HELLO你好.
01 Our Story
02 Who We Are
03 E-Commerce: Asia vs. China
04 E-Commerce in China
05 Trends in E-Commerce
06 Cross-Border E-commerce
07 Q&A
OUR NAME IS OUR MISSION.
We have 15 offices throughout China. In 2014, we established an office in Seoul, South Korea, followed by our U.S. HQS in the heart of Santa Monica, CA, in 2016. Globally, we employ 2,400 digital professionals. Our groundbreaking work has earned us worldwide recognition.
Our founder and CEO, Su Tong, has been in business since the advent of digital advertising. As a result, the continued development of the digital ecosystem remains one of our top priorities.

#1 INDEPENDENT DIGITAL MEDIA & CREATIVE AGENCY IN CHINA
International Headquarters
Los Angeles

Hangzhou  Shenzhen  Changsha  Chengdu  Hong Kong

Beijing  Shanghai  Seoul  Zhengzhou  Xi’an

Nanjing  Wuhan  Fuzhou  Taipei

Silicon Valley  New York  Los Angeles  Washington D.C.

15 in Greater China
+ 1 office in Seoul
Since 1994, Su Tong has been at the forefront of China’s internet and digital evolution, transforming Hylink from a digital media and advertising agency to one that provides comprehensive digital solutions. Following the company’s shift from Hylink Advertising to Hylink Digital Solutions in 2002, it has remained the largest independent digital solutions, advertising, and media agency in China.

Su Tong is actively involved in strategic development, client accounts, and the continued growth of Hylink, both domestically and internationally. As a contributing member of the China Advertising Council and China Digital Marketing Council, Su Tong has been recognized as an instrumental figure in the industry’s continued expansion.

**SU TONG / Founder, Chief Executive Officer**

“Most Influential Person of the Digital Era”
- China Internet Advertising

**Advisor**
- China Advertising Council

**Advisor**
- China Digital Marketing Council

**Top 10**
- Leaders of Digital in China
As current Managing Partner of Hylink USA, Humphrey Ho is focused on building the first global advertising agency that natively understands the Chinese digital landscape and the burgeoning group of Chinese companies seeking to go abroad.

Having spent seven years in Shanghai as Wieden+Kennedy’s Business Director and as Leagas Delaney’s Business Operations Director, Humphrey has experience serving clients across the automotive, agriculture, FMCG, tech, and travel sectors. Humphrey is also a former "Xoogler," previously serving as Strategic Partnerships Leader at Google China before founding Hylink USA.

Since receiving the ‘Top 30 under 30’ award in 2009, Humphrey has lectured on an array of China-related topics for business schools across the globe. Humphrey earned his Masters of Business Administration from Ryerson University, and his H.BSc in Neuroscience from the University of Toronto.

HUMPHREY HO / Managing Partner, Hylink U.S.

CLIENTS / Past + Present
#1 Digital Agency In China 2008-2017

## BEST INTERNET ADVERTISING COMPANIES 2017

<table>
<thead>
<tr>
<th>RANK</th>
<th>NAME</th>
<th>RESOURCE INTEGRATION</th>
<th>CREATIVITY TECHNOLOGY</th>
<th>AD TECHNOLOGY</th>
<th>WOM CAPABILITY</th>
<th>TEAM CAPABILITY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hylink Digital Solutions</td>
<td>96.34</td>
<td>97.29</td>
<td>94.57</td>
<td>95.86</td>
<td>95.91</td>
<td>96.18</td>
</tr>
<tr>
<td>2</td>
<td>CIG (Creative &amp; Interactive Group)</td>
<td>94.52</td>
<td>96.45</td>
<td>93.67</td>
<td>94.89</td>
<td>94.26</td>
<td>94.89</td>
</tr>
<tr>
<td>3</td>
<td>LEO Digital Network</td>
<td>96.23</td>
<td>93.31</td>
<td>92.87</td>
<td>94.91</td>
<td>93.82</td>
<td>94.44</td>
</tr>
<tr>
<td>4</td>
<td>GroupM (include IM2.0)</td>
<td>93.28</td>
<td>94.04</td>
<td>94.22</td>
<td>93.25</td>
<td>92.98</td>
<td>93.56</td>
</tr>
<tr>
<td>5</td>
<td>Isobar</td>
<td>94.36</td>
<td>92.35</td>
<td>93.18</td>
<td>93.94</td>
<td>90.13</td>
<td>92.98</td>
</tr>
<tr>
<td>6</td>
<td>Cheil Peng Tai</td>
<td>95.48</td>
<td>90.29</td>
<td>88.96</td>
<td>92.39</td>
<td>92.94</td>
<td>92.26</td>
</tr>
<tr>
<td>7</td>
<td>hdtMEDIA</td>
<td>92.33</td>
<td>90.57</td>
<td>93.86</td>
<td>93.64</td>
<td>92.34</td>
<td>92.32</td>
</tr>
<tr>
<td>8</td>
<td>All Yes</td>
<td>90.92</td>
<td>89.71</td>
<td>92.56</td>
<td>92.27</td>
<td>91.41</td>
<td>91.14</td>
</tr>
<tr>
<td>9</td>
<td>GIMC</td>
<td>93.29</td>
<td>91.36</td>
<td>87.29</td>
<td>83.88</td>
<td>87.14</td>
<td>89.57</td>
</tr>
<tr>
<td>10</td>
<td>Tensyn</td>
<td>89.25</td>
<td>92.34</td>
<td>86.43</td>
<td>84.32</td>
<td>90.93</td>
<td>89.41</td>
</tr>
<tr>
<td>11</td>
<td>&amp;c. Inc</td>
<td>84.65</td>
<td>92.55</td>
<td>87.31</td>
<td>93.21</td>
<td>91.03</td>
<td>89.27</td>
</tr>
<tr>
<td>12</td>
<td>Blue Focus</td>
<td>87.17</td>
<td>86.27</td>
<td>87.38</td>
<td>94.24</td>
<td>92.4</td>
<td>88.82</td>
</tr>
<tr>
<td>13</td>
<td>NIM Digital</td>
<td>88.35</td>
<td>85.61</td>
<td>83.33</td>
<td>92.61</td>
<td>89.37</td>
<td>87.7</td>
</tr>
<tr>
<td>14</td>
<td>New Mix</td>
<td>85.13</td>
<td>87.44</td>
<td>86.65</td>
<td>86.35</td>
<td>93.56</td>
<td>87.38</td>
</tr>
<tr>
<td>15</td>
<td>Aspiration</td>
<td>87.58</td>
<td>86.62</td>
<td>87.64</td>
<td>87.06</td>
<td>87.37</td>
<td>87.24</td>
</tr>
<tr>
<td>16</td>
<td>Zenith Optimedia</td>
<td>86.86</td>
<td>84.37</td>
<td>86.91</td>
<td>83.75</td>
<td>87.31</td>
<td>85.85</td>
</tr>
<tr>
<td>17</td>
<td>Page Choice</td>
<td>83.03</td>
<td>82.96</td>
<td>82.78</td>
<td>87.67</td>
<td>86.78</td>
<td>84.23</td>
</tr>
<tr>
<td>18</td>
<td>Meitong Advertising (mtad)</td>
<td>86.81</td>
<td>76.04</td>
<td>79.51</td>
<td>89.68</td>
<td>91.78</td>
<td>84.2</td>
</tr>
<tr>
<td>19</td>
<td>iPinYou</td>
<td>83.21</td>
<td>76.38</td>
<td>80.37</td>
<td>89.4</td>
<td>88.34</td>
<td>82.77</td>
</tr>
<tr>
<td>20</td>
<td>Storm Media</td>
<td>84.13</td>
<td>77.2</td>
<td>81.01</td>
<td>89.84</td>
<td>83.72</td>
<td>82.72</td>
</tr>
</tbody>
</table>
Effie Greater China
Most Effective Independent Agency of the Year (2011-2017)

JD.com
Top Marketer Award

Tencent
Top-Tier Partner

Baidu
5-star Partner

Alibaba
Strategic Partner of the Year (2015)

ROI Festival
Digital Agency of the Year

Alimama
Strategic Partner of the Year (2015)

CI Weekly
Digital Agency of the Year; Top 3 Programmatic Agencies of the Year

Great Wall Interactive
Creative Festival Digital Agency of the Year
Agency of the Year (2012-2015)

Campaign
Independent Agency Award (2014)
Hylinc is proud of its long client-service tenure, among a few: Shanghai General Motors (11 yrs.), China Mobile (10 yrs.), Kimberly Clark (7 yrs.), P&G (6 yrs.), & Meng Niu (6 yrs.)
SOCIAL MEDIA

SEARCH

MEDIA PLANNING + BUYING
Media Planning, Optimization, Negotiation, Buying & Execution, Programmatic, Targeted Media Buying and Retargeting.

DATA ANALYTICS

DIGITAL FILMS
Scripting, Directing & Producing for Digital Content, Form Content for Licensing Digital Platforms, Film Marketing & Distribution.

MOBILE MARKETING
Mobile Apps Planning & Buying, Brand Mobile Strategy, Brand Mobile Site Build, Mobile Campaigns, Mobile Gains Creation & Execution, Integration with Apps, Mobile Campaign Reporting
WHO WE ARE
INNATELY DIGITAL, NATIVELY CHINESE.

We’re also marketers, designers, producers, technologists, and strategists from around the world.
HYLINK IS CHINA’S LARGEST MEDIA BUYER.

China's B.A.T.S. - Digital Media Owners

Video Portals

Youku 优酷 (YouTube)
Baidu 百度 (Google)
Qiyi 爱奇艺 (HBO)
Alibaba.com (Amazon)
Tencent 腾讯 (Facebook)
Sina 新浪 (Yahoo!)

*(parentheses) are examples of Chinese platforms’ US counterparts and not necessarily affiliated.
ONE SOUL,
ONE STRUCTURE,
ONE P&L.

1 family, 0 cross-billing
APAC by the Numbers

IN 2016, ASIA-PACIFIC (12.1%) HAD THE WORLD'S HIGHEST E-COMMERCE SHARE OF TOTAL RETAIL SALES.

Global: E-Commerce Share of Total Retail Sales, In %, By Region, 2016E

Definition: retail e-Commerce sales of products or services ordered using the Internet via any device, regardless of the method of payment or fulfillment; includes e-Commerce sales from retailers and transactions occurring over C2C platforms and auction sites, as well as sales by motor vehicle and parts dealers and by gas stations; excludes travel and event tickets.


Retail Ecommerce Sales Share in Asia-Pacific, by Country, 2017-2021

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>China*</td>
<td>48.4%</td>
<td>52.2%</td>
<td>55.4%</td>
<td>58.3%</td>
<td>60.6%</td>
</tr>
<tr>
<td>Japan</td>
<td>4.1%</td>
<td>3.5%</td>
<td>3.0%</td>
<td>2.6%</td>
<td>2.3%</td>
</tr>
<tr>
<td>South Korea</td>
<td>2.4%</td>
<td>2.3%</td>
<td>2.1%</td>
<td>1.9%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Australia</td>
<td>0.9%</td>
<td>0.8%</td>
<td>0.8%</td>
<td>0.7%</td>
<td>0.6%</td>
</tr>
<tr>
<td>India</td>
<td>0.9%</td>
<td>1.0%</td>
<td>1.0%</td>
<td>1.0%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>0.4%</td>
<td>0.4%</td>
<td>0.4%</td>
<td>0.4%</td>
<td>0.4%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>0.4%</td>
<td>0.4%</td>
<td>0.3%</td>
<td>0.3%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>0.3%</td>
<td>0.2%</td>
<td>0.2%</td>
<td>0.2%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Thailand</td>
<td>0.2%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Singapore</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Philippines</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

Asia-Pacific  58.6%  61.4%  63.8%  65.9%  67.6%

Note: includes products or services ordered using the Internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; *excludes Hong Kong.

Source: eMarketer, Jan 2018
Key Regional Players

Source: Euromonitor International, 2017; Note: Regions are North America, Latin America, Europe, Asia-Pacific and Australasia/New Zealand. Latin America includes Brazil and Mexico.
How They Stack Up

LAZADA BY NUMBERS

PLATFORM

- $1.1 BILLION
  ANNUAL GMV

- 8 MILLION
  CUSTOMERS

- 5 MILLION
  DAILY VISITS

ASSORTMENT

- 78%
  MARKETPLACE
  GMV

- ~30,500
  ACTIVE SELLER
  PARTNERS*

- ~10 MILLION
  ACTIVE SKUs

LOGISTICS

- 75
  LOGISTICS
  PARTNERS

- 76
  LAST MILE
  DISTRIBUTION
  HUBS

- 10
  FULFILLMENT
  CENTERS

* Seller partners include marketplace sellers and retail suppliers

Source: Company data (as of Sep-2015)

---

Fiscal 2017 Highlights

Revenue

- 56% YoY
  Total Revenue
  Growth

GMV

- 45% YoY
  Core Commerce
  Revenue Growth

RMB 3.8 T

(US$ 547 Bn(1))

Transacted on

China retail

marketplaces

Mobile

- 80%
  Mobile Revenue
  as % of China
  Commerce Retail
  Revenue

- 79%
  Mobile GMV
  as % of
  annual GMV

Cloud

- 121%
  Cloud Computing
  YoY
  Revenue Growth

Strong

Profitability and

Cash Flow

- 62%
  Core Commerce
  Segment Adjusted
  EBITA Margin

- US$10 Bn(1)
  Non-GAAP Free Cash Flow

Notes:

Unless otherwise indicated, all figures above are for the twelve months ended March 31, 2017.

(1) All translations of RMB into US$ were made at RMB8.8332 to US$1.00.
Alibaba is Unmatched

BATTLE FOR E-TAIL BIZ

<table>
<thead>
<tr>
<th></th>
<th>Market Share %</th>
<th>Annualized GMV (run-rate) (SBN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snapdeal</td>
<td>12</td>
<td>1.4</td>
</tr>
<tr>
<td>Amazon</td>
<td>8</td>
<td>1.0</td>
</tr>
<tr>
<td>Flipkart+Myntra+Jabong</td>
<td>21</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td>25</td>
<td>3.0</td>
</tr>
<tr>
<td></td>
<td>32</td>
<td>3.8</td>
</tr>
<tr>
<td></td>
<td>34</td>
<td>4.0</td>
</tr>
</tbody>
</table>

China’s largest e-comm player Alibaba has invested close to a billion dollars in Paytm, which has an e-commerce market place

Estimates by Industry Sources


GLOBAL TOP 3 COMPANIES BY B2C E-COMMERCE MARKET SHARE IN CHINA AND INDIA, 2016

TMALL 1. JD.COM 2. SUNING 3.

-flipkart

2. SNAPDEAL

3. AMAZON

Methodology: Both direct to consumer and gross merchandise volume from marketplaces are included

For more information see the report “Top Players in United B2C E-Commerce Market 2016” by yStats.com

Alibaba.com > Amazon + eBay = 240 X flipkart

(In terms of GMV)
Rapid Regional Growth

RISE OF THE MIDDLE CLASS
64% by 2030, 40% of its consumption

MOBILE & INTERNET PENETRATION
Quickest to adopt mobile

ACCESSIBILITY
Strong infrastructure for growth

NEW PLAYERS
More options to propel growth
Shaping the Future of Retail

- **63%**: Online & E-commerce
- **52%**: Route to Market
- **50%**: Consolidation of Retail Power
- **48%**: Growth of Small Format & Convenience
- **22%**: Local Players

E-COMMERCE: CHINA
2015 TMALL 11.11 GLOBAL SHOPPING FESTIVAL

双11全球狂欢节

24:00:00

¥9,121,701,7615

$14,341,847,366 无线成交占比: 68%

GMV® Generated in USD on 2015 11.11
Mobile GMV Share

成交额(亿)
913
731
548

11:40:00
¥571,571,571

120,576,789
Singles’ Day

2017天猫双十一全球狂欢节

¥1,682,669,635,159

$25,386,927,848

Total GMV in USD

2017.11.11 24:00:00

11.11
Singles’ Day by the Numbers

GMV for Singles Day (US$ billion)

CHINESE SINGLES’ DAY DWARFS CYBER MONDAY

*GMV=gross merchandise volume measuring the dollar value of all goods sold on Alibaba’s platforms
SOURCES: Alibaba, comScore
A Dense Landscape

Source: Analysys
Major Players in China

Most trusted B2C platform dedicated solely to official brand stores and target high-end consumers. Tmall has over 70K brands and 50K stores that offer international and native-branded products.

China’s largest online direct sales platform that allows individuals and brands to sell imported & domestic goods. JD is the only e-Commerce channel that is actively doing global promotion.

Similar to Amazon and Ebay in the US, Taobao is the most popular domestic C2C online shopping site giving individuals and small vendors more flexibility. Taobao has over 500M registered users and 800M products.

Little Red Book - A popular social e-commerce shopping app aimed at 18-35 year old women seeking to buy luxury products overseas. Users can also share shopping tips and swap fashion ideas. The app garnered over 17M registered users in 2016.
Key Figures

Retail Ecommerce Sales Share in China, by Site, Q2 2017
% of total

<table>
<thead>
<tr>
<th>Site</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tmall</td>
<td>51.3%</td>
</tr>
<tr>
<td>JD.com</td>
<td>32.9%</td>
</tr>
<tr>
<td>vip.com</td>
<td>3.2%</td>
</tr>
<tr>
<td>Suning</td>
<td>2.5%</td>
</tr>
<tr>
<td>Dangdang</td>
<td>1.0%</td>
</tr>
<tr>
<td>Gome</td>
<td>1.0%</td>
</tr>
<tr>
<td>Yihaodian</td>
<td>1.0%</td>
</tr>
<tr>
<td>Amazon.cn</td>
<td>0.9%</td>
</tr>
<tr>
<td>Jumei</td>
<td>0.4%</td>
</tr>
<tr>
<td>Other</td>
<td>5.8%</td>
</tr>
</tbody>
</table>

Note: excludes C2C and travel
### 2017 China E-commerce B2C market Transactions by quarter (Billion Dollar)

<table>
<thead>
<tr>
<th></th>
<th>Quarter-1</th>
<th>Quarter-2</th>
<th>Quarter-3</th>
<th>Quarter-4</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tmall</td>
<td>61.89</td>
<td>73.61</td>
<td>89.45</td>
<td>111.43</td>
<td>336.38</td>
</tr>
<tr>
<td>JD</td>
<td>29.61</td>
<td>47.21</td>
<td>40.78</td>
<td>46.84</td>
<td>164.45</td>
</tr>
<tr>
<td>VIPS</td>
<td>3.77</td>
<td>4.59</td>
<td>4.85</td>
<td>8.23</td>
<td>21.45</td>
</tr>
<tr>
<td>Suning</td>
<td>2.88</td>
<td>3.59</td>
<td>4.24</td>
<td>6.95</td>
<td>17.67</td>
</tr>
<tr>
<td>Gome</td>
<td>1.33</td>
<td>1.43</td>
<td>1.97</td>
<td>2.20</td>
<td>6.93</td>
</tr>
<tr>
<td>DangDang</td>
<td>1.11</td>
<td>1.43</td>
<td>1.21</td>
<td>1.28</td>
<td>5.04</td>
</tr>
<tr>
<td>YHD</td>
<td>1.11</td>
<td>1.43</td>
<td>1.06</td>
<td>0.91</td>
<td>4.52</td>
</tr>
<tr>
<td>Amazon</td>
<td>1.00</td>
<td>1.29</td>
<td>1.21</td>
<td>1.28</td>
<td>4.78</td>
</tr>
<tr>
<td>Jumei</td>
<td>0.44</td>
<td>0.57</td>
<td>0.45</td>
<td>0.55</td>
<td>2.02</td>
</tr>
<tr>
<td>Others</td>
<td>7.87</td>
<td>8.32</td>
<td>6.37</td>
<td>3.29</td>
<td>25.86</td>
</tr>
<tr>
<td>TOTAL</td>
<td>110.91</td>
<td>143.49</td>
<td>151.61</td>
<td>182.98</td>
<td>589.10</td>
</tr>
</tbody>
</table>

**2017 China E-commerce B2C market Transactions**

- **Tmall**: 336.38 (57.1%)
- **JD**: 164.45 (27.9%)

Calculated from Quarter-based data from Analysys
Tmall & JD.com Dominate

Annual e-commerce revenue of Alibaba from 2010 to 2017, by region (in million yuan)

JD.Com Global Gross Merchandise Volume
In billions ($)

Source: Company filings

B I INTELLIGENCE
E-Commerce vs. M-Commerce
E-Commerce

M-Commerce

G-Commerce
# M-Commerce in China

## Retail M-commerce Sales in China, 2014-2019

<table>
<thead>
<tr>
<th>Year</th>
<th>M-commerce Sales (billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$180.40</td>
</tr>
<tr>
<td>2015</td>
<td>$333.99</td>
</tr>
<tr>
<td>2016</td>
<td>$505.74</td>
</tr>
<tr>
<td>2017</td>
<td>$737.07</td>
</tr>
<tr>
<td>2018</td>
<td>$1,039.84</td>
</tr>
<tr>
<td>2019</td>
<td>$1,410.72</td>
</tr>
</tbody>
</table>

- **% change:** 211.5% 85.1% 51.4% 45.7% 41.1% 35.7%
- **% of retail e-commerce sales:** 38.1% 49.7% 55.5% 61.0% 66.3% 71.5%
- **% of total retail sales:** 4.7% 7.9% 10.9% 14.5% 19.0% 24.0%

*Note: includes products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; excludes travel and event tickets; includes sales on tablets; converted at exchange rate of US$1=RMB6.15; excludes Hong Kong. Source: eMarketer, July 2015.*

## Mobile e-commerce revenue in China dwarfs US market

<table>
<thead>
<tr>
<th>Year</th>
<th>China</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**US$500 billion**

*Source: eMarketer*
What is G-Commerce?

Fresh food and delivery services powered by e-commerce giants and specific tech players

G-Commerce exceeded 100 Billion RMB (~$14.5B USD) in Q1 2017, or about 7% of the total grocery market in China. In 2017, it grew at 30% (Source: Kantar)
Meituan Waimai (Tencent), Baidu Waimai and Ele.me (Alibaba) are dominating the food ordering app market.
### E-Commerce Holiday Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Holidays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>New Year</td>
</tr>
<tr>
<td>Feb</td>
<td>Valentine’s Day</td>
</tr>
<tr>
<td>Mar</td>
<td>Chinese New Year</td>
</tr>
<tr>
<td>Apr</td>
<td>Women’s Day</td>
</tr>
<tr>
<td>May</td>
<td>Qingming Festival</td>
</tr>
<tr>
<td>Jun</td>
<td>Mother’s Day</td>
</tr>
<tr>
<td>Jul</td>
<td>Father’s Day</td>
</tr>
<tr>
<td>Aug</td>
<td>Summer Vacation</td>
</tr>
<tr>
<td>Sep</td>
<td>Wine Festival</td>
</tr>
<tr>
<td>Oct</td>
<td>National Day</td>
</tr>
<tr>
<td>Nov</td>
<td>11/11 - Singles’ Day</td>
</tr>
<tr>
<td>Dec</td>
<td>Winter Holiday</td>
</tr>
</tbody>
</table>

#### Key Dates:
- **Mother’s Day**: May 8
- **Father’s Day**: June 20
- **Summer Vacation**: June 1 - August 31
- **Wine Festival**: August 8
- **Mid-Autumn Festival**: September 28
- **Qixi Festival**: August 8
- **11/11 - Singles’ Day**: November 11
- **Wine Holiday**: December 12
- **Thanksgiving / Christmas**: November 25

---

*Note: This calendar includes both Chinese and U.S. holidays, with a distinction in colors.*
E-COMMERCE: TRENDS
Fresh Food Delivery Services
Social Commerce

Users share experiences

Influencers or consumers

Share to friends

Link to purchase

Social Commerce

This mask, which is one of the skincare products, was featured in a well-known social commerce platform. It is marketed to users who are interested in skincare and beauty products.

Influencers or consumers

Influencers or consumers are individuals who have a large following on social media and can influence the purchasing decisions of others. They often showcase products on their platforms, which can lead to increased sales.

Share to friends

Share to friends is a feature that allows users to share content with their friends on various social media platforms. This can help to increase the reach of the content and attract new followers.

Link to purchase

Link to purchase is a feature that allows users to purchase products directly from the platform. This can be a convenient option for users who are interested in buying the products they see.

Social Commerce

Social Commerce is a type of e-commerce that leverages social media platforms to sell products. It is a growing trend that is being used by many businesses to reach a wider audience and increase sales.
One of Wanwuzhi’s WeChat articles garnered more than 60,000 views and resulted in thousands of purchases. Conversion rate was extremely high.

**Article name:**
The ultimate perfect backpack for commuters: I finally got you! (这款终极的通勤双肩包, 终于被我等到了)

**Product:**
Netherland XD Design Anti-theft backpack

Wanwuzhi (玩物志) from ifanr reads like a lifestyle platform but all articles link to products for purchase.
Integrated Shopping Experiences

- News & information platform powered by AI technology
- Integrated live-streaming on homepage
- Integrated official and influencer accounts
- Recommended product & store link
Online to Offline (O2O)
Online to Offline (O2O)
Smart Speakers: Tmall Genie

- Developed by Alibaba A.I.Labs, Tmall Genie is a smart speaker comparable to Amazon Echo or Google Home.
- Supports Chinese identification, connectivity to voice control system called AliGenie.
- Functions: Home control, weather, news, music, E-commerce, car-hailing, etc.
- Price: $73.42
CROSS-BORDER E-COMMERCE
Main Players

Market share of main cross-border e-commerce players in China (H1 2017)

Source: iiMedia Research, WalktheChat
Key Trends & Figures

Higher quality and lower prices are behind the rapid growth of B2C cross-border e-commerce in China.

Size of China’s retail import market, billion RMB\textsuperscript{1}

[Bar chart showing the size of China’s retail import market from 2013 to 2016, with a forecast for 2016.]

Top two purchasing factors, % of respondents\textsuperscript{2}

- Product quality: 68%
- Product price: 66%

Cross-Border Retail Ecommerce Sales in China, 2014-2020

<table>
<thead>
<tr>
<th>Year</th>
<th>Cross-border retail ecommerce sales</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$30.07</td>
<td>60.0%</td>
</tr>
<tr>
<td>2015</td>
<td>$57.13</td>
<td>90.0%</td>
</tr>
<tr>
<td>2016</td>
<td>$85.76</td>
<td>50.1%</td>
</tr>
<tr>
<td>2017</td>
<td>$110.68</td>
<td>29.1%</td>
</tr>
<tr>
<td>2018</td>
<td>$129.06</td>
<td>16.6%</td>
</tr>
<tr>
<td>2019</td>
<td>$144.18</td>
<td>11.7%</td>
</tr>
<tr>
<td>2020</td>
<td>$157.70</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

Note: converted at the exchange rate of US$1=RMB6.23; includes products or services ordered from a foreign seller either directly through a foreign-based site or an intermediary (e.g., JD Worldwide, online shopping forums, Taobao Global, WeChat) via any digital device, regardless of the method of payment or fulfillment; excludes travel and event ticket sales; China excludes Hong Kong.

Source: eMarketer, May 2016

\textsuperscript{1}6.475 RMB = $1.
\textsuperscript{2}2014 survey of online habits and consumption behavior by iResearch via iClick Community (n = 525).
Opportunities

CHINA B2C CROSS-BORDER E-COMMERCE

$85 BILLION
2016 Turnover

40%
of Chinese online consumers buy foreign goods

$473
annual average spend on foreign goods

50%
cross-border consumers in China by 2020

THE BEST SELLING PRODUCT CATEGORIES EXPORTED FROM CHINA

Fashion
High Tech
Home

THE TOP RESEARCHED PRODUCTS IMPORTED BY CHINESE CONSUMERS

Fashion
Home
Baby products
Pharmaceutical products
Cosmetics
Food

Source: China Internet Watch, E-marketer, AliResearch
Thank You

谢谢.