

Corporate Profile

Secoo Holding Limited (“Secoo”) is Asia’s largest online integrated upscale products and services platform as measured by GMV in 2016 with higher average sales per order than other major e-commerce online platforms in Asia, according to a report commissioned by us and prepared by Frost & Sullivan, an independent research firm, in June 2017. Since our inception in 2011, we have attracted a large and loyal customer base with high purchasing power and an increasing propensity to purchase luxury products and services on online platforms with diversified and personalized demand. We have accumulated approximately 0.3 million active customers in 2016.

We currently provide our customers a wide selection of authentic upscale products and lifestyle services on our integrated online and offline shopping platform which consists of our Secoo.com website, mobile applications and offline experience centers, offering over 300,000 SKUs, covering over 3,000 global and domestic brands. Supported by our proprietary database of upscale products, our authentication procedures and brand cooperation, we are able to ensure the authenticity and quality of every product offered on our platform. With the goal of providing one-stop shopping experience, we have expanded into providing high-end lifestyle services since 2014. Leveraging our business intelligence system and dedication to customer service, we are able to maximize our customer lifetime value by targeted and precise marketing and realizing cross-selling opportunities and increasing our customers’ purchase frequency on our platform.

We offer an integrated online and offline shopping platform, which consists of our Secoo.com website, mobile applications and offline experience centers. Our online platform facilitates easy product selection, order processing and convenient payment methods, such as our Secoo Check, which allows customers to make payments for our merchandise products in installments on our online platform directly. We complement our online platform with offline experience centers to provide superior customer and membership services and experience. We have strategically opened five offline experience centers in popular shopping destinations and central business districts in China, Hong Kong and Malaysia which strengthened our Secoo brand credibility and enhanced our brand presence. In addition, we are cooperating with brand boutiques, such as Versace boutiques, for our customers to pick up products ordered on our online platform in these stores. Our platform brings a world of upscale products and a variety of high-end services to the fingertips of our customers.

We have built a trusted and comprehensive global supply chain for upscale products and lifestyle services. As Asia’s largest online integrated upscale products and services platform, we have attracted a broad and large base of suppliers of upscale products, including brands, brand authorized distributors and individual and corporate suppliers. Our comprehensive global supply chain is designed to meet the diverse purchase preferences and needs of our customers, varying from in-season luxury products, to highly sought-after classic styles, and to vintage and rare products. A number of top-tier global brands directly supply us their brand products, such as Tod’s, Salvatore Ferragamo and Versace. For products supplied to us by other individual and corporate suppliers, we apply our sophisticated authentication procedures to ensure that every product offered on our platform is authentic and of high quality.

In China

Secoo Holding Limited
Jingbo Ma
Tel: +86 (10) 6588-0135
E-mail: ir@secoo.com

The Piacente Group, Inc.
Jenny Cai
Tel: +86 (10) 5739-6202
E-mail: Secoo@tpg-ir.com

In the United States

The Piacente Group, Inc.
Brandi Piacente
Tel: +1 (212) 481-2050
E-mail: Secoo@tpg-ir.com

Stock Performance

SECO (Common Stock)	
Exchange	NASDAQ GS (US Dollar)
Price	\$9.80
Change (%)	▼ 1.19 (10.83%)
Volume	197,233
52 Week High	\$15.48
52 Week Low	\$6.78
Market Cap	\$277,827,837
Rolling EPS	0.30
PE Ratio	36.8913
Shares Outstanding	25,280,058



Data as of October 18, 2018 4:00 p.m. ET

Data provided by Nasdaq. Minimum 15 minutes delayed.

Coupa is not responsible for the accuracy of this information.

Recent Headlines

September 20, 2018

Secoo Announces Changes in Board of Directors

September 10, 2018

Secoo Announces Strategic Partnership with SASSEUR Group

September 06, 2018

Secoo Reports Unaudited Second Quarter 2018 Results

Upcoming Events

There are currently no events scheduled.

SEC Filings

Filing Date	Form
September 21, 2018	6-K
September 06, 2018	6-K
August 08, 2018	6-K
July 10, 2018	6-K

Corporate Governance

Mr. Richard Rixue Li	Chairman of the Board and Chief Executive Officer
Mr. Shaojun Chen	Chief Financial Officer