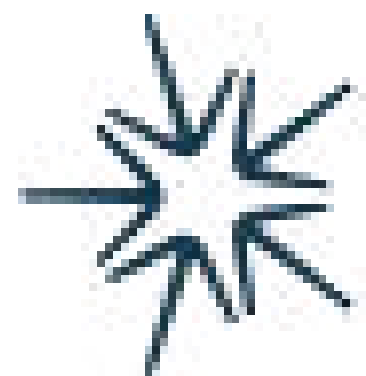


[Atelier export]

Cross-border avec Global-e

Global^e



FRANCÉCLAT

28 March 2025

AGENDA

- Introduction to Global-e
- The D2C Global E-commerce Opportunity
- Achieving International Growth: The Challenges
- Maximising Global Growth: Global-e's Global E-commerce Platform
- Navigating the Evolving Tariff Landscape
- Q&A

Global eEN

QUELQUES CHIFFRES

>1,400

Clients dans le monde



>1,000

Employés
30 bureaux



>\$6.4B

Volume d'affaires en
2025



GLBE

Coté au Nasdaq
depuis 2021



Source: Company data, as of March 2025

Le partenaire privilégié des plus belles marques

M&S	MICHAEL KORS	MARC JACOBS	alo	Disney store	adidas	SKIMS
Glossier.	MATTEL CREATIONS	rabanne	VICTORIA'S SECRET	GIVENCHY	BANG & OLUFSEN	HUGO BOSS
RALPH LAUREN	Harrods	logitech G	FENTY BEAUTY BY RIHANNA	Cartier	ALLSAINTS	VERSACE
Etam	Reformation	Jabra GN	VANESSA BRUNO	TARA JARMON PARIS	THE KOOPLES	Onitsuka Tiger
MAISON KITSUNÉ PARIS	s o e u r	[LEDGER]	La Redoute	lepetto	YSÉ	JONAK PARIS
LONGCHAMP PARIS	vertbaudet	AIGLE DEPUIS 1853	Sézane	ZADIG & VOLTAIRE	FLEURON ∞	fusalp
LOEWE	ami alexandre mattiussi	CELINE	KENZO PARIS	MUGLER	TAG HEUER	LEMAIRE
ERIC BOMPARD	BOUCHERON PARIS DEPUIS 1858	Balibaris	IZIPIZI®	Aubade	GERARD DAREL	CAREL 1952
PASSIONATA	Desigual.	CYRILLUS	L I V Y	DIM PARIS	MORGAN MORGAN DE TOI	BERLUTI
TOONZ:SHOP	ISABEL MARANT	MONTBLANC®	ERES	BALZAC	molli	Jean Paul GAULTIER

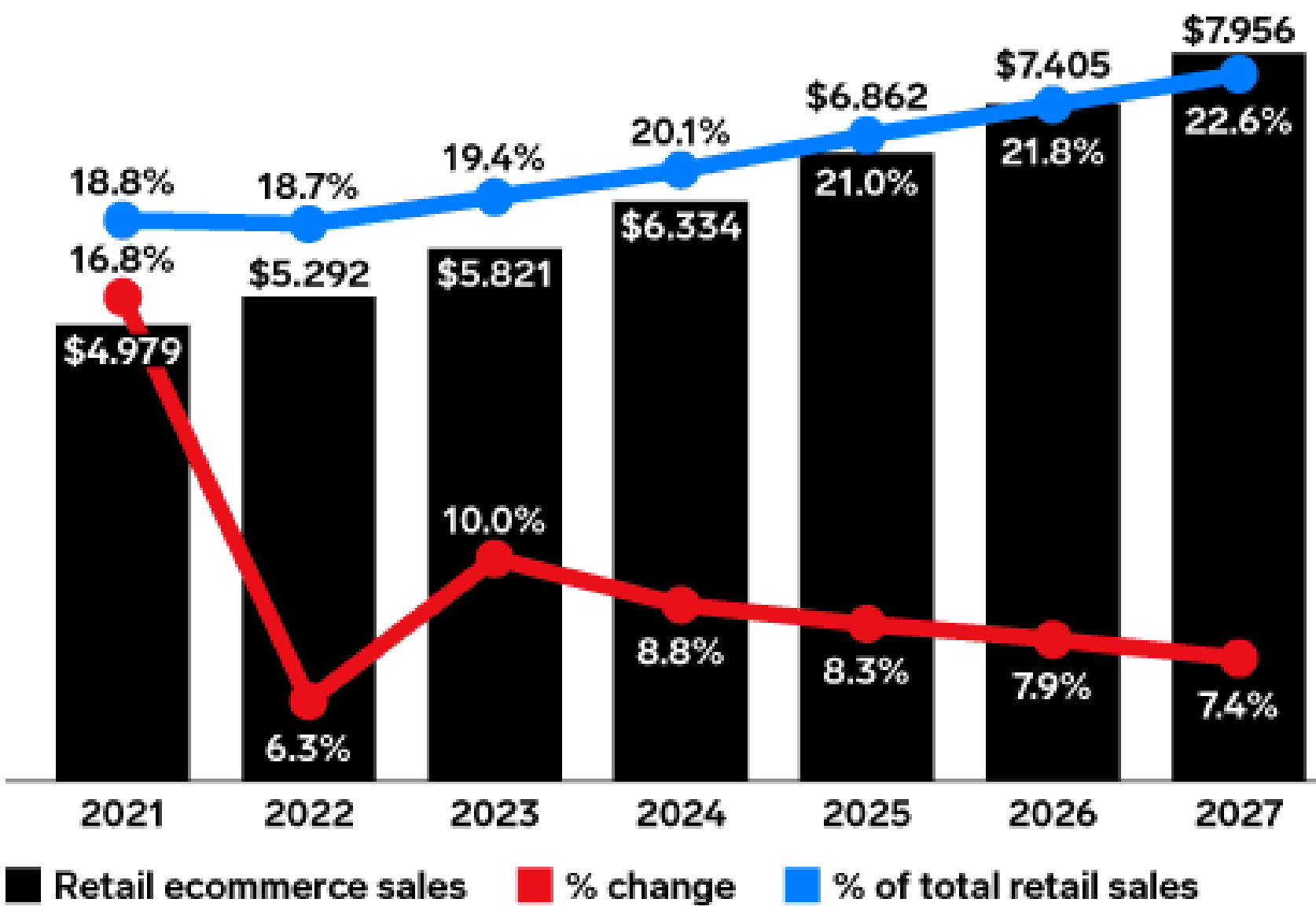
The D2C Global E-commerce Opportunity



Global e-commerce is massive and growing; Steadily gaining traction out of total retail sales

GLOBAL RETAIL E-COMMERCE GROWTH

Retail Ecommerce Sales Worldwide, 2021-2027
trillions, % change, and % of total retail sales



Note: Includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales

Source: Insider Intelligence | eMarketer Forecast, Jan 2024

284586

Insider Intelligence | eMarketer

E-COMMERCE'S GROWTH RATE EXCEEDS THE TOTAL RETAIL RATE

Retail Sales Growth and Retail Ecommerce Sales Growth Worldwide, 2016-2027

% change in physical retail vs. retail ecommerce sales worldwide, 2016-2027



287480

EM | EMARKETER

Source: eMarketer, Worldwide Ecommerce Forecast 2024, Feb 2024

Source: eMarketer, Worldwide Ecommerce Forecast 2023, July 2024

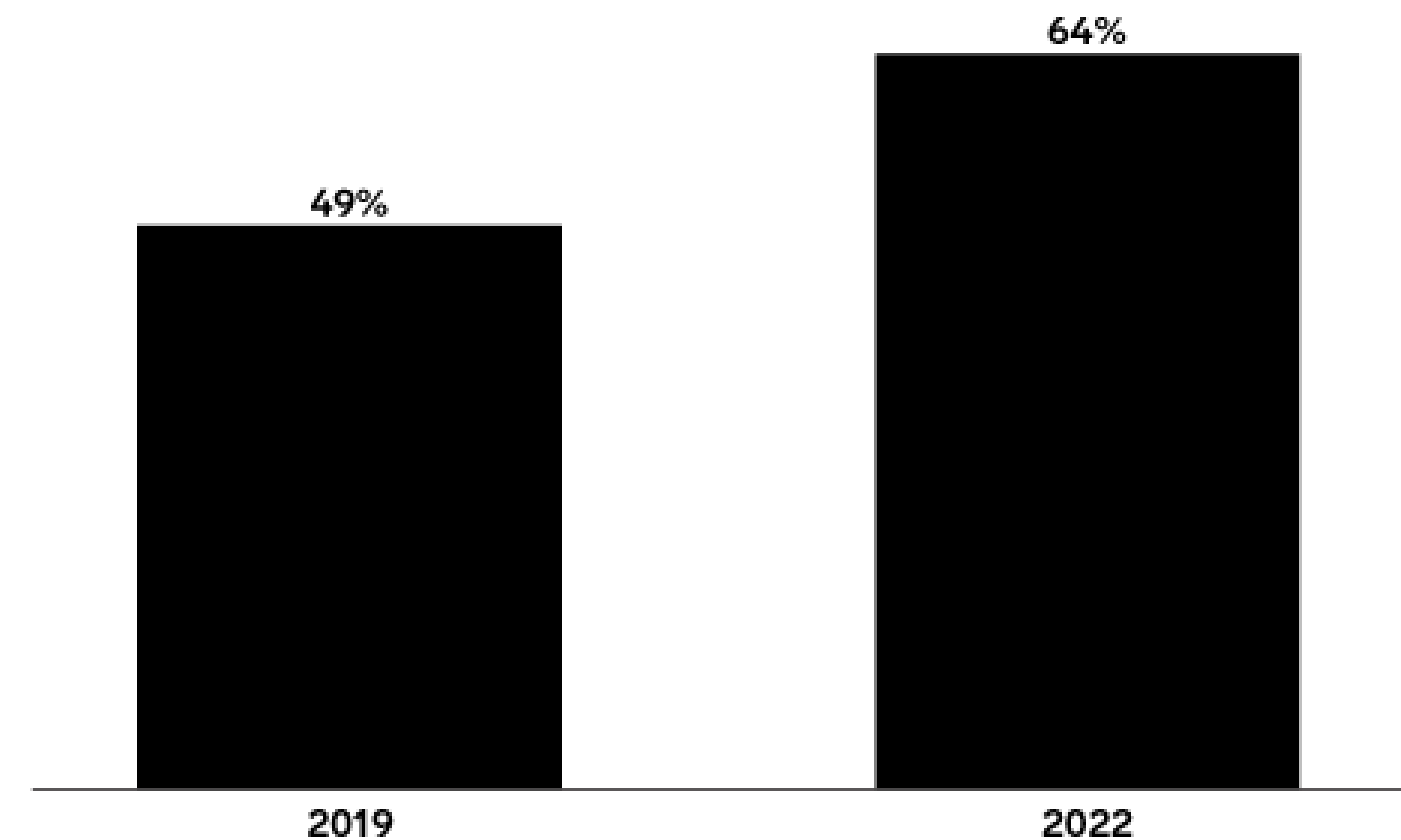
Shift of merchants and shoppers towards D2C

Global D2C holds significant benefits to merchants over alternative channels

- ✓ Higher margins (retail pricing based)
- ✓ Direct relationship with shoppers
- ✓ Full control over global pricing and discounts
- ✓ Full assortment
- ✓ Coherent brand identity controlled worldwide

Consumers Worldwide Who Regularly Buy Directly From a Brand, 2019 & 2022

% of respondents



Note: ages 10-58

Source: Salesforce, "Fifth Edition State of the Connected Customer," May 13, 2022

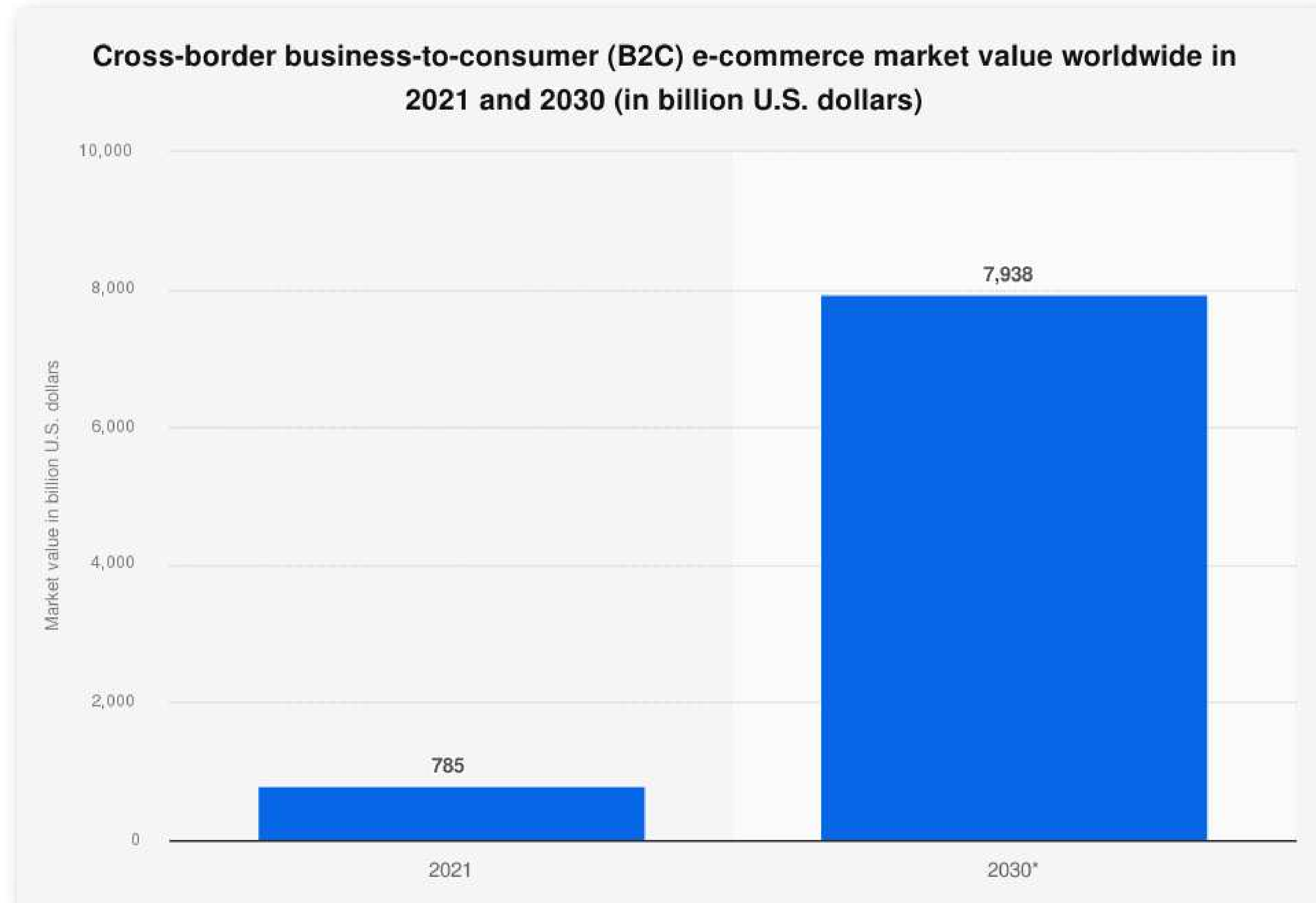
275543

eMarketer | InsiderIntelligence.com

Source: eMarketer, 2020

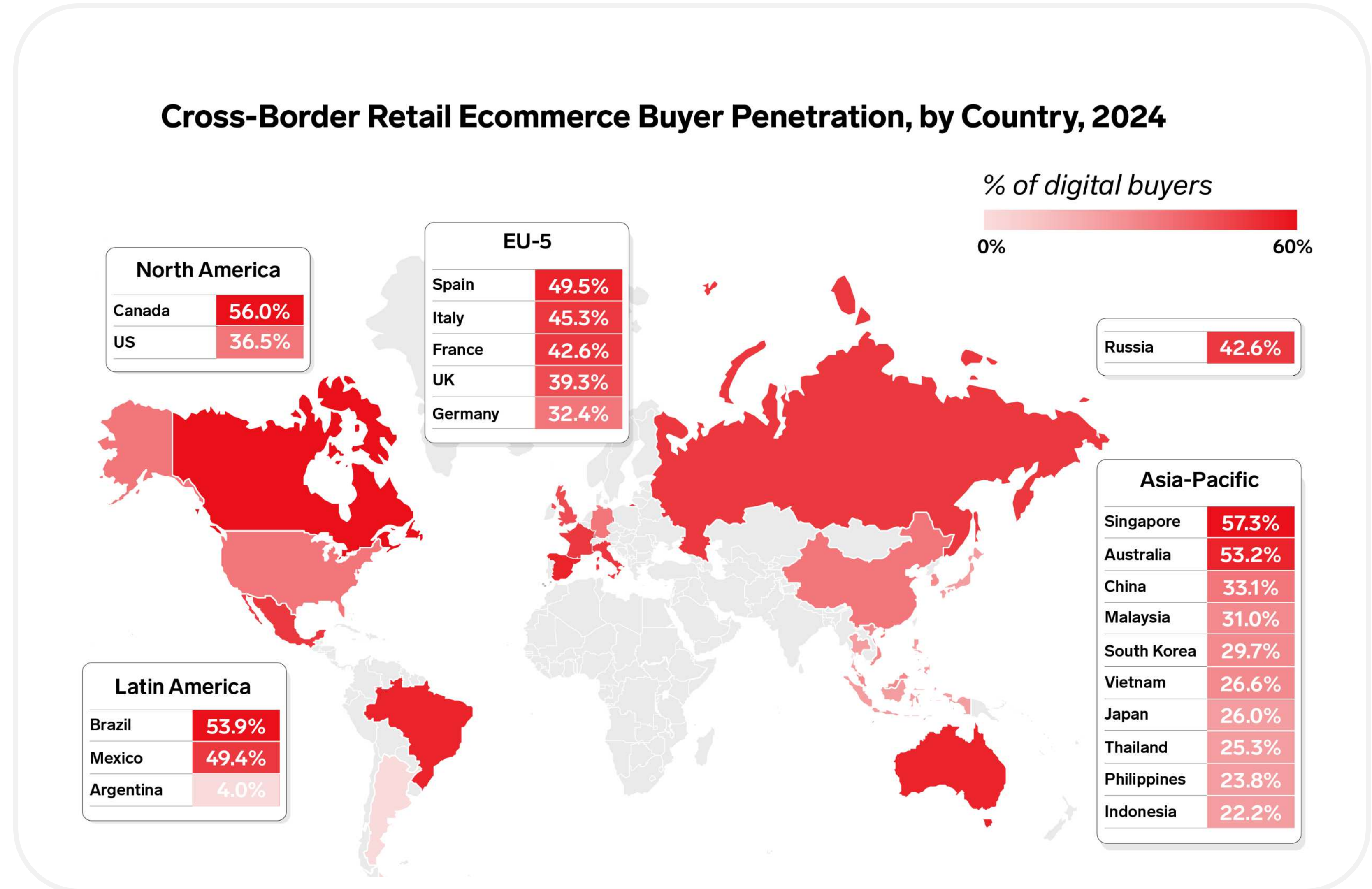
Global cross-border B2C e-commerce market is growing rapidly

The global B2C cross-border e-commerce market is expected to reach a value of 7.9 trillion U.S. dollars by 2030

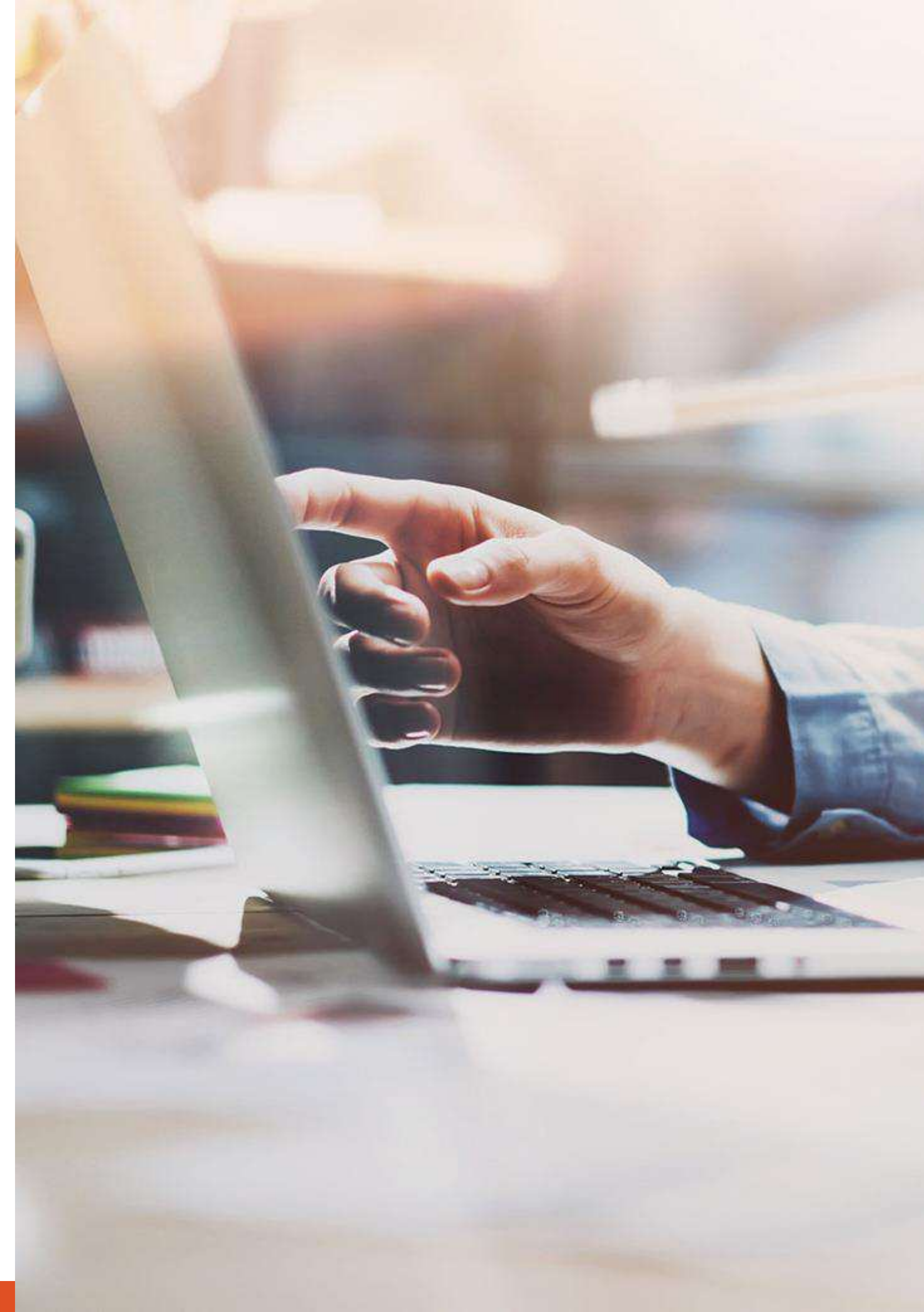


Strong willingness of consumers to buy cross-border

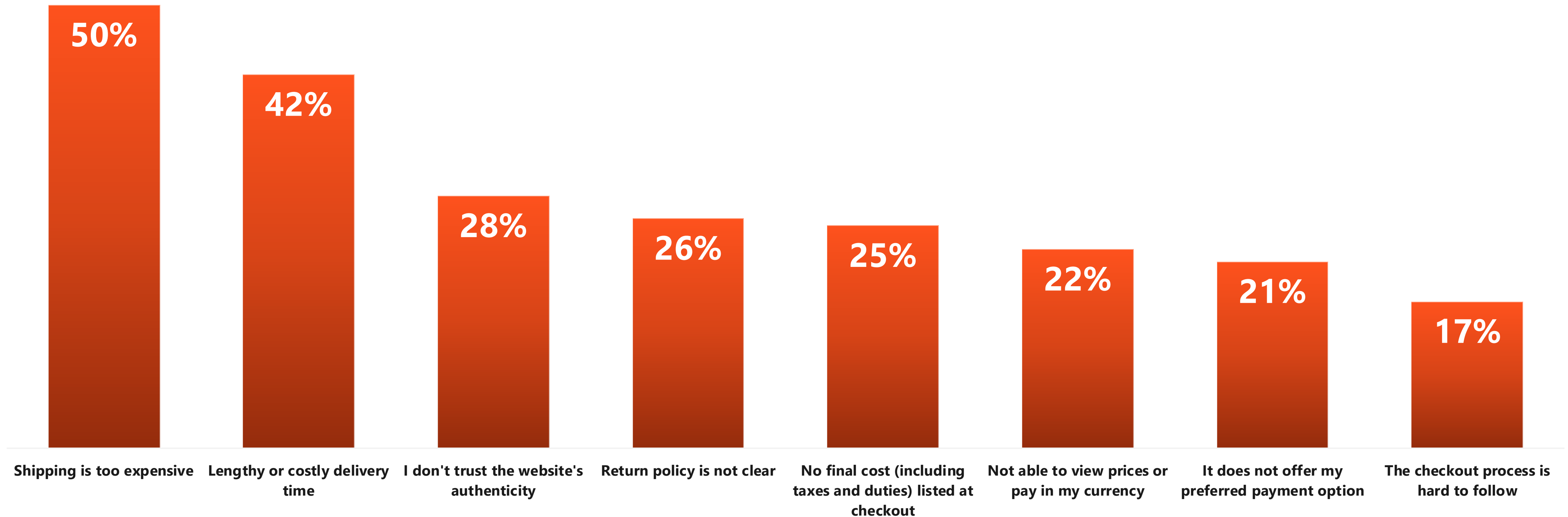
High rates of cross-border shoppers around the globe, present a massive growth opportunity worldwide



Achieving International Growth: The Challenges

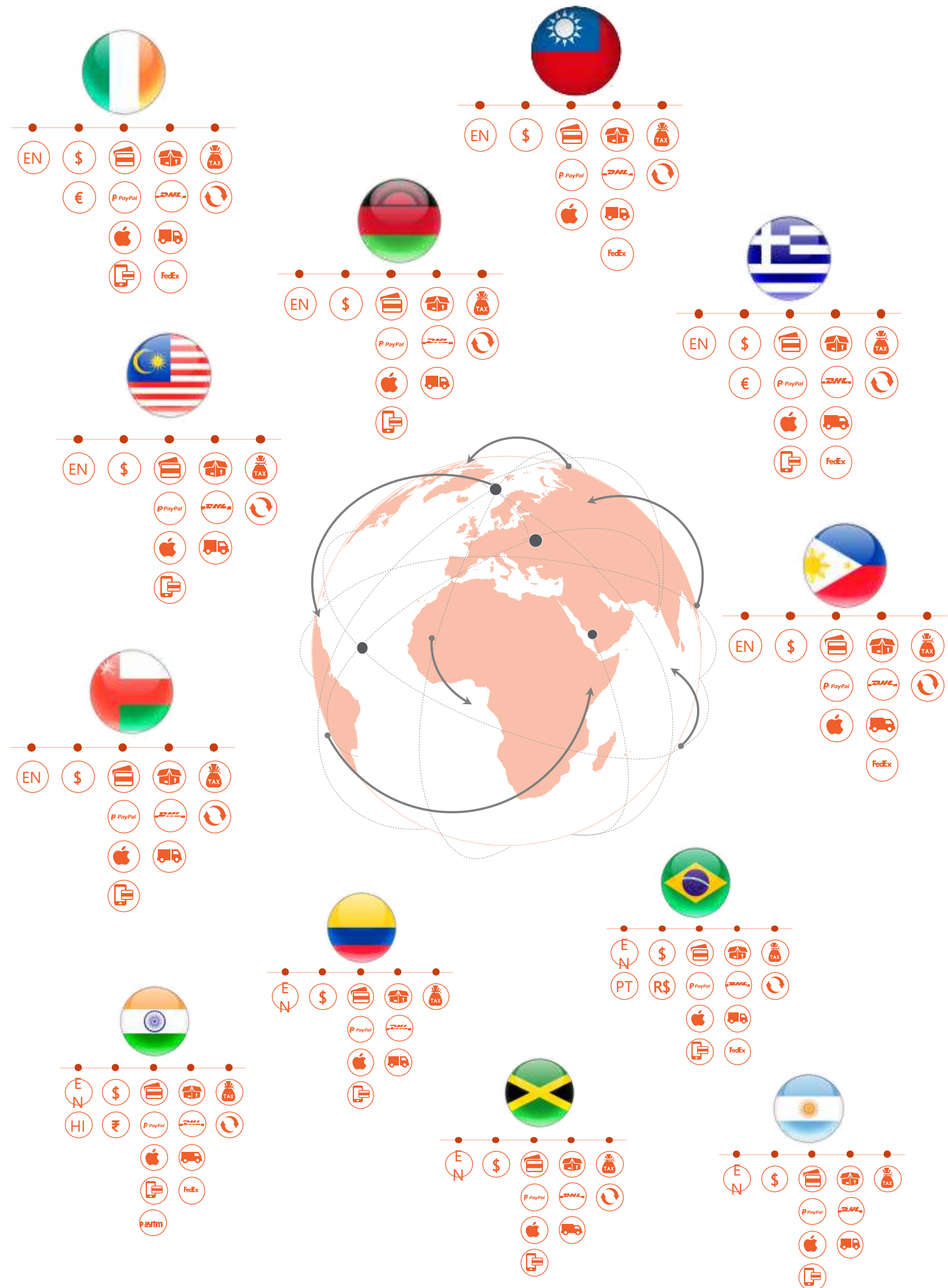


Main friction points that prevent shoppers across the world from buying cross-border



% of respondents who would not place an order because of one or more of these factors

We simplify Global e-commerce for merchants



Single integration for better Global e-commerce



Maximising Global Growth: Global-e's Global E-commerce Platform



Simplifying global e-commerce: the Global-e platform

Enabling merchants to transact with shoppers in over 200 destinations worldwide in a smart and localised manner



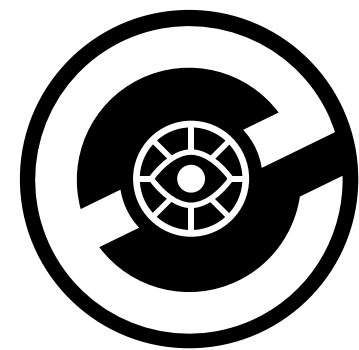
GLOBAL ENABLEMENT

1

'Out-of-the-box' localisation capabilities to increase conversion rates

2

Operational efficiency and cost savings



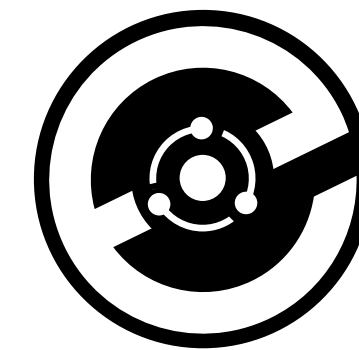
GLOBAL INTELLIGENCE

3

Unique data models and local market know-how

4

Tailored optimisation to increase sales and profitability



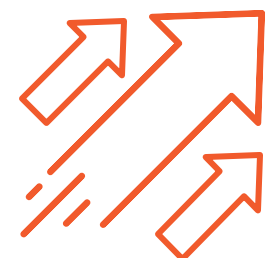
GLOBAL DEMAND

5

Unique solution to drive traffic and brand awareness worldwide

6

Expert agency services for tailored market expansion



Drive Growth



Eliminate Risk



Reduce Costs & Overhead

Global Enablement

Localised Shopper Experience

'Out-of-the-box' localisation in >200 destinations worldwide:



Local messaging per market
>30 languages



Local pricing capabilities
>100 currencies



Local and alternative payment methods
>150 payment methods



Local import duty and tax calculated and guaranteed
Per market best practices



Multiple shipping options
at attractive rates



Transparent and easy returns
Pre-paid local returns

Operational Simplicity and Cost Management

Simplified, efficient global operations for a streamlined risk-free merchant experience:



Multi-carrier and payments (PSP) management



Global regulations and tax compliance



Advanced global fraud management and prevention



Dedicated on-going merchant support



Self-service management tools and reporting dashboards



Duty drawback capabilities in key markets

Global Intelligence

Better results and conversion

+40%
CVR uplift



More customers and transactions

>25M Transactions
>200 Markets
>2B Sessions
>1,400 Clients

More data and insights

Duty strategies

Returns pricing

Pricing coefficients

Duty thresholds

Shipping flat rates

Conversion rate benchmarks

Per market optimization

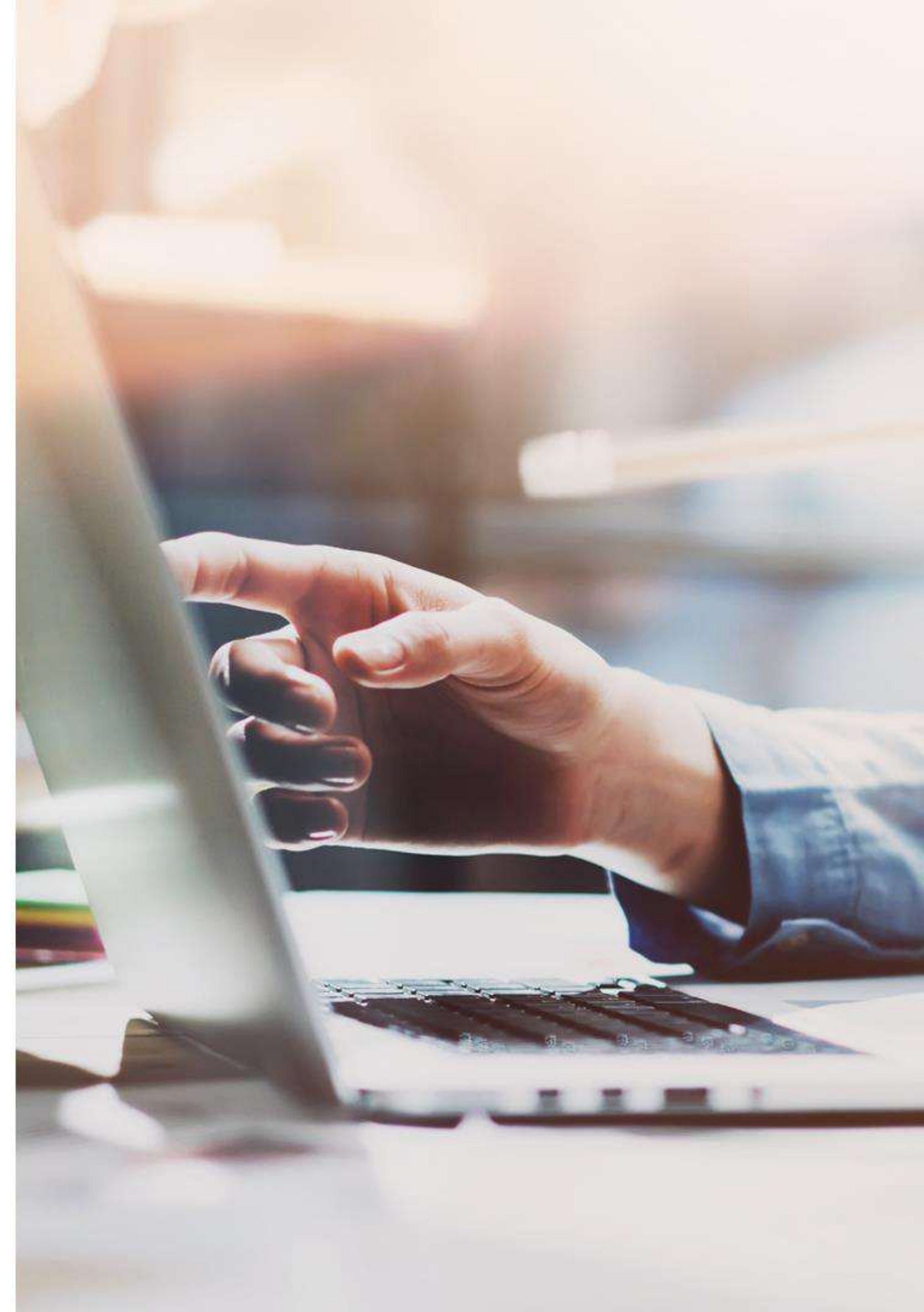
- Market proposition
- Unit economics
- Profit pools

Country	% Sales	AOV	T&D	Final unit subsidy	Margin before coefficient	Country coefficient
United Kingdom	32.1%	\$311	H F	\$106	-34.1%	31.1%
Canada	26.6%	\$314	P F	-\$59	-18.8%	15.8%
Australia	8.8%	\$274	H F	-\$46	-16.9%	13.9%
Ireland (Republic of)	3.9%	\$244	H F	-\$93	-38.3%	35.3%
Switzerland	3.1%	\$429	H F	-\$82	-19.2%	16.2%



GLOBAL
ENABLEMENT

Driving Growth with a Localised Shopper Experience



Customisable Local Messaging

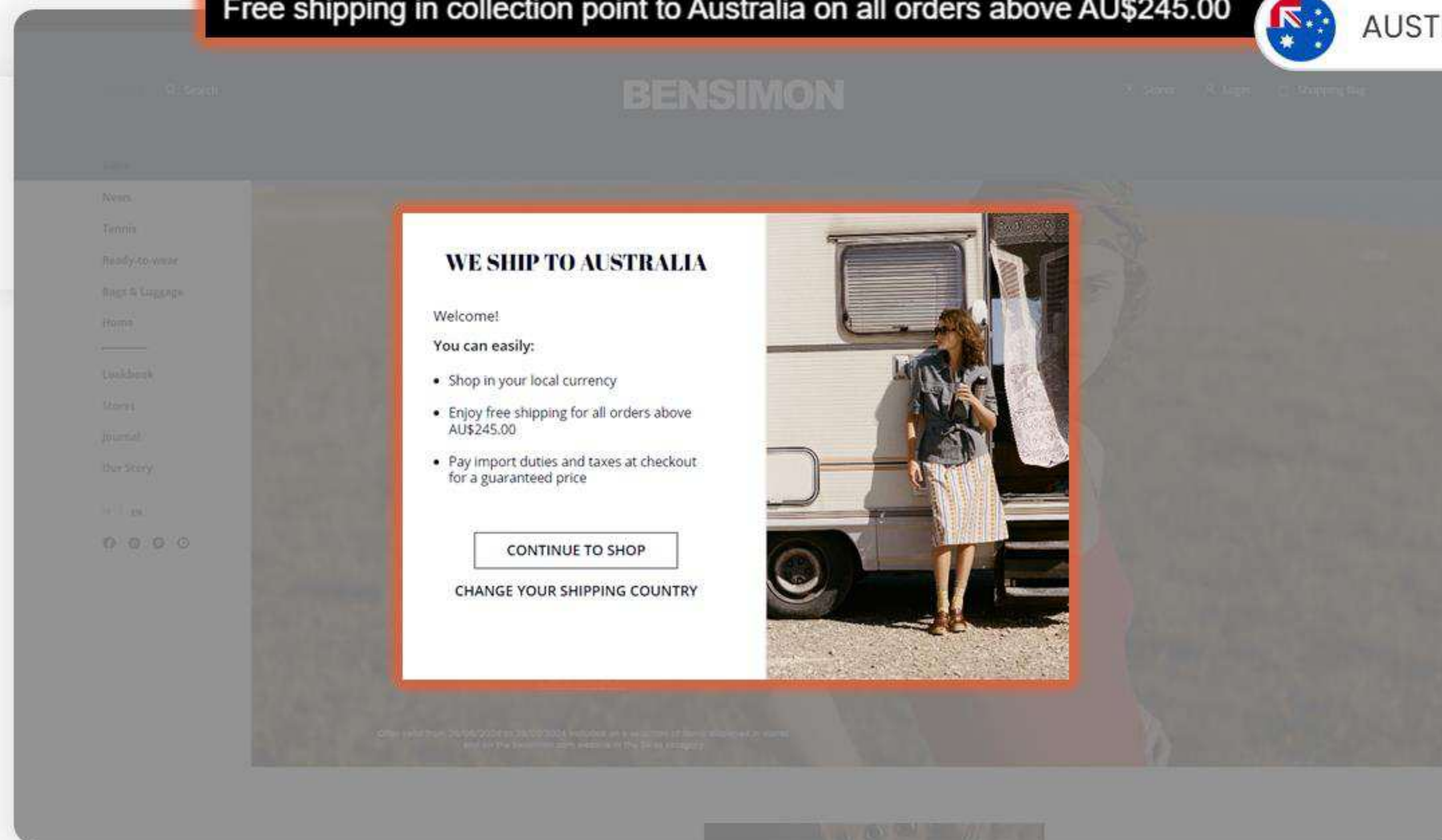
Set per market



Free shipping in collection point to Australia on all orders above AU\$245.00



A localised banner to convey key messages for each destination



Reduce bounce rates and improve buyer confidence by welcoming international shoppers with a localised message

Localised Pricing for a Natural Connection with Customers

Pricing is set per market, displayed in local currency and rounded per market conventions

- **Dynamic** pricing is easily tailored to business objectives and local market standards. Drives conversion while maintaining unit economics and profitability.
- **Fixed** pricing ensures alignment with local vendors.
- **Mixed** pricing to combine dynamic and fixed approaches.



Market	Price
SINGAPORE	S\$ 85,00
UAE	AED 220,00
NORWAY	kr 330,00

>100 Currencies



Shoppers convert >20% more with a localised pricing strategy

Seamless Checkout Experience



Shoppers can check out in their native language

The screenshot shows the CAREL checkout interface. A language dropdown menu is open, listing various languages including Spanish, Arabic, Chinese, Czech, Danish, German, Greek, Spanish (highlighted), Finnish, French, Hebrew, Italian, Japanese, Norwegian, Polish, Portuguese, Russian, Croatian, Slovenian, Swedish, Thai, and Turkish. A callout bubble with an orange border contains the text '>30 Languages'.

Address Autocomplete

The screenshot shows the THE KOOPLES checkout interface. The 'Pays' dropdown is set to 'Canada'. The 'Adresse 1*' field contains '32', and a list of address suggestions is displayed below it:

- 32 Forest Manor Road, North York, ON, Canada
- 32 Trolley Crescent, Toronto, ON, Canada
- 32 Avenue Northeast, Calgary, AB, Canada
- 32 Regan Road, Brampton, ON, Canada

Guaranteed Final Cost of Purchase

Align tax and duty strategy per market, based on best practices, to meet in-market expectations

Tax and duty inclusive pricing



UK

BILLING SUMMARY

Items total	£ 185.00
Shipping	£ 0.00
TOTAL FOR YOUR ORDER	£ 185.00

The total amount you pay includes all applicable customs duties & taxes. We guarantee no additional charges on delivery.

Duty inclusive pricing, provincial sales tax at checkout



CANADA

BILLING SUMMARY

Items total	CAS 795.00
Shipping	CAS 0.00
Taxes	CAS 103.35

TOTAL FOR YOUR ORDER CAS 898.35

The total amount you pay includes all applicable customs duties & taxes. We guarantee no additional charges on delivery.

Tax and duty calculated at checkout with option to prepay



THAILAND

DUTIES & TAXES

- Prepay ฿ 9718.13 for duties, taxes and fees now to guarantee no additional charges on delivery.
- I will pay all applicable duties, taxes and fees on delivery.

BILLING SUMMARY

Items total	฿ 23200.00
Shipping	฿ 0.00

Duties, taxes & fees ฿ 9718.13

TOTAL FOR YOUR ORDER ฿ 32918.13

The total amount you pay includes all applicable customs duties & taxes. We guarantee no additional charges on delivery.



Adjusting tax and duty strategies to meet shopper expectations significantly boosts conversion and confidence with optimal profitability

Local and Alternative Payment Methods

Fully responsive checkout with an easier and faster payment process



PAGO

VISA	PayPal	Apple Pay
OXO	SPEN	G Pay

VISA AMERICAN EXPRESS

41% of customers in Mexico choose to pay with local and alternative methods

PAIEMENT

VISA	SOFORT	PayPal
Apple Pay	TWINT	G Pay

VISA AMERICAN EXPRESS

54% of customers in Switzerland choose to pay with local and alternative methods

PAYMENT

VISA	UnionPay	PayPal
KCP	pay	Apple Pay

VISA AMERICAN EXPRESS JCB

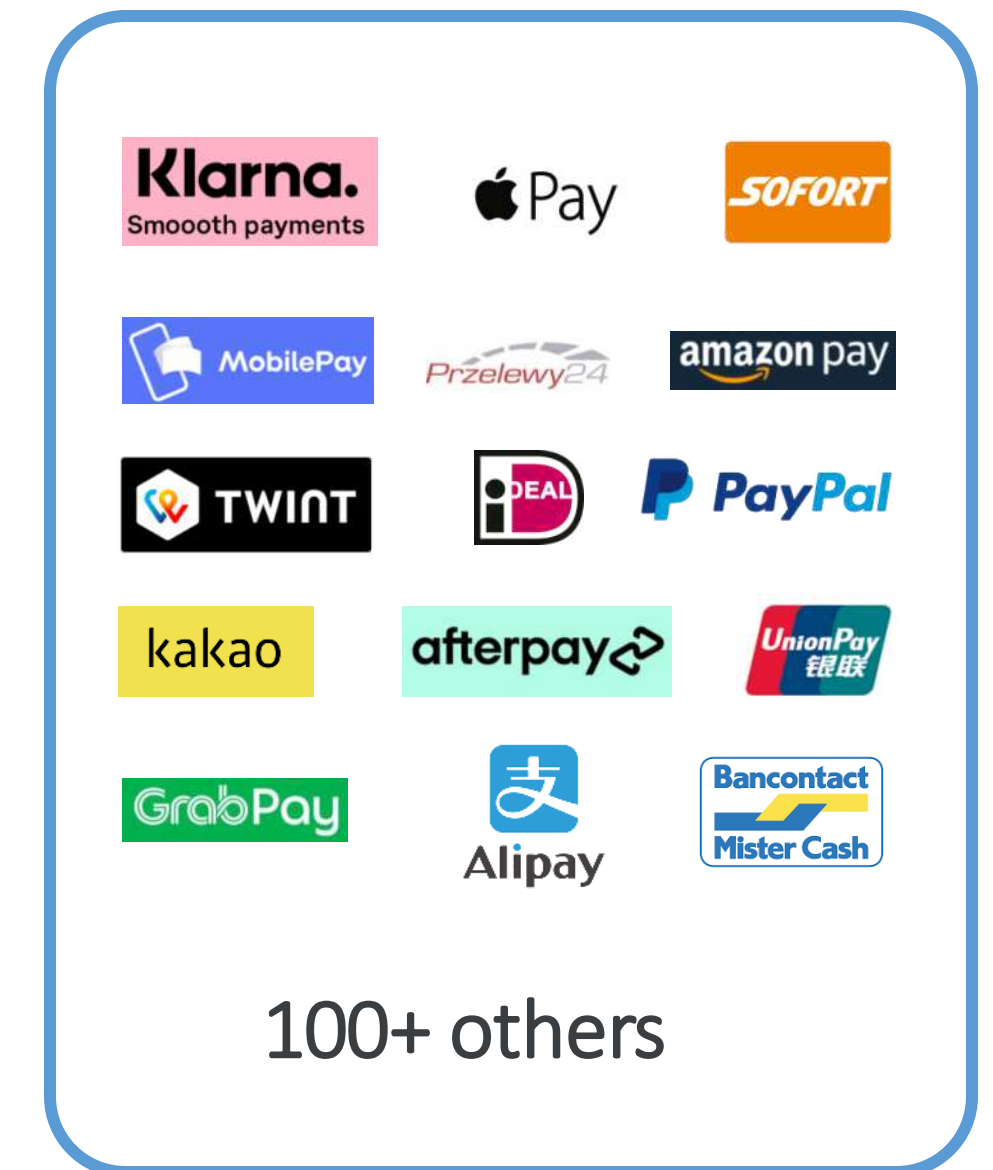
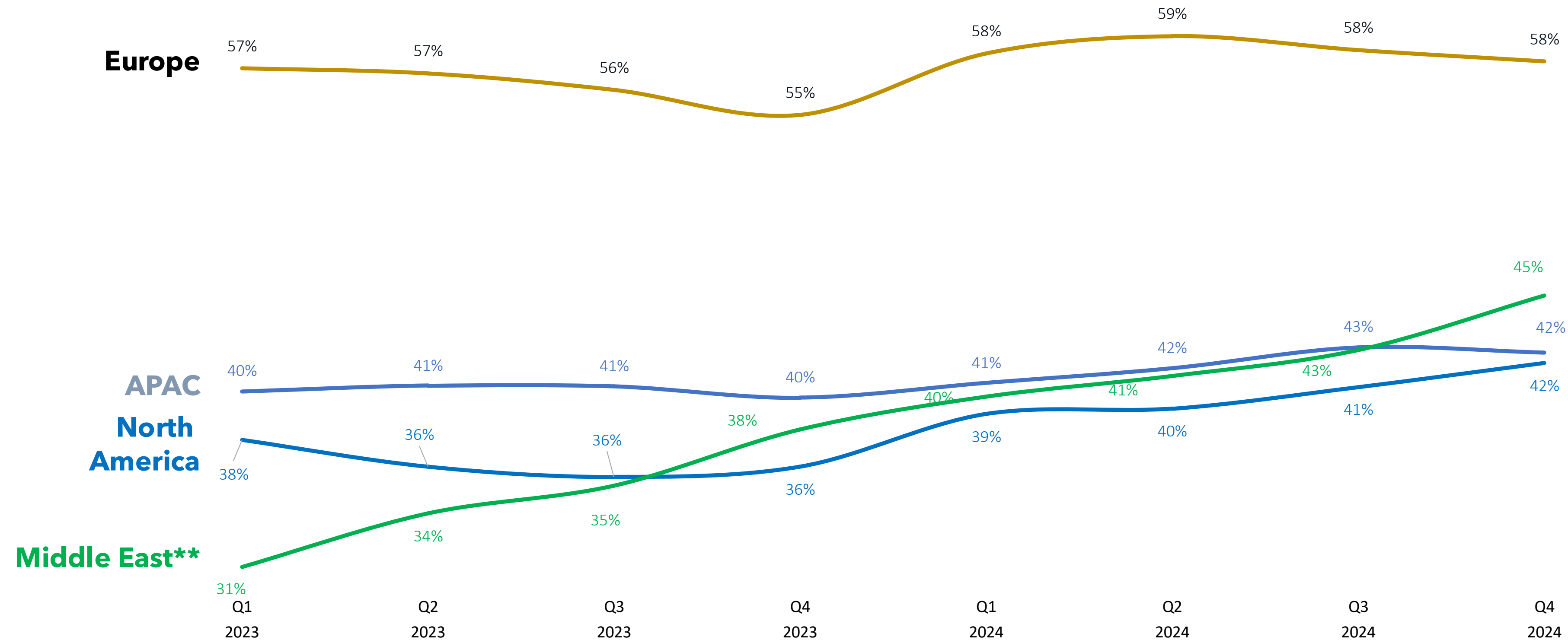
37% of customers in South Korea choose to pay with local and alternative methods

>150
Payment Methods

Source: Global-e data

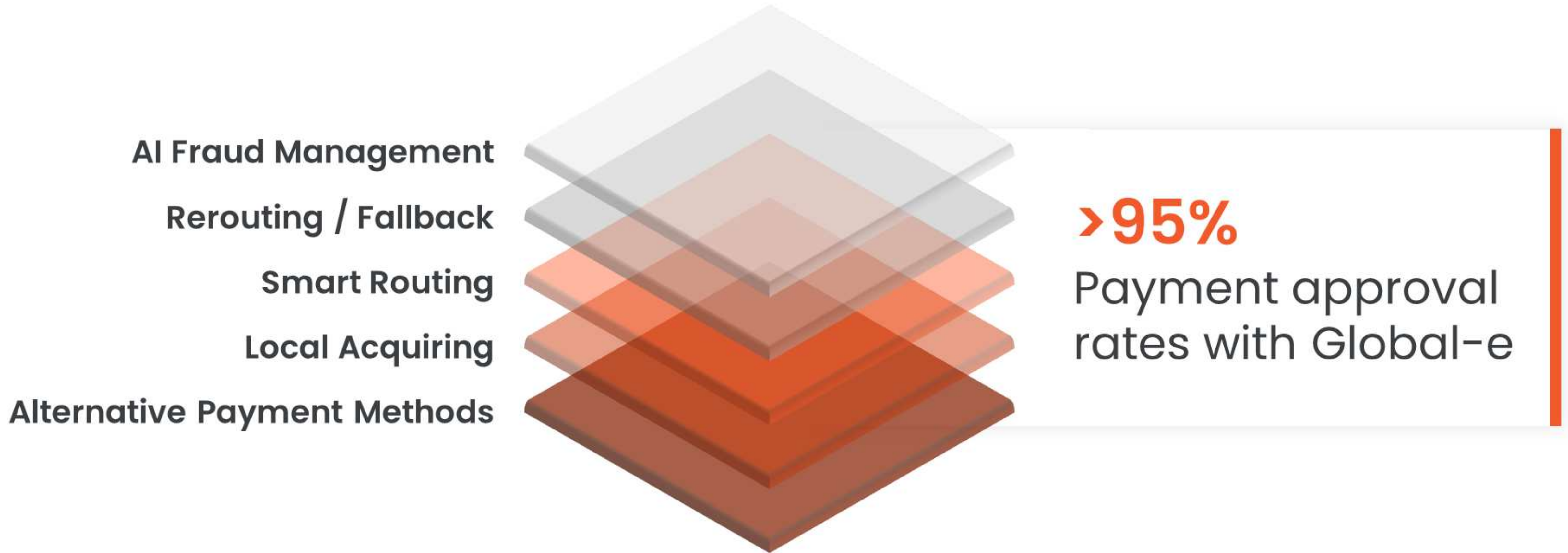
Alternative Payment Method Trends

% Orders with Alternative Payment Methods, 2023 – 2024*



Alternative payment methods are dominant in Europe
Adoption in other regions is steadily increasing towards 50%

Maximising Payment Acceptance Rates



Shipping and Returns

Adjust your proposition to the common alternatives and prices in each market for higher checkout conversion

Pre-paid
and local
returns

Etam

Order Summary



Robe longue satinée
Size: S

QUANTITY PRICE TOTAL

1 £ 71.00 £ 71.00

 Pay with Amazon

 Check out with PayPal

ITEMS TOTAL £ 71.00

Billing Address

Delivery Address

Shipping Method

- | | | |
|---------------------------------------|-----------------------|-------------------------|
| <input checked="" type="radio"/> Free | Tracked Post | 4 to 5 business days |
| <input type="radio"/> £ 10.99 | Standard Courier | Up to 4 business day(s) |
| <input type="radio"/> £ 22.00 | Express Courier (Air) | Up to 3 business day(s) |

Multiple shipping options
at competitive rates

MARKS & SPENCER

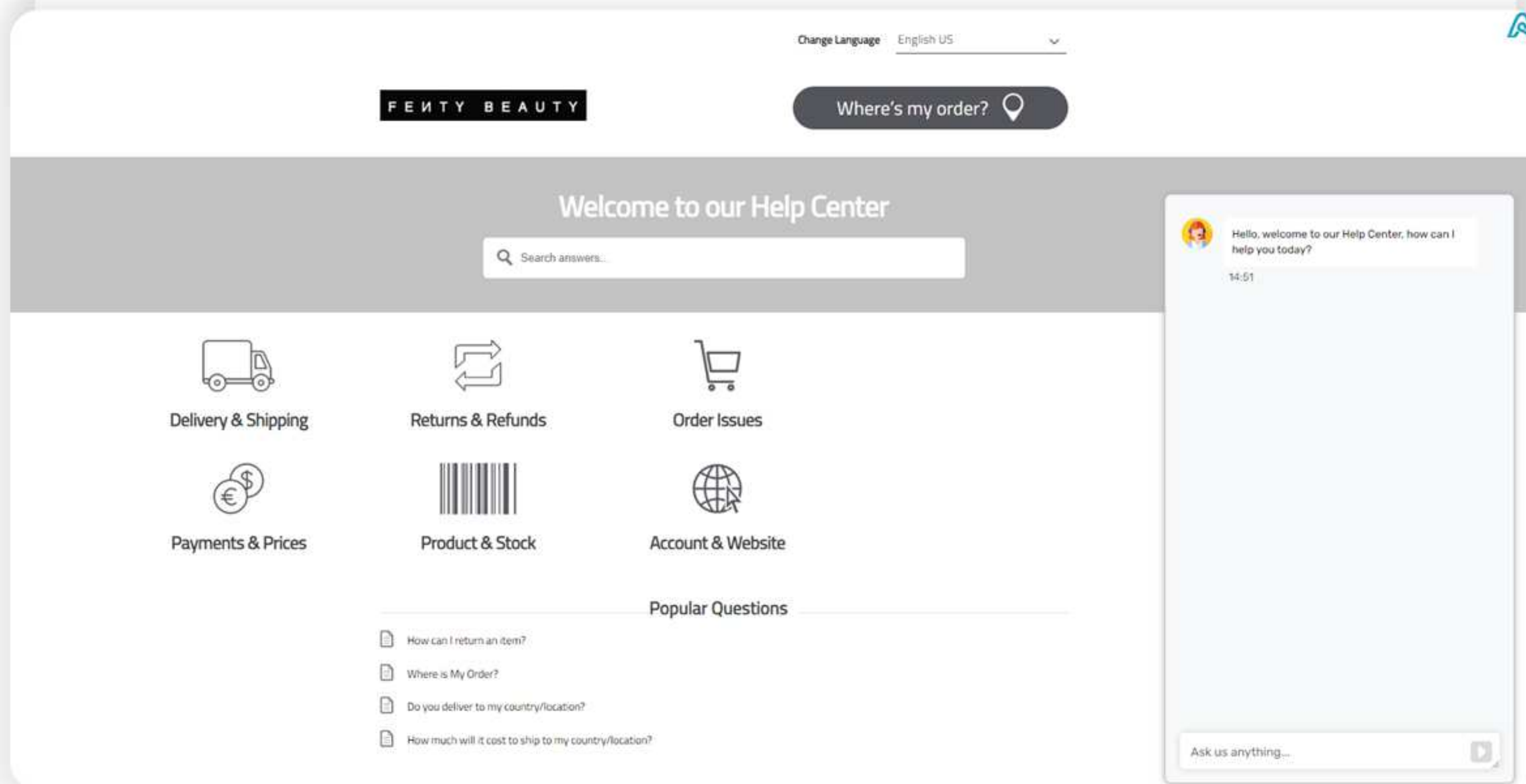


Simple and easy,
multilingual returns portal

Multilingual International Customer Service Portal

Reducing Customer Service Team workload and increasing customer satisfaction

A fully branded, user-friendly customer service dashboard allowing customers to easily access information regarding their orders, open a chat or a CS ticket



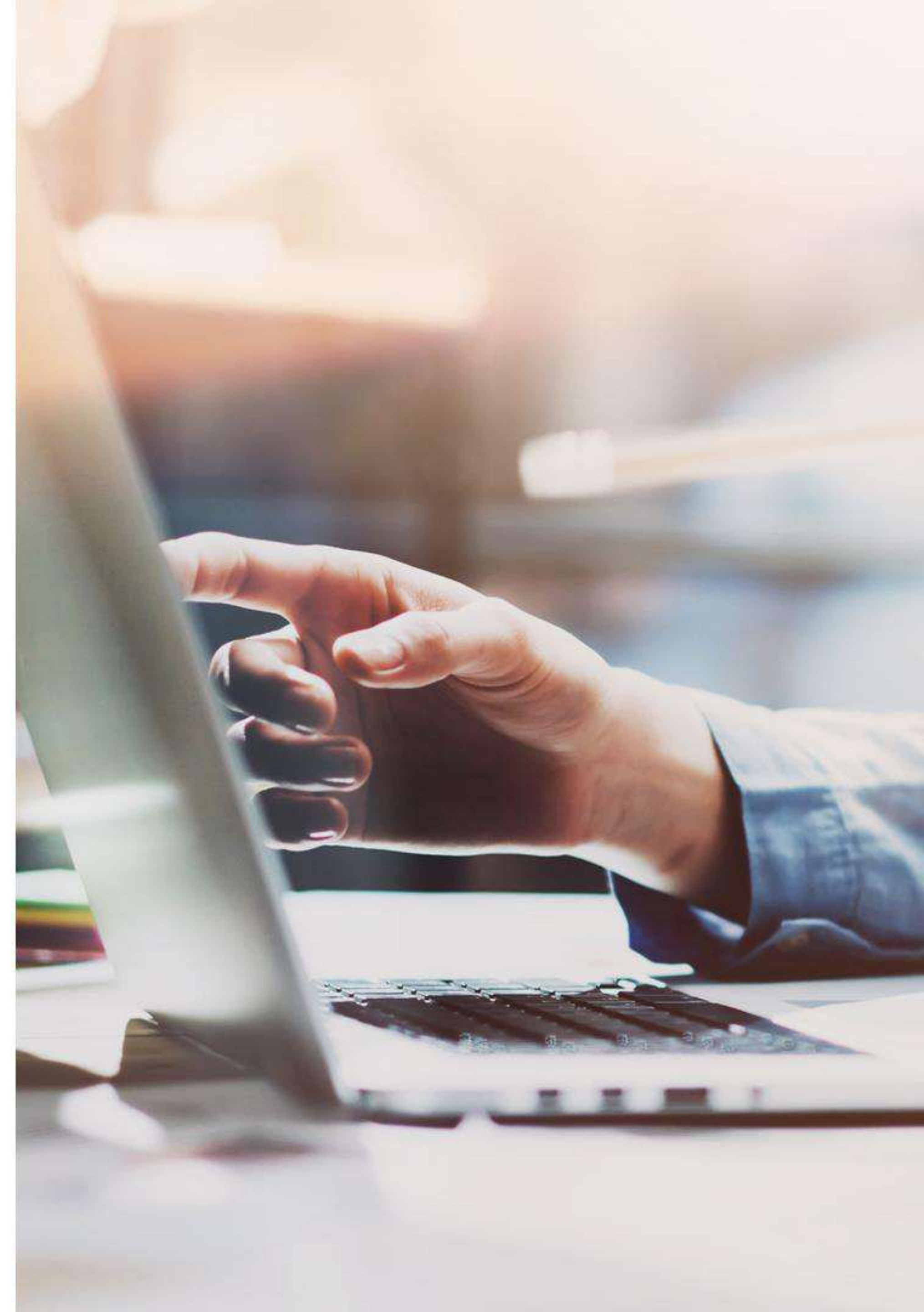
The screenshot shows the Fenty Beauty customer service portal. At the top, there is a language selector set to "English US" and a "Where's my order?" button with a location pin icon. The main heading is "Welcome to our Help Center" with a search bar below it. The page is organized into a grid of service categories: Delivery & Shipping (truck icon), Returns & Refunds (circular arrows icon), Order Issues (shopping cart icon), Payments & Prices (euro and dollar coin icons), Product & Stock (barcode icon), and Account & Website (globe icon). Below these is a "Popular Questions" section with a list of common queries: "How can I return an item?", "Where is My Order?", "Do you deliver to my country/location?", and "How much will it cost to ship to my country/location?". On the right side, a chatbot window is open, displaying a welcome message: "Hello, welcome to our Help Center, how can I help you today?" with a timestamp of 14:51 and an input field at the bottom that says "Ask us anything..."

Per country-trained AI chatbot, backed by Global-e's CS team, to solve post-purchase queries within minutes
60% of tickets solved by Chatbot



GLOBAL
ENABLEMENT

Operational Simplicity and Cost Management



Avoid High CapEx Investment and enjoy Faster Time-to-Market

'Out-of-the-box' expert capabilities and flexibility by market



>20 carrier integrations

For optimal service levels (outbound and inbound) as well as reduced costs



Best in class integrated tools and services to remove trading risk (fraud, hedge)

Across >100 currencies and markets

Global^e



>10 global and local PSP integrations

Serving >150 payment methods at the highest success rate



5 in-house built services to support no code flexible trading by market

Pricing coefficients, classification, D&T calculator, flat rate management, local restrictions

Cut Operational Costs Through Fiscal and Operational Optimisation, While Eliminating Friction



Trade compliance and D&T management

- Expert tax and trade compliance department supported by AI models to classify goods correctly
- Full support for trade agreements
- Tax registration and local filing
- Proper D&T documentation to minimise duty and tax burden
- D&T exception management

Savings on overall D&T charges, management and compliance costs

>1% of your sales revenue



Advanced outbound and inbound logistics

- Enjoy reduced rates across multiple shipping services
- Avoid carrier and custom claims handling
- Avoid re-import taxes and/or duties utilising Global-e Returned Goods Relief (RGR)
- Cost-effective returns process
- Direct Injection logistics service and consolidated returns

Savings on overall shipping spend as well as carrier management overhead

>5% on your direct shipping costs as well as minimising escalations management overhead



Global Duty Drawback Program

- Guaranteed Duty & Tax refunds for all international returns:
 - Recover D&T in full on returns from anywhere in the world
 - Seamless and hassle-free D&T refunds
 - Immediate refunds: paid to customer as soon as refund is issued
 - Increased customer satisfaction and trust: ensure your customers get a full refund for any D&T paid at checkout

Global duty drawback plan increases customer satisfaction, simplifies operations and can generate savings of

>1.5% of your sales revenue



Fraud and payments management

- Unique fraud prevention solution with minimal decline rates
- Local acquiring to increase acceptance with built-in reroute mechanism
- Exception handling and chargeback management



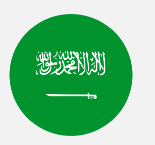











Eliminating international payments fraud risk and management costs

>0.4% of your sales revenue

Hassle-free Ongoing Adjustments to Changes in Regulations

Keep your international e-commerce store compliant and up-to-date with regulations in every market




A sample of tax and duty updates 2024

<p>NOVEMBER 2024</p> <hr/> <p>Pre-Validation Duty Fees</p>  <p>MEXICO</p>		<p>OCTOBER 2024</p> <hr/> <p>VAT update</p>  <p>THAILAND</p>				<p>Customs Fee update</p>  <p>SAUDI ARABIA</p>		<p>Import Fees update</p>  <p>AUSTRALIA</p>	
<p>JULY 2024</p> <hr/> <p>Import Fess Update</p>  <p>NEW ZEALAND</p>		<p>Revision of VAT De Minimis</p>  <p>THAILAND</p>		<p>New Custom Fees</p>  <p>PHILIPPINES</p>					
<p>JUNE 2024</p> <hr/> <p>VAT Update</p>  <p>VIETNAM</p>		<p>APRIL 2024</p> <hr/> <p>VAT Update</p>  <p>ECUADOR</p>		<p>MARCH 2024</p> <hr/> <p>Restrictions Update</p>  <p>SWITZERLAND</p>					
<p>JANUARY 2024</p> <hr/> <p>VAT Update</p>  <p>SWITZERLAND</p>		<p>VAT Update</p>  <p>LUXEMBOURG</p>		<p>Import Fees Update</p>  <p>OMAN</p>		<p>LVG Update</p>  <p>NORWAY</p>			

Tailoring Your Offering for Optimal CVR and Profitability

Leveraging data models, AI and peer analysis, across >1000 brands, to create a tailored market-by-market proposition to optimise your trading:

- Price coefficients
- Duty proposition
- Shipping proposition
- Return proposition

Country	% Sales	AOV	T&D	Final unit subsidy	Margin before coefficient	Country coefficient
 United States	35.5%	£67	PF	£1	1.8%	0%
 Australia	9%	£71	HF	-£3	-4.4%	1.3%
 Ireland (Republic of)	4.4%	£65	HF	-£13	-19.3%	16.3%
 France	4.4%	£35	HF	-£9	-26.8%	23.8%
 Canada	4%	£74	PF	-£12	-15.7%	12.6%

Outbound shipping

SHIPPING TYPE PER COUNTRIES

- PriorityPost [SET COUNTRIES](#) 13 countries of 15
- Express [SET COUNTRIES](#) 28 countries of 28
- Standard [SET COUNTRIES](#) 14 countries of 27
- ExpressPlus [SET COUNTRIES](#) 3 countries of 16
- TrackedPostToPickupLocation [SET COUNTRIES](#) 1 countries of 1

FREE SHIPPING

- Offer free shipping

Threshold for free shipping: [LEARN MORE](#)

Inbound shipping (returns)

SHIPPING TYPE PER COUNTRIES

- Express [SET COUNTRIES](#) 28 countries of 28
- PriorityPost [SET COUNTRIES](#) 14 countries of 16
- Standard [SET COUNTRIES](#) 13 countries of 13

RETURN OFFER

Choose return offer:

RETURN RATE

Return rate per country (optional) [SET RATE PER COUNTRY](#)

Proven Record of Success

Use cases





Global-e

CASE STUDY

ana luisa

Within only five months of launching its enhanced global online offering with Global-e, the jewelry brand saw impressive growth:

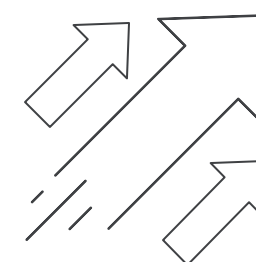
290%YoY

increase in international orders

263%YoY

rise in international online revenue

Significant growth across key markets within the first year from launch



CANADA



UK



GERMANY



AUSTRALIA

Orders

+110%

+170%

+393%

+187%

Revenues

+114%

+154%

+364%

+159%

"Global-e's deep understanding of cross-border e-commerce and vast expertise have proven to be invaluable. From helping us scale early on when we launched with them 4 years ago, to consistently supporting our growth throughout the years, Global-e has played an integral role in the successful international online expansion of our brand."

David Benayoun,
Co-founder and CEO

Global 

CASE STUDY

T A R A J A R M O N
P A R I S

Within only 3 months since partnering with Global-e

Significant e-commerce growth across non-EU markets

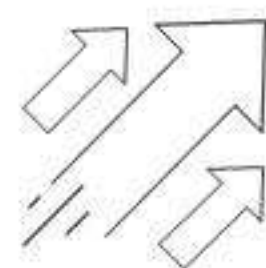
+57% YoY

increase in no. of orders

+73% YoY

increase in D2C revenues

Impressive YoY growth across key markets



Increase in
online orders



USA

+125%

The USA has become one of our top 3 markets



Switzerland

+57%



Spain

+26%



Ireland

+25%

“Within a short time, our global e-commerce sales have grown significantly and become a key revenue stream for our brand. We've seen considerable increases in our existing markets, notably the United States, and we've also been able to penetrate new ones like Canada and Australia. We couldn't be happier with the results.”

Anne-Laure Chauveau, E-store & CRM manager, Tara Jarmon

Source: Company and Global-e data May - July 2023 vs. May - July 2022



Global 

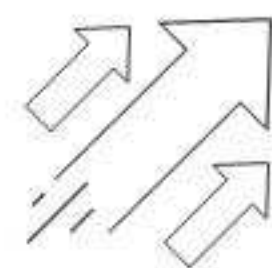
CASE STUDY



Within only three months of partnering with Global-e

149%YoY increase in international conversion rates

Significant growth across key markets



USA



UK



Germany



Belgium

Orders

+170%

+149%

+85%

+78%

Revenues

+112%

+130%

+51%

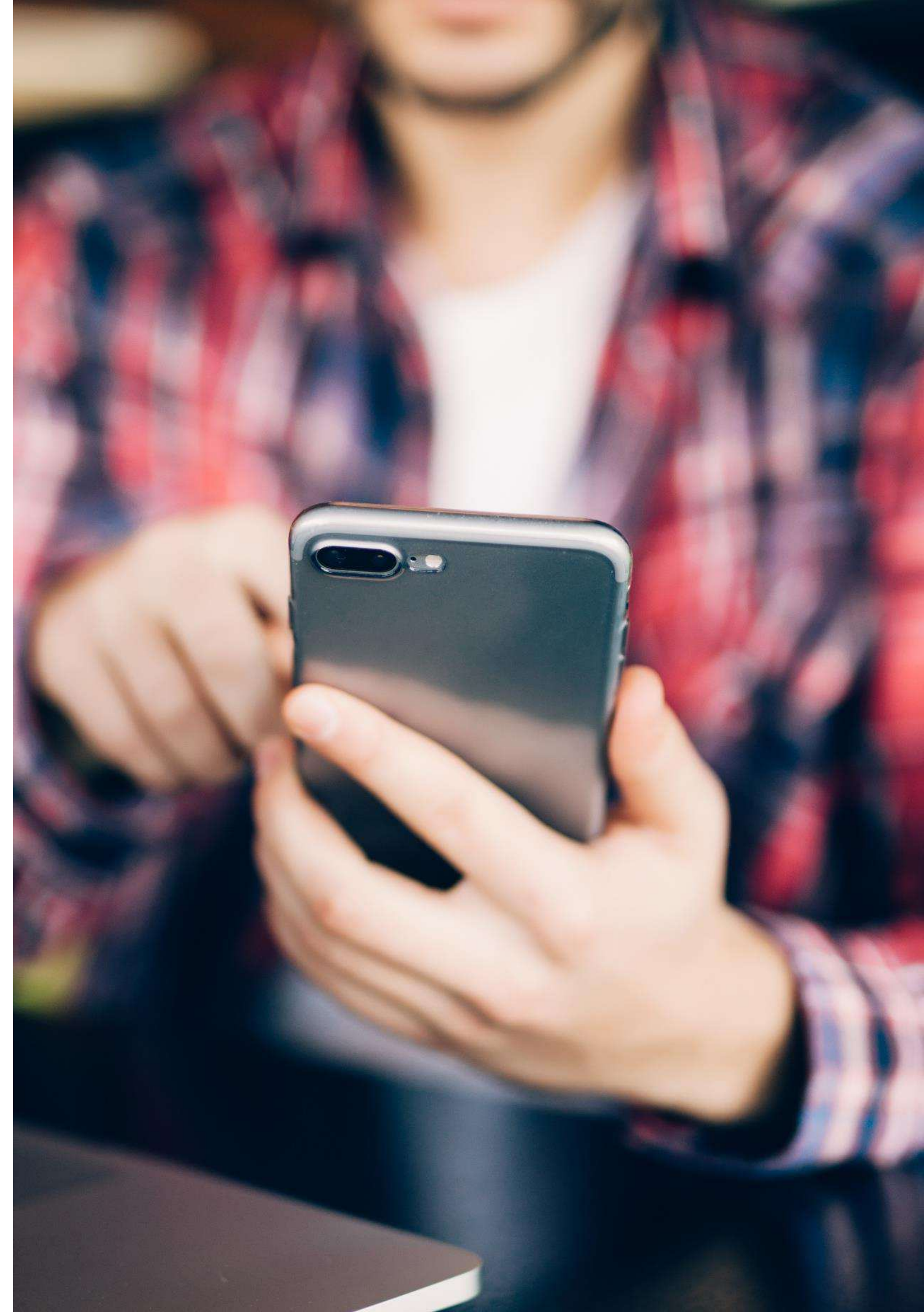
+100%

“The uplift we’re seeing in our international e-commerce business since partnering with Global-e has been remarkable. Their advanced technology, extensive experience and dedicated support enabled us to achieve tangible results within just a few months. The substantial increase in our key international markets, as well as many other markets across the world, has helped us turn global online sales into a major revenue stream, now comprising over half of our total e-commerce revenues. We couldn’t be more impressed with the results.”

Julie Allanet,

Head of E-commerce and Customer Experience, Fusalp

Navigating the Evolving Tariff Landscape



LATEST UPDATES

TARIFFS

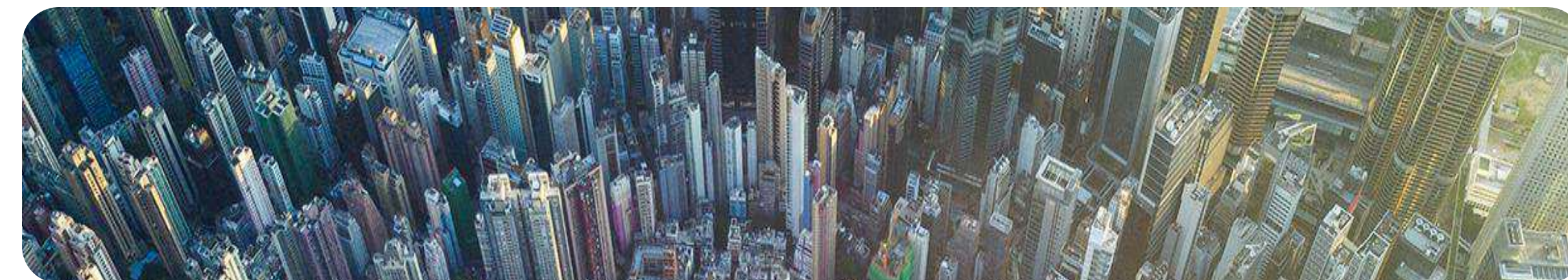
Last update: March 4, 2025



CHINA



HONG KONG



The change to the de minimis threshold for goods shipped to the USA with a Country of Origin (COO) China/Hong Kong has been suspended.

For now:

Orders containing products with COO China/Hong Kong below US\$800 will **not** incur duties

All products with COO China/ Hong Kong, above the US\$800 de-minimis sold to the USA and regardless of where they are shipped from:

- **February 4th, 2025: A 10% duty** will be levied in addition to the relevant current duties
- **March 4th, 2025: An Additional 10% duty** will be levied, in addition to the relevant current duties
- Products exceeding the US\$800 de-minimis require formal clearance, attracting **a Merchandise Processing Fee (MPF)** charged by U.S. customs





CANADA



MEXICO

All products with COO Canada/
Mexico, above the US\$800 de-minimis,
sold to the USA and regardless of
where they are shipped from:

- A **25% duty** will be levied in addition to the relevant current duties
- Products exceeding the US\$800 de-minimis require formal clearance, attracting a **Merchandise Processing Fee (MPF)** charged by U.S. customs



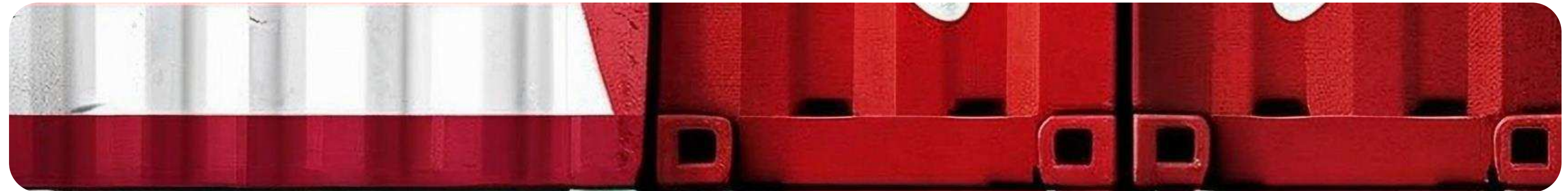
LATEST UPDATES

TARIFFS

Last update: March 13, 2025



USA



Products with a COO of the USA imported into Canada and regardless of where they are shipped from:



March 4th ,2025:

- **A 25% surtax** will be levied, in addition to the relevant current duties. The Surtax applies regardless of the shipment value.
- Shipments that are currently eligible for de minimis treatment will continue to be exempt from general duties and taxes **BUT will not be exempt from the 25% Surtax.**



More to come...

Forbes

Trump Says He May Give A 'Lot' Of Tariff Breaks: Here's What To Know About 'Liberation Day' As Reciprocal Tariffs Loom

Story by Derek Saul, Forbes Staff • 2d • 4 min read

yahoo!finance

Live: Trump slaps 25% tariffs on auto imports, warns EU and Canada will face 'far larger' levies if they ally

Updated March 27



How does Global^e help merchants stay ahead of the changes and ensure a seamless experience for their customers?



Provides end customers with a guaranteed final cost of purchase

Global-e updates its duties and tax calculator in real time to collect and remit the correct amounts in line with all changes



Fully managed logistics and customs clearance

Working with our extensive carrier network to ensure efficient operations in accordance with the new duty regime



Expert advice on pricing strategy

Helping merchants adjust their pricing and duty proposition based on best practices to remain compliant while staying competitive



Real-time updates and hands-on support

Keeping merchants informed and aligned with the ongoing changes

What Global-e's clients are saying:

I can't believe how agile Global-e and the behind the scenes teams have been with the duty/logistics/customs changes that you as a provider have had to update in under 48hrs. No wonder you are the market leader! Thanks for everything

The team at Global-e, have been phenomenal with the recent changes in ta. ✓
to the US.

Honestly, I was panicking, however the team reassured me everything would be ok, and in hours we had all our pricing updated to handle duties and taxes with our products being COO.

Global-e's solution and team is worth it's weight in gold. Experts!

As a merchant on the receiving end, I must say I've been extremely impressed on the proactiveness and clarity of Global-e to help us navigate this extremely complex issue. Well done!

I'm not sure what we'd do without Global-e right now. Please pass on my feedback to the team!

Thank-you for keeping up with such a fast changing environment!

Thank you.

Any questions?

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Global-e

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