

KARAVAN OVERVIEW



KARAVAN VISION: "TO BE A LEADING B2B MARKETPLACE IN VIETNAM"



General Trade segment



HORECA segment



KARAVAN – A VIETNAM-BASED B2B E-COMMERCE PLATFORM



B2B E-commerce Platform
Connecting Brands To HORECA and General Trade (GT) segments



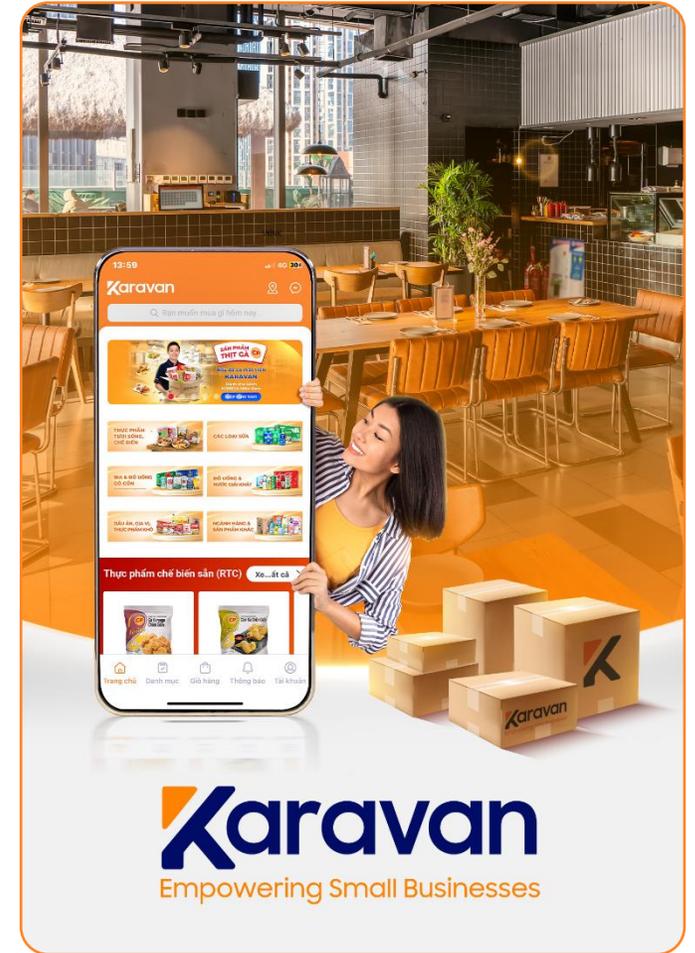
Gateway To Vietnam General Trade Market & HORECA For Foreign Brands



Digitize Traditional Retail Value Chain
With Real-time Reporting To Brands
(Inventory, Pricing, Location)



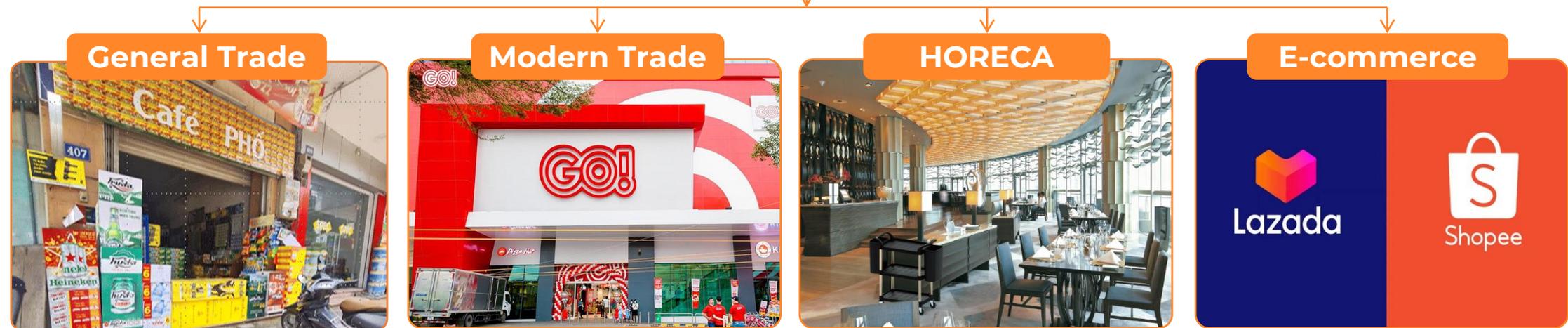
Centralized one-stop ordering for HORECA and GT merchants



KARAVAN SERVICE OFFERINGS



VIETNAM MARKET



ADVANTAGES OF KARAVAN PLATFORM



CONNECTING BRANDS DIRECTLY TO GT MERCHANTS & HORECA

GENERAL TRADE & HORECA CHANNEL

KARAVAN TARGET:
Brands' Level-1 Distributor



Brands



Sub-distributor & Wholesaler



GT Merchant



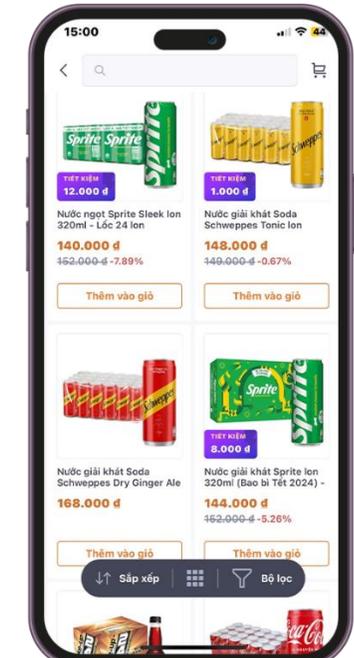
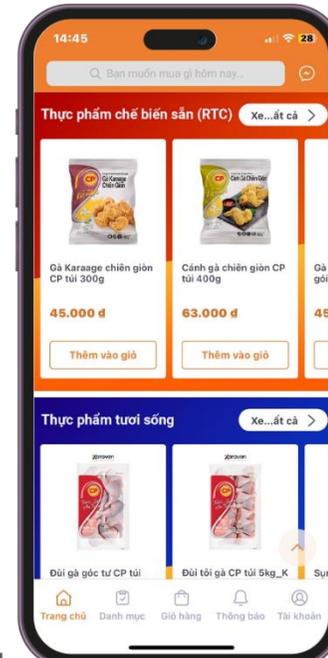
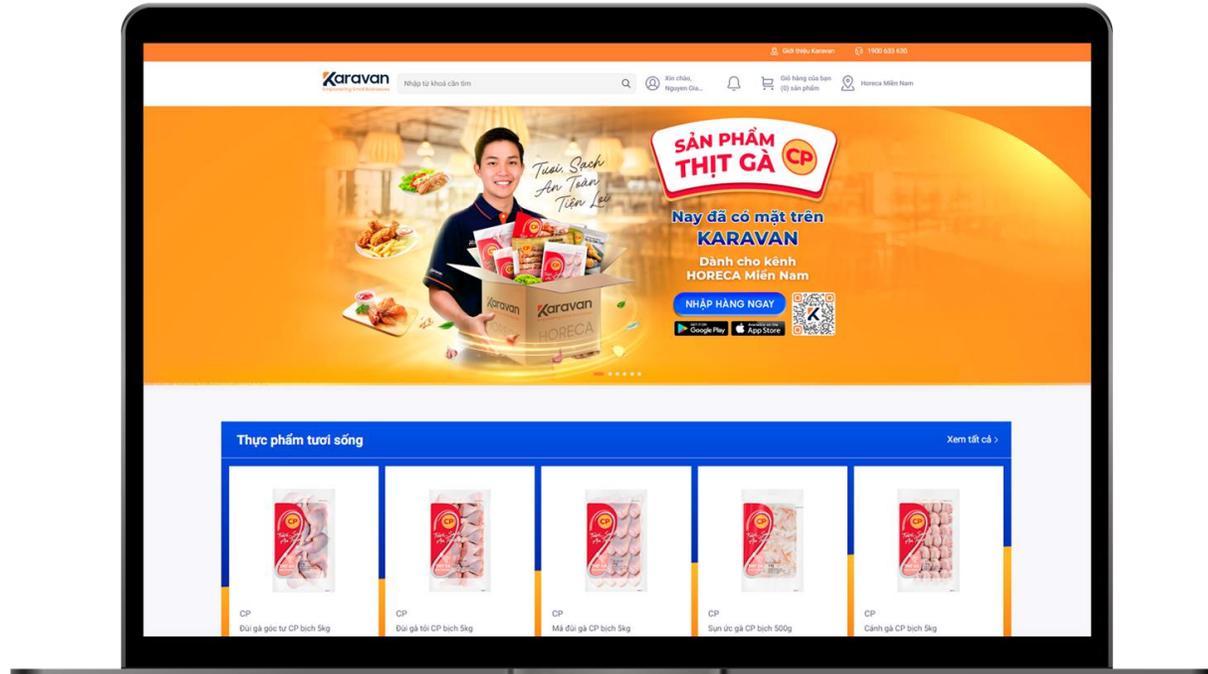
HORECA



End Consumers



KARAVAN'S OWNED PLATFORMS (WEBSITE & APP)



CURRENT NETWORK & PARTNERS

FEATURED BRANDS



and many other notable brands



SALES CHANNELS



**DIRECT
SALES TEAM**



**MOBILE APP
WEB**



**POS ORDER
(POS SYSTEMS)**



**TELESALES
TEAM**

EXISTING FULFILMENT CENTERS & DELIVERY TRUCKS



Fulfilment Centers & Delivery Trucks

BENEFIT TO WORK WITH KARAVAN



CENTRALIZE ORDERING



TRANSPARENT & COMPETITIVE PRICING



VARIABLE AND RELIABLE PRODUCT SOURCING



ONTIME DELIVERY & FLEXIBLE LOGISTIC

KARAVAN MERCHANTS: GENERAL TRADE SEGMENT



KARAVAN CUSTOMERS: HORECA SEGMENT

