

SHINSALE.RU

***focuses on Recommerce
& E-commerce***

investment thesis

We provide end-to-end resale service for resellers. At the moment, reseller companies belong to us and are focused on tires. We are developing towards other categories and partnerships with resellers.

***Unlocking
massive
supply***

We have created and are constantly developing our operating system, which is focused on single-SKUs. System includes data-based pricing automation, logistics module, website architecture, warehouses with certification centers.

***Advanced
Operating
platform***

INVEST!

***Growing
recommerce and
e-commerce
markets***

We are in the early stages of capitalizing on a large market opportunity in secondhand goods.

TAM,SAM,SOM (Russia & tires+wheels)

TAM: 140,6 bln ₺

SAM: 13,2 bln ₺

SOM: 7,6 bln ₺

explained

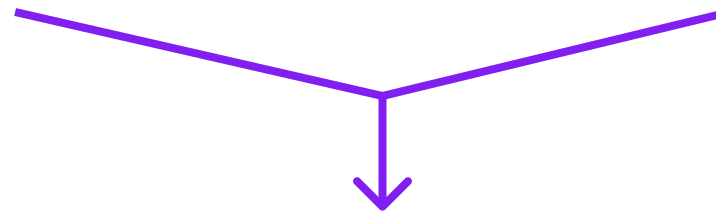
TAM, SAM, SOM (Russia & tires+wheels)

Facts:

1. Used cars sold in 2021 (Russia): 6 mln.
2. Avg bill: 25 000 ₺
3. 60% of cars have second set of tires or tires+wheels
4. 70% of our stock is the tires/wheels left by customers after the sale of the car (customer development)

Assumptions:

1. Million+ cities share in Russia economy: 35%
2. Moscow share in Russia economy: 20%
3. Share of customers who are ready to use Resale as a Service: 25%
4. Volume of imported used tires and wheels: 12 bln. rub.



$$\text{TAM} = \text{TAM (inner)} + \text{TAM (out)} = 6 \cdot 10^6 \cdot 25 \cdot 10^3 \cdot 0,6 / 0,7 + 12 \cdot 10^9 = 140,6 \text{ bln. ₺}$$

$$\text{SAM} = \text{TAM (inner)} \cdot 0,35 \cdot 0,2 + \text{TAM (out)} \cdot 0,35 = 9 + 4,2 = 13,2 \text{ bln. ₺}$$

$$\text{SOM} = \text{TAM (inner)} \cdot 0,2 \cdot 0,2 + \text{TAM (out)} \cdot 0,2 = 5,2 + 2,4 = 7,6 \text{ bln. ₺}$$