

 **EUROCASH**
DYSTRYBUCJA

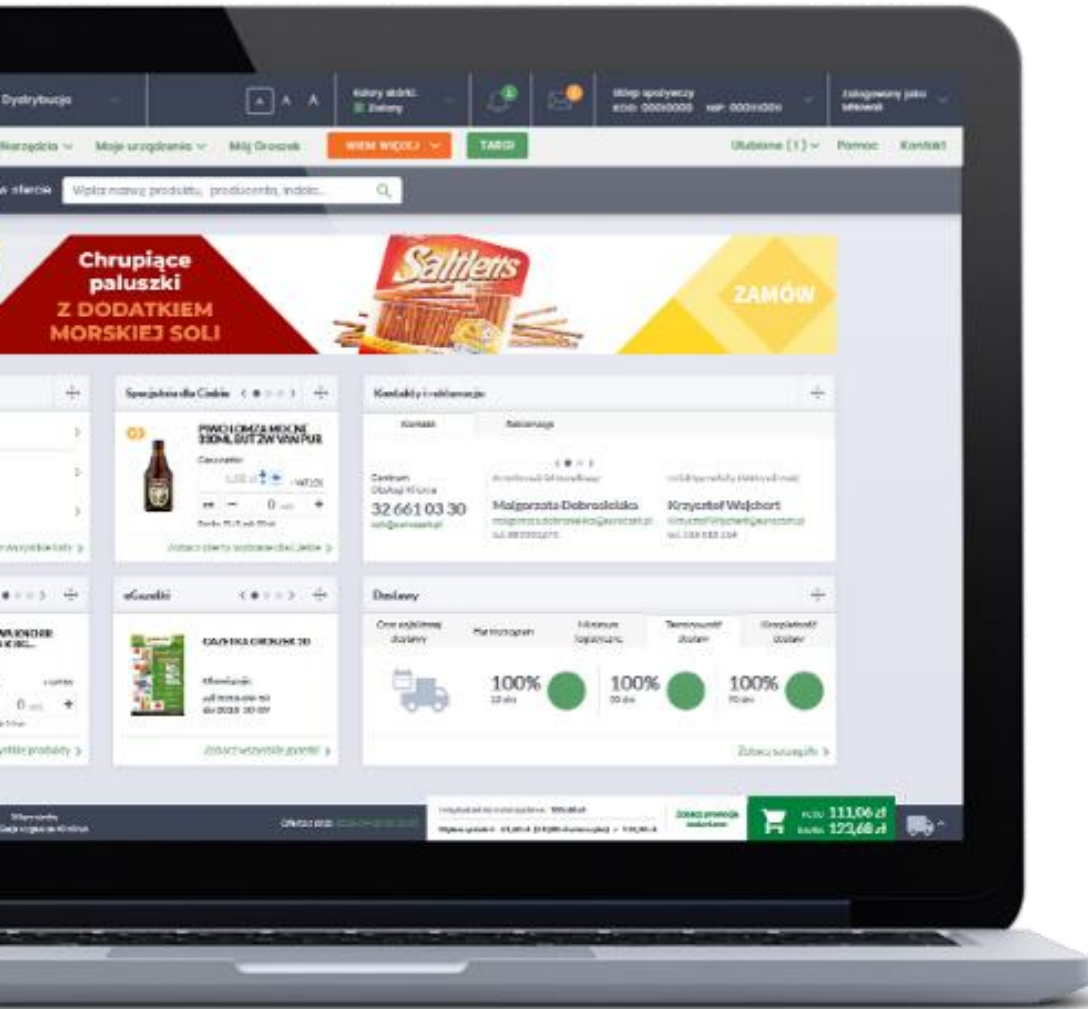
eurocash.pl

13.05.2021



eurocash.pl – the biggest e-commerce B2B FMCG platform for independent retail

online/desktop



Intelligent
product search
Shopping lists

Product cart with
product and
Logistics details

Service functions

ETA of deliveries

Professional
content for retail

Common basket
online, desktop
& mobile

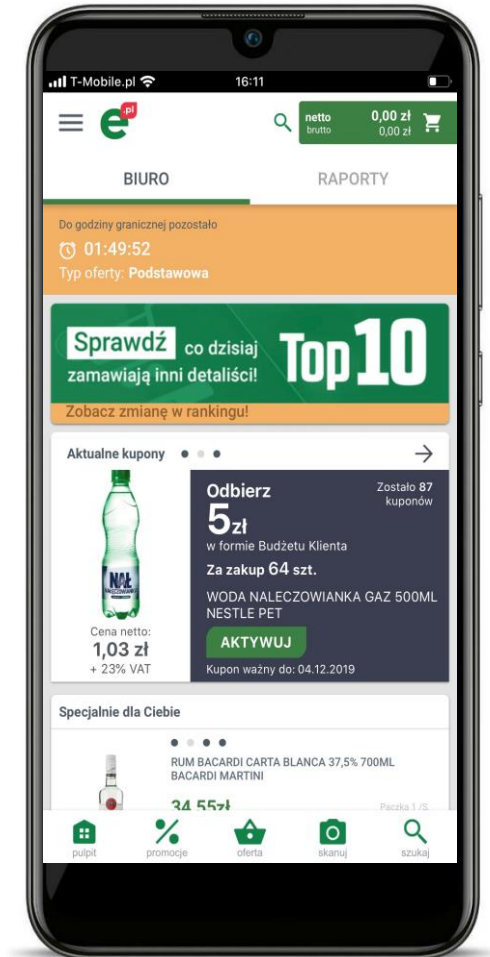
Bestsellers on
local market

Ordering via
interactive
leaflets

Promotional Coupons
CRM promotions

Fast ordering via
scanning codes from
products on shelves

mobile



eurocash.pl – key results 2020

4,4 B zł
e-commerce sales
+ 0,9 b vs 2020

1,1 B zł
sales via MOBILE
+ 500 mln vs 2020

80%
Share of ECD
eCommerce sales

17%
Share of
mobile sales

14k
users

eurocash.pl – potential of e-commerce for independent retail in Poland

+80
SKU
+40%
sales

Non-users vs users with 80% sales share



eurocash.pl – tool for business optimization

Sales Force



- Effectiveness increase:
 - 2x more clients per REP
 - 4x higher sales per REP vs market standard.
- Focus on clients' enrolment on the platform and mobile app.

Call Center & Sales Support



- Reduction of inbound traffic by switching aftersales service to online.
- Implementation of electronic documents

Head Office



- Digitalization of all marketing materials.
- Promotions scheduling automation

15,4M

FY savings impact



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