



Embrace the New Retail and New B2B in China



New retail market in China

O2O

**Post
90' s**

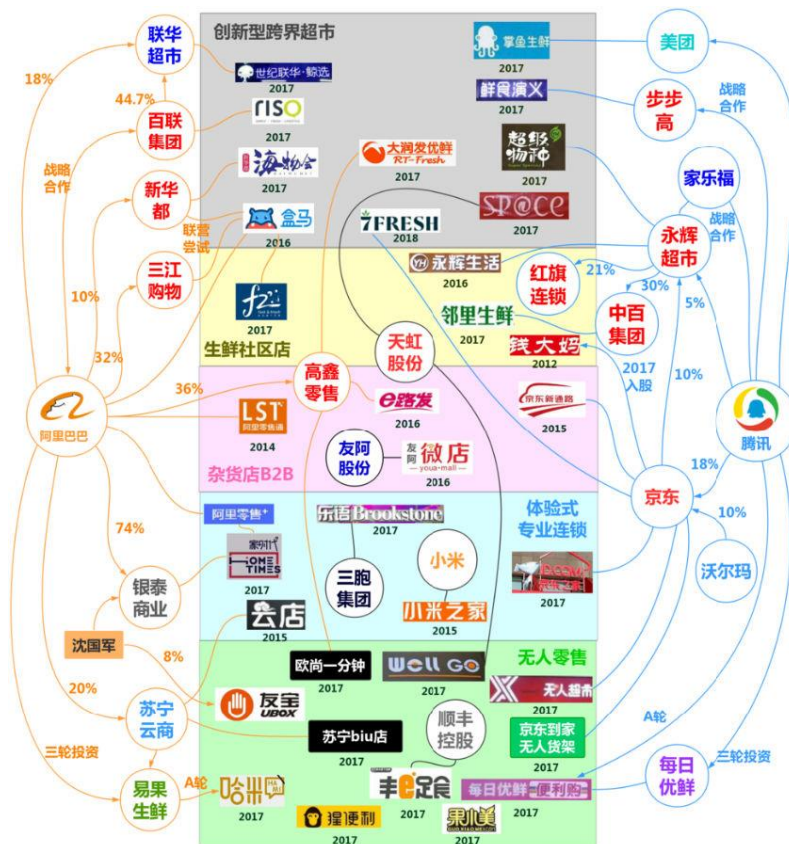
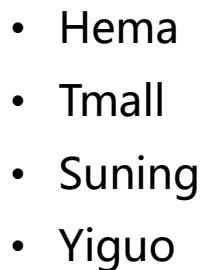
**Mobile
Pay**

**Social
E-commerce**

**Self-
service
Shop**

RTE & RTC

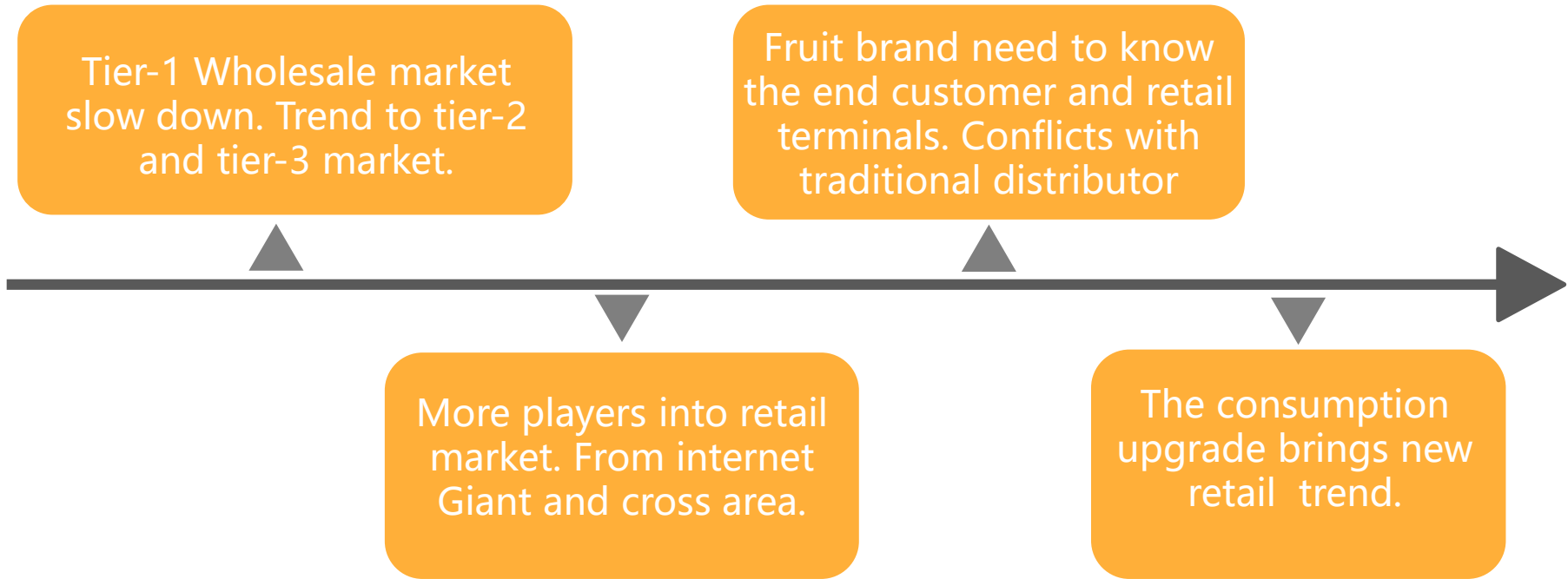




- JD.com + 7Fresh
- Fruitday + Cityshop
- YH
- BBK
- Walmart + Sam's club
- Miss Fresh

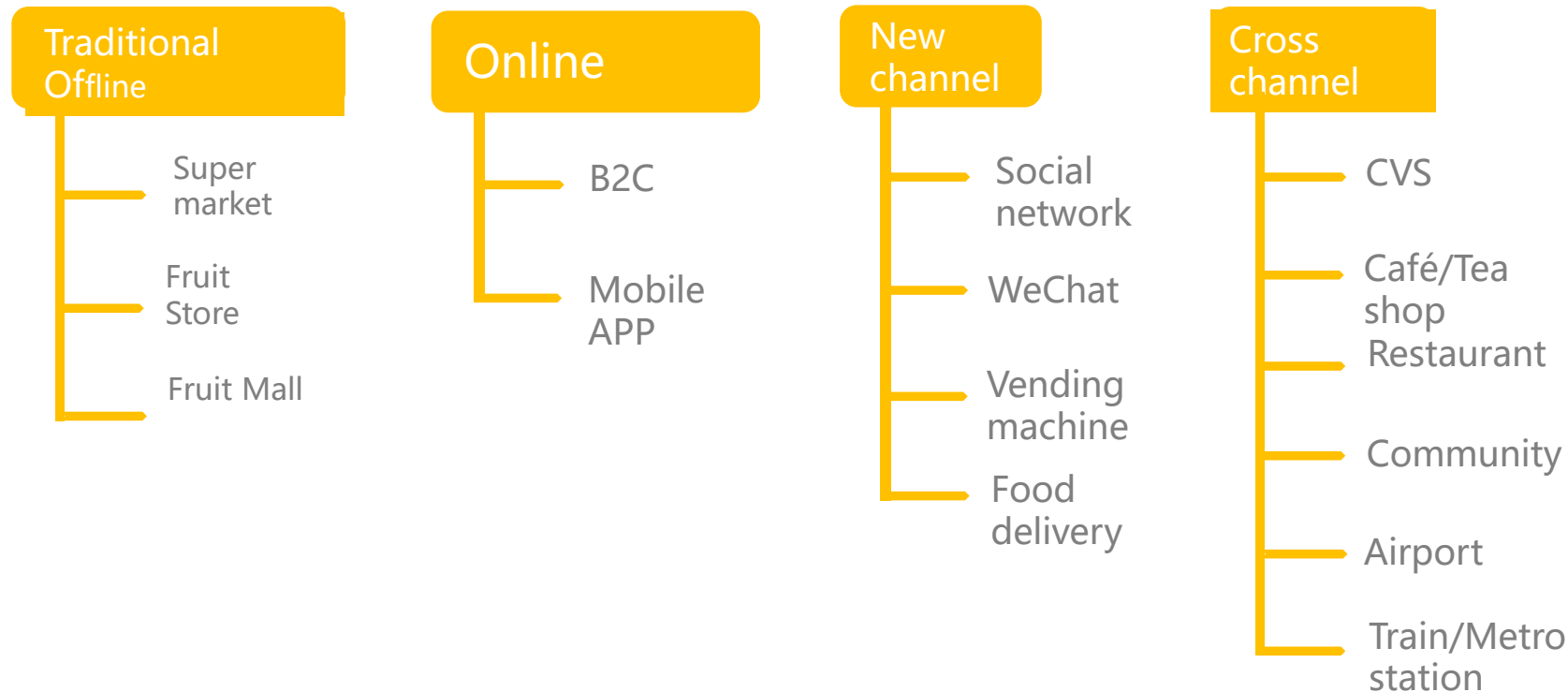


Supply chain upgrade with New Retail





Fresh fruit can be purchased everywhere





Today

- Advertisements in WS market via outdoor billboards
- Limiting in first-tier cities
- Few education about eating ways

VS

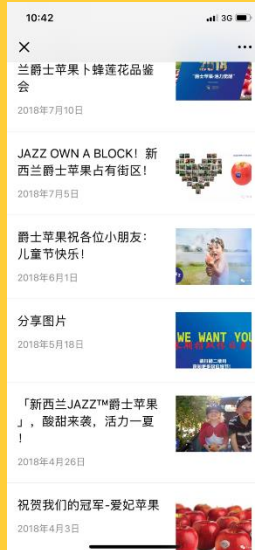
Future

- Promotion in multi-channels
- Expansion into tier-2, 3, 4 cities
- More activities to educate consumers to enjoy the fruits





Online SNS: Weibo, WeChat



Offline Fruitshops





Mid-man will not be
replaced

Distributor ➤➤ Service provider

Supply Side

- Custom Clearance
- Cold chain storage
- Logistic
- Repack
- Fresh-cut

Big Data

- End-to-end data manage
- Blockchain

Sale Side

- Marketing support
- Regional development

Capital

Credit Management

- Supply chain Financial
- Capital guarantee



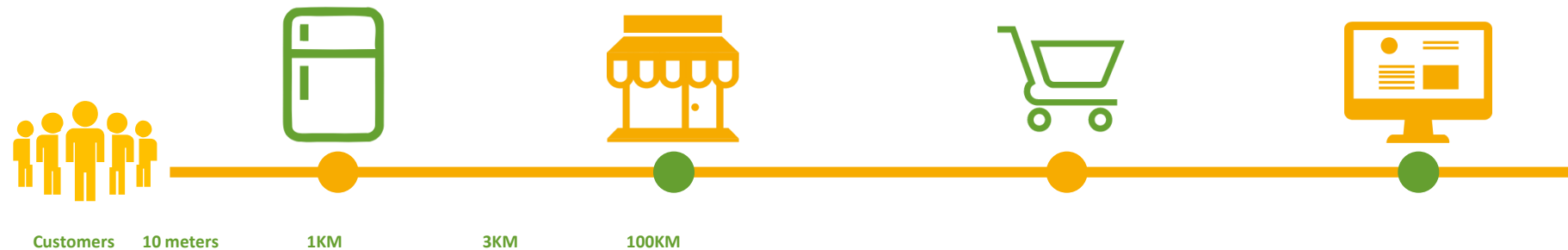


Fruitday and Cityshop New Retail



Integrate Online and Offline

From Online to Offline, provide all around “New Retail” services



Smart Vending Machine

Instant shopping demand
Mobile payment. No cash no change
More than 50 SKUs to meet the basic fresh
consumption demand in office scenario





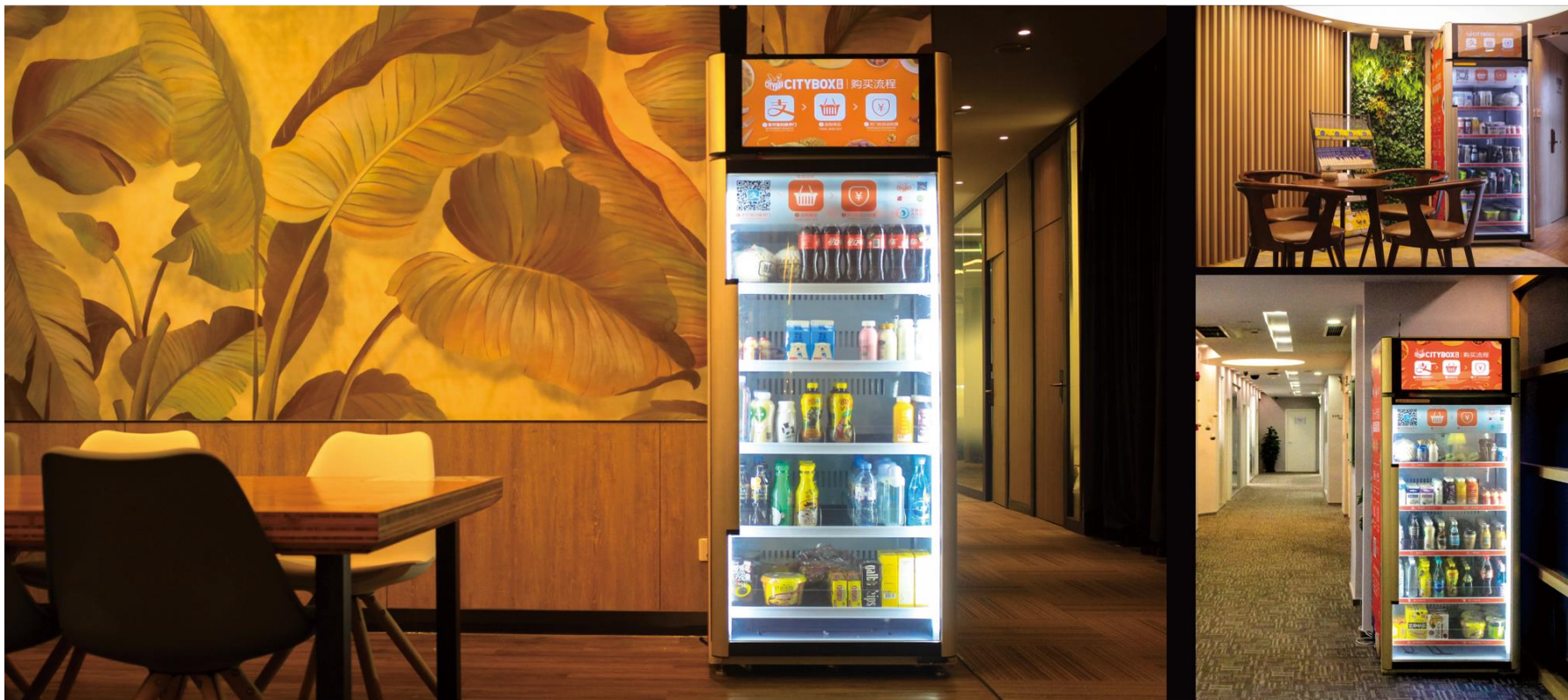
1 Scan the QR code
Ali Pay/ Wechat Pay/
Fruitday App



2 Door open for shopping
Fresh products and others



3 Close the door and check
The machine recognize the products and
finish the deal. The bill will be pushed to
mobile phone automatically.





CITYBOX

— 新一代智能商品贩卖机 —

- 24
小时
- 无人
值守
- 取货
即走
- 自动
结算



About FreshBridge

10 years in Golden Age of Chinese fresh market





Our coverage in China



Region Expansion :
East, Central, Southwest, Northwest
(Tier-2, 3, 4 cities)





New B2B Platform

Next generation B2B platform



Zespri Mid-Autumn In-store Promotion

Bai Xian Yuan



Guo Wei Yi



Hui Hao (KA)



Cheng Xin



Zhou Ji





Promotion Activities





Overall Promotion Plan







2 Lines

6 Systems





Thank you