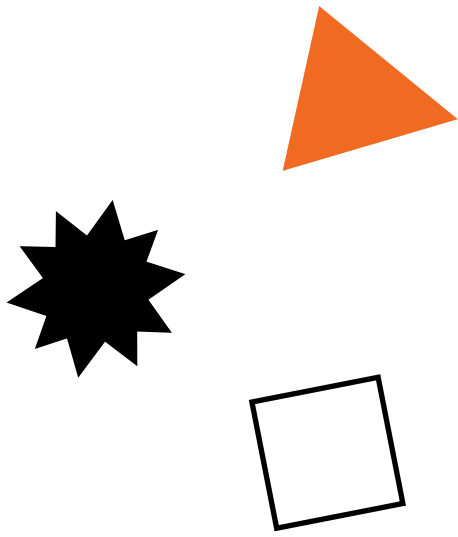


# Webinar #1 Follow Up: Partner Program Q&A

Below are the most frequently asked questions we received about our Partner Program during our partner webinar on Thursday, April 23, and the corresponding answers from the relevant teams.



## Question

What’s the easiest and fastest way to join the Partner Program?

Who is eligible for the Partner Program and how exactly does it work? I am worried I am too small / too big / too xyz to join.

What opportunities in terms of internationalization does Zalando offer?

Do you need a local VAT per territory to join?

How long does it usually take a new partner to go live on the Partner Program?

How can I get in touch if I want to start the brand readiness phase?

I am getting stuck in the Brand Prospect form, help!

How does a customer know whether they are buying Zalando Wholesale products or from a brand / retailer connected via Partner Program and Connected Retail?

## Answer

There are several ways to join the Partner Program, the fastest and easiest way really depends on your own setup and capabilities. If you have your own e-commerce, likely the easiest way is with our main integrators, Tradebyte and Anatwine. You can also use your own integrator or have the option of using our free APIs – our “direct connect” option. Either of these can be combined with your own logistics or our ZFS logistics offer. If you need help in general, partnering with a dedicated service provider can be a good option.

We are open to all partners who meet our ethical standards and fit our assortment strategy (e.g. no counterfeits, or themed merchandise like costumes). No matter the size of the brand or retailer, all partners who meet those requirements have the same opportunity to join the Partner Program.

We see strong interest currently in expanding to further markets and to make sure we can serve everyone, we have expanded our capacity to take our partners live in more countries. All 17 Zalando countries are available in the Partner Program: 12 with their own fulfillment solutions and 16 with ZFS.

Yes, you need to have a valid VAT-number for each country you want to sell in. Don’t worry though, we can support you by connecting you with one of our VAT service providers, through whom you can easily register through an online interface to get a VAT-ID for any European country. This makes it very easy and allows you to focus on your core business.

For new partners, our Direct Integration (API) allows you to connect to our platform in just 12 days (depending on your brands’ readiness). Again, this depends on how your logistics and systems are set up, so for some, achieving brand readiness may require a bit of preparation.

If you are interested in joining the Partner Program and do not have an existing wholesale business with Zalando, please complete the [brand prospect form](#) so we can learn more about your business and eligibility for the platform. The Partner Program sales team will then be in touch with full details of the next steps to start your integration. If you are interested and already work with us in Wholesale, please reach out to your Supplier Captain.

If you are already in touch with the Partner Program Sales team, please reach out to your dedicated Sales Manager to review the next steps for brand readiness.

If you have already submitted your brand in the [brand prospect form](#), your request is currently being processed and you will hear from our team as soon as possible with next steps. Please note that we can only accept one submission per brand. Thank you in advance for your patience.

Customers can see who is selling and shipping an item on the Product Detail Page, directly under the add to cart button (“sold and shipped by partner: xyz”), as well as during Check Out, where articles are grouped by shipment so that customers know how many parcels they can expect to receive. While browsing in the catalogue, customers can also filter to show only products shipped by Zalando (i.e. Wholesale and ZFS stock), which is convenient for those looking to receive as few parcels as possible.

