

万物新生

A T R E N E W

2Q22 INVESTOR PRESENTATION

Aug 2022



拍拍
Paipai Marketplace



Safe Harbor

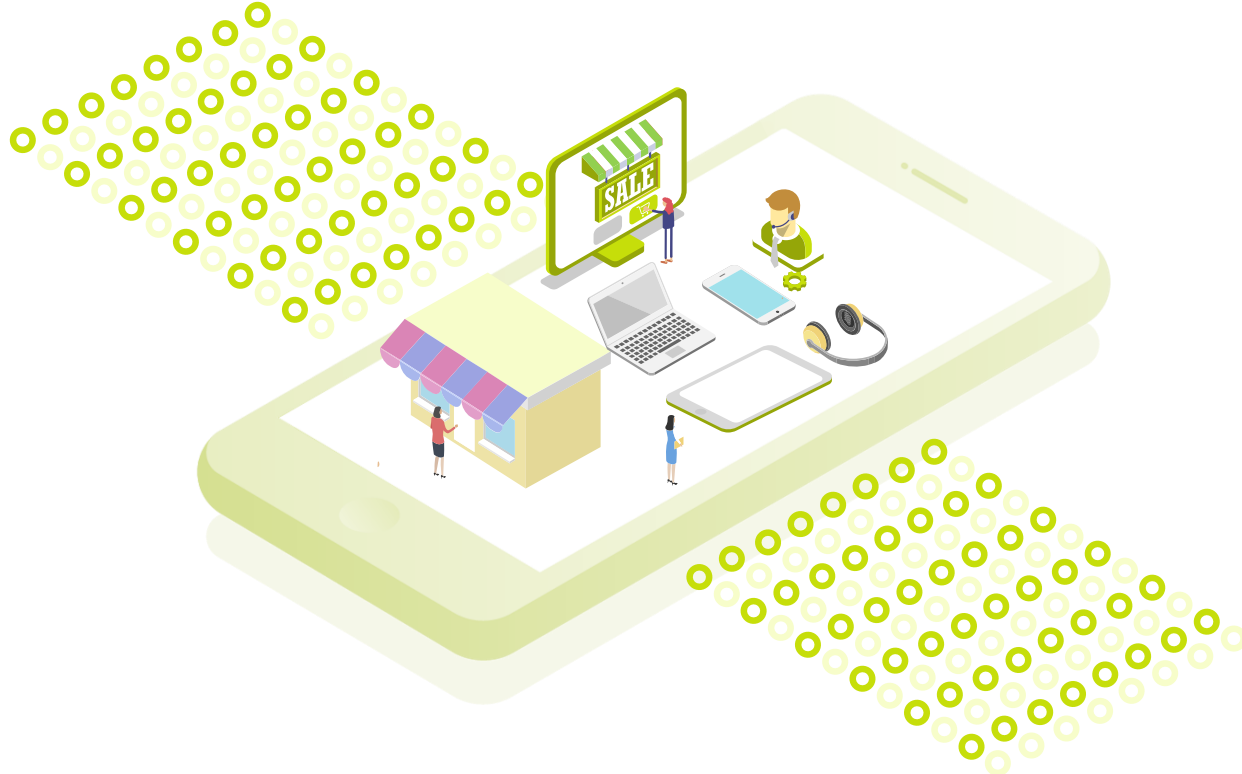
Forward-looking Statements

This presentation has been prepared by ATRenew Inc. (the “Company”) solely for informational purposes. This presentation contains forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements reflect the Company’s current expectations and projections with respect to, among other things, our financial condition, results of operations, plans, objectives, future performance, and business. These statements may be preceded by, followed by or include the words "aim," "anticipate," "believe," "estimate," "expect," "forecast," "intend," "likely," "outlook," "plan," "potential," "project," "projection," "seek," "can," "could," "may," "should," "would," "will," the negatives thereof and other words and terms of similar meaning. Forward-looking statements include all statements that are not historical facts. Such forward-looking statements are subject to various risks and uncertainties. Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. Among these factors are risks related to the “Risk Factors” identified in the Company’s F-1 filing with the U.S. SEC. There is no assurance that any forward-looking statements will materialize. You are cautioned not to place undue reliance on forward-looking statements, which reflect expectations only as of this date. The Company does not undertake any obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments, or otherwise.

Market and Industry Data

This presentation includes information concerning economic conditions, the Company’s industry, the Company’s markets and the Company’s competitive position that is based on a variety of sources, including information from independent industry analysts and publications, as well as the Company’s own estimates and research. The Company’s estimates are derived from publicly available information released by third party sources, as well as data from its internal research, and are based on such data and the Company’s knowledge of its industry, which the Company believes to be reasonable. The independent industry publications used in this presentation were not prepared on the Company’s behalf. While the Company is not aware of any misstatements regarding any information in this presentation, forecasts, assumptions, expectations, beliefs, estimates and projects involve risk and uncertainties and are subject to change based on various factors.

Who We Are



Note: (1) For pre-owned consumer electronics in 2021, according to CIC report.

We are the

No.1 Pre-owned Consumer Electronics
Transactions and Services Platform in
China¹

with a mission

to give a second life to **all idle goods**

and we are creating

an open platform driven by supply chain
capabilities and technology

万物新生

A T R E N E W

爱回收
AHS Recycle

拍机堂
PJT
Marketplace

拍拍
Paipai
Marketplace

AHS DEVICE
International Business

RMB8.6 billion, +10.3% yoy

Total GMV in 2Q22

13.6% of total net revenues

Service revenue as percentage of total net revenues in 2Q22

4.54%, +39 bps sequentially

Take rate of marketplaces in 2Q22

RMB2,146 million, +14.9% yoy

Total revenues in 2Q22

1,629 stores

Covering 241 cities in China¹

RMB2.6 billion

Cash reserves as at the end of 2Q22²

Notes:

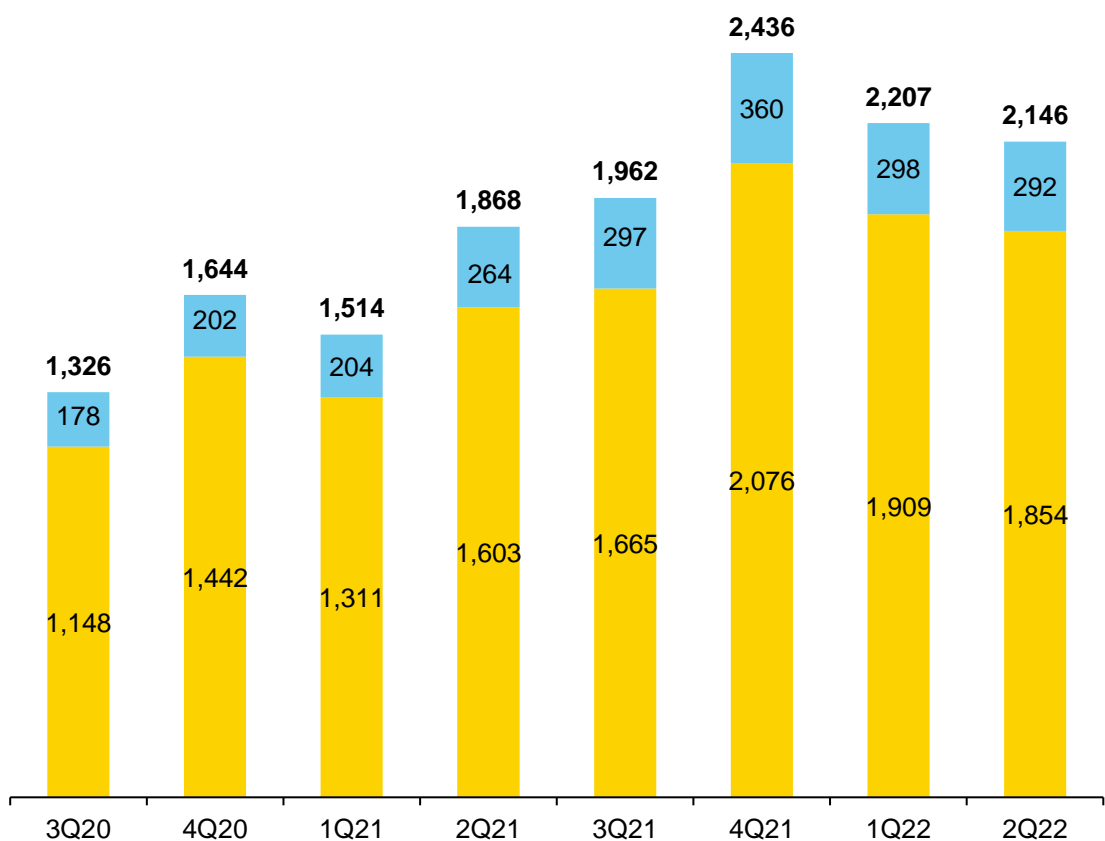
(1) As of June 30, 2022, including both AHS stores and Paipai Selection stores;

(2) Cash reserves included cash and cash equivalents, short-term investments and funds receivable from third-party payment service providers.

Resilient Year-on-Year Growth Despite COVID Challenges

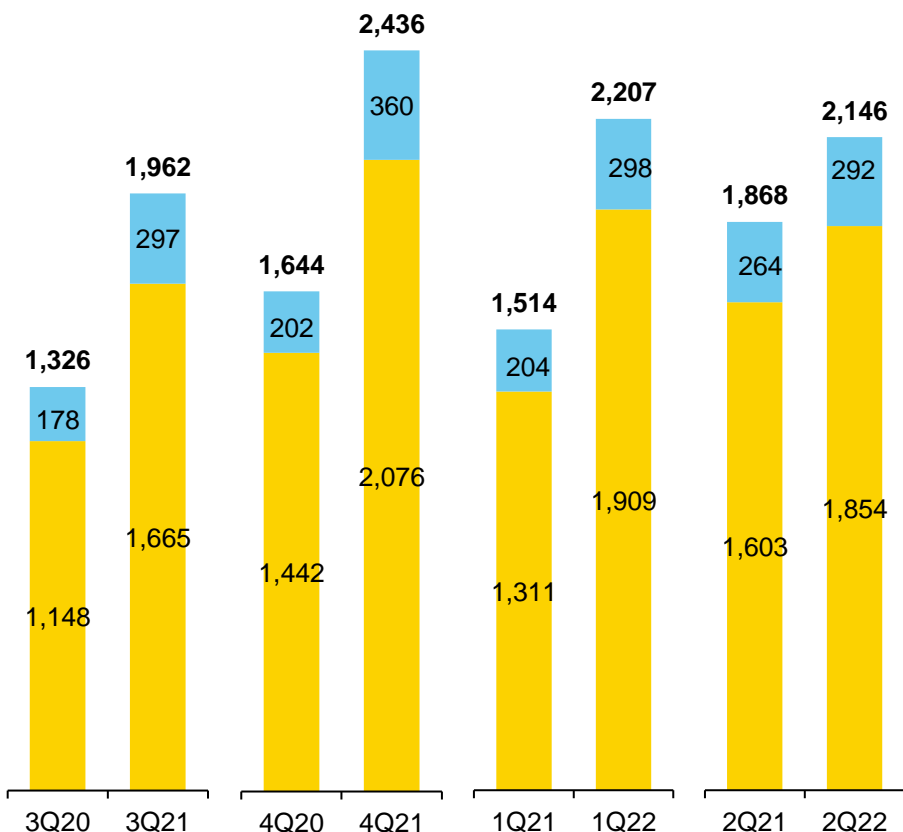
Topline Continues to Beat Guidance

(RMB million) ■ Net Product Revenues ■ Net Service Revenues



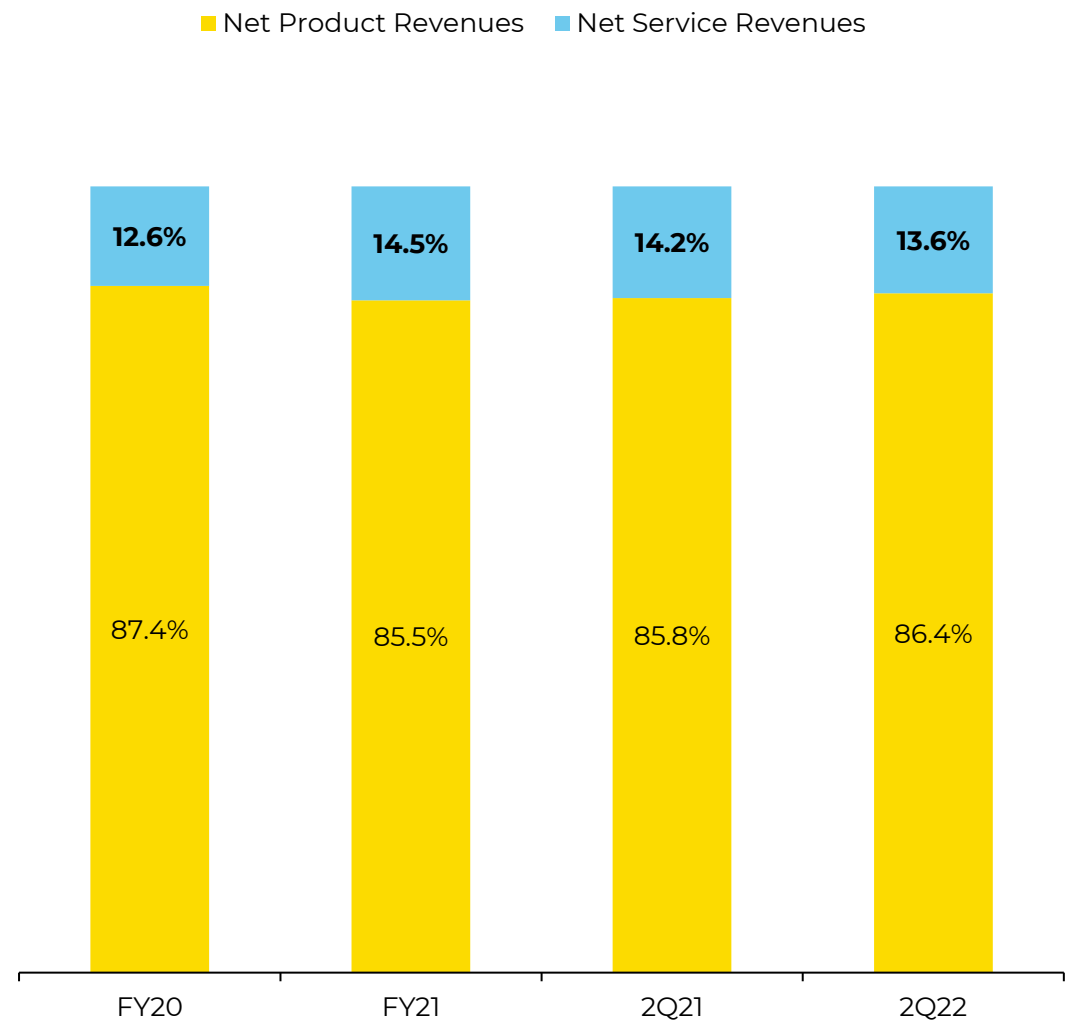
1P Business as Core Revenue Contributor

Total	+48.0%	+48.2%	+45.7%	+14.9%
Service	+67.3%	+78.4%	+46.0%	+10.3%
Product	+45.0%	+43.9%	+45.7%	+15.6%

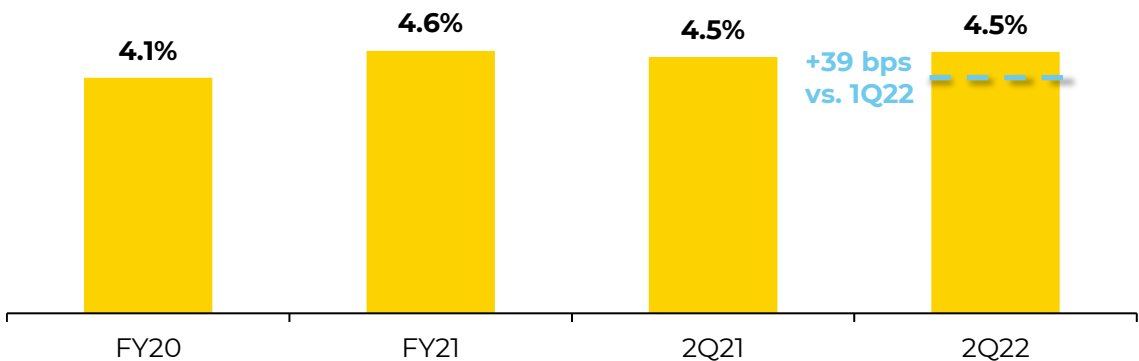


Healthy Revenue Mix and Monetization Capabilities of Marketplaces

Stabilizing Service Revenue Contribution



Take-rate for Marketplaces Recovered¹

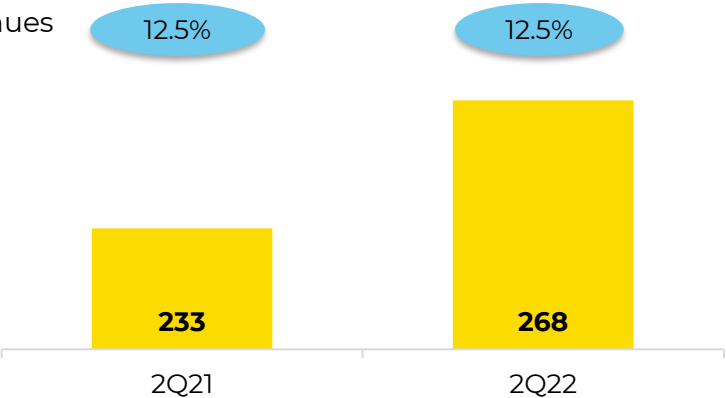


Snapshot of Non-GAAP Operating Expenses

Fulfillment Expenses

(RMB million)

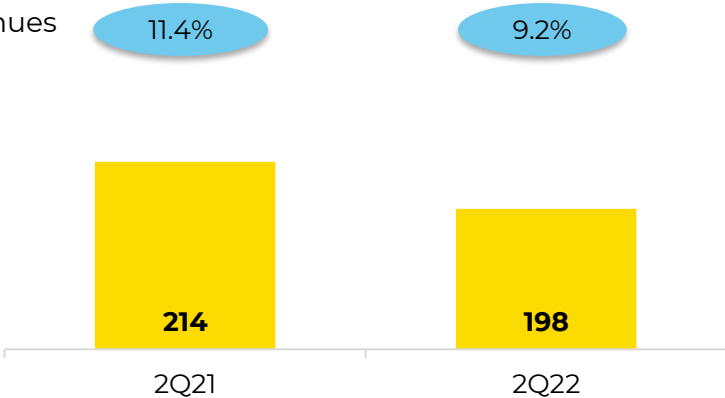
% of total net revenues



Selling Expenses

(RMB million)

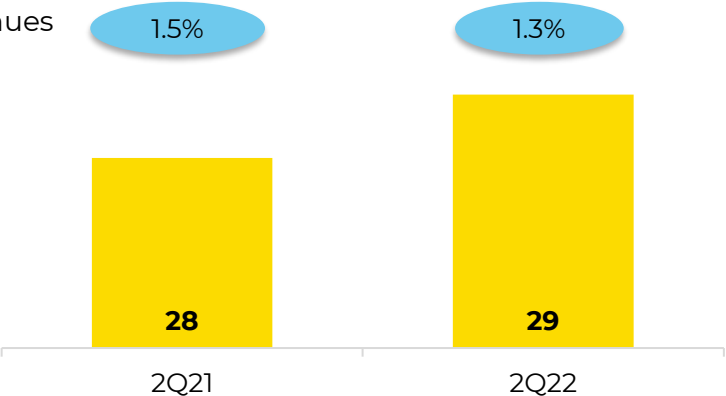
% of total net revenues



General and Administrative Expenses

(RMB million)

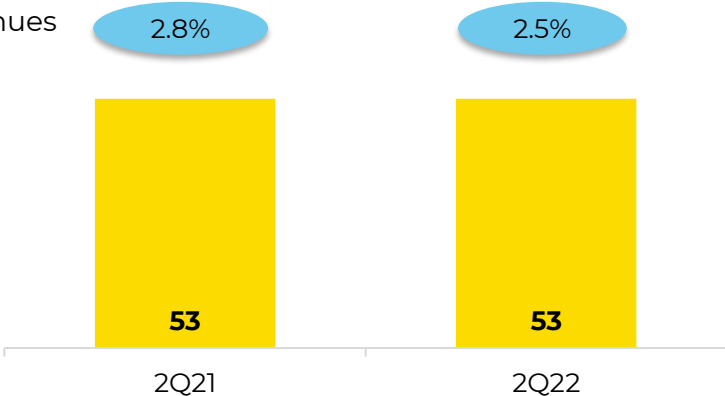
% of total net revenues



Technology and Content Expenses

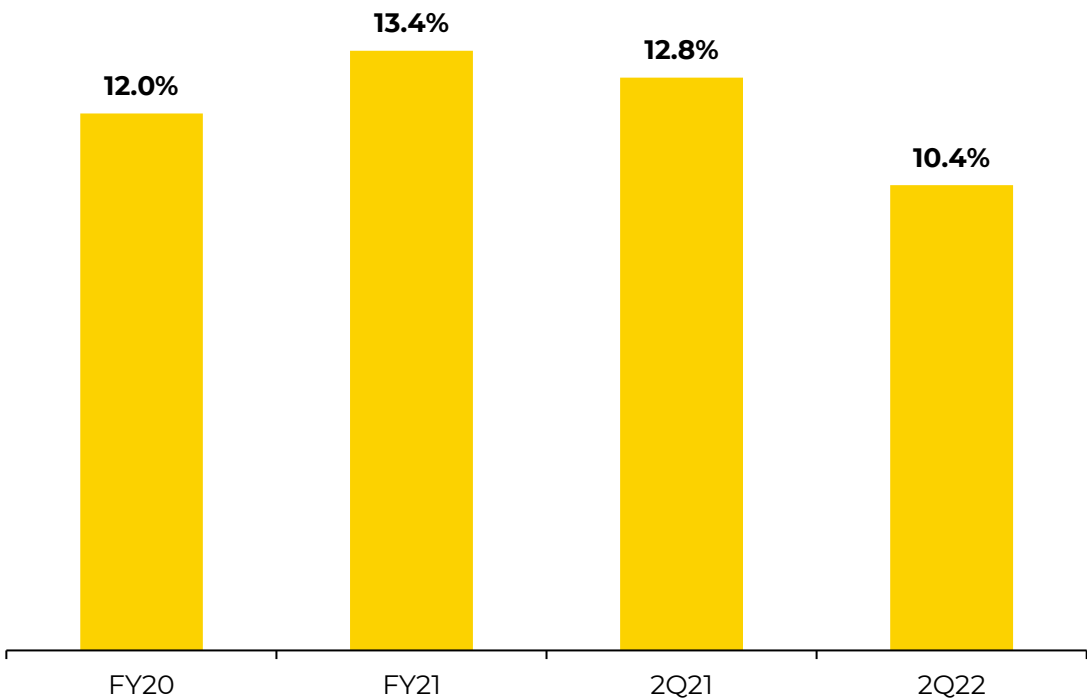
(RMB million)

% of total net revenues

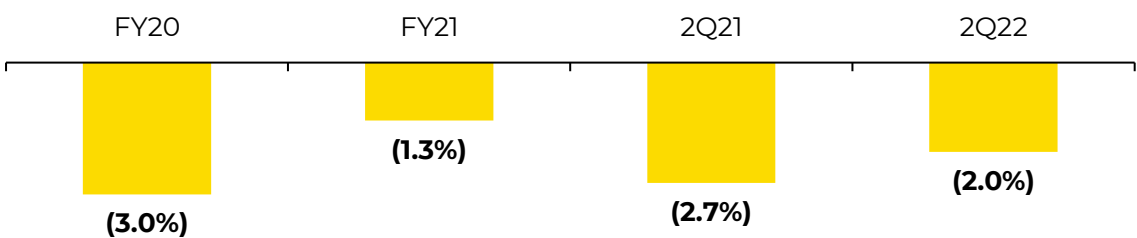


COVID Restrictions Temporarily Affected Margins in 2Q22

Adjusted Fulfilled Gross Margin¹



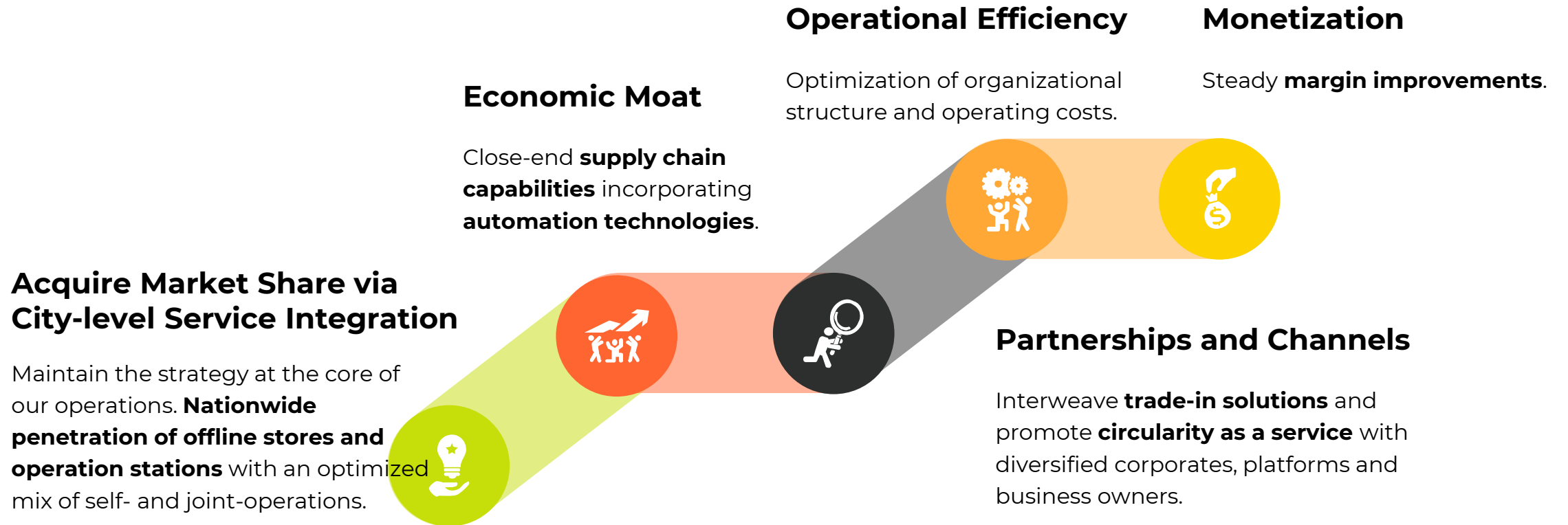
Non-GAAP Operating Margin²



Notes:
(1) (Total net revenues – merchandise costs – fulfillment expenses, excluding share-based compensation expenses) / total net revenues x 100%.
(2) Non-GAAP adjustments include amortization of intangible assets resulting from business acquisitions and share-based compensation expenses.

Our Vision for 2022 and Profit Realization

Clear pathway towards value creation and larger market share amid a challenging macro environment.



Reinforce partnership with JD Group

- Maximize user coverage of JD.com
- Drive overall business growth
- Improve gross margin

Leverage compliant refurbishing opportunities

- Enhance compliant refurbishing capabilities
- Increase premium sources of supply
- Organically widen margins

Continue investing in technology

- Upgrade automated quality inspection technologies
- Control operational expenses
- Improve unit economics







Amplify AHS store capabilities

- Comprehensively strengthen store capabilities
- Increase brand awareness
- Further expand market share and penetration



City-level Service Integration Grid

How we build the grid across multiple business and commercial areas in a city:

-  Online marketplaces
-  Commercial areas with heavy foot traffic
-  City hubs for offline electronics transactions
-  AHS stores (recycling network)
-  Paipai Selection stores (retail touchpoints with on-site live-streaming)
-  City-level operation stations (extend inspection and operation capabilities to local merchants)



Appendix

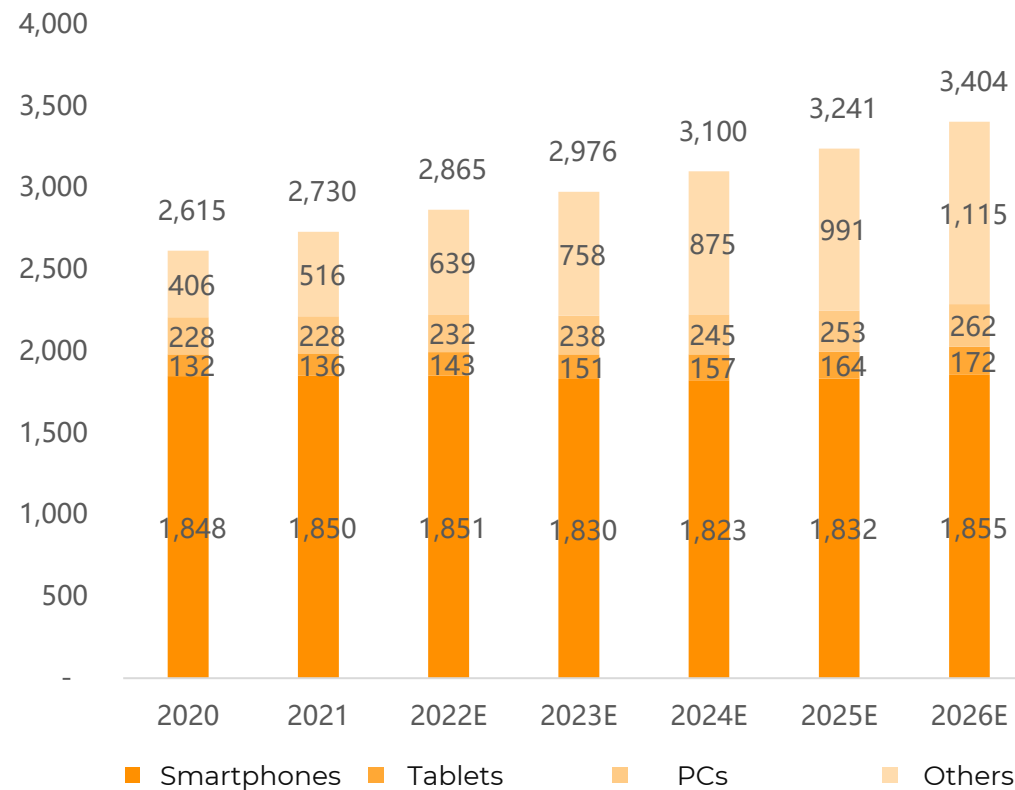
- Market Overview
- Offerings and Capabilities
- Investment Highlights



Huge Domestic Market Opportunity in Pre-owned Electronics

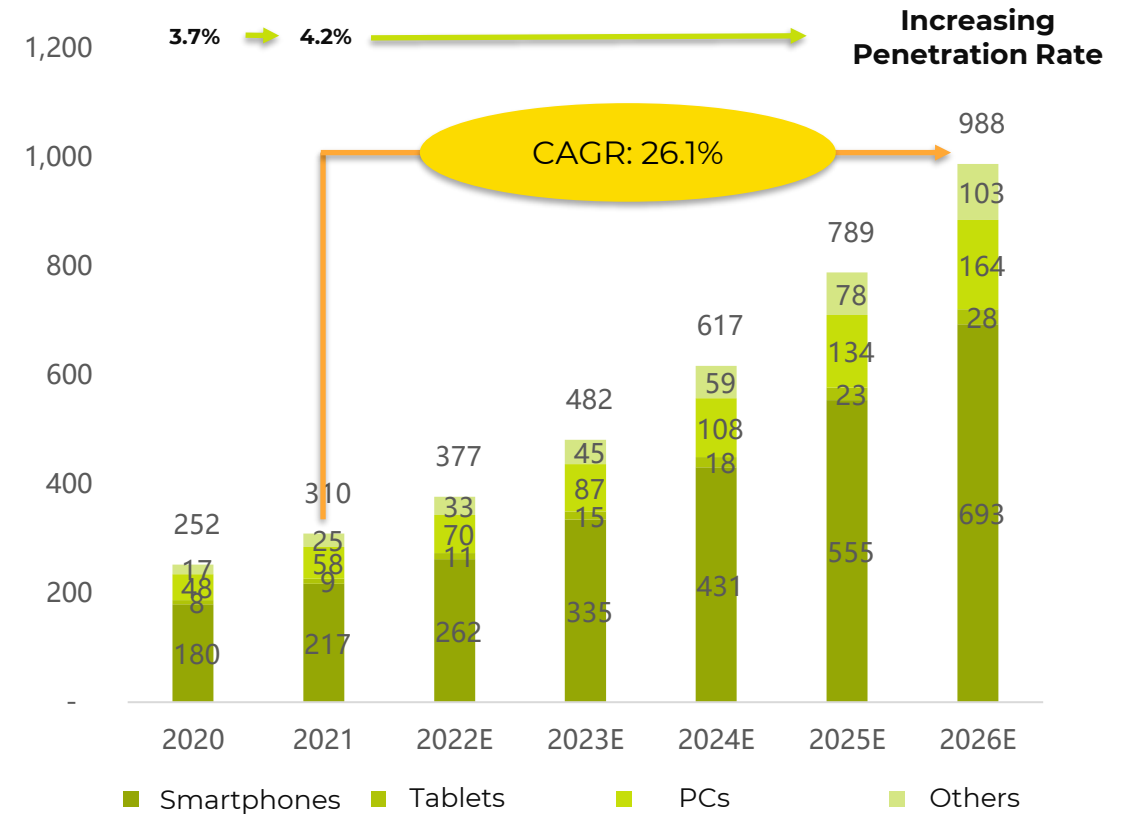
Device Volume with Use Value in China

(million)

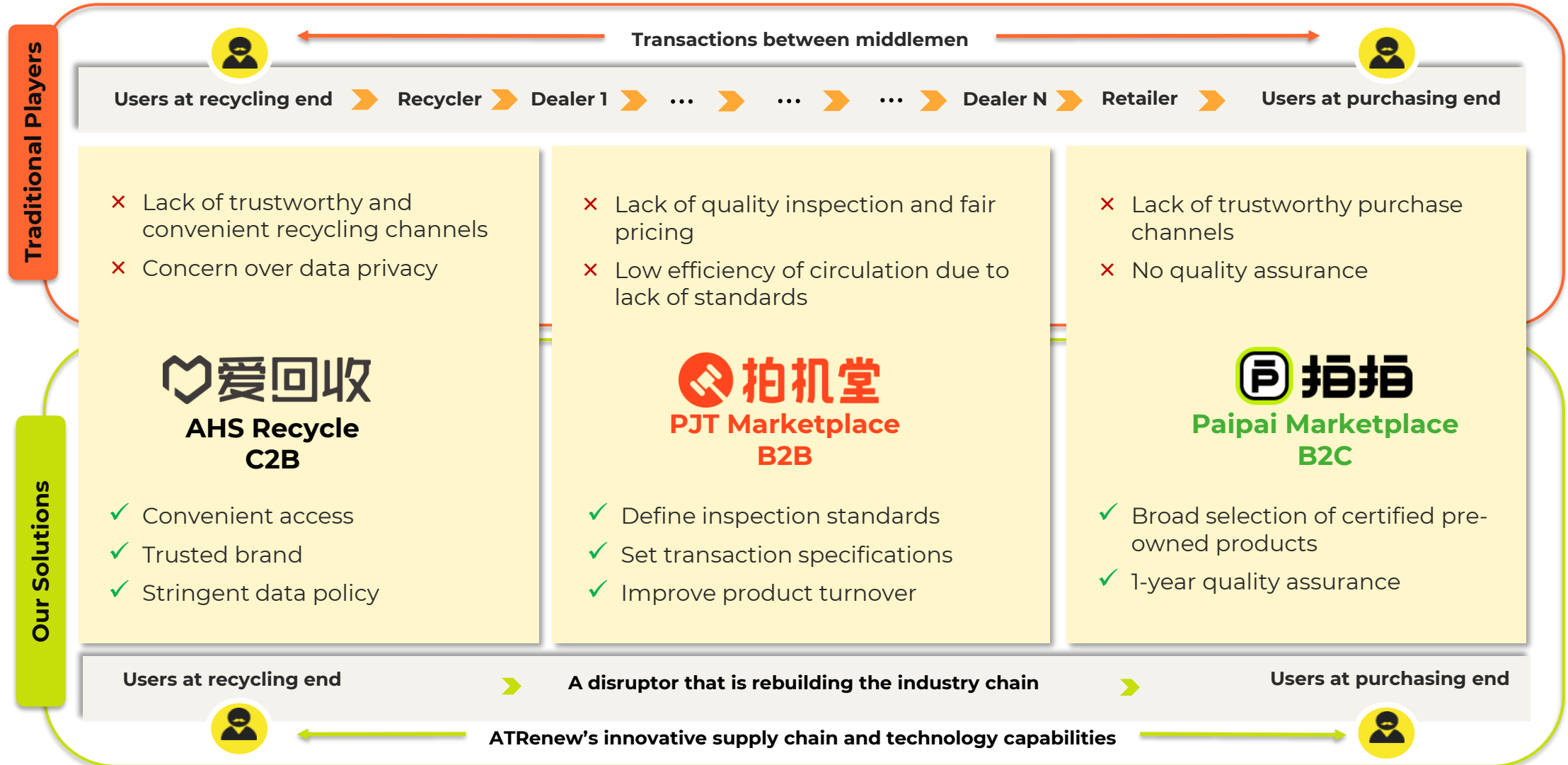


Pre-owned Device Distribution and Service GMV in China

(RMB billion)

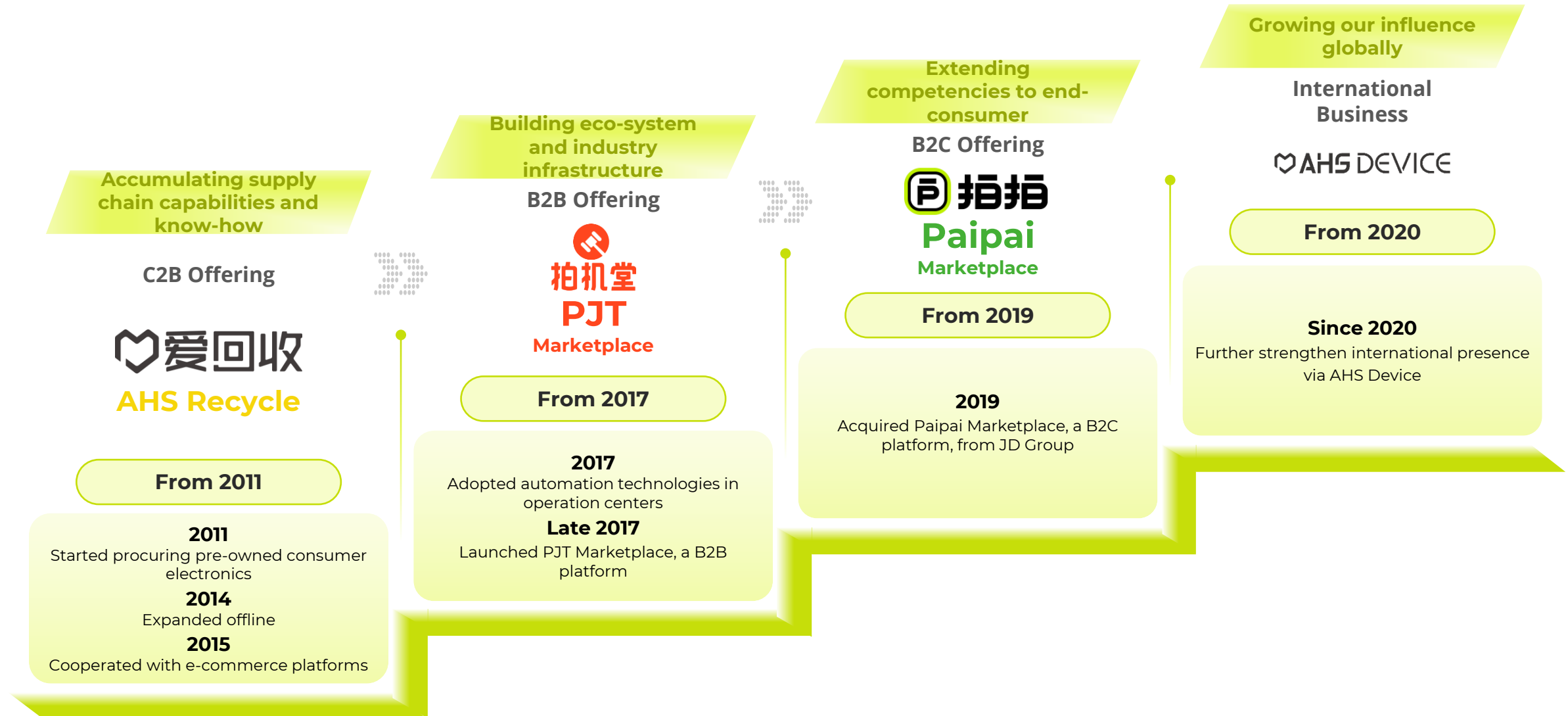


ATRenew as a Tech-driven Market Disruptor and Reformer

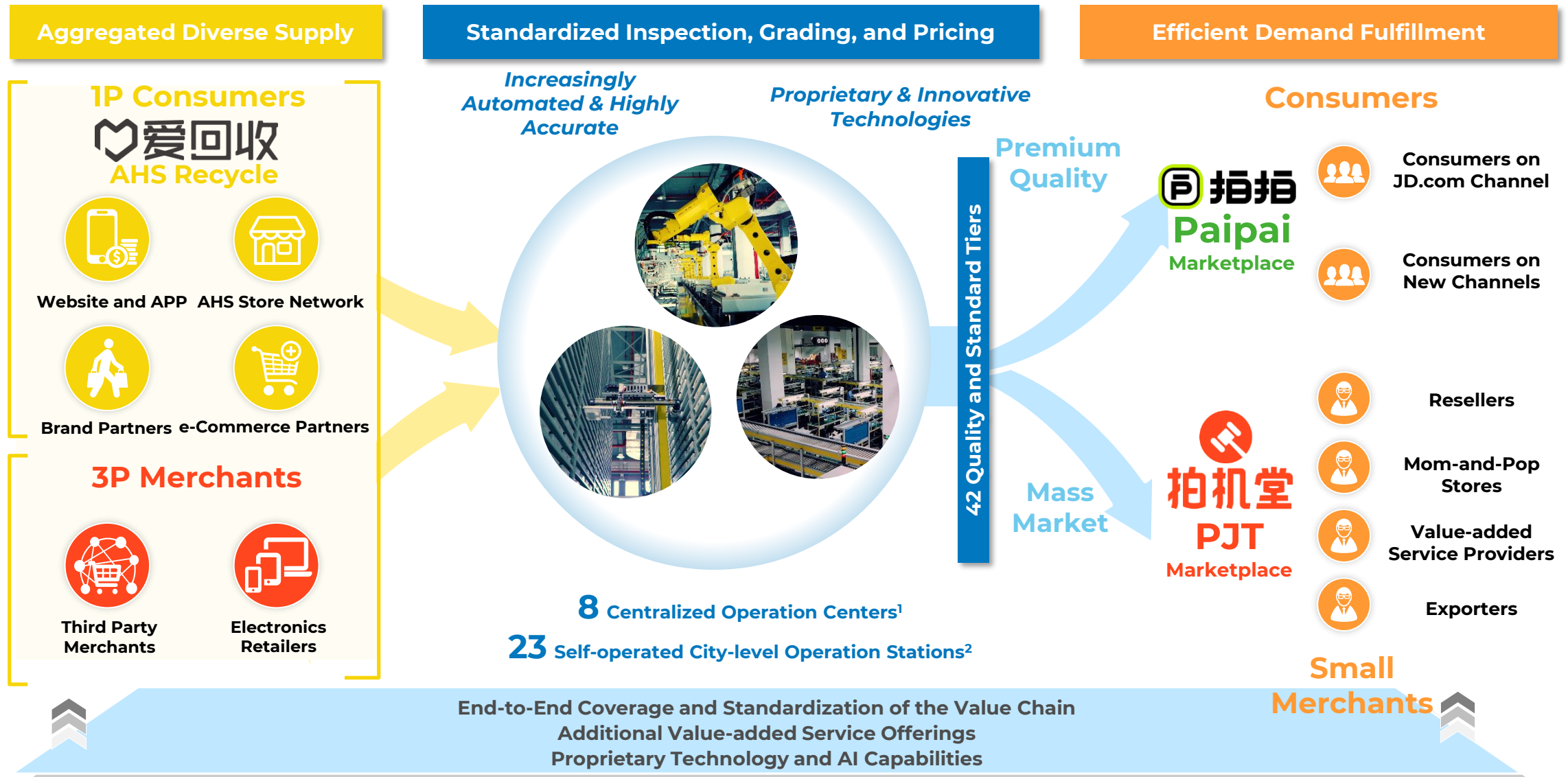


Our Evolution

On June 18, 2021, ATRenew became a publicly traded company, listing on the New York Stock Exchange under the symbol 'RERE.'



We Built the Circulation Ecosystem for Pre-owned Devices in China



Key Investment Highlights



Our Scale and Capabilities to Define Industry Standards

Nationwide coverage of industry participants



Online Recycling: Multiple online **consumer touchpoints** for trade-in



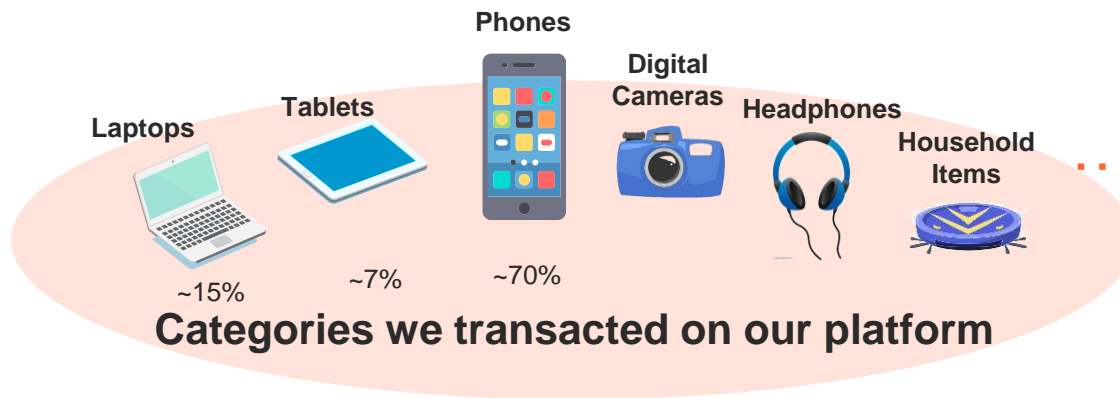
Offline Presence: **1,629** stores and **1,800+** self-service kiosks in **241** cities in China¹



Extended Reach: ~**331,000** merchants registered as buyers or sellers on PJT Marketplace²



LTM transaction volume: ~**33.2** million consumer products transacted over the last twelve months³



Pioneer in developing industry standards



Inspection
38 Criteria to be inspected automatically



Grading
42 grading tiers set for each device model and used for bidding



Pricing
Based on millions of bids and transactions



Security
Data erasure conducted at storefront and facilities

Proprietary Testing, Grading, and Pricing Technologies

Our State-of-the-art Operation Centers

Wide-ranging Coverage in China



8 centralized operation centers¹

- Changzhou (automated)
- Dongguan (automated)
- Wuhan
- Chengdu
- Tianjin
- Xi'an
- Shenyang
- Hong Kong



23 self-operated city-level operation stations²




Enhance Efficiency of Business Operation


Improve Service Accessibility


Provide Adequate Processing Capability


Reduce Error Rate and Labor Cost



Advanced Technology and Streamlined Process

Exterior Inspection

Hardware Inspection

Comprehensive and Standardized Report

Interior Inspection



Average 6 Hours Inspection Time³



Standardized Grading System

Overview of AHS Recycle (C2B)

C2B – efficiently sourcing supply of all phone types



AHS Stores are Our Core Consumer Touchpoints

01

Premium recycling experience



02

Trusted face-to-face delivery



03

Established offline trade-in fulfillment infrastructure



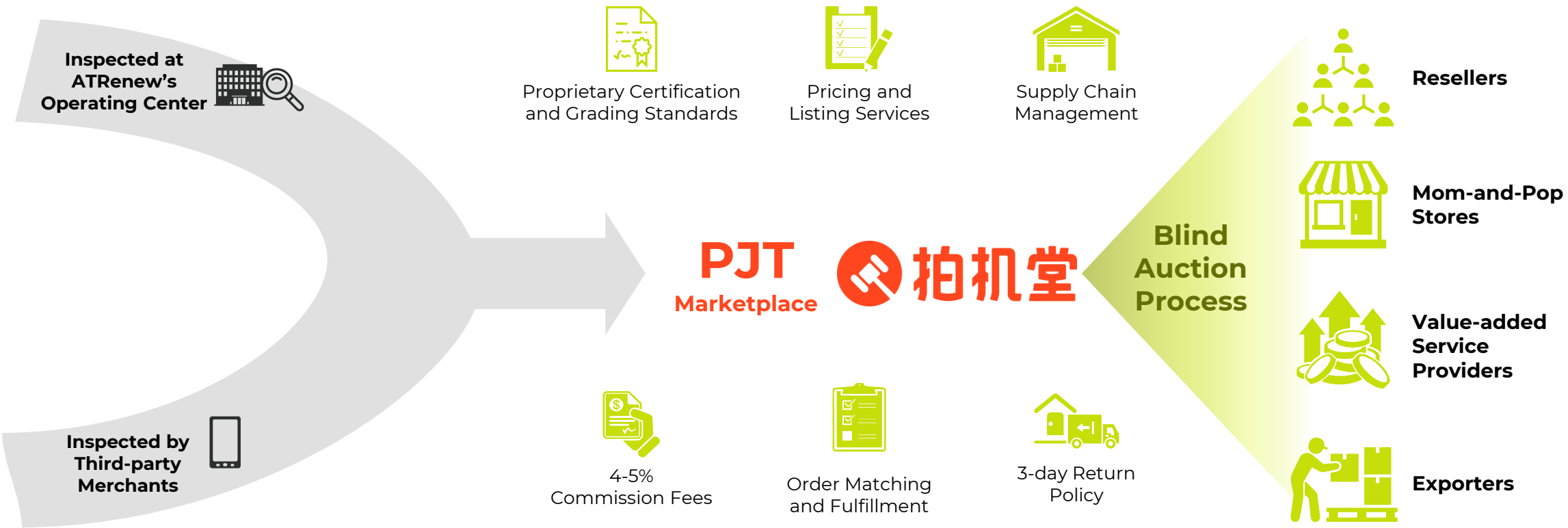
04

Increased brand awareness

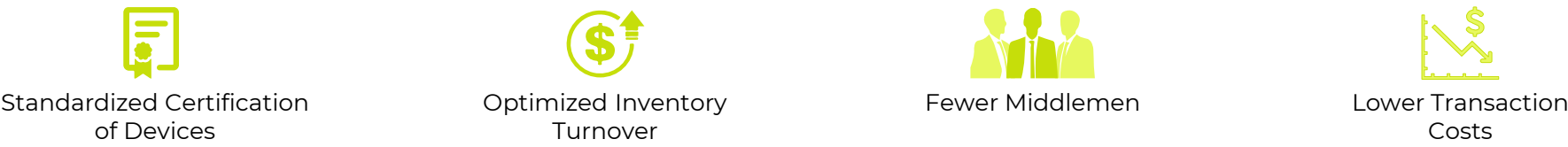


Overview of PJT Marketplace (B2B)

B2B – enabling third-party merchants’ trade-in programs and transactions

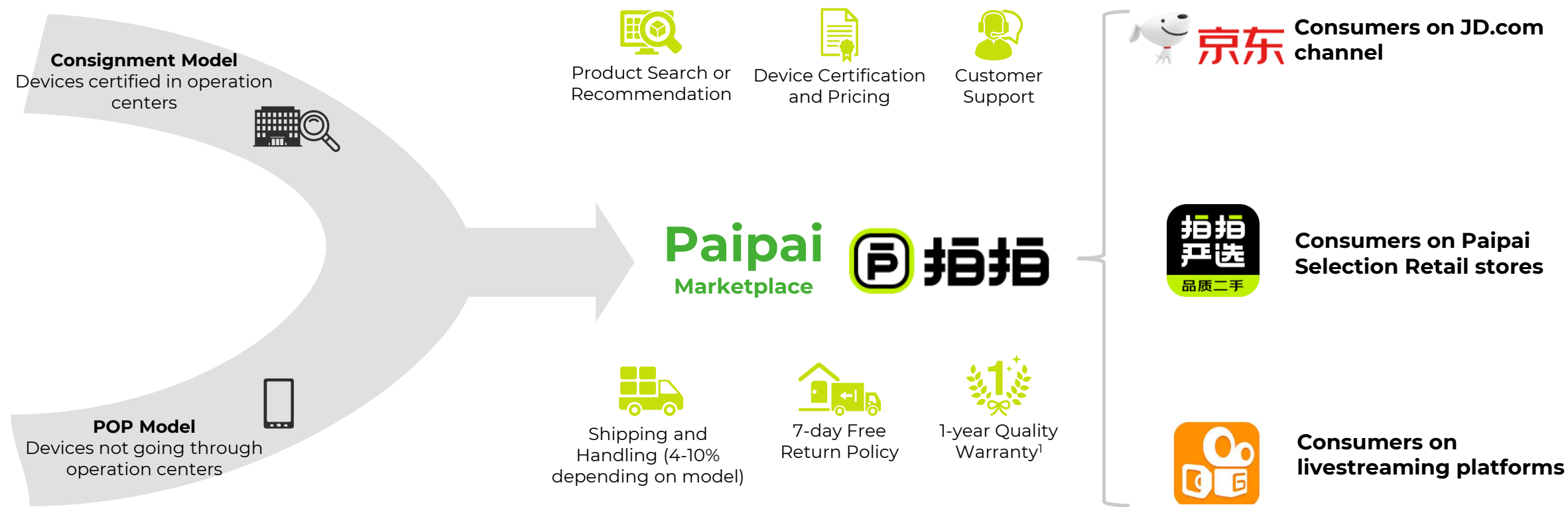


Providing Small Merchants with a Comprehensive Suite of Solutions



Overview of Paipai Marketplace (B2C)

B2C – fulfilling consumers’ demand for quality products and superior experience



Providing Consumers With a Diverse Range of Pre-owned Consumer Products



A Premium Brand With Innovative Retailing Channels

01

Integrated offline store and mini warehouse



02

In-store sales via livestreaming



03

Private domain promotion via WeChat group chats



04

Retail arm of the city-level service integration strategy

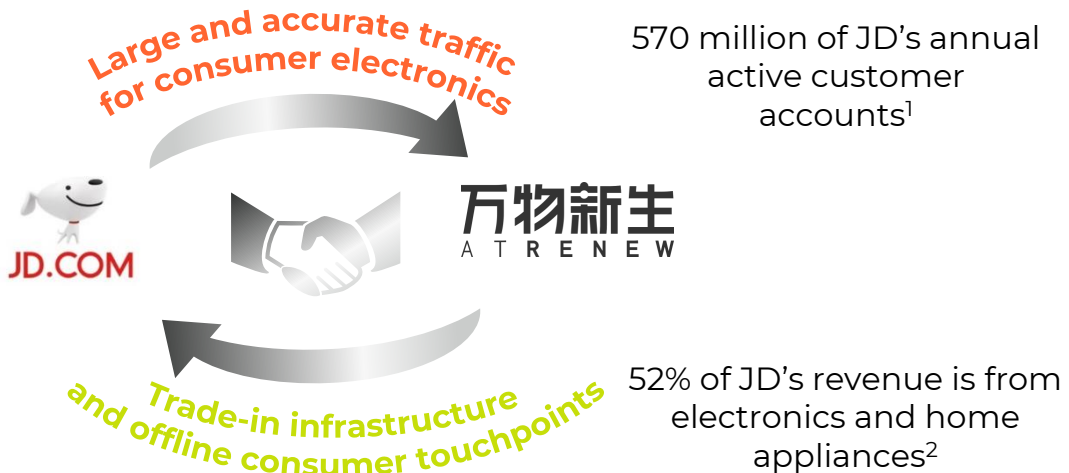


Highly Synergistic Relationship with JD.com

Strong Synergy with JD's Core Business

Among JD's famous customer value propositions “多快好省”, ATRenew promotes and emphasizes “好” for JD's core 3C category, while adding more services and touchpoints for JD's customers.

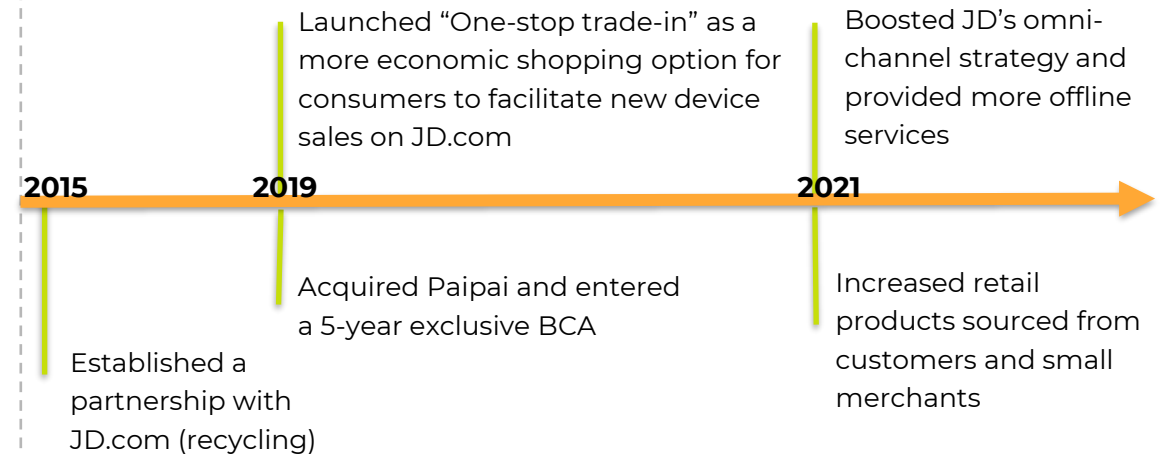
— Jon Liao, former Chief Strategy Officer of JD.com



Efficient Order Conversion on Both Consumer Ends (Recycle & Retail)



C2B Recycle via JD Portals → 1-stop trade-in on new device sales



B2C POP light model → More devices sold with certification and warranty

Our Continuous Efforts in Compliance and ESG Initiatives

Improved Governance

- Established high-caliber ESG Committee
- Transparent Code of Business Conduct and Ethics
- Set product and corporate governance as high materiality topics
- ISO 27001 information security management system certification
- Onboarded one female independent director, enhancing board composition



Socially Responsible

- Education initiatives for underprivileged school children
- Anti-COVID donations to local communities
- Structured employee development and care programs
- Tech and digital tool accessibility for small merchants



Environmentally Friendly



- Green recycling, transportation and e-waste disposal
- Build a supply chain with manageable carbon footprint
- ISO14001 certified
- Committed to reducing environmental impact - carbon emission intensity reduced by 28.8% in 2021

- **30.4 kg**

Every second-hand mobile phone sold by us contributes an average of 30.4kg of carbon emission reduction

- **72.6%**

Carbon emission reduction via reusing a pre-owned phone

- **463,692 tonnes**

Carbon emission reduction in 2021 by giving a second life to used phones

Explore more:

Home: www.atrenew.com

IR site: ir.atrenew.com

Email: ir@atrenew.com

