

Pinduoduo – more savings, more fun

Pin

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TOGETHER

Duo

多

MORE savings

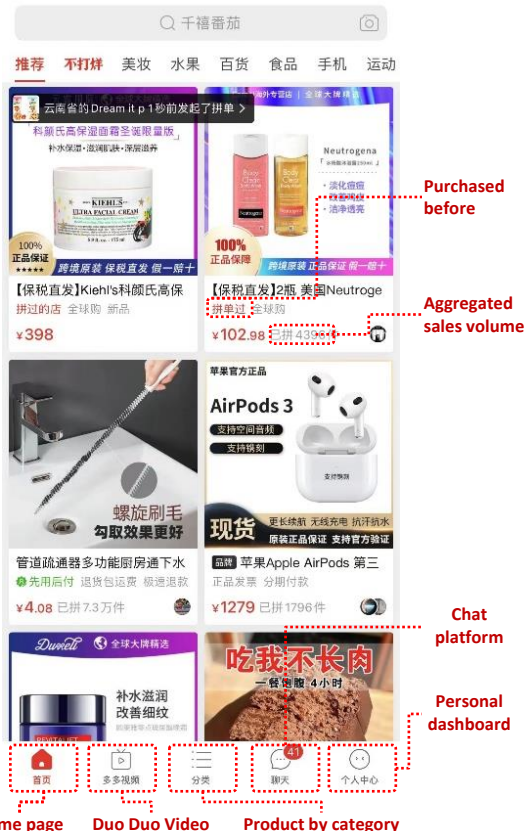
Duo

多

MORE fun

A browsing and discovery-oriented experience focusing on SKUs

Each page is dynamically personalized, resembling a virtual bazaar whereby users can scroll and explore different products.



We re-invented the team purchase model

Step 1: Visit our platform



Individual purchase
¥ 401

Team purchase
¥ 149

Step 2.1: Initiate a new team purchase



Step 2.2: Join an existing team purchase



Step 3.1: Invite friends and family on social networks



Step 3.2: Wait for team formation in the next 24 hours



Step 4: Confirm team formation



Step 5: Product shipment



Step 6: Review



We bring "fun" to online shopping

Games

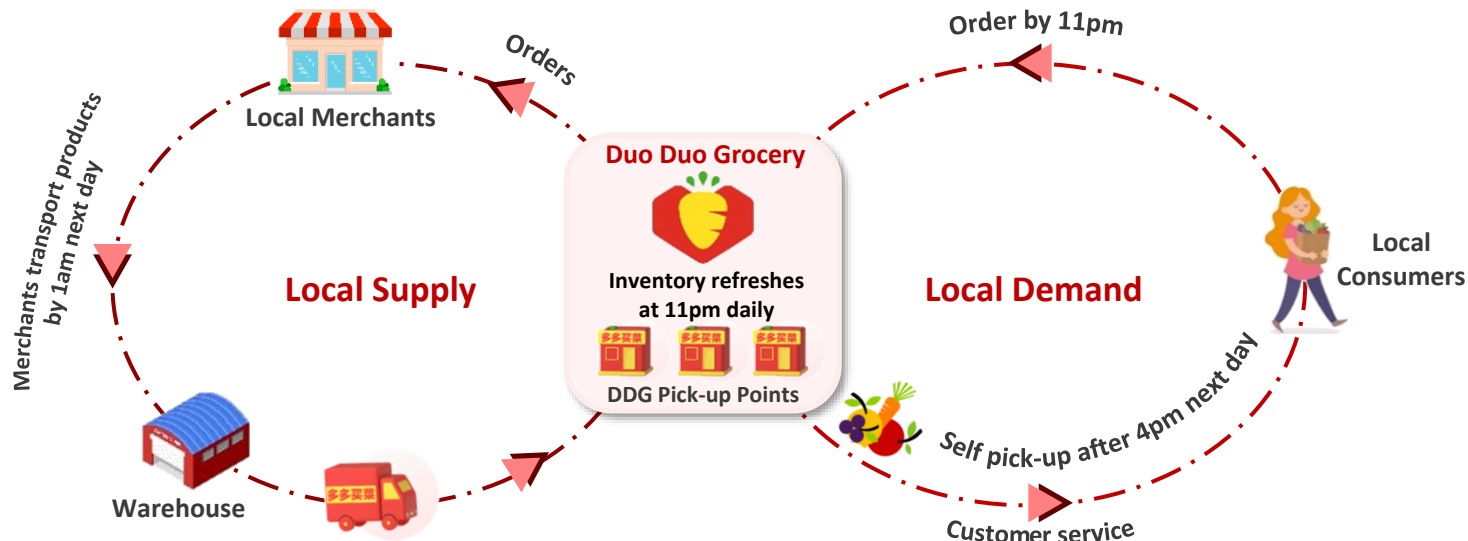
Duo Duo Orchard, Duo Duo Ranch, Duo Duo Crush, etc.



Livestreaming



Duo Duo Grocery: matching local demand to local supply in <24 hours



✓ Pure **marketplace model** without inventory taking

✓ **Partner** with warehouse and logistics service providers **where possible**

✓ Meaningful last-mile delivery **cost savings** for users reflected in price

✓ **Infrastructure** for **next-day** self pick-up

Our key differences versus conventional players

Conventional e-commerce

Intent-driven shopping allows users to buy what they know they want

Platform hosts an index of all SKUs and brands

Design -> Manufacturer -> User

Solitary shopping experience



Pinduoduo's next-generation **new e-commerce** platform

Feed-based shopping allows users to **discover** what they may not have known they wanted

Platform provides **better dynamic recommendations** through interactive features that **learn user preferences**

User -> Design -> Manufacturer

Fun and interactive shopping experience

VS.



Self-reinforcing virtuous cycle

