



**We make  
healthy  
living easy**







Alla produkter

Skafferi ▾

Hälsa ▾

Skönhet ▾

Hem & Livsstil ▾

Barn ▾

Kostbaserat ▾

Bli medlem

Logga in

Sök bland massa goda produkter



0 0 kr ▾

Keto

Paleo

Vegan

Raw

Glutenfri

AIP

LowFodMap

# Upptäck Paradiset!

Som medlem i Paradiset får du fantastiska rabatter på hälsosam och hållbar mat, levererad hem till dig!

Läs mer

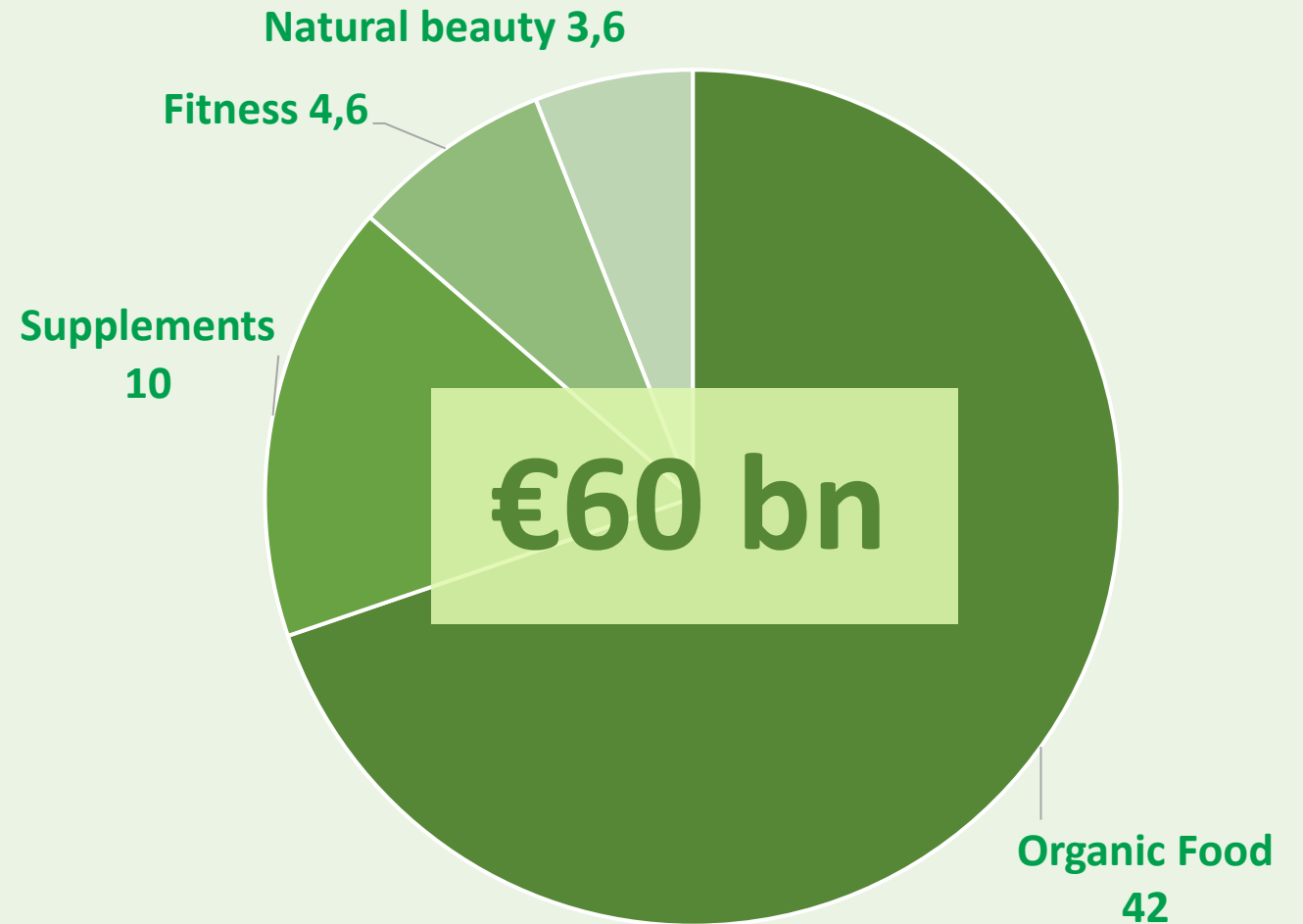




## TYPICAL CUSTOMER

- Women, age group 30–49 years
- Living in metropolitan areas/larger cities
- Households with a total income of more than €80k

## EUROPEAN HEALTH MARKET





Mathem



Groceries	✓	✓	✓		✓	✓
Health supplements	✓	✓	✓	✓		✓
Quality curated assortment	✓	✓			✓	
Membership discount model	✓					✓
Guide to healthy & sustainable shopping	✓					
Supporting community	✓					
Next up: Personalized Recommendations (AI)	✓					✓



**Johannes Cullberg**  
**Founder & CEO**  
 Purchasing director LIDL  
 CEO Feelgood  
 3 start-ups, 1 exit



**Joe Kennedy**  
**Co-founder & COO**  
 Regional buyer  
 Whole Foods Market



**Anna Borglid**  
**SCM**  
 Operations manager  
 R.O.O.M.



**Rebeca Rosenberg**  
**CMO**  
 Country marketing manager  
 Daniel Wellington



**Erik Isberg**  
**Growth**  
 Digital strategist  
 Prime & United minds



**Alexander van Riesen**  
**CDO**  
 Global Head of eCommerce  
 & Omnichannel Clas Ohlson



**Rikard Ekman**  
**CTO**  
 App Lead  
 H&M, SEB



**Sandra Mircevska**  
**UX / Design**  
 UX/UI designer  
 Clas Ohlson, SEB



**Björn Colérus**  
**Logistics advisor**  
 Supply Chain & Wholesale  
 Manager, VRG



VENUE RETAIL GROUP





## TRACTION

- 80 000+ fans on social media
- Strong relations with all “green suppliers” in Europe
- Launched asset light MVP in January (sub 250 kSEK)
- Private label program ready to launch (60 articles)

### KPI:s

- 1500 paying members
- 900 SEK average order
- 62% returning customer rate







# A proven growth model focusing on attracting and engaging our members





## 4 NEW VERTICALS

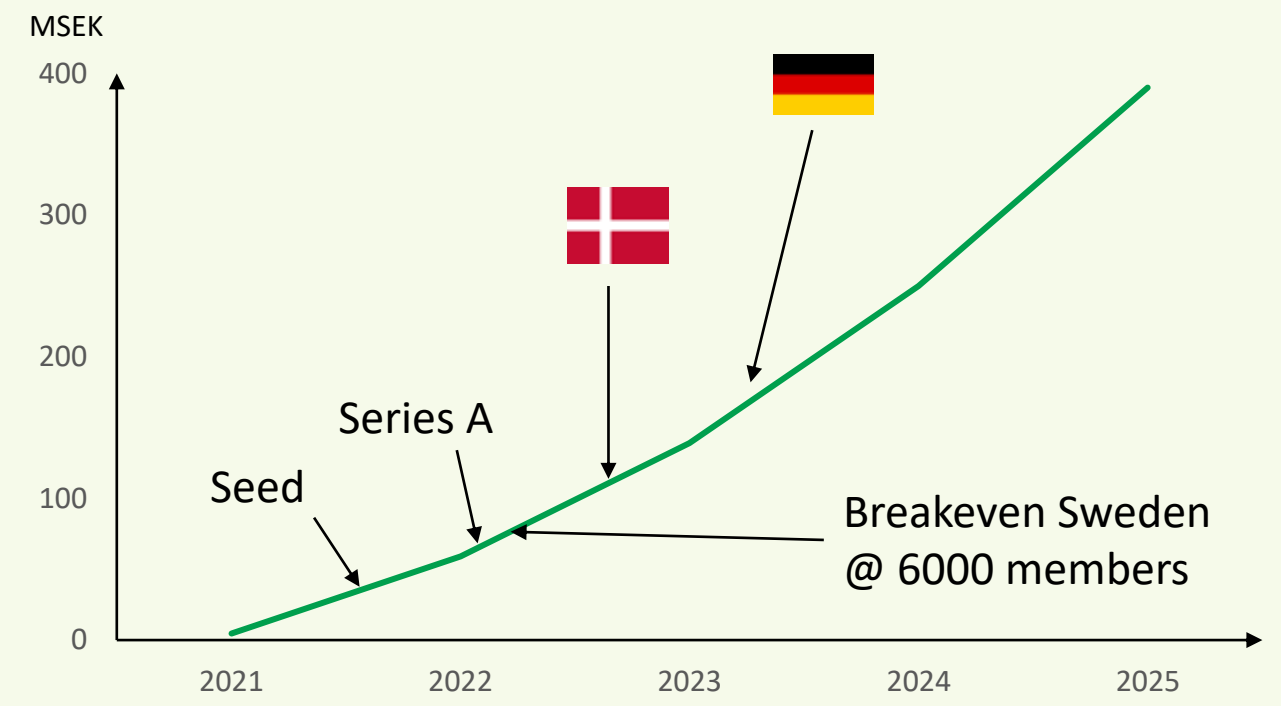
- Home & lifestyle
- Fitness & wellbeing
- Travel & outdoor
- Services & education

## ADDING AI

- LOI with AI supplier
- Worlds largest food database
- Guide for health & sustainability



## GROWTH PLAN 2021 -2025





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