

boqii 波奇宠物

波奇全面关爱宠物生活



Stock Information

(as of December 31, 2021)

Exchange:
NYSE

Ticker Symbol:
BQ

Shares Outstanding:
91.66 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

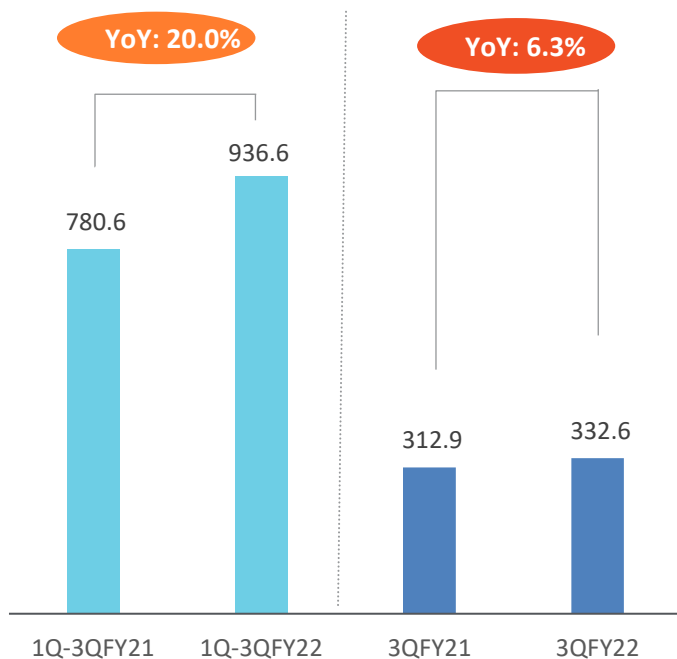


INVESTMENT HIGHLIGHTS

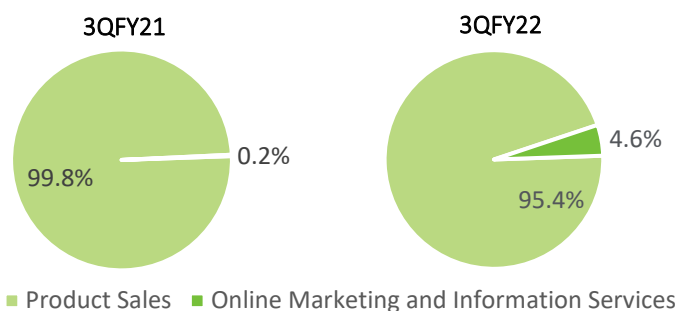
- Established industry leader covering the full spectrum of the pet industry value chain
- Stable increase in active buyers, pointing towards our expanding brand value and improving customer engagement
- Significant growth in revenue of online marketing and information services, from 0.2% of total revenue in Q3FY2021, to 4.6% of total revenue in Q3FY2022
- Strong E-commerce footprint and offline reach through 15,000+ physical pet stores and pet hospitals⁽¹⁾, covering 250+ cities in China⁽¹⁾
- Strategic cooperation with pet medical care & vacation providers to further the all-round care for pet parents in China

FINANCIAL AND OPERATING HIGHLIGHTS

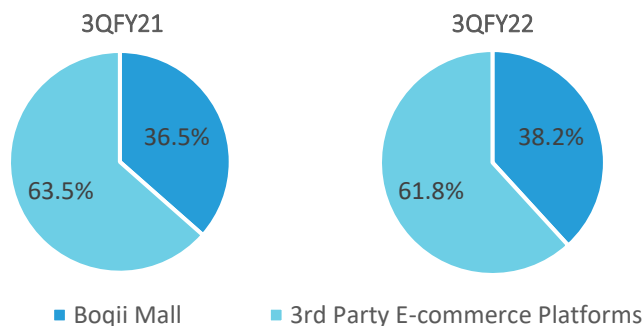
Total Revenues (RMB mn)



Revenue by Segment



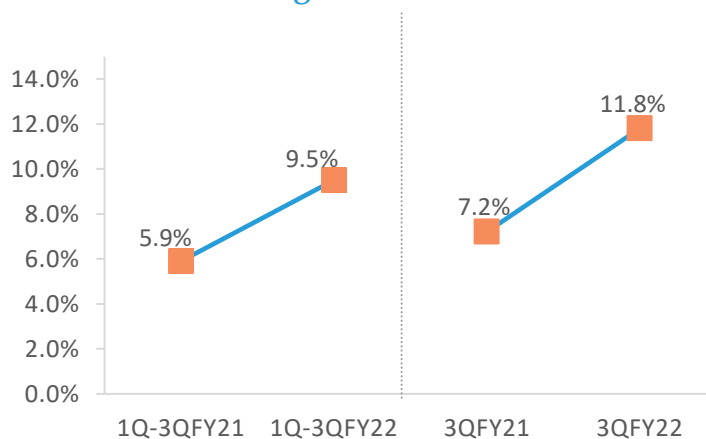
Revenue by Channel



Active Buyers(mn)



Post-fulfillment Margin Trends



Note: (1) As of March 31, 2021