

Getting started on noon

The New Seller Playbook



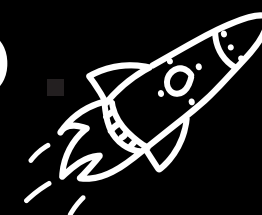
noon


→ Welcome to **noon**

We're building
the **region's**
leading digital
marketplace,
and we're
doing it ***fast.***

Sellers like you are at the heart of this story. With noon, you can tap into millions of customers across the GCC, Egypt and more — all through a homegrown platform made for this region.

Ready to scale?
Let's go





Why sell with noon?

Millions of shoppers

- noon is one of the Middle East's largest digital marketplaces — from fashion to electronics to groceries.

Local advantage

- Built for the region, by the region. noon's seller support, payment systems, and logistics are tailored for MENA.

Growth tools

- Get access to insights, ad credits, brand support, and fast delivery options like Fulfilled by noon (FBN).

How to start

Choose your selling strategy:

Brand Owner:

You've built your own product.

Now it's time to own the customer too.

Sell under your brand, control your story, and build long-term loyalty. noon gives you the tools to create branded storefronts, protect your IP, and push your products to the front of the line with tailored marketing options. Whether you're launching a fresh brand or scaling an established one, we'll help you grow smart — and fast.

Reseller:

See an opportunity? Grab it.

If you've got access to great products that people want — electronics, fashion, beauty, home goods, you name it — list them on noon and move fast. Reselling is all about smart sourcing, sharp pricing, and quick inventory turns. noon's advanced dashboard and dynamic pricing tools make it easier to stay competitive and scale your volume.

Registration Basics:

- Business email or personal email ID
- Active phone number (Preferably with WhatsApp enabled)
- Valid ID proof (Emirates ID/National ID or Passport) and email ID of authorized personnel
- Bank account details
- Trade License (for businesses), freelance certificate (for Saudi)

** VAT certificate (for UAE)*

** Only if your turnover is over 375k AED*

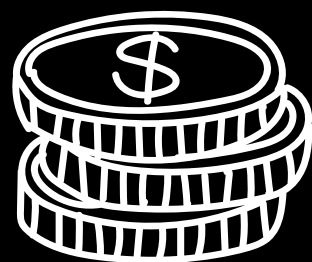
Seller Account Setup

- **Create an account** – Verify your email and phone via OTP
- **Set up your noon store**
- **Submit legal documents** – We'll review and verify your entity
- **Agree to noon's T&Cs** – To activate your store
- **Add payment details** – So you can get paid once live

⚡ GOOD TO KNOW

The faster you upload your docs, the faster you start selling.
Have everything ready to speed up onboarding and approvals.

Seller Fees, Explained



Referral fees:

Every time you make a sale, noon takes a small commission — a % of the total sale price, including delivery. The rate depends on your product category. (Fashion, electronics, beauty — each has its own bracket.)

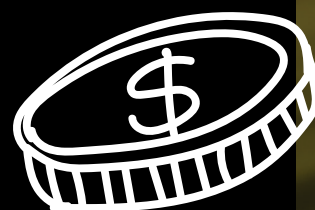
The commission fee helps us cover labor and operational costs — so we can keep supporting and growing your business on noon.

You'll always have full visibility in your dashboard, so you know exactly what you're earning.

Fulfillment fees (FBN):

Using Fulfilled by noon (FBN)? Smart move.

You'll pay a fulfillment fee that covers picking, packing, storing, and delivering your products straight to the customer's door. In return, you get faster shipping, happier customers, and access to prime placement on noon — which means more eyeballs and more sales.



Direct ship fees (Fulfilled by Partner):

Prefer to handle order fulfillment yourself? noon's Direct Ship service can pick up your products from your location for a small fee.

You stay in control of your inventory while letting us handle the logistics legwork — including faster deliveries and cash-on-delivery (COD) options for customers.





Emirati or Saudi National?

The Mahali program was created for you

Benefits:

- 25% off noon referral fees
- 2% annual cashback
- No referral fee to be paid on the sales, for a month
- A dedicated account manager
- On-demand, one-on-one training

Who's eligible?

- Trade license must be under an Emirati or Saudi national (or have one as a partner)
- We also support local households — spouses and children of nationals qualify with proof like a national ID
- F&B business? You can't sell through Mahali, but we'll route you to noon Food.

🔥 HOT TIP:

Link your noon store to your socials (Instagram, TikTok, etc.) to drive more sales.

Your Seller Hub: noon Partners

Once you're onboarded, noon Partners becomes your home base – the engine room where you run your business.

Here's what you can do:

- **Manage listings:** Create, edit, and optimize your products to stay sharp and competitive.
- **Track inventory:** Know what's selling, what's low, and when to restock – all in real time.
- **Ad campaigns:** Create, edit, and optimize your ad campaign to get more eyes on your products.
- **Monitor orders and performance:** Keep tabs on sales, customer feedback, and your key health metrics to stay ahead.
- **Access training and reports:** Learn new tricks, dig into performance insights, and find out what's working (and what's not).
- **Get direct support:** Hit a snag? Open a case and get help from our dedicated seller support team – fast.

🔥 HOT TIP:

Don't leave your brand store page blank. Add a banner that represents your brand and add your logo to attract more customers. **More branding = more trust = more sales!**

Listing your products



💡 PRO TIP:

If your product only changes by color, size, or scent, bundle it as a variation under one master listing. It's faster for you — and easier for customers to find the right option.

Restricted categories: Some products (like certain foods or health items) require noon approval to list.

Before you launch your first product, make sure you're ready with the below:

Product ID:

You'll need to provide a unique product reference that can be mapped in our system. For some categories, that means a UPC, EAN, or GTIN. Don't have one? You can request a GTIN exemption from noon if your product qualifies.

Clear product images:

Think clean, think sharp. Your images should be on a white background, minimum 660 x 1000. Bigger and crisper images = more clicks = more sales.

Strong titles and bullet points:

Write clear, high-impact titles and bullet points that tell customers exactly why they should buy.

Relevant keywords:

Keywords = discoverability. Add smart search terms behind the scenes to help your products surface first when customers are hunting.

Shipping orders



You've got two options for getting your products into customers' hands

Fulfilled by Partner (FBP):

You control the packing and shipping. Want backup? Use Direct Ship — noon's logistics network picks up from your location and delivers straight to customers. Fast, trackable, and cash-on-delivery ready. Perfect if you want to stay hands-on but streamline the heavy lifting.

Fulfilled by noon (FBN):

Want to scale faster? Ship your stock to noon's fulfillment centers. We'll store it, pick it, pack it, ship it, and even handle customer service and returns. You focus on selling and growing — we handle the grind behind the scenes. Plus, FBN listings get priority on noon express badges and promotions, giving you a bigger edge.



First sale?

Making your first sale is
just the starting point.
Now it's time to sharpen
up and scale smart

Keep your metrics razor-sharp

→ <1% defect rate

Happy customers = strong growth.

→ <2.5% pre-fulfillment cancel rate

Cancel less, deliver more.

→ <4% late shipment rate

Speed matters. Don't slip.

These numbers aren't just goals — *they're survival rules*.
Hit them consistently and you'll unlock bigger visibility and
more sales opportunities across noon.

Celebrate reviews:

Customer reviews = social proof = higher conversions.
Share your top reviews on your social media channels.

Stay competitive:

noon's pricing tools let you automate smart price
changes based on market trends. Stay quick, stay
sharp, stay ahead — without lifting a finger.

Unlock Growth

Once you're live, it's time to
push harder — and smarter.

Advertise:

Get seen first. Sponsored Ads put your products front and center — right where customers are already shopping.

[Find out more](#)

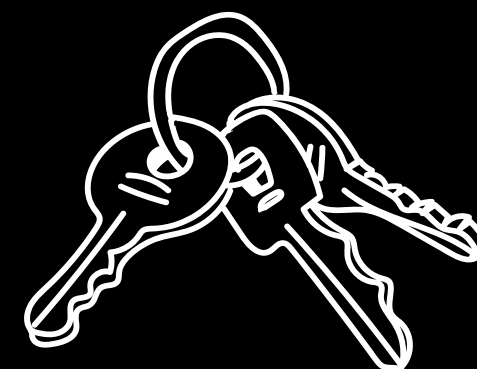
Promote:

Deals, coupons, and lightning offers create urgency. noon shoppers love a good offer — smart promotions can spike your sales overnight.

Brand Registry:

If you own a brand, protect it. noon's Brand Registry gives you the keys to enhanced content, better storefronts, IP protection, and priority marketing options.

**Your brand.
Your rules.**



Here's your checklist to stay ahead:

Monitor account health daily:

Think of it like checking your heartbeat. Spot issues early and fix them fast before they drag your performance down.

Explore Fulfilled by noon (FBN):

Faster deliveries = happier customers = better rankings. The sooner you move to FBN, the faster you scale.

Set up your first ad campaign:

Don't wait for customers to find you — get in front of them first. Sponsored Ads = instant visibility.

Create enhanced brand content:

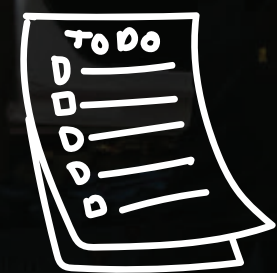
Branded storefronts, richer media — all of it makes shoppers trust (and buy) faster.

Add new listings regularly:

Fresh inventory keeps your store exciting. It also boosts your chances of ranking higher in search results.

Automate pricing to stay competitive:

noon's pricing tools help you adjust prices automatically — staying sharp without the daily grind.

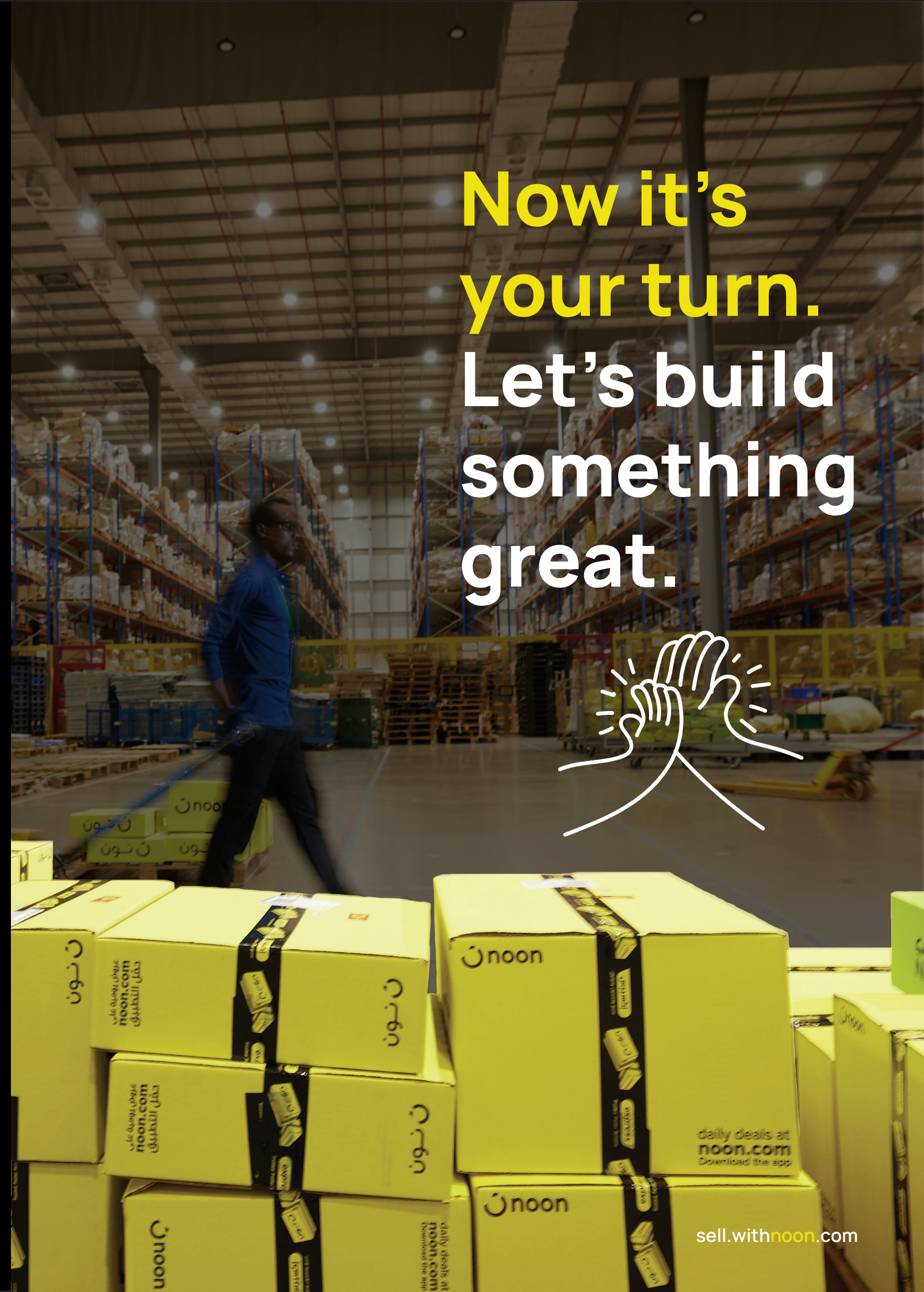


Checklist for Your First 90 Days

The first three months are
critical for your future growth.

noon is built
differently.
We move *fast*.
We obsess over
customers.
**We grow
businesses.**

**Now it's
your turn.**
Let's build
something
great.



 noon

