

APIYOO®

CHANGE 300
MILLION FAMILIES'
PERSONAL
CARE HABITS



CULTIVATE PEOPLE'S GOOD HABITS IN ORAL CARE
FOCUS ON ORAL CARE

ApiYOO®

BRAND POSITIONING

/ Target User

90s young people who have spending power and love fashion.

/ Apply Crowd

3-55 years old, focus on the aesthetics of home life and enhance user experience

MARKET POSITIONING

/ Whether it is price or quality, Apiyoo occupies the upper middle market.

APIYOO®



COMPANY PROFILE

APIYOO®

Apiyoo is an intelligent manufacturing enterprise specializing in oral care, beauty care and imported Nourishment.

The Company now has more than 600 staff and creates an annual production value of more than 1.5 million USD.

By now, Apiyoo has 16 million users and it continuously carries out brand planning strategy in five years. Combining Internet with multi-channels operation. Apiyoo will truly break through both online and offline channels to provide users with comprehensive shopping, entertaining, socializing experience regardless the time and places.

CHANNEL / Multi-channels Operation= Offline Sales Counters + Online Flagship Stores

PRODUCT / Develop around user scenarios, multi-category planning

SUPPLY CHAIN / An Intelligent Manufacturing Enterprise With Independent R&D Team

BRAND DEVELOPMENT

APIYOO®

2017

- Mar.** / Apiyoo Holdings was formally established, determined personal care as the development direction, and released the first children's sonic electric toothbrush.
- May** / Apiyoo daily chemical line products launched.
- July** / Apiyoo released the first adults' sonic electric toothbrush.
- Sept.** / The first Apiyoo brand store opened in Shanghai Powerlong Plaza.
- Oct.** / The first Apiyoo brand collection opened in Ningbo Mr.Box Plaza.
- Dec.** / Apiyoo Brand Annual Conference & New Product Launch Conference was held at the InterContinental Hotel. At the conference, a series of beauty care products were grandly launched, laying the cornerstone of Apiyoo's expertise in the field of personal care.

2018

- May** / Reached strategic cooperation with 2000 dental clinics in South Korea, which opened the door to transnational cooperation; in the same year, the Shanghai branch was established to lay out the East China market.
- June** / Together with Taiwan Dajiang Biomedicine, had developed a series of fermented fruit and vegetable drinks and probiotic solid drinks that are most suitable for the Asian human body.
- July** / Join hands with the legendary American retailer BROOKSTONE to reach a strategic cooperation, covering the entire BROOKSTONE store.
- Sept.** / Signed a strategic M&A agreement with GERM, Japan, and released a series of new thermos mugs, officially entering the professional drinkware market.
- Oct.** / Ningbo Kuimajiabian Technology Co., Ltd., the all-asset production chain of Apiyoo Holdings, officially opened its doors to the outside world. In the same month, it became the exclusive sponsor of the Fifth Silk Road International Film Festival in Xi'an, bringing the Apiyoo brand series of products on stage.
- Dec.** / Apiyoo won the "2018 China Ingenuity Brand Award" and the "2018 China New Business Model, New Industry Brand Emerging Award".

BRAND DEVELOPMENT

APIYOO®

2019

- Mar.** / Apiyoo and TPC, the largest animation company in Japan, developed the Pok é mon co-branded series-sonic electric toothbrush. After the listing, the turnover reached 25 million, creating a new high in the industry.
- Apr.** / Aishang Youpin APP officially launched the public beta; signed a contract-Nana Ouyang as the brand image spokesperson for Apiyoo.
- June** / The Beijing branch was established to lay out the northern market. In the same month, it joined hands with the global popular IP—Sailor Moon to develop a joint series—sonic electric toothbrush.
- Sept.** / Established a branch in Shenzhen to lay out the South China market.
- Nov.** / Apiyoo Tmall flagship store has a single-day turnover of 3.1 million USD; In the same month, the number of counters stationed in offline cooperation across the country broke through 6000.
- Dec.** / The brand's self-operated physical specialty stores broke through 100 stores, and joined hands with the first IP—The Palace Museum of China to develop a joint series. In the same month, a subsidiary was established in Japan, and cooperation with Japanese duty-free drugstores was officially opened.

2020

- Jan.** / Apiyoo Holdings headquarters office building located in Ningbo Jihe Square formally completed.
- Feb.** / Established a branch in Malaysia and a branch in Mexico to expand the Southeast Asian and Latin American markets.
- Apr.** / Formally settled in the headquarters office building of Apiyoo Holdings.

**ENTERPRISE
PURPOSE**

APIYOO®

APIYOO MISSION Changing the personal care habits of 300 million families.

APIYOO VISION Become the No. 1 personal care brand in the world.

APIYOO VALUE Openness, Responsibility, Learning ability.

SALES GROWTH

APIYO[®]

2018['] TURNOVER 4.7 MILLION

2019['] TURNOVER 14.3 MILLION

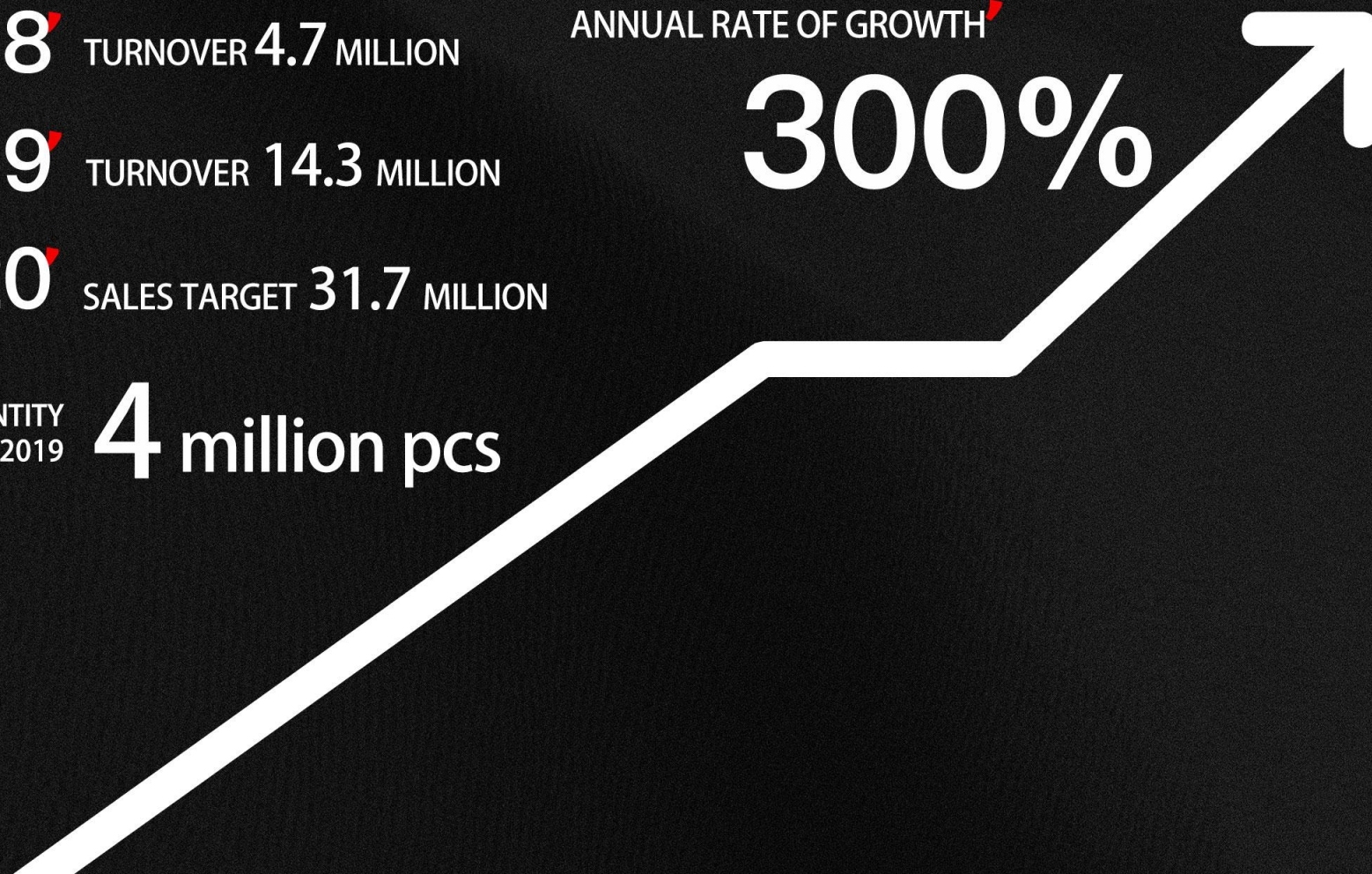
2020['] SALES TARGET 31.7 MILLION

ANNUAL RATE OF GROWTH[']

300%

TOTAL SALES QUANTITY
Until the end of Dec. 2019

4 million pcs



AWARDS & ENDORSEMENTS

Leading Brand In The Domestic Personal Care Industry

ApiYoo®



2018/2019
GOLDEN WHEAT AWARDS



EXCLUSIVE SPONSOR OF
THE 5TH SILK ROAD
INTERNATIONAL FILM FESTIVAL



2018 EMERGING BRAND AWARD



2018 ORIGINALITY BRAND AWARD

ApiYO^o

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**CHANNELS'
IS INTRODUCED**

—

CHANNEL MATRIX

ApiYOO®

Set up online and offline experiential shopping, so that consumers can purchase Apiyoo products more intuitively and conveniently.

ON-LINE: Tmall/JD/Amazon/Social Network OFF-LINE: Counter/Shop-in-shop/Duty-free shop/Dental clinic



CHANNELS OF COOPERATION



Power System



Safety mechanism



Enterprise welfare



Public institution



APP welfare



Bank financial



Comm system



Education system



Transit system



Medical system



School zone



Security funds

NATIONAL COUNTERS

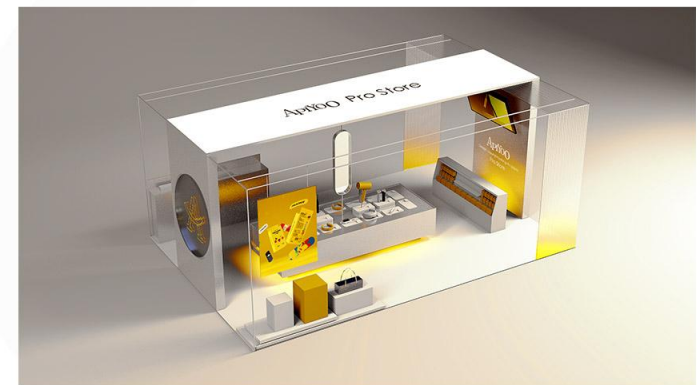
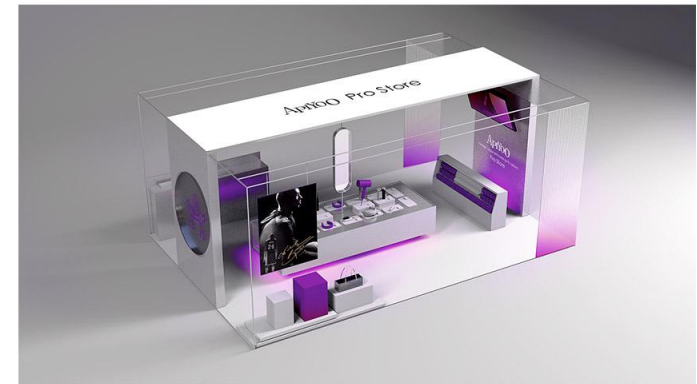
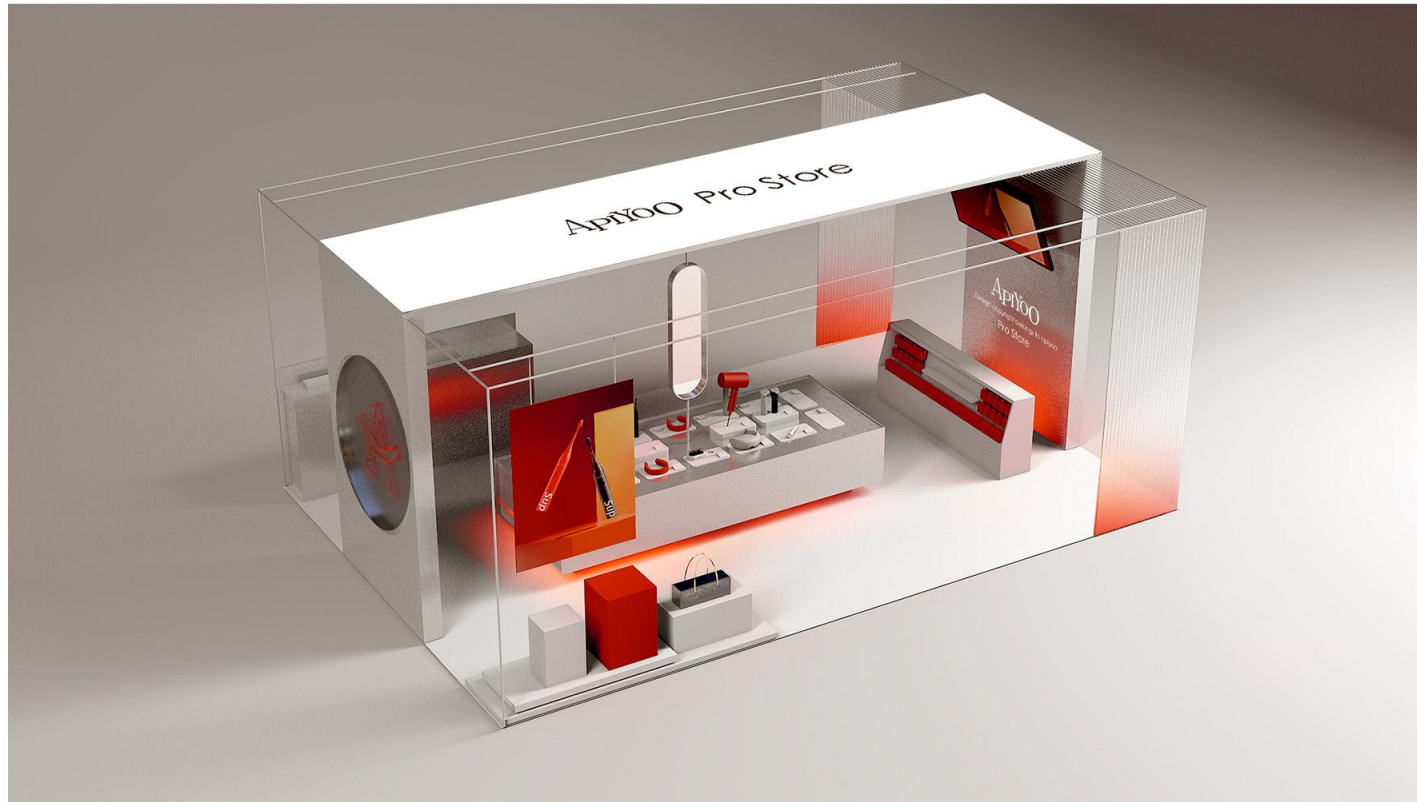
APIYOO®



NEW STORE CONCEPT

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APIYOO®





STOMATOLOGICAL HOSPITAL

APIYOO®



GIFT CUSTOMIZATION

APIYOO®



ApiYOO®

—

R&D TEAM

—

AUTONOMY
R & D

—
INTELLIGENT MANUFACTURING ENTERPRISE


APIYOO®

NINGBO KUAIMAJIABIAN TECHNOLOGY CO., LTD

快馬加鞭

With strict quality standards as the core guidance, the adopt fully automatic assembly line of standardization and self-design, introduce the most advanced international wool planting, laser radium carving, 3D color printing, intelligent visual positioning, injection molding and other production processes and equipment, practice fine production management system.

All products have CE/FCC/ROHS/FDA certification.

-
-  30000 m² Workshops
 -  300+ Employees
 -  30000 Daily production capacity

IP CO-SIGNED

APIYOO®



POKEMON



SAILOR MOON



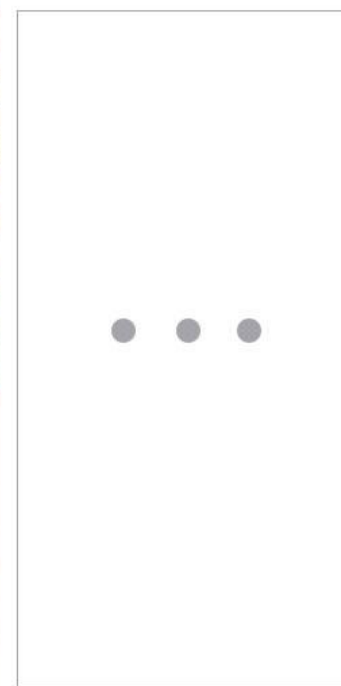
TEDDY BEAR



DISNEY



PALACE MUSEUM





Sailor Moon

©Naoko Takeuchi/PNP, Toei Animation



CHINA

ApiYoo × |北|京|故|宫|文|创|

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it must be investigated to the end.2017-2020







MOLE

MOLE

MOLE

MOLE
B. DUCK

成人声波电动牙刷M7
ADULT SONIC ELECTRIC TOOTHBRUSH

MOLE x B. DUCK

MOLE | B. Duck
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THANKS FOR WATCHING

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