

Jahwa 上海家化

DEDICATED TO BEAUTY

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Chairman & CEO of Shanghai Jahwa

致美·致匠心
DEDICATED TO BEAUTY
2022上海家化战略发布会

123

1

FOUNDATION

2

DRIVERS

3

ENABLERS

A woman with long dark hair, wearing a dark blue t-shirt, is holding a smartphone in her right hand. She is also carrying several shopping bags, including a large red one and a white one, in her left arm. The background is blurred, suggesting an indoor setting like a store or mall. The overall image has a dark, moody aesthetic with a semi-transparent overlay.

1

CONSUMER-CENTRICITY



2

BRAND INNOVATION CHANNEL EVOLUTION

SUCCESS

STRATEGY

CREATIVE

ANALYSIS

VISION

MARKETING

IDEAS

SOLUTION

B RAND INNOVATION



CLEAR BRAND POSITIONING



INSIGHT DRIVEN
PRODUCT DEVELOPMENT

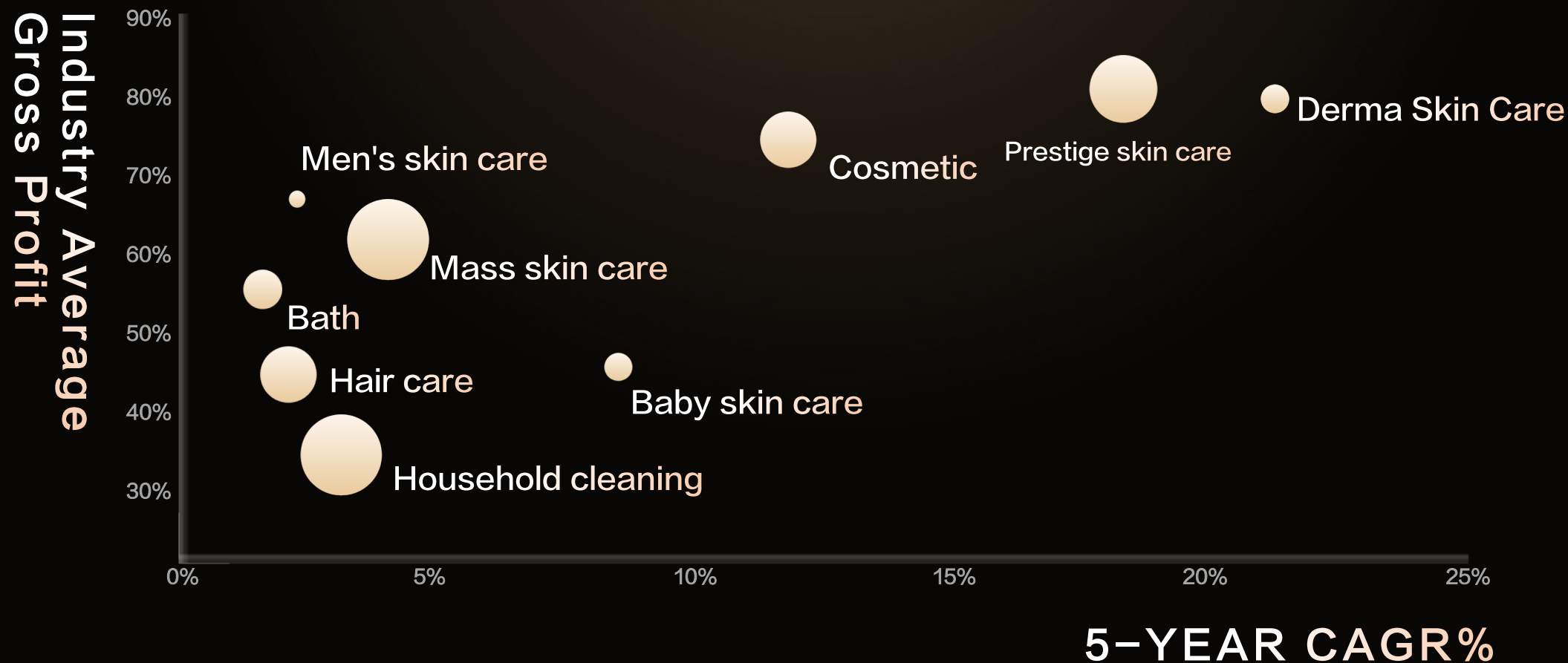


HERO PRODUCTS CREATION



BREAKTHROUGH
MARKETING INNOVATION

B CLEAR BRAND POSITIONING



B INSIGHT DRIVEN PRODUCT DEVELOPMENT



Opportunity
Recognition

Concept
to Build

Marketing
Assessment

Successful Incubation
Of New Products



Product
Upgrade

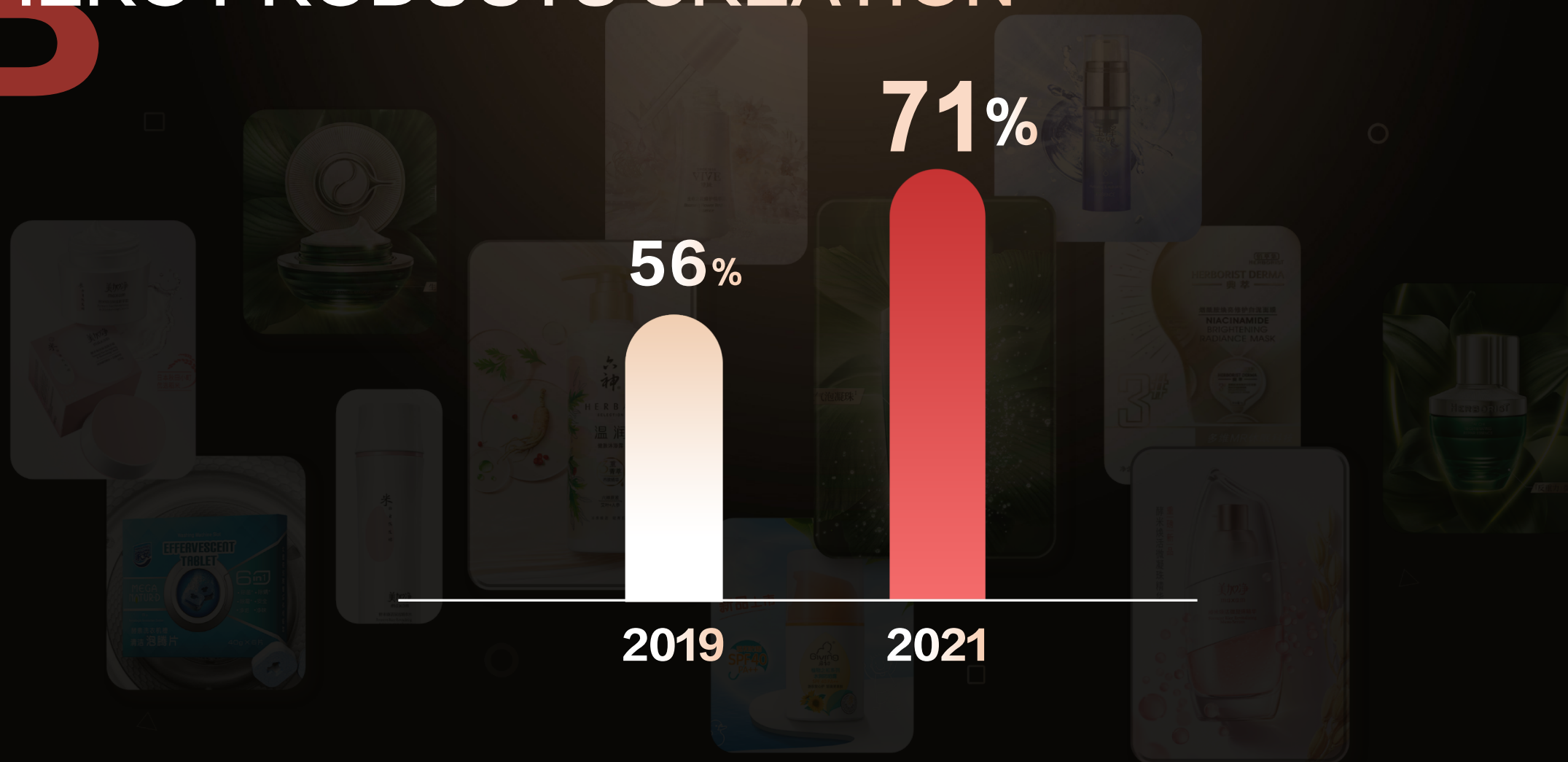
Category
Expansion

Brand
Building

B HERO PRODUCTS CREATION



B HERO PRODUCTS CREATION



BREAKTHROUGH MARKETING INNOVATION

从跨界破圈到场景开发

C HANNEL EVOLUTION



 STRATEGIC PARTNERSHIP

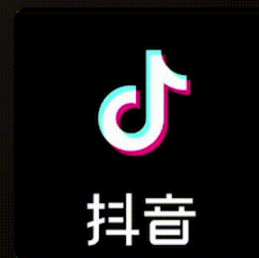
 DIGITALIZATION

 SMART RETAIL

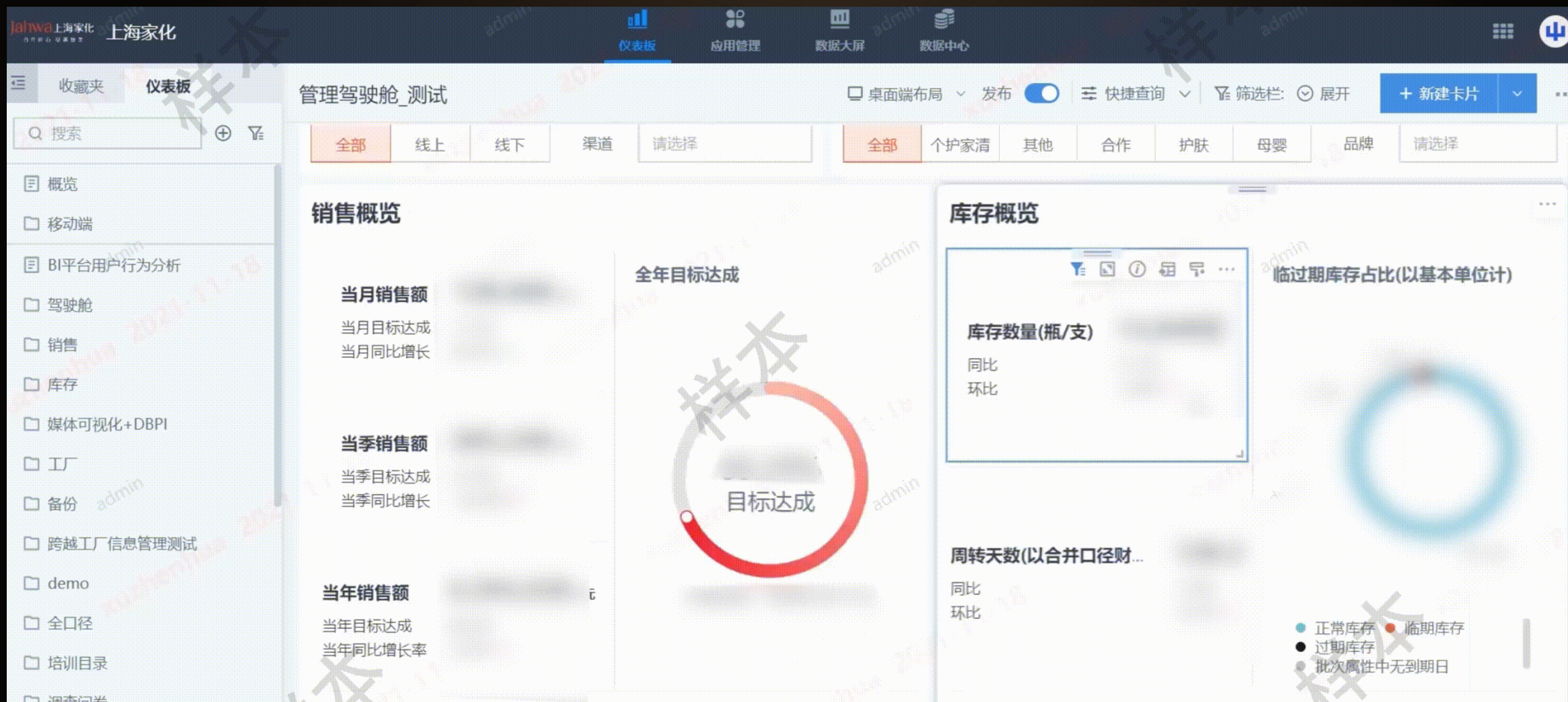
 PRIVATE DOMAIN

 BUSINESS MODEL
INNOVATION

C STRATEGIC PARTNERSHIP



DIGITALIZATION



SMART RETAIL

10%+

 NEW RETAIL SHARE
OF OFFLINE SALES

100%+

 YOY GROWTH

C PRIVATE DOMAIN

100万+



CONSUMER ASSETS

9000+



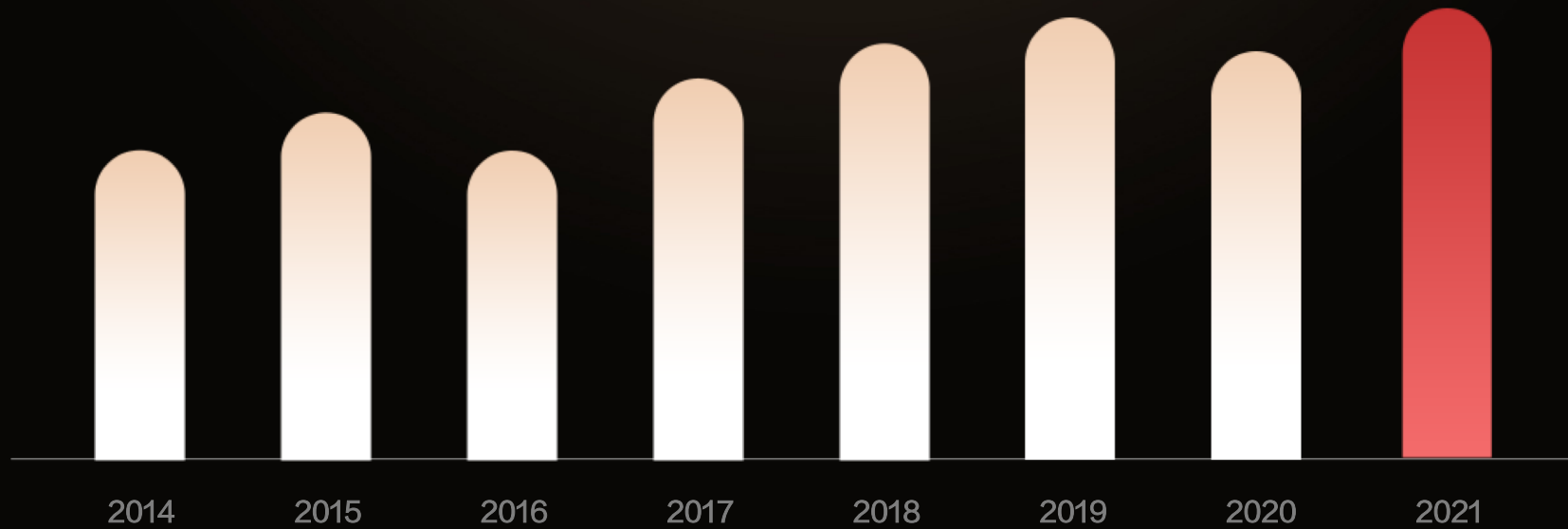
TTL COMMUNITIES

16%

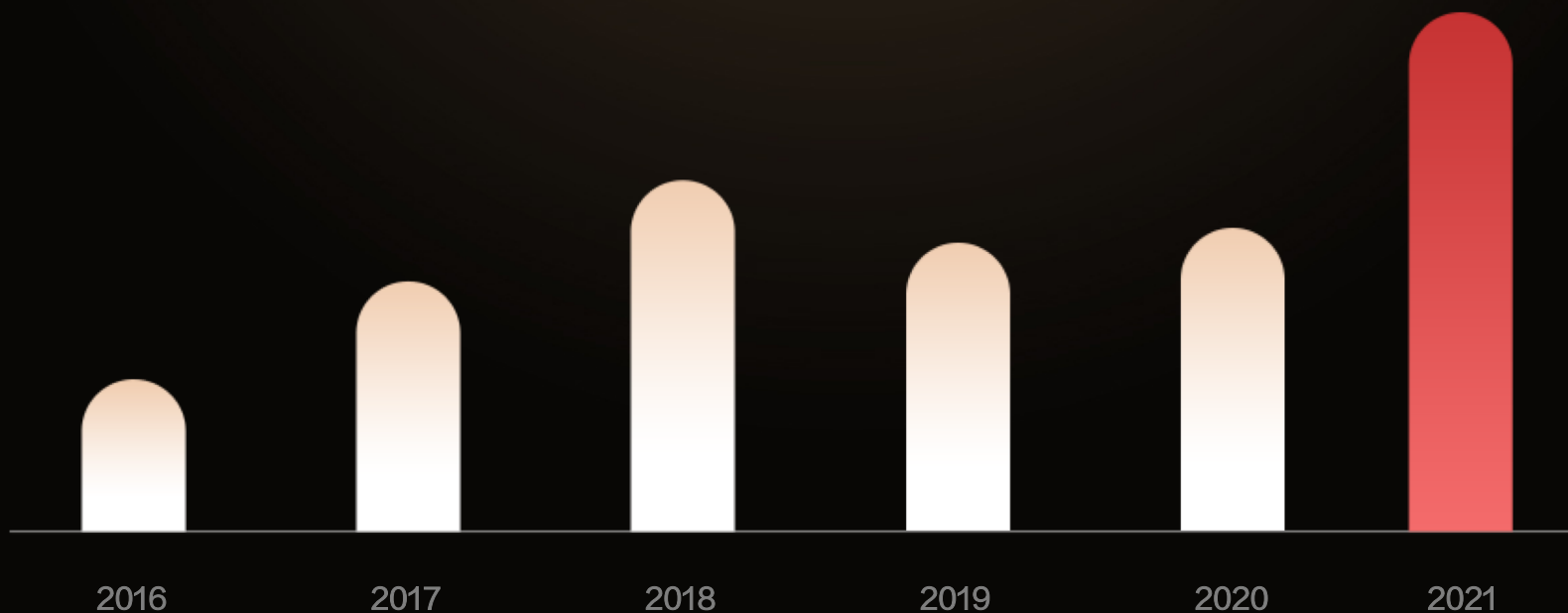


LTV GROWTH

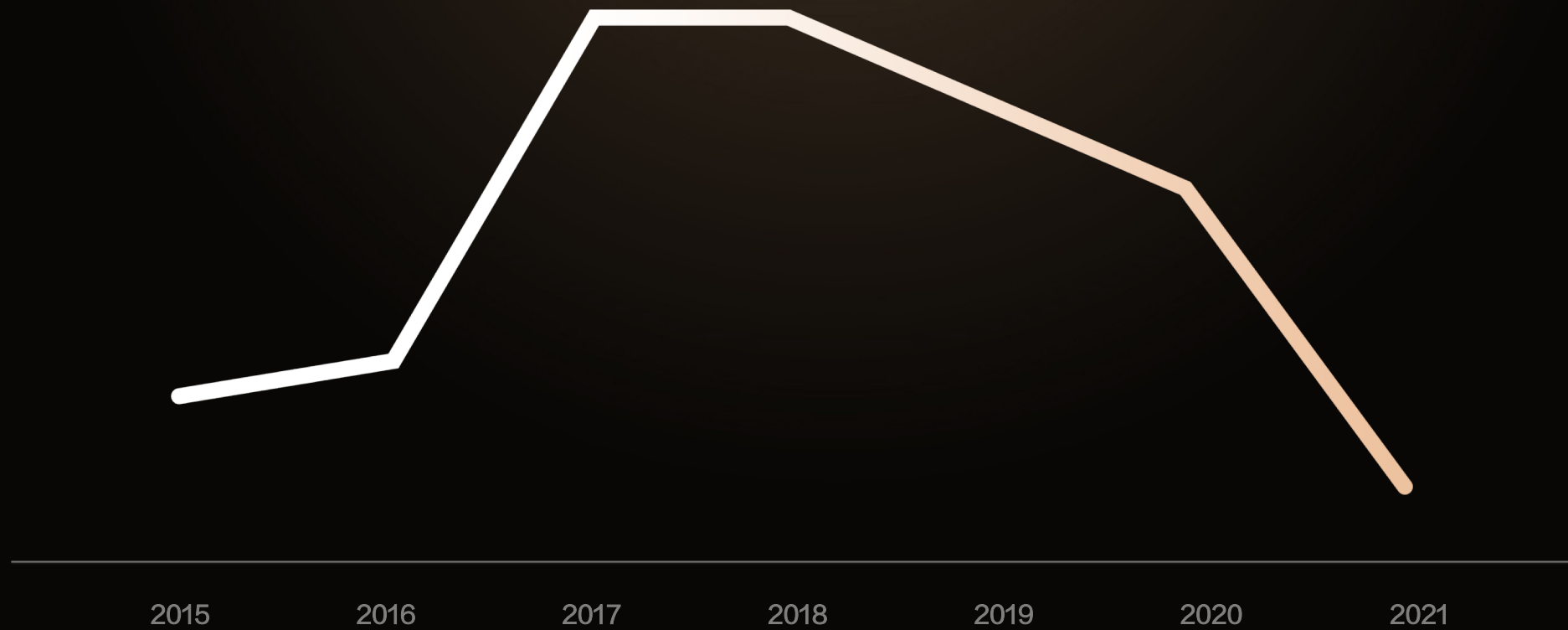
REVENUE



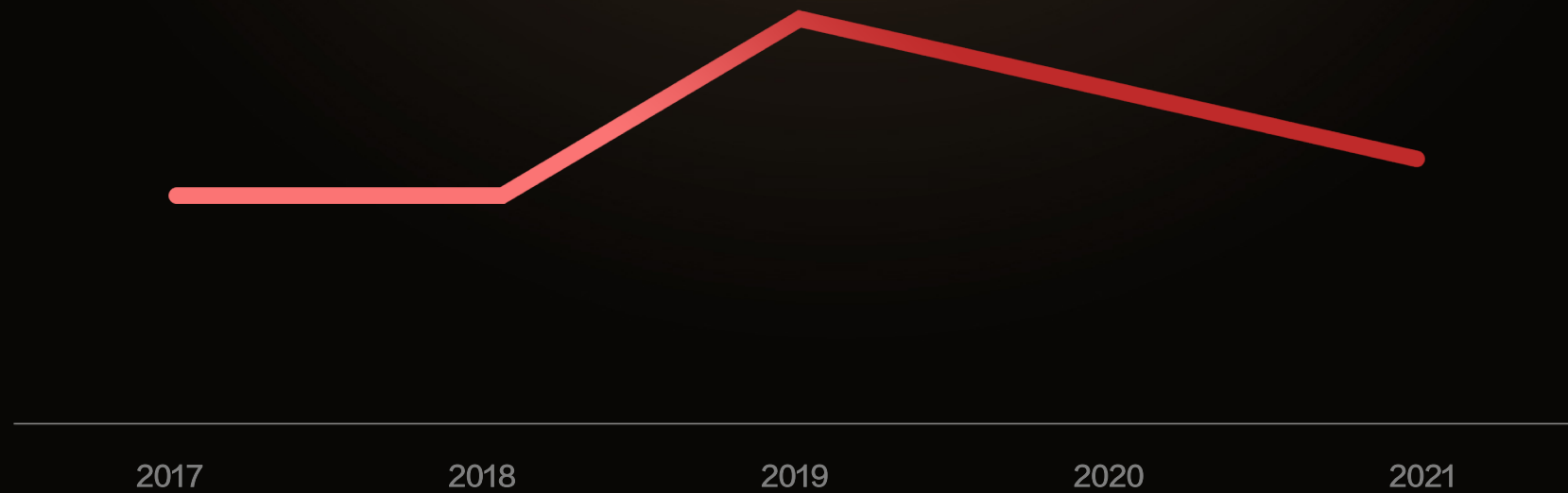
NET PROFIT BEFORE NON-RECURRENT GAINS AND LOSSES



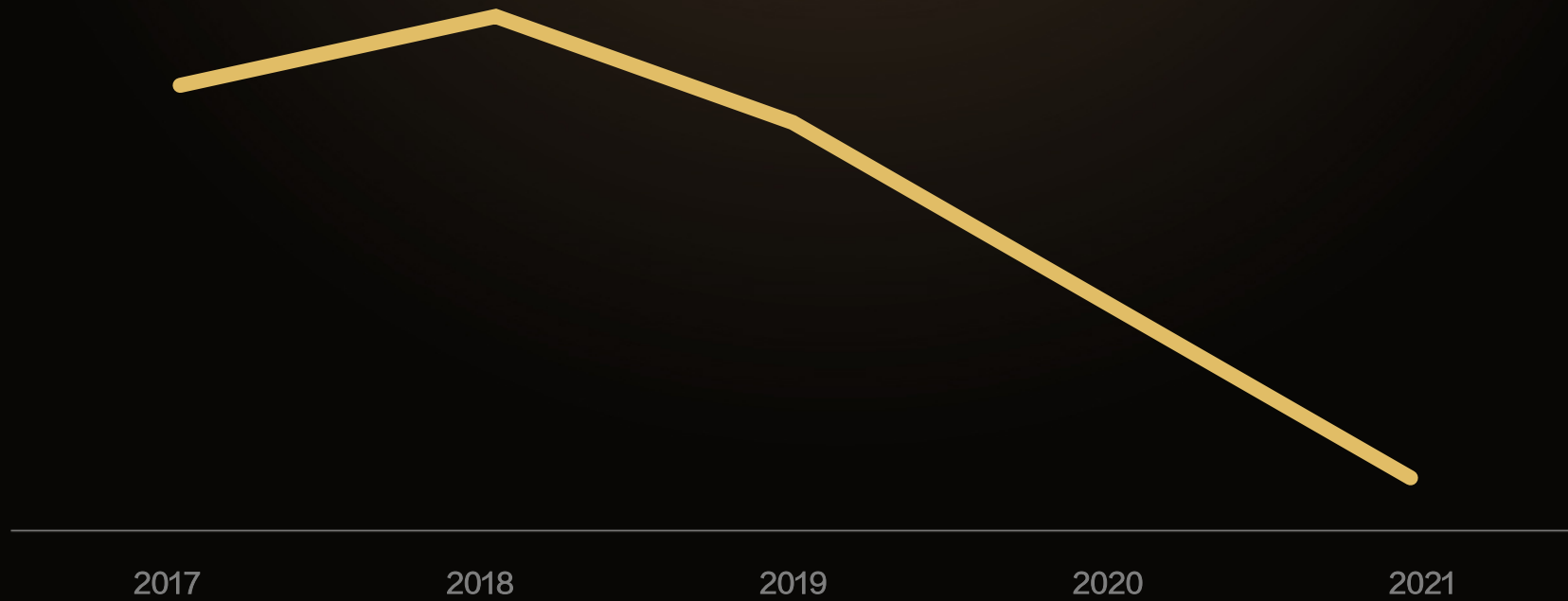
INVENTORY TURNOVER DAYS



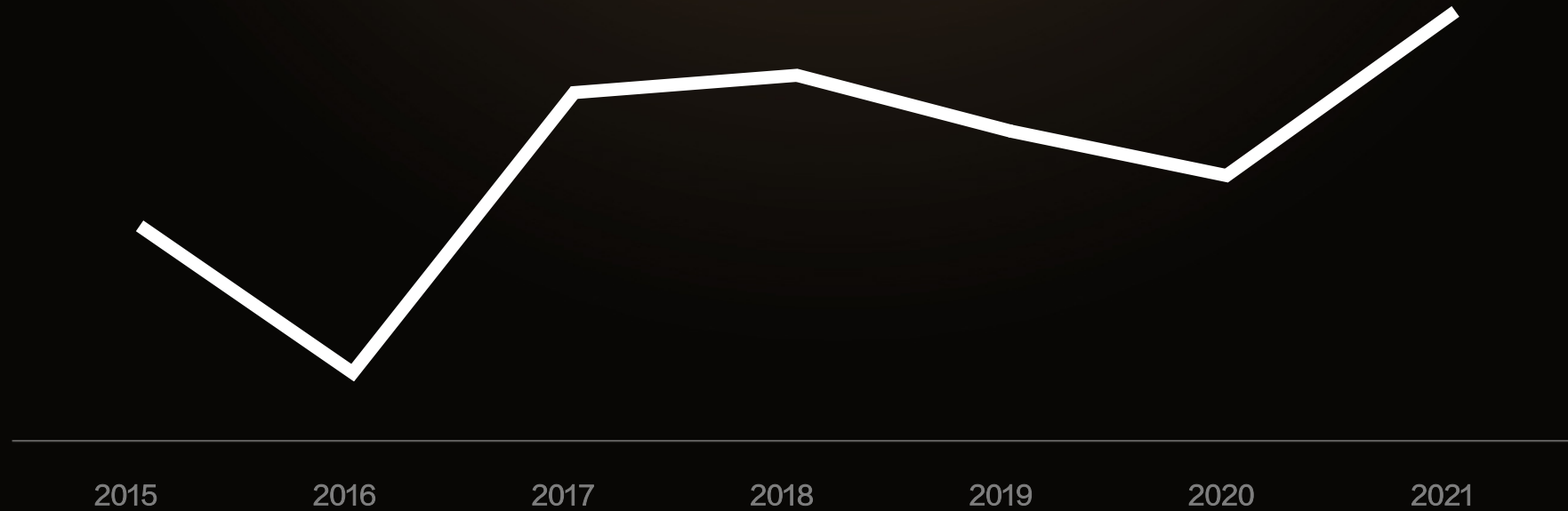
ACCOUNTS RECEIVABLE TURNOVER DAYS



ACCOUNTS PAYABLE TURNOVER DAYS



NET CASH FLOW FROM OPERATING ACTIVITIES



2022

1

2

3

FOUNDATION

DRIVERS

ENABLERS

1 INSIGHT LED INNOVATION FOUNDATION



Social Platform



KOLs/Influencers



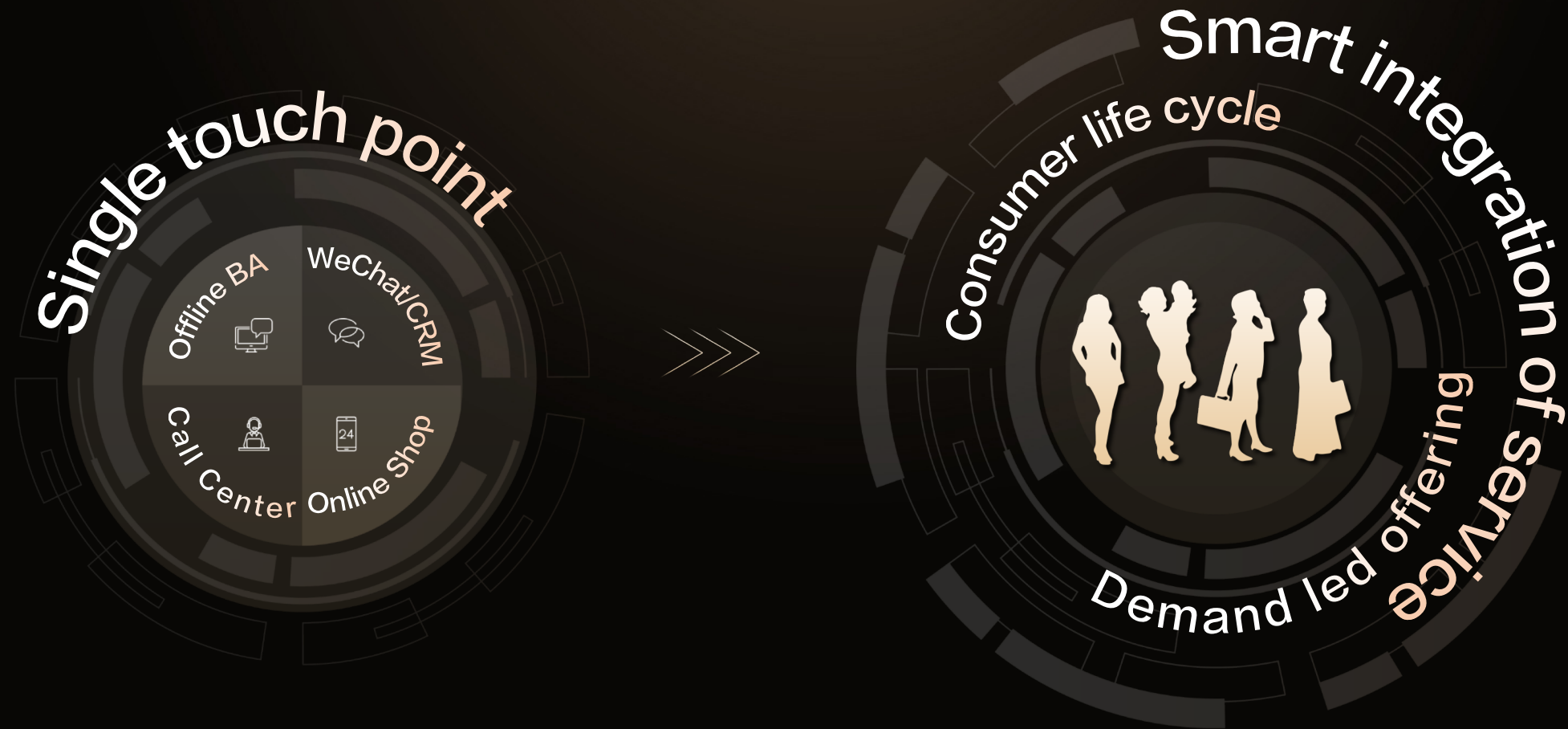
Online business platform



Offline business platform

1 SERVICE TO ENHANCE EXPERIENCE

FOUNDATION



2 BRAND INNOVATION DRIVERS



A Unique brand experience
accompaniment

E Holistic consumer
insight exploration
xploration

HEART

R Resonated Content
esonance

H Strategically focused R&D
ealth beauty

T Tailor-made products
and services
ailor creation

2 CHANNEL EVOLUTION

DRIVERS



STRATEGIC PARTNERSHIP



FINE & DETAIL OPERATION



SMART RETAIL



PRIVATE DOMAIN



BUSINESS MODEL INNOVATION

3 CULTURE ENABLERS

ORGANIZATION
COHESION

TALENT
DEVELOPMENT



3 SYSTEMS & PROCESSES AND DIGITAL TRANSFORMATION ENABLERS

A
Augment

C
Connect

T
Transform

ESG

DEDICATED TO BEAUTY WITH A SUSTAINABILITY APPROACH



ENVIRONMENT

Green and low-carbon
ecology



SOCIETY

Shared and win-win
social values



GOVERNANCE

Reinforced corporate
governance



WELL GROUNDED TO
BREAKTHROUGH