

The image shows the exterior of an OTTO Market building. The facade is made of grey, vertically-slatted panels. Large, three-dimensional red letters spell out 'OTTO' on the wall. Below the letters is a window. In the foreground, there are large, horizontal, silver-colored pipes or ducts. The background shows a cityscape under a cloudy sky.

OTTO

OTTO Market – the OTTO Marketplace

Selling on otto.de

Contents

1. **What benefits does OTTO offer?** – values and key figures
2. **Which requirements must be met?** – Marketplace conditions
3. **How are merchants connected to otto.de?** – OTTO Partner Connect
4. **Which costs arise and how are payments handled?** – fees, commissions & billing process
5. **How can I market my products?** – visibility on otto.de
6. **How does OTTO support sustainability** – sustainability at otto.de

„The OTTO brand stands for a fair deal with people and nature, and we highly value personal contact with customers and partners. Issues such as sustainability and social responsibility have traditionally been part of the company's canon of values – and as a platform we continue to adhere to them.“

Marc Opelt,
Chairman of the Otto Divisional Board

Values and key figures

What benefits does OTTO offer? figures, data, facts (as of April 2024)

#1



OTTO in numbers*

- **€6.5 billion** GMV in FY 2023/24
- More **than 97%** of sales through digital channels
- **11,7 million** active customers, including **2.9 million** new customers
- Over **1,2 million** Facebook-Fans
- Over **250.000** Instagram-Follower
- Over **6.500** OTTO-Market-Partner

*as of 04/2024

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otto.de in numbers*

- A daily average of more than **3 million qualified visits** in the shop, **70%** of which via smartphones and tablets
- Up to **35 orders per second**
- Over **18 million products** covering more than **34,000 brands**
- otto.de is the biggest german **online shop**

*as of 04/2023

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Sustainability at OTTO

- For more than 30 years we have successfully combined business goals with sustainability and social responsibility
- As part of OTTO's transformation towards a platform, we continue to uphold our understanding of responsibility towards people and nature
- Our aim is to make sustainability a „matter of course“
- We keep increasing the use of sustainable cotton and reducing emissions of carbon dioxide
- We promote ethical consumption and sustainable behaviour

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Partnering for success

From decades of retail experience we know about the challenges you have to face in day-to-day business. This is why we want to make selling on otto.de as easy and convenient as possible for you. You are not our competitor, you are our partner. Only with your support will we be able to significantly expand our product range – for shared and continued success.

Reasons to join!



Grow your customer base

otto.de has 11.7 million active registered customers who are also interested in your products.



Enormous reach on otto.de

On average, otto.de has more than 3 million qualified visits a day – take advantage of this reach.



Customers eager to buy

otto.de receives up to 35 orders per second.



High-quality product environment

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

OTTO

Marketplace requirements

Which requirements do merchants have to meet to sell on OTTO Market?

#2



What do we expect from you?

- **Company:**
You are a German legal entity/company, you have a German VAT ID and your company is based in Germany
(small-scale enterprises cannot be connected)
- **Selling:**
You act as a seller to end customers
- **Customer service:**
You offer a German-speaking customer service
- **Shipping:**
You dispatch your goods from and handle returns at a German warehouse and can already provide a return tracking number when dispatching your products. You have no graduated shipping rates
- **Products:**
You offer products with an EAN from [these categories](#)

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Requirements to be met by your company

It is mandatory to fulfil the company requirements listed in order to become an OTTO Market Partner.

- Your company must be a **German legal entity** and be **based in Germany**
- Due to technical and sales tax reasons, not all German legal forms (including small-scale enterprises in accordance with § 19 UStG [Turnover Tax Act]) can be connected yet
- At present, possible legal forms include:
AG [joint-stock company], Einzelunternehmen ohne Handelsregistrierung [sole proprietorship company without trading license], e.K. [registered merchant], GbR [company constituted under civil law], GmbH [Ltd.], GmbH & Co.KG [comparable to US LLC & limited partnership], GmbH & Co.KGaA [GmbH & limited joint-stock partnership], KG [limited partnership], KGaA [limited joint-stock partnership], OHG [general partnership], SE, UG [entrepreneurial company] (limited liability)
- You must also have a **valid German VAT ID**

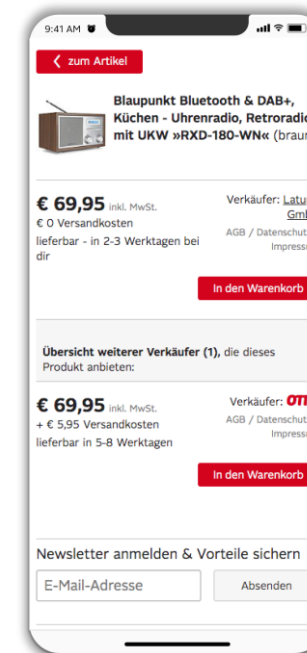
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Important information regarding your presentation as a retailer on OTTO

As an OTTO Market Partner you act as an **independent merchant** and are responsible for what you do. This means that you are responsible for your product selling prices and promoting your goods. **Several merchants may offer the same item** (e.g. the same product variants), which means that there is **item competition** on otto.de. Customers are free to choose the seller with the best offer for them.

OTTO combines the product variants of different sellers to present one offer. The factors affecting the „buybox“ decision include:

- Price
- Shipping costs
- Delivery time
- Seller trust



OTTO



Requirements to be met by your customer service

OTTO will respond to all customer requests which do not require any support from you, e.g. questions about orders or order cancellations. All questions the OTTO customer service cannot answer will be forwarded to you.

- For customer requests, you must offer your **own customer service in German** which must be **available during regular business hours** [at least Mondays to Fridays from 9 am to 4 pm)
- Customer requests must be answered by you **within 48 hours** on working days
- Besides sending your customer requests to the email address you have listed in your seller profile, OTTO will make the requests available to you in the partner portal under „Customer requests“. This will enable you to answer customer requests at any time either by using the Partner Portal or by sending an email

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Requirements regarding the shipping and returns process

A streamlined shipping and returns process is an important factor for a good business relationship with your customers. As an OTTO Market partner, you are responsible for handling all logistics aspects.

- At present, it is mandatory to have all goods shipped to the customer from a German warehouse*. All orders and deliveries can only be processed **within Germany**. Please note the tax restrictions regarding the **place of dispatch** which must be specified
- Returns **MUST** also be handled in Germany. This means that the returns address you enter in the Partner Portal, which customers are to use when returning goods, **MUST** also be in Germany. It must be a **physical address that actually exists**. This is a mandatory requirement

*Expansion to warehouses within the EU is under way – until then, we recommend using suitable service providers as an interim solution

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Important information regarding shipping providers and shipping costs

Tip:
Please watch our
How-to video on
order processing

Information regarding shipping providers / carriers:

- Getting an order status overview and **being able to track their orders** is very important to our customers
- At present, the carriers available to ship your parcels include **Hermes, DHL and GLS. DPD and UPS can only be used to ship goods to the customer.** For returns, the carriers listed above are mandatory
- If you use a forwarding agent for bulky goods, you are free to select a carrier

Information about shipping costs:

- You determine your **shipping costs** by indicating the shipping fee to be paid **on the Partner Portal**
- Your **shipping costs are universal** and apply to all of your products
- If you offer **bulky goods**, please list your standard shipping fees as well as your **forwarding surcharge**
- **Graduated shipping fees** are not permitted

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Important information regarding the returns process

- If customers wish to return an item, they first have to log in to their **customer account** at otto.de to **register the item** to be returned
- **OTTO** then generates the return label **based on the data you have provided (return tracking number)** and makes it available as a PDF file for 30 days
- This means that the shipping confirmation must contain the **parcel number of the item being returned** (return tracking number)
- Customers can print their return label themselves, attach it to their package and dispatch their return
- Customers will send **returns directly to you** using the address you have specified on the partner portal

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Important information regarding the return tracking number

- The return tracking number is the tracking number of the return
- **Each parcel** is assigned a **shipping number both on its way to the customer** and, if it is returned, **on its journey back** to the seller
- You must arrange the process with the respective shipping provider / carrier
- The **return tracking number as such is free of charge**. The carrier does, however, charge costs for returns as soon as they are dispatched by the customer

Tip:
Please watch the
How-to video on
return tracking
numbers

OTTO

Key facts about the shipping and returns process at a glance

Return tracking number

Already when shipping your goods to the customer, you must provide us with a return tracking number for the return journey

1

Return label

OTTO generates the return label for customers using the information you have provided so please DO NOT place a physical return label of your own in the parcel

2

Instructions on how to return items

For each order please enclose instructions for customers on how to proceed in order to return items

3

Shipping and returns warehouse

At present it is mandatory to ship goods to the customer from and handle returns at a German warehouse

4

Invoice document

OTTO undertakes payment processing for you so please DO NOT place an invoice with billing instructions in the parcel

5

Returns go straight to you

Customers will send returns to you directly using the address you have provided on the partner portal

6

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Requirements to be met by your products

Not all product categories already available at otto.de can be sold through our marketplace yet. This is mainly due to technical and legal requirements which must be complied with before you will be able to offer such products on otto.de. In addition, there are several brands* (e.g. Adidas, Apple, Nike) that are excluded from marketplace selling.

- You may sell items from the following product categories through our marketplace:
 - Furnishing & living
 - Fashion & lifestyle
 - Garden & DIY
 - Health
 - Sports & leisure
 - Technology & media
 - Drugstore
- Your products have an **EAN**

Tip:
New product categories for sellers are being added regularly. For an overview please click [here](#)

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*For excluded brands, please refer to our Platform Terms of use

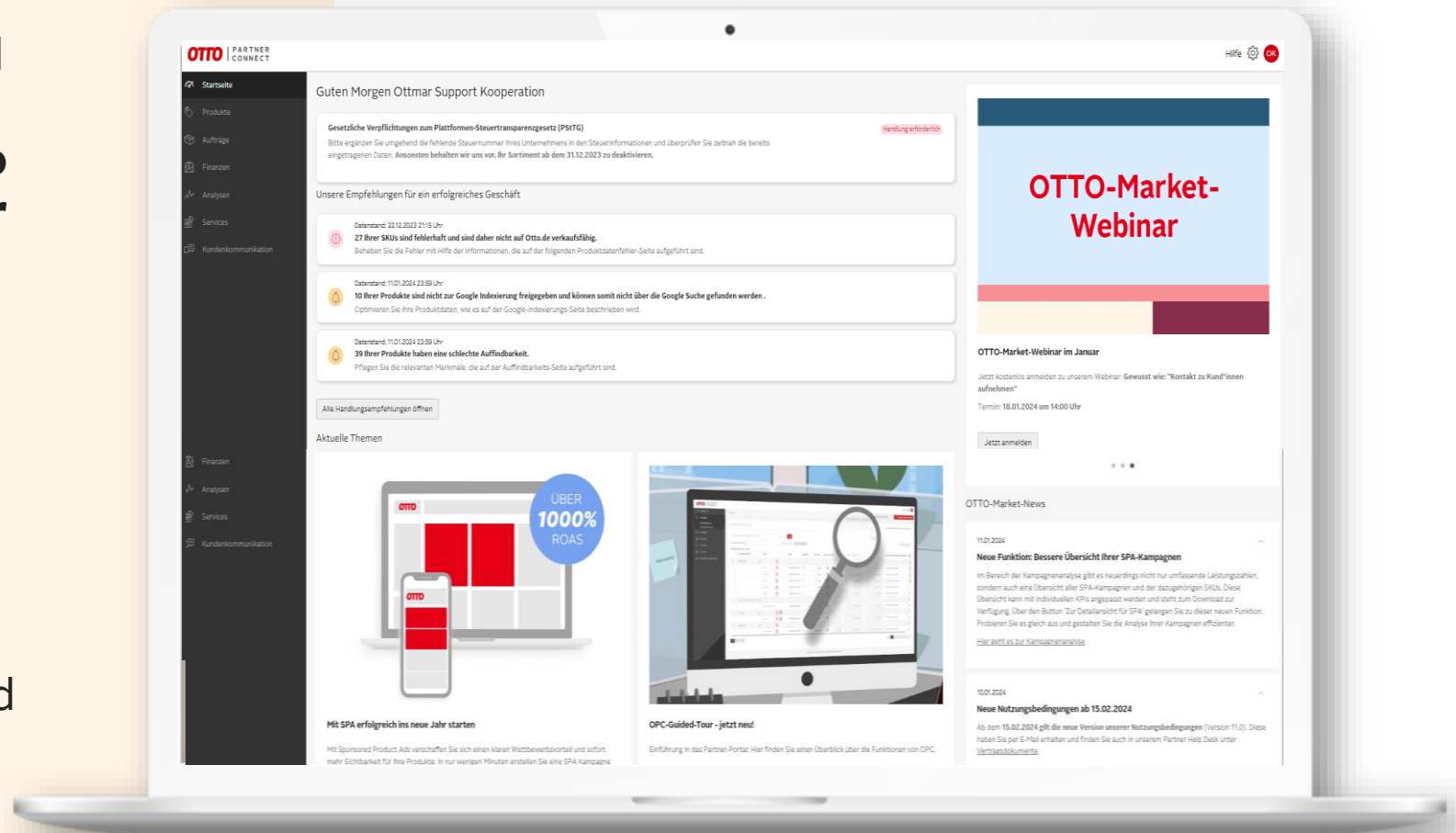
OTTO Partner Connect

How are partners connected to the Marketplace?

#3

OTTO Partner Connect – the partner portal

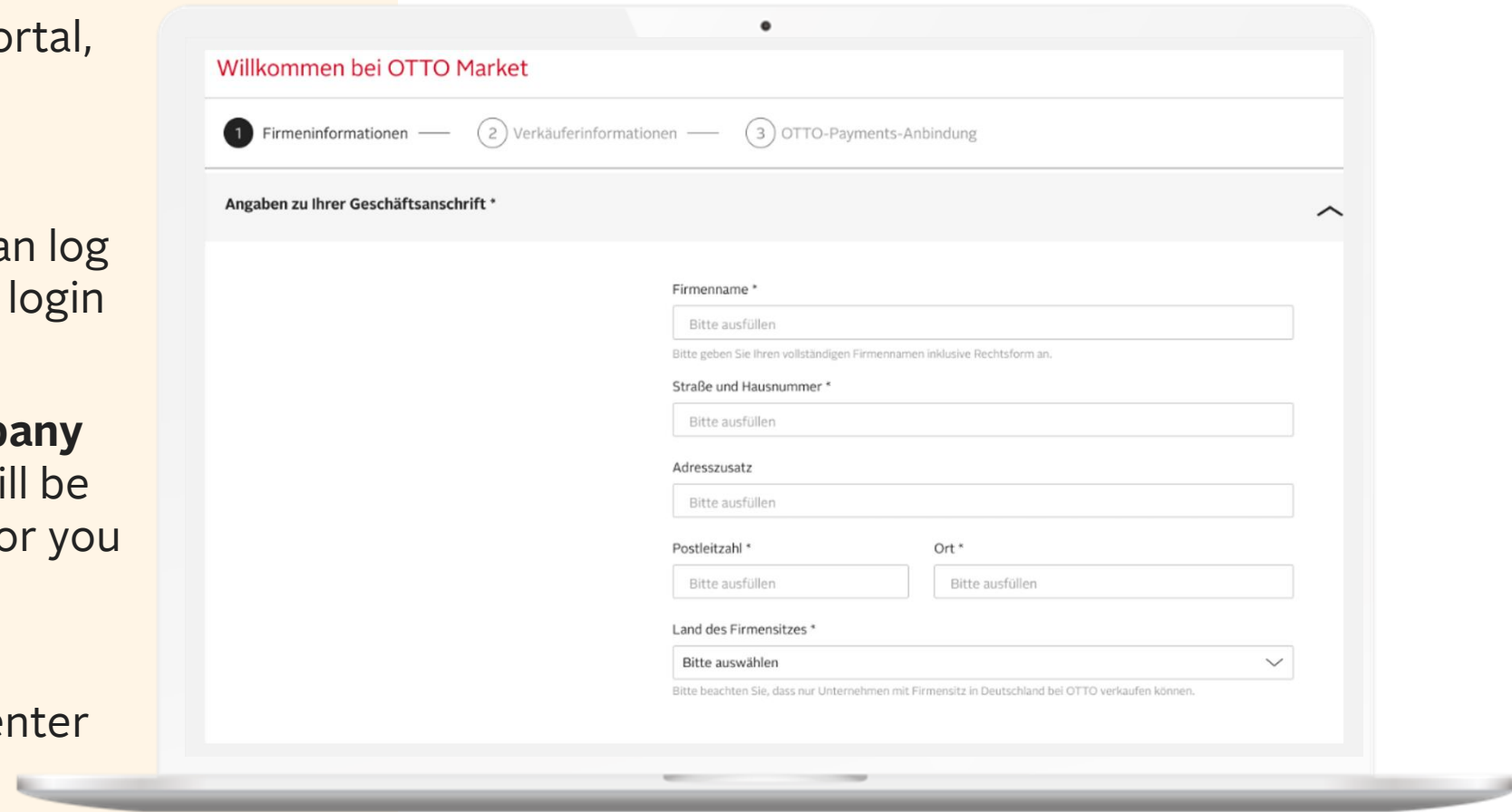
- After registering at otto.market and provided that you fulfil the requirements, you will get **access to our Partner Portal „OTTO Partner Connect“ (OPC)**
- OTTO Partner Connect is the **digital gateway** to otto.de and **the main tool** for managing your marketplace business with OTTO
- Use OPC for all **details about your sales, for editing item data or booking advertising** – all fast and simple



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First, enter your master data and fully digitally conclude your contracts

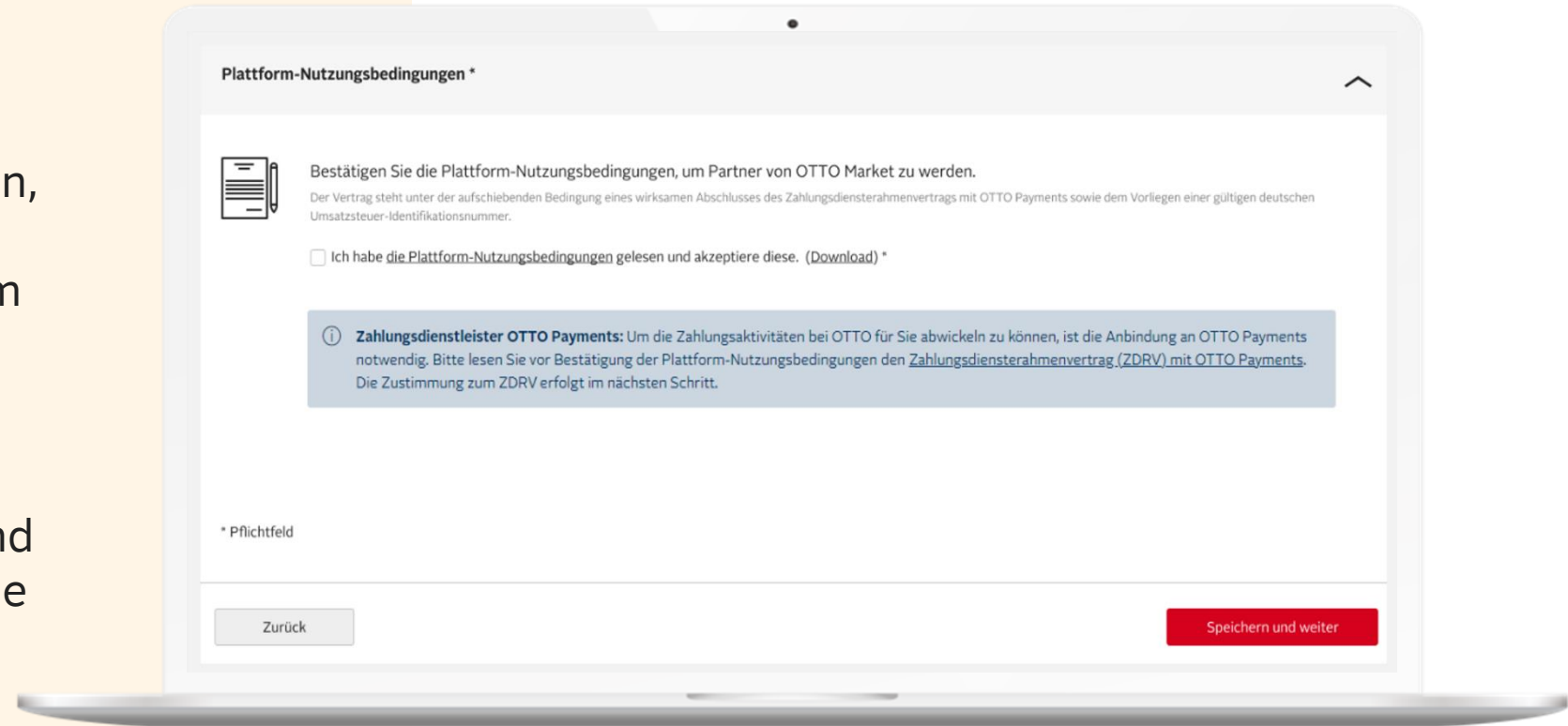
- After logging in to the partner portal, please perform the **2-factor authentication**. This serves the security of your data, so it is guaranteed that no third party can log into the partner portal with your login data.
- Afterwards you enter your **company information**. This information will be used to create a contract offer for you in the further course of the connection.
- We then compare the data you enter with the information stored at the **Federal Central Tax Office (BZSt)**.



The screenshot shows a web browser window displaying the OTTO Market partner portal. The page title is "Willkommen bei OTTO Market". Below the title, there is a progress indicator with three steps: 1. Firmeninformationen (selected), 2. Verkäuferinformationen, and 3. OTTO-Payments-Anbindung. The main heading is "Angaben zu Ihrer Geschäftsanschrift *". The form contains several input fields: "Firmenname *" (with a "Bitte ausfüllen" button and a note: "Bitte geben Sie Ihren vollständigen Firmennamen inklusive Rechtsform an."), "Straße und Hausnummer *" (with a "Bitte ausfüllen" button), "Adresszusatz" (with a "Bitte ausfüllen" button), "Postleitzahl *" (with a "Bitte ausfüllen" button), "Ort *" (with a "Bitte ausfüllen" button), and "Land des Firmensitzes *" (a dropdown menu with "Bitte auswählen" and a downward arrow, and a note: "Bitte beachten Sie, dass nur Unternehmen mit Firmensitz in Deutschland bei OTTO verkaufen können.").

First, enter your master data and fully digitally conclude your contracts

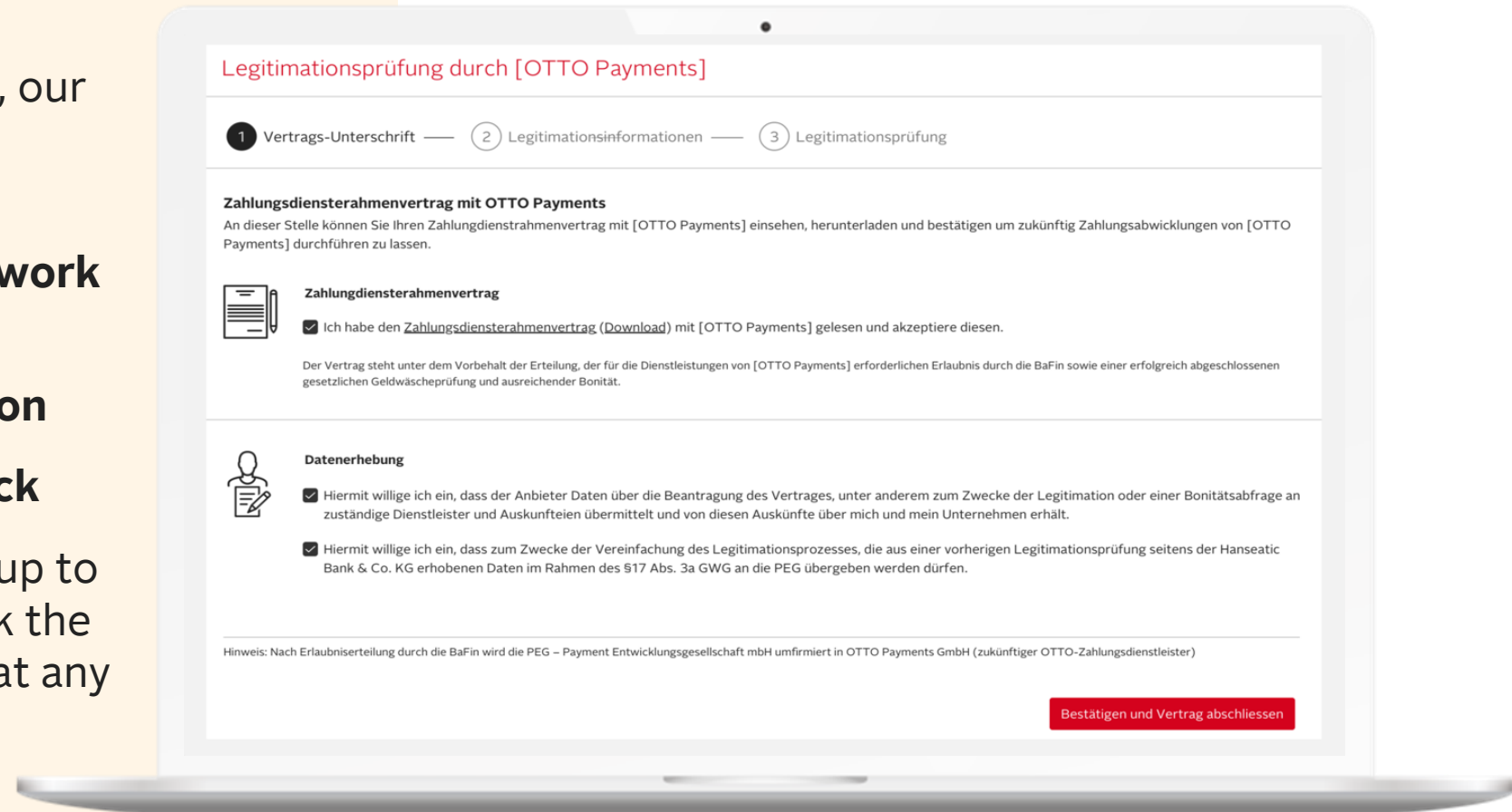
- The next step is to enter your **seller information**.
- This is mainly contact information, but also information on legal requirements, such as the system participation of your packaging, return of old equipment and the sustainability seal FSC®.
- After providing your company and seller information, we will provide you with the **platform terms of use**. These correspond to the contract you conclude with OTTO in order to be able to sell via the marketplace.



The screenshot shows a web interface for confirming platform terms of use. The title is "Plattform-Nutzungsbedingungen *". The main text asks the user to confirm the terms to become a partner on OTTO Market. It mentions that the contract is subject to the terms of the payment service framework agreement with OTTO Payments and the presence of a valid German VAT identification number. There is a checkbox for "Ich habe die Plattform-Nutzungsbedingungen gelesen und akzeptiere diese. (Download) *". Below this is a blue information box with an icon and text: "Zahlungsdienstleister OTTO Payments: Um die Zahlungsaktivitäten bei OTTO für Sie abwickeln zu können, ist die Anbindung an OTTO Payments notwendig. Bitte lesen Sie vor Bestätigung der Plattform-Nutzungsbedingungen den [Zahlungsdienstleistervertrag \(ZDRV\) mit OTTO Payments](#). Die Zustimmung zum ZDRV erfolgt im nächsten Schritt." At the bottom, there is a "* Pflichtfeld" label, a "Zurück" button, and a red "Speichern und weiter" button.

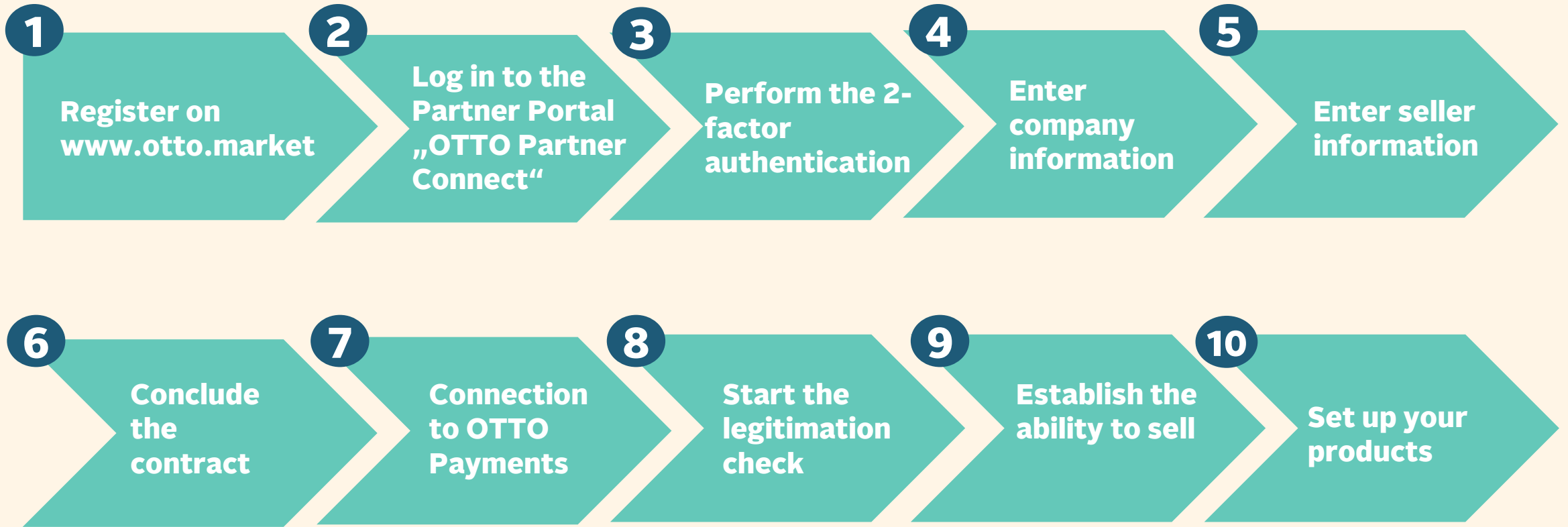
Connection to OTTO Payments

- To successfully complete the **connection to OTTO Payments**, our own payment service provider, several steps are required:
 1. Sign **payment service framework agreement**
 2. Enter **legitimation information**
 3. Go through **legitimation check**
- The legitimation check can take up to **ten business days**. You can track the status of the legitimation check at any time in the partner portal.



The screenshot shows a web interface for the legitimation process. At the top, it says "Legitimationsprüfung durch [OTTO Payments]". Below this is a progress bar with three steps: 1. Vertrags-Unterschrift, 2. Legitimationsinformationen, and 3. Legitimationsprüfung. The current step is 3. The main content area is titled "Zahlungsdienstrahmenvertrag mit OTTO Payments" and contains the following text: "An dieser Stelle können Sie Ihren Zahlungsdienstrahmenvertrag mit [OTTO Payments] einsehen, herunterladen und bestätigen um zukünftig Zahlungsabwicklungen von [OTTO Payments] durchführen zu lassen." Below this is a section for "Zahlungsdienstrahmenvertrag" with a document icon and a checkbox: "Ich habe den Zahlungsdienstrahmenvertrag (Download) mit [OTTO Payments] gelesen und akzeptiere diesen." Below the checkbox is a note: "Der Vertrag steht unter dem Vorbehalt der Erteilung, der für die Dienstleistungen von [OTTO Payments] erforderlichen Erlaubnis durch die BaFin sowie einer erfolgreich abgeschlossenen gesetzlichen Geldwäscheprüfung und ausreichender Bonität." The next section is "Datenerhebung" with a person icon and two checkboxes: "Hiermit willige ich ein, dass der Anbieter Daten über die Beantragung des Vertrages, unter anderem zum Zwecke der Legitimation oder einer Bonitätsabfrage an zuständige Dienstleister und Auskunftfeien übermittelt und von diesen Auskünfte über mich und mein Unternehmen erhält." and "Hiermit willige ich ein, dass zum Zwecke der Vereinfachung des Legitimationsprozesses, die aus einer vorherigen Legitimationsprüfung seitens der Hanseatic Bank & Co. KG erhobenen Daten im Rahmen des §17 Abs. 3a GWG an die PEG übergeben werden dürfen." At the bottom, there is a red button that says "Bestätigen und Vertrag abschliessen". A small note at the bottom left reads: "Hinweis: Nach Erlaubniserteilung durch die BaFin wird die PEG – Payment Entwicklungsgesellschaft mbH umfirmiert in OTTO Payments GmbH (zukünftiger OTTO-Zahlungsdienstleister)".

The 10 onboarding steps



To set up your products, please either use the manual OPC process or launch the automated process through the OTTO Market API

- Go to the „Products“ module in the Partner Portal to **manually set up**, maintain and manage **your products**
- At present it is unfortunately **not yet possible** to **upload products** through the user interface **using a CSV file**
- For **automated data exchange**, please use our **technical interface** (OTTO Market API) or the **services provided by companies** we work with and whose interfaces we already use

Tip:
For an overview of service providers we work with, please [click here](#)

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Good product data are essential to your success on otto.de

It takes 4 steps to set up a product. The following data are created:

- 1. Basic data:** These include the **product category**, the **item name** and the **brand**. These data are used to generate an important component of your product title. By selecting your basic data, you have a direct influence on how your products are perceived by our shop customers
- 2. Features:** These comprise **standardised** or **legally relevant** features as well as your **detailed product description**. This includes e.g. the delivery method or the delivery time in number of days
- 3. Variants:** If you offer different product variants, you should list them here. It is mandatory to give the selling price (VP) for each variant
- 4. Images and documents:** You can upload relevant images both at product and variant level. Please note that the **product must cover at least 85% of the image area** to be clearly visible. If possible, the **main image** should be a **knockout**; the **image background should be light and neutral**

Fees, commissions and payment processing

What costs arise and how does payment processing work?

#4



A basic fee of 39.90 € is charged monthly

- For participation in the marketplace, we charge a **monthly fee of 39.90 €** regardless of how many items you have on offer
- The basic fee applies after you have **concluded the contract** with us and you are **technically able to sell** products on otto.de
- For each successfully sold item, you additionally have to pay a **commission – as is common on the market** – based on the **gross selling price**. The commission **varies** depending on the **product and/or commission category**. For commission rates, please refer to our non-binding overview on the next slide
- A **commission is also added to shipping costs**. It is **16%** plus VAT

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The commission differs depending on the assortment

Valid from 15.02. 2024

Provisionsbereich	Provisionsgruppe	Provision*	Provisionsbereich	Provisionsgruppe	Provision*	
Drugstore	Drugstore	10%	Health	Health	13%	
	Beauty	14%		Sports & Leisure	Toys	13%
Furniture & Living	Kitchen & Households	15%	Sports Equipment & Outdoor		15%	
	Lamps & Lighting	15%	E-Bikes		17%	
	Furniture	16%	Bicycles & Accessories		15%	
	Home Accessories & Decoration	15%	Baby Accessories		10%	
	Mattresses & Bedding	18%	Music instruments		10%	
	Carpets, Blinds & Curtains	18%	Crafts		10%	
	Home Textiles	15%	Baby Furniture & Mobility		15%	
	Fashion & Lifestyle	Accessories	15%		Electronics & Digital	Electronics
Clothing		15%	Household Electronics			15%
Luggage & Bags		15%	Large Appliances	8%		
Jewelry		20%	Kitchen Small Parts	15%		
Shoes		15%	Technology Equipment	15%		
Watches		15%	Media	12%		
Garden & DIY	Bath & Sanitary	13%	Personal Care Devices	12%		
	DIY	13%	Software	12%		
	Electrical Installation	10%	Stationary & office supplies	10%		
	Garden	15%	Food & Dietary Supplements	Foot & Dietary Supplements		15%
	Small Ironware	8%		Other	Other	15%
	Pet Supplies	15%				
	Tool & Machinery	10%				
Mobility & Vehicles	Mobility & Vehicles	15%				
	Scooters	9%				

*The commission includes a payment fee of 2.3%

Billing must take place through a company based in Germany

We pay out your balance on a weekly basis every Thursday

- We offer you a **streamlined, reliable billing model** where we pay out your balance on a **weekly basis**
- You do not have to or in fact cannot use your own payment service provider. Since July 2022, we have **our own payment service provider, OTTO Payments**, which handles all payment activities for OTTO and thus reduces your effort.
- Another advantage: The customers who want to buy from you have already successfully passed a credit check. By OTTO Payments **taking over the del credere risk**, you can be sure that you will receive your money.
- Customers can choose between purchase on account, payment by installments, direct debit and prepayment. Additional payment methods are planned.

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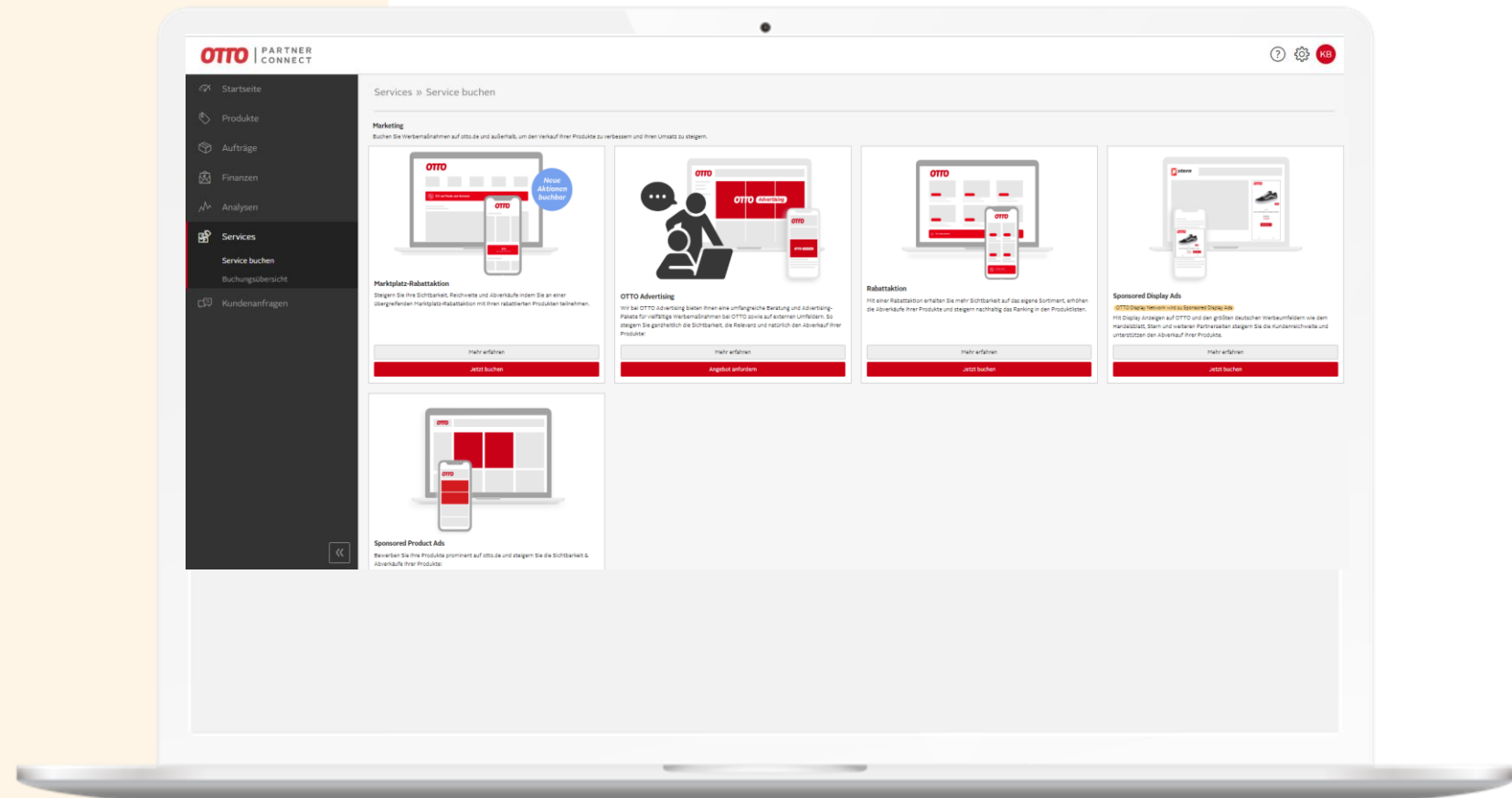
Visibility on otto.de

How can I market my products?

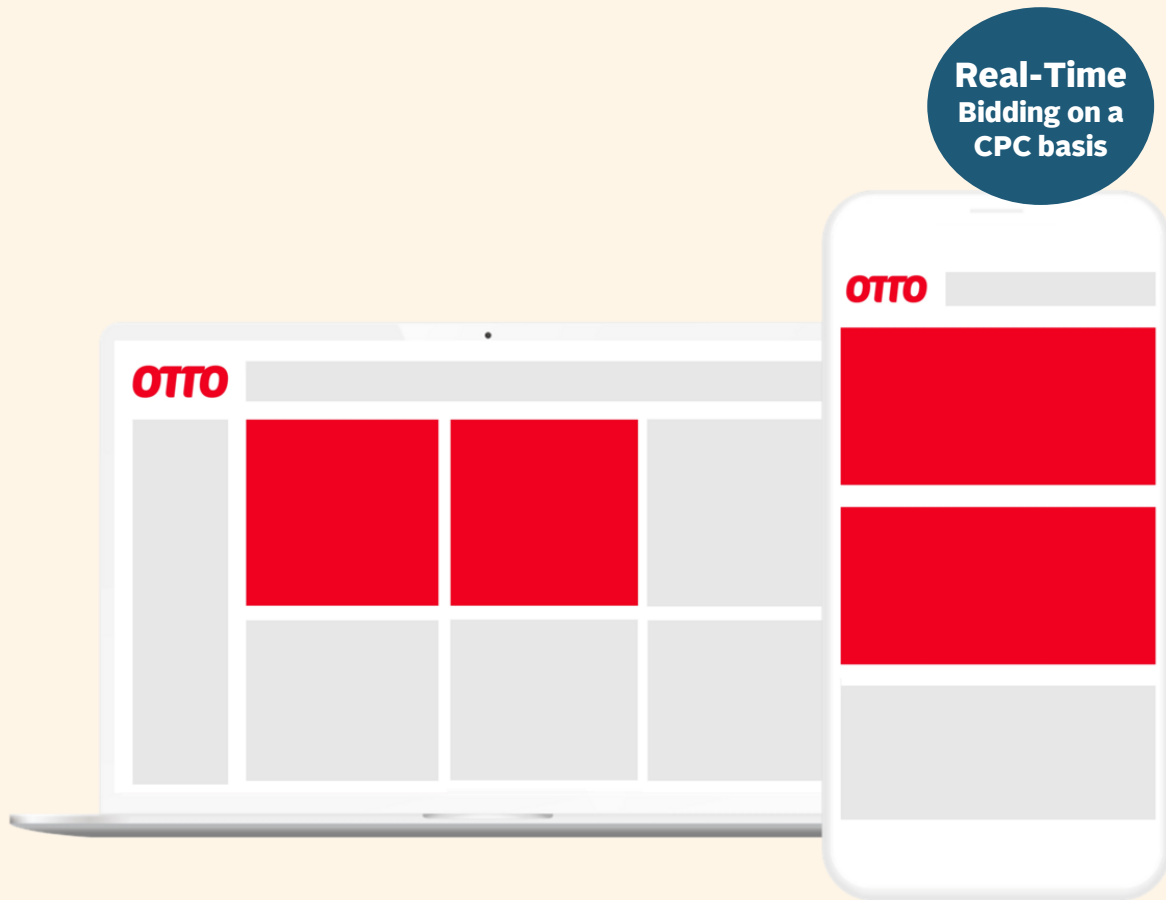
#5

Increase your visibility with our services

- Increase your **visibility** and boost **sales of your products** with our **marketing services**.
- These can be booked easily in the **partner portal self-service**.
- Click on the **"Services" module** to find the complete service portfolio. Under Marketing Services, we show you all the services you can use to **promote your products**



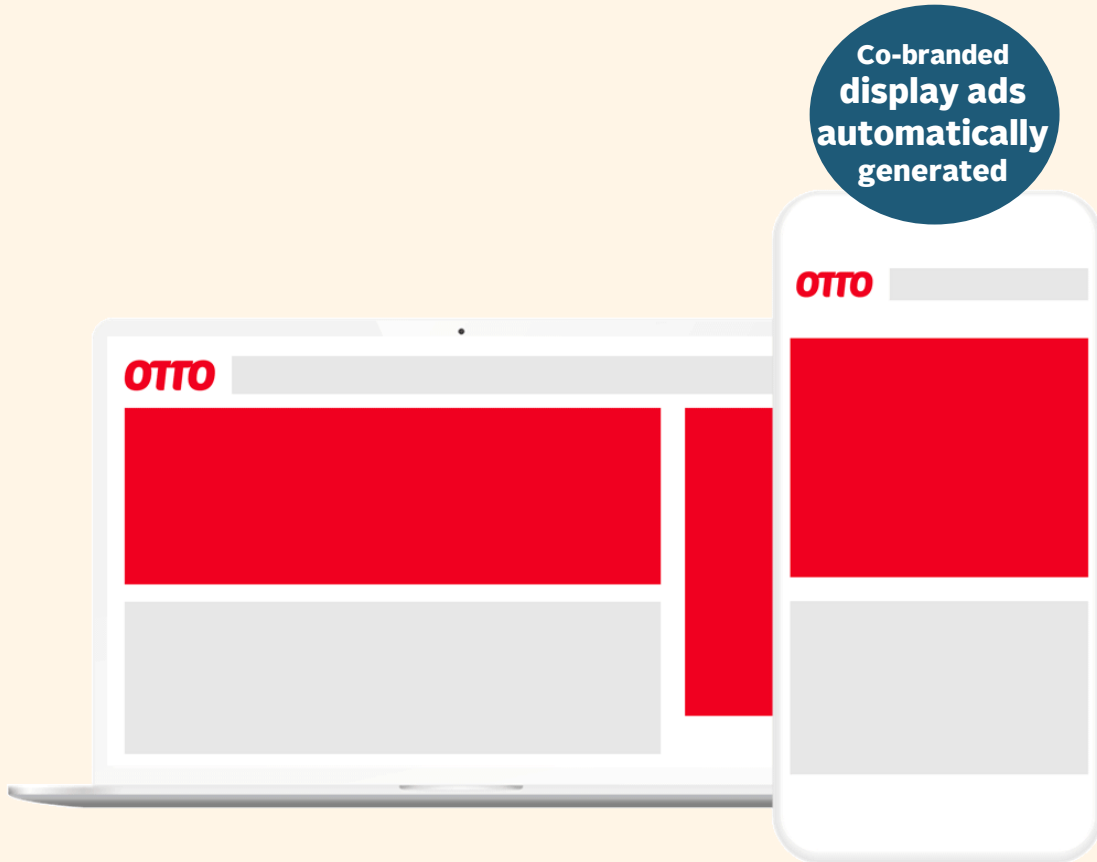
Sponsored Product Ads



- Prominent placement makes your products **easier to find**. Push your products to the top of search results pages, product listings, and item detail pages.
- **Reach the relevant target group** by displaying your products in contextually appropriate environments.
- Very close to the point of sale: With direct links to the article detail page, the **shortest way to sales** is achieved.

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Sponsored Display Ads



- Targeted online advertising for your products on over **250 premium partner websites** such as Handelsblatt, Stern and many more.
- The display is automatically generated on the basis of your product data as a co-branded display ad - **you do not have to create any advertising material** for this.
- You reach potential customers who are not on otto.de via desktop and mobile. You **gain new customers and increase your sales.**

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Discount campaign



- Start your own discount campaign at otto.de. **You choose** the promotion period, the discount amount and the assortment.
- We **automatically** place your discount promotion for you on **otto.de**.
- With a discount promotion, you **gain even more visibility** for your own product range, increase the attractiveness of your products for customers, and **boost sales**.

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Marketplace discount campaigns

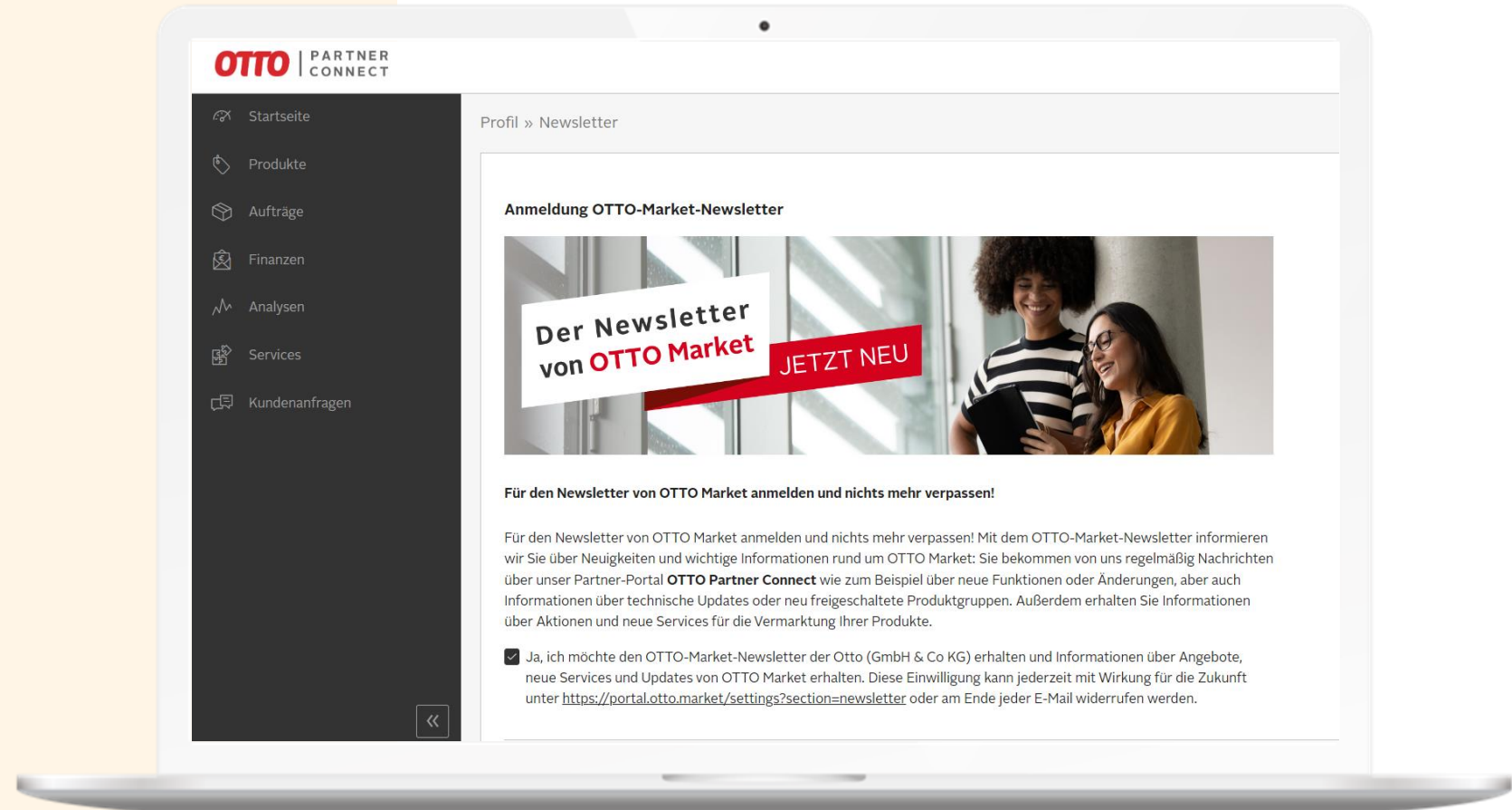


- Increase your **visibility, reach, and sales** by participating in a comprehensive marketplace discount campaign with your discounted products.
- Wide visibility on otto.de and in the app
- Especially large reach through additional media presence
- Simple & free participation

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All information about OTTO Market

Don't miss anything!



Sign up for the newsletter in OTTO Partner Connect and you will receive regular news from us about **new functions, technical updates** and information about **promotions and marketing opportunities** on otto.de.

OTTO

Sustainability

How does OTTO promote sustainability?

#6



Our sustainability record



In ecommerce **since 1995**

We have pursued **sustainable goals** for over **30 years**



Established 3 environmental foundations, active in 12 successful, sustainability **partnerships** and **initiatives**



With its own Corporate Responsibility Team observing the market and constantly looking out for sustainable innovations



Through **regular analyses and surveys**, we keep developing further and know about trends



Customers and non-customers consider us more trustworthy than other (international) companies when it comes to **credibility regarding sustainable actions** (Rheingold study, April 2020)

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Our label at OTTO indicating sustainable items



Die Siegel nach Sortimenten geordnet

Wohnen & Technik

Fashion & Heimtextilien

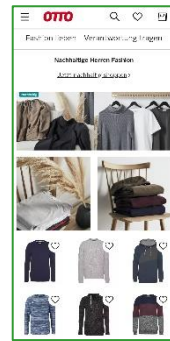
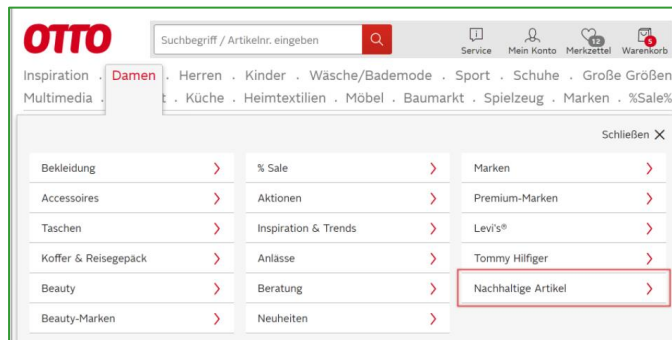
Naturkosmetik

Lebensmittel

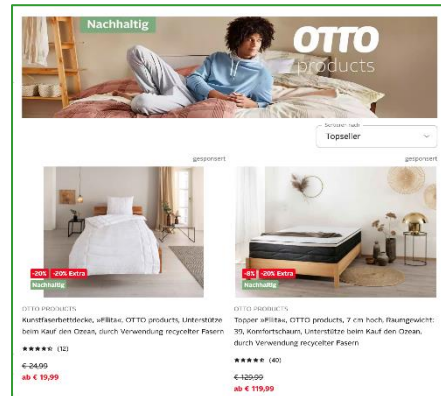
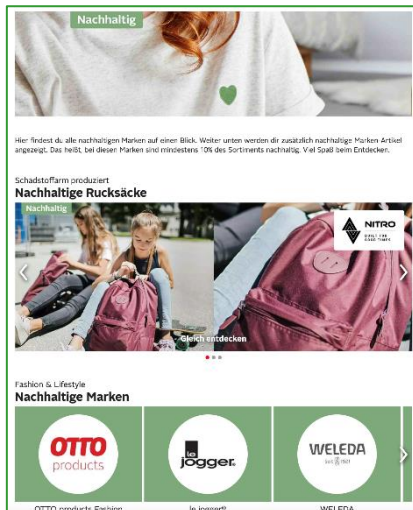
Overview of the sustainability seals

- **There are many sustainability labels** – from GOTS and FSC to Global Recycelt Standard. Customers do, however, not always exactly know what these labels stand for. We have in fact found that the multitude of sustainability labels is simply too overwhelming
- We want to offer our **customers orientation**. That is why we assign the large number of seals to our **nine categories** and **label sustainable** products accordingly
- If you offer products that have been **produced sustainably** and have been awarded one of the **sustainability seals we recognize**, they will be awarded one of the four sustainability categories for greater visibility

Product assortment & brand shop – greater visibility for sustainable products

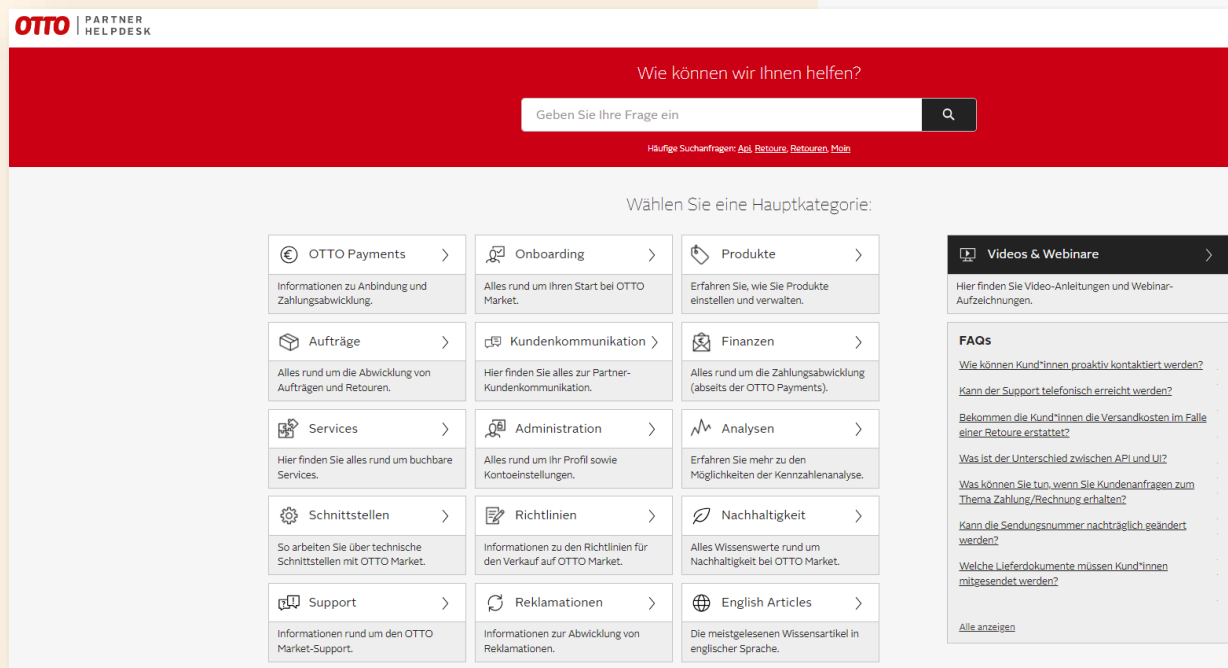


- Each product assortment has its **own shop** featuring **sustainable items only**. If you offer products labelled sustainable, they will **automatically** be listed in the **respective shop**
- If **at least 10% of your goods are labelled „sustainable“**, you will be added to the **brand shop** offering sustainable brands
- At the brand shop, customers can find sustainable products **quickly and specifically**
- **New sustainable brands** are presented in the **visible area**. In addition, the **brand shop is promoted** through our newsletter and other onsite teasers



**Any further
questions?**

Our partner helpdesk provides all the information you need about our marketplace



- For further details on our marketplace, please refer to www.otto.market, read our **FAQ** or go to our **Partner Helpdesk**
- Our Partner Helpdesk contains **various articles** offering answers to many of the questions you may have
- And if your question hasn't been answered, simply use our **ticket tool** provided at the Partner Helpdesk to get in touch. Your request will be forwarded to the **person responsible** who will be happy to help you

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Tip: Take a look at our OTTO Market webinar

OTTO Market

Webinar:
How to become a seller at
OTTO

Would you like to **listen to all the information about OTTO Market?** Then take a look at our OTTO Market webinar.

There we will introduce you to our marketplace OTTO Market and show you step by step how to become a seller at OTTO. Find out what benefits you'll gain from it and what requirements you'll need to meet. We will also give you an insight into our partner portal and have plenty of time for your questions at the end. Please note, that the webinar is in **German only**.

[Click here to register](#)

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