



April 17, 2025

Dear Supplier,

Kimelo requests that you publish your data via 1WorldSync to our company.

For reference, please see below relevant information about our company.

1. Kimelo is the premier eCommerce platform for independent Foodservice Distributors. We provide mission critical eCommerce tools to help distributors grow and optimize their businesses. The foundation of our software suite is our mobile and web based ordering app and back end catalog management tools. The biggest benefit our tools provide to distributors is moving their customer ordering from analog processes (phone, text, email) to digital ordering (mobile & web App). Our distributors see basket size growth of 20% by simply providing a digital shopping experience for their customers. Operators can now see the distributor's full catalog, pricing, and promotions - all presented in a beautiful app complete with pictures, product descriptions, and important features and benefits. Our app also displays key information such as nutritionals and allergens.
2. With dozens of distributors and over \$300MM in GMV on our platform, we are building a data infrastructure to seamlessly collect product data from manufacturers to display on our app. Enhancing the shopping experience for operators helps grow sales for distributors and therefore manufacturers supplying those distributors.
3. Opportunity to grow sales of their items by publishing product content directly to the operator at the time of purchase.

If you have any questions, please do not hesitate to reach out.

Best regards,

Chris Elliott  
Co-founder, Head of Business Development and Partnerships  
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