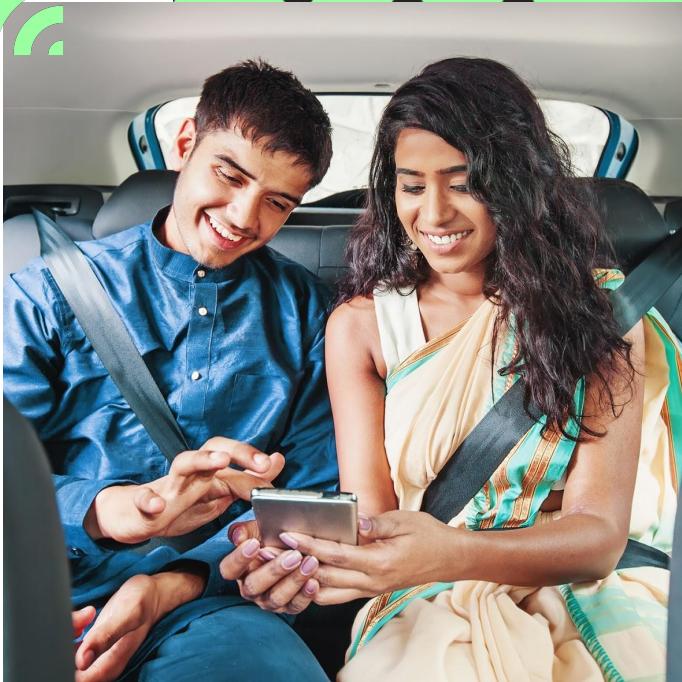




OLX Group

Getting regulators to understand
classifieds





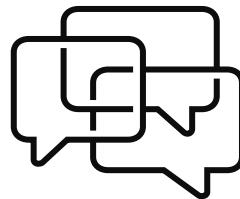
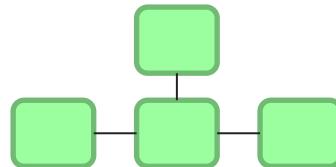
Agenda

- OLX Group's Policy Team
- Problem Definition
- Solutions
- EU's DSA: A Case Study



OLX Group's Policy Team

- How many?
- Where?
- Doing what?



Problem Definition

Legislators and policy makers are usually thinking of other kinds of businesses when they are preparing new laws.

Classifieds services are at risk of being damaged as a result!

Examples:

- Product recalls
- KYC (Know Your Customer)



Solutions



Policy making is fundamentally local

- Systems
- Institutions
- Procedures
- Customs
- Policies
- Personalities



Only universally effective approach = building personal relationships



Develop local tools:

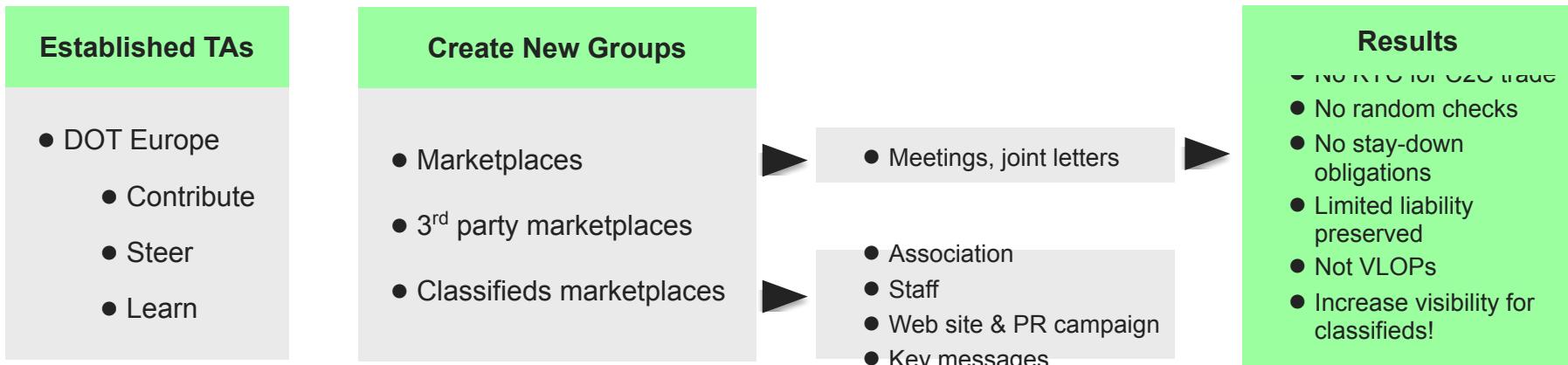
- Company vs industry
- Key messages/narrative
- Media profile
- Events



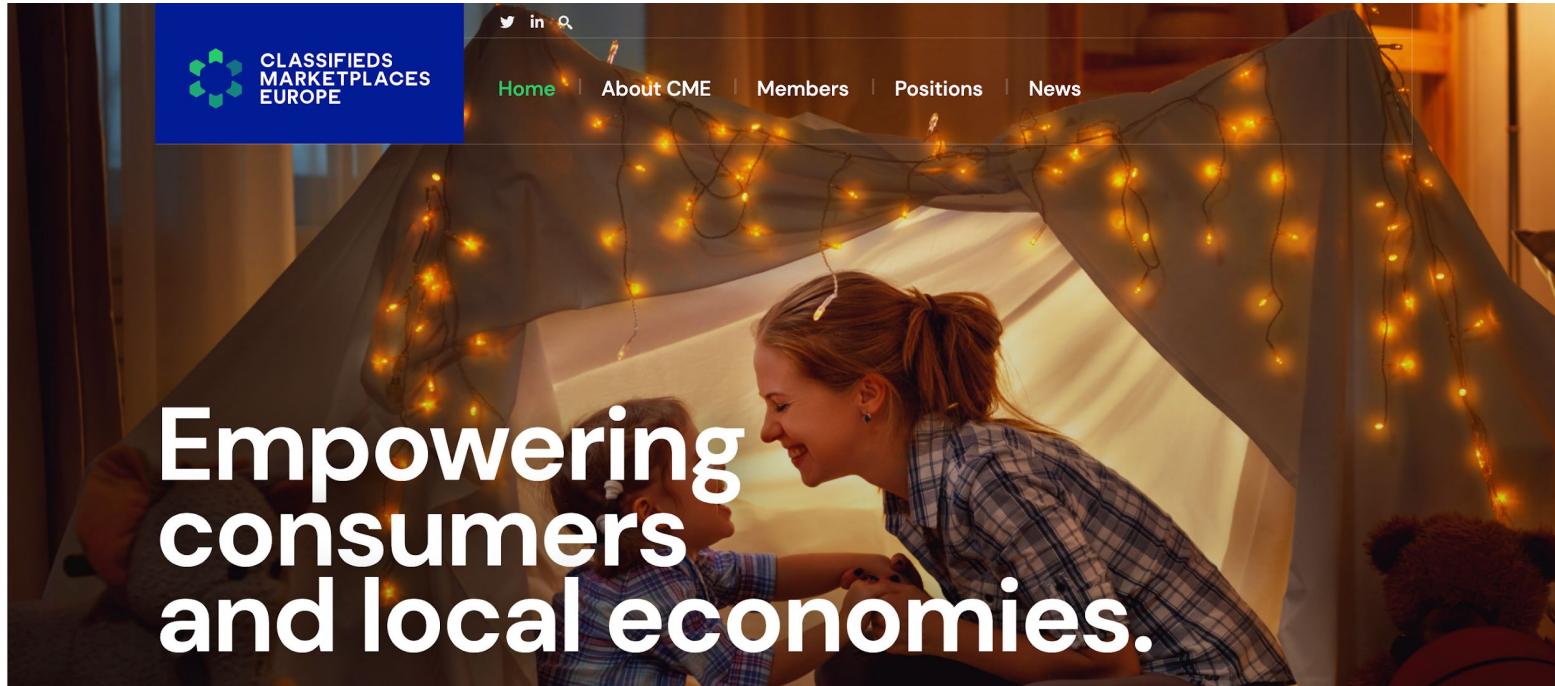
The EU's DSA: A Case Study

Key factors:

- Classifieds brands are local.*
- Existing industry groups include the familiar players



Classifieds Marketplaces Europe



<https://classifiedsmarketplaces.eu/>



Q & A

