



Construindo a alimentação
do nosso tempo



Brazilian food market is huge and lacks brands truly connected with consumer needs

Brazil food market

\$130bn + \$115bn

Groceries ⁽¹⁾

Food Service ⁽²⁾

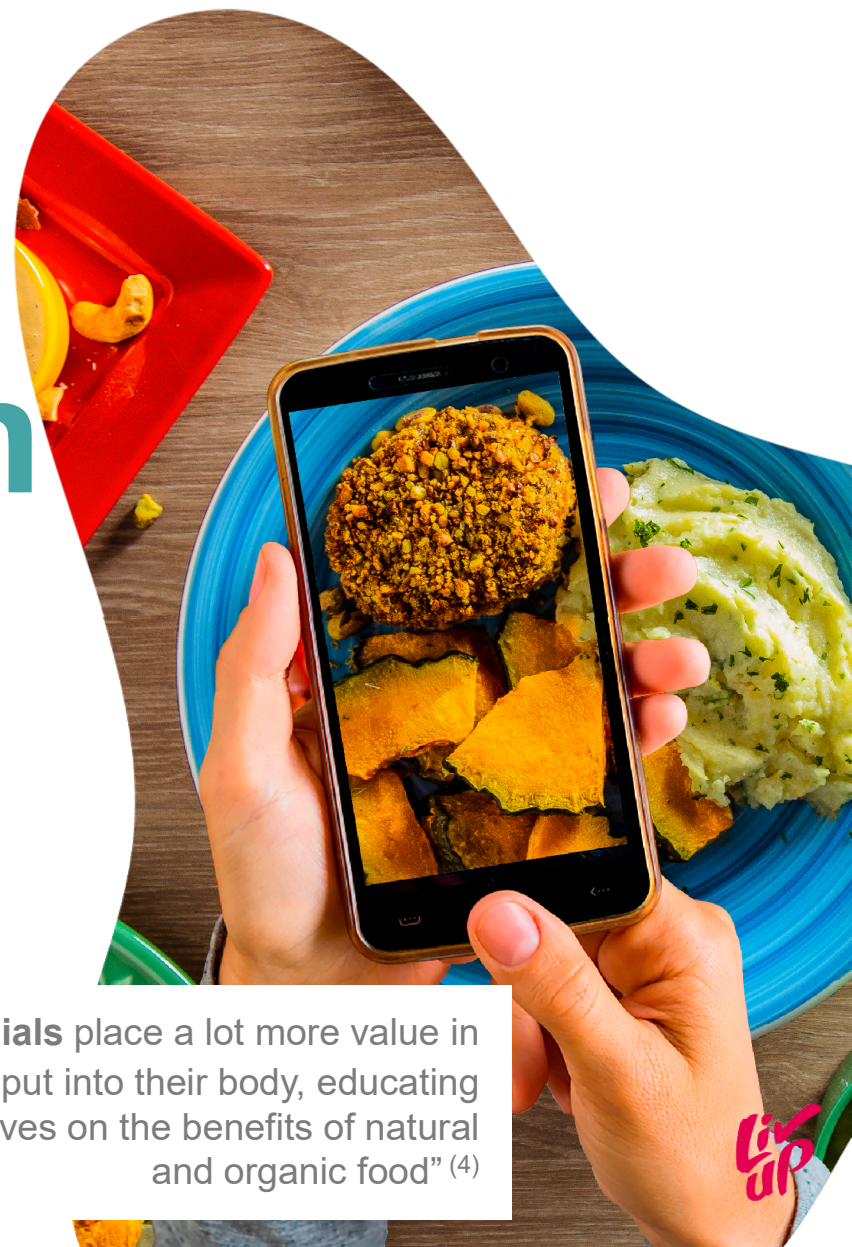
83%



of Brazilian adults agree it is **worth spending more** on healthier options ⁽³⁾

1. Brazilian Food Industry Association – Food Industry sell-in ex-food service
2. Euromonitor 2018 report – Brazil Consumer food service
3. <http://www.mintel.com/blog/food-market-news/four-key-food-and-drink-trends-for-brazil-in-2016>
4. <https://www.forbes.com/sites/deeppatel/2017/08/26/food-leaders-take-notice-how-millennials-are-changing-the-way-we-eat/>

“Millennials place a lot more value in what they put into their body, educating themselves on the benefits of natural and organic food” ⁽⁴⁾



**Live
UP**

- People want to eat better.

We launched Liv Up to seize this opportunity

REAL FOOD

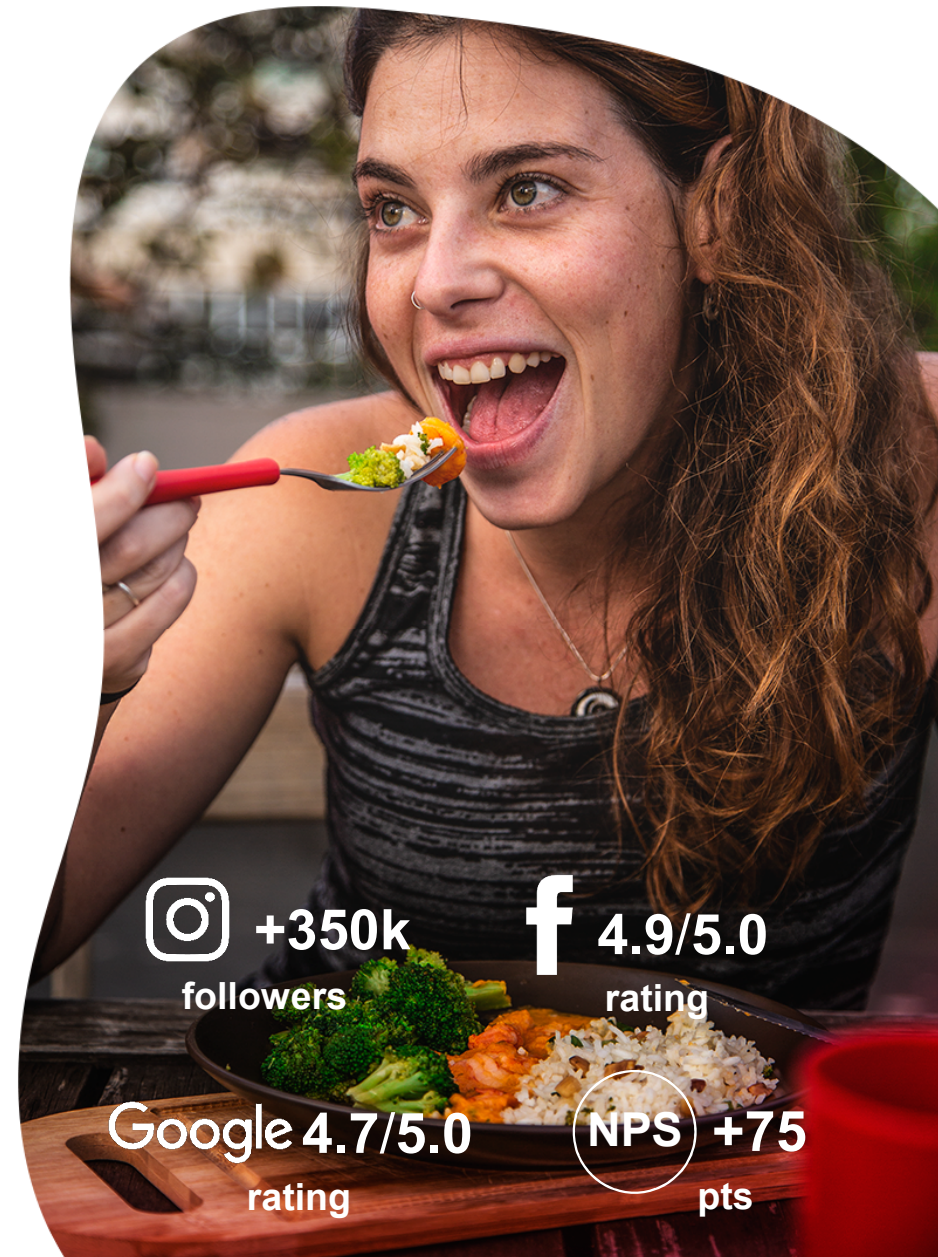
- Natural ingredients
- Sourcing from local producers
- Prioritizing organic ingredients

URBAN LIFESTYLE

- Fast, simple and customized purchasing experience
- Easy to consume
- Affordable prices

CUSTOMER INTIMACY

- Social media connection
- Digital native
- Co-creation and fast feedback-loop

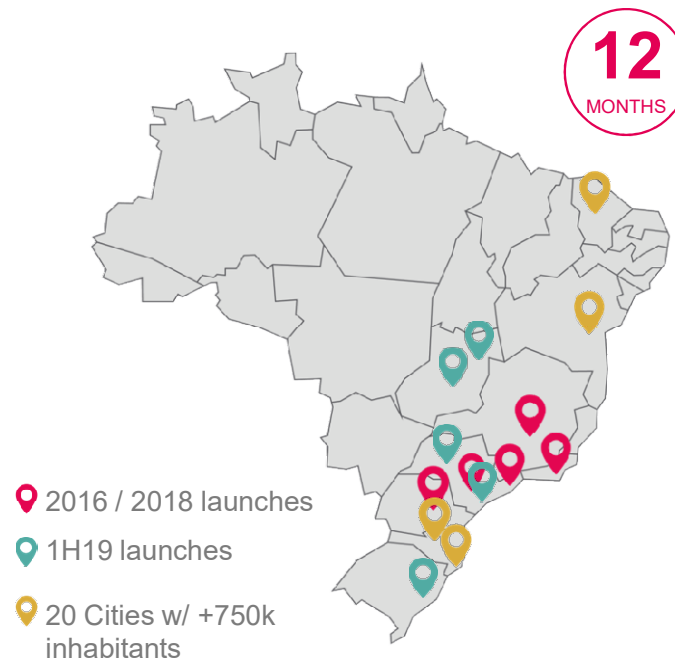


LIV UP



- Founded in 2016
- 8k meals/day
- 340 employees
- +10 cities

BRAZILIAN EXPANSION



30 cities to expand

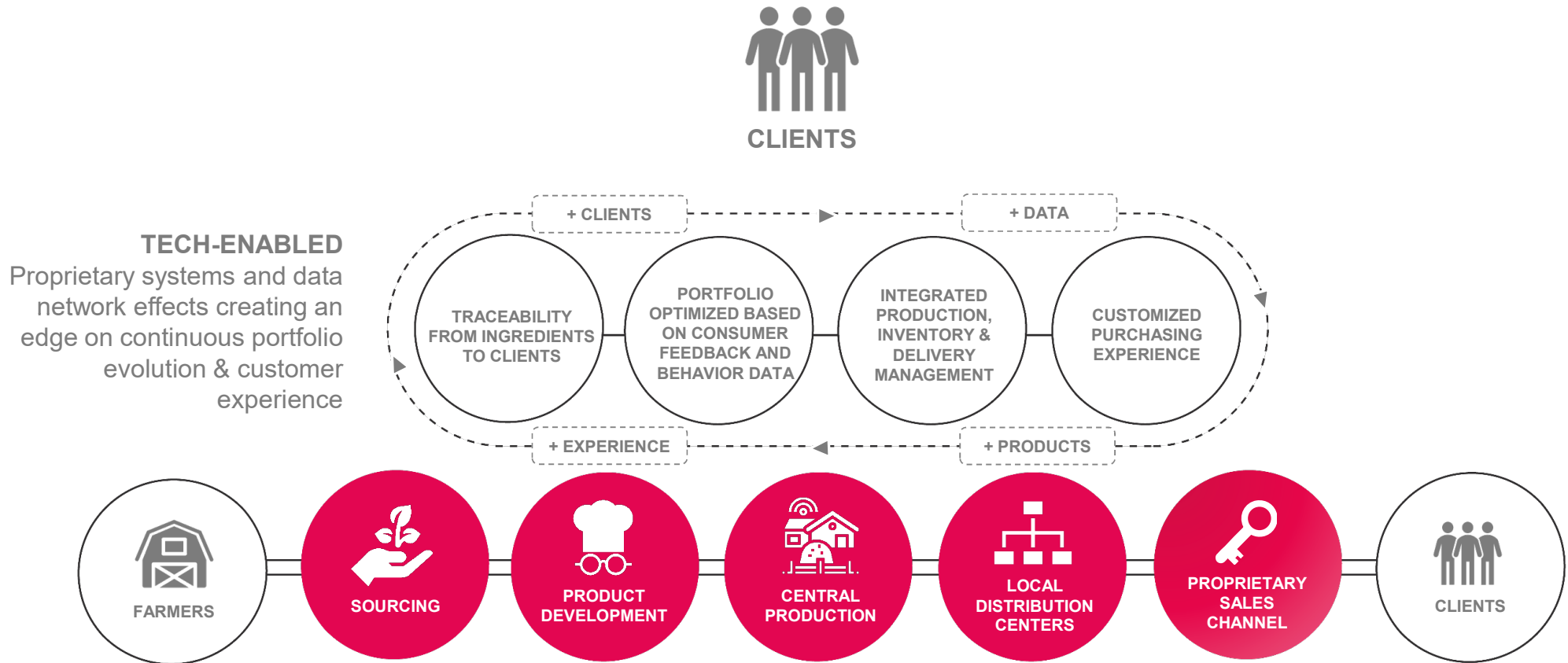
GLOBAL AMBITION



Ambition and
Brand to go global



Direct-to-consumer brand designed to reconnect an industry to its customers



Vertical business model maximizing efficiency and delivering superior products



Plantio dedicado

Um sistema de parcerias que **beneficia** tanto a **Liv Up** quanto o **agricultor**.

Liv Up	Agricultor
1. Rastreabilidade, padrão e qualidade	1. Acompanhamento técnico gratuito
2. Garantia no fornecimento de orgânicos	2. Garantia antecipada de compra
3. Preços mais competitivos	
4. Relações justas e de longo prazo	

Plantio dedicado

55% do vol. de vegetais

Meta: >75% dos vegetais até Nov/19



Current portfolio created through a customer-centric approach. We are continually evolving it doing to food what Netflix does to content



Portfolio co-created through customer interaction and data

Ideas > research & development > scalability

Technology + gastronomy + nutrition

Fast and simple + quality + healthiness + flavor



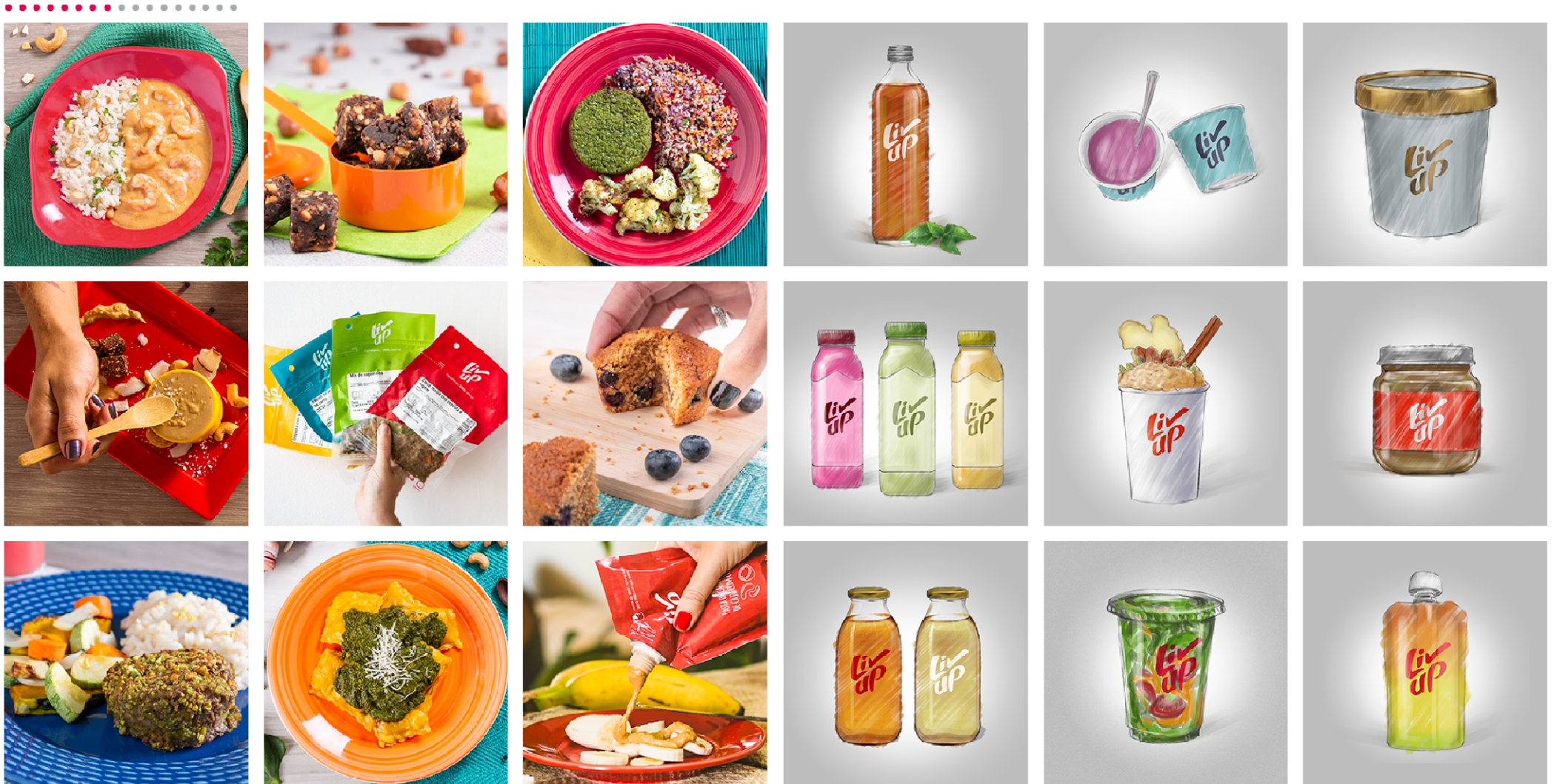
Portions designed for **convenience** and **customization**



Menu powered through AI to enhance **seasonality** and ingredients' supply



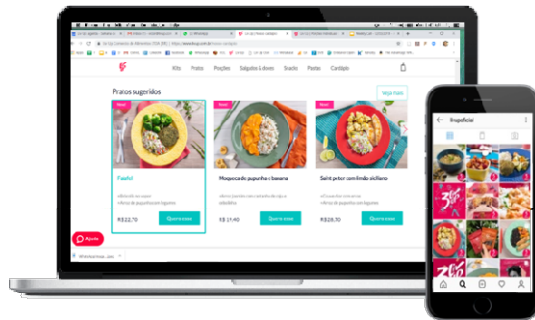
BRAND CONCEIVED TO EXPAND PORTFOLIO CREATING A UNIQUE EMOTIONAL CONNECTION WITH CONSUMERS



EVOLVING OMNICHANNEL EXPERIENCE TO CAPTURE COMPLEMENTARY MOMENTS OF CONSUMPTION



Ecommerce + Pickup Store



Office solution



Retail Stores



Sinergies powered by digital experience





CUSTOMER CENTRIC

Business model conceived to connect and lever customer needs across the entire organization leading to continuous evolution



PURPOSE DRIVEN

Positive impact to multiple stakeholders inspiring and connecting people, creating a virtuous growth cycle



PROPRIETARY SYSTEMS

Technology developed to enhance customer experience through superior processes and products



AMBITIOUS TEAM

Teamwork spirit bonding smart individuals eager to positively impact millions of people



EXECUTION

Operational excellence and passion for challenges to turn big dreams into reality

CREATING THE **FOOD BRAND** OF OUR TIME



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