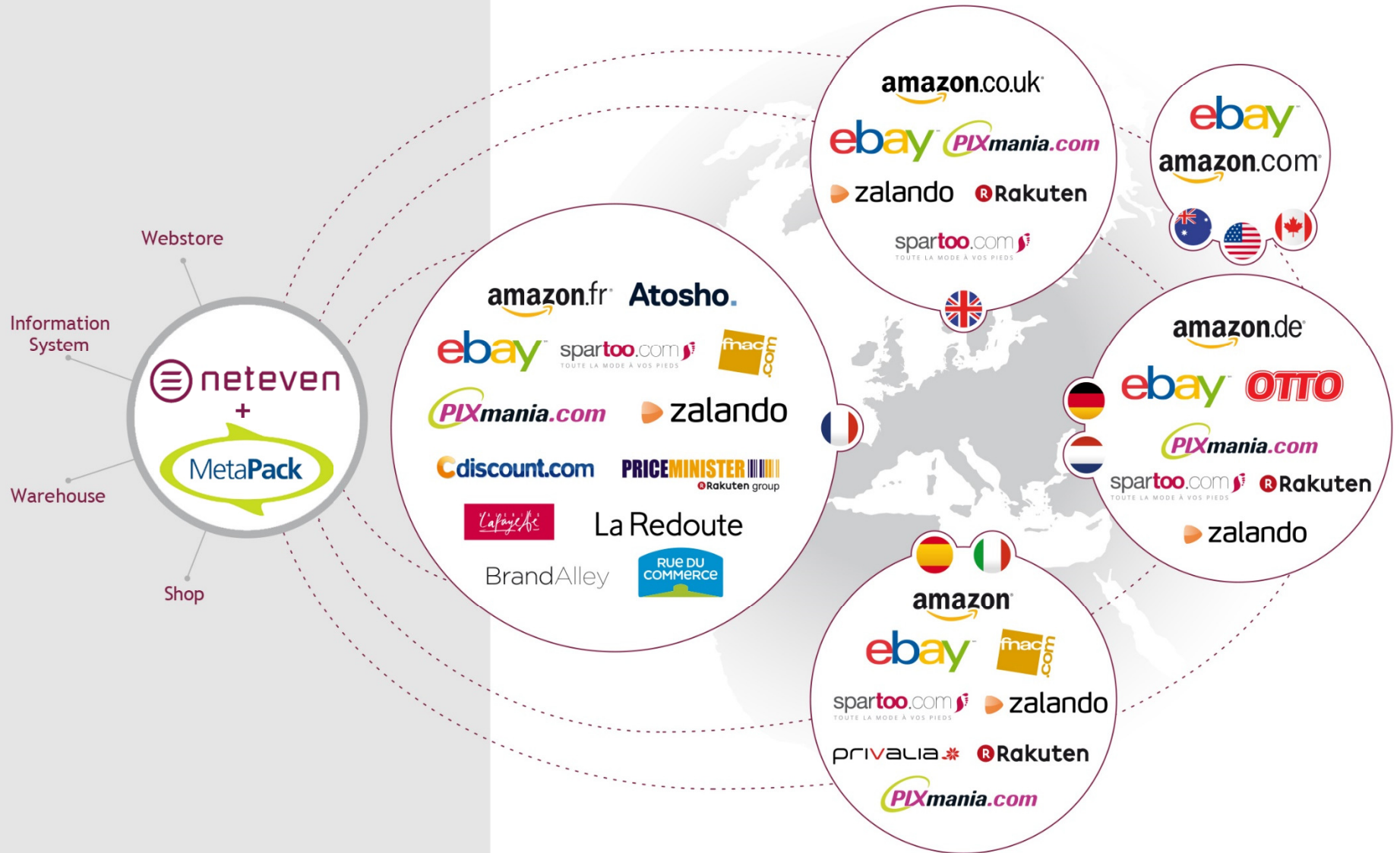


GO GLOBAL !

Sell your products on the world's leading online marketplaces from one platform



The cross border trade opportunity

Total B2C e-sales of goods & services in 2013:

WORLD

Asia- Pacific	406.1 bn€	+16.7%
North America	333.5 bn €	+6.0%
Europe	363.1 bn €	+16.3%
Latin America	37.9 bn €	+24.6%
MENA	11.9 bn €	+32.6%
Global	1,173.5 bn €	+13.6%









EUROPE

West	177.7 bn €	+12.4%
Central	93.3 bn €	+22.7%
South	40.8 bn €	+18.9%
North	31.9 bn €	+12.7%
East	19.3 bn€	+47.3%
Europe	363.1 bn€	+16.3%

94 million consumers buy cross-border across the world and this number is expected to grow in 2014

61% of total European e-commerce sales are done in UK, DE, FR

Marketplaces are the most profitable e-commerce sites in Europe

Rank	Site	Online Turnover 2013 (million €)	Original country
1		19050	US
2		6145	DE
8		1782	FR
9		1762	DE
32		650	UK
38		560	ES
45		514	FR
71		328	FR








Marketplaces are the most visited e-commerce sites in France





Rank	Site	UV av./ months
1	 	16 057 000
2		9 834 000
3		9 064 000
4		8 653 000
5	 Rakuten group	7 789 000
6	La Redoute	6 576 000
7		5 612 000
8		5 000 000
9		5 000 000
10	BrandAlley	4 500 000
11		3 500 000
12	 <small>TOU L'ÉP VO DE A VOX F IDS</small>	3 400 000



... and throughout Europe

		
Rank	Site	UV /month
1		19 000 000
2		18 766 000
...		4 000 000
9		2 532 000

		
Rank	Site	UV /month
1		24 080 000
2		24 000 000
3		10 000 000
4		6 000 000

		
Rank	Site	UV /month
1		7 359 000
2		5 000 000
6		4 700 000

		
Rank	Site	UV /month
1		7 359 000
2		7 000 000
6		5 000 000
...		1 377 000



Marketplaces are sellers' preferred sales channels

95% of UK retailers sell via online marketplaces

55% of UK retailers selling on marketplaces make a profit margin exceeding 20%

Over **50%** of UK retailers are looking for solutions to optimise marketplace management

38% of UK retailers expect to integrate marketplaces such as eBay, Amazon or Rakuten

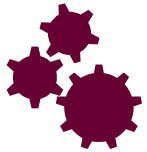


Advantages of marketplaces



Increase your turnover

- Millions of potential customers with limited acquisition costs
- Benefit from the marketplaces' own marketing efforts
- Sell your products in any condition, from any season



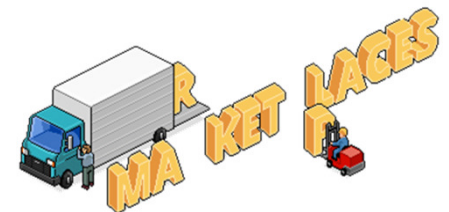
Control distribution

- Define per country/marketplace specific pricing and product strategy
- Sell at both full and discounted prices
- Manage your image by selecting the right marketplaces
- Target different customers on different marketplaces



Develop Cross-Border-Trade

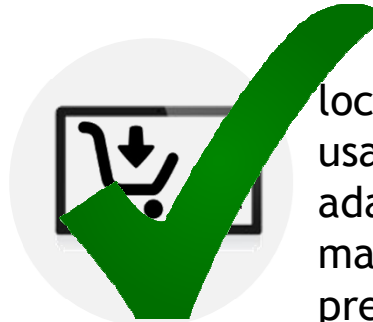
- Test new markets
- Easily expand to new countries
- Put your products in front of millions of new buyers



Traditional keys to success for an efficient cross border trade strategy



country
specific
marketing
programs



local
usability
adapted to
market
preferences



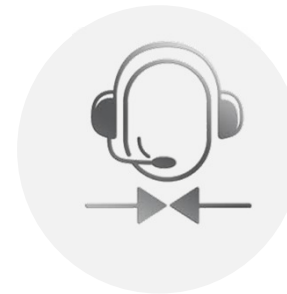
local
assortment,
pricing,
sizing



local
payment
methods and
currency
improves
conversion



local delivery
options and
convenient
returns



local
language
customer
care

Additional keys to success in cross border trade via Marketplaces

- ③ Identify and select marketplaces in line with your product category
- ③ Analyse each marketplace's requirements to ensure you are compliant
- ③ Plan your launch carefully, step by step, at the right pace
- ③ Be aware of tax, duties and VAT requirements
- ③ Translate and localise your catalogue with the help of professionals
- ③ Select the tools that will drive sales and accompany your growth



Get the edge over your competitors!

Reach more than 100 million buyers in the world thanks to the most powerful cloud based marketplace management solution



Cloud based technology and unique expertise

Since 2005, Neteven is the preferred solution of brands and distributors thanks to its:

POWERFUL PLATFORM

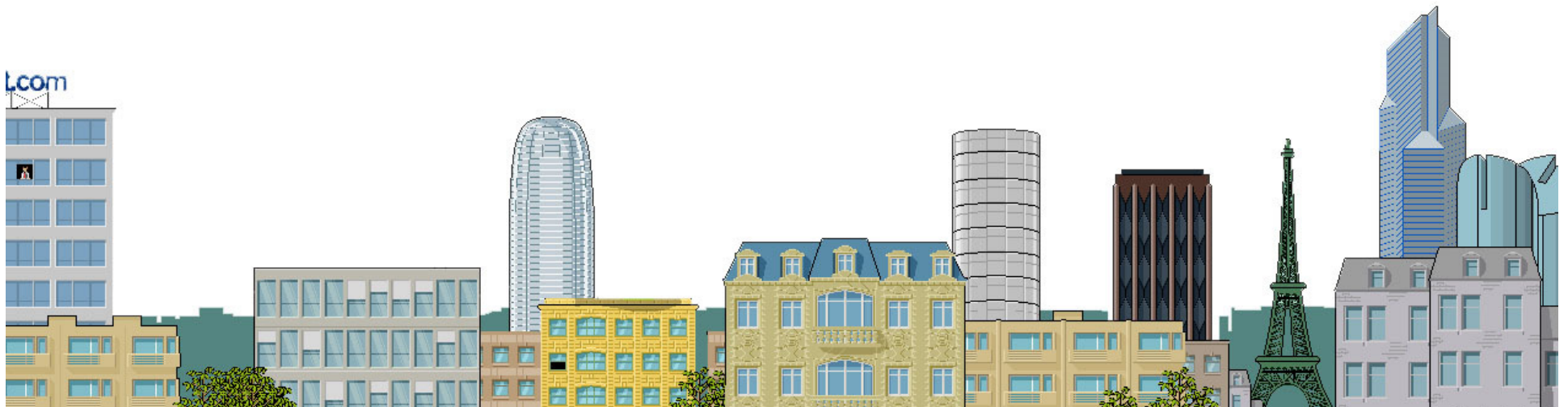
- ☉ Cloud based technology
- ☉ Direct access to the largest number of distribution channels on the market
- ☉ Developed and updated with marketplaces technical teams
- ☉ The only solution available in 5 languages
- ☉ Compatible and integrated with the leading e-commerce solutions

ON DEMAND SERVICES

- ☉ Analysis of your activity and strategic advice tailored to your needs
- ☉ Front/back office integration and bespoke technical developments
- ☉ Guidance on international growth and CBT
- ☉ Professional human translation of product data
- ☉ Full or partial outsourcing of marketplace distribution



Questions ?



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