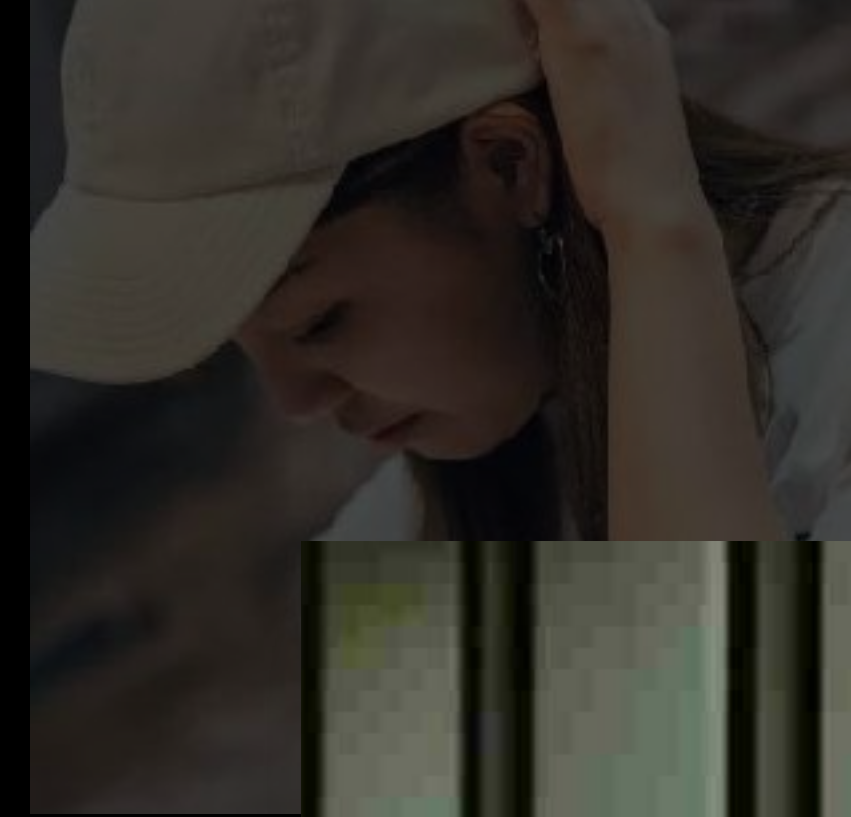


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NEW WAYS FOR THE NEW WAVE

UNLOCK WECHAT SOCIAL COMMERCE



1ST WAVE



TAOBAO

2ND WAVE



JD

3RD WAVE

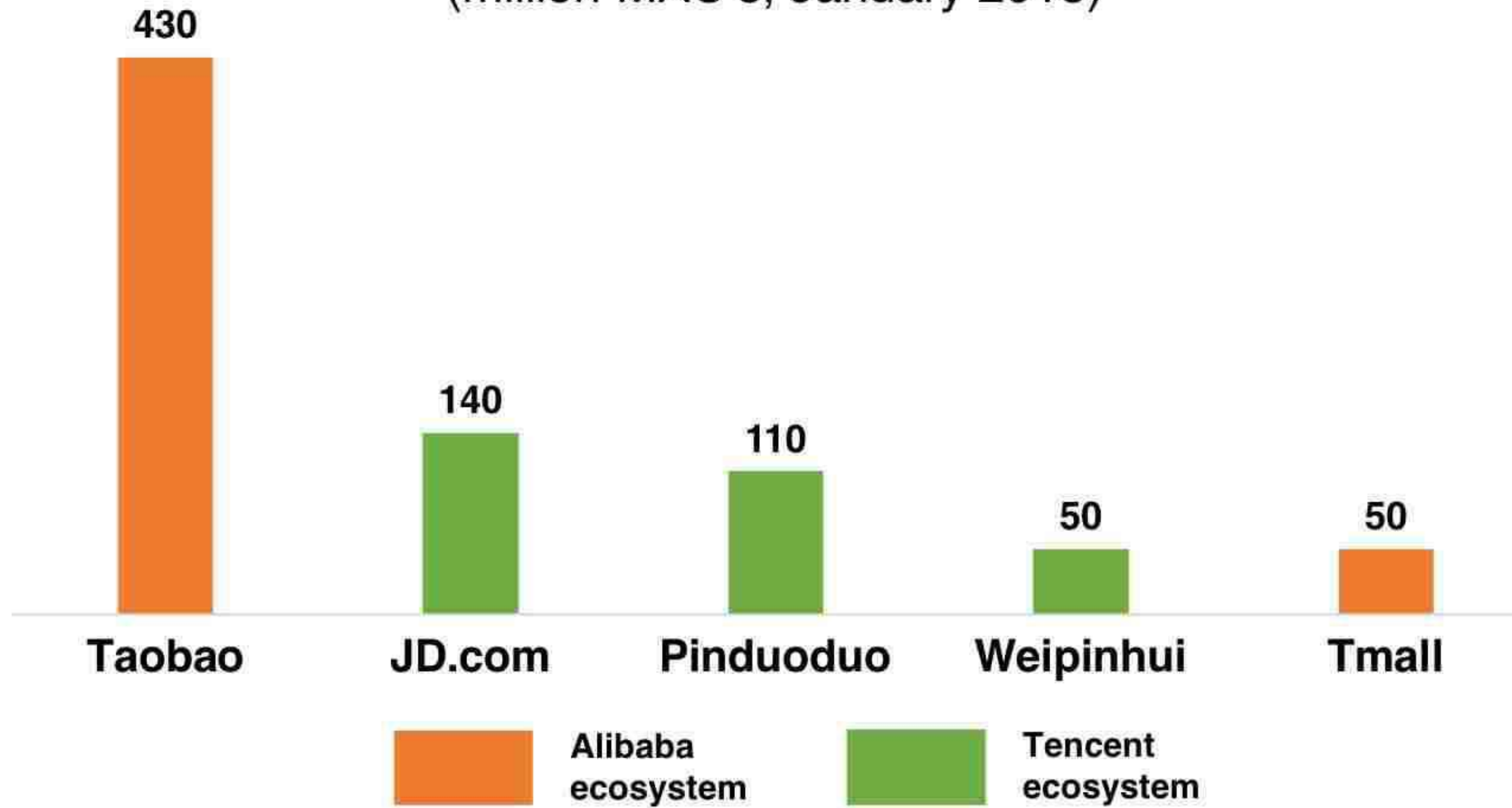


PDD

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Largest Chinese e-commerce APPs by monthly active users (million MAU's, January 2018)

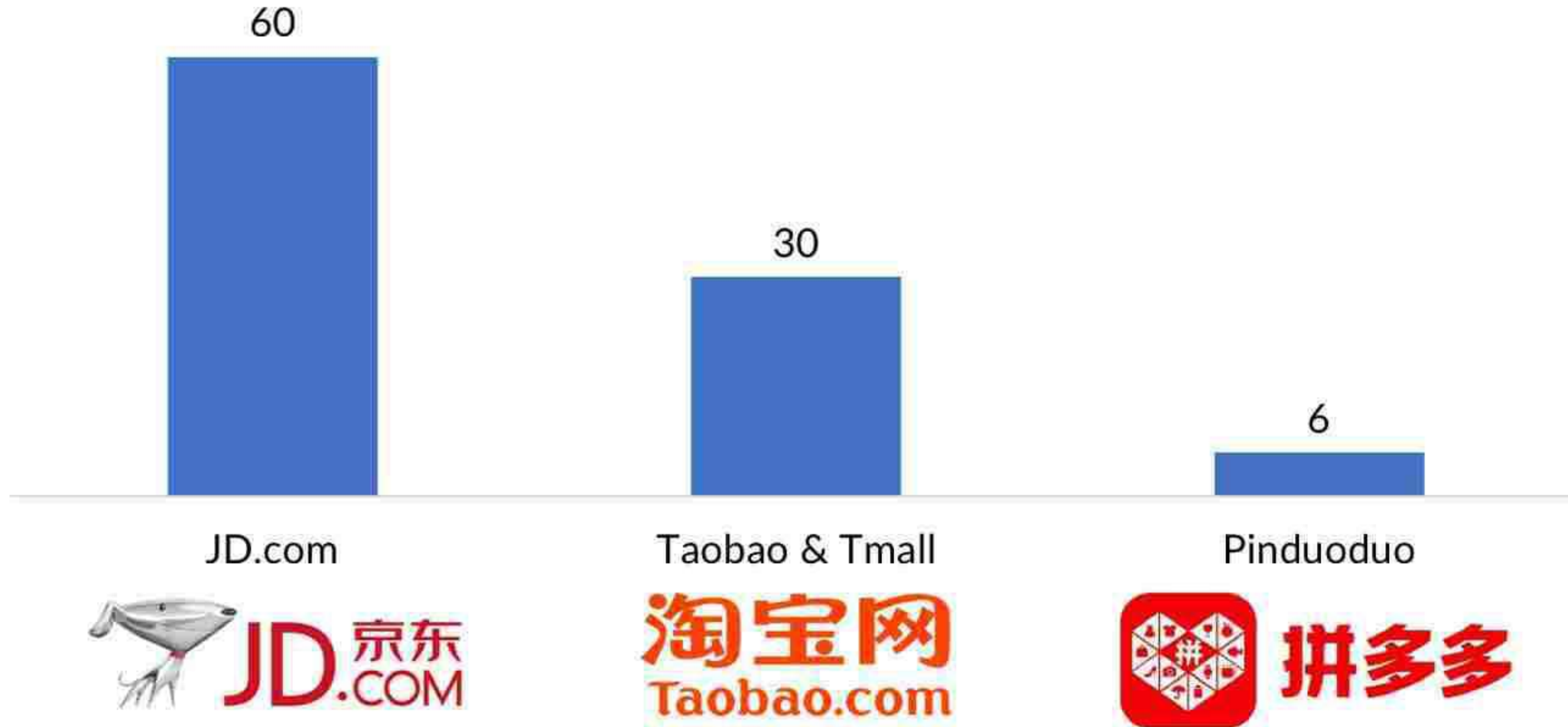


Source: Jiguang data (jiguang.cn), WalktheChat Analysis

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Average order on various platforms in USD (July 2018)



Source: Company filings, WalktheChat Analysis

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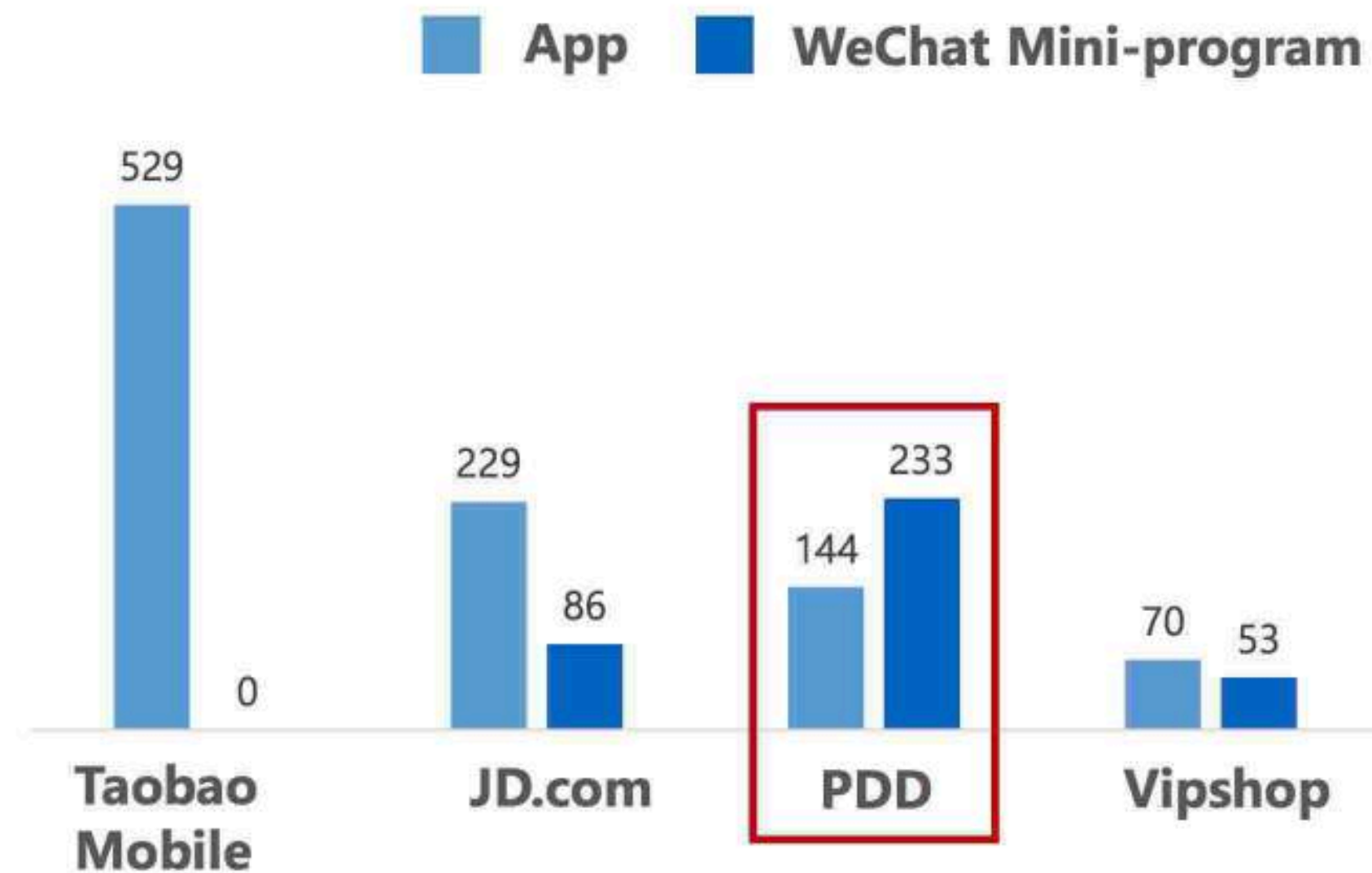
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PDD RELIES HEAVILY ON WECHAT FOR TRAFFIC

- Tencent is PDD's largest institutional shareholder, with a 18.5% ownership
- A significant amount of PDD's traffic comes from WeChat, which is the primary means of forming "shopping teams" on PDD



Monthly Active Users of Chinese E-commerce Platforms
(in millions)



Source: Jiguang Data & CMS
(China Merchants Securities)

Jan 2018

580,000 Mini-programs

Aug 2018

1 million Mini-programs

By end 2018

3 million Mini-programs

TEAM PURCHASES

PDD brought many previous e-commerce innovations to bear inside the WeChat ecosystem.



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Invite friends on social networks



¥ 26.8 ¥ 49.6 已拼107003件 - 2人拼单
【短袖/长袖可选】高含棉衬衣短袖女2018新款衬衫女韩版【预售：4月17日发完】

Quantity sold, requisite number of buyers to form a shopping team

品牌清仓 放心品质 性价比
全场包邮 7天退换 假一赔十

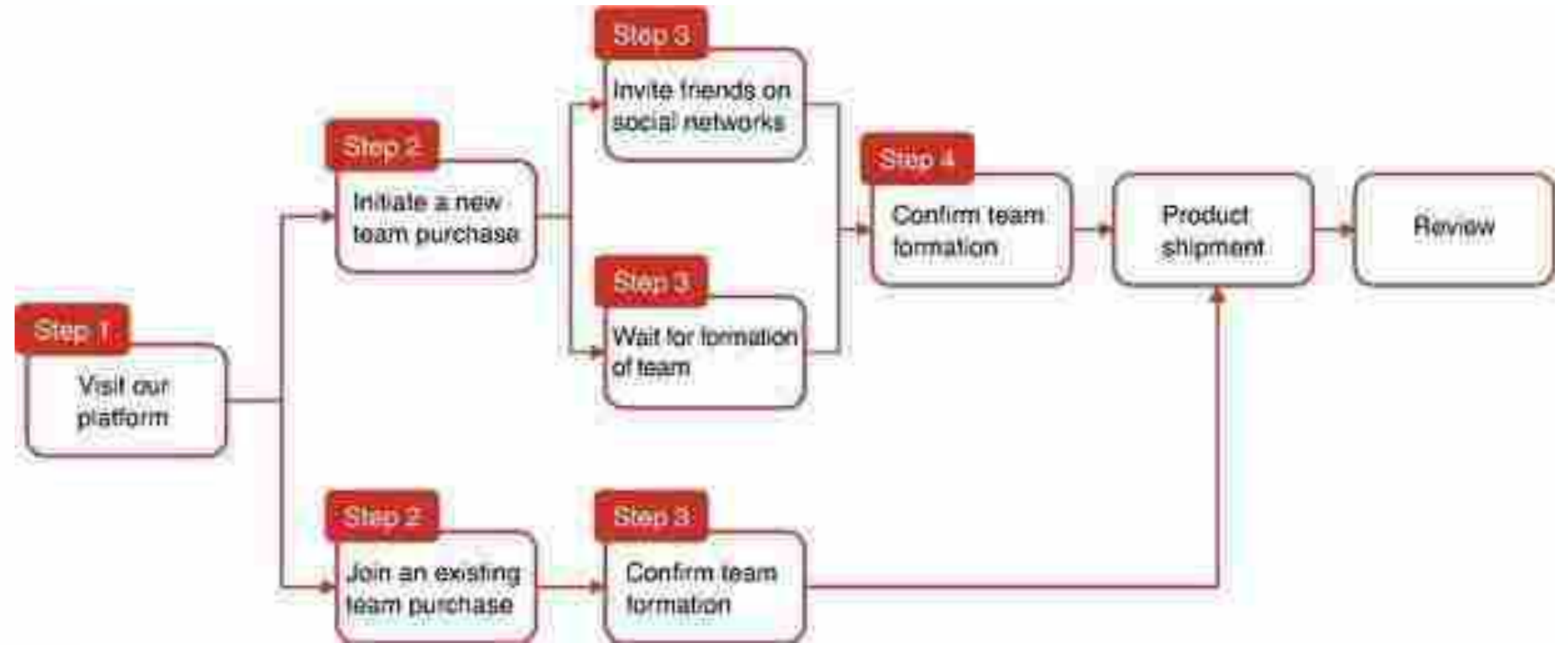
120人在拼单, 可直接参与

Buyer A 还差1人拼成 倒计时22:43:26.3 去拼单
Buyer B 还差1人拼成 倒计时22:46:35.3 去拼单

Join an existing team purchase

¥ 39.9 ¥ 49.6 立即购买
¥ 26.8 发起拼单

Initiate a new team purchase



REVENUE SHARE



COFFEE BOX

**CUSTOMISE OWN
VIRTUAL 'COFFEE
SHOP'**

**FRIENDS RECEIVE
DISCOUNTED COFFEE
WHEN THEY BUY
FROM YOU**

**YOU GET FREE
COFFEE WHEN YOU
HIT 'SALES TARGET'**

VIRTUAL COFFEE SHOPS OPENED

> 500,000

% OF COFFEE SHOPS THAT MADE SALES

10%

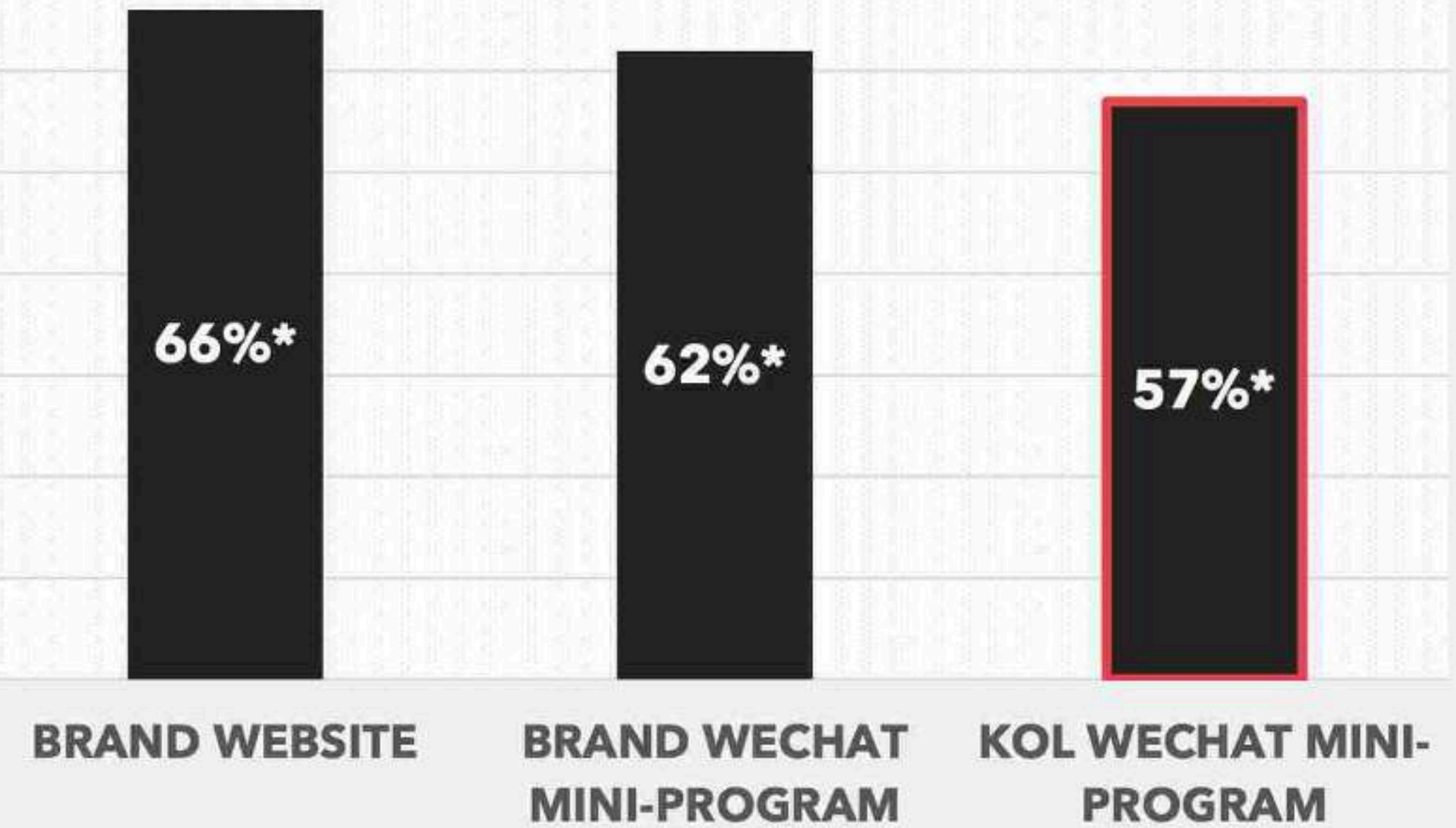
Source: 营销新榜样, 7 August 2018, 《一夜之间连咖啡多了52万家门店》

LOOK'S KOL TALENT LINEUP

LOOK SERVICES 30 'TIER ONE' KOLs,
WITH 90% CONTRACTED EXCLUSIVELY

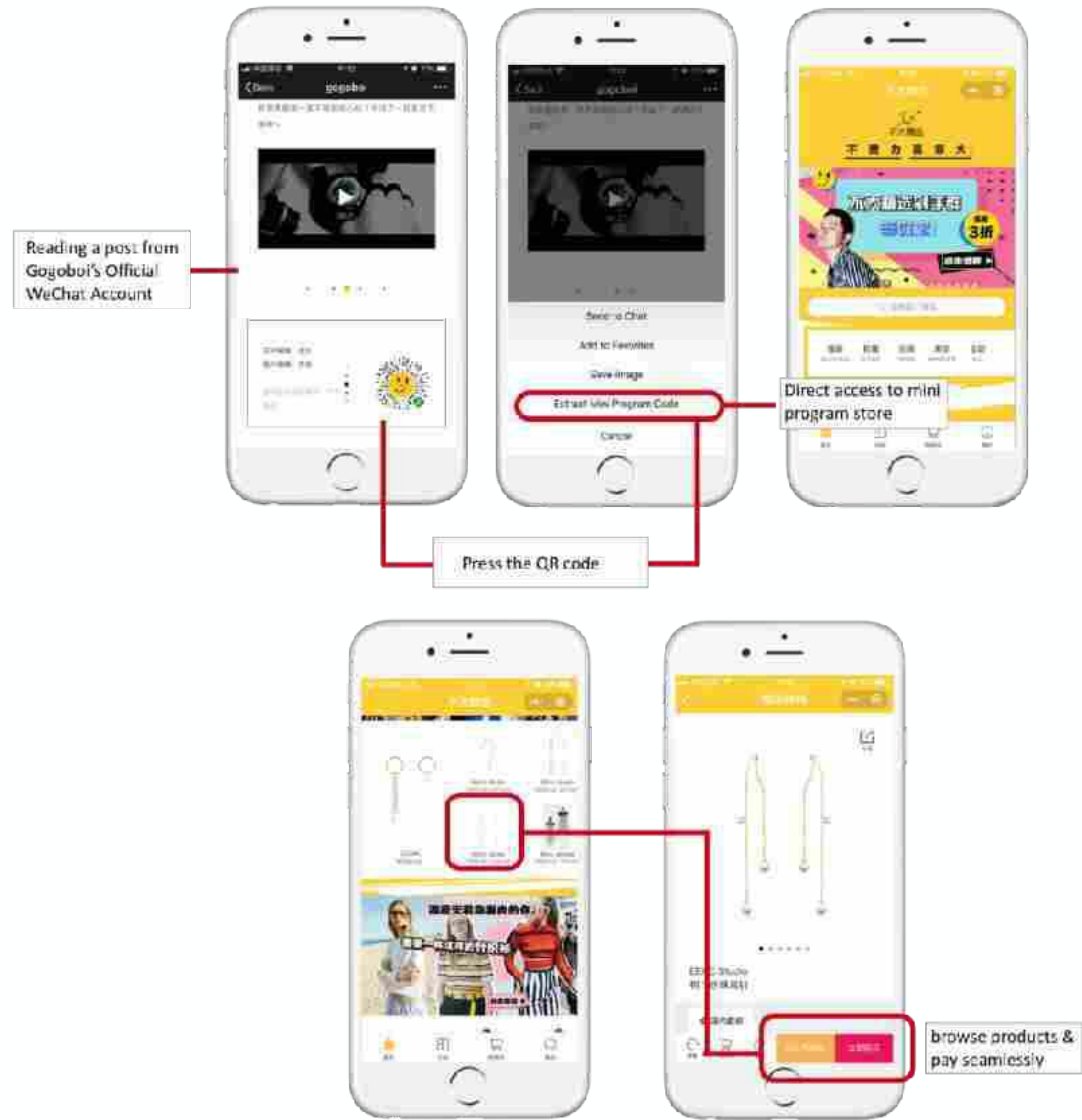


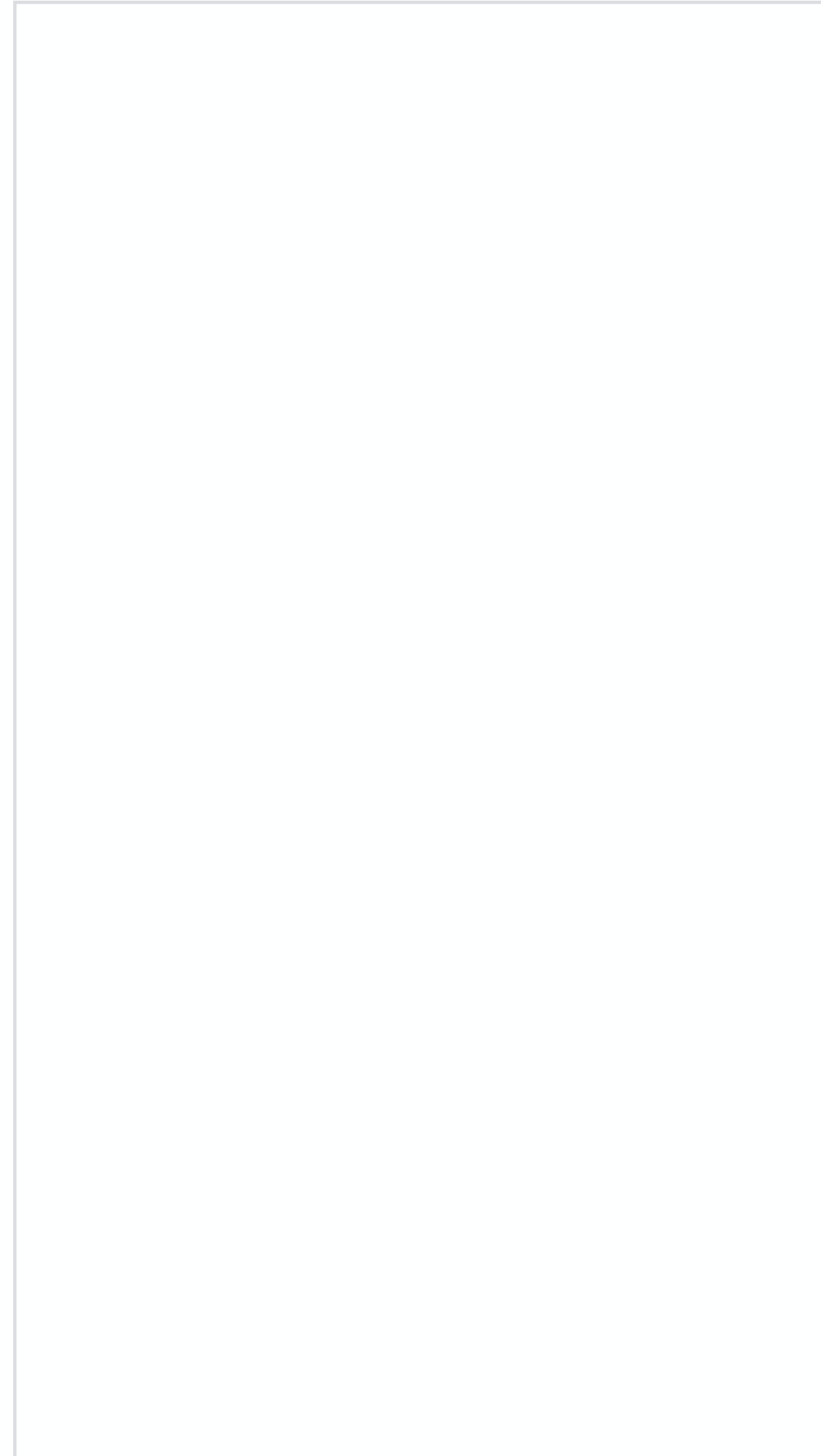
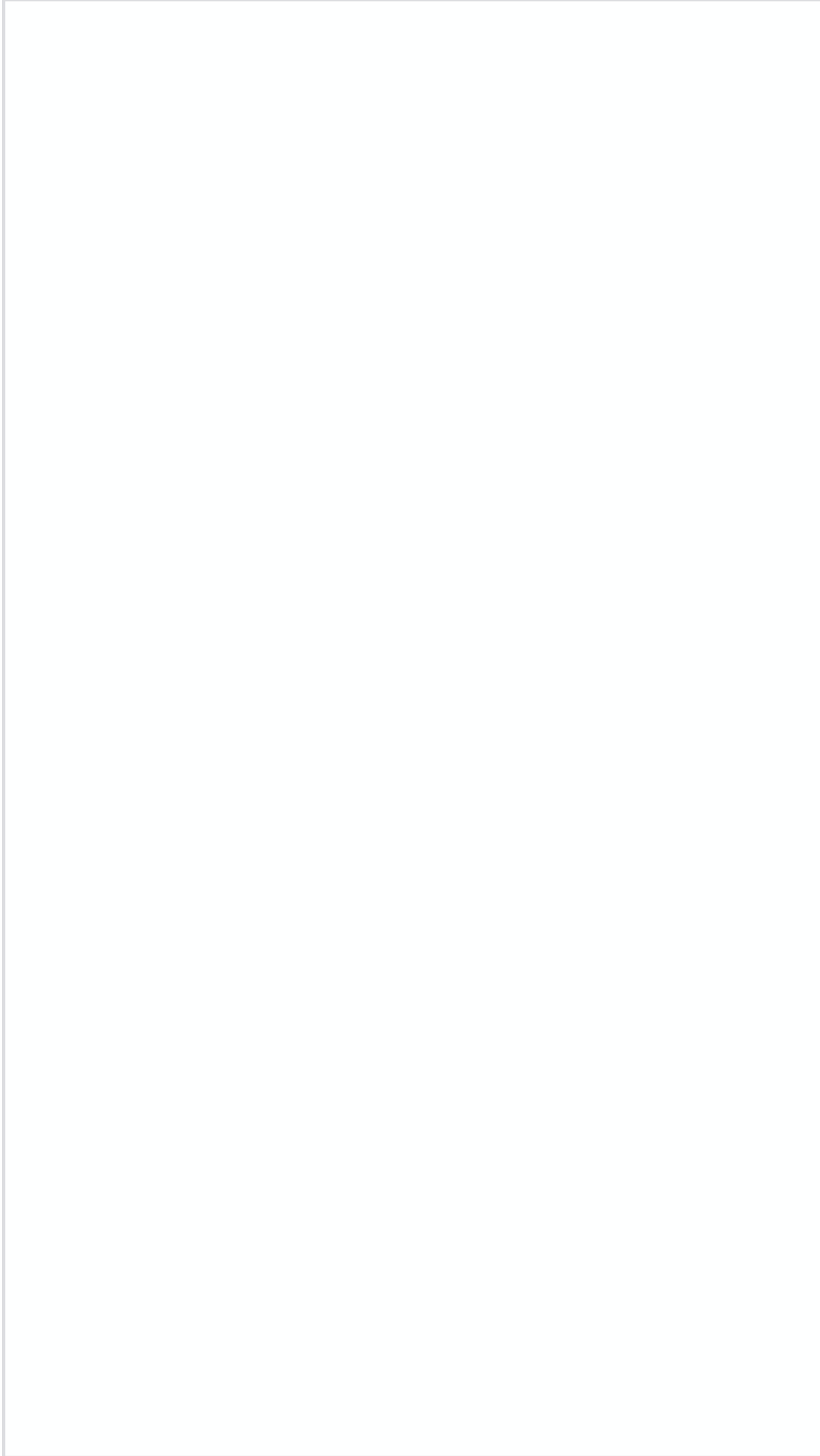
TOP THREE ONLINE LUXURY CHANNELS (2019)*



Note: Figures with an asterisk (*) represent the author's prediction of results in Bain Luxury Report 2019; total exceeds 100% as consumers can choose multiple channels.
Source: 华丽志, 25 April 2018 《开启中国时尚博主“内容变现”的进阶模式》

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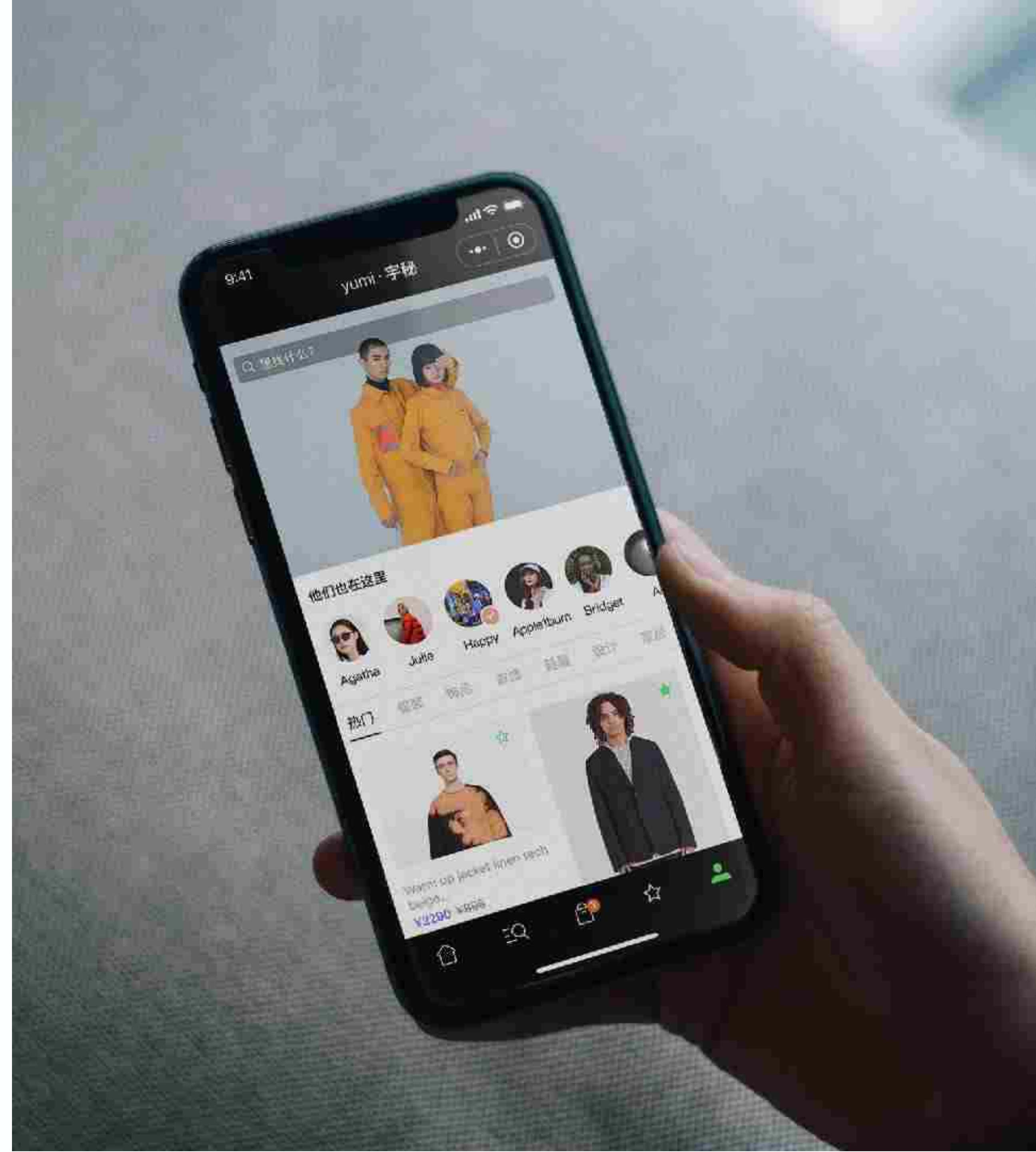




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yumi is the easiest way for anyone to publish WeChat shops and drive sales with Social Commerce



THE PROBLEM

WeChat Commerce is growing rapidly. But it's difficult for smaller players like emerging brands to drive traffic, and high barrier for foreign merchants to set up shops.



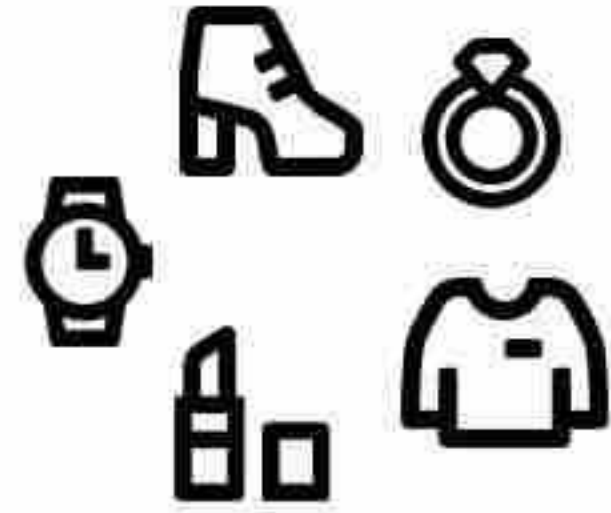
HIGH BARRIER TO ENTRY

High Barrier-to-entry to create a WeChat shop (Need Chinese entity, bank account, OA account, WeChat Pay account etc).

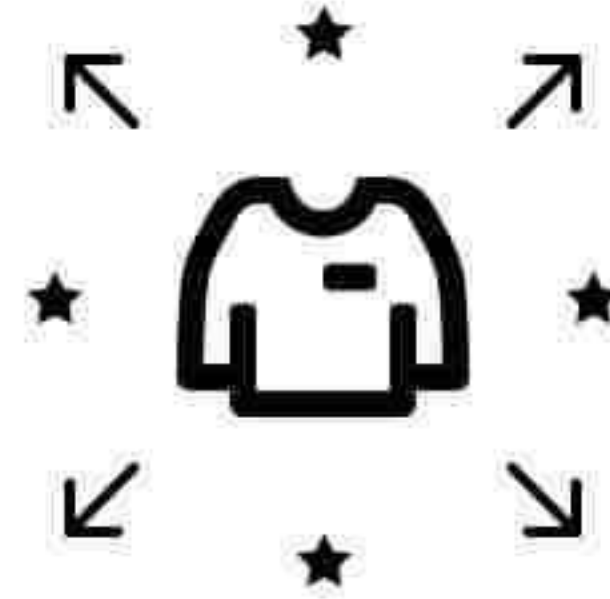


CLOSED ECOSYSTEM

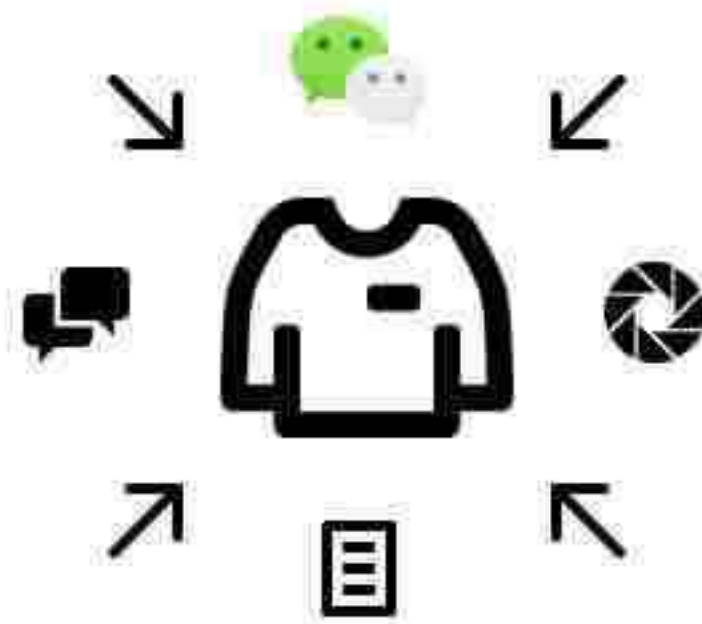
Brands operating shops through Official Accounts can only reach their followers.
76.1% of WeChat Official Accounts have less than 10K followers.



1. Merchants add products and publish shop profiles in the yumi mini-program



2. Mini-program users pin products, curating personal profiles



3. Merchants and users share in WeChat, driving traffic

TRACTION

50 merchants signed up

150 items uploaded

200K+ addressable users

300+ attendees per monthly event



Satie

HELAS



bond-eye AUSTRALIA

eclective



LOST



THE NEW ORIGINALS



LEARN MORE

