

EasyFill AB (publ.)

Clever FIFO merchandising systems

Clever FIFO Merchandising systems

EasyFill makes it **EASY** for stores

- **E** – *Efficient handling of products*
- **A** – *Always First In – First Out*
- **S** – *Simple design and use*
- **Y** – *Why? Reduce waste, reduce labour cost, increase sales*

We provide clever merchandising shelving systems for stores to increase sales, improve efficiency and reducing cost and waste.

*By offering our innovative patented solutions we can offer the user clever solutions for efficient filling and refilling of goods and thus lower the users labor costs, reducing waste by expired products and increase sales.
The focus is mainly grocery, convenience stores and petrol stations.*

Vision

The below quote by Henry Ford, is something he said once when he started developing cars and his customers hardly knew cars existed.

“If I had asked my customers what they wanted, they would have said a faster horse.”

Today it is almost impossible to go into a store in Sweden and find a beverage cabinet without RotoShelf. In that category, EasyFill merchandising solutions is to be considered standard.

Our vision is to repeat that success story in country after country, product category after product category, setting new standards.

Company structure



EasyFill AB
EasyFill GmbH



Ebeco AS
Ebeco Sro



Summary of EasyFill

- **Proof of concept**
 - + 20 000 *RotoShelf* units sold world wide
- **Listed on Spotlight stock market since 2007**
 - +3000 *shareholders*
- **Three business units.**
 - *EasyFill Patented Merchandising systems*
 - *Ebeco car trailer business*
 - *Enjoy sales cabinet trading in Sweden*
- **Own production facilities**
 - *Nizna, Slovakia*



Business areas

- **EasyFill - Inventor of RotoShelf® and TurnLoader™**

- *Patented rotating First in - First out shelving systems for food retail outlets, fuel stations and convenience stores*
- *Three main patents and many supporting in all main markets: Ca 10 years remaining on RotoShelf and patent pending on TurnLoader*



- **Ebeco**

- *Online sales of car trailers in Norway and Slovakia*
- *Own sales companies in Sweden and Norway of car trailers*
- *Sales through distributors in 10 countries*
- *Product portfolio including the unique WallTrailer*



- **Enjoy Sales**

- *Trading and sales of commercial cabinet coolers, Sweden.*
- *Two new major customers signed for deliveries in 2019*



Focus business area

– EasyFill merchandising systems

- **Global market (Nearly untouched)**
 - + 4 000 000 cooler cabinets sold to beverage brands each year for 1,2 B€
 - 1% market share for RotoShelf/TurnLoader => 12 M€ turnover
 - + 8 000 000 Multidecks for food retailers
 - 1% market share for RotoShelf/TurnLoader => 100 M€ turnover
 - TurnLoader™ Ambient FIFO store shelves for dry products
 - Potential is so huge it is impossible to calculate



Our customers



OEM partners



Brand owners



Store chains

Product portfolio

– Clever FIFO merchandising shelving with different applications



*RotoShelf
for Multidecks*



*RotoShelf
for Cabinet coolers*



*RotoShelf
For Cold rooms*



*TurnLoader
for Multidecks*



*TurnLoader
Ambient*



*TurnLoader
for ColdFront*

General RotoShelf® information

First in – First out for cabinet coolers, multideck cases, and cold rooms.

The solution, applying first in-first out principle, works through a rotating movement.

*The entire interior is rotated so that the back side of all shelves are available at the same time for stocking products.
The use of gravity feed shelves makes for automatic product fronting.*

*RotoShelf is a unique, **patented**, solution for easy product management and improved efficiency when refilling products.*

- *Function:*
 - *Rotate the entire shelf section and fill the shelves from the back*
 - *First in – First Out*
 - *Reduce waste by out of date products*
 - *Increased sales thanks to always fronted products*
 - *15-20% sales increase*
 - *Vastly reduced time when refilling.*
 - *Up to 70% quicker than traditional shelves*
- *Angled plastic shelves with built in gliding surface and optional roller tracks*



RotoShelf for Multidecks

First In - First Out for Multideck cases.

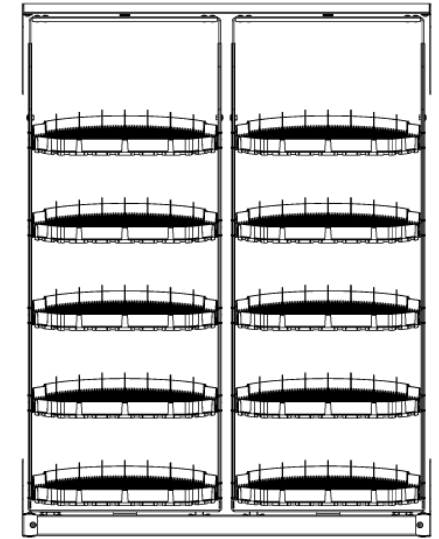
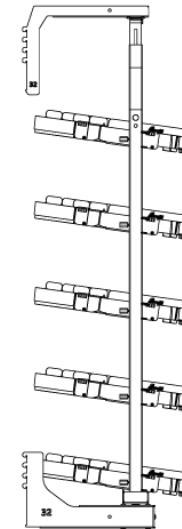
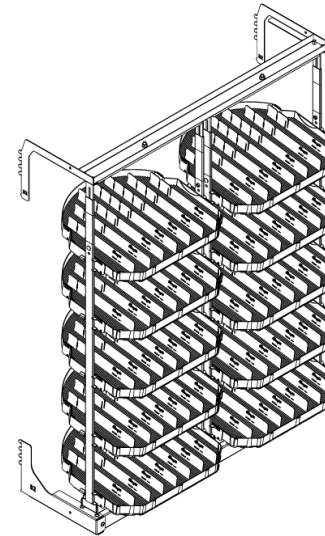
- *RotoShelf is highly suitable for Beverage, juice and various dairy products.*
- *Easy to retrofit and gives an outstanding product display.*
- *Highly flexible shelf configuration.*
Shelves are individually adjustable in height so depending on the products different number of shelves can be used to optimize space usage.
- *RotoShelf MD 1250/2 FA fits in standard Multidecks from a variety of producers. Uses standard 1250mm section width.*
- *Use in cabinets with or without doors*



Five Shelves

Six Shelves

Four Shelves

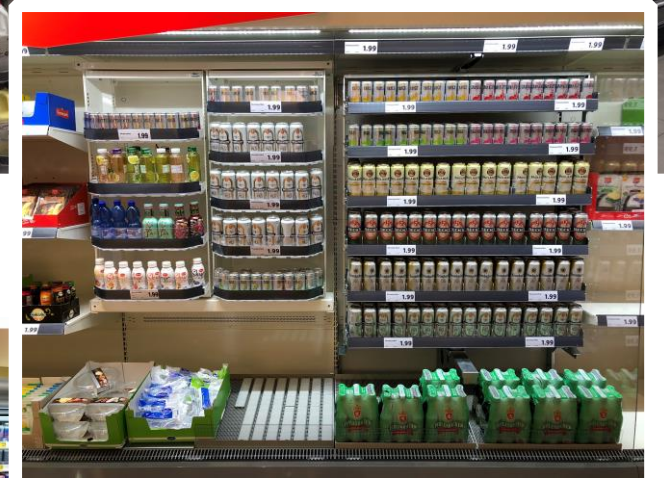


Easy as One, Two, Three

Rotate, Fill from the back, rotate back to sales position

easyfill
Clever store shelves

Examples from RotoShelf installations



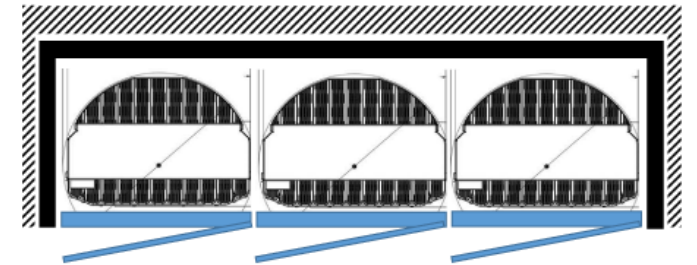
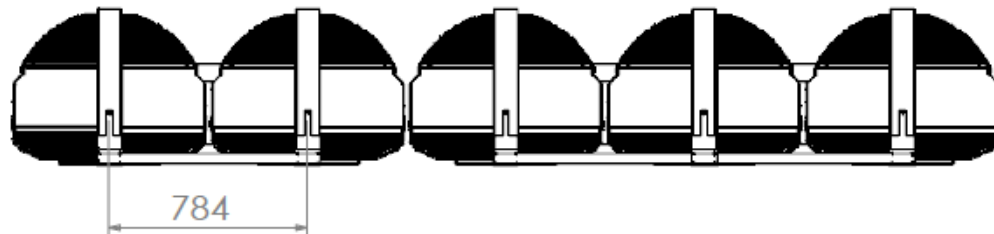
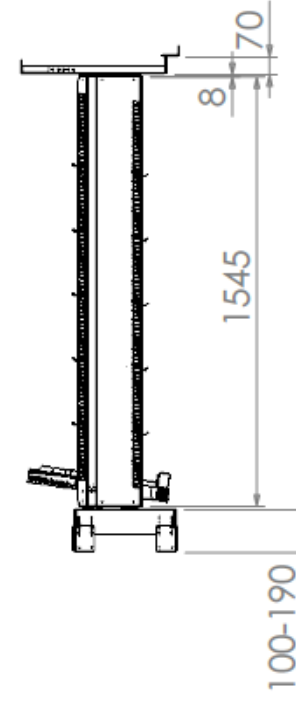
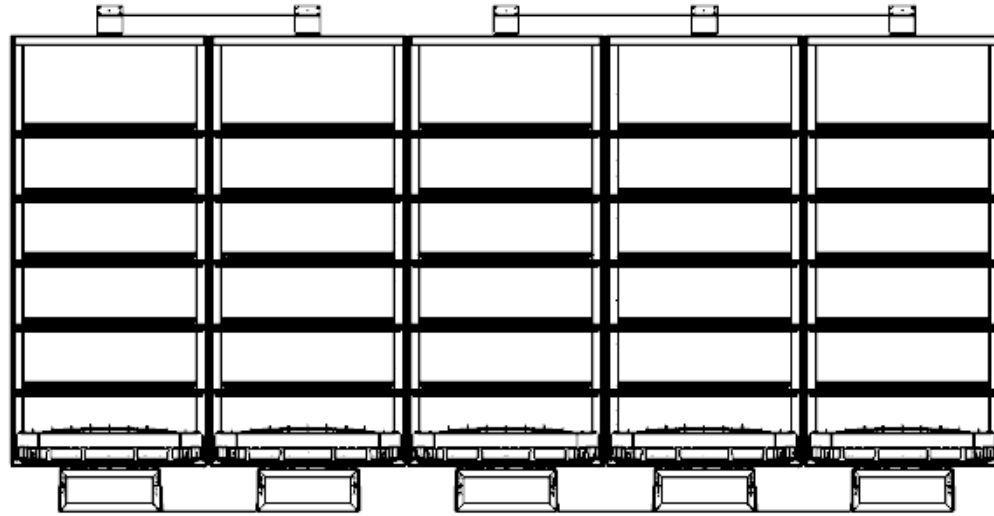
RotoShelf CR 700/900

First In - First Out in shallow cold rooms. Same clever functions as all RotoShelf products!

- *RotoShelf is highly suitable for Beverage, juice and various dairy products.*
- *Easy to retrofit and gives an outstanding product display.*
- *Easy service access.*
- *Flexible shelf configuration.*
- *RotoShelf CR 700 fits behind standard 66cm doors.*
- *RotoShelf CR 900 fits behind standard 76cm doors.*
- *Combine RotoShelf units to form longer sections.*
- *Different heights available*



RotoShelf CR 900 Sketch



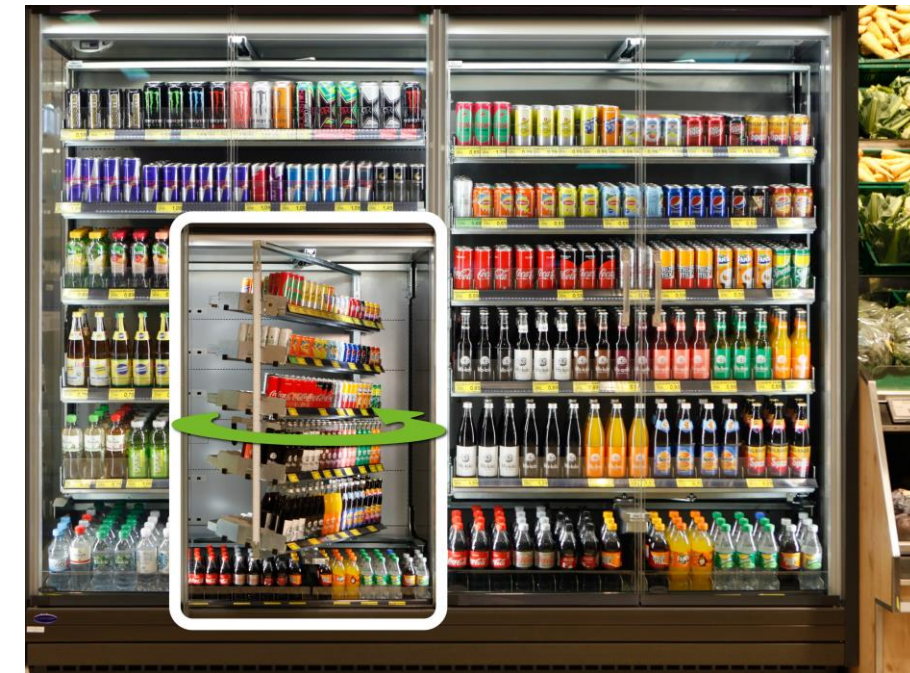
Examples



General TurnLoader™ Information

First in – First merchandising shelving for multideck cases, cold rooms and ambient

- **What?**
 - *The next step in the evolution of innovations for easy refilling shelves in stores – **Patent pending***
 - **Always FIFO**
 - **>50% shorter time for filling products = Labor saving**
 - **Sales uplift**
 - *Straight front – fits basically all products placed in a multideck case*
 - *Easy shelf adjustment – Shelves are “Free adjustable”*
 - *Allows for effective planograms*
 - *Flexible product dividers*
 - *Rollers as option*
 - *Pushers in development*
 - *Fits standard case sizes in Europe and are easy to adapt to other markets*
- **How?**
 - *A turning movement combined with an “Out-and-in” motion of the shelf section when turning*
- **Why?**
 - *Makes FIFO possible for almost all products in a store*
 - *Highly suitable for products with a “Best before- date”:*
 - *Milk, Dairy, juice, yoghurt (even multipacks), Beverages meat, ham, cheese etc*



TurnLoader MD 1250/450

– FIFO merchandising system for multidecks

First in - First Out

Reduced labour >50%

15-20% sales increase

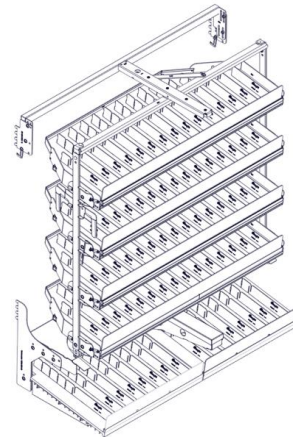
Reduced Out-Of-Date products

Benefits

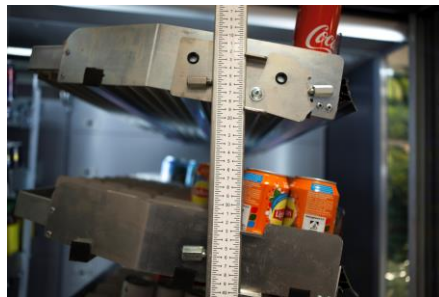
- Fill from the back -> First In - First Out
- Gravity feed plastic shelves
- Straight front
- Suits (almost) all chilled products
- Adjustable shelf angle in 0 - 4 - 8 - 12°
- Free adjustable shelf position
- Easy to turn - even with 500 kg weight

FA (free adjustable) frame

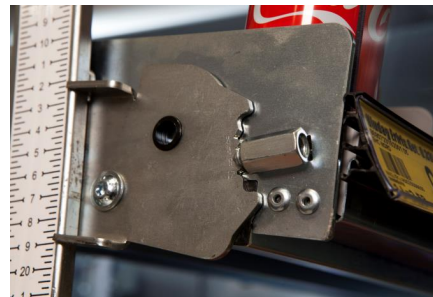
Adjust the shelves freely without fixed positions.



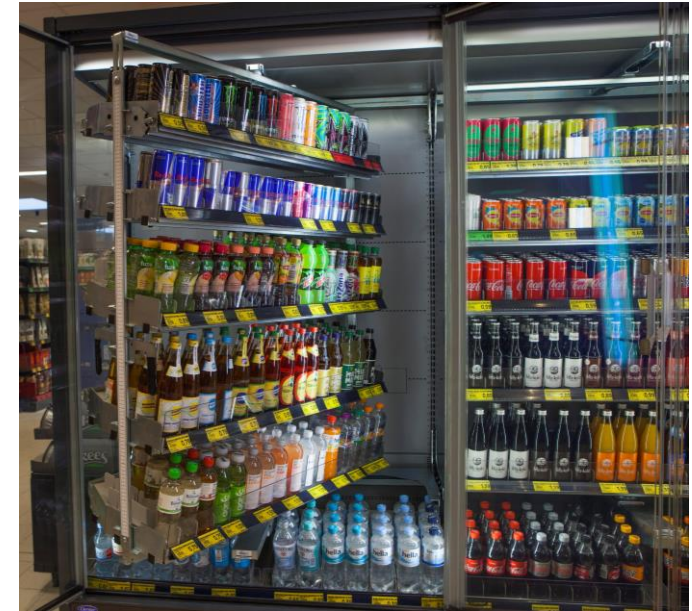
Product dividers



Free adjustable frame



Adjustable shelf angle
0, 4, 8, 12 degrees



Examples from TurnLoader installations



TurnLoader Ambient

– FIFO merchandising system for ambient store shelves

Benefits

- Fill from the back -> First In - First Out
- Gravity feed plastic shelves
- Straight front
- Suits various dry goods
- Adjustable shelf angle in 0 - 4 - 8 - 12°
- Free adjustable shelf position
- Easy to turn - even with 500 kg weight

FA (free adjustable) frame

Adjust the shelves freely without fixed positions.

First in - First Out

Reduced labour >50%

15-20% sales increase

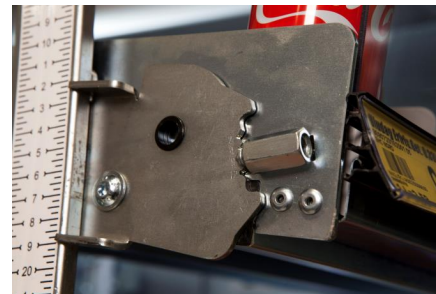
Reduced Out-Of-Date products



Product dividers



Free adjustable frame



Adjustable shelf angle
0, 4, 8, 12 degrees

General ColdFront information

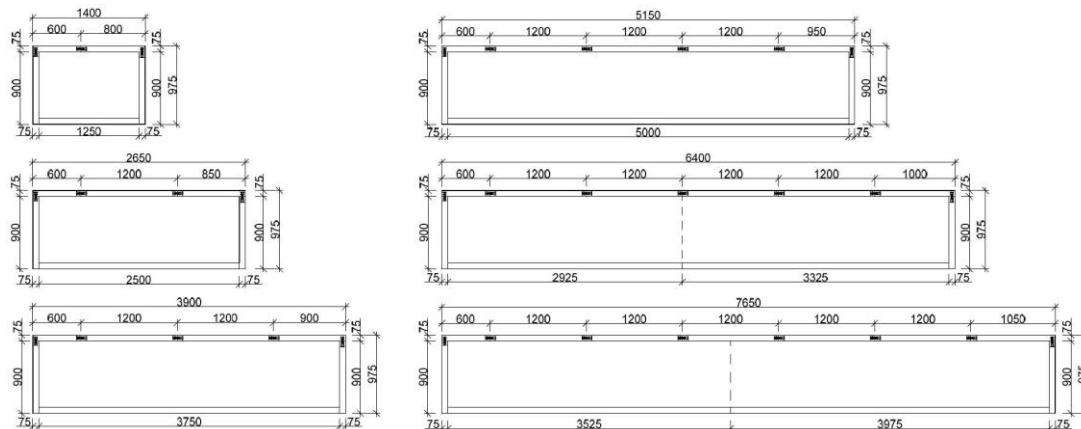
Multideck alternative

ColdFront is a cost-efficient alternative to regular multideck display cases, tailor-made for **TurnLoader™** merchandising shelving system.

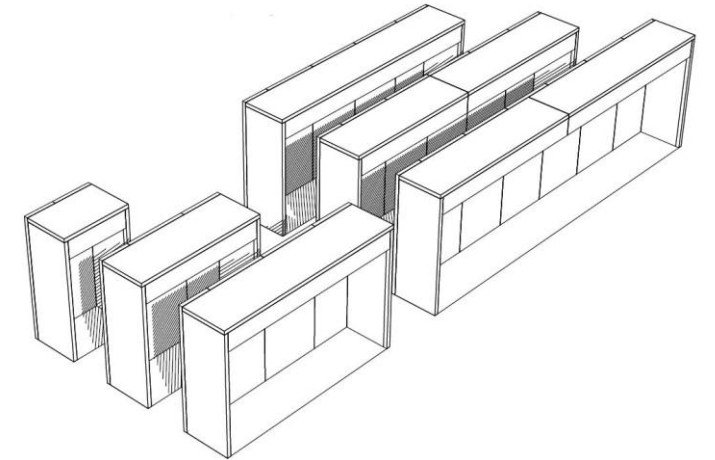
Equipped with doors it is **highly energy efficient** and thanks to the use of the FIFO shelving system, refilling time is reduced by 50% and as products are always filled First In – First Out, waste by Out-of-date products is also reduced.

Measurements

Available in various lengths, all based on 1250mm sections



- 1 Comes flat-packed**
- Easy to transport and easy to build up in the store
- 2 Energy efficient**
- By using doors and LED lighting, the energy consumption is reduced
- 3 Offers an unpresided product display.**
- The full height is used to display products



EffiCold ML-series cabinets

The cabinets and the RotoShelf are integrated and designed to be a perfect fit.

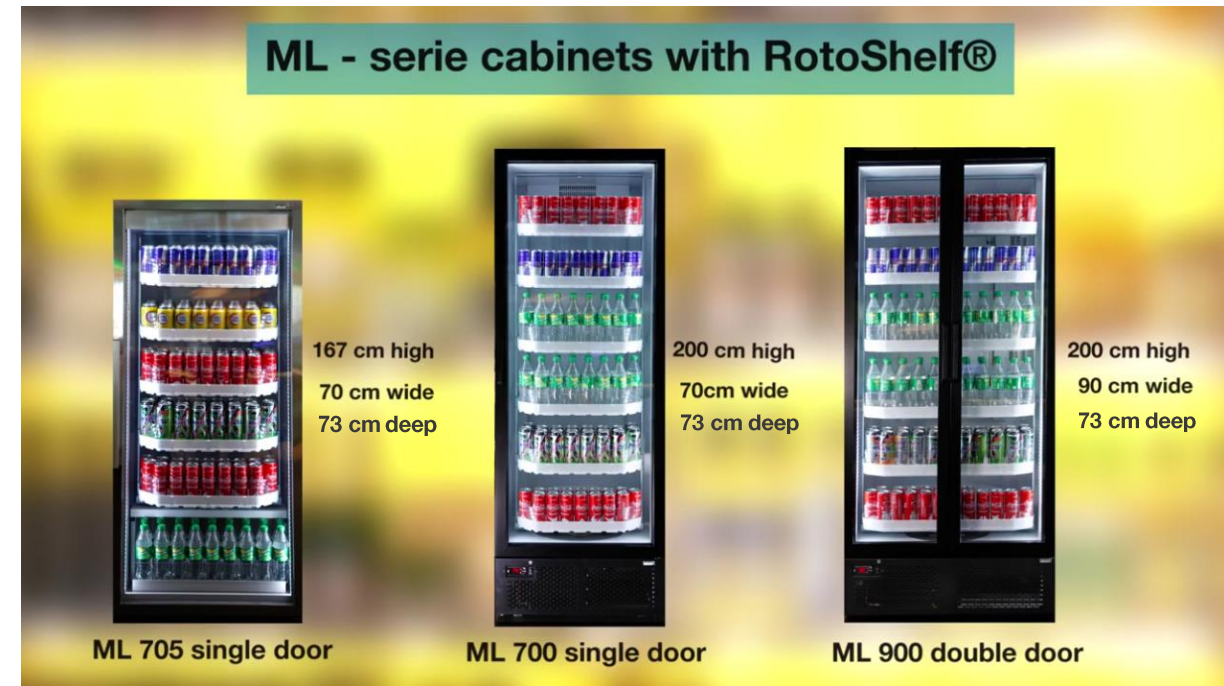
The MaxLoad plug-in glass door cabinets were built in close collaboration with the refrigeration equipment manufacturer EffiCold in Spain.

Benefits (based on European 500 ml PET standard):

- *Always First in - First Out*
- *Six shelves instead of five as normal*
- *20% Extra facings (20% increase)*
- *Free adjustable shelf height*
- *Incredible LED lighting*
- *Cooling unit placed in the corner to give additional space inside*

Easy as One, Two, Three;

Rotate the section 180° – Fill from the back – Rotate the section back



First in - First Out

Reduced labor >50%

15-20% sales uplift

Reduced energy
consumption

Husky Optimal RS900 CL

Cash Line cabinet – Limited height for great overview and optimized impulse sales

The Optimal plug-in glass door cabinets are developed in collaboration with the refrigeration equipment manufacturer Husky International based in the UK.

Benefits

- 1487mm high, 900mm wide, 730mm deep
- Always First in - First Out
- Free adjustable shelf height
- Incredible LED lighting



Easy as One, Two, Three;

Rotate the section 180° – Fill from the back – Rotate the section back

First in - First Out

Reduced labor >50%

15-20% sales uplift

Reduced energy
consumption

Return Of Investment

- All EasyFill products have proven to have a very short ROI
 - **Less than one year!**

Customer Quotes:

1. "Conclusion

This shows potential on the cost and revenue side. First of all, it has been determined that the time filling using FIFO could be reduced by 40-50%. In addition, a turnover increase of 16% has been seen. No other effects seem to affect."

2. "So in short; installing the RotoShelf units have given the us:

Reduced refilling times by 50%

Increased sales by 7,4%

An improved bottom line result thanks to a reduction of expired products. +40% reduction

A better control of the cold chain and the purchasing

This department went from the worst performer in the store from packing and waste point of view, to the best."

3. "The labor was cut in half for stocking time and sales increased by at least 20% in an initial 3 month period after installing the system. Given those stats it definitely had less than a 1 year ROI for the system"

TurnLoader OEM integration – next development step

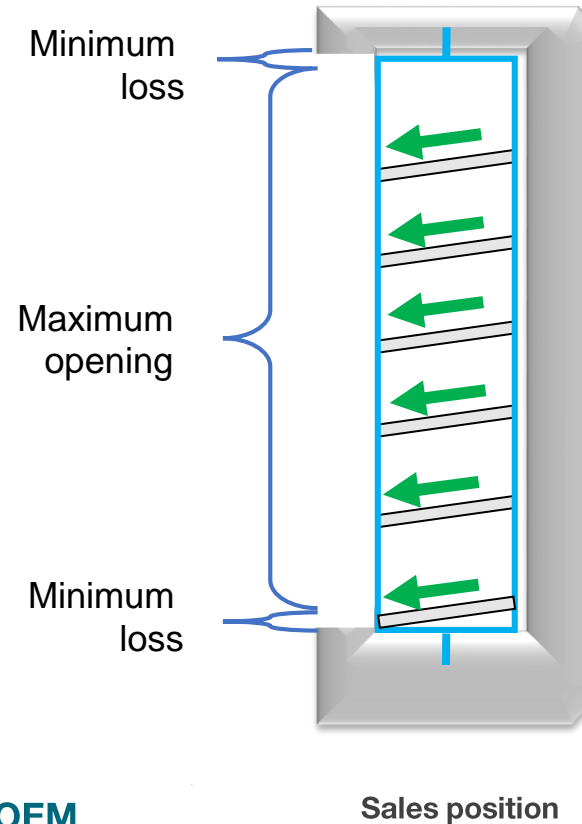
OEM solution

Best integration of TurnLoader

Optimised combination of shelving and cabinet

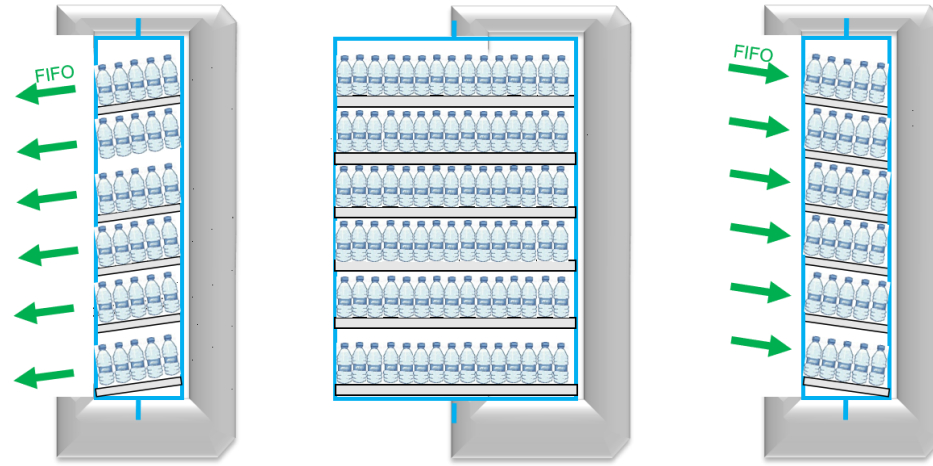
Always full front

Always FIFO



Better for the store, Better for the consumer, Better for the OEM

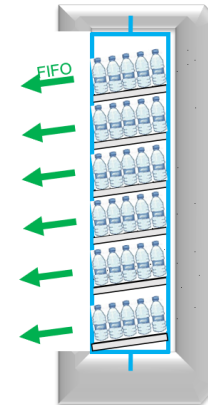
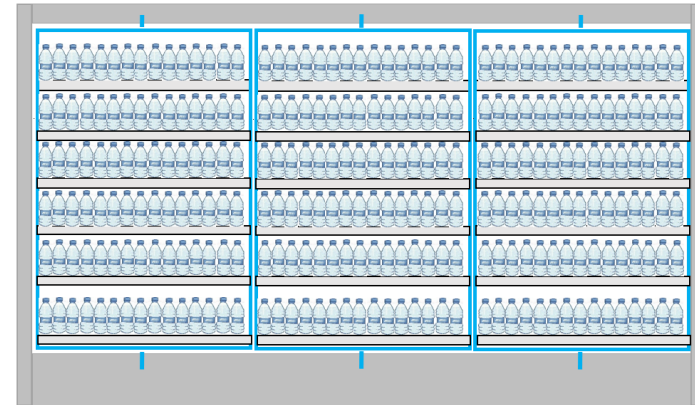
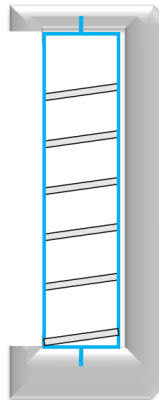
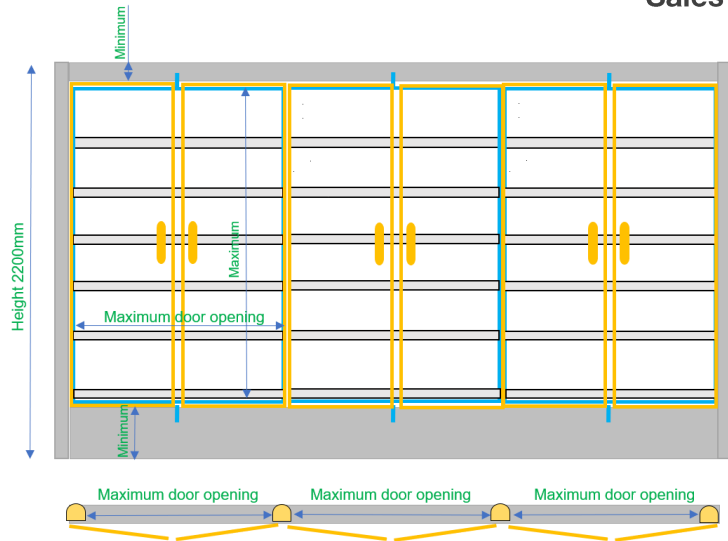
OEM integration – how it works



Sales position

Turning

Refill position



Videos and Links

TurnLoader Ambient:

<https://youtu.be/9fcI1HlSwXo>

TurnLoader Multideck

<https://youtu.be/MMJRVdn5 lk>

ColdFront with TurnLoader

<https://youtu.be/S5le2ejeMmk>

RotoShelf MD 1250/2

https://youtu.be/_xtzuLZqKPw

MaxLoad cabinets

<https://youtu.be/eFNf-Ouu9bs>

RotoShelf Cabinet

<https://youtu.be/0JlzhkeWJ3I>

www.easyfill.se




www.enjoysales.se

www.ebeco.sk



For a healthier planet

<https://youtu.be/PcrqNye7pbk>

Supporting slide 1 Products – RotoShelf/TurnLoader

APPLICATION	Cooler cabinets	Multideck cases	Cold rooms
DESCRIPTION	RotoShelf shelving section replace standard shelves in standard cabinets for beverage. Available for 90, 70, 60 cm wide cabinets.	RotoShelf/TurnLoader shelf section replace standard shelves with a individually adjustable shelf configuration.	RotoShelf/TurnLoader shelf section replace trolleys or fixed shelving.
RECOMMENDED FOR	Beverage	Beverage, Fresh juice, Single pack dairy	Beverage, Fresh juice, Single pack dairy, Multipack goods
VISUAL			
CUSTOMERS	Beverage brands; Coca-Cola, Pepsi, RedBull, Spendrups, Carlsberg etc	Supermarkets, fuel stations etc; ICA, Coop, Carrefour, Aldi, Edeka, Rewe, Lidl, Avia, etc	Supermarkets, Fuel stations, etc; Shell, Aral, Esso, SPAR
SALES MODEL	Through OEMs	Direct or through OEM partners	Direct or through partner

Supporting slide 2 Products – TurnLoader applications

APPLICATION	Ambient	Cold rooms
DESCRIPTION	TurnLoader Ambient is a worlds first genuine FIFO shelving solution for dry goods.	TurnLoader for shallow cold rooms replace standard shelves with a FIFO solution without using store space for storage.
RECOMMENDED FOR	Virtually all dry goods	Dairy, cheese, meat, beverage, fresh juice etc
VISUAL		
CUSTOMERS	Supermarkets	Supermarkets, fuel stations etc
SALES MODEL	Direct	Direct or through partner

Thanks!!

www.easyfill.se