



COM7 BUSINESS MODEL

RETAIL



75 OF 77
PROVINCES

B2B



COMMERCIAL
EDUCATION

SERVICE



AFTER SALE SERVICE
RETENTION

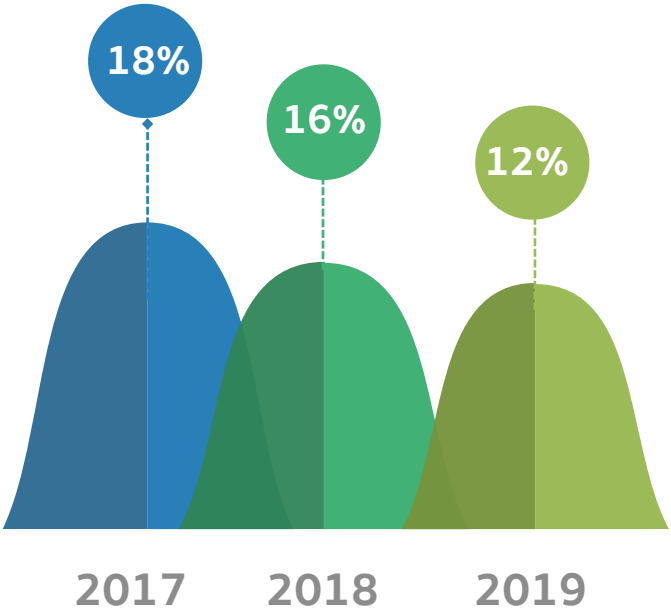
ON LINE



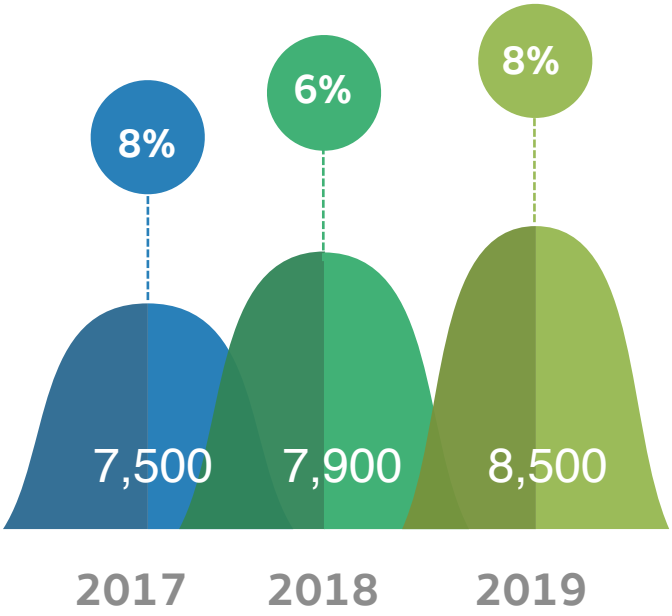
BANANASHOPPING.COM
OMNI CHANNEL

RETAIL IS DETAIL

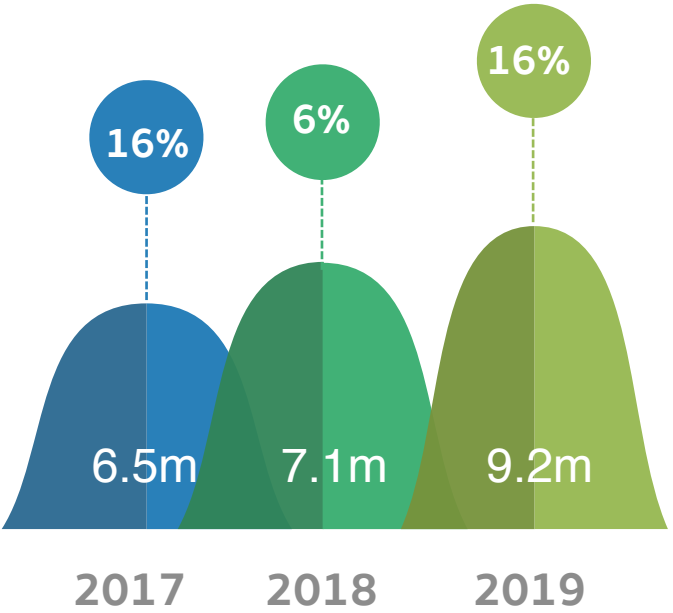
SSSG



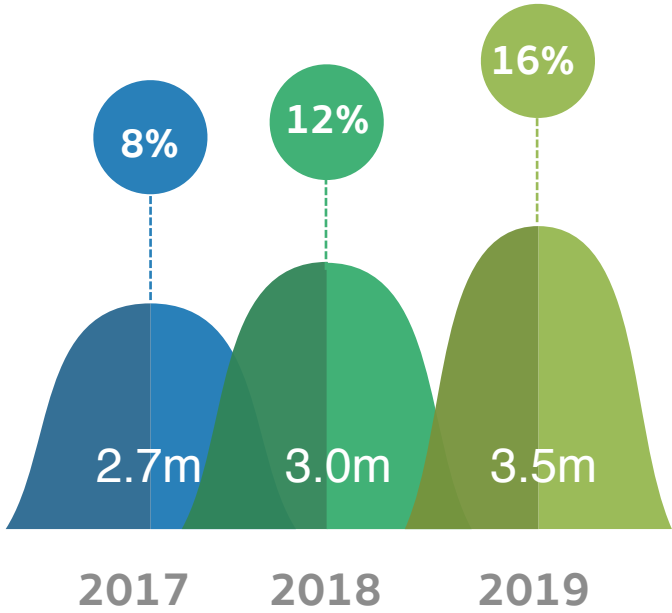
AVG Sale per Bill



No of Unit



No of Customer



OUR RETAIL CHANNEL (AS OF DEC 31' 2019)

787



iCare

U·Store
by comseven

Studio 



SAMSUNG

vivo

oppo



true



409

128

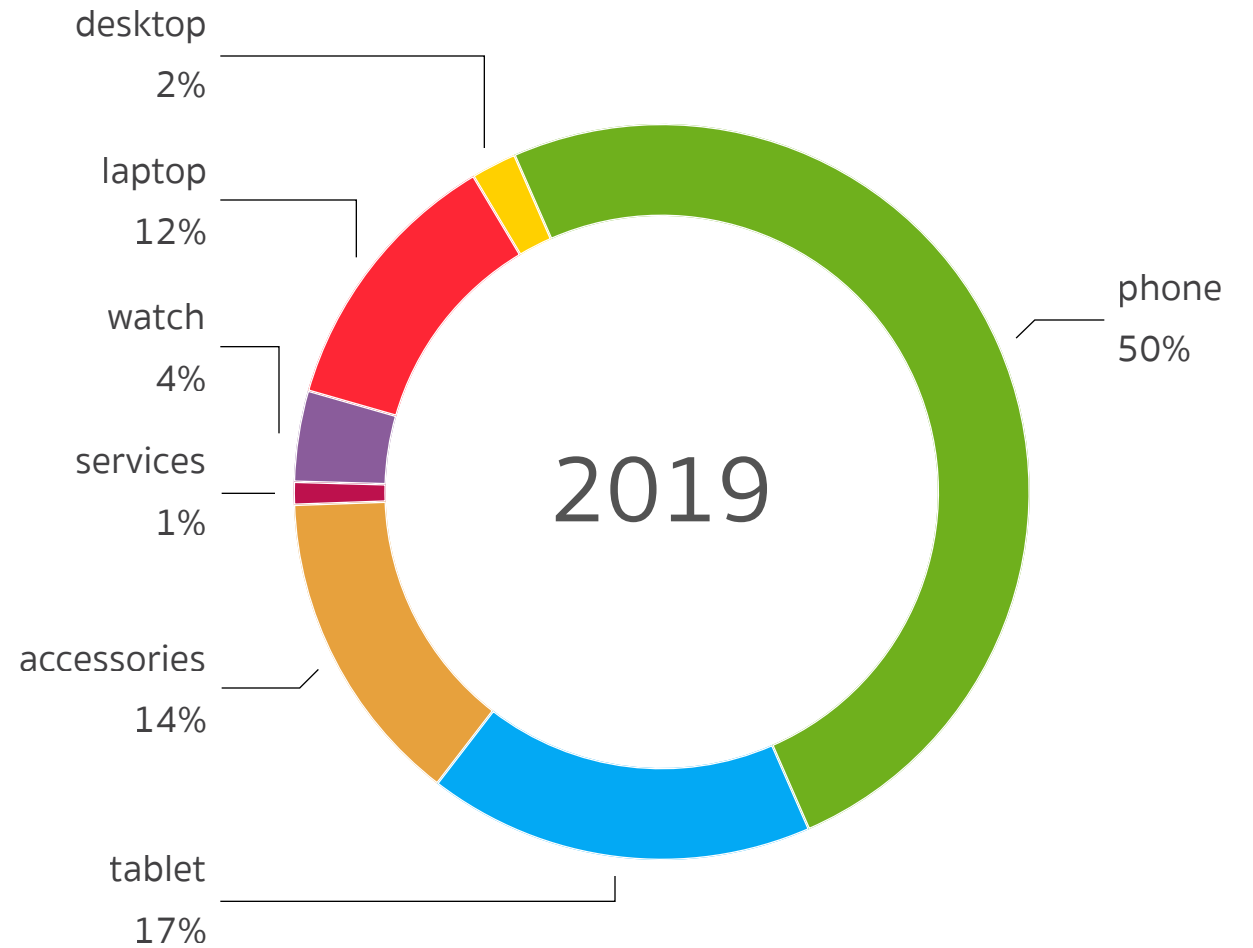
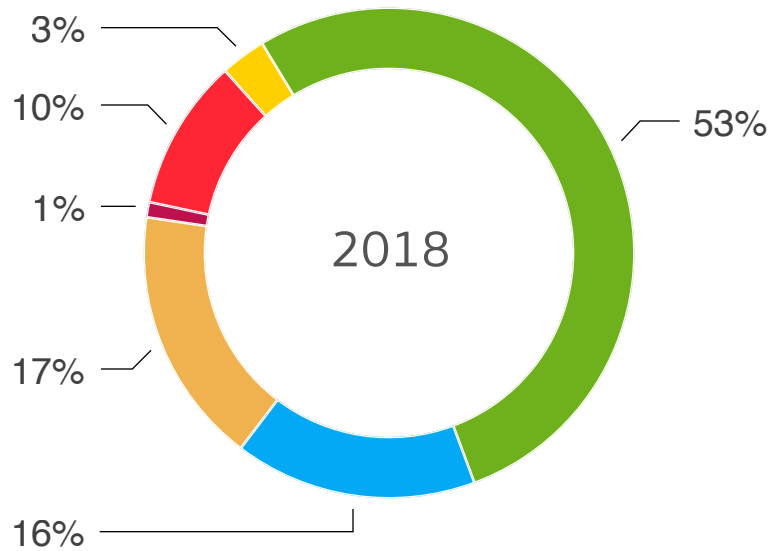
37

80

122

11

PRODUCTS MIX



2019 BUSINESS UNITS PERFORMANCE



ONLINE



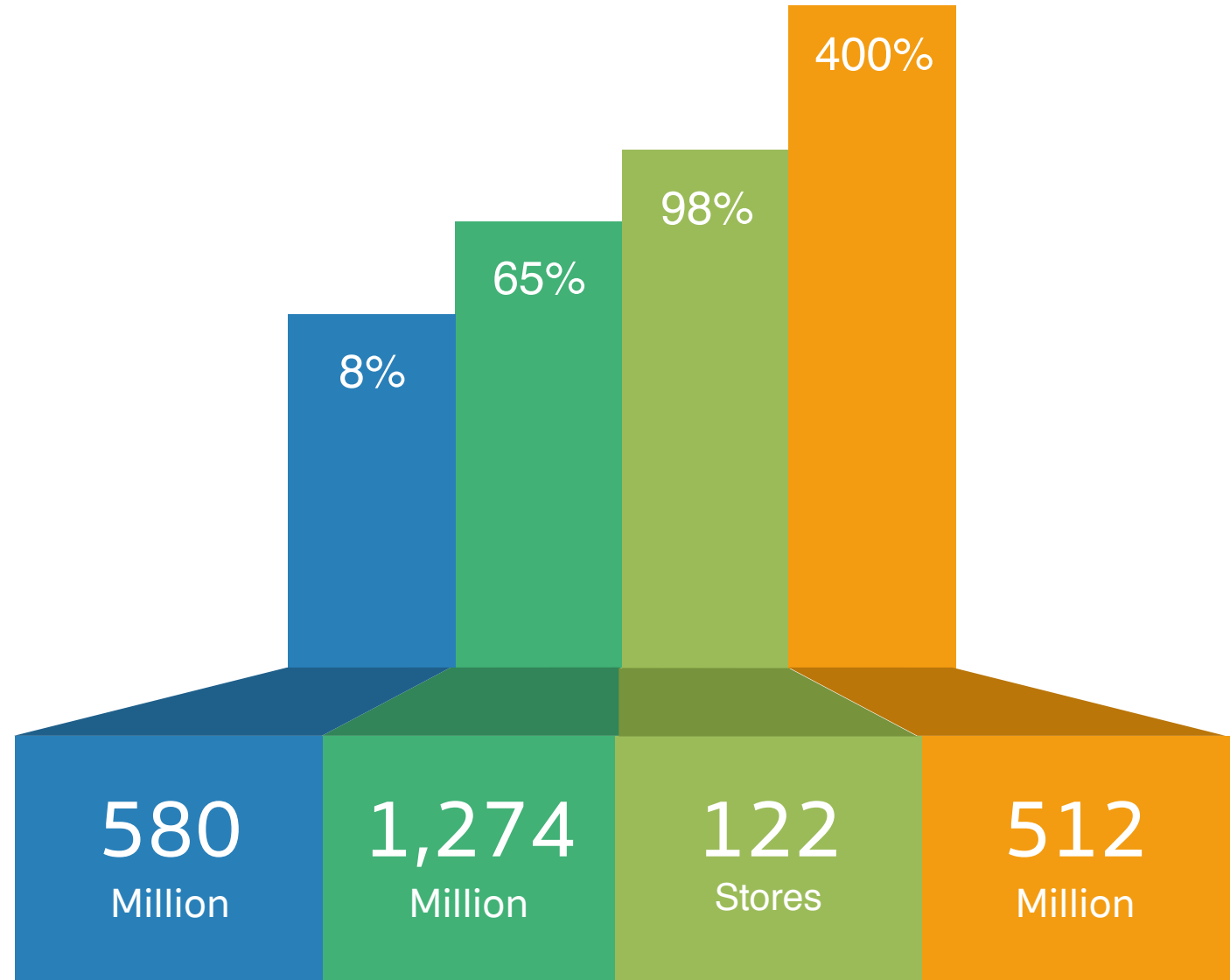
COMMERCIAL & EDUCATION



TRUE SHOP

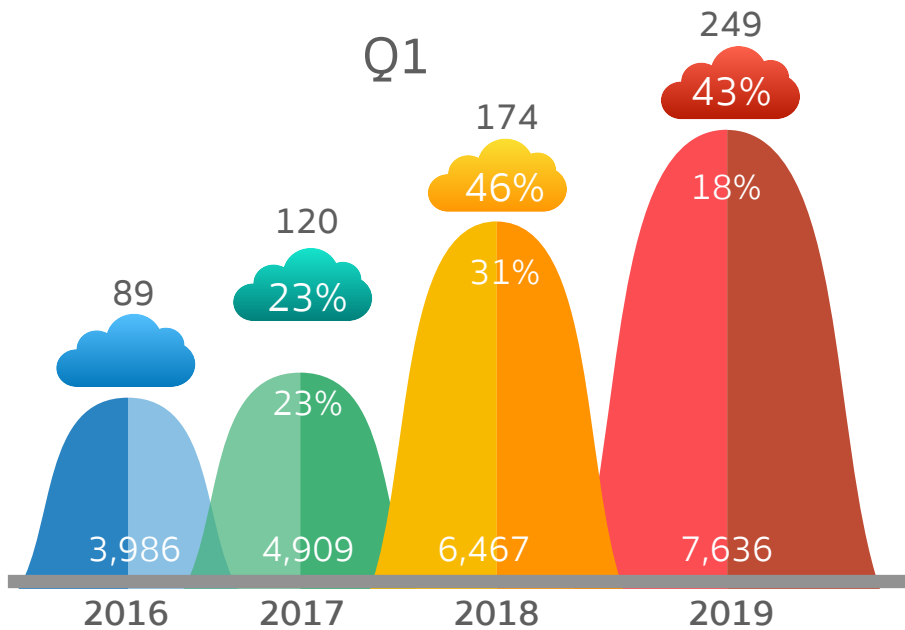


FRANCHISE

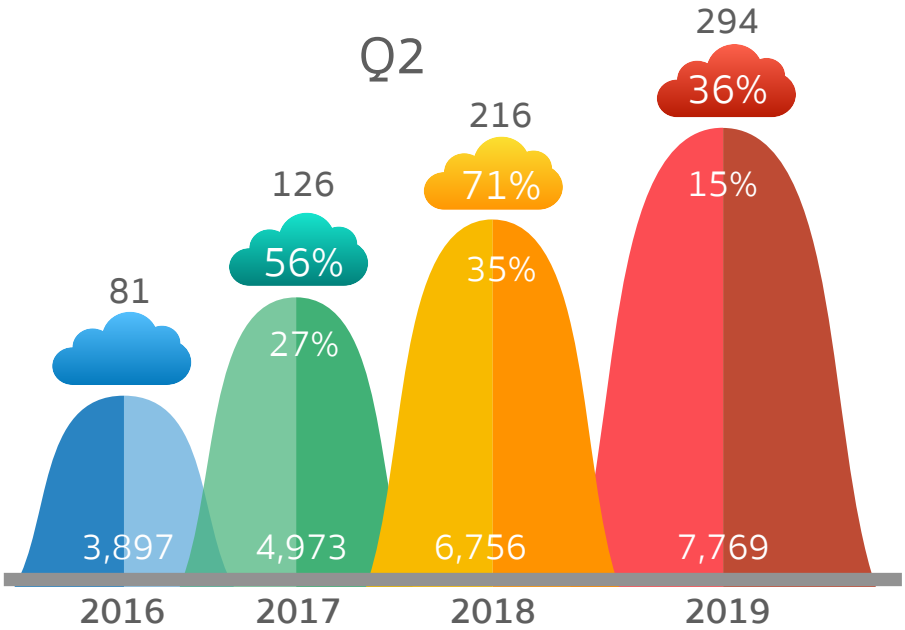


REVENUE & PROFIT COMPARISON by QUARTER

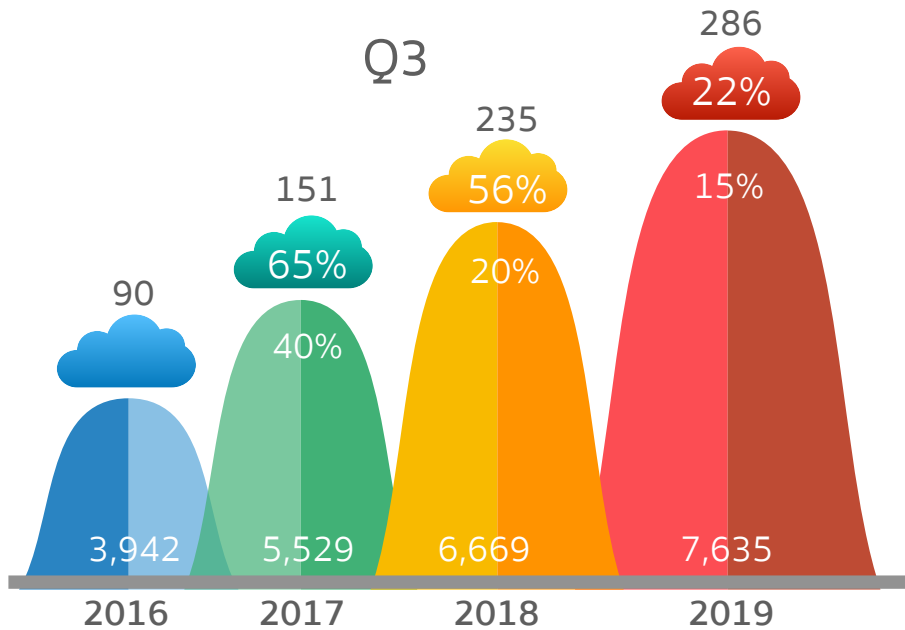
Q1



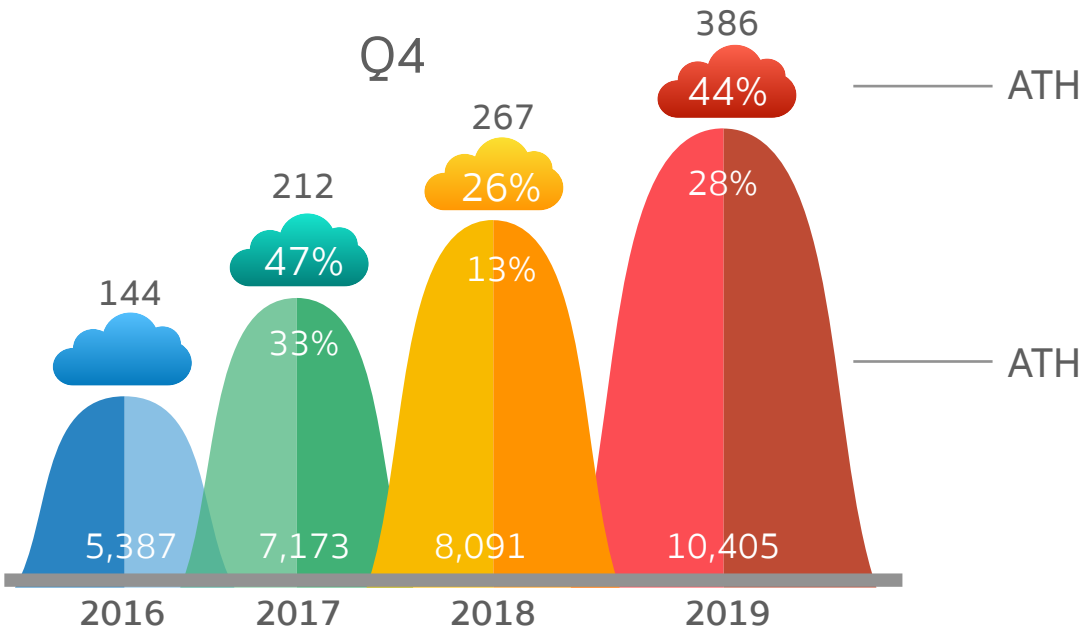
Q2



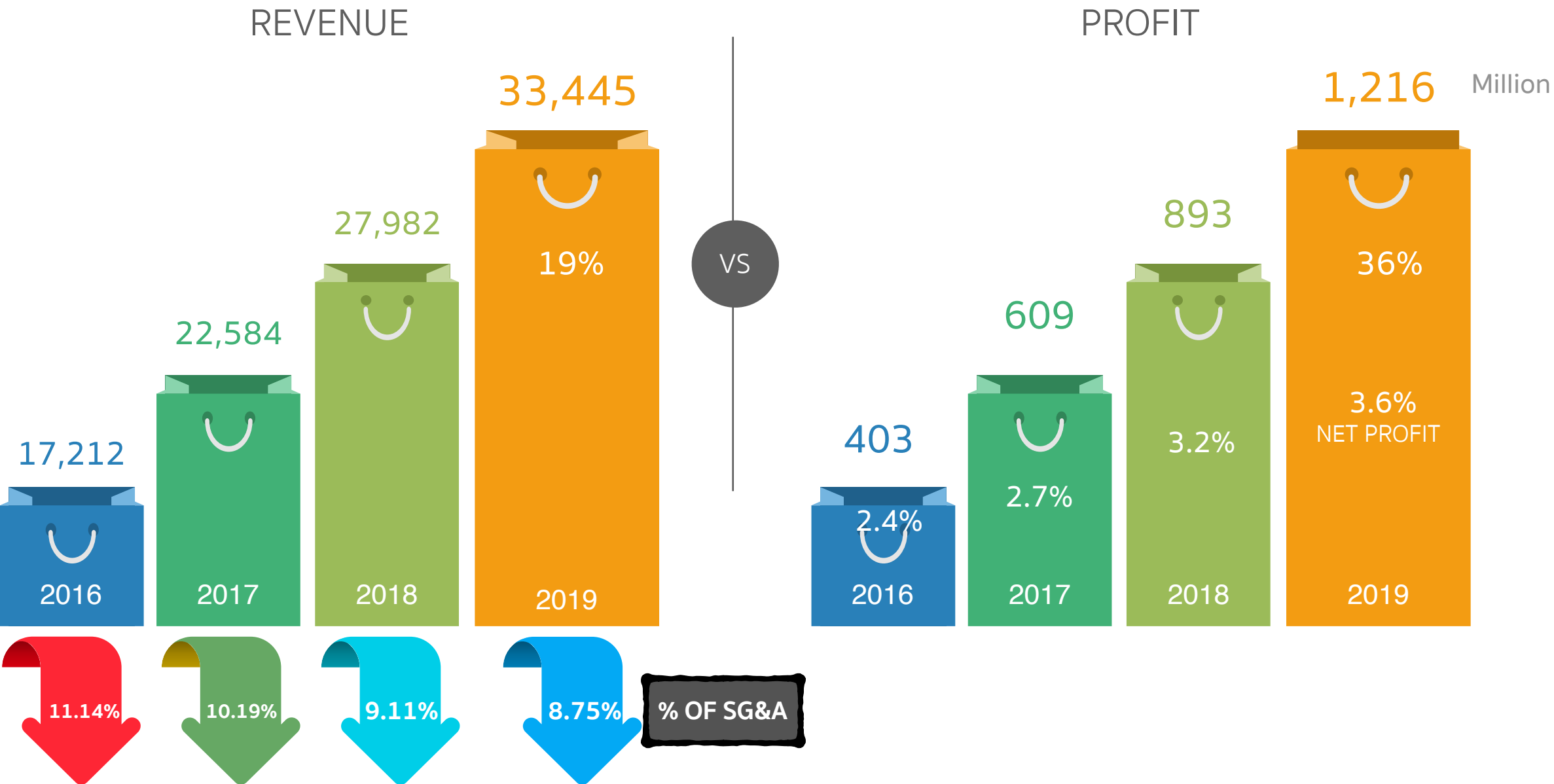
Q3



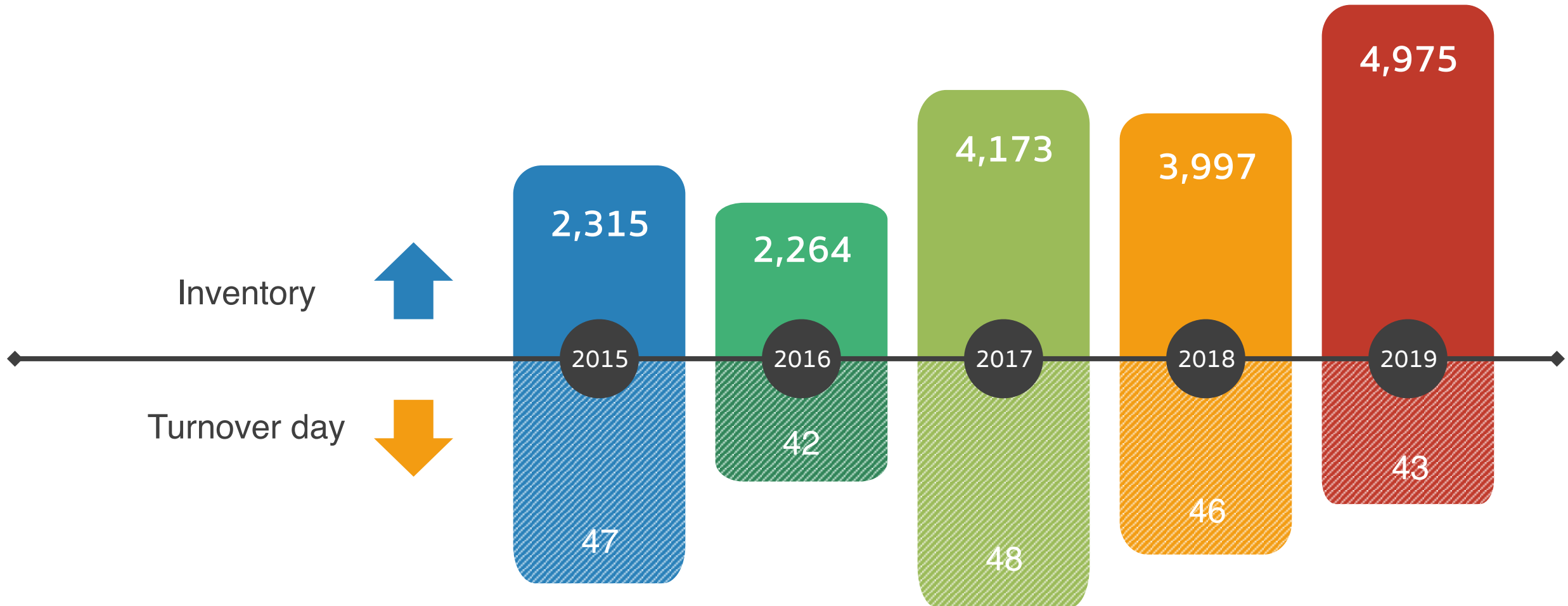
Q4



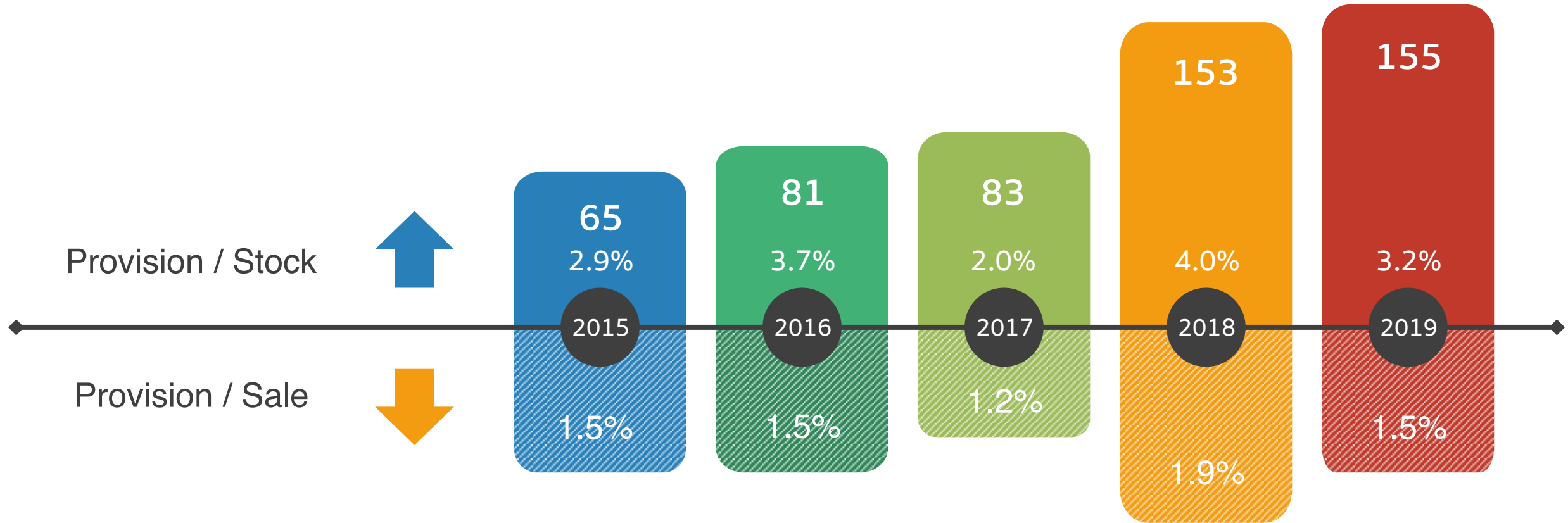
REVENUE & PROFIT COMPARISON



INVENTORY vs TURNOVER



PROVISION vs INVENTORY





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CRISIS OR OPPORTUNITY



COVID-19





PRESS RELEASE

February 17, 2020

Investor update on quarterly guidance

Cupertino, California — February 17, 2020 — As the public health response to COVID-19 continues, our thoughts remain with the communities and individuals most deeply affected by the disease, and with those working around the clock to contain its spread and to treat the ill. Apple is more than doubling our previously announced donation to support this historic public health effort.

Our quarterly guidance issued on January 28, 2020 reflected the best information available at the time as well as our best estimates about the pace of return to work following the end of the extended Chinese New Year holiday on February 10. Work is starting to resume around the country, but we are experiencing a slower return to normal conditions than we had anticipated. As a result, we do not expect to meet the revenue guidance we provided for the March quarter due to two main factors.

1 The first is that worldwide iPhone supply will be temporarily constrained. While our iPhone manufacturing partner sites are located outside the Hubei province — and while all of these facilities have reopened — they are ramping up more slowly than we had anticipated. The health and well-being of every person who helps make these products possible is our paramount priority, and we are working in close consultation with our suppliers and public health experts as this ramp continues. These iPhone supply shortages will temporarily affect revenues worldwide.

2 The second is that demand for our products within China has been affected. All of our stores in China and many of our partner stores have been closed. Additionally, stores that are open have been operating at reduced hours and with very low customer traffic. We are gradually reopening our retail stores and will continue to do so as steadily and safely as we can. Our corporate offices and contact centers in China are open, and our online stores have remained open throughout.

Outside of China, customer demand across our product and service categories has been strong to date and in line with our expectations.

Segment Operating Performance

The Company manages its business primarily on a geographic basis. The Company's reportable segments consist of the Americas, Europe, Greater China, Japan and Rest of Asia Pacific. Americas includes both North and South America. Europe includes European countries, as well as India, the Middle East and Africa. Greater China includes China, Hong Kong and Taiwan. Rest of Asia Pacific includes Australia and those Asian countries not included in the Company's other reportable segments. Although the reportable segments provide similar hardware and software products and similar services, each one is managed separately to better align with the location of the Company's customers and distribution partners and the unique market dynamics of each geographic region. Further information regarding the Company's reportable segments can be found in Part I, Item 1 of this Form 10-Q in the Notes to Condensed Consolidated Financial Statements in Note 11, "Segment Information and Geographic Data."

The following table shows net sales by reportable segment for the three months ended December 28, 2019 and December 29, 2018 (dollars in millions):

	Three Months Ended		
	December 28, 2019	December 29, 2018	Change
Net sales by reportable segment:			
Americas	\$ 41,367	\$ 36,940	12 %
Europe	23,273	20,363	14 %
Greater China	13,578	13,169	3 %
Japan	6,223	6,910	(10)%
Rest of Asia Pacific	7,378	6,928	6 %
Total net sales	<u>\$ 91,819</u>	<u>\$ 84,310</u>	9 %

Thailand: Top smartphone vendors in Q4 2019



	Vendor	Unit share	YoY Growth
#1	oppo	20%	+12%
#2	SAMSUNG	18%	+5%
#3	 Apple	17%	+144%
#4	vivo	16%	+62%
#5	 Xiaomi	9%	+358%

Source: Canalys estimates (sell-in shipments), Smartphone Analysis, February 2020

Southeast Asia: Top smartphone vendors in Q4 2019



	Vendor	Unit share	YoY Growth
#1	oppo	22%	+30%
#2	SAMSUNG	20%	+1%
#3	vivo	19%	+92%
#4	 Xiaomi	10%	+26%
#5	realme	9%	+585%

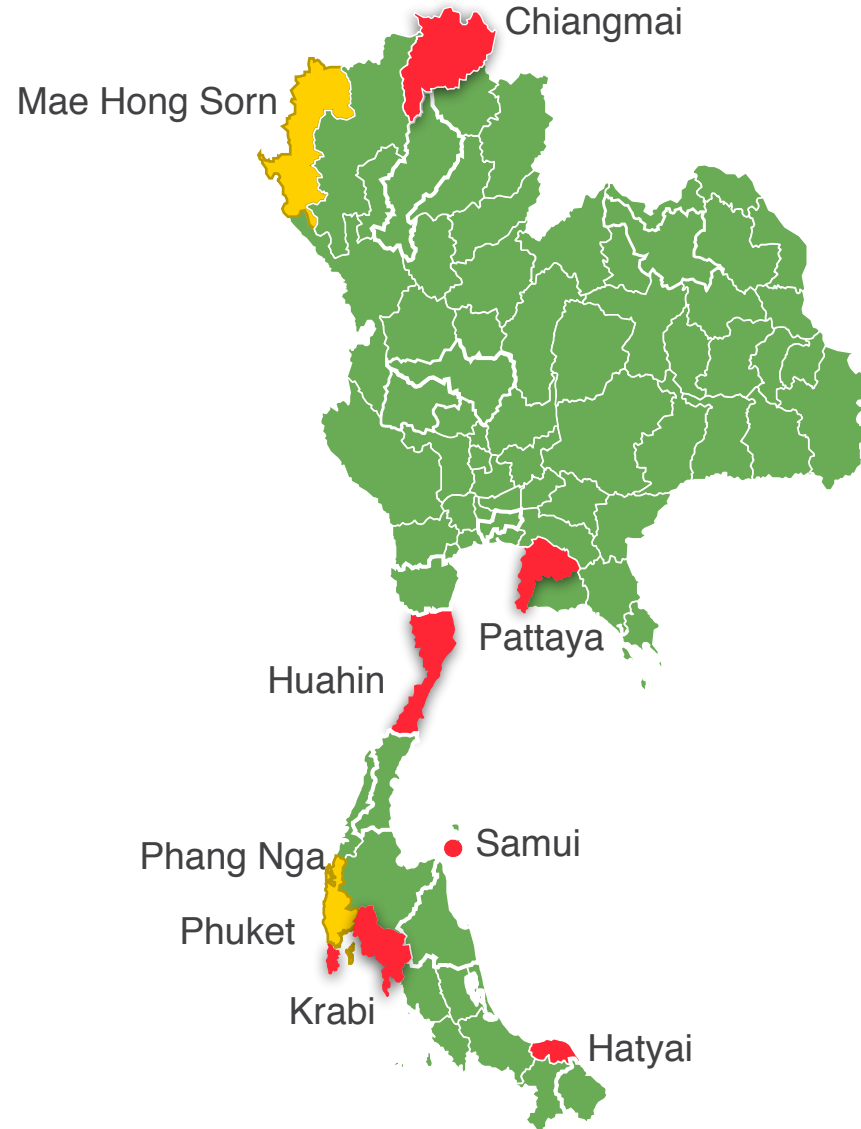
Southeast Asia :Cambodia, Indonesia, Laos, Malaysia, Myanmar Philippines, Singapore, Thailand, Vietnam

Source: Canalys estimates (sell-in shipments), Smartphone Analysis, February 2020



TRAFFIC

THAILAND



Chiangmai, Pattaya, Samui, Phuket, Krabi, Samui, Hatyai

50 Of 787

Revenue Share 10%

3,000m Of 30,000
2020 REVENUE

1,500_M(-5%) → 2020

SALE vs SHOPPER CRISIS

JANUARY 2020						
Su	Mo	Tu	We	Th	Fr	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY 2020						
Su	Mo	Tu	We	Th	Fr	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

MARCH 2020						
Su	Mo	Tu	We	Th	Fr	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

OPPORTUNITY

Thailand: Top smartphone vendors in Q4 2019



	Vendor	Unit share	YoY Growth
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#2	SAMSUNG	18%	+5%
#3	Apple	17%	+144%
#4	vivo	16%	+62%
#5	mi Xiaomi	9%	+358%

1%



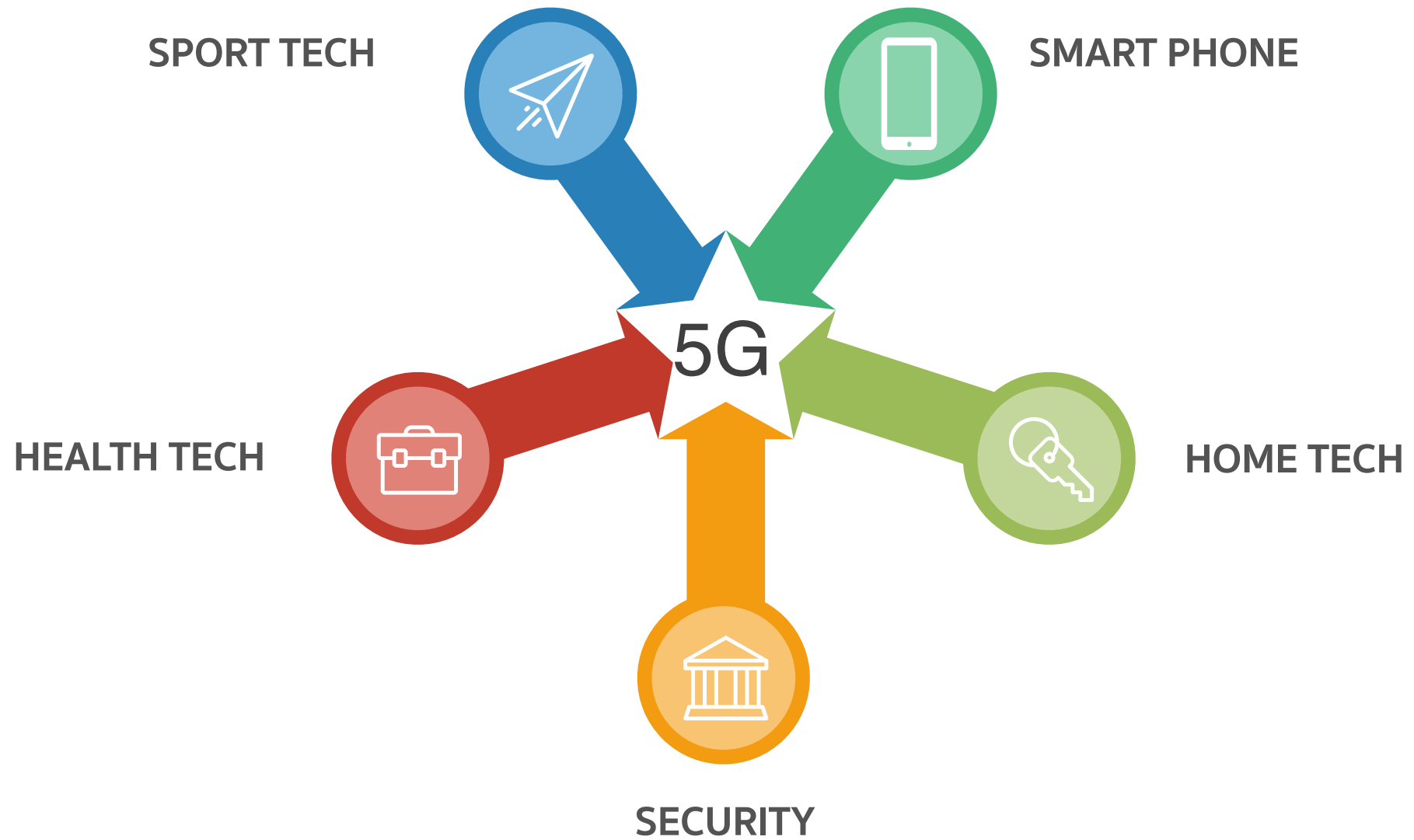
Source: Canalys estimates (sell-in shipments), Smartphone Analysis, February 2020

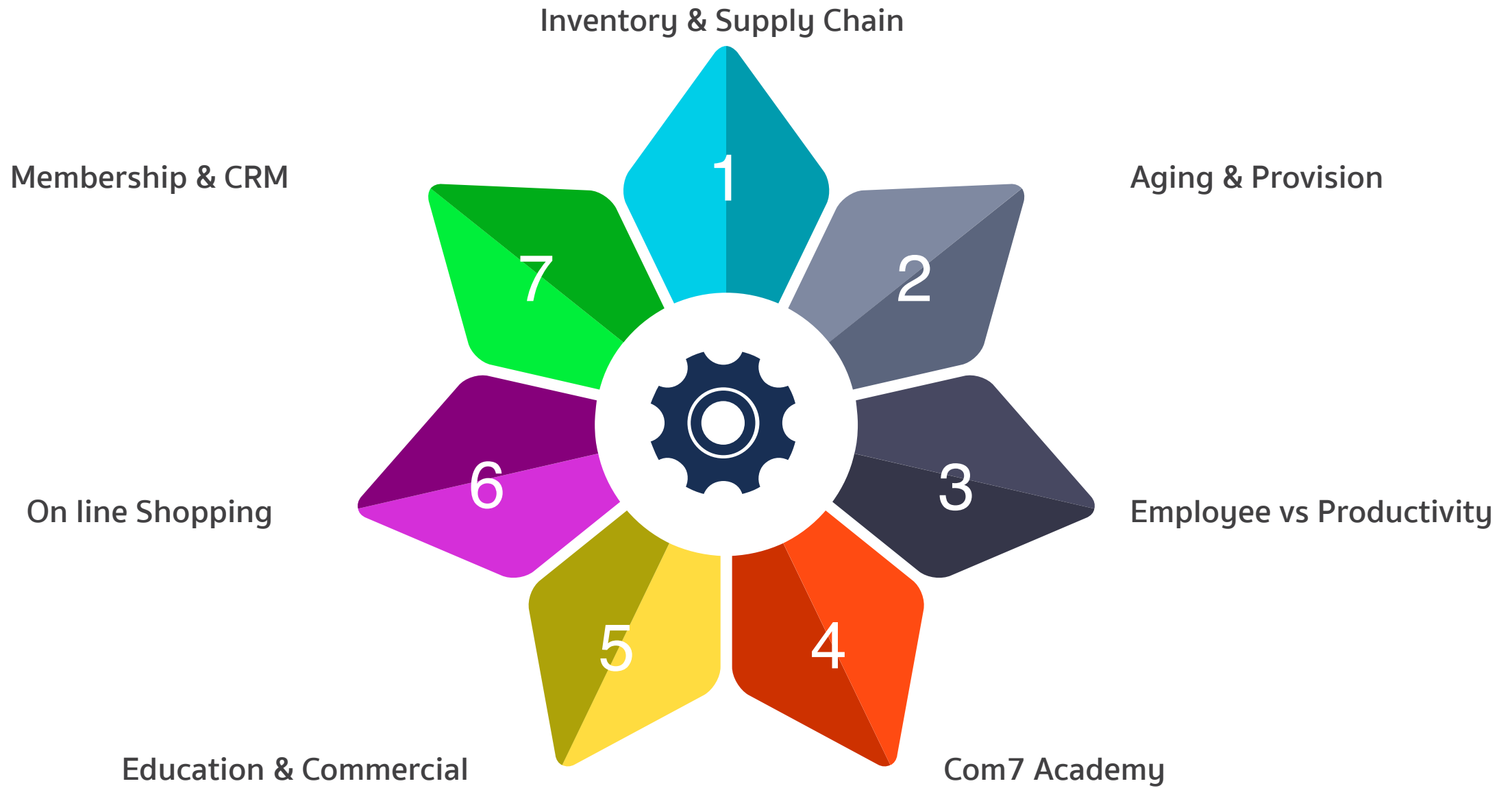


ON LINE WAREHOUSE









OUR RETAIL CHANNEL (AS OF DEC 31' 2019)

983



iCare

U·Store
by comseven

Studio 7



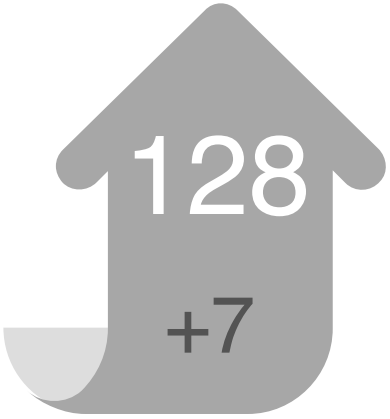
SAMSUNG

vivo

oppo



true



2020

Stronger & Better