

# COMPANY INTRODUCTION

DTC e-commerce SaaS for Global  
Merchants



# Content

## Shoplazza

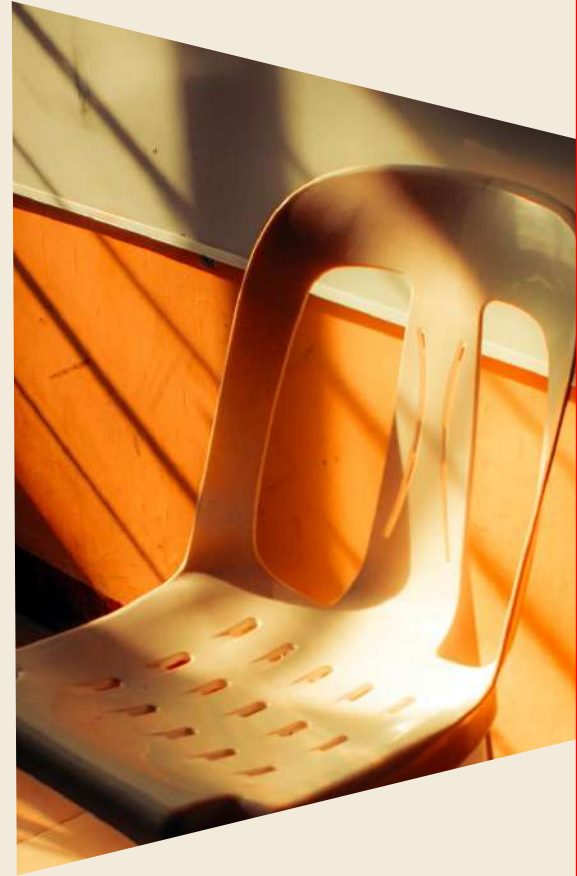
Vision & Mission  
Founding Team  
Core Members  
Global Presence  
Partner Ecosystem  
Investors

## Solutions

SaaS Platform  
Building Your Business  
Growing Your Business  
Pricing Plan  
Product/Service Features

## Case Studies

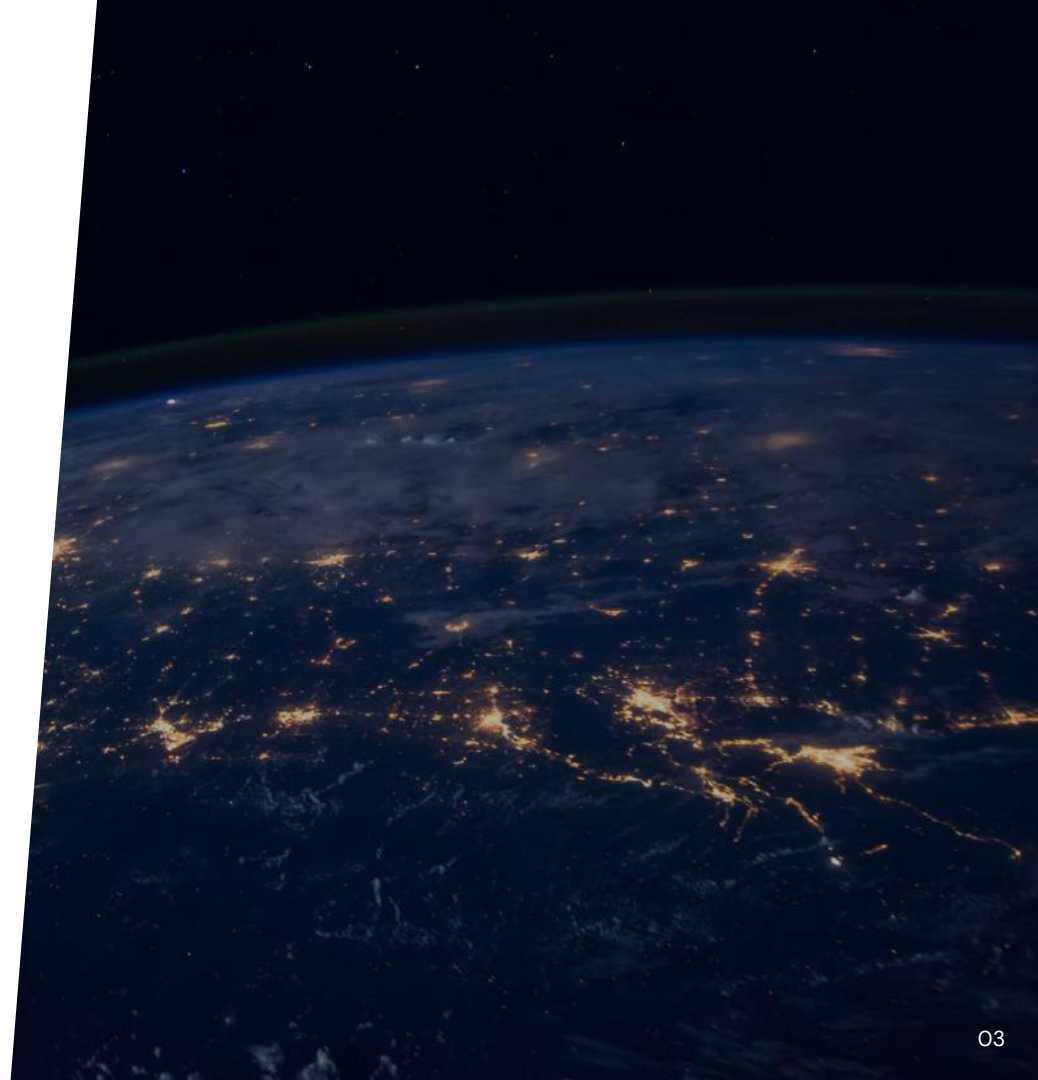
ATUMTEK  
Hidizs  
LEFEET  
AlloyWorks



# Company Vision & Mission

We are your  
Lifetime Brand Partner

DTC e-commerce SaaS for Global  
Merchants



# Founding Team



**Jeff Li**  
**CEO and Founder**

Graduated from Loughborough University  
England

Former head of Baidu's internationalization  
division

13 years of working experience in Internet  
companies and 10 years of international  
product and operation experience

Profound understanding of overseas market  
research and development, operation, digital  
marketing and monetization



**Bing Xia**  
**CTO and Co- Founder**

Graduated from Chinese Academy of  
Sciences

Former senior software architect &  
director at Baidu's internationalization  
division

12 years of R&D and management  
experience and time-tested expertise in  
server technology, recommendation  
systems and databases

# Core Members

## Simon Weng

### Chief Software Architect

- Tsinghua University graduate
- Former senior engineer in premier Macau game development company
- Owner of the first e-commerce SaaS platform in Macau, which became the largest of its kind
- 11 years of working experience in Internet companies
- Technical expert in software development, software architecture, operation, maintenance, and data analysis systems

## Jason Yeng

### Ad Algorithm Expert

- Tsinghua University graduate
- Former senior software architect at Baidu's internationalization division
- Led research and development of international products, each valued over tens of millions
- 11 years of working experience in Internet companies, in product research, development & technology management

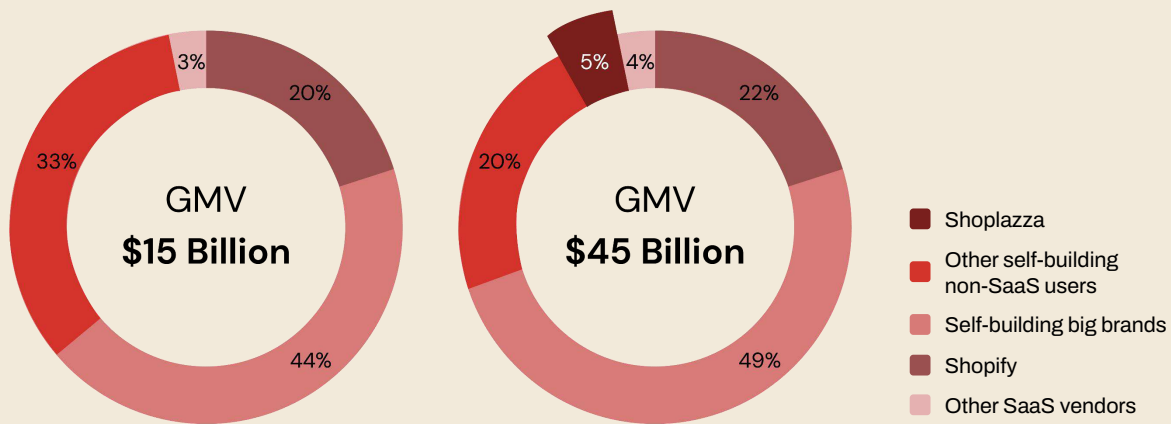
## Jiho Chen

### Brand/Marketing Strategist

- Former director of design at Baidu's internationalization and brand strategy division
- Over 11 years of brand development experience
- Responsible for establishing well-known brands in European, North American, Southeast Asian and Middle Eastern markets
- Deeply knowledgeable about aesthetic, design and cultural preferences of target regions

# Who We Are - Now

Since the launch of commercialization in 2019, Shoplazza fast rises to top1 local vendor of global shopping cart SaaS in China.



Right now we are:

Taking the largest share in the incremental market, larger than the sum of all other local vendors.

# Who We Are - Now

**360,000+**

## Online Stores

Merchants: 70% APAC based, 20% North America & Europe, 10% Rest of the world.

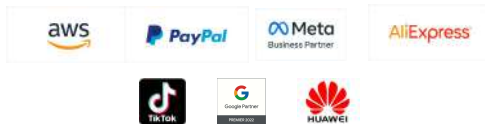
**150+**

## Worldwide Market Coverage

Shoppers: 40% North American and EU, 60% Rest of the world.

# Partner Ecosystem

## Service Partners



## Shipping Partners



## Sourcing & POD



## Payment Partners



## Media Partners

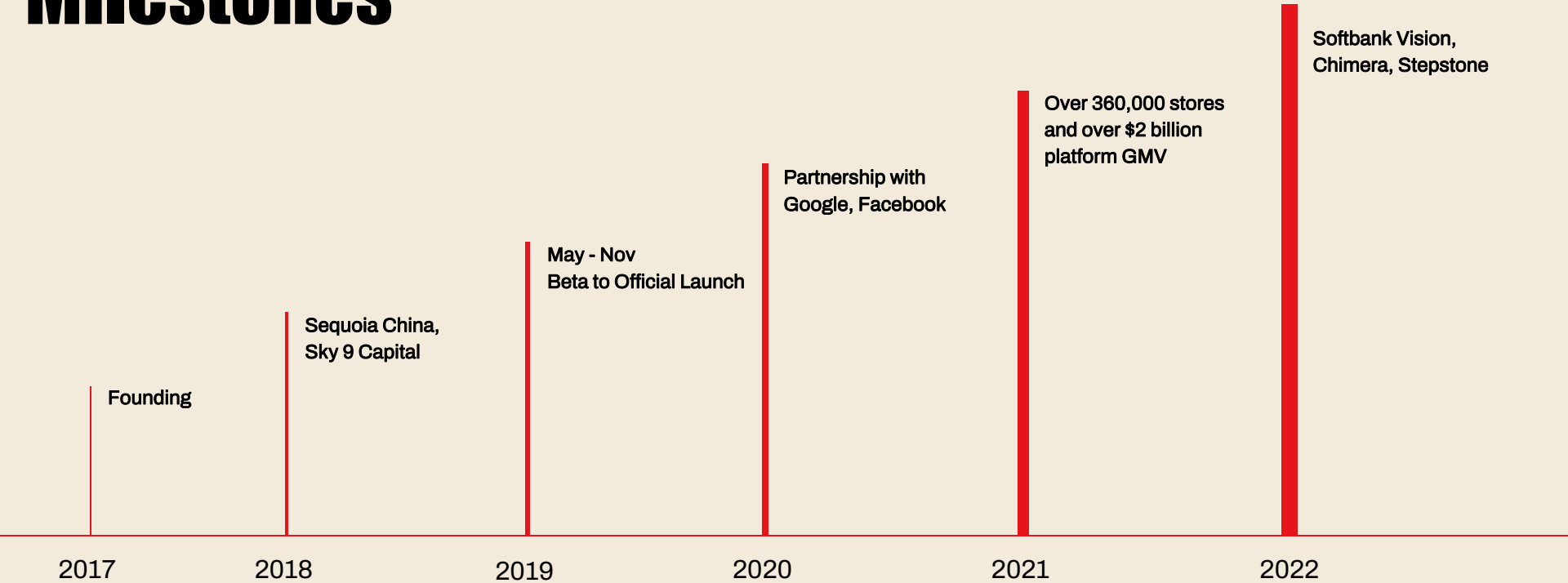


## Traffic Partners





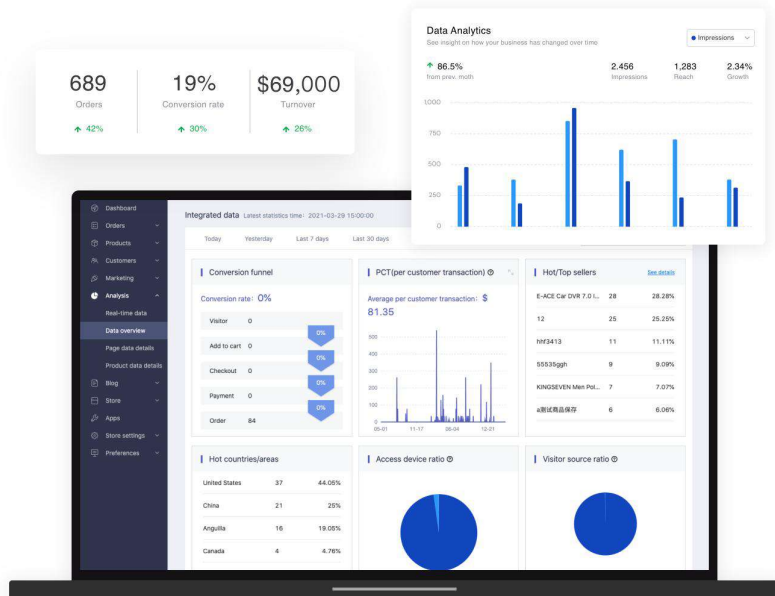
# Milestones



# Solutions

E-Commerce Solutions

# SaaS Platform



## Shoplazza Shopping Cart System

### Frictionless Transaction System for E-Commerce

We provide easily accessible and cost optimised system, anyone can start from anywhere, flexise for business at any size.

# Dual Sales Model Marketplace & Official Website

## Dual Sales Model

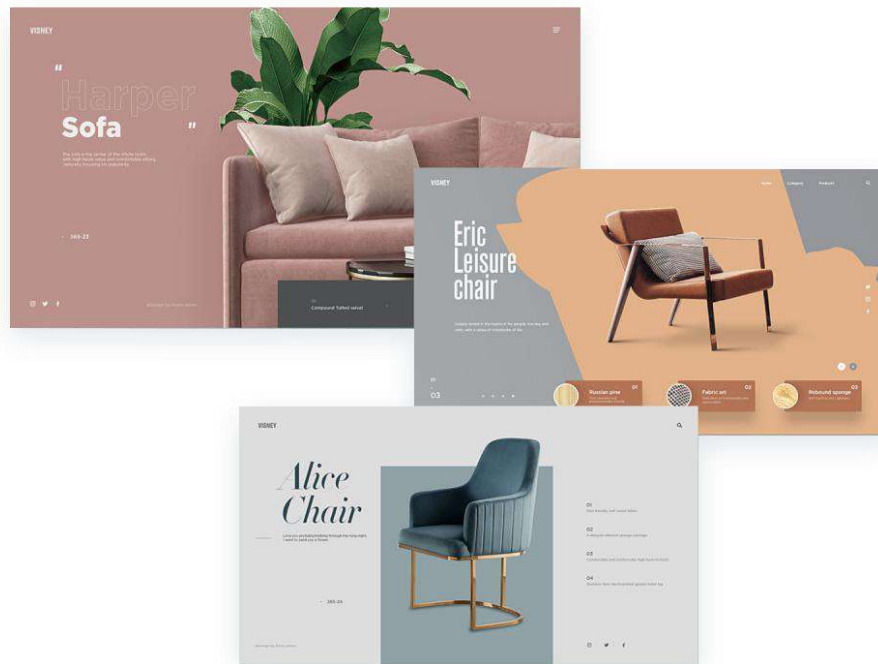
### 1-Click of migration and synchronized product listing

- Your webstore migration, e.g. from Shopify to Shoplazza, only takes a few minutes.
- To synchronise product listing from multi-sales channels, e.g. from Amazon, AliExpress, and others to Shoplazza, only a few clicks away.

## Storefront

### Web store building with ZERO coding required

- Shoplazza is easy to use, with free theme templates to choose from.
- Zero coding skill required, you can have your web store up and running in minutes with our drag-and-drop site builder!



# Manage & Tracking

## Traffic

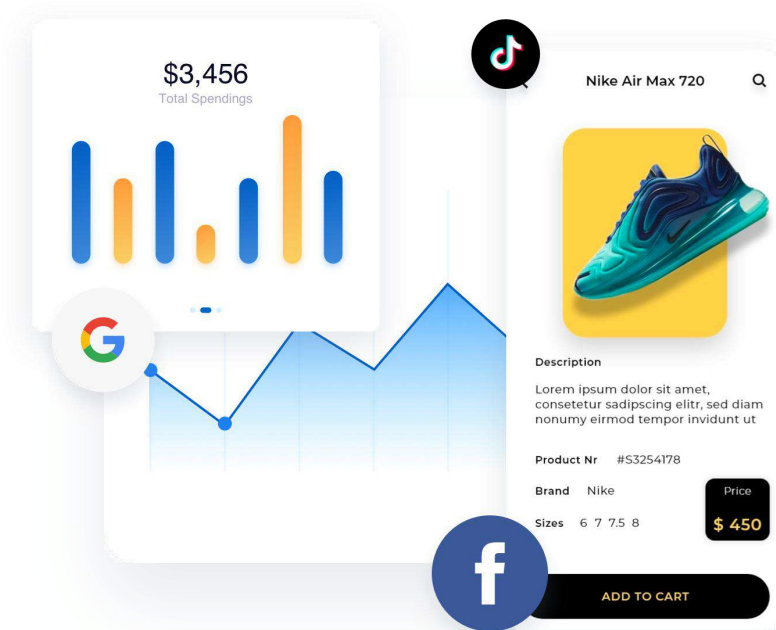
Running ads is easy when you get traffic from the big guys

- Shoplaza engages strategic partnerships with Facebook, Google, TikTok, Pinterest and other major traffic giants.
- Integrated store admin provides optimised operation efficiency, e.g. Google Shopping listing automation.

## Tracking

Knowing where the money is spent effectively!

- Facebook, TikTok, Pinterest Pixels and even multi-pixels for each channel are available at your finger tips.
- Easy to embed the tracking code which facilitates the evaluation of the advertising effect accurately.



# Growth Strategy Client Success

## High Conversion Rate

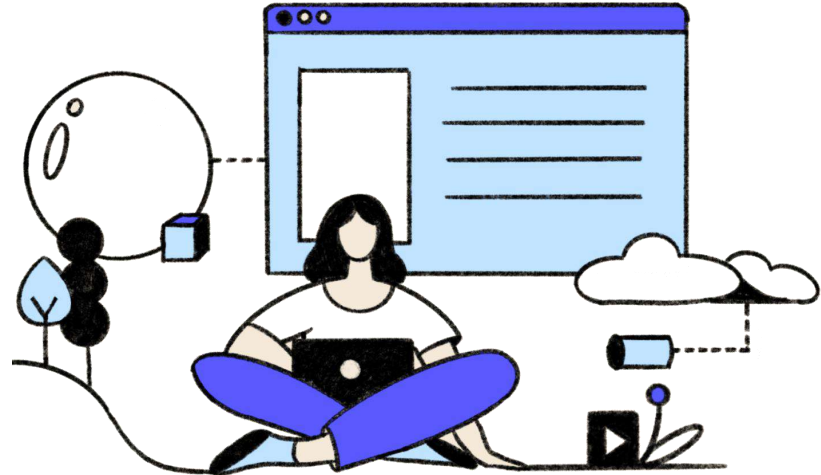
### Diverse Marketing Plugins and Targeted Conversions!

- Shoplazza provides over 50 marketing plugins designed for all transactional needs.
- Optimised loading speed for both PC and Mobile provides the best customer shopping experience, that attributes to high conversion rate.
- Visually optimised data management dashboard makes it clear and concise.

## Manage More Stores

### Manage online stores in bulk stores for optimal efficiency!

- Manage up to 300 stores with one account!
- Delegate varying management authority to your employees and help your business grow!
- Macro-manage your business and meet your sales target with ease!



## Secure & Stable

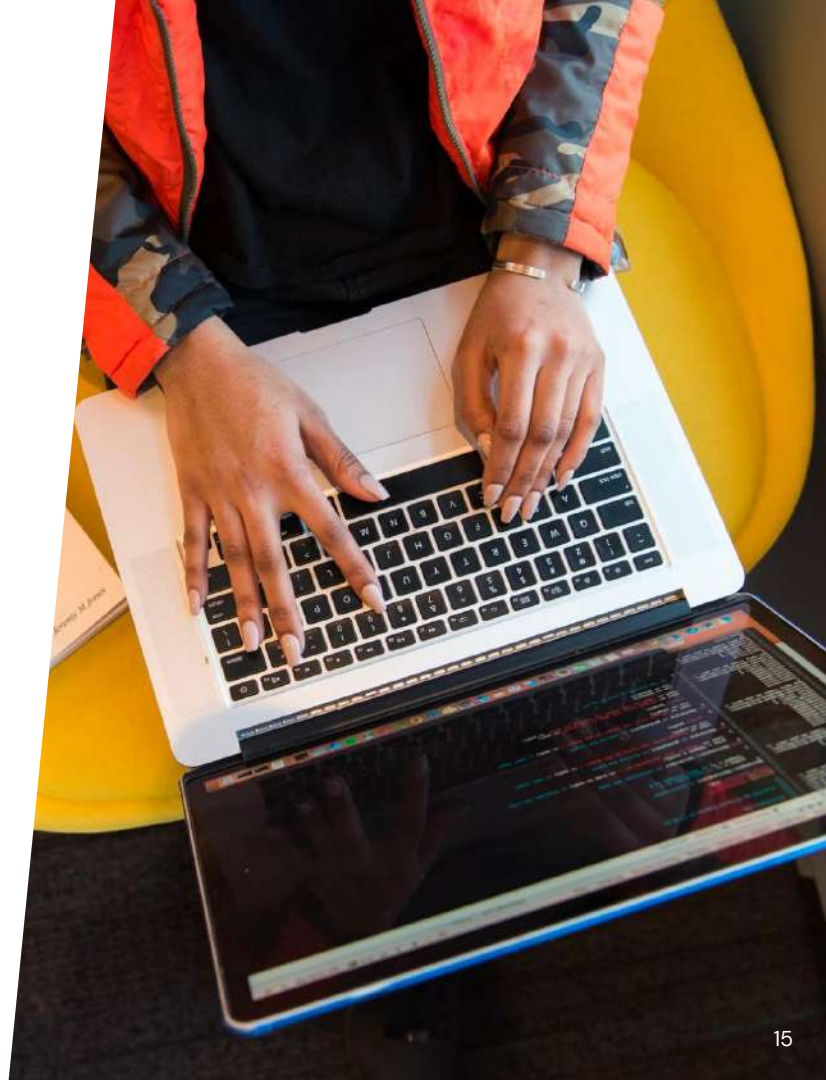
### Absolutely Secure Store With High, Stable Loading Speeds!

With hundreds of servers worldwide, Shoplazza pages load in less than 2 seconds from anywhere in the world! Access clients from around the world and keep your peace of mind - Shoplazza's data security is entirely compliant with international standards, with safety certificates from Google, AWS, PCI and other standard bearers to help you build a stable business environment.

## Open Ecosystem

### Open Source Plugins To Connect Your Traffic Streams!

Shoplazza's massive open source application ecosystem with a robust selection of APIs allows users to customize and integrate apps to their needs, including for the purposes of shipping, payment, ERP and traffic acquisition, among other things.



# Monthly Subscription

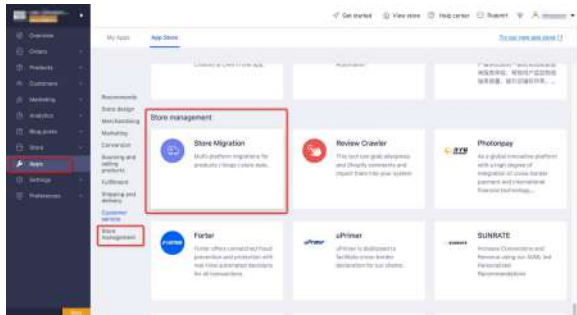
BASIC	ADVANCED	PREMIER	ENTERPRISE	PRO
<b>\$28</b> /month	<b>\$59</b> /month	<b>\$99</b> /month	<b>\$189</b> /month	<b>\$218</b> /month
Comission 2% Users 6 Domaines 20	Comission 1% Users 6 Domaines 20	Comission 0.6% Users 15 Domaines 20	Comission 0.3% Users 100 Domaines 20	Comission 0.2% Users 100 Domaines 20
Inc. all functions	Inc. all functions	Inc. all functions	Inc. all functions	Inc. all functions



# Store Migration

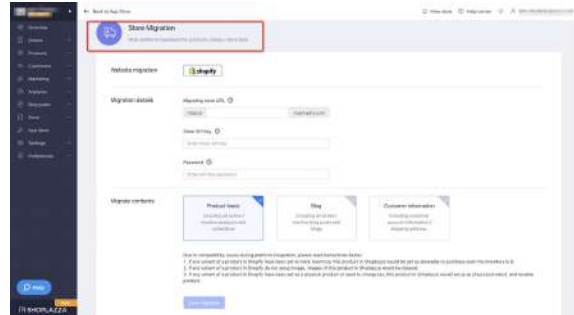
## One-click to migrate stores from Shopify to SHOPLAZZA

- Only 3 simple steps to complete migration
- Key figures including Products, Blogs and Store data can be copied and transferred



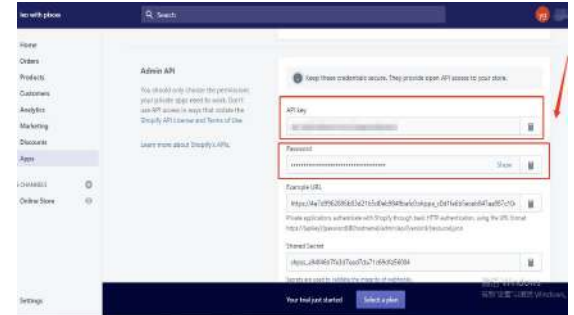
### Step 1

Start here: Shoplazza admin > Apps > Store management > Store Migration



### Step 2

Find the store migration in the Apps and enable the App to be used in your store.



### Step 3

Go to your Shopify store, Copy the API Key and Password and fill in the SHOPLAZZA admin.

# Product Management

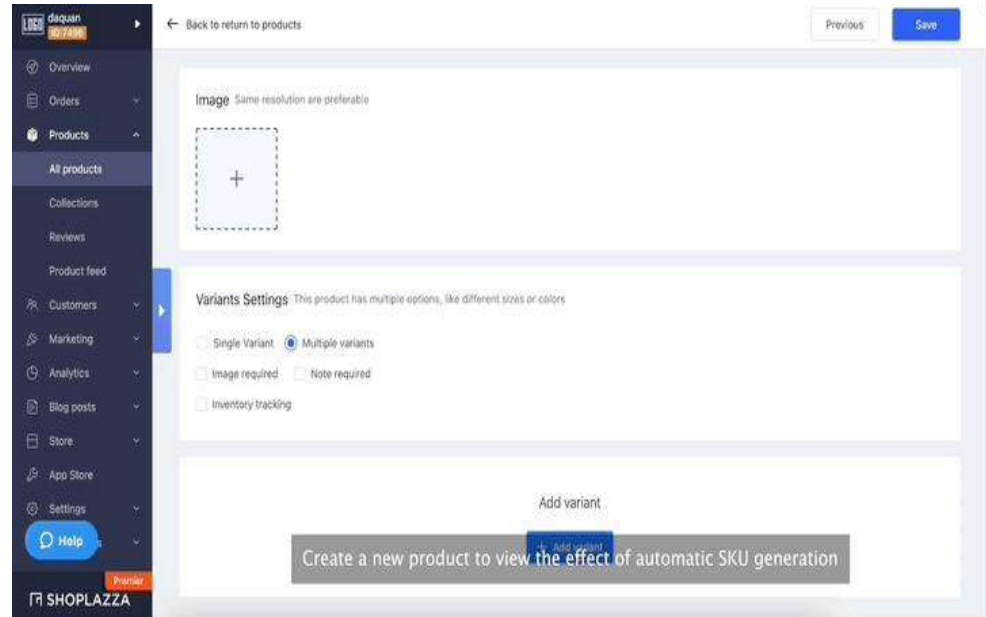
## SKU Generation

Batches of new products and variants can be generated automatically in 10 seconds.

Moreover, proprietary format setting helps to avoid generating duplicate SKUs, which will improve editing efficiency.

### Usage Scenarios

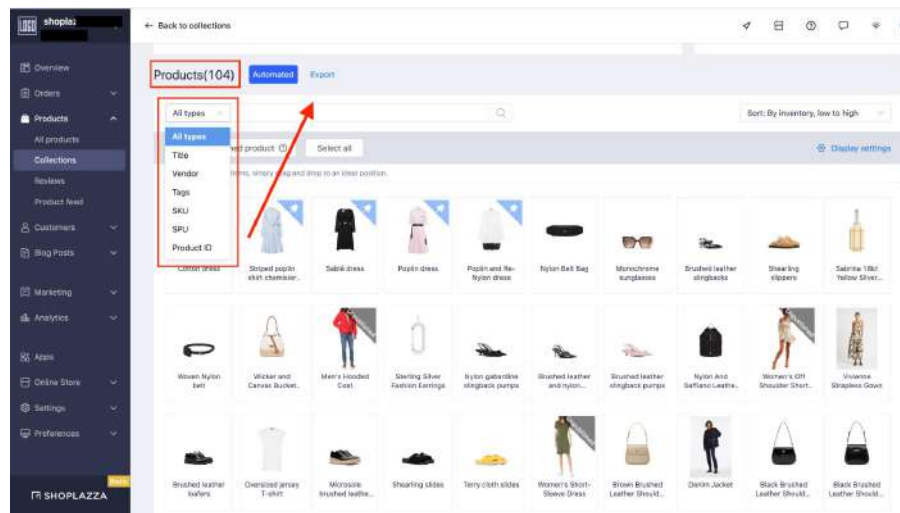
- Importing new products
- Products added to the product list
- Re-generation of sub styles when the product style is changed on the product detail page, etc.



SKU generation demonstration

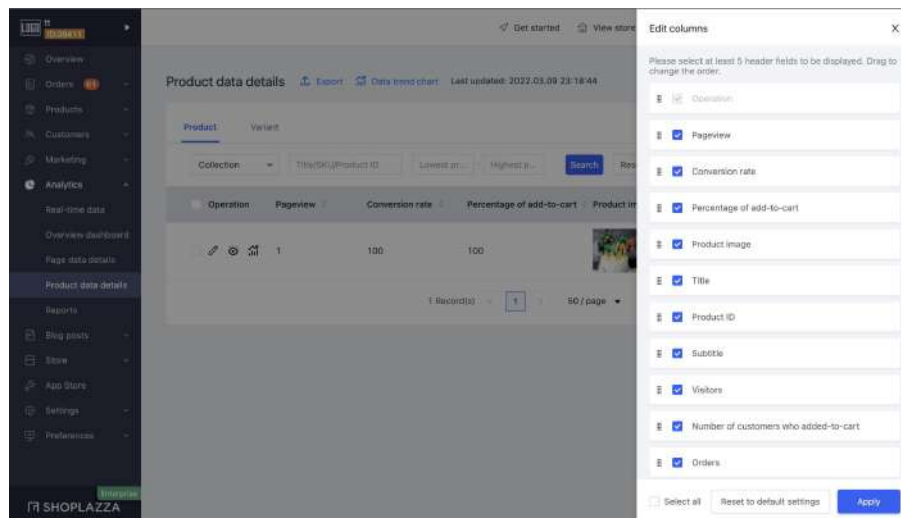
# Product Management

## Batch Sorting of Product Data



Sort in product collections

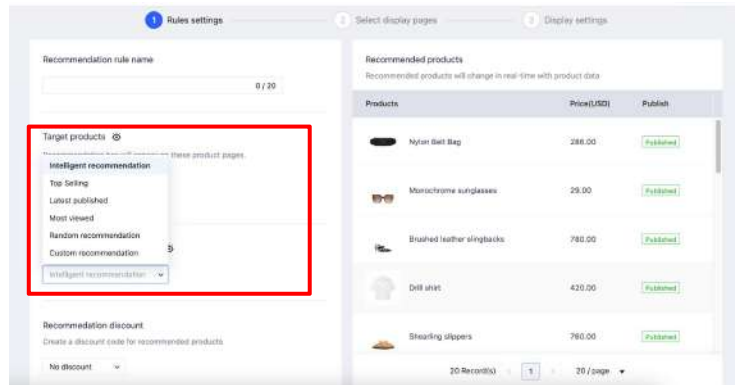
Editing a bulk of products could never be easier. Whether you start from product collection or product detail page, products could be edited in bulk for all its attributes: title, product ID, vendors, product image and many more.



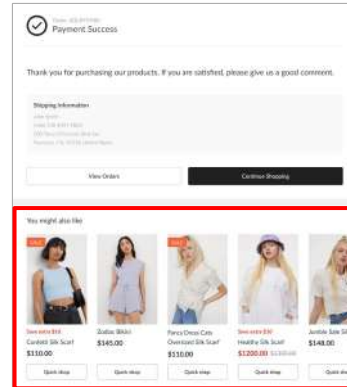
Sort in product data details

# Advanced AI Powered Recommendation

- Advanced AI powered customer shopping behaviour analysis
- Recommend personalized products to every shopper to your store
- Proven conversion rate boost up to 300%



Set up: [Shoplazza admin](#) > [Apps](#) > [Conversion](#)

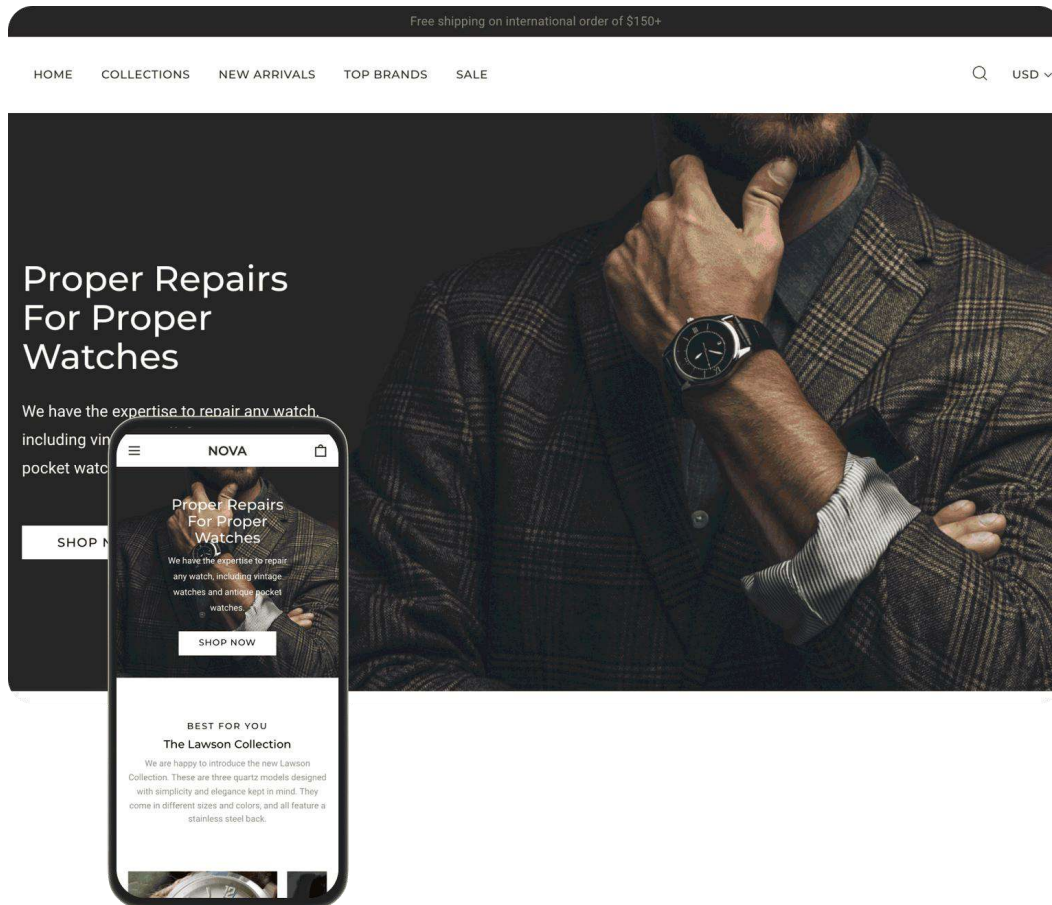


Accurately recommend products to the target consumers

# Themes

## Free e-commerce themes

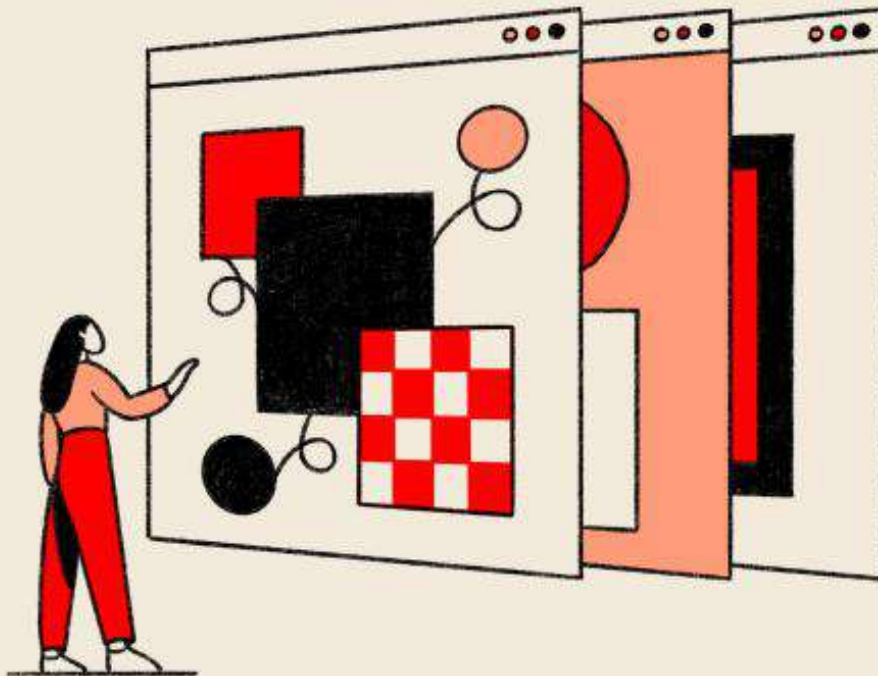
- Rich free templates, suitable for different scenes.
- Direct to use without coding .
- Support customize theme code.
- PC & Mobile real-time preview.



# Themes

## Theme Editor 2.0, a powerful shop decoration tool

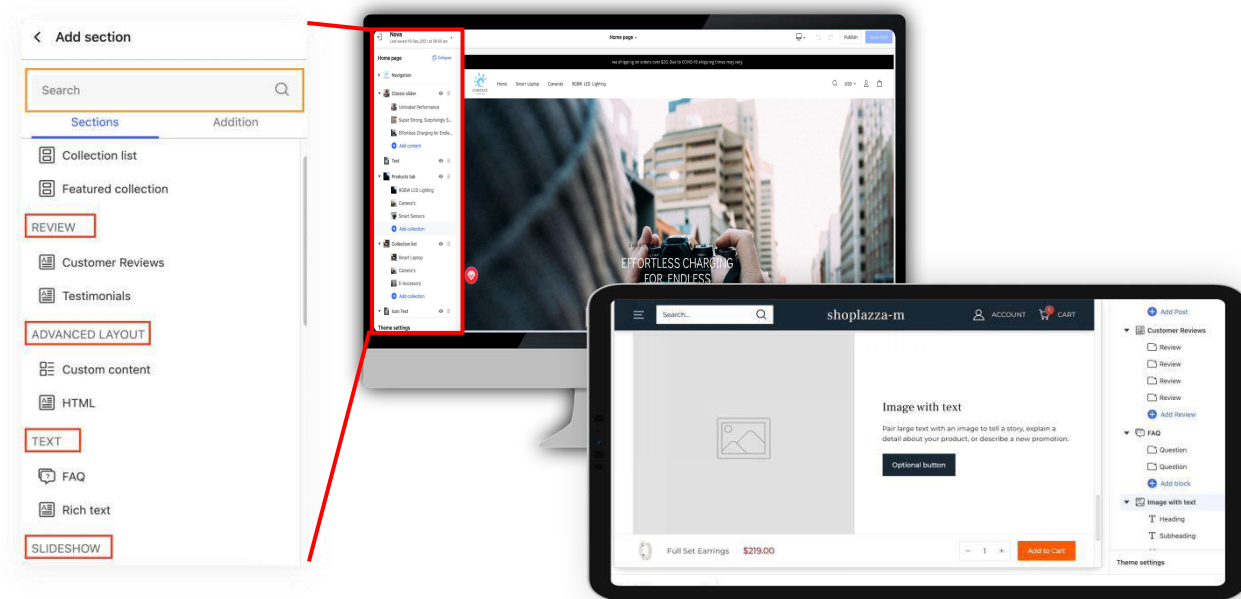
- Multi refined and customizable editing functions.
- Support custom settings.
- Easy to use by drag-and-drop operation.



# Themes

## Theme Editor 2.0, a powerful shop decoration tool

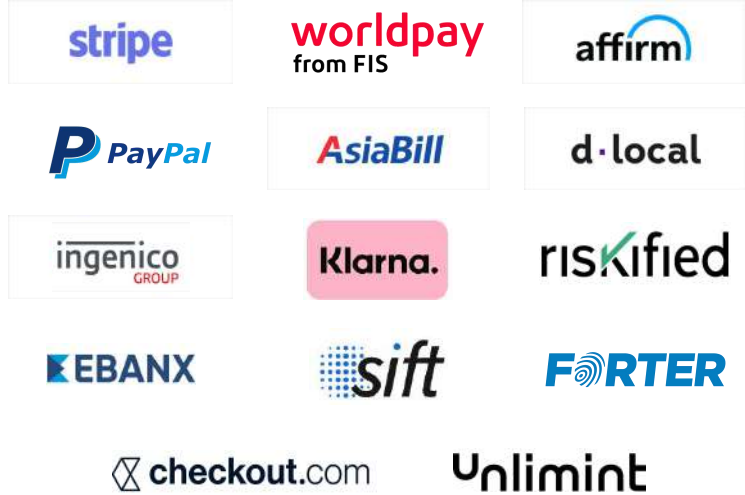
- Multi refined and customizable editing functions
- Support custom settings
- Easy to use by drag-and-drop operation



# Payment

## Global Payment

- Variety payment methods meet with diversified customer payment needs: credit and debit cards, e-wallet, Buy Now Pay Later and local payment methods.
- PCI DSS(Payment Card Industry Data Security Standard) level 1 Compliance ensure data security of merchants and customers.
- Extensive globalized payment partners empower the different business expansion needs: North America, Europe, Latin America and APAC.

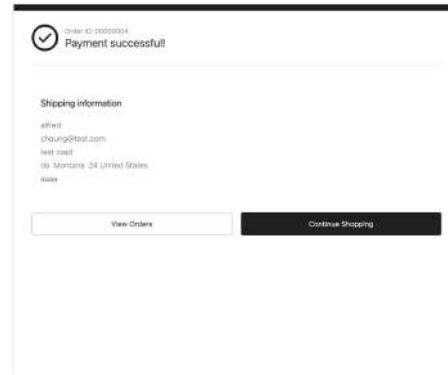
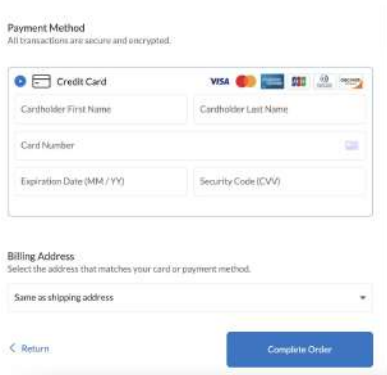
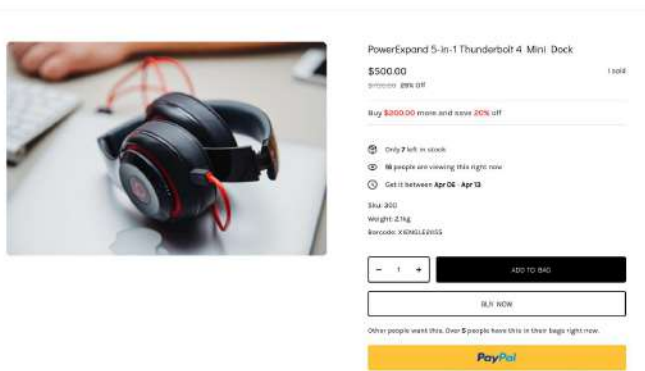




# Payment

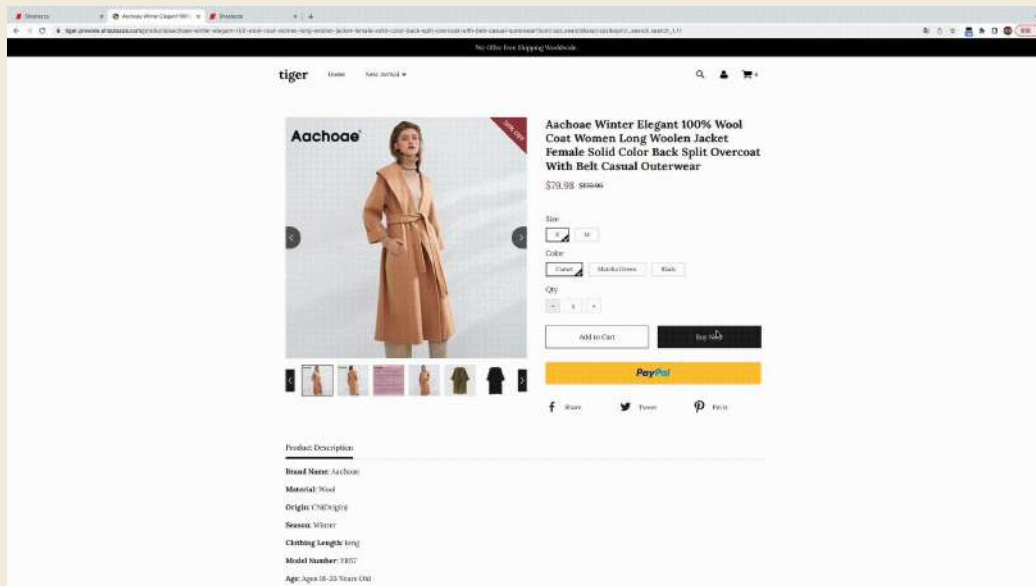
## Direct Integration with Payment Services

- Every payment is done on the checkout page
- Optimizes transaction completion rate
- Provide frickleless checkout experiences to the consumer



# Buy Now Pay Later (BNPL)

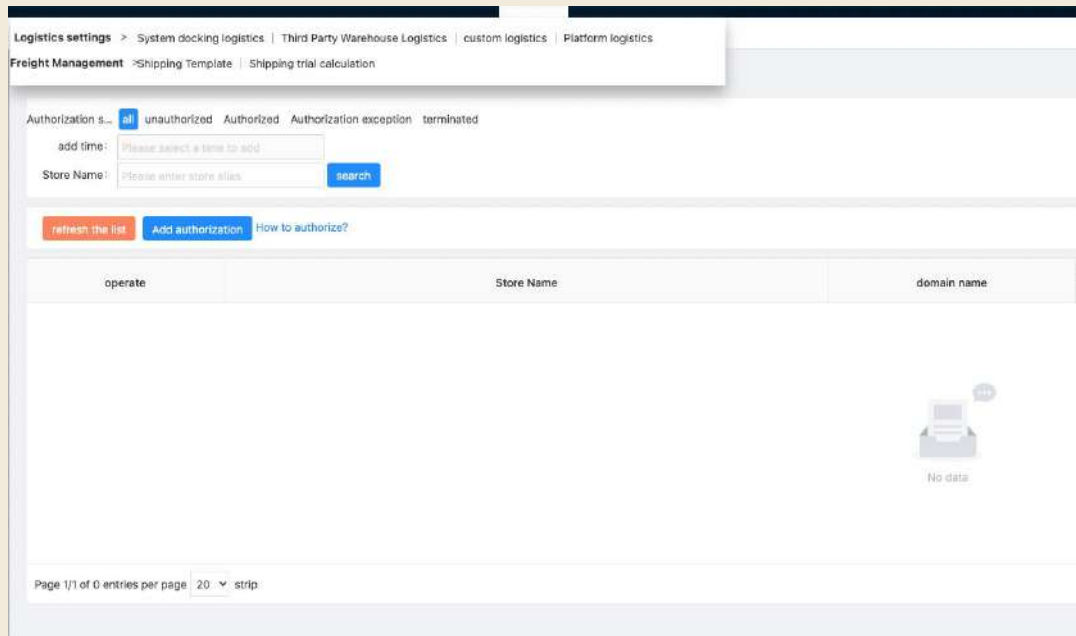
- Capture consumer momentum and reduce cart abandonment
- Overcome price objections to fully meet the needs of Z-Gen consumers
- Facilitates higher-priced sales and larger basket sizes by offering payment plans
- Appeals to a wider audience and drives repeat traffic



# Fulfilment

## Cross Border ERP

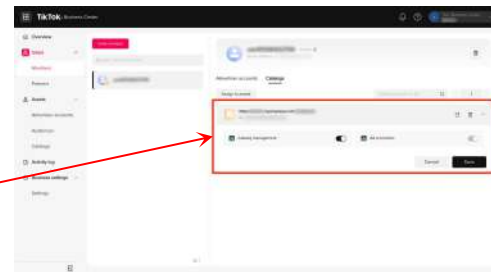
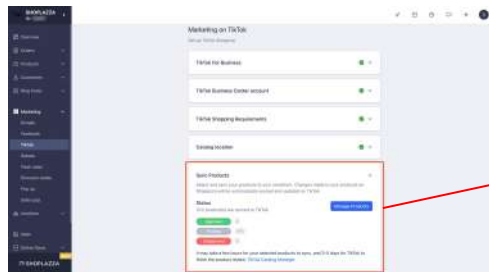
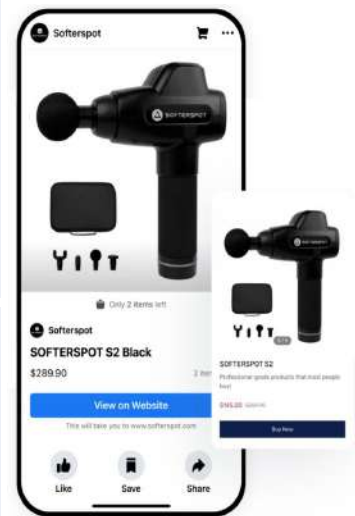
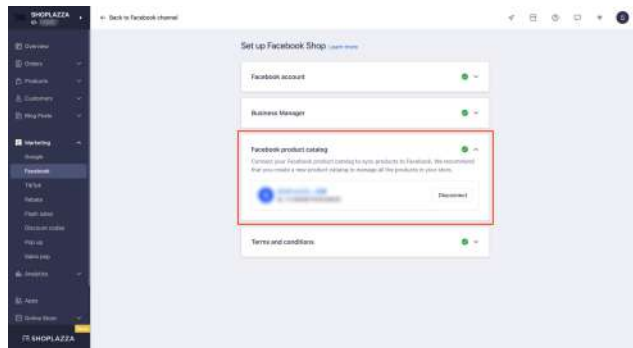
- Multi-store management: listings upload, inventory management, order fulfillment, customer support etc.
- Centralized business console, manage procurement, sales at the same place, integrated profit calculation panel.



# Market

## Auto-Synchronized Product Catalogues

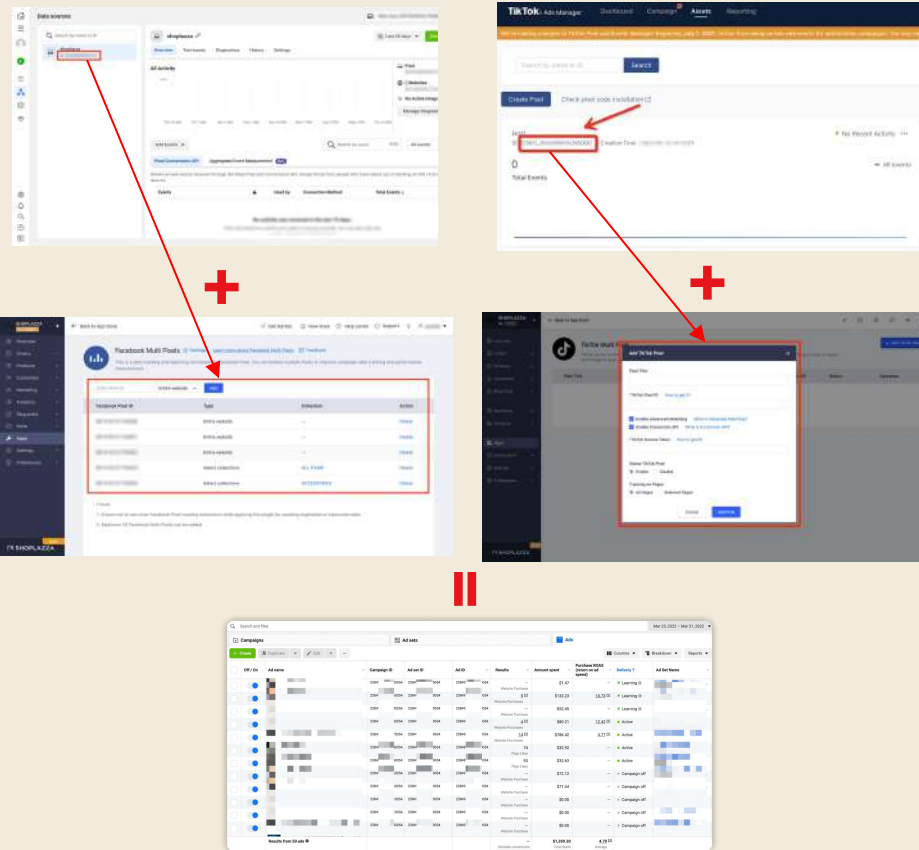
- Select and sync product catalogues from your store to Facebook, Instagram, Google and TikTok.
- Reach more diverse potential customers.



# Market

## Monitor and Optimize Ad Performance

- Install the tracking pixels through App store on Shoplazza SaaS system.
- Enable to monitor customers' every move in your shop to accurately improve ad promotion plan.
- Currently support to track ad performance on the popular socail media including Facebook, TikTok, Twitter, Pinterest and Snapchat.

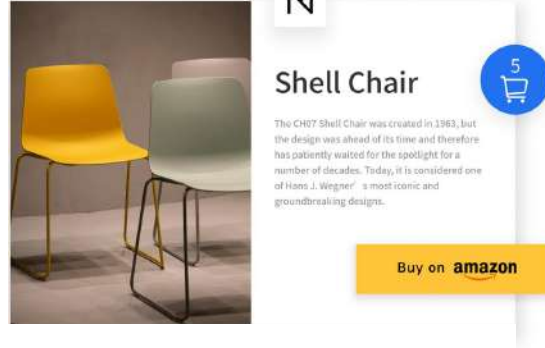




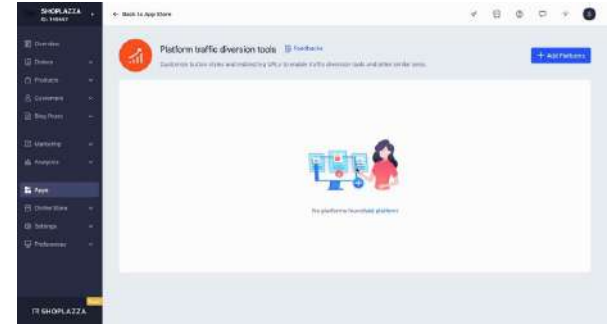
# Marketplace

## Buy on Amazon

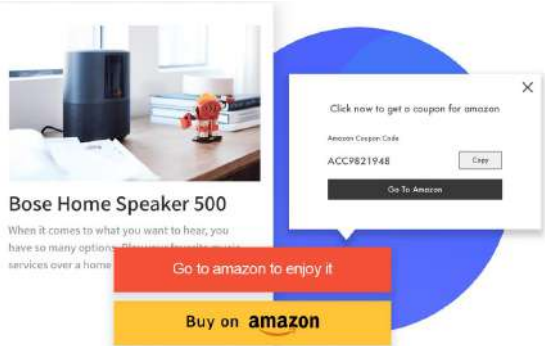
- One-click direct connection to Amazon.
- Help import accurate consumer traffic and achieve efficient conversion.



The image shows a product page for the 'Shell Chair' on the SHOPLAZZA platform. On the left is a photograph of two chairs, one yellow and one light green, with thin metal legs. To the right of the image is a white card with a large 'M' logo at the top. Below the logo, the product name 'Shell Chair' is displayed in a large font. Underneath the name is a short paragraph of text: 'The CH07 Shell Chair was created in 1963, but the design was ahead of its time and therefore has patiently waited for the spotlight for a number of decades. Today, it is considered one of Hans J. Wegner's most iconic and groundbreaking designs.' To the right of this text is a blue circular icon containing a white shopping cart and the number '5'. At the bottom of the card is a yellow button with the text 'Buy on amazon'.



The image shows a screenshot of a software interface for a 'Platform traffic diversion tool'. The interface has a dark sidebar on the left with various menu items like 'Overview', 'Profile', 'Connect', 'Settings', and 'Feedback'. The main content area is light blue and features a red circular icon with a white upward-pointing arrow. To the right of this icon is the text 'Platform traffic diversion tool' and a smaller line of text: 'Redirects traffic from SHOPLAZZA to other e-commerce sites to enable CTR, conversion and other order goals.' There is a blue button labeled '+ Add Return' in the top right corner. Below the text is a white box containing an illustration of a person at a computer. At the bottom of the interface, there is a dark bar with the SHOPLAZZA logo.



The image shows a product page for the 'Bose Home Speaker 500'. On the left is a photograph of the speaker on a desk. To the right is a white card with a blue circular graphic behind it. The card has a white box with a close button (X) at the top right. Inside the box, it says 'Click now to get a coupon for amazon', followed by 'Amazon Coupon Code' and 'ACCP821948'. There is a 'Copy' button next to the code and a 'Go To Amazon' button below it. Below the coupon box is a red button with the text 'Go to amazon to enjoy it' and a yellow button with the text 'Buy on amazon'.

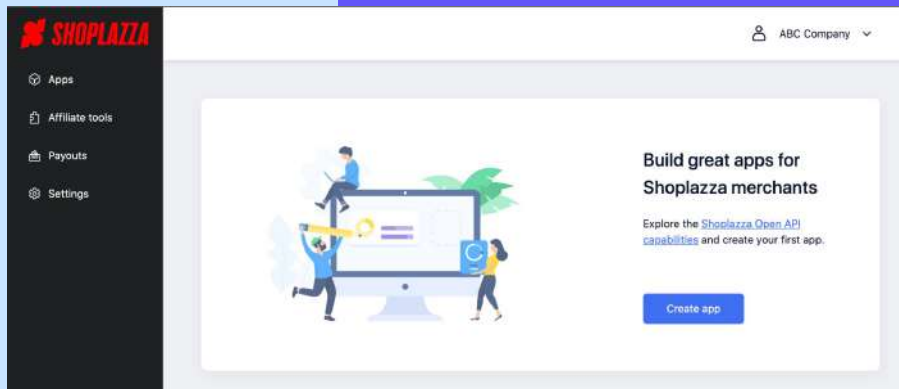


The image shows a product page for 'Jabra Move Wireless Stereo Headphones'. On the left is a photograph of the headphones. To the right is a white card with a dark header. The card contains the product name 'Jabra Move Wireless Stereo Headphones', a short paragraph of text, and the price '\$199.99'. Below the price is a 'Quantity' selector set to '1'. There are several icons for product features like 'Free customer support', 'Free shipping', 'Free returns', and 'Free installation'. At the bottom of the card is a dark button with the text 'Add to Cart' and a smaller 'Buy Now' button. Below the card is a dark bar with the SHOPLAZZA logo.

# Partner Center

Great tool we provide to drive our partner success

- Exposure your app directly to our 360k Merchants
- Comprehensive API documents to speed up your integration with Shoplazza Merchant
- Straightforward guides to start your first app
- Statistics dashboard to analysis your app performance and connect with your merchants.

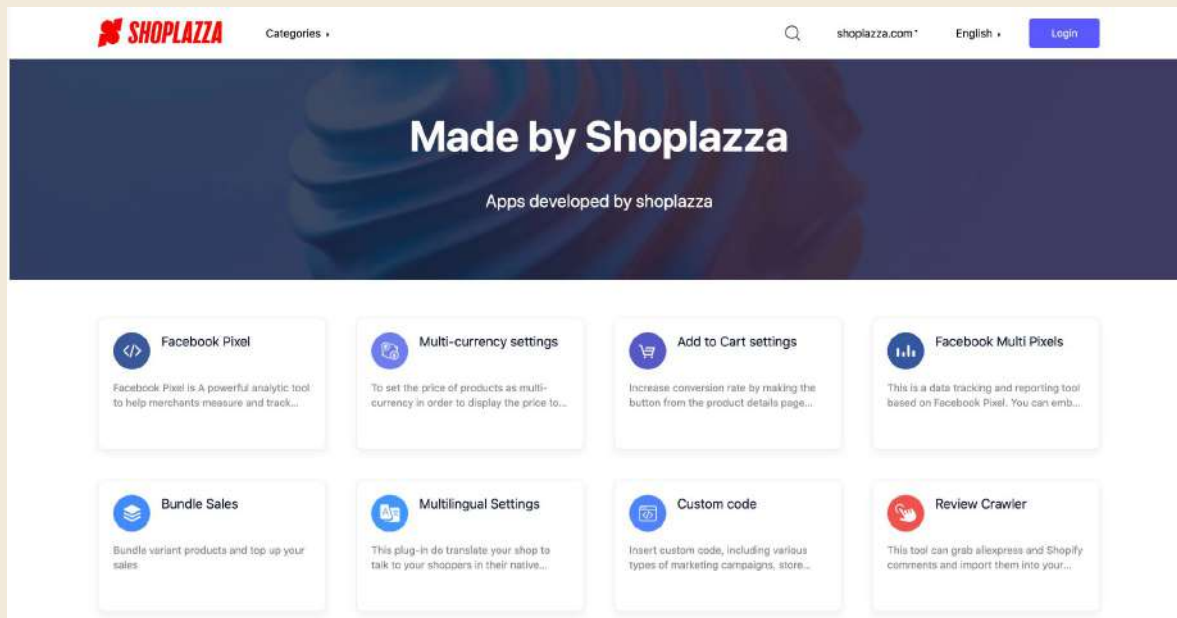




# App Store

## Platform to drive traffic to your app

- We have dedicated landing page customised for app partner
- Drive traffic to your landing page and install the app, with only 1 click
- Co-marketing oppunitunity once your app launching
- Recommended section in App Store home page & Store Admin's App Store landing page



# Open API - Adaptive Framework

Provides automation ability & share access for both developers and merchants, to drive efficiency.

- Simple and secure authenticated methods and permissions
- Rich APIs range from orders, customers, products, and more
- Different webhooks to get the resources update events instantly
- Step by Step guides for your integration journey
- SDKs to speed up your integration process
- A thriving partner community to drive you success

The screenshot shows the SHOPLAZZA Open API documentation interface. The main content area is titled 'Shop Details' and displays the following information:

- URL:** `https://developer.myshoplaza.com/openapi/2020-07/shop`
- QUERY PARAMS:** A field named 'fields' with a description: 'To specify which fields you wanna get, separated by comma, e.g. id,name,email. possible fields are: id, name, email, country\_code, province\_code, address1, address2, zip, city, phone, primary\_locale, currency, customer\_email, timezone, domain, shop\_owner, account, icon, created\_at, updated\_at'.
- RESPONSES:** A table showing two response types:
 

Status	Code	Description
200	200	Success
404	404	Not Found

On the right side, there is a 'LANGUAGE' selector (Shell, Node, Ruby, PHP, Python) and an 'AUTHENTICATION' section showing a header value: `Header: WWW-Authenticate: Bearer token=eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJ1b290eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJ1b290eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9`. Below that is a 'CURL' section with a 'REQUEST' block containing a curl command and a 'RESPONSE' section with 'Examples'.

# Auto Onboarding Process



Build amazing commerce solutions  
powered by the Shoplazza platform

## No more emails & waiting to develop your first app

Unlike other players in the market, developers need to send emails to apply for partnership connection & access for app development. Shoplazza's auto onboarding process provides a self-served portal for developers to create apps, setup demo store and have the app tested.

# Affiliate Program

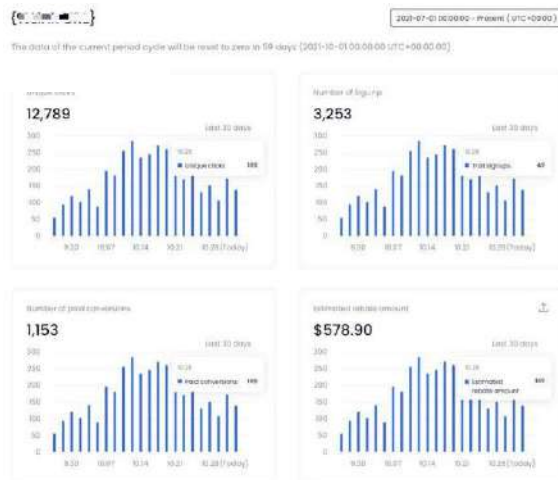
## Shoplazza Affiliates

### Turn Referrals into \$\$\$

- Easy sign-up process
- Create unique referral links for affiliates and campaigns
- Monitor performance, get insights, and optimize towards rebate goals with real-time dashboards
- Direct rebate payment via PayPal

### Benefits

- > For Partner: earn **20% Rebate** for invitee's subscriptions for **One Year**
- > For Invitee: **15% Off** discount on first month of any subscription



Affiliate tools > Manage referral link Create UTM referral link

Link ID	Referral link	Your rewards %
701	<a href="https://www.shoplazza.com/pages/affiliate-register?ref=701">https://www.shoplazza.com/pages/affiliate-register?ref=701</a>	100%
752	<a href="https://www.shoplazza.com/pages/affiliate-register?ref=752&amp;utm_campaign=partner&amp;utm_source=hypersku&amp;utm_medium=online_events&amp;utm_content=dropshipping_202204&amp;utm_terms=dropshipping">https://www.shoplazza.com/pages/affiliate-register?ref=752&amp;utm_campaign=partner&amp;utm_source=hypersku&amp;utm_medium=online_events&amp;utm_content=dropshipping_202204&amp;utm_terms=dropshipping</a>	100%
723	<a href="https://www.shoplazza.com/pages/affiliate-register?ref=723&amp;utm_campaign=partner&amp;utm_source=hypersku&amp;utm_medium=online_events&amp;utm_content=dropshipping_20220330&amp;utm_terms=dropshipping">https://www.shoplazza.com/pages/affiliate-register?ref=723&amp;utm_campaign=partner&amp;utm_source=hypersku&amp;utm_medium=online_events&amp;utm_content=dropshipping_20220330&amp;utm_terms=dropshipping</a>	100%

# CASE STUDIES

DTC Success Files

# Atumek

## Scale Your Business with Global Market Approach

“ATUMTEK is inspired by your comfort. At ATUMTEK, with cutting-edge ergonomic office and home products, we aim to maximize comfort without sacrificing work efficiency.”

ATUMTEK's main products currently include smart lifting notebook stands, single/multi-screen display stands, and so on. Using SHOPLAZZA platform, products are sold to more than 20 countries with easy approach.

**240%**

Increase in Sales

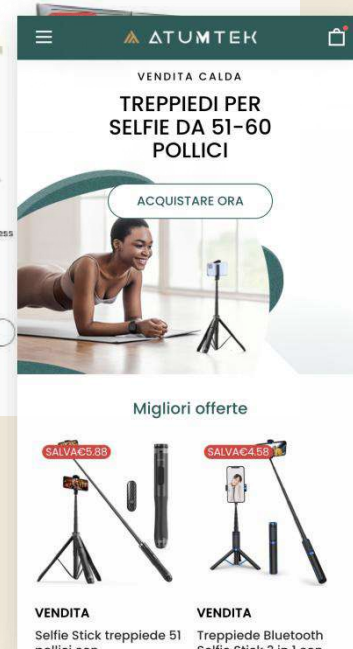
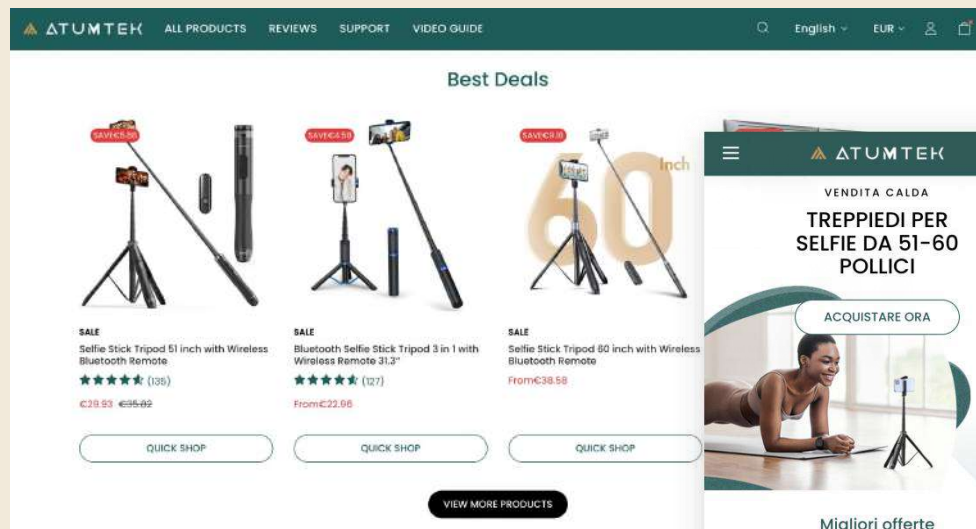
**299%**

Increase in Order Amount

**260%**

Increase in CTR

\* End results over 6 months



# Atumtek

## How SHOPLAZZA help Atumtek to succeed



Multi-currency & Multilingual settings: easy approach to global sales and marketing



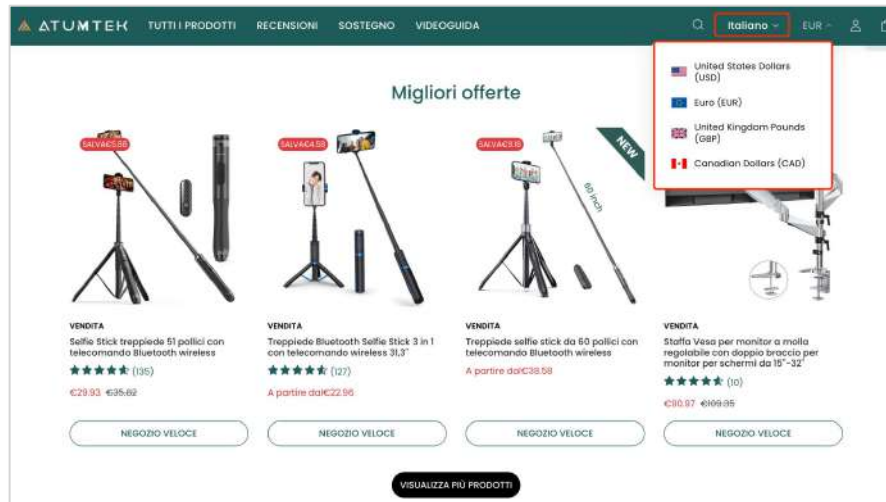
1-click Store Migration from Shopify: products / blogs / store data easily migrate and adapted to Shoplazza Store



Custom code: Insert custom code, including various types of marketing campaigns, store optimization while maintaining fast page loading speed

"The Shoplazza Service Solutions team helped us create and execute an integrated approach to global sales, setting up and connecting us with varied acquisition channels and platforms. Shoplazza is the reason we've been able to launch into multiple markets."

*Evelyn Ji, Head of Global Growth*



# Hidizs

## Make AOV & CVR Improvement With Ease

Hidizs was founded in 2012 by a professional audio R&D team. Since its inception, Hidizs has independently developed a wide range of high-quality portable music products, using patented technology, including lossless music players, earphones, decoding amps, lossless audio cables, and more.

Hidizs is known for its price-quality ratio, offering mid-range, high-end, and economic product lines. After switching to Shoplazza system, the AOW and CVR are increased significantly by adopting new marketing applications.

**159%**

Increase in Sales

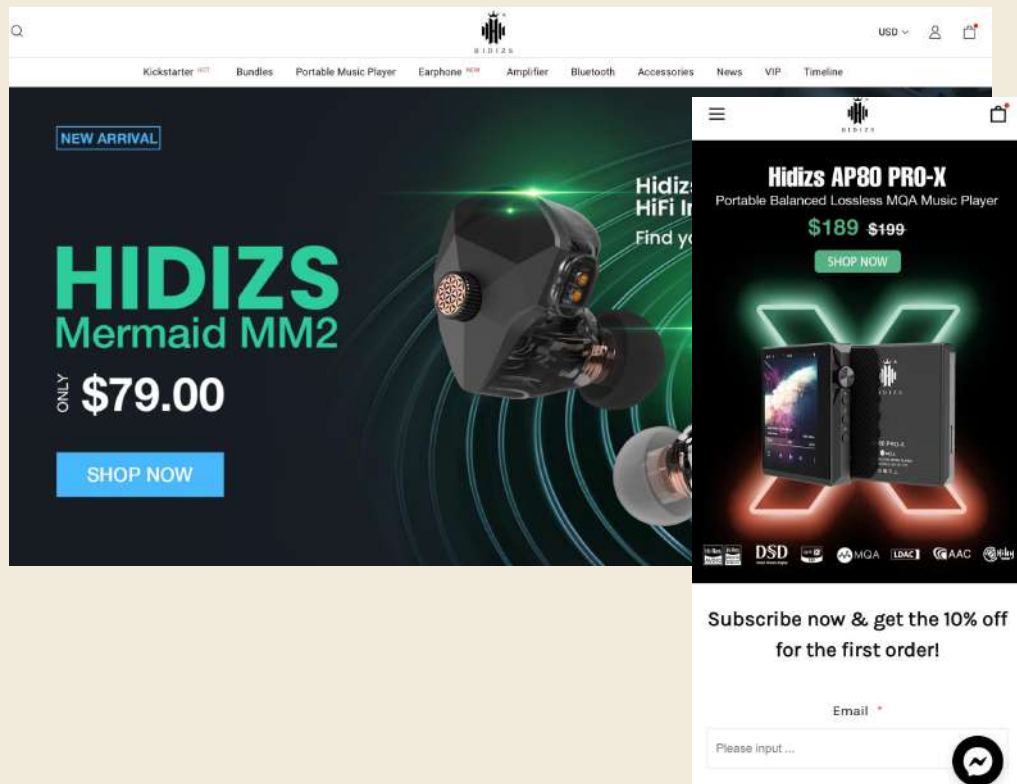
\* End results over 6 months

**15%**

Increase in AOV

**24%**

Increase in Conversion Rate





# Hidizs

## How SHOPLAZZA help Hidizs to succeed



Bundle Sales function: easy to set up bundle products and top up store sales including average order value & conversion rate



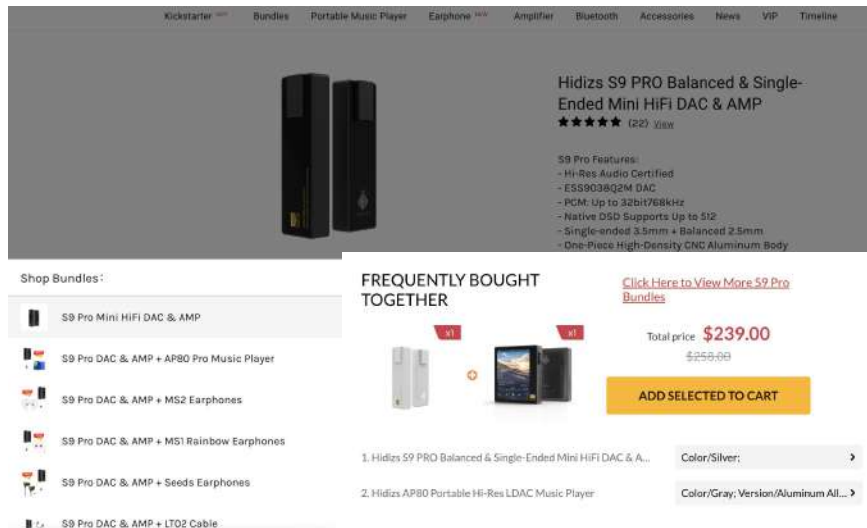
Multilingual Settings: automatically translate store language to adopt local language and store management



1-click Store Migration from Shopify: products / blogs / store data easily migrate and adapted to Shoplazza Store

Hidizs was inexperienced with e-commerce store management, but with the help of SHOPLAZZA, we started our store very quickly. And our sales increased by more than 100% within three months. Thanks to the SHOPLAZZA team for assisting and guiding us from scratch.

*Tamson Tan, CEO*



# Lefeet

## Crowdfunding Boosts Brand Awareness

LEFEET is dedicated to technology, design, and UX innovation to popularize water sports through enhanced functionality. Each under-water scooter product aims to make water sports more fun and to ensure that the our products remain cutting-edge.

Starting from a crowdfunding program for the 1st product , LEFEET had successfully attracted attention from many water sports lovers, and more and more backers keep supporting the brand nerver let them down by providing new and innovative products.

**59%**

Increase in Sales

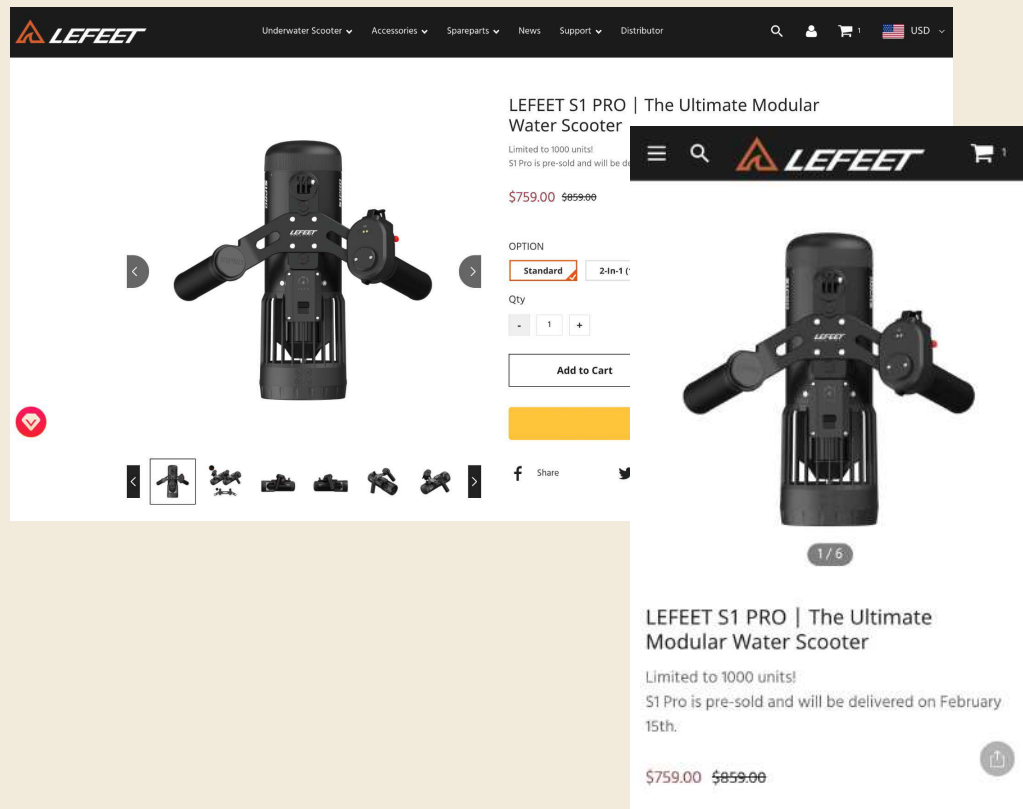
\* End results over 6 months

**53%**

Increase in Order Volumes

**323.8%**

Increase in no. of Consumer



# Lefeeet

## How SHOPLAZZA help Lefeeet to succeed



Site Optimization: use Lucky Orange as the powerful tool for real-time analytics and conversion optimization



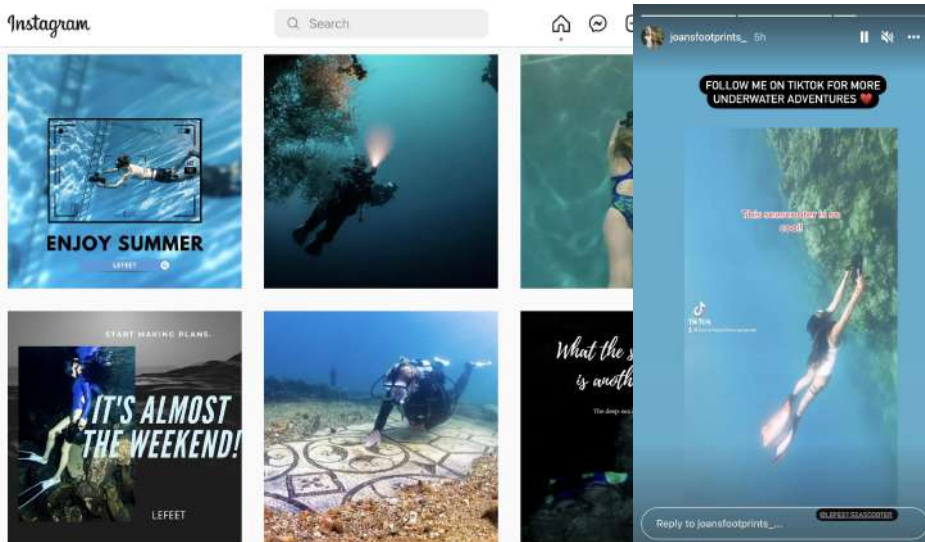
Facebook / TikTok Multi Pixels: data tracking and reporting tool based on Facebook/TikTok Pixel to improve campaign data tracking and performance measurement



EDM - user engagement strategy: Activate the first batch of backer during the crowdfunding campaign, as well as create and manage loyalty groups via email marketing

We chose to work with SHOPLAZZA after the crowdfunding campaign for our first product ended. SHOPLAZZA team is very professional and forward-thinking in everything they do, from crowdfunding to building Lefeeet's e-commerce store, and from the visual creation of the website to the complete process of international marketing strategies.

*Mr. Zhang, CEO*



# Alloyworks

## Niche Category Have Its Own Advantage

Alloyworks manufactures and sells automotive radiator accessories all over the world. It is ranked first on both eBay and Amazon. Alloyworks products are made with sophisticated materials and craftsmanship, and it holds a leading position in the global market, including the United States, Canada, Australia, Europe, and others.

Alloyworks insists on the principle of honesty, and the highest standards when it comes to products. The quality and affordable price had attracted many loyal consumers all over the world.

**59%**

Increase in Sales

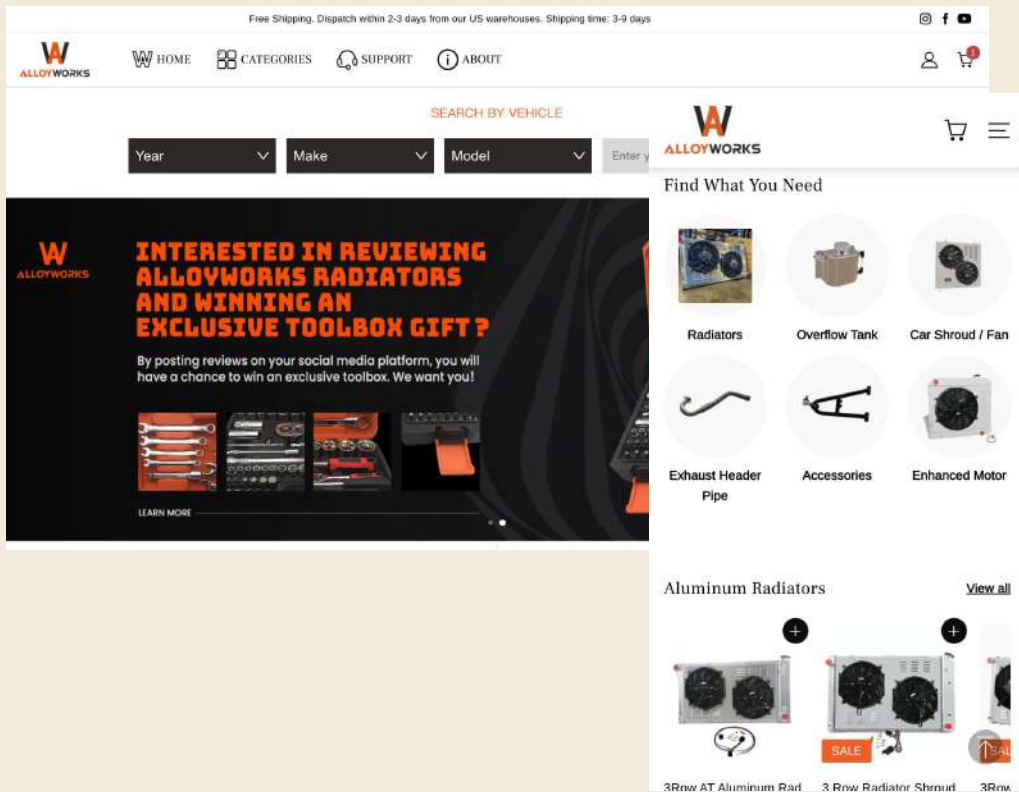
\* End results over 6 months

**50%**

Increase in Order Volumes

**125%**

Increase in no. of Consumer



# Alloyworks

## How SHOPLAZZA help Alloyworks to succeed



Discount with purchase: helps merchants reach sales goals through various marketing activities.



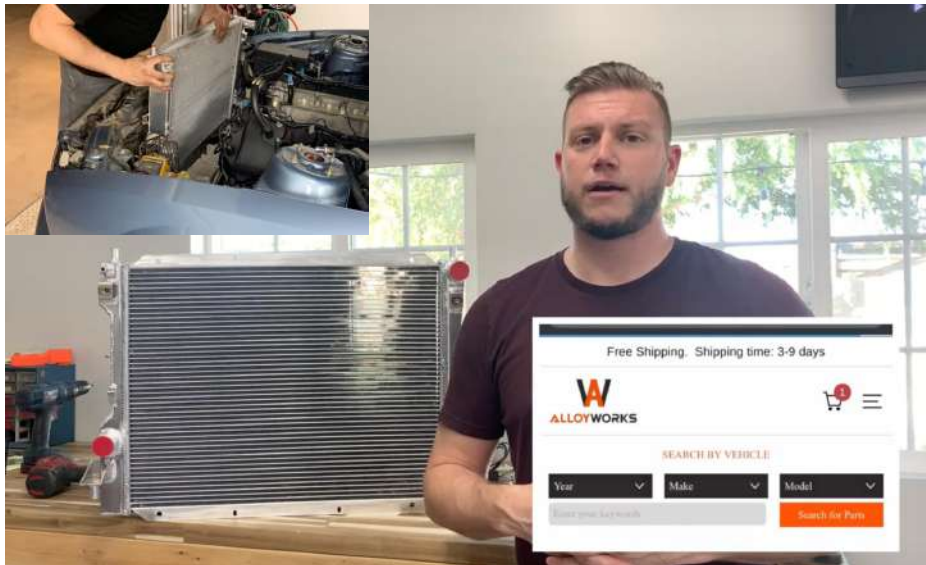
Seamless integration with Facebook pixel & TikTok multipixel: optimized different Ads account data performance, increase efficiency in data analysis and store operation.



Custom code: Insert custom code, including various types of marketing campaigns, store optimization while maintaining fast page loading speed.

SHOPLAZZA offers our team a full range of services, from brand development to the establishment of marketing systems. All helpful tools allow us to create an eye-catching online store that is perfectly aligned with our brand image and adopt useful marketing strategies.

*Mr. Wang, CEO and founder*

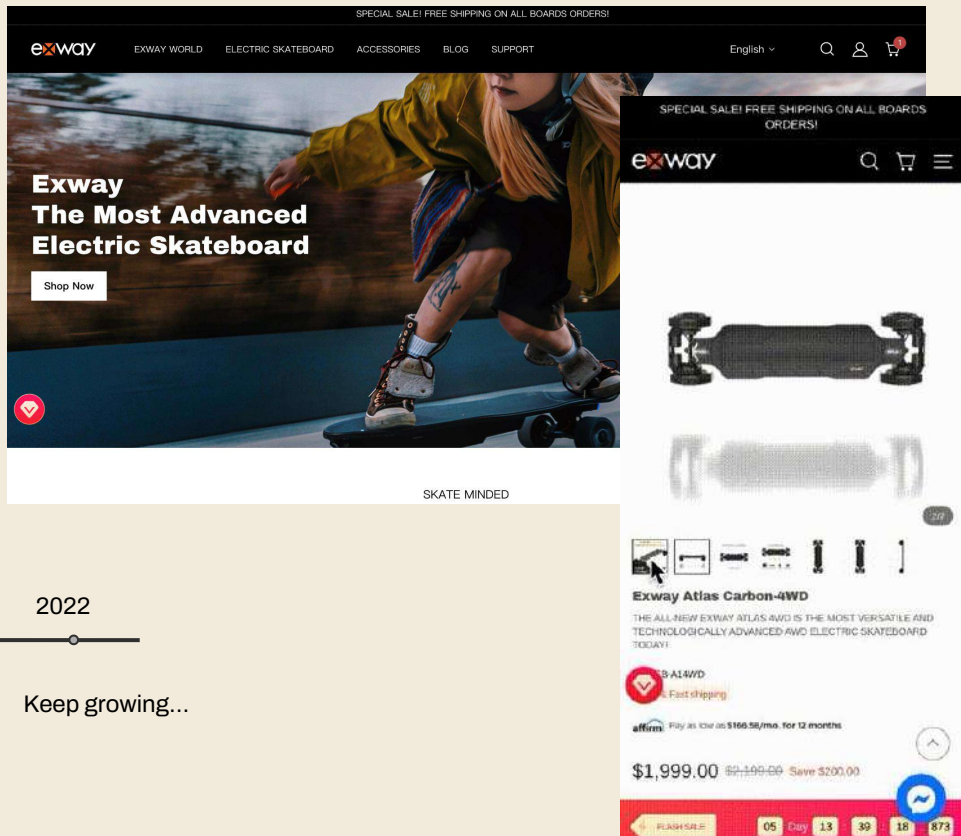
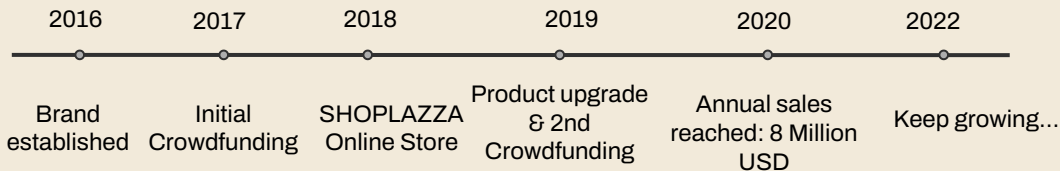


# ExwayBoard

## Voice of Consumers and Influencers Matter

Exway is committed to the development and production of convenient short-distance transportation products. Combining technology and traditional skateboards, they aim to develop the best electric skateboards and also a fantastic form of modern transportation.

The Atlas series skateboards, upholds the concept of "Born for Freedom" and encourages young city dwellers to pursue their freedom and explore the world. The products are loved by many consumers and influencers, they made video on their own initiative to express the appreciation.





# ExwayBoard

## How SHOPLAZZA help ExwayBoard to succeed



Built-in SEO functions including sitemap, website, keyword and image SEO to boost organic search ranking



Product Recommendation: Set recommendation rules or based on AI algorithms inserted on different pages to effectively increase the conversion rate of the store



Facebook messenger: Facebook official online chatting app to enable real-time communication with your customers

SHOPLAZZA is undoubtedly the best partner for us. From the early stages of our development to becoming the market's leading electric skateboard brand, SHOPLAZZA has always been by our side. Paying close attention to our needs and actively providing solutions.

*Mr. Zeng, CEO and founder*



#demonstayer

The Future of Consumer Electric Skateboards – Exway Atlas Review

# THANK YOU