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Why e-retailers are embracing the
marketplace model



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mango

Modular payment
infrastructure for
platforms and
marketplaces



European & Polish e-shoppers' behaviour

48%

of EU customers buy online regularly

57%

of EU e-customers buy on marketplaces every month

63%

of customers believe online shopping saves money

90%

of Polish internet users buy online

2 of 3

Polish e-customers buy on marketplaces regularly

What are Marketplaces?



E-Commerce vs Marketplace



E-COMMERCE

vs

MARKETPLACE

- Responsible for: storage, logistics, order processing, taxes, inventory
- Settlement of funds to the e-commerce bank account
- Geographical limitations

- 100% focus on **customer experience**
- Greater **assortment & mixed basket** → Lower risk of cart abandonment
- **Technical complexity:** split of funds to multi-vendors, mass payout, rules to collect fees
- **Geographical expansion** at no operational cost

Strategic advantages of a marketplace

1

Growth

- Marketplaces grow much faster than e-Commerce
- Adding new merchants and products increases traffic at website and sales as well
- Retailer can sell more with mixed baskets
- Additional profit by gaining fee from the 3rd party sellers

2

Cost efficiency

- Increased catalog does NOT mean increase inventory
- No additional costs for logistic and administration of wider offer
- Optimization logistics and administration costs together with 3rd party sellers

3

Risk reduction

- More opportunities for customers to buy instead of abandoning the cart
- No financial risk when you purchase and hold the inventory which can bring damages, and loss to your inventory
-

Galeries Lafayette Group success story

Galeries Lafayette

LE BHV / MARAIS

La Redoute

x

mangopay

x

 MIRAKL

La Redoute Galeries Lafayette Group - Key figures

French **leader** in the sector of Fashion, Home and family lifestyle

1 **185 years**

of experience – initially a paper catalog dealer

2 **>1B€**

in 2021 with 10M clients

3 **12M**

unique monthly users

4 **90%**

of online sales

5 **30%**

of sales outside of France

6 **30%**

of sales in France via the marketplace

Why did La Redoute decide to launch an online marketplace?

- 1 Marketplace launched in 2010, still growing strongly
- 2 Improving the customer experience:
more products & more inventory
- 3 Launch new categories: Leisure, High-tech, Beauty, etc.
- 4 Profitable model, positive cash flow,
minimal investment for growth

Why did La Redoute choose Mangopay as its PSP?



Keeping 3rd party PSP



Mixed basket functionality
and e-wallet technology



One agreement for
international expansion



Multiple payment methods




Customer Success Team and
fast KYC onboarding



Certified Mirakl SAAS
connector

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A decorative graphic consisting of thin, light gray lines that form a series of connected, rounded rectangular shapes. Two small dark gray dots are placed at the intersections of these lines: one at the top right and another at the bottom center.

Experts in payments for platforms **since 2013**

- > Trusted by over 2,500 platforms
- > +€35B in transaction volume
- > +70% YoY in total payment volume
- > +180M end users
- > +40M sellers managed (KYC'd)
- > 450 payment specialists across 9 offices in Europe

Q4 2022
**Mangopay acquires:
Nethone & WhenThen**



Strengthen or modular capabilities, automation & no code to support the new wave of platform needs

2022
Nethone is acquired



Support the risk, identity & modular needs of new and future customers

2022
**Acquired by
Advent International**



75M€ cash investment to become a global category leader

2013
**Launch of
Mangopay**



1st to design a payment solution dedicated to platforms

We support Platforms of all types

From C2C and B2C to B2B, both pure players and traditional companies

From goods and services to booking and rental



Vinted

La Redoute

malt

HostnFly

Fundimmo

leboncoin

chrono24
The World's Watch Market

tracktor.fr

daytrip

Lendo

Yescapa

Rakuten

mercateo
part of Unite

bookingkit

ulule

SamBoat.fr

BUT

opisto

Ticketnet.fr

ANAXAGO

We know the challenges faced by platform



Unique workflows and
business models



Different buyer and seller
experiences



Complexities of cross-border
transactions



Evolving and different
regulatory requirements



Managing operations
efficiently and at scale

Why are we trust by leading platforms in Europe ?



Addressing all
platforms
needs: pay-in,
payout and
compliance



Fully
customizable
integration



Built for the
EEA and ability
to scale
worldwide

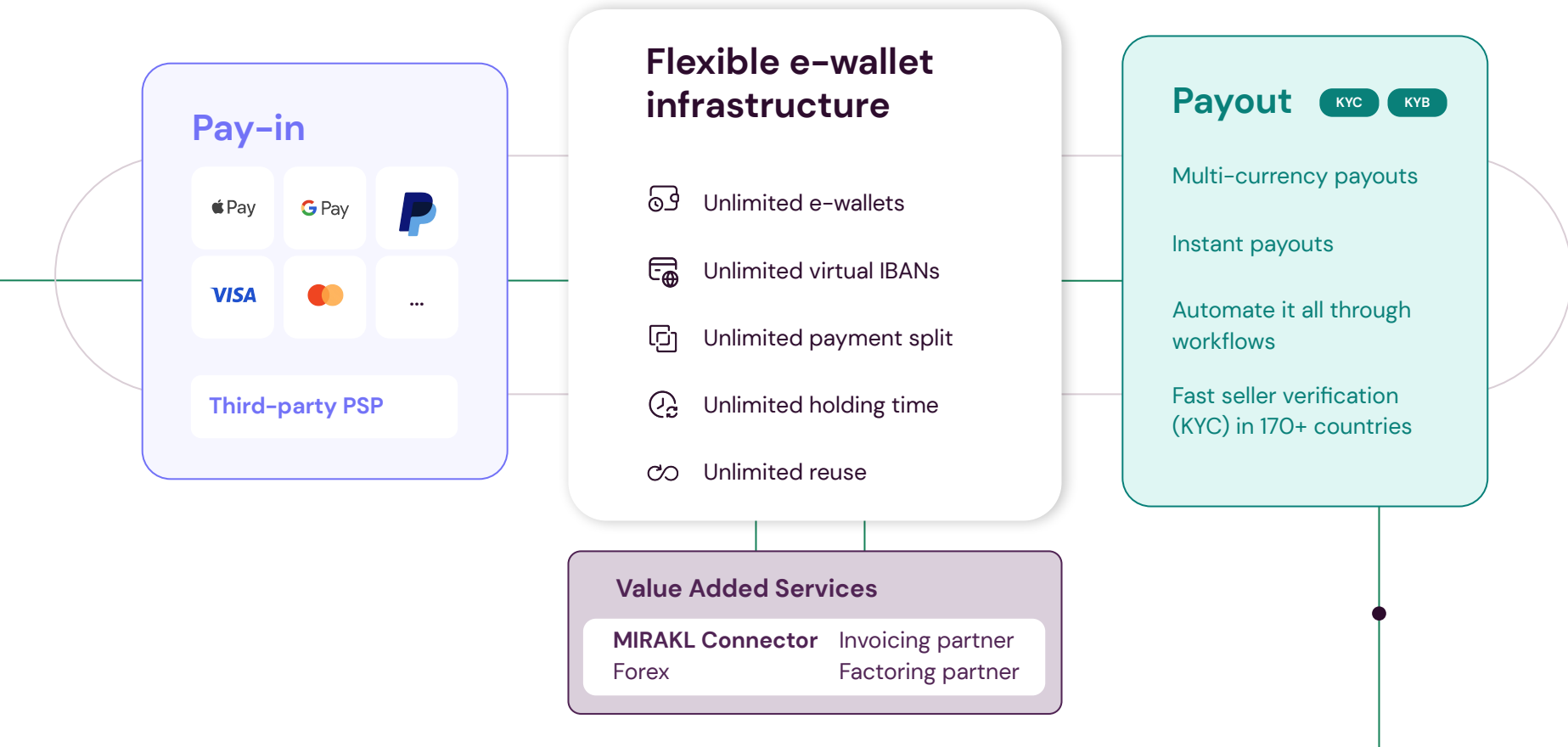


100%
white-label
API

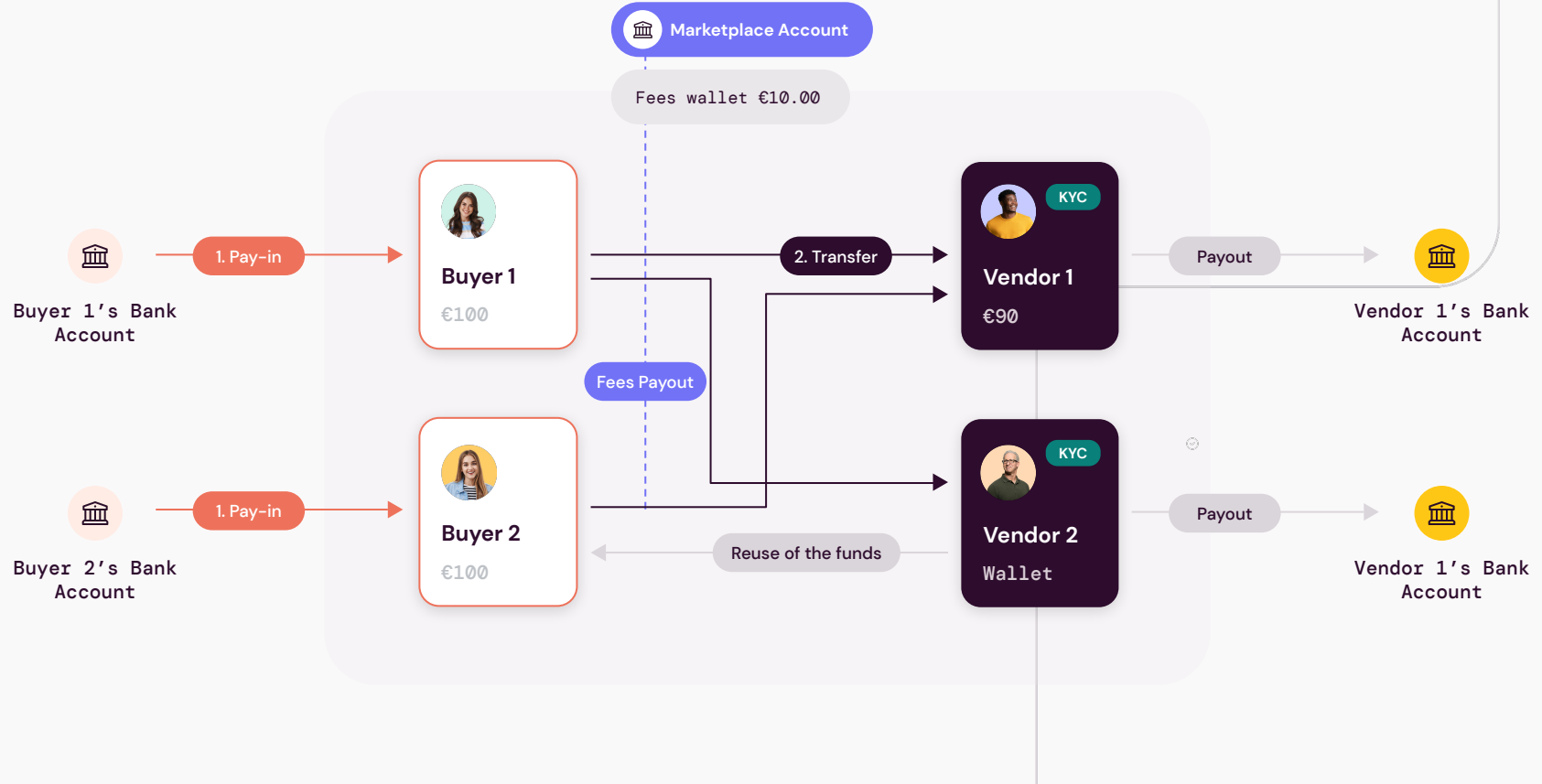


Top-tier
services and
assistance

A 100% white-label environment to **solve complexities**



This kind of workflow could work for your platform





Fully compliant with the latest EU regulations

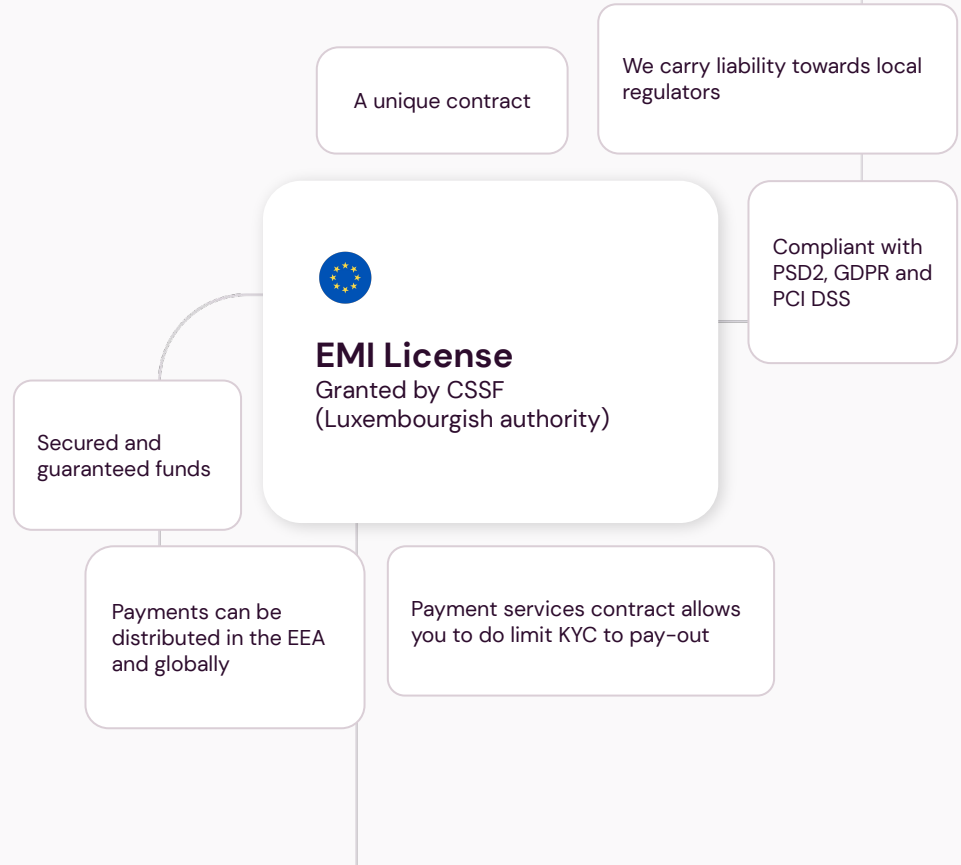
EMI Mangopay License

Granted by the CSSF in Luxembourg

Fully passported across the European Economic Area

Fully compliant with marketplace regulations

Custom regulatory assistance by our legal and compliance experts





Our Payments experts are dedicated **to your success**



Sales &
Solution
Engineers



Customer
Success



Support



Compliance &
Legal



Finance
& Fraud



Supercharge your
growth

What are the next steps ?

1

Free tests and
API Review

2

Tech and legal
payment flow
design

3

Implementation
assessment

4

Personalized
pricing



Review our

Technical documentation



Open a


Free Sandbox

We are here to support your growth!

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 Infos



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Thank you.