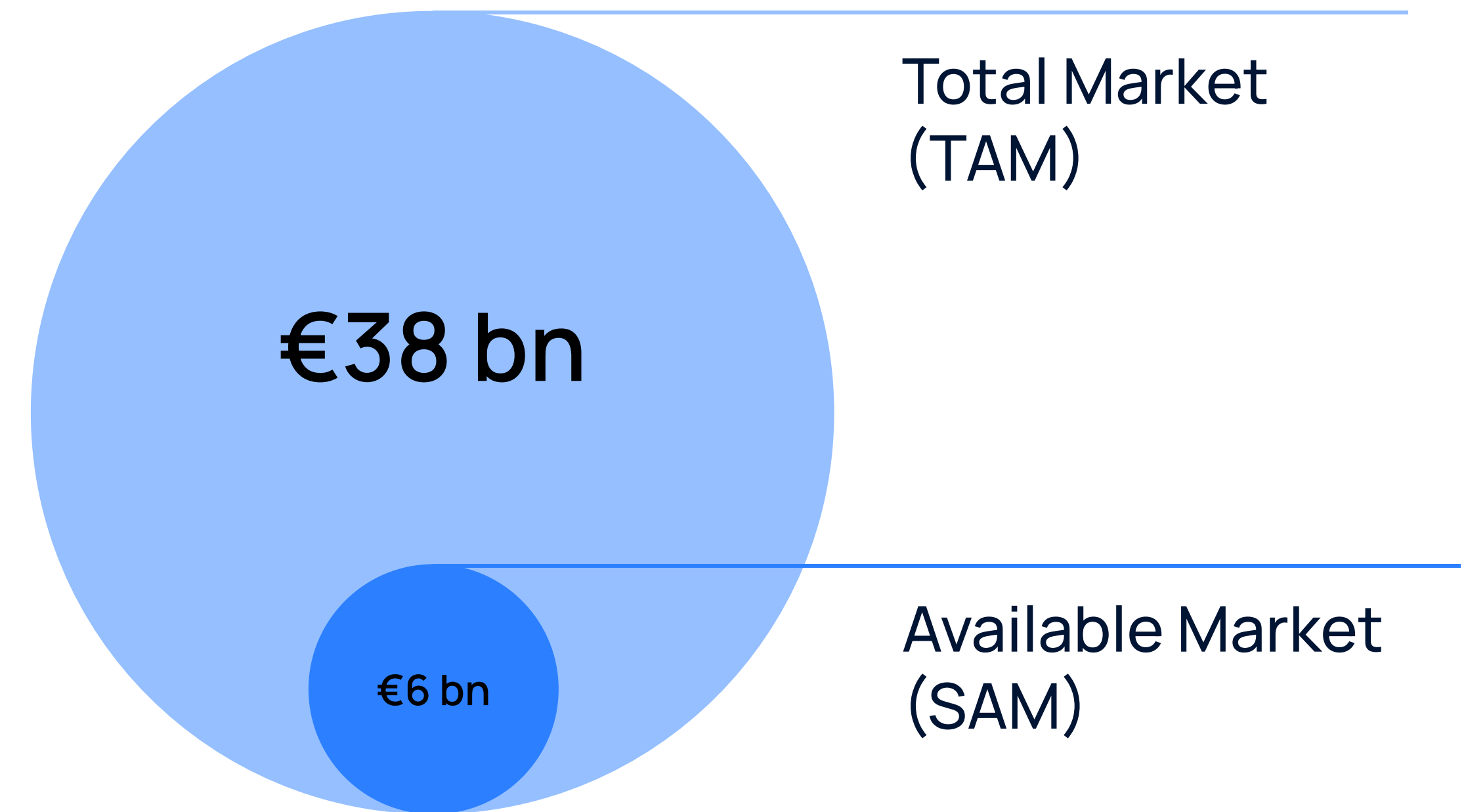
ENABLE DIRECT INNOVATION WITHOUT INTERMEDIARIES



Market opportunity



Current market



Market projection for 2028



Bairro Direct is the leading platform for multichannel operation solutions in Iberia

Processed orders

300k

Perfect orders rate

98%

Processed items

+2M

Verified fulfillment rate

99.6%

OUR BRANDS



Supporting Local Economies. Real Businesses.
The Right Partner. Happy Clients



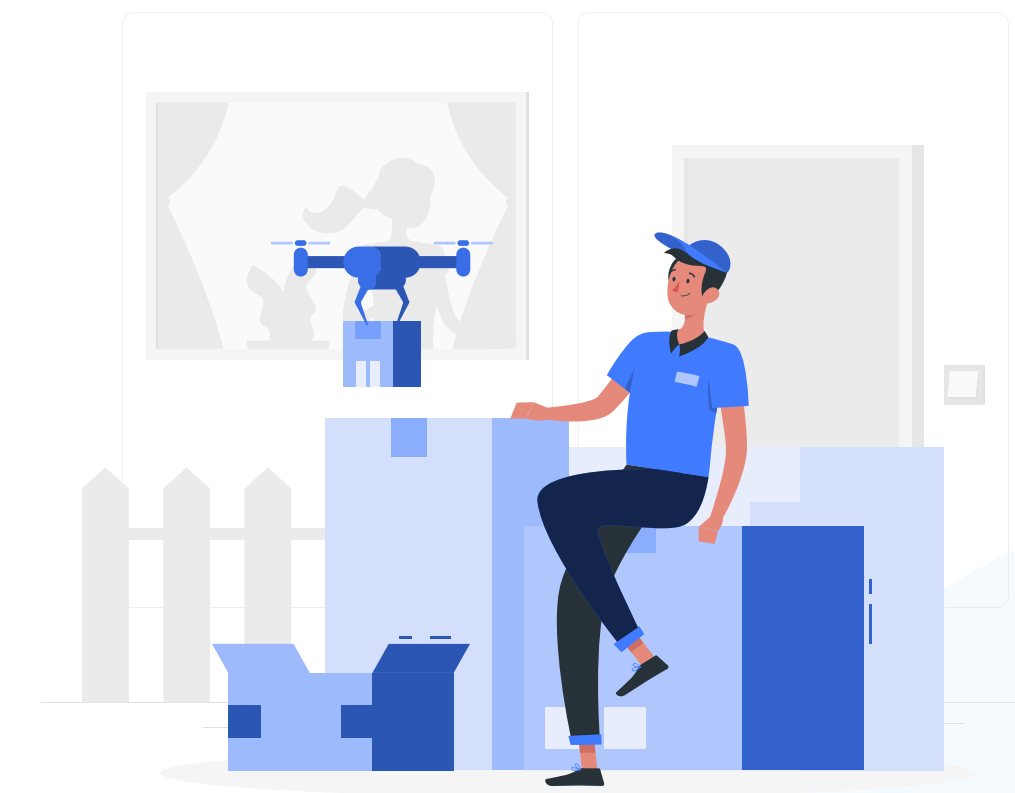
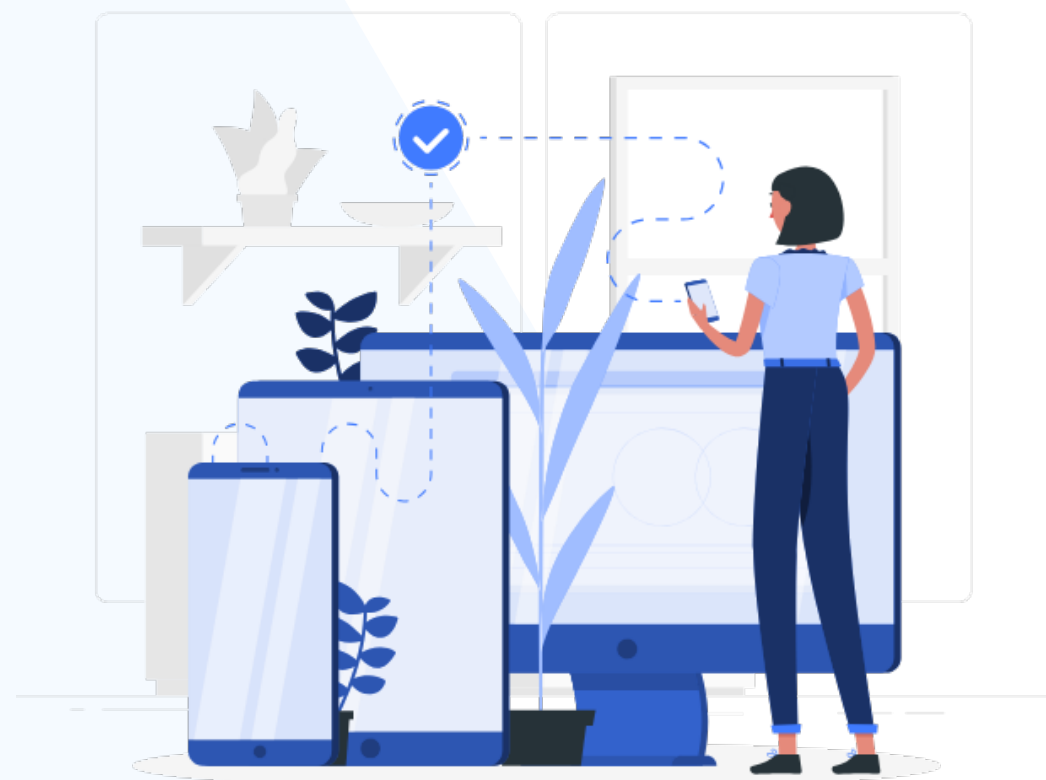
+30

Bairro has been a game-changer, accelerating our presence in the digital space. Their launch of Swee on UberEats led to our online sales multiplying by up to **4x times**. Customers are thrilled with the instant gratification of receiving their healthy low sugar ice cream within just 30 minutes to watch their tv shows chilling on the couch

Swee, Diogo Valente



E-commerce Logistics: Where Precision Meets Premium Service



- 1. Connection**
We connect/create your store, import the items, and manage your inventory.

- 2. Storage**
We store your inventory in our 'microhubs'

- 3. Shipment**
When a customer places an order, we process and ship it



New Sales Channels: Opening Doors to Millions of Customers

We are the official technological partner of UberEats in Portugal

1. **Real-time Stock**
Unique in Portugal, with automated real-time stocks on marketplaces
2. **Order Management and Processing**
99% accuracy in order preparation
3. **Access to a New Customer Portfolio**
Coverage of 3 million potential customers with delivery in 30 minutes



4.9

Rating
Customer Satisfaction

65%

These are orders from
recurring customers

0,4%

Cancellations



Bridging Brands and Big Retail: Your Products, Our Proven Distribution

We connect your brand to major retailers through our specialized distribution.

We provide excellent service, ensuring continuous access to key retail channels and building lasting relationships with these partners.

This service includes distribution to catering establishments, hospitality, and smart vending machines.

Available delivery options:

- 30 minutes
- Same-day
- Next-day





Grow your business with Bairro Direct

Your customers will have the best shopping experience with guaranteed stocks and 98% perfect orders (promised time, in full)



30%

Increase in Conversion Rate

4.9/5

Service Excellence

98%

Perfect Order Rate (On time, In full)

4X

Sales Growth



Why brands love us?



Extensive Urban
Coverage in Lisbon



Operating Hours:
Monday to Sunday,
from 10:00 AM to 04:00 AM



Data Intelligence



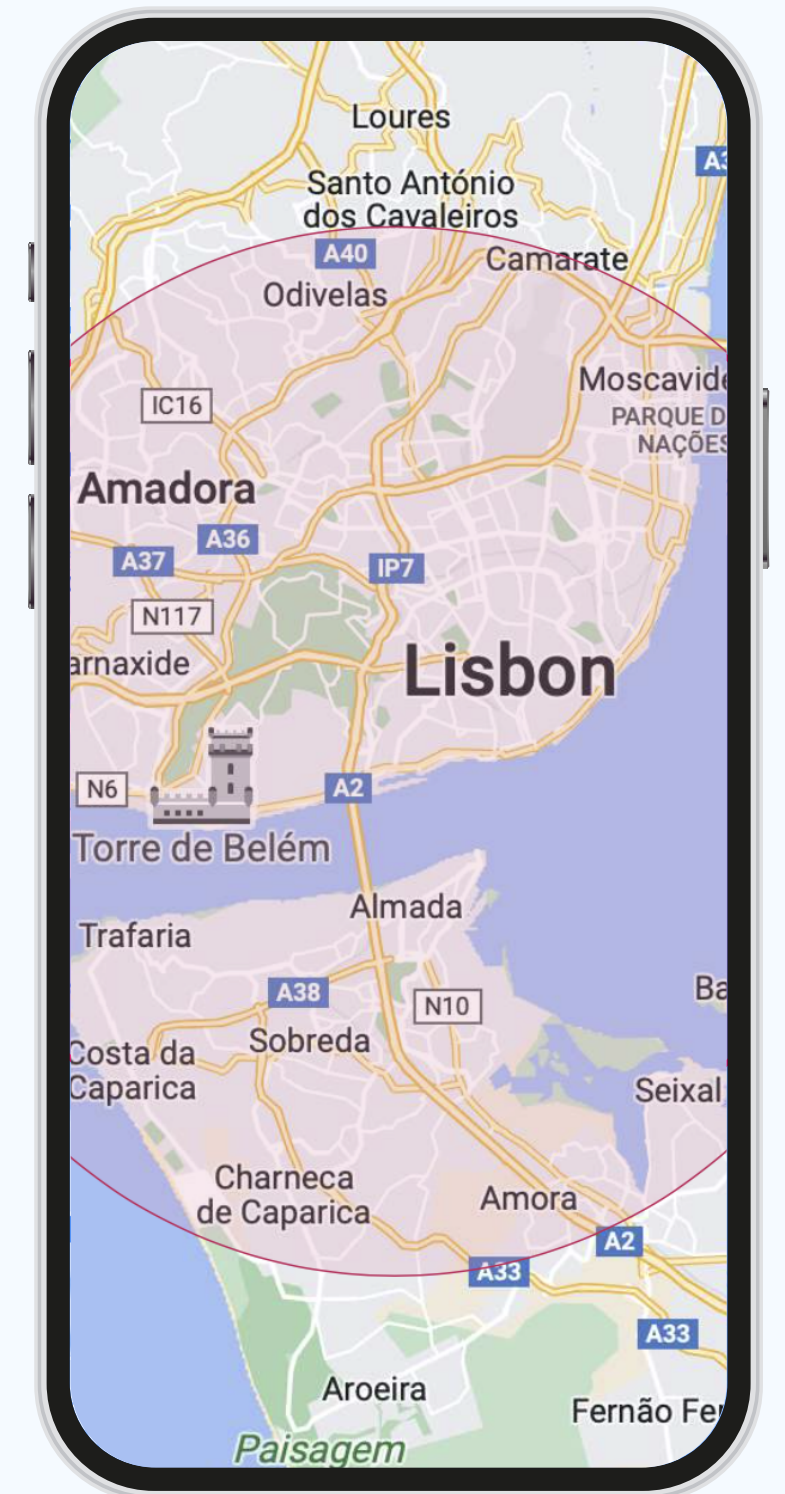
Higher Retention
Rate



Superior Shopping
Experience



Express Delivery in
30 Minutes





Go-to-Market Support



Performance Marketing

We specialize in working with algorithms on platforms, collaborate in creating your marketing plan, or manage it entirely. Real-time visibility of analytical data.



PR Communications

We help your brand gain visibility during the digital transition and create a stronger connection with your customers. We collaborate on communication planning for seasonal campaigns.



Cross Partnerships

We empower the creation of 'cross-partnership' campaigns and special combos with other brands to increase customer interest and order frequency, all at no additional cost.



In-App Communications

We promote communications on our Bairro app, where we will share content about your brand through banners, social media, and performance marketing.



All hands marketing support

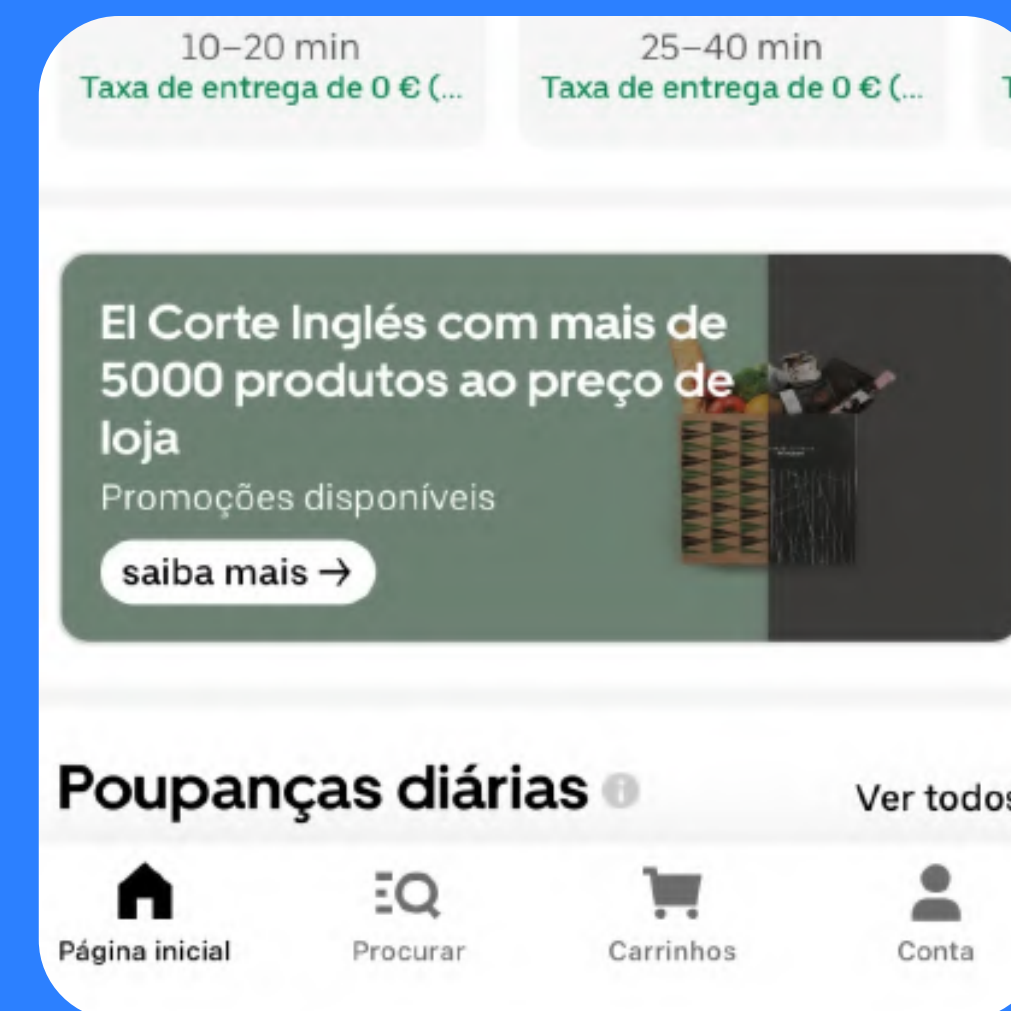
Push Notifications

Direct Email

Email

Billboards

Influencers





Let's Triple Your Sales!

We are open to questions and suggestions!

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