

boqii 波奇宠物

波奇全面关爱宠物生活



Stock Information

(as of September 30, 2021)

Exchange:
NYSE

Ticker Symbol:
BQ

Shares Outstanding:
90.21 million (ADS)

ABOUT

Boqii Holding Limited (NYSE: BQ) is a leading pet-focused platform in China. 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.

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

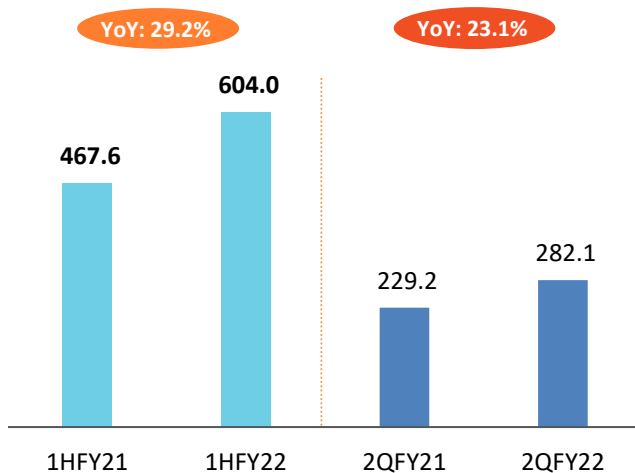


INVESTMENT HIGHLIGHTS

- 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⁽¹⁾, covering 250+ cities in China⁽¹⁾
- Providing rich product assortments from ~690 brands⁽²⁾ with 24,084 SKUs⁽²⁾
- Solid infrastructure to serve including nationwide supply chain and actionable database
- Largest pet-focused online community⁽³⁾ with extensive content, generating 333.8 million⁽⁴⁾ average monthly total interactions

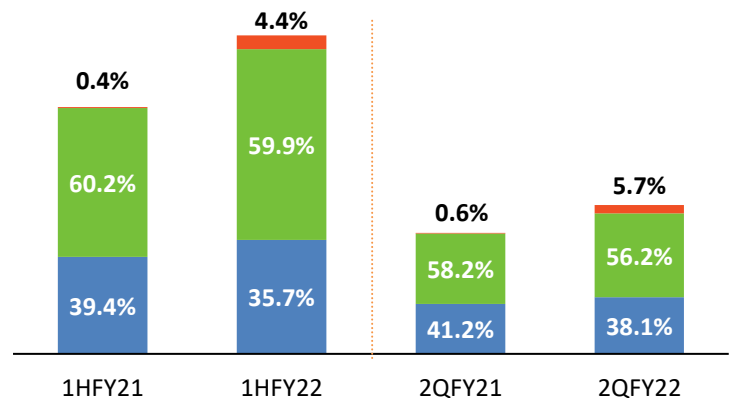
FINANCIAL AND OPERATING HIGHLIGHTS

Total Revenues (RMB mn)

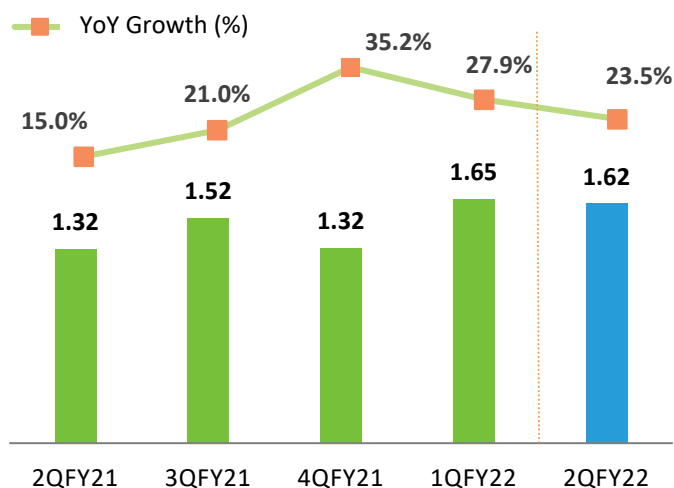


Revenue Mix by Channels

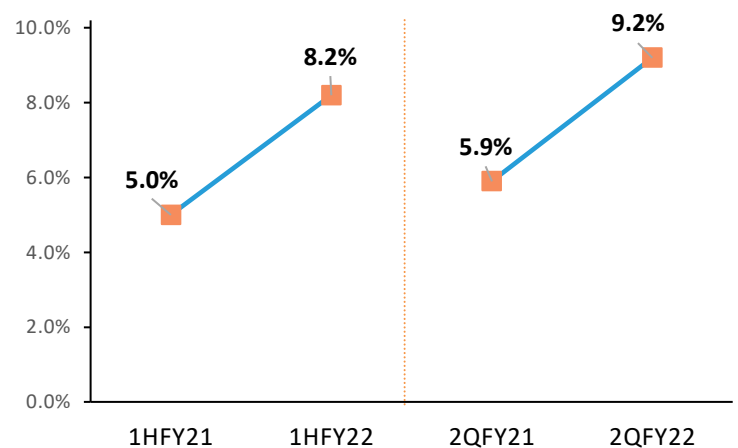
■ Boqii Mall
 ■ 3rd Party E-commerce Platforms
 ■ Online marketing and information services and other revenue



Active Buyers (mn)



Post-fulfillment Margin Trends



Note: (1) As of March 31, 2021 (2) As of September 30, 2021 (3) According to Frost & Sullivan (4) In the three months ended Jun 30, 2020 (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 (5) Fiscal year ended March 31