eCommerce Direct – to – Consumer Operations Manual

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This e-Commerce Direct-to-Customer Operations Manual ("**DTC Manual**") supplements the David's Bridal Vendor Compliance Manual ("**Vendor Compliance Manual**") and is applicable to those Vendors providing products direct to customers ("**DTC Vendors**"). With respect to DTC Vendors, in the event of an express conflict between the terms of this DTC Manual and the Vendor Compliance Manual, the terms of this DTC Manual shall control.

1. Getting Started on davidsbridal.com

David's Bridal is eager to carry your products on davidsbridal.com and looks forward to working with you! For non-merchandising questions and/or issues, please contact the Web Operations team at webops@dbi.com, we welcome your inquiries.

Vendor Acknowledgement and Related Documents

David's Bridal must have the following signed documentation:

> **Forms to return:**
> - Appendix A-2 Confidentiality Agreement
> - Direct to Customer Agreement
> - Appendix A-4 New Vendor Setup
> - Personal Information Addendum

In order to add you as a vendor on davidsbridal.com, we require you to provide information about your company. The following forms need to be completed in **FULL** and returned to David's Bridal with your signed Direct to Customer Agreement and Vendor's Acknowledgement.

> - Vendor Information Form - Getting Started
> - Radial New Supplier On-Boarding Form

Should any of the information provided on these forms change, it is your responsibility to provide an updated form via email to **Web Operations** at webops@dbi.com. Please use your company name in the subject line and note "Vendor Contact Information Change."

Confirm Assortment and Costs

      a. List of Styles – Provide a spreadsheet listing the SKU's you plan to offer on davidsbridal.com to your merchant contact at David's Bridal. For each SKU, please include web style number, style name, color choices and sizes.

            a. If applicable, also provide any personalization requirements and advise if the product is subject to restrictions or notice requirements, including but not limited to, California's Proposition 65, and if so, provide all notices required to be displayed in conjunction therewith

      b. Confirm the assortment and product costs with your merchant contacts

      c. Assemble the web assets (as described below)

Assemble Web Assets

Images
Davidsbridal.com requires at least 1 image for each product; however, more images are encouraged as it can help the customer envision the product they're expecting to receive.

Image Size	Resolution	Color Profile	File Extension
1920 w x 2880 h	300 DPI	RGB (images will not upload using a CMYK color profile)	JPG

Please note that all dropship imagery must be approved by David's Bridal Creative Marketing team. For approval, all imagery should be submitted to your David's Bridal merchant contact either before or with your final assortment sheet.

Alternate and SKU Level Images
If you have alternate or SKU level images, please submit using the image size specifications outlined above. Alternate images showcase different elements of a style, while SKU level images showcase different color options. If you have questions regarding either image type, please contact the Web Operations team.

Note: Images must be attached to **ALL** SKUs within a product. If you do not have imagery of each color available within a product, please provide alternate images for showcasing different color options.

2. Uploading Products for Launch

Preparing for Product Upload

The Web Operations team will train you in uploading product through the David's Bridal vendor CMS tool and how to access orders placed for your products through the order management partner Radial.

Using Vendor CMS

Web Operations will provide you with a login and password. Once your assortment sheet is approved by your DB merchant, log into vendor CMS utilizing the URL here:
https://vendorcms.dbi.com/eCMS_Vendor/LogIn.aspx

Main Workspace

Product Workspace

	Style Number	Title	Last Updated	Status	Delete

Add New Product

Import Requested

Style Number	Title	Last Updated	Status
EB2033TPB	Personalized Tropical Beach Playing Cards	12/28/2017 12:58:39 PM	Import Requested
EB2354TPB	Personalized Tropical Beach Paddle Fans	12/28/2017 12:58:39 PM	Import Requested
EB3204TPB	Personalized Tropical Beach Gold Trim Paddle Fans	12/28/2017 12:58:39 PM	Import Requested
EB3211TPB	Pers Tropical Beach Gold Square Candle Tins	12/28/2017 12:58:39 PM	Import Requested
EB2002TPB	Personalized Tropical Beach Lemonade Favors	12/28/2017 12:58:39 PM	Import Requested
EB2350TPB	Personalized Tropical Beach Water Bottle Labels	12/28/2017 12:58:39 PM	Import Requested
EB2030TPB	Personalized Tropical Beach Sunscreen	12/28/2017 12:58:39 PM	Import Requested
EB3031TPB	Personalized Tropical Beach Lip Balm Tubes	12/28/2017 12:58:39 PM	Import Requested
EB3110PN	Pineapple Party Balloons set of 3	12/28/2017 12:58:39 PM	Import Requested
EB3251P	Personalized Name Mason Jar Candle	9/20/2018 12:15:02 PM	Import Requested
EB3293FST	Cactus Tote	7/11/2019 4:50:50 PM	Import Requested
EB3336	Fedora	9/4/2019 5:03:06 PM	Import Requested

Imported and Locked Products

Style Number	Title	Last Updated	Status
EB3336MRS	Mrs. Fedora	9/12/2019 10:45:58 AM	Imported and Locked
EB3311SPFL	Floral Sleep Masks	8/29/2019 9:22:01 AM	Imported and Locked
EB3275PLM	Palm Leaf Sunglasses Pouch	8/7/2019 3:51:29 PM	Imported and Locked

From the Main Workspace page you can:
- Add new product
- Edit an existing product that you were previously working on
- Review the status of your uploaded products
- Request import for products that are ready to be uploaded to davidsbridal.com
  - **Note:** After you request import, you will not be able to make additional updates to the product. If additional changes are needed, you may contact the Web Operations team via email at webops@dbi.com to move a product back to the product workspace
- View the list of products for which import was requested
- View the list of products which have been uploaded to David's Bridal to make ready for the website.

To get started adding new products, click on "**Add New Product**," which takes you to the properties page

Properties Page

The Properties page allows you to enter product information. Each field listed below must be completed. Most entry fields have online help by clicking the icon.

a. **Web Style Number** – The style is our means of identification for a product. Style numbers must be unique and cannot contain special characters such as: !, @, #, $, %, ^, &, *, |, \, ", etc. HTML is prohibited in Web Style Numbers.

b. **Tax Category** – Use the drop down to select the sales tax category that matches your product the closest.

c. **Quantity Restriction** – If there is a minimum quantity required for purchase, or if your product is sold in multiples please select from the drop down menu.

d. **Lead Time** – Amount of time you need to fulfill this product. This must be in business day format. We recommend having uniformity across products to ensure that items ship together within an order. The Lead Time will automatically populate based on the negotiated time frame with the merchant team. If the lead time varies from product to product, it can be updated on this screen.

e. **Process Time** – is <u>always</u> 1 – 2 days, without exception. This is the amount of time allotted to pull orders for your styles from VendorNet and begin your fulfillment process.

f. **Product is Personalizable** - Please mark this checkbox if the product can be personalized. If it cannot be personalized, leave the box unchecked.

When you have completed adding the required information on the properties screen, click **Save and Continue** to move to the next step, entering the SKUs for your style

SKUs Page
<u>ALL</u> fields are mandatory in the SKU screen. The SKUs page allows you to add and update the SKU information for a style. Before entering the colors, sizes, and other SKUs data, you must select:

a. **Color Selection**: If the SKUs have colors, select *all colors*. If there are none, select *no colors*

b. **Size Range:** If the product SKUs have sizes, select the appropriate size range from the dropdown menu. If sizes aren't applicable, select *no sizes*.
   - If the size range or other type specific to your product is not in the drop down, please contact the Web Operations team at webops@dbi.com to ask about having new ranges added.

c. **Other Type**: If the SKU has something other than colors and sizes, e.g., Charms, Shapes, Sports, etc. select the appropriate type from the drop-down menu.
   - If the Other Type option is not applicable, select *no other type.*

d. **Default SKU Cost**: Disregard. This field is not used at this time.

e. **Default Tiered Costs and Prices:** If your SKUs includes tiered cost, click the *radio checkbox* and select the *Default Tiered Costs & Prices* button, as shown below.

Once selected, the Tiered Costs/Prices page will open, and you may enter the tiered pricing for each SKU. Once finished, select the *Return* button:

f. **SKU** – The SKU applies to the line items within a style. SKUs **must** be unique within your products. If a product has only one SKU, the master style number and the SKU may match. If a master style has multiple line items (colors/designs), each variation of the master style requires a unique SKU.

i. **SKU/UPC** – Limited to 20 characters, this is the item that will appear on your order to fulfill. **Note**: the SKU cannot have any leading, embedded or trailing spaces.

EXAMPLE:

1. **Color** –If you have selected "All Colors" from the dropdown above, select the SKUs color from the available options in the dropdown. If you do not see the SKUs color option, please contact the Web Operations team at webops@dbi.com to have the color added to menu.
2. **Size** – Size of the item (if applicable). Note: size is only required for items that have varying size dimensions between SKUs. (Example, Small, Medium and Large). If there is size uniformity across the SKUs, please input size information in the product description. For example - Frames measure 8 ½ x 11 inches. If the product does not have sizes, please select "no sizes" in the Size Range selection.
3. **Other** – If you have selected a specific **other** type, please select from the dropdown menu. If no selection is required, select **no other types**.

Note: To help with the data entry of the following fields outlined below, (Cost, MSRP, Weight, Initial Inventory, and Country of Origin), if the information for these columns is the same for all SKUS you may select the down arrow ⬇, which will populate the information for all fields selected.

4. **Cost** – Enter the cost of the SKU.
5. **MSRP** – Enter the MSRP of the SKU.
6. **Weight** – Please enter the weight of the product in its internal packaging before it is packed to ship.
7. **Initial Inventory** – Please enter the beginning inventory quantity available for each SKU.
8. **Country of Origin (COO)** – is where your product originates. If there are multiple countries that you could potentially source the product from, leave the space blank and note in the comments section. If the country of origin for your product is not included in the drop-down list, please leave it blank and note in the comments section.
9. **Plus sign** ➕ : To add the SKU information to the list, click the plus sign. This will generate a new line to add your next SKU. If you don't want to add another SKU leave the new line blank.
10. After pressing the plus sign; click the ✖ if you want to delete any SKU from your list.
11. Click **Save** changes
12. Click **Save and Continue** to move on to the next step, personalization details.

Bulk Upload of SKUs

The bulk SKU feature can only be used on each master style separately and cannot upload multiple SKUs across multiple master styles. For example, style 1234 comes in 5 colors and 12 different sizes – that's a total of 60 SKU variations. You can use the bulk SKU upload feature to upload all 60 SKUs at one time to the master style 1234.

To use Bulk SKU Upload:

1. On the SKUs tab, select the correct information for Color Selections, Size Ranges and Other Types
2. Then, click the blue hyper link for **Bulk Add SKUs**
3. In excel, add the below headers:
   a. SKU
   b. Color
   c. Size Range – in this column, enter the applicable Size Range from the menu as it exactly appears in vCMS


   d. Size
   e. Other
   f. Cost
   g. MSRP
   h. Weight
   i. Country of Origin

4. In Excel, insert the corresponding data below the required headers. Your sheet appears as follows:

SKU	Color	Size Range	Size	Other	Cost	MSRP	Weight	Country of Origin
191394160477	Blush	Missy & Womens Dresses	0		100	220	1	CN
191394160484	Blush	Missy & Womens Dresses	2		100	220	1	CN
191394160491	Blush	Missy & Womens Dresses	4		100	220	1	CN
191394160507	Blush	Missy & Womens Dresses	6		100	220	1	CN
191394160514	Blush	Missy & Womens Dresses	8		100	220	1	CN
191394160521	Blush	Missy & Womens Dresses	10		100	220	1	CN
191394160538	Blush	Missy & Womens Dresses	12		100	220	1	CN
191394160545	Blush	Missy & Womens Dresses	14		100	220	1	CN
191394160552	Blush	Missy & Womens Dresses	16		100	220	1	CN

5. Once all colors/SKUs are added, copy all data **EXCLUDING THE HEADERS**, and paste into the bulk add space in vCMS
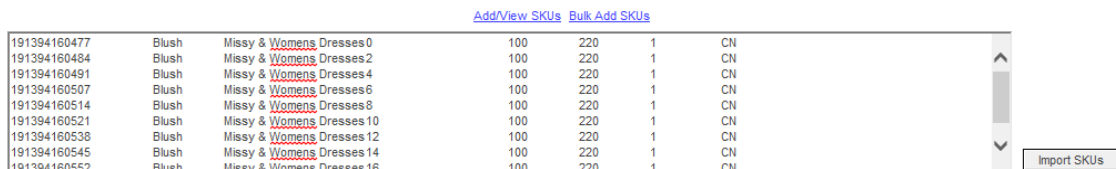
6. Once added, click 'Import SKUs' – this will take you back to the main SKU page and you should now see the SKUs you imported.

Adding Color or Size Extensions to Existing Styles

From the main workspace,

1. Click Add New Product

2. On the Properties tab, in the **New Web Style** or **SKU to Existing Style** dropdown menu, choose **Add SKUs to Existing Style**

3. Enter the existing Master Style number

4. In the Display Title field, enter the master style number and the words 'add SKU'. See example of of "style 1234" in screen shot below.

5. On the SKUs tab, enter the Color Selection, Size Range, and Other Type.
6. Next, enter the new SKU information you are adding to master style number. You can also use the bulk SKU upload feature. **Hit save and continue.**

7. On the Summary page, click Continue
8. From the main work space, request to import your style(s).

Personalization Page

1. On this screen, simply enter a description of the personalization options you are offering for this style, if any.

   [Note: If personalization is not available for your product, simply click **continue**.]
   - Personalization type: text, date, etc.
   - Personalization Option Title: what the web site should display (Bride's name, Wedding Date, etc.)
   - Maximum characters per line
   - Font choices
   - Limitations on characters available (ex: accents, punctuations, etc.)
   - Monogram formats
   - We can only offer personalization for SKUs, not product options.

     i. Clicking the ![green plus icon] icon saves your options and provides an additional personalizaton line section

     ii. Clicking the ![red x icon] allows you to delete the option if so desired.

2. **Minimum Quantity for Personalization** – If the product you are entering can be personalized, enter the minimum quantity required for personalization to be processed. This will default to 1.

Please complete the above for each line of personalization and once finished, click **continue** to move on to the next step, images.

Summary Page
On the summary page, your entries will be checked and validated. If you are missing information, it will be noted as "Missing" (see below).

a. Use the links to the left to navigate back to the sections where modifications are needed.

b. When all items are shown as "OK" a **Request Import** button will appear. Select the **Request Import** button if you have completed the style and are ready for the Web Operations team to import your entries into our system.

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c.   If any items are not present, or if you are not ready to import, please return to one of the previous screens to complete the missing item/review your work.

Comment Screen
The comments screen is not used at this time. Click **Continue** to finish adding your new product.

David's Bridal Finalized Products
After you have entered all your styles into VendorCMS, the Merchant team will categorize the merchandise to fit within our site navigation. The Merchant team will confirm the retail price, which will be added to the product in the system.

3. Training and Testing

The Web Ops team will load the products to the testing site for a full end-to-end product test. Orders will be placed on the testing site and pushed to VendorNet where you will access the orders, confirm receipt, download the order file, confirm your fulfillment operation through to uploading the ship confirmation file back to VendorNet. You will also upload and maintaining your inventory. Upon your confirmation of a successful test through to fulfillment and mock-shipment, the products will be scheduled for launch on davidsbridal.com.

The Web Operations team will not launch new product until there is confirmation from the Vendor and Radial that all custom programming is validated and that test orders are able to be fulfilled.

4.   Managing Orders

Davidsbridal.com has implemented an automated system to manage the flow of information to and from our suppliers who fulfill direct-to-customer orders from davidsbridal.com. This system takes advantage of technology and allows you as a supplier to receive orders from davidsbridal.com electronically, from which the appropriate paperwork is printed locally. The system can also generate custom; EDI (850 and 856) or XML files to be read into your Order Management/Distribution system.
Furthermore, you as a supplier will be able to confirm or cancel orders, as well as enter shipping information via a web site. The system can also accept custom, EDI (850 and 856) and XML file formats to update the

web page from your own shipping or distribution systems. The order confirmation / cancellation and shipment data are then sent back to David's Bridal electronically for updating our systems. This process will allow our customers to receive their orders faster and streamline routine order fulfillment communications between us. Ultimately, these communications can reduce average order turnaround times and increase the accuracy and efficiency of your order fulfillment process.

Our IT partner, Radial, manages our Business-to-Business eCommerce portal, VendorNet. This portal will manage the data communications and reporting and web farm hosting but will not manipulate or change any data. A Radial representative will be calling to introduce the new system, set-up a dedicated training session, and discuss any specific requirements you may have. Questions pertaining to VendorNet set-up process should be directed to our Radial partner during said communication, which will be scheduled once a product assortment has been agreed upon and provided by you and the Merchant team.

5. Shipping

Using UPS

Davidsbridal.com requires all third-party Vendors to use UPS to ship orders. You will use your own UPS account number as the shipping account, and the David's Bridal third party account number as the billing account. All shipping costs will be billed directly to David's Bridal. If you do not currently have a UPS account number, please contact UPS at 1-800-PICK UPS or go on-line at www.ups.com to create an account. If you need any further help, you may contact our Traffic Department at Traffic@dbi.com.

David's Bridal closely monitors the use and billing of our UPS third party account number to ensure Vendor compliance with our shipping policies and guidelines. Costs associated with any method or shipment falling outside these guidelines will not be paid by David's Bridal and will be charged back to the Vendor.

Drop Ship Policies and UPS Guidelines:

    a. Please acknowledge shipment of orders within the VendorNet system within 48 business hours. Failure to ship on time and failure to confirm shipments in VendorNet will result in chargebacks.

    b. You must use your own UPS account number as the shipping account and use the David's Bridal third party account number, 4XF593, as the billing account for all David's Bridal customer delivery needs including reshipments.

    c. Weight: the physical weight of the package may not exceed 50 lbs.

    d. Dimensions: packages can measure up to 165 inches in length ***and*** girth (2x Width + 2x Height) combined.

How to Reship a Package or Reprint a Label:

If you sent a package and it was returned to you undelivered because of a bad address:

    1. Utilize either your own UPS shipping system or go on-line at www.ups.com to create a new label

    2. Make sure to use the "bill third party" option (using the David's Bridal third party account #4XF593)

    3. Discard the original label and place the new label on the package. Make sure the original label is either fully removed or the new label is placed directly on top so that no part of the original label is visible.

If you printed a label but realized it contained an error or cannot be used, you will need to call UPS and void the label you printed in order to avoid shipping charges. After the label has been voided, go to step (1) above.

Packing Slip Requirements:
- EDI vendors – you are required to utilize the packing slip provided by Radial and received during your training.
- Manual/Browser Based vendors – you are required to print your David's Bridal packing slip directly from the Vendornet portal when you retrieve your orders.

6.   **Updating Inventory**

Introducing Smartsheet x David's Bridal

David's Bridal's Web Ops team uses Smartsheet to maintain the list of products to be launched and tracked until live. Once your styles are approved, they are placed in queue for launch on our Master Launch List. Smartsheet helps us keep track of different assets that are needed to get your styles live on DB.com.

Once your assortment is live on our stage environment, Web Ops will send you an alert to "add inventory" via Smartsheet with the subject: Add Inventory: Style(s) Ready to Launch on DavidsBridal.com. Once this alert is received, please follow the steps in the email which includes:

1. Upload inventory levels for the below vendor style SKUs in drop ship manager via your inventory method.

2. Return to this email and click on the 'Open Update' box below; and update the inventory box to 'yes;' and

3. Submit Update

Note, if the style is out-of-stock or experiencing a shipment delay, use the Open Update Form to enter a cancel date that closely reflects when inventory will be received.

--------end of email sample--------

Updating Inventory via Drop Ship Manager (vendornet portal)

Please note that you are required to update inventory at least once a day. This includes subtracting units from sales, adding units from returns, as well as adding inventory back to out of stock and/or newly launching SKUs.

Manual Inventory Upload Process

There are three ways to update inventory manually within Dropship Manager.

1. **By SKU** – This option allows you to pull up a single item and update inventory for that item.
2. **By Batch** – This option allows you to pull a list of items using a wildcard so that you can update inventory for a group of items all at once.
3. **By Report Upload** – This option allows you to export a file of current inventory data, modify the quantities, and reimport the file.

There are three inventory types that can be updated within Dropship Manager.

1. **On Hand** (Required) – The current quantity of an item you have available for sale.
2. **Backordered** – Do not use
3. **Expected** – Do not use

Accessing Item Inventory For Manual Inventory Update:

Step 1: Click the *Inventory* link on the left-hand navigation bar. It will be the last link in the list.
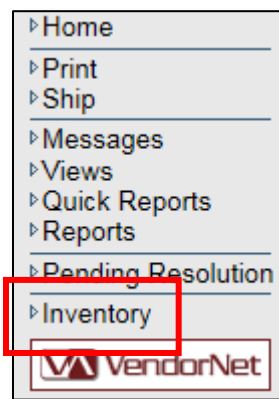
Step 2: Click the *Start Inventory* link in the top right corner of the screen. If you search without clicking Start Inventory, you will be able to view inventory information but not edit it.
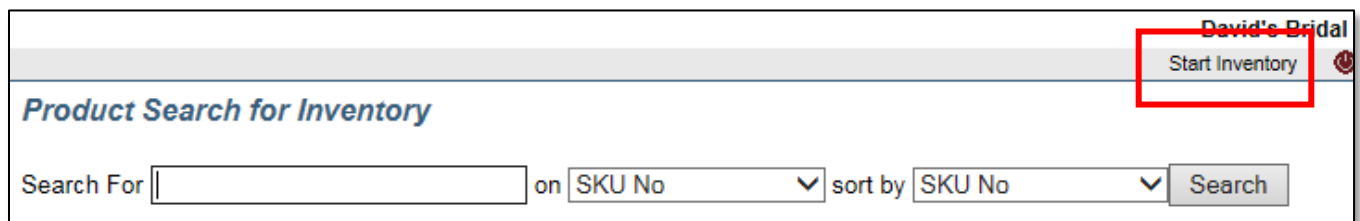
Step 3: Search for items.

- In order to pull up a specific item, simply search for it. You can use "?" as a wildcard.
- In order to pull up a group of items, click *Batch Entry* on the left-hand navigation bar. It will be a small link just below the *Inventory* link.

Step 4: Search results will be displayed. Click the specific item you want to update. If you used the **Batch Entry** option, the resulting items will all be opened and ready for updating.

Step 5: Edit the existing inventory information.

- **Initial Dropdown** – The initial dropdown for each inventory type has these options:
  - **Do Not Set** – This is the default if no inventory has ever been associated to the item.
  - **Quantity** – The system will automatically default to this when you enter a quantity into the quantity field.
  - **Out of Stock** – To indicate you are out of stock, select this option or enter a quantity of 0.
  - **On Hand** – This is used to convey that you do have the item in stock but cannot provide a specific quantity. It is commonly used for customizable items.
- **Quantity** – Enter the appropriate quantity for the given inventory type.
- **On** – Enter the date associated to the inventory quantity you are provided. You can click the gray button to open the calendar.

Step 6: Click **Process Inventory** at the top of the screen to go to the recap screen.

Step 7: On the recap screen, do one of the following things.

- Click **Update Inventory** to complete the process.
- Click **Exit Batch** if you would like to exit without saving your updates.
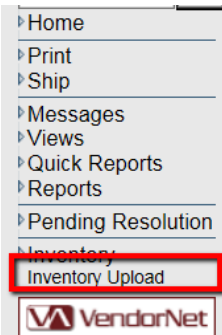- Click the **SKU#** to open it for further editing.

Manually Upload CSV Inventory File
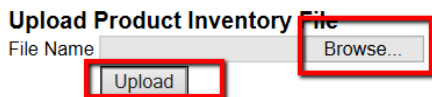
Accessing Item Inventory

Step 1: Click the *Inventory* link on the left side navigation bar. It will be the last link in the list.
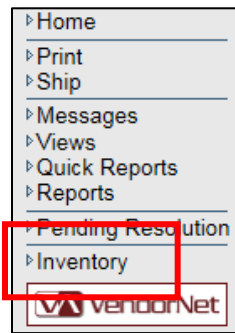
Step 2: Click the *Upload Inventory* on the left-hand navigation bar.

Step 3: Click on *Browse,* locate your inventory file on your computer, then click **Upload** to pull in your file.

Step 4: Once the file is uploaded it will look like this. If all looks correctly, you can click on *Update Inventory* to complete your upload.

Note: Any SKU Numbers that do not match what is in VendorNet will not be uploaded and you will see the error in red.

Step 5: This is how the item will look in inventory once you *Update Inventory*:

NOTE: If you do not pass backordered or expected, then these fields will be blank

Out of Stock

Using the AVIL process or the Inventory UI tool, Vendors manage their inventory position on davidsbridal.com. If a product is completely out of stock (all SKUs associated with a particular style) below are the steps and the roles and responsibilities for the Web Operations, Merchant and Customer Service teams.

David's Bridal does not accept back orders. Vendors are required to keep an accurate inventory position on their products through via drop ship manager.

In case a SKU/Style is out of stock, please zero out your current inventory count and advise the merchant team with the style and/or SKU number and the anticipated replenishment date.

> **Note:** If there has been an error in calculating available inventory for the products featured on davidsbridal.com, and the SKU cannot be fulfilled because it is out of stock – use VendorNet Order Comments to notify David's Bridal Customer Service team, so that customers can be contacted, the order cancelled and the style removed from the site until the replenishment availability date.

Example:
  - o   Vendor confirms that all inventory for the product is zeroed out in the Inventory UI tool.

- o Using VendorNet, Vendor is to comment on the order to David's Bridal Customer Service team that a product is out of stock – and either provides the replenishment date or notification that the style is discontinued.

- o David's Bridal Customer Service team informs the customer of the cancellation, completes the cancellation process within VendorNet, and forwards the OOO information to the Web Operations and Merchant teams.

7.   Customer Service

To effectively manage customer questions and concerns, we ask that you identify a list of frequently asked questions (FAQ's) and appropriate responses that pertain specifically to your products and/or fulfillment.

Customers contact our Customer Service Center through email at dbcustomerservice@dbi.com, and the team responds to customers as thoroughly as possible based on the information you give us in the FAQ's for your products. However, if the question is regarding order status or is not otherwise answered by your FAQ's, we will reach out to the Main, eCom, and Customer Service contact you provide us with.

Using the VendorNet portal, David's Bridal Customer Service team will enter comments regarding specific orders including customer requests, issues with delivery or just clarification points.

8.   Returns

David's Bridal accepts online merchandise returns via mail and in David's Bridal stores within fourteen (14) days of receipt of merchandise.

Return Criteria
David's Bridal accepts returns only if they meet certain criteria, mainly that the merchandise must be in first quality, saleable condition. You can review our current policy here.

Customer Requests a Return Authorization

Customers email David's Bridal at dbcustomerservice@dbi.com to request a RMA (return merchandise authorization) if they want to return an item. They are instructed to pack the item, including the packing slip and a copy of the RMA email they received, and write the RMA number on the outside of the box, and then either: (i) ship it to the Vendor's address as indicated on the RMA email they received; or (ii) return the item to a David's Bridal Store. If a Product is returned to a David's Bridal store, the store will ship the product back to a David's Bridal distribution center for consolidation of returns to vendor. Consolidated returns of product will be shipped back to Vendor once per month from David's Bridal's distribution center.

What to Do When You Receive a Return

There are 2 types of returns you might receive:
- i. Return direct from consumer that will need to be received in upon receipt.
- ii. Return from a DB distribution center that will be clearly marked:
    1. Returns wrongly sent by customer to the DB DC that will need to be received in upon receipt.
    2. Returns taken in DB stores are received in at the store and do not need to be received in again.

Returns that need to be received in will follow this process:

If there is an RMA number, go to Internet Explorer and open:
https://www.davidsbridal.com/webapp/wcs/stores/servlet/VendorRMAView?storeId=10052

Enter your user id and password. Scroll to the appropriate RMA number. See screen shot below:

Click **Process**.

Scroll to the top of the screen, as shown:

If the quantity received differs from the quantity listed in RMA, select from "Received Qty" dropdown to match received quantity.

Update RMA Reason if return reason supplied by customer appears to be incorrect.

Select "Back to Stock Yes" if the product is in a sellable condition. You should also add this qty back to the SKU in drop ship manager. Select "Back to Stock No" if the product is being returned to customer or product was damaged in shipping, etc., but not due to customer misuse.

Select "Credit Customer Yes" if the product was put back to stock or if instructed to credit the customer despite returned product condition.

Click **Close RMA Window**. Go to the next RMA.

If there is no RMA Number: Enter as much information as you have in the appropriate selection criteria and click <u>Go</u>.

If there is more than one order that meets the criteria you have entered there will be a choice of orders to select at the bottom of the screen. To see the order detail information, click the **<u>Process</u>** link.

If there isn't an RMA for the customer, please email the Customer Service team at <u>dbcustomerservice@dbi.com</u> and give them the customer's name, style, color and size of the item returned. They will email you back shortly with an RMA number and then you can process the return.

What to Do if You Receive Items that Do Not belong to You
If you receive a return that contains items that do not belong to you, please send an email to the Order Issues team at orderissues@dbi.com with the RMA number and all details regarding the item(s). The team will send you pre-paid labels that includes where to return the item(s).

Timeliness
It is the expectation that RMA's will be processed within a reasonable amount of time, (1 -2 business days), after the merchandise is received or DBI Customer Service authorizes the RMA as a "no return to stock."

ONLINE MERCHANDISE RETURN POLICY (from davidsbridal.com)
http://www.davidsbridal.com/Content_HelpFAQ_helporderchangesreturnsexchanges?leftNav=true#retExch

Standard Vendor Operating Procedures for rectifying incorrect and/or mis-shipped orders:
Personalized items are not returnable however; order/shipping errors made on the vendor's behalf can, at the customer's request, be either:

   i. Replaced at Vendor's cost (this is ALWAYS the first option offered)
   ii. Refunded if the customer does not want a replacement

Incorrectly personalized products are defined as the following:
- Personalization does not match what was requested on the order
- Personalization is done poorly – or does not match the image on the site (does not meet customer expectations)
- Personalized product is damaged in some way – this is when we ask for the sample back to determine if there was a shipping issue (packaging) product flaw, or should be a UPS claim.

Customer Service Goodwill Gestures

What is a "Goodwill Gesture" and why does David's Bridal Customer Service provide them?
By definition, a customer service goodwill gesture is provided by our Customer Service team and supersedes the return policies and procedures outlined above. In most instances, goodwill gestures may be provided by our Customer Service team to appease a service issue stemming from a David's Bridal owned product/service experience, and often does not specifically relate to the item you've produced and shipped. David's Bridal is responsible for the costs associated with the goodwill gestures provided to customers. David's Bridal will also allow Customer Service gestures in specific cases for refunds on personalized product:
- Fiancée passed
- Wedding called off
- Product issue, (or customer order), escalated to a CSI
- Confirmed error occurred on David's Bridal side, such as:
  - Incorrect product description entered by Customer Service team
  - incorrect quantity amount
  - incorrect display picture
  - incorrect personalization fields

Below are examples of goodwill gestures the Customer Service team may ask you to assist with:
- Processing a refund (RMA) to appease a customer service issue
- Requesting a replacement or re-shipment of a product to be sent to a customer, despite the first product being filled and shipped correctly by your company, to the order specifications.
- Requesting expedited shipping upgrades to ensure a customer's event date isn't missed.

As stated above, Goodwill Gestures issued to customers are paid for by David's Bridal. Below is the reimbursement procedure:

- Customer Service processes RMA, and then submits a comment within VendorNet advising a goodwill gesture has been processed and will request you to submit a repayment request invoice for the cost of the product to VRequest@dbi.com.
- Once your email is received, Customer Service will generate a Purchase Order number and will respond to your email advising the PO has been issued.
- All Credit Memo requests are answered within 1 business week if not sooner.

9.   Receiving Payment

Payment Process and Schedule:

David's Bridal does not require or accept invoices for shipped orders. Instead, David's Bridal will automatically pay you based on items you shipped in the period less charge backs for customer returns. Returns that are processed in a David's Bridal store will create a charge back at that time with the returned items consolidated in the DB DC and returned to vendors once a month.

When your orders ship, VendorNet automatically passes this information to David's Bridal in a document called a Ship Notice. The Ship Notice has the information David's Bridal needs to identify the order and which items shipped. Since many aspects of the order are determined contractually (e.g., item cost and price), the information on the Ship Notice can be used to start the payment process without a physical invoice. Orders are eligible for payment 15 days after the Ship Notice has been received by David's Bridal.

Your remittance will detail the order numbers being paid. This will allow you to reconcile the payments with the orders and the shipments. If you have any questions about the process, please contact our Accounts Payable department at invoices@dbi.com.

> **Note:** For all questions related outstanding Purchase Orders, all vendors must utilize invoices@dbi.com email address to contact Accounts Payable.

10.   Whom to Contact

If you have any questions about the guidelines and processes, please contact the appropriate David's Bridal representative(s) listed below for more information.

General Questions:

      Web Operations
      webops@dbi.com

VendorNet Application Assistance:

      VendorNet Production Support
      productionsupport@vendornet.com
      561-737-5151, option 2

Drop Ship Manger Assistance

      New Supplier Onboarding:
      newvendorrequests@radial.com

      Technical issues:
      productionsupport@vendornet.com

      Training:
      VendorNet-Training@radial.com

Customer Service:

      General and escalated customer service order questions can be sent to:
      dbcustomerservice@dbi.com

      Returns for merchandise that does not belong to you
      orderissues@dbi.com

Payment Inquiries:

      Accounts Payable
      invoices@dbi.com
      610-943-5000

Shipping/Packing/UPS questions:

      Traffic Department
      Traffic@dbi.com