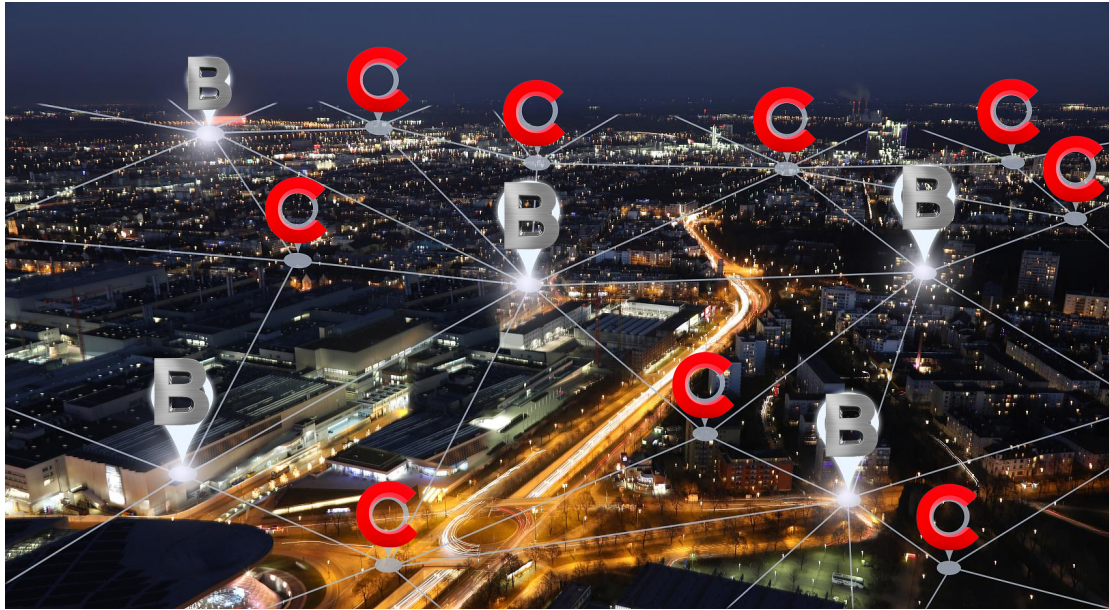




B+C2C

**Detailed introduction and
advantages of B+C2C cross-border
e-commerce**



Definition of B+C2C cross-border e-commerce:

- B+C2C cross-border e-commerce is a new business model pioneered by IWM International Mall. After full research and comparison of various e-commerce models, it was successfully launched in 2015.
- This model combines the advantages of B2B, B2C and C2C, while also optimizing the original problems to a certain extent.
- In terms of supply chain management, we take advantage of corporate procurement advantages and a stable supply chain management system to ensure the stability and diversity of commodity supply.
- In terms of personalized shopping experience, it retains the advantages of C2C and provides consumers with a rich and diverse product selection.
- In terms of technology, we use big data, artificial intelligence and other technical means to continuously improve our product matching and recommendation capabilities in order to meet the personalized needs of consumers.
- In terms of logistics and distribution, we have optimized the original distribution system and adopted a smarter distribution strategy and a more efficient and flexible logistics network to meet the demand for fast delivery of small batches.
- In terms of handling transaction disputes, we have established a complete consumer protection mechanism to ensure that consumers' rights and interests are fully protected.

Specifically reflected in the following aspects:



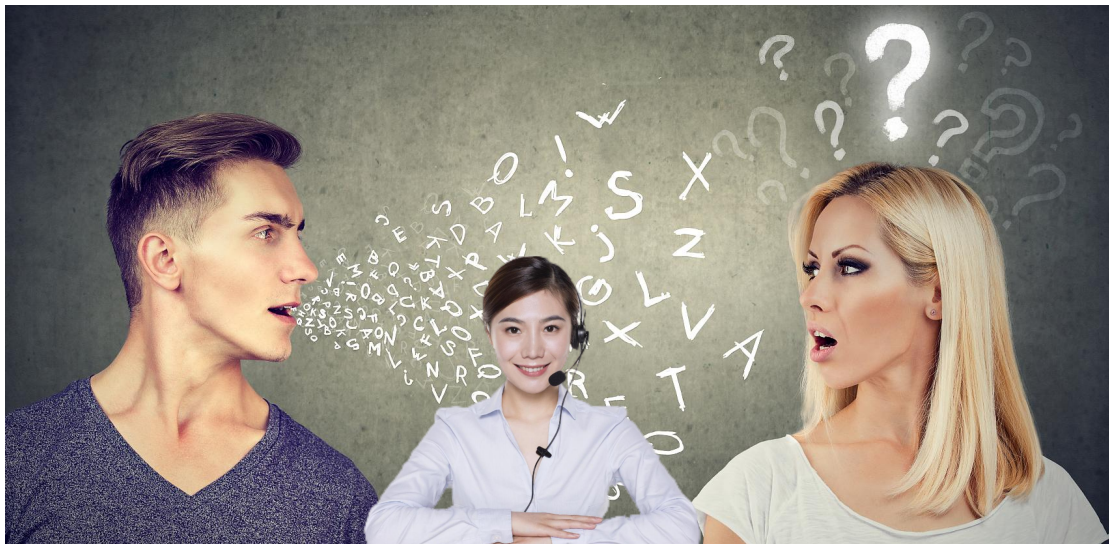
1. IWM International Mall has established stable cooperative relationships with large suppliers and five-star online stores to ensure the stability of product quality and supply chain management, as well as the stability of sales channels.



2. Actively build Direct Warehouse, local Supply Chain Cooperation Warehouse and Premium agent cooperative warehouse. While ensuring the richness and diversity of supply chain commodities, it also achieves comprehensive global coverage of the IWM International Mall's warehousing, logistics and distribution ecology.



3. IWM International Mall provides consumers with flexible and diverse shopping methods, allowing consumers to select products by themselves, and official customer service will receive consumers' inquiries and questions. This can not only satisfy consumers' pursuit of convenience, but also ensure the quality of services provided by merchants to consumers and the security of private information.



4. IWM International Mall adopts a globally unified customer service reception system, which solves the barriers of language communication and cultural differences for global merchants, improves the transaction rate, and also reduces transaction risks.



5. IWM International Mall focuses on platform management and consumer rights protection. By establishing a complete merchant review mechanism, establishing a logistics and distribution system and an after-sales service system, we ensure that consumers receive adequate protection and support during the shopping process.



6. IWM International Mall has a strong supply chain and commodity wholesale services, and supports dropshipping and after-sales services. It solves problems for merchants: large capital investment, cumbersome logistics and distribution, language and cultural barriers, payment security, difficulty in ensuring product quality, and difficulty in returns.



To sum up the above:

- B+C2C cross-border e-commerce is the result of IWM International Mall's comprehensive analysis and innovative application of the advantages and disadvantages of B2B, B2C, and C2C cross-border e-commerce.
- The B+C2C cross-border e-commerce model will subvert the traditional e-commerce model and become the new favorite of e-commerce in the future.
- The new B+C2C business model not only helps merchants reduce operating costs and improve logistics efficiency, but also meets consumer needs in a more flexible, smarter and more humane way, providing better services and a safer shopping environment.

Please believe that in the future e-commerce market, IWM International Mall will rely on the advantages of the B+C2C cross-border e-commerce model to become a leader in the cross-border e-commerce industry.