

# Dada Nexus

## Investor Presentation

March 2022



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## Company Overview

# Our Mission and Platforms



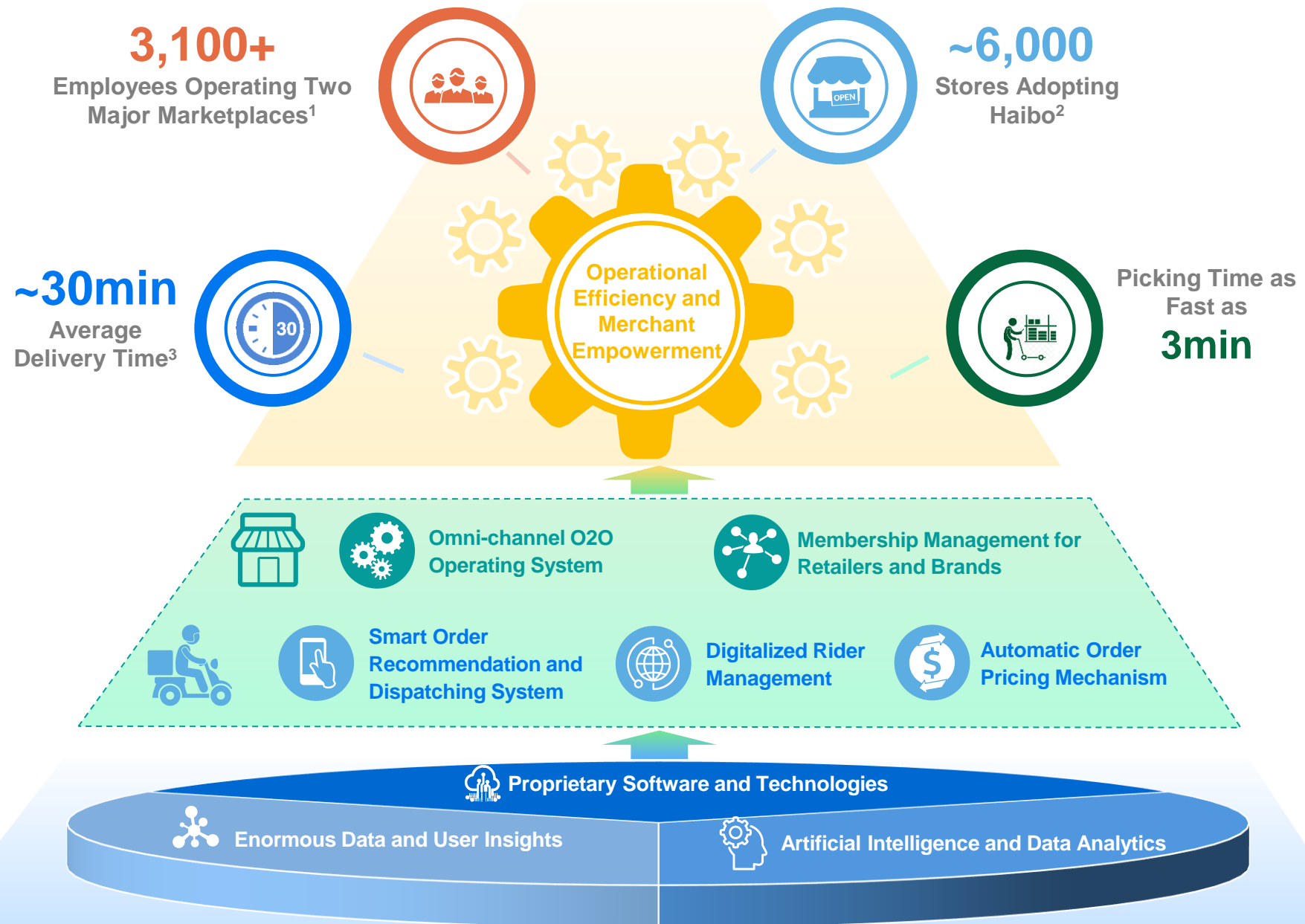
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# Technology is Core to Our Platform



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Notes:

1. As of December 31, 2021.

2. As of January 31, 2022.

3. In the fourth quarter of 2021.

# Mutually Beneficial Collaboration with Our Reputable Strategic Partners and Shareholders



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# Shop Now: Joint Efforts Together with JD.com to Unlock Potential in Local On-demand Retail Market



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Note: 1. Annual active customer accounts of JD.com as of Dec 31, 2021.



**Our Market Opportunity**



# New Era of Local On-demand Retail in China



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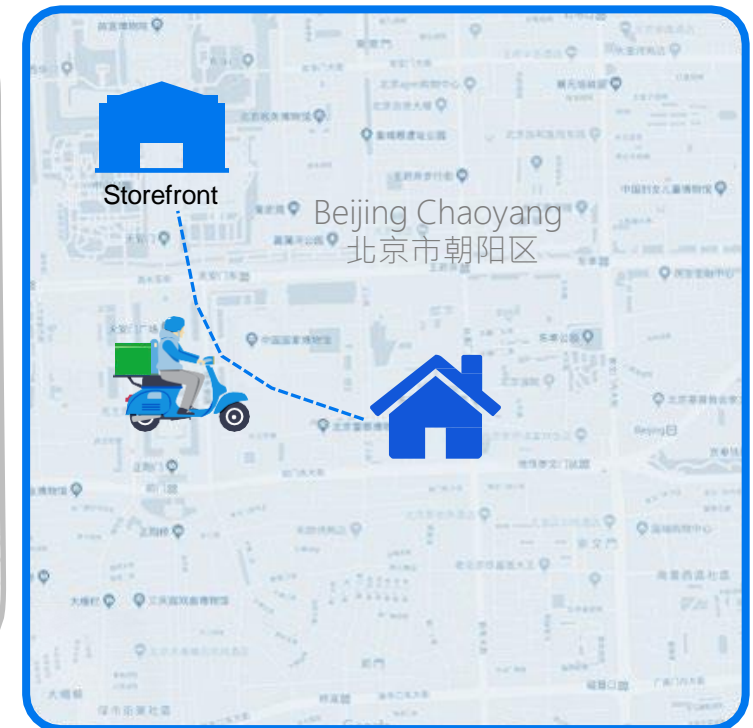
C2C E-commerce Platform  
Inter-city Multi-day Delivery



B2C E-commerce Platform  
Intra-city Same-day Delivery



O2O E-commerce Platform  
Intra-city 1-hour On-demand Delivery

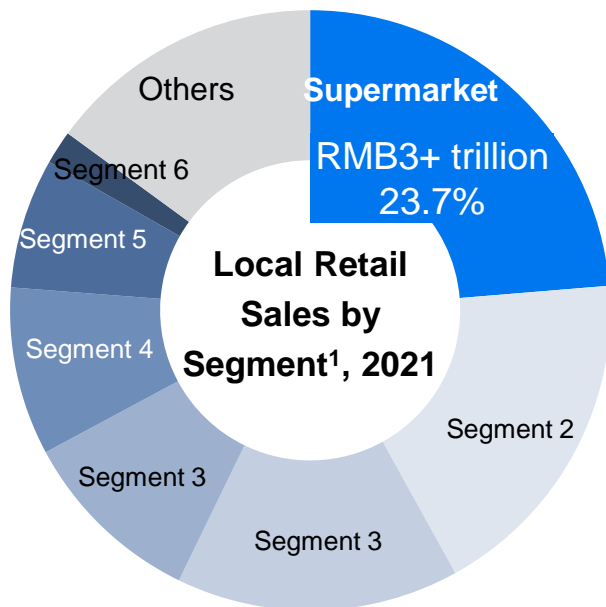


# Supermarket - Largest Local Retail Segment With Fast Growing O2O Penetration



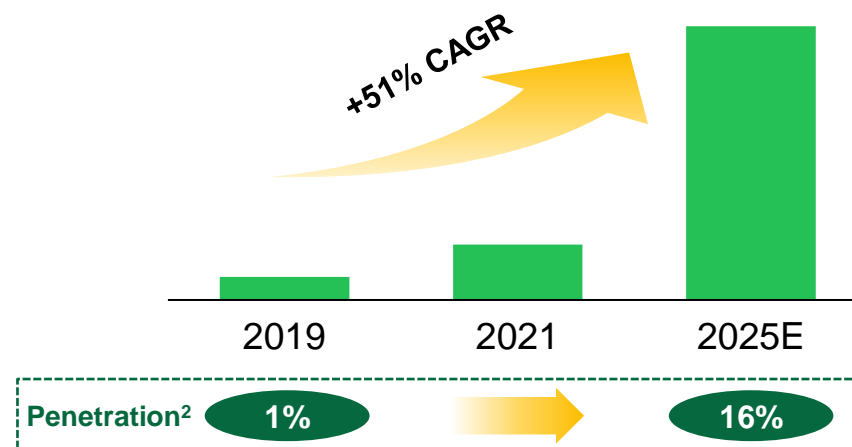
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I With annual sales over RMB3 trillion, supermarket remains the largest segment for local retail



II O2O platform is and will continue to be the major growth driver for supermarkets

O2O GMV generated by platform model in supermarket segment



III JDDJ is the absolute leader and continues to expand market share among O2O platforms in supermarket segment

Market Shares<sup>3</sup> of Local On-demand Retail Platforms in China Supermarket Segment, 2021

No. 1



27%

+2 ppt YoY

No. 2

16%

Source: iResearch.

Notes:

1. Local retail sales do not include sales from categories such as automobile and building materials. Segment 2 refers to Apparel and Personal Care Stores; Segment 3 refers to Food, Beverage and Tobacco Stores; Segment 4 refers to Drug Stores; Segment 5 refers to Consumer Electronics and Appliance Stores; Segment 6 refers to Department Stores; Segment 7 refers to Convenience Stores..

2. Represents O2O GMV generated by platform model as % of total China supermarket retail GMV.

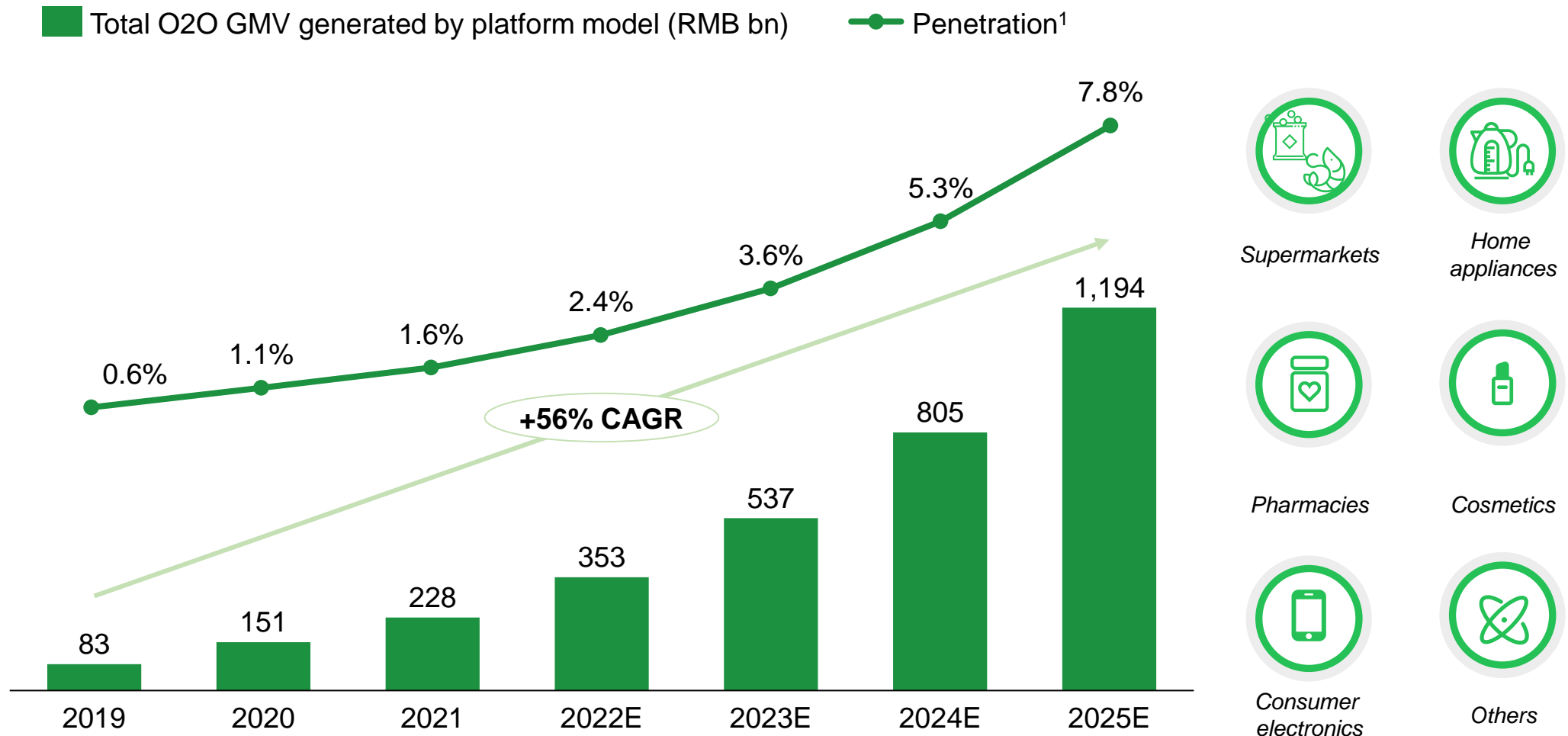
3. Represents market share of local on-demand retail platform in the China supermarket segment, in terms of GMV.

# Large Potential to Be Explored Amid the Digital Transformation of Offline Retailers



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While supermarket is among the earliest to adopt O2O model in local retail industry, more retailers across physical merchandise categories are embracing O2O, driving overall market size to be over RMB1 trillion in 2025



Source: iResearch

Notes:

1. Represents O2O GMV generated by platform model as % of total China local retail GMV.



## Investment Highlights



# Our Investment Highlights



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1

An Open On-demand Delivery Platform: Our Unique Value with Scarcity

2

Continually Enhanced Efficiency Driven by Network Effect and Technology Infrastructure

3

Widely Trusted Local On-demand Retail Platform Exhibiting Robust Growth

4

Evolving Empowerment Capabilities Fueling Growth of Retailers and Brands

5

Powerful Multilateral Network Effects Fostering Win-win Outcomes

6

Proven and Visionary Management Team with Commitment to Technology Innovation

1

# We Are An Open On-demand Delivery Platform With Unique Value and Scarcity



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Prominent advantages compared with food delivery and other third-party on-demand delivery platforms

Open Platform with  
Diversified Order  
Sources



~7x

**Robust Growth**

Number of Merchants and Individual  
Senders in 2021 vs 2017



Food Delivery  
Platforms



Other Third-party  
Delivery  
Platforms



Flexibility  
Arising from Crowd-  
sourcing Platform

>3x

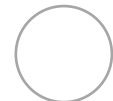
**High Scalability**

Orders in Peak Day Compared with  
Average<sup>1</sup>



Integrated Fulfillment  
Solutions

- ✓ Intra-city logistics
- ✓ Warehouse management
- ✓ In-store picking
- ✓ On-demand delivery



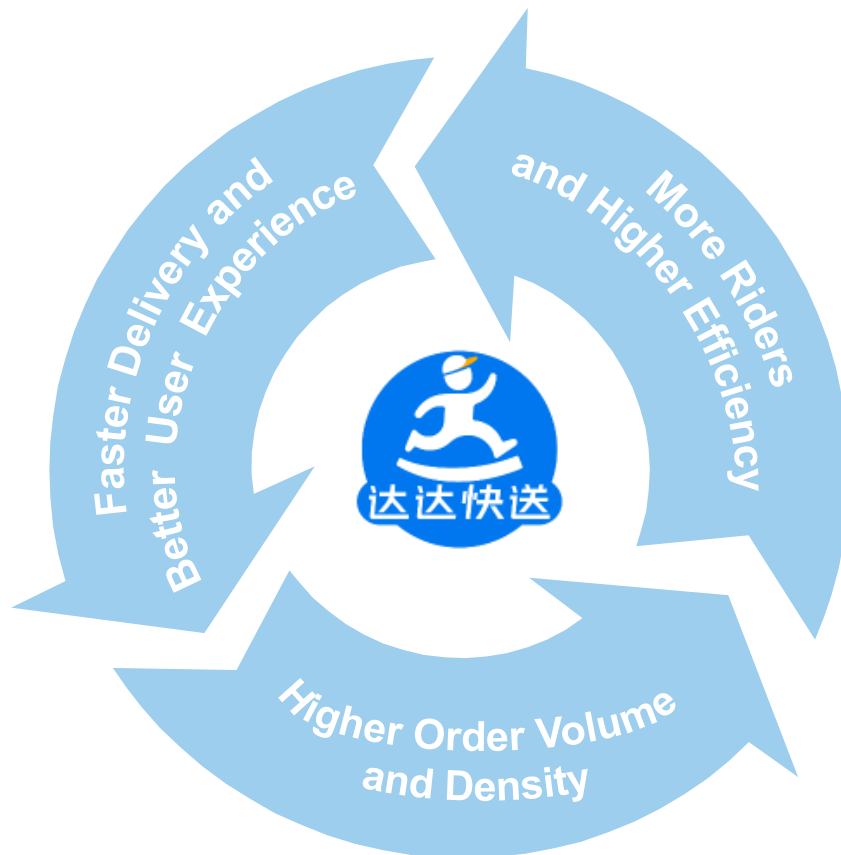
Notes:

1. Total orders delivered on the peak day during 2021 was over 3 times of average daily order volume in the same period.

## Continually Enhanced Efficiency Driven by Network Effect and Technology Infrastructure



### Network Effect



### Technology Infrastructure



#### Smart Order Recommendation and Dispatching System

- AI-based orders and riders matching
- Optimal routes recommended



#### Automated Pricing System

- Optimized pricing through AI algorithm
- Further enhanced delivery efficiency and improved the overall delivery experience

# Widely Trusted Local On-demand Retail Platform Fueling Growth of Retailers and Brands



**9 of Top 10**  
**85 of Top 100**  
Supermarket Chains<sup>1</sup> and  
Other Leading Retail Chains



## Key Growth Engine for Retailers and Brand Owners

Walmart  
沃尔玛

Wern Yuen Tan, ex-President  
and CEO of Walmart China

"In July 2019, Walmart's sales on the JDDJ platform had **grown by more than 13 times** compared to the sales at its launch in 2016."

"We are confident that this deeper collaboration with Dada Group will enhance our **omni-channel** footprint and deliver a **better O2O (online to offline) customer experience**."



Rohit Jawa, Unilever North Asia  
Executive Vice President

"JDDJ is **one of our most reliable partners**. Since the time partnership has been established, Dada has delivered secured service to our consumers, meanwhile, JDDJ also helps us in further **building brand awareness and boosting omni-channel sales**"



Anne Tse, PepsiCo Foods Greater  
China SVP and GM

"JDDJ has become one of our **fastest growing sales channels** among all platforms we worked with in China"



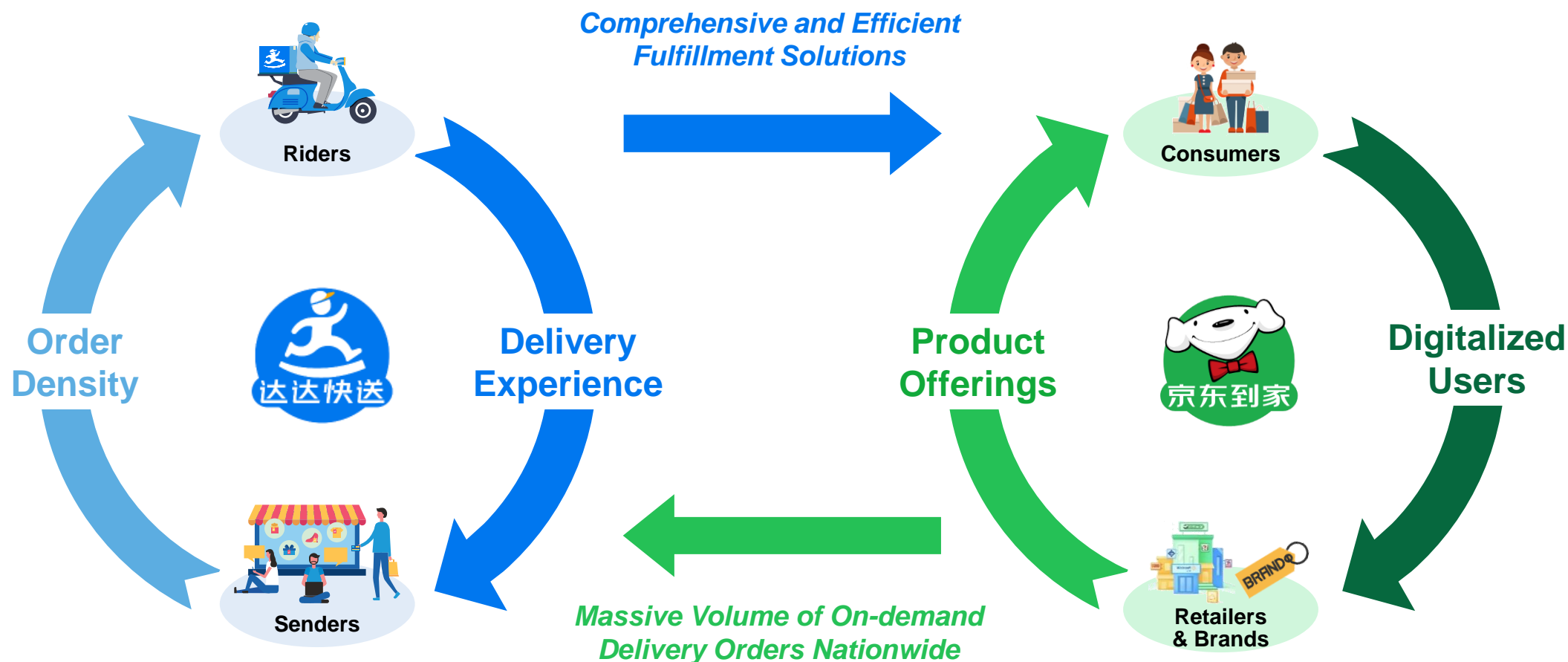
# Evolving Empowerment Capabilities Fueling Growth of Retailers and Brands



Note:

1. As of January 31, 2022.

# Powerful Multilateral Network Effects Fostering Win-win Outcomes for All Participants



# Proven and Visionary Management Team with Commitment to Technology Innovation



Philip Kuai

Founder  
Chairman  
CEO



Jun Yang

Co-Founder  
CTO



Beck Chen

CFO



Lei Xu

Director



Yui Yu

Director



Sandy Ran Xu

Director



Christina  
Xiaojing Zhu

Director



Bonnie  
Yi Zhang

Independent  
Director



Baohong Sun

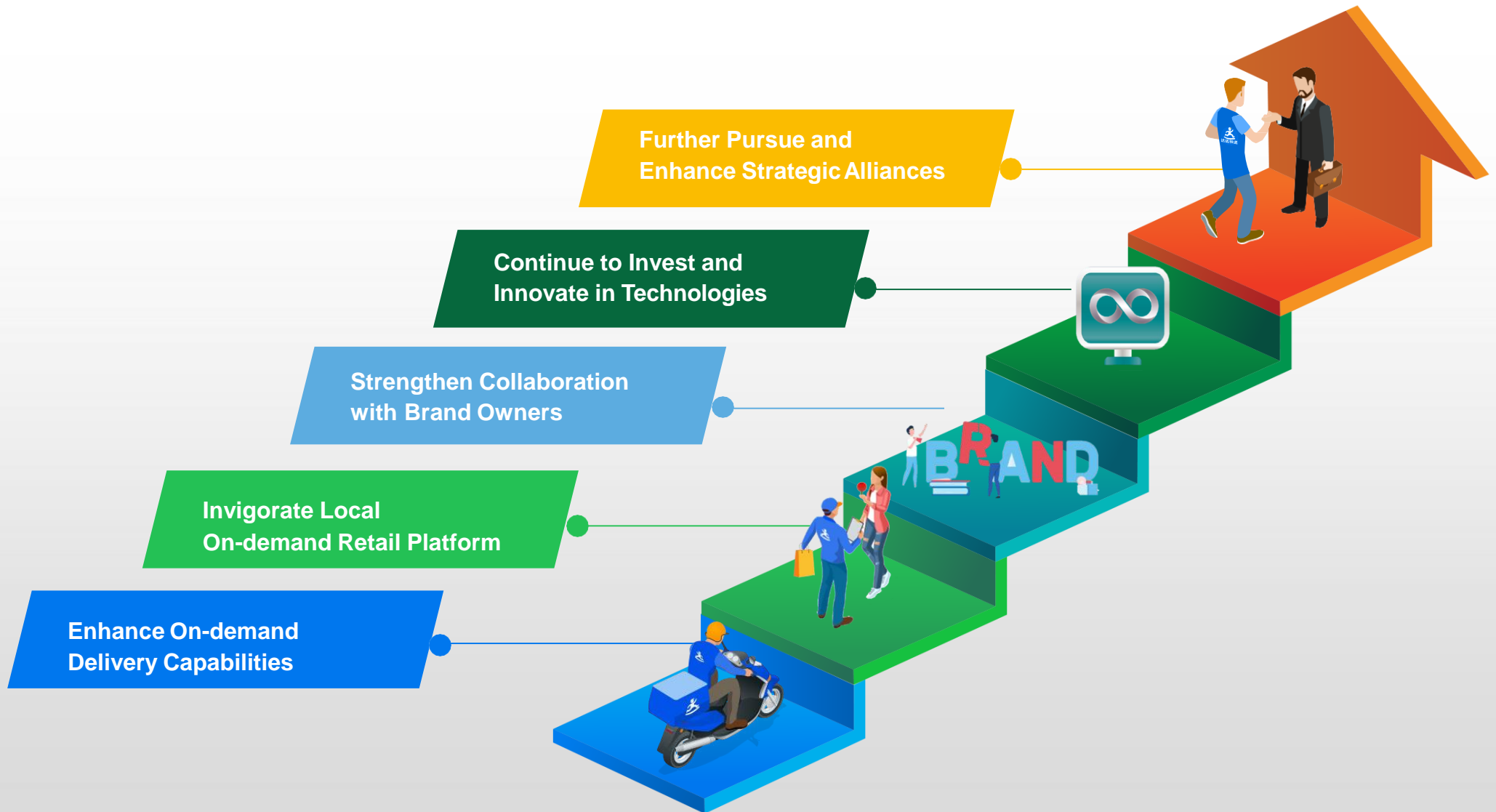
Independent  
Director



# Our Growth Strategies



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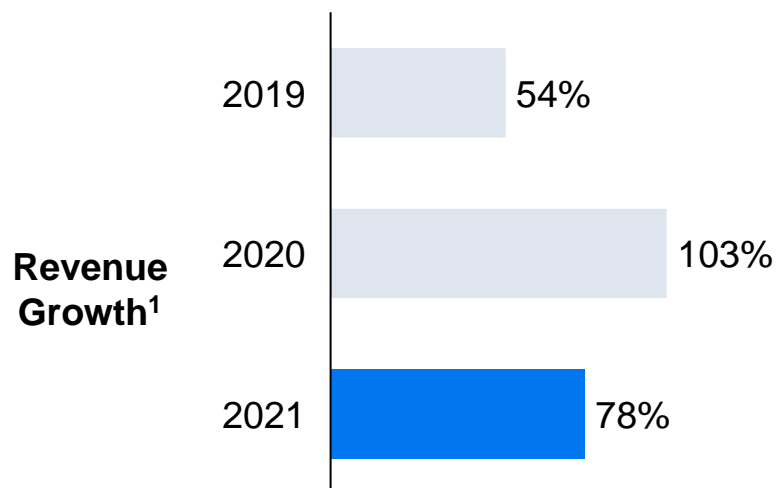
## Financial Overview

# Strong Revenue Growth Momentum Accompanied by Enhanced Operating Efficiency

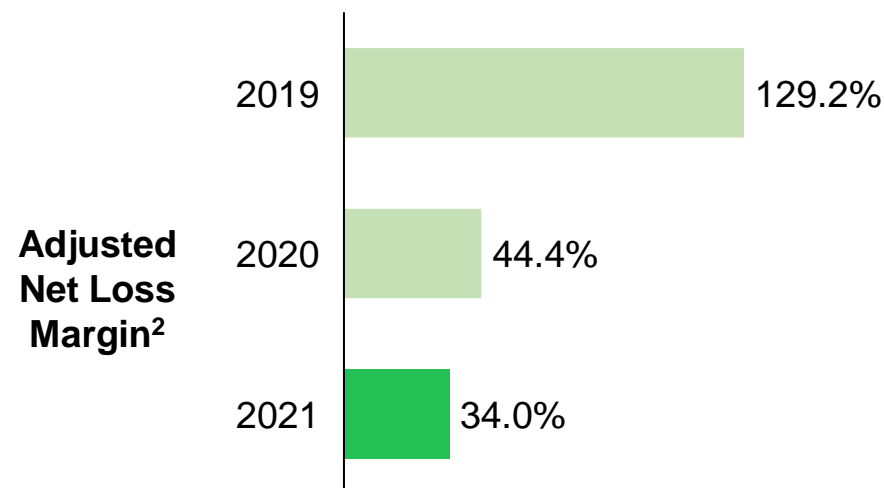


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## Strong Revenue Growth



## Improving Net Margin



### Notes:

1. Effective since April 2021, the cost of riders for Dada Now last-mile delivery services has been directly paid through third-party companies instead of through the Company. The Company no longer recognizes rider-related revenue and rider-related costs in the income statement for the last-mile delivery services. To help better understand the growth excluding the change's impact on revenue, the Company hereby presents the year-over-year growth assuming excluding the cost of riders directly paid during the comparative periods.

2. Adjusted net loss margin is calculated by dividing adjusted net loss attributable to ordinary shareholders by total revenue, assuming revenue recognition of Dada Now last-mile delivery services is net basis during the comparative periods.

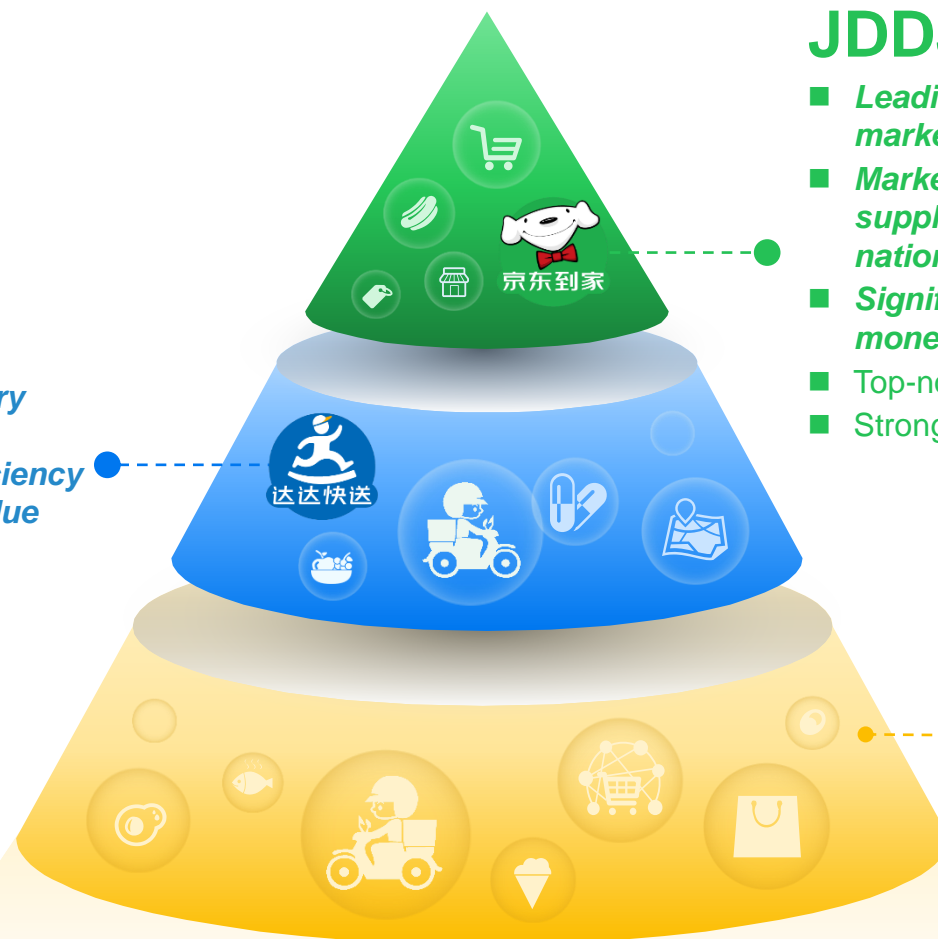
# Why Dada?



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## Dada Now

- Leading open on-demand delivery platform nationwide
- Technology-driven superior efficiency
- High entry barriers + scarcity value
- Profitability with track record



## JDDJ

- Leading position in the on-demand retail market<sup>1</sup>
- Marketplace model leveraging outstanding supply chain capability of partners across the nation
- Significantly improving profitability with huge monetization potential
- Top-notch technology empowerment capability
- Strong support from reputable shareholders

China local retail market:  
**A Trillion Dollar Market<sup>2</sup>**

Notes:

1. One of China's largest local on-demand retail platforms and the largest local on-demand retail platform in supermarket segment by GMV in 2021 according to iResearch.

2. According to iResearch.