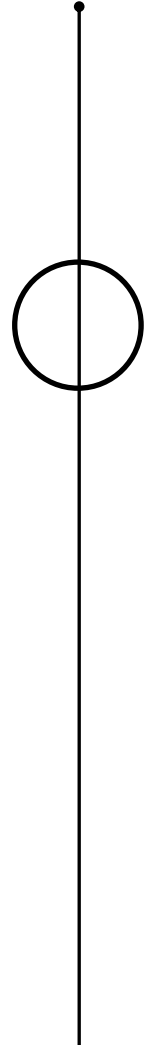
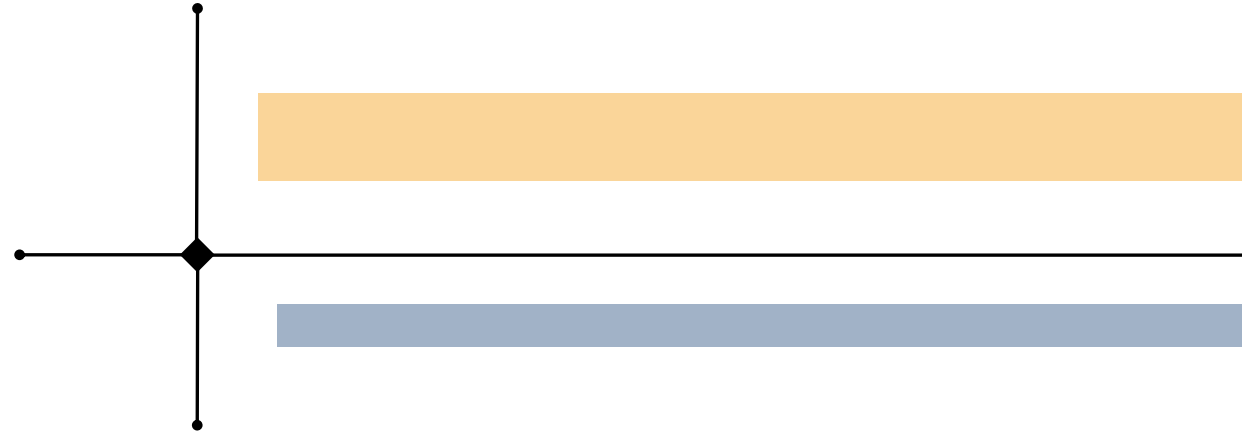




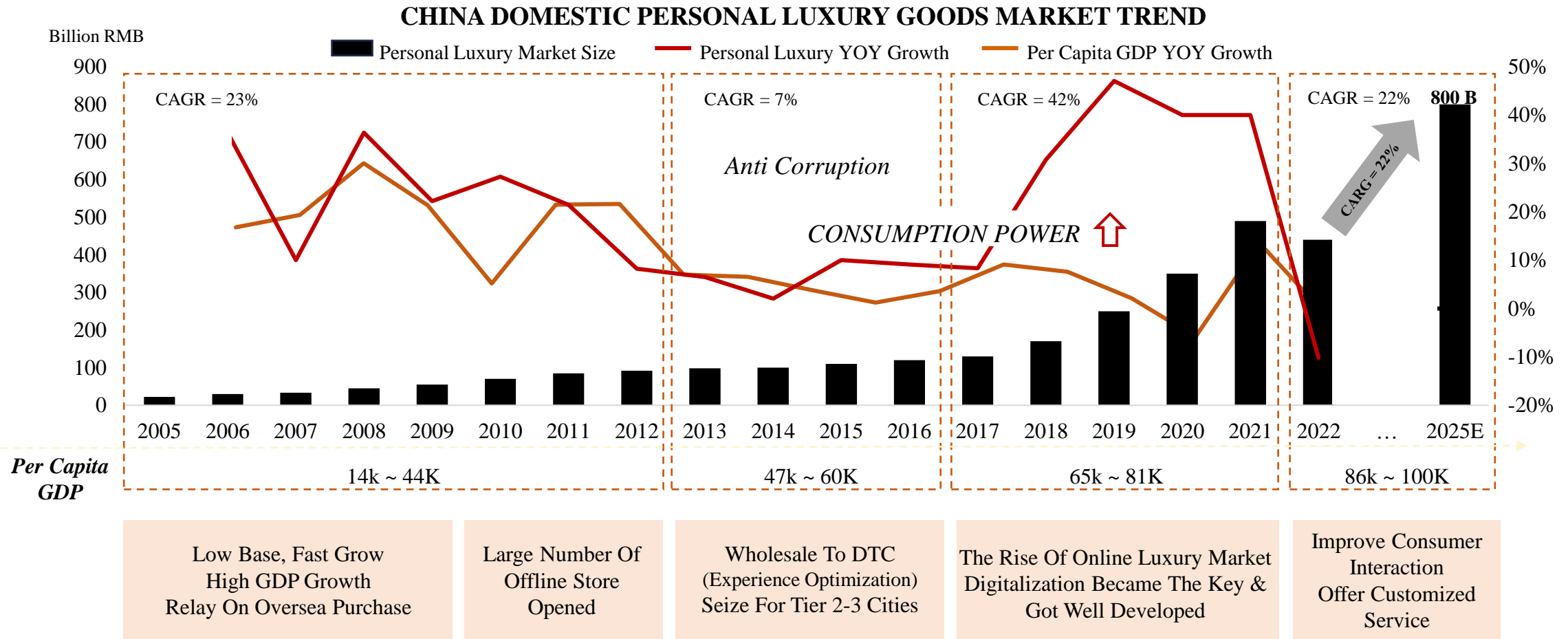
THE FUTURE OF LUXURY ECOMMERCE IN CHINA



CHINA LUXURY MARKET OVERVIEW & OUTLOOK



CHINA PERSONAL LUXURY MARKET OVERVIEW & OUTLOOK

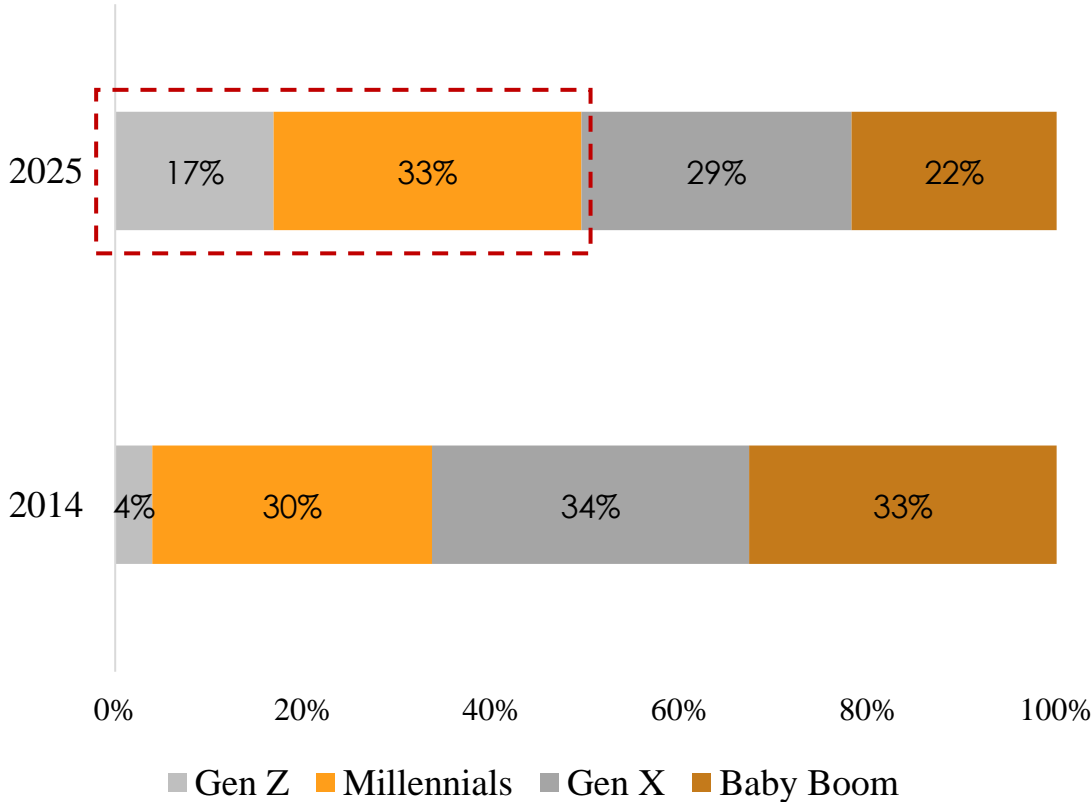


*Data source: EUROMONITOR

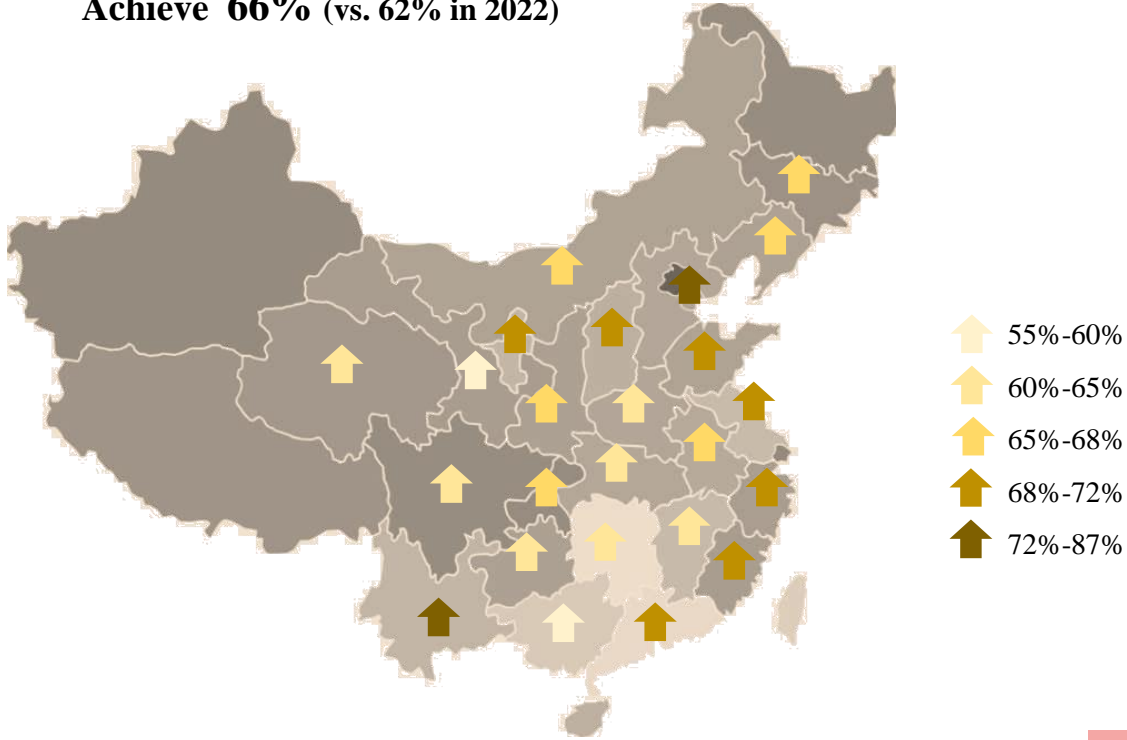
*Note: personal luxury contains all affordable luxury & top luxury brands for both online & offline

THE DEMORGRAPHIC CHANGE OF CHINESE LUXURY CONSUMER

Millennials & Gen Z will count over 50% of consumer population, and with higher growth in lower tier cities in 2025, with strong online shopping mindset & preferences for luxury products



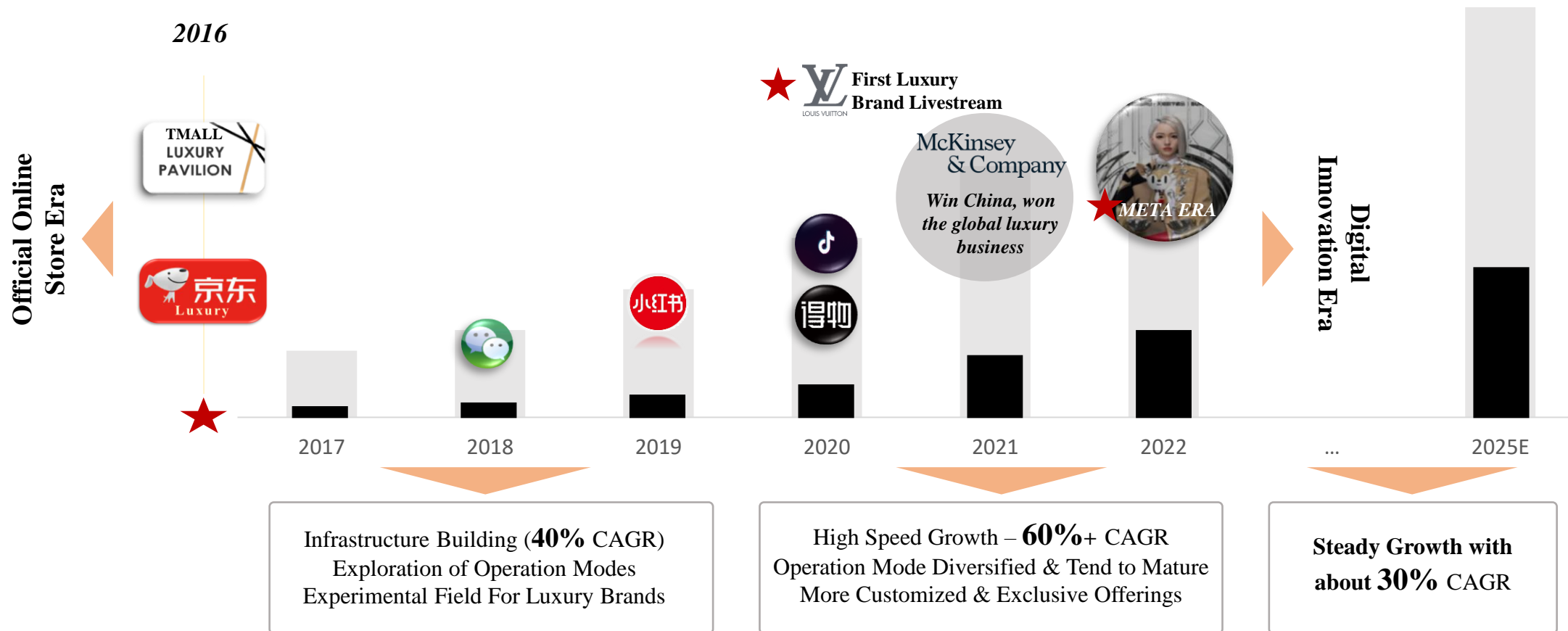
2025 China Urbanization Rate Will Achieve **66%** (vs. 62% in 2022)



*Data source: EUROMONITOR; Academy of Social Sciences of China; BQ Analyze

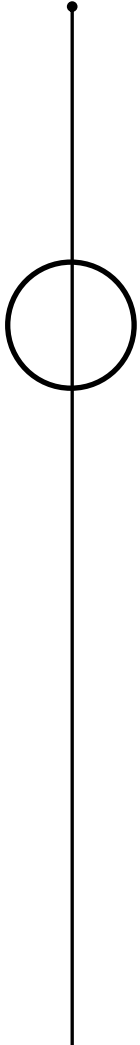
CHINA ONLINE LUXURY MARKET OVERVIEW & OUTLOOK

Unit: Billion RMB China Personal Luxury Market Size Online Luxury Market Size % Numbers are Online Sales Penetration

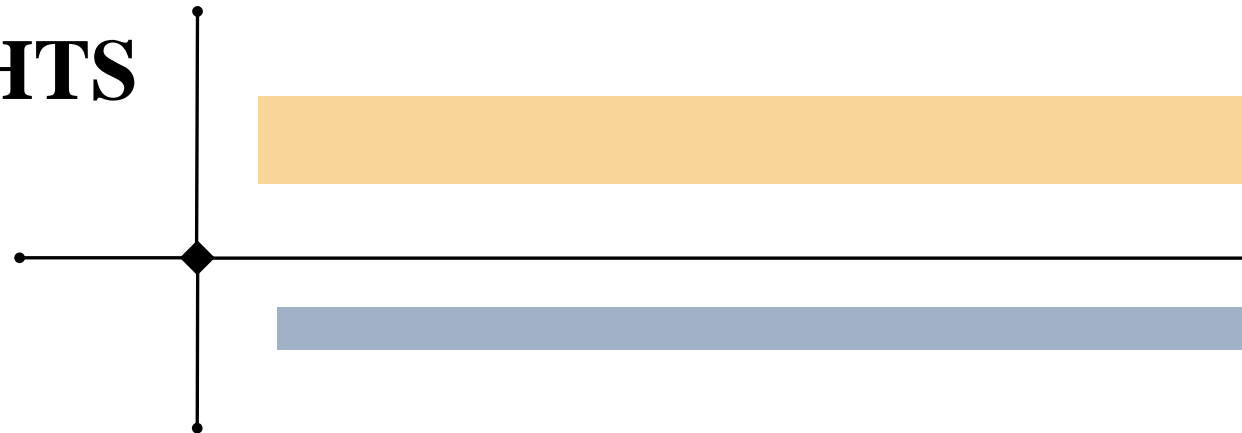


*Data source: EUROMONITOR; YAOKE research data; BQ analyze;

*Note: personal luxury contains affordable luxury & top luxury brands' product purchasing from all domestic online channels such as 3rd party EC platforms, WeChat, official online stores, etc.



CHINESE LUXURY EC MARKET CHARATERS & OPERATION HIGHLIGHTS



THE UNIQUENESS OF CHINA'S LUXURY E-COMMERCE MARKET

RICH PURCHASING CHANNELS



PLATFORM CHARACTERS

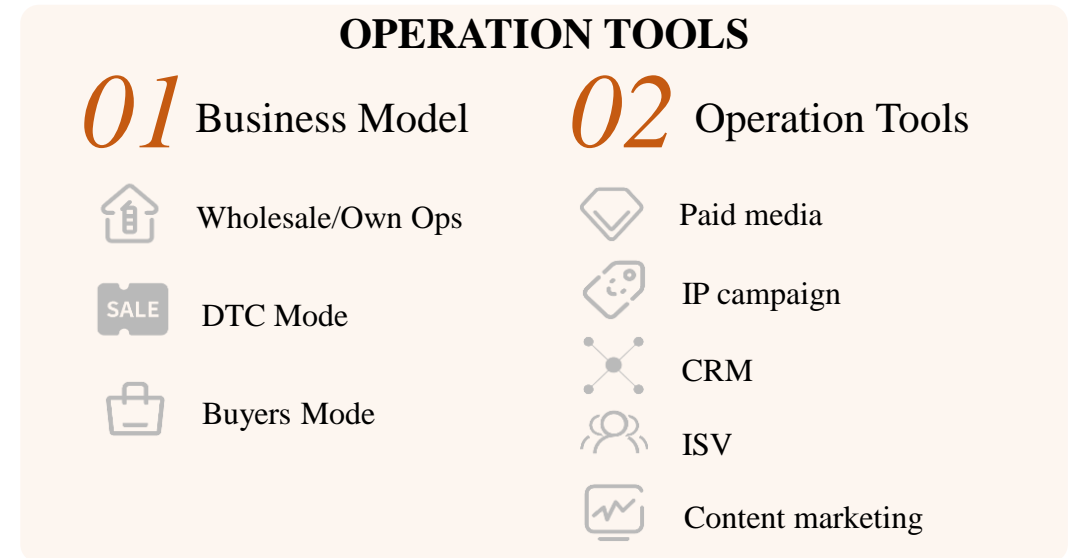
High competition

- Price comparison
- Traffic comparison
- Product resources
- Merchant resources

With clear focus

- On platform features – business model, consumers, products, etc.

DIVERSIFIED BUSINESS MODEL & OPERATION TOOLS



LUXURY BRAND CHARACTERS

Innovation

- Product
- Marketing
- Content
- Digitalization

Customization

- Products
- Packaging
- GWPs

CORE WINNING FACTORS FOR BRANDS IN CHINESE LUXURY ECOMMERCE MARKET



PRODUCT

- Online exclusive
- Limited edition
- New product launch
- Million GMV product



MARKETING

- IP campaign
- Influencer effects



CONTENT

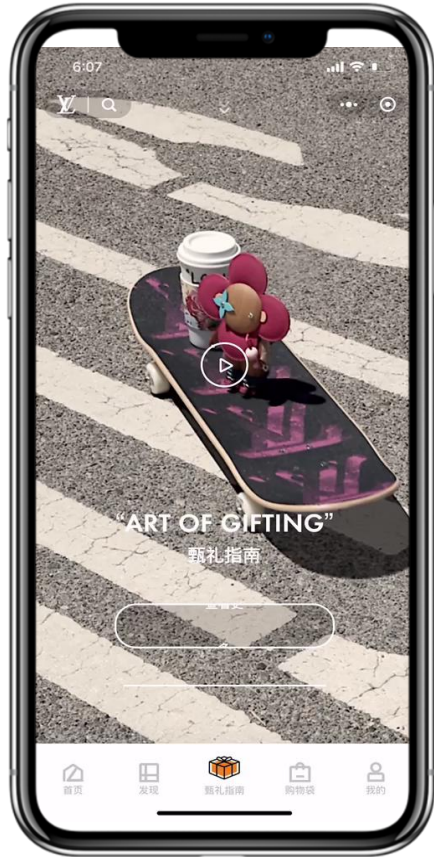
- Short video
- Localized & creative



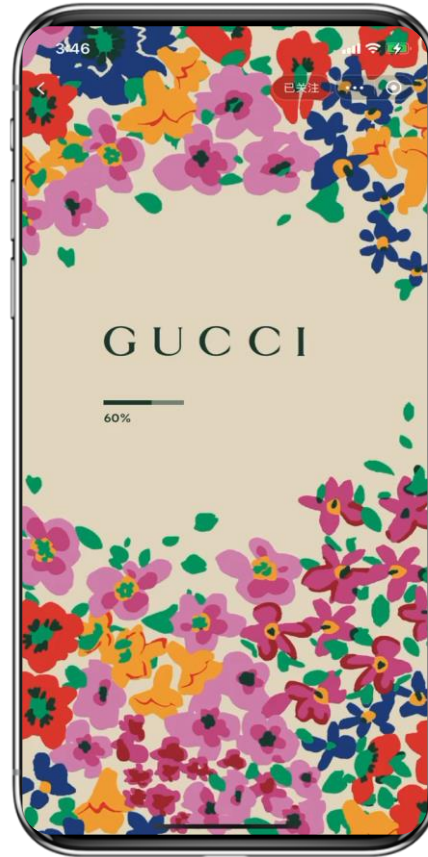
DIGITALIZATION

- 3D
- XR
- Meta / NFT
- Mini Games

GET LUXURY SHOPPING EXPERIENCE THROUGH CUSTOMIZATION & EXCLUSIVE SERVICES



- Product customization
- Packaging customization
- Product Engraving Option
- Digital greeting card



ONLINE EXCLUSIVE SERVICES



1V1 Customer Service



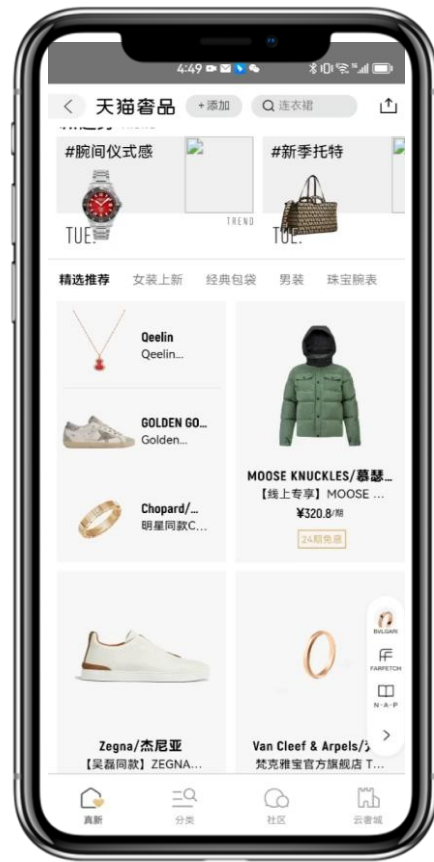
1V1 Live-streaming



Premium Logistic

THE TREND OF CHINA'S LUXURY E-COMMERCE MARKET

Transition from Static Search to Dynamic Recommendation



CONTENT BECOMES MORE IMPORTANT

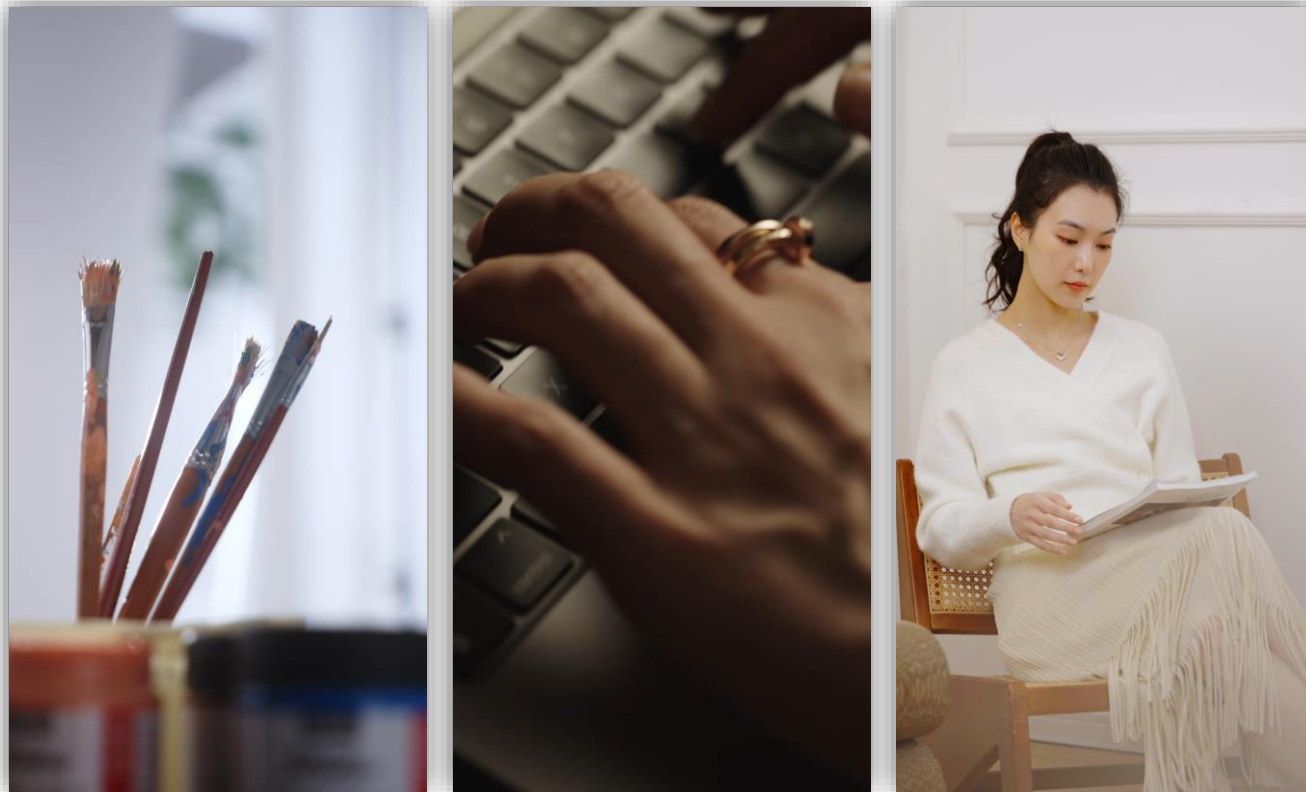
- GMV becomes more consumer relation related
- Research traffic has reached the growth ceiling, content traffic is the definite future on EC platforms such as Tmall

A I P L

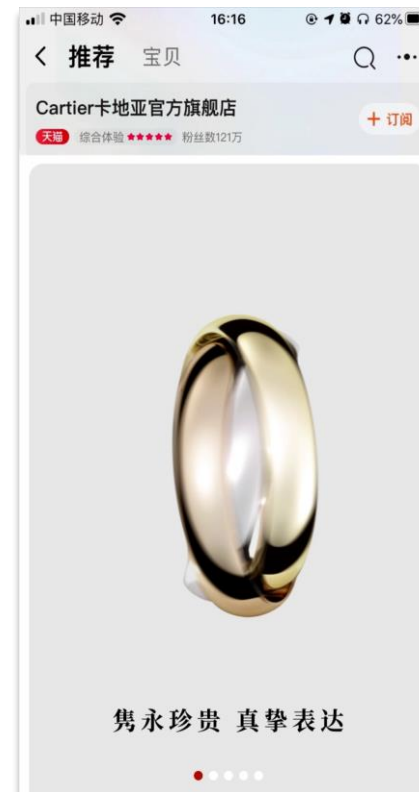
Deep Dive Into In Each Stage Of The Consumer Journey, Achieve Accurate Reaching & Conversion And Increase Overall Lifecycle Value

EXQUISITE & CREATIVE CONTENT COULD BE HIGHLY ATTRACTIVE TO LUXURY CONSUMERS

Scenario Content



Product Content



Home Page



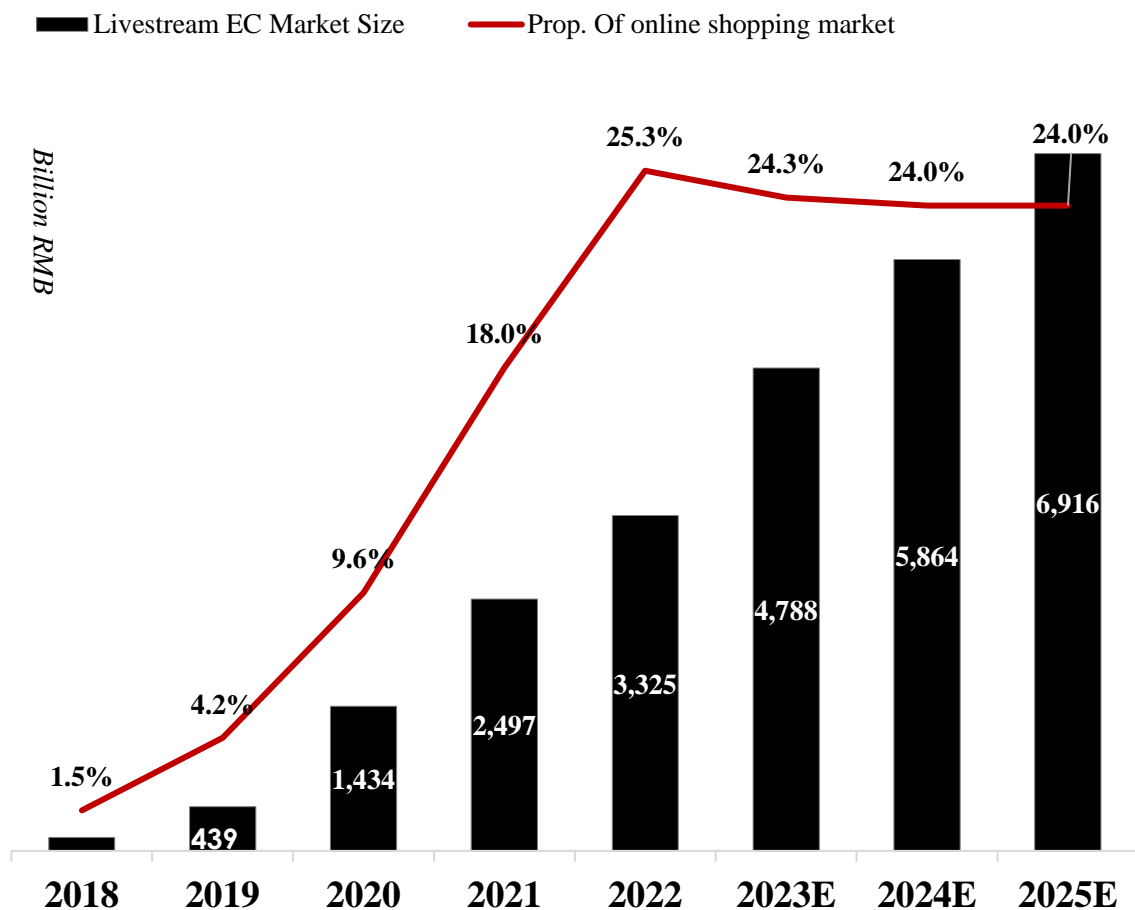
Product Detail Page



THE FUTURE OF CHINESE LUXURY ECOMMERCE MARKET



THE TREND OF LIVESTREAM FOR LUXURY BRANDS



*Data source: EUROMONITOR; BQ MI;

Livestream Is A Clear Trend For Luxury Brands To Adopt

MARKETING 90%+



65%+ SELLING

WELL DEVELOPED LIVESTREAMING MODE COULD BE THE PERFECT SOURCE TO BOTH DRIVE SALES AND BUILD UP BRAND AWARENESS

Branding



Campaign Livestream



Celebrity & KOL Livestream



1v1 Livestream



Douyin 520 Livestream

Sales

THE EFFECTIVENESS OF LIVESTREAM HAS BEEN IMPROVED



1v1 Livestream Mode

*Close The
Distance
Between The
Brand And The
Customer To
Promote Repeat
Purchases*

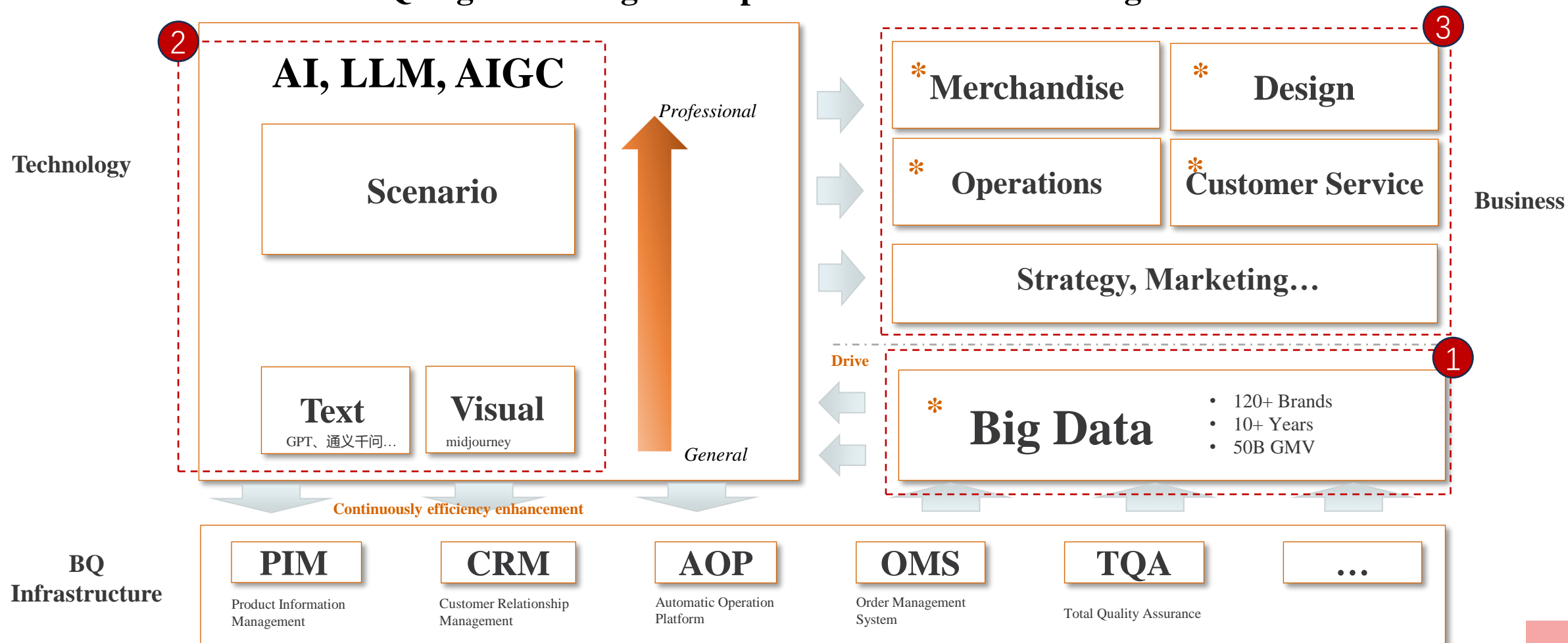


Campaign Livestream Mode

*Wonderful Restoration of Maxmara 2023 Spring &
Summer Show Through Immersive Landscape*

THE CONCEPT OF OPERATION EFFICIENCY IMPROVEMENT

BQ Digital Intelligence Operation Architecture Diagram



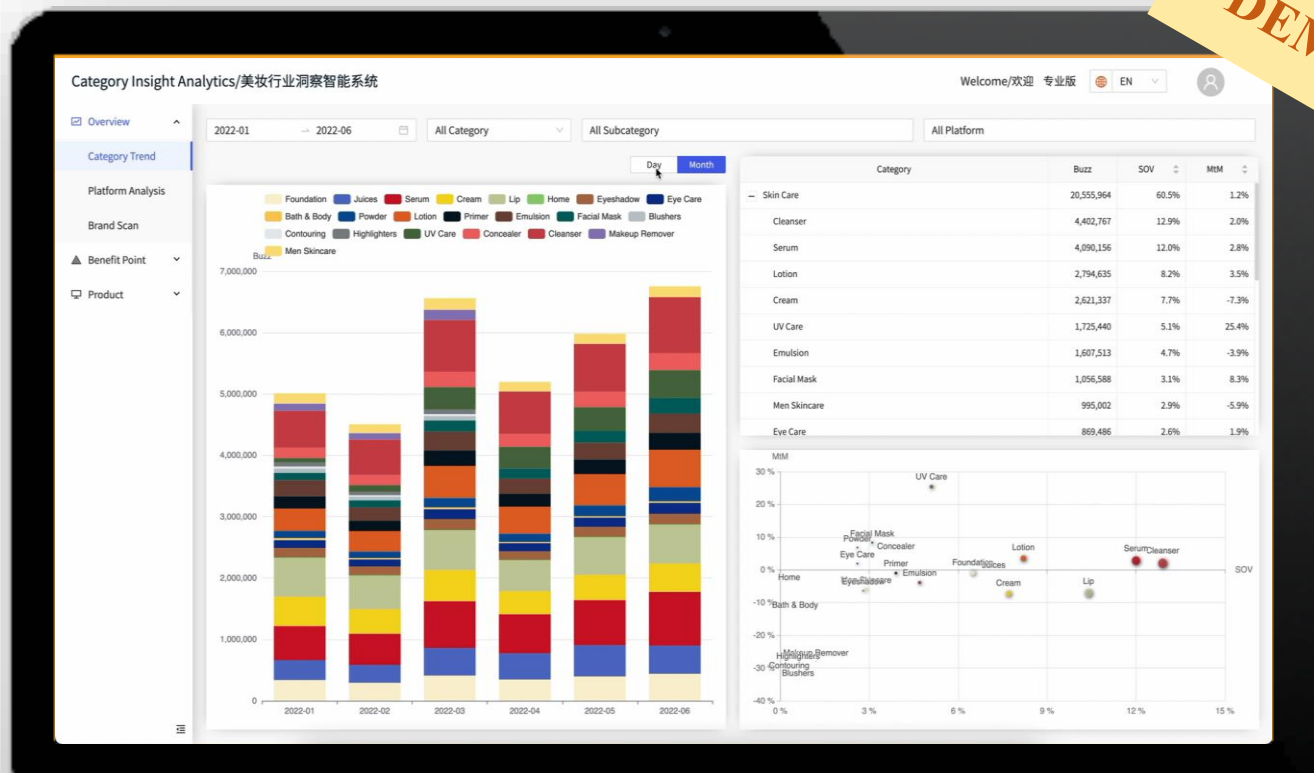
APPLICATION CASE OF AIGC IN VISUAL & VIDEO PRODUCTION

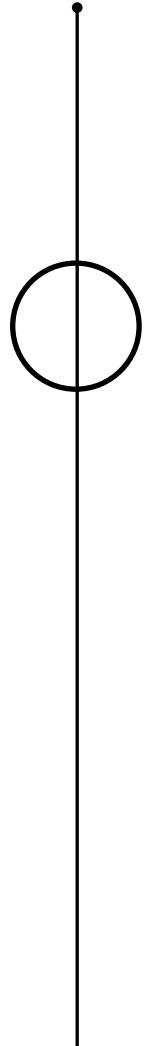
DEMO

DEMO



但是各个系列不同型号





THANK YOU

