

Connect with millions of Korean goods

Korean product sourcing for your business

2011. 07. 01

Ebay Korea Global Shopping



Introduction of Gmarket

What is Gmarket English Shop?

Why Gmarket

Business opportunities

Contact



Gmarket History

2009 Taken over by Ebay company , became Ebay Gmarket

'Gmarket Giving Works' accumulate donation reaches 10 billion won

2006 **Gmarket English shop opens**

2006 Listed on NASDAQ

2004 Attracting investment from the Oak Investment Partners

2003 www.gmarket.co.kr opens

2000 Gmarket registered for corporate name



At Gmarket,

**KW
20
billion**

In merchandise
traded everyday



**2.5
million**

Shoppers visit
the site everyday

**0.9
million**

Different items
are sold daily



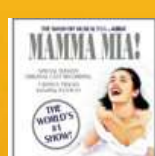
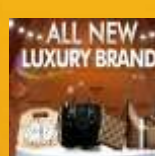


9 million

different items traded in

1000

categories daily

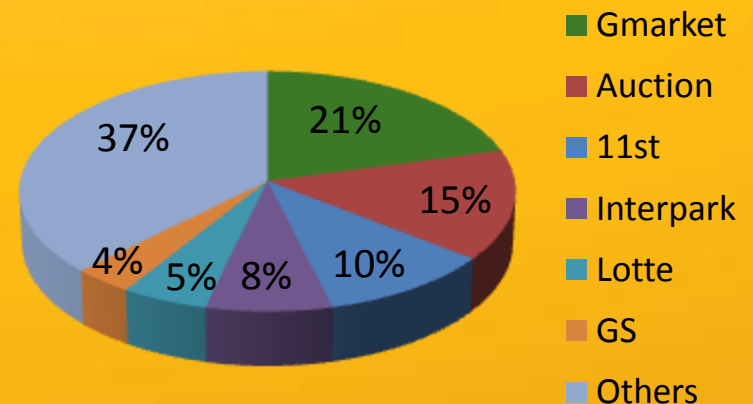


Gmarket is the No.1 e-commerce in Korea

- 2005, Gmarket became the largest e-commerce company in Korea.
- Until now, Gmarket remained No.1 for more than 6 years



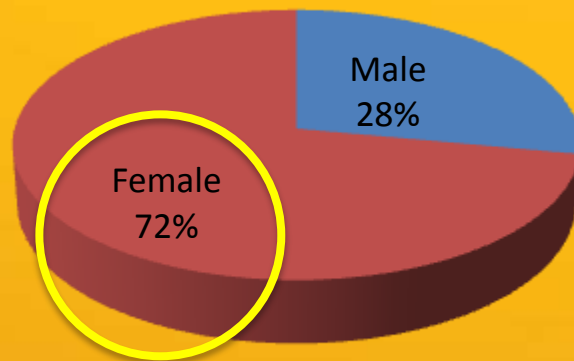
Market share



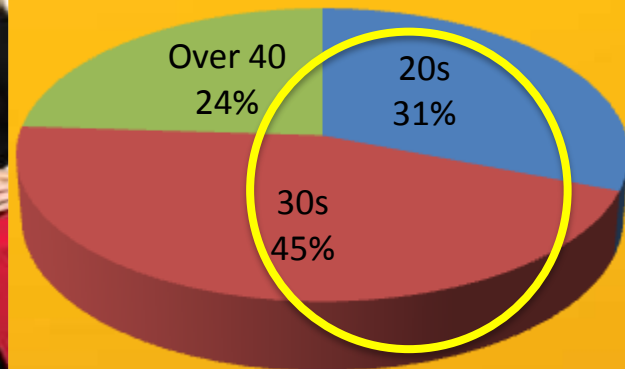
Who are buying at Gmarket

- 57% of users are female, 20s and 30s
- Young-mid aged, trendy, fashionable and online proficient

Gender

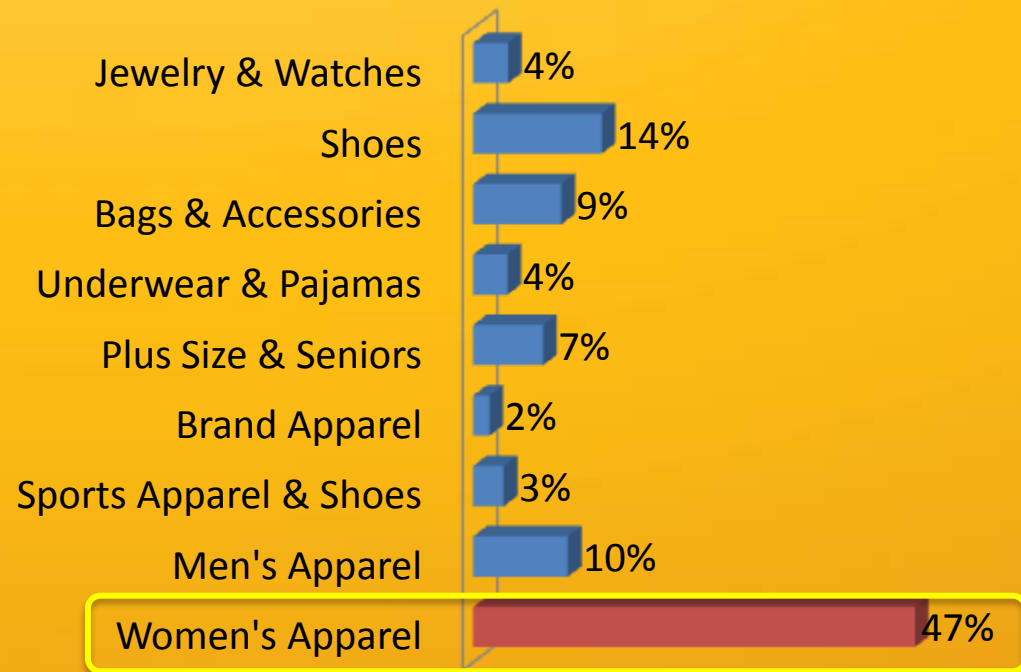
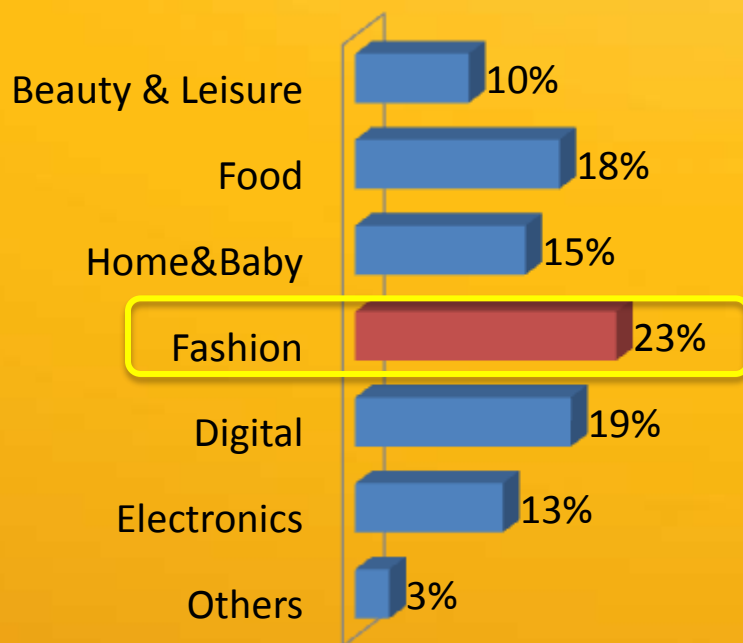


Age



What they are buying at Gmarket

- Fashion is the best selling category in Gmarket
- Women's apparel occupies 47% of Fashion Category



Why Gmarket is the most popular marketplace in Korea?

	Rational	Emotional
Goods	<ul style="list-style-type: none">• Variety of items• Competitive price	<ul style="list-style-type: none">• Can find everything in Gmarket
Fashion	<ul style="list-style-type: none">• Latest fashion• Low price and high quality	<ul style="list-style-type: none">• Stay trendy• Gmarket stands for the fashion icon in Korea
Service	<ul style="list-style-type: none">• Secured payment system• Quality services	<ul style="list-style-type: none">• Feel convenient to use• Save time by online shopping
Promotion & Rewards	<ul style="list-style-type: none">• Get discounts• Benefits (bonus points, free delivery etc.)	<ul style="list-style-type: none">• Cheapest way to buy• Have fun and enjoy shopping



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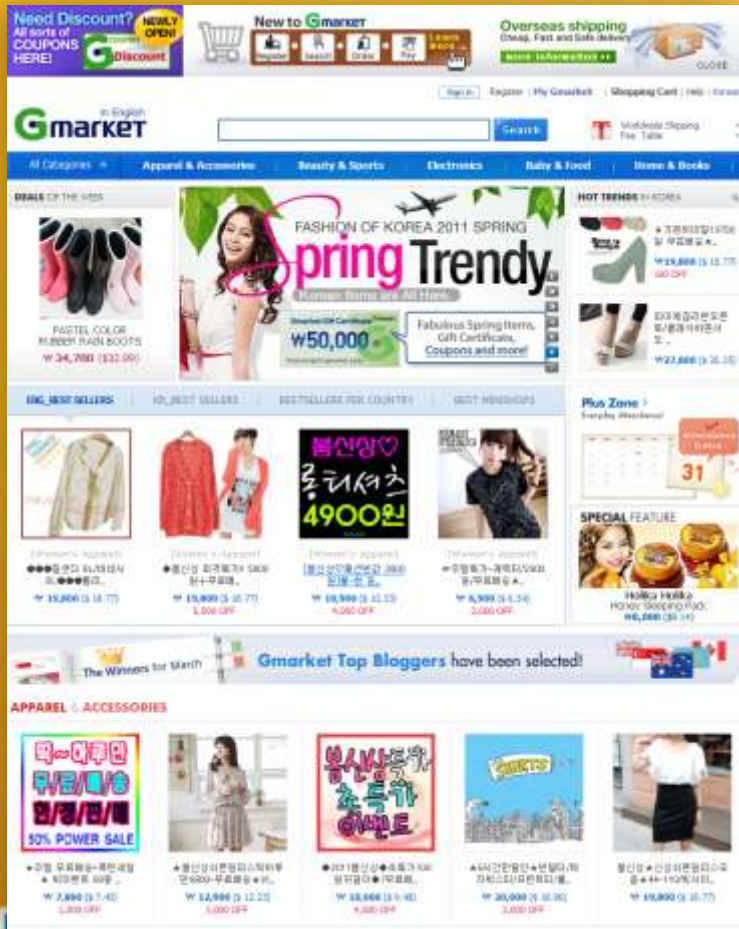
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What is Gmarket English Shop?

- The only English marketplace for foreigners in Korea



Features

✓ English Service (Google Translate integrated)

✓ International payment methods

✓ Overseas shipping

✓ Events & discount coupons

✓ Rewards program

✓ Social networks (Facebook, Twitter)



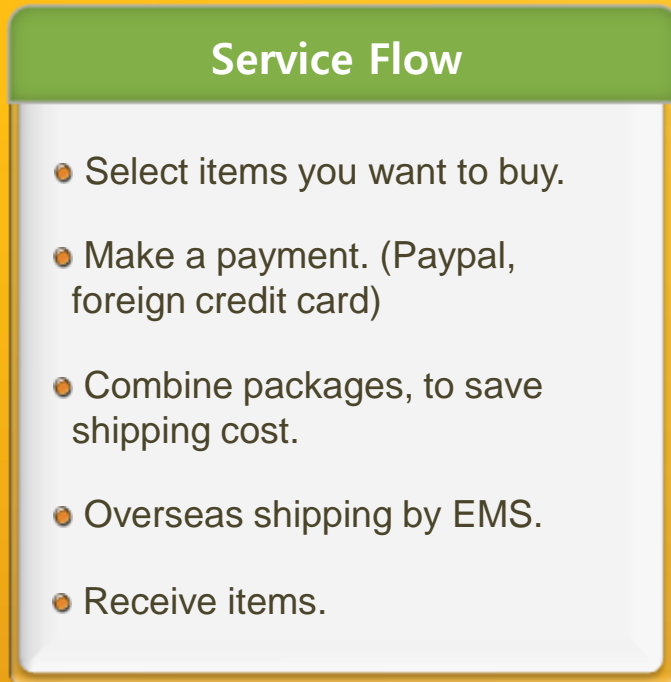
facebook.com/GmarketGlobal
twitter.com/gmarketglobal

English.gmarket.co.kr



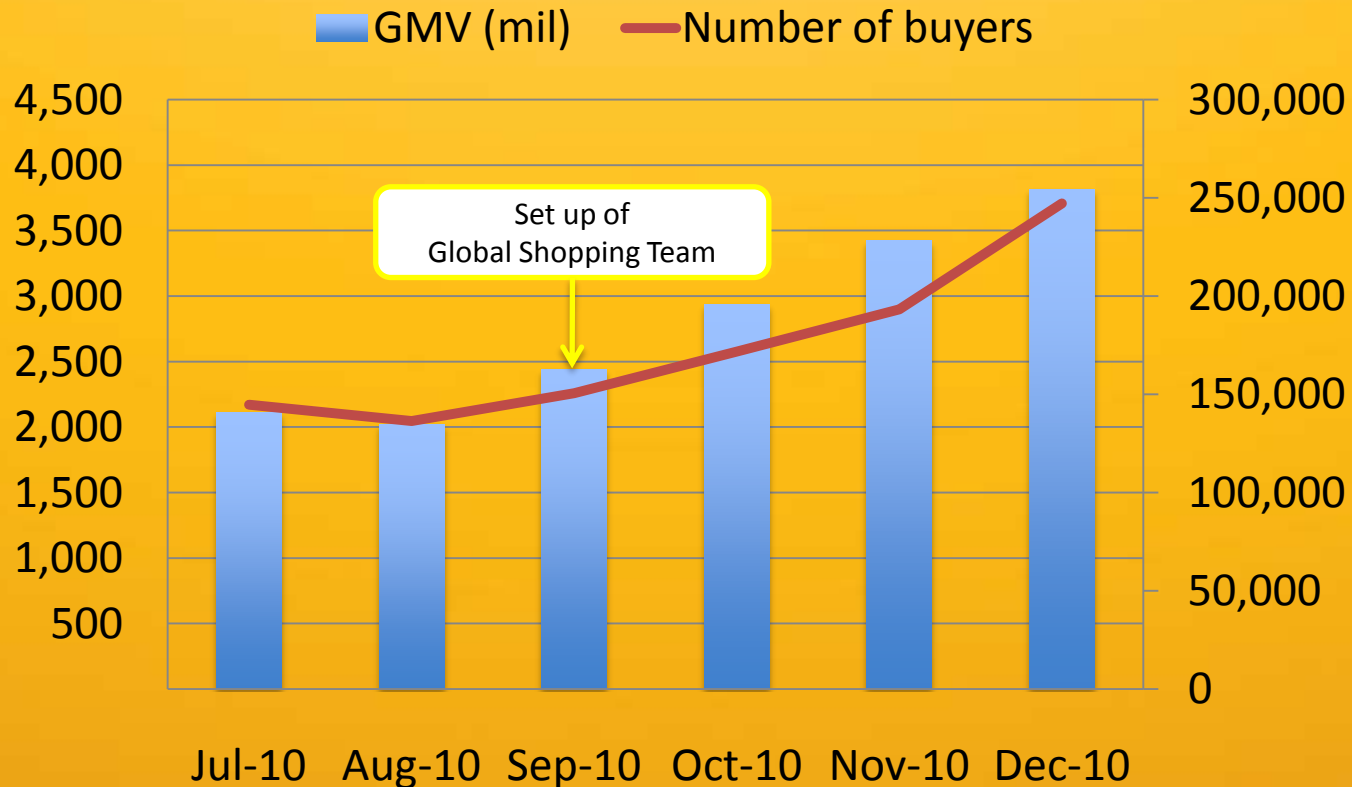
How to shop in Gmarket English shop

- International payment methods are provided.
- Overseas shipping to 70 countries worldwide available



Gmarket English shop grows rapidly

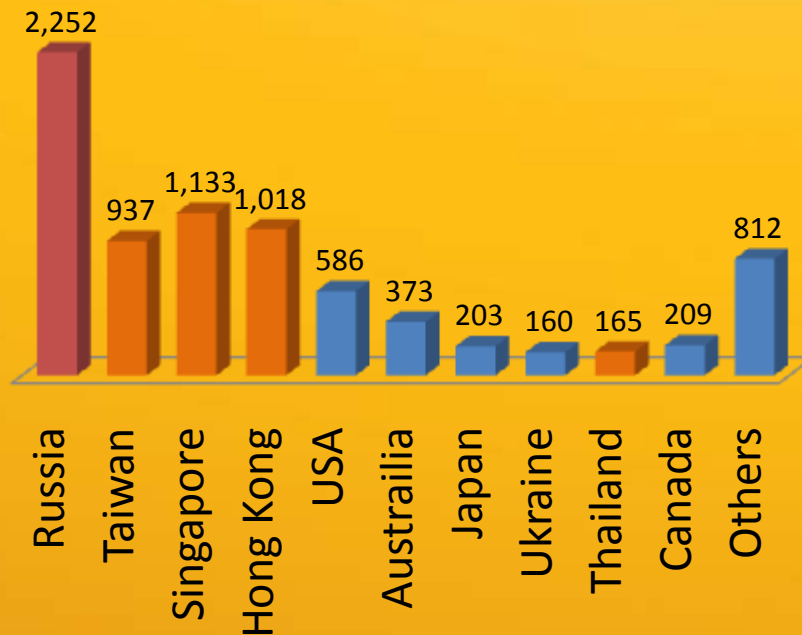
- Number of buyers and GMV are increasing



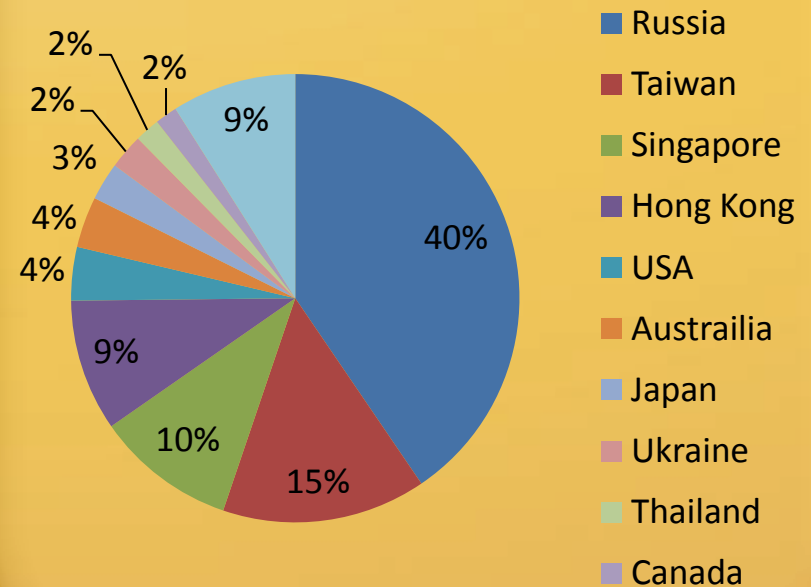
Which countries are buying in Gmarket?

- 40% of purchase is made in Russia and 36% from Greater China.

Number of buyers



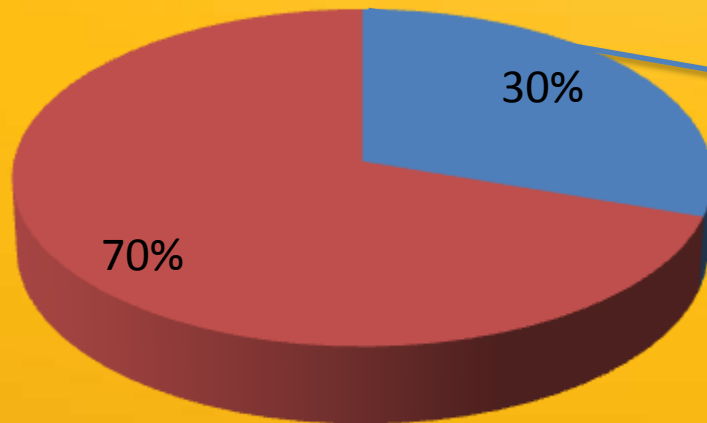
GMV by countries



Categories Available for Worldwide Shipping

- Most categories can be shipped worldwide.

6,621 Categories



■ Not Available ■ Available

Items Not Available

- Furniture (ex: bed, table, sofa, chair)
- Food (ex: Juice, Jam, pet food)
- Electronics (ex: TV, PC, camera)
- Musical Instruments (ex: piano, guitar)
- Golf (ex: golf bag, driver, iron)
- Plant (ex: Flower, Herb)

Who shops at Gmarket English Shop

- Young professionals interested in trendy Korean fashion
- Those who look for low price and high quality Korean goods

Individuals

- Love Korean fashion and cultures.
- Stay trendy.
- Have a international perspective.
- Speak English.



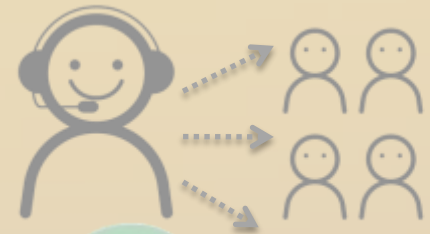
Group purchasers

- Interested in fashion and trends.
- Get information through fashion-related blogs and forums
- Want to save the shipping cost by group orders.
- Not familiar with English.



Resellers

- Own the online shopping mall or offline shop.
- Purchase for reselling
- Import small quantity.



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Why Gmarket

- The Korea's most trusted marketplace
- High quality and stylish Korean products

Reliable

- Number one marketplace in Korea
- Secured payment system. (Paypal integrated)

Cost Efficient

- High quality fashion items at lowest prices
- The only combined package service in Korea
- 25% off overseas shipping fee than EMS regular prices

Convenient

- Fast and safe global internet shopping (door-to-door)
- EMS Tracking available



Why Gmarket

- Rewards program offers discounts and benefits.

Discount & benefits

• Daily discount coupons

- Download coupons every day
- Percentage rate: up to 10% off

• Membership benefits

- Monthly benefits provided on member's grade
- Member's grade determined by monthly spending
- Grades divided as SVIP, VIP, Gold, Silver & New
- Download coupon, up to 20% off
- 10% off coupon for new registers
- Free delivery coupon for return or exchange
- Shopping Support Reward program: Up to 50K KRW supported.



Discount coupons



My benefit zone

Grade	Benefit 1	Benefit 2	Benefit 3	Benefit 4
SVIP	₩2,000	10%	FREE RETURN	₩50,000
GOLD	₩1,000	7%	FREE RETURN	₩50,000
SILVER	₩500	5%	FREE RETURN	₩50,000
NEW	₩300	3%	FREE RETURN	₩50,000



Why Gmarket

- Provides special advantages for resellers

1. Exclusive Customer Care

- Exclusive customer support
- Live chat – available from 9am to 6pm, GMT+9)

2. Importer Coupon Books

- Earn 3 coupon books in a month
- Each coupon books consisted of 21 coupons
- Super coupons and categories coupons included

3. Int'l shipping fee discount

- Every month earn 4% cash-back of total shipping fee paid



Importer's Lounge
Become a member of our importer lounge, and get more benefits. [Enter the lounge](#)

Are You **Selling Korean goods** In Your Country?

[Apply now](#)

Become a member of our importer lounge, and get more benefits.
• Business customer only
• Free membership

Benefit 01 Exclusive Customer Care **Benefit 02** Discount Coupons **Benefit 03** Int'l shipping fee discount

The more you buy, the more benefits you get

Benefit Level	New members applied to the importer lounge Purchase for all	Importer	Heavy Importer
Monthly spend	None	US\$2000 \$/HK\$ = US\$1000 \$/HK\$	Over US\$2000 \$/HK\$
Exclusive Customer Care • Exclusive customer support • Live chat – available from 9am to 6pm, GMT+9)	○ (3 month trial)	○	○
Importer Coupon Books • Earn 3 coupon books every month. • Each coupon books consisted of 21 coupons. • Super coupons and categories coupons included.		○	○
Int'l shipping fee discount • Every month earn up to the cash-back of total shipping fee paid.			○

• Benefits provided depending on total monthly spend.
• Monthly spend limited to order orders only.

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Gmarket offers business opportunities of selling millions of fabulous Korean items

Partner Requirements



Gmarket Support



Large Business

- Portal website or online shopping mall
- Gmarket API integration
- Translation
- Price in its own currency
- CS support

- Gmarket logo design provided for use
- Co-work with Gmarket integration team
- Revenue share (negotiable)
- Marketing support
- Co-promotion

Small/Medium Business

- Buying agency or online shopping mall
- Scraping Gmarket items to own website
- Translation
- Price in its own currency
- CS support

- Gmarket logo design provided for use
- Revenue share (negotiable)
- Marketing support
- Co-promotion

Community

- Fashion or shopping related community
- Gmarket information posting
- Group buying

- Co-promotion
- Event support (prize, gift certificate, coupons etc.)
- Information share



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Ebay Gmarket Global Shopping Team

Susan Joo

Foreign Business Manager

njoo@ebay.com



Co-marketing & promotions

Gmarket ENGLISH SHOP

01 Gift Certificate 02 Business membership 03 More prizes

FASHION OF KOREA 2011 SPRING
Spring Trendy
Korean Items are All Here!

T-shirt, Scarf, Dress, Cardigan, Handbag, High-heeled shoes

低价高质——韩国服饰, 化妆品, 还有更多

从中国一网购尽

Gmarket 携手 **PayPal**
an eBay company

现接受银联卡付款
VISA, MASTERCARD, BANK

为何选择 Gmarket 和 PayPal?

<p>Gmarket</p> <ul style="list-style-type: none"> 韩国人气最佳的网上购物平台 安全交易, 售后有保障 <p>立即注册 Gmarket (English) > 浏览 Gmarket 店铺 ></p>	<p>PayPal</p> <ul style="list-style-type: none"> 全球用户最佳的在线支付方式 安全, 方便, 快捷 <p>立即注册 PayPal 账户 > 如不熟悉 PayPal 请单击 > PayPal 常见问题 ></p>
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时尚高质 人民币 **88** 元起
品牌礼服 人民币 **116** 元起

OUTER TOP PANTS DRESS

Great Spring! SALE

Best Gmarket Deal Today!

<p>DEALS OF THE WEEK</p> <p>Mid's Choice</p> <p>₩1,000 off</p>	<p>PLAY G-LOTTO</p> <p>LOTTO</p>	<p>PLUS ZONE</p> <p>Free Delivery</p>	<p>MY BENEFIT ZONE</p> <p>FREE RETURN</p>
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Overseas shipping event

Bravo Gmarket

Gmarket's The ONLY Open Market in Korea

Benefit

- Lowest shipping fee
- International Combined shipping
- Package tracking service
- Day to door service

Click Here! Fashion Beauty Daily & utilities h-joy

1 Discount coupon Event

01. Download discount coupon

<p>10% off</p> <p>₩50,000 off Purchase & purchase over ₩1,000 off</p> <p>Download</p>	<p>2,000 off</p> <p>₩2,000 off Purchase & purchase over ₩2,000 off</p> <p>Download</p>
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Event: All above coupons can be used for overseas shipping order only.
Download period: 14. Oct. 2010 ~ 12. Nov. 2010

G-Dragon's recommendation for

YEAR-END PARTY

Overseas shipping event. Download: 12.9.2010 ~ 12.2011

ARE YOU READY TO PARTY?

For the year-end party, there are 3 Gmarket Selection items for you to choose from. If you choose the wrong color and size, and another lady who gets a free gift.

<p>BLACK</p> <p>Black dress</p>	<p>GOLD</p> <p>Gold dress</p>	<p>RED</p> <p>Red dress</p>
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Blogs and communities worldwide



Thank you.

