



Dada Nexus

Investor Presentation

September 2021



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Company Overview

Our Mission and Platforms



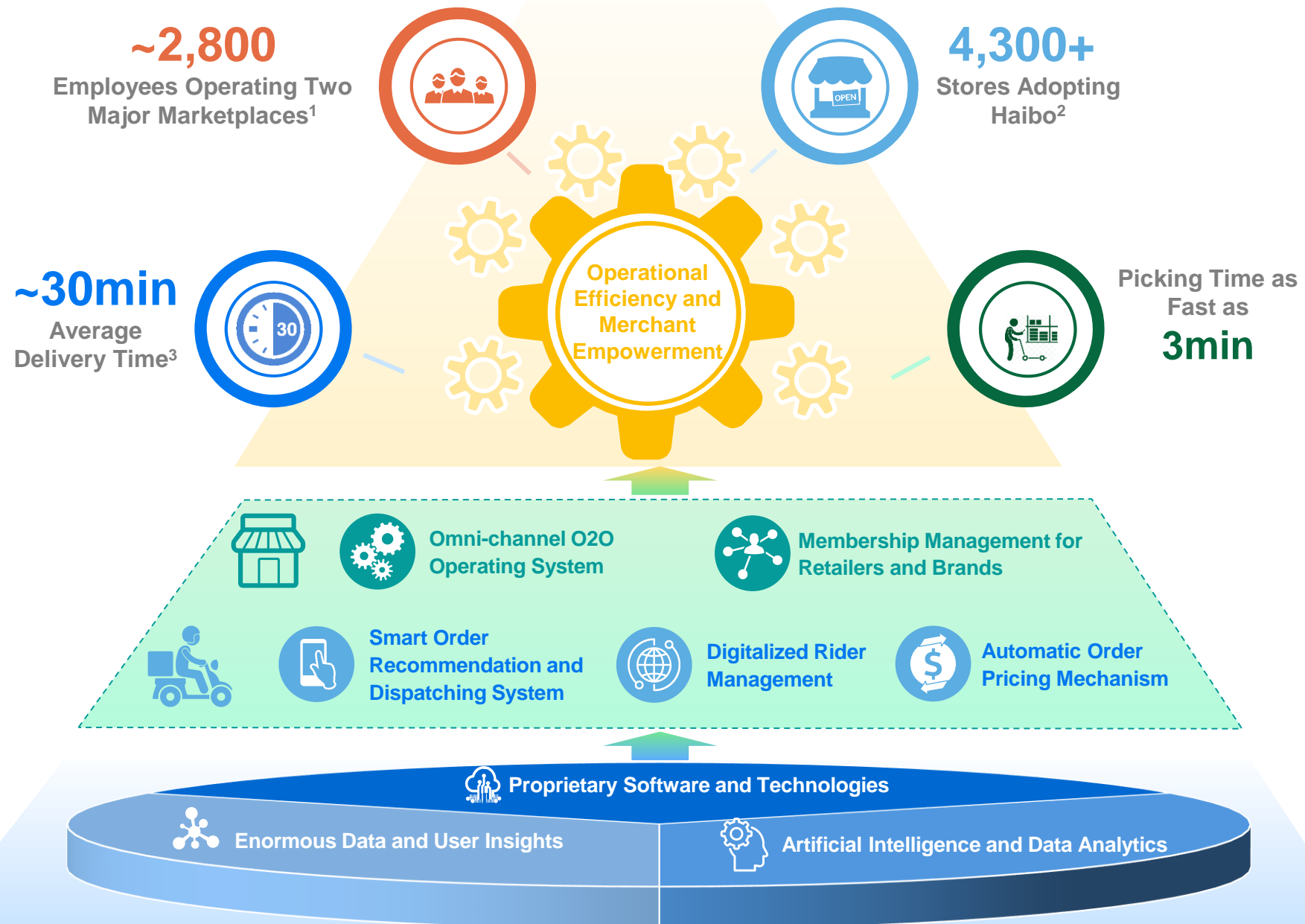
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Technology is Core to Our Platform



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Notes:

1. As of June 30, 2021.

2. As of August 31, 2021.

3. In the second quarter of 2021.

Mutually Beneficial Collaboration with Our Reputable Strategic Partners and Shareholders



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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

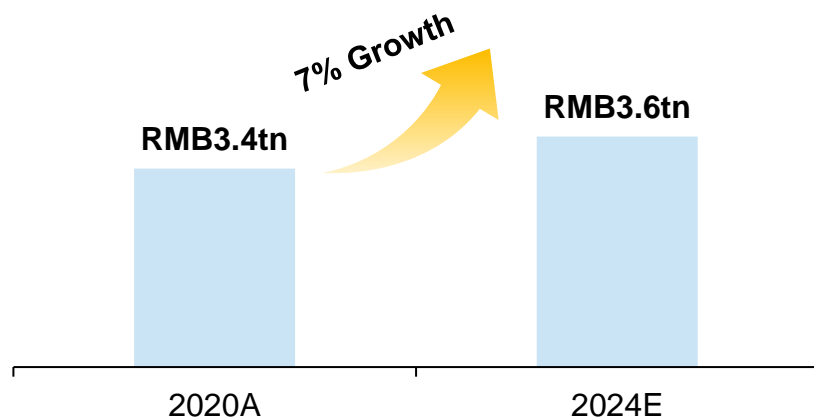


Supermarket - Largest Local Retail Segment Driven by Rising O2O Penetration



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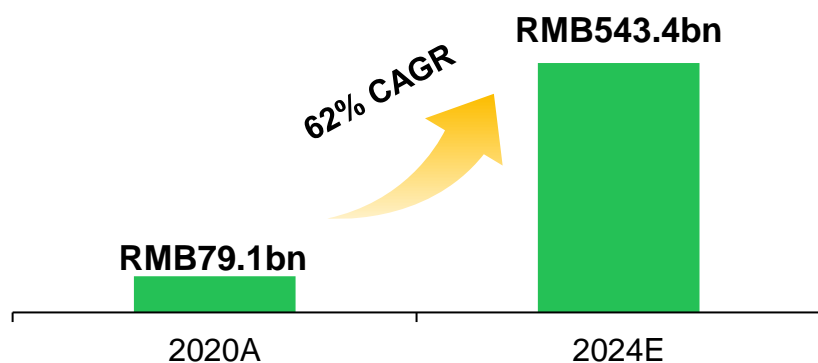
China Supermarket Retail Sales



China Supermarket Local On-demand Retail Platform Market Share²



China Supermarket Local
On-demand Retail GMV



Supermarket O2O
Penetration¹

2.3%

15.1%

Evolving Consumer Demand



Convenience



Fast Fulfillment

Merchant Empowerment



On-demand Delivery



Store Digitalization

Source: iResearch.

Notes:

1. Represents O2O platforms' supermarket GMV as % of China supermarket local on-demand retail market GMV.

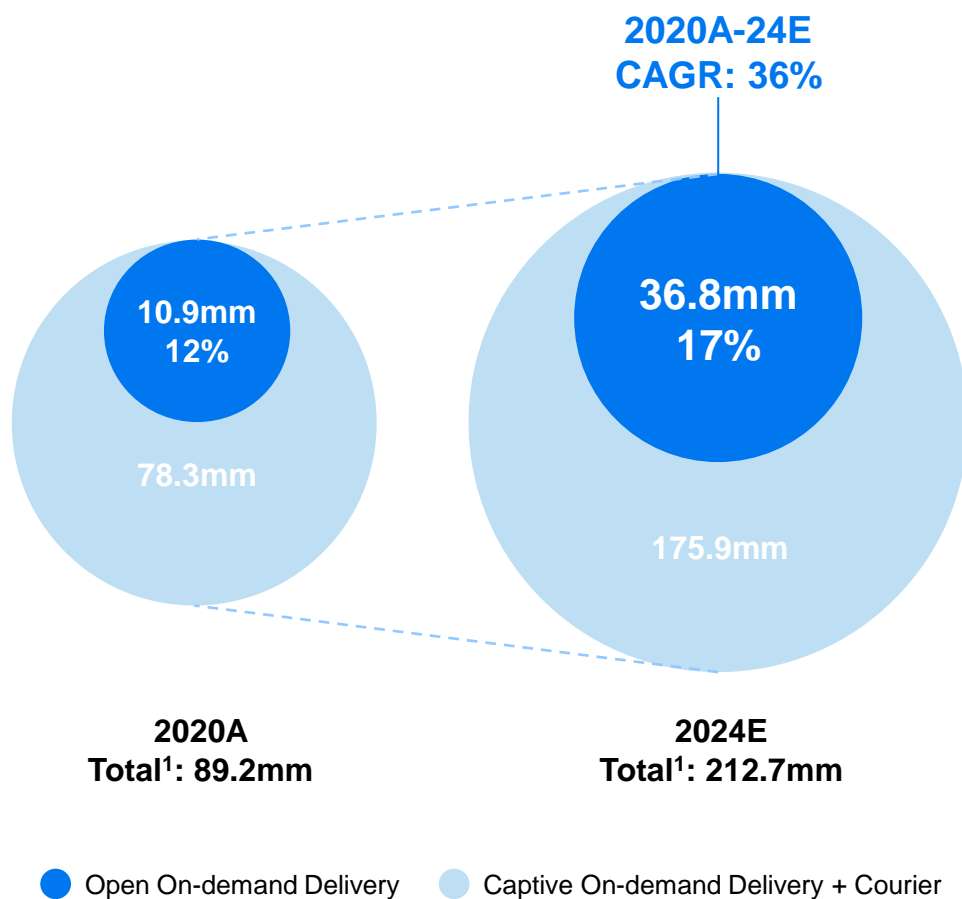
2. Represents market share of local on-demand retail platform in the China supermarket segment, in terms of GMV in 2020.

Open On-demand Delivery - Fastest Growing Segment with Diverse Order Sources

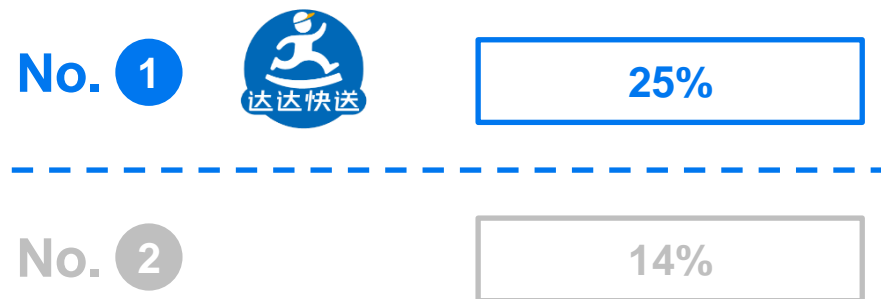


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China Local Delivery Average Daily Orders



China Open On-demand Delivery Platform Market Share²



Diversified Order Sources for Open On-demand Delivery



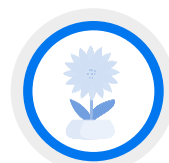
Supermarkets



Restaurants



Grocers



Florists



Insurance Documents



Pharmacies



Personal Items



Last-mile Delivery

Source: iResearch

Notes:

1. Represents number of average daily orders of China local delivery market, which includes open on-demand delivery, captive on-demand delivery and courier.

2. Represents market share in China open on-demand delivery market, in terms of average daily orders in 2020.



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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Open

~5x

Robust Growth

Number of Merchants and Individual Senders in 2020 vs 2017

Flexible

~4x

Superior Flexibility

Orders in Peak Day Compared with Average¹

>10x

High Scalability

Orders in Peak Hour Exceeding Average²

On-demand

~30 min

Fast Fulfillment

Average Intra-city Delivery Time³

Unique Value and Scarcity



Food Delivery Platforms

Diversified Order Sources



Flexibility Arising from Crowd-sourcing Platform



Integrated Fulfillment Solutions



Notes:

1. Total orders delivered on the peak day during 2020 was around 4 times of average daily order volume in the same period of time.

2. Total orders delivered in the peak hour in the peak day during 2020 was more than 10 times of the average hourly order volume in the same period.

3. In the second quarter of 2021.

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
80 of Top 100
Supermarket Chains¹ 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:

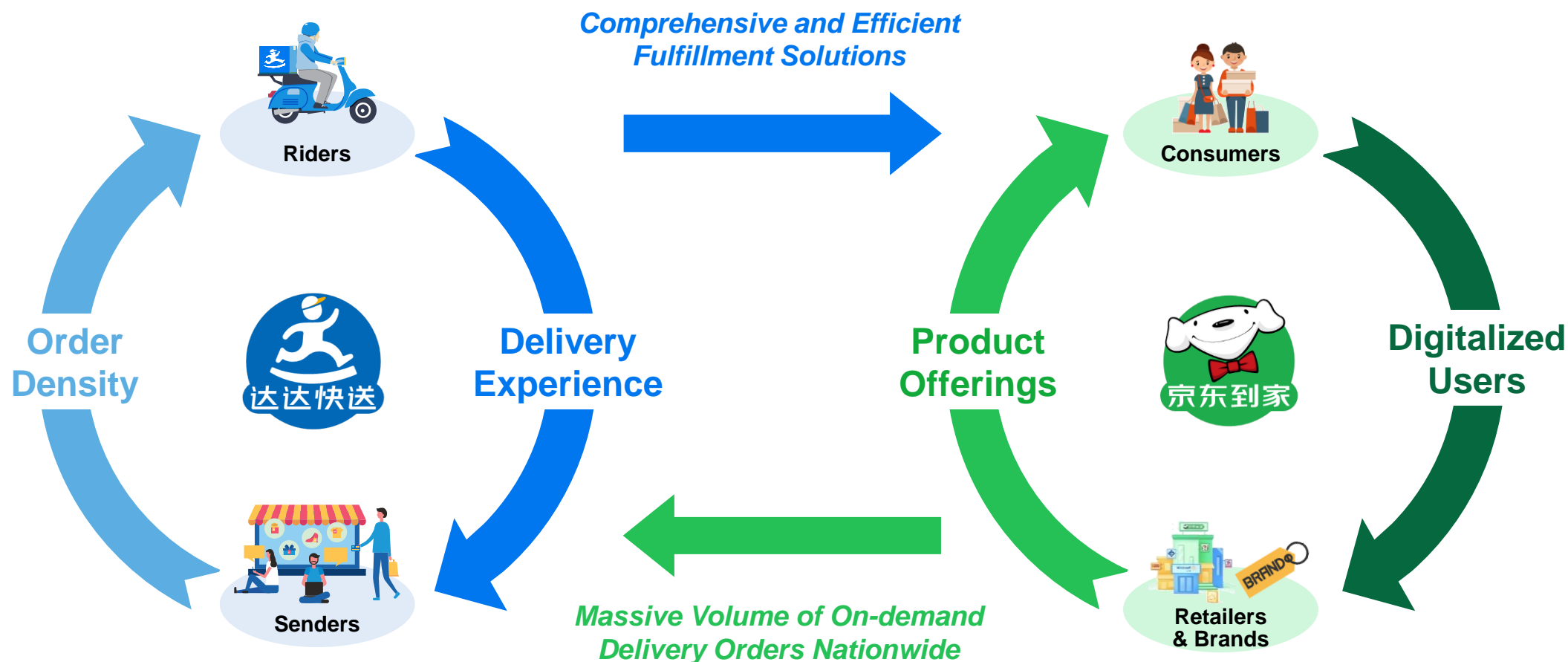
1. As of August 31, 2021.

5

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



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6

Proven and Visionary Management Team with Commitment to Technology Innovation



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Philip Kuai

Founder
Chairman
CEO

McKinsey
& Company

ORACLE

AdChina.com

安居客

MIT
Massachusetts
Institute of
Technology



Jun Yang

Co-Founder
CTO

Google

facebook

Square

Carnegie
Mellon
University



Beck Chen

CFO

复旦大学
FUDAN UNIVERSITY

Deloitte

BAO ZUN

拉手网
Lashou.com



Lei Xu

Director

JD.COM
多·快·好·省



Yui Yu

Director

JD.COM
多·快·好·省



Sandy Ran Xu

Director

JD.COM
多·快·好·省



Christina
Xiaojing Zhu

Director

Walmart
沃尔玛



Kui Zhou

Director

SEQUOIA



Bonnie
Yi Zhang

Independent
Director

sina新浪



Baohong Sun

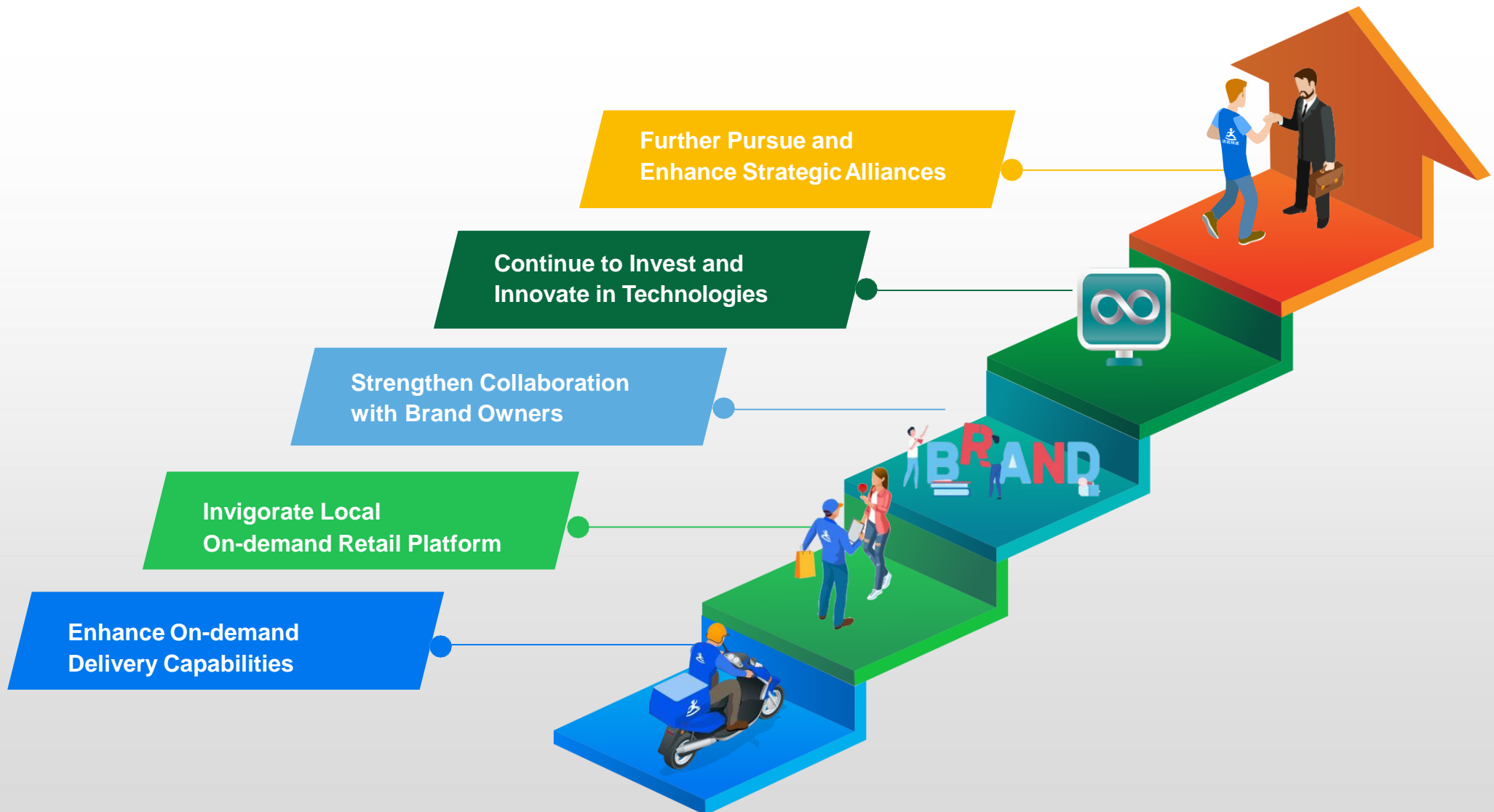
Independent
Director

CIKGSB
长江商学院

Our Growth Strategies



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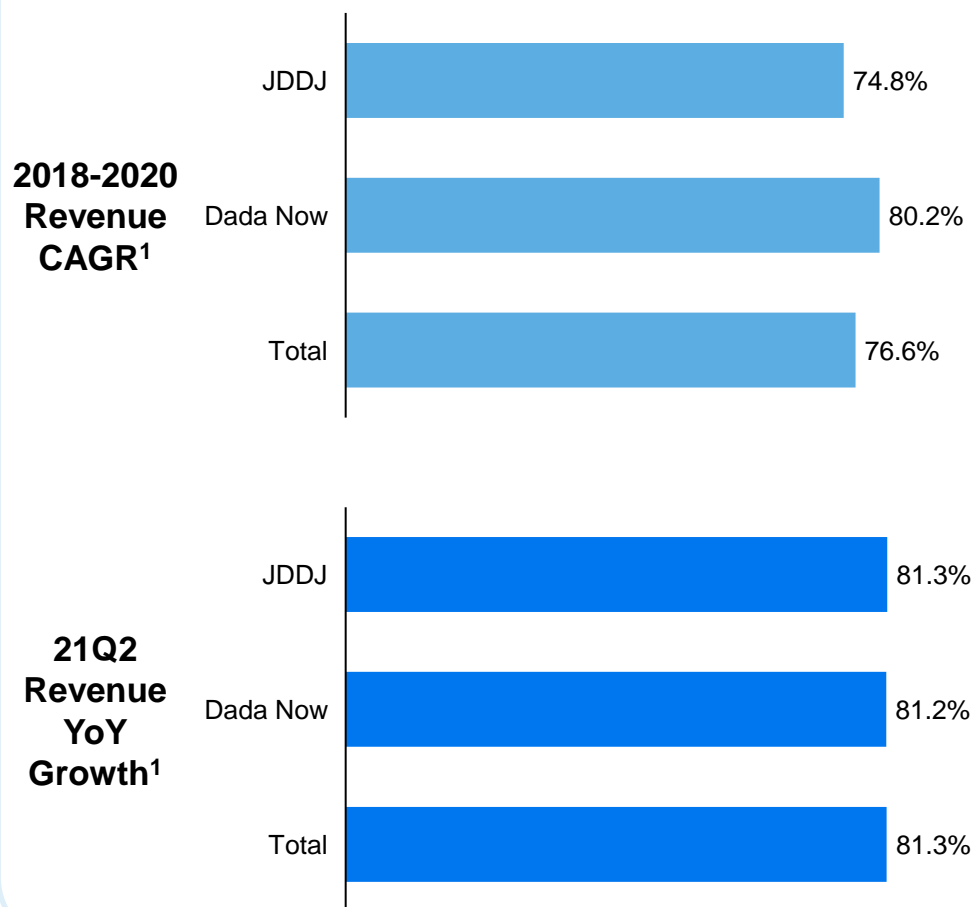
Financial Overview

Strong Revenue Growth Accompanied by Enhanced Operating Efficiency

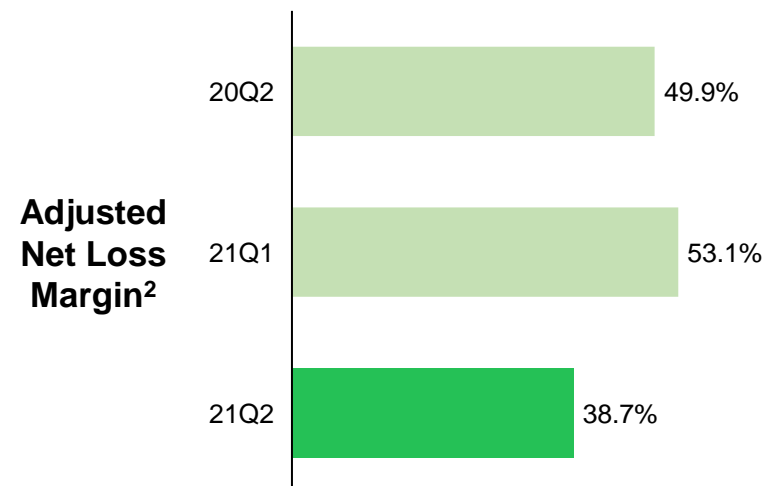


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Accelerating Revenue Growth



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.

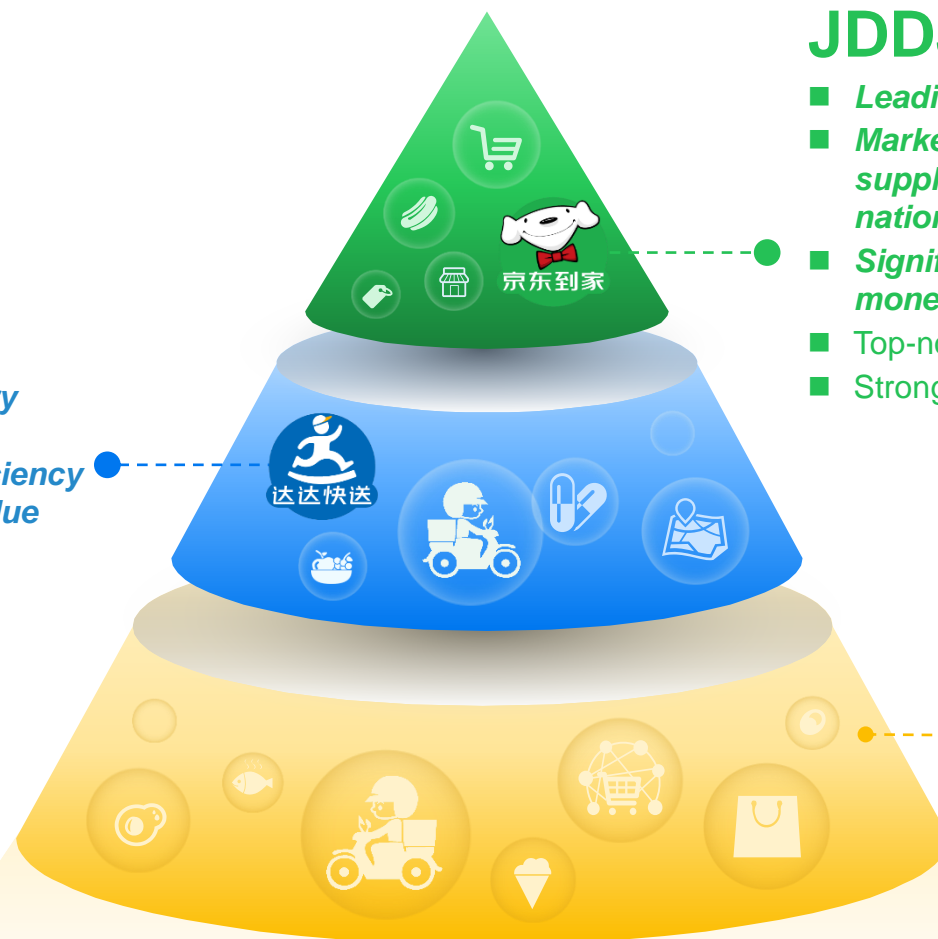
Why Dada?



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Dada Now

- Largest open on-demand delivery platform nationwide²
- Technology-driven superior efficiency
- High entry barriers + scarcity value
- Profitability with track record



JDDJ

- Leading position in the market¹
- 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 Market³

Notes:

1. One of China's largest local on-demand retail platforms by GMV in 2020 according to iResearch.

2. By number of orders in 2020, according to the iResearch Report.

3. According to iResearch.