

# Takeaway Restaurants' preferred software provider

*Online Ordering, Payment and Marketing solution*





# OrderYOYO empowers local takeaway restaurants to handle online orders, payments and marketing in the individual takeaway restaurant's own brand and name

## OrderYOYO is a leading European online ordering, payment and marketing software solution provider for takeaway restaurants

**Ordering** solution with proven, and optimized end-user flow  
The online ordering solution is tailored to each Restaurant Partner including menu management, delivery capabilities, opening hours etc.

**Payment** solution to securely handle all online orders  
OrderYOYO handles all online payments from the end-users.

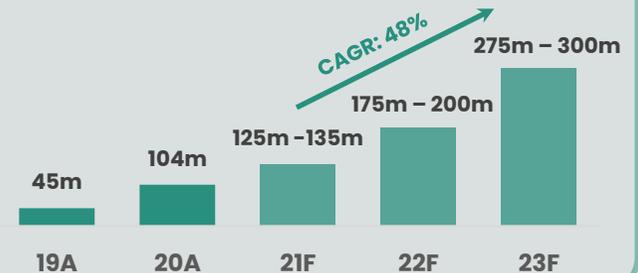
**Marketing** solution ensures Google optimization and strong digital profile  
Full suite of tailored marketing solutions designed to help Restaurant Partners to grow their end-user reach and increase online orders.



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

**Expected**  
**125-135m**

**ARR**  
as of December 2021  
(Annualized)



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



### Highlights

**+4,000**

Restaurants per March 2021

DKK  
**12.7m**

EBITDA A2020

DKK  
**113m**

ARR per March 2021

DKK  
**1,260m**

GMV\* per March 2021

**207%**

Net GMV retention rate after 12 months

**~5%**

Churn based on post-trial period

\*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



## 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://orderyoyo.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/orderyoyo>

### PRE-SUBSCRIBERS

| <b>Investor</b>             | <b># of new Shares</b> | <b>Subscription amount (DKK)</b> |
|-----------------------------|------------------------|----------------------------------|
| <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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