



***D2C Everywhere***<sup>™</sup>  
**Services & Pricing Guide**

**MarketNation, Inc.**  
**Q2 2024**

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# Executive Summary

As an incremental customer acquisition sales channel, MarketNation encourages Brands to make their products available for sale wherever there are consumers, not just at a centralized website. For this reason, MarketNation’s D2C+ backend platform can be used to sell on both traditional marketplaces as well as MarketNation’s own *Brands only*, gated, distributed marketplace, **+Shops**.

With +Shops, MarketNation enables Brands and their Distribution Partners to make their products readily available for sale by Creators & Influencers, Schools & Nonprofits, and Brand.com & Affiliate websites. With +Shops, anyone can be a +Shopkeeper and apply for their own +Shop at <https://plus.shop>. Each +Shop is set up with the Brand’s authorized products and pricing so that they can be easily sold to the +Shopkeeper’s followers, website traffic, and/or community, earning +Shopkeepers a commission on every sale. +Shopkeepers create awareness. MarketNation does everything else.

Pricing for Brands and Distribution Partners comprise two main elements:

- A **Transaction Service Fee (TSF)** which applies to all D2C+ transactions going through the system.
- A **Monthly Subscription Fee (MSF)** which varies according to the *D2C Everywhere* membership level chosen by the Brand.

## Transaction Service Fee (TSF)



For every D2C+ transaction, MarketNation acts as the Merchant-of-Record (MOR). TSF services include marketplace storefront management, inventory management, shipping management, customer service, returns management, vendor reconciliation, tax remittance, etc.. To sum it up, *we do all the hard stuff*.

It’s truly D2C Made Easy™ for D2C Everywhere™. What Shopify is for Retailers, MarketNation is for Brands.

## Monthly Subscription Fee (MSF)

MarketNation’s MSF pricing is based on a *D2C Everywhere* go-to-market strategy where every D2C channel presents its own unique value proposition for the Brand and its consumers. Each membership level provides features that progressively enable the Brand to extend its reach and expand its sales from traditional marketplace to a highly customized and Brand-controlled distributed +Shop Network.

MarketNation offers Brands three levels of membership:

- **Silver**, an entry level program, where we select the products from your catalog and your Distributor manages sales. Inclusion in +Shops is based on availability.
- **Gold**, where we help the Brand and/or its Distribution Partner actively grow its +Shop Network, guaranteeing the Brand’s products are featured in each +Shop.
- **Platinum**, where the Brand manages 1P and/or 3P D2C selling opportunities at a Brand.com website and across the Brand.com +Shop Network.



MarketNation’s pricing is progressive and encourages the Brand to grow its sales by using the D2C+ platform to acquire customers everywhere.

<b>D2C EVERYWHERE™</b>	<b>SILVER*</b>	<b>GOLD</b>	<b>PLATINUM</b>
<b>SUPPLIERS AND INVENTORY SOURCES</b>			
MN Distribution Partner (D&H, EMG, Segue, etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Brand's Own Warehouse / 3PL Partner (D&H, etc.)*	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Margin Maximizer via Multi-sourcing	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>TRADITIONAL MARKETPLACES</b>			
MN Marketplace Partners (Amazon, eBay, Walmart, etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Additional Marketplace(s)*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>DISTRIBUTED +SHOP NETWORK</b>			
D2C+ User Login and Sales Reporting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
+Shop Catalog Inclusion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
+Shop Network Promotion & Placement	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
+Shop Network (@Brand.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>ACCOUNT MANAGEMENT &amp; SUPPORT</b>			
Customer Service & Returns Management	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
+Shop Network (K-12, Nonprofits, Influencers, etc.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
+Shop Network (@Brand.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

\* Additional integration fees may apply

## Pricing Table




MarketNation's pricing encourages Brands to take advantage of the feature-rich Gold and Platinum membership levels; upgrading to these programs enable the Brand to grow its sales beyond traditional marketplaces and fully leverage the benefits offered by the +Shop Network. By using the D2C+ platform for *D2C Everywhere*, the Brand increases its sales volume and benefits from a reduced Transaction Service Fee (TSF).

 		
MEMBERSHIP LEVEL	TRANSACTION SERVICE FEE (TSF)	MONTHLY SUBSCRIPTION FEE (MSF)
SILVER *	7.0%	\$0*
<b>GOLD</b>	6.0%	\$5,000
<b>PLATINUM</b>	5.0%	\$10,000

\* MSF paid by Distribution Partner

## Non-MarketNation Selling Costs

MarketNation's Transaction Service Fee (TSF) does not include all the costs and fees in a margin stack when selling D2C in traditional marketplaces or across +Shops.

			
<b>CHANNEL COSTS</b>			
Marketplace Fee		0%	6% - 15%
Distribution Fee		3% - 10%	3% - 10%
Shipping		3% - 10%	3% - 10%
MarketNation Transaction Service Fee (TSF)		5%*	5%
Payment Processing Fee		3%	0%
<b>Total Channel Costs</b>		<b>14% - 28%</b>	<b>17% - 40%</b>
<b>MARKETING COSTS</b>			
+Shopkeeper Commission or +Points		5%**	0%
Advertising Costs (Search + Display)		0%	5% - 20%
<b>Total Marketing Costs</b>		<b>5%</b>	<b>5% - 20%</b>
<b>TOTAL COSTS</b>		<b>19% - 33%</b>	<b>22% - 60%</b>

\* The greater of 5% or \$2.50  
 \*\* MarketNation recommends a minimum of 5%