

Aomao.com



Aomao

Cross-border e-commerce platform

New retail cross-border e-commerce platform

2024





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PART 01

Market background



2024



Industry background



**\$6.5 trillion
(2025)**

In the post-epidemic era, cross-border e-commerce will usher in rapid development

\$6.5 trillion

**Global cross-border
e-commerce market size in
2025**

\$3.3 trillion

**Market size of cross-border e-commerce independent
stations in 2025**



Consumption potential



Changes in consumption patterns

With the impact of the global epidemic on physical stores, the advantages of online transactions are becoming increasingly obvious. More and more consumers gradually turn to online shopping, and offline shopping has declined significantly, which also promotes the innovation and professional upgrading of cross-border e-commerce services.

Global consumption



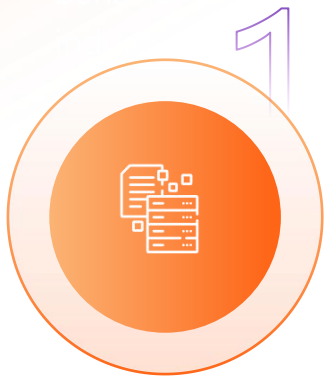
The inflection point of the consumption recovery has come

Against the backdrop of the epidemic, countries around the world are opening wider to the outside world. The inflection point of global consumption recovery has come, the economy is expected to continue to recover, and consumers' demand for foreign high-quality goods has also been significantly increased.

Global e-commerce development trend

The cross-border e-commerce industry is expected to usher in more innovation and change to inject new vitality into international trade

At present, the global e-commerce trade is booming and has become a new highlight of international trade. In 2024, the development of the e-commerce industry will pay more attention to user experience and services. Industrial e-commerce and B2C cross-border e-commerce will continue to maintain a growth trend, and the characteristics and



Customization and personalization

To meet the diversified needs of consumers, to provide more accurate product recommendation and personalized customization services.



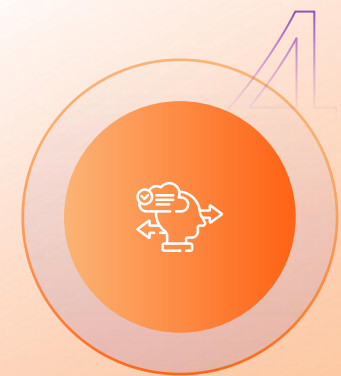
Cross-border logistics optimization

Reduce cross-border logistics costs, shorten transportation time, and improve consumers' shopping experience.



Localization and multi-language services

Focus on the cultural differences in the target market, and provide localized and multilingual services to meet more consumer needs.



Continued policy support

Governments of various countries have issued relevant policies to encourage the development of new trade models such as cross-border e-commerce.

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PART 02

Project introduction



2024



About Us

Aomao.com

Global cross-border shopping platform

Aomao.com, as a new global retail cross-border shopping platform, belongs to the International Group Holdings, is committed to establishing a stable supply and storage partnership with overseas brands or manufacturers. We strictly control the cross-border commodity channels to ensure that the goods sold are both high-quality and cheap. After the brand party or manufacturer carefully makes the products overseas, they are delivered to our warehouse through international logistics, and then by Aomao.com is responsible for all channel sales.

Our goal is to firmly occupy the emerging market of cross-border e-commerce, and provide global users with convenient, high-quality and affordable online shopping experience through the innovative new retail model of global cross-border e-commerce.



A generation

Commodity warehouse for certified sellers to provide one-click delivery service, without pressure inventory.



High cost performance

By cooperating with manufacturers from intensive industrial countries with low manufacturing costs, reducing the price of conventional products, legally reducing taxes, and importing good and inexpensive goods for more cost-effective performance.



International logistics concessions

The goods have entered the warehouses of Aomao consumer countries in advance, so the high international express fee can be exempted.

Platform function

Certified seller

One key delivery

The commodity warehouse provides one-click delivery service, without having to pay the high cost of bulk purchase of goods in advance, eliminates the high purchase and storage costs of traditional e-commerce platforms, reduces the threshold and risk of sellers, subverts the traditional model of traditional stores first goods before stores, and also brings additional revenue channels for more users.



consumer

Simple and convenient

For consumers, you can use the Aomao.com shopping platform, buy cheap and high-quality diversified and rich overseas goods. At the same time, the risk of buying fake and fake products from personal purchasing agents is avoided.

By customized advertising push for demand groups and actively cooperating with demand parties to obtain the traffic of shopping groups

Provide traffic and technology support to the certification of businesses

Platform advantage

Brand advantage

After years of steady development and profound accumulation, we have successfully attracted and certified more than 10,000 high-quality businesses in the world, and won wide praise and good reputation from both inside and outside the industry.



BD

With an experienced purchasing team and reliable partners, we can accurately insight into market demand and quickly adjust the product portfolio to meet the shopping needs of different consumers.



Efficient operation

Has a complete procurement, logistics and after-sales service system to ensure that every link from order generation to product delivery is closely monitored. At the same time, with the help of digital platforms and intelligent systems, we constantly improve operational efficiency and achieve cost optimization.



Innovation-driven

Dedicated to technology innovation and service mode innovation, aiming to improve customer satisfaction and shopping experience. Looking ahead, we will introduce more online and offline interactive activities to further enrich and improve the user service functions.



Platform advantage

01

Quality products and reasonable pricing

Aomao The company strictly controls the quality of goods, so buyers can buy high quality imported goods at low prices. In addition, all sources of goods on the platform are automatically delivered from Aomao's overseas warehouses, thus protecting the interests of buyers to the greatest extent.

03

Self-operated logistics and warehousing

Self-operated logistics and Aomao global storage center will ensure that all goods are delivered within one week after placing an order on the user platform.

02

E-commerce services

Combined with the advantages of interested e-commerce, the most important way to promote is intelligent recommendation mode. Buyers search on different websites, the platform obtains users' preferences through big data analysis, and according to different user habits, then intelligently push them through the scene.

04

Innovative flash shooting mode

Aomao The latest flash shot mode subverts the traditional exploratory shopping and faces the future game experience. Focusing on mobile devices, the exciting auction experience is now highly regarded by American consumers.



PART 03

Business model



2024



Business model

Free shop

Become a Aomao. Certified com sellers can select products from the platform's warehouses and put them on their own stores for sale. The platform provides one-piece delivery service, eliminates the high purchase and storage fees of traditional e-commerce platforms, and reduces the threshold and risk of sellers.



The whole process of training

One-click shop opening

Not only no technical service fee and margin, but also the domestic warehouse, do not need international logistics. There are also product managers one-on-one incubation, for the first three months free of commission. In addition, the platform also provides consumer traffic support, technical support and other services, bringing more sellers, additional channels for revenue generation.

0 The threshold to join

0 Basic join

0 Cost to join

Income model

Commissions earned

Charge a certain percentage of the commission from the seller

Brand IP revenue

Using the official advantages of the platform, establish the official high-quality brand to obtain brand IP income.

Advertising revenue

Provide advertising and promotion services to brand businesses



Member income

Set up the membership system, to give different concessions and privileges.

Logistics revenue

Cooperate with logistics companies to obtain commission to provide users with international transport and distribution services.

Sponsorship and brand cooperation

Revenue through brand integration and various sponsorship events.

Brand strategy



Brand research

market segments
Brand image evaluation
Brand status assessment
Brand communication
analysis



brand positioning

Image positioning
product orientation
market positioning
Value positioning



Brand planning

brand communication
brand image
Brand size
brand management



Brand core

Brand personality
brand value
Image culture
Brand communication
analysis



PART 04

Development planning



2024



Development planning



Initial planning

- Will continue to invest in digital infrastructure to provide stronger, more efficient and more secure e-commerce services;
- Optimize the global storage and transportation system, establish more storage centers, and further improve the global e-commerce market share.

Medium term planning

- Expand the investment amount to expand the business scope, build warehousing logistics and expand the European market, aiming to build a more diversified and personalized consumption scene for European users.
- Will be integrated with other social media and digital platforms to expand sales channels and increase user exposure;
- Further develop the financial ecology of the platform, and reach strategic cooperation with the major manufacturers.

Forward planning

- Deepen the cooperative production system of manufacturing countries, establish more diversified commodity categories, seize the opportunity of cross-border trade growth in Southeast Asia, and provide them with more cross-border trade options and convenience;
- Become an industry unicorn platform;
- In the next three years to become the top 10 e-commerce companies in the world, and complete sales of more than \$100 billion.

prime

mid-term

at a specified
future date

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