

hello!

# international marketplace

[falabella.com](https://falabella.com)



hello!

# from latin america to the world

we are one of the largest retailers in latin america,  
with presence in **7 countries**

**+265 m**  
annual transactions

**+14,600 bn**  
usd sales ltm

**+180 m**  
monthly visits  
to our e-commerces

**503/46**  
stores /  
shopping centers

**+149 m**  
visits ltm to our  
shopping centers

**+30 m**  
latam clients

**+12 m**  
cmr members in  
latam

**+89 k**  
falabella group  
collaborators



**falabella.com**

**SODIMAC**

**LINIO**

*falabella.*

**TOTTUS**  
PARA LA VIDA DE HOY

**mallplaza**

**HOMY**  
Diseño para todos

**Seguros Falabella**





**Banco Falabella**  
Hablamos mirándote a los ojos

**IMPERIAL**  
El especialista para especialistas

we are one of the **biggest e-commerce** in **chile, peru and colombia**, with presence **mexico**

4

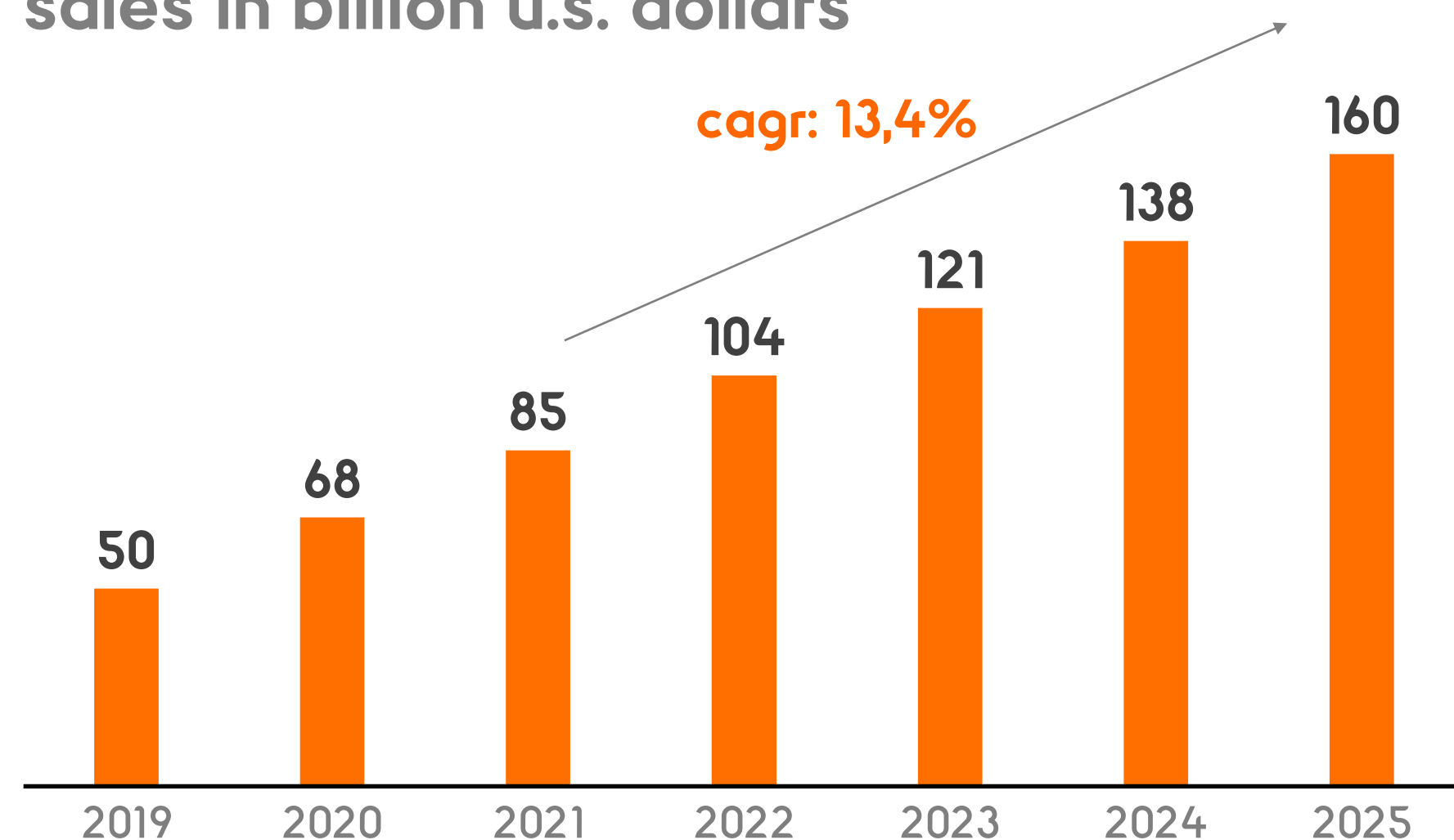
markets opportunities

country	estimated population	2021 gdp (usd)	population with internet access
mexico 	129 m	1.300 bn	60%
colombia 	51 m	353 bn	65%
perú 	33 m	244 bn	60%
chile 	19 m	314 bn	82%
	<b>+232 m</b>	<b>+2,211 bn</b>	



# great potential for **growth in sales:** cagr of 13.4% in the next 4 years

sales in billion u.s. dollars



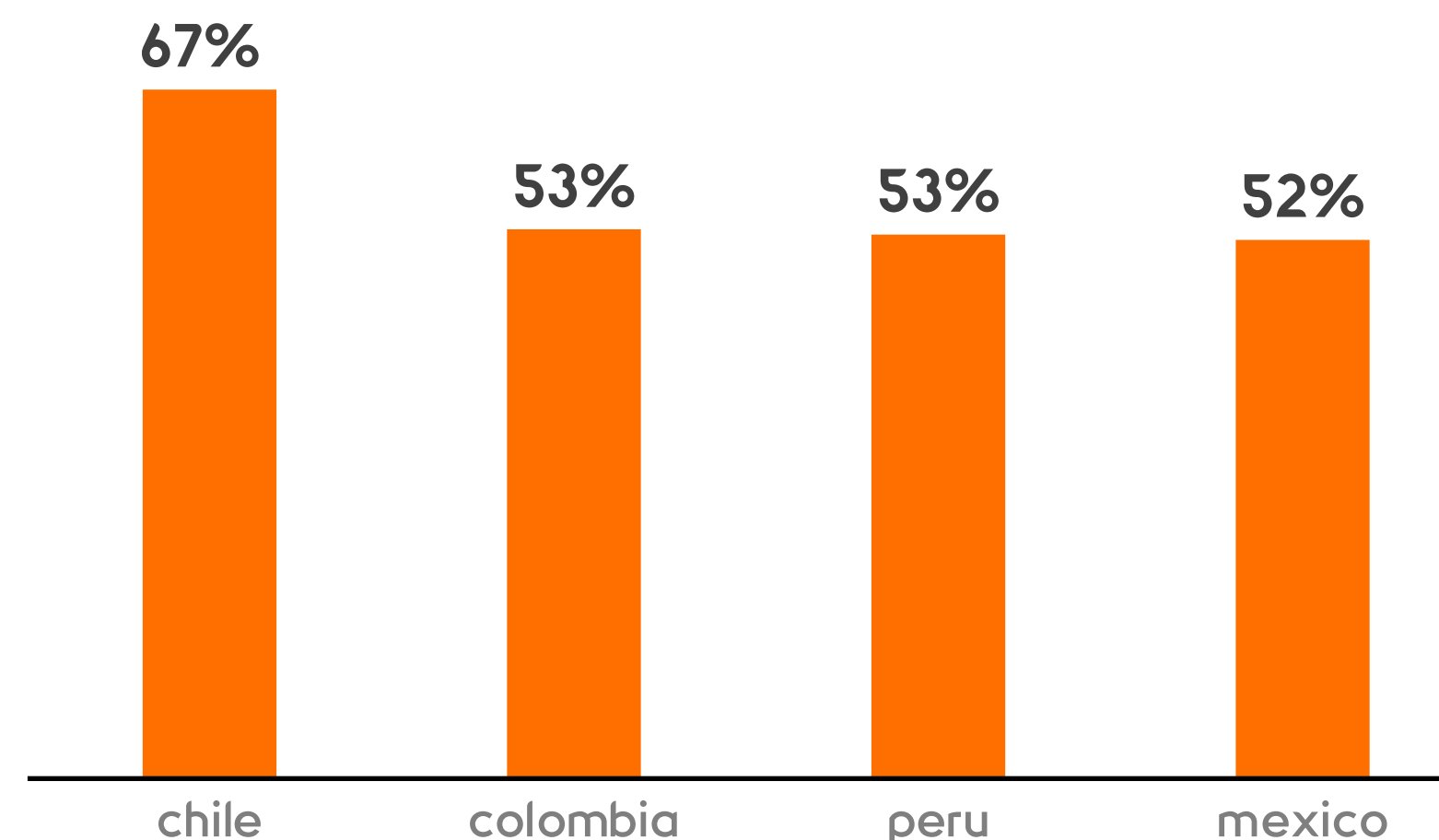
source: fidelity. morgan stanley, feb 2021

**sales growth of usd 75 bn**  
expected between 2021 and 2025



covid accelerated growth of e-shoppers:  
**chile was the country with the highest growth**

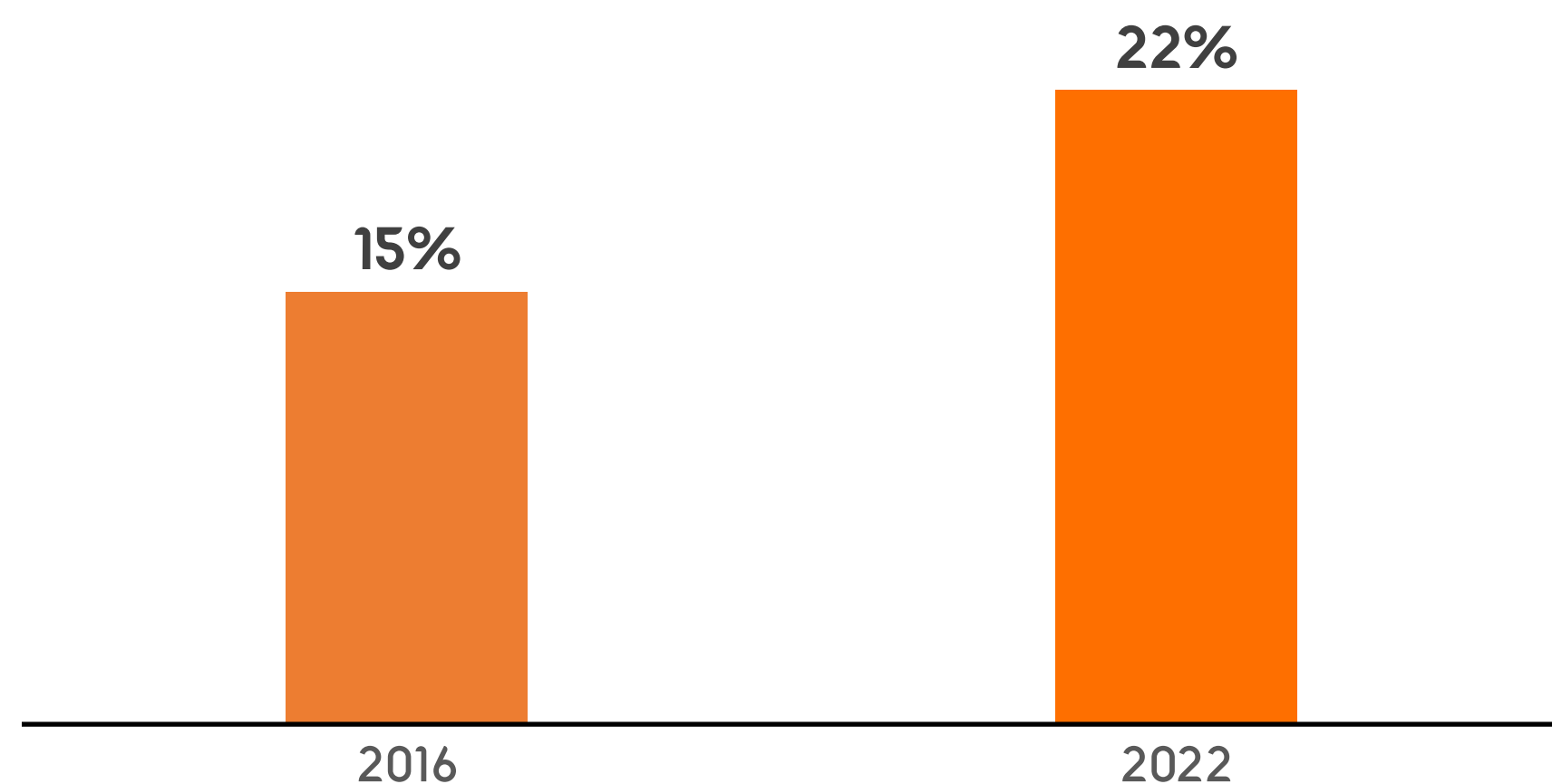
## growth of e-shoppers (covid-19) in 2020



source: mastercard. statista estimates. nov 2020

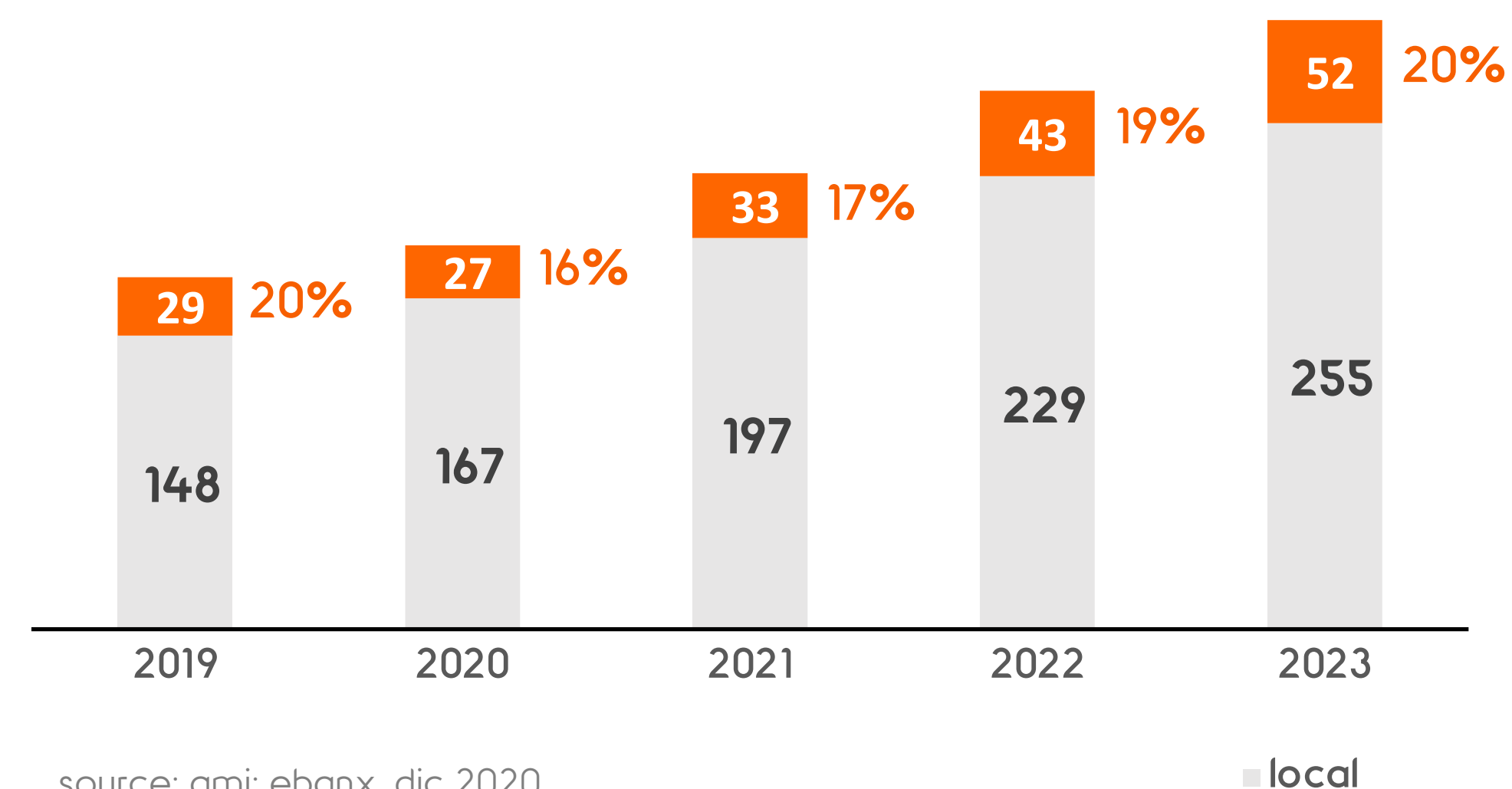
# international trade during 2022 will represent **+22% of total e-commerce business**

share of cross-border over total world e-commerce (%)



source: forrester reseach; dhl; practical ecommerce. feb 2019

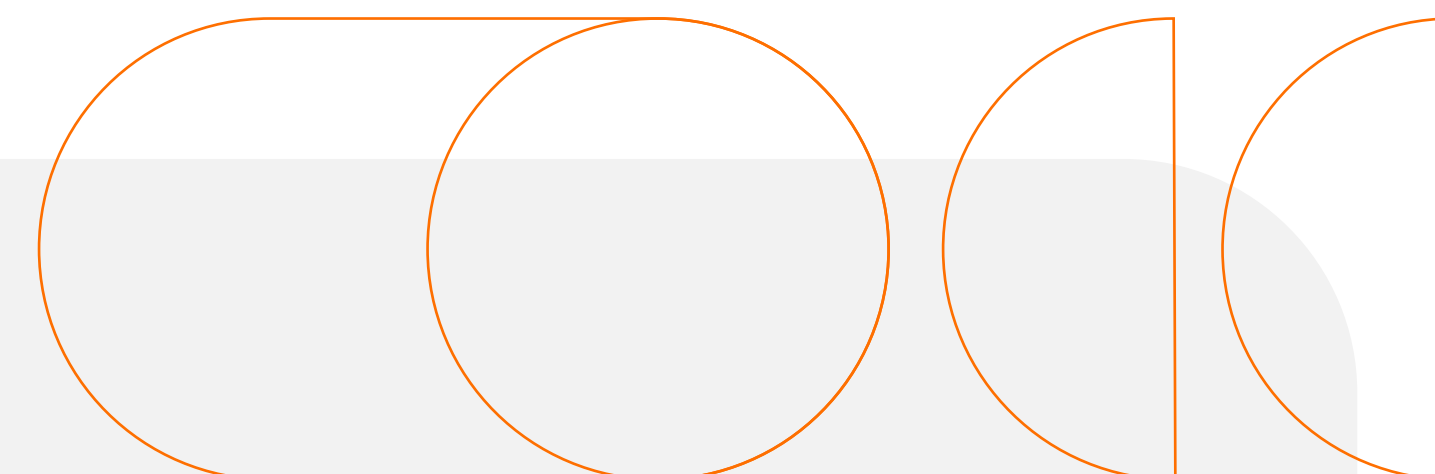
local & international share in latam (us. dollars bn)



source: ami; ebanx. dic 2020

19%

of cross-border participation in latam will represent **43 bn usd in sales during 2022**



our proposal

choose **falabella.com**  
to **grow your**  
**business in latam**



1

prestige and  
recognition

2

high traffic and  
exposure

3

omnichannel  
strategy

our proposal

choose falabella.com to grow your business in latam

# 1 prestige and recognition

more than **30 m clients in latam**  
and **12 m clients** participating in  
the **cmr loyalty program**

CMR  
Falabella



#1 market position



#1 market position



#4 market position



our proposal

choose falabella.com to grow your business in latam

## 2 high traffic and exposure

we offer an ecosystem of valuable and recurring clients

**+180 m**  
monthly visits



chile: +100 m



perú: +40 m



colombia: +30 m



méxico: +6 m

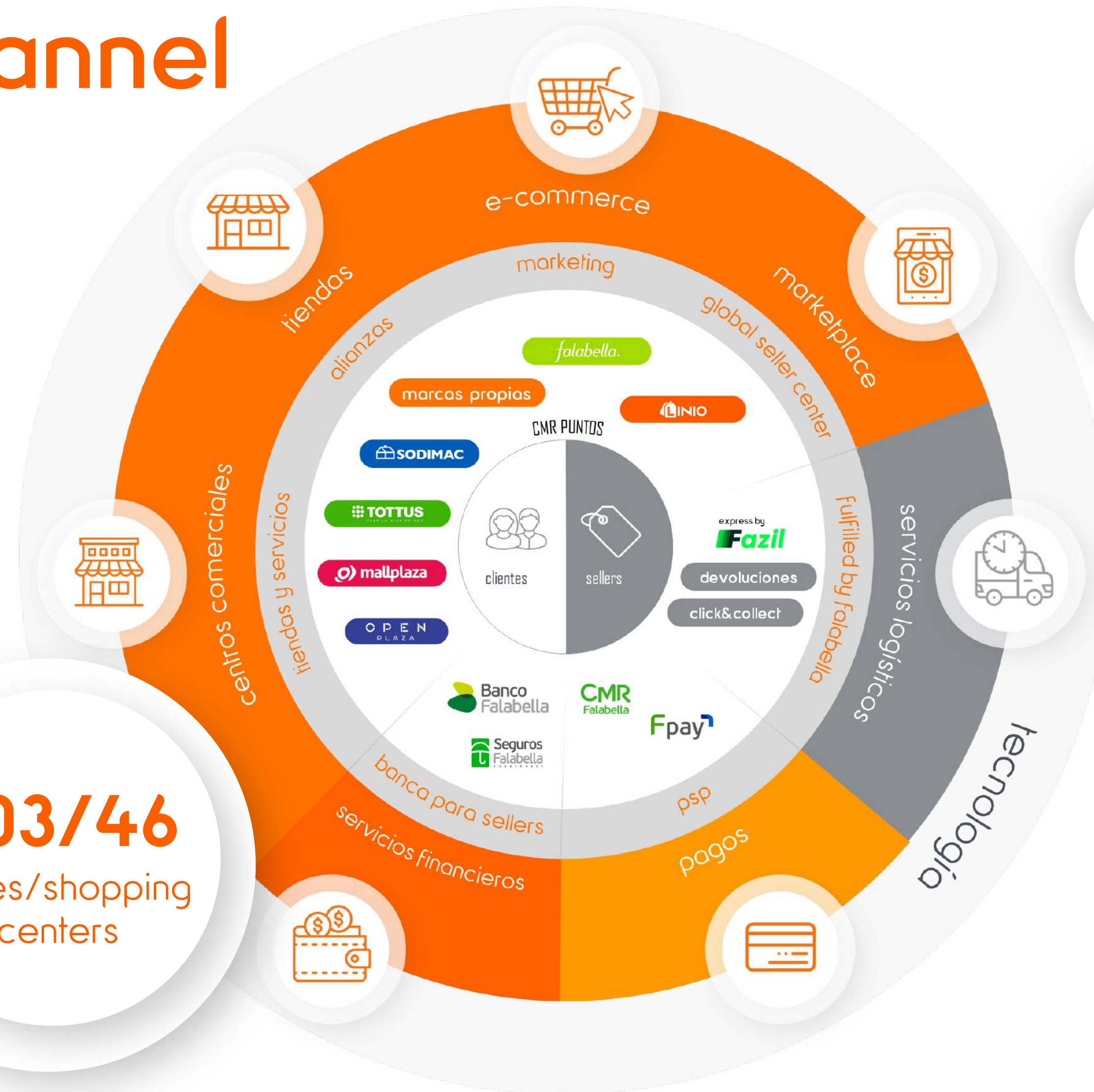




# 3 omnichannel

join us at this digital and physical ecosystem that **elevates our clients' experience to the next level**

**503/46**  
stores/shopping centers



## benefits:

- ✓ solution end to end
- ✓ fulfillment by falabella
- ✓ express delivery
- ✓ store opportunities

our proposal

choose falabella.com to grow your business in latam

# commercial window to capitalize **usd 104,000 m** **in sales** projected in the región by 2022

## today's scenario



company that leads the international marketplace business in the group

4

markets

+2 m

monthly visits

+7 m

products

+15 m

active clients in chile, peru, colombia & mexico

## coming soon

**falabella.com**



+ 14,000 sellers around the world

4

markets

+180 mm

monthly visits

+8 m

products

+30 mm

active clients in chile, peru, colombia & mexico

# LINIO

Prepárate para **NAVIDAD**  
¡Ofertas imperdibles!

[VER MÁS](#)

NUEVAS FRAGANCIAS  
ENVÍO GRATIS a todo Chile\*

Hugo Boss Just Different EDT 125 ml  
~~\$69.990~~ **\$35.990**

Moschino I Love Love EDT 100 ml  
~~\$59.990~~ **\$33.990**

 **ENVÍO RÁPIDO** EN RM™ **-30%**  Productos desde **\$1.990**  Audio menos de **\$14.990**  Outlet **-50%**  Mejores calificados **-60%**  Lo buscas, lo encuentras **-60%**

# falabella.com





Por ser parte de **CMR puntos** tus compras desde **\$16.990** tienen **DESPACHO GRATIS** en miles de productos

por una navidad distinta prefiere **emprendimientos locales** [¡ir a productos!](#)

**emprendedores destacados** [¡ir a conocerlos!](#)

JACINTA TENDA buffalo BESTIAS muka COQUETT  
copper OLGA RAY LUPESTRE Eye Mundo 3.0 Amable

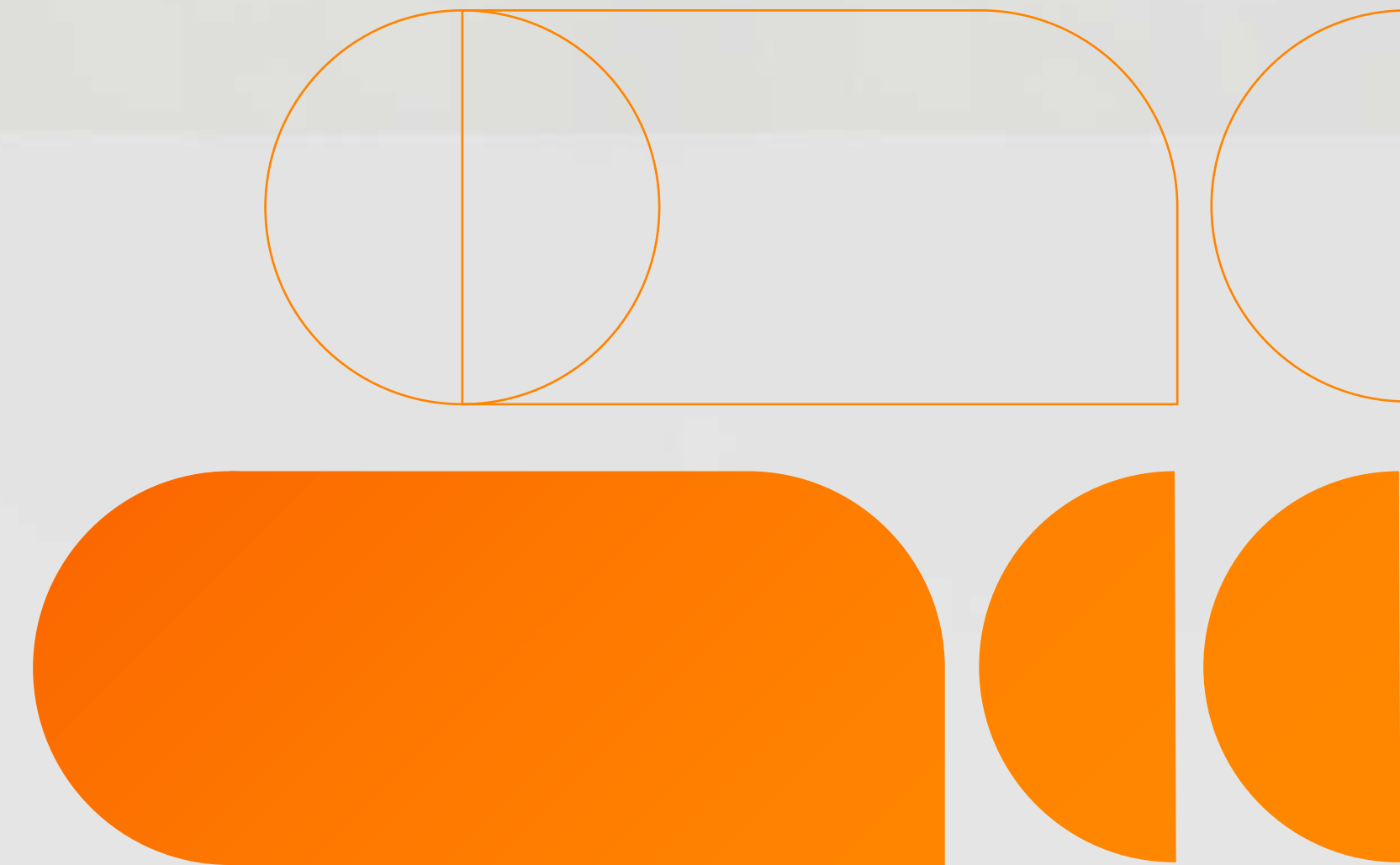
Te presentamos nuestras tiendas





# our operation



our operation

# seller center

a constantly evolving  
platform that will  
maximize your  
experience and  
management times

all the functionalities available  
in the blink of an eye!

- ✓ create your products
- ✓ manage your inventory
- ✓ manage your sales and orders
- ✓ check your sales statements
- ✓ analyze the key metrics of your business performance

api available to help the management of your sales, prices,  
inventory and administration of your clients' orders

our operation

**fulfillment solutions:**  
logistics that meet the  
needs of our clients and  
sellers

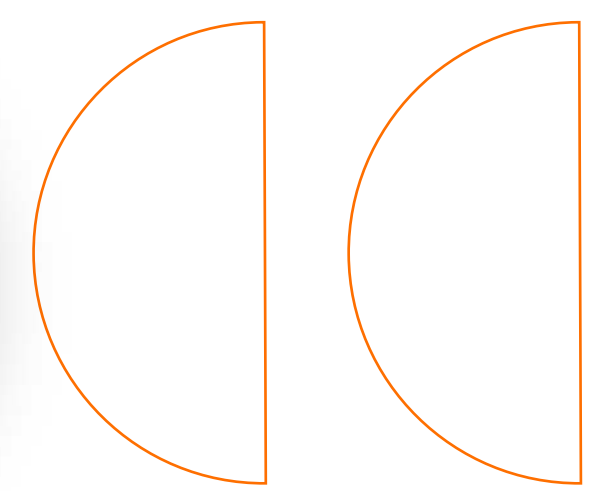
1

**drop shipping**

2

**fulfillment center miami**

# drop shipping:



confirm and pack your order

logistics provider receives your order

delivery to consumer

once you receive a new sale, you will have **2 days to confirm your order** on seller center (sc)

you can download the shipping label and commercial invoice to prepare your sale

the logistics operator will pick up the packages from your warehouse

you must leave the packages at the post office

 **express delivery**

 **postal delivery**

 **lead time: 6-8 business days**

 **lead time: 10-12 business days**

we track the order and ensure to provide our consumers information regarding **order status**

**our client will be receiving their international purchase at their doorstep!**

# fulfillment center miami

## benefits



### flexibility

you can focus on your business strategy, we take care of the rest



### better delivery times

merchandise stored in miami allows us to improve delivery lead times, guaranteeing a superior level of service



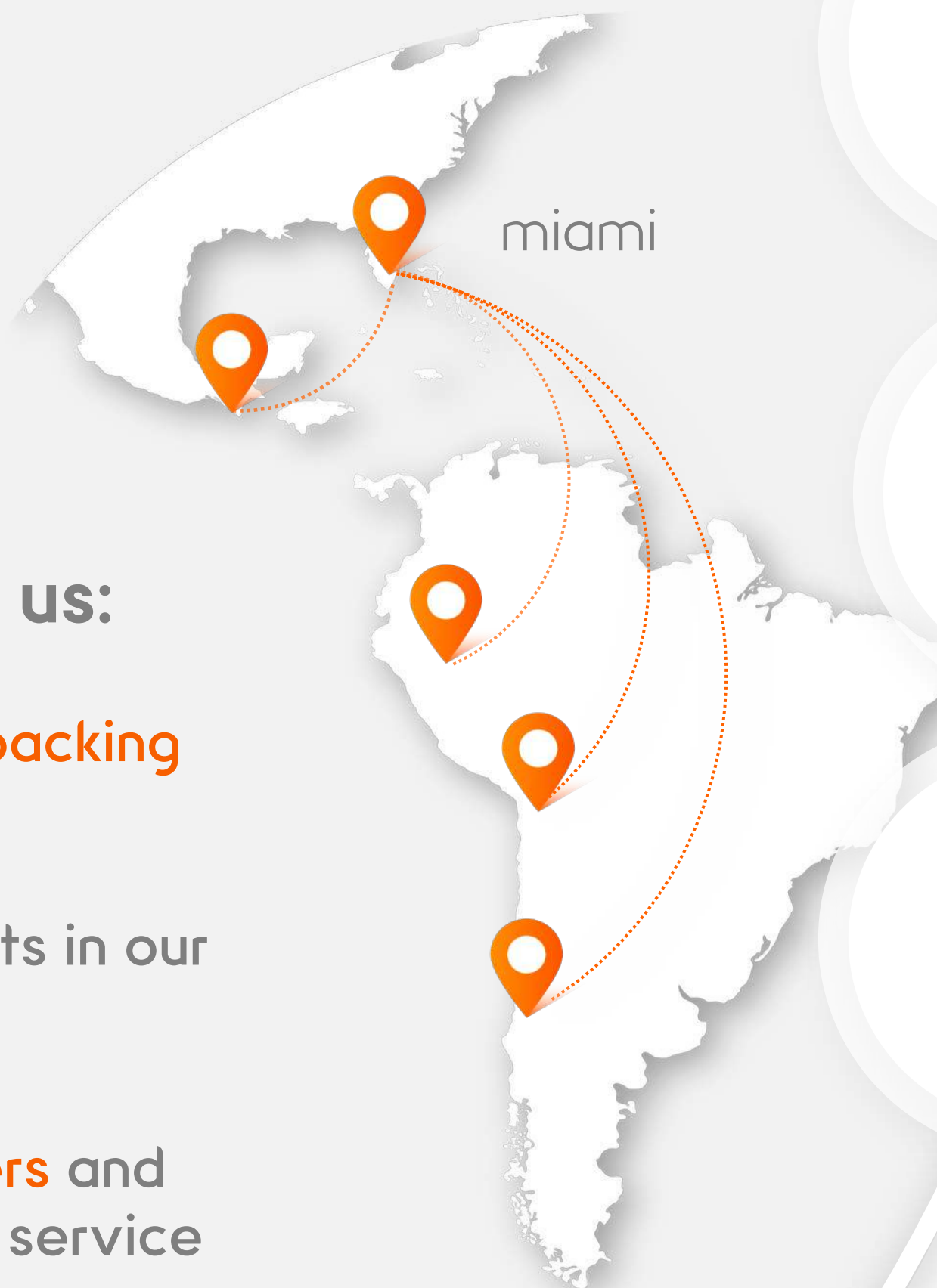
### commercial campaigns

greater visibility of your products being prioritized in commercial events

## what is it?

outsource your operation with us:

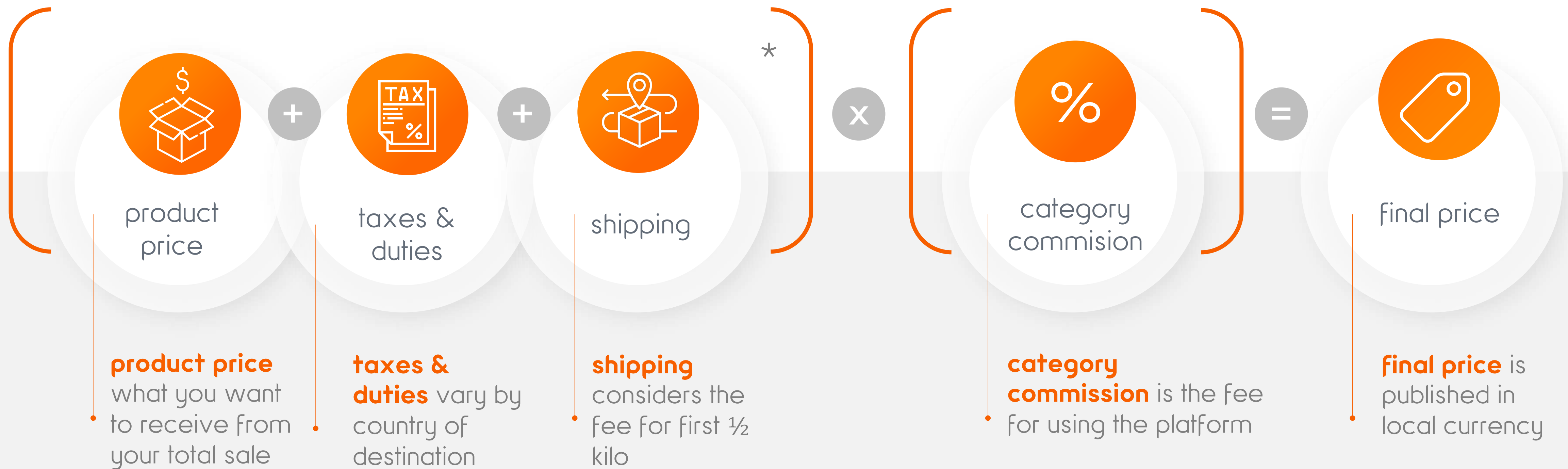
- 1 we take care of **storage, picking, packing and international shipping**
- 2 you only have to leave the products in our warehouse in miami
- 3 we **take your products to customers** and take care of returns and customer service



miami



# pricing tool: key to achieving a winning business proposal



\*fbf miami: includes additional fees for picking, packing & storage

# payment method: payoneer

## what is payoneer?

platform that provides totally **secure online payment solutions for cross-border sellers** who do online business and need to receive their payments in their country of origin



## how do payments work?

- 1 an active payoneer account is required. you can create it for free [here](#)
- 2 once the account is approved by payoneer, you must **link it with your profile in seller center**
- 3 payments will be released **every two weeks** via payoneer
- 4 **account statements** will be displayed within the finance module in seller center

## options and fees charged by payoneer to withdraw your money:

- 1 1.50 usd per transfer for sellers in countries that do use dollars as currency
- 2 15.00 usd per transfer for sellers in countries that do not use dollars as currency, but request withdrawal in dollars
- 3 2% commission for exchange rate if the seller requests a withdrawal of money in a currency other than the dollar

# sponsored products to make your catalogue even more visible

**+30 m**  
latam clients

## what is it?

a service that gives your products **more visibility**, placing them in top positions, making your sales grow

## benefits:



### increase your visibility

ads will appear in the best search positions of falabella.com



### increase your sales

reach customers who are interested in products like yours



### control your investment

define the budget that suits your business. charges apply only if the customer clicks on the ad



### measure your performance

results in real time, being able to modify your campaigns and maximize your roi (return on investment)

# our team



## brand acquisition team with business developers

- on boarding assistance
- commercial assessment identifying catalogue opportunities
- pricing exercise to determine competitiveness
- support with fulfillment method selection

## sales team with key account managers

- account management
- leverage sales through campaigns per market
- price monitoring
- troubleshooting

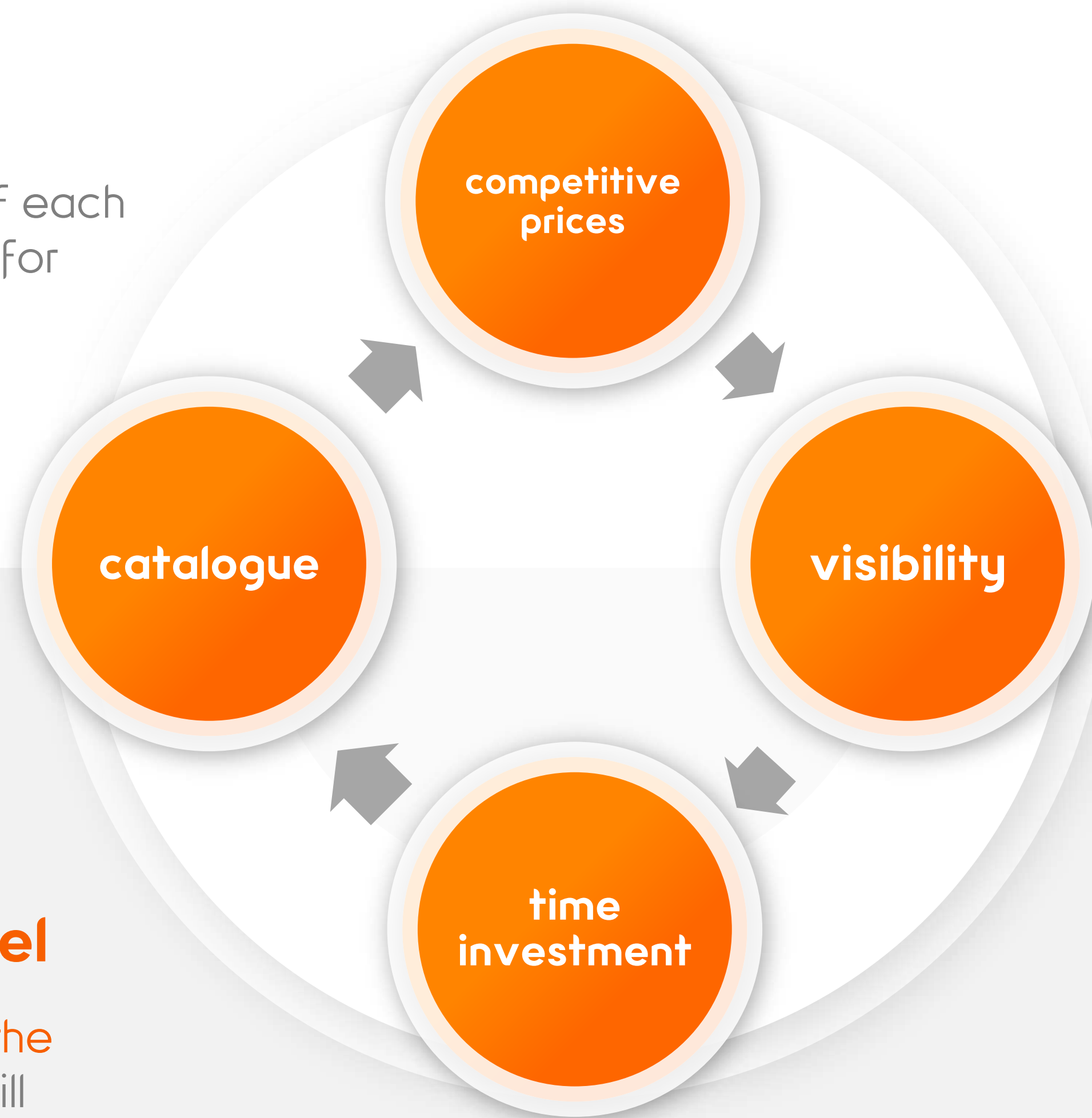
## international marketplace teams in each country

- commercial & ops international team at our 4 markets
- ensure sales success and timely delivery to consumers



## a winning catalogue

products that fit to the needs of each country, favoring opportunities for **brand availability** or catalogue differentiation



## competitiveness

tempting offers for customers, including **attractive prices and fast delivery**, creating an experience that keeps them coming back for more

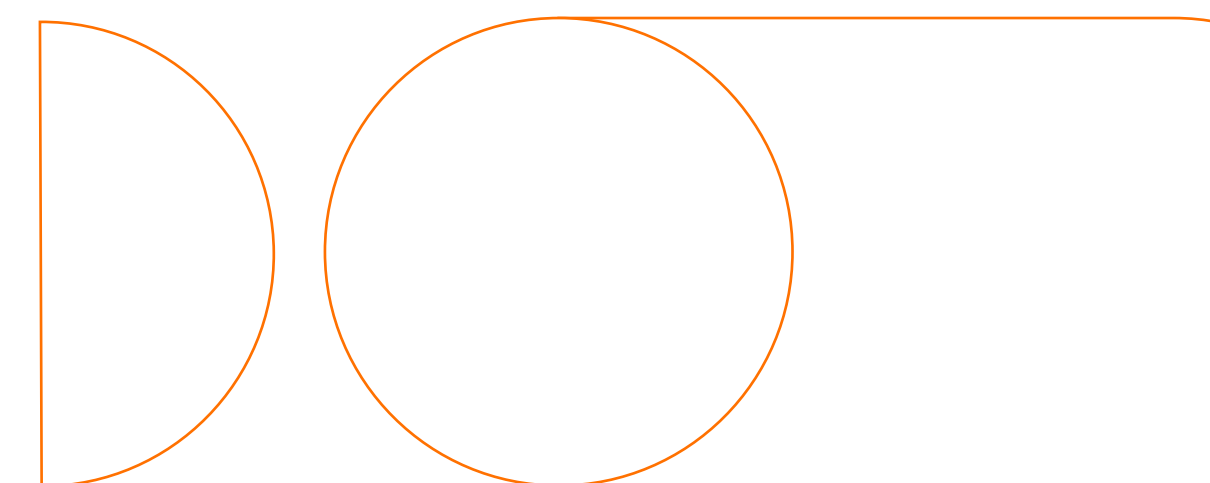
## commercial campaigns

take part in the various events in each country, opting for marketing investment or a winning product and price offer that generates traction

## marketplace personnel

a team member focused on the **account management**; you will receive strategic advice from our commercial team

# we deliver **reliance** in **critical** points of the customer journey



catalogue navigation



product selection



delivery time selection



payments



wait



customer reception



claims



returns

1. final prices, taxes included

2. free and express shipping

3. guaranteed deliveries

4. secure purchases and after sales in your language

5. frictionless exchanges & returns

# attractive value proposition, both for our customers and our sellers

## clients

- ✓ curated catalogue with wide assortment of products from around the world
- ✓ fast delivery and free shipping for key products
- ✓ frictionless customer shopping experience with easy returns
- ✓ ensured confidence of buying at a falabella group company leveraged by our ecosystem benefits
- ✓ no hidden charges: customs duties and taxes included in the final price

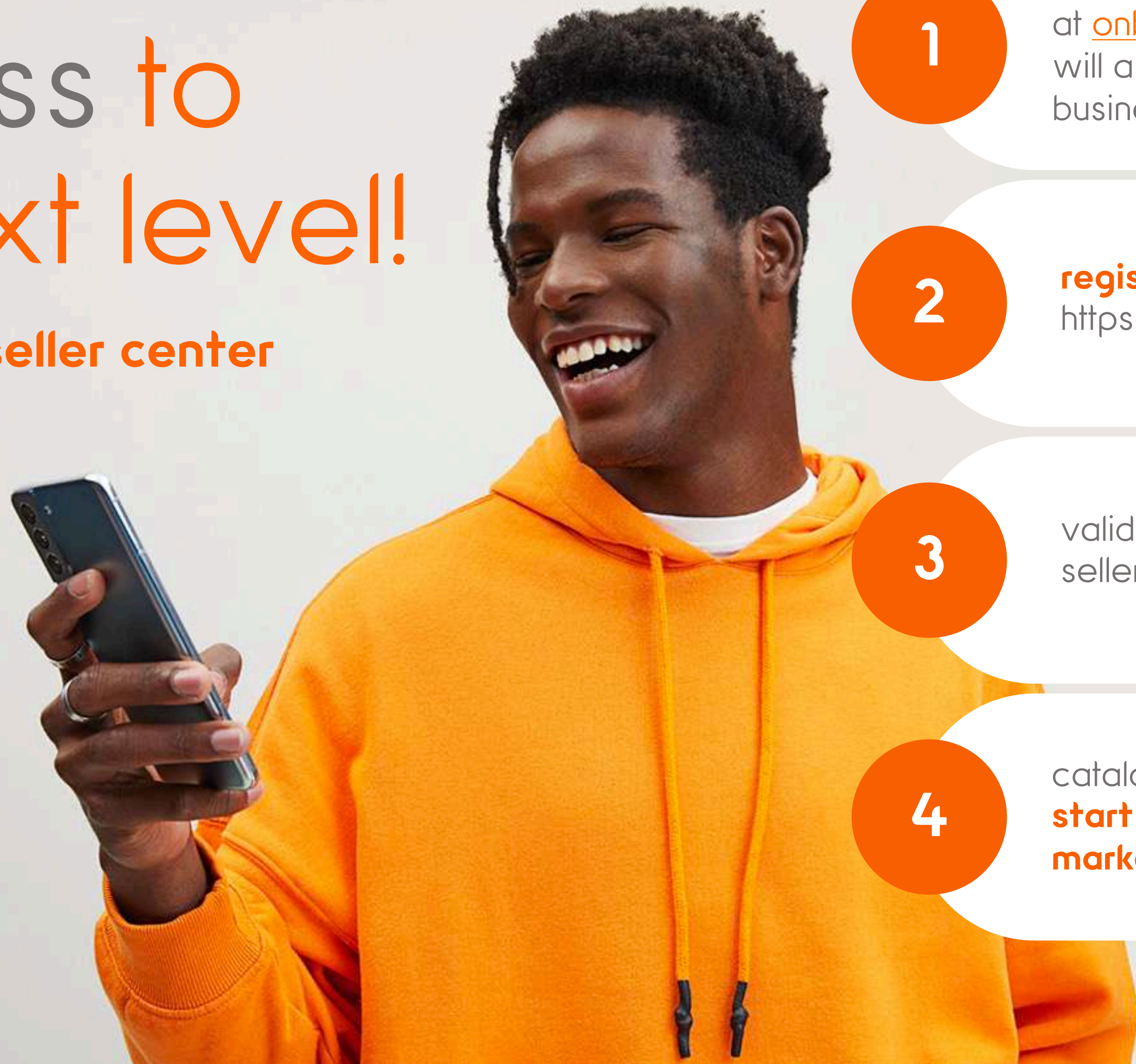
## sellers

- ✓ platform with the highest traffic in the andean region
- ✓ deep knowledge of the market and customers
- ✓ value added services tools: advertising services, analytics and reporting, fulfillment by falabella and merchandise handling
- ✓ logistics solutions: transport, fulfilled by, click & collect and speedy delivery
- ✓ customer service and returns



# take your business to the next level!

register now at **seller center**  
in just **4 steps**



1

**schedule a meeting** by sending us an email at [onboardingimp@falabella.com](mailto:onboardingimp@falabella.com) and we will assist in defining your strategy with our business developers

2

**register your seller profile** at <https://seller-signup-form.linio.com/>

3

validate your **international account** on seller center and link payoneer

4

catalogue creation and **start selling at our international marketplace!**





## contact us

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thank you!

[falabella.com](https://falabella.com)

annex

[falabella.com](http://falabella.com)

# payoneer

payoneer reserves the right to request different types of documents to comply with the regulation. depending on the situation, you may be asked to provide:



## Proof of Identity:

Please provide one of the following photo IDs:

- a) National ID
- b) Driver's license
- c) Passport

A photo of the account holder holding a government issued photo ID in one hand, and a sheet of paper with the date this document was requested on the other hand might be requested too.



## Proof of Residence:

Please submit one of the following options as a proof of residence:

- a) Utility Bill (of the last 3 months)
- b) Rental or lease contract (of the last 3 months)
- c) Bank statements (of the last 3 months –transactions can be erased).



## Company Documents:

You will need to submit one of the following Company requirements:

- a) Certificate of incorporation
- b) Articles of organization
- c) Business license
- d) Certificate of registration
- e) Tax Registry



## when will you get paid?

our international marketplace will release payments through payoneer, of which you must have a registered account with your company.

payments will be released 2 weeks after the last day of the sales week.

settlements can be viewed in your finance module in seller center.

sunday	monday	tuesday	wednesday	thursday	friday	saturday
					1	2
						start of sales week 1
3	4	5	6	7	8	9
					end of sales week 1	start of sales week 2
10	11	12	13	14	15	16
					end of sales week 2	
17	18	19	20	21	22	23
				payday sales week 1		
24	25	26	27	28	29	30
				payday sales week 2		

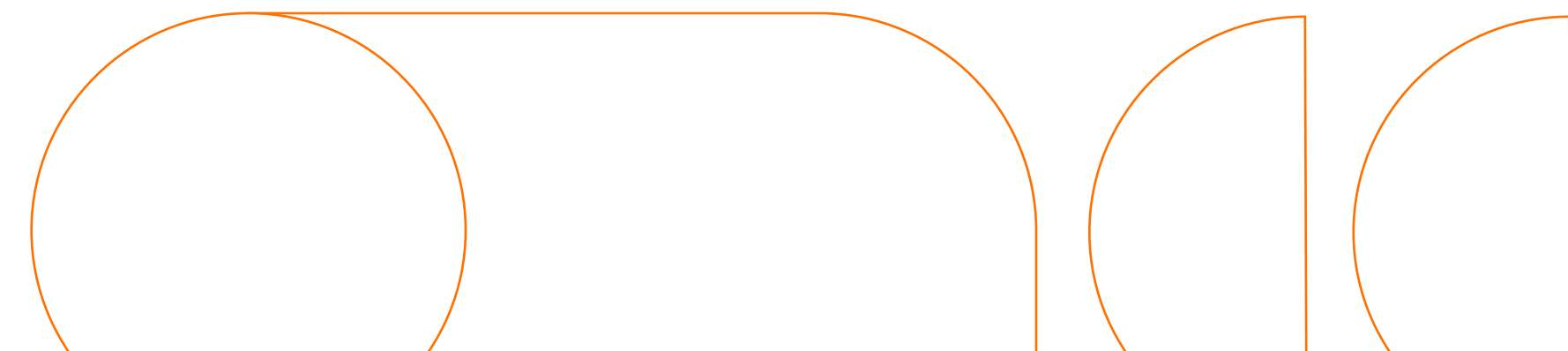


our international marketplace adds commissions by category, depending on the type of product you are selling:

category	fee
Cameras & all other subcategories	7%
Cellphones & Tablets	7%
All other subcategories of Cell phones & Tablets	12%
Smartwatches/Fit Bands/Activity Tracker/Heart Rate Monitor	7%
Headphones & Hands Free	7%
e-Readers	16%
Appliances	12%
Consoles	8%
All other subcategories of Consoles and Videogames	12%
Refurbished Audio	16%
Audio, TV & Video	7%
Computing & all other subcategories	8%

category	fee
Health & Beauty	16%
Kids & Babies Apparel & Shoes	8%
Toys	8%
Maternity & Bride	14%
Fashion & Accessories (Watches, Eyewear, Glasses & Jewelry)	14%
All other subcategories of Fashion	14%
Footwear	14%
Sports Apparel/Cycling/Fitness/Fan Shop/Outdoor	14%
Backpacks & Luggage	14%
Costumes	14%
Pet Supplies	12%

\* Commissions are nonnegotiable





## shipping cost depends on origin and destination

please make sure the weight and dimensions of your product are correct when you upload the product to the seller center as any difference between dhl shipping cost and our website shipping cost will be deducted from your next payment.

dhl provides the collection of your orders.

- product weight < 0.5 kg → consumer will see "free shipping"
- product weight > 0.5 kg → consumer will pay the difference in the weight of the product at check out.

the seller will only receive the price of the product. linio will pay the amount equivalent to taxes, import duty and shipping to dhl.



country of destination	origin	rates \$ usd/0.5 kg*
mexico	USA/Canada	16.35
	Europa	19.97
	Latam	19.97
	China (Z5)	19.83
colombia	USA/Canada	19.06
	Europa	26.56
	Latam	16.97
	Miami	15.82
	China (Z5)	26.56
chile	USA/MX	20.21
	EUR/CAN	24.88
	ARG/BR	24.41
	PAN/COL	19.73
	China (Z5)	28.87
	perú	USA
Europa		25.92
PAN/COL		17.83
MX/CL/CAN		20.51
China (Z5)		27.66

\* Referential fees, prices may change.



## shipping cost depends on carrier, origin and destination

please make sure the weight and dimensions of your product are correct when you upload the product to the seller center as any difference between skypostal / mla shipping cost and our website shipping cost will be deducted from your next payment. it is the seller's responsibility to deliver their orders to the skypostal / mla's warehouse in miami (include cost of the first mile in case of courier delivery to the postal service).

- **product weight <0.5 kg** → consumer will see "free shipping"
- **product weight > 0.5 kg** → consumer will pay the difference in the weight of the product at check out.

the seller will only receive the base price of the product. linio will pay the amount equivalent to taxes, duties and shipping to skypostal or mailamericas.

\* Referential fees, prices may change.



destination	rates \$ usd/0.5 kg
chile	9.60
mexico	12.45



destination	rates \$ usd/0.5 kg
colombia	7.48





## how to calculate

import taxes and duties will be calculated from your base price (price you want to receive from your sale, for example: fob). depending on the price of your products, consult the following table to understand the amount of import taxes and duties to include in your final consumer price.

\* products that are imported into colombia will pay taxes & import duty if they are of external origin to the usa.



postal & express shipping			
country	limit \$usd	vat	duties
mexico	0 - 45	0%	0%
	46 - 1000	16%	3%
colombia	0-195 (only USA)	0%	0%
	196 - 2000	19%	10%
peru	0 - 195	0%	0%
	196-2000	18%	4%
chile	0-25	0%	0%
	26-3000	19%	6%

# inverse logistics & returns

Consumers are allowed to return their purchases within the established timeframe granted by each country (Chile & Mexico 30 days, Colombia and Peru 14 days). Our operations team will process the return through a quality check to determine the reasons for return. Afterwards, sellers will receive a detail of their items that have come back to our local warehouses.

our return process allows sellers to choose how to process their returns from three different methods:



## Return to Origin:

Seller must select Return to Origin at sign up and Linio will coordinate delivery. Seller must indicate location.

**Cost:** Seller will cover all transportation costs associated to international return.



## Local Distributor:

Seller must select Return to Local Warehouse at sign up and Linio will coordinate delivery. Seller must indicate location.

**Cost:** Seller will cover all transportation costs associated to local return.



## Disposal Fee:

Seller must select Disposal Fee option at sign up and Linio will be responsible for processing product.

**Cost:** \$1.50 USD per item.

Seller must fill in return form:

<https://www.jotform.com/build/210534614437047>