Investor Conference

Let your public welfare actions drive sustainable cycles



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Company Overview



基本資料	
Established	1995
Stock Code	3085
Chairperson	Lee Yun Chin
Capital	6.9億元
Employee	65
Subsidiaries	Newlogistics Co., Ltd. Highgogo Co., Ltd.







Trend 1: Online-Offline Retail Integration

- The main goal of online-offline retail integration is to leverage technology and data to break down the boundaries between online and offline channels. This enables customers to enjoy a more convenient and personalized shopping experience, while allowing retailers to operate more efficiently and competitively.
- Through the synergy of "online breadth, offline depth", cross-channel promotions create added value and expand business opportunities.

Online Breadth:

Utilize digital platforms and marketing tools to expand brand visibility and market coverage. This includes social media advertising, search engine optimization (SEO), and content marketing to attract a wider base of potential customers.

• Offline Depth:

Provide immersive product experiences and customer services through physical stores or dedicated experiential spaces.

This allows consumers to directly experience product quality, functions, and usage, thereby strengthening their purchasing decisions.



Trend 2: Al Empowering Retail Sales and Operations

Artificial Intelligence (AI) can significantly enhance the accuracy of consumer demand forecasting, which is highly valuable for retailers. Below are some of the key applications of AI in retail demand prediction and operations:

- Personalized Recommendations & Purchase Suggestions
 - Al analyzes consumers' purchase history, browsing behavior, and social media interactions to predict products or services they may be interested in.
 - → Improves customer satisfaction and increases conversion rates.
- Demand Forecasting & Inventory Management
 - By leveraging big data analytics, Al can predict demand levels and trends for specific products or services.
 - → Helps optimize inventory, prevent overstock or shortages, and maximize sales opportunities.



Dynamic Pricing

Al adjusts product pricing in real time based on market demand, competition, and consumer behavior.

→ Enhances revenue generation and competitiveness.

Market Trend Analysis & Competitive Intelligence

Al continuously tracks emerging trends, shifting consumer preferences, and competitor actions.

→ Supports agile market strategies and rapid response.

• Impact:

The application of AI in retail not only improves forecast accuracy and decision-making efficiency, but also delivers a better customer experience and stronger business performance. These technologies enable retailers to respond flexibly to market changes and enhance overall competitiveness.



Business Model and Outlook

Business Model and Outlook -Establish Proprietary E-Commerce Platform

- 1 · Establish Proprietary E-Commerce Platform
- Build an integrated multi-category e-commerce platform
- Attract diverse brands and merchants through a marketplace model

- 2 · Develop CRM System & Introduce Points Economy
- Implement a comprehensive customer relationship management system
- Combine loyalty points with cross-platform spending to boost member engagement and purchase frequency



Business Model and Outlook -Establish Proprietary E-Commerce Platform

- 3 · Provide Warehousing & Logistics Services
- Build an efficient warehousing and distribution network
- Offer end-to-end supply chain solutions for platform merchants

- 4 · Expand Social Media Influence
- Strengthen brand visibility and customer reach



Business Model and Outlook-Membership Management Strategy



Data management

- Basic Information: Email, Phone Number, Birthday, Region
- Categories: RFM (Recency/Frequency/Amount), Category Preference, Engagement, Promotion Sensitivity

List application scenario

- Retain high-value members
- Recruit dormant members
- Cultivate new members
- Drive cross-brand traffic

Point Economy Principle

Differentiate through point accumulation. Balance thresholds and redemptions. Incorporate activity-based gameplay (points earned through tasks, cross-brand bonuses, etc.).

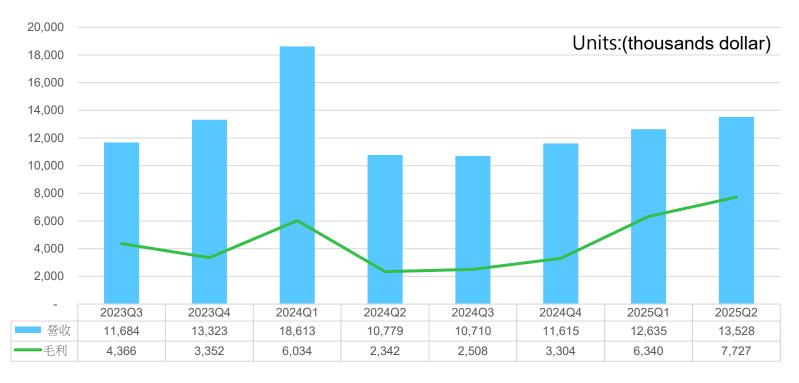
Member Loyalty



Financial Overview

Financial Overview





Focus on key businesses: Focus on clothing, health food sales and warehousing services, and gradually improve the company's profitability.



THANK YOU

For listening

