DIGITAL MEDIA TECHNOLOGY & WINE SERIES

E-COMMERCE: BREAKING DOWN THE GREAT (E-)WALL OF CHINA (YesMyWine)
#vinitaly2013
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• Janet Wang, Head of International Business Development, Tmall (Alibaba Group)
• Naran Andreyev, CEO, M1nt Cellars
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YESMYWINE & WINE E-COMMERCE

NEW CHANCE IN CHINA

Mar. 2013
About Yesmywine.com

As the Largest online wine retailer in China, Yesmywine is dedicated to deliver quality products and lifestyle to middle-class families in China

- **No.1** online wine retailer in China with dominant market share over 60%;

- **No.3** among all import wine retailers, just behind Carrefour and Metro AG, with peak sales volume **120,000 BOTTLE/DAY**

- Nearly 6 Million registered members, operating the largest online wine forum ijiujiao.com, a twitter-like wine-topic SNS;

- Over **200%** y-o-y revenue growth since 2009

- **5,000+** varieties of value-for-money wines from all over the world, **800+** varieties are imported by Yesmywine

- Nationwide warehouse and delivering network with temperature control
Milestones

1. Jun. 5th 2008 Yesmywine established

2. Dec. 2008 190,000 registered members Monthly revenue reached 900,000 RMB


4. June. 2010 Series B financing closing with 10M USD

5. Dec. 2010 Monthly revenue over 10M RMB

6. May 2011 Series C financing closing with 40M USD

7. Jun. 2011 HK office opened and HK website launched


9. Nov. 11th 2012 daily sales over 120,000 bottles

10. 2012 annual revenue 400M RMB, #3 wine retailer and top 13 wine importer in China
Members

Ordinary

Aged 25-45

5.8M registered members
1.6M consumers
and 600,000 VIP members,
typical middle to high-end
consumers in China
Product

- Provide abundant product choice. There are more than 5,000 kinds of wines, spirits and imported food from 13 countries, including France, Italy, Australia, Chile, USA, etc.

- A Shanghai-based local product team covers over 100 local importers to provide selective products with most competitive price.

- A HK Office is established to globally source best value-for-money wine for YMW customers.

- Purchase tailor-made wines from origin wineries for cooperation partners, such as large enterprise, and local wine distributors in 2nd and 3rd tired cities.
Unique selection system selects the killer products.

1st round selection: Define customer preference based on user survey and consumer feedback.

2nd round selection: Internal blind tasting by YMW employees (screen out 50%).

3rd round selection: Sample tasted by randomly selected customers (screen out).

Final: Tasted and rated by experts to make final decision.
Multiple Channels

www.yesmywine.com
covering 5.7M members

Mobile APP
covering 200,000 members
Multiple Channels

Order Hotline :
400-820-8060

50 representatives

Catalogue :
Over 200 outbound call seats take care of 400K VVIP customers
Multiple Channels

Distribution Channels covering 10M+ customers

TV-Shopping Channel:
- TOP1
- TOP2

E-commerce platform:
- TOP1
- TOP2
- TOP3
Cooperation

Chateau Fleur Cardinale
Mr. Dominiq

Les Vins de Vienne
one of the founder: Francois Villard

Thierry Sansot

Vignerons de Bully-Quincié

Vignerons de Bully-Quincié

SIGNE VIGNERON
Philippe Lacondemine
Events

Chateau Palmer VIP dinner
Chateau Cos d'Estournel

17th Nov, 2011, YMW CRO Jared become the first one to drink the new year Beaujolais Nouveau.

"Le Beaujolais Est Arrivé! "Party in 7 major cities of China

Le Cercle Rive Droite de Grands Vins de Bordeaux
Monchhof Dinner Party
Events online events

10K-people Blind tasting
A event to find a WINE STAR which Chinese like most .

- Date: Jun.22 2011
- Participatants: 56,000 ppl from 18 cities across the country.
- Detail:
  - YMW provided 10,000 bottles of 5 different Brands AOC wine for free.
  - More than 56,000 people apply online to participate the blind tasting.
  - 10,000 people received, tasted, rated and set the price of the wine.
  - The best performance AOC turned out to be La Bastide Laurent. 81% customers like this wine and set wine price at 137 RMB.
  - Now, YMW has sold over 180,000 bottles of La Bastide Laurent.
Events

online events

Naming a GCC wine

• Date: July.12 2012

• Participants: 12,000 ppl

• Detail:

– As a GCC wine, Chateau Fleur Cardinale came to China in 2012, eager to get a beautiful, meaningful Chinese name.

– The founder of Chateau Fleur Cardinale is a happy couple, whose great love story and enthusiasm for wine touched all.

– We arranged a NAMING event on our social network platform ijiujiao, collecting 53 names in 7 days.

– After 3-round voting, the name 花妃 got most votes and became the official name of Chateau Fleur Cardinale.
Customer Service

• More than 50 contact staffs to provide customers with professional and high-quality service.

• The customer service team have to pass the WSET Level 1 test, 20% of whom to pass Level 2 test, to assure their professional.

• Service Time 9:00 to 21:00, 7days a week, year round.

• The customer service center receives inquiries, complains and group purchase demands by telephone, network, fax, mail, etc.
Warehouse

4 warehouses with constant temperature and humidity, located in Shanghai, Beijing, Guangzhou and Chengdu, occupy areas almost 20,000 square meter in all.

Storage condition:
• 10-15°C, 70-80% RH. Specialized cellars for high-price fine wine.
• 8-19°C, 60%+ RH. Specialized warehouses for ordinary products wine.
Delivery

Temperature and shake are two key factors that affect wine's quality in the process of storage and deliver. YMW tries the best to reduce the harm to wine, especially on package. YMW uses specialized wine package that has already got patent ZL201030118902.8 and ZL201020130369.1 issued by SIPO. The specialized package is proved to be shatterproof and shakeproof in the process of delivery.
**Strength**
We restructure the supply chain of wine industry

Traditional Wine Store

- Large production wineries
- Middleman with high margins
- Retail store's wall of wine
- Marked up prices and uncertain quality

YESMYWINE.COM

- Artisanal wineries & vineyards
- Unique 4-round selection system just for you
- Backed by the Yesmywine Promise: Satisfaction guaranteed

*Shorten the delivery process, reduce the cost, guarantee the quality.*
Strength  We know what Chinese consumers like

Celebrity  GCC

Heavy wine drinker  LOW PRICE

White collar  BIG BRAND

Good-looking fan  BEAUTY & SWEET
Strength

We know what is the most attractive selling point:

- **HIGH RATES**
- **PRIZE**
- **CELEBRITY RECOMMENDED**
- **BIG PROMOTION**

Master Sommelier
Gerard Basset
Strength

We know how to communicate with our consumers

Acquisition Gap

Prospect

Suspense

Sales Gap

Loyal customer

Sales

Lost customer

Retention Gap

Customer

Optimize transaction

Identify and pursue cross sales potential

Identify “loyalty drivers” and communicate with them

Identify “high risk” customers and avoid run-away
Strength

Besides wine, we also provide wine training.

Yesmywine, authorized by the most powerful wine training institution around world- WSET, become the officially certificated wine training institution.

Around 4,000 people of Mainland China took WSET training in 2012, and more than 400 of them graduated from YMW.

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[Image: WSET Level 1, Level 2, Level 3 certificates]

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小皮 -- 班主任
也买酒首席葡萄酒顾问

[Button: 详细介绍]
More than 100,000 active consumers joined ijiujiao.com, which is a social network attached to YESMYWINE.

On ijiujiao.com, consumers write wine notes and discuss with others, join a knowledge group and share information with each other, arrange gathering online and meet people offline...

YMW provides a platform where consumers can write about wine without conflicts of interest.
Honor

- 2009 Top 100 Consumers' Favourite Website
- 2009 TOP 10 Star Enterprise by E-bussiness Ranking List
- 2010 Best Marketing Award by Online Shopping Commitee
- 2010 Top 100 Innovative Enterprise by China by Entrepreneur
- 2011 Top 100 Innovative Enterprise by China by Entrepreneur
- 2010-2011 The best Marketing Case for Internat Services Awards by Ireserch
- 2011 Glod Award of Wine by China Eastern
- 2011 Most Valuable Business Platform
- 2011 Red Herring Top 100 Asia Winner
- 2011 City Beat 最受媒体欢迎奖
- 2011Most Respectful Enterprise by City Best
- 2012 Best Wine Importer by Ladies commerce
- ......