
GLOSSARY

The following is a glossary of certain terms used in this prospectus in connection with us and/or our business. As such, these terms and their meanings may not correspond to standard industry meanings or usage of these terms.

“AI”	Artificial Intelligence
“B2B”	business-to-business
“B2C”	business-to-consumer
“Bn”	billion
“brand e-commerce”	business-to-consumer (B2C) e-commerce conducted through official brand stores, official marketplace stores, or official stores on other channels
“brand partners”	companies for which we operate, or have entered into agreements to operate, official brand stores, official marketplace stores, or official stores on other channels under their brand names
“C2C”	consumer-to-consumer
“CAGR”	compound annual growth rate
“CRM”	Customer Relationship Management
“Distribution GMV”	the GMV under the distribution business model
“DOP”	Digital Operating Platform
“GMV”	gross merchandise volume, and when used in connection with our business, includes (i) the full value of all purchases transacted and settled on the stores operated by us (including, prior to its closure in 2017, our Maikefeng marketplace, but excluding stores for the operations of which we only charge fixed fees) and (ii) the full value of purchases for which consumers have placed orders and paid deposits on such stores and which have been settled offline. Our calculation of GMV includes value added tax and excludes (i) shipping charges, (ii) surcharges and other taxes, (iii) value of the goods that are returned and (iv) deposits for purchases that have not been settled
“IOSP”	Inventory and Order Service Platform

GLOSSARY

“IT”	information technology
“LMIS”	Logistics Management Information System
“MCN”	Multi-Channel Network
“Non-distribution GMV”	the GMV under the service fee business model and the consignment business model
“O2O”	online-to-offline and offline-to-online commerce
“official brand stores”	brands’ official online stores
“official marketplace stores”	brands’ flagship stores and authorized stores on third-party online marketplaces
“OMS”	Order Management System
“R&D”	research and development
“ROI”	return on investment
“ROSS”	Retail Operation Support System
“SaaS”	software as a service
“Singles Day promotion”	an online sales promotions event that falls on November 11 each year
“SKU”	stock keeping unit
“WMS”	Warehouse Management System