Service is the Future of Agricultural Materials Live Stream is the Only Way for Agricultural Materials E-commerce

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Overall Introduction to Kwaishop.com





2.1亿 210 million 电商年度活跃买家数 Annual Active Buyers of E-commerce



Total E-commerce Transactions Increased YOY

48% 电商交易总额

Total Transaction Volume

Kwaishop.com – Driving from Both Public and Private Traffic Attention page T30 purchase goods Accelerating follower growth Lever attention page traffic



Key Benchmarks of Agricultural Materials E-commerce



Kwaishop Live Stream is the Only Way to E-commercialize Agricultural Materials



Data source: Kuaishoui agricultural materials user survey in Sep.2021

Promoting agriculture by digitization, what we are experiencing...





Standardized operation

Build data base

Display field Look before choose



Agricultural Materials Service Station

Online/offline integration



Agricultural Technology Service Service integration

Explore Various Service Capabilities to Help Agricultural Development



Agri-technology dissemination: cultivate 1000 agricultural technology talents

Exploring the agricultural financial aid service

Agricultural Insurance: quality insurance has been launched

Build infrastructure for contract fulfillment capability

Integrate the **Service** ability of breeding

> Data source: Kuaishou agricultural materials user survey in September 2021 Financial services are provided by third-party companies

Brand case: break the traditional thinking and create two miracles



Embrace content ecommerce (Unified)

Promotion cycle shortened by 60%

60+ Live streamer 1 + N <u>Seed</u> <u>distribution</u>

1000W+

Short video & live stream Independent operation Business & Management

Awareness & innovation

Break the traditional thinking

Brand case: counterattack of an extreme new media E-commerce



300+

Live streamer matrix

1600W+

<u>Fans</u>

1200+

Short video / week

5500W+

Platform exposure

E-commerce & Marketing

Agricultural e-commerce and new media are interdependent rather than mutually exclusive

on-line Simple marketing links

People & goods & site

Offline Simple sales link

Brands & distributors & advertisers

Thank you!

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