



The Magnitude Group enables
STANDOUT BRANDS

To **SCALE** Locally
and **EXPAND GLOBALLY**

Your kickstarter guide to
524 Million new customers



EUROPE AND THE UK MARKET SIZE



524 Million new customers
642 Billion ecom spend



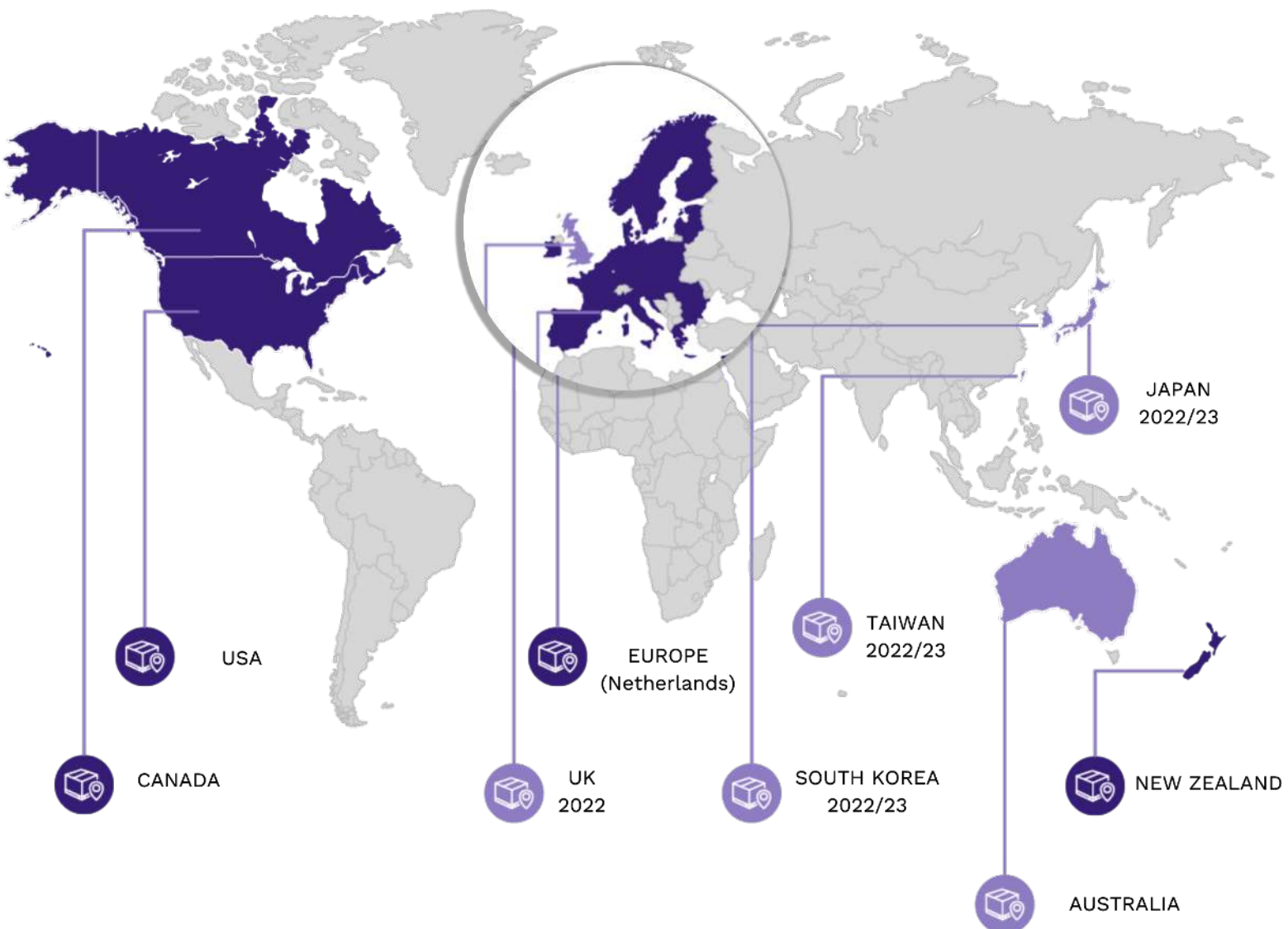
One provider to scale Europe and expand globally

GLOBAL NETWORK



Tier One 3PL Powered by **GlassElephant**
our TMG inhouse Digital Performance agency.

1 provider, 9 facilities, 37 countries, access to **1.4 Billion** consumers



Want integrated, specialist support to scale your business on the world stage?
Let's chat.



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One provider to scale Europe and expand globally



As an integrated global **3PL/Logistics and Digital Performance Agency**, The Magnitude Group has the tips and tools you need to market and deliver your product in-country to over **524 million consumers in Europe and the UK**.

The Magnitude Group

1 provider, 9 facilities, 37 countries,
access to **1.4 Billion consumers**

AMSTERDAM

the center of European Distribution

Our Tier 1 3PL powered by our Digital Performance Agency, the Magnitude Group has the tips and tools you need to market and deliver your product in-country to over

524 Million consumers.

- For most ocean going vessels, **Rotterdam** is both the first and last port of call, shortening your transit time. There are also no draft limitations meaning that the largest container vessels can **enter and leave the port fully loaded.**
- Amsterdam airport, Schiphol, is the third best connected airport in the world with **322 direct international destinations.**
- Within a **500km** radius from the Netherlands you can reach **170 million consumers**; within **1000 km**, **250 million consumers**. This cohort represents the wealthiest, highest-spending consumers in Europe.
- Amsterdam internet exchange means the Netherlands has **fast internet.**



EU TAXATION

Managing Tax in the EU is easy when you know how, HERE'S HOW:

STEP ONE: VAT (Europe's GST equivalent)

[https://www.belastingdienst.nl/wps/wcm/connect/bldcontenten/belastingdienst/business/vat/vat in the netherlands/vat in the netherlands](https://www.belastingdienst.nl/wps/wcm/connect/bldcontenten/belastingdienst/business/vat/vat+in+the+netherlands/vat+in+the+netherlands)

While you can choose to manage your VAT remotely, experience has shown us that you benefit more from appointing a Dutch VAT Representative (FR). A Dutch VAT Representative (FR) submits your VAT return on your behalf. Using a (FR) The Dutch authorities will require a deposit equal to your average month's VAT collections, this has a minimum of €5k.

Contact us on eu.sales@supplycs.global and we would be delighted to recommend some trusted professional services who have helped other clients establish their financial setups in Europe

STEP TWO: EORI number

(Economic Operators Registration Identification Data transfer EU)

Once you or your Dutch (FR) has completed the above they will link your VAT number to your EORI number, this is your Economic Operators Registration Identification. It's a unique identification number that companies are required to use when exchanging data with Customs in all EU Member States. At the moment, goods must be customs cleared into an EU country, the EORI number is required by the Customs Authorities. In addition to this, an indirect Customs representative is required.

STEP THREE: Article 23

When you use a Dutch (FR) they can apply for an Article 23 this is a reverse-charge mechanism on import, which means that you are not required to pay the VAT on import immediately. VAT returns can be monthly or quarterly depending on the Dutch Authorities ruling. This leads to a cashflow benefit for your company as no import VAT must be pre-financed.

STEP FOUR: OSS (One Stop Shop EU wide VAT payment platform)

You or your Dutch (FR) will apply for the new OSS One Stop Shop, this is another simplification set out by the European Union Authorities to make cross border VAT payments as simple as possible. Prior to the OSS a distance seller would have to register, report, and pay VAT in each of the 27 European Union countries.

Now your Dutch VAT Representative (FR) will submit your OSS return and VAT payment to the Dutch tax authorities, who distribute your payments to the other EU countries on your behalf. One Stop Shop is a platform designed to ensure centralised VAT compliance in your country of residence. Retailers can report their cross-border B2C sales, as well as settle their VAT. The collected VAT will be then distributed to the respective EU member states.

SIMPLIFICATION

The Netherlands is one of the most connected government systems in the world. Once everything is set up transactions are guided by unique registration numbers.

SUPPORT

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UK TAXATION & TARRIFS

Brexit: A few simple new rules to open 64M consumers

Whilst there has been a lot of negative press regarding Brexit with the UK leaving the European Union, it's not a major issue for E commerce distance sellers B2C, if you follow the new rules.

NEW: now that the UK isn't a member of the European Union, distance sellers will need to register for VAT in the UK and process VAT payments in the UK. Your Dutch (FR) can register and complete your UK VAT returns as long as they are registered to practise in the UK or with the assistance of local colleagues.

NEW: All goods shipped from the EU to the UK via a postal service requires either a CN22 (under £270 total value) or CN23 (above £270 total value) customs form. This form records your company EORI number, the HS Codes (harmonised product code - each product has one), the type of goods, the value of the goods in £, all of the key receivers contact details including phone and email. Courier companies monetise this process by adding a lot of additional costs for completing paperwork and handling.

THE GOOD NEWS: via our postal shipping service this information is integrated into your freight label and a Pro Forma Invoice is also connected at **no additional cost.**

NEW: For goods **over £135GBP** including freight, insurance **WILL NOT incur Import Duties or Import VAT.** Combine this with our postal network provider, who doesn't add additional customs or handling fees, your Ecom parcels can be delivered anywhere in the UK anywhere between £5.14 to £12.26 for 2kg (August 21). The sales of goods over £135GBP will however be taxable with UK VAT. As a supplier, you must charge the correct UK VAT rate and pay the UK VAT due to HMRC via your online platform.

NEW: The good news is however, that the UK has a postponed import VAT accounting scheme in place. This means that no import VAT must be paid at the moment of import, but it must be reported via your UK VAT return. The Customs paperwork must be set up correctly to assure the application of this beneficial system.

NEW: If you choose to use a courier service, new additional fees will be added for handling and documentation. You will also need to provide a proforma invoice to accompany the parcel detailing the same information as the CN22/23.

THE GOOD NEWS: our postal service includes all of this for free, offering a very competitive rate with a 2-4 day delivery window.

UK VAT is collected at the point of sale and paid to the HMRC (Her Majesty's Revenue and Customs). This can be done by your Dutch (FR) as long as they are registered to practise in the UK.

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PROCESS

It's really simple to open the door to **524M** new B2C customers who spend on average **€642B** per year. Talk to us and we can put you in contact with a local Dutch Fiscal Representative (FR)

- 1 It's really simple to open the door to 524M new B2C customers who spend on average €642B. You can talk to us to put you in contact with a local Dutch Financial Representative (FR)
- 2 They will register you for a Dutch VAT number as a distance Seller (6 week process). You pay a Government deposit to your Dutch (FR)
- 3 They will organise your OSS account, managing your online VAT compliance to all European countries that you sell into
- 4 They will apply for your company EORI number, which simplifies the exchange of data for Customs and the EU member countries
- 5 They will apply for your Article 23 registration to defer your Import and Import VAT payments for better cashflow
- 6 Ship your stock to Amsterdam
- 7 Defer your import VAT with your Article 23 registration
- 8 Your importer will transfer your goods to our centrally located Tier 1 3PL in Amsterdam
- 9 We guarantee our service KPIs for your total piece of mind (ask for a quote today to receive our T&Cs)
- 10 Connect your Ecommerce platform to our integrated API system
- 11 All orders will be processed and a freight label generated
- 12 We pick and pack to your requirements and ship your product across Europe and the UK
- 13 **Then ask us to repeat this process, simplifying and expanding across the Globe with The Magnitude Group**

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Disclaimer – TMG is not an authorised financial or business advice service. This document has been compiled to share our understanding of the key information an AU or NZ company that needs to setup and sell into the EU and UK markets from Amsterdam, where our 3PL facility is based. We recommend you seek independent advice and do your own due diligence. The HIDC (Holland International Distribution Council) is a good source of additional information.

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LOCATION, COST & TIMEFRAME

Shipping to the main European Ecommerce hotspots

Postal services for B2C Ecommerce shipments is one of the most trusted and efficient methods for shipping parcels within the EU and UK. While it may seem counterintuitive to traditional courier services, it is a widely accepted method of shipments within Europe, given that consumers realise their parcels may be travelling across numerous borders within the **27 EU countries and 4 EEA countries**.

An additional bonus is it's one of the most cost effective ranging between **€4.50-€9**, for up to **1kg** tracked.

From Amsterdam, you can typically **deliver within the UK in around 2-4 days**.

Shipping to the UK

With a postal service excluding Amsterdam you connect to Royal Mail UK who are consistently rated as number one amongst all UK parcel delivery companies. With integrated customs documentation built into our delivery service, you really get the best of all worlds.

One location for your stock holding, deferred importation fees, trusted delivery partners, **2-4 day** service through Royal Mail.

An addition bonus is its one of the most cost effective services ranging between **£5-£8.5** for upto **1kg** tracked.

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