



**+ Pilulka**  
LÉKÁRNA

Our mission  
**Better life**



# Who We Are

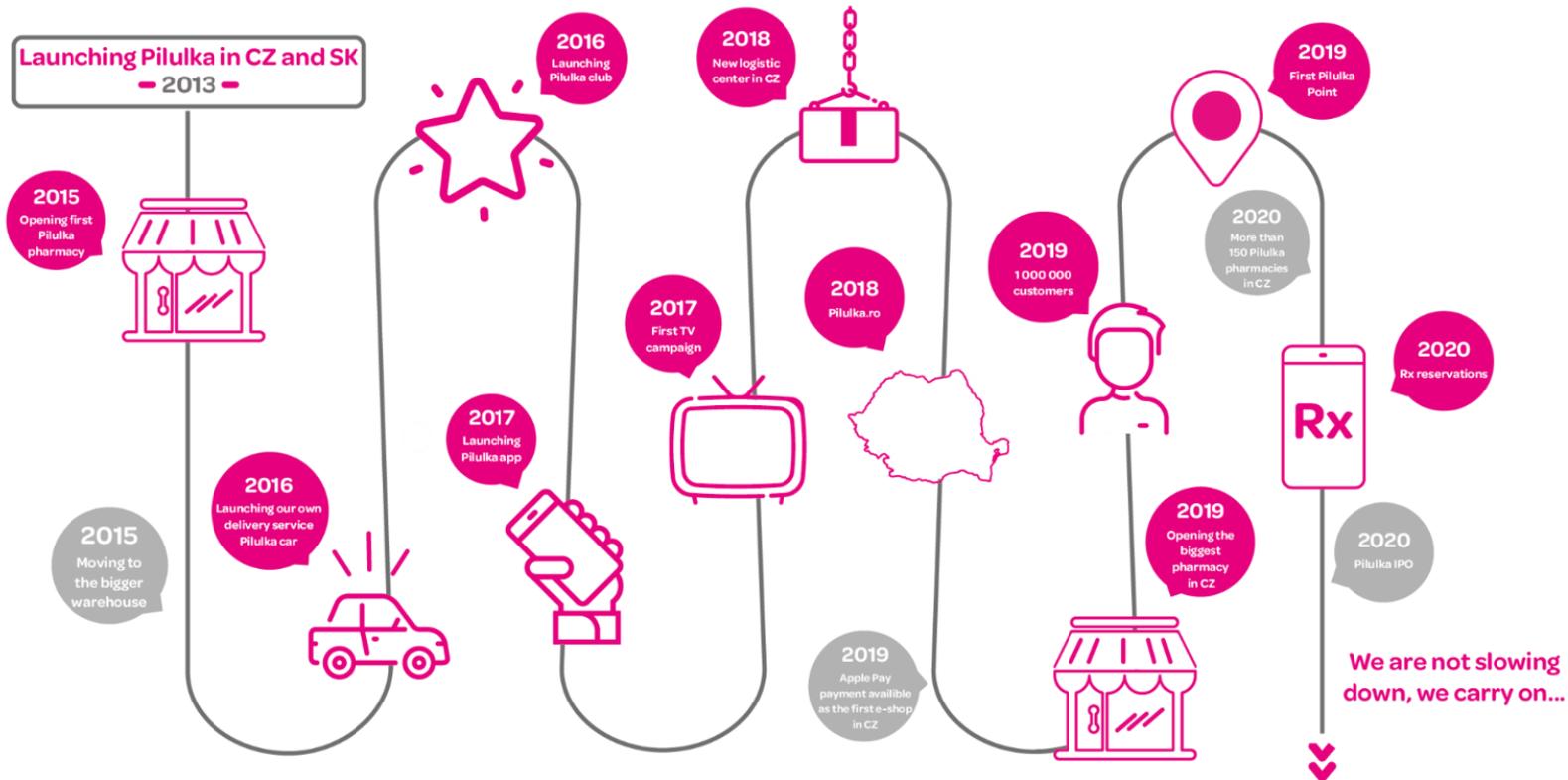
- Tech company focused on healthcare market
- Online pharmacy
- Offline pharmacy
- Healthcare services



# Main Figures

- **Group turnover nearly EUR 100M in 2021**
  - excluding franchises\*
- **Robust growth**
  - Net revenue online + 50% YoY 2021
- **Listed on Prague Stock Exchange**
  - current market capitalization approx. EUR 130M \*\*
- **Market capitalization tremendous growth**
  - + 210% since IPO (Oct 2020)

# History in Brief



# Strong Team



**Petr Kasa**  
Co-founder,  
CEO

Kasa.cz, NOKIA,  
J&T Ventures

[Linkedin](#)



**Martin Kasa**  
Co-founder,  
CSO

Kasa.cz

[Linkedin](#)



**David Staněk**  
CFO

HP, ZOOT

[Linkedin](#)



**Martin  
Navrátil**  
CCO

Home Credit,  
Mobi Banka,  
Telenor

[Linkedin](#)



**Michal  
Hanáček**  
COO

Airway,  
Květiny Express

[Linkedin](#)



**Tomáš  
Záruba**  
CPO & CTO

5DM.cz

[Linkedin](#)

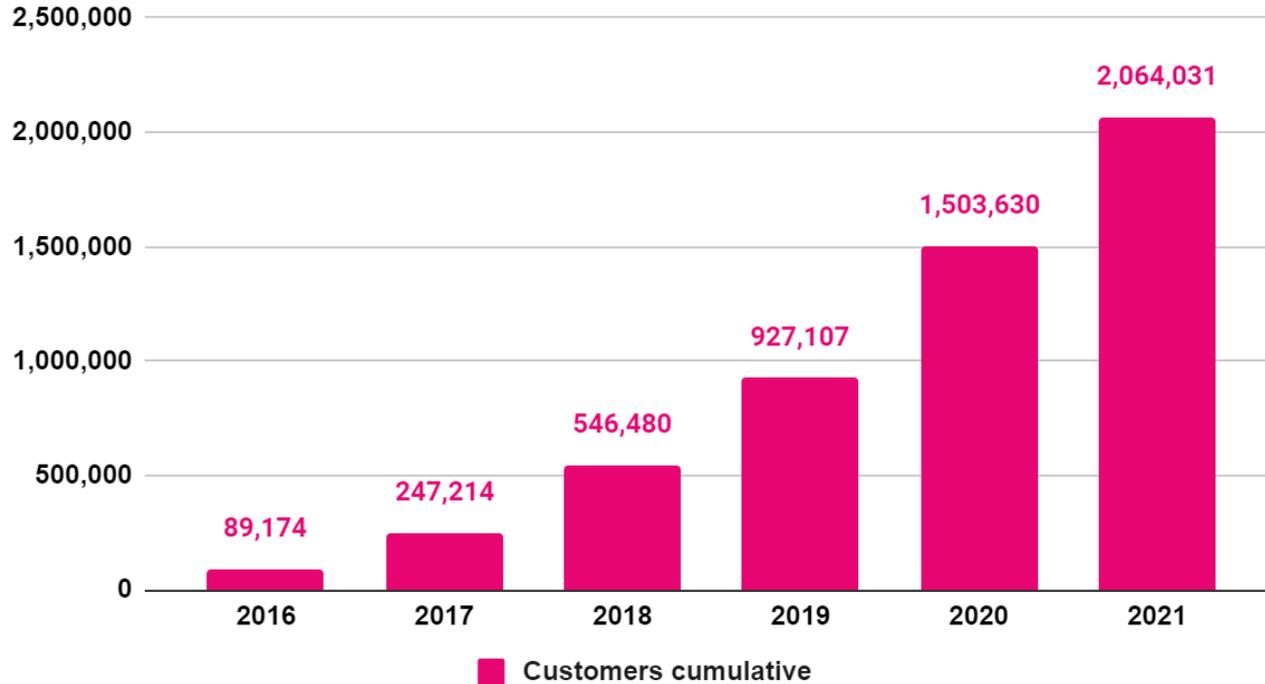
# IT Development

- **Over 40 FTE IT**
  - Developers, frontend & backend
  - Native mobile apps
  - BI
  - Testing



# Customers

## Group customers cumulative online



# Physical Presence

- **Online & Offline Combined**
  - Click & collect
  - Pilulka Box
- **Own and franchise pharmacies**
  - 150 brick pharmacies
  - N°3 chain in CZ



# Last Mile

- **Pilulka Point**
  - Wide network of pick-up points
  - 100 x CZ
  - 20 x SK
  - RO coming soon



# Last Mile

- **Pilulka Auto**
  - same day delivery
  - since 2016
  - efficiency
  - brand & retention



# Last Mile

- **Pilulka Box**
  - self-service lockers (up to 50 in CZ & SK in 2021)
  - Collaboration with other locker chains



# Warehouse

- 3 main distribution centres (CZ, SK, RO)
  - B2C & B2B
  - automated processes
  - 15 minutes waves
  - Driven by BO IS



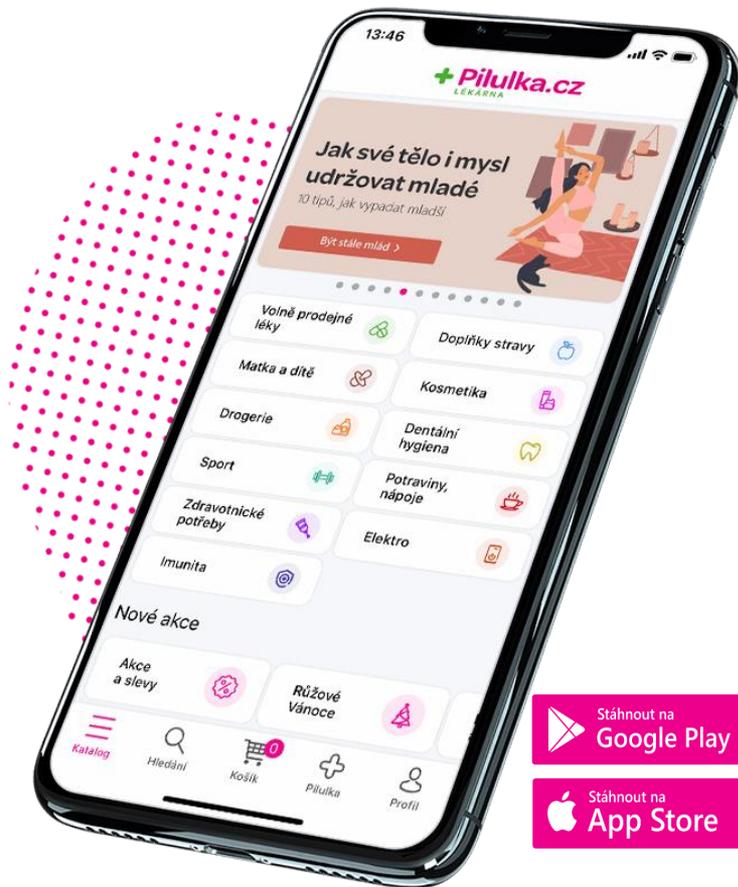
# Product Portfolio

- **Portfolio**
  - 80 000+ products listed
  - premium content (10k sku)
- **Private label and exclusive products**
  - launched 2020
  - growing market share



# Mobile First

- Top rated app
- Native app
- 60 % turnover (incl. resp. web)
  - watch driver arrival
  - Rx reservation
  - EAN scanner
  - Repetitive shopping



Hodnocení a recenze

4,8  
z 5

Hodnocení: 7 tis.



RECENZE

4,6

★★★★★

Celkem: 5 250



● Zásady a informace týkající se recenzí

# Pilulka Fit

- Unique loyalty program
- Earn twice by active life



*Chodecká  
výzva*



*Cyklistická  
výzva*



fitbit

GARMIN™



android



# Business Partners

Customers



Pharmaceutical  
companies

Distributors

**PHARMOS**<sup>®</sup>

Alliance  
Healthcare

**PHOENIX** group

**Pfizer**  
**SANOFI**

**SANDOZ** A Novartis  
Division

**teva**

**gsk**  
GlaxoSmithKline

**B  
A  
Y  
E  
R**

*Johnson & Johnson*

Service providers

More than 100 IS  
and services

# Market Opportunities

- **Rx home delivery (only reservations)**
  - deregulation means double revenue potential
- **E-health services**
  - projects connecting customers, pharmacies, doctors and insurance companies



# Strategic Steps

- **Telemedicine**
  - connecting health care providers
- **Organic growth**
- **Acquisitions and investments**
- **Regulated Market entrance**
  - medium-term target

# Pilulka for Investors

All relevant data  
available at

[www.pilulka.cz/pro-investory](http://www.pilulka.cz/pro-investory)

# Summary

- Fast growing
- Tech-driven
- Omnichannel concept
- EBITDA positive

Our mission  
**In progress**  
Any questions?

