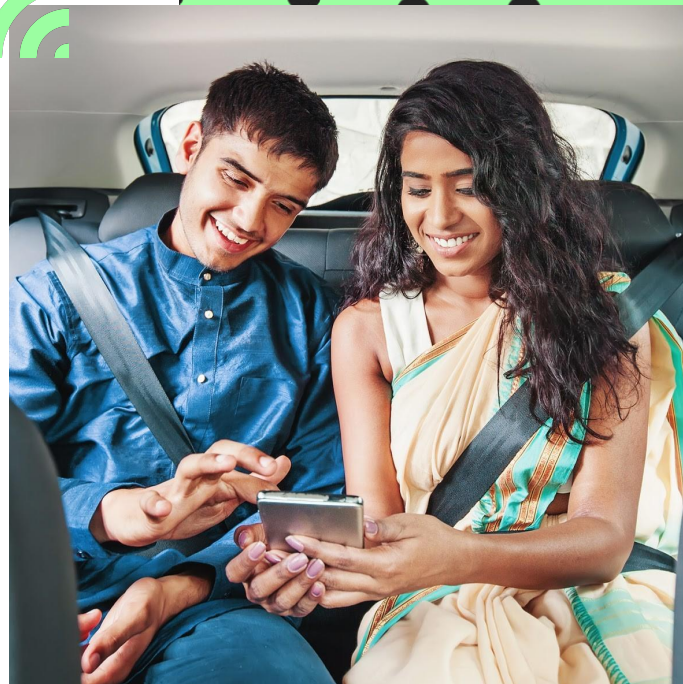




# OLX Group

Getting regulators to understand  
classifieds



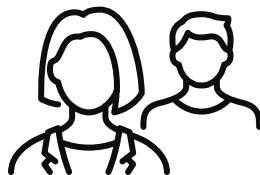
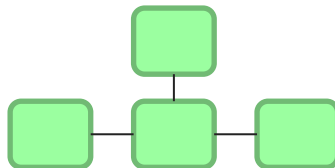
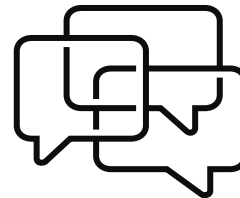
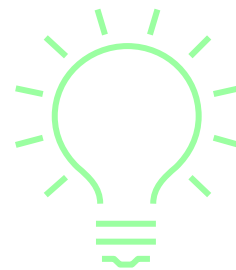


# Agenda

- 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:

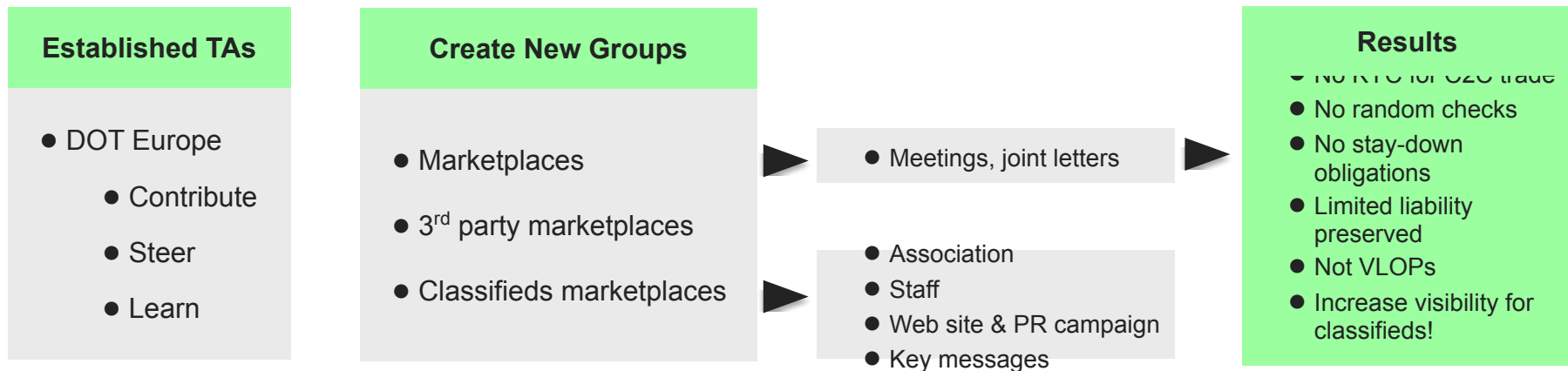
- Company vs industry
- Key messages/narrative
- Media profile
- Events



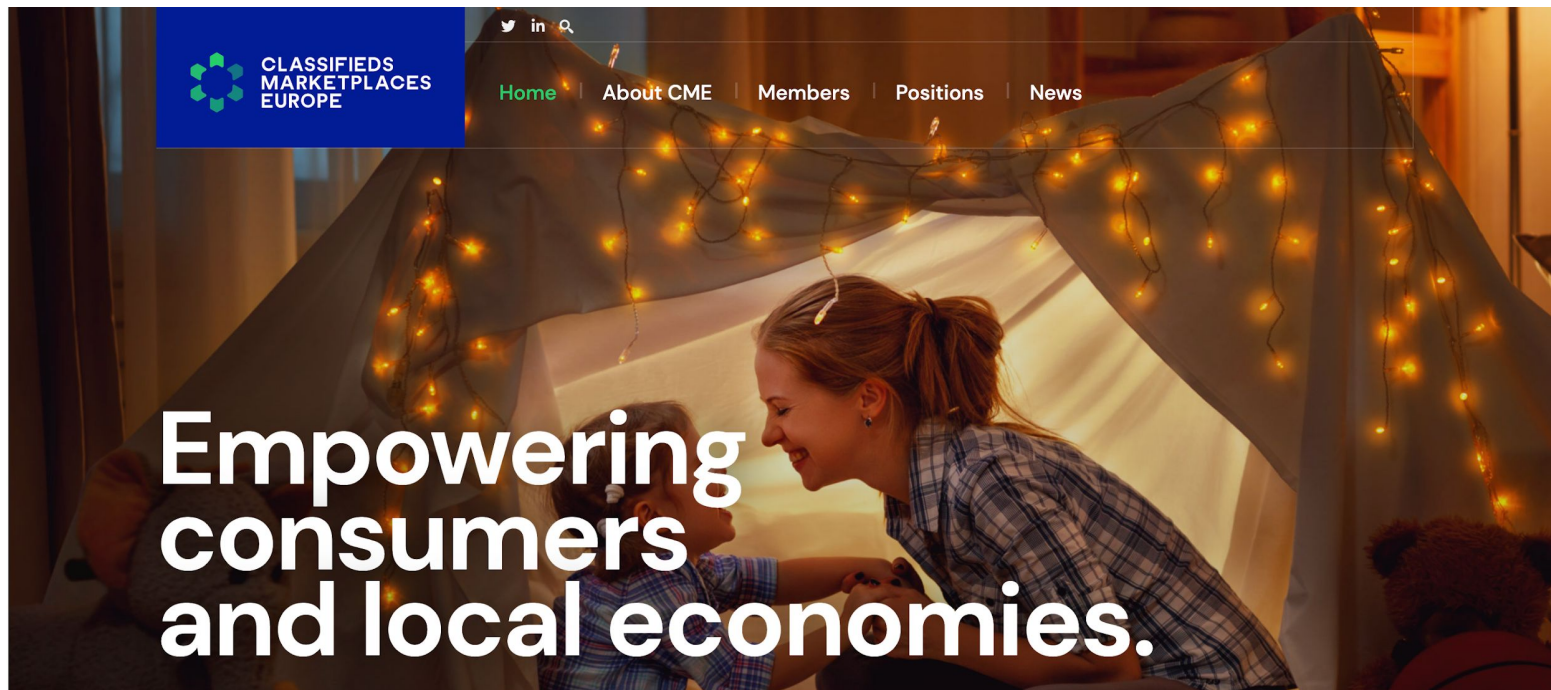
# The EU's DSA: A Case Study

## Key factors:

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



# Classifieds Marketplaces Europe



<https://classifiedsmarketplaces.eu/>

# Q & A

