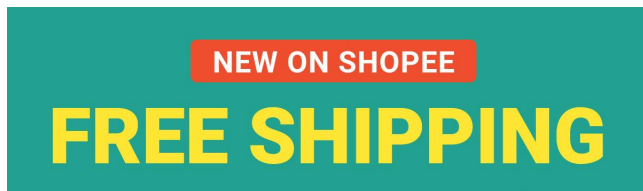




Free Shipping Special Programme

What is the Free Shipping Special?



- An **opt-in programme** Shopee offers to selected sellers to boost seller traffic and sales performance
- A high-performance programme running since September 2019, that has proven to successfully bring **significant sales uplift to all participating sellers**
- Items of participating stores will be eligible for **buyer-borne shipping rebates on Shopee integrated channels** and enjoy a **significant increase in marketing channel exposure** on Shopee, in exchange for a nominal participation fee
- Shoppers can expect to **cart out eligible items with Free Shipping label** without having to worry about shipping fees, for at least one shipping channel option

What marketing support will you receive from Shopee's Free Shipping Special?

Free Shipping:



All your products will be featured on a daily basis in:

- Dedicated **Free Shipping Special Homepage Banner**
- Free Shipping **Skinny Banner**
- Free Shipping **Special Microsite**
- **Search Filter** for Free Shipping items



Make your products stand out from others with:

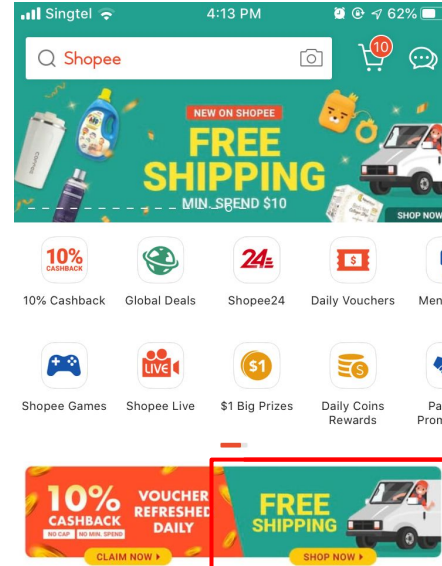
- **Free Shipping label** for all of your products, showing that items are eligible for Free Shipping



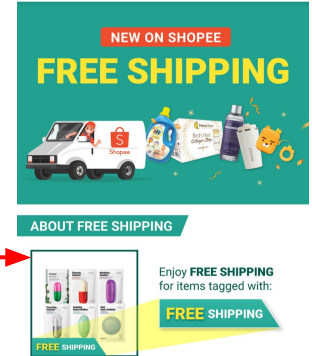
Additional ad-hoc exposure points include:

- **Push Notifications & eDMs** to bring Shopee users to collections containing your items

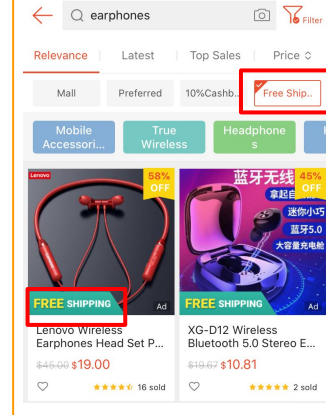
Dedicated Homepage & Skinny Banner



Dedicated Microsite



Search Filter & Labels



Consider joining our Enhanced Cashback Special?

Free Shipping (+10% Cashback): Join Cashback Special & get access to Free Shipping for FREE !



Your products will be featured on a weekly basis in:

- Cashback + Free Shipping **Sunday Flash Deals**



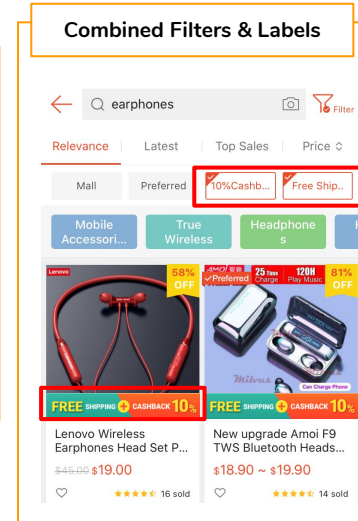
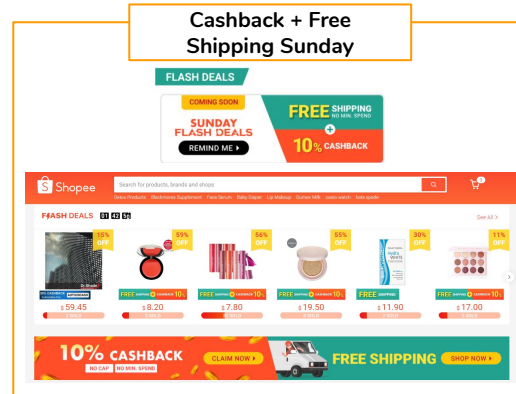
All your products will be featured on a daily basis through:

- **Search Filters** for Cashback & Free Shipping



Make your products stand out from others with:

- Combined **Cashback + Free Shipping** item labels for all of your products, showing that items are eligible for both Cashback voucher use and Free Shipping



Why join now?



- **Free Shipping is the key marketing message** for Shopee's 12.12 campaign, and will **continue to be** for further campaigns. This will be **communicated aggressively** in-app, as well as key marketing channels like social media, search, out-of-home and more
- Shoppers will be actively seeking eligible products for **Free Shipping** to find the best deals. Stand out from the rest when your items have Free Shipping and they do not !
- Additional in-app marketing support during event campaigns include:
 - **Campaign Free Shipping item labels** on all of your product listings
 - **Campaign Free Shipping collections** (*subjected to discretion of campaign mechanics*)
 - **Leverage on our Super Cashback + Free Shipping homepage takeover!**

Additional event campaign marketing support from Shopee



Leverage on our Super Cashback + Free Shipping Homepage takeover! (Eg. 11.11 Big Sale)



Campaign Cashback+FS item label (Eg. 11.11)



Have your items featured!

Campaign Free Shipping Collections (subjected to campaign mechanics)

FEATURED COLLECTIONS

FREE SHIPPING TOP PICKS
UP TO 60% OFF



How much uplift can I get from joining Free Shipping Special?



Our programme has benefited >20k sellers

PARTICIPATION IN FREE SHIPPING ONLY



2x
increase in orders



1.5x
increase in GMV

What do you need to do next?



- Sellers that participate in Free Shipping will need to **pay a GST-inclusive participation fee of 2.14%** for all successful orders placed once your participation has been confirmed.
- Signup [here](#) today!

By agreeing to participate, you are subjected to the following **Terms of Service**.
Kindly refer to <https://shopee.sg/docs/6929> for the full list of Free Shipping terms and conditions.

Shopee reserves the right to revise the participation fee quoted above.
Should there be any changes in participation, all Shopee Free Shipping sellers will be notified on the Site or via email.

Frequently Asked Questions (FAQs)

How will Shipping Fees be calculated?

Shopee will fully pay for buyer-bourne shipping fee while seller shipping rates remain the same

Subsidized shipping fee by Shopee supported logistics:

J&T Express

Ninja Van

Speedpost Economy

SELLER SHIPPING RATES

Shipping fee will be auto deducted from the order's escrow amount, no upfront payment will be required.

J&T EXPRESS **NEW**

SIZE OF PARCEL	WEIGHT LIMIT	SHIPPING COST PAID BY BUYER	SHIPPING COST PAID BY SELLER
XS	Below 5 kg	FREE (Min spend \$10)	\$1.41
S	Between 5-10kg		\$3.51
M	Between 10-20 kg		\$6.10
L	Between 20-30 kg		\$13.41

SPEEDPOST ECONOMY

SIZE OF PARCEL	WEIGHT LIMIT	SHIPPING COST PAID BY BUYER	SHIPPING COST PAID BY SELLER
XS	Below 2 kg	FREE (Min spend \$10)	\$2.01
S	Between 2-5 kg		\$3.51
M	Between 5-10 kg		\$5.01
L	Between 10-20 kg		\$7.01
XL	Between 20-30 kg		\$12.51

NINJA VAN (HOME DELIVERY)

SIZE OF PARCEL	DIMENSION LIMIT (L*W*H)	WEIGHT LIMIT	SHIPPING COST PAID BY BUYER	SHIPPING COST PAID BY SELLER
S	0-80 cm	Below 5 kg	FREE (Min spend \$10)	\$2.51
M	81-120 cm	Between 5-10 kg		\$4.01
L	121-200 cm	Between 10-20 kg		\$7.51
XL	201-300 cm	Between 20-30 kg		\$14.51

Frequently Asked Questions (FAQs)



How are participation fees calculated?
Service fee will be charged only on all successful orders.

Example: 2.14% Service Fee

CALCULATION OF PARTICIPATION FEES		FINAL AMOUNT RELEASED TO SELLER	
Sale price	\$90.00	Sale price	\$90.00
+ Shopee item rebate	\$3.00	+ Shopee item rebate	\$3.00
+ Shopee voucher	\$5.00	+ Shopee voucher	\$5.00
+ Shopee coins	\$2.00	+ Shopee coins	\$2.00
Gross settlement	\$100.00	- Service fee	\$2.14
X Service fee	2.14%	- Actual shipping fee	\$2.00
inclusive of GST		- Transaction fee	\$1.93
Service fee	\$2.14	Gross settlement	\$93.93

Note: The participation fee is charged based on the Gross Settlement. This is before the application of Shopee vouchers, Shopee coins and excluding buyer paid shipping fee.

**All calculations are rounded up to 2 decimal places.*

Frequently Asked Questions (FAQs)



- **How can I join?**
 - Sign up form can be found [here](#). Shopee reserves the right to reject applicants
- **Who can I contact for more questions?**
 - Visit <https://seller.shopee.sg/help/sales> for more information
 - Do reach out to your account manager if you have further questions!
- **How do I pay participation fees?**
 - A 2.14% GST-inclusive participation fee (stacked on top of existing commission fees, if any) will be charged automatically on all successful orders placed under Free Shipping Special programme. There is no additional charge for Free Shipping if you are part of the Cashback Special programme.
- **Do commission fees apply if the order is cancelled?**
 - No
- **Is participation fee lower if the buyer uses a Shopee voucher to discount the purchase?**
 - No, participation fee is not affected by a Shopee sponsored voucher. Please see the next page for more details
- **Do transaction fees still apply?**
 - 2.14% GST inclusive transaction fees still apply and will be charged on top of the participation fee
- **When will my participation be confirmed?**
 - All new participants will be added to the programme on the each Thursday of the week.
- **Can I opt out of the program?**
 - Yes. If you wish to drop out of the program, please submit a drop-out form found [here](#). All withdrawals will be processed on each Thursday of the week.



How to pay for participation fee?



Shopee will deduct payable Participation Fee directly from your Seller account after an order is completed. Participation Fee will be charged under Service Fee.

You may find the Service Fee invoices in Seller Center > My Income > My Income Statement.



**SELLER
CENTER**



MY INCOME



**MY INCOME
STATEMENT**



THANK YOU