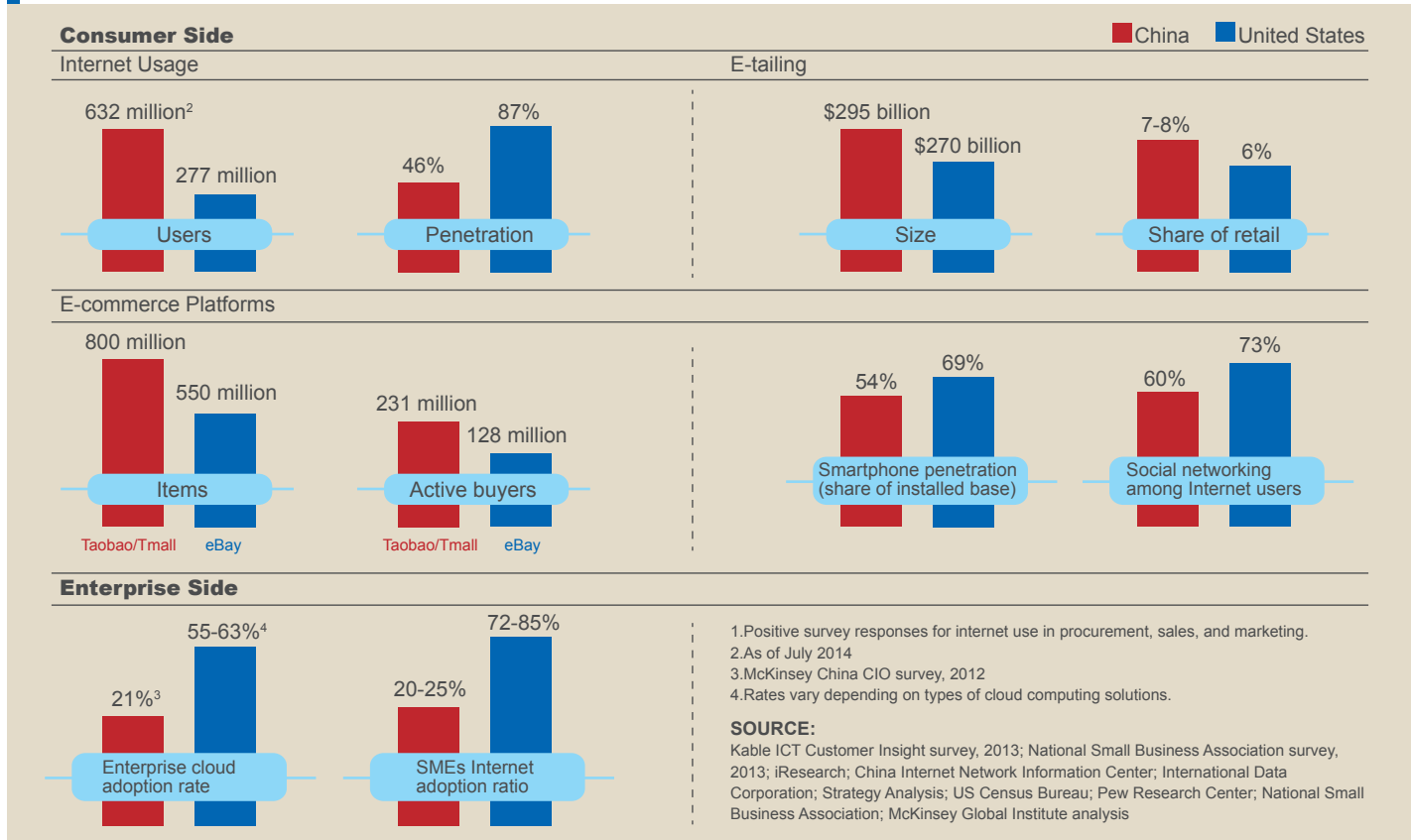


Your Gateway to E-Commerce Success in China



4 free trade zones, millions of online consumers Are you ready to strike gold in China?

Chinese consumers highly value international brands. China's market has been a gold mine for retail brands for some time. Now, the market is growing, with customers moving online for most of their purchases. China's e-commerce market is the new frontier, but competition is fierce: the right timing and e-commerce strategy is the key to connecting with the now social and online-driven Chinese consumers.

China now has four Free Trade Zones (FTZs). In addition to the pilot in **Shanghai**, the Chinese government recently designated FTZs in **Tianjin**, **Guangdong**, and **Fujian**. These zones enable foreign companies to build warehouses and plan logistics within the zones. Taking advantage of the FTZs will significantly reduce the customs tax and shipping time to satisfy customers.

E-Commerce Potential in China

Statistics from Alibaba's 2014 "Singles Day" online shopping festival (also known as the Chinese Black Friday)¹

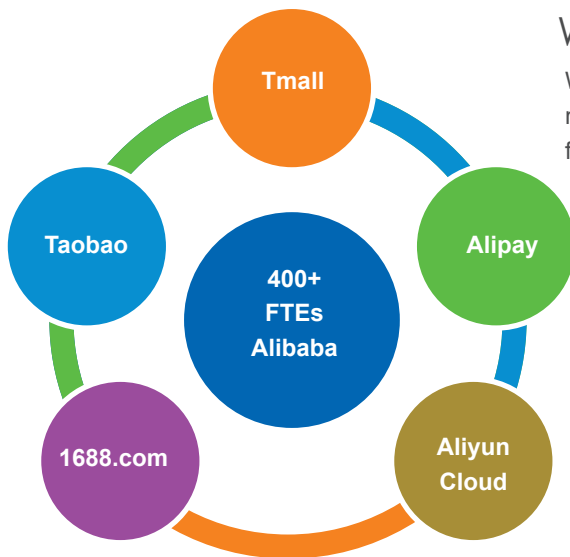
- \$9.3 billion worth of orders
- 278 million orders
- 42.6% generated on mobile

Even with the right timing, 6 major challenges need to be solved to reach commercial success in China:

Choosing the right branding	Stand out from the competition	Understanding about Chinese consumer behavior	Improve user experience and increase sales
Ensuring IP protection	Safeguard your and your customers' data	Building appropriate payment and e-commerce platforms	Enable easy, seamless transactions to increase sales
Overcoming the language & cultural barriers	Develop partnerships to succeed	Complying with government regulations	Prevent legal consequences

Beyondsoft is your gateway to e-commerce success in China.

Beyondsoft is one of the largest e-commerce solutions and services providers. Our integrated internet solutions expedite development and e-commerce expansion for leading Internet and technology companies in China and worldwide. We will help you generate revenue from the world's largest e-commerce market from the start.



We have built global e-commerce giants

We have helped e-commerce giant Alibaba build its leading B2B and B2C marketplaces, including Alibaba.com, Taobao, and Tmall, as well as with its financial payment system, Alipay.

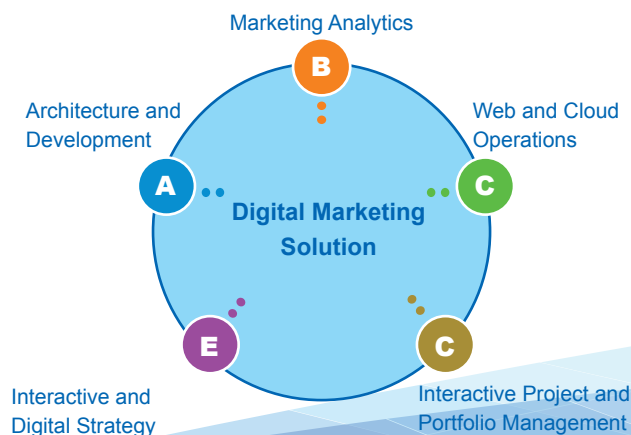
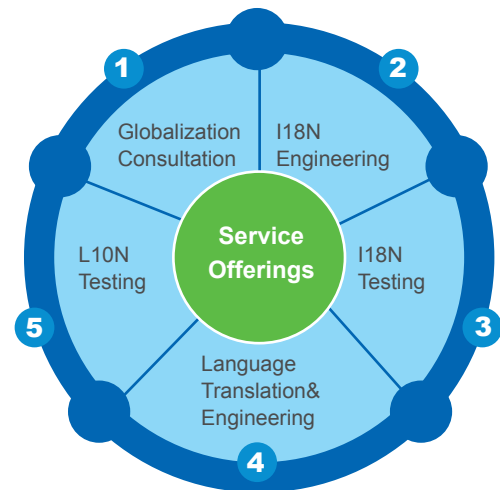
Partnership Began in 2009:

400+ FTEs for all Alibaba products, including Alipay, Tmall, Taobao, 1688.com and Aliyun Cloud.

Beyondsoft's integrated Internet solutions turn brands into e-commerce power houses

Globalization and Localization Services

Beyondsoft has 17 years of experience in end-to-end globalization and localization services. Through continuous innovative efforts to improve our agile localization model by our team of dedicated creative and engineering experts, we commercially offer a Test-Driven G11N Service to meet clients' goals. The Test-Driven G11N Service includes support for over 108 languages and connects international organizations with valuable customers worldwide. Strictly complying with the ISO 9001:2008 quality standard and adhering to the LISA quality assessment model, we provide the following services to our clients.



Digital Marketing Services:

As the digital marketing services provider to the world's largest automaker, Beyondsoft specializes in developing industry-leading digital marketing solutions that include interactive digital strategies, marketing analytics, project & portfolio management, architecture & development, and web & cloud operations. Beyondsoft analyzes client data and uses business insights to develop the most effective digital marketing strategy and solution.