

Who we are?

#1 online beauty products retailer in China

Jumei (NYSE: JMEI) is China's leading online retailer of beauty products. Jumei's internet platform is a trusted destination for consumers to discover and purchase branded beauty products, fashionable apparel and other lifestyle products through the Company's jumei.com and jumeiglobal.com websites and mobile application.

Sales Formats

Curated sales

Flash sales

Online shopping mall

Curated sales of beauty products

13.2mn

Active customers

78 %

GMV through mobile

90%

Repeat purchase rate

Source of market size: the Frost & Sullivan report
Note: Active customers is for FY2014, mobile rate and repeat purchase rate for 2015Q3

What we have achieved

Innovative marketing capabilities

- "I endorse myself"
- Micro-film
- Physical stores
- Ad placements in popular Korean TV dramas



Successful brand incubator

- Private label **Hippo Family**
- Effective platform for boutique brands to grow

Trusted online retail brand

- **Authentic Beauty Product Alliance**
- Spectrum tests
- **New in-house lab**

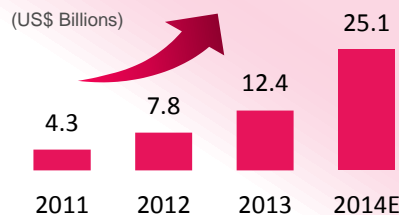
Guaranteed Authenticity

Fast delivery

Duty-free

Fully compliant

Sales of cross-border ecommerce in China

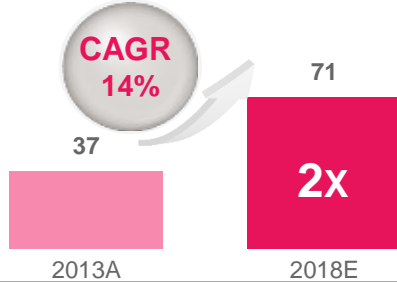


Source: China E-Commerce Research Center (CECRC), Extrabuss.com, Research Institute of GF Securities

Beautiful Industry

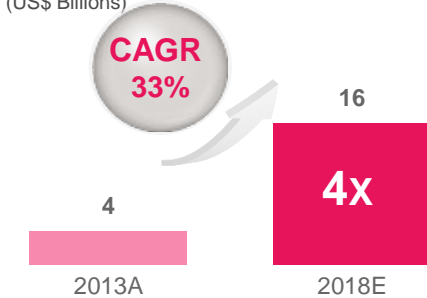
Beauty product retail sales

(US\$ Billions)



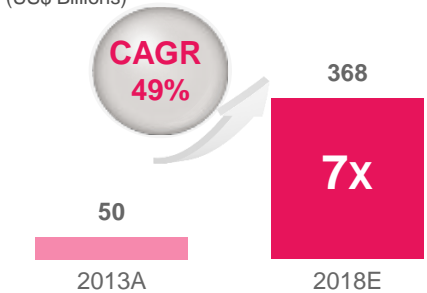
Online B2C beauty product sales

(US\$ Billions)



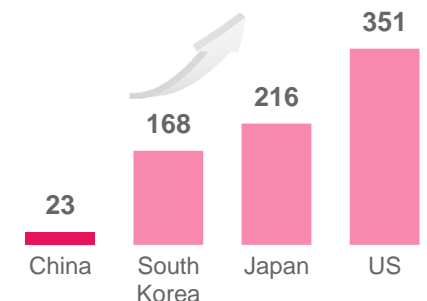
Total retail sales through m-commerce

(US\$ Billions)



Per capita consumption of beauty products⁽¹⁾

(US\$)



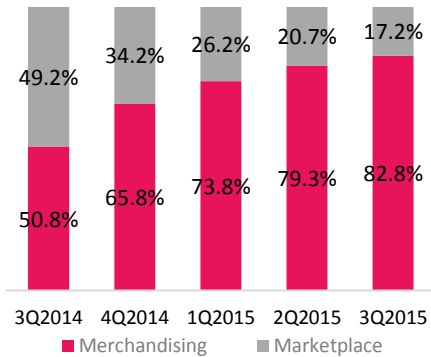
Source: the Frost & Sullivan report
Note: Figures converted at an exchange rate of 1USD:6.0537RMB
(1) Figures as of 2012

Financial Highlights

Revenue stream	Merchandise sales	Marketplace services
Products	<ul style="list-style-type: none"> Beauty products 	<ul style="list-style-type: none"> Apparel and other lifestyle products
Sales formats	<ul style="list-style-type: none"> Curated sales Online shopping mall 	<ul style="list-style-type: none"> Flash sales
Our role	<ul style="list-style-type: none"> Principal Orders fulfilled by our logistics centers 	<ul style="list-style-type: none"> Service Provider Orders fulfilled by third-party merchants
Revenue recognition	<ul style="list-style-type: none"> Gross 	<ul style="list-style-type: none"> Net, service fee

Operational Highlights

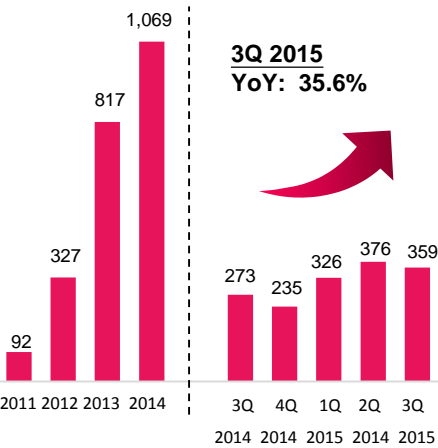
Merchandising and marketplace as % of net GMV



Shift of beauty products towards merchandise **completed in 2014Q4.**

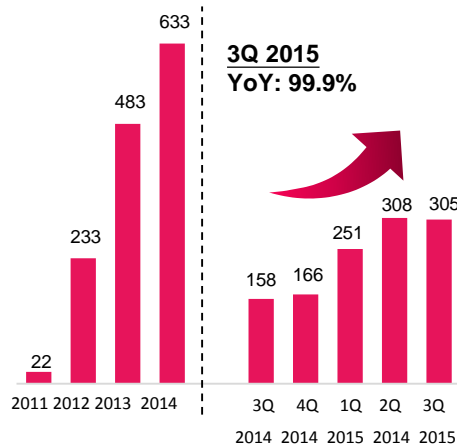
Net GMV

(US\$ Millions)



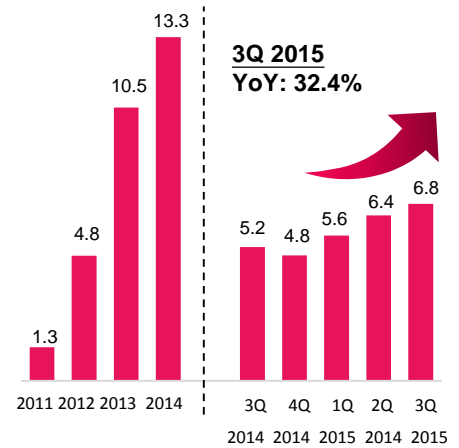
Net revenues

(US\$ Millions)



Number of active customers⁽¹⁾

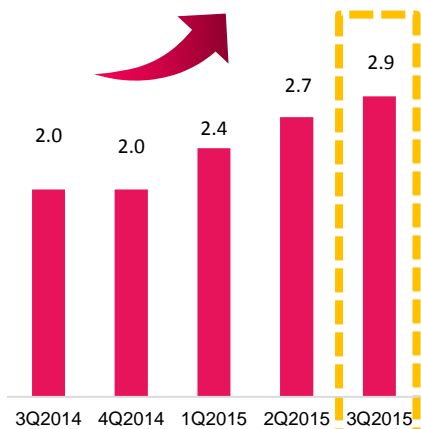
(Million)



	30-Jun-15 (USD'000)	30-Sep-15 (USD'000)	30-Sep-15 (RMB'000)
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Cash and cash equivalents	258,581	332,239	2,111,576
Short-term investments	184,797	69,388	441,000
Current assets	766,920	717,437	4,559,740
Total assets	816,306	764,690	4,860,058
Current liabilities	225,808	194,338	1,235,135
Total liabilities	227,103	195,536	1,242,748
Total shareholders' equity	589,203	569,154	3,617,310

Orders per active customer



(1) An active customer for a specified period refers to a customer that made at least one purchase during the period