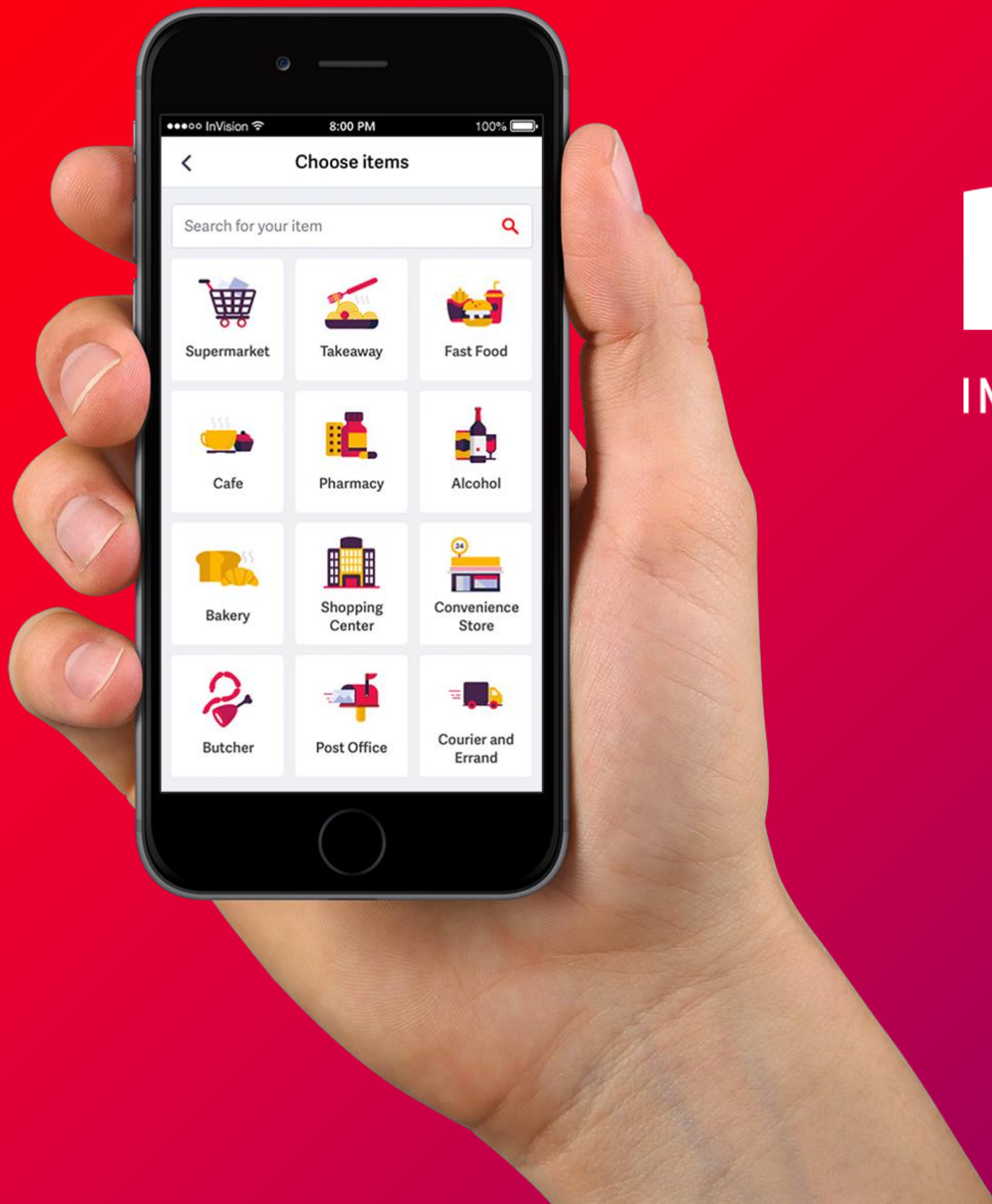




RUNOA

INSTANT PICK-UP, PURCHASE AND DELIVERY.

JOIN THE MOVEMENT. WWW.RUNA.LIFE



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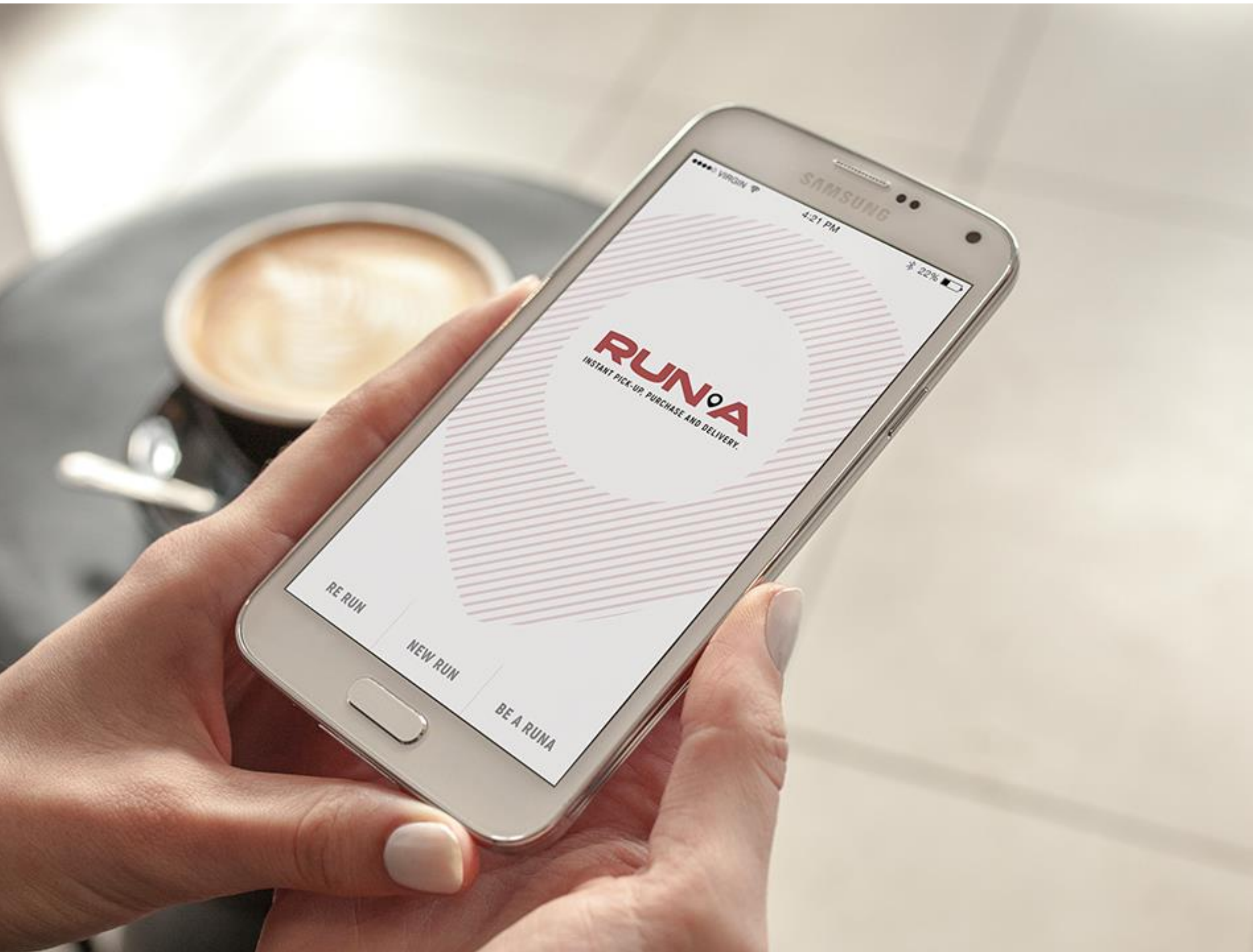
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RUNA LIFESTYLE OVERVIEW



RUNA is a unique pick-up, purchase and delivery platform immediately connecting consumers to any store or service via independent contractors (Runa's) who collect, pay and deliver on-demand.

The company was established in 2015.

RUNA is focused on meeting the growing consumer need for convenience and to create a lifestyle based brand and service. It is a service capable of purchasing any item from anywhere on-demand.

RUNA has completed 8 months of controlled beta trailing and agile improvements.

RUNA has successfully made over 2,700 deliveries. It is globally applicable, price agnostic and scalable. It enables immediate impulse buying of consumer items.

We are now moving to full market development of the platform.

RUNA LIFESTYLE

THE RUNA MODEL

Users

User's have the freedom to shop, navigate, nominate and interact all at the touch of their fingertips. The user has the power.



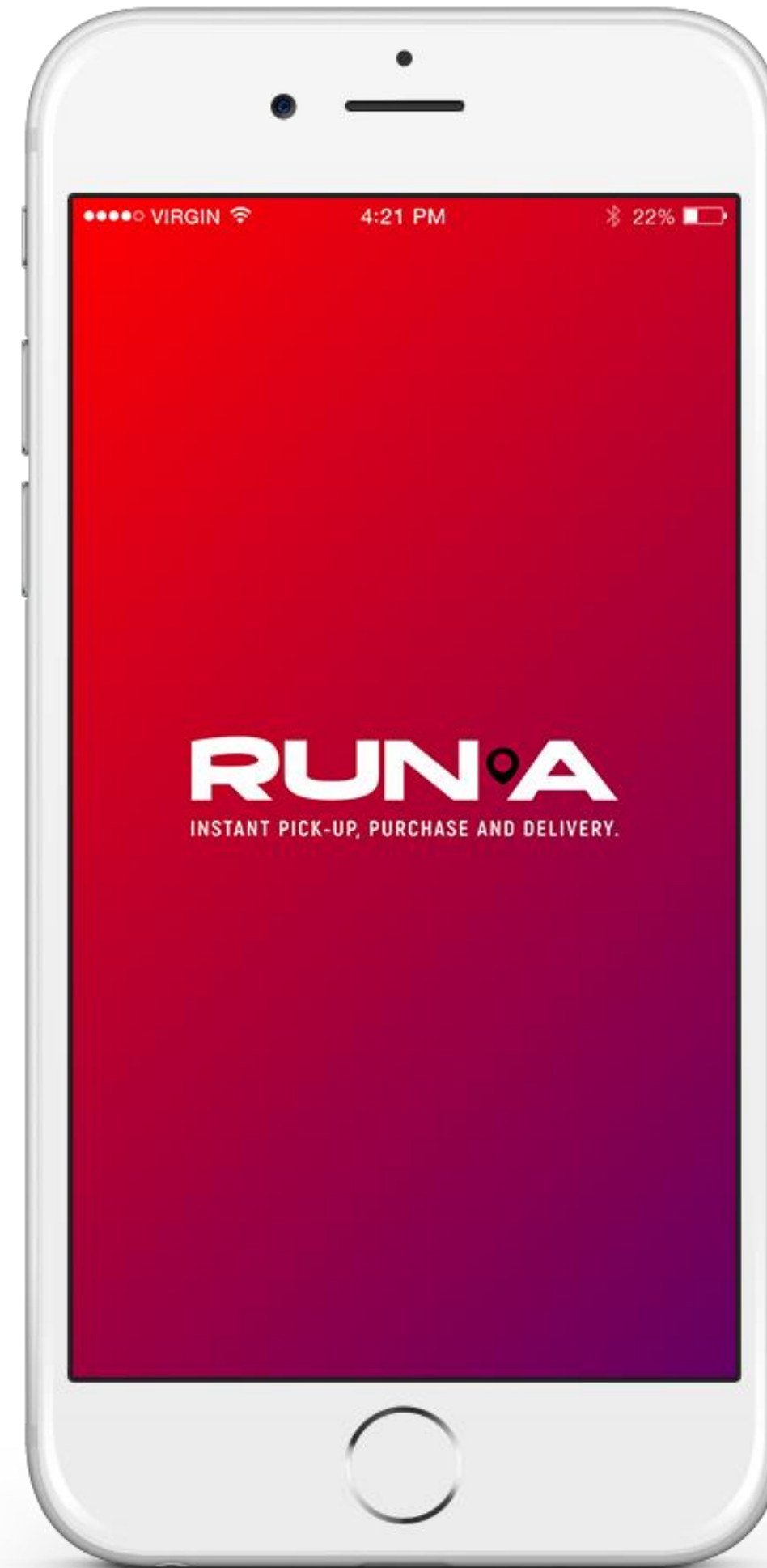
Secure Payment

All transactions work through a system in which all funds pass through electronically and split the payments/fee's accordingly.



Interaction

The platform allows interaction between the Runa fleet and the customer, allowing forgotten items or any questions from either party to be answered.



Runa Fleet

Runa's (drivers) are crowd sourced and purchase products with personal funds which is then returned with a delivery fee upon completion of delivery.



Price Agnostic

The platforms backend has been sophisticatedly generalised so that it is interoperable across countries, currency and various systems.



Globally Applicable

Once a blueprint has been created for the launch of such a platform, it can be scaled easily throughout the globe.



RUNA LIFESTYLE

RUNA'S CLIENT FOCUS

RUNA currently focuses on having 4 categories of clients to serve:



Users



Runa's



Stores and Service
Providers



Strategic Partners

Delivery of everyday items is at an early phase...

A market leader has not yet emerged in delivery of a wide range of everyday items. The major focus of current providers such as Deliveroo and UberEATS is on meal delivery, which has conditioned and educated consumers for the next wave of home delivery with a more convenient twist.

The consumer is warmed to the idea that they can have specifics delivered on demand but are yet to have the convenience of having a platform help in ANY aspect of their life in the way of deliveries of anything at anytime on demand.

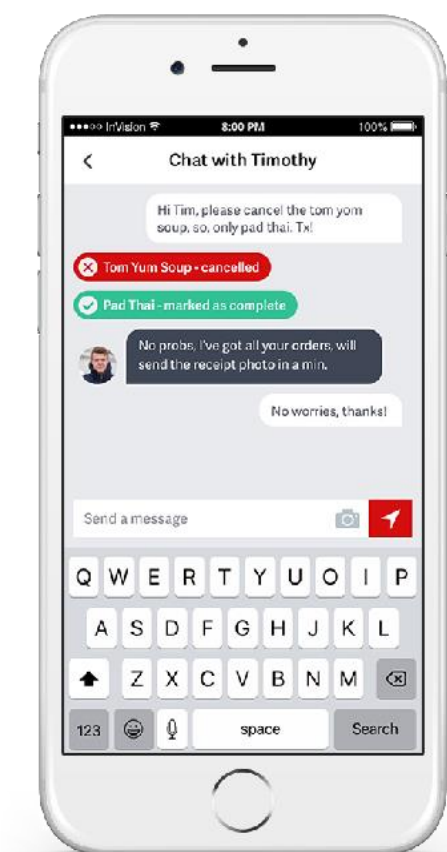
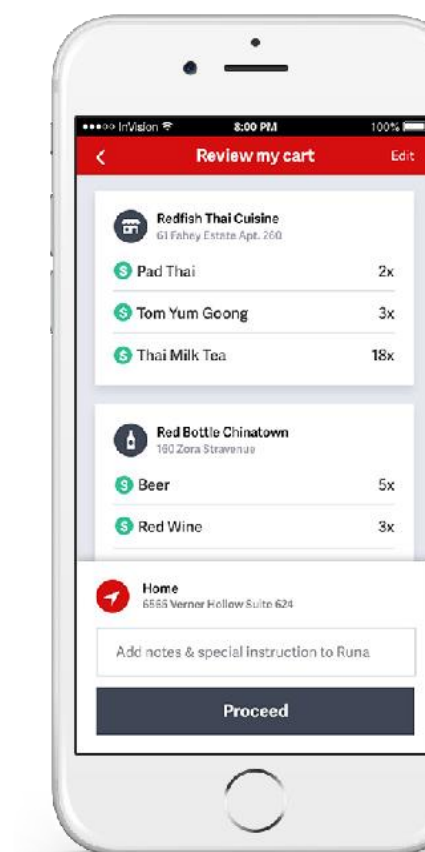
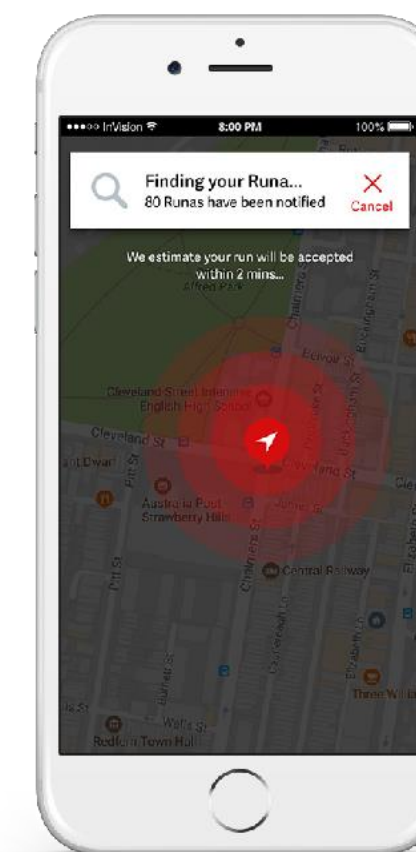
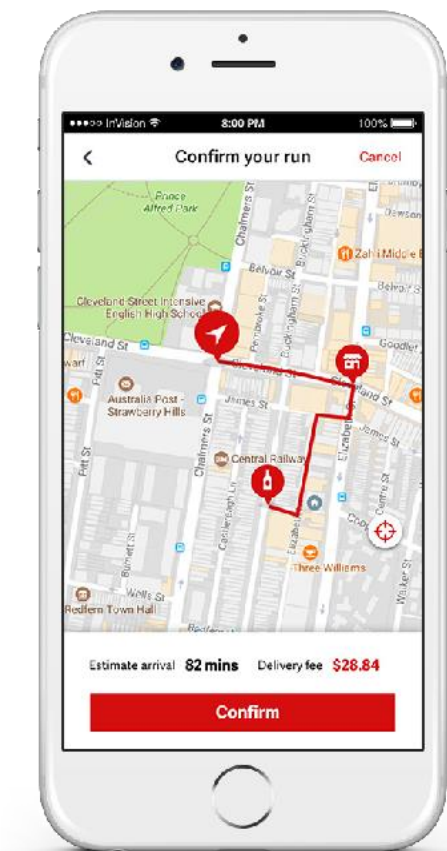
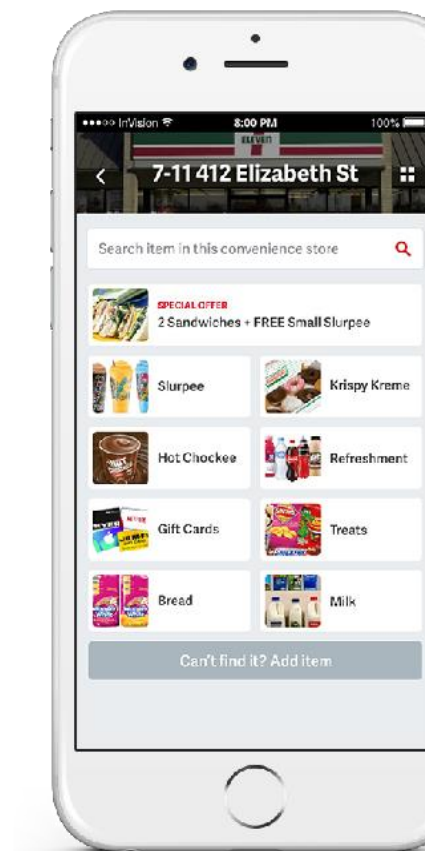
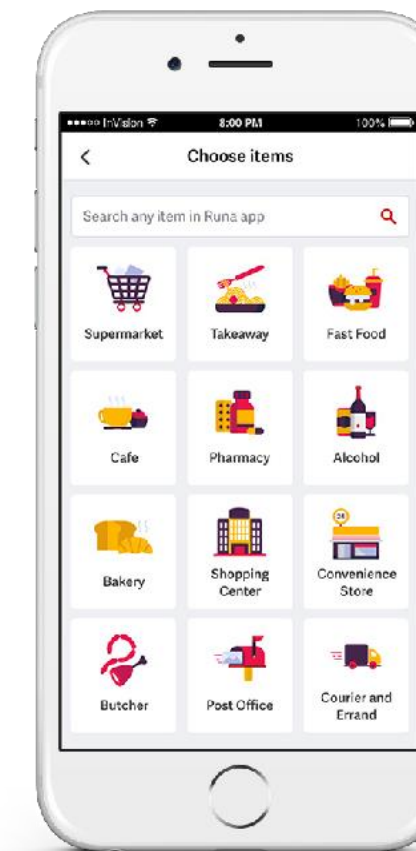
Where RUNA stands out from the crowd is the fact the service is not capped by delivery categories or a 'one size fits all' box. RUNA is ubiquitous and caters for all.

No teething process. RUNA is ready to go...

- All stores are part of the RUNA offering and available for users from day 1. However, as RUNA develops, they will be offered the opportunity of priority listing, preferential direction of traffic for additional fees and the ability to acquire key space on the app.
- Our current most used stores are Kmart, Woolworths, McDonalds, IGA, and an array of local stores that can't be targeted by the other food giants.
- The RUNA service enables immediate satisfaction from an impulse buy, driven off a TV or Radio advertisement (eg. Runa delivers you the chocolate bar you are craving in the middle of The Bachelor without any hassle at all).

RUNA LIFESTYLE CUSTOMER EXPERIENCE

- Easy and instinctive to use.
- Download from App store, google play or go to www.runa.life
- RUNA does not require an immediate account creation. Users explore the app, place an order and then sign up, creating smooth usability and confidence in the app.
- It is a 1-2 minute process for the User to choose what they need, where to get it and then track the Runa as they deliver it. Knowledge of where the order is at all times.
- The User decides what they are ordering and from which location – based on a google maps API.
- Focused interface allows easy selection of items from multiple categories.
- Collection locations are easily identified (including mapping) and selected by the User. All stores are available.
- The User can chat and interact with the Runa during Run to modify or resolve any order issues including photographs of product as required.
- Payment is drawn from the Users account on delivery of the item(s) and Runa paid on delivery.
- User feedback built in before next order taken.



* Updated App Screen Development Examples

RUNA LIFESTYLE

RUNA'S

- Anyone can be a Runa. All you need is to provide RUNA with a valid driver's license and bank account, have your own cash float, own a smart phone then complete the short legal sign up process ensuring we only have quality drivers on the road.
- Runa's have a specific run acceptance and order system. They pay for purchases and are then immediately repaid when items are delivered.

Runa's are part of the sharing economy. Typical Runa profiles;

- Road or bike couriers
- Taxi drivers
- Uber or UberX drivers
- University students
- People seeking additional or flexible part time work
- People wanting to be a part of the next big thing in lifestyle and delivery disruption

*“Build a lifestyle around your brand
and the audience will follow.”*

Eva Chen

RUNA LIFESTYLE OPERATIONAL

Main categories popular with users are:



Supermarket



Fast Food, Takeaway
and Coffee



Liquor

RUNA has been running real world operational tests, refining the app offering and ensuring all issues with the app are resolved prior to a full market launch.

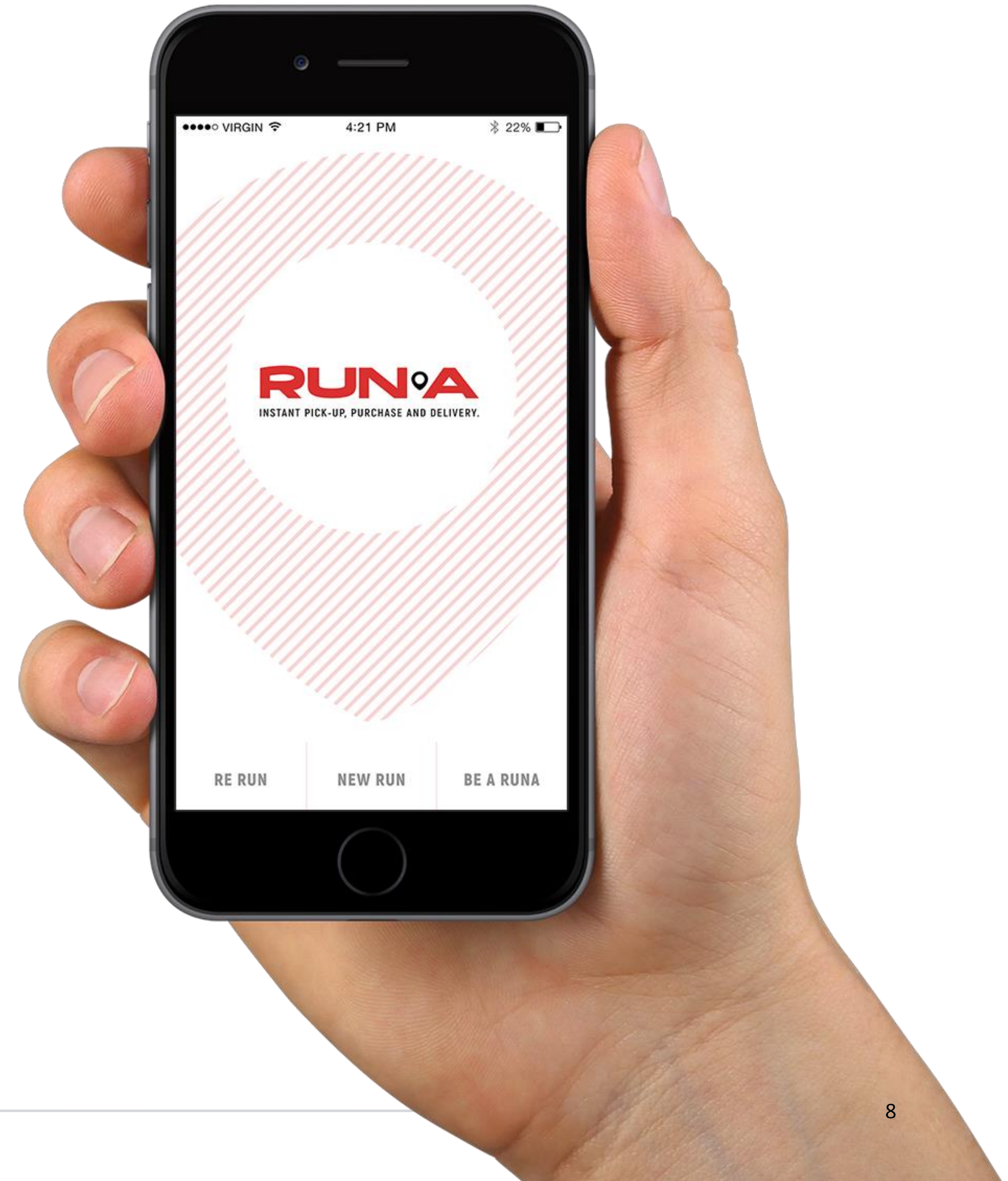
RUNA has also been working on how to successfully deliver the service as we grow from a Start-up phase with a small market presence, to a mature market.

RUNA has completed over 2700 runs in the Northern Beaches and the Eastern Suburbs of New South Wales.

We have achieved this without any formal marketing program.

The target market for RUNA is broad with key users being generally time poor and multi-tasking or chasing convenience.

RUNA is planning to also add the business market and will enter the Sydney CBD in early 2018



RUNA LIFESTYLE REVENUE LINES

The RUNA financial model includes multiple revenue lines.

The major lines are:

- Commission on all items sold
 - Charge to RUNA for providing platform - 20% of delivery fee
 - Handling fee
 - Vendor rebate
- The basic Runa delivery fee and item commission are paid by the User.
- Relationships to vendors utilized on the network are not required to commence sales but will be built as the network matures.
- RUNA plans to develop a 10% rebate on sales through its network (Deliveroo charge 30%).

● RUNA is targeting average run times of 20mins and an average delivery fee of \$9.



RUNA LIFESTYLE MILESTONES

