



Shopee International Platform (SIP)

Shopee Singapore 2024



CONTENTS

- 1 Shopee's Journey**
- 2 Introduction to Shopee International Platform (SIP)**
- 3 Benefits for SIP Sellers**
- 4 How to join SIP**
- 5 Best Practices of SIP Sellers**
- 6 FAQs**

Shopee's Journey





Shopee is part of Sea Group, a global consumer internet company founded in Singapore in 2009



sea
connecting the dots



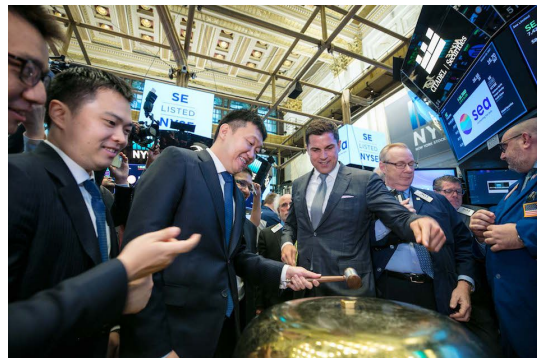
Digital
Entertainment



E-commerce



Digital Financial
Services



Sea Limited is a **leading global consumer internet company** founded in Singapore in 2009

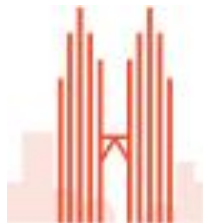
Became the **first internet business of scale** from Southeast Asia to become **listed on the New York Stock Exchange (NYSE)** in October 2017



We are **the leading e-commerce platform** in Southeast Asia, Taiwan, and Brazil



Singapore



Malaysia



Thailand



Taiwan



Indonesia



Vietnam



Philippines



Brazil

Introduction to Shopee International Platform (SIP)



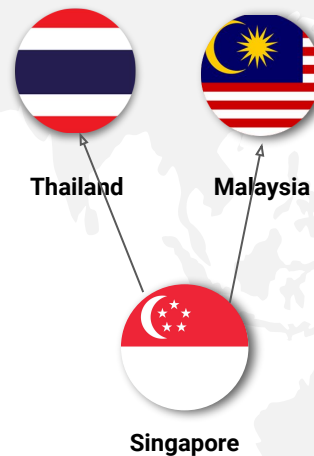


Shopee International Platform

Shopee International Platform (SIP) offers a **one-stop solution** to enable Shopee sellers to export their products to the world

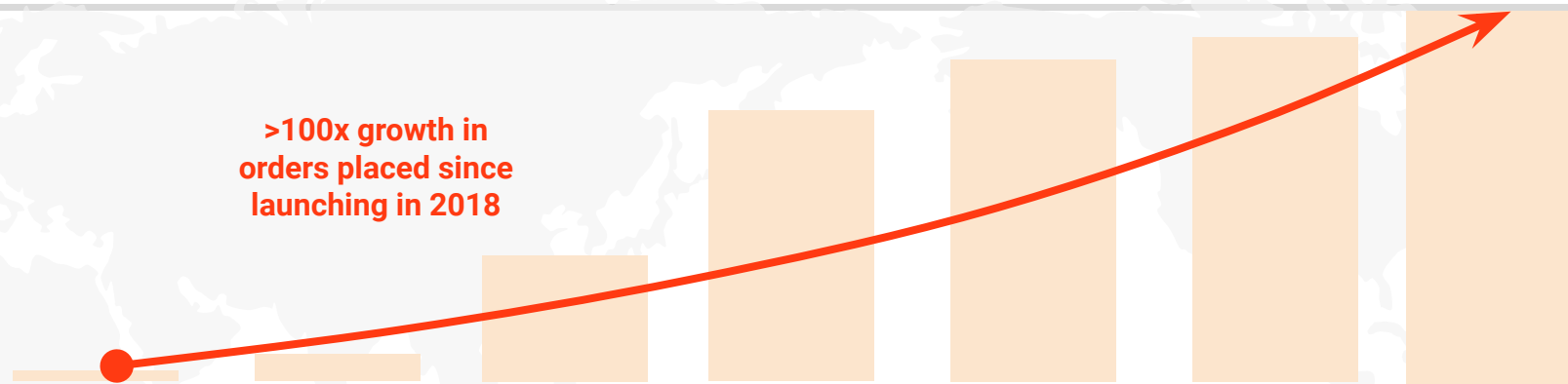
Sellers manage their home shop; Shopee takes care of the rest in the destination countries.

SG SIP sellers will be able to sell to Malaysia and Thailand





What is SIP?



2018

2019

2020

2021

2022

2023

2024

Markets Launched



Milestones **First SIP** launched in TW, exporting to SG/MY/ID, as a service to allow more sellers to do business globally

MY SIP launched, exporting to SG due to close proximity and high buyer demand

ID SIP launched, exporting to most ASEAN countries, with high demand of Muslim Fashion in MY. SIP launched **Ads Management** service for sellers

VN SIP launched, exporting to SG/MY/PH/TW
ID SIP started exporting to Brazil, Mexico, Chile and Colombia

TH SIP launched, exporting to SG/MY/PH/TW
SIP launched **chatbots in local languages** for most SEA shops

PH SIP launched, exporting to SG/MY
MY SIP started exporting to Thailand and Chile

SG SIP launched, exporting to MY/TH, allowing sellers to expand overseas



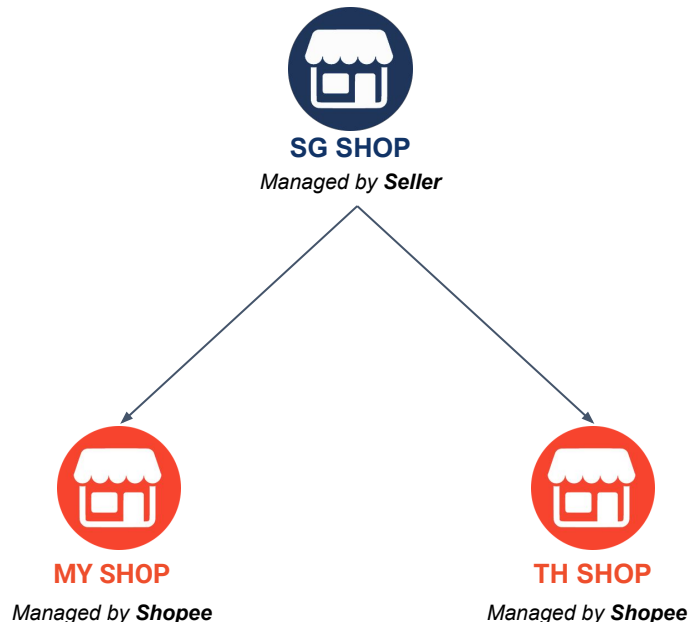
What is SIP?

Shopee International Platform (SIP) offers a one-stop solution to **enable Shopee sellers to sell their products globally, while only having to actively manage one shop in one source country and at no additional cost**

Sellers would only be required to manage their local Shopee Store while Shopee will manage their overseas stores

Shopee will manage the end-to-end operations of their overseas stores including,

- Shop listings and pricing
- Marketing mechanics (e.g flash deal, ads, vouchers etc.)
- Buyers' customer service
- First-to-last mile fulfilment including overseas transit to overseas buyer





Who is **eligible** for SG SIP?

Eligibility Criteria

1



Seller is a **local shop** (not cross border)

2



Seller has a **good Fulfilment Rate**

3



Seller has at least **1 completed order in a month** with Shopee Singapore

Benefits for SIP Sellers



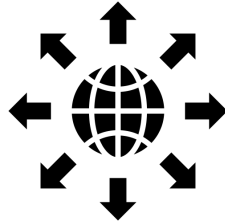
How can SIP **benefit your business?**

SIP offers **end-to-end value-added cross border services** to sellers at no additional fee

Shopee provides sellers with a seamless selling experience to grow their online business overseas.



Expand customer base
and achieve higher
orders



Ability to gain overseas
market experience
without additional
resources



Enjoy free
cross-border logistics,
customer service, and
payment solutions



Overseas market insights
via a dashboard to view
overseas shop
performance



What is the **logistics flow**?

- SIP offers end-to-end cross border logistics through Shopee Logistics Service (SLS)
- Sellers will have to deliver to the local warehouse. Our transit warehouse will process the parcel (e.g re-labelling) and handover to the appointed overseas 3PL
- After reaching the destination country, the appointed last mile partner will do the delivery to the buyer

Seller's Fulfilment



Order confirmed



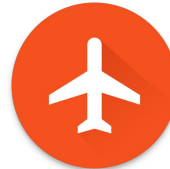
Seller arranges shipment to Shopee Warehouse via local 3PL



Parcel arrives at Shopee Warehouse



Warehouse processes parcel & handovers to overseas 3PL



Parcel is shipped by overseas 3PL



Overseas buyer receives parcel

Shopee Logistics Service

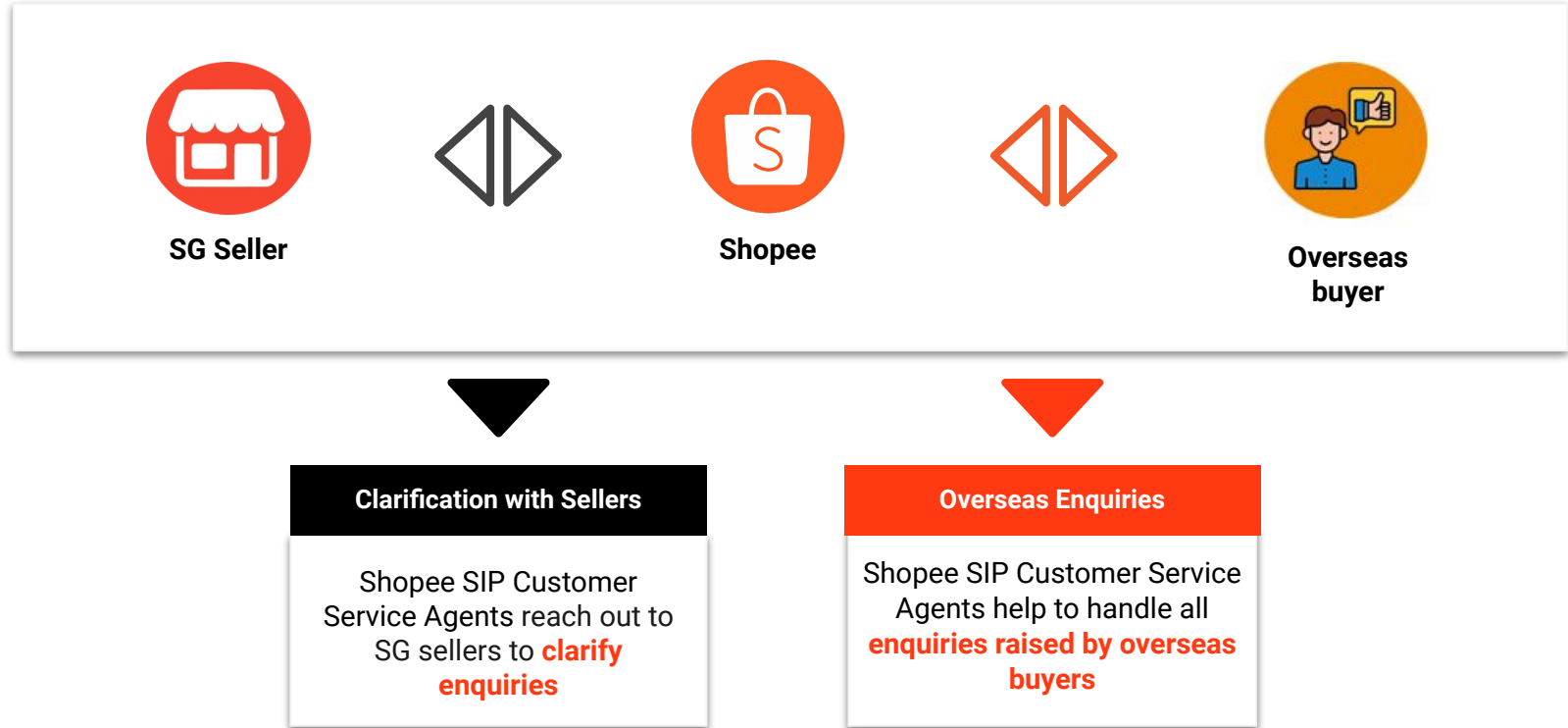


How does the **return refund process** work?





What happens if there are **overseas buyer enquiries**?





How does the **payment process** work?

Order Completion

Once parcel reaches transit warehouse, order will be marked as completed and escrow status will be updated

Payment Cycle

Shopee will release payment to sellers **as per usual cycle**

Currency

Amount paid to sellers will be in **SGD**

Payment process will be the same as local orders

- No delays in payment
- No foreign exchange risk



How can sellers view their **overseas shop performance**?

Shopee International Platform in Seller Centre is a feature where sellers can have better insights on their SIP shops' performance, including the following topics:

1. Overall Performance
2. Sales Overview
3. Marketing Overview
4. Operations Overview

HOW TO ACCESS INTERNATIONAL PLATFORM

You may access the International Platform from **Shopee Seller Centre > Marketing Centre**

The screenshot shows the Shopee Seller Centre interface. On the left, a navigation menu lists various categories: Order, Product, Marketing Centre, Shopee Ads, Affiliate Marketing, Live & Video, Discount, My Shop's Flash Sale, Vouchers, Campaign, Customer Service, Finance, and Data. The 'Marketing Centre' item is highlighted with a red box. The main content area is titled 'Marketing Tools' and displays several promotional options, each with an icon, a title, a primary benefit, and a secondary benefit with a 'Boost Sales' link. The 'Shopee International Platform' tool is highlighted with a red box. It features a globe icon, the title 'Shopee International Platform', a 'Boost Sales' link, and the description: 'Helps you to sell on overseas Shopee platforms without any additional effort.'

| Tool Name | Primary Benefit | Secondary Benefit |
|-------------------------------|---|--------------------|
| Discount | Set discounts on your products to boost sales | Boost Sales |
| My Shop's Flash Sale | Boost product sales by creating limited-time discount offers in your shop | Boost Sales |
| Shopee Ads | Increase exposure and drive sales in high traffic areas on Shopee with ads | Increase Traffic |
| Chat Broadcast | Share latest shop events with target shoppers via customized broadcast messages | Improve Engagement |
| Shipping Fee Promotion | Set shipping fee discounts to attract shoppers to make orders | Boost Sales |
| Live Streaming | Connect Live with your audience and answer shopper questions easily | Improve Engagement |
| Review Prize | Attract customers to leave better reviews by rewarding coins. | Improve Engagement |
| Shopee International Platform | Helps you to sell on overseas Shopee platforms without any additional effort | Boost Sales |



What are the main features in International Platform?

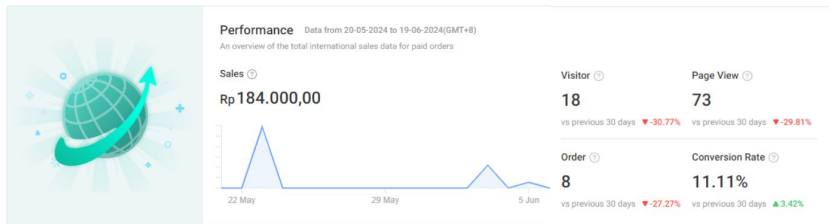
1

Overall Performance

A brief overview of sales data across all their SIP shops

International Platform

[Guidelines](#)



2

Sales Overview

A breakdown of their Sales, Orders, Conversion Rates, Visitors, and Sales Per Buyer for each SIP market

Sales Overview

Data from 20-05-2024 to 19-06-2024 (GMT+8) [More >](#)

[Set discounts on your overseas items to boost sales!](#)

| Market | Sales \updownarrow | Orders \updownarrow | Conversion Rate \updownarrow | Visitor \updownarrow | Sales Per Buyer \updownarrow |
|-------------|---|---------------------------------|--------------------------------------|--------------------------------|---|
| Mexico | $\text{Rp } 0,00$ -0.00% | 0 -0.00% | 0,00% -0.00% | 0 -0.00% | $\text{Rp } 0,00$ -0.00% |
| Taiwan | $\text{Rp } 0,00$ -0.00% | 0 -0.00% | 0,00% -0.00% | 0 -0.00% | $\text{Rp } 0,00$ -0.00% |
| Philippines | $\text{Rp } 173.000,00$ $\uparrow 46.61\%$ | 7 $\uparrow 250.00\%$ | 16,67% $\downarrow 8.33\%$ | 6 $\uparrow 50.00\%$ | $\text{Rp } 173.000,00$ $\uparrow 46.61\%$ |



What are the main features in International Platform?

3

Marketing Overview

An overview of how seller's investments on their SIP shops are doing via Impressions, Clicks, Click-Through-Rates, Ads Orders, and Ads Credits

Marketing Overview Data from 20-05-2024 to 19-06-2024 (GMT+8)

Top-up Shopee ads credit for your international shops to drive sales!

| Market | Impressions | Clicks | CTR | Ads Orders | Credit |
|-------------|-------------|--------|-------|------------|---------|
| Malaysia | 0 | 0 | 0.00% | 0 | RM0,00 |
| Singapore | 0 | 0 | 0.00% | 0 | S\$0,00 |
| Philippines | 0 | 0 | 0.00% | 0 | ₱0,00 |

4

Operations Overview

An overview of their SIP shops' operational performance such as Non-Fulfilment Rate, Late Shipment Rate, Preparation Time, and Chat Response Rate and Time

Operations Overview Data from 12-05-2024 to 19-06-2024 (GMT+8)

- Non-fulfilment Rate
- Late Shipment Rate
- Preparation Time
- Chat Response Rate

| Market | Value | Target | Status |
|-------------|-------|----------|------------|
| Malaysia | 0.00% | ≥ 85.00% | Not Passed |
| Singapore | 0.00% | ≥ 70.00% | Not Passed |
| Philippines | 0.00% | ≥ 70.00% | Not Passed |
| Thailand | 0.00% | ≥ 60.00% | Not Passed |

How to join SLP





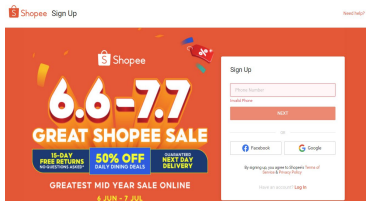
How can I start selling on SIP?

2 simple steps to kickstart SIP export business: become a Shopee seller, accept our SIP invitation in Seller Centre or submit form

Step 1a

New sellers: Register to become a seller on Shopee

1. Click **Register** on [Shopee platform](#)
2. Input phone no. & get OTP
3. Set up username & password

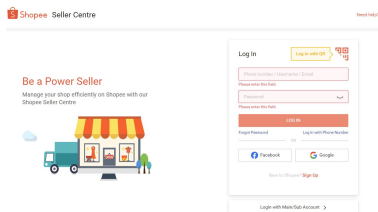


or

Step 1b

Existing sellers: Sign in to your existing Shopee seller account

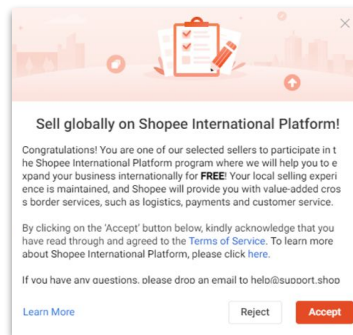
1. Get access to [Seller Centre](#)
2. Fill in **Email / Phone number / Username & Password.**
3. Click **Sign in.**



Step 2a

Accept our invitation via Seller Centre to join SIP

1. **Log in** to Seller Centre
2. Qualified sellers get a SIP invitation
3. Click **Accept**



or

Step 2b

Submit the Onboarding Form to join SIP

1. **Submit [SIP Onboarding Form](#)**
2. Sellers will be notified on their application outcome





Step 2a: How can I join SIP?

Pop-up TOS



Sell globally on Shopee International Platform!

Congratulations! You are one of our selected sellers to participate in the Shopee International Platform program where we will help you to expand your business internationally for **FREE!** Your local selling experience is maintained, and Shopee will provide you with value-added cross border services, such as logistics, payments and customer service.

By clicking on the 'Accept' button below, kindly acknowledge that you have read through and agreed to the [Terms of Service](#). To learn more about Shopee International Platform, please click [here](#).

If you have any questions, please drop an email to help@support.shoo

[Learn More](#)

Reject

Accept

Landing Page



WHAT IS SHOPEE INTERNATIONAL PLATFORM?

Shopee International Platform is a cross-border program that provides...

| | | |
|--|---|--|
| <p>Opportunity for sellers to expand current consumer outreach to 2 other regional markets (Malaysia and Thailand)</p> | <p>Value-added cross-border services such as logistics, payment and customer services are provided at no additional fees to sellers</p> | <p>Ability to gain overseas market experience without additional resources by tapping on Shopee's market expertise</p> |
|--|---|--|

HOW WILL SHOPEE INTERNATIONAL PLATFORM SUPPORT YOU?

Shopee International Platform provides you with a seamless selling experience to grow your online business overseas.

Overseas shop management
Shopee sets up and manages the store listings, marketing and buyer enquiries for sellers.

Eligible sellers will receive a **pop-up Terms of Services ("TOS")** with the title "Sell globally on Shopee International Platform!" via Seller Centre.

- Sellers can click any of the 3 buttons as per below:
- "Accept" - Agree to participate SIP
 - "Reject" - Disagree to participate in SIP
 - "Learn More" - Additional details on SIP program.

For sellers who click "Accept" or "Reject", there will be no further action required.

For sellers that clicked "Learn More", you will be redirected to a [Landing Page](#) with additional details on SIP.



Step 2b: How can I join SIP?

Landing Page

The screenshot shows a landing page for joining the Shopee International Platform (SIP). At the top, a red banner asks "HOW CAN I JOIN SIP?". Below this, a yellow box contains the text "New sellers will need to sign up for a Shopee Singapore account". A larger yellow box lists requirements: shop location in Singapore, at least 1 completed order in a month, a good Non-Fulfillment Rate, and enabled supported logistics. At the bottom, there are two blue buttons: "APPLY NOW" and "FREQUENTLY ASKED QUESTIONS". A footer box provides contact information for a 24/7 live agent.

HOW CAN I JOIN SIP?

New sellers will need to sign up for a Shopee Singapore account

An invitation will be sent on Shopee Seller Centre should seller fulfill the following requirements:

- Shop is **located in Singapore**
- Seller has **at least 1 completed order in a month** with Shopee Singapore
- Seller has a **good Non-Fulfillment Rate**
- Has **enabled Shopee Supported Logistics** "Standard Delivery", together with "Shopee Express / J&T Express / NinjaVan" or "Next Day Delivery", together with "Shopee Express"

APPLY NOW ▶ **FREQUENTLY ASKED QUESTIONS** ▶

If you have any questions about SIP, you may contact our 24/7 Live agent via Chat with Shopee on Shopee app or Shopee Seller Centre from Mondays to Sundays (including Public Holidays).

Form

The screenshot shows the "SHOPEE INTERNATIONAL PLATFORM" onboarding form. The title is "SG Shopee International Platform (SIP) Onboarding Form". It includes sections for "About SG SIP", "Eligibility Criteria", and "Note".

SHOPEE INTERNATIONAL PLATFORM

SG Shopee International Platform (SIP) Onboarding Form

About SG SIP:

- Shopee International Platform (SIP) is a feature allowing sellers to sell on overseas Shopee platforms and widen your audience reach to an international level
- Sellers will continue to manage their local shop, while Shopee will manage the overseas shop and cross-border fulfillment to overseas buyers at no additional cost
- This feature will launch in September 2024 for SG sellers to sell on Shopee Malaysia and Shopee Thailand platforms.

For more details on this program, please refer to our Seller Education Hub [article](#).

Eligibility Criteria:

1. Seller has at least 1 completed order in a month with [Shopee Singapore](#)
2. Seller has a good Fulfillment Rate
3. Seller is a local shop (not cross border)

Interested sellers may fill in this form with shop details to be considered for the SIP program.

Note:

- Your application will still be reviewed by an official [Shopee](#) representative and will be verified based on the criteria of the program.
- **Filling out this form does not guarantee your acceptance in the program.** You should receive a notification on [seller centre](#) if you are accepted.

Sellers can refer to the Landing Page for Frequently Asked Questions about SIP and click apply now to submit the [onboarding form](#).

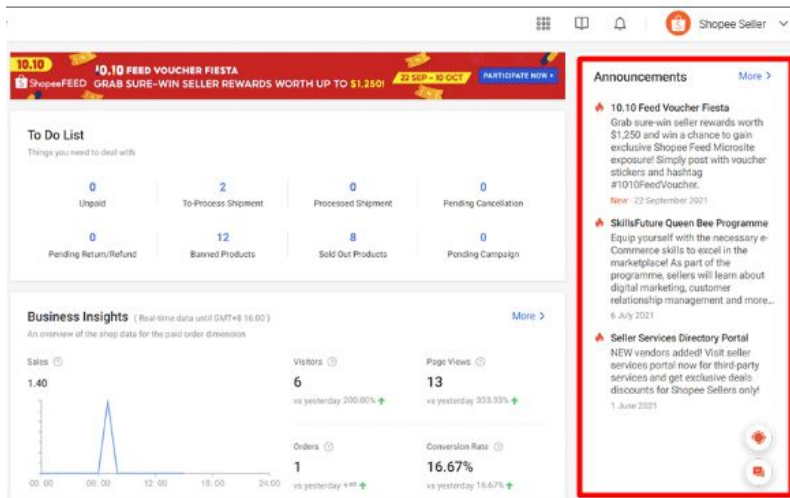
Sellers will need to read the **Terms of Service** of SIP program attached in the form and acknowledge before submitting.

Your application will still be reviewed by an official Shopee representative and will be verified based on the criteria of the program.



How will I be notified if I am selected to join SIP?

Shop is live!



For sellers who have agreed to join SIP, Shopee will **review** your application and proceed to onboard eligible sellers. This process will take a month.

Once the shop has been set up and is live on Shopee overseas platform, sellers will receive a **notification** in Shopee seller centre.

Best Practices of SIP Sellers



Best Practices of SIP Sellers



Accept Shopee's Terms and Conditions
(Log into Shopee App → Notification
→ Shopee updates)



Ensure accurate **product weight** is updated



Provide product name and description in **English**



Maintain **Non-Fulfilment rate below 10%**



Do not block shopee customer service email/
chat and SIP buyer account



Ensure that **Days-to-Ship (DTS)** is less than **2 days** for ready-stock listings and less than **10 days** for pre-order listings



Ensure pictures of the products are **not labelled with any prices**

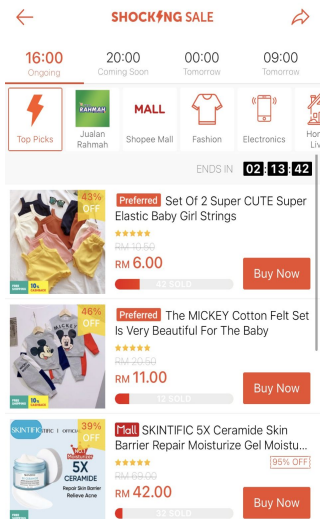


How do I grow my SIP orders?

SIP offers a variety of marketing campaigns and microsite exposure to help you grow your overseas shops' traffic

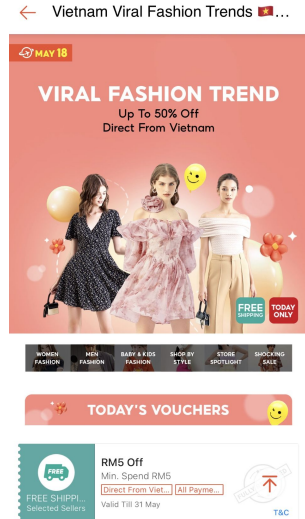
Flash Sales

Nominate SKUs to SIP RMs to enjoy exposure



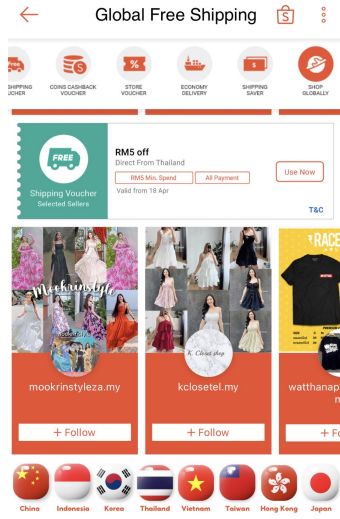
Homepage Banner

Evergreen seller grid and SKU collection to promote sellers by different source countries



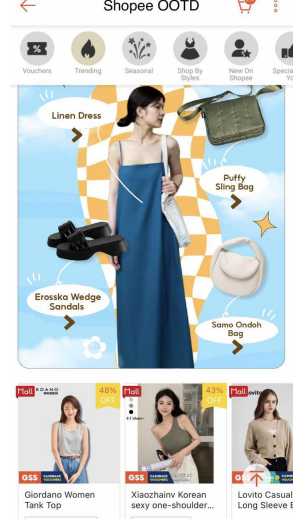
Global Outlet Circle

Homepage banner microsite to promote Vietnam Fashion



Category Campaign

Hero SKUs chosen by SIP to join overseas category campaigns



Frequently Asked Questions (FAQs)





FAQs - Onboarding

Q: How can I sign up for SIP?

A: Sellers can accept the Pop-up Terms of Service in Seller Centre or submit the onboarding form [here](#). Onboarding happens monthly and a push notification will be sent upon successful onboarding.

Q: Which overseas platform will sellers be onboarded onto once sellers joined Shopee International Platform (SIP)?

A: Sellers will be onboarded onto Shopee Malaysia and Shopee Thailand.

Q: Why is the overseas shop username different from the Singapore shop username?

A: By default, the username for SIP stores in overseas markets uses Singapore's shop username with an ".my" or ".th" added at the end. However, if there is already a shop with the exact username in the overseas market, the username will be changed slightly in order for the shop to be opened.

Q: How long does it take for the shop to be onboarded onto SIP?

A: After the seller accepts the invitation, SIP onboarding process will usually take a month. Once the onboarding process is completed, sellers will receive a notification in Shopee Seller Centre.



FAQs - Shop / Product

Q: Do we have to pay additional charges to enrol into the Shopee International Platform program?

A: Don't worry! No additional cost is required to participate in this program. Shopee International Platform aims to provide you with cross border services that will ensure no additional effort required to sell overseas. At the same time, local selling experience is maintained!

Q: How is the price determined in overseas shops?

A: Prices of listings on overseas shops are calculated using our internal system, which takes into consideration the item's weight, overseas shipping fees, and currency conversion rates. Any promotion prices set in Singapore will be synced over to the overseas platform accordingly.

Q: Do sellers need to create a new account to sell on SIP?

A: No, sellers do not need to create a new account. Successfully onboarded sellers will have their Shopee Singapore store replicated to Shopee Malaysia & Thailand.

Q: How long does the system take to update the shop and product information?

A: Shop info (shop name, profile image, shop banner, shop decoration) will be synced once the overseas shop is created. Currently, we are unable to update the shop info on a real time basis due to system limitations. Product info (product names, image, description, variation, stock) will be synced on a real time basis. However, marketing features such as seller vouchers, bundle deals and add-on deals will not be synced to overseas platforms.



FAQs - Shop / Product

Q: Why are there discrepancies between the number of listed items in Singapore and overseas SIP shops?

A: The number of listed items may vary due to prohibition & restriction of item in overseas market policies, lack of orders and ratings for more than 60 days, days of Pre-Order Listings more than 10 days and violation of SIP's Terms of Services.

Q: Why are sellers' SIP shops on Vacation Mode or Not Available?

A: Shops can be put on Vacation Mode for a variety of reasons. This may include, but not limited, to the following:

- When sellers request to opt out from SIP
- Singapore Non-Fulfilment rate exceeds 10%
- Product listing is not active in overseas shops
- Any additional criteria subject to SIP's T&Cs

Q: Who can I contact for any SIP enquiries?

A: For any SIP related enquiries, sellers can [reach out to our Live agent](#) via Chat with Shopee on Shopee app or Shopee Seller Centre from Mondays to Sundays (including Public Holidays).



FAQs - Offboarding

Q: How can I offboard from SIP?

A: Sellers can offboard from SIP by submitting the offboarding form [here](#). Please allow 5-10 business days for the application to be processed.

Q: Will I be notified after I am offboarded?

A: Once the offboarding is approved, sellers will receive a notification in their Shopee Seller Centre.

Q: What happens after I am offboarded from SIP?

A: Shopee will turn on vacation mode on your overseas shop, which means overseas buyers will not be able to search for your products or place orders anymore.

Q: How do I check the offboarding status?

A: If you wish to check your SIP shop status, sellers can [reach out to our Live agent](#) via Chat with Shopee on Shopee app or Shopee Seller Centre from Mondays to Sundays (including Public Holidays).



FAQs - Fulfilment

Q: How long will it take for the parcels to be delivered to overseas buyers?

A: It will take approximately 5 - 10 business days for SIP orders from Singapore.

Q: Do sellers need to bear overseas shipping fees?

A: No overseas shipping fees will be charged to the sellers. Sellers can fulfill shipment as usual by shipping the parcels to Shopee's warehouse. From there onwards, Shopee will handle all the logistics and ship the parcel to overseas buyers.

Q: Do we need to use Shopee supported logistics (J&T / Shopee Express / NinjaVan) to send the parcel to Shopee warehouse ?

A: Yes, sellers will need to use either integrated J&T / Shopee Express / NinjaVan to fulfill the shipment as usual. The delivery process will still be the same as the current process (arrange shipment > print out air waybill > paste airway bill on the parcel > drop off / arrange pick up as usual).



FAQs - Return Refund

Q: How does the local return refund process work?

A: The return refund process will follow the same procedure as for local orders. You may refer to the SG return refund process here: [Non-Mall / Mall](#).

Q: Do sellers need to bear return refund fees?

A: You may refer to this [article](#) to find out who will bear the forward and return shipping fee for local returned and refunded orders



FAQs - SIP Related Accounts

Q: What is scommercetrading?

A: "scommercetrading" is Shopee's account that syncs all of the orders from overseas shops to sellers' shops, all SIP orders will be purchased using this account. Please do not ban this account as SIP orders will not show up in your orders.

Q: Who is sip_shopee_agent?

A: "sip_shopee_agent" is Shopee's SIP Customer Service Agents that handles the enquiries raised by overseas buyers. Sellers are advised to respond to our SIP Customer Service Agent as soon as possible to resolve overseas buyers' Enquiries.

Q: What is sg_sip?

A: "sg_sip" is the primary account used by the SIP team members to reach out to sellers for any campaign/promotion matters.