Leveraging technology for a cleaner, greener agri-food system

Don Tan, Director, Corporate Affairs
June 2022
China’s leading agriculture platform

LTM Active Buyers
882mn (Mar’22)

Farmers Connected
16mn

2020 Ag GMV
USD42bn (16% total GMV)

10 Billion Agriculture Initiative
to address critical needs in the agricultural sector and rural communities
We streamline agri-food distribution

**Farmer**
- RMB2/kg
- +30% Income
- RMB2.6/kg Net of costs

**Local Off-taker**
- Cold chain logistics

**Regional Distributor**
- Other Distributors 1,2,3,4...

**Retail Outlet**
- Smart route planning

**Consumers**
- RMB16/kg
- +75% Savings
- RMB4/kg Fresher garlic

**Savings**
- 8x Price mark-up
- -40% Spoilage

**Local Off-taker**

**Regional Distributor**

**Other Distributors 1,2,3,4...**

**Retail Outlet**

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**Farmer**

**Consumers**

**Pinduoduo**

**Smart route planning**

**Cold chain logistics**

**Retail Outlet**
Smart Agriculture Competition – greener, cleaner upstream

Strawberries, 2020

Tomatoes, 2021