

Dear Merchant,

Thank you for your interest in Tmall Global.

Please note there are three steps to this application process.

Enclosed are Step 1 materials:

- Merchant Basic Information
- Step 1 Required Materials List
- Merchant Primary Brands & Product Categories
- Tmall.hk Commission Fee Schedule

Upon completion, please send all documents to:

tmallglobal@service.alibaba.com

Please allow up to 17 business days for a response.

Step 2 requirements we will be requested upon invitation.

Regards,

The Tmall Global Business Development Team



Company Information

Business Type	Brand Owner	Distributor	Retailer
Company Name on Business License			<i>Please attach proof of identification</i>
Registered Company Address			
Business License Serial Number			
Registration Date			
Annual Turnover			
Number of Employees			
Company Address			
Company URL			
Online Sales Amount	\$		(USD)
Number of Operation Personnel			
Number of IT Personnel			

Warehouse & Logistic Information

Warehouse Capacity
(size / number of products)

Number of SKUs

Do you currently provide
international fulfillment?

Yes

No

If yes, which countries?

Logistic Company

Logistic Amount

\$

(USD)

Authorized Representative

Name of Authorized
Representative

Position / Title

Email Address

*Account username and password
will be emailed to this address*

Telephone Number

Please include country dialing code

Facsimile Number

Please include country dialing code

Mobile Number

Please include country dialing code

Mailing Address

Storefront Information

Storefront Type	Brand Flagship Store	Flagship Marketplace	Specialty Store
Storefront Display Name			<i>(xxx) Overseas Flagship Store / Overseas Authorized Dealer / Overseas Shop</i>
Storefront Sub-Domain			<i>(xxx).tmall.hk (minimum 4 characters)</i>
Contract Dates of Validity			<i>Contract valid until 31 December 2014</i>
Security Deposit	US \$25,000	<i>US \$25,000 for all Tmall Global merchants</i>	
Commission Fee	%	<i>Conditional on product category (refer to the Tmall.hk Commission Fee Schedule)</i>	
Annual Fee	US \$5,000	US \$10,000	<i>Either US \$5,000 or US \$10,000 conditional on product category (refer to the Tmall.hk Commission Fee Schedule)</i>
Notes			

Please submit a copy of the following materials with your application

Completed basic information form

Copy of valid business license

Tax registration certificate or retail license

For Brand Flagship Store Only:

For Brand Owners:

- Registered trademark acquired at least one year prior to application date
- Existing sales in a retail channel outside of China
- Existing cross-border demand

For Authorized Dealers:

- Exclusive authorization letter from brand owners to distribute.
- Existing sales in a retail channel outside of China
- Existing cross-border demand

For Flagship Marketplace Only:

Class 35 trademark registration

For Specialty Store Only:

Authorization letter or full chain purchasing documents from the brand owner to applicant.
(required for each brand sold)

Note:

1. If the brand has already launched a flagship store on Tmall.com, we request confirmation from the brand's China team that a flagship store on Tmall Global can be launched.
2. Tmall Global reserves the right to require a merchant provide authorization from brand owners for any of the brands sold in the merchant's store at any time.

- NOTE:
 1. The commission fee is the same as Tmall's fee structure, plus 1% alipay cross-boarder transaction fee.
 2. If more than one category is chosen, the higher commission rate is used. (i.e. Men's Apparel (5%) and Mountain Bikes (2%) = 5% commission rate)

Main Product Categories	Sub-Categories	Commission Fee	Secondary Category	Commission Fee	Tertiary Category	Commission Fee	Annual Fee (USD)
Apparel	Clothing Accessories / Belts / Hats / Scarves	5%					\$5,000
	Women's Apparel / Women's Boutique	5%					\$10,000
	Men's Apparel	5%					\$10,000
	Women's Intimate Apparel / Men's Underwear / Pajamas	5%					\$10,000
Shoes / Bags / Luggage	Luggage and Leather Goods / Women's Bags / Men's Bags	5%					\$10,000
	Women's Shoes	5%					\$10,000
	Men's Shoes	5%					\$10,000
Sports & Outdoors	Sports Shoes	5%					\$10,000
	Sports Apparel / Casual Wear	5%					\$10,000
	Sports / Yoga / Fitness Equipment	5%	Scooter / Scooter Accessories	2%			\$10,000
			Mountain / Road Bikes	2%			\$10,000
			Other	5%			\$10,000
	Outdoor / Hiking / Camping / Travel Equipment	5%					\$10,000
Sports Bags / Accessories	5%					\$10,000	

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Jewel & Accessories	Lighters / Swiss Army Knives / Eyeglasses	5%					\$10,000
	Designer Watches / Fashion Watches	5%					\$10,000
	Costume Jewelry / Fashion Jewelry	5%					\$10,000
	Jewelry / Diamonds / Jade / Gold	Gold	5%		0.5%		
Platinum				2%			\$10,000
Other				5%			\$10,000
Cosmetics & Skincare <small>(including Make-up Tools)</small>	Cosmetics / Perfume / Hair Products / Tools	4%					\$5,000
	Hair Products / Wigs & Extensions	4%					\$5,000
	Skincare / Bodycare / Oils	4%					\$5,000
Audiovisual	Music / Television / Movies / Celebrity / Audiovisual	2%					\$5,000
Musical Instruments	Musical Instruments / Guitars / Pianos / Musical Accessories	2%					\$5,000
Travel	Hotel / Inn / Condo Discounts	2%	Single	3%			\$5,000
			Package	2%			\$5,000
	Scenic Area Entrance Tickets / Travel / Travel Services	2%					\$5,000
Electronic Tickets & Vouchers	Electronic Tickets / Vouchers	0.5%					\$5,000

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Main Product Categories	Sub-Categories	Commission Fee	Secondary Category	Commission Fee	Tertiary Category	Commission Fee	Annual Fee (USD)
Home Décor / Furniture / Textiles	Building Materials	2%					\$5,000
	Home Décor	5%					\$10,000
	Hardware / Tools	5%					\$5,000
	Power Tools	5%	Wiring	2%			\$5,000
			Other	5%			\$5,000
	Specialty Arts & Crafts	5%				\$10,000	
	Home Renovation Materials	5%	Water Heater	2%			\$5,000
			Bathroom Heatlamp	2%			\$5,000
			House Paint	2%			\$5,000
			Other	5%			\$5,000
	Office Furniture	5%				\$10,000	
	Home Furniture	5%				\$10,000	
	Bedding & Textile Accessories	5%				\$10,000	
	Antiques / Coins & Stamps / Calligraphy / Collectables	5%				\$10,000	
	Fresh Flower Delivery / Artifical Flowers & Foliage / Gardening	5%				\$10,000	

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Services	Food and Beverage / Restaurant Coupons	0.5%					\$5,000	
	Leisure and Entertainment / Shopping Cards	0.5%					\$5,000	
	Movies / Performances / Sports Events	0.5%					\$5,000	
	Localized Living Services	0.5%					\$5,000	
	Photography / Photography Service	0.5%					\$5,000	
	Individual / Custom-Made / Design Services	2%					\$5,000	
	Online Shop Voucher / Coupon	0.5%					\$5,000	
	Interior Design	2%					\$5,000	
Household Appliances	TV and Home Theatre Systems	2%					\$5,000	
	Kitchen Appliances	2%					\$5,000	
	Small Home Appliances	2%					\$5,000	
	Large Home Appliances	2%					\$5,000	
	Personal Care / Fitness / Massage Equipment		5%	Shaver	2%			\$5,000
				Other	5%			\$5,000

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Food	Snacks / Nuts / Specialty	2%					\$5,000	
	Alcohol	2%					\$5,000	
	Tea / Coffee / Powdered Beverages	2%					\$5,000	
	Grains & Rice / Dried Foods / Condiments	Rice / Flour / Grain	2%		1%			\$5,000
		Cooking Oil			1%			\$5,000
		Other			2%			\$5,000
	Seafood and Meat / Fresh Produce & Fruits / Cooked Food	2%					\$5,000	
Nutritional Supplements	Traditional Nutritional Tonics	3%					\$5,000	
	Nutritional Supplements / Dietary Supplements	3%					\$5,000	
Cell Phone Accounts	Cell Phone Number / Mobile Package / Value Added Services	0.5%	Cell Phone Number	3%			\$5,000	
			3G Wireless Service Card	1%			\$5,000	
			New User Package	3%			\$5,000	
			Other	0.5%			\$5,000	

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Electronics & Digital	Network Equipment / InternetHardware	2%					\$5,000
	Desktop / Server	2%					\$5,000
	Digital / DSLR / Video Cameras	2%					\$5,000
	MP3 / MP4 / iPod / Recording Devices	2%					\$5,000
	Cell Phones	2%					\$5,000
	Computer Hardware / Monitors / Other Equipment	2%					\$5,000
	Laptops	2%					\$5,000
	Digital Accessories	2%					\$5,000
	Flash / External Hard Drives	2%					\$5,000
	Games / Software	2%					\$5,000
	Tablets	2%					\$5,000
	Office Facilities / Consumables	2%					\$5,000
	E-dictionary / E-book / Stationery	2%					\$5,000
	Package	2%					\$5,000

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Cars & Car Accessories	Car Parts / Accessories	3%	Auto Cosmetic / Maintenance	2%			\$5,000
			Accessories	2%			\$5,000
			Audio and Electronic	2%			\$5,000
			GPS Navigation and Accessories	2%			\$5,000
			Physical Service	2%			\$5,000
			Gas Card	0.5%			\$5,000
			Other	3%			\$5,000
	Motorcycle Parts / Accessories	2%					\$5,000
Household Goods	Storage & Organization / Household Cleaning / Bathroom Products	5%	Storage				\$10,000
			Dust Protector				\$10,000
			Apparel Cleaning Appliance				\$10,000
			Household Cleaning Tools				\$10,000
			Bath Skin Care Tools				\$10,000
			Bathroom Products				\$10,000

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Main Product Categories	Sub-Categories	Commission Fee	Secondary Category	Commission Fee	Tertiary Category	Commission Fee	Annual Fee (USD)		
Household Goods	Household Goods / Wedding & Celebrations / Specialty Gifts	5%	Festival / Party Stuff				\$10,000		
			Body Warmer				\$10,000		
			Clock				\$10,000		
			Bamboo Charcoal Products				\$10,000		
			Creative Gift				\$10,000		
			Protecting Appliance				\$10,000		
			Shoe Supplies				\$10,000		
			Fitness / Diet Products				\$10,000		
			Kitchen / Dining Tools	5%					\$10,000
			Pet Food & Pet Supplies		5%	Dog Food	2.5%		
Dog Treats	2.5%						\$5,000		
Cat Food	2.5%						\$5,000		
Cat Treats	2.5%						\$5,000		
Other	5%						\$5,000		

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Maternity & Baby	Milk Powder / Supplements / Nutrition	2%					\$5,000
	Children's Clothing / Shoes	5%					\$10,000
			Nutrition	2%			\$10,000
			Skincare / Bathing	2%			\$10,000
	Maternity Clothing / New Mother Nutrition	5%	Powdered Milk	2%			\$10,000
			Protecting Appliance	2%			\$10,000
			Other	5%			\$10,000
					Early Stage Workbooks	2%	\$10,000
					Point-and-Read Books	2%	\$10,000
					Other	5%	\$10,000
					Study / Drawing / Stationary	2%	\$10,000
					Bags / Backpacks / Storage	5%	\$10,000

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Main Product Categories	Sub-Categories	Commission Fee	Secondary Category	Commission Fee	Tertiary Category	Commission Fee	Annual Fee (USD)
Household Goods	Cleaning Supplies / Sanitary Napkins / Paper Products / Aromatherapy	2.5%	Hair & Bath Care Products				\$10,000
			Household Cleaning Products				\$10,000
			Furniture / Leather Protector				\$10,000
			Laundry Detergent				\$10,000
			Indoor Deodorization / Aromatic Appliance				\$10,000
			Sanitary Towel / Pantyliners / Adult Diapers				\$10,000
			Tissue / Wipes				\$10,000
			Indoor Insect Killer Spray				\$10,000
Maternity & Baby	Diapers / Bathing / Baby Food / Strollers	2%	Back Carrier / Hand-held Walker / Travel Products	5%	Car Safety Seat / Back Carrier	3%	\$5,000
			Crib / Bed / Cradle / Highchair	5%	Other	5%	\$5,000
			Stroller / Buggie Trainer	5%			\$5,000
			Other	2%			\$5,000