



PRESS KIT 2020

# LivingPackets Business and Philosophy



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*We invented THE BOX to solve the problems that arise from the rapidly growing e-commerce market. Our goal is to design an experience that is so convenient to use, that people will actually love sending and receiving things in a more sustainable and smarter way.*



ALEXANDER COTTE, GROUP CEO

” *A smart shipping box to replace all those cardboard boxes*



” *LivingPackets introduces a revolutionary sustainable packaging solution.*

BUSINESS INSIDER

” *Wild idea: Waste-free shipping*

FASTCOMPANY



## LivingPackets offers a smart box that eliminates packaging waste and rewards people and companies

**LivingPackets developed a smart packaging that eliminates packaging waste and offers a new level of augmented serenity to e-commerce companies and their customers.**

Founded in Nantes in 2016, LivingPackets is a European start-up specializing in innovative and secure solutions for online deliveries. The high-tech company has developed a new generation of intelligent, secure and reusable packaging called THE BOX that aims to replace hundreds of millions of cardboard boxes in the e-commerce market over the next 10 years.

The goal is to reduce the impact of the entire industry on the environment and offer a dramatically improved experience to e-commerce companies and their customers.

Since the beginning of their research, the team has grown to over 80 employees with offices in France, Germany, and Switzerland. The company has gathered a lot of interest from some of the largest e-commerce companies in Europe and has been running pilot programs to enter the European e-commerce market in 2020.



## THE COMPANY

# Over 80 people across 3 countries work towards one vision

**Berlin, Germany**  
Software, Business  
Development, Marketing

**Nantes, France**  
R&D, Hardware,  
Production

**Paris, France**  
Business  
Development

**Lausanne, Switzerland**  
Administration & Legal

The operations are fully funded and the company is able to work independently for many more years. This means that LivingPackets has the freedom to focus on the development, production, and growth for their business.

All team members are shareholders in the company and personally invested. This means that truly everyone will benefit from the success of LivingPackets.



# The Management



**Alexander Cotte** - Group CEO

Alexander Cotte founded his first company at the age of 16 and went on to found seven other companies before he focused on LivingPackets. He is now building the startup across its European offices and working on his vision to build a true profit-sharing company.



**Fabian Kliem** - CTO

Fabian is the CTO of the LivingPackets group. Over the years, he has founded several Internet companies and a full-service agency. Fabian is dedicated to using technology as a multiplier to offer everyone a more sustainable and equitable way to work and live together.



**Leonard Schellenberg** - CIO

Leonard Schellenberg is the CIO of the LivingPackets Group. He is a mathematician and computer scientist who is keen to leverage digital technology to improve the situation on this planet.



**Emmanuel Lemor** - Head of Customer Experience

Emmanuel has had a 360° oriented career from Sales to Tech and started focusing on Product and CX for the past 15 years. Aside from his own startups, he has often worked on projects or with people that have a focus on doing good in this world and it is this passion that brought him to join LivingPackets.



**Stéphane Lerays** - Head of Business Development France

Stéphane joined the LivingPackets project, which corresponds to his vision of a society more eco-responsible and fair, driven by technological progress, allowing a more responsible way of consuming. He has more than 10 years of experience in urban planning and serving local authorities for their development projects.



## The Market Situation

# The global e-commerce market is a 3.6 Trillion Euro opportunity

The global e-commerce industry is a 3.6 Trillion Euro industry that is growing by over 20% each year. But it's also an industry that is **battling many issues**: Each year over 700 million trees are cut to produce the **100 billion waste packages** that are necessary for online deliveries.

**85% of all customers are unhappy** with their delivery experience and each delivery comes with a lot of packaging waste that ends up in the trash.

A growing number of **e-commerce companies are looking for sustainable services** and products that are improving the customer experience and improving their ecological footprint. This is where LivingPackets comes in.

THE BOX and **the designed services are able to help** with both. The company has been approached by many large companies already, who are eager to use the services.



Parcels get damaged



Deliveries never arrive



Parcels get stolen

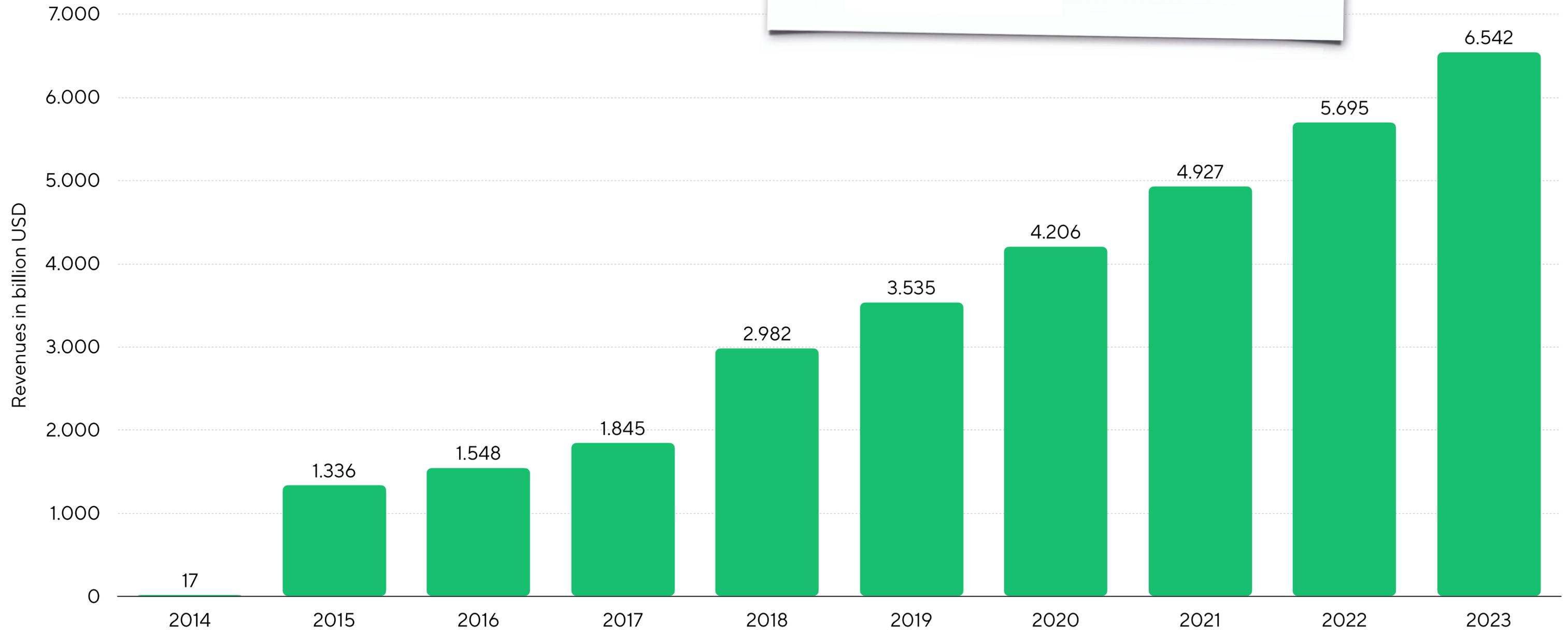


## The Market Opportunity

### E-commerce companies are looking for sustainable solutions

“The reusable packaging by LivingPackets: So crazy it just might work.”

THE WALL STREET JOURNAL.



## THE BOX

### One of a kind Millions in the making

**THE BOX is a unique smart packaging that is infinitely reusable and equipped with sensors to offer a new delivery experience for e-commerce companies and consumers.**

THE BOX eliminates all packaging waste and provides full remote control with each delivery, dramatically improved security, and a new level of convenience.

#### ***Infinitely reusable***

*The case material outperforms cardboard boxes in every way: It's more rigid and durable, better at shock absorption, and it's infinitely reusable.*

**Covering almost 80% of all deliveries**  
*THE BOX is able to handle between 70 and 80 percent of all online deliveries.*

## 1 BOX 2 Sizes

2 OR 32 LITERS



## THE BOX

### Full remote control with each delivery

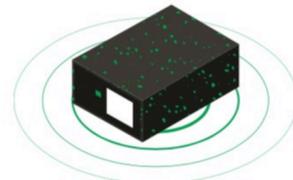
- Integrated Holding Mechanism
- Integrated Sensors & Connectivity
- Convenient Locking System
- Speaker and Microphone
- Powerful 7.8" **Eink** Display
- Rigid & Durable Materials
- 35+ Patents



Near time  
tracking



Easy  
return



Built-in  
sensors



Easy  
management



## THE BOX App

Makes it very convenient to send and receive shipments and track every detail

### Protecting every delivery

Integrated sensors measure temperature, humidity, and shocks. All data can be accessed via the built-in internet connection.

### Automatic theft detection

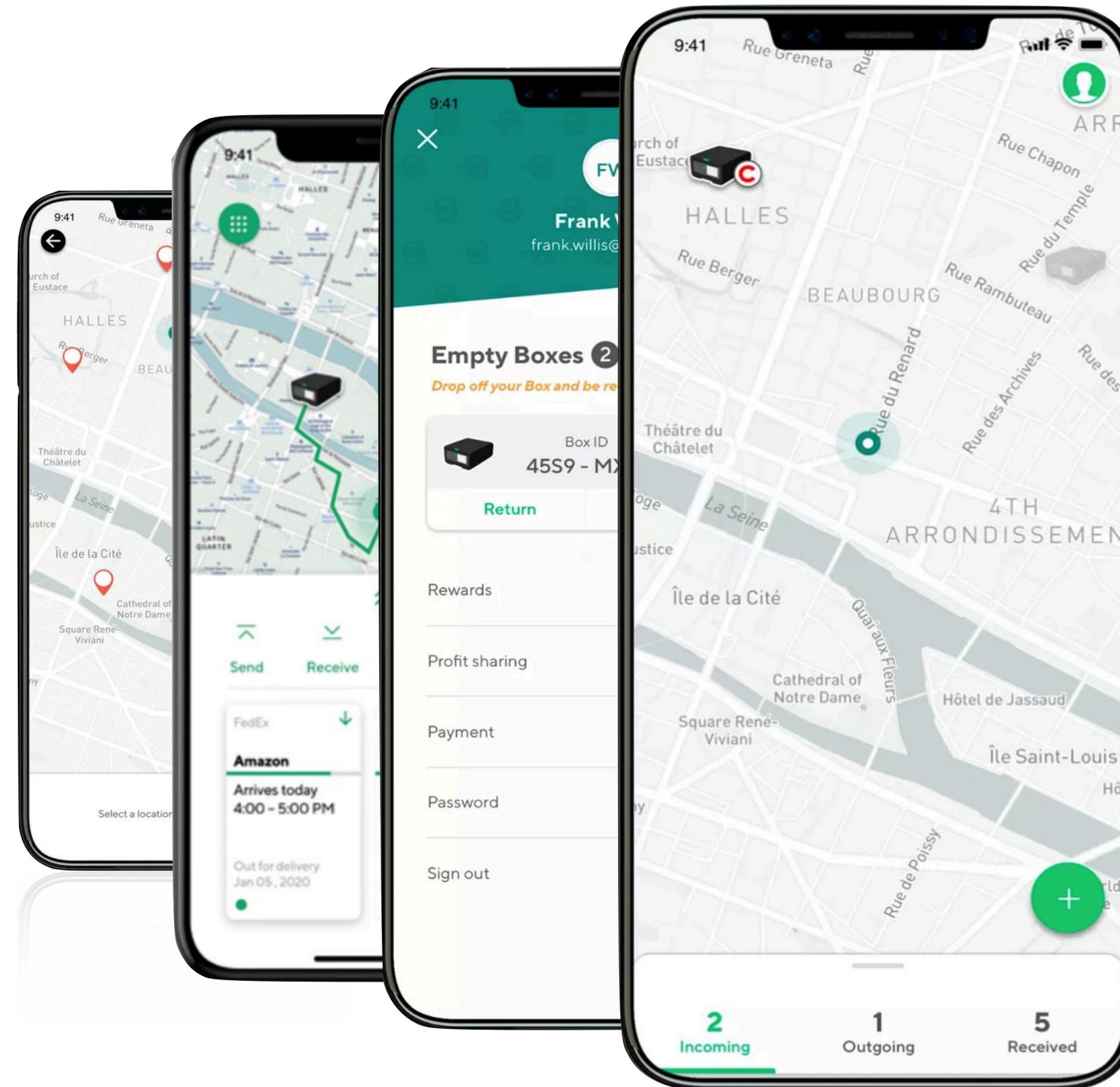
THE BOX enables the detection of any unauthorized opening attempt.

### Easy returns

Returning THE BOX is simple. The right address is getting updated on THE BOX with the push of a button.

“ One thing is certain: this idea will become **the future.** ”

MRADIO



## THE BOX Impact

### Designed to protect the environment

#### Eliminating cardboard

Each BOX is designed to replace up to 1,000 cardboard boxes and be used for 1,000 trips before it needs reconditioning.

#### Automatic Holding System

The holding system in each BOX makes bubble wrap and filling material obsolete.

#### Infinitely reusable

The case material outperforms cardboard boxes in every way: It's more rigid and durable, better at shock absorption, and it's infinitely reusable.

## THE BOX Honours

### Awards and Nominations

In 2019, LivingPackets was selected for numerous awards that recognized the vision and impact of THE BOX for the e-commerce market and the environment.



## THE BOX Integration

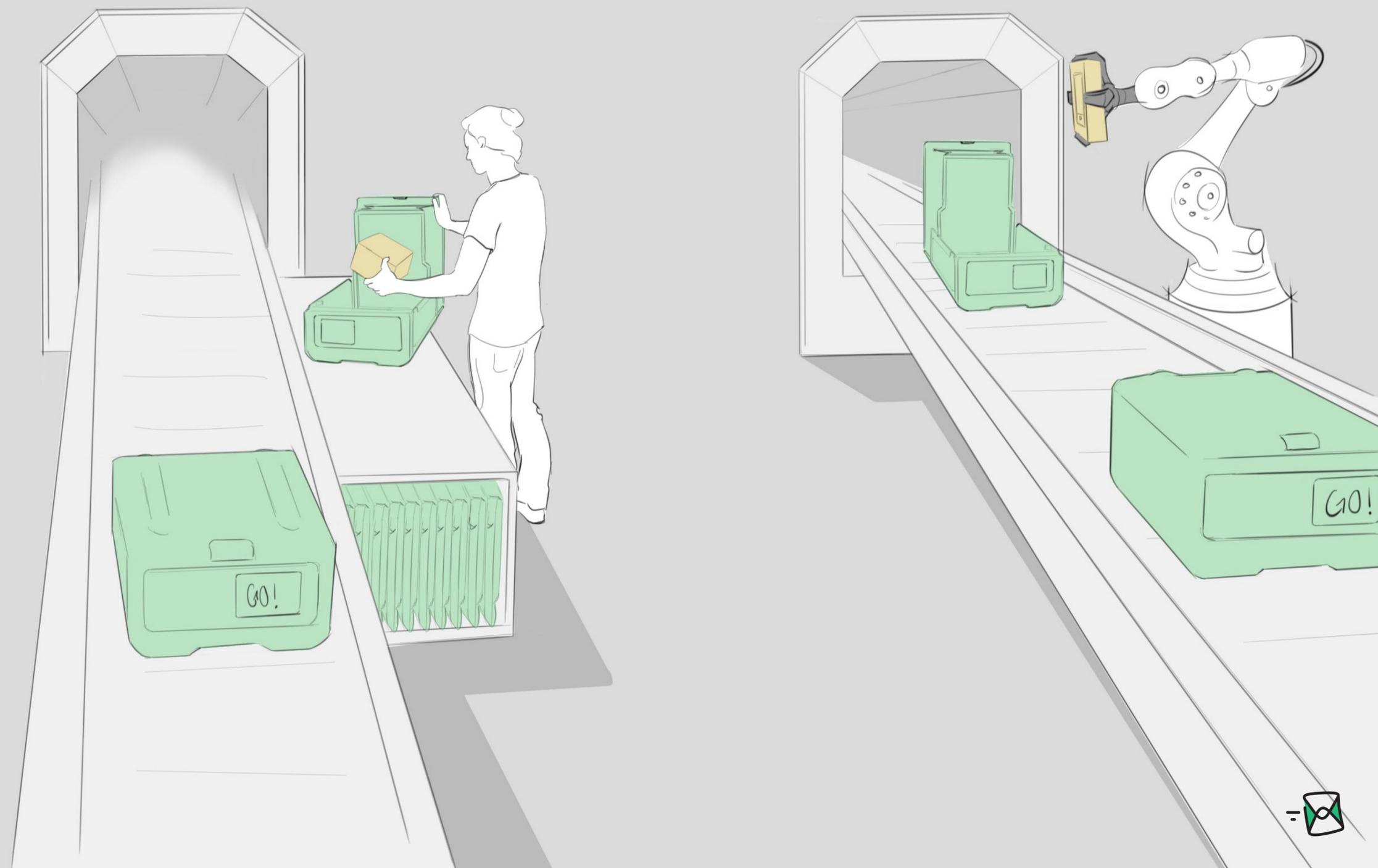
### Enabling full automation

With THE BOX LivingPackets offers simple and lean processing within warehouses, and a **plug and play solution** with existing processes and systems.

After 3 years of development, the company has successfully integrated or tested the solution with some of the largest e-commerce companies in France.

LivingPackets will bring THE BOX to market in France and Germany at the end of 2020.

**Cdiscount**



## THE BOX Pilots

### Successful integration with first e-commerce partners

LivingPackets produced 400 units of THE BOX in October 2019 for a pilot project with Cdiscount to send same-day deliveries in the Bordeaux Area. The company tested circulation, tracking and the integrated sensors for 6 weeks with Cdiscount's customers.

Cdiscount is one of the largest e-commerce companies in France with 22 million packages. THE BOX was integrated directly into Cdiscount's existing warehouse systems.

#### FEEDBACK FROM CUSTOMERS

- ” It was really perfect, surprising and incredible! Thank you, I'll talk about it around me!*
- ” Everything went well. I downloaded the application by picking it up from the play store and let myself be guided without any worries. Everything was perfect.*



**Cdiscount**

 **chronopost**

  
**orange™**

# THE BOX Revenue

## Generating revenue with each delivery

THE BOX isn't just a product, it's a service. This means that e-commerce companies don't buy the boxes directly. They only pay for using them.

### Making money with each delivery

Whenever a BOX is used for delivery, it earns money with a service fee. LivingPackets offers flexible packages to e-commerce companies. The basic package doesn't cost them more than what they would pay for a traditional cardboard box.

### Flexible packages for different needs

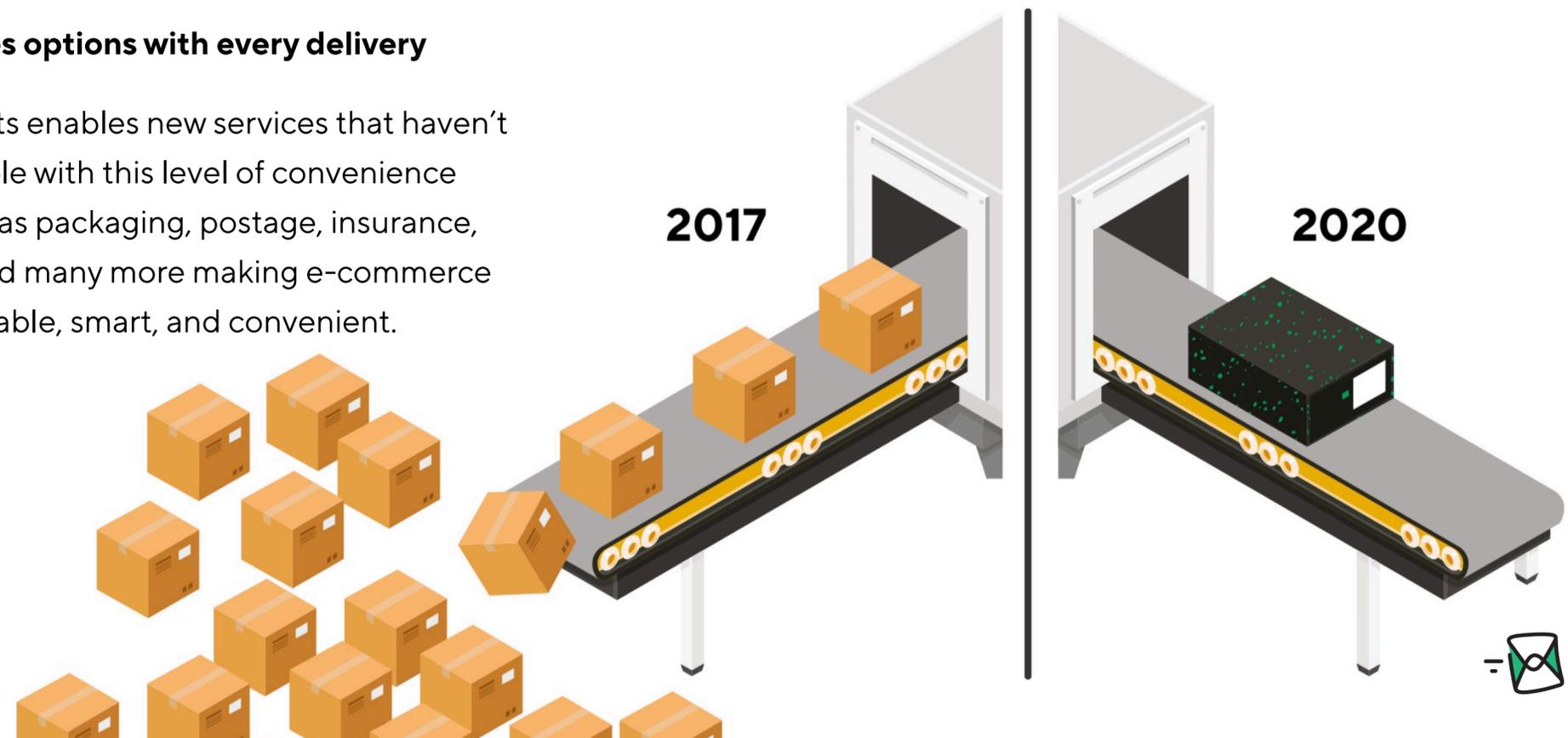
For more valuable or complex deliveries, they can book additional services, which will increase the amount for the single delivery.

### Well received by e-commerce companies

LivingPackets is entering the market with a growing number of e-commerce companies like Orange and Cdiscount. The results from the early market tests are very promising, both in terms of user behaviour and interest from businesses.

### New services options with every delivery

LivingPackets enables new services that haven't been available with this level of convenience before such as packaging, postage, insurance, payment, and many more making e-commerce safe, sustainable, smart, and convenient.



## Philosophy

# LivingPackets and THE BOX reward companies and people

The business model around THE BOX is built on the belief that in the future profits need to be shared and not kept by a small number of people and companies.

That is why LivingPackets created a model where anyone can become a contributor and benefit from the growth of the company.

### 50% of all profits are shared

LivingPackets is dedicating 50% of all future profits to their contributors. Anyone can contribute from 50 to tens of thousands of Euros or Dollars and become a Sharing Angel.

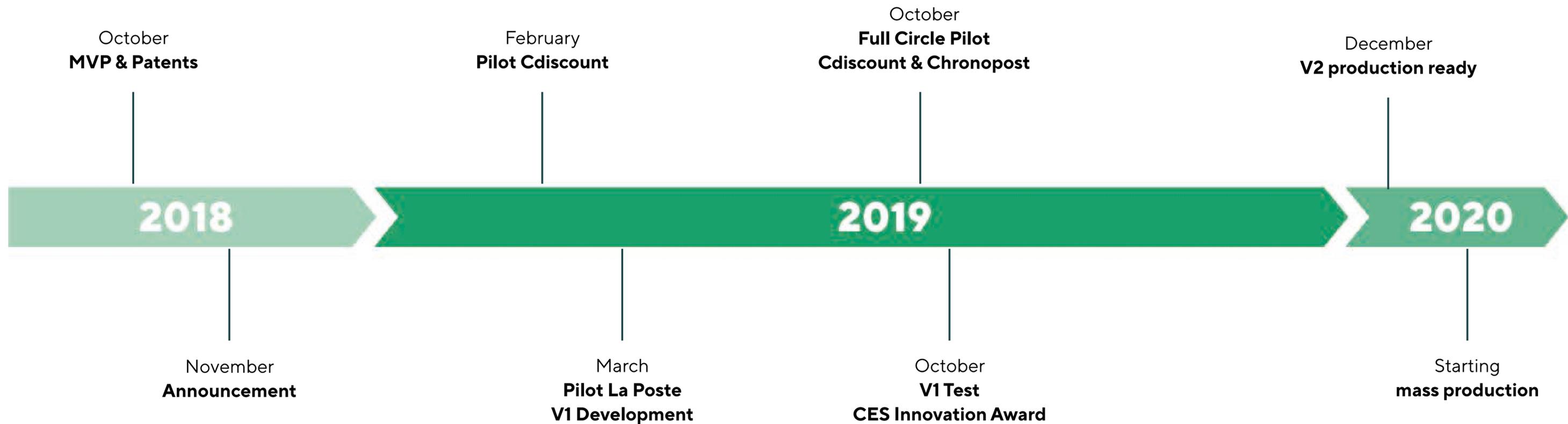
Every Sharing Angel will receive up to 5 times their contribution over the next years based on the time of their contribution and therefore the risk that they are willing to take.

More information about  
the Sharing Angel Program



## The Market Entry

After 3 years of development  
It's time for mass production





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