



TRUSTED SHOPS®
The safe way to web shopping

European E-Commerce Quality Seal

- Increase Conversion Rate
- Attract New Customers
- With Guarantee



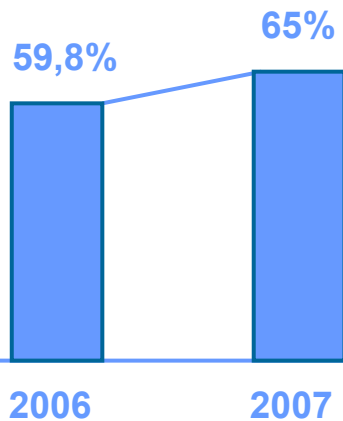
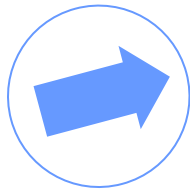
Lack Of Trust Contributes To Shopping Cart Abandonment



64,1% of Internet buyers call lack of trust a reason for shopping cart clearance
W3B-Survey among 87.528 Internet users

Nearly 60% Online Buyers Abandon Their Shopping Cart And The Trend Continues...

Shopping Cart Abandonment Rate 2006 - 2007



In 2006, MarketingSherpa in a survey conducted among 1,100 marketers found that the rate of shopping cart abandonment was 59.8 percent.

In 2007, a report by Boston Consulting Group (BCG) estimates that some 65 percent of online consumers bail out of a transaction and abandon the shopping carts before the final purchase transaction took place.

Seal + Buyer Protection + Dispute Resolution = Trust & Safety



**E-Commerce Quality Seal
+ Buyer Protection
+ Dispute Resolution**

Trusted Shops Impact On Sales +16.2%* (avg.)

1. Improved Conversion Rate

+9.8%*

Trusted Shops certified merchants go the extra mile to provide the security and convenience level that let consumers feel comfortable buying on the Net. Neutral inspection, guarantee and dispute resolution services contribute to turn more shoppers into buyers.

2. Improved Shopping Cart Value

+3.7%*

Trusted Shops certified merchants offer to their customers a financial guarantee against non-delivery, non-refund and credit card fraud. With this ultimate peace of mind, customers are inclined to spend more.

3. More Daily Visitors

+4.2%*

Internet merchants who passed the Trusted Shops certification process successfully are recognized as high quality e-tailers and benefit from Trusted Shops listing, promotion and press coverage.

+16,2%*

* Average results based on a survey among 800 Trusted Shops members

Disguised Member Example

Trusted Shops Impact
Clothing Internet Store

	Baseline	After Trusted Shops Certification	Impact
Daily Visitors	4,500	4,635	+3.0%
Average Shopping Cart in £	£150	£154	+2.7%
Converted Buyers per 1000 Visitors	20	22	+9.8%
Daily Buyers	90	102	+13.1%
Yearly Revenue in £	£4,927,500	£5,721,312	+16.1%

+ £793,812 !

+ 2,600 Members in Europe and Growing ...



5 to 10 New Members Join Trusted Shops Each Day

Trusted Shops Membership Fees



Trusted Shops membership

Our classic: Membership of Trusted Shops with all the essentials for your online shop. Standard elements include external audit, templates, guarantee, service and much more. Take advantage of all the benefits now!

from
£29.90*
per month

START

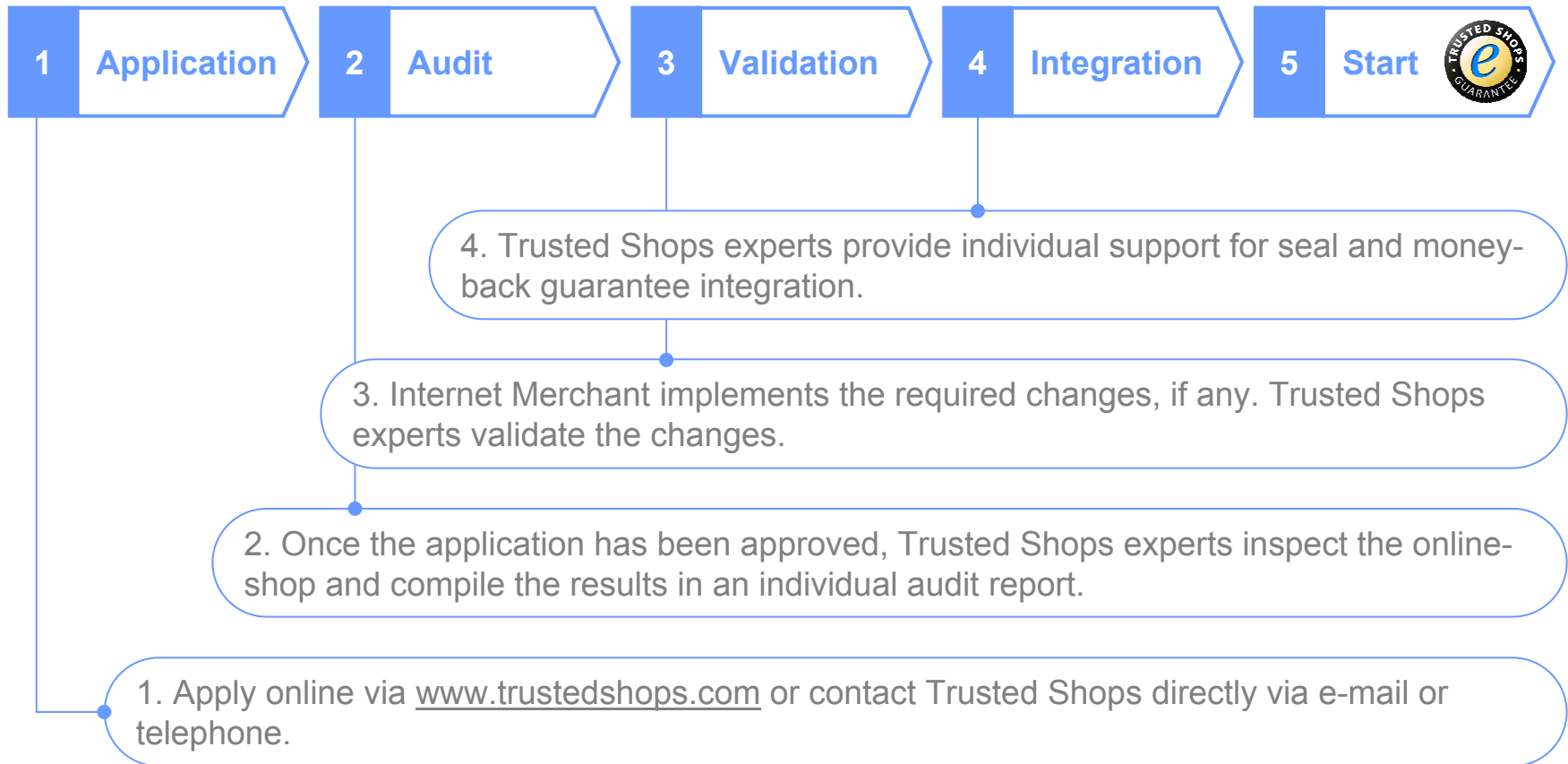
PRO

PREMIUM

- **Yearly membership**
- **Application fee £49.00**
- **Membership fee from £29.90 per month**
- **Start, Pro & Premium membership**

Trusted Shops 5 Steps Certification Procedure

Typically 2 – 4 Weeks



Contact Us Today!



Trusted Shops GmbH

Colonius Carré
Subbelrather Straße 15c,

D-50823 Cologne (Germany)

Tel.: +49 (0) 221 – 77 536 - 6

Fax: +49 (0) 221 – 77 536 89

E-Mail: merchant@trustedshops.com

www.trustedshops.com