

China eCommerce



天猫国际
TMALL.HK
TMALL Global

Tmall Global 2021

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“One of the largest China Marketing Agency in Thailand”

About Us



Level up is a **digital marketing agency specialized in Thai to China Promotion**. We are **one-stop service** for Thai companies that wish to attract Chinese customer.

Founded in 2012, Level Up has helped many Thai companies expands to China market through our services including **strategic consultancy, business matching, online marketing social media management, key opinion leader (KOLs) promotion, e-commerce expansion, etc.**

Our Vision



01

Best-in-class solution

show cased by various trusted clients including large corporations listed on Stock Exchange of Thailand

02

Experience

With **experience** of serving clients in broad range of industries including **Finance, Technology, Real Estate, Healthcare, and Tourism**, we can provide flexible and tailored made solution to suits your specific need.

03

Long-term Relationship

We value **long-term relationship** and sustainable growth, therefore we strive to achieve maximum result with most **efficient** use of resource as possible.

Founding Members



**BUHN
BHUCHONGCHAROEN**

Co-founder and CEO



**ITTICHAJ
ATHKRAVISOONTHORN**

Co-founder and MD



“Deep Understanding of
Chinese Consumer”

Chinese Tourism Marketing
Trusted Clients



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Our Services



Strategies



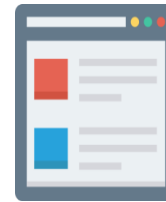
Consulting
Service

Social Media



Social Media
Management

Content Writing



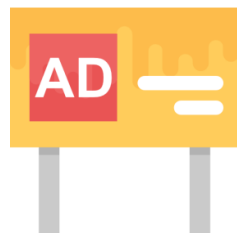
Review / Content

KOL



Key Opinion
Leaders / Bloggers

Online Advertising



Online Banner
News PR

Offline Ads



Magazine Airport
media

Enablement



WeChat Pay, Alipay
Integration

E-Commerce



Chinese E-Commerce,
Taobao, Meituan, Ctrip etc

China Marketing Why Level Up?



Trip.com



bidding



ebuy



Exclusive Agent

Ctrip and Trip.com

- **Thailand Exclusive Agent Ctrip gourmet**
 - Promote for restaurant to Chinese tourist
- **Authorized Ctrip Global Shopping Advertisement Partner**
 - Banner, Advertisement campaign through Ctrip application & Website
- **Wholesale Supplier of travel product for Ctrip and Trip.com**
 - Sale tour ticket, coupon and voucher to tourist globally

Thailand Partner

Programmatic Ads

- **Thailand partner for EternityX & BiddingX**
 - One of the largest Programmatic Ads provider in China
- **Extensive Advertisement network of 7,000+**
 - Banner, native ads and video
- **AI advertisement for precise targeting**
 - Choose interest form major platform e.g. JD.com, Ctrip, Aviation Bureau and search history

Thailand Representative

e-Buy Information Technology

- **Thailand representative of Ebuy**
 - One of the largest Chinese technology company with registered capital of 50million RMB.
- **Provide e-Pos system**
 - points system for banks and financial institution in China
- **Huge Customer Base**
 - Serves more than 100million users and 100 financial institution with daily average transaction process more than 1billion points

Advertisement Agency

China Marketing

- **Social Media Official Account and Management**
 - Weibo, Wechat, Xiaohongshu, Tiktok
- **Search Engine**
 - Baidu SEM, Seeding Article e.g. Mafengwo, 16Fan, press release
- **E-commerce**
 - Tmall Shop opening
 - Own Taobao Global and Douyin Shop
- **Special platform**
 - Ctrip & Dianping advertisement

China Ecommerce

Overview

China B2C eCommerce

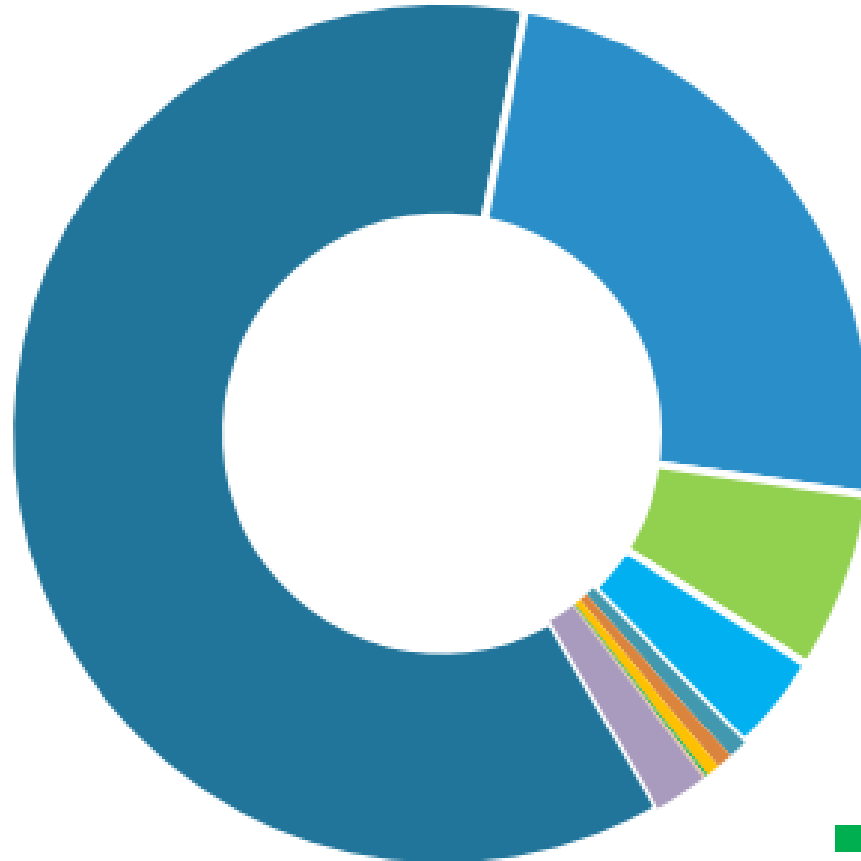


淘宝网®
Taobao.com

TMALL 天猫

天猫国际
TMALLHK

■ Tmall, 61.5%



JD.COM

■ JD, 24.2%

■ Suning, 6.7%

■ Vipshop, 3.7%

■ Gome, 0.7%

■ Amazon, 0.6%

■ Dangdang, 0.5%

■ YHD, 0.1%

■ Jumei, 0.1%

■ Other, 2.0%

The China Opportunity

中国电商市场



Retail Market Size



Sales volume China in 2020
社会消费品零售总额 2020

RMB 39.2 万亿
THB 203 Trillion

-3.9% YOY

Retail Market Online Penetration



Sales volume China in 2020
实物商品网上零售额 2020

RMB 9.76 万亿
THB 50.6 Trillion

+14.8% YOY

24.9% Market Penetration 渗透率

Cross-border Ecommerce



Goods Value imported China in
Jan-May 2020

2020年1-5月 跨境电商零售进口

RMB 441.7 亿.
THB 229 Billion

+23% YOY

2019 年共 RMB 918 亿

Source: http://www.stats.gov.cn/tjsj/zxfb/202101/t20210118_1812428.html by 国家统计局, 18th Jan 2021

Source: 中国进口消费市场研究报告2020 by 德勤研究、天猫国际, 2020年10月

The China Opportunity

中国电商市场



989 Million (Dec 2020)

Internet Users in China, 70.4% coverage
网民规模为9.89亿，互联网普及率达70.4%



782 Million (Dec 2020)

Online Shopper in China
网络购物用户规模达7.82亿

“自2013年起，我国已连续八年成为全球最大的网络零售市场”

“Since 2013, China has become the world's largest online retail market for 8 years”

Source: http://www.cac.gov.cn/2021-02/03/c_1613923422728645.htm by 中国互联网络信息中心 (CNNIC), Feb 2021

2020 11.11 Global Shopping Festival 天猫双十一全球狂欢季



>250,000 Participating Brands

450+ brands achieved more than RMB 100mn in GMV
超过 25万个品牌参加活动，成交额突破1亿元的品牌超过450个



US\$ 74.1 Billion Total GMV **THB 2.48 Trillion**

2020天猫双十一全球狂欢季总成交额4982亿人民币，约合741亿美元



26% YoY Growth

较2019年同期增长26%



31,000+ overseas brands

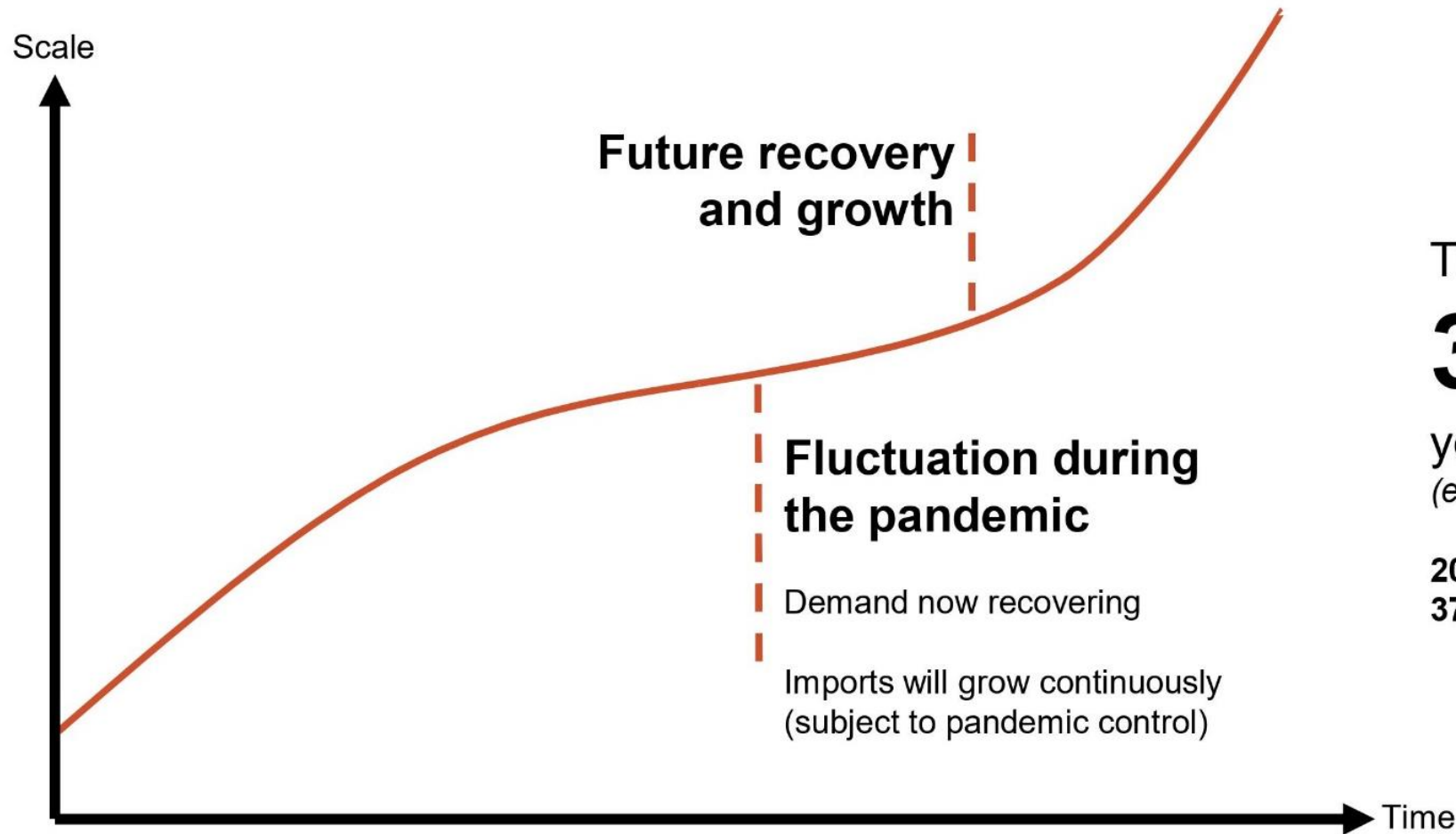
其中31,000个品牌来自海外，2,600个海外品牌首次参与



Source Alizila

Strong POSITIVE SENTIMENT in China post pandemic

后疫情时代的“消费反弹”



Tmall Global GMV, grew

37%

year-over-year July to Sept 2020
(excluding unpaid orders)

2020年7月至9月，天猫国际GMV同比增长37%（不包括未付款的订单）

Source: TG100 Presentation March 2020

TMALL GLOBAL OVERVIEW

天猫国际概览

The largest B2C cross-border eCommerce platform in China.

It provides a channel for international brands to test the China market, and offers different business solutions for merchants entering the market.

中国最大的B2C跨境电子商务平台。为国际品牌提供了测试中国市场的渠道，并为进入市场的商户提供了不同的业务解决方案。

More than **80% of brands** on TMG made their China debut on the platform.

平台上超过 **80% 的品牌** 选用天猫国际作为首次国内上线的平台。

26,000+

International Brands
海外品牌

84

Countries
and Regions
国家和地区

5,300+

Categories
子品类

KEY WORDS characterizing the consumer

消费者关键词

YOUNGER CUSTOMERS

年轻客户



55%

of consumers of overseas products are born post-90s

PENETRATING SUBMERGE MARKET

下沉市场渗透



42%

of consumers are located in the developing areas

HEALTHY 健康

TRENDY 潮流 LOCALIZED

LIFESTYLE 生活态度 TASTE 当地口味

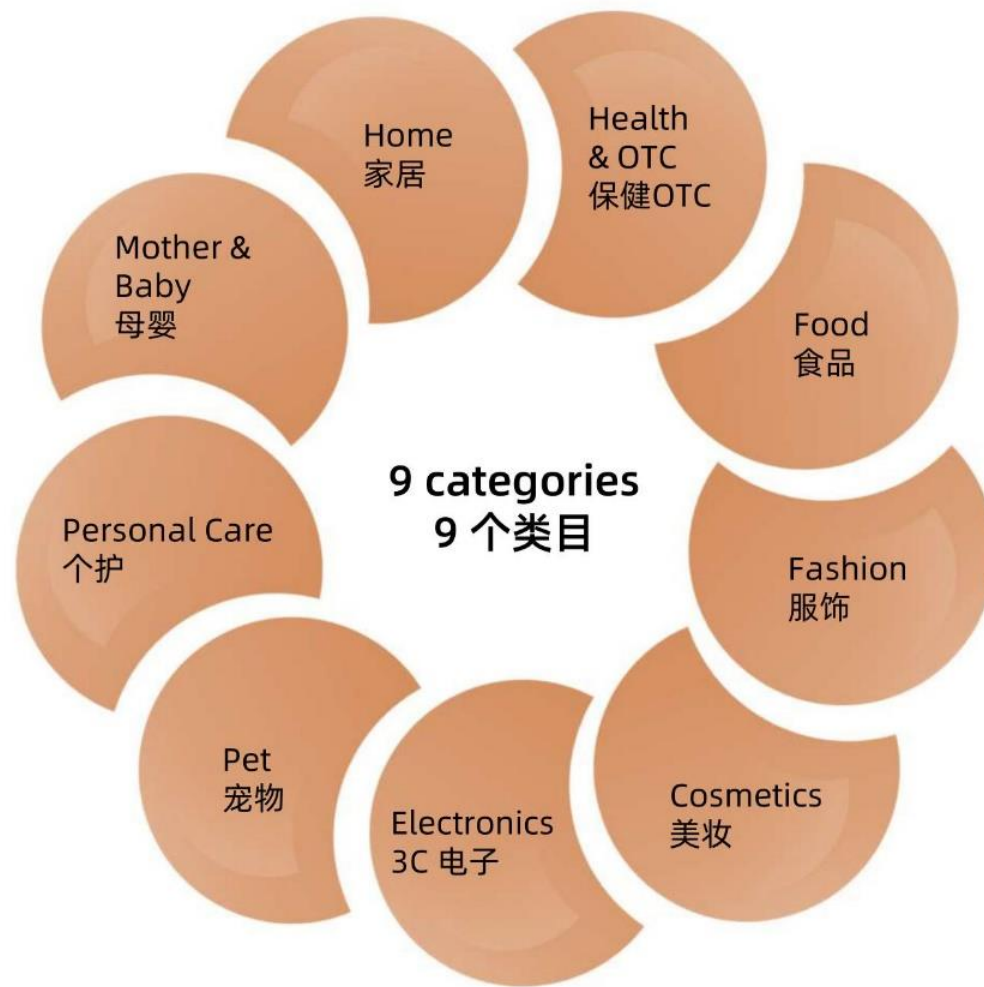
SOPHISTICATED 超值

仪式感 VALUE DEALS

QUALITY 品质

Tmall Global Main Categories

天猫国际 各大品类



HIGH GROWTH Categories

高增长品类



**Technology &
Beauty Tools**
高科技美容仪器



**Men's
Skin Care**
男士护肤



**Maternity
Products**
母婴商品



**Pet
Products**
宠物用品



**Health &
Wellness**
滋补养生

Tmall Global

Detail and Process

China eCommerce Alibaba Group



Taobao

Highlights

- C2C and B2C
- No transaction fee

Requirement to open shop

- Require Alipay account
- Require Chinese National ID



Taobao Cross Boarder

Highlights

- C2C and B2C
- No transaction fee
- Oversea products

Requirement to open shop

- Require Alipay account
- Require Chinese National ID



Tmall

Highlights

- B2C
- Annual fee
- Commission fee

Requirement to open shop

- Chinese company only
- Require approval from Tmall



Tmall Global

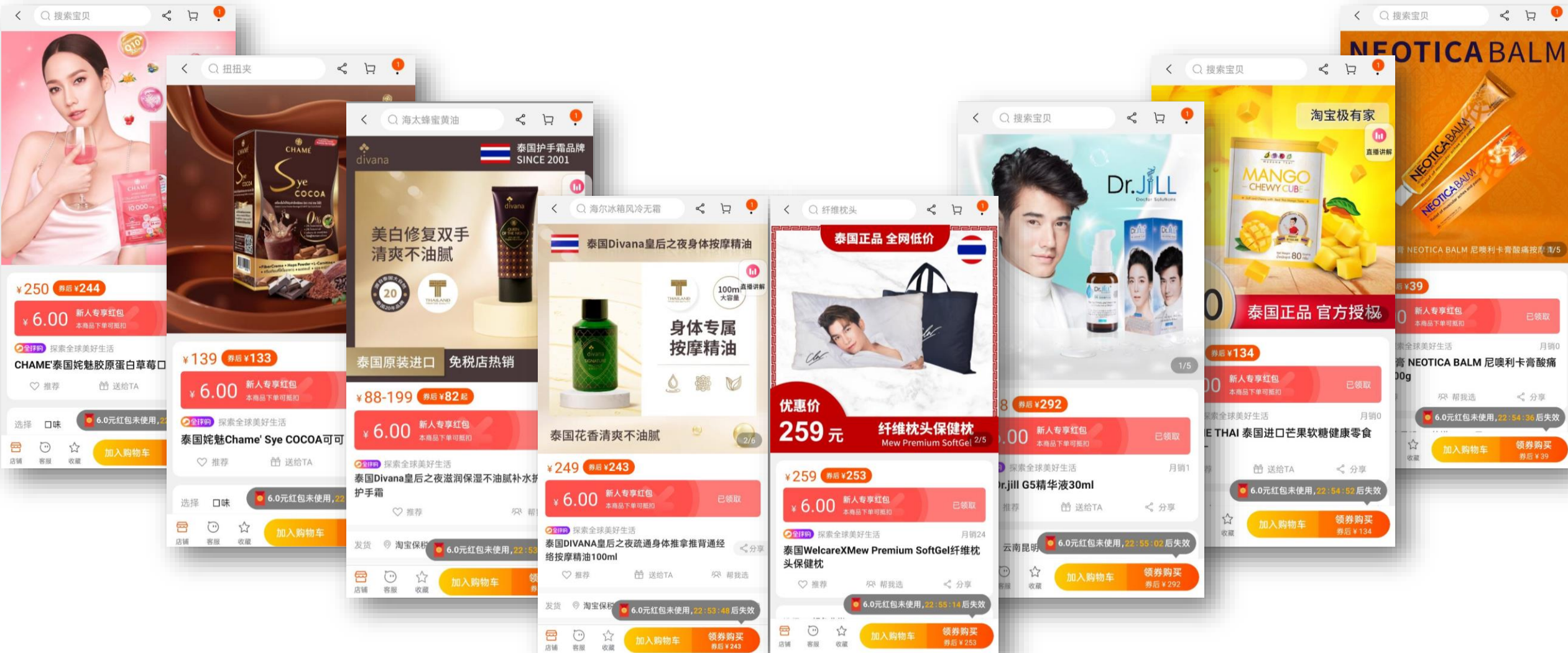
Highlights

- B2C
- Annual fee
- Commission fee
- Oversea brand

Requirement to open shop

- Require approval from Tmall
- Oversea company
- Brand certificate

Thai One Love Shop – for Thai Products

The image displays a collage of mobile app screenshots for the Thai One Love Shop. Each screenshot shows a product listing with the following details:

- Product Name:** CHAME' Sye COCOA, 泰国护手霜品牌 divana, 泰国Divana皇后之夜身体按摩精油, 纤维枕头, Dr. Jill, MANGO CHEWY CUB, NEOTICA BALM.
- Price:** Original price (e.g., ¥250) and discounted price (e.g., 券后 ¥244).
- Promotions:** 新人专享红包 (New user coupon), 6.0元 (¥6.00) coupon, 泰国原装进口 (Imported from Thailand), 免税店热销 (Hot in duty-free shops).
- Product Description:** 美白修复双手 清爽不油腻 (Whitening and repairing hands, refreshing and non-greasy), 身体专属按摩精油 (Body-specific massage oil), 纤维枕头保健枕 (Fiber pillow health pillow), 泰国WelcareXMew Premium SoftGel纤维枕头保健枕 (Thai WelcareXMew Premium SoftGel fiber pillow health pillow).
- Call to Action:** 加入购物车 (Add to cart), 领券购买 (Purchase with coupon).

Tmall Local - Thai Product



TMALL 天猫 taokaenoi 旗舰店

首页

正品保证 RAY 妆蕾 官方旗舰店

首页 所有宝贝

所有分类 > 在当前结果中搜索

综合排序 销量 新品 收藏 价格 口碑

TREECHADA 官方

美丽来这里您找对了

首页惊喜 所有宝贝

所有分类 > 在当前结果中搜索

综合排序 销量 新品 收藏 价格 口碑

Anna bella 安娜贝拉官方旗舰店

海藻萃取 温和补水

首页 全线商品 热销面膜 HOT

绿藻补水 红藻修复 黑金抗老

所有分类 > 在当前结果中搜索

thann 旗舰店

本店所有商品

所有分类 > 在当前结果中搜索

综合排序 销量 新品 收藏 价格 口碑

ROZA 露莎士官方旗舰店

辣而不燥 甜辣入味 甜辣酱320g ¥19.9

浓郁咖喱酱 ¥29.9

首页 所有宝贝 甜辣酱系列 黑胡椒酱系列 咖喱酱系列 意面系列

所有分类 > 在当前结果中搜索

综合排序 销量 新品 收藏 价格 口碑

zennth 旗舰店

抢! 买2劲省39元

首页 所有产品 平价专区 新品专区 唇妆专区 眼妆专区 颊妆专区 会员专区

所有分类 > 在当前结果中搜索

综合排序 销量 新品 收藏 价格 口碑

THANN 防晒喷雾

SPF30/PA+++ 40g 面部清爽紫苏

总销量: 50511 | 评价: 7968

MISTINE 蜜丝婷官方旗舰店

收藏有礼

综合排序 销量 新品 收藏 价格 口碑

¥118.00 ¥89.90 ¥159.00 ¥79.90

VOODOO 沐朵官方旗舰店

战“痘”进行时

去痘·淡印·祛黄·补水

一套就购了

SAKE BRAND 泰国蛇牌

PRICKLY HEAT POWDER

Tmall Global - Thai Product



天猫国际 TmallHK

HARNN海外旗舰店 描述服务物流 4.8 4.9 4.9

HARNN官方旗舰店 收藏店铺

首页 | 所有产品 | 面部护理

所有分类 > 在当前结果中搜索

所有分类 面部护理 护手霜 身体精油喷雾 精油香皂

是否为特用... 否

上市时间 2017年8月

海外官方旗舰店 泰国12年专注自然护肤品牌

首页 | 所有产品 | 热卖爆款 | Q10牛奶系列 | 北海道鲜奶系列

所有分类 > 泰国

综合排序 销量 新品 收藏 价格 口碑

店铺VIP商品 大图 小图

CENTRAL Group x Tops market

始于1947 泰国零售行业的领导者

泰国爆款 MY CHOICE THAI 冻榴莲干 100g 立即购买

首页 | 所有产品 | 护肤保养 | 清洁洗浴 | 彩妆精油 | 婴幼儿用品 | 品牌故事 | 收藏

宝贝排行榜 销售量 收藏数

所有分类 > 全部宝贝 > 在当前结果中搜索

综合排序 销量 新品 收藏 价格 口碑

Ponds/旁氏散粉泰国 ¥19.90 已售出22804笔

天猫国际 TmallHK

MISTINE 蜜丝婷海外官方旗舰店 MY CHOICE, MY FASHION

首页 | 所有产品 | 防晒护肤 | 优惠美妆 | 彩妆护肤 | 素颜美妆 | 会员尊享 | 品牌故事 | 收藏有礼

夏日蜜境 与美相预

预售星品5折抢

天猫国际 TmallHK

NAMU SNAIL WHITE NAMULIFE海外旗舰店 泰国皇室御用美妆品牌

补水焕亮 清爽修护 立即拥有

本店所有商品 首页 明星面霜 女神套装 补水滋养 修复精华 会员中心 品牌故事

天猫国际 TmallHK

SMOOTH E 师美宜海外旗舰店 泰国药房药妆知名品牌(数据来源尼尔森调查)

每年全球销售 30000+ 20年实力抗痘品牌

所有商品 首页 特惠组合 痘印修复 洁面乳/凝胶 乳液/面霜

天猫国际 TmallHK

PAÑPURI 「美，由心而生」

告别干燥 保湿嫩肤 茉莉牛奶浴按摩精油300ml ¥320 即刻拥有

急救修护 告别口罩脸 抗老急救精华30ml限量版 ¥171 即刻拥有

PAÑPURI 首页 天猫双11 人气单品 油类护肤专家 面部护理 秀发洗护 身体洗护 家居香薰

所有分类 > 泰国

综合排序 销量 新品 收藏 价格 口碑

店铺VIP商品 大图 小图

持久留香 润泽“牛”拼 ¥133	天然精油 滋养头皮 ¥91	超强控油 深度清洁 ¥97	天然有机 补水紧致 ¥441	排毒去屑 强健发质 ¥150
¥245.00	¥168.00	¥168.00	¥630.00	¥220.00

PAÑPURI精油护手霜滋润保湿嫩肤 补水乳霜套装10ml*6套 ¥245.00 总销量: 1818 | 评价: 133

PAÑPURI茉莉精油洗发水香味持久留香无硅油去屑止痒控油200ml ¥168.00 总销量: 1940 | 评价: 211

PAÑPURI柠檬草精油洗发水香味持久留香无硅油去屑止痒控油 ¥168.00 总销量: 681 | 评价: 51

PAÑPURI莲花面部护理精油油 紧致抗皱补水提亮肤色精华液 ¥630.00 总销量: 375 | 评价: 41

PAÑPURI排毒去屑洗发水香味持久留香无硅油去屑止痒控油185ml ¥220.00 总销量: 87 | 评价: 16

天猫国际 TmallHK

SMOOTH E 100%天然成分 保湿补水与减少面部粉刺疤痕

*主要成分-积雪草, 芦荟, 天然维生素E, 洋蔥 经过皮肤专科测试, 适合敏感的肌肤

保湿补水与减少面部粉刺疤痕

SMOOTH E 100%天然成分 保湿补水与减少面部粉刺疤痕

*主要成分-积雪草, 芦荟, 天然维生素E, 洋蔥 经过皮肤专科测试, 适合敏感的肌肤

Tmall China – Shop Type



1. Flagship store

Flagship store refers to a store opened in Tmall with its own brand or an exclusive brand authorized by the trademark owner.



3. Franchise store

Franchise store refers to the same Tmall operating category under the operation of two or more brands of stores.



2. Exclusive store

Exclusive store refers to the store opened in Tmall which is settled by the brand provided by the trademark owner with general authorization.

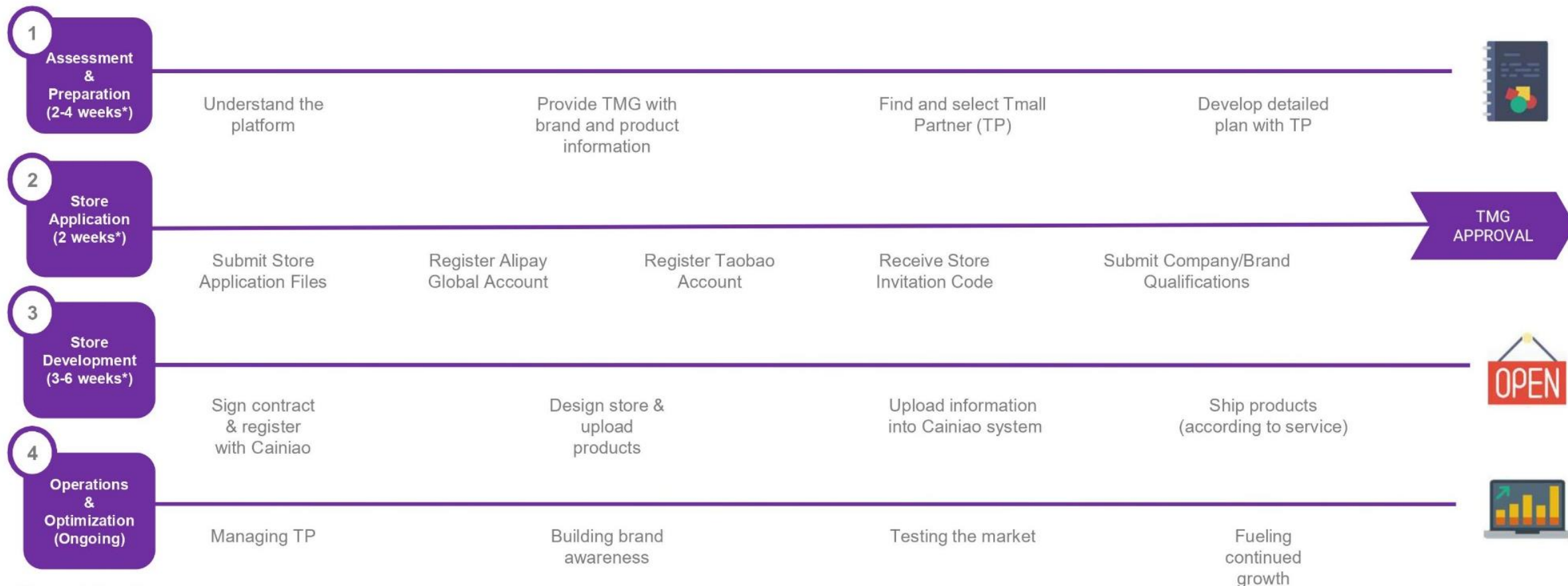


4. Hypermarket flagship stores

A flagship store that operates under a service type trademark and operates under multiple brands.

On-Boarding Timeline - Tmall Global

入驻时间线 - 天猫国际



*Actual timeframes may vary

*时间按实际操作会有差异，一般由入驻准备到店铺上线，需时 7-12周

Tmall China – Fee Structure



Security Deposit 保证金

A one-time of 50,000-100,000 RMB is used as collateral in case of any damages of expenses incurred under the service agreement with Tmall Global.

*800,000 RMB for Bird Nest

*800,000 RMB for OTC Marketplace Store

*500,000 RMB for selective OTC categories flagship store



Annual Fee 年费

An annual fee of 30-60,000 RMB, depending on the category the store's products belong to



Commission Fee 服务费

A commission of 0.50% - 5% based on product categories, plus 1% Alipay service fee per item sold



TP Partner Fee 代运营 / 自运营

Fix fee and commission structure. Fee and commission amount varies from TP to TP.

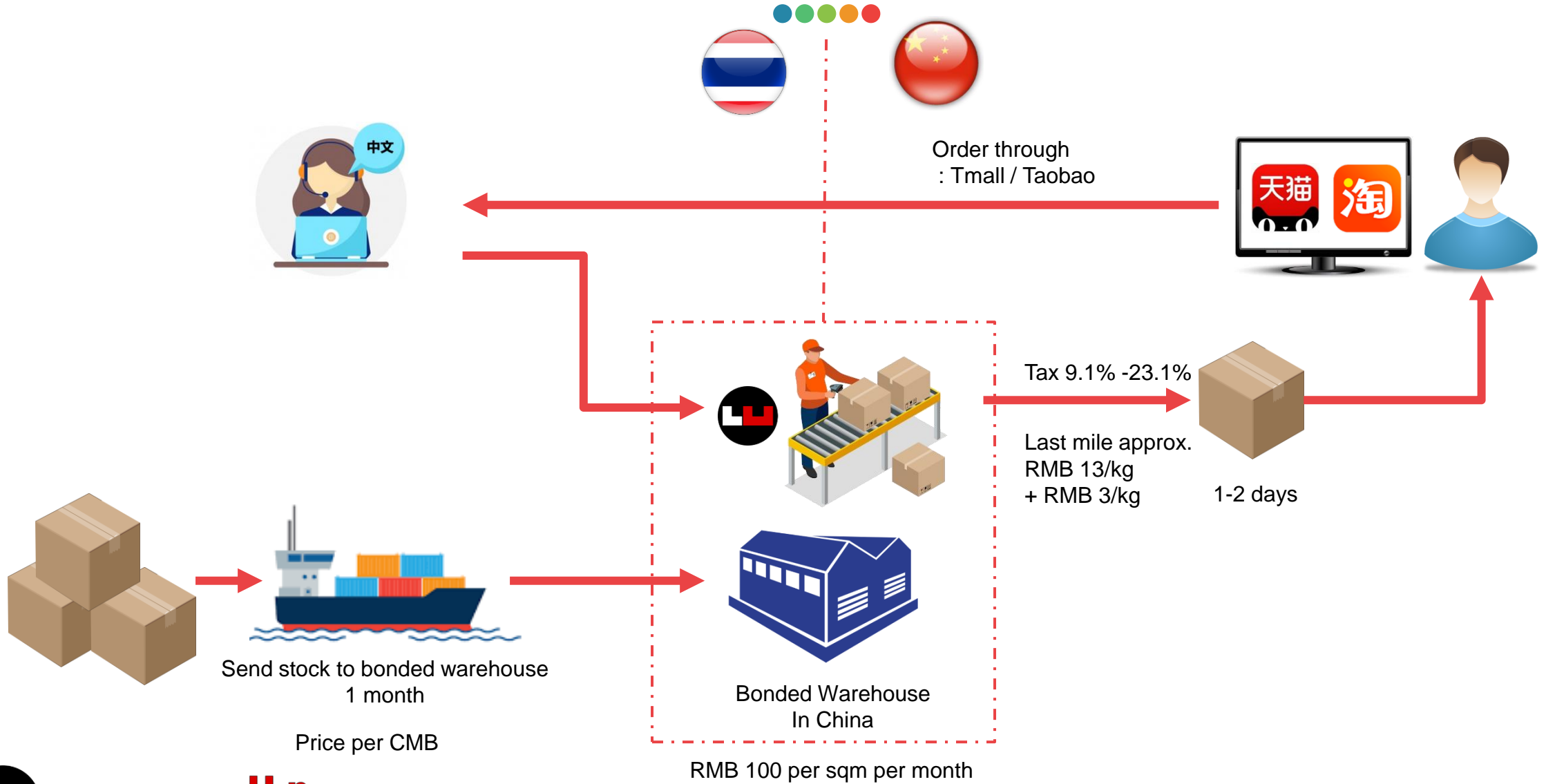


Logistics Cost 跨境 / 菜鸟物流

Depending on the mode of logistics, prices will vary. Bonded warehouse being the most cost efficient and direct mail the most costly.

Tmall Global update fee structure:
天猫国际资费标准:
[Tmall Global Fee Standards 2020](#)

CBEC : Bonded Warehouse



Tmall Global – Cainiao Logistics Service



Cainiao is Tmall Global for overseas businesses to provide cross-border logistics, warehousing, transit, pre-stock, 2B delivery, 2C one piece on behalf of the hub of comprehensive services.



Tmall Global – Cainiao Warehouse Fee



รายการค่าใช้จ่าย	หน่วยค่าใช้จ่าย	พอร์ต คลังสินค้า Ningbo	พอร์ต คลังสินค้า Nansha	พอร์ตคลังสินค้า Shanghai songjiang	พอร์ตคลังสินค้า Hangzhou	พอร์ตคลังสินค้า Zhengzhou	พอร์ตคลังสินค้า Zhengzhou	พอร์ตคลังสินค้า Tianjin	พอร์ตคลังสินค้าYiwu
ค่าขนส่งสินค้าเข้าโกดัง	หยวน/คิวบิกเมตร (สินค้าที่มีพาเลท)	9	9	9	9	9	9	9	9
ค่าบริการจัดการสินค้าเข้าโกดัง	หยวน/ลัง	0.3	0.25	0.2	0.3	0.5	0.3	0.3	0.3
ค่าบริการจัดการสินค้าเข้าโกดัง	หยวน/ชิ้น	0.15	0.2	0.1	0.15	0.05	0.19	0.2	0.15
ค่าบริการจัดการสินค้าออกจาก โกดัง	หยวน/ลัง	0.15	0.2	0.2	0.15	0.5	0.3	0.3	0.3
ค่าบริการจัดการสินค้าออกจาก โกดัง	หยวน/ชิ้น	0.15	0.2	0.1	0.15	0.05	0.19	0.2	0.15
ค่าบริการจัดการสินค้าออกจาก โกดัง	หยวน/พาเลท	15	15	10	10	0	10	10	10
ค่าใช้จ่ายในการโหลด สินค้าออกจากโกดัง	หยวน/คิวบิกเมตร	9	9	9	9	9	10	10	9
ค่าใช้จ่ายในการโหลด สินค้าออกจากโกดัง	หยวน/คิวบิกเมตร	27	27	20	20	27	30	30	27
ค่าใช้จ่ายคลังสินค้า	หยวน / ลูกบาศก์ / วัน (อุณหภูมิห้อง)	1	1.8	1.4	1.4	0	0	2	0.6
ค่าใช้จ่ายคลังสินค้า	หยวน / ลูกบาศก์ / กล่อง (อุณหภูมิคงที่)	5	9	5	5	9	N/A	9	3

Tmall Global – Import Tariff



Import tariff is actually a comprehensive tax at present. According to the commodity filing HSCODE, tax is calculated and collected and paid. Cainiao collects from the merchant and pays to the customs.

商品编码	7113191990
商品名称	其他黄金制首饰及其零件
编码状态	正常
更新时间	2020/1/1 0:00:00

计量单位	克
出口税率	0%
出口退税税率	Export-tax Rebate 0%
出口暂定税率	
增值税率	Value Added Tax 13%
进口优惠税率	Preferential export tax rates 8%
进口暂定税率	/
进口普通税率	General import tax rate 130%
消费税率	-

其他工具	港口代码查询
QQ群	378640243



Note:

After April 1, 19, the VAT rate was reduced from 16% to 13%, and most comprehensive tax rates were reduced from 11.2% (16%*0.7) to 9.1% (13%*0.7).

Use HS code to query commodity tax rate : <https://www.hsbianma.com/>

Tmall Global- China Express



Domestic express companies in China may quote different freight rates for different Chinese regions

For example:

The first weight (1kg) 13 RMB

The second weight (1kg) 3 RMB



CBEC : Direct Shipment



C2C Model (By Parcel)

Parcel Tax

- 13% Food & Snack
- 20% Cosmetic, Skincare & Cloth
- 50% Luxury



Fulfilment team



1 day
Est ₪70/kg



Order through
: Tai Wan Le shop



Door to Door
delivery

2 days
Est ₪230/kg



2 days



2 - 3 days

China Custom
(Cross) border

1 day
Est ₪70/kg



Third party logistic

Minimum 7 Days delivery

Costs Consideration Direct Shipment



Costs	Details	Estimation
Cost of Goods	Typically wholesales price delivered to warehouse in Bangkok	-
Commission Fee	Combination of platform fee, payment fee, operation fee	10% - 30%
Fulfilment	Packing + Logistic costs Warehouse Space	Air: >THB300+ per shipment under 1 kg.
Custom Duty	Refer to HS Code. Calculate based on Declared Price. Waive f or transaction with tax amount < CNY 50	13% Food & Snacks 20% Cosmetic, Skincare & Clothes 50% Luxury Products

Logistic cost are expensive when consider 1 item per shipment, therefore it is advisable to sell in bundle pack.

China eCommerce Comparison

Operational Differences for Tmall and Taobao



Shop Name
Company Registration
Type of Import
Document Requirement
Warehouse
Creditability / Preference

Level Up

Level Up (China Entity)

CBEC

- Sales authorization
- Brand's Thai trademark
- Product detail

Thailand or Bonded warehouse

★

Brand

Level Up (China Entity)

General Trade (FDA, CIQ, Health)

- Exclusive distributor authorization
- Brand's Chinese trademark
- Product detail

China local warehouse

★★★

Brand

Brand (Thai Entity)

CBEC

- Brand's Chinese trademark
- Product detail
- Shop Operation authorization

Bonded warehouse

★★★

Cost Consideration for Tmall and Taobao



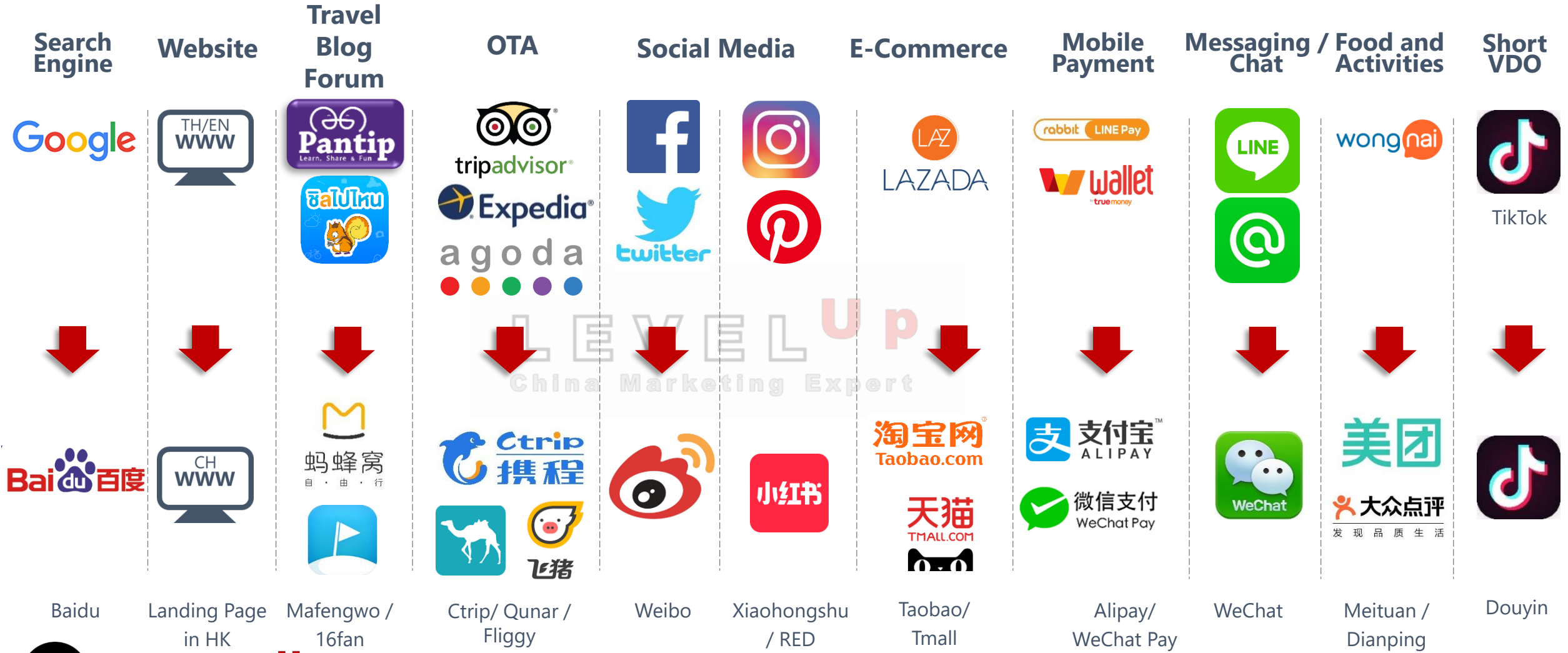
	Taobao Global	TMALL Local	TMALL Global
Deposit	None	RMB 50k-100k (RMB 50k – 300k depending on Trademark and category)	RMB 50k-100k (RMB 50k – 300k depending on Trademark and category)
Annual Fee	RMB 3,000 / SKU	RMB 30k-60k (50% off if revenue >RMB180k; 100% off if revenue > RMB 360k)	RMB 30k-60k (50% off if revenue >RMB180k; 100% off if revenue > RMB 360k)
Platform Fee	2.5%-5%	2.5% (1% - 5% depending on category)	2.5% (1% - 5% depending on category)
Alipay Fee	1%	1%	1%
Set up / update Graphic	Actual (est RMB 10k)	Actual (est RMB 30k)	Actual (est RMB 30k)
Operator / Customer Service	None	RMB 30k-100k/ month	RMB 30k-100k/ month
Operator Commission	15% or net price	8%-15%	8%-15%
Warehousing Cost	<RMB100/m ² /month; or Thailand <THB1,800/m ² /month	<RMB100/m ² /month	<RMB100/m ² /month
Logistic	<RMB15/kg + fulfillment; or THB260/kg	<RMB15/kg + fulfillment	<RMB15/kg + fulfillment
Tax	<ul style="list-style-type: none"> • 20%-50% on declared price; or • 9.1% (max 23.1%) on selling price 	General Import Tariff est. 16.4% (Import Duty + Consumption Tax + Import VAT)	9.1% (max 23.1%) on selling price

https://rule.tmall.hk/rule/rule_detail.htm?spm=a223k.13156520.7143107721.5.4cd01316f6f9gV&id=8942&tag=self

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China Online Marketing

Marketing Strategy China Online Presence



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Customer Journey

Marketing Touchpoint



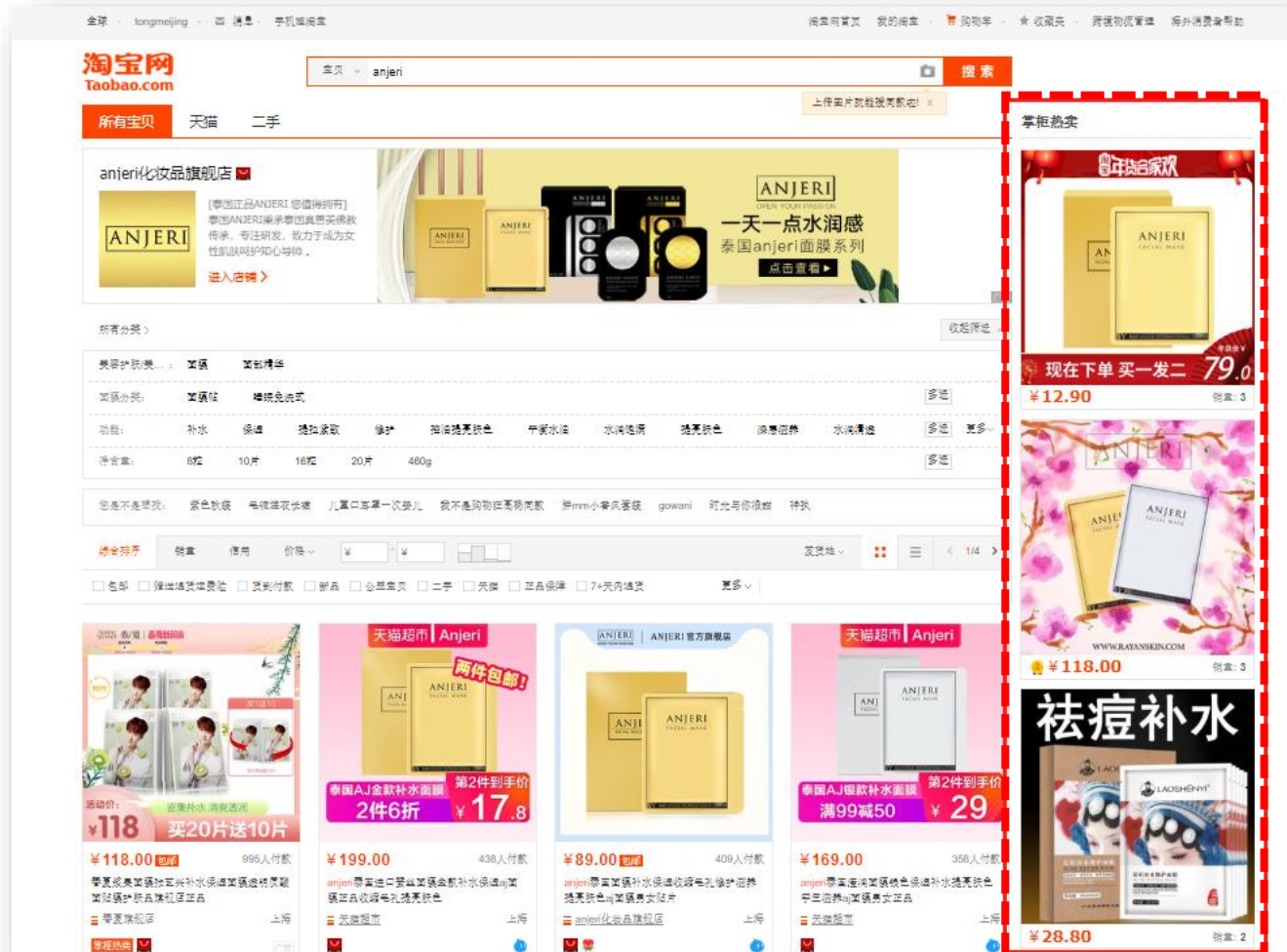
Keyword Search Advertisement



Zhi Tong Che

- Keyword advertisement on desktop and mobile
- Advantage: focused advertisement
- Charged on CPC basis
- Higher bidding budget lead to better position
- Product key information such as sales volume and reviews directly affect the conversion rate

Desktop



Mobile



Business Matching Taobao Live - Event



- Choose Top KOL, such as Austin, Viya etc
- Share Live 10 min
- Awareness + Sales

Name	Follower	Avg. View (30 Days)	No. of brand (30 days)	View (last live)	No. of Product	Avg. trnx value (RMB)	Sales volume (Order)	Sales (RMB)
薇娅viya	76M	36M	1000	19M	46	96.67	16M	159M
李佳琦Austin	44M	30M	976	13M	48	169.64	477K	81M
雪梨_Chérie	25M	11M	892	5M	65	87.26	166K	15M
烈儿宝贝 /Liè er bǎobèi	13M	8M	836	5M	79	713.78	108K	78M
林珊珊Sunny	10M	1M	772	1M	43	158.82	22K	4M
Timor小小疯	7M	6M	874	5M	65	240.22	43K	10M
陈洁kiki	6M	6M	881	3M	43	129.04	114K	15M
林依轮 /Línyīlún	3M	5M	879	4M	73	119.09	161K	19M
吉杰 /jíjié	2M	3M	823	2M	48	74.80	46K	3M
金星完美生活家 /jīnxīng	1M	64K	785	2M	41	158.21	20K	3M



Business Matching
Taobao Live - Event



- Organize special event to Live

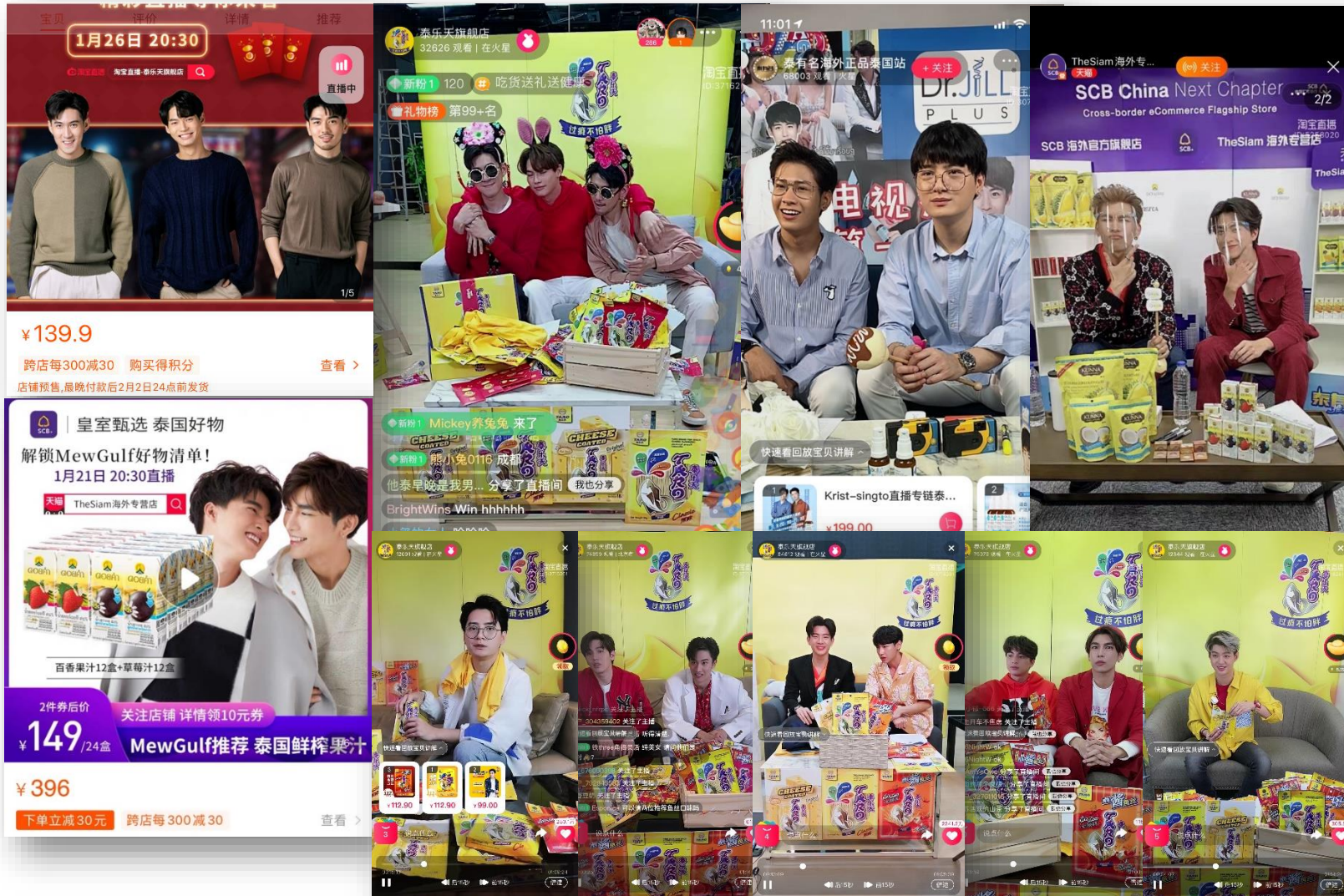


In Shop Live – Thai Celebrities



淘宝直播

- Invite Thai celebrities with Chinese fanbase to live at the shop
- 1 hour fan-meet with activities and game
- Draw fanclub to follow the shop and tryout product
- Cannot hard sell therefore creative game and encouragement are critical



Level Up Offer

Partnership Model

Cooperation Model



Brand Owner



-



- Tmall Annual Fee
 - Deposit
 - Graphic
 - Logistic (freight)
 - Stock
 - Marketing costs
-
- Build Equity
 - Sales volume (sales margin on COGS)
 - Net Profit
 - Tmall store

-



- Customer Service
 - Operation team
 - Marketing Plan
-
- Commission fee
 - Strong brand partnership for sustainable growth



Thank you
谢谢!

LEVELUp
H O L D I N G

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Daily News & Update
+
Customer Service



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Gateway to China Online marketing
Knowledge Resource

Level Up China

YouTube channel page for Level Up China, featuring a grid of video thumbnails with titles in Thai and English, such as 'ต้องรู้ก่อนบุกจีน' and 'ธุรกิจไทยบุกจีน'. The channel has 4,07K subscribers.

A screenshot of a WeChat video player. The video shows a man in a white shirt speaking. Below the video are social sharing icons for K+, KMA, Facebook, WhatsApp, and others. The video title is partially visible as '10 ของฝากที่ชาวจีนนิยมซื้อเมื่อมาเที่ยวไทย'.

levelupthailand.com/learnchina

Two landing pages from the Level Up China website. The left page is titled 'CHINA ECOMMERCE SOLUTION' and features a large red brain graphic. The right page is titled 'CHINA DIGITAL MARKETING' and features a blue brain graphic. Both pages contain text in Thai and English, along with navigation buttons.

An article page titled 'CHINA CROSS-BORDER ECOMMERCE'. The main heading is '1. ขายอะไรดี? - สินค้าไทยที่คนจีนชอบ'. Below the heading are three video thumbnails with titles in Thai, such as '10 ของฝากที่ชาวจีนนิยมซื้อเมื่อมาเที่ยวไทย' and '10 อันดับ สินค้าไทยขายดีใน เถาเป้า (Taobao)'. Each video has a 'Go' button.

Podcast / Article

MarketingOops!

A screenshot of the MarketingOops! website. It features a header with the logo and navigation menu. Below the header, there's a section for 'Author: Ittichai' and a list of 'MarketingOops! Jobs' including 'Digital Event Innovation Manager' and 'Digital Media Planner'.

An article titled 'CHINA MARKET Insights' with the subtitle 'เรียนรู้ "ระบบโลจิสติกส์" ส่งสินค้าจากไทย ไปจีน วิธีไหนเร็ว ง่าย และคุ้ม ?!'. The article features a large illustration of a warehouse and a truck. At the bottom, there's a 'MarketingOops! China Market Insights EP.13' audio player.