
GLOSSARY

This glossary contains definitions of certain terms used in this document in connection with us and our business. Some of these may not correspond to standard industry definitions.

“AI”	artificial intelligence
“APP”	applications on smart mobile devices
“average revenue per store”	in this document, aggregate revenue derived from sales of products to franchised stores supervised by us or self-operated retail stores, as the case may be, in a given period divided by the average number of stores in the relevant period; average number of stores in the relevant period is calculated as the average of the number of stores at the beginning and ending of a given period
“CAGR”	compound annual growth rate
“cities”	in this document, prefecture-level cities in China
“first-tier cities”	in this document, Beijing, Shanghai, Guangzhou and Shenzhen
“IT”	information technology
“MAU”	members that have at least one purchase in a given month according to our records; users refer to users who registers as our members through Pagoda APP, Pagoda mini-program other channels and have at least one purchase
“modern retail”	typically refers to forms of retail including supermarkets, fresh food supermarkets and convenience stores
“new retail”	typically refers to a consumer-centric and data-driven form of retail
“omni-channel new retail”	typically refers to the integration of online and offline shopping, leveraging modern technologies, data and customer engagement techniques

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“OMO”	in this document, online-merge-offline, referring to the operation model that leverages internet and data analytics to carry out structural upgrades on traditional retail stores in term of consumers, products and warehousing spaces, and utilizes various online channels to achieve multiple shopping scenarios including home delivery or in-store pickup
“Online orders”	purchase orders placed by consumers through our various online channels, comprising Pagoda mobile APPs, Pagoda WeChat mini-program, storefronts on mainstream e-commerce platforms (such as Tmall, JD.com) and social commerce platforms (such as Douyin) or through third-party food delivery platforms we partner with (such as Meituan, Koubei and Ele.me)
“Orders”	with respect to purchase orders placed by consumers, including online orders and orders placed offline at retail stores
“Pagoda ERP system”	the business procedural management system developed by us that is structured based on mid-end platforms synergistic technologies and customized for fruit industry, applicable for the integrated and collaborating working processes in fruit industry involving multiple entities, multiple layers and multiple sessions and multiple channels
“POS”	a retail management system for points of sale
“R&D”	research and development
“second-tier cities”	in this document, Chengdu, Chongqing, Hangzhou, Wuhan, Xi’an, Tianjin, Nanjing, Changsha, Zhenzhou, Qingdao, Shenyang, Hefei, Ningbo, Kunming, Xiamen, Jinan, Fuzhou, Dalian, Harbin, Changchun, Shijiazhuang, Nanning, Guiyang, Nanchang, Taiyuan, Lanzhou, Taipei, Yinchuan, Haikou, Xining, Hohhot, Lhasa, Urumqi
“SOP”	standard operating procedures
“sq.m.”	square meter

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“store-as-warehouse”	store-centric retail business model where a store serves both as a retail front for offline purchase and as a storage for online purchase and delivery services, which provides OMO advantages and fulfills the need for flexible purchase and delivery options
“third- and below-tier cities”	in this document, cities other than first- and second-tier cities in China
“%”	percentage