

WEBINAR

The marketplace model :
Added value or an
economic recovery
mechanism ?

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The marketplace model

Added value or an economic recovery mechanism ?

Limonetik is a Marketplace payment platform

Limonetik provides an end to end Marketplace Payment Framework with one single Payment API integration, no additional development or integration needed

1 API

1 payment API to integrate to have access to all marketplace services, mix basket features, account management and alternative payment methods !

1 CONTRACT

1 unified contract with Limonetik packaging all costs related to Payment Service

1 SETTLEMENT

1 settlement for each vendors net of all Payment services fees ! No additional calculation planned

Gateway & Acquirers

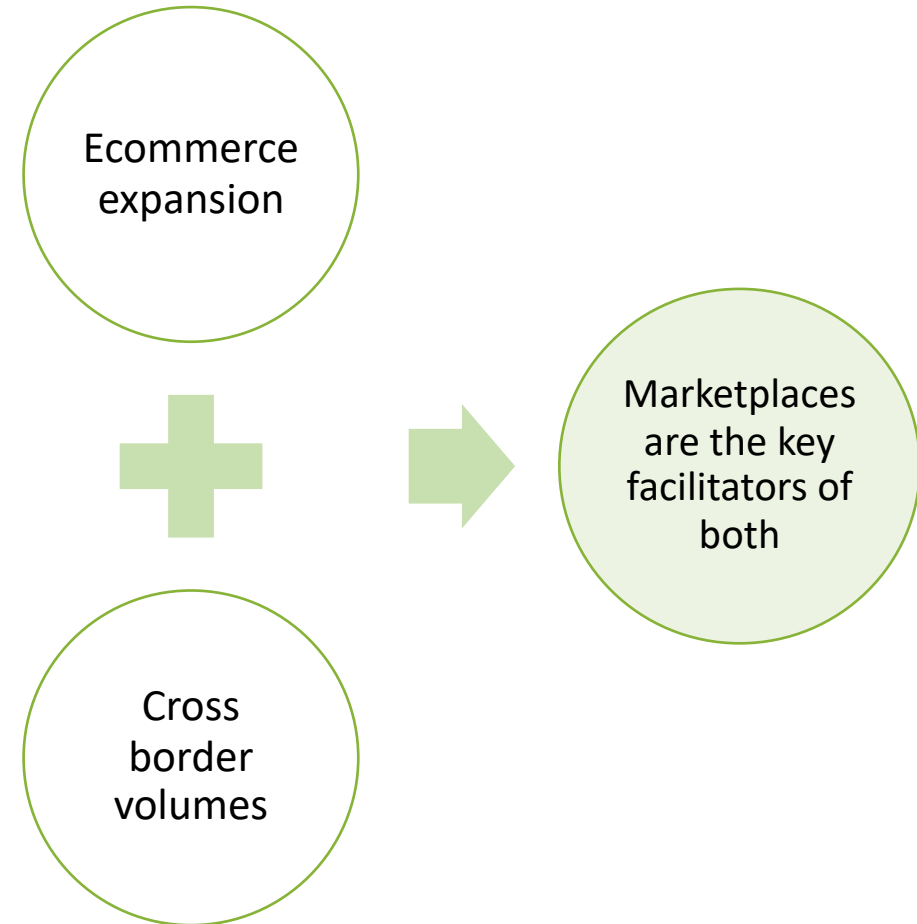


Merchants & Marketplaces



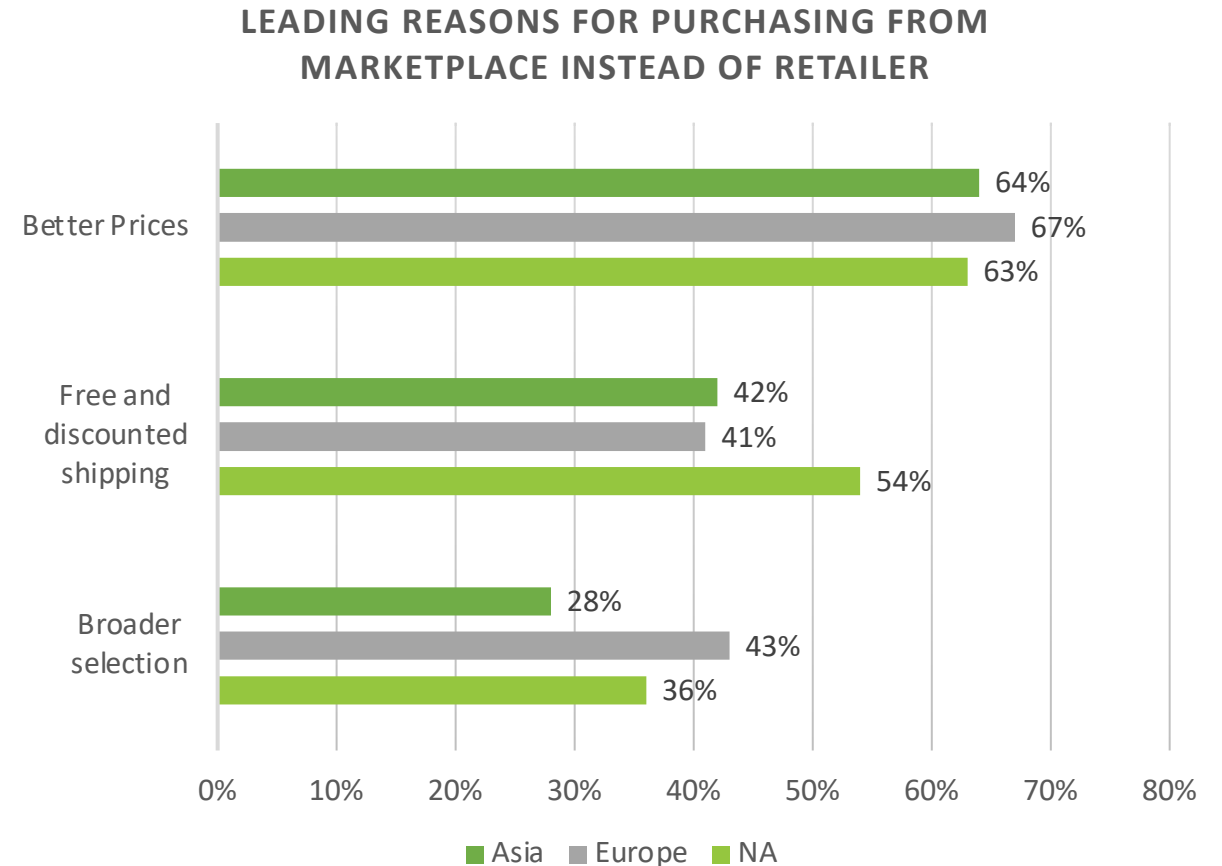
Marketplaces growth stems from two key economic factors

- Ecommerce is the **fastest growing area** of retail and b2b sales
- Over 50% of **ecommerce** is now done via marketplaces globally
- **Cross border sales** are a big factor behinds the ecommerce growth because it provides businesses with new markets and consumers
- Marketplaces are the easiest platform to **facilitate international expansion** for retailers and other online merchants as it helps transcend borders and does not require local presence, unlike direct sales in many cases

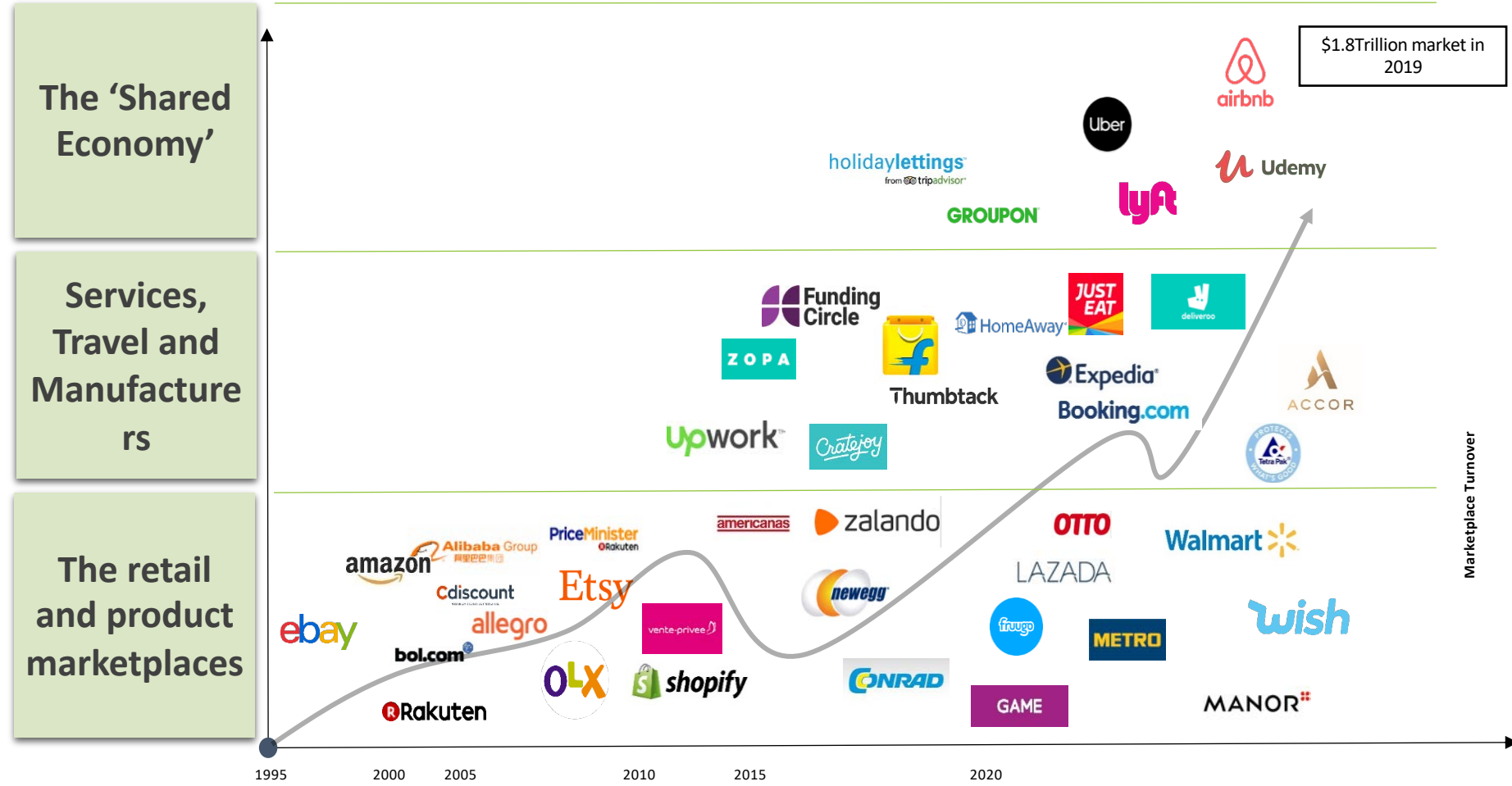


Marketplaces growth is also fueled by consumer preferences

- Ecommerce is growing in general as consumers get more **comfortable with buying goods and services online** and via their mobile
- Consumers are looking for **unique and genuine products** and are happy to search globally
- Businesses see marketplace model as optimisation for their B2B and B2C interactions, i.e. **replacing traditional procurement** routes
- Franchises utilise platform approach to receive their **franchisee fees sooner**



Marketplaces timeline and growth – an evolution of sectors

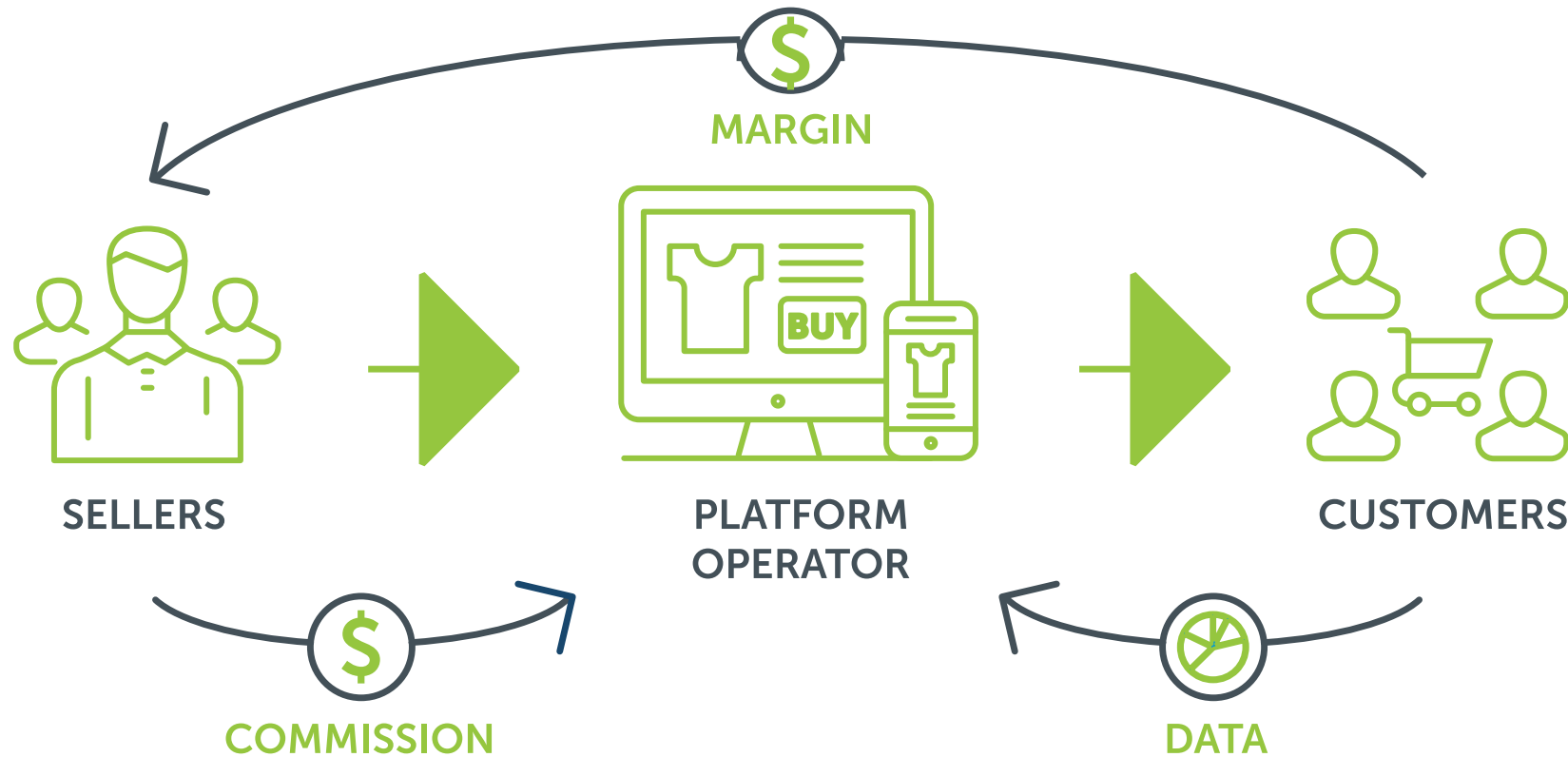


Traditional merchant supply chain is linear



Product supply chain is normally linear and can be very long with multiple intermediaries (such as warehousing and distributors). This erodes merchant's margin or increases consumer facing prices.

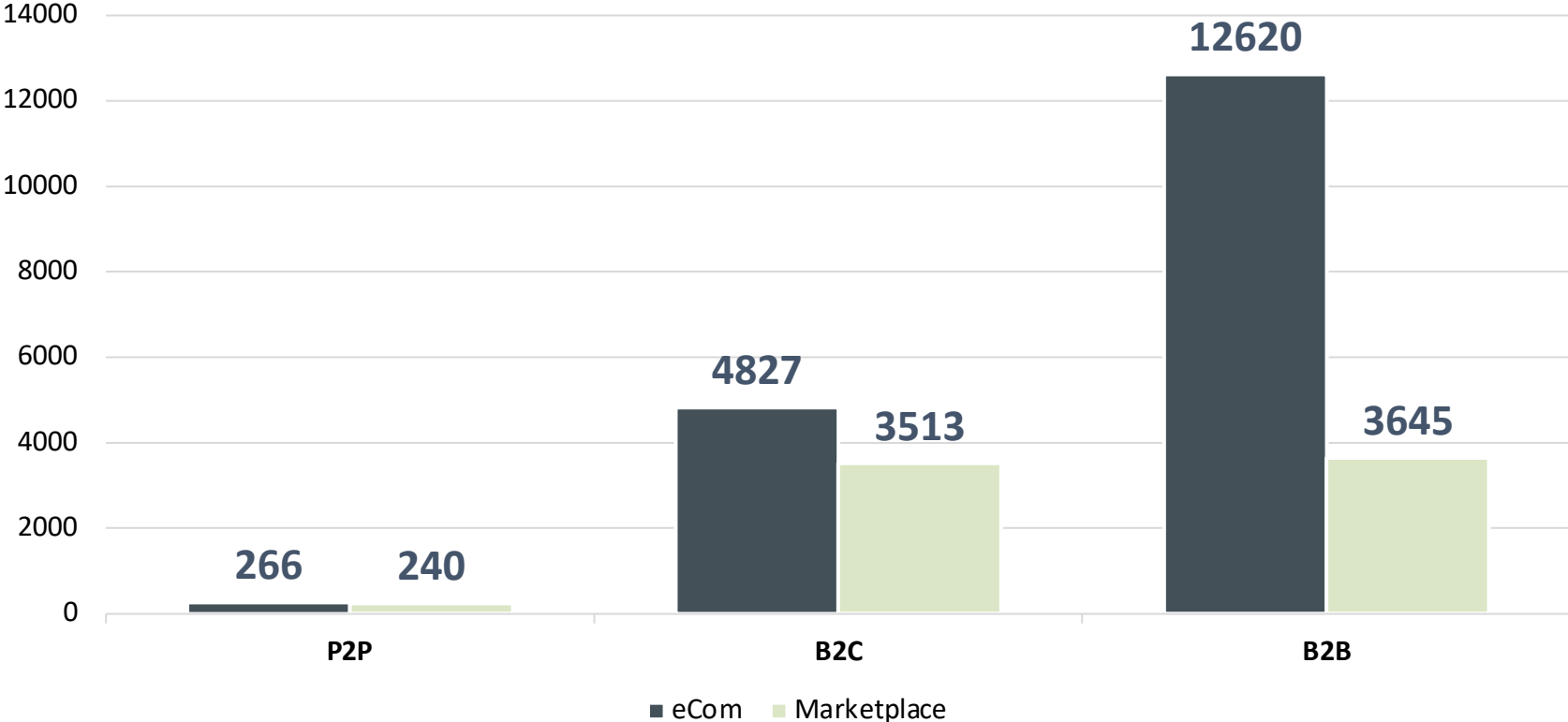
Marketplace approach changes the traditional supply chain



Definition: A Marketplace is platform allowing customers to buy from multiple sellers in one or multiple transactions. For the purposes of our discussion we will consider only marketplaces wherein customers make the actual purchase, i.e. pay for their goods and services.

P2P, B2C, B2B future predictions for 2024

**P2P, B2C and B2B Future prediction for eCommerce and Marketplace
Turnover (Billions USD, based on 2024 estimations)**



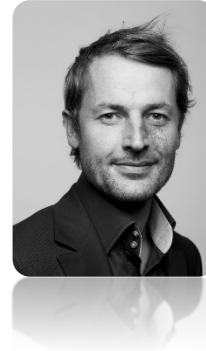
Taking into account predictions of ecommerce growth and applying BE estimations of potential for marketplaces, there is a significant marketplace opportunity of over 7T to be taken advantage of!



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Welcome to the Marketplace era

Case Study



Tetra Pak becomes a one-stop-shop for food and beverage manufacturers



Objective: Offer their customers more by becoming the first food and beverage industry marketplace, becoming a one-stop-shop for MRO products.

Results:

- Launched marketplace with 5 sellers
- 300,00 spare parts, adding 200,000 products for maintenance, repair and operations
- International marketplace rollout plan throughout Europe and the United States
- 100% of Tetra Pak's customers have been repeat buyers

Welcome to the Marketplace era

Case Study

STOP COVID19.fr

49+ Million Products distributed as of mid May

The screenshot shows the homepage of the STOP COVID19.fr platform. At the top left, it features the French Ministry of Economy and Finance logo and the text 'Powered by MIRAKL'. A search bar and user profile 'Adrien Nussenbaum' are at the top right. A navigation menu includes categories like 'HAND HYGIENE', 'MASKS', 'EAR', 'PROTECTION', 'DISINFECTANT', 'CONTAINING', 'COMPONENT', 'THERMOMETER', and 'SERVICES'. The main heading is 'STOP COVID19.FR'. Below it, a section titled 'Why the StopCOVID19.fr platform' explains that the platform is free of charge and allows professionals to place orders directly with producers. A 'VIEW ALL PRODUCTS' button is present. At the bottom, there are images of products: a 'Cooper' brand 'Palette' (90 5L bidons, 450 litres) and 'KENNOL' brand 'ROBINET INCLUS' (24 20L bidons, 480 litres). An 'Assistance' button is also visible.

This infographic, titled 'A MARKETPLACE TO ADDRESS THE SHORTAGE OF MASKS & SANITIZING GEL', is sourced from STOPCOVID19.FR as of 11 May 2020. It features a stacked area chart showing the cumulative number of critical supplies ordered from 28/03 to 08/05. The total number of orders reached 49+ million. The chart is divided into three categories: Masks (red), Sanitizer (blue), and Protective Gear (orange). The cumulative totals are 12,314,186 for Masks, 16,815,704 for Sanitizer, and 20,465,062 for Protective Gear.

Category	Total Orders
Masks	12,314,186
Sanitizer	16,815,704
Protective Gear	20,465,062

This infographic displays key statistics and a testimonial. The statistics are: 840,000 Liters of Hand Sanitizing Gel Ordered, 20 Millions Masks Ordered, and 1,894 healthcare facilities. It also notes that 5,306 public & private enterprises are clients. A testimonial from Arkema states: 'We produce & donate 20 tons of hydro alcoholic solution weekly to French hospitals.'

Category	Value
Liters of Hand Sanitizing Gel Ordered	840,000
Number of Masks Ordered	20 Millions
Healthcare facilities	1,894
Public & private enterprises	5,306

Welcome to the Marketplace era

Potential Use Case



Retailer who is or can be MPL (own and third party)

The screenshot shows the Argos website homepage. At the top, there are links for 'Stores' and 'Help'. Below that is the Argos logo, navigation links for 'Shop', 'Toy offers', and 'Clearance', a search bar with the placeholder text 'What are you looking for?', and icons for 'Account', 'Wishlist', and 'Trolley'. A blue banner below the search bar contains the text: 'Click here for our latest updates on our stores, website and contact centre. Thank you for your continued patience and support.' Below this are three promotional banners: 1) A purple banner for toys featuring a dinosaur, a doll, and Captain America, with the text 'SAVE UP TO 1/3 ON TOYS' and '100s included Selected lines.' 2) An orange banner for Halloween featuring a woman in a costume, with the text 'Halloween Spooktacular costumes & decorations.' 3) A purple banner for Nectar points featuring a woman's face, with the text 'Collect 2x Nectar points when you shop at Argos until 28 September.' and 'Dress well. Feel good'.

Why:

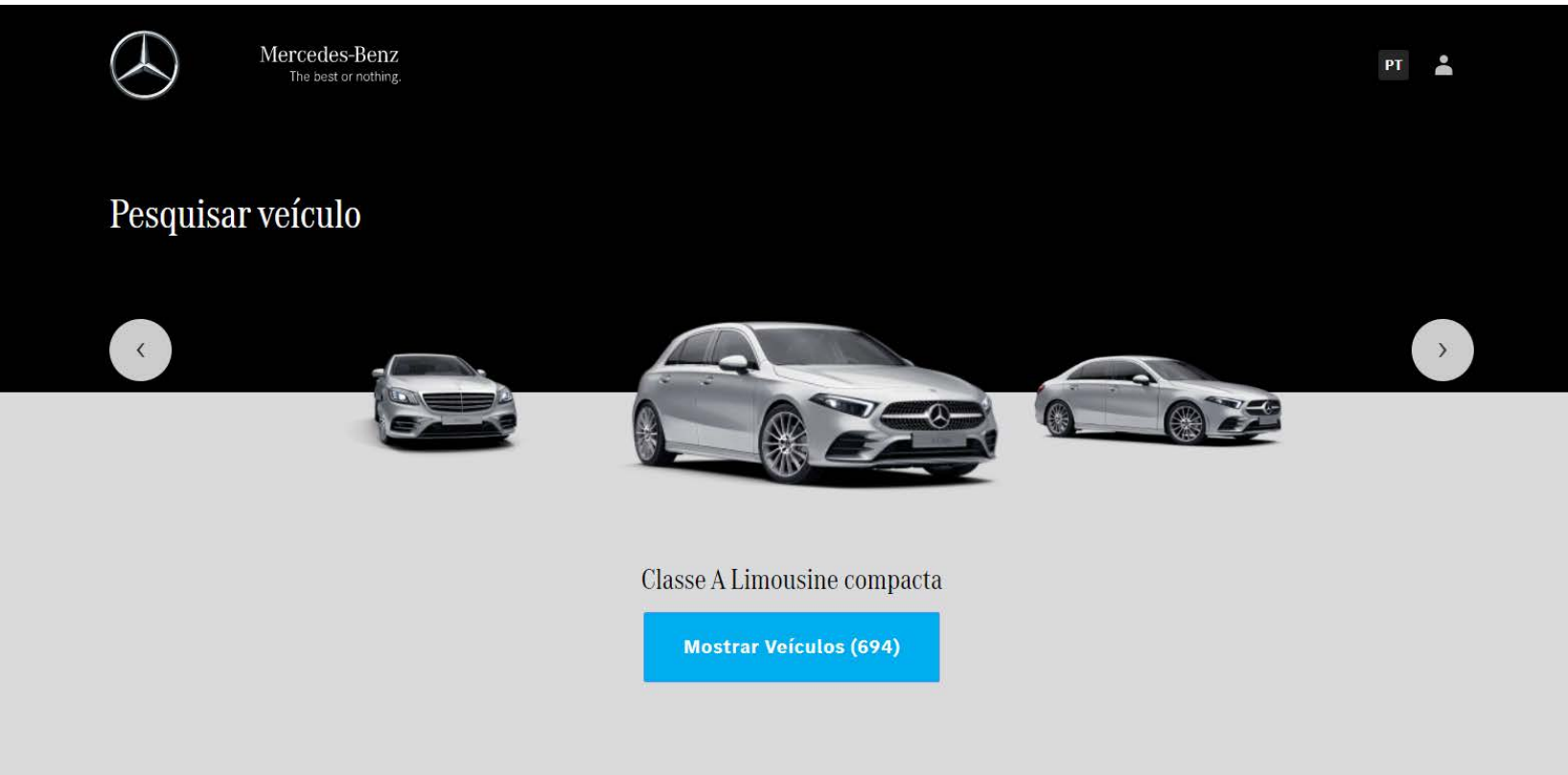
- Is MPL or has considered MPL but thought it was difficult or hasn't considered MPL at all
- Wants to grow internationally, or rapid growth of product breadth
- Needs to address liquidity as holds too much stock

Welcome to the Marketplace era

Potential Use Case



Manufacturer who is or can be MPL



Why:

- Is MPL or has considered MPL but thought it was difficult or hasn't considered MPL at all
- Wants to sell directly to consumers
- Wants to increase revenues from allowing others to sell complementary products or services on their website

Welcome to the Marketplace era – The benefits

Retailers

- Broaden product range fast and at low cost
- Improve logistics and minimise cashflow impact by not 'owning' the items
- Expand internationally with easy and locally compliant set up

Manufacturers

- Sell directly to consumer
- Expand internationally without expensive distributor partnerships
- Offer services to complement products

Franchises

- Improve payments – deduct fee at source
- Grow franchise fast with marketplace grade onboarding
- Advanced logistics with quick reconciliation tools

Pureplay Fintechs

- End to end solutions need payments to be successful
- Ensure compliant set up
- Expand internationally without concerns for local regulation



But whilst there are numerous benefits of working in a Marketplace model it is far from easy to build and operate in a compliant and efficient way. It is the 'iceberg' effect, the less there is on the top the more work has to be done in the background.

Here are six 'buckets' to help understand Marketplace requirements

Payment Processing

International Cards

National Schemes

Bank Transfers

SWIFT

Pay Later

Wallets

Credit at Sale

Prepaid

Split payment

Mixed basket

Gateway options

Subscription

Fraud management

Seller onboarding

Webform process

KYC collection

KYC validation

Risk management

Underwriting

Fees and Reporting

Mixed basket

Fee calculation

Reporting

Reconciliation

Account matching

Chargeback

Management

Self service portal

Escrow and Payout

Escrow account

Collecting funds

Payouts

International payouts

FX

DCC

Webshop/ERP

Webshop

Shopping carts plugins

Marketplace ERP plugins

Fulfilment API

Compliance

PI/EMI Licence

Other relevant Licence

PayFac with Visa/MC

PSD2 (SCA)

AML

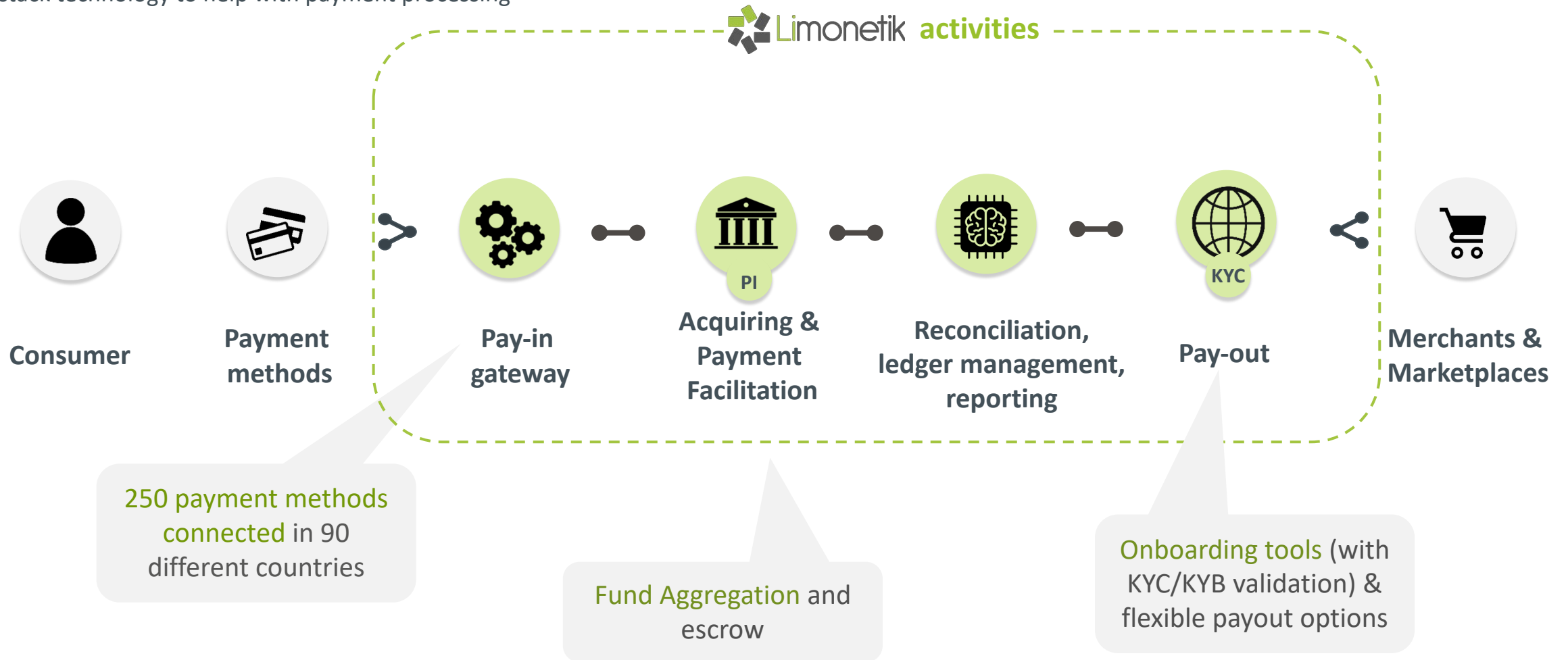
T&Cs

Duties & local taxes

VAT

Our easy to integrate Api enables Acceptance & Aggregation of 250 International Payment Methods

Full stack technology to help with payment processing



Limonetik is a Payment Platform

Full stack technology to help with payment facilitation



Consumer



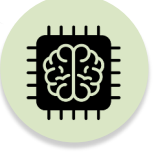
Payment methods



Pay-in gateway



Acquiring & Payment Facilitation



Reconciliation, ledger management, reporting



Pay-out



Merchants & Marketplaces

Compliance across multiple local regulatory frameworks

Dynamic and real-time reporting for funds/receivables, fees and chargebacks down to sub-merchant

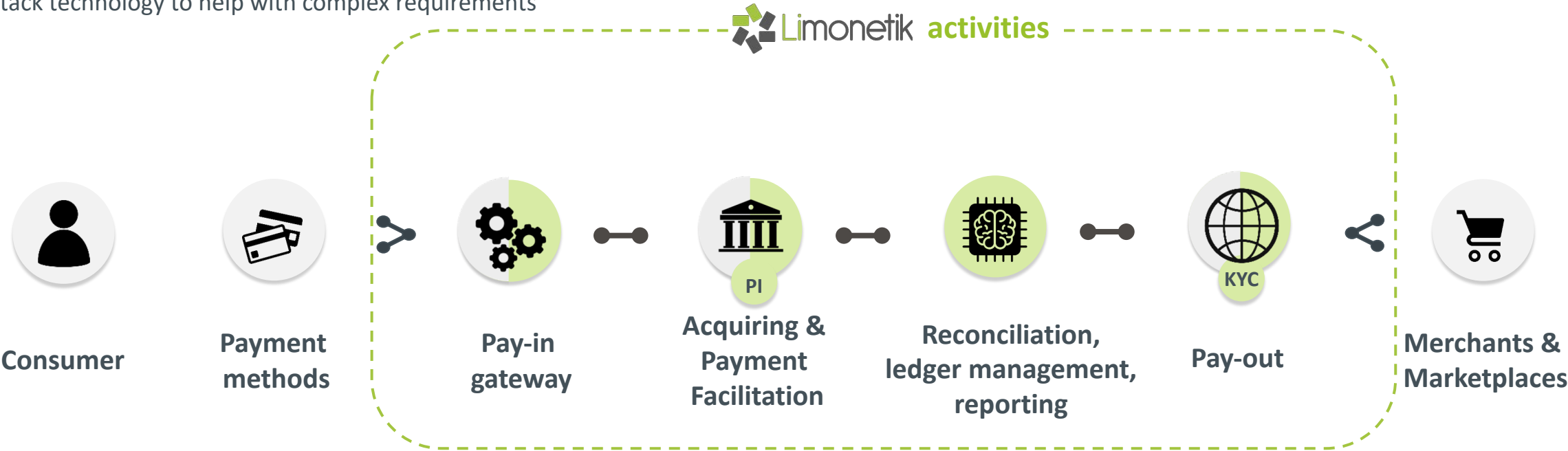
Automated reconciliation of operations, funds/receivables, fees and chargebacks

Detailed reporting of all fees and commissions

Integration into 3rd party software and business rules

Limonetik specificity is to enable payment players to compose their end-to-end solution

Full stack technology to help with complex requirements



 Limonetik only Component  Interchangeable Component – either in-house client or Limonetik or combination of both

Questions & Answers

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