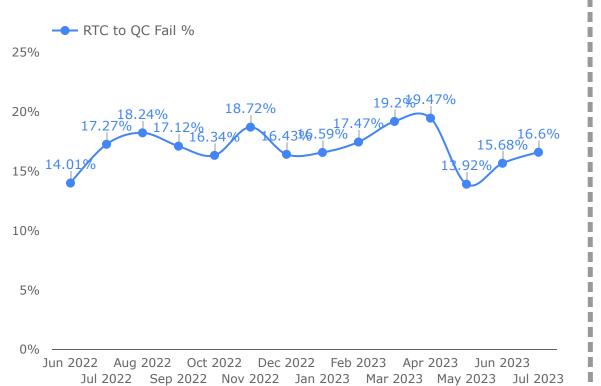
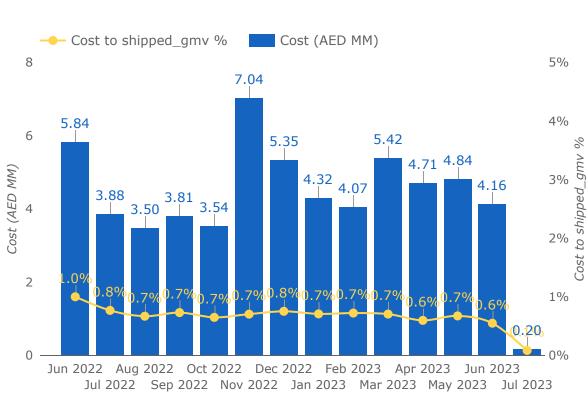
Country Tamily Brand Tand Ship Month Partner Type Fulfillment Type RC Code

RTC to QC Fail % - Trend



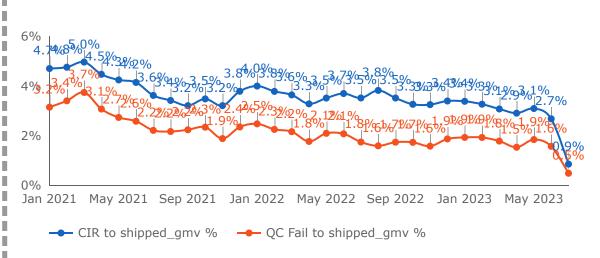
Cost to Company Trend



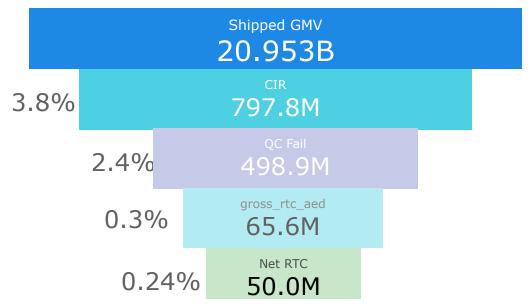
Trend of GMV - CIR - QC Fail - Cost

| Month | CIR | QC Fail | RTC GMV | Cost |
|----------|-------|---------|---------|-------|
| Jan 2021 | 27.8 | 18.6 | 0 | 8.5 |
| Feb 2021 | 26.7 | 19.1 | 0 | 8.2 |
| Mar 2021 | 29.2 | 22 | 0 | 9.3 |
| Apr 2021 | 32.8 | 22.6 | 0.06 | 10.9 |
| May 2021 | 30.6 | 19.8 | 0.22 | 9.9 |
| Jun 2021 | 24.8 | 15.7 | 0.67 | 7.5 |
| Jul 2021 | 22.2 | 14.1 | 1.24 | 6.6 |
| Aug 2021 | 24 | 16 | 2.03 | 7.4 |
| Gran | 707.9 | 409.0 | 40.09 | 211.7 |

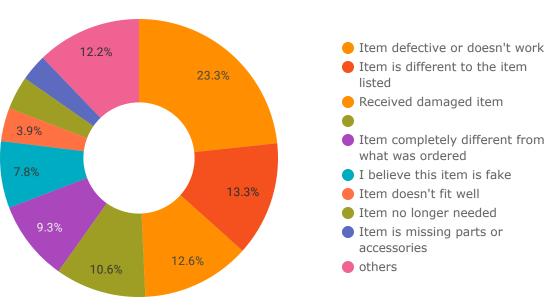
Returns to Sales % Trend



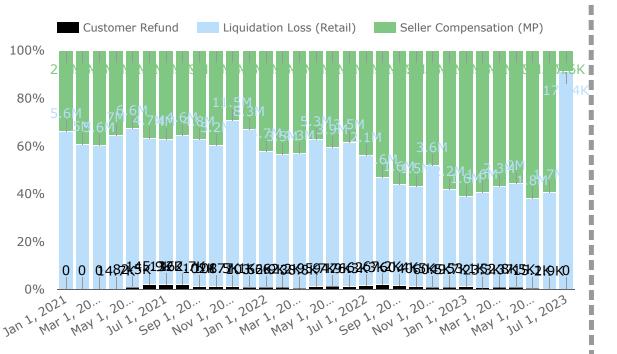
RTC Value Chain (%age to GMV) PTD



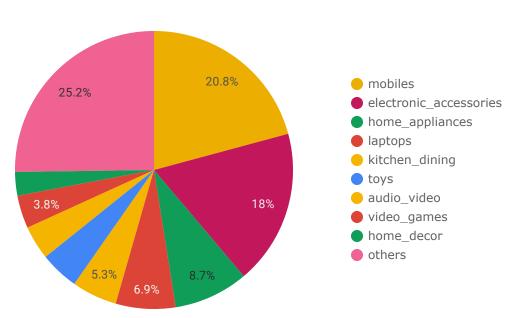
Reason Wise QC Fail Split



Break Up of Cost



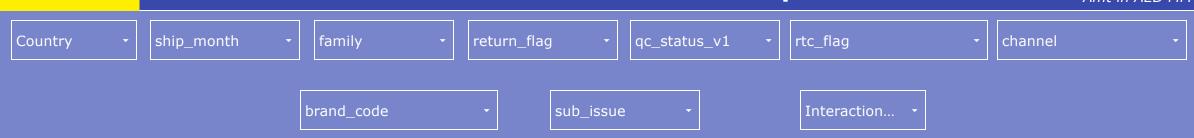
Family Wise QC Fail Split

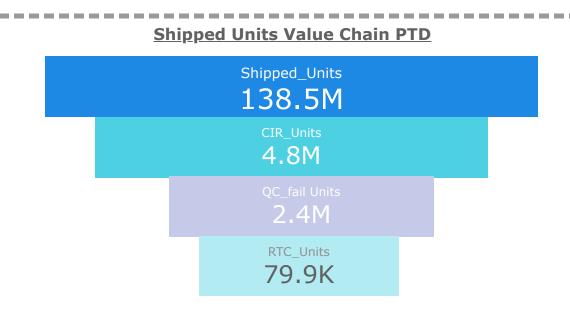


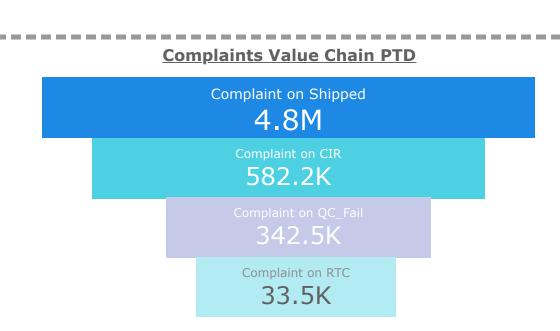


RTC Dashboard - Cx Experience

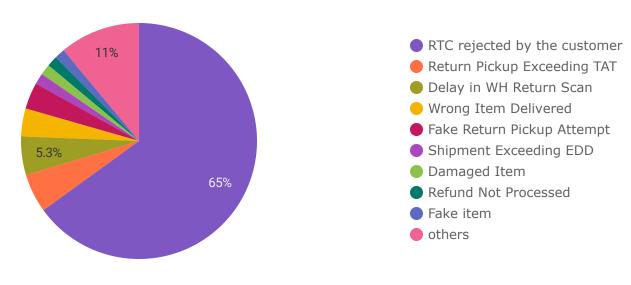
Amt in AED MM

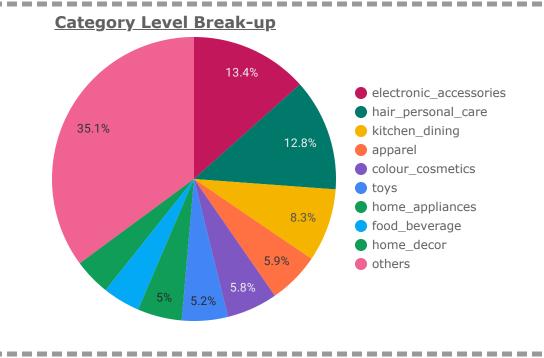


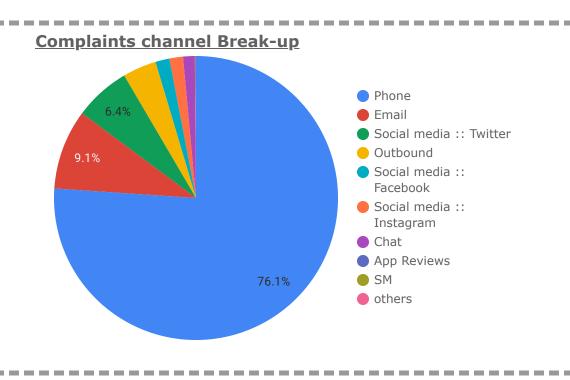


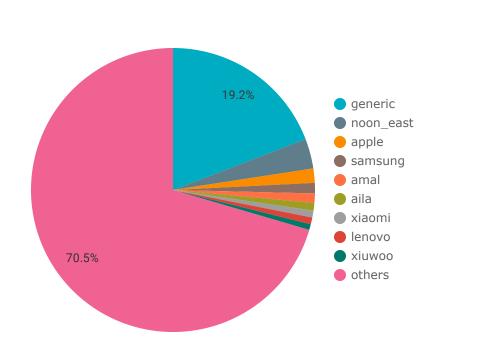


Issue Wise Break-up of Complaint

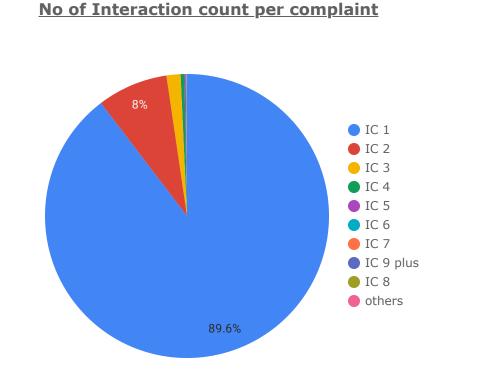


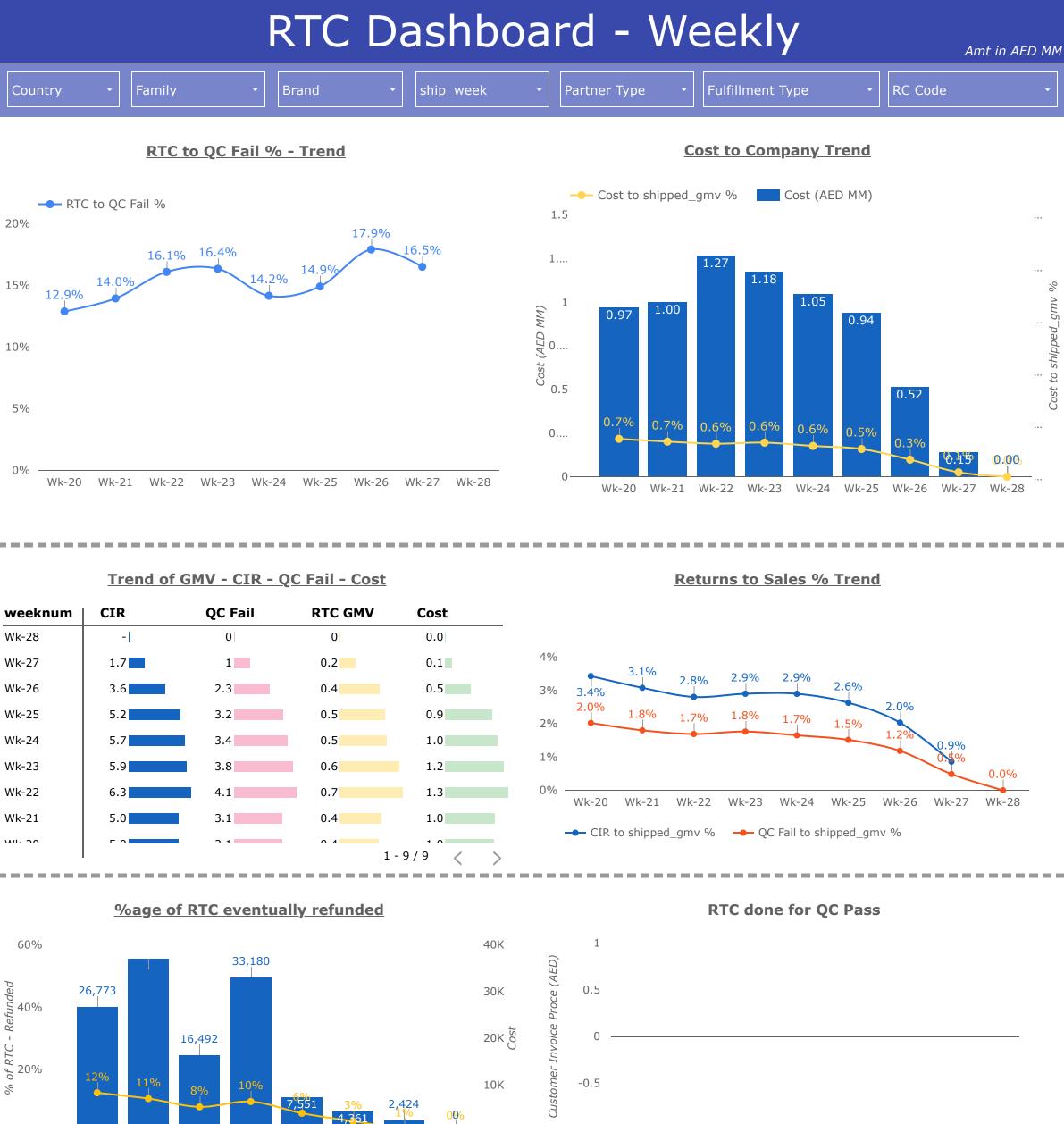






Brand Level Break-up





Wk-20 Wk-21 Wk-22 Wk-25 weeknum weeknum Customer Invoice Proce (AED) --- % of RTC - Refunded Cost

Weekly Base Data

| ship_week | async_flag | gross_rtc_fl | partner_type | currency_co | fulfillment_t | Shipped G | cir_aed | qc_fail_aed | cost_to_c | customer | |
|-------------|------------|--------------|--------------|-------------|----------------|--------------|---------|-------------|-----------|----------|--|
| Jul 9, 2023 | NORMAL | non_rtc | mp | SAR | fbn | 10,619,263 | - | 0 | 0 | 0 | |
| | | | | | directship | 2,152,623.36 | - | 0 | 0 | 0 | |
| | | | | | directdelivery | 177,935.68 | - | 0 | 0 | 0 | |
| | | | | AED | fbn | 4,448,178.99 | - | 0 | 0 | 0 | |
| | | | | | directship | 83,284.55 | - | 0 | 0 | 0 | |
| | | | | | directdelivery | 50,924.7 | - | 0 | 0 | 0 | |
| | | | | EGP | fbn | 679,143.97 | - | 0 | 0 | 0 | |
| | | | | | directship | 436,870.8 | - | 0 | 0 | 0 | |
| | | | | | directdelivery | 44,189.51 | - | 0 | 0 | 0 | |
| | | | | | | | | | | | |

Country - Family

Iv + Br

Ship Month

Partner Type

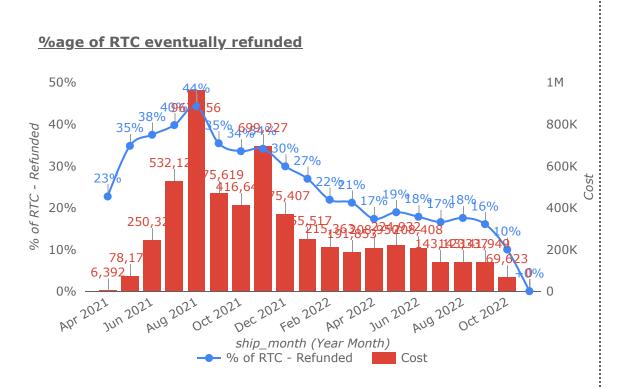
Fulfillment Type

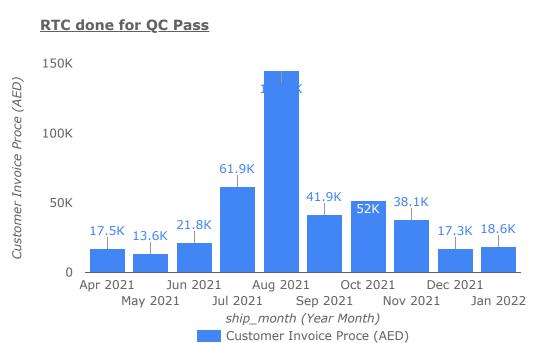
RC Code

Overall View MoM -

| MM-YYY + | CIR GMV | QC Fail GMV | RTC GMV | Cost to Company | Cost to Customer | Cost to Noon | Cost to Seller | Liquidation Yeild |
|----------|---------|----------------|---------|--------------------|---------------------|-----------------|-------------------|----------------------|
| Jul 2023 | 2.2 | 1.3 | 0.2 | 0.2 | 16.6% | 14.6% | 68.8% | 0.0% |
| Jun 2023 | 22.5 | 14.1 | 2.2 | 4.2 | 15.7% | 29.5% | 54.9% | -0.0% |
| May 2023 | 24.4 | 15.4 | 2.1 | 4.8 | 13.9% | 31.4% | 54.7% | -0.0% |
| Apr 2023 | 25.8 | 15.0 | 2.9 | 4.7 | 19.5% | 31.3% | 49.5% | -0.0% |
| Mar 2023 | 26.9 | 17.0 | 3.3 | 5.4 | 19.2% | 31.9% | 49.2% | -0.0% |
| Feb 2023 | 20.7 | 13.2 | 2.3 | 4.1 | 17.5% | 30.9% | 51.9% | -0.1% |
| Jan 2023 | 23.0 | 14.1 | 2.3 | 4.3 | 16.6% | 30.6% | 53.2% | -0.0% |
| Dec 2022 | 26.8 | 15.9 | 2.6 | 5.4 | 16.4% | 33.6% | 50.3% | -0.0% |

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Seller Dispute View: - WIP

KSA

| pending_ticket_cou nt | ticket_count | Pending Tickets % |
|--------------------------|--------------------------|--|
| 0 | 18.8K | 0% |
| 1 | 13.4K | 0.01% |
| 1 | 8.6K | 0.01% |
| 0 | 6.2K | 0% |
| 1 | 4.9K | 0.02% |
| 10 | 7.3K | 0.14% |
| 381 | 1.1K | 34.14% |
| | nt 0 1 1 0 1 1 0 1 1 0 1 | nt ticket_count 0 18.8K 1 13.4K 1 8.6K 0 6.2K 1 4.9K 10 7.3K |

| Month • | RTV Item | Dispute Raised Count | Dispute Raised % |
|----------|----------|-------------------------|---------------------|
| Jan 2023 | 72.1K | 8K | 11.55% |
| Feb 2023 | 60.5K | 7K | 11.63% |
| Mar 2023 | 68.9K | 8K | 11.25% |
| Apr 2023 | 59.3K | 6K | 9.55% |
| May 2023 | 67.1K | 8K | 12.61% |
| Jun 2023 | 61.7K | 8K | 13.21% |
| Jul 2023 | 7.7K | 443 | 5.72% |

UAE

| closed_month (Year Month) ▲ | pending_ticket_cou nt | ticket_count | Pending Tickets % |
|--------------------------------|--------------------------|--------------|-------------------|
| null | 152 | 152.0 | 100% |
| May 2022 | 0 | 1.3K | 0% |
| Jun 2022 | 0 | 1.5K | 0% |
| Jul 2022 | 0 | 1.9K | 0% |
| Aug 2022 | 0 | 1.7K | 0% |
| Sep 2022 | 0 | 1.4K | 0% |
| Oct 2022 | 0 | 1.1K | 0% |
| Nov 2022 | 0 | 374.0 | 0% |

| Month - | RTV Item | Dispute Raised Count | Dispute Raised % |
|----------|----------|-------------------------|---------------------|
| Jan 2023 | 25.5K | 1K | 4.11% |
| Feb 2023 | 21.8K | 835 | 3.82% |
| Mar 2023 | 24.7K | 1K | 4.51% |
| Apr 2023 | 23.7K | 1K | 4.39% |
| May 2023 | 24.4K | 1K | 4.79% |
| Jun 2023 | 25.2K | 1K | 5.19% |
| Jul 2023 | 1.8K | 57 | 3.09% |



RTC Dashboard - RC wise

Amt in AED MM

Country

Family

Brand

Ship Month

Partner Type

Fulfillment Type

RC Code

| | enabled_flag ① ▼ | return_reason | cir_aed | cost_to_company | qc_fail_aed ❷ ▼ | rtc_aed |
|-----|----------------------------|------------------------------|---------|-----------------|-----------------|---------|
| 1. | RTC Not Enab | Item defective or doesn't | 130.3M | 56M | 118.3M | 6.5M |
| 2. | RTC Not Enab | null | 85.2M | 16.5M | 52.6M | 8.6M |
| 3. | RTC Not Enab | Received damaged item | 44.1M | 23.3M | 40.4M | 1.9M |
| 4. | RTC Not Enab | I believe this item is fake | 48.8M | 13.3M | 33.9M | 2.6M |
| 5. | RTC Not Enab | Item is missing parts or ac | 16.4M | 5.8M | 14.6M | 618.5K |
| 6. | RTC Not Enab | Pre-activated/used item | 14.2M | 4.6M | 12M | 1.6M |
| 7. | RTC Not Enab | Both item and outer box d | 6M | 3M | 5.5M | 33.5K |
| 8. | RTC Not Enab | Post-RTC (Escalations Tea | 3.8M | 1.6M | 3.6M | 382.4K |
| 9. | RTC Not Enab | Other | 3.7M | 1.7M | 2.9M | 63.7K |
| 10. | RTC Not Enab | I'm not happy with the pr | 3.1M | 1.3M | 2.5M | 36.3K |
| 11. | RTC Not Enab | Exceptional Return Case | 2.5M | 1.4M | 2.3M | 106.2K |
| 12. | RTC Not Enab | Part of product is missing | 1.6M | 570K | 1.4M | 3.8K |
| 13. | RTC Not Enab | Received extra item I didn | 3.2M | 567.4K | 1.4M | 120.2K |
| 14. | RTC Not Enab | I ordered the wrong size/c | 2M | 669.9K | 1.2M | 35.6K |
| 15. | RTC Not Enab | Expired item | 1.1M | 522.2K | 943.7K | 10.7K |
| 16. | RTC Not Enab | Item doesn't fit | 1.6M | 461.7K | 902.1K | 10.5K |
| 17. | RTC Not Enab | Size Mismatch | 1.6M | 369.6K | 760.7K | 5.6K |
| 18. | RTC Not Enab | Out of Warranty | 472.6K | 197.3K | 469.8K | 16.3K |
| 19. | RTC Not Enab | Empty box | 361.2K | 234.3K | 314.8K | 13.1K |
| 20. | RTC Not Enab | Post-RTC DA unsealed the | 291.8K | 175.2K | 279.3K | 51.9K |
| 21. | RTC Not Enab | Logistics Use Only - DA ca | 790.3K | 163.7K | 278K | 0 |
| 22. | RTC Not Enab | Accessory issue | 397.1K | 106K | 268K | 165 |
| 23. | RTC Not Enab | Post-RTC Wrong Item Rec | 106.9K | 60.7K | 81.3K | 3.1K |
| 24. | RTC Not Enab | Product Available at better | 103.2K | 31.8K | 65.9K | 3.6K |
| 25. | RTC Not Enab | Post-RTC MCI/DED case (E | 36K | 27.1K | 32.4K | 4.3K |
| 26. | RTC Not Enab | Post-RTC Damaged item d | 27.2K | 13.9K | 27.2K | 4.9K |
| 27. | RTC Not Enab | Test | 5.1K | 1.7K | 3.8K | 84.7 |
| 28. | RTC Enabled | Item is different to the ite | 109.9M | 23.1M | 67.8M | 5.6M |
| 29. | RTC Enabled | Item doesn't fit well | 132.7M | 19.2M | 37.6M | 4M |
| 30. | RTC Enabled | Item no longer needed | 88.6M | 11.2M | 37.3M | 13.2M |
| 31. | RTC Enabled | Item completely different f | 51.1M | 15.4M | 35.9M | 996K |
| 32. | RTC Enabled | I found a better offer | 17.8M | 4.2M | 9.4M | 2.2M |
| 33. | RTC Enabled | I found a better deal | 10.9M | 2.3M | 5.3M | 1.2M |
| 34. | RTC Enabled | Received different size fro | 8.7M | 1.9M | 4.5M | 99.6K |
| 35. | RTC Enabled | Received the wrong color | 6.3M | 1.9M | 4.2M | 130.7K |

Grand total 797.8M 211.7M 498.9M 50M

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RTC Dashboard - Family wise

Country • Family • Brand • Ship Month • Partner Type • Fulfillment Type • RC Code

| | family | cost_to_company ▼ | cir_aed | qc_fail_aed | rtc_aed | Cost % to QC f | GMV |
|-----|------------------------|-------------------|---------|-------------|---------|----------------|----------|
| 1. | mobiles | 44.2M | 144.8M | 103.8M | 26.1M | 36.03% | 6,791.84 |
| 2. | electronic_accessories | 32.2M | 124.3M | 89.9M | 7.2M | 28.67% | 2,474.12 |
| 3. | home_appliances | 21.2M | 51.1M | 43.3M | 3M | 38.25% | 1,370.14 |
| 4. | laptops | 15.7M | 38.5M | 34.7M | 7.5M | 42.76% | 740.42 |
| 5. | kitchen_dining | 13.1M | 35.3M | 26.3M | 1.8K | 33.45% | 723.49 |
| 6. | audio_video | 11.8M | 22.9M | 19.7M | 1.6M | 34.1% | 764.15 |
| 7. | footwear | 9.6M | 63.5M | 11M | 0 | 72.42% | 497.85 |
| 8. | toys | 9.2M | 28.5M | 22.6M | 387.9 | 35.84% | 605.67 |
| 9. | apparel | 8M | 80.4M | 11M | 0 | 68.03% | 604.76 |
| 10. | video_games | 6.4M | 24.1M | 19.1M | 3.2M | 27.43% | 758.19 |
| 11. | home_decor | 4.2M | 19.5M | 13.7M | 9.9K | 28.76% | 307.85 |
| 12. | hair_personal_care | 3.8M | 15.9M | 10.7M | 0 | 37.8% | 1,218.73 |
| 13. | bags_luggage | 3.5M | 15.3M | 6.5M | 4.2K | 42.4% | 249.75 |
| 14. | home_improvement | 3.4M | 17.1M | 13M | 12.2K | 26.15% | 345.07 |
| 15. | baby_product | 3.3M | 11M | 8.3M | 3.2K | 37.29% | 377.62 |
| 16. | sports_outdoor | 3.1M | 16.8M | 12.3M | 414.2 | 25% | 352.18 |
| 17. | watches | 2.9M | 14M | 5.9M | 412.7K | 41.81% | 201.12 |
| 18. | camera | 2.3M | 8.2M | 6.1M | 792.8K | 30.81% | 184.14 |
| 19. | fragrance | 2.2M | 8.4M | 5.6M | 0 | 47.63% | 541.45 |
| 20. | health_nutrition | 2.1M | 10.3M | 7.1M | 97 | 29.54% | 415.83 |
| 21. | bedding | 1.9M | 9.1M | 4.8M | 0 | 36.4% | 139.94 |
| 22. | eyewear | 1.5M | 8.2M | 2.7M | 0 | 46.87% | 74.78 |
| 23. | furniture | 1.1M | 3.9M | 3.6M | 1.6K | 31.05% | 222.54 |
| 24. | automotive | 1.1M | 7.4M | 5.2M | 118.6K | 22.31% | 111.66 |
| 25. | colour_cosmetics | 959.7K | 2.9M | 2M | 0 | 49.96% | 327.22 |
| 26. | bath | 843.3K | 2.9M | 1.8M | 0 | 36.82% | 71.7 |
| 27. | gardening | 695.7K | 3.3M | 2.6M | 2.5K | 25.5% | 69.42 |
| 28. | stationery | 512.6K | 3.7M | 2.3M | 7.5K | 26.24% | 106.31 |
| 29. | music | 365.8K | 1.9M | 1.6M | 2.6K | 20.25% | 28.18 |
| 30. | jewelry | 220.8K | 2.3M | 781.5K | 0 | 27.56% | 72.76 |
| 31. | pets | 164K | 893.6K | 555.8K | 0 | 32.49% | 39.9 |
| 32. | cleaning_hygiene | 114.6K | 375.5K | 231.1K | 160.2 | 64.14% | 64.97 |
| 33. | food_beverage | 84.4K | 307.6K | 149.1K | 0 | 73.38% | 68.42 |
| 34. | null | 51.8K | 139.7K | 123.2K | 3K | 35.73% | 2.04 |
| 35. | books | 28.4K | 477.4K | 185.5K | 0 | 17.24% | 28.47 |
| 36. | subscription_gift_card | 1.4K | 2.3K | 1.8K | 0 | 70.92% | 0.31 |
| 37. | video | 533.8 | 3.1K | 2.5K | 0 | 39.38% | 0.22 |
| 38. | digital | 0 | null | 0 | 0 | null | 0 |
| 39. | arts_and_entertainment | 0 | null | 0 | 0 | null | 0 |
| 40. | apparel_accessories | 0 | null | 0 | 0 | null | 0 |

1 - 40 / 40 <

Amt in AED MM

Family Country

Brand

Ship Month

Partner Type

Fulfillment Type

RC Code

| | brand_code | cost_to_company • | qc_fail_aed | rtc_aed |
|-----|----------------|-------------------|-------------|-----------------|
| 1. | apple | 33.8M | 66.4M | 14.7M |
| 2. | noon_east | 15.6M | 16.2M | 670.3K |
| 3. | generic | 13.3M | 59.5M | 122.8K |
| 4. | samsung | 11.3M | 29.1M | 6.7M |
| 5. | xiaomi | 4.5M | 11M | 2.2M |
| 6. | lenovo | 4.3M | 11M | 2M |
| 7. | sony | 4.1M | 9.2M | 1.6M |
| 8. | huawei | 3.8M | 10.1M | 2.4M |
| 9. | hp | 3.4M | 8.7M | 1.6M |
| 10. | adidas | 2.6M | 2.6M | 773.7 |
| 11. | nike | 2.4M | 2.4M | 0 |
| 12. | nikai | 2.4M | 2.8M | 306.7K |
| 13. | rockbaby | 2.2M | 2.2M | 0 |
| 14. | amal | 1.9M | 1.9M | 2.7K |
| 15. | dell | 1.9M | 5.8M | 939.9K |
| 16. | black_decker | 1.7M | 4.2M | 362.3K |
| 17. | joyroom | 1.7M | 5.4M | 224.7K |
| 18. | lg | 1.5M | 2.7M | 224.4K |
| 19. | ilife | 1.2M | 1.3M | 34.6K |
| 20. | acer | 1.2M | 2.4M | 603K |
| 21. | asus | 1.1M | 2.7M | 757.2K |
| 22. | skechers | 1.1M | 1.1M | 0 |
| 23. | jbl | 1.1M | 3.1M | 320.4K |
| 24. | goui | 983.6K | 1.1M | 97.7K |
| 25. | philips | 961.4K | 1.8M | 184.5K |
| 26. | oneplus | 940.3K | 3.6M | 869.9K |
| 27. | tornado | 898.9K | 1.2M | 48.6K |
| 28. | cool_rider | 842.1K | 856.8K | 0 |
| 29. | microsoft | 838.4K | 1.9M | 344.1K |
| 30. | alsaif_elec | 835.4K | 1.5M | 104.7K |
| 31. | cool_baby | 832.1K | 3.4M | 15.8K |
| 32. | oppo | 816.2K | 2.3M | 554.6K |
| 33. | fitpro | 776.8K | 802.4K | 0 |
| 34. | reebok | 711.9K | 719.6K | 0 |
| 35. | puma | 701.2K | 722.6K | 940.6 |
| 36. | tommy_hilfiger | 693.1K | 890.9K | 67.6K |
| 37. | almufarrej | 682.6K | 1.6M | 1.6K |
| 38. | geepas | 666.6K | 2.6M | 258.5K |
| 39. | nokia | 657.6K | 2M | 280.3K |
| 40. | realme | 651.1K | 1.5M | 427.3K |
| 41. | canon | 635.4K | 1.3M | 295.2K |
| | | | | 1 - 100 / 50603 |



Country •

Family

Brand

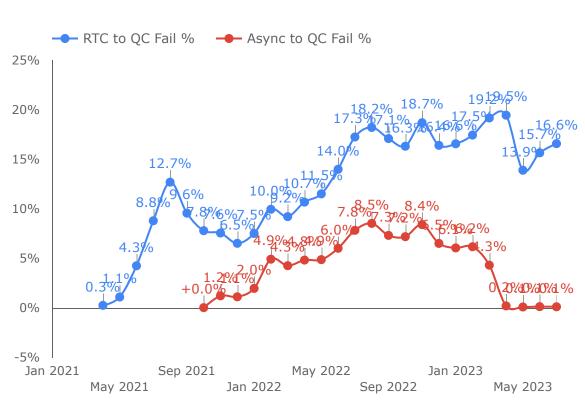
Ship Month

Partner Type

Fulfillment Type

RC Code

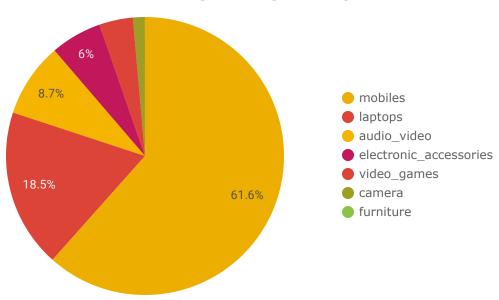




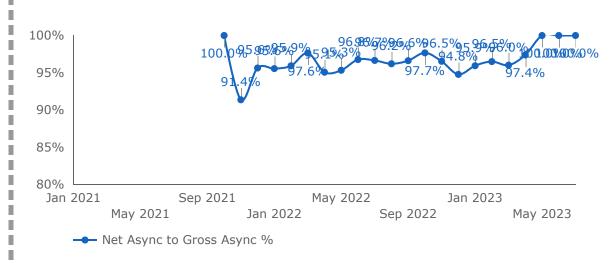
Cost Saved on Async Flow



Family Wise QC Fail Split



Net Async as % of Gross Async



Net Async Reason Wise QC Fail Split

