

CRISP, THE DUTCH APP-ONLY SUPERMARKET, RAISES OVERSUBSCRIBED €5.0MN SERIES A ROUND

THE NUMBER OF ACTIVE CUSTOMERS HAS GROWN FIVEFOLD IN THE FIRST FIVE MONTHS OF THE YEAR AND THE SMALL-SCALE SUPPLIERS IN ITS OFFERING HAVE DOUBLED TO 360

Amsterdam, June 18, 2019

Are the Dutch truly interested in better high quality fresh groceries from small-scale suppliers? The short answer is yes. Crisp's founders have seen this answer confirmed in all respects since launch in 2018.

The number of small-scale suppliers and growers that are excited to supply Crisp has doubled to 360 since Crisp went live. Furthermore, the number of active users of the supermarket-app has increased fivefold since the peak of last Christmas.

New investment of 5 million euro

Crisp closed a new round of investments that, once again, was oversubscribed. In addition to new investors, all initial investors participated in this five million euro round. The three founders of Crisp deliberately choose to collaborate with Dutch investors who share the vision that Crisp, with its wide range of fresh products, has a viable long-term business model. In addition to Robert van der Wallen with his investment vehicle 'Opportunity Partners' (former founder of BrandLoyalty and investor in Crisp since the start), new investor Alexander Ribbink (founder Keen Venture Partners and former TomTom) now also joins the Crisp Supervisory Board.

Technology allows for fresh daily delivery

Crisp does not see technology as a means to take people out of the equation or to facilitate infinite growth. Crisp uses its proprietary technology to provide mass access to small-scale local food suppliers. Crisp personalizes service in their contact with customers - when you contact Crisp via WhatsApp, you will always speak with a real-life employee. Also in fulfillment, it requires a human touch to package ripe strawberries and to deliver them in excellent condition.

Co-Founder and CEO Tom Peeters: "Our self-developed supply chain technology makes it possible for the customer to order fresh fish in the evening, for us to pick up the fish from our supplier that same night, and to deliver it to the customer the next day. This provides more and more Dutch families with easy access to their fresh groceries. The average basket, containing over 35 products, shows that people do not just order delicacies through Crisp, but affordable daily groceries as well - such as milk, bread and cheese. High quality daily groceries, from small-scale manufacturers and growers."

Download the Crisp app via: www.crisp.nl

Note for editors:

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Crisp is the Dutch online supermarket for fresh products. The service is app-only, delivers nationwide, and if ordered before 10.00PM, is delivered the next day in a 1-hour timeslot. Crisp offers a selection that contains products from more than 360 farmers, growers, and manufacturers. Tom Peeters, Michiel Roodenburg and Eric Klaassen launched Crisp in November 2018, backed by the largest seed-funding in the Benelux since 2015. It is Crisp's mission to make better quality food accessible to more people. Crisp's head office is located in Amsterdam.