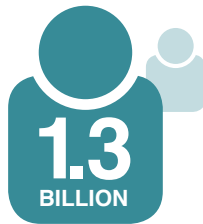


Tmall – Your portal to the world’s largest eCommerce market.



CHINA - THE FACTS & FIGURES

- China has a total population of **1.3 billion**.
- Mandarin is the main spoken language and Simplified Chinese is the written language used across mainland China



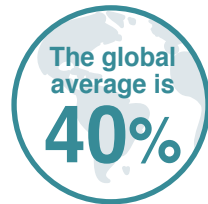
	Mainland China	Hong Kong	Taiwan	Macao
Spoken Language	Mandarin	Cantonese	Mandarin	Cantonese, Hakka dialects, Mandarin
Written Language	Simplified Chinese	Traditional Chinese	Traditional Chinese	Traditional Chinese

ECOMMERCE FACTS & FIGURES



- China has now surpassed the US as the world’s biggest eCommerce market
- 70% of consumers are under 35 and hungry for western quality and brand status

Internet Penetration



- 11/11 is Singles Day in China, the world’s biggest eCommerce day in online shopping. The Chinese retailer Alibaba alone took in \$5.7 billion in sales on this day in 2013.



- China’s eCommerce market has grown at 71% annually since 2009
- China’s eCommerce market was worth \$190 billion in 2012. It is set to be **worth \$541 billion in 2015**

天猫 **T.MALL.COM**



T.MALL MARKET PLACE

The most accessible point of entry for retailers into China is Tmall, who dominate the market – a digital landscape unlike any other in the world. Retailers need to approach this platform differently to be able to localise their business in this unique marketplace.

- Tmall represents over **70% of the marketplace** market share, standalone eCommerce shop revenues represent around 10-15%
- Tmall houses over **70,000 international brands**, 1m unique visitors. For every one minute on Tmall/Taobao, there are over 48,000 transactions.



wnDirect partners with Web2asia to offer a unique template which allows easy access to the Chinese marketplace via Tmall, including:-

- Tmall international registration
- Trademarking
- Chinese content management – localisation
- Inventory interface order fulfilment
- Strategic eStore planning – target audience segmentation
- Customer Services in the relevant time zone – 40% of sales in China are assisted sales
- Focused and relevant marketing
- Customs pre-advice and management of ID capture and Duty payments
- Management of all deliveries and returns

