

# allegro

## **E-commerce opportunities in Poland for Taiwanese sellers**

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Allegro



# AG EN DA

1. Polish E-com Landscape
2. About Allegro
3. First Steps
4. Account management





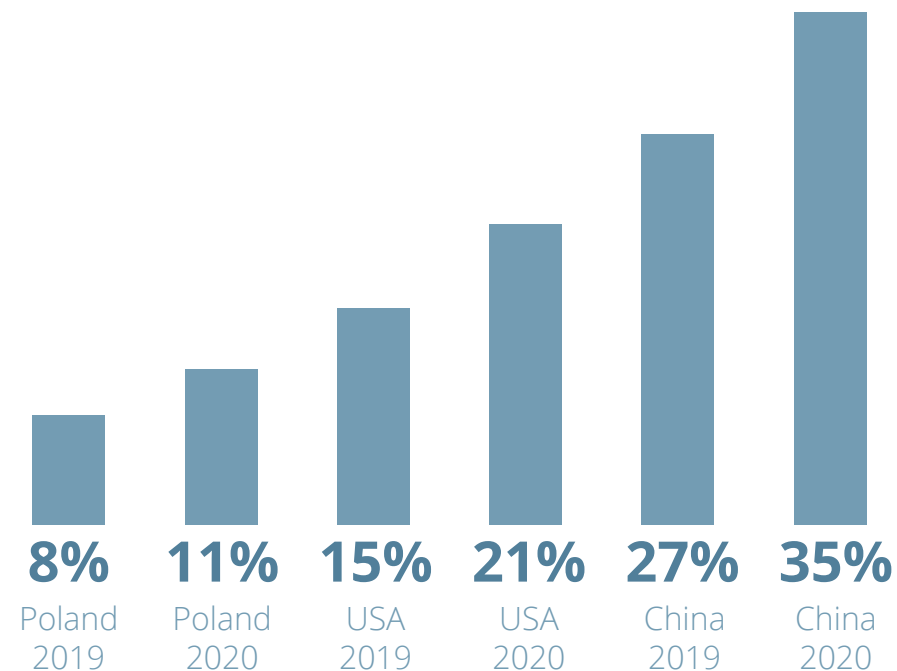
# 1. **Polish E-com** Landscape

# E-commerce growth in Poland is accelerating and there is significant space for growth



**4.8%**

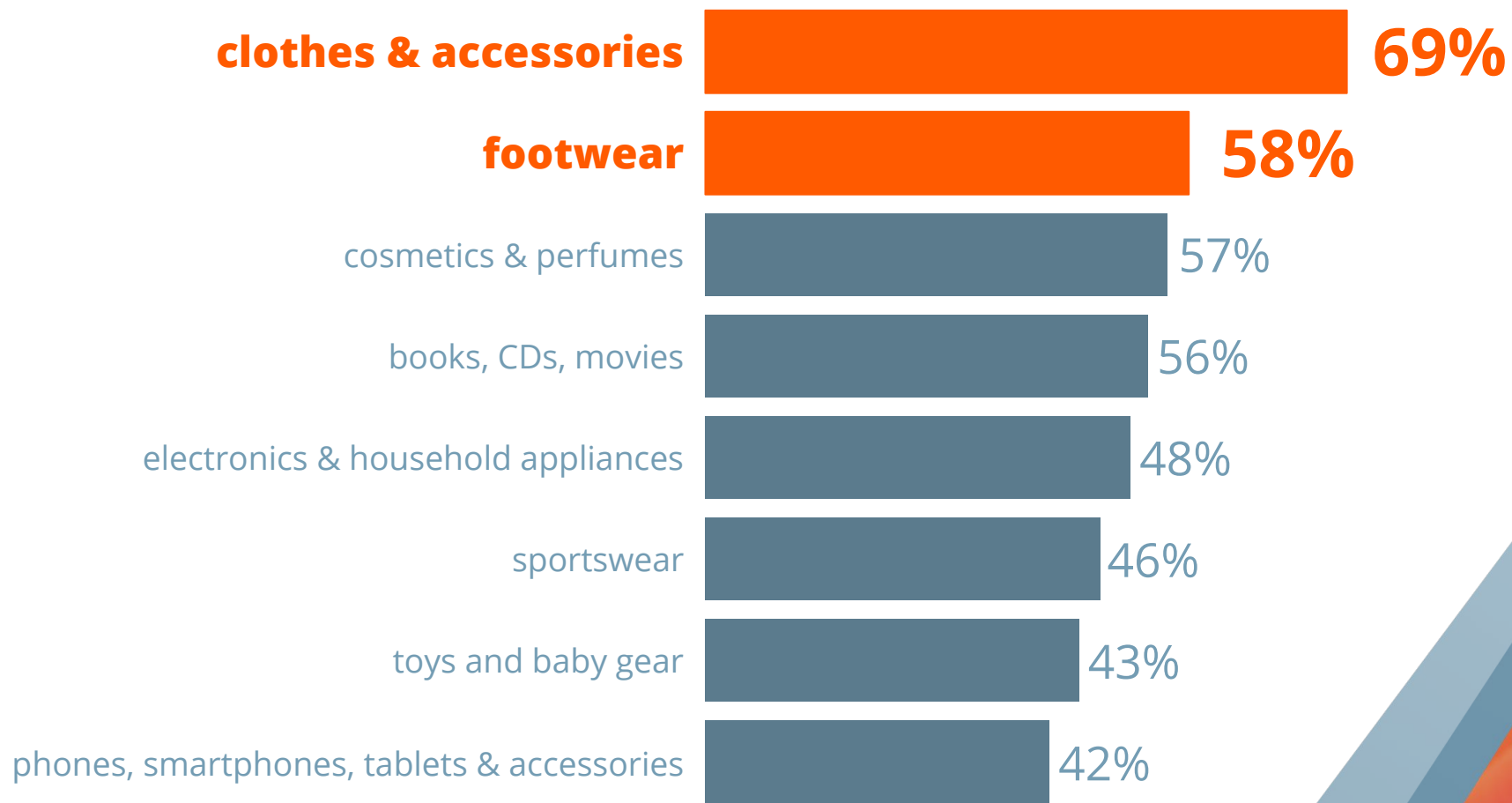
Allegro GMV still represents under 5% of Polish retail market by value



\*\* PLN 656bn represents an estimate of addressable retail market in Poland excluding the sales of solid, liquid and gas fuels, alcohol and tobacco, and gastronomy sales. Total retail sales in Poland (including those eliminations) declined by 2.6% YoY in 2020 based on preliminary data. A detailed GUS report with actual sales by segment will be available later during the year

# Most frequently bought products from Polish online shops

(last 12 months)





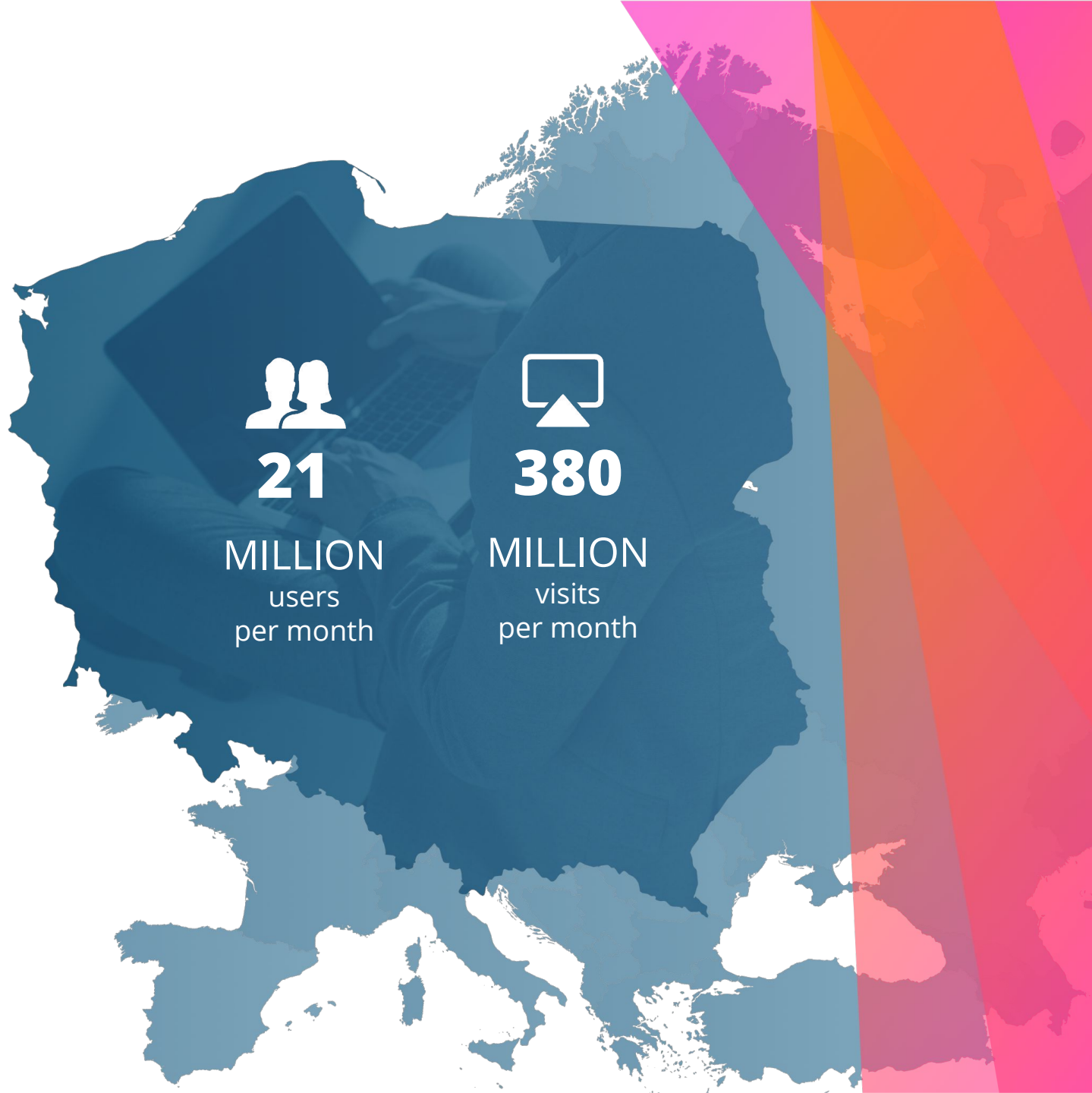
1999  
**100% C2C**



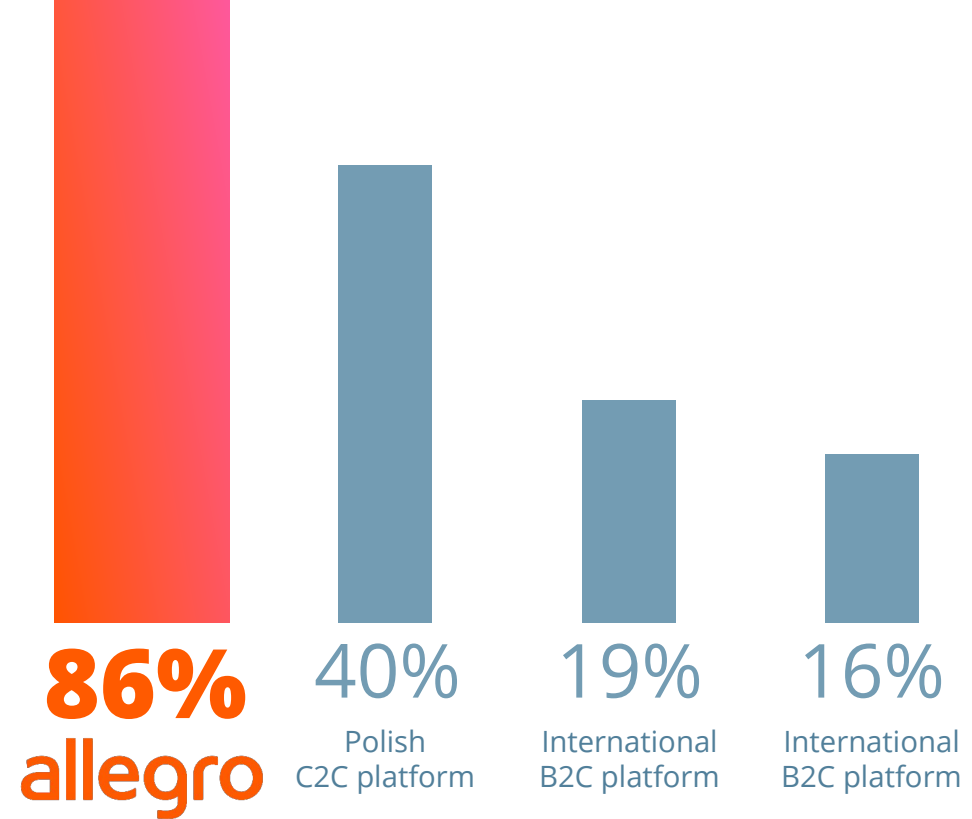
**C2C/B2C**



2019  
**94% B2C  
+RETAILER**



# Most Recognized Brand



**Allegro** is the **most recognizable brand** on the Polish E-commerce market.

**86% of Polish Internet users** spontaneously mentioned it.



## 2. About **Allegro**



# allegro

## 1st

**MOST Loved**  
online marketplace in Poland

## Top10

online marketplace  
in the World





### One of the leading B2C E-commerce companies

A preferred E-commerce company in Poland by 13m active buyers and over 128k merchants



### Trusted E-shopping destination

In Poland, approx. 2x more users start their product search on Allegro than on anywhere elsewhere



### Largest non-food retailer

Share\* approx. 2x the size of the 2nd largest non-grocery retailer in Poland



One of the world's top ten E-commerce websites (according to Similarweb)



Highly rated internet brand  
Approx. 380m monthly visits



One of the top Polish brands  
86% spontaneous brand recognizability



# Allegro - the Polish E-commerce business supporting society and economy



## Customers & merchants

- 24/7 access to widest possible selection of products
- Growth platform for merchants
- Cooperation in Protection of Rights Program
- Buyers Protection Program



## Society

- PLN 490m Allegro contribution to fight COVID-19\*
- 88% of deliveries with contactless option\*\*
- PLN 19.4m raised for charitable and social initiatives\*\*\*
- Diversity culture
- Education projects for startups, students and children



## Environment

- Planned introduction of reusable packaging in 2Q 2021
- More environmentally friendly delivery options thanks to lockers and pick-up points
- Allegro Naturalnie & Lokalnie: new categories of products that promote sustainable and local choices



\*As of FY 2020. Includes PLN 325m delivery costs savings for buyers using the free Smart! package, PLN 155m Merchant Support Program, PLN 6.9m donations (direct support to 40 hospitals, 77 employee initiatives, donations to buy 2 COVID laboratories and 24 respirators), and PLN 3.3m for employees sanitary protection and work-from-home support

\*\*As of FY 2020, includes the total of deliveries to lockers and via courier services, who introduced confirmation of delivery without the recipient's signature

\*\*\*Raised through charity initiatives Charytatywni.Allegro.pl

# allegro in numbers



**21** mln

visitors every  
month



**80%**

Internauts in  
Poland use the  
Allegro platform



**82%**

Consider Allegro  
their favorite  
place for shopping



**21**

Years of  
continuous  
growth



**70%**

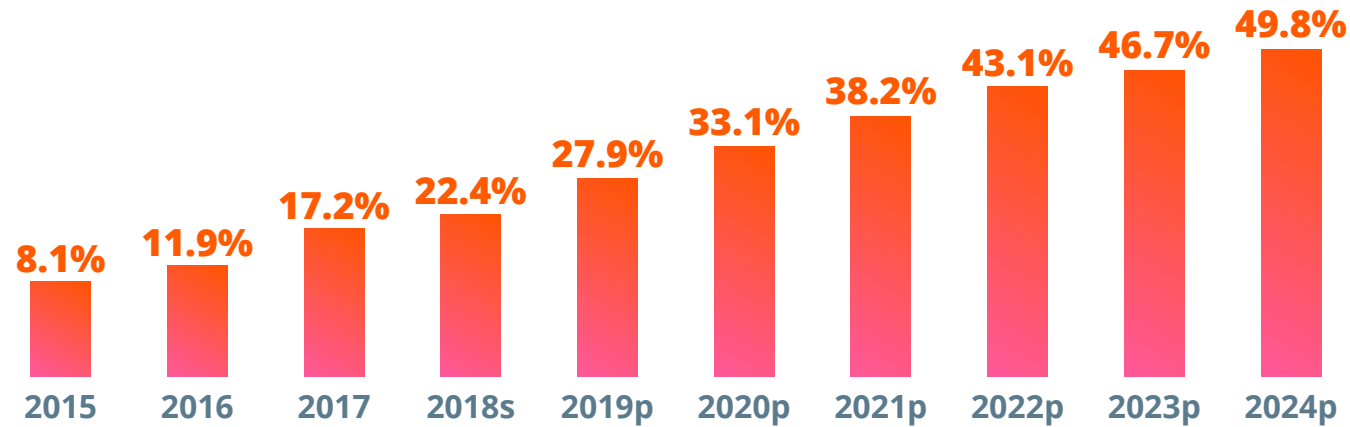
Traffic comes  
from mobile



**1.5** bln

Monthly number  
of inquiries.

# allegro is one step ahead



**m-commerce share in e-commerce**





# SMART

## Allegro Smart! free delivery loyalty program

The packages need to be shipped from Poland, Czech Republic or Germany.



Smart! users buy **2.5x** as often as regular customers



Smart! sellers grow **5x quicker** than those who don't provide Smart!



Smart! sellers get **better ratings** overall because customers enjoy the experience more



-45% 109,99 zł

**59,99 zł**

**SMART** 

Coccolino Care Kapsułki do prania Czarne 80sz 2xXL





## 3. **First** Steps

# allegro

## A Great Ecosystem for E-business Development

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- Open to merchants of all sizes
- No listing fee, only sales commission
- Attractive Welcome Program for New Sellers
- Strategic Partner Program for Brands
- Dedicated Key Account Manager
- Instant payment solutions (LianLian Pay/ Payoneer/ PingPong)



# A Great Ecosystem for E-business Development

**1.**

**REGISTRATION**

**2.**

**ACCOUNT  
ACTIVATION**

**3.**

**LISTING**

**4.**

**SUCCESS**



# Registration process


**Regular Account**  
An account for purchases (also for companies) and occasional sales.

**Business Account**  
An account for companies who intend to sell on Allegro.

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E-mail  
All messages from Allegro will be sent to this e-mail.

Login  
This is your display name, visible to all buyers. Note: you can not change this later.

Password   
At least: 8 characters, 1 uppercase letter, 1 lowercase letter, 1 digit.

Phone number  
Provide your mobile number if possible. This will facilitate account management, e.g. recovering your password via SMS.

**Company data**

Country of registration 

TAX ID number

We will verify your company data with Statistics Poland (GUS).

**COMPANY DATA**

1. **Create a business account** [HERE](#)  
+ Accept Allegro Terms & Conditions
2. **Send required documents**  
(owner's ID, company registration documents, VAT no., etc.)
3. **Activate your account**  
and start selling





# Welcome Package Stages

1.

## MONTHS 1 & 2

- **100% sales commission refund**  
(up to 10,000 PLN monthly)
- **100 Featured offers**
- **100% discount on the Professional Subscription**
- **Additional 100 Featured offers**  
(for accounts with sales in the first 7 days)

2.

## MONTHS 3-5

- **30% sales commission refund**
- **100 Featured offers**
- **80% discount on the Professional Subscription**

3.

## MONTHS 6-8

- **50% refund of the sales commission on Featured Offers**
- **100 Featured offers**
- **80% discount on the Professional Subscription**
- **Allegro Deal Zone promotion**

## 4. Account management





# Price list

how much does it cost to sell on Allegro?

## Registration:

- it's free!

## Sales commission:

- depends on the final price. Between 0-12%.

## Additional options (if any):

- subscriptions fees
- marketing options e.g. promotion, ads

The screenshot displays the 'Set payouts' step in a multi-step process. At the top, a progress bar shows '20%' completion, with steps: 1. Create account (checked), 2. Set payouts (active), 3. Send documents, 4. Set up terms of sale, and 5. List your first item. Below the progress bar, the 'Set payouts' section is titled 'To start selling on Allegro' and contains three sequential steps: 1. 'Set your payouts account.' (with a pencil icon), 2. 'Please send the required documents to confirm your company details.' (with a checklist icon), and 3. 'We will verify your details and notify you by email with the results.' (with an envelope icon). Below this, a section titled 'Set payouts' asks the user to choose how they want to receive payments from sales. It includes a help link and a question: 'How do you want to receive funds from sales?'. Four options are presented in a grid: 'Bank account' (funds to bank account), 'Payoneer account' (funds to Payoneer account), 'LianLian Pay account' (funds to LianLian Pay account), and 'PingPong account' (funds to PingPong account).

**Currency: PLN (PSPs help with currency conversion)**

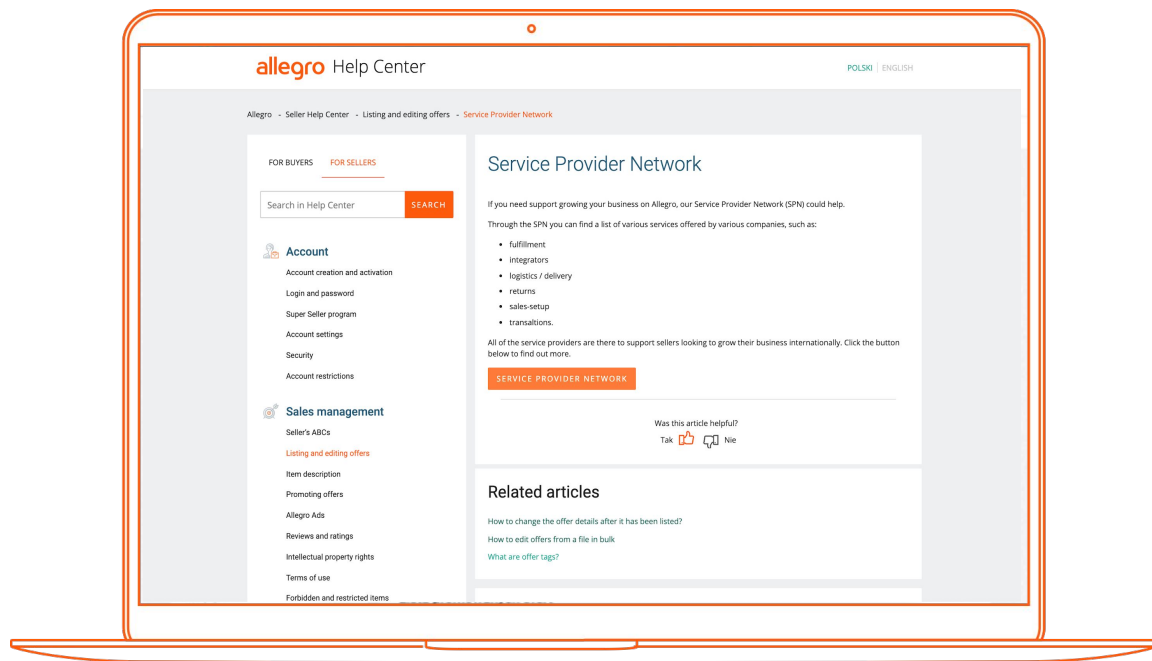
**Payment Operator: PayU (no need to register)**

**Payout methods:**

- 3rd party payment platform to the company account ( Lianlian Pay, Payoneer, Pingpong,)

**Payment frequency:**

- 3rd party payment platform account: freely



## Service provider network:

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

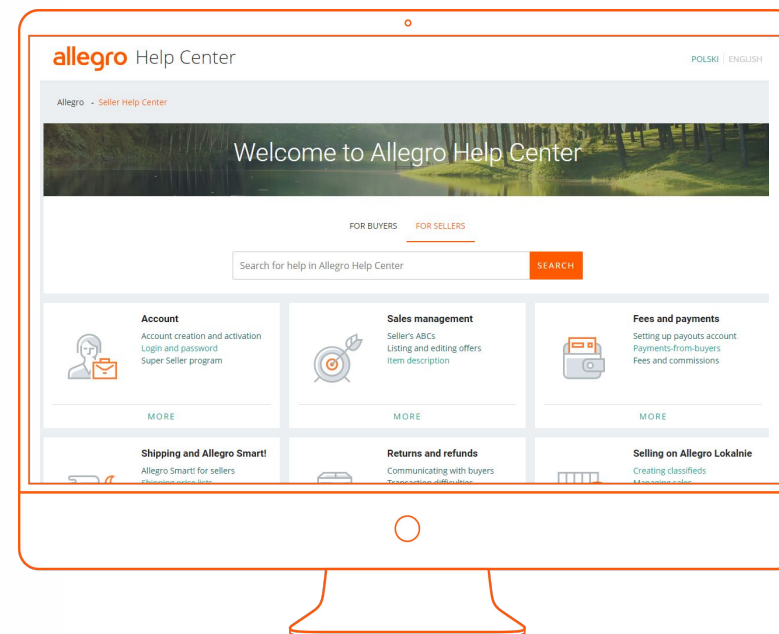
<https://allegro.pl/help/service-provider-network>

[Allegro Academy](#) (a training platform for sellers with links to **free** webinars)

[Allegro Help Center](#) (fully in English, with links to our contact form below each article)

[Allegro Academy Youtube](#) (has dedicated playlists with video tutorials that help you operate on the platform)

[Service Provider Network](#) (a list of partners who help with logistics/ translation, etc.)







**allegro | Thank you!**

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**Contact us: [allegro\\_apac@allegro.pl](mailto:allegro_apac@allegro.pl)**