



BRAND FACTSHEET

DOVE

- Dove is a chocolate brand under the Mars Group and a world-renowned food manufacturer and distributor. The brand has been in China for 30 years and has always been dedicated to innovation. As an industry leader, it has worked with Tmall to continuously explore new consumer demand and scenarios for snack consumption. It hopes to create “hero-product” snacks that can be promoted by online retailers and offline channels through rapid, accurate, and cross-category innovation in order to break through existing snack consumer cohorts and win more consumers for the brand.
- In order to carry out localized new product innovation more efficiently, Dove has set up cross-functional innovation team in China to work closely with the Tmall Innovation Center (TMIC) and the Tmall Food. By using TMIC’s innovative tools and consumer insight, it screens categories, accurately identifies direction of new product development, discovers the elements of popular snacks, and then holds marketing strategy discussions with consumers and Key Opinion Consumers (KOCs).
- It took less than 8 months to incubate two new products from scratch, versus the two years timeline for the new product development cycle in the traditional food industry.

Inner Health

- Inner Health is part of the Metagenics Group, a professional nutritional supplement manufacturer, and is a professional probiotic brand with a 35-year history based in Australia. It has the largest category market distribution among pharmacies in Australia and New Zealand. Their rich product offerings cover the health needs of different age groups from infants to adults, including gastrointestinal, skincare, mood management, and weight management.
- Inner Health opened a brand flagship store on Tmall Global in March 2022. It is the first brand of Metagenics Group to officially enter the Chinese market and this year is the first time to participate in 11.11 Global Shopping Festival. Half a year later, the number of store members quickly grew to over 40,000 with monthly sales of nearly one million yuan. Inner Health’s Doube Strenght Plus, Skin Shield, and Hayfever Relief probiotics quickly became the new top sellers in this category.
- Together with the platform, the brand continues to educate the market and popularize the function and consumption occasions of probiotics. The platform’s

diverse marketing strategies and tools have helped the brand improve consumer recognition and expand their market share in the highly competitive health care product market to become a niche industry leader.

ROYAL CANIN

- ROYAL CANIN® is a brand under the Royal Canin Company headquartered in France with operations in more than 100 markets around the world. As a world-leading pet health and nutrition company, Royal Canin's purpose is to make A BETTER WORLD FOR PETS™. In its over 50 years of business, Royal Canin has been dedicated to delivering precise nutritional solutions for pets based on scientific research and observation.
- The Royal Canin flagship store has been on Tmall for 10 years and regards membership management as one of the key areas of their business operation. Through the brand's membership program on the Tmall flagship store, the brand better understands the precise demands of consumers in a true DTC fashion. Royal Canin hopes to build its Tmall flagship store into a rich and in-depth experience and continue to provide members with value and services.
- The Royal Canin Tmall flagship store has nearly 1.6 million members. The brand's membership program on Tmall has become a growth driver for the brand's long-term and steady development.

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