

Henkang Smart Retail Solutions

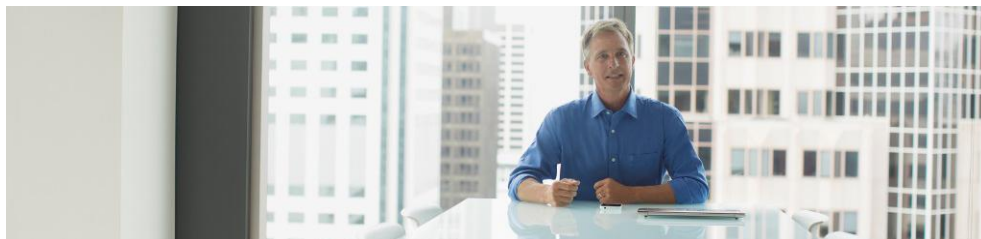


Traditional Retail Industry Challenges:

High cost of informatization , decentralized management system, low terminal operation efficiency, low CRM membership conversion rate, lack of data in product planning, inability to achieve business and financial integration, and inability to adapt to the new retail environment.

Integrated Retail Store Solution :

1. Smart store solution
2. Smart Mid-Platform Solutions
3. Smart Back-end Cloud ERP Solutions



EXPECTATION

- Reduce the overall cost of enterprise information construction
- Help traditional retail enterprises to transform and upgrade into smart new retail enterprises.
- Improve corporate operating efficiency and empower retail companies to make intelligent decisions.
- Realize corporate business and financial integration.

Smart Store Solutions

- **Smart POS Solutions:**
Multi-style, multi-currency, multi-language, fast cash register.
- **Smart Shopping Guide Solution:**
Encourage and improve store efficiency and increase conversion rate.
- **Store Management Solution:**
Visualize store operations, standardize work processes, and improve execution efficiency.
- **CRM Membership Solution:**
Consumption insight, stimulate consumption, precise sales, and precise services.

Improve performance and enhance customer shopping experience

Smart Mid-Platform Solutions

- **Business Center:**
Collect product, sales, membership, behavior and other application data in multiple dimensions. Intelligent support for front-end business development.
- **Data Center:** Intelligently analyze marketing, membership, commodities, transactions, orders, payment and other data, intelligently and quickly respond to market needs.
- **Intelligent Algorithm Center:**
Connect the data of various channels, businesses, members, commodities, prices, inventory, etc. to intelligently recommend marketing behaviors.

Assist managers to make intelligent decisions about market needs

Smart Back-End Cloud ERP Solutions

- **PSI, Supply Chain Management System**
- **Financial Management System**
- **Warehouse Management System**
- **HR Management System**
- **SAP and Other Third-Party ERP Interfaces**

Implement business and financial integration

Hengkang IT has successfully helped many well-known retail brands to transform and upgrade physical retail to a smart retail model driven by data. The integration of financial services of Hengkang IT has improved the overall operating efficiency of retail enterprises by more than 150%. (Our customer, Dr. Kong : Through the Hengkang cloud platform and a series of targeted solutions, Dr. Kongs management efficiency has reached a new level, providing a solid guarantee for leapfrog development!)

Hengkang Smart Retail Cloud Platform Business Performance



CRM System (Partners Data)

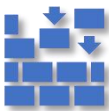
Member Marketing

- There are 1.2 million members participated red envelope lucky draw in February 2018.
- Mission Achievement: In February, sales of physical stores exceeded 80 million.



Hengkang Omni-Channel (Partners Data)

- Sales in 2017 and 2018 increased by 116% year-on-year
- On the first day of the launch of the cloud store from 01:00 pm to 11:00 pm, a total of 603 sales were generated.



Business and Financial Integration (Partners Data)

- Increase the processing of financial transactions by 180%
- Increase the efficiency of goods dispatch by more than 70%

Business Model Buyout and SaaS Model

- Reduce the cost of enterprise informatization
- Help enterprises to upgrade their retail intelligence

Advantages

- Customized Standardized Development
- More than 20 years of industry experience
- More than 200 professional R&D personnel
- Multiple industry implementation experts provide one-to-one services.



Realize company information construction at low cost, and realize smart retail transformation with high quality.

- Facing the whole industry of FMCG
- Help enterprises make intelligent decisions
- Improve the efficiency of business management

About Us

As a pioneer of system informationization in the domestic retail chain industry, Hengkang IT has been committed to the development and service of retail ecology. With more than 20 years of industry service experience, it has successfully empowered many well-known retail brands of the transformation and upgrading of physical retail into a new retail model driven by data and injected a powerful engine for the development and growth of enterprises.