

The image shows a modern building with a grey, vertically-ribbed facade. A large, three-dimensional red 'OTTO' logo is mounted on the wall. Below the logo is a window. In the foreground, there are large, horizontal, silver-colored metal pipes. The background shows a cityscape under a cloudy sky.

OTTO

OTTO Market – the OTTO Marketplace

Selling on otto.de

Contents

1. **What benefits does OTTO offer?** – values and key figures
2. **Which requirements must be met?** – Marketplace conditions
3. **How are merchants connected to otto.de?** – OTTO Partner Connect
4. **Which costs arise and how are payments handled?** – fees, commissions & billing process
5. **How can I market my products?** – visibility at OTTO
6. **How does OTTO support sustainability** – sustainability at otto.de

„The OTTO brand stands for a fair deal with people and nature, and we highly value personal contact with customers and partners. Issues such as sustainability and social responsibility have traditionally been part of the company's canon of values – and as a platform we continue to adhere to them.“

Marc Opelt,
Chairman of the Otto Divisional Board

Values and key figures

What benefits does OTTO offer? figures, data, facts (as of April 2025)

#1



OTTO in numbers*

- **€7 billion** GMV in FY 2024/25
- More **than 97%** of sales through digital channels
- **12,2 million** active customers, including **2,9 million** new customers
- Over **1,2 million** Facebook-Fans
- Over **300.000** Instagram-Follower
- Over **6.200** OTTO-Market-Partners

*as of 03/2025

OTTO

otto.de in numbers*

- A daily average of more than **3 million qualified visits** in the shop, **84%** of which via smartphones and tablets
- Up to **35 orders per second**
- Over **18 million products** covering more than **34,000 brands**
- otto.de is the biggest german **online shop**



*as of 03/2025

OTTO



Sustainability at OTTO

- For more than 30 years we have successfully combined business goals with sustainability and social responsibility
- As part of OTTO's transformation towards a platform, we continue to uphold our understanding of responsibility towards people and nature
- Our aim is to make sustainability a „matter of course“
- We keep increasing the use of sustainable cotton and reducing emissions of carbon dioxide
- We promote ethical consumption and sustainable behaviour

OTTO

Reasons to join

From decades of retail experience we know about the challenges you have to face in day-to-day business.

This is why we want to make selling on otto.de as easy and convenient as possible for you.

You are not our competitor, you are our partner. Only with your support will we be able to significantly expand our product range – for shared and continued success.

Your benefits



Customers

We will expand your customer base by 12,2 million active users.



Orders

otto.de receives up to 35 orders a second.



Visits

We have an average of more than 3 million qualified visits a day.



Compliance

Our strict criteria ensure a high-quality product range.



OTTO

Marketplace requirements

Which requirements do merchants have to meet to sell on OTTO Market?

#2



What do we expect from you?

- **Company:**

You are a German legal entity/company, you have a German VAT ID and your company is based in Germany
(small-scale enterprises cannot be connected)

- **Selling:**

You act as a seller to end customers

- **Customer service:**

You offer a German-speaking customer service

- **Shipping:**

You handle returns at a German warehouse and you can already provide a return tracking number when dispatching your products. You have no graduated shipping rates

- **Products:**

You offer products with an EAN from these categories

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Requirements to be met by your company

It is mandatory to fulfil the company requirements listed in order to become an OTTO Market Partner.

- Your company must be a **German legal entity** and be **based in Germany**
- Due to technical and sales tax reasons, not all German legal forms (including small-scale enterprises in accordance with § 19 UStG [Turnover Tax Act]) can be connected yet
- At present, possible legal forms include:
AG [joint-stock company], Einzelunternehmen ohne Handelsregistrierung [sole proprietorship company without trading license], e.K. [registered merchant], GbR [company constituted under civil law], GmbH [Ltd.], GmbH & Co.KG [comparable to US LLC & limited partnership], GmbH & Co.KGaA [GmbH & limited joint-stock partnership], KG [limited partnership], KGaA [limited joint-stock partnership], OHG [general partnership], SE, UG [entrepreneurial company] (limited liability)
- You must also have a **valid German VAT ID**. Tax groups with a shared VAT ID cannot be connected, nor can the VAT ID of the group leader be used

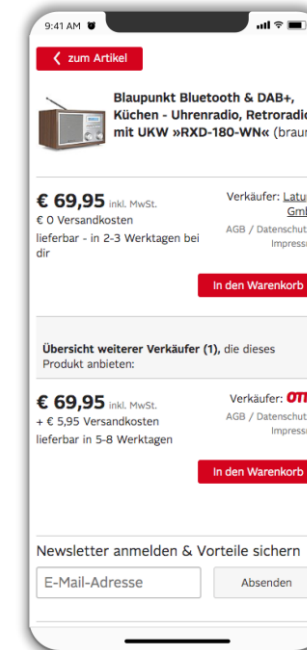
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Important information regarding your presentation as a retailer on OTTO

As an OTTO Market Partner you act as an **independent merchant** and are responsible for what you do. This means that you are responsible for your product selling prices and promoting your goods. **Several merchants may offer the same item** (e.g. the same product variants), which means that there is **item competition** on otto.de. Customers are free to choose the seller with the best offer for them.

OTTO combines the product variants of different sellers to present one offer. The factors affecting the „buybox“ decision include:

- Price
- Shipping costs
- Delivery time
- Seller trust



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Requirements to be met by your customer service

OTTO will respond to all customer requests which do not require any support from you, e.g. questions about orders or order cancellations. All questions the OTTO customer service cannot answer will be forwarded to you.

- For customer requests, you must offer your **own customer service in German** which must be **available during regular business hours** [at least Mondays to Fridays from 9 am to 4 pm)
- Customer requests must be answered by you **within 48 hours** on working days
- Besides sending your customer requests to the email address you have listed in your seller profile, OTTO will make the requests available to you in the partner portal under „Customer requests“. This will enable you to answer customer requests at any time either by using the Partner Portal or by sending an email

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Requirements regarding the shipping and returns process

A streamlined shipping and returns process is an important factor for a good business relationship with your customers. As an OTTO Market partner, you are responsible for handling all logistics aspects.

- Currently, it is mandatory to ship goods to customers from a German warehouse. All orders and deliveries can only be carried out **within Germany**. Please note the tax-related restrictions regarding the maintenance of the departure location
- **Returns** must be handled in **Germany**. This means that the returns address you enter in the Partner Portal, which customers are to use when returning goods, **MUST** also be in Germany. It must be a **physical address that actually exists**. This is a mandatory requirement

*Expansion to warehouses within the EU is under way – until then, we recommend using suitable service providers as an interim solution

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Important information regarding shipping providers and shipping costs

Tip:
Please watch our
How-to video on
order processing

Information regarding shipping providers / carriers:

- Getting an order status overview and **being able to track their orders** is very important to our customers
- At present, the carriers available to ship your parcels include **Hermes, DHL and GLS. DPD and UPS can only be used to ship goods to the customer.** For returns, the carriers listed above are mandatory
- If you use a forwarding agent for bulky goods, you are free to select a carrier

Information about shipping costs:

- You determine your **shipping costs** by indicating the shipping fee to be paid **on the Partner Portal**
- Your **shipping costs are universal** and apply to all of your products
- If you offer **bulky goods**, please list your standard shipping fees as well as your **forwarding surcharge**
- **Graduated shipping fees** are not permitted

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Important information regarding the returns process

- If customers wish to return an item, they first have to log in to their **customer account** at otto.de to **register the item** to be returned
- **OTTO** then generates the return label **based on the data you have provided (return tracking number)** and makes it available as a PDF file for 30 days
- This means that the shipping confirmation must contain the **parcel number of the item being returned** (return tracking number)
- Customers can print their return label themselves, attach it to their package and dispatch their return
- Customers will send **returns directly to you** using the address you have specified on the partner portal

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Important information regarding the return tracking number

- The return tracking number is the tracking number of the return
- **Each parcel** is assigned a **shipping number both on its way to the customer** and, if it is returned, **on its journey back** to the seller
- You must arrange the process with the respective shipping provider / carrier
- The **return tracking number as such is free of charge**. The carrier does, however, charge costs for returns as soon as they are dispatched by the customer

Tip:
Please watch the
How-to video on
return tracking
numbers

OTTO

Key facts about the shipping and returns process at a glance

Return tracking number

Already when shipping your goods to the customer, you must provide us with a return tracking number for the return journey

1

Return label

OTTO generates the return label for customers using the information you have provided so please DO NOT place a physical return label of your own in the parcel

2

Instructions on how to return items

For each order please enclose instructions for customers on how to proceed in order to return items

3

Return warehouse

At present it is mandatory to handle returns at a German warehouse

4

Invoice document

OTTO undertakes payment processing for you so please DO NOT place an invoice with billing instructions in the parcel

5

Returns go straight to you

Customers will send returns to you directly using the address you have provided on the partner portal

6



Requirements to be met by your products

Not all product categories already available at otto.de can be sold through our marketplace yet. This is mainly due to technical and legal requirements which must be complied with before you will be able to offer such products on otto.de. In addition, there are several brands* (e.g. Adidas, Apple, Nike) that are excluded from marketplace selling.

- You may sell items from the following product categories through our marketplace:
 - Furnishing & living
 - Fashion & lifestyle
 - Garden & DIY
 - Health
 - Sports & leisure
 - Technology & media
 - Drugstore
- Your products have an **EAN**

Tip:
New product
categories for sellers
are being added
regularly. For an
overview please click
here

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*For excluded brands, please refer to our Platform Terms of use

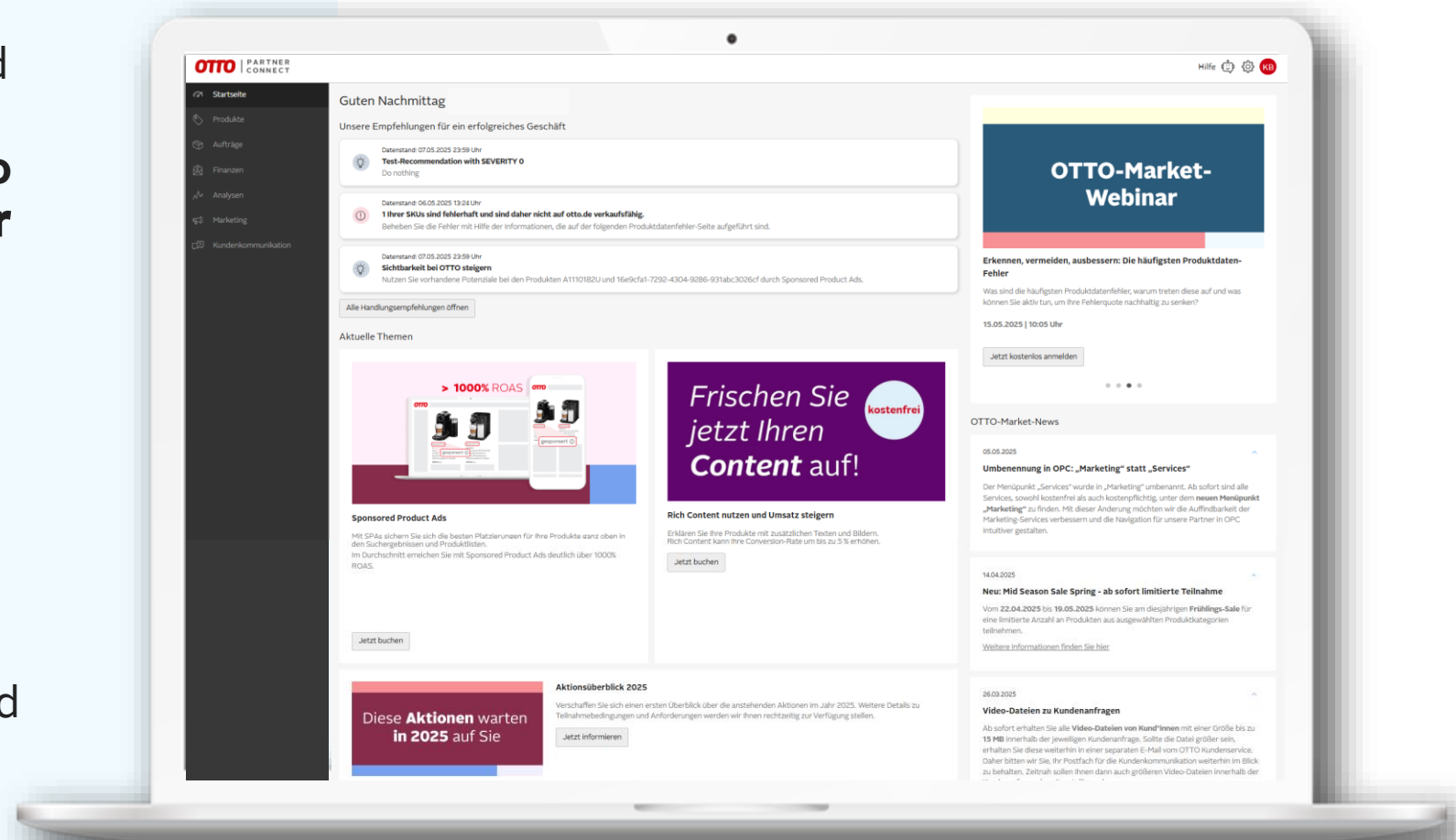
OTTO Partner Connect

How are partners connected to the Marketplace?

#3

OTTO Partner Connect – the partner portal

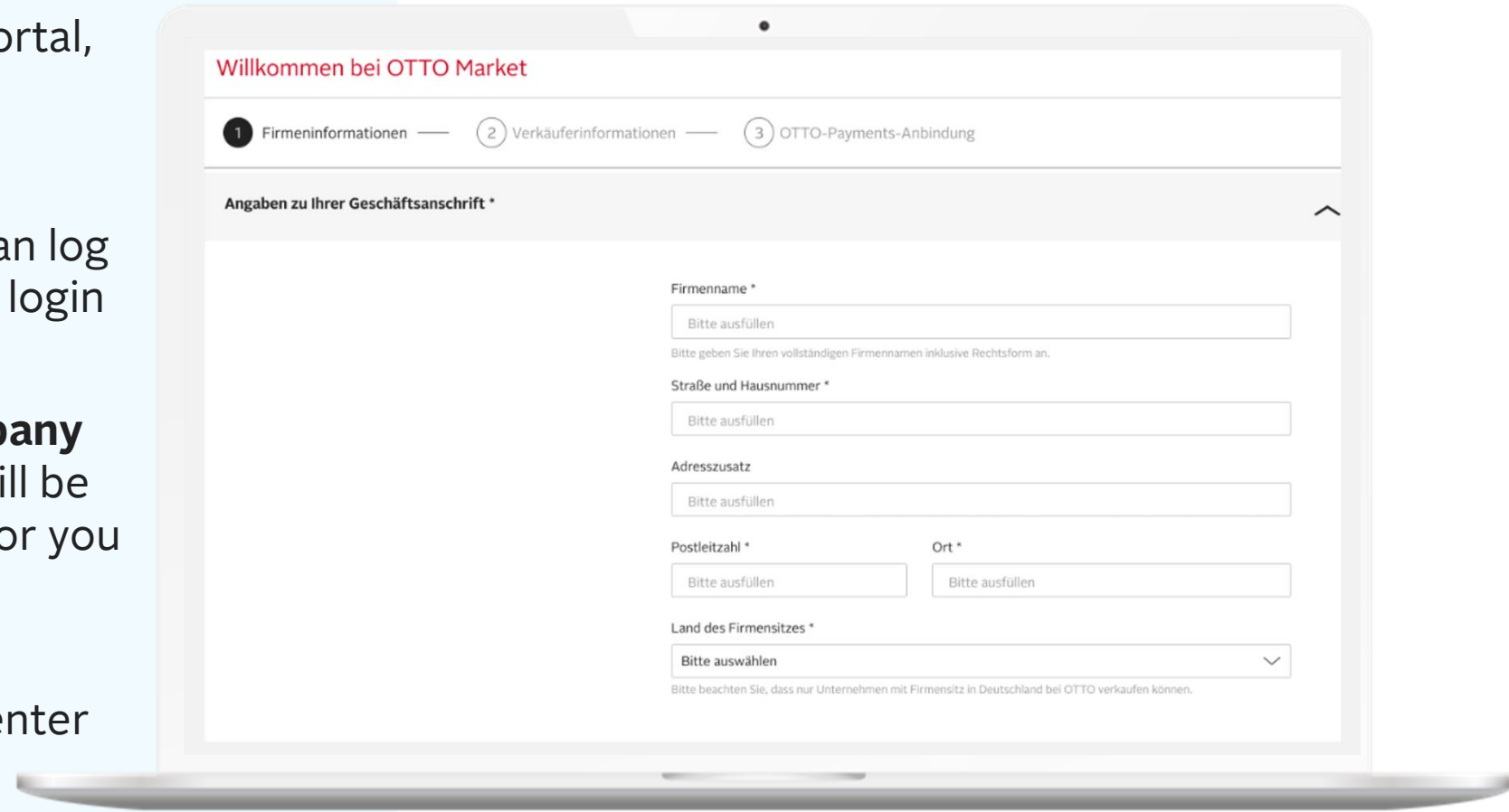
- After registering at otto.market and provided that you fulfil the requirements, you will get **access to our Partner Portal „OTTO Partner Connect“ (OPC)**
- OTTO Partner Connect is the **digital gateway** to otto.de and **the main tool** for managing your marketplace business with OTTO
- Use OPC for all **details about your sales, for editing item data or booking advertising** – all fast and simple



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First, enter your master data and fully digitally conclude your contracts

- After logging in to the partner portal, please perform the **2-factor authentication**. This serves the security of your data, so it is guaranteed that no third party can log into the partner portal with your login data.
- Afterwards you enter your **company information**. This information will be used to create a contract offer for you in the further course of the connection.
- We then compare the data you enter with the information stored at the **Federal Central Tax Office (BZSt)**.

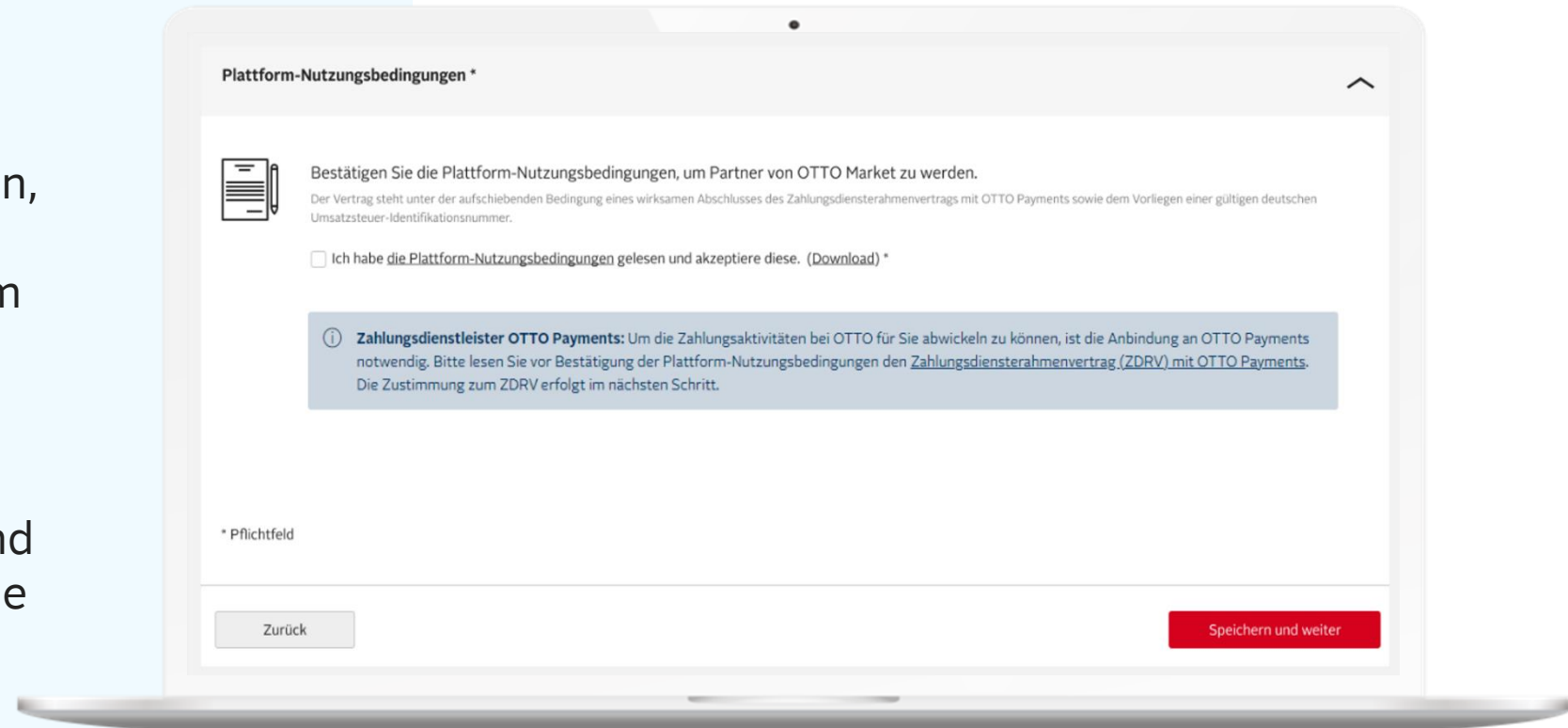


The screenshot shows a web browser displaying the 'Willkommen bei OTTO Market' page. At the top, there is a progress bar with three steps: 1. Firmeninformationen (active), 2. Verkäuferinformationen, and 3. OTTO-Payments-Anbindung. Below the progress bar, the section is titled 'Angaben zu Ihrer Geschäftsanschrift *'. The form contains several input fields: 'Firmenname *' with a placeholder 'Bitte ausfüllen' and a note 'Bitte geben Sie Ihren vollständigen Firmennamen inklusive Rechtsform an.'; 'Straße und Hausnummer *' with a placeholder 'Bitte ausfüllen'; 'Adresszusatz' with a placeholder 'Bitte ausfüllen'; 'Postleitzahl *' and 'Ort *' both with placeholders 'Bitte ausfüllen'; and 'Land des Firmensitzes *' with a dropdown menu showing 'Bitte auswählen' and a downward arrow. A note at the bottom states: 'Bitte beachten Sie, dass nur Unternehmen mit Firmensitz in Deutschland bei OTTO verkaufen können.'

OTTO

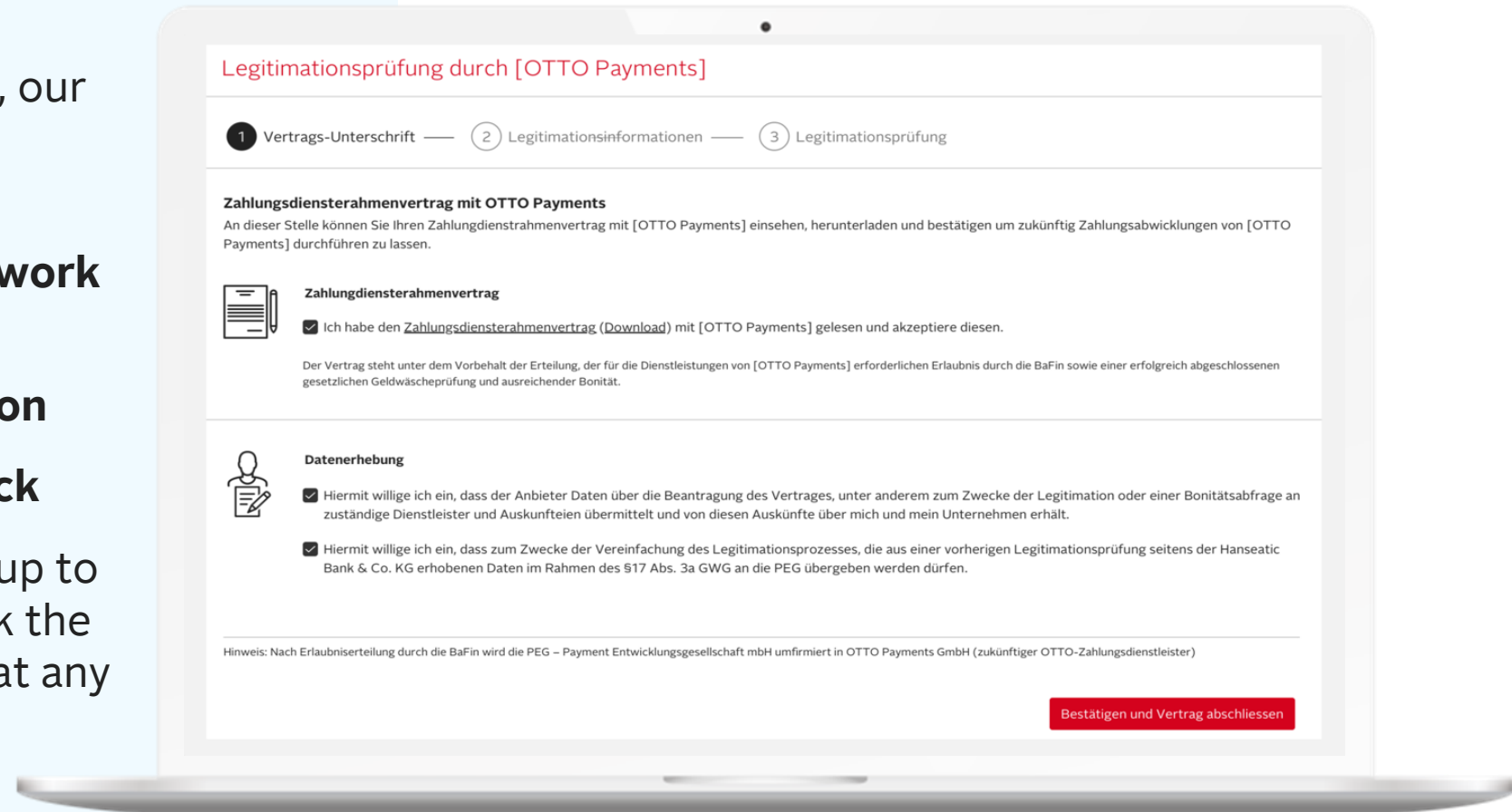
First, enter your master data and fully digitally conclude your contracts

- The next step is to enter your **seller information**.
- This is mainly contact information, but also information on legal requirements, such as the system participation of your packaging, return of old equipment and the sustainability seal FSC®.
- After providing your company and seller information, we will provide you with the **platform terms of use**. These correspond to the contract you conclude with OTTO in order to be able to sell via the marketplace.



Connection to OTTO Payments

- To successfully complete the **connection to OTTO Payments**, our own payment service provider, several steps are required:
 1. Sign **payment service framework agreement**
 2. Enter **legitimation information**
 3. Go through **legitimation check**
- The legitimation check can take up to **ten business days**. You can track the status of the legitimation check at any time in the partner portal.



The screenshot shows a web interface for the legitimation process. At the top, the title is "Legitimationsprüfung durch [OTTO Payments]". Below it, a progress bar shows three steps: 1. Vertrags-Unterschrift (active), 2. Legitimationsinformationen, and 3. Legitimationsprüfung. The main content area is titled "Zahlungsdiensterrahmenvertrag mit OTTO Payments" and includes a sub-header "Zahlungsdiensterrahmenvertrag". It contains a checkbox for accepting the terms and conditions, which is currently checked. Below this, there is a section for "Datenerhebung" (Data Collection) with two checkboxes, both of which are also checked. At the bottom right, there is a red button labeled "Bestätigen und Vertrag abschließen".

Legitimationsprüfung durch [OTTO Payments]

1 Vertrags-Unterschrift — 2 Legitimationsinformationen — 3 Legitimationsprüfung

Zahlungsdiensterrahmenvertrag mit OTTO Payments
An dieser Stelle können Sie Ihren Zahlungsdiensterrahmenvertrag mit [OTTO Payments] einsehen, herunterladen und bestätigen um zukünftig Zahlungsabwicklungen von [OTTO Payments] durchführen zu lassen.

Zahlungsdiensterrahmenvertrag

☒ Ich habe den Zahlungsdiensterrahmenvertrag ([Download](#)) mit [OTTO Payments] gelesen und akzeptiere diesen.

Der Vertrag steht unter dem Vorbehalt der Erteilung, der für die Dienstleistungen von [OTTO Payments] erforderlichen Erlaubnis durch die BaFin sowie einer erfolgreich abgeschlossenen gesetzlichen Geldwäscheprüfung und ausreichender Bonität.

Datenerhebung

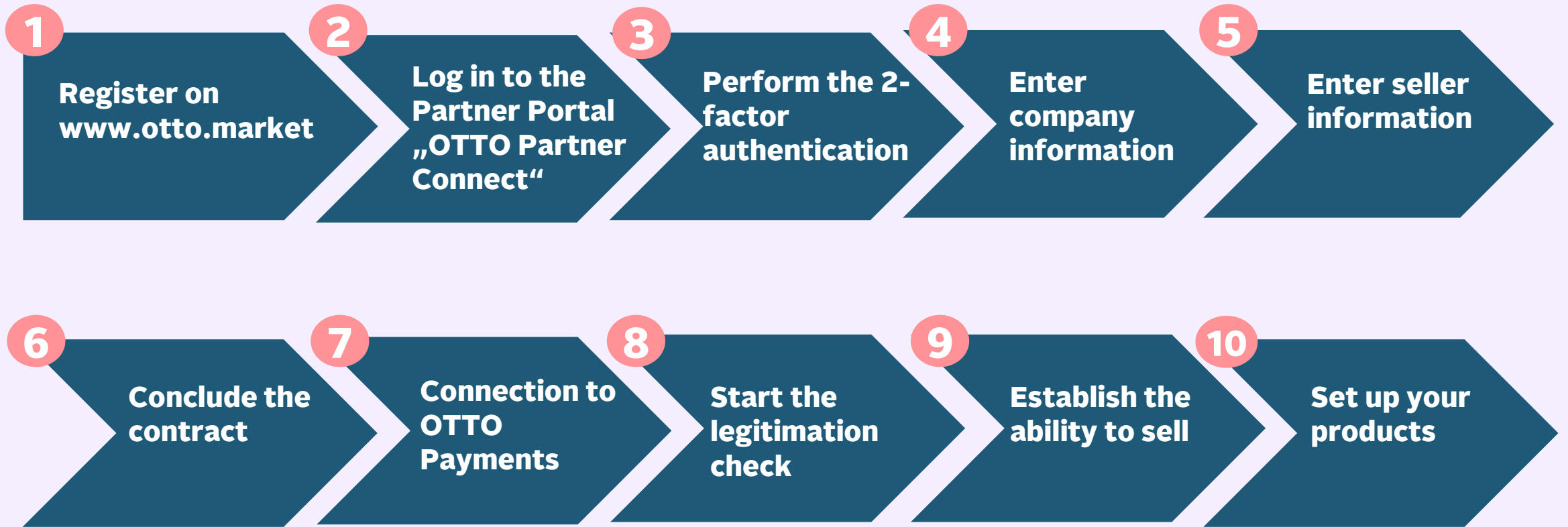
☒ Hiermit willige ich ein, dass der Anbieter Daten über die Beantragung des Vertrages, unter anderem zum Zwecke der Legitimation oder einer Bonitätsabfrage an zuständige Dienstleister und Auskunftfeien übermittelt und von diesen Auskünfte über mich und mein Unternehmen erhält.

☒ Hiermit willige ich ein, dass zum Zwecke der Vereinfachung des Legitimationsprozesses, die aus einer vorherigen Legitimationsprüfung seitens der Hanseatic Bank & Co. KG erhobenen Daten im Rahmen des §17 Abs. 3a GWG an die PEG übergeben werden dürfen.

Hinweis: Nach Erlaubniserteilung durch die BaFin wird die PEG – Payment Entwicklungsgesellschaft mbH umfirmiert in OTTO Payments GmbH (zukünftiger OTTO-Zahlungsdienstleister)

Bestätigen und Vertrag abschließen

The 10 onboarding steps



The product setup, can be done manually in OPC or automated via the OTTO Market API

- Go to the „Products“ module in the Partner Portal to **manually set up**, maintain and manage **your products**
- At present it is unfortunately **not yet possible** to **upload products** through the user interface **using a CSV file**
- For **automated data exchange**, please use our **technical interface** (OTTO Market API) or the **services provided by companies** we work with and whose interfaces we already use

Tip:
For an overview of service providers we work with, please [click here](#)

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Good product data are essential to your success on otto.de

It takes 4 steps to set up a product. The following data are created:

- 1. Basic data:** These include the **product category**, the **item name** and the **brand**. These data are used to generate an important component of your product title. By selecting your basic data, you have a direct influence on how your products are perceived by our shop customers
- 2. Features:** These comprise **standardised** or **legally relevant** features as well as your **detailed product description**. This includes e.g. the delivery method or the delivery time in number of days
- 3. Variants:** If you offer different product variants, you should list them here. It is mandatory to give the selling price (VP) for each variant
- 4. Images and documents:** You can upload relevant images both at product and variant level. Please note that the **product must cover at least 85% of the image area** to be clearly visible. If possible, the **main image** should be a **knockout**; the **image background should be light and neutral**

Fees, commissions and payment processing

What costs arise and how does payment processing work?

#4



A basic fee of 99,90€ is charged monthly

- For participation in the marketplace, we charge a **monthly fee of 99,90€** regardless of how many items you have on offer
- The basic fee applies after you have **concluded the contract** with us and you are **technically able to sell** products on otto.de
- For each successfully sold item, you additionally have to pay a **commission – as is common on the market** – based on the **gross selling price**. The commission **varies** depending on the **product and/or commission category**. For commission rates, please refer to our non-binding overview on the next slide
- A **commission is also added to shipping costs**. It is **16%** plus VAT

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The commission differs depending on the assortment



The following **product groups** are available for selling via OTTO Market

- Drugstore
- Electronics & Media
- Fashion & Lifestyle
- Furniture & Living
- Garden & DIY
- Health
- Sports & Leisure

You can find an overview of the **specific commission** rates here:
[Assortment Overview - How it works - otto.market](#)

OTTO

Billing must take place through a company based in Germany

We pay out your balance on a weekly basis every Thursday

- We offer you a **streamlined, reliable billing model** where we pay out your balance on a **weekly basis**
- You do not have to or in fact cannot use your own payment service provider. Since July 2022, we have **our own payment service provider, OTTO Payments**, which handles all payment activities for OTTO and thus reduces your effort.
- Another advantage: The customers who want to buy from you have already successfully passed a credit check. By OTTO Payments **taking over the del credere risk**, you can be sure that you will receive your money.
- Customers can choose between purchase on account, payment by installments, direct debit and prepayment. Additional payment methods are planned.

OTTO

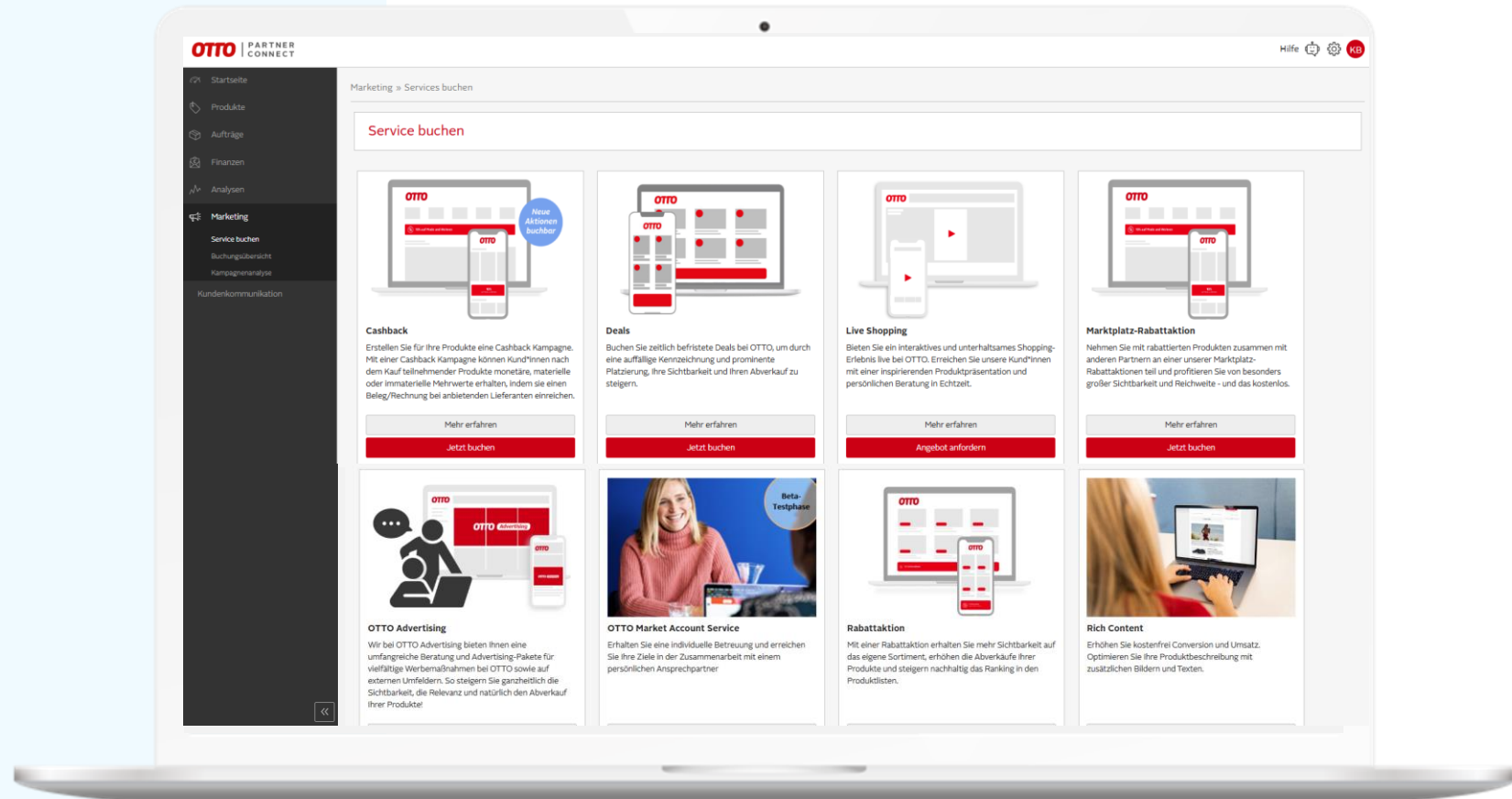
Visibility at OTTO

How can I market my products?

#5

Increase your visibility with our marketing services

- Increase your **visibility** and boost **sales of your products** with our **marketing services**
- These can be booked easily in the **partner portal self-service**
- By clicking on the “**Marketing**” module, you will find an overview of the **marketing services** with which you can promote your products in the **best possible way**



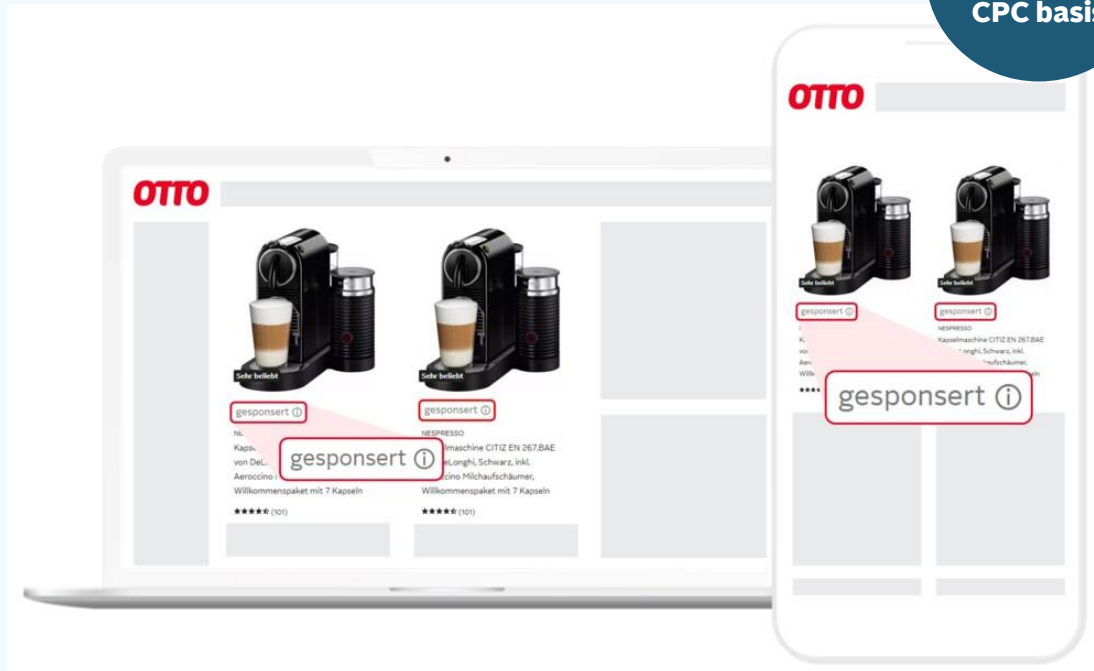
OTTO

Sponsored Product Ads

Sponsored Product Ads allow you to present your products at the **most attractive placements** on OTTO. You benefit from **increased visibility**, secure a clear competitive advantage and noticeably boost your sales.

- **Context-based** playout of product ads that are particularly relevant for the customer
- Placement on the **first positions** in search results as well as product lists and product detail pages
- Native integration within the **purchase process**

Real-Time
Bidding on a
CPC basis



OTTO

Sponsored Display Ads

Sponsored Display Ads enable you to address customers **directly in the purchasing decision** process at OTTO and in the most important German media networks. Achieve maximum reach for your products.

- **Attractive advertising placements** in the relevant environments onsite at OTTO
- More than **1,500** premium web and app offerings offsite
- **Individual targeting** and optimization using versatile targeting options and three tailor-made campaign strategies

Co-branded
display ads
automatically
generated



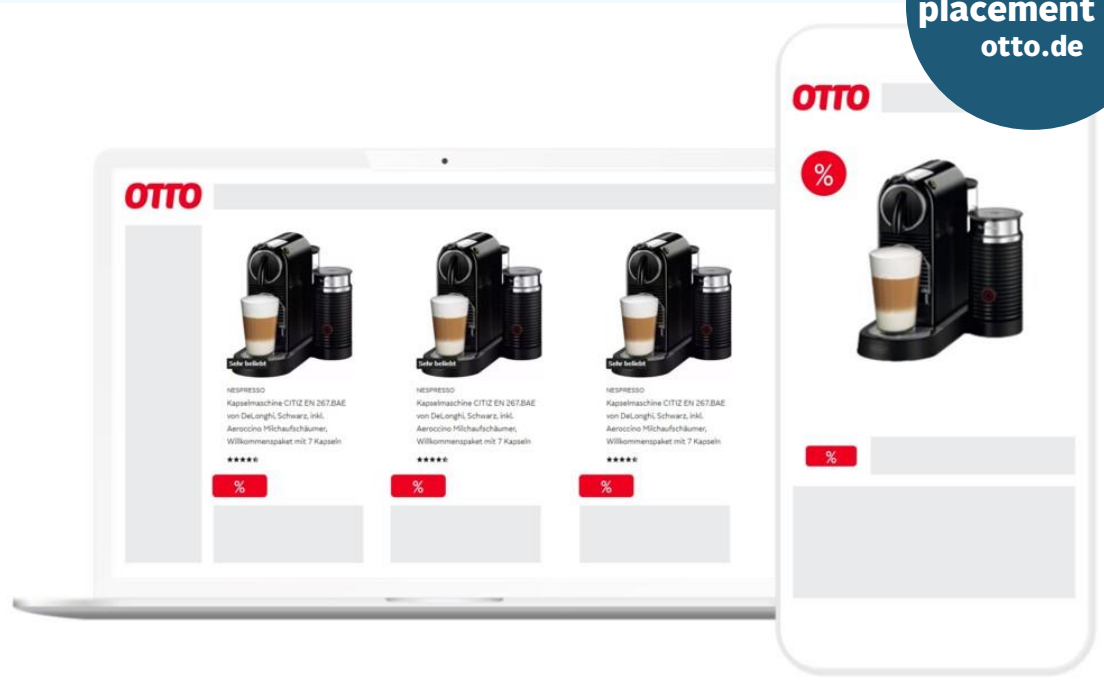
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Discount campaign

With **individual discount promotions**, you can increase your sales and get more visibility on your assortment. You determine the campaign period, the discount amount and the product range on which the price reduction will be applied. We automatically place your discount promotion for you on otto.de.

- **More visibility** on your own assortment
- **Increase in sales** of your products
- Sustainable **improvement of the ranking** in the product lists

Automatic
placement on
otto.de



OTTO

Marketplace discount campaigns

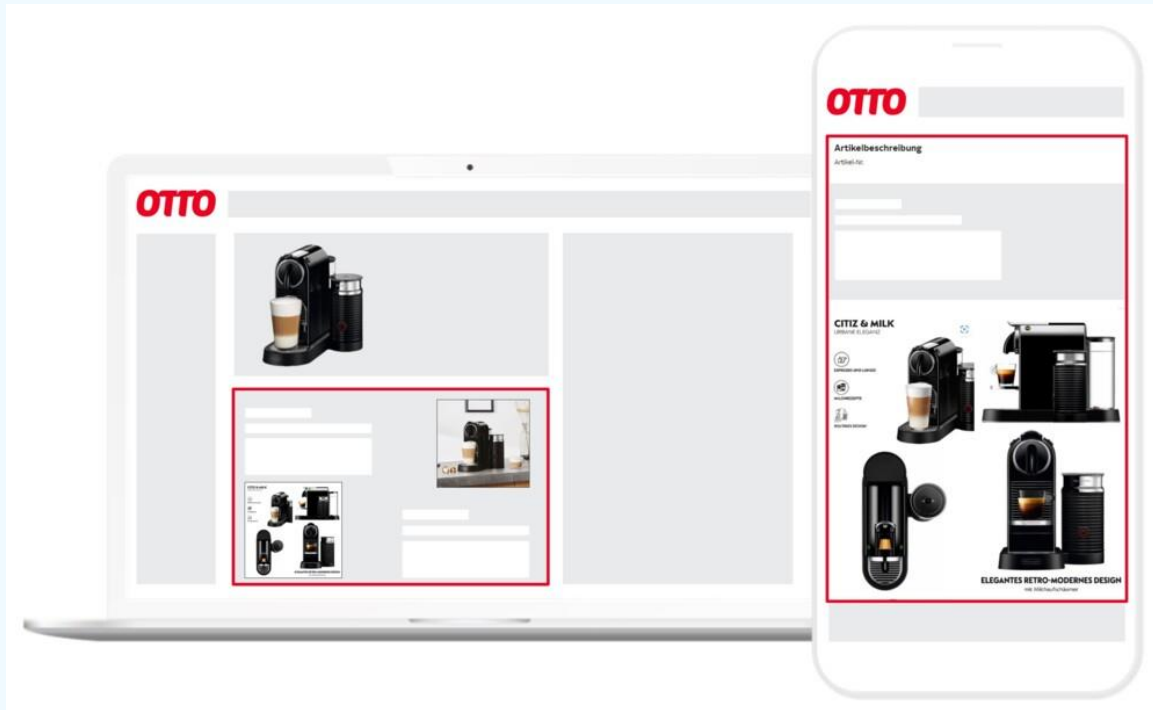


- Increase your **visibility, reach, and sales** by participating in a comprehensive marketplace discount campaign with your discounted products.
- Wide visibility on otto.de and in the app
- Especially large reach through additional media presence
- Simple & free participation

Rich Content

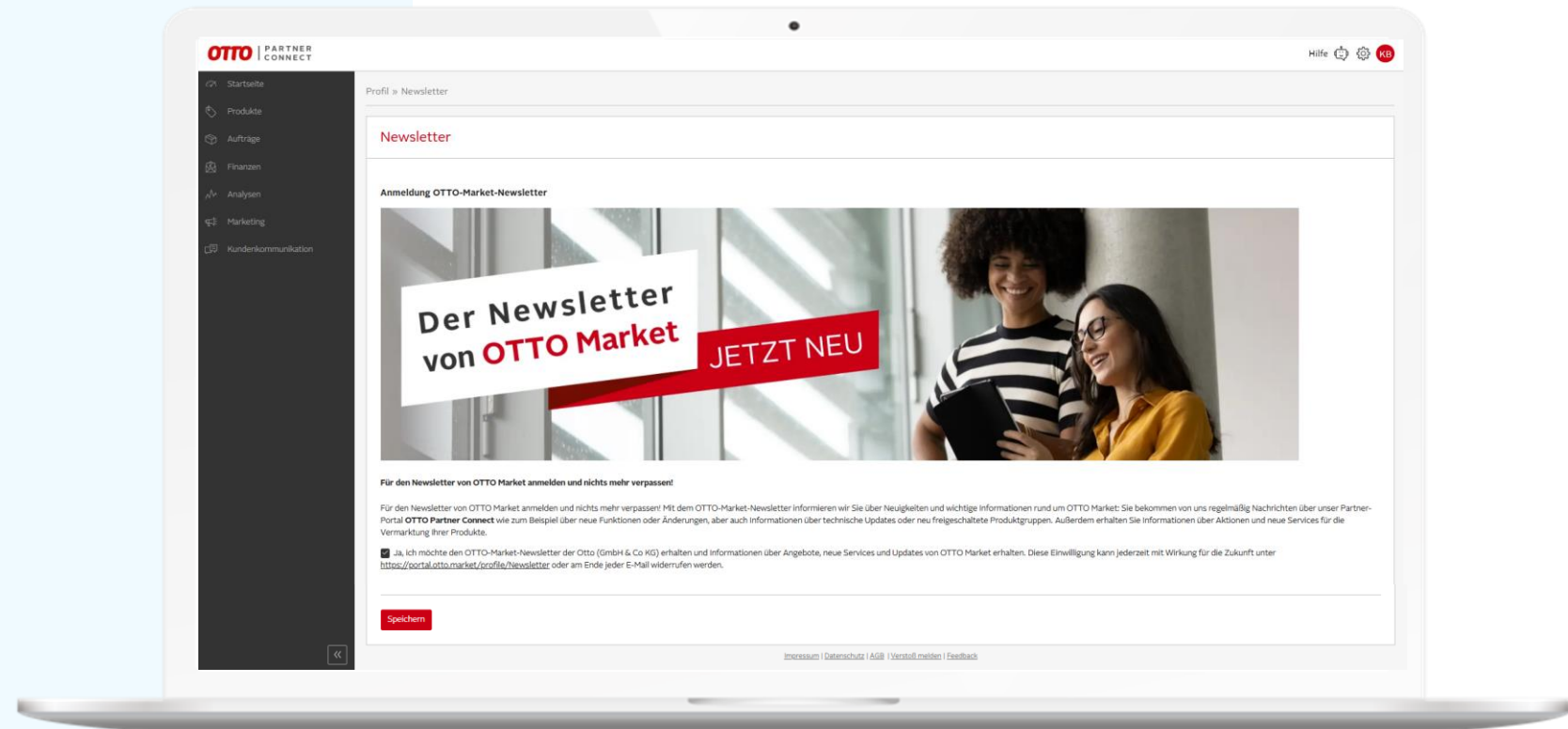
The new Rich Content offer gives you the opportunity to expand your item descriptions on the product detail pages on otto.de. In addition to the basic item description, Rich Content allows you to display additional images and text for your products and brand, and it pays off!

- Up to 5% **higher conversion rate**
- **Increased SEO visibility** of your products
- Faster product **discovery**



All information about OTTO Market

Don't miss
anything!



Sign up for the newsletter in OTTO Partner Connect and you will receive regular news from us about **new functions, technical updates** and information about **promotions** and **marketing opportunities** on otto.de.

OTTO

Sustainability

How does OTTO promote sustainability?

#6



Our sustainability record



In ecommerce **since 1995**

We have pursued **sustainable goals** for over **30 years**



Established 3 environmental foundations, active in 12 successful, sustainability **partnerships** and **initiatives**



With its own Corporate Responsibility Team observing the market and constantly looking out for sustainable innovations



Through **regular analyses and surveys**, we keep developing further and know about trends



Customers and non-customers consider us more trustworthy than other (international) companies when it comes to **credibility regarding sustainable actions** (Rheingold study, April 2020)

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Our label at OTTO indicating sustainable items

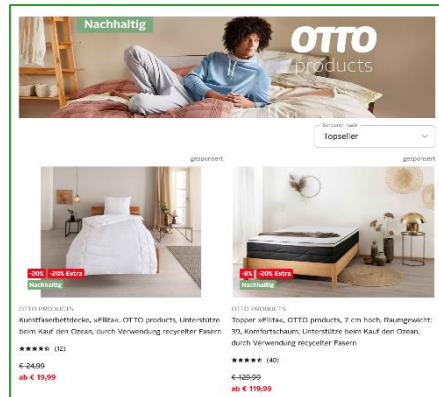
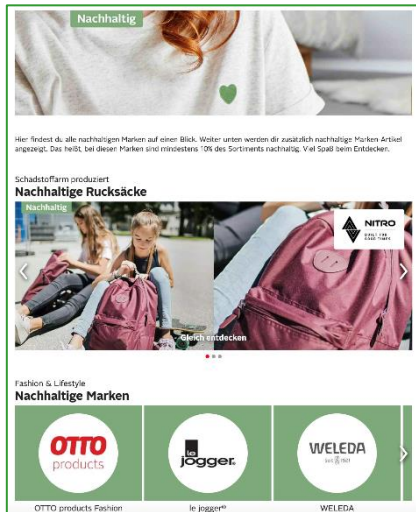
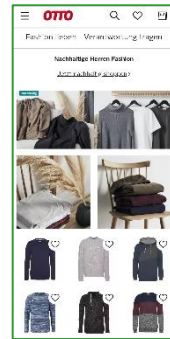
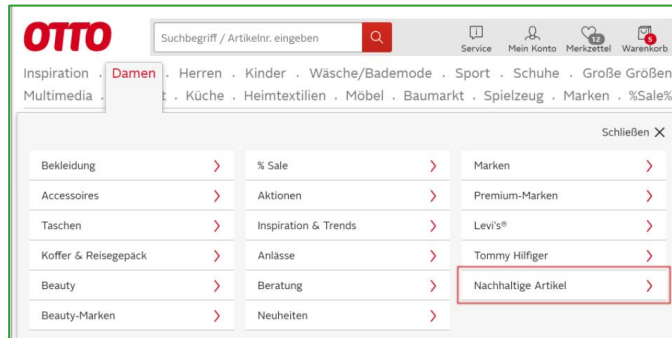


Die Siegel nach Sortimenten geordnet

Wohnen & Technik	Overview of the sustainability seals
Fashion & Heimtextilien	
Naturkosmetik	
Lebensmittel	

- **There are many sustainability labels** – from GOTS and FSC to Global Recycelt Standard. Customers do, however, not always exactly know what these labels stand for. We have in fact found that the multitude of sustainability labels is simply too overwhelming
- We want to offer our **customers orientation**. That is why we assign the large number of seals to our **nine categories** and **label sustainable** products accordingly
- If you offer products that have been **produced sustainably** and have been awarded one of the **sustainability seals we recognize**, they will be awarded one of the four sustainability categories for greater visibility
- The flags will, however, only be awarded after a **thorough examination** of the products and seals you have provided

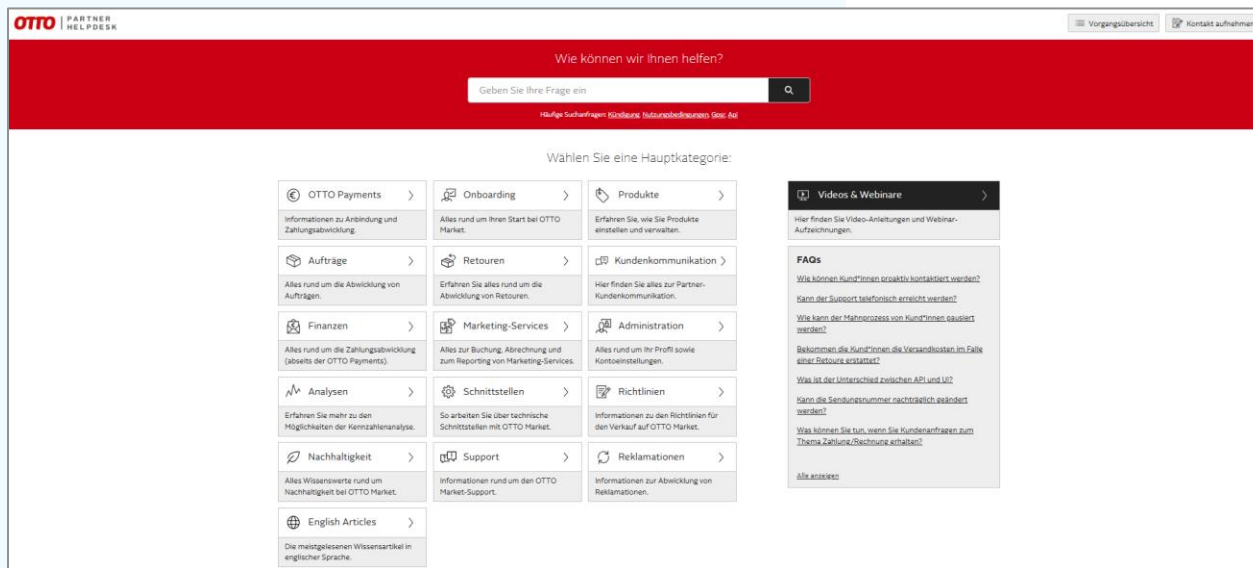
Product assortment & brand shop – greater visibility for sustainable products



- Each product assortment has its **own shop** featuring **sustainable items only**. If you offer products labelled sustainable, they will **automatically** be listed in the **respective shop**
- If **at least 10% of your goods are labelled „sustainable“**, you will be added to the **brand shop** offering sustainable brands
- At the brand shop, customers can find sustainable products **quickly and specifically**
- **New sustainable brands** are presented in the **visible area**. In addition, the **brand shop is promoted** through our newsletter and other onsite teasers

**Any further
questions?**

Our partner helpdesk provides all the information you need about our marketplace



- For further details on our marketplace, please refer to **www.otto.market**, read our **FAQ** or go to our **Partner Helpdesk**
- Our Partner Helpdesk contains **various articles** offering answers to many of the questions you may have
- And if your question hasn't been answered, simply use our **ticket tool** provided at the Partner Helpdesk to get in touch. Your request will be forwarded to the **person responsible** who will be happy to help you