megamerchant

B2B Marketplace

Accelerating Brands

Across Global E-Commerce

Introduction Deck
2025
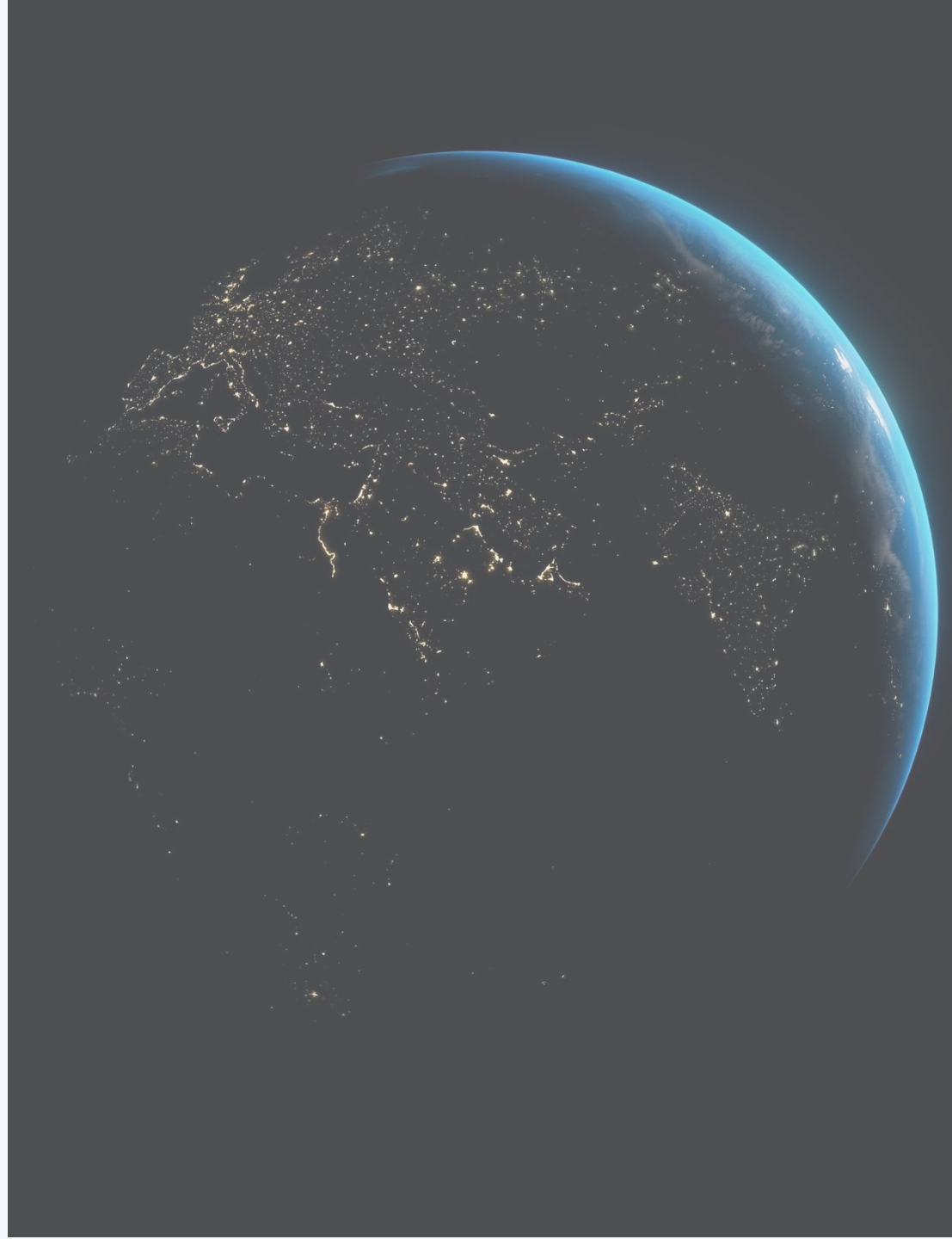
megamerchant

Everyone wants to sell globally.

No one wants to deal with complexities.

We do.

1

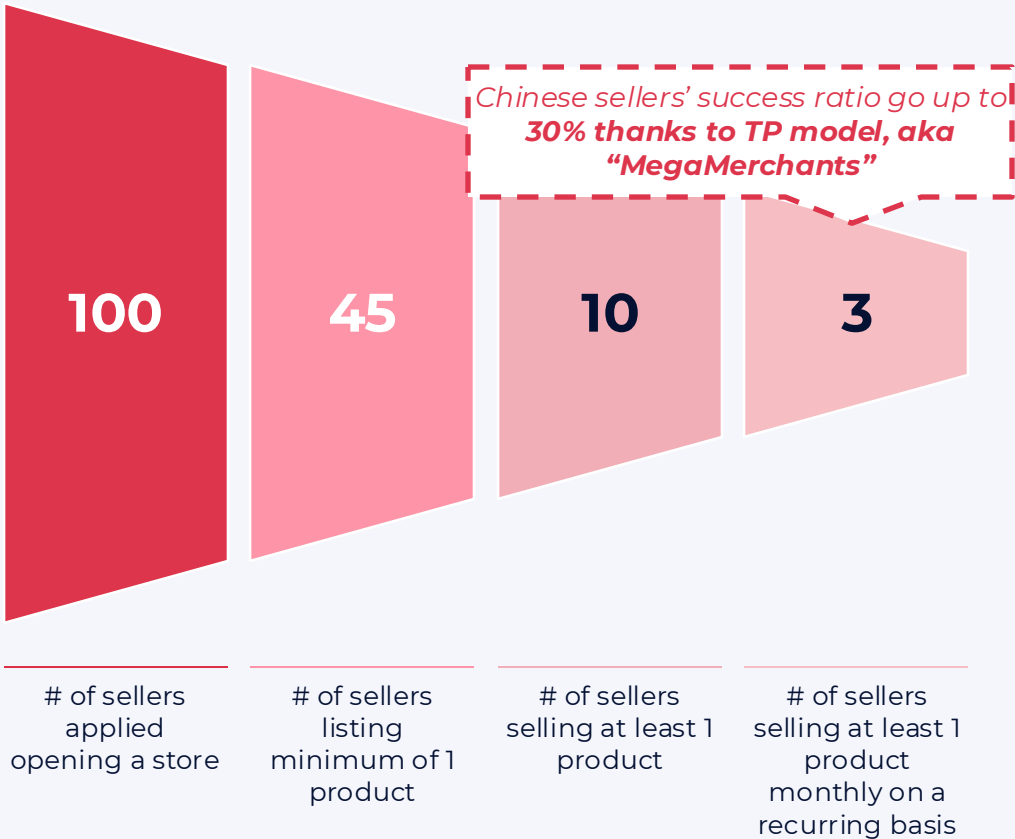**Super Fast Time to Market**

2

Optimized OPEX Minimal CAPEX

3

Foreseeable, Predicable Roadmap

2

Problem: only 3% of local brands can sustain business in global e-commerce
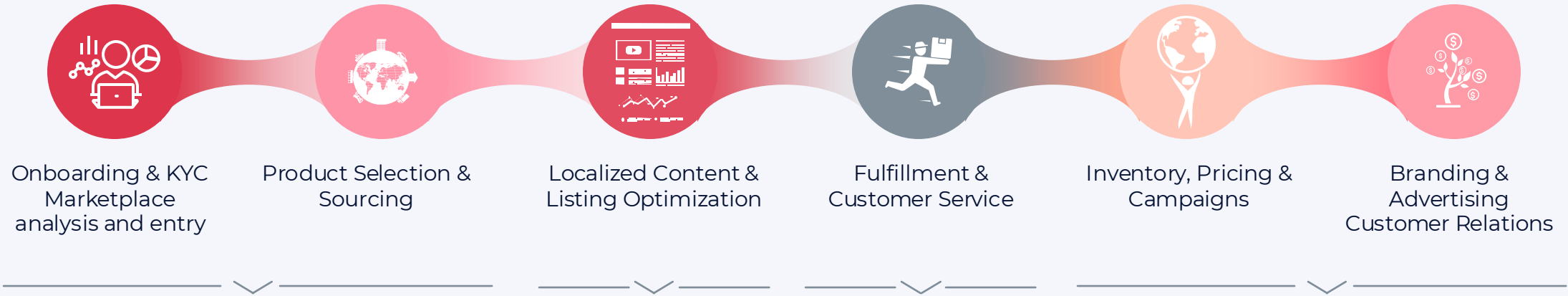
Problems Faced By Brands while Going Global

Analysis, Entry Strategy & MP Account Opening

- Information asymmetry and lack of expertise
- Regulatory learning curve
- Limitations imposed to new seller accounts
- One off & recurring expenses during a long "Time to Market"

Product Selection & Sourcing

Localized Content & Listing Optimization

- Complexity of platform algorithms
- Need for localized content, graphics and design

Fulfillment & Customer Service

- Lack of cost optimization
- Problems at customs
- Delays due to logistical issues
- High return rates

Inventory, Pricing & Campaigns

- Lack of brand protection
- Inefficient advertising spend
- High inventory day-cover or frequent stock outs

Branding & Advertising Customer Relations

Non-Chinese Originated Seller Success Funnel in Amazon, Ebay & AliExpress[1]

Chinese sellers' success ratio go up to 30% thanks to TP model, aka "MegaMerchants"

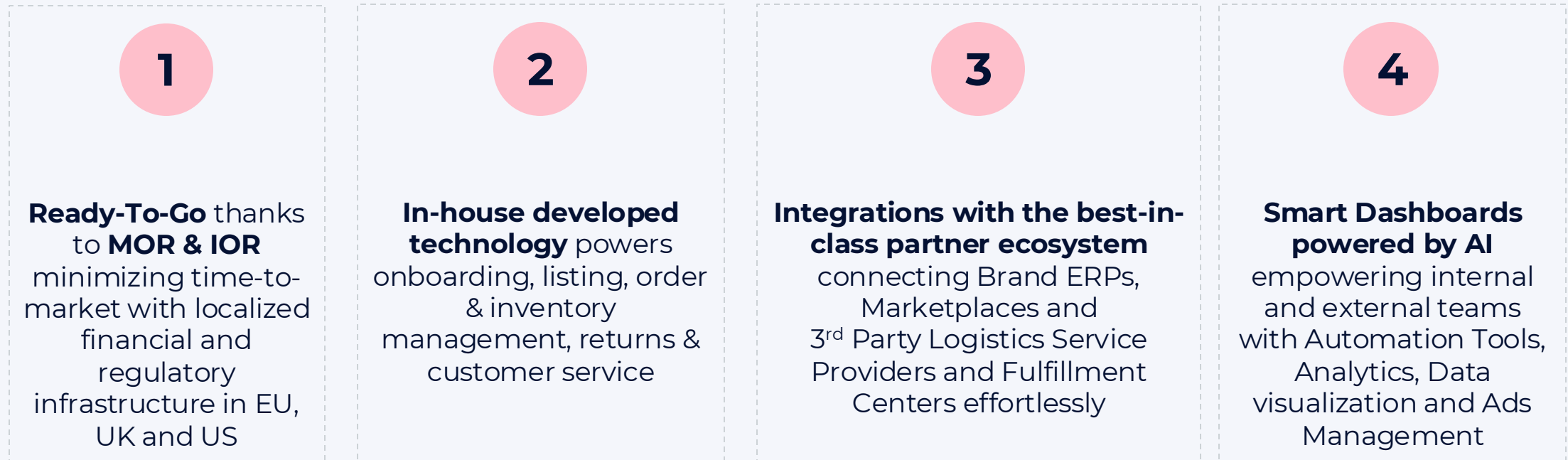| 100	45	10	3
# of sellers applied opening a store	# of sellers listing minimum of 1 product	# of sellers selling at least 1 product	# of sellers selling at least 1 product monthly on a recurring basis

1. Turkey, Brazil, Spain seller funnel, consolidated

megamerchant

Solution: MegaMerchant's End-to-End integrated B2B2C platform to enable and accelerate brands in the global marketplaces

Onboarding & KYC Marketplace analysis and entry

Product Selection & Sourcing

Localized Content & Listing Optimization

Fulfillment & Customer Service

Inventory, Pricing & Campaigns

Branding & Advertising Customer Relations

1

Ready-To-Go thanks to **MOR & IOR** minimizing time-to-market with localized financial and regulatory infrastructure in EU, UK and US

2

In-house developed technology powers onboarding, listing, order & inventory management, returns & customer service

3

Integrations with the best-in-class partner ecosystem connecting Brand ERPs, Marketplaces and 3rd Party Logistics Service Providers and Fulfillment Centers effortlessly

4

Smart Dashboards powered by AI empowering internal and external teams with Automation Tools, Analytics, Data visualization and Ads Management

We Co-invest with Brands into Digital Real Estate

Brands Expansion

1 Start in geography with key strength (Turkish Brands)

2 Target D2C brands across EMEA Region

3 Expand base with SME's & Manufacturers across developing countries

Active Markets
Planned for 2026
Planned for 2027-28

## Network of suppliers and customer markets
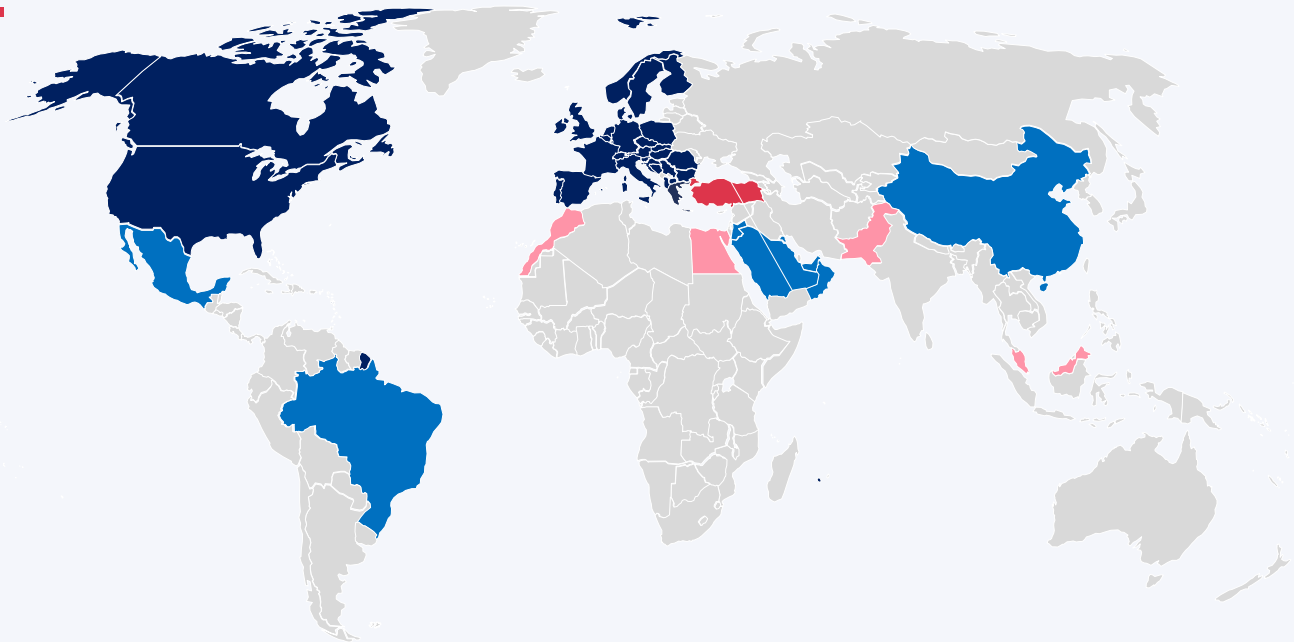
Marketplace Expansion

1 EU, UK, USA, Canada

2 China, Middle East, Brazil

3 Vertical & Specialist Marketplaces

Active Markets
Planned for 2026
Planned for 2027-28

1. Total Addressable Market (TAM): $1.2T – defined as the size of Europe + US e-commerce market
2. Serviceable Addressable Market (SAM): $650B – defined as the share of addressable categories in these markets
3. Serviceable Obtainable Market (SOM): $40B – defined as share of cross-border trade in these categories (outside China) + share from locally sourced markets in addressable categories
Source: Statista, Trademap, E-commerce DB, MegaMerchant analysis

Target Marketplaces: We bet to the top and/or fastest growing marketplaces around the globe, establish strategic partnerships
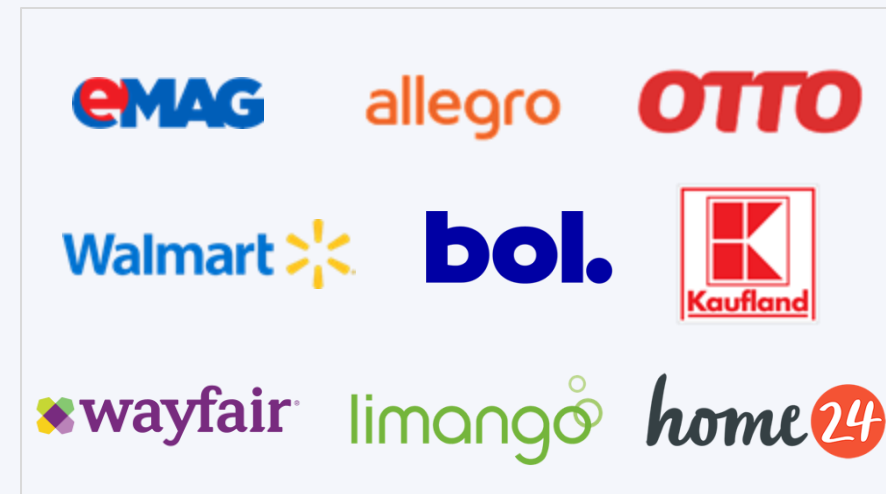
Global Giants
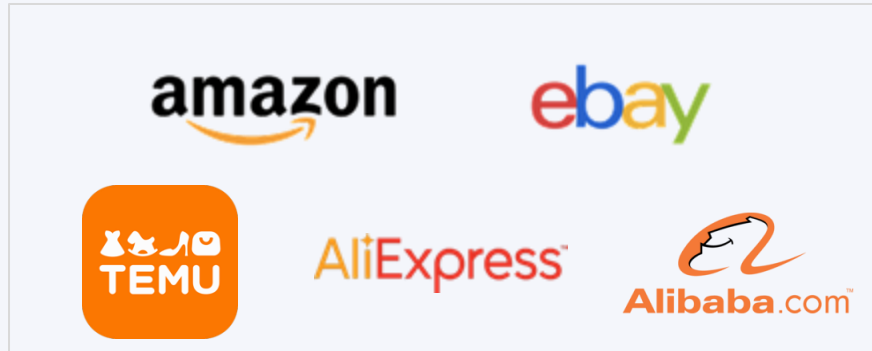
Growth Champions

Fashion Verticals

Local Incumbants

Technology: Unique, in-house developed infrastructure powered by AI boost efficiency and speed for time-to-market

oMega

Nova

+

Onboarding & KYC

Catalog Management

Product & Inventory Management

Marketplace Integration

Order Management

Customer Management

Analytics Dashboard

XML Integration

Brand Portfolio: 100+ active brands across selected categories & brand profiles

Statistics

300+
Brands Served

100+
Active Brands

Brand Portfolio

Private Label

HOME SENSE · DEKORIST Fine home décor · citrine · ocoza

Retail Brands

Hardlines

ENGLISH HOME · Chakra · arzum · Özdilek · ZORLU

Softlines

Selpak · the purest solutions · Uni Baby · cream co.

Fashion

COLIN'S · DAGi · Kiğılı · D'S damat · panço kidswear · TOUCHÉ · SILK AND CASHMERE

Manufacturers

Hardlines

kilim · HOMELKA · HOMENETTE HOME PASSION IN ONLINE · Pukato · DIMA · soydem · KONFOR HALI · MYHOME TEXTILE · CIVTEC CIVATA · luxeva · ttec

Softlines

siveno · hediyesepeti · BEAUTY · Pakten SAĞLIK ÜRÜNLERİ A.Ş. · mineroll · PetRight · Bilge Ojlerk · Silverina · So CHIC...

Fashion

NMW · DANGER · Doctor Junior · C&CITY · ELF PRIVE · JANE'S · DENO KIDS · ARMINE

megamerchant

Government Support: Awarded as the first E-Export Consortium by Türkiye Ministry of Trade, MegaMerchant is eligible to enjoy export incentives

✓ Several manufacturing countries (China, India, Malaysia, etc.) provide incentives to exporters in the local market

✓ In December 2022, it was decided to grant the status of "e-export Consortium" to companies willing to accelerate e-exports in Turkey

✓ MM became the first company to receive the "e-export Consortium" status given by the Ministry of Commerce

✓ MM's e-export business partners will immediately benefit from:
- 50% support in their main expense items
- 70% support in target countries
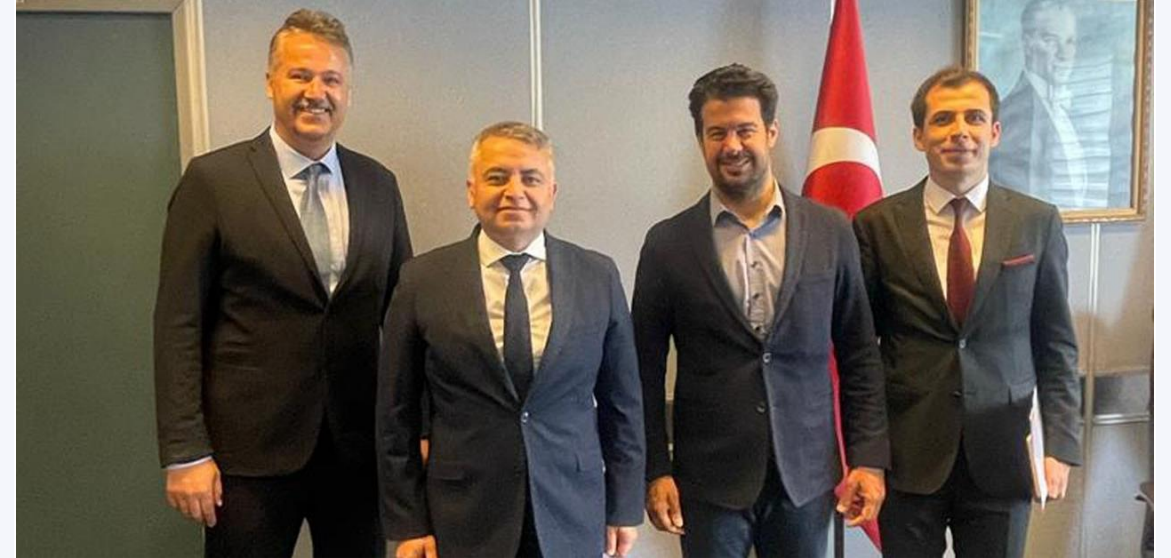
From left to right: Hasan Önal (Head of E-Export at Ministry of Trade), Mehmet Ali Kılıçkaya (Director General of Exports at Ministry of Trade, Yaman Alpata)

The Turkish government fully supports exports by implementing new non-neoliberal policies and providing several incentives and tax benefits

Incentive Categories

Market Entry Expenses	Advertising Expenses	Fulfillment Expenses	Warehouse & Storage Expenses	Marketplace Integration Expenses	Marketplace Commission Expenses

Thank you in advance

Yaman Alpata

Yaman@themegamerchant.com

+90 549 776 4712

themegamerchant.com