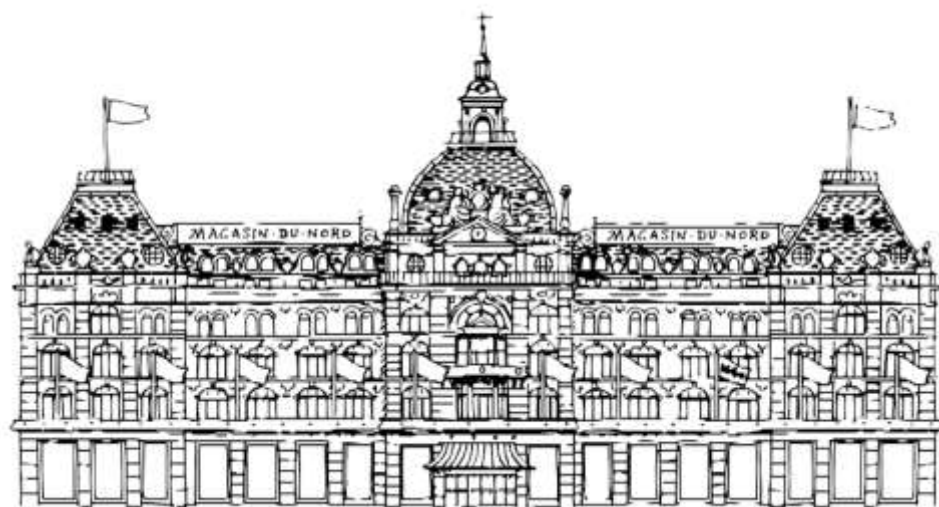


MAGASIN SUPPLY CHAIN

PARTNER GUIDE

WELCOME TO THE



MAGASIN SUPPLY CHAIN PARTNER GUIDE

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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 items – 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 item 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 assist you 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 MAGASIN 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 **PRODUCTS** we sell, the **SERVICES** we offer and in the **WAY WE CONDUCT OUR BUSINESS**.

PASSION FOR FASHION, BEAUTY & DESIGN OUR BUYING STRATEGY

- ☐ *Broad assortments available per category*
- ☐ *House of Most Loved Brands*
- ☐ *Brands exclusively in Magasin*
- ☐ *Front-runner of 'newness'*
- ☐ *Wide range of low, medium, high & premium points*

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 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 retailmedia@partner.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.

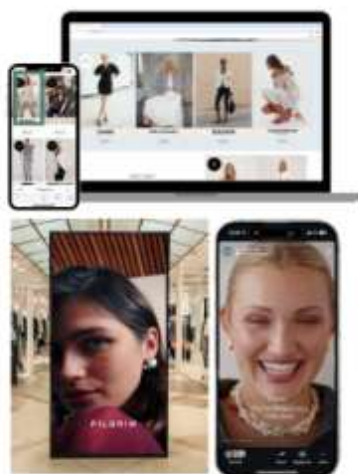
Magasin's Instore Retail Excellence team is responsible for the overall branding in-store. Shop Managers and Visual Retail Managers/Visual Sales Support Managers will ensure that the correct brand logos are available, and ensure that new branding is ordered if any are missing or changes have occurred.

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.

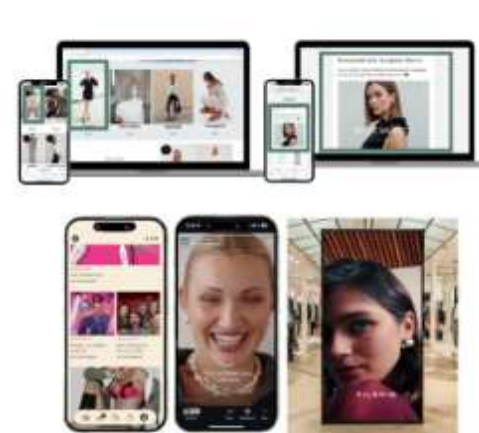
Magasin will supply all templates for sales inserts, wrapping paper and shopping bags with Magasin's name and logo. Own bags and gift-wrapping must not be used. The materials will be charged at a fixed rate based on expected turnover.



Small Package



Medium Package



Large Package

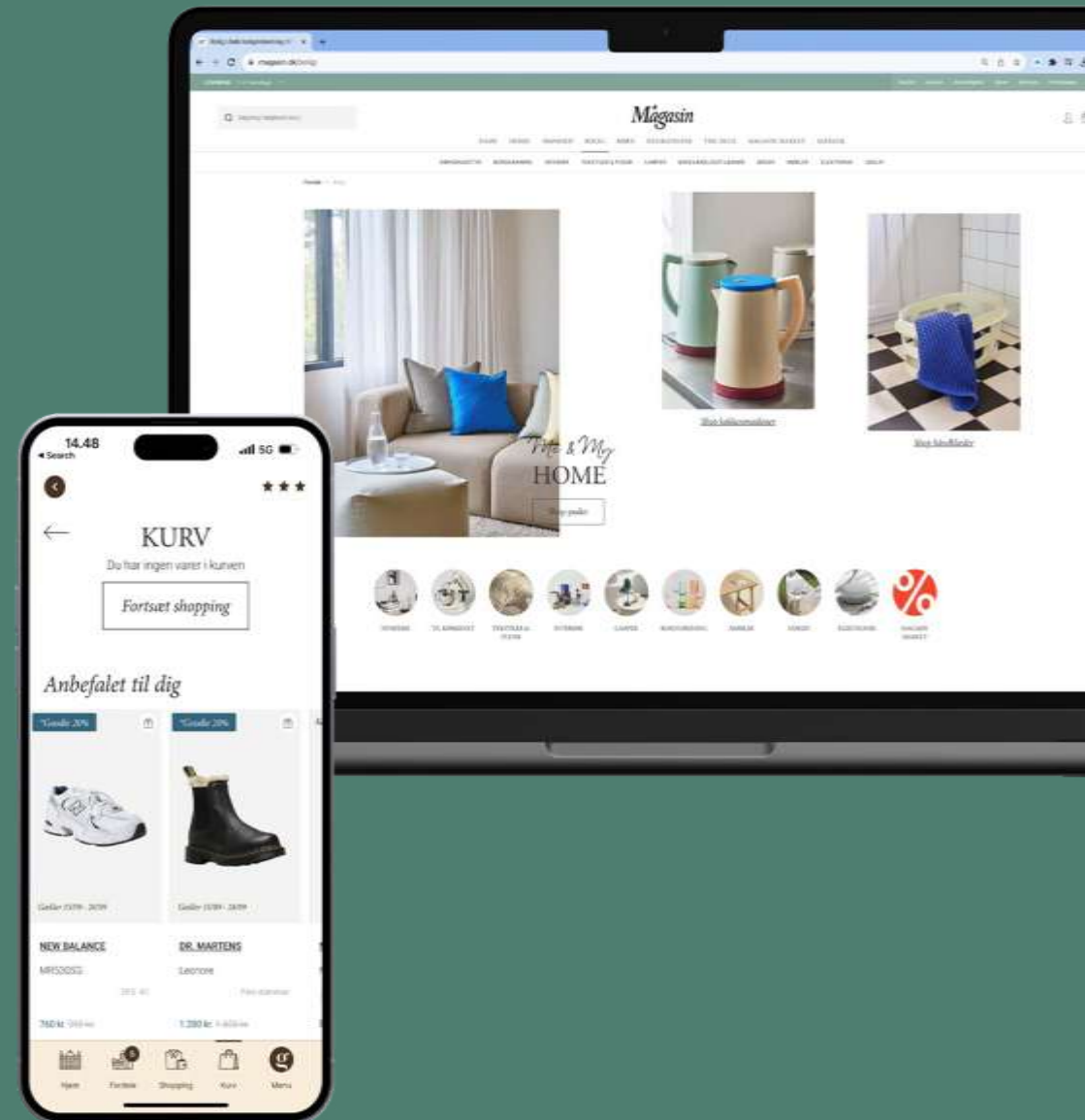
WE LOVE ONLINE

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

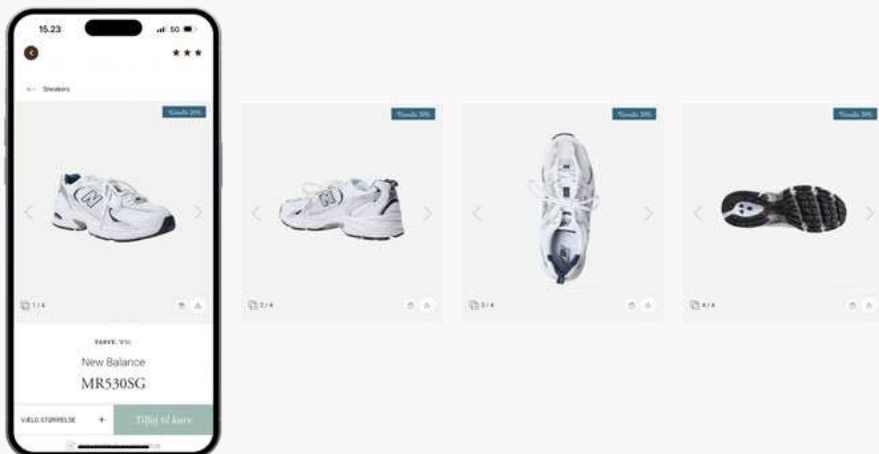
Magasin's online shop can display up to eight product images per product, and we recommend submitting at least four images (e.g. one showing the product from the front and one from behind). YouTube videos can also be included as part of product enrichment.

Please share your pictures through Icloud or 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



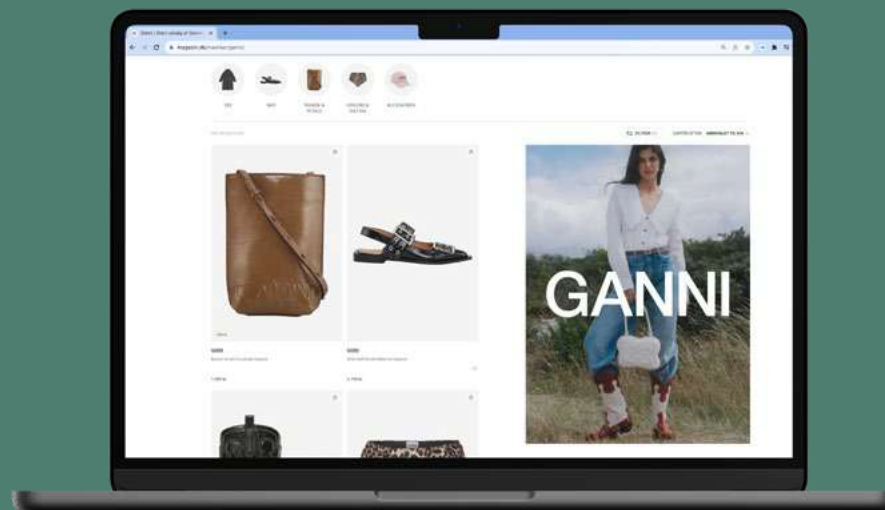
BRAND STORE BANNERS

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:

- ▶ 880x1696 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 though 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 costumer, 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.

4. Order packing

Pallet:

- ▶ In cases of more than 10 parcels, a pallet can be used.
- ▶ For maximum height of pallets, please check slide 11 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

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.

Hillerød (Hus ID 62)

Slotsarkaderne 48
3400 Hillerød

Rosengårdcenteret (Hus ID 63)

Ørbækvej 75
5220 Odense

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

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:

- ▶ 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 340 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 the current freight rate for both parcel and pallet for a domestic shipment. Prices for international shipment will likewise 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 are 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	☐
17673	Magasin Index	YTD - Monthly	Excel - Index	Ja	Vis	☐
17674	Transaction List	Monthly	Excel	Ja	Vis	☐

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	☐
2	Transaction List	Transactions Yesterday	Excel	Ja	Vis	☐
3	Stock Units	Weekly	Excel	Ja	Vis	☐
83	Transaction List	Last Month	Excel	Ja	Vis	☐
2032	Magasin Index	YTD - Total	Excel - Index	Ja	Vis	☐
2209	Magasin Index	YTD - Monthly	Excel - Index	Ja	Vis	☐
3845	HeroProducts	Monthly	IronPdf1	Ja	Vis	☐
18099	Movements	Movements - Last week	Excel	Ja	Vis	☐

WELCOME TO MAGASIN DU NORD PARTNER PORTAL

The Magasin du Nord Partner Portal provides access to all relevant information for planning and executing your brand's promotional strategy across Magasin's media channels.

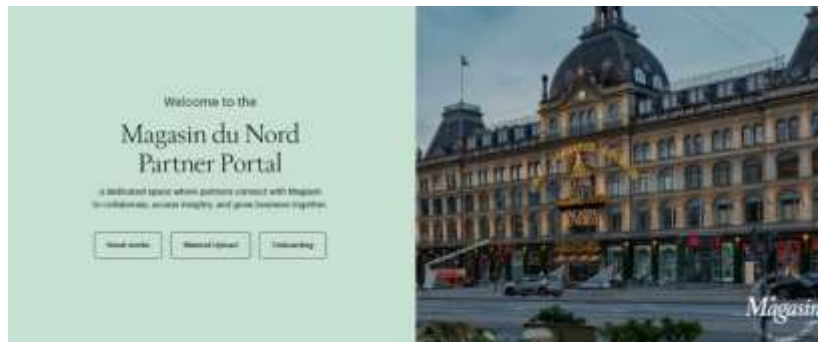
With more than 20 million annual customer visits across our Department Stores and webshops, Magasin offers strong and measurable brand exposure opportunities. As a partner, you can activate campaigns across in-store media, digital platforms, social channels, and customer events — delivering a 360° presence, year-round.

Within the portal, you will find the latest Magasin Supply Chain Partner Guide, Stores Partner Guide, Visual Guide, Shopfitters Guide, House Profiles, information on Flex Areas and events, as well as Supply Chain guidelines to ensure efficient and seamless product distribution to the shop floor.

We are continuously expanding the portal with new content and features. Our ambition is to establish the Partner Portal as the ultimate one-stop collaboration platform — a single point of contact for all partner-related information, tools, and commercial opportunities.

Explore the Magasin du Nord Partner Portal at: www.partner.magasindk

For questions regarding the Partner Portal or support in developing a tailored media package for your brand, please contact Magasin's Retail Media Team at: retailmedia@partner.magasindk



WE LOOK FORWARD TO COLLABORATING WITH YOU

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

Best regards
Magasin du Nord