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Provi is a software company that has built the **world's largest marketplace** for alcohol suppliers, distributors and retailers.

QUICK STATS

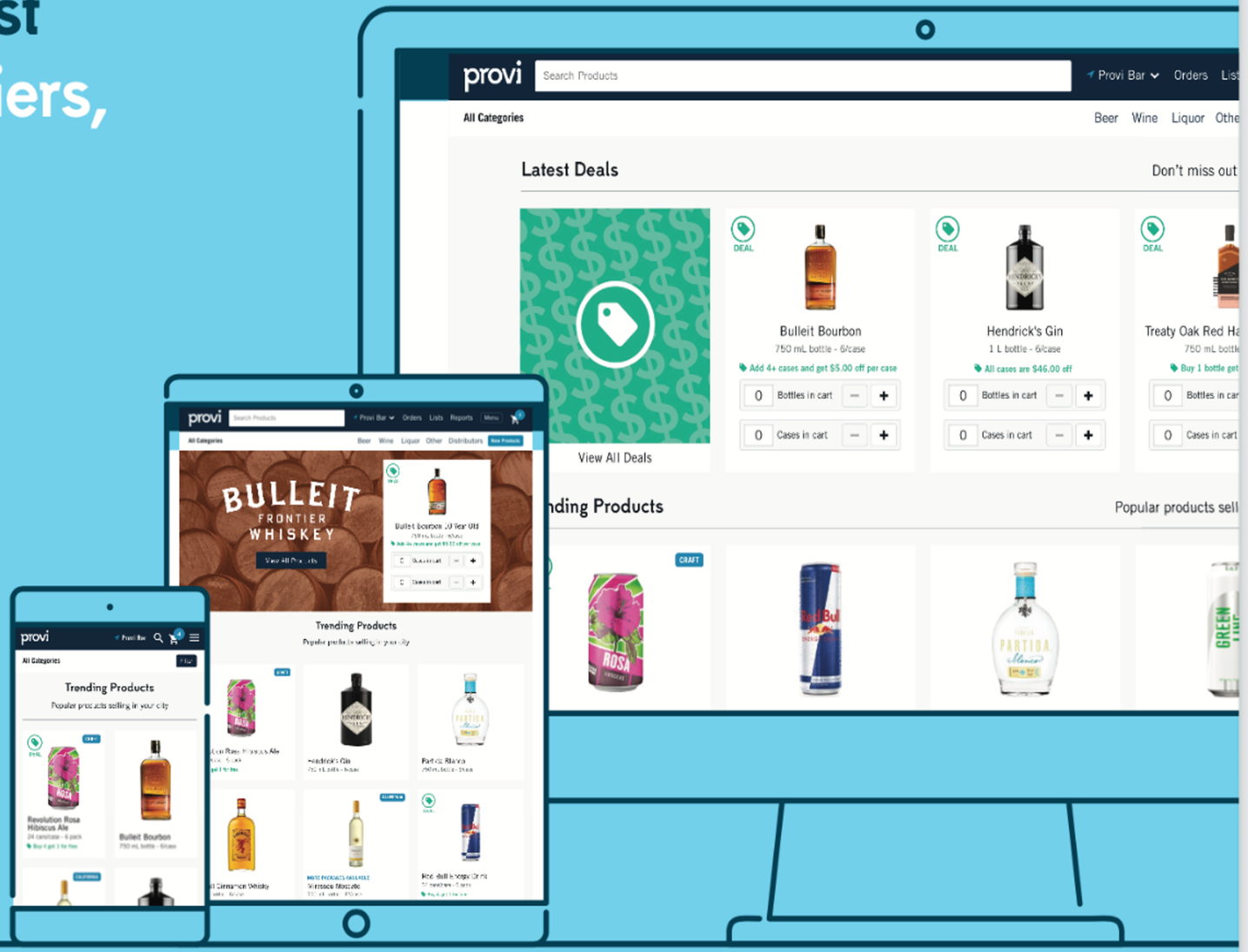
→ Founded in Chicago 2016

→ $50mm in Funding

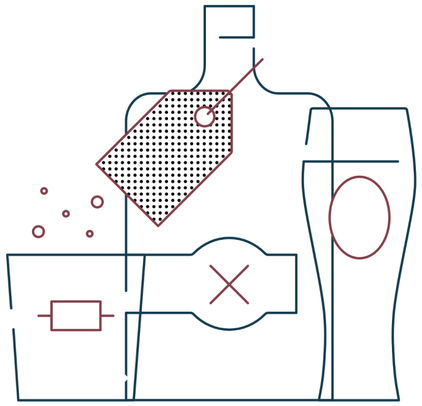
→ Backed by Bessemer Venture Partners

→ 100+ Employees

→ Executive team with deep background in technology, hospitality and CPG



The Opportunity for Online Ordering and an Open Marketplace



50,000+
Suppliers
(Breweries, Distilleries, Importers, Wineries)

3,500+ Distributors

600,000+
Bars, Restaurants, Retail

2mm+ SKUs

$160B Transactions

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The Retailer Challenge

8+
Distributor reps

1mm+
SKUs available

+135K
SKUs new this year

+415%
SKUs new this decade

The Distributor Challenge

200+
Retailers

1,000s
of SKUs to sell

50%
of time spent manually entering orders

+ Obtaining orders in a variety of ways

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Retailers Need a Marketplace

Search, Shop, Discover

Retailers want to browse, search, and shop the product catalogs of every distributor in their market.

One-Click Ordering

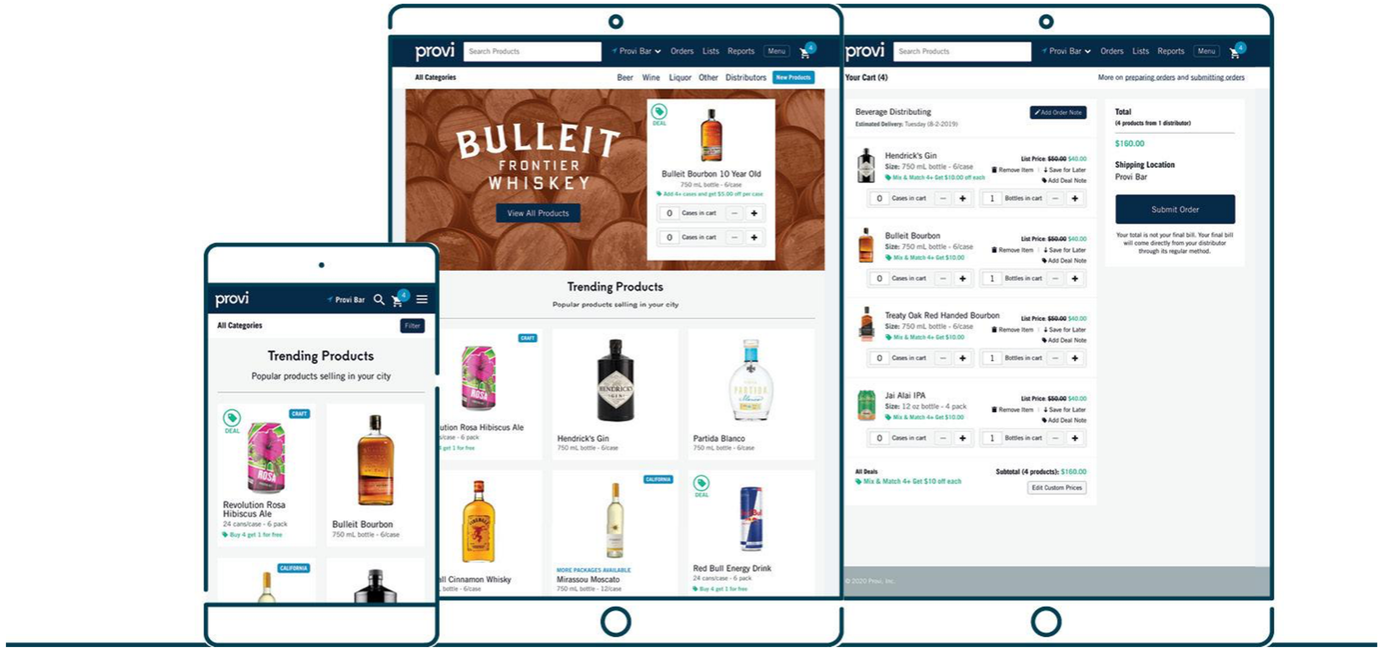
Communicate orders to all reps in a single shopping cart

Increased Transparency

Order notifications and event-tracking alert retailers on the status of their orders.

Reporting

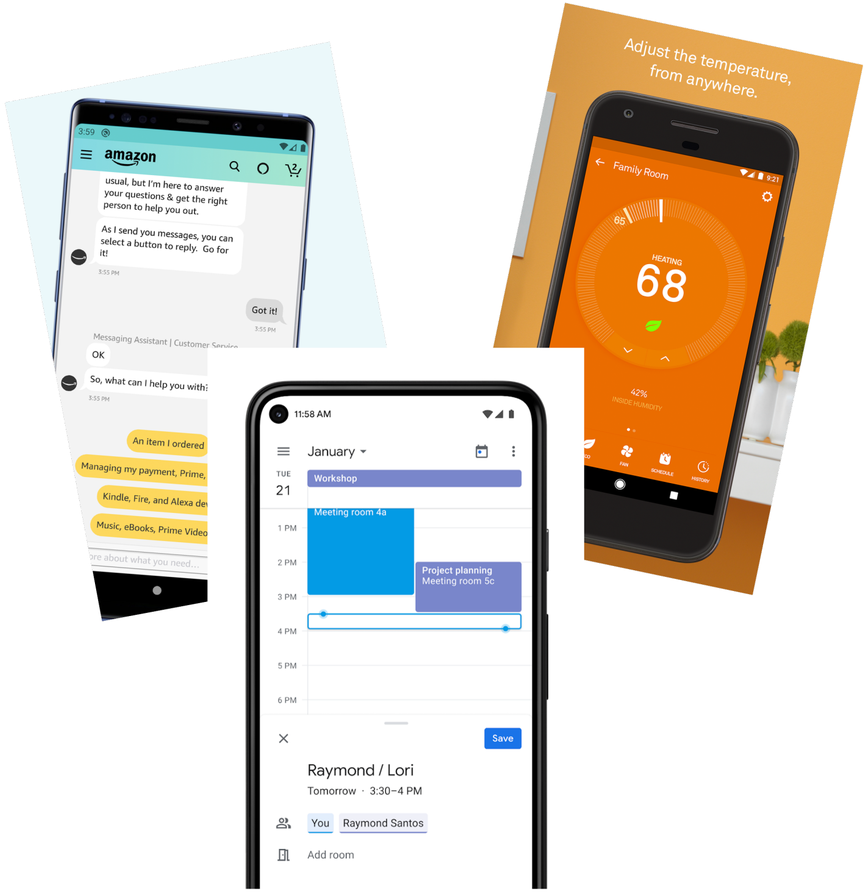
Past order history graphically displayed to provide additional data on the business



Our World Continues to Change

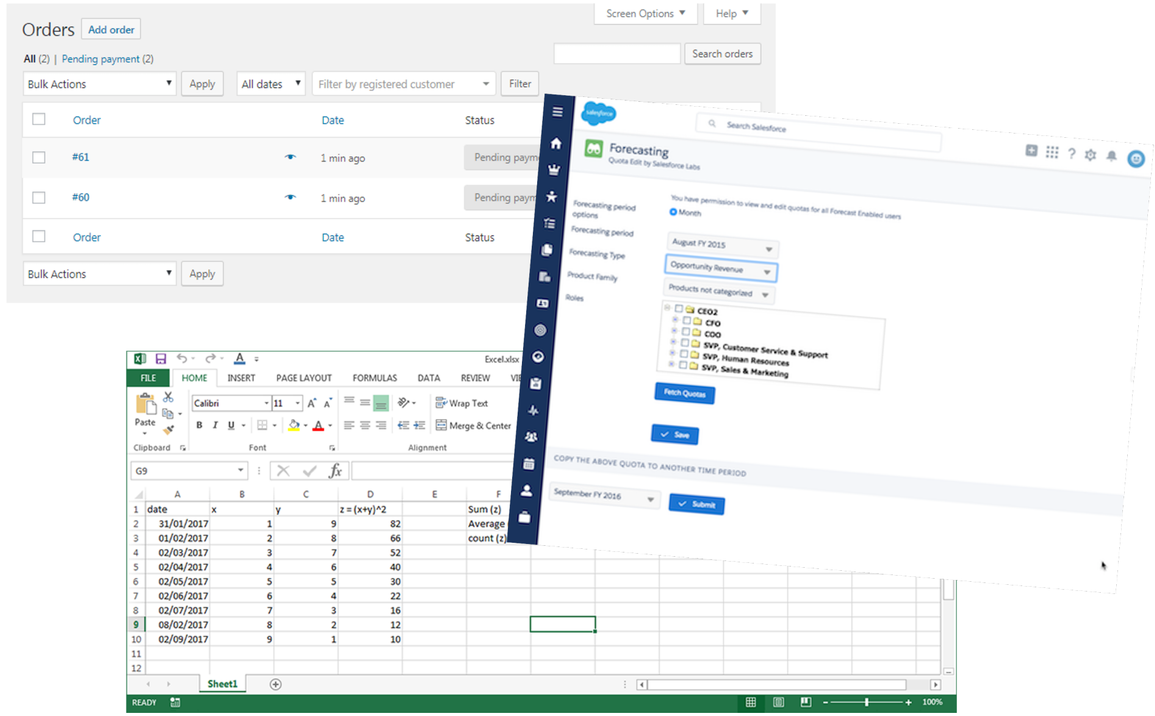
Home

Life is Online & Automated



Work

Life is Offline & Antiquated



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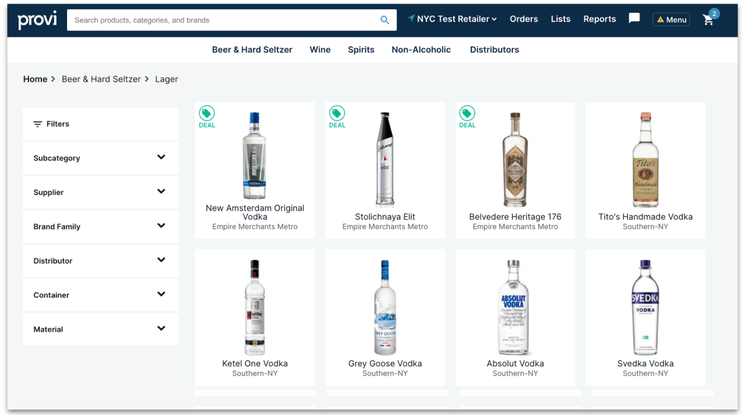
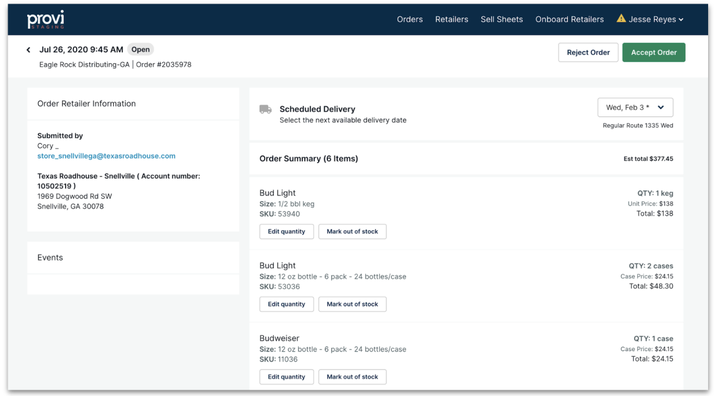
The SaaS-Enabled Marketplace

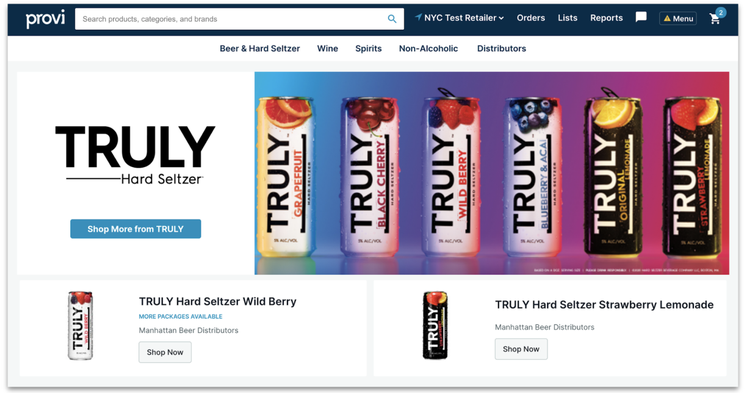
Provi centralizes ordering between retailers, distributors & suppliers by bringing them together on one platform



Marketplace for Retailers



e-Commerce partner for Distributors



Direct Marketing + Data for Suppliers

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Retailers are placing more trust in Provi evidenced by larger orders and more frequent ordering to a variety of distributors

+17% YTD CEs per Order

+29% YTD Orders per Retailer

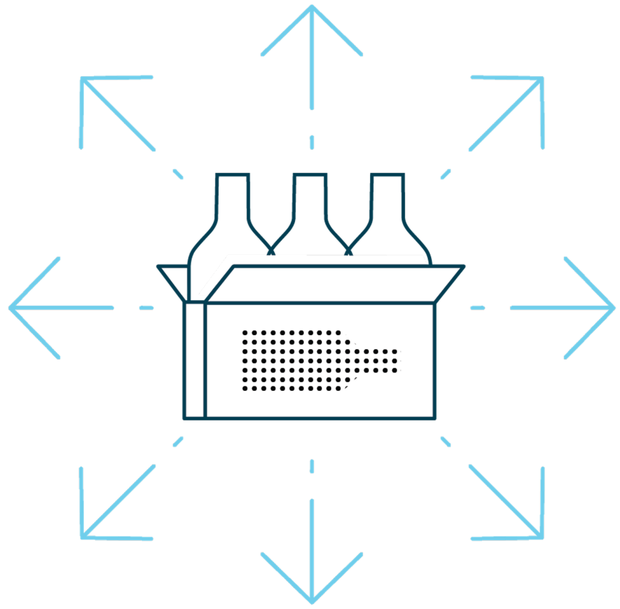
~73% of active retailers on Provi send orders to multiple distributors

# of Distributors that Received Orders from Provi

421

+9% MoM

+266% YoY



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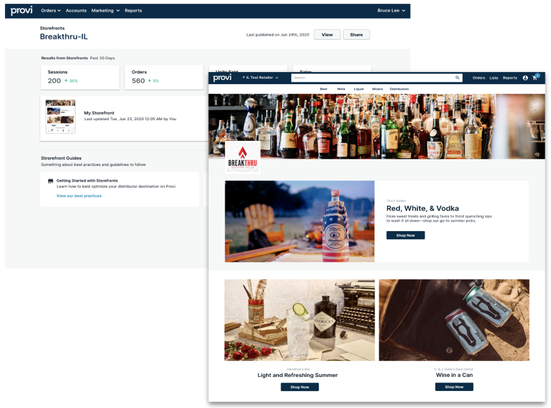
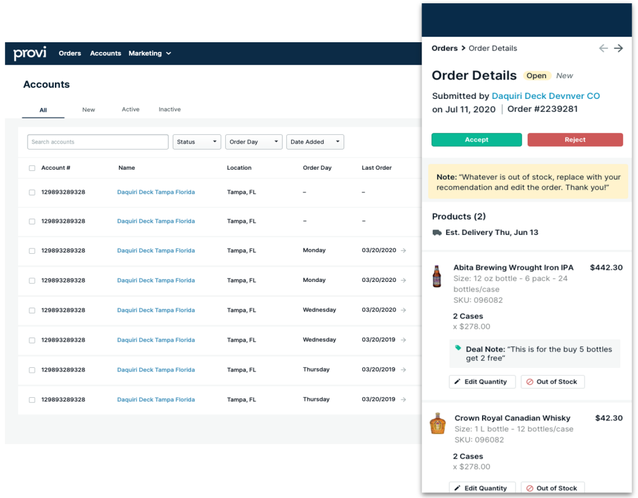
Distributors Need a Partner



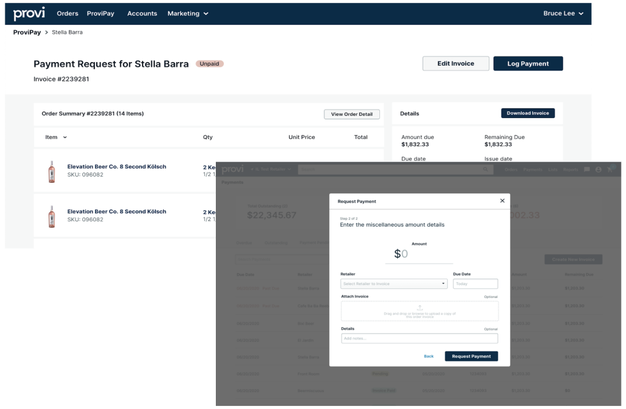
Order Automation

Remove clerical data entry from reps



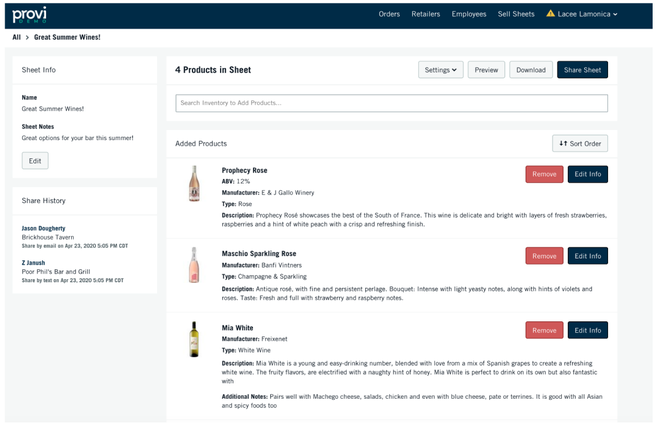
CRM/Rep Co-Pilot

Contact management solution + account level product recommendations



Payments

Retailers Pay by ACH/CC automatically streamlined with RAS system



Order Sheets

Track ROI, Performance, Orders & Reporting

BREAKTHRU BEVERAGE GROUP
EMPIRE MERCHANTS
Wine Warehouse
CALIFORNIA DISTRIBUTOR OF FINE WINE, BEER & SPIRITS
EAGLE ROCK DISTRIBUTING COMPANY
BURKE DISTRIBUTING CORPORATION
LAKESHORE BEVERAGE
MOCKLER BEVERAGE COMPANY
STEPHENS DISTRIBUTING CO. SINCE 1984
OPICI WINES
MANHATTAN BEER DISTRIBUTORS
CONNECTICUT DISTRIBUTORS INC.
MB
ALLIED BEVERAGE GROUP
J.J. Taylor
UNITED
CRESCENT CROWN DISTRIBUTING
FRANK BEVERAGE GROUP
HENSLEY Beverage Company

Everyone Needs Data

Measure performance & inform business decisions with Ecommerce data

- Data & Analytics Platform
  Direct access to your data available
- Market-share
  Total, brand and category market-share on provi
- Points Of Distribution
  New growth, lapsed returners, and more
- Granular Order Data
  Broken down by sku, state, zip & more
- Retailer Segmentation
  On/off premise, retailer size, and segmentation coming soon
- AD Engagement

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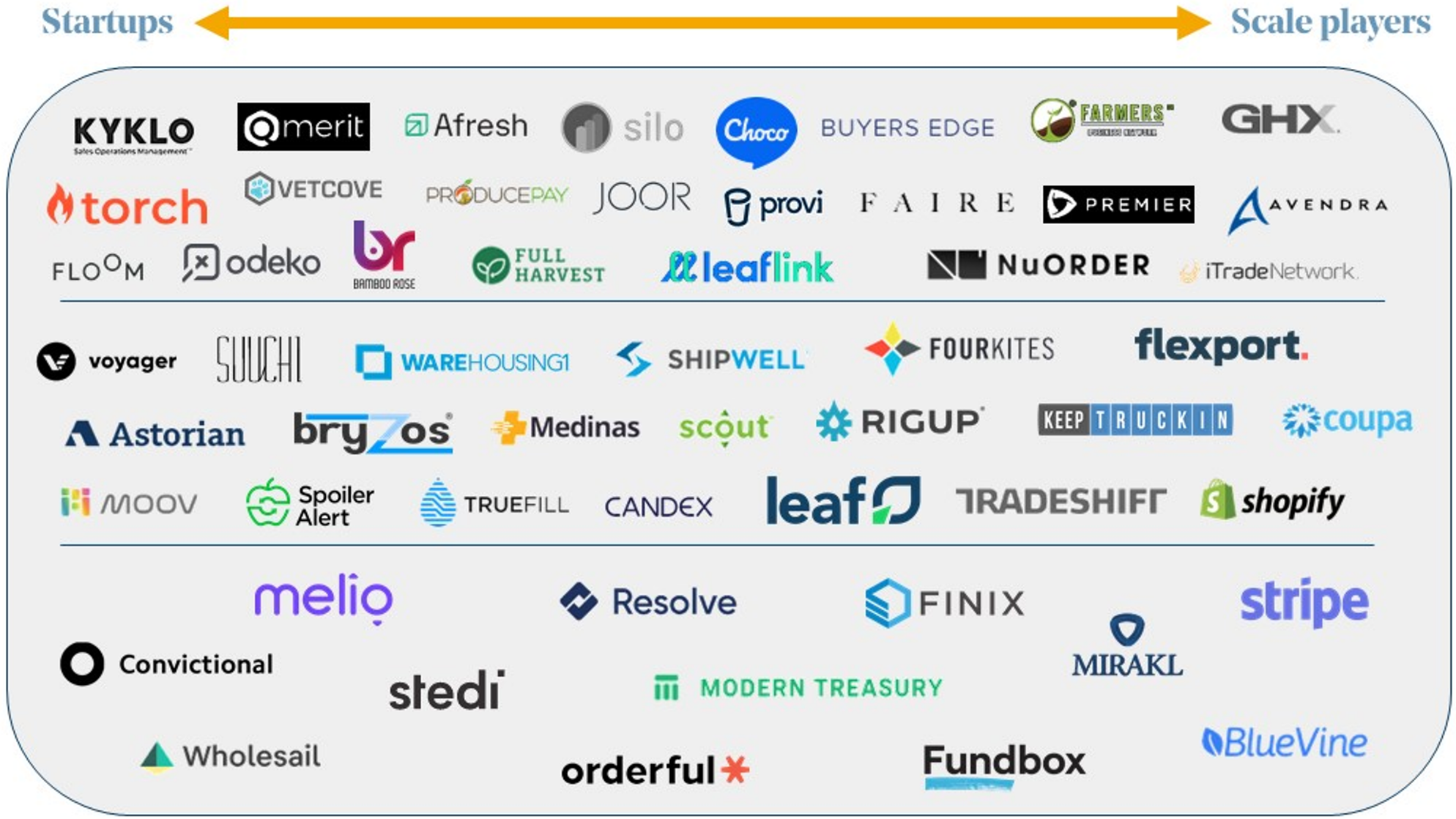
We are witnessing a B2B Marketplace Explosion!



Everyone benefits from a Marketplace

With Provi you can leverage the power of the marketplace to drive higher service levels to retailers and increased sales, distribution and velocity for your business

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Thank You