

MASTER PLAN

EXPORT & SALES

GROWTH PATH

PRICE LIST

SOLUTIONS OFFERED

DATA-DRIVEN EXPORT SOLUTIONS

HOW WE WORK

WHERE PS24 DON'T INTERVENE

This document provides a concise overview of export and sales strategies in global markets, with the aim of aligning activities and growth opportunities in the short to medium term. The focus is on sustainable, measurable, and results-oriented planning at the lowest market prices.

NO MIRACLES JUST HARD WORK

By leveraging our algorithms and Alibaba AI, we process large volumes of data and transform them into real opportunities, working on the following basis:

KEY DATA

50m

Active buyers on
the Alibaba platform

200+

These are the countries we
currently operate in

19

Supported languages to
interact with buyers

A SERIOUS GROWTH PATH

We don't believe in miracles - we believe in data. Through meticulous analysis, we uncover actionable opportunities and empower our clients to seize them.

ONBOARDING & SETUP (First 2 months)

We seamlessly integrate the client's products into our showcase, handling design, sales terms, and all legal requirements (contracts and KYC), ready for a fully compliant market launch.

STARTUP (Launch & Validation) (First year)

Validate product development and market fit internationally by launching digital solutions that generate real feedback, actively involving potential importers. The goal is to prove a concrete and profitable global or niche demand that can drive the first orders.

DEVELOPMENT (Early Growth) (Second year)

In this second phase, we help companies rapidly scale exports, customers, and revenue through data-driven marketing and sales strategies powered by Alibaba tools. The challenge is to efficiently manage large volumes of targeted information to strengthen existing markets and successfully open new ones.

MATURITY (Growth & Consolidation) (Third year onwards)

We support companies in strengthening existing markets and expanding into new countries through data-driven growth strategies, enabling targeted, low-risk investments. The challenge is to act as a strategic partner that, through data delivery, enables diversification and sustainable growth in global markets.

PRICE LIST

The contract can be ended at any time, with no penalties or hidden clauses and the services will continue to be delivered with the same quality and commitment until the end of the prepaid six-month.

KEY INDICATORS

**FIXED
MONTHLY**

**ADVERTISEMENTS
(ADS)**

**COMMISSION
ON SALES**

MORE ACCURATELY

FIXED MONTHLY FEE FOR ANY PRODUCT PROMOTED

A fixed monthly fee for maintaining and developing the Alibaba platform presence.

ADVERTISEMENT (ADS) - THE KEY TO SUCCESS

The advertising ads fees is fully allocated to Alibaba. No profit is generated for us.

COMMISSION ON SUCCESSFULLY PROCURED SALES

After dedication and hard work, we can finally share in our clients' success through a fair and transparent commission.

SINGLE PRICING PLAN

WITH US, JUST ONE ORDER IS ENOUGH TO
COVER THE COST AND GENERATE A PROFIT

FIXED MONTHLY

One product/month: **€ 10.00/month/product**

ONBOARDING -70% less:	€ 3.00/month/product
STARTUP -70% less:	€ 3.00/month/product
DEVELOPMENT -35% less:	€ 6.50/month/product
MATURITY Full price:	€ 10.00/month/product

ADVERTISEMENTS (ADS)

ADS fees/six-months: **€ 2500.00/six-months**

ONBOARDING No fees:	€ 0.00/six-months
STARTUP -70% less:	€ 750.00/six-months
DEVELOPMENT -35% less:	€ 1625.00/six-months
MATURITY Full price:	€ 2500.00/six-months

COMMISSION ON SALES

Our Commission Standard: **8%/min+15%/max**

ONBOARDING No fees:	0%/min+0%/max
STARTUP Full Commission:	8%/min+15%/max
DEVELOPMENT Full Commission:	8%/min+15%/max
MATURITY Full Commission:	8%/min+15%/max

BUNDLED SOLUTIONS

WE PROVIDE BUNDLED SOLUTIONS THROUGH A SINGLE PRICING PLAN

All these solutions are provided through a subscription to our Single Pricing Plan.



NO CONFLICT
If You Have an Alibaba Account Already



IMMEDIATE
Premium Status for Our Clients



A DEDICATED SHOWCASE
On Alibaba.com



NO BUY & RESELL
Only Success-Based Fees



BUILDING TRUST FOR MUTUAL
GROWTH
Contractual Simplicity - Agency Agreement



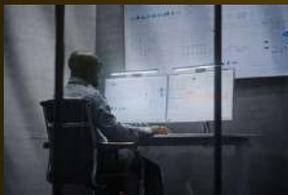
OFF-PLATFORM
Full Respect for Client Autonomy



IN-PLATFORM
Complete Marketing Management



“INDIRECT ADVERTISING”
High-Performance Relationship



ADVANCE ANALYTICS
Via “Alibaba.com Data Analytics”



PS24’s SMART TRADE NETWORK
Direct Connections for Faster, Safer
Deals



ACCESS
To Alibaba’s Complementary Services



DATA SECURITY
Advanced Data Protection Protocols



PRIVACY
Data Protection Registration Certificate

DATA-DRIVEN EXPORT SOLUTIONS

AI-powered and data-driven, PS24—with Alibaba’s global reach—spots real-time demand worldwide and converts it into profitable export opportunities. Your next big deal starts here.

KEY INDICATORS

MISSION

VISION

APPROACH

MORE ACCURATELY

MISSION

Driving food & beverage excellence toward sustainable global growth, while cutting risk and speeding up market entry worldwide.

VISION

Our vision is to become Europe’s leading data-driven platform for the international expansion of food & beverage companies.

APPROACH

Beyond consulting: structured, results-focused export journeys that create lasting partnerships and bring Made in Italy and Made in Europe to the global stage.

HOW WE WORK

MARKETING INTEGRATO IN PIATTAFORMA ALIBABA PER:

MAXIMIZE VISIBILITY
MINIMIZE COSTS
DRIVE RESULTS

We fully and continuously manage all marketing and sales activities directly on Alibaba, leveraging native tools, centralized contacts, and advanced digital optimization. The result? Performance that far exceeds what a single company could achieve on its own.

COMPLETE MARKETING WITH GUARANTEED RESULTS

CUT YOUR ADVERTISING SPEND BY UP TO 75%

- Bulk-Negotiated Rates with Alibaba: Same Results, 75% Lower Costs.
- Example: €20,000/year → Just €5,000/year for premium sponsorships.

OPTIMIZED FOR SPEED & CONVERSIONS: +40% PERFORMANCE BY LEADING ALIBABA'S SEARCH RANKINGS

- Faster Leads with algorithmic priority placement in Alibaba's search.
- Indirect Advertising (Pre-Qualified Leads at zero acquisition cost).
- Gold/Verified Supplier Status - Instant Credibility.

PREMIUM VISIBILITY IN JUST 6 MONTHS

- **PERMANENT PRESENCE ON ALIBABA'S HOMEPAGE:**
 - Premium Sponsored Ads (Position #1) **at 90% lower costs.**
 - Strategic Keyword Advertising to capture high-intent buyers.
 - AI-Powered Query Optimization for maximum visibility.
- **Maximizing Your Star Rating:** Why 5-Star Sellers on Alibaba Generate 300% More Leads Than 3-Star Competitors.

“INDIRECT ADVERTISING” HIGH-PERFORMANCE RELATIONSHIP

PS24's Indirect Advertising is an effective B2B lead generation model on Alibaba that goes beyond traditional advertising. **Thanks to a unique, multi-sector showcase of Italian and European food & beverage products**, PS24 reaches qualified international buyers and creates opportunities that a single supplier could not achieve on its own.

The system combines inbound inquiries from already motivated importers, proactive actions on the most promising RFQs, and cross-selling of products.

Result: greater trust, multi-product orders, higher average order value, and steady growth without direct advertising costs.

PS24'S SMART TRADE NETWORK

PS24's Internal Sales Network is an advanced commercial ecosystem that **connects verified sellers with reliable international buyers, enabling fast, secure, and targeted transactions**. Thanks to a constantly curated bilateral database, PS24 turns real-time requests into concrete business opportunities, overcoming the limitations of traditional platforms.

Our clients gain access to an exclusive network of pre-selected buyers, receive tailored inquiries, and negotiate directly, without intermediaries. Buyers, in turn, can submit detailed requirements and immediately connect with certified suppliers, obtaining fast quotations and competitive terms.

Result: A more efficient commercial process, with shorter sales cycles, strong partnerships, and scalable growth, within an environment built on trust, speed, and collaboration.

WHERE PS24 DON'T INTERVENE

OUR PHILOSOPHY: TOTAL FREEDOM, ZERO INTERFERENCE

PS24 was created to connect sellers and buyers within the Alibaba ecosystem, while leaving customers full decision-making freedom over everything that happens outside the platform.

Our role is clear and focused: we create visibility, connections, and opportunities, without interfering in the strategic, commercial, or marketing choices of our customers.

MORE ACCURATELY

PS24 DOESN'T INTERVENE IN OR INFLUENCE:

Product and brand decisions, including which items to present, how to position them, which brands to use, and when to update them.

Pricing and commercial terms, including pricing strategies, discounts, MOQs, delivery terms, and logistics.

Customization and private label, including custom branding, dedicated packaging, product adaptations, and market-specific certifications.

Marketing and brand development outside Alibaba, including websites, social media, advertising, trade shows, PR, digital campaigns, and offline activities.



(Trademark of Bastianello Paolo Limited)

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Gold Supplier



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