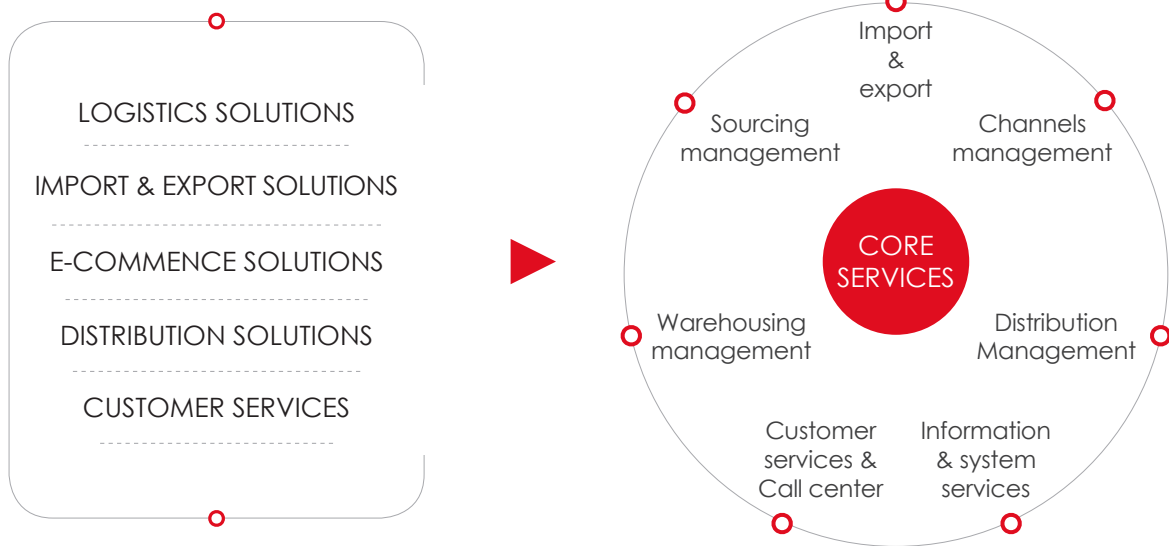


## • OUR APPROACH •

Distribution is the key to succeeding in the China retail market. CRD is a leading supply chain management company that offers end-to-end logistics and related distribution services worldwide. CRD has reach throughout the USA, Europe, Asia, and China under its full range of cross border services.



CRD's operating model is to use its sales and distribution partners with retailers and brands to link them to consumers in China through a multichannel approach. CRD provides a full backend distribution & fulfillment platform. CRD is a China based specialist retail logistic company that works with leading international freight forwarders and is supported by its nationwide transport infrastructure, warehousing capabilities and retail focus, putting CRD at the forefront of the retail logistics and supply chain management.

## • SERVICES

- Fully licensed for import / export
- Act as Importer of Record / Merchant of Record
- Warehouse Management
- Distribution Management
- Cross border and local fulfillment
- Channel Management
- Payment Solutions and repatriation
- Customer service / returns call center

**WE DELIVER**

## • OUR SERVICES •

CRD has over a decade of experience with full import and export licensing in Shanghai WaiGaoQiao Free Trade Zone, since 2005.

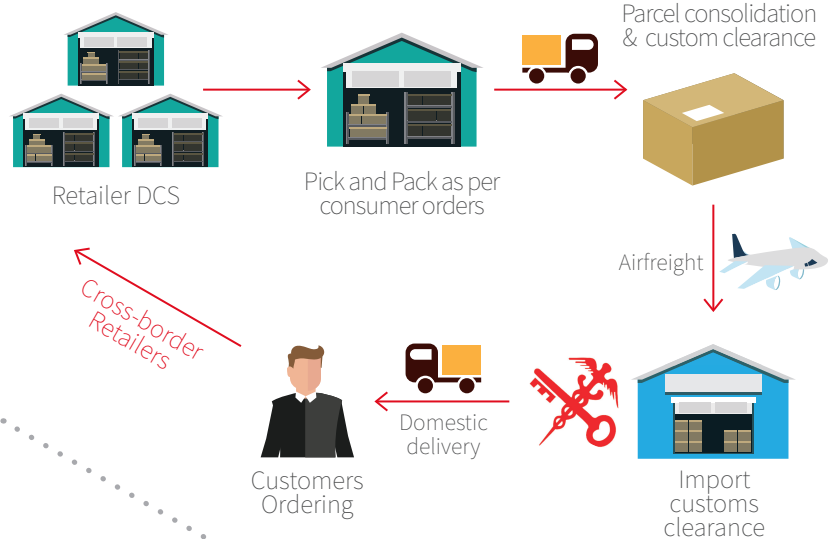
### IMPORT SERVICES

#### • IOR - IMPORTER OF RECORD

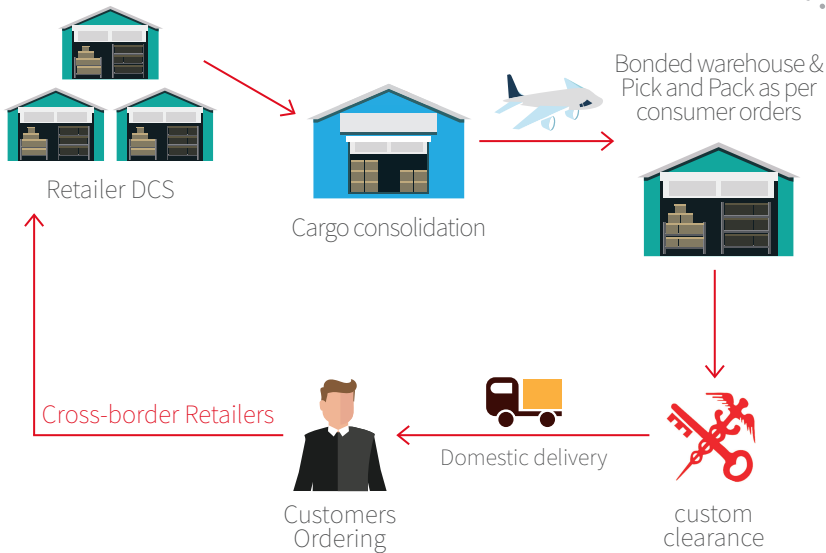
CRD's IOR service allows for international brands / retailers to send goods into China either parcel by parcel or on a weekly drop ship basis.

CRD provides cross border services, import licenses, bonded / non-bonded warehouse management services (WHMS), and international / local delivery services.

#### • CBC



#### • BBC



#### • MOR - MERCHANT OF RECORD

CRD's MOR services for international brands / retailers allows CRD to act as contracted importer, hold stock on their behalf, sign up distributors and wholesalers, manage sales, process orders in RMB, collect payments, and facilitate 4x repatriation back to brand.

CRD's MOR services allow said brand to sell to Chinese consumers without setting up or maintaining their own Chinese company onshore.

### EXPORT SERVICES

- ▲ CRD is fully licensed to export for international brands / retailers who wish to consolidate their stock in China to send to global retail outlets and non-China based consumers.
- ▲ CRD can facilitate export and reimport for China sales channels through bonded warehouses.

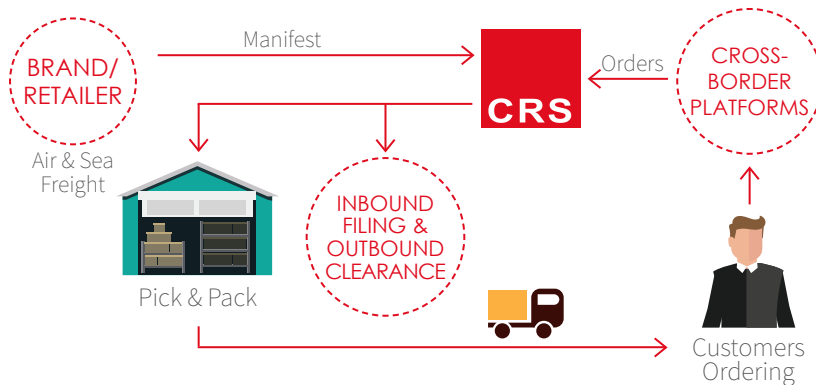


## DISTRIBUTION SERVICES

CRD's distribution is a combination of cross border and local fulfillment services which includes everything from import, sales channels management, warehouse management, local fulfillment, transportation management, customer service / support, and returns.

## CROSS BORDER FULFILLMENT

### CROSS-BORDER B2C LOGISTICS SOLUTION



CRD's cross border fulfillment incorporates IOR/MOR services, including stock that is already in China to be exported / reimported via bonded warehouses, in order to be eligible for sale in China.

## LOCAL FULFILLMENT

- ▲ CRD has a wide range of warehousing capabilities / management, Wdistribution & retail channel partners, nationwide transportation infrastructure via our local courier networks.
- ▲ CRD has operations in over 30 cities that can service 500+ cities throughout China.



## CUSTOMER SERVICE AND SUPPORT

- ▲ Bolt on services include post sales customer service and returns management.
- ▲ These services are supported by a local multilingual team that will be interlinked with the CSM social media platforms.

# • OUR GROUP •

## CHINA RETAIL SERVICES - CRS END TO END SOLUTIONS

CRD distribution / logistics is only one service division of our business scope. CRS is an end to end e-commerce solutions company that allows international brands and retailers to operate in China without opening a corporate office onshore. CRS can provide all the necessary services to enter the Chinese market, limiting the number of parties involved in the process. Brands can pick and choose stand alone services or opt for a whole tailor-made - end to end solution.

### ● EFFICIENCIES ARE THE KEY TO SUCCESS

1

Create Chinese name; English & Chinese trademark

2

Map out market entry plan; conduct market research to define market opportunity and optimal solution

3

Develop and launch local marketing digital marketing strategies

4

Build local marketing website; cross-border ship full produce range

5

Set up sales channels online & offline

6

Set up logistics, fulfilment & returns

### ● MARKET ENTRY SERVICES

- Market entry advisory, research & analysis
- Regulatory consulting, product licensing & trademark registration
- Chinese name creation
- Go-to-market channel planning
- Localized branding & product selection

### ● MARKETING & SOCIAL MEDIA MANAGEMENT

- Weibo & Wechat account set-up & management
- Online and offline market strategy development based on target consumer profiling
- PR campaign management
- Access to magazine & data channel partners

### ● SALES CHANNELS

- Multi-channel sales & distribution management
- Local mono-branded website design & management
- Offline store location evaluation and site selection management
- End-to-end T-mall Flagship Ecommerce management
- Access to brand building, media, marketing and other 3rd party management

### ● LOGISTICS & DISTRIBUTION

- Distribution management
- Customer services & call centre
- Import & Export
- Sourcing management
- Information & system services
- Channel management
- Warehouse management
- Payment solutions and repatriation
- Act as importer of record

CN: [info@chinaretailgroup.com](mailto:info@chinaretailgroup.com)



CRS has reach throughout the USA, Europe, Asia, and China under its full range of cross border services.



THE BRAND BOX

The Brand ox is a consumer goods based e-commerce platform with multiple sales channels.

US: [info@shopepg.com](mailto:info@shopepg.com)



Through offices in China, UK and USA, we provide a global marketing, logistics and e-commerce network.



Provides fashion retailers the opportunity to connect with Chinese consumers across 500 cities.

UK: [wing@shopepg.com](mailto:wing@shopepg.com)



FCP provides legal & compliance services related to Intellectual Property, domain names and trademarks.



Provides Chinese consumers access to the best of global food and consumer brands.