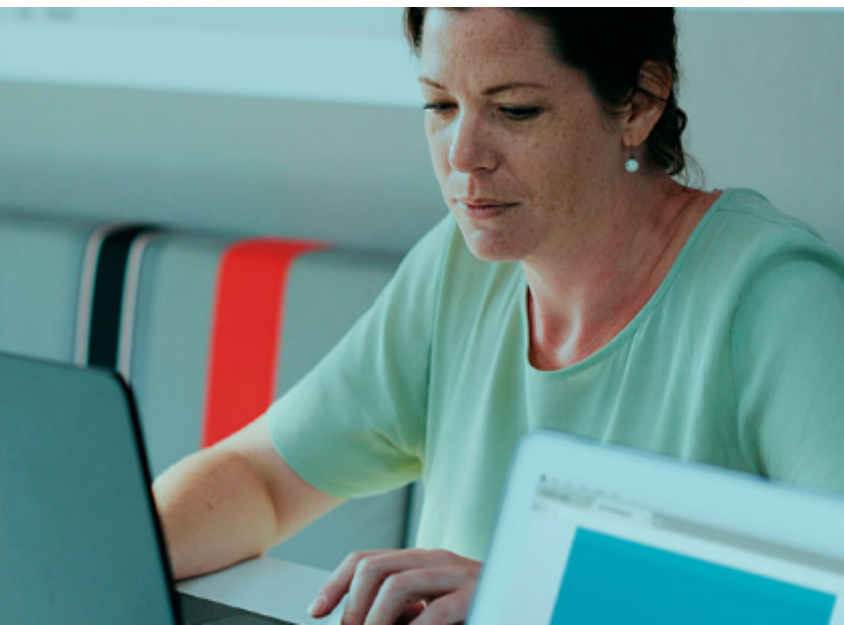


May 2020



About Elepha

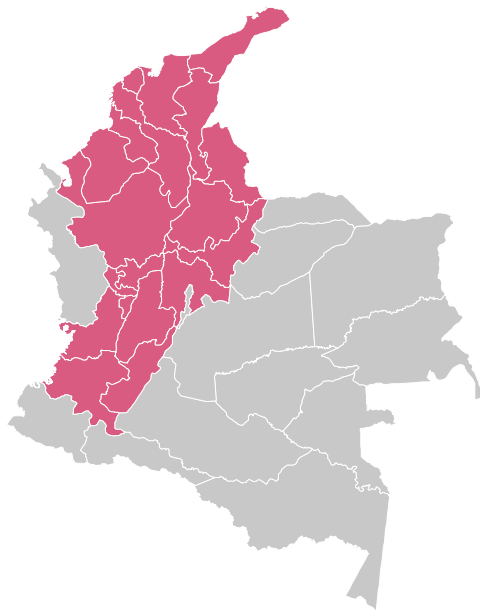


Elepha connects products and services by empowering networks of women in rural and peri-urban areas. Providing opportunities for social and economic development in a 12 million people market



DESCRIPTION

Elepha, an inclusive, social and profitable business, reaches 400 municipalities of rural Colombia with mass consumption products of powerful brands, through a sales force of more than 9,000 women



Elepha operates mostly in the north and center of Colombia

USD 5 millions
Elepha's sales in 2019



9,000

Women until December 2019



25%

Average margin for women in 2019



52

Brands included in the catalog until December 2019

About Elepha



Elepha means Asian elephant, among them the matriarchy and the family predominate they take care of each other, they create networks and lead

AN ELEPHA WOMAN



Empowerment

A woman who is focused on the development of skills like self-esteem, motivation, responsibility and personal goals.

Financial Stability

A woman who uses commercial tools, that allow an improvement in household income, generating greater financial stability.



Leadership

A happy, balanced and successful woman. Elepha promotes empowerment by strengthening leader skills and conflict resolution.



Emotional Resilience

A woman who takes care of her family network and her environment by generating protective factors and building dialogue scenarios.



Elepha's Operations



Elepha is a cost-efficient operator that gives access to a white space market, in which it provides a new channel that delivers incremental sales at a moment of fierce competition in the cities.

What Elepha does is:

1. To provide training, credit and access to a business opportunity that otherwise they couldn't have.
2. To create exclusive deals and partnerships with world-class companies that allows our entrepreneurs have access to leading products and services.
3. To deliver Elepha's products to their homes at competitive price. No other company delivers where Elepha delivers.

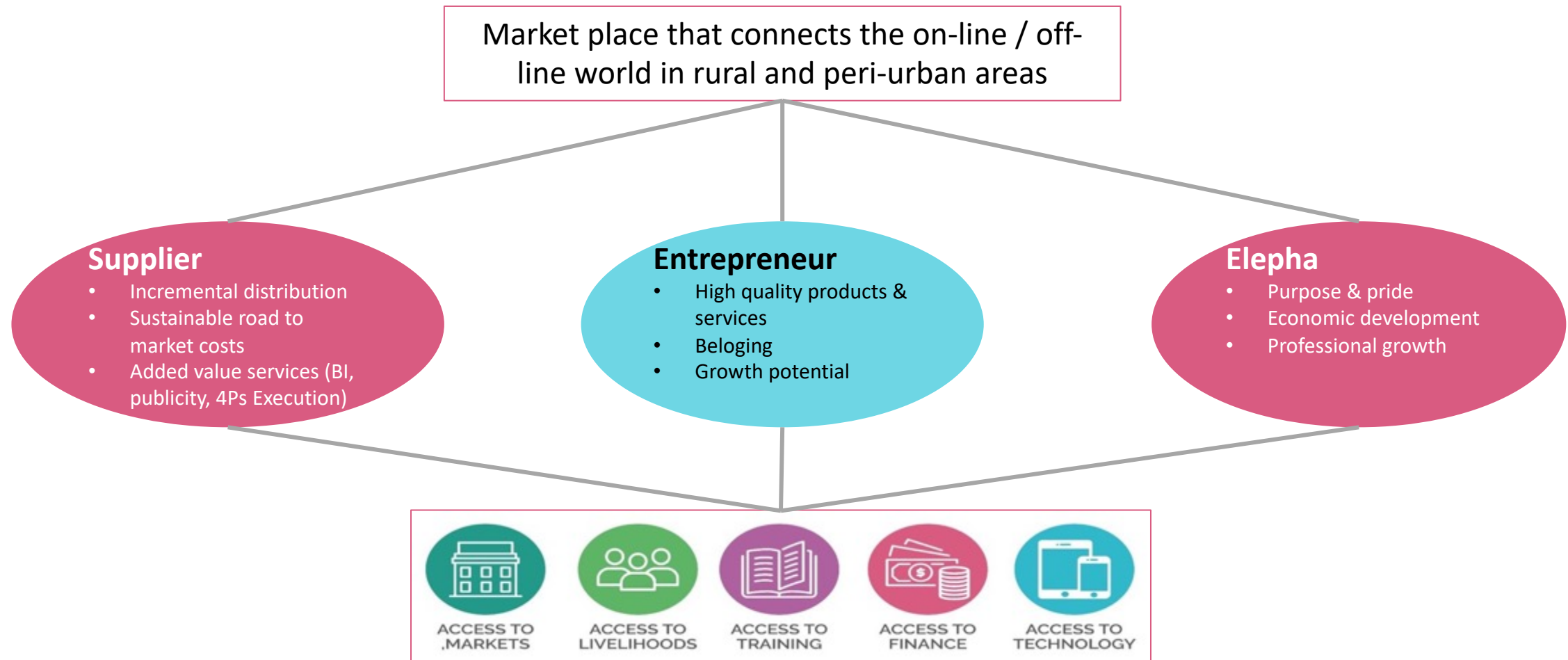
Women participation in the business

1. It creates a women network support, an extended community, and a new identity including higher self-esteem.
2. The training provides women a skill set for other business activities that they pursue.
3. Women empowerment as they are now able to contribute to their families and invest in areas such as their children's education.

About Elepha



Elepha delivers value for all its stakeholders: Suppliers, entrepreneurs and employees



About Elepha



Elephas achieves operational excellence through regional coordination, technological integrations and women empowerment

Elepha's App takes order from Entrepreneurs. We have regional coordinators to support the operation



In our central DC we do invoicing, picking, packing & Shipping to all communities.



We reach the last mile to deliver the products directly to our entrepreneur's homes.



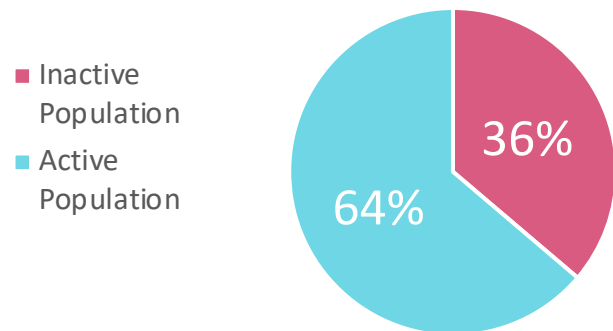
Attractive opportunity



There is a 9 million workforce because 65% of the total inactive population are women head of households and the Elepha's penetration reaches a total 720K of households.

65% of the total inactive population are **WOMEN** in charge of home.

Population Available to work



| (Thousands of people) | 2019 |
|---------------------------|--------|
| Total Inactive Women | 9.399 |
| Total Inactive Men | 4.921 |
| Total inactive population | 16.339 |

Elepha's Market Opportunity

Colombian households **2.3 M**

households (Elepha's target) **1.2 M**

Elepha's penetration **31%**

Elepha customer base (household) **720K**

Attractive opportunity



3

Incoming disrupting channels and deep discounters, are making it difficult for CPG companies to drive growth with national brands

Hard discounters are increasing their participation in the distribution of mass consumption products

Colombia's consumption by sales channel (2018-2019)



Today hard discounters have the greatest presence in homes, surpassing traditional supermarket chains

Presence in Colombian homes (%) (2019)



Growing categories in hard discounters are basic products of traditional brands



Milk



Toilette paper



Cooking oil



Laundry detergent



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