

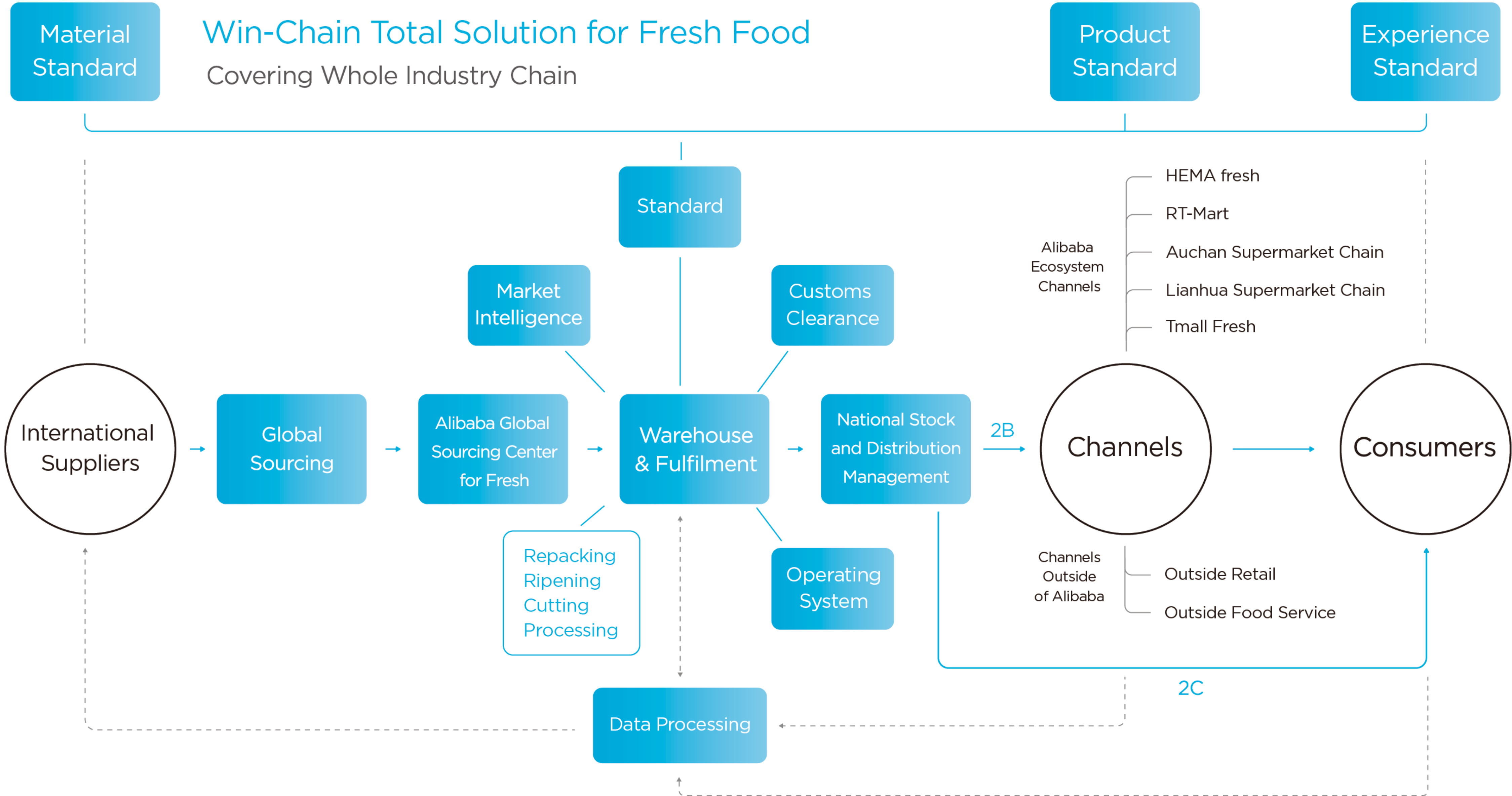


Win-Chain's China Fresh Import Industry Insight

Who is Win-Chain

Focusing on perishable food industry, Win-Chain is a data-driven platform of supply-chain management to facilitate Alibaba's new retailing & catering operation and enable omni-channels in China.





Cold Chain- National Storage & Distribution Network

Coverage

900 Million Population
400 cities

Warehouse Capability

30 RDCS
4.5m Pieces / Day

Owned Delivery Capability

600 Stations
300K Order / Day

300k
Order / day

900m
Population
400
Cities

Self-Owned
Delivery
35
Key Cities

30
RDCS
4.5m
Pieces / Day

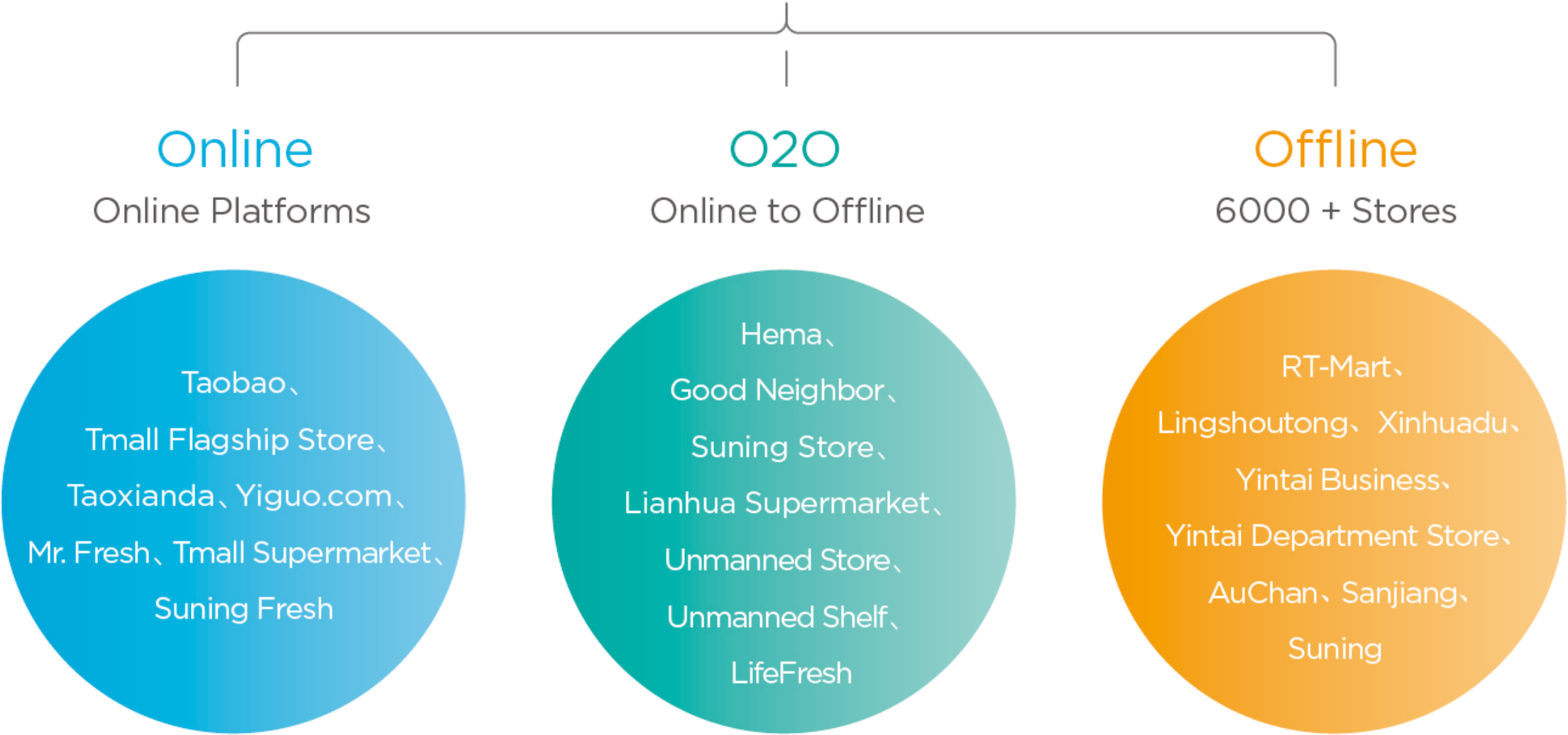
600
Stops

★ CDC
● RDC
▲ ODC

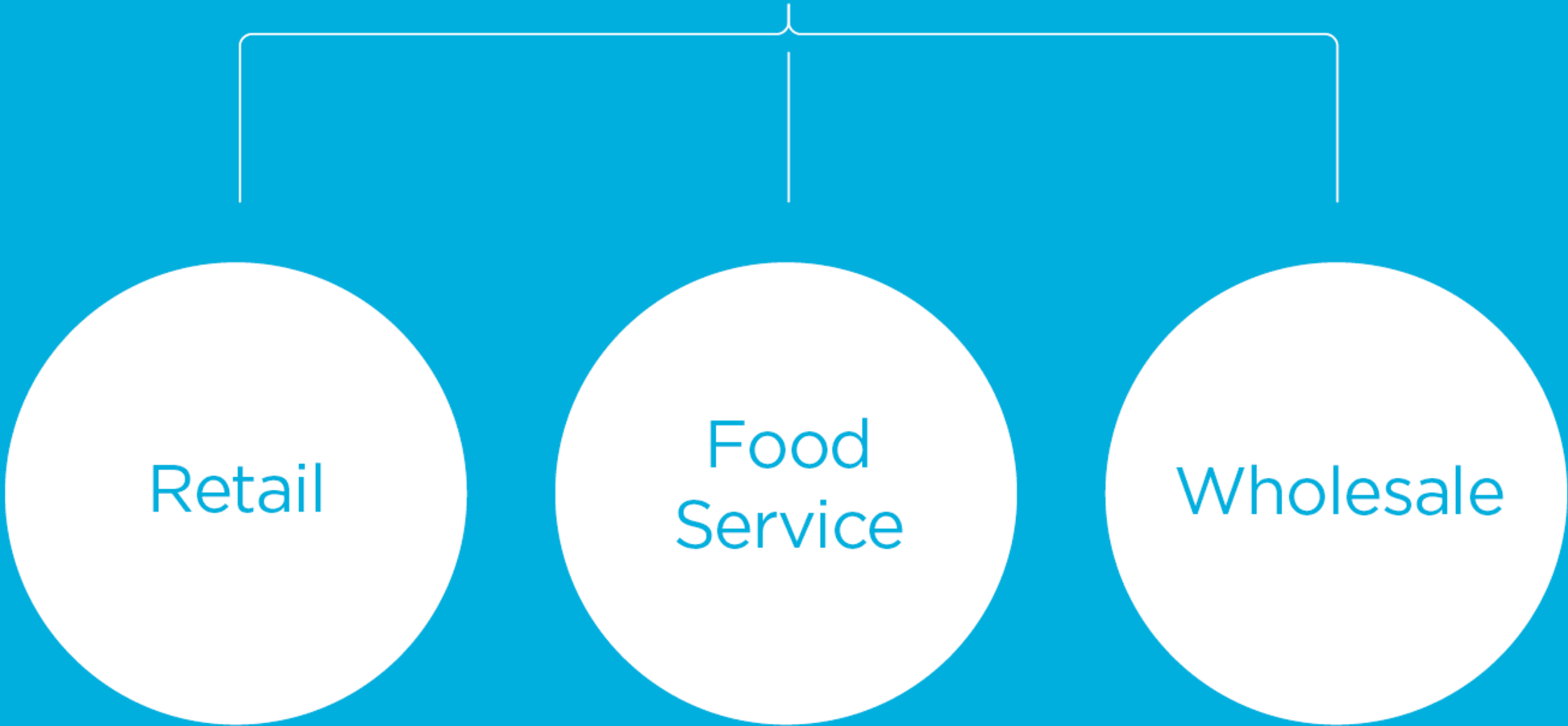
fresh
鲜达

Omni Sales Channels

Channels in Alilbaba Ecosystem

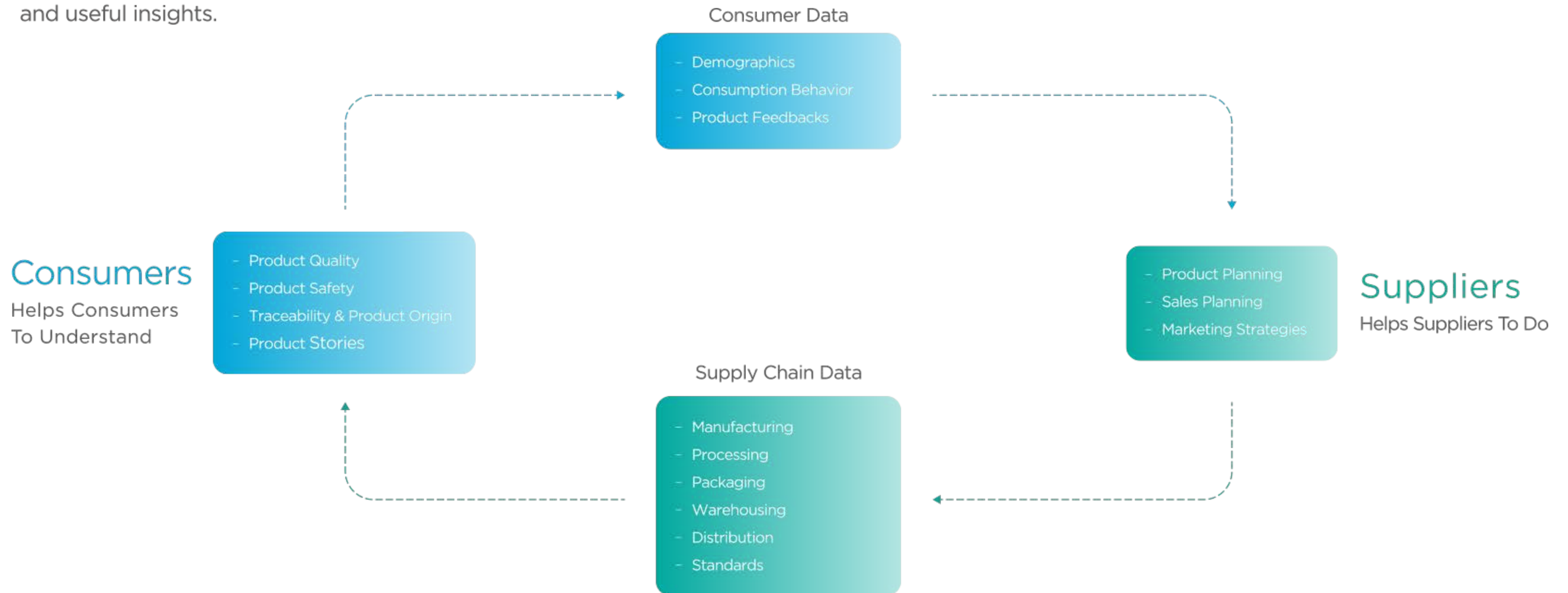


Channels Outside of Alilbaba Ecosystem



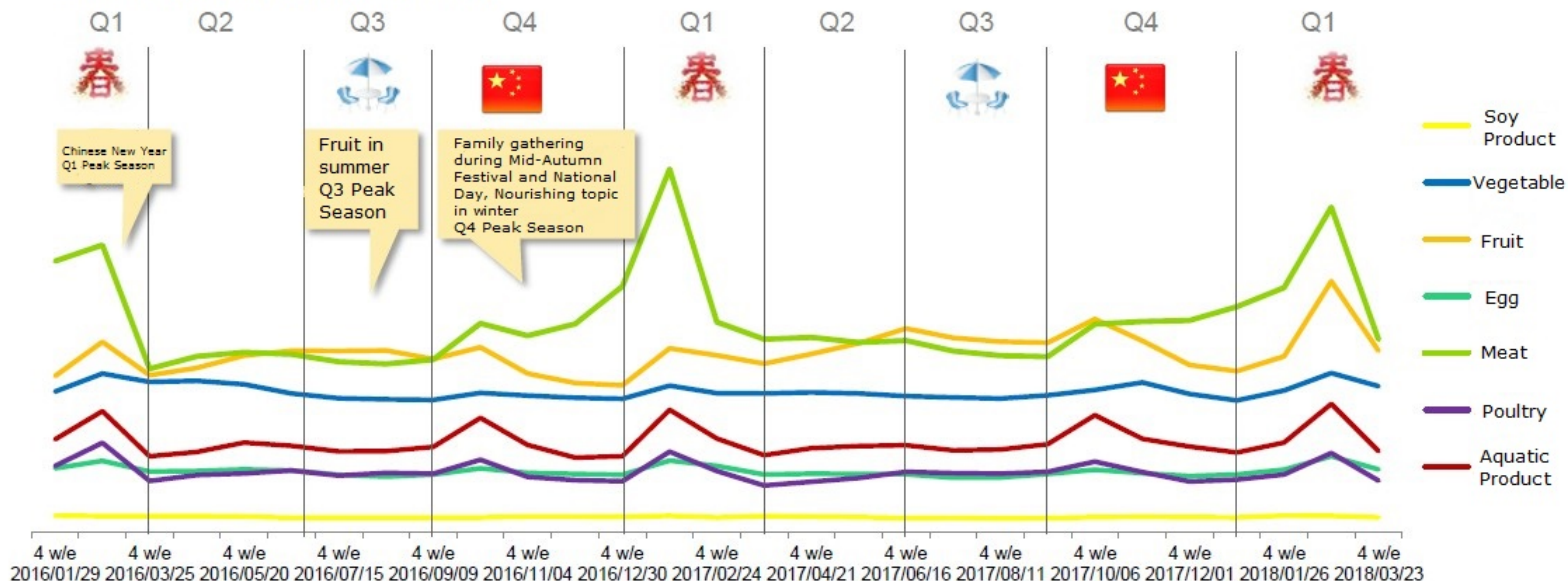
Big Data & Consumer Insights

Win-Chain provides big data analysis and useful insights.



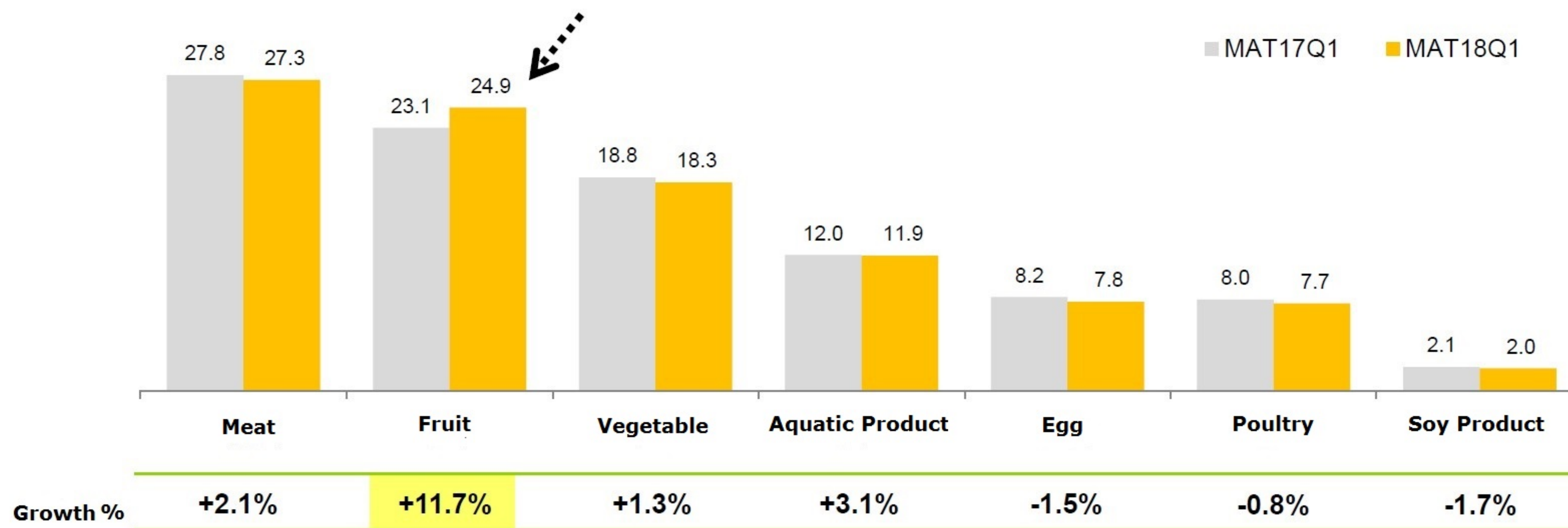
Winter is the selling season for raw meat, fruit, and poultry: increasing sales due to the combination of nourishing tonic and holidays in winter. Consumer spend the most during summer (May-October). The sales trend of other food categories are not obviously associated with seasons.

Nationwide, Channels, Sales(millions rmb)



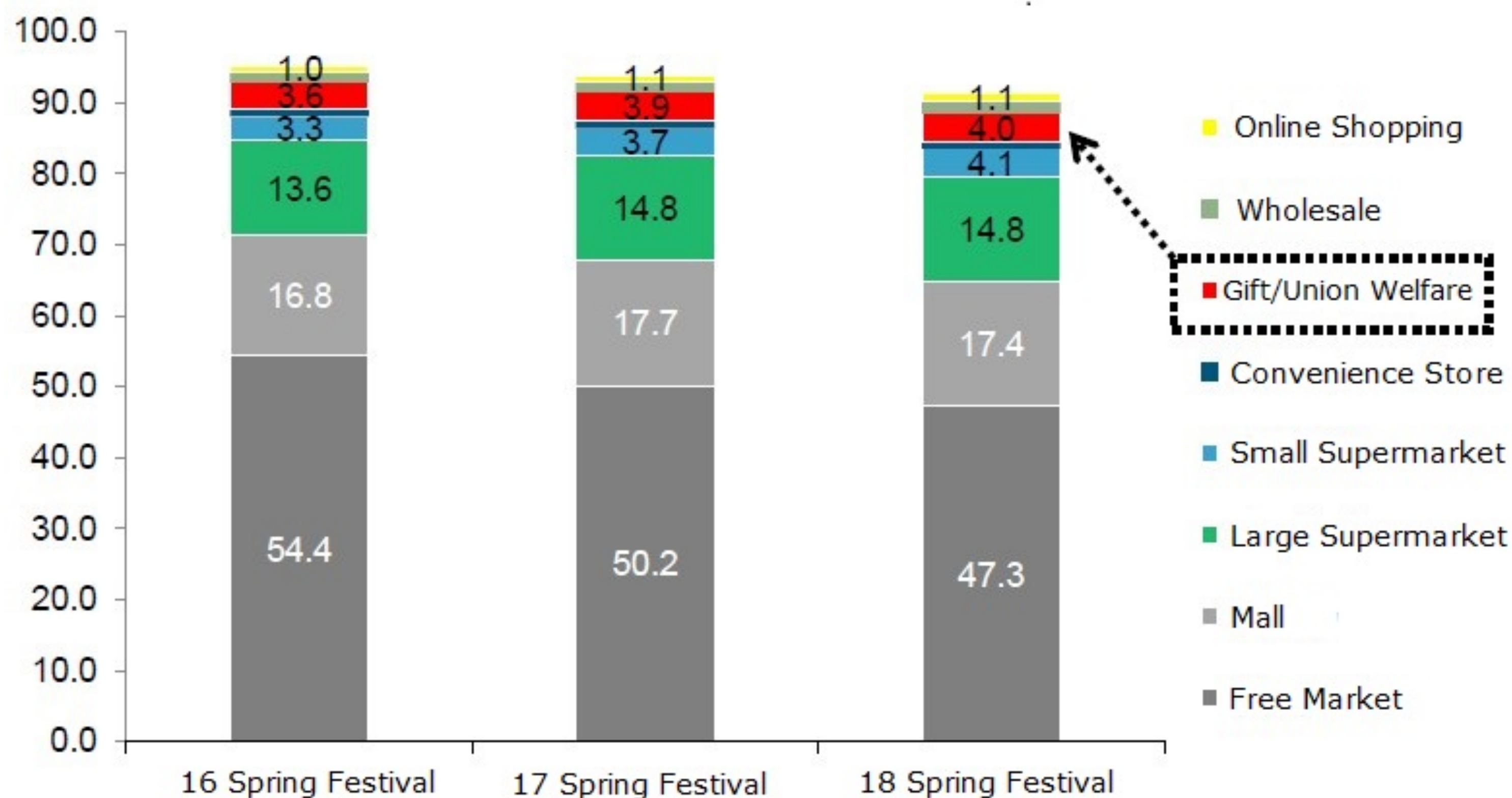
Fruits continue to grow at a high speed, their sales proportion nationwide approaches the sales of meat

Sales Proportion (%) & Growth% , MAT18Q1 vs. LY



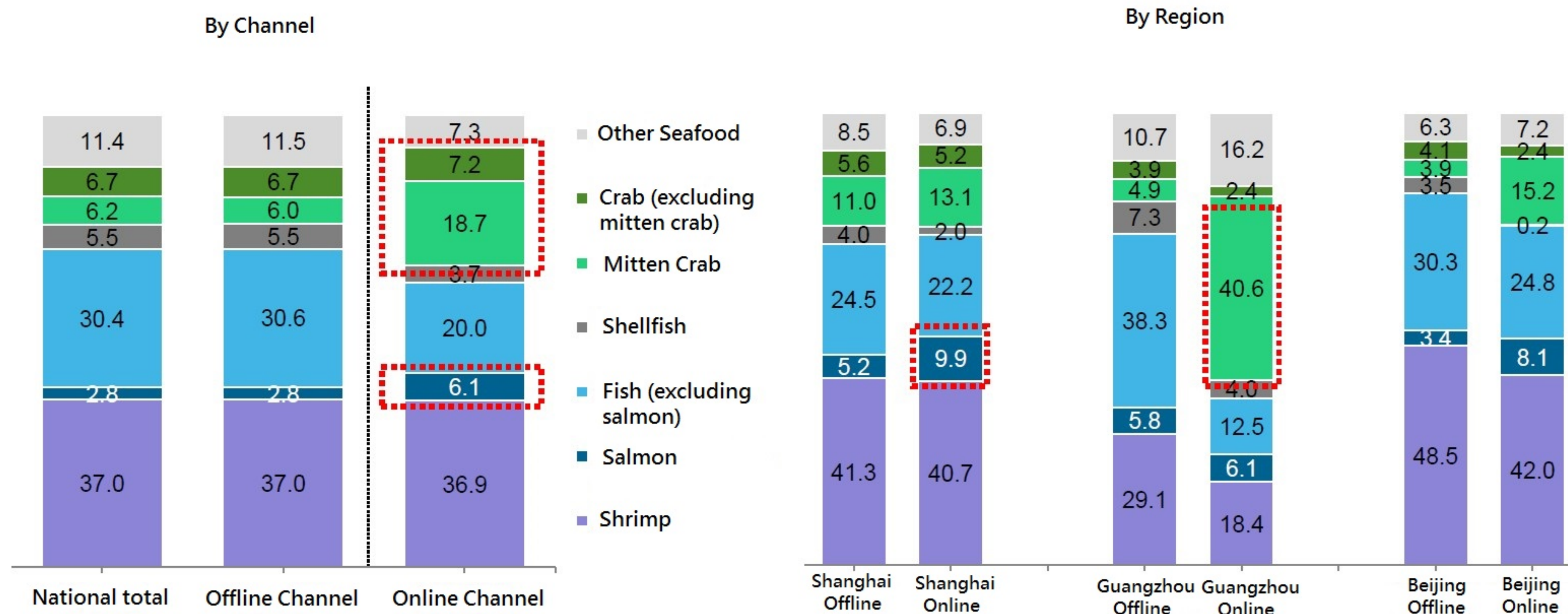
The proportion of online fresh food purchases remains around 1% due to the restrictions on logistics distribution during the Spring Festival, while the proportion of gift channels increases: More people receive fresh food as New Year gift during the Spring Festival

Nationwide, Fresh Food, Channel's Sales Proportion%

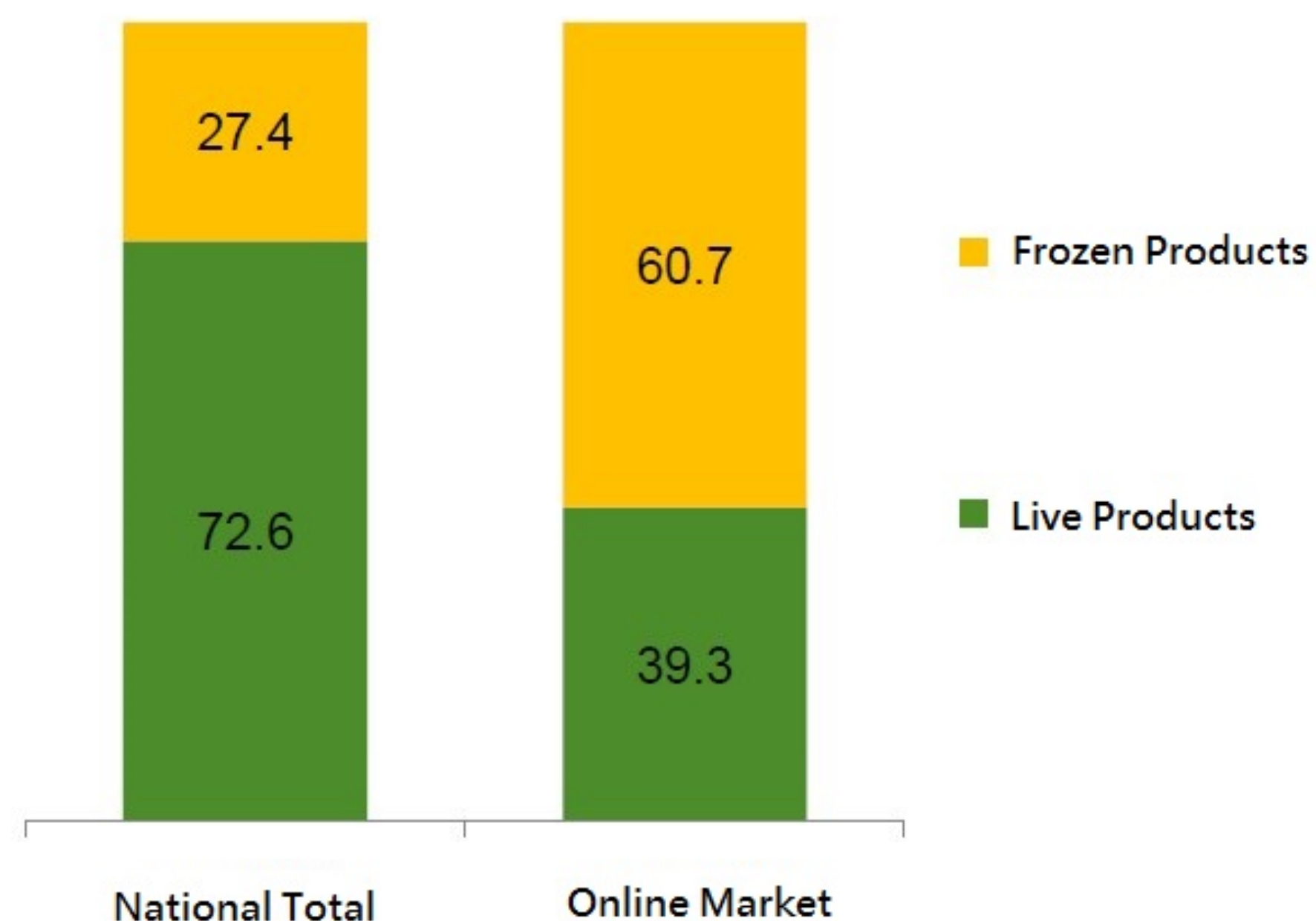




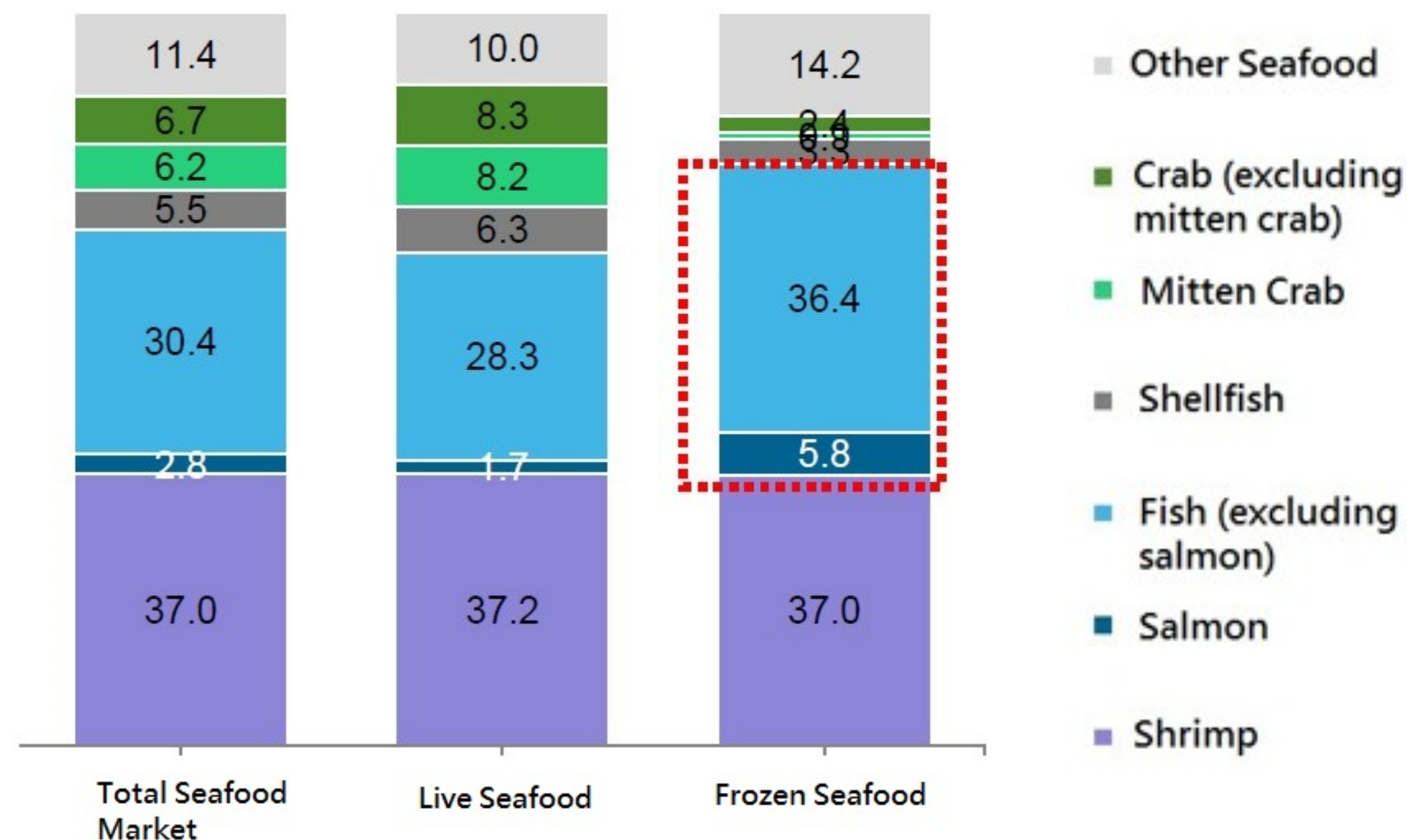
Crabs and salmon are the two most popular products online



Sales % of total
seafood market



Sales % of total
seafood market



Imported fresh food enters the homes of ordinary people and popularized in smaller cities

- The proportion of imported fresh food consumers from 3rd -4th tier cities gradually increased, and the growth rate was significant. The pace of popularization of imported fresh foods is accelerating.

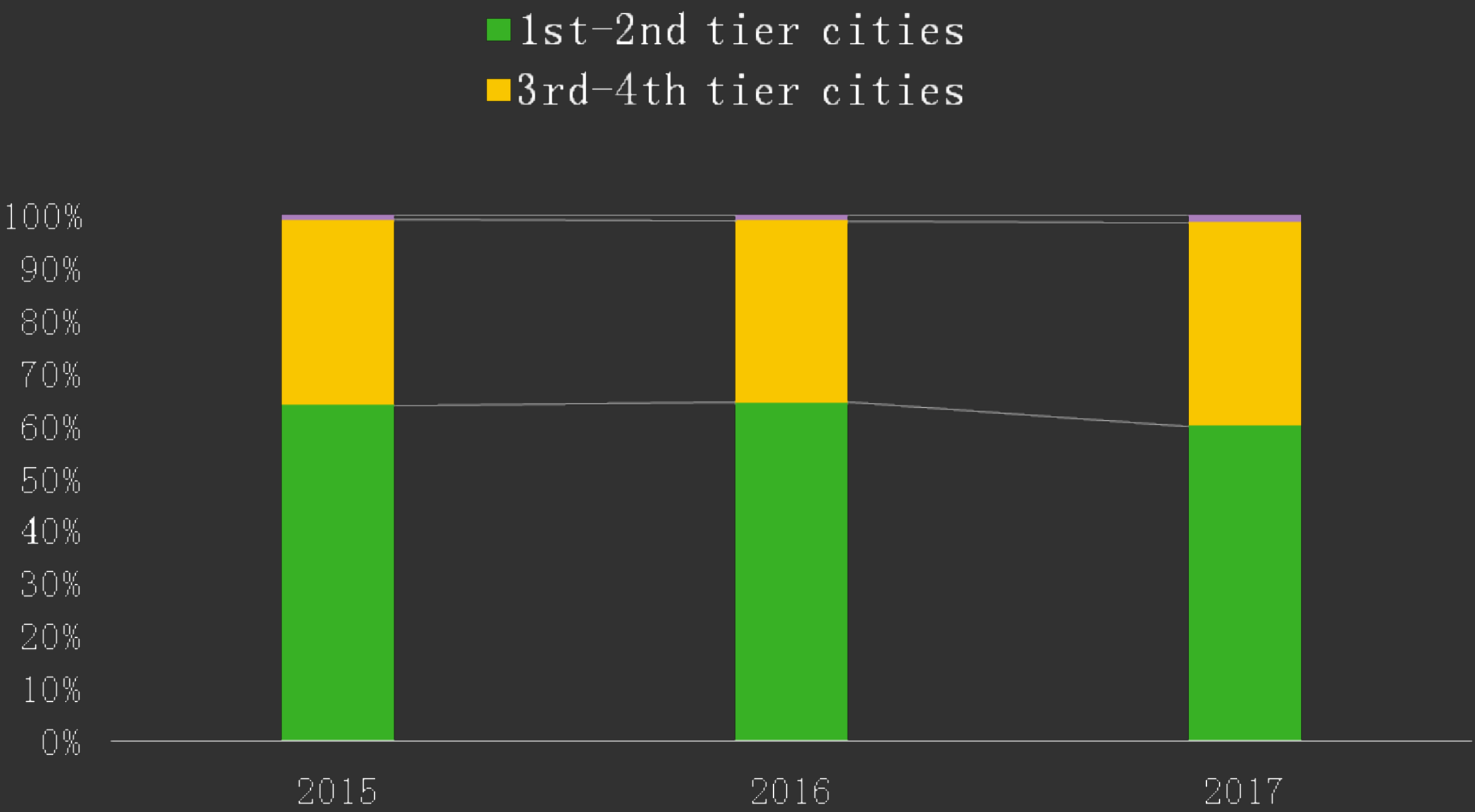
Taste
the
world

Overview

More
categories

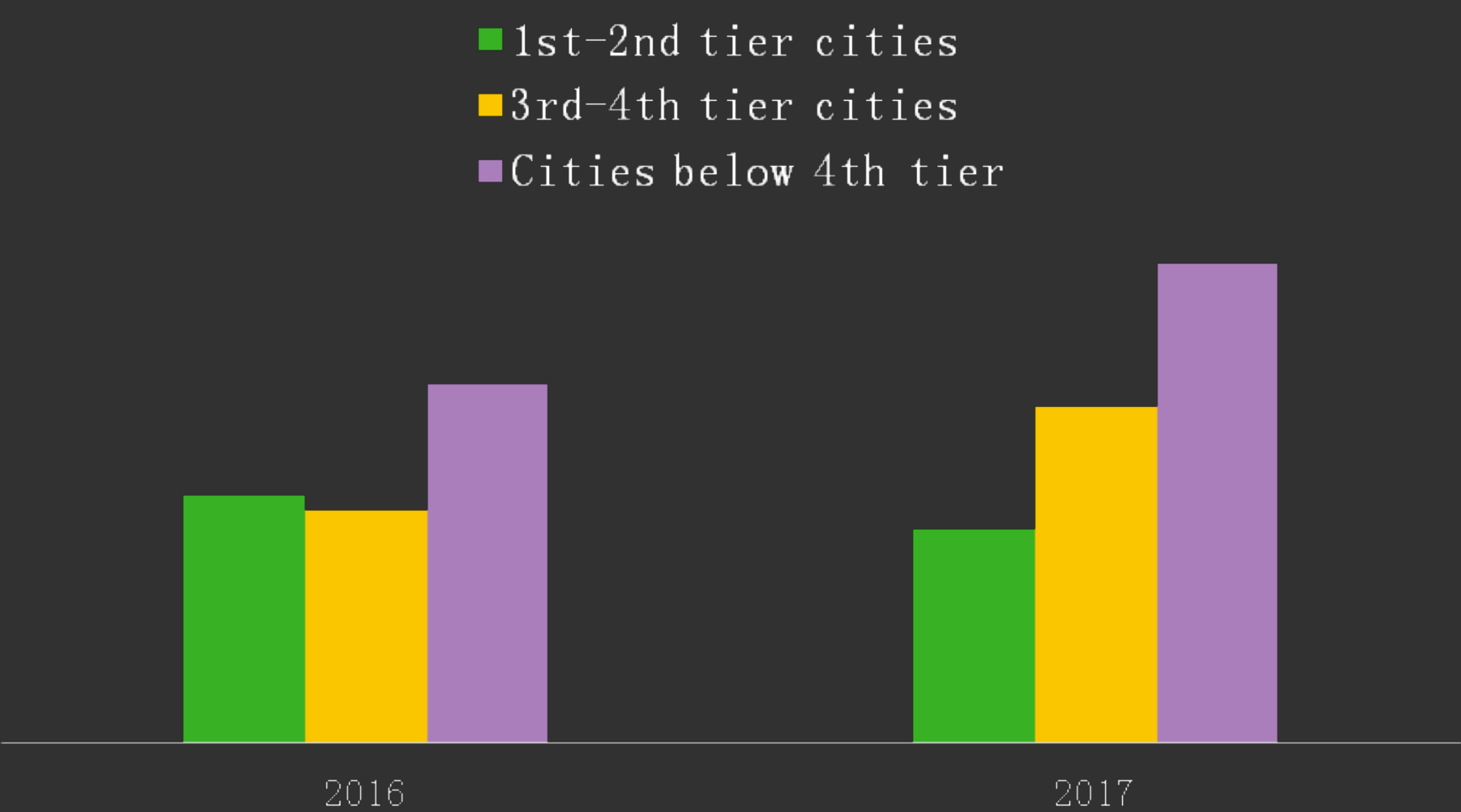
More origins

Tmall imported fresh food consumers in different cities, 2015-2017



Source: AliDT

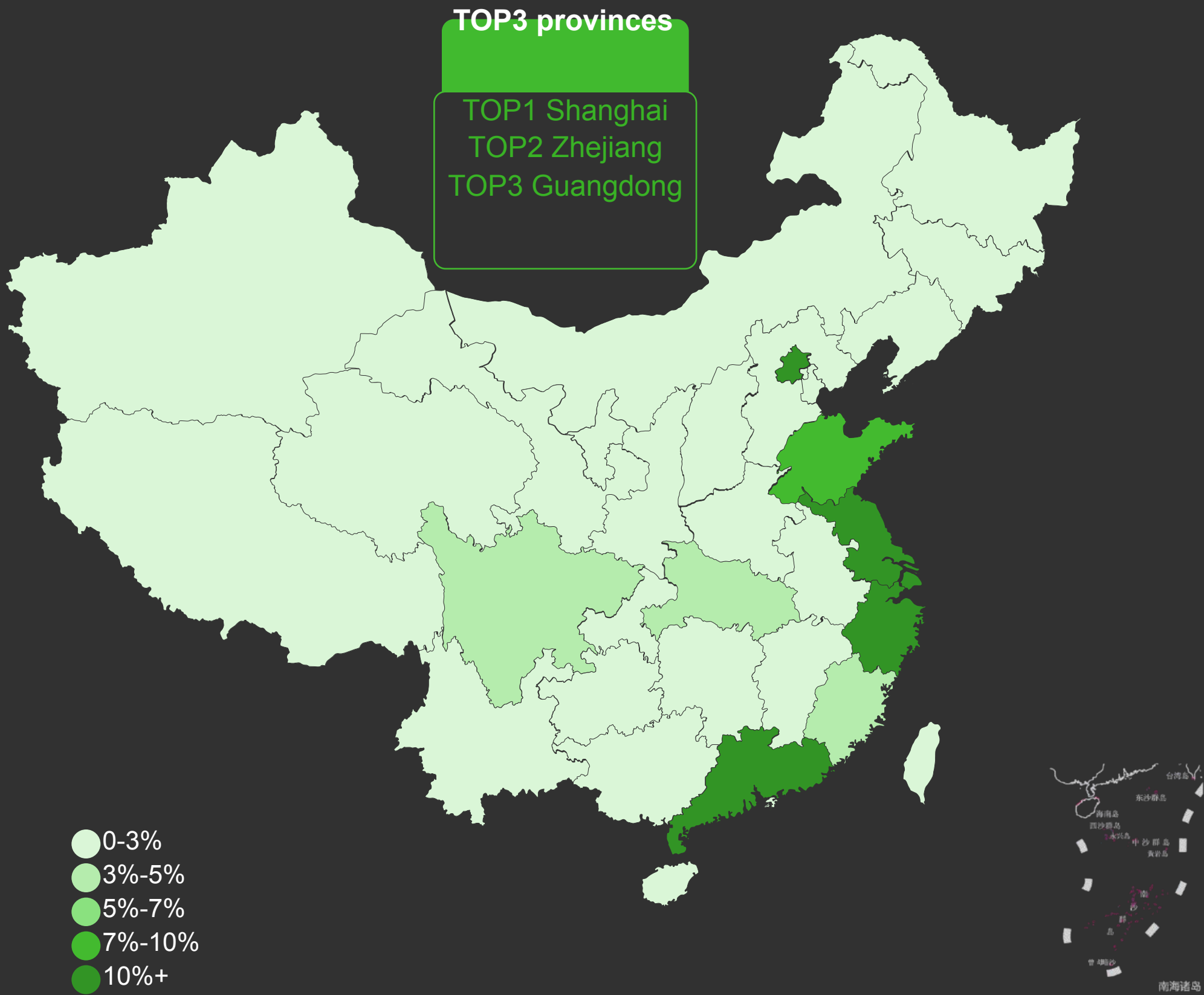
Growth of buyers of Tmall imported fresh food in different cities, 2016-2017



Source: AliDT

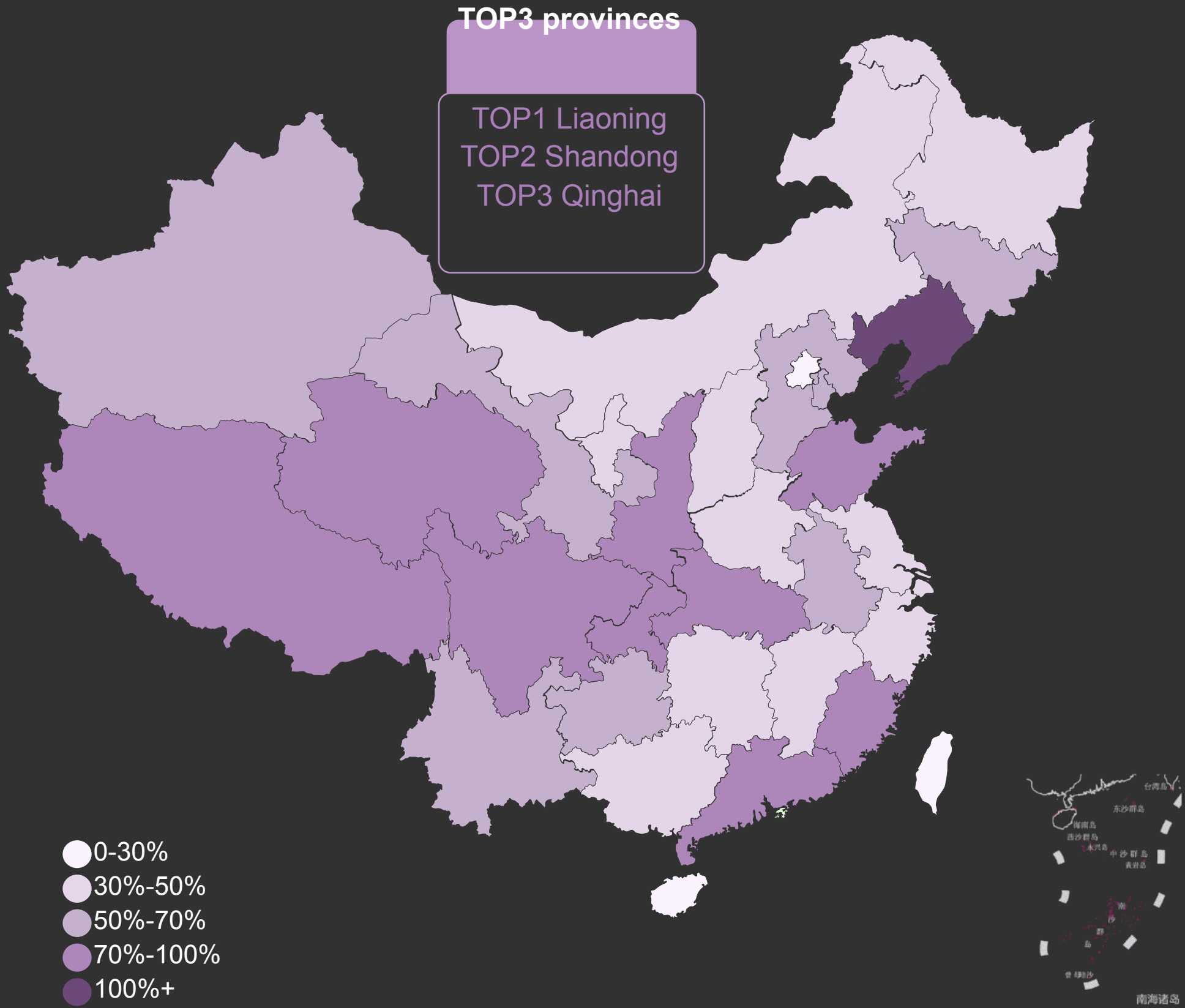
The southern coastal provinces such as Jiangsu, Zhejiang, Shanghai and Guangdong are the major importers of fresh food, while the growth of consumption in northern provinces like Liaoning and Shandong is strong.

Sales of imported fresh food in all provinces, 2017



Source: AliDT

Sales growth of imported fresh food in all province, 2017



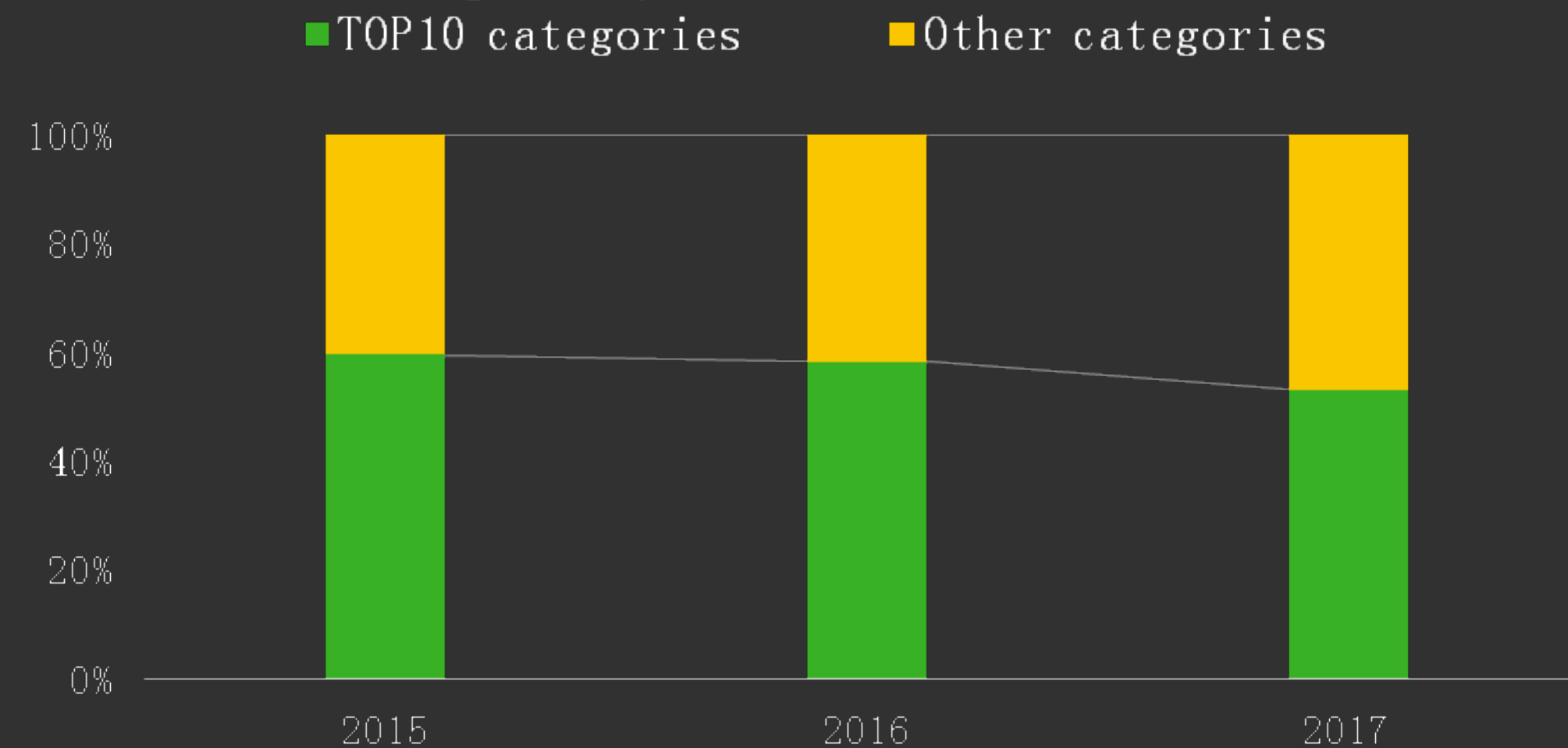
Source: AliDT

More categories: besides major imported categories, more new categories are growing rapidly

Taste
the
world

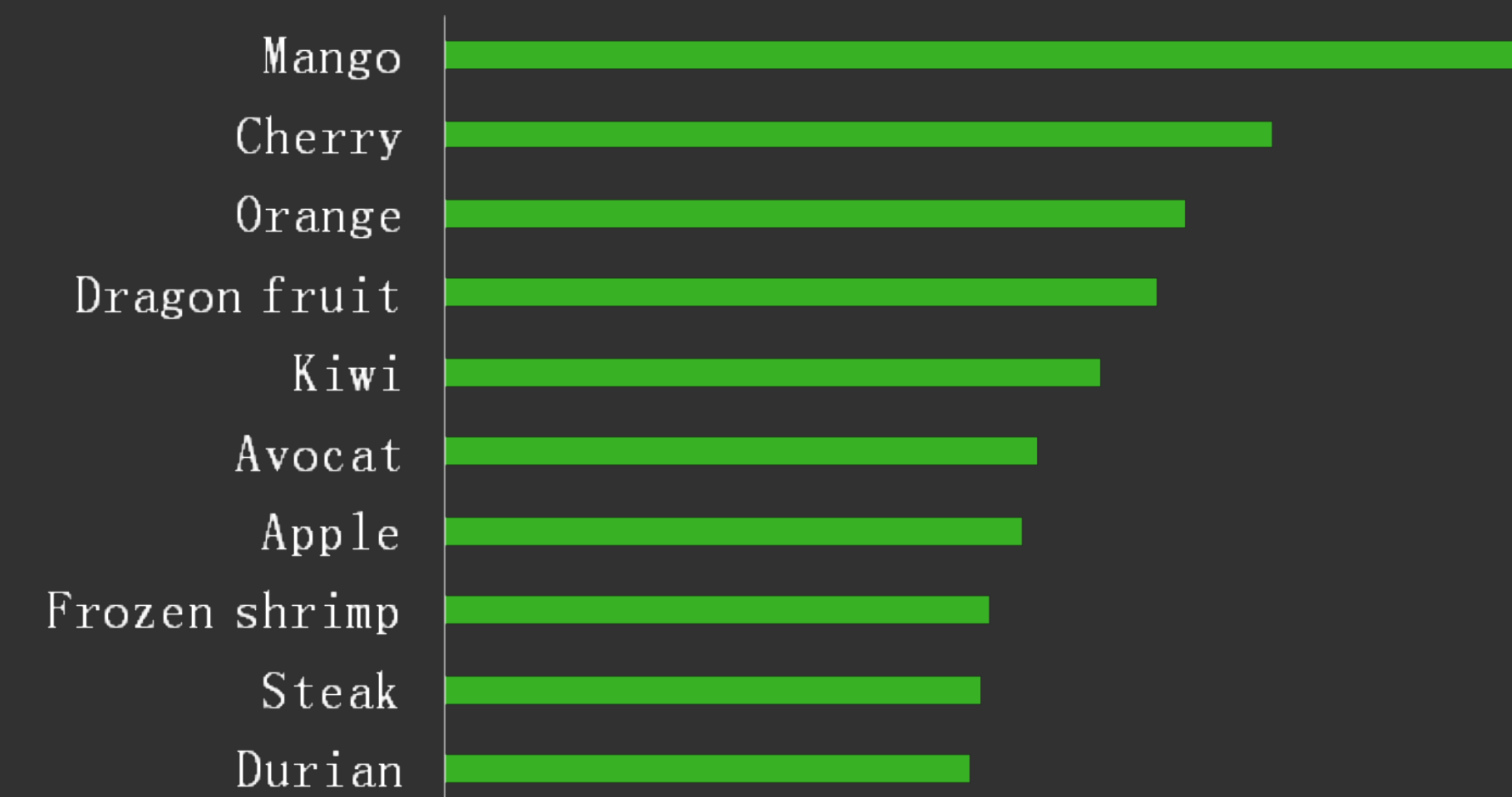
- The major imported fresh products are still hot for purchase. The proportion of orders of top 10 categories has remained over 50% in recent years.
- In addition to these major imports, there are more emerging categories, and there is a significant trend of diversification of imported fresh produce.

The proportion of orders of top 10 categories, 2015-2017



Source: AliDT

Top 10 sellers in 2017



Source: AliDT

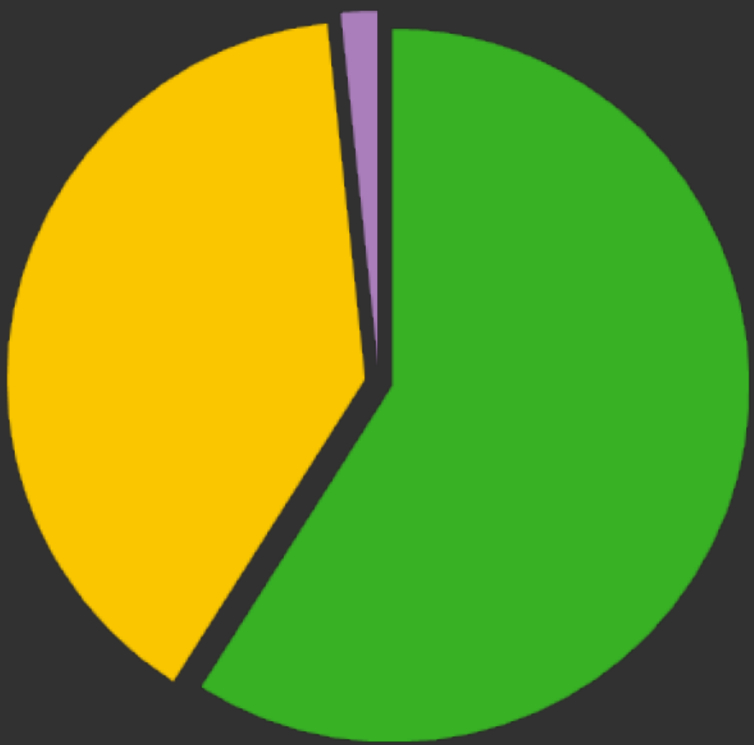
The rise of a new consumer class

- Online fresh food consumers are mostly consumers under the age of 35 from 1st -2nd tier cities. They grew up in the Internet era and are willing to try new things and buy food on-line. The growth of consumers aged from 19 to 22 years is the fastest, and a new consumer class is rising.

Consumers

Tmall fresh food buyers distribution in cities, 2017

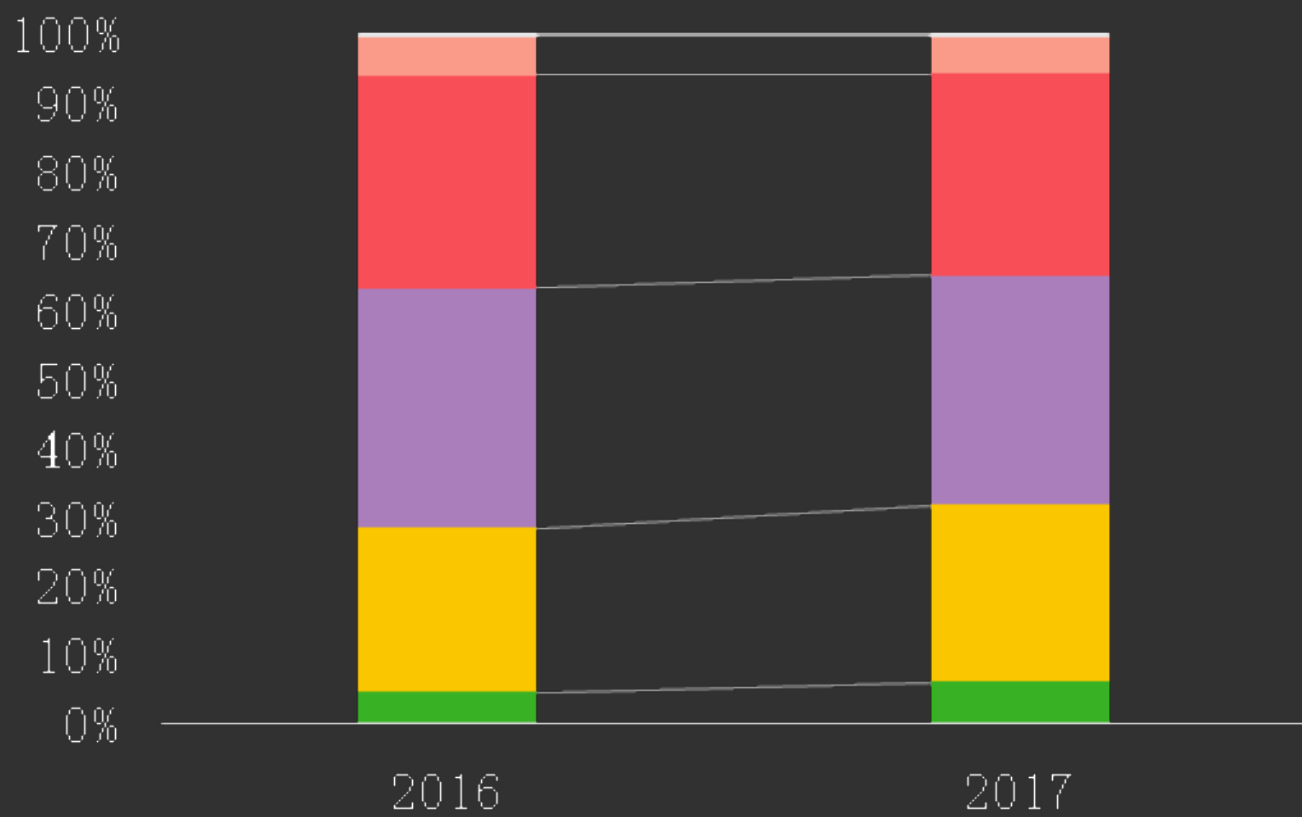
- 1st-2nd tier cities
- 3rd-4th tier cities
- Cities below 4th tier



Data source: AliDT

Tmall fresh food buyers distribution in ages, 2016-2017

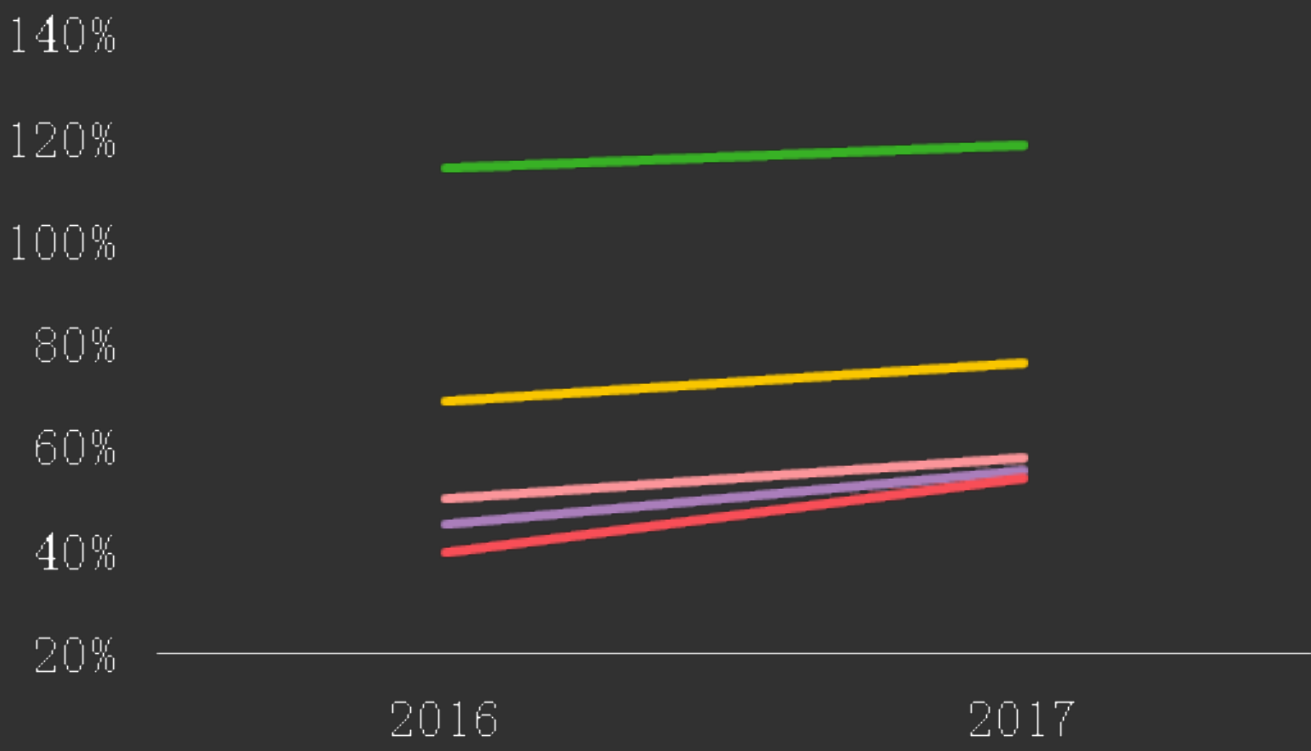
- 19-22
- 23-28
- 29-35
- 36-50
- 51-70
- Over 70



Data source: AliDT

Sales growth from buyers of different ages, 2016-2017

- 19-22
- 23-28
- 29-35
- 36-50
- 51-70



Data source: AliDT

Preferences of consumers in different regions

Vegetables and fruits for Beijing & Shanghai, nourishing seafood for Northeast, and seafood & dry food for inland

