

# OZON Global

## Introduction

June 2021

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Russian e-commerce market potential

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Seller success story

# Ozon is the most popular marketplace in Russia



**Ozon Holdings PLC**  
listed on **NASDAQ**  
stock exchange



**No 1** Multi-category  
player in Russian  
e-commerce  
(According to Data Insight)



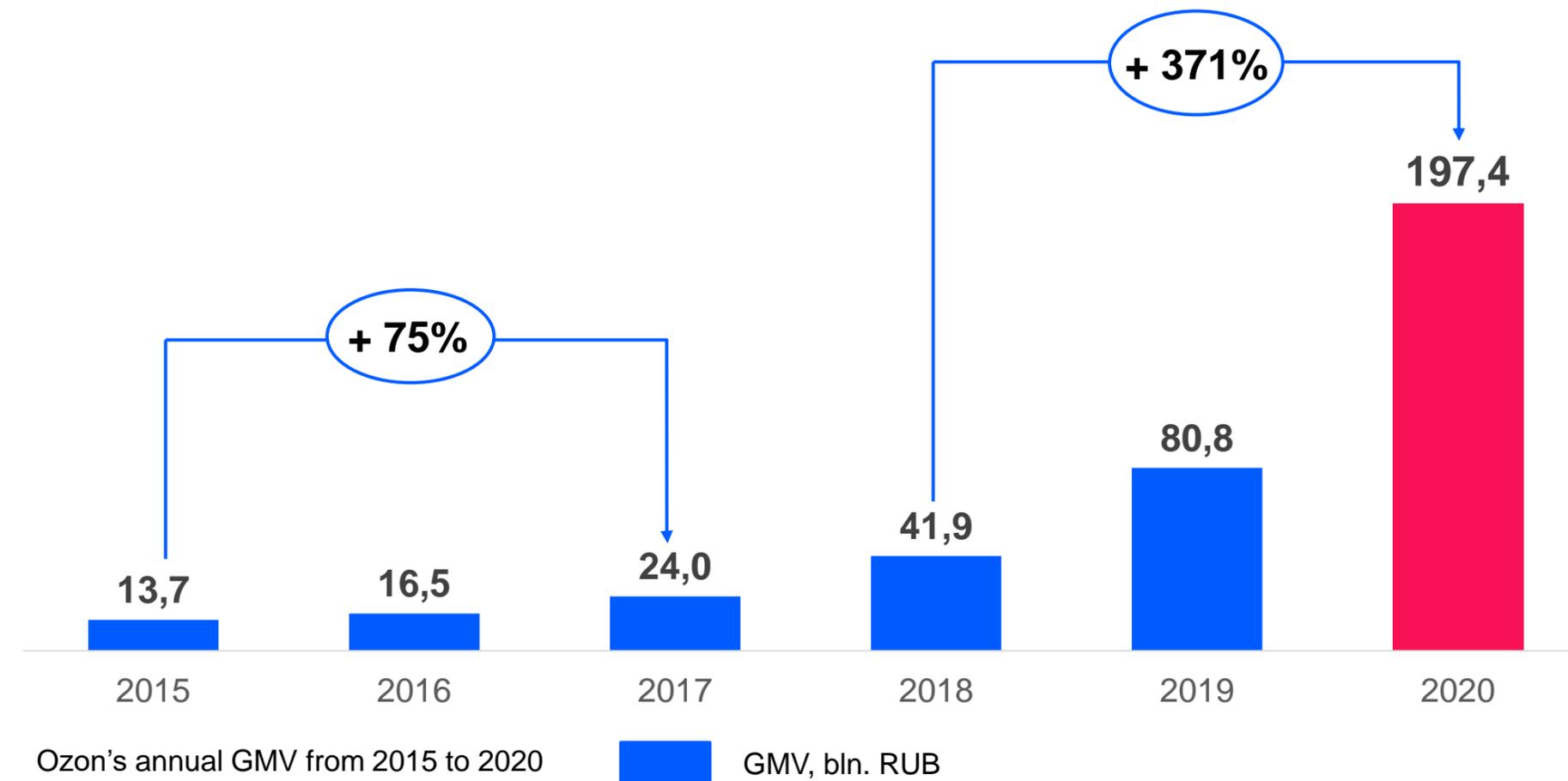
**No 1** Brand recognition  
in e-commerce in  
Russia  
(According to BBDO)



**Top-5** Most  
valuable Russian  
internet companies  
(According to Forbes)

# Ozon is Russia's fastest growing e-commerce platform

OZON has shown unrivaled growth in GMV (CAGR= **71%**)



Ozon was founded in 1998, and the number of active customers has grown to **16 million** since then.

We provide our customers with a wide selection of goods.

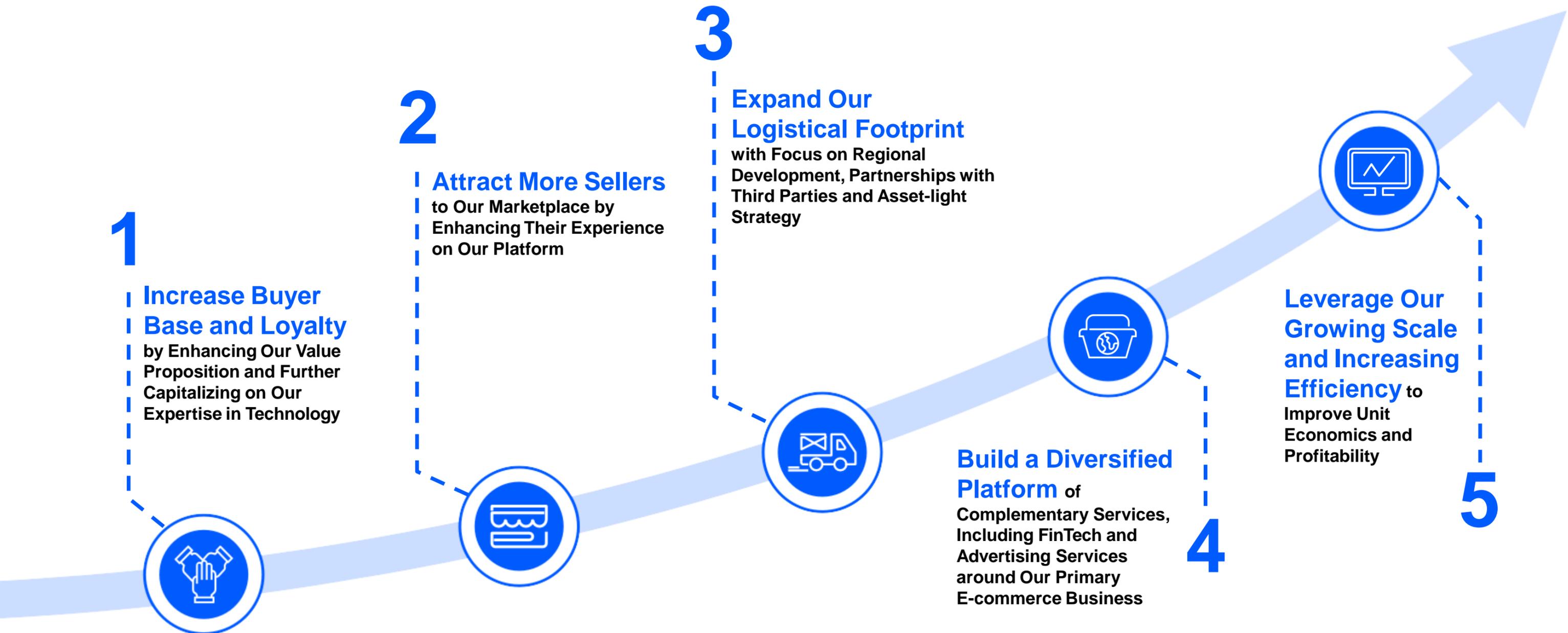
> **11 000 000**

SKUs across more than 20 categories

> **73 900 000**

Customer orders per year

# Our Strategy and Key Growth Drivers



# Accelerated GMV and Order Growth Doubled

## Significant growth at scale



**135%**

GMV incl. services growth YoY in Q1 2021



**161%**

Orders growth YoY in Q1 2021

## Leading logistics platform



**c. 19MM**

SKU assortment as of December 31, 2020<sup>(1)</sup>



**98%**

Parcels delivered on time

## Rapid expansion and high order frequency



**48%**

Share of Marketplace GMV in 2020



**33%**

YoY increase in order frequency of 2020 cohort vs 2019 cohort

## Large buyer and seller base



**c. 16MM**

LTM Active buyers



**4x**

Growth in number of Sellers YoY

Source: Company data

Note:

<sup>1</sup> Includes different sizes of apparel

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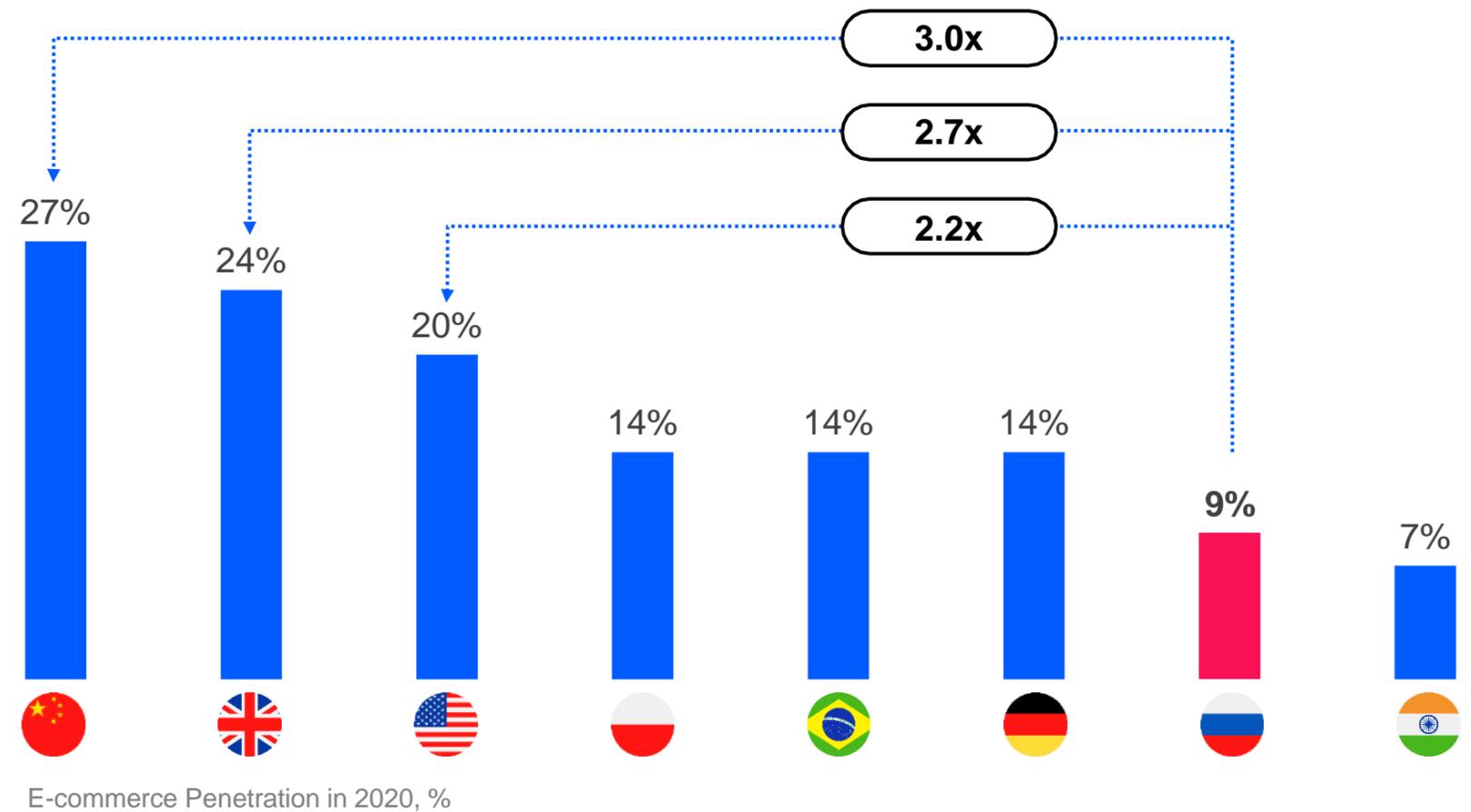
Seller success story

# Market with Low Penetration

## Historical Reasons for Low Penetration:

- > Limited investment in e-commerce fulfillment and slow logistical infrastructure development
- > Lack of trust in e-commerce

## Russian E-commerce Market is Underpenetrated



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# About Ozon Global

Ozon Global is a part of Ozon: e-commerce platform for ordering goods abroad.

We connect our merchants with millions of loyal customers and give them practical tools to grow their business.

Ozon Global was launched in 2020 and in less than 2 years our team has achieved the following results:

**> 170 000**

SKU across more than 20 product categories

**> 250 000**

customer orders per year

**> 600**

active sellers on Ozon Global

## Our Mission

1. To expand the selection of international products in the Russian market by attracting Global sellers to the platform
2. To meet the demand for international products
3. To allow Russian consumers to buy international products easily and quickly

## What we have



Sellers from 40 countries actively operate on the platform



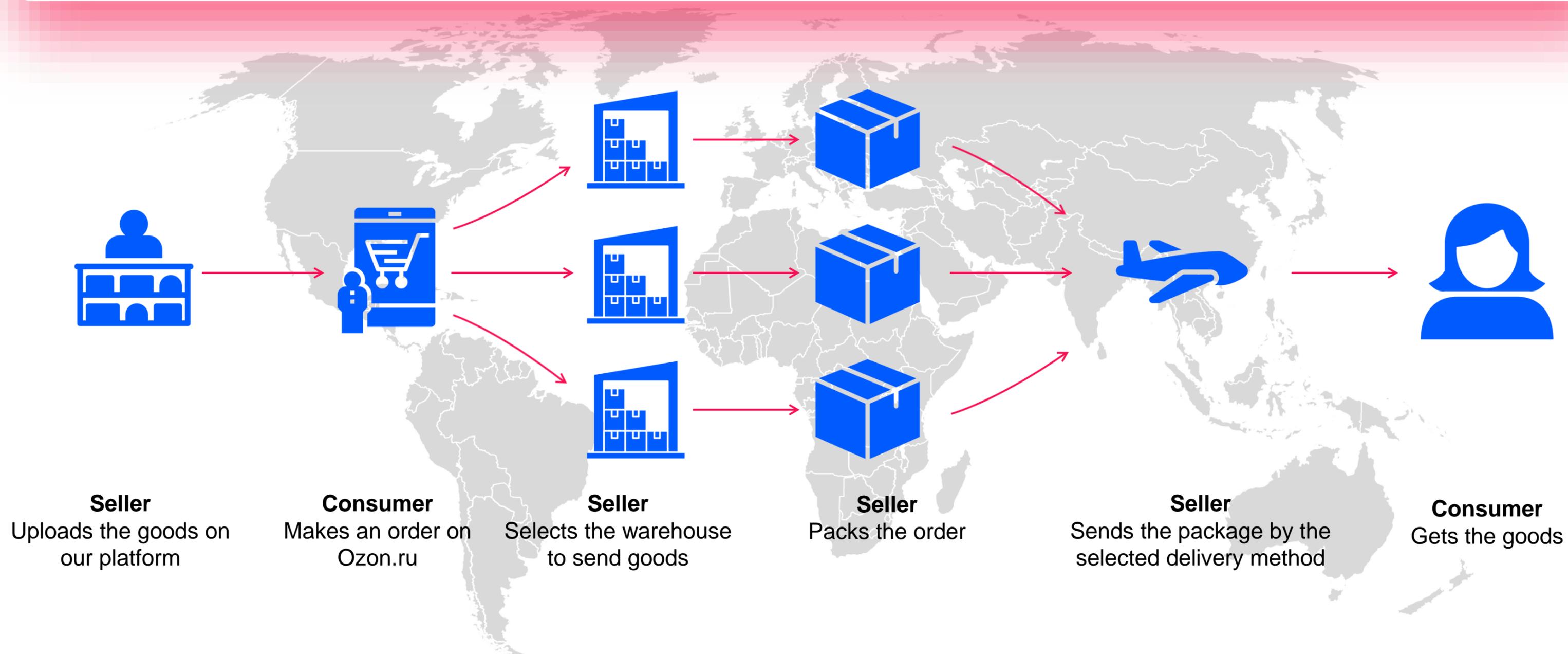
Professional marketing team focused on exclusive Global sellers developing



A professional team conducting daily analysis of the Russian market for Global sellers

# Global Sellers work with FBS scheme

**FBS (Fulfilment by sellers)** is a new way for sellers to manage their logistics and shipping goods abroad. It allows sellers to add their own warehouse and shipping method through the seller account



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# Terms of Cooperation

## Payments



- **2x** month sales reports
- **2x** month for delivered orders
- Min payment 1 000 (USD)

## Commissions



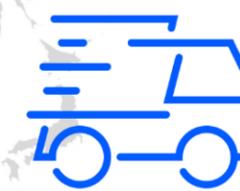
- Commission varies between **4% to 15%**, depending on the product category
- **No** subscription or listing fees

## Support



- English speaking specialists
- Dedicated IT support
- Seller support manager

## Logistics



A large number of delivery offices are located throughout Russia

# Terms of Cooperation (Commissions)

4%	5%	8%	10%	15%
<ul style="list-style-type: none"> <li>○ Computers and Laptops</li> <li>○ Monitors</li> <li>○ TV sets</li> </ul>	<ul style="list-style-type: none"> <li>○ Accessories and components for computers and laptops</li> <li>○ Audio equipment and accessories for audio and video equipment</li> <li>○ Baby products</li> <li>○ Clothes, shoes and accessories</li> <li>○ Consumer goods</li> <li>○ Contact lenses</li> <li>○ Food</li> <li>○ Goods for pets</li> <li>○ Large home appliances</li> <li>○ Smartphones and tablets</li> <li>○ Rehabilitation products</li> <li>○ Small household appliances</li> <li>○ Memory cards and flash drives</li> </ul>	<ul style="list-style-type: none"> <li>○ Car products</li> <li>○ Construction and repair</li> <li>○ Cosmetics</li> <li>○ Digital goods</li> <li>○ Fresh food</li> <li>○ Furniture</li> <li>○ Goods for sports and recreation</li> <li>○ Orthopedics</li> <li>○ Parapharmaceuticals</li> <li>○ Professional oral care</li> <li>○ Sports nutrition</li> <li>○ Vitamins and dietary supplements with Russian certification</li> </ul>	<ul style="list-style-type: none"> <li>○ A house and a garden</li> <li>○ Health and beauty</li> <li>○ Vinyl records</li> </ul>	<ul style="list-style-type: none"> <li>○ Books</li> <li>○ Electronic accessories</li> <li>○ Products for adults</li> </ul>

# Legal framework

## Ozon Global import rules:

- No import taxes for products under 200 Euro/parcel or under 31 kg
- Unlimited number of imported tax free parcels
- 15% import tax (paid by customer) for products over 200 Euro/parcel or over 31 kg

## Key categories prohibited for Ozon Global\*:

- Alcohol
- Tobacco E-cigarettes
- Arms
- Animals
- Plants and seeds
- Other prohibited categories

\* And other products prohibited by the EACU law

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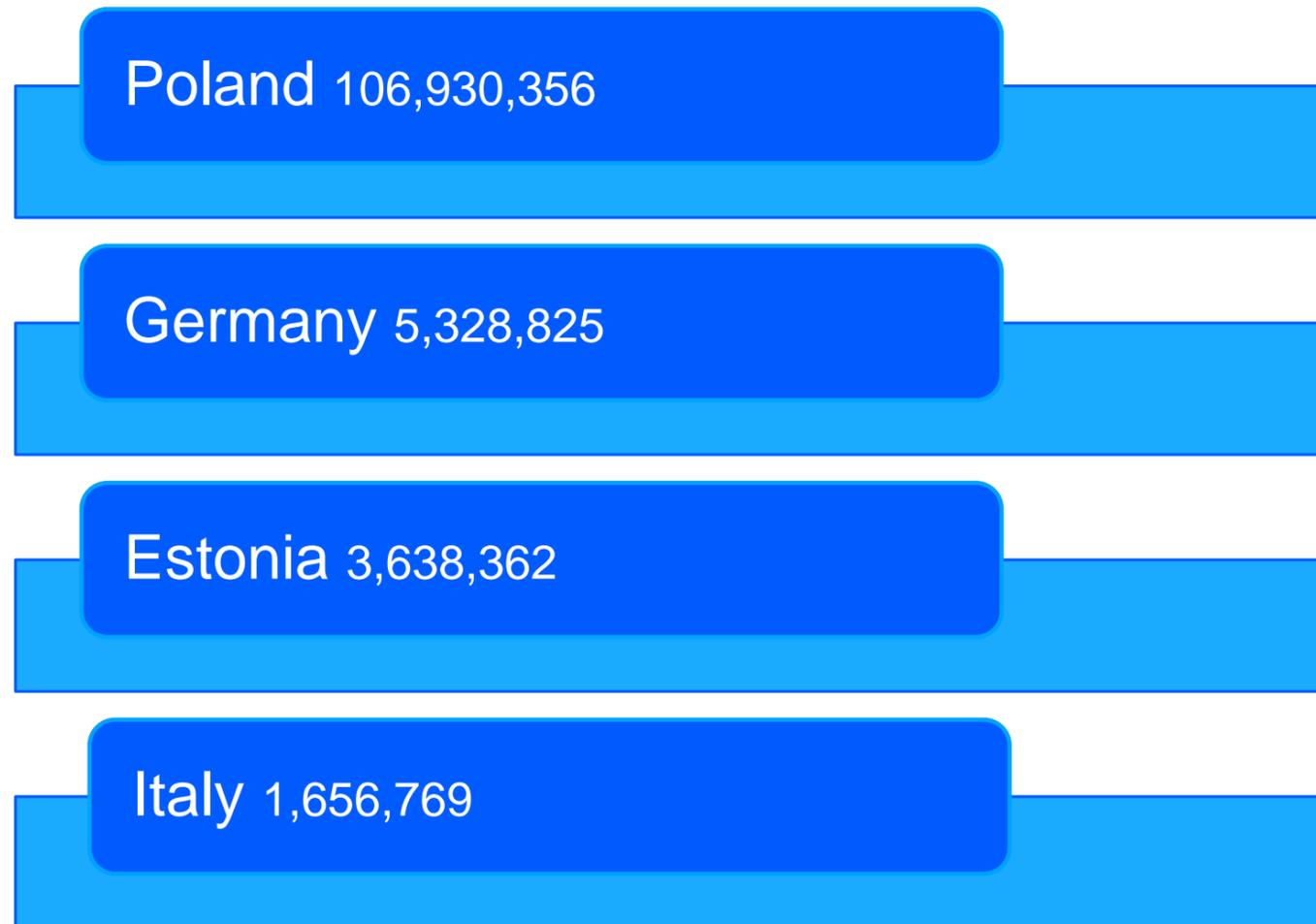
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**Seller success story**

# Largest European Markets

Countries with their respective quarterly GMV in roubles as of today



The most success comes from different categories, such as:

Electronics

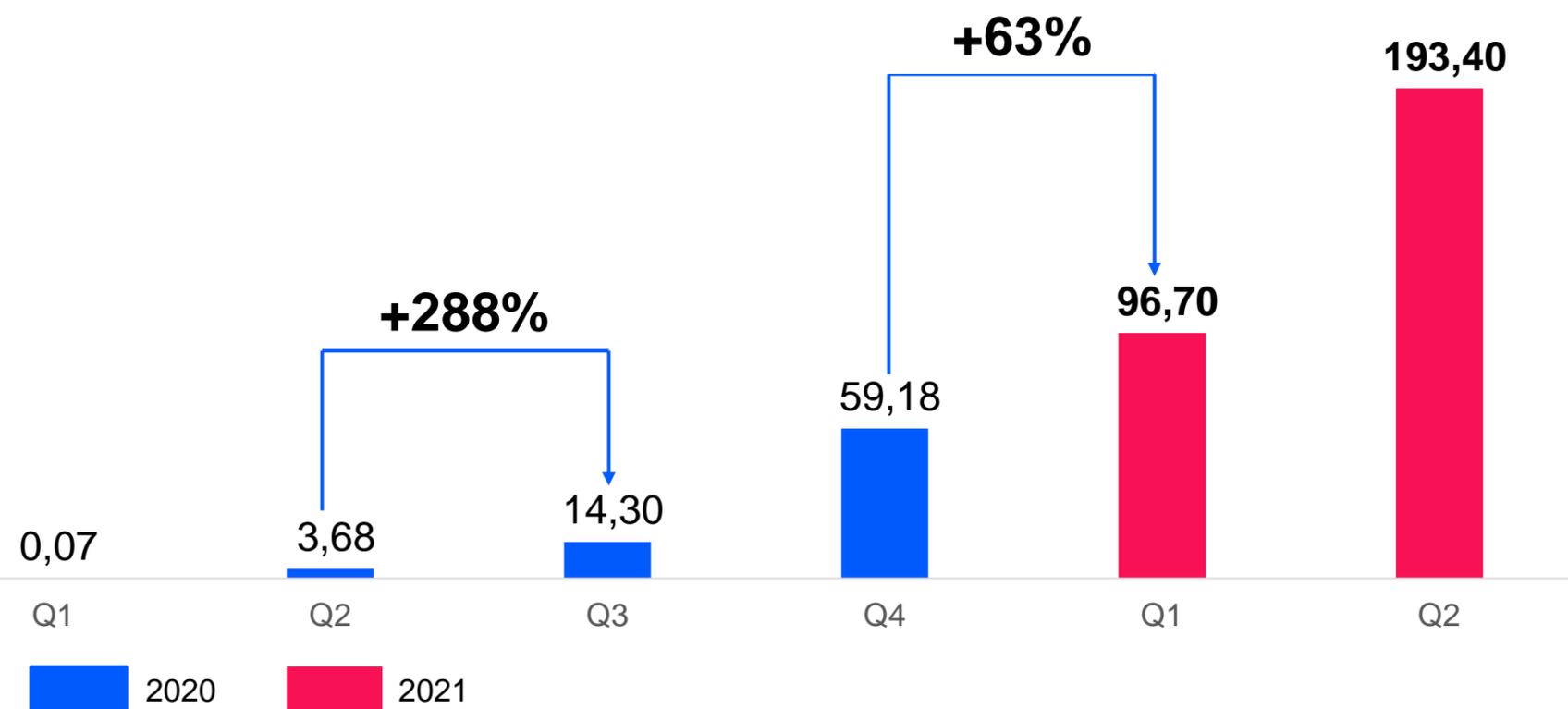
Tools

Clothing

Health & Beauty products

# Seller Success Story

**Seller's GMV breakdown by Quarters, mn rub.**



The seller in the example below joined **Ozon** Marketplace in the first Quarter 2020 and became one of the most successful performers in terms of its growth on **Ozon Global** – **26x growth** from the second Quarter 2020 to the first Quarter 2021

The seller offered a wide selection of goods on the platform for those categories that were underperforming at the time, and also by offering high-demand and high-quality goods and brands

# OZON

[Link](#) for the registration

More [information](#) about Ozon cross-border

Ozon cross-border [Help page](#)

Have any questions? Write to us



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