

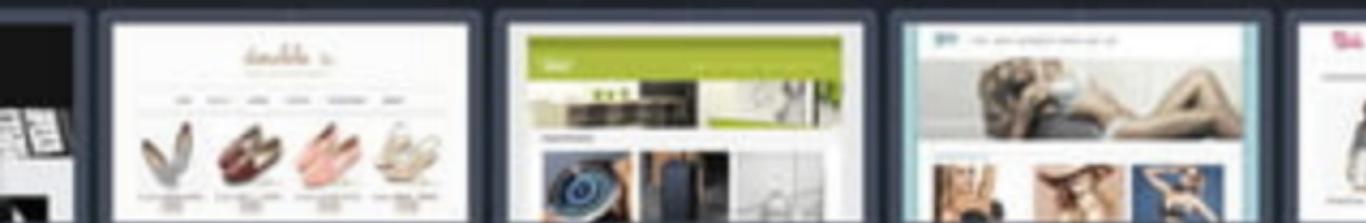
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SHOPLINE

DIY E-COMMERCE PLATFORM FOR ASIA



Merchants in Asia...

- ✗ Not tech-savvy
- ✗ Can't read English
- ✗ Needs brand building

DIY E-COMMERCE SITES



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2.5B SMARTPHONE USERS IN ASIA

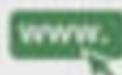
7,000+ Shops Created

~60 to 300 Orders/mo. each

~US\$25K sales/mo.



Business Model



SUBSCRIPTION



TRANSACTIONS

B2C E-commerce Sales





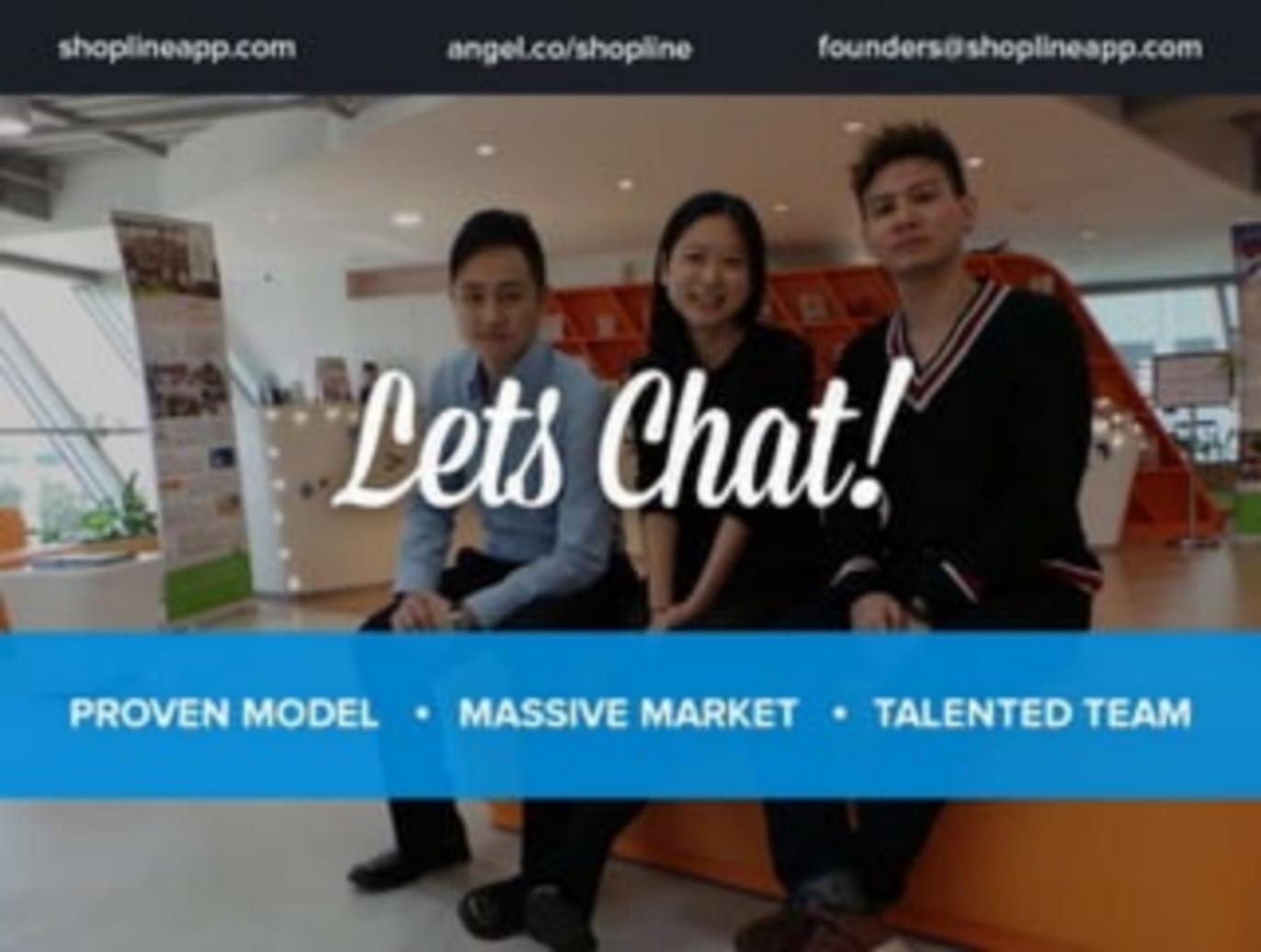
Raymond Yip
CEO
Design



Tony Wong
CTO
Development



Fiona Lau
COO
Business

A photograph of three people, two men and one woman, sitting on a long, low orange bench in a bright, modern office or showroom. The man on the left is wearing a light blue button-down shirt and dark trousers. The woman in the middle is wearing a black top. The man on the right is wearing a black V-neck sweater with white stripes on the collar and cuffs. They are all looking towards the camera. The background shows a well-lit interior with large windows, a staircase with orange railings, and various office partitions.

Lets Chat!

PROVEN MODEL • MASSIVE MARKET • TALENTED TEAM

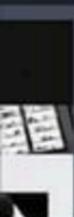
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Shopify

Native Language



Payment Gateways



Regional Support



Understand Culture



SHOPLINE



DIY E-COMMERCE SITES





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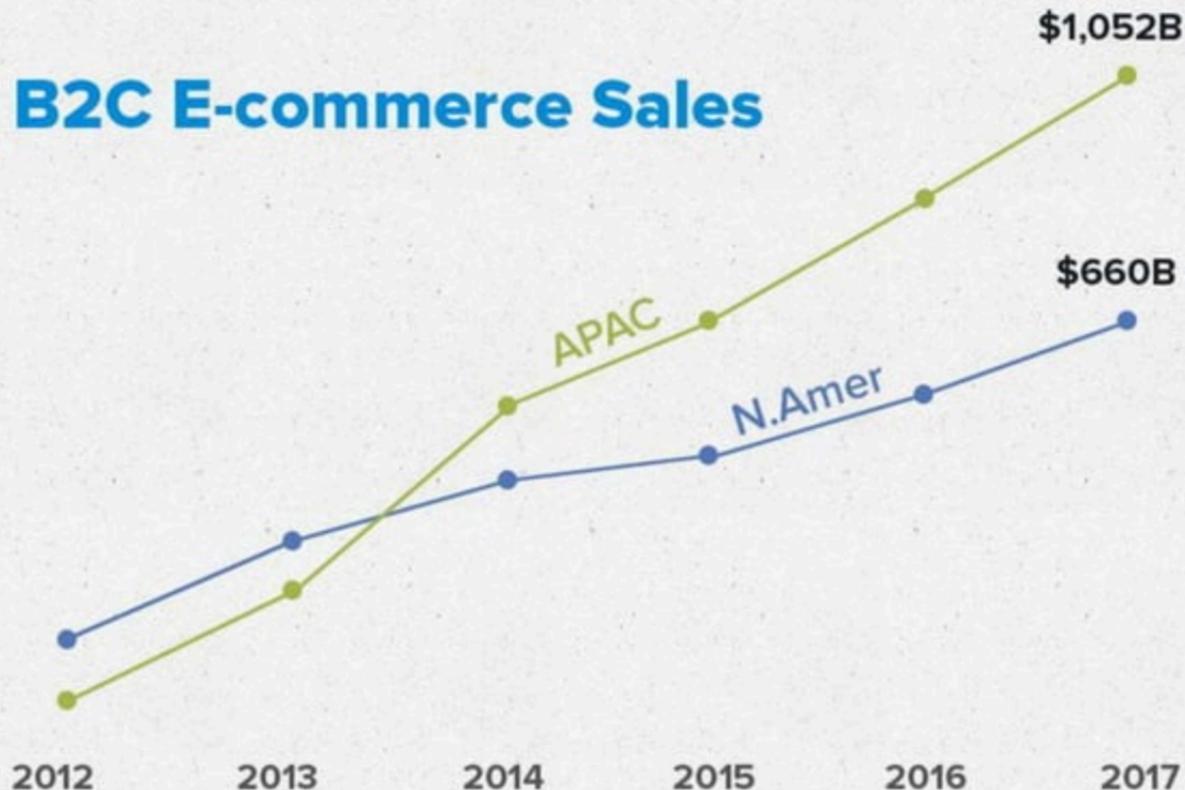


TRANSACTIONS



Source: McKinsey (2013)

B2C E-commerce Sales





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LEHMAN BROTHERS



Deloitte.



THE UNIVERSITY OF
CHICAGO

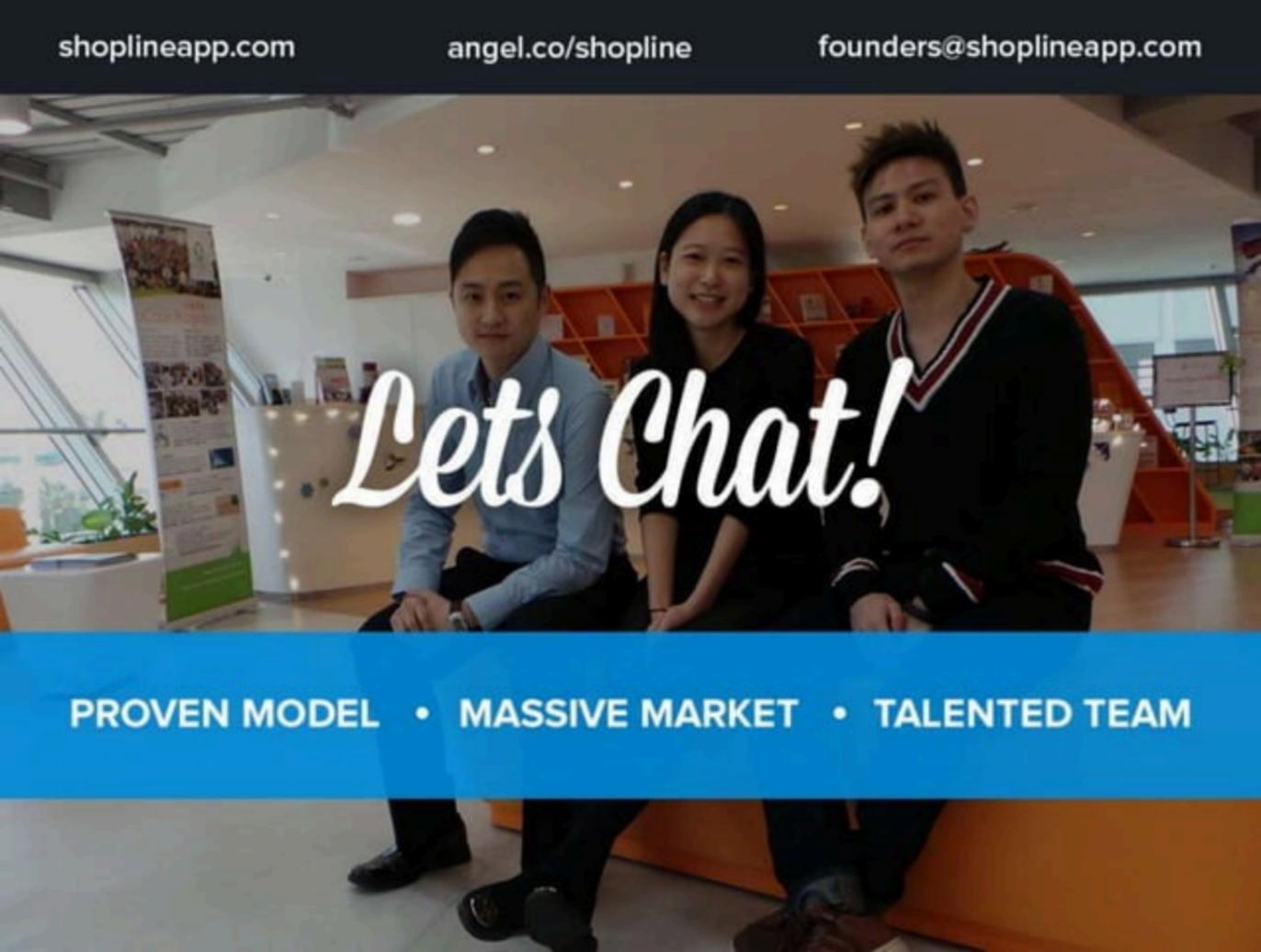


The
WALT DISNEY
Company

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A photograph of three people, two men and one woman, sitting on a long, low orange bench in a bright, modern office or public space. The man on the left is wearing a light blue button-down shirt and dark trousers. The woman in the middle is wearing a black top. The man on the right is wearing a black V-neck sweater with white and red stripes on the collar and cuffs. They are all looking towards the camera. The background shows a well-lit interior with orange shelving units, a white reception desk, and large windows. A large white cursive text overlay reads "Let's Chat!".

Let's Chat!

PROVEN MODEL • MASSIVE MARKET • TALENTED TEAM