

# Let's build the future of fresh food together

*Retailer and grocery stores - 2021*

**procsea**



# Our History

We started Procsea in 2016 - our first product was a Seafood B2B Marketplace that we operated ourselves during 5 years.

During this time we learnt how to apply technology to a very complex vertical and we worked with 1500+ clients, 200+ suppliers across 200k transactions.

In 2020 we successfully duplicated our technology and made it possible for other clients to operate their own fresh food marketplaces. We closed our own and focussed on selling our technology under a SaaS Model.



# What motivates us



```
graph TD; A[What motivates us] -.-> B[?]; A -.-> C[?]; A -.-> D[?]; B --- E[How can we reconcile the vital need to feed the planet with the preservation of the resource and its environment?]; C --- F[How can we make the entire supply chain sustainable and transparent while guaranteeing food security?]; D --- G[How is it possible that the fresh food industry is so global but doesn't share the same language and standards?];
```

?

How can we reconcile the vital need to **feed the planet** with the preservation of the resource and its environment?

?

How can we make the entire supply chain **sustainable and transparent** while guaranteeing food security?

?

How is it possible that the fresh food industry is so global but doesn't share the **same language and standards** ?

# That's why we're building Procsea

To build a simpler, stronger  
and more sustainable fresh food  
industry by connecting businesses  
together through technology.

Stores Digitalisation

Supplier Digitalisation

Traceability

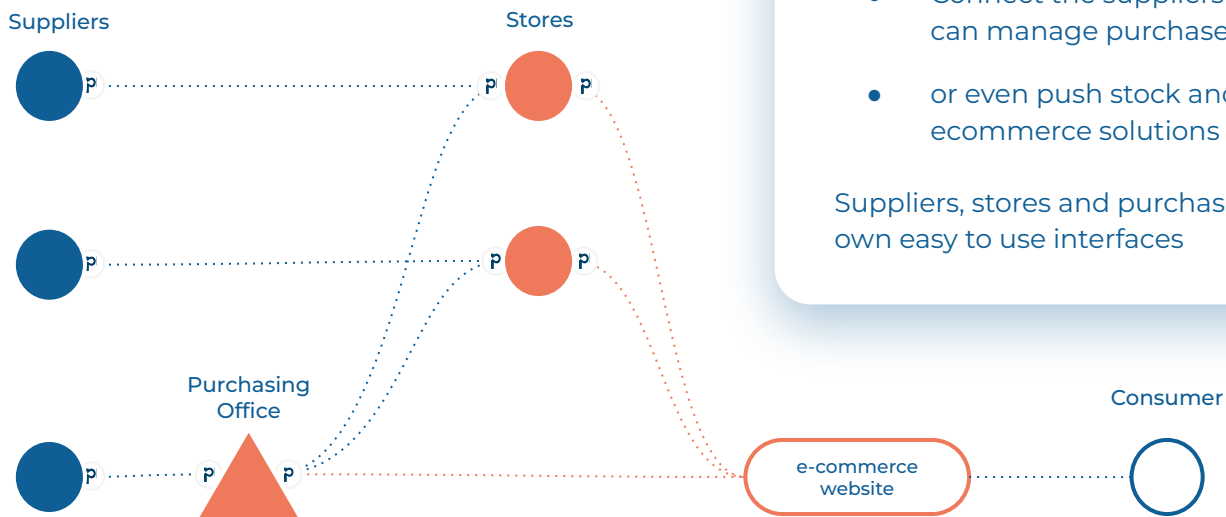
Data Standardisation

# Our Solution

Our **Marketplace** technology allows our clients to work in the configuration that fits the best with their organization:

- Connect their suppliers directly to their stores that manage the purchases locally
- Connect the suppliers to the Purchasing office, that can manage purchases for all the stores
- or even push stock and prices directly in other ecommerce solutions

Suppliers, stores and purchasing offices have access to their own easy to use interfaces



# We bring the digital experience to the fresh food industry

Our features are built to improve the interactions buyers<>sellers

The screenshot displays the Procsea digital marketplace interface. On the left is a dark blue sidebar with navigation icons and labels: DASHBOARD, MARCHÉ, COMMANDES, FACTURES, GESTION, and CHAT. The main content area has a top navigation bar with tabs: En direct, Précommandes, and Appels d'offres. Below this is a search bar and a filter section with tabs for Tous, Poisson (selected), Découpe, Coquillage, Crustacé, Céphalopode, Végétaux marins, Épicerie fine, and Libre service. Further filters include Qualité, Provenance, Jour de livraison, Préparation possible, Opportunité, and Labels. The product list shows 12 products with columns for Product, Provenance, METHODE DE PÊCHE, Quantité, LIVRAISON, and PRIX. Each product row includes an 'Ajouter au panier' button.

Produit	Provenance	METHODE DE PÊCHE	Quantité	LIVRAISON	PRIX
Saumon d'élevage A/Peau	Lorient ULTRA MARINE	Élevage	41kg	Mercredi	14,30 €/kg
Merlan	Lorient NOVA SEAFOOD	Élevage	41kg	Mercredi	11,28 €/kg
Merlan	Lorient NOVA SEAFOOD	Élevage	41kg	Mercredi	11,28 €/kg
Bar de ligne	Lorient ULTRA MARINE	Ligne	24kg	Jeudi	17,30 €/kg
Bar de ligne	Lorient ULTRA MARINE	Ligne	24kg	Jeudi	17,30 €/kg
Cabillaud Skrei S/Peau Désarêté	LE GUILVINEC ULTRA MARINE	Filet Maillant	41kg	Mercredi	13,95 €/kg

Access to live information on stock and prices

Buy in spot, scheduler or presales

Create and manage tenders

Data on purchasing habits

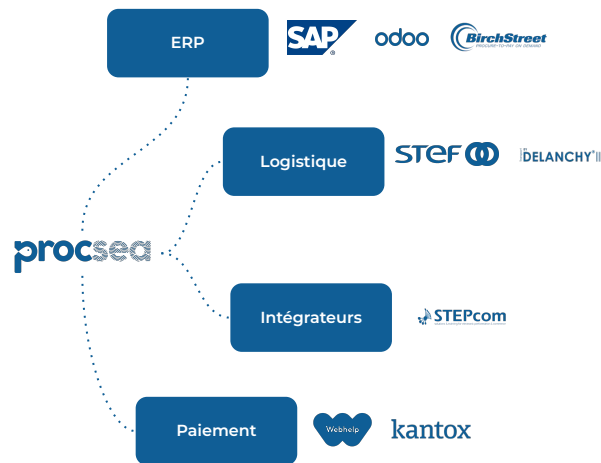
Push opportunities

Chat with suppliers

# And we integrate with existing systems

Procsea has been built to work autonomously or with existing systems and application which help centralise data in one single source of truth and reduce risks for CIOs and technical teams. For example:

- API integration with SAP S4/Hana, Kantox or Webhelp
- Integration with with Stepcom for EDI messages
- CSV, XML or any other format for more basic integrations



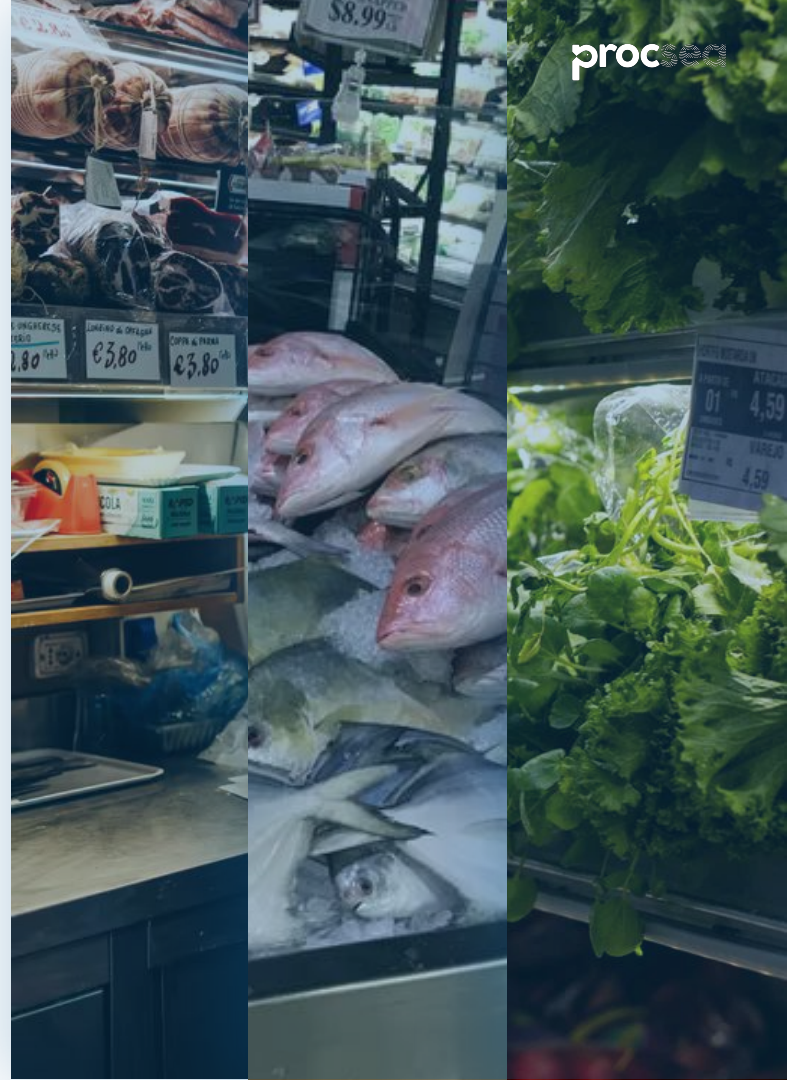
# A multi-vertical solution

Procsea has been initially developed for seafood but with the fresh food industry in mind.

Our technology architecture relies on well defined and modular products catalogues that allows our clients to incorporate all the specificities of fresh food such as shelves life, allergens or fishing methods.

Each product is unique in our catalogue which simplifies the data matching process and standardize the industry.

We also relies on best in class practice of other industries such as GTINs that we are able to incorporate on every product to provide an even better traceability to the end consumer.



# With sustainability and transparency at its core




# Who are we?

## Let's build the future of the fresh food industry together!

Procsea is a major player in the digitalization of fresh food products thanks to its marketplace technology and its software made available to players in the sector. Since 2021, Procsea has been providing Retailers and Wholesalers with solutions to buy and sell in a simpler, more intuitive and more efficient way.

### Created in 2016

30 employees (20 developers)  
Technical and Food expertise  
10M€ raised with international VCs

### Successful digitalization

**500+**

Suppliers  
have already  
used Procsea

**1,500+**

Buyers have  
already ordered  
on Procsea

**300,000+**

Transactions  
have been  
digized by Procsea

**3M+**

Products  
exchanged  
on Procsea

### Well known clients



### Suppliers from everywhere



### Key Partners



### Awards 🏆

- Winner of the BPI Innov contest for the most innovative solution for agribusinesses
- Graduated from the SAP.io Agri cohort program 2021
- Chosen by SAP for their Rising Star program 2021



Let's build together  
the future of the fresh food industry

[www.procsea.com](http://www.procsea.com)

Renaud Enjalbert  
renaud@procsea.com