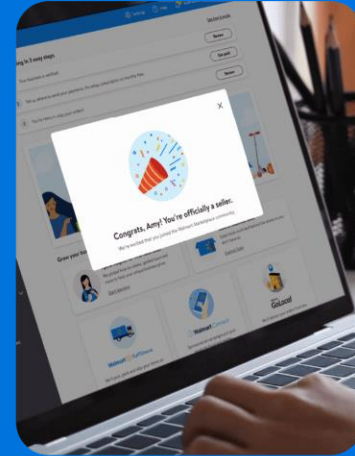




Walmart  Marketplace

Building Bridges
to the US Market





Walmart is a **people-led,**
tech-powered
omnichannel retailer
helping people to **save**
money and live better.

POWER OF WALMART

The World Shops with Walmart

\$100B

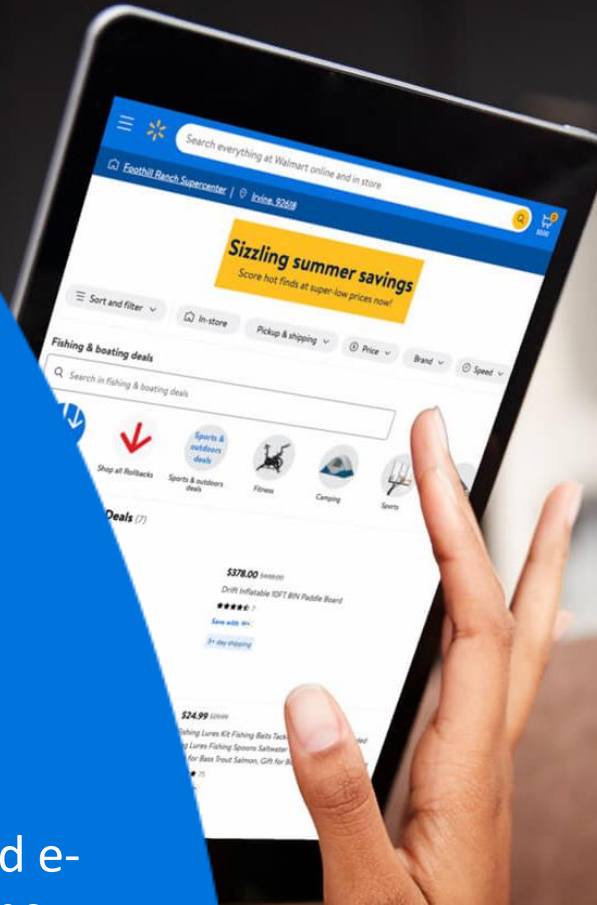
in global e-commerce sales in FY24

255M

customers shop our stores and e-commerce channels around the world each week in 19 countries

90%

of the U.S. population lives within 10 miles of a Walmart store



Section 1

Marketplace Overview

We are growing fast. Let's grow together!

There's no better time to **leverage the power** of our household brand name and **industry-leading innovation**. Our numbers speak for themselves.



45%

Jump in Walmart U.S.
Marketplace revenue in
FY24



120M

Walmart.com
unique monthly
visitors²



4,600+

U.S. stores combined with
thriving digital channels
unlock multiple paths for
growth

Benefit from a lucrative audience of frequent shoppers and repeat customers

Walmart has loyal customers, and our sellers can see the effects of this reflected in their performance when they join our Marketplace.

85% of Walmart.com shoppers make at least one online purchase per month¹

39% of Walmart.com shoppers make at least one online purchase per week¹

Broaden your reach. Sell beyond the border.

U.S. sellers can sell their products internationally through Marketplaces like **Walmart.ca** and **Walmart.com.mx** and **lider.cl**. And it doesn't stop there.

Simplified Cross-Border solutions through **WFS** and fulfillment partnerships.

Marketplace Growth Opportunities

- **Walmart US Marketplace**
- **Walmart Mexico Marketplace**
- **Walmart Canada Marketplace**
- **Walmart Chile Marketplace**



Add multiple markets with **Global Seller Experience**

Welcome!

Start selling to millions in a few simple steps.

Get set up for success in any market

Start selling in the Canada, then add more markets with the same account.



Add market details

Provide additional information specific to the Canada market.

[View](#)

Done



Manage fulfillment

Select the best delivery methods for your business.

[View](#)

Done



Get paid, your way

Tell us where to send payments for your verified business.

[Set up payments](#)



Anti-money laundering check

Complete the questionnaire for review.

Done

Section 2

International Seller Success

Tools for Seller Success

How to maximize sales on Walmart.com



Defy the limits to scaling your business with WFS

Accelerate your growth with a low-cost, fuss-free fulfillment solution you can trust.

Walmart Fulfillment Services (WFS) empowers domestic and international sellers to tap into one of the world's largest supply chains and access **inventory storage, prep services, 2-day shipping***, returns, seamless customer service, Fulfilled by Walmart, and **Walmart+ tags**.

Walmart first-party data 10/2022 - 01/2023, *Only sortable items

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15%

Costs less than competitors*

66%

of our Top 500 sellers are enrolled in WFS

50%

GMV growth, Fulfilled by Walmart & 2-day shipping

Walmart Fulfillment Services: Your amazing products, our world class supply chain



Ship your inventory to a
WFS fulfillment center.

Small parcel and Less Than Truckload (LTL) inbound shipping at Walmart pricing is available to all WFS sellers.



We **store, pick, pack,**
and **ship** orders.

Prep as a Service is available at receiving, as needed.



Two-day delivery to 100%
of the contiguous states.*



Handle **Customer Care**
& **returns** (in store or
home pickup).

WFS is a B2B platform for 3rd party Marketplace sellers to outsource fulfillment needs to Walmart.

*Non-peak periods

PROPRIETARY & CONFIDENTIAL

Simple pricing No hidden fees

With no inventory minimums or maximums, WFS gives you the freedom to choose how you scale your business

- Estimate your fees using **WFS Calculator**
- **Monthly Storage Fees***
- Fulfillment fees based on item weight
- Add on services also available

Calculate Your Fees



*Fixed monthly storage fees are available and additional fees apply to oversized items.



Focus on growing your business; let us handle the rest

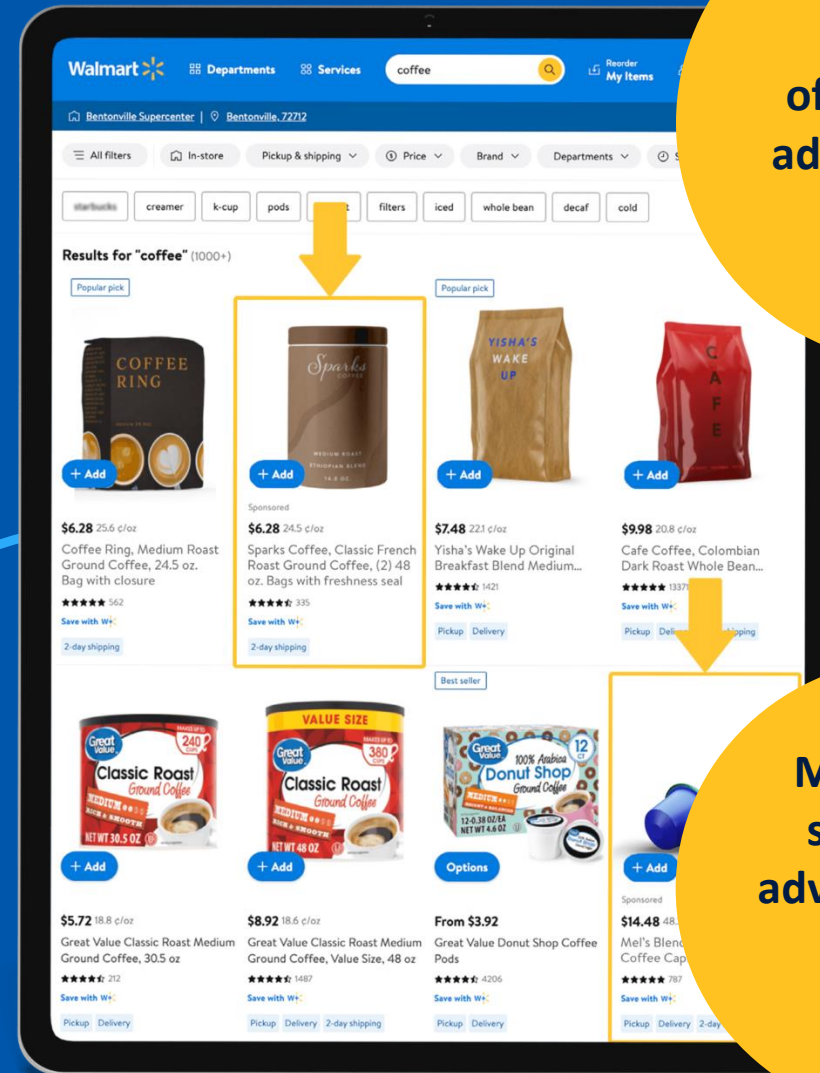
WFS requirements:

- Capable of shipping to Walmart fulfillment centers within the contiguous U.S.
- An assortment that includes best sellers, premium brands and items not already listed on Walmart.com, or items that meet our guidelines, including big and bulky items
- No perishable or regulated products that require temperature control
- Up to 500 lbs.
- Maximum dimensions of 120" x 105" x 93"

Walmart Connect. More than media.

Walmart customers are searching—we can help them find you.

Sponsored Search advertising from **Walmart Connect** gets your brand and products in front of customers actively searching and browsing Walmart's site and app. You only pay when customers click your ad.



83%
of top sellers
advertise with
Walmart
Connect

Marketplace
sellers who
advertise see an
average
4:1 ROAS

Walmart Brand Portal

Protect your brand, focus on growth

We built the Walmart Brand Portal with the goal to enable rights owners to better manage and protect their intellectual property rights on [Walmart.com](https://www.walmart.com), and to build a trusted online platform for our customers.

Brand Owners from Canada, India, Hong Kong, UK, Germany, Turkey, Japan and Mexico **with USPTO** can apply to join Brand Portal.

New Benefit:
Build your own shop on Walmart.com



Manage everything effortlessly

We've designed the Walmart Brand Portal to be an easy-to-use unified hub for managing your registered brands, intellectual property claims, and authorized representatives.

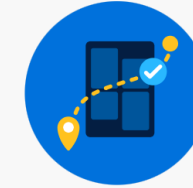
[Learn More](#)



Protect your brand

Submit intellectual property claims using a simple form.

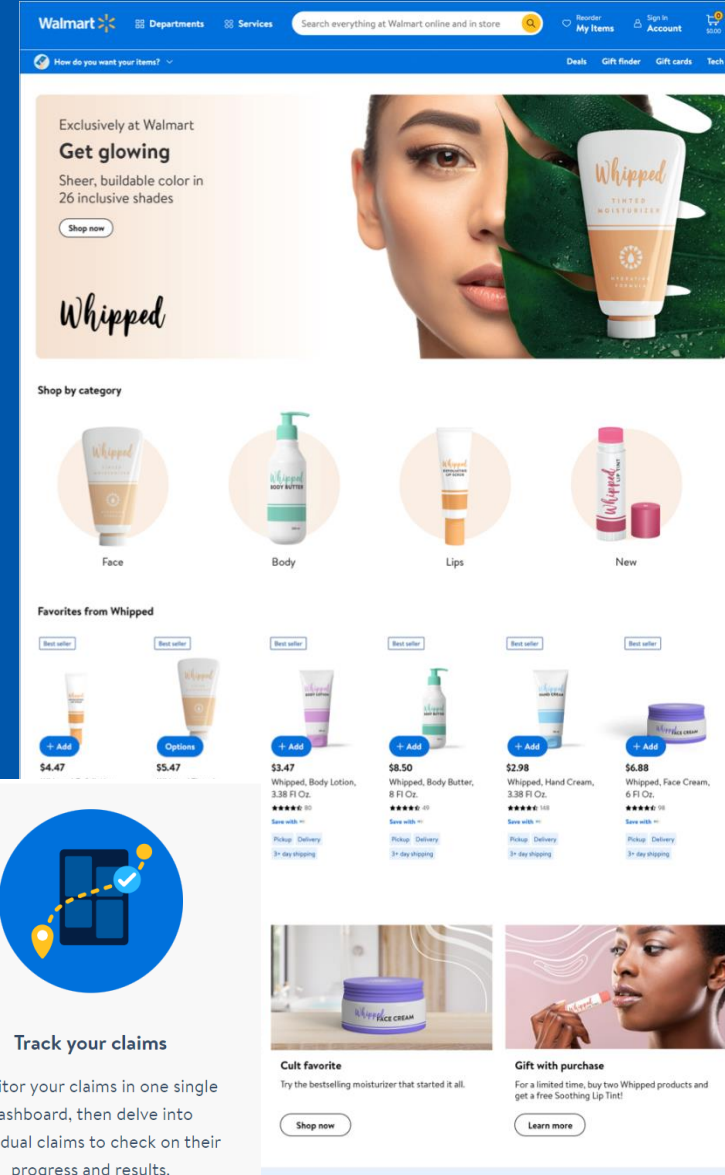
[Learn More](#)



Track your claims

Monitor your claims in one single dashboard, then delve into individual claims to check on their progress and results.

[Learn More](#)

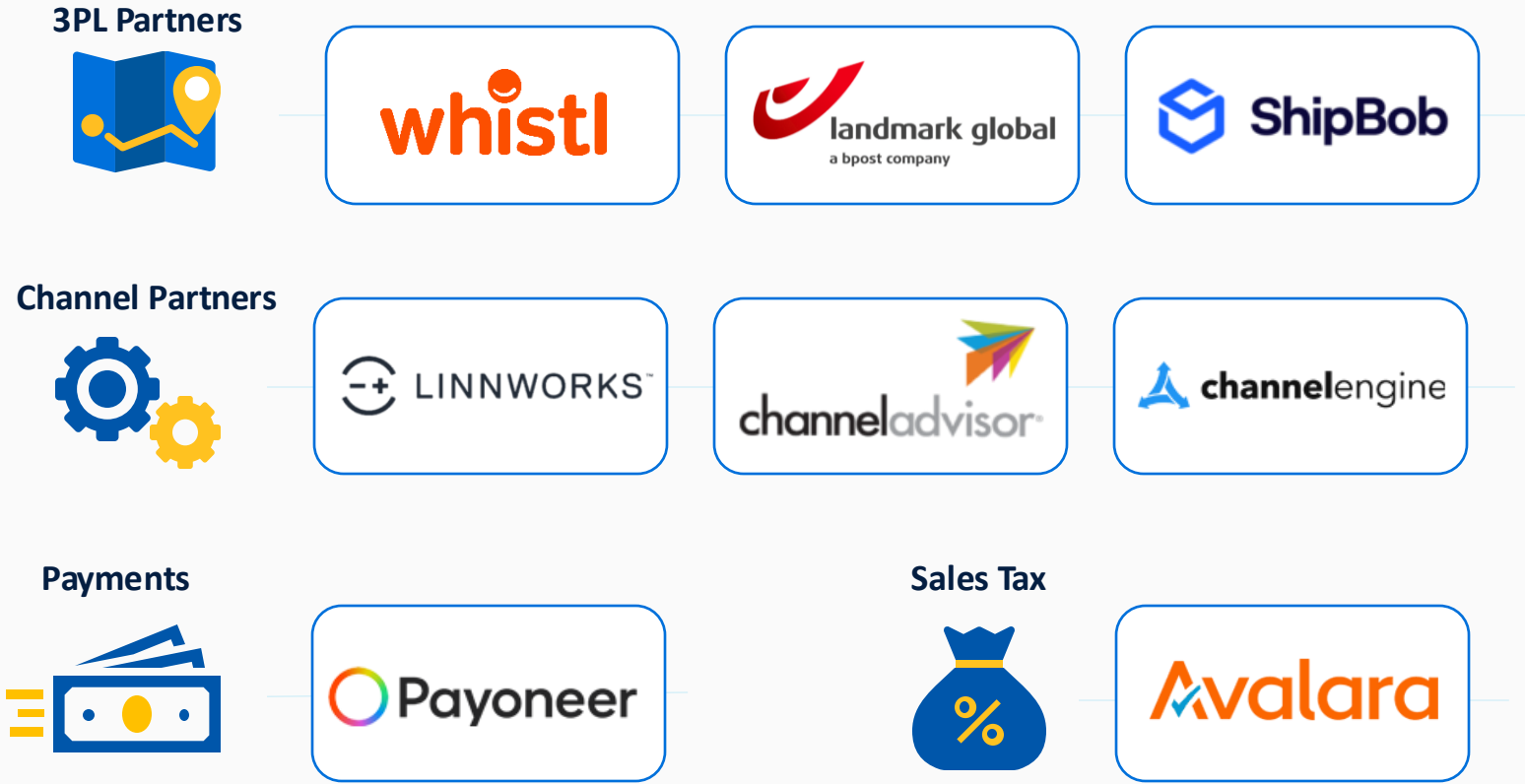


Fast and Easy Seller Support

sellerhelp.walmart.com

The screenshot displays the Walmart Seller Help interface. At the top, the Walmart logo and 'Seller Help' text are visible on the left, and 'English (US)', 'US', and 'Sign In' options are on the right. Below this is a navigation bar with links for 'Home', 'Guides', 'My Cases', 'FAQs', and 'Support' (which is underlined). Further right in the navigation bar are links for 'Seller Center' and 'Developer Center'. The main content area features a breadcrumb trail: 'Category > Issue > Solution', with 'Select Category' under 'Category'. Below the breadcrumb is the heading 'Select a support category'. A grid of nine rectangular buttons is displayed, each representing a support category. The categories are: 'Password or other access issue', 'Walmart GoLocal Help', 'Items and Inventory', 'Orders and Returns', 'My account', 'Walmart Fulfillment Services (WFS) Program' (highlighted with a red border), 'Appeal application decision', 'General onboarding question', and 'Launch checklist issues'. At the bottom of the grid, the text 'Business Verification Questions and Issues', 'Payments', and 'TwoDay Shipping program' is partially visible. The bottom of the image shows a Windows taskbar with a weather widget indicating 77°F and a system clock showing 11:07 AM.

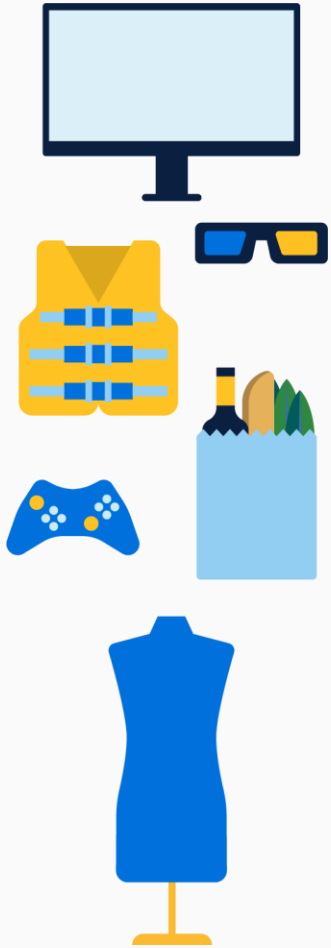
Simplify with Cross-Border Partners



Over
200
Solution
Providers

*Only sortable items

Our competitive referral fee percentages vary by category



Video Game Consoles 8%

Home & Garden 15%

Furniture 15%

(Up to the first \$200, 10% on amounts over \$200)

Baby 8%

(Up to \$10 total sales price, 15% for sales price >\$10)

Food, Household & Pets 15%

Beauty 8%

(Up to \$10 total sales price, 15% for sales price > \$10)

Automotive & Powersports 12%

Personal Computers 6%

Grocery 8%

(for items < \$10, 15% for items >\$10)

Clothing & Accessories 5%

(Up to total sales price of \$15, 10% total sales price of \$15-\$20, 15% on total sales price > \$20)

Toys, Games & Video Games 15%

Movies, Music & Books 15%

Consumer Electronics 8%

Kitchen 15%

Sporting Goods & Outdoors 15%

(8% for Hunting Trail Monitors, Binoculars, Telescopes Spotting Scopes, Night Vision Goggles)

Luggage & Travel Accessories 15%

Office Products 15% (8% on calculators)

Shoes, Backpacks & Décor 15%



Selective by design. **Powerful by default.**

Walmart Marketplace is one of the **fastest-growing eCommerce platforms** in the U.S.
We know our customers and we know how to set our sellers up for success.



Start selling on **Walmart.com**
in **3 simple steps** and enjoy a
streamlined onboarding experience



Sell with **confidence** on a
Marketplace that is built on
trust, transparency, and fairness



Optimize spend with
ZERO monthly or
set up fees



Help grow your business
and earn more through
competitive commission fees



Unlock access to strategic
solutions like **Walmart
Fulfillment Services** and
Walmart Connect instantly.



Remain in control of your business
with **flexible solutions** for pricing,
catalog management, fulfillment,
returns, & more



Rely on **multiple support options**
including account management
support for strategic sellers*

*Available to select sellers



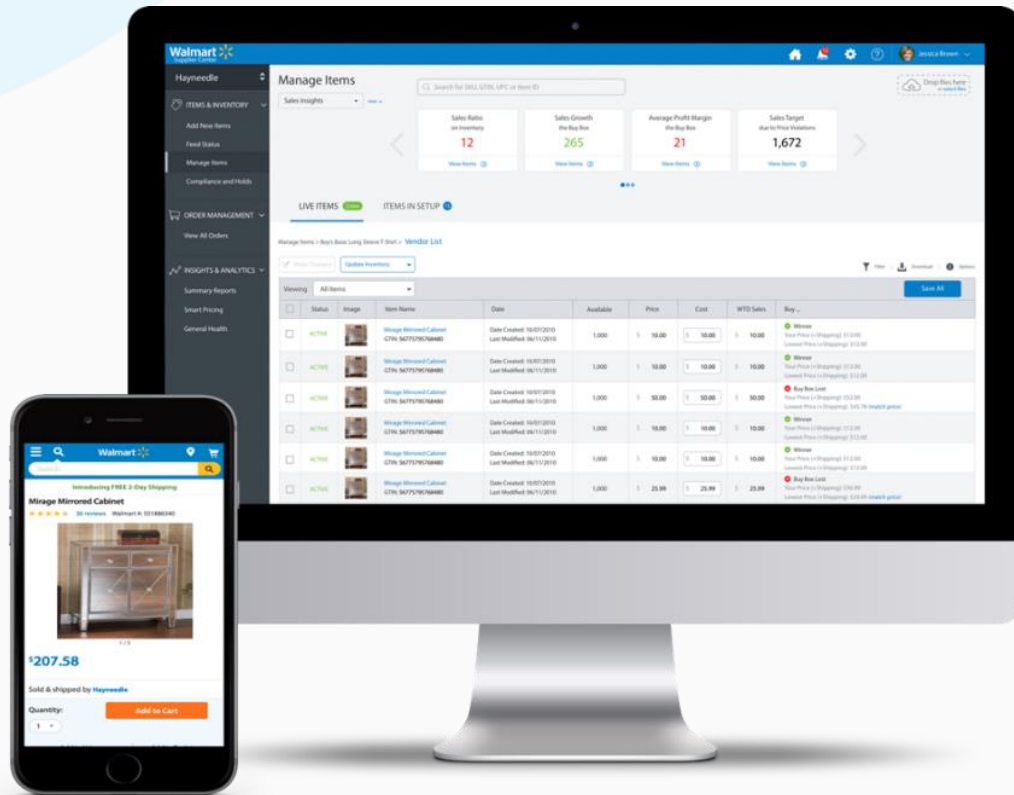
**Simplify brand
management** with
Walmart Brand Portal

Section 3

Onboarding Overview

Minimum qualifications to receive an invitation to join Walmart's U.S. Marketplace

- ❑ US/UK/DE/TK business entities or U.S. W-9
- ❑ Utility Bill or Bank Statement within the last 6 months.
- ❑ History of marketplace or eCommerce success
- ❑ Products with GTIN/UPC GS1 company prefix numbers
- ❑ Catalog that complies with Walmart's U.S. Marketplace Prohibited Products Policy
- ❑ Fulfillment through Walmart Fulfillment Services (WFS) or another B2C warehouse
- ❑ U.S. return address to put on record



**UK, Germany, Turkey, Canada & Mexico*

Simplified Process -Ready, Set, Sell!

Complete these steps to delight Walmart customers



Create an Account

Select “Get Started” from your email invitation and create an account



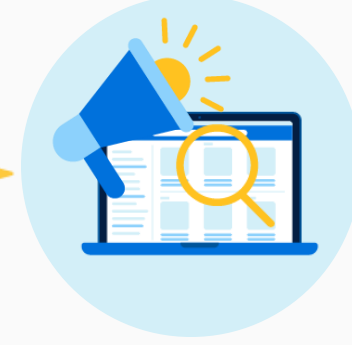
Account Setup

Complete your business verification, payments, and shipping details in Seller Center



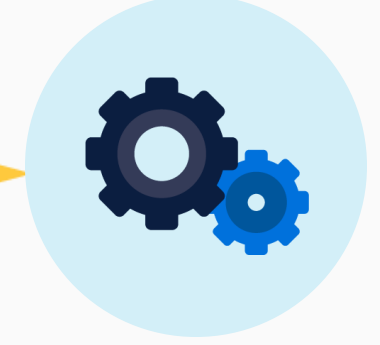
Go Live

Once your business verification and payments are setup your store will be activated



Setup & Promote Items

Choose a fulfillment and integration method, add products, and explore WMC advertising



Manage Your Account

Manage your account and customize shipping and taxes for your business

Thank You!

Contact:

justin.oakes@walmart.com



Scan QR Code to Start Onboarding

Create an Account



Complete this simple one page application, choose a password, and review the Account Terms

A screenshot of the Walmart Seller Center account creation page. The page has a blue header with the Walmart Seller Center logo and a 'Help' link. The main content area is white and features a 'Welcome to Marketplace!' section with an illustration of a woman and various products. Below this is a form with fields for First Name (Sam), Last Name (Walton), Legal business name (Partner, Inc), Business email address (s.walton@partnerinc), and Business phone number ((917) 555-4102). There are also fields for Password and Confirm password. A red box highlights a checkbox with the text: 'I've read and agree to the Terms for Walmart Marketplace, Walmart Fulfillment Services, Walmart Ad Center'. Below the form is a 'Create my account' button and a link for 'Already have an account? Sign in'. On the right side, there are four promotional cards: 'Join the fastest growing online marketplace', 'Start selling in minutes', 'Your business, powered by Walmart', and 'Tips & insights for maximum growth'. At the bottom, there is a small disclaimer: 'A legal business is required to sell on Walmart Marketplace. By creating an account, you agree to our Terms of Service and have read and acknowledge our Privacy Policy.'

Account Setup



Complete the 3-step account setup process before adding your catalog

Start selling in 3 easy steps, John [See how it works](#)

- 1 Add your business info to complete our quick-check verification. [Get verified](#)
- 2 Tell us where to send your payments. No setup, subscription or monthly fees. [Get paid](#)
- 3 Select the best shipping price and partners for your budget. [Start shipping](#)

Today's Orders [ⓘ] 0	Unshipped Orders [ⓘ] 0	Average rating [ⓘ] -	Current Balance [ⓘ] 0
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Become a best seller!

Millions of customers are waiting to see what The wheels has in store.

[Build your Catalog](#)

Account Setup: Business Verification



Provide your business details exactly as they appear on your official company documents

A US TIN is not required to sell on Walmart Marketplace

Get verified [X]

Tell us about your business and we'll verify that you're all set to sell.

Country/Region of Incorporation: United Kingdom of Great Britain and Northern Ireland

Do you have a US tax ID (TIN)? No

Company registration number (CRN):

Your U.S. tax classification is W-B BEN-E

Business Details

Legal business name: The wheels

Business address:

Business address line 2 (optional): Apartment, suite, building, etc.

Country/Region: United Kingdom of Great Britain and Northern Ireland

Locality: Select State

City:

Postal / Zip code:

Primary contact number: +44

Website URL: https://www.example.com

Yearly gross merchandise value (GMV): Select

Highest performing category: Select

Seller profile

This info is public. We share it to build your trust with customers.

Display name on Walmart.com:

Customer service phone number: +1

Customer service email address:

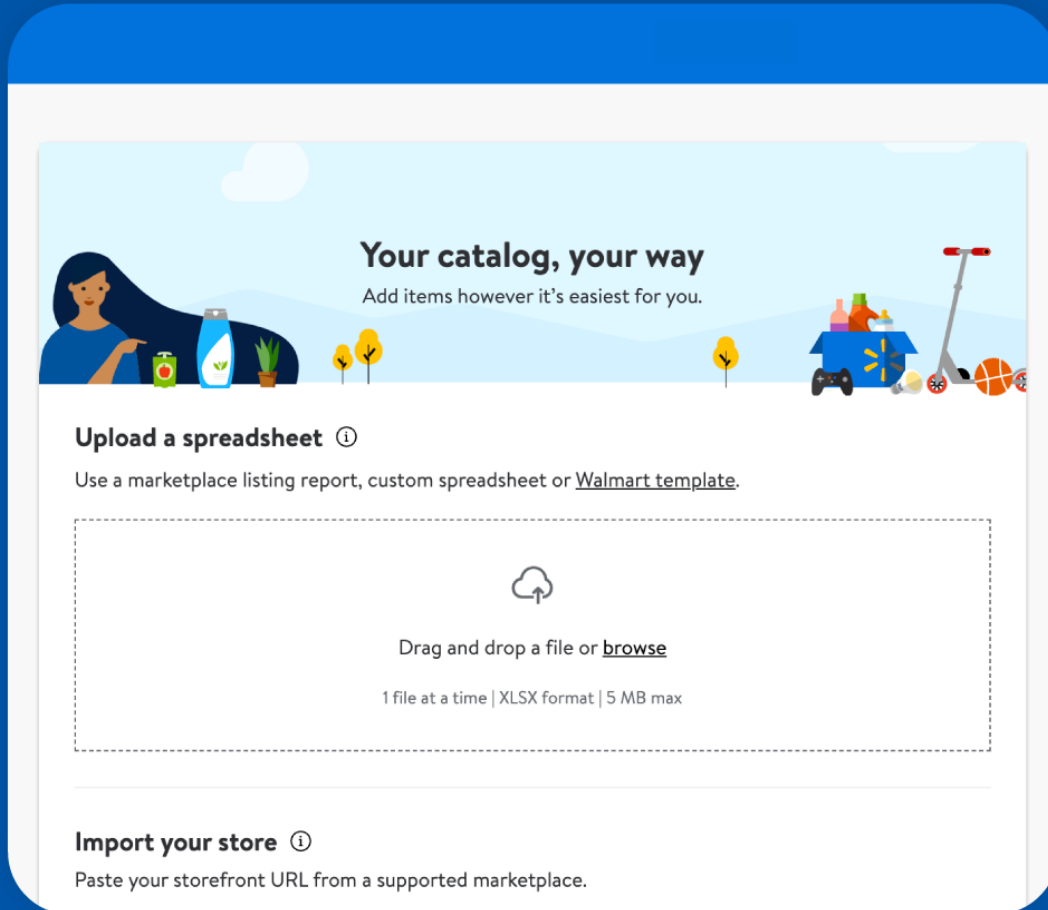
Proof of business

Upload supporting documents as PNGs, JPGs or PDFs smaller than 5MB.

- Certificate of Incorporation
- Utility Bill or Bank Statement

Save and close Submit for review

We made getting started with Walmart simple and easy, **so you can offer your products to customers faster.**



Upload a spreadsheet

Import your listings from other marketplaces in just a few clicks.

White Glove service

Qualified Sellers can leverage a team of omnichannel experts to assist with your initial catalog upload.

Additional methods

- ✦ Bulk upload
- ✦ Single Item Setup
- ✦ Setup by Match
- ✦ API Integration
- ✦ Solution Providers