



## Presentation

May 2018

*“To make brands successful in e-commerce”*

# We Are the Market Leader in Brand E-Commerce Service in China

✓ **Largest** brand e-commerce service

partner, with c. **25%** market share<sup>(1)</sup> in 2016  
V.S. 22% in 2015 and 20% in 2014

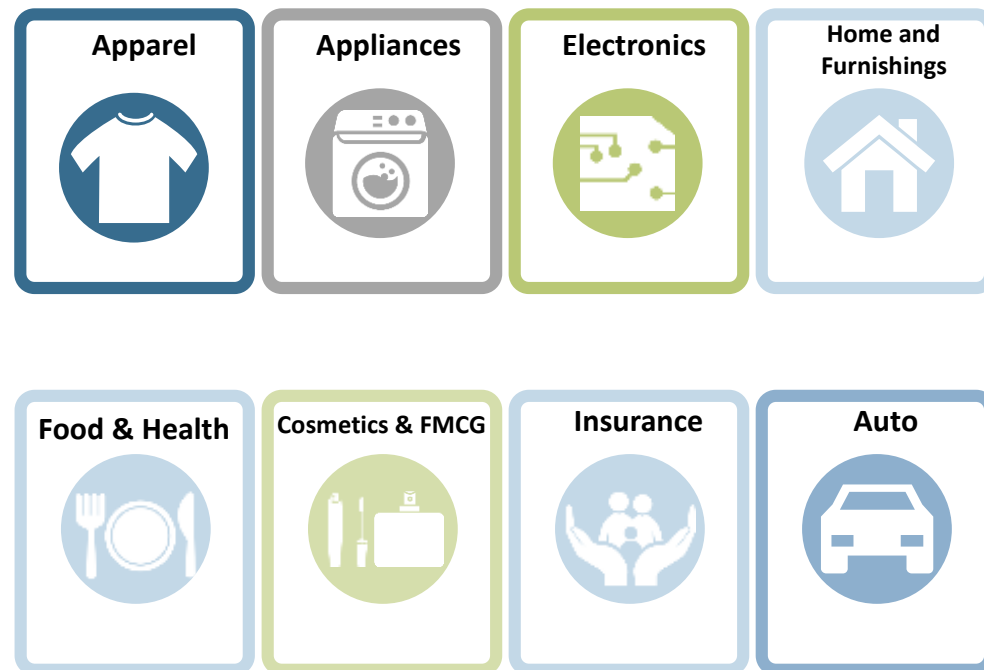
✓ **End-to-end** solutions with  
**omni-channel** capabilities

✓ **Six-star** e-commerce service partner  
recognized by Tmall

✓ **156** brand partners<sup>(2)</sup>, **8** categories

**RMB 4.9BN** GMV<sup>(3)</sup>, up 66.2% yoy

## Leading Global Brand Partners Across 8 Categories



**Our Mission is to Make Brands Successful in E-Commerce**

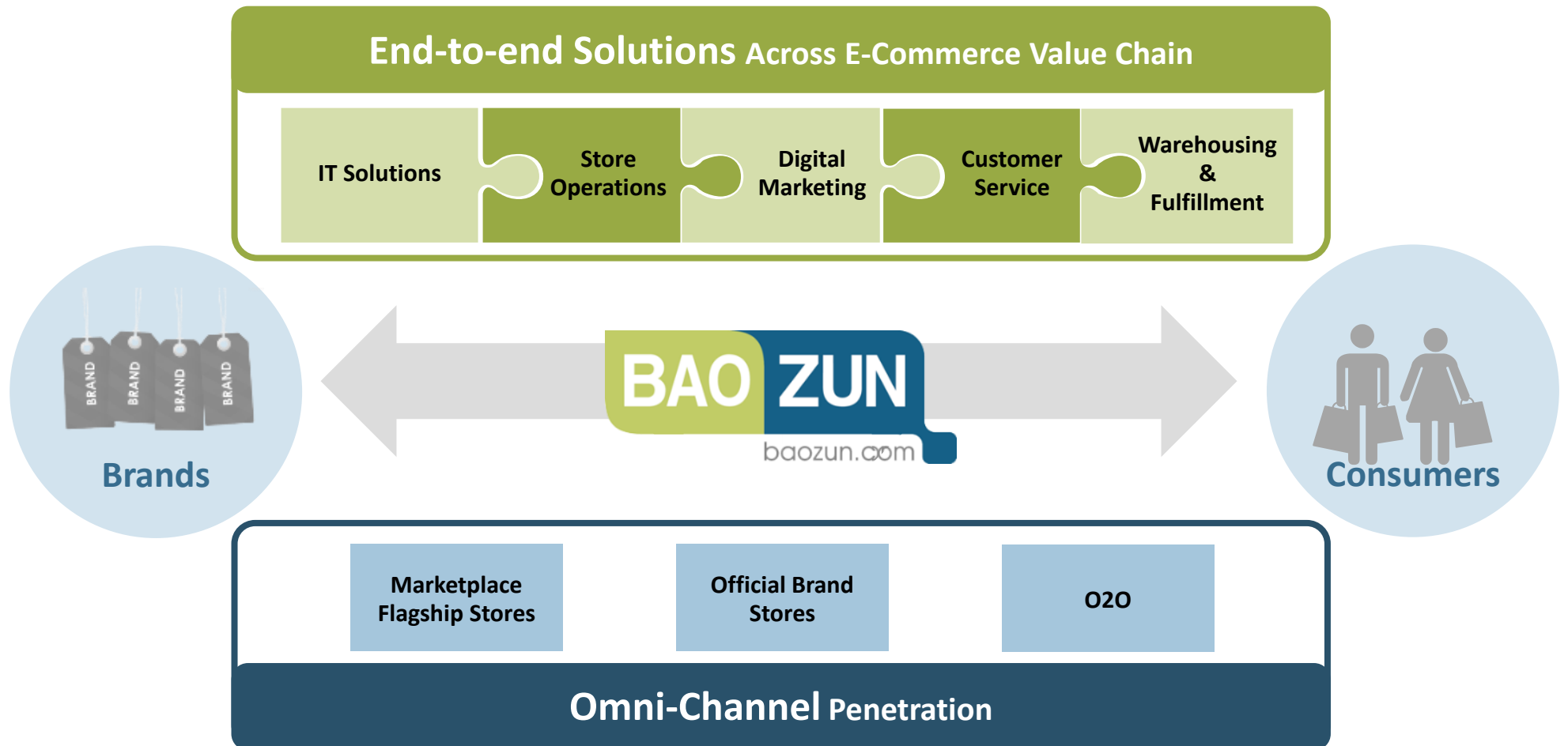
**Notes:** Exchange rate used: Notes: US\$1 = RMB6.2726

1. Source: iResearch. Based on China's total brand e-commerce service market size of RMB69 billion in terms of transaction value in 2016.

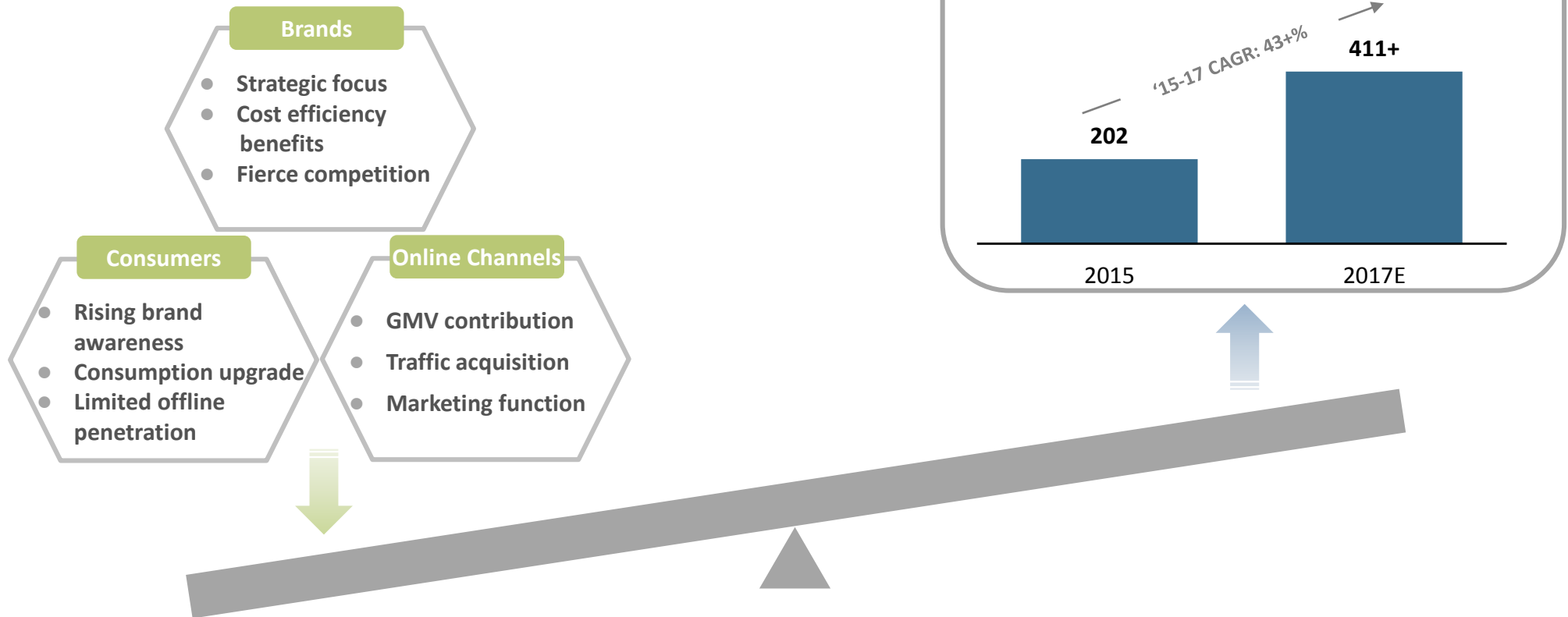
2. As of March 31, 2018.

3. For the 3 months ended March 31, 2018. Gross merchandise volume, includes value added tax and excludes (i) shipping charges, (ii) surcharges and other taxes, (iii) value of the goods that are returned and (iv) deposits for purchases that have not been settled.

# We Bridge Brands to Consumers



# Huge Market Opportunities in Brand E-Commerce

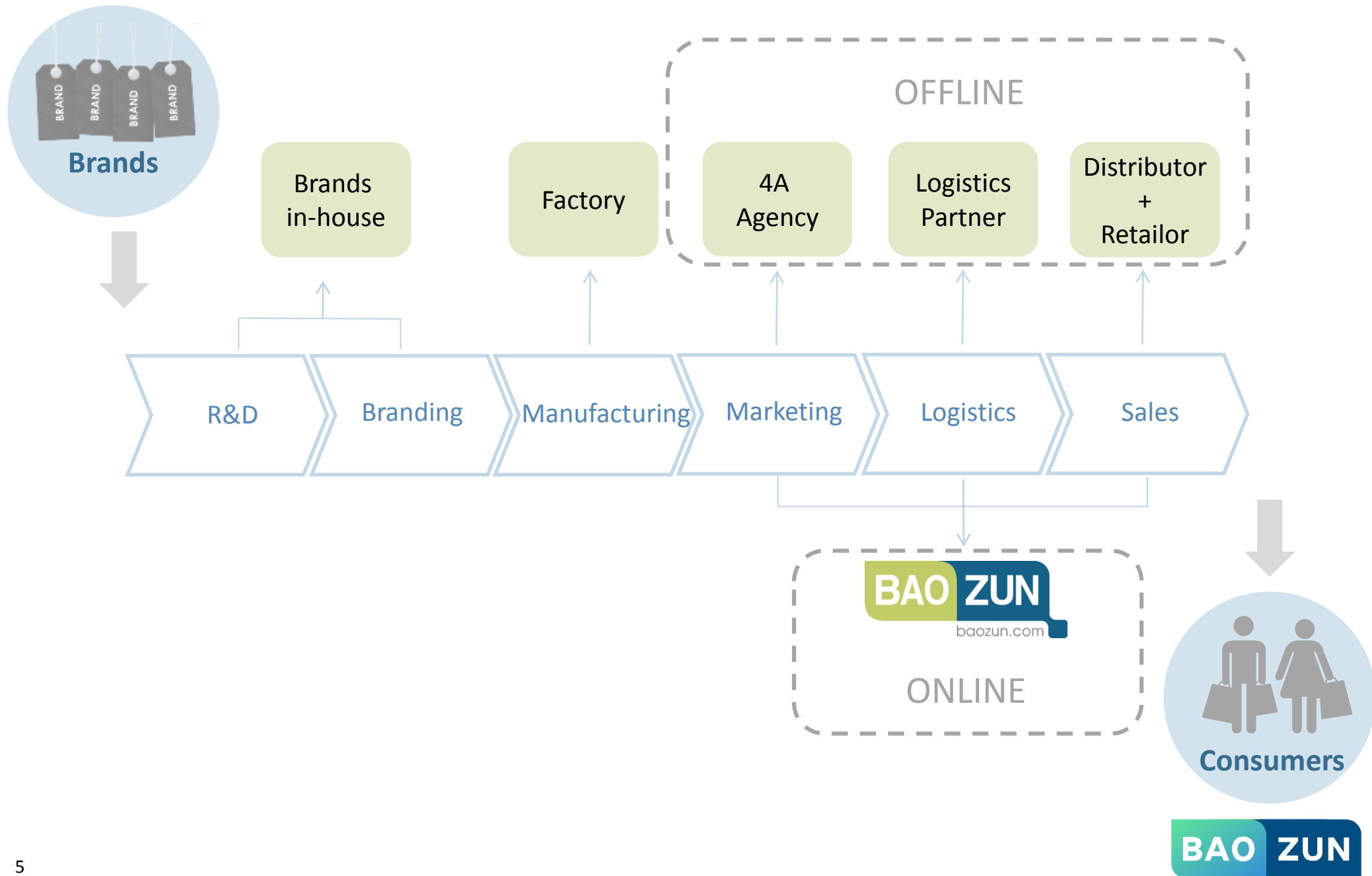


Source: iResearch

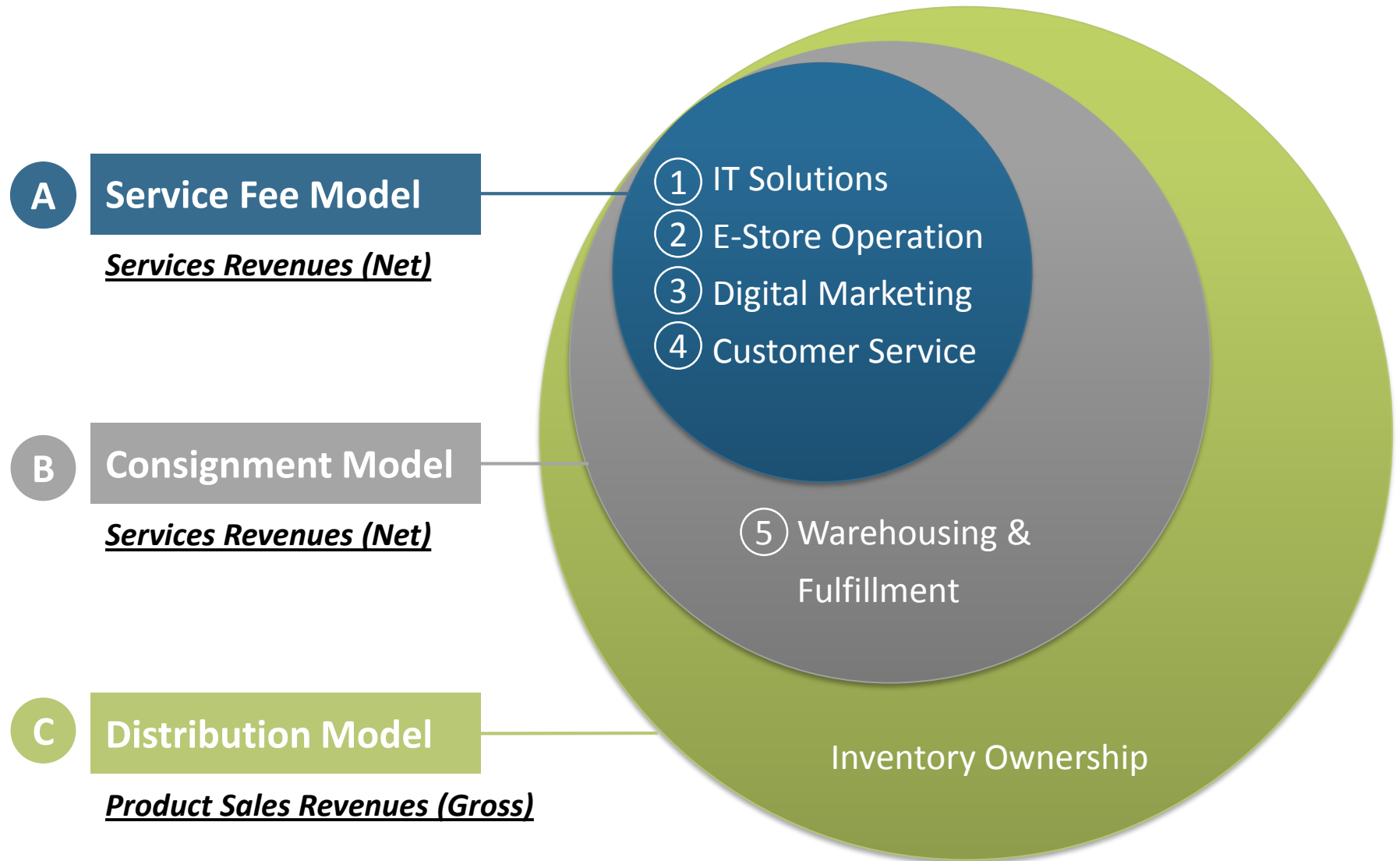
Note:

1. Brand e-commerce defined as B2C e-commerce conducted through official brand stores or official marketplace stores

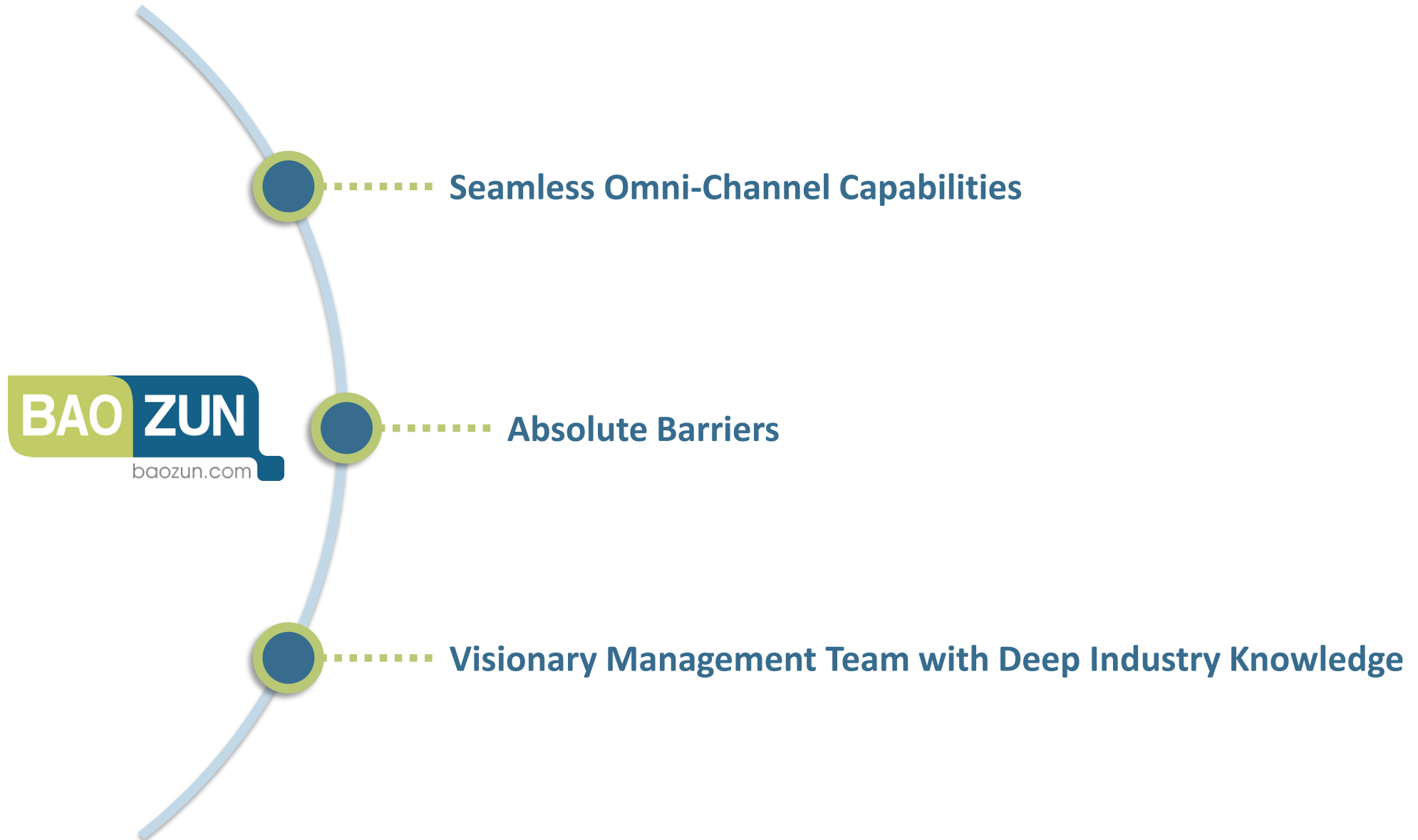
# The Integrated Partner in Value Chain



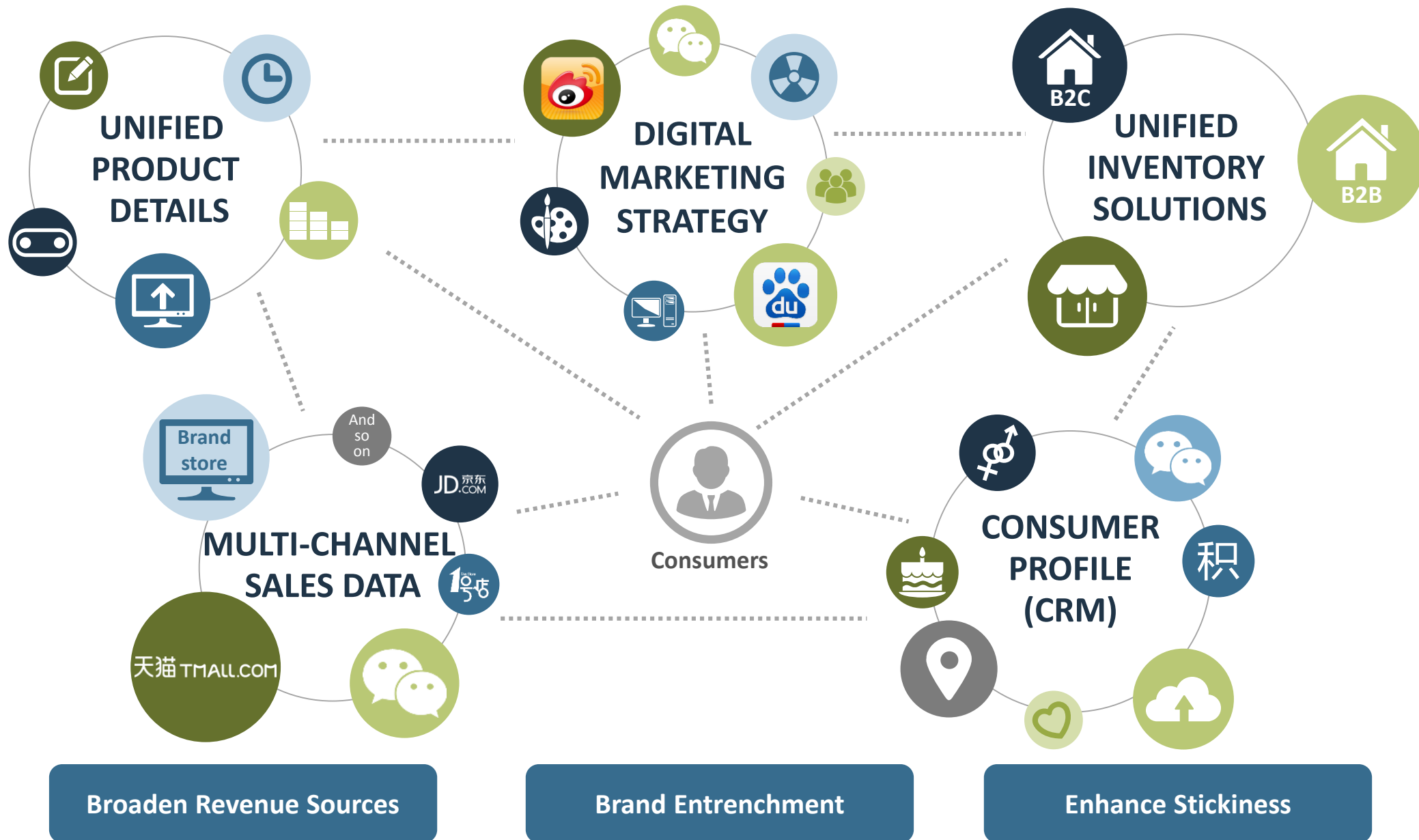
# Our Business Model



# Our Competitive Strengths



# 1 Seamless Omni-Channel Solutions



| Barriers                                      | Omni-Channel                                                                                                        | Adaptability                                                                                                             | Scalability                                                                                                                                      |
|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Robust IT System</b>                       | <ul style="list-style-type: none"> <li>Integrated OMS/WMS</li> <li>Nebula product</li> <li>O2O: Shopdog</li> </ul>  | <ul style="list-style-type: none"> <li>Best local practice</li> <li>Customization for brands</li> </ul>                  | <ul style="list-style-type: none"> <li>Centralized R&amp;D resources</li> <li>Leveraged system</li> </ul>                                        |
| <b>Insightful Digital Marketing Solutions</b> | <ul style="list-style-type: none"> <li>Omni-channel sales data management &amp; integration</li> </ul>              | <ul style="list-style-type: none"> <li>Performance-based</li> <li>Self-developed ShopCat based on X-RFM</li> </ul>       | <ul style="list-style-type: none"> <li>Integrated marketing resources</li> </ul>                                                                 |
| <b>Advanced Logistics Capabilities</b>        | <ul style="list-style-type: none"> <li>Cross-channel inventory sharing</li> <li>Offline stock visualized</li> </ul> | <ul style="list-style-type: none"> <li>Category/Brand-tailored services</li> <li>Diversified delivery choices</li> </ul> | <ul style="list-style-type: none"> <li>Discount &amp; priority from delivery partners</li> <li>Improved turnover rate with automation</li> </ul> |



Brand-oriented

Passionate and  
visionary

Service and  
technology-driven  
culture

Diverse and  
complementary  
backgrounds



**Vincent Qiu**  
CEO and  
Co-founder



**Junhua Wu**  
CGO and  
Co-founder



**Beck Chen**  
CFO



**Michael Li**  
CTO&CIO



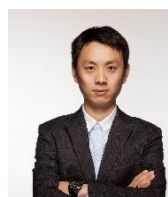
**Frank Ma**  
CSO



**Tony Wu**  
GM of EIC



**Aaron Kwok**  
VP, Appliances  
and Electronics



**Peter Liang**  
Head of Logistics,  
GM of Baotong

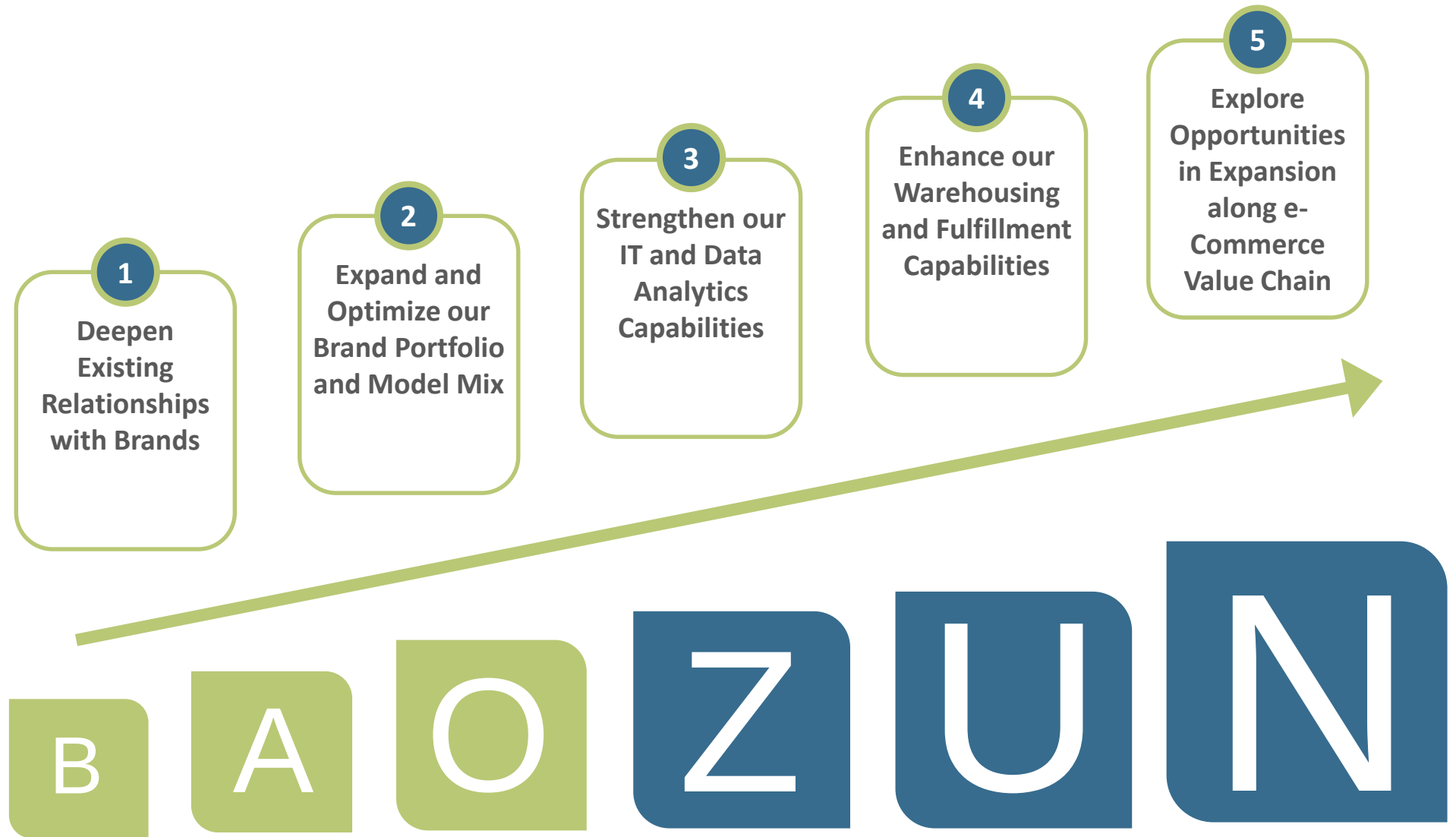


**Joyce Chang**  
Head of Digital  
Marketing

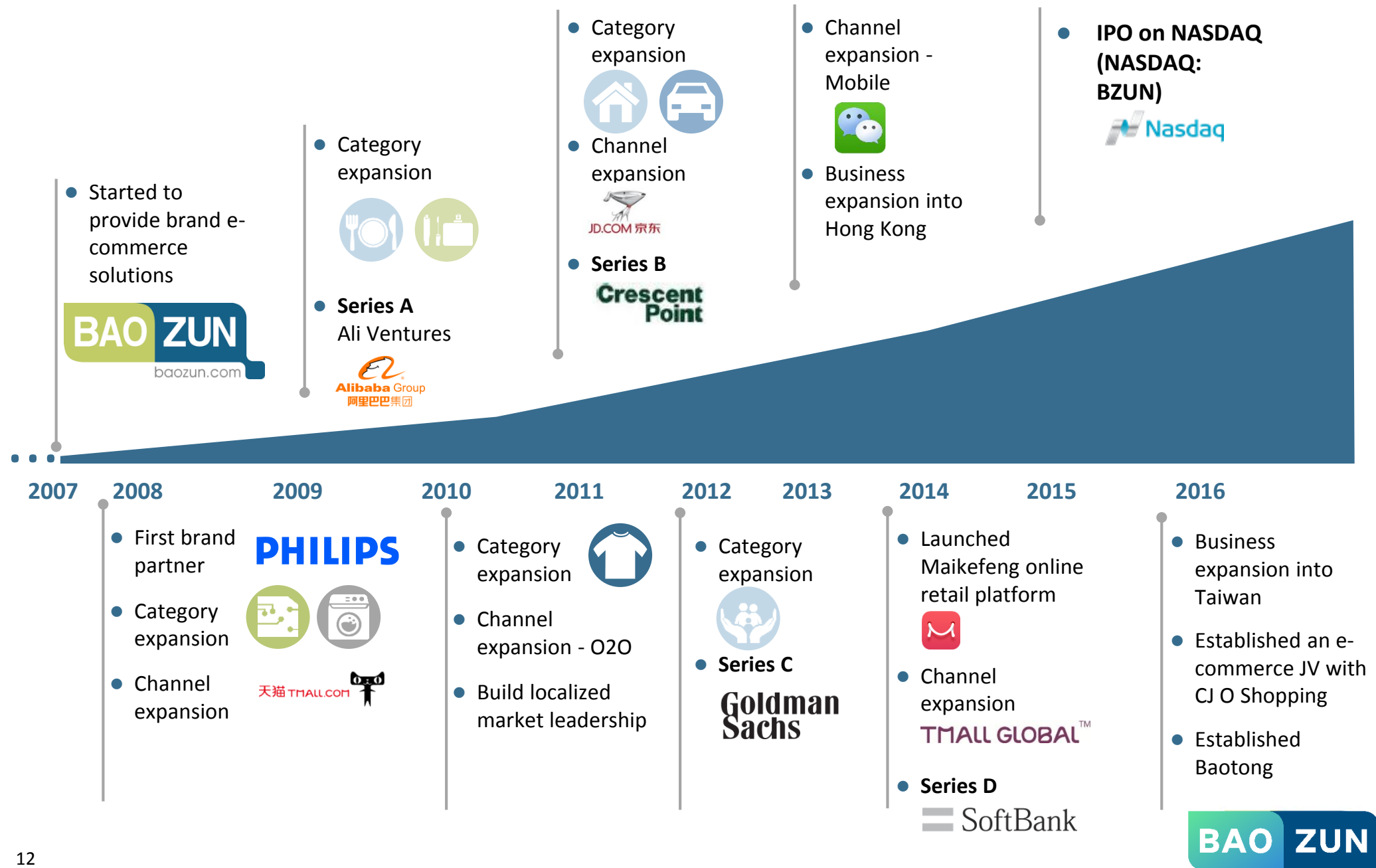


**B**rand, **E**commerce

# Our Growth Strategies



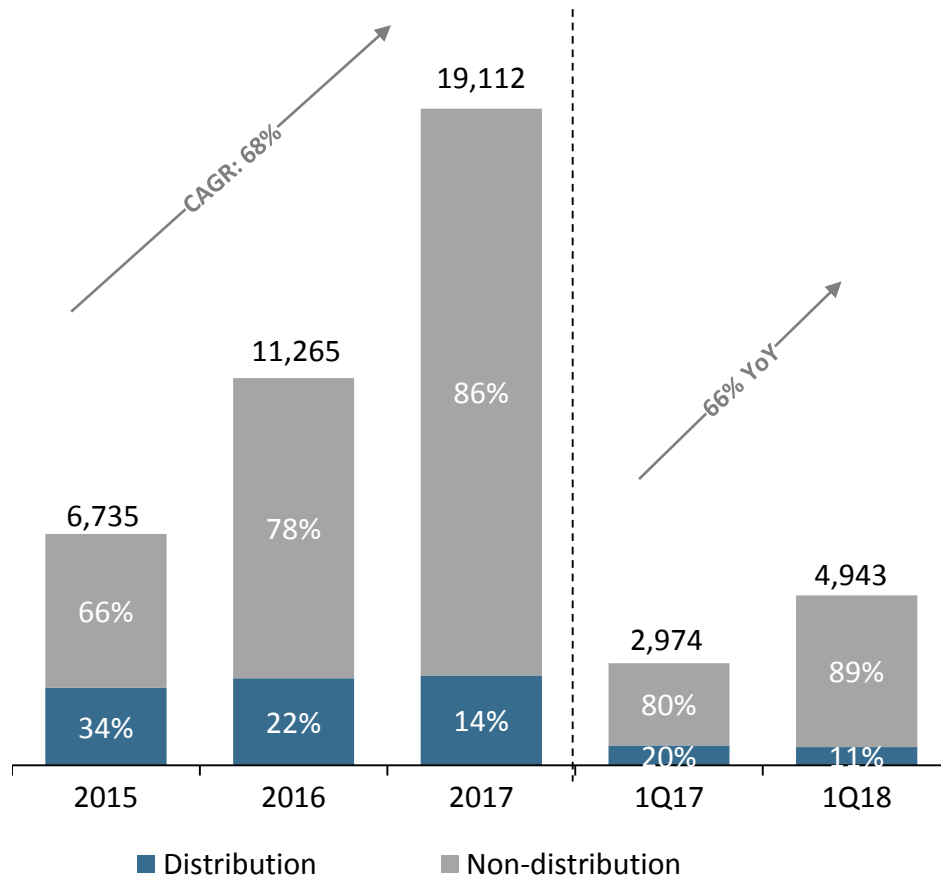
# Strategic Roadmap and Key Milestones



# Financial Highlights – Robust GMV Growth, Optimizing Model Mix

## Total GMV

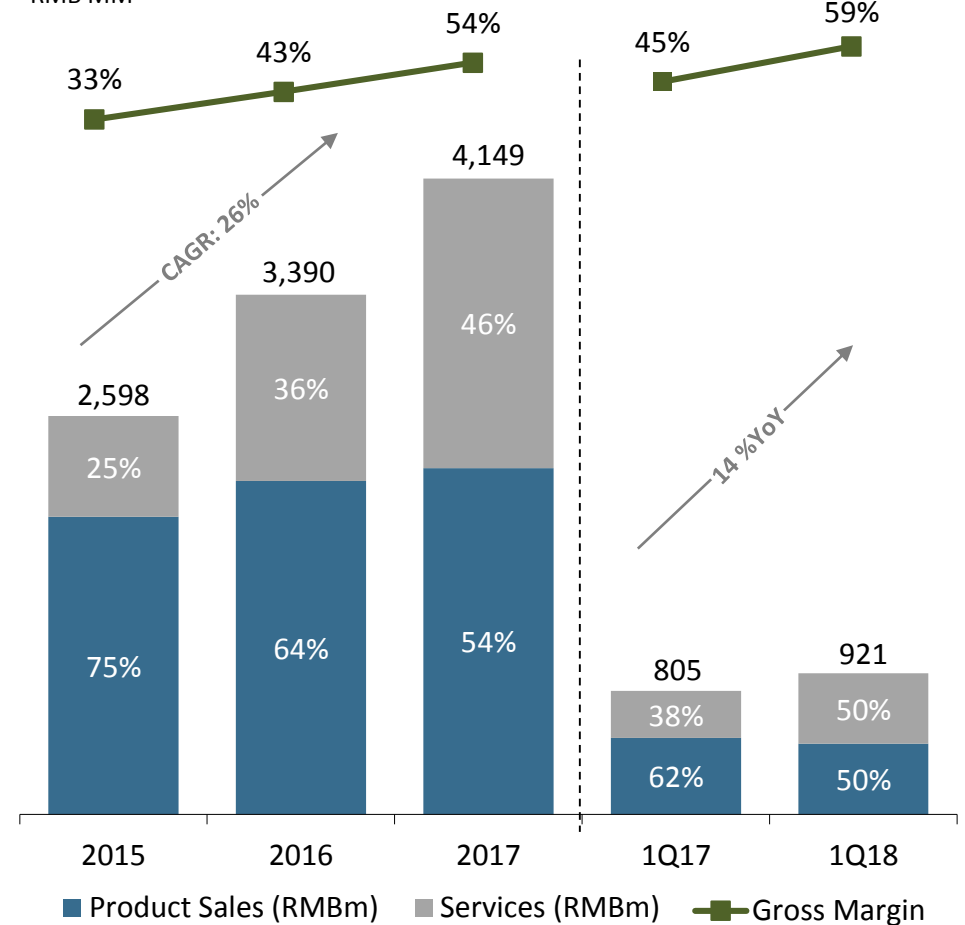
RMB MM



Asset Light

## Total Net Revenues

RMB MM



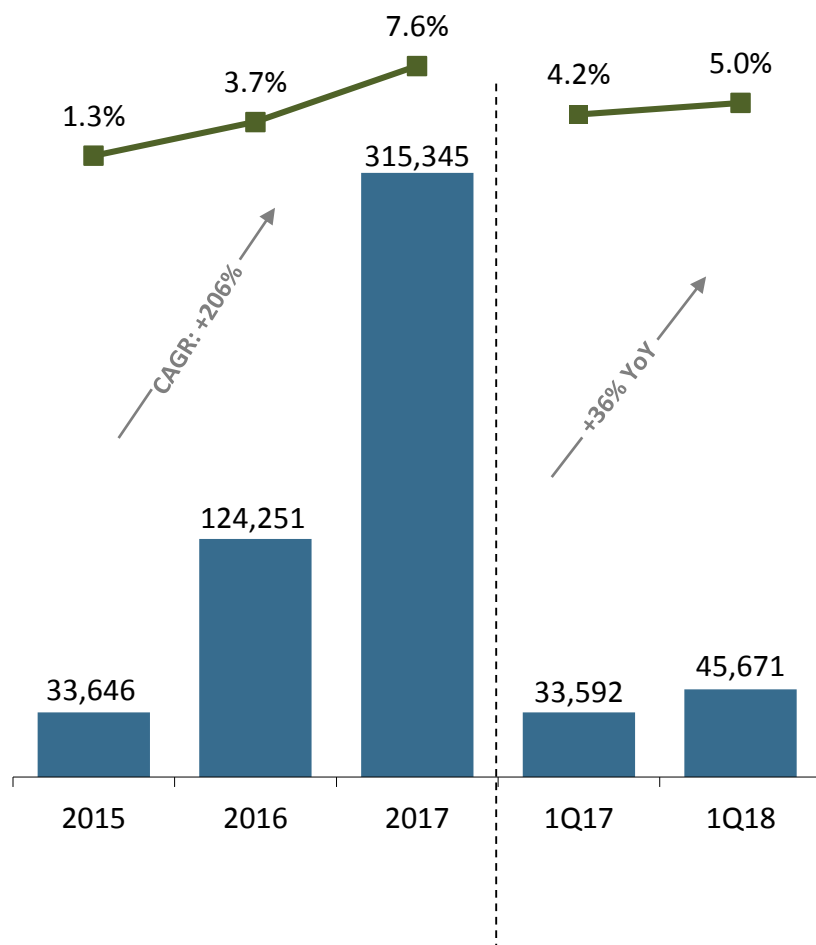
Less Inventory Risk

Increased Margin

# Financial Highlights – Constantly Growing Core Business

## Non-GAAP Operating Income <sup>(1)(3)</sup>

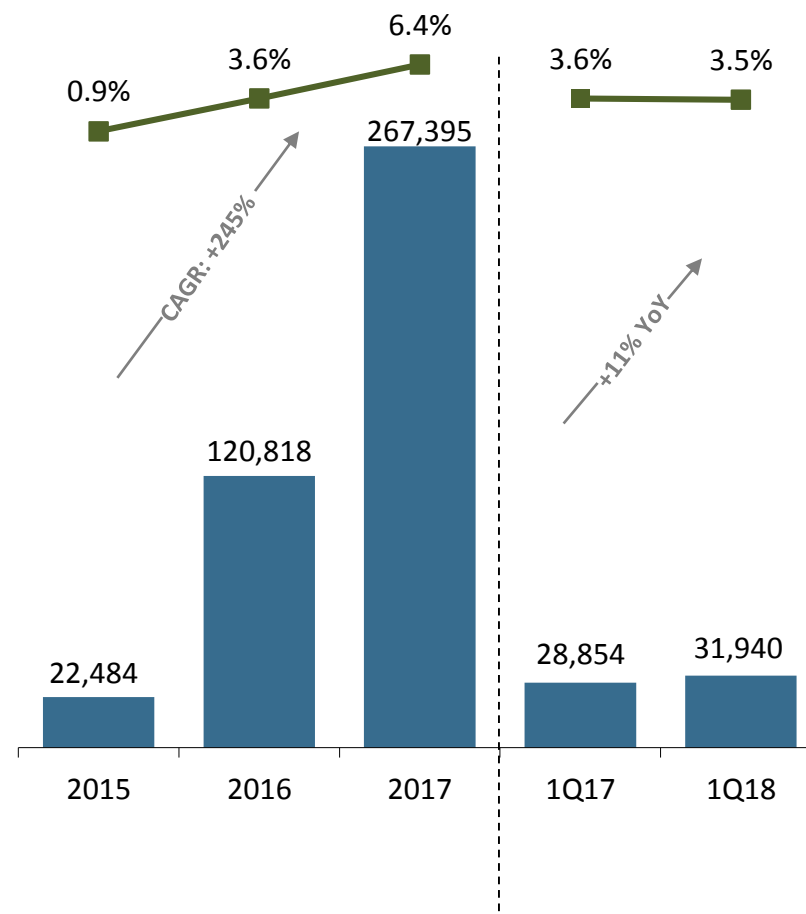
RMB '000



■ Non-GAAP Operating Margin

## Non-GAAP Net Income attributable to Baozun ordinary shareholders <sup>(2)(3)</sup>

RMB '000



■ Non-GAAP Net Margin

1. Non-GAAP operating income is a non-GAAP financial measure, which is defined as income from operations excluding share-based compensation expenses and amortization of intangible assets resulting from business acquisition.
2. Non-GAAP net income attributable to Baozun ordinary shareholders is a non-GAAP financial measure, which is defined as net income attributable to Baozun ordinary shareholders excluding share-based compensation expenses and amortization of intangible assets resulting from business acquisition.
3. Share-based compensation expenses are RMB25.2mn, RMB34.2mn, RMB58.2mn, RMB18.2mn, RMB16.9mn for 2015, 2016, 2017, 1Q2017 and 1Q2018 respectively



THANK YOU!

*“To make brands successful in e-commerce”*