



Dada Nexus

Investor Presentation

August 2020



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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, 2020.
2. In March 2020.

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

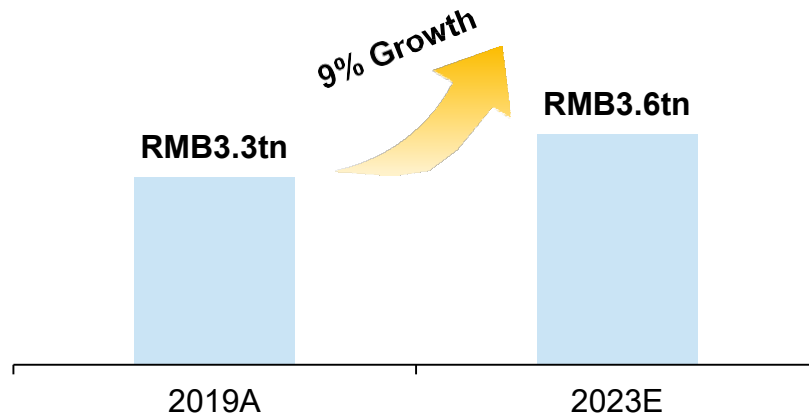


Supermarket – Largest Local Retail Segment Driven by Rising O2O Penetration



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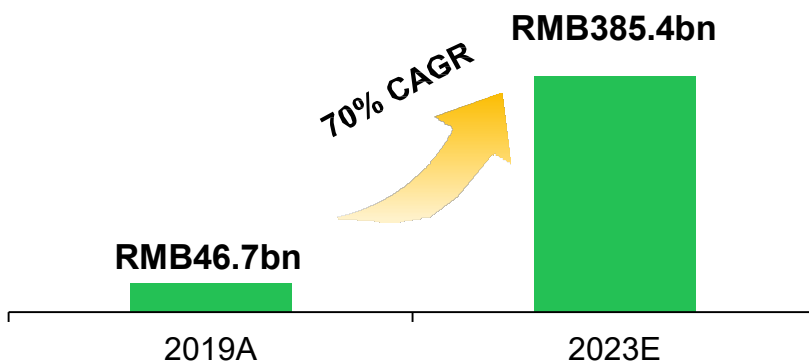
China Supermarket Retail Sales



China Supermarket Local On-demand Retail Platform
Market Share²



China Supermarket Local
On-demand Retail GMV



Supermarket O2O
Penetration¹

Year	Penetration (%)
2019A	1.4%
2023E	10.6%

Source: iResearch.

Notes:

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

2. Represents market share of supermarket local on-demand retail platforms in terms of GMV in 2019, excluding self-operated supermarket local on-demand retail players, as percentage of total market size of China supermarket.

Evolving Consumer Demand



Convenience



Fast Fulfillment

Merchant Empowerment



On-demand Delivery



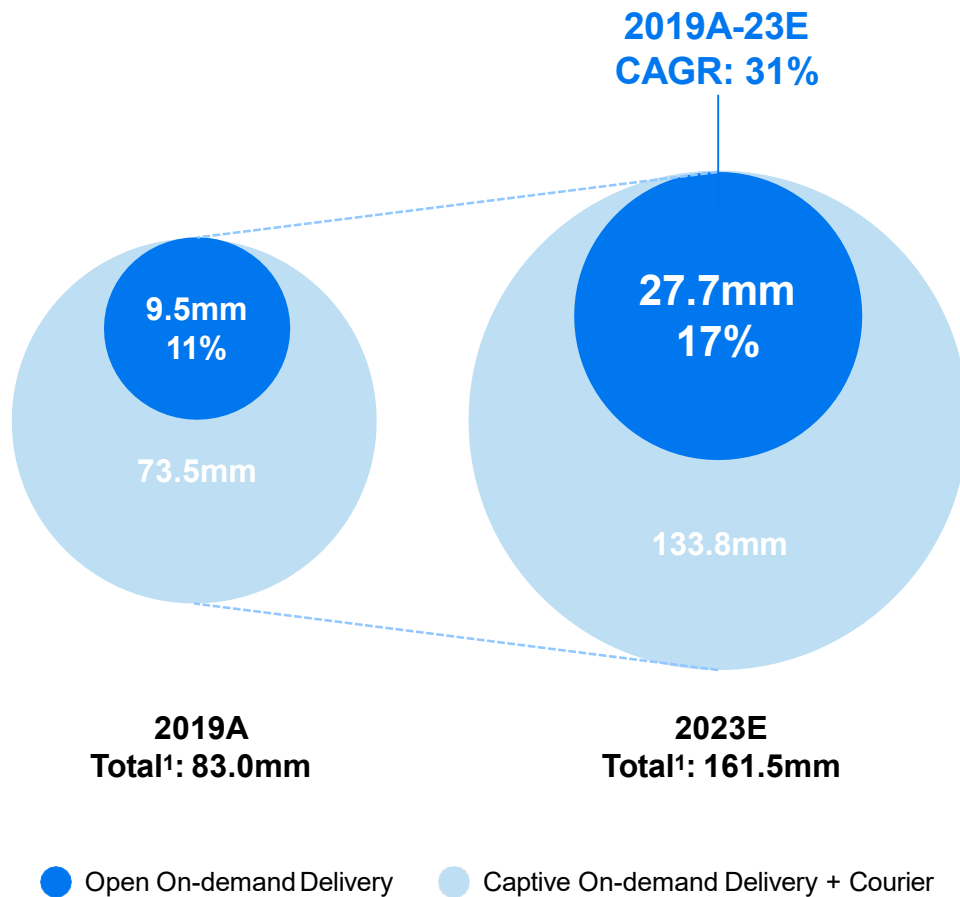
Store Digitalization

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

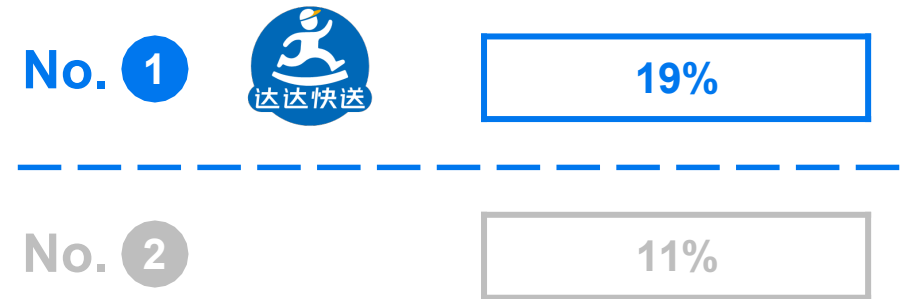


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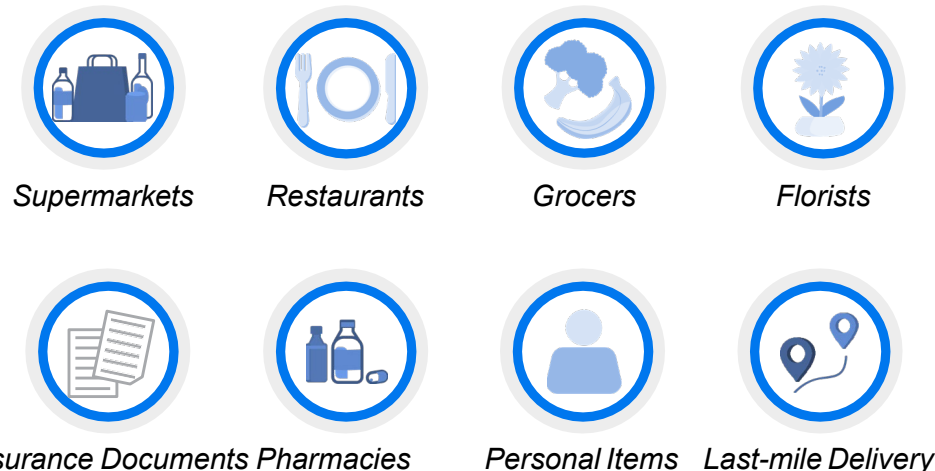
China Local Delivery Average Daily Orders



China Open On-demand Delivery Platform Market Share²



Diversified Order Sources for Open On-demand Delivery



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 order volume in 2019



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

~4x

Robust Growth

Number of Merchants and Individual Senders During 2019 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 the full year of 2019 was more than 4 times of average daily order volume in the same period of time.

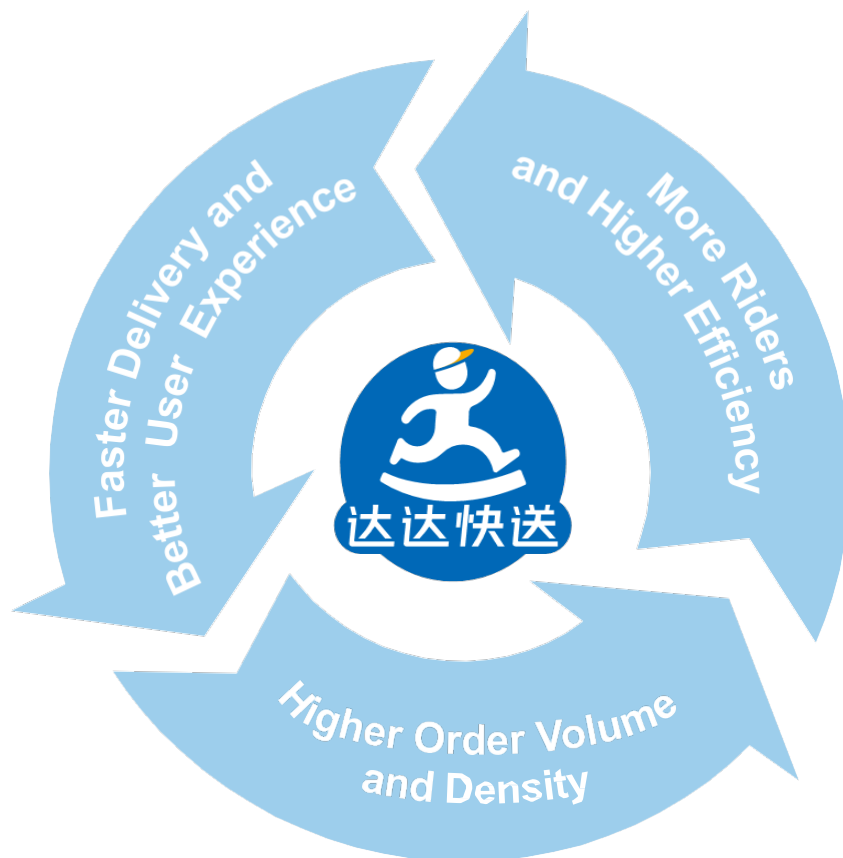
2. Intra-city delivery orders delivered in the peak hour in the peak day for the full year of 2019 exceeded more than 10 times of the average hourly order volume in the same period.

3. In March 2020.

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



7 of Top 10
60 of Top 100

Supermarket Chains¹ and
Other Leading Retail Chains



Key Growth Engine for Retailers and Brand Owners



Wern Yuen Tan, 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

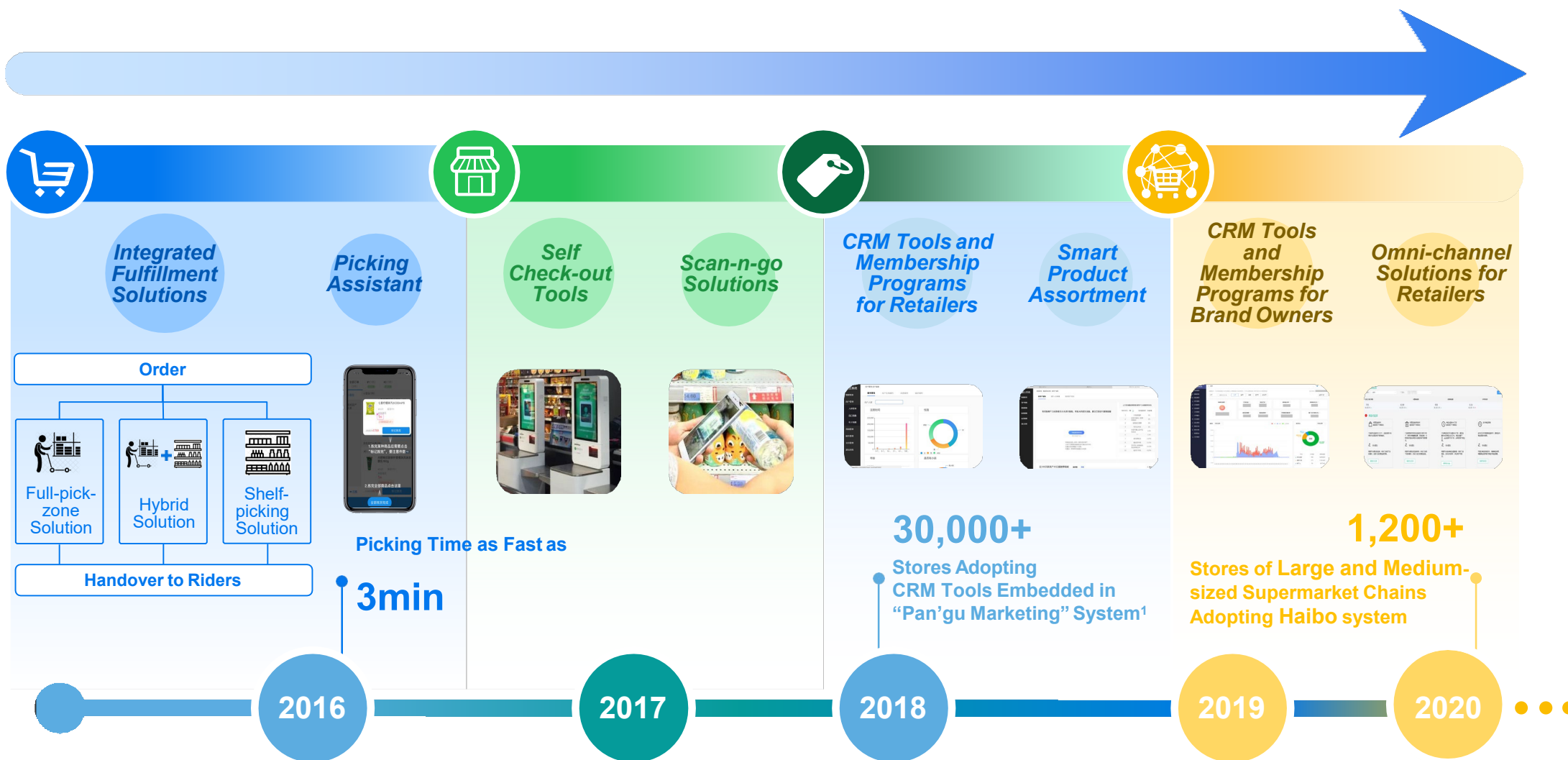
"JDDJ has become one of our **fastest growing sales channels** among all platforms we worked with in China"

Notes:

1. Top 100 supermarket chains as from China Chain Store & Franchise Association.

2. In 2019.

Evolving Empowerment Capabilities Fueling Growth of Retailers and Brands



Note:

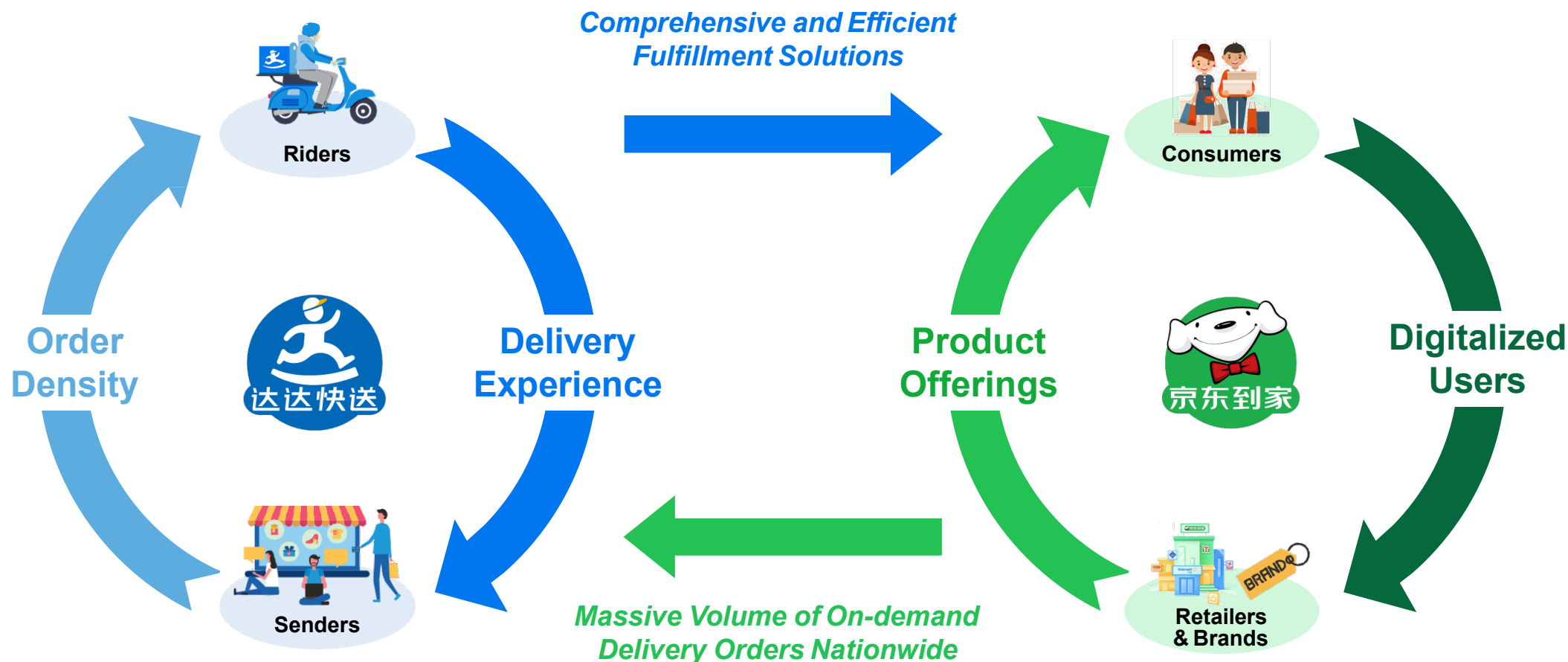
1. As of June 30, 2020.

5

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



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Proven and Visionary Management Team with Commitment to Technology Innovation



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Philip Kuai

Founder
Chairman
CEO



McKinsey
& Company

ORACLE

易传媒
AdChina.com

安居客



Jun Yang

Co-Founder
Director
CTO



Google

facebook

Square



Beck Chen

CFO



Deloitte

拉手网
Lashou.com

BAO ZUN



Lei Xu

Director



Zhenhui Wang

Director



Sandy Ran Xu

Director



Christina
Xiaojing Zhu

Director



Kui Zhou

Director

SEQUOIA



Bonnie
Yi Zhang

Independent
Director



Baohong Sun

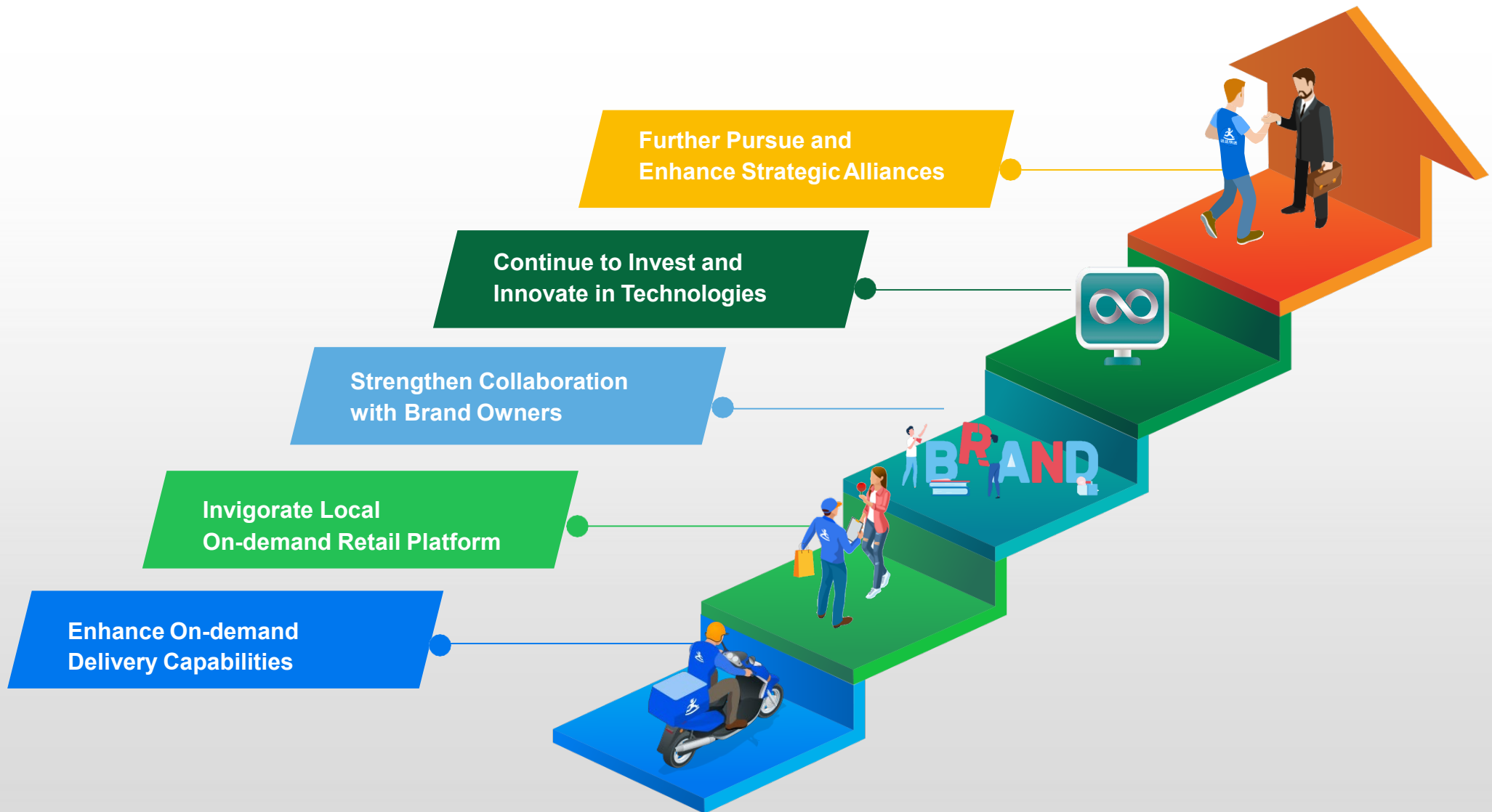
Independent
Director



Our Growth Strategies



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Financial Overview

Robust Revenue Growth Driven by Dual Engines



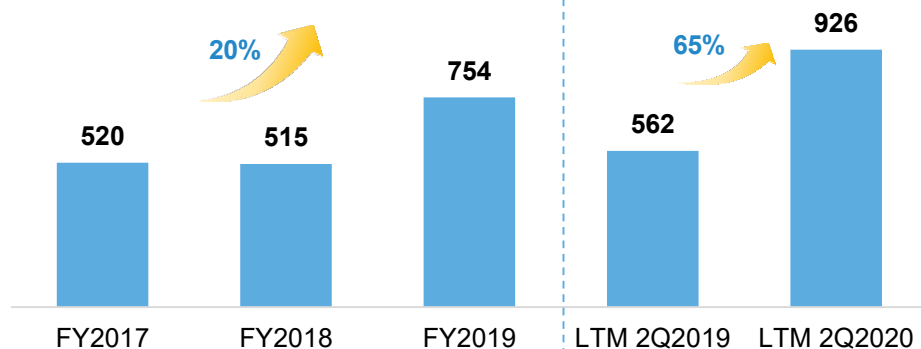
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Dada Now - Rising Number of Orders Delivered

(mm)

2017-2019 CAGR:

YoY Growth:

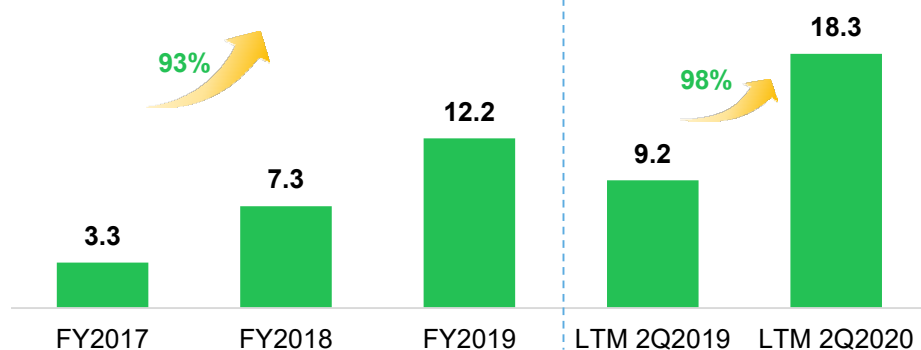


JDDJ - Rapidly Increasing GMV

(RMB bn)

2017-2019 CAGR:

YoY Growth:



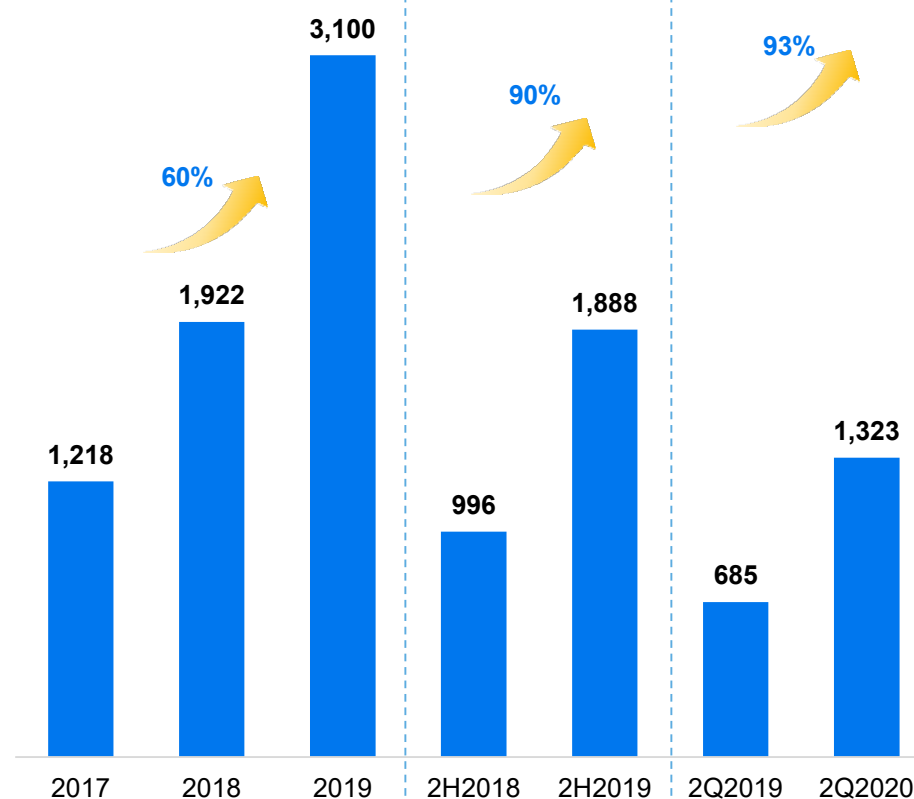
Robust Revenue Growth

(RMB mm)

2017-2019
CAGR:

2H2018-2H2019
YoY Growth:

Q2 2019-Q2 2020
YoY Growth:



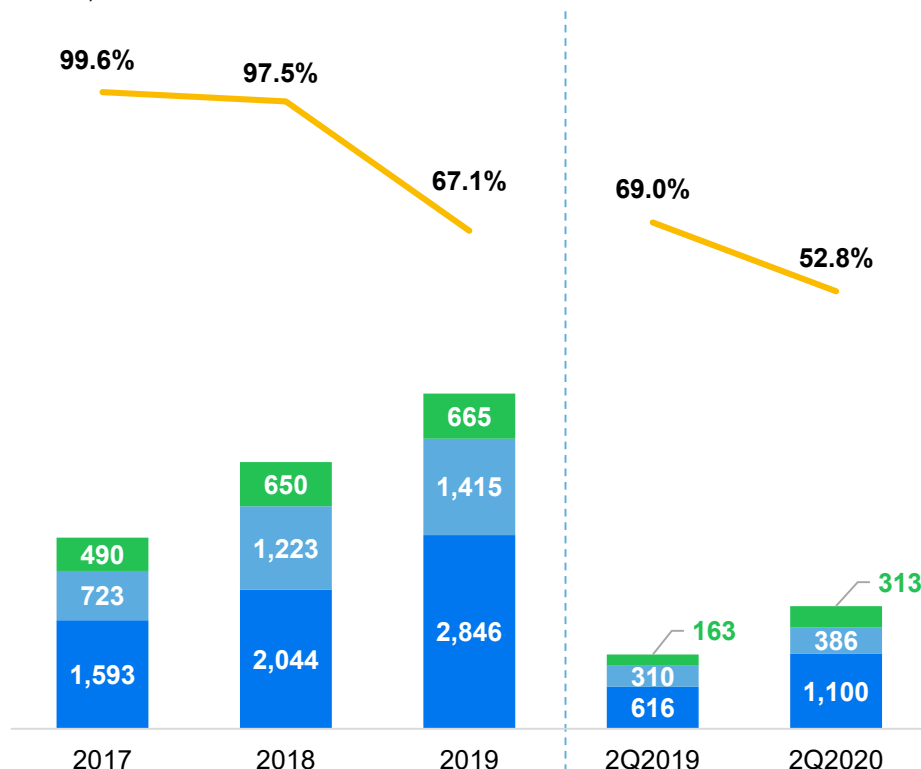
Improved Operating Efficiency Leading to Reducing Adjusted Net Loss



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Breakdown of Costs and Expenses

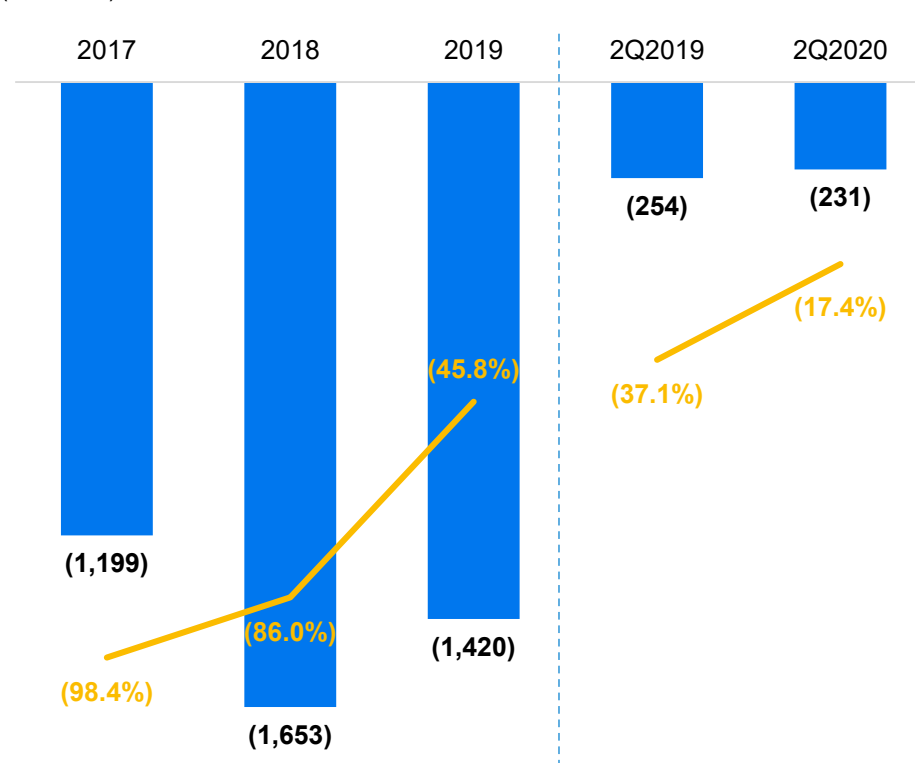
(RMB mm)



- Operations and support¹ ■ Selling and marketing²
- G&A, R&D, and other operating expenses
- S&M, G&A, R&D, and other operating expenses as % of revenue

Adjusted Net Loss³

(RMB mm)



- Adjusted net loss — Adjusted net margin

Notes:

1. Operations and support costs primarily consist of (i) remuneration and incentives paid to riders for delivering orders, (ii) expenses charged by outsourced delivery agencies, (iii) transaction fees charged by payment channels, (iv) expenses incurred in providing customer and rider care services or the service fee charged by external customer service providers, and (v) packaging cost as well as other operations and support costs directly attributed to our principal operations.

2. Selling and marketing expenses consist of consumer incentives, and other selling and marketing expenses, which include advertising and marketing expenses and employees payroll.

3. Represents net loss excluding share-based compensation expenses, amortization of intangible assets resulting from business acquisitions and tax benefit from amortization of such intangible assets.

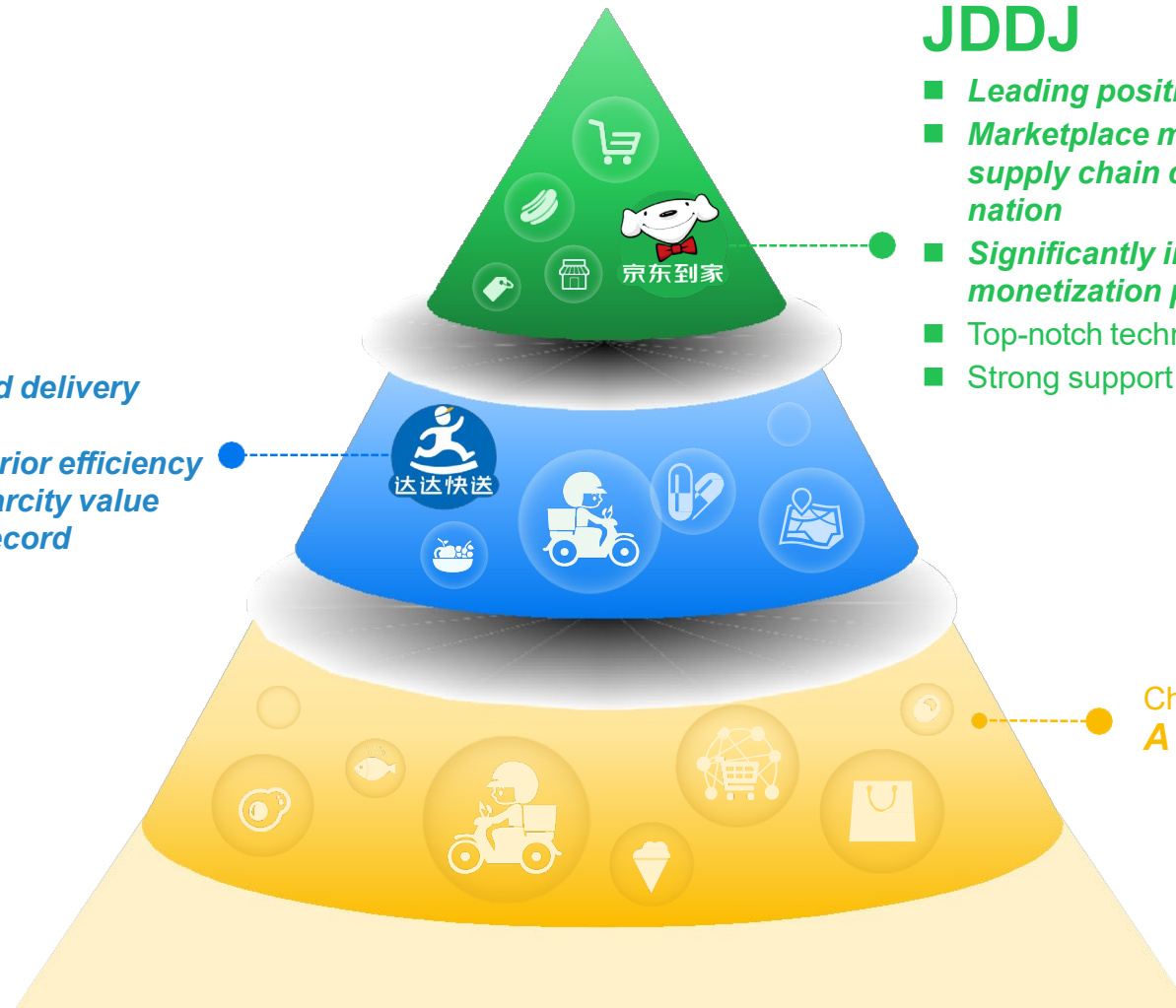
Why Dada?



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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 2019 according to iResearch.

2. By number of orders in 2019, according to the iResearch Report.

3. According to iResearch.