



DOUGLAS

DESTINATION

beauty

GET TO KNOW DOUGLAS

OUR AGENDA FOR TODAY



01

Strategy

Who we are
Platform strategy
Facts & figures



02

Retail Media

The value proposition
Campaign report "Italian beauty secrets"



03

Listing

Direct purchasing
marketplace

DOUGLAS HISTORY STARTED IN HAMBURG IN 1821



John Sharp Douglas, born in Glasgow, founded the soap company in 1821 in Hamburg with the name: J.S. Douglas & Söhne

Berta Kolbe took over the company as the first woman in 1909 opened the first „Parfümerie Douglas“ on the 24th of May 1910 on the Neue Wall in Hamburg.

1969 the six Douglas perfumeries were bought by the Hüssel AG. The CEO Jörn Kreke pushed the expansion by acquisitions of further perfumeries. Between 1980-2000 Douglas expanded through Europe.

2012 the **Private Equity Investor Advent International** took over the Douglas Holding AG. 2013 Douglas was **delisted from the stock exchange and the new strategic positioning started:** Douglas now became a **pure perfumery chain.**

On 1st of June 2015 Douglas was sold to 85 % to the investor **CVC Capital Partner.**

Since end 2017 Tina Müller is Group CEO of Douglas. Her strategy program **#FORWARDBEAUTY** defined Douglas' future success factors.



DOUGLAS IN EUROPE

NO. 1

European premium
beauty platform

20,000

brand ambassadors
and beauty experts

€ billion
3.2 sales

44 million Beauty Card members

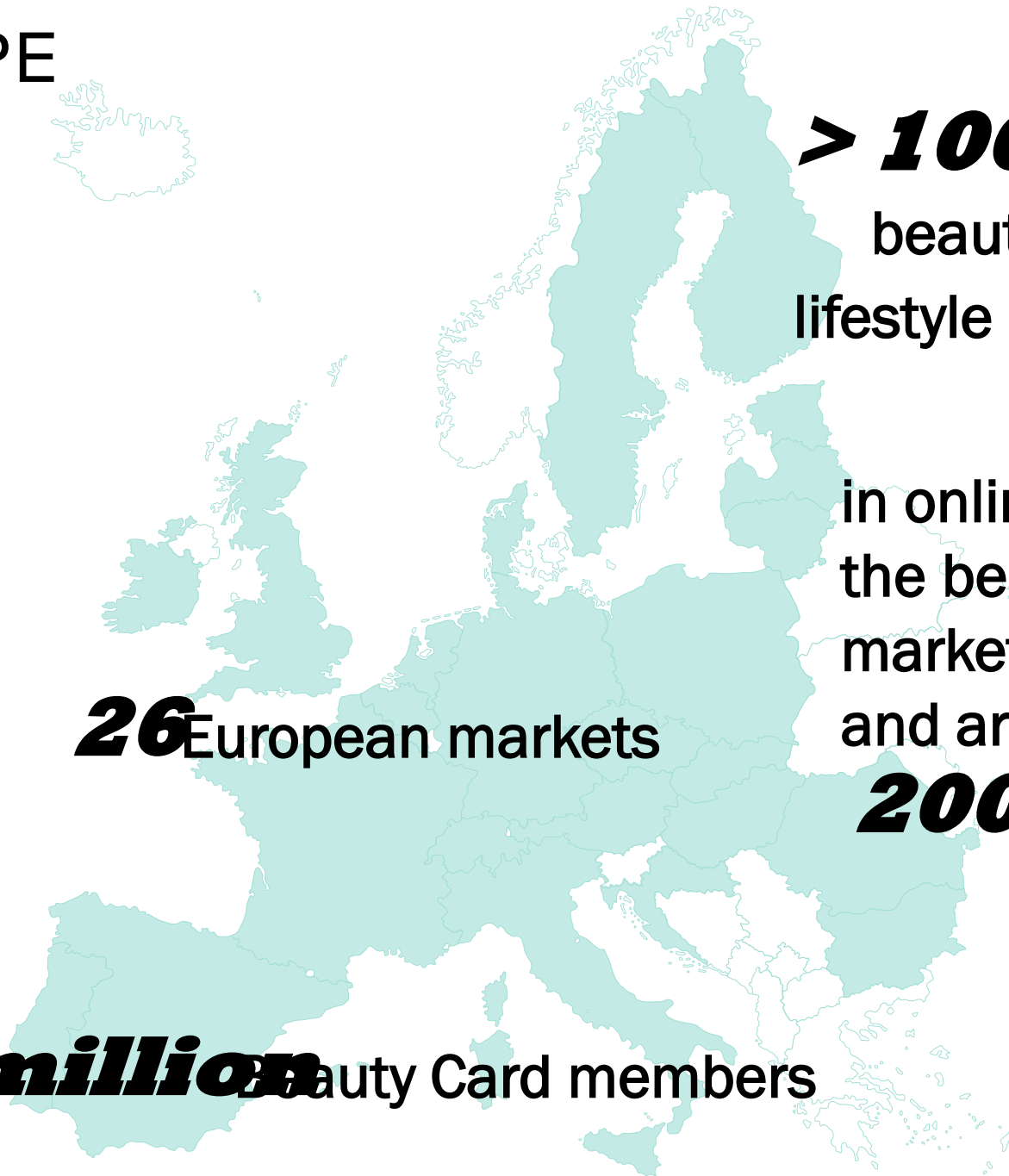
> 100,000

beauty and
lifestyle products

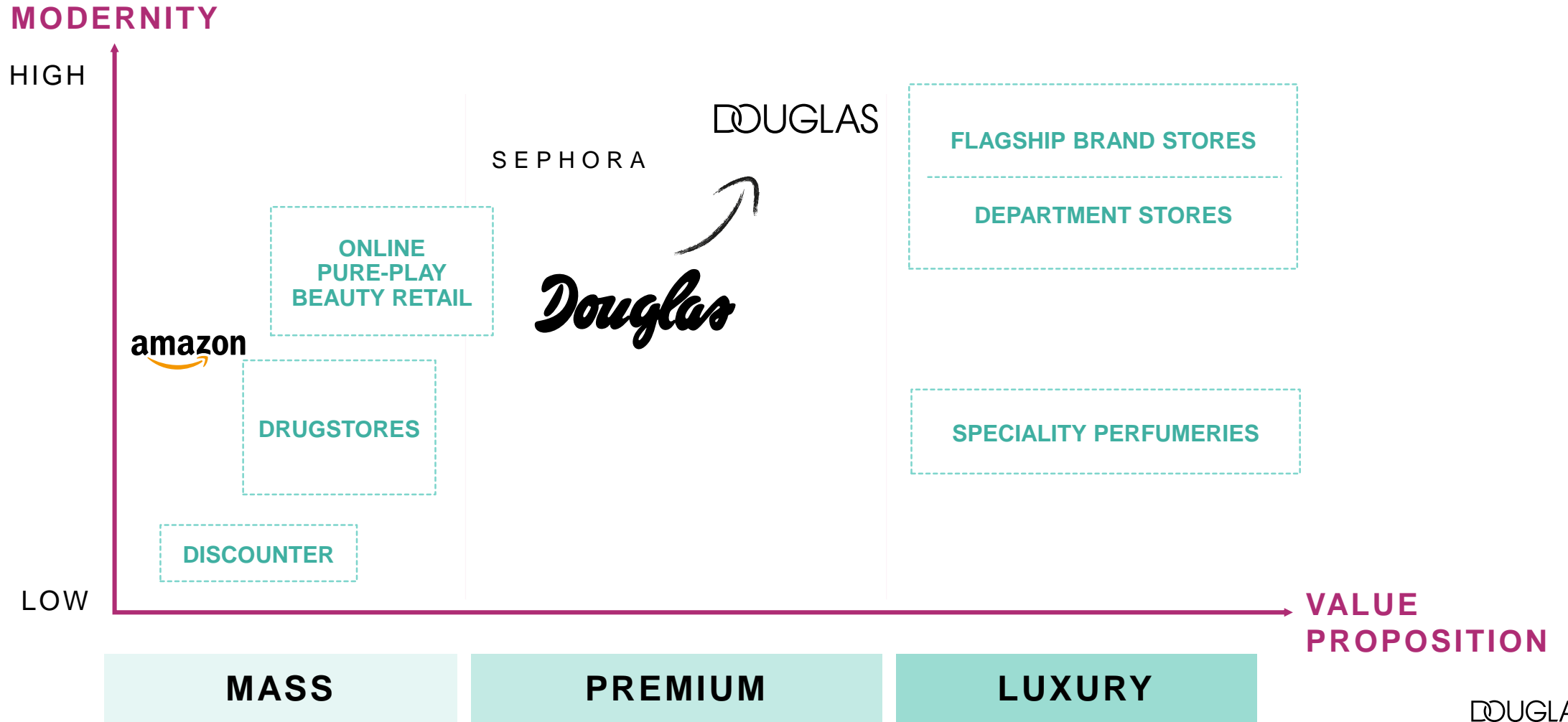
in online shops,
the beauty-
marketplace
and around

2000 stores

26 European markets



DOUGLAS BRAND POSITIONING: #FORWARDBEAUTY



DOUGLAS INVESTED SIGNIFICANTLY IN UPSCALING THE BRAND AND RECRUITING YOUNGER CONSUMERS

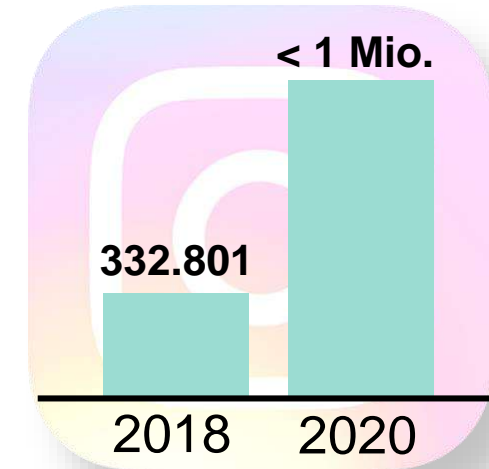
NEW LOGO



NEW VISUAL IDENTITY



ATTRACT SOCIAL MEDIA ADDICTS



Stand: November 2020

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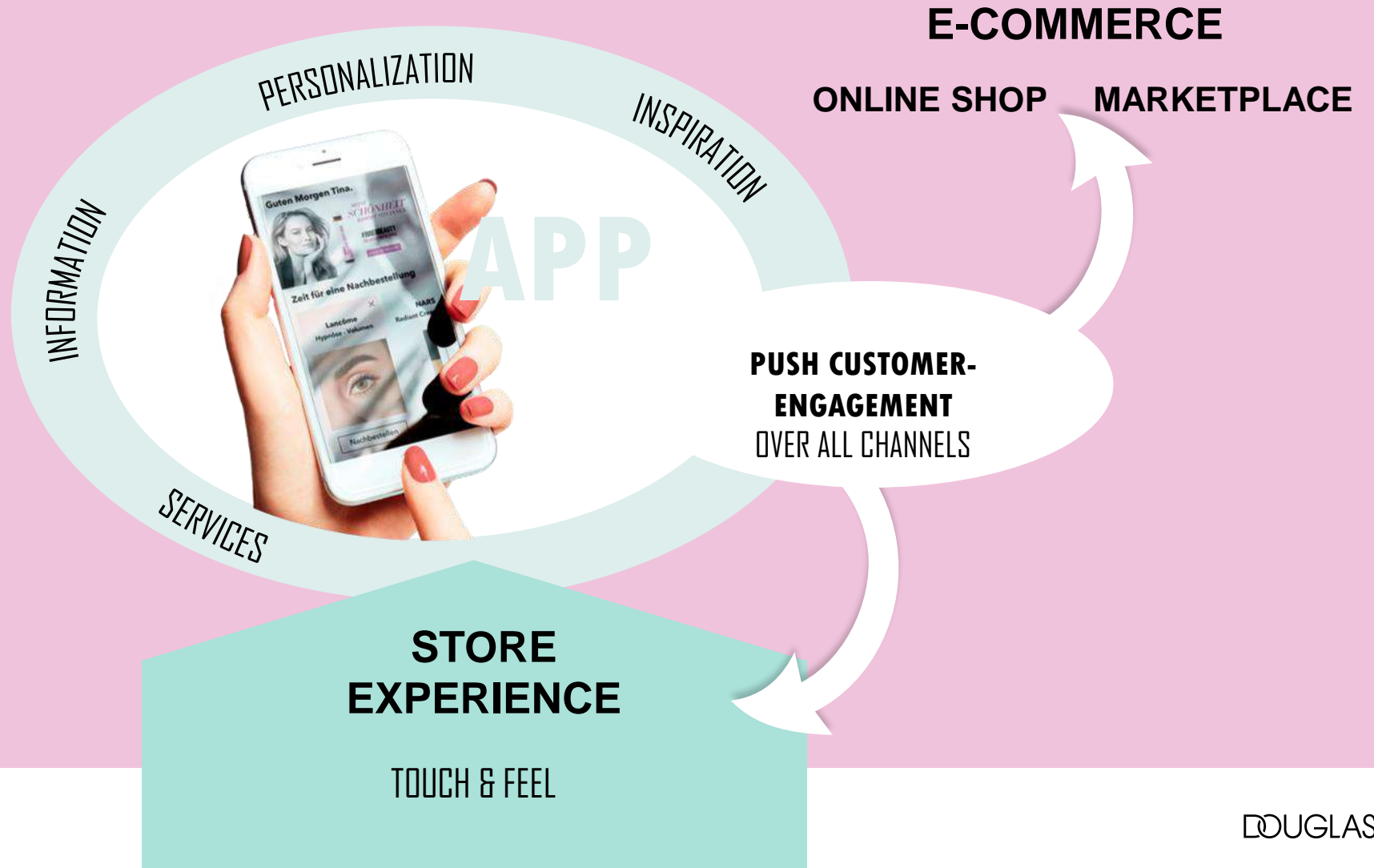
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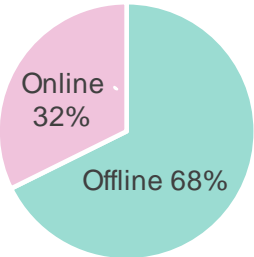
#ForwardBeauty.DigitalFirst

HOLISTIC CUSTOMER JOURNEY

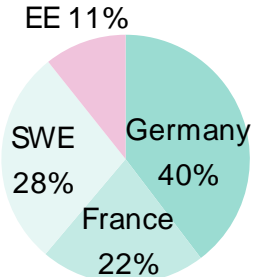


DOUGLAS IS THE #1 BEAUTY PLATFORM IN EUROPE

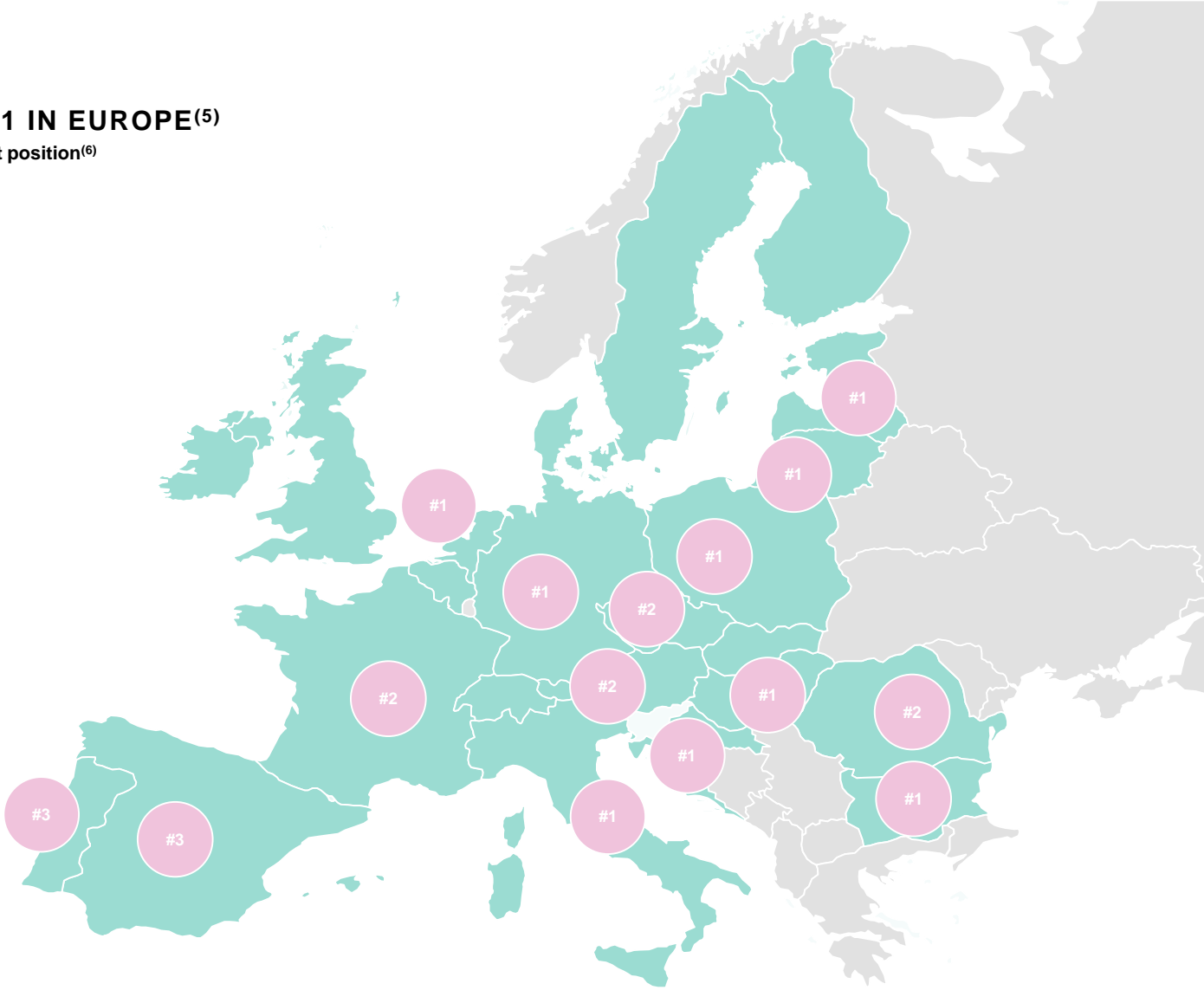
Revenue split by channel⁽⁸⁾



Revenue split by geography⁽⁷⁾



NO. 1 IN EUROPE⁽⁵⁾
Market position⁽⁶⁾



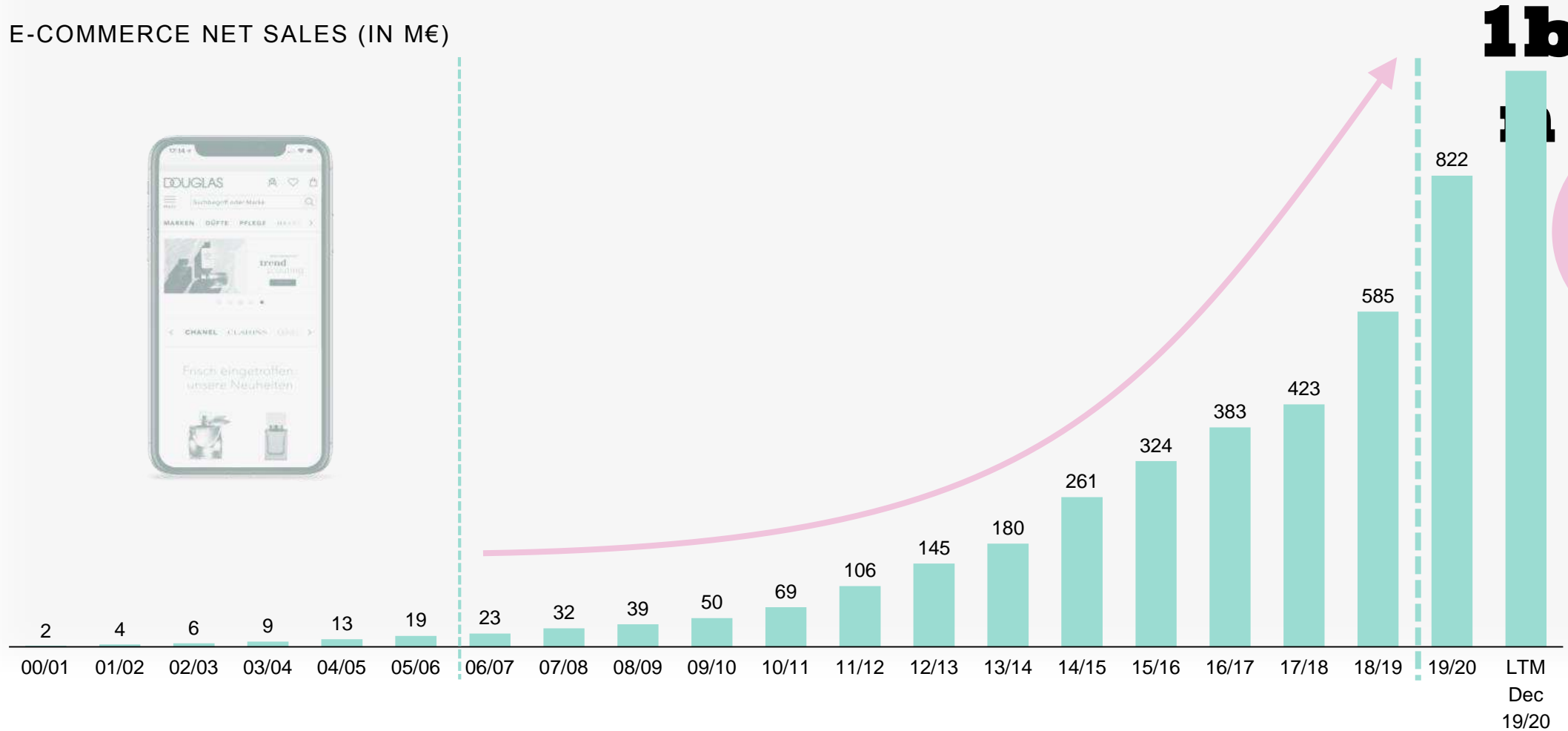
(7) Revenue split based on LTM Dec20AC, excl. consolidation effect and Niche Beauty (NB). (8) Revenue split based on LTM Dec20AC, excl. Central Functions.

LONG-TERM E-COMMERCE GROWTH

E-COM SALES DOUBLED IN THE LAST TWO YEARS

E-COMMERCE GROWTH FURTHER ACCELERATES, WITH NET SALES REACHING €1BN







E-COMMERCE NET SALES (IN M€)



+59%
LTM Dec 19/20
vs.
LTM Dec 18/19

E-COMMERCE: STRONG DEVELOPMENT OF KPIS

NO.1 EUROPEAN BEAUTY E-COMMERCE PLAYER

| | | | | |
|-------------------------------------|----------------------|---|-------------------|--|
| GROUP FY19/20AC | TOTAL VISITS |  474m +39% | ACTIVE CUSTOMERS |  10m +41.0% |
| | CONVERSION RATE |  3.6% | AVERAGE BASKET |  €67 |
| GERMANY ⁽²⁾ FY19/20AC | MOBILE REVENUE SHARE |  64.1% | APP REVENUE SHARE |  24% |

(1) Excludes Central Functions. (2) BC customers DE excl. PD and NB, incl. VAT for FY19/20AC.

FIRST AND ONLY MARKETPLACE FOR BEAUTY IN EUROPE: KEY ASPECT FOR OUR PLATFORM

The introduction of a dedicated beauty platform...

Marketplace already online in



Germany



Austria



France



Poland

Upcoming Milestones

Go-Live in NL

Go-Live in IT

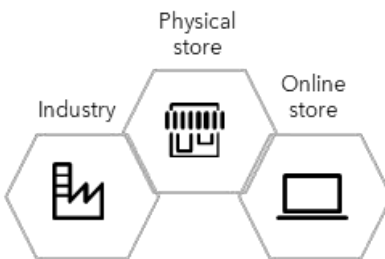
Go-Live further markets

The controlled marketplace as the central initiative for the platform

Partners

DOUGLAS

Customers



Products

Invoice



Direct delivery of products

Douglas services to partners

Traffic acquisition

Onsite marketing

Payment process

Product listing

Customer service (1st level)

CRM

... reinforces market leadership



Establishes the one-stop-shop for beauty



Boosts cross-selling through increased online and offline traffic



Enlarges brand and product assortment



Marketplace as the game changer in the European beauty landscape



Improves data analytics and enhances 360° customer view

OUR VISION IS TO BRING BEAUTY TO LIFE BY HELPING WOMEN AND MEN FEEL BEAUTIFUL



ASSORTMENT: CLEAR DIFFERENTIATION FROM COMPETITION WITH OVER 100,000 BEAUTY PRODUCTS

FAST GROWING TREND BRANDS



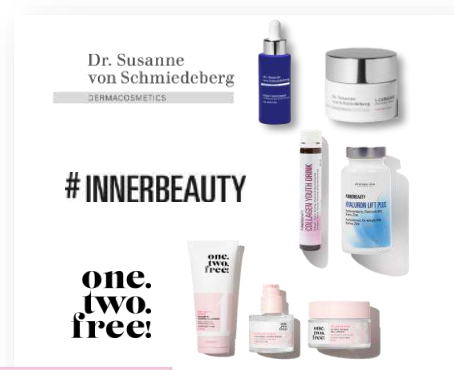
EXCLUSIVE BRANDS



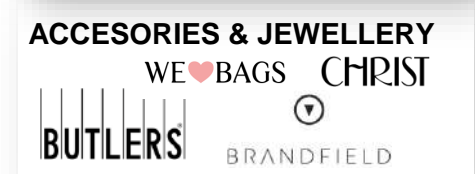
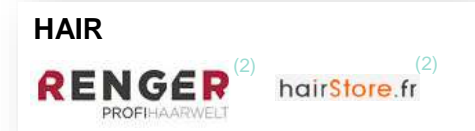
DOUGLAS COLLECTION



NEWLY CREATED OWN BRANDS








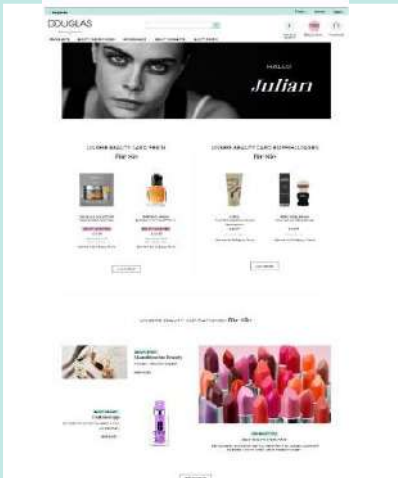
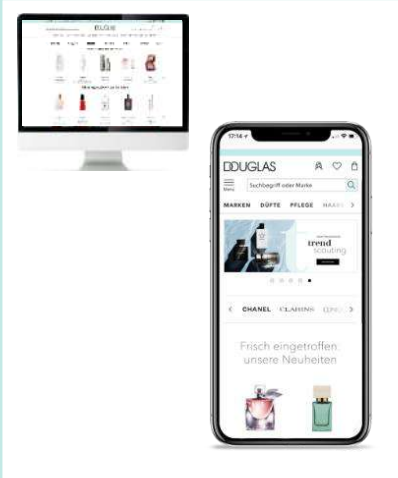

MARKETPLACE(1)

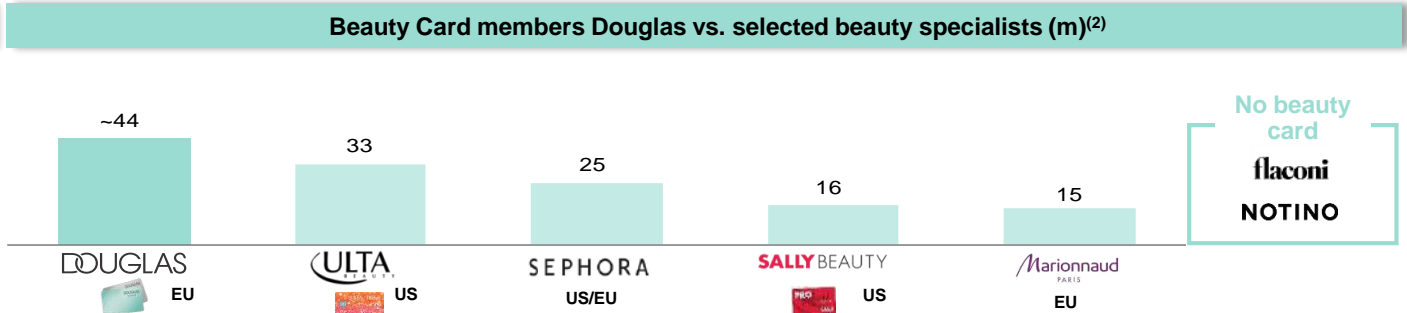
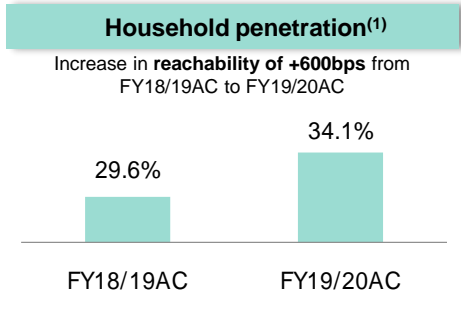


Total number of SKUs(3)



CRM: 1:1 COMMUNICATION DRIVEN THROUGHOUT ALL CHANNELS

|  CRM newsletter |  CRM webshop |  CRM Douglas App |  Point-of-sales screen and receipt |
|---|--|--|--|
|  |  |  |  |
| <ul style="list-style-type: none"> › Personal beauty tips › Individualised product news › Targeted product recommendations | <ul style="list-style-type: none"> › Personalised start page › Beauty points, coupons & rewards › Inspirational content | <ul style="list-style-type: none"> › Personalised offers › Inspirational content › Push notifications | <ul style="list-style-type: none"> › Customer master data › Personal salutation › Information on beauty points › Personalised offers |



(1) Includes core countries: DE (excl. NB, PD), FR, ES, IT, NL, PL. (2) Based on published figures for number of Beauty Card members by the respective companies, Douglas as at Sep20AC.

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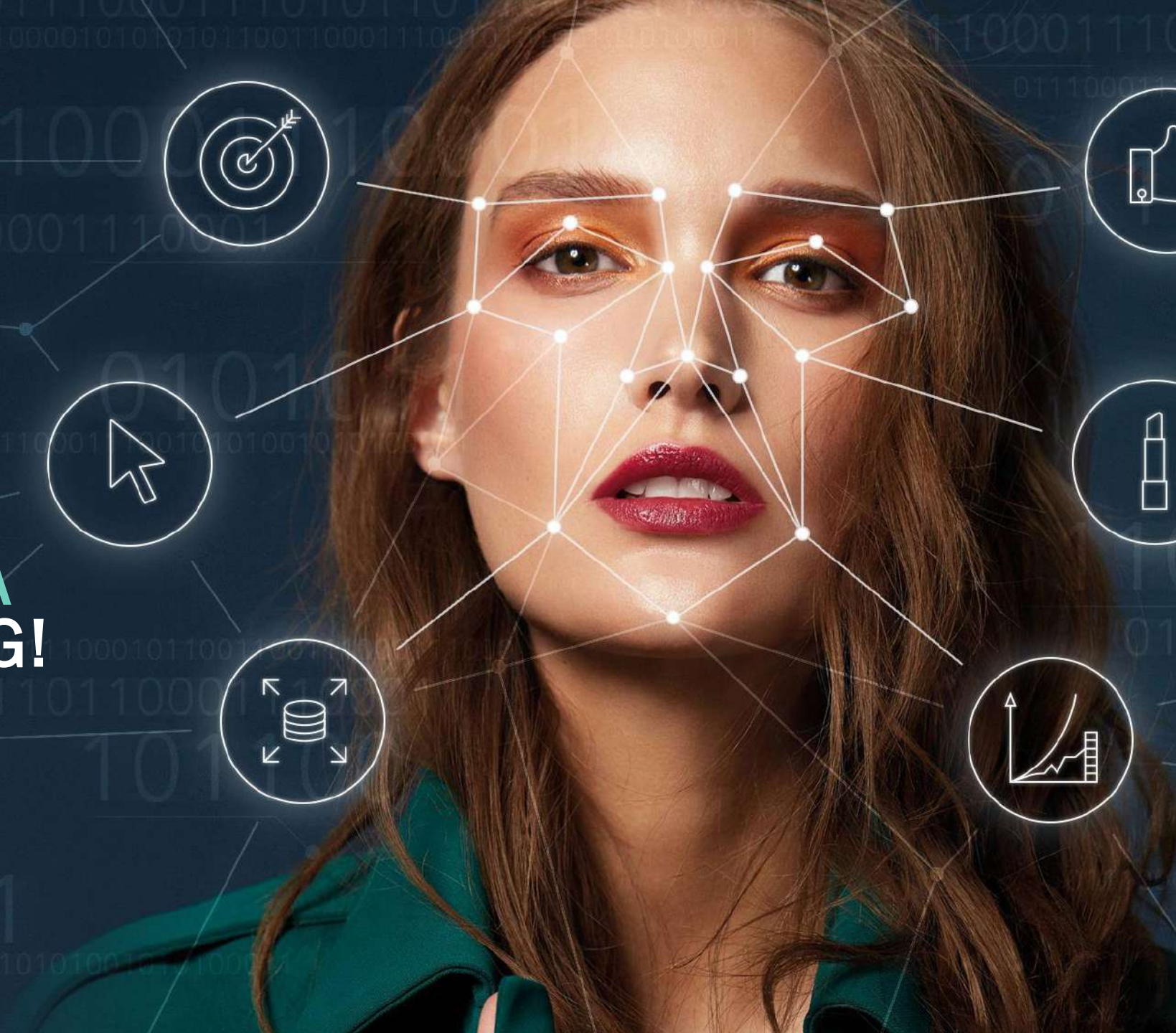
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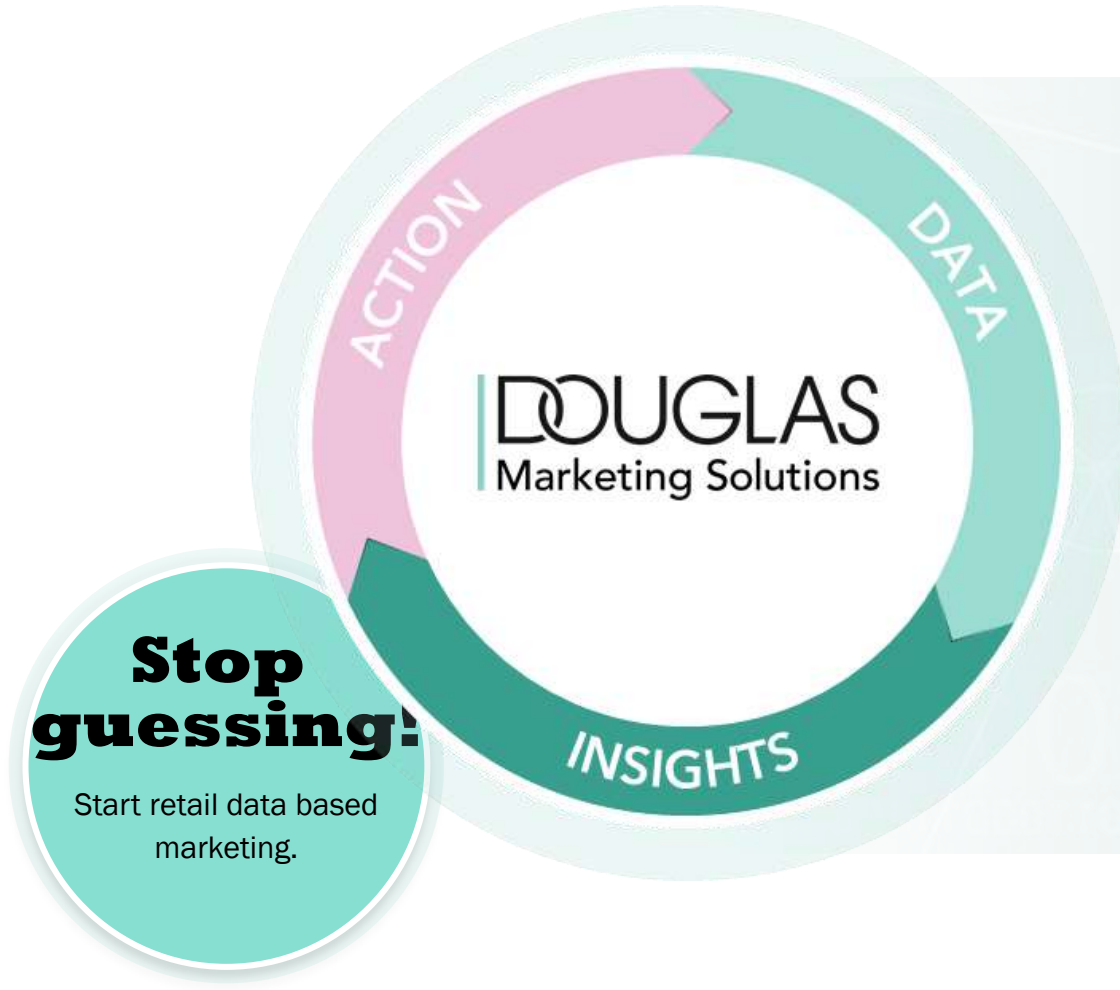
**STOP GUESSING.
START **RETAIL DATA**
BASED MARKETING!**

DOUGLAS
Marketing Solutions



WE ACT ON THE MARKET AS A DIGITAL MEDIA AGENCY

DOUGLAS MARKETING SOLUTIONS PROMISES DATA TO INSIGHTS TO ACTION



The ambition for

DOUGLAS MARKETING SOLUTIONS

Leveraging our superior data & analytics capabilities we help brands to **translate retail data** into actionable **insights** and activate them with **intelligent action plans**.

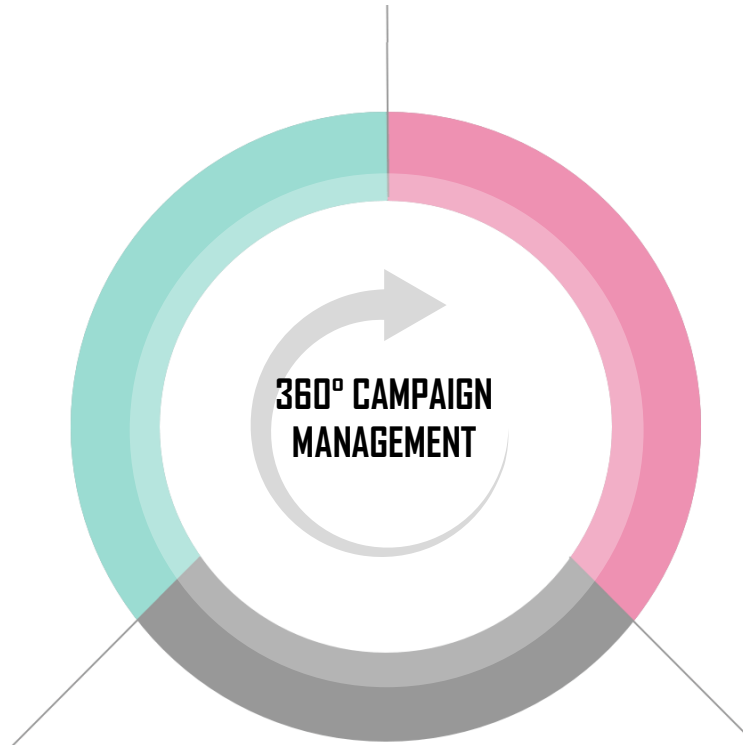
Targeted. Transparent. Tailormade.

FULL-SERVICE 360° CAMPAIGN MANAGEMENT

WE ADVISE YOU FROM BRIEFING TO GO LIVE AND REPORTING

ANALYSIS, CONTROL & REPORTING

We use the budgets with the greatest possible efficiency with regard to target achievement and work transparently.



ADVICE & STRATEGY

We advise and support along the entire media value chain. Moreover, we develop effective and efficient media strategies.

PLANNING & IMPLEMENTATION

We are responsible for the campaign. Therefore, we proactively coordinate the implementation with all stakeholders and always have the goals in mind

INSIGHTFUL REPORTINGS CLOSE THE CYCLE

STANDARD MEDIA KPIS:

Learn about your content and find most relevant audiences by comparing Media KPIs on audience and creative level – e.g.:

VTR CpV CTR CPC

MARKETING-KPIS:

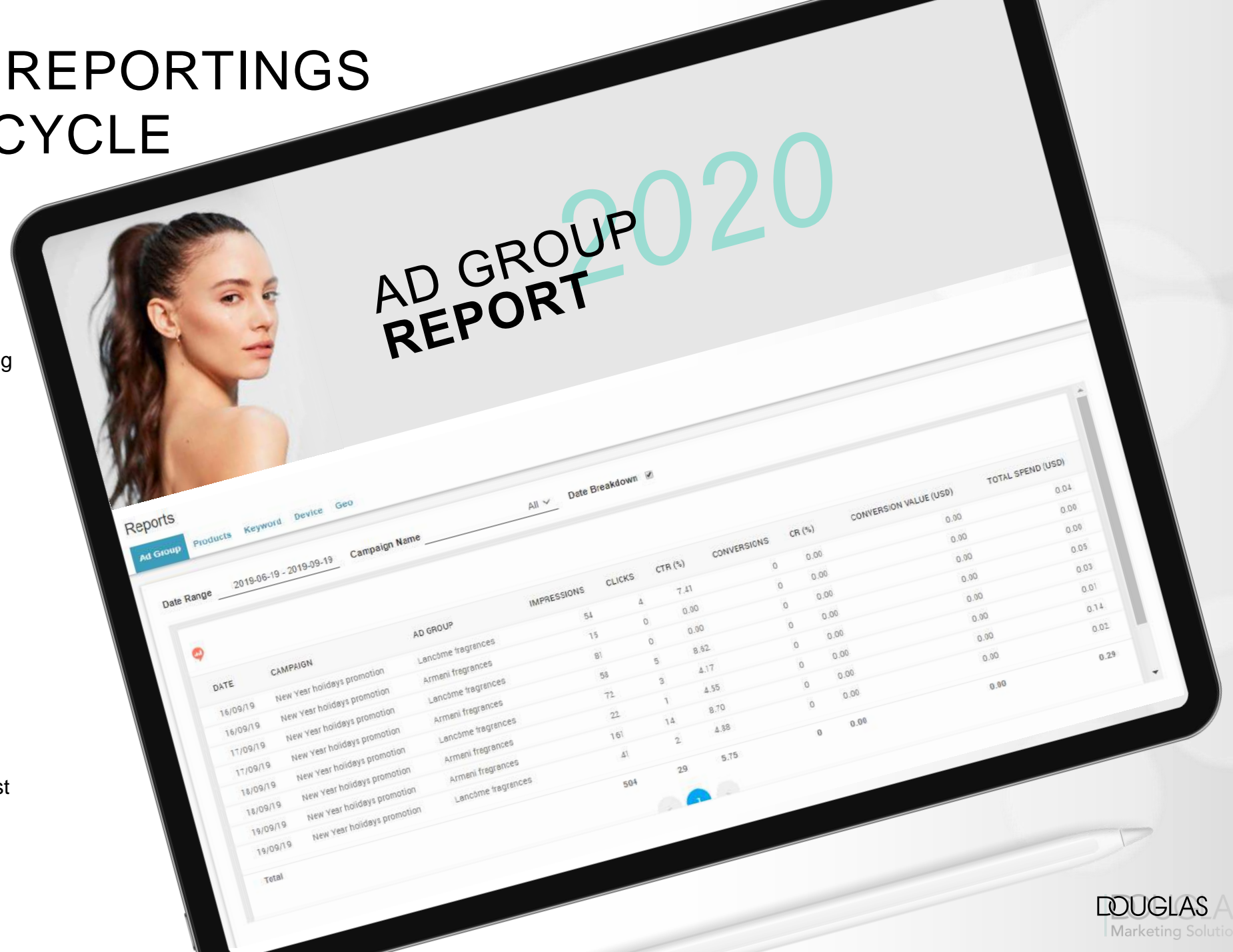
Measure campaign impact on Brand Awareness, Consideration or Purchase Intent by adding a Brand Lift Study*

*requires minimum invest

BUSINESS IMPACT

Get to know which channels work best for your brand to sell by comparing e.g.:

Conversion Rate ROAS



DOUGLAS MARKETING SOLUTIONS OFFERS YOU S-M-A-R-T AD SOLUTIONS FOR SMART INVESTORS



SPECIFIC



address the user with shopping intent with 1st party data



MEASURABLE



Transparent full funnel reporting



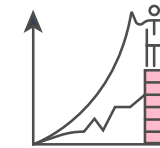
ACTIONABLE



High service level from advice to analysis ensures actionable insights



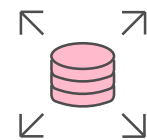
RESULT DRIVEN



KPI based, tailor-made campaigns & optimizations for best results



TARGETED


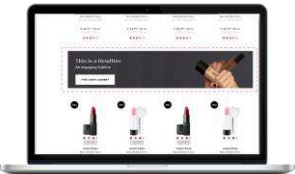





















Target consumer based on Douglas exclusive data (DMP)

| | | | | | | | | |
|---------------------|-----|---------------------|-----|---------------------|-----|---------------------|-----|---------------------|
| STANDARD ADVERTISER | + | STANDARD ADVERTISER | ++ | STANDARD ADVERTISER | + | STANDARD ADVERTISER | +++ | STANDARD ADVERTISER |
| RETAIL MEDIA | +++ | RETAIL MEDIA | +++ | RETAIL MEDIA | +++ | RETAIL MEDIA | +++ | RETAIL MEDIA |

OUR AD SOLUTIONS ARE AVAILABLE CROSS EUROPE

WE OFFER TAILORMADE CAMPAIGNS FOR EUROPEAN PARTNERS

| COUNTRY | LEVER |  SPONSORED PRODUCTS ADS |  AUDIENCE ADS |  AUDIENCE NETWORK |  SEARCH MARKETING |  PRODUCT TESTS |
|--|---|--|--|--|--|---|
| DE  |  | ✓ | ✓ | ✓ | ✓ | ✓ |
| NL  |  | ✓ | Q4 2021 | ✓ | ✓ | Q4 2021 |
| PL  |  | ✓ | Q4 2021 | ✓ | ✓ | Q4 2021 |
| IT  |  | ✓ | TBD | ✓ | ✓ | Q4 2021 |
| AT  |  | ✓ | Q4 2021 | ✓ | ✓ | Q3 2021 |
| CH  |  | ✓ | Q4 2021 | ✓ | ✓ | Q3 2021 |
| FR  |  | TBD | TBD | TBD | TBD | TBD |
| ES  |  | TBD | TBD | ✓ | ✓ | TBD |

WE ENABLE BRANDS TO CONVERT SPECIFIC AUDIENCES

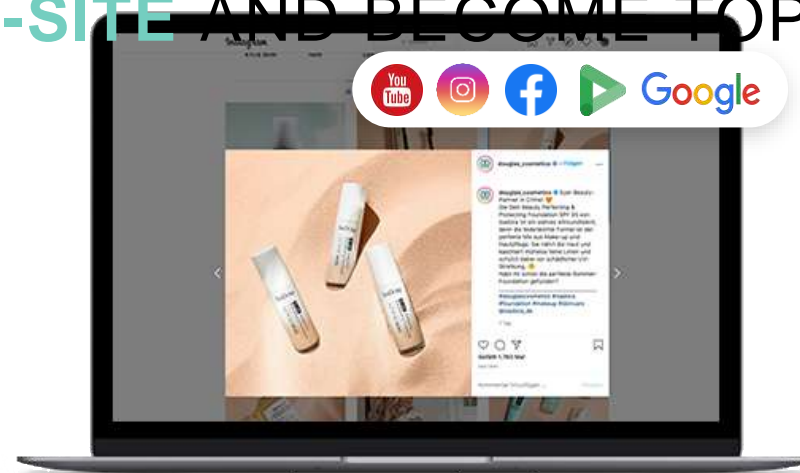
ENTER RELEVANT SET **OFF-SITE** AND BECOME TOP OF MIND **ON-OFF-SITE**

Hi, I am Ella!
I want to buy a specific product and always look forward to new inspiration.

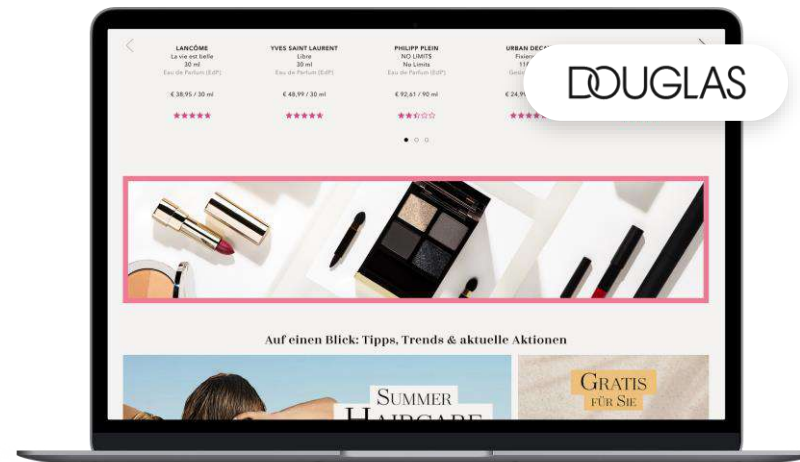
65% 51% 38% 31%

EXCLUSIVE DOUGLAS DATA

- 27 years old
- Cross-category Buyer
- Make up heavy user
- Beauty Card Customer



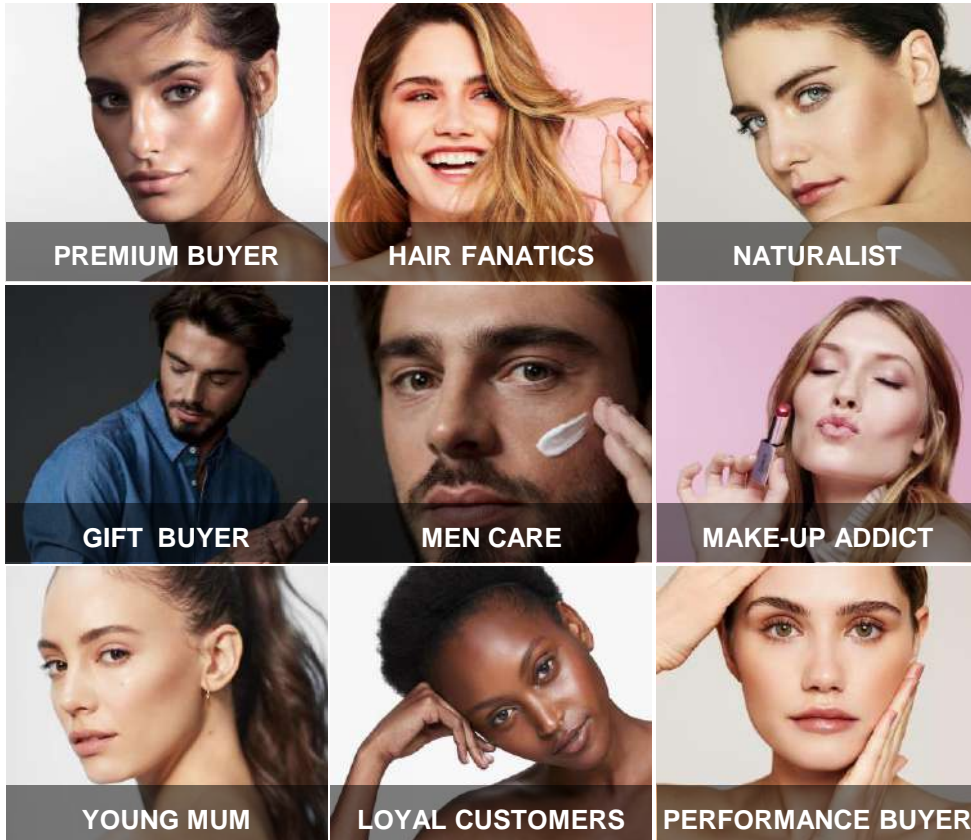
Target customers with Display banners
Social Ads or SEA to inform them about product news or (re-) encourage them with a specific brand or product.



ON-SITE
Target customers on Douglas.de with display ads to remind or inspire them in the moment of truth and gain visibility on category overview pages - the "digital shelf".

PICK AND CHOOSE FROM OUR PREMIUM AUDIENCES

OUR 1st PARTY DATA ENSURES RELEVANCE



READY TO USE AUDIENCE SEGMENTS



INDIVIDUAL BRAND AUDIENCES

SPONSORED PRODUCTS ADS: AN ALWAYS-ON TOOL CATCH HIGH INTENT SHOPPERS AND DRIVES SALES

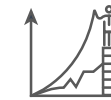
DE
Ø 7.1€
ROAS

BILLING
MODEL:
CPC



PREMIUM DIGITAL SHELF SPACE

Placement of SPAs on top two positions of the Category and top 5 & 6 positions on Search result pages (desktop & mobile)



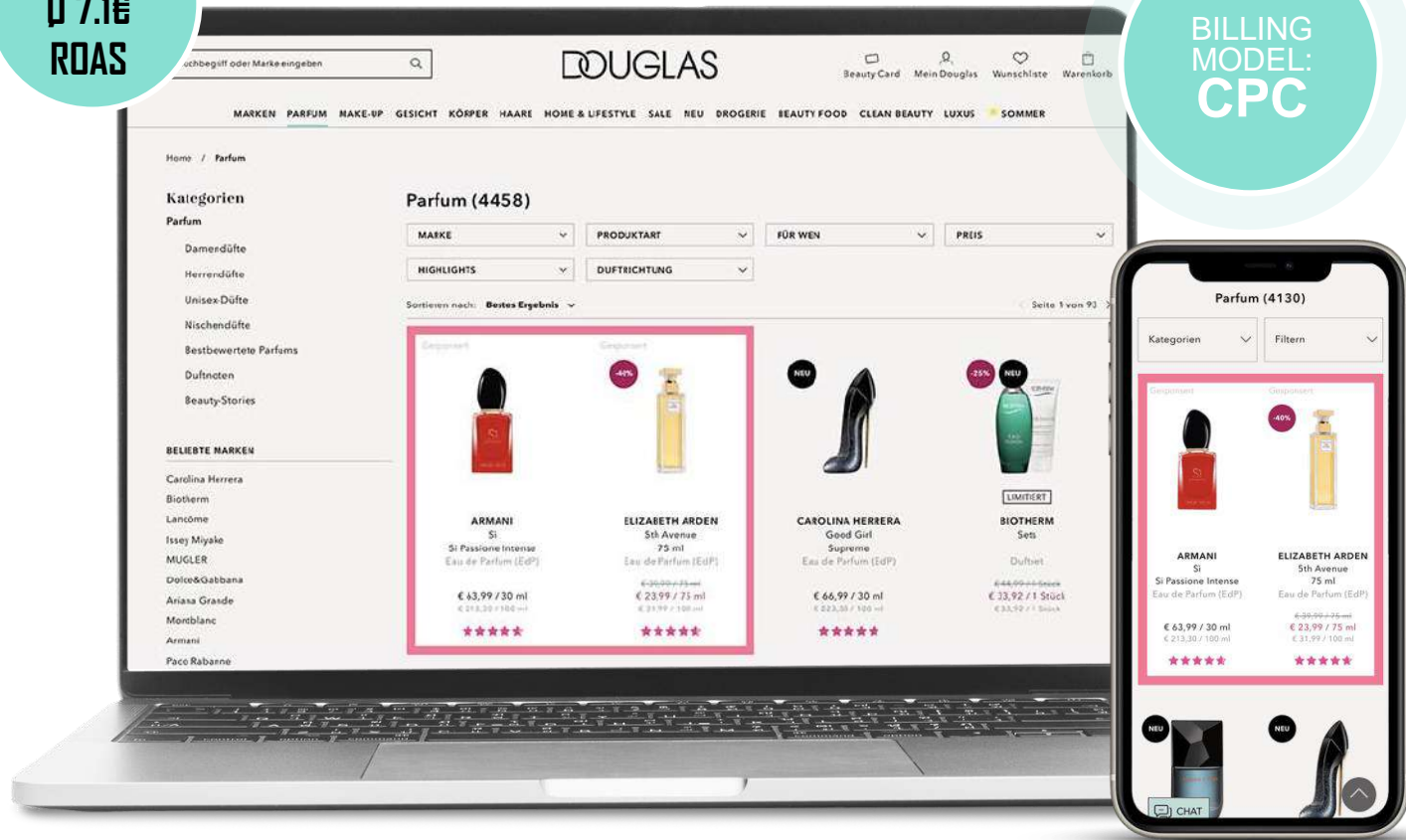
SHARE OF VOICE BOOSTER

Stand out in front of your shoppers and drive demand in your favor. Raise share of wallet and box-out competition



SALES DRIVER

Reaching high intent customers who are searching for products and driving them to your product page. Display of SPAs based on a bidding procedure & relevant category- or product related keywords



Sponsored product ads (SPA) help you to significantly increase the visibility of individual products onsite on **douglas.de**. Potential Customers see them such as first rankings in search results or on top of category pages.

PROOF OF CONCEPT | ON-SITE

MANY CLIENTS PROFIT FROM SUCCESSFUL ON-SITE SPA CAMPAIGNS

LANCÔME
Dior
BECCA
MAC
YVES SAINT LAURENT
sisley
PARIS
benefit
BABOR
Too Faced
bareMinerals
ARMANI
HUMI
GIVENCHY
Abercrombie
& Fitch
RITUALS...
SHISEIDO
DOLCE & GABBANA
KORA
ck

ROAS AVERAGE PER CATEGORY



FRAGRANCES



FACE



BODY

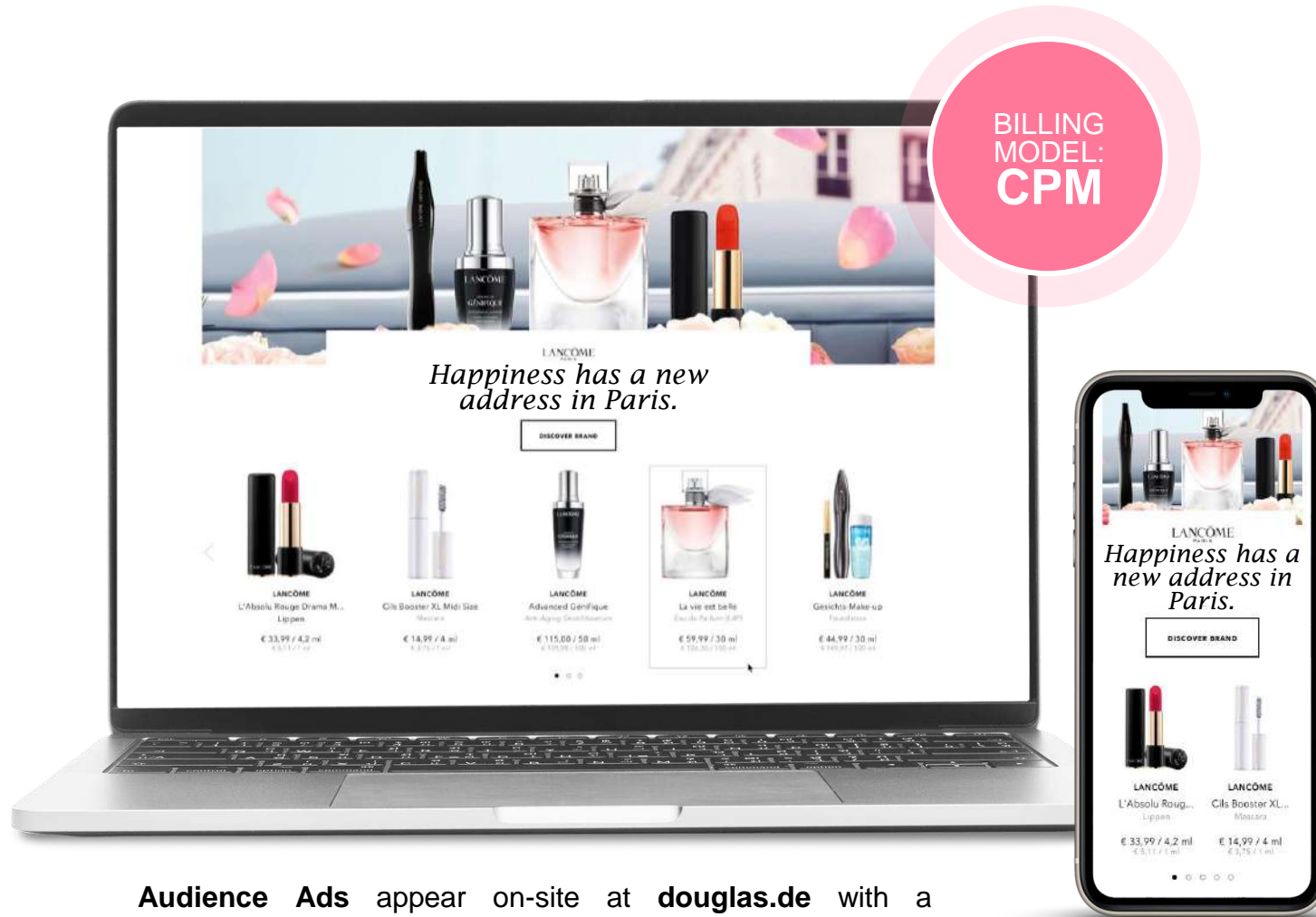


HAIR



MAKE UP

AUDIENCE ADS: PERSONALIZED DISPLAY ADS WITH PREMIUM TARGETING



BILLING MODEL: CPM



AWARENESS DRIVER

Placement on category overview pages and on the homepage. Targeting on relevant users only allows for awareness creation within the desired target group



LAUNCH TOOL

Inspire users with your product news and innovations exactly where they are and become top of mind



CTA

CONSIDERATION BOOSTER

Catch user interest in the moment of truth and drive them to your product detail page

TRIGGER AWARENESS & CONSIDERATION AT THE DIGITAL POS

Audience Ads appear on-site at **douglas.de** with a contextual regard to the shopping behavior and preferences. Our data-based audience ads enable you to address the right customers with relevant messages.

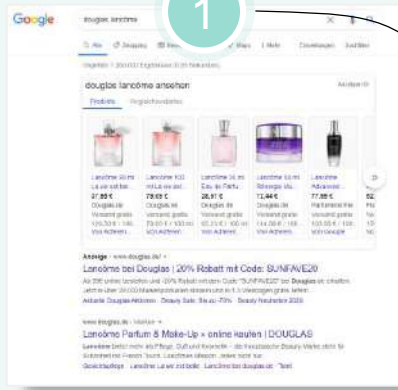
EXEMPLARY USER JOURNEY: WHEREVER YOYO GOES, WE FOLLOW HER AND CATCH HER



YOYO
„I want to buy a specific product and always look forward to new inspiration“

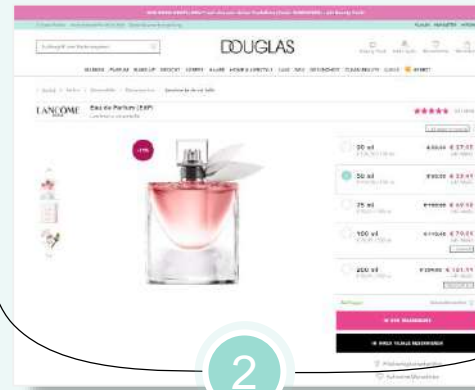
Each journey creates follow-up data which can be used efficiently again.

Searches for Lancôme on Google



1

She reaches the La Vie est belle PDP after she clicks



2

Leaves PDP to browse for more new products in the Make-up category



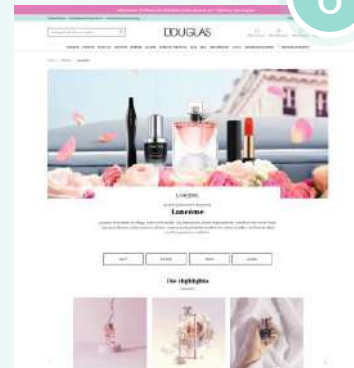
3

4

Gets re-targeted with the La Vie est belle Audience Ad while browsing for other products

Leaves & returns during Singles' Day

Reaches the Lancôme Brand Room after a click on the ad



6

Directly enters Douglas via homepage



5

Leaves the shop & returns 1 week later

Purchases La Vie est Belle & Hypnôse Mascara

7

and gets re-targeted with a Lancôme Audience Ad, showcasing various top sellers

THE BEAUTY TESTER PROGRAM IS A MATCH MAKER

A FREEBIES-FREE COMMUNITY RECRUITED 100% OUT OF OUR CRM CUSTOMERS



We generate qualitative product ratings by selecting the most qualified testers out of our CRM data pool of 9 million beauty experts*



We are the match-maker between brands and consumers: based on their brand- and category preferences and purchase behaviour we can find the perfect tester for every beauty product.



Thus we help brands to create user-generated content on the place to be: The product detail page. For a long term positiv halo effect on conversions.

DOUGLAS BEAUTY TESTER

at a glance



Reach qualitative tester

Targeting

Tester recruitment is based on **real shopper data** via a dedicated CRM Newsletter.

No divergent loss. No guessing.

Include **knock-out questions** to find your **perfect match!**



“ Tolle Mascara, Natürlich lange Wimpern
Erst seid ein paar Tagen im Gebrauch und gar nicht mehr wegzudenken. Was mir sehr gefällt ist das man mehrmals die Wimperntuschen kann und trotzdem keine klumpigen Wimpern hat. Die werden schön lang und natürlich definiert. Definitiv weiterzuempfehlen.

Frau, 25-29 Jahre ”

“ Klasse Produkt!

Ich persönlich habe immer wieder mit verschiedenen Wimperntuschen Schwierigkeiten. Meine Kontaktlinsen mögen diverse Produkte leider nicht. Diese Maskara ist klasse. Bin sehr zufrieden und die Augen freuen sich♡.

Frau, 40-49 Jahre ”

70-80%

of testers leave a **review**

Generate Ratings & reviews

E-Com Push

Authentic reviews on the product detail page to increase trust & push on sales

Syndication of reviews to Douglas AT, CH and Parfumdreams.



Ask up to 10 questions about your products to your dedicated test group to learn from user experiences and derive marketing claims.

Test & Learn

Consumer insights

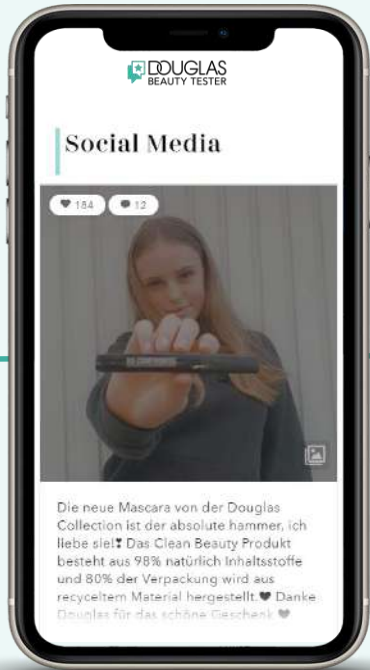


DOUGLAS BEAUTY TESTER

at a glance

Extend the usable content

Long term SEO effect



Word-of-mouth-effect

Social Buzz

We recruit testers based on IG activity to trigger posts, raise reach, and motivate word of mouth.



Test results (ratings, verbatims, survey results, trust seal) amplify your message and can be extended onsite and offsite e.g., for native advertising.



Content test result page stays for a lifetime with positive SEO effect.

Media & marketing boost

Amplify your results with our Douglas Beauty Tester trust seal. Use it onsite and offsite as content extension.



Trust seal for authenticity

Content-page that lasts forever!

E-Com Push



Click me! DOUGLAS Marketing Solutions

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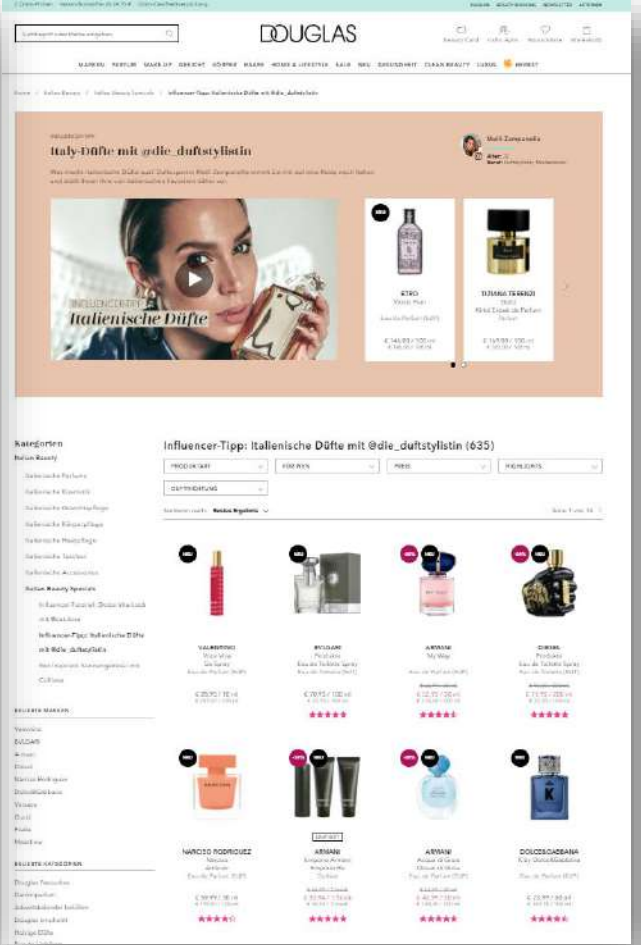
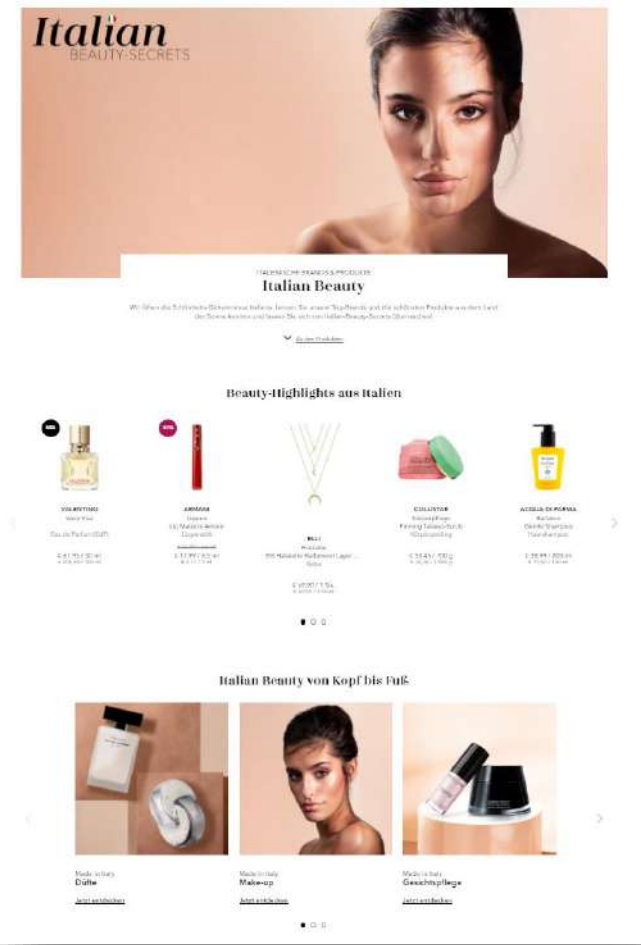
04

Q&A

CONTENT HUB THE HEART OF OUR CAMPAIGN

Italian Beauty Secrets

Our content hub is THE destination where website visitors will find branded, curated, and exclusively generated content related to our campaign concept. It will communicate on the overarching theme that we choose. This enables our website visitors to immerse on a digital journey to Italy and to explore the products of the selected brands.



Product Overview Pages covering Fragrances, Make-up, Face & Body Care, Hair Care as well as Home & Lifestyle brands and products

Beauty Influencer Stories for Fragrances & Make-up

Quick links to highlighted products in each category

Listing of more than 5.000 relevant Italian Beauty SKUs to browse

Large-scale, accompanying campaign with marketing and media measures to bring traffic into the theme world

Diverse Content Modules with Italian Beauty Secrets

EXTRACT OF PROMOTED BRANDS



SUMMARY

OVERVIEW & RESULTS

A **collaboration** between the **ITALIAN AGENCY FOR FOREIGN TRADE and DOUGLAS** to increase Awareness & Sales of Italian Beauty Brands at Douglas.de



01.10.2020 – 31.12.2020



ROI x
3,19

~ 5.000
SKUs

Italian
BEAUTY-SECRETS

INVEST

400.000 €

TOTAL
REVENUE

1.277.857 €

ORDER VALUE
CONTENT HUB

444.330 €

AD REVENUE
DIGITAL MEDIA

687.838 €

ORDER VALUE
NEWSLETTER

67.756 €

PAGE
IMPRESSIONS
CONTENT HUB

220.857

VISITS
CONTENT HUB

145.375

CAMPAIGN
IMPRESSIONS
DIGITAL MEDIA

35.360.650

OVERVIEW RESULTS

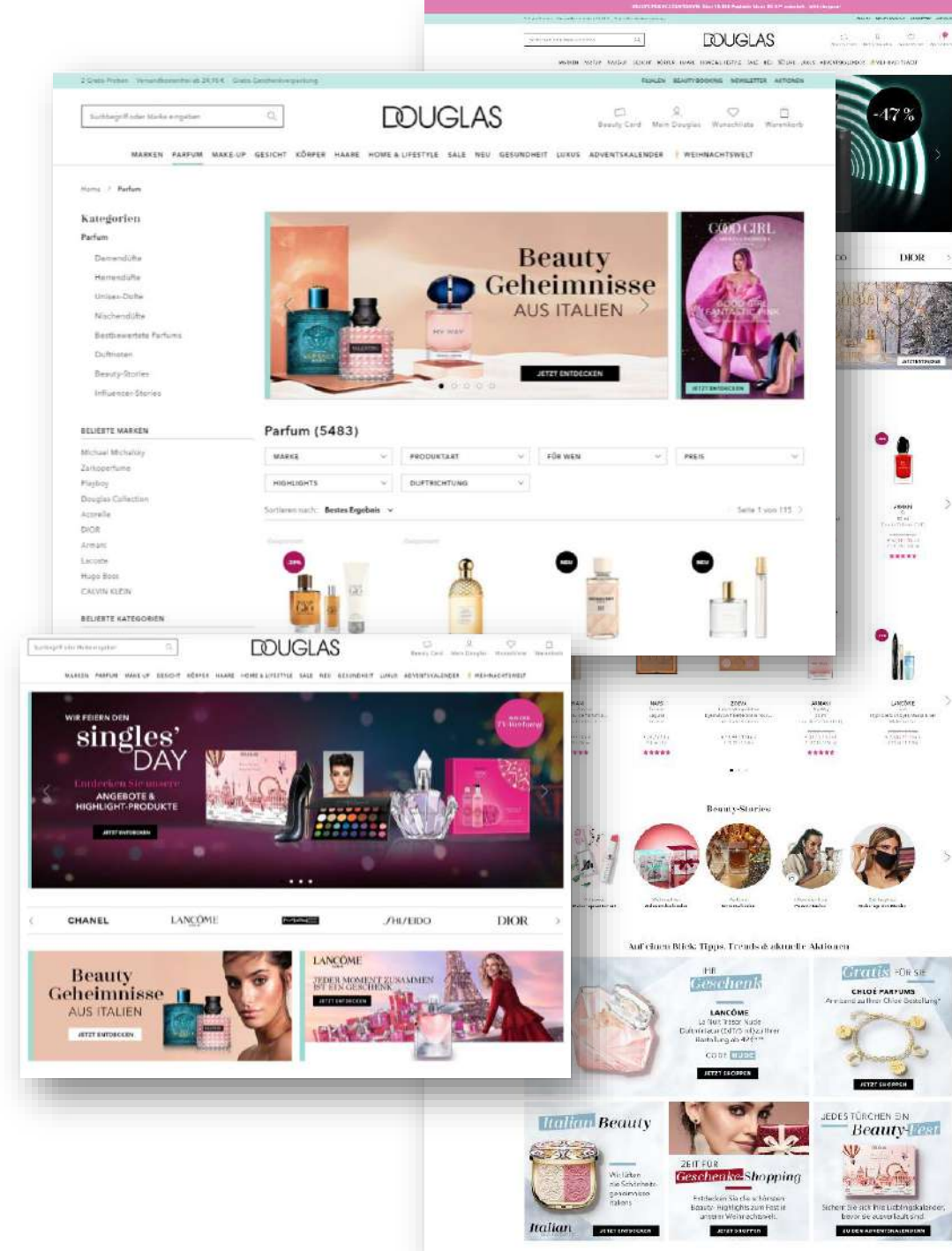
RESULTS PER TOUCHPOINT

| | Page Impressions | Visits | Value Price List | Order Value |
|--------------------|------------------|----------------|---------------------|------------------|
| Content Hub | 220.857 | 145.375 | 150.000,00 € | 444.330 € |
| Main | 101.861 | 64.198 | | 146.588,60 € |
| Fragrances | 39.598 | 24.856 | | 131.422,04 € |
| Make-up | 7.546 | 4.542 | | 18.245,18 € |
| Skincare | 6.533 | 4.754 | | 7.506,41 € |
| Body Care | 2.551 | 1.863 | | 5.298,99 € |
| Hair Care | 2.941 | 2.384 | | 7.463,99 € |
| Sun Care | 1.099 | 900 | | 5.699,97 € |
| Bags | 15.908 | 12.091 | | 16.163,11 € |
| Accessories | 22.487 | 16.340 | | 20.414,87 € |
| Beauty Stories | 2.079 | 1.296 | | 18.709,55 € |
| Influencer Stories | 18.254 | 12.151 | | 66.817,03 € |

| | Ad Impressions | Clicks | Ad Spend | Ad Revenue |
|-----------------------|-------------------|----------------|---------------------|---------------------|
| Digital Media | 35.360.650 | 209.575 | 217.051,20 € | 765.770,88 € |
| Audience Ads | 751.789 | 3.909 | 11.250,00 € | 160.762,50 € |
| Sponsored Product Ads | 8.711.427 | 27.617 | 15.027,46 € | 68.469,34 € |
| Social Ads | 8.819.476 | 60.854 | 72.247,00 € | 363.908,85 € |
| Display Ads | 10.367.808 | 48.729 | 43.751,00 € | 48.994,72 € |
| Google Search | 6.710.150 | 68.466 | 74.775,74 € | 123.635,47 € |

| Newsletter | Recipients | Clicks | Value Price List | Order Value |
|-------------------|------------|--------|------------------|-------------|
| 2x CRM Newsletter | 624.372 | 46.516 | 200.000,00 € | 67.756,00 € |

| | | |
|---------------------|---------------------|-----------------------|
| Total Invest | 400.000,00 € | 1.277.856,62 € |
| ROI | | 3,19 € |



AUDIENCE ADS

DIGITAL MEDIA



12.10.2020 – 31.12.2020



Ad Spend:
11.250 €



Ad Revenue:
160.762,50 €



Ad Impressions:
751.789



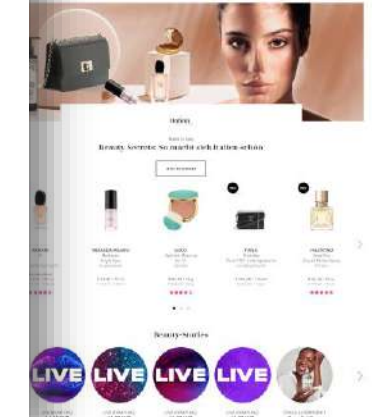
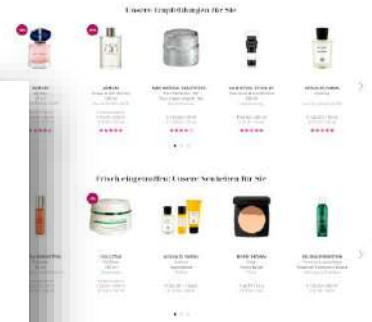
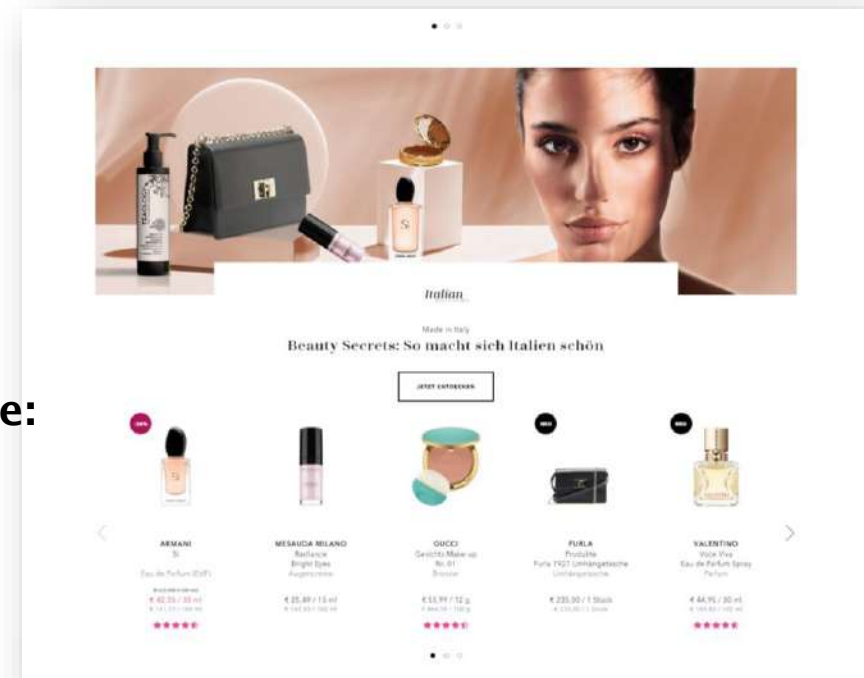
Conversion Rate:
13 %



Click-Rate:
0,52 %



ROAS:
14,29 €



SPONSORED PRODUCT ADS

DIGITAL MEDIA



01.10.2020 – 31.12.2020



Ad Spend:
15.027,46 €



Ad Revenue:
68.469,34 €



Ad Impressions:
8.711.427



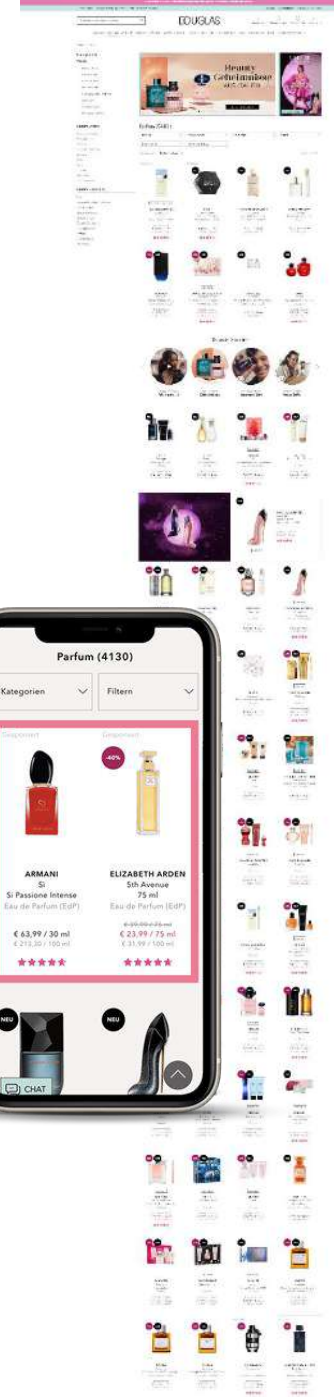
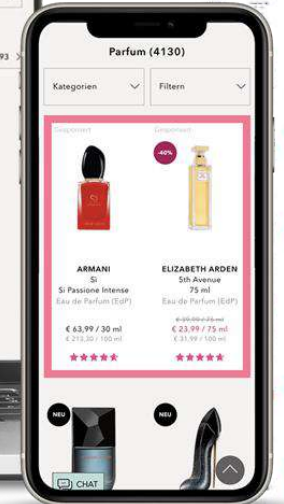
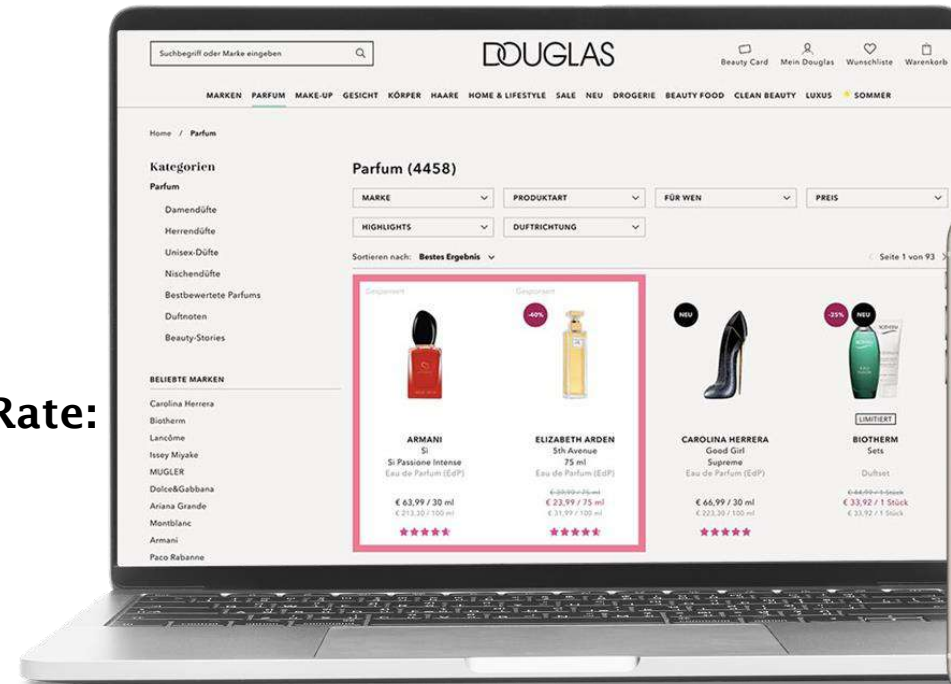
Conversion Rate:
5,1 %



Click-Rate:
0,32 %



ROAS:
4,56 €



SOCIAL ADS

DIGITAL MEDIA



12.10.2020 – 06.12.2020



Ad Spend:
72.246,89 €



Ad Revenue:
363.908,85 €



Ad Impressions:
8.819.476



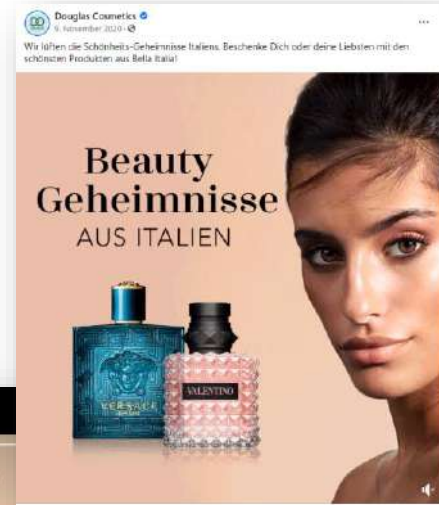
Conversion Rate:
15,4 %



Click-Rate:
0,69 %



ROAS:
5,04 €



GET TO KNOW DOUGLAS

OUR AGENDA FOR TODAY



01

Strategy

Who we are
Platform strategy
Facts & figures



02

Retail Media

The value proposition
Campaign report "Italian beauty secrets"



03

Listing

Direct purchasing
marketplace

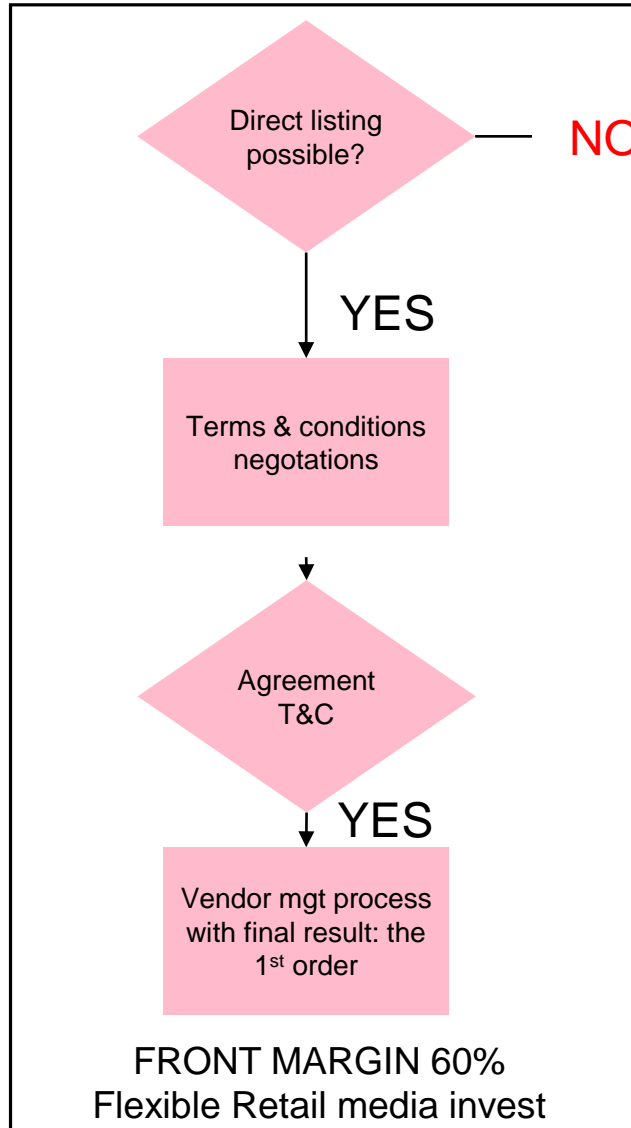
3 WAYS TO GET ONBOARD WITH DOUGLAS

Catman
direct listing

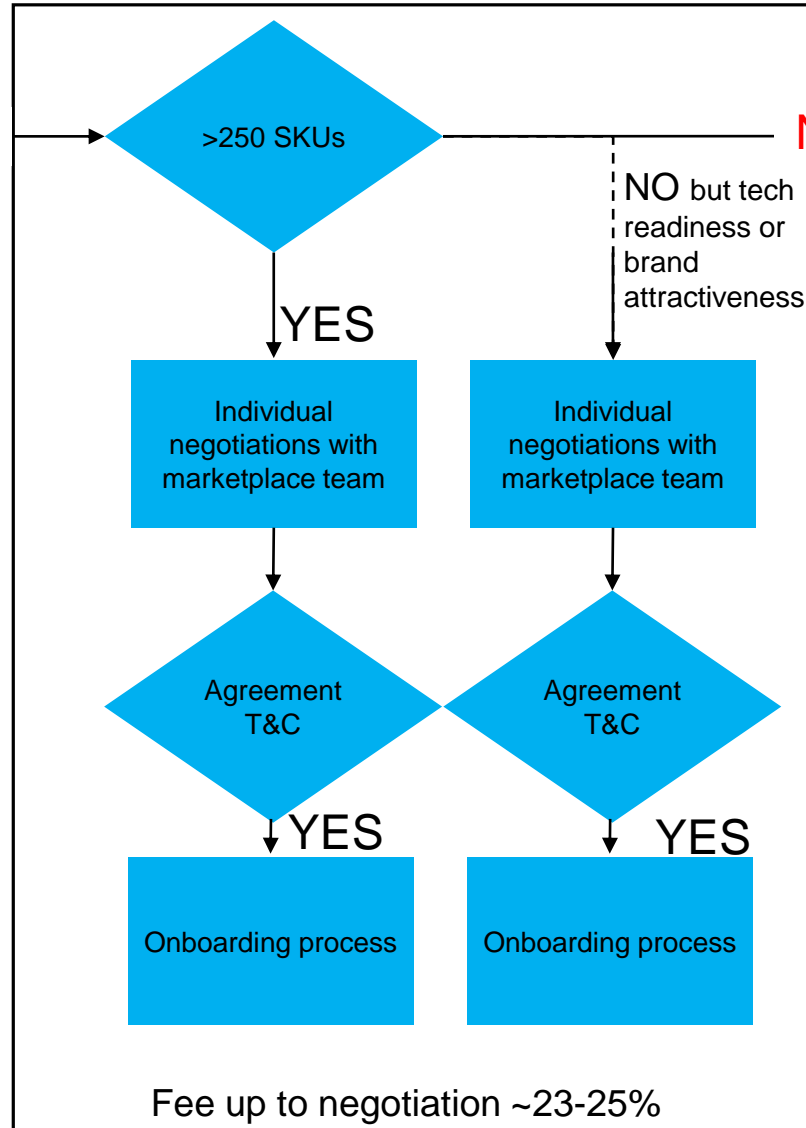
Marketplace Team

Enabler
marketplace

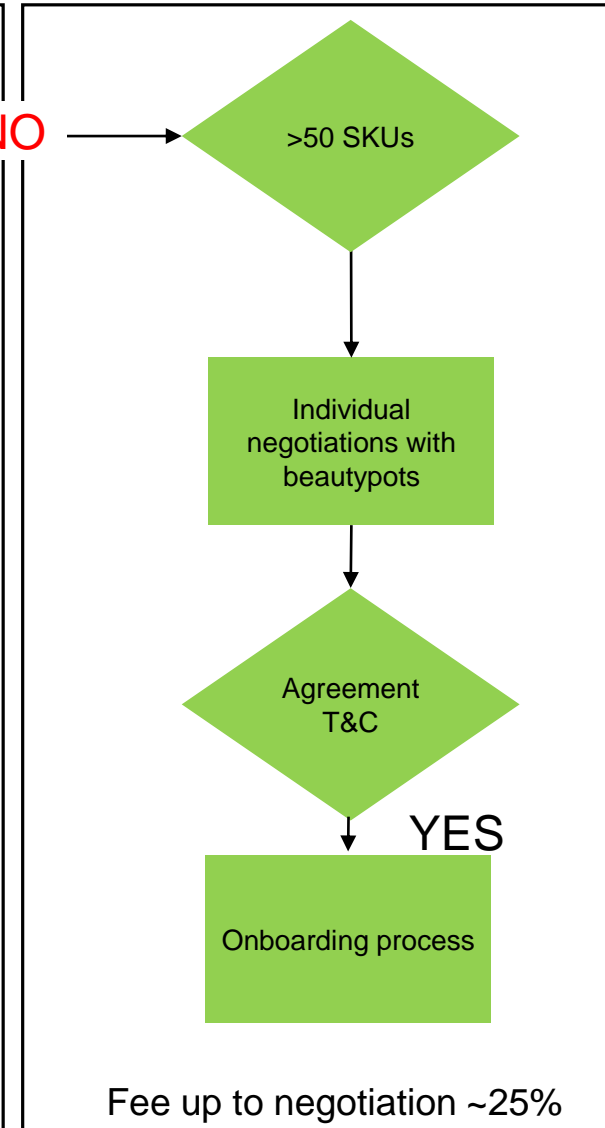
DIRECT PURCHASING



MARKETPLACE DIRECT



MARKETPLACE indirect via enabler



STEP 1: SEND YOUR BRAND PRESENTATION AND FILL OUT THE BRAND OVERVIEW

Brand Moodboard: place pictures of your brand and hero here

Background/USP

- xxx

Explanation: Please provide bullet points of your **unique selling point** – what makes your brand different from others? What are the key advantages of your products? (e.g. cruelty-free, years of experience, social hype).

Assortment

- Number of SKUs: xxx
- Hero products: xxx
- Average price: xxx €
 - RRP Key product 1: xxx €
 - RRP Key product 2: xxx €
 - RRP Key product 3: xxx €

Distribution

- Current distribution: xxx
- Possible markets of Douglas : xxx
- Exclusivity possible: yes/ no
- Launch Timing: xxx

Explanation: What are your current retail partners? Where are your products sold on/offline? Which Douglas markets would you like to enter?

Customer/Market

- Customer profile: xxx
- Competitors: xxx
- Instagram followers: xxx
- Press highlights: xxx

Explanation: What is your target group? (e.g. Millennials, Traditionals, Premium, Pragmatic, Beauty Enthusiasts). Naming your competitors helps us benchmark your brand in the right category Please provide your follower numbers in both channels and special awarding's/ press highlights.

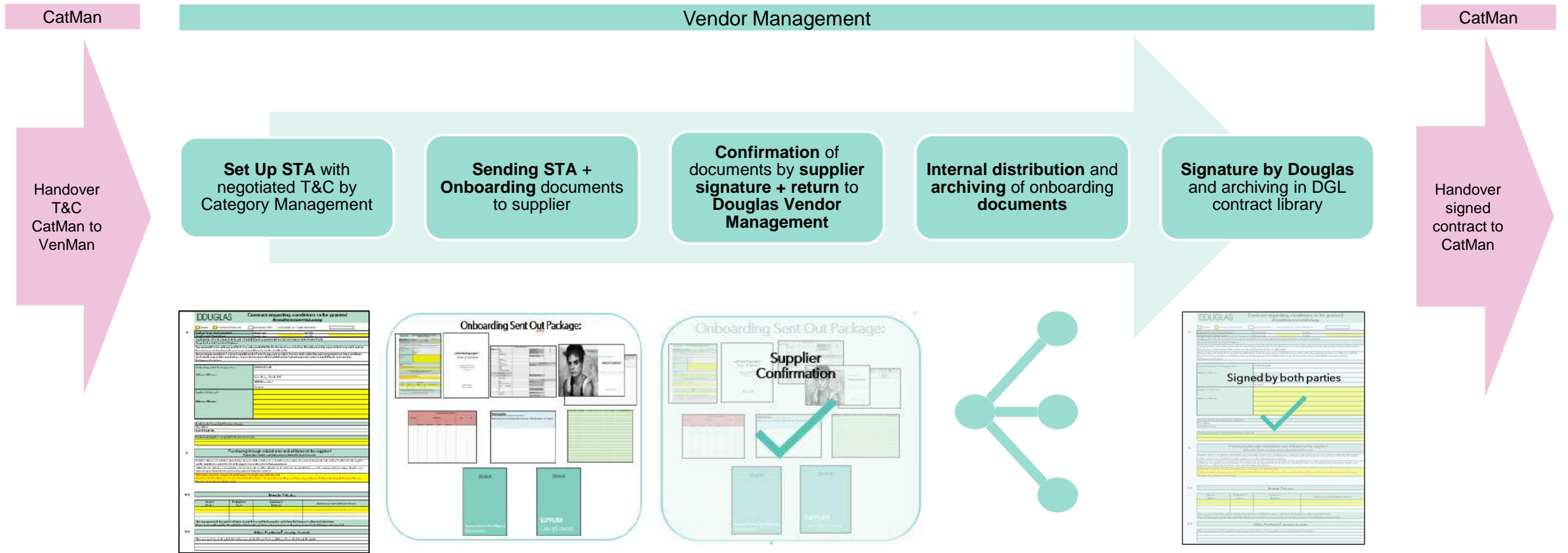
Terms

FM: 60%, PT: 60 net, Returns: 100%

STEP 2: ALIGN ON TERMS AND CONDITIONS

| T&C | |
|----------------------------|--|
| Contract Period | From XX.XX.2021 To XX.XX.2022 (Trial Period first 6 months) |
| Supplier Name + Address | |
| Brand | |
| Country Scope | All countries (incl. PD/Niche Beauty?) |
| Type of Contract | <input type="checkbox"/> Standard <input type="checkbox"/> E-Commerce/Online Only |
| Front-Margin net* | 60% |
| Payment Terms + Method | 60 days / 3% discount Discount on Invoice: |
| Marketing | 10% of sell in for marketing investment provision of brand/product information (f. e. training material) in national languages Refund or Discount on Invoice Period: Quarterly |
| CAPEX + OPEX** | 100% supplier-funded |
| Eurodelkredere | 1,5% sell in |
| Return Allowance + Process | 100% supplier-funded <input type="checkbox"/> Pick up by contractual partner <input type="checkbox"/> Destroy by DOUGLAS |
| Tester | Testers provided as needed (DIF, destroy in field) |
| Logistics | Cross Docking Centers/ DDP |
| Exclusivity | <input type="checkbox"/> Yes: x months <input type="checkbox"/> No |
| Order | EDI: Yes/No / Case Pack Units (VPE): X / Minimum Order Value: X / Binding Pack Sizes: Y/N / Order Rythm (Weekly/Monthly) |

STEP 3: START PROCESS WITH VENDOR MANAGEMENT



DOUGLAS MARKETPLACE IS AN EXCLUSIVE PARTNER PROGRAM, INTEGRATED IN OUR SHOP

Marketplace Team

Douglas Services



Partner Conditions

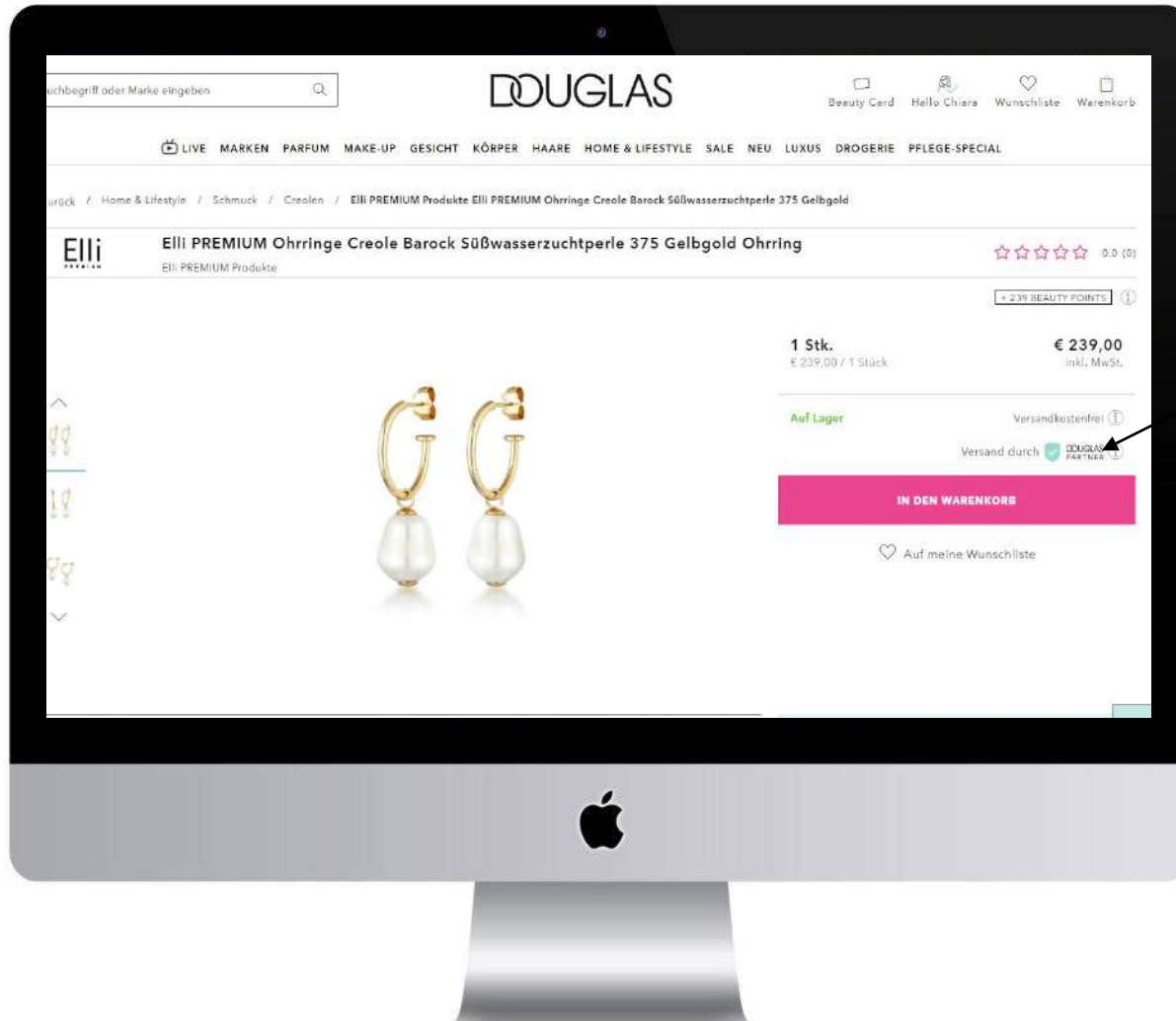
- ✓ **Closed Marketplace** → Partner Program
 - ✓ No open marketplace, no price fight
- ✓ Only **one item** a time visible to customer; Same presentation as own products
- ✓ **Easy data mapping** via Mirakl/Aggregator
- ✓ 1st level **customer service support**
- ✓ Douglas is the seller and takes **payment risk**
- ✓ Traffic acquisition and **onsite marketing**
- ✓ **Key Account contact**
- ✓ **Integration in less than 4 weeks**
- ✓ **Marketplace available in DE, FR, PL, AT**
 - ✓ NL and IT coming up soon

- ✓ Partner guarantees delivery-free fulfillment, **1-3 days delivery** by DHL in Germany
- ✓ **Free return**, providing return label
- ✓ Basic parcel packaging (no call to action)
- ✓ **Technical readiness** by API or Aggregator
- ✓ German content; Follow Douglas **content and data rules**
- ✓ **Customer Service contact** for 2nd level

DOUGLAS PARTNER PROGRAM – CORE PROCESSES

| PROCESSES | DOUGLAS | PARTNER |
|----------------------------|---------|---------|
| Traffic Acquisition | ✓ | |
| Onsite Marketing | ✓ | |
| Inventory | | ✓ |
| Pricing | ✓ | |
| Payment Process | ✓ | |
| Invoice | ✓ | |
| Fulfillment | | ✓ |
| Customer Service 1st level | ✓ | |
| CRM | ✓ | |

PARTNER PRODUCTS ARE LABELLED ON PDP AND CHECKOUT WITH INFO ABOUT EACH PARTNER



DIE DOUGLAS PARTNERPRODUKTE



DOUGLAS PARTNER Noch mehr Auswahl, noch mehr Marken - dank Partnerprodukten

Partnerprodukte werden von unseren Partnern in einer **separaten Lieferung** direkt an Sie verschickt. Hierdurch entstehen **keine zusätzlichen Kosten** für Sie. Sie kaufen weiterhin wie gewohnt bei douglas.de ein.

Dieses Produkt wird Ihnen von unserem Partner **JULIE & GRACE** geschickt.

Bitte beachten Sie:

- Bestellungen, die Partnerprodukte enthalten, werden mit DHL-Standardversand verschickt
- Gratis-Proben können nur einem Paket beigelegt werden, das direkt von Douglas verschickt wird

Für alle Partnerprodukte gilt wie gewohnt:

- ✓ Kostenloser Versand ab € 24,95
- ✓ Schnelle Lieferung in 2-4 Werktagen
- ✓ Kostenfreie Retoure
- ✓ Douglas Kundenservice als erster Ansprechpartner
- ✓ Wertvolle Beauty Points sammeln

WHO TO CONTACT IF YOU ARE INTERESTED IN COLLABORATION?

DIRECT PURCHASING

Skincare
c.jeremias@douglas.de

Makeup
a.zimmermann@douglas.de

Fragrances
c.krieg@douglas.de

MARKETPLACE DIRECT

l.diericks@douglas.de

MARKETPLACE ENABLER

Marketplace Experts
Felix Schneider
integration@marketplace-experts.biz

***Thank
you***
for your
attention

Wanna know
more?
Follow us on
linkedin

