

OLIVE TECHNOLOGIES
Online shopping, unboxed



Olive

Online shopping,
unboxed

shopolive.com

Experienced team in retail, e-commerce, logistics, and customer service

About our founder

Nate Faust has spent the past decade leading teams that have built next generation e-commerce experiences. He was an early employee and member of the management team at Diapers.com/Quidsi (sold to Amazon 2010) and co-founder and COO of Jet.com (sold to Walmart 2016).

Following the acquisition of Jet.com by Walmart, Nate was the SVP of Walmart's US e-commerce supply chain, where he led a multi-year transformation launching free nationwide 2-day and next-day delivery on Walmart.com.

diapers.com



jet

coupang

shopbop
EAST DANE

zulily

MODA OPERANDI



CAPSULE



REFINERY29

wework

SPRING



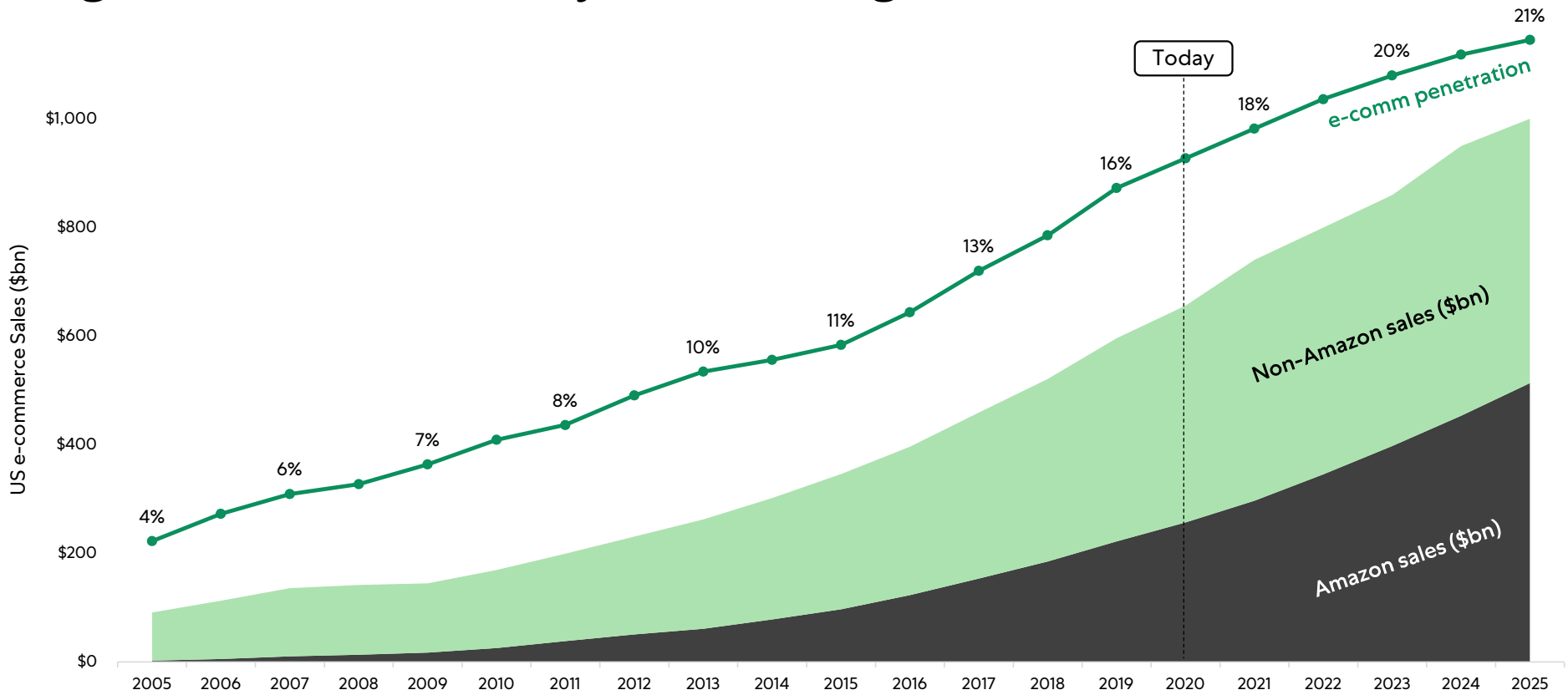
JETBLACK

BAIN & COMPANY

MASSE

L CATTERTON

The convenience of e-commerce has led to tremendous growth – and it is only accelerating



Source: FTI Consulting, 2019 U.S. Online Retail Forecast, eMarketer, Morgan Stanley equity research, US Census Bureau; Note: Historical retail figures exclude sales of items not normally purchased online such as spending at restaurants, bars, automobile dealers, and gas stations; forecasted numbers reflect pre-COVID



But this convenience has become *inconvenient*

Hassle for shoppers

Reaching free ship minimums, tracking multiple deliveries, breaking down boxes, and dealing with returns

Costly for retailers

Abandoned carts due to free ship minimums;
Shipping is the largest operational cost
(and rates are going up due to capacity constraints post-COVID)

Bad for our environment

10B+ shipments in single use boxes delivered to US consumers in 2019
(and that required 9B+ last mile stops)

**Olive is a technology platform
powering the most convenient
and sustainable online
shopping experience across
hundreds of retailers**

At thousands of online sites, Olive shoppers access:



Free shipping with no minimum purchase



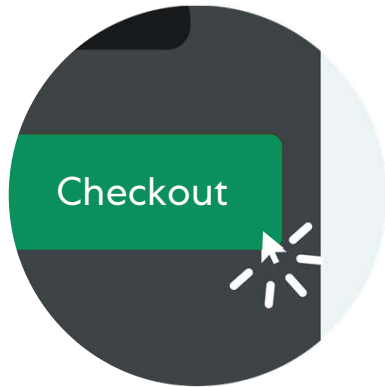
Consolidated deliveries in reusable shippers - nothing to throw away or recycle



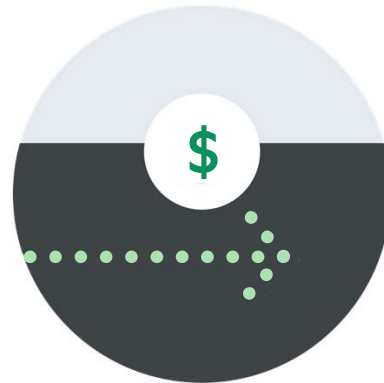
Free returns with doorstep pick up in 1-click

While feeling good about helping the environment

Olive brand partners access:



High conversion, high frequency shoppers



No incremental shipping costs vs. today

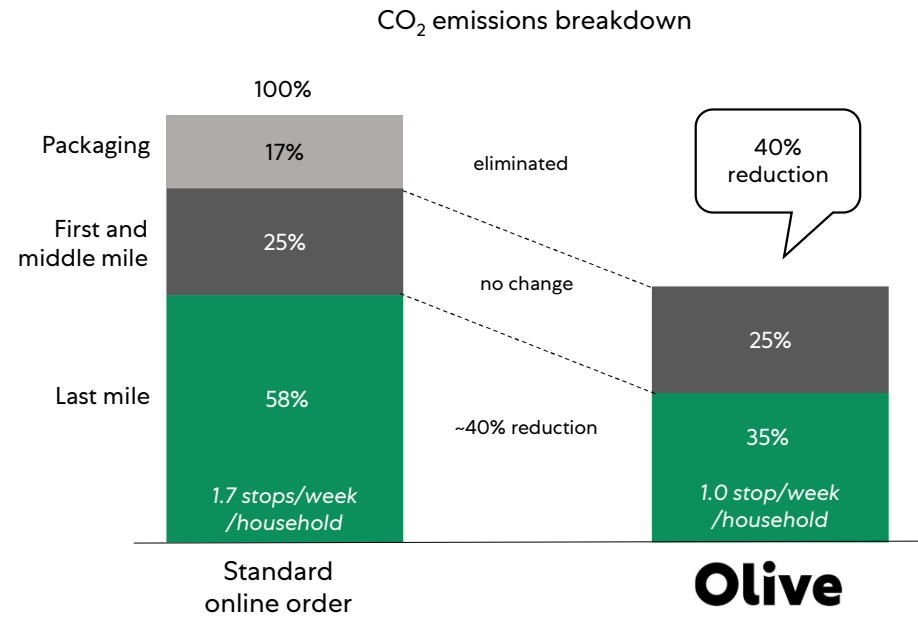


100% capture of box savings

While furthering corporate sustainability goals

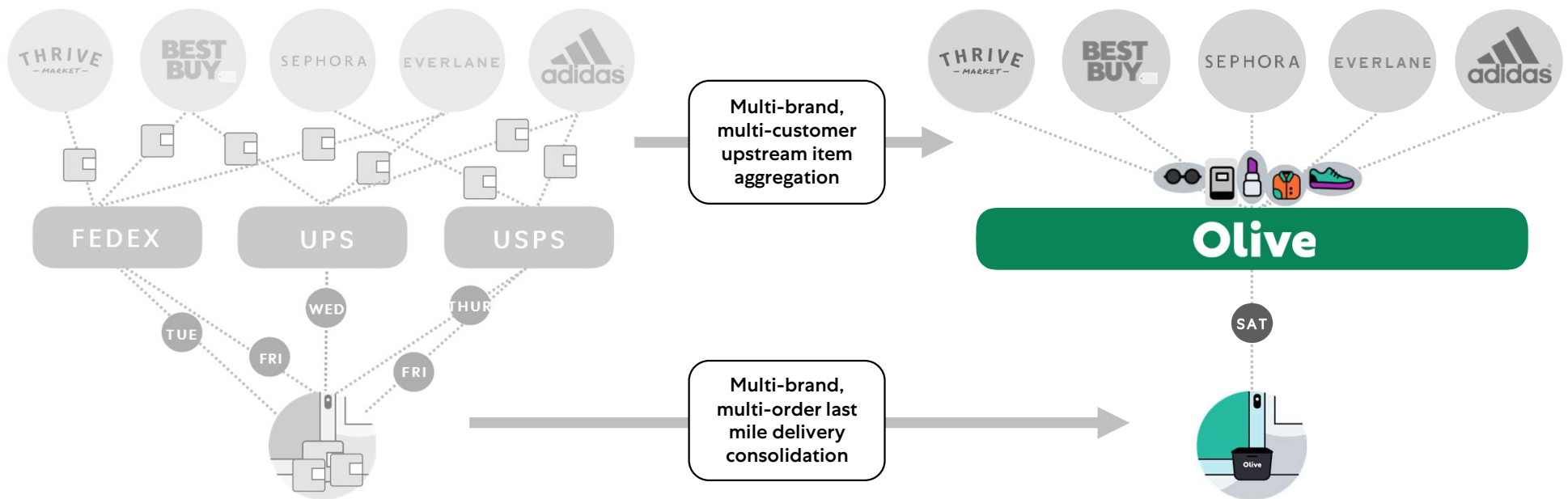


With this model, Olive reduces the CO₂ emissions of e-commerce delivery by 40%



Source: Environ. Sci. Technol. 2020, 54, 6, 3499-3509; Note: Last mile stops per week per household reflects behavior for all customers in dataset for all non-Amazon purchases based on Rakuten Intelligence dataset for four calendar weeks 5/3/20-5/30/20

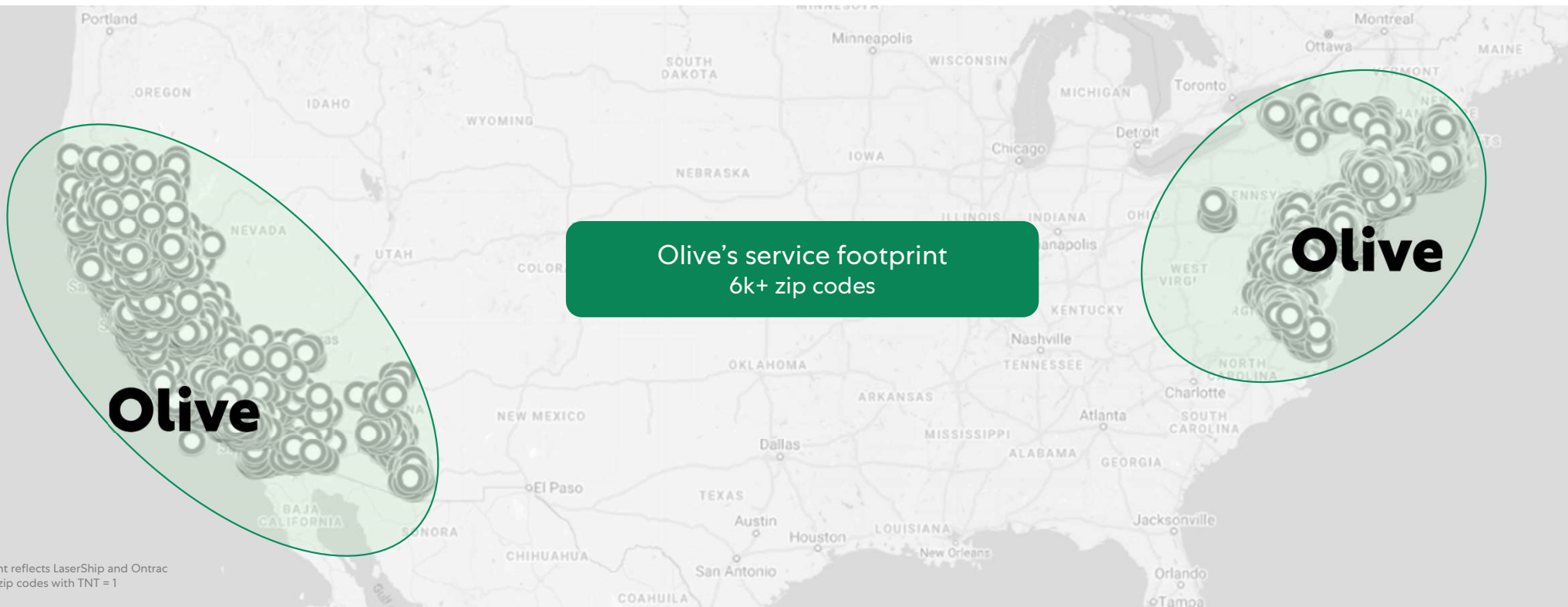
To achieve this, Olive is completely redesigning e-commerce logistics – building a ‘unitized’ supply chain with higher density from origin to destination



Note: retailers represent illustrative affiliate retailers on the Olive platform

In addition to the consumer, retailer, and environmental benefits, this model also results in significantly higher levels of profitability compared to traditional last mile delivery

Olive launched to 100M+ consumers on both coasts in Feb 2021



Reach high-value customers and achieve a reduced cardboard footprint—
a win for brands, shoppers, and the planet.

Our initial focus is on apparel and accessories but will eventually cover everything online

full people


THE WEBSTER

LA LIGNE
NEW YORK

L U N Y A

MANSUR
GAVRIEL

MATCHES FASHION

NAADAM

URBAN OUTFITTERS

VINCE.

alo

ANTHROPOLOGIE

REBECCA TAYLOR

Represents select launch retailers

