

Trust as a core value for marketplaces at all times



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Hard times test and develop values

2008 Financial crisis

The **money** is core **value**
when you are a startup

2013

Ordinary classified platform

2013

**Compete with global horizontal
classifieds company**

2014 crisis

Ukrainian people choose European values





2014 War with ruZZia





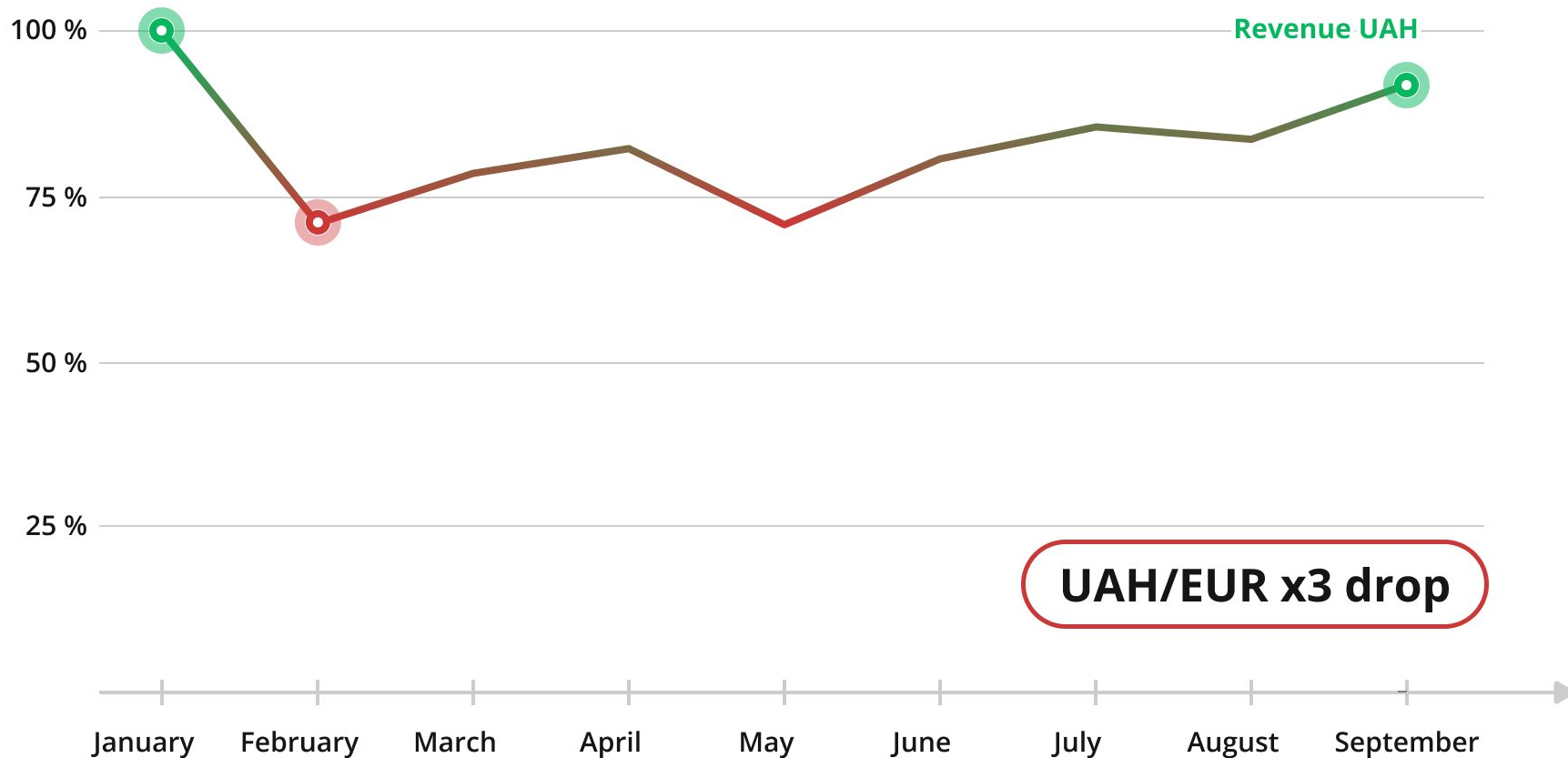
Trust between people





EMOTIONAL TRUST ► THROUGH INVOLVEMENT

Revenue 2014



- ▶ **Lack of money to grow**
- ▶ **Low quality of ads**
- ▶ **Lack of trust to the online platforms**
- ▶ **Strong competitor**

DEVELOPED TRUST ► THROUGH RESPONSIBILITY

EMOTIONAL TRUST ► THROUGH INVOLVEMENT

RESPONSIBILITY to built

TRUSTWORTHY platform, trust between
people

Trust is a core value

since 2014

**Better ads moderation
&
Change communication**

But nothing happens

“Why we should trust you?”

“How do you verify information?”



Verification

reason to believe in Trust

Blue ocean

**We are about
verified cars & real-estate
~~not about ads~~**

From **moderation** to **verification**
based on VIN-code

VIN-code as unique identifier

Attracting the Innovator's audience

▶ Share of ads with VIN code

2,1 % 3,5 % 4,2 %

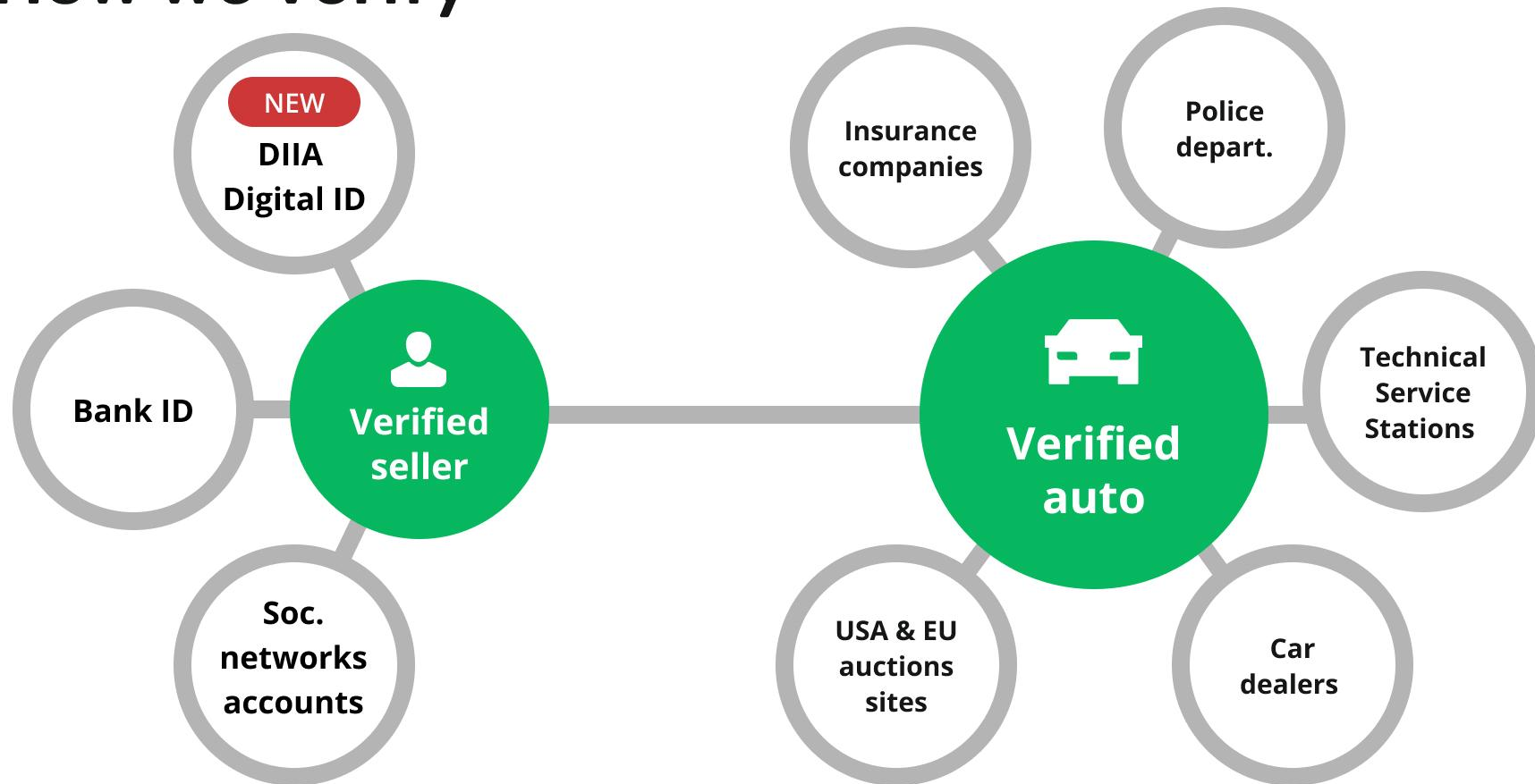
2016

2017

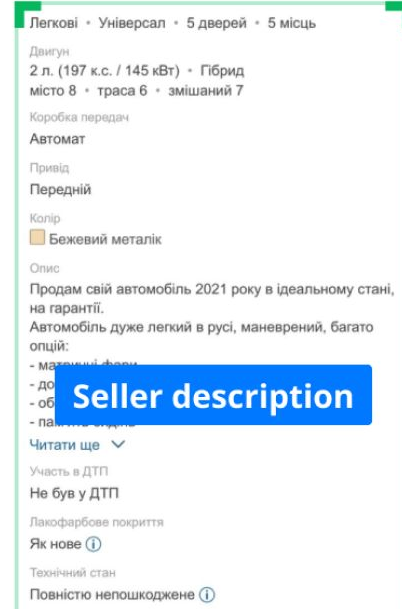
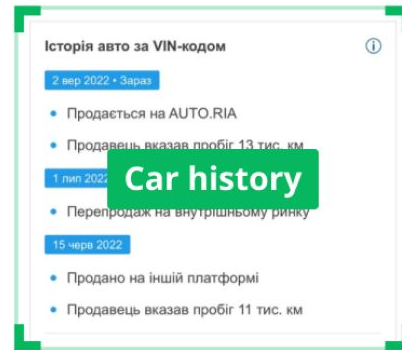
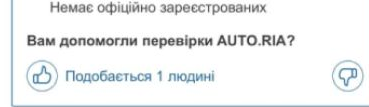
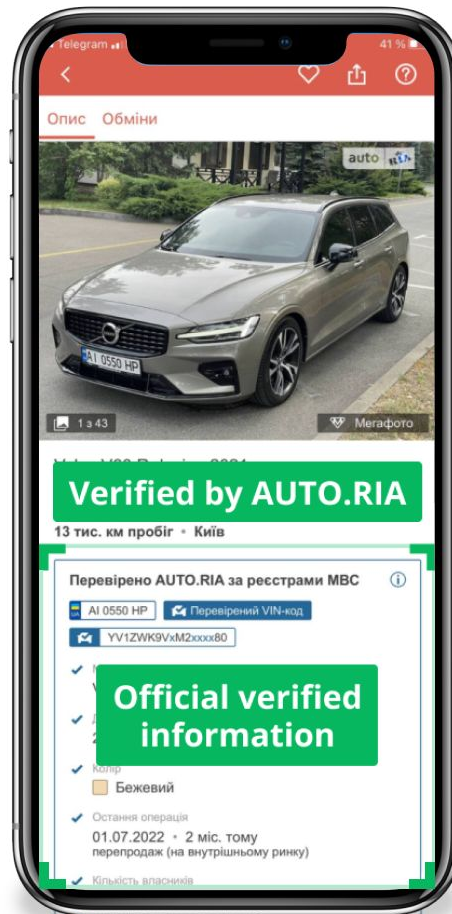
2018

2019

How we verify



Trust through responsibility

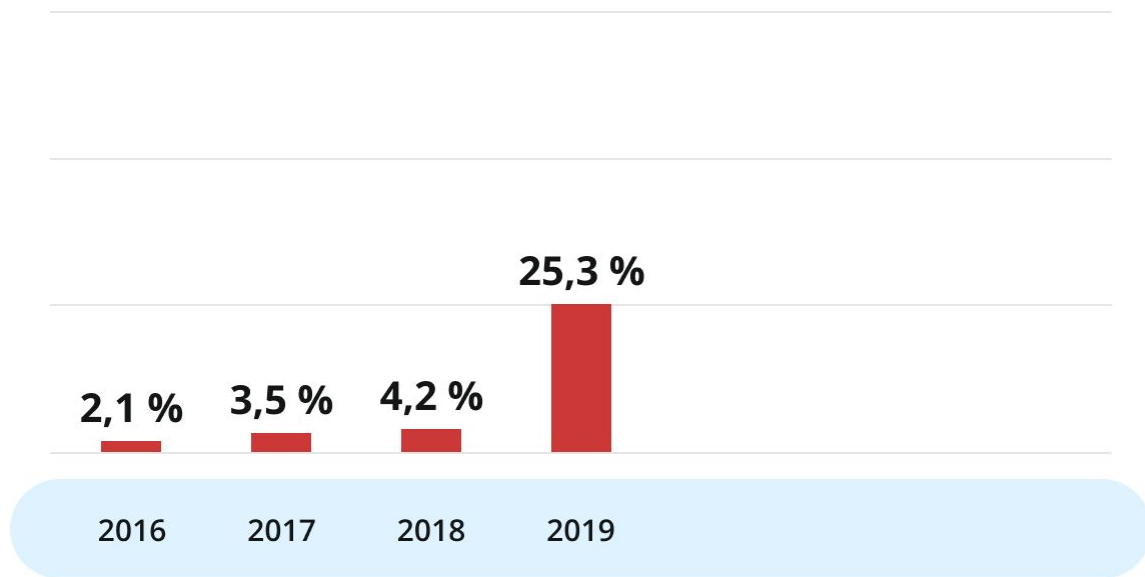


Fair principles of monetization

- ▶ 1 unique auto for 1 seller free
- ▶ Without VIN-code paid
- ▶ 1+ auto for 1 seller paid
- ▶ Resale in 6 month paid

Attracting the Early adaptor's audience

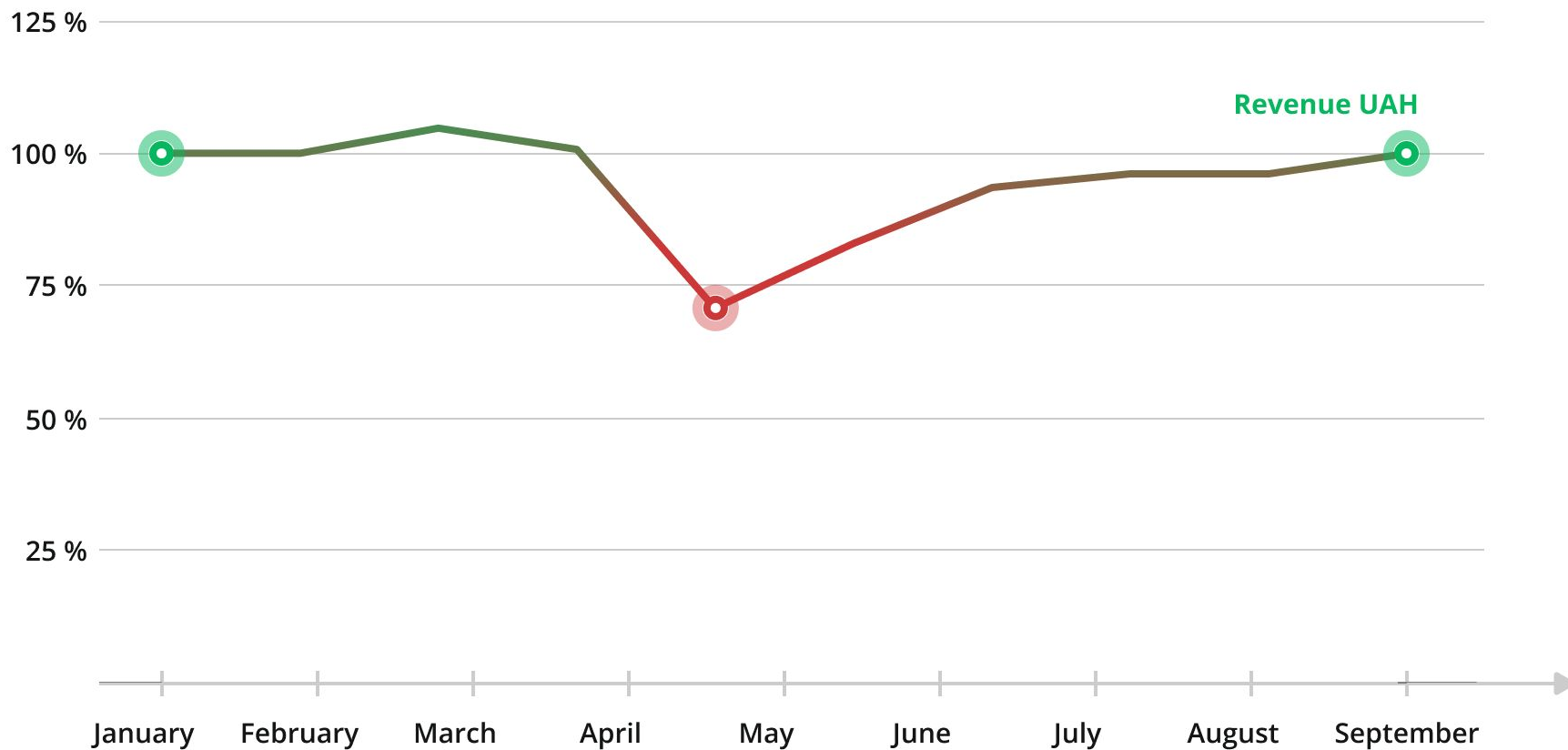
▶ Share of verified ads



2020 COVID



Revenue 2020



**Continue to develop trust
in a new reality**

Remote teams

Frustration in trust
Crisis of trust to organisations

AUTO.RIA verified by people

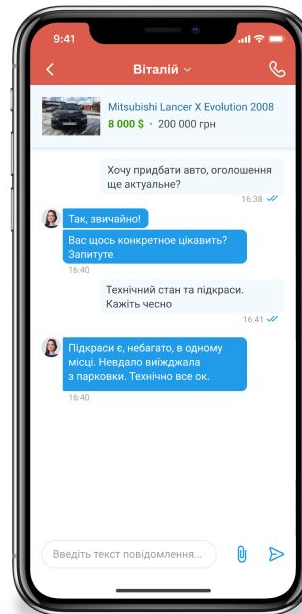
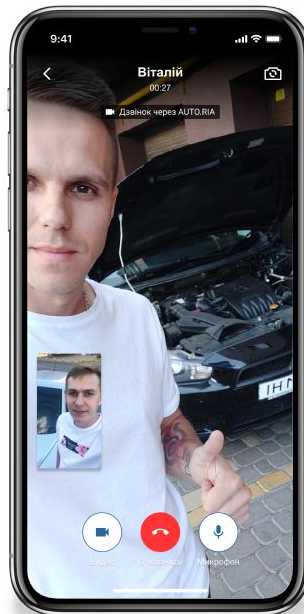
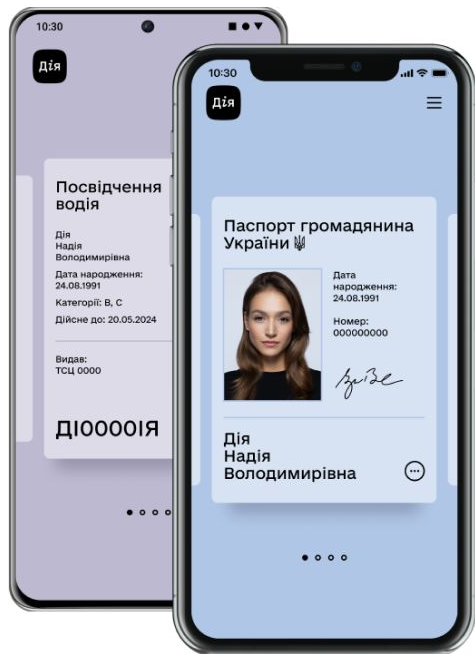
some damages,
but mostly - cool



Cars, verified by people



Digitalization of selling processes



► DIIA Digital passport

► Video calls & Chat

► Video-messages

Seller

Add photo →



Car number

VIN-code

Verified description

Add price →

Price

Mileage

Add description →

Descriptions & Options

Car history

Algorithms

← Recognise photo

← Verification

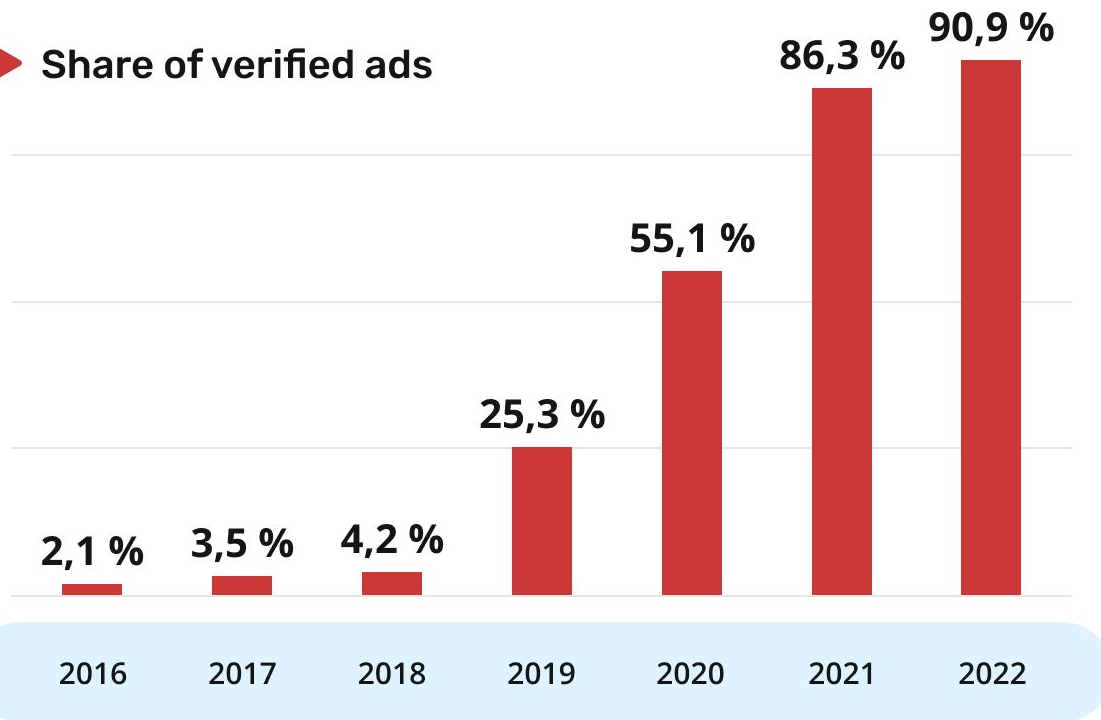
← Price recommendations

← Options
recommendations

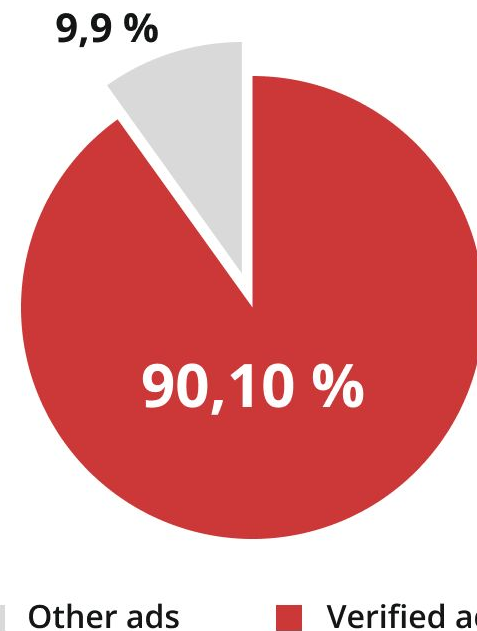
← Verification

VIN-code and verifications as a online standart

► Share of verified ads



► Share of calls to verified ads



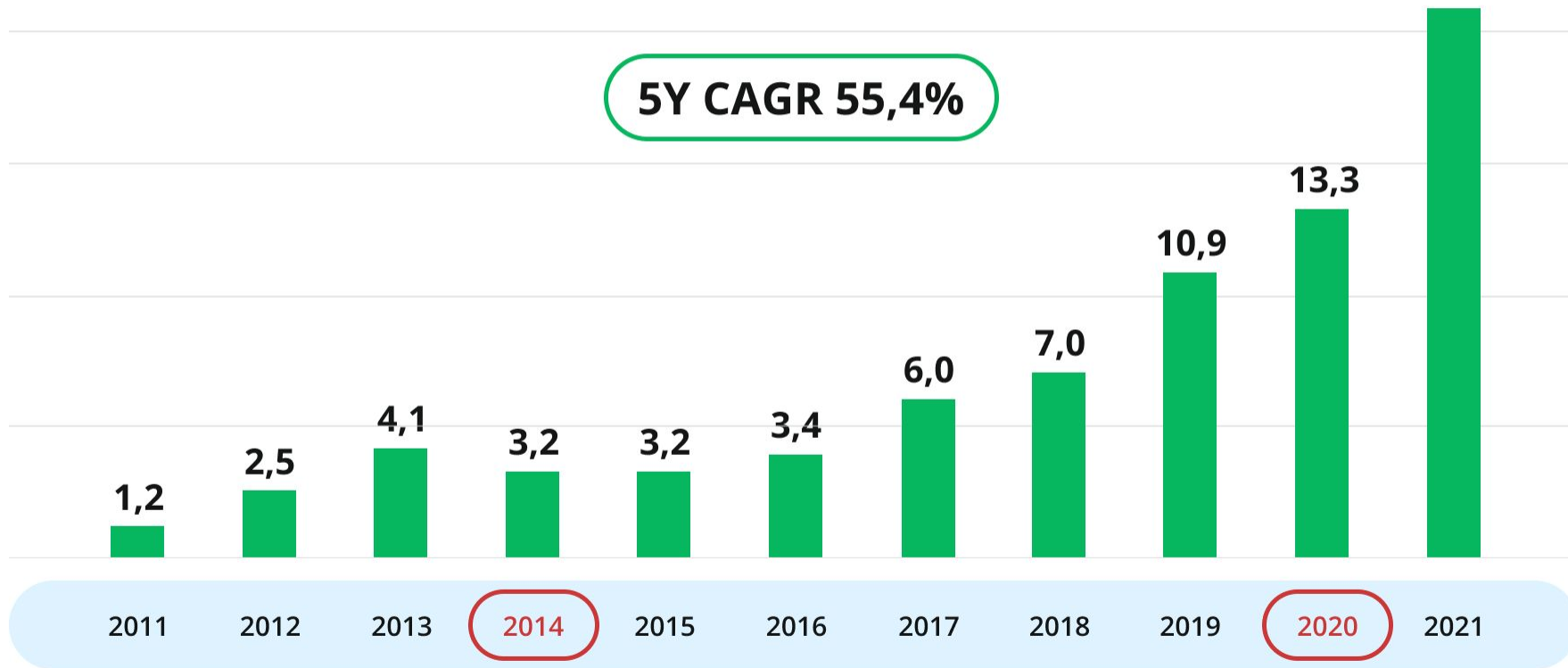
Development =

stress + **reflection**

**We are becoming
a bit of experts in crises**

Revenue

Millions EUR



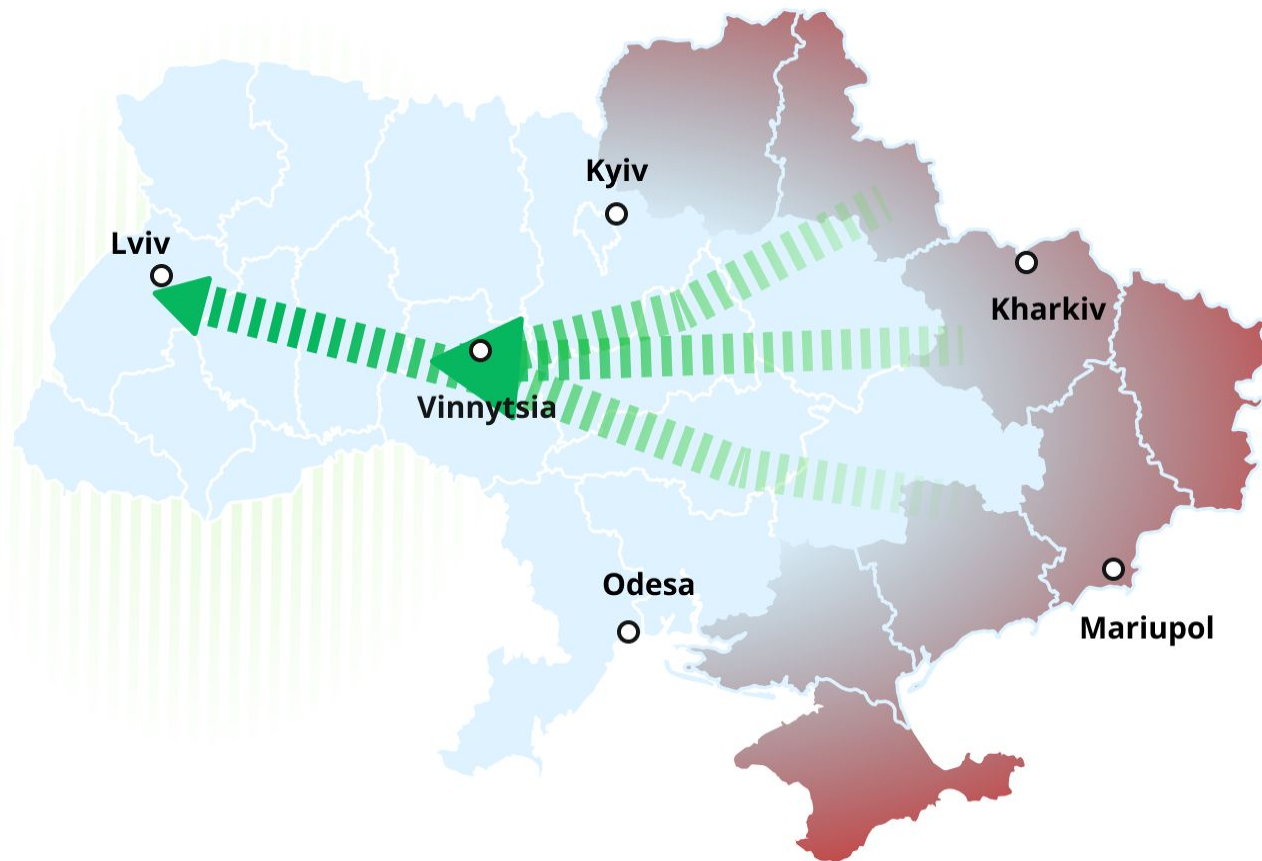
Russian invasion

24.02



First weeks

- ▶ Save the team
- ▶ Serve people
- ▶ Support Ukraine









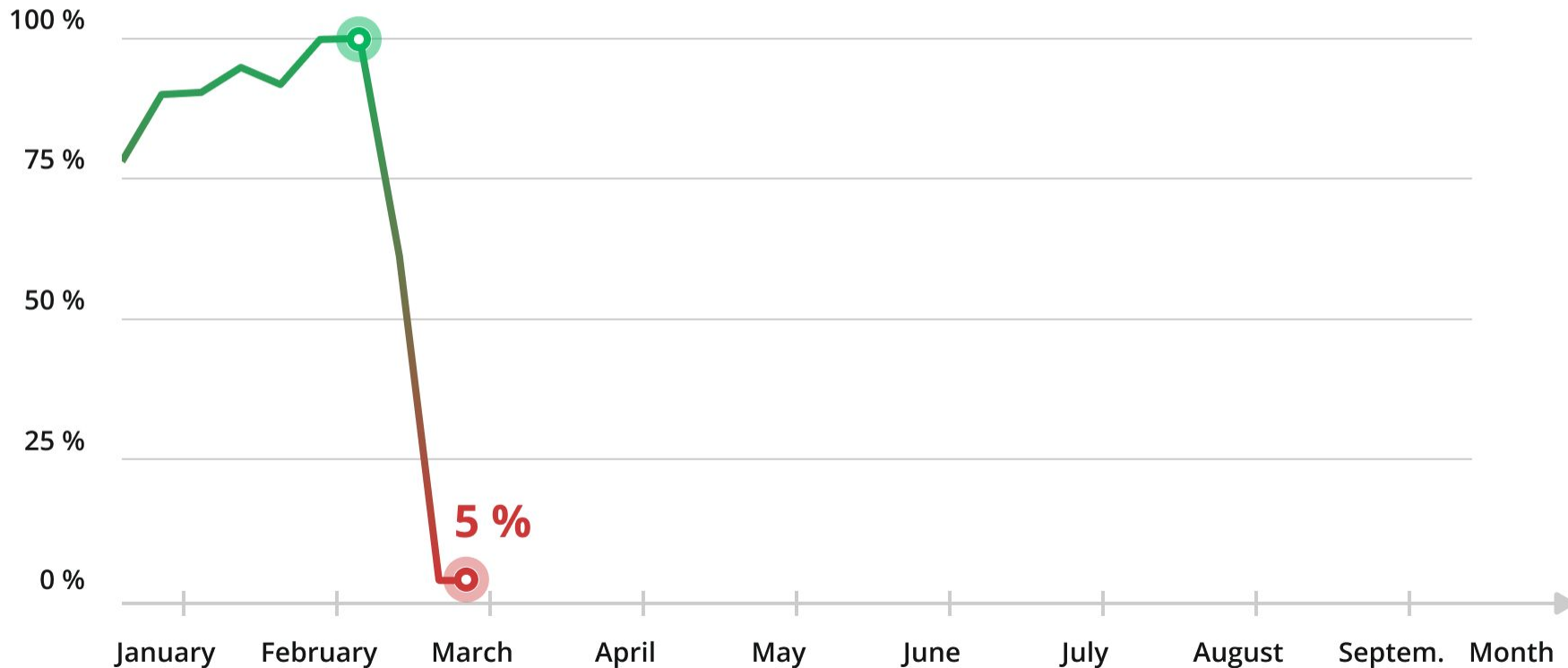


The fastest donation campaign

Satellite for 15M EURO

prytulafoundation.org

Revenue in 2022



Changeability

- ▶ Salary cuts solution

Communication

- ▶ The increase of the communication frequency

Business communication

▶ We **exist** and **continue** to work

Business communication

Continue
to work

=

Continue
to verify

Communication campaign

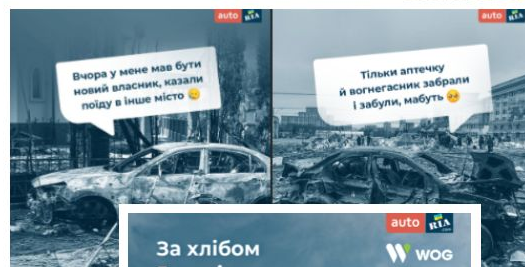
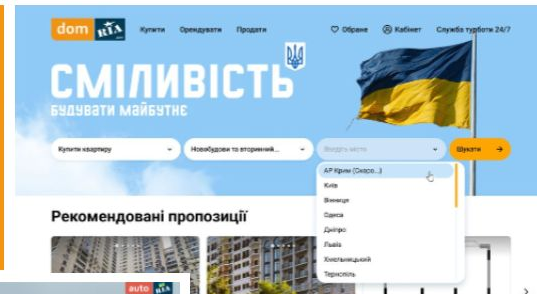
**We've verified 107 000 cars
by VIN in Kyiv 🚗
since February 24 💙💛**

**We keep
verifying**

auto



We became media



Changeability

- ▶ Situational product development for changed demand

Homes for refugees



Fuel crisis



Government initiatives for IT industry

▶ **IT Army**

230K cyber specialists



ItArmy of Ukraine

Government initiatives for IT industry

▶ **IT Generation**

Free IT education



Government initiatives for IT industry

▶ **Army of drones**

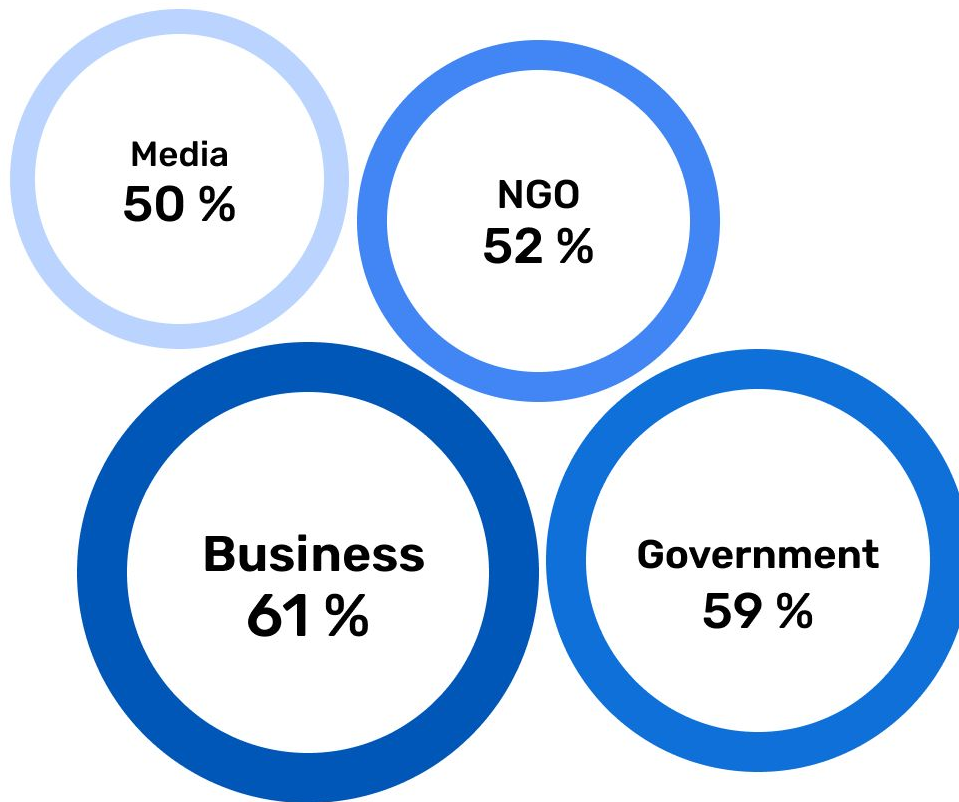
To cover the entire front line with drones



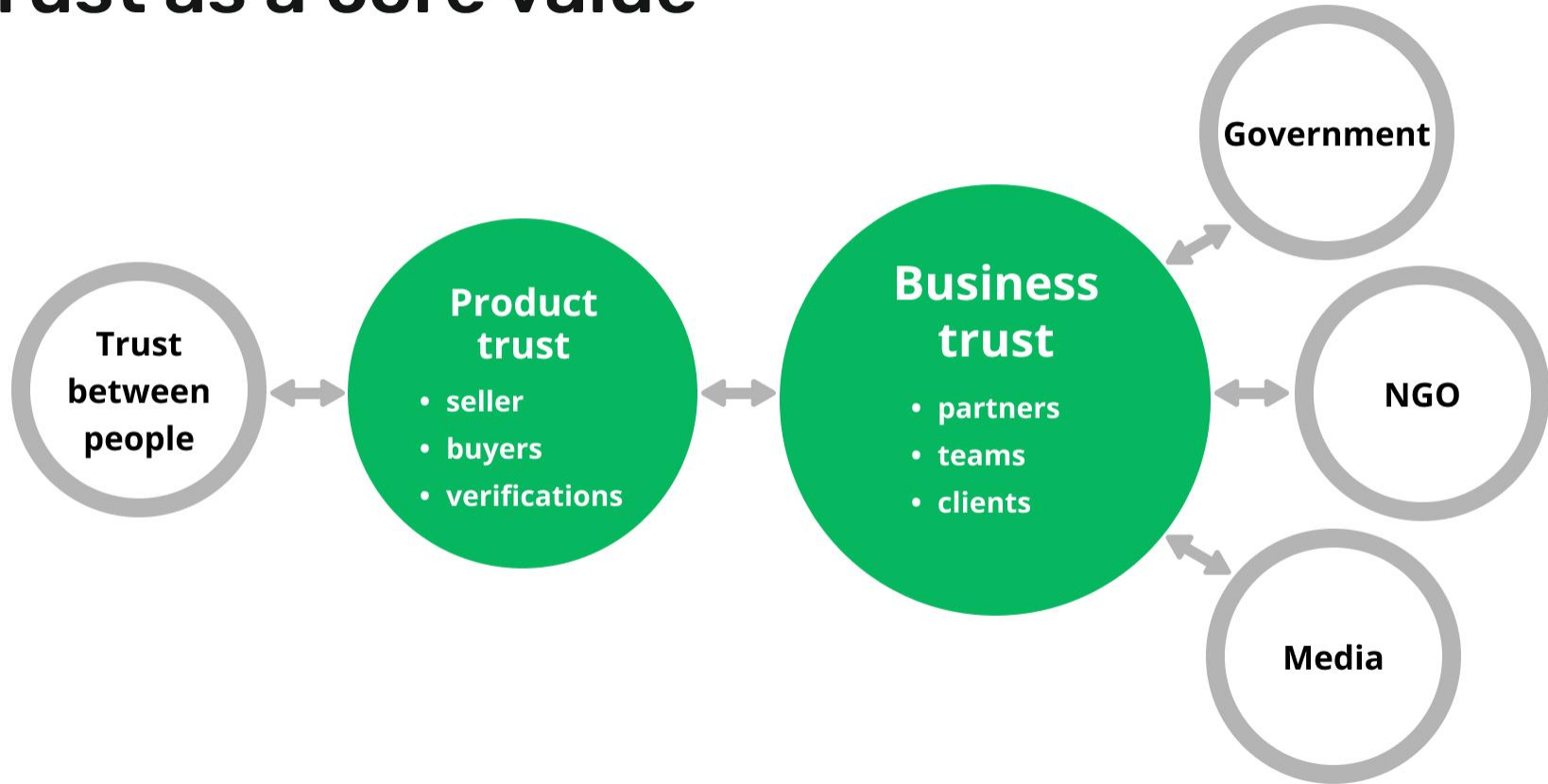
ARMY OF DRONES

Edelman Trust Barometer

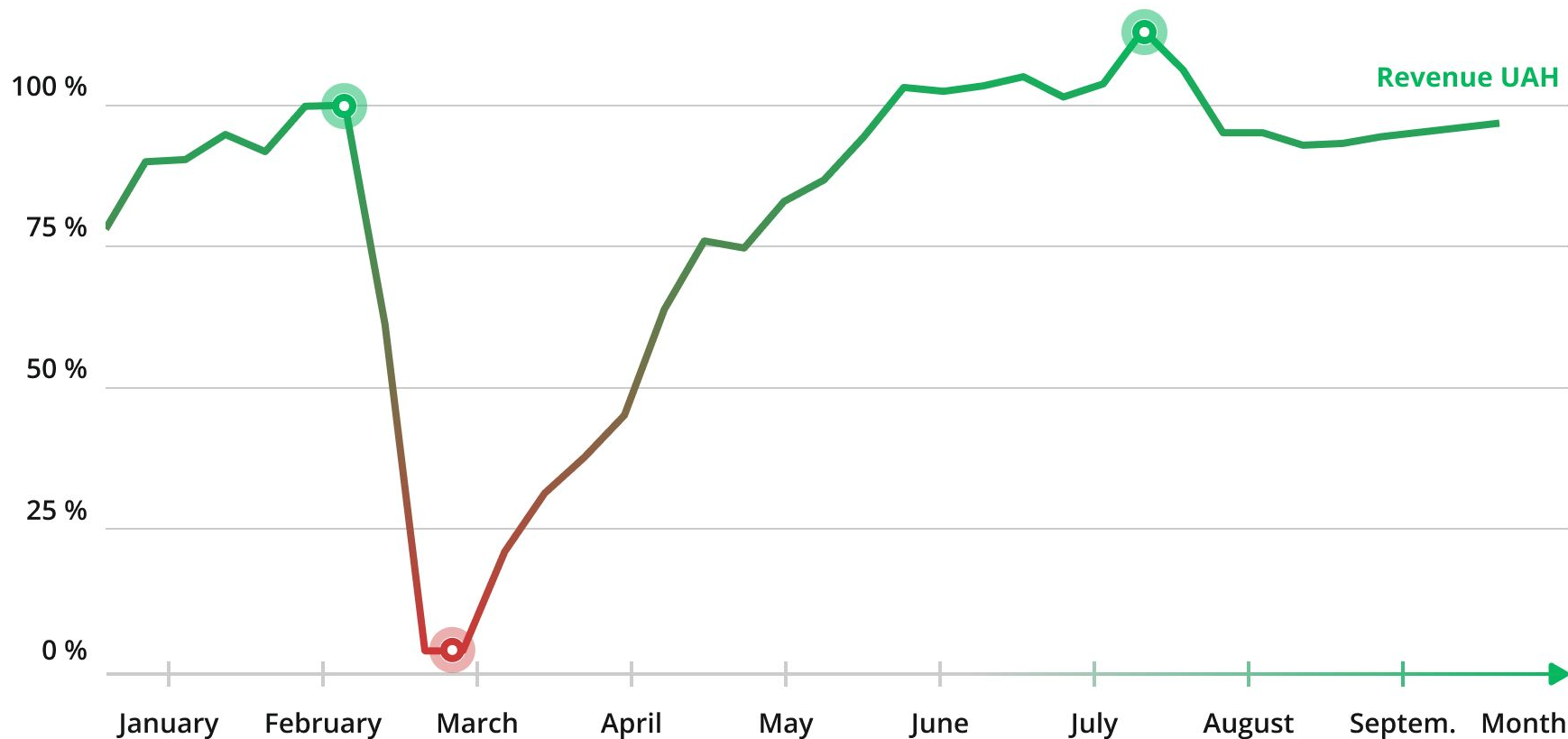
Level of trust 2022



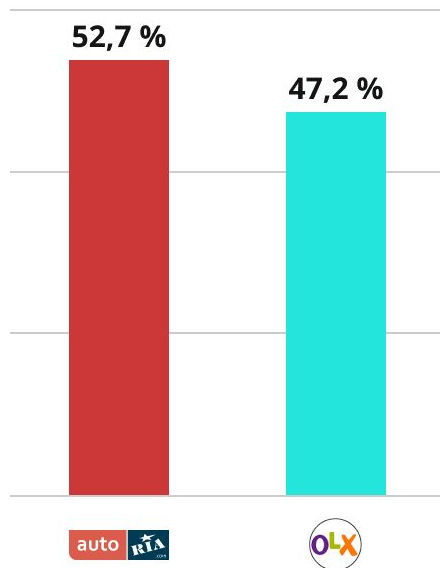
Trust as a core value



Recovery path 2022

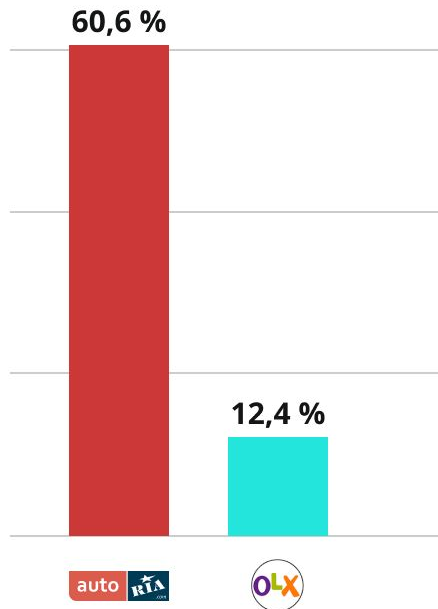


Competitive landscape



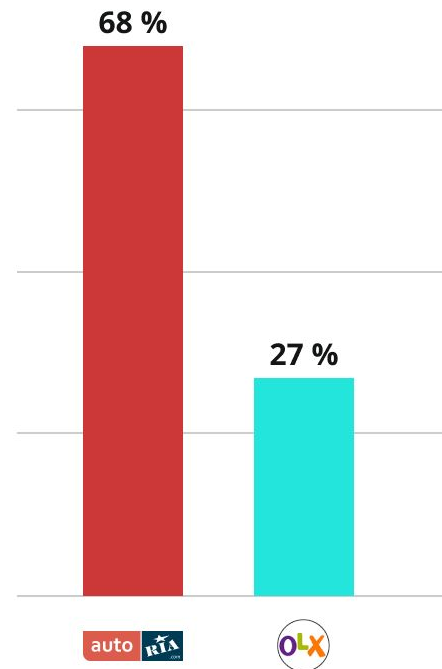
Brand Awareness

Feb 2022, TNS



Verified cars awareness

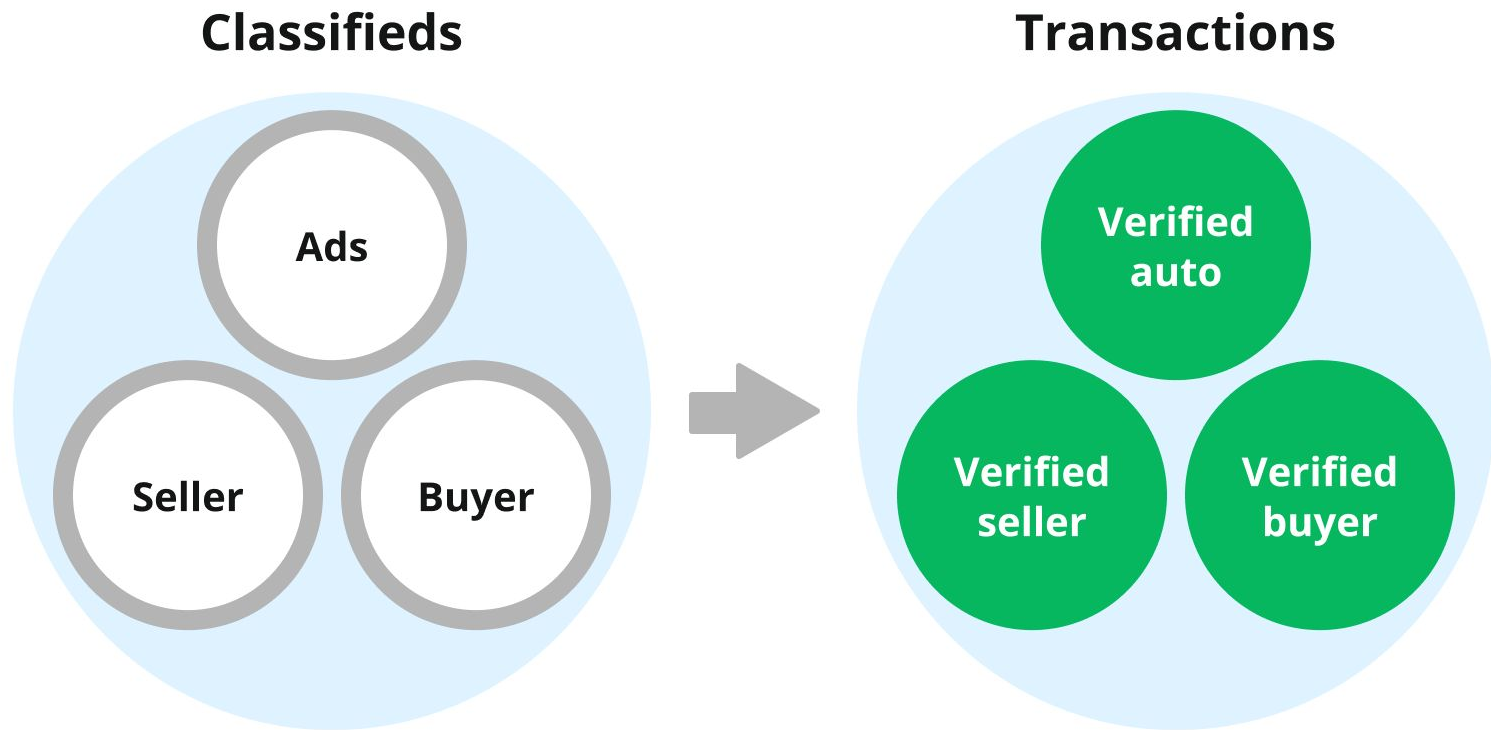
Feb 2022, TNS



Share of leads

June 2022, Internal research

From classified model to transactional



- ▶ Looking for **investors** and **advisors** to prepare company for **next big transformation** into **transactional model**

- ▶ Opportunities & experience exchange for building better products

UNITED24

The initiative of the President of Ukraine

United24 donations for

Defence and demining

Medical aid

Rebuild Ukraine

u24.gov.ua



- ▶ Ukrainian language is not russian.
Localization for ukrainians



Glory to Ukraine 🇺🇦

Thanks for your attention



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