



# WALLMOUNTS

Shopping search engine

Investment presentation  
September 2022

## Round details

### A-Round (Pre-Series A)

investments

**431 RUBm** required investments in FY2022-24

**42%** stake at **1.1 RUBb** post-money valuation

Uses of funds: **marketing and platform development**



## Company

Shopping-analytical search engine for B2C online-retail and services, B2B wholesale retail and informational support for the government.

Proven MVP:

- launched in 2015
- 6 EUR profit per customer
- 100,000 users



## Market

Search/retail services market on the Internet with informational analytics for prices, locations, supply and demand and forecasts (demand for price/goods, supply, seasonality, trading volume forecast by prices), etc.

### Investor's return:

**1.1 RUBb NPV, 154% IRR, 29.3 (x) Cash-on-Cash in 5 years, exit at 7.0 (x) EV/EBITDA multiple through sale to a strategic buyer**

**No direct competitors (only substitutes), in-demand product, which surpasses substitutes, ready for scaling platform**

**Dynamic and lucrative market, low level of direct competition, high perspectives for growth (28% CAGR FY2022-2025)**



## WallMounts – search and analytics

Does not have direct analogues in mechanism, search and parsing algorithms. Allows clients to find the best prices, compare and delivery time expectations, analytics with trading forecasts for 3-6 months, purchase at the demand peak at the lowest price



## Retail search engine alternatives

No parsing, work only through merchant partnership scheme

Do not show all goods (no offline retail)

Do not show competitors' goods

Do not forecast prices, supply and demand

Do not analyze all vendors



## Analytics alternatives

Only on small amount of marketplaces



Moneyplace



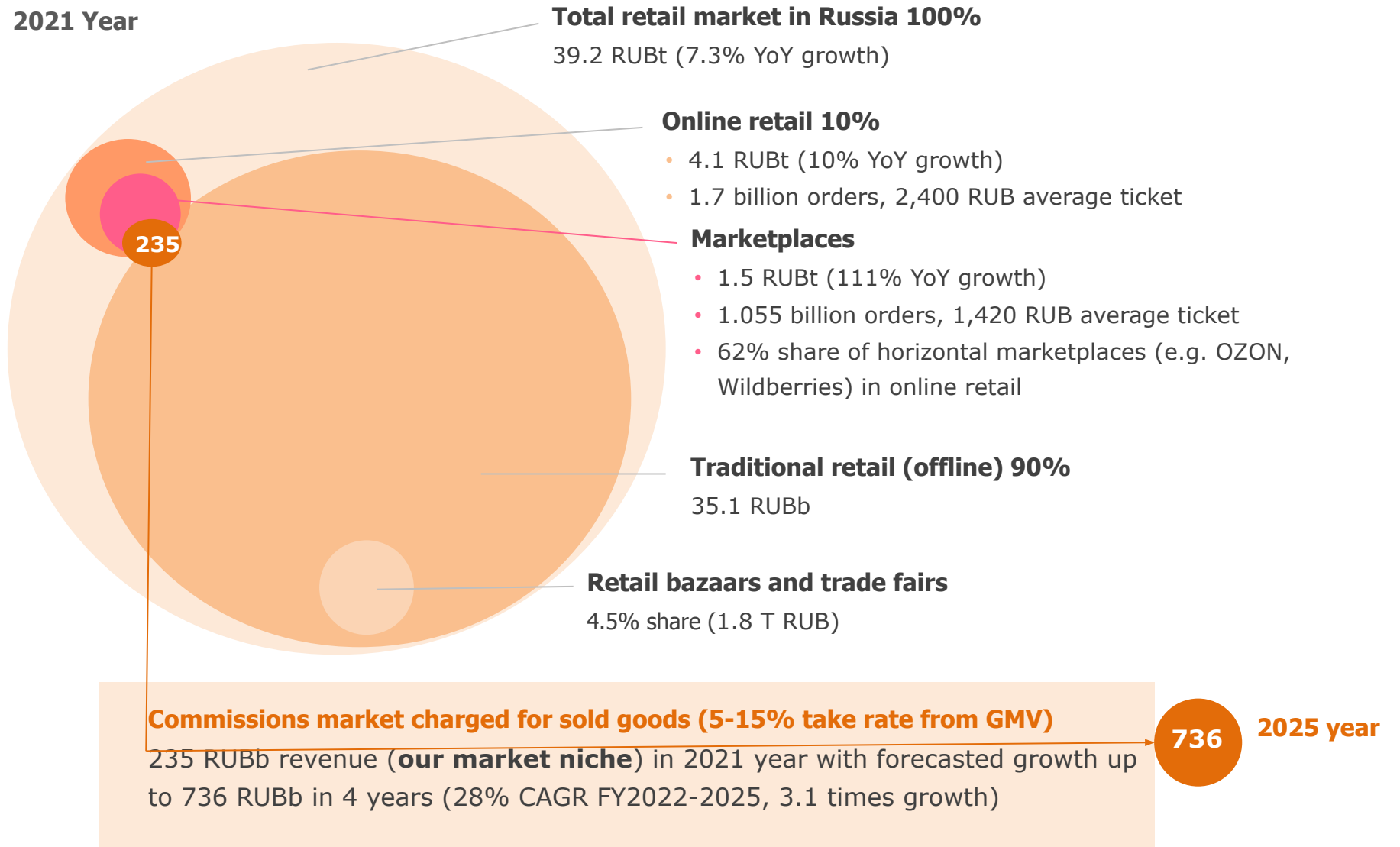
MPSTATS



HunterSales

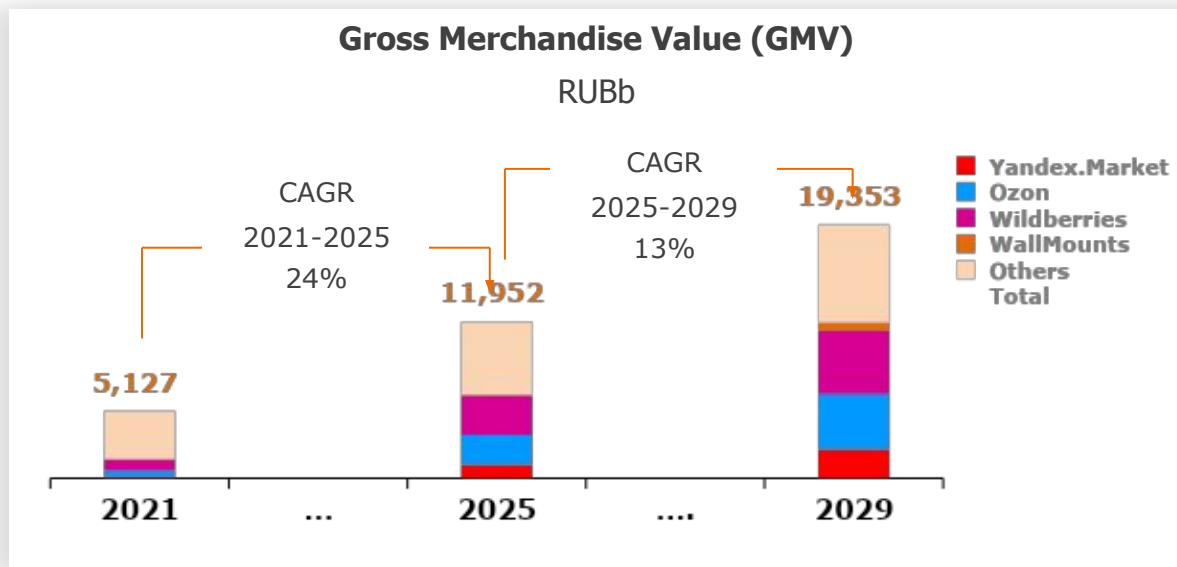


2021 Year

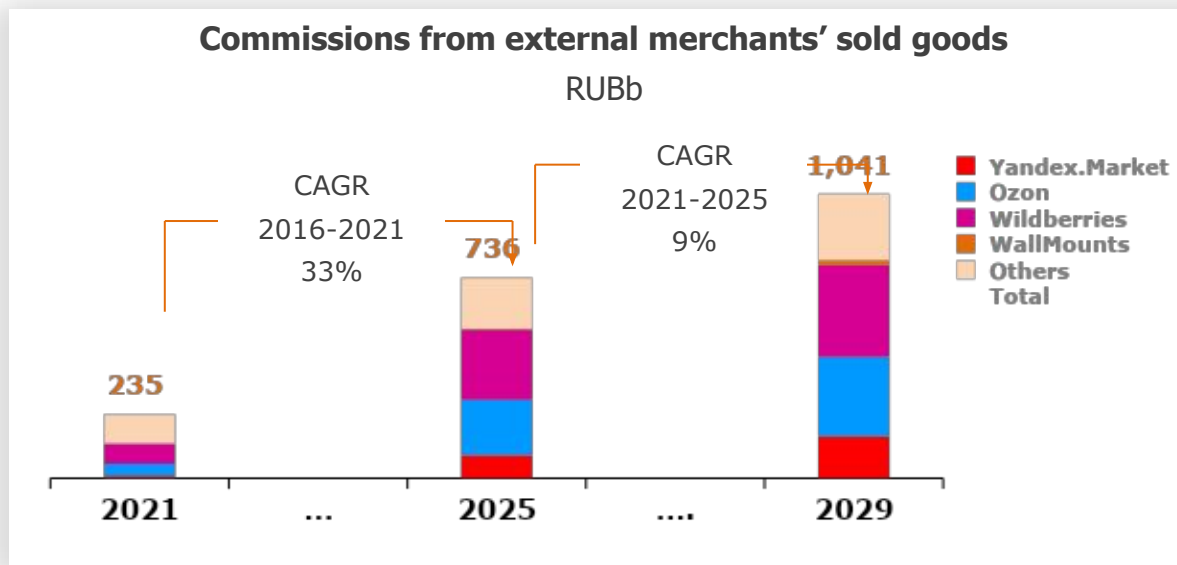


Sources: WallMounts, data from RBC.ru, Vedomosti, Kommersant, ComNews, Oborot.ru, New-Retail.ru, Retail.ru websites





- Share of marketplaces in total online retail increases constantly
- 1,420 RUB average ticket in 2021 year
- 62% share of only universal marketplaces in 2021 year
- In 2021 share of external merchants reached 70% for Yandex.Market and 84% for Ozon



- Marketplaces set 5-15% commissions for sales depending on category
- WallMounts plans to achieve only 0.3% of commissions for sales market in 2025 year and 1.6% in 2029 year

Sources: data from RBC.ru, Vedomosti, Kommersant, ComNews, Oborot.ru, New-Retail.ru, Retail.ru websites





## Sellers/Merchants/Suppliers

Use new channel of **sales**

Price, supply and demand **analytics**, seasonality and sales **forecast**

Increase **marketing efficiency**, pay only for leads/CPA, new marketing channel



## Buyers

Find both online and offline goods **in one place**, availability of setting prices

**Compare and forecast** prices, discounts, seasonality and delivery conditions

**Meet the needs**, allow setting own prices and request for a particular item at a particular price

**Sellers/merchants/suppliers receive another sales channel with payment after purchase (CPA, leads), price analysis availability, supply and demand forecasts, regular analytics access**

**WallMounts becomes a robot adviser for buyers in searching for the lowest price in real time regime and suggesting all range of sellers, as well as helping with price setting and requests it delivery from sellers**



Marketplace - aggregators

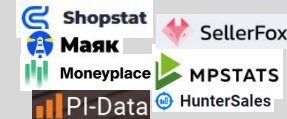


High  
quality  
of search<sup>1</sup>

Shopping search engines +  
analytical platforms



Analytical platforms



Narrow  
range  
of goods



Low quality  
of search

Wide range  
of goods<sup>2</sup>



Marketplaces

Search engines

<sup>1</sup> High quality of search: real-time search, search for the lowest price, suggestions from both online and offline merchants

<sup>2</sup> Wide range of goods: search for both online and offline offers and all possible sellers/merchants/suppliers





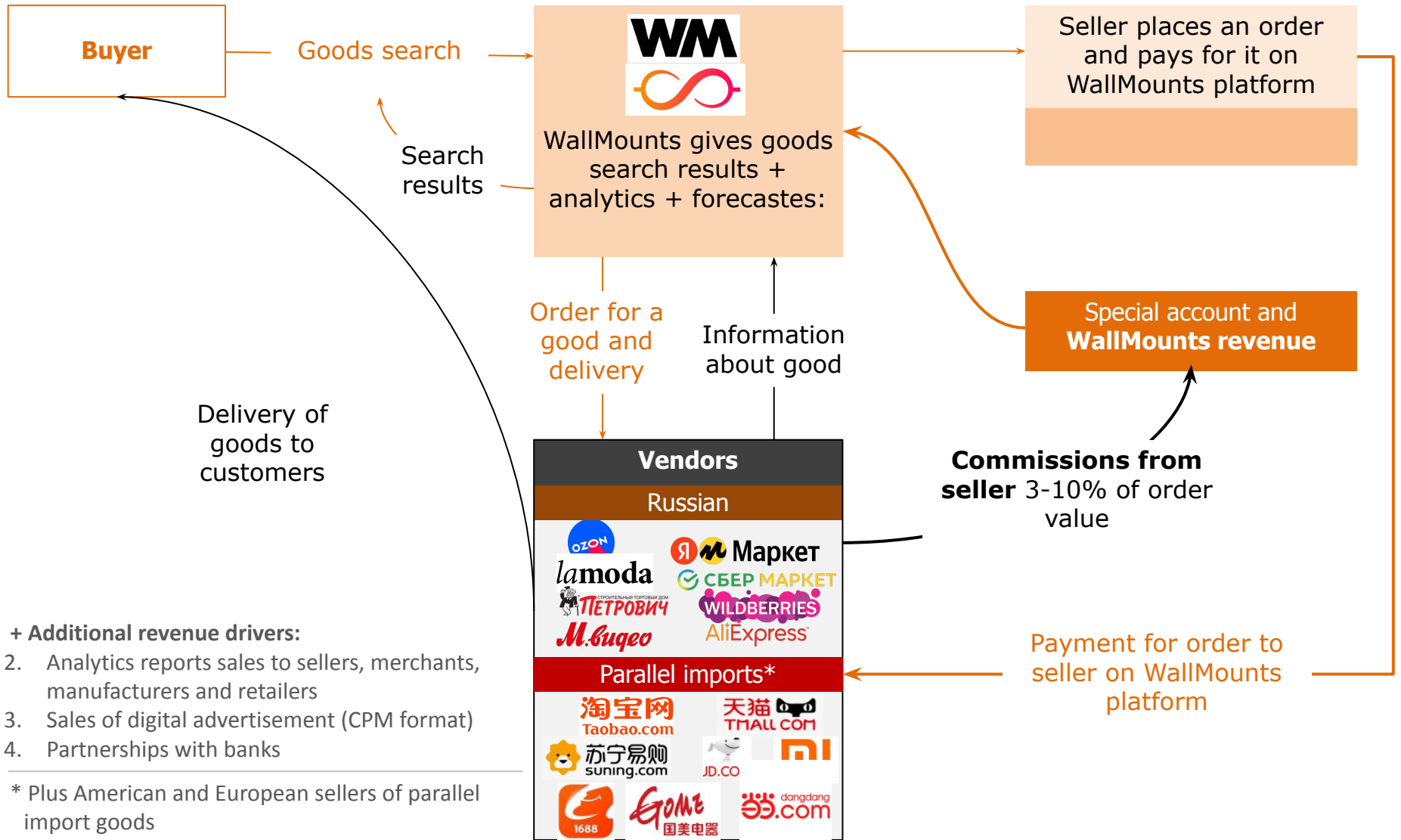
Criteria / Market Player	Shopping search engines	Marketplace – aggregators	Search engines	Marketplaces	Others
<b>Buyers</b>					
Real-time search	✓	✓	✓	✓	☐
The lowest price search	✓	✓	✓	✓	☐
Offers from all available sellers	✓	☐	☐	☐	☐
Offline offers	✓	✓ <sup>2</sup>	☐	☐	☐
<b>Sellers</b>					
Price analytics	✓	✓	☐	☐	✓
Demand forecast	✓	✓	☐	☐	✓
Data bases	✓	✓	☐	☐	✓

Source: WallMounts analysis

<sup>2</sup> Yandex has the offline comparison as “SuperCheck” service







**+ Additional revenue drivers:**

2. Analytics reports sales to sellers, merchants, manufacturers and retailers
3. Sales of digital advertisement (CPM format)
4. Partnerships with banks

\* Plus American and European sellers of parallel import goods



## Certificate of state registration of computer program

**Computer program name:**

WallMounts

**Number of the registration (certificate):**

2022614647

**Date of registration:**

March 23, 2022

**Programming language:**

PL/SQL

**Authors:**

Osipov M.E.,  
Yastrebov A.A.,  
Tulyankin N.S.

**Copyright holders:**

Osipov M.E.,  
Yastrebov A.A.,  
Tulyankin N.S.

**Computer program memory size:**

6 Mb

[Link to publication](#) of the Federal Institute of Industrial Property





**Artyom Yastrebov**  
Founder  
CEO

Previously:

- 5+ years in development of digital financial services and platform architectures
- Agile, Scrum, Kanban, Lean project management



**Nikita Tulyankin**  
Co-founder  
COO

Previously:

- Project management in retail industry
- Management of sales teams in e-commerce
- Implementation of automatization means in retail and wholesale trade in the CHR



**Mikhail Osipov**  
Co-founder  
CTO

Previously:

- Spam system development for Avito
- Data collection and analysis for Perekrestok, Utkonos, OK, AzbukaVkusya and big retail chains
- Castorama Rus



**Yaroslav Zhilyakov**  
Co-founder  
CIO & Innovations

Previously:

- Web-site development for Russian Design Heroes (Союз Дизайнеров России)
- Creation and packing merch for AkBars Arena (ArenaLand)



**Ivan Orlov**  
Co-founder  
CBDO

Previously:

- Oxytan Group (management of Decathlon)
- Launch of marketplace fil.az in Azerbaijan
- Co-founder of operator Strizh Telematics (IoT)
- Mercator Holding

26 employees in the team

- **Management – 3**
- **Development - 15**
- **Sales & Marketing – 3**
- **Administration - 5**



- Conducted real-time scanning of Wildberries, Ozon, Yandex.Market, Yoox, Amazon, HomeDepot, iHerb
- Created data bases with updated discounted goods for HomeDepot
- Conducted goods integration with iHerb web-site with the creation of a mirror site in Russia and developed a system for fines payments
- Turnover of appliance trading with the US exceeds \$50K for the first two weeks of testing (by appliance parallel import: Apple, Dell, HP, Beats, Lenovo, LG, millwackie, Makita, Dewalt, Bosch). The logistic system of delivery from California to Moscow for 11 days was developed and has been testing.
- At the moment has been testing the system of finding and placing goods at the lowest price in comparison with Yandex.Market both on own web-site and Yandex.Market's one
- Developed and tested web-site of a retail company, specialized in auto-parts for German and Japanese car brands, integration with wallmounts.ru is in process

<https://wallmounts.online/>



## Strategic goals:

- ✓ Become top-5 player in advertisement, promotion and sale in online retail market
- ✓ Become an alternative for sellers placement on marketplaces
- ✓ Produce the best analytics for all retail market participants
- ✓ Create the best service for buyers

**19 M**  
Visitors



- Traffic purchase from search engines and other platforms for 150 M RUB.

2023

**51 M**  
Visitors  
**610 M RUB**  
Revenue



- Traffic purchase from search engines and other platforms for 350 M RUB.
- Analytics development for vendors
- Offline retail launch

2024

**121 M**  
Visitors  
**2,2 B RUB**  
Revenue  
**41%**  
EBITDA margin



- Traffic purchase from search engines and other platforms for 750 M RUB.
- Launch of wholesale marketplace
- Implementation of the native function of demand forecasting and supply matching

2025

**1<sup>st</sup>**  
**year**

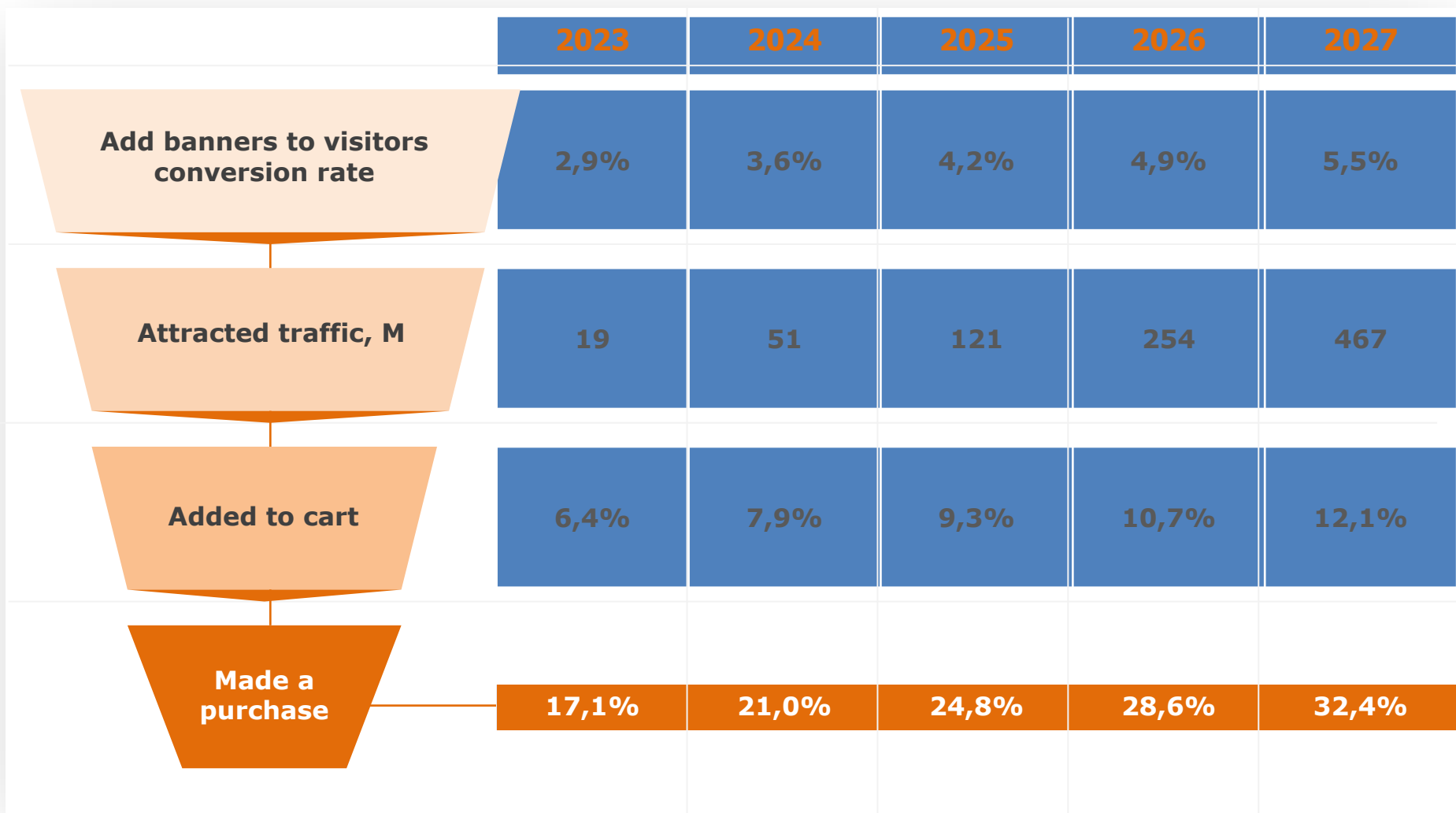
**2<sup>nd</sup>**  
**year**

**3<sup>rd</sup>**  
**year**

EBITDA – earnings before interests, profit tax, depreciation and amortization



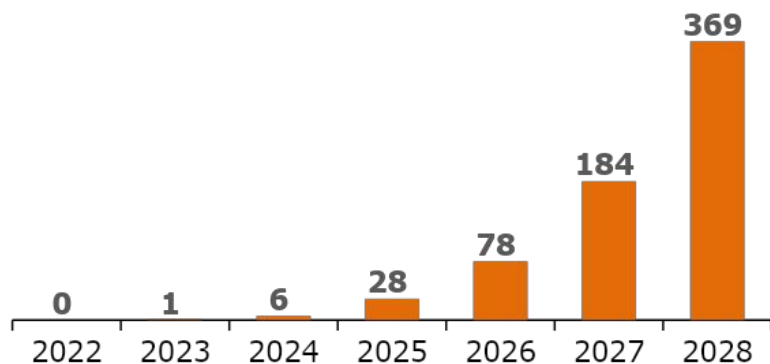
# Sales funnel (forecast)



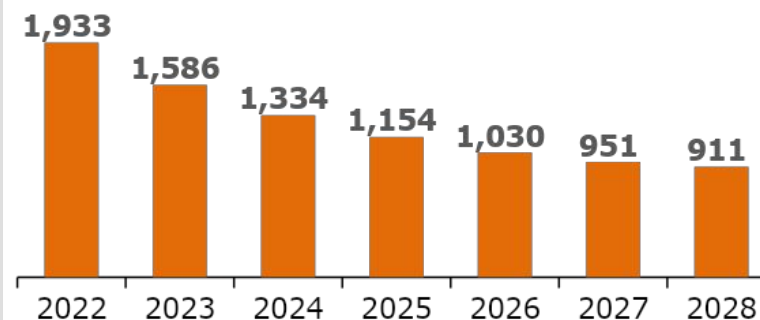
Conversion rates are represented as % from previous step  
Wallmounts forecasts projected in the financial model



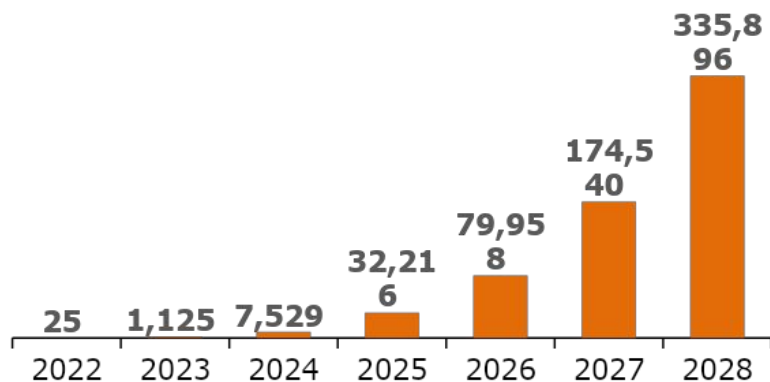
### Orders on WallMounts, M



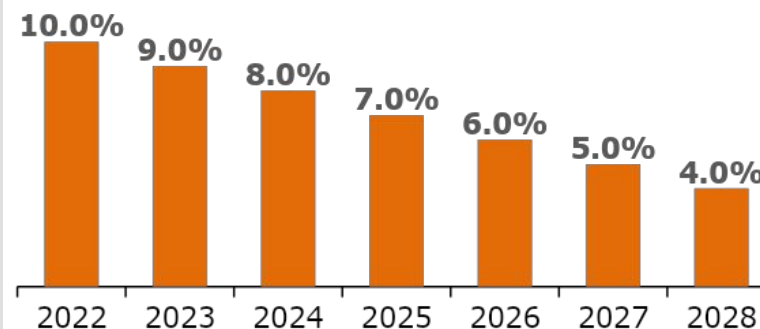
### WallMounts Average Ticket, RUB



### WallMounts Gross Merchandise value (GMV), RUBm

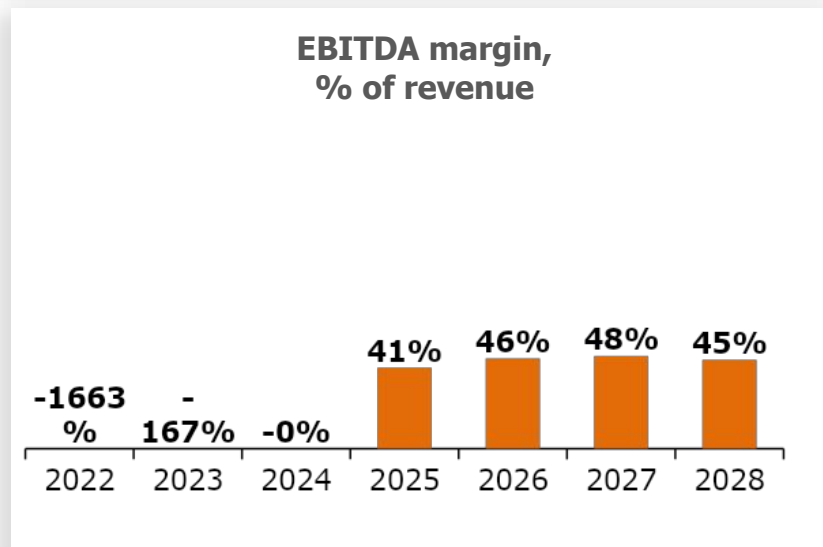
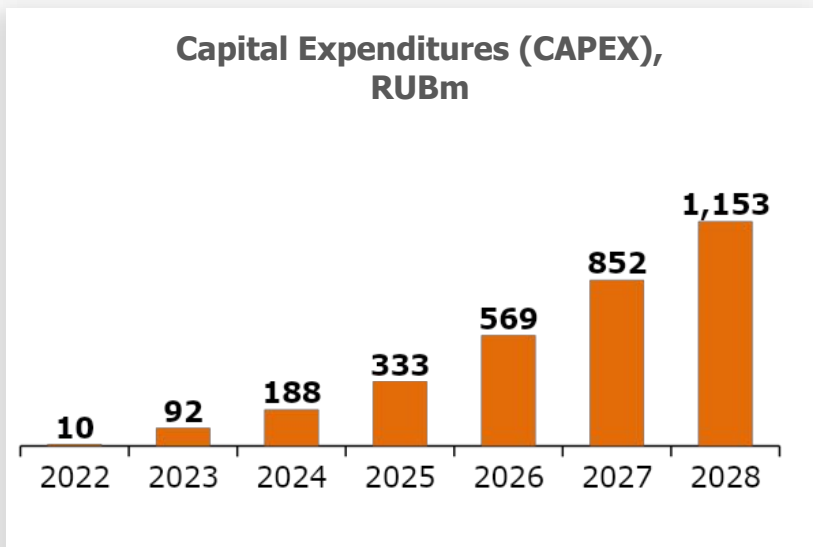
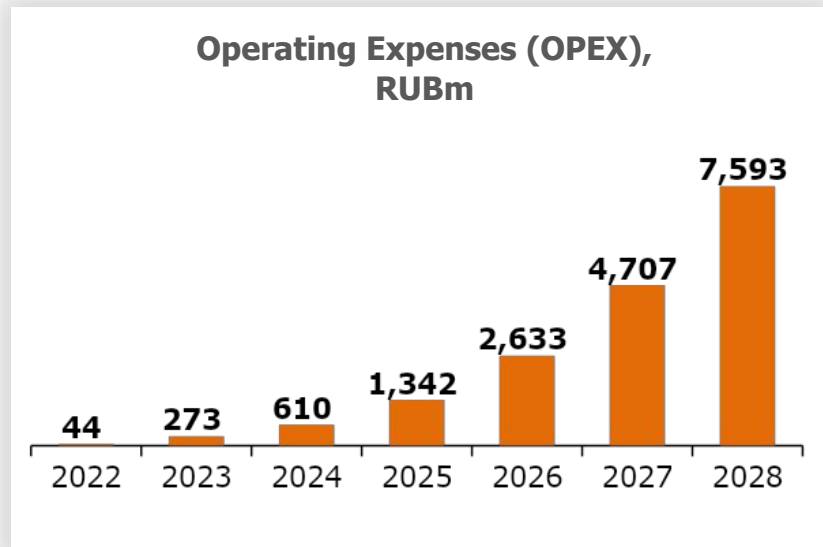
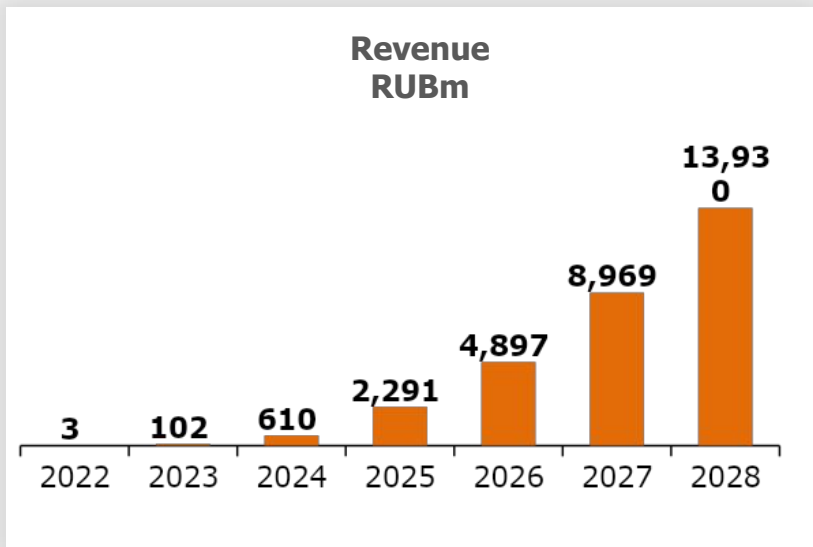


### WallMounts Commission Rate, % from sellers' turnover



Source: WallMounts's financial model





Source: WallMounts's financial model





Time period		0	1	2	3	4	5	6	7
	Unit of meas.	2022	2023	2024	2025	2026	2027	2028	2029
<b>Marketing budget</b>	<b>M RUB</b>	15	150	350	747	1 444	2 502	3 837	5 116
<b>CPM, cost per 1000 banners</b>	<b>RUB</b>	208	227	243	260	277	296	316	336
<b>Banners</b>	<b>M</b>	72	661	1 439	2 873	5 204	8 454	12 158	15 213
<b>Orders</b>	<b>M</b>	0	1	6	28	78	184	369	623
<b>Conversion (Orders/Banners)</b>	<b>%</b>	0,0%	0,1%	0,4%	1,0%	1,5%	2,2%	3,0%	4,1%
<b>Revenue</b>	<b>M RUB</b>	3	102	610	2 291	4 897	8 969	13 930	17 869
<b>Operational expenditures (OPEX)</b>	<b>M RUB</b>	44	273	610	1 342	2 633	4 707	7 593	10 825
<b>EBITDA</b>	<b>M RUB</b>	- 42	- 171	- 1	949	2 264	4 262	6 336	7 044
<b>EBIITDA margin</b>	<b>%</b>	-1663%	-167%	0%	41%	46%	48%	45%	39%
<b>Capital expenditures</b>	<b>M RUB</b>	- 10	- 92	- 188	- 333	- 569	- 852	- 1 153	- 1 398
<b>Amortization &amp; Depreciation (D&amp;A)</b>	<b>M RUB</b>	3	34	97	205	363	585	858	1 135
<b>Net Working Capital</b>	<b>M RUB</b>	0	1	2	4	6	10	13	13
<b>Free Cash Flow</b>	<b>M RUB</b>	- 42	- 221	- 168	471	1 321	2 684	4 101	4 477
<b>Discounting rate</b>	<b>%</b>	60%							
<b>Exit EV/EBITDA multiplier</b>	<b>x</b>						7,0(x)		

- DCF-method is applied for the company valuation
- 1.1 RUBb is Enterprise Value (Post-Money Valuation)
- 431 RUBb required investment need in the first 3 years, then only positive cash flows follows
- 42% stake in the business
- Uses of funds: 95% Cash-in for marketing and advertising, 5% Cash-out to the current stakeholders
- 1.1 RUBb investor's NPV, 154% IRR, 29.3x Cash-on-Cash, exit through sale to a strategic buyer in 2027 year

Source: WallMounts's financial model

