

IBDshop

INTERNATIONAL BRANDS DIRECT

Buy international brands, simply.

www.IBDshop.com

Offices: London - New York - Shanghai - Hong Kong

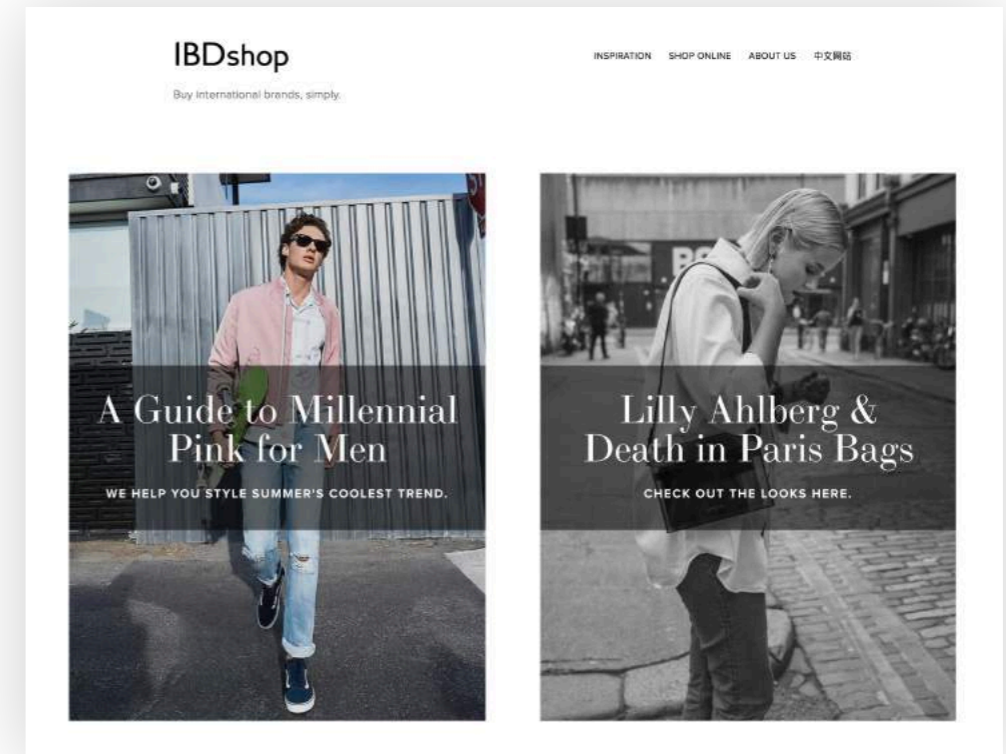
ABOUT

IBD is an online shopping platform that connects China and U.S.- based customers with international brands.

Our platform that provides retailers the opportunity to connect with 2 million Chinese consumers through marketing, sales and fulfillment with cross-border payment functions to connect, communicate and transact.

We promote *shopping destinations*, major *department stores* and *brands* in the U.K., Europe, and USA.

We build brand awareness and market positioning in new locations through our style guide, social media, and collaborations.



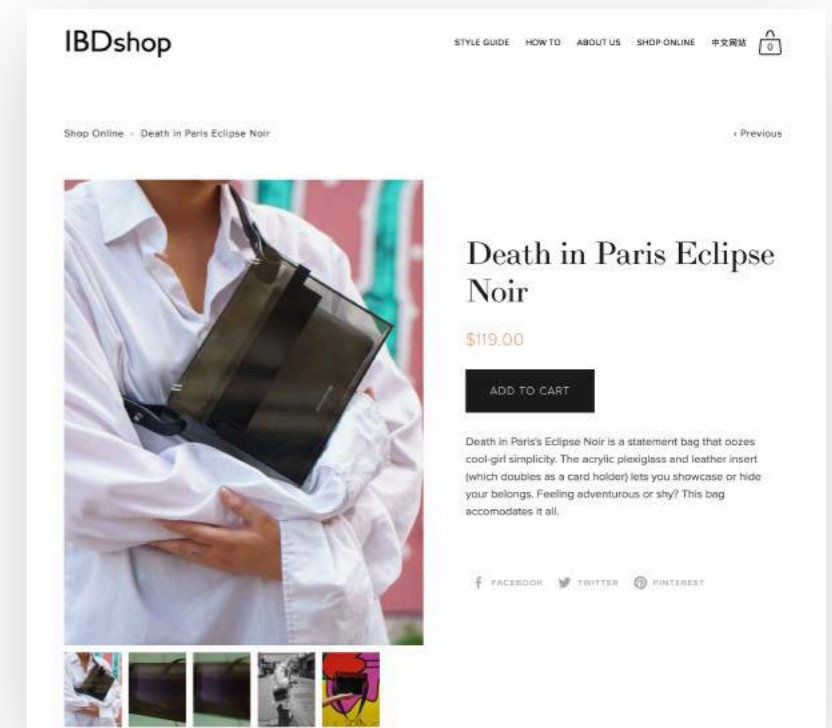
Why be a part of the IBD team



- Style guide connects people looking for style inspiration to your products
- Social media marketing appeals to the millennial customer & drives sales
- We connect your brand to social media influencers
- Design-oriented team
- Simple user interface eases process of buying online

Why be a part of the IBD team

- Bring your brand more sales and social media publicity
- Connect with millions of Chinese consumers
- Target new customers
- Enter new markets: USA, China, or both
- Hassle-free. All shipping logistics & customer service in local language handled by IBD
- We have full Chinese import and trading licenses



OUR CLIENTS

bloomingdale's



SELFRIDGES & CO

Urban Originals™

COVENT
GARDEN

Westfield

DEATH IN PARIS



SLOANE
STREET

W
The Westbury

Robert Graham®

BOCONI

★ macy's

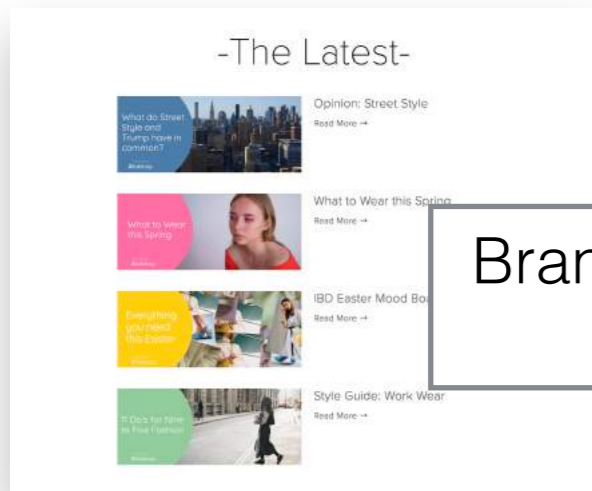
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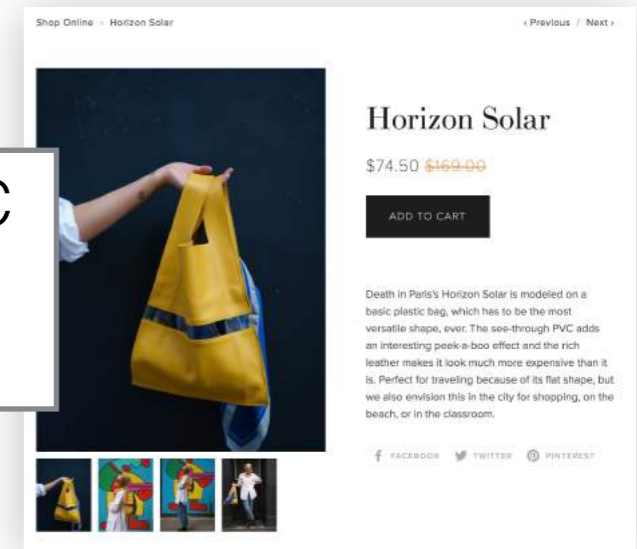


Our Method



Brand promotion strategy

International B2C online shopping platform



Your Brand!

Branding and Marketing

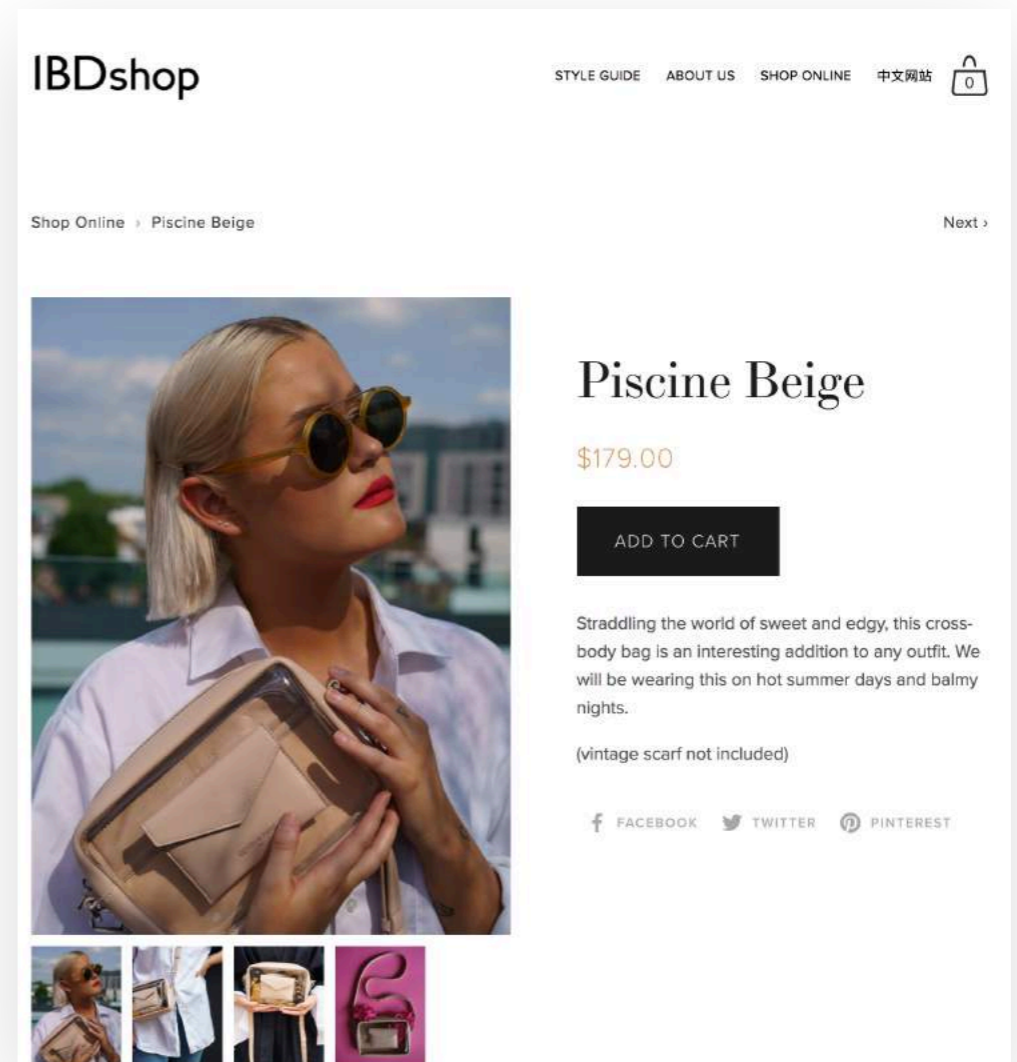
- Free new product releases
- Newsletter promotion
- Social media strategy
- In-house photography option
- Logistics handled by IBD
- Sell up to 10 SKUs

Shop Online

- B2C fashion e-commerce up to 30 SKUs
- Shipping logistics handled by us
- Simple, cost-effective solution to expanding
- Access to data and customers across 500 Chinese cities & 13 million US customers
- Full-time bilingual US & Shanghai-based team with a dedicated member of staff and Chinese Helpdesk
- Social media strategy
- In-house photography option
- Newsletter promotion

Shop Online

- Sell 10 - 30 SKUs
- Bespoke marketing: combine shop online with brand promotion strategy to maximize exposure and sales
- Easy shopping & check-out process
- SEO management
- Basic shop online platform with possibility to have free promotions every 2 weeks
- Seasonal SKU uploads with blog posts to promote seasonal styles



Brand promotion strategy

How does Brand Promotion differ from Shop Online?

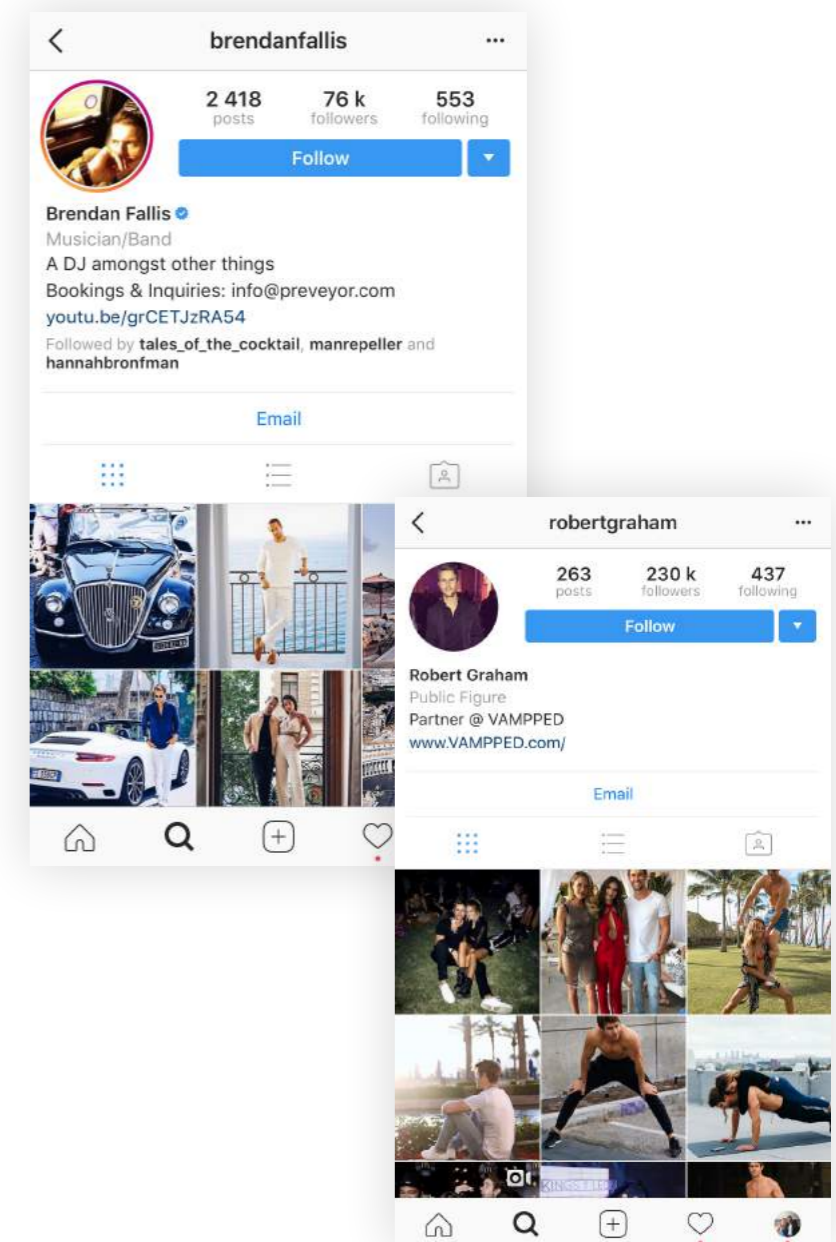
- Market more, sell less. This is intended for companies that want to create more buzz about their brand or limited edition items and only sell 1-5 pieces on IBDshop
- We create and promote content about your products on our website and social media channels, and the channels of our influencer partners
- Value added opportunity: get endorsements from influencers with 1000-2M followers on social media platforms, depending on your target consumer & perceived most effective strategy
- Converting marketing on wide reach to maximize sales.
- How we do it? Content creation, SM marketing, discounts*
- Timeline for BSP = Flash sale for 2 weeks

*We have found that 30% discounts have been most successful.



Social Media Marketing

- Access to 2 million customers through our Chinese Platform, and 13 million through our U.S. database
- Collaborations with influencers to maximize exposure online
- Style guide and blog to drive traffic and convert potential shoppers
- Partnerships with influential social media users for targeted marketing
- Team based in China, UK, and US means internationally-driven content, around the clock marketing opportunities, cultural know-how of U.S. and China markets
- WeChat and Weibo page created for Chinese platform



Social Media Packages

All social media packages are customized and bespoke.

Basic Signing Package

- Blog mentions of product;
- Feature on ibdshop.com as New Brand for 2 weeks;
- 1 post on IBD Instagram/Facebook/Twitter/Pinterest per week;

Subject to brand's need

Other options:

- *Adjustable pricing and adaptable frequency*
- Brand highlighted on IBD website;
- Blog articles written about brand;
- Feature on IBDshop.com front page;
- Posts to IBD Instagram, Facebook, Twitter, Pinterest, Weibo & Wechat;
- Product giveaway campaigns. Cooperate with different KOLs for competitions;
- Connect brands to partner influencers with targeted followings.

Logistics

- We do everything: pick up from warehouse and sending through DHL express directly to the end customer
- Easy and effective for you
- We provide all customs clearance services
- Local language customer care
- IBDSshop is fully owned by China Retail Group, which was established in 2005 in Shanghai's Waigaoqiao free trade zone. We have full Chinese import and trading licenses, and access to seven bonded and non-bonded warehouses in China and Hong Kong



Commercials

Shop Online: Up to 10 SKU's	\$3000 set-up fee + Complementary BPS every two months
Shop Online: Up to 30 SKU's	\$5000 set-up fee+ Complementary BPS every month in house photography extra feature in blog/ guide
Shop Online	20% commission
Brand Promotion Strategy (BPS)	\$500 set-up fee 20% commission
Social media services	Pricing subject to client requirements

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