

# TIKI

2020

FORWARD  
OPPORTUNITY



# AGENDA

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- 1 SNAPSHOT
- 2 PARTNER SUCCESS
- 3 TIKI GLOBAL

A 3D blue cube with the word "TIKI" in white, stylized letters on its top face. The cube is positioned on a blue surface, and a large, light blue arrow shape is visible in the background, pointing towards the top right.

# TIKI'S ACHIEVEMENTS IN 2019



#1

## THE MOST CREDIBLE E-COMMERCE PLATFORM IN VN

Top of mind in  
Authenticity in  
Ecommerce



#1

## TOP OF MIND IN FAST SHIPPING

In Ecommerce



#1

## NPS (NET PROMOTER SCORE)

In E-commerce

93% current customers are  
satisfied with Tiki's service



#2

## MOST VISITED SITE

In E-commerce in 2019



#2

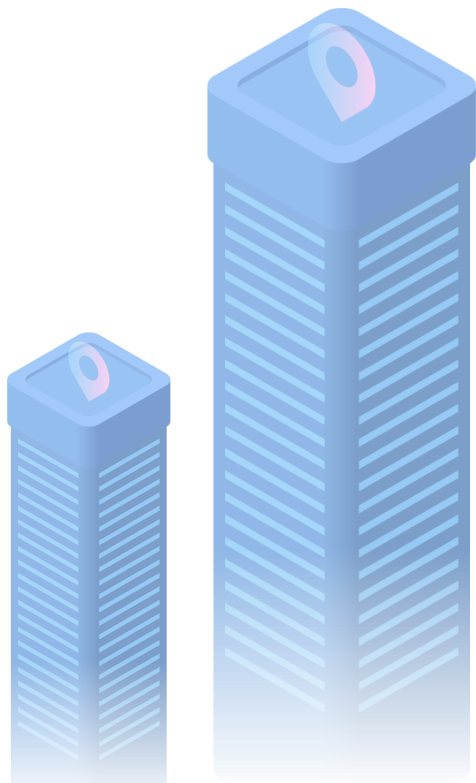
## TOP OF MIND AWARENESS

In E-commerce  
during H2 Legendary  
Sale campaigns

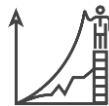
Source: \* Nielsen's survey for Tiki, 2019  
Iprice report 2019



# TIKI'S ACHIEVEMENTS IN 2019



x4.0



CUSTOMER GROWTH DURING  
LEGENDARY SALE 2019

Compared to normal day

x3.0



ORDER GROWTH DURING  
LEGENDARY SALE 2019

Compared to normal day

67.000 m2



FULFILLMENT CENTER

In Vietnam

99.5%



ON TIME DELIVERY

Nationwide

70%



ORDERS

Comes from App

Source: \* Tiki's Internal Database 2019 - Google Analytics



## PARTNER SUCCESS

# 3.0X

NUMBER OF BRANDS PARTNERING WITH TIKI  
ON BIG CAMPAIGNS

Compared to 2018

# 11.8X

AVERAGE REVENUE GROWTH OF BRANDS  
PARTNERING ON BIG CAMPAIGNS

Compared to 2018



# 3.0X

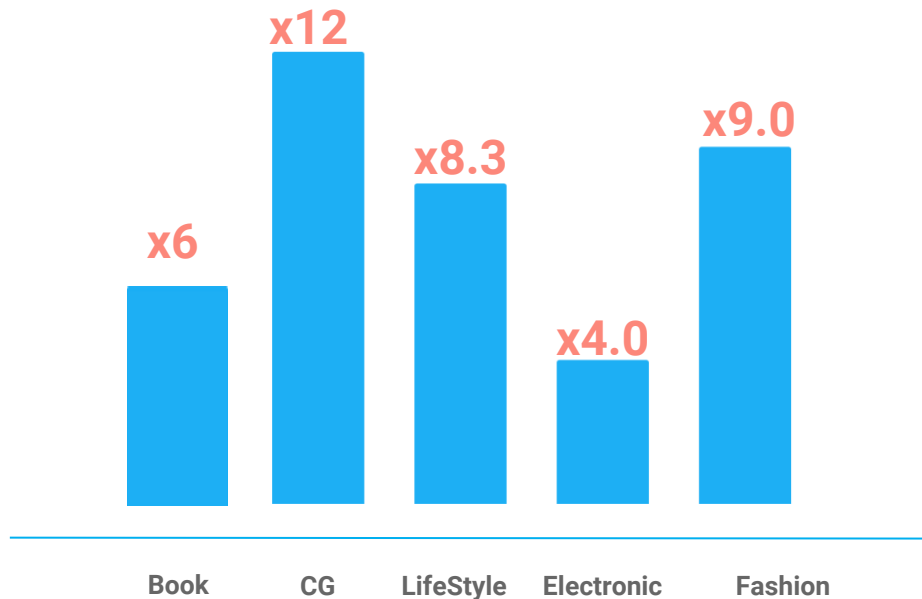
TOTAL BRAND INVESTMENT

Compared to 2018

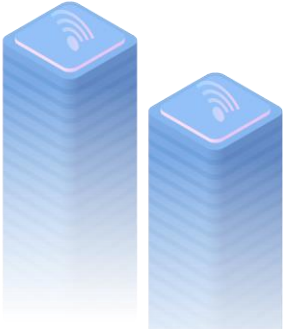


# PARTNER SUCCESS

REVENUE GROWTH OF BRANDS PARTNERING WITH TIKI BY EACH CATEGORY

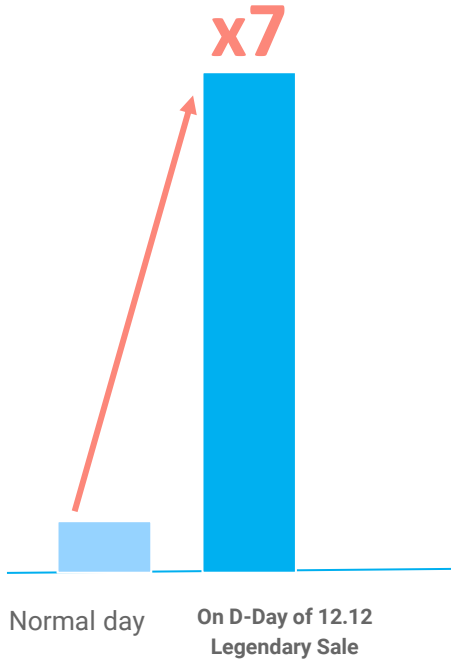


PARTNER SUCCESS

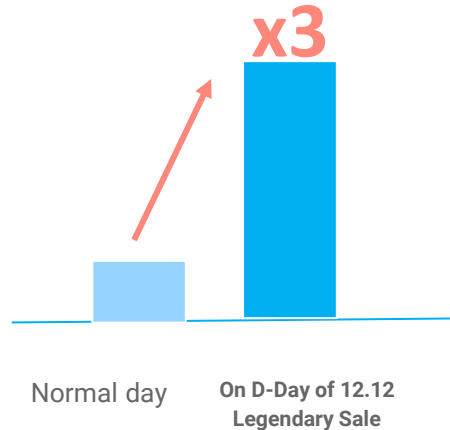


# CASE STUDIES in TIKI's CAMPAIGN

## REVENUE GROWTH



## NEW CUSTOMER GROWTH



When? 17, Sep - 19, Sep

How?

Promotion: Sale off 50% (applied for all products)

Marketing activities & solutions:

1. Homepage placements and key SKUs listing;
1. TikiMEDIA service (Facebook ads & post, Google shopping ads & SEM, Affiliate, CRM solutions).

x3.0

**TRAFFIC GROWTH**

*Compared with previous month*

x2.5

**SEARCH TERM GROWTH**

*Compared with previous month*

x2.0

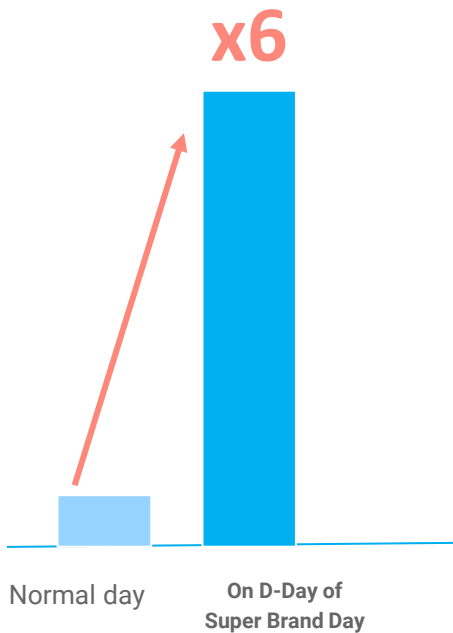
**AOV GROWTH**

*Compared with previous month*

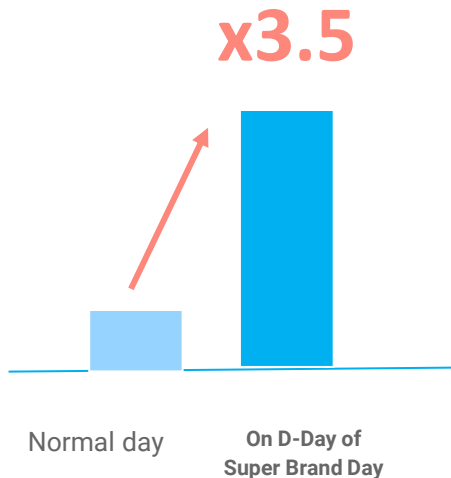


# CASE STUDIES

## REVENUE GROWTH



## NEW CUSTOMER GROWTH



MAYBELLINE NEW YORK      L'ORÉAL PARIS

**When?** 17, Sep - 19, Sep

**How?**

**Promotion:**

- Early bird voucher, free TIKINOW, exclusive bundles, exclusive gift, save up to 70%, flash coupon by time range

**Marketing Solution**

- Homepage placements and key SKUS listing
- TikiMedia service (FB Ads & post, Google Shopping Ads, SEM, CRM Solution, Premium Analytics package to optimize Brand's performance)
- TikiLIVE Placement & Exclusive content
- Product sampling

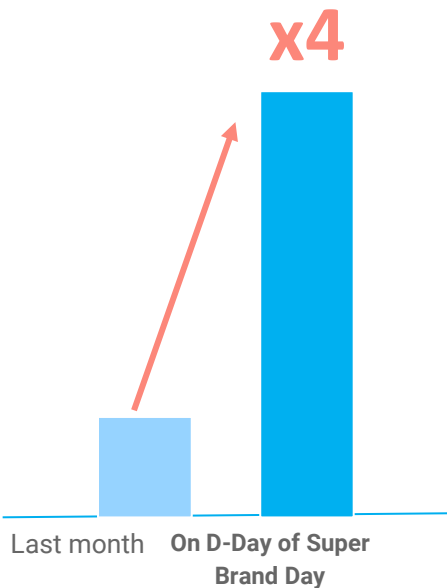
**x3.6**      **TRAFFIC GROWTH**  
*Compared with previous month*

**x2.0**      **SEARCH TERM GROWTH**  
*Compared with previous month*

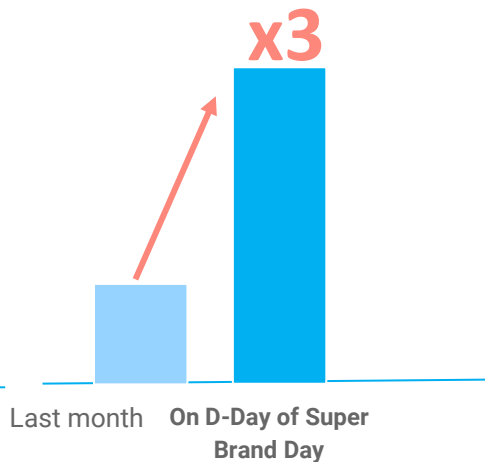
**x1.5**      **AOV GROWTH**  
*Compared with previous month*

# CASE STUDIES

## REVENUE GROWTH



## NEW CUSTOMER GROWTH



LA ROCHE-POSAY  
LABORATOIRE PHARMACEUTIQUE

VICHY  
LABORATOIRES

**When?** December 23-26, 2019 (D-day 25 Dec)  
**How?**

**Promotion:** distinguish scheme everyday with early bird voucher, free TikiNOW, exclusive bundles, exclusive gifts, sale up to 50%, flash coupons by time ranges.

### Marketing activities & solutions:

1. Homepage placements and key SKUs listing;
  2. TikiMEDIA service (Facebook ads & post, Google shopping ads & SEM, Affiliate, CRM solutions, Premium analytics package to optimize brand's ads performance);
  3. TikiLIVE placement & exclusive coupons
1. Tiki Assistant SEO

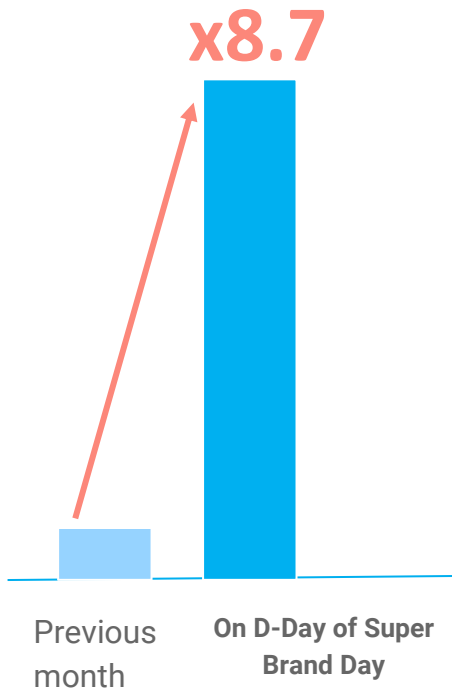
**x2.5** **TRAFFIC GROWTH**  
*Compared with previous month*

**x1.5** **SEARCH TERM GROWTH**  
*Compared with previous month*

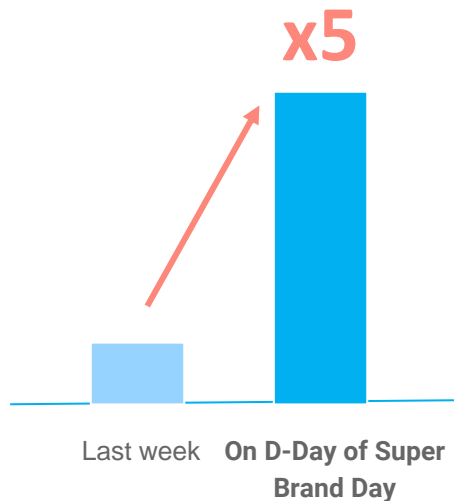
**x1.5** **AOV GROWTH**  
*Compared with previous month*

# CASE STUDIES

## REVENUE GROWTH



## NEW CUSTOMER GROWTH



**When?** 17, Sep - 19, Sep

**How?**

**Promotion:** Sale off 50% (applied for all products)

**Marketing activities & solutions:**

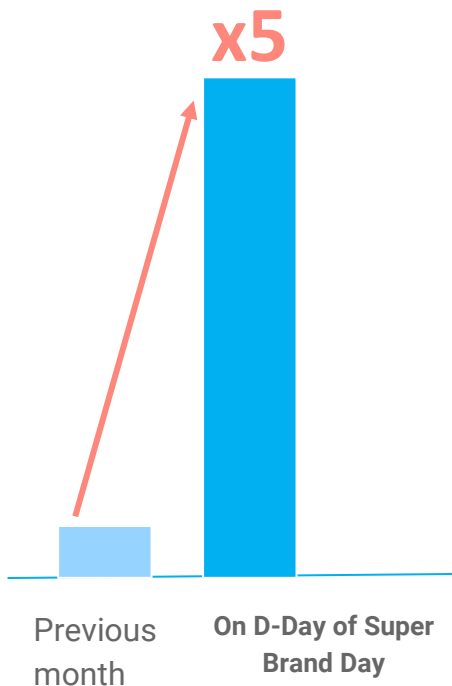
1. Homepage placements and key SKUs listing;
1. TikiMEDIA service (Facebook ads & post, Google shopping ads & SEM, Affiliate, CRM solutions.

**x9.0**      **TRAFFIC GROWTH**  
*Compared with previous month*

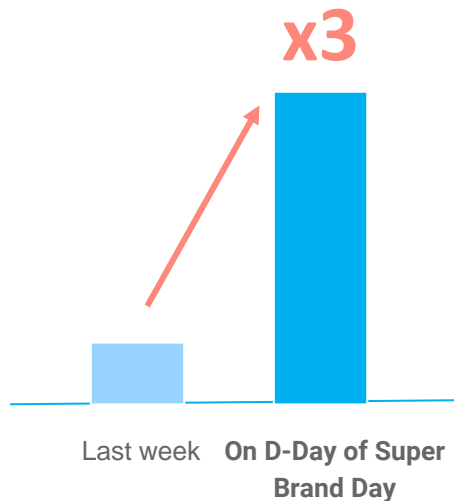
**x4.7**      **AOV GROWTH**  
*Compared with last week*

# CASE STUDIES

## REVENUE GROWTH



## NEW CUSTOMER GROWTH



# ANKER

When: 26/11 - 30/11

Promotion Scheme:

Big Sale Anker Black Friday

Giảm đến 50%

Marketing activities & solutions:

1. Homepage Visibilities and key SKUs listing in Landing Page
2. TikiMEDIA service (Facebook post & Facebook Story, CRM solutions (Push Notification & Email), Premium Analytics package to optimize brand's ads performance);
3. Paid Media (Facebook CPAS ad)

x3.0

**TRAFFIC GROWTH**

*Compared with previous month*

x2.5

**SEARCH TERM GROWTH**

*Compared with previous month*

x9.0

**AOV GROWTH**

*Compared with previous month*

# THE FUTURE

US\$15 billion revenue  
in E-commerce by 2025

74% Vietnamese  
are familiar with online shopping

Promotions & time delivery  
are key drivers in online shopping

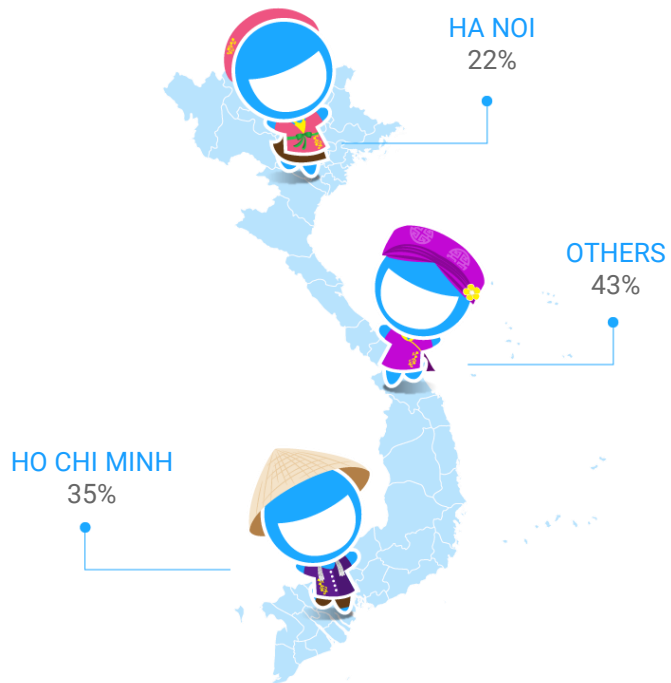
SEA e-Commerce market size (GMV, \$B)



Source: \* The E-economy Southeast Asia 2019 report by Google



# TIKI'S SHOPPERS



Source: \* Tiki's Internal Database 2019 - Google Analytics

## Revenue growth by regions

Ha Noi **+214%**  
Compared to 2018

Ho Chi Minh **+273%**  
Compared to 2018

Đà Nẵng **+296%**  
Compared to 2018

Bình Dương **+475%**  
Compared to 2018

Đồng Nai **+143%**  
Compared to 2018

## Shopping behaviours on Tiki

**2.25M**

AVERAGE ANNUAL  
SPENDING/CUSTOMER

**6.24**

PAGE/VISIT

**40%**

ONLINE  
PAYMENT



# TIKI'S SHOPPERS

75%

Shoppers from 18 - 35 yrs

18-34 yrs

Are the biggest spender

3M

Facebook Fanpage



54% female



### Affinity:

50% Beauty & Fashion  
25% Lifestyle, Mom/Baby  
25% Others

### Basket Value:

Age 18-24  
377,676 VND

Age 25-34  
480,332 VND

46% male



### Affinity:

30% Lifestyle  
25% Electronics  
45% Others

### Basket Value:

Age 18-24  
413,913 VND

Age 25-34  
583,569 VND

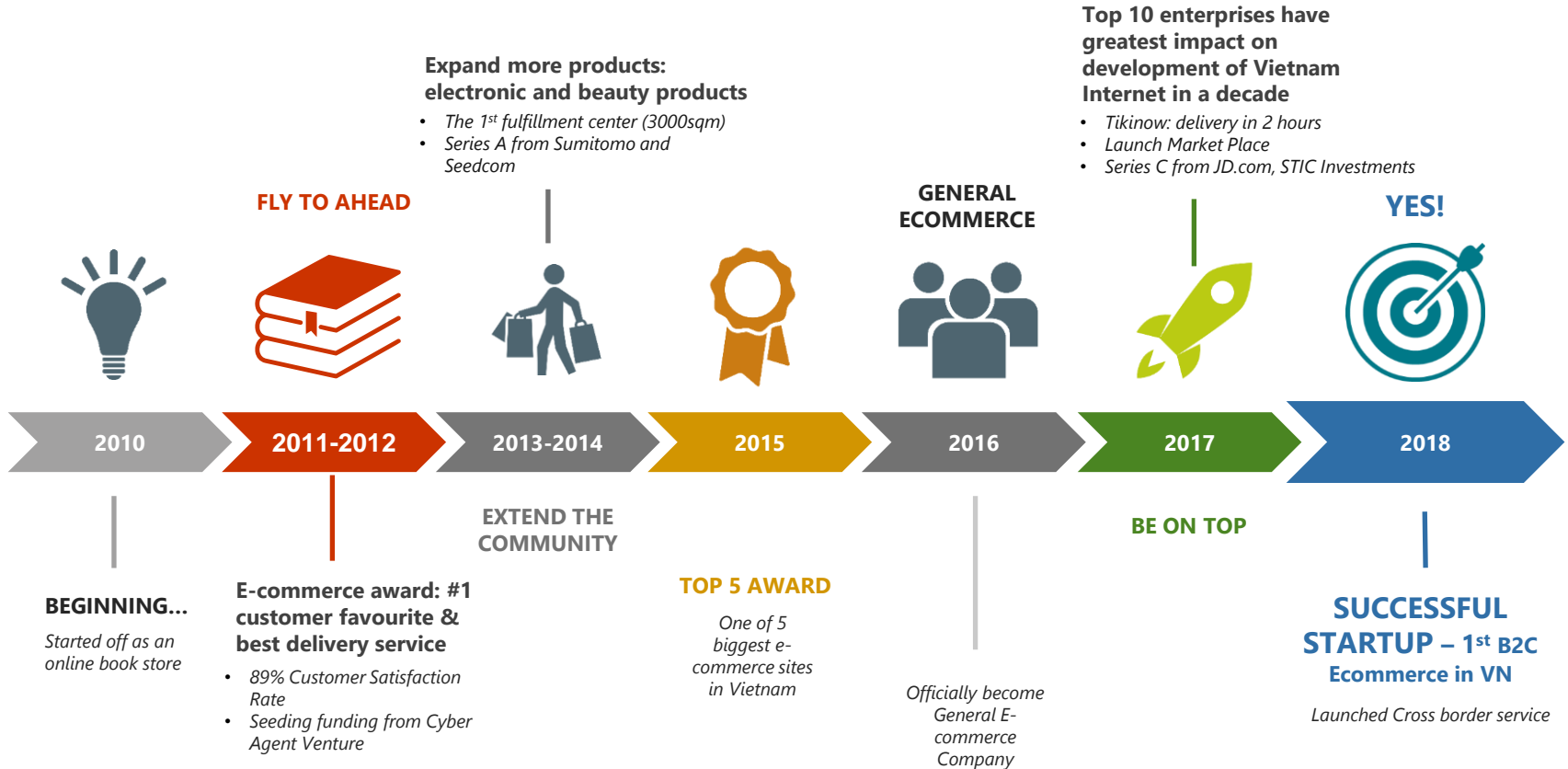


The image features a solid blue background with abstract, light blue geometric shapes. A prominent white-bordered rectangular box is centered in the upper half, containing the text 'TIKI GLOBAL CROSS BORDER'. Below this box, there are two 3D rectangular blocks, one on the left and one on the right, rendered in a lighter shade of blue. A thick, light blue line curves across the top of the image, starting from the left and ending in a sharp point on the right.

**TIKI GLOBAL  
CROSS BORDER**



# OUR TIKI JOURNEY



We Bring Millions Of Oversea Products To VN



**TIKI**GLOBAL



Global Sourcing



Global Pay



Global Logistic Solution

# CROSS BORDER BEST- SELLING CATEGORIES

Điện gia dụng: 2631 kết quả

TIKI GLOBAL

DIỆN GIA DỤNG TỪ KHẬP THỂ GIỚI

Điện gia dụng sale 49%

+ COUPON GIẢM GIÁ

XEM NGAY

TOP SẢN PHẨM BÁN CHẠY

TRẢ GÓP 0% CHO SẢN PHẨM TỪ 3 TRIỆU

100 CAM KẾT HÀNG CHÍNH HÃNG

MIỄN PHÍ VẬN CHUYỂN TOÀN QUỐC BH TỪ 250K

0% TRẢ GÓP LÃI SUẤT 0%

HOÀN TIỀN TRONG VÒNG 14 NGÀY VỚI HÀNG LỖI

BÀN ỦI - BÀN LÀ

MÁY HÚT BỤI

QUẠT ĐIỆN

MÁY LỌC KHÔNG KHÍ & TẠO ẨM

MÁY XAY, MÁY ÉP

NỒI CƠM ĐIỆN

NỒI CHIẾN

BÌNH CÁC LOẠI

NỒI ÁP SUẤT

BẾP CÁC LOẠI

Household Appliances  
Home Living



Thiết Bị Số - Phụ Kiện Số: 15954 kết quả

TIKI GLOBAL

SALE SỐC ĐẾN 49%

\*Hàng ngàn phẩm công nghệ ngoại nhập giá nội địa với Tiki Global

XEM NGAY

TOP SẢN PHẨM BÁN CHẠY

0% TRẢ GÓP CHO SẢN PHẨM TỪ 3 TRIỆU

LOA NGHE NHẠC

DÂY SẠC SẠC CẤP

CHUỘT

BÀN PHÍM

TAI NGHE

THIẾT BỊ ĐEO THÔNG MINH

ĐỒ CHƠI CÔNG NGHỆ

THIẾT BỊ GAME VÀ PHỤ KIỆN

PIN SẠC DỰ PHÒNG

THIẾT BỊ MẠNG

Electronics  
Device & Accessories



# CROSS BORDER BEST- SELLING CATEGORIES

Thời Trang: 15046 kết quả

**TIKI GLOBAL**

HÀNG QUỐC TẾ THỜI TRANG

GIẢM ĐẾN **49%**

Giảm Thêm 600.000Đ Cho ĐH Trên 5.000.000Đ

XEM NGAY

THỜI TRANG NỮ

THỜI TRANG NAM

TRANG SỨC

TÚI XÁCH & PHỤ KIỆN

PHỤ KIỆN THỜI TRANG KHÁC

## Fashion

Sams<sup>o</sup>nite



PRADA

南极人  
NANJIREN



CURREN

SKMEI

Làm Đẹp - Sức Khỏe: 8765 kết quả

**TIKI GLOBAL**

DEAL SỐC CHỈ CÓ TẠI TIKI

CHĂM SÓC RĂNG MIỆNG CÙNG ORAL B

GIẢM ĐẾN **30%**

NHẬP JOY150K GIẢM NGAY 150K CHO ĐH TRÊN 1 TRIỆU

XEM NGAY

TRANG ĐIỂM

CHĂM SÓC DA MẶT

CHĂM SÓC CƠ THỂ

CHĂM SÓC TÓC VÀ DA ĐẦU

CHĂM SÓC CÁ NHÂN

THIẾT BỊ LÀM ĐẸP

THIẾT BỊ CHĂM SÓC SỨC KHỎE

MẶT NẠ

## Health and Beauty



OLAY

APRILSKIN

CHANDO  
自然堂



FOREO

Oral-B

mi

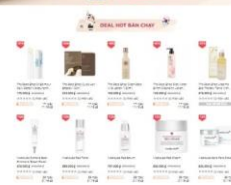
DD  
Double Doctor

MKUP  
My Beauty Diary

# SUCCESSFUL STORIES FROM GLOBAL SELLER



Joybuy Channel



Korea Market



Taiwan Market



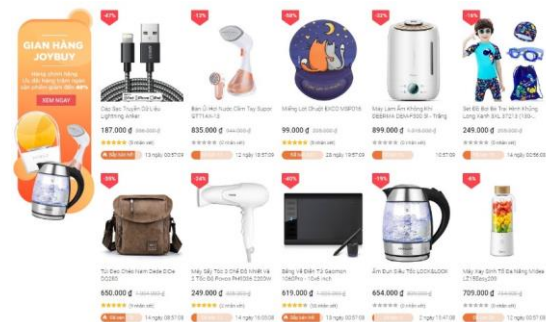
China Market

# SUCCESSFUL STORIES FROM GLOBAL SELLER

## JOYBUY CHANNEL

Member since: 2018

Successful **API Integration**



### Daily Support From Tiki Team:



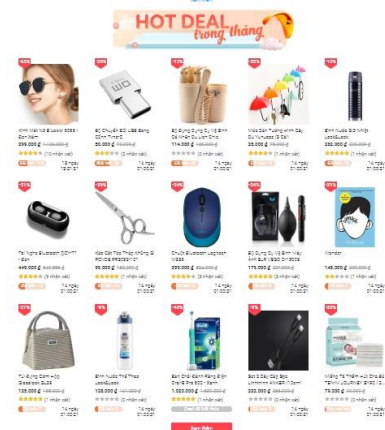
Marketing and promotion campaigns to push sales



Product content translation to Vietnamese



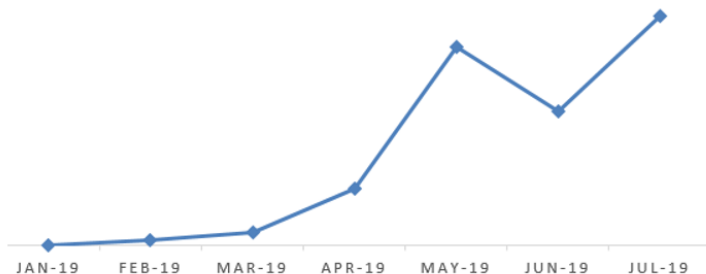
Accompany with sellers in tracking data and grow sales performance



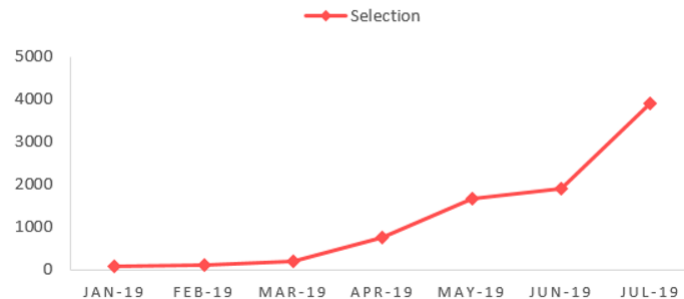
# We Bring Millions Of Oversea Products To VN



### KOREA CMV GROWTH



### KOREA SELECTION



*innisfree*

**JYP ENTERTAINMENT**  
LEADER IN ENTERTAINMENT

**LANEIGE**

**MARHEN.J**

**FILA**

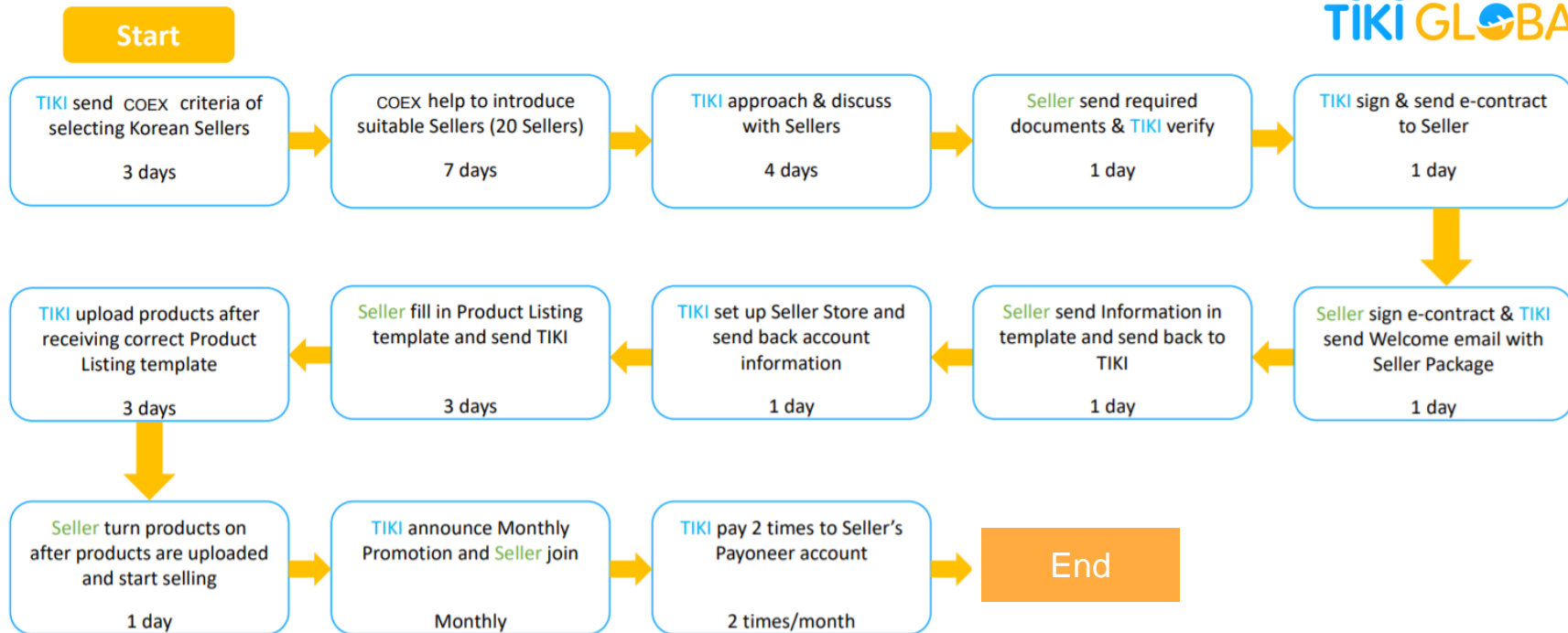
**SM ENTERTAINMENT**

**YG**

**ENTERTAINMENT**

**Sulwhasoo**

# We Bring Millions Of Oversea Products To VN





# NEED-TO-PREPARE DOCUMENTS

## COMPULSORY

- Business License
- Letter of Authorization
- Trademark Registration Certificate  
issued by the local authority

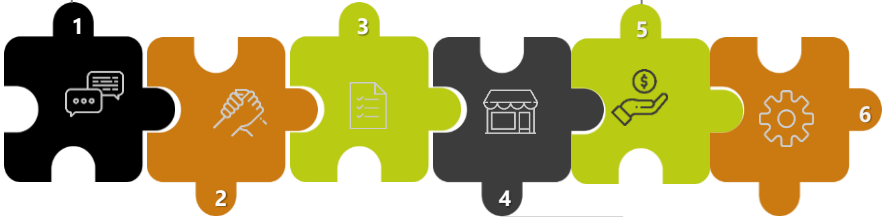
## OPTIONAL

- Quality Inspection Report (If any)
- Quarantine Certificate (If any)
- Certificate of Origin (If any)

*To ensure the quality of goods as well as to facilitate management,  
Tiki only cooperates with businesses having business licenses*

# OUR GENERAL PROCESS

**DISCUSS**  
Share information (Proposals), study and evaluate the potential of cooperation



**CONTRACT**  
Sign E- Contract and related documents (NDA)

**GROW**  
Build Short- and long-term strategic growth plan for Partners in term of Selection and Sales

**SUSTAIN**  
Partner's Operation smoothly by collaborating with internal teams: Logistics, After sale service, Statement & Payment, Return

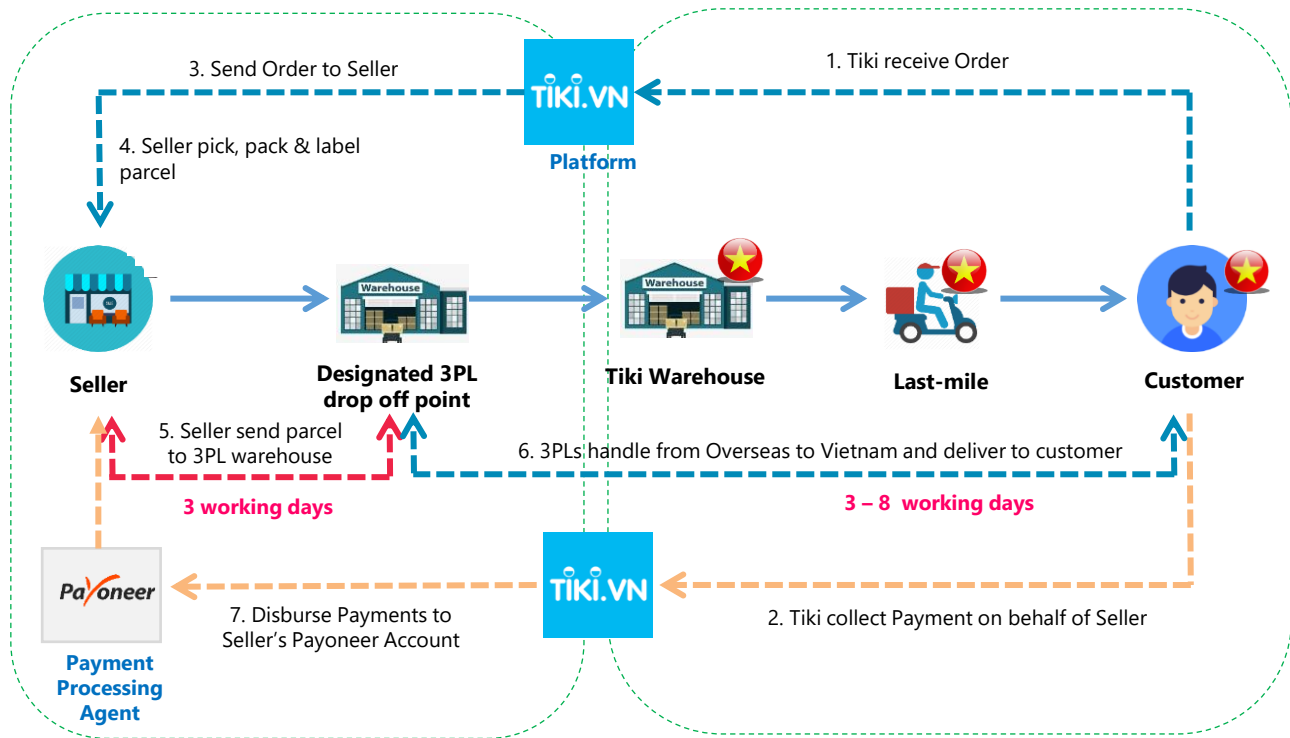
**VERIFY**  
Verify credibility of partner by needed documents sent by partner

**ONBOARD**  
Help partner on board by having partner fill in Product Listing Form with product details and send it back to Tiki



## CROSS BORDER B2C BUSINESS MODEL – LOGISTICS BY 3PL

1. Tiki receive order from customer.
2. Tiki collect payments.
3. Tiki send orders to Seller.
4. Seller pick, pack and label parcel.
5. Seller send parcel to designated warehouse.
6. 3PLs handle from Overseas & deliver to customer in Vietnam.
7. Tiki send statement to customers twice per month and disburse payment to seller's Payoneer account



# TIKI GLOBAL RATES CARD

## 1. SALES COMMISSION

Cate 1	Cate 2	Commission
Electronics	Camera/Mobile & Tablet/TV-Audio/Computers & Laptop/Video & Gaming& Wearables	4%
Non-Electronics	Health &Beauty/Mom & Baby/Fashion/FMCG/Home Living/Home Appliances/Stationery	8%

## 2. BANK PAYMENT FEE

Payment fee	2%	Per listing price
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## 3. VIETNAM WITHHOLDING TAX

Withholding tax	1.01%	Per listing price
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## 4. LOGISTICS FEE

Logistics Fee	Line-haul and Last Mile Fee according to 3PL	Per parcel
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# THANK YOU



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