

# Overcoming Growing Pains. Ready. Steady. Grow.

Georgia Leybourne  
CMO Linnworks



Do you  
know your  
customer?

Looking beyond  
the obvious ...



# INTERNATIONAL GROWTH

# PRODUCT GROWTH

# MARKETPLACE GROWTH



**Diversification**

**1 → 2**

**Expansion**

**2 → 5**

**↑↑ SKUs ↑↑**

**5 → 10**

The background is a dark blue world map. Overlaid on the map is a network of light blue circular icons. Each icon contains a white symbol: a person, a shopping cart, or a truck. These icons are connected by a series of white dotted lines, forming a global network that spans across all continents. The text "What's stopping YOU?" is centered in the middle of the map in a large, white, sans-serif font.

What's stopping  
YOU?

# Juggling the needs of everyone and anyone.

**Consumers**



**Sellers**



**Logistic  
Partners**



# Consumers expect **easy online commerce, now.**

All products  
and services



Across social &  
sales channels



Full transparency  
of stock levels &  
order status



On any  
device



Delivered on  
their terms,  
anywhere

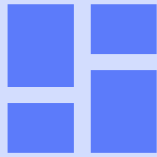


# Sellers need **connected commerce ops, now.**

Connectivity  
to multiple  
marketplaces



Single view  
of stock across  
all channels



Automated  
workflows  
for data



Integrated  
shipping options



Full control of  
warehouse  
stock flows



# Logistics partners are **connected to that ecosystem, now.**

Access the right  
partner for the  
right task



Integrations  
to automate  
data flows



Full visibility  
of order status



Regulatory  
compliance  
as necessary



Local support  
around the clock







Not all  
**Marketplaces**  
are created  
equal.



# Web Commerce Partners



## Retail Brand Marketplaces

Debenhams

Walmart  **B&Q**

John Lewis

## Marketplaces



Etsy 

wayfair 

 **TikTok Shop**

## Marketplace Platforms



VIRTUALSTOCK®

MARKETPLACER™

Connected CommerceOps



Listings  
Order Management  
Warehouse Management

## The top reasons holding back more marketplace selling

- Not enough time or resources to manage selling through marketplaces
- Concerns about the cost of marketplace fees and commissions
- Legal and taxation issues
- Difficulty in managing product fulfillment and delivery
- Lack of technical skills
- Uncertainty or confusion about marketplace rules and policies



Source: Packhelp survey of 500 European sellers.

Opportunity  
is **all**  
around us.



# Typical **Growth** challenges.

Manual processes



Unreliable inventory data



Inefficient order management



Cost effective shipping



Ineffective fulfillment operations



Warehouse is not organised causing mis-ships



Marketplace connectivity



Multi-channel complexity



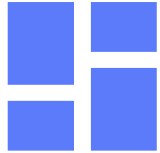
Limited resources





# How **Linnworks** supports **online sellers.**

**Inventory  
Management**



**Order  
Automation**



**Multi-Channel  
Integration**



**Reporting and  
Analytics**



**Customer  
Satisfaction**



# Global experience supporting multichannel sellers.

**14**

Years of expertise helping retailers succeed

**81M**

Orders processed during Peak

**242M**

Orders processed annually

**\$18B**

Annual GMV processed

**30K**

Users globally

**4.0K+**

Customers

# Supporting **sellers** across the globe.

BuyWholefoodsOnline  
CO.UK





A young man with dark hair, wearing a light blue button-down shirt over a white t-shirt, is sitting at a desk and smiling while looking at a laptop. He is in a bright, modern office environment with large windows in the background showing greenery. The overall color palette is a soft, muted blue. The logo 'linnworks' is overlaid in white, featuring a stylized 'l' with a minus sign on the left and a plus sign on the right, followed by the word 'linnworks' in a bold, sans-serif font with a registered trademark symbol.

**linnworks<sup>®</sup>**

# Linnworks.

## Ready.

Everything you need to get your inventory and warehouse in order or integrate with a 3PL or marketplace for global fulfilment.



## Steady.

Automate, optimise and increase efficiency across your business to manage your sales wherever they occur.



## Grow.

Seamlessly launch your products and sell your complete catalogue on any major marketplace to grow your business.



Get going.  
Keep  
growing.

with Linnworks.

