

# Deliver Beauty Dreams

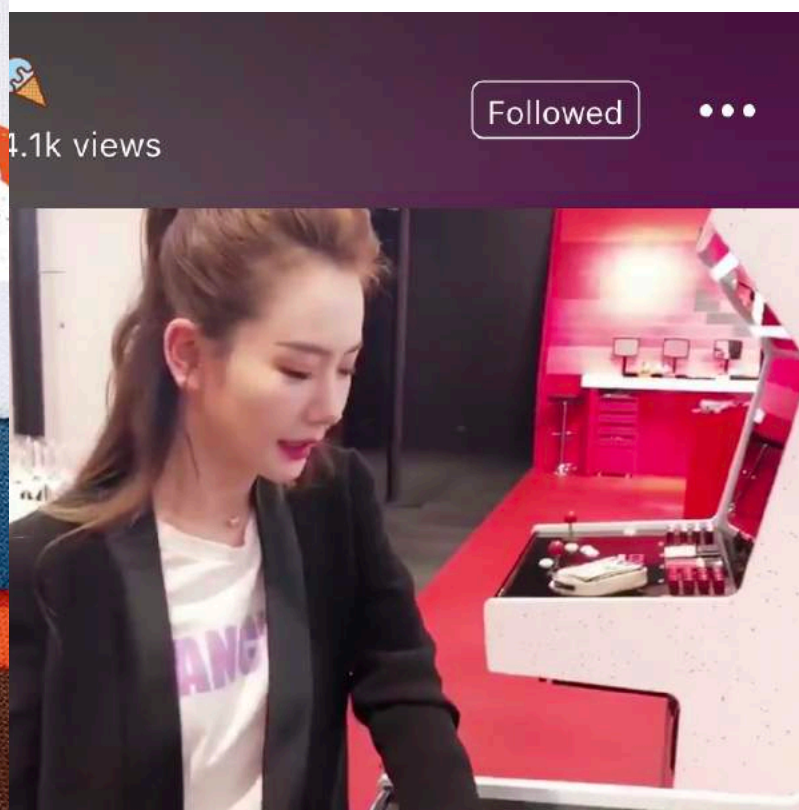
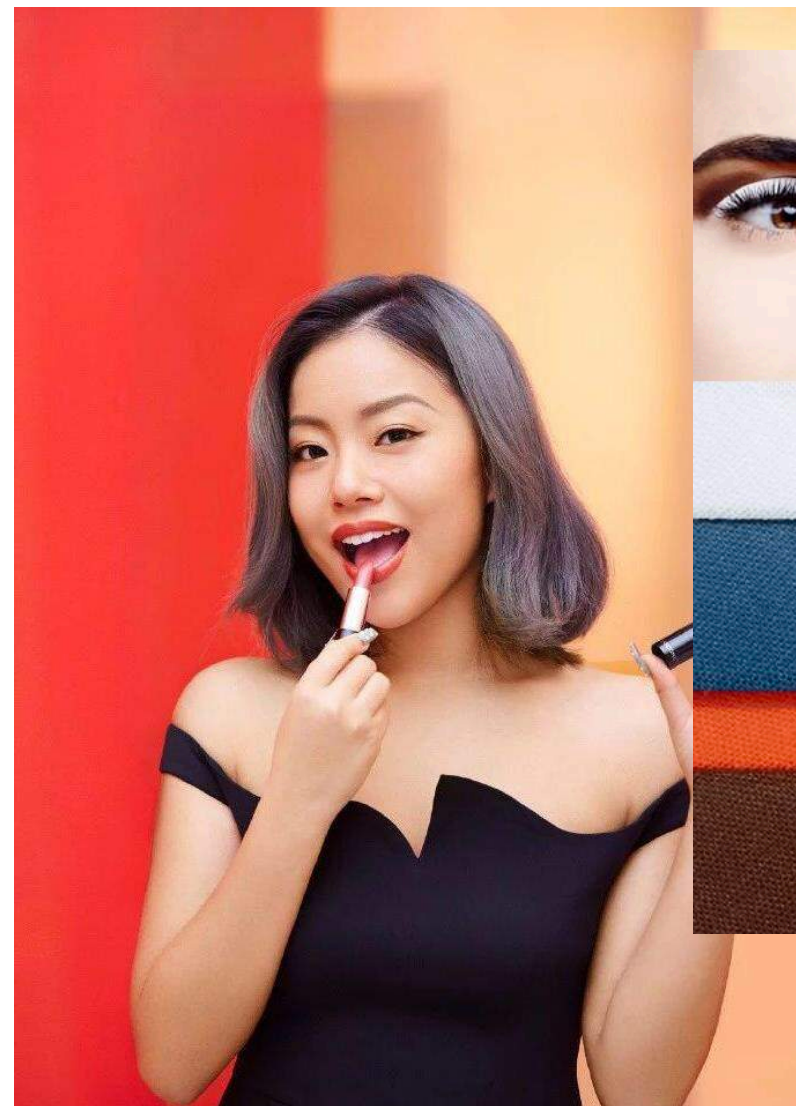
## UCO理念

伴随美妆品牌一同成长

打造美妆产业链中的长期可持续的合作关系





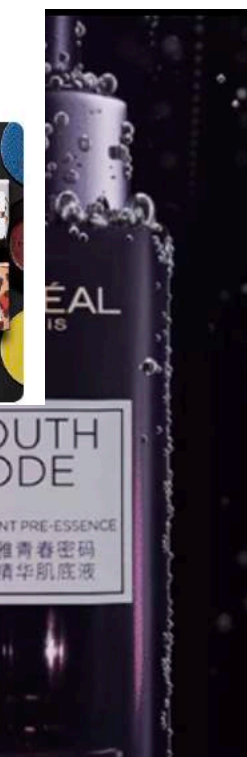


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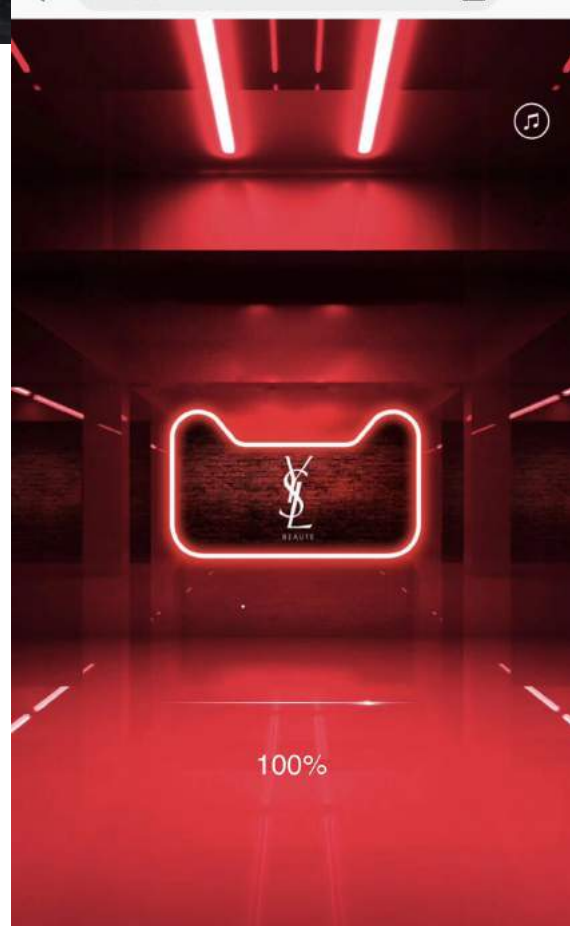
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#戏精眼技王#

#戏精眼技王##互动有礼#

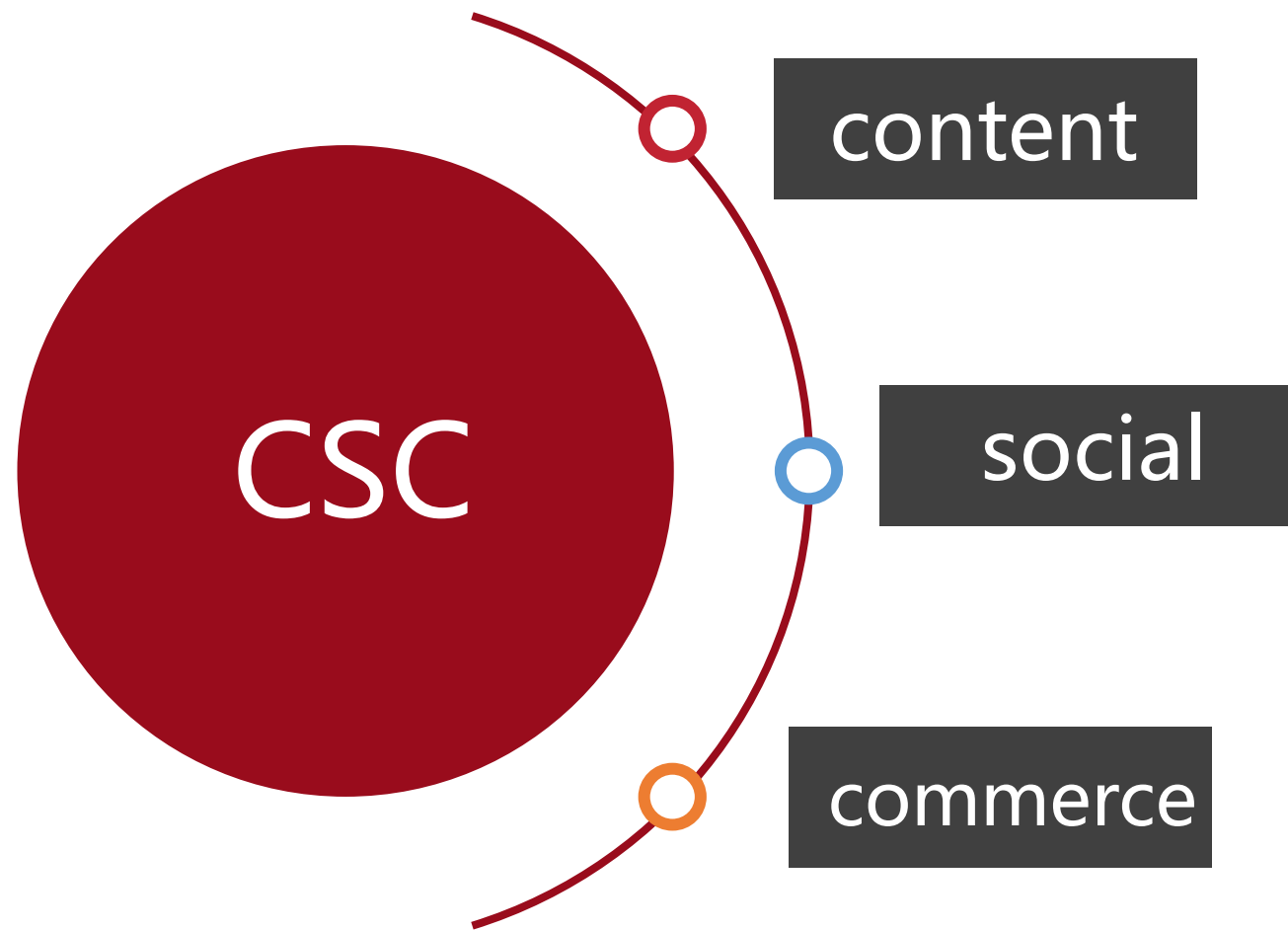








# CSC 是什么



## 内容营销

平台内容抢占 大IP内容背书  
全渠道内容孵化

## 社交传播

病毒营销传播 达人营销传播  
社交互动传播

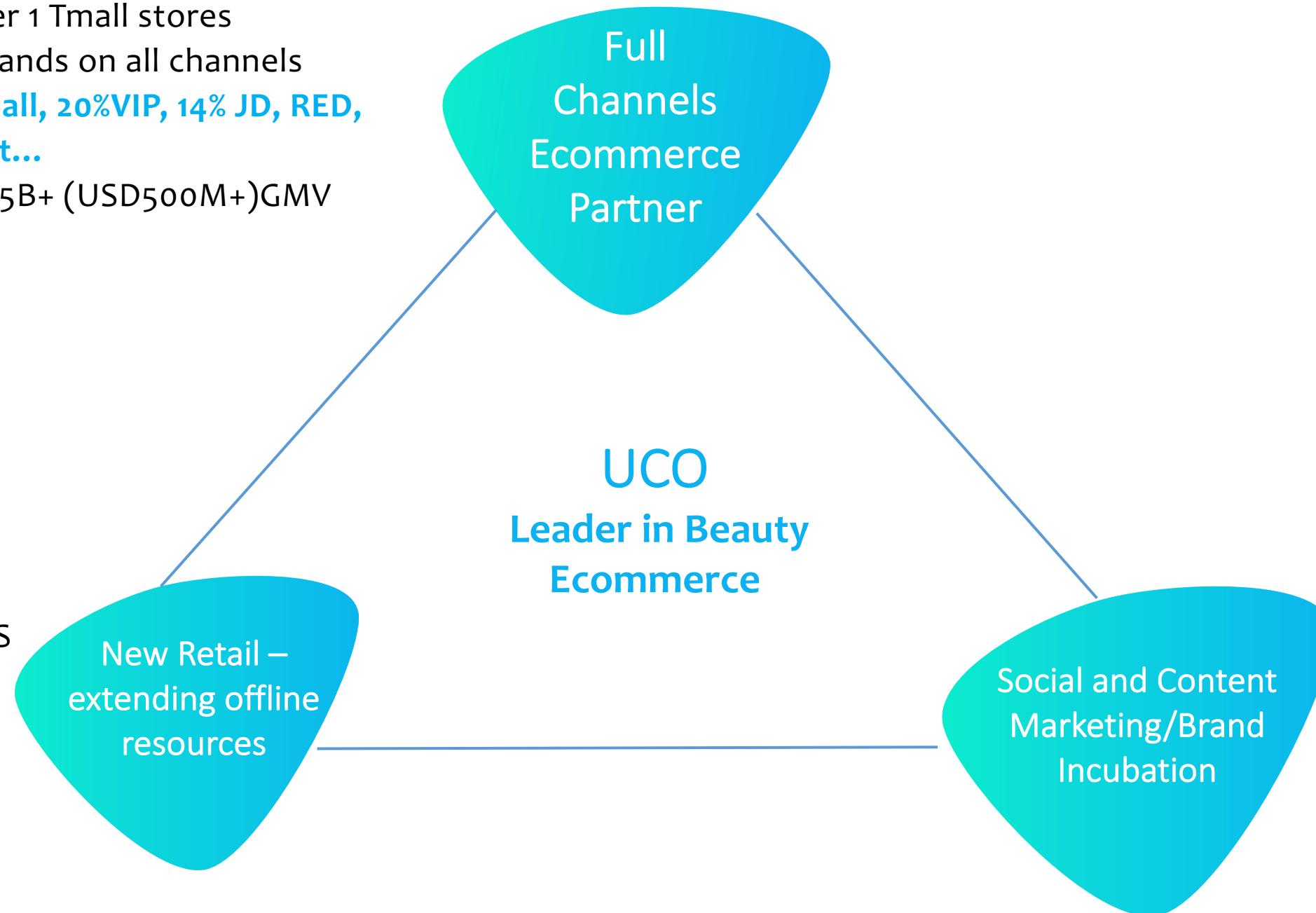
## 商业变现

内容&社交带货  
销售落地

# UCO — Absolute Leader in Beauty Ecommerce

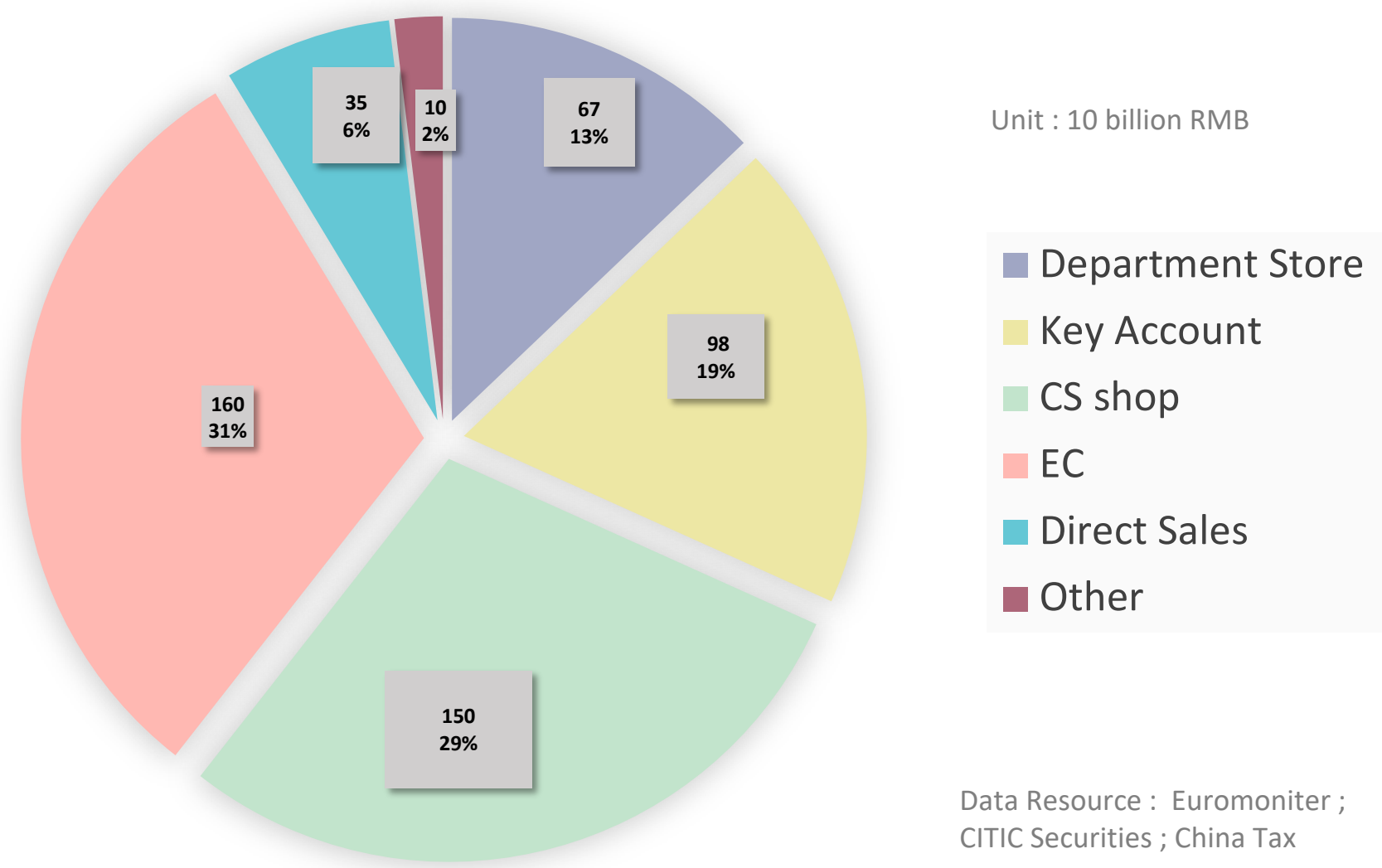
- 20+ Tier 1 Tmall stores
- 40+ Brands on all channels
- 66%Tmall, 20%VIP, 14% JD, RED, wechat...
- RMB3.5B+ (USD500M+)GMV

- Q3 Testing and start 500 CS shops by end 2018
- Covering over 10,000 CS shops in 2 years

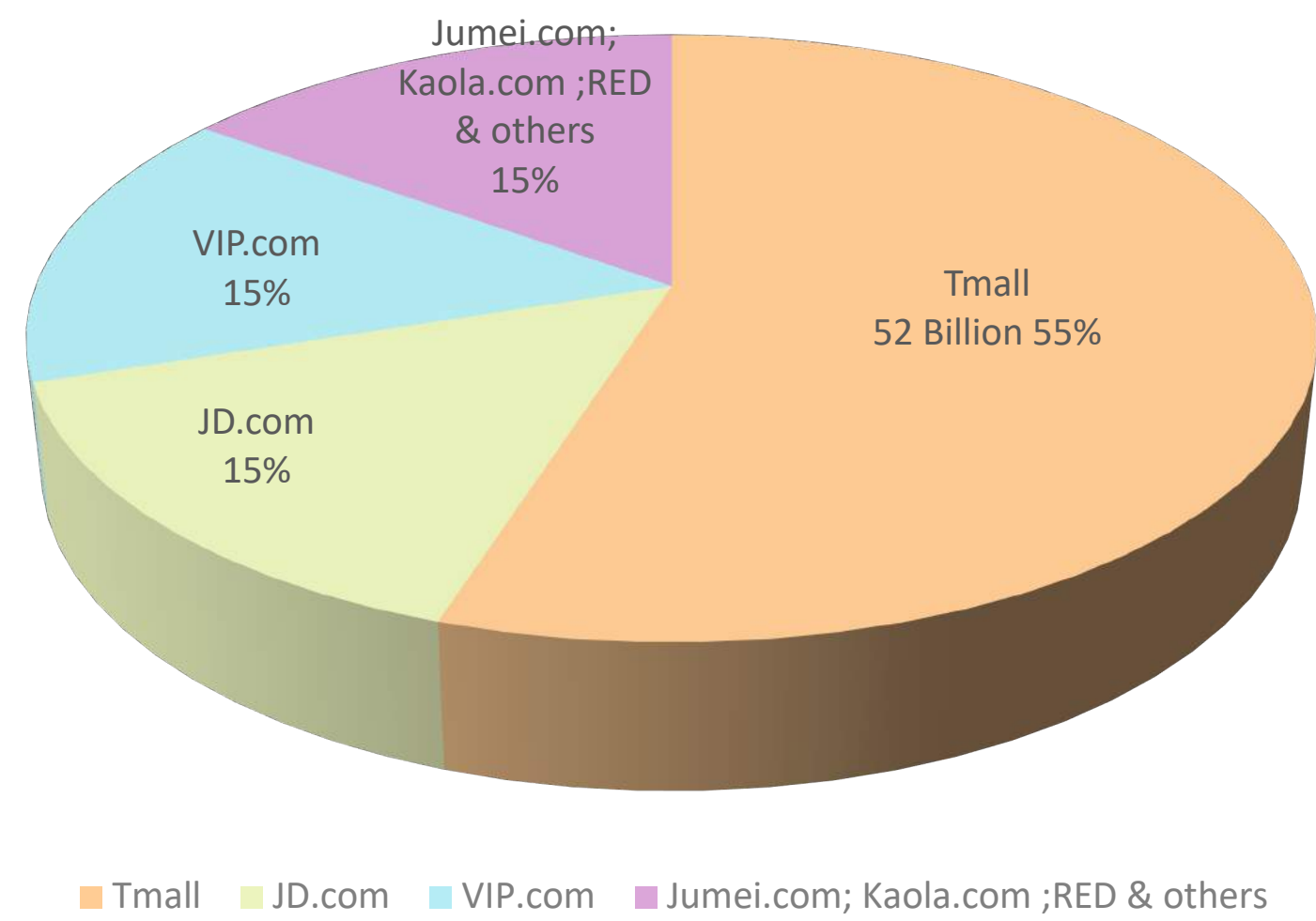


- Brand Incubation via KOL and social marketing
- Social and Content marketing service partner that combines Ecommerce conversion and social index

# 2017 China Beauty Sales by Channel



# China 2017 Beauty EC- B2C Sales by Platform

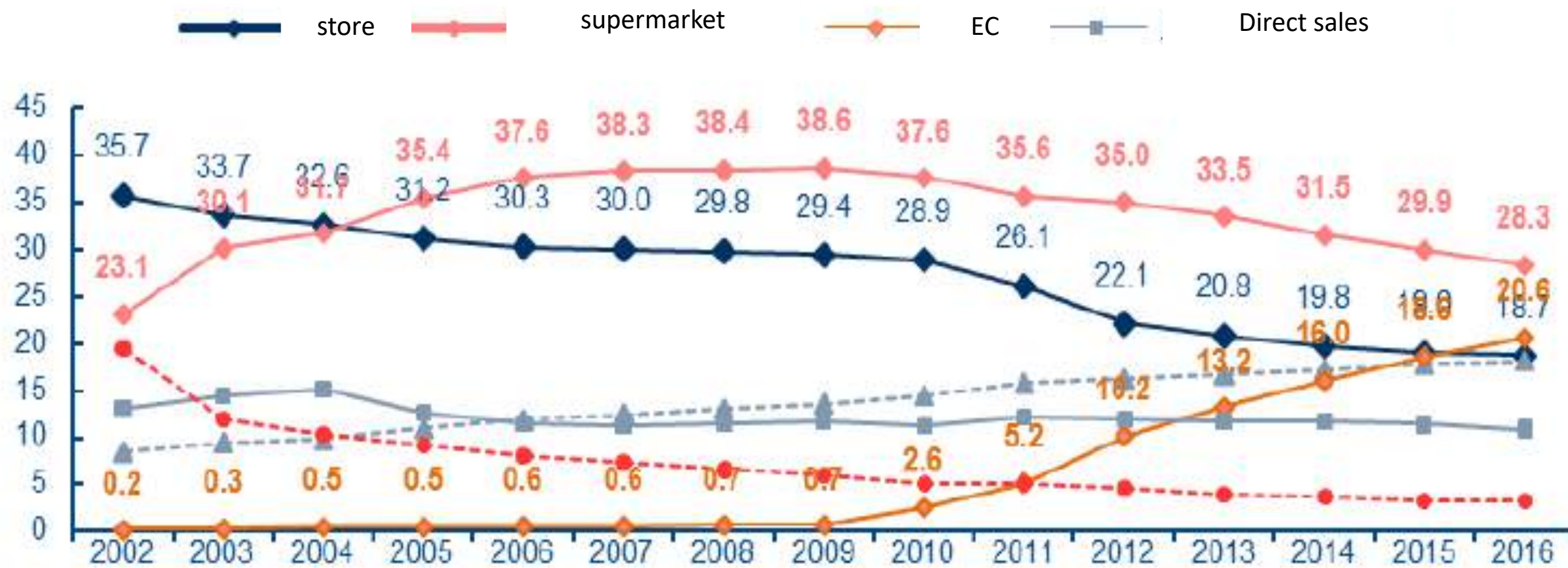


Private & Confidential

# China Beauty Sales by Channel Evolution from 2002-2016

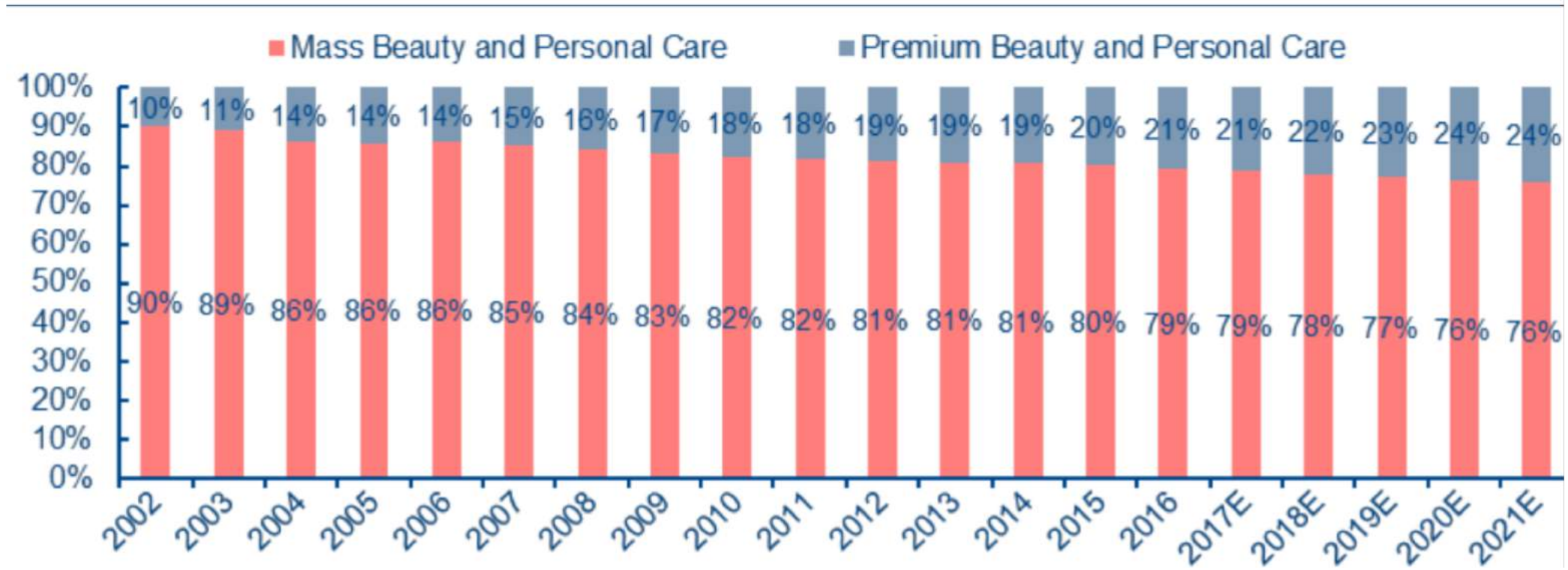
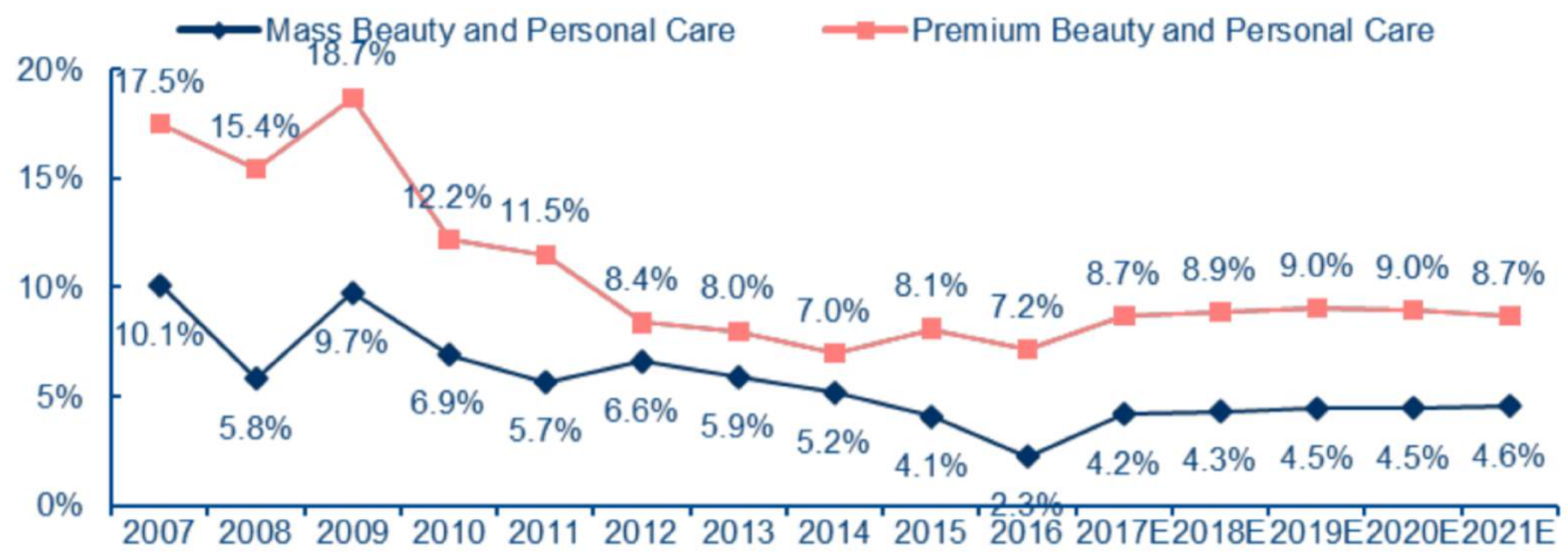
- From 2009 to 2016, the market share of e-commerce channels has increased to 20.6% in beauty industry,
- And in the long term, the proportion of e-commerce channels is expected to be 30%~35%.

Channel share of Chinese marketing



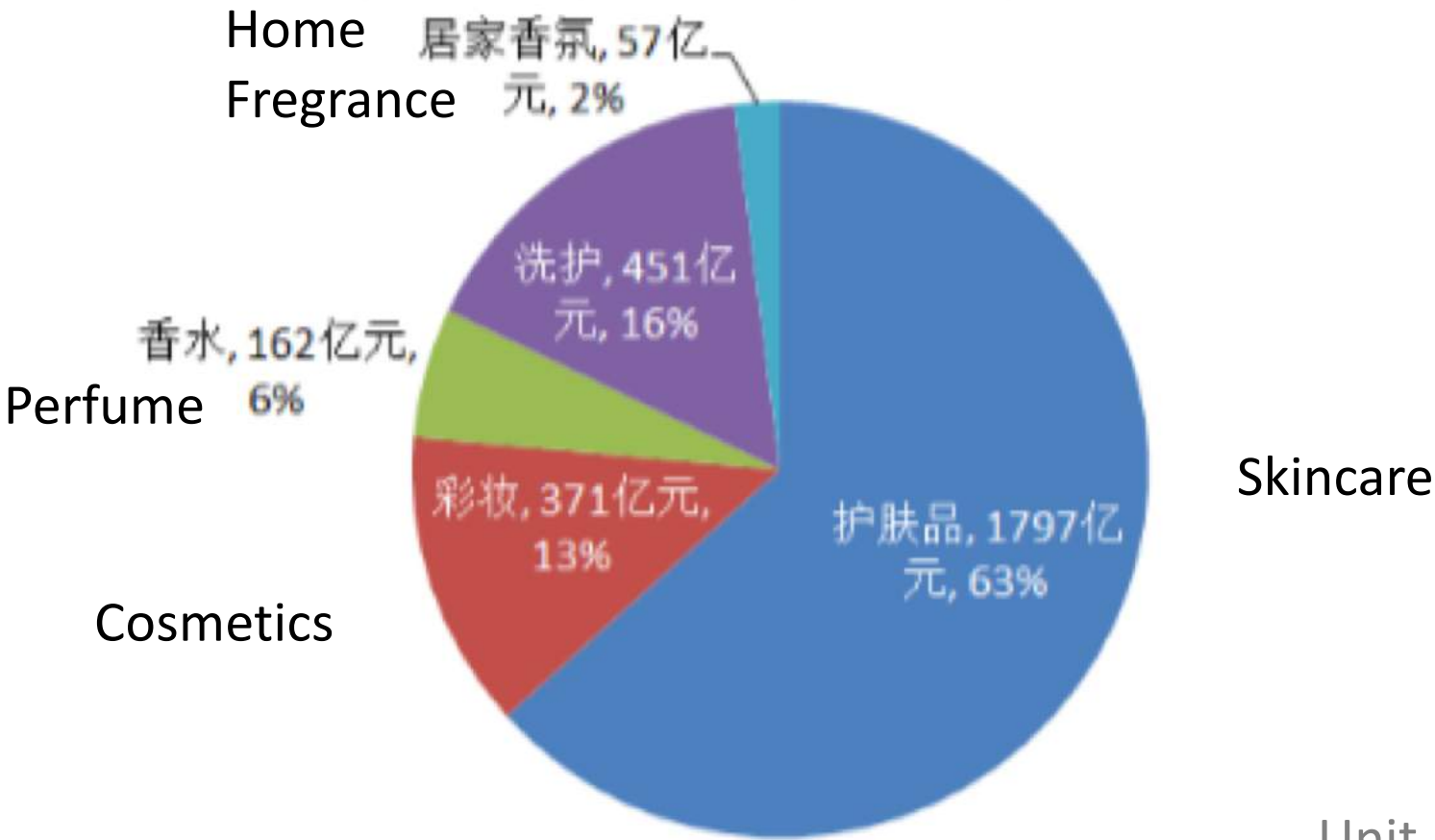


# Mass Beauty vs Premium Beauty Growth Rate and %





# China Beauty Sales & Growth Rate by Category 2017



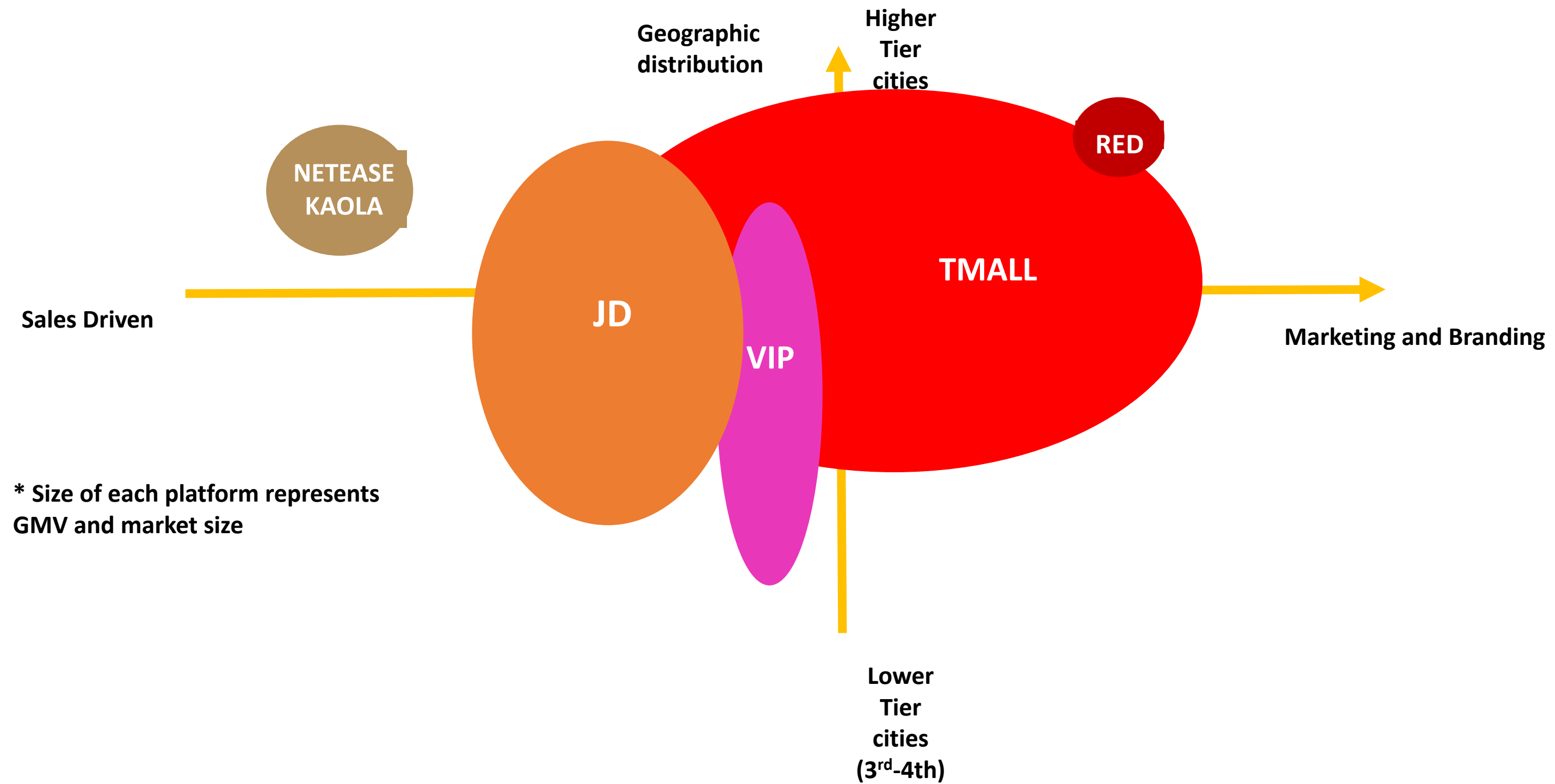
Unit : 100 million

## 2017 Growth Rate by Category

Skincare : 20%- 25%  
Cosmetics : 45-50%  
Perfume : 30-35%

资料来源：天猫美妆，BeautyResearch，中怡康，草根调研，中信证券研究部测算

# Main B2C Platforms Positioning





# Premium Brands on Main B2C Platforms



- All the major beauty groups already on Tmall except Chanel
- VIP and JD is 2-3 years behind Tmall when it comes to Premium brands but believe would catch up in the coming 18 months

# Consumption Upgrading

TOP Brands on Tmall- changes in last 4 years- Consumption Upgrade  
Consumer Mindset of Brand Positioning, Big Opportunity and Threats for Existing and New Brands

- Japanese Brands- coming back?
- Western Brands- where are the opportunities and threats?
- Local Brand- Growth and Decline?
- Korean Brand
  - Fashion or Sustainable?
  - THAAD impact?
- Content and Social Brand (微商, KOL...)- New Type of Brands?
- Consumption Upgrade
  - Brands with character
  - More High end brands in top 10 list
- Makeup growth, particularly premium make up- what is the category opportunities?

TIME		MAKUP		SKINCARE	
2013-11	1		Dior/迪奥	1	EsteeLauder/雅诗兰黛
2013-11	2		CARSLAN/卡姿兰	2	L'oreal/欧莱雅
2013-11	3		Missha/谜尚	3	阿芙
2013-11	4		Maybelline/美宝莲	4	Lancome/兰蔻
2013-11	5		Etude/伊蒂之屋	5	PECHOIN/百雀羚
2013-11	6		Max factor/密丝佛陀	6	御泥坊
2013-11	7		Lancome/兰蔻	7	美即
2013-11	8		Laneige/兰芝	8	Olay/玉兰油
2013-11	9		Armani/阿玛尼	9	Laneige/兰芝
2013-11	10		The Face Shop/菲诗小铺	10	Kiehl's契尔氏

American/European
Japanese
korean
Local
Other

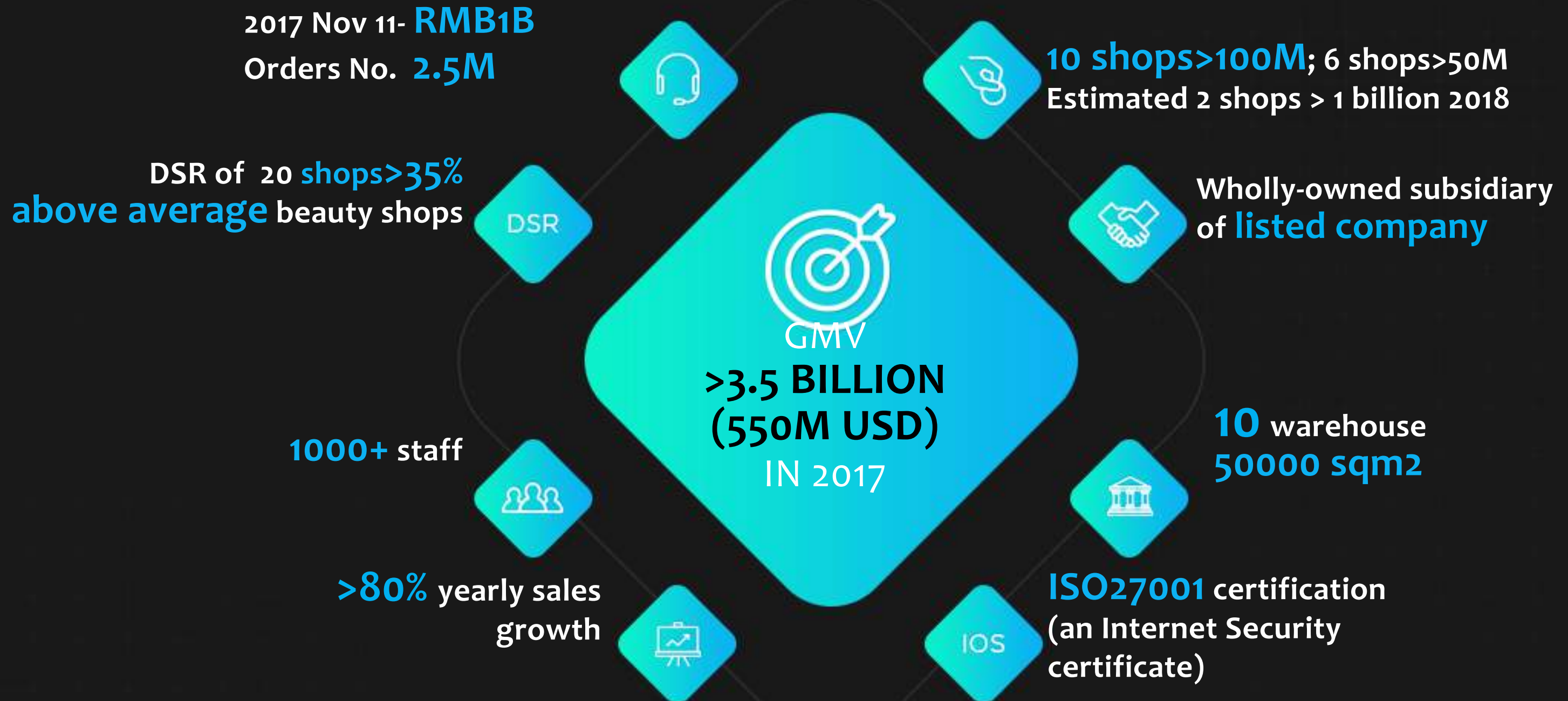
TIME		MAKUP		SKINCARE	
2015-3	1		Dior/迪奥	1	EsteeLauder/雅诗兰黛
2015-3	2		CARSLAN/卡姿兰	2	Lancome/兰蔻
2015-3	3		Etude/伊蒂之屋	3	L'oreal/欧莱雅
2015-3	4		Maybelline/美宝莲	4	PECHOIN/百雀羚
2015-3	5		Hera/赫拉	5	Kiehl's契尔氏
2015-3	6		Laneige/兰芝	6	Marykay/玫琳凯
2015-3	7		Shiseido/资生堂	7	Laneige/兰芝
2015-3	8		YSL/圣罗兰	8	Olay/玉兰油
2015-3	9		3CE	9	Clinique/倩碧
2015-3	10		Armani/阿玛尼	10	美肤宝

TIME		MAKEUP		SKINCARE	
2017-02	1		YSL/圣罗兰	11	Laneige/兰芝
2017-02	2		Dior/迪奥	12	Innisfree/悦诗风吟
2017-02	3		Chanel/香奈儿	13	Tom Ford/汤姆福特
2017-02	4		ETUDE HOUSE/伊蒂之屋	14	Shiseido/资生堂
2017-02	5		The Saem/得鲜	15	Maybelline/美宝莲
2017-02	6		Armani/阿玛尼	16	Lancome/兰蔻
2017-02	7		Givenchy/纪梵希	17	Mistine
2017-02	8		MAC/魅可	18	Canmake/井田
2017-02	9		CARSLAN/卡姿兰	19	NARS
2017-02	10		Cle de peau beaute/肌肤之钥	20	MARIE DALGAR/玛丽黛佳
				1	Shiseido/资生堂
				2	The history of whoo/后
				3	SK-II
				4	SULWHASOO/雪花秀
				5	PECHOIN/百雀羚
				6	Innisfree/悦诗风吟
				7	Estee Lauder/雅诗兰黛
				8	POLA/宝丽
				9	Schnaphil + /施奈芙
				10	L'oreal/欧莱雅

Source: Alibaba datacube, Alibaba backend



# UCO — Quick Numbers



# Premium Brand Operation

+

UCO is **ABSOLUTE LEADER**  
as Service Partner  
For Premium  
Beauty Brands

We Operate **10 out of top  
17 Premium Brands** who  
have official presence in the key  
B2C platforms

ESTÉE LAUDER

MAC

CLINIQUE

CLARINS

L'OCCITANE  
EN PROVENCE

su:m<sub>37</sub>°

clé de peau  
BEAUTÉ

SK-II

The history of *fb*

GIVENCHY

SHISEIDO

LA MER

LANCÔME  
PARIS

Kiehl's  
SINCE 1851

Sulwhasoo

GIORGIO ARMANI

YVES SAINT LAURENT

+



TEAM

**Arthur  
Chang**

FOUNDER & CHAIRMAN



UCO

悠可

UCO.COM



## EXPERIENCED TEAM FROM INDUSTRY LEADING COMPANIES

Content & Social - Sunnie Shao

B2B Distribution - Iris Chien

Tmall Operation - Anne Guo

Customer Service - Tina Ni

Supply Chain & IT - Long Wong

Business Development – Nancy Xue



AVON



SEPHORA

JD.COM 京东

+



# UCO 专业化一站式的电商物流 数字化内容营销服务

## 为合作伙伴提供一站式的服务

筹备期

线上销售期

售后期

页面  
设计

市场营销  
策略

旗舰店  
运营

美容顾问  
客服

客户 订单  
仓储服务

物流

- 体现**品牌调性**  
**以及风格**
- 完美客户  
体验设计



- 配合 **品牌的市场**  
**市场营销策略**
- **新时代 可持续的**  
**电商发展计划**
- 针对高端品牌的全  
方位策略与计划



- **不通过大规模**  
**的促销拉动销**  
**售**
- **为高端化妆品**  
**牌服务的经验**



专业的美容顾问  
而非仅是客

- **团队由TINA 带**  
**领, 前Avon 销售**  
**培训经理**
- **首次微信以及视频**  
**的美容咨询**在天猫网  
红以及内容的发展
- **商场打分系统**
- **全方位的培训计划**
- 定制的 **文案超过10000条**  
**为品牌定制文案**



- **UCO 自创的一体化**  
**系统**-用户管理,  
OMS, CRM, WMS,  
OMS & BI 分析
- **定制化 灵活化**  
parameters to meet  
各项指标去达到来  
自客户以及平台的不同的数据要求



- UCO 荣获 **2015**  
**最佳物流奖**  
同时获奖还有  
**亚马逊以及**  
**京东**





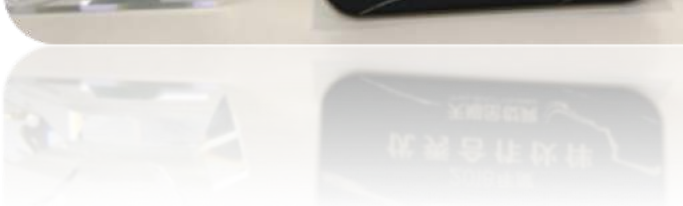
## UCO — 所获奖项



2017 唯品会 最佳供应商奖  
2017 天猫 “金妆奖”  
最佳合作伙伴



2018 五星天猫服务商  
2018 最佳行业贡献奖-美妆



ISO27001 认证  
(网络安全认证)



2015 中国物流奖  
“最佳电商物流运营”



2016 天猫 美妆类目金牌搭档奖; 2015 “金妆奖” 最佳品牌服务奖.

# **New Retail Extending Offline Resources**



New Retail — We Cover Total Online & Offline

20+ Provinces  
Distributors

12000+ Counties

30000+ CS Shops

780 Department  
Stores

1500+ Watson's Stores...

45000+ Offline POS



User Experience  
offline

Data integration

Supplier Chain  
Integration

Enhancing  
Offline customer  
contact and sales



# NEW RETAIL

## Background

- 170,000+ CS shops in China
- Target mid-tier of 20-100 chain stores in a region, probably around 1/3 of the whole market
- RMB350-400B market

## 2 Key enablers

Supplier Chain integration-  
Reduce obsolete stock, better forecast  
and efficiency

Wechat based front end for CRM and wechat mall-  
Customer relationship maintenance and  
management, incremental sales without additional  
stock and cash requirement

## Target

- Build and fine tune model in one province, target to roll out 500 shops by end 2018
- Replicate to other provinces and target 10,000+ shops in 2 years time





**Social and Content**  
**Marketing**  
**Brand Incubation**

# 我们的业务模型





# 我们的淘内资源



# 我们的淘外营销矩阵





# E-Commerce & Marketing Showcases