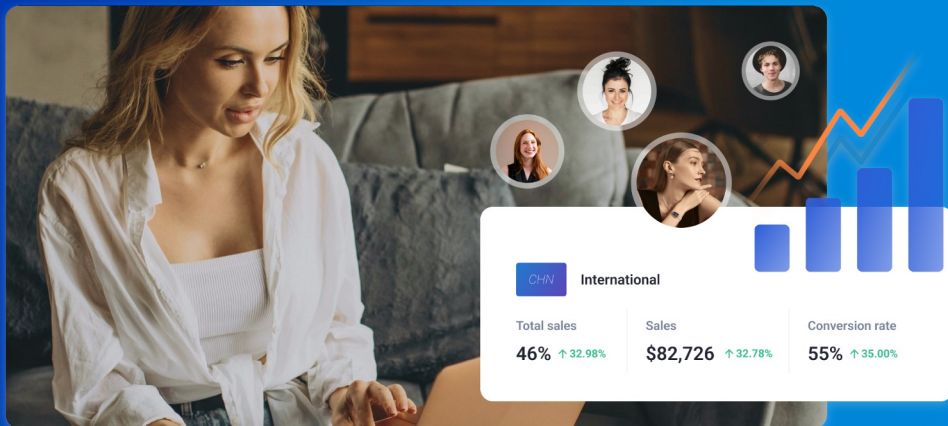


The logo features the word "SHOPLINE" in a bold, white, sans-serif font. The letter "O" is replaced by a circular icon containing a stylized white house with a chimney and a diagonal line, set against a blue background.

# SHOPLINE

A GLOBAL SMART COMMERCE ENABLER





# BY THE NUMBERS

600,000+  
CUSTOMERS

\$120m  
(R&D INVESTMENT FY23)

15+  
OFFICES

8,000+  
EMPLOYEES

2,000+  
PARTNERS

Joyy  
NASDAQ

\$350m  
INVESTMENT

SHOPLINE



USA  
SAN FRANCISCO



UK  
LONDON



JAPAN (日本語)  
TOKYO



AUSTRALIA  
SYDNEY



SINGAPORE  
MARINA

# GLOBAL REACH

**GO GLOBAL WITHOUT HASSLE**

SHOPLINE has 15 offices across the globe.  
Migrate your current online store from other platforms to SHOPLINE by just a few clicks. Support over 37 languages and currencies to get your business global



CHINA (简体中文)  
SHENZHEN



HONG KONG (繁體中文)  
SHEUNG WAN



TAIWAN (繁體中文)  
TAIPEI



MALAYSIA  
KUALA LUMPUR



SHOPLINE

LUSH

MUJI

ALL SAINTS

SUPERGRA

LEGO

# GLOBAL BRANDS

Over **600,000 brands** globally trust  
SHOPLINE to take their businesses online.

DUREX

CHANEL

ASICS

IN THE STYLE

## Connected. Open. Intelligent.



WebStore



Socials



Mobile App



POS



More



SHOPLINE OPEN APIs

Payment



Logistic



ERP



CMS

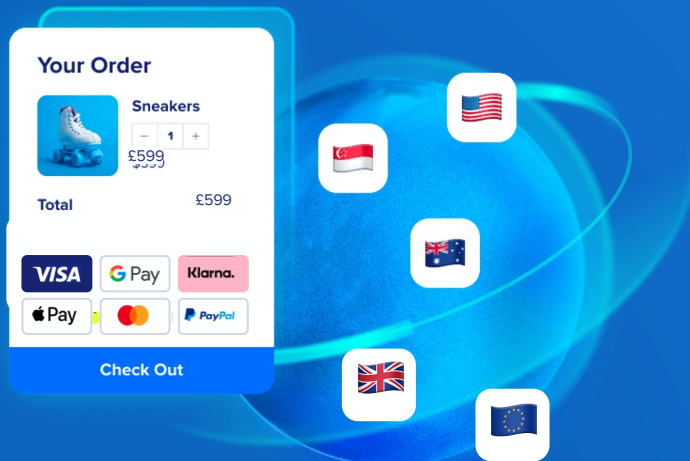


CRM/CDP



More

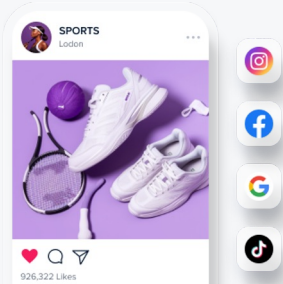




## Expand Your Global Reach

- Localised experience
  - Domain, Language, Product Catalogues & Dynamic Pricing & Currency
- Local payment method
- Advanced Customisation with Open APIs

## Elevating Shopping Joy: Provide a Unique and Inclusive Shopping Experience

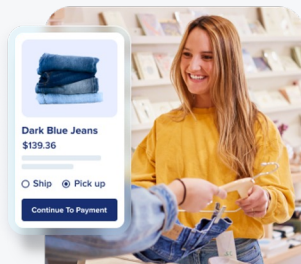


### SOCIAL CHANNELS

Ads/Shop -  
FB, Google, IG, Tiktok, WhatsApp

Message Center

Live Streaming



### OFFLINE STORE

Multi-store Inventory  
Management

Universal Member  
System

O2O Experience



### BRAND MOBILE APP

Native

APP Exclusive  
Prices/Products

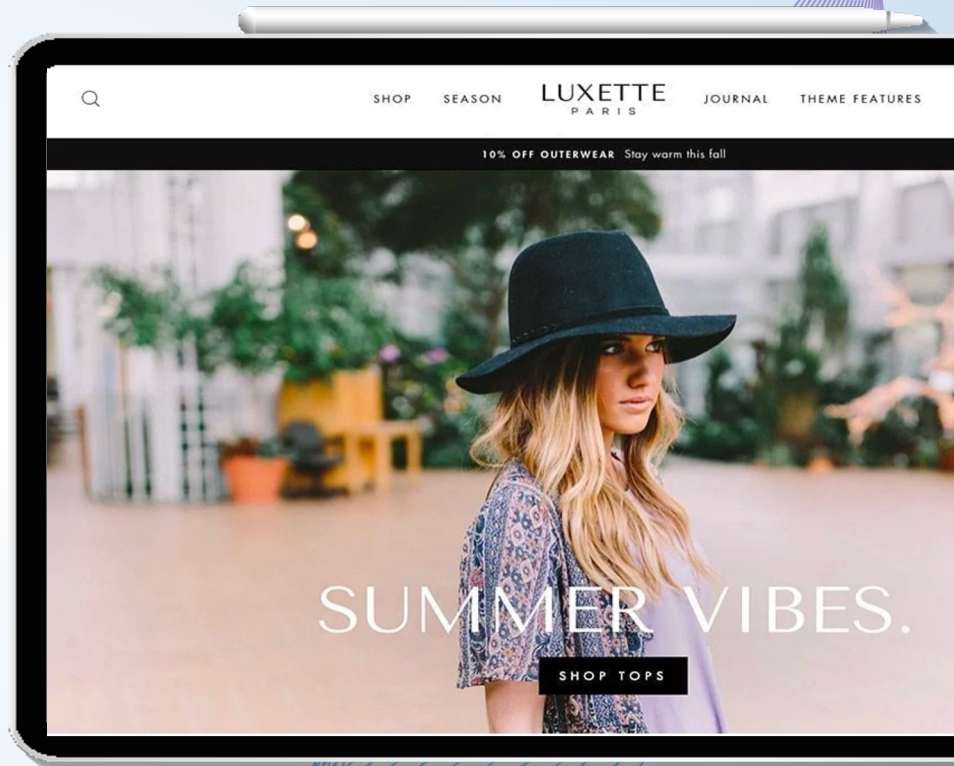
Compatible Apps



# SHOPLINE ENTERPRISE

SHOPLINE's full-featured web store allows you to handle everything from product listings, payments, shipping to marketing promotion settings. We make it easy for you to own a store that reflects your vision and brand values.

- Flexible Web Design, Advanced SEO Settings
- Unique and Professional Store Templates
- Integrated Payment and Logistics Services
- Promotion Campaigns and Marketing Tools
- Latest Tech Architecture
- B2B, B2C for both your online and offline needs
- Best in Performance & Scalability
- Focused on merchant success





**Expanding Horizons: Leveraging SHOPLINE and  
Social Commerce for Global Success**



## The Social Commerce Opportunity

Driven by Gen Z and Millennials. Social-first customer experiences are changing how businesses interact with and sell to customers online.

Social commerce is expected to grow **3x faster** than traditional e-commerce

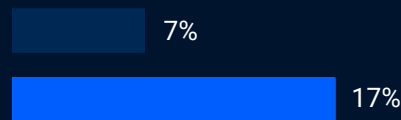


Projected social commerce revenue in billion USD



**12%**

of the total global e-commerce GMV is facilitated by live e-commerce



Global social commerce penetration rate is expected to increase from 7% in 2020 to

**17% in 2025**

The average live selling conversion rate is

**10x**

higher compared to other forms of e-commerce

## Social Commerce in SEA

Consumers in the region are increasingly buying on social platforms due to high engagement levels at social touchpoints.

116%

Average growth of  
social commerce by  
**GMV**

65%

Average **growth of  
GMV** per merchant

200x

Growth of social  
commerce by **orders**

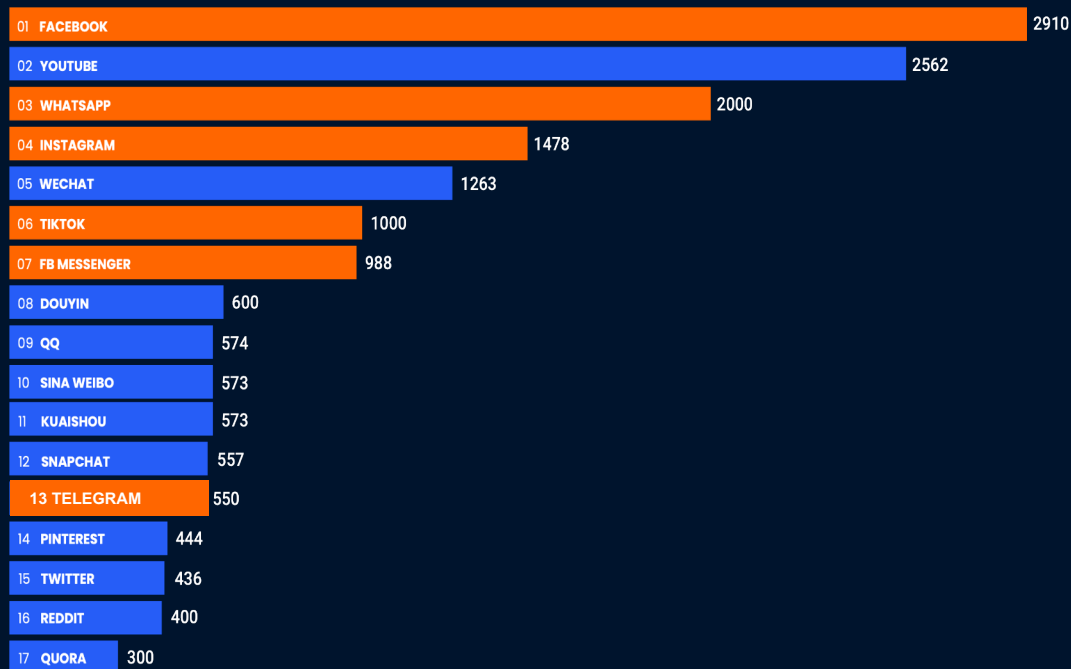
57%

Average growth of  
**GMV** per order

# The World's Most Used Social Platforms

Ranking of social media platforms by global active user figures (in millions).

## Social media made easy with **multi-channel management**



# The Social Commerce Opportunity

Brands are transforming the way they engage online to gain an edge on social media platforms.



1

Choose the **right social media channel** for the right audience

2

Combine product posts with **interactive media and content**

3

**Connect the experience** customers have across social storefronts and brick-storefront

4

Use the wealth of **data and insights** on social media to understand your customers

Gen Z retail trend

Newer & Bigger

# Expectations from Brands

48%

of Gen Z are using  
social media to make  
purchases

73%

of Gen Z are  
shopping online

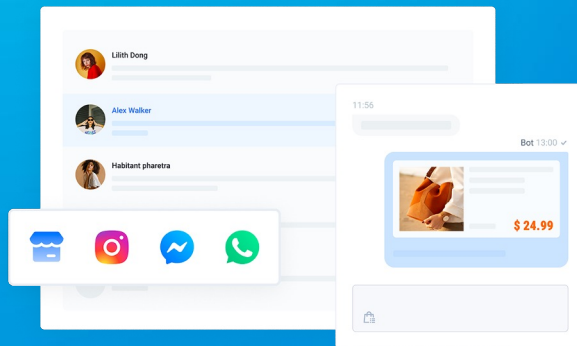
78%

of Gen Z are  
likely to buy products  
if they can see them in  
action online

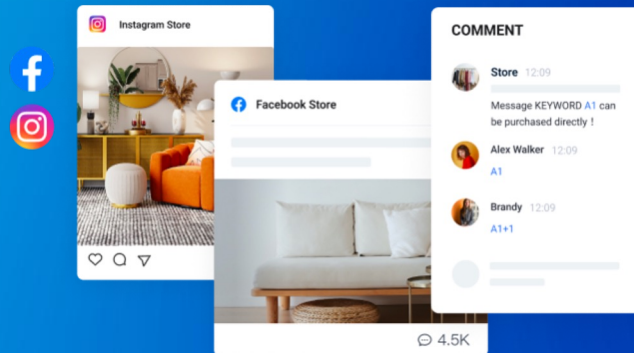
85%

of Gen Z learn  
about new product on  
social media

# Social Commerce Mix



Posts



Conversations



Live Selling



SHOPLINE



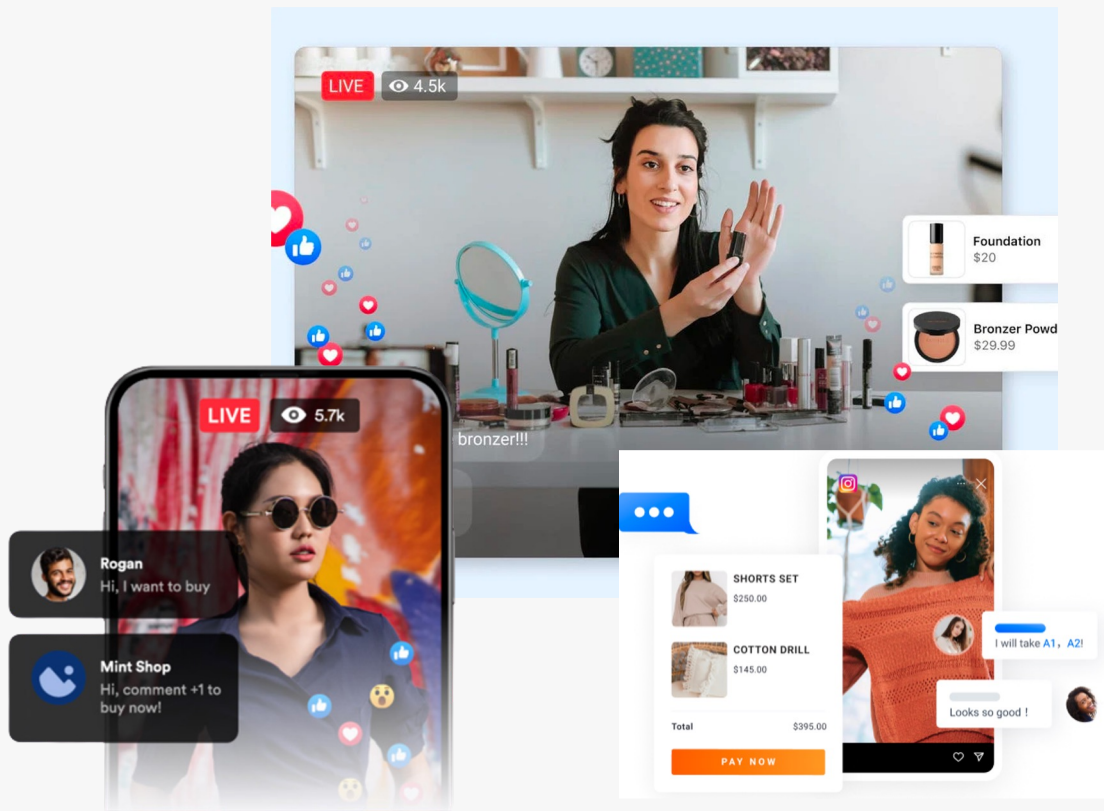
# The Live Selling Phenomenon

SHOPLINE

# Sell LIVE across the Social Media- verse

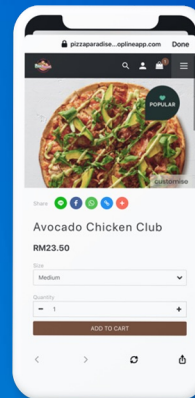
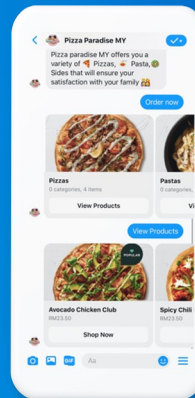
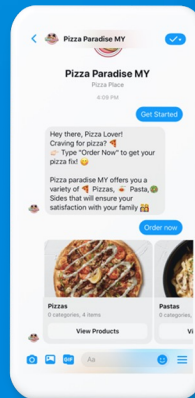
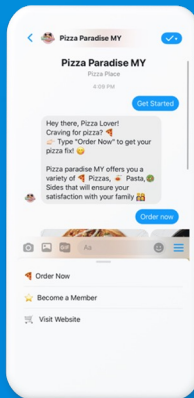
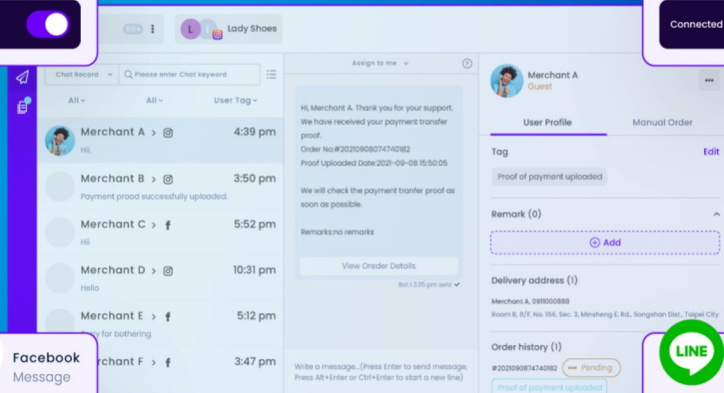
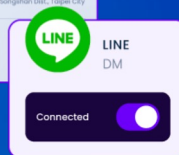
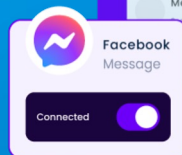
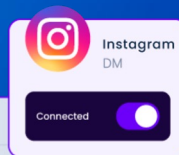
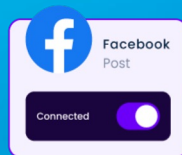
Live Sales

SHOPLINE LIVE



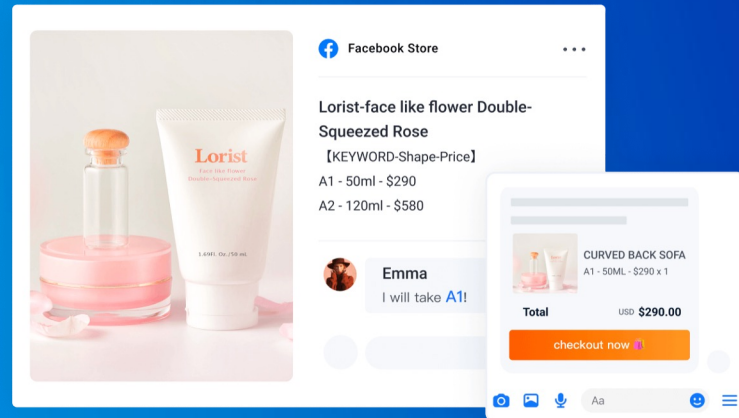
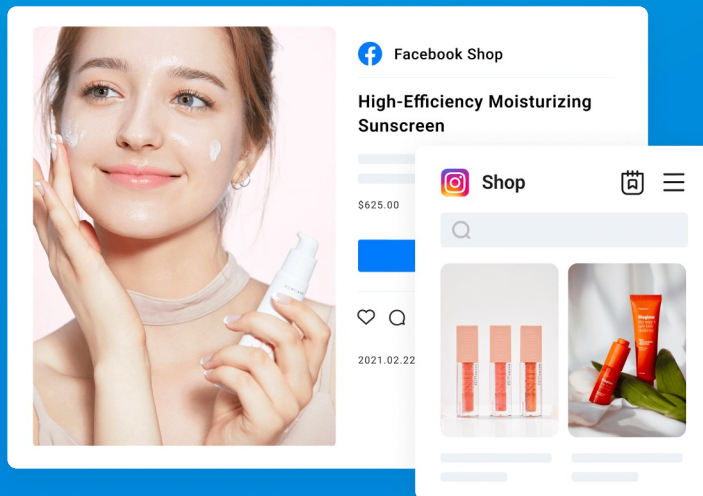
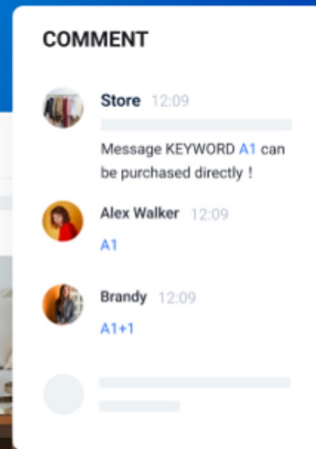
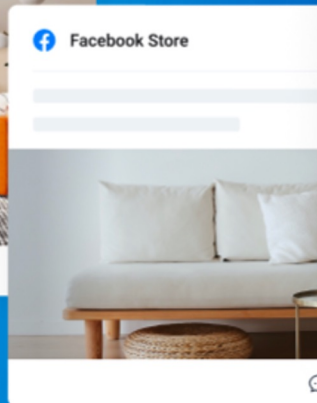
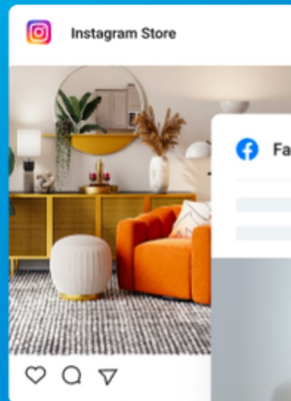
# Converse and Convert in One Place

All-in-One Message Center



# Social Selling Never Sleeps

Post Sales and Social Shops





IF YOU ARE NOT SOCIABLE,  
YOU ARE NOT SELLABLE



**Thank you!**

**If you have any  
questions please  
get in touch –**



**Alex Wright**  
**Partnership Manager**  
[alex.wright@shopline.com](mailto:alex.wright@shopline.com)