

**OTTO** market

**OTTO Market:  
selling together!**



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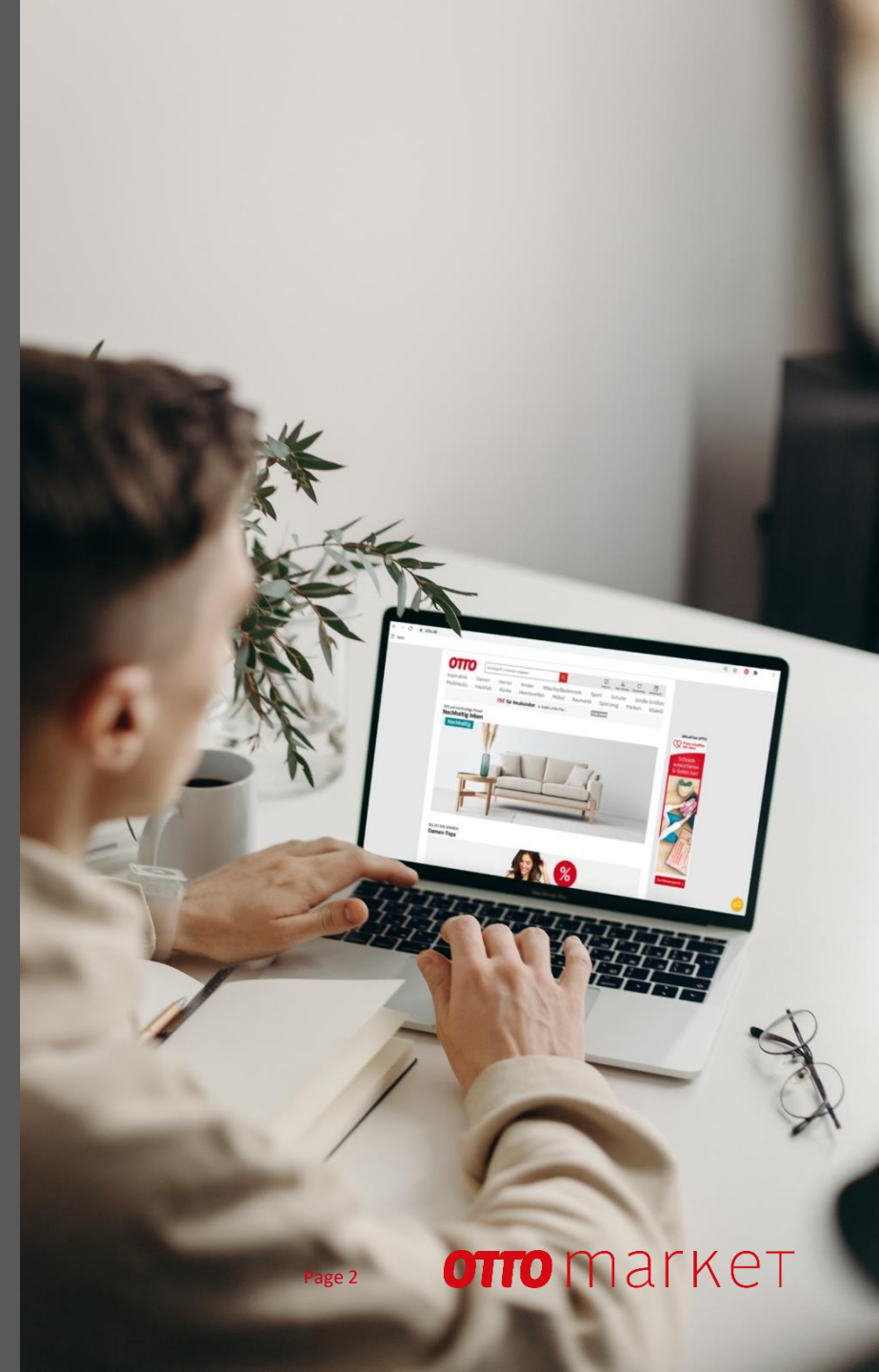
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# 01 Key figures at a glance



facts2go 2021 / Hamburg, 25. März 2021

Turnover  
**€4.5 billion**



30% more revenue in the  
business year 2019/20

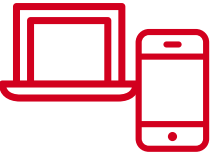


More than **5,2 m.**  
Item positions  
From more than **7000** brands

Up to **10**   
Orders every second

Ø Number of qualified visits per day

**2,6 million**



of which over 70% come via mobile devices



 **10 million**  
Active customers

# 01 Selling together

Are you looking for a reputable platform with a wide reach, clear retailer criteria and a fair fees system? Perfect! You don't have to look further. We would like to welcome you to otto.de as a retailer and believe that we're the right partner for you.

## Reasons to register!



### Grow your customer base

otto.de has over 10 million active registered customers who are also interested in your products.



### Enormous reach on otto.de

On average, otto.de has 2.6 million qualified visits a day – take advantage of this reach.



### Customers eager to buy

otto.de receives up to 10 orders per second.



### High-quality product environment

Our strict requirements ensure a high-quality product environment in which you can present your products.

## 02 How does the cooperation take place?

### View of marketplace retailer

- ✓ You are a **seller in your own right** at otto.de
- ✓ **One item** can be offered by multiple sellers
- ✓ Onboarding in self service retailing
- ✓ Items quickly go live via the partner portal or interfaces
- ✓ Partner portal for managing your sales activities
- ✓ The marketplace completes the payment process and assumes the risk of non-payment on the part of the customer
- ✓ Fair & transparent standard conditions
- ✓ You take on inbound and outbound logistics
- ✓ The **marketplace takes support queries** from customers and passes them on to you, and likewise your reply will be conveyed from the marketplace to the end customer

### and customer

- ✓ Appealing range of **payment options**
- ✓ **Returns are logged** through the marketplace
- ✓ **Track & trace** through customer account
- ✓ **Wide selection of products**

# 03 requirements for merchants



You have a business in Germany with a German legal form and a German tax ID\*



You only offer products with VAT 19%.  
und weisen EANs für all Ihre Produkte aus



You offer customer service in German



You dispatch from a German warehouse \*\*



You present yourself as the merchant to end customers



You do not use graduated shipping costs

(uniform costs for all products or 0,- € are technically possible)



You transfer the shipment number for the outbound shipment and the shipment number for the return in advance



You sell mainly products from these categories:

[overview](#)

\*valid legal form: AG, Einzelunternehmen ohne Handelsregistrierung, e.K., GbR, GmbH, GmbH & Co.KG, GmbH & Co.KGaa, KG, KGaA, OHG, SE, UG (haftungsbeschränkt)

\*\* obligatory, as the short-term expansion within the EU is still being implemented - until then, we recommend transitional solutions via suitable service providers

## 03 Participation

As a partner of otto.de, you will be a **seller in your own right**. This means that you are responsible for the retail price of the products you offer.

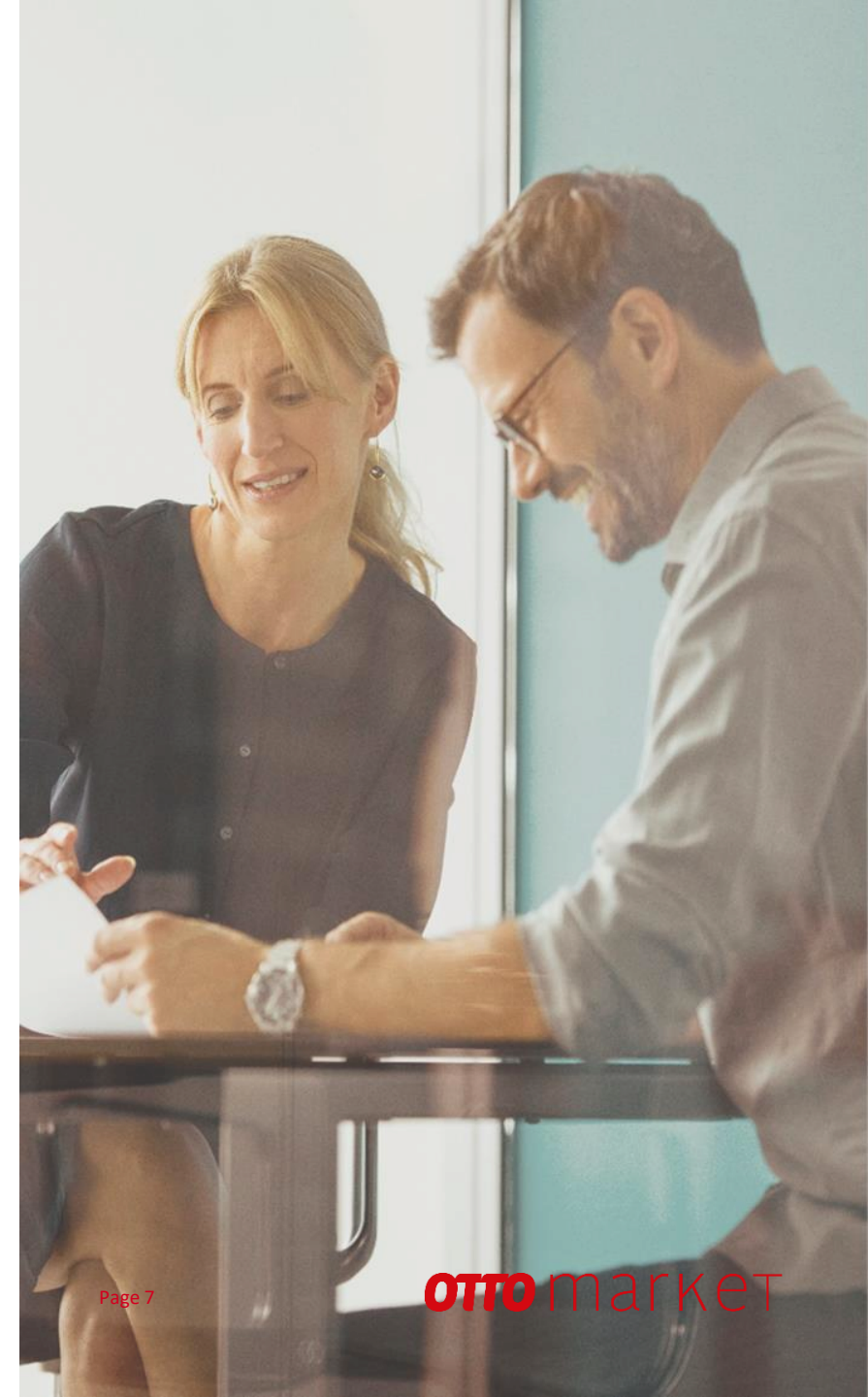
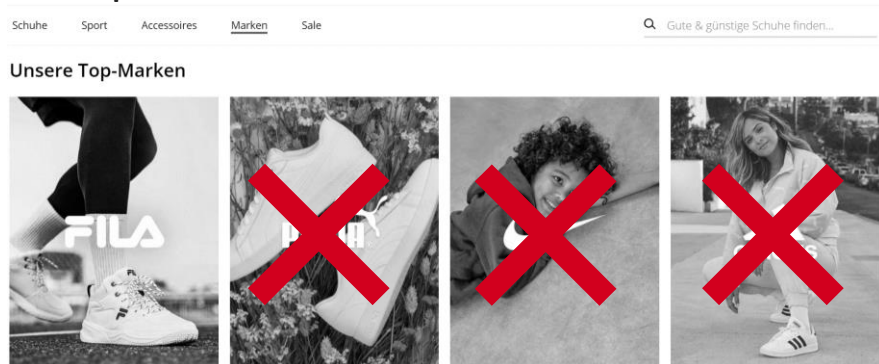
**Multiple retailers** can offer one and **the same product**. You will then find yourself in competition over these offerings.

In order to offer our customers the best possible service, you must provide German-language **customer services\*** that can respond to customer inquiries in written form.

### Brand exclusions:

Some brand exclusions are currently regulated for the marketplace.

Examples:



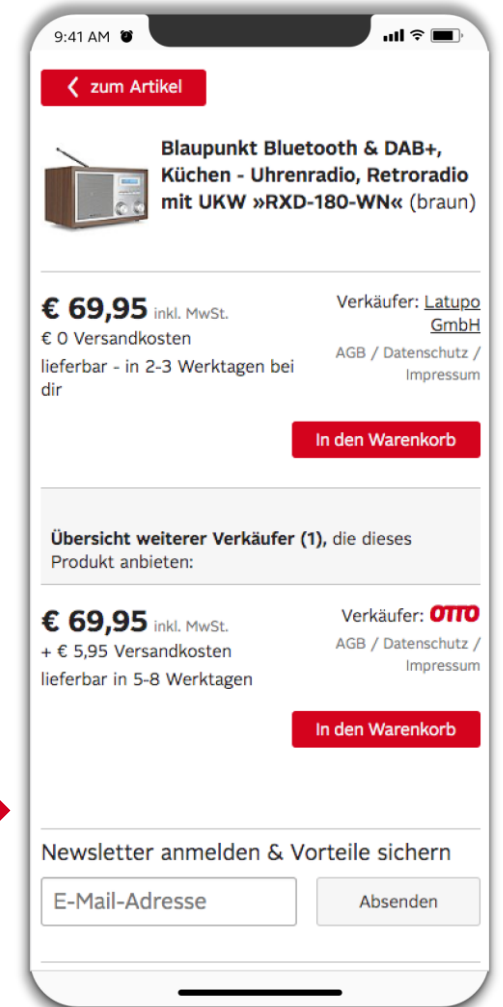
## 03 Item-based competition

Item-based competition is geared to customer-relevant added value. With the introduction of "competition on the item," the same product variants can be offered by several sellers. Customers are now free to choose which seller offers the best deal for them.

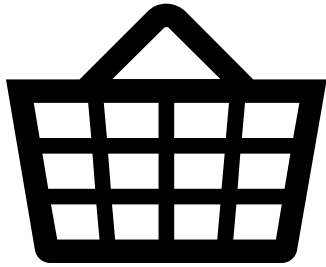
OTTO combines the variants of different sellers into one offer.

Decisive factors are:

- **Price**
- **Shipping costs**
- **Delivery time**
- **Confidence in seller**



# 03 Algorithm



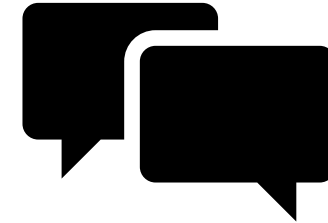
## Availability

represents the first ranking component



## Economical success

popular, high-turnover products are preferred in the ranking

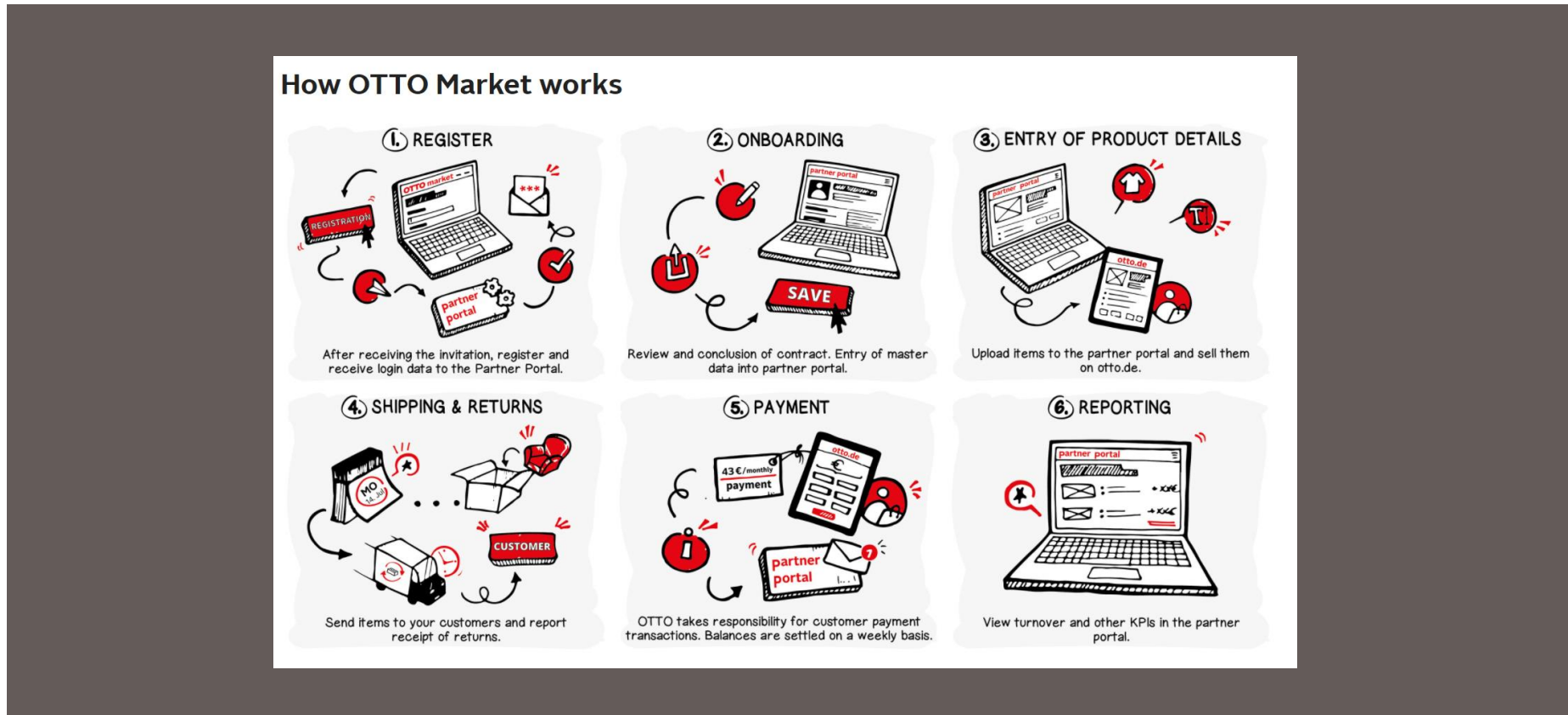


## Linguistic relevance factors

Relevance factors are used to determine how well a product linguistically matches the search query (content).

# 04 Onboarding at a glance

As soon as you have registered on otto.market, you will receive access to our partner portal. There you will find all the information you need about your sales, be able to edit item data or book advertising measures - all quickly and easily.



## 04 Onboarding at a glance



# 04 Connection

For an automated data exchange, you can use our technical interface (API)\* or the services of the already connected service providers.



In order to be able to put articles live on otto.de, you must supply the associated content (image & product data).

\*[https://api.otto.market/docs/00\\_Home/index.html](https://api.otto.market/docs/00_Home/index.html)

# 04 Product data

**Note:** Unfortunately, at the moment it is not yet possible to upload products via CSV file in the UI.

To sell successfully, you should be able to map the following requirements

## Minimum Requirements:

- **Basic data:** Select product category (e.g. clothes)
- Select brand (if available)
- **store characteristics** (type of delivery and delivery time in days)
- **law-relevant data** (material composition)
- **Define variants:** It is mandatory to enter a SKU and EAN here, as well as the sales price (VP) of each variant.
- **Product reference:** the product reference groups all variants that you want to combine into one product.
- **Images & Documents:**
  - Main image
  - Mandatory 85% of the image must depict the product



## 04 Logistics

As a partner, you take over the logistical processing. For goods shipped by CEP service providers (courier/express/parcel), you must commission **Hermes, DHL and GLS**. For goods shipped by carrier, you are free to choose the carrier. All orders and deliveries can only be carried out **within Germany**. Please note the tax restrictions for the maintenance of the place of departure.

The **return address** must be located in the Federal Republic of **Germany** (recipient, street, house number, postal code and city), whereby it must be a **real existing address** or business address (recipient, postal code and city) and not a "fictitious" address known only to a certain carrier for forwarding and sorting purposes.



### Step 1

The customers order partner products at otto.de and we forward the order to you.



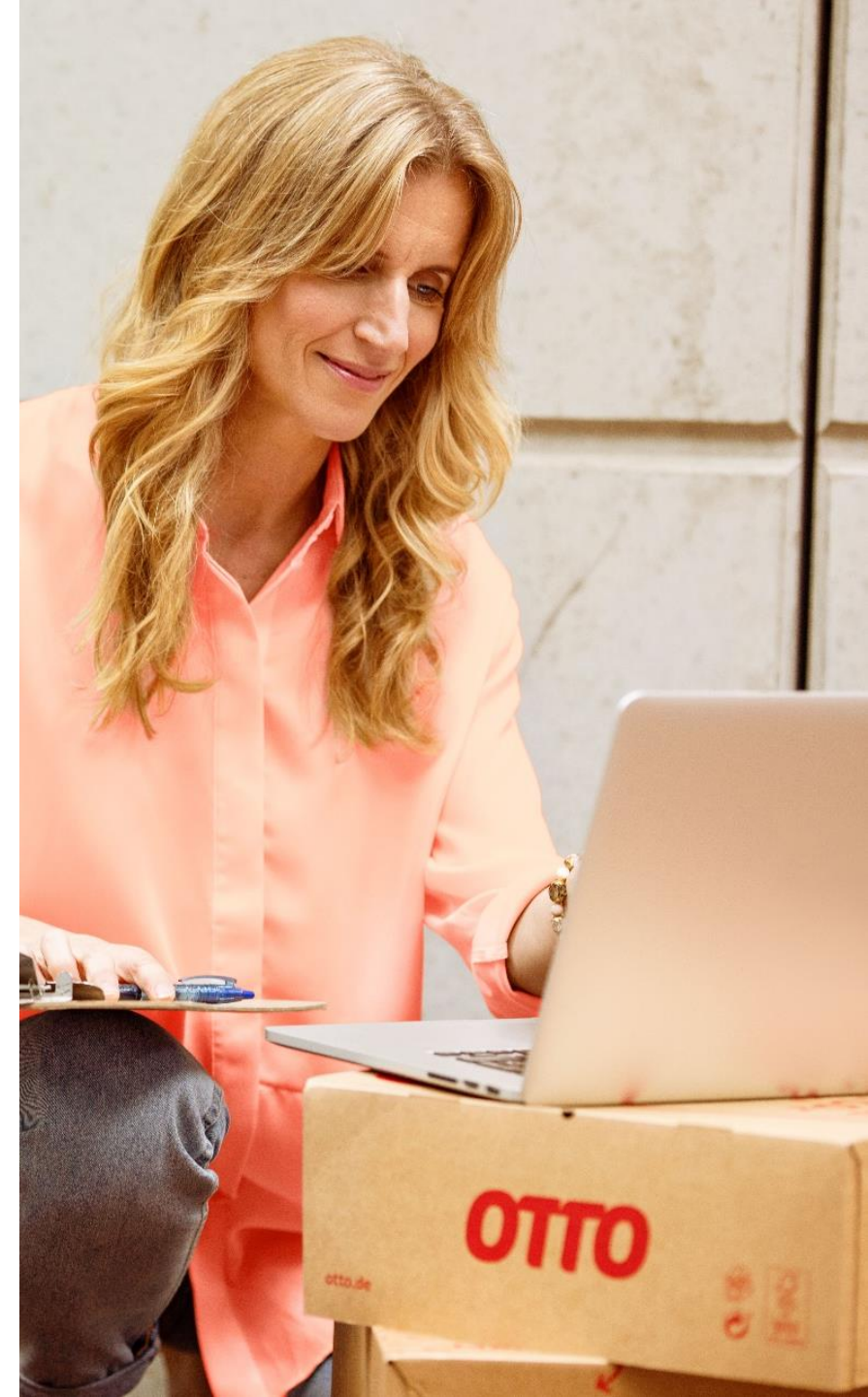
### Step 2

You confirm the order and dispatch the products from your warehouse.



### Step 3

If an item is returned, you notify us when the return has been received and we notify the customer.



## 04 Logistics – How does the returns process work?

The **customer sends returns directly back to you**. If customers wish to send a return, they must first be registered via the customer account. OTTO will then generate the return label from the data you provide (**return shipment number**) and make it available for 14 days in the form of a PDF. The shipping confirmation must therefore contain the package number of the return (return shipment number). Customers can print out the return label on their own, stick it on the package and send the return.

**Return shipment number:** The return consignment number is the consignment number of the return. Each package is assigned a tracking number for both the outbound trip to the end customer and the return trip to the seller in the case of a return. This process is to be clarified by you with the shipping service provider. There is no charge for the return tracking number. However, costs are incurred by the carrier for the return as soon as it is sent by the customer. Translated with [www.DeepL.com/Translator](http://www.DeepL.com/Translator) (free version)

### The most important information at a glance:

- You may not include a physical return label with the package itself
- You may not include an invoice receipt with the package
- Please enclose a package slip with each order explaining the return procedure for customers
- A delivery and return slip may only be enclosed if special conditions are taken into account

## 04 Fee & commission

For participation in the marketplace, we charge a **monthly fee of 39.90€** regardless of how many items you offer in your assortment, as well as a **sales commission** from the gross sales price per assortment category.

Upon conclusion of the contract, this basic fee becomes due after the first calendar month.



The exact proportions can be found in the **preliminary, non-binding overview**.

A **commission is also charged on shipping costs**. This amounts to 15% plus VAT by default. This will be charged the same way to the partner commission.

Category	Product Group	Commission
Furniture & Living	Kitchen & Household goods	14%
Furniture & Living	Lamps & Lightning	14%
Furniture & Living	Furniture	14%
Furniture & Living	Home Décor & Accessoires	14%
Furniture & Living	Home Textiles	14%
Fashion & Lifestyle	Accessoires	15%
Fashion & Lifestyle	Beauty	14%
Fashion & Lifestyle	Clothing (incl. Swimwear & Lingerie)	15%
Fashion & Lifestyle	Luggage & Bags	15%
Fashion & Lifestyle	Jewellery	18%
Fashion & Lifestyle	Shoes	15%
Fashion & Lifestyle	Watches	14%
Technology	Household Electronics	8%
Technology	Electronics	7%
Technology	Tech Accessoires	12%
Technology	Books	12%
Technology	Media	12%
Technology	Software	12%
Sports & Leisure	Toys	14%
Sports & Leisure	Sports Equipment and Outdoor	15%
Sports & Leisure	Two-Wheeler & Accessoires	15%
Sports & Leisure	Baby & Baby Accessoires	15%
Sports & Leisure	Musical Instruments	12%
Sports & Leisure	Pet Supplies	15%
Garden & DIY	DIY	12%
Garden & DIY	Garden	12%
Other	Other	15%
Shipping Costs	Shipping Costs	15%

## 04 Billing

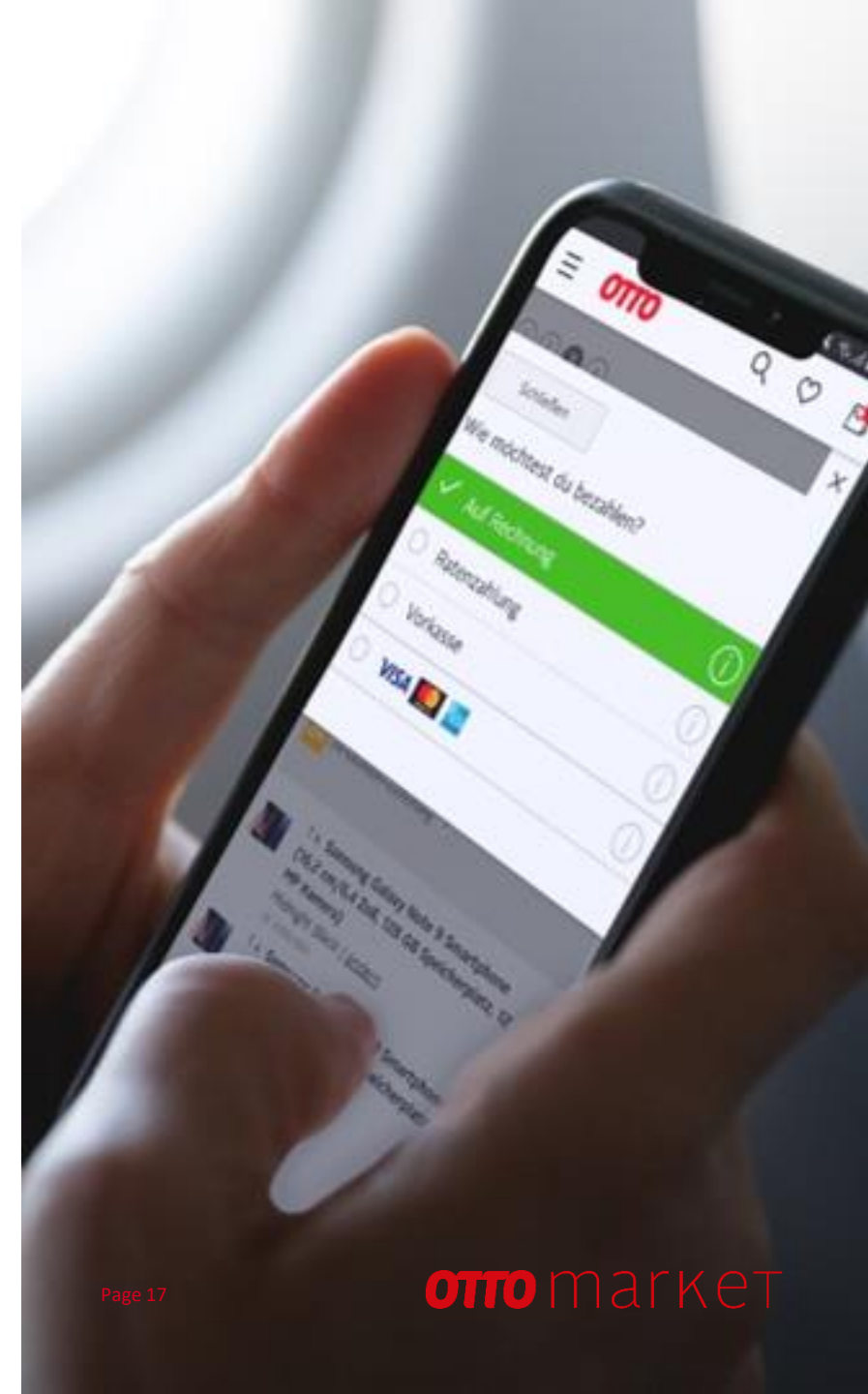
We assume the payment processing with the end customers for you and thus reduce your effort! You can be sure that the invoice will be paid and you will receive your money.

### Your billing advantages:

- No need for your own payment service provider
- Customer\* credit check included
- Payment options: Invoice, prepayment and credit card
- Payment by installments possible

You will receive a payout from your clearing account once a week.

Please note that invoicing and payout must be settled **via a company based in Germany.**



## 04 Partner Helpdesk

OTTO is always very interested in the satisfaction of its partners and therefore offers you the opportunity to contact partner support at any time with questions. At the same time, OTTO relies on your help to resolve your concerns as quickly as possible. The **partner helpdesk** has been set up for this purpose.



Have you already read the existing articles in the Partner Helpdesk? If you still haven't found a suitable solution, feel free to submit a **request via the ticket tool** in the Partner Helpdesk.

# 05 How do we make sustainability visible on the platform?

## 05 Our advantages and experience



Focused on sustainable goals for over 30 years



3 environmental foundations established & active in 12 successful, sustainable partnerships and initiatives



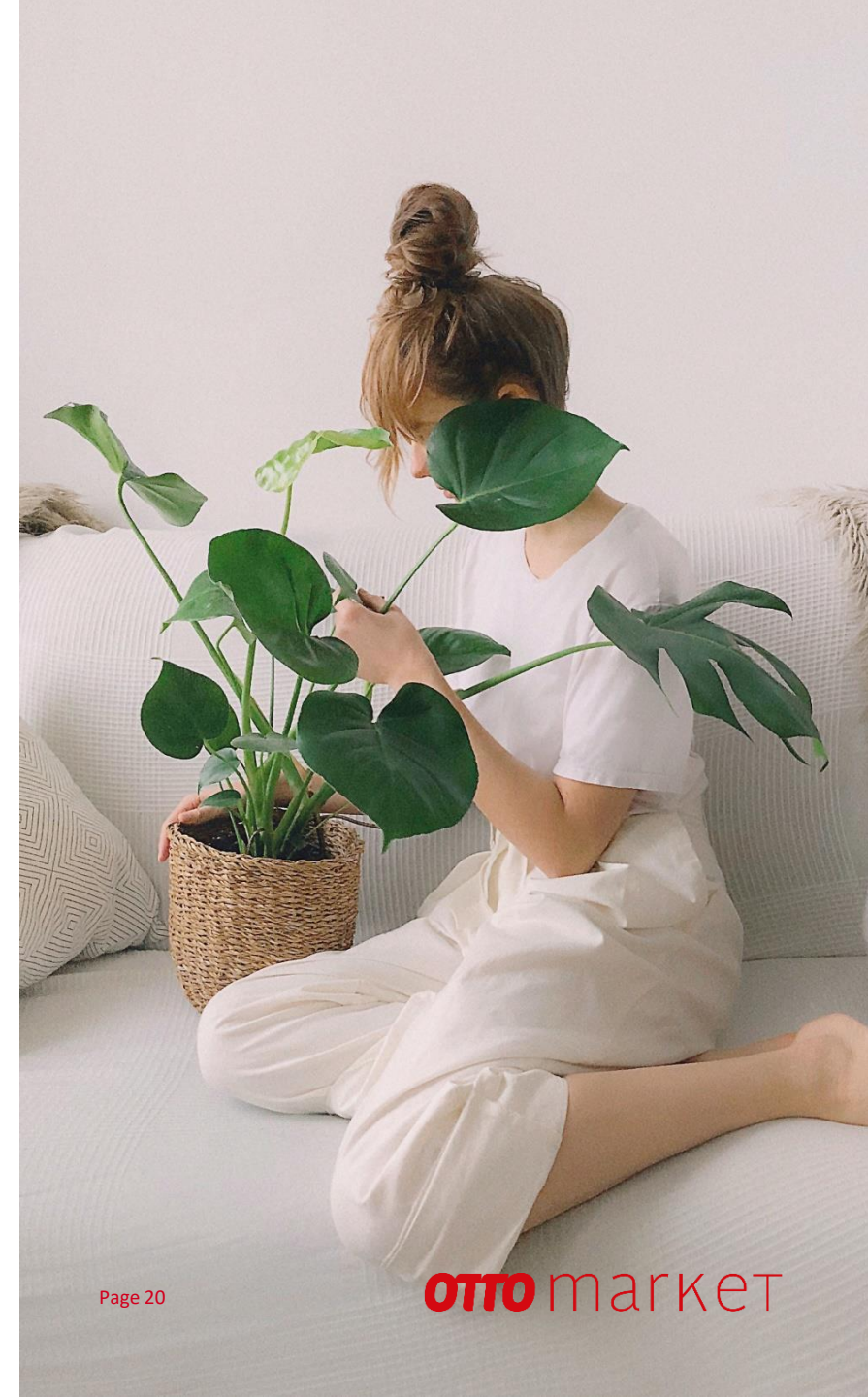
In-house corporate responsibility team that monitors the market and constantly searches for sustainable innovations



Through regular analysis and surveys, we continue to evolve and move with the times



Customers and non-customers trust us to act in a credible, sustainable manner and see OTTO as being better placed than many other (international) companies (Rheingold study April 2020).



## 05 visibility

**The badge:** Our label for **sustainable articles**



\* Nachhaltig = sustainable

**There are many sustainable seals** - from GOTS and FSC to the Global Recycled Standard. But customers don't always know exactly what they mean. In fact, we have found that the flood of seals is overwhelming.

We want to offer our customers orientation and therefore mark all sustainable articles with the petrol-colored badge. It is representative of a large number of recognized sustainability seals. If your articles meet the sustainability requirements, you can also use the badge for your labeling.

# 05 What does the badge stand for?

Wohnen & Technik



Fashion & Heimtextilien



**Nachhaltig** =



Naturkosmetik



The seals are always checked qualitatively in advance and updated on an ongoing basis. An overview of all sustainability seals that we currently use on otto.de can be found [here](#).

# **OTTO** market

For more information, please visit:

<https://www.otto.market/en.html>

And FAQs