



# columbus.net

Overcoming boundaries  
and **creating e-commerce**  
champions



Leading Swiss ecommerce logistic provider  
seeking CHF 2 million by end of 22Q3  
to disrupt classic freight forwarder business



”

**The global e-commerce logistics market is projected to reach \$1,901.97 billion by 2030, growing at a CAGR of 23.5% from 2021 to 2030**

“

# In ecommerce, retailers require top logistics to stay relevant and scale



## Top logistics



Large ecommerce providers such as Amazon and Alibaba set global standards in logistics



Fast and on-time deliveries combined with free returns are the new normal



## To stay relevant and scale



Ecommerce needs to step up its logistical efforts:



To provide the requested customer experience:

- Setting up and operating local warehouses and fulfilment centers for faster delivery
- Optimizing processes to increase delivery accuracy and reduce costs



To further grow:

- Testing and offering products in new markets



## Retailers



Struggle to keep up with high customer expectations in terms of logistics



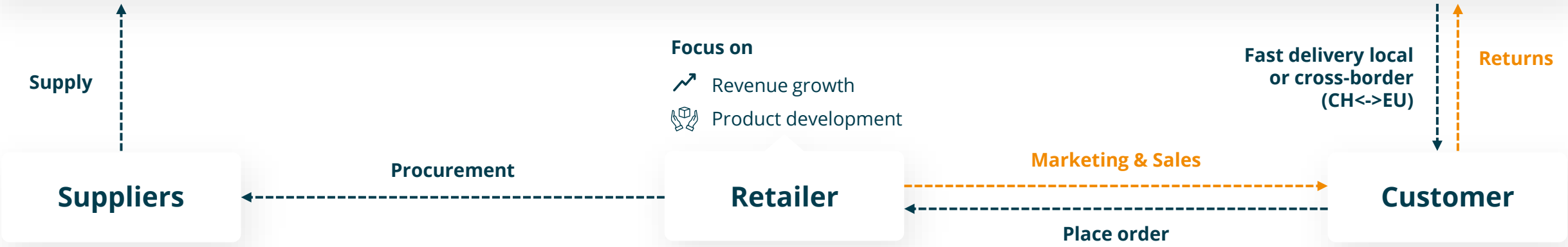
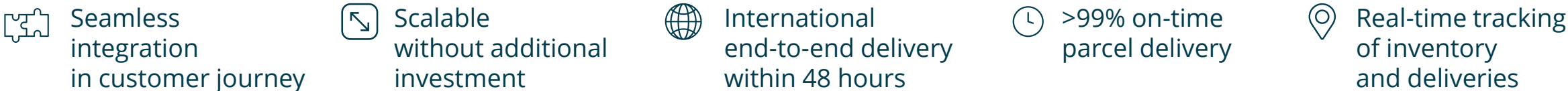
Need to invest heavily in logistics to continue to grow

# With Columbus, mid-size retailers focus on sales while offering best-in-class logistics

## Columbus provides best in-class logistics



### Benefits of omnichannel & cross border logistics



# Best-in-class logistics thanks to digital fulfilment and scale-proven processes

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## Digital fulfillment – Columbus Hub



API and fast registration of articles



Immediate notification on stock level



Real-time tracking and customized stock reports



Automatic order forwarding



Tracking of returns



Fast creation of import and export declaration

## Processes



Onboarding



Receipt of goods



Warehousing



Pick, Pack & Ship



Returns



End-to-end cross-border shipping within 48 hours



## Scale-proven



Spun-out of PCP with more than **3M parcels shipped**



Shipping to more than **30 countries**



Receiving goods from more than **180 suppliers**



## Efficient



Software **automating tedious jobs** and tasks



Chaotic storage **requiring less storage**



**Flexible warehouse** spaces in CH & EU



**Favorable shipping agreements** with shipping partners



**Shuttle services** between warehouses for faster deliveries



# Global shopping, D2C trend and regulatory changes leads to **CAGR of 23.5%**



## Regulatory changes

- **Enforcement of customs** on all cross-border shipments
- **Increased surveillance** of delivery and manufacturing **standards**



## Behavioral changes

- Manufacturers and brands going **direct2consumer**
- **Asian push** to Europe
- Continuous **increase in ecommerce** spending



**TAM**

Global ecommerce logistics market  
**USD 235.7 billion**  
**CAGR: 23.5%**

**SAM**

European ecommerce logistics market  
**USD 72.7 billion**  
**CAGR: 13.7%**

**SOM**

objective for 2026

CHF **22 million**  
net-revenue  
**Equals 0.02% market share**

# Best logistics provider for mid-size ecommerce players



-  Specialized for ecommerce with return management and fast delivery
-  International experience and scale-proven
-  Channel and platform agnostic API
-  User-friendly app with dashboard dedicated to logistics
-  High margins thanks to efficient digital processes and high volume

Our solution	Classic logistics and freight forwarder	Shipping service providers	Ecommerce giants	Emerging players
columbus.net	<div> <div>KUEHNE+NAGEL</div> <div>CHAMPION FREIGHT</div> <div>DSV</div> <div>Global Transport and Logistics</div> </div>	<div> <div>SWISS POST</div> <div>DHL</div> <div>FedEx</div> </div>	<div> <div>amazon</div> <div>Alibaba.com</div> </div>	<div> <div>msdirect</div> <div>omnipack</div> <div>byrd</div> </div>
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# Logistics-as-a-Service generating recurring revenue and profitable margins



**Logistics-as-a-Service generating recurring revenue**  
Omnichannel & cross-border logistics



Goods inbound



Warehousing



Pick & pack



Delivery



Return

## Profitability proven thanks to:



Large parcel volume



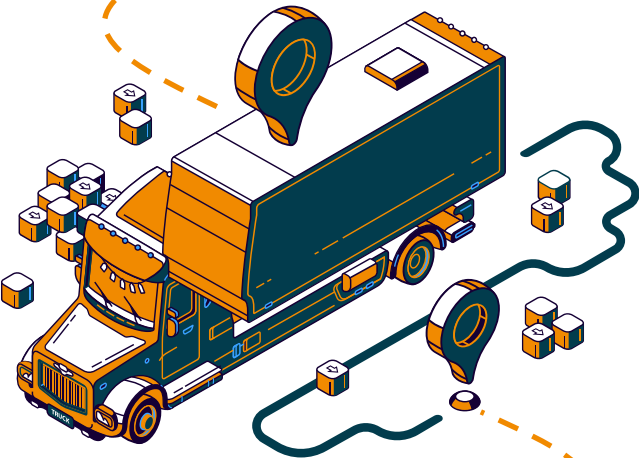
Efficient processes



Software automatization



Favorable shipping agreements





# Where do we stand **today**

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**> 99%**

On-time parcel delivery



**> 180**

Suppliers send goods to Columbus



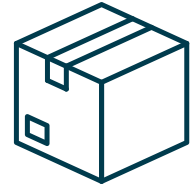
**> 30**

Countries can currently be delivered to



**> 23**

Years of experience in e-commerce & logistics



**> 3 Mio.**

Parcels shipped



**~ 65**

Employees in 3 countries

**These customers already trust and rely on Columbus**



FRANZ CARL WEBER



# Disrupt classic freight forwarder business and prepare **global expansion**



# Experienced management team with **proven** track record in ecommerce logistics

## Founder & CEO



**Lorenz Weber**

Serial entrepreneur and leader with outstanding track record in ecommerce (PCP Group and STEG Electronics)

## Founder & CTO



**Martin Kern**

30+ years experience in software development with a clear focus on ecommerce logistics

## Founder & CLO



**Marcel Weber**

14+ years experience in establishing organizational structure and processes in ecommerce logistics

## Founder & CFO



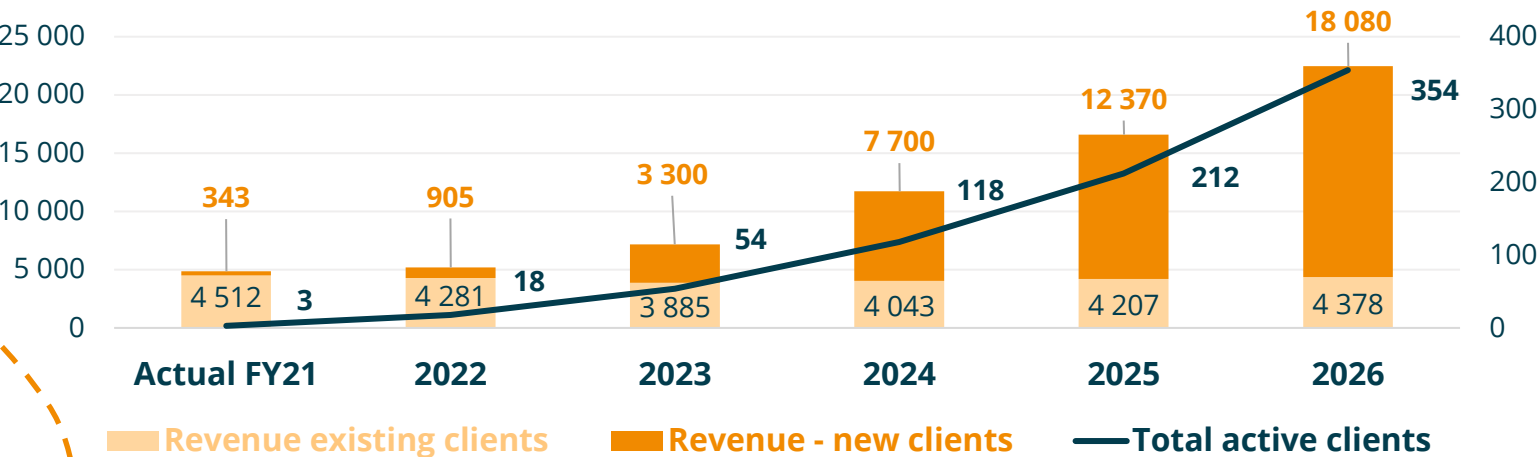
**Peter Keller**

30+ years experience with technology and ecommerce company as financial expert and CFO

**We are passionate and highly capable of disrupting  
the classic freight forwarding business**

# CHF 2 million investment to scale to a CHF 70 million company

## Revenue existing & new clients



### Underlying key assumptions

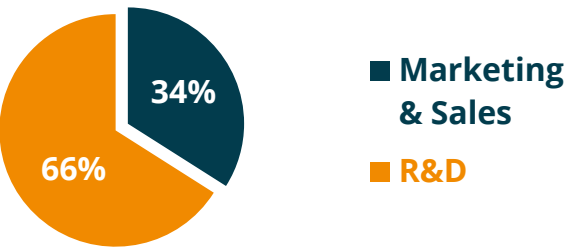
Onboard 354 customers by end of 2026 and scale to CHF 25.9 million ARR



### Target

Prepare for an exit in 2026 for CHF 70 million reflecting the industry-specific EBITDA multiple of 11.24

## Use of CHF 2 million



## Research & development



Hire 3 additional developers and invest CHF 1.1 million for faster product development of Columbus hub

## Marketing & sales



Buildup of 3 FTEs for in-/outbound sales and marketing



Increase third party marketing spending for lead generation

# Strong unit economics and KPIs

Unit economics in 1Q '22 in %	Overall	New clients
Revenue	100%	100%
COGS & personnel	-72%	-51%
Gross profit	28%	49%
Total operational expenses	-20%	-11%
Profit contribution	8%	38%

Sales – KPIs	1Q '22
Sales qualified leads	11
New contracts signed	4
SQL-to-won-ratio	36%

Financial – KPIs	1Q '22
Annual contract value per customer (ACV)	CHF 92 000
New ARR signed	CHF 368 000
Average contract life span in years	3.5
Lifetime value	CHF 322 000
Gross profit – new clients	49%
Customer lifetime value (CLV)	CHF 156 418
Total sales & marketing spending	CHF - 51 838
Customer acquisition costs (CAC)	CHF - 12 959
CLV / CAC-ratio	12 : 1



**The current gross profit equals 28%** after deducting COGS and all personnel related expenses



**Overall profit contribution on EBITDA-level amounts to 8%** considering all operational expenses



**Business operates profitable**



**Gross profit and profit contribution** at EBITDA level with new clients amount to 49% and 38% respectively.



**Profitability of business will increase with acquisition of new clients**



With only minimal inbound marketing, 11 leads resulted in **4 new customers**, which equates to a **SQL-to-won ratio of 36%**.



**Clearly indicates product-market-fit**



With a current ACV of CHF 92'000, **CHF 368'000 ARR has been signed in 1Q22**



With an assumed customer lifespan of 3.5, **the lifetime value of a customer equals to CHF 322'000**



Reflecting the actual overall gross margin and total marketing & sales spending in 1Q22, the **CLV/CAC-ratio of new clients equals to 12:1**



**Metrics illustrate the scalability and profitability of the business**

# Discounted cash flow company valuation

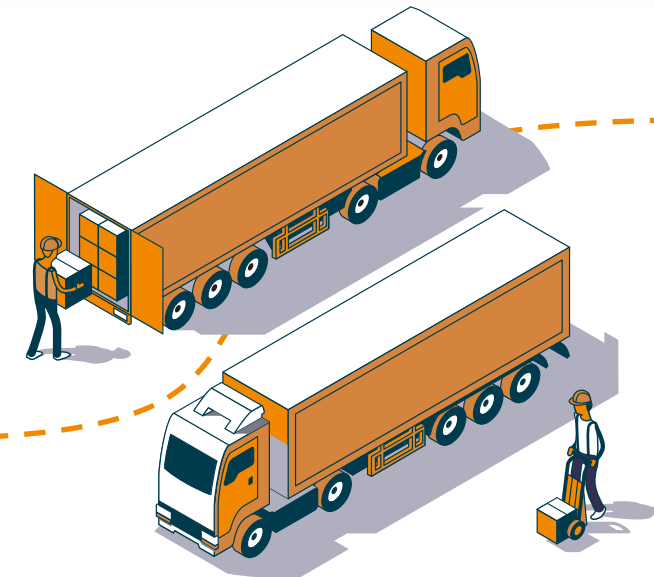
In k CHF	2022	2023	2024	2025	2026
<b>P &amp; L</b>					
Total active clients	18	54	118	212	354
Total revenue	5 186	7 185	11 743	16 577	22 458
growth	296%	39%	63%	41%	35%
Annual recurring revenue	5 309	8 523	13 803	19 370	25 943
Gross margin I	4 907	6 791	11 098	15 667	21 225
In % of revenue	95%	95%	95%	95%	95%
EBITDA	270	1 361	3 221	4 567	6 215
In % of revenue	5%	19%	27%	28%	28%
Profit/loss	-637	467	1 975	2 884	4 178
In % of revenue	-12%	6%	17%	17%	19%
<b>Cash flow statement</b>					
Operational cash flow	-75	1 256	3 039	3 958	5 299
Investing cash flow	-544	-544	-544	-544	-544
Free cash flow	-620	711	2 495	3 413	4 754
Exit value					70 971
<b>Net-present value</b>					
Discount factor	60%				
Exit multiple (EV / EBITDA)	11.42				
Return on investment in 4.5 years	8.29				



DCF valuation of Columbus results in **CHF 14.3 million** reflecting an exit EV/EBITDA-multiple and a **discount rate of 60%**



An investor is **likely to return 8.29x** of his or her investment **after 4.5 years**





You focus on sales.  
We do the **logistics**.



**Lorenz Weber**  
**Founder & CEO**



[lorenz.weber@columbus.net](mailto:lorenz.weber@columbus.net)