



# The global leader in online Marketplace Platforms

Offer More. Learn More. Sell More.

## The Marketplace model

With a Marketplace, a retailer can allow third-party partners to sell on its website. This model creates a win-win-win scenario.

Customers win because there is an increased amount of choice at competitive prices. Retailers win in several ways: never missing a sale; virtually pure profit commission, no need for inventory, logistics, or service costs; retaining customers that would otherwise have been lost. Sellers win by gaining an additional channel and more awareness for their products.

Marketplaces suit all kinds of merchants – from large omni-channel retailers to online pure-plays to SMBs – because they improve customer experience, driving trust that the right assortment will always be available.

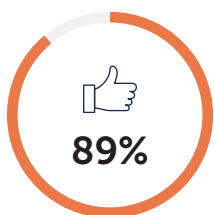


### About Mirakl

Mirakl = Marketplace Experts.

Mirakl's Client Success team includes 40+ marketplace experts who help our customers launch marketplaces in as quickly as four months. Our Mirakl Labs team includes 70+ engineers who keep the Mirakl Marketplace Platform cutting-edge so retailers and brands can offer their customers more value. We make marketplace management easy with our technology, expertise, and partner ecosystem. Ask our 150+ customers across 40+ countries.

Leading global retailers & brands trust Mirakl:



of consumers believe marketplaces offer a convenience they value.



of marketplace customers would purchase again.



of marketplace customers are satisfied with their purchase



more profitable than traditional retail model



of shoppers begin their online shopping journey on marketplaces.

# The Mirakl Marketplace Platform™ provides agility and scale

The digital world moves fast. To compete successfully, it is important to respond quickly to customer expectations and scale globally.

With the Mirakl Marketplace Platform™ it is possible to quickly (in hours) add any volume of products (hundreds or millions, depending on your objective) from sellers across the globe. The Mirakl platform plugs directly into both your own systems as well as the systems of others in the eCommerce ecosystem (e.g. vendors, aggregators) via cutting-edge, API-based technology. Mirakl automates

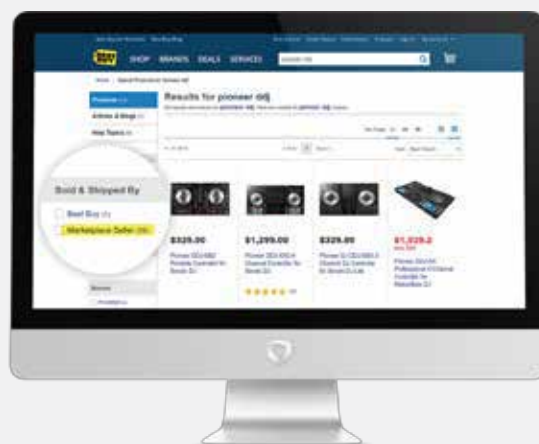
the hard things: seller onboarding, catalog integration and management, communication with customers, and setup management of rules (for things like shipping and logistics, customer service levels, vendor performance).



## Case Study: Best Buy Canada's Marketplace Success

“The Marketplace strategy is a winning strategy for us.”

**Sherry Zah**  
Director of eCommerce, Marketplace  
Best Buy Canada



- Expanded SKU count by 200% in year 1
- Increased traffic by 75% with customers purchasing both marketplace products and Best Buy preowned inventory
- Added products to market 200x faster than before a marketplace
- Best Buy Canada has secured leadership positions in new categories such as musical instruments and baby products
- More than 250 million visits per year across all platforms