

# boqii 波奇宠物

波奇全面关爱宠物生活



## Stock Information

(as of Nov. 27, 2020)

Exchange:  
NYSE

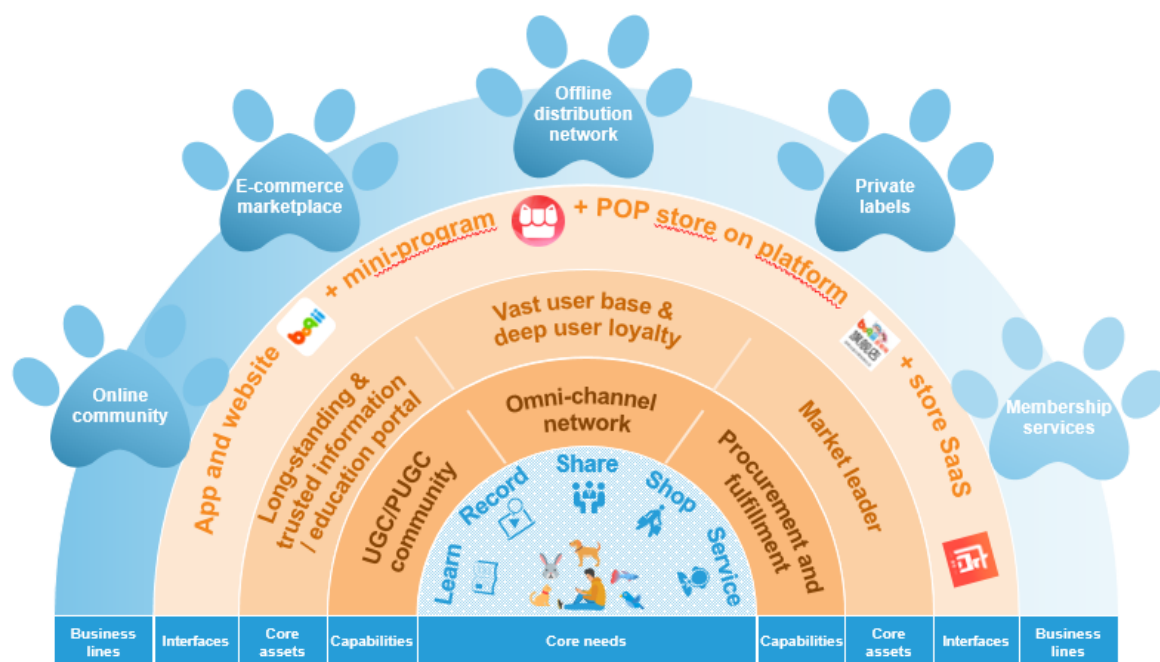
Ticker Symbol:  
BQ

Shares Outstanding:  
90.75 million (ADS)

## ABOUT

**Boqii Holding Limited (NYSE: BQ)** is China's largest pet-focused platform. We are the leading online destination for pet products and supplies in China with our broad selection of high-quality products including global leading brands, local emerging brands, and our own private label, Yoken and Mocare, offered at competitive prices. Our online sales platforms, including Boqii Mall and our flagship stores on third-party e-commerce platforms, provide customers with convenient access to a wide selection of high-quality pet products and an engaging and personalized shopping experience. Our Boqii Community provides an informative and interactive content platform for users to share their knowledge and love for pets.

## BUSINESS MODEL



## Contact Information

### China

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## COMPANY HIGHLIGHTS

- China's leading pet-focused platform
- Covering the full spectrum of pet industry value chain
- Cooperation with 15,000+ physical pet stores and pet hospitals<sup>(1)</sup>
- Covering 250+ cities in China<sup>(1)</sup> and covering ~570 brands<sup>(1)</sup>
- Self-operated retail channels: Boqii Mall/ Boqii APP/Mini Program
- Third-party channels: Tmall / JD / PDD / TikTok
- Offering extensive pet-related content on APP / PC / HTML5
- Large product selection (17,853 SKUs<sup>(1)</sup>)
- 333.8 million<sup>(2)</sup> average monthly total interactions and 3.5 million<sup>(2)</sup> average monthly active users

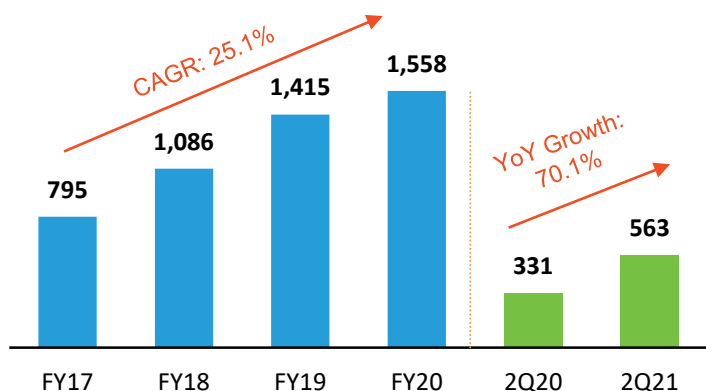
Note: (1) As of Jun 30, 2020; (2) In the three months ended Jun 30, 2020

## INVESTMENT HIGHLIGHTS

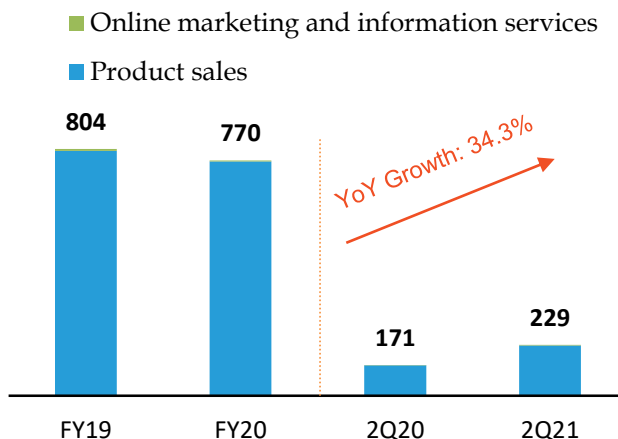


## FINANCIAL HIGHLIGHTS

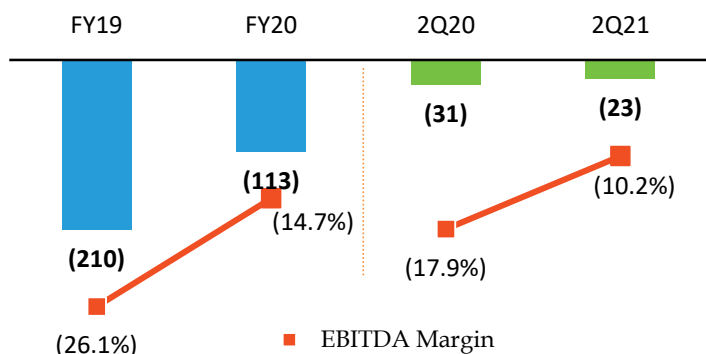
**Total GMV**  
(RMB mn)



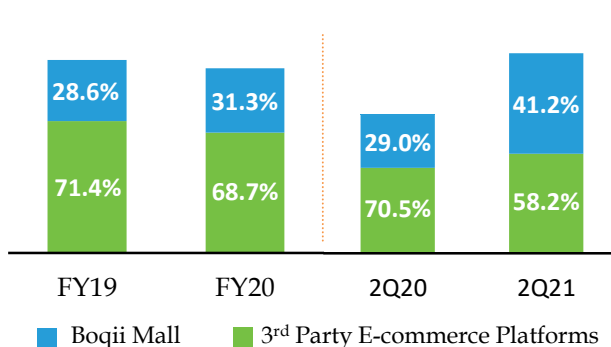
**Total Revenues**  
(RMB mn)



**EBITDA & Margin**  
(RMB mn)



**Revenue From Boqii Owned Platform vs. 3rd Party E-commerce (Tmall/JD/PDD/TikTok)**



Note: (1) Fiscal year ended March 31. (2) "GMV" refers to gross merchandise volume, which is the total value of confirmed orders placed with us and sold through distribution model or drop shipping model where we act as a principal in the transaction regardless of whether the products are delivered or returned, calculated based on the listed prices of the ordered products without taking into consideration any discounts. The total GMV amounts disclosed in this factsheet (i) includes GMV of products sold by Xingmu, (ii) excludes products sold through consignment model and (iii) excludes the value of services offered by us. GMV is subject to future adjustments (such as refunds) and represents only one measure of the Company's performance and should not be relied on as an indicator of our financial results, which depend on a variety of factors. (3) EBITDA refers to net loss excluding income tax expenses, interest expense, interest income, depreciation and amortization expenses, but including all the professional expenses in relation to initial public offering. EBITDA is a Non-GAAP financial measurement. Please refer to "Reconciliation of GAAP and Non-GAAP Results." in our Form 6-K filed on November 16, 2020 with the U.S. Securities Exchange Commission.