



Donatos II DoorDash

New Opportunities

March 2022

CONFIDENTIAL



 **DOORDASH**
DRIVE



Small Order Fulfillment (SOF)

DoorDash Drive is DoorDash's white-label fulfillment product, where our dashers will fulfill delivery orders placed through Donatos' native website and app

Current Drive Terms

Base Flat Fee	\$7.00
Delivery Radius	4 Miles



New Drive Offer

Radius	Price
0-5 mi	\$6.75
5-6 mi	\$7.75
6-7 mi	\$8.75
7-8 mi	\$9.75
8-9 mi	\$10.75
9-10 mi	\$11.75



Small Order Fulfillment (SOF) - Volume Discounts

When Donatos reaches a certain threshold of **Orders per Store per Week (OSW)** across its entire system, DoorDash will reduce the Drive base fee by \$0.25

OSW	Discount	New Base Fee
75x - 199x	\$0.25	\$6.50
200x - 374x	\$0.25	\$6.25
375x +	\$0.25	\$6.00



Large Order Fulfillment (LOF)

DoorDash Drive is able to handle large size orders that we know are your most important. Whether it's a high dollar value and or big catering order, we assign our most experienced and highest rated dashers to make the delivery. If requested in advance, we are also able to provide a set up of items at the venue.

Standard Pricing

Commission	12.5% of Ticket Size
Minimum Fee	\$22.50
Maximum Fee	\$50.00
Mileage	Up to 10 Miles

Discounted Pricing

Commission	12.5% of Ticket Size
Minimum Fee	\$20.00
Maximum Fee	\$50.00
Mileage	Up to 10 Miles

To access discount, Donatos must close deal by the end of Q1 and roll out LOF to at least 75% of stores currently using Drive by June 30, 2022.

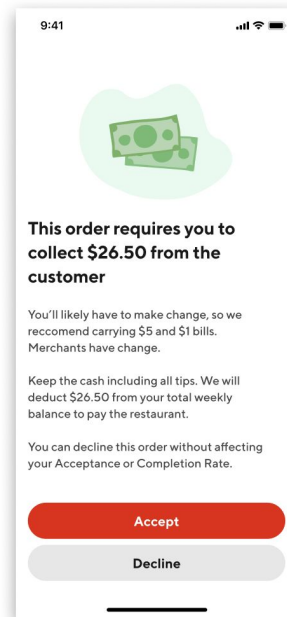
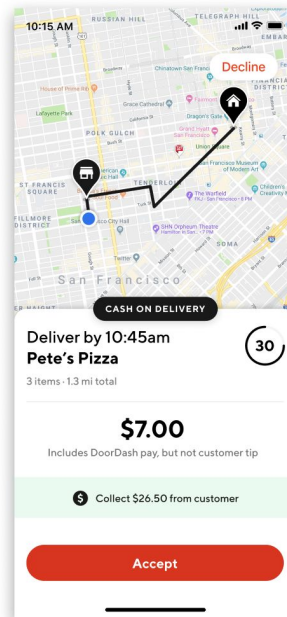


Cash On Delivery

A product offering that allows DoorDash dashers the ability to fulfill cash orders on behalf of restaurants. In addition to fulfillment, restaurants are given tools to help with reconciliation of cash and non-cash orders.



- **Meet the Customer Where They Are:** We have heard that up to 10% of delivery orders are paid for in cash, in order to make sure we can meet your fleet's ability DoorDash Drive can now accept cash orders
- **Optimized Staffing:** Provides Merchant the option to be more flexible with staffing, with DoorDash now being an option to fulfill cash orders
- **Reconciliation:** We have tested Merchant payment reconciliation with Merchants of various sizes, order ingestion types and have confirmed this works as expected
- **Dasher Experience:** As seen on the right, the Dasher experience has been designed to make it clear and easy to use for Dashers to accept and deliver cash orders
- **Scaling:** We are able to support cash across the US, where DD coverage is present, and are ready to scale with Donato's
- **Ongoing Product Investment:** We will continue to invest to optimize this product over the next several quarters to ensure that we can realize its true potential to help you grow your business





Support as a Service (SaaS)

\$0.30

Per delivery

Additional Benefits:

- 1-month free trial
- On average restaurants active on SaaS see a ~\$0.15 increase in DD-funded refunds

Benefit	SaaS Results	SaaS	BPO	In-house
Optimized support and refund policies	73% CSAT	✓	?	?
Staffing flexibility to meet SLA's during peak and promo periods	20 sec avg answer speed	✓	?	x
High first-contact resolution (FCR)	98% FCR*	✓	x	x
Fast resolutions	<5 min handle time	✓	x	x



Marketplace Rates



Commission Reduction Opportunity

*In signing a new marketplace agreement, Donatos will be compliant and able to roll out **Dashpass** and **Pickup** to its franchisee partners*

	OSW (orders per store per week)	Classic Marketplace	DashPass	Pickup
<i>Current State</i>	70x	25%	25%	15%
<i>Future State</i>	85x	24%	25%	10%
	100x	23%	25%	10%
	115x	22%	25%	10%

OSW's targets are measured as an average across the entire Donatos system. In order to be eligible for rate reductions, Donatos will be required to reach and maintain such OSW targets for a calendar quarter.



Marketing Commitment

\$340K
Per Year (84K/Quarter)

With an annual marketing commitment, Donatos will see a strong ROI through increased sales, order volume growth, OSW target attainment, and in turn receive rate reductions on *Classic*.

