88VIP FACTSHEET

88VIP OVERVIEW

- **88VIP is a comprehensive membership program featuring products and service offerings across Alibaba's ecosystem. It was launched on August 8, 2018, and its subsequent anniversaries have become annual member celebration days. The name 88VIP originates from its founding date.**

- **The membership privileges of 88VIP encompass a wide range of categories, including luxury products, imported goods, travel, streaming music and video entertainment, as well as health and wellness. 88VIP aims to offer an "all-access pass" experience that caters to a variety of consumer needs and interests.**

- **88VIP is a mechanism that helps participating brands and merchants to build stickiness and deepen engagement with consumers across Alibaba's ecosystem.**

88VIP PRIVILEGES

- **88VIP members can enjoy a 5% discount on products offered by over 300 brand merchants and membership privileges on platforms within Alibaba's ecosystem, including Youku, Ele.me, Amap, and Fliggy.**

- **Top overseas brand merchants, including luxury brands such as Vacheron Constantin, Givenchy, Gucci, La Mer, and Giorgio Armani, have joined the 88VIP membership program.**

- **88VIP members also enjoy one-on-one dedicated customer service. For this year's 11.11, 88VIP members will have exclusive early access to Taobao App's new service enables members to delegate delivery order management to their dedicated customer service representatives. The dedicated customer service representative will proactively update on the delivery status and logistics issue management for 88VIP members.**

UNIQUE VALUE PROPOSITION FOR BRANDS

- **The overall caliber of the membership cohort, user stickiness, and membership size of 88VIP has steadily improved since its creation. As of June 30, 2022, there are over 25 million 88VIP members, with more than RMB 57,000 in average annual spending per individual.**

- **The biggest differentiator of 88VIP from other traditional loyalty programs is that it encompasses a wide variety of products and services within the Alibaba**

ecosystem. **With more merchants participating in the 88VIP program, members enjoy more benefits and attractive offerings.**

- **88VIP is a highly effective tool for merchants to grow a high-quality customer base that can support their long-term business growth:**
- **Young brands can leverage 88VIPs' comprehensive value propositions to grow their own brand membership base, ensuring a sustainable business life cycle.**
  - **Established brands can leverage the 88VIP program to strengthen consumer engagement, improving the long-term success of their own loyalty program.**

BRAND CASE STUDIES

THREE SQUIRRELS

- **Founded in Anhui province in China, Three Squirrels is the first direct-to-consumer (DTC) Chinese snack brand and is one of the largest food online sales brands in China. Its products include nuts, dried fruit, and meat jerky, among other snacks.**
- **Traditionally, snack category merchants faced the challenge of building their own loyalty program because of the high-repeat purchase nature for their products and low average order value for this category. Through partnerships with 88VIP, Three Squirrels has learned from consumer insights that 88VIP members have strong spending power, prefer high-ticket purchases, and care about discounts on bulk purchases. Based on this insight, the brand launched snack gift sets for 88VIP members and successfully acquired new customers.**

UBRAS

- **UBRAS is a lingerie brand founded in 2016. The brand advocates the concept of unrestricted, free-form- experience and embracing the natural body image of the modern women. The brand piloted several new categories for the intimate wear sector, such as the sizeless bra, the soft support bra, and the undershirt basics.**
- **Through collaboration with 88VIP, the brand discovered consumer demand for sizeless bras and successfully captured this market opportunity. Within six months, UBRAS grew to become the top lingerie brand in 2021 and achieved its goal of gaining 1.2 million brand members by leveraging the 88VIP program's consumer base.**

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