

万物新生  
A T R E N E W

# INVESTOR PRESENTATION

November 2021



爱回收  
AHS Recycle

拍机堂  
PJT Marketplace

拍拍  
Paipai Marketplace

AHS DEVICE

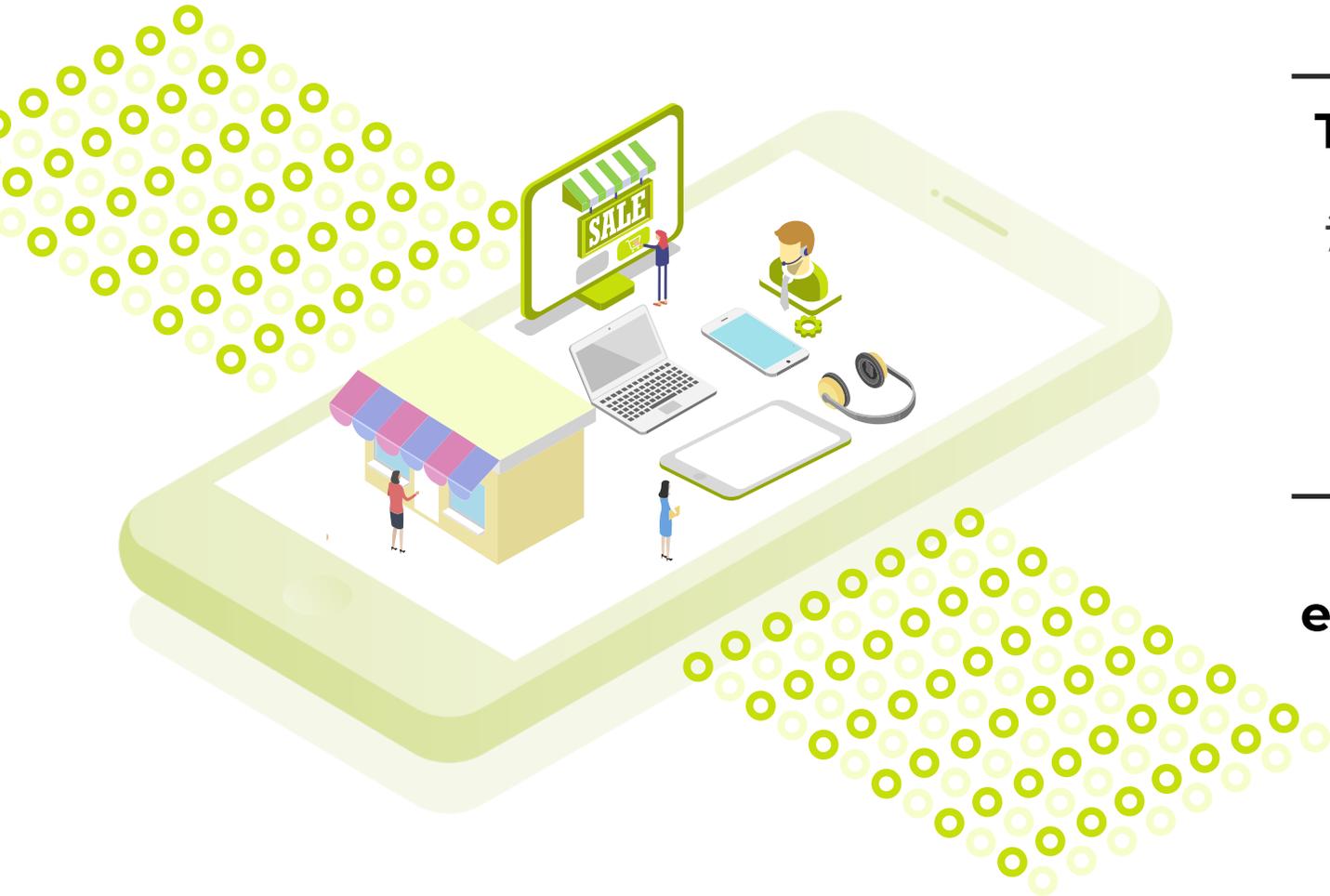
# Safe Harbor

## 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.



## Our Mission

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

让 闲 置 不 用 · 都 物 尽 其 用

## Our Vision

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To enable pre-owned consumer electronics transactions and services **globally by leveraging technology**

# 万物新生

A T R E N E W

**No.1** Pre-owned Consumer Electronics  
Transactions and Services Platform in China<sup>1</sup>

  
AHS Recycle

  
PJT  
Marketplace

  
Paipai  
Marketplace

  
International Business

**RMB22.3 Billion, up 72.9%**

Total GMV in 9M21

**22.1 Million, up 35.6%**

Number of products transacted in 9M21

**15.2% of Total Net Revenues**

Service revenue as percentage of total net revenues in 3Q21

**RMB5.3 Billion, up 66.3%**

Total revenues in 9M21

**956 Stores**

Covering 195 cities in China<sup>2</sup>

**48.0% YoY Increase**

Total revenues in 3Q21

Source: CIC

Notes:

(1) For pre-owned consumer electronics in 2020, according to CIC report;

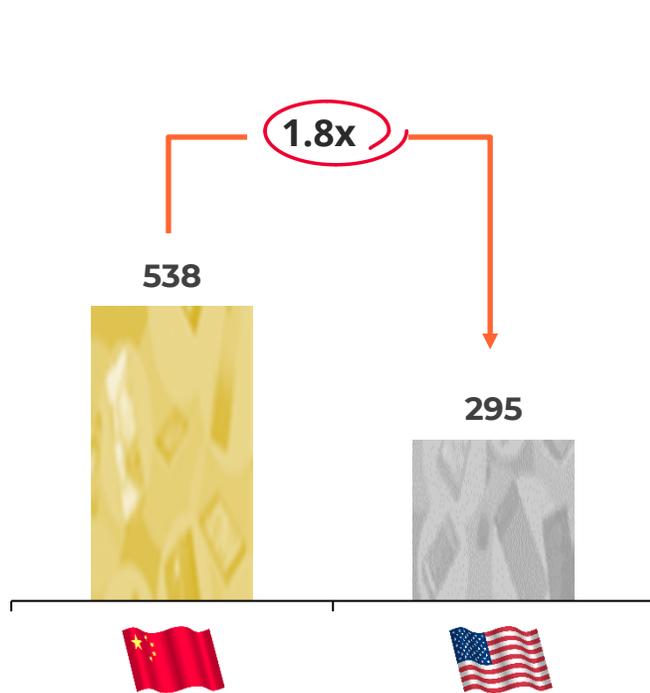
(2) As of September 30, 2021.

# Home Market Opportunity

China is the world's largest consumer electronics market with huge potential for increasing the penetration rate of circulation.

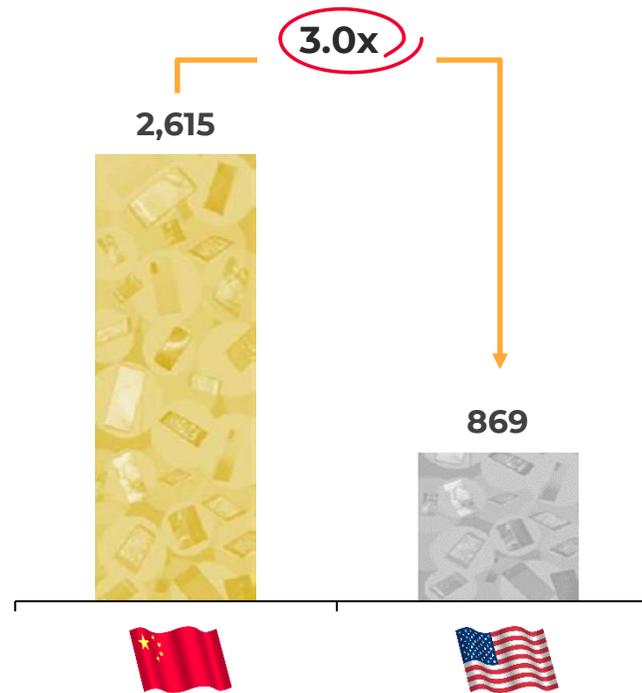
## New Devices Shipment Volume<sup>1</sup> (2020)

(million)



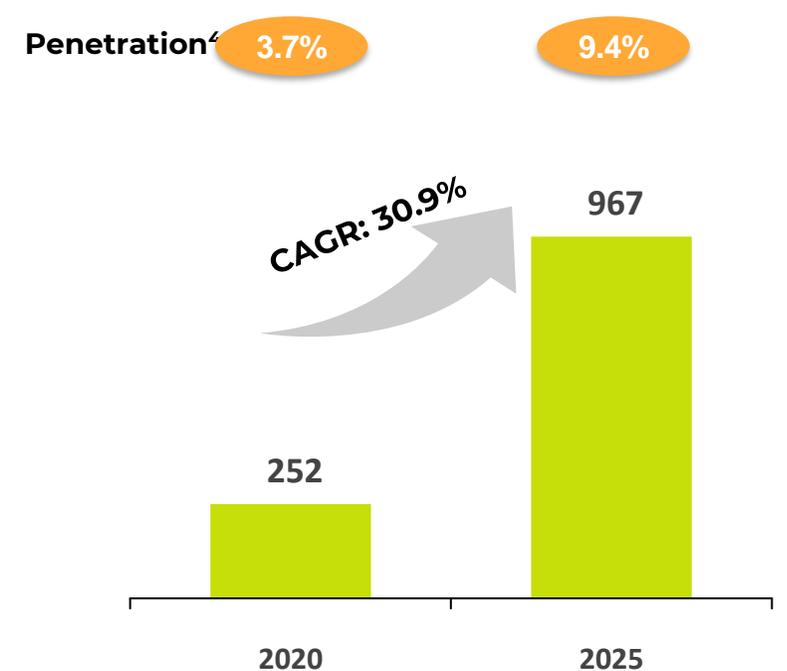
## Devices Volume with Use Value<sup>2</sup> (2020)

(million)



## Pre-owned Devices Distribution GMV<sup>3</sup> (China)

(RMB billion)



Source: CIC

Note: Devices including smartphones, tablets, laptops and other categories such as true wireless stereo headsets, smart bands, smart watches, digital cameras and lenses, sports cameras, e-books, and game consoles

(1) Shipment volumes for new consumer electronics;

(2) Total number of devices in use for consumer electronics devices, which counts functional machines with a lifetime lower than 10 years;

(3) Distribution GMV to merchants and individual buyers, calculated as the scale of order submissions;

(4) Represents penetration rate of traded pre-owned consumer electronic devices relative to number of consumer electronic devices in circulation, which is calculated as: number of unique traded pre-owned devices divided by total number of devices in circulation.

# Inefficient Traditional Value Chain and Our Solutions

Transformative solution provider bridging the gaps along the entire value chain



Users at recycling end ➔ Recycler ➔ Dealer 1 ➔ ... ➔ ... ➔ ... ➔ Dealer N ➔ Retailer ➔ Users at purchasing end

Traditional  
Players

- ✗ Lack of trustworthy and convenient recycling channels
- ✗ Concern over data privacy

- ✗ Lack of quality inspection and fair pricing
- ✗ Low efficiency of circulation due to lack of standards

- ✗ Lack of trustworthy purchase channels
- ✗ No quality assurance

Our  
Solutions



- ✓ Convenient access
- ✓ Trusted brand
- ✓ Stringent data policy



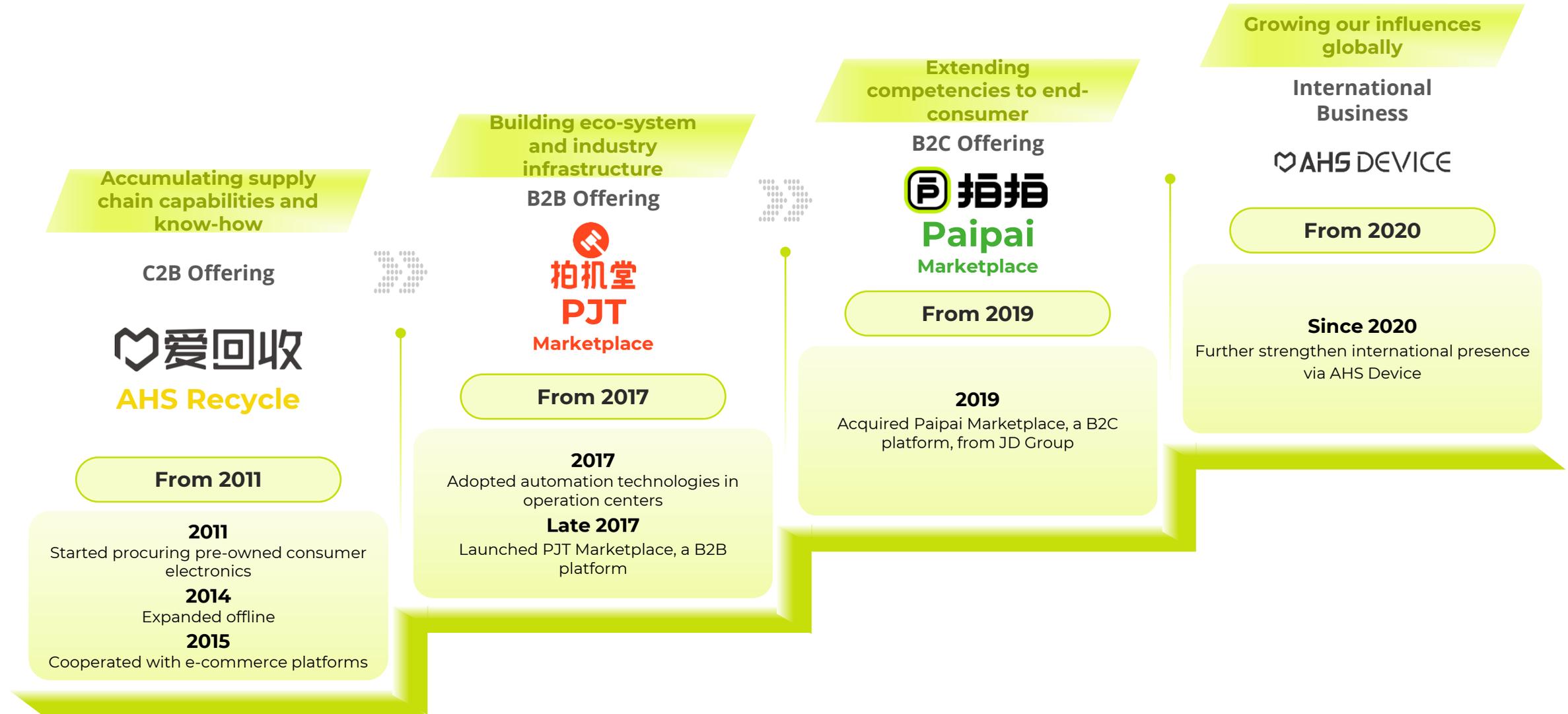
- ✓ Define industry standards
- ✓ Improve product turnover
- ✓ Broaden sourcing and distribution scope



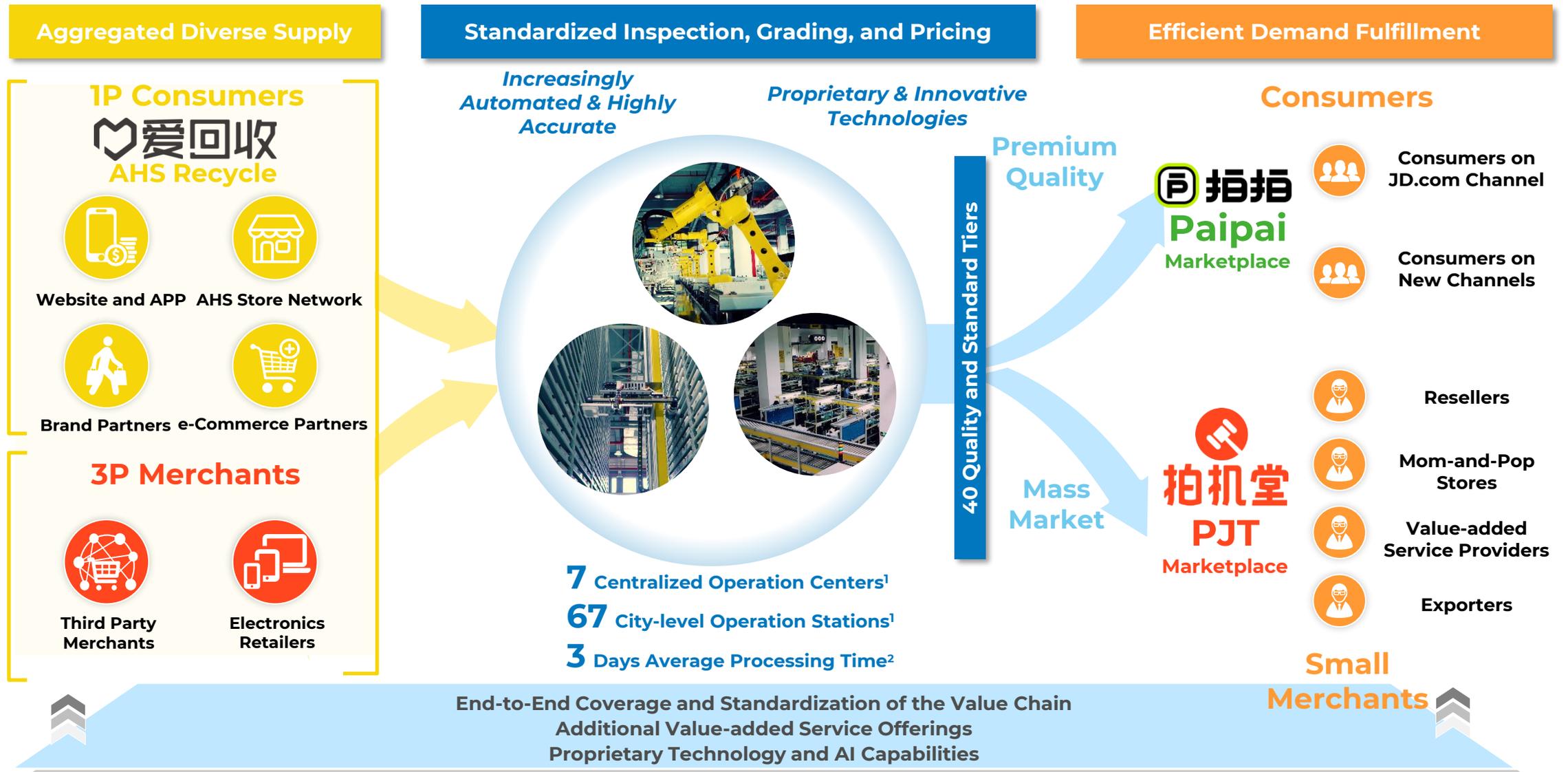
- ✓ Broad selection of certified pre-owned products
- ✓ 1-year quality assurance

# 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



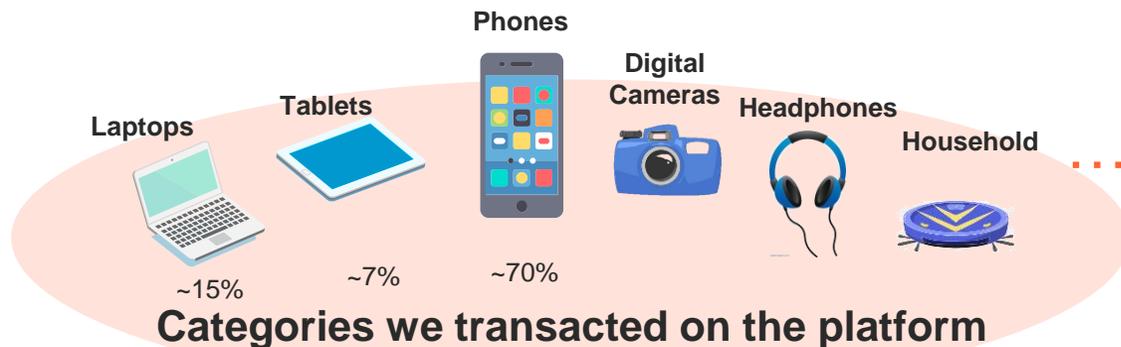
**Offline Presence:** **956** stores and **1,500+** self-service kiosks in **195** cities in China<sup>1</sup>



**Extended Reach:** 140,000+ merchants registered as sellers on PJT Marketplace<sup>1</sup>



**Large volume:** ~**29** million consumer products transacted in **LTM September 2021**



## Pioneer in developing industry standards



**Inspection**  
38 Criteria to be inspected automatically



**Grading**  
40 grading tiers set for each device model and used for bidding



**Pricing**  
Based on millions of biddings and transactions



**Security**  
Data erasing conducted at storefront and facilities

# Proprietary Testing, Grading, and Pricing Technologies

Our State-of-the-art Operation Centers

## Wide-ranging Coverage in China



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

 **67** city-level operation stations<sup>1</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>2</sup>**

 **Standardized Grade**

 **~3 Days Processing Time<sup>3</sup>**

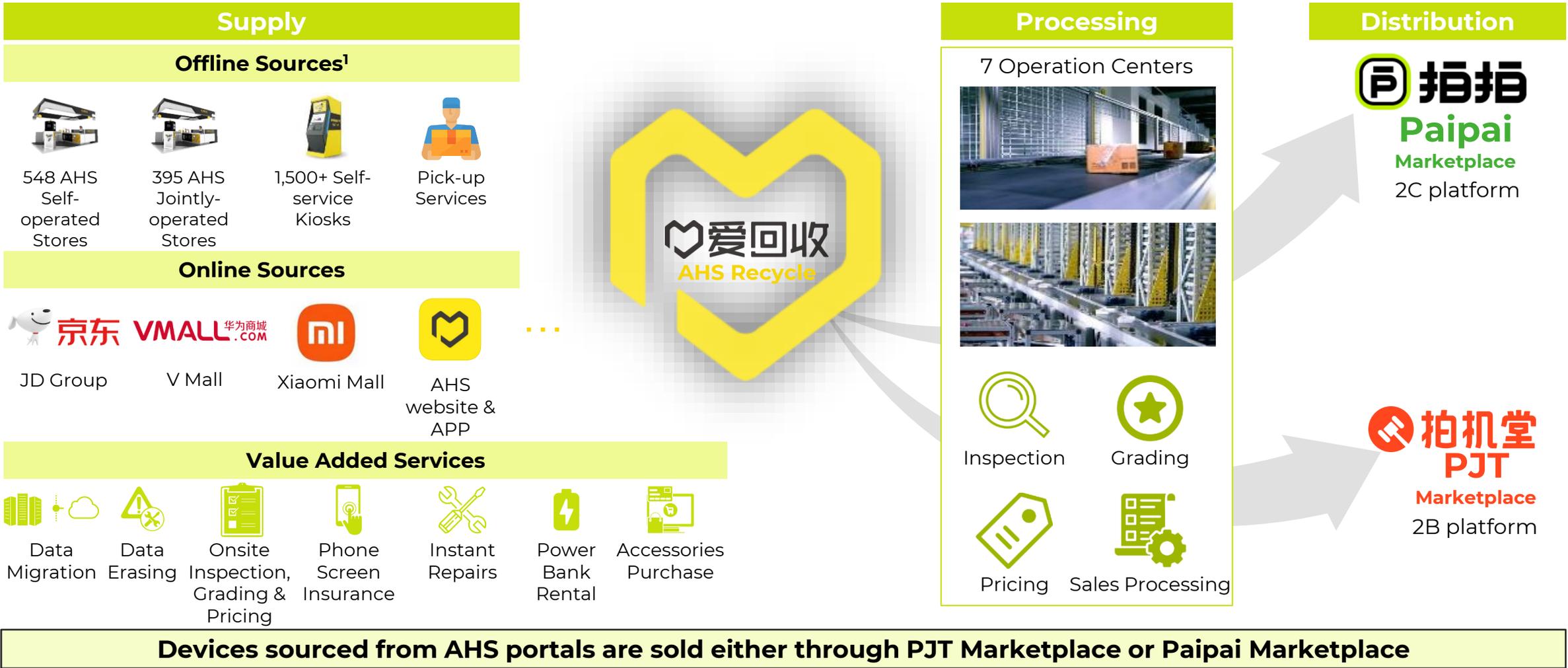


Notes:

- (1) As of September 30, 2021, including both self-operated and jointly operated stations;
- (2) Including certification or inspection process;
- (3) Including inspection and report generating, grading, pricing and order fulfillment.

# Overview of AHS Recycle (C2B)

C2B – efficiently sourcing supply of all phone types



# AHS Stores Illustration



Enhanced Consumer Experience

Highly Efficient Transaction Scenarios



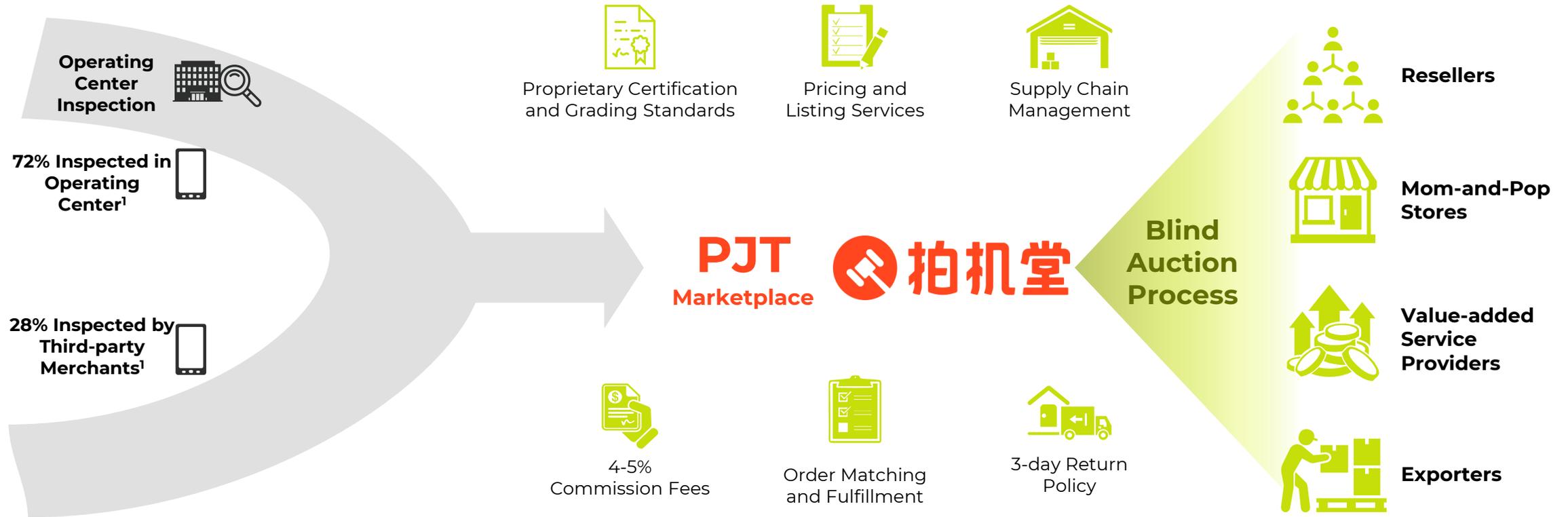
Established Trade-in Infrastructure

Strong Brand Awareness

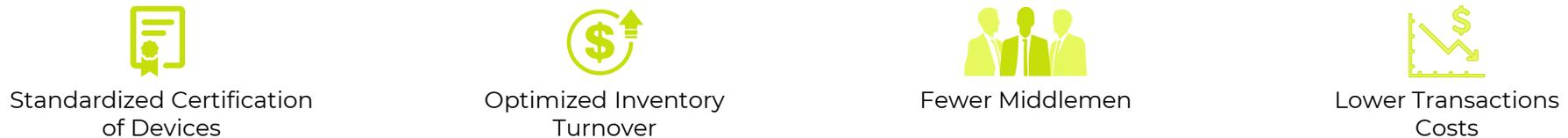


# Overview of PJT Marketplace (B2B)

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

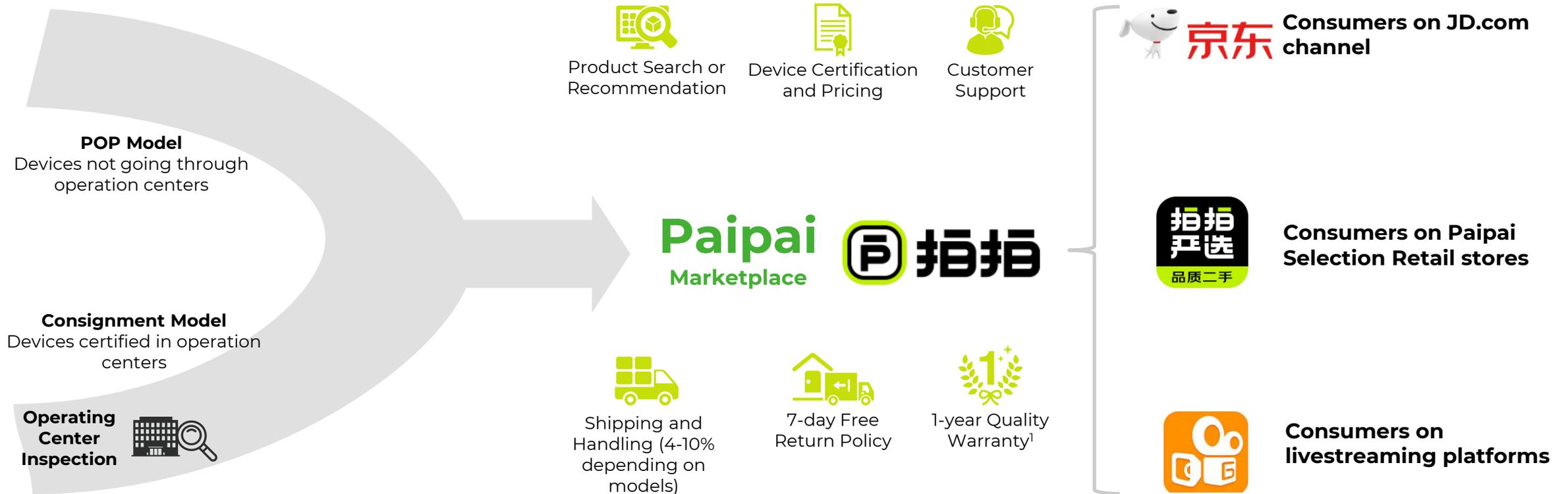


## Providing Small Merchants with a Comprehensive Suite of Solutions



# Overview of Paipai Marketplace (B2C)

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



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

- Mobile Phones
- Laptops
- Tablets
- Digital Camera
- Luxury Goods
- Household Items
- Books

# Paipai New Distribution Channels Illustration

## Paipai Selection Stores



- Integrated offline store and mini warehouse
- In-store sales via livestreaming
- Sourcing demand from private domain traffic

## Upgraded Branding and Packaging



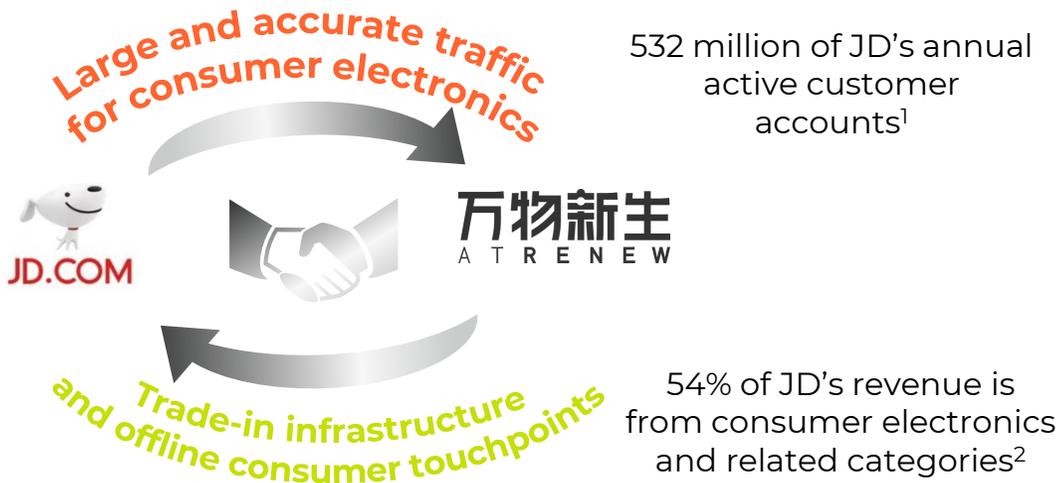
- Premium pre-owned devices
- Professional quality inspection
- 1-year warranty & 7-day free return

# 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.

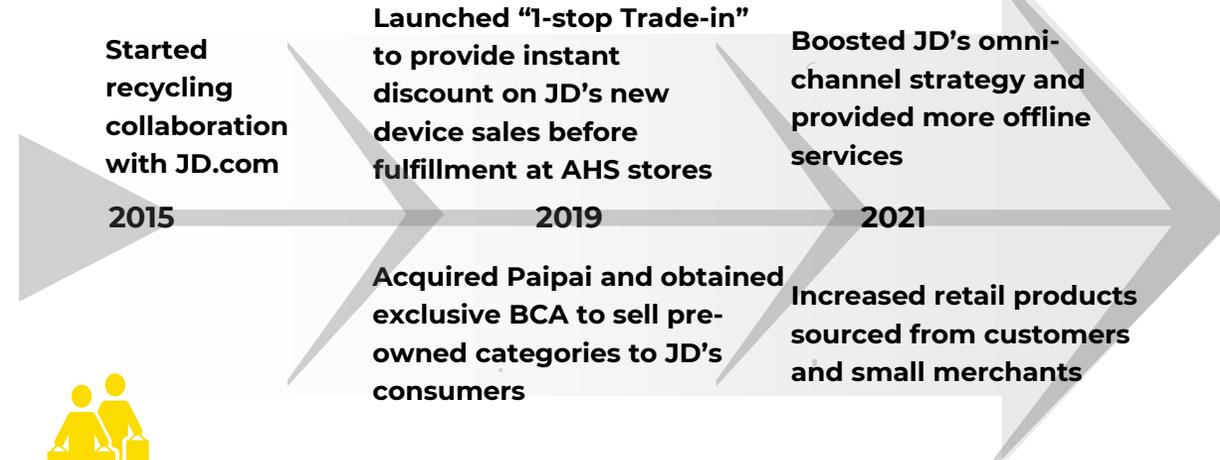
— Jon Liao, former Chief Strategy Officer of JD.com



## 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

# Entrepreneurial and Prudent Management Team

Kerry Xuefeng Chen



Founder & CEO

Yongliang Wang



President / COO



Daniel Wang



VP of PJT Marketplace



Rex Chen Chen



CFO



Fangxiao Lai



VP of Paipai Marketplace



Becky Du



VP of AHS Recycle



Michael Guo



VP of International Business



# Our Continuous ESG Initiatives

ATRenew published its first ESG report in Aug 2021, highlighting long-term initiatives on mitigating its environmental impact and expanding its social contributions.

1. Prioritize user privacy and strengthen data security protection
2. Promote recycling and strive to become a leader in carbon reduction in the industry
3. Establish a high-caliber ESG Committee



## Environmentally Friendly Business

- Extend the usage of pre-owned goods worldwide, while reducing electronic waste and metal pollution
- Build a standardized and greener supply chain with a manageable carbon footprint

ATRENEW 万物新生



回收爱  
山村儿童数码助学计划

## Social Responsibility Initiatives

- Starting in 2018, launch public welfare initiatives to assist underprivileged children in rural areas
- Donate pre-owned iPads to children for digital learning experience



## Governance Improvement

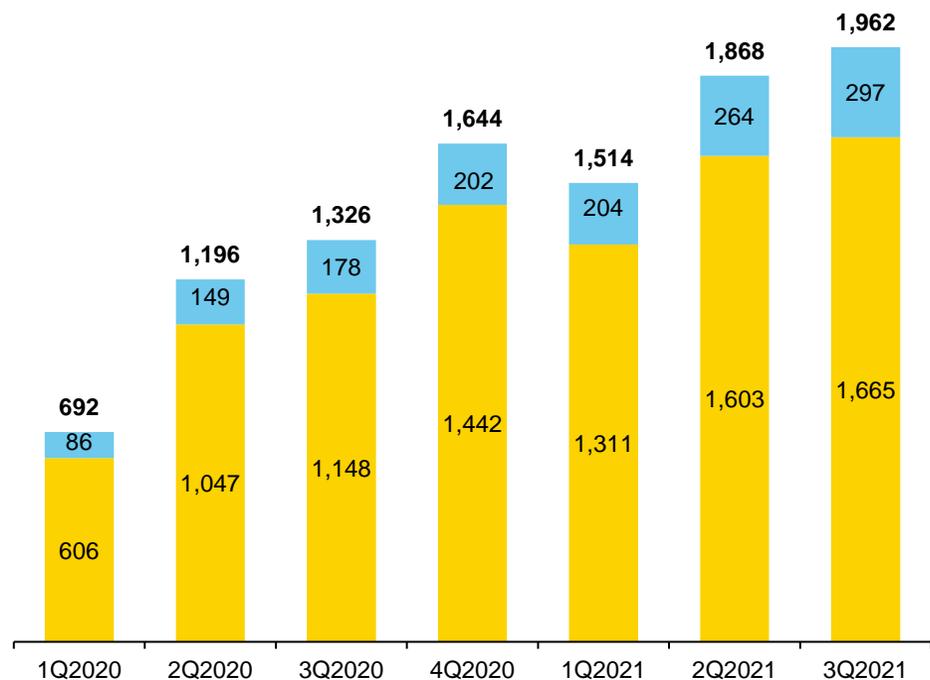
- Establish a three-tier architecture for ESG management under the ESG framework
- Identify key ESG topics and strengthen timely communication with both internal and external stakeholders

# Strong Top-line Growth Momentum

## Continued Sequential Revenue Growth

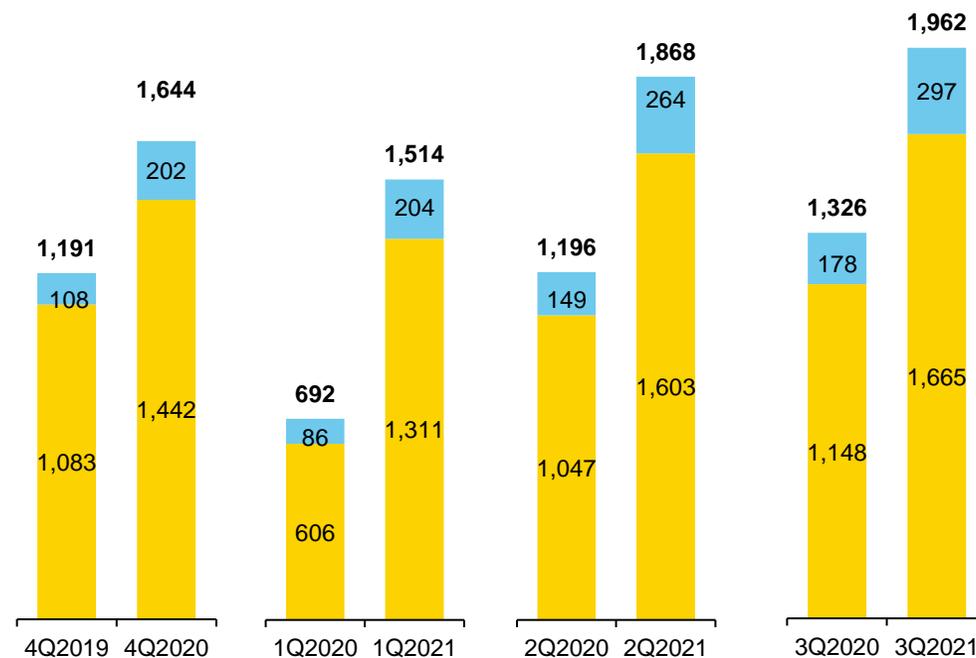
RMB million

■ Net Product Revenues ■ Net Service Revenues



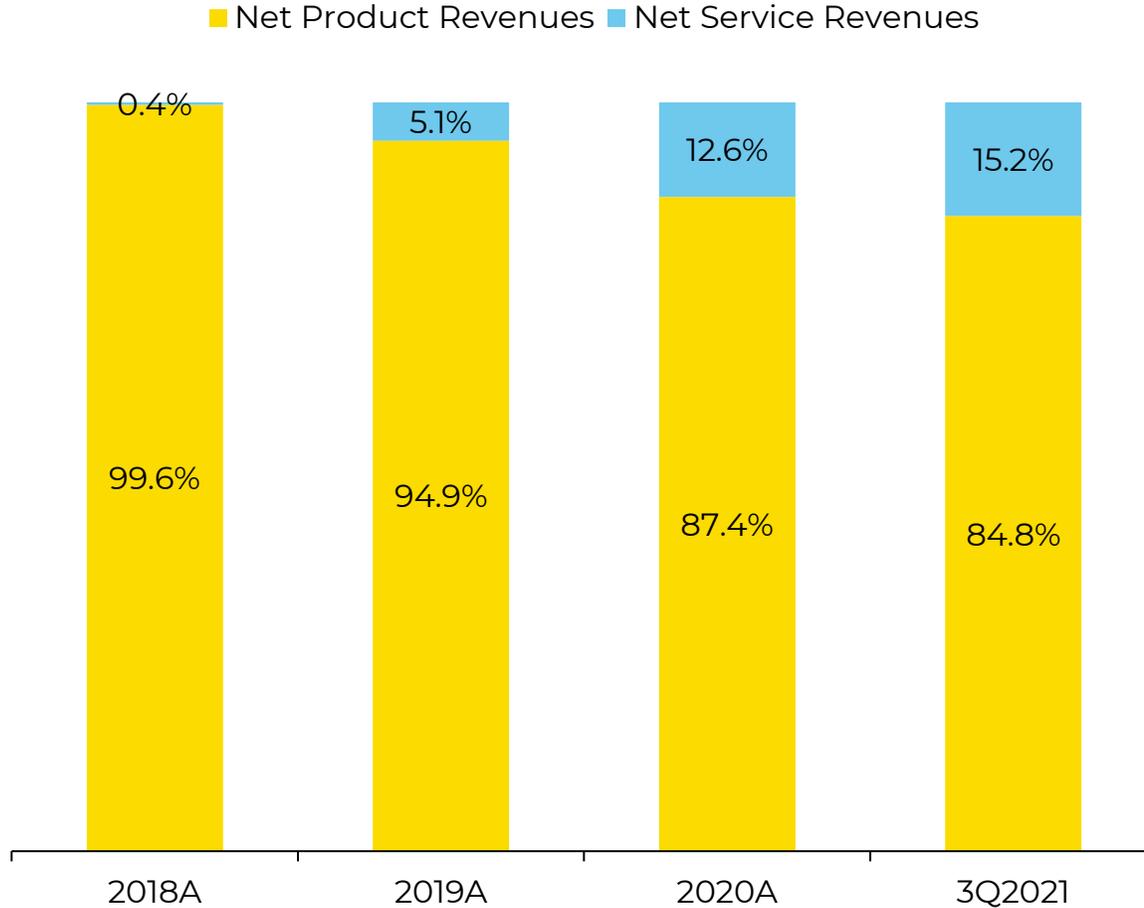
## Strong Year-on-year Growth

|                | 2020          | 2021           | 2022          | 2023          |
|----------------|---------------|----------------|---------------|---------------|
| <b>Total</b>   | <b>+38.1%</b> | <b>+118.8%</b> | <b>+56.2%</b> | <b>+48.0%</b> |
| <b>Service</b> | <b>+86.7%</b> | <b>+136.8%</b> | <b>+77.9%</b> | <b>+67.3%</b> |
| <b>Product</b> | <b>+33.2%</b> | <b>+116.2%</b> | <b>+53.1%</b> | <b>+45.0%</b> |

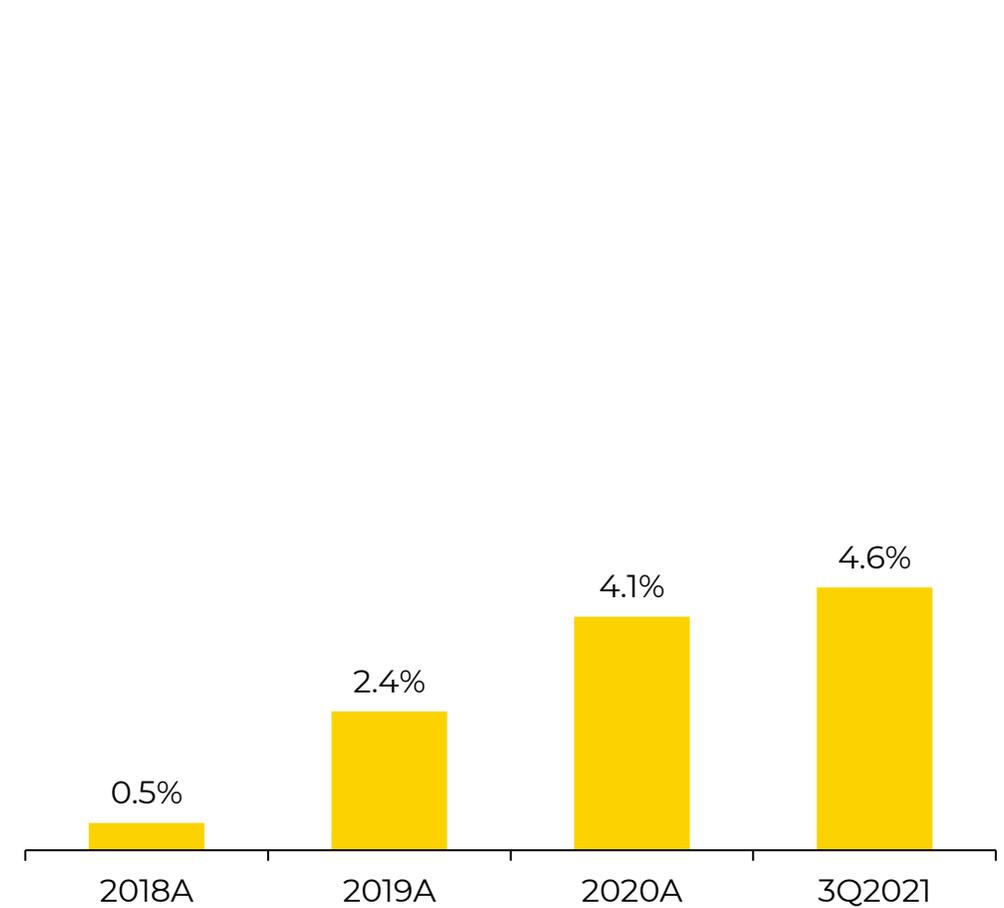


# Favorable Revenue Mix and Monetization Capabilities of Marketplaces

## Expanding Service Revenue Contribution

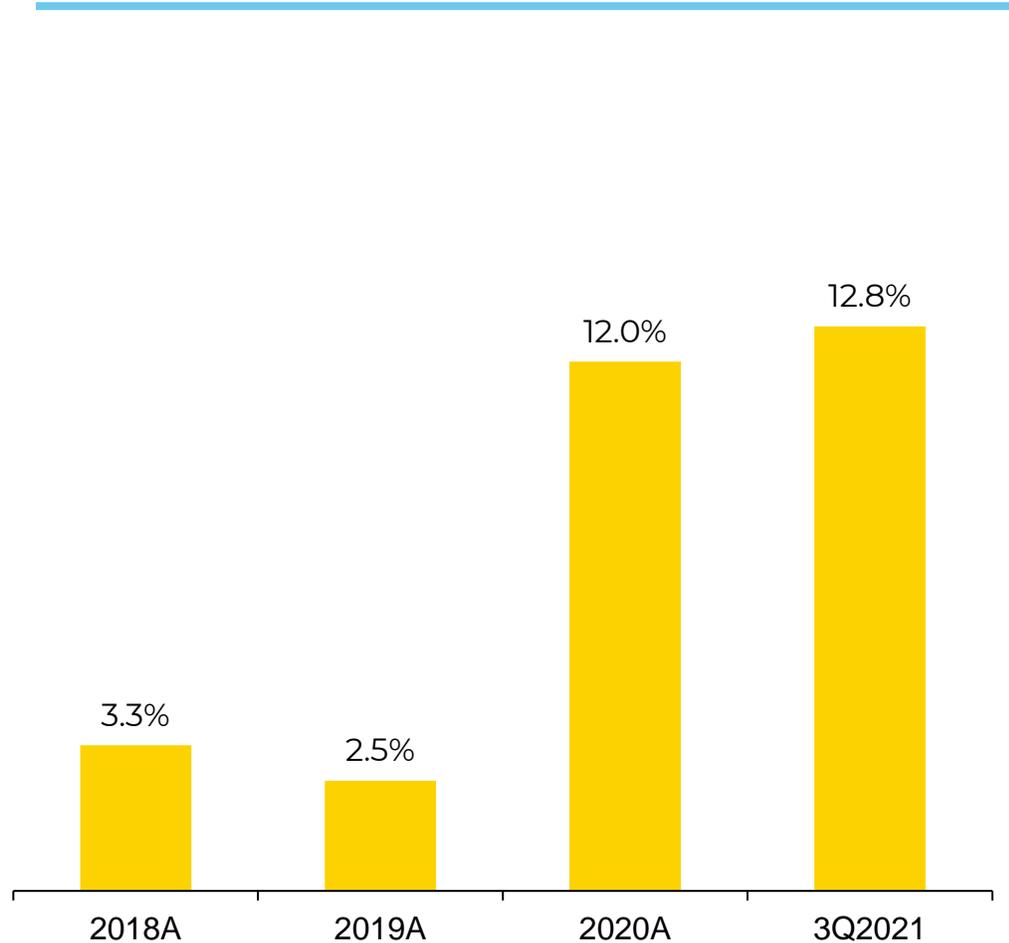


## Take-rate for Marketplaces<sup>1</sup>



# Improving Margin Structure and Profitability

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



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

