Avalara

Disclaimer

While we hope you'll find this discussion helpful, this session is for informational purposes only and is not legal or tax advice.



Avalara Safe harbor statement

This information is Avalara's confidential information. Materials are solely for use in this context and are not approved for further distribution. This document describes Avalara's intentions as of the date of drafting and may include descriptions of product functionality or technology that are not currently available. Avalara reserves the right to change the functionality, release dates, technology, initiatives, and plans described herein without notice or duty to update.

Continuing Professional Education (CPE)

Qualifying for credit

- > Respond to 3 of 4 poll questions
 - > Questions display for a limited amount of time
 - > Select you answer and click submit
- > Attend the full duration of the webinar
 - > Attend at least 50-minutes to qualify



Downloading Certificate

- Download the certificate once you qualify
 - > Find the Earn Certification box
 - > Click the icon to download
- > Those that qualify will also receive their certificate in a post-event email

Managing international compliance changes



Meet your presenter



Michelle Bequette

International Customer Programs Manager

Avalara

- Has helped 1000+ companies manage SUT and VAT compliance
- > Joined Avalara in 2014
- Launched Avalara's EMEA Customer Loyalty Team in 2016
- Sales and Use Tax Subject Matter Expert for Avalara Europe
- Currently European VAT/XB Subject Matter Expert for Avalara US

Agenda

> 6 steps to continuous compliance internationally

> Q&A

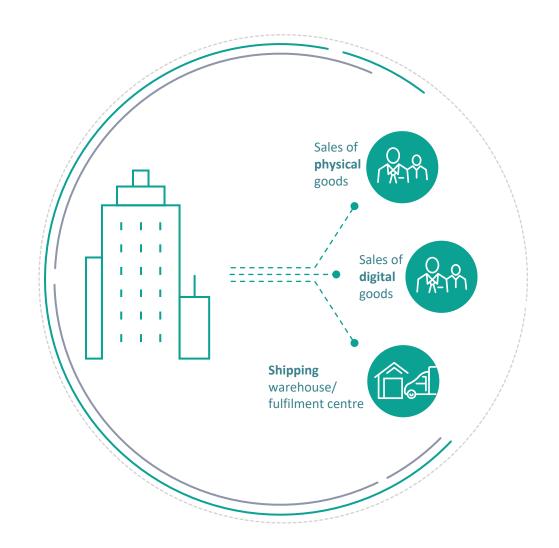
1

2

*k*valara

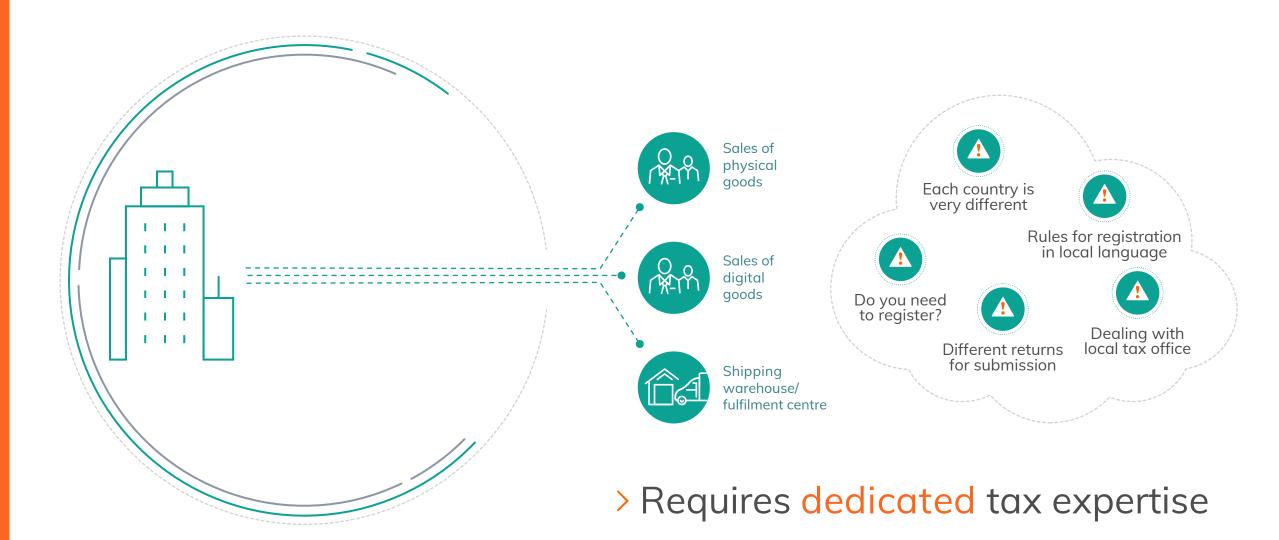
STEP 1: Know where you have tax obligations

Trading in one country can be straightforward



Most companies can manage local compliance in house and may not need software or outside services

Going cross-border can be complex....



Where do you need to register?



Where do you need to register?



Country

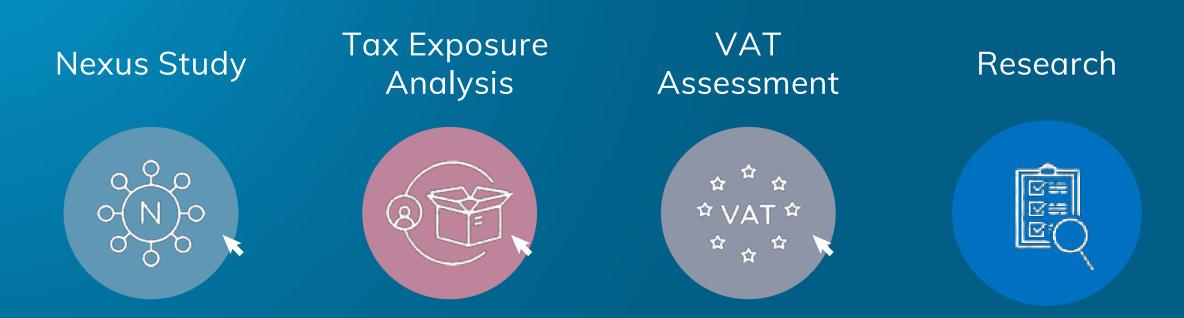
Most countries have a Distance Selling Threshold

 Companies must register when taxable sales exceed the threshold Many countries are reducing or eliminating distance selling thresholds for:

- > Digital services
- > Low value consignments

Customer challenges:

- Knowing the thresholds in every country where they do business
 - > Annual, all time, taxable vs. total sales
- > Tracking revenue in each region
- > Staying up to date on changing registration laws



Relax. You've got tax help from the experts

Online VAT registration guidance & online buy

Simple set of questions helps determine VAT Registration and Compliance Needs

1:22 🕈 🛋	1:22	1:22 🗢 🛋	1:22 🗢 🔳	1:22 🕈 🔳	AA 🔒 avalara.com (
AA 🔒 avalara.com C	AA 🔒 avalara.com 🖒	AA 🔒 avalara.com 💍	AA 🔒 avalara.com 🖒	🗚 🔒 avalara.com 🖒	Avalara VAT Checker
Avalara VAT Checker	Avalara VAT Checker	Avalara VAT Checker	Avalara VAT Checker	Avalara VAT Checker	Start my VAT compliance journey
10	12%	24%	36%	£08	
Which statements best describe	Where does your company sell	My company is based in :	Countries where my company	Where my company is currently	Quote details
your company? :	goods? :	*select all that apply	sells or will be selling:	registered for VAT:	Sells goods on: Amazon 🖌 🛁
* select all that apply.	 select all that apply 				Based In: 🛤 China 💉 🦰
Z E-commerce seller	🗋 Own website	d ⊗	type to search Q.	type to search 🛞	Trading in:
Selling digital services	Z Amazon	Ching	C Germany		Belgium
Selling B2B goods	Etsy	Congo	Z France	Austria	
Organising events and exhibitions	Zalando	Congo		Belgium	
Other	CDiscount			🗌 Bulgaria	Registered for VAT in: 💶 Belgium 🛛 🥕 💳
Next	Other			Croatia	
				Cyprus	Holding stock in: 🗰 Germany 🥜 📒
· · · · · · ·	Next	Next	Hext	Czech Republic	
Why do we need to know?				Estonia	Your draft quote
Knowing what your company does will help us tailer your experience.	Why do we need to know?	Why do we need to know?	Why do we need to know?	Einland	Based on your selections, it is likely that your company wi need to be registered in the following countries
	Your marketplage fulfillment service may require your	When you tell us where your company is based, we can	Knowing the countries your company trades in will help us	I'm not registered in any country yel	The second se
Got stuck or need help? Get in touch	company to register in certain countries even if you haven't traded in them	assess where your company needs to be registered for VAI	determine where your company needs to be registered for VAT	a writer registered in any country yes	Country Yearly threshold
	and the second data and the se	Your company sells goods on:	Your company sells goods an:		
Austratom Help Contact Terms Privacy	Got stuck or need help? Get in touch	Amazon	nour company seus gadas an: Amazan	Why do we need to know?	Country 1 DKK 50,000

Or:

Reach out to your account manager They will schedule a call with a VAT specialist



Avalara Tax Research: Quick and clear answers to help get tax right

			ſ	
ς	_			\neg

Helps you get tax right with up-to-date and relevant tax research



Saves time and frustration with explanations that are easy to search, understand, and reference



Reduces cost of manual research



Eliminates manual tracking of taxability history



Answers questions about complex scenarios, like drop shipping, through intuitive decision trees



Increases confidence via unlimited Q&A with tax researchers



*k*valara

STEP 2: Register

The registration challenge

Every tax authority will have:

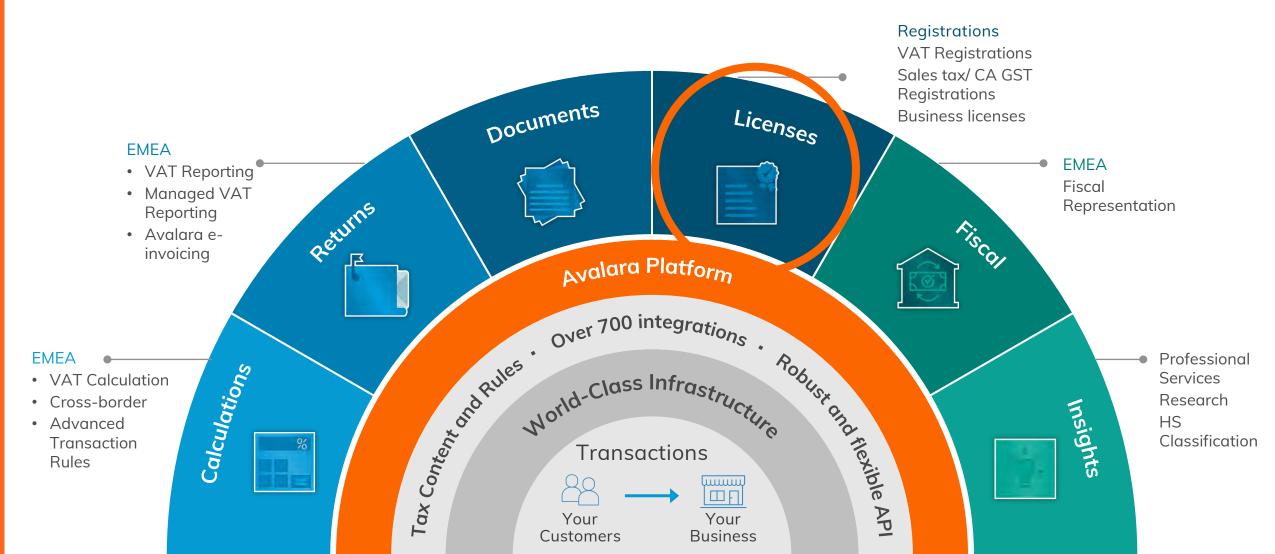
- > Different forms
- Different definitions
- > Multiple registration types
- Different supporting documentation requirements

International challenges

- > Language barriers
- > Local representation requirements

Avalara Registration Solutions

The Avalara Tax Compliance suite is comprised of six product clouds as well as a robust, scalable, flexible, and secure platform to manage all transactions



Making VAT Registrations a breeze



 $\langle \rangle$

Simplifies and speeds up the process of securing indirect tax registrations in over 80 countries



Step-by-step online guide for providing required information, outstanding tasks and registrations status



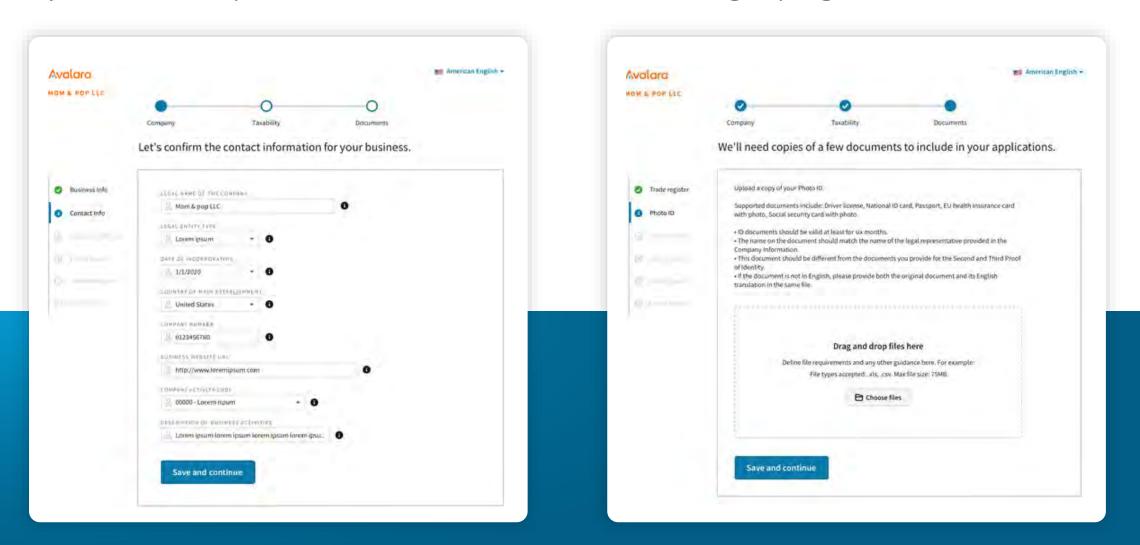
Dynamic user experience collects information and messages progress and status

Service Area Location(s)	
Service Area Escation(3)	
State: *	
1 AR •	
State: *	
Please select •	
Please select	
AK	
AL	
3 AR	
AZ b	
<< Previous Topic CA	Save Now Next Top
	1 AR 2 State: * Please select • Please select • Ak Ak AL AR AZ

Avalara VAT registrations

Secure Online Portal

Dynamic user experience collects information and messages progress and status



Avalara VAT Registrations and Returns services

84 countries supported



Avalara Managed VAT Reporting Country Coverage

Effective June 2022

Avalara supports VAT Registration and managed returns for distance sellers in 82 countries * Managed services for Digital Services sellers only, goods are not currently supported

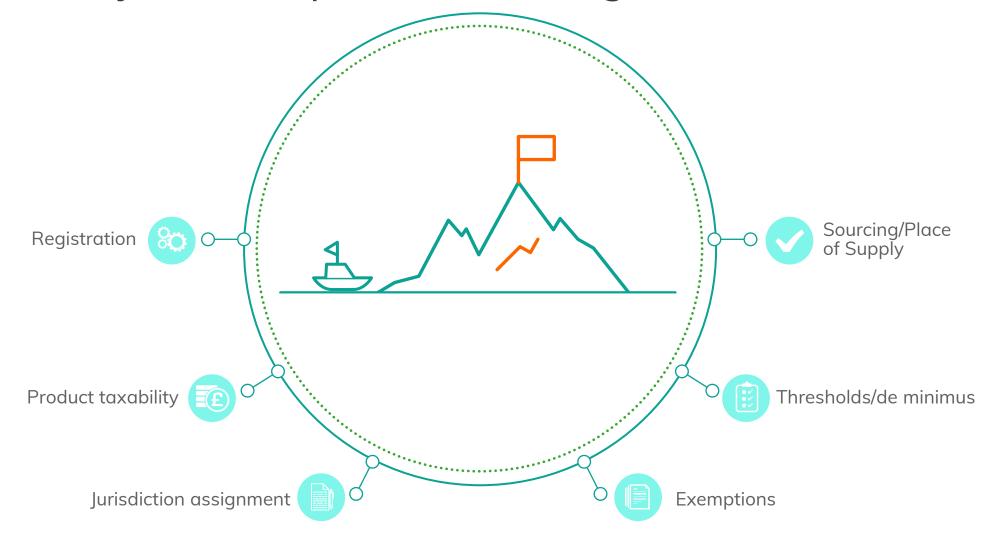
Albania	Colombia*	India*	Netherlands	Spain
Andorra *	Costa Rica*	Indonesia*)	New Zealand	Sweden
Australia	Croatia	Ireland	Nigeria*	Switzerland
Austria	Cyprus	Italy	Norway	Taiwan*
Azerbaijan*	Czech Republic	Japan	Oman*	Tanzania*
Bahamas*	Denmark	Kenya*	Poland	Thailand*
Bahrain*	Ecuador*	Kosovo*	Portugal	Tajikistan*
Bangladesh*	Egypt*	Latvia	Romania	Turkey*
Barbados*	Estonia	Liechtenstein	Russia*	Ukraine*
Belarus*	Finland	Lithuania	Saudi Arabia*	Uganda*
Belgium	France	Luxembourg	Serbia*	United Arab Emirates
Bermuda*	Georgia*	Malaysia (SST - Digital services)		United Kingdom
Bosnia Herzegovina*	Germany	Malta	Singapore*	Uzbekistan*
Bulgaria	Ghana*	Mauritius*	Slovak Republic	Uruguay*
Bhutan *	Greece	Mexico*	Slovenia	Vietnam*
Cambodia*	Hungary	Moldova*	South Africa	
Chile*	lceland*	Morocco*	South Korea*	

*k*valara

STEP 3: Calculate

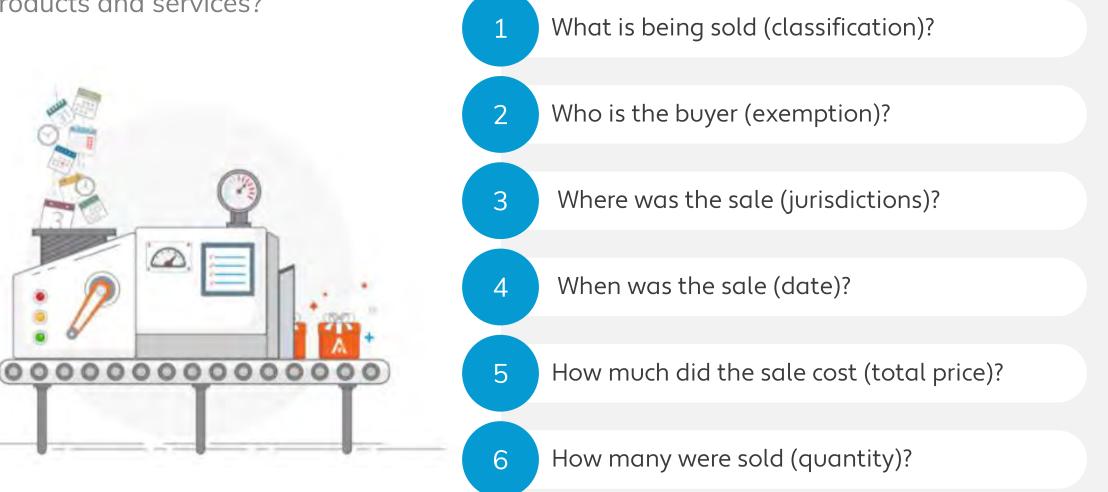


Tax Determination Rates are just the tip of the iceberg...



Varying taxability

What determines the taxability of products and services?



Customer challenge

Taxability and classifying products

The same product may be defined and taxed differently:



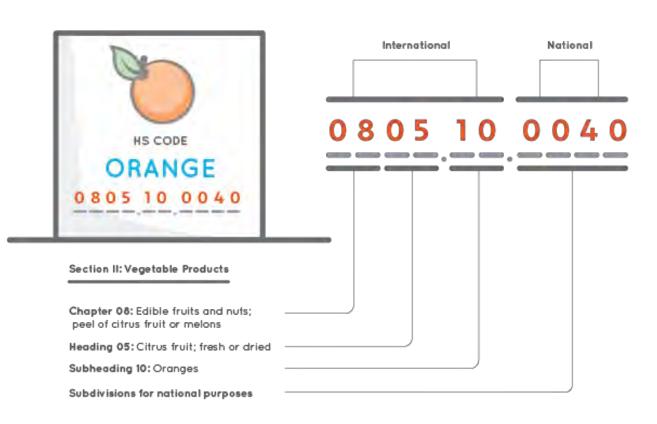
Taxability & VAT rates

Most countries have standard, reduced, and zero rates

	UK	Denmark	Belgium
Children's shoes	0%	25%	21%
Books	0%	25%	6%
Groceries	0%	25%	6%
Confectionary	0%	25%	21%

What is an HS Code?

Harmonized System (HS) codes are a system to classify globally traded products – the purpose is to enable the accurate calculation of customs duties



Each country will have a unique HS code for the same product!!!

- The first 6 digits are universal they are the same for all countries for a specific product.
- > The last 4-6 digits are country-specific

Mapping HS Codes is A Pre-Requisite to Accurately Calculate Customs Duties!!!

- > HS codes tie directly to a country's tariff rates
- > They are also required for EU Intrastat returns

How we do it: Product and service taxability



Avalara Managed Tariff Code Classification

- Greater accuracy
- Increased efficiency
- Save time and money



Avalara Tax Research

- Taxability research
- Software subscription or
- Custom research

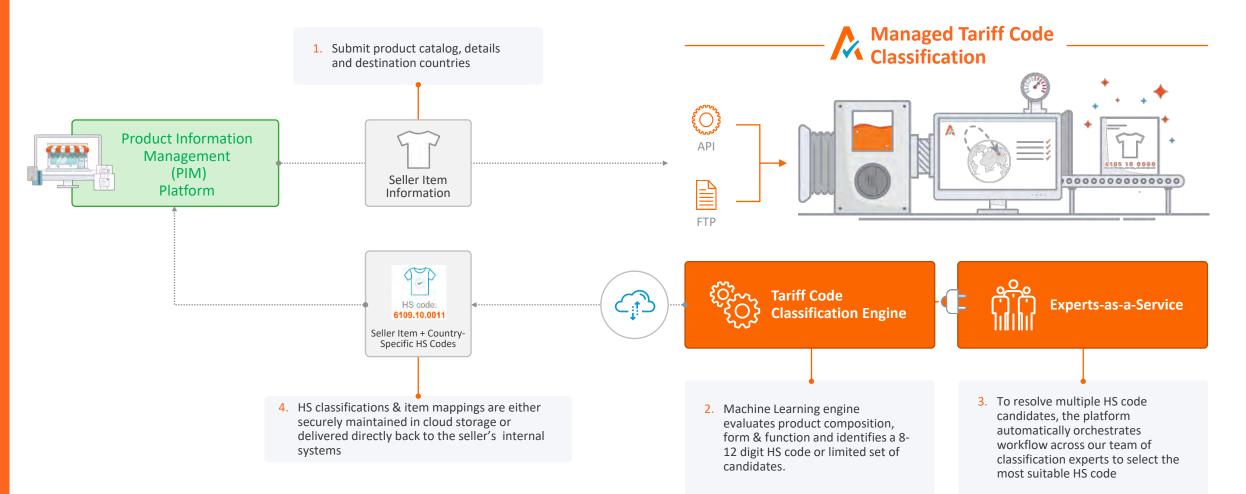
	· · · · · ·	
_		

Avalara AvaTax

- Real time calculations of SUT, VAT, and duties
- Avatax codes determine SUT/VAT/GST treatment
- HS codes determine customs duties treatment

Avalara Managed Tariff Code Classification – How we do it

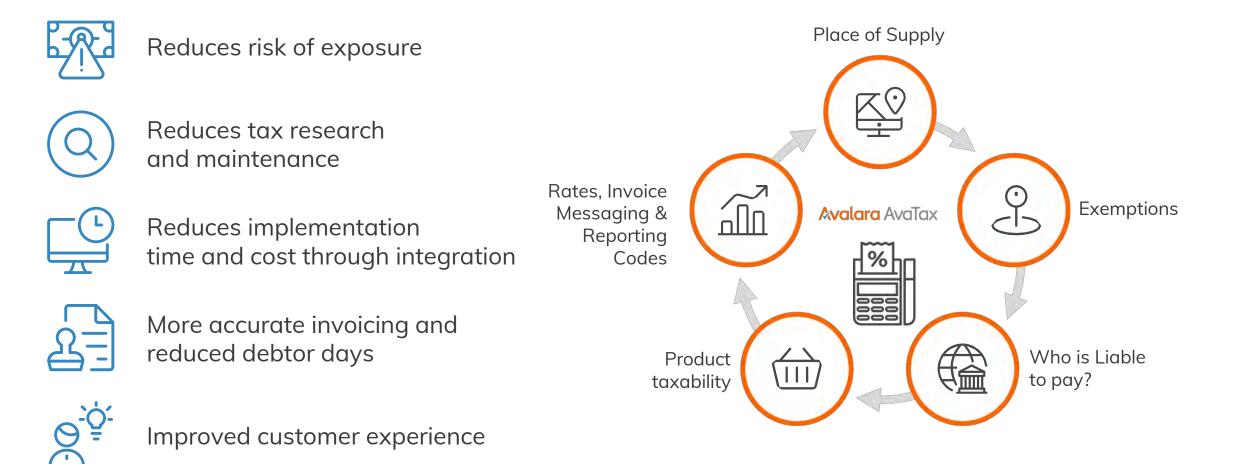
Automate assignment of Harmonized System codes, providing a scalable foundation for customs duty calculation and compliant paperwork anywhere in the world



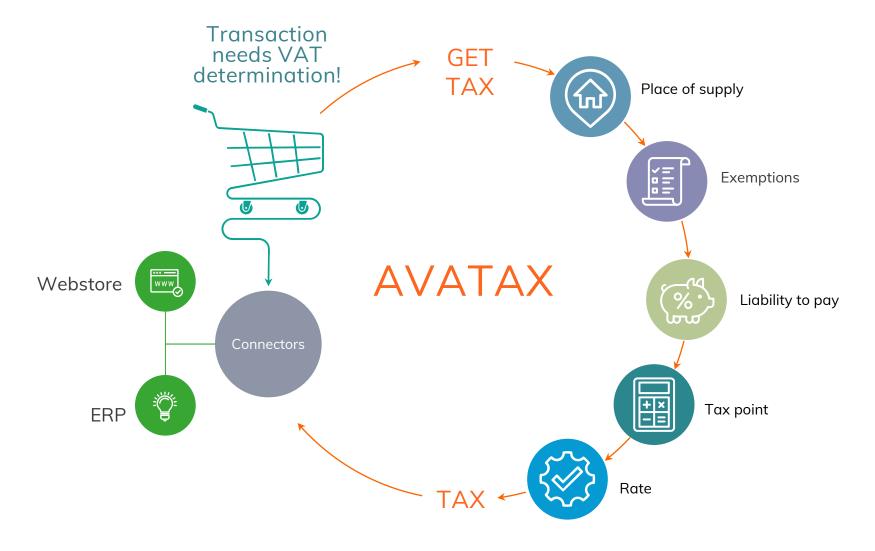
Now that you know what you're selling...

Real time VAT determination





Avatax VAT



Final tax provided sub 100ms, and is automatically provided on your invoices:

Rate and VAT amount at checkout, on your receipt or invoice

Provides invoice messaging where applicable

©Avalara. Confidential and proprietary.

AvaTax for VAT – VAT Codes features

Tax Code

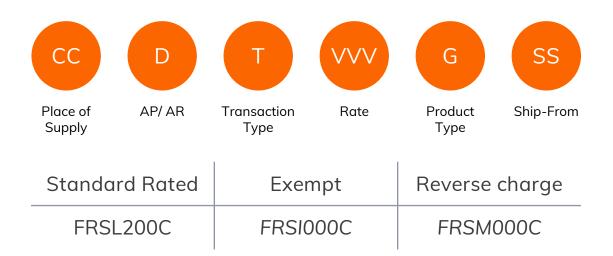
©Avalara, Con

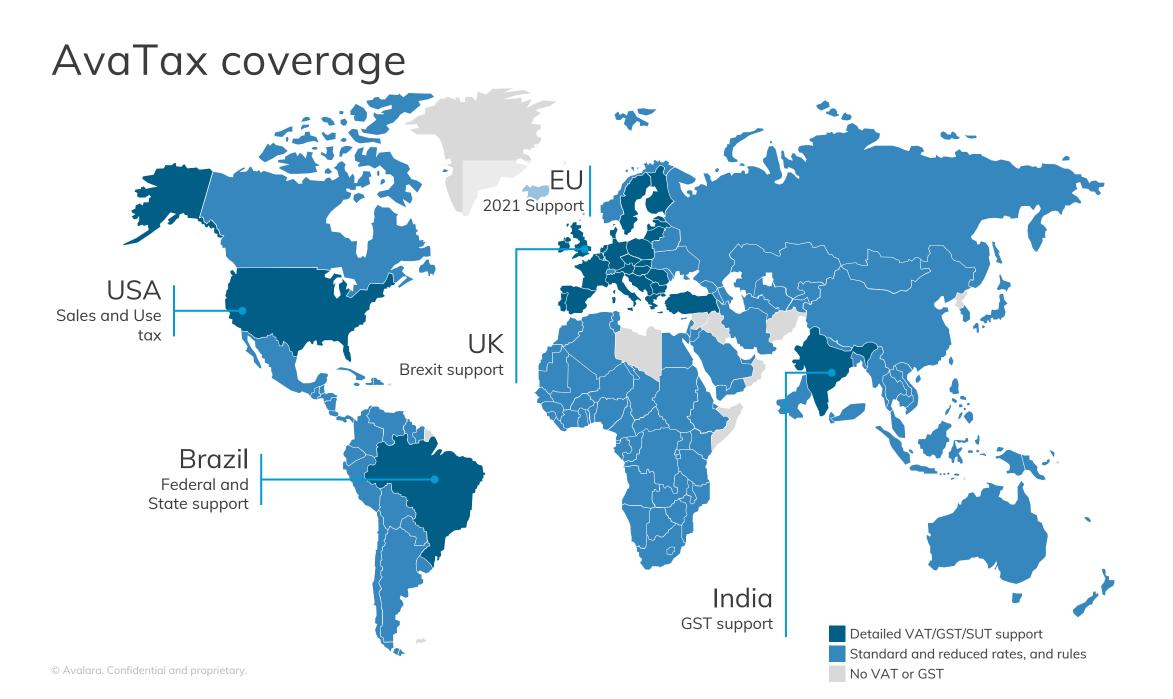
That AvaTax tax code is a product classification. It is similar to an HS code but is applied to goods and services and is not as granular. The SKU or item code from the customer's system is mapped to the AvaTax tax code so we know what good/ service was supplied in the transaction and therefore which rates and rules are applicable.

/pe of it	em in order to apply special tax treatment
food	I
PH4034 Food pro	02 oduct supplies
PF05040 Food cor 26%-499	nbo pack #1 - Food 51%-74%, Hard goods
PF05040 Food cor 11%-259	nbo pack #2 - Food 75%-89%, Hard goods
PF05040 Food con 1%-10%	13 nbo pack #3 - Food 90%-99%, Hard goods
PF05040 Food cor 26%-499	nbo pack #4 - Food 51%-74%, Candy
DEGEGA	E.

VAT Code

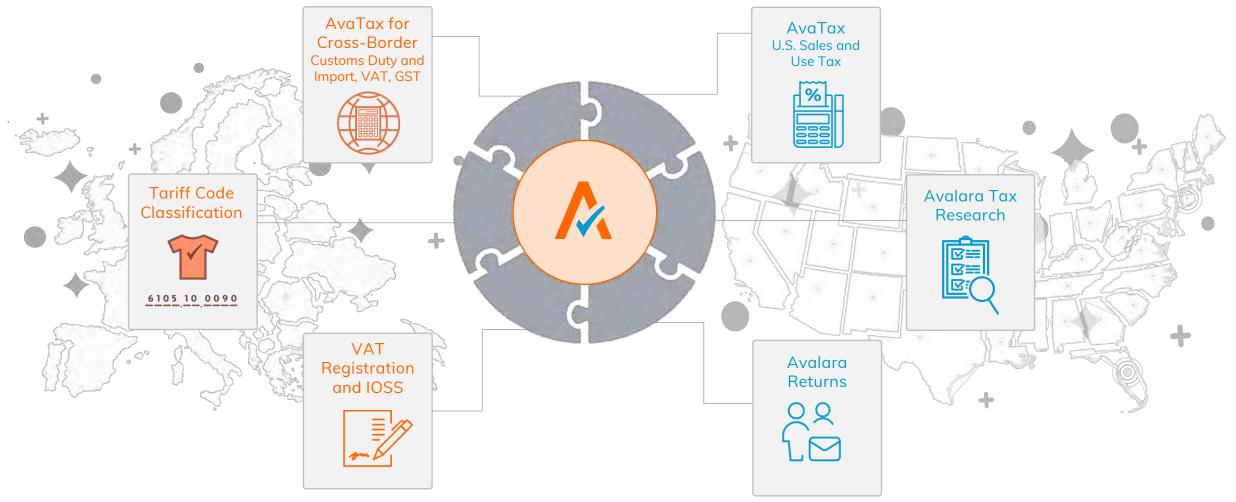
The VAT code is an alpha-numeric string that defines the transaction from a tax perspective. It is used in an accounting system to help with reporting.





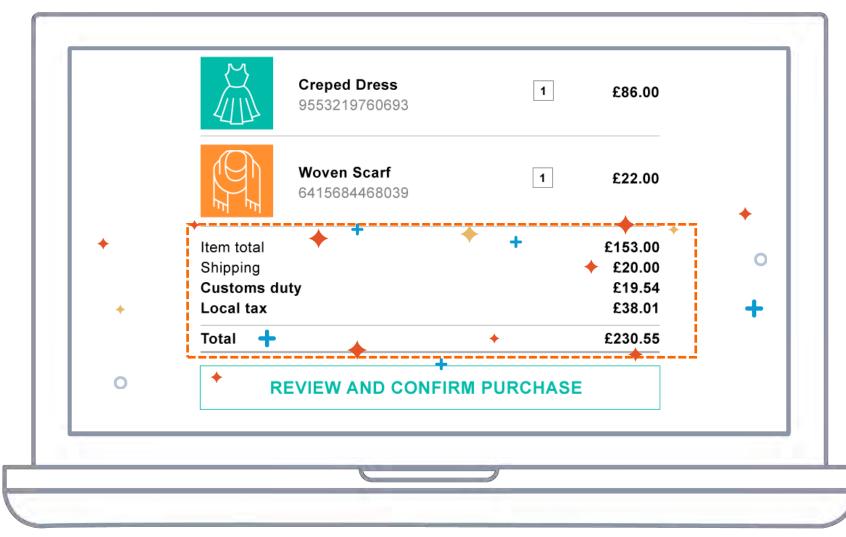
We connect all pieces of the global tax puzzle

For a complete and unified solution



Customers now have better visibility into the true cost

Sellers can easily collect at the point of sale, if they choose





STEP 4: E-invoicing

EU VAT GAP

EU VAT regulations have changed more in the last five years than in the previous 60. These changes are primarily aimed at reducing VAT fraud and increasing Tax authority revenue

2017- €141 billion VAT GAP!

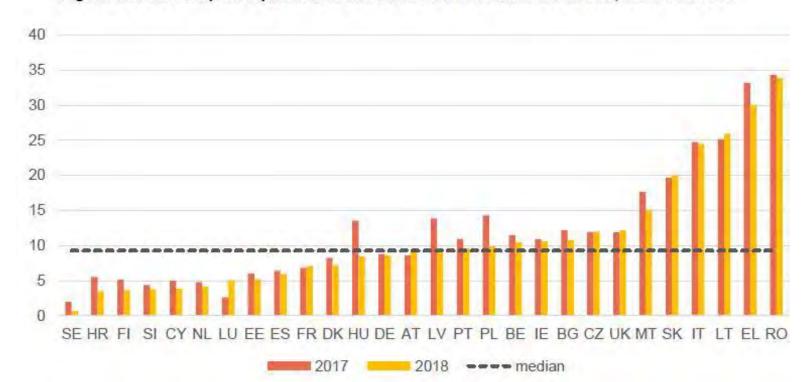


Figure 2.2. VAT Gap as a percent of the VTTL in EU-28 Member States, 2018 and 2017

Tax authorities – reasons for moving digital







VAT Gap: Fraud The EU VAT gap is estimated to be approx. €150 Billion per annum. Part of this is due to tax fraud. VAT Gap: Errors, Avoidance, Insolvencies The other part of the VAT gap is revenue lost due to errors, avoidance or insolvencies within the tax reporting process. Reduction in Administration

Governments are seeking to cut the costs of administering their tax regimes by adopting digital reporting and data analytics.

Impact on taxpayers







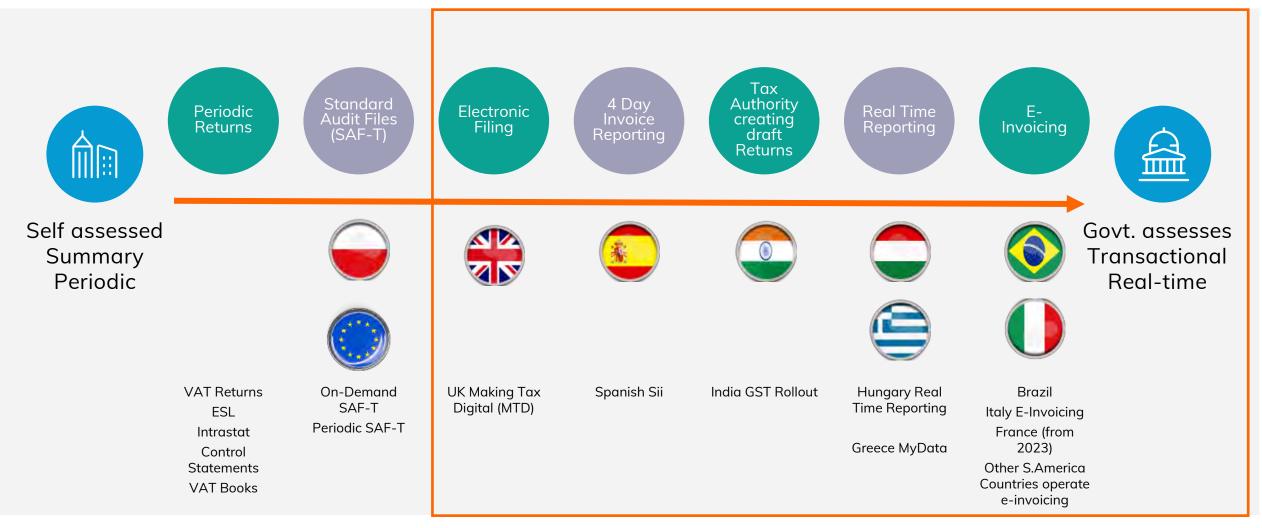
Keep on Top of the Ever-Changing VAT Landscape

Track government measures and new forthcoming EU VAT reforms Upgrade Accounting Systems | VAT Reporting Process

Ensuring your compliance process captures the latest requirements Tighten VAT Determination Process Ensuring that VAT determination is correct at source

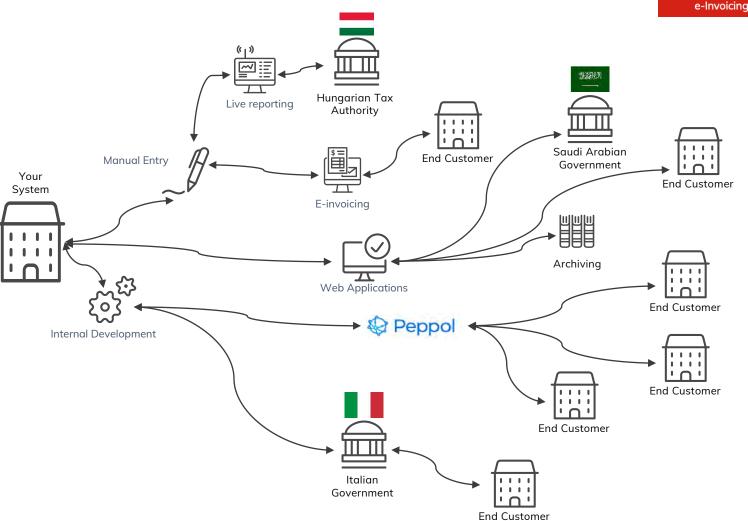
Evolution of digital VAT reporting

It is becoming very difficult to manage VAT Compliance without software

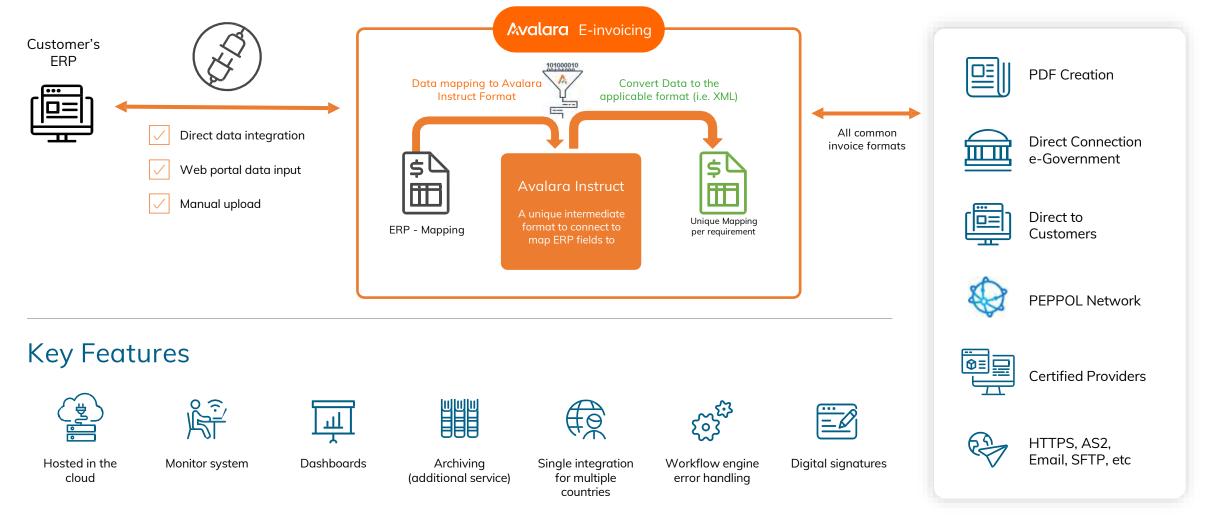


E-invoicing 101

- Due to the differing requirements of each e-invoicing mandate you can end up with a complicated and messy ecosystem that:
- > Requires internal development
- > Is hard to maintain
- Involves manual entry and web portals
- > Not scalable
- > Human error
- > Multiple points of failure



Avalara E-Invoicing: One global e-invoicing solution

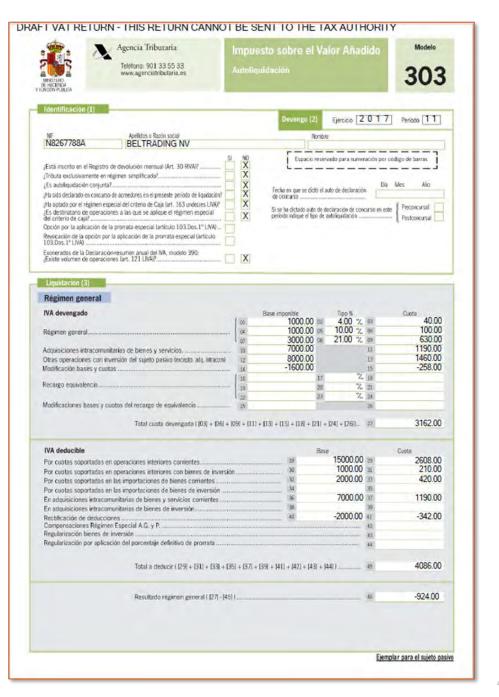


Avalara

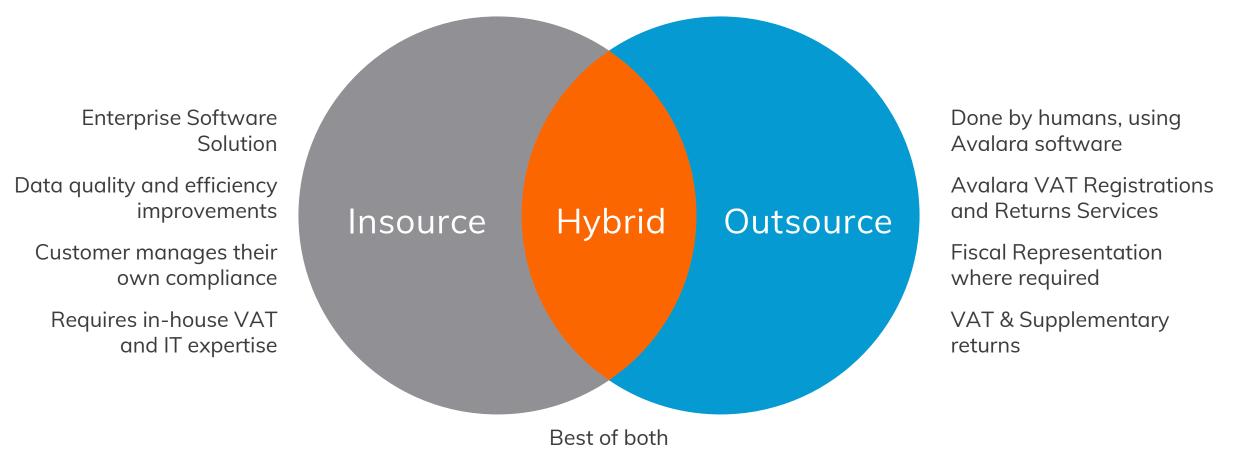
STEP 5: Reporting

VAT reporting challenges

- Usually submitted in local language and currency
- > ESL and Intrastat required in all Member States when applicable
- Filing frequency, filing deadlines, and payment deadlines will depend on turnover, VAT position or place of establishment of business
- Some Member States require additional annual returns, corrective returns and catch-up (backfiling) returns



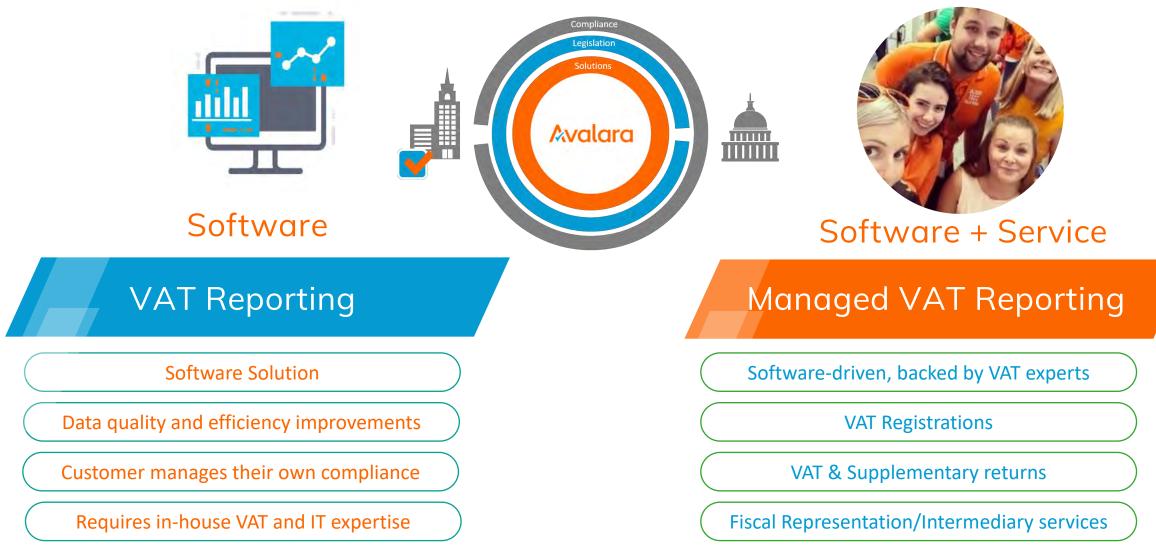
A Reporting service that's right for you



In house where you have expertise

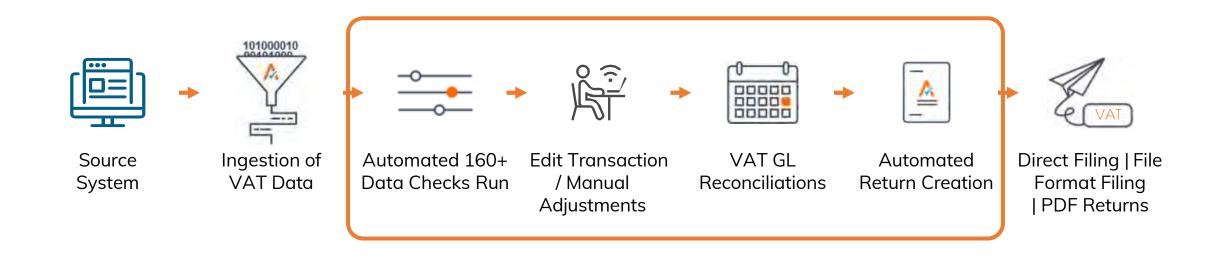
Outsource to Avalara where you don't

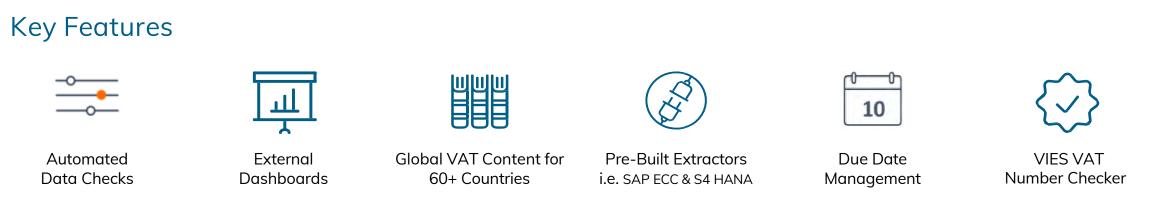
Two ways Avalara helps customers file VAT Returns



© Avalara. Confidential and proprietary.

Insource or outsource with Avalara VAT reporting

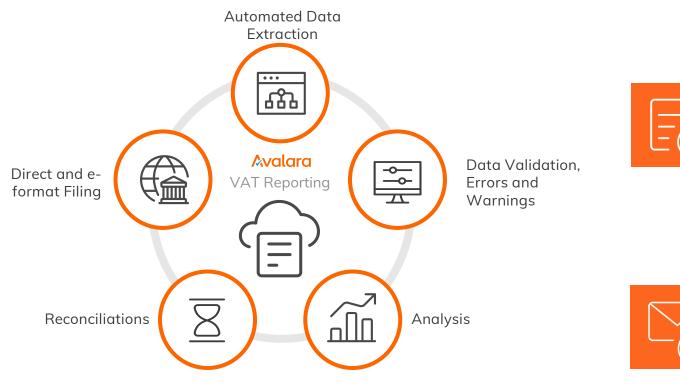




Insource

VAT Reporting

Avalara VAT Reporting simplifies the process of filing indirect tax returns in multiple countries, increasing efficiency and reducing the risk of non-compliance.



Check and Analyse

- 60 countries covered and 163 compliance checks
- Warnings for errors that look incorrect are highlighted
- Comprehensive controls are provided to track all error resolutions
- Central consolidated database of all financial transactions that includes data from all systems
- Data mining tool for powerful user driven queries
- 50 custom compliance reports
- Query visualisation with PowerBI dashboard or spreadsheets



☆ VAT ☆

* * *

Reconcile and Review

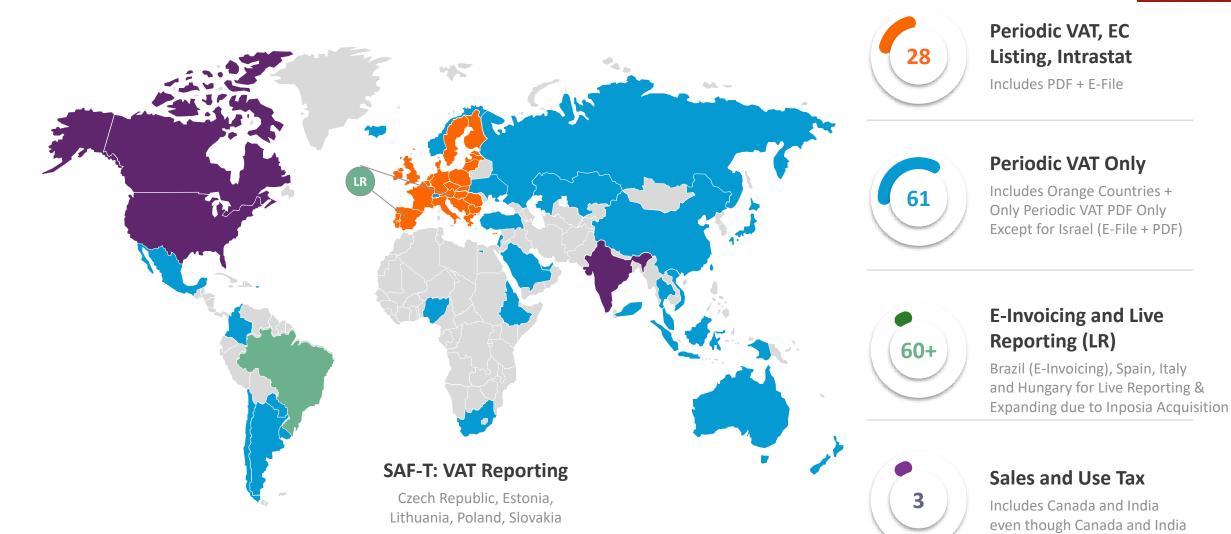
- Perform VAT to Intrastat reconciliation based on full map of deliveries to invoices
- GL to VAT reconciliation
- Intercompany turnover reconciliation automatically to identify intercompany transactions to match sales and purchasing turnovers
- Dashboards that show the statuses of the filings being managed across your business
- Powered by a tax calendar of all filings deadlines

File

- Standard process for all countries
- Support for all the returns, listings and declarations required
- Prepare the electronic filing formats for every return
- Direct electronic filing from Avalara VAT Reporting where tax authorities support it

Avalara global indirect tax reporting capabilities



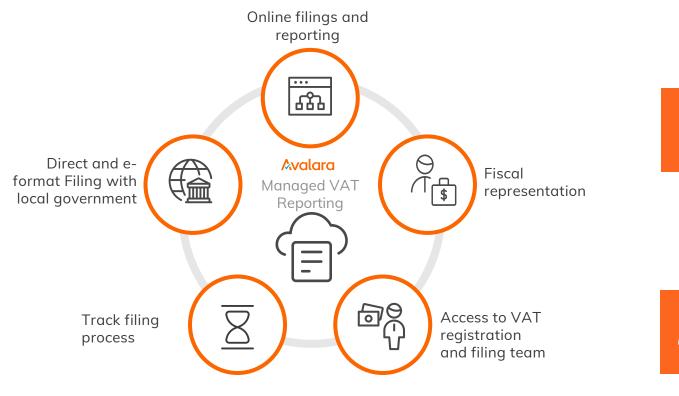


are GST

Outsource

Managed VAT Reporting

Avalara managed VAT reporting, registration, and returns services helps reduce the complexity of international VAT for businesses of all sizes and industries.



Automated VAT preparation

- Maintain more up-to-date data with online filings and reporting of your VAT.
- Track the filing process for all your local VAT returns from a single dashboard.
- Have Avalara electronically file your returns directly with the local government or fiscal rep as required.
- Clearly display how to make your VAT payments in the countries where you are registered.



_ት ት ት

☆ VAT ☆

\$ 20 20

Outsourced managed VAT reporting

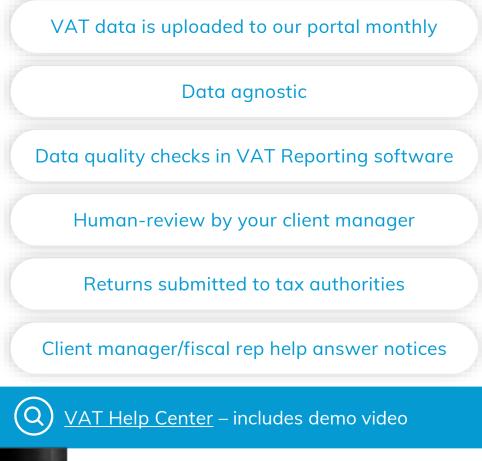
- Work with a dedicated team for VAT compliance for filing on time and to offer guidance or ongoing support were required.
- Centralise your VAT accounts in each country where Avalara acts as your agent.
- Minimise your compliance risk and improve business continuity through outsourced VAT returns.
- Utilise our inhouse network of Fiscal Representatives in the countries were they are required.

Fiscal representation

- It is a requirement for a number of countries worldwide to appoint a fiscal representative to submit your returns and VAT on your behalf to the tax office.
- Avalara fiscal representation helps manages tax compliance requirements with the local tax authority in the local tax language using our in house network of Fiscal Representatives throughout the world.

Avalara managed VAT reporting

VOIDIG VAL	Returns								Caglish •
) VAT returns	Import transactions	Import history	Notices						
AT returns	for Beltrading N	V							
T returns	Due dates								
nuary Februa	ary March April	May	June July	August Seg	ptember Octo		mber Decem	ber	
					2011				
00									
eview & appr		e full payment							
eview & appr		TAEQUENCY	AMOUNT DVE	FAVRENT DOS		NOVEM & APP	1011		KEQUEST NEBU -
	rove drafts			PAYRENT DUS	How to pay	neviews and Draft roturn	file return	of .	**\$0451 #\$80 •
COUNTRY	rove drafts	MEQUINEY	AMOUNY DVS	FAVHLWT DUS 18/10/2019			-		
Counter	vove drafts netwee type WAT return	Monthly	AMOUNT DVS 735.00	PAYHERY bos 18/10/2019 18/10/2019	How to pay	Draft return	-		
Delpim Delpim	VOVE drafts RETURE TYPE VAT return Intrastat dispatches	recordscy Nonthly Nonthly	ARQUNY DV8 735.00 42.00	********** bus 18/10/2019 18/10/2019 18/10/2019	How to pay How to pay	Draft return Draft return	-		
Sourray Belgium France Germany	VAT return	recorner Monthly Monthly Monthly	AMOUNY DVS 735.00 42.00 665.00	********** bus 18/10/2019 18/10/2019 18/10/2019	How to pay How to pay How to pay	Druit return Druit return Druit return	-		
Sourray Belgium France Germany	VAT return	recorner Monthly Monthly Monthly	AMOUNY DVS 735.00 42.00 665.00	********** bus 18/10/2019 18/10/2019 18/10/2019	How to pay How to pay How to pay	Druit return Druit return Druit return	-		



Avalara VAT registrations and managed reporting services



Q <u>VAT Help Center</u> – includes demo video

Where Avalara offers Managed VAT Compliance Services

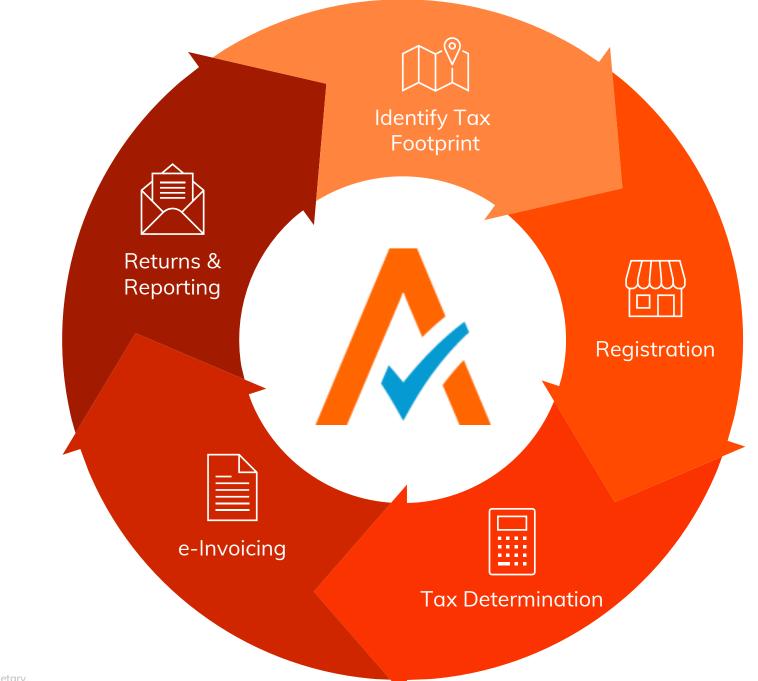
Albania *	EU OSS MOSS/IOSS	Lithuania	Slovakia
Australia	Finland	Luxembourg	Slovenia
Austria	France	Malta	South Africa*
Belarus*	Germany	Netherlands	South Korea*
Belarus	Greece	New Zealand	Spain
Belgium	Hungary	Norway	Sweden*
Bulgaria	Iceland*	Poland	Switzerland/ Liechtenstein
Croatia	India*	Portugal	Taiwan*
Cyprus	Ireland	Romania	Turkey*
Czech Republic	Italy	Russia*	Ukraine
Denmark	Japan	Serbia	United Kingdom
Estonia	Latvia		

*digital services reporting only

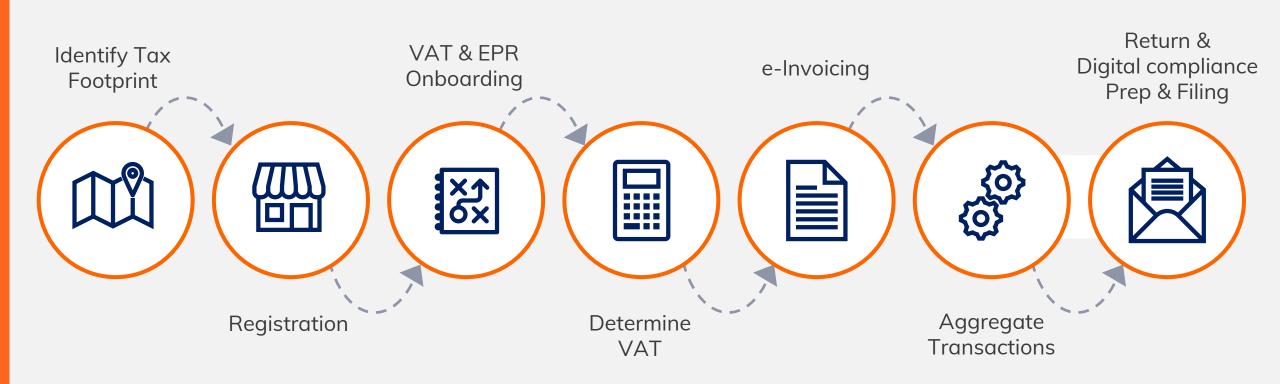
© Avalara, Inc. 2020. Confidential and proprietary.

*k*valara

STEP 6: Review & repeat continuous compliance



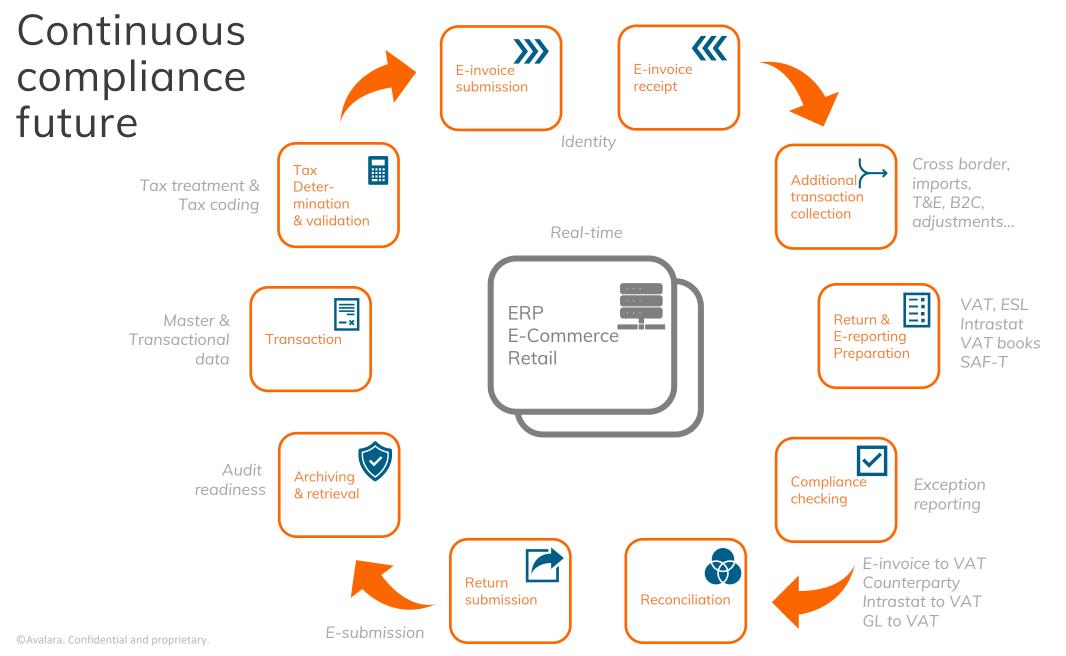
Continuous compliance



Avalara VAT Products

Identify Tax Footprint	Registrations	Classification	Tax Determination	E-Invoicing	Returns and Reporting
 Speak with an Avalara VAT Specialist 	 VAT Registrations GST Registrations Fiscal Representation Sales & Use Tax Registrations 	 HS / Commodity Code classification Import VAT/Customs Duty Self Serve Portal/ conversational API 	 Sales & Use Tax VAT/GST- 190 countries Customs Duties Enhanced determination in 35 countries EU ecomm reforms 	 B2C, B2B, B2G E-invoicing Real Time Reporting Real-time clearance QR Codes PDF creation PEPPOL 	 SaaS VAT Reporting Managed VAT Reporting service VAT, GST, SUT returns ECSLs, Intrastat Ledgers, SAF-T Transfer Pricing
Our team can give guidance on requirements	84 countries served by Avalara VAT Registration	Avalara Item Classification offers HS code support for 180+ countries	33.9 billion AvaTax API calls made by customers in 2021	Support for e-invoicing in 60+ countries.	Avalara processed and filed more than 4.1 million returns in 2021

Government interfaces



Resources Learning and marketing tools

Avalara.com



INTRODUCTION

New VAT obligations for ecommerce sellers and online marketplaces

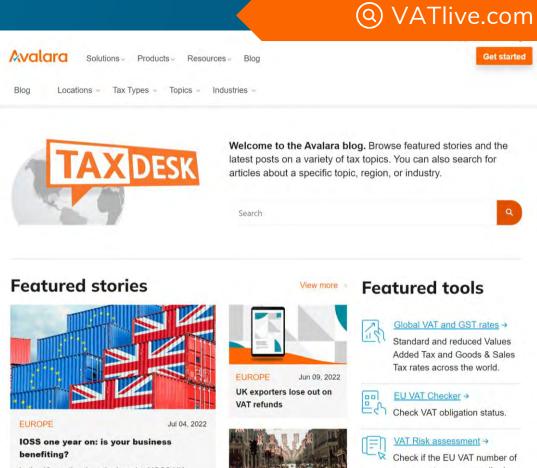


6

End of the £15 (roughly \$20 USD) import VAT exemption

Online sellers must charge import VAT live, during checkout, on goods not exceeding £135 in value (roughly \$180 USD)

Online marketplaces 11 110.7



UNITED KI.

HMRC publishes new guidance on Making Tax

Digital compliance checks

In the 12 months since the launch of IOSS UK businesses could have realised an estimated additional £5.2 billion in revenue from exports

Global VAT and GST rates → Standard and reduced Values Added Tax and Goods & Sales



Jun 08, 2022

Check if the EU VAT number of a new customer or supplier is valid.

Developer resources

Learning and marketing tools

<u>Avatax VAT Developer Guide</u>

Avalara Solutions Products Resources Partners About Blog

VAT calculations in AvaTax What's changing?

+ New content

Tips and best practices + Examples

FAQs

What's changing?

Avalara is enhancing the AvaTax for VAT determination solution to respond to legislative reforms in the European Union and in the UK as it withdraws from the EU. Effective in 2021, these changes will have a significant impact on sellers and marketplaces selling into and within the region.

Search

Sales (877) 780-4848 Support Sign in

Get started

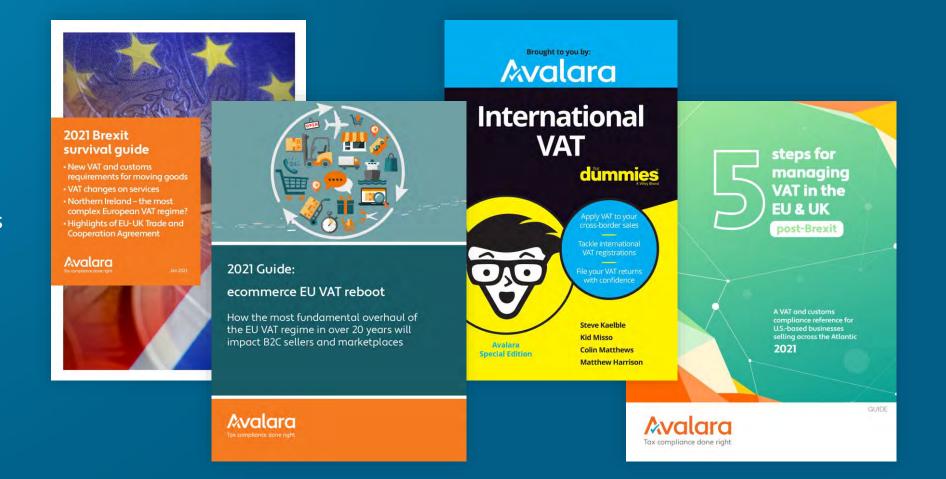
The following enhancements are being made in AvaTax for VAT as a result of the EU and UK reforms/changes.

- Enhancements in the engine to support current EU legislation for B2B and B2C use cases for sales and purchases. Supported use cases are:
 - Domestic supplies when the supplier is liable
 - Domestic supplies when the customer is liable (domestic reverse charge)
 - Intra-Community supplies
 - Intra-Community acquisitions
 - Imports
 - Exports
 - Distance sales
 - Triangulation
 - General rule services
 - Digital services
- New Customs Invoice/Customs Order document types to support the entry of the Import VAT from the customs documentation into the system to assist with ledger balance and easily upload their Import VAT charges. This form is currently limited to Import VAT, with support for Cross-border duty planned for future releases.
- New address types to support the location where goods are imported and the location where goods are located when there is no transportation or where a service or event is rendered.
- New Transaction parameters, including:
 - MiddlemanVatId

Seek to your SASM about

Learning and Marketing tools

- Cobranding whitepapers &
- > Webinars
- Partner landing pages
- > Customer referrals

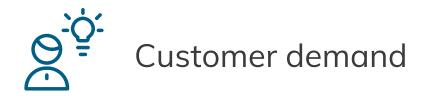


Three big triggers for VAT compliance

When should you contact Avalara for VAT assistance?



Strategic expansion

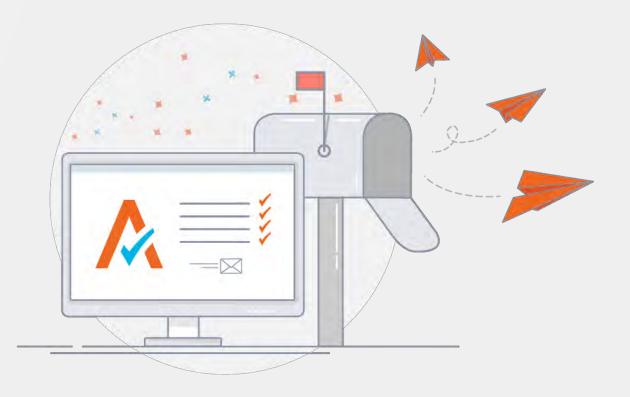




Thank you!

We look forward to partnering with you to remove the burden of international compliance.

To get started, contact your Customer Account Manager.



Questions?

Continuing Professional Education (CPE)

Qualifying for credit

- > Respond to 3 of 4 poll questions
 - > Questions display for a limited amount of time
 - > Select you answer and click submit
- > Attend the full duration of the webinar
 - > Attend at least 50-minutes to qualify



Downloading Certificate

- Download the certificate once you qualify
 - > Find the Earn Certification box
 - > Click the icon to download
- > Those that qualify will also receive their certificate in a post-event email

Upcoming events

avalara.com/webinars

Events Calendar

- > 12/13 Sales & use tax master class
- > 12/15 The evolution of tax in the digital age



Exampliance done right