OTTO Market

... helpful informations for the onboarding process

Do you have a question for us?

Contact us by using the <u>contact form</u>

Overview

We are pleased that you have chosen OTTO Market. The following information provides you with an initial overview and is intended to facilitate your onboarding process.

At the same time, we would like to make you familiar with our **Partner Helpdesk**, which you can use as soon as you gain access to our Partner Portal "OTTO Partner Connect" (OPC). For this reason, the structure of this document has been modelled after the Partner Helpdesk. Please consider this document a snapshot in time. The articles available in the Partner Helpdesk are preferable to the information presented here in terms of accuracy and relevance. Once you have access to OPC, you can reach the Partner Helpdesk via "Help" on the upper right corner of the portal or by asking our virtual KI assistant, by clicking on the robot icon next to "Help".

Selling on OTTO Market

1. You list your products via OTTO Market for sale via the OTTO app and the OTTO website.
2. As soon as a customer places an order from your assortment, you receive an order from OTTO.
3. OTTO then issues the invoice on your behalf, and you ship the ordered product directly to the customer.
4. OTTO credits the sales revenue to your clearing account and invoices you for the commission related to the brokerage service.
5. At defined intervals, OTTO transfers the sales revenue minus commission and basic fee to your registered bank account.

6. OTTO provides you with key performance indicators related to your listed assortment and sales. Use these insights to optimize your offers and generate additional sales. ([Analysis](#))
7. To further improve your sales performance, we offer various marketing services ([Marketing](#)), which you can conveniently book via the seller portal.
8. You can find out how to receive answers to your questions and resolve issues under the section ([Support](#)).

Onboarding

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Becoming a partner of OTTO Market is straightforward. The following section explains the initial steps.

Complete registration

OTTO will send you a link to a registration form. Fill out this form with your contact details and complete your registration.

⚠️ **Currently, only one contact is possible!** Please take this into account when entering your contact details. This contact will be used for financial matters, for example.

After successful registration, you will receive an automatically generated email containing your username and a link to the seller portal. There, you will be guided through the next steps.

ℹ️ **You have not received an email from us? Please also check your spam folder.**

Login to the seller portal (OPC)

Open the link "Access the seller portal" in the email. OTTO recommends using a desktop computer and the browsers Apple Safari, Google Chrome, Microsoft Edge or Mozilla Firefox. Once you have opened the seller portal, you will be prompted to set a new personal password and confirm it.

Once your password has been successfully changed and two-factor authentication has been set up, you will be guided step by step through the seller portal.

⚠️ Please note that at this point, you only have **one user per company** for the seller portal. Later on you can add additional users (multi user).

Set up two-factor authentication

After setting your password and configuring two-factor authentication, you can log in to the seller portal.

Key information at a glance:
- **Additional account protection** that ensures the security of your data
- During the **first login**, you must **configure** a second factor
- During **every login**, you must **authenticate** using the second factor
- OTTO supports the apps **Google Authenticator** and **FreeOTP Authenticator**
- The person logging into the seller portal must be the same person whose device has the authentication app configured

<u>Procedure</u>

First, log in to the seller portal using your login credentials. **During every login, you must authenticate with a second factor after entering your access credentials.** This must be configured during the first login. To do this, please install one of the supported authentication apps on your smartphone or tablet. Use the barcode scanner included in the app to scan the barcode now displayed. When using the FreeOTP Authenticator app, please make sure to use the app named exactly "FreeOTP Authenticator".

> ⚠️ The person logging into the seller portal (OPC) **must be the same person** whose smartphone or tablet has the authentication app stored and configured.
> For authentication purposes, **only one device** can be linked per OPC account.

ℹ️ Have you successfully completed the initial configuration but are still experiencing login issues? Then the article "Problems with Two-Factor Authentication" will help you ".

Note: You can add up to four additional user accounts. Instructions on how to do this can be found in the article on the topic of multi-user (see Partner Helpdesk article).

Process of connecting to OTTO

Once you have successfully registered as a new partner, logged into the seller portal, and set up two-factor authentication, you will complete further connection to OTTO Market via the seller portal.

You will go through the following steps:

1.   Enter your company information

2.   **Enter your seller information**

3.   **Conclude the contract with OTTO (Platform Terms & Conditions)**

4.   **Verification by OTTO Payments**

5.   **Establish your saleability**

> ⚠️ From this step onward, you will have **full access to our Partner Helpdesk**. You can find it in the upper right corner under "Help". All support resources are provided there.

Company information

To conclude the contract as part of the onboarding process, OTTO requires detailed information about your company. For this purpose, you must enter your company information in the first step of the connection process. This includes, among other things, **your full company name (including legal form)**, your **company address**, and **other legal form-specific information** about your company. OTTO will compare the data you provide here with the information stored at the Federal Central Tax Office (BZSt).

> ℹ️ **Valid legal forms:** AG, sole proprietorship without commercial registration, e.K., GbR, GmbH, GmbH & Co.KG, GmbH & Co.KGaA, KG, KGaA, OHG, SE, UG (limited liability), UG (limited liability) & Co. KG
>
> ℹ️ Small businesses under §19 UStG are currently **not** permitted to sell on OTTO Market.

The information can only be changed again once the verification process has been completed as part of onboarding. Therefore, please check your entries carefully before clicking "Submit". In general, it is important that you enter your current company data, which is registered with the **Federal Central Tax Office**. The Partner Helpdesk article "**Notes on correct data entry in the company profile**" provides assistance.

Please note that the company address currently also serves as your billing address in our systems. Deviating addresses are not possible.
Note: All other changes such as Partner ID, company name, VAT ID and legal form cannot be made independently. Please create a **support case** for this.

Seller information

To be able to contact you internally regarding customer inquiries and invoices, OTTO requires **your contact information** in the second step of the onboarding process. Your email address and telephone number for the legal notice will be displayed to customers in the OTTO app and on the OTTO website. For onboarding, you must also provide information required by law, such as packaging system participation, take-back of old

devices, and the FSC sustainability label. In addition, you have the option to specify your seller name, which is shown to customers directly on the article, and to add a supplement to OTTO's privacy policy.

> ℹ️ You can edit the data you provide here under your profile. Email addresses are excluded from this.

> ℹ️ If you do not yet have a LUCID registration number, you can find further information, for example, at the *Stiftung Zentrale Stelle Verpackungsregister*.

Conclusion of the contract with OTTO

After entering **your company and seller information**, OTTO will provide the **Platform Terms & Conditions** directly in the seller portal. These constitute the contract you enter with OTTO to sell on OTTO Market. Please check the confirmation box to accept the Platform Terms & Conditions. Once you click "Save and Continue," you agree to the contract.

Key components of the Platform Terms & Conditions include:

- **Business Partner Declaration on Sustainability** – includes legal requirements and the Code of Conduct of the Otto Group / amfori BSCI, as well as essential standards that reflect our commitment to ethical conduct
- **Fee model** – includes all information on fees and commissions.
- List of prohibited products – includes assortments that may not be offered via the OTTO app and the OTTO website
- **Partner SLAs** – includes specific agreements on service performance to ensure consistently high customer service
- **End Customer Terms & Conditions** – corresponds to the general terms and conditions for customers using the OTTO app and the OTTO website
- **Data processing agreement** – requirements based on the GDPR

Please note that the contract is subject to the condition precedent of a valid conclusion of the payment services framework agreement with OTTO Payments and the presence of a valid German VAT identification number.

Important: **Corporate entities** with a German VAT ID cannot be onboarded, nor can the VAT ID of the parent company be used. The payment services framework agreement with OTTO Payments follows in the next step and enables OTTO to process all payment activities on your behalf.

Verification by OTTO Payments

⚠️ **After successfully completing the connection to OTTO Payments, the monthly basic fee will be charged starting from the first calendar month thereafter.**

(For details, please refer to the fee model in the Platform Terms &

For a detailed overview of the verification process by OTTO Payments, please refer to the Helpdesk article "Connecting to OTTO Payments".

You will need the following for the verification process:
- An internet-enabled device with a camera
- Your valid national ID card
- Make sure all participants are in the same room
- A VAT certificate issued by the tax office
- If your company is a GbR, the partnership agreement is required

ℹ️ You do not have a current **VAT certificate**? Then please request one from your local tax office.

To successfully complete the connection to OTTO Payments, four individual verification steps are required. OTTO Payments, as a trusted partner, carries out the verification and then forwards your data to CRIF GmbH.

ℹ️ The verification process may **take several days**. If any action is required on your part, you will receive an email with corresponding instructions. Please check your inbox regularly. You can track the status of these verification steps at any time in the seller portal. **Do you still have questions? Please submit a case under the subcategory "OTTO Payments".**

Establishing your saleability

⚠️ After successfully completing the verification process, you will have full access to the seller portal.
Please note that the monthly basic fee will be charged starting from the successful connection to OTTO Payments.

At the beginning, your saleability is still restricted. To lift this restriction, please provide your shipping and return information, complete a test order, and familiarise yourself with the order process. If further information is required, this will also be communicated via the

tiles visible in the seller portal. Once you have established your saleability, you can begin selling your products.

Enter shipping and return settings

Before you can start selling products via OTTO Market, OTTO requires the following information from you:

- **Shipping** – Which carrier do you use and what shipping costs apply for customers? A more detailed explanation can be found in the Partner Helpdesk.
- **Returns** – What information do customers need from you to return an item? A more detailed explanation can be found in the Partner Helpdesk.

Enter payment settings

The bank details you enter in the payment settings are used by OTTO to transfer the balance of your **clearing account** to you.

The specified bank account must be located within the Single Euro Payments Area (SEPA).

Products

Anlage & Bearbeitung >	Datenqualität >	Auslobung auf otto.de >

Note: At present, it is unfortunately **not** yet possible to upload products via CSV file in the UI.

Media Assets

In addition to the product content data, so-called **media assets** are essential for the complete setup and presentation of your items on otto.de. To make a product go live, at **least one image per variant** must be provided. To ensure successful processing of the images, **a limit of 10 images per variant** should not be exceeded.

How many images do I need?

In addition to the main image, we recommend submitting additional (detail) images. More images offer customers greater comparability and more information depending on the product. Examples of optimal product images can be found further below in the article.

- Each product must have **at least one** and **no more than ten product images**
- **Main image:** displayed first (technically mandatory)
- **Detail images:** all other images (optional, max. 9)

Technical requirements for the main image (cut-out) and all other images

- **Minimum edge length:** short side 500 pixels; long side 1000 pixels
- **Maximum edge length:** 4500 pixels
- **Image format:** landscape or portrait, recommended aspect ratio: 4:3
- **File name:** no special characters, "ß", or umlauts
- **File size:** max. 25 MB
- **Color space:** RGB
- **File format:** JPEG or PNG

Content requirements for the main image (cut-out)

- **White background** (RGB value 255,255,255)
- Cut-out and centered, **well-lit** and clearly visible product
- **Only the main product shown** (no accessories, back views, etc.)
- **Continuous white border** on all four sides
- **Product** should occupy **at least 85% and no more than 95% of the image area**

*Very small and/or narrow products are **exceptions** to the 85–95% rule. Examples include pens, spoons, watches, etc.*

> ⚠️ In the future, additional media assets such as videos and animations are planned. OTTO will inform you via the newsfeed on the homepage.

Further information can be found in the Partner Helpdesk under the tile "Products".

Labelling of products with enhanced sustainability attributes

At OTTO, social responsibility and environmental protection are integral parts of the corporate culture. Together with partners and customers, a sustainable contribution is to be made.

This includes giving sustainably produced products greater visibility on otto.de, for example through **the promotion of sustainability categories** such as sustainable raw materials or environmentally friendly production, as well as **assortment and brand shops**.

Orders

It is possible to process orders via the API as well as manually through the user interface (UI) directly in the seller portal. Exporting data from the UI is not possible. All users with the "Orders" permission receive hourly email notifications about newly received orders in the fulfillment state "Processable." Once a status (Sent, Returned) has been set, it cannot be reversed and should be applied with care.

Further information and a visual diagram can be found in the Partner Helpdesk article: "**Logistics Process**." Our video on **order processing** may also be helpful.

Key information at a glance:

- **All orders and deliveries** can only be carried out **within Germany or the EU**. Please observe the tax-related requirements for maintaining **the dispatch location**.
- If a customer has placed **multiple individual orders with the same delivery address**, these products can be shipped in one package. To do this, the orders must be marked and processed together.
- Delivery may only be made **to the address specified in the order**. Even a **subsequent change** of the delivery address at the customer's request **is not permitted.**
- A **combined shipment of freight and parcel logistics items** from a customer order **is possible.**

Shipping

As soon as the order is ready for shipment and has left your warehouse, you must report a **shipping confirmation** to OTTO. The shipping confirmation must include **the dispatch location** (postal code, city, country), **the carrier, the tracking number**, and **the return tracking number**. If multiple return carriers or warehouses are used, an additional identifier must be provided.

Dispatch location

For each delivery to an end customer, the place where the transport or dispatch begins (country and location) must be documented. You are responsible for providing this information correctly. The following explains **the dispatch location** in more detail to ensure you have the best possible understanding.

Definition: Place where transport or dispatch begins

This refers to the location where the actual **transport of goods** to the end customer begins. This location may also be abroad, for example, if it is already clear at the start of transport at the supplier's site which end customers the goods are intended for. In this

case, the place where transport or dispatch begins is not assigned to any logistical consolidation point along the route. Please note that **the country definition** from the **German VAT Application Decree** applies when specifying the dispatch location.

Examples:

- A customer orders a sofa. The production of the sofa is completed in Poland after the customer order and then shipped to the end customer (even if it is transshipped via a German warehouse). The place where transport or dispatch begins is therefore **the location in Poland**.
- A customer orders four chairs. At the time of the order, these four already finished chairs are stored in the Netherlands. The place where transport or dispatch begins for this delivery is therefore **the location in the Netherlands**, as the four chairs are shipped explicitly for this customer order.

Please also note the following examples:

- If a customer orders a table whose individual parts are stored in Poland and whose **final assembly is carried out in Germany**, then **the place** where transport or dispatch begins is **Germany** (i.e. the location from which the fully assembled table is shipped to the customer).
- If, for example, you produce 100 lamps in England and then transfer all 100 lamps to Germany without reference to specific end customers, store them there, and then ship one lamp to a customer after an order is placed, the place where transport or dispatch begins is **the location in Germany**.

If the product requires shipping in multiple packages, this can be handled via the API as well as in the seller portal. For each package, a separate tracking number and return tracking number can be transmitted in the SENT message. Customers can view the packages in their customer account in the OTTO app and on the website.

Tracking and the return process also support multiple packages: tracking is displayed separately for each package, and a separate return label is provided for each.

⚠️ This is an exception. For orders consisting of only one package, **no return label** may be included in the shipment.

Shipping providers and tracking number

You can currently use the shipping providers listed below. Tracking must always be ensured. Further information is available in the Partner Helpdesk under: **"Overview of available shipping providers."**

National returns to a German return address can only be processed via Hermes, DHL and GLS. For returns to selected EU countries, only DHL may be used as the shipping provider. The selected countries are: Denmark, France, Italy, the Netherlands, Austria, Poland, Spain and Czech Republic. Returns to other EU countries are not possible.

If you do not have a return warehouse in one of the listed EU countries, you may use DHL consolidation via Göttingen.

For freight shipments, there are no specific requirements – you may commission the freight carrier of your choice.

Shipping within Germany:
Outbound: DHL (incl. DHL Warenpost), DHL Express, GLS, Hermes, UPS, DPD
Return: DHL, GLS, Hermes
Shipping within the EU (the selected EU countries are: Denmark, France, Italy, the Netherlands, Austria, Poland, Spain and Czech Republic)
Outbound: DHL (incl. DHL Warenpost), DHL Express, GLS, Hermes, UPS, DPD
Return: DHL

Small-volume products can be shipped **via Warenpost**. It is mandatory to transmit the Warenpost tracking number using the shipping method "Parcel."
Note: Warenpost costs correspond to the maintained standard shipping costs, as no additional shipping costs can currently be maintained.

Package insert:

> - You must **not include a physical return label** in the package.
> - You must **not include an invoice document** in the package.
> - **No advertising material** may be included in the shipping packaging.
> - Please include a package insert with each order explaining the return procedure for the customer.

OTTO generates the return label for you. It is created digitally based on the master data you provided under **Shipping and Returns**, as well as the information transmitted in the respective shipping confirmation. The shipping confirmation must therefore include the return tracking number. You cannot specify shipping provider X for returns during onboarding and then use shipping provider Y in the shipment.

Customers can register the return via their customer account after receiving your

shipment. **OTTO generates the return label and provides it to customers as a PDF and QR code**. It is available there for up to 30 days after receipt of the shipment.

ⓘ Please also note: OTTO does not access your tracking number range but creates one label per shipment based on the information you provide.

To avoid customer confusion regarding the return process, we provide you with a text for a **package insert** and ask that you include it in every package you send. Additionally, you have the option to include **a delivery and return slip** in the shipment. Please note that certain requirements must be observed. You can find the template in the Helpdesk under "**Explanation of the return process for customers**" and "**Package insert for explaining the return process**".

Return received

The customer may register **a return or declare a withdrawal** for delivered orders without providing a reason until the end of the withdrawal period. Returns registered within the deadline must also be accepted if the customer ships the return later than 30 days after registering the return (withdrawal declaration).

Using the return tracking number that you transmitted to OTTO as part of the shipping confirmation, OTTO generates a return label for the customer and makes it available as a PDF file and QR code in the customer account.
The return address you provided in your shipping and return settings will be used for this purpose. Currently, it is not possible to generate multiple return labels for a single item (e.g. if a product was shipped in multiple packages).

To arrange the return of freight items, customers will find the phone number of your freight carrier in the "My Account" section on otto.de. This number is taken from your contact management settings. Once a return has been received by you, you are contractually obligated to report the return status within 48 hours. You can mark either individual items or the entire order as returned. Once the return is confirmed, OTTO will initiate the refund for the customer.

ⓘ **Important:** Only set the return status after inspecting the returned products. A subsequent change to this status is not possible. **You have the option to reject a return by providing a reason.**

Finance

| Abrechnung | > | Provision & Gebühren | > | Auszahlung | > |

In this section, you will learn everything about the payment processing of your sales revenue, shipping costs, and applicable fees.

Commission

Monthly basic fee

All sellers who offer their assortment via OTTO Market are charged **a uniform basic fee** – regardless of how many items you offer. The basic fee is **€99.90 per month**. **It is charged for the first time on the 1st of the month following successful connection to OTTO Payments**. The monthly basic fee is invoiced plus VAT and offset by OTTO as soon as the **central clearing account** has sufficient credit from your sales.

ℹ️   **Important:** Suspension or reduction of the basic fee is generally not possible.

Percentage-based sales commission (commission)

In addition, for each successfully sold product, you pay **a market-standard commission**, which is **determined based on the product category**. The basis for calculating the percentage-based sales commission is the sales price of the respective product including VAT. The calculated commission amounts are invoiced **weekly**, plus VAT. Commission invoices are sent by email to the billing contact address. **OTTO deducts the commission from your sales balance** before transferring the remaining amount from the central clearing account to your reference account.

A separate percentage-based commission also applies to shipping costs (including VAT). This is **16% plus VAT by default**.

The commission already includes the applicable payment fee, which is invoiced separately. This does not result in any additional costs for you.

Invoicing

Marketplace fees are invoiced **weekly on Wednesdays at 00:00**, covering all services from the previous week. Services in this context refer to all order items for which you confirmed shipment during the billing period. See the Helpdesk article "Shipping orders".

Invoicing (Invoice correction)

In the case of returns, OTTO refunds the originally charged commissions. The invoice correction is sent separately by email as a PDF and CSV – not together with any

commission invoice. Commission corrections have a due date of 14 days, regardless of the shipping date.

Contents of the invoicing email

Each email contains detailed listings in CSV format (CSV format: windows-1252). The commission amounts invoiced to you are offset by OTTO Payments GmbH on the following Thursday after the due date using the balance in your clearing account. If customer returns are received before the due date of the commission invoice, the invoice correction is considered before posting to your clearing account.

ⓘ A bank transfer is usually not required.

Shipping cost settlement

You define **the shipping costs** by entering them in the seller portal. If you offer freight items, you must enter a **freight surcharge in addition to the standard shipping costs**.

Customers are charged shipping costs accordingly when placing an order.

1. If customers order items delivered by **a parcel service provider**, they are charged the standard shipping costs.

2. If customers order items delivered by **a freight carrier**, they are charged the standard shipping costs plus the freight surcharge.

3. If customers order items delivered by both **parcel service and freight carrier**, they are charged the standard shipping costs plus the freight surcharge.

Shipping costs are only fully refunded if all items in an order are returned.

Further information on the distinction between full and partial returns, as well as refunds in the case of partial returns and other scenarios (e.g. return of freight items and products with standard shipping), can be found in the Partner Helpdesk under "**Shipping cost settlement**."

Payout

Once a week – always on Thursdays – all due items are offset. This may result in a payout or a direct debit. The transfer is made to the registered payout bank account, and the direct debit is made from the registered collection bank account.

You will always receive detailed documentation of your payout or debit by email. The information is provided both as a PDF and as a CSV file. Additionally, you can download the documents contained in the email from the seller portal under the Finance section.

It usually takes about 14–20 days until payout or debit (14 days due + x days until the next Thursday).

Customer receipt

You do not need to take care of creating the customer receipt. OTTO handles this on your behalf using the data you entered in your company profile. These purchase or refund receipts can then be viewed by customers in their customer account, allowing them to track their financial transactions.

The customer receipt is always **partner-, order-, and shipment-specific**. It never contains products from different orders. However, this does not mean that all products from an order are always listed on one customer receipt. An order may be split into multiple customer receipts due to delivery conditions.

Analytics

OTTO provides you with all relevant key performance indicators related to your assortment and your sales in the OTTO app and on the OTTO website via the analytics module in the seller portal.
When you open the analytics for the first time in a browser, a tutorial will automatically launch to help you get started quickly.
The analytics module includes an overview page as well as **SLA & violations, controlling, customer behavior, logistics, benchmark, reports, comparison analyses, potential analyses and recommended actions.**

Marketing

To increase your visibility on otto.de, we have developed various marketing services that you can conveniently book via the seller portal in the marketing module. Here is an overview of the most important products:

Sponsored Product Ad campaigns (SPAs): create, optimize and track independently
- This increases the visibility and boosts the sales of your products on otto.de.
- It improves the discoverability of your products through top placements in search results and product listings above the organic results, as well as on product detail pages. Your ads appear in the right context and reach customers on otto.de with genuine purchase intent.
- You can measure the success of your SPA campaign using relevant performance KPIs such as impressions, clicks, CPC, sales and ROAS (Return on Advertising Spend). The corresponding dashboard provides all metrics over time and down to

product level, updated daily at a glance. This ensures successful optimisation of your performance campaign.

Advertising with Sponsored Display Ads

- You generate high attention and visibility through targeted online advertising for your products on over 250 premium partner sites such as Handelsblatt, Stern and many more.
- Delivery is based on your product data as a co-branded display ad, which is automatically generated – you do not need to create any advertising materials.
- You reach potential customers who are not browsing on otto.de via desktop and mobile.
- You gain new customers and increase your revenue.

You can easily book your Sponsored Display Ads campaign yourself via the seller portal in the service module.

Booking discount campaigns

- Run your own discount campaign on otto.de. You define the campaign period, discount rate and assortment.
- We automatically place your discount campaign on otto.de.
- A discount campaign gives your assortment even more visibility, increases the attractiveness of your products for customers and boosts sales.

You can easily book your discount campaign yourself via the seller portal in the service module.

ℹ **Important:** Service billing is not handled via the clearing account.
Service bookings must be paid by invoice or bank transfer.

You can find these and many other marketing services in the seller portal under the Marketing section.

Customer communication

You will receive customer inquiries both in the partner portal under »Customer Communication« and at the *email address stored and verified* for customer communication.

- You may only communicate with customers via the channels provided by OTTO.
- Your messages will be displayed to customers exactly as you write them. Therefore, always address customers directly and ensure that you use correct and friendly language in German.

- Always adhere to the applicable response time requirements (service level agreements in Appendix 7 of the contract).
- Always observe the "Guidelines for Communication with End Customers" (see Appendix 9 of the contract). These guidelines specify exactly how communication with customers is permitted.
- Remember not to use signatures in communications with customers that contain your own contact information or links to your own or other sales channels.
- The cases in which you are permitted to contact customers on your own initiative are also regulated in the contract (also Appendix 9). In this case, too, the following applies: Contact only via the OTTO systems (e.g., partner portal).

Instructions for processing customer inquiries can be found in the Partner Helpdesk: Instructions

Administration

Einstellungen ⟩	Profile ⟩

Under Administration, you will learn how to change your password, edit your profiles, and configure settings.

Change password

To change your password, please use the "Forgot password" function when logging into the seller portal.

Profile

OTTO distinguishes between the company profile and the seller profile.

Company profile

The information in your company profile is required by OTTO for the following purposes:
- Contract conclusion
- Verification
- Customer invoice
- Invoice

Seller profile

The information stored in the seller profile under "Seller information" and "Legal notice" is displayed to customers on otto.de on the product page. You can also add a supplement to OTTO's privacy policy. The information under "Contact and consultation" is used internally by OTTO Market to contact you regarding customer inquiries (see Customer Communication).

Settings

In the seller portal, you can configure your company-specific details for shipping, returns, payments, and user management under Settings. You can edit this information at any time.

Shipping and returns

You can configure your settings for shipping and returns via the gear icon in the partner portal.

Shipping information

In the shipping information section, you can define which shipping provider you work with and what shipping costs apply for each shipping method (parcel, freight).
Shipping costs are charged based on the shipping method, not at the product level. For freight items, please note that shipping costs for customers consist of the **standard shipping costs and the freight surcharge.** (See also Shipping Cost Settlement).

Return information

The information under return settings is used by OTTO to:
• Generate return labels for parcel items
• Arrange pickup of freight items

Payment settings

The bank details you enter in the payment settings are used by OTTO to transfer the balance of your clearing account to you.
Would you like to update your payment information? You can easily change the following details yourself:
• Payee
• Bank name
• IBAN
• BIC
• Email address of the billing contact

⚠️ **The specified bank account must be located within the Single Euro Payments Area (SEPA).**

Note: Service bookings are excluded and must be paid by invoice. The invoice will be sent to the email address stored here.

User management

In the seller portal, you can **edit your profiles**. Under User Management, you can customise the access rights of all users and **reset two-factor authentication independently**.
You can assign either full access (all rights within a category) or no access per category. This allows you to grant **selected access rights to different users**.
Create users by entering their personal details and assigning the appropriate access rights individually. By clicking "Send invitation," the new user will be notified via their user profile.

Note: If you are the sole user of your account, it is not possible to reset two-factor authentication independently. In this case, you can find all relevant information [here](#).

Technical Interfaces

Ananlage und -bearbeitung >	Datenqualität >	Retouren >
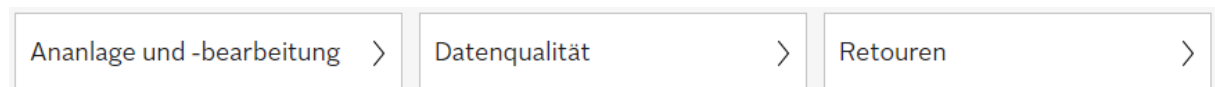
You do not want to handle sales via OTTO Market manually? Then you can also set up data transfers via our technical interface (API).

After successful registration and verification, you will be able to access the seller portal and establish access to the API. Various access rights are available to you in user management.

The access right "**Service Partner authorizations**" allows you to install a Service Partner's app and thereby establish a connection between your partner account and your chosen Service Partner for data transfer.

Via the access right "**API access**", you can create your own apps to access the API interfaces.

Further information on authentication can be found in the separate [API documentation](#).

Would you like to benefit from the advantages of data transfer via API but do not have sufficient knowledge for development and integration? Then OTTO recommends working with a Service Partner. More information can be found [here](#).

Support

We value good collaboration. That is why we offer you the opportunity to contact Partner Support at any time via the Partner Helpdesk. To help us resolve your issue as quickly as possible, we kindly ask for your cooperation:

- Always contact us via the ticket form in the Partner Helpdesk.
- Make sure to describe your issue as precisely as possible.
- We can assist you best if you attach relevant screenshots.

The more detailed your request and the more accompanying information, the faster we can analyse and resolve your issue.

Tip: You can also use our virtual AI assistant. You will find it in the upper right corner of the seller portal
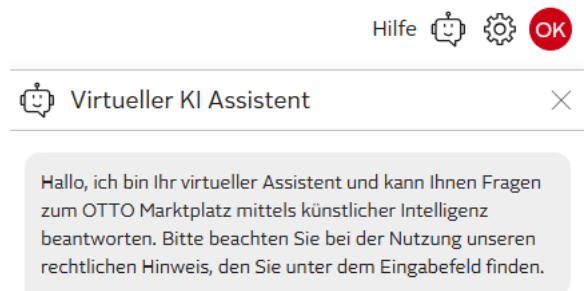
Everything important about OTTO Market – stay up to date!

Receive news and important information about OTTO Market. We inform you about new features, technical updates, as well as promotions and marketing opportunities on otto.de. You can find the Newsletter registration in our seller portal OTTO Partner Connect directly on the homepage.

Key account management

As a Key Account, you receive individual support from a dedicated contact person at OTTO. Your Key Account Manager focuses on the following aspects of collaboration to ensure mutual growth and the best possible results:

- Targeted monitoring and joint optimisation of key performance indicators
- Joint annual planning and preparation for high-revenue days and seasons
- Optimisation of product ranges
- Content optimisation to improve visibility
- Joint campaign planning as well as individual consulting and campaign creation

- Development of customised marketing packages

ⓘ The status "Key Account" is granted when your **annual net** revenue exceeds **€2.5 million**. In this case, OTTO will proactively contact you.

Important: The services listed above are examples of possible aspects of key account support. There is no general entitlement to them. The "Key Account" status can be revoked at any time.

Important notes

Service Partner: If you are working with a service partner and your request concerns the technical interface, please contact your service provider first.

Communication: Every case you submit is handled by a real person at OTTO. OTTO places great importance on partnership-based collaboration and respectful communication. Therefore, it is important to us that communication between OTTO and you is always conducted respectfully.

How to avoid additional effort:

- **One topic per case:** Please submit only one issue per case. Select one category per topic in the case tool (Products, Orders, etc.). This ensures your request reaches the right experts as quickly as possible.
- **One case per topic:** Please do not open multiple cases for the same topic. This does not speed up the processing of your request but causes significant additional effort for OTTO, which in the worst case may lead to longer waiting times for you.