

Moving Businesses Forward

Enabling business through digital transformation

DIGITAL
PAYMENT

OMNI-
CHANNEL

OCTAGLORY

REAL TIME
BUSINESS
TRACKING

Retail Landscape

Retail Trade Contribution

General Trade 90%

Modern Trade 7%

E-Commerce & Others 3%

Impact On Economy

12% of National employment

14.3% of National GDP come from retail

Retailing **Growth rate** in Bangladesh over recent years was **7%**

Retail Market Size in Bangladesh

1.2 Million Retail Stores

400k SMB

75k+ fCommerce

South Asian (India, Myanmar, Nepal) Market Size

19m stores

350k distributors

400m shoppers use smartphone

* The Financial Express

* BCG- Bangladesh: The Surging Consumer Market Nobody Saw Coming - 2015

Gap In Existing Retail Ecosystem

Operational Inefficiency

Stock Management

- Mental Note based stock tracking
- Low visibility on stocks & turnover

Account Tracking

- Cash flow-based tracking
- Register book based sales credit tracking

Lack of Digitization

Online Exposure

- Competing with eCommerce & fCommerce

Digital Payment Collection

- Technological barrier to manage omnichannel operation

Our product-An App for SMB

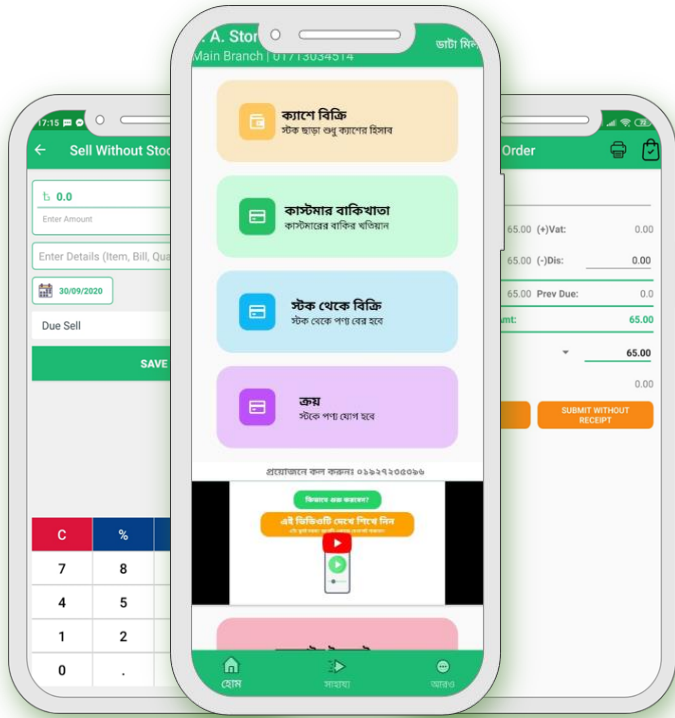


Exhibit: Our App

All Solution **One App**

Our Current Offering

- Complete store operation solution
- Digital register book backed by AI based accounting

Future Offering

- Multi channel online store
- Digital Payment Collection

Ensuring Operational Efficiency

Our product- trade name is  **Captain**

- Complete **Store Management** solution
- **Profit and loss tracking**
- **Single entry accounting**
- Tracking **Dues & Advances**



Ensures optimization of sales operation through mobile fast micro ERP

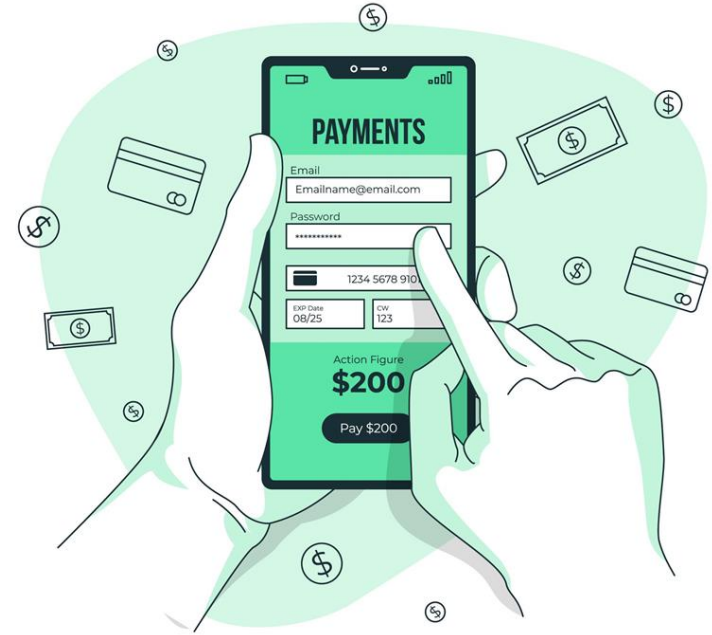
Omni channel & Fintech inclusion

Omnichannel Store

- Digital Shop & FB marketplace inclusion
- Stock & price synced with FB shop

Fintech Inclusion

- Payment Gateway in website & app
- Share Payment Link to collect money



Growth Through Hyperlocal

For Retailers



- Own **Online Store**
- Upload and manage **Virtual product catalog**
- **Share catalog link** in social media
- Collect and manage order from **Social media**
- Online **Payment link** sharing

For End Shoppers

- Hyper local shopping experience
- get after sales services
- Earn Loyalty offers
- store wise due tracking

Inter-connected platform for different users

Revenue Model

Current Model

Free

App & 100 sku

BDT 80/Month

Per Retailer

App & 100+ sku

BDT 500/Month

Per Retailer

Version: App+Desktop

BDT 1500/Month

Per Retailer

Version: App+Desktop
+ Offline

Future Model

**Payment
Processing Fee**

**Data Mining &
Adtech**

Traction & Projection



Pickaboo manages full backend operation of all offline store with **Captain**

3,000+ Retailers

(1.6% of them are paid subscribers)

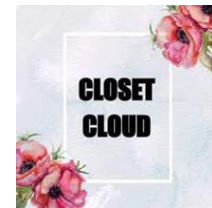
100K+ BDT Monthly Recurring Revenue

Cost to serve is **16%** of average revenue

- Fund Status- We have secured runway till **February 2022**
- Growth Trajectory- **10X** subscriber and revenue growth

fortuna
BANGLADESH

pickaboo



Octaglory Team



Irfan Rafique
Managing Director

- Founding Team Member & Head of Operations: Deligram
- Over 8 Years of Experience in Retail Distribution including Unilever



Chowdhury Fahriyar
Chairman

- Over 18 Years of Experience in marketing and B2B including cable network & OTT platform managing
- Lead the marketing department for different organizations like Ardent, motorola Bangladesh and was board member for salestra



Abu Nazam Md Tanveer Hossain
Director

- Head of Strategic Business in Banglalink
- Worked as Legal & Regulatory specialist in Grameenphone & Huawei
- Specialist at digital & financial services



Let's be a part of the ***New Retail***

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