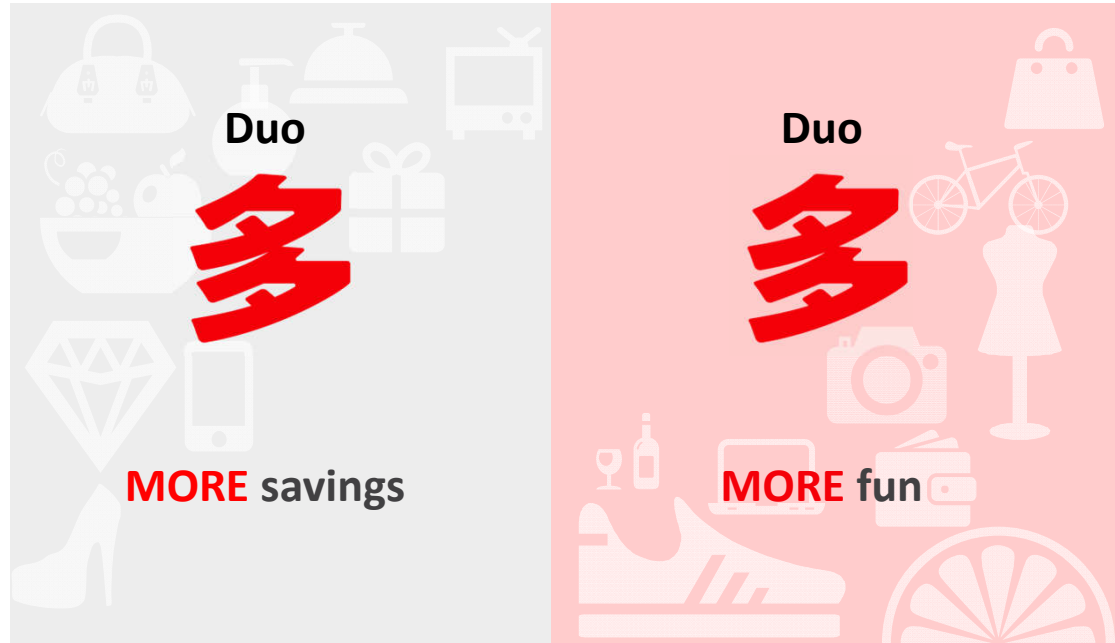


Pinduoduo – more savings, more fun

Pin
拼
TOGETHER



VALUE and **HAPPINESS** for **EVERYONE**



Online
Merchandise
Quality Plus
Price Plus

An innovative new e-commerce platform with rapid growth. Provide buyers with top quality and value-for-money merchandise with a strong focus on quality control. Quality Plus and Price Plus for our Gold Buyer Membership.

Online Store
Decoration Plus

Our professional design team creates, designs and builds our sellers online stores pages and integrates sellers store into one platform. Gold Seller Membership enjoys Decoration Plus along with other services. Our platform resembles a virtual bazaar where buyers browse and explore a full spectrum of products on our platform while interacting with one another.

Massive Consumer
Opportunity Plus

Sellers have greater opportunities to have products promoted on popular social networks where buyers could invite their friends, family and social contacts to purchase together, which could lead to a good and service exposure opportunity for massive consumers.

Our user interface is SKU-centric and designed for mobile browsing and discovery

Each page is dynamically personalized, resembling a virtual bazaar whereby users can scroll and explore different products.

Annotations for the left screenshot:

- Navigation:** Menswear, Mobile, Electronics, Shoes & Bags, Popular, Groceries, Food.
- Banner ad:** 俞兆林男装 品类日 (Personalized)
- Gateway to promotion and shopping destinations:** 限时秒杀, 断码清仓, 品牌馆, 9块9特卖, 时尚穿搭, 充值中心, 爱逛街, 现金签到, 食品超市, 电器城.
- Platform promotions:** 0.01元大牌好礼 快点捡便宜啦 (National Brand Gift Double Day).
- Aggregated sales volume:** 亏本2斤/1000g干烙脆蛋糕 (Sold 100k+).
- Existing team:** 极速退款, 青品朝朝 (Sold 100k+).
- Bottom Navigation:** Home, Recommendation, Search, Customer Service, Personal Dashboard.

Annotations for the middle screenshot:

- Navigation:** 热门, 男装, 手机, 电器, 食品, 百货, 运动, 家纺.
- "Double holiday" promotion:** 秋冬韩版复古格子拼接仿羊羔毛刺绣衬衫中长款宽松休闲.
- Ranking:** 本周衬衫畅销前十 (Sold 2842).
- Return shipping cost included:** 退货包运费 (Sold 22k).
- Store that friends shopped in:** 【国行正品带票】iPhone X 64G全网通苹果手机 (Sold 22k).
- Bottom Navigation:** Home, Recommendation, Search, Chat, Personal Center.

Annotations for the right screenshot:

- Navigation:** 热门, 男装, 手机, 电器, 食品, 百货, 运动, 家纺.
- Available for immediate shipping:** 新9D全玻璃 (Sold 2.8k).
- Additional discount by merchants:** 极速发货 满20返2 (Sold 2.8k).
- Special promotion on certain stores:** 全场7折 (Sold 167.3).
- Bottom Navigation:** Home, Recommendation, Search, Chat, Personal Center.

We re-invented the team purchase model to promote interactions between users

