

# trendyol

## **Trendyol and United Brands Association join forces for the retail sector**

**Trendyol, Türkiye's leading e-trade platform and a major platform worldwide, has signed a cooperation agreement with the United Brands Association (BMD) to support the Turkish retail sector. Trendyol Group President Çağlayan Çetin said, "As Türkiye's Trendyol, we are very happy to cooperate with the United Brands Association. Thanks to this cooperation, we aim to strengthen the retail sector further. While supporting the growth of the sector, we will also be making a positive contribution to the country's economy." United Brands Association Chairperson Sinan Öncel stated, "In the last two years, e-trade growth has gained significant momentum in the retail sector. Strengthened cooperation between our brands and Trendyol will be a great win for the national economy."**

Trendyol, Türkiye's leading e-trade platform and a major platform worldwide, has entered into cooperation with the United Brands Association (BMD) to support the retail sector, which is the country's largest employer and export powerhouse. The cooperation represents an important step for both e-trade and the retail sector. As a result, Trendyol will be providing members of the BMD with significant opportunities from effective marketing activities to arrangements for shortening payment periods. Trendyol will also set the payment periods for BMD members and all other vendors at 14 days throughout November.

**Trendyol Group President Çağlayan Çetin said, "As Türkiye's Trendyol, we are very happy to cooperate with the United Brands Association. On our marketplace, we host over 200 brands belonging to 152 BMD members in four separate sectors: clothing, electronics, home and decoration, and cosmetics. Thanks to this cooperation, we aim to strengthen the retail sector further. While supporting the growth of the sector, we will also be making a positive contribution to the country's economy."**

**"Aside from cooperation with brands, we also support domestic production and producers"**

**Çetin** emphasised that one of Trendyol's priorities is to digitalise shopkeepers and SMEs in Türkiye further and grow their businesses through technology and e-trade. "The growth of e-trade means the growth of shopkeepers, SMEs, female entrepreneurs and trade in Türkiye," he said. "As the leading e-trade company in our country" he went on, "we strive to develop value-creating technologies, invest in logistical and technological infrastructure that will ease our customers' lives, digitalise shopkeepers and SMEs and increase the e-exports of Turkish goods and the flow of foreign currency to our country. With the SME Support Package launched in April 2020, we have so far provided marketing, financing and training support worth TRY 750 million to shopkeepers and SMEs. We also support domestic production and producers. Provinces in Anatolia in particular are benefitting more from Trendyol with every passing day. By linking SMEs and shopkeepers outside the three metropolitan cities with millions of customers in Türkiye, we are supporting the growth of

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their business and also contributing to regional development. Now, with the cooperation launched under the leadership of BMD, one of our most important business partners, we have set payment terms for all our vendors at 14 days throughout November. We believe that this practice will positively affect our whole ecosystem.”

## **“We have started to connect Turkish goods with customers abroad”**

**Çetin** continued, “Trendyol is a big ecosystem. Hundreds of thousands of people are employed for the operations which our sellers conduct via our platform. We provide employment opportunities to hundreds of thousands of people in various sectors including the delivery of goods, packaging and customer services. Directly and indirectly, we thus generate employment for 1.1 million people in the national economy. In 2023, we aim to increase this number to 2.4 million people. Another of our main priorities is e-exports, which are an important target for Türkiye. The infrastructure that we have started to establish will steadily increase our contributions to the increase in our country’s foreign currency earnings. We have made Trendyol available for customers in 27 countries in Europe, including European Union countries and the United Kingdom. We deliver goods produced in Türkiye to the entire world.”

**United Brands Association Chairperson Sinan Öncel** said, “It is clear that e-trade provides significant opportunities for domestic and overseas expansion and growth for all brands. During the pandemic, e-trade expanded in every month. It was the most important channel sustaining the sector, particularly during the lockdowns and quarantine periods. We have come to an agreement with Trendyol, which is one of our members and the e-trade platform with the biggest market share in Türkiye, to bring our brands even closer and to develop our cooperation. The first step for now is the 14-day payment period. This is an important initiative and will constitute a very significant financing opportunity for our brands and all retailers in the sector. The mutual steps which our brands and Trendyol are to take in November will undoubtedly have an even more positive impact in the months ahead”.

## **Financing, marketing and training support**

As part of the cooperation, Trendyol will make early payments to retailers and so provide them with cash flow support. The platform also aims to increase the sale volumes of its vendors by ensuring that their products are introduced to more customers through powerful marketing support. In cooperation with BMD, Trendyol will provide opportunities for development in many different fields – such as e-trade operations, how to increase sales and how to enhance customer satisfaction – through training programmes at the Trendyol Academy. Retailers will be able to access over 350 training programmes and content at the Trendyol Academy and to participate in live broadcasts and conferences free of charge. All the activities to be carried out in the context of this cooperation are intended to accelerate the development of the retail sector.