Vendor guide

Contents

Purpose of the guide

This Drop Ship Vendor Guide (hereinafter "The Guide") contains specific requirements for Drop Ship deliveries, including, but not limited to, technical requirements for the vendor's IT system, including requirements for delivery notifications and order integration system, as well as requirements for the content on the websites, including requirements for product data and picture format. For the purpose of The Guide, "Drop Ship deliveries" is defined as products which are sold by Salling Group on Salling Group's websites and that are delivered directly to Salling Group's end customers by the vendor.

The vendor is at all times required to comply with the requirements set out in The Guide. Any changes to The Guide can be made, subject to reasonable notice in Salling Group's opinion.

The Guide is an integral part of the signed commercial agreement and accompanying appendices (hereinafter "The Agreement") between the Parties, and must be read in this context.

In case of any inconsistencies between The Agreement and The Guide, the provisions of The Agreement shall prevail.

Business processes

Delivery/Shipment

Salling Group and the vendor must determine whether the logistics cost from DC's warehouse to the customer should be charged to Salling Group's freight agreement or to the vendor's agreement.

<u>1: Salling Group's freight agreement</u>

Salling Group pays all logistics costs arising from the freight partner that Salling Group wishes to use. In these cases, Salling Group is responsible for any damage, loss etc. arising from the release of the package to Salling Group's partner and until delivery to the customer. Any claims or damages proceedings against the carrier will be handled by Salling Group. In the event of loss/non-registration on the carrier's HUB, Salling Group may ask the vendor for documentation that the shipment was shipped from the warehouse.

Salling Group has several logistics partners who can offer various delivery options, including the Click&Collect concept, which is also an option for external vendors. Click&Collect allows the customer to purchase items at Bilka.dk, Føtex.dk and BR.dk and have them delivered to a Click&Collect box at the nearest føtex, Bilka or Netto store.

The use of Click&Collect requires that the product has a maximum weight of 20 kg and maximum dimensions of 60 x 37 x 35 cm. If the package exceeds the stated dimensions, but subject to a maximum 20 kg, the package will be delivered to the store's warehouse; this is referred to as Click&Collect overflow. Note: This functionality is not possible in Netto stores. Click&Collect shipments are covered by the same terms and conditions as those applicable to Drop Ship deliveries. The Salling Group manager and the vendor determine the best freight solution for the commercial agreement.

2: Vendor's freight agreement

Salling Group and the vendor coordinate the logistics setup with the carrier the vendor wishes to use. In these cases, the vendor is responsible for any damage, loss etc. to the package in transit from handover to the vendor's carrier until delivery to the customer.

In case of compensation to the customer/lost/damaged items, Salling Group creates an invoice/direct shipment to the vendor for the purchase price without charging the vendor for freight costs. If the customer requests an exchange/replacement goods, the vendor is obliged to send a new item when Salling Group submits a new order for it.

If shipping is not part of the purchase price, a separate invoice must be sent from the vendor showing shipping only.

Regardless of freight agreement chosen (Salling Groups or your own), the supplier must have or must establish integration to Consignor, as this improves the customer journey and Salling Group tracking capabilities. For further information, please reach out to your contact person at Salling Group.

If the vendor changes the carrier, the vendor need to follow the process below.

Process: Vendor informs 14 days before carrier change with below information to **Ecom-drift, Online Trade Manager/Commercial Analyst and commercial**:

DSV vendor should inform this:

- Vendor change X carrier to X
- Date for change
- Changed lead time? (See below description)
- Changed Cut-off? (Se below description)
- Change in delivery days?
- Carrier-ID for the carrier

If the vendor change transport agreement to Salling Group, the lead time should be one day.

Explanation of Cut-off and Lead Time

Cut-off

Cut-off is the time of day, where the delivery date are shifting one day. If the cut-off is 12:00 o'clock and the vendor receive an order before 12:00 o'clock, the vendor need to pick, pack and ship the order the same day (example with one day in Lead Time). Otherwise, the order is shipped the next day.

Lead Time

Lead Time is the time a vendor need to pick, pack and deliver the order to the customer. If the Lead time is 3 days, the vendor have to deliver the order within 3 days (Or 4 days, if the cut-off time is crossed). Note, if the Salling Group transport agreement is used, the lead time should be one day.

3: Return addresses

Irrespective of the shipping agreement, sender/return addresses for all shipments must be:

Bilka.dk
Peder Oluf Pedersens Vej 15A
DK-8200 Aarhus N

føtex.dk
Peder Oluf Pedersens Vej 15A
DK-8200 Aarhus N

BR.dk
Peder Oluf Pedersens Vej 15A
DK-8200 Aarhus N

The exception to this may be products/oversized items, such as flagpoles, greenhouses, etc. This must be coordinated before starting with Salling Group. These products are collected by the vendor at the customer's own expense.

4: Seller site

It is important that the specific website the item is sold from is shown on the delivery note/shipping note/package label/T&T/emails and text messages that accompany the package to the customer, so that the customer sees the correct website where the item was purchased and so that any rejected shipments go to the Salling Group. Info on the order about seller website is:

EDIfact:
NAD+OF:

Bilka.dk 5790002243981/Føtex.dk 5790002243974/BR.dk 5790002461910

UBL:

Cbc:Name:

Bilka.dk

føtex.dk

BR.dk

The vendor is obliged to notify Salling Group (Customer Service) of any kind of short picks, delay, out of stock events, as well as any other kind of delivery difficulties. The message must be sent to info@bilka.dk, and must contain the following information; a) Order number, b) SG article number or EAN, c) New expected deliver date and d) reason for event. This message must be sent to Salling Group no later than 15.30 on the original expected shipment day.

Track&Trace number is sent via Shipment Advice. See the section on "Integration with Bilka.dk/føtex.dk/BR.dk".

In case of delay, Salling Group is entitled to redress in respect of the vendor's breach of contract pursuant to the stated terms of The Agreement; reference is hereby made to these.

Failure to update Track&Trace and Shipment Advice/Dispatch Advice is determined on an order-by-order basis. If the vendor underperforms, Salling Group is entitled to payment in the following amounts:

Share of orders with Shipment Advice sent and on time	Amount
95,0% - 100,0%	0.- EUR
0,0% - 94,9%	13,50 EUR per delayed or not sent Shipment Advice. Settlement is done on the basis of all orders without or with a delayed shipment advice for the month.

Share of orders with correct and on time Track & Trace information	Amount
95,0% - 100,0%	0.- EUR
0,0% - 94,9%	13,50 EUR per delayed, missing or faulty Track & Trace information. Settlement is done on the basis of all orders with delayed, missing or faulty Track & Trace information for the month.

The total amounts of the two above amounts cannot exceed 1.340.- EUR excl. VAT per month.

Any payments pursuant to this provision does not exclude Salling Group from redress for breach of contract, including claiming compensation in accordance with The Agreement.

Customer notifications – minimum requirements

Salling Group has learned that customers greatly appreciate information about the delivery. Thus, Salling Group has established the scenarios listed below regarding the vendor’s duty of notification. Common to all of the scenarios mentioned below is that end-customers must be provided with “Track and Trace” information.

Please refer to the table below regarding communication with end-customers:

To the greatest extent possible, the vendor is responsible for assessing and taking any necessary actions in order to fulfil the requirements in the above scenario.

Right of cancellation

The vendor is required to fulfil the terms of withdrawal as stated in The Agreement. If the customer wishes to return the product, it must be substantially in the same condition as when it was received, and must be returned in the original and intact packaging. If the customer uses his or her right of withdrawal, Salling Group must be able to return the product to the vendor if it is in its original packaging.

Complaints

The vendor is required to fulfil the terms of complaints as stated in The Agreement. The return agreement with the customer must be coordinated between Salling Group and the vendor. If a standard agreement to this effect is not in place, Salling Group Customer Service will contact the vendor case by case for further clarification.

Consumables and products requiring a licence, which contain a subscription or licence, can only be returned in original unopened packaging. This involves cartridges, phones with a subscription, DVDs, CDs, computer programs, etc.

Requests from Customer Service

The vendor is obligated to provide Salling Group with a relevant email address and phone number where Salling Group's Customer Service is able to reach the vendor. The contact information should be provided to the vendor's usual contacts at Salling Group, and Customer Service at info@bilka.dk should be notified. The vendor is obligated to check any written incoming enquiries every day, just as the vendor must be reachable by phone all working days between 8am and 4pm.

The vendor must answer any enquiry from Salling Group's Customer Service within 24 hours counting from the time the enquiry was received, except weekends and holidays, when the 24 hours are counted starting at 8am the next working day.

If the nature of the enquiry is such that further processing time is required, the vendor must inform Customer Service within 24 hours of an expected timeframe for resolving the issue, and inform Customer Service why the issue cannot be resolved before the deadline.

Closing days

The vendor is responsible for informing SG of closing days in a timely and satisfactory manner.

Therefore, as soon as these are known, notification of closing days should be emailed to: Goodsflowecom@sallinggroup.com

Content production

Content production consists of item creation such as producing videos, brand pages, theme pages and other inspirational designs to enrich the customer's experience when visiting bilka.dk/føtex.dk/br.dk.

In addition, we also work with organic searches along with keyword optimisation of categories at Bilka.dk/føtex.dk/br.dk. This is to ensure traffic when the customers use Google's search engine. Based on these keyword analyses, Salling Group designs texts, category pages, navigation structure, guides and much more for the benefit of Bilka.dk/føtex.dk/br.dk.

The vendor is responsible for ensuring and must ensure that submitted images, videos and text materials are free of or compliant with the rights of third parties and may be used free of charge by the Salling Group, cf. The Agreement.

Images and videos

Product images

All image files must be delivered as .png or .jpg files. The resolution must be as high as possible – at least 2000 pixels each side, and image size must be 500 KB – 2 MB. Furthermore, images must be named in such way that there will be no doubt which product they belong to. If an image is updated or changed, the image name must be changed as well.

A primary cutout image of the item must be provided. This can be with a transparent or white background. It is also useful to provide context photos, close-ups etc. as secondary images.

Videos

Product-specific or category-specific videos can be delivered as a video file (VLC media player (MP4)) or as a link to the manufacturer's/vendor's YouTube channel, where the video is located. Preferably YouTube links.

It is important that a video does not contain material, text, speech etc. that is representative of only one of our web shops.

Text

Product name

The name of the product must be expressive and must contain SEO-optimised text such as brand, size, model and colour. In addition, the names of the items must be standardised across a group of products.

Brief description (subheading)

This is where the specifications, which are used to distinguish between the products, are mentioned. This is the text that will be shown just below the image on the list of products, and the primary purpose of the specifications is to distinguish the products from each other. It is important that this is consistent for all products within a particular product category to help highlight the specifics of each product.

Also, the text must be in Danish.

Long description

This must be formulated as a coherent description of product characteristics and benefits. It is important to make the text as unique as possible to avoid duplicating content from other web shops.

Long descriptions must be in Danish and must contain at least 100 characters, preferably 300+.

A long description is a requirement for all products. If possible, it is an advantage to provide material for category texts, buying guides or other types of guides.

Product specifications

These are set up in the creation scheme with sales-specific attribute columns to make it easy for the creative team to ensure uniform product creation. Products must also include attributes required by law.

It is important that all essential specifications are entered here, and that all specifications are entered for all products. Only in this way can we ensure a high level of data quality across all products in our web shops.

Accessories

If some of the items are complementary items, it is important to enter this in the creation scheme. Only in this way can we ensure that the right products are placed together. It must be clear which products are meant to complement each other.

If relevant, it will be an advantage to connect items that are already created as complementary items. To indicate the complementary item, you can use the item number, GTIN, or link directly to the item or unambiguous model number.

Specification sheet/PDF

Products of a technical nature or products that need to be assembled must contain a data sheet, assembly instructions or similar, as a PDF. Energy label in .jpg or .pdf format, where a legal requirement exists for this.

Product creation requirements

Photos

Requirement	Image files must be in .png or .jpg format. Cutout images without a background (not even a white background) must be sent through as .png
Requirement	Minimum 1 cutout image of the item with a transparent or white background
Requirement	High resolution – at least 2000 pixels each side
Requirement	The image size must be 500 kb – 2 MB
Requirement	The image file is named so that there is no doubt about which product it belongs to

Video

Requirement	All videos must be delivered in the form of a video file, or as a link to the manufacturer's YouTube video where the vendor holds the copyright. Preferably YouTube links. It is important that a video does not contain text, speech etc. that is representative of only one of our web shops. Format: VLC media player (MP4)

Text

Requirement	Text must be in Danish
Requirement	The product name must be significant and understandable to the customer.
Requirement	Long description must contain between 100 and preferably 300+ characters
Requirement	The header must contain an SEO description of the product
Requirement	Short description (subheading) containing the most important specifications must be specified
Requirement	Long description must be a coherent description of the product's characteristics and benefits
Recommendation	All text should, if possible, be unique for Salling Group's websites

Specifications

Requirement	Column setup in the creation scheme (including brand, colour, material)
Requirement	Comprehensive for the product group
Requirement	Standardised across a product group

Accessories

Requirement	If some of the products are complementary products, it is important to enter this in the scheme.

Salling Group requires compliance with the current content production requirements. For noncompliance, Salling Group is entitled to charge a fee of DKK 500 per product view online. The fee will be charged only after Salling Group has pinpointed the error and if it is not corrected within two business days. Any payments pursuant to this provision do not exclude Salling Group from remedy for breach of contract, including claiming compensation in accordance with The Agreement.

Contact information:

Salling Group is always ready to help. If you have any questions, please do not hesitate to contact one of the following:

Bilka.dk
Rosbjergvej 33
DK-8220 Brabrand
Tel. +45 8778 5000
Customer Service: +45 8930 3030
Customer Service: info@bilka.dk

føtex.dk
Rosbjergvej 33
DK-8220 Brabrand
Tel. +45 8778 5000
Customer Service: +45 8930 3030
Customer Service: info@bilka.dk

BR.dk
Rosbjergvej 33
DK-8220 Brabrand
Tel. +45 8778 5000
Customer Service: +45 8930 3030
Customer Service: info@bilka.dk

Salling Group EDI
Technical issues
Supplier Data Collaboration
Consultant, EDI and Lev. integrations
sdc@sallinggroup.com

Back order/short pick contact
info@bilka.dk

Flow of goods contact
Goodsflowecom@sallinggroup.com

Content contact
Category manager responsible for a category

Business matters
Category manager responsible for a category

Technical processes – must be read by IT manager

Note: In cooperation with Truecommerce, Salling Group has created integration (Onetime) capable of handling all required documents (Order, Dispatch, Invoice and Stock Feed) regarding commerce with Bilka.dk/føtex.dk/BR.dk. This solution is produced as a web portal and can be integrated further into the vendor's own IT system, and as this solution is in production, the integration for Salling Group can be completed within an estimated time of 3–4 weeks.

For more information on Onetime: www.truecommerce.com

Contact info for Truecommerce: Customermanagement@truecommerce.com

Note: Truecommerce is an external partner.

Integration with Bilka.dk/føtex.dk/BR.dk:

Integration with Bilka.dk/føtex.dk/BR.dk, also called a drop shipment, is an expanded setup where the vendor sends the products directly to the customer. It is a requirement that the vendor can receive a web order directly into their system (or web portal), after which the vendor can pack and send the order to the customer. An order will be generated and sent directly to the vendor every time an order is placed at Bilka.dk/føtex.dk/BR.dk. The vendor must send a Control/Acknowledgement to confirm that the order has been received by the vendor.

Once the vendor has packed and sent the order to the customer, the vendor is required to send one Shipment Advice per order to Bilka.dk/føtex.dk/BR.dk, which ensures withdrawal from the customer's credit card, and we will be able to receive the vendor's invoice. One invoice per web order must be sent.

<u>The Shipment Advice must always be sent at the time of shipping the order to the customer.</u>

The vendor must send the Track&Trace number via the Shipment Advice so that the customer can track his or her package. Bilka.dk/føtex.dk/BR.dk informs the customer by email when the Shipment Advice is received. If this does not happen, Salling Group will be able to collect payment from the vendor in accordance with the other provisions of The Guide and The Agreement.

The vendor must deliver a stock feed to Salling Group at least once an hour to ensure correct inventory status at Salling Group. This minimises the risk of oversold and undersold items.

All exchanges of documents must be electronic. The format of document exchange is agreed with Bilka.dk/føtex.dk/BR.dk. The vendor is responsible for the setup in their own system, and Bilka.dk/føtex.dk/BR.dk is responsible for setting up internally at Salling Group.

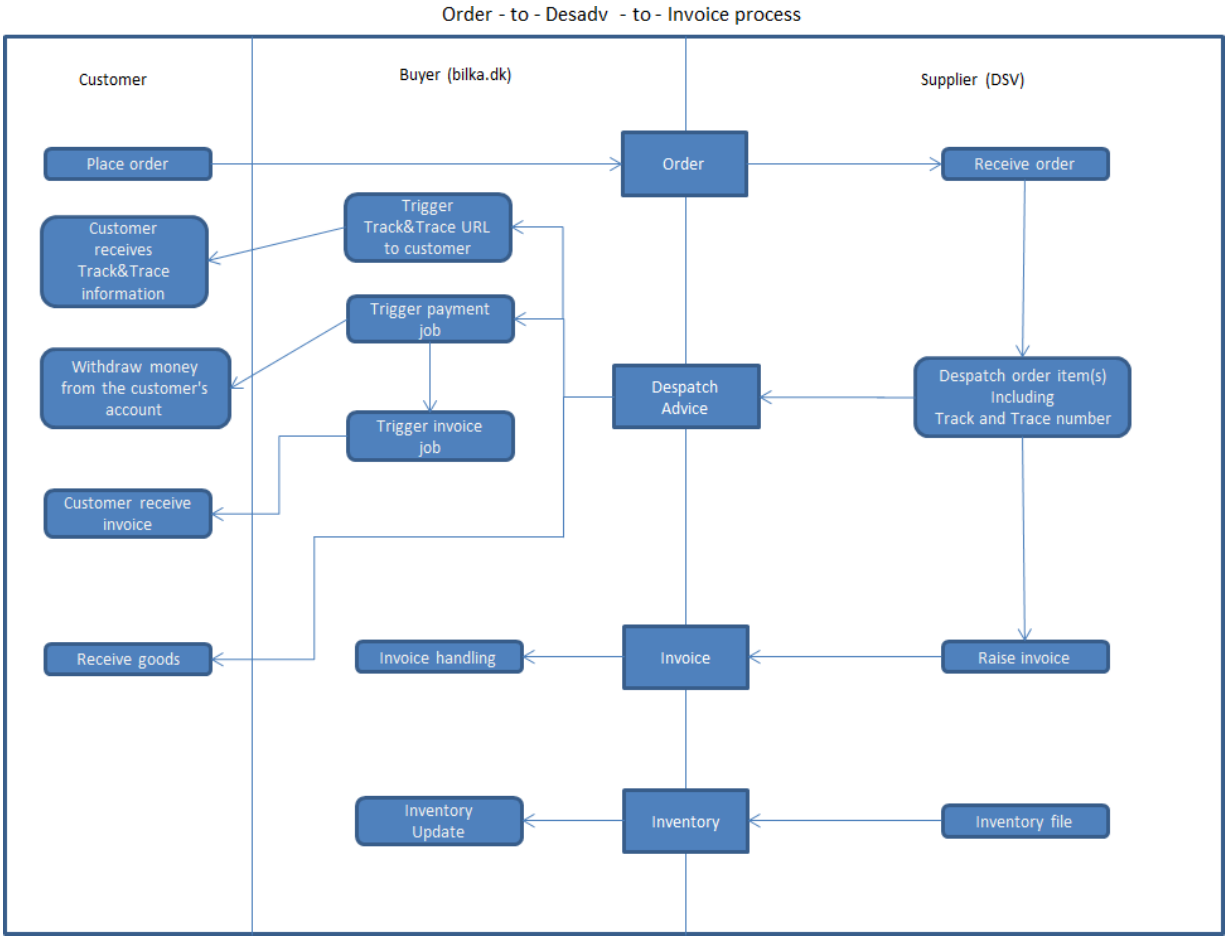
In brief terms, the process looks like this:

1. The vendor must receive a Bilka.dk/føtex.dk/BR.dk web order.
2. The vendor must send a Control/Acknowledgement to confirm that the order has been received by the vendor.
3. The vendor must send one shipment advice back to Bilka.dk/føtex.dk/BR.dk when the order is shipped to the customer.
4. The shipment advice must contain Track&Trace.
5. The vendor must send one invoice per order to Bilka.dk/føtex.dk/BR.dk. (Must not include shipping costs)
6. The vendor sends a stock feed as often as possible.

The implementation of the order integration

Initially, a number of questions will be sent to the vendor (Screening). The answers to these questions form the basis for choosing the correct IT solution, as well as clarifying possible issues. Subsequently, Salling Group contacts the vendor’s IT contact to agree on the technical solution. It is important that the timetable allocates resources for setup and testing of integration throughout the process.

The electronic flow of the order integration



The technical flow of the order integration

The order integration's Technical Part is divided into 4 phases. The web order, shipment advice, invoice and stock feed. All documents are described in detail in the segment descriptions.

1) The web order can be sent in OIOUBL and EDIFACT formats via FTP.
   (EDIFACT can also be sent via VANS). Please note that a web order from Bilka.dk/føtex.dk/BR.dk is different from a regular order from a warehouse. A web order requires customisation in the vendor's system.

2) Bilka.dk/føtex.dk/BR.dk receives the shipment advice in OIOUBL and EDIFACT format via FTP. (EDIFACT can also be received via VANS)
   The shipment advice is important. Only when we receive this file are we able to withdraw the money from the customer's credit card. The shipment advice must be sent at the same time as the order is shipped to the customer. Once the shipment advice has been received, we will be able to accept the vendor's invoice. Bilka.dk/føtex.dk must have one shipment advice per order.

3) Bilka.dk/føtex.dk can receive the invoice as OIOXML or EDIFACT via FTP (EDIFACT via VANS). **The vendor must ship only one invoice per order.**

4) Bilka.dk/føtex.dk must receive the stock feed as .xml or .csv
   To ensure that Bilka.dk/føtex.dk/BR.dk actual stock is accurate on the websites at all times, Bilka.dk/føtex.dk/BR.dk must receive a stock feed from the vendor as often as possible, which automatically updates the inventory.

Order types

There are several different types of orders. All order types will be tested in conjunction with integration to Bilka.dk/føtex.dk/BR.dk. See the StepByStep wizard for further explanation of document exchange.

Single line orders

This refers to an order with just one item line delivered directly to the desired delivery address.

Multiple line orders

This refers to an order with more than one item line delivered directly to the desired delivery address.

Replace order

This is a reorder of an order. The reorder may be due to a lack of delivery or if an item is damaged. Note that the consignment number starts with 9xxxxxxxxxx in a replace order

Click&Collect

Click&Collect requires master data for the products. It is important that Bilka.dk/føtex.dk/BR.dk knows the correct package dimensions, as the system will calculate whether it is possible for the customer to select Click&Collect, and at the same time this will affect the size of the box that is reserved. Since the box has fixed dimensions, the package must comply with these dimensions, which means that special packaging may be required.

The order will indicate if the customer has selected Click&Collect. Pickup location, size of the reserved box, and order code (ParcelID), must be activated when shipping the item.

See attached documentation for elaboration. (folder: *SwipBox package*).

Shipment Advice

ShipmentAdvice/Dispatch flow

The Shipment Advice must be sent as soon as the ordered package has left the vendor. One Shipment Advice must be sent per order. If the Shipment Advice is not received or is incorrect, it will have the effect that our systems will not be updated. This means, among other things, that:

- The customer is not informed regarding shipment from the vendor’s warehouse.
- No invoice can be received.
- Bilka.dk/føtex.dk/BR.dk cannot charge the customer’s credit card as no items have been sent by the system.
- Salling Group’s estimates of financial accounting will not be correct.

Shortpick

Shortpick is when the item cannot be delivered on schedule. Either there is none in stock or there is not enough in stock to match the quantity ordered by the customer.
The actual quantity shipped to the customer must be stated in the Shipment Advice, but this must never exceed the quantity ordered. In other words, if an order includes more than one order line, the order lines not shipped must be updated as 0 EA in the dispatch.

In case of delay or short pick Salling Group must be informed as soon as possible. The message must be sent to info@bilka.dk, and must contain following information; a) Order number, b) SG article number or EAN, c) New expected deliver date and d) reason for event. This message must be sent to info@bilka.dk **no later** than 15.30 on the original expected shipment day.

- Out of stock (+ 14 days) this information should contain; a) SG article number, b) Article name, c) EAN and d) new expected deliver date
- In case of End of Life this information should contain; a) SG article number, b) Article name and c) EAN. This information should be sent to your respective Goodsflow department as well as goodsflowecom@sallinggroup.com and ecomdrift@bilka.dk.

Stock feed

The stock feed must be uploaded to Salling Group FTP in .xml or .csv format defined by Salling Group. The stock is the minimum inventory available to Bilka.dk/føtex.dk/BR.dk until the next stock feed is received.

It is important that, if an item is sold out, an inventory of 0 is sent through before the item is removed from the stock feed.

Catalogue integration with product data

Catalogue integration enables automated import of products directly into Salling Group's e-Commerce system. This requires ongoing delivery of a file containing product data, purchase prices, inventory, product images, along with basic and descriptive product data. See which information is required as a minimum in the section **"Mandatory information in a product catalogue"**.

The main idea of catalogue integration is to eliminate the manual process of product creation, and to link the vendor's IT-system closely with Salling Group's e-Commerce system. This will provide a fast onboarding process for a large amounts of products, e.g. for range expansion/replacement.

In specific categories, it is possible to connect the system to a content provider. Currently, CNET, which primarily covers electronic catalogues, is used as a content provider. In addition, GS1 contributes additional information primarily about food products. A content provider can be used if it is easier for the vendor.

If the following points 1-4 containing technical and data requirements are satisfied and if the product range is suitable for catalogue integration, setup can begin. Order integration (described earlier in this Vendor Guide) is also essential in order to be able to expand to catalogue integration.

If you are interested in a catalogue integration solution, you will need to complete a catalogue screening and send catalogue files to Salling Group to analyse the data, and to evaluate how far the file is from something we can set up and use.

Ask your assigned Online Trade Manager to obtain your screening for catalogue integration.

1. Is the assortment adequate for a catalogue integration?

For a catalogue integration to be relevant, there are different requirements for the assortment.

"The catalogue must consist of a large assortment" – minimum 500 products. However, an exception could be if the range is replaced frequently, or if the vendor's range is online and cannot be bought in stores (and also not via the tablet solution).

"Most of the range is not available in stores". If the vendor's entire range is sold in stores, it cannot be integrated by means of catalogue integration at this time.

2. Mandatory information in a product catalogue

Need-To-Have information **must** be provided before any catalogue integration can be considered. Nice-To-Have should be delivered either through the vendor's product catalogue or using a content provider (electronic), as this information can encourage the customer to make a purchase. In some product areas, Nice-To-Have information will be Need-To-Have information. **Please note that this data must be provided using the attached form.**

Need To Have

- Product name
- Barcode/GTIN
- The vendor's productID
- Product category (as specific as possible)
- Cost price in DKK
- Inventory
- Images compliant with the descriptive guidelines in the section on "Content production"
- Manufacturer
- Manufacturer part number – if relevant
- Product description that complies with descriptive guidelines in the section on "Content production" – must not contain links or video.

Nice To Have

- Product-specific information (e.g. parts in a set, material, size, etc. Must include specifications relevant to the individual product category)
- Logistics dimensions – this enables the option of integration with Click&Collect delivery.

3. Present technical options

Our current setup of catalogue integration can handle the following technical solutions:

- The vendor sends a product catalogue feed to our FTP server
- The vendor sends a stock and price feed to our FTP server
- The vendor must deliver in Salling Group standard stock format – documentation is provided at startup
- The vendor sends images/assets to our FTP server or the vendor delivers URLs for images/assets per SKU

Automatic upload of data to our FTP should be used so that data is delivered consistently in terms of data as well as upload times.

Files cannot be delivered in .zip format.

4. File format and structure of content

On catalogues we are able to handle .csv and .xml file formats. If attributes across categories vary in your product feed, it is preferable that the catalogue is sent to us in .xml format. If it is basically the same attributes that are delivered for all products, we prefer the catalogue in .csv format.

Normally we use the product feed that is available from the vendor and start out from here. If you do not already have a catalogue, we can provide sample .csv and .xml files.

Files cannot be delivered in .zip format.

In a .csv file, one of the following separators must be used:

- TAB
- Semicolon ;
- #

Formatting in product description

In the product description, HTML is very welcome.

Example:

-
-
-
- etc.

There must be no styling included, such as font and font size. There may also be no embedded videos or links. The above applies to both .xml and .csv files.

Product specifications

Product specifications that vary according to product categories must be in an .xml file in separate segments.

Example:

```
<ProductProperties>
    <Property Txt="HeadphoneType">In ear</Property>
    <Property Txt="HeadphoneSuitedFor">Running</Property>
    <Property Txt="HeadphoneSpeakerDiameter"></Property>
</ProductProperties>
```

Assets

Images, videos etc.

Images, videos, assembly instructions, energy labelling, etc. must be provided as metadata. First of all, the asset type must be defined based on these options:

- Image
- Document
- Audio
- Video

If “video” or “audio” is selected, the “content type” must be determined by selecting from the following options:

- Advertising clip
- Corporate clip
- Product presentation/guide

If “document” is selected, the content type must be decided by selecting from the following options:

- Advertising
- Assembly instructions
- Corporate presentation
- Product datasheet

- Product manual/guide
- Safety datasheet

If “image” is selected, two decisions must be made. Content type and shot type/angle.

Content type:

- Retail shot
- Energy rating
- Logo
- Model shot
- Pack shot
- Product group shot

Shot type:

- Front
- Front – Left angle
- Front – Right angle
- Front – Top
- Alternative front
- Back
- Bottom
- Left side
- Right side
- Top

It is important to state asset metadata as accurately as possible so that we can ultimately present our products both attractively and correctly to customers visiting our websites.

5. The weak link in automation – Important!

Changes in the file format

Once the setup is made, **no** changes should be made to the amount or order of data in the catalogue. Content, descriptions, images, etc., can of course always be edited and added at your end, but the file format itself and the directory feed structure are locked after setup.

The consequence of an unannounced change at your end may be that products, prices and inventories can no longer be updated.

Change of data we use in mappings

Once the catalogue is set up, our creation process runs completely automatically and on most SKUs there will be no manual work to do in our systems. This can be done as we make mappings based on the data you initially submitted. A big part of our mapping is based on the **categorisation** you have provided. Based on your categorisation, we can create the products with proper internal reporting, just as we can automatically place the products in the correct category on the site, and any category filters that have been set up allow all products to flow smoothly through the system, just to name a few of the mappings for which we use your category structure. Therefore, if you change your category structure, change the language in which you load the directory, or just generally correct category names, then our automation is broken. In general, such a change will require you to notify your Salling Group contacts so that proactive action can be taken.

The consequence of changes in category structure and names is that we cannot create new products from you. At worst, we may also risk that already created products are removed from our websites. These changes can have major economic consequences, both reflected directly in sales, but also in human resources, to clean up the mess in mappings across systems.