



ZALORA

JOIN US

Asia's Leading Online Fashion Destination

Q1-V2 2016

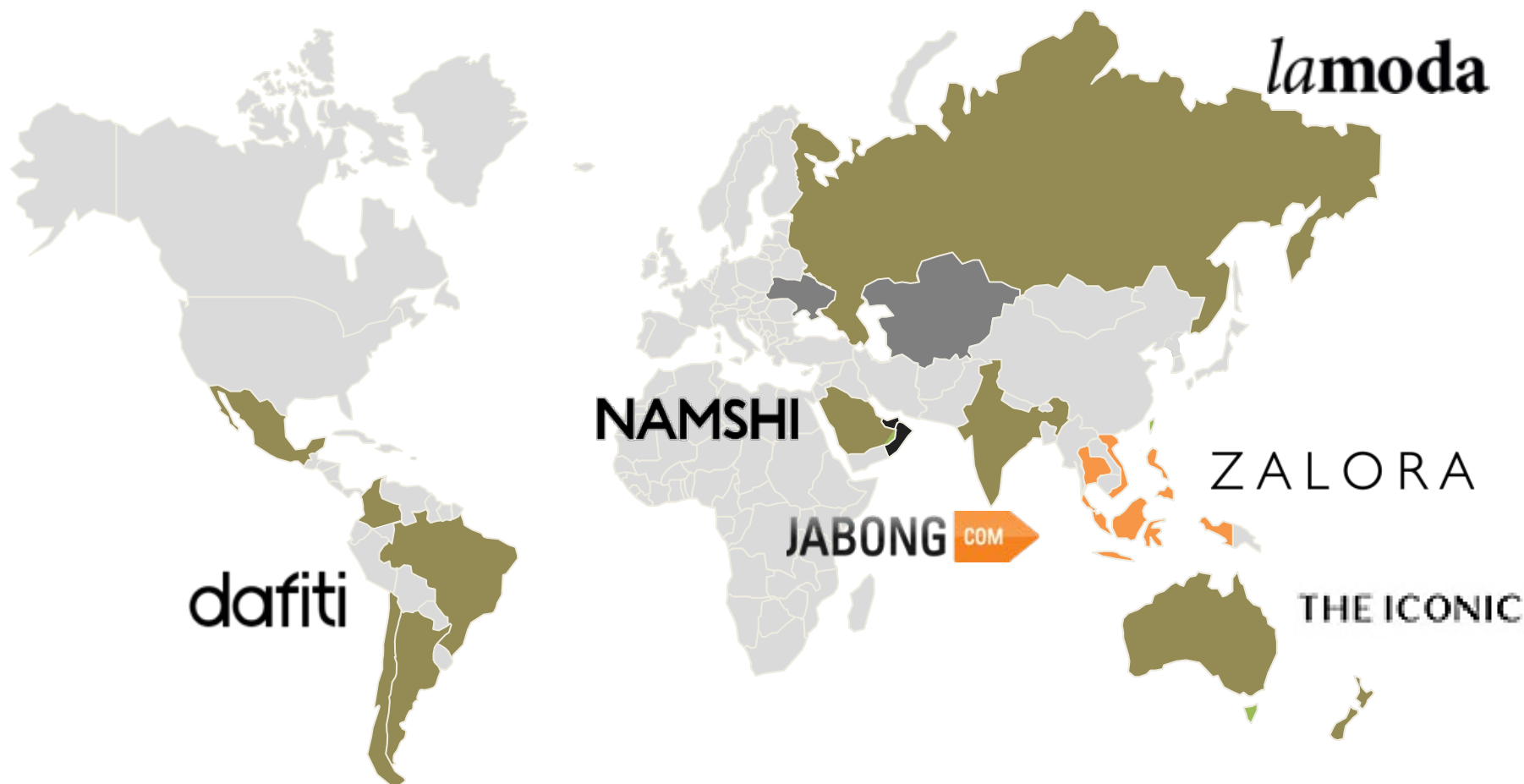
BACKGROUND & CONCEPT

CONNECTED WITH FASHION
E-COMMERCE WEBSITES
ACROSS THE WORLD
THROUGH A COMMON
INVESTOR, ROCKET INTERNET

ZALORA

GLOBAL FASHION GROUP

Together, we are a fashion market of over 330 billion euros targeting a population of 2.5 billions



27
Countries

4.6 M
Active
Customers

353M
Unique
Visitors

8.4M
Total Orders

ZALORA: THE FASHION DESTINATION IN SOUTH EAST ASIA

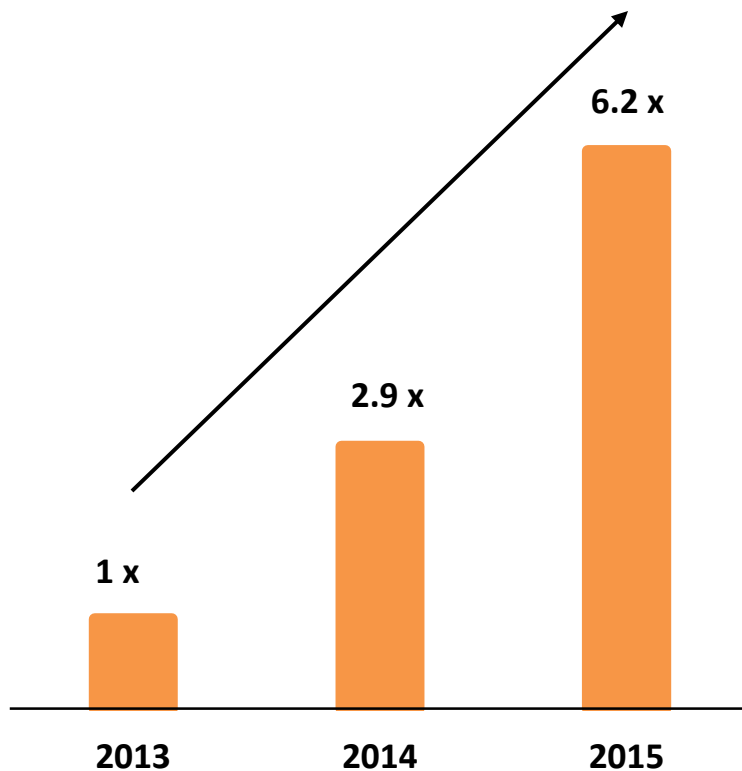


NO.1 ONLINE FASHION RETAILER IN SEA :

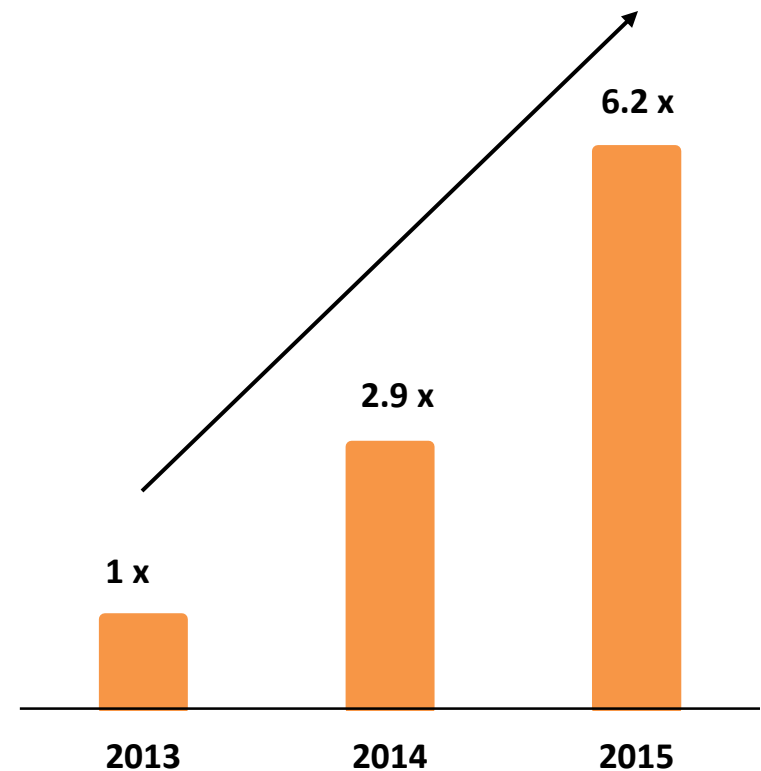
- Presence in **8 countries** + Australia and New Zealand with The Iconic
- Founded beginning of 2012 as a **full-price fashion** e-commerce company
- Presence in **all markets** with customer service teams, last mile delivery fleets and own warehouse
- Tailored marketing efforts in all countries

Zalora Indonesia Grew 6 Times bigger in 3 years

NMV Growth



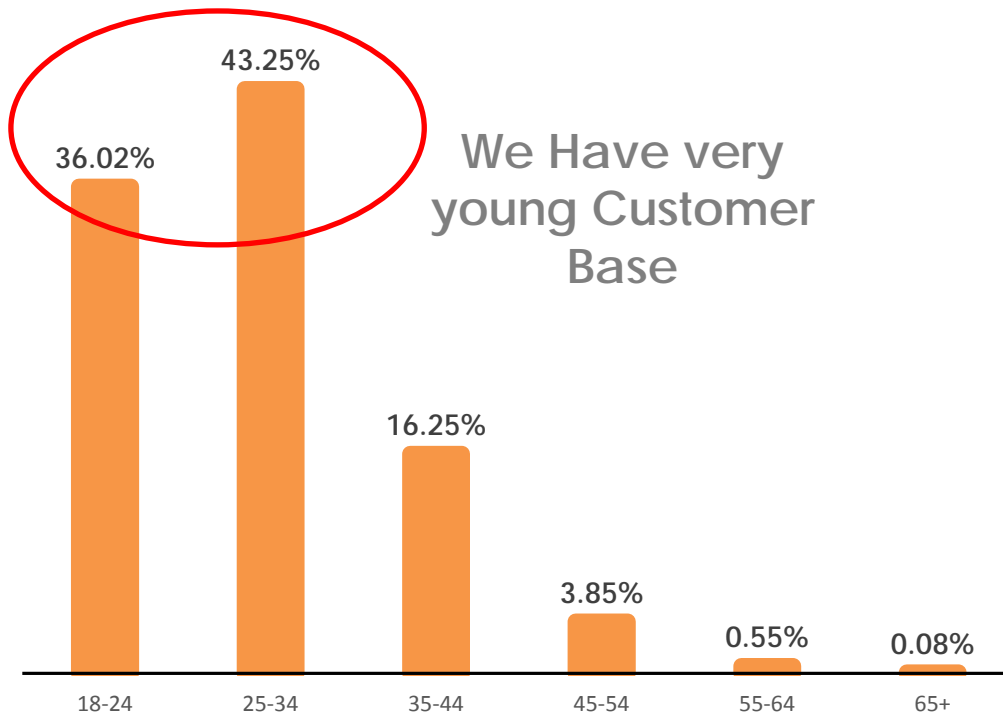
Customer Growth





ZALORA's Customer Base Distribution

Customer Base by Age



Distribution by Gender



MALE
40%

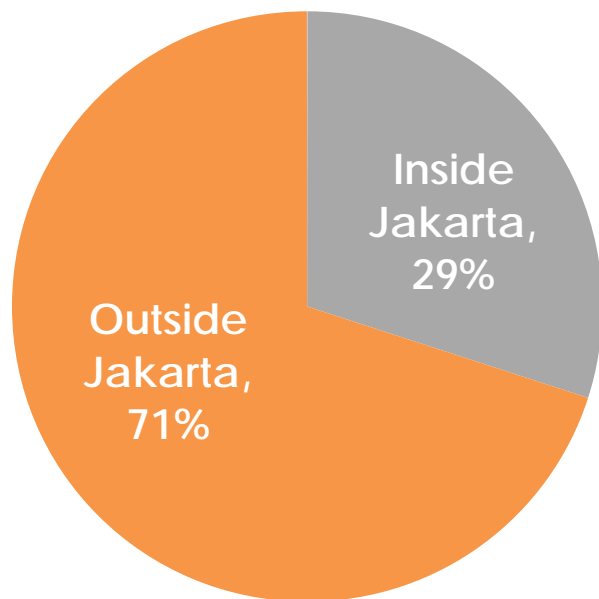


FEMALE
60%



ZALORA's Customer Base Distribution

>70% of Our Orders Are From Outside of Jakarta



Wide and Dispersed Reach

Java outside Jakarta	39%
DKI Jakarta	29%
Sumatera	15%
Kalimantan	6%
Sulawesi	3%
Bali	4%
Nusa Tenggara	2%
Papua	2%
Maluku	1%

Additional Channel of Distribution Outside of Jakarta – Covering new Grounds

Zalora Partners with 1500+ Top Local and International Brands

MANGO

VANS

Ray-Ban

NIKE

DW
Daniel Wellington

PALOMINO

riamiranda

COTTON:ON

SPERRY
TOP-SIDER

havaianas

adidas

SEIKO

JANSPORT

DAUKY

Levi's

HACIT

RIVER ISLAND

new balance

PENSHOPPE

Herschel
SUPPLY CO. BRAND
TRADE MARK

ZOYA

Tafuis
Pionir Mukuha & Sajadah Fashion

3SECOND

MACBETH
FOOTWEAR

L'ORÉAL

RIP CURL

Alexandre Christie

MADE FOR TRAVELLERS
TAYLOR
Fine Goods

JENAHARA

Skelly

Gsh

O.P.I

OAKLEY

CASIO

NATIONAL
GEOGRAPHIC

ALDO

LUNA

rubi

Pierre Cardin
PARIS

PUMA

CHARLES JOURDAN

Lee Cooper

bateeq

BILLABONG

CONVERSE

THE
BODY
SHOP

asics

Lois

Lee

marie claire

BLOPPENDORSE
Store
QUICK SERVICE

SKECHERS
World Famous

EVERBEST

Rivieras

Coconut Island
Rio de Janeiro, Brazil
1975

Lee

DANAR HADI
batik solo

Salt n Pepper

FLY
SHOES

Bata

Dr. Kevin
KEEP ON WALKING

AIRWALK

LOOKBOUTIQUESTORE

ZALORA

WHY JOIN US?

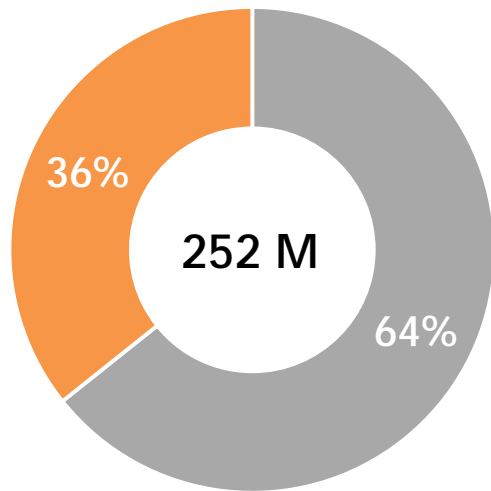
GOING ONLINE VS. NOT GOING ONLINE

SETTING UP YOUR OWN WEBSITE VS. JOINING ZALORA

The Opportunity for Fashion to Go Online in Indonesia is Huge

INDONESIA HAS THE LARGEST AND FASTEST GROWING INTERNET POPULATION IN SOUTH EAST ASIA

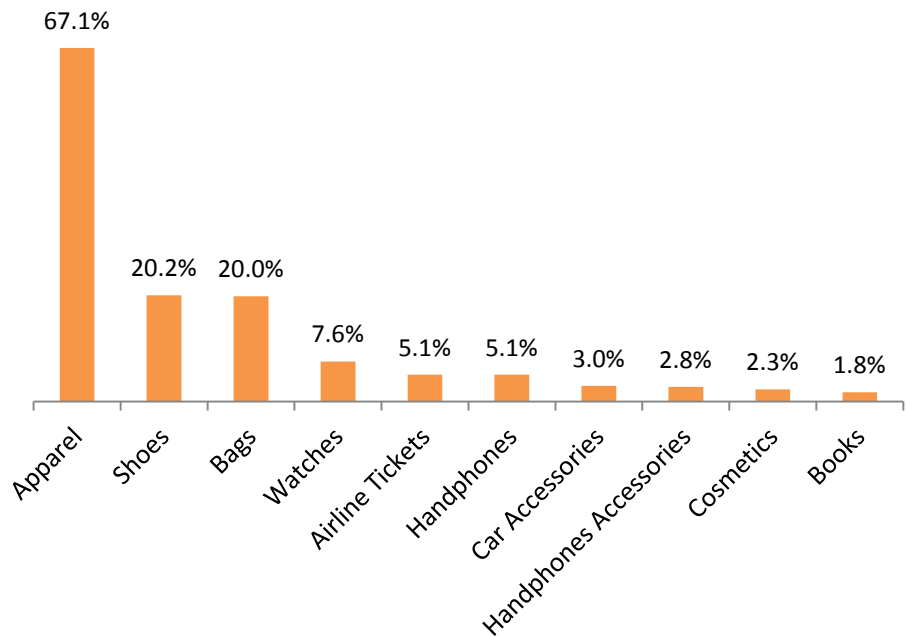
Indonesian Internet Population



Internet users
Untapped market

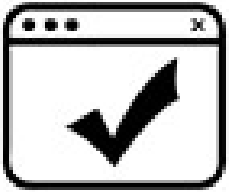
⇒ An untapped market of 162 million people

Most Popular Product Category



Most popular online products are currently Clothing and Fashion accessories

OUR CUSTOMERS EXPERIENCE



SIMPLE AND SAFE WEBSITE

Easy navigation and
intuitive content



PRODUCTS

Access to Wide
product range from
Local &
International Brands



FREE SHIPPING*

Trusted logistics
partners deliver
anywhere in
Indonesia



PAYMENTS

Convenient
options including
nationwide cash-
on-delivery



CUSTOMER SERVICE

comprehensive
and personal
service



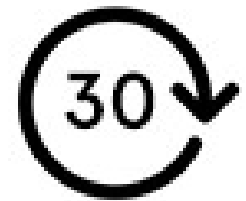
EVERYWHERE

Access to rural
areas and
untapped markets



UPDATE

Stay connected
through
newsletters,
social media
and blogs



RETURNS*

30 days return
policy*

* t&c Applied

Zalora Invests in All Marketing Channels to Win Market

SEO
#1 ON
GOOGLE

Website
> 300k unique site visitors
/ day

CRM
> 1M subscribers to
our Newsletter

Social Media
f > 6,500,000 liked
t > 32,000 followers
i > 90,000 followers



Bloggers
Partnerships with Key
Fashion Bloggers and
fashion influencers



PR Activity
#1 ON GOOGLE

Partnership
Banks,
Telecommunications

TV
TV spots across major networks



World Class Mobile App and Marketing

An amazing mobile app

> 50% daily traffic comes from mobile phones



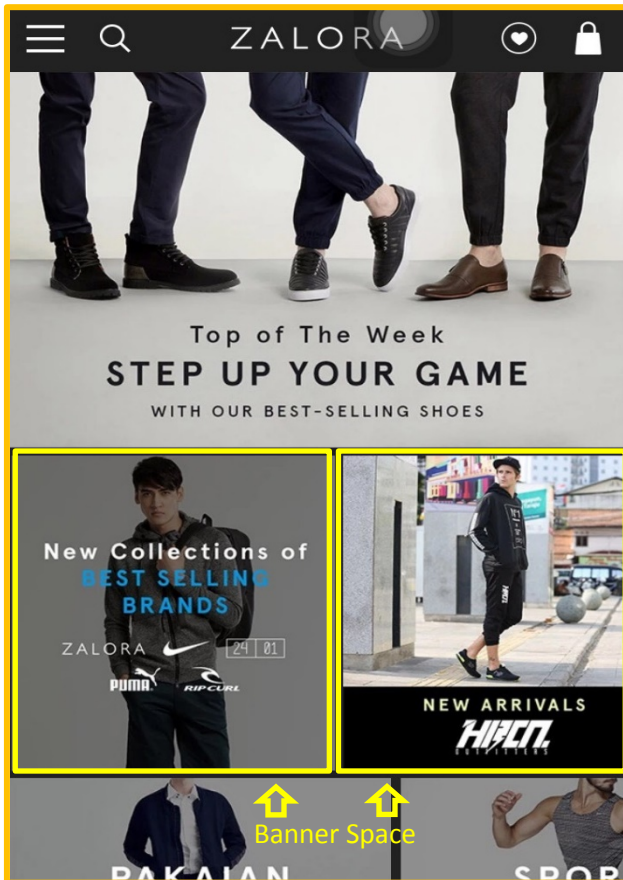
- Available for Apple & Android

GET ON OUR APP BANNERS:

We have **over 20 banner spaces** that are available on our mobile application for all vendors to grab. If you would like to see your brand on a banner, commit to Zalora the followings:

1. **Exclusive discounts** for Zalora
2. **New collection launch** from your brand with more than **30+ SKUs** coming in the new season
3. **For brands that never on discount, 20-30%** additional discount is very attractive and will get your brand a banner placement. Brands that are constantly on discount, **need stronger discounts** to get a banner placement.

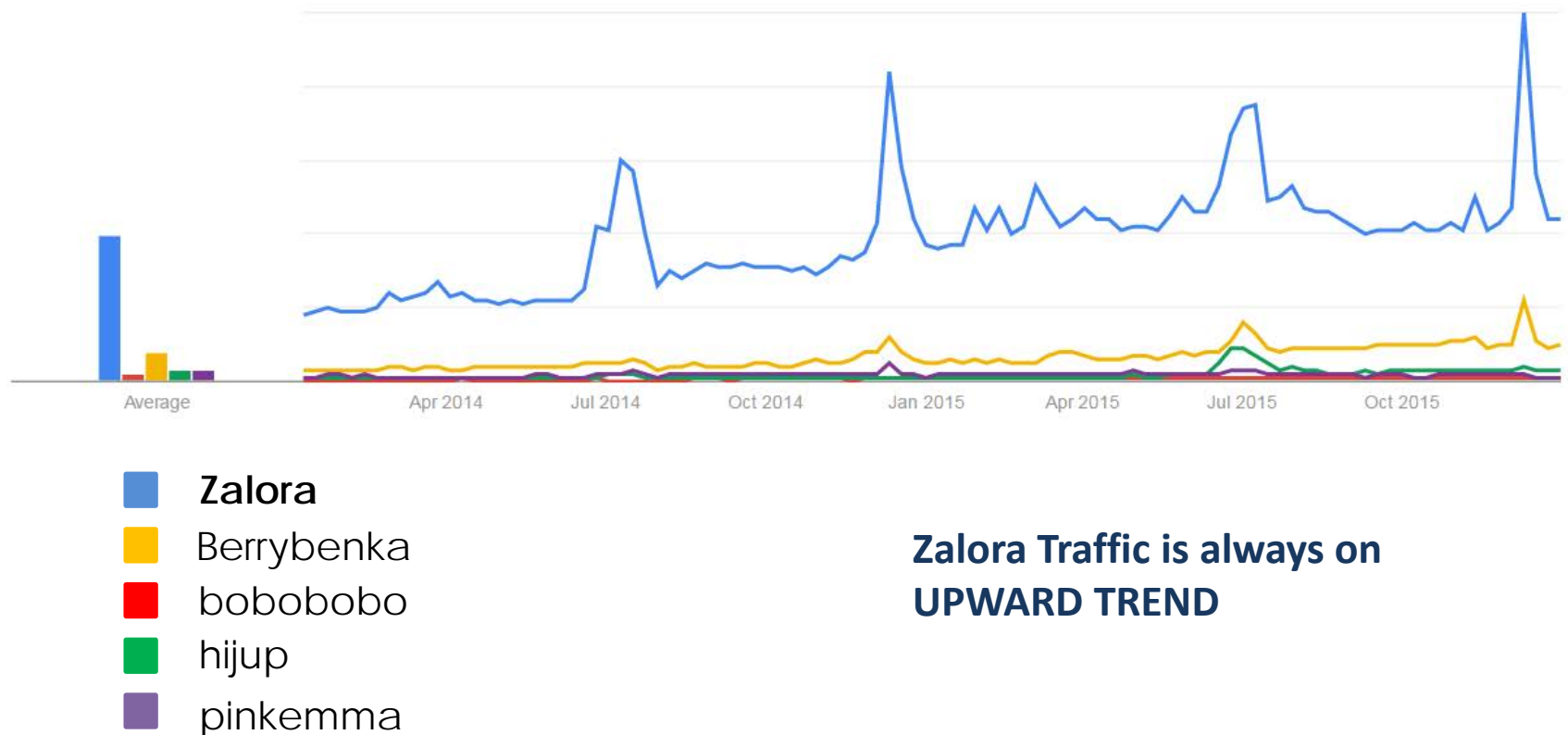
Please contact your buyer/account manager if you would like to get your brand on our App Banners!



Most Visited Fashion Website in Indonesia

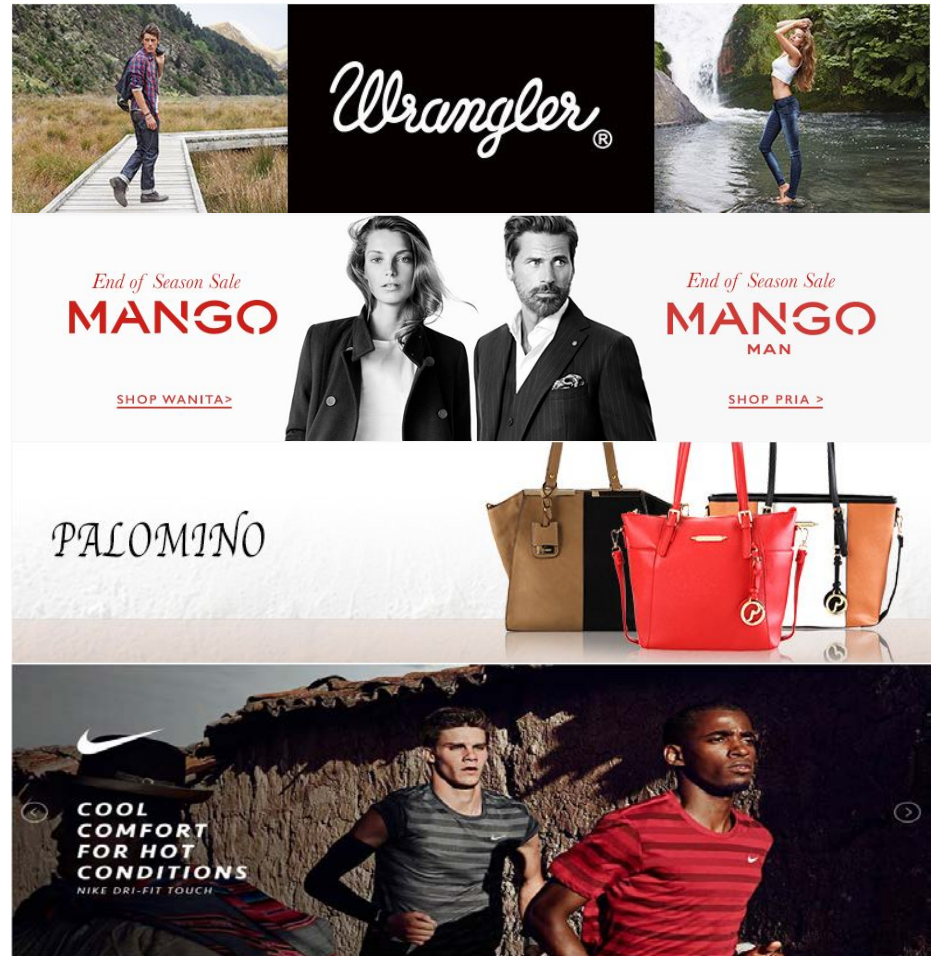
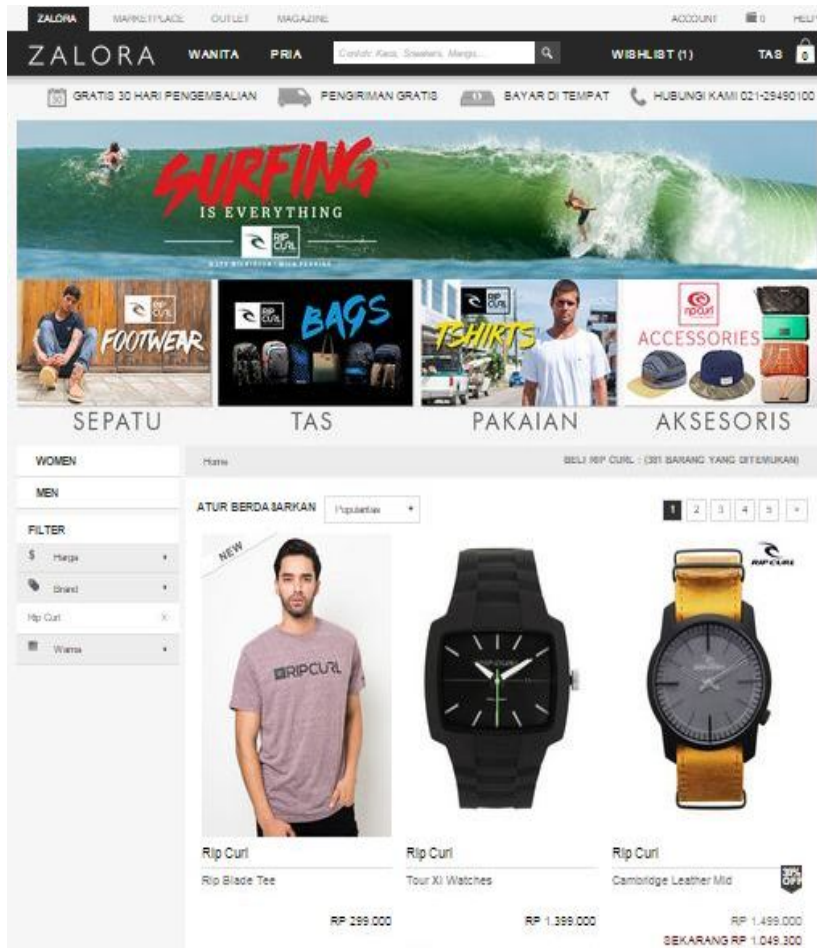
ZALORA IS THE #1 SEARCHED FASHION WEBSITE IN INDONESIA

Online fashion-related searches on Google Indonesia (Zalora vs competitors)



Get your customized webpage

Through our e-shop solution brands can create their unique online experience, designed to mimic the institutional e-commerce site



Our Operations – Largest E-Commerce Warehouse in Indonesia



- Our Operations – Largest e-commerce warehouse in Indonesia, **15,000 sqm** distributed across 3 floors, can store more than **1.5 million items**.
- **150+ In-house delivery fleet** in major cities, including **Jabotabek, Bandung, Surabaya, Denpasar** etc.
- Offer **Cash-on-Delivery** and **Credit Card** payments at door step
- 90% of packages are delivered within the next day in Jakarta

Jl. Raya Kalimalang KM. 2 Rt/Rw
02/07
Desa Sukadanau, Cibitung
Bekasi - Jawa Barat 175200

ZALORA

**SOLUTIONS ON
WORKING WITH US**

Different Working Solutions With ZALORA

	Consignment	Dropshipment (Marketplace)
Catalog Display	Zalora.co.id	Zalora.co.id
Shipping + Cancellation + Returns Fee	No	Yes
Marketing	Banners/Newsletter/Paid Marketing/Social Media	Banners/Newsletter/Paid Marketing/Social Media
Customer Service	ZALORA	ZALORA (Majority)
Production (Photography + content)	ZALORA	Seller (Production Service Available)
Warehousing	ZALORA	Seller
Fulfillment (Packaging)	ZALORA	Seller
Delivery	ZALORA	ZALORA's Selected 3PL
Minimum Revenue Requirement	Monthly 15m IDR per brand	NA

Marketplace

ZALORA		SELLER				ZALORA
IT PLATFORM	MARKETING	PRODUCTION	WAREHOUSE	FULLFILLMENT	CUSTOMER SERVICE	DELIVERY
ZALORA provides seller with the seller center interface to manager products, stock and orders online	<p>ZALORA Invests massively in various online & offline marketing channels</p> <p>Sellers can co-invest to benefit from ZALORA's top marketing team</p>	Photo shooting is done by the seller. Shoot your products the way you want your store to look!	Items are stored in seller's warehouse	Seller packages the products before shipping	<p>Handled by ZALORA's customer service team</p> <p>ZALORA would require seller's assistance from time to time</p>	Seller uses ZALORA's preferred delivery provider to deliver the products to end customer.

- *Retain full control over your prices and inventory*
- *Reach customers in all Indonesia without going out of your store*

Consignment

ZALORA						
IT PLATFORM	MARKETING	PRODUCTION	WAREHOUSE	FULLFILLMENT	CUSTOMER SERVICE	DELIVERY
ZALORA provides seller with the seller center interface to manager products, stock and orders online	<p>ZALORA Invests massively in various online & offline marketing channels</p> <p>Sellers can co-invest to benefit from ZALORA's top marketing team</p>	Photo shooting is done by the seller. Shoot your products the way you want your store to look!	Items are stored in seller's warehouse	Seller packages the products before shipping	<p>Handled by ZALORA's customer service team</p> <p>ZALORA would require seller's assistance from time to time</p>	Seller uses ZALORA's preferred delivery provider to deliver the products to end customer.

Deliver the goods to our warehouse and ZALORA takes care of everything



APPENDIX

Marketplace,
Seller Center
Desktop & App

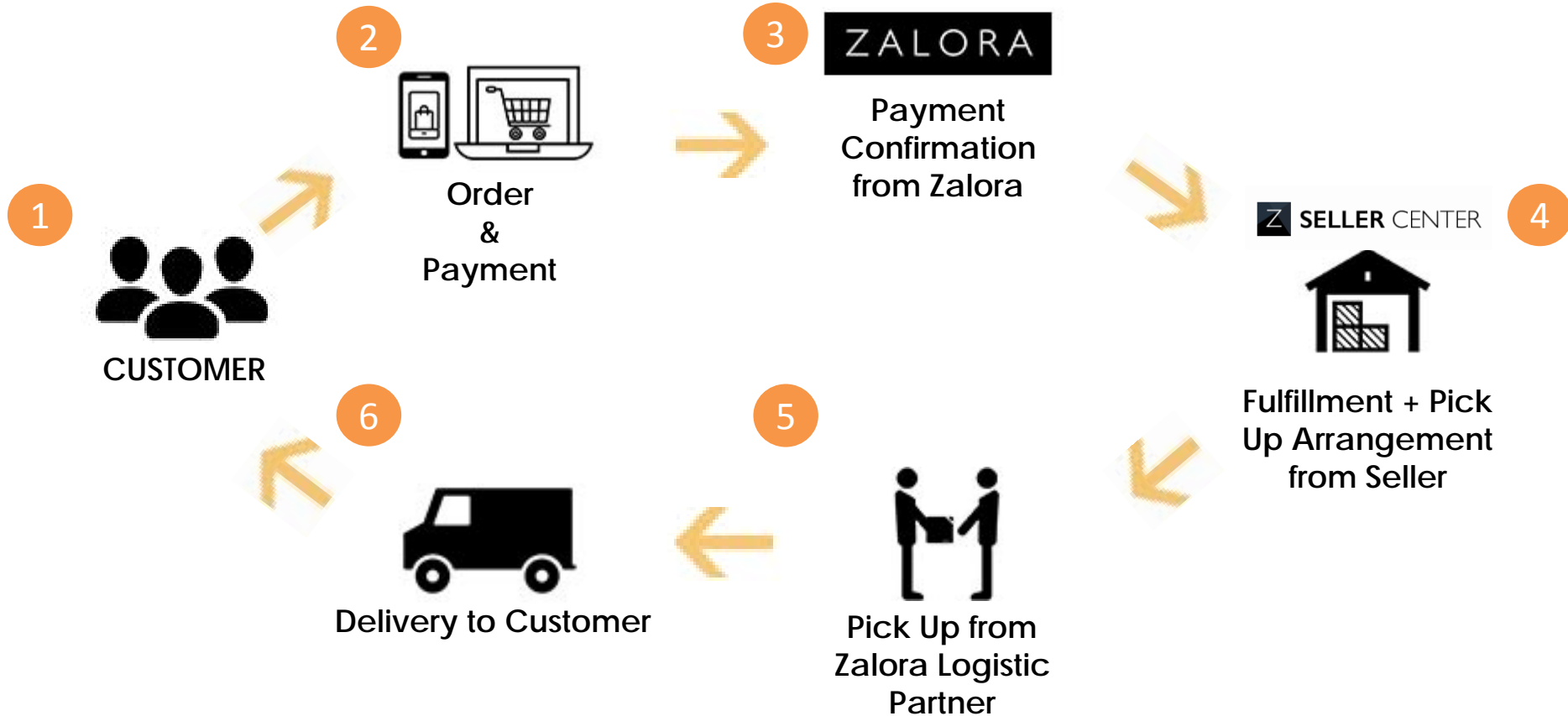
ZALORA

Detailed Fees for Marketplace

JOINING FEE	FREE	
MONTHLY SUBSCRIPTION	FREE	
COMMISSION	25% PKP margin	28% non-PKP margin
	Margin amount included VAT	
FAILED PICKUP FEE	Rp 100,000 / failed pick up / order *applicable up to 3 times failed pick up - before the order canceled by Zalora	
ORDER CANCELLATION FEE	Rp 100,000 / item	
PAYMENT TERMS	MONTHLY – 15 - 18 TH of the next month	
PROCESSING FEES	• Pick Up Zone 1 (JABODETABEK & Bandung)	Rp. 15.000 / order
	• Pick Up Zone 2 (Other Cities)	Rp. 20.000 / order
RETURN PENALTY	Rp. 100.000 / item *applicable if seller sent wrong product (size or SKU) or defect product	

****Minimum listing 48 SKU, Every product must have hangtag / label in Bahasa***

Marketplace Order Flow



**OPERATIONAL
POLICY**

2
WORKING
DAYS

Handling Time

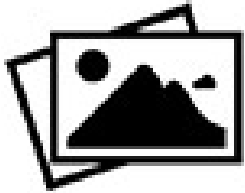
1
WORKING
DAYS

Customer Service
Response Time

SELLER CENTER: A FRIENDLY INTERFACE



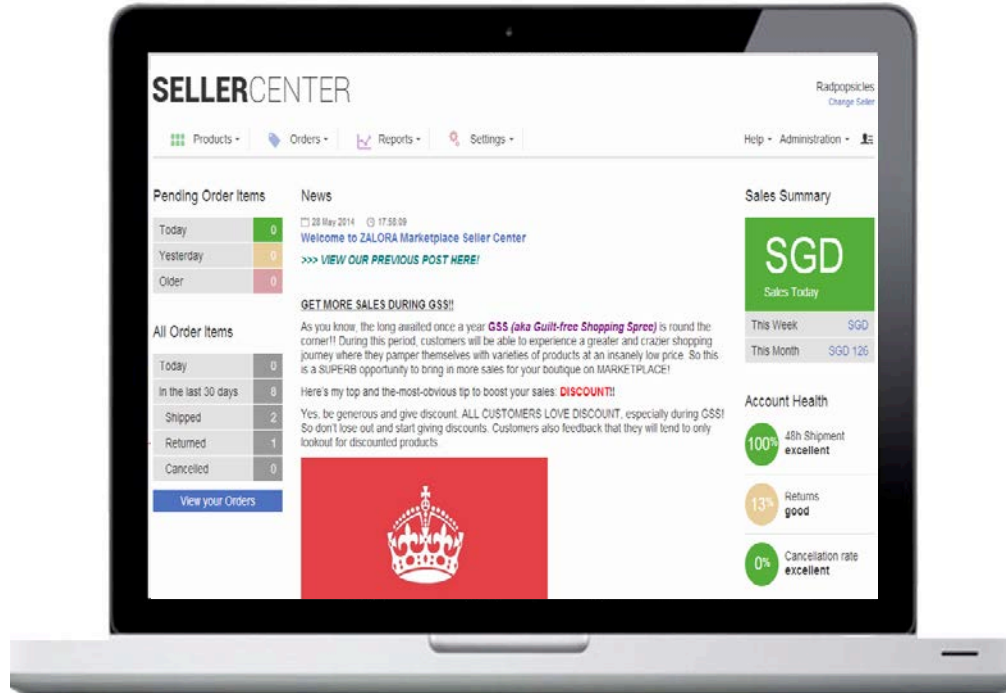
Create your own
Storefront



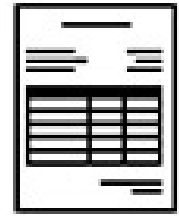
Upload Image
and Content



Manage Price
and Stocks



One platform to manage
everything the way you want



Process Order &
Invoicing



Sales Data &
Financial Overview



Be Updated with
News and
Promotions

SELLER CENTER

MANAGE YOUR BRAND IMAGE AND COMPANY DETAILS

The image displays the SELLERCENTER interface, which is used for managing brand image and company details. On the left, a red sidebar menu contains the following options: **Settings** (with a gear icon), **Your Profile**, **Shipment Provider**, **Manage Users**, and **Document Templates**. Two orange arrows originate from this menu: one points to the 'Seller Logo' tab in the 'Seller Profile' section, and the other points to the 'Bank Account' tab.

The main content area shows the 'SELLERCENTER' header with navigation links for Products, Orders, Reports, and Settings. Below this, the 'Seller Profile' section is active, featuring tabs for General, Bank Account, Terms & Conditions, Seller Logo, and Commissions. The 'Seller Logo' tab is currently selected, displaying an 'Upload Your Logo' section with a 'Browse' button and an 'Upload' button, alongside a 'Current Logo' section showing the 'ZALORA marketplace' logo.

Below the 'Seller Logo' tab, the 'Bank Account' tab is selected, showing a form for entering account details:

Field	Value
Account Name	Reg_Company_01
Account Number	1001001000100
Bank	Royal Bank of Scotland
Bank Code	RBS-999999
IBAN	WERRD45FOO
SWIFT	BURRD65T00

At the bottom of the form are 'Save' and 'Reset' buttons.

SELLER CENTER – Manage your products

UPLOAD YOUR PRODUCT IMAGES AND DESCRIPTIONS

SELLERCENTER

Rocket Internet
Change Seller

Products ▾ Orders ▾ Reports ▾ Settings ▾ Help ▾ Administration ▾

Add a Product to category Marketplace Root Category > Clothing > Men's Clothing

Product Information More Product Details Product Pricing **Images**

Images need to be at least 762 x 1100 pixel with a maximum of 2000 x 2000 pixel.

Main Image

Browse

Browse

Browse

Browse

Browse

Browse

Images need to be at least 762 x 1100 pixel with a maximum of 2000 x 2000 pixel. Check the [image guidelines](#) for more details.

UPDATE PRICE, QUANTITY & STOCK

SELLERCENTER

Rocket Internet
Change Seller

Products ▾ Orders ▾ Reports ▾ Settings ▾ Help ▾ Administration ▾

Product Overview **All** [Live](#) [Image Missing](#) [Poor Quality](#) [Sold Out](#) [Inactive](#)

Export ▾ + Add Name, SKU 🔍

Action	Name	Variation	SKU	Created	Updated	Price	Sale Price	Stock	Visible	Active
	Dani dress	L/XL	DANI2	11/03/14	11/03/14	150.00	<input type="text"/>	1234	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	martins shoes	36	Mat45	11/03/14	11/03/14	100.00	<input type="text"/>	98	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	check multi	32x29	St7890	11/03/14	11/03/14	100.00	<input type="text"/>	100	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Martins Super Shoe Update	1	MA123123	11/03/14	11/03/14	1000.00	<input type="text"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

1

SELLER CENTER – ORDER PROCESSING

Orders 29

Manage Orders

Click to confirm

Click to cancel order

Filter orders

Order Overview

Show [All](#) [Pending](#) [Shipped](#) [Delivered](#) [Cancelled](#) [Delivery failed](#) [Returned](#)

[Export All](#) [Export Pending](#)

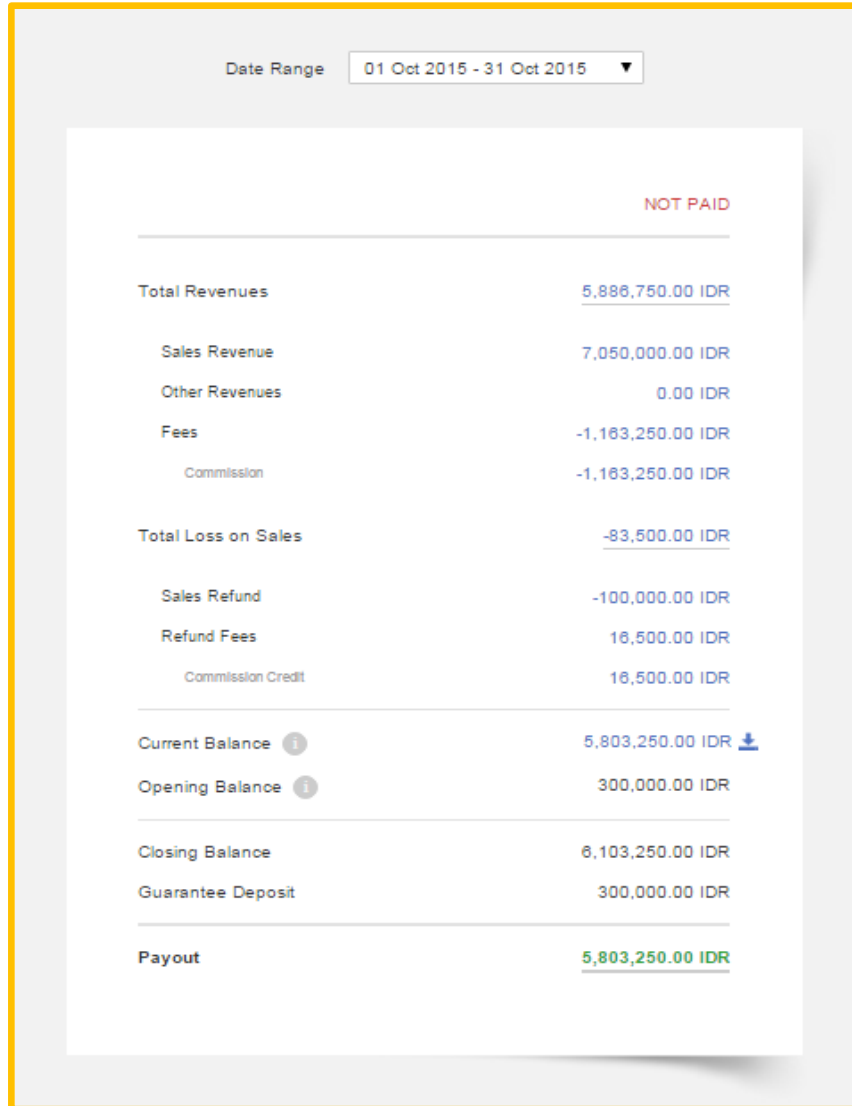
Order number, Customer

	Order Nr. ⬆	Order Date ⬆	Updated Date ⬆	Customer Name	Items	Status	Actions	
+	200742481	18/03/14 05.03.14	18/03/14 05.03.07	Spider Jerusalem	1	Pending	Shipped	Canceled
+	200542481	18/03/14 05.03.30	18/03/14 05.03.07	Spider Jerusalem	1	Pending	Shipped	Canceled
+	200142481	18/03/14 05.03.42	18/03/14 05.03.08	Spider Jerusalem	1	Pending	Shipped	Canceled
+	200342481	18/03/14 05.03.55	18/03/14 05.03.08	Spider Jerusalem	1	Pending	Shipped	Canceled
+	200422481	18/03/14 05.03.10	18/03/14 05.03.09	Spider Jerusalem	2	Pending	Shipped	Canceled
+	200222481	18/03/14 05.03.19	18/03/14 05.03.10	Spider Jerusalem	1	Pending	Shipped	Canceled
+	200922481	18/03/14 05.03.12	18/03/14 05.03.05	Spider Jerusalem	1	Pending	Shipped	Canceled
+	200162481	18/03/14 08.03.10	18/03/14 08.03.04	dsfsdfs asfdlasd	1	Pending	Shipped	Canceled
+	200654481	17/03/14 05.03.27	19/03/14 04.03.05	priyanka priyanka	1	Pending	Shipped	Canceled

Order Details

SELLER CENTER – Real time Transaction Overview, Sales and Reporting

Sales, Reporting, and Transaction Overview



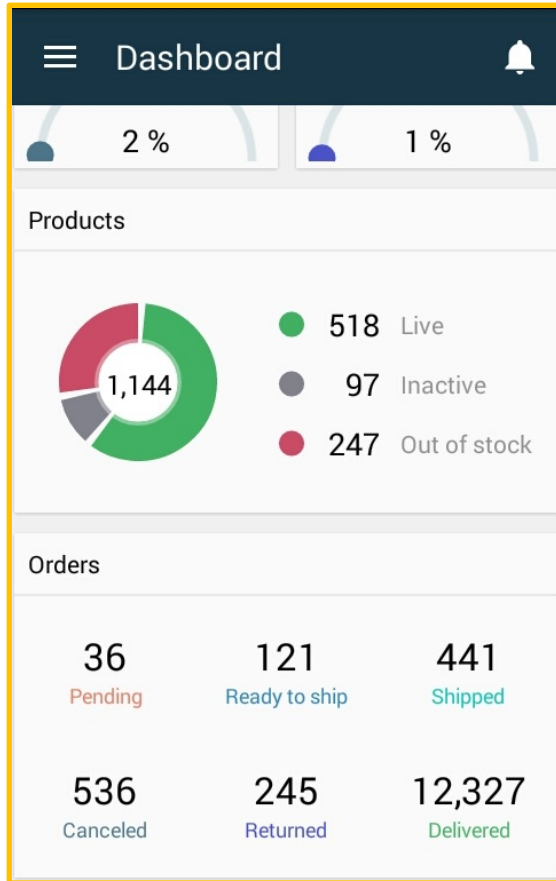
Current Statement Transaction Overview

Date Range: All Transactions Export All Filter Transaction All Transactions Search: Details, Transaction Number

Date	Transaction Type	Transaction Number	Details	Amount	Statement	Reference
05/02/14	Item Price Credit	BE760032-6FE5-457C-6CCC-7A824380DAF2	DS_TEST PRODUCT	140,000.00	05/02/14 - 09/02/14	47
05/02/14	Commission	D8FC55AE-4A5B-438D-A8EE-54959E8E0507	DS_TEST PRODUCT	-14,000.00	05/02/14 - 09/02/14	47
05/02/14	Payment Fee	B205A59E-0C06-4215-96DA-192ABCA86D2D	DS_TEST PRODUCT	-4,200.00	05/02/14 - 09/02/14	47
05/02/14	Shipping Fee Credit	0A5B1AA3-7A3A-47CE-881A-DD039E3A4622	DS_TEST PRODUCT	45,000.00	05/02/14 - 09/02/14	47
06/02/14	Item Price Credit	1F38A45A-2985-4C3D-A5DD-30CDBC9BC8B8	DS_TEST PRODUCT	140,000.00	05/02/14 - 09/02/14	48
06/02/14	Commission	4A780076-0D0A-42DB-8636-B6893E705E57	DS_TEST PRODUCT	-14,000.00	05/02/14 - 09/02/14	48
06/02/14	Payment Fee	5AE00D80-64CF-4D0E-99E3-61B1625F552F	DS_TEST PRODUCT	-4,200.00	05/02/14 - 09/02/14	48
06/02/14	Shipping Fee Credit	4D692386-3357-4142-8999-0012D0A5C201	DS_TEST PRODUCT	45,000.00	05/02/14 - 09/02/14	48
06/02/14	Item Price Credit	BCE072DC-9C8C-4F55-6190-466ACFF8BD1D	DS_TEST PRODUCT	140,000.00	05/02/14 - 09/02/14	49
06/02/14	Commission	66F27D9B-6D2F-4358-A20B-420A8FE6C37	DS_TEST PRODUCT	-14,000.00	05/02/14 - 09/02/14	49

Seller Center Mobile Application

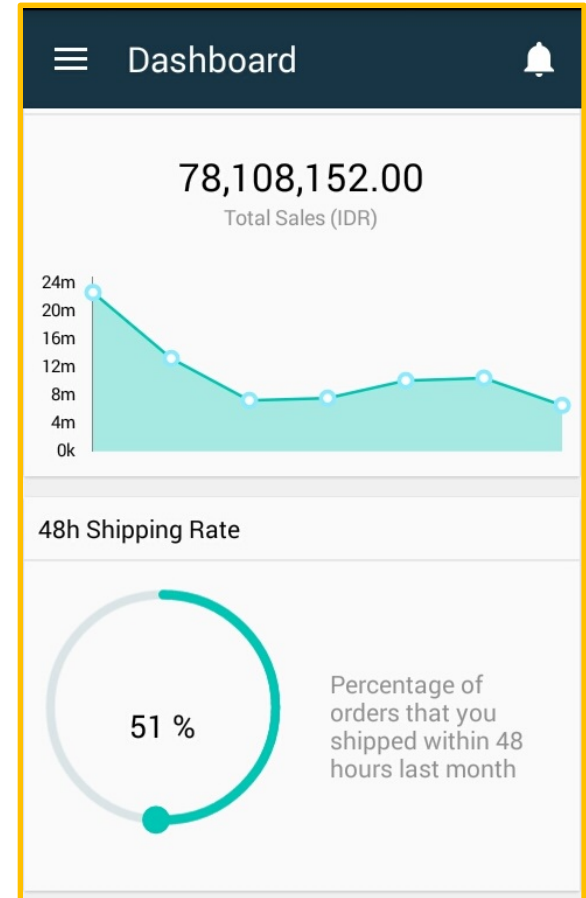
An Amazing Mobile Seller Center App



GET OUR SELLER CENTER APP :

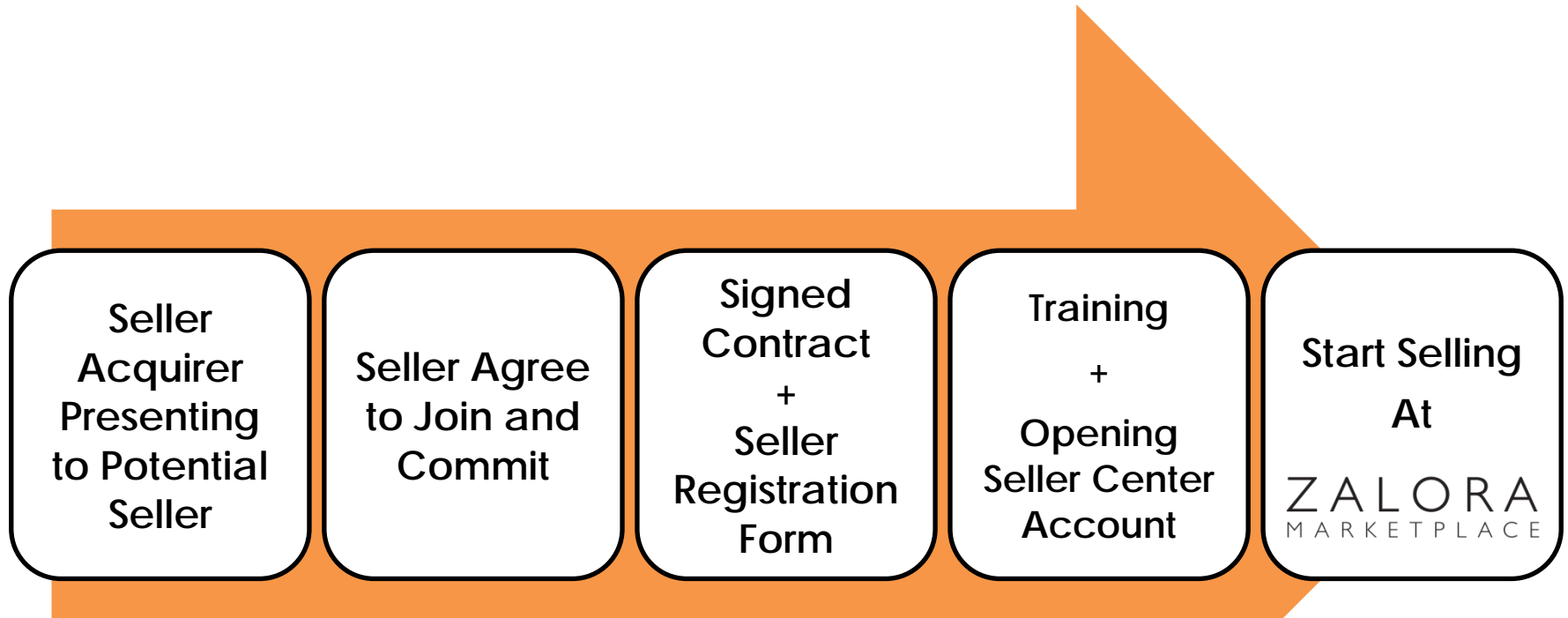
We have Developed on our Mobile Application for all vendors to grab. Get Easy access to your seller center on your fingertips

1. Get Notified on your Stock and Orders
2. Check on Your Order Status
3. Check on Your Sales



• Available for Android

REGISTRATION TIMELINE



Our Team	
Training and Batch Upload	Onboarding Team
Maintaining Seller	Account Manager + Seller Support

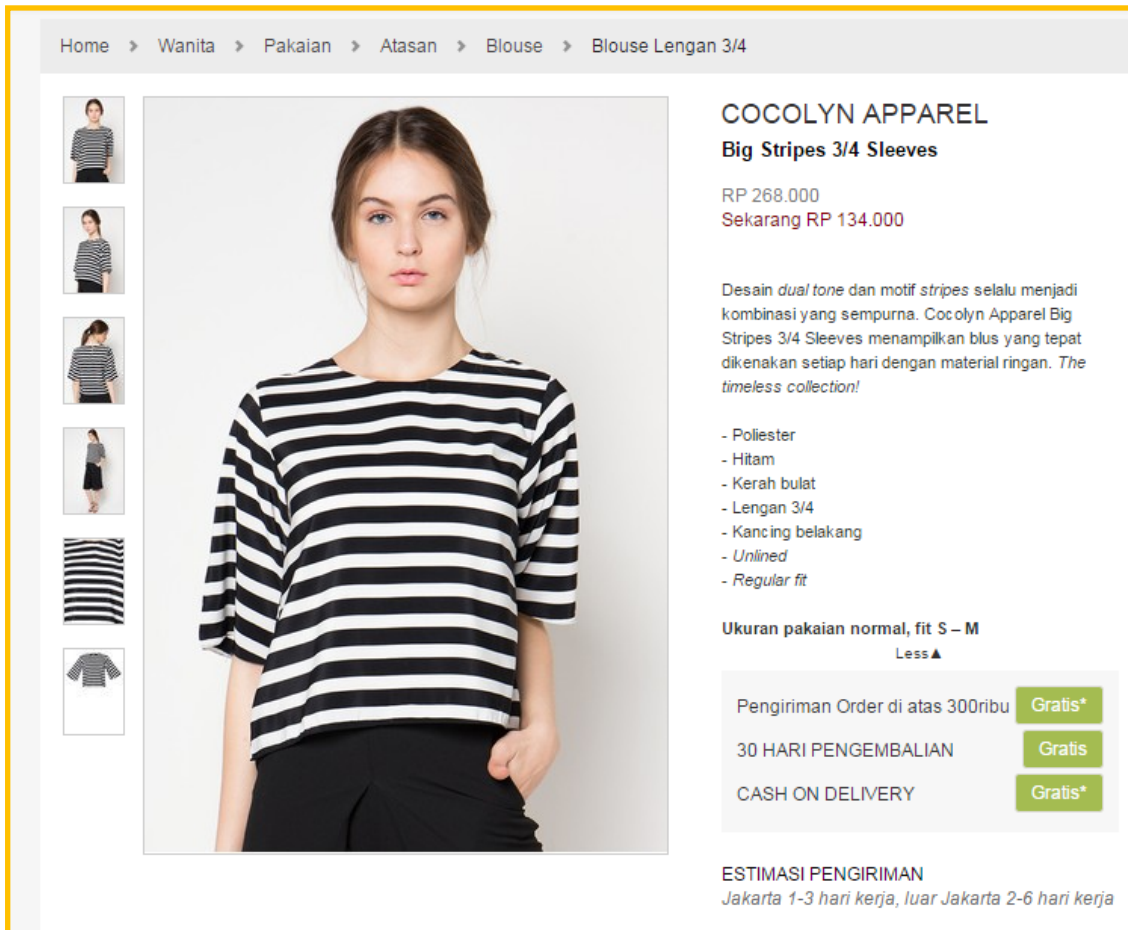


ZALORA

PRODUCTION SERVICE

WWW.ZALORA.CO.ID

Zalora Production Service



High Quality

- Handled by Zalora's core production team (Photographer, Stylist, Make-Up Artist, Digital Imaging, and content writer)
- Equal standard with international brands (Mango, Nike, etc.)

Maximize Revenue

- Bring your products live as soon as possible
- Good quality pictures increase revenue through better click-through-rate (CTR)

Affordability

- Affordable price point

Zalora Production Service

PRICELIST

APPAREL

PRODUCT

IDR 100.000 / SKU IDR 50.000 / SKU

PRODUCT HANDLING	receiving, processing, returning	✓	✓
HAIR AND MAKE UP STYLING	by ZALORA's fashion stylist	✓	-
MODEL	from premiere modelling agencies	✓	-
PHOTOGRAPHY	up to 5 angles – front, side, back, styling, detail	✓	✓
PHOTO RETOUCHING	digital imaging	✓	✓
CONTENT WRITING	product description, categorization	✓	✓
PRODUCT UPLOAD TO WEBSITE	consistent and professional service	✓	✓

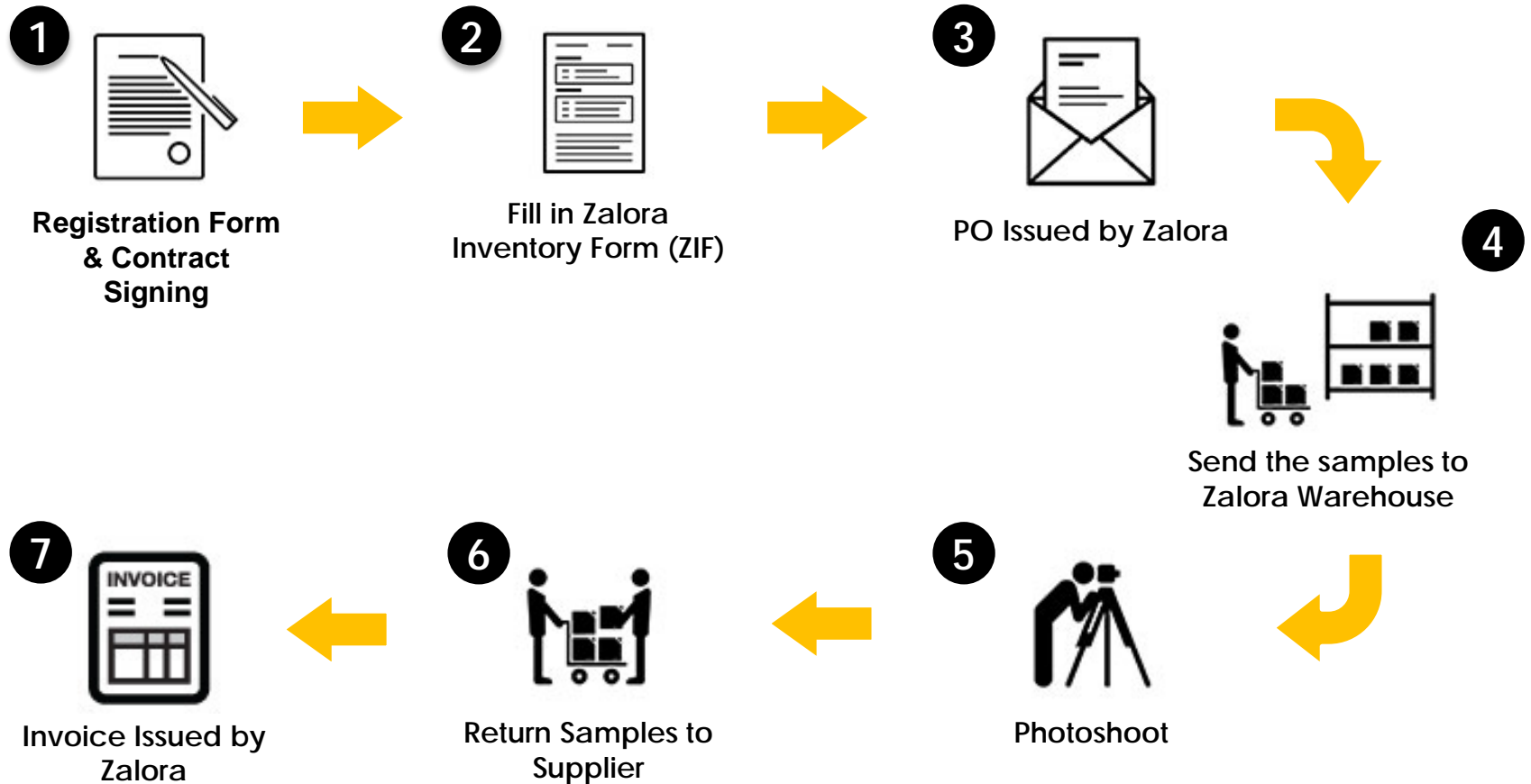
PRICE DOES NOT INCLUDE COURIER CHARGES

OPTION 1: SELLER TO PICK UP AND DROP OFF SAMPLES AT ZALORA WAREHOUSE

OPTION 2: SAMPLES WILL BE DELIVERED BACK TO SELLER VIA CASH ON DELIVERY (PAID BY SELLER)

- Price does not include 10% VAT charges
- Image usage will be strictly for Zalora and seller's social media sites only
- Model booking will be coordinated by Zalora's model booking team
- Images will be available for download once payment is received and cleared by Zalora Finance
- A minimum of 20 SKUs are required for Zalora production service

Zalora Production Service Procedures



SKUs will be live in 7-10 working days after arrived at Zalora Warehouse.

ZALORA

BE A GREAT SELLER



KEY FACTORS

Zalora catalogue is on popularity page by default, generated by our algorithm system.

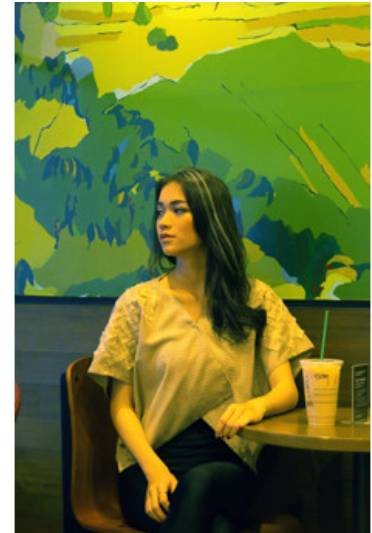
- **Be responsive and works closely with ZALORA** – Discounts & Deals when we run a campaign.
- **Great Product Images** – following **Zalora Photo Production Guidelines**
- **Detailed product description** - Customers love to have as many information as possible!
- **The More The Merrier** - Our most successful sellers have **at least 100 SKUs live, Always Keep Healthy Stock Depth, and Fresh New Items Every Month**
- **Packaging = Branding** – Make sure packaging is safe and secured. Please use plastic packaging so product protected from dampness. Zalora is selling plastic packaging if seller need it (<http://www.zalora.co.id/premium/zalora-packaging/>).
- **Provide Great Customer Experiences** – Always make sure your item is ready to be dispatched on time (2 working days)!!

PICTURES GUIDELINES

- ✓ **Portrait Layout**
- ✓ Dimensions of Product Images:
762 (Width) x 1100 (Height), 72 PPI (pixel per inch) – in JPEG Format
- ✓ Plain Background - White or Light Grey



- ✓ No **Watermarks/ Logos** on product images
- ✓ At least 4 angles of products (Front, Side, Back, Close Up)
- ✓ Model is Required for Apparel Products
- ✓ Size of file: **2MB max/ per file**



THANK YOU

ZALORA

PT. FASHION ESERVICES INDONESIA

Gedung Perkantoran Menara Bidakara, Lt. 17
Jl. Jend. Gatot Subroto Kav 71-73
Jakarta Selatan 12870

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Fax. +62 21 8379 3376

brands@zalora.co.id
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