

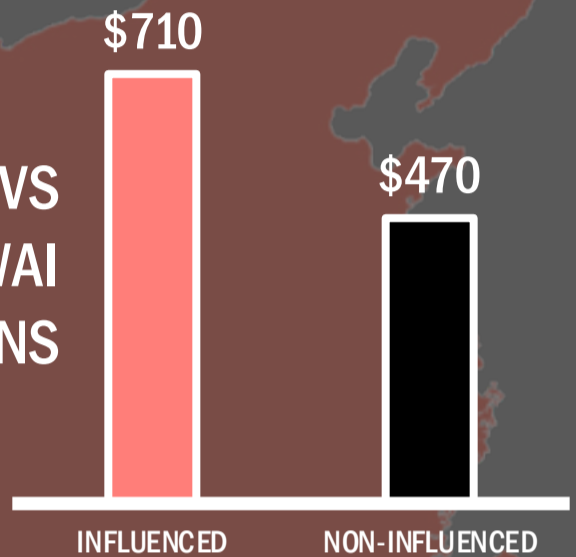


DRIVING HIGHER AVERAGE ORDER VALUE (AOV)



PROMINENT GLOBAL BRAND WITH WIDESPREAD RECOGNITION IN CHINA

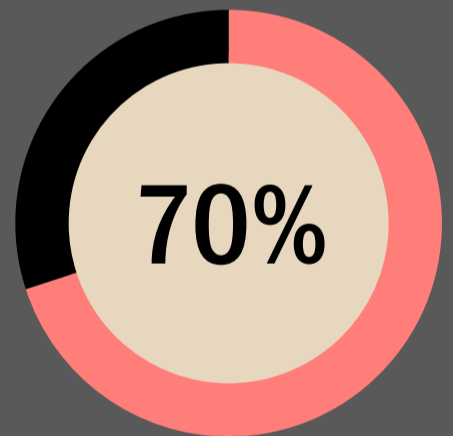
AOV FOR INFLUENCED VS NON-INFLUENCED HAIWAI TRANSACTIONS



1.5X

INCREASE IN AOV WITH HAIWAI INFLUENCE

HAIWAI SALES INFLUENCED BY HAIWAI MARKETING



Even prominent and popular luxury brands in China, that already attract Chinese shoppers to their retail stores in the US, can see significant increases in AOV from those same shoppers when they use the HaiWai program

HaiWai is an integrated marketing and payment solution that drives valuable shoppers to retail stores. The service allows Chinese shoppers to discover info on stores, make payments at those stores using digital wallets like WeChat Pay & ultimately get cashback from HaiWai sponsored incentives.

Since joining the HaiWai program, our luxury retailers have seen a 1.5X increase in AOV from shoppers influenced by HaiWai. This increase is in addition to the already higher AOV facilitated by simply providing the retail stores WeChat Pay acceptance.