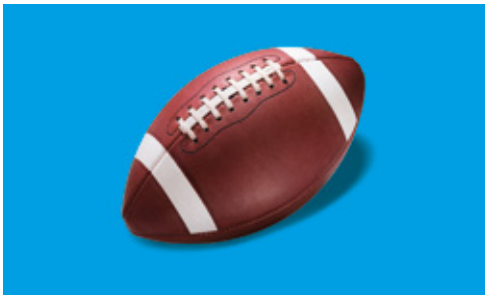


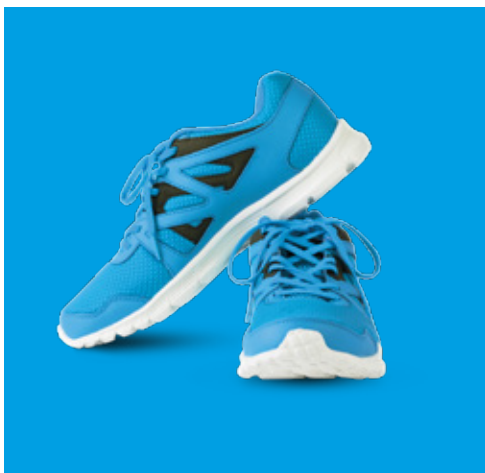
# fruuugo

**The Global Marketplace**





Fruugo offers  
retailers risk free  
sales growth in  
over 30 countries  
worldwide.



## About Fruugo

**Fruugo.com** is the only global e-commerce marketplace business that makes it easy for retailers to sell their products at global scale. Using Fruugo's unique and proprietary e-commerce technology, customers all over the world can purchase from global retailers in their own preferred language, currency and payment method.

Fruugo offers retailers risk free sales growth as all its charges are commission based. Unless Fruugo generates sales for the retailer, no charges apply. Fruugo is thus incentivised to help retailers grow their sales, aiming to be the partner retailers trust to facilitate and guide them to incremental sales.

Cross border e-commerce can be complex, but Fruugo simplifies the task enormously. Retailers provide one data feed and Fruugo then handles all the translations, currencies and local payment methods necessary to sell those products in over 30 countries worldwide. Retailers are always paid in their own currency and know up front what any sales commissions will be, so much of the work and uncertainty that often applies to international sales is removed.

Fruugo works with hundreds of retailers from all over the world that are seeking international sales. Its largest markets outside the UK & Europe are the USA, Australia, and the Nordic Countries. Fruugo also licences its technology to brands looking to accelerate their international e-Commerce business.

Fruugo is the largest privately-owned e-commerce Marketplace business in Europe. It has its UK offices in Ulverston, Cumbria; Dudley in the West Midlands; and in Spain, Germany, and Texas in the USA.

**Tony Preedy**  
Chief Commercial Officer

# Sell your products globally with Fruugo.

10 Key reasons to choose Fruugo



## Grow Your Orders

Acquire orders from our rapidly growing base of cross-border shoppers.



## Foreign Market Insight

Get insights into product demand in foreign markets.



## Product Translation

Our automatic translation technology translates products into 15 different languages, localising the shopper's experience wherever they are in the world.



## Multiple Payment Methods

We enable you to sell your products to customers who use country specific payment methods.



## Currency Conversion

Be paid in your own currency, yet sell in over 20 major currencies without any risk.



## Fraud Protection

Fruugo provides full protection against fraud.



## No Sale, No Fee

No joining or set up fees - only pay when you make a sale. No monthly, annual or hidden fees.



## Network of Partners

Fruugo actively markets retailers' products in over 30 countries, using an ever-expanding network of affiliated and partner sites.



## Dedicated Account Managers

Every retailer has a dedicated account manager. Fruugo are not a faceless marketplace.



## Responsive Design

Our site is optimised for mobile, tablet and desktop, to give the shopper the best experience possible.

# Our Mission

To enable all retailers to sell to shoppers globally offering the widest choice of products from all around the world, in the shoppers' language and currency, displayed through one secure global marketplace.

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## Driving Sales

Fruugo delivers shoppers to you by investing a growing 6 figure sum every month on paid search. Sending millions of engaged and qualified shoppers directly to your products.

## Fruugo Benefits

- 80% of Fruugo orders are cross-border.
  - Minimal effort required from retailers as
  - Fruugo does the work to drive sales.
- Fruugo marketing captures shoppers at the
- moment they are ready to buy.

Fruugo is whitelisted by Google Shopping in 20 overseas territories.



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## Testimonials

“ We are thrilled that we followed Visualsoft’s advice to go on to Fruugo. The integration was really simple and the sales have far exceeded our expectations.”

**Rachel Clinkard**  
e-commerce director,  
Charles Clinkard

**CHARLES CLINKARD**  
— EST. 1924 —  
FINE FOOTWEAR

“ Not only is Fruugo’s total GMV through our platform growing around 300% year on year, the GMV per seller is growing around 150-200%. ”

**Håkan Thyr**  
Director Strategic  
Partnerships,  
ChannelAdvisor

  
channeladvisor

# The Global Market place

The word 'Global' has a woven basket replacing the letter 'o'. The word 'Market' has a gold ring replacing the letter 'o'. The word 'place' has a tripod lamp replacing the letter 'l'.

**Sell globally**

sign up to Fruugo at [sell.fruugo.com/en/registration](https://sell.fruugo.com/en/registration)  
or contact us at [business.development@fruugo.com](mailto:business.development@fruugo.com)