

Marketplace Partnership Opportunities For You!



shopmyexchange.com

The Marketplace is growing and we are looking for online Marketplace partners interested in providing special value to our U. S. service members and their families.

A little about us...

In operation since 1895, the Army and Air Force Exchange Service is an \$8B retail organization with millions of authorized customers including active duty, reserve, or retired U. S. military personnel, dependent family members, and others as authorized by the Department of Defense.

Operations include ecommerce, department and convenience stores, gas stations, restaurants, mall shops, and theaters on military installations around the world.

Online at shopmyexchange.com, the Exchange offers products in every category and expanded assortments of the national brand merchandise found in brick and mortar stores. The Exchange's online assortment is updated continually, offering convenience for those who don't live near military installations. Online shoppers pay NO sales tax* and enjoy FREE standard shipping offers.

*Mall Store transactions subject to sales tax.

Now that you're familiar with us, see inside for Marketplace partnership opportunities!

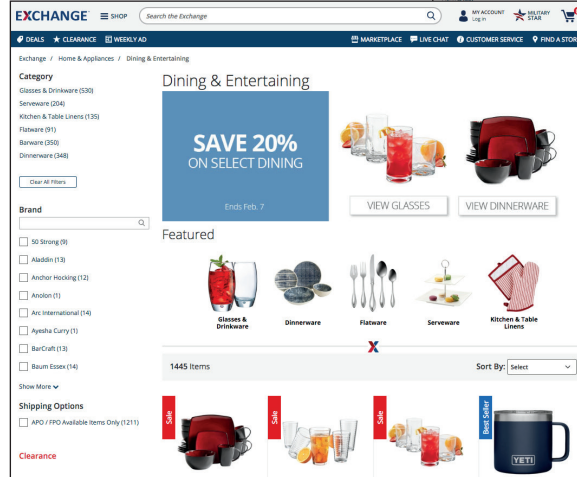
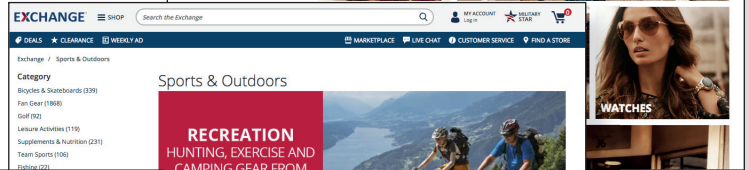
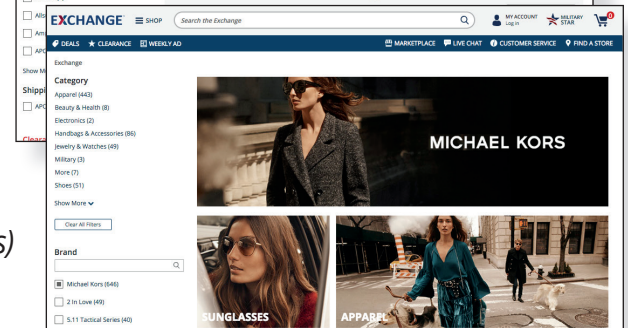
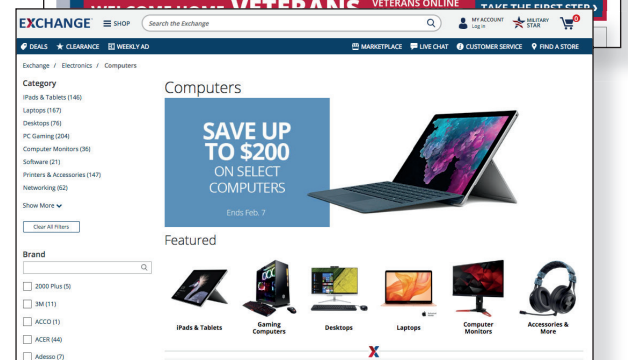
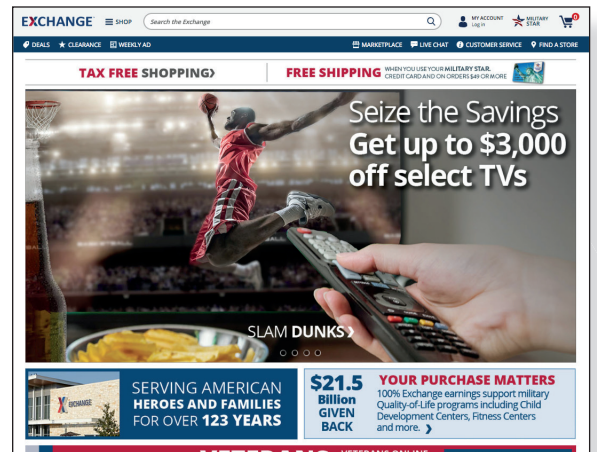
Reach millions of customers - become a Marketplace Partner!

ONLINE MARKETPLACE

[Shopmyexchange.com](http://shopmyexchange.com) provides over 1.7M registered customers with access to a wide range of products from our distribution centers, drop-ship vendor partners, and Marketplace partners.

The Online Marketplace brings together specially negotiated prices from dozens of popular affiliate vendors. The Exchange Online Marketplace is essentially an affiliate marketing program. Many of the traditional aspects of affiliate partnerships apply:

- We promote our affiliate partners on shopmyexchange.com and in our omnichannel marketing
- Customers leave our site to shop on the affiliate partner's custom site (*Specialty Store transactions drop back into our cart*)
- Affiliate partners track the activity of the customers we refer
- Affiliate partners pay the Exchange a monthly commission based on sales that are generated from the referral (*Excludes external click-through partners; see back page for programs*)



shopmyexchange.com

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We are constantly looking to expand our selection by bringing in popular affiliate partners.



More affiliate partner opportunities include:

- Partnering with the Exchange Online brand to acquire new customers
- Added exposure from multiple marketing channels (online, social, broadcast, and print)
- Exchange private label credit card acceptance with flat 2.5% merchant fee



Some of our affiliate partnerships include:



LifeLock®



FUJIFILM

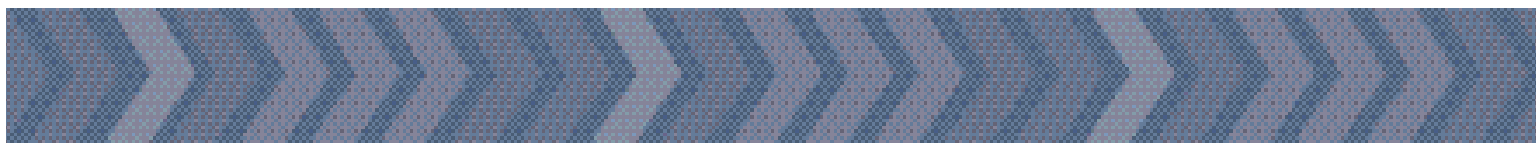


Mall Store partners must collect any applicable sales tax.



MILITARY STAR® Card benefits:

- MILITARY STAR has over 2 million account holders
- Customers spend almost twice as much on MILITARY STAR than with other credit cards
- MILITARY STAR has been rated the #1 in-house private label card for 10 years in a row
- For new MILITARY STAR cardholders, ALL first day's purchases (including services and concessions) are discounted 10% in the form of a statement credit
- MILITARY STAR cardholders also earn 2 points for every dollar they spend and can use their rewards cards anywhere Exchange gift cards are accepted



Marketplace Partnership Opportunities

Choose the Marketplace Partner Program that's best for you!

Option 1 (Preferred) Specialty Store

Custom online Specialty Store products/services available ONLY to Exchange authorized customers and must offer exclusive values (refer to Affiliate contract).

Specialty Store transactions fall back into shopmyexchange.com cart for order completion so they qualify for NO sales tax and FREE standard shipping offers (also allows acceptance of Exchange's proprietary MILITARY STAR credit card).

Program fees:

- Initial setup: \$1500.00
- Monthly Admin/Support: \$0
- Commission per online transaction:
Refer to Affiliate contract
- Advertising support: opportunities vary

Option 2 Mall Store + **MILITARY STAR®**

Custom online Mall Store products/services available ONLY to Exchange authorized customers and must offer exclusive discounts (refer to Affiliate contract).

Mall Store, including cart, outside of shopmyexchange.com environment. Mall Store partners must collect any applicable sales tax.

Mall Store must accept MILITARY STAR card (Exchange's proprietary credit card) as form of payment for customer transactions.

Program fees:

- Initial setup: \$999.00
- Monthly Admin/Support: negotiated
- Commission per online transaction:
Refer to Affiliate contract
- Advertising support: opportunities vary

If you have any questions, please contact:

Chris Frederick, E-COM Affiliate Manager at
214-312-3202 or by email at: FrederickC@aafes.com
or:

Mike Domingos, E-COM Affiliate Buyer I at
214-312-6989 or by email at: DomingosMa@aafes.com



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Partner with the Exchange Online Marketplace today!

Marketplace Onboarding Checklist

Vendor: _____

Introductory Meeting Date & Time: _____

Exchange to Action

Vendor to Action

Initial Step – Confidentiality Agreement & New Vendor Requirements documentation sent prior to introductory meeting; NDA signed prior to second meeting; New Vendor Requirements within 7 days after introductory meeting

NDA Sent _____ Signed by Vendor _____ Signed by Buyer _____

PARTNERS – New Vendor Requirements Doc Sent _____ Date Received _____

Vendor Code Requested _____

Pay Code Assigned _____ Procurement Code Assigned _____

Step Two – Detailed Informational Documentation sent after introductory meeting explaining each process for both store setups and the customer authentication process that both stores use. Bi-weekly meetings will be scheduled to ensure both parties completed associated tasks and meet target dates.

Specialty Info Sent _____ Mall Info Sent _____

Cust Auth Info Sent _____ Bi-weekly Meeting scheduled _____

Step 3 – Meeting two (2); Contract Terms documentation will be sent after second meeting and completed before the third meeting. The type of agreement will depend on whether the setup will be Specialty or Mall. Negotiation of revenue share, discounts, shipping and returns will occur.

Rev Share ____ Discount ____ Does Vendor accept returns ____

FOR SPECIALTY STORE ONLY:

Sent Supplier Guide to Online BTA Workflow _____ Vendor Registered _____

Vendor Number and Applications Assigned to Vendor in Web Central _____

BTA _____ Signed by Vendor _____ Signed by Buyer _____

OR

FOR MALL STORE ONLY:

EIBA _____ Signed by Vendor _____ Signed by Buyer _____

Step Four – Meeting three (3); Item creation and Radial onboarding OR Military Star onboarding completed in conjunction; documentation from vendor needed prior to meeting four; onboarding targeted completion within 4-6 weeks for Specialty, 8-12 weeks for Mall.

Product Induction Manager (PIM)

Request Brand be Added _____ Copy and Image(s) Requested from Vendor _____

Copy and Image(s) Received _____ Created "Item" in PIM _____

Assigned CRC _____ Sent Copy Format to eCom Copy Team _____

All PIM Workflows Completed _____ Item showing in RMS _____

BCC Repository Info Sent _____ PDP Displaying on Shopmyexchange.com _____

Customer Authentication Complete _____

FOR SPECIALTY STORE ONLY:

Assoc CRC to Location List 1189634 in RMS _____

Testing:

Cart Integration Complete _____

+

Radial Onboarding

Radial/Exchange Technical Questionnaire Sent _____

Radial TQ Received from Vendor _____ TQ sent to Radial & DS Support _____

Radial Resource Assigned _____ Radial Supplier Agreement Signed _____

Testing Start Date _____

OR

Military Star Integration

Both MilStar TQ's Sent _____ MilStar TQ's Received _____

MilStar Introductory Call _____ Testing Start Date _____

Certification Date _____

Step Five: Discussion on Advertising

Final Step - Go Live

Add Infinite Inventory to associated CRC _____ Confirm Vendor is Live _____

List of Exchange Utilized Acronyms

BCC	– Business Control Center (Internal System)
BTA	– Business Terms Agreement (Specialty Store)
CRC	– Computer Reference Code (Exchange Item Number)
EIBA	– Exchange Internet Business Agreement (Mall Store)
MilStar	– Military Star
MS	– Mall Store
NDA	– Non-Disclosure Agreement
OMS	– Order Management System
PDP	– Product Description Page
PIM	– Product Induction Manager
RMS	– Retek Management System (Internal System)
SME.com	– Shopmyexchange.com
SS	– Specialty Store
TQ	– Technical Questionnaire
VC	– Vendor Code (Refers to Procurement Code)
VMS	– Vendor Management System (currently Radial)
VN	– VendorNet a.k.a Radial