

Clubbi, B2B platform for small food retailers outlet, announces US\$ 4.5 MM seed round

The startup intends to accelerate growth, invest in cutting-edge technology, expand to other cities in Brazil, and develop partnerships with suppliers

São Paulo, December 2021 - Clubbi connects suppliers and grocery stores, and has just received a US\$ 4.5 million seed investment, led by Valor Capital Group, co-led by ONEVC, followed by Better Tomorrow Ventures, Latitud and Canary. The company, which was founded a year and a half ago, already had a pre-seed investment of US\$ 550 thousand, led by the venture capital fund Canary.

The startup is a one-stop-shop for the neighborhood grocery store to stock up quickly and cheaply through an online commerce platform where market owners can buy everything their store needs in one place, with competitive prices and a differentiated service level. By creating an efficient platform to supply neighborhood markets and grocery stores, the startup is looking forward to accelerating growth by investing in technology and products, in addition to expanding to other cities in Brazil and developing partnerships with suppliers.

The inspiration came from João Macedo, one of the founders. While working as Head of Distribution at Red Bull, he realized how difficult it is for the industry to reach a large retail base that is completely fragmented and analog. That's how, in 2020, João Macedo teamed up with entrepreneurs Marcos Adler and Alexandre Farber and created the B2B marketplace platform, which connects suppliers and markets in Rio de Janeiro. "With a service level that this sector has never had access to before, such as 24-hour delivery, no minimum order quantity, flexible payment terms and a 5-star support, we were able to bring to the stores a value proposition that reaches the heart of their business: working with leaner inventory through constant replacements. This allows them to optimize the use of working capital, which is very limited", says Marcos Adler, co-founder and CEO of Clubbi.

With the new investment, the expectation is to surpass the current 1,000 markets to more than 3,000 by mid-2022. Clubbi is also preparing to expand its operations to other regions in Brazil, bringing continuous improvements to the user experience, and achieve a broad base of partnerships with suppliers in order to make the platform more and more attractive to the customers. "The B2B sector supplying small neighborhood markets is undergoing an accelerated digitization process. This step is essential for this supply chain to reach a new level of efficiency that will benefit all players involved - from the industry, to intermediaries (distributors and wholesalers), the markets themselves, and even the final customer. Clubbi's goal is to be one of

the main players in this dynamic, and the investment will allow us to reach scale and excellence for this purpose," says João Macedo, co-founder and COO.

"In Brazil there are more than 200,000 mom-and-pop grocery stores which, despite generating more than \$35B USD in combined revenues and employing millions of people, still face many challenges when trying to procure goods in an efficient and low-cost manner. They also lack access to fair financing solutions. Clubbi is delivering an integrated and simple way for these stores to receive the best products - at the right prices and payment terms - at their doors. The social and economic development Clubbi generates is huge and the Company's early results are very promising and impressive", says Antoine Colaço, from Valor Capital Group.

With a personalized digital experience focused on simplicity and ease of access, the startup is converting customers who have never shopped online before to a new digital world that is now part of their daily routine. Clubbi wants to help grocery store owners enter the digital age and potentialize their business.

"We invested in Clubbi at the beginning of the journey and we were happy to see how João, Marcos and Alexandre are leveraging their experience and talent to transform an entire ecosystem around small businesses and improve the lives of millions of Brazilians", says Marcos Toledo, Canary, Partner of Venture Capital.

The initiative will help entrepreneurs to fill their inventory in a much more efficient way, benefiting commerce in the supply of thousands of food products. On the platform, with an entirely simplified system, the salesperson selects the product of interest, according to its niche and sales strategy, and with just one click it is possible to place the order quickly and securely. "The large retail chains are already investing in technology and intelligence, our goal is to bring this digital transformation to small entrepreneurs. Bringing technology and intelligence to small retail entrepreneurs is essential to ensure that their businesses will continue to pass from generation to generation", says Alexandre Farber, who returned to Brazil to do business after years of experience in the retail technology market at a unicorn company in Tel Aviv, Israel.

About Clubbi | Founded in 2020 by the trio João Macedo, Marcos Adler and Alexandre Farber, Clubbi wants to digitize neighborhood markets in Latin America. Based on technology, the digital platform allows small businesses, such as grocery stores, to buy everything they need to efficiently stock their stores and keep their shelves always full. The company launched its MVP in October 2020, in Rio de Janeiro, and in the same year, received its first round of investments, led by Canary and with the participation of angel investors such as Marcelo Sampaio, founder and CEO of Hashdex, and Pedro Jahara, founder and CEO of Lexter. The company also participated in the first class of the Latitud acceleration program, run by Brian Requarth (VivaReal). Today, the

company already has 1,000 grocery stores in Rio de Janeiro and received a second contribution led by Valor Capital, co-led by OneVC and with participation by Better Tomorrow Venture, Latitud and followed by Canary.