



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.



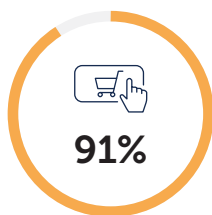
About Mirakl

Mirakl = Marketplace Experts. Mirakl's employees have over 100 years of collective Marketplace operation experience. Our team includes 30+ Marketplace experts that can help you with the best practices to get your Marketplace flourishing. Mirakl's 80+ development team keep the Mirakl Marketplace Platform cutting-edge and innovative. Mirakl enables retailers and brands to launch their own online marketplace. We help companies quickly offer more products, learn more from customers about what they want, and consequently sell more.

Leading global retailers & brands trust Mirakl:



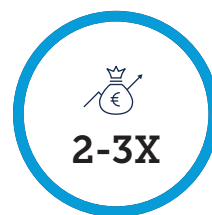
of consumers believe marketplaces offer a convenience they value.



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.

Source: Forrester Consulting study commissioned on behalf of Mirakl and ChannelAdvisor, March 2016.

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 and management of vendors, and setup management of rules (for things like shipping and logistics, customer service levels, vendor performance).



Case Study: ePrice becomes “the Amazon of Italy”



- **Added 270,000 SKUs** in first 6 months
- **Increased web traffic by 1 million visitors per month** due to SEO improvements from Marketplace listings
- **Onboarded 100+ sellers** in less than 3 months at launch
- **Moved into 4 new countries** without cost or risk by partnering with local sellers
- **Ensure best prices for customers** thanks to the competition inherent in the marketplace model
- **Protect against Amazon** by ensuring a wide array of choice without inventory investment

“ We wanted to launch a marketplace and Mirakl was the right partner to help us get to market fast.”

“The task automation and built-in rules frameworks allow us to do our jobs while the Marketplace runs smoothly and continues to grow. The Marketplace also allows us to expand into new geographies without costs, by onboarding local sellers in those geographies.”

Leonardo Costa,
Head of Marketplace, ePrice

Mirakl is the global leader in B2B online Marketplace platforms. With Mirakl, B2B distributors can quickly expand product assortment, increase customer reach, and improve vendor relationships without overhead. Scale your business with your own Marketplace.



PARIS
+33 1 72 31 62 00

BOSTON
+1 844 264 7255

LONDON
+44 20 3355 9932

MUNICH
+49 89 205 008 5012