

Kijiji Launches New Retail Solutions

TORONTO, MAY 29, 2018 – Kijiji, the most visited retail website in Canada,* today announced the launch of its new retail solutions under the Kijiji for Business portfolio. These business to consumer solutions were developed to address the needs of Canadian retailers and simultaneously improve the vibrancy of products in the Kijiji marketplace.

With the introduction of these retail solutions, Kijiji now:

- Allows retailers to showcase their products to their millions of shopping intenders visiting Kijiji each month in ways that work best for their business; and
- Presents all Kijiji users with a greater selection of items, creating a more robust marketplace and online shopping experience.

The Kijiji for Business retail solutions encompass three main product offerings:

1. Native Shopping Ads: With native shopping ads, retailers can promote product discovery in a highly-relevant environment, with an attention-grabbing image and up-to-date pricing. These ads populate in dedicated placements on search and browse pages. They are an effortless way for sellers with over 500 products to drive intending shoppers to e-commerce-enabled pages.

2. Performance Listings: For savvy marketers looking to reach a more targeted and qualified audience of shoppers. Our easy bid management solution is designed to give greater control over advertising on Kijiji through branded and detailed listings. Equipped with multi-location and visibility features for increased awareness and consideration, this is a solution for retailers aiming to drive connections with shoppers both online and offline.

3. Pay-As-You-Go: Sellers who have met the category limit may continue to post Kijiji's classic monthly listings. For a flat, per listing fee these paid listings allow sellers of any kind to list as many products as they need to drive exposure in the Kijiji marketplace. Additional options are available to draw attention to listings for top position, urgency and price.

“Over 92 per cent of Canadian retail purchases happen in-store versus online. This launch uniquely supports retailers in growing their e-commerce potential while underpinning the crucial offline value” said Scott Neil, Senior Director of Commercial Business at Kijiji. “Recent studies have shown that online discovery of products can influence offline visitation by over 50 per cent and in-store purchases by over 20 per cent. With our new solutions, we are re-asserting our position as the leading connector between shopping intenders and Canadian retailers.”

Paul Nowosad, Head of B2C Commercial Solutions at Kijiji notes:

“There are a limited number of shopper marketing channels today that can reach true shopper demographics. Kijiji’s unparalleled audience of highly loyal, motivated purchase intenders can now connect directly with retailers at the product level, during all phases of the shopping journey.”

Note to Media:

The Kijiji for Business retail solutions launch coincides with Kijiji’s presence at the Retail Council of Canada’s STORE 2018 conference. If attending the conference, be sure to check out the booth, located at #200. The booth will also feature a unique experience you won’t want to miss.

To learn more, visit kijijiforretail.ca.

About Kijiji For Business

Kijiji, the number one online classifieds site in Canada, is part of the eBay Classifieds Group. Reaching millions of Canadians each month, we are one of the leading digital advertising properties across various market sectors, including autos, retail and real estate. Since 2005, Kijiji has focused on creating meaningful connections, linking businesses with buyers, seekers with sellers and consumers with communities. Kijiji’s business efforts go beyond that of a second-hand connected online marketplace and have become the go-to place in Canada for businesses to connect with online markets.

About eBay Classifieds Group

eBay Classifieds Group is an innovative leader in online classifieds, with twelve brands in over 20 countries and more than 1,000 cities around the world.

For more information on Kijiji for Business and the eBay Classifieds Group, please visit kijijiforbusiness.ca

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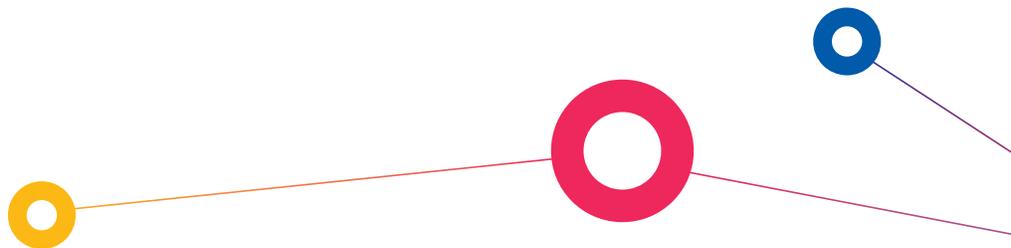


Pay-As-You-Go

<p>OVERVIEW</p> <p>Kijiji's entry level, monthly listings, allow sellers of any kind to list as many products as they want above the category limit.</p>	<p>FEATURES</p> <ul style="list-style-type: none"> • Upgrade options to draw more attention to listings: Top ad, bump ups, urgent & reduced, highlight ad, home page gallery • Use the URL add-on paid feature to add a web link • Up to ten pictures can be added 	<p>BENEFITS</p> <ul style="list-style-type: none"> • Unlimited Listings: List as many products as you want to drive exposure in the Kijiji marketplace • Simple: These are the familiar, traditional Kijiji listings • Features: Tools are available to manipulate chronology and reflect urgency 	<p>PRICING</p> <p>Variable pricing based on category and location</p> <p>IDEAL FOR</p> <p>Retailers with a local focus or niche offering</p>
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Native Shopping Ads

<p>OVERVIEW</p> <p>With native shopping ads, retailers can inspire product discovery in a highly-relevant environment, with an attention-grabbing image and up-to-date pricing.</p>	<p>FEATURES</p> <ul style="list-style-type: none"> • A combination of imagery and prominent placement for maximum shopper awareness across screens • Visible price drop/sale messaging • Products appear in targeted search and category results pages • Automatically manages more than 500 products across any number of categories with daily refresh 	<p>BENEFITS</p> <ul style="list-style-type: none"> • Product Feed-Friendly: Products are displayed automatically from a feed and show product images, prices and indicate price discounts • Bypass Ad Blockers: As a core Kijiji site component, native shopping ads are not subject to ad blocks, which results in up to 20 per cent additional exposure • Click-to-Site: Clicks directly to a seller's eCommerce product page to encourage immediate sales transactions 	<p>PRICING</p> <p>Fixed rate of \$0.10 - \$0.40 per listing</p> <p>IDEAL FOR</p> <p>High product volume retailers with eCommerce platforms</p>
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Performance Listings

OVERVIEW

Performance Listings offer businesses a wide-range of discovery features to drive product awareness, helping to increase consideration and connection with shoppers both online and offline.

An easy bid management solution designed to give greater control over advertising on Kijiji through branded and detailed listings.

FEATURES

- Display more than one retail location, if applicable, for shopper convenience and expanded buyer reach
- Entice value-seeking shoppers with visible price drop/sale messaging
- Customize listings with logo, URL, and a dedicated seller page
- Take control over listing placement on result pages through our ad manager
- Choose to automatically manage products content across any number of categories with daily refresh data-feed support
- We'll place product listings for comparison and consideration on a wide range of relevant Kijiji product pages similar to the product

BENEFITS

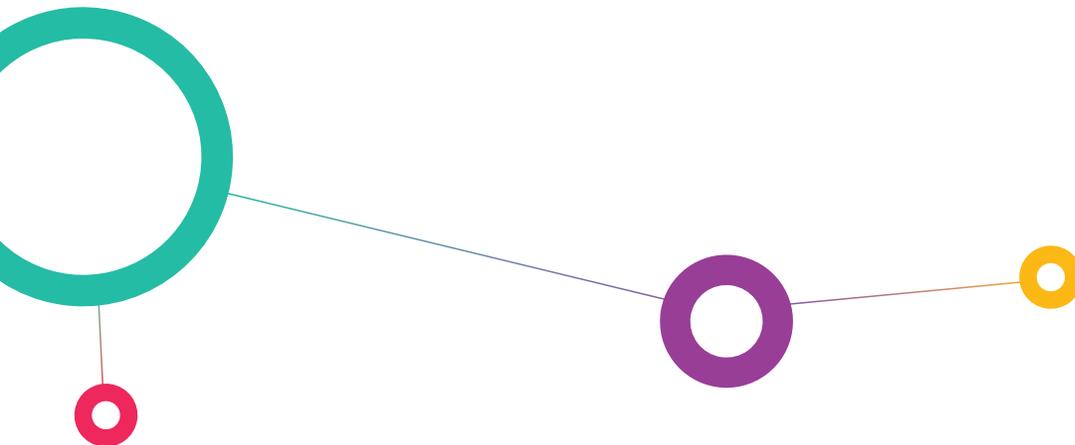
- Additional Seller Info: Display additional business information including a logo, multiple addresses and a URL click-to-site button
- Products Stand Out: Showcase products in unique placements that help products stand out and get discovered
- Full Control: Pay only when shoppers engage with products on results pages with a CPC platform

PRICING

Bid management system

IDEAL FOR

Retailers with multiple sales channels: online and store(s)



1. What is this all about?

Kijiji for Business is launching a new portfolio of business-to-consumer (B2C) solutions designed to better connect Canada's retailers- large and small – and product brands, on the country's most visited retail website.*

2. Why now?

Kijiji for Business is dedicated to improving the connections between commercial sellers and shoppers ready to buy. We have a solid history of offering unique business marketing solutions and this is just a natural evolution of our product line.

3. How does this launch affect consumers on Kijiji?

This launch will have a positive affect on users because they will now have a greater selection of products to choose from, whatever it is they're looking for.

4. What specific product offerings are included in the retail solutions launch? How do they differ from one another and benefit businesses?

The Kijiji for Business retail solutions encompass three main product offerings:

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Performance Listings: For savvy marketers looking to reach a more targeted and qualified audience of shoppers. Our easy bid management solution is designed to give greater control over advertising on Kijiji through branded and detailed listings. Equipped with multi-location and visibility features for increased awareness and consideration, this is a solution for retailers aiming to drive connections with shoppers both online and offline.

Pay-As-You-Go: Sellers who have met the category limit may continue to post Kijiji's classic monthly listings. For a flat, per listing fee these paid listings allow sellers of any kind to list as many products as they need to drive exposure in the Kijiji marketplace. Additional options are available to draw attention to listings for top position, urgency and price.

5. Where can I learn more information?

Visit kijijiforretail.ca to learn more or contact Veronica Bart at bart@veritasinc.com