

boqii 波奇宠物

波奇全面关爱宠物生活



## Stock Information

(as of September 30, 2023)

Exchange:  
NYSE  
American

Ticker Symbol:  
BQ

## ABOUT

**Boqii Holding Limited (NYSE American: BQ)** is a leading pet-focused platform in China. The Company is the leading online destination for pet products and supplies in China with its broad selection of high-quality products including global leading brands, local emerging brands, and its own private label, Yoken, Mocare and D-cat, offered at competitive prices. The Company's online sales platforms, including Boqii Mall and its 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. The Company's 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

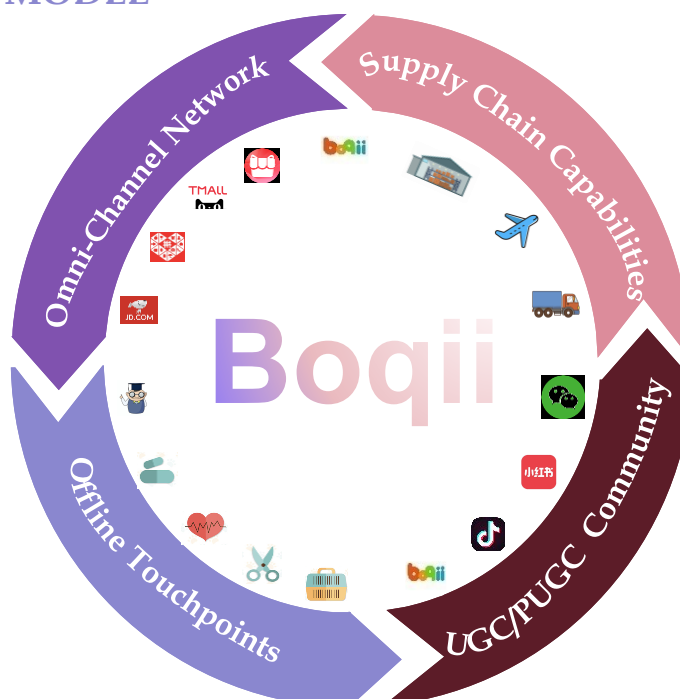
### Low Frequency High Value-Added Services

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

### Trusted Online Community

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

## BUSINESS MODEL



## Contact Information

China

Boqii Holding Limited  
+86 (21) 6882-6051  
[ir@boqii.com](mailto:ir@boqii.com)

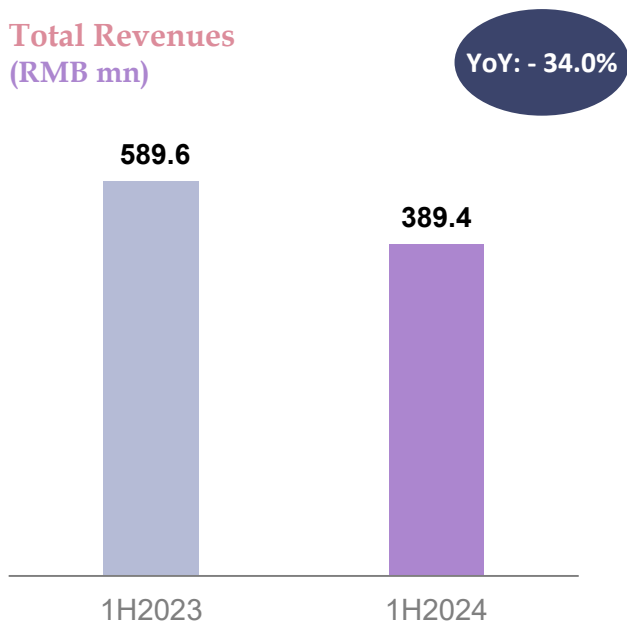
DLK Advisory Limited  
+852-2857-7101  
[ir@dlkadvisory.com](mailto:ir@dlkadvisory.com)

## INVESTMENT HIGHLIGHTS

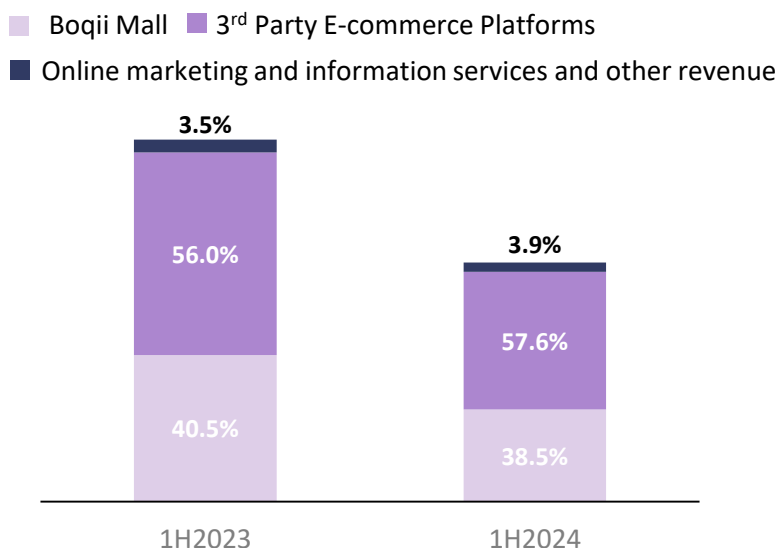
- Established industry leader covering full spectrum of the pet industry value chain
- Strong e-commerce footprint and offline reach through 15,000+ physical pet stores and pet hospitals(1), covering 250+ cities in China(1)
- Rich product assortments of 18,502 SKUs (2) from 580 brands(2)
- Solid infrastructure to serve including nationwide supply chain and actionable database
- Strong brand equity as customer acquisition cost hit a new low of RMB2.8 per user

## FINANCIAL AND OPERATING HIGHLIGHTS

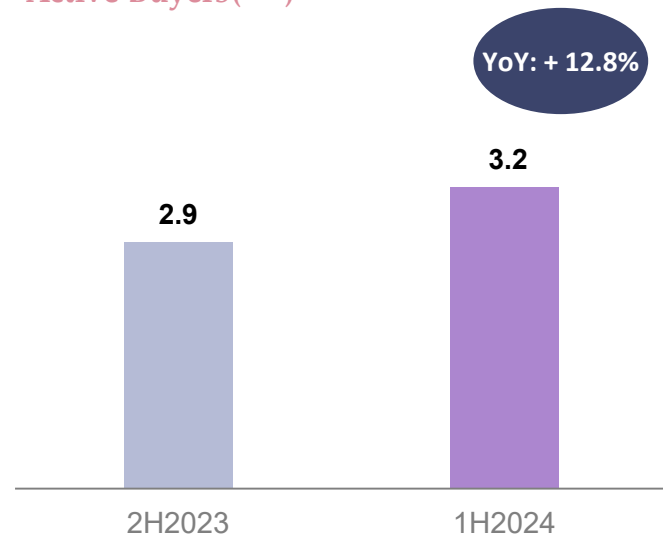
**Total Revenues**  
(RMB mn)



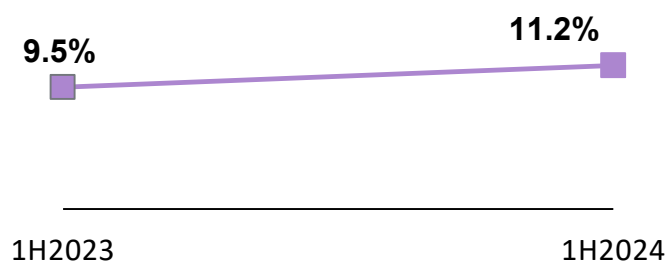
**Revenue Mix by Channels**



**Active Buyers(mn)**



**Post-fulfillment Margin Trends**



Note: (1) As of September 30, 2023 (2) As of September 30, 2023