

JB HI-FI

Marketplace

Seller Handbook

Our seller standards and important things
you need to know about selling with us.



Version handling

Version	Date	Issuer	Outline of changes
1.0	18/06/24	JB Marketplace Team	Initial Version
2.0	18/02024	JB Marketplace Team	Pricing & Availability

How to use this handbook

This handbook covers both our operation of, and your use of, JB Hi-Fi's Marketplace, our online platform enabling authorised third-party sellers (*Sellers* or *you*) to list, market, and sell approved Products to customers.

This handbook is designed to:

- help us operate with transparency
- set out our selling standards and expectations
- help define your role when you partner with us, so everyone knows their part

This handbook, together with each Seller's JB Hi-Fi Marketplace Seller Agreement (*Seller Agreement*) and any other documents referred to in them (such as the Integration Guide), make up the overall terms governing your use of the JB Hi-Fi Marketplace. Reading this handbook is not a substitute for reading and being familiar with the Seller Agreement and the other documents referred to above. If there is any inconsistency between the content of this handbook and the Seller Agreement, then the Seller Agreement prevails. Capitalised terms used but not defined in this handbook have the definitions given to them in the Seller Agreement.

Most links and URLs provided in this handbook are linked to the [Seller Portal Help Centre](#). These links will not be accessible until you have a Marketplace account. The information accessible via the links / URLs in this handbook is for reference only and does not make up part of the overall agreement between JB Hi-Fi and you. We do not warrant the accuracy or completeness of that information.

What we expect from our Sellers

When you partner with us, we expect you to reflect our core values in every interaction, just as we do with our teams, customers, and partners.

These values are the backbone of our business and are key to keeping our customers happy. Here's what we live by and what we expect from you.

-  We passionately exceed expectations.
-  We act with integrity, accepting responsibility and calling out what isn't right.
-  We respect everyone and empower our people.
-  We embrace change, innovate constantly, and learn from mistakes.
-  We show social conscience.

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Seller Service Levels (SLAs)

If you fail to meet one or more of the SLAs identified below as a "Requirement" then we may, at our discretion:

- remove one or more of your Product listings
- remove all of your Product listings (i.e. suspend your store) and conduct a review of your overall store performance

For serious or repeated failures to achieve the "Requirement" SLAs, we may permanently close your store, in accordance with the Seller Agreement.

Refer to [your store dashboard](#) and monitor emails about your performance metrics.

There are other reasons we may remove a listing for a specific Product(s). [See p.22 'Reasons for Product Listing Removal'](#)

The below metrics are calculated across all orders since the start of Seller activity

SLA	Expected	Requirement
Cancellation Rate Percentage of orders refunded (partly or in full) prior to shipping. <i>Customer canceled orders are excluded from this metric</i>	Less than 3%	Less than 5%
Cancellation Time The average time taken to refund orders cancelled prior to shipping, as measured from the date of order received. <i>Customer canceled orders are excluded from this metric</i>	Less than 1 Business Day	Less than 2 Business Days
Incident Rate Percentage of orders with one or more incidents raised against them. See later in this handbook for definition of "incident"	Less than 5%	Less than 7%
Late Shipment Rate Percentage of orders marked as shipped after shipping deadline in the Seller Portal	Less than 5%	Less than 7%
Refund Rate Percentage of all orders that have one or more refunds against them	Less than 5%	Less than 7%
Response Time Average response time across all orders for customer and/or JB Hi-Fi queries	Less than 1 Business Day	Less than 2 Business Days
Resolution Time Average time to resolve Queries/incidents/disputes across all orders ○ For queries: calculated from time query received by Seller ○ For incidents: Calculated from incident open time. ○ For returns: Calculated from Seller receiving a return.	Less than 2 Business Days	Less than 7 Business Days

About Marketplace fees

In exchange for having the right to sell Products on the Marketplace, Sellers will pay two types of fees:

- a fixed monthly subscription fee
- a commission, payable for every Product you sell on the Marketplace

There are currently no other fees payable by Sellers, however this may change in the future as we add new features and services for Sellers on the Marketplace.

In some circumstances the Seller Agreement allows JB Hi-Fi to recover other amounts from Sellers (e.g. where we pay to deliver returned Products to you). Please refer to your Seller Agreement for more information.

Monthly Subscription Fee

A fixed monthly subscription fee is charged per month.

- The fee is billed monthly in advance and is automatically deducted from your store's payable balance
- The monthly subscription fee applies per store, not per account. So, if you have multiple stores on the JB Hi-Fi Marketplace your monthly subscription fee will increase accordingly.
- The monthly subscription fee is charged regardless of your sales volume.

Commissions

Commissions are charged on every Product you sell through the Marketplace.

- Commissions vary by Product, depending on the category a Product falls into.
- Commissions are calculated based on a fixed percentage of the Total Price of each Product sold. The "Total Price" of a Product is that Product's listing price plus any delivery charges.
- Commissions are automatically deducted from your payable balance.
- Commissions are separate from, and apply in addition to, the Monthly Subscription Fees.

You can review specific category and subcategory commission percentages in your Store Portal from **Settings > Platform > Commission settings**. However, if there is a difference between the commissions set out on the Seller Platform and those set out in your Seller Agreement the commission set out in your Seller Agreement will prevail.

You can reconcile commission fee charges at any time in your Store Portal from **Accounting > Billing and documents**

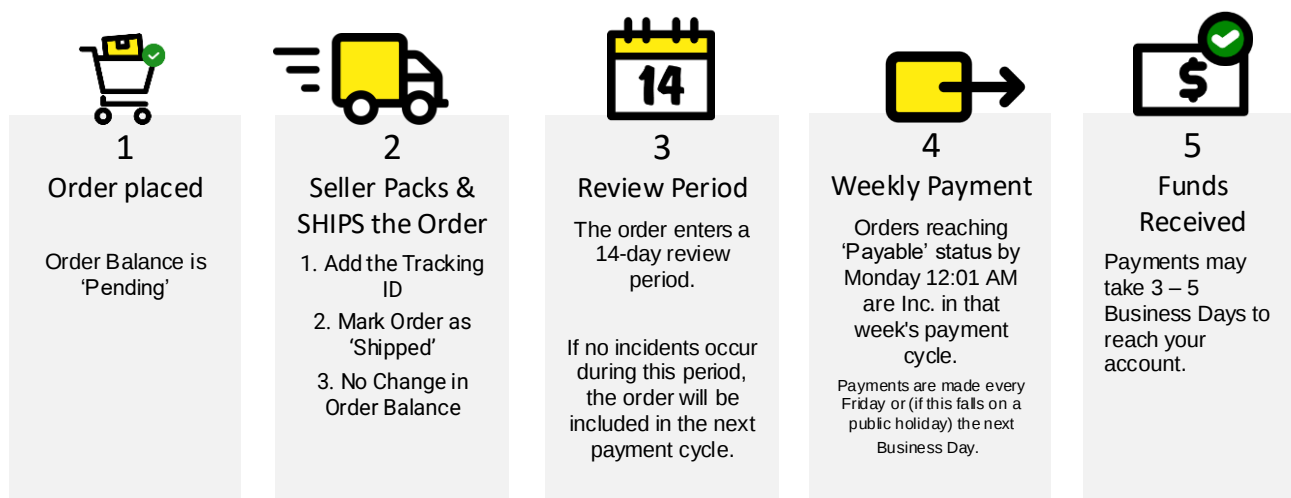
Seller Payments & Reconciliation

Seller payments will be generated on a weekly cycle, within 14 days of dispatch confirmation. Refer to the below diagram for additional details.

Payments are made only for 'completed' orders. To be eligible for payment:

1. All line items (Products) within the order must be shipped or refunded to be considered 'completed'.
2. No incidents should be open for any line item (Product) within the order.
3. Payments will include the total value of shipped orders, less Commissions and Permitted Deductions.

All payments will be processed via electronic funds transfer and typically appear in your account within 5 Business Days from the payment date.



Post-Payment Resources

Once the above payment has been made, you'll have access to the following resources to complete your internal financial processes.

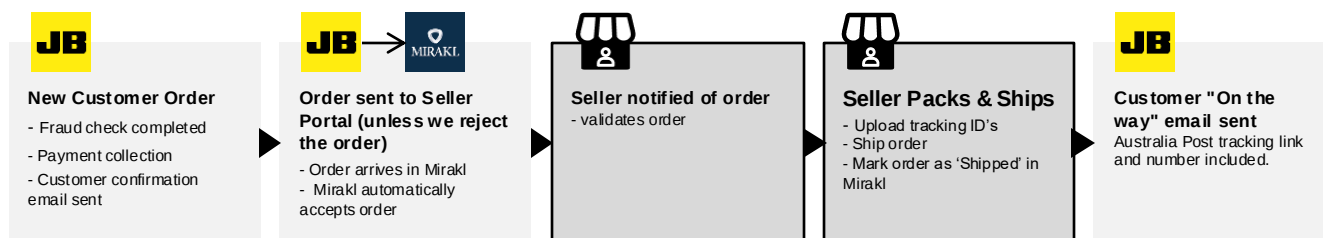
- Weekly Payment Invoice Receipt: You will receive an invoice by email.
 - This invoice will state an invoice number.
 - To download this invoice yourself, visit your Seller Portal: Accounting > Billing and documents.
- Reconcile Orders: Download a summary of transactions from the "Billing and Documents" page to check each order and invoice from the same billing cycle. This document is generated and available at the end of each billing cycle, provided there is at least one invoice for the current billing cycle.
 - Path: Accounting > Billing and documents > Billing cycles Download > Summary of transactions.
- Detailed Transaction History: To check in-depth details on the status of the order (including commissions and shipping charges), access the following:
 - In your Seller Portal: Accounting > Transaction History.
 - Each line item will have an 'invoice number' if an accounting document is linked to the transaction (i.e., if it has been paid).

For more details, [view the article here](#).

Order Processing, Shipping & Dispatch

Order processing

Below, you'll find a diagram that provides a clear overview of how order processes are managed across our Marketplace. This is designed to help you understand the distinct roles and responsibilities involved in managing orders. For details on managing orders within the Seller Portal, [view the article here](#) or the Integration Guide.



○ Order Acceptance

- Sellers do not need to accept orders. Orders are automatically accepted upon placement, as payment is collected at checkout.

○ Invoices

- We will generate a tax invoice in your name for all orders. The invoice is provided to customers once all line items are marked 'Shipped'.

○ Time-Critical Order Updates

- Customer Initiated: If a customer requests changes, we prioritise them. If our team can see that the order isn't completed, we will quickly forward these urgent requests to you. For example, 'Cancellation Request' or 'Change of Address'.
- Seller Initiated: In the occasional instance of an 'Out of Stock' or unexpected delay with an order, please update the order accordingly and immediately inform the customer of the change.

Shipping & Dispatch

Complemented by accurate tracking IDs, fast dispatch and delivery are critical to our customer experience. Each Marketplace delivery impacts upon customer trust in the JB Hi-Fi brand and affects our reputation. Sellers must adhere to these guidelines to ensure a consistent customer experience.

- Tracking Numbers: Mandatory tracking IDs for all orders.
- Supported Carriers: Initially, only Australia Post is accepted.
- Dispatch Times: Packages must leave your warehouse within 2 Business Days of order acceptance.
- Estimated Delivery Times: Must align with current Australia Post estimates.
- Supported Shipping Methods: Express shipping options are not displayed to customers at checkout, but you can use express tracking IDs if it is your standard method.
- Delivery Fees: Set by you but must not exceed the amount paid to your carrier.
- Restocking Fees: No restocking fees for goods purchased on the Marketplace unless otherwise agreed by JB Hi-Fi.
- Marketing/Promotional Material: Do not include invoices or marketing material in packages, except for marketing materials included by default with the relevant Product, as manufactured.

For more details, [view the article here](#).

Handling customer messages

Handling customer messages

At JB Hi-Fi, exceptional customer service is our priority. While we can handle some minor Marketplace communications, most of the time we need your help. All messages to connect you with the Customer will be sent through your Seller Portal Messaging Tool. You must check your Seller Portal regularly or integrate with [our Marketplace Platforms available APIs](#) for seamless communication.

Customers can't contact Sellers directly unless facilitated by JB Hi-Fi or if the Seller initiates contact. We may handle inquiries like 'Where is my order?' Otherwise, we'll ask for your help via a message in the Seller Portal. This message connects you and the customer and allows the customer to respond to your message via email, with the response visible to you in the Seller Portal message thread.

Messages from our team, including those connecting you with the customer, will be delivered through the Seller Portal under the 'Messages' tab. Each message will clearly state its topic, such as 'incorrect item received,' and will be facilitated in one of the following ways:

- Directly to the Seller, with an option to include the customer in your response via a 'include customer' tick box.
- Between the Seller and the customer from the outset.

Sometimes, a message may be associated with an 'incident' ([see p.12 'Incident Management'](#)). That is, the order has been flagged with an 'incident,' and the message is being sent to share further details. These must always be treated as a priority.

The types of messages you may receive include:

- Confirmation of shipping information
- Requests to cancel orders
- Specific Product-related questions
- Messages related to an incident (faulty Product, issue with the Product, etc.)

You must only contact the customer if needed and where directly related to an existing order. But if there are problems with the order let the customer know right away – don't wait for complaints.

Response Expectations

You must:

- Respond to all messages within one Business Day.
- Follow all privacy, consumer, anti-spam, and other relevant laws.

For more details, [view the article here](#)

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Incident Management, Remedies & Disputes

Incident management

An incident is any issue related to an order that could negatively affect the customer experience or marketplace operations (and includes, but is not limited to, any "Incidents", as defined in the Seller Agreement). All incidents are flagged by our team using the Seller Portal's incident management feature, which is designed to identify and resolve issues quickly. Each incident is categorised to ensure effective handling.

Remember that some incidents can impact your Seller ratings, making it crucial to provide a timely remedy and minimise the occurrence of incidents whenever possible. If an incident is not managed according to our expectations and the Seller Agreement, we may intervene and resolve the situation for the customer.

Viewing an incident

In the Seller Portal sidebar menu, select Customer Care> Incidents. For more details, [view the article here](#)

Incident Management Responsibilities:

- JB Hi-Fi can mark incidents as Open, Closed or Resolved within the Seller Portal
 - If there is an incident raised with regard to an order you must offer a resolution. If we disagree with your offered resolution our team can mark that incident as 'disputed' within the Seller Portal. See page 13, below, for more information on disputed incidents.
- Sellers can close incidents within the Seller Portal by processing a refund in full for the affected Product(s). Sellers cannot otherwise close an incident (e.g. by offering a different remedy, in the case of an allegedly defective Product) - currently only JB Hi-Fi can close incidents in the absence of a refund.

Incident Closure

An incident can be closed in three ways:

- A direct closure by JB Hi-Fi via the Seller Portal
- Closure after a full refund
- Automatic closure by our platform after 21 days.

Impacts of Incidents on Sellers

When an incident is opened, the funds for that order are frozen until the incident is closed. If the incident is not closed via a full refund, it will automatically be closed after 21 days unless we intervene. However, an incident being designated as "closed" does not affect our rights, customers' rights or your obligations in respect of that incident.

The following table clarifies whether certain incidents impact the "Incident Rate" SLA. See p.5 [Seller SLAs](#) for more details on this SLA:

Incident Reason	Impact on Incident Rate SLA
Incorrect Product received in order	Yes
Missing Product in order	Yes
Faulty Product received	Yes
Customer Dissatisfaction with Service Quality	Yes
Change of Mind	No
Change of Address	No

For more details, [view the article here](#).

Our commitment to customer remedies

Our approach to customer remedies for faulty products or "change of mind" returns is guided by our [Refunds and Warranties Guide](#), also known as the Blue Brochure. That guide outlines the minimum voluntary warranty protections for all JB Hi-Fi customers when they buy from JB Hi-Fi.

Although we do not require Sellers to adhere to our Blue Brochure for sales on the Marketplace, Sellers must understand how we support our customers to ensure a consistent and satisfactory customer experience.

If we need to intervene in a customer faulty Product or change of mind incident involving your store, we will provide a remedy that we reasonably consider:

- complies with applicable consumer law
- at a minimum, is consistent with the remedies we would offer for products we sell, as contemplated in the Blue Brochure

Any such remedy we provide is provided on behalf of the relevant Seller, and we will pass the cost of that remedy on to that Seller, as contemplated in the Seller Agreement.

Disputes

Disputed incidents

In our Seller Portal, the JB Hi-Fi team has the authority to dispute the outcome of an incident if:

- We disagree with the solution (or lack of solution) provided by the Seller.
- An incident has, in our opinion, been prematurely marked as closed without satisfactory customer resolution.
- An incident is not addressed promptly.

If we dispute the outcome of an incident, we can intervene to offer the customer such remedy as we reasonably consider the customer is entitled to, with any associated cost to be passed on to the relevant Seller. As a seller on the Marketplace, it is your responsibility to collaborate with our team to resolve any disputed incidents. Only JB Hi-Fi has the authority to mark a disputed incident as closed.

Our team is committed to resolving disputes promptly. If you notice a dispute that appears resolved but is still marked as open in the Seller Portal, please contact us. If a dispute is not closed by our team on the Seller Portal, it will be automatically closed after 60 days. An incident or dispute being designated as "closed" does not affect our rights, customers' rights or your obligations in respect of that incident / dispute.

Escalation process

If you disagree with a decision we make regarding a dispute or incident you have the option to escalate the matter. If you would like to do this, please contact us at marketplace@jbhifi.com.au.

Please include all relevant details, such as order numbers, any remedy provided, and your reasons for contesting the outcome.

For more details, [view the article here](#).

Returns & Refunds

Managing Returns

Where and how we accept returns

At JB Hi-Fi, we leverage our extensive store network and efficient online team to provide flexible and seamless return options. Our customers trust us to uphold the exceptional experience they've come to expect, whether in-store or online.

Keep your Return Warehouse address current and notify us immediately at marketplace@jbhifi.com.au of any changes to ensure accurate delivery of returned Products. We will not be responsible for any loss if your address is not kept up to date.

Online Returns

For all online returns, we create a message thread in the Seller Portal between the Customer and the Seller. The Customer can respond to the Seller via email, with the response available in the Seller Portal.

Change of Mind returns

The Seller will:

- Assess if the type of Product is covered by the JB Hi-Fi Marketplace change of mind policy or any more generous policy applied by the Seller.
- Assess if the time since delivery is within JB Hi-Fi's timeframe of 30 days or any more generous timeframe applied by the Seller.
- Communicate the return warehouse address to the customer, or if offering free postage/transport on change of mind returns, generate a consignment note for the customer and send it via the Seller Portal.
- Assess the product upon its return to their warehouse.
- Provided the change of mind return meets the relevant criteria, process the return and instruct the customer to place a new order for the requested colour/style (if required).
- See p.17 '[Refunds](#)' for more information on how we deal with in-store change of mind returns.

Allegedly Faulty / Non-Compliant Products

The Seller will:

- Generate a consignment note for the customer and send it via the Seller Portal.
- Assess the product upon its return to their warehouse.
- Offer the customer an appropriate remedy, considering the Seller's obligations under Australian Consumer Law, any manufacturer's warranties, and any other voluntary warranties the Seller publishes on the Marketplace, at a minimum. If a customer is not satisfied with the remedy, they can contact our team for intervention. See p.14 '[Our Commitment to Customer Remedies](#)' and the Seller Agreement for more details.
- Process returns and repairs, arrange and fund repairs, provide replacements, re-provide services, and handle all refunds through the Seller Portal.
- Ensure any repairs are carried out in Australia, by qualified personnel authorised to perform these repairs and cover all associated costs, including collecting and returning the affected product.
- Propose a resolution as soon as reasonably practicable and, in any event, no more than five Business Days after the later of receipt of a complaint or receipt of the affected Product.

See the following page which outlines 'In-store Returns'.

In-Store Returns

We will encourage customers to return Products to you via the online process. However, customers may still decide to return a Product to one of our stores, in which case the following applies:

- We verify whether the Product is being returned under the 30-day 'change of mind' policy or due to suspected faults or non-compliance.
- We do not assess Products for faults or check the condition of Products. This is the Seller's responsibility, upon return of the Product to their warehouse.
- We will generate a consignment note for the customer, arrange the Product's return to your return warehouse, and provide the return tracking ID to you via the Seller Portal. All of the Seller's other obligations set out on the previous above under the heading "Allegedly Faulty / Non-Complaint Products" or "Change of Mind returns" otherwise apply in respect of in-store returns.
- Sellers are responsible for all in-store return shipping costs. The exact return shipping rate will be charged to your Seller Portal.
- In some instances, we may refuse to allow in-store returns – e.g. if we consider a Product or any component may cause injury or damage to property.

Processing Refunds

How to process a refund

Regardless of how a return is initiated, the Product will be returned to the Seller for processing. Where a refund is payable, you must initiate that refund through the Seller Portal as soon as reasonably practicable (and, in any event, within five Business Days of receiving the Product back in your warehouse).

To process a refund within your Seller Portal, you'll need to:

- In the Seller Portal menu, click on Orders > All orders.
- Select the relevant order from the list.
- In the top right corner, click Refund > Full Refund.
- Choose a reason for the refund from the drop-down list.
- To see more details, click on the View Refund Details link.
- Click Refund.
- In the "Confirm refund" window, click Confirm.

Our platform will automatically send a message to the customer to let them know about the refund. If the customer is not expecting a refund or the refund is related to a long-running issue, please let the customer know that a refund has been processed (and why, if additional detail is required) using the existing message thread.

For more details, [view the article here](#).

JB Hi-Fi Marketplace Seller Handbook

Pricing & Availability

Pricing & Availability

Products sold by JB Hi-Fi or The Good Guys

JB Hi-Fi launched the Marketplace to expand the range of products and services available to its customers on its website by granting third-party sellers the right to sell approved products and services that are not otherwise sold by JB Hi-Fi or The Good Guys (together, the JB Hi-Fi Group) on that website. As such, Sellers outside of the JB Hi-Fi Group will not be permitted to sell products/services on the Marketplace that are sold by the JB Hi-Fi Group.

Buy box selection (a.k.a Sellers "winning" a listing)

Where there is more than one Seller on the Marketplace offering the same Product, the winning listing (being the only listing for that Product that is visible to customers at the relevant time) will be based on the following criteria:

- Stock Levels: The Seller must have the Product in stock.
- Offer Price: The Seller must offer the lowest Listing Price for that Product at the relevant time.

If multiple listings satisfy both the above criteria, the ultimate winning listing will be selected from amongst those listings based on which offer was created first with an 'active' offer state in the Seller Portal. [Read more on 'Offer Statuses' here](#). Additional criteria may be added in future.

Pricing guidelines

- Extra Fees: Sellers are prohibited from charging customers any additional fees beyond the Total Price on the Marketplace. The Total Price is the Listing Price plus the Delivery Fee.
- Prices: While JB Hi-Fi expects that prices on the Marketplace will be competitive, Sellers have complete discretion to determine their own prices - although JB Hi-Fi can remove a Product listing if it reasonably believes that a Seller is engaging in 'price gouging'.
- Price comparisons: Currently, the Marketplace does not include a provision for Sellers to make comparative pricing claims (comparing current prices to other prices, e.g. 'strike through' or 'was/now' or 'save' pricing). This may change in the future.
- GST (Goods and Services Tax): All pricing must include GST. The default GST rate is 10% unless otherwise specified.

Accuracy and maintenance

Sellers must regularly update their Product listings on the Marketplace to reflect current pricing, availability, and estimated delivery dates. If an order is placed for a Product with an incorrectly published listing price or delivery fee, we may require you to complete the order at that price, acting reasonably.

You are responsible for ensuring the accuracy of all information you publish on the Marketplace, including stock availability. Note that any manual updates made in the Seller Portal will be overridden by any automated API or connector integration you have configured.

For more details [view the article here](#) or refer to the Integration Guide.

JB Hi-Fi Marketplace Seller Handbook

Product Guidelines & Management

Product Guidelines and Management

Product Selection and Ranging

During the onboarding process, we will discuss and determine the range of products/services that are most suitable for JB Hi-Fi customers and that you are authorised to list on our Marketplace.

It is crucial that you manage this range effectively, ensuring that only products/services that we have expressly approved are submitted to the Seller Portal for listing.

Key factors for Product selection on the Marketplace:

- Suitability: JB Hi-Fi considers that the product/service is appropriate for JB Hi-Fi customers.
- Barcodes: All products/services must have accurate and verified barcodes. Misuse or inaccuracies can cause order errors, invoice issues, and product/service removal.
- Stock Availability: Ensure sufficient stock is available for immediate sale.
- Product Condition: Only "New" condition Products are accepted, unless we agree otherwise.
- Packaging: Products must be professionally packaged and ready for sale on the Marketplace.
- Original Packaging: Include original English-language packaging and documentation.
- Regional Compatibility: Products must be suitable for use in Australia, including proper plugs and power supplies.
- Manufacturer's Warranty: Products must have a manufacturer's warranty claimable in Australia.
- Compliance Check: Confirm Products meet all relevant laws, standards, and product safety regulations. Please keep in mind that you are responsible for ensuring that any Product you list on the Marketplace complies with all applicable laws, standards, regulations, and any requirements in this handbook or the Seller Agreement.
- Product Size: Ensure goods are suitable for parcel fulfillment via Aus Post. Big and bulky goods are not supported during our launch phase.

Product Descriptions

All Product descriptions must comply with consumer laws, ensuring they are truthful, clear, accurate, and not misleading or deceptive. "Descriptions" for this purpose include any information about the Product's qualities, origins, components, characteristics, features, benefits, or uses, whether found on the Product, on the packaging, in documentation relating to the Product, or in Product descriptions on the Marketplace.

To avoid misleading or deceptive conduct, Sellers must be able to substantiate any claims made about their Products. JB Hi-Fi may remove any description or claim which it suspects cannot be substantiated.

You must consider the following when creating Product listings on our Marketplace:

- Do the statements accurately reflect the facts?
- Do you have evidence to back up the claims?
- Are the statements clear and truthful?
- Does your description include a link to the relevant external source, study, or technical information?

For more details see:

- [False or misleading claims](#)
- [Environmental and sustainability claims](#)

Ethical Sourcing & Sustainability

JB Hi-Fi is committed to ensuring the products and services sold on its Marketplace are sourced in an ethical and sustainable manner. To do so, JB Hi-Fi Group has established an Ethical Sourcing Policy outlining the minimum standards we expect of Sellers with respect to the management of social and environmental risks. Sellers are responsible for monitoring and assessing ongoing compliance with our Ethical Sourcing Policy within their business operations and supply chains. From time to time, we may request additional information to assess compliance with our policy. Any Seller who sells Products on the JB Hi-Fi Marketplace is deemed to have accepted, and agreed to comply with, our [Group Ethical Sourcing Policy](#).

Policy and Sustainability Initiatives

Whilst the Group's Ethical Sourcing Policy provides Sellers with our minimum social and environmental standards, we love it when Sellers go above and beyond these requirements. Sustainability is an important part of how JB Hi-Fi Group operates. Both JB Hi-Fi and The Good Guys have sustainability plans focused on minimising the business's impact on the environment and ensuring the health, safety and well-being of our team members. We encourage all our Sellers to learn more about the progress we are making against our social and environmental goals through the [JB Hi-Fi Limited Sustainability Report](#).

Regulated Products, Product Safety, and Standards

As a Seller on the JB Hi-Fi Marketplace, you must ensure that Products you sell on our Marketplace comply with Australian standards, regulations, and laws.

Legal Compliance

Before listing any Products, Sellers are advised to review applicable Australian laws and seek professional advice. The ACCC's Product Safety Australia website is a valuable resource, offering comprehensive information on Australia's product safety regulations: [Product Safety Australia](#)

Different government agencies are responsible for monitoring and regulating the safety of different types of products. These agencies may designate specific standards your Products must adhere to, some of which must be displayed on a Product listing.

Category Compliance Requirements

JB Hi-Fi might ask for specific product listing details for certain categories to be submitted in a standardised way, to be displayed or communicated to customers. This helps keep the information consistent and easily accessible. However, it remains the Seller's responsibility to include all the required standards and details for product listings as required by law or by any government agency, even if JB Hi-Fi doesn't specifically ask for them to be included within our standardised forms.

Listing Products and Test Reports

Sellers must promptly provide JB Hi-Fi with any compliance certificates, test reports or similar evidence showing that your Product is safe and compliant, upon JB Hi-Fi's request.

For guidance on product testing and important considerations for Sellers, refer to the Australian Competition and Consumer Commission (ACCC) resource: [Product Testing | Product Safety Australia](#)

Reporting an Intellectual Property Claim

If you become aware of anything on the Marketplace that you consider infringes your intellectual property rights, you can submit a claim by emailing marketplace@jbhifi.com.au with proof of IP ownership and detailed allegations of infringement. We will send you a form to complete. After you submit the completed form, we will review and investigate your claim. We aim to respond within 10 Business Days.

Examples of infringement:

- Products displaying a trademark, such as a logo, without authorisation from the rights owner.
- Illegitimate reproductions of audio, video, or other media.
- Use of a rights owner's images or text in a listing without permission.

Sellers implicated in a claim will be contacted and must respond or submit counter-evidence within 5 Business Days. If the claim is upheld, the infringing listing will be modified or removed. Impacted Sellers can dispute this outcome by submitting additional information. Repeat or unresolved infringements may lead to the removal of any affected listing and potential removal of the offending Seller from the Marketplace.

Product Recalls and Safety Incidents

To safeguard customers and comply with the law, it is crucial that you inform us immediately if you become aware of any Product sold by you on the Marketplace that has caused injury or poses a safety risk, regardless of whether or not that specific unit was sold through the Marketplace. This includes any incidents requiring medical treatment, potential harm to the public, or product recalls in any jurisdiction. Under Australian law you may also need to notify the ACCC if Products sold by you cause injury requiring medical treatment or death. You should obtain professional advice regarding your obligations in this respect.

Action Required: If an incident has caused damage, injury or death, notify us immediately using the contact information below and any other available means.

Contact Information

Email marketplace@jbhifi.com.au with the subject Line **'Product related incident'** specifying the exact Product

Marketplace Actions

If any Product sold by you is involved in a recall or we have any other reason to be concerned about its safety, we reserve the right to remove the Product from the Marketplace immediately, without prior notice, to ensure customer safety.

Reasons for Product Listing Removal

We may need to remove Product listings for a number of reasons. The Seller Agreement sets out our Product listing removal rights in more detail. However, potential grounds for removal include:

- Pricing & stock errors
- Product content data inaccuracies
- Data content not meeting minimum standards
- Product listing content that is suspected of being in breach of Australia Consumer Laws
- Products that do not meet product safety laws
- Products that may give rise to legal risks
- Products that may give rise to ethical/moral issues

Depending on the severity of the underlying issue, affected Product listings may be temporarily and/or permanently removed from the Marketplace.

Unauthorised and Restricted Products

You may only sell Products on the JB Hi-Fi Marketplace which have been expressly authorised for sale by us in advance, in our absolute discretion. In particular, please note the following:

Banned products

You must verify that any Product listed on our Marketplace is not banned for sale in Australia, as designated by Product Safety Australia ([view here](#))

Prohibited or restricted products

Products prohibited or restricted for sale include:

- 1.Products designated as "banned" by Product Safety Australia ([view here](#)).
- 2.Products listed as prohibited by the Australian Border Force (ABF) ([view here](#))

Additional restrictions

We will not authorise any of the following for sale on the Marketplace:

- Counterfeit goods.
- Licensed material without proper authorisation from the rights holder.
- Tobacco products.
- Medicines.
- Gambling-related products.
- Vapes or cigarettes
- Any form of drugs.
- Financial products or securities.
- Any credit used for gambling.
- Adult content.
- Pseudo-financial products such as cryptocurrencies.

Product content standards

Product Pages (PDP)

The following guidelines apply to the visual content on the product detail page (PDP). This is not a complete list of attribute (specification) requirements; for more details, refer to **the Integration Guide**.

Attribute	Accepted	Not Accepted
Images	- Size: - Minimum: 1000px (width or height) - Ideal: 1200x1200px - Aspect ratio: Product fill: Min. 80% of frame - Max file size: Up to 5MB - Format: PNG, JPEG (pre-trimmed) - Background: - Main image: Clean, white, no overlays - Subsequent images: Lifestyle imagery allowed - Quantity: Up to 10 images per listing - Additional guidelines: - Include different angles and lifestyle shots - Display only included items, no accessories - Show only the colour of the SKU listed	- Borders, watermarks, text, or other decorations: - No borders, watermarks or text in images. - Hero (Image-1) backgrounds: - Plain white background only; no coloured backgrounds or lifestyle imagery. - No text or overlay. - Product display: - Show only the exact Product for purchase. No additional products or accessories. - Promotional elements: - No promotional text, logos, watermarks, or symbols.
Product Titles	- Min details: Brand, Gender, Model, Product, Colour - Ensure proper casing for all information - Use appropriate keywords to describe the intended use of the Product - Maximum 100 characters	- ALL CAPS - Promotional language - Irrelevant keywords
Product Description	See p.27 'Product Descriptions'	
Key Features	Key Features can be provided in two locations: the individual attributes (keyfeatures1, keyfeatures2, etc.) and nested within the description attribute as text. You may opt to complete both or just one. Within the description: - Bold header "Key Features" - Key selling points, each on a new line - Minimum of three to a max of 20	- Avoid using bullet points - Claims must follow the guidelines noted on p.20
What's in the box	It is important to communicate to customers exactly what they will be receiving. We do this via a 'What's in the box' field. Package Contents can be provided in two locations: the individual attributes 'What's in the box' and/or nested within the description attribute as text. You may opt to complete both or just one. Within both methods, use the following: - Dot points - Numerical descriptions of each line item. - For example: 1 x DJI Mini 3	

Product Descriptions

The following criteria fall under the 'Product Description' attribute. These standards reflect the gold standard for engaging customers on the JB Hi-Fi Marketplace. To attract more customers and meet their expectations, aim to meet these standards within your Product Description. This is not a complete list of attribute (specification) requirements; for more details, refer to **the Integration Guide**

Criteria	Accepted	Not Accepted
	A detailed description of 1 to 10 paragraphs. The first paragraph and first 500 characters are crucial for product relevancy.	
Structure	Key features may be nested within the description and/or using specific attributes; these are displayed in two locations on the PDP. Refer p.25 'Key Features' for formatting requirements.	Media in descriptions
Text Format	Plain text	Alternate fonts or colors
Text Styling	○ Bold (within reason) ○ Italics (within reason) ○ Reduced-sized font for disclaimer text ○ <u>Basic HTML</u>	○ All CAPS
Text Alignment	Justified paragraphs only	
External Hyperlinks		○ Not Accepted (excl. claims)
Language and spelling	○ Australian English ○ Spelling and grammatically accurate	
Claims	Nested within and located at the base of the description attribute: ○ Reduced font size ○ Claims linkage: links back to claims made in the description or features using asterisks and special characters ○ External links are allowed if directing to relevant studies or technical information ○ See 'Product Descriptions'	○ Absolute language (e.g., "Fastest processor on the market") ○ Greenwashing ○ Awards claims ○ Customer review claims Or any other claim that cannot be substantiated or is not aligned with See 'Product Descriptions'
Offer information		○ Name of Seller ○ Shipping information (including terms and conditions for shipping/delivery) ○ Return information <i>or any other information specific to your offering only.</i>

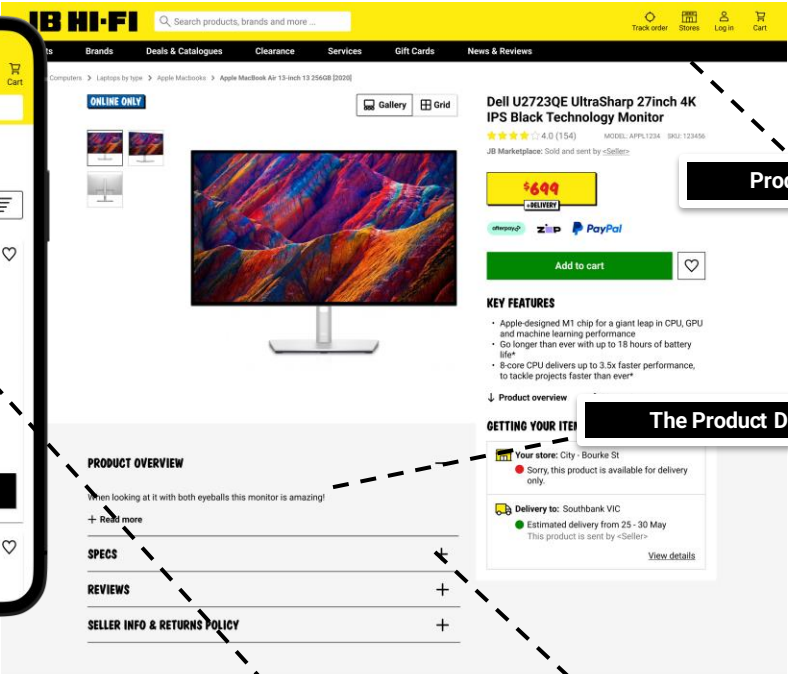
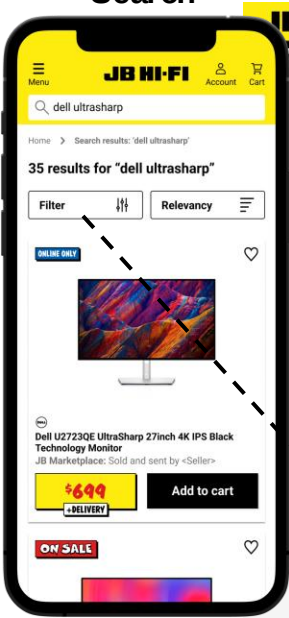
Important: Each category has specific mandatory or recommended attributes. Completing these is crucial for optimal filtering and search results, regardless of description quality. Refer to the **Integration Guide, Seller Portal, and APIs for details.**

Example Listing Content

The Master Product Data Sheet, managed centrally by JB Hi-Fi, consolidates data from individual Product Data Sheets provided by each Seller. As a result, any Product listing's content may reflect your data or a combination of your data and other sources. Our Marketplace allows Sellers to manage and refine their original data while providing view-only access to the finalised master product content created by JB Hi-Fi.

Action Required: If your offer's product data does not accurately represent what you are selling, it is the Seller's responsibility to notify us immediately.

Search



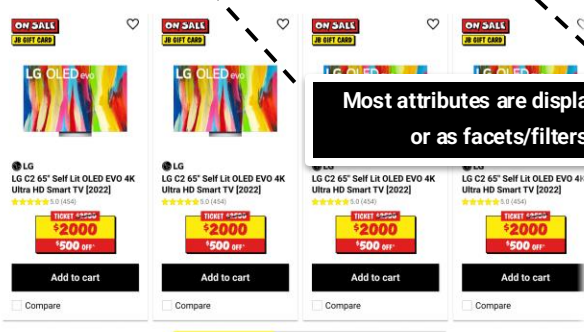
Product Title

The Product Description

Product page



RECOMMENDED FOR YOU



Most attributes are displayed as 'Specs' on the PDP or as facets/filters in search results.

JB HI-FI

Australia's largest home entertainment retailer.

HELP & SUPPORT

Help & Support
Faulty goods returns
Refunds & Warranties guide
Advertised offers
Catalogue corrections
Scam alerts

STACK HUB

STACK Hub
Movies & TV
Music
Gaming
Tech
Competitions
Guides & tips

COMPANY

About us
Jobs
Investor information
Social responsibility
BYOD Portal
JB Hi-Fi Business

