

eCommerce in Bolivia

BoliviaMall.com

A Private Enterprise with Social Impact

GROWTH
150%
per Year

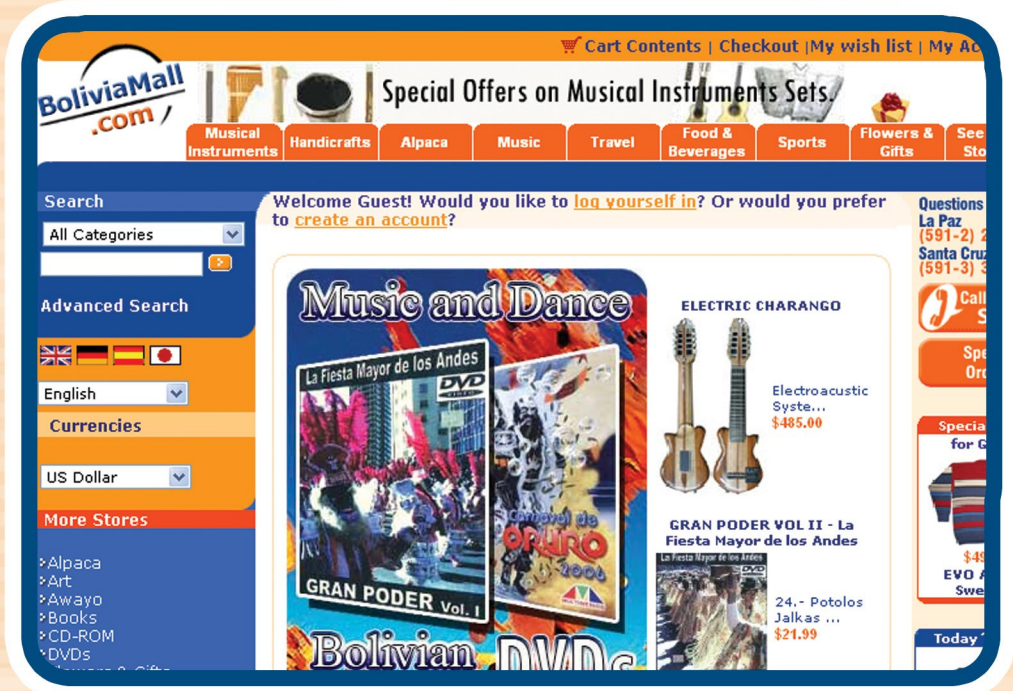
The Technology Revolution Reaches the Artisans in Bolivia

BoliviaMall's business model is unique in Latin America and even worldwide. We offer over 6000 handicrafts and Bolivian products in four different languages (Spanish, English, Japanese and German), delivered worldwide through four different logistic vendors. In a country where eCommerce is practically non-existent, we have exported goods to over 72 countries with an average sales growth of over 150% per year.

6.000
Products

We innovate by promoting innovation

Innovation is key to BoliviaMall's company culture. We are proud of the fact that we are recognized as a highly innovative company. This does not occur by chance; about a third of our employees are technology and marketing professionals who work every day on new and better ways to serve our customers: hybrid payment systems that adapt to the reality of our country, online cards, "creative" tracking systems, etc.



750
Artisans

Technology Pulls us Closer

BoliviaMall.com has also generated a change in the way Bolivian immigrants interact with the families they leave behind. We offer them services that include flowers and gifts deliveries, legal counseling, subscriptions to Bolivian publications, etc. Many of these customers used to send money directly to Bolivia, but now prefer to choose themselves the use of these funds: they buy refrigerators, stoves, supermarket services, etc., thus ensuring that the money is properly invested.

Exports
to 72 Countries



www.bolivimall.com



IMPACT ON VENDORS

- 71% Reported a significant increase in sales
- 70% Improved the quality of their products
- 56% BoliviaMall.com is their only Export Channel
- 30% Answered that BoliviaMall.com replaces the Government on some areas

* Study by the Regional Fund for Digital Innovation in Latin America, 2005

Leader's Vision

There is no doubt that BoliviaMall.com is a leading business in Bolivia. Our innovation level, the quality of our artisans and human resources, our growth levels, our reach (we probably have sold products to more countries than any other Bolivian company), our technology, and our know how in eCommerce processes differentiate us. Our vision is to keep that leadership without losing sight of our role as agents of social and entrepreneurial change.



A SUCCESS CASE Charango Artisan

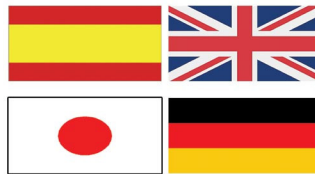
Exports in 2002: \$ 1,000
 Exports in 2005: \$ 60,000
 Quantity of Products Online: 115
 % of Production Sold Online: 40%

Protecting Intellectual Property Rights

Another area where BoliviaMall.com makes a very positive impact is the music, video and editorial industries. In Bolivia these businesses have been crippled by piracy. A large percentage of the music labels have closed down being unable to compete in such environment. This has limited the number of new CDs, DVDs and books, and is slowly drowning the artistic and folkloric productions within Bolivia.



4 LANGUAGES



BoliviaMall.com has a policy of selling only copyrighted material. Since our products are sold in countries where piracy levels are much lower than ours, we have opened new markets for intellectual property productions that would otherwise be inexistent. Currently, there are a number of artists who have BoliviaMall.com as their only trustworthy channel for sale of their products.

REPLICABLE MODEL



Consulting Services

If your organization is interested in implementing an eCommerce project in developing countries, BoliviaMall's team can help you with expertise and know how.

Our model has been created to adapt to the realities of each region. For example, BoliviaMall's logistics are based on what we call "creative logistics": we look, through realistic solutions, for creative ways to compensate for the lack of sophisticated logistic vendors.

BoliviaMall.com has technical, marketing and logistics resources that could help coordinate the implementation of an online store all the way from the programming of the software to the product upload and the implementation of the logistics chain.



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BoliviaMall.com
 Ed. Hermann, Piso 18
 Av. 16 de Julio #1440
 La Paz, Bolivia

Phone (591-2) 239-0236
 Fax (591-2) 235-2591
 e-mail: gerencia@boliviamall.com
 http://www.boliviamall.com