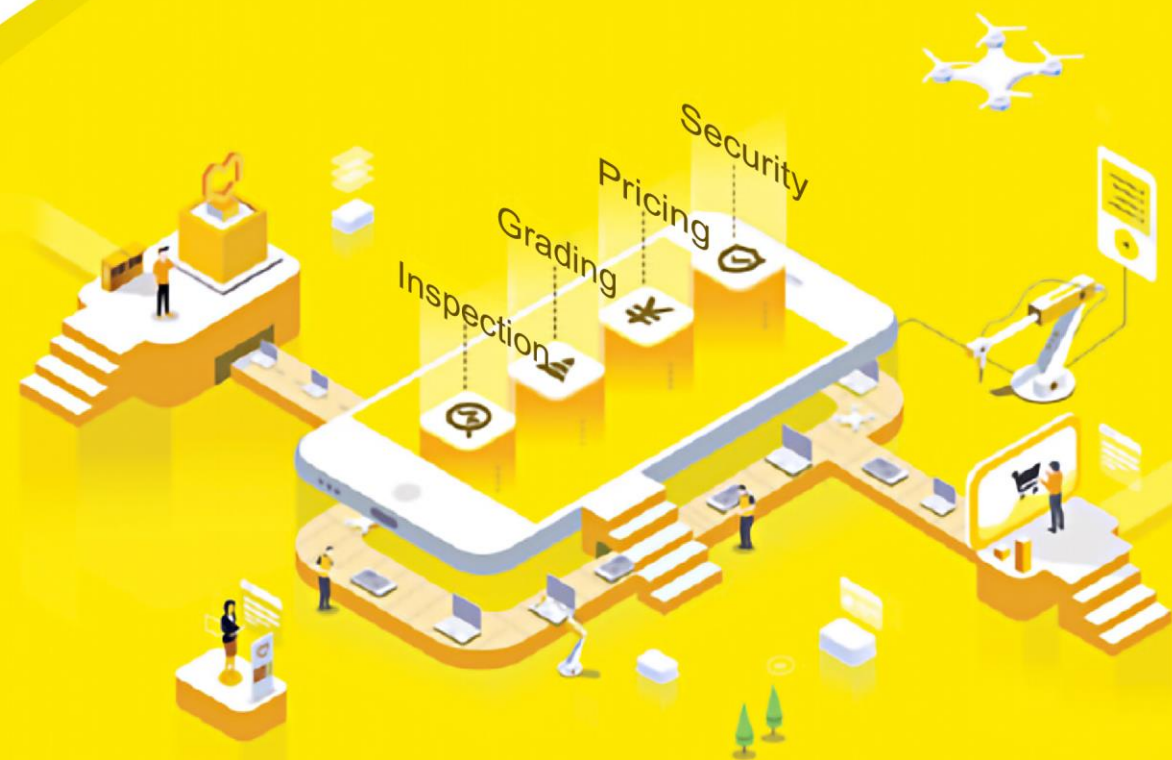




# ATRenew Inc. 2022 Investor Day

August 2022



# 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.

# Today's Presenters



**Kerry Chen**

Founder & CEO



**Yongliang Wang**

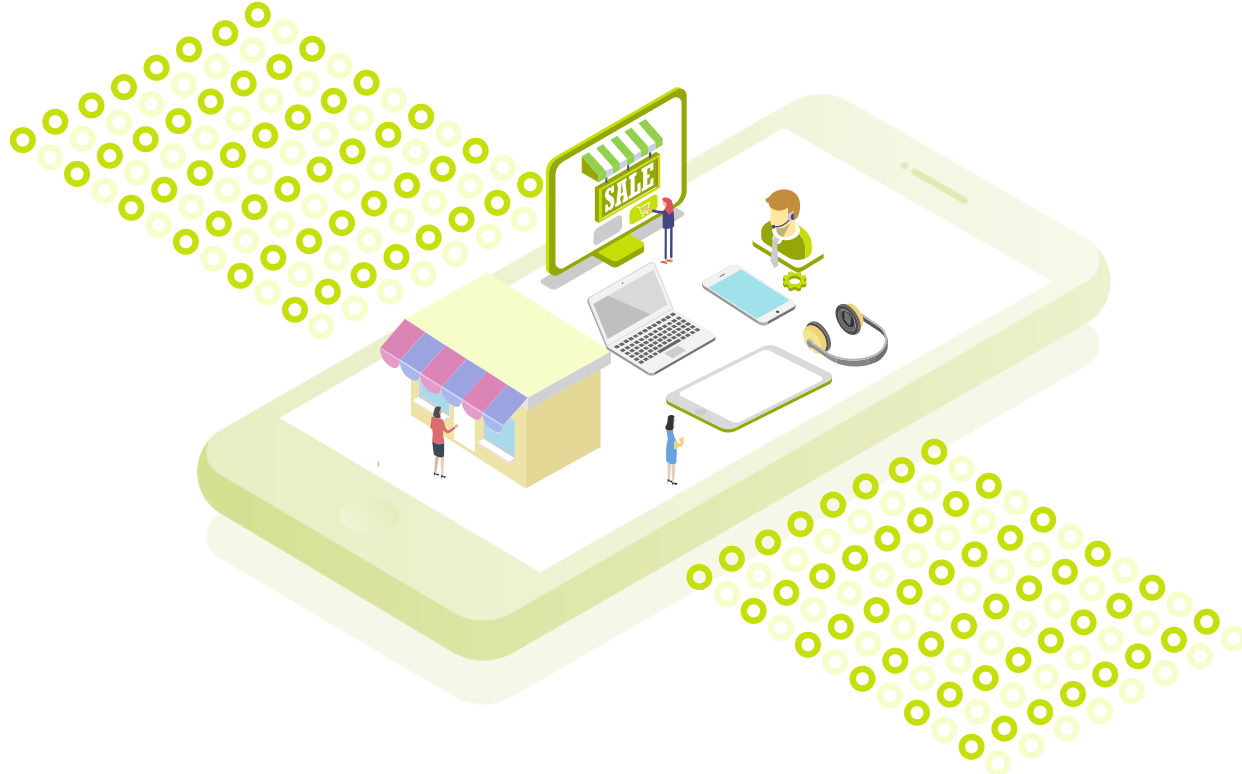
President & COO



**Rex Chen**

CFO

# Who We Are



Notes: (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  
China<sup>1</sup>

## 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

# Our Offerings and Core Competencies

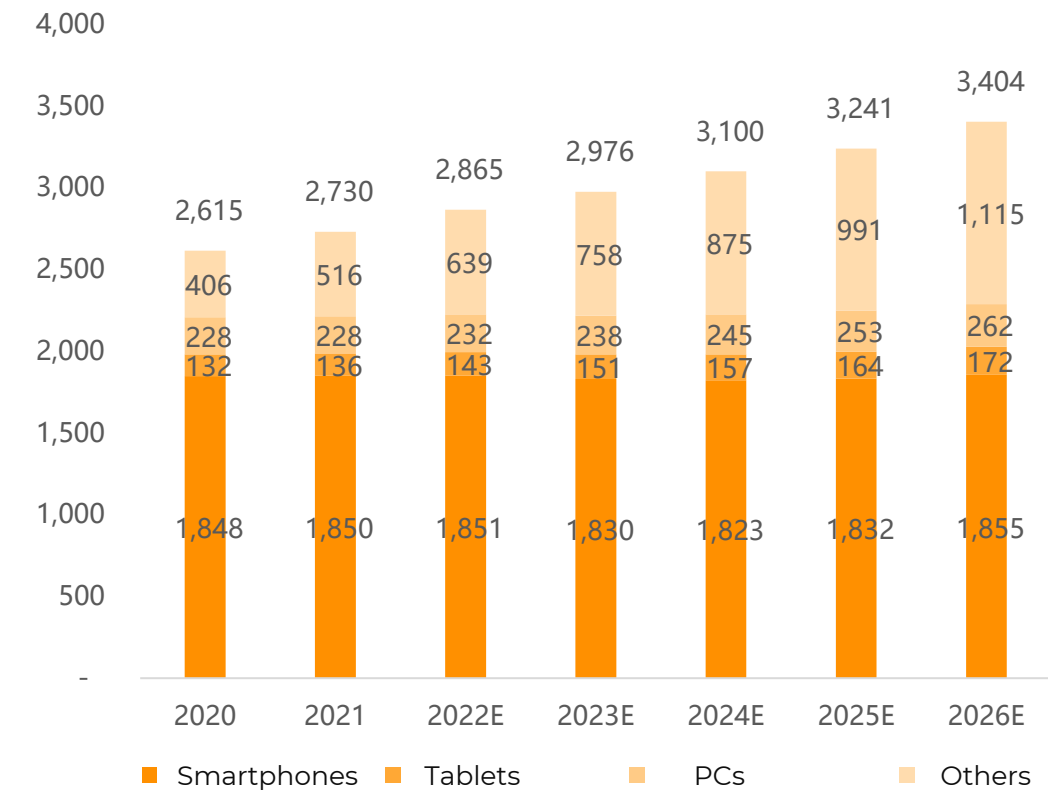
Yongliang Wang, Chief Operating Officer



# Huge Domestic Market Opportunity in Pre-owned Electronics

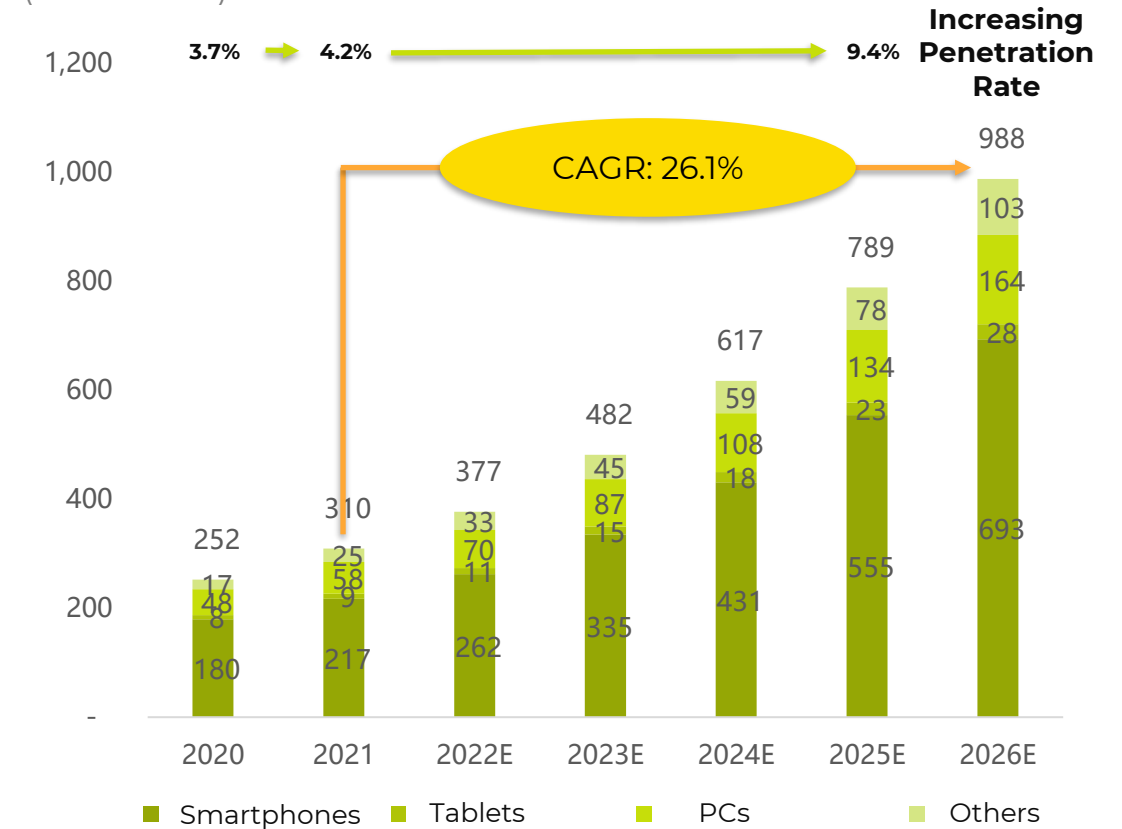
## Device Volume with Use Value in China

(million)

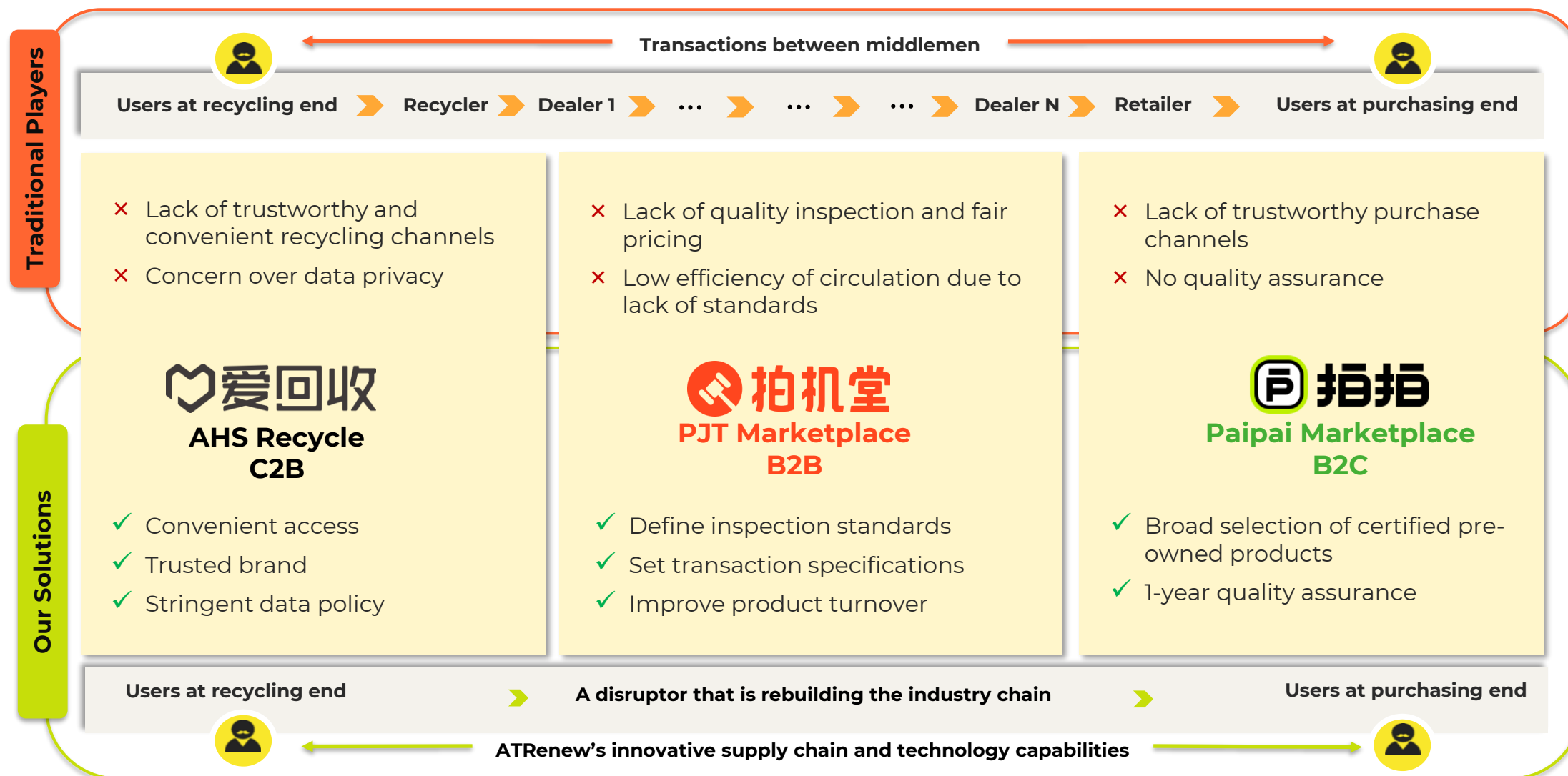


## Pre-owned Device Distribution and Service GMV in China

(RMB billion)



# ATRenew as a Tech-driven Market Disruptor and Reformer



# AHS Recycle Introduces Innovative Recycling Solutions

## Challenges faced by the industry

Lack of unified  
quality check and  
grading  
standards

Lack of  
consolidated  
recycling channels  
and transparency  
in pricing

Trust issue

Concern over  
privacy and data  
security

.....



## Solutions provided by AHS Recycle



Building a nationwide  
physical store network



Setting up convenient  
recycling touchpoints



Establishing a  
trust-worthy brand



Ensuring stringent  
data erasing practice

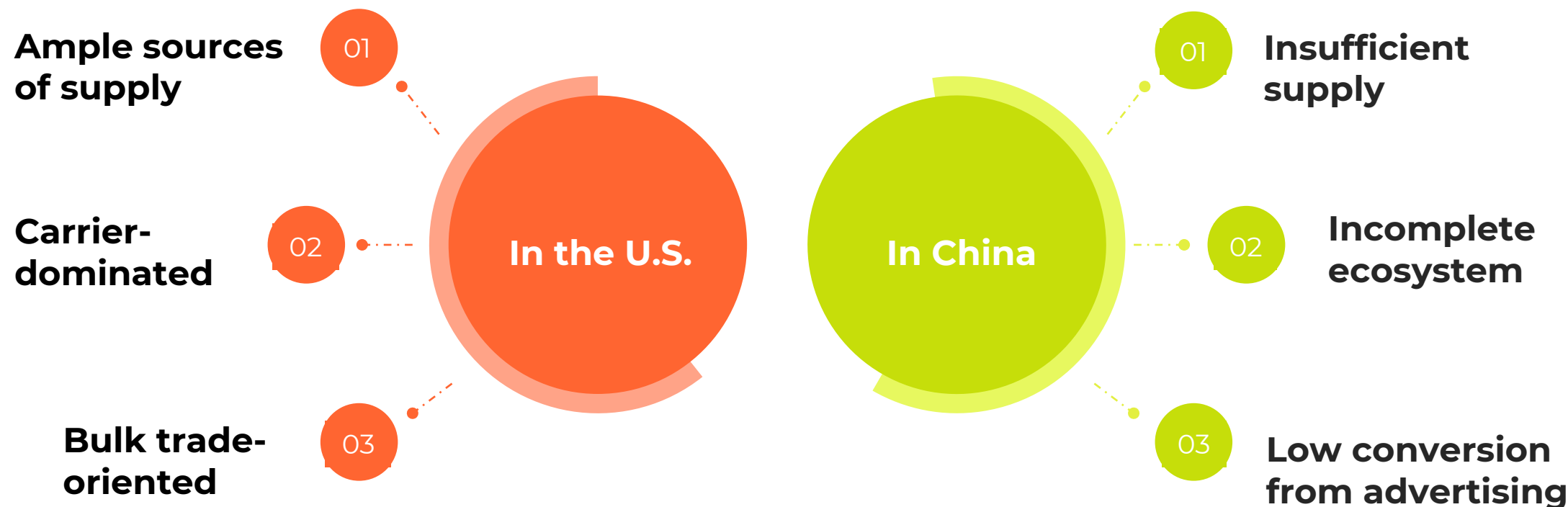
.....



# Extensive Partnerships Amplify Recycling Penetration



# Pre-owned Device Recycling Markets Comparison



# Building an Industry-leading Recycling and Trade-in System

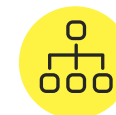


## ● Recycling

- ✓ Unified standards
- ✓ Fair pricing
- ✓ Easy access
- ✓ Ensured data erasing

## ● Trade-in

- ✓ Trade in for new device
- ✓ Pay the price difference
- ✓ Pick-up new device when recycling
- ✓ Improved user experience



As of March 2022, **214** cities are covered in China,



by a total of **1,423** AHS stores.



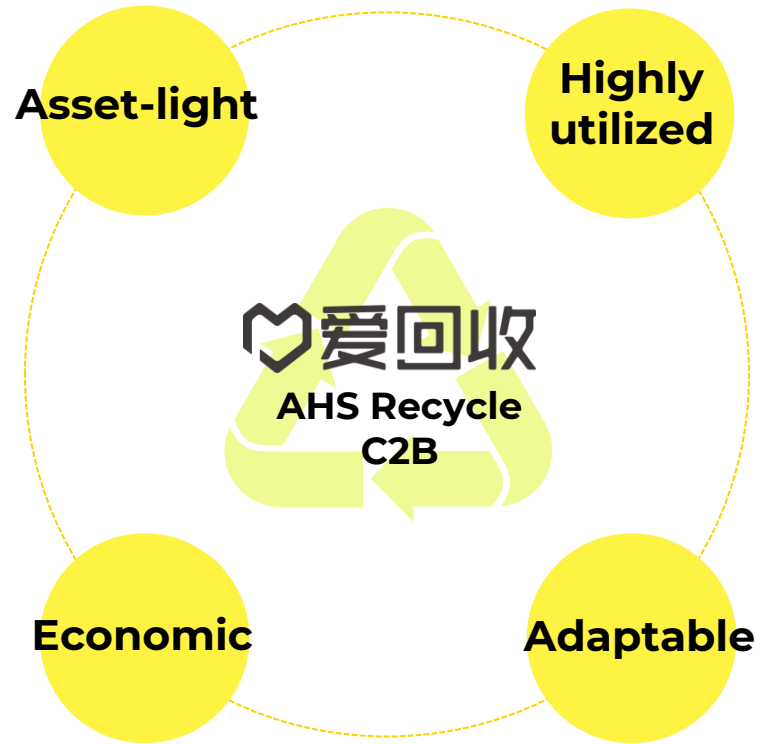
Through serving **consumers** directly,



ATRenew builds its **moat** in the recycling industry.

# AHS Stores are Key Branding and Consumer Education Assets

万物新生  
ATRENEW



# 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





# Investing in Technology to Advance Operational Efficiency



## Extensive Coverage in China



**6** centralized operation centers<sup>1</sup>

- Changzhou
- Dongguan
- Wuhan
- Chengdu
- Tianjin
- Hong Kong



**116** city-level operation stations<sup>2</sup>



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  
Time<sup>3</sup>



**38** criteria and **42** Grades



Notes:

- (1) As of March 31, 2022; We switched the first-generation operation in Shanghai to an operation station in 1Q22 as the capacity of Changzhou automated facility grew;  
(2) As of March 31, 2022, including both self-operated and jointly operated stations;  
(3) Including certification or inspection process.

# Digitalization Improves Transaction Efficiency

## Challenges faced by the industry

On-demand order processing and fulfillment mechanism



- Lack of unified quality standards
- Low cost-efficiency
- High entry barrier for merchants
- Lack of transparency and scalability
- Difficult to manage inventory



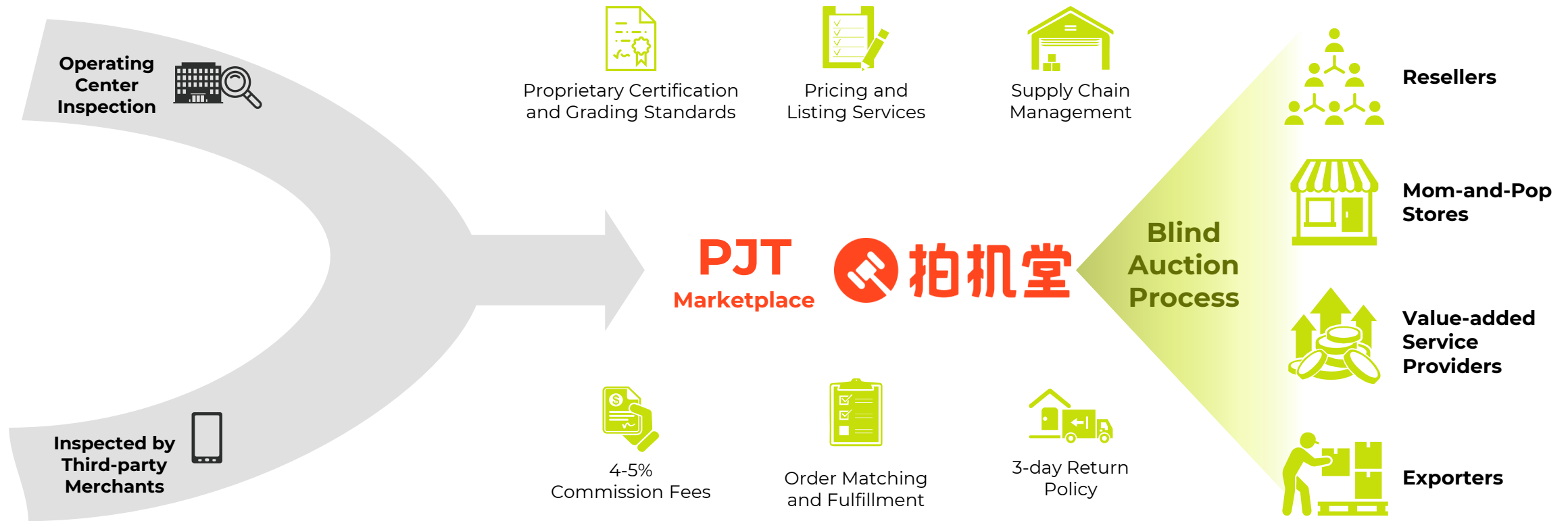
## Solutions provided by PJT Marketplace

Digital tools and comprehensive transaction standards

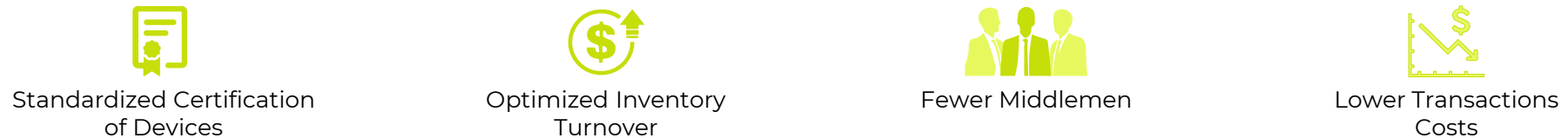


- ✓ A widely-recognized quality standards
- ✓ A fair pricing system backed by big data
- ✓ Digitalization of transactions
- ✓ Improvements in business scalability
- ✓ Small merchants empowerment

# B2B - Empower Merchants with Tools and Digitalization

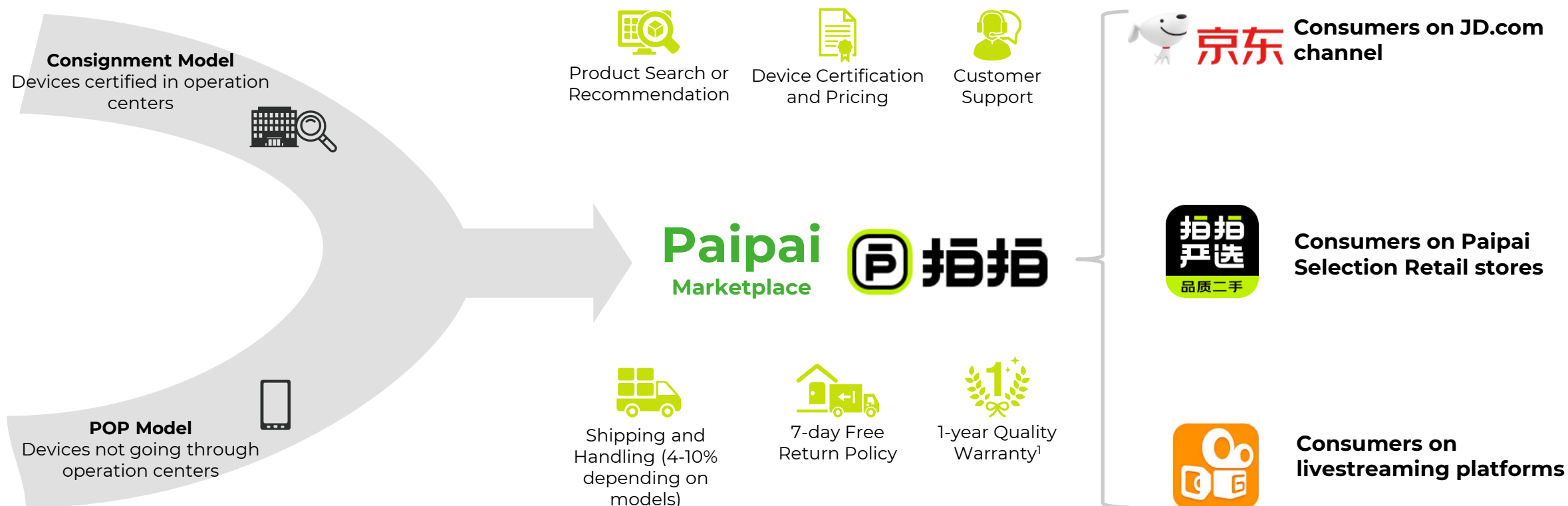


## Providing Small Merchants with a Comprehensive Suite of Solutions





# B2C - Provide Premium White Label Products



## Providing Consumers 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



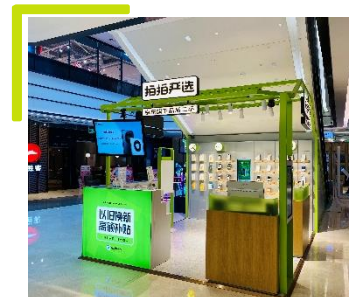
03

Private domain promotion via WeChat group chats



04

Retail arm of the city-level service integration strategy



# Further Sharpening Our Competitive Edges

## 爱回收 AHS Recycle

- **Prudent store opening strategy** that prioritizes operating profit
- **A combination of self- and jointly-operated stores** ensures a unified customer experience
- **Strong brand awareness** and a go-to recycling solution provider
- **Tap into multi categories** by leveraging stores' service capabilities

C2B

## 拍机堂 PJT Marketplace

- **Widely-recognized quality standards** and stringent risk management system
- **Merchant user empowerment** and transaction digitalization
- **A credible marketplace** that provides dealers with a premium transaction experience and rights protection

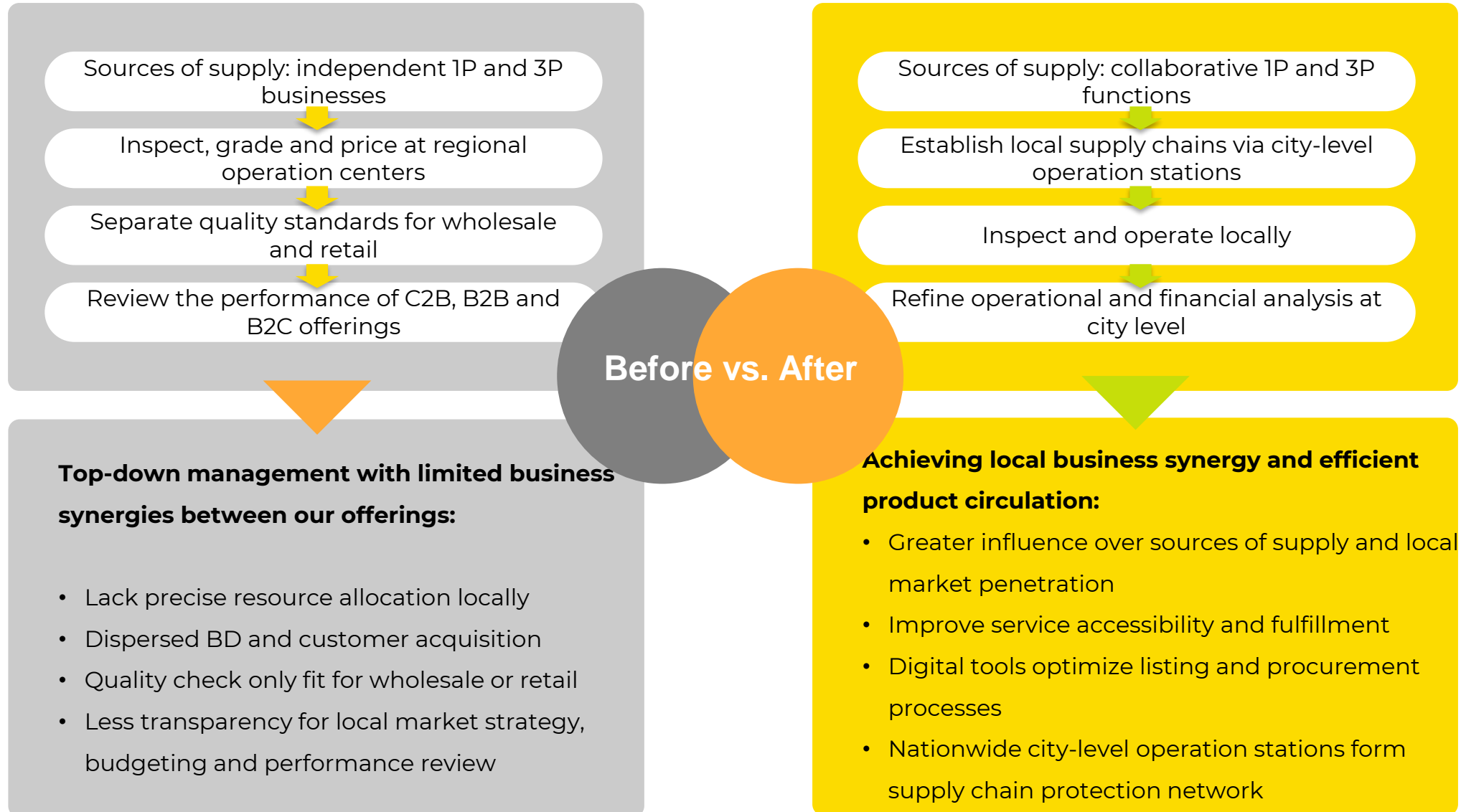
B2B

## 拍拍 Paipai Marketplace

- **Precise marketing and conversion** through synergies with JD.com
- **Smooth shopping and after-sales experience**
- **Quality assurance** strengthens consumer trust thereby increasing the popularity of recycling and reuse

B2C

# Refine Operations via City-level Service Integration Model



# Forming a Community of Circularity

## City-level service integration grid



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)

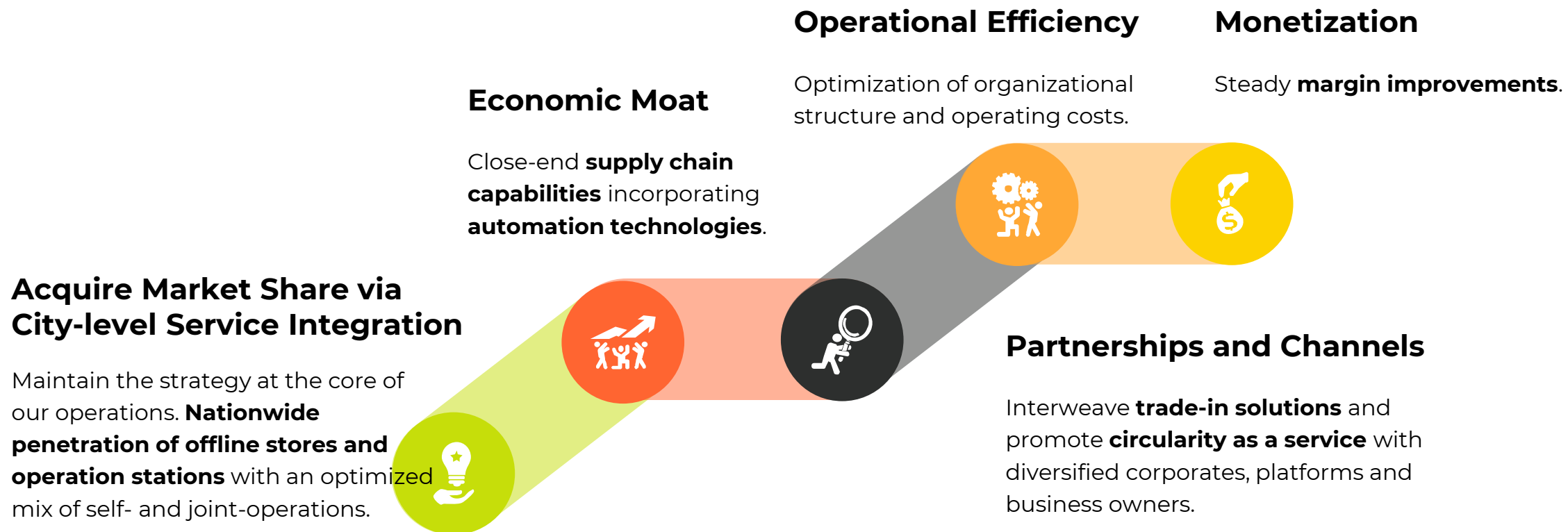


City-level operation stations  
(extend inspection and operation capabilities to local merchants)

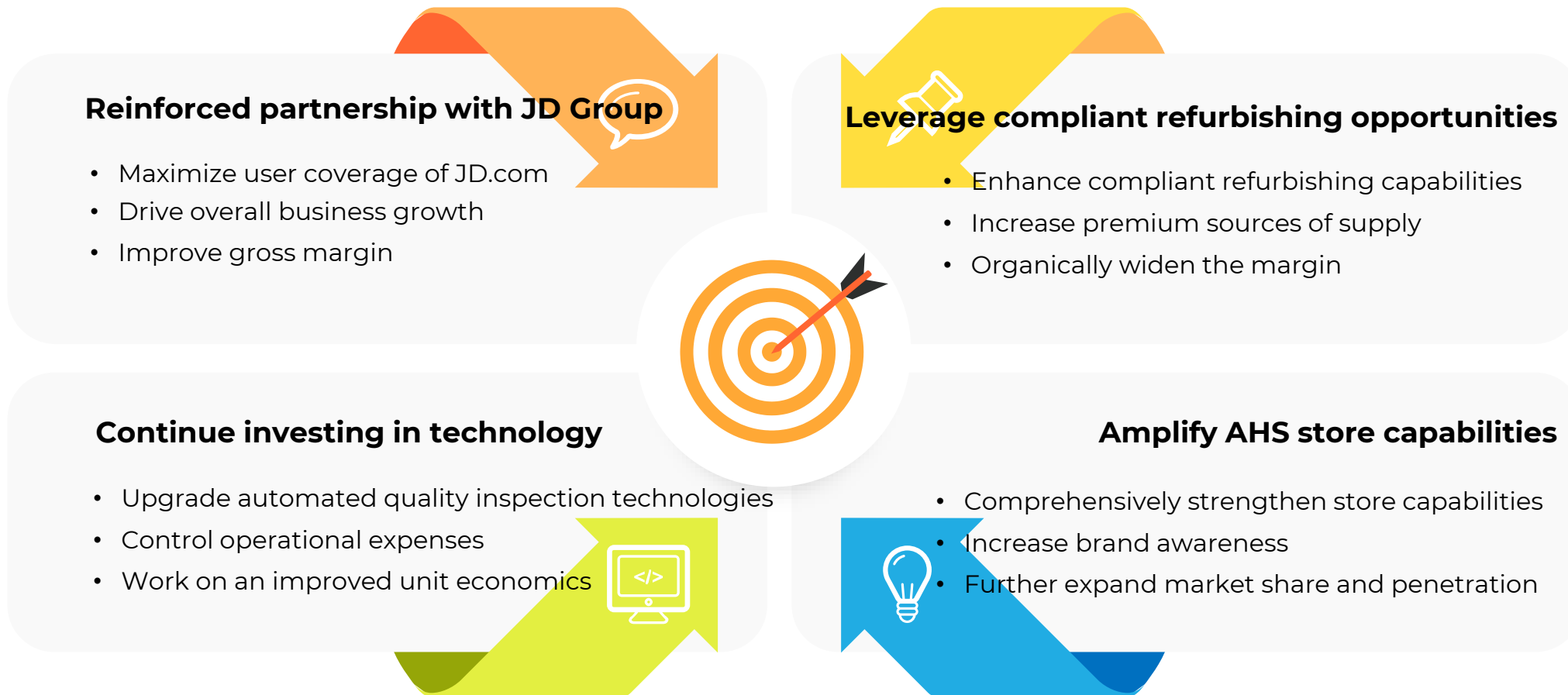


# Our Vision for 2022 and Continued Profitability

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



# Outlook for a Sustainable Development



# Financials and ESG Analysis

Rex Chen, Chief Financial Officer





# 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

**RMB9.4 Billion, +51.6% YoY**  
Total GMV in 1Q22

**8.4 Million, +31.3% YoY**  
Number of products transacted in 1Q22

**13.5% of Total Net Revenues**  
Service revenue as percentage of total net revenues in 1Q22

**RMB2.2 Billion, +45.7% YoY**  
Total revenues in 1Q22

**1,446 Stores**  
Covering 214 cities in China<sup>1</sup>

**RMB3.9 million**  
Non-GAAP operating income in 1Q22<sup>2</sup>

Notes: (1) As of March 31, 2022; (2) Non-GAAP adjustments include amortization of intangible assets resulting from business acquisitions and share-based compensation expenses.

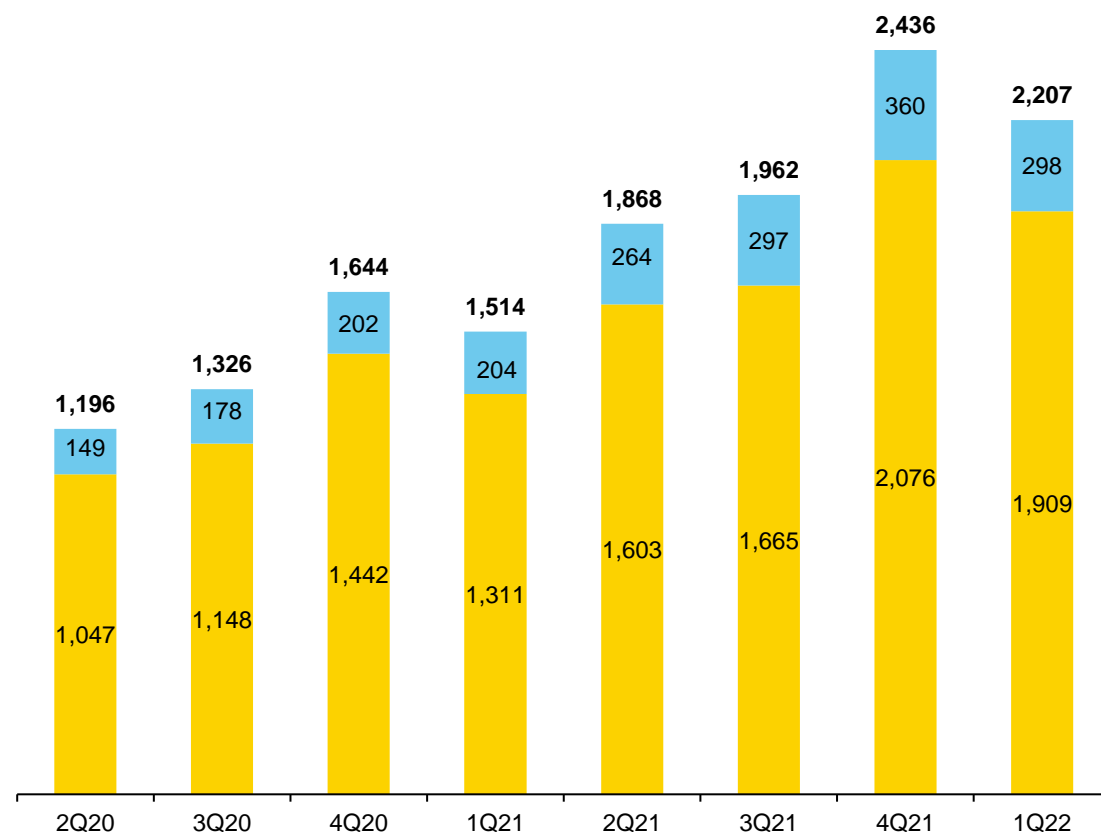
# Sustainable Topline Growth Fortified by 1P Business

## Continued Revenue Growth Momentum

RMB million

■ Net Product Revenues

■ Net Service Revenues



## Strong Year-on-year Growth<sup>1</sup>

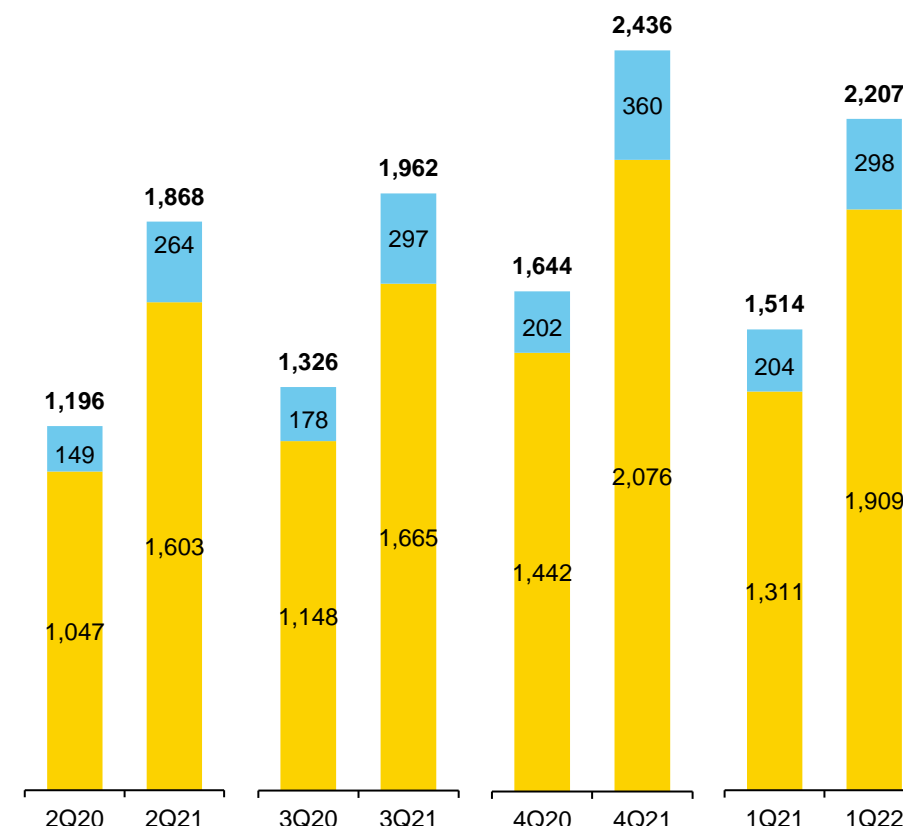
**Total**  
**Service**  
**Product**

**+56.2%**  
**+77.9%**  
**+53.1%**

**+48.0%**  
**+67.3%**  
**+45.0%**

**+48.2%**  
**+78.4%**  
**+43.9%**

**+45.7%**  
**+46.0%**  
**+45.7%**

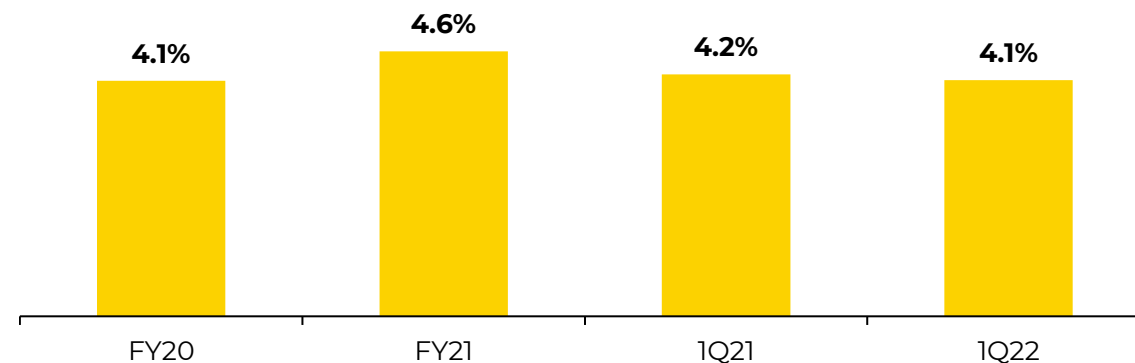
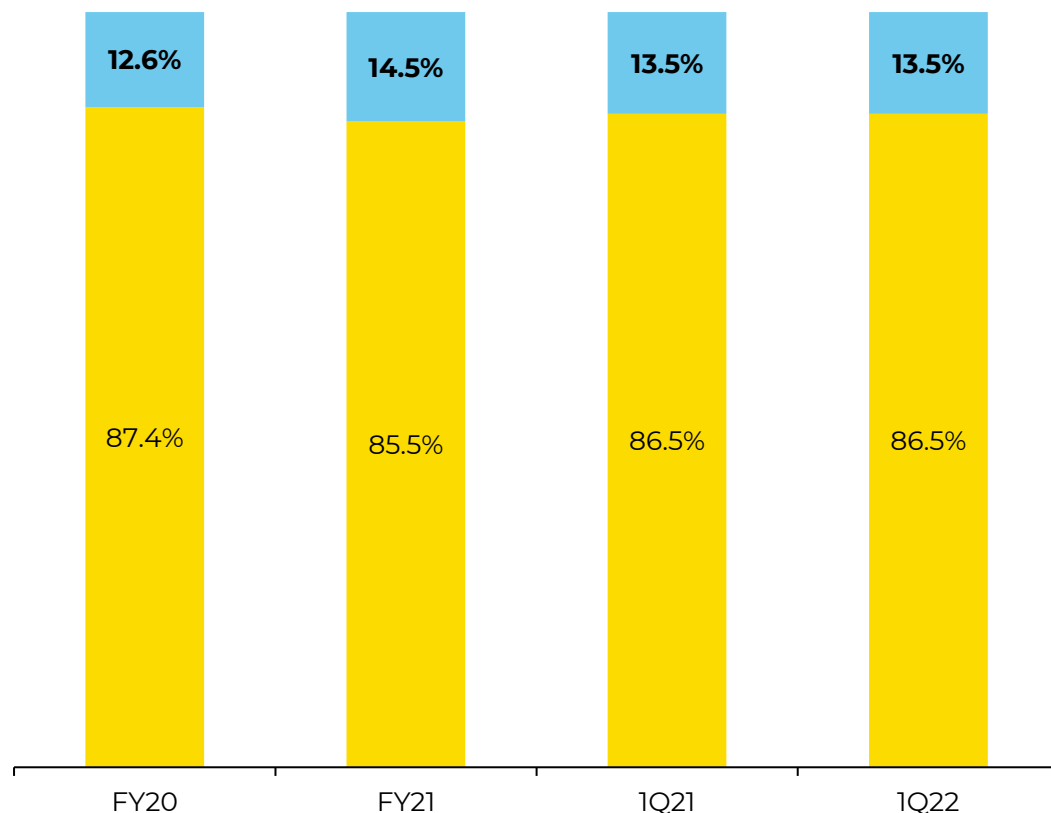


# Healthy Revenue Mix and Monetization Capability of Marketplaces

## Service Revenue Contribution

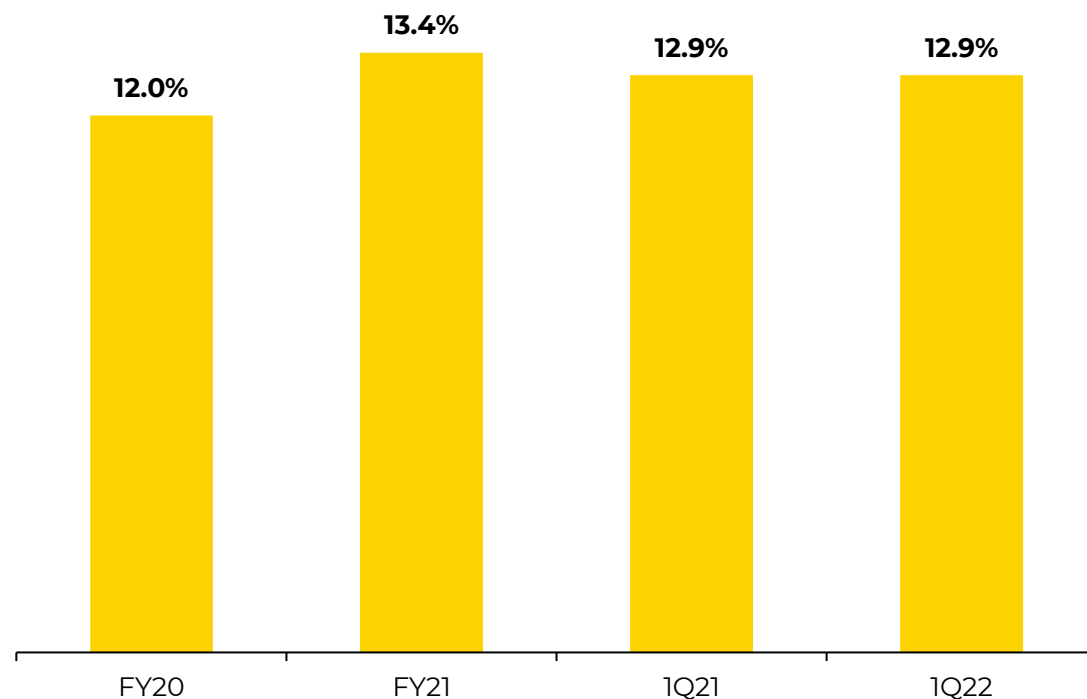
## Overall Take Rate for Marketplaces<sup>1</sup>

■ Net Product Revenues ■ Net Service Revenues

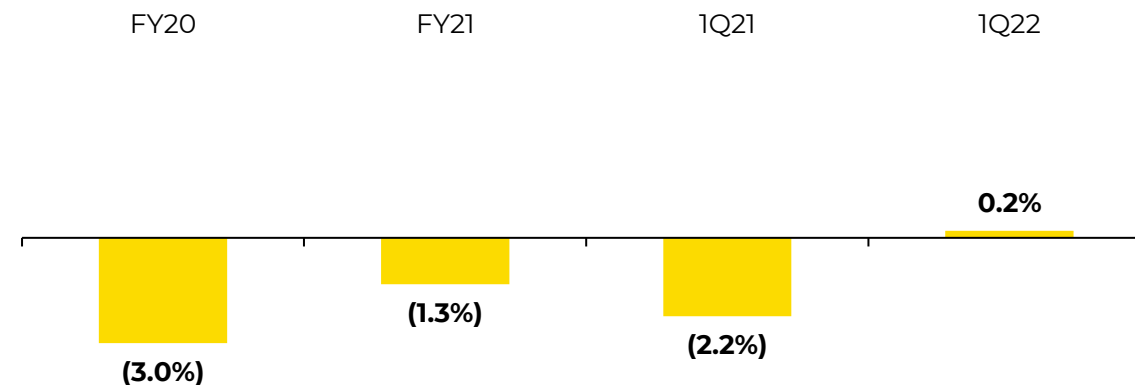


# Stable Profitability Mitigates Covid Resurgence Risks

## Adjusted Fulfilled Gross Margin<sup>1</sup>



## Non-GAAP Operating Margin<sup>2</sup>



# Green Operation and Contribution to the Circular Economy

Against the backdrop of China's goals of achieving peak carbon and carbon neutrality, ATRenew launches a comprehensive recycling and re-commercialization solution to contribute to reducing greenhouse gas emissions.



- Establish a supply chain that is able to trace carbon footprint.
- Analyze the lifecycle of pre-owned phones to measure carbon emissions during re-commercialization.
- Adopt TCFD framework to improve climate-related risk management system.

## 2021 Environmental Highlights:

**30.4 kg**

GHG emission reduction  
contribution of reusing a  
mobile phone

**463,692 tonnes**

GHG emission reduction  
contribution by re-commercializing  
pre-owned phones

**223,000**

devices dismantled  
eco-friendly

**35.7 tonnes**

of electronics  
pollution reduction



# Corporate Social Responsibilities

- Empower the operation capabilities of small and medium-sized businesses through themed training
- Invest in social welfare and education inclusion programs in rural areas of China
- Care for the physical and mental health of employees and ensure workplace safety
- Implement employee development plans and provide appropriate training programs



「回收爱·美好学校河南数码助学基金」  
支援灾后电子教学设备重建，助力孩子获得丰富教育资源



## 2021 Social Highlights:

**RMB5.05 million**

donation to Henan for  
post-flood recovery

**52 schools**

received educational  
support

**9,840 students**

covered by our educational  
inclusion programs in total

**2,952 sessions**

were delivered in  
total

# Improved Corporate Governance

01

- 3 out of 8 members of the board are independent directors
- This includes 1 female independent director<sup>1</sup>

02

- Multi-Level Information Security Protection Record-Level 3
- Certified by ISO 27001 information security management system

03

- Developed “Seraph Program”, an anti-spider decision-making system
- Reduced the percentage of malicious requests from 35.5% to 0.12%

## 2021 Governance Highlights:

**70+**

rectification and improvement plans

**6**

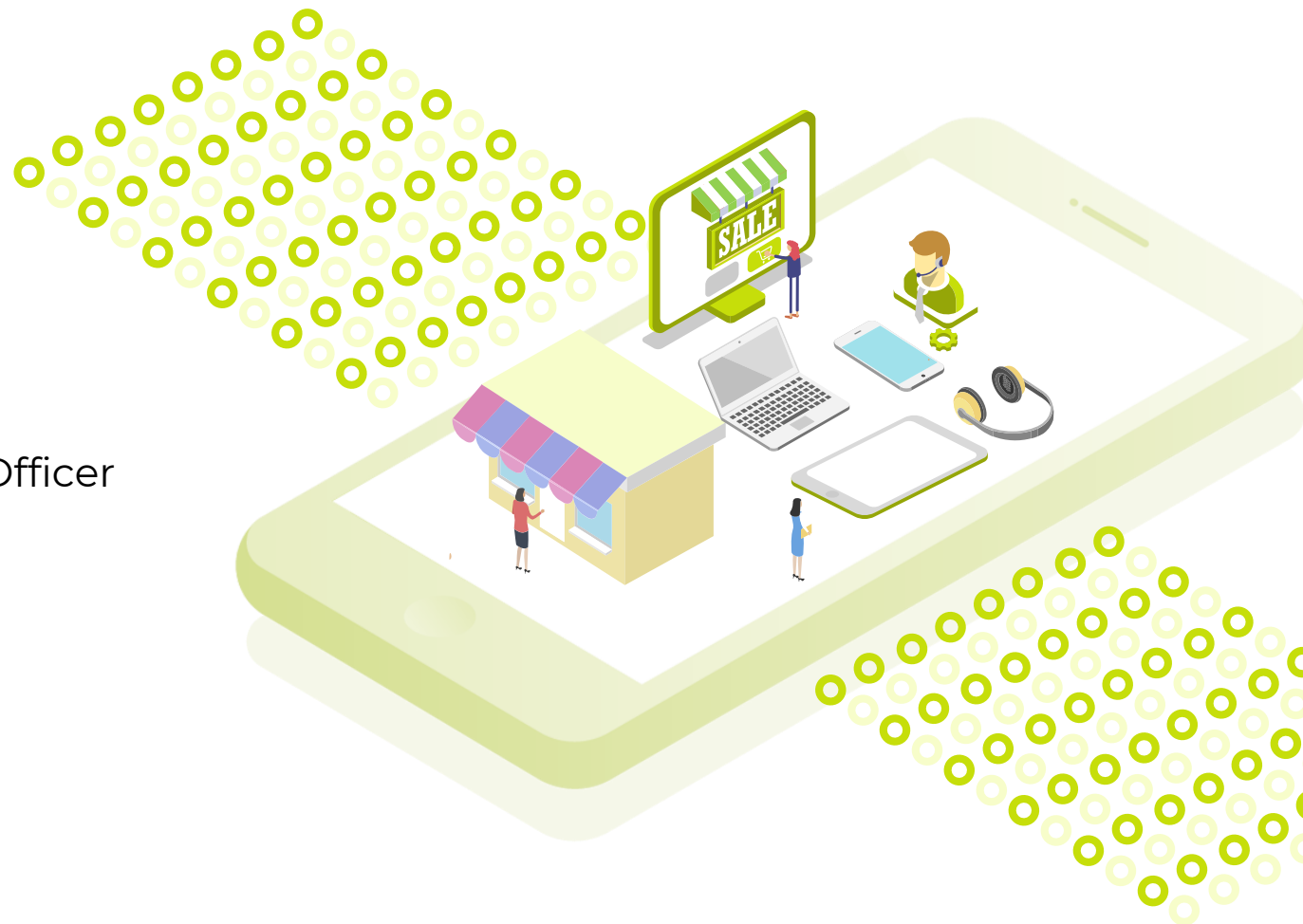
irregular integrity checks

**0**

corruption litigation cases

# Q&A

With Kerry Chen, Founder and Chief Executive Officer  
and Rex Chen, Chief Financial Officer







Home: [www.atrenew.com](http://www.atrenew.com)

IR site: [ir.atrenew.com](http://ir.atrenew.com)

Email: [ir@atrenew.com](mailto:ir@atrenew.com)



Follow ATRenew on WeChat

