

CTEK



***RESELLER
ROUTINE***

Table of contents:

1. Physical Store Partner	3
1.1 Technical requirements	4
1.2 Process description: Client perspective	4
2. Online Partner (Checkout at CTEK.com)	5
2.1 Technical requirements	5
2.2 Process description: Client perspective	5

1. Physical Store Partner (Checkout at Reseller)

1.1 Technical requirements

The reseller needs to provide some information about its own operated physical stores. Information about the stores will be displayed for the customer when choosing "Find a store".

A further description follows later in this document. Required information about the reseller's stores is listed in the below table:

ATTRIBUTE	DESCRIPTION
Store name	Name
Organization number	VAT-number
Latitude	Latitude of the physical store's location*
Longitude	Longitude of the physical store's location*
Email address	E-mail address for forwarding orders (Optional and only for online partner)
Address	Street, ZIP, City, Country, etc.
Homepage, e-commerce	Store or Site URL

Another type of information that is required is a list of CTEK's products that the reseller is currently selling.

This information helps in synchronizing CTEK with the reseller. The below table shows the required data fields regarding products:

ATTRIBUTE	DESCRIPTION
Product name	Name of the CTEK product
Product URL	The product URL at the resellers e-com
EAN number	Product EAN number

1.2 Process description: Client perspective

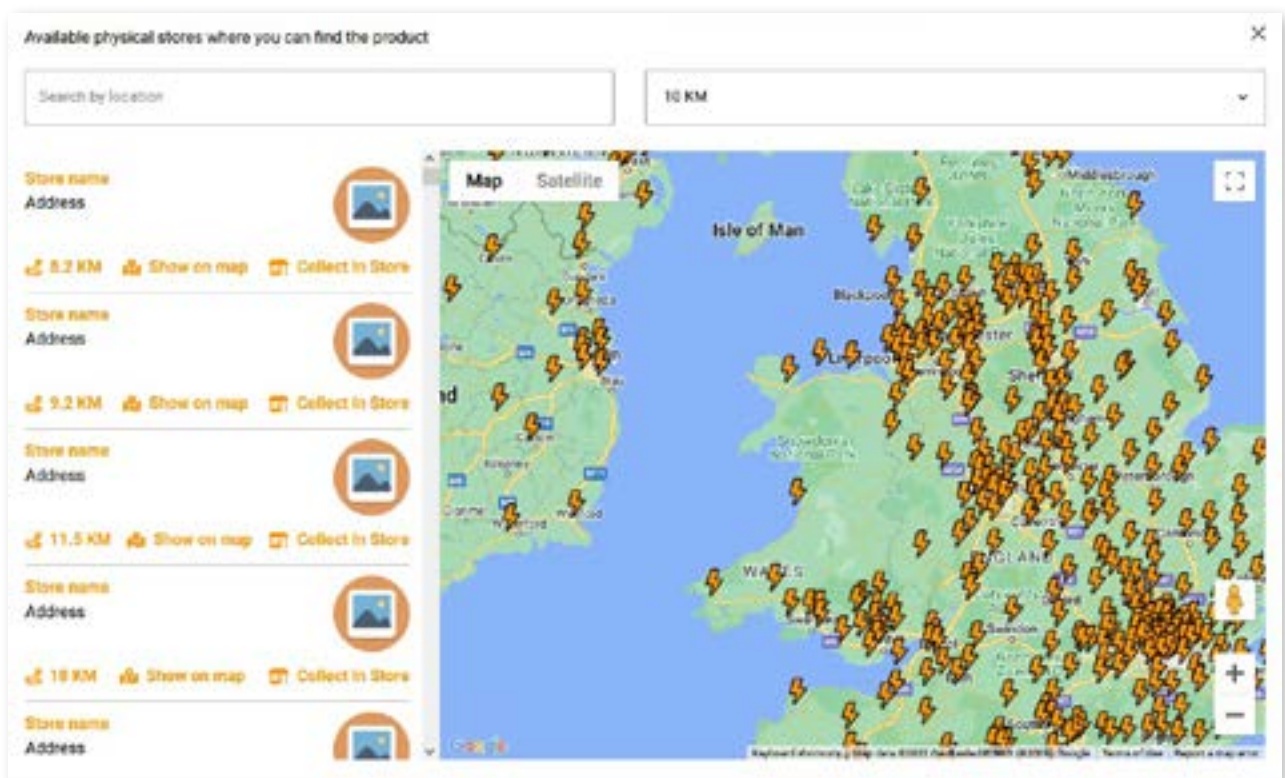
Since the reseller agreed to only be a physical store partner, a customer would be able to checkout at the reseller's website. All the reseller's physical stores would be shown on a map which a customer can choose from.

"Collect in store" process is described as follows:

1.

When a customer chooses the option "Find a store" at the product's page, they will be presented with a map view. The map view shows all the stores geographically sorted by distance to the customer's location. If the customer doesn't allow accessing his/her location, the stores would be randomly listed.

The address of the stores would be presented to the customer in this view. If the reseller has provided a website URL, the store name would be orange highlighted and clickable.



2.

Product's price is not shown in this view, since there is a recommended price shown already on the product page at CTEK.com. We also inform the customer that local deviations can occur.

3.

The customer then goes ahead and completes the purchase in the physical store of choice.

2. Online Partner (Checkout at CTEK.com)

2.1 Technical requirements

Additional to all the technical requirements described in (1), the reseller will need to have an online payment method in place. Klarna is the required one currently, but new payment methods will be offered in the future. It must be acknowledged that CTEK will not require any sensitive data such as Klarna login details to complete a purchase at CTEK checkout. However, don't hesitate to contact us if you have any concerns or have a different payment method than Klarna. The reseller need also to provide enough information about their delivery options.

The payment method and the delivery options will be provided to the customer at the CTEK checkout point.

The reseller's terms and conditions will be displayed as well when checking out, so a link to the reseller's terms and conditions needs to be provided.

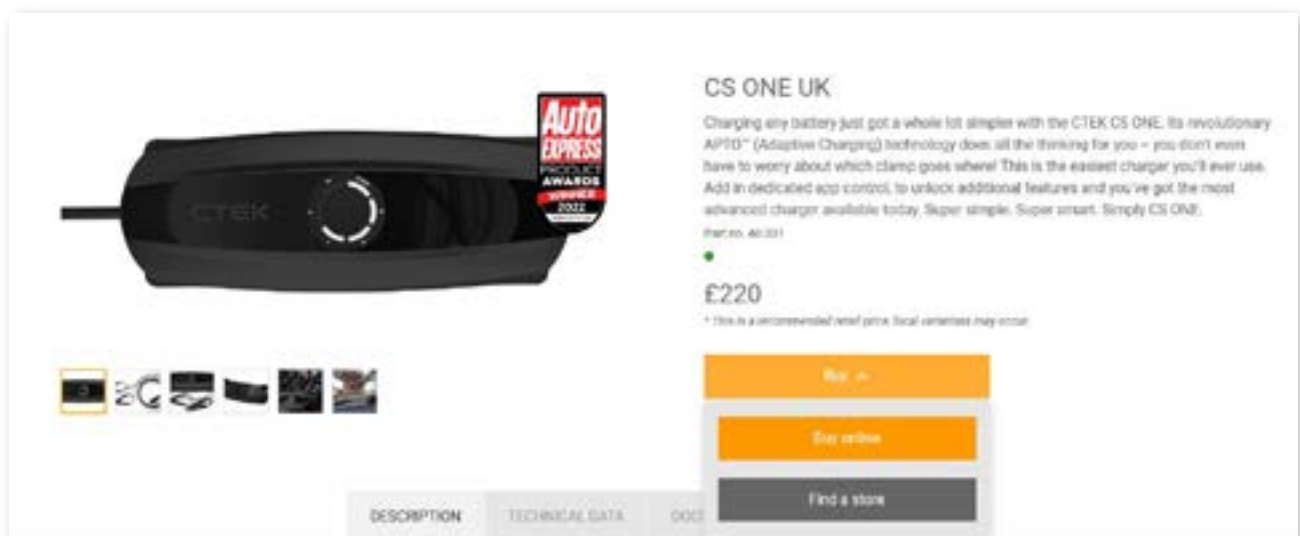
Resellers are recommended to have a dedicated email for reseller orders so the orders can easily be detected and followed up on. Another option is manually picking up the orders from the reseller's Klarna portal.

2.2 Process description: Client perspective

Since the reseller agreed to be an online partner, "Buy online" is another option, alongside the "Find in store" option, for a client to complete a purchase. "Buy online" process is very straightforward and can be described as follows:

1.

From the product page, the customer moves a product to the cart by clicking "Buy online" as shown in the below image



2.

Before adding the product to the cart, it is essential to ensure that the reseller has the product in the warehouse to avoid any problems or delays with the delivery. Achieving that could be done through different approaches depending on the case and requires some cooperation between the reseller and CTEK.

3.

Lastly, the customer finishes the checkout by choosing the desired delivery method and completing the payment process at CTEK. The product/products are then delivered by the reseller.

CTEK

CTEK AB
+46 10 344 88 00
HELLO@CTEK.COM
WWW.CTEK.COM