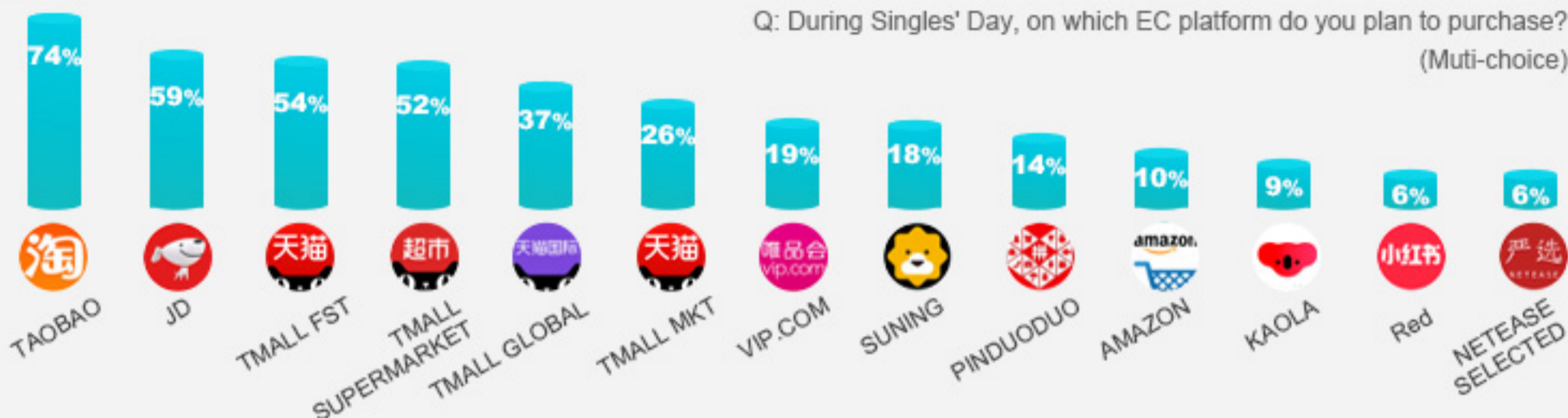


EC platform Penetration

Q: During Singles' Day, on which EC platform do you plan to purchase?
(Multi-choice)



Category Penetration

More than half of shoppers plan to purchase apparel and personal care products during Singles' Day

Category planned to purchase during Singles' Day



Competitively low price during Singles' Day leads to high stock up and premium product purchase, Shopping drivers vary among different categories

Factors driven purchase during Singles' Day

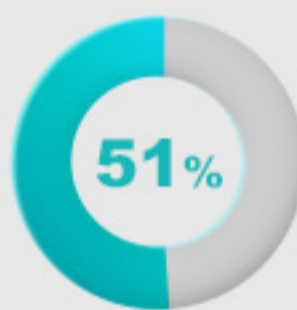
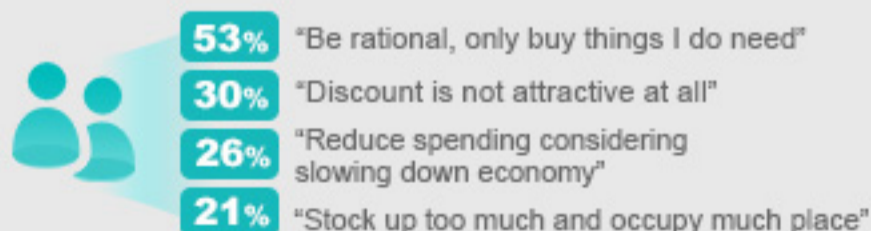


Budget and Shopping Plan

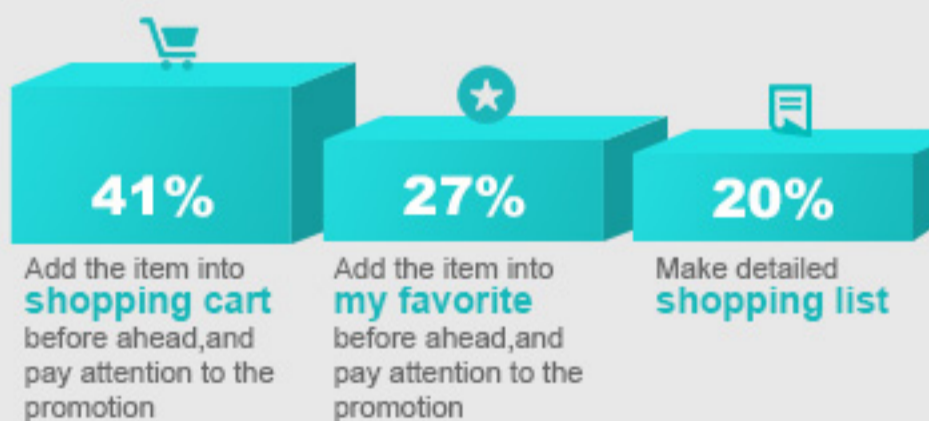
Budget compared with LY



Reasons of reducing budget



of consumers draft a shopping list one month in advance



Media Information Source

Top Selling List is the most impactful source, followed by Social Media and Friends Recommendation

Media information source during Singles' Day

