

Buy together.

A franchise opportunity · exclusive country rights

THE OPPORTUNITY

In many markets, consumers overpay for larger goods

Too many middlemen

Manufacturer, wholesaler, importer and retailer each add their margin before the product reaches the buyer.

Inventory risk

Retailers buy stock up front and price the risk of unsold goods into every item.

Small volumes

Small shipments to smaller or remote markets are expensive per unit and keep choice narrow.

THE MODEL

Pre-sold container commerce: demand first, purchase second

Customers sign up for a specific product before it is ordered. When enough buyers have joined, a full container is ordered directly from the manufacturer and shipped to the market.

Buyers pay a price that reflects the real purchase and freight cost, with no warehouse and no traditional chain of middlemen.



Nothing is bought until it is sold.

No stock on your balance sheet, no clearance sales of unsold goods, and customer money held safely until the product is in their hands.

HOW A CAMPAIGN WORKS

From product idea to delivery in five steps

1	**Pick a product**	Products with high local retail prices are identified and the price gap documented.
2	**Open the campaign**	Price, minimum order count and deadline are published. Progress shows live.
3	**Buyers pay**	Payment is held by the card company until the product is delivered.
4	**Target reached**	A full container is ordered from the manufacturer and shipped.
5	**Delivery**	Buyers collect or get home delivery when the container lands.

If the target is not reached by the deadline, the campaign closes and every buyer is refunded in full automatically.

HOW THE SYSTEM IS ORGANISED

We run the system. You own your market.

ORDER2GETHER HQ

Brand, platform and sourcing

- Owns the brands, system and software
- Negotiates with manufacturers
- Approves products for the network
- Runs checkout, portal and AI marketing

YOU, THE FRANCHISEE

Local market and customers

- Exclusive rights to your country
- Choose products, set prices and campaigns
- Local brand, customers and partners
- Customs, local delivery and service

WHAT YOU GET

A complete business, ready to launch

Exclusive territory
Sole rights to the system in your country.

Local brand
Proven identity with a name in your language.

Sales website
Campaign site with progress and countdown.

Checkout
Shared Shopify engine with automatic refunds.

Approved products
Access to every product cleared by HQ.

AI marketing
Automated social-media campaigns.

Partner portal
Pipeline, documents and updates in one place.

Operations manual
Playbook, campaign toolkit and cost calculator.

YOUR LOCAL BRAND

One recognisable identity, a name in your language



The network brand, for manufacturers and partners



Example: MAGNINNKAUP, the consumer brand in Iceland

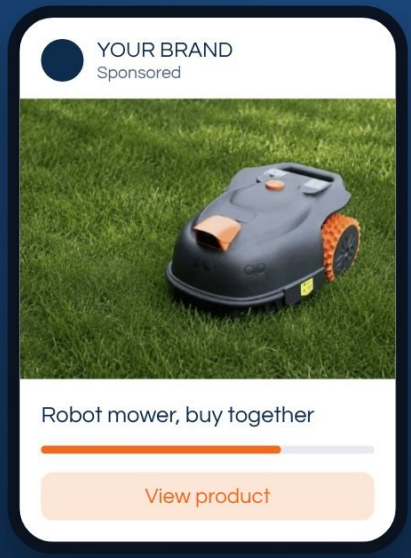
The container mark and navy/orange colours stay the same in every country. Only the name changes:

NORWAY	DENMARK	SWEDEN
GRUPPEKJØP	**GRUPPEKØB**	**GRUPPKÖP**

MARKETING · AI

An advertising engine that never sleeps

1. **AI creates the ads**
   Images, video and copy for every campaign, in each market's language.
2. **Published automatically on social media**
   Many versions run at once; the best performers get more reach.
3. **One tap, straight to the order**
   The ad links directly to checkout in Shopify, with no steps in between.
4. **Progress becomes the next ad**
   Every order updates the status. "Only 38 to go" creates urgency.



> The same engine promotes the broker programme and recruits new brokers.

NEW · SELLING THROUGH PEOPLE

Two features comparable sites don't offer



Broker programme

Partners get their own discount code, e.g. SIGGI5, to share.

The buyer gets an extra discount and the sale is credited to the broker automatically.

Brokers earn a share of the margin, not of the price.

Invite friends, get an extra discount

After buying, each customer gets a personal code.

When a friend joins the same campaign, both get an extra discount.

Customers become your sales force.

Everything you need to run your market, in one place

Team access
Access by role and market.

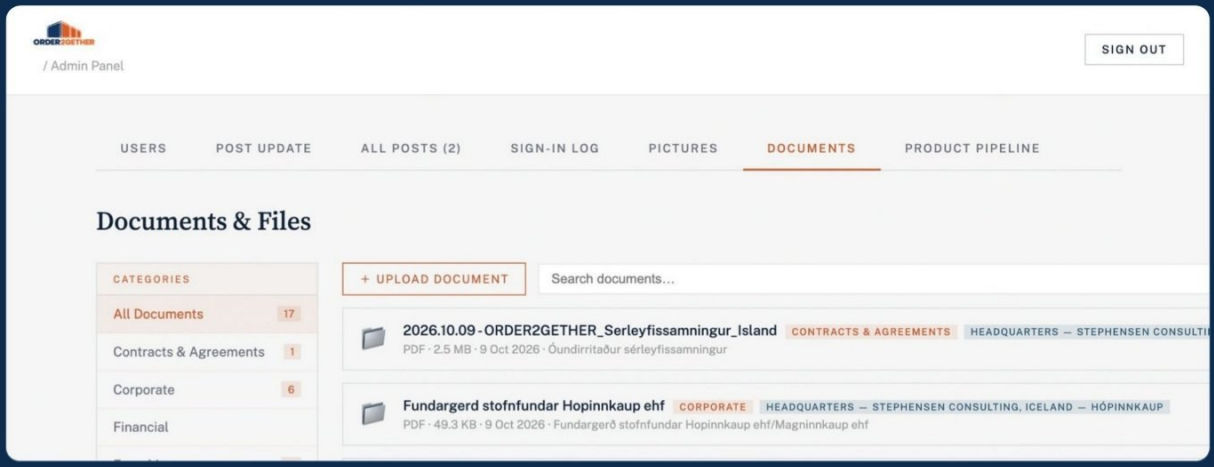
Network news
Updates from HQ to every market.

Document library
Agreements, manuals, logos.

Image library
Product and marketing images.

Product pipeline
From idea to delivery.

Forms and tools
Campaign and cost templates.



The document library: agreements, company documents and trademark filings, organised by market.

THE PRODUCT PIPELINE

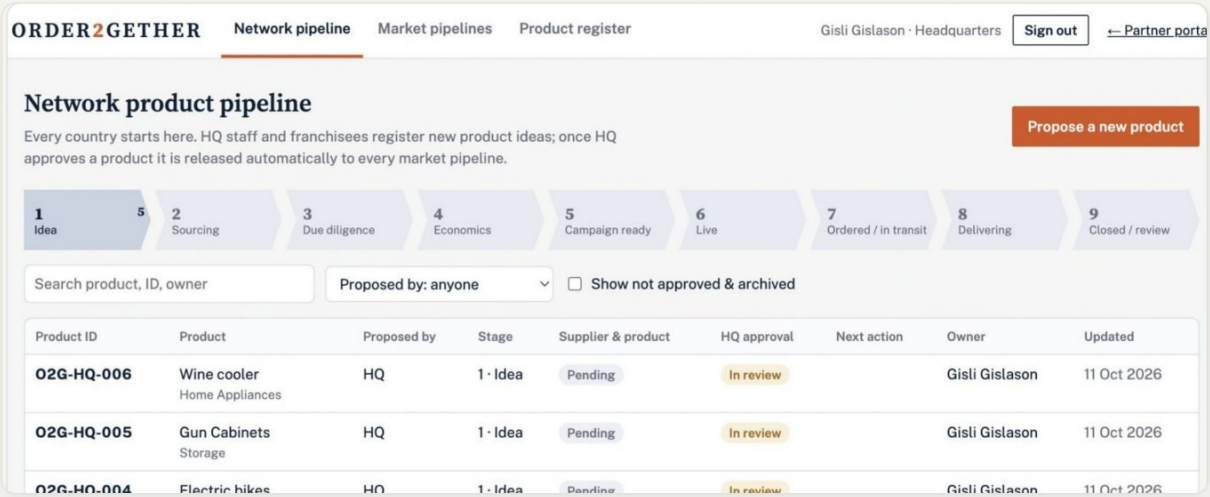
One approved product serves every market

Propose
HQ and franchisees add product ideas to the shared pipeline.

Approve
HQ checks supplier, product and economics.

Release
The product appears in every market's pipeline.

Decide
Each market sets its own price and campaign, or passes.



More markets mean bigger containers and better terms for everyone.



PRIVATE LABEL

LAUPA: products only our network sells

A product line made for ORDER2GETHER, from robot mowers and e-bikes to home appliances, available to every franchisee.

- Higher margins than third-party brands
- Exclusive: no direct price comparison
- Trademark filed in Iceland; EU and China next

THE FIRST MARKET

Iceland: the first franchise is signed and live



First franchise agreement

Signed with Magninnkaup ehf. in October 2026.

Sales site in three languages

Icelandic, English and Polish, at magninnkaup.is.

Platform running

Campaigns, checkout, portal and pipeline in daily use.

First campaigns

In preparation with manufacturers.

WHO WE ARE LOOKING FOR

The ideal franchise partner



Rooted in the market

Knows local consumers, retail prices and regulations.



Commercial drive

Experience in sales, e-commerce or retail.



Logistics network

Access to customs, warehousing and delivery partners.



Local network

Contacts to build a broker community.

OPEN MARKETS

One exclusive partner per country

Country	Local brand	Status
Iceland	**MAGNINNKAUP**	Taken
Norway	**GRUPPEKJØP**	Open
Denmark	**GRUPPEKØB**	Open
Sweden	**GRUPPKÖP**	Open
Finland	**YHTEISTILAUS**	Open
Poland	**ZAMAWIAMYRAZEM**	In negotiation

Your country not listed?

We welcome applications from any market. The licence terms are set according to the size of the market.

From first conversation to first campaign

1	**Apply**	Send a franchise application at order2gether.com.
2	**Meet**	Introductory meeting and a walk-through of the live system.
3	**Assess**	Joint review of your market, prices and opportunities.
4	**Sign**	Country franchise agreement, terms set by market size.
5	**Launch**	Local site, portal access and your first campaigns.

Detailed terms, the sample country agreement and economics are shared with candidates during the assessment.

LET'S TALK

Bring ORDER2GETHER to your country.

Proven

Platform built and running in Iceland.

Low risk

No inventory: nothing is bought until it is sold.

Exclusive

One partner per country. First come, first served.

Gísli Gíslason · Stephensen Consulting OÜ · order2gether.com