

## BESPOKE QUALITY PROGRAM FOR **THIRD-PARTY SELLERS**

The retail global eCommerce sales are expected to grow over \$5.5 trillion by the end of 2022<sup>1</sup> of which 56% are captured by third-party sellers through online marketplaces<sup>2</sup>. The global spread and volume of third-party sellers pose a challenge for online marketplaces to control the quality of products sold through their platforms as validation of corporate registration and regulatory compliance across countries are complex. Meanwhile, more government bodies are proposing that marketplaces should be held responsible for any faulty or unsafe goods sold via its platforms.

### As Advertised Program

In response, Intertek has developed a unique “As Advertised” Program which leverages our unmatched quality assurance expertise and global reach, combined with a streamlined risk mitigation process through our Total Quality Assurance approach at all touchpoints across the supply chain. Unique protocols are developed specifically for the eCommerce space – evaluating visual compatibility, product quality and safety, authenticity of third-party sellers, production facilities, online customer experience and more. The Program helps to address the main concern when buying online – *What You See Is Not Always What You Get*.

The Program offers Basic and Elite levels for third-party sellers to evaluate their own supply chain and service quality and “As Advertised” performance. The details and coverage of the Program are as follows:

Module	Examples of Assessment Criteria	As Advertised Program	
		Basic	Elite
<b>3rd Party Seller Evaluation</b> Visit Seller’s site to evaluate business characteristics, vendor control, internal quality control and customer service.	<ul style="list-style-type: none"> <li>• Vendor selection process</li> <li>• Product quality management</li> <li>• Customer complaints/ claims/ returns policy</li> </ul>	✓	✓
<b>Supplier Evaluation</b> Visit manufacturer’s site to evaluate business characteristics, quality practices, internal quality control and current production.	<ul style="list-style-type: none"> <li>• Internal quality actions</li> <li>• Raw materials quality control</li> <li>• Production facilities on-site</li> </ul>	✓	✓
<b>Customer Experience</b> Evaluate the quality of Seller’s online service, product and order fulfilment through mystery shopping.	<ul style="list-style-type: none"> <li>• Product quality</li> <li>• Order delivery time and delivery package</li> <li>• Seller’s website design and performance</li> </ul>	✓	✓
<b>Product Evaluation</b> Evaluate the quality of Seller’s product against customer expectation based on the information and images available on the Seller’s website.	<ul style="list-style-type: none"> <li>• Product style, colour, materials, performance claims, dimensions</li> <li>• Product operation and functions</li> <li>• Product safety and visible</li> </ul>	✓	✓
<b>Random Product Compliance Testing &amp; Label Review</b> Random selection of products from Seller’s site (Covering 10% of all product types listed) for testing against mandatory requirements and labelling review.	<ul style="list-style-type: none"> <li>• Physical testing against mandatory standards in the selling market(s)</li> <li>• Chemical testing against mandatory standards in the selling market(s)</li> <li>• Labelling review in compliance with selling market(s)</li> </ul>		✓

Sources:

1. Global Ecommerce Forecast 2022, Ethan Cramer-Flood 2. 2022 Future of Marketplaces Report, Edge by Ascential

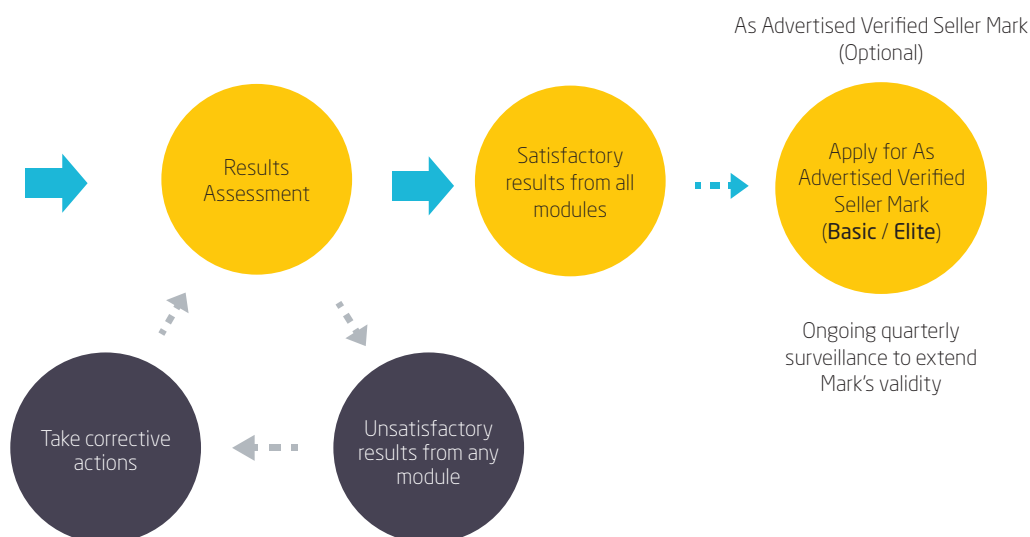
## Program Flow

Sellers are required to complete all assessment modules of their selected Basic or Elite Program. A final assessment and CAPA report will be issued upon completion. Sellers can apply for the corresponding As Advertised Verified Seller Mark if they obtain satisfactory results in all assessment modules. For sellers with the As Advertised Seller Mark, ongoing surveillance is required to demonstrate the running of high-quality online business as advertised.

Sellers complete all required modules below:



\* Optional module for Elite Program

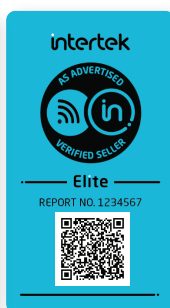


## As Advertised Verified Seller Mark - Mark of Trust to Buy with Confidence

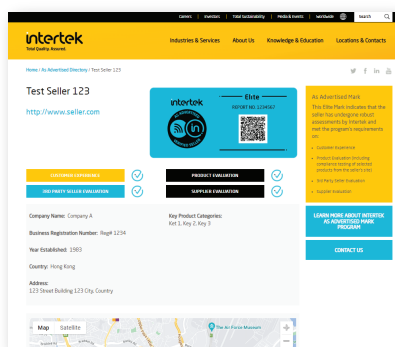
The As Advertised Verified Seller Mark can be applied to different marketing collaterals, both online and offline, to allow consumers to buy with confidence. The QR code on the Mark points to the seller's profile with verified information under the As Advertised Directory hosted on Intertek.com.



Basic Mark



Elite Mark



As Advertised Directory on Intertek.com

### Applications of Mark:

- Website and Apps
- Corporate Video
- Brochure, Lookbook, Other Printed Materials
- ... and more

## Benefits of As Advertised Program

### Marketplace

- Quick onboarding of 3rd party sellers through Intertek's robust As Advertised Program
- Increase quality & customer satisfaction
- Increase consumers' trust on sellers
- Lower risks of fraudulent or low-quality sellers

### 3rd Party Seller

- Enhancing visibility on marketplaces
- Ease of access to new marketplaces
- Mark of Trust that verifies sellers meet the quality requirements set by Intertek in modules including sellers, suppliers, products and customer experience

