



# Dada Nexus

## Investor Presentation

Mar 2024



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## Company Overview

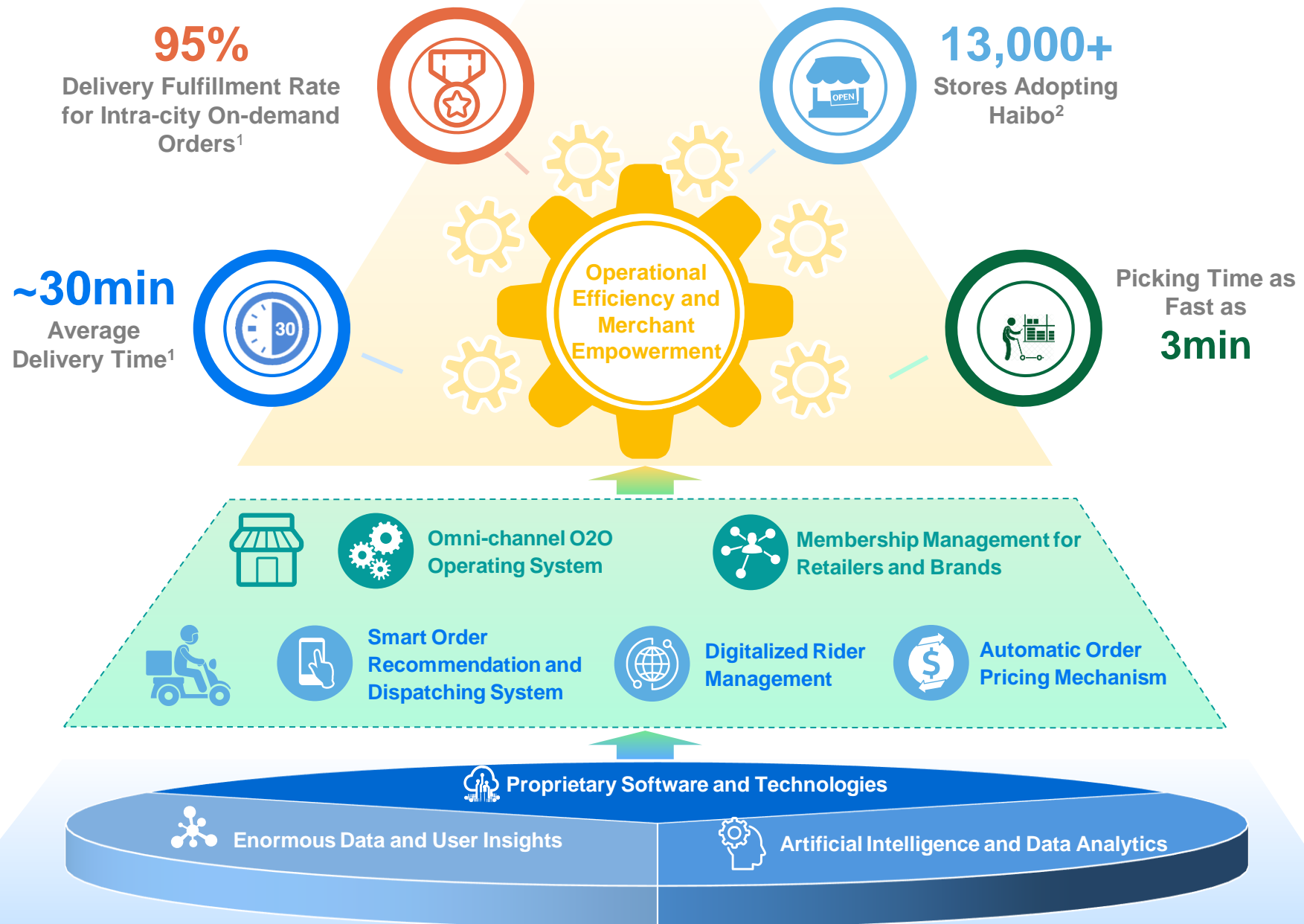
# Our Mission and Platforms



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# Technology is Core to Our Platform



Notes:  
1. In the fourth quarter of 2023.  
2. As of December 31, 2023.

# Mutually Beneficial Collaboration with Our Reputable Strategic Partners and Shareholders



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



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DADA GROUP



JD.com leverages Shop Now to:

- ✓ Enrich both product offerings and delivery options
- ✓ Meet consumers' evolving demands and provide a better shopping experience
- ✓ Improve operating efficiency leveraging omni-channel fulfillment



- On-demand retail within JD.com powered by Dada Group

## JD Shop Now

- Available in search results, Xiaoshida tab, recommendation feeds of JD App, etc.



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Dada Group supports Shop Now by:

- ✓ Fulfilling all needs of local on-demand retail and delivery on JD
- ✓ Increasing penetration rate among JD's vast user base across categories



**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

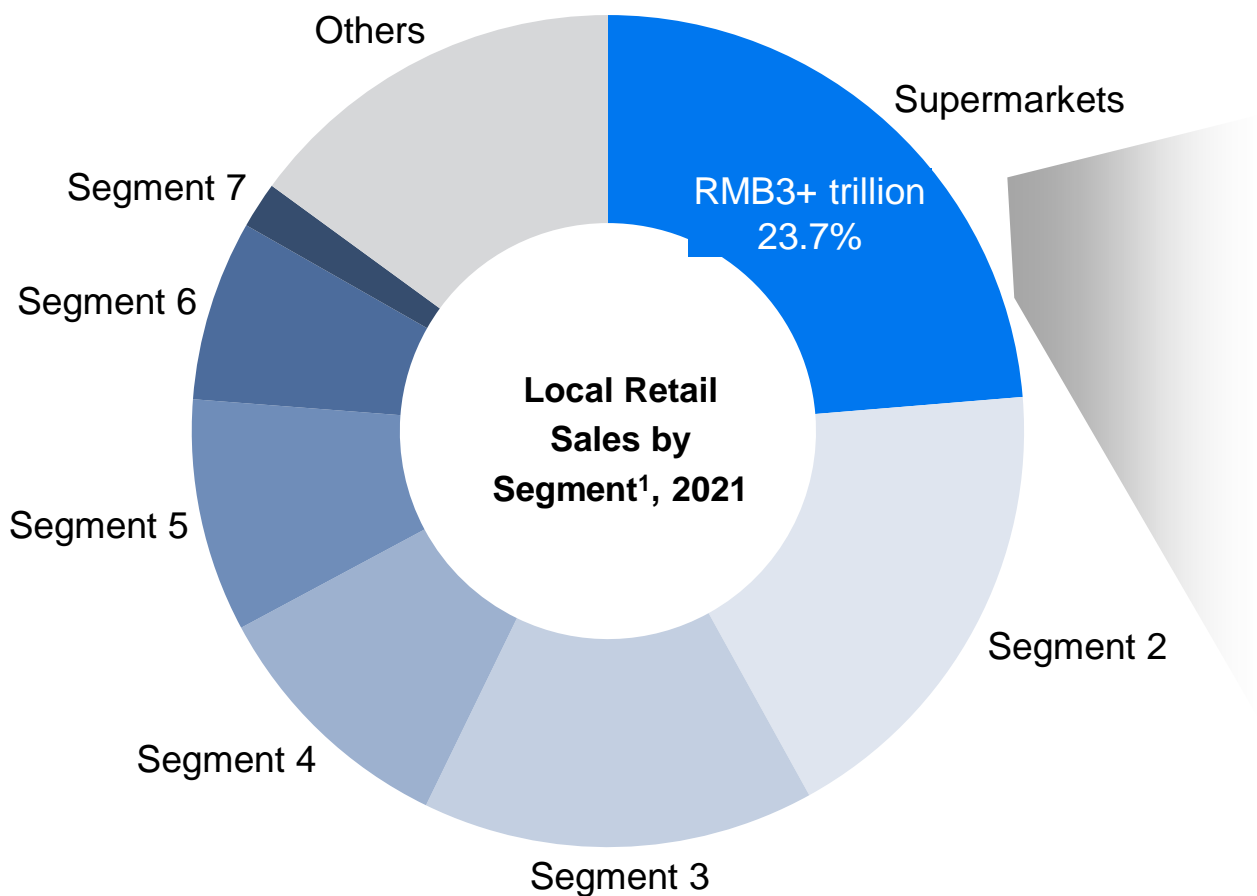


# Supermarket - Largest Local Retail Segment With Fast Growing O2O Penetration

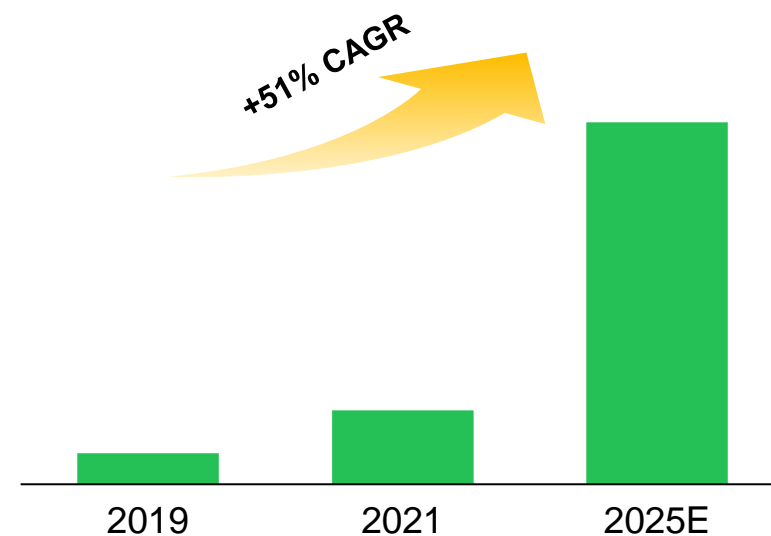


I With annual sales over RMB3 trillion, supermarket remains the largest segment for local retail

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



■ O2O GMV generated by platform model in supermarket segment



Source: iResearch.

Notes:

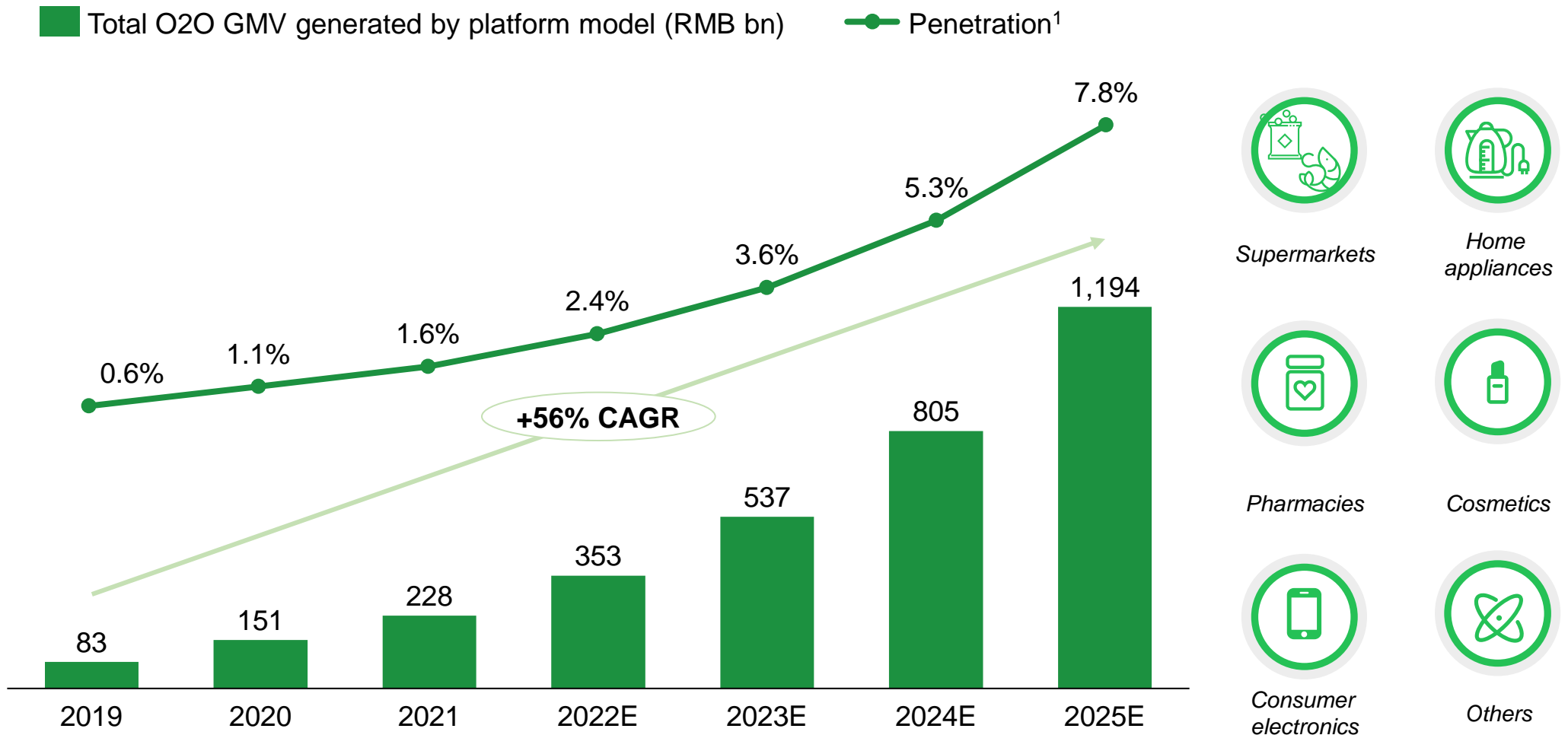
1. Local retail sales do not include sales from categories such as automobile and building materials. Segment 2 refers to Apparel and Personal Care Stores; Segment 3 refers to Food, Beverage and Tobacco Stores; Segment 4 refers to Drug Stores; Segment 5 refers to Consumer Electronics and Appliance Stores;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

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



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

Open Platform with Diversified Order Sources

**8x**  
**Robust Growth**  
Number of Merchants and Individual Senders in 2023 vs 2017



Food Delivery Platforms

Other Third-party Delivery Platforms



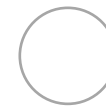
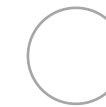
Flexibility Arising from Crowdsourcing Platform

**3x**  
**High Scalability**  
Orders in Peak Day Compared with Average<sup>1</sup>



Integrated Fulfillment Solutions

- ✓ Warehouse management
- ✓ In-store picking
- ✓ On-demand delivery

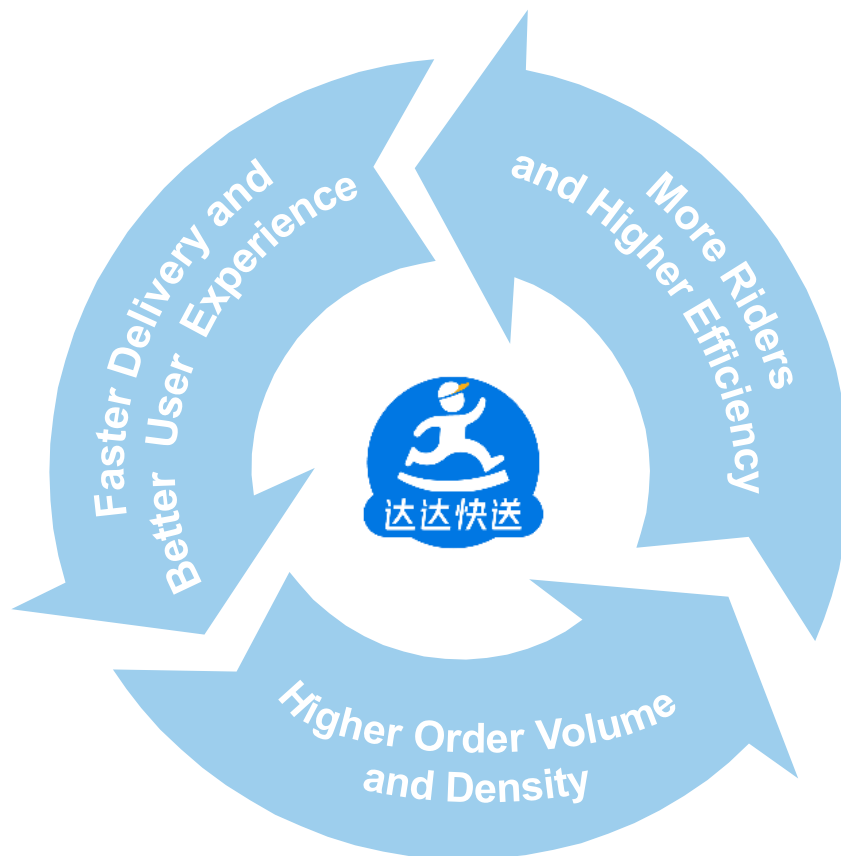


Notes:  
1. Total orders delivered on the peak day during 2023 was 3 times of average daily order volume in the same period.

## 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



**93 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**"

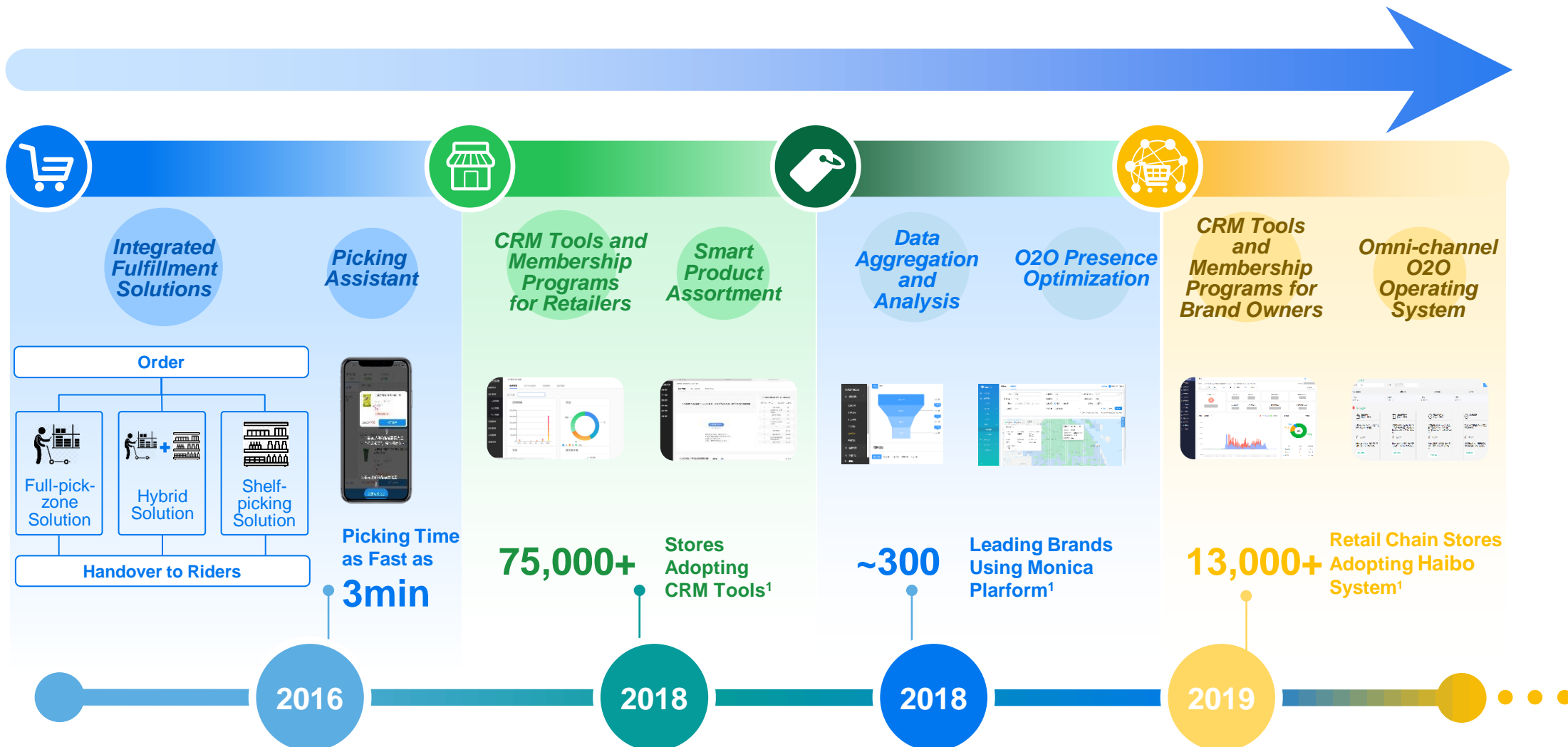


Anne Tse, PepsiCo Foods Greater  
China SVP and GM

"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



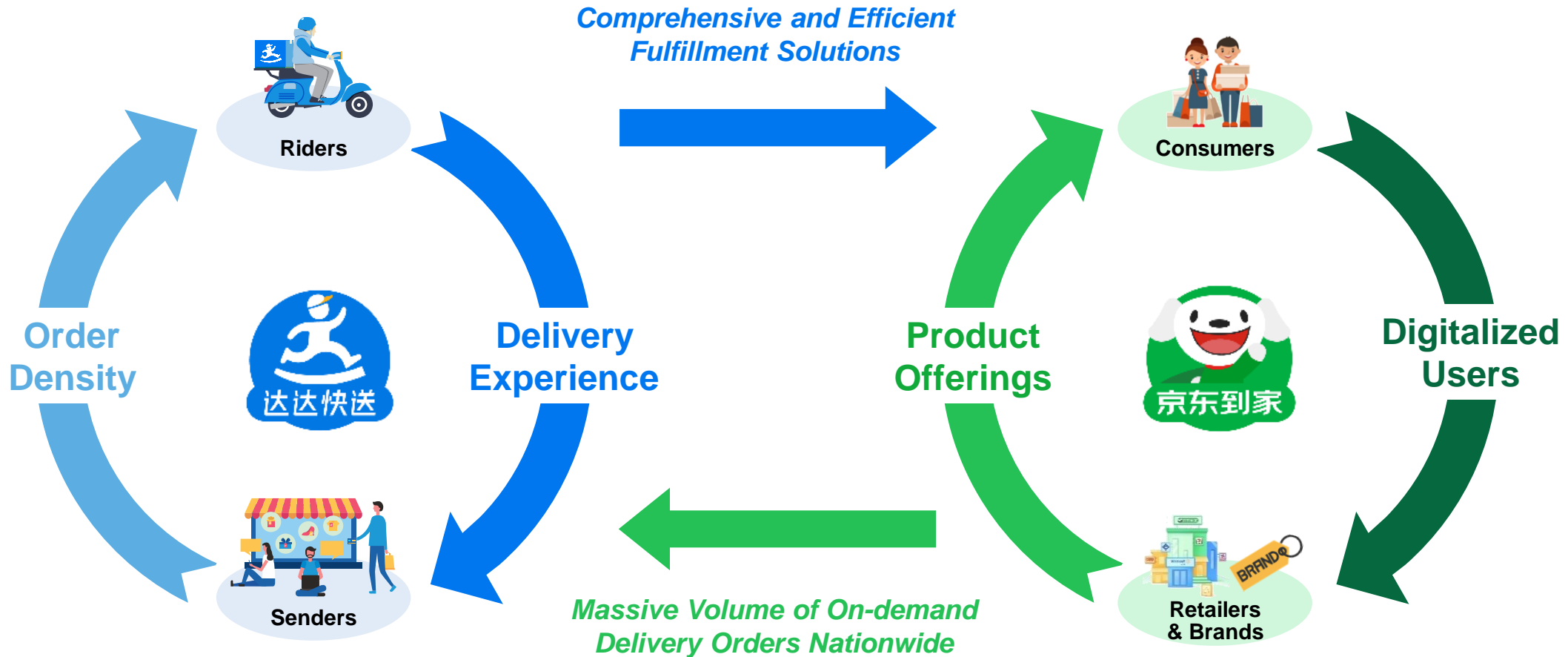
Note:  
1. As of Dec 31, 2023.

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



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# Proven and Visionary Management Team Supported by Professional and Experienced Board Members



Bing Fu

*Interim President*

**JDL 京东物流**  
(Previous)



Henry Mao

*CFO*

**pwc**  
(Previous)



Ian Shan

*Chairman*

**JD.COM**  
(Current)



Christina  
Xiaojing Zhu

*Director*

**Walmart  
沃尔玛**  
(Current)



Baohong Sun

*Independent  
Director*

**CKGSB  
长江商学院**  
(Current)



Laura Butler

*Independent  
Director*

**pwc**  
(Previous)

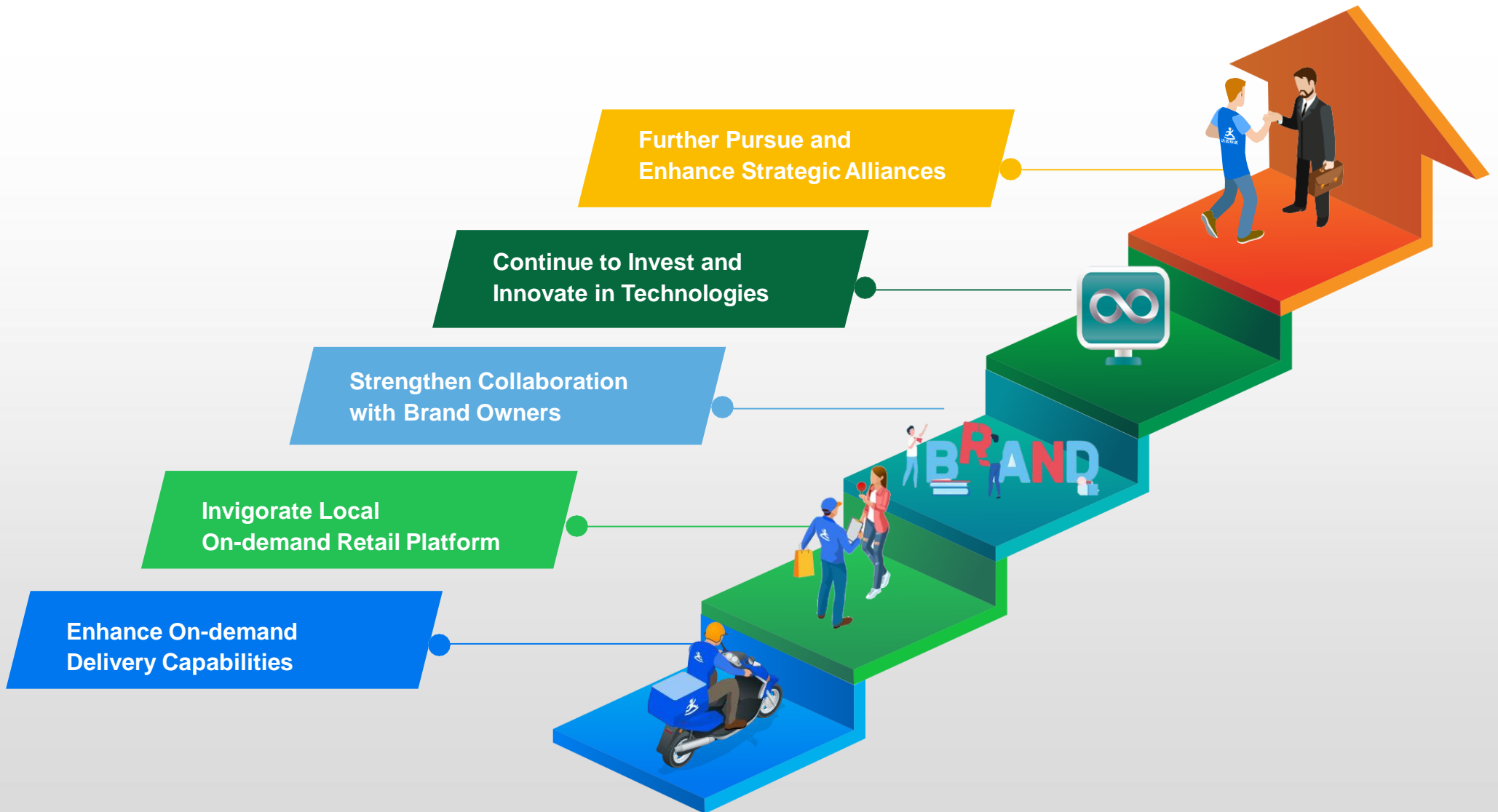


Jian Han

*Independent  
Director*

**CEIBS**  
(Current)

# Our Growth Strategies





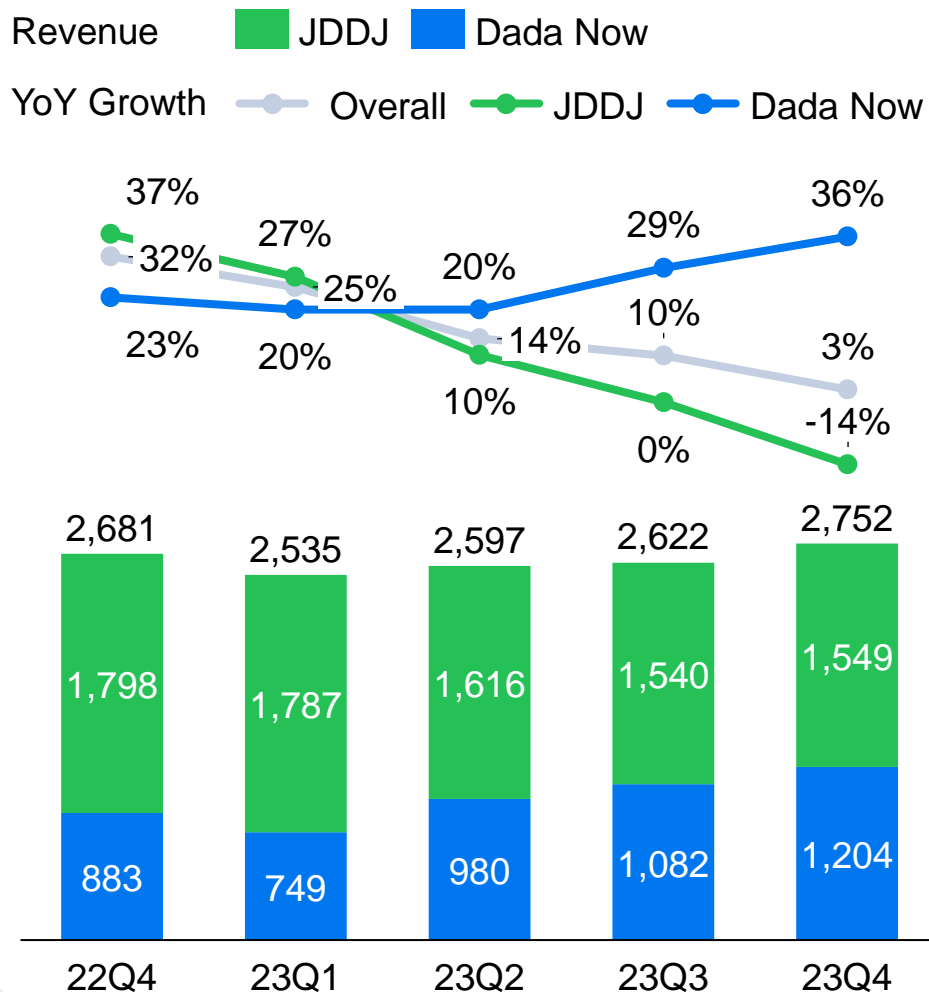
## Financial Overview

# Revenue growth impacted by weak demand for JDDJ; Profitability continued to improve YoY

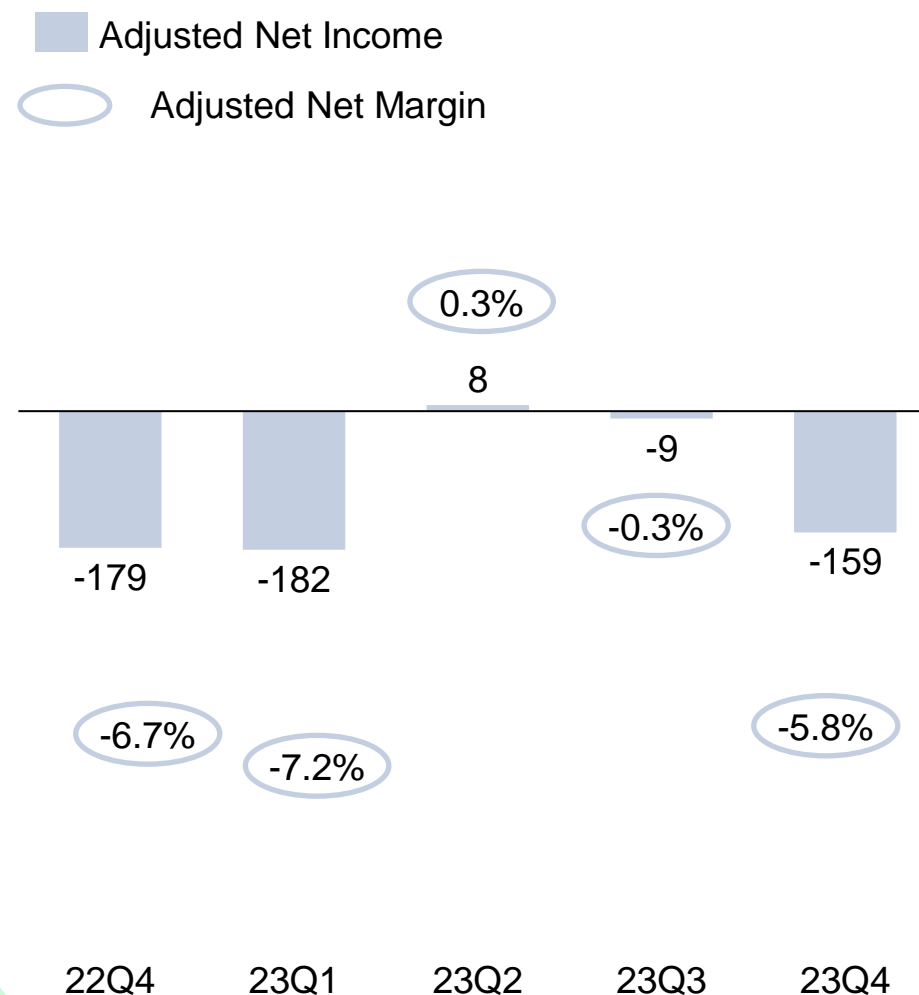


RMB mn

## Revenue growth slowed down due to weak demand for JDDJ while Dada Now was relatively resilient



## Efficiency improvement in subsidy led to continuous YoY margin expansion



Note:

1. Revenues and YoY growth rates in 23Q1, 23Q2 and 23Q3 are restated ones.

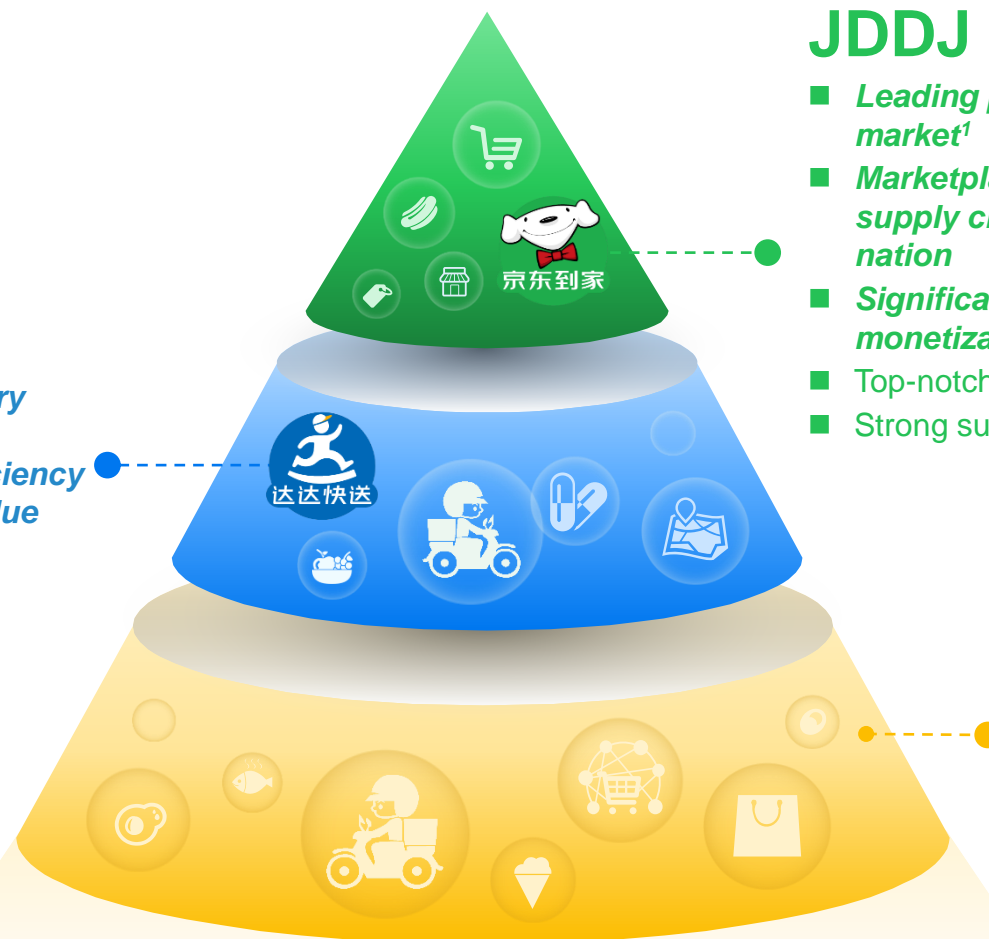
# Why Dada?



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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.