



## **PRESENTATION OF THE SMB AFFILIATION**

[www.zoodirect.com](http://www.zoodirect.com)



## **WHY BECOME A PARTNER ?**

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**You receive a regular income from an activity that you don't have today. Without any effort! And up to 15% net profits, everytime your referral places an order.**

**And it's free!**

# ABOUT ZOODIRECT

Our company Oasis-shadrin group has pioneered the development of recipes for dogs by creating a semi-humid range with high meat content.

The NATYKA brand was created by Olivier Schimpf.

To read our story (in french) :

[www.oasis-shadrin.com/le-groupe](http://www.oasis-shadrin.com/le-groupe)

Today we offer several ranges with the same objective: quality ingredients and a composition adapted to the nutritional needs of our domestic carnivores.

Despite of the very positive evolution of our company, we are and remain above all passionate and do not follow the logic of the big industrials.

Our ambition is to work with European raw materials, the least impacted by petrochemical traces and therefore presenting the least toxicity risk for the body.

In addition, the content of quality meat is essential to best meet the needs of our companions.

Our pet foods contains between 60% and 89% of animal proteins (depending on the brand and recipe).

We are working with production facilities based in France and Belgium that follow some of the strictest European health guidelines in the world to ensure the best possible quality products



After a few decades of "junk food" and food produced by large industrials often more interested in making a profit than in preserving the health of the animals, we now realize that our animals have food intolerances, skin problems, digestive problems, etc.

These are the effects of too long a period of low quality and non-adapted food.

Our four-legged friends deserve to enjoy quality food, just as we humans do, and this awareness can take on a holistic dimension.



# WHO WE ARE ?

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The family business, created and managed by Olivier Schimpf, has more than 20 years of experience to offer to its customers.

Our business is still growing thanks to our dynamism and our willingness to always find the best quality food for our dogs and cats.

1995

Development of foods that meet the nutritional needs of dogs

1998

Creation of the first private label and recipes development

2008

International launch of our brands

2016

Creation and international launch of a new brand

2018

Establishment of the Oasis-Shadrin export service subsidiaries in the Czech Republic and Russia

2019

Creation of a new brand of grain-free food

2021

Creation of 2 additional brands. Export to South Korea, Sri Lanka, Uzbekistan and the Scandinavian countries

## A LARGE-SCALE POTENTIAL



The pet market in France:

**4.6 Billion € per year**



**14,19 millions**  
de chats



**7,63 millions**  
de chiens



**1 out of 2 households**  
Have a pet



**800 €**  
Average spending per year

## A HUGE DEVELOPMENT POTENTIAL



**Increase of +8,3%**  
over 5 years  
of pets in the households



**World growth +5% in 2020**

The petfood market is expanding rapidly  
with a 5% worldwide increase in 2020.

## WHY CHOOSING ZOODIRECT ?

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### QUALITY OF THE FOOD USED

All our meat is **French** or **European** origin. We use **human consumption** meat with a view to quality. The well-being of the animals is of paramount importance to us.



### RESPONSIVE CUSTOMER SERVICE

Our after-sales dedicated staff respond to E-mails within **24h maximum**. Concerning social networks, we provide advices on the choice of products, and are very reactive to satisfy our customers.



### FAST DELIVERY

We offer several delivery options, TNT, TNT express or DPD to cover the whole Europe. Packages are delivered in **72h** on average. We also offer pallet delivery, which takes an average of **5 working days**.

# THE GOOD REASONS TO BE A PARTNER ?

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## → To receive income

Customers who order become your referrals, and each order made by your referrals will earn you a **4% to 15% commission\*** !

\* Each commission is calculated on the order amount excluding VAT.

*Example: A customer places an order for €100 excluding VAT and you get back 10% of this amount, i.e. 10€ !*

## → To give your customers a discount

As a partner, you will be provided with communication materials that you can distribute to your customers. By ordering from us they will get a **15% discount on their first order, or other commercial operations!**

## → To diversify

Thanks to us, you will receive income from an activity that you do not have today. **You diversify your activity** and you ensure yourself a regular income.





# WHAT ARE THE CONTITIONS ?

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## → Estimating the potential

of your business by telling ZooDirect how many **potential customers** you can reach with the advertising campaigns we offer

## → The length

of the contract is **12 month** tacitely renewable, with a **3 month** trial period

## → The affiliate agrees

to respect the obligations of the contract. The Affiliate also agrees to comply with the obligations concerning **advertising and publications** on the social networks of our partnership (see page 12)

## → Income

can be paid once a month for a minimum amount of **100€ HT** on affiliate request.





# BEING AN AFFILIATE, HOW IT WORKS ?

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1

Communicate with your customers through the various communication media that we will provide you.



2

Your customers benefit of a 15% discount on their first order on our website. Other welcome gifts could be considered.



3

You will receive a commission on **all** orders placed by your referrals. These referrals remain yours for the duration of the contract..

If your referral orders 10 times during the contract period, **you will receive commissions on all 10 orders!**

# ACHIEVABLE AND COST-EFFECTIVE LEVELS

We operate on a tiered basis to increase your commission percentages.

| NUMBER OF CONVERTED REFERRALS | COMMISSIONS RATES* |
|-------------------------------|--------------------|
| 5001 and more                 | 15%                |
| 2501 – 5000                   | 10%                |
| 501 – 2500                    | 8%                 |
| 251 – 500                     | 6%                 |
| 1 – 250                       | 4%                 |

\* Commissions paid on orders including our brands: Natyka, Natura Wild, Bon Appétit, Wolf's Mountain, Perrito and Cleeberger, excluding the Promotions.





## EXAMPLE IN NUMBERS

Here is an example of the commissions you can earn based on the number of converted customers

Knowing that a customer orders **4 times** a year for an average basket of **80€ Ex VAT**

|                               |         |          |          |            |
|-------------------------------|---------|----------|----------|------------|
| Number of converted customers | 140     | 920      | 1780     | 3800       |
| Average turnover per year     | 44 800€ | 294 400€ | 569 600€ | 1 216 000€ |
| Commissions in %              | 6%      | 8%       | 10%      | 15%        |
| Commissions paid in euro      | 2 688 € | 23 552€  | 56 960€  | 182 400€   |



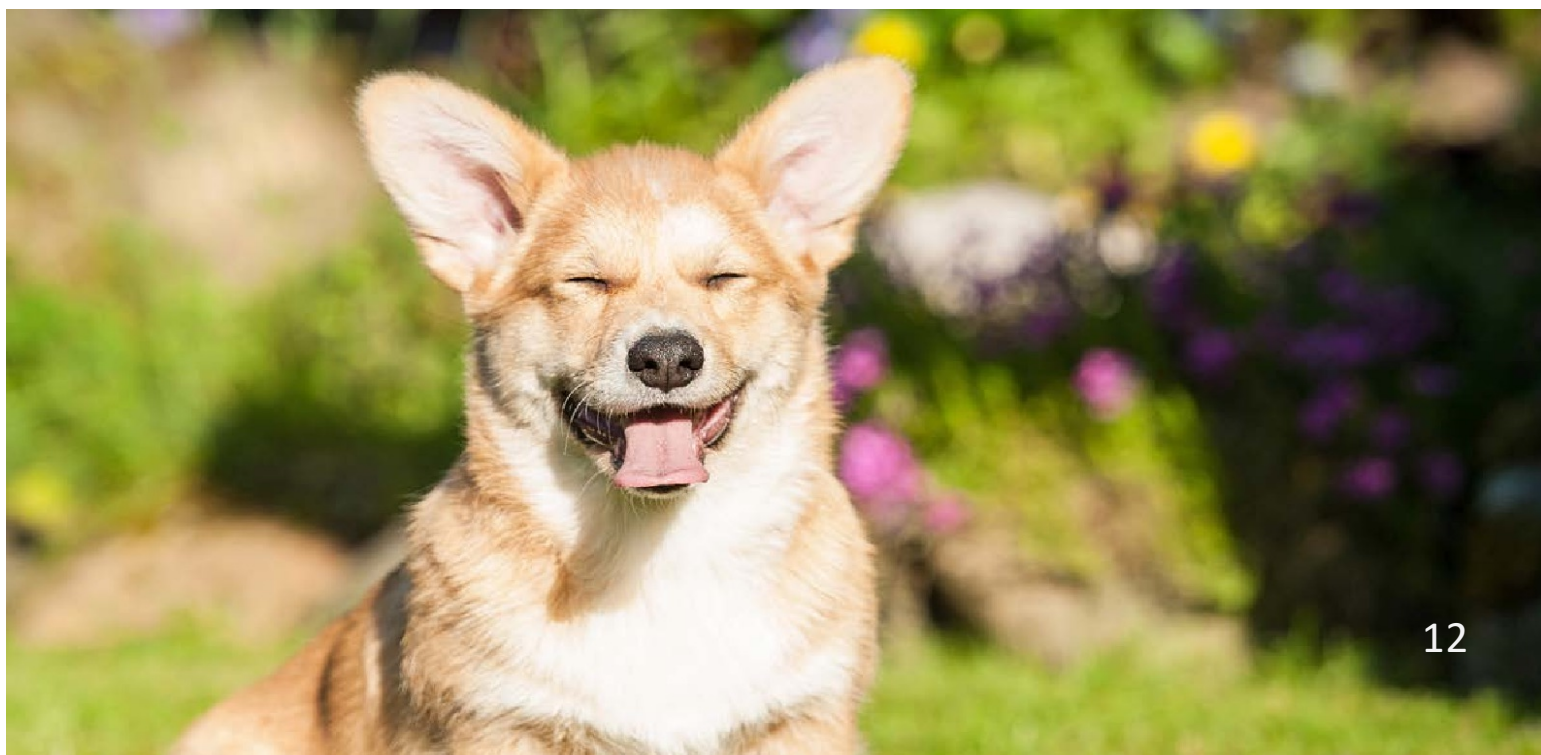
## WHAT ARE MY OBLIGATIONS ?

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You must choose at least **3 solutions** among the following proposals, respecting the associated obligations :

- **Publication** of an advertisement for our partnership on at least one social network 6 times a year for 1 week
- **Send a mailing** to your customers at least 4 times a year
- **Distribution of discount vouchers** for promotional periods to be defined with Zoodirect
- **Publication of banners** on your website during the entire contract period
- **Direct marketing** flyers distribution in shipping packages
- **Other suggestion** to propose us
- ( Option ) **Display of a poster** in your shop window during the whole contract period
- ( Option ) **Flyer display** on the counter always provided and filled, in full view of the customers, during the whole contract period

*\* If the obligations are not fulfilled, the contract may be cancelled by ZooDirect for non-compliance with the contract.*



# EXAMPLES OF COMMUNICATION MATERIALS



## ADVANTAGES

- Increased **visibility**
- Discounts with a discount code and/or a **QR CODE**
- The customer can consult the offers and products **from home**.



## PRINT

We provide you :

- **posters** to hang in a window.
- **flyers** to be displayed on a counter or at the reception desk for self-service.
- **Discount vouchers**, which can be distributed to your customers as part of commercial operations.



# EXAMPLES OF COMMUNICATION MATERIALS



## ADVANTAGES

- A **clickable** and responsive link
- Discount **automatically** applied in the basket
- Text and discount **adaptable** and modifiable during the year



## DIGITAL

We provide you :

- **E-mails** prepared by us
- **Advertisements** to be published on a regular basis on social networks
- **Site banners** and advertisements to display on your website.





# YOUR OWN SPACE DEDICATED TO THE FOLLOW-UP OF YOUR REFERRALS

## Vos parrainages en détail

| Crédits validés |         |   |        |                   |                 | Visites sur votre lien |  |
|-----------------|---------|---|--------|-------------------|-----------------|------------------------|--|
| Référence       | Montant | Description   | Statut | Date              | Filleu l validé |                        |  |
| FR2659          | 4,56€   | Pack découverte Natyka Chien  | Payé   | 8 mars 2021 07:48 | ✓               |                        |  |
| FR2584          | 19,83€  | Wolf's Mountain Wild Forest : Gibier & Agneau, Sans céréales – 12kg (Variation ID 1366) | Payé   | 4 mars 2021 13:14 | ✓               |                        |  |
| FR2581          | 1,78€   | Wolf's Mountain Wild Forest : Gibier & Agneau, Sans céréales – 2kg (Variation ID 1365)  | Payé   | 4 mars 2021 12:37 | ✓               |                        |  |
| FR2579          | 9,92€   | Wolf's Mountain Wild Forest : Gibier & Agneau, Sans céréales – 12kg (Variation ID 1366) | Payé   | 4 mars 2021 12:28 | ✓               |                        |  |
| FR2578          | 4,41€   | Natyka Concept Delicate – 12kg (Variation ID 13 2)                                      | Payé   | 4 mars 2021 09:01 | ✓               |                        |  |
| FR2540          | 3,89€   | Coussin pour chien  | Payé   | 3 mars 2021 10:49 | ✓               |                        |  |
| FR2519          | 1,76€   | Natyka Concept Delicate – 12kg (Variation ID 13 2)                                      | Payé   |                   |                 |                        |  |

| Coupon Code | Montant |
|-------------|---------|
| TVGFFKY6JM  | 15%     |

### THE FOLLOW-UP

A dedicated space for :

- track **your referrals** and the commissions you earn
- A summary of the **discount codes** that you can share
- A dashboard that summarises the **status of your account**

### Espace parrainage

**4,56€**

Votre crédit boutique, à utiliser quand vous voulez dans votre panier

**4%**

Votre taux de commission, ce que vous gagnez sur tous les achats de vos fileuls

**7**

Nombre de commandes qui vous ont apporté du crédit boutique

**2**

Nombre de visites sur vos liens de parrainage

### ADVANTAGES

- Simple and **easy** to use
- **Transparency** and visibility of all the operations you have in place
- An **overview** of your account status at a glance



## ANY QUESTIONS ?

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Your sales representative Vejux Aimeline will answer you by e-mail : [commercial@oasis-shadrin.com](mailto:commercial@oasis-shadrin.com)



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