



**ECENTIME**  
*Shopping like a local*

2020

# Rapport Novembre



# CONTENT

|  |                      |
|--|----------------------|
| <b>CONTENT</b>   | <b>1</b>             |
| <b>PREFACE</b>   | <b>2</b>             |
| <b>ECENTIME, Our Users' profile.</b>   | <b>3</b>             |
| <b>ECENTIME: INSIGHTS OF THE MONTH OF NOVEMBER 2020: Despite the pandemic, ECENTIME has made progress.</b> | <b>4</b>             |
| <b>ECENTIME: INSIGHTS OF DOUBLE 11</b><br>What is Double 11 (11.11)?                                       | <b>6</b><br><b>6</b> |
| <b>ECENTIME: INSIGHTS OF BLACK FRIDAY.</b>   | <b>7</b>             |
| <b>ECENTIME: GLOBAL INSIGHTS (DOUBLE 11 &amp; BLACK FRIDAY)</b>  | <b>8</b>             |
| <b>ECENTIME: INSIGHTS REGARDING SECTORS</b>  | <b>11</b>            |

# PREFACE

ECENTIME has succeeded in bringing together the largest Chinese community in France and Europe. We were able to create a digital solution allowing us to be the bridge between Europe and China by promoting Western brands to local Chinese audiences.

Since our creation in 2017, we have generated revenue of over \$300 million (over €252 million). We have also worked to bring about the emergence and introduction of China's largest shopping festival, now a global phenomenon, the famous Single's Day (also known as Double 11).

Our conversion rate is higher than the average in France and Europe, fluctuating between 3 and 7% depending on the sector, brands and products. Our platform records more than 60 million impressions per month and we have worked with more than 3,300 brands.

We are also very proud to position ourselves in the luxury market, a sector that we are strengthening by integrating the incubation programme, "La Maison des Startups" of the LVMH Group in partnership with Station F, the largest incubator in the world, inaugurated by President Emmanuel Macron in 2018.

## In a few figures, ECENTIME it is:

- **2.6 million clicks** per month.
- **1 million followers** on all our social networks.
- **More than 600,000 downloads** of the mobile app (iOS and Android).
- **60 million impressions** per month on our entire platform (app. + website).

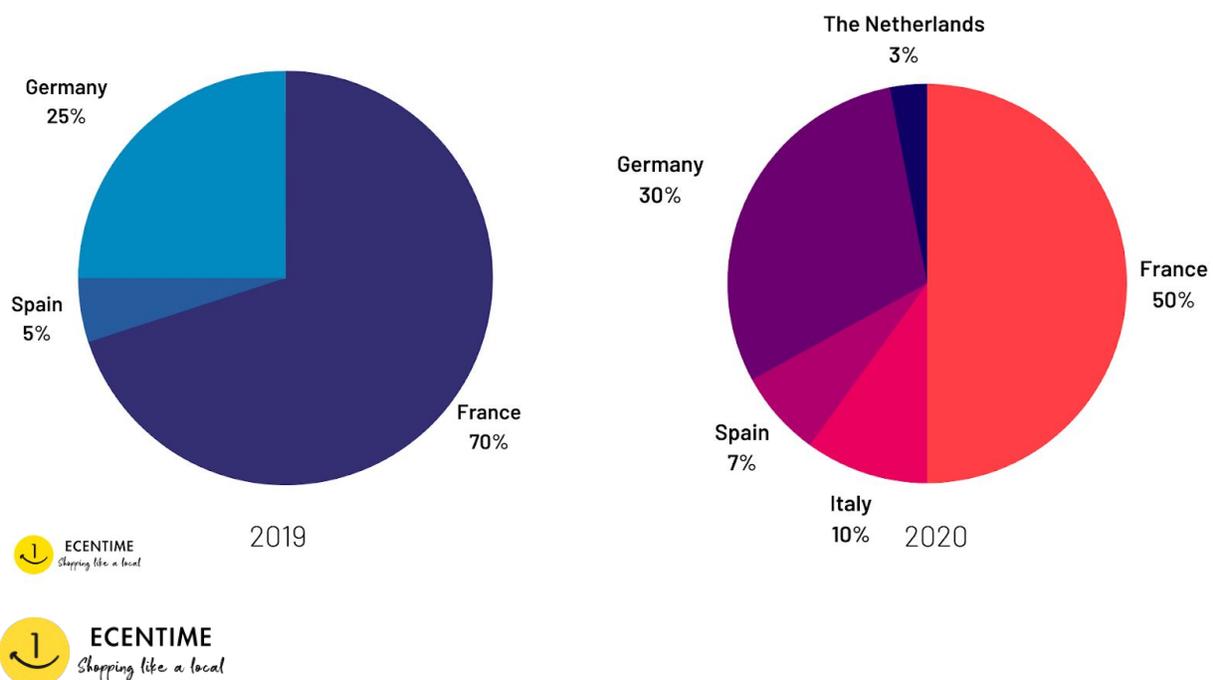
## ECENTIME, Our Users' profile.

ECENTIME has developed its own digital solution to connect European brands and economic players to Chinese consumers living or travelling in Europe. As such, we have gathered the largest Chinese and Asian community and it should be noted that our users are multiplied.

Contrary to what you might think, ECENTIME targets not only Chinese tourists. In 2019, this category represented only 20 to 25% of our users (across all of our markets). We work in the long term with expatriates (who represent 30% of our users) as well as Chinese students (approximately 45% of our users). The consumers we target are therefore prospects who have been established in France and in Europe for several years, who have a real appetite for Western / European brands and who have very strong purchasing power. In doing so, our target is highly qualified, which explains why our conversion rate, 4 to 7% (depending on the brand, the products, the type of industry) is higher than the European average which is between 3 and 5%.

As a reminder, ECENTIME launched on the French market in 2017, then came the German market in 2018 then the Italian and Spanish markets in 2019 to finish with the Dutch market this year, in 2020.

### Segmentation of ECENTIME users by market



Note that ECENTIME did not lose market share between 2019 and 2020 in the France and Spain markets. This difference is explained by the fact that we have opened up to new markets, namely Germany and the Netherlands.

France remains our main market, this is explained by the fact that ECENTIME developed first in France and then tackled other countries in Europe to have more global coverage and offer our partners and customers support in almost all of the most promising European markets.

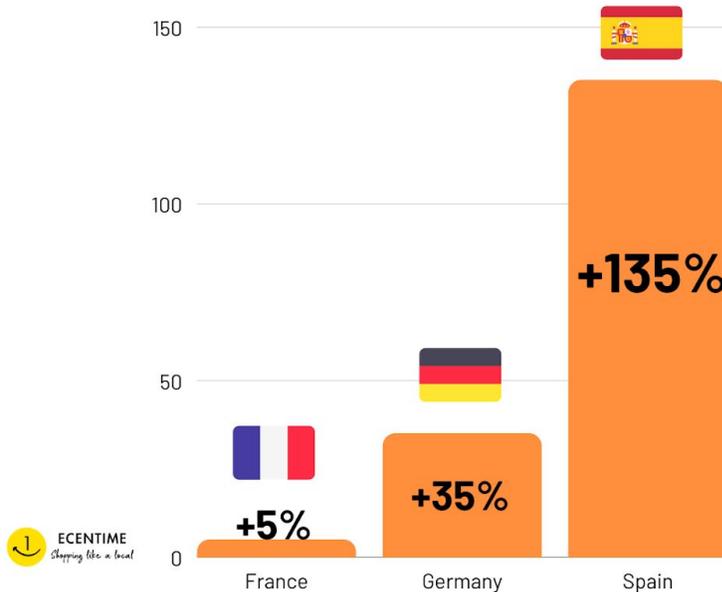
## **ECENTIME: INSIGHTS OF THE MONTH OF NOVEMBER 2020: Despite the pandemic, ECENTIME has made progress.**

Despite the health crisis that has severely affected all economic players around the world, our company has been able to advance itself and have enjoyed growth. This is explained by the fact that we are a technological player and that our business model is based on the digital environment. The brands wanted to reach new customer communities and became fully aware of the opportunity offered by Chinese consumers.



## Evolution of the sales volume

(2020 in comparison to 2019)



Often overlooked because these Chinese / Asian consumers are assimilated to tourists, ECENTIME has been able to demonstrate the strength of this niche market and Chinese consumers have been a winning point for many brands wishing to conquer new customers and develop their sales.

As previously announced, the retail market has undergone profound changes as a result of the Covid-19 crisis and all players (regardless of the market) have invested more in digital and thus in sales campaigns. Indeed, digital,

through the multiple confinements and distancing instructions in force, remains the only way to reach consumers and convert prospects into customers.

The 10% drop in our number of monthly active users (MAU) is explained by the pandemic and the fact that some consumers have chosen to return to China for several months in view of the health situation in Europe isn't as optimistic as in Asia where countries like China have been able to curb the Covid-19 crisis.

# ECENTIME: INSIGHTS OF DOUBLE 11

## What is Double 11 (11.11)?

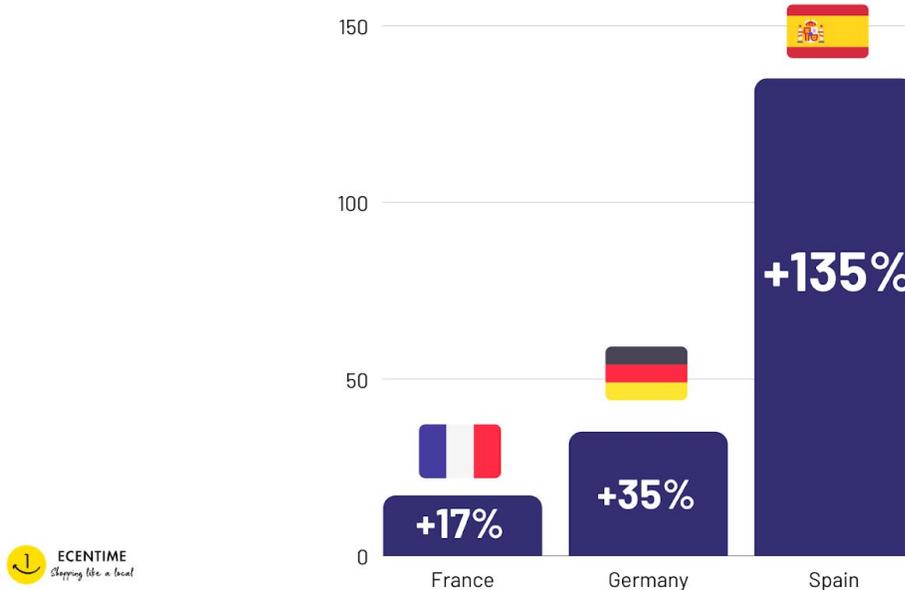
It is the most important shopping event in China. It celebrates bachelors' life and was taken over by the Alibaba Group which made it an unprecedented commercial success. The results of this 20th edition (2020) are on the rise (+ 26%) compared to 2019 for the Alibaba group and have attracted more than 250,000 brands. The total sales value generated by the festival from November 1 to 11 amounted to 498.2 billion RMB, or \$ 74.1 billion.



The sales volume during the ECENTIME Double 11 event increased by 57% in 2020 compared to 2019. This can be explained by the fact that more brands wanted to participate in the event and wanted to invest more to sell more efficiently. We observed a slight decrease in the number of daily users (decrease of 6% compared to 2019 on the Double 11 event), which is caused by the Covid-19 pandemic and the fact that some users have returned to Mainland China.

## ECENTIME DOUBLE 11: Evolution of the sales volume

(2020 in comparison to 2019)

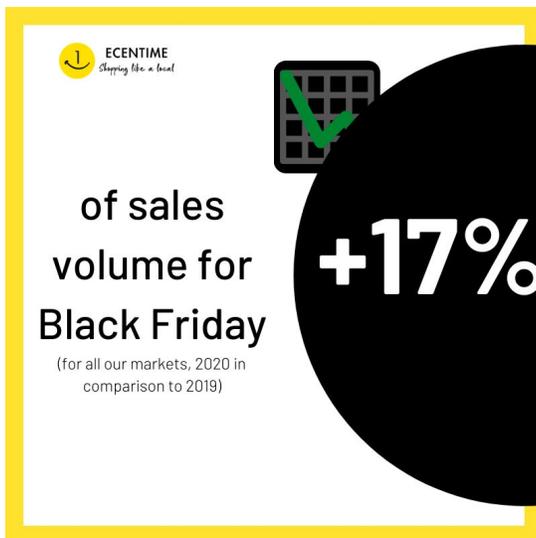


## ECENTIME: INSIGHTS OF BLACK FRIDAY.

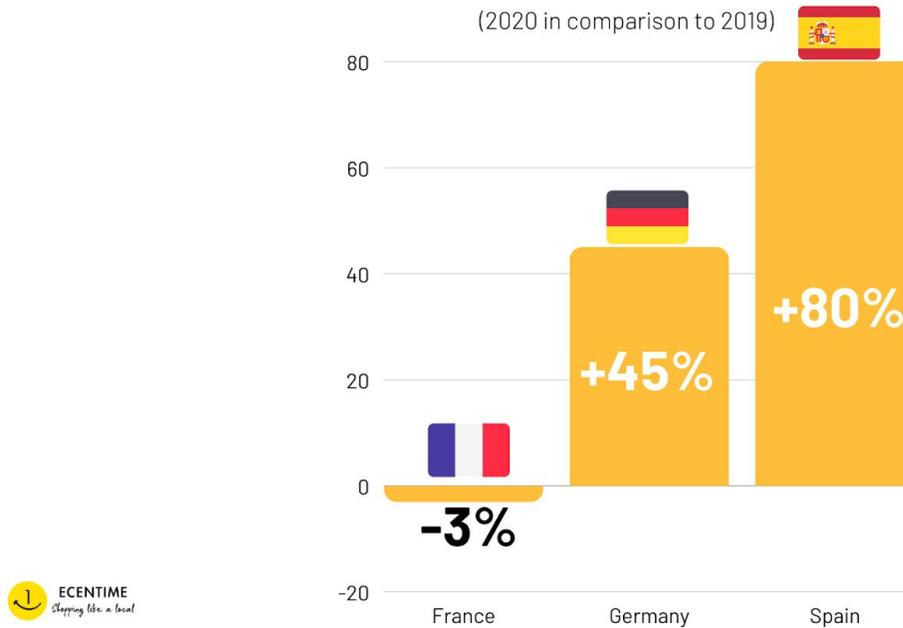
Here too, during Black Friday organized by ECENTIME has increased by 17% this year compared to 2019. This increase is less important than that of Double 11 since

for Chinese consumers, this festival is less important than that of 11.11. Indeed, Black Friday is an American-influenced business event and takes place after Double 11. As a result, consumers tend to spend more in early November on Double 11.

It should be noted that Black Friday is in a slight decline in the France market (see below) due to the choice of the French government to postpone Black Friday, thus leaving brands, digital players and consumers in the dark.



## ECENTIME BLACK FRIDAY: Evolution of the sales volume



## ECENTIME: GLOBAL INSIGHTS (DOUBLE 11 & BLACK FRIDAY)

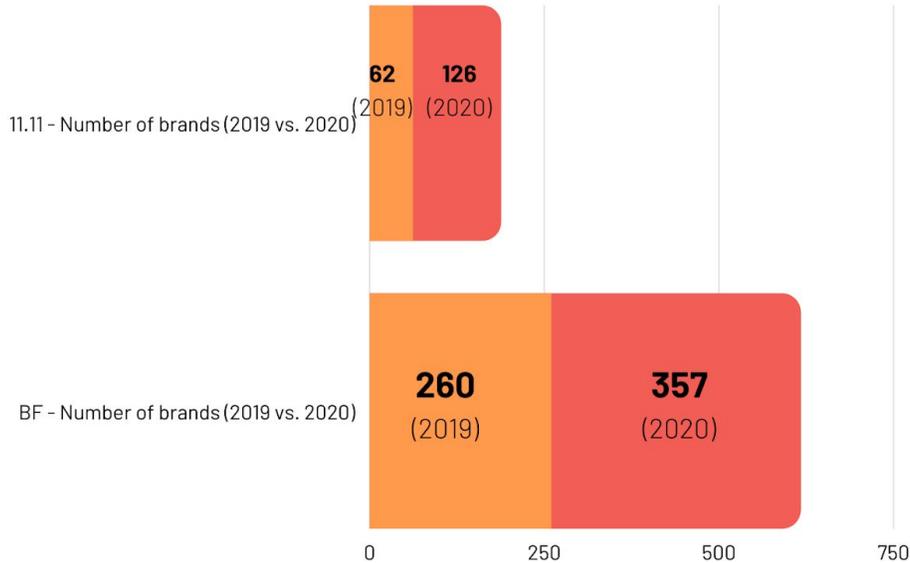
do Regarding Double 11, this can be explained by the fact that we have launched awareness campaigns with brands for this event (webinar, calls etc.) to explain to them the merits of this e-shopping event and that this is a great opportunity to grow sales, gain visibility and acquire new customers.

Regarding Black Friday, it's a great campaign that ECENTIME offers to all the markets as well as by the fact that international brands like the Estée Lauder group, satisfied with the cooperation with us, have decided to launch multi-market campaigns concerning this event.

Overall, the Covid-19 factor of course plays a role since, as announced above, digital remains the only means for brands to communicate and to generate sales, so they have invested more compared to 2019.

# ECENTIME 11.11 & BF : Involvement of brands

(2020 in comparison to 2019)



## ECENTIME 11.11 & BF: average basket

(2020 in comparison to 2019)



## ECENTIME 11.11 & BF: top basket

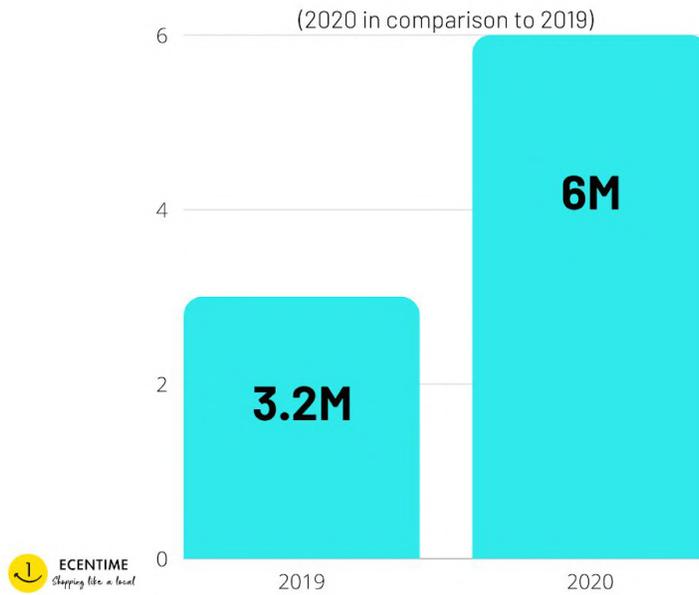
(2020 in comparison to 2019)



Regarding the average basket, we see a clear increase (95 euros in 2019 versus 121 euros in 2020) which is explained by the pandemic. Consumers after several confinements in Europe were unable to spend for months and we have seen a "buy revenge" effect, which is found in Continental China as well as among other populations around the world. Consumers are spending more to indulge themselves and to try to forget the gloom of the current situation.



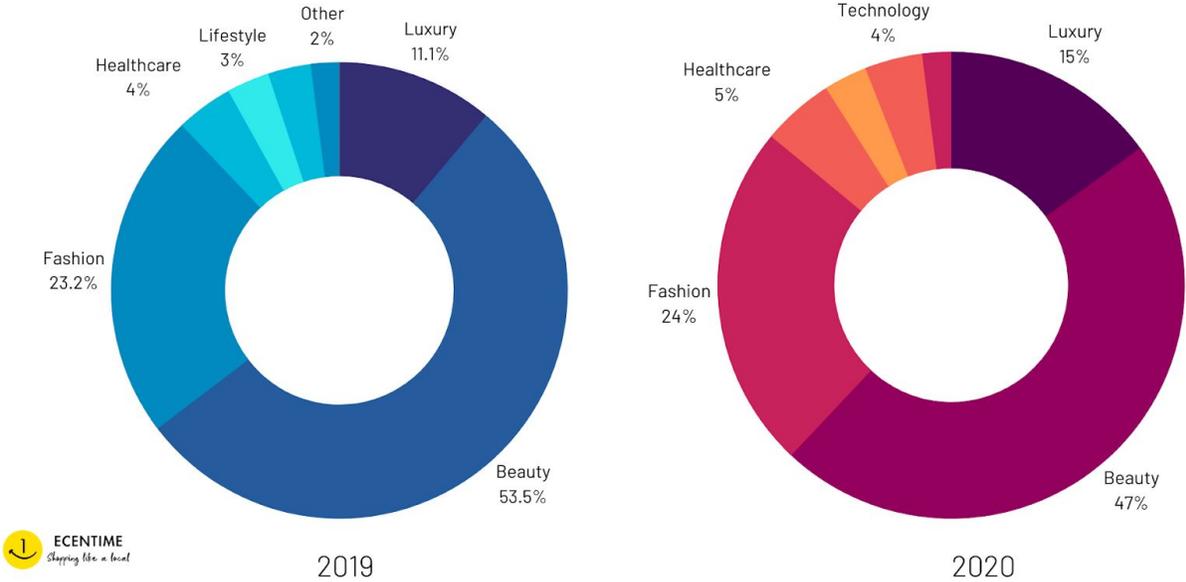
## ECENTIME 11.11 & BF: Total number of impressions



The total number of impressions for both events (Double 11 plus Black Friday) has almost doubled in the space of a year. This can be explained by the fact that ECENTIME has opened up to new markets, that Western brands have been willing to multiply campaigns and invest to try and see the potential of these e-commerce events and that finally, ECENTIME has continued to grow its willingness to expand in all four corners of Europe. Let us recall that in France, the Chinese community is made up of approximately 600,000 to 700,000 individuals and that the last market in which we are present, that of the Netherlands, also represents an important manna of potential consumers with a population of approximately 100,000 Chinese citizens or people of Chinese origin.

# ECENTIME: INSIGHTS REGARDING SECTORS

## November 2020: Evolution of sales volumes by category



Overall, the sales volume of each sector increased in November 2020 compared to the results of the previous year. The luxury sector grew by 4%, which is explained by the fact that ECENTIME, through its awards and nominations (finalist of the LVMH Innovation Award 2020 and integration of the "La Maison des Startups" programme in partnership with the LVMH group and Station F), ECENTIME is positioning itself as an ambassador of luxury houses to local Chinese communities.

Concerning the Fashion, Wellness/Healthcare and Technology sectors, each of these categories increased by 1%. Only the beauty sector is slightly down (-5%), this is mainly due to the fact that cosmetic brands have been a little more cautious in the current economic situation to invest in niche targets, including the Chinese community.

**MERCI POUR VOTRE  
LECTURE !**



**ECENTIME**  
*Shopping like a local*