yummin

"The smartest **order & pay** solution in hospitality".



THE ~~PROBLEM~~ OPPORTUNITY

Hospitality needs help

1. HUGE STAFF-SHORTAGE CHALLENGE.

- 10% less waiters compared to pre Covid-19.
- Difficult to find and retain waiters (60% rotation).

2. WAITING TIMES ARE A BIG PAIN.

- Limits revenue potential.
- Negatively impacts diners' experiences.

3. THEY NEED DIGITAL TOOLS TO IMPROVE THEIR RESULTS.

- Ratings and reviews to attract more customers.
- Loyalty programs to retain them.
- Profitability to reduce the impact of inflation.



TIMING: NOW is the right moment

QR codes are established.

- People know how to use them.
- They are all around nowadays, especially in hospitality for online menus.

The PRESENT of payments is digital.

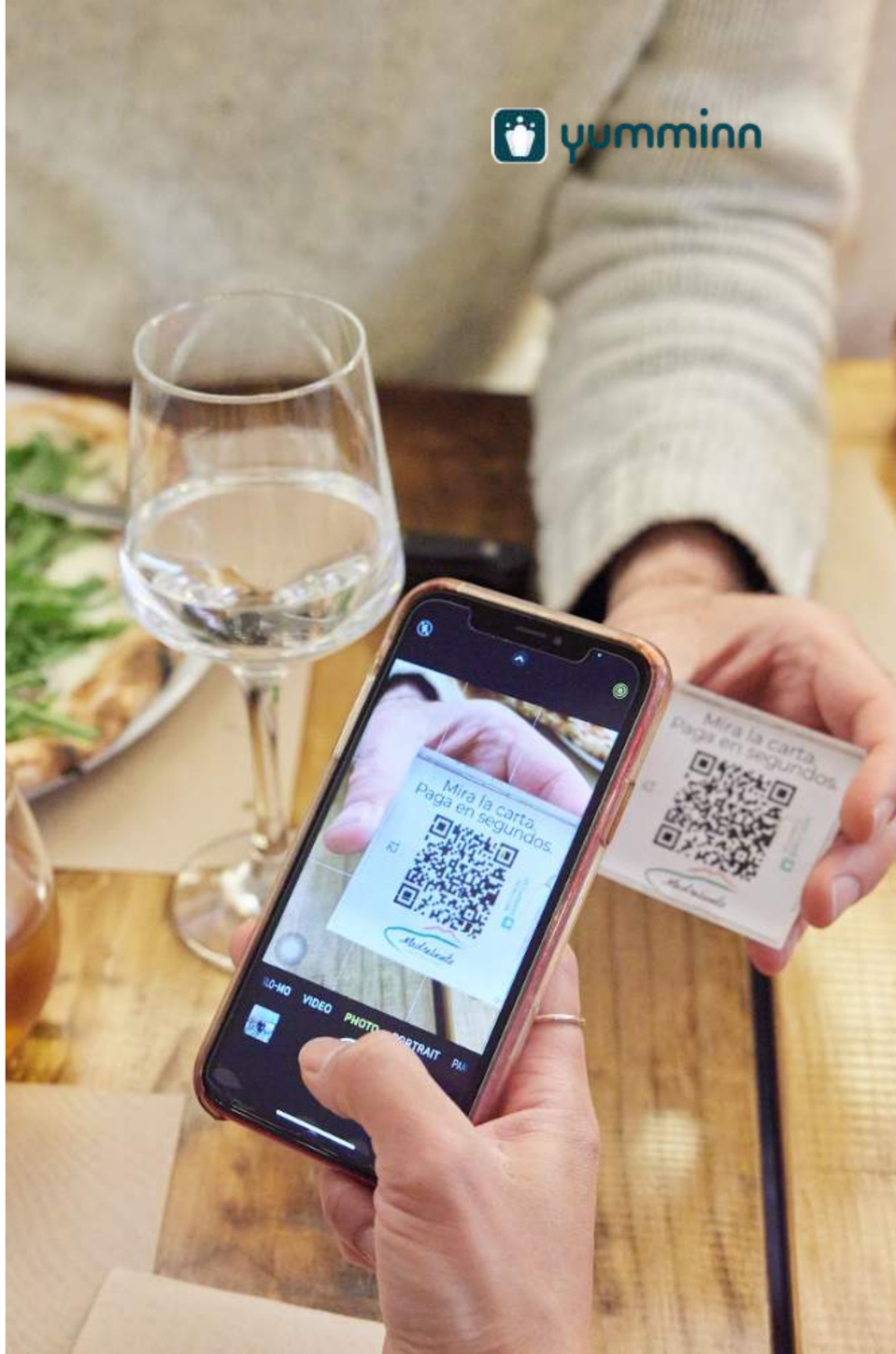
- 80% of payments nowadays done with cards.
- 60% of the payments are contactless, which are growing exponentially.
- 25M people use Bizum in Spain.
- 23% of people leave home with just with their phones and keys.

Digitalization in hospitality is still low but growing exponentially.

- It can solve the “huge staff-shortage challenge”.
- Improves profitability, efficiency and customer experience.

Mandatoriness to implement Verifactu in 2025 (Anti-Fraud Law):

- **Verifactu**: verifiable electronic billing system that aims to reduce tax fraud, reduce cash and will promote the digitalization of payments.



THE SOLUTION

The **smartest order & pay solution** that helps hospitality businesses to improve:

- **+ Profitability:** + orders + average ticket – waiters.
- **+ Efficiency:** – administrative processes + automated + planning.
- **+ Customers:** + satisfied + loyal + yearly consumption.
- **+ Team motivation**: + tips + incentives
- **+ Sustainability:** – water – paper – waste.



Hospitality

+19% avg ticket — **+Profitability**

+9% turn tables — **+Eficiency**

+100% rating & reviews Google — **+Visibility**

Waiters

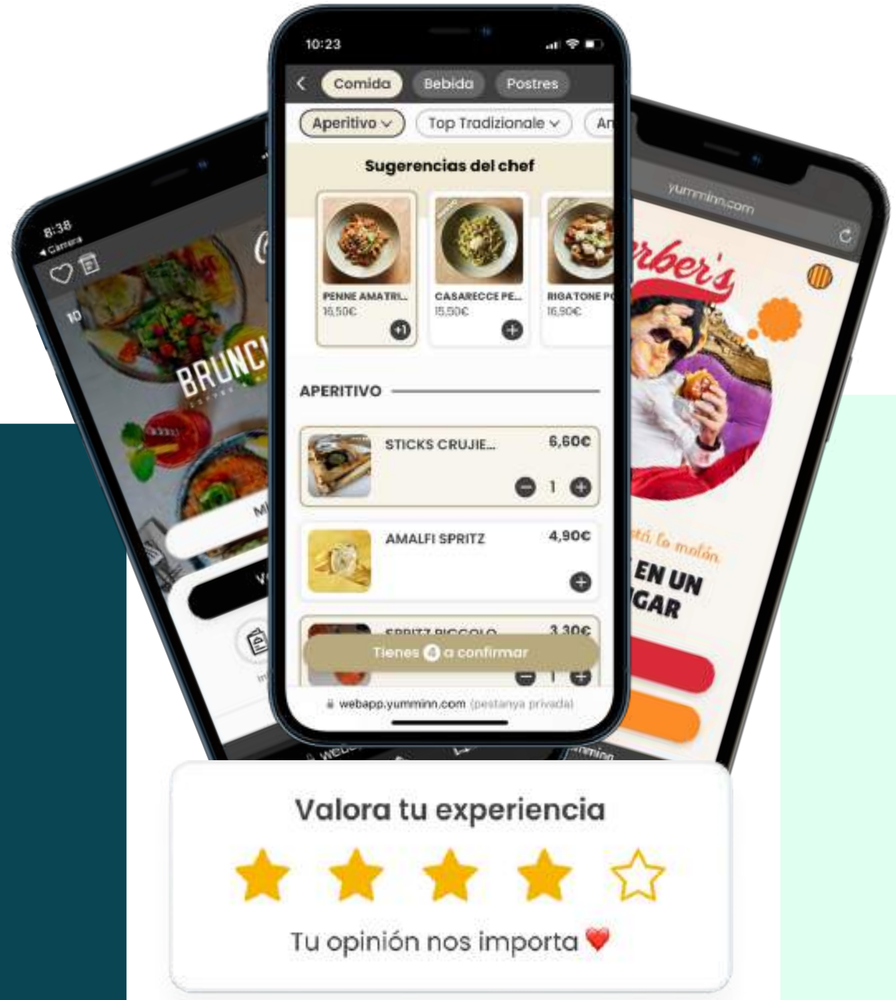
x2.5 Tips — **+Motivation**

Diners

+13min time saved — **+Satisfaction**

With Yumminn **everyone wins**

SOLUTIONS:



1 Main solutions

1. **Pay at the table**
2. **Order & Pay**
3. **Delivery & Takeaway**
4. **Loyalty program**

2 Complementary solutions

1. **Digital menu**
2. **Google reviews**
3. **Events**
4. **Booking**
5. **Staff Incentives**

SOLUTIONS:

yumminn

How does it works?

1



2



3



1. Pay at the table:	***Scan***	**View** your check	**Split**, **tip**, **pay** and **review** in seconds.
2. Order & Pay:	***Scan***	**View the menu** and **select** the items.	**Order**, **pay** and **review** in seconds.

No need to download an app or call the waiter.

TRACTION: Driving Success in Hospitality

Since our launch in June 2022, Yumminn has achieved:

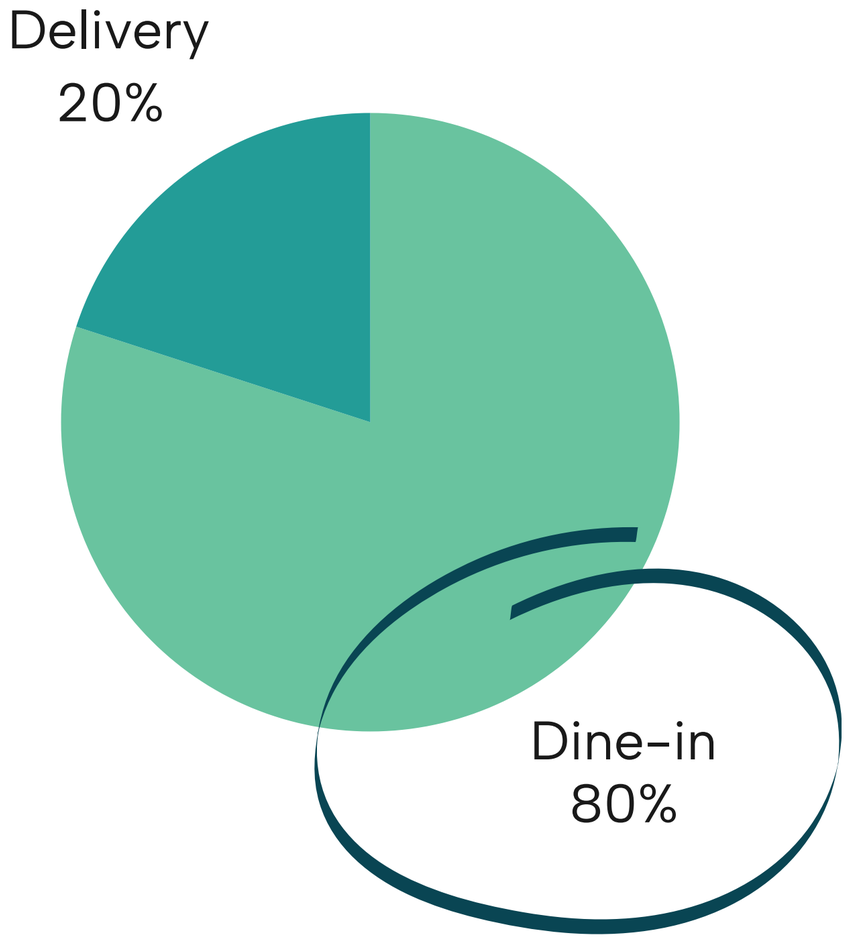
- 💶 **€13.5M+ in Gross Transaction Volume (GTV)**
- 🔄 **410,000+ Transactions Processed**
- 💳 **€32 Average Ticket Size**
- 🍽️ **155 Restaurants on our Platform**
- 👥 **65,000+ Registered Users and Growing**
- 🌎 **Customers from 100+ Nationalities across 50+ Spanish Cities**

Exciting New Developments & projects:

- 🚀**Key pilot tests with Damm and Pernod Ricard**, with significant expansion opportunities in the coming months.
- 🤝**Strategic partnership with Mahou-San Miguel** for Jardines de Alhambra and Plaza Mahou in Real Madrid's stadium.
- 🏛️ **Five new projects with major canteens & catering** companies to digitalize their services and enhance profitability.
- ✅ **New agreement signed with Santander Bank** to distribute our payment solution in 2025, strengthening our market access and positioning us as a leader in the sector.

With Yumminn, we're not just digitalizing the ordering and payment process; **we're redefining the hospitality experience and creating tangible value for our clients, waiters, customers and investors.**

MARKET: Worldwide



Spain dine-in (restaurants) represents around 80% of the turnover = **40B€** (90k's venues)

Total addressable market (TAM) in Spain:
40B€ * 1,5% transaction fee = **600M€ only in restaurants**

EU TAM (where Spain is ~8%) = 7B€

World wide TAM = 7,5T€*

Huge opportunity

The global use of **mobile payments** is expected to expand **from US$348 billion to just under US$1.3 trillion by 2024.**

* Source: techcrunch.com

PLAYERS: Global

yumminn

There is a big opportunity in Spain, Portugal & Latam.

sunday

- **Launched:** 2021 in France.
- **Funding:** $124M total ($24M seed and $100M series A).
- **VCs:** led by Coatue & DST Global.
- **Markets:** USA, UK, and France.
- **Funcionalities:** pay at the table and order & pay.

MR YUM

- **Launched:** 2018 in Australia.
- **Funding:** $74M total ($8M seed and $65M series A).
- **VCs:** led by Tiger Global.
- **Markets:** USA, UK and Australia.
- **Funcionalities:** order & pay, loyalty.

Qlub_

- **Launched:** December 2021 in Dubai.
- **Funding:** $42M (17M seed round) and $25M on March 2023.
- **VCs:** co-led by Berlin's Cherry Venture & Point Nine Capital of Germany.
- **Markets:** UAE, Saudi Arabia, India, Brasil and expanding throughout Asia.
- **Functionalities:** pay at the table and order/pay.



Yumminn has a **superior product** than Sunday and Qlub with more features such as loyalty and ratings that add value to our clients.







AWARDS: work recogntion

yumminn

We have won three awards as "**the best solution for hospitality**" and have been finalists in other three other competitions.

1. Best startup of the 'Gastronomic Forum' in Girona.

A contest organized by Albert Labastida and directed by Jaume Guillot (CCO of Denium) that included startups such as Ordatic, Rentastic, Origin Algae and Streamion.

2. Winners of the 'Horeca Challenge' in Barcelona.

An initiative launched by Damm, Familia Torres, Mediapro and PepsiCo to boost the restaurant sector with solutions that make the bar and restaurant business grow in the medium term.

3. Winners of the 'Global Foodtech Accelerator' in Madrid.

An initiative launched by the Basque Culinary Center in collaboration with Innovation Hub Madrid.

BRAND RECOGNITION: 125 press apperances, 100% organic!

Expansión

"Yumminn capta 1,4 millones para acelerar los pagos con QR en los restaurantes."

elPeriódico

"Si algo demuestra Yumminn, es que el futuro del negocio de la comida es la gente con prisa."

elEconomista.es

""Con Yumminn, el camarero se dedica a lo más importante, atender mejor a los consumidores y vender más."

LA VANGUARDIA

"La 'start-up' nacida en Barcelona para pagar la cuenta desde el móvil."

Forbes

"Ya ha implantado su sistema en más de 350 establecimientos y la cantidad recaudada supone un 140% más de la inicialmente perseguida."

Startup Stash

"Yumminn has gone through both a Seed Funding round and a Pre-Seed round. The funding rounds have been raised a total of $2.1 Million."

elCorreo

"Yumminn es el nuevo Bizum para pagar en restaurantes, una nueva plataforma tecnológica que simplifica el pago."

ElReferente · EU-Startups · Expansión · LA VANGUARDIA · EL PAÍS · LA RAZÓN · ABC · Alimarket

Expansión Dealflow · Forbes · EL MUNDO · Startup Stash · El Confidencial · elPeriódico · elCorreo · Interempresas

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SOLUTIONS:

1. Pay at the table

Turn tables quicker with digital payments.

A mobile web app solution for dine-in, integrated with their point of sale (POS) systems, that **allows diners to self-checkout in seconds** from their phones. No need to download an app or ask for the check.

Thanks to Yumminn, a business can save an average of 70 hours a month from the payment process handled by waiters. This time can be used to sell more and provide a better service.

Highlight: first dine-in solution to add Bizum and Click to Pay as payment methods..

+6%
avg. ticket

+75%
tips

+9%
entable turnover

-10min
saved by customers



SOLUTIONS:

2. Order & Pay

Increase average ticket and enhance customers experience.

Allow diners order and pay from their phones by themselves, without having to go through a waiter.

Our solutions:

1

Order & collect

Diners will receive an SMS when their order is ready for pickup.

2

Order & pay now

Pay beforehand and receive your order at your table.

3

NEW

Order now & pay later

Pay after eating and receive your order at your table (the current standard).

+19%
avg. ticket

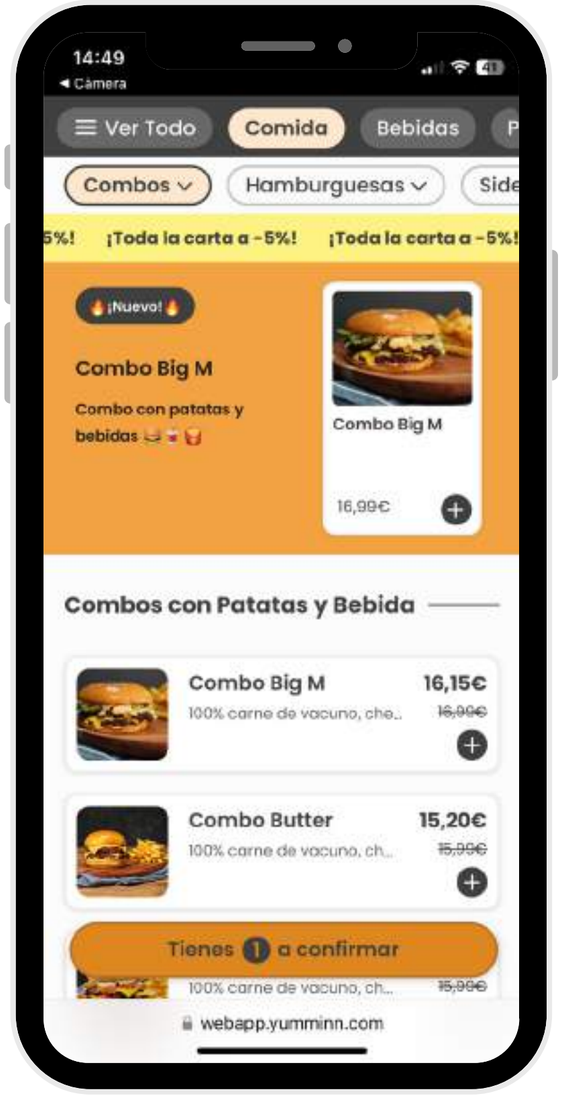
x2.5
tips

+12%
table turnover

-13min
min saved by customer

labor cost

yumminn



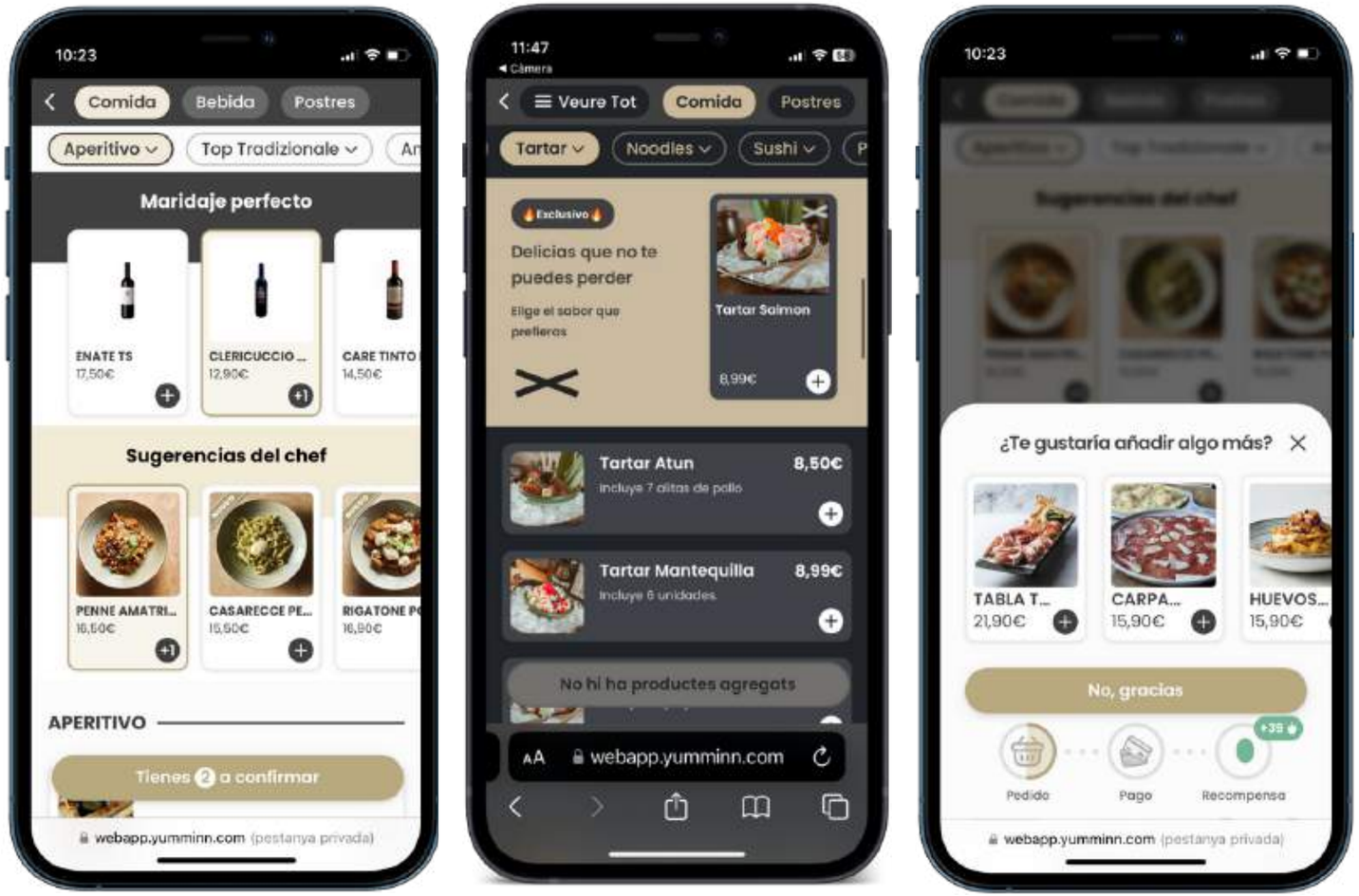
SOLUTIONS:

2. Order & Pay

Boost average ticket

Improve guest experience and profitability with:

- Highlighted products.
- Suggested products.
- Banners.
- Cross selling.
- Extra toppings on any dish.



SOLUTIONS:

3. Delivery & Takeaway

Increase the profitability of your business and **offer additional sales channels** to your customers.

Allow your customers to order & pay with their phonesthrough a QR code or link on your website.

Our solutions:

1

Takeaway

Your customers will receive an SMS once their order is readty for pickup.

2

Delivery

Deliver orders with your own logistics or with an outsourced service connected to our platform.

+19%
avg. ticket

x2.5
tips

labor costs

+20%
online sales



SOLUTIONS:

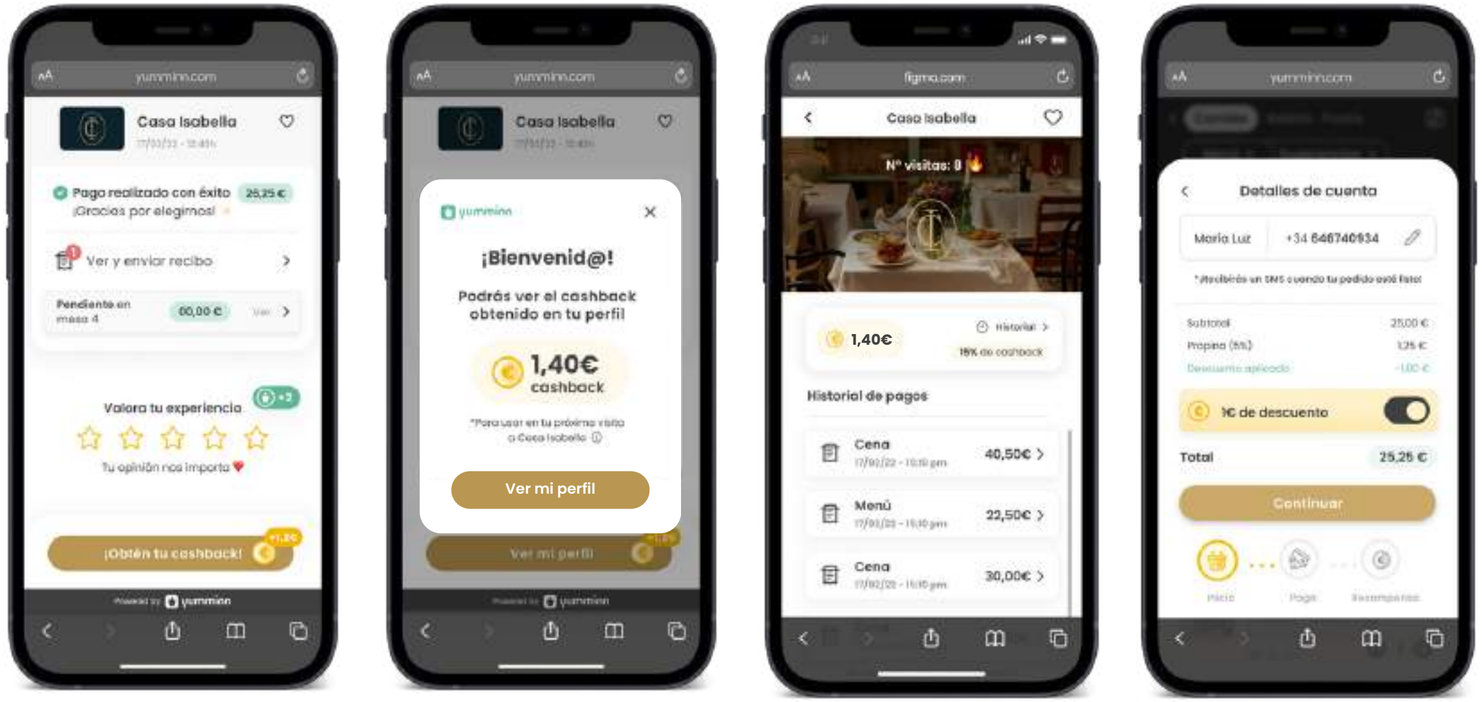
4. Loyalty Program

Increase spending per client and repetition by giving them a reason to come back.

Set a % of cashback that will apply to payments made through Yumminn and received in the form of credits (€) to be redeemed on their next visit to your restaurant.

Benefits:

- **Increase visit frequency (x3)** and annual spending of your customers.
- **Create engagement** with your clients and **obtain data** of their spending habits.
- **Build a data base** of your customers for later follow up.



SOLUTIONS:

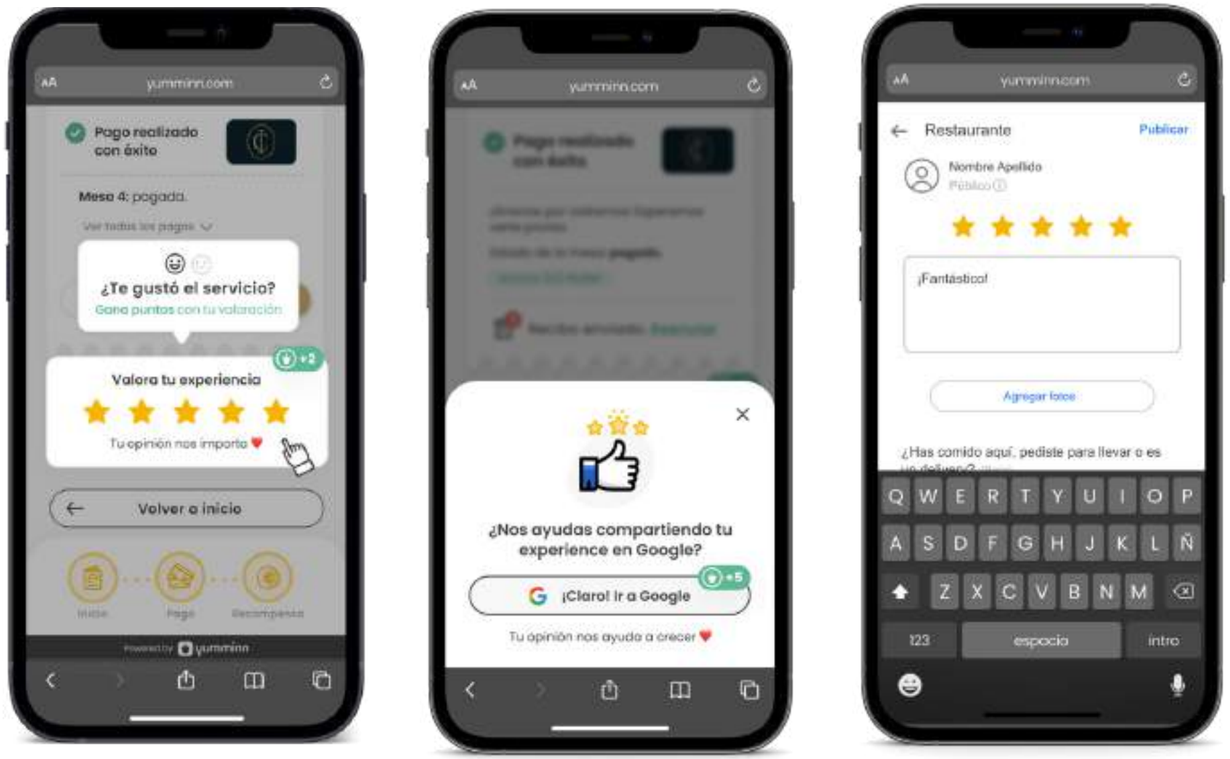
Rating & Review

Improve your online positioning by adding more 5★ ratings on your Google business page.

"*6 out of 10 diners choose a restaurant based on their online ratings, mainly those on Google.*"

It's therefore essential to have a tool that recurrently feeds your Google business page with positive ratings.

- Attract new customers through a better online visibility with more reviews and higher ratings.
- Get more 5★ reviews (+112%).
- Get to know your diners and their opinions.



TARGET: HOSPITALITY

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1) RESTAURANTS & BARS



BAR



CASUAL **DINING**



FINE **DINING**



FAST **FOOD**

2) FOOD MARKETS & EVENTS



FOOD **MARKETS**



FOOD**TRUCKS**



EVENTS



BEACH CLUBS/ **ROOFTOPS /** COCKTAIL BARS



SPORT EVENTS

3) CANTEENS & CATERINGS



OFFICE **CANTEEN**



HOSPITALS



UNIVERSITIES & **SCHOOLS**



SPORT **EVENTS**

TARGET: 3) CANTEENS & CATERINGS

They are seeking solutions that helps them to:

Market: **3.800M€**

- **Reduce** administrative **tasks**.
- **Improve efficiency** and stock planning.
- **Reduce** food **waste**.
- **Increase average ticket** and profitability.
- **Reduce waiting time** and queues.
- **Increase diner satisfaction** with a **better** consumer experience.
- **Build** customer **loyalty**.
- **Manage different prices** depending on the type of employee
- **Improve** their impact **on the environment** by adding **sustainable** and **positive** impact solutions.

In the last months, **we have signed contract with four companies** specialized in canteens & catering with a **potential of more than 120 locations** and this is just the beginning.

TARGET: 3) CANTEENS & CATERINGS

A **customized solution** (App and/or webapp), modular, adaptable and sustainable.

Main solutions:

- ORDER**&PAY**
- **DELIVERY** & **TAKEAWAY**
- **RATINGS** & **REVIEWS**
- **LOYALTY** PROGRAM

Modules:

- ORDER SCHEDULING
- ACCESS SEGMENTATION
- WALLET
- LOCKER MANAGEMENT
- CIRCULAR PACKAGING
- DETAILED STOCK & NUTRITION FACTS
- ORDER QR CODE VALIDATION
- (SEGMENTED) COMPANY SUBSIDIES
- BOOKING
- VENDING

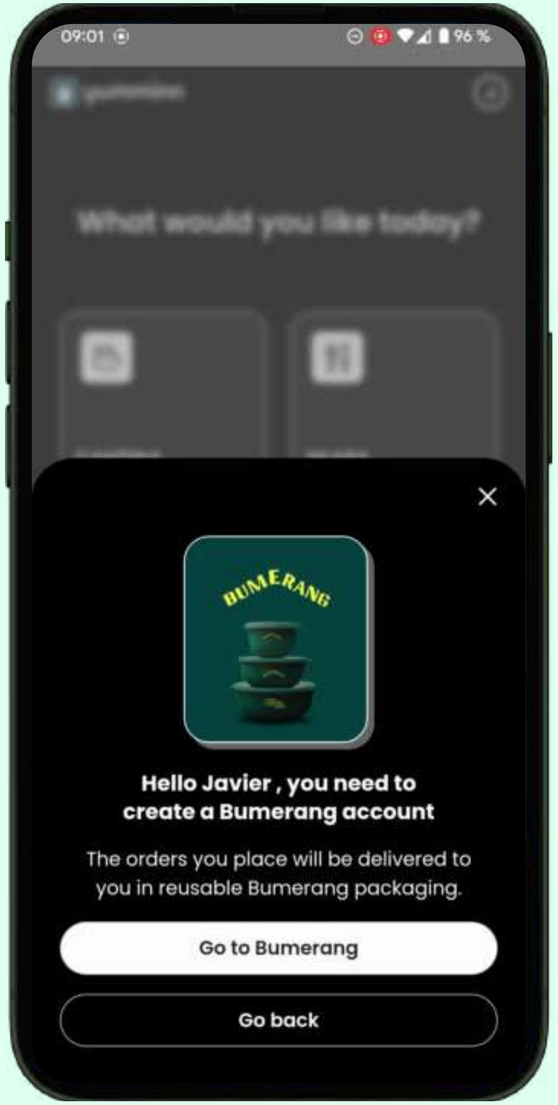


TARGET: 3) CANTEENS & CATERINGS

- **MODULE: “WALLET”**

Increase the profitability of your business by **increasing the minimum payment amount** and making it **easier and faster to order**

- **Define top-up amounts**
- **User make top-ups** using any digital payment method (Credit/debit card, Apple Pay, Google Pay, Bizum, etc.).
- **Grant an incentive** when loading credit (e.g. +10% on the amount paid).
- **Use the credits** to consume in the **specific establishment** – exclusively with credits or combined with other methods, as defined by the restaurateur.



TARGET: 3) CANTEENS & CATERINGS

- **MODULE: "CIRCULAR – BUMERANG"**

HOW DOES IT WORK?

A frictionless flow for the user to create their Bumerang account and sync it with Yumminn. The diner can then place their order and after eating, return the Bumerang container, without any further steps.

BUMERANG



TARGET: 3) CANTEENS & CATERINGS

- **MODULE: “ZERO WASTE”**

Reduce food waste, make the most of your surplus produce and improve your profitability.

How does it work?

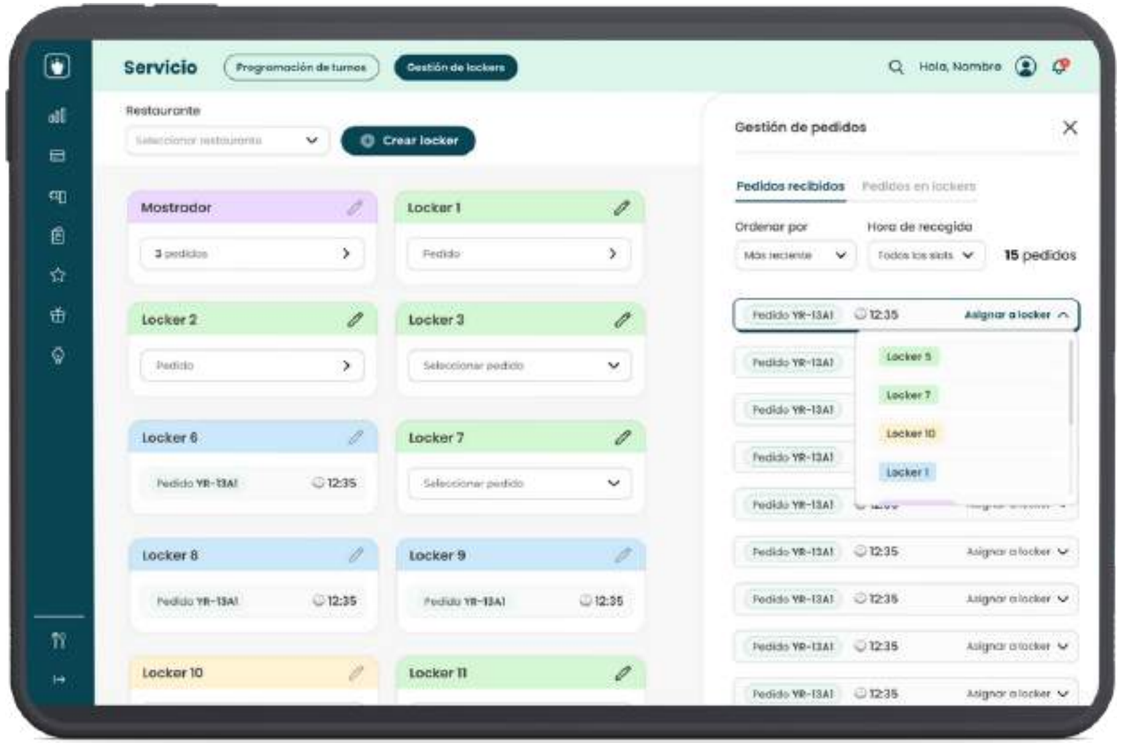
- Create **“Surprise Packs”** with Bumerang reusable containers.
- Put them on sale **through Yumminn.**
- Allow your diners to **order/pre-order** them and **take them home.**



TARGET: 3) CANTEENS & CATERINGS

- **MODULE: “LOCKER MANAGEMENT”**

We have implemented an ultra-efficient and simple locker management for both staff and diners.





BUSINESS MODEL*: Transaction and/or Monthly fee

We offer two business models based on the client's profile and the point of sale (POS) system they use:

- **PSP Model (with Monei):** In this model, we charge clients a fee for each transaction processed through our system, in addition to a monthly subscription fee for using our platform. This structure allows clients to pay a lower monthly fee but includes variable costs based on the volume of transactions.
- **SaaS Model:** In this model, clients pay a higher fixed subscription fee with no additional transaction fees. Transactions are handled by an external payment platform integrated into our system, meaning we don't take any percentage of the transaction. This offers clients more predictability in their costs.

Business model	PSP model		Saas model	
	Transaction fee	+ Monthly fee	Monthly fee	Setup fee
Basic fee (includes Google Reviews)	-	30€/month	Included	-
Pay at the table	EU 0,7%-1%, No EU 1,5%-2,9%	-	69€/month	199€
Order & Pay	1,5%-2%	-	99€/month	299€
Delivery & Takeaway	1,5%-2%	-	+79€/month	399€
Events	2,5%-4%	-	300€/month	399€
Loyalty program	-	+19€/month	+19€/month	-

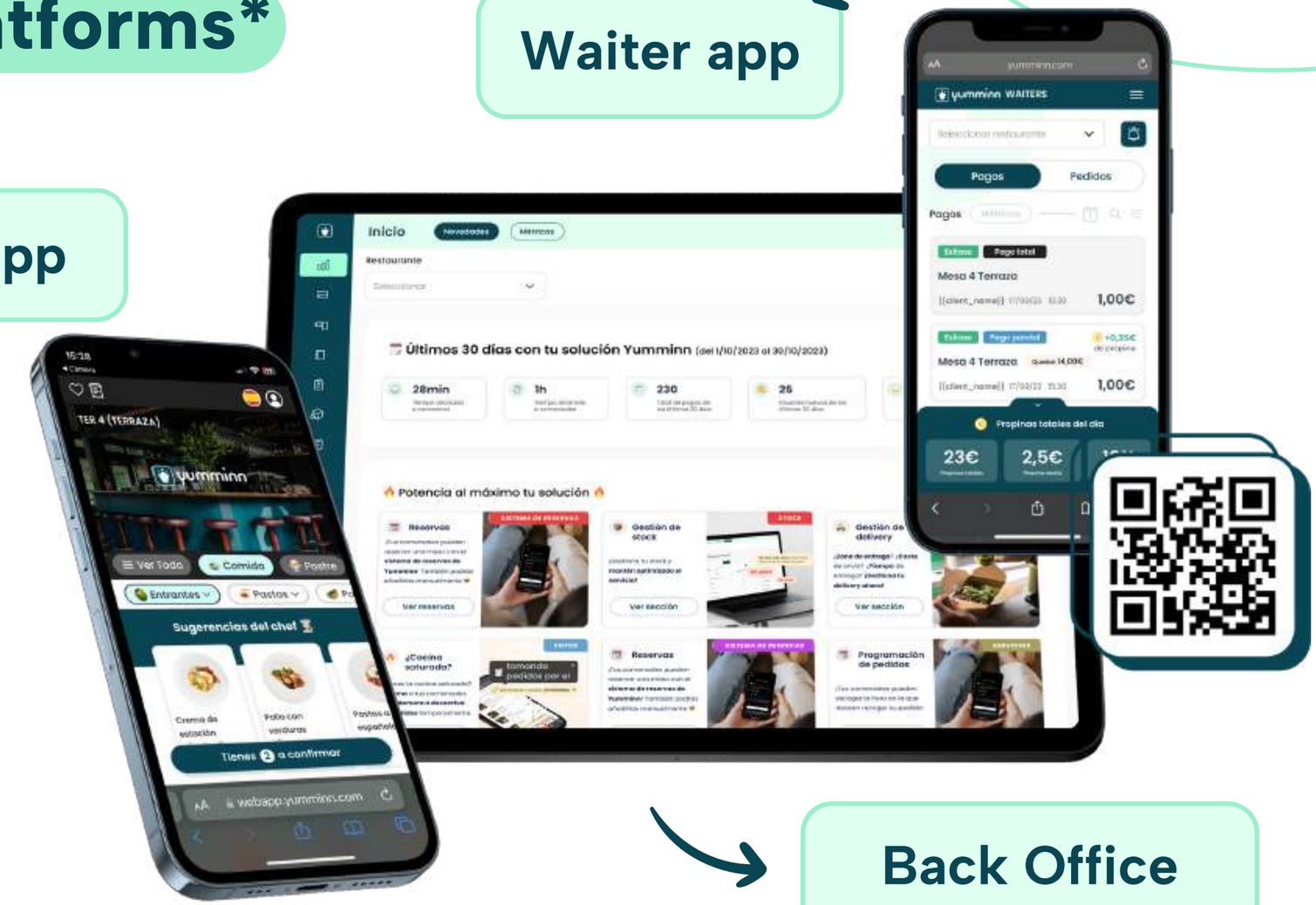
Monetization strategy: upsell of new services to increase revenue per client.

*Current Yumminn business model

Yumminn platforms*

Waiter app

Web app



Back Office

*Integrated with the POS

INTEGRATIONS: 100+ direct and indirect

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Market leaders in integrations → **Essential to scale up.**

(1) **Direct:** 20 integrations.

NEW ICG Software · ágora · revo · NEW Square · Bdp · Last.app · techni-web

Hosteltáctil · SIGHORE Soluciones tecnológicas para restauración moderna · TAHC 4 · WI NeX TPV · NEW Central Cash · Glop · zone soft

NEW ORACLE · NEW Tcpos · DST · NEO GRUP MANAGEMENT · NEW iSystems IS · NEW wetako

(2) **Indirect:** through integratos that give us access to 100+ POS systems.

singro · NEW deliverect Online orders. Simplified.

TEAM: yumminn

yumminn

Combined 25+ years of experience in hospitality and tech.



Christian Campillo
CEO & Founder
Ex-Director at L'Oréal
LatAm (C-Level)



Javier Sánchez
CTO & CPO
Ex-Product Director at
Delivery Hero
(PedidosYa)



Fabien Deunier
COO
Ex-Country dtor Dood
Ex-MyOrder Edenred



Gonzalo Rodriguez
CCO & Co-Founder
Ex-Uber Eats
Ex-Groupon

10 great professionals in total

FINANCIAL PROJECTIONS: 2024-2026

*In k€	FY	FY	Evol	FY	Evol
P&L	**2024**	**2025**	**%**	**2026**	**%**
Restaurants	**155**	**285**	84%	**642**	125%
Gross Transaction Value (GTV)*	**6.460€**	**9.887€**	53%	**24.706€**	150%
Transactions*	**267**	**402**	51%	**1.082**	169%
Net Revenue*	**160€**	**322€**	**102%**	**829€**	**157%**
Suscriptions	57€	120€	110%	299€	148%
GM*	**117€**	**251€**	**113%**	**712€**	**184%**
% GM	74%	78%	6%	86%	10%
EBITDA*	**-270€**	**-131€**		**18€**	

*These projections only include Spain, they do not include the internationalization of the company (planned for 2026).

EXIT: STRATEGY

Possible exit strategies.

Bought by a:

1. **Bigger competitor** from another market that want to enter in Spain like Sunday, Qlub or MrYum.
2. **POS** that want to have Yumminn pay/order&pay solution: Loomis Pay
3. **Bank** that want to include and distribute Yumminn solutions in their portfolio: Santander, BBVA.
4. **Data company:** Nielsen.
5. **Beverage company**: Coca Cola, Damm, Mahou- San Miguel,Hijos de Rivera, Pernod Ricard, etc.
6. **Hospitality Saas company** that wants to add Yumminn solutions to their portfolio: Covermanager.

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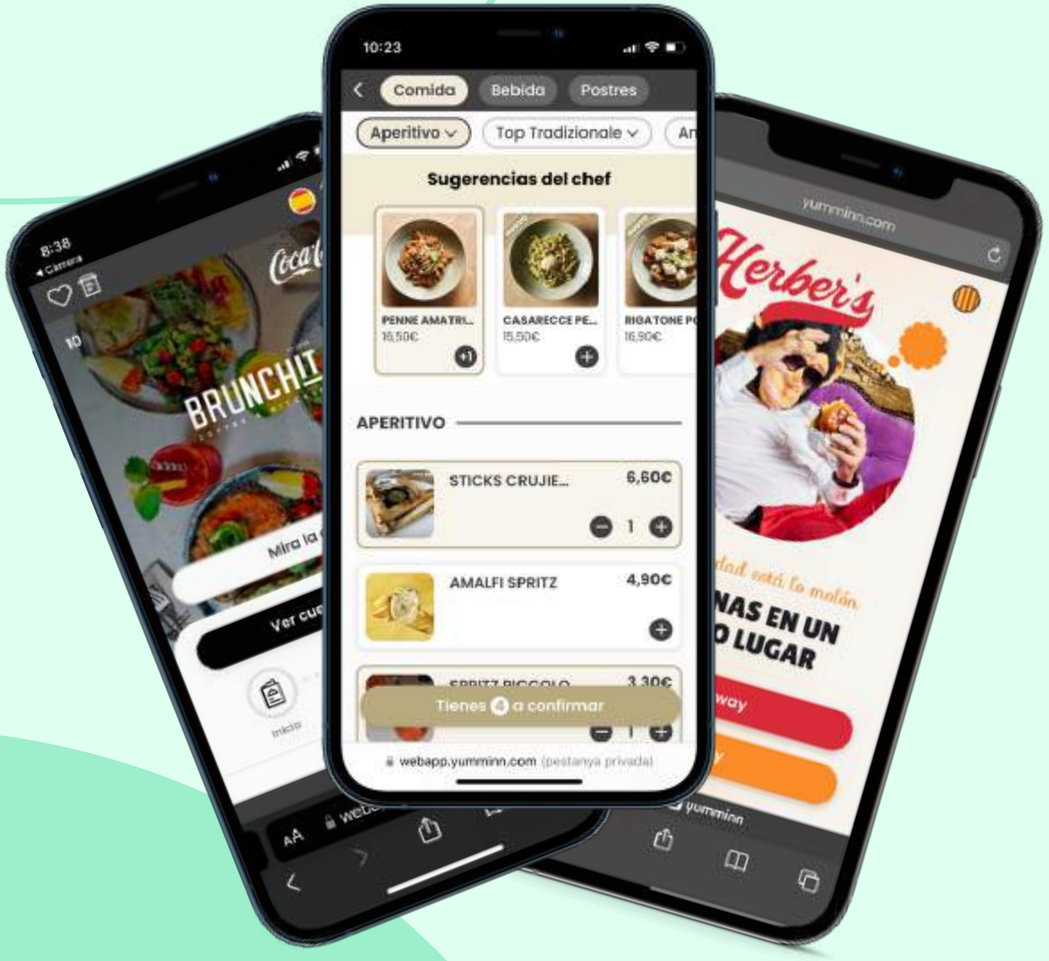
Thank you for your time!

#payinseconds #order&pay #loyalty #reviews



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+34 699 388 031
christian.campillo@yumminn.com

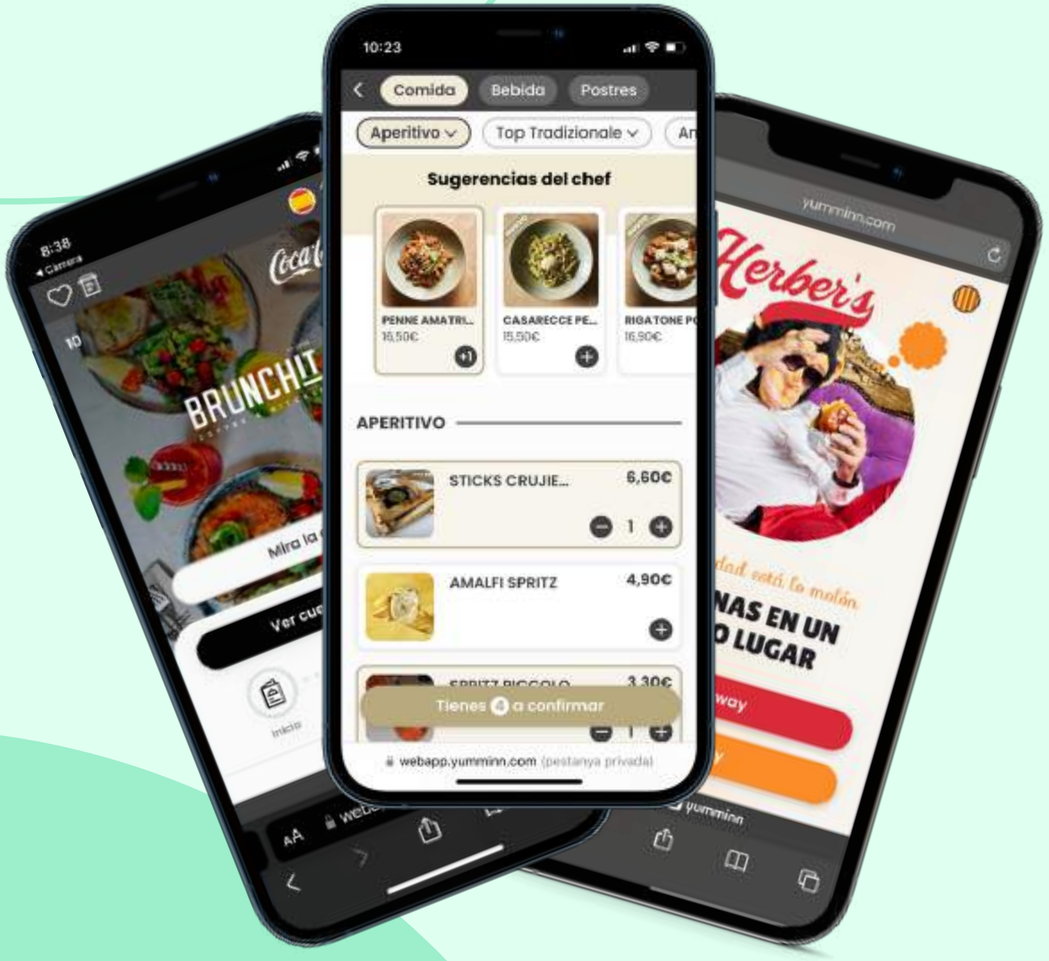
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Demo: Pay at the table

Scan and enjoy the experience

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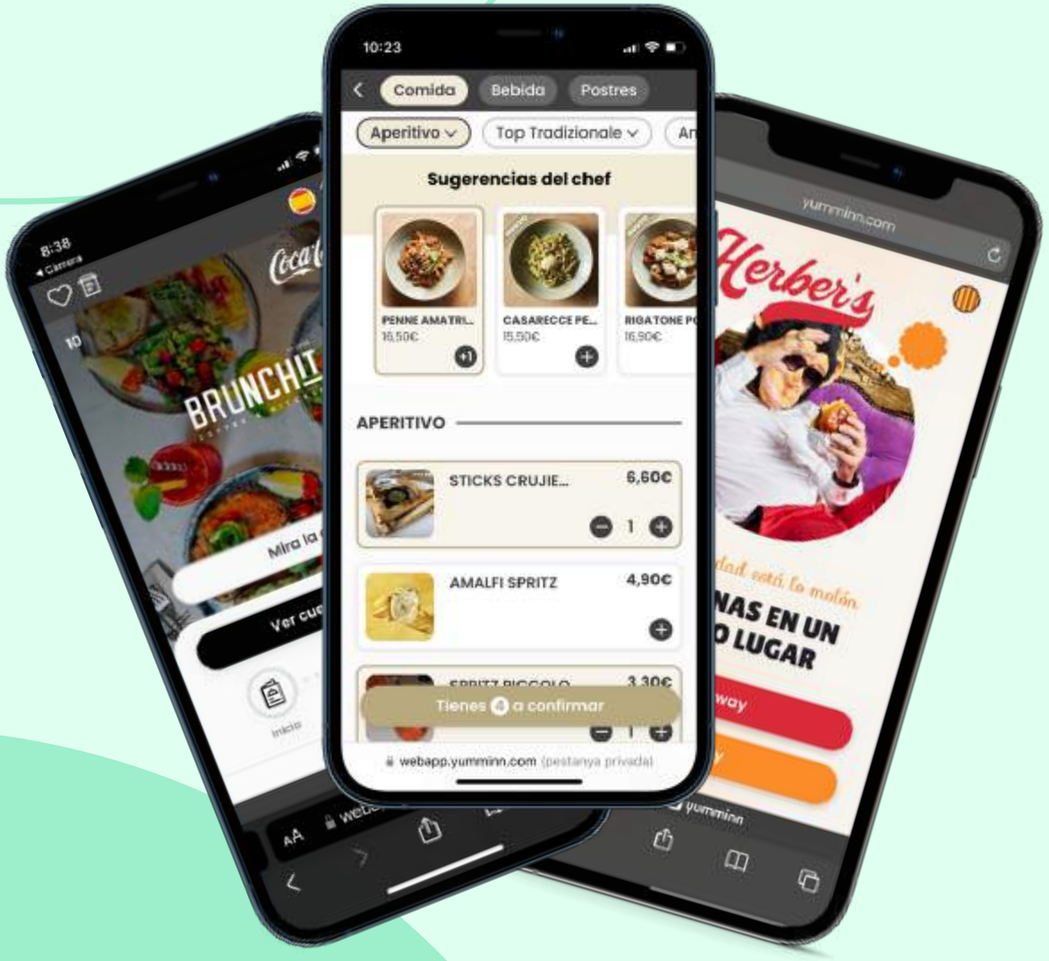
Demo: Order & Pay

1.

2.

Scan and enjoy the experience

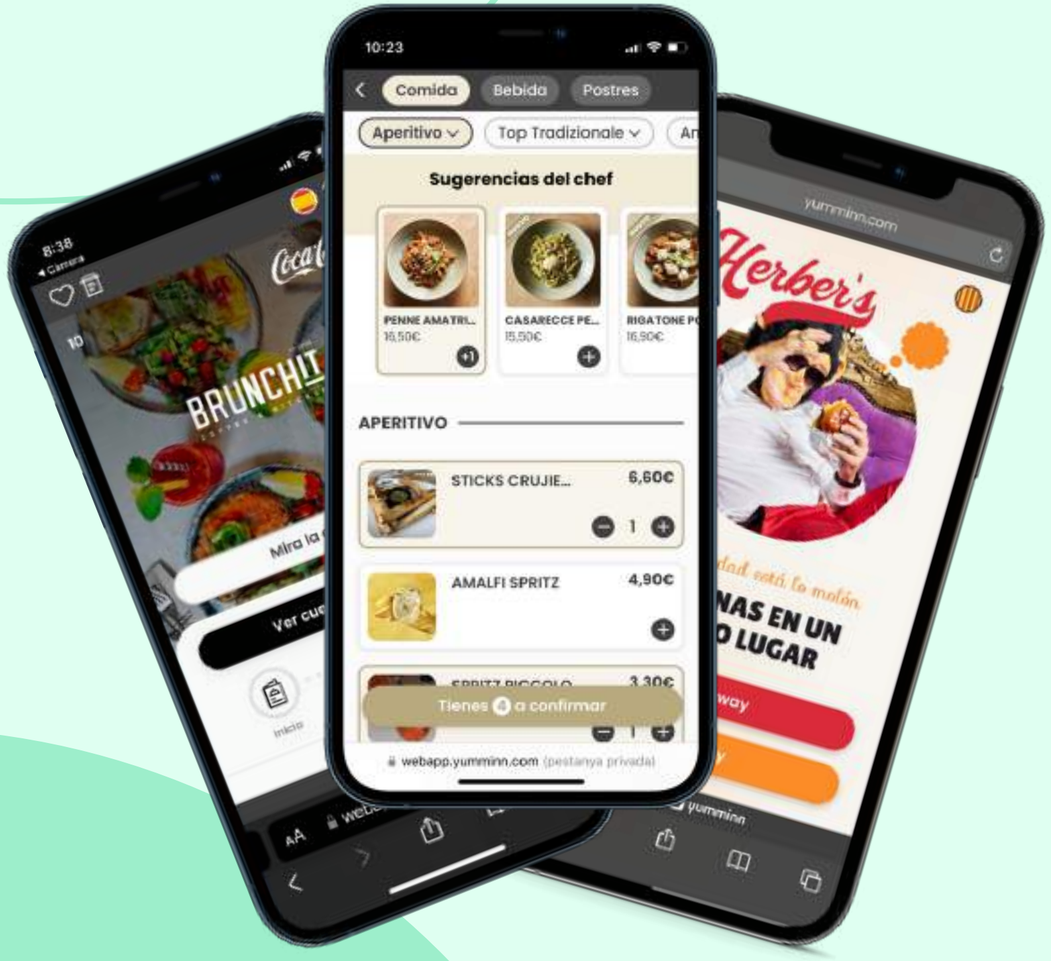
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Demo: Click & Collect

Scan and enjoy the experience

yumminn



Demo: Delivery & Takeaway

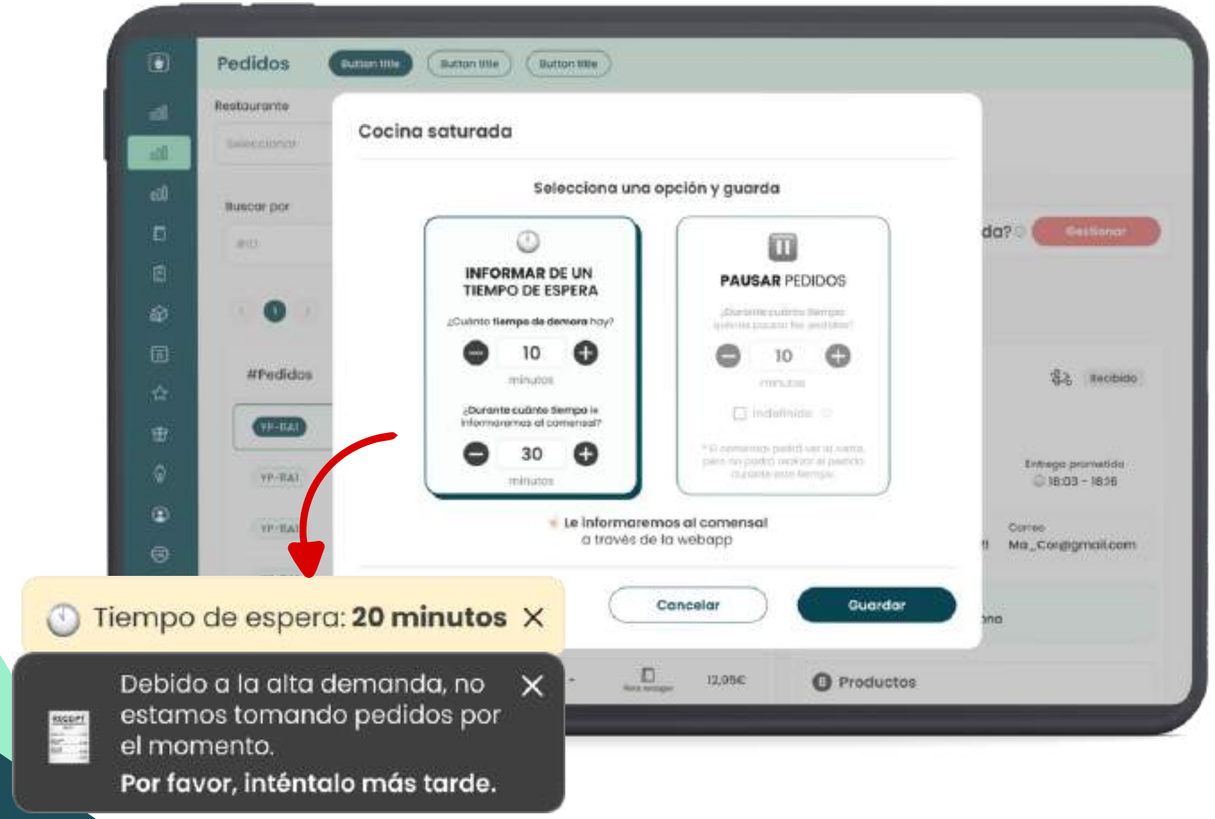
Scan and enjoy the experience

SOLUTIONS:

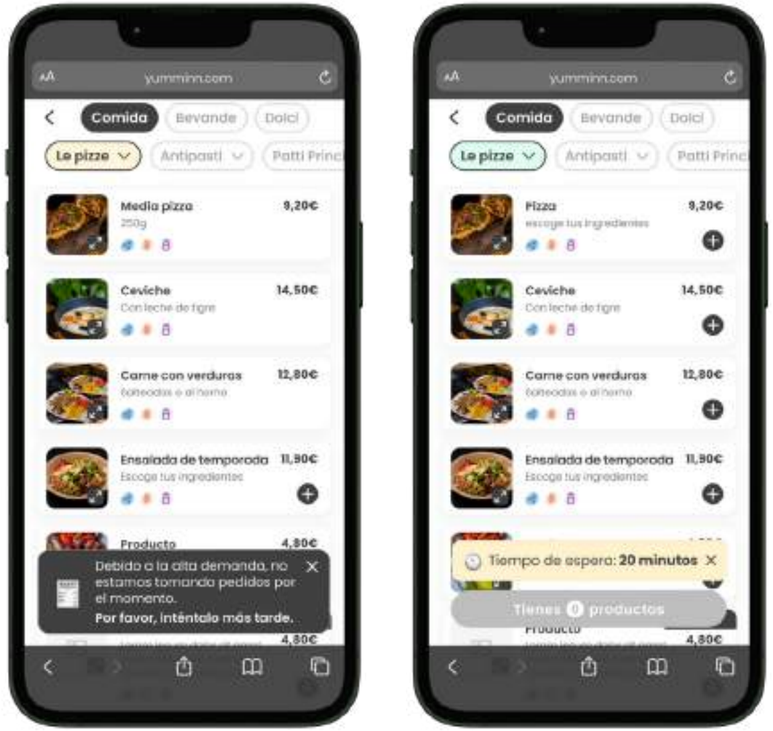
2. Order & Pay

Kitchen saturation

Back Office settings:



Diner notification:



SOLUTIONS:

4. Loyalty Program

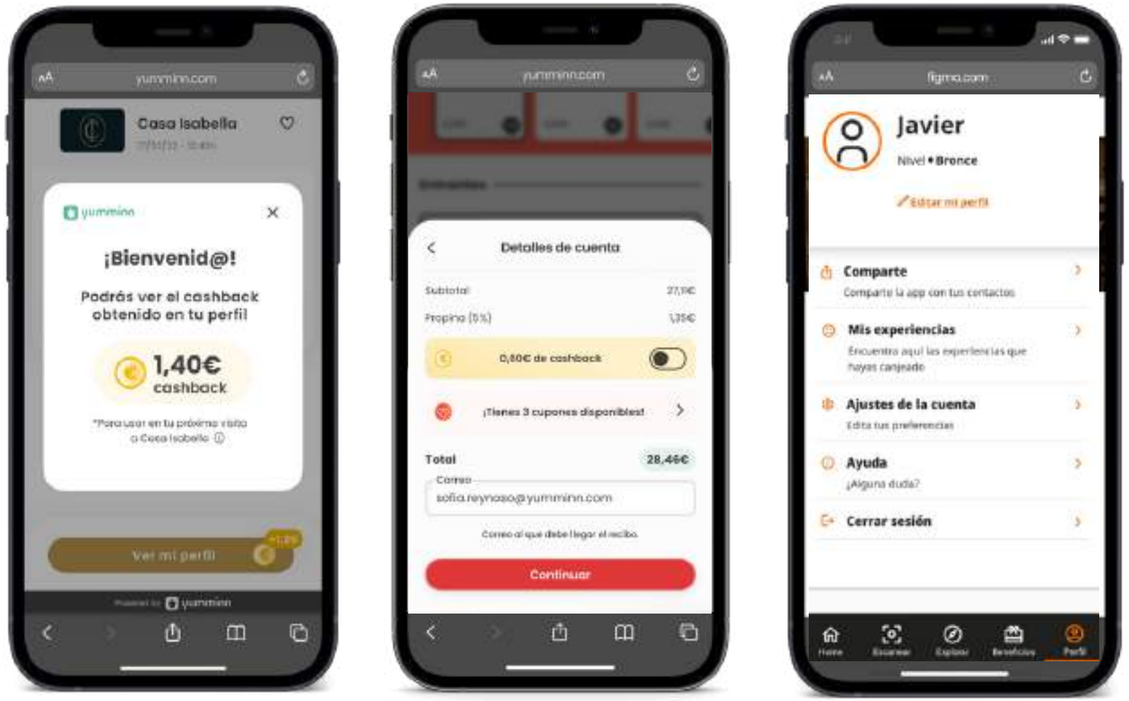
The ideal solution to increase spending, engagement and obtain data from your customers.

Options:

1. Yumminn Loyalty: basic CRM, cashback and coupons.

2. ZeroSix: a 360 loyalty program that offers automations and incentives that help increase spending and repetition.

3. Adhoc: we create customized solutions adapting to the needs of our clients.



SOLUTIONS:

Events

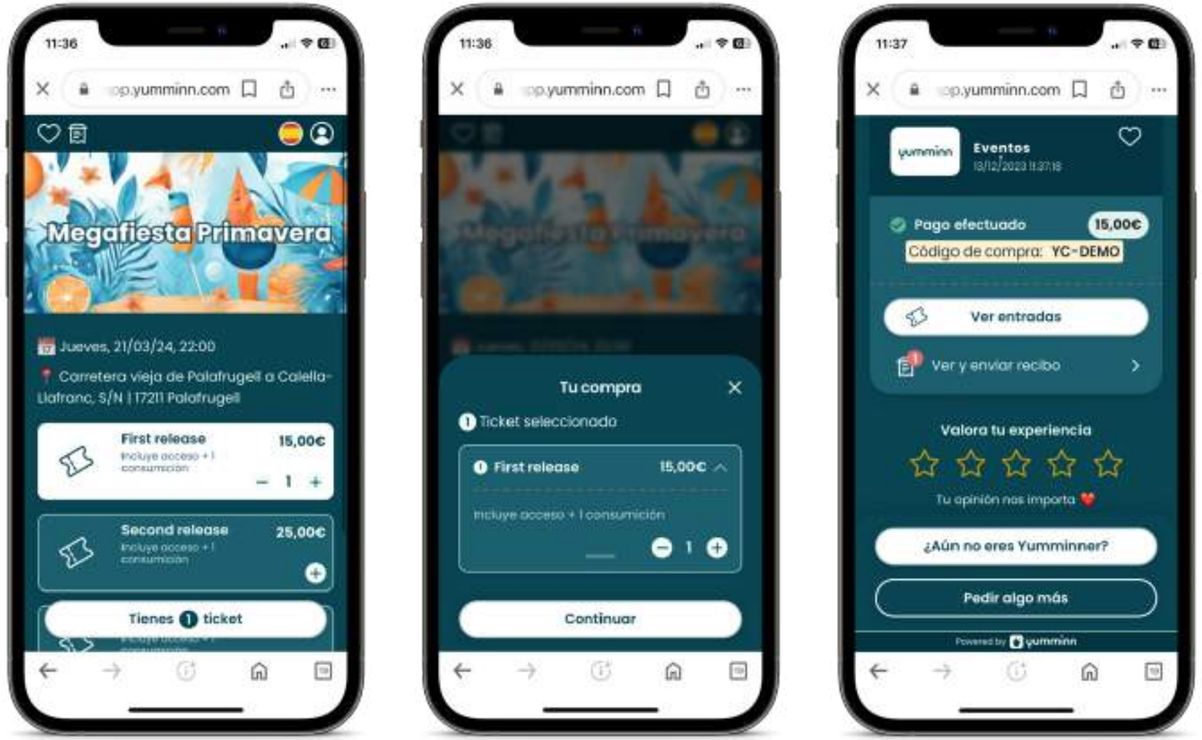
The ideal solution for your event: ticketing, drinks ordering and payments.

Options:

1. Ticketing: sell tickets in advance for your events.

2. Order & Pay: allow your clients to purchase drinks & food on our web app, and use validation QR codes to control the food delivery at the event

3. Payments: allow clients to pre-pay for ther drinks and close their tabs.

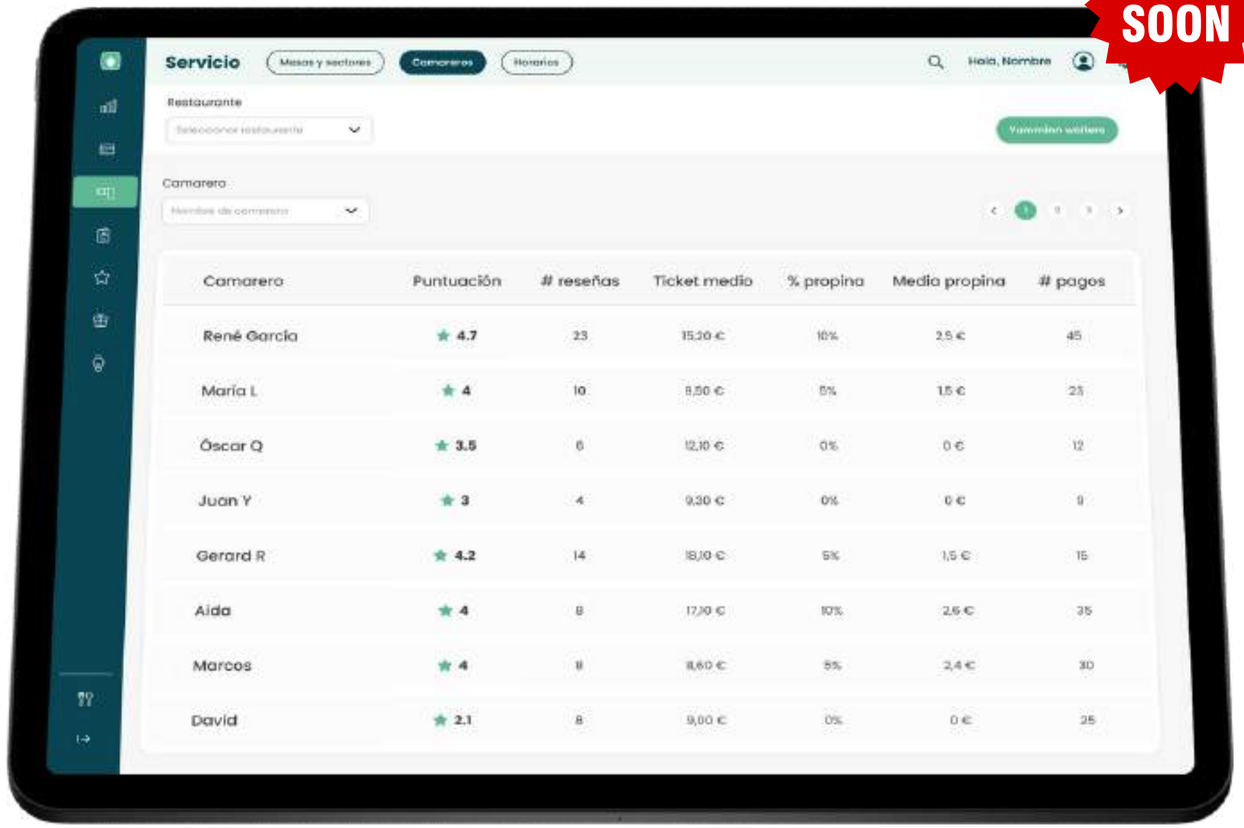


SOLUTIONS:

Staff incentives

Transform waiters into a motivated team of salespeople.

- The only solution on the market that helps rate **waiters' performance** (reviews, average ticket and tips) and that allows you to create **incentive** plans that help increase sales.
- ***Next year we will launch sales incentives per product.***



INTEGRATIONS: Ecosystem approach

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tSpoonLab	Menu engineering, Stock management, Process management, Detailed analytics
ZEROSIX	Loyalty program with several types of rewards, automations and channel management
BUMERANG	Reusable packaging promoting circular economy
Yumiwi	Smart event platform
singro	Integration with rider platforms (Glovo Business, Uber Direct...)

In roadmap

SUPERPOPI

5* review booster

Edenred Payment Solutions

Improve payment fees for Canteens

wipass

Phygital marketing

PARTNERSHIPS: a win-win strategy to grow together

yumminn

- Associations:







- POS systems:







- Complementary products







- Corporations:







