



# Capturing China's Post-Covid Consumer Spending Bounce Back

CardLinX Asia Forum 2020

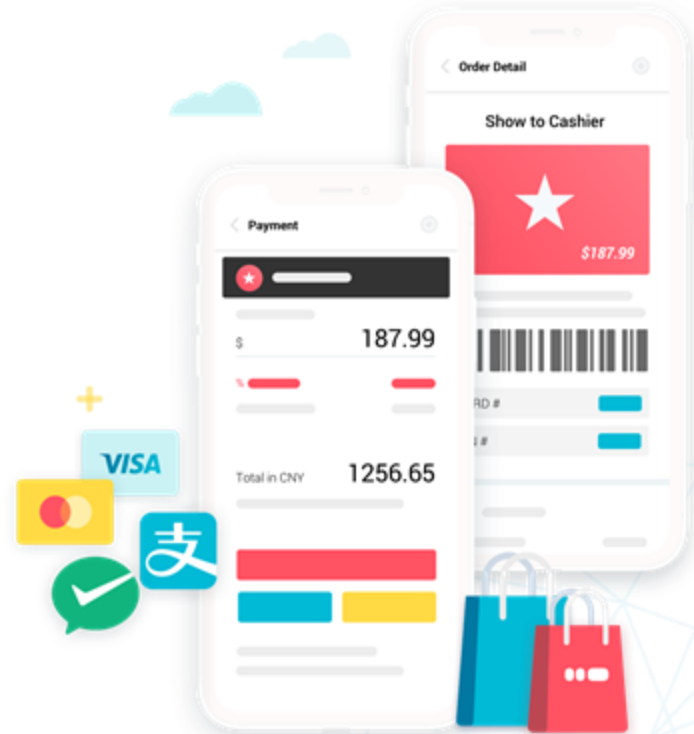
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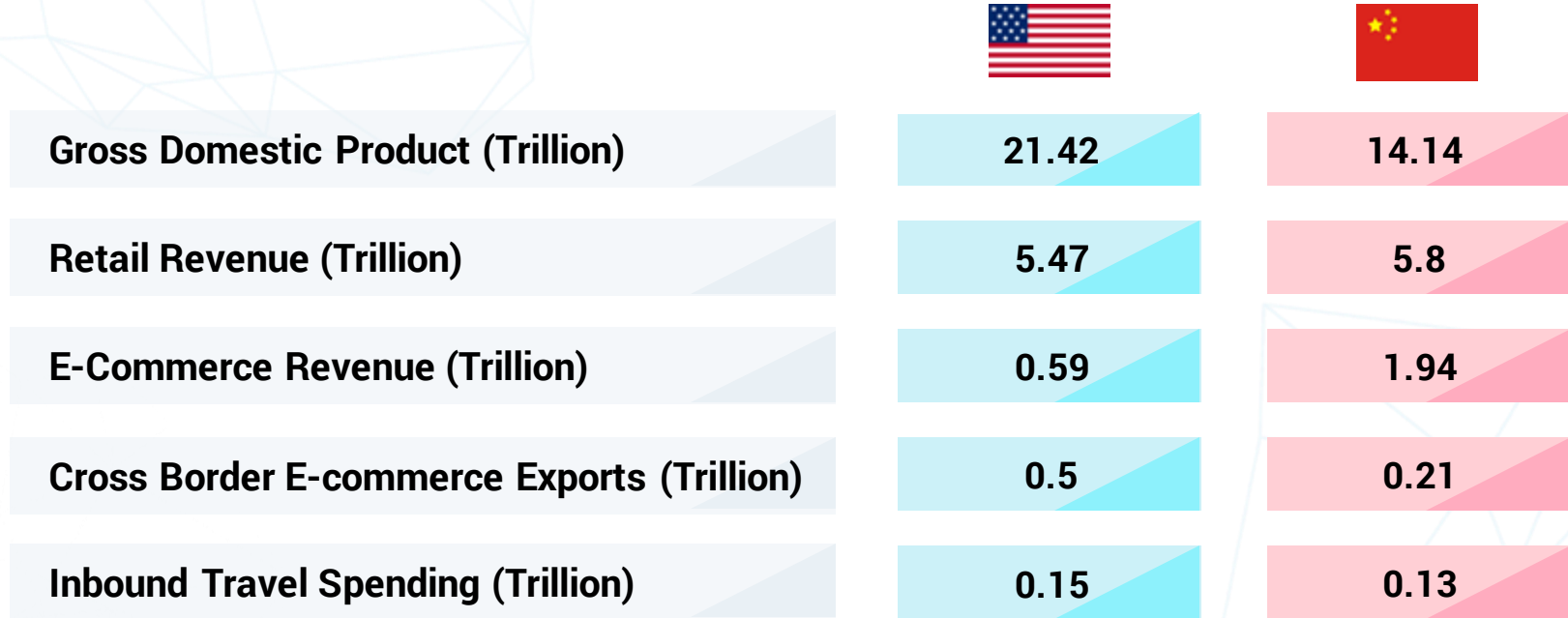
# About YouWorld

We help customers living or traveling outside of their home country pay with mobile wallets, allowing them to access their banking systems abroad.

We do this using gift card rails, creating a turn-key mobile wallet payment acceptance process for retailers.



# Pre-COVID: China vs. the U.S

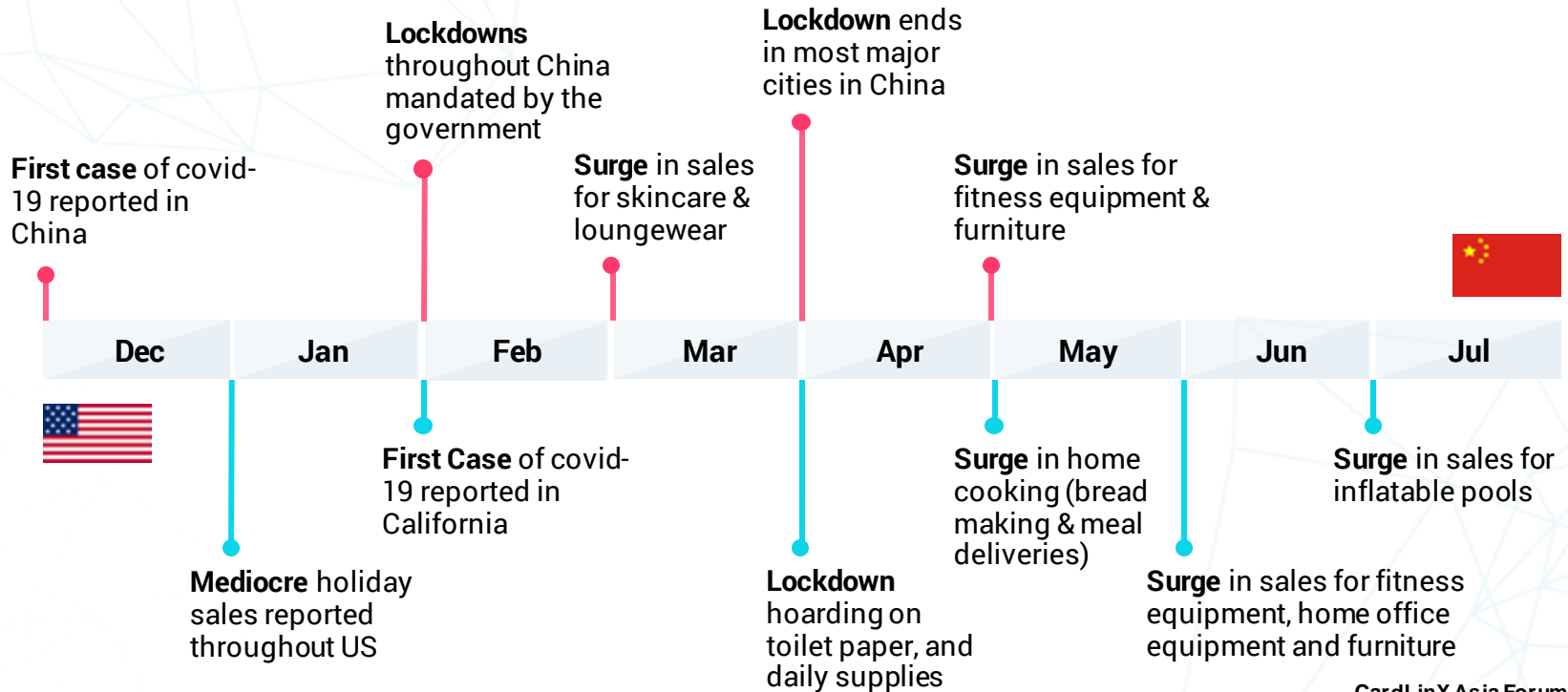


# Estimates of COVID's Effects



Gross Domestic Product (Trillion)	19.09 (-11%)	14.49 (+2.5%)
Retail Revenue (Trillion)	4.89 (-10.5%)	5.07 (-4%)
E-Commerce Revenue (Trillion)	0.71 (+20%)	2.09 (+16%)
Cross Border E-commerce Exports (Trillion)	~0.4 (-20%)	~0.3 (+50%)
Inbound Travel Spending (Trillion)	~0.05 (-45%)	~0.04 (-30%)

# Micro Trends & Movements During COVID: China & US



# COVID's Effect on Global Spending

## China

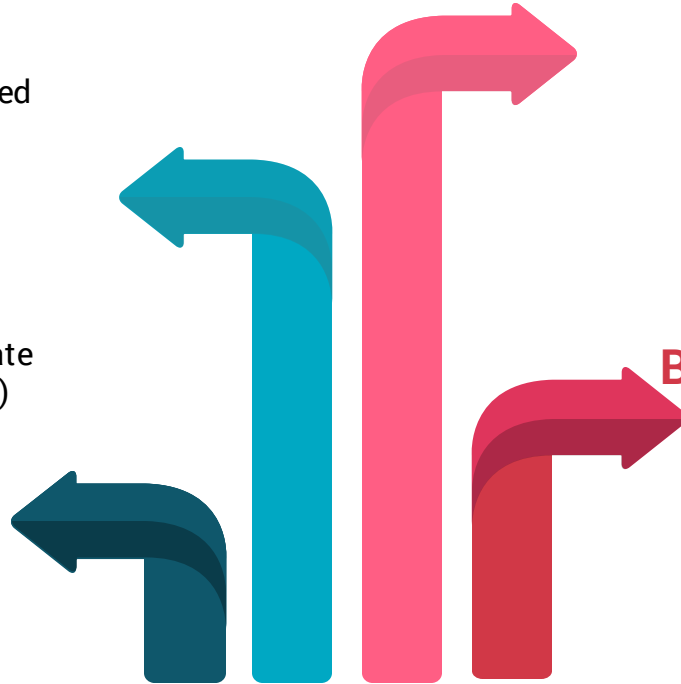
High-end consumer spending increased & expanded more to home goods  
continue to have high demand for foreign products (especially luxury)

## Rest of the World

U.S. Covid response and election create uncertain global ties (travel and trade)

## Social & Trends Driving

High-income workers kept jobs and worked from home  
Loyal customers left with 1 to 1 customer service



## Decreased Average Spending

Cross-border E-commerce continues to be strong, but average spending dropped.

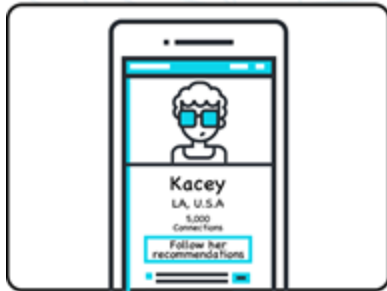
## Impact of Travel Ban on Cross-border

Post COVID Era: Travel industry will bounce back sharply.

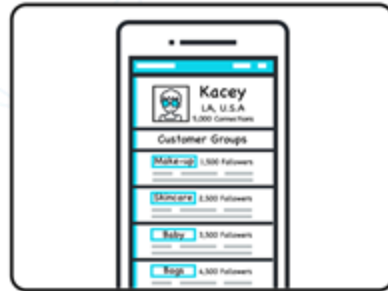
# Rising Trend: Cross-border Private Traffic Sales

## Personal Product Hunters (PPH)

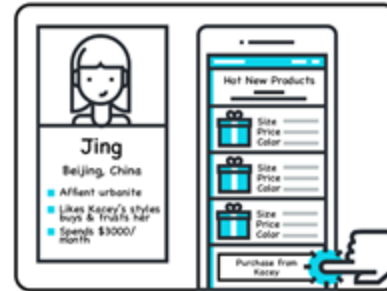
Meet Kacey



Kacey is Connected



Jing Sees Kacey's Post



Jing Asks about Product



Jing Sends Kacey Money



Kacey Purchases In-store or Online



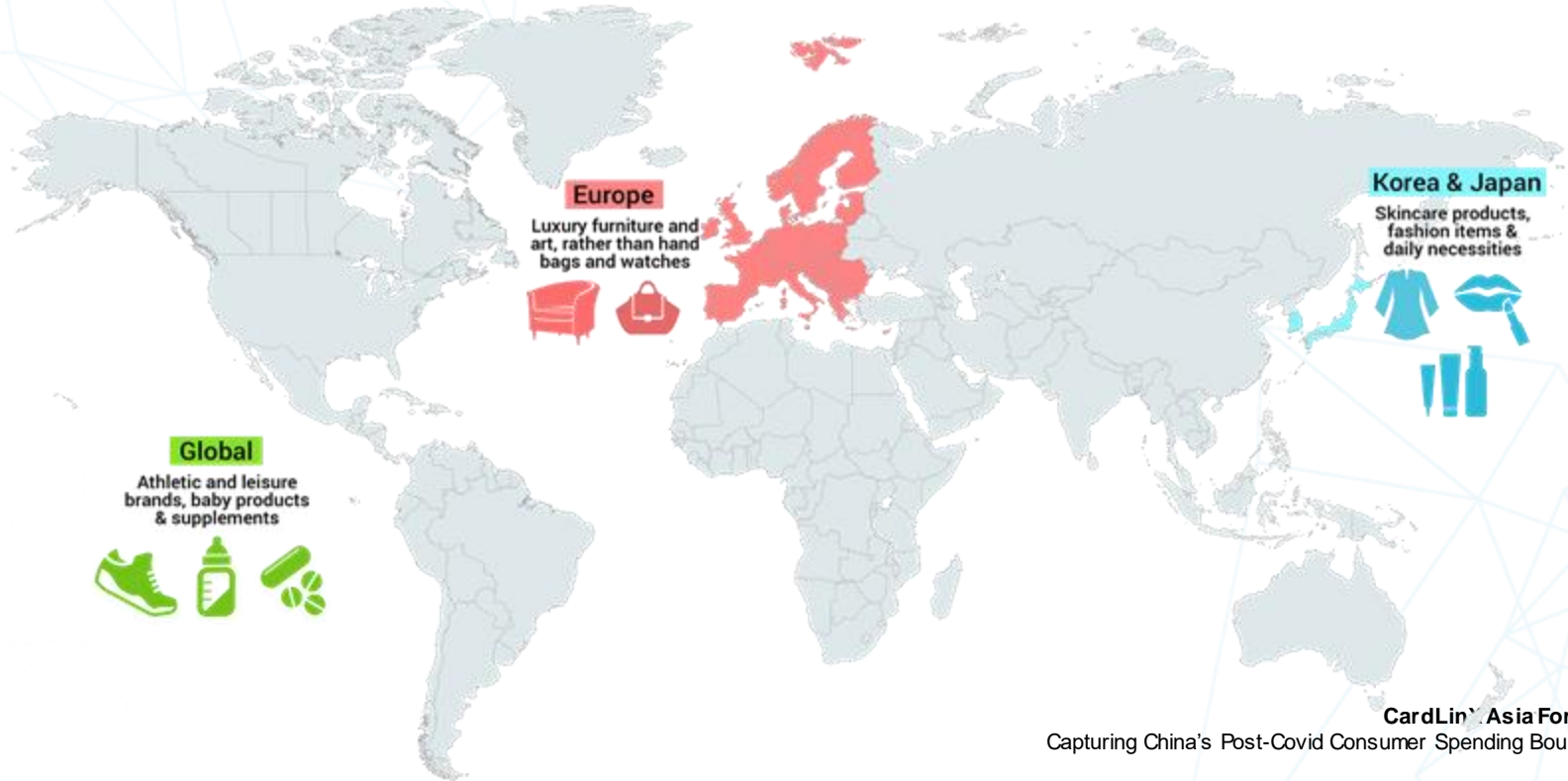
Kacey Ships to Jing



Jing Receives the Product



# Chinese Demand For Goods From Abroad





# Predictions



Cross-border KOL & private sales will thrive, more regional brands will find a new way to entering Chinese market



Accept mobile payments from different countries to get ready for the comeback



Important to understand and accept complex digital strategy to reach Chinese



More interaction between China and other APAC and European countries

# Thank you!

**CardLinX Asia Forum 2020**

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