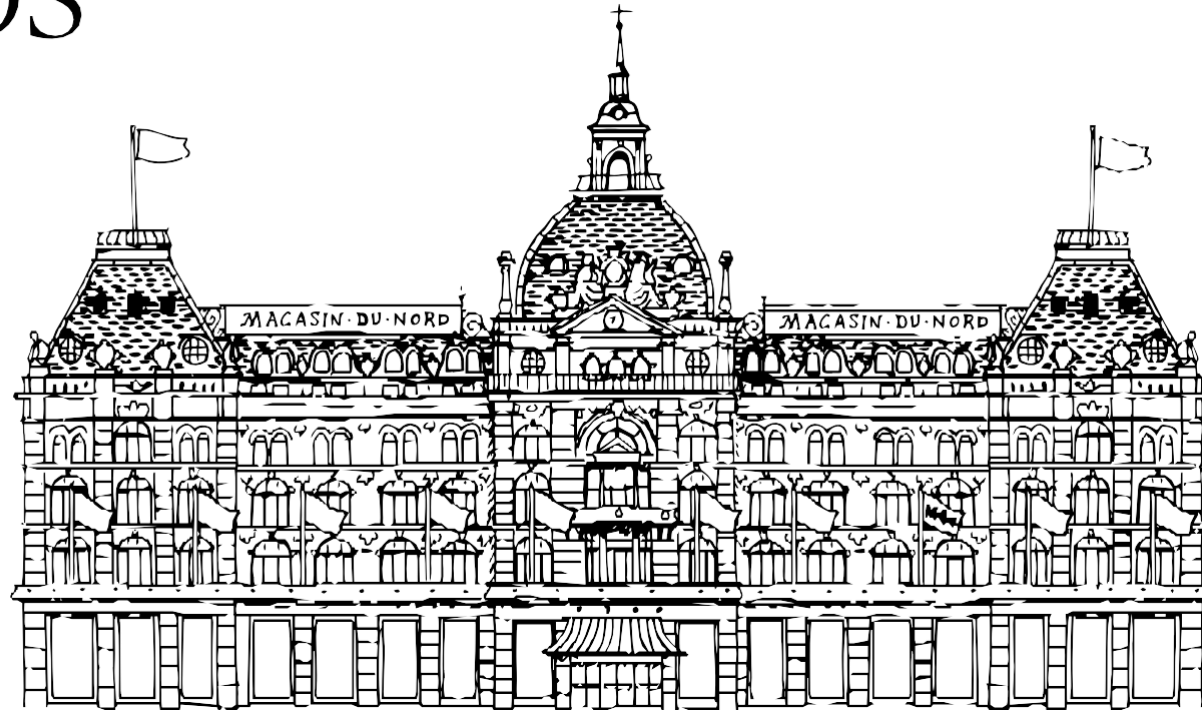


HOUSE OF MOST *LOVED* BRANDS

Magasin



PARTNER GUIDE

OUR VISION

We aim to be the leading Scandinavian OMNI-channel retailer within Fashion, Beauty and Design. Our company takes leadership in showing **RESPONSIBILITY** both within the **PRODUCT** we sell and the **SERVICES** we offer and in the **WAY WE CONDUCT OUR BUSINESS**.

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GOOD TO KNOW ABOUT MAGASIN

- ▶ Founded: 1868
- ▶ Sales: + 2.5 billion DKK / yearly
- ▶ Stores: 10 - including magasin.dk, magasin.se & magasin.no
- ▶ Store visitors: 17.7 M (avg. 340.000 / weekly)
- ▶ Online visitors: 32 M /yearly (avg. 600.000 / weekly)

ONLINE

Visitors p.a.: **32 mil.**

LYNGBY

Visitors p.a.: **1.7 M**

Area: **29.600 m²**

AARHUS

Visitors p.a.: **3 M**

Area: **24.600 m²**

FIELDS

Visitors p.a.: **1.6 M**

Area: **7.500 m²**

KONGENS NYTORV

Visitors p.a.: **6.4 M**

Area: **57.400 m²**

ODENSE

Visitors p.a.: **1.7 M**

Area: **16.900 m²**

RØDOVRE

Visitors p.a.: **2 M**

Area: **8.500 m²**

AALBORG

Visitors p.a.: **1.3 M**

Area: **7.500 m²**





THE HOUSE OF MOST LOVED BRANDS

The 'house of most loved brands' builds on our Danish cultural heritage, setting us apart when it comes to well crafted and aesthetically pleasing design. Throughout our more than 155 years of history, we have continued to unite people who share our values and love for fashion and design, by carefully selecting the best pieces – across countries and categories – and putting them back together in new and inspirational ways. All in one house.

The 'Best' brands representing more than the noticeable attributes. Each piece carries love – someone designed it, someone brought it to life and someone handpicked it and made it part of our assortment, for it to become available. When choosing Magasin, we will make sure to take you by the hand and help pass that love on; all in the hopes of bringing someone a hint of happiness.

BRAND FILM

A celebration of our beautiful home base, Copenhagen, our headquarter and flagship store; and everything it holds.

More importantly, it is a tribute to all the fashionistas and design lovers who choose to engage with our brand – our loyal customers; as well as our loyal employees and partners who make the wheels go round and deliver their best every day. To make our customers feel their best.

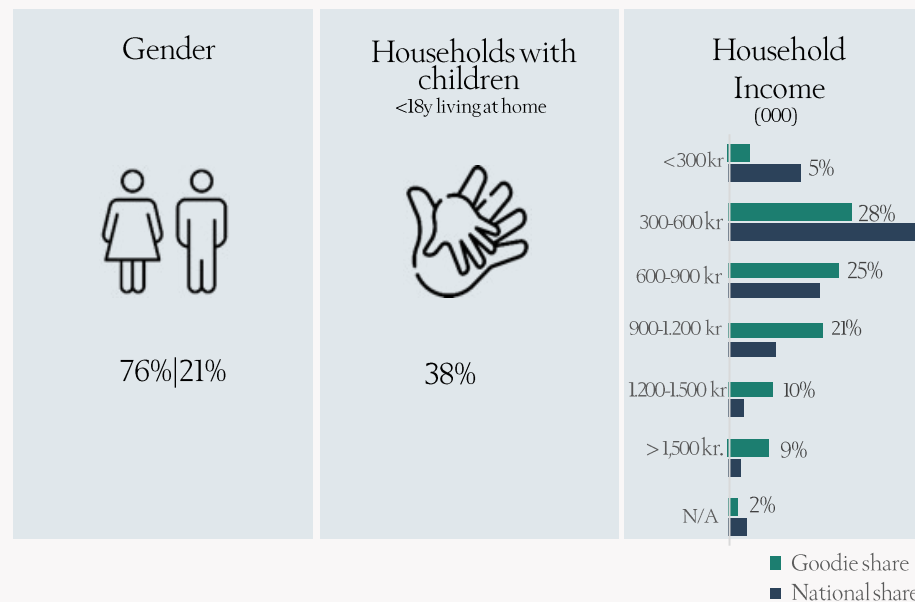
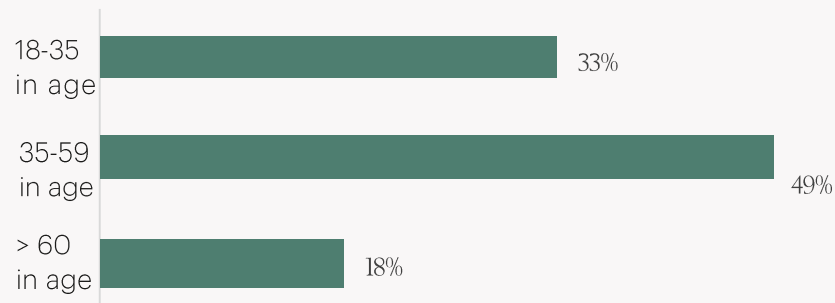
Thank you.

[WATCH](#)

Our Buying Strategy

- ❑ *Broad assortments*
- ❑ *House of most loved brands*
- ❑ *Low, medium, high & premium prices*
- ❑ *Brands exclusively in Magasin*
- ❑ *First with the news*

Our Customers



Omni effects

Our most valuable customers shop in both our online and offline stores and make up 58% of all purchases made within an 18 month period.

The majority of our customers still prefer to shop in our physical stores. However 32% visit us online and do their research before making the purchase offline within 10 days. The most researched categories online are seen within Women's Fashion & Home.



OFF TO A GREAT START

Contract process

This section will briefly outline the contract process between yourself as a Partner and Magasin. The agreement must be signed by both parties in order for the partnership to come into effect. It is important that the agreement is signed no less than one month prior to the intended launch.

After the agreement has been signed, the Partner will be added to Magasin's systems. Thereafter, an agreement on the exchange of data will be established with our Supply Chain team, etc. Please see section for 'The perfect delivery'.

If an actual shop is to be created, the agreement must commence even earlier, in order to allow enough time for approval of shop furnishing and manufacture of fittings. Please see section for 'How do we set up shops?'.

Signing an agreement with Magasin

1. The buyer and the Partner agree on the terms of the agreement. The main agreement is the result of a negotiation of the commercial terms.
2. The buying department forwards the agreed terms to Magasin's legal department.
3. The legal department prepares the contract and returns it to the buyer for a final check. The contract also outlines Magasin's general terms and conditions.
4. Once the agreement is finalized, Magasin's legal department will send the contract for electronic signature by the relevant Category Manager, the Partner and Magasin's Management to be signed.
5. Once all parties have signed, Magasin's legal department will archive the contract and forward it to the Partner.
6. The buyer and Partner agree on the size, amount and desired timing of the "New Brand in Magasin" media package. The buyer issues the promotional agreement to the Partner, and once the promotional agreement is signed by the Partner, the Retail Media Team will confirm the booking.

HOW DO WE SET UP SHOPS?

This section explains how brand new shops are established within Magasin, how we make changes to current shops and how we close down existing shops. The process is described step by step. As a Magasin Partner, you will receive our "Shopfitters Guide" together with your copy of the contract. This guide contains everything you need to know about Magasin's criterias for setting up a shop in one of our department stores. Deviation from these criterias is not permitted, as they ensure consistency in our stores.

Ensure maximum exposure to your brand

- ▶ Use a wall colour that stands out.
- ▶ Position your logo so that it is clearly visible.
- ▶ Ensure lighting in your shop area, especially around your logo.
- ▶ Use functional floor inventory, which can be used as a source of inspiration as well as product storage.
- ▶ Mannequins can be added to create inspiration and increase sales by up to 20%. Therefore, give them an important and prominent place. Maintenance of mannequins is ensured by you as a Partner (minimum every 3 weeks). Mannequins are only allowed in the 3 largest stores (KN/LY/AAR).

*Opening hours, set-up/take-down timings and staffing expectations may vary from store to store

Flex areas

At Magasin, we are keen to constantly surprise our customers by offering them new experiences and products. For that reason, all stores have a series of flexible areas that change every week to provide customers with fresh inspiration. These areas can be leased for product launches, events and other special activities.

Guidelines for flex areas

- ▶ It is the Partner's responsibility to set up the flex area with fixtures and fittings, products, decorations etc.
- ▶ The area must be finished before doors open on Monday morning.
- ▶ The visual design of the stand must be approved by the store's Visual Retail Manager no less than three weeks before the start date.
- ▶ You are responsible for emptying the area again. This must be done by 8 am* the following Monday morning.

For more information, we kindly refer to Magasin's Sales Kit – "FLEX-AREAL".





Setting up or changing shops within Magasin

- ▶ Please read the Shopfitters Guideline thoroughly and contact your buyer with a proposed timeline. As a Partner, you should take note of the condition of the shop area before setting up your shop. The area should be returned in the same condition, should the shop be closed down.
- ▶ You will receive a so-called third-party drawing and a Development Pack (in PDF format) from your buyer (a legally binding drawing of the allocated area and guidelines).
- ▶ Note that all measurements are for guidance only. As a Partner, you, or your architect, are responsible for checking the dimensions of the relevant area. Magasin does not photograph the shop area for documentation purposes.
- ▶ As a Partner, you then need to submit drawings to the Magasin Instore Excellence team and to your buyer for approval/comments at least eight weeks prior to the intended opening date. The material must include:
 1. Proposed interiors with measurements (including floor plan, cross sections, ceiling, furniture drawing and lighting plan).
 2. 3D drawing including measurements.
 3. Description of colours and materials.
 4. Timeline.
- ▶ Thereafter the approval process begins, which is a dialogue between the Instore Excellence team and you as our Partner.
- ▶ Final approval of the shop design and timeline is carried out by the Instore Excellence team.

Signs etc.

Magasin supplies price signs for internal use, including special signs and decorations for campaigns.

SIGN HOLDERS Magasin uses an A-frame sign system. All of Magasin's multibrand areas use Magasin's sign holders, and as a Partner within a multibrand area, you must not use any own signs or sign holders. Magasin supplies all partners with sign holders in accordance to the concept guidelines. In a Partner Shop you are welcome to use your own sign holders. However, these must be of an A-frame type and compatible with Magasin's price and promotion signs.

PRICE SIGNS Partners must use Magasin's internal sign system for price signs in both Partner Shops and multibrand areas. Price signs are available in sizes: A4, A5 & A6. Our signs are designed based on a pre-set template using a specific font and cannot be changed.

PROMOTION SIGNS All Partners must use Magasin's promotion signs both in Partner Shops and in multibrand areas. Own signs must not be used in connection with campaigns or promotions.

Please contact your local Visual Retail Manager or Visual Sales Support Manager, should you have any questions.

For more information, we kindly refer to Magasin's Sales Kit – "FLEX-AREAL".

ESTABLISHING THE PHYSICAL SHOP

In connection with the shop set-up, your contact will generally be the Instore Excellence team.

Magasin does not employ tradesmen. As a Partner, you will need to book your own tradesmen and manage the project with them throughout the process. Magasin may, nevertheless, be able to provide you with initial contacts.

Shop close-down

- ▶ Speak to your buyer to negotiate a timeline.
- ▶ The timeline is sent to the Instore Excellence team for approval.
- ▶ As a rule, the area will need to be completely re-established in accordance with the terms of the contract and the Shopfitters Guideline. There are some exceptions to this rule, however, where materials/fittings etc. may be reused by a new Partner. This is subject to agreement with the relevant buyer directly.
- ▶ Practical planning with the Instore Excellence team.
- ▶ The Partner is responsible for removing fittings from the floor and the disposal of them from Magasin's premises. Magasin's waste containers must not be used without prior agreement.

For more information, we kindly refer to Magasin's Sales Kit – ONBOARDING – Shopfitters Guideline.

Charge for shopping bags

From January 1st 2021 new laws took place regarding shopping bags. Do you wish to receive a Magasin shopping bag at checkout, you must pay for it. Due to the restrictions we have introduced a special button for this purpose at the checkout counter, which has to be used if there is no barcode to be found on the bag. You only have to use the button IF there is no barcode to scan, otherwise you can scan the shopping bag as a regular sales item.

Operating costs

Advertising spots:	495 DKK per store 995 DKK for all stores
Warehouse rental:	3300 DKK per m2 per year Rent is adjusted by 5% annually
Use of alarms:	0,5% of turnover
Scheduled overtime (between 9PM – 6AM)	
Lighting:	500 DKK per commenced hour
Security guard:	600 DKK per commenced hour
Un-scheduled overtime and Weekends (between 9PM - 6AM)	
Lighting:	700 DKK per commenced hour
Security guard:	900 DKK per commenced hour

HOW WE BRING YOUR BRAND INTO FOCUS

Marketing

Magasin offers a variety of marketing options, and we have a large Marketing, PR & Retail Media department, who work hard to drive traffic to the stores and increase brand awareness.

Magasin can design a complete marketing package, offering a media mix including in-store, online, mails, app and much more, to meet your specific needs. Contact Magasins Retail Media team at partner.promotion@magasin.dk, and we will help you put together the best media package for your brand.

Your payment plan will depend on what type of agreement you entered into during the contract negotiations with your buyer. Payment may be made through a monthly marketing contribution, bi-annual invoicing or invoicing throughout the year. Depending on the agreement, the amount will either be charged automatically or invoiced.

Please contact your buyer if you have any questions.

Once the contract with Magasin has been signed, you should submit your logo to skilte.system@magasin.dk. You should also do this if your brand has a new logo. Logos should be submitted in vector graphics and in an .EPS or .Ai file format. It is important that you submit the original .EPS or .Ai file, and not a PDF/JPG/PNG that has been converted into a .EPS or .Ai file, as this will effect the quality.

Magasin's Instore Retail Excellence team is responsible for the overall branding in-store. Shop Managers and Visual Retail Managers/Visual Sales Support Managers will ensure that the correct brand logos are available, and ensure that new branding is ordered if any are missing or changes have occurred.

For any questions, please contact our Supply Chain Operations team via the following link: [Supply Chain - zendesk ticket](#)

Branding Book

Once the logo has been uploaded to our logo bank, our Instore Retail Excellence team takes care of obtaining the logo and creating print-ready branding material, which is subsequently uploaded to our Branding Book. From here, stores can order signs that match the concept found in the department. If you have any questions regarding the use of signs, please contact your local Visual Retail Manager or Visual Sales Support Manager.

Magasin will supply all templates for sales inserts, wrapping paper and shopping bags with Magasin's name and logo. Own bags and gift-wrapping must not be used. The materials will be charged at a fixed rate based on expected turnover.





WE WISHTO CREATE INSPIRING EXPERIENCES

More than 200 events each year

Magasin organises a large number of events in our stores throughout the year. Kgs. Nytorv alone hosts more than 100 events annually.

Our event concepts range widely and offer anything from bigger events such as friday bars and personal shopping events to a variety of smaller events such as concerts, fashion dinners, Yoga classes, beauty masterclasses, street parties, book releases, baking schools and last but not least our local collaborations in the cities and much more.

Every year we enter into a wide range of collaborations with artists and large media platforms to ensure our presence on the art and cultural scene.

Furthermore, in Magasin we have great focus on making special events for our most loyal customers, namely our Goodie-Members, whom we love to spoil with events targeted at their preferences.

Our Partners are crucial to our events, and we encourage you to reach out to our Event team for any enquiries: Event@magasin.dk

MAGASIN GOODIE

Goodie is Magasin’s magical loyalty universe, which offers our customers a wide range of benefits when shopping in our stores, on the Magasin Goodie App and on [Magasin.dk/se/no](https://magasin.dk/se/no).

We have more than + 1.000.000 loyal Goodie members, and more than 300.000 members on our Goodie App divided into 4 different loyalty levels. Our members achieve stars based on their yearly shopping amount. The customers are rewarded with benefits and exclusive Goodies, based on how much they shop in Magasin.

- ▶ Goodie member: 0 - 999 DKK / year
- ▶ 1 star: 1.000 - 4.999 DKK / year
- ▶ 2 star: 5.000 - 14.999 DKK / year
- ▶ 3 star: > 15.000 DKK / year

During the year, Magasin treats all Goodie customers with a wide range of events, competitions, gifts, discounts and many other great benefits. We do our very best to make Magasin our customers first prioritized shopping-destination.

Using the Magasin Goodie App, our members have the possibility to gain even more from their loyalty card. On their smartphones they have access to “Goodies”, which contain gifts, samples, GWPs and star vouchers.

In collaboration with you as our Partner, we provide our members with experiences that you will only find on the Magasin Goodie App. This is what we refer to as loyalty.

Together we can find a unique solution which fits you and your brand perfectly, giving you the opportunity to reach out to our many loyal Goodie members. Contact us at partner.promotion@magasin.dk.

Please read more about the Magasin Goodie loyalty universe online at Magasin.dk/goodie.



A LOYAL CUSTOMER GROUP

35% of our transactions across stores come from our Goodie customers. On magasin.dk the share makes up 70%.

Entering 2023 we exceeded 1.000.000 Magasin Goodie members. Including well above 100.000 coming from Sweden.

Avg.
579
DKK

GOODIE SERVICES

Gift Wrapping

PARTIES, WEDDINGS OR PERHAPS A BIRTHDAY? SPOIL YOUR LOVED ONES WITH OUR BEAUTIFUL GIFT WRAPPING.

Få adgang til alle fordelene
Hent Magasin Goodie appen

OUR SERVICE CONCEPTS

At Magasin we have the customers in focus, which is why our skilled Personal Shoppers are always at hand to help them find the right match – whether that be in fashion, lingerie or beauty – completely free of charge! Within skin care and make-up, we also offer a large range of beauty treatments.



Lingeri Shopper

Three out of four women wear the wrong size bra. This means that there is a 75% chance that the bra you are currently wearing does not fit you properly. This is simply unacceptable to us here at Magasin. Book a personal session with one of our talented Lingerie Shoppers, and find lingerie that fits you perfectly once and for all.

Personal Shopper

Magasin has a full team of talented male and female Personal Shoppers, who specialise in finding garments that suit each individual customer. Whether it is for your basic wardrobe or a special event, our Personal Shoppers will assist you within your budget.

Gift Shopper

Magasin's Personal Shoppers are here to help you with your purchases, even if you are shopping for someone else. With us, you can book a Gift Shopper, who can guide you with the latest trends and best gift ideas. Order gifts online and collect them beautifully gift wrapped.

Alternatively, tell us something about the person you are buying a gift for, and let our Gift Shoppers come up with the best gift ideas for your loved ones.

Beauty Treatments

Pamper yourself at Magasin, where you will find Denmark's largest selection of leading skincare and make-up brands. We have gathered the very best expertise in one place. Brighten up your day with luxurious beauty treatments for body and face, using products from our amazing brands. Here, you can treat yourself with a quick make-up look, brows and lashes, a professional make-up course, hair styling, stunning bridal make-up, manicures and much, much more!

SALES & SERVICE IN OUR PHYSICAL STORES

More than you expect

Magasin takes great pride in being one of the leading department stores in the world when it comes to service. Our Net Promoter Score is 67,3, which is one of the highest benchmarks across the industry when it comes to customer perception of the level of service offered.

We measure the best service

In order to ensure that we are always offering our customers the very best and most inspiring experience when they shop at Magasin, we operate a Net Promoter Score programme in all of our stores. At Magasin we always bring the customer into focus, and we always want to improve. Our Net Promoter Score programme is therefore an important source of information and knowledge about our customers, and about ourselves.

Magasin concession Partners are required to pay a monthly Net Promoter Score fee.

Cash registers

Cash registers are available to rent from Magasin. The cost of this, including establishment and set-up, is covered by the Partner.

Magasin's cash register rules apply to all employees that will be using the cash registers, and has to be read and signed before an employee starts using a cash register. The cash register rules can be found on Magasin's intranet and in the Magasin App.

Cash register rental	1750 DKK / month
Autocash handling	550 DKK / month
Store Vision, per cash register	1050 DKK / month
Store Vision, new employees	245 DKK / month
Netpromotor score, each dep.	400 DKK / month

30-day return policy

Magasin offers a 30-day return policy on all purchases, with the exception of perishables and Magasin gift certificates. The customer must be able to present a receipt, unless the product has a gift/exchange label attached.

At Christmas time Magasin offers extended returns, so that customers can shop with the safe knowledge that christmas gifts can be exchanged/returned.

We want our customers to experience the same high level of service across all of our departments, which is why we are always keen to help them. This means that everyone, including concession holders and Magasin staff, must serve customers and accept returns from all Magasin departments.

Click and collect in store

Magasin offers our customers a service online, where our customers can buy online and pick up in store within approx. 3 hours. The goods are picked and packed by a Magasin employee and delivered via package boxes in store.



EMPLOYMENT

Concession

Employees who are working for a concession Partner are employed and paid by the Partner. As a Partner, you are responsible for staffing the department with suitably, qualified personnel. Employees must comply with Magasin’s security rules and dress code at all times. As a concession holder, you are also obligated to ensure that employee details are up to date in the database (axapta). Use the form available on the intranet under ‘HR/forms’ for this purpose.

Your concession employees must

- ▶ Attend any concession meeting that they are summoned to.
- ▶ Be familiar with both their own and Magasin’s budget, as the two may differ.
- ▶ Take the approach that we are one Magasin, i.e. think in terms of ‘we’ rather than ‘us’ and ‘them’.

Magasin’s customers should not be able to, distinguish between different types of staff in our stores. To our customers, we are all Magasin employees. This means that in order to ensure a good customer experience, we all need to serve all customers, meaning also outside of our individual shops. All areas are Magasin.

We do not separate concession shops and Magasin, as far as the customer is concerned.

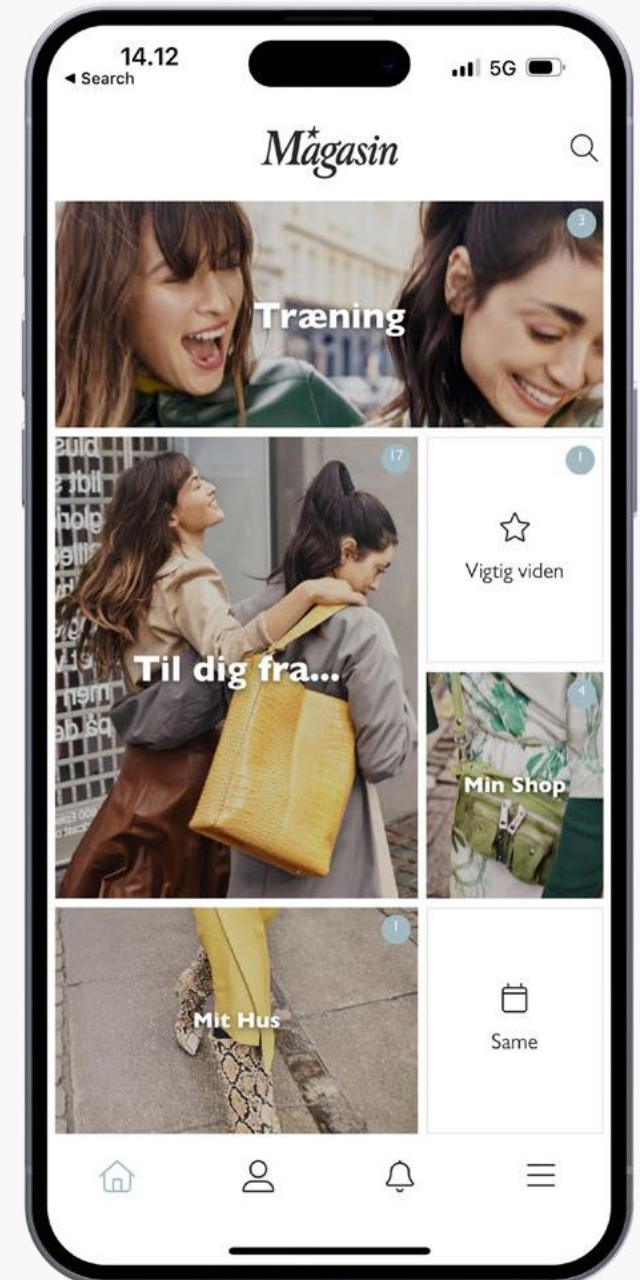
Consignment

In general, Magasin is responsible for consignment staffing. Magasin employs and pays the staff working in the various departments. Magasin ensures qualified personnel who are familiar with your products.

The Magasin app

Magasin has an Employee App that allows employees to keep up to date and share positive experiences. Please note that employees must complete the app’s training module ‘Welcome to Magasin’ if they wish to apply for an employee discount.

We encourage all employees, regardless of department, to use our app every day to keep up with what is happening in Magasin.



WORKING AT MAGASIN...

Magasin has a set of household rules that all employees are requested to follow.

Mobile phones

We encourage all employees to use the Magasin App actively in their day-to-day work, both for their own purposes and when serving customers. Employees are therefore allowed to bring their mobile phones into the sales areas. However, personal mobile phone use must be restricted to break times.

Food and drink

Employees must not eat or drink in the sales areas.

Staff entrance

During working hours, employees must always use the staff entrance and not the customer entrance. If you are not a Magasin employee, you must be signed in by security and issued a guest pass. Please make sure that your guest pass is clearly visible for the duration of your visit. When leaving Magasin you must be signed out at the same security area, return your guest pass and exit through the security area when leaving the area.

Everyone must use the button system/search area by the cellar security area or entrance search area when leaving Magasin. If the light turns red you will be asked to show the content of bags and documentation of any belongings brought into Magasin. If the light is green you may proceed without further checks. If you have any questions about this, please contact security. It is better to ask one too many questions than not enough. Please note that if you have brought any own products into Magasin, you must flag this with security on arrival at Magasin. Security will then register these belongings and issue them with an ID number.

100% check

The security manager will, together with the business manager, decide when and how 100% checks are to be carried out. If a 100% check is ordered, everyone will be required to show the contents of their bags etc. in the security area. The security manager may, if they deem it necessary due to sudden irregularities, choose to order 100% check at short notice. 100% checks are standard procedure every day between the hours of midnight and 6 am.

Employee injuries (not applicable to concession employees)

If an employee is injured whilst at work at Magasin, he or she must immediately contact security to report the accident. Security will then contact HR, who will complete an occupational injury report, which the employee must sign within nine days of the accident.

Guidelines for all stores can be found on the Magasin Intranet. It is important that employees learn what applies to their store, as guidelines may vary.

New ID card, if card is lost or stolen:	50 DKK
New ID card, if card worn out:	0 DKK
First locker lock:	0 DKK
Lost lock or key:	40 DKK



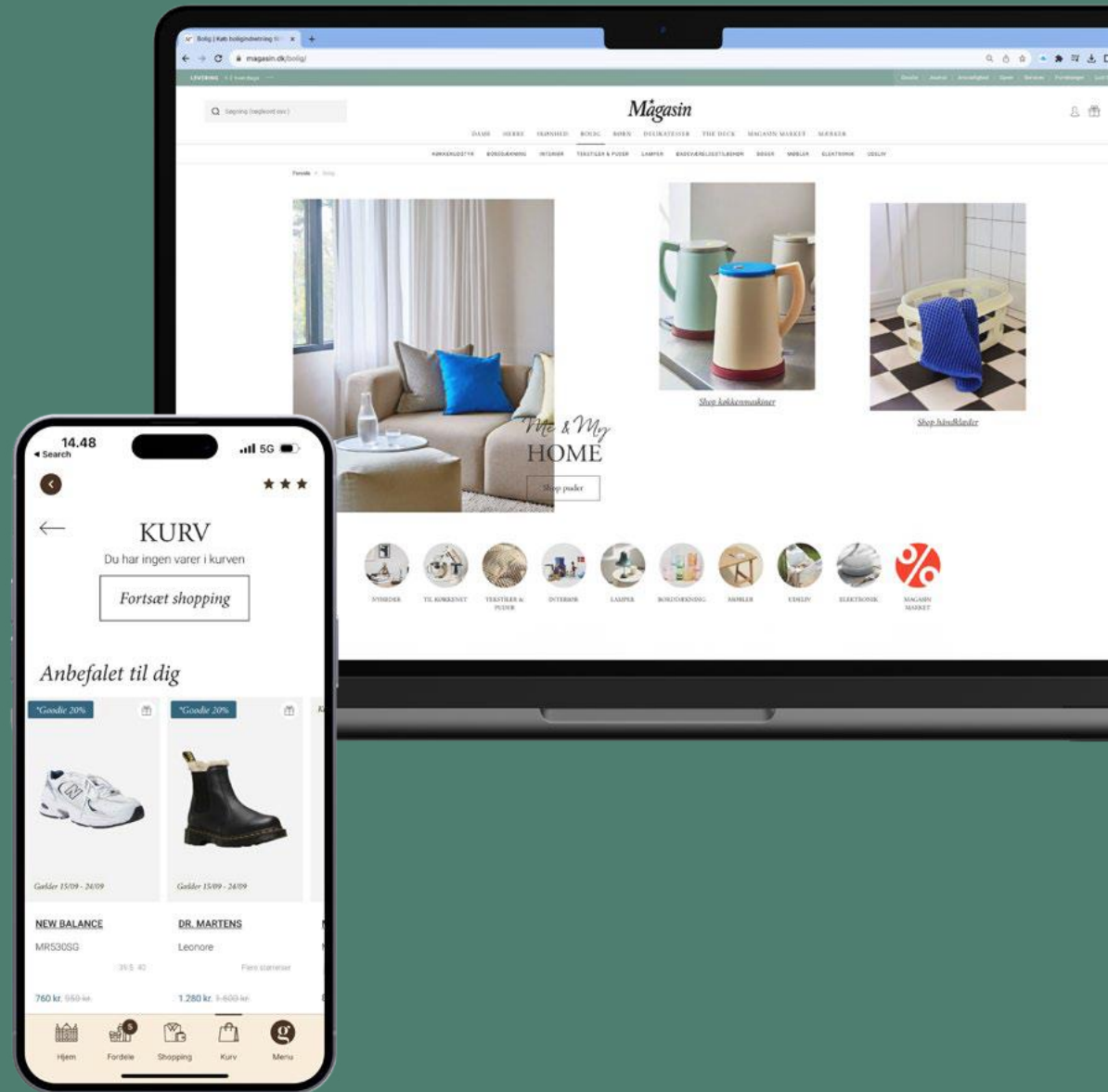
WE LOVE ONLINE

The online shop is one of our most important sales channels for a successful collaboration between you, as our Partner, and Magasin. Sales online differ from sales in our stores, as the customer does not have the opportunity to see, touch or feel the products. This does not mean that they shouldn't get to experience the product, which is why Magasin strives to offer the customer high quality online data. It is important that the data is delivered to Magasin before the products are shipped, in order to ensure that products can be displayed the very minute they are registered at our online warehouse.

For a complete overview of the information Magasin requires in order to enrich products for sale online, please contact Supply Chain via [Supply Chain - zendesk ticket](#)

The following page shows an example of a product that has been enriched using complementary product data such as a detailed product descriptions, product images and facts about the product, including how all this is displayed on magasin.dk.

1. A product name
2. A correct product group
3. Detailed product description, including design and functions
4. Product images, context images and videos that allow the customer to experience the product.



PRODUCT IMAGES

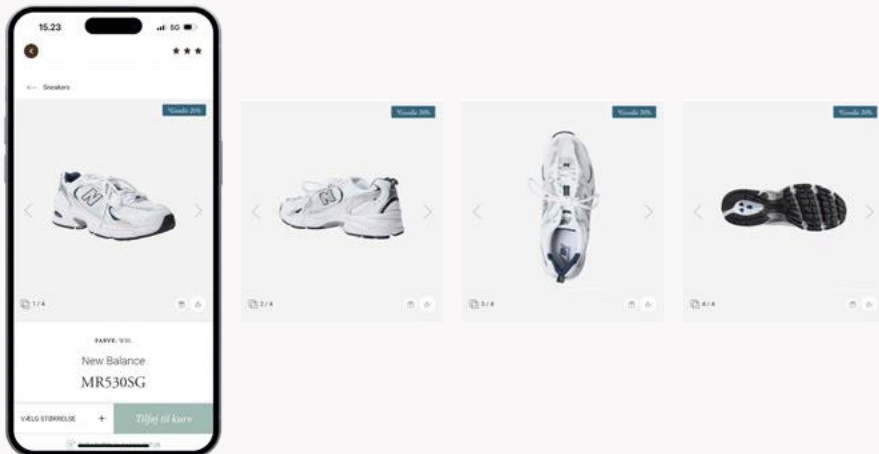
Magasin's online shop can display up to eight product images per product, and we recommend submitting at least four images (e.g. one showing the product from the front and one from behind). YouTube videos can also be included as part of product enrichment.

Please share your pictures through Icloud og wetransfer; include image name with ean codes, if not possible we kindly refer to the following guide: [LINK](#)

If relevant based on the product type, Magasin also welcomes images showing the product in both open and closed packaging, as well as pictures of the product consistency, colour and fit in the form of on-model images. If you have any questions about product images, please contact us via [Supply Chain - zendesk ticket](#)

Product image requirements:

- ▶ 2453x3000 px
- ▶ Filetype: JPG
- ▶ 72 dpi
- ▶ Colours: RGB
- ▶ Detached
- ▶ Background: White



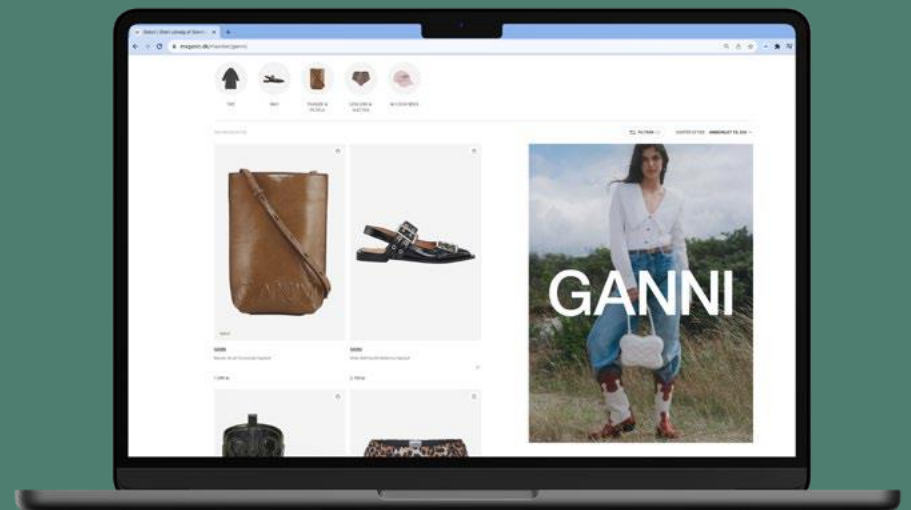
BRAND STORE BANNERS

In order to give our online customers a rich experience of the brands offered on Magasin.dk, we offer partners the opportunity to display brand store banners. Brand store banners are images that must not contain sales messages, as the banner is not updated automatically. Up to four banners can be displayed. Here are some examples of brands displayed using brand store banners on magasin.dk when a customer searches for the brand via either the menu or the search box.

Brand store banner requirements:

- ▶ 1200x1600 px
- ▶ Filetype: JPG
- ▶ 72 ppi
- ▶ Colours: RGB
- ▶ File size: as small as possible without losing quality

Brand store banners are to be sent to your Online Manager.



OUR CUSTOMERS LOVE GETTING SPOILED

Gifts and samples

Magasin strives to give customers “more than you expect”, and one way of achieving this is to offer them GWP (Gift With Purchase) or free samples.

In order to create a GWP campaign at Magasin.dk/se/no, the relevant products need to be set up accordingly. This is done with help from Magasin’s buying department, after which the order number is added to the box, and the shipping slip by the Partner, before being sent to our online warehouse.

In addition, the following information must be submitted to your Online Manager:

- ▶ EAN code for GWP or sample
- ▶ Product image for GWP or sample
- ▶ Full description of GWP or sample
- ▶ Purchase conditions (e.g. spend DKK 400 and receive xx)
- ▶ Number of GWP or samples

Sampling or GWP distribution must be coordinated with your Online Shop Manager before products are sent to the online warehouse. Please label the shipment clearly with the following information:

- ▶ Samples/GWP product name
- ▶ Brand
- ▶ Quantity
- ▶ Product category (e.g. Cosmetics)
- ▶ RMagasin Online shop reference

To make an in-store GWP campaign on the Magasin Goodie App please contact partner.promotion@magasin.dk



THE PERFECT DELIVERY

Introduction

We have gathered a short guide, which describes the perfect delivery to Magasin. It is summarized in paragraphs throughout the guide for quick and easy access. To secure connection between files and items flow, and to get your items as quickly as possible on the sales floor, it is important that the delivery notice reference repeats in what we call our 1:1 terminology, which means; 1 order/shipment, 1: delivery advise, 1: delivery notice. The link between all three is the delivery notice reference, which should be included in the delivery advise.

1. Product creation ([PRICAT](#))

The registration can be done through either Excel in CSV format or through EDI. A correct registration ensures correct sales on magasin.dk/ magasin.se/ magasin.no and in the physical stores.

Please make sure to check the following:

- ▶ PRICAT reflects the product range sold in Magasin.
- ▶ PRICAT contains all relevant information in regards to the product, including online data, Certificate of Origin (CoO) and HS code (Tariff codes)
- ▶ PRICAT includes all necessary information to ensure an error-free upload.
- ▶ PRICAT must be loaded correctly prior to sending the delivery advise and shipping the goods to Magasin.

If Swedish and Norwegian prices are not included, Magasin will convert the Danish sales price to Swedish and Norwegian sales prices on behalf of the Partner.

2. Delivery advise ([Advis](#) // **DESADV**)

Magasin must be notified at all times regarding an upcoming order/shipment through an electronic delivery advise prior to the shipment.

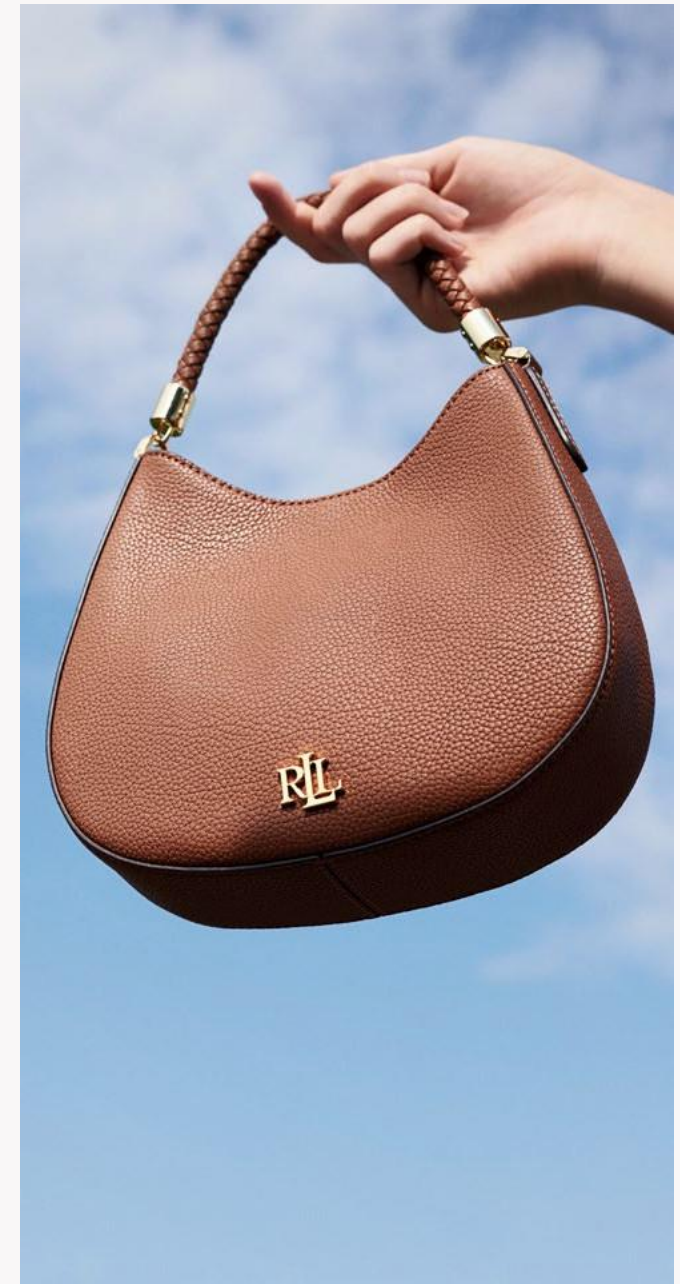
The format of the delivery advise can either be an Excel file in CSV format or EDI.

The delivery advise is used to notify the warehouse that a shipment is on its way. This way we can ensure the fastest way to the sales floor. Furthermore, Magasin's stock inventory is updated based on the delivery advise, and it is therefore important that:

- ▶ The advise reflects the shipment's content and the delivery notice reference.
- ▶ The advise is sent and registered correctly before the physical shipment arrives at Magasin.

In cases with incomplete documents, we reserve the right to charge a fee for additional administrative handling of the file. The minimum charge is 2.200 DKK per failed delivery advise that needs to be handled manually.

Magasin's Supply Chain team will send the relevant documents and templates for the technical set-up of the files. They are also available to instruct partners on our processes to ensure a perfect delivery.





3. Price labelling products

For the best possible purchase experience for the customer, there are some specific requirements regarding price labelling of products. The following information must be included as a minimum:

- ▶ Recommended retail price in DKK
- ▶ Size
- ▶ Barcode (numbers and EAN)

If possible, the price tag may also contain Logo, style name/number and color.

When price labelling shoes, please put a price tag on the box AND under the right shoe.

If an item is delivered without a price tag, which is not a part of the terms of agreement, the delivery will be invoiced 6 DKK per item, however the minimum charge is 550 DKK per delivery.

In cases of continuous material breach, the charge will be raised to 2.200 DKK per delivery without price tags. There may be some exceptions for Home and Cosmetics.

Magasin's Supply Chain team can help with relevant examples of correct price labelling, and are also available for any advice in regards to practical handling.

Shipments arriving with multiple errors will be invoiced a handling fee of 550 DKK.

4. Order packing

To ensure that the shipment can get onto the sales floor as quickly as possible, there are some rules for labelling and packing of the products that must be followed, before the shipping process can take place. Depending on the choice of either parcel, pallet or volume goods, the order should be packed based on the following instructions:

Parcel:

- ▶ The packing slip must include the same information as the delivery notice. Our 1:1 terminology is therefore also applicable here. The packing slip reference stated on the delivery advise/DESADV should also be stated on the actual packing slip on the collies and on the shipping label as well as on a possible POD.
- ▶ All parcels must be labelled with numbers in regards to the total delivery (eg. 1/4, 2/4, 3/4 and 4/4).
- ▶ Parcels must be delivered by the same carrier, on the same day.
- ▶ The parcel label must be printed on each parcel.
- ▶ The recipient's address must be mentioned – both the company name and address.
- ▶ The sender's address must be mentioned – both the company name and address.
- ▶ The delivery note must be placed in a plastic pocket on the outside of parcel no. 1.
- ▶ The delivery note reference must be on the parcel label as well as the delivery note.
- ▶ The total number of parcels must be on the parcel label as well as on the delivery note.
- ▶ We recommend a delivery note reference that can be scanned, for quicker handling.
- ▶ The delivery note reference may only be with numbers.

- ▶ Individual parcels must not weigh more than 15 kg.

Pallet:

- ▶ In cases of more than 10 parcels, a pallet can be used.
- ▶ For maximum height of pallets, please check slide 23 under delivery address.
- ▶ The pallet must be wrapped in foil.
- ▶ The sender's address must be mentioned – both the company name and address.

Oversize:

- ▶ When delivering large quantities of the same item, it is a requirement that the same style numbers are packed in the same boxes.

A delivery to Magasin must contain a delivery note, which clearly reflects the content of the delivery. In cases where you have been provided a Magasin order- or campaign reference, you must add this to the delivery note.

The delivery note reference is undoubtedly the unique key to successfully receiving the right shipment.

If items are delivered across different categories, it is possible to send the items at the same time, as long as the items are packed as separate deliveries with labelling, including unique delivery note and delivery reference. Remember that an item sent to Magasin must be ready to be sold to a customer upon arrival at all times.

We recommend that you pack products in the most environmentally conscious manner, with minimal use

of resources and wrapping, including cardboard and especially plastic.

For cases with incomplete deliveries, we reserve the right to charge a fee for additional handling. The minimum charge is 550 DKK per delivery error.

Magasin's Supply Chain team will look at relevant documents prior to the initial start-up, and they are also available to instruct partners regarding the logistical handling process.

5. Delivery dispatch

If the following points can be ticked off, then your delivery can be shipped:

- ▶ Establishment of product- and online data through the product document (PRICAT).
- ▶ Successful registration of delivery notification through the electronic delivery note.
- ▶ All products are labelled correctly.
- ▶ Correct packing of the delivery, including all the right documents (package label and delivery note).

6. Invoice

Magasin accepts invoices as either PDF or EDI files. The timely payment from Magasin to our partners depend on whether the invoice has been prepared properly. Please ensure the following:

- ▶ The invoice reflects the exact delivery which has been shipped to Magasin
- ▶ The delivery advice number has to be visible on the invoice, so that Magasin can link the invoice to the delivery
- ▶ Remember to list the negotiated buying price

- ▶ The amount has to appear correct, for each product and for the total amount. Is there an agreed product discount, you must make sure that this is deducted on the invoice.
- ▶ The invoice has been uploaded correctly immediately after the delivery has been dispatched to fulfill the payment terms.
- ▶ In case of agreed PDF invoice, please send it to faktura-v@magasin.dk

Invoice address:

TH. Wessel & Vett. Magasin Du Nord Kgs. Nytorv 13
1050 København K
CVR-nr: 58191213
invoice@magasin.dk

7. The imperfect delivery

We hope that our guideline regarding deliveries is clear and manageable, and that it secures the perfect delivery. If a partner deviates from Magasin's delivery instructions, we unfortunately have to use a large number of internal resources to handle the specific case.

For this reason, we reserve the right to charge a fee for additional handling of any deliveries that deviate from the delivery instructions. The minimum charge is 2.200 DKK per delivery error. In cases of continuous mistakes, the charge will be raised, and as a last resort, the charge can be up to 10.000 DKK per error.

Delivery addresses

Kongens Nytorv (House ID 10)

Vingårdstræde 8
1070 København K
Opening Hours: 07.00-13.00
Delivery conditions:
2 ramps, Pallet height: max. 1,7 m, Gate max height 3,10 m.

Lyngby (House ID 20)

Lyngby Hovedgade 43
2800 Kongens Lyngby
Opening Hours: 07.00-13.00
Delivery conditions:
2 ramps Pallet height: max 1,8 m, gate max height 4,0 m..

Fields (House ID 25)

Arne Jacobsens Allé 20
2300 København S
Opening Hours: 07.00-13.00
Delivery conditions:
1 ramp Pallet height: max 1,8 m, entrance via cellar

Rødovre (House ID 30)

Rødovre Centrum 101
2610 Rødovre
Opening Hours: 07.00-13.00
Delivery conditions:
1 ramp Pallet height: max 1,8 m, max 3,4 m. via cellar

Odense (House ID 40)

Vestergade 20
5000 Odense
Opening Hours: 07.00-13.00
Delivery conditions:
No ramp Pallet height: max 1,8 m, delivery via the elevator in the underground parking garage

Aarhus (Hus ID 50)

Emil Vetts Passage 7 8000 Aarhus C
Opening Hours: 07.00-13.00
Delivery conditions:
2 ramps Pallet height: max 1,8 m, possibly opening up to the yard

Aalborg (House ID 60)

Fjordgade 14
9000 Aalborg
Opening Hours: 07.00-13.00
Delivery conditions:
2 ramps Pallet height: max 1,8 m, max height 4,0 m.

Onlineshop (House ID 15)

Hedelandsvej 28, Port 139
2640, Hedehusene
Opening Hours: 07.00-15.00
Reference: Magasin Levering
Delivery conditions:
12 ramps Pallet height: max 3,0 m, max height 4,0 m.

THE PERFECT COOPERATION

Introduction

Dear Partner, We have constructed a short guide, which describes the handling of your items as a Partner in Magasin. We wish to help you in the best possible way, and we also offer reports as an insight to your activities.

1. Reports

Magasin offers to send sales- and inventory reports via Excel and EDI. The files can both be downloaded automatically as well as manually – depending on your requirements. An accurate input secures that you have full transparency with the turnover both online and within our physical stores.

- ▶ Possibility for sales-, stock-, index- and bestseller reports.
- ▶ The layout can be adjusted to the right file format and frequency.

Because of EU competition laws, it is not possible for wholesale to receive sales and bestseller reports.

2. Campaigns

There is a procedure that must be followed to be able to participate in our campaigns. An email with information is sent to you as a Partner prior to each campaign. Please be aware of the following:

- ▶ You must follow all deadlines stated in the Partner Letter.

- ▶ A separate campaign file in Excel (CSV) with selected items should be submitted. Alternatively you participate with your full product range, which does not require a file.
- ▶ **For product discount:** the file must include the product EAN code and %.
- ▶ For a set campaign price: the file must include the product EAN code and the campaign price.
- ▶ For replenishment of goods, please follow the assigned guidelines in the campaign description sent.

3. Stock counting

Magasin offers to make a half-yearly stock count, which gives us the best foundation to sell our brands on magasin.dk/se/no, as well as in our physical stores.

- ▶ Magasin is by default responsible for arranging the stock counts.
- ▶ The timeline depends on the category.
- ▶ A draft from the stock department will be sent to the agreed contact person, after the stock count has been completed.

A fee of DKK 320 per hour will be charged for both the actual stock count as well as the administrative handling associated with the stock count.

A stock count for magasin.dk is not carried out, as the stock on the site is always up to date via scanning of items.





4. Relocations and returns

In cases where your items are returned or moved between locations, you will receive a document. Data can be sent via PDF, Excel or EDI.

- ▶ Magasin will by default ensure the handling of returns after a end of season (AW & SS).
- ▶ Do you wish to move stock or organise a return, you must coordinate this with your Merchandiser.
- ▶ It is not possible to collect the goods yourself or arrange collection of goods.

The charge for a return and stock movements is 210 DDK per parcel and 675 DKK per pallet for a domestic shipment. Prices for international shipment will vary depending on the current rates.

Magasin will pack the products in the best possible way based on category. We will also remove any alarms, but not the price labels.

5. Faulty Returns

As a part of our customer service, Magasin offers the possibility to return faulty items to any Magasin store, and as a Partner you need to be aware of the following:

- ▶ You can choose either to have the item written down locally or sent back.
- ▶ Information about the return will be included in a report.
- ▶ It can take up to 14 days for Magasin to return a faulty item.

6. Contact

Please contact Magasin's supply chain team, should you have any questions. [Supply Chain - zendesk ticket](#)

THE PERFECT PARTNERSHIP

Are you the best or a you just good?

We share performance reports regularly, in order for you to see how you perform compared to budget, the subcategory and the category as a whole. It is important that you monitor the figures in order to allow us to optimise day-to-day operations. Your buyer is always available to discuss ways to enhance performance.

The buyers are measured weekly within their categories. They are constantly monitoring the market, allowing us to respond appropriately from day to day. It also means that the buyers will maintain a close dialogue with you on how we can create growth together.

OWN

<u>Id:</u>	<u>Type:</u>	<u>Navn:</u>	<u>Format:</u>	<u>Aktiv:</u>	<u>Detaljer:</u>	<u>Vælg:</u>
17672	Magasin Index	YTD - Total	Excel - Index	Ja	Vis	<input type="checkbox"/>
17673	Magasin Index	YTD - Monthly	Excel - Index	Ja	Vis	<input type="checkbox"/>
17674	Transaction List	Monthly	Excel	Ja	Vis	<input type="checkbox"/>
17675	Stock Units	Weekly	Excel	Ja	Vis	<input type="checkbox"/>

OTHERS

<u>Id:</u>	<u>Type:</u>	<u>Navn:</u>	<u>Format:</u>	<u>Aktiv:</u>	<u>Detaljer:</u>	<u>Vælg:</u>
1	Sales MTD - ex. VAT	Front Page	Excel	Ja	Vis	<input type="checkbox"/>
2	Transaction List	Transactions Yesterday	Excel	Ja	Vis	<input type="checkbox"/>
3	Stock Units	Weekly	Excel	Ja	Vis	<input type="checkbox"/>
83	Transaction List	Last Month	Excel	Ja	Vis	<input type="checkbox"/>
2032	Magasin Index	YTD - Total	Excel - Index	Ja	Vis	<input type="checkbox"/>
2209	Magasin Index	YTD - Monthly	Excel - Index	Ja	Vis	<input type="checkbox"/>
3845	HeroProducts	Monthly	IronPdf1	Ja	Vis	<input type="checkbox"/>
18099	Movements	Movements - Last week	Excel	Ja	Vis	<input type="checkbox"/>

WE LOVE TO CARE

In Magasin, we place great demands on our partners. Therefore, we have a Code of Conduct that ensures that our partners fulfil the responsibility strategy we work with in Magasin, so that we can unite and take care of our environment, people and our planet.

[CLICK HERE](#) to read our Code of Conduct.

8 guidelines for a more responsible development

1. Let's take a shared responsibility

Sustainability is about shared responsibility. As a large company, we, in cooperation with our partners, can act together and boost a more sustainable development. At Magasin, we have a wide range of guidelines, which ensure that our +1400 brands live up to a number of minimum requirements. It is your responsibility to maintain the requirements. We wish to share our knowledge, experience and practice – and encourage our brands to do the same with us and with others so that we can inspire one another.

2. Code of Conduct & avoid slavery

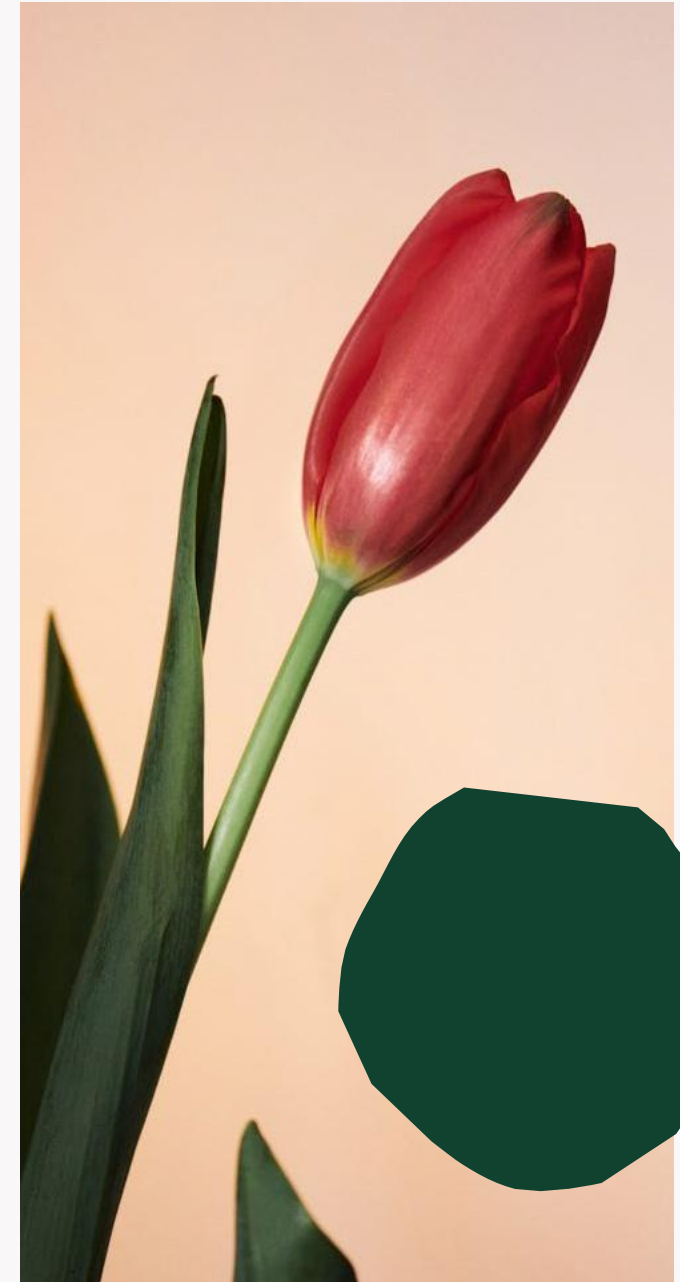
Our Code of Conduct is based on 11 subjects and is continuously updated. Therefore, you should work according to a similar Code of Conduct, to ensure your responsibility and shared sustainability for both yourself, your partners, Magasin and our customers. In Magasin we are constantly working to become more sustainable, and we are outphasing products that do not live up to our liability policy. It is among one of the reasons why we have stopped the sale of fur, cigarettes, foie gras, eggs from caged hens etc. On our own brand, Magasin du Nord

Collection, we have very ambitious sustainability goals and we take pride in, that we on several categories, we offer collections where 100% of the goods consists mainly of responsible materials. We make sure of good and proper working conditions in all of our countries of production, and furthermore we only produce within factories that have approved physical and ethical working conditions (BSCI / AMFORI, SEDEX / SMETA, SA8000). We want to avoid harmful chemicals in the finished product, as well as in the entire value chain, and we have set goals for obtaining various chemical and material certifications, e.g. Oeko- tex, in addition to general REACH follow-up.

We also focus on extending the life cycle, and we donate our samples for charity and recycling several times a year.

3. Tell our customers and us what you do

Have you already started? Then tell us which products are already certified so that both customers and Magasin can support your products. Make it clear on your labels so that the customers can see whether it is organic, GOTS-certified, bears the Swan Ecolabel, BCI Cotton, Oeko-Tex, FSC-certified wood, Fairtrade, etc. At the same time, explain what the certifications mean, as not all customers know these definitions. In addition, it is also important to implement this in your product descriptions online, so that the customer becomes aware of it. With regards to food, recycling plays an important role in the product packaging, so tell us your story in the product descriptions. Be sure to comply with the frames of communication from the individual certificate or trademark, and only tell the customers what you can document if someone should want it.



4. Let's reduce the packaging consumption

At Magasin, we are continuously working to reduce the amount of packaging, so please think about how you pack products when you send deliveries. Minimise the use of plastic. At Magasin, we have begun to produce packaging for our online orders using recyclable plastic and cardboard boxes from recycled cardboard. We are also constantly looking at how we can minimise our consumption of plastic. Think about alternative solutions and pack your goods to make the most of the space. This saves CO2 in transport and minimises the amount of waste and the amount of plastic. We use recyclable paper for our gift-wrapping and encourage our partners to do the same.

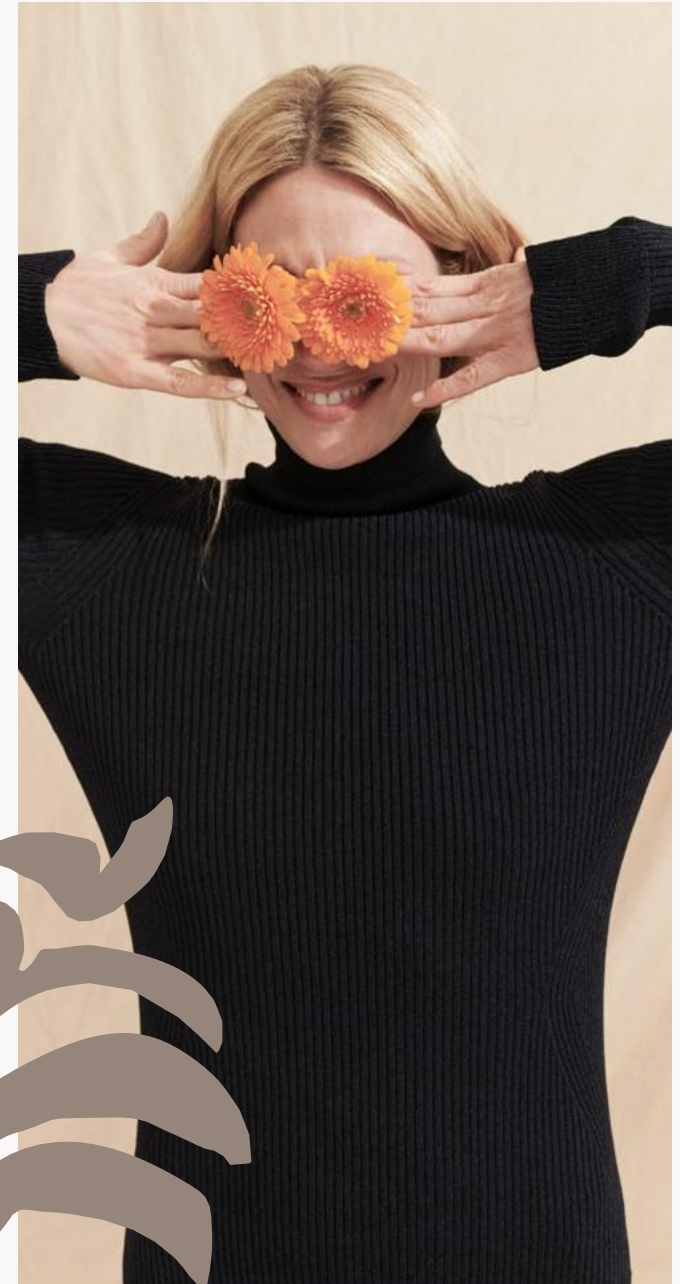
5. Support good service, maintenance and long life cycle

Good and personal service is the cornerstone of Magasin's business, and as an example we offer tailoring and shoe repair services in order to increase the lifetime of our products. We have prepared several care guides, which you can find online, as we want to guide customers in taking good care of their things. This is why we encourage you to help the customers with best practice, e.g. washing, care and storage so that we can extend the lifetime of a product. Make sure to fill in all the care label information, when you deliver the product data to Magasin, and/or include this information on the price label. This is great for the environment as well as good business practice, because it can help extend the durability while minimizing the number of mispurchases and returned goods. Also, please submit text or video material to our internal Magasin App, so we can guide our employees in how the customers should use and maintain the product.

In our efforts to support the sustainable mission, we have recently launched our Times Up Vintage store, which not only prolongs the life cycle to vintage goods, but also gives our customers sustainable and inspiring shopping experiences at Magasin.

6. Support and celebrate diversity

In Magasin there must always be room for everyone. We celebrate and cultivate diversity. We welcome colleagues and customers regardless of their gender, age, nationality, sexuality etc. It is important that you also support diversity when recruiting your staff. We wish to meet our customers eye to eye, so that we seem welcoming, accommodating and open to everyone. Therefore, in Magasin, we have entered a model collaboration, where the focus lies on natural beauty and diversity. We signed the ethical charter of the fashion industry, promising to contribute to better well-being and health for the Danish models. We encourage all brands to do the same.





7. Reduce consumption and focus on recycling

At Magasin, we have a focussed effort on food waste, and we want to ensure, in the best possible way, that there is no food waste on a daily basis. We are recycling goods in our production, including daily rotation of fruit & veg within our butcher/deli. We are focusing on price-activating products that are approaching their expiration date. We collaborate with the app YOUR LOCAL in the disposal of products, where we can sell items that will soon expire at a lower price. If we have to throw products out, we will sort food waste so that it can be used as biofuel.

You can also reduce consumption on other areas. In Magasin, we are changing to energy saving lights (LED) or other sustainable alternatives where we can and when rebuilding. As an example, we have invested in a cooling system that is engineered by seawater. We focus on how much time we are “on” and what we can control in regards to light, heating, cooling, ventilation, escalators amongst others things. The lights in our stores are off when we are closed or as close as possible to the closing times. During Christmas we switch off our Christmas decorations at midnight during weekdays and at 02.00am during weekends.

8. Offer support to sustainable initiatives

We are proud that the Magasin du Nord Foundation annually awards Denmark’s largest fashion award of DKK 300.000 to an up-coming design talent, who also wins a mentorship with a trend-setting person within sustainability.

We want to support the sustainable development, which is why we also honour brands

who take the lead with a new award, the “We love to care” award, where we nominate three brands who can inspire as role models within sustainability and charity. Our buyers will receive ongoing information so that we can focus on this topic together. You are always welcome to reach out if you would like to talk about the possibilities of launching sustainable products and collections targeting Magasin’s customers.

We would very much like to share knowledge with you as a Partner and encourage the entire industry to share, so that together we can take responsibility for a better world.

[CLICK HERE](#) if you want to read more about how to co-operate with Magasin as a partner.



WELCOME TO MAGASIN SALES KIT

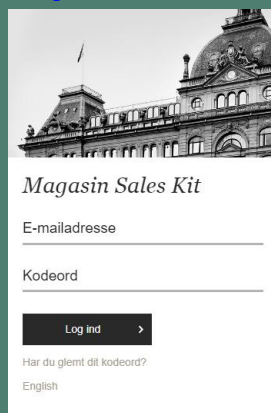
Within our Magasins Sales Kit universe you can find all the information you need about how we will go about planning a promotion strategy for your brand through Magasin's media channels. We have more than 20 million customers visiting our stores and webshop on an annual basis, and as a Magasin Partner, you get unique brand exposure opportunities through campaigns, in-store, social media and customer events – 360 degrees, 365 days a year..

Here you will also be able to find the latest Partner Guide, Visual Guide, Shopfitters Guide, House Profiles, information on our Flex-areas and events and Supply Chain's guide on how to get your products on the shop floor quickly and seamlessly.

Explore Magasin's Sales Kit at <http://saleskit.magasin.dk/log-ind>

If you do not yet have a Magasin Sales Kit account, please sign up here: <http://saleskit.magasin.dk/registrering>

If you have any questions about Magasin saleskit or do you need help putting together a media package for your brand, Please reach out to Magasin's Retail Media Team at partner.promotion@magasin.dk



Magasin Sales Kit

E-mailadresse

Kodeord

Log ind >

Har du glemt dit kodeord?

English

**WE LOOK FORWARD
TO COLLABORATING
WITH YOU**

and are always open to how we can
create further growth together.

Best regards
Magasin