

Power your growth with an online marketplace



Mirakl is the only marketplace platform that can launch and scale eCommerce at the speed leading enterprises demand

The more buyers shop on marketplaces, the more they love them: **Two-thirds of consumers prefer online marketplaces over conventional eCommerce sites.** In today's digital-first economy, online marketplaces allow businesses to elevate above the competition and deliver on ever-rising customer expectations.

The acceleration of eCommerce creates opportunity – and pressure to act now



Your customers want more, from greater choice to lower prices and faster delivery

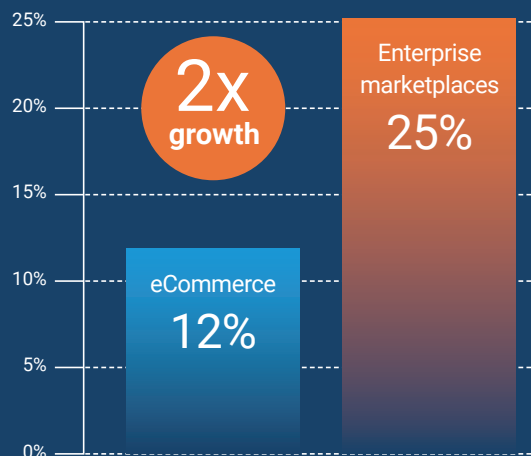


Margins are decreasing, coupled with high carrying costs



Competition is rising, from digital giants and digital natives alike

YoY revenue growth 2021



As conventional eCommerce continues to accelerate, online marketplaces are capturing the majority of new growth.

Source: Enterprise Marketplace Index by Mirakl

Only an enterprise marketplace made up of high-quality third-party sellers can take you beyond the limits of stores and warehouses into the world of exponential growth.

The world's most trusted brands power their marketplace with Mirakl



The Mirakl Solution

Mirakl provides our clients with the most advanced marketplace solution made up of three critical elements: **(1)** The deepest expertise, **(2)** The most robust technology, and **(3)** The highest quality ecosystem of sellers.

1 Expertise

BUILD IN BEST PRACTICES

Our 150+ dedicated marketplace experts have been where you are now. Benefit from top talent and proven methodology at every step of your journey, from business planning through to design, build, launch, and optimization.



"When you go into a radical transformation of your business model you need to be with the best, the market leaders. Mirakl also has a customer success team to challenge and guide us along the marketplace journey."

Bertrand Fontaine, President of SalonCentric, L'Oreal Subsidiary



2 Technology

MANAGE RAPID GROWTH WITH CONTROL

Launch fast and operate efficiently with quality at scale using marketplace and dropship operations on a single platform. Easily manage sellers and catalogs, monitor quality and performance, and scale marketplace operations to maintain the highest levels of customer satisfaction.



"Working alongside the Mirakl team has enabled Kingfisher to benefit from the platform's scalable technology, which can be deployed in our other markets quickly and at relatively low cost."

Marc Vicente, Marketplace Director, Kingfisher



3 Ecosystem

SCALE FAST TO CAPTURE OPPORTUNITY

Empower your business to build scaleable marketplace operations and remove barriers to success with Mirakl Connect. Centralise recruitment of high quality top sellers and brands, streamline onboarding with a variety of flexible integration solutions and unlock scaleable growth with our community of vetted technology partners and growing suite of seller tools.

The power of
Mirakl Connect

2x faster seller
recruitment

40% boost in
marketplace GMV

1/3 share of GMV driven
by Mirakl Connect



Mirakl offers the industry's first and most advanced enterprise marketplace SaaS platform. With Mirakl, organizations across B2B and B2C industries can launch marketplaces faster, grow bigger, and operate with confidence as they exceed rising customer expectations. Platforms are the new competitive advantage in eCommerce, and the world's most trusted brands choose Mirakl for its comprehensive solution of technology, expertise, and the Mirakl Connect ecosystem to unlock the power of the platform business model for them.

www.mirakl.com

300+
marketplaces

\$4.3B
transacted in 2021

99.997%
uptime, even through
highest demand periods