

A background image of children playing soccer on a grassy field, overlaid with a semi-transparent blue shape. The text 'Bright future. Big ideas.' is centered within this shape.

**Bright future.**  
**Big ideas.**

**Walmart**  **Marketplace**

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Today **Walmart**  
**serves customers**  
**like no one else**  
can, offering a  
top-quality  
product selection  
and a best-in-class  
shopping  
experience.

Expanding your  
business online  
is **your biggest  
growth  
opportunity  
this year**



nearly  
**120**  
million  
Unique monthly  
visitors

**Reach more**  
Walmart.com offers  
massive scale  
and instant  
customer reach

Comscore Media Metrix, February 2021



Walmart.com saw  
**79%**  
sales growth  
in 2020

**Grow more**  
Fuel your growth on  
a platform where the  
eCommerce growth rate  
is outpacing the market.

Walmart Earnings, February 2021



# Walmart is where America shops

## Frequent Shoppers, Repeat Customers

90% of the US population lives within 10 miles of a Walmart store\* and shops at Walmart annually\*\*

Source: \*Walmart Corporate Site, February 2019, \*\* Walmart Corporate Site , April 2019

## Families with Kids

More than half of our online shoppers are married or partnered and nearly half have children

Source: GCIA A&U Study

## Searchers & Discoverers

Searches increased by 56% YoY on Walmart digital platforms as more customers come to discover new products

Source: Walmart 1st Party Data, YoY FY2020 vs FY2021



Walmart  
Marketplace is a  
trusted partnership  
that aligns with  
your brand's  
business needs &  
**facilitates your  
growth.**



**We offer a closely  
managed,  
selective-by-design  
selling platform  
that empowers the  
success of our  
sellers.**

**No setup or monthly fees**



## **Sell with confidence**

Our partner selection process fosters a community of professionals and a retail experience trusted by customers and partners alike.

## **Boost your growth**

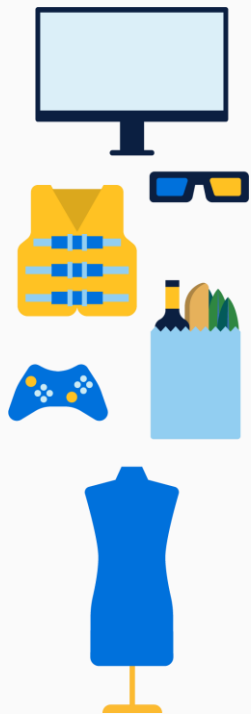
Walmart Marketplace tools and resources help you optimize sales while interacting with associates who care.



## **Embrace innovation**

Reimagine customer experience & leverage Walmart's innovative programs that better suit today's lifestyles.

# Our competitive referral fee percentages vary by category



Video Game Consoles **8%**

Home & Garden **15%**

Furniture & Décor **15%**

Baby **15%**

Food, Household & Pets **15%**

Beauty **15%**

Automotive & Powersports **12%**

Personal Computers **6%**

Clothing, Shoes & Accessories **15%**

Toys, Games & Video Games **15%**

Movies, Music & Books **15%**

Consumer Electronics **8%**

Kitchen **15%**

Sporting Goods & Outdoors **15%**

Luggage & Travel Accessories **15%**

Office Products **15%**





# Walmart Marketplace qualifications

## ✧ Experienced eCommerce Seller

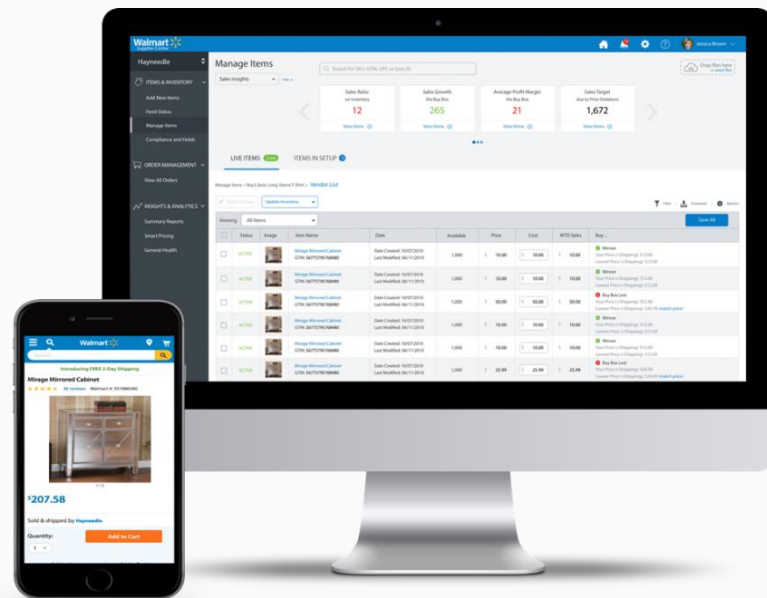
- US Business Tax ID (EIN) and Form W-9
- History of marketplace or eCommerce success

## ✧ Compelling Product Catalog

- Enhancement to the Walmart.com assortment
- GTIN/UPC GS1 Company Prefix number
- Competitive pricing

## ✧ Exceptional Customer Experience

- Fast and reliable fulfillment
- B2C US warehouse with shipping and returns capability, WFS participation or fulfillment through an approved 3PL provider
- Track-record of first-class customer service



# Ready, set, sell!

Complete these 5 steps and start selling!



## 1. Request to Sell

Tell us about your business and the products you plan to sell on Walmart.com.



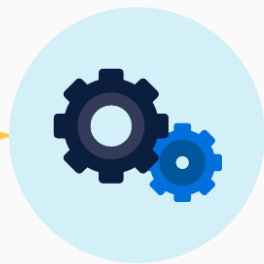
## 2. Contract

Once approved, expect an invitation to set up your Marketplace seller account.



## 3. Registration

Sign the Walmart Retailer Agreement and complete your profile in Seller Center.



## 4. Onboarding






Choose an integration method, add your items, and test orders.



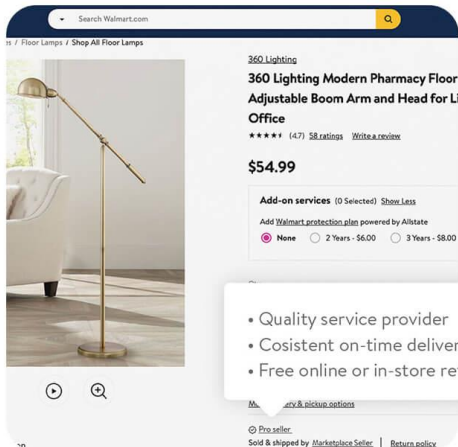
## 5. Go Live

When you're ready, request to launch and we'll do a final review to get you selling.

# To ensure a quick and easy process, gather the following information

-  **The basics:** Contact name, Corporate address, US business tax ID (SSN not accepted), W9 or W8 and EIN verification letter
-  **Payment:** Register with our payment providers (Payoneer or Hyperwallet) to receive payments from Walmart
-  **Shipping:** Initial shipping information including pricing model, shipping methods, and regions you're able to ship to
-  **Catalog:** Information for your listings and related details, such as product category, price, and inventory
-  **Integration:** Decide on your planned integration method for your product catalog (bulk upload, API, solution provider)





# Embrace innovation expand your reach

Reimagine customer  
experience with Walmart's  
innovative programs.

 TwoDay

 ThreeDay

Pro Seller Badge

Enhanced Returns

 Fulfillment Services

# Fulfillment Services

When a customer places an order on Walmart.com, **WFS picks, packs and ships the item(s) to the customer** on your behalf at one of the lowest costs on the market.





# Sign up. Sell. Save.

Millions of Walmart customers can't wait to see what you have in store.

Request to sell

On [marketplace.walmart.com](https://marketplace.walmart.com)



Sell Better Blog



@walmart-marketplace



@walmartmarketplace

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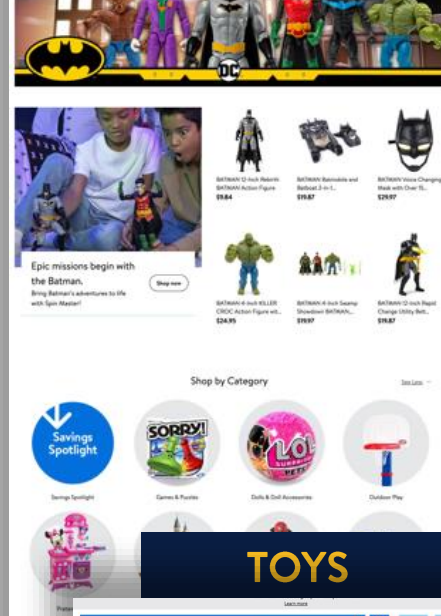
Walmart  Marketplace



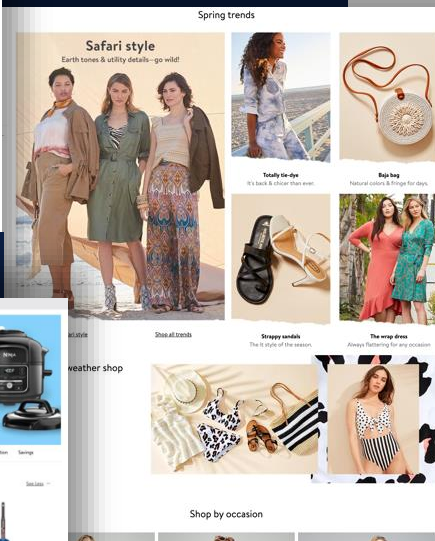
A graphic with a blue background featuring a repeating pattern of light blue asterisks. In the center is a large yellow circle containing the text "Q & A" in blue.

**Q & A**

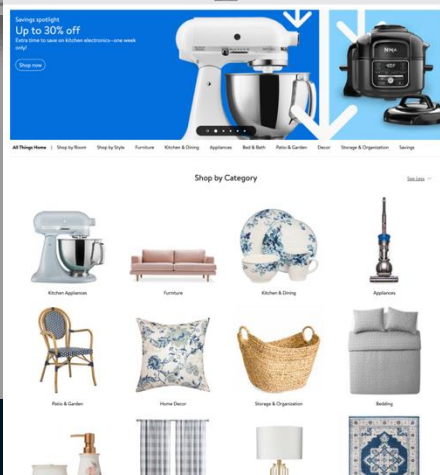
**Walmart**  **Marketplace**



## FASHION



## HOME



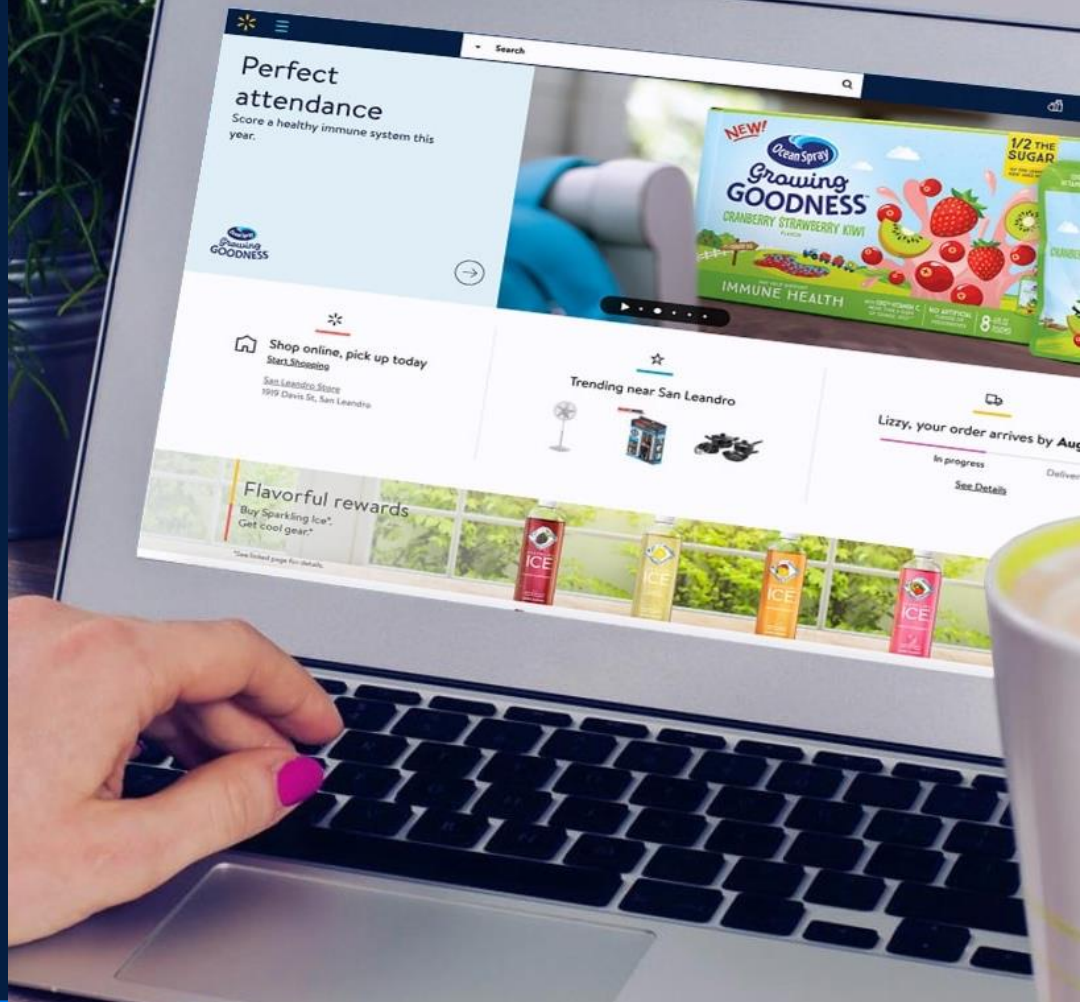
Our new site experience takes everyday shopping to the next level – delivering impressive results for our business, our customers and our partners.



**When you enable the TwoDay program and include your items, free TwoDay delivery tags are added to your listings. These attract a lot of attention, increase buy box wins and drive more sales!**

# Sponsored Products

Reach and engage shoppers at every stage of their journey to increase product visibility and drive conversions.







## Free & Easy Returns

**Offer frictionless  
returns experience with  
the omnichannel Free &  
Easy Returns program  
and gain repeat  
customers.**



# A premium marketplace experience that offers more growth and innovation opportunities for select brands.



## Account Management

Support from a dedicated account manager to launch and grow your business

## Actionable Data

Actionable insights into assortment gaps, pricing, content quality, shipping



## Joint Business Planning

Alignment on financial expectations & on-going support with product merchandising and marketing

## Clean Brand Experience

Control over pricing and your branded site experience

