
GLOSSARY OF TECHNICAL TERMS

The following is a glossary of certain terms used in this document 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.

“2C”	to consumer
“APP”	applications on smart mobile devices
“CAGR”	compound annual growth rate
“C2F”	consumer-to-factory
“county-level cities”	cities ranking immediately below a prefectural-level city in terms of administrative level
“ERP system”	an integrated management system of business processes that track business commitments on aspects such as logistics, transportation and contract managements etc. and facilitates flow between business functions to enhance operation efficiency
“g”	gram
“GFA”	gross floor area
“home meal product(s)”	ready-to-eat, ready-to-heat, ready-to-cook foods or prepared ingredients supplied to consumers to improve cooking efficiency in daily home cooking scenarios
“IT”	information technology
“kg”	kilogram
“L”	liter
“municipalities”	Beijing, Tianjin, Shanghai and Chongqing
“POS”	a retail management system for points of sale
“prefectural-level cities”	cities ranking immediately below a province in terms of administrative level

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“prepared ingredients”	raw materials for cooking that have been preliminarily processed including cleaning, cutting and other
“provincial capitals”	capitals of provinces and autonomous regions
“R&D”	research and development
“ready-to-cook foods”	semi-finished ingredients that are pre-cut, seasoned and mixed, or even deep-processed (i.e. fried, grilled), ready for cooking
“ready-to-eat foods”	pre-prepared and packaged foods ready for consumption without further preparation or cooking
“ready-to-heat foods”	pre-prepared foods that are already cooked and need only heating by microwave, oven, boiling, steaming, etc. before consuming
“SKU”	stock keeping unit
“sq.m.”	square meter
“townships”	administrative divisions ranking immediately below a county-level city in terms of administrative level