

ENDEAVOUR MARKETPLACE



www.endeavourmarketplace.com.au

Australians are highly connected consumers.

20.1m

Australians
Online
Sept 2017

70%

Active daily
on
Smartphone
devices



\$23bn

Online Retail
Australia
2017

7

devices on average per household

18HRS

on average spent surfing each week

63%

actively engaged with social networks

65%

of Australians purchase online

10TH

largest ecommerce market in the world

10.4%

Growth in sales compared to 3% physical stores

With online playing a key role in purchase path

76%

Of all shopping
trips begin online

18%

Shopping online
more than last year

71%

Product searches
start on retail sites

77%

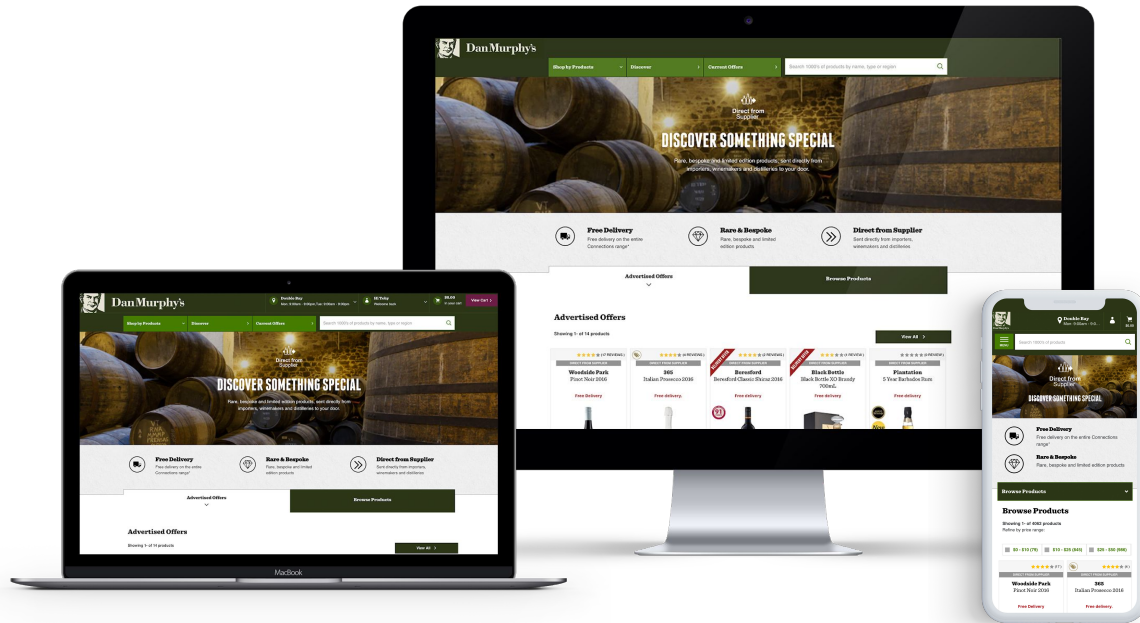
Retail sales influenced
by digital

Source: NAB Online Sales Index, Nielsen Digital Landscape Report sept 2017, IRI Connected consumer research 2017

Customers are telling us they want more choice
and a range that is personalised for them.



Through Endeavour Marketplace you can showcase your entire product range through Dan Murphy's, allowing customers to browse an 'endless aisle'.

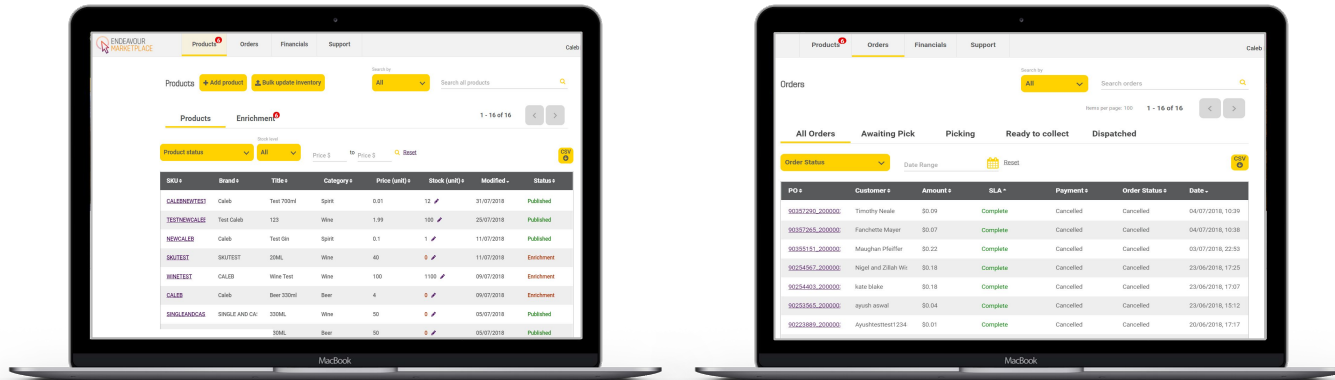


www.danmurphys.com.au/direct-from-supplier

We use a 'drop ship model' to extend your range on Dan Murphy's



Our Supplier Portal will provide you with rich tools to manage your Endeavour Marketplace orders.



You and your range can be online within days...

Analytics to help you improve sales and the customer journey.



Customer and sales insights to help you sell more and sell better...

We will promote your products through our various Marketing channels & give you all the tools to promote through your own channels too.

Celebrate World Tequila Day
WITH MEZCAL
Tuesday 24 July 2023

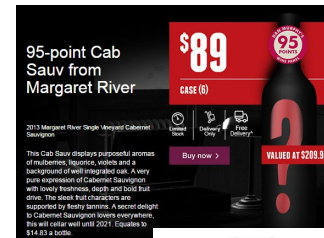
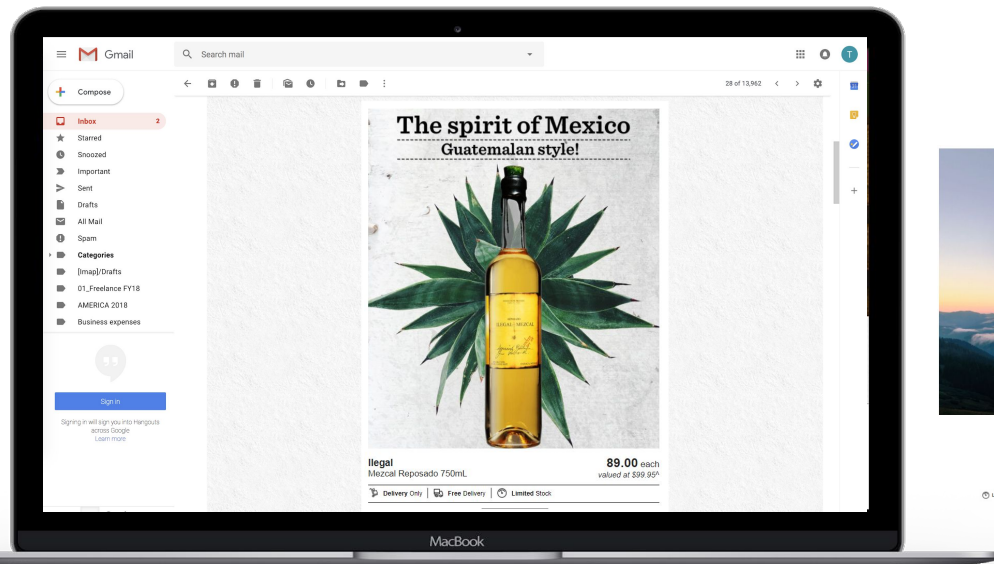


Mezcal Eterno
Añejo
71.95
each
Valued at \$99.95
FREE DELIVERY DELIVERY ONLY

LUSCIOUSNESS FROM THE
LIMESTONE COAST



Monterra
Limestone Coast Shiraz 2016
85.00
each (12)
Valued at \$127.84
FREE DELIVERY DELIVERY ONLY



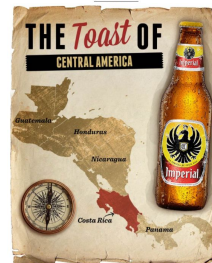
Spring Hill Wine
Elizir's Riesling 2017
150
each (12)
Valued at \$209.95

LIMITED STOCK FREE DELIVERY DELIVERY ONLY

The quack
BREWED IN BALLARAT



Red Duck
1851 Golden Ale 330mL
69.90



Imperial La Cerveza Da Costa Rica Beer —
\$49.95 each (24), valued at \$59.98 each (24)

The key benefits to our Endeavour Marketplace partners.

1

Extended customer reach with the number 1 liquor site and over 50% of liquor traffic in Australia

2

Improved Google search for products due to our significant investment in SEO (search engine optimisation)

3

Rapid product onboarding via supplier portal

4

Expedited supplier payment – 10 working days

5

Opportunities for in-store ranging for best performing products

6

Flat rate shipping Australia-wide

Supplier Key Terms of Trade.

COMMERCIAL MODEL

- Consignment model: applied as a percentage on the full retail price (excluding GST) sold to customers.
- Commission percentage: Category specific, to be discussed with Business Manager at set up stage.
- Supplier hosting fee – free.
- Freight will be charged at a flat per box rate - metro charge \$6.50, Regional \$8.50 (pick up/drop off from suppliers nominated address).

PRICE & PRODUCT

- Lowest Liquor Price Guarantee applies to entire Dan Murphy's Range.
- Supplier to provide a suggested RRP to Endeavour Marketplace - as guide for price upload.
- Endeavour Marketplace team price check & manage retail price / adjust if required. Supplier will receive notification of change in price via the supplier portal.
- Margin return to suppliers may vary, as Endeavour Marketplace commission is calculated as a percentage on the final sell price to the customer, which may vary from time to time.
- Supplier managed inventory.

For more information, watch the below video:





To get started head to
endeavourmarketplace.com.au

Contact us at partner@endeavourmarketplace.com.au