01 Business Overview

02 Future Strategy
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Key Business Metrics of Local Services
本地生活核心业务指标一览

290 Mn
Annual Active Consumers
年交易用户数

2.5 Mn
Annual Active Merchants
年活跃商户数

850 K
Monthly Active Riders
月活跃骑手数

Notes:
1. Deduced between Ele.me, Xinguan, Koubei, Taoping ogles, Flippy and Amaop for the twelve months ended June 30, 2020.
2. Deduced between Ele.me, Xinguan, and Koubei for the twelve months ended June 30, 2020.
Business Resumed Growth after Significant Impact from COVID-19, with Super Members Showing Better Recovery

GMV of On-demand Delivery Services Regained YoY Growth\(^{(1)}\)

Number of Super Members Resumed Rapid Growth in Q1 FY21\(^{(2)}\)

Notes:
1. GMV of on-demand delivery business in the respective quarters.
2. Number of Super Members who had transactions in the respective months. Super Member is Ele.me’s value-added membership program.
Comprehensive High Quality Merchant Base

Newly Registered National Chain Brands\(^{(1)}\)

新签全国连锁品牌数\(^{(1)}\)

900+

Newly Registered Regional Chain Brands\(^{(1)}\)

新签区域连锁品牌数\(^{(1)}\)

4,000+

GMV Breakdown of On-Demand Delivery Services\(^{(2)}\)

即时配送业务GMV构成\(^{(2)}\)

- National and Regional Chains
- Others

Jun 2019

Jun 2020

Notes:
1. Number of newly registered brands of on-demand delivery services for the last twelve months ended June 30, 2020.
Enhance Consumer Engagement

Growth in Average Selling Price

Consumer 7-day Repurchase Rate

77%

Consumer 30-day Repurchase Rate

87%

Notes:
1. Average selling price of on-demand delivery services in the respective quarters.
Improve Logistics Efficiency
提升物流效率

Significantly Lower Logistics Cost
物流成本显著降低

- Increase Order Density
  订单密度增加
- Optimize Dispatch Efficiency, e.g., Mix Dispatch of Food and Retail
  优化调度效率，例如餐和零售混合调度
- Improve Agents’ Efficiency through Digitalization
  代理商数字化能力提升，提高效率

Fulfilling External Demand:
Non-Ele.me Orders Up by 120%+ (1)
向市场化需求开放，非饿了么订单年同比增幅120%+ (1)

120%+

- Within Alibaba Ecosystem: e.g., Alibaba Health, Taoxianda
  集团内：如阿里健康、淘鲜达
- Outside of Alibaba Ecosystem: e.g., Carrefour, KFC
  集团外：如家乐福、肯德基

Note:
1. YOY growth of non-Ele.me delivery orders for the last twelve months ended June 30, 2020.
Unit Economics Turned Positive in Q1 FY21

2021财年第一季度UE转正

Unit Economics of On-Demand Delivery Business

即时配送业务UE

- Improve Merchant Mix
  商户结构优化提升了笔单价
  - Higher Average Selling Price

- Leverage Data Capabilities of Alibaba Group
  借助集团数据能力提高营销效率
  - Better Marketing Efficiency

- Enhance Logistics Capability
  物流能力提升降低了物流成本
  - Lower Logistics Cost

Note:
1. Unit Economics of on-demand delivery business in the respective quarters.
Further Consumer Penetration within Alibaba Digital Economy

继续扩大对阿里经济体消费者的渗透

~45%
Ele.me New Consumers from Alipay Mobile App

Note:
1. New Ele.me consumers that came from Alipay app in the month of June 2020.
Solidify Merchant Foundation, Especially High Quality Merchants

Greater Resources and Efforts in Registering High Quality Merchants

Support Merchants' Digitalization

大力投入品质商户新签

助力商户做好数字化运营
Demand for New Services after COVID-19

Number of Merchants

~7X Department Stores
日用百货

~7X Pet Supplies Stores
宠物用品店

~4X Baby & Mothercare Stores
母婴店

~2X Food & Grocery Stores
粮油副食店

~4X Hot Pot/Barbecue Ingredients Stores
火锅烤串食材店

~2X Pharmacy Stores
药店

Note:
1. The number of effective merchants of on-demand delivery services, June 2020 vs June 2019.
717 Brand Upgrade: Everything You Love Can Be Delivered

1. New Ele.me App: One-stop Shopping for All Services
   全新的饿了么App：一站式服务

2. New and Consolidated Membership for All Local Services
   打通不同场景的用户，建立本地生活会员体系

3. Develop Content Services: Ele.me is More Than A Tool
   打造本地生活内容服务：饿了么不仅仅是工具
Improve Operational Efficiency Through Data Technology

利用数据技术提高运营效率

Rich Consumer Insight

丰富的消费者洞察

Refined Consumer Operations and More Accurate Recommendations of Products and Services

精细化的用户运营和更精准的商品和服务推荐

Digital Solution

数字化解决方案

Improve Operational Efficiency and Enable Merchants’ Digital Transformation

提升内部运营效率并赋能商户数字化转型

Stronger Algorithm Capability

更强大的算法能力

Highly Efficient Smart Dispatch of Riders

高效的智能运力调度
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