



Expand your business to CEE with Allegro

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allegro

allegro | Any questions?

How to enter the market?

E-commerce in Europe?

Do I need a warehouse?

What about the fulfillment?

How about the VAT?

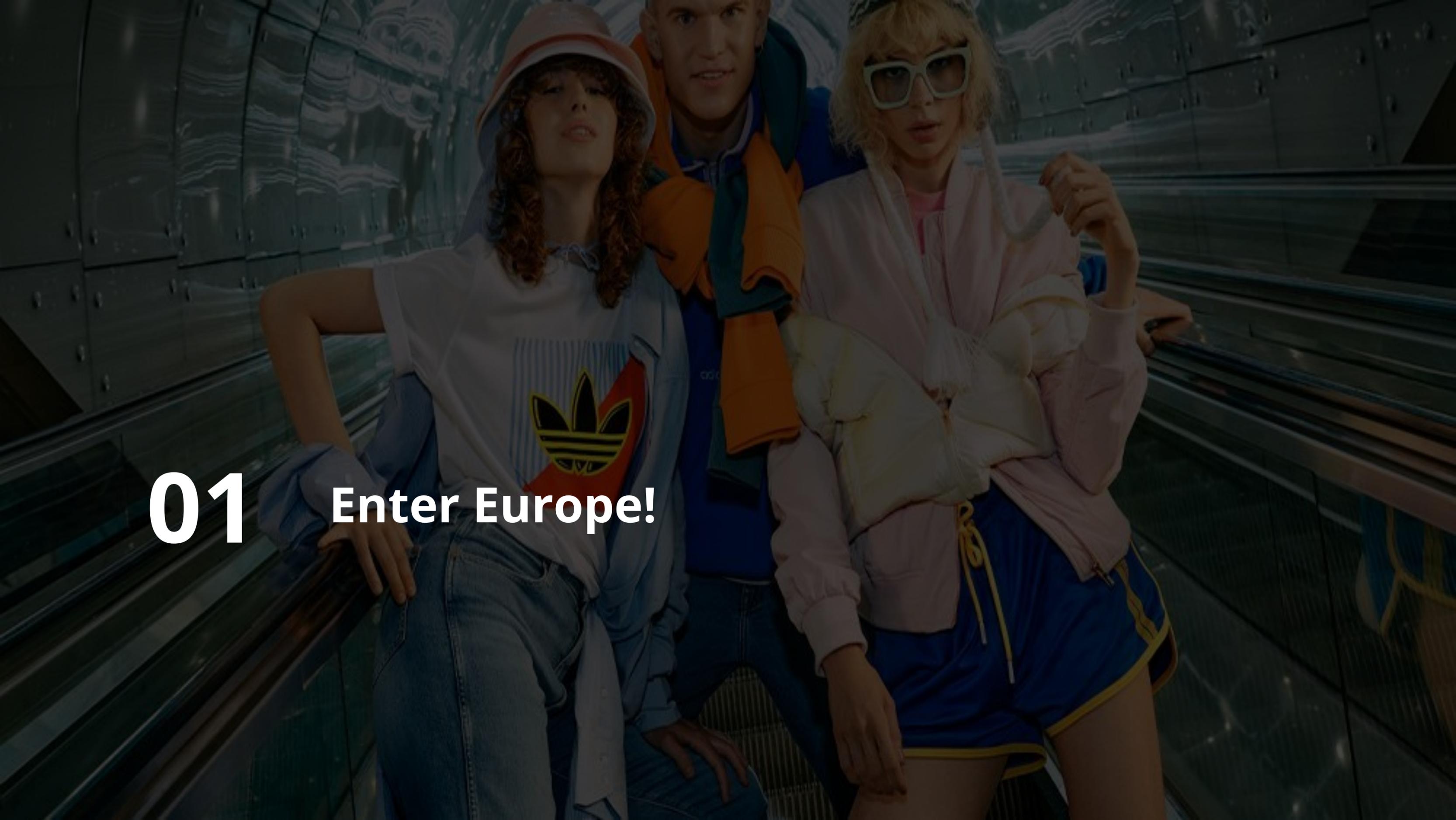
Which marketplace is the best for me?

What people buy in Europe?

What is the potential of the European market?

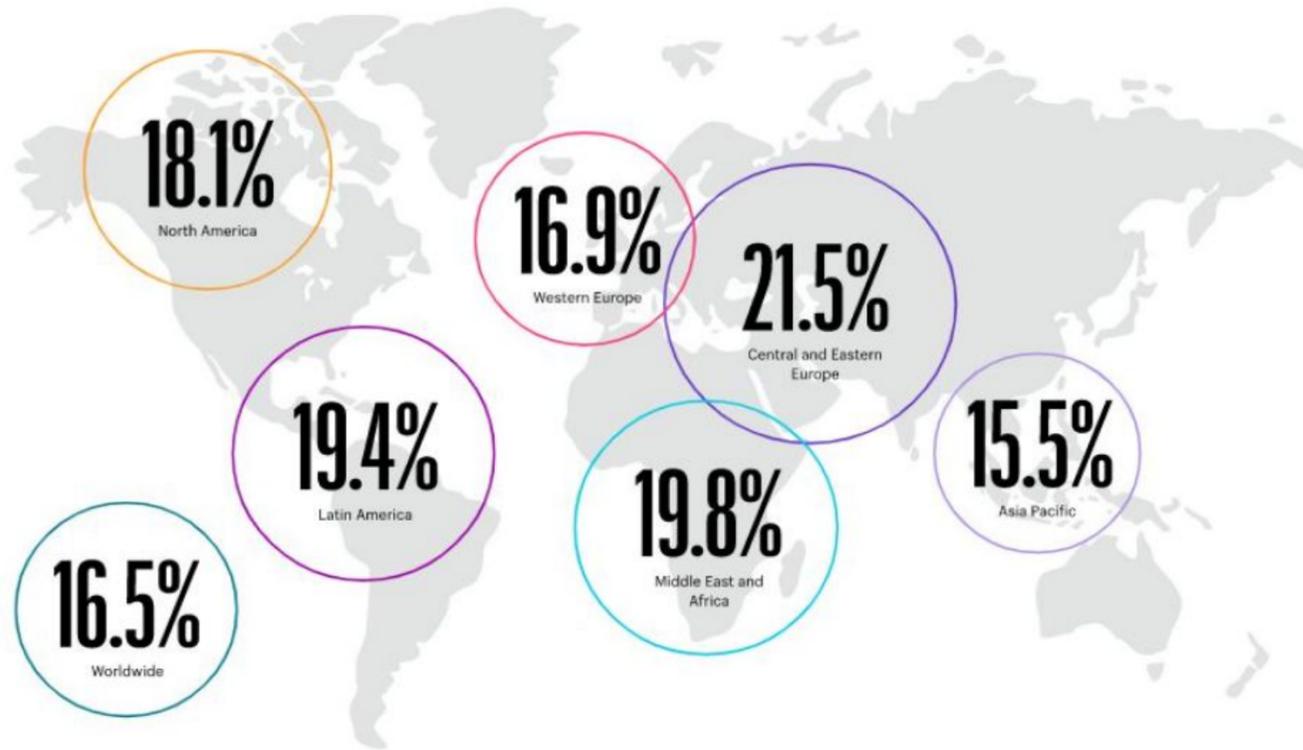
How to ship goods?





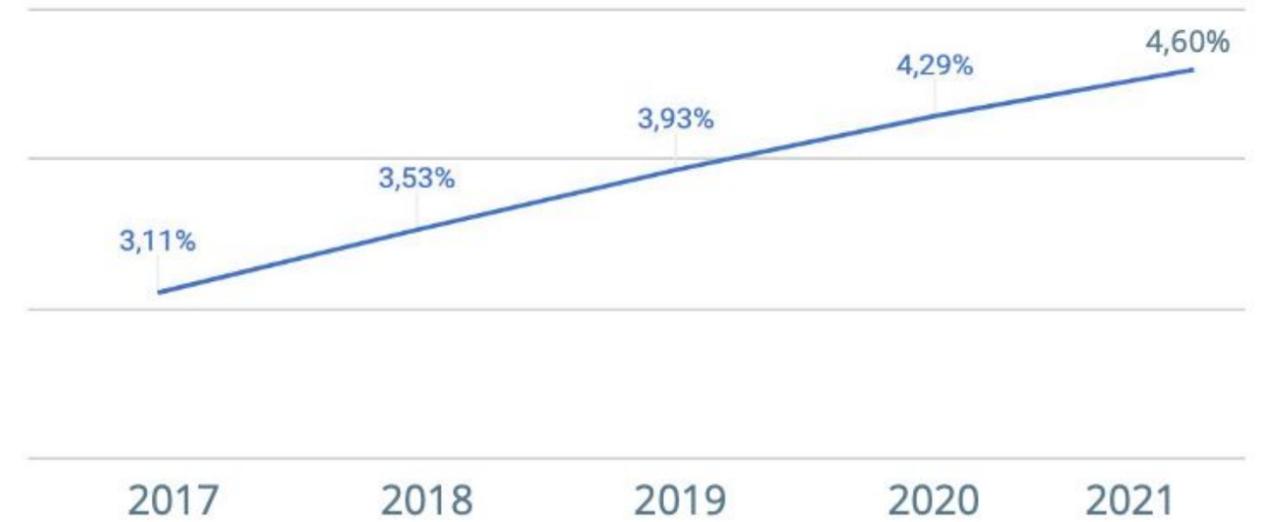
01 Enter Europe!

allegro | E-commerce in Europe? The future of the E-commerce!



Sourced from [eMarketer](#)

The increase of the value of the e-commerce sector in 2021 (% YoY)



2017-2021 European Union E-GDP

Merger with Mall Group and WE|DO boosts Allegro's international expansion

The **biggest** and still growing **e-commerce team** in CEE
+7,200
People

The platform of growth opportunities
~18m
Combined number of customers

Market leadership creating **best-in-class consumer proposition**
#1-2
Positions in 4/6 markets¹

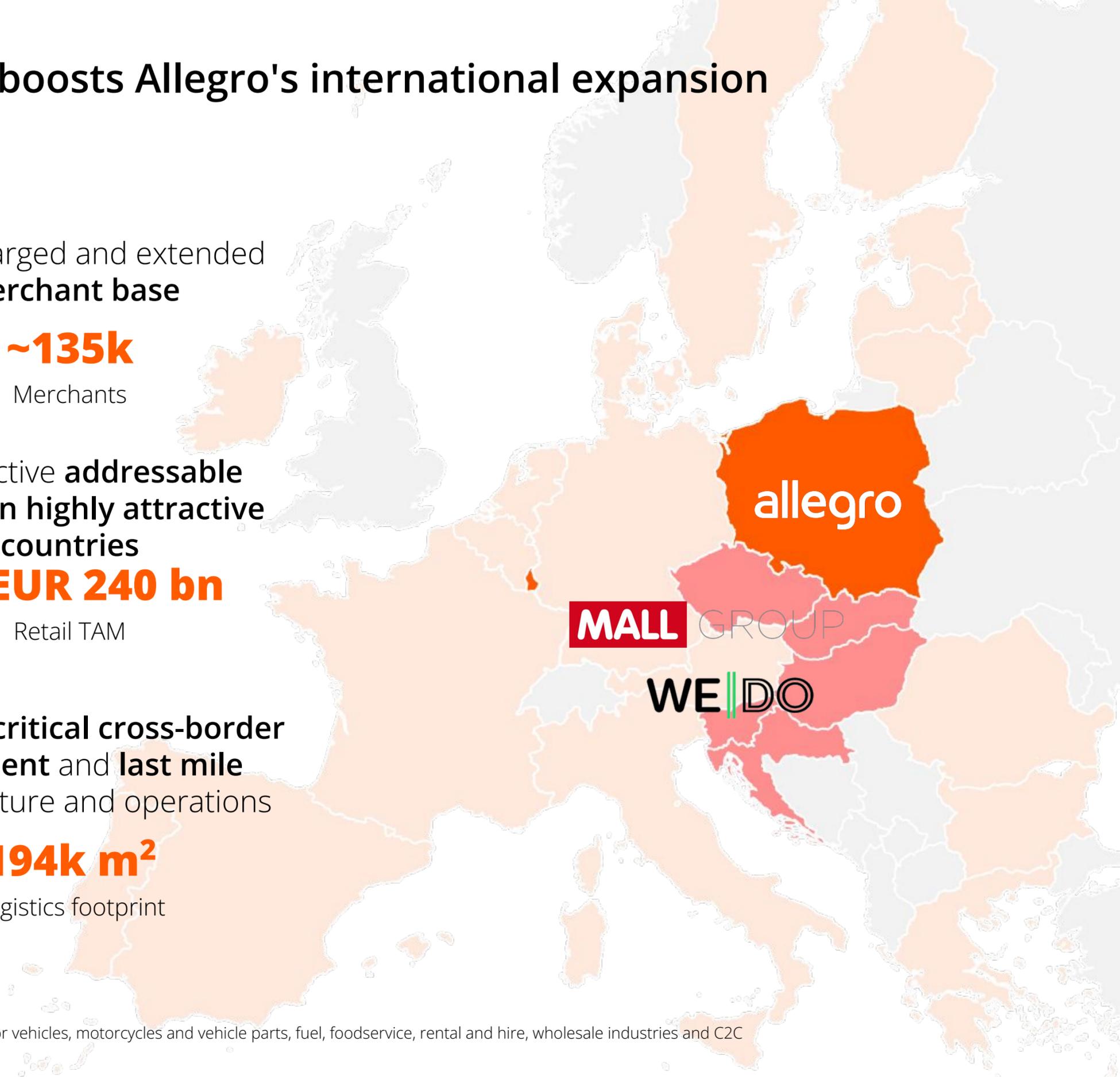
Turbocharged and extended **merchant base**
~135k
Merchants

Prospective **addressable market** in highly attractive countries
ca. EUR 240 bn
Retail TAM

Access to **critical cross-border fulfillment** and **last mile** infrastructure and operations
194k m²
Logistics footprint

1. Based on e-commerce segment share (% of GMV 2020) as defined by Euromonitor

Source: Company information; Retail TAM sourced from Euromonitor, which excludes sales of motor vehicles, motorcycles and vehicle parts, fuel, foodservice, rental and hire, wholesale industries and C2C



Some facts about Allegro.pl...



One of the leading B2C e-commerce companies

A preferred e-commerce company in Poland by 13,5m active buyers and over 135k merchants



One of the top Polish brands

87% spontaneous brand recognizability²



Employer of choice

Allegro develops in Poland more than 4,800 talents³

CENEO

The leading price-comparison site

An average of 14m monthly users and **915m visits** in 2021



Largest non-food retailer

Share¹ more than 2x the size of the 2nd largest non-grocery retailer in Poland



We are the **biggest e-commerce player** of European origin



Highly rated internet brand

more than **22m monthly visitors**⁴

eBilet.pl

One of the leaders of online ticket sales

1. Allegro Group's own calculations
2. Grey Scale Study - 4th wave, 12.2021, DANAE, CATI, N=3045
3. As of FY 2021
4. Allegro Group real users avg, Gemius Mediapanel, as of end of March 2022



allegro | Poland's most loved marketplace

Central Eastern
Europe
allegro

Northern Europe
allegro

Western Europe
allegro

Southern Europe
allegro



allegro | Why it is worthy to enter European market with Allegro?

Allegro - a Great Ecosystem for E-business Development in CEE

- We are open to merchants of all sizes
- Clear **sales commission** regulations
- Attractive **Welcome Program for New Sellers**
- Strategic Partner Program for Brands
- Dedicated Key Account Manager for the best sellers
- Instant payment solutions



allegro | Poland's most loved marketplace



22M

customers
every month



86%

Internet users in Poland
say Allegro is their
**favorite shopping
destination**



90%

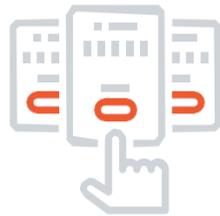
of our customers
regularly shop on
Allegro

1. **Create** a business account [HERE](#)
+ **Accept** Allegro Terms & Conditions
2. **Send** required documents
 - ID
 - passport or driving license
 - company registration documents
3. **Activate** your account, start selling
and get bonus **Welcome Pack!**



[Green Channel](#)
[for the registration](#)

allegro | Fees and Commissions



No registration fee



No obligatory subscription fee



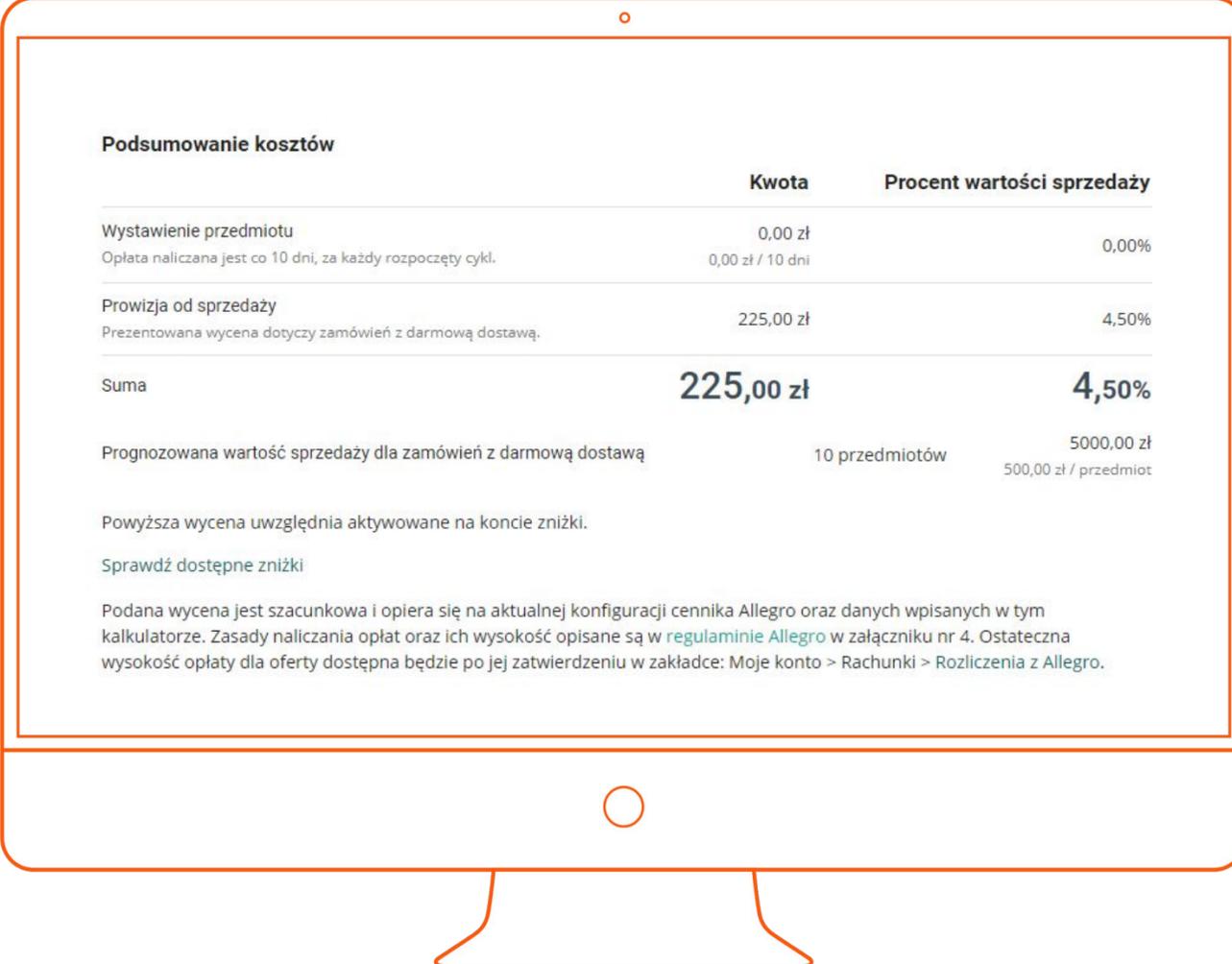
No listing fee in most categories



Success/commission fee (0%-16%)



Fees for **additional** options



Podsumowanie kosztów

| | Kwota | Procent wartości sprzedaży |
|---|------------------|-------------------------------------|
| Wystawienie przedmiotu | 0,00 zł | 0,00% |
| <small>Oплата naliczana jest co 10 dni, za każdy rozpoczęty cykl.</small> | | |
| Prowizja od sprzedaży | 225,00 zł | 4,50% |
| <small>Prezentowana wycena dotyczy zamówień z darmową dostawą.</small> | | |
| Suma | 225,00 zł | 4,50% |
| Prognozowana wartość sprzedaży dla zamówień z darmową dostawą | 10 przedmiotów | 5000,00 zł 500,00 zł / przedmiot |

Powyższa wycena uwzględnia aktywowane na koncie zniżki.
Sprawdź dostępne zniżki

Podana wycena jest szacunkowa i opiera się na aktualnej konfiguracji cennika Allegro oraz danych wpisanych w tym kalkulatorze. Zasady naliczania opłat oraz ich wysokość opisane są w [regulaminie Allegro](#) w załączniku nr 4. Ostateczna wysokość opłaty dla oferty dostępna będzie po jej zatwierdzeniu w zakładce: Moje konto > Rachunki > Rozliczenia z Allegro.

Fee Calculator available,
Detailed commission table in **Appendix 4**

allegro | Win on the marketplace with Allegro Smart! and One Fulfillment



-
- More than 5 million users in Poland
 - unlimited free delivery and returns for buyers
 - Smart! offers are shown **higher on the listing**
 - Smart! offers are **x 2.5 more popular than regular offers**
 - available if you ship from Poland (multiple delivery options available) or from Germany, France, the Netherlands and the Czech Republic (DHL, DPD, UPS)

Fast order handling with



-
- Same-day delivery or within 24 hours
 - Efficient deliveries by with a wide range of delivery methods - **you do not need to negotiate contracts with carriers**
 - We store products, handle orders 7 days a week and answer your customers' questions about orders

Full offer available after the webinar

allegro | How to deal with logistics?

Ship
from Poland



- Use [One Fulfillment by Allegro](#)
- Use your own warehouse or fulfillment services
- **Ship to 26 EU countries**

Ship
from Korea



- Ship directly from **Vietnam** and use your own contracts with courier companies and deliver to selected European countries
your own warehouse or 3P fulfillment

Set payouts

To start selling on Allegro



Set your payouts account.



Please send the required documents to confirm your company details.



We will verify your details and notify you by email with the results.

Set payouts

Please choose how you want to receive payments from sales and confirm your payouts account. We need to verify your account details in order to manage your future transactions on Allegro. (?)

How do you want to receive funds from sales?

LianLian Pay account

You will receive funds to your LianLian Pay account

LianLian Pay

Payout methods:

- Third party payouts
(**Payoneer, PingPong, Lianlian Pay**)

Payment frequency:

- according to seller's preferences

Currency in Poland: PLN

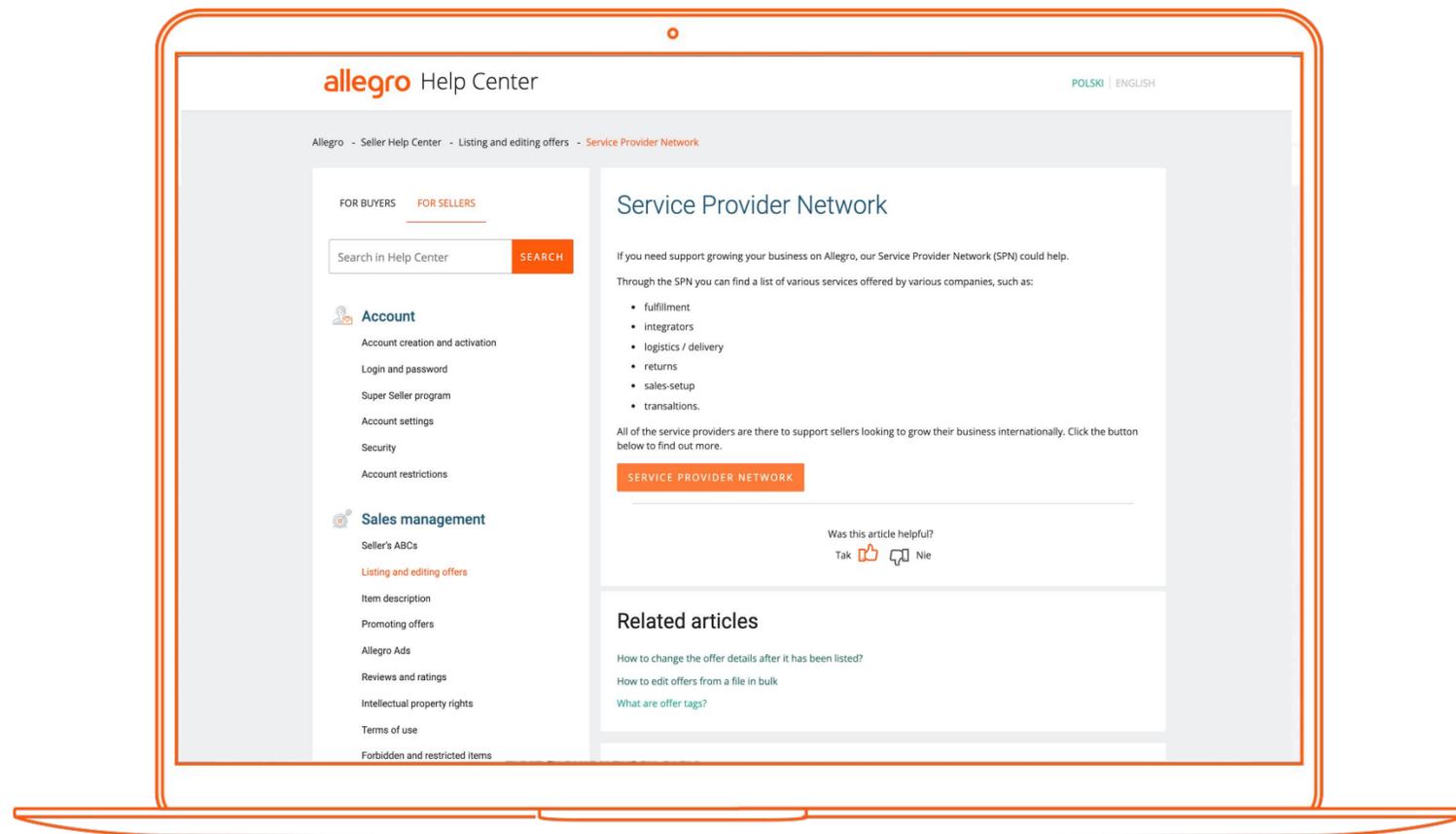
(PSPs help with currency conversion)

Payment Operator: PayU

(no need to register)

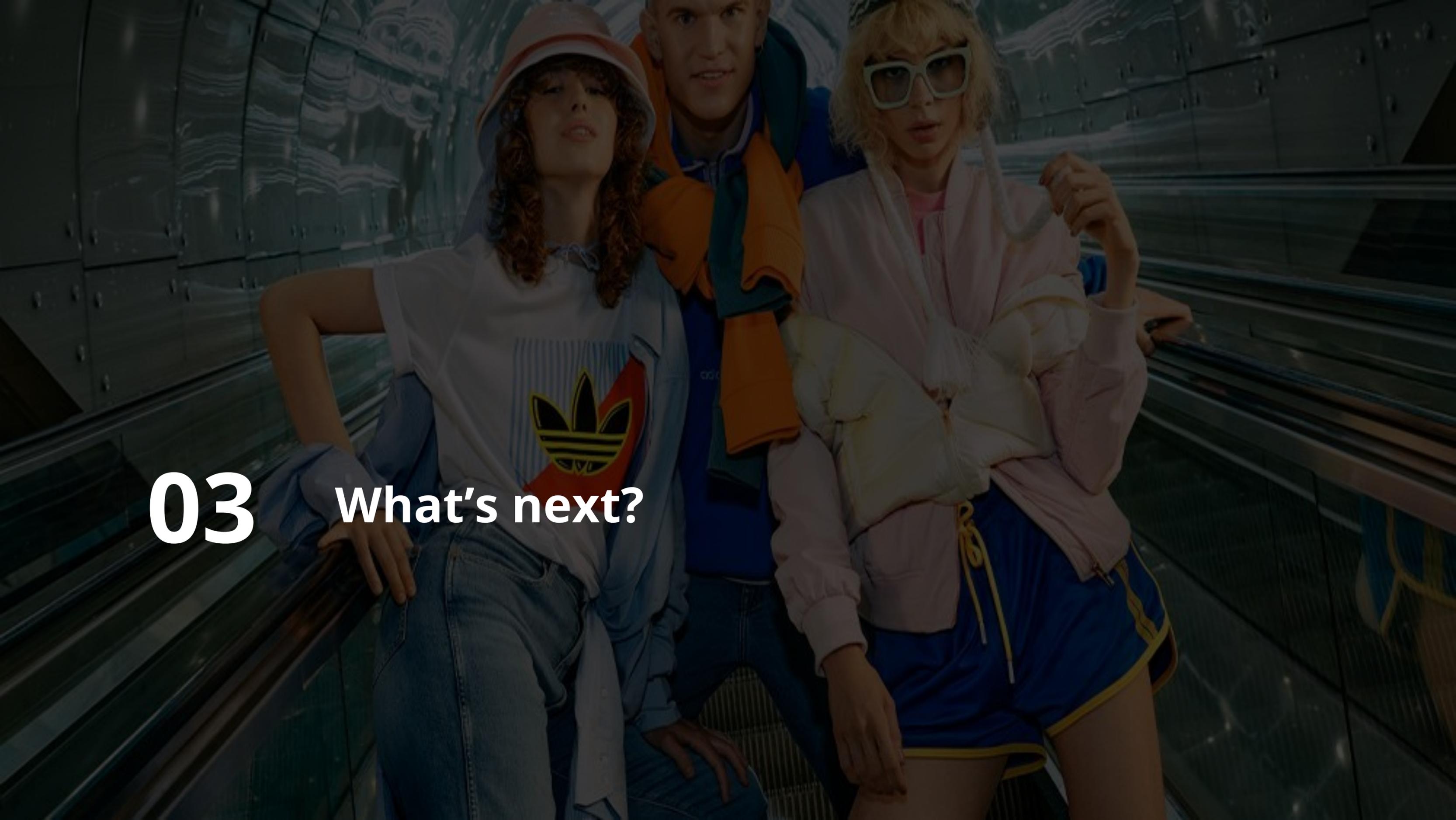
allegro | Service provider network (SPN)

Looking for a trusted partner to operate on Allegro? Check our **SPN!**



<https://na.allegro.pl/spn>

- Logistics
- Warehouse
- ERP
- Returns
- Sales Setup
- Translation
- Tax advisory



03 What's next?

Need more information?

Free resources:

Allegro Academy

Allegro Help Center

Allegro Academy Youtube



Thank you!



[Green Channel for the registration](#)