



Media Release
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TheMarket.com unveils new subscription model with 60 day free trial in time for Christmas

Today TheMarket.com, backed by Kiwi retail giant The Warehouse Group, has unveiled a new subscription model set to further up the game for eCommerce in New Zealand.

Referred to as 'TheMarket Club', customers who sign up can access VIP customer service, exclusive offers, free shipping for orders over \$45 and additional perks such as 3-months no-cost trial of Neon, 1-month no-cost trial of Sky Sports Now and a kick start to investment scheme Hatch, all for just \$5.99 per month or \$59 a year.

'TheMarket Club'

- Free local and international shipping on orders over \$45
- Access to VIP deals and promotions throughout the year
- Trial subscriptions to [Neon](#) and Sky Sports Now.
- \$35 head start investment with [Hatch](#), with more to come
- all for \$5.99 per month or \$59 per year.

Everyone who registers at TheMarket will be eligible for a 30-day free trial of TheMarket Club, but early-adopters, joining before 1st December 2019 will be eligible for an extended 60-day trial period, at no cost.

Justus Wilde, CEO TheMarket says launching a subscription service is an exciting next step for the business.

"We are thrilled to be able to provide this subscription service which is a further evolution of TheMarket's customer proposition and is just in time for Christmas."

TheMarket launched in August and is New Zealand's newest online shopping platform which brings Kiwis 1,700+ brands and over a million products in one place. It launched with 100+ stores, has grown to 200+ stores and expects that to increase to 400+ in the coming months. TheMarket has a strong focus on curated range of in-season goods from some of the world's most desirable international, local and niche brands.

Wilde confirmed that since the launch, customer engagement has exceeded forecasts with database growth, daily traffic and repeat purchases above plan.

"We are anticipating significant growth this side of Christmas, particularly as we hit some key shopping events such as Black Friday where customers will be able to shop all the deals that matter with free shipping, then the preparation for Christmas Day itself. TheMarket Club offering free shipping across the site will be a game changer for our customers over the coming weeks" said Wilde.

With Christmas approaching fast, TheMarket offers customers convenient payment options such as buy now, pay later with Zip (previously PartPay), tracked shipping and free returns to MarketPoint locations across the country, located in many The Warehouse Group stores as well as rural access through Farm Source stores.

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For more information or to request an interview please contact The Warehouse Group Corporate Communications team: media.enquiries@thewarehouse.co.nz or phone Tanya Henderson on 0211952854

About the Market:

TheMarket is New Zealand's newest online shopping experience which brings Kiwis the convenience and inspiration from 1,700+ of brands and over a million products all in one place. TheMarket offers delivery to your door, or to MarketPoints (click and collect locations) across New Zealand, including many The Warehouse Group stores as well as rural locations through FarmSource stores.