

Electronic Data Interchange (“EDI”) Requirements

Modifications

These EDI Requirements may be modified by Company at any time. Such modifications will be posted on the Company’s website or otherwise provided to Vendor and shall be binding upon the parties from the date they are published on Company’s website or otherwise provided to Vendor, whichever comes first.

General Information

- The Company requires all vendors to exchange business documents via EDI. These documents include purchase orders (850 PO), advance shipment notices (856 Shipment Notice/Manifest), universal product codes (832 Price/Sales Catalog) and transaction acknowledgments (997 Functional Acknowledgement). In some instances, specific vendors and/or merchandise types may be exempted from this requirement by the Company.
- All vendors must complete the Company’s online EDI survey. Vendors can access the EDI survey using the Company’s vendor website:
<https://www.designerbrands.com/vendors/edi/edi-survey>.
- This information is crucial for the setup of EDI relationships between the Company and the vendor.
- The Company realizes that many of our vendors have existing EDI relationships with other customers. If there are any specific vendor EDI trading partner agreements (“TPA”) outside of the survey, please contact Company IT via email at CompanyIT-EDIGroup@dswinc.com. The Company will work with the vendor to ensure that these requirements are maintained while meeting the Company’s EDI objective.
- The Company utilizes electronic data interchange (“EDI”), Voluntary Inter-industry Commerce Standard (“VICS”) X12 Format standard version 4010 for the transmission and receipt of data using the following messages:
 - 810 Invoice
 - 846 Inventory (required daily)
 - 850 (Purchase Order)
 - 856 (Shipment Notice/Manifest)
 - 997 (Functional Acknowledgement)
 - 870 Cancellation File

General Information Cont'd

- The Company processes vendor transmissions once an hour, 24 hours/day, 7 days/week. Vendor files are posted to the Company's merchandise system upon successful receipt and processing.
- For vendors seeking to use a third party EDI service provider, a listing of EDI vendors currently exchanging data with the Company is located on our vendor website: <https://www.designerbrands.com/vendors/edi/>. Please use the attached link for details concerning EDI provider name and contact information.
- Going forward, additional EDI transaction messages will be included for exchange of information between the Company and its vendors.

Electronic UPC Catalog (832)

- UPC is defined as Universal Product Code. 12-digit UPC code refers to style/ color/ size.
- The Company will establish a UPC data trading relationship with all UPC enabled vendors. Once this relationship is established, all orders sourced by the Company's buyers are to be labeled with the vendor's UPC tag. Shipments delivered missing the UPC tags may be subject to chargebacks.
- Company uses 12-digit UPC codes only. Due to system limitations the company is unable to use the 13-digit EAN barcode.
- The Company uses the vendor's UPC catalog service provider (i.e., Open Text (GXS) or InterTrade) to retrieve UPC codes for the entry, receipt and processing of vendor merchandise. Company cannot load vendor UPC codes from any type of spreadsheet.
- All UPC data accessed by the Company must match item style descriptions contained on corresponding POs (hard copy or electronic).
- The Company follows the National Retail Federation's and GS1 industry standards. GS1, the global standards organization, announced a significant change in the GTIN Management Standard Rules with respect to GTIN reassignment. As of December 31, 2018, the GS1 General Specification will be updated to ELIMINATE GTIN reuse in all industry sectors. Once a manufacturer assigns an individual GTIN to a product, it can never be reused. For companies with GS1 Prefixes which allow only 10 or 100 GTINs (UPC assignments), this change will penalize companies who make mistakes when assigning GTINs to their products.
- As of January 2019, the NRF UPC product codes may not be reused. Any questions or concerns regarding this requirement should be directed to the Company's IT or Merchandise Operations & EDI team.



Electronic PO (850)

- The Company uses an 850-transaction set for the processing, routing, and shipping of merchandise. This message will not be generated until after receipt of the vendor's UPC (832) codes for corresponding PO items and entry into the Company's merchandise system. Missing or invalid UPC codes will delay the transmission of 850 messages.
- Vendors are required to acknowledge the receipt of all Company 850 transmissions, within 24 hours of receipt, using the electronic Functional Acknowledgement message ("997"). Any 850 transmissions not acknowledged by the vendor within the time frame may be subject to chargebacks.
- The exact vendor style/color number and description contained in the 850 item data must be used when sending a corresponding 856 message to the Company.
- UPC data contained in the 850/860 item data must be used when sending a corresponding 856 message to the Company. Any missing/incorrect data or style/color substitutions may be subject to chargeback.
- Once a vendor has been placed in a "production" status for the 850, processing, routing, and shipping of Company merchandise needs to be initiated using the 850. Vendors in a production status for the 850 messages are not to use copies of orders submitted via e-mail or fax unless approved by the Company. Any orders approved and submitted using one of the previously mentioned methods will need to be validated upon receipt of the corresponding 850 messages.

Electronic Shipment Notice/Manifest (856)

- The Company uses an 856 transaction set for the receipt and processing of vendor merchandise.
- Vendor item style/color number and description contained in corresponding 850 transmissions must be used on the 856 messages.
- Any 856 message transmitted to the Company which fails to validate when compared to corresponding 850/860 message may be subject to chargeback.
- 856 messages can be transmitted to the Company at any time during order fulfillment. The Company's requires all ASN transmissions to be sent prior to delivery of merchandise to the Company's facilities or named shipping point. Additionally, ASN messages can be transmitted at the time merchandise is released to transportation provider. Any 856 message received after delivery of merchandise to the Company's facilities or named ship point will be subject to chargeback.

Electronic Shipment Notice/Manifest (856) Cont'd

- The Company is unable to receive product from more than one location per PO. The Company requires a single ASN per shipment and location.
- Upon successful translation of an 856 transmission, the vendor will receive the Company's Functional Acknowledgement message ("997"). Vendors failing to receive a 997 message from the Company will need to notify the drop ship software vendor via its customer support.

Functional Acknowledgment Message (997)

- The Company uses a 997 transaction set for the acknowledgement of vendor and Company EDI transmissions.
- Vendors will need to generate a 997 message for each Company inbound file received within 24 business hours.
- The Company will generate a detailed 997 message for each vendor inbound file. All Company generated 997 messages need to be reconciled or researched (for rejection notices) within 24 business hours.
- Vendors using a third-party EDI service must ensure their selected provider is reviewing all 997 messages transmitted by Company IT.
- Missing vendor inbound 997 messages may be subject to chargeback.
- Vendors failing to receive a Company 997 message must contact the drop ship software vendor via its customer support.

EDI Message Formats

- Vendors can obtain copies of the Company's EDI message specifications as well as EDI survey form via e-mail or fax.
- Vendors can also obtain copies of these documents via the Company's vendor website: <https://www.designerbrands.com/vendors/edi/>.