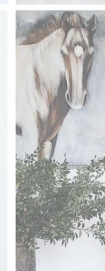
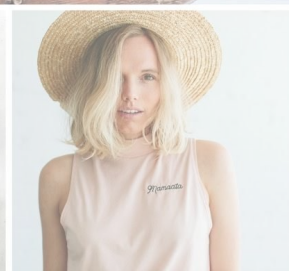
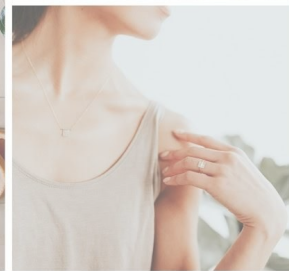


# F A I R E



# What is Faire?

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Faire is a curated online wholesale platform that helps you grow and streamline your business. Over 40,000 independent retailers come to shop Faire's marketplace to discover new products and to take advantage of our risk-free terms. While you're connecting with new retailers through the Faire Marketplace, you can also get more orders from your existing accounts and prospects using our Faire Direct tools.

FAIRE

## OUR MISSION

***Faire is a wholesale platform taking a data-driven approach to connect local, independent retailers with the best brands, artisans, and makers to stock their shelves with the best goods.***

*We believe the wholesale industry has evolved in the wrong direction, becoming an obstacle that holds retailers and makers back, rather than a tool to help them thrive. We set out to transform wholesale and create something that doesn't just unburden retailers from decades-old obstacles, but also provides them with an experience they actually enjoy.*

*Our modern, digital approach to wholesale lets retailers try-before-they buy, eliminating inventory risk and access to capital—two of their most common burdens—empowering retailers to try new brands that better serve their customers. This saves retailers and merchants time and money, allowing them to focus on what's most important: building and running their business.*

## OUR RETAILERS

- Over 40,000 independent retailers across the United States shop on Faire
- Diversified store types include boutiques, gift stores, bookshops, general stores, and specialty shops

## WHAT FAIRE OFFERS TO RETAILERS

- Net 60 terms
- Freight benefits, including free shipping on first order
- Free returns on opening orders
- Seamless online and mobile app ordering
- World class customer support



## OUR MAKERS

- Emerging makers and established brands with distinctive products
- Less than 20% of makers who apply to sell are accepted
- Many use Faire alongside their in-house or outside sales reps

## WHAT FAIRE OFFERS TO MAKERS

- Access to over 40,000 retailers
- Guaranteed payments on every order
- Risk-free terms extended to retailers
- Retailer verification, payment collection, & customer support
- Analytics, CRM, and tools to streamline your business



# Commission Structure

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ONLY PAY FOR THE BUSINESS WE BRING YOU

Opening orders from Faire Marketplace accounts	25%
Reorders from Faire Marketplace accounts	15%
All orders from Faire Direct accounts	0%
<b>Average blended commission</b>	<b>12%</b>

# 0% commission through Faire Direct

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Faire Direct is a suite of tools that let you extend Faire's ordering platform and Net 60 terms directly to your existing retailers and leads at no cost to you.

The tools include your **Direct Link**, a domain for taking online wholesale orders, and the **Direct App**, an iPad app to write orders on the go. The purpose of Faire Direct is to help you grow and streamline your wholesale business by providing your retailers benefits including payment terms, buying incentives, and easy online ordering. All Faire Direct orders are processed at **0% commission**. We also handle payment collection and your payout, just like a Faire Marketplace order.

# The Faire Experience





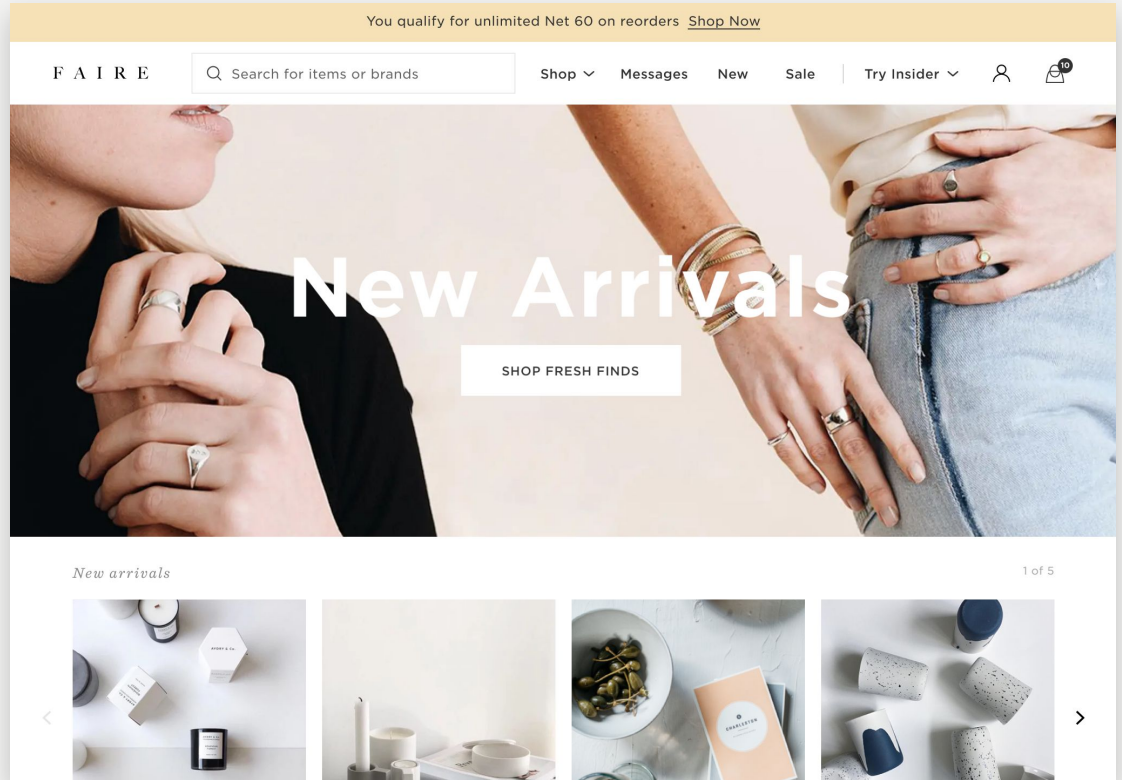
# Your online wholesale shop

Customize your page with your images, values, and categories that represent your brand. Our team handles the work of building out your page upfront using the product information and content you provide.

The screenshot displays the P.F. Candle Co. online wholesale shop interface. At the top, the navigation bar includes the brand name "FAIRE", a search bar, and links for "Shop", "Messages", "New", "Sale", and "Try Insider". The breadcrumb trail shows the path: Home / Home Decor / Conival / 5" Riveted Planter. The main product image features a wooden shelf with various candles and a planter, with a "Contact Maker" button overlaid. Below the image is a circular profile picture of a woman. The brand name "P.F. Candle Co." is followed by a heart icon, a location "Based in Los Angeles, California. Ships within 4-7 days.", a 3.5-star rating, and a link to "See 47 reviews". Several tags are present: "Eco Friendly", "Made in USA", "Local Maker", "Faire Protected", and "Not on Amazon". A "Read Their Story" link is also visible. The "ABOUT P.F. P.F. Candle Co." text describes the company as a Los Angeles-based fragrance company owned and operated by a wife-and-husband team. On the right, a shopping cart titled "Minimum Reached!" lists three items: Patchouli Sweetgrass - 1 unit for \$9.25, Black Fig - 7.2 oz - 1 unit for \$9.25, and Piñon - 7.2 oz Standard - 1 unit for \$9.25. The subtotal is \$150.00. Below the cart are buttons for "View My Bag" and "Checkout This Maker". The main content area is titled "Shop P.F. Candle Co. (351 items)" and includes a "Sort by featured" dropdown. A search bar for products is also present. A sidebar on the left lists categories: All Items (93), Fragrance (81), Candles (51), Garden (15), and Perfume (7). The main product grid shows three items: "Our Best Selling Scents" (\$277.50 Retail \$600, 30 items), "Summer Sun" (\$255 Retail \$540, 36 items), and "Teakwood & Tobacco Soy Candle - Standard 7.2 oz" (\$9.25 Retail \$20, Case of 6).

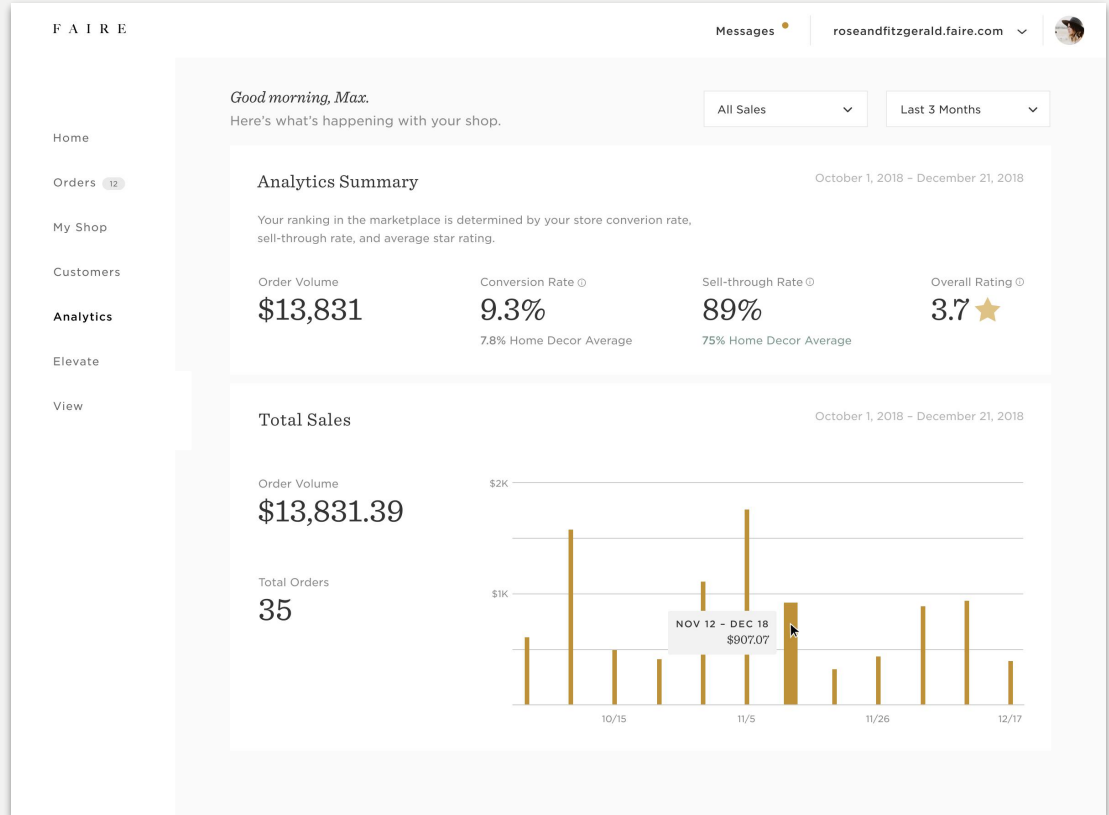
# Seamless online ordering

Each retailer sees a personalized shopping experience based on their purchases. Faire is updated frequently to help retailers discover new brands and easily reorder their favorites.



# Analytics

Access your **business analytics** including conversion rate, sell-through rate, and reviews to gain insight into the health of your Faire shop.



# Order Management

You'll have clear visibility into the status of each order, and the ability to export for your convenience.







The screenshot displays the 'FAIR E' dashboard with a navigation sidebar on the left and a main content area for 'Orders'. The sidebar includes links for Home, Orders (with a '12' badge), My Shop, Customers, and Analytics. The main content area features a search bar and a table of orders. The table has columns for Order ID, Ordered date, Customer name, Ship Date, Commission percentage, Order Status, and Total amount. The Order Status column uses colored pills to indicate the status: New (orange), Processing (purple), Pending (yellow), Cancelled (grey), and Fulfilled (dark purple). A mouse cursor is hovering over the 'Oct 17' ship date.

Order	Ordered	Customer	Ship Date	Commission	Order Status	Total
#6BKLNOV3VA	Feb 14	Thread Pinecrest...	Mar 15	0%	New	\$10,000.50
#6BKLNOV3VA	Feb 14	Thread Pinecrest...	Mar 25	0%	Processing	\$10,000.50
#6BKLNOV3VA	Feb 14	Thread Pinecrest...	Oct 17 ▲	0%	New	\$10,000.50
#6BKLNOV3VA	Feb 14	Thread Pinecrest...	Mar 15	25%	Pending	\$10,000.50
#6BKLNOV3VA	Feb 14	Thread Pinecrest...	Mar 15	15%	Cancelled	\$10,000.50
#6BKLNOV3VA	Feb 14	Thread Pinecrest...	Mar 15	25%	Fulfilled	\$10,000.50
#6BKLNOV3VA	Feb 14	Thread Pinecrest...	Mar 15	0%	Fulfilled	\$10,000.50

# Customer Relationship Management

Monitor the activity of your customers through our comprehensive **CRM**.

Store Name	In Cart	Orders	Ordered	Last Order	Contacted
J Paper Inc	\$0.00	1	\$9,288.90	May 9, 19	2 days ago
Faire Marketplace	\$1,374.23	3	\$18,288.00	May 10, 19	4 days ago
Rare Device	\$12,23.48	14	\$192.00	Jun 8, 19	360 days ago
Apparel City Sewing Company	\$0.00	1	\$20.00	Oct 3, 19	1 year ago
Tileshop	\$56.30	6	\$199,000.00	Jul 31, 19	3 days ago
Smitten Boutique This is a Lo...	\$0.00	4	\$22,000.98	Mar 29, 19	7 days ago

Date	Items	Total	Images
Oct 3 2019	12	\$1,200	  
Oct 3, 2019	18	\$800	
Oct 3, 2019	6	\$120	 

**CUSTOMER ACTIVITY**

- Leave a Note
- AUGUST 14, 2018  
Ordered \$293
- AUGUST 1, 2018  
Signed Up
- AUGUST 1, 2018  
Visited Shop
- AUGUST 1, 2018  
Opened Invite Email
- AUGUST 1, 2018  
Invite Sent

# Faire Direct

Share Faire's ordering platform and Net 60 terms directly with your existing retailers and prospects, helping you to grow and streamline your wholesale business.

Your retailers benefit from seamless online ordering and world class customer support, while you enjoy **0% commission on all Faire Direct orders** as well as guaranteed payments.

You will have a **Direct Link**, your custom online ordering domain, and the **Direct App**, an iPad app for writing orders on the go.

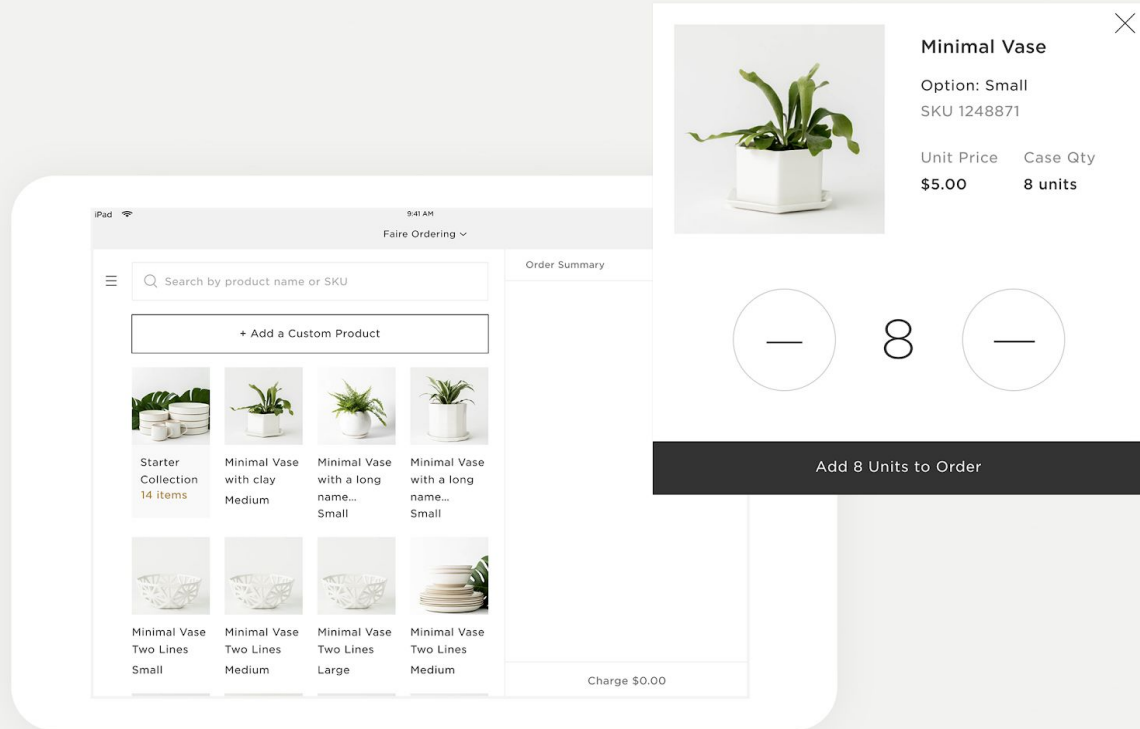
The screenshot displays the Faire Direct interface. At the top, there's a navigation bar with 'FAIRE' on the left, 'View Shop' with a cart icon, and 'Messages' with a notification icon. A user profile icon is also present. Below the navigation, a sidebar menu lists: Home, Orders, Returns, Products, Customers, Analytics, and My Shop. The main content area features a 'Direct Link' section with a text input field containing 'aminimal.faire.com' and buttons for 'Email Link', 'Copy URL', 'View Site', and 'Embed Link'. To the right is a laptop displaying the 'Shop Wholesale—online.' interface. Below this is a 'FAIRE DIRECT' banner with the text: 'faire direct Increase your direct sales by offering Net 60 terms and online wholesale at 0% commission.' A statistics dashboard shows four metrics: 150 Emails Sent, 35 Direct Sign Ups, 190 Direct Orders, and \$78k Spent on your line. The bottom section is titled 'Increase traffic by promoting your link' and includes a form for sending a quick email promo. The form has fields for 'CUSTOMER TYPE' (Accounts, Leads), 'MESSAGE' (Hi there, Hope this finds you well. I wanted to let you know that we now offer Net 60 terms, \$100 off AND a year of free shipping! Yes, it is all true! Let me know if...), 'DATE & TIME' (Wed Oct 3, 2019 at 10:00 AM PT (Recommended)), and 'RECIPIENTS' (Import from Mailchimp, Add from CSV). At the bottom, there are input fields for 'NAME' (Contact Name) and 'EMAIL' (Email Address), along with a 'Quick Add' button.

# Direct App

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Our free iPad app allows you to write orders at trade shows and on the go, with or without wi-fi, and sync your orders back to Faire.com. **Direct App** orders are 0% commission to you, and you're able to offer Faire's terms to your in-person buyers.

Manage your online and trade show orders all in one place through Faire.



# Ship With Faire

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**Ship With Faire** enables fast and easy order fulfillment. Our shipping system offers:

- Below market carrier rates
- No out-of-pocket expenses
- Optional shipping protection, signature confirmation, and shipping & handling

### Ship With Faire

Print labels with Faire to receive low carrier rates while paying zero shipping fees

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**Package 1**  
Please enter package info to calculate carrier rates

**Package Type**

Flat Rate Box or Envelope

**Box Size**

USPS Small Flat Rate Box

**Package Weight**

5 lbs 0 oz

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+ Add another package to shipment.

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**Choose a Carrier**

USPS Priority Mail 2 days \$7.50



Together, we are building  
the future of wholesale.



