

Trends in Business-to-Business E-Commerce

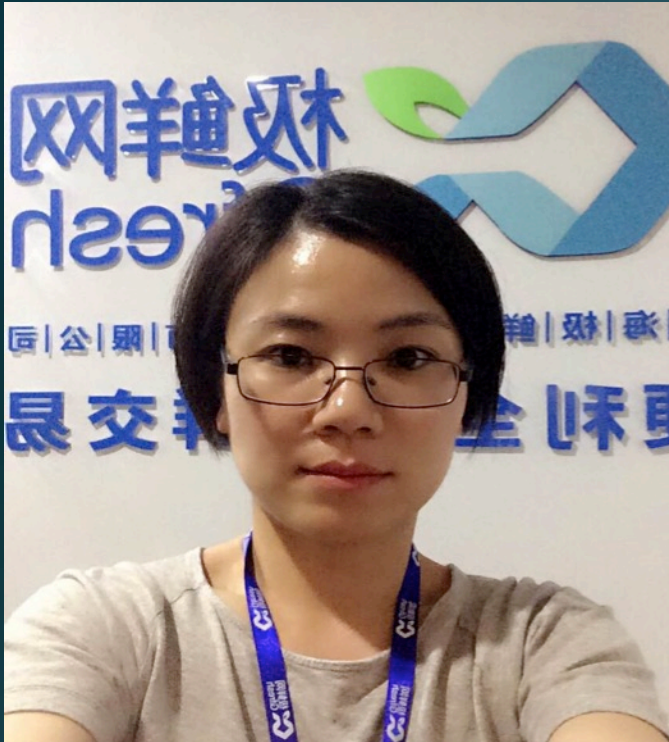
■ PRESENTER HELEN GAO | GFRESH

GLOBAL OUTLOOK FOR AQUACULTURE LEADERSHIP

GUANGZHOU, CHINA | DAY 2

HEALTHY FISH | HEALTHY PEOPLE | HEALTHY PLANET

Helen Gao (He Fang)



- Helen is the head of Gfresh international business development team.
- Her major focus is to develop partnerships with producers, exporters, certification associations and stake-holders in the supply chain of seafood resources from around the world, and contribute to expand Gfresh online B2B marketplace to include China mainland, Hong Kong, and other global markets.
- Prior to joining Gfresh in 2015, Helen had spent over 12 years in the branding and marketing field in greater China and Southeastern Asian countries to serve multi-national FMCG and food service brands.

How to succeed in China's online B2B market

Helen Gao (He Fang)



Why sell online?

Get fresh data and trends for B2B sales

7 key insights to give you an unfair advantage



Slow, Difficult, Risky

Fast, Simple, Secure

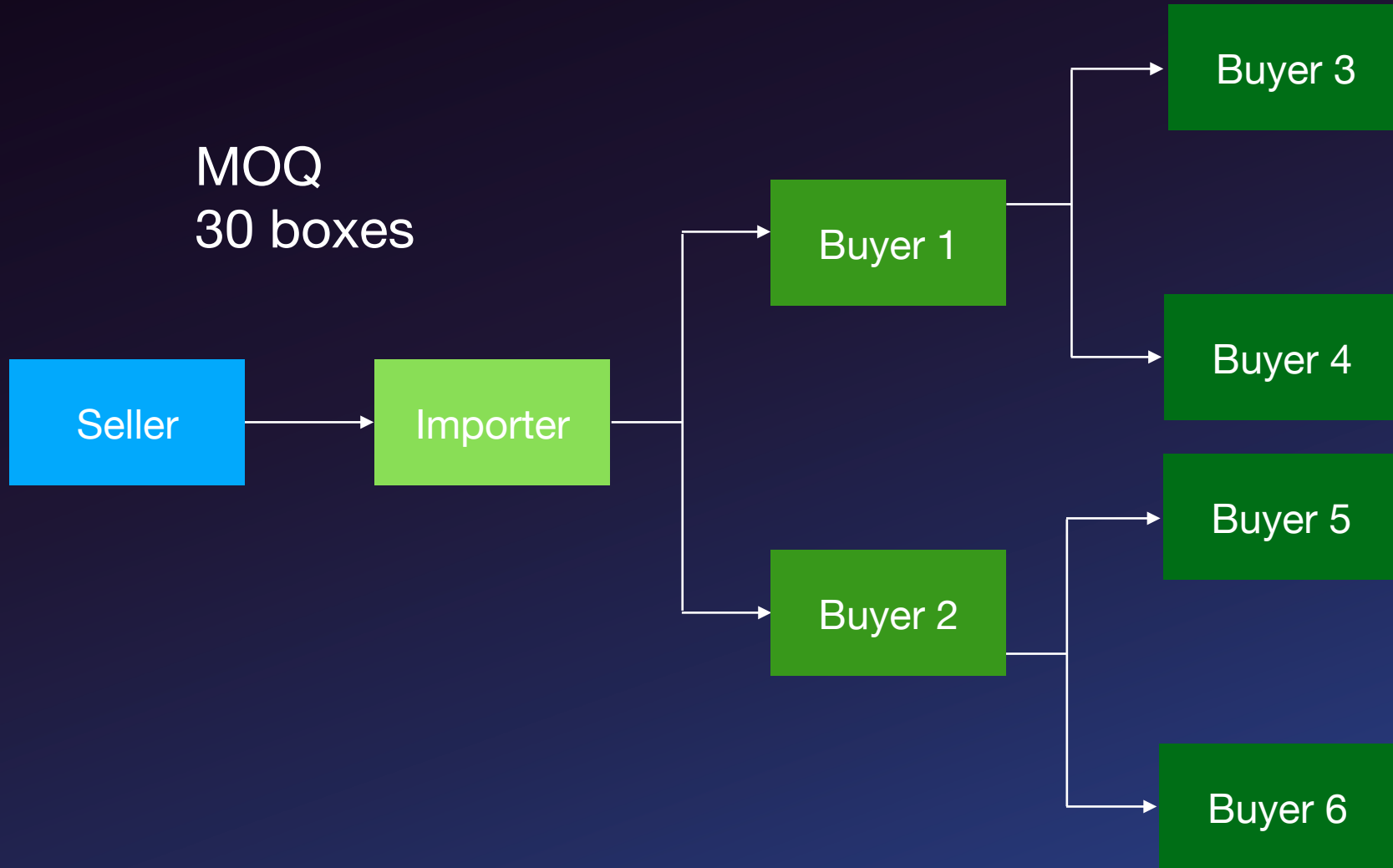


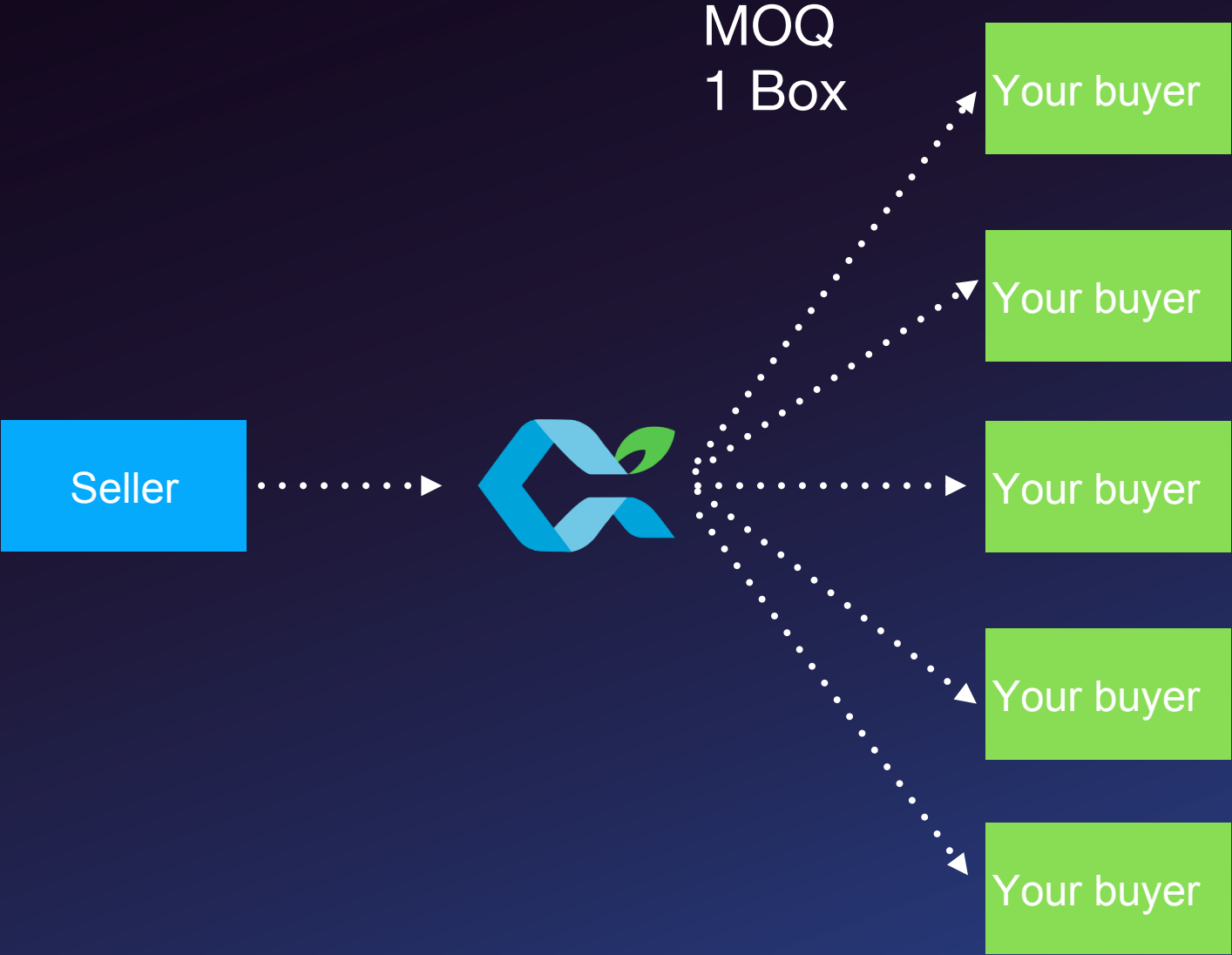
Marketplace



The great B2B divide







Eliminating risk:
payment and inspections



Payment



Goods

Logistics

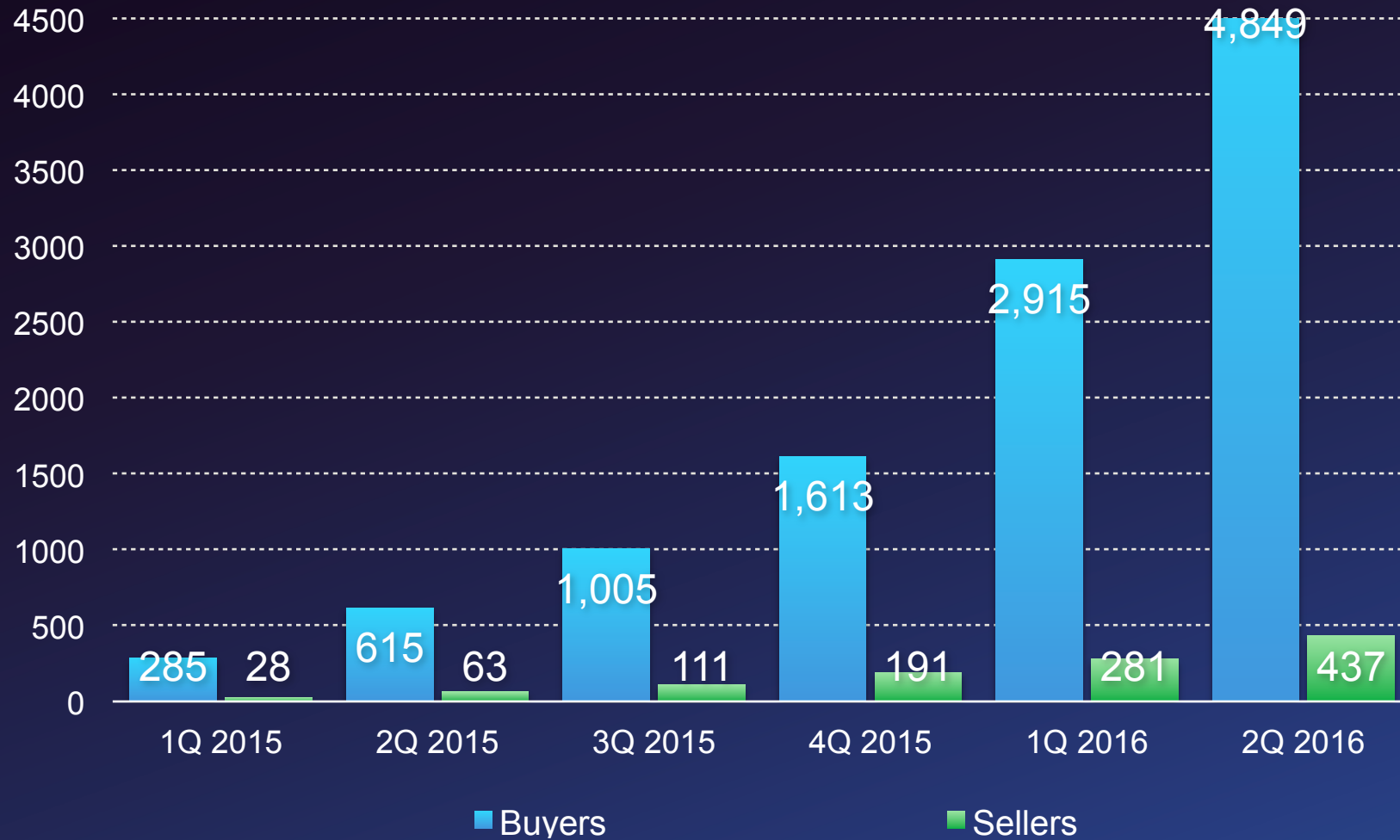
Customs agents

Delivery team

Cold chain solution

End-to-end tracking

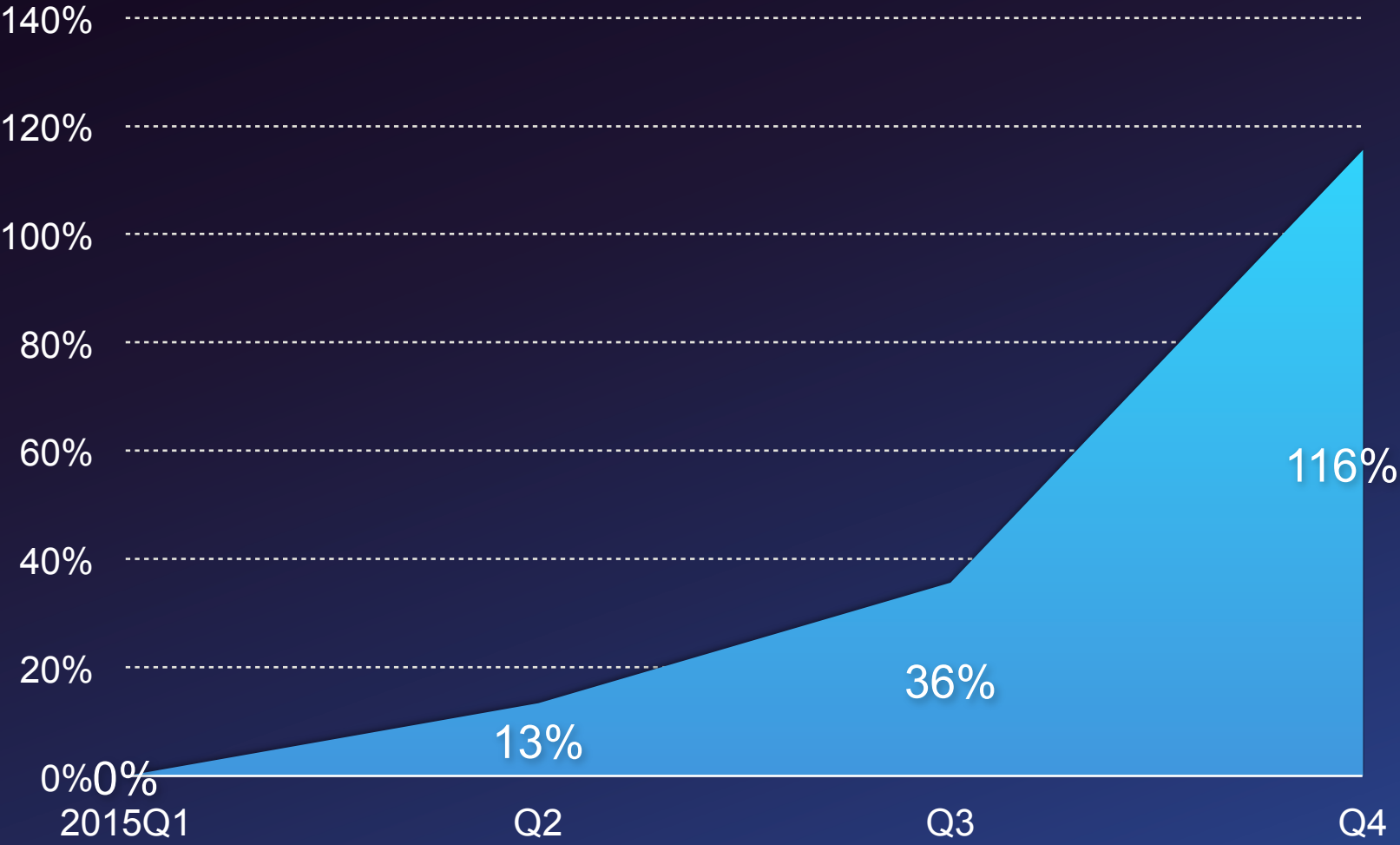
Users

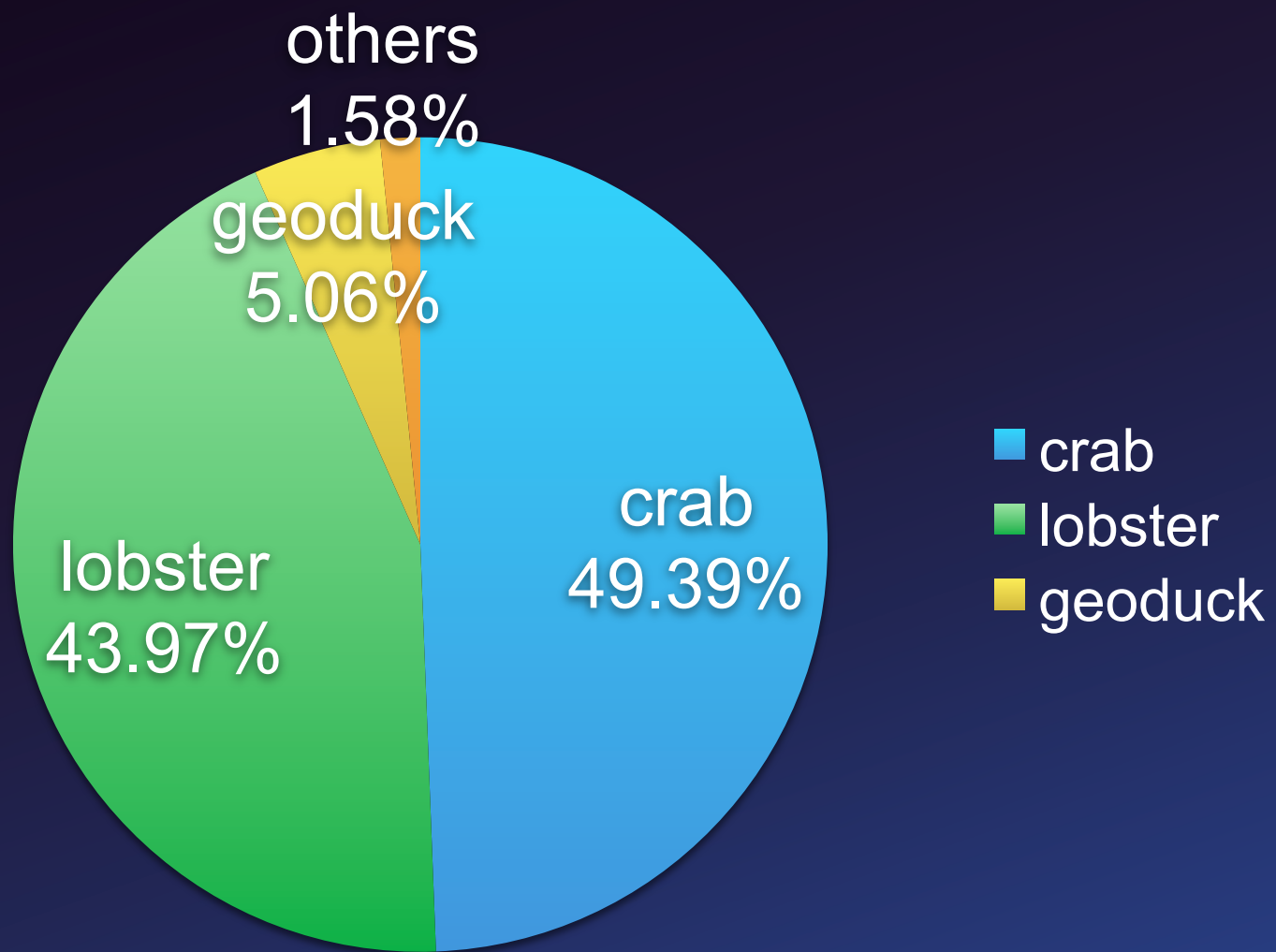


1 billion

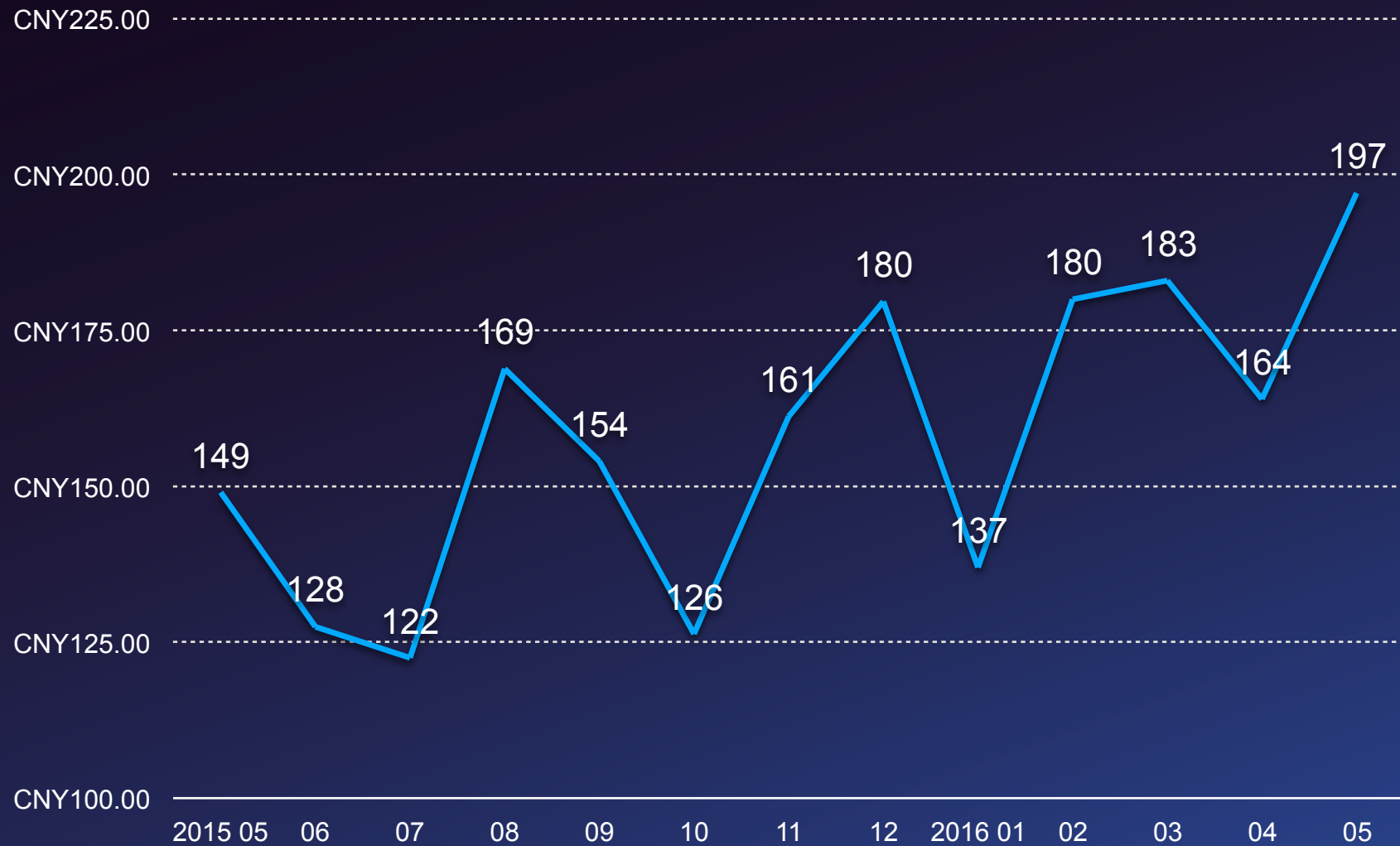
total transaction value (RMB)

Quarter-on-quarter transaction value growth

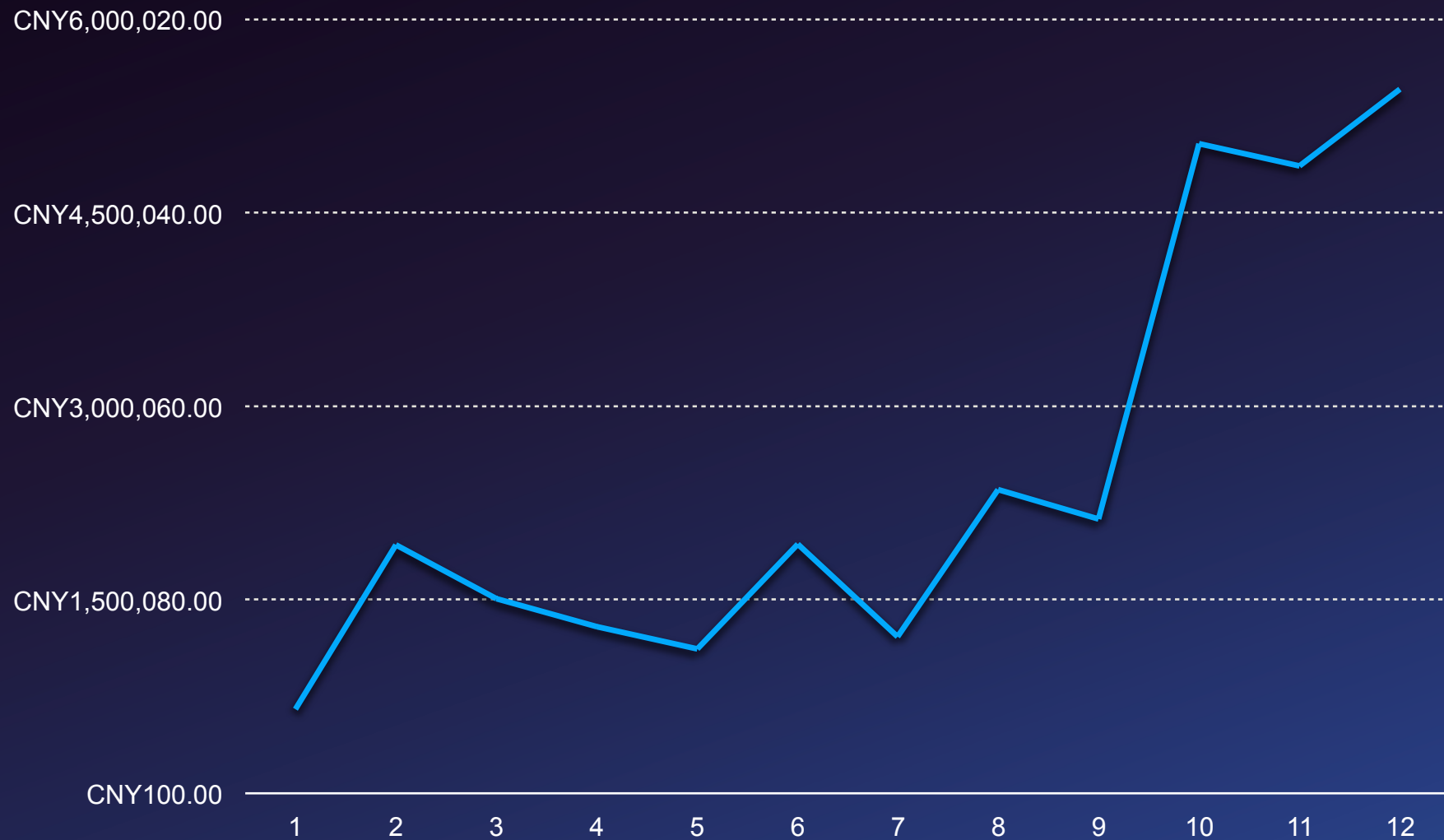




Dungeness crab avg price



Salmon transaction value growth



Key insights

Secret #1

Marketing and branding
(finally) matter for
wholesale trade

Gfresh

LIVE LOBSTERS



**GREENHEAD
LOBSTER**
STONINGTON, MAINE



Traditional

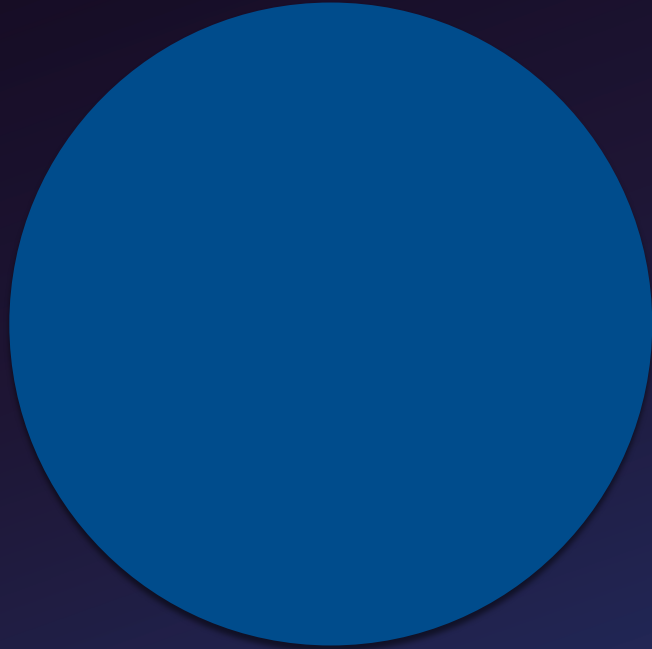


PERISHABLE

Secret #2

No one knows you in
this new market.

That's a good thing.



Ipswich



Do Lobster



Ipswich



Do Lobster

Secret #3

Transparency is coming.
Embrace it.

“

We have the world's
best seafood

- Said every single company



Secret #4

E-commerce scales infinitely
faster than traditional sales

Markets

Shanghai

Beijing

Guangzhou

Hong Kong (beta)

+20 other cities

Secret #5

The top 20% will control
80% of the market



(🇨🇦) Dolobster Canada wild Lobst

33.00/lbs/Bubble chamber

¥ 78.08_{SP}/500克

¥ 2382.4/Box Sold **42064** Box



(🇺🇸) Ready United States wild Lol

32.00/lbs/Bubble chamber

¥ 73.09_{SP}/500克

¥ 2121.7/Box Sold **33751** Box



(🇺🇸) Island Seafood United State:

33.00/lbs/Bubble chamber

¥ 81.89_{SP}/500克

¥ 2451.7/Box Sold **11759** Box



(🇨🇦) Fisherman's Market Canada

22.00/lbs/Wax paper box

¥ 77.76_{SP}/500克

¥ 1551.9/Box Sold **11546** Box

Secret #6

People pay more for
products from higher-
rated sellers



(🇨🇦) Dolobster Canada wild Lobst

33.00/lbs/Bubble chamber

¥ 78.08^{SP}/500克

¥ 2382.4/Box Sold **42064** Box



(🇨🇦) Shoreside Canada wild Lobst

30/lbs/Bubble chamber

¥ 69.33^{SP}/500克

¥ 1927.8/Box Sold **5073** Box

This trend will become even more apparent in the future

Secret #7

Food safety will be a key
differentiator



我们支持
安全放心
可持续发展的
水产品



We Support
Safe
Sustainable
Aquaculture



 耕海 智利 养殖 大西洋鲑鱼

24/千克/泡沫箱

¥ 41.10起/500克

¥ 2054.74 /箱 已售 **8823** 箱



 卡曼查卡 智利 养殖 大西洋鲑鱼

24/千克/泡沫箱

¥ 40.01起/500克

¥ 2000.83 /箱 已售 **22** 箱

Change is coming
faster than
anticipated.
Take action.

2 years ago...

0 crab sold online.

Today, over 70% of
Canada's crabs are
sold via Gfresh.

