

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 First-in, First-out merchandising shelving systems for stores to increase sales, improve efficiency and reducing costs and foodwaste.

By offering our innovative patented solutions we can offer the user clever solutions for efficient refilling of goods and thus lower the users labor costs, reducing foodwaste 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.”*

We want to become the new standard for how products are refilled in stores.

* New innovations always have the barrier of uncertainty and traditions

Company structure



Ebeco AS
Ebeco Sro



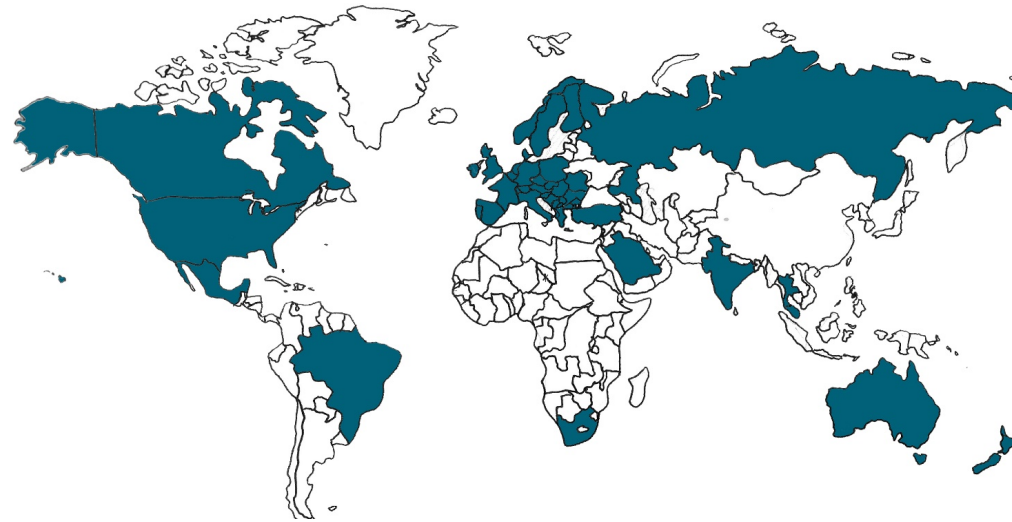
Summary of EasyFill

- Market proven since 2007
- EasyFill AB listed on stock market
 - +3000 shareholders since 2007
- Three business units.
 - *EasyFill; FIFO Merchandising systems*
 - *Ebeco; car trailer business*
 - *Enjoy sales; cabinet trading in Sweden*



EasyFill markets

- **EasyFill cover all continents (except Antarctica) through OEM partners and resellers**
 - *EasyFill patented products can be retrofited in existing cooler equipment or supplied as an integrated part directly from the manufacturer.*
 - *We work with leading producers of cabinet coolers, Multidecks and cool technical equipment, as well as with the best network of resellers for retrofit*



Some of our customers



OEM partners



Brand owners



Store chains

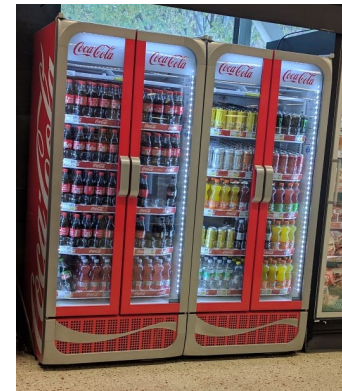
Product portfolio – Clever shelving with different applications



RotoShelf for Multidecks



TurnLoader for Multidecks



RotoShelf for Cabinet Coolers



Cold rooms w RotoShelf



TurnLoader Ambient

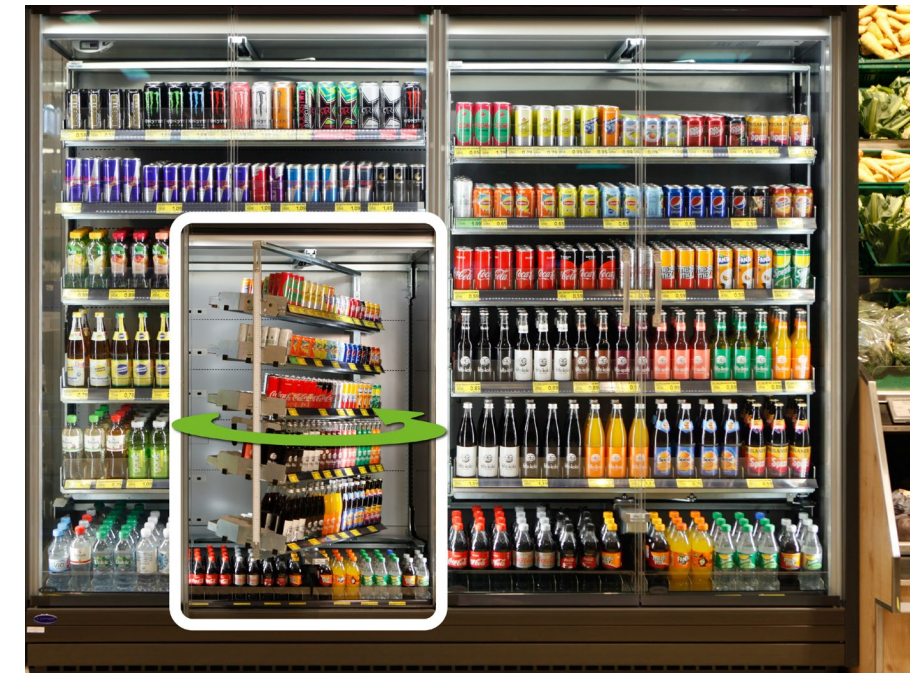


ColdFront w TurnLoader

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**
 - **7-16% 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*
 - *Spring pusher*
 - *Fits standard case sizes in Europe with or without double doors 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*



General ColdFront information

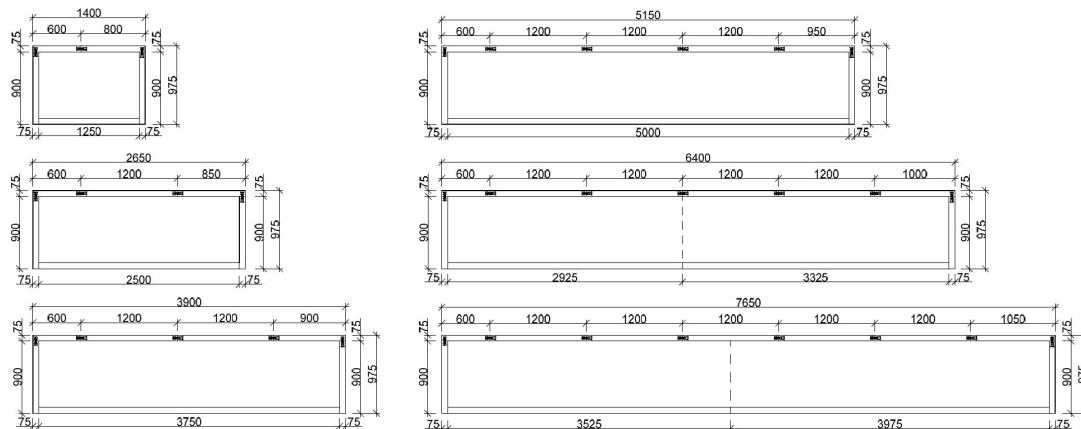
Multideck alternative

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

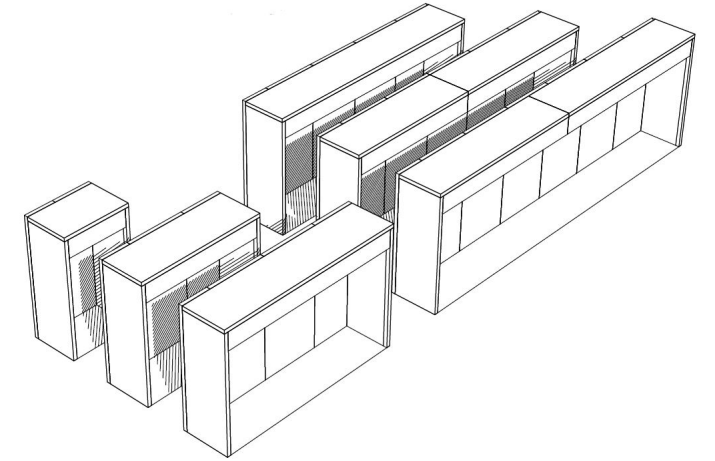
Equipped with doors it is **highly energy efficient** and thanks to the use of the FIFO shelving system, refilling time is reduced by 50% and as products are always filled First In – First Out, waste by Out-of-date products is also reduced.

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



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*



MaxLoad-series beverage cabinets

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

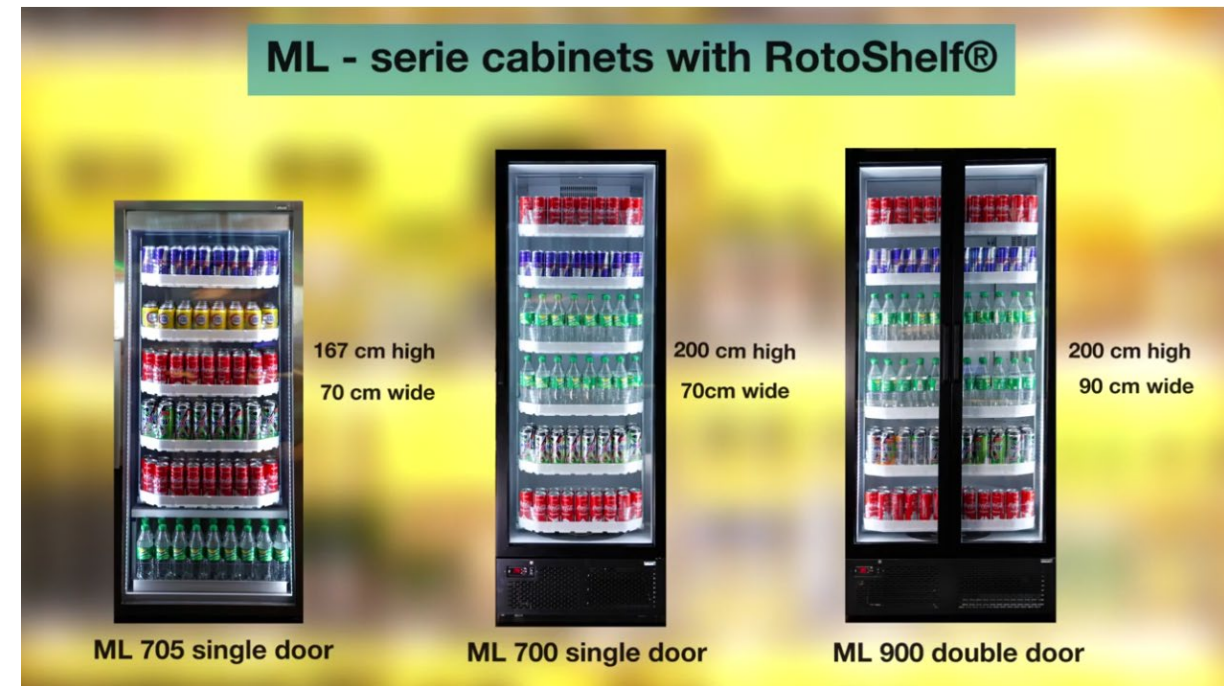
The MaxLoad plug-in glass door cabinets were built in close collaboration with the refrigeration equipment manufacturer EffiCold in Spain.

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)*
- *Logo sign on the door*
- *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

Return Of Investment

All EasyFill products have proven to have a very short ROI

6-12 months return on investment!

Make your own calculation roi.easyfill.se

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"

Customer testimonials

- **Video:**

- *Swedish* <https://youtu.be/n3wdynl2gW0>
- *English* <https://youtu.be/V4JyI0KN5jE>
- *German* <https://youtu.be/W3slewImv5k>
- *French* <https://youtu.be/3w4c1l9vvsU>
- *Spanish* <https://youtu.be/OfNCJDQ13fA>

- **Report from a Hypermarket owner**



Videos and Links

TurnLoader Ambient:

<https://youtu.be/6UaTK27NRa4>

TurnLoader Multideck

Beverage:

https://youtu.be/MMJRVdn5_lk

Dairy

<https://youtu.be/SaP46SBeD6g>

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>

For a healthier planet

<https://youtu.be/PcrqNye7pbk>

EasyFill product folder






Product images





EasyFill product overview EuroShop 2020

<https://youtu.be/utT4n2aZnec>

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!!

Find more information about our products here:

www.easyfill.se