

# boqii 波奇宠物

波奇全面关爱宠物生活



## Stock Information

(as of June 15, 2021)

Exchange:  
NYSE

Ticker Symbol:  
BQ

Shares Outstanding:  
90.06 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 labels, 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.

## WHO WE ARE

We are the **One-Stop Service Platform** for Pets and Pet Parents

### High Frequency High Volume Product Purchases

- ◆ Food and Treats
- ◆ Shampoos, Cages, Toys...
- ◆ Nutritional Supplements
- ◆ OTC Pharmacy

### Low Frequency High Value-Added Services

- ◆ Pet Adoption/Acquisition
- ◆ Grooming
- ◆ Pet Boarding/Training
- ◆ Veterinary Services

### Trusted Online Community

- ◆ Sharing
- ◆ Educating
- ◆ Social Networking
- ◆ Promoting

## Contact Information

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## BUSINESS MODEL

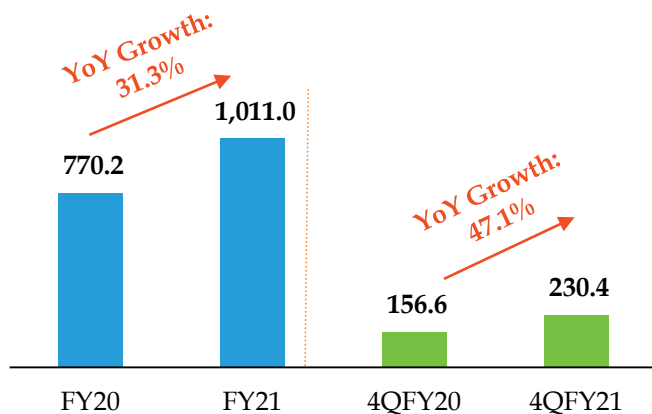


## INVESTMENT HIGHLIGHTS

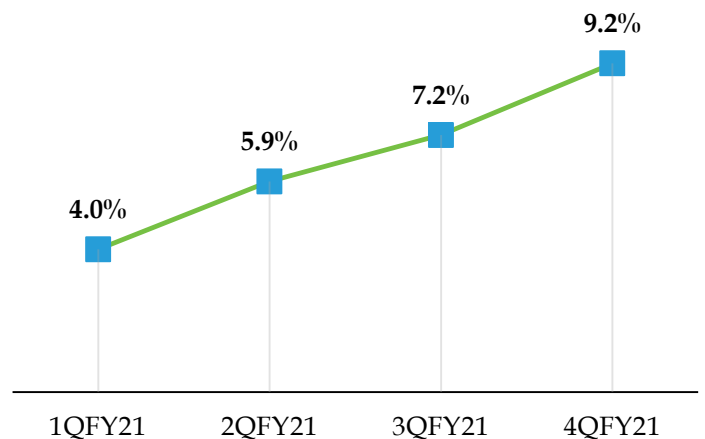
- Established industry leader covering the full spectrum of the pet industry value chain
- Strong E-commerce footprint and offline reach through 15,000+ physical pet stores and pet hospitals<sup>(1)</sup>, covering 250+ cities in China<sup>(1)</sup>
- Providing rich product assortments from ~605 brands<sup>(2)</sup> with 19,948 SKUs<sup>(2)</sup>
- Solid infrastructure to serve including nationwide supply chain and actionable database
- Largest pet-focused online community<sup>(5)</sup> with extensive content, generating 333.8 million<sup>(3)</sup> average monthly total interactions

## FINANCIAL AND OPERATING HIGHLIGHTS

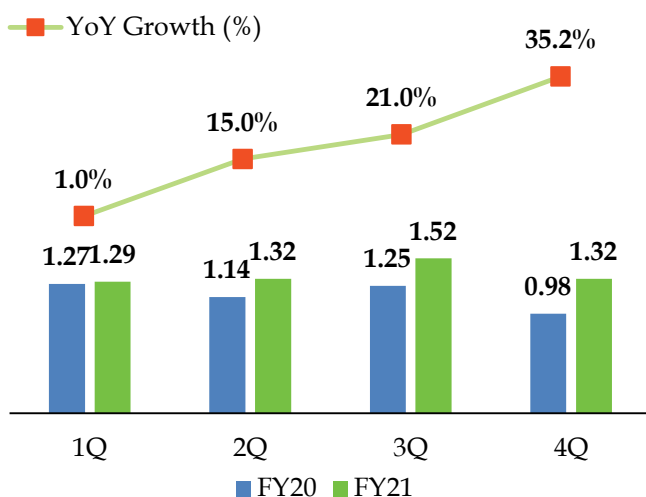
### Total Revenues (RMB mn)



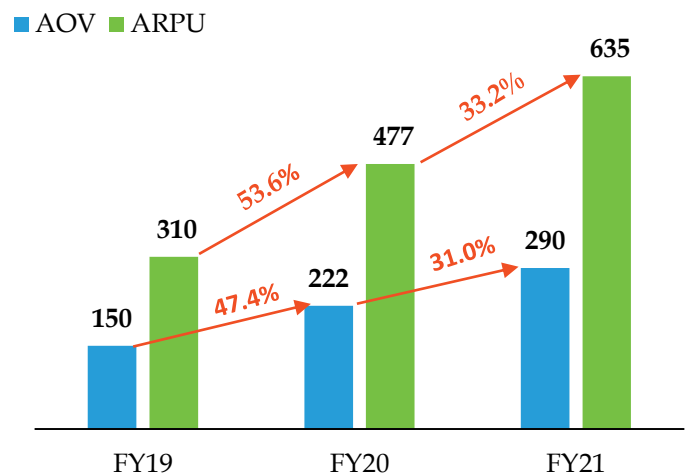
### Post-fulfillment Margin<sup>(6)</sup> Trends (by quarter)



### Active Buyers (mn)



### Average Spending (RMB)



Note: (1) As of Jun 30, 2020 (2) In the three months ended Mar 31, 2021 (3) In the three months ended Jun 30, 2020 (4) Fiscal year ended March 31 (5) According to Frost & Sullivan (6) The Company defines post-fulfillment profit as gross profit excluding fulfillment expenses, and post-fulfillment margin as post-fulfillment profit as a percentage of total revenues.