HepsiTürkiye’den’s digital approach & e-commerce empowerment to GI products

WORLDWIDE SYMPOSIUM ON GEOGRAPHICAL INDICATIONS Tbilisi, Georgia, June 14 to 16, 202

Branding and Marketing Strategies for Geographical Indications
Hepsiburada Ecosystem

**Value Added Services**
- Expedited Delivery, Frictionless Returns
- Card Split, Instant Loan, Trade-In
- Merchant / Supplier Financing
- hepniAd Advertising Solutions
- hepniLojistik Logistics Infrastructure
  - Fulfillment-as-a-service
- hepniMat
  - In-house last mile delivery network
- hepniRepack
  - 3500+ PUDO Points

**New Initiatives / Expanded Services**
- **hepsiburada market**
  - On-demand groceries and essentials in 30-60 minutes
- **hepsipay**
  - Payment Solutions and Wallet
- **hepsiglobal**
  - International Cross-Border Merchandise
- **hepsiburada seyahat**
  - Flight tickets

**Strong Sourcing**
- ~100k Active Merchants
- 11.9M Active Customers
- 7.5 Order Frequency per Customer (12 months)
- 180M SKUs

Source: Quarterly Results 2023-Q1
HepsiTürkiye'den! Türkiye’s first GI program in e-commerce
With the announcement of planned support from the Turkish Patent Office, it is aimed to ensure the digital transformation of all products with geographical indications (GI).

Promoting our GI products, raising awareness of GI, and reaching directly from the producer to the consumer.

Ensuring sustainability by increasing the awareness of consumers to shop for GI products.

What Is HepsiTürkiye'den?
Digital Transformation

From local to national, we offer SMEs, farmers, and women entrepreneurs the opportunity to deliver their GI products all over Türkiye!

- **Digital Transformation**: Leverage Digital Transformation with Digital Platform Support for GI Products
- **Special Opportunities for Businesses**: Mobilizing Technology & Marketing Support
- **Local and National Product Policy**: Branding and Regional Development with GI Support Policies
- **Support to Women Entrepreneurs and Cooperatives**: Increasing women work force and employment
- **Training Opportunities**: Encouraging development with online GI and e-commerce training sessions in cooperation with the Turkish Patent Office
Benefits of the HepsiTürkiye’den Programme

- Only 1 percent commission fee advantage up to 50,000 TRY for newly opened stores
- Province/district label showing the place of production
- HepsiTürkiye’den label and GI emblem
- Home page visibility with the HepsiTürkiye’den special page
- 100 free photo shoot support services
Province/district label showing the place of production

Product-based GI emblem presentation with a dynamic infrastructure.

Consumer access to all GI products open for sale under the emblem

We Promote GI Products!
Dynamic GI Emblems

Product-based GI emblem presentation with a dynamic infrastructure.
We Promote GI Products!

Fostering consumer and producer awareness with the GI Promotion page.

https://hepsiburada.com
HepsiTürkiye’den’s the best-selling GI products

- Protected GI - Fethiye Tahini

- Protected Designation of Origin - Ayvalık Olive Oil

- Protected Designation of Origin - Gemlik Olives
HepsiTürkiye’den’s GI Webinar: Merchant Engagement
THANK YOU!
MADLOBA!