The information and statistics set out in this section were extracted from the report commissioned by us and prepared by Frost & Sullivan, and from various official government publications and other publicly available publications. We believe that the sources of the information in this section are appropriate sources for such information and have taken reasonable care in selecting and identifying such information sources, compiling, extracting and reproducing such information, and ensuring no material omission of such information. We have no reason to believe that such information is false or misleading or that any fact has been omitted that would render such information false or misleading. The information from official government sources has not been independently verified by us, the Sole Sponsor, [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], or any other persons or parties involved in the [REDACTED], and no representation is given as to its accuracy.

SOURCE AND RELIABILITY OF INFORMATION

In connection with the [REDACTED], we engaged an independent market research consultant, Frost & Sullivan, to conduct an analysis of, and to prepare an industry report on the industries where we operate with a commission fee of RMB865,000. Founded in 1961, Frost & Sullivan is an independent global consulting firm that conducts industry research and prepares industry report on a wide range of industries, among other services. The information from Frost & Sullivan disclosed in this document is extracted from the Frost & Sullivan Report with its consent.

In compiling and preparing the Frost & Sullivan Report, Frost & Sullivan used the following key methodologies to collect multiple sources, validate the collected data and information, and cross-check each respondent's information and expressions against those of others: (i) detailed primary research, which involved discussing the status of the industry with leading industry participants and industry experts; and (ii) secondary research, which involved reviewing company reports, independent research reports and data based on Frost & Sullivan's own research database.

When developing and preparing the Frost & Sullivan Report, Frost & Sullivan assumed that the social, economic and political environment in the relevant markets remain stable during the forecast period to ensure the stable and healthy development of China's family care and nutrition product industry in lower-tier market and the related industries. Further, Frost & Sullivan's forecast is based on the following bases and assumptions: China's economy maintains steady growth over the next decade, and the regional social, economic and political environment remains stable during the forecast period. In addition, China's family care and nutrition product industry in lower-tier market and other relevant industry is expected to develop on the basis of the relevant macroeconomic assumptions.

DIRECTORS' CONFIRMATION

After making reasonable inquiries, our Directors confirm that, to the best of their knowledge, there has been no detrimental change in the market information demonstrated in the Frost & Sullivan Report since the date of the report that may qualify, contradict or have an impact on the information in this document.

OVERVIEW OF CHINA'S LOWER-TIER MARKET

According to Frost & Sullivan, lower-tier market in China represents the extensive regions beyond the urban areas of first- and second-tier cities, encompassing all third- and below-tier cities, as well as all rural towns and villages outside urban areas of first- and second-tier cities.

The Vast Consumption Potential of China's Lower-tier Market

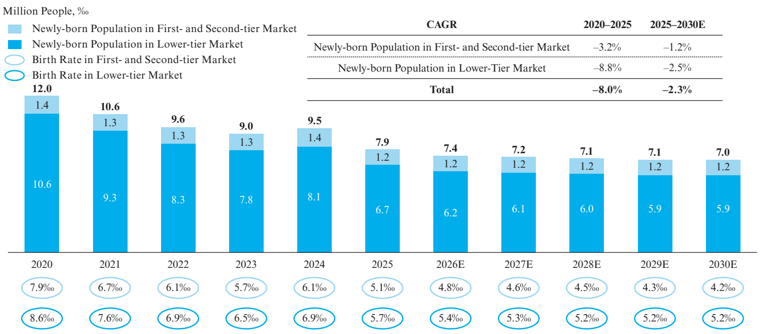
Driven by a large population base, a continuously developing economic environment, and the rising income levels and consumption propensity of residents, lower-tier market is demonstrating significant development potential and consumption vitality.

- ***A large population base***: According to Frost & Sullivan, the population in China's lower-tier market reached 1.2 billion at the end of 2025, accounting for approximately 83.0% of China's total population. In 2025, approximately 84.5% of newborns in China were born in the lower-tier market, highlighting the massive scale and high proportion of the newborns in the lower-tier market. Such a large population base has created significant consumer demand, laying a substantial foundation for the development of lower-tier market and providing enormous growth potential.

- ***A continuously developing economic environment***: In 2025, the nominal GDP generated by lower-tier market reached RMB101.2 trillion, accounting for approximately 72.2% of China's total nominal GDP in 2025. This proportion is expected to continue rising in the future, providing a favorable economic environment for the expansion of the consumption scale in lower-tier market.

- ***Rising income levels and growing consumption willingness***: Compared with first- and second-tier market, per capita consumption expenditure in China's lower-tier market still has significant growth potential, reached approximately 59.4% of that in first- and second-tier market in 2025. Per capita consumption expenditure in lower-tier market is growing at a faster pace, with a CAGR of 6.5% between 2020 and 2025, outpacing the 5.3% CAGR in first- and second-tier market during the same period. Looking ahead, as income levels and living standards continue to rise, the vast consumption potential of lower-tier market is expected to continue to be unleashed, driving the growth of per capita consumption growth at an accelerated pace.

Newly-born Population and Birth Rate in China, by Market Tier, 2020–2030E



The Unique Consumption Ecology of China's Lower-tier Market

The large population base and extensive geographical coverage form the foundation of China's lower-tier market, which exhibits distinct characteristics and consumption features on both the demand and supply fronts.

On the demand front, China's lower-tier market exhibits the following characteristics:

- ***Acquaintance economy***: In lower-tier market, consumer behavior exhibits distinct characteristics of a trust-based, acquaintance-driven economy, wherein purchasing decisions are largely influenced by stable social networks and personal recommendations, which further enhances the penetration and stickiness of localized brands and services.

- ***Highly fragmented demand driven by regionalization***: Due to regional cultural differences and varying levels of economic development, the various regions of lower-tier market in China exhibit highly differentiated consumer demands. These regional characteristics influence not only product preferences, but also deeply penetrate into dimensions such as brand recognition, price sensitivity and functional demands, forming a fragmented demand profile.

- ***Supply-demand gaps from consumption upgrading***: With the rapid growth in per capita consumption expenditure in lower-tier market, consumers are no longer satisfied with homogeneous and standardized products, but are increasingly seeking products and services that offer greater personalization, and enhanced technological sophistication. However, traditional supply chains in lower-tier market, initially designed to meet basic functional needs at minimal cost with limited professional sourcing capabilities, are insufficient to address the emerging demands. To bridge this supply-demand gap in lower-tier market, it is essential to build differentiated product portfolios and implement precise, localized channel strategies.

  On the supply front, China's lower-tier market exhibits the following characteristics:

- ***Offline transactions occupy dominant position***: In terms of retail sales, the market size generated through offline channels accounted for approximately 72.3% of the total market size of China's family care and nutrition product industry in lower-tier market in 2025, maintaining a dominant position. Offline retail stores offer physical displays, trials, and expert assistance, fostering trust for high-involvement products, which are essential for consumer decisions. Moreover, for product categories with prominent needs for immediate after-sales service, offline retail stores provide troubleshooting and real-time solutions, ensuring service reliability. At the same time, leveraging local networks and word-of-mouth, offline retail stores create strong customer loyalty, embedding themselves in daily consumer life through personalized, community-driven service.

- ***Obvious pain points in the multi-layer distribution model***: The supply chain in China's lower-tier market is confronted with multiple structural contradictions. The multi-layer distribution system drives up distribution costs, resulting in both inflated retail prices at the consumer end and meager channel profits. In addition, the protracted supply-demand information transmission chain gives rise to regional inventory surpluses and intensified product homogeneity competition. Moreover, the weak digital foundation in China's lower-tier market, compounded by data silos and lagging information flows, severely constrains collaborative efficiency. These interrelated issues not only undermine channel value but also suppress consumer vitality. The key to solve these pain points lies in constructing a flattened distribution network and leveraging digital infrastructure to integrate the entire information flow, thereby reconstructing industry value through precise supply-demand matching.

OVERVIEW OF CHINA'S FAMILY CARE AND NUTRITION PRODUCT INDUSTRY IN LOWER-TIER MARKET

With economic development and the growing awareness of health preservation, consumer demand for family care and nutrition products in China's lower-tier market is continuously increasing, propelling the industry's continuous and robust growth. Family care and nutrition products refer to products designed to meet the caregiving and nutritional needs of all family members across all life stages, including both general items suitable for all family members and those tailored to specific age groups or life stages, such as children aged below 14, pregnant women and elderly individuals aged above 65 years old.

Analysis of Industry Feature

On the demand front, China's family care and nutrition product industry in lower-tier market is characterized by the following features:

- ***"Mom economy" characteristics***: China's family care and nutrition consumption is distinctly shaped by the "mom-led decision model." On one hand, mothers possess dynamic awareness of each family member's health status, enabling precise identification of core needs such as nutrition and care. On the other hand, they act as information hubs via community social networks, validating product efficacy and filtering word-of-mouth feedback through neighborhood exchanges and mom groups. Mothers dominate the decision-making process for family health consumption, particularly in product categories such as maternal and infant products and elderly nutrition products, and their product discernment and purchasing execution capabilities directly drive family health consumption upgrade.

- ***A massive and growing potential consumer base***: In 2025, approximately 84.5% of newborns in China were born in lower-tier market. This large consumer base offers both scale and growth potential, fueling continuous expansion in categories such as infant products and nutritional supplements, and representing a predictable growth opportunity within the family care and nutrition product industry.

- ***Complex purchasing drivers with emphasis on value-added services***: Compared with ordinary FMCG, the selection of family care and nutrition products requires crossing a higher trust threshold, where mothers not only demand verifiable product efficacy but also regard knowledge-based services such as professional nutritional guidance and health data tracking as key elements in their decision-making process, while the speed of after-sales response also indirectly drives loyalty and repeat purchases. This trust-based consumption logic closely aligns with the strengths of offline retail stores in lower-tier market, which offer a bundled experience of product, education and service tailored to the needs of mothers.

On the supply front, China's family care and nutrition product industry in lower-tier market is characterized by the following features:

- ***Offline stores serve both as information hubs and sales channels***: In China's lower-tier market, family care and nutrition product consumption is driven largely by professional trust. While consumers gain basic product knowledge from social media, their final decisions, especially for high-trust-threshold family care and nutrition products, are heavily influenced by offline store managers. Acting as community health advisors, these store managers build trust through continuous knowledge sharing and create a service loop from expert guidance to after-sales follow-up.

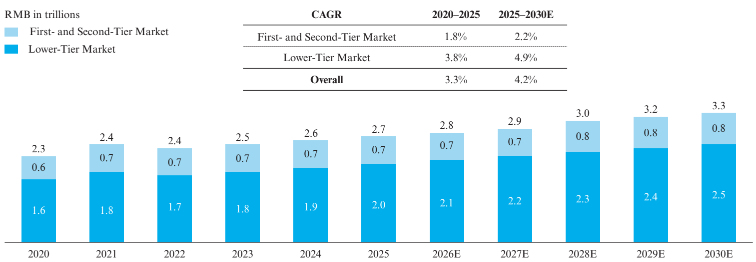
- ***High homogeneity of standardized products and low branding in non-standard categories***: Due to the common issues in the supply chain in China's lower-tier market, such as lengthy distribution chains and weak digital foundation, brand owners typically encounter difficulties in promptly capturing dynamic market demands. As a result, many brand owners adopt a more conservative approach in lower-tier market, tending to produce and sell highly standardized products with a higher degree of homogeneity. However, these products often fail to effectively align with the differentiated consumer demands exhibiting regional characteristics in lower-tier market. On the other hand, non-standard products customized to regional consumer demands more frequently emerge in lower-tier market in the form of white brand products with relatively lower levels of branding.

- ***Brands have limited coverage in lower-tier market and fail to meet the growing demand***: China's lower-tier market covers a vast number of cities and towns. Penetration into these county and village level sales channels across such market requires significant time and resources. Currently, most family care and nutrition brands focus on first- and second-tier market, with limited presence in lower-tier market. As consumption upgrades continue, consumers increasingly seek cross-category products, yet face supply shortages and unmet demand due to the limited presence of major brands in lower-tier market.

Market Size

China's family care and nutrition product industry is dominated by lower-tier market. In terms of retail sales, the market size of the family care and nutrition product industry in lower-tier market reached RMB2.0 trillion in 2025, accounting for 73.9% of the total market size. This proportion is expected to continue to rise, reaching around 76.3% in 2030. In recent years, China's lower-tier market has been continuously unleashing its growth potential, with continuously captured market demand and increasing penetration of major brands enabled by commerce and service platforms. Driven by economic development, rising income and consumption levels, and higher expenditure on family care and nutrition products resulting from growing health and care awareness, the market size of China's family care and nutrition product industry in China's lower-tier market is estimated to further increase.

Market Size of China's Family Care and Nutrition Product Industry, by Market Tier in terms of Retail Sales, 2020–2030E



Source: National Bureau of Statistics, Frost & Sullivan

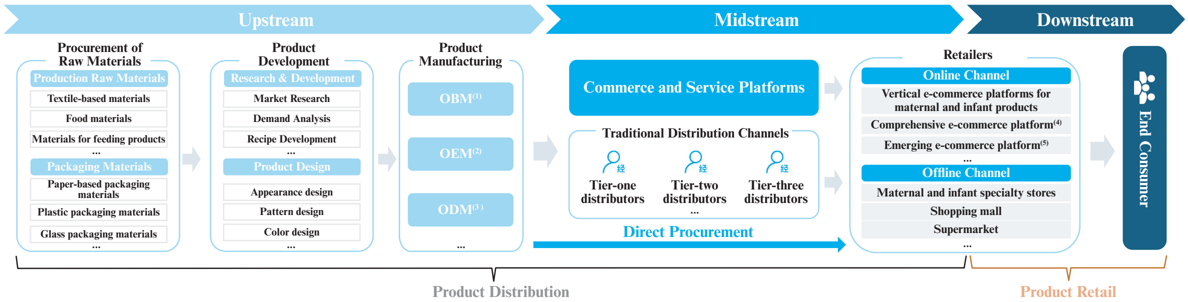
OVERVIEW OF CHINA'S COMMERCE AND SERVICE OF FAMILY CARE AND NUTRITION PRODUCT INDUSTRY IN LOWER-TIER MARKET

Industry Value Chain

The industry value chain of China's family care and nutrition product industry can be categorized into product distribution and retail. In the product distribution segment, retailers procure products through direct procurement, traditional distribution networks, and commerce and service platforms. Direct procurement denotes a procurement modality where retailers source products directly from manufacturers or brand owners, bypassing distributors or commerce and service platforms. Traditional distribution channels, on the other hand, are primarily based on a hierarchical distribution system, under which manufacturers or brand owners effectuate product sales through a multi-layered network of distributors.

Notably, commerce and service platforms in China's family care and nutrition products in lower-tier market, which serve business customers, constitute a core segment of the industry value chain. The business models of these platforms mainly include: (i) an online marketplace model, which facilitates the matching of product suppliers with buyers and levies commissions; and (ii) a self-operated business model, which involves the establishment and management of an integrated supply chain to directly sell products to downstream customers. Additionally, these platforms offer value-added services to both product suppliers and buyers.

Value Chain of China's Family Care and Nutrition Product Industry in Lower-tier Market



Source: Frost & Sullivan

Notes:

(1) OBM, original brand manufacturer, a manufacturing model in which a company designs, produces, and sells products under its own brand name. The company is responsible for the entire product development process, including R&D, design, manufacturing, sales and marketing and so on.

(2) OEM, original equipment manufacturer, a model in which an enterprise produces products for its business customers based on their order requirements. The business customers usually provide product design and specifications, while OEM enterprises are responsible for production and manufacturing, and the products are sold under the brands of the customers

(3) ODM, original design manufacturer, a manufacturing model where a company designs and manufactures products based on its business customers' specifications. The designing and manufacturing procedures are completed by the manufacturer, and its business customers then brand and sell the products as part of its own product line.

(4) Comprehensive e-commerce platforms, also known as shelf e-commerce platforms, which primarily serve as digital marketplace for individual consumers to browse, search, compare and purchase products upon their preferences.

(5) Emerging e-commerce platforms, representing short-video platforms or social media platforms that are inserted with shopping function, mainly provide retail e-commerce services to individual consumers through innovative technological applications or services such as live streaming and content-driven marketing.

Moreover, commerce and service platforms for family care and nutrition products are witnessing a structural shift from fragmented, channel-driven models to integrated, full-chain operational model. Vertical commerce and service platforms are primarily limited to the distribution segment of the industry value chain. Their business models focus on product circulation, channel operations, and basic sales services, often relying on multi-tiered wholesale networks to achieve regional market coverage. Vertical platforms are highly dependent on upstream suppliers for product sourcing and generally lack control over product development and quality assurance. Moreover, their access to end consumers is limited, as they depend on external retail networks for market delivery.

In contrast, fully-integrated commerce and service platforms are endowed with integrated operational capabilities covering the entire industry value chain, ranging from procurement of raw materials, product development, product manufacturing to distribution and retail. These platforms adopt an integrated industrial chain model that enables comprehensive control over product quality, cost structures and market responsiveness, thereby significantly enhancing operational efficiency and resilience. Leveraging strengthened control over key upstream and downstream activities, fully-integrated commerce and service platforms can assume greater initiative in brand development, user engagement, and consumer experience optimization.

Comparison of Main Industry Value Chain Coverage Models

Enterprise Type	Upstream			Midstream	Downstream
	Procurement of Raw Materials	Product Development	Product Manufacturing	Distribution	Retail
Vertical Commerce and Service Platforms				✓	
Fully-integrated Commerce and Service Platforms	✓	✓	✓	✓	✓

Source: Frost & Sullivan

Industry Pain Points

Stakeholders in China's family care and nutrition product industry, including brand owners, manufactures, distributors, retail stores, and consumers, primarily face the following challenges and industry pain points that need to be addressed urgently.

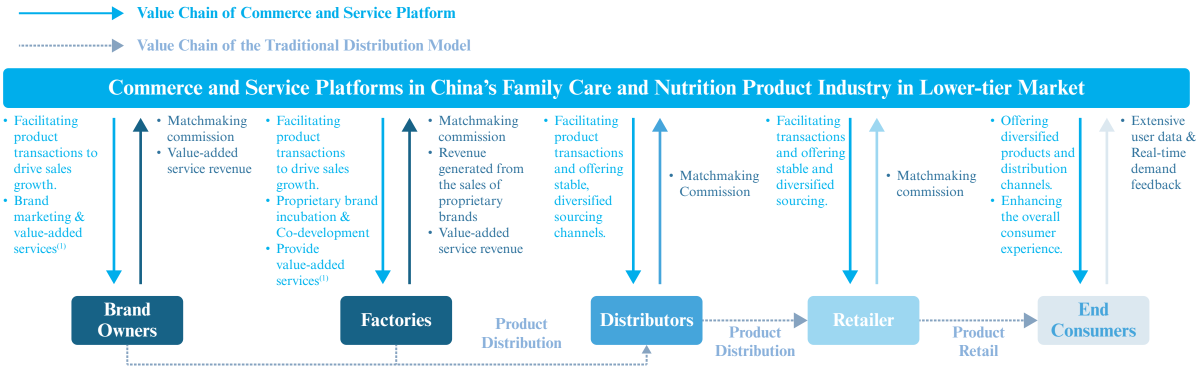
	Brand Owners	Manufacturers	Distributors	Retail Stores	Consumers
Pain Points	• Standardized products insufficient for satisfying diversified/ localized consumer needs • Inefficient multi-layer distribution channels	• Inadequate market and consumer demand insights • Lack of product sales channels • Lack of brand-building capabilities and brand influence	• Lack of diversified procurement channels and dependent on limited brands • Lack of product sales channels	• Limited access to end consumers • Limited SKUs with quality assurance issues and non-competitive pricing	• Usually passively consume products with price premium • Unmet diversified consumer demands
Demands	• Meeting evolving, diversified and localized product demands • Establishing efficient sales networks in lower-tier market	• Meeting evolving, diversified and localized product demands • Establishing effective product distribution networks • Incubating private labels and building brand image	• Diversified and stable procurement channels, and competitive pricing for quality goods • Establishing effective product distribution channels	• Effective online and offline marketing strategies and digital solutions • Price-advantaged and stable supply channels	• Access to more diversified products • Multi-channel shopping experience

Source: Frost & Sullivan

Analysis of Business Model

Commerce and service platform in China's family care and nutrition product industry in lower-tier market provide diversified product distribution channels and empower stakeholders across the value chain through service offerings, thereby facilitating the more efficient circulation of family care and nutrition products in lower-tier market.

Business Model of Commerce and Service Platforms in China's Family Care and Nutrition Product Industry in Lower-tier Market



Source: Frost & Sullivan

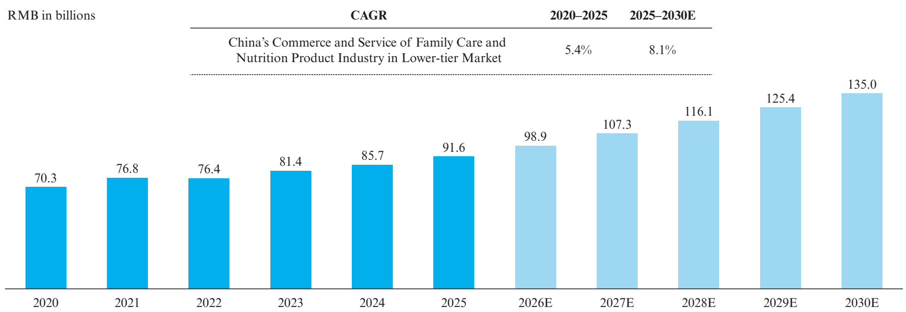
Note:

(1) Value-added services mainly include targeted advertisement and other promotional services.

Market Size

In terms of GMV, the market size of China's commerce and service of family care and nutrition product industry in lower-tier market grew from RMB70.3 billion in 2020 to RMB91.6 billion in 2025, representing a CAGR of 5.4%. The market size is expected to further increase to RMB135.0 billion by 2030 at a stronger CAGR of 8.1% from 2025 to 2030.

Market Size of China's Commerce and Service of Family Care and Nutrition Product Industry in Lower-tier Market, in terms of GMV, 2020–2030E



Source: National Bureau of Statistics, Frost & Sullivan

Key Drivers

China's commerce and service of family care and nutrition product industry in lower-tier market is largely driven by the following key growth drivers:

- ***Enhancing product development to address unmet market demand***: China's consumer industry has shifted comprehensively from being supply-driven to being demand-led, with this paradigm shift being particularly pronounced in the family care and nutrition products sector. For example, consumers are increasingly cautious when purchasing maternal and infant products due to heightened safety concerns. As a result, leading family care and nutrition product brands are intensifying market research efforts in recent years to better understand consumer preferences and unmet needs. By continuously launching targeted new products and iterating on existing offerings, brands are addressing consumption gaps while stimulating new demand, thereby contributing to the overall expansion of the market.

- ***Increasing consumption frequency through refined consumer needs***: For family care and nutrition products, there was an emerging trend towards scenario-specific functionality that caters for different personal health conditions. This trend has driven the adoption of scientific and health-oriented lifestyle concepts, which in turn effectively promotes the purchase frequency of family care and nutrition products. Moreover, brands are expanding their engagement strategies through a "core product and value-added service" model, transforming one-off purchases into continuous service consumption, thereby enhancing customer stickiness and loyalty.

- ***Fostering brand-platform collaboration to improve distribution efficiency in lower-tier market***: The family care and nutrition products market in China is exhibiting a clear trend toward lower-tier market penetration. Consumers in these regions favor offline, experience-based shopping and tend to build strong trust with local retail outlets underpinned by the "acquaintance economy," resulting in high repeat purchase rates. Against this backdrop, effective distribution increasingly depends on the platform's ability to aggregate and streamline fragmented terminal channels. Commerce and service platforms for family care and nutrition products with dense, high-stickiness offline networks have become strategic partners for upstream brands, enabling efficient market penetration and enhancing product distribution capabilities in lower-tier market.

- ***Favorable policies have fostered a well-established environment and provided support for commerce and service platforms***: In recent years, multiple local governments have introduced a series of subsidies and preferential tax policies to promote economic development and industrial upgrading, thereby creating a favorable policy environment for the family care and nutrition product industry. For instance, the Hangzhou Municipal People's Government issued the *Several Opinions on Promoting the High-quality Development of New E-commerce in Hangzhou* (《關於促進杭州市新電商高質量發展的若干意見》), offering subsidies to local e-commerce platforms to encourage them effectively enhance their service and operational capabilities and expand their business scale. In addition, the PRC government also released the *Implementation Plan for the Childcare Subsidy System* (《育兒補貼制度實施方案》), stipulating that subsidies will be provided to infants under the age of three with effect from January 1, 2025, boosting families' child-bearing willingness and stimulating their consumption demand for family care and nutrition products.

Future Trends

China's commerce and service of family care and nutrition product industry in lower-tier market is expected to be influenced by the following trends:

- ***The diverse demands of consumers are driving the incubation and development of diversified products***: Due to its vast regional coverage and complex demographic structure, China exhibits pronounced geographical differentiation in consumption patterns. Specifically, the geographical span leads to stratification of consumer cultures. In addition, the economic gradient results in varying degrees of price sensitivity. Moreover, differences in living habits drive the segmentation of demand based on specific usage scenarios. Against this backdrop, constructing a geographical consumption map and a flexible supply chain, and incubating regionally customized products in response to the diverse demands of different areas, will become one of the development trends for companies within the industry.

- ***Further enhance the level of digitalization to improve the efficiency of product distribution***: Under the traditional multi-layer distribution model, family care and nutrition products flow through a long chain consisting of manufacturer, brand owner, multiple distributors, retailers, and consumers. Fragmented operations caused by segmentally independent operations, coupled with lagging digitalization, have led to systemic inefficiencies. With the development of advanced information technologies, the digitalization trend of the family care and nutrition product industry in China's lower-tier market is expected to continuously boost in the future.

- ***Value-added services become more important in competition***: Driven by the dual factors of the continuous upgrading of consumer demand for family care and nutrition products and the intensifying industry competition, the core value of commerce and service platforms is shifting from basic product delivery to full-chain value-added service capabilities. On one hand, brands and retail stores face pressure for refined user operations and urgently require value-added services such as data insights, including regional preference analysis, and targeted advertisement, brand marketing and other promotional services. On the other hand, shorter product iteration cycles and rising SKU complexity in the family care and nutrition product industry are forcing platforms to offer solution-based services, including hit product co-development and smart inventory allocation, to build differentiated value barriers.

- ***Dietary supplements developed rapidly***: In China's lower-tier market, offline retail stores generally serve as trusted community health advisors, offering product recommendations and professional guidance tailored to local consumers' needs. This positions them as effective channels for communicating the product value. Additionally, with the rise of the "mom economy," mothers as the key decision-makers in household consumption, is increasingly attentive to the health and nutritional needs of the elderly and other family members. As such, the consumption demand of dietary supplements has been increasing in lower-tier market, driving continuous expansion of the family care and nutrition product industry.

Entry Barriers

New entrants of China's commerce and service of family care and nutrition product industry in lower-tier market primarily encounter the following entry barriers:

- ***Brand barrier***: The inherent consumer sensitivity of the family care and nutrition product industry, which is characterized by zero tolerance for safety risks and high-involvement decision-making, has led to the formation of a trust-based filtering mechanism across the entire value chain. As a result, both brand owners and retailers tend to prefer cooperating with well-established, reputable leading brands.

- ***Supply chain barrier***: China's family care and nutrition product industry features diversified usage scenarios, refined functional requirements and polarized consumption preferences. Commerce and service platforms must not only maintain stable partnerships and distribution rights with top-tier brands but also be highly responsive to emerging consumer needs. Most importantly, platforms must ensure a stable supply chain to meet ongoing demand, all of which contribute to high barriers to entry.

- ***Sales network barrier***: The consumption of family care and nutrition products in China is heavily concentrated in lower-tier market. Reaching and integrating these highly fragmented retail outlets in lower-tier market demands significant time and cost investments. Once partnerships are established, they create strong barriers for new entrants attempting to penetrate the market.

Competitive Landscape

According to Frost & Sullivan, there are numerous brands involved in the family care and nutrition product industry, which access to end consumers through diversified retail channels, among which offline retail stores are one of the most important channels for end consumers in lower-tier market to select and purchase family care and nutrition products. According to Frost & Sullivan, the family care and nutrition product industry in China's lower-tier market is relatively fragmented, with the top five market players jointly accounted for a combined market share of approximately 15% in terms of retail sales in 2025, and those leading market players comprise domestic and international brands, which are generally established in an early date with decades of development history, and mainly engaged in the business of selling infant formula, food, snacks and supplement products.

In China's family care and nutrition product industry, with the continuous enhancement of residents' health awareness and increasing consumption willingness, the market demand for dietary supplements has maintained a steady growth trajectory, involving a growing number of companies to participate in the industry. As a result, China's dietary supplements market features a large number of participants and remains relatively fragmented, with the top five brands jointly accounted for a combined market share of approximately 22% in 2025 in terms of retail sales, indicating a relatively considerable space for the potential market expansion of participants in the industry.

The industry concentration of China's commerce and service of family care and nutrition product industry in lower-tier market still has a room for growth, with top five commerce and service platforms serving businesses jointly accounted for a total market share of 23.9% in 2025 in terms of GMV. Our Group ranked first among commerce and service platforms serving businesses in the family care and nutrition product industry in China in terms of GMV generated from lower-tier market in 2025, with a market share of 8.7%. The following table sets forth the top market players serving businesses in China's commerce and service of family care and nutrition product industry in terms of GMV generated from lower-tier market in 2025:

Ranking	**Company**	**GMV**[(1)]	**Market Share**[(2)]
		(RMB in billions)	*(%)*
1	Our Group	7.9	8.7
2	Company A[(3)]	5.1	5.6
3	Company B[(4)]	3.9	4.3
4	Company D[(6)]	2.6	2.9
5	Company C[(5)]	2.3	2.5
Subtotal		21.9	23.9

Notes:

(1) Includes GMV generated from family care and nutrition product sales in China's lower-tier market in 2025.

(2) The market share is calculated by the platform's GMV over the market size of China's commerce and service of family care and nutrition product industry in lower-tier market in 2025.

(3) Founded in 2015 and headquartered in Guandong Province, China, Company A is a private company and has a registered capital of RMB6.8 million. Company A mainly engages in the commerce and service business of selling cosmetics, family care and nutrition products, food and beverages.

(4) Founded in 2004 and headquartered in Shanghai, China, Company B is a private company and has a registered capital of US$80.0 million. Company B mainly focuses on the commerce and service of selling family care and nutrition products and pet supplies.

(5) Founded in 1997 and headquartered in Guangdong Province, China, Company C is a company listed on the Shenzhen Stock Exchange, engaging in the commerce and service of selling home appliance, family care and nutrition products and other products with total assets of RMB57.5 billion as of December 31, 2024.

(6) Founded in 2017 and headquartered in Sichuan Province, China, Company D is a private company and has a registered capital of RMB5.0 million. Company D mainly engages in the commerce and service business of selling family care and nutrition products.

Source: Frost & Sullivan