

# Welcome to Loblaw's Marketplace

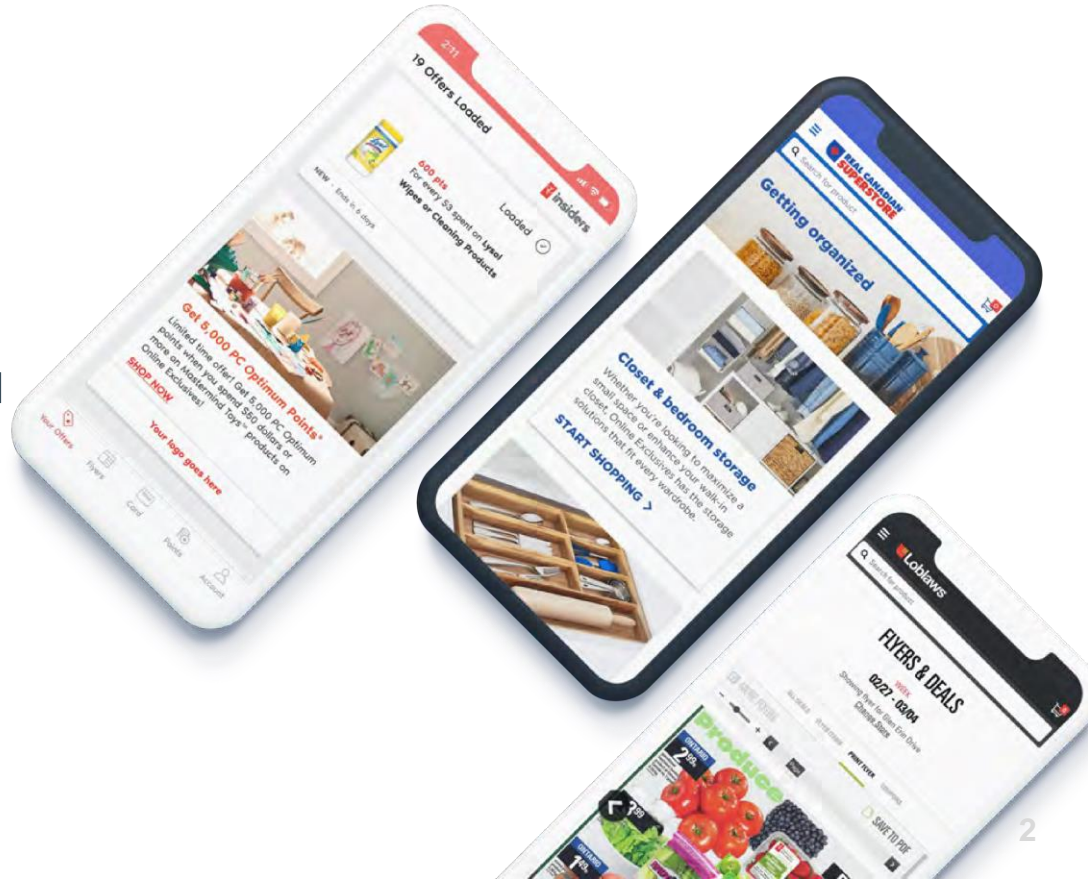
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# What is Loblaw's Marketplace?

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- An **evolution** of Loblaw's online shopping experience
- Partnership with hundreds of new sellers offering customers a **trusted assortment** of products
- Expansion in categories beyond what we offer in-store including **Home & Living, Baby, Toys, Pets and others**



# Why sell on Loblaw's Marketplace

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## Access to Millions of Canadians

- \$2 billion in sales for online in 2020
- 2 million weekly online visits
- Largest online grocery business in Canada

## Trusted Assortment

- Protect your brand in our closed marketplace
- Easy onboarding process to ensure your assortment is surrounded by other, trusted products

## Grow with PC Optimum

- 18 million loyalty members with over 600 million transactions each year
- Exclusive promotional tool making our platform the preferred marketplace for customers

# Loblaw's Marketplace Model

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We're here to make Marketplace a growth driver for your business.

## All the Details You Care About

1

### You're in Control

You fully own pricing, fulfillment, assortment, and product display of your brand(s)

2

### Track Results

Our intuitive seller portal allows you to manage your business seamlessly

3

### Easy to Setup

Choose how you want to integrate -- API, CSV file for mass uploads

4

### Dedicated Account Manager

A dedicated seller success account manager will work with you to ensure you are operating and selling successfully

# Fulfillment Options

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## Dropship (DTC)

- Sellers own the storage, handling, and pick & pack of the products
- Sellers work with their existing third-party carriers to execute the last mile delivery of products directly to the consumers

## Ship with Loblaw (SwL)

- Sellers own the storage, handling, and pick & pack of the products
- Sellers leverage the scale of Loblaw's shipping operations to receive preferred carrier rates with Canada Post and UPS via a Loblaw account number

## Fulfill with Loblaw (FwL)

- Sellers ship products directly to Loblaw nominated logistics partner
- Fulfill with Loblaw, in partnership with third-party logistics partner, will store, handle, pick & pack and send the products directly to consumers

# Partnership Model

Referral Fee

15%\*

+

Marketing Co-op

5%

\*investment allocated to PC Optimum Offers, PC Insiders Offers, Digital Flyers, Email and Paid Media Support, and other marketing initiatives.

**\*No monthly or listing fee**

## TRENDING PRODUCTS



+ More Options

HOMCOM Stylish  
Computer Study Writing  
Desk Workstation Table




HOMCOM L-Shaped  
Corner Computer Desk  
with 2 Shelves Keyboard

 Est. 20,600 PC Optimum Points

View your PC Optimum Insiders™ dashboard [here](#).




Exclusive PC Optimum Insiders™ offer. Earn bonus points when you shop the Ship-to-home Holiday Market



En,

Gift yourself some points! From now until December 15th, shop the Ship-to-home Holiday Market and earn up to 50,000 PC Optimum™ points based on the total of all your orders.

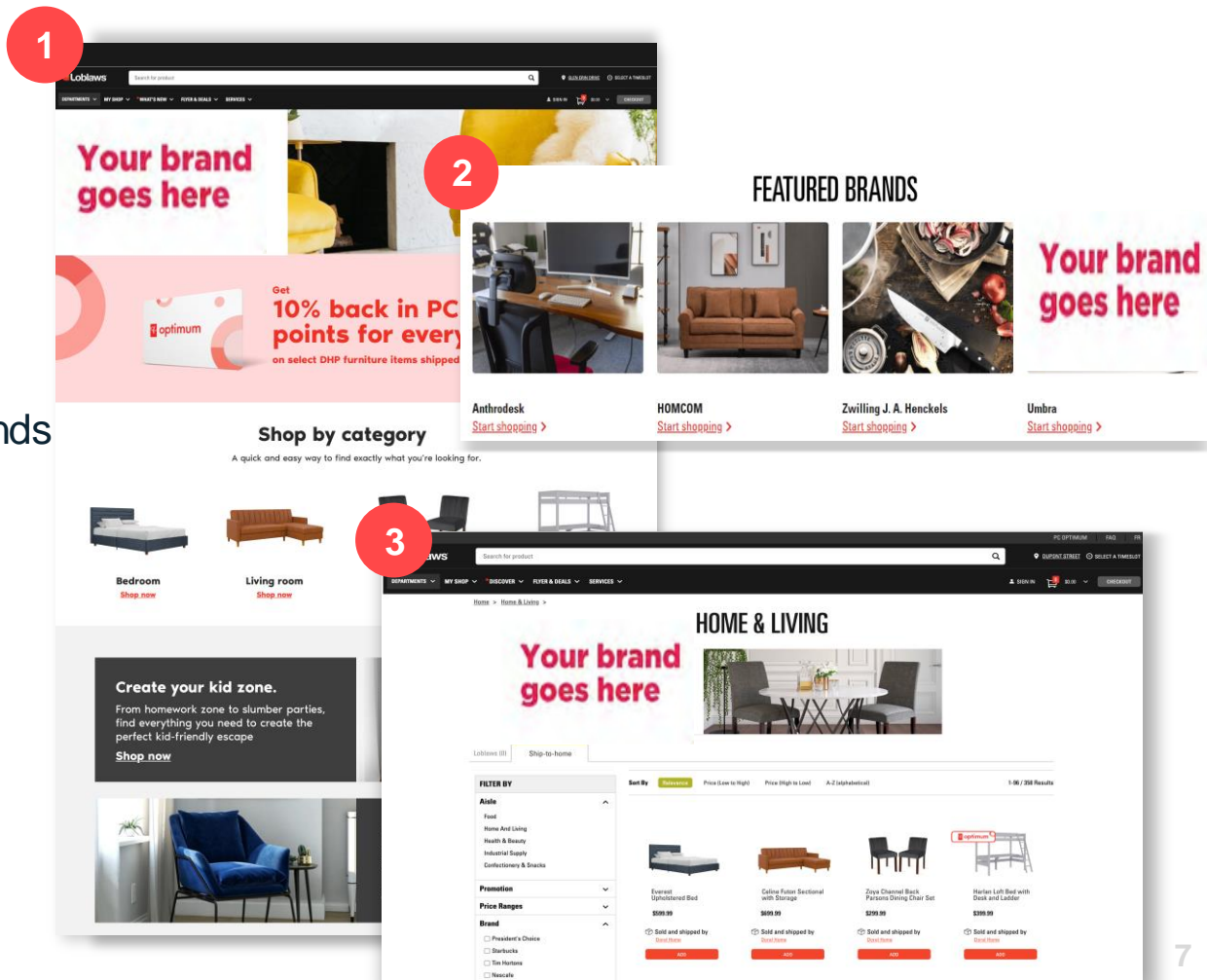
Take a look at our exciting offer:

-  **50,000 pts**  
Spend \$200 or more, get 50,000 PC Optimum points
-  **20,000 pts**  
Spend \$100 or more, get 20,000 PC Optimum points
-  **5,000 pts**  
Spend \$50 or more, get 5,000 PC Optimum points

[Shop Ship-to-home](#)

# Tell Your Brand Story

1. Brand story page
2. Homepage featured brands
3. Category landing page



# Interested in Joining or Learning More?

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**Grow your Business on  
Loblaw's Marketplace:**

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