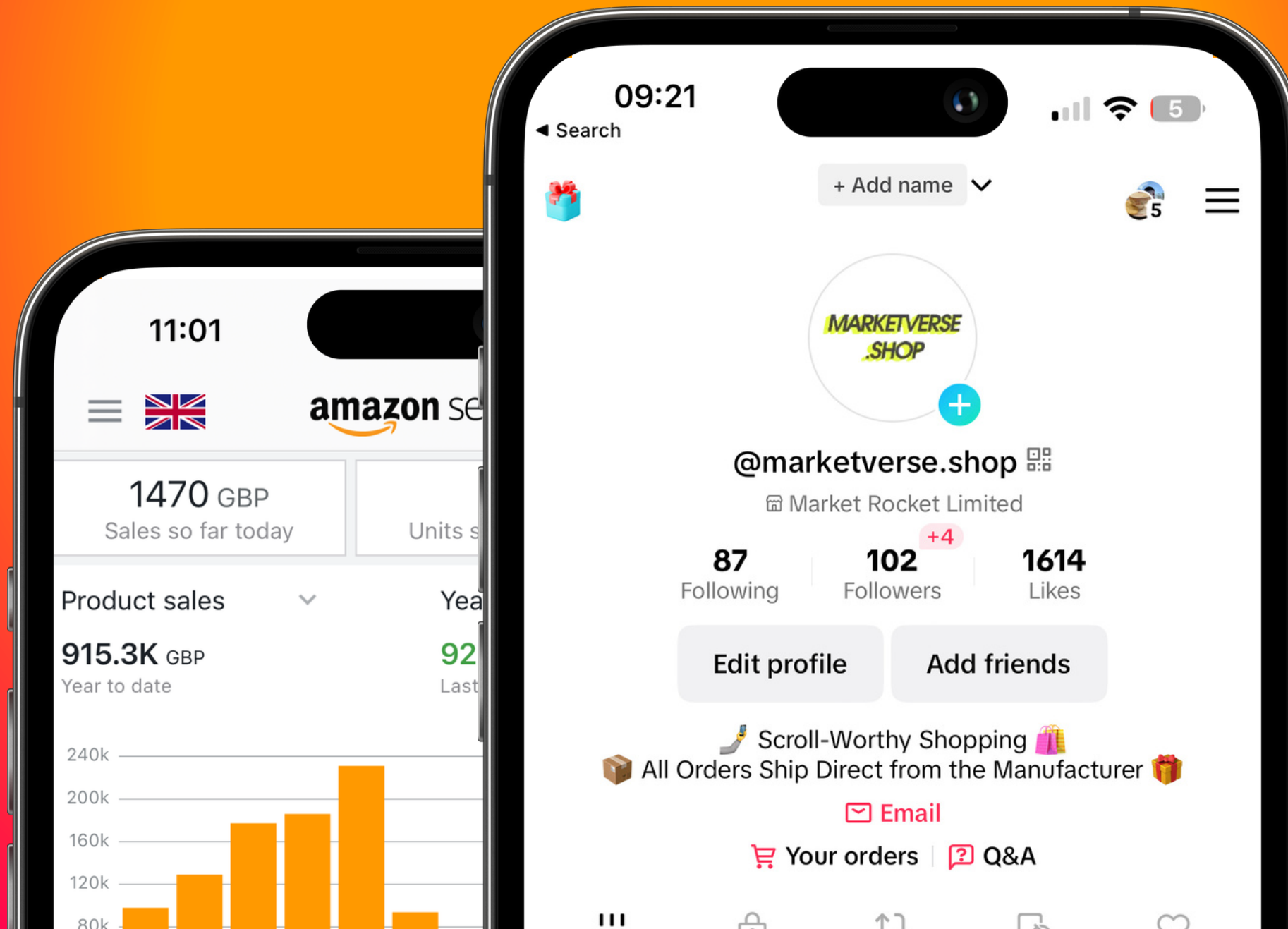


MARKETVERSE™

SELL EVERYWHERE PROFITABLY



A MARKET ROCKET
PLATFORM
FROM S-VENTURES PLC

FOR
ONBOARDING
AMAZON'S LARGEST BRANDS TO
TIKTOK

V1.7

**WHO ARE
MARKET ROCKET?**

Market Rocket is the trusted digital partner agency for globally recognised Fortune 500 and market-disrupting brands alike. Amazon SPN, Amazon Ads, TikTok Shop, Meta & Google certified and accredited partners

**WHAT IS
MARKETVERSE?**

MARKETVERSE is a platform and set of proprietary processes that Market Rocket have built to support brands in selling seamlessly across multiple platforms and marketplaces, including Amazon & TikTok

**TEAM &
LEADERSHIP**

Born in Shoreditch, based in Knightsbridge and never outsourced, the 20+ strong team is built around the 5 pillars required to sell online & return a profit: Brand/Account Management, Advertising, Content Creation, SEO Copywriting & Accountancy

**14 YEARS
HAVE BUILT
THIS**



MATTHEW PECK
Founder, CEO
14 years in Ecommerce



MIA BRIGGS
Co-f, Director of Amazon
10 years in Ecommerce



ROSIE REYNOLDS
Director of TikTok
12 years in Marketing

JOURNEY

2009

Matt founded
cycle saddle
brand

2010

1st Amazon sale
in health &
personal care

2017

£50m run-rate
on Amazon UK,
EU & US

2019

Market Rocket
founded

2020

Awarded
Amazon SPN

2022

SVEN PLC
acquisition

2023

TSP

2013

Mia joins Matt
and leads US
growth

2021

Rosie leads 1st
TikTok client

2022

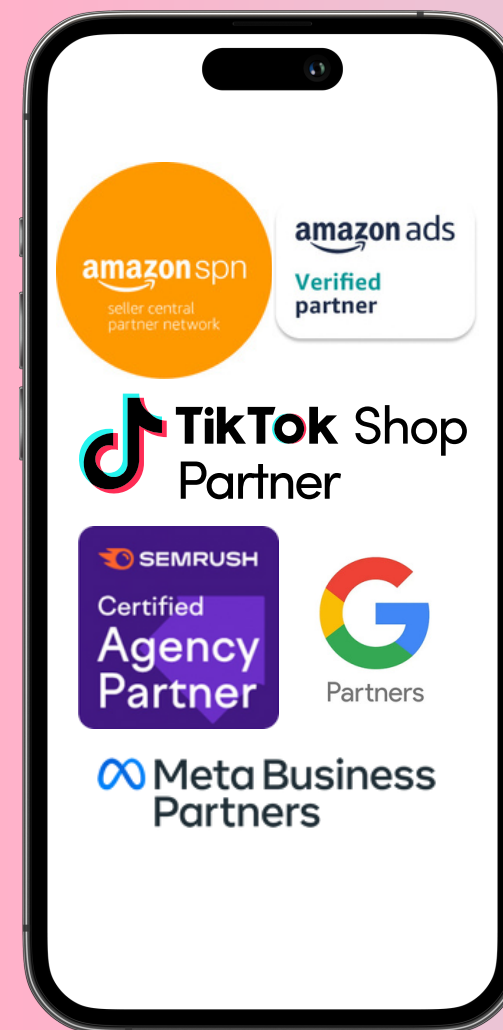
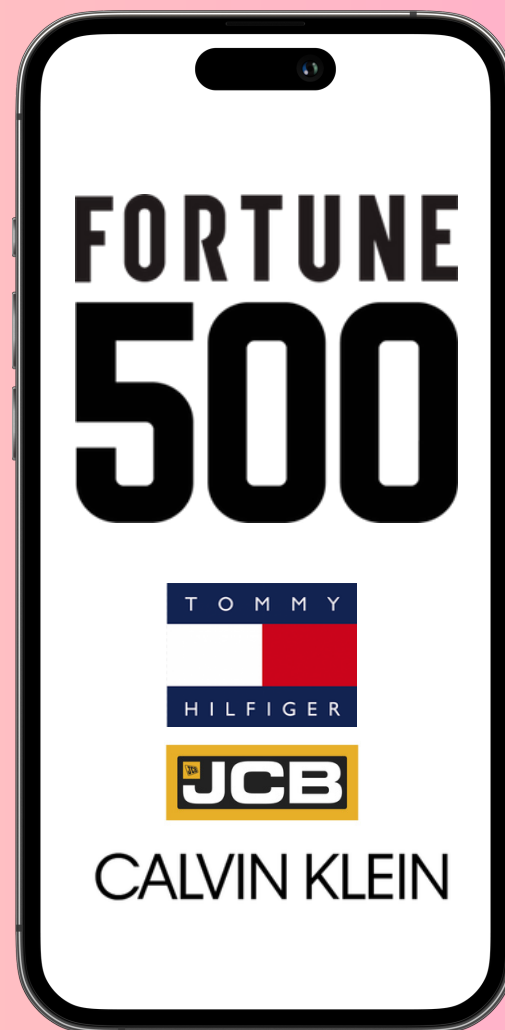
Aquire Mapped
Marketing
& BB Marketing

Q3, 2023

The goal is to be
the #1 TikTok
Partner globally

TRUSTED

By over 100+ brands, from those listed on the Fortune 500, down to market disruptors

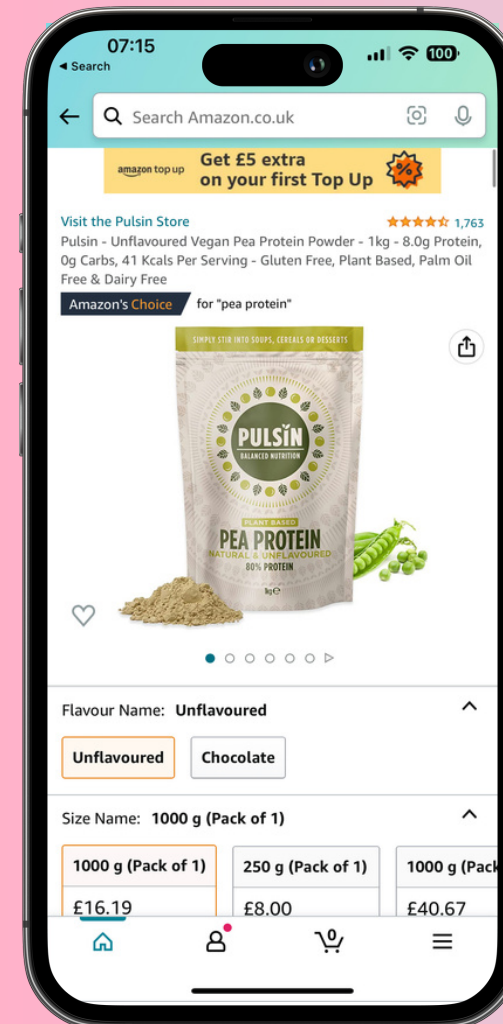


CERTIFIED

By the world's leading platforms and marketplaces

FEATURED

In multiple publications + more



#1

Category-leading products on all marketplaces

BARRIERS TO D2C SCALE

WHY BRANDS FAIL AT D2C IMPLEMENTATION, GROWTH AND LONG-TERM SUCCESS

1P BRAND OWNERS

- Lack of channel-specific experience
- High internal administration costs
- High upfront stock investment
- No advertising experience
- Intensive bookkeeping required
- High risk of losses

2P WHOLESALERS

- No long-term security
- Unpredictable lead times
- High start-up costs
- High selling fees

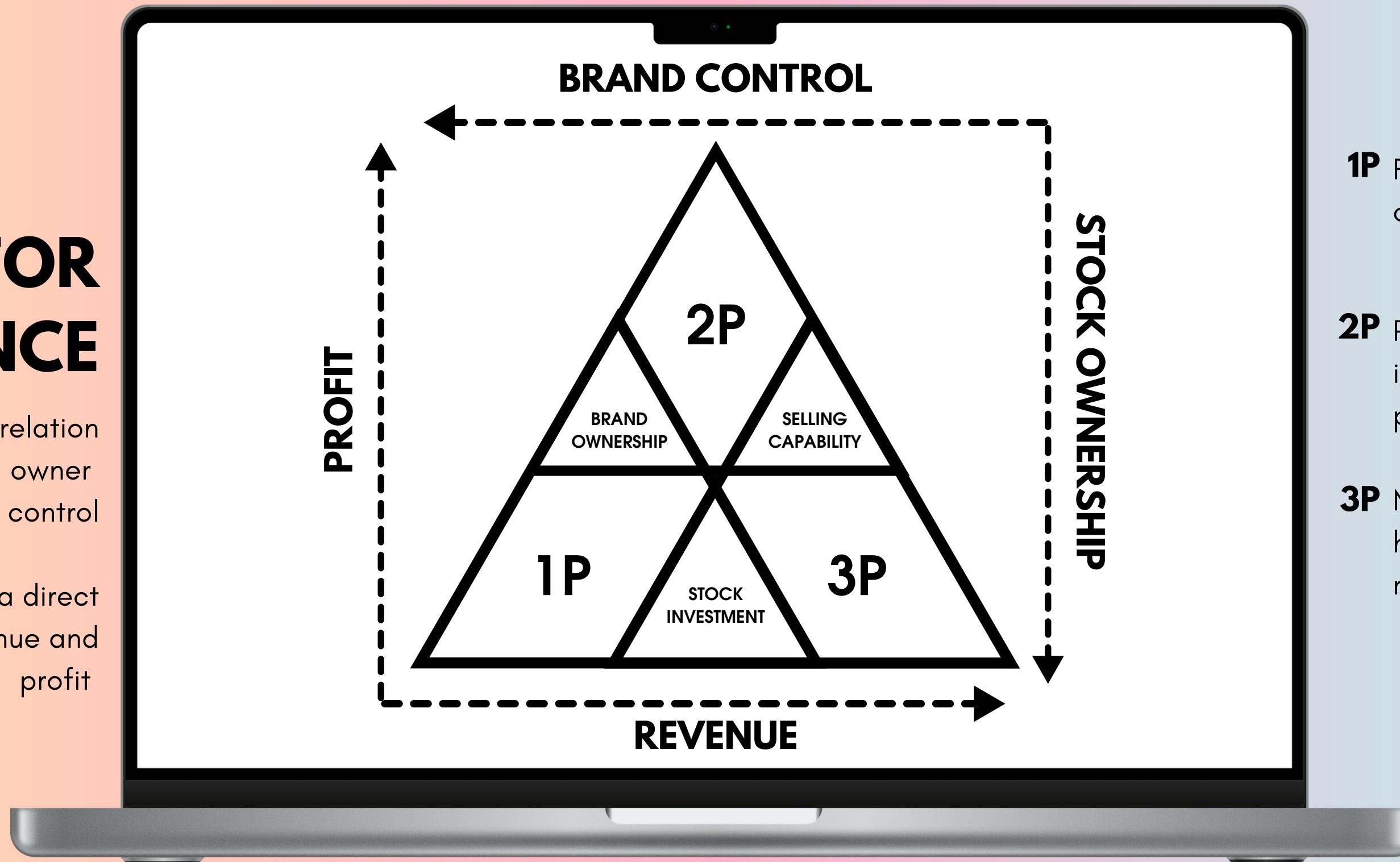
3P SELLERS

- Customer service
- Lower margin
- Saturated markets
- High advertising costs
- Lack of product knowledge

THE NEED FOR EXPERIENCE

There is a direct correlation between a brand owner growing and losing control

In the same way, there is a direct correlation between revenue and profit



1P Full control but at the cost of revenue and profit

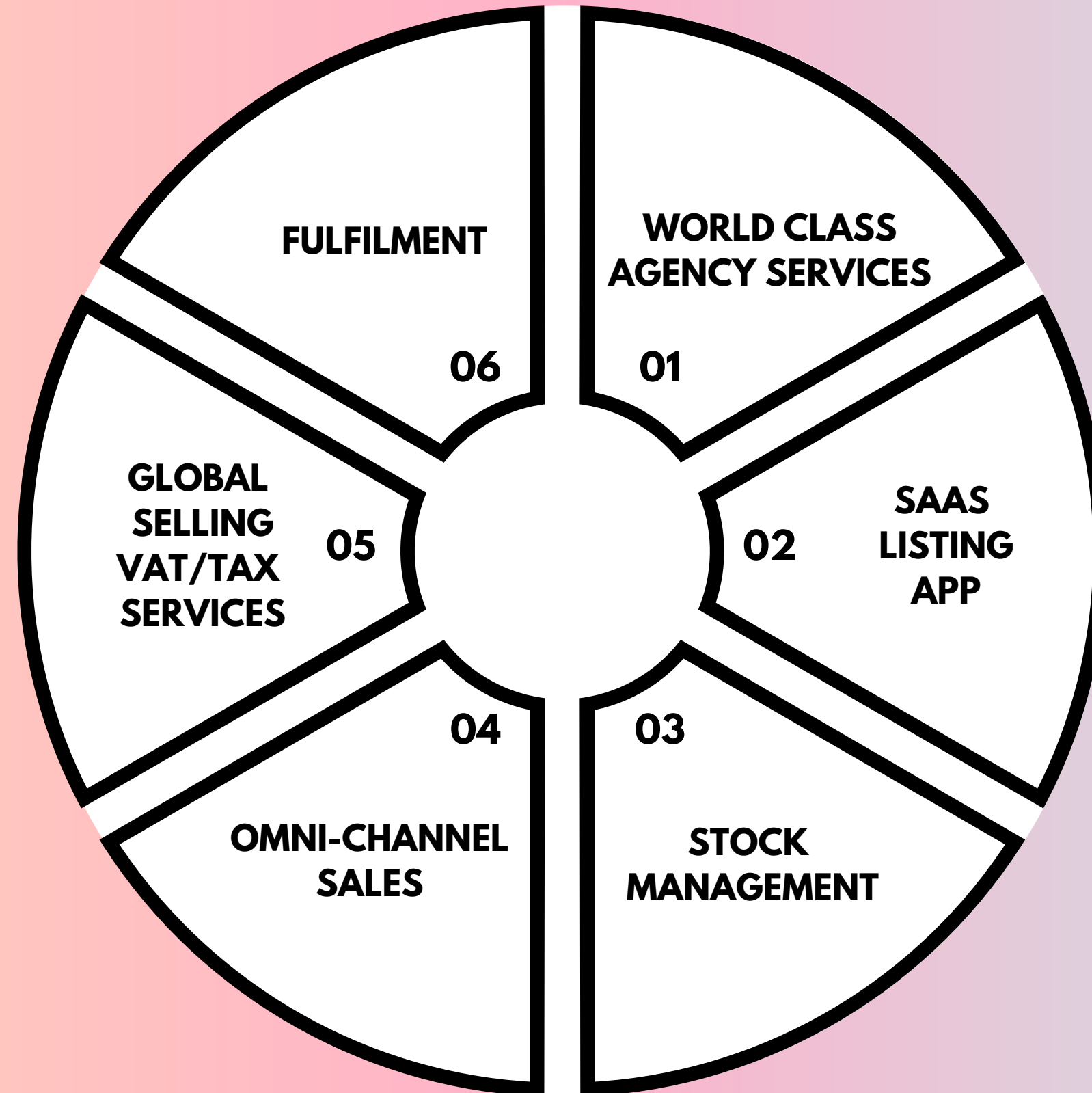
2P Partnership control with increased revenue and profit

3P No brand control but fully hands-off and maximum revenue

PROJECT: HOW TO GROW A RAINFOREST

6 IN 1

With our risk-free, proven model, brands can take advantage of Market Rocket's e-commerce accelerator programme on Day-One



MARKETVERSE by Market Rocket

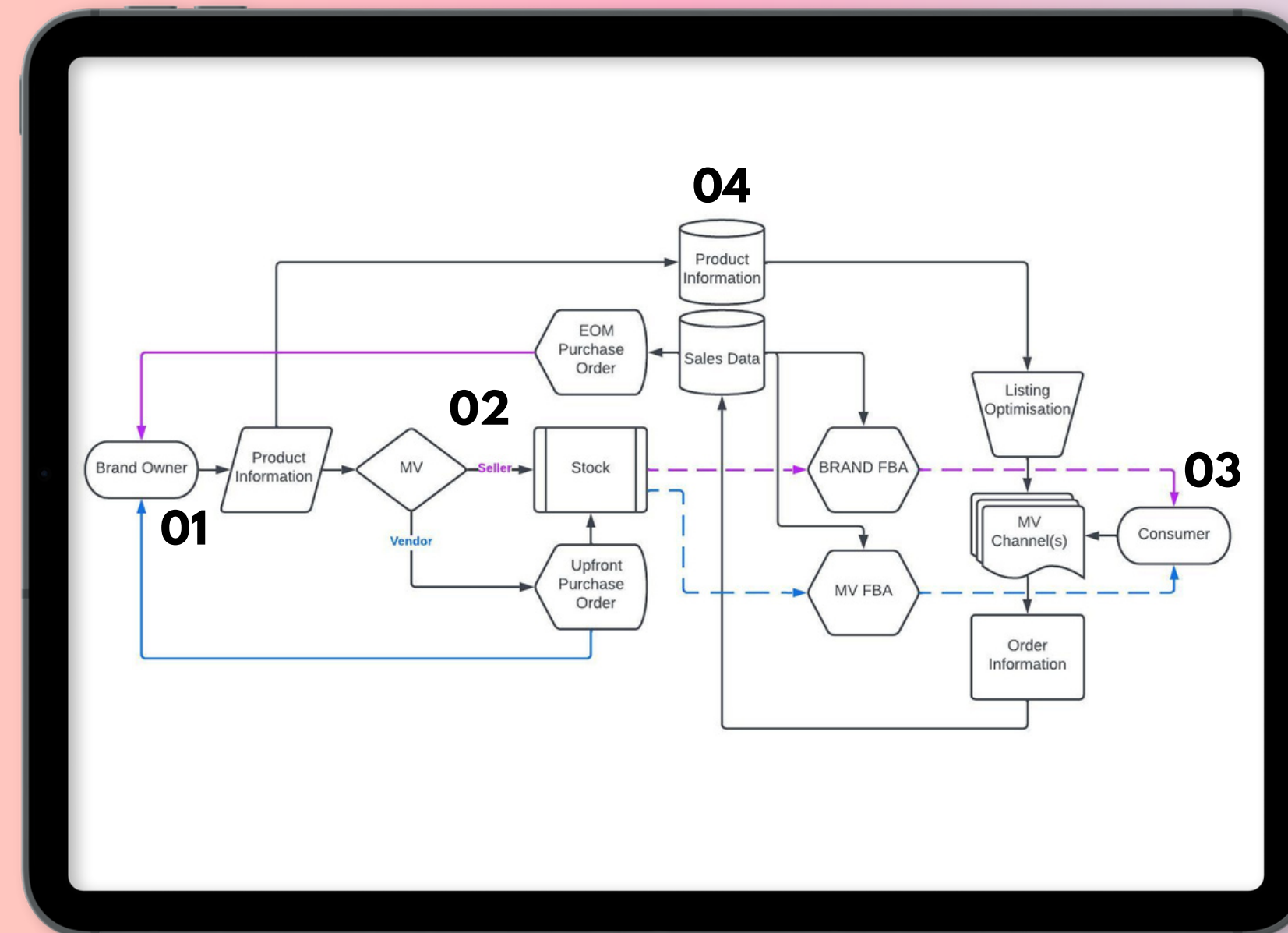
- 01** Leverage a world-class team of D2C marketplace experts with proven results
- 02** Connect to multiple marketplaces and front-end stores, all at once with a single tool
- 03** SELLER model streamlines your business. AGENCY model gives you 100% control
- 04** Access all marketplaces and sales channels, reaching consumers on their preferred platform
- 05** MARKETVERSE can take the hassle and complexity out of global selling for you
- 06** Empowering brands to maximise a single stock holding for all channels

THE TECH BEHIND THE SCREEN(S)

WE MAKE IT LOOK SIMPLE
HOWEVER, A LOT GOES ON BEHIND THE SCREEN(S)

01 Sign up and provide basic product information

02 Choose your model, 1P, 2P, or 3P

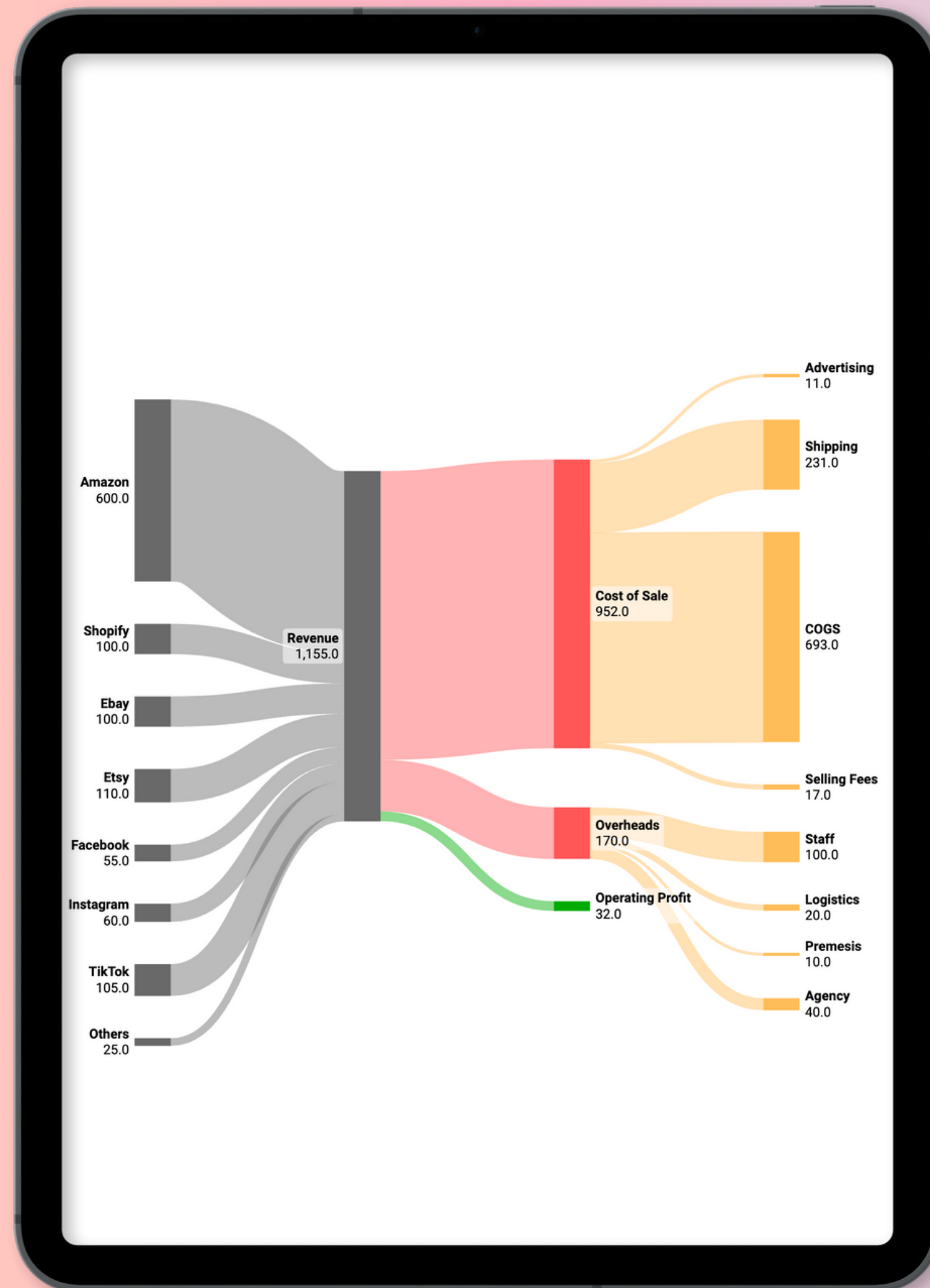


03 We sell everywhere that your consumers want to transact

04 We aggregate all the data, report back, and pay you

MULTIPLE MARKETPLACES HAVE A HUGE COST*

Make the right model work for you, not against you - they all have pros & cons



MARKETVERSE by Market Rocket

*WITHOUT MARKETVERSE

	1P	2P	3P
REVENUE	OK	BEST	WORST
PROFIT	OK	BEST	WORST
OVERHEADS	WORST	OK	BEST
INVENTORY	WORST	OK	BEST
CONTROL	BEST	OK	WORST

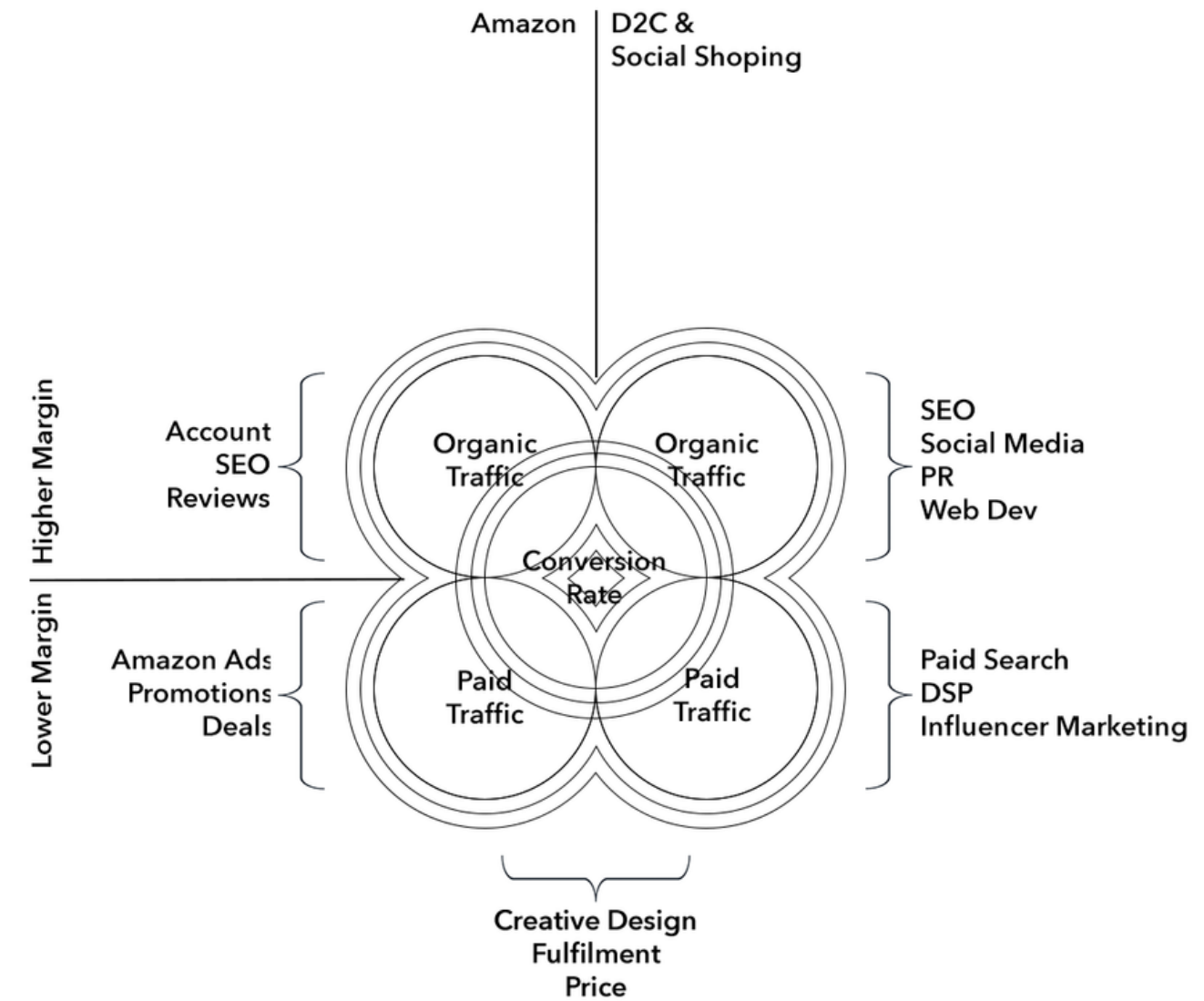
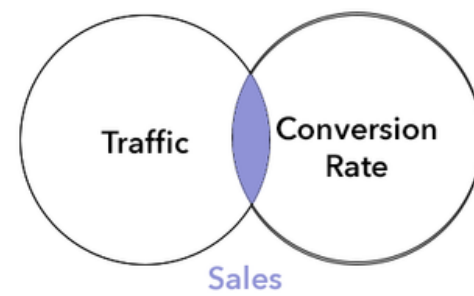
Brand owners need to decide on their desired outcome

BEST OK WORST RESULT FOR BRAND

ON MARKETVERSE™

MORE TRAFFIC & MORE CONVERSIONS

ON AMAZON



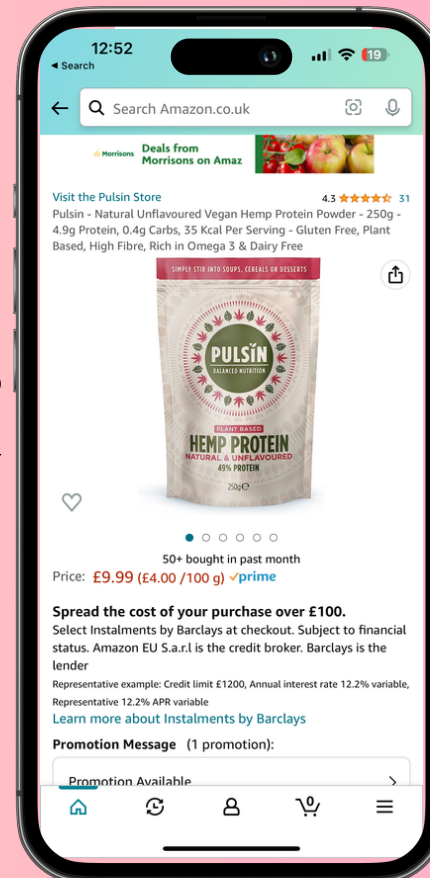
EXCITEMENT

THE ROOT OF MARKET ROCKET'S EXCITEMENT IN PARTNERING WITH TIKTOK TO LAND CATEGORY LEADERS IS UNLIMITED DEMAND

**ON AMAZON, ALL A BRAND CAN ACHIEVE IS TO GROW THEIR MARKET SHARE OF A FIXED DEMAND
ON TIKTOK, THERE IS UNLIMITED POTENTIAL DEMAND**

PULSIN HEMP PROTEIN AMAZON LISTING

AVERAGE DAILY SALES ON AMAZON = 8
ESTIMATED MARKET SHARE = 35%
TOTAL DAILY DEMAND ON AMAZON FOR HEMP
PROTEIN CATEGORY SIZE = **23 UNITS/DAY**



1 AFFILIATE VIDEO ON TIKTOK

SALES IN 1ST DAY = **21**

1 AFFILIATE VIDEO GENERATED MORE SALES THAN
THE TOTAL ON AMAZON UK

PROJECT: HOW TO GROW A RAINFOREST

MARKETVERSE by Market Rocket

HOW TO GROW A RAINFOREST

MARKET ROCKET ARE THE #1 PARTNER TO SUPPORT TIKTOK IN SUCCESSFULLY ONBOARDING & GROWING AMAZON'S BIGGEST BRANDS



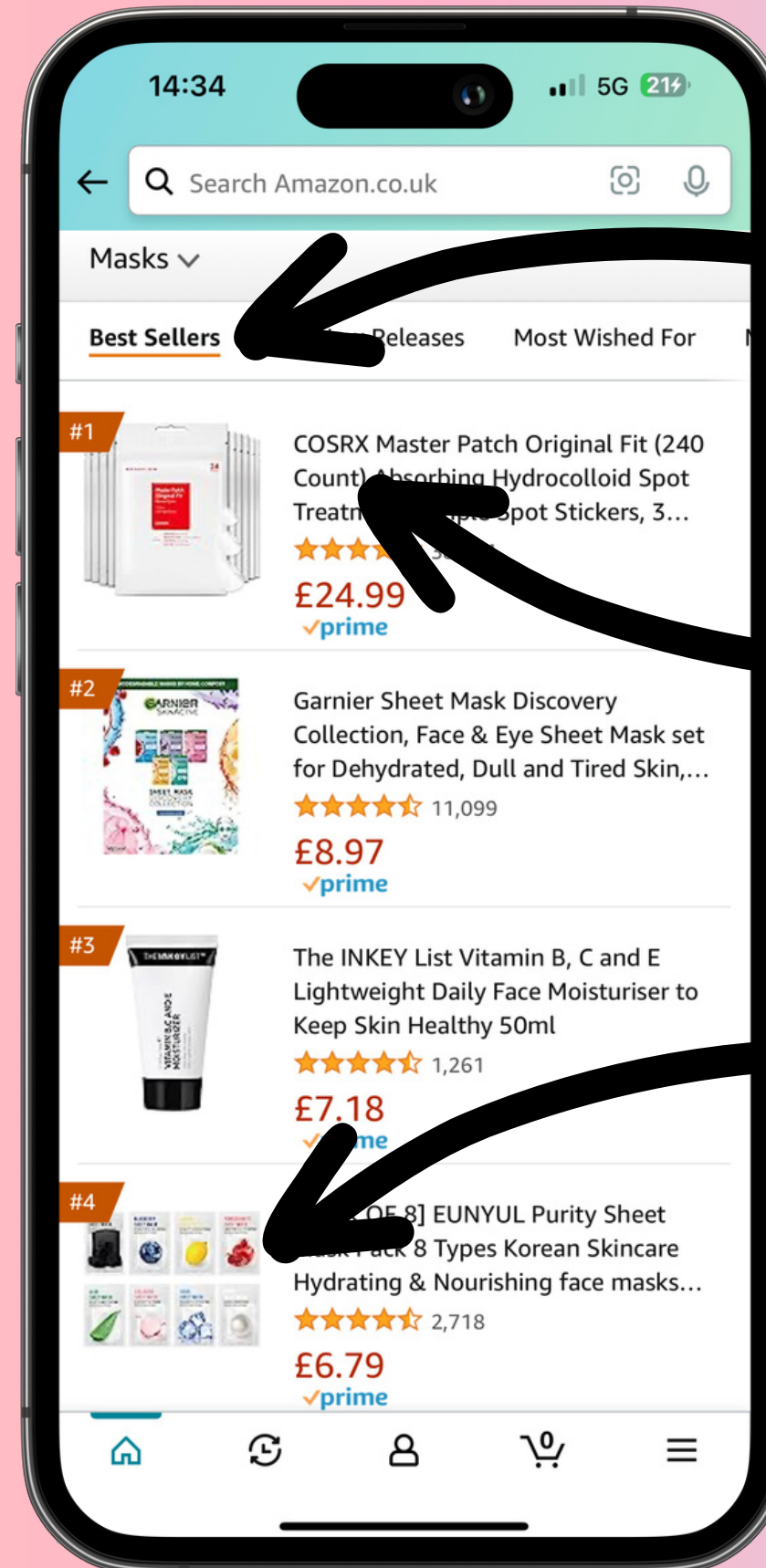
TIKTOK OWNS THE LAND,
BRANDS ARE TREES &
MARKET ROCKET WILL PLANT & GROW THEM

PROJECT: HOW TO GROW A RAINFOREST

>25,000 SUB-CATEGORIES ON AMAZON

PRIOR TO REACHING OUT TO BRANDS, MARKET ROCKET CAN EQUIP TIKTOK WITH INVALUABLE INSIGHT & DATA REGARDING AMAZON PERFORMANCE

MARKETVERSE by Market Rocket



CATEGORY MR CAN PROVIDE TIKTOK WITH A COMPREHENSIVE ANALYSIS, INCLUDING SIZE & BREAKDOWN

BRAND MR CAN CONDUCT INVESTIGATIONS TO DETERMINE THE MOST SUCCESSFUL BRANDS WITHIN EACH CATEGORY

PRODUCT MR CAN CONDUCT A THOROUGH ANALYSIS OF ANY BRAND'S LISTINGS TO PINPOINT THEIR HIGHEST-PERFORMING LINES & OPPORTUNITIES FOR TIKTOK

PROJECT: HOW TO GROW A RAINFOREST

MARKETVERSE by Market Rocket

SOLUTION(S)

AGENCY

MARKET ROCKET ACT AS AGENCY

Stock Owner: Brand

TikTok Shop Account Owner: Brand

Orders Fulfilled: Either MARKETVERSE or Existing WH

TikTok Shop Set-Up: Market Rocket

OR

SELLER

MARKETVERSE ACT AS SELLER

Stock Owner: MARKETVERSE

TikTok Shop Account Owner: MARKETVERSE

Orders Fulfilled: MARKETVERSE

TikTok Shop Set-Up: Market Rocket

AGENCY

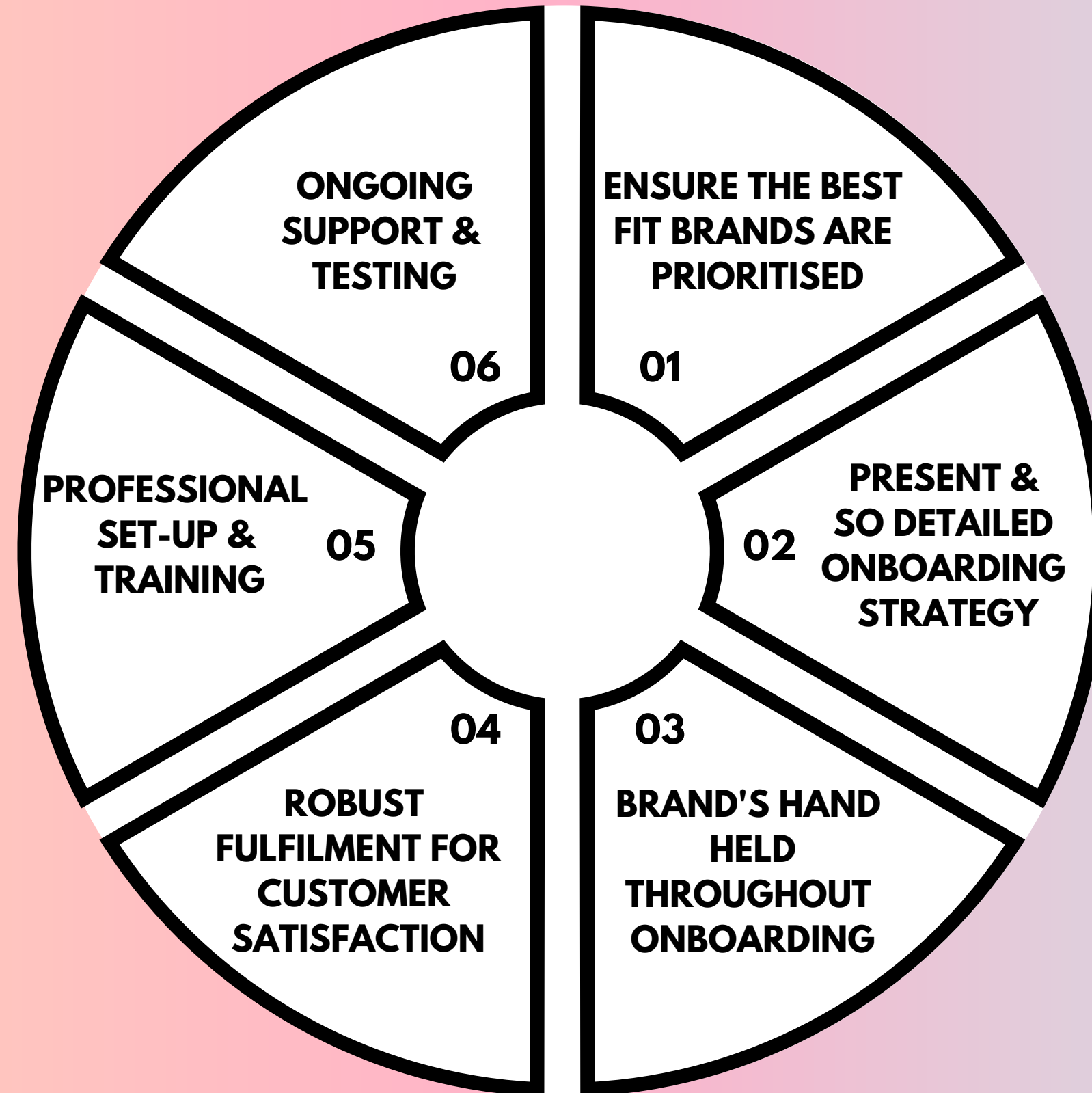


SELLER

PROJECT: HOW TO GROW A RAINFOREST

WIN-WIN

Through a strategic partnership with Market Rocket, TikTok can maximise the potential for short, medium, and long-term success for both itself and new TikTok Shop brands

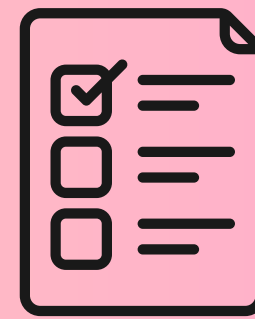
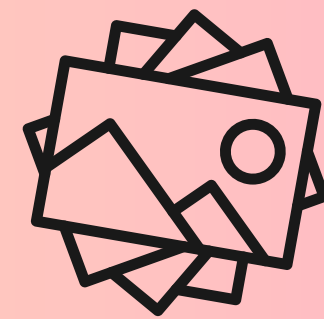


MARKETVERSE by Market Rocket

- 01** MR possesses the capability to prioritise category leaders amidst the vast array of potential brands
- 02** Following successful sign-up, MR will propose a detailed strategy to go-live for brand & TT sign off
- 03** 100% Partnership to ensure project delivery and success for implementation & beyond
- 04** Using MARKETVERSE, a single stock-holding can be used for all marketplaces
- 05** Brands have the flexibility to choose between a hands-on or hands-off approach or even a hybrid model
- 06** Successful onboarding does not equal long-term success or commitment - ongoing support is critical

ROUTE TO SUCCESS

PLAN ----- PITCH ----- ONBOARD ----- SUPPORT -----



BRAND IDENTIFICATION & OUTREACH

Research and engage suitable brands for migration, providing initial consultations about the migration benefits and process

BRAND ASSESSMENT & STRATEGY DEVELOPMENT

Conduct detailed brand assessments, develop customised migration strategies, and establish a detailed plan for the first 90 days on TikTok

MIGRATION PREPARATION

Assist with administrative tasks, optimise product listings for TikTok, and coordinate logistics for stock management and fulfilment

MIGRATION IMPLEMENTATION

Manage the smooth transition of brands to TikTok, launch brands on the platform, and provide initial monitoring and troubleshooting

POST-MIGRATION SUPPORT & OPTIMISATION

Monitor brand performance, provide regular performance reports with insights, and optimise brand presence on TikTok

ADVERTISING & PROMOTION

Develop and execute advertising campaigns on TikTok, leverage TikTok's unique features for promotion, and coordinate with influencers for promotional activities

CONTINUOUS LEARNING & IMPROVEMENT

Regularly review brand performance, adjust strategies for continuous improvement, and share insights and best practices with brands

PLAN & PITCH

PROVIDING EACH PROSPECTIVE BRAND WITH A MIGRATION PLAN AND FIRST-90-DAYS STRATEGY

MR & TT AGREE WORKFLOW

AMAZON PERFORMANCE RESEARCH

GENERATE JOINT PITCH

OUTREACH TO SET MEETINGS

PITCH MEETING TO DELIVER STRATEGY

SOW SO & AGREEMENT

ONBOARD & SUPPORT

TEST & LEARN, TEST & LEARN AND TEST & LEARN

CONNECT BRAND OVER API TO MV

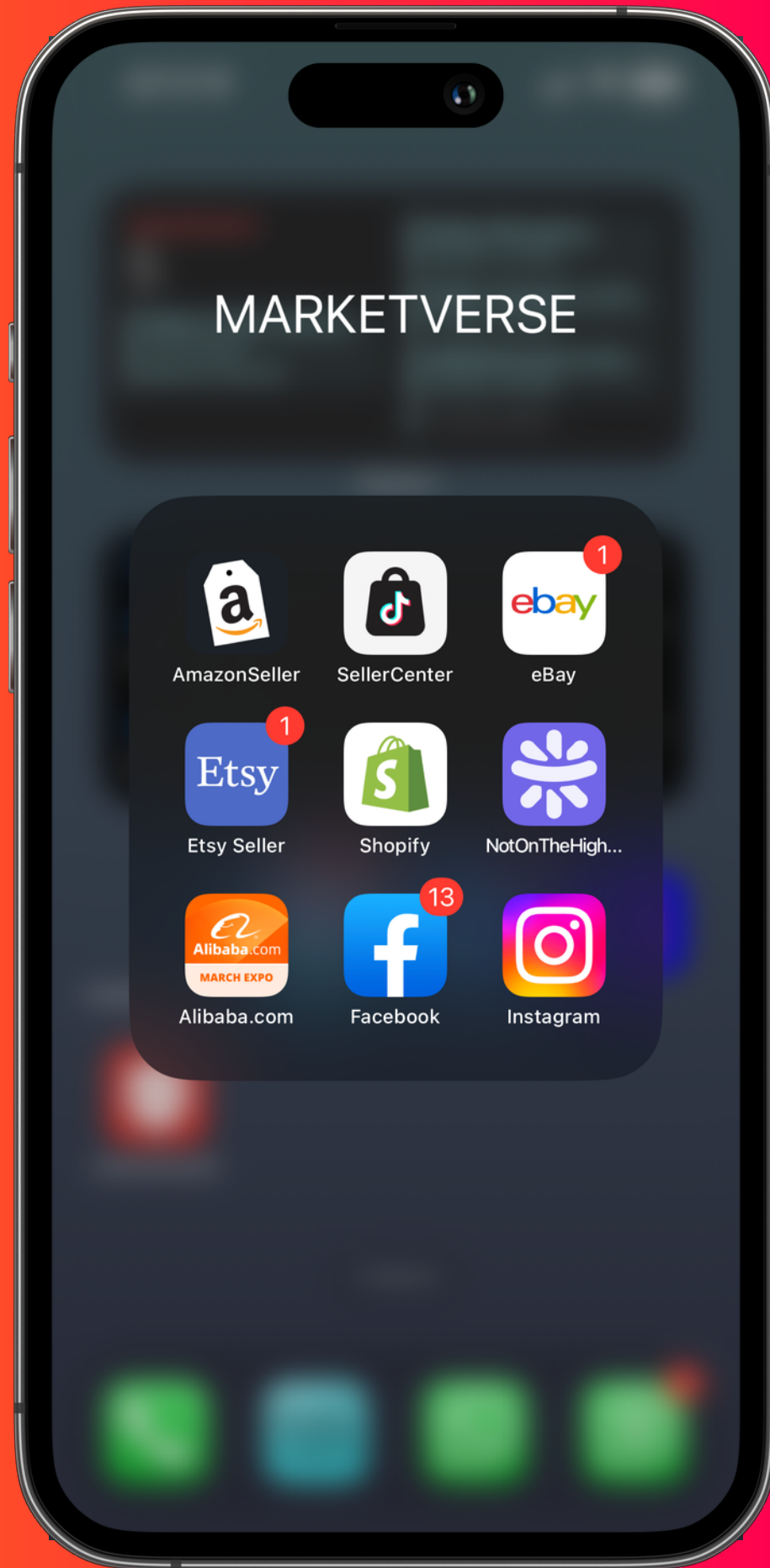
FORMAT & UPLOAD PRODUCT CATALOGUE

CURATE & PUBLISH TO TS

EXECUTE GO LIVE PLAN & BEGIN 90 DAY STRATEGY

LEVERAGE ADS & AFFILIATES

PROVIDE ONGOING SUPPORT PACKAGE



EVERYWHERE

WE SELL EVERYWHERE SO YOU DON'T HAVE TO