



# GoFood PNG

Our Positioning:  
The Last Mile  
Solution Provider





# How it all Started

- In 2016 we recognized a need to enhance the customer service experience in the realm of online food delivery.
- Started with one car and a web address.
- Mr. Mike's Pizza and Cellars were our first Restaurant partners.



# Business Overview

- KEY SERVICES:
  1. Restaurant delivery
  2. Catering delivery
  3. Grocery delivery
  4. Business 2 Business delivery
  5. Pick Up & Deliver anything



# Business Overview



Business is divided into two Strategic Business Units



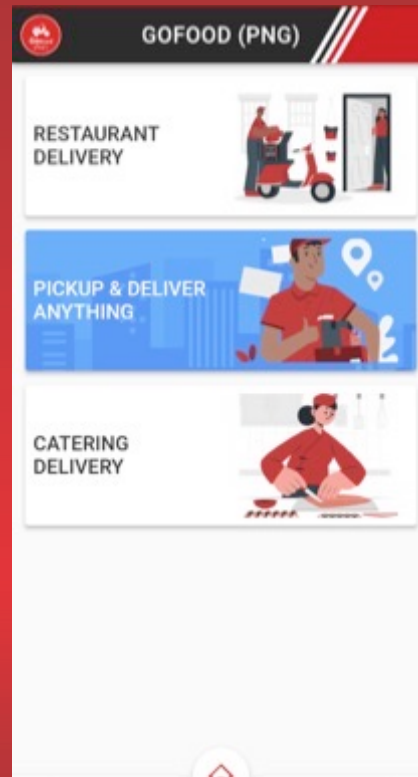


Restaurant, Groceries and Food  
Delivery Service

# GO FOOD



# A Robust Mobile App Platform



- Launched in 2021.
- Currently we have over 50,000 Downloads.
- 20,000 Customer base.
- Available on Google Play Store and the Apple Istore.



# Our Partners



The graphic features a central grid of 45 restaurant logos on a red background with a yellow striped border. Above the grid is a sign that reads "GoFood Restaurant Partners". In the top left corner is the GoFood logo with "(PNG)" below it. In the top right corner, a red banner says "Delivering Since 2016". At the bottom, there is contact information and social media links.

**GoFood**  
(PNG)

**GoFood Restaurant Partners**

Delivering Since 2016

**YOU ORDER**  
*We deliver!*

Follow Us:   

Download the GoFood App

GET IT ON  Google Play

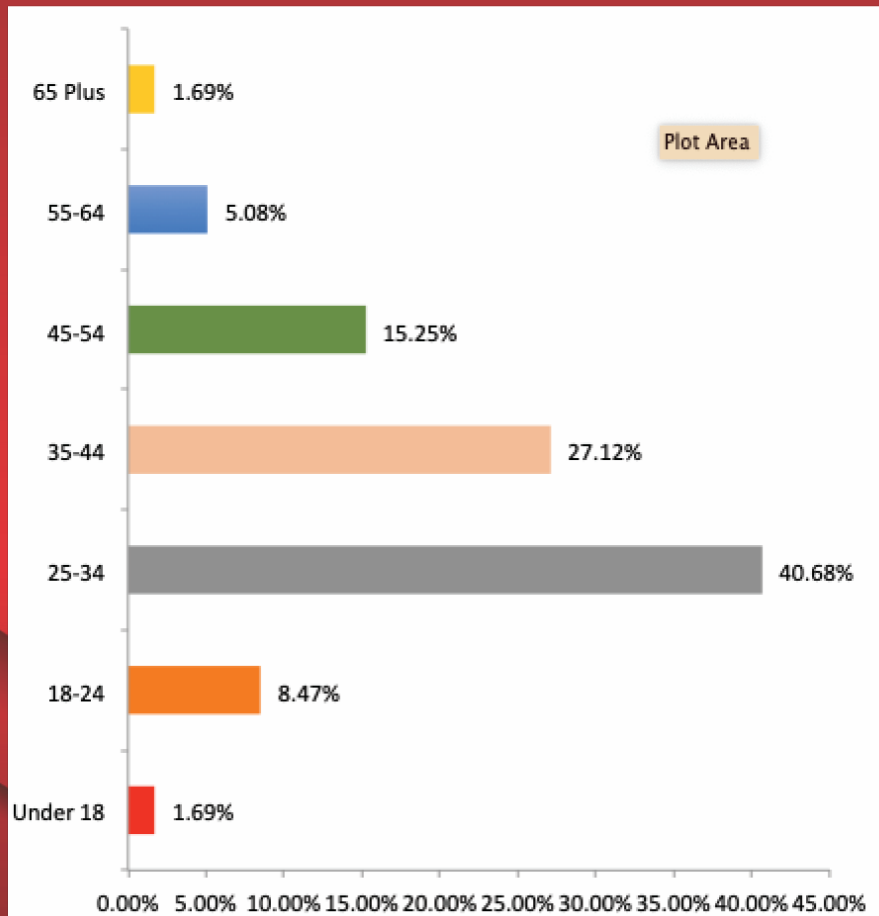
Available on the  App Store

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+675 7856 1359  
hello@gofoodpng.biz  
www.gofoodpng.biz

- Over 40 restaurants use our Platform in Port Moresby.
- 10 Catering Companies.
- 3 Supermarkets.



# Our Customers: The Rise of the Middle Class in POM

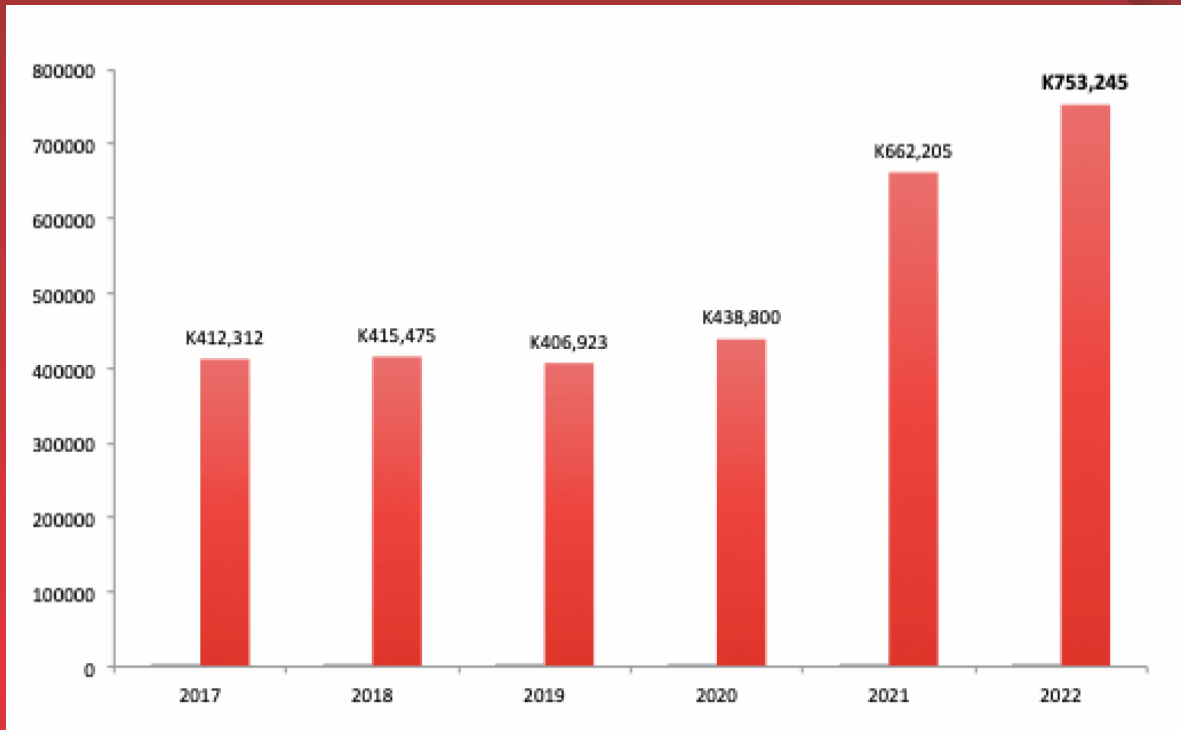


- Over 68% in 44 to 25 Demographic, which is a young demographic.
- 75% of our customers are PNG Nationals, making our business sustainable.





# Our Performance



- Creating Value for our Partners.
- Creating a New Category: Convenient Delivery.
- With a 31% CAGR, we are well over the global CAGR for Delivery Services projected to be 18.5% from 2022 to 2030.



# Where Next

- Soon we will Launch our service in:
  - Lae
  - Mount Hagen.





Our B2B Business

# GOTRANSPORT



# Delivery Service to Support Logistics



- Brian Bell Home Centers became the first Big PNG Company to start outsourcing their last mile delivery to us this year.



# Adding Value to the PNG Supply Chain



- What started as just 3% of Customer Deliveries in February for Brian Bell has grown to over 20% of their deliveries.
- With the advent of the Festive Season, we are expecting this to go upto 50%.



# Adding Value to the PNG Supply Chain

- In the Future we have plans to:
  - Provide a Ride Sharing Platform: Go Ride
  - Provide a Farm to Table Platform: Go Fresh
- Consolidate Go Transport and Go Food



# What Excites us

- Providing Job Opportunities for Drivers, Delivery Crew, Back Office Operations, Call Center.
- Our Team that comprises of young Papua New Guineans.
- An opportunity to train them and create an exciting young, energetic culture in the company.
- Helping companies understand that Last Mile Solutions can be a true weapon for them to outsource such a service.
- Using Technology to enable us to provide great Service.

