

# MEET RELX

LEADING E-CIGARETTE BRAND IN CHINA

**RELX**

# INTRODUCTION

**RELX**

This document is intended to introduce **RELX** to our global partners.

## INTRODUCTION

RELX

We are RELX.  
The next generation  
cigarette alternative.

Our mission is “To accelerate the transition of cigarette displacement through the most advanced technology and product”.



## OUR TEAM

**RELX**

**Kate Wang**

**Founder & CEO**

Columbia University MBA,  
ex-Uber China Lead

David Jiang  
**Co-founder,**  
Sales Lead

WEN Yilong  
**Co-founder,**  
Supply Chain Lead

DU Bing  
**Co-founder,**  
Globalization Lead

Chen Chen  
**Co-founder,**  
Product design lead

Tony Tang  
**Co-founder,**  
Brand marketing Lead

YANG Yangzi  
**Co-founder,**  
Strategy and Growth Lead

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“We hire best talents from top companies in various industries.”

**Uber**

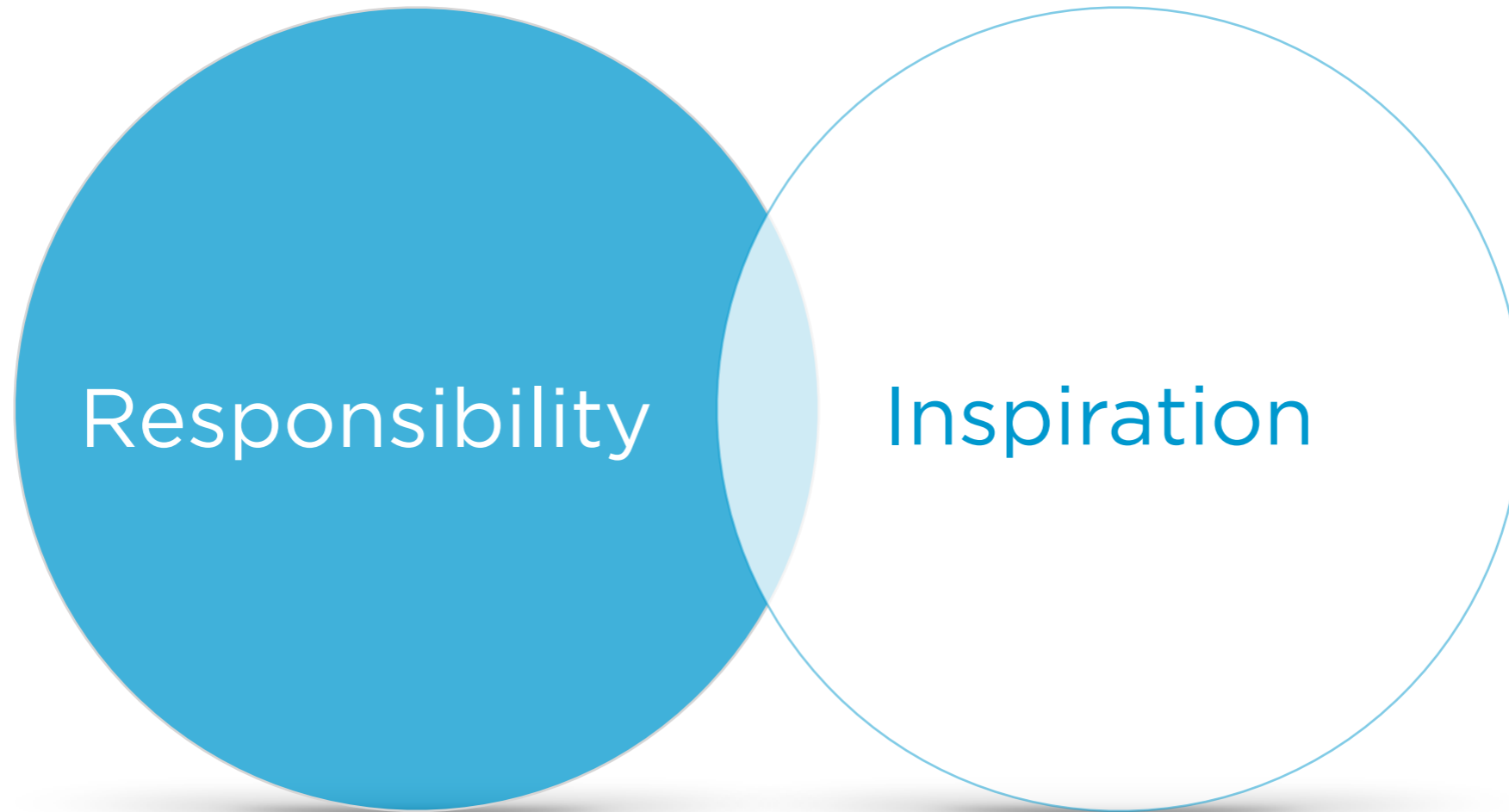
**P&G**



**L'ORÉAL**  
PARIS

# OUR BRAND VALUE

**RELX**



We provide simple and reliable cigarette alternative experience through technology and design.

We believe people will be better connected in a smoking-free world.

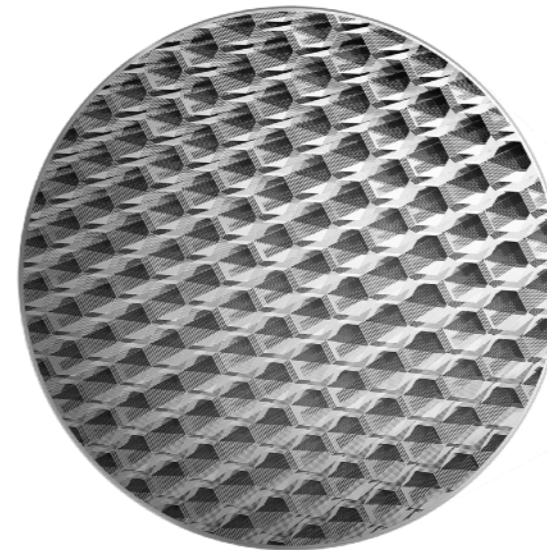
## OUR PRODUCT| TECHNOLOGY

RELX

Revolutionary technology which combines  
a Metal Film with a Ceramic Conductor

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- Soft and smooth puffs
- Fresh throat hit & authentic nicotine satisfaction
- Long lasting battery
- Steady vaporizing performance



# OUR PRODUCT| FEATURES

**RELX**

The most easy and reliable vaping experience.

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## MAGNETIC MAGIC

Just insert to vape



The most user-friendly start for anyone

## MINIMALISTIC DESIGN

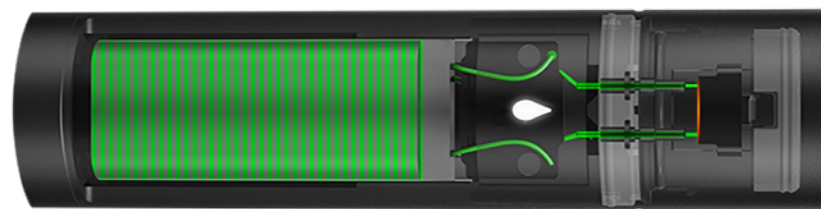
No buttons or switches



Ultra-portable & easy to user at any occasion

## BATTERY PERFORMANCE

60 mins charging=whole day enjoyment



Less energy consumption and better energy efficiency

## LEAK PROOF



Advance double-sealed structure

Lower the risk of leakage

## OUR PRODUCT| DEVICE

**RELX**



5 color at  
your choice

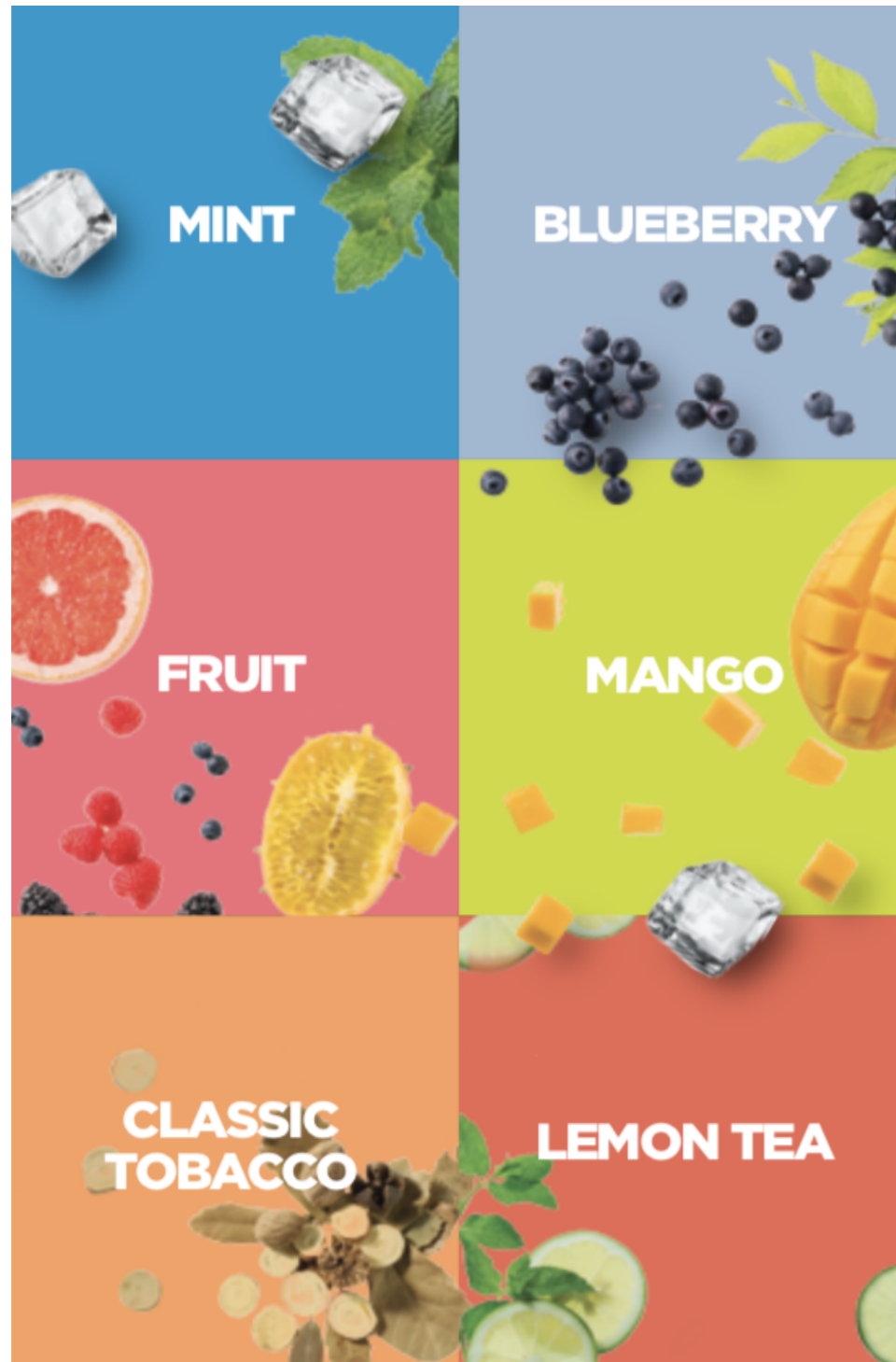
### DEVICE PARAMETERS

- Battery capacity: 350mAh
- Charging time: 45-60 minutes
- Available puffs in full power status:150-250
- Battery life cycle: >300 full cycles of charging
- Device weight:17g



## OUR PRODUCT| POD

**RELX**



6 flavors at  
your choice

### POD PARAMETERS

- Capacity: 2ml
- Heating resistance: 1-2 $\Omega$
- Available puffs per pod: 250-350
- Pod Weight: 4g

## BUSINESS PERFORMANCE IN CHINA

RELX

We are now the **No.1** Pod System Brand in China with a disruptive growth.

We officially started from a **1084%** Crowdfunding project in JD.

京东众筹



We closed our pre-A round fund-raising from Top Venture Capitals and we also build strategic relationship with our partners.

IDG Capital



# BUSINESS PERFORMANCE IN CHINA

RELX

**Top 1** in China E-commerce platform.



**Top 1** in JD  
in 5 months.



**Top 5** in Tmall  
in 2 months.

**Top 1** leading brand in offline business.

Built up cooperation relationship with 11 our big channel business partners in China.

- 138+ cities
- 4500+ Outlets
- 200,000+ Active users
- 40% Offline Market share

within **6** months

# MARKETING PERFORMANCE IN CHINA



Strong brand building through innovative online and offline marketing approaches.



**A STRONG BRAND IMAGE:**  
>80% OF USERS LIKE OR SUPER LIKE OUR BRAND ACCORDING TO SURVEY

# MARKETING PERFORMANCE IN CHINA

RELX

Strong brand building through innovative online and offline marketing approaches.



Social Media campaign, supported by celebrities and movie start in China.



Co-brand package and flavor with famous KOL in China



Limited edition campaign

# MARKETING PERFORMANCE IN CHINA

RELX

Strong brand building through innovative online and offline marketing approaches.



Offline events with movie



Offline activity with hotels



Non-profit sponsorship

## GLOBAL EXPANSION

RELX

Now, we want to build our  
business **together** with our  
**Global Partners.**

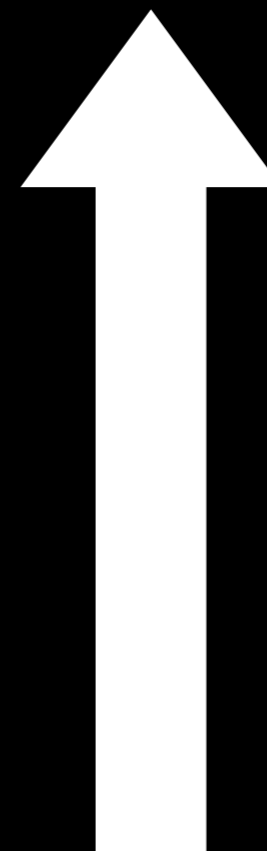
Strictly Private and Confidential

RELX Business Opportunity

# GLOBAL EXPANSION



To support our global partners, we build up a complete team with strong **Global Vision** and understanding of oversea market.



- Business Consultant
- Account Manager
- MKT Manager
- Service Manager
- Logistic Manager



# USER FEEDBACK IN OVERSEA MARKET

RELX

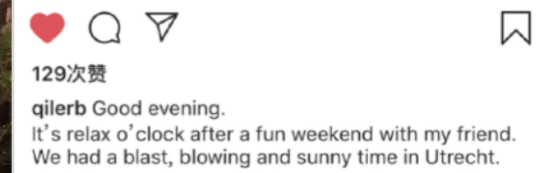
We receive great feedback from our seed user, which shows our product competitiveness



“Relx pod is really tasty, and the pink one is really chic”



“I tried at least 5 products and RELX is the best one I’ve ever tried.”



“I love its design! It is more draw and smooth. The flavor is also good.”

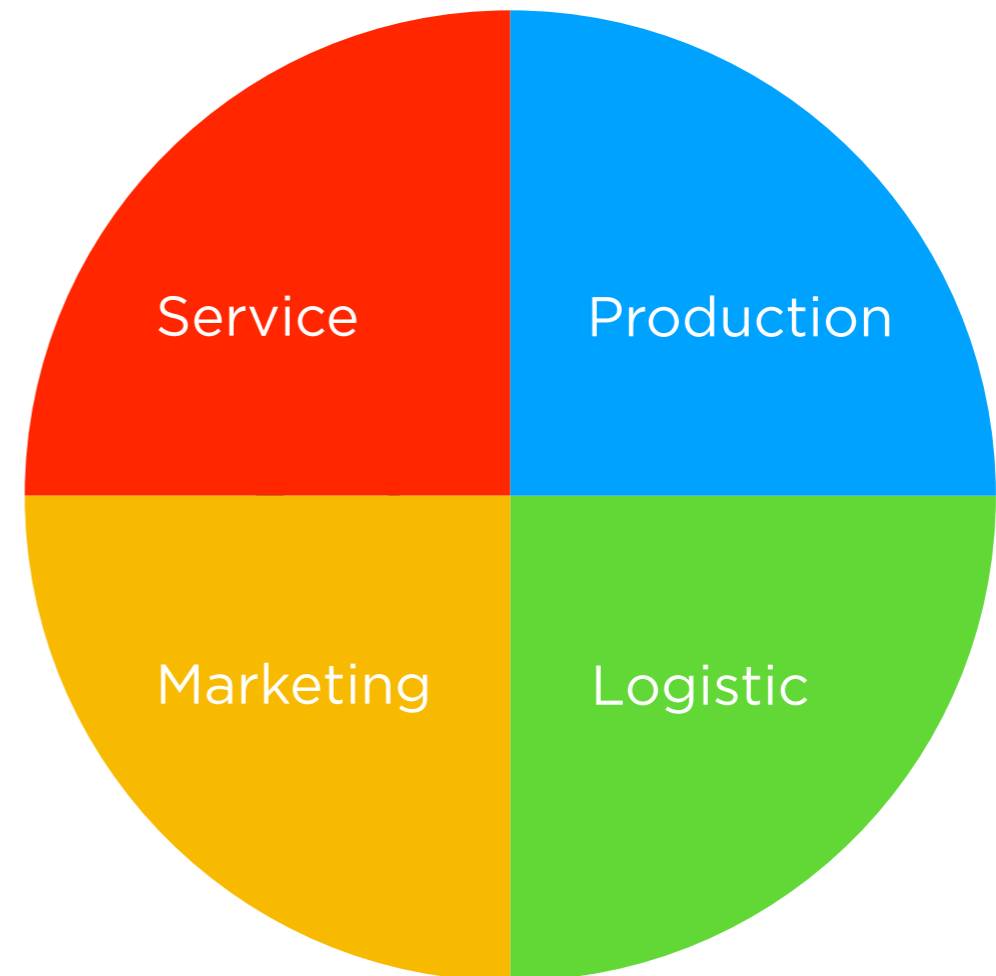
## WE WILL OFFER

RELX

We want to establish a win-win business with our global partners.

### Our Goal

- Help our partner to be **Top3** within 12 months in selected market
- Help our partner to be **Top1** within 24 months in selected market





RELX

**E-liquid  
partners**

**Marketing  
Cooperation**

**Trade  
business  
partners**

**E-commerce  
business  
partners**

**We are looking for partners  
who share same vision with us.**

Strictly Private and Confidential

# THANKS FOR YOUR TIME.

If you have any further cooperation needs, feel free to contact me.

**Bing Du**

*Co-founder*

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