



Three major development plans

IWM International Mall, have goals and ideals



IWM International Mall



IWM International Mall's initial planning in Latin America and Africa:

1. Invest US\$200 million to recruit wise men:

In order to open up new markets, IWM International Mall initially plans to invest US\$200 million to recruit talents, cultivate talents, expand brand influence, and establish a strong team of store owners to reserve sufficient talents for the construction of warehousing supply chain ecology.

2. Place advertisements on major websites and media to invite new users to participate in the online store management experience of IWM International Mall:

In order to attract new users, we will conduct advertising through major websites and media to promote the brand and features of IWM International Mall. We will also invite new users to participate in our online store management experience activities, allowing them to experience our services first-hand and understand our advantages. This will help us expand our brand influence and attract more new users to join our family.

3. Select high-quality store owners among the first batch of store owners and support their growth:

While experiencing the management of online stores, we will also look for high-quality store owners with potential. We screen store owners to ensure their abilities and experience meet our requirements. Once the first store owners are confirmed, we will provide a range of support and training. We believe that through our training and support, these store owners will become our backbone and promote the rapid development of IWM International Mall in the Latin American and African markets.

IWM International Mall's initial plan in Latin America and Africa starts on August 1, 2023, and ends on December 30, 2023. This is an exploration journey full of challenges and opportunities. During this period of time, we invited nearly 2.5 million store owners to experience the entire process of operating an online store in IWM International Mall.

Our goal is to let these shop owners understand and become familiar with our platform and master the basic operations of opening an online store in IWM International Mall. Through this activity, we have achieved remarkable results.

Nearly 2.5 million store owners have participated in our online store management experience. Based on the average earnings of each store owner of US\$50, IWM International Mall paid US\$125 million to experience store owners. In addition, our advertising investment has also reached approximately US\$75 million, which shows that our brand exposure and influence have been significantly improved.

Summary and achievements of IWM International Mall's initial plans in Latin America and Africa:

Total investment: US\$200 million

Time taken: 5 months (August 1, 2023 - December 29, 2023)

Number of people invited to experience: 2.5 million people

Number of high-quality store owners screened: 850,000

Number of jobs in Latin America and Africa: 850,000

Number of talent reserves: 850,000

Overall, this initial plan for Latin America and Africa was a very successful attempt and achieved very good results, providing an effective guarantee for IWM International Mall to build a warehousing supply chain ecosystem in Latin America and Africa. We will continue to work hard to continuously optimize our services and provide more store owners with better support and development opportunities. We will continue to pay attention to market dynamics, adjust strategies to adapt to changing market needs, and bring more value and benefits to all store owners.

The initial planning provided at least \$50 in income for every store owner who participated in the online store management experience, as all store owners who have participated can confirm. The selected high-quality store owners have also achieved better development and earned more income. The income of some store owners has reached more than 1,000 US dollars. They have a better understanding of cross-border e-commerce and are familiar with how to operate cross-border e-commerce. Therefore, their future development is immeasurable.



IWM International Mall's mid-term plan in Latin America and Africa [investment of US\$1 billion]:

1. Train and support the growth of the first batch of official merchants:

The primary task of the mid-term plan is to help store owners improve their skills in operating cross-border e-commerce so that they can develop better. We will provide professional training courses, and we will also hold regular online/offline seminars to share successful experiences and strategies to help store owners grow quickly.

2. Build a five-star online shop:

In order to improve the overall image and user experience of the mall, we will be committed to building a five-star online store to ensure that users feel respected and satisfied during the shopping process in the mall. In addition, we regularly evaluate and optimize merchants' online stores to enhance their core competitiveness.

3. Strive to accumulate reputation of the mall:

The reputation of a mall is one of the key factors that determine its success. In order to accumulate a good reputation, we will actively promote the mall brand and ensure that users enjoy high-quality products and services during their shopping in the mall. We will use a variety of marketing methods, such as social media advertising, SEO optimization, coupon distribution, etc. In addition, we will continue to improve the mall's services and products through user feedback and data analysis to meet the needs of users.

4. Put in a large amount of media advertising and physical advertising

In order to increase the popularity and exposure of the mall, we will invest a lot of media advertising and physical advertising. We will cooperate with local media organizations to place targeted advertisements to attract more users to pay attention to the mall. In addition, we will also display the products and services of the mall in physical advertisements to increase user trust and loyalty.

5. When the number of merchants reaches the coverage standard, make every effort to build Direct Warehouse, local Supply Chain Cooperation Warehouse, Premium agent cooperative warehouse, and complete supply chain distribution coverage:

When the number of merchants in the mall reaches the coverage standard, we will make every effort to build Direct Warehouse, local Supply Chain Cooperation Warehouse, and Premium agent cooperative warehouse, and gradually open shopping services to ensure that the products in the mall can be delivered to consumers in a timely and accurate manner. We will rationally allocate warehousing supply chain resources based on local market demand and actual conditions to improve the efficiency and stability of the supply chain. In addition, we will also establish partnerships with local supply chain and logistics companies to achieve more efficient distribution services.

The news of this round of investment of US\$1 billion has been interviewed and reported by 568 well-known media around the world. The Associated Press has confirmed and released the relevant data.

You can view it on the official website of the Associated Press:

<https://apnews.com/press-release/marketersmedia/africa-south-america-transportation-and-shopping-dceccf73e32b28296e77e24f989a4e92>

In short, IWM International Mall's mid-term planning in Latin America and Africa is a process that requires continuous efforts and improvement, and is also a process full of challenges and opportunities. This process is a critical period for the development of store owners and a critical period for IWM International Mall to seize the market.

The ultimate goal is to become an influential and reputable high-quality cross-border e-commerce platform, bringing unlimited opportunities and wealth to store owners and a better cross-border shopping experience to consumers.

The mid-term development plan is the most important development task of IWM International Mall in 2024. We are now in the stage of training and supporting the growth of the first batch of official merchants.

I hope that everyone can keep up with the development pace of IWM International Mall, strive to achieve the plan goals in the shortest time, and enjoy the high dividend returns brought by cross-border e-commerce.



The later development plans of IWM International Mall in Latin America and Africa:

In order to create a global cross-border shopping interconnection bridge, IWM International Mall will invest US\$10 billion in the Latin American and African markets. It is used to create the hub and coverage of warehousing supply chain outlets, and to build a supply chain, warehousing and distribution ecological chain for international commodities and local commodities.

- 1. Create a hub based on the number of warehousing supply chain outlets and merchants:**
IWM International Mall will deploy a large number of warehousing supply chain outlets in Latin America and Africa, and at the same time establish in-depth cooperative relationships with local merchants to expand the number of merchants to form a huge business ecosystem.
- 2. Develop win-win strategic goals:**
IWM International Mall will work with partners to formulate strategic goals to ensure that all store owners can benefit from the development of IWM International Mall. We encourage new users to enter the mall and provide them with preferential policies and high-quality services to attract more merchants to join IWM International Mall.

3. Build a supply chain, warehousing and distribution ecological chain for international commodities and local commodities:

In order to meet the needs of consumers in different regions, we will build a supply chain, warehousing and distribution ecological chain for international commodities and local commodities, and ensure efficient distribution of commodities through an intelligent and automated warehousing management system. At the same time, we will also strengthen cooperation with local supply chains and introduce more high-quality local products.

4. Establish the global board of directors, council and implement the rotating CEO charter:

In order to realize the global development of the mall, we will establish a global board of directors and council of the head office and branches, and implement a rotating CEO charter. This will help improve the mall's management efficiency and decision-making capabilities, while attracting more international investments and partners.

5. Invest in the construction of Premium agent cooperative warehouse, express delivery services and C-end service facilities

In order to improve the efficiency of product distribution and service quality, we will invest in the construction of Premium agent cooperative warehouse to improve warehousing and distribution capabilities. At the same time, we will also establish an express delivery service system to provide consumers with fast and reliable logistics services. In addition, we will also invest in the construction of C-end service facilities such as delivery logistics and transportation fleets to improve the coverage and timeliness of logistics distribution.

Through the above development plan, IWM International Mall will achieve great development in the Latin American and African markets, and strive to become a leader in the global cross-border shopping field by 2025.

The B+C2C cross-border e-commerce and warehousing supply chain ecology created by IWM International Mall will definitely bring new business opportunities and huge wealth to store owners around the world.

The B+C2C cross-border e-commerce and warehousing supply chain ecology created by IWM International Mall will definitely bring a new, transcontinental and efficient shopping experience to global consumers.

The real dividend period officially arrived when IWM International Mall began to open online shopping services in Latin America and Africa.

This bonus period may be enjoyed for 10 years, 20 years, 30 years, or even longer, depending on market demand.

This is the complete layout of IWM International Mall in Latin America and Africa.