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your business to
global opportunities

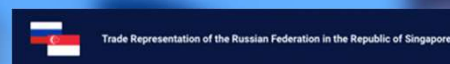
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Welcome to SBF Global's

eCommerce Opportunities in Russia

24 September 2021, Friday | 3.00 - 4.00 pm (SG-time)

CORE PARTNERS



PARTICIPATING COMPANIES



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This webinar is being recorded and will be posted on SBF's YouTube Channel.

COURTESY POINTS



**By default, you would be muted when you joined the webinar.
Otherwise, please mute your microphone throughout the session.**



**Have a question? Type your questions into the Question & Answer
Panel and we will read it out later or contact you after the webinar**

Learn with us

- About markets
- About new customers
- About Free Trade Agreements

Because knowledge is power.

Land with us

- Dedicated digital spaces
- Established networks
- Hands-on advice and facilitation

Scale and grow *smartly*.

Localise with us

- Trusted relationships abroad
- Deepen market presence
- Secure long-term sustainability

Because network is net worth.

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<https://globalconnect.sbf.org.sg/>

PROGRAMME LINE UP

3.00 - 3.10 pm

Welcome by Singapore Business Federation

Darius Lim, ACEO

3.10 - 3.20 pm

Opening by Trade Representation of the Russian Federation in Singapore

Alexander Svinin, Trade Representative

3.20 - 3.30 pm

B2B-Center platform presentation

Andrey Boyko, Chief Commercial Officer

3.30 - 3.40 pm

UDM.Market platform presentation

Denis Dmitriev, Co-founder and CEO

3.40 - 3.50 pm

Wildberries platform presentation

Denis Alferov, Deputy Director for International Cooperation

3.50 - 4.00 pm

OZON Global platform presentation

Alexander Putilov, International Partnerships Manager

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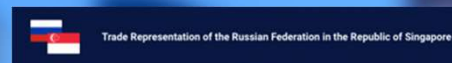
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Welcome by Singapore Business Federation
Darius Lim
Asst. Chief Executive Officer

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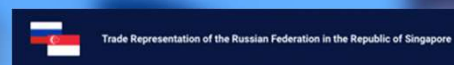
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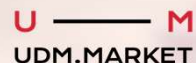


Opening by Trade representation of the Russian Federation in Singapore **Alexander Svinin, Trade Representative**

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PARTICIPATING COMPANIES



Trade Representation



Trade Representation of the Russian Federation in the Republic of Singapore

- Trade Representation is an **official entity within the Russian diplomatic mission** providing assistance in development of bilateral trade, economic, investment and interregional cooperation.
- **The Ministry of Industry and Trade of the Russian Federation** provides overall management of the Russian trade representations.



3 Main Focus Areas



Trade Representation of the Russian Federation in the Republic of Singapore

- Analytics and proposals for the system partnership G2G
- To bridge corporate and entrepreneurial ties between Russia and Singapore
- To boost media coverage of bilateral public and private incentives between Russia and Singapore



BY



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Russian Export Overview



Trade Representation of the Russian Federation in the Republic of Singapore

338,2 bln USD - export

223,7 bln USD - import

161,3 bln USD - export

Excluding oil/gas

BY

- Main export industries: services, metal products, food and agriculture, chemical industry, pharmaceutical industry.

*Excluding oil/gas trade

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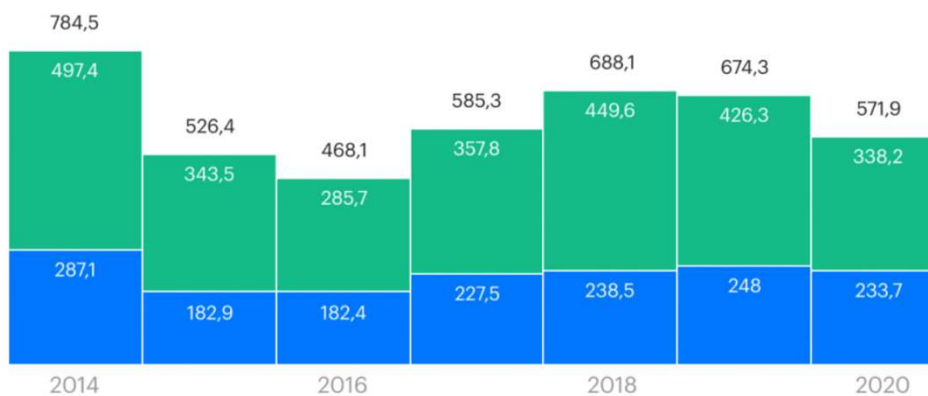
Bln USD

\$ млрд

● Экспорт
Export

● Импорт
Import

● Оборот (сумма)
Turnover



E-commerce in Russia - Inbound Market



Trade Representation of the Russian Federation in the Republic of Singapore

- Turnover - **30 bln USD**
- **58% growth** in 2020
- 28% growth in 2019
- **830 mln orders**
- **25 USD** - average order price



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E-commerce in Russia - B2C import



Trade Representation of the Russian Federation in the Republic of Singapore

- Turnover - **5 bln USD**
- Share in total e-commerce sales in Russia - **16%**
- Share in total retail sales in Russia - 4%
- Volume of international parcels of Russian Post - **300 mln**
BY
- The main country of departure of international parcels to Russian recipients (share of all countries) - **China (90%)**



E-commerce in Russia - B2C export



Trade Representation of the Russian Federation in the Republic of Singapore

- Turnover - **1.16 bln USD**
- **42% growth** in 2020
- 28% growth in 2019
- **27,4 mln orders**
- **125 USD** - average order price
- **E-bay** - the most popular platform

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Thank you



Trade Representation of the Russian Federation in the Republic of Singapore

asvinin@smartstart.ru

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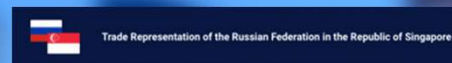
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B2B-Center platform presentation **Andrey Boyko, Chief Commercial Officer**

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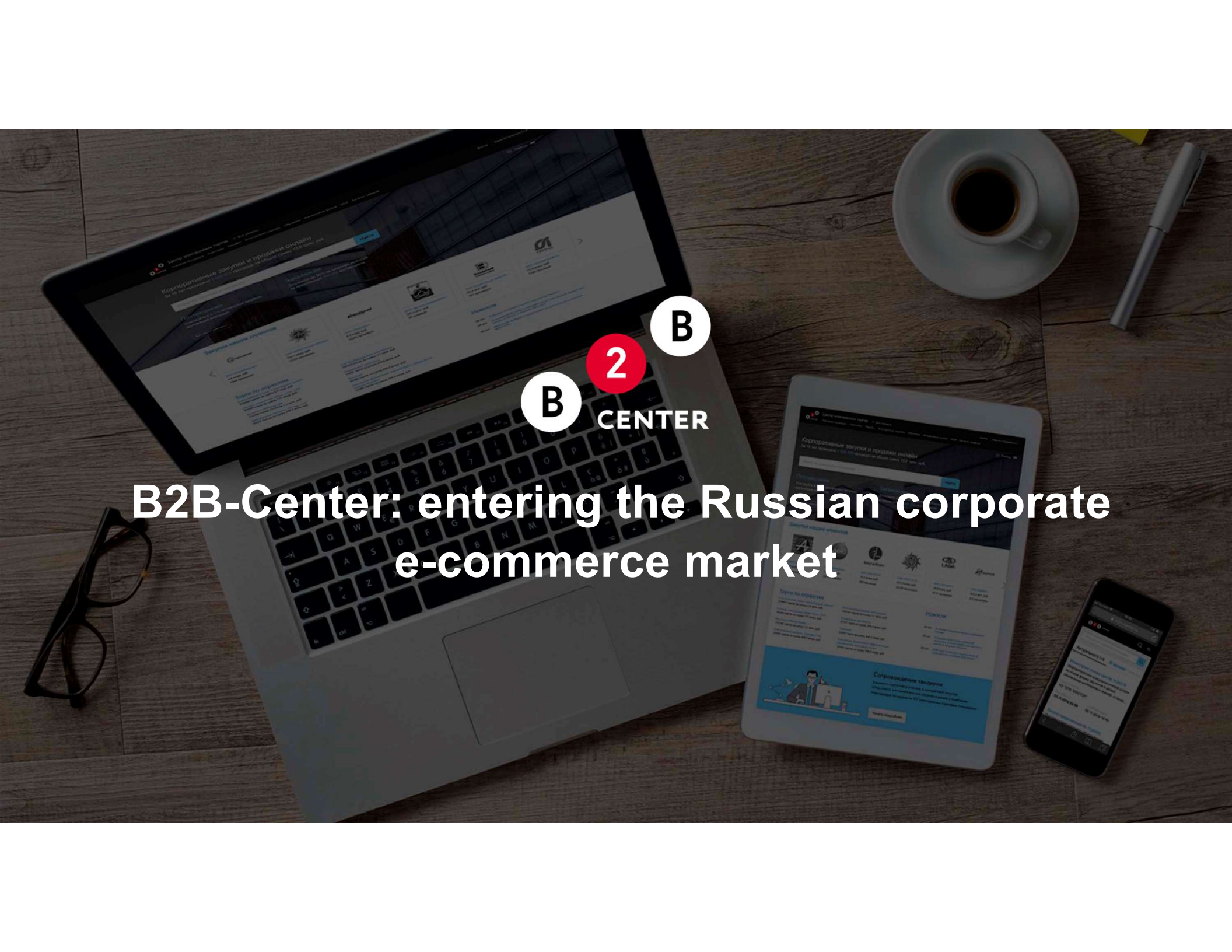


PARTICIPATING COMPANIES





B2B-Center: entering the Russian corporate e-commerce market



About the Company



The largest e-procurement system for commercial companies in Russia



B2B buyers holding online bidding with numerous suppliers engaged



19 years of stable operation



Major customers – electric power, metallurgy, mining, oil & gas, petrochemical, machine building companies, etc.

Ranked 1st

by RAEX in terms of

- bidding competition level,
- breadth and flexibility of the functionality,
- usability and completeness of control and analytics tools,
- quality of customer and technical support.

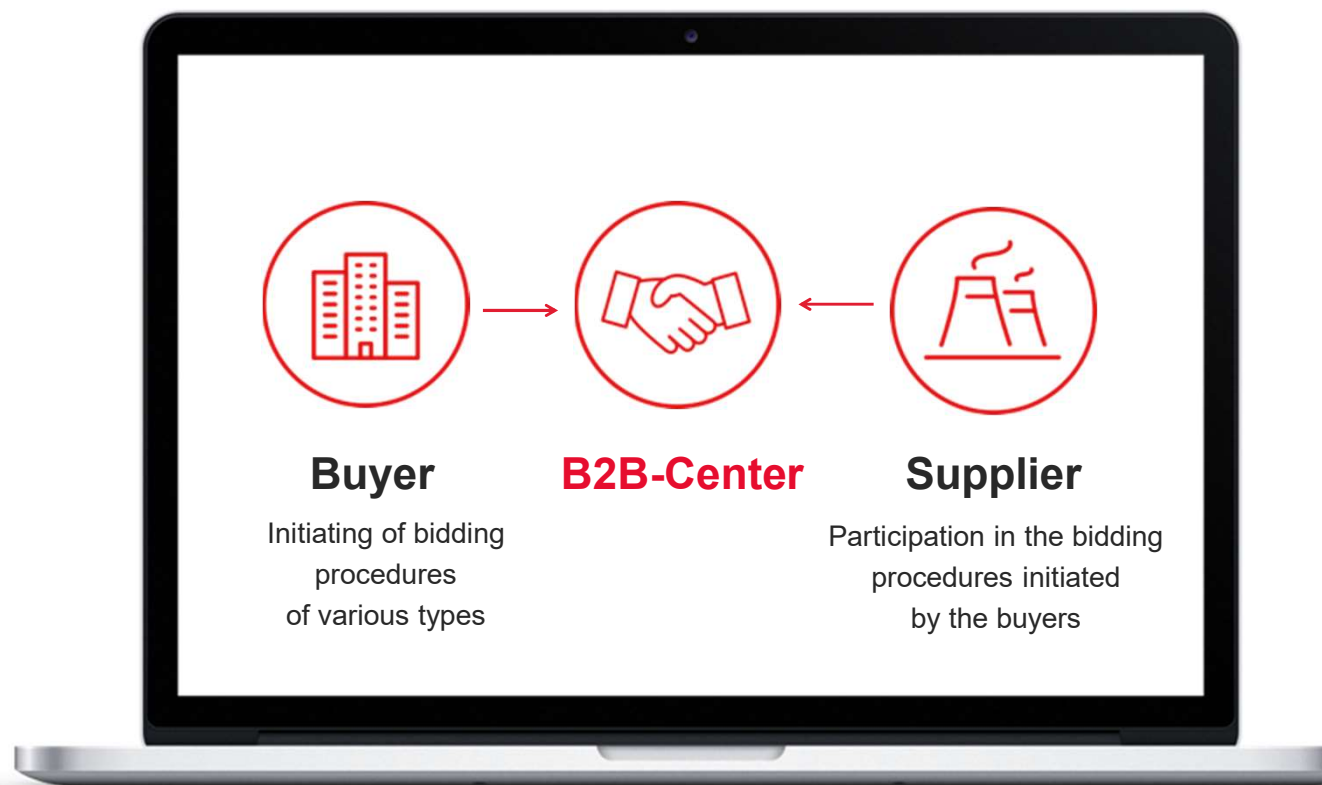
Among Top 20

the most valuable Runet companies according to Forbes

Largest b2b e-marketplace in Russia



B2B-Center company has been operating since 2002 establishing itself as a leader in corporate e-commerce market. The company has developed a vast expertise in facilitation of e-procurement and sales.



Go to the Marketplace



Why B2B-Center?

Personalized approach to customers

system customization according to the specific features of a customer's procurement

1 773 749

bidding procedures held
totaling

24 trillion rubles

7 000

bidding procedures daily

543 000

companies working in the system

Industry coverage



Power industry



Construction



Machine building



Metallurgy



Aviation



Agriculture



Petrochemicals



Water industry

Clients are the largest companies



Retail	МАГНИТ	X5RETAILGROUP	ПЕТРОВИЧ	LEROY MERLIN	УТКОНОС онлайн-гипермаркет
Metallurgy	Металлоинвест	ГРУППА ЧТПЗ	РУСАЛ	МЕЧЕЛ	ХОЛДИНГОВАЯ КОМПАНИЯ ТЭМПО
Telecom	МЕГАФОН	TELE2	VimpelCom	ЭР-ТЕЛЕКОМ	akado
Agriculture	РУСАГРО группа компаний	ДОРОНИЧИ агропромышленный холдинг	ПРОМАГРО агропромышленный холдинг	НИМСКОЛБ	МИРАТОРГ
Machine building	ОСКОЛЬСКИЙ ЗАВОД МЕТАЛЛУРГИЧЕСКОГО МАШИНОСТРОЕНИЯ	АВТОТОР	АВТОВАЗ	ТЯЖМАШ	СТМ СЕРВИС
Financial industry	Альфа Банк	МКБ	УРАЛСИБ	СОВКОМБАНК	открытие БАНК
Oil and gas industry, oilfield services	TATNEFT	НКНП	таграс нефтесервисный холдинг	НГКМ	ЛУКОЙЛ нефтепродукты
Mining industry	POLYMETAL INTERNATIONAL PLC	СИБ АНТРАЦИТ	GV GOLD ВЫСОЧАШИЙ	Селигдар публичное акционерное общество	ХАЙЛЗНД ГОЛД РУССДРАГМЕТ
Petrochemicals	СИБУР	ЕВРОХИМ	КуйбышевАзот акционерное общество	TUTAN группа компаний	Cordiant

– We are new here, where can we see the rules of working with the marketplace?

– Where can we see our potential customers?

– The procurement search takes too much time. How can we facilitate the process?

– We are planning to take part in procurement process. What should we focus on?



Advantages for Suppliers

Major customers

88% out of 400 biggest commercial companies in Russia manage their procurement on B2B-Center platform.

Simple registration

User-friendly registration on the marketplace, no bureaucracy.

Easy procedure search

Recommendation engine finds the suitable procurements for your company.

Customer support in English - 24/7

We are ready to assist with any questions regarding e-procurement.

No rigid legislative framework

We collaborate with Russian commercial companies that manage procurement according to the Russian Civil Code, without the rules of Federal laws 223 and 44.

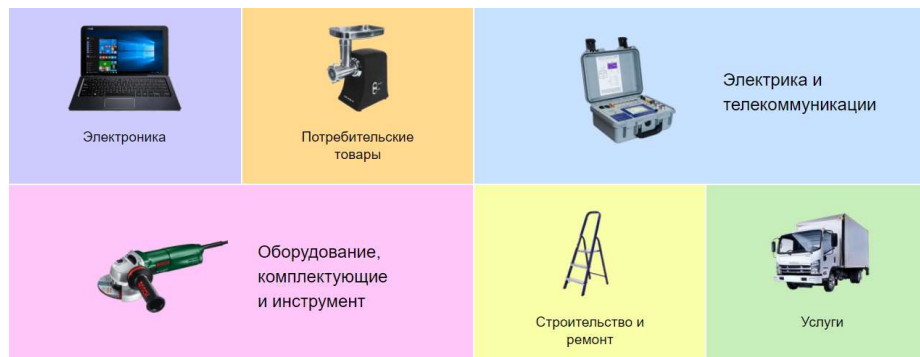
Catalogue of goods and services

3251674 goods and services of 5157 companies for your business



Online-storefront of goods and services:
Place the information about your goods and services and receive new orders.

Upload your price-list and participate in trading procedures with a single click



94EF Праймер 946 мл (корпорации 3М)

Праймер усилитель адгезии 3М 94EF Это жидкий «праймер», разработанный для использования с целью усиления начальной адгезии, когда это необходимо. Праймер 94EF может быть использован для повышения адгезии плёнок 3М к таким поверхностям как полиэтилен, полипропилен, ABS, сочетание PET/PBT, бетон, дерево, стекло, металл и окрашенные металлические поверхности. Перед употреблением баночку с Праймером 94EF необходимо встряхнуть. Нанесите тонкий однородный слой на приклеиваемую поверхность, используя...

ООО "Формула" - Данное предложение может быть неактуально

3 300,00 Р

Без НДС - за банк

1 шт + Заказать

☐ Сравнить



GLANZ Незамерзающая жидкость (-20°C) 3,85л Канистра

В основе стеклоочистительных жидкостей Glanz лежит сбалансированная рецептура на основе изопропилового спирта с добавлением ПАВ и компонентов импортного производства. Большим преимуществом продуктов премиум класса Glanz заключается в максимально-эффективной очистке стекла от жиров, грязи при минимальном расходе жидкости, это достигается благодаря использованию уникального компонента Active Cleaning System, который усиливает очищающую способность жидкости и позволяет достигать максимальный...

ООО "РОЗНИЦА МАРКЕТ" - Обновлено 22 ноября 2018

204,71 Р — 206,85 Р

НДС не облагается - за шт

Запросить КП

☐ Сравнить

How to sell?



On the marketplace a supplier creates his own goods catalogue with reference to the guidebook, which allows to sell with a couple of clicks.

1

**Create
catalogue**

2

**Receive an
order**

3

Deliver

Go to catalogue

<https://www.b2b-center.ru/catalog/>

Possibilities for the Supplier



New Market

Procurement managers
from 230.000 companies
will see your goods



Sales instruments

Customers find you
directly, you get the order
notification immediately



Online storefront

Use online storefront as
the e-catalogue when you
communicate with clients



Less delays

Transfer the cold sales
phase into the catalogue,
minimize the expenses on
customer



The largest e-procurement system for commercial
companies in Russia

www.b2b-center.ru

info@b2b-center.ru
+7 (495) 989-85-19

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Trade Representation of the Russian Federation in the Republic of Singapore

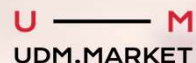


UDM.Market platform presentation **Denis Dmitriev, Co-founder and CEO**

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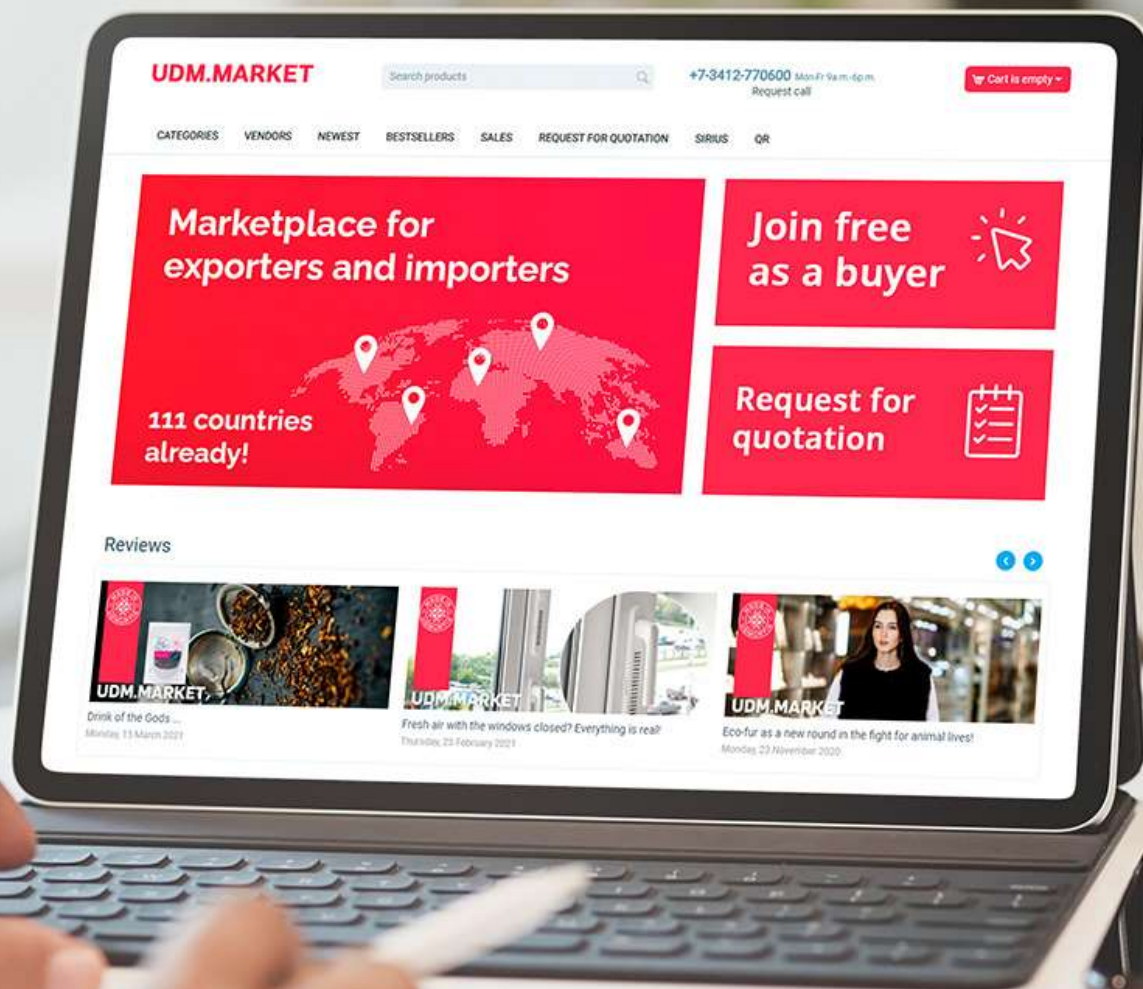
PARTICIPATING COMPANIES



U — M

UDM.MARKET

Access to
marketplaces
and export
in 1 click



Buy from Russia



Sell to Russia

Access to Russian marketplaces



60 000 000 buyers



U ——— M
UDM.MARKET

OZON

WILDBERRIES

Yandex Market

СБЕР
МЕГА MARKET

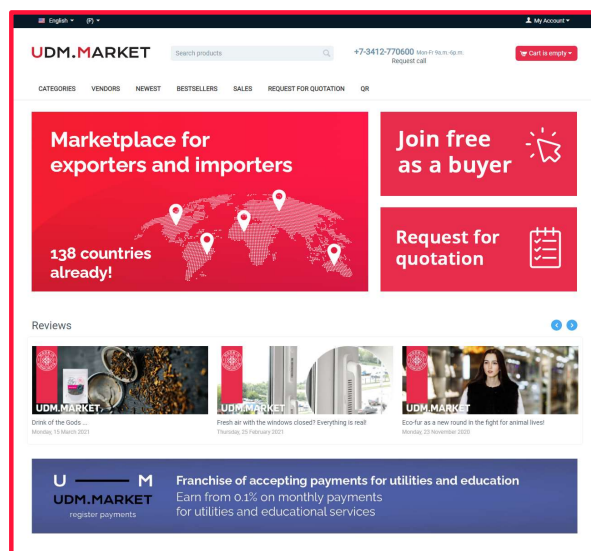
lamoda



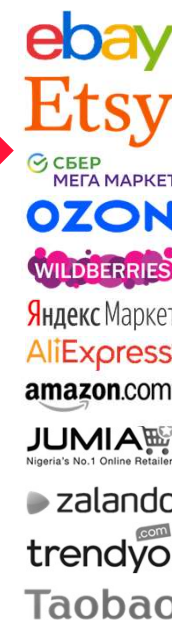
Ready-made platform
for creating wholesale
and retail export stores



Vendor
Exporter



72 categories
of goods and services
from food to engineering,
tourism and IT



Buyer
Importer

Users from 138 countries!

U — M
UDM.MARKET

 Russia	19 151	46,93 %
 Ukraine	5 965	14,62 %
 Belarus	3 506	8,59 %
 Kazakhstan	2 657	6,51 %
 Moldova	1 567	3,84 %
 Kyrgyzstan	939	2,30 %
 United States	822	2,01 %
 Uzbekistan	656	1,61 %
 Armenia	623	1,53 %
 Germany	520	1,27 %



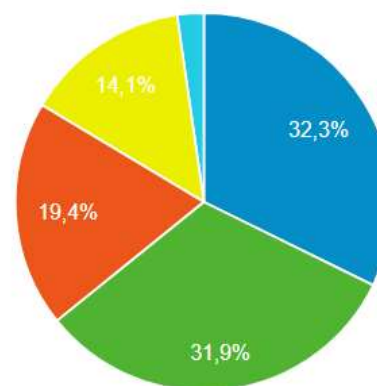
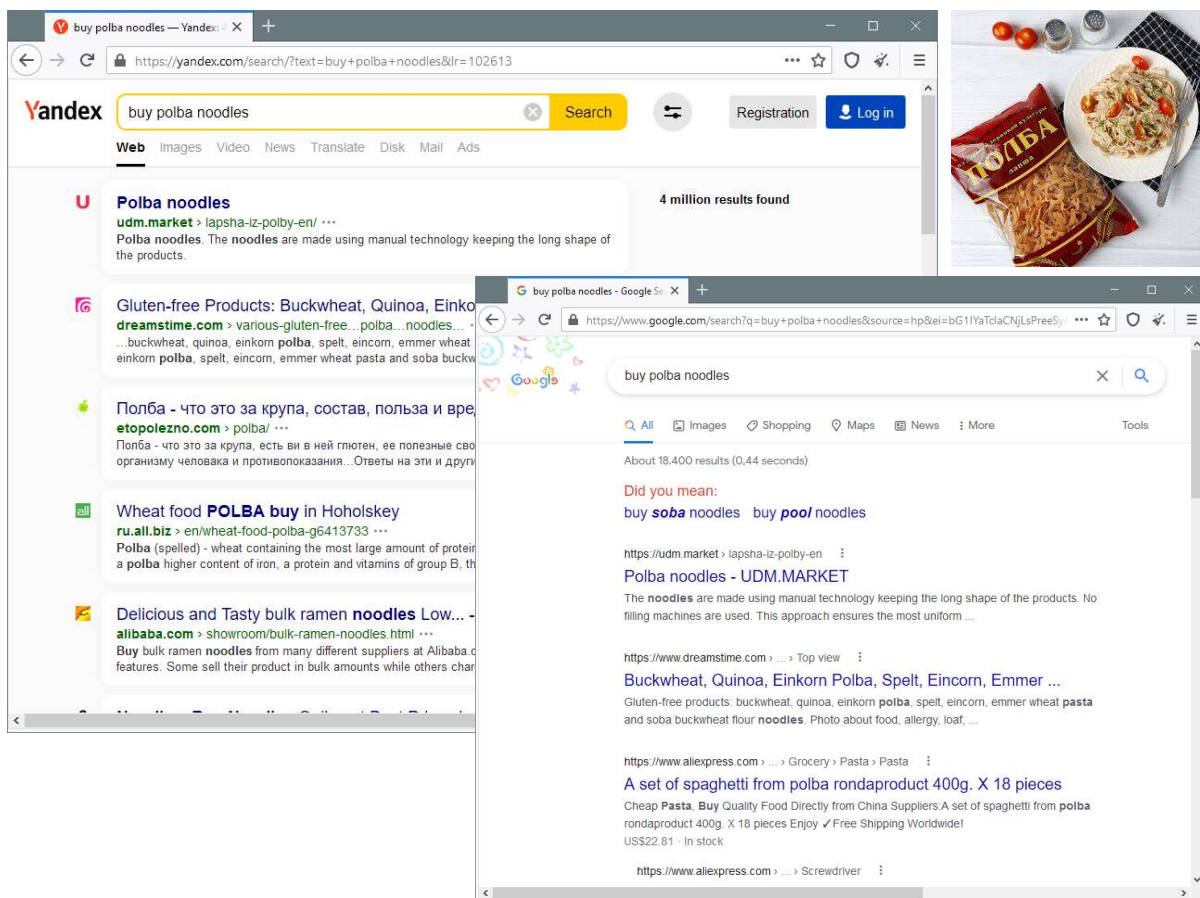
2021 Q3
+27 countries

Top in search! Top in direct!

U — M
UDM.MARKET

+

 Yandex Cloud



■ Organic Search
■ Direct
■ Referral
■ Paid Search
■ Social

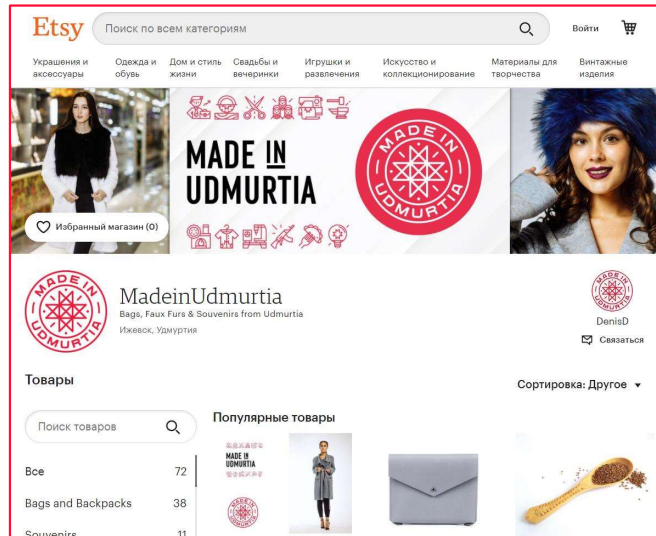
 Google Analytics

3029 products from 370 manufacturers

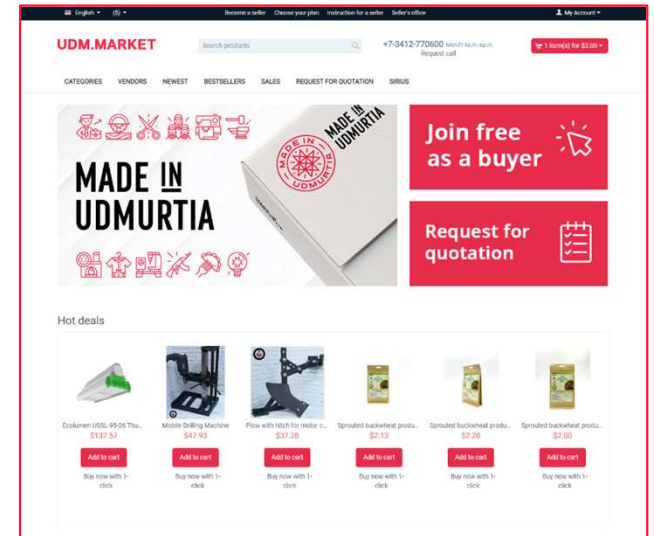
ebay



Etsy



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UDM.MARKET





U — M
UDM.MARKET



Palizh®



КАЛАШНИКОВ
КОНЦЕРН



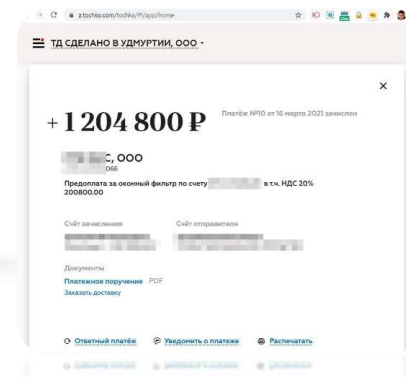
ORDERS FROM
29 COUNTRIES
2.5 MILLION USD



HUDWAY DRIVE



TREK



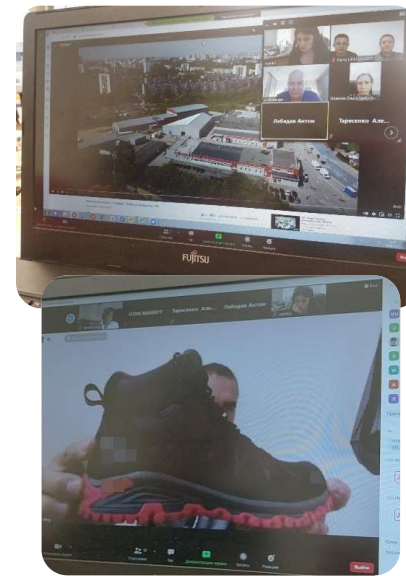
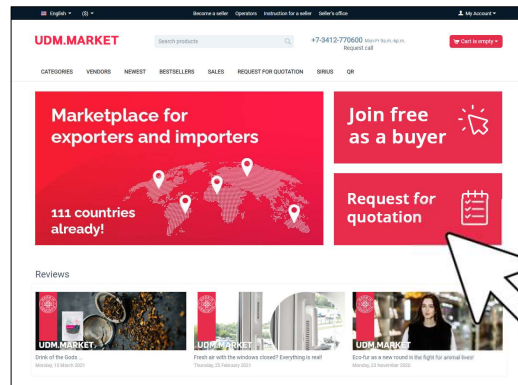
Electronic Purchasing Department

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UDM.MARKET

Request

Selection

Contract



Save Time & Money

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UDM.MARKET



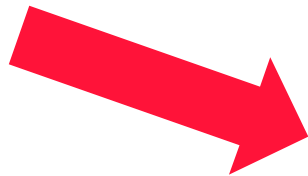
Vendor
Exporter



Vendor
Exporter

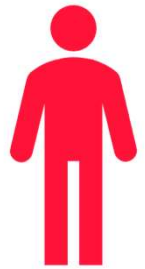


Vendor
Exporter



**One
shipment**

**Saves up to 50%
of costs**



Buyer
Importer

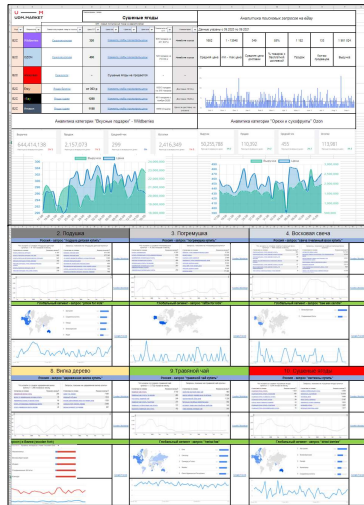
Order for 50,000 pairs of shoes from Switzerland!



Electronic Sales Department

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UDM.MARKET

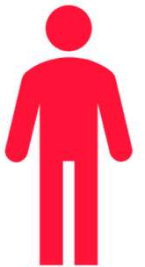
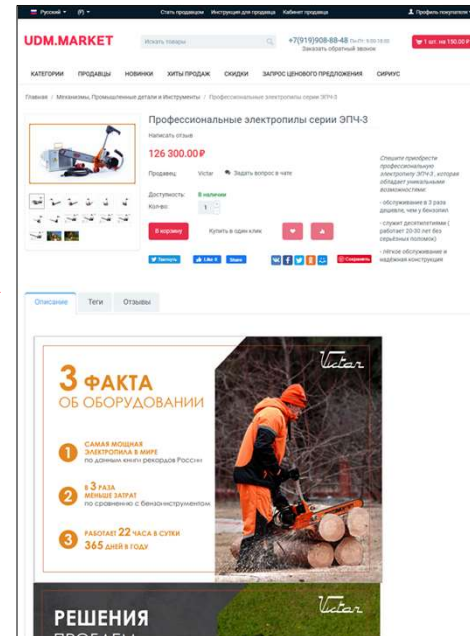
Analytics



Content



Marketplaces



Buyer
Importer

Electronic Sales Department



**Vendor
Exporter**



Payments acceptance



Shipping



Fullfilment



Photo studio

Multilanguage & Multicurrency



English (\$)

My Account

UDM.MARKET


Search products

+7-3412-770600 Mon-Fr 9a.m.-6p.m.
Request call

Cart is empty

CATEGORIES VENDORS NEWEST BESTSELLERS SALES REQUEST FOR QUOTATION QR

Home / Home, Furniture, Lights & Construction / "Amsterdam" plastic outdoor chair for summer houses, cafes (grid), individual color (RAL)



"Amsterdam" plastic outdoor chair for summer houses, cafes (grid), individual color (RAL)

Custom color, Wholesale

Write a review

\$7.54

Color: Custom color Dark green

Order type: Wholesale Retail

Vendor: IPM IDEA PEOPLE MANUFACTURE Ask a question in chat

CODE: 612F21F57CA08

Availability: In stock

Quantity: 1

Our quantity discounts:

Quantity	1320+
Price	\$6.89

Minimum quantity for "Amsterdam" plastic outdoor chair for summer houses, cafes (grid), individual color (RAL)* is 1.

Practical, comfortable, lightweight and environmentally friendly plastic furniture for your home, garden or outdoor cafe. High quality. Fast production time and a wide range of colors according to the RAL palette. Possibility of production under private label (contract manufacturing).

Русский (₽)

Профиль покупателя

UDM.MARKET


Искать товары

+7-3412-770600 пн-пт: 9:00-18:00
Заказать обратный звонок

Корзина пуста

КАТЕГОРИИ ПРОДАВЦЫ НОВИНКИ ХИТЫ ПРОДАЖ СКИДКИ ЗАПРОС ЦЕНОВОГО ПРЕДЛОЖЕНИЯ QR ЭКВАЙРИНГ ОТ 0%

Главная / Дом, Мебель, Освещение и Строительство / Кресло пластиковое «Амстердам» для дома, улицы, сада, кафе индивидуальный цвет (RAL)



Кресло пластиковое «Амстердам» для дома, улицы, сада, кафе индивидуальный цвет (RAL)

Оптовый. Индивидуальный цвет

Написать отзыв

548.70 P

Цвет: Индивидуальный цвет Темно-зеленый

Тип заказа: Оптовый Розница

Продавец: IPM IDEA PEOPLE MANUFACTURE Задать вопрос в чате

КОД: 612F21F57CA08

Доступность: В наличии

Кол-во: 1

Оптовые цены:

Кол-во	1320+
Цена	501.50 P

Минимальное количество для товара "Кресло пластиковое «Амстердам» для дома, улицы, сада, кафе индивидуальный цвет (RAL)* 1

Практичная, удобная, легкая и экологичная пластиковая мебель для вашего дома, садового участка или летнего кафе. Высокое качество. Быстрые сроки изготовления и широкая цветовая гамма по палитре RAL. Возможность производства под СТМ (контрактное производство).

Who can become a vendor

Vendor type

- **Manufacturer of goods** with its own production
- **Manufacturer of goods** on a contract basis without own production (brand owner)
- **Official distributor** with manufacturer's permission to trade without territorial restrictions
- **Service provider**
- **Tourist facility**
- **Franchisor** (creator of the franchise)

Work schemes and fees



	Catalog	Catalog + Fulfilment	Catalog + Payments	Catalog + Payments + Fulfilment
Registration	Free	Free	Free	Free
Maintenances	Free	Free	Free	Free
Online payment fees	Without payments	Without payments	9% of the payment	9% of the payment
Order processing	Vendor	Vendor + UDM.MARKET	UDM.MARKET + Vendor	UDM.MARKET
Warehouse	Vendor	UDM.MARKET	Vendor	UDM.MARKET
Shipping	Vendor	UDM.MARKET	Vendor	UDM.MARKET
Branded M2M stores on another marketplaces	No	No	No	Available
Signing the agreement	No need	Fulfilment	Payments	Payments + Fulfilment

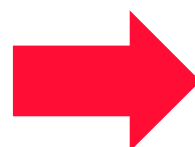
eCom in Russia

U — M
UDM.MARKET

2019

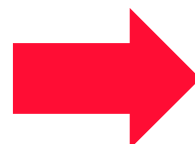
2020

**47.2 million
buyers**



**60 million
buyers**

27.2 billion USD



40.8 billion USD

3 440 000 active SME in Russia



Annual Revenue	Average		Total	
	71.35	971.68	245.47	3.38
	million	thousand	trillion	trillion
	RUB	USD	RUB	USD

Wholesale trade	612 302
Real Estate Operations	308 680
Retail trade	215 636
Building construction	209 980
Construction work specialized	165 061
Public organizations	122 670
Education	119 879
Warehouses and Logistics	101 538
Land and pipeline transportation	94 312
Trade and repair of motor vehicles and motorcycles	88 623
Law and accounting	87 686
Architecture, design	76 929
Agriculture and hunting	71 139
Restaurants, cafes	70 112
Government Departments	68 649
Health care	58 954
Software Development	50 606
Advertising activity	46 738
Sports, recreation	42 573
Financial Services	38 295
Other	



UDM.MARKET

Become a buyer



Become a vendor



Go to main page



GLOBAL
CONNECT
@SBF

Connecting
your business to
global opportunities

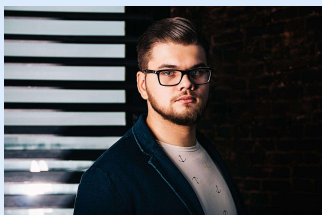
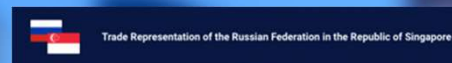
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Enterprise
Singapore

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Wildberries platform presentation **Denis Alferov, Deputy Director for International Cooperation**

CORE PARTNERS



PARTICIPATING COMPANIES



WILDBERRIES

INTERNATIONAL ONLINE RETAILER

**16 YEARS OF BEST CUSTOMER
EXPERIENCE**

2021

Wildberries was founded from scratch in 2004.
The company's headquarter is located in Moscow.

More than 260 000
sellers

More than 170 000
global and local brands

More than 2 500 000
orders per day

More than 188 000 000
goods in the distribution centers

**Wildberries is a big international
online retailer**

Rub 437,2bln (+96%)
\$6 bln

**The total sales of
Wildberries in 2020**

Product range



Clothing



Beauty



Accessories



Household
products



Children
goods



Food



Books and
stationery



Appliances
and electronics



Health



Jewelry



Premium brands



DIY



Pet goods



Sport

Wildberries geography



Russian
Federation



Republic
of Belarus



Republic
of Moldova



Republic
of Poland



Israel



Spain



France



Slovak
Republic



Republic
of Kazakhstan



Kyrgyz
Republic



Republic
of Armenia



Republic
of Germany

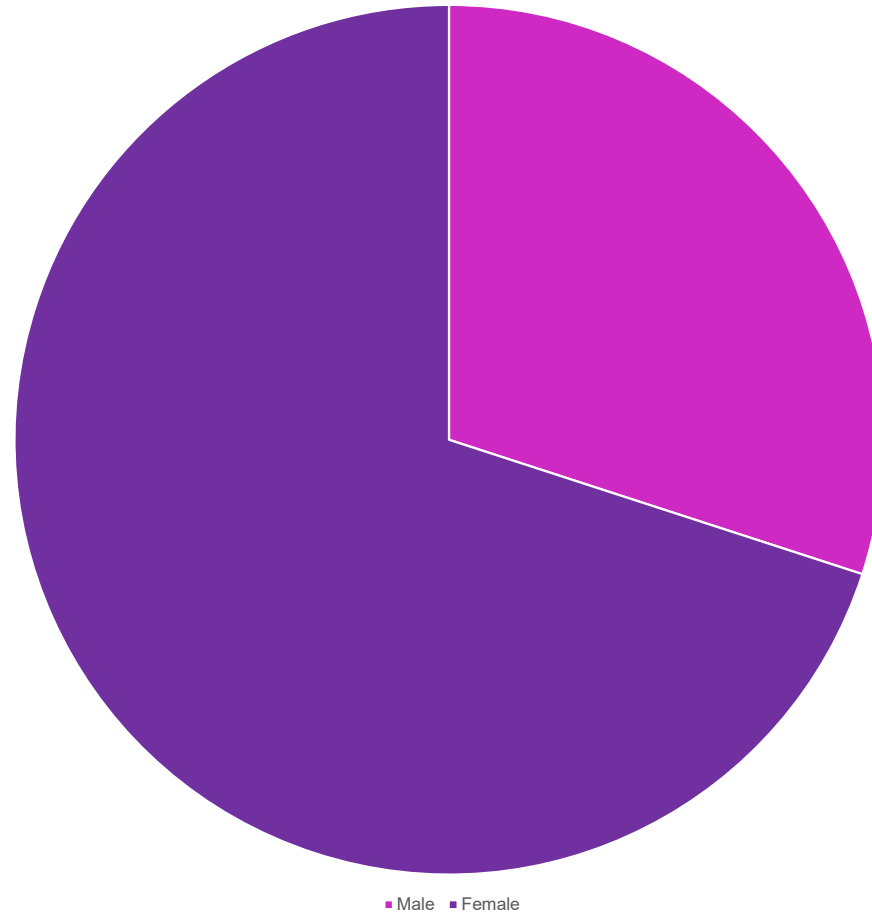


Italy



USA

Buyer's gender



Our mission statement consists of
«three principles of happiness»:



Happy customers
Happy sellers
Happy employees

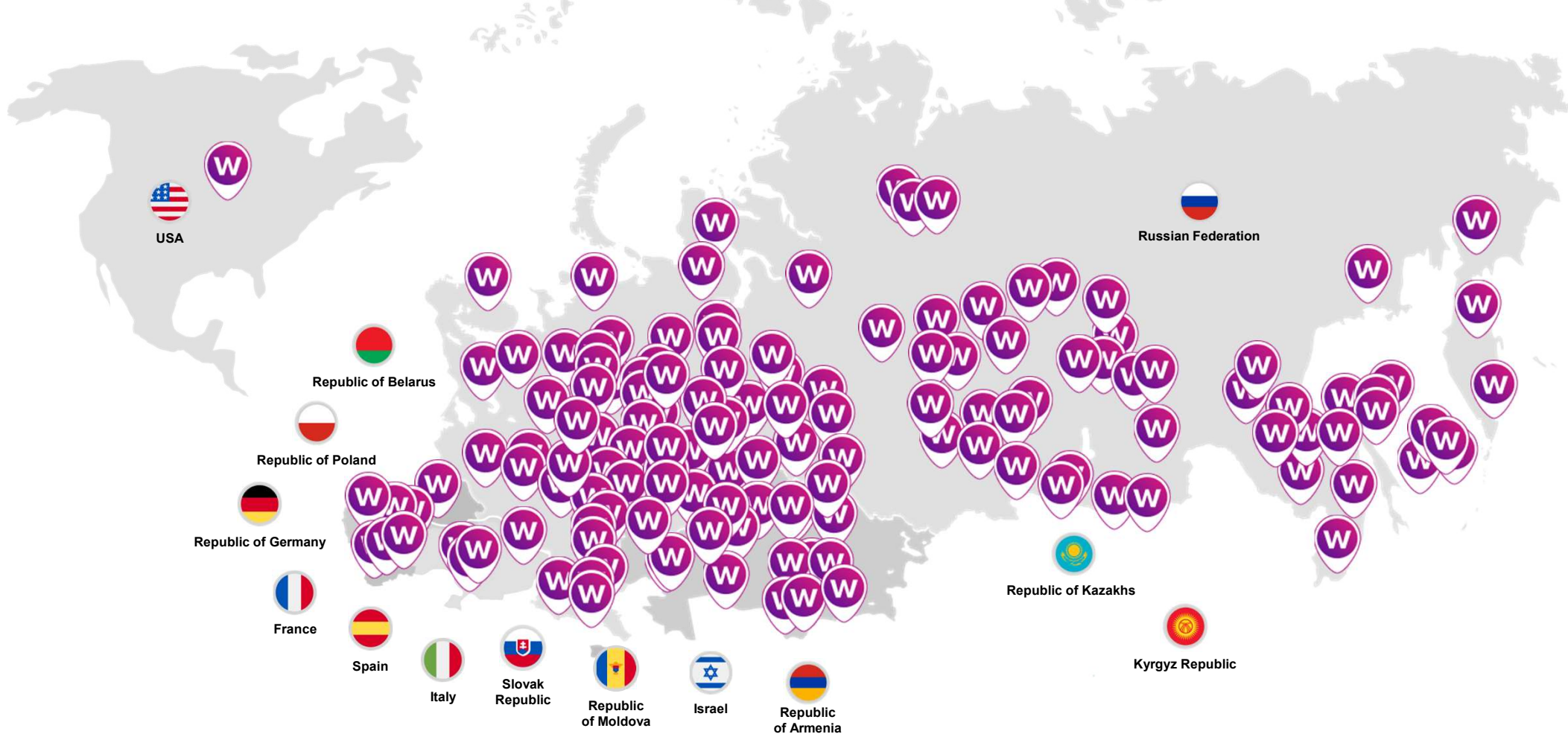
**Our goal is to make the
online shopping easy
and enjoyable for everyone**

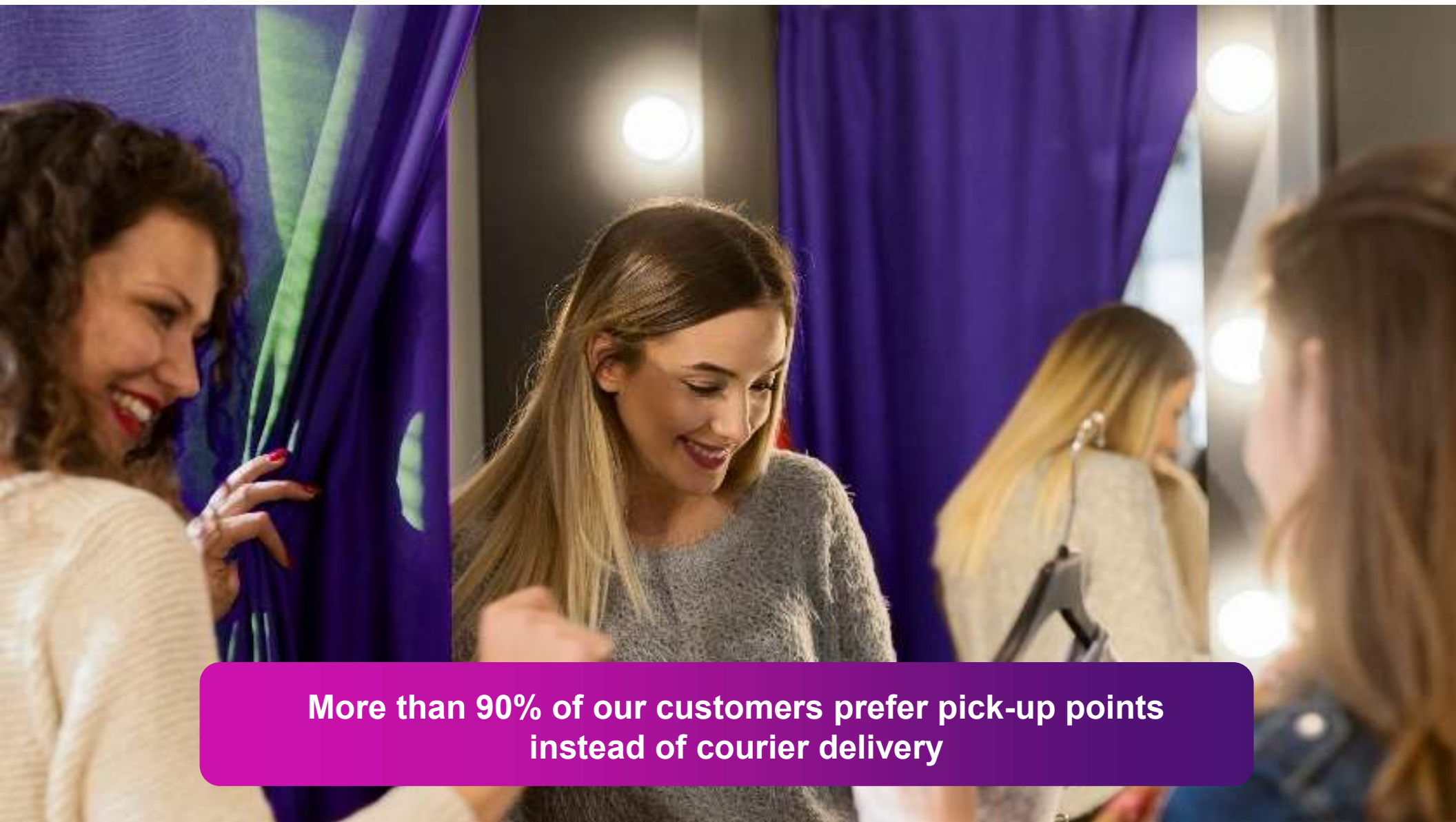
- Possibility to buy on credit and **FLEXIBLE
SYSTEM OF DISCOUNTS**
- We are working for maintaining the **HIGH
STANDARD OF CLIENT SERVICE**

Our customers save their time and money,
because everything they
need they can find on Wildberries



110 000+ partner and own pick-up points in 14 countries





**More than 90% of our customers prefer pick-up points
instead of courier delivery**

**Why do customers love this
type of delivery?
Let's talk to them:**



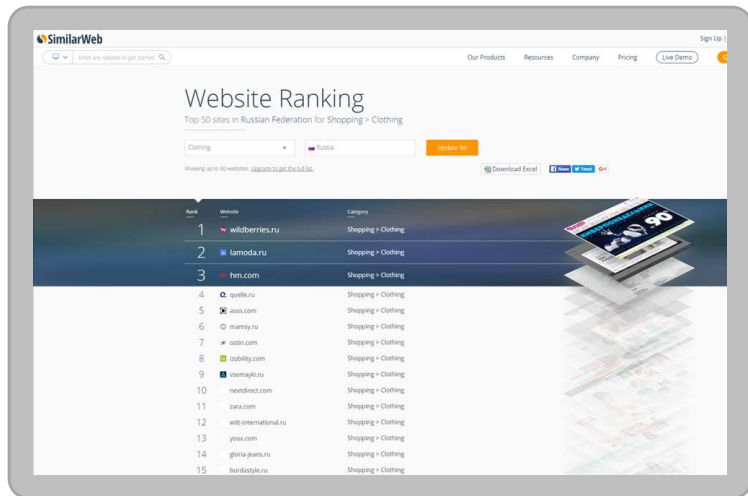
Reason 1

«**Fashionable spaces** are placed next door to your home! Or your office! Anywhere. Just choose your favorite point!»

Reason 2

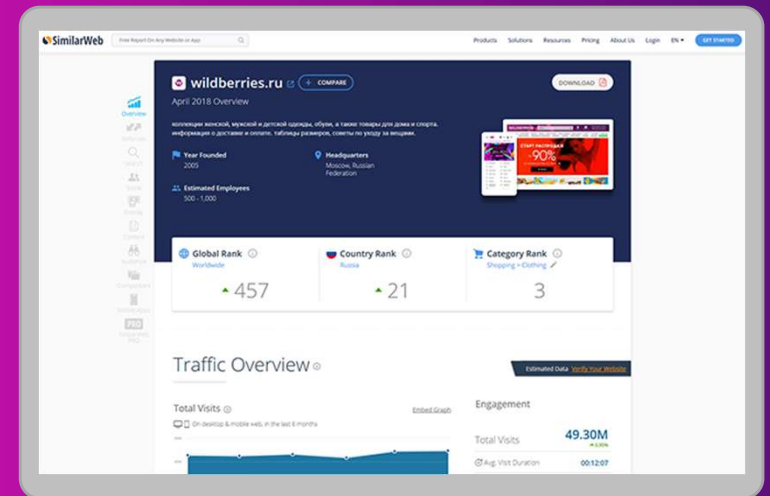
Comfortable dressing rooms. No more annoying shop-consultants, no more boring malls! Just take your time and enjoy!

The most visited online store in Russia



[SimilarWeb | Website Traffic Statistics & Market Intelligence](#)

One of the most visited online stores in the world

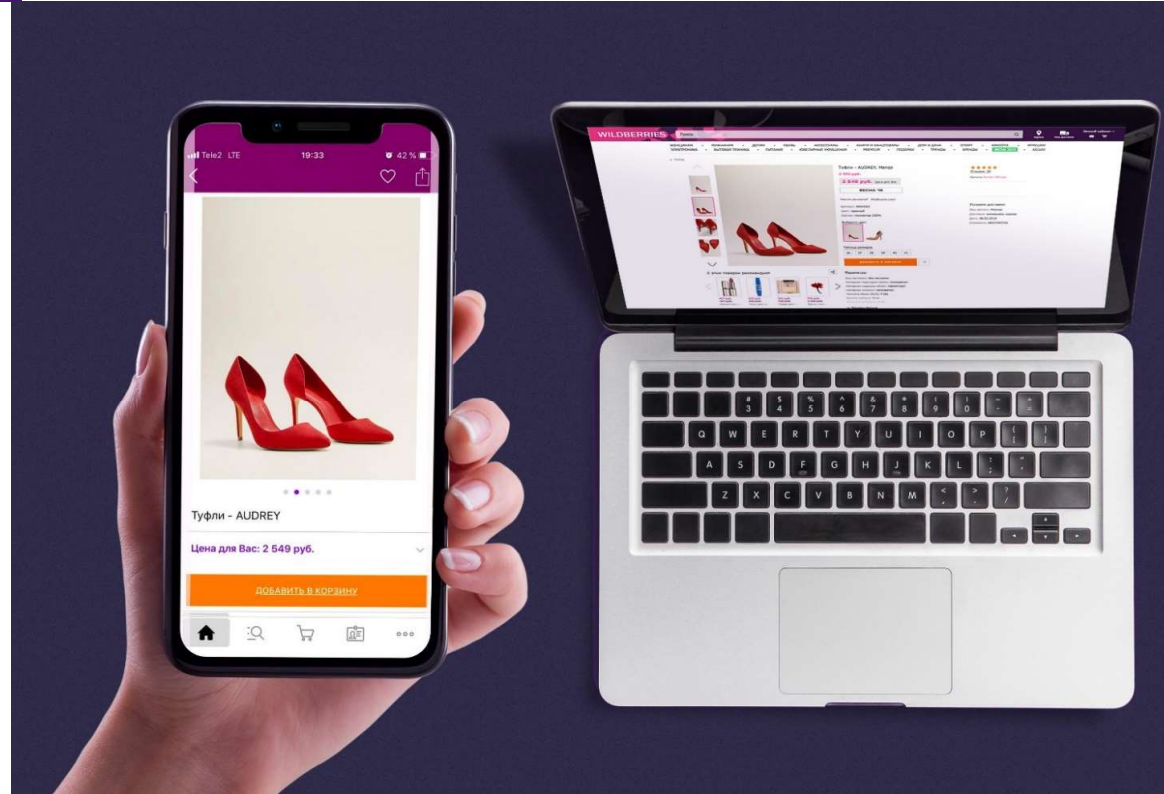


[SimilarWeb | Website Traffic Statistics & Market Intelligence](#)

E-commerce leader of digital transformation
in Russia market

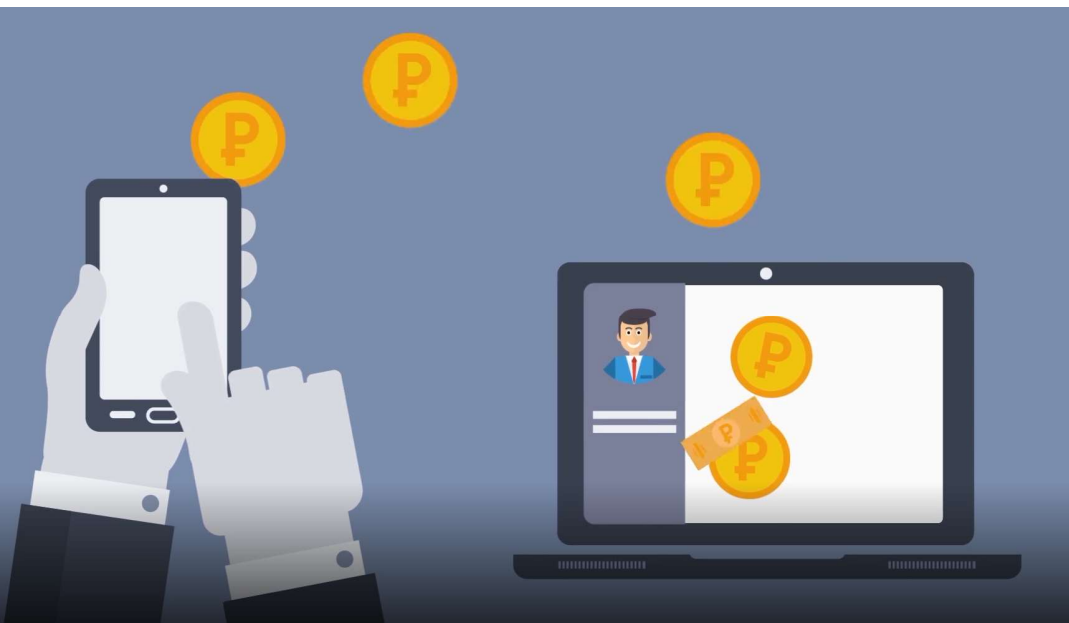
We are the first on Russian
market who is using **Artificial
Intelligence** and **Machine Learning** for
user experience improvement

- Unique search and self-learning system
- Anticipating the customers preferable goods
- Meeting our customers' expectations



Wildberries sellers Digital Hub

Multifunctional tools for doing business with Wildberries for global and local companies



**We are making dreams
come true for beginner
entrepreneurs**

- Fully automated process of entering to marketplace for new sellers
- Digitalization of hard-stuff occasions
- Supporting the development of entrepreneurship



AWARDS

1st

For four years in a row
it ranks first in the rating
of Russian online stores
(Data Insight)

1st

In “TOP 10 Russia’s Online
Sellers”
(Forbes)

2nd

In TOP-20 Russia’s most
valuable companies
(Forbes)

WILDBERRIES

INTERNATIONAL ONLINE RETAILER

Thank you!

GLOBAL
CONNECT
@SBF

Connecting
your business to
global opportunities

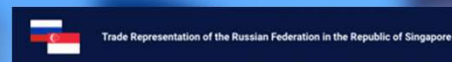
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OZON Global platform presentation **Alexander Putilov, International Partnerships Manager**

CORE PARTNERS



PARTICIPATING COMPANIES



OZON Global

eCommerce Opportunities in Russia for sellers from Singapore

September 2021

In support from Trade Representation of the Russian
Federation in the Republic of Singapore

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All forward-looking statements are made as of today, and we disclaim any duty to update such statements. Our expectations, beliefs and projections are expressed in good faith and we believe there is a reasonable basis for them. However, we cannot assure you that management’s expectations, beliefs and projections will result or be achieved. Investors should not rely on forward-looking statements because they are subject to a variety of risks, uncertainties, and other factors that could cause actual results to differ materially from our expectations. Please refer to our filings with the U.S. Securities and Exchange Commission concerning factors that could cause actual results to differ materially from those described in our forward-looking statements.

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Content

Russian e-commerce

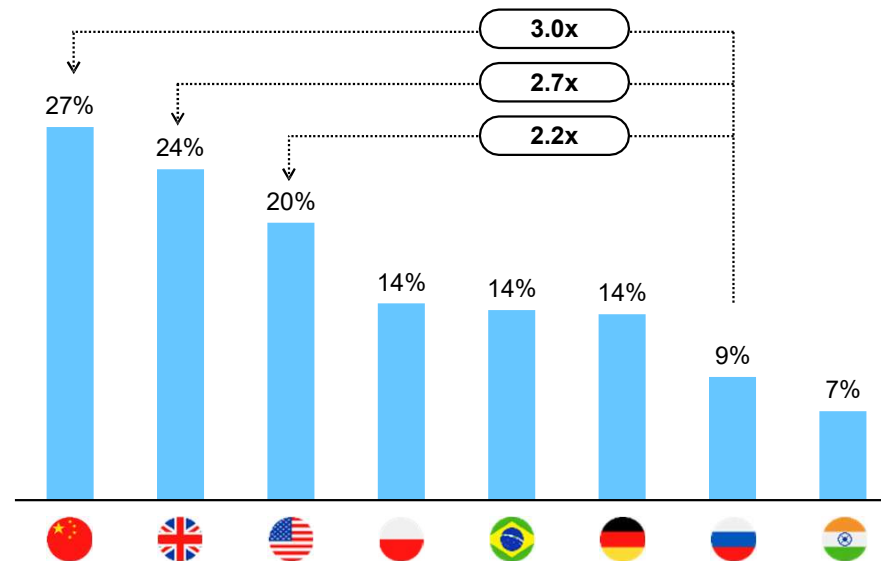
About Ozon

About Ozon Global

Large, Structurally Attractive Market with Low Penetration

Russian E-commerce Market is Underpenetrated ...

E-commerce Penetration in 2020, %



Historical Reasons for Low Penetration



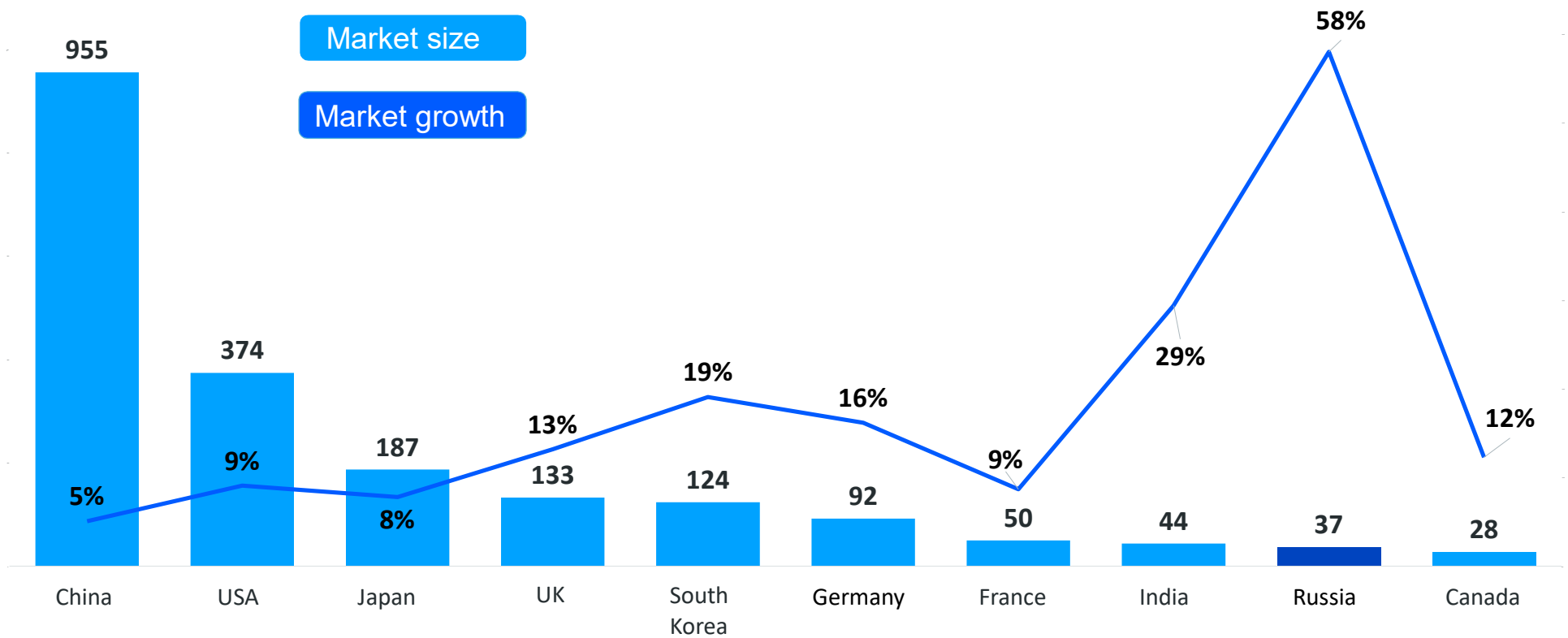
Limited investment in e-commerce fulfillment and logistics infrastructure development



Lack of trust in e-commerce

Market Comparison: Largest Markets

Volume and growth of the e-commerce market in 2020 (forecast), USD billion



Source: Statista, 2020; Russia – Data Insight, March 2021

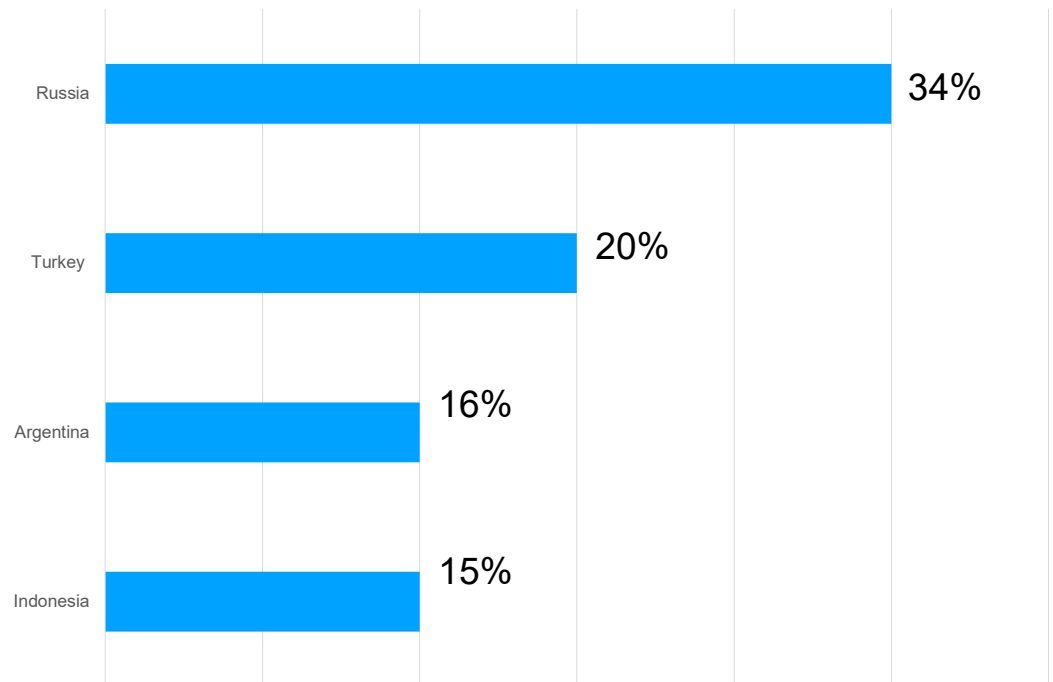
Russian e-commerce: Key points of 2020

- The volume of the e-commerce market amounted to 2.7 trillion rubles, 830 million orders. Estimated 601 million shipments were delivered in three quarters of 2020. This is 27% more than in 2019 as a whole. The difference with the first three quarters of 2019 is 82%.
- Forecast: The Russian e-commerce market will grow by 34% by 2024. In 2020, the number of online B2C orders increased by 78%.
- Top 3 categories of the largest Russian online stores: electronics and appliances, household goods and repairs, clothing and footwear.

Source:
https://datainsight.ru/DI_eCommerce2020

Market Comparison

Fastest growing markets in 2020-24



Content

Russian e-commerce

About Ozon

About Ozon Global

About Ozon



Ozon Holdings
PLC is on
NASDAQ stock
exchange



No. 1 multi-category
player in Russian
e-commerce
(Data Insight)

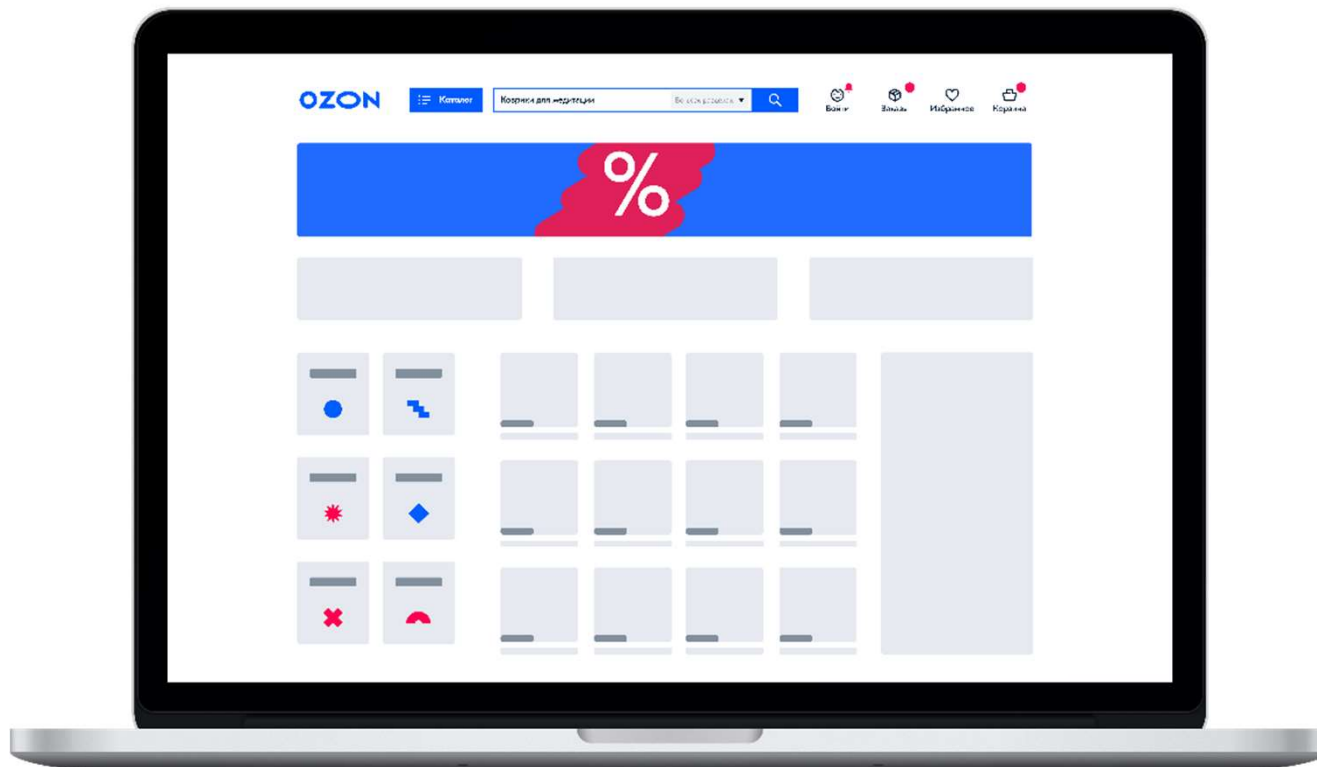


No. 1 brand
recognition in
e-commerce
in Russia (BBDO)



Top-5 most
valuable Russian
internet company
(Forbes)

About OZON



Established in 1998, **Ozon** is a leading market player and one of the most valuable Russian internet companies, according to Forbes.

We provide our customers with wide selection of goods and delivery across Russia's 11 time zones.

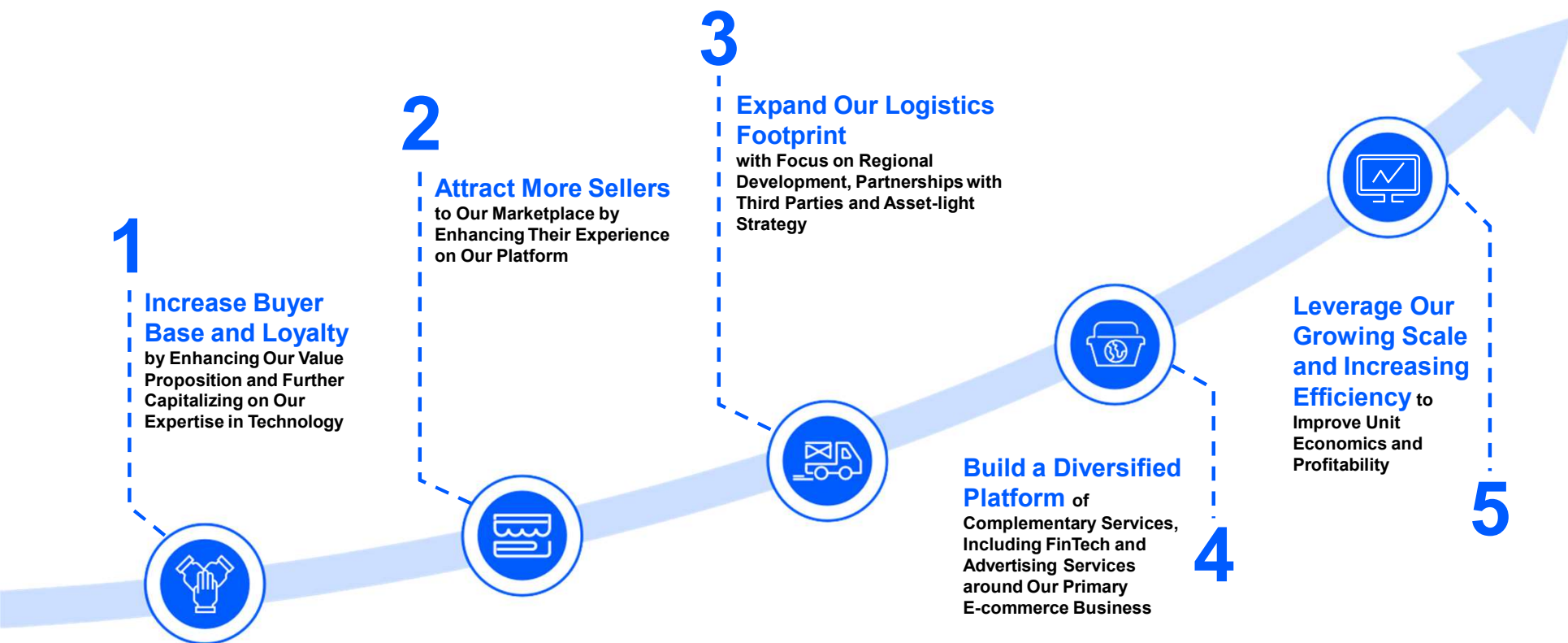
>19 000 000

SKUs across more than 24 categories

>34 100 000

Customer orders per Q1'21

Our Strategy and Key Growth Drivers



Confidential information

OZON Platform at a Glance in Q1'21

Accelerated GMV and Order Growth Coupled with Strong Cash Flow Generation in 2020

Accelerating growth at scale ...



135%

GMV incl. services
growth YoY in Q1'21



161%

Orders growth
YoY in Q1'21

... with greater assortment and best-in-class delivery service ...



c. 19MM

SKU assortment⁽¹⁾ in Q1'21



98%

Parcels delivered
on time

... driving rapid OZON Marketplace expansion and higher order frequency



58,4%

Share of Marketplace
GMV in Q1'21



33%

YoY increase in
order frequency

Significant increase in Cash Flow from Operating Activities, Free Cash Flow, and improving Adj. EBITDA as % of GMV for Q4 2020



10.6bn

RUB, Cash Flow
from Operating
Activities

7.8bn

RUB, Free Cash
Flow

(4.7%)

Adj. EBITDA as % of
GMV incl. services

Source: Company data

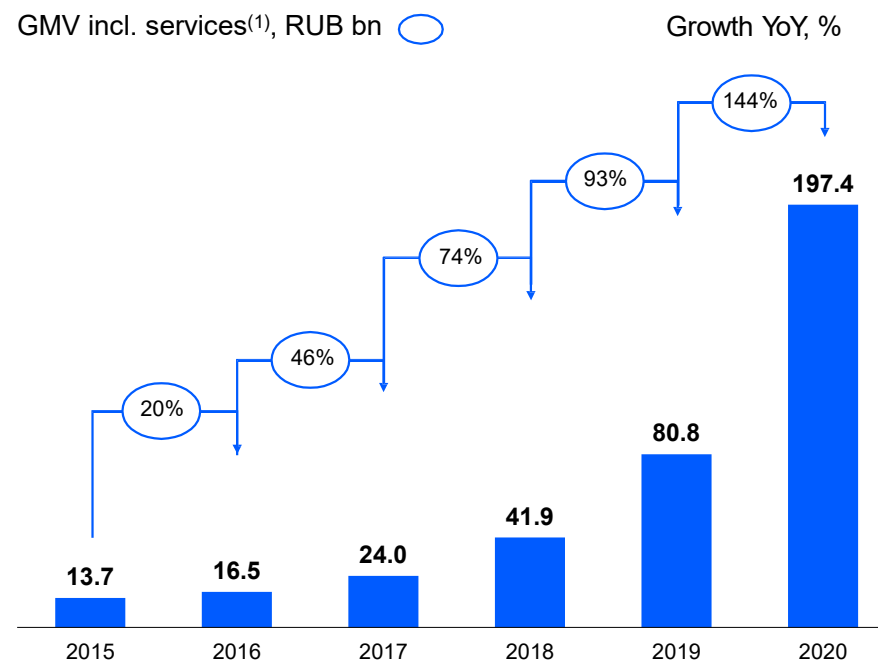
Note:

¹ Includes different sizes of apparel

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GMV Growth Acceleration at Scale ...

OZON Demonstrated an Unparalleled Growth in GMV over the Last 5 Years with the Growth Rate Accelerating to 144% Year-over-Year in 2020



Source: Company data

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Content

Russian e-commerce

About Ozon

About Ozon Global

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 sophisticated tools to
grow their business.

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

> 1 200 000

SKU across more than 20 product
categories

> 250 000

customer orders per year

> 4000

active sellers on Ozon Global

Confidential information

Terms of Cooperation

Payments



- **2 x** month sales reports
- **2 x** month for delivered order
- 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%
○ Computers and Laptops	○ Accessories and components for computers and laptops	○ Car products	○ A house and a garden	○ Books
○ Monitors	○ Audio equipment and accessories for audio and video equipment	○ Construction and repair	○ Health and beauty	○ Electronic accessories
○ TV sets	○ Baby products	○ Cosmetic technique	○ Vinyl records	○ Products for adults
	○ Clothes, shoes and accessories	○ Digital goods		
	○ Consumer goods	○ Fresh food		
	○ Contact lenses	○ Furniture		
	○ Food	○ Goods for sports and recreation		
	○ Goods for pets	○ Orthopedics		
	○ Large home appliances	○ Para pharmaceuticals		
	○ Smartphones and tablets	○ Professional oral care		
	○ Rehabilitation products	○ Sports nutrition		
	○ Small household appliances	○ Vitamins and dietary supplements with Russian certification		
	○ Memory cards and flash drives			

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

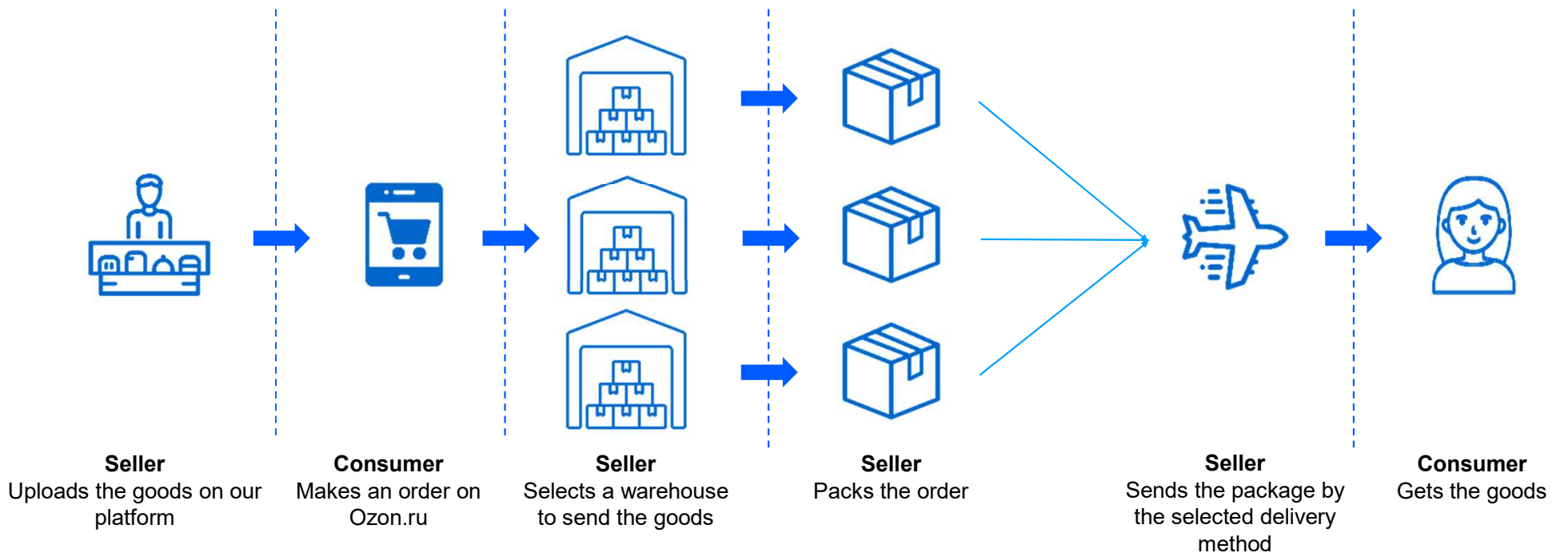
Key categories prohibited for Ozon Global*:

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

* And other products prohibited by the EACU law

OZON Global working with FBS

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



Confidential information

Ozon Global

Категория

Электроника

Одежда

Обувь

Дом и сад

Детские товары

Красота и здоровье

Бытовая техника

Спорт и отдых

Строительство и ремонт

Продукты питания

Аптека

Товары для животных

Туризм, рыбалка, охота

Автотовары

Мебель

Хобби и творчество

Аксессуары

Канцелярские товары

Товары для взрослых

Антиквариат и
коллекционирование



Товары
со всего мира



Доставка
от 7 дней



Доступно
только для
физ. лиц

Подробнее



Корея



Великобритания



Польша



Япония



Китай



Италия



Logistics service from Singapore

Types of delivery methods

Integrated logistics provider:

- The forwarder has direct integration with OzonGlobal
- The parcels have got tracking numbers and are trackable
- The statuses of the parcels in the Sellers' Account are moved by the logistics provider automatically
- The delivery either to the door of the Buyer or to pick-up point is available
- Integrated logistics providers in Singapore:



Non-Integrated logistics provider:

- The logistics provider has no integration with OzonGlobal
- The statuses of the parcels in the Sellers' Account are to be moved by the Seller manually
- The door delivery only
- Non-Integrated logistics providers in Singapore:





Thank you for attention!

Have any questions? Write to us



aputilov@ozon.ru

nmatye@ozon.ru

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FRANCHISING AND LICENSING ASSOCIATION (SINGAPORE)

Basics to Franchising

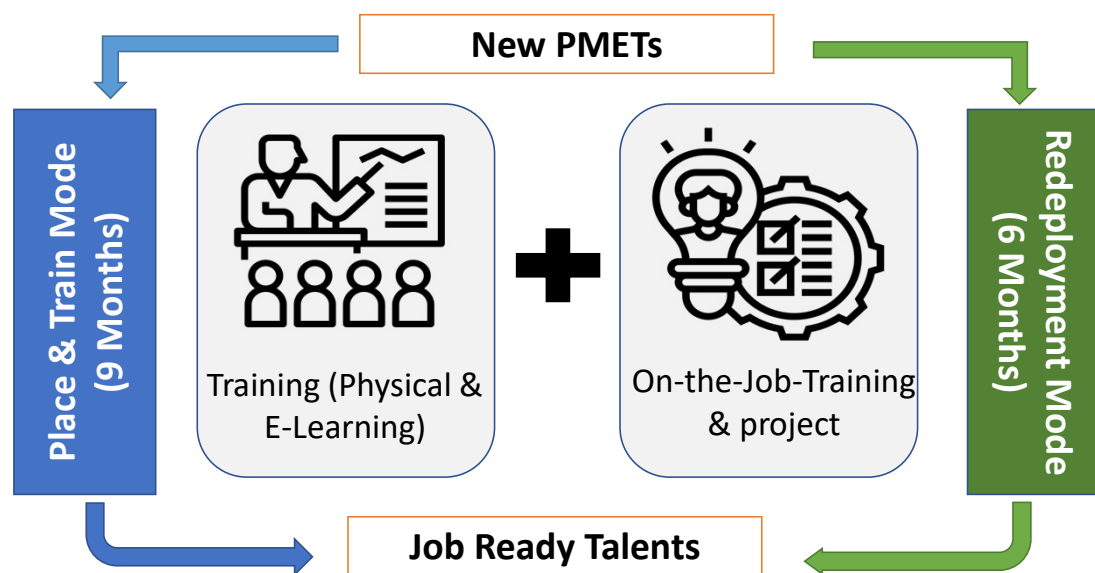
To upscale capabilities of Singapore enterprises, FLA(Singapore) put in place the following structures to support companies to expand and internationalise through franchising:

1. Complimentary **franchise/brand diagnostic assessment** (*FLA diagnosed >200 SG brands*) <http://www.flasingapore.org/news/34>
2. **WSQ Essentials of Franchise Management Course** (*Up to 90% subsidy*) <http://www.flasingapore.org/efm> (*ongoing since 2001, with over 1K participants*)
3. **Professional Conversion Programme (PCP)** for Professional Executive – Franchising and Licensing Track (*Up to 90% of 3 months' salary support and 12 days in-depth course fee grant*) http://www.flasingapore.org/pcp_for_franchising_licensing_track

flasingapore.org
facebook.com/flasingapore.org
linkedin.com/company/fla-singapore
Contact us @ 6333 0292 or thomas@flasingapore.org

Helping Companies Build Internationalisation Capabilities

Professional Conversion Programme: Internationalisation Professionals (PCP-I)



Scan / Email us for
more information



Mr Eady Ng

Email: eady.ng@sbf.org.sg

Ms Elizabeth Wee

Email: elizabeth.wee@sbf.org.sg

Grant Support



6 Months / 9 Months
Up to 90% Salary Support



70% of \$13,000 training
course subsidy

**GLOBAL
CONNECT
@SBF**

Connecting
your business to
global opportunities

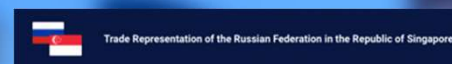
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**Enterprise
Singapore**

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Thank you!

Questions? Comments?
We'd love to hear from you!

Scan QR Code to give your feedback:



You may also connect with us at:

GlobalConnect Hotline +65 6701 1133
GlobalConnect Email globalconnect@sbf.org.sg
GlobalConnect@SBF Hub Level 6, SBF Centre, 160 Robinson Road, Singapore 068914

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PARTICIPATING COMPANIES

