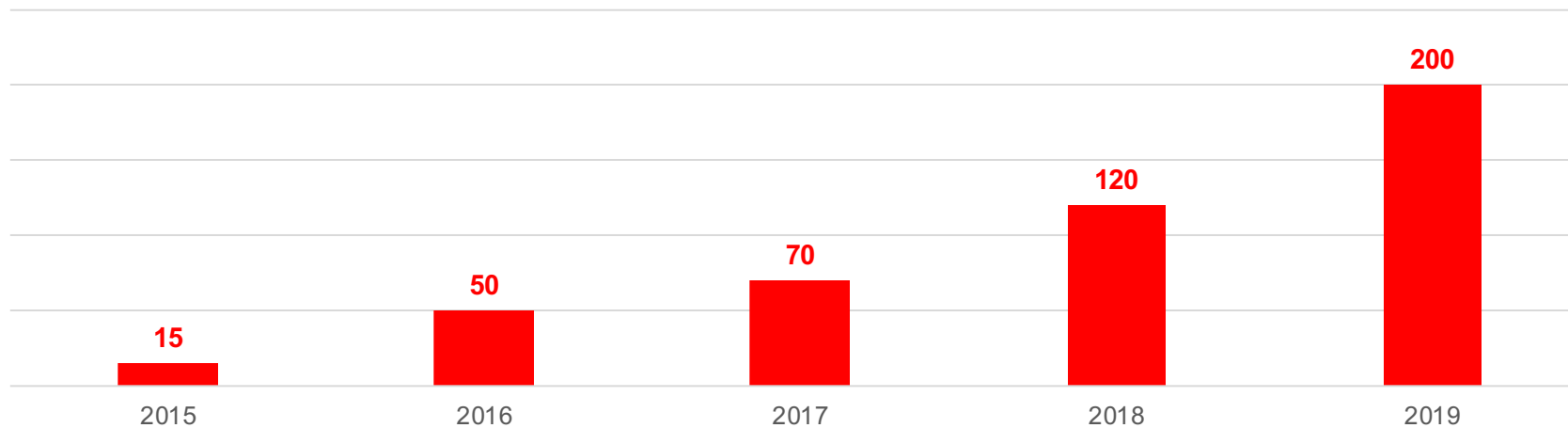

LITTLE RED BOOK IN FIVE SLIDES

agency
china 中国

LITTLE RED BOOK IS HITTING SERIOUS SCALE

NOW WITH 200 MILLION MONTHLY ACTIVE USERS, LITTLE RED BOOK IS CHINA'S PRE-EMINENT LIFESTYLE SHARING COMMUNITY.

Little Red Book's Monthly Active Users (2015 to 2019), Millions



*Note: Monthly Active Users taken at June each year for all years, except January
Source: Little Red Book Data*

HOW LITTLE RED BOOK WORKS ISN'T ENTIRELY UNFAMILIAR TO WESTERN AUDIENCES.

LITTLE RED BOOK HAS BORROWED AND ITERATED ON PLATFORMS THAT WE'RE FAMILIAR WITH.



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HOW LITTLE RED BOOK WORKS ISN'T ENTIRELY UNFAMILIAR TO WESTERN AUDIENCES.

BROWSE, SEARCH AND CONTENT CREATION ARE KEY ACTIVITIES ON THE PLATFORM.

Browse

See what others are talking about, watch relevant tutorials and see what new products are out there.

Search

Research a specific brand, issue or topic.

Content Creation

Create own content, leave comments and interact with other users.

Shop

Compare prices or purchase through Little Red Book.

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LITTLE RED BOOK'S ATTRACTIVENESS TO BRANDS COMES FROM ITS USER DEMOGRAPHICS.

NOW WITH 200 MILLION MONTHLY ACTIVE USERS, LITTLE RED BOOK IS CHINA'S PRE-EMINENT LIFESTYLE SHARING COMMUNITY.

80%
FEMALE USERS

>60%
1ST & 2ND TIER CITIES

~70%
BORN AFTER 1990

Source: Little Red Book Data

MORE USERS MEANS AN INCREASE IN PRODUCT CATEGORIES AND CONTENT.

SKINCARE AND BEAUTY HAVE BEEN THE PLATFORM'S MAINSTAY, BUT MORE USERS HAS LED TO AN EXPANSION TO OTHER CATEGORIES.

AgencyChina's Favourite Little Red Book Categories

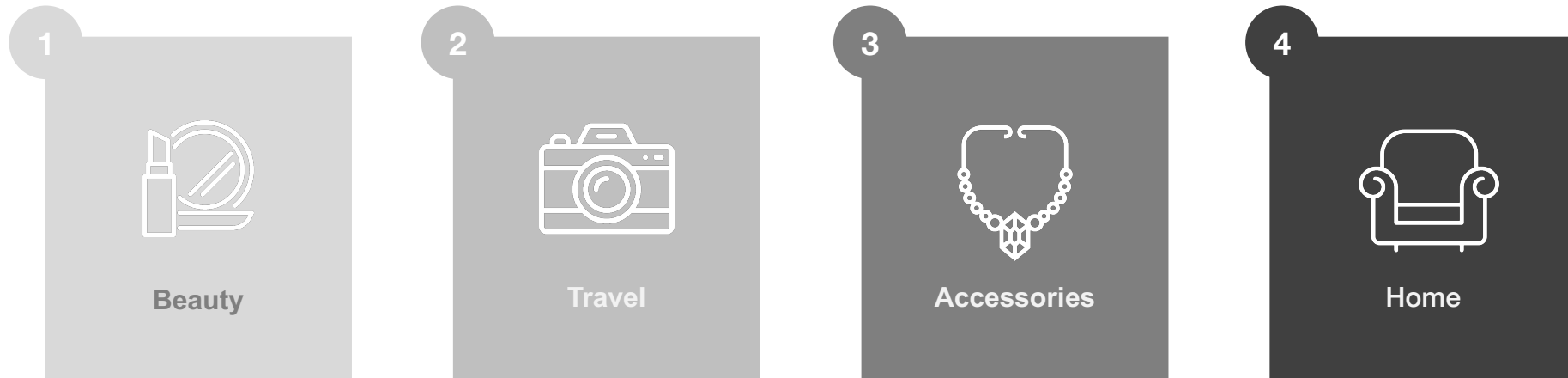


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