

01.10.2018

Vendor guide

Table of content

Purpose of the guide.....	2
Business processes.....	3
Delivery/shipment	3
Customer notifications – minimum requirements	4
Send&Hent (Click&Collect) – also an opportunity for external vendors	5
Withdrawal and complaint	6
Requests from customers service.....	6
Content production.....	6
Pictures and videos	7
Product images	7
Videos.....	7
Text	7
Product name.....	7
Short description/Bulleterd list	7
Long description.....	7
Product specifications.....	8
Accessories.....	8
Specification sheet/pdf	8
Contact informations:	10
Technical processes – must be read by IT responsible	11
Integration for Bilka.dk/føtex.dk:	11
The implementation of the order integration	12
The electronic flow of the order integration	12
The technical flow of the order integration.....	12
Order types	13
There are several different types of orders. All order types will be tested in conjunction with integration to Bilka.dk/føtex.dk. See the StepByStep wizard for further explanation of document exchange.	13
Single line orders.....	13

Multiple line orders.....	13
Replace order	13
This is a reorder of an order. The reorder may be due to a lack of delivery or if an item is damaged.	13
Send&Hent (Click&Collect)	13
Shipment Advice	14
Shipment Advice	14
Shortpick	14
Stock file.....	14
Catalog integration with product data	14
1. Is the assortment adequate for a catalog integration	15
2. Mandatory information in a product catalog	15
3. Present technical options.....	16
4. File format and structure of content	16
Assets	17
5. The fragile backside of automation - Important!.....	17

Purpose of the guide

This Drop Ship Vendor Guide (hereinafter "The Guide") contains specific requirements to Drop Ship deliveries, including, but not limited to, technical requirements to the vendor's IT-system, including requirements to delivery notifications and order integration system, as well as requirements to the content on the web sites, including requirements to product data and picture format. For the purpose of The Guide "Drop Ship deliveries" is defined as products, which are sold by Salling Group at Salling Group's web sites, 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 represents an integrated part of the, between the Parties, signed trade agreement with accompanying appendixes(hereinafter "The Agreement") 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

The vendor is at all times responsible for complying with the agreed “lead time” set out in Appendix 6.1 of The Agreement.

If the customer is not home, the purchase must be kept by the vendor, until it can be delivered or until the customer is able to collect it.

The Vendor is responsible for the condition of the product and any potential damage or loss of the product. This is not of Salling Group’s concern at any time. If the product is damaged or lost during delivery, the vendor is obligated to deliver a similar product without any additional costs neither to the customer or to Salling Group.

If the order is not sent or picked up within seven working days, the order must be returned to Salling Group’s service center:

Bilka.dk Servicecenter	føtex.dk Servicecenter
Graham Bells Vej 22	Graham Bells Vej 22
Port 40	Port 40
8200 Aarhus N	8200 Aarhus N

Shipping costs will be debited the vendor.

Please note: This address must be used as the return address on all of Salling Group’s orders to make sure any potential rejected parcels will be returned to Salling Group.

The vendor is entitled to take on an external carrier to carry Drop Ship deliveries. However, this will at no time be a hinder for Salling Group to request the vendor to use one of the carriers, which Salling Group has entered into an agreement with cf. Appendix 6.1, section 4.1 of The Agreement.

The vendor is obligated to notify Salling Group (ecomdrift) in case of any kind of short picks, delay, out of stock event, as well as any other kind of delivery difficulties. ecomdrift@bilka.dk must be notified.

Track&Trace number is sent by Shipment Advice. Further information can be found in the section “Integration to Bilka.dk/føtex.dk”.

In case of delay, Salling Group is justified to remedy the vendor for breach of contract due to the stated terms of The Agreement.

The use of track and trace is set per order. In case the vendor is underperforming, Salling Group is justified to request the vendor to credit Salling Group an amount calculated in the following way:

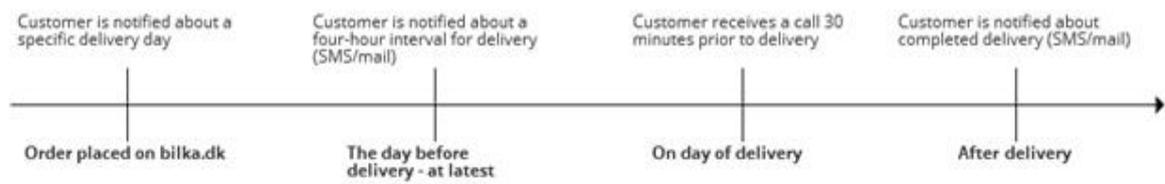
The percentage of monthly orders with track and trace	Amount
95%-100%	0
80,0%-94,9%	10.000,-
0%-79,9%	25.000,-

Any payments of this provision does not prevent Salling Group from making remedies for breach of contract applicable, including claiming compensation in accordance with Salling Group’s general trade terms.

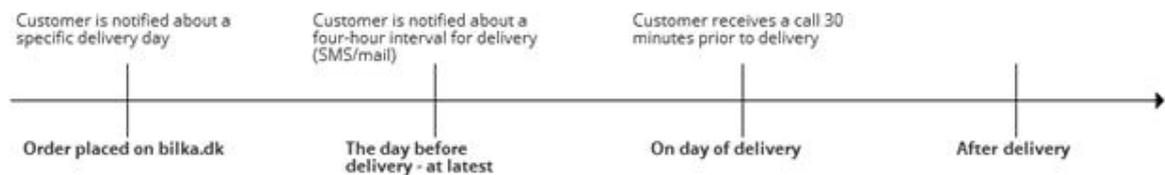
Customer notifications – minimum requirements

Salling Group has learned that customers highly appreciate information regarding the delivery. Thus Salling Group has established the below listed scenarios regarding the vendor’s duty of notification. Common to all of the below mentioned scenarios is that “Track and Trace” information must be delivered to the customers.

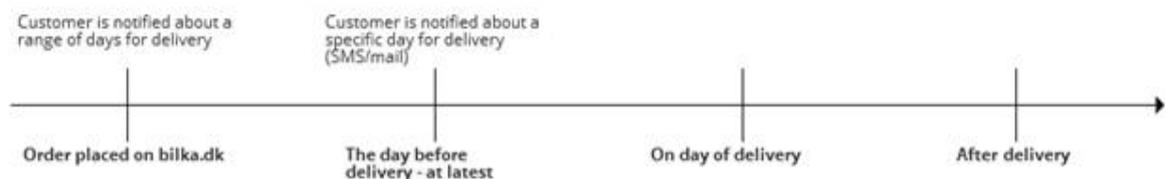
Best case practice - what we must aim for



Second best case



Third best base



To the greatest extent possible, the vendor is responsible for assessing and taking any necessary actions in order to, fulfil the demands of “best case practice”. “Third best case” is the minimum requirements to the delivery.

Send&Hent (Click&Collect) – also an opportunity for external vendors

Salling Group has launched Send&Hent, which gives the customer an opportunity to shop at Bilka.dk/føtex.dk and have the products delivered to a Send&Hent-box in the nearest føtex, Bilka or Netto-store.

If the customer chooses this kind of delivery, products will be delivered to a Send&Hent-box in the nearest føtex, Bilka or Netto-store.

The use of Send&Hent requires that the product has a maximum weight of 20 kilos and a maximum dimension of 60 X 37 X 35 cm. If the package exceeds the indicated measures the package will be delivered to the stock of the warehouse if there is space available. Alternatively, another store can be chosen.

Shipments through Send&Hent are covered by the same terms and conditions as those applicable to Drop Ship deliveries.

Withdrawal and complaint

The vendor is required to fulfil the terms of withdrawal and complaints as stated in The Agreement.

If the customer uses his or her right of withdrawal, or if he or she refuses to accept the order due to any kind of damage, the vendor must inform Salling Group at info@bilka.dk, and immediately send a similar product, if the customer wishes so. Salling Group must be credited for the broken product and debited for the similar product which is used as replacement for the original product.

If the customer regrets, the product 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.

Consumables and license required products, which contain subscription or license can only be returned in original unbroken packaging. This involves cartridges, phones with subscription, DVD's, CD's, computer programs, etc.

Compared to other web shops, the customer has the possibility to return the product in all Bilka and føtex stores under the same conditions as if it was returned at bilka.dk/føtex.dk. Hence, it shall be possible for the stores, with reference to the customer's order ID, to return the product to the vendor.

If it is not possible to return the product by mail, the vendor must pick up the product at the delivery address.

Requests from customers service

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

The vendor must answer any inquiry from Salling Group's customer service within 24 hours counting from the time the inquiry was received, except from weekend and holidays, on which deadline begins at 8am the next working day.

If the inquiry is of such a character that further time of process is required, the vendor must inform Customer Service within 24 hours of an expected timeframe for solving the issue, and inform Customer Service why the issue cannot be solved before deadline.

Content production

Content production consists of item creation as of producing videos, brand pages, theme pages and other kind of inspiration, which can enrich the customer's experience when they visit our web shops.

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

Pictures and videos

Product images

All image files must be delivered as JPG-files. The resolution of the images must be as high as possible and at least 1000 pixels. The size of the picture must be in an interval of 500 KB – 5 MB. Furthermore, the pictures must be named in such way that there will be no doubt on which product it belongs to. If a picture is updated or changed, the name of the picture must be changed as well. If not, the system will fail to update the new picture.

An exposed primary image of the product containing a white background must be delivered. In addition, images of environments, detailed photos, and suchlike are also suitable as secondary photos.

Videos

Product- or category specific videos can be delivered as a video-file (VLC media player (mp4)) or as a link to the manufacturers/vendors YouTube-channel, where the video is placed.

It is important that a video does not contain material, text speak and suchlike, which is only characteristic to one of our web shops.

Text

Product name

The name of the product must be expressive and contain SEO-optimized text such as brand, size, model and color. In addition, the names of the products must be unidirectional across a group of products.

Short description/Bulleted list

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 products within a certain category of products. Thus, it contributes to enhance the specific product's specifications.

The text must be in Danish.

Long description

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

Long descriptions must be between 100 and 300 characters.

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

Product specifications

These are set up in columns in the VI-scheme including sales specific attributes. This makes it much easier to ensure a unidirectional creation of the products. These must also contain the legislative necessary attributes.

It is important that all essential specifications are entered here, as well as it is important to enter all specifications of the product. Only in this way, we can ensure a high level of data quality across all products at our web shop.

Accessories

If some of the products are complementary products it is important to enter this in the creation scheme. Only this way we can 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 products that are already created as complimentary products. You can use article number, GTIN, manufacturer number, or simply link directly to the complimentary product.

Specification sheet/pdf

Products of technical character or products that needs to be assembled must contain, a data sheet, an assembly instruction or such, as a pdf.

Product creation requirements

Images

Requirement	Image files must be in JPG-format
Requirement	Minimum 1 exposed image of the product containing a white background
Requirement	High resolution - minimum 1000 pixels on all sides.
Requirement	The size of the picture must be at least between 500 KB and 5 MB
Requirement	Image files is named so that there is no doubt about which product it belongs to

Videos

Requirement	All videos must be delivered in form of a video file, or as a link to the manufactures YouTube video where to the vendor has copyrights. It is important that a video does not contain materiel, text speak and suchlike, which is only characteristic to one of our web shops. Format: VLC media player (mp4)
-------------	--

Text

Requirement	Text must be in Danish
Requirement	The name of the product must be significant and understandable to the customer
Requirement	Long description must contain somewhere between 100 and 300 characters
Requirement	The header must contain SEO optimized description of the product
Requirement	"Short description/bullet points" containing the most important specifications must be specific
Requirement	Long description must be a coherent description of the products characteristics and benefits
Requirement	All text must be unique for Salling Group's websites

Specifications

Requirement	Set column wise in the creation scheme including brand, color, material, eg.
Requirement	Adequate to the product group
Requirement	Unidirectional 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 requirements to content production. In case of noncompliance, Salling Group is entitled to charge a fee of 500,- per product view online. The fee

will be charged only after Salling Group has pinpointed the error, and this is not corrected within two business days. Any payment made under this provision does not prevent Salling Group from making other remedies for breach of contract applicable, including claiming compensation, under Salling Group's General Terms and Conditions of Trade.

Contact informations:

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
8220 Brabrand
Tlf. 87 78 50 00
Customer Service: 89 30 30 30
Customer Service: info@bilka.dk

føtex.dk

Rosbjergvej 33
8220 Brabrand
Tlf. 87 78 50 00
Customer Service: 89 30 30 30
Customer Service: info@bilka.dk

Salling Group EDI

Technical issues
Supplier Data Collaboration
Consultant, EDI og Lev. integrations
sdcsallinggroup.com

Salling Group EDI

Technical issues
Supplier Data Collaboration
Consultant, EDI og Lev. integrations
sdcsallinggroup.com

Restordre/short pick contacts

ecomdrift@bilka.dk

Restordre/short pick contacts

ecomdrift@bilka.dk

Goodsflow contacts

nonfoodweb@sallinggroup.com

Goodsflow contacts

nonfoodweb@sallinggroup.com

Content contact

The category responsible Product manager

Content contact

The category responsible Product manager

Business related matters

The category responsible Product manager

Business related matters

The category responsible Product manager

Technical processes – must be read by IT responsible

Please note: Salling Group has, in cooperation with Truecommerce, made an integration (Onetime) that can handle all required documents (Order, Dispatch, Invoice and Stock File) regarding trade at Bilka.dk/føtex.dk. This solution is made as a web portal and can be integrated further into the vendor's own IT system, and as this solution is in production, integration into Salling Group can be done 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 for Bilka.dk/føtex.dk:

An integration to Bilka.dk/føtex.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 on Bilka.dk/føtex.dk.

Once the vendor has packed and sent the order to the customer, it is required that the vendor sends one Shipment Advice per order to Bilka.dk/føtex.dk, which ensures withdrawal on the customer's credit card and opens for the receipt of invoice. One invoice per web order must be send.

The Shipment Advice must always be send at the same time as the order is shipped to the customer.

The vendor must send Track & Trace number through Shipment Advice so that the customer can follow his package. Bilka.dk/føtex.dk informs the customer by mail when Shipment Advice is received.

The vendor must deliver a stock file to Bilka.dk/føtex.dk at least once a day before 0900 AM, and most like more often to ensure correct stock status at Bilka.dk/føtex.dk. This minimizes the risk of over- and undersold items.

All exchanges of documents must be made electronically. The format of document exchange is agreed with Bilka.dk/føtex.dk. The vendor is responsible for the setup in their own system, and Bilka.dk/føtex.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 web order.
2. The vendor must send one response file back to Bilka.dk/føtex.dk when the order is shipped to the customer.
3. The response file must contain Track & Trace.

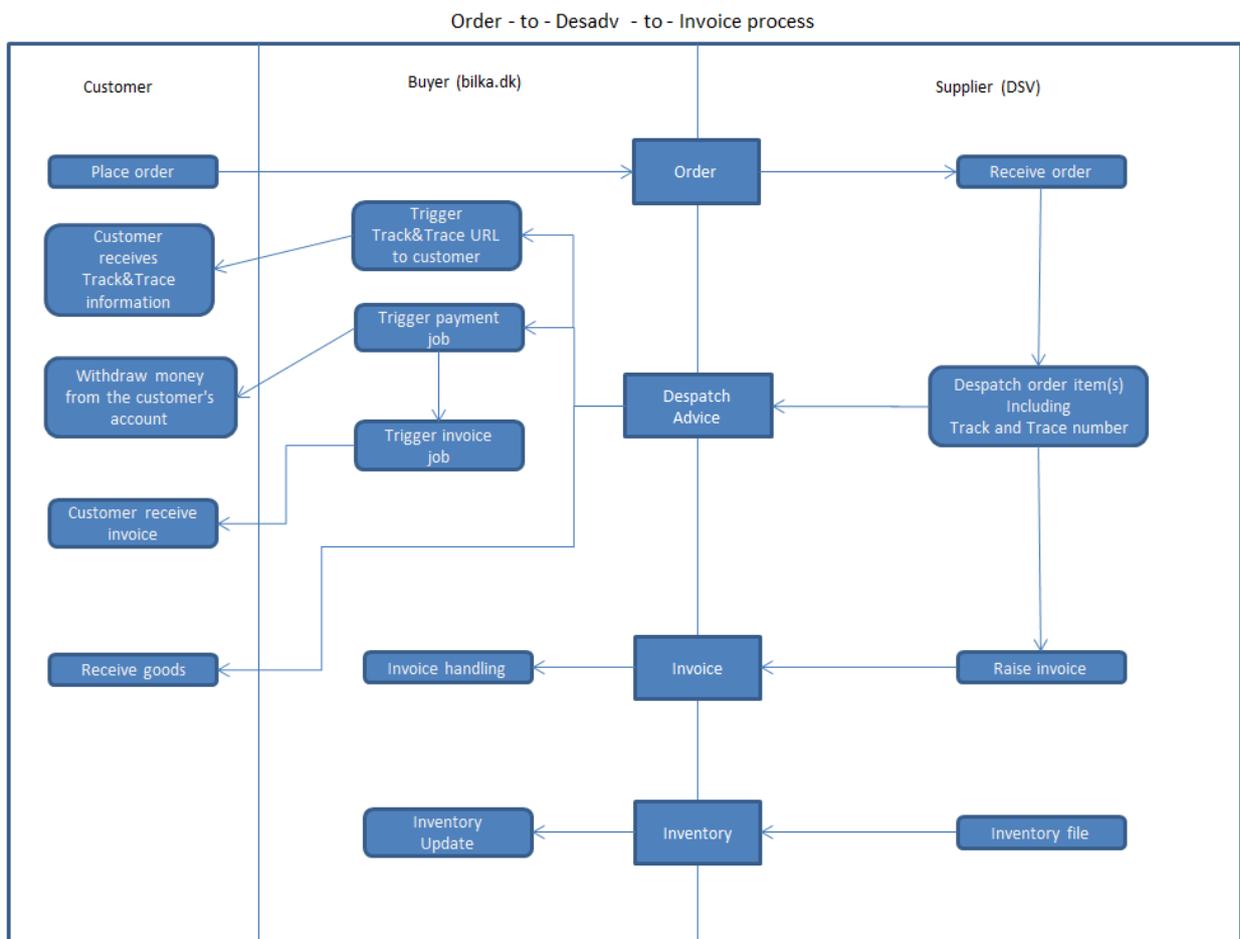
4. The vendor must send one invoice per order to Bilka.dk/føtex.dk. (Must not include shipping costs)
5. The vendor sends a stock file as often as possible.

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 base for choosing the correct IT solution, as well as clarifying possible issues. Meanwhile the vendor is invited to a meeting. The purpose of this meeting is to clarify whether both parties have the same understanding of the IT solution, as well as making a timetable of how long it takes to set up the solution, so that a realistic timetable can be prepared at the meeting itself.

It is important that the timetable allocates resources for setup and testing of integration throughout the course.

The electronic flow of the order integration



The technical flow of the order integration

The order Integrations Technical Part is divided into 4 phases. The web order, Shipment Advice, invoice and inventory file. All documents are described in details 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 is different from a regular order from a warehouse. A web order requires customization in the vendor's system.
2. Bilka.dk/føtex.dk receives the response file (Shipment Advice) in OIOUBL and EDIFACT format via FTP. (EDIFACT can also be received via VANS)
 - **The dispatch file (Shipment Advice) is important. Only when we receive this file we are able to withdraw the money from the customer's credit card. The reply file must be send at the same time as the order is shipped to the customer. When response file is received, we will be able to receive the vendors invoice. Bilka.dk/føtex.dk must have one answer file 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 pr. Order (Without freight costs)**
4. Bilka.dk/føtex.dk must receive the inventory file (Stock feed) as .XML or .CSV
 - **To ensure that Bilka.dk's/føtex.dk's actual stock is accurate at all time, Bilka.dk/føtex.dk must receive an inventory file (Stock feed) from the vendor as often as possible.**

Order types

There are several different types of orders. All order types will be tested in conjunction with integration to Bilka.dk/føtex.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.

Send&Hent (Click&Collect)

Send&Hent requires to master data of the products. It is important that Bilka.dk/føtex.dk knows the correct package dimensions, as the system will calculate whether it is possible for the customer to choose Send&Hent, and at the same time 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 chosen Send&Hent. Pickup location, size of the reserved box, and order code (ParcelID), must be activated when shipping the item.

See attached documentation for elaboration. (folders: SwipBox package)

Shipment Advice

Shipment Advice

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

- No invoice can be received.
- Bilka.dk/føtex.dk cannot withdraw money from 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 no one in stock or there is not enough in stock to match the ordered number from the customer. The number that is shipped to the customer must be sent in the shipping advice. That means, if an order includes more than one order line, the order lines which are not shipped must be updated with 0 EA in the dispatch.

Stock file

The stock feed submitted to Salling Group must match the requirements we have in our documentation. The stock feed must be uploaded to FTP specified by Salling Group.

Catalog integration with product data

With a catalog integration it is possible to import products directly into Salling Group's e-Commerce system automatically. This requires ongoing delivery of a file containing product data, cost prices, stock, images, along with basic and describing attributes. See which information is required as a minimum in the section "**Mandatory informations in a product catalog**".

The main idea of a catalog integration is to remove the manual process of product creation, and to link the vendor's IT-system close to Salling Group's e-Commerce system. This will provide a fast onboarding process of a large amounts of products.

In specific categories it is possible to connect the system to a content provider. At the moment we use CNET as a content provider. CNET is primarily covering electronics. A content provider can be used if it is easier for the vendor.

If the following points with both technical and data related requirements are met, and the product range is suitable for a catalog integration, the setup can begin. Prior to the catalog integration a setup as an order integration is required, or else it is not possible.

If the solution of a catalog integration have your interest, it is necessary to fill out a screening and send a catalog file to Salling Group to analyze the data, and to evaluate how far the file is from something we can set up and use.

Ask your Product Manager at Salling Group for your screening.

1. Is the assortment adequate for a catalog integration

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

"The catalog must consist of a large assortment" – minimum 500 products.

However, an exception could be if the range is often replaced or if the vendor's range is online and cannot be bought in stores (not on tablet either).

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

2. Mandatory information in a product catalog

Need-To-Have information must be provided before any catalog integration can be considered. Nice-To-Have should be delivered either through the vendor's product catalog or using a content provider (electronics), as this is information that can help the customer to a purchase. At some product categories Nice-To-Have information will be Need-To-Have information.

Need To Have

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

Nice To Have

- Product specific information (e.g. parts in a set, material, size etc. It must be specifications which is relevant to the individual product category)
- Logistic measures – gives the possibility to integrate with Send&Hent delivery.

3. Present technical options

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

- The vendor sends a product catalog-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 URL's for images/assets per SKU

Automatic upload of data should be used for our FTP, so data is delivered consistently in terms of data as well as time set for upload.

Files cannot be delivered in .zip.

4. File format and structure of content

On catalogs we are able to handle CSV and XML file formats. If attributes across categories varies in your product feed, it is preferable that the catalog is sent to us in XML format. If it is basically the same attributes that is delivered at all products we prefer the catalog 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 catalog we can provide sample files of CSV and XML.

Files cannot be delivered in .zip.

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:

- `
`
- ``
- ` `
- e.g.

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 separate segments.

Example:

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

Assets

Images

It must be clear which image is the primary image. If there are numerous secondary images, it can be handled as the example below.

Example:

```
<PrimaryImage>abc123</PrimaryImage>

<SecondaryImages>
<SecondaryImage>abc123_2</SecondaryImage>
<SecondaryImage>abc123_3</SecondaryImage>
</SecondaryImages>
```

Videos

Videos must not be embedded in the product description. They must be delivered in the same way as images.

Example:

XML: <video><https://www.youtube.com/watch?v=C0DPdy98e4c></video>

5. The fragile backside of 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 catalog. Content, descriptions, images, etc. can of course always be edited and added from your side, but the file format itself and the directory feed structure are locked after setup.

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

Change of data we use in mappings

Once the catalog is set up, our creation process runs completely automatically and on most SKU's 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. Big parts of our mapping is based on the categorization you have

provided. Based on your categorization we can create the products with proper internal reporting, just as we automatically are able to place the products in the correct category on the websites. Any filters that are set up on categories will allow all products to flow smoothly through the system. This is just to mention some of the mappings we use your category structure for. 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.