



# Management Presentation

## 齐屹科技（开曼）有限公司

Qeeka Home (Cayman) Inc.

Stock Code : 01739.HK

July, 2021



# Cautionary Note



This announcement contains forward-looking statements relating to the business outlook, estimates of financial performance, forecast business plans and growth strategies of the Group. These forward-looking statements are based on information currently available to the Group and are stated herein on the basis of the outlook at the time of this announcement. They are based on certain expectations, assumptions and premises, some of which are subjective or beyond our control, including risk and uncertainties related to the COVID-19 pandemic. These forward-looking statements may prove to be incorrect and may not be realized in future. Underlying these forward-looking statements is a large number of risks and uncertainties. In light of the risks and uncertainties, the inclusion of forward-looking statements in this announcement should not be regarded as representations by the Board or the Company that the plans and objectives will be achieved. Furthermore, this announcement also contains statements based on the Group's management accounts, which have not been audited or reviewed by the Auditor, Shareholders and potential investors should therefore not place undue reliance on such statements.

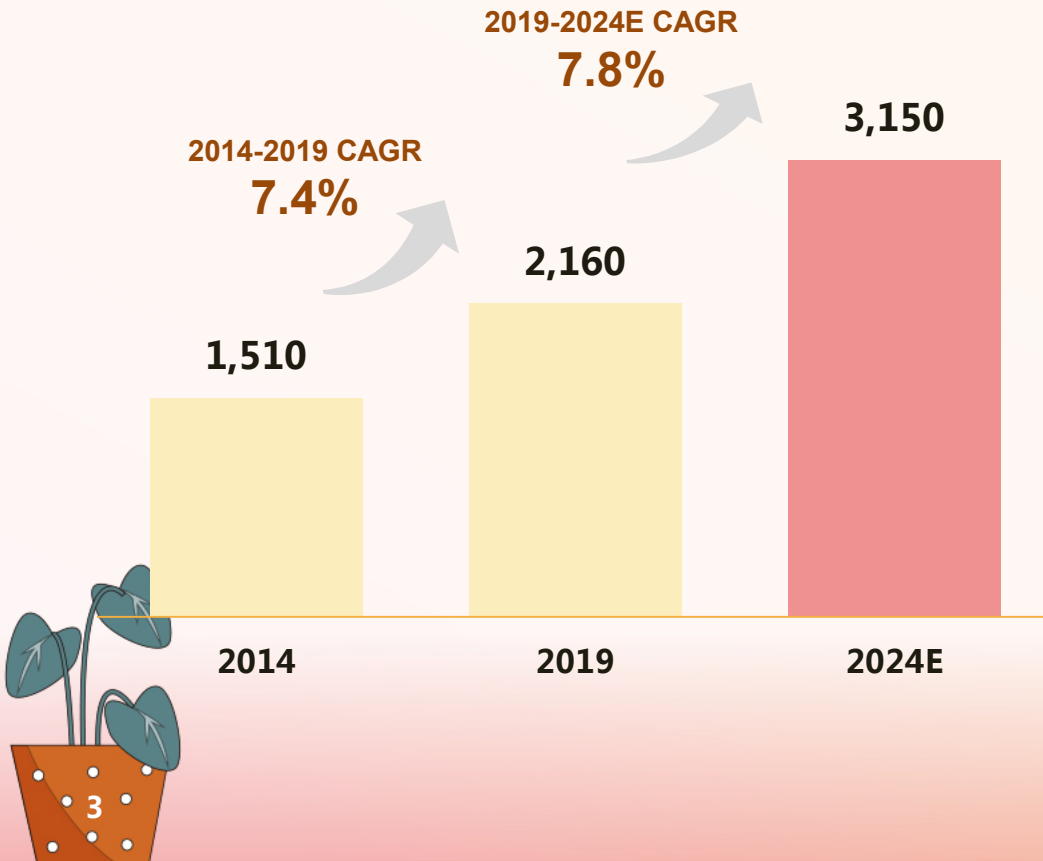


# IDC Business – Large Industry, Small Companies



## IDC – 2Tn+ Market With Steady Growth<sup>1</sup>

(RMB in Bn)



## ... And Yet Very Fragmented



>100K IDC  
Service  
providers



CR5<1%  
No dominant  
player



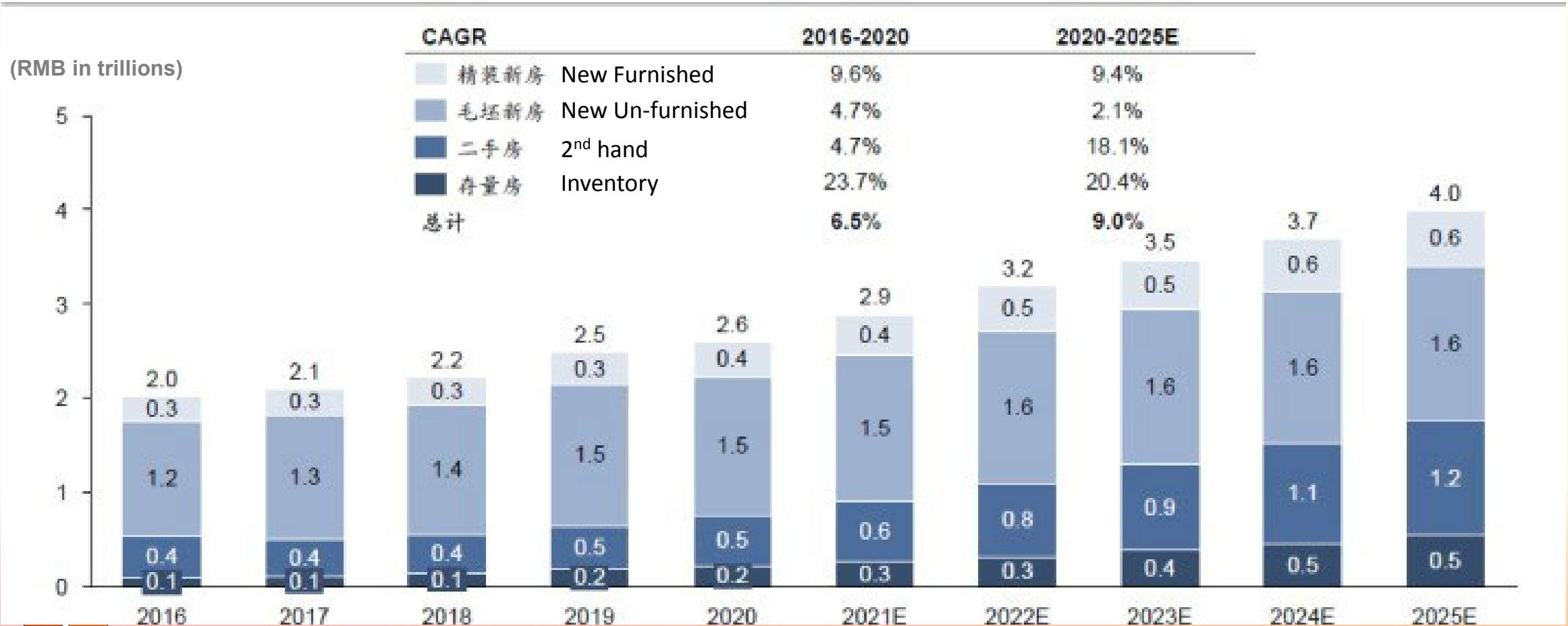
Typical # of  
employees  
~20

<sup>1</sup> Source: Association of Construction and Decoration and CIC analysis, exclude furnished new apartments

# Second-hand and Inventory Apartment Renovation Needs are Major Drivers For IDC Market Development

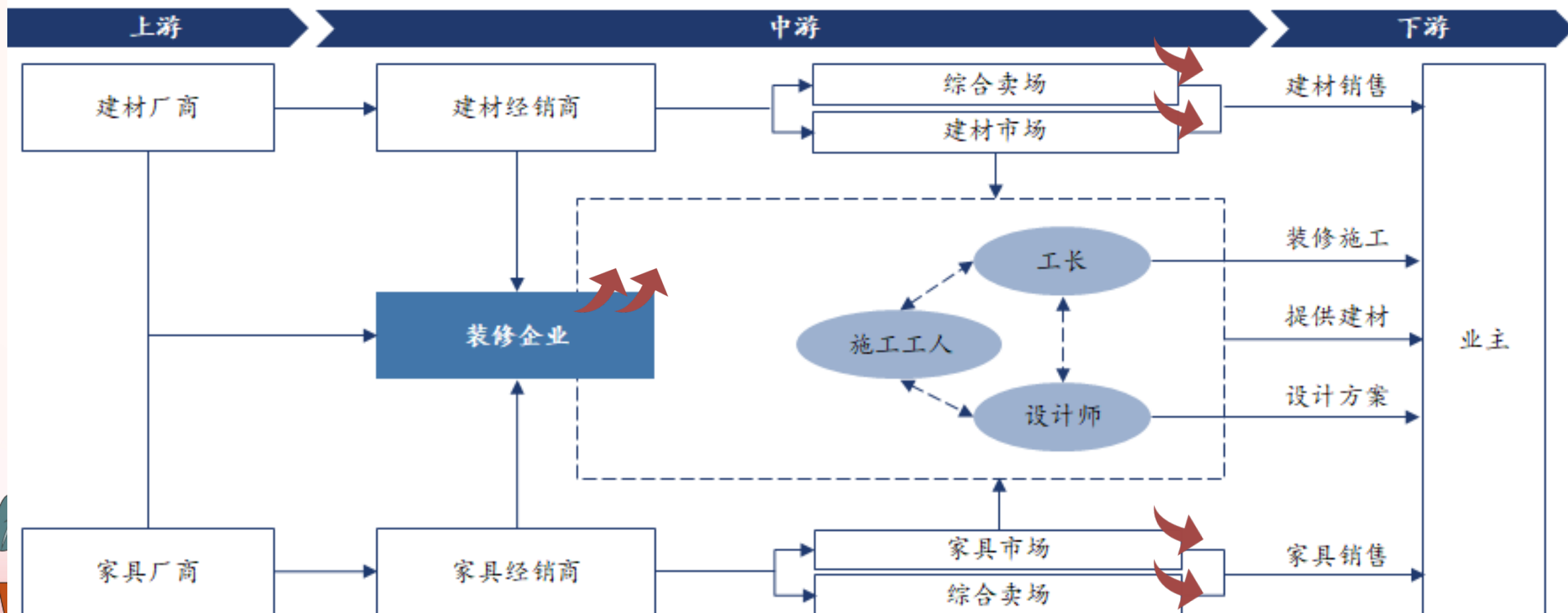


China IDC Market Size Breakdown by Drivers 2016-2025E



# IDC Service Providers are Gaining Shares vs DIY

中国家装行业产业链





# Renovation – Complex and Less Standard Process with Multiple Parties Cooperation



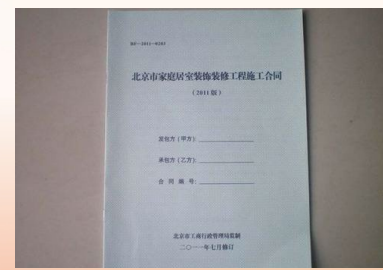
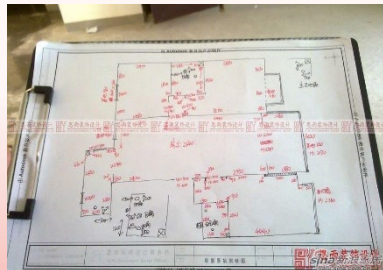
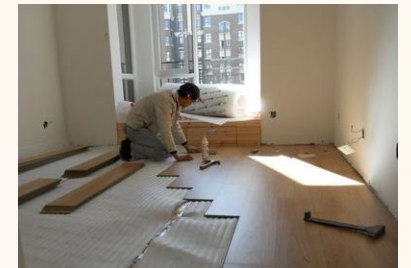
Sales Leads Generation

Building Structure Measurement

Project Design

Budgeting, Material Selection & contract

Construction, Inspection on Milestones & Complete



# Customer Acquisition, Construction Management, and Productivity Are Top 3 Pain Points of IDC Service Providers



## Customer Acquisition



- Low brand awareness
- Hard to differentiate service
- Lack of sales leads



## Construction Quality Control



- Hard to control construction service quality
- Poor quality of construction and decoration materials

## Productivity and Efficiency



- Complex process with multi parties cooperation
- Delay or re-work is common
- Lack of proper accounting

# Two Types of SaaS Opportunities



## Vertical SaaS

## Functional SaaS

Features

Industry Focused  
**Intergrade with business operations**  
Specific group of customers

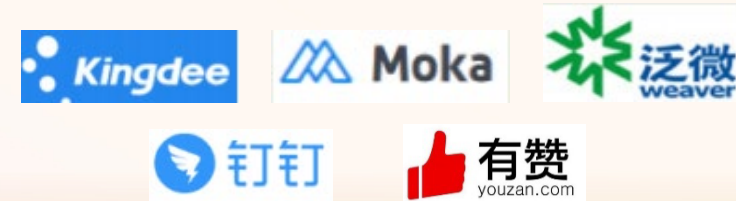
Functional Focused  
**Universal but specific enterprise need**  
Large group of potential customers

Business Model

License fee  
Subscription  
**Value-added Service Charges**

License fee  
Subscription

Examples



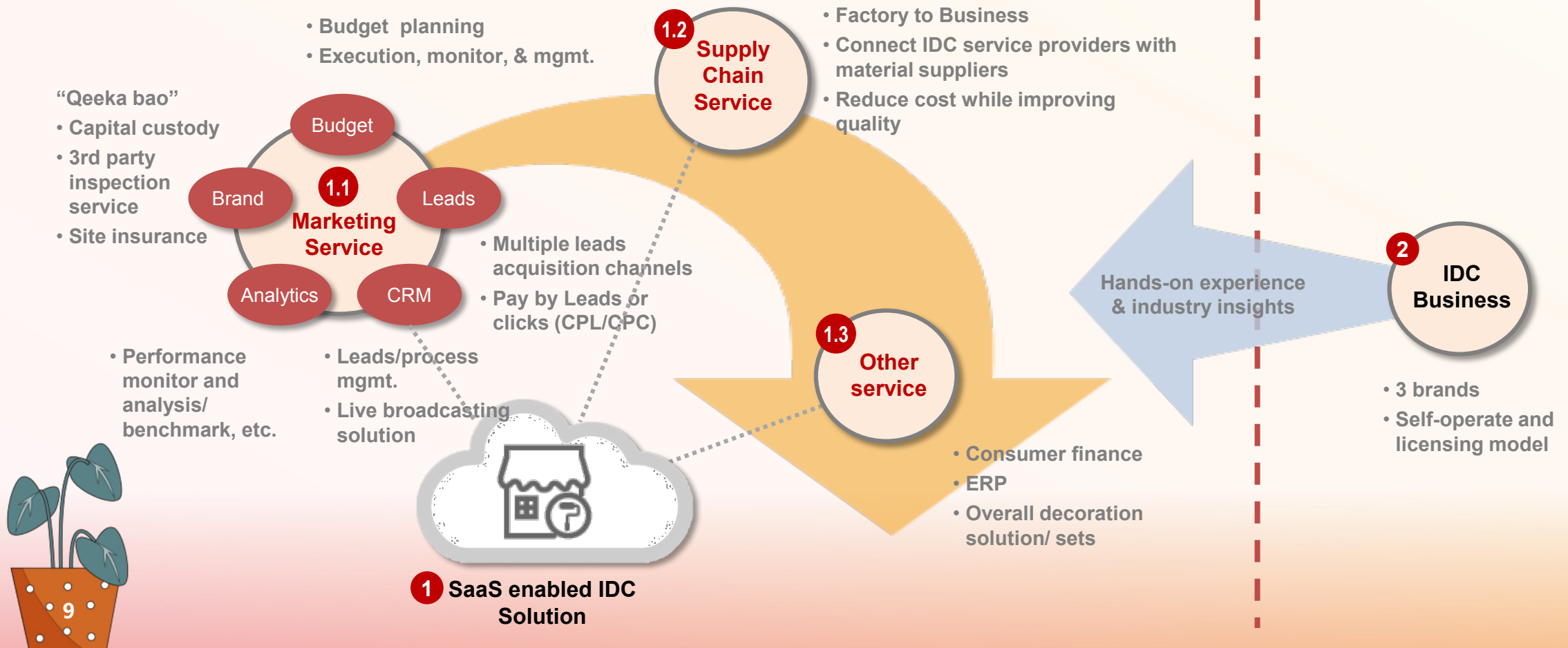


# Our Business



## SaaS and Extended Service

## IDC Business



# Loyal and Growing Merchant Base

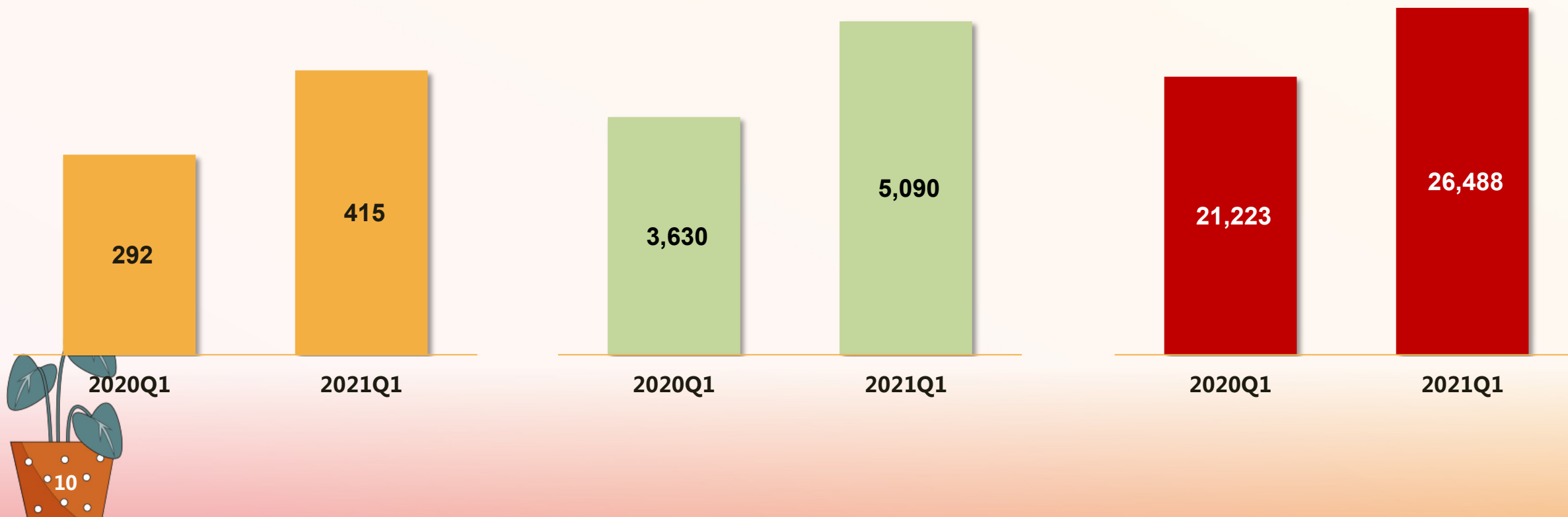


# of new paying merchants

# of active paying merchants

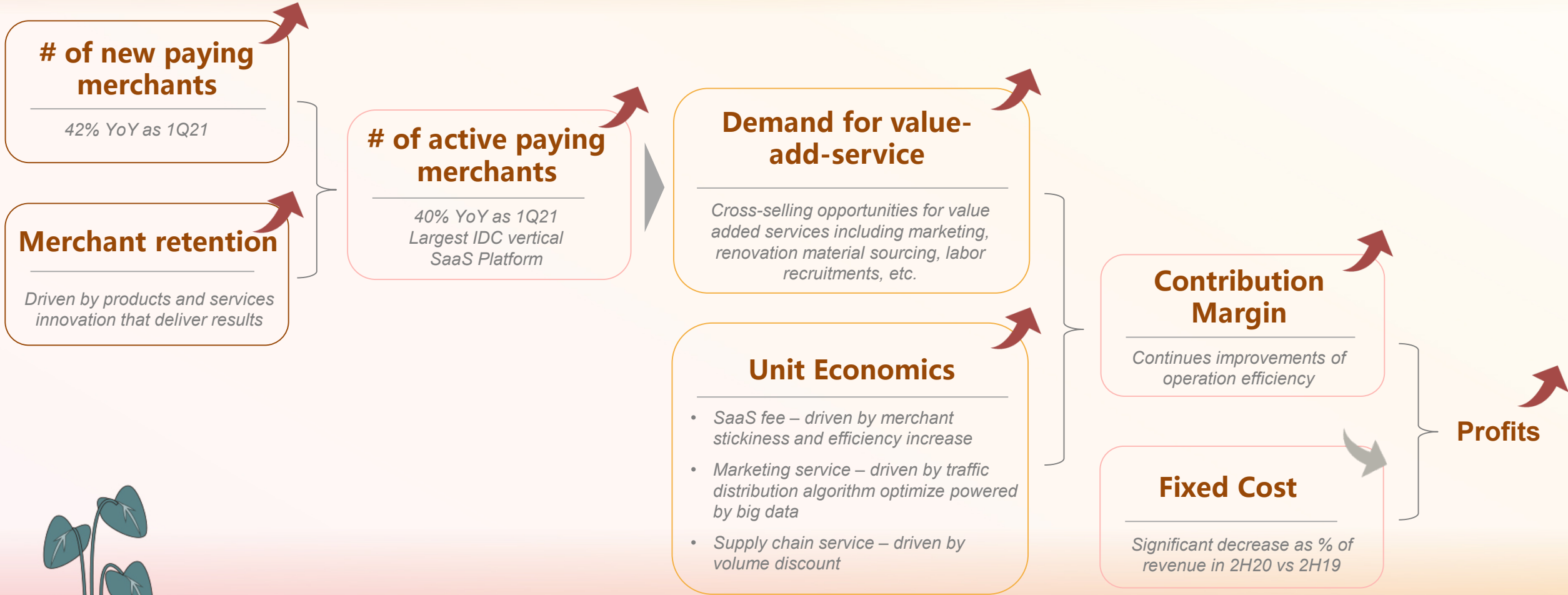
Revenue Contribution per active paying merchant<sup>1</sup>

(RMB)



<sup>1</sup>Revenue contribution per active paying merchant = revenue from SaaS, marketing service and supply chain service / number of active paying merchants

# Summary - Drivers Beyond Growth

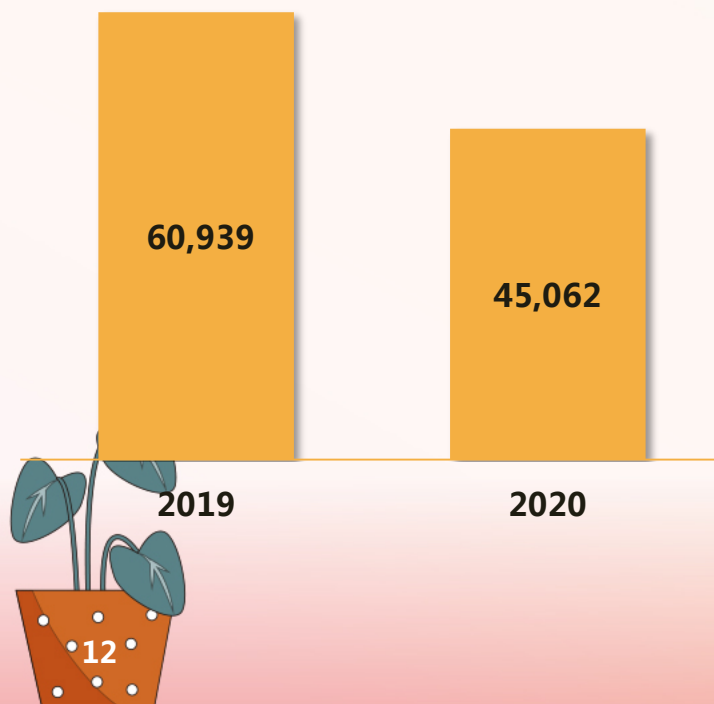


# Financial Highlights



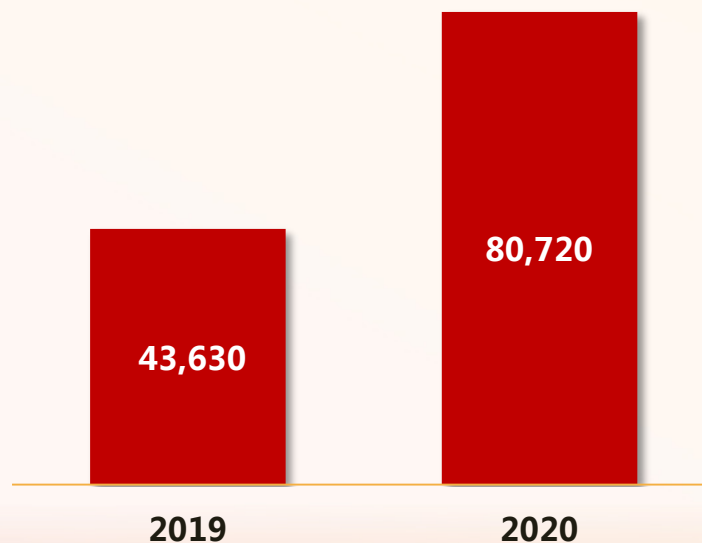
## Adjusted Net Profit

(RMB in millions)



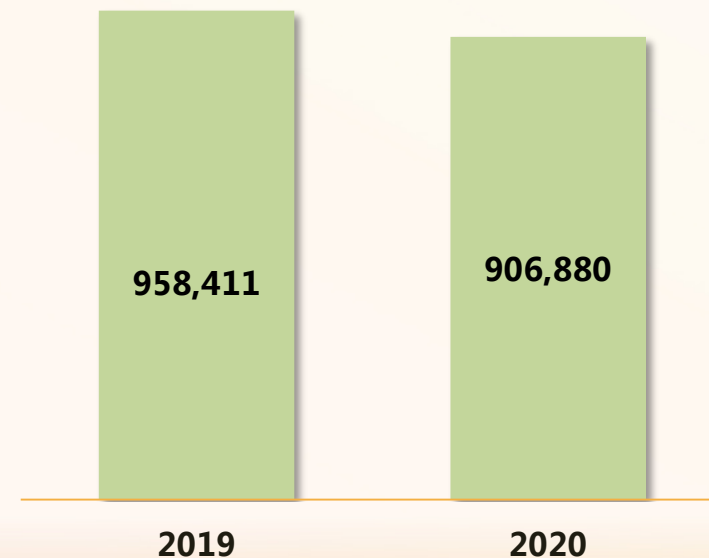
## Net Operating Cashflow

(RMB in millions)



## Cash & Cash Equivalents<sup>1</sup>

(RMB in millions)



<sup>1</sup>Including cash, cash equivalents, and term deposits



# 2021 Outlook



**Expand  
Merchant Base**



**Increase Merchant  
Retention**



**Strategic  
Investment &  
Acquisition**



# Appendix



# FAQ



- TAM
- Industry Trends
- End game
- Value to consumers
- Competition
- ManyCore



# Visionary Management Team with strong support from shareholders



**Mark Deng**

*Founder and CEO*

- Established Qeeka Group in 2007 and serving as Chairman and CEO since then
- Recognized industry leader and frequent award winner in China IDC industry
- Responsible for overall strategies planning and execution



**Liang Kang**

*CFO, SVP of Strategy, Finance and IR*

- Over 14 years experience in TMT and consumer sector, as an investor and entrepreneur
- Series-B investor of Qeeka while serving at CDH Investments as AVP
- Board member & VP, head of Strategy, Business Intelligence and Capital Markets at Wacai Group



**Selected Shareholders**





# Financial Highlights



(RMB in thousands)

	Year ended Dec 31		
	2020	2019	YOY%
<b>Revenue</b>	<b>916,264</b>	<b>770,985</b>	<b>19%</b>
<b>SaaS and Extended Service</b>			
SaaS	29,807	21,305	40%
Marketing Service	454,556	427,067	6%
Supply Chain Service	52,418	63,053	(17%)
<b>IDC, Innovation and others</b>			
IDC	360,543	255,123	41%
Innovation and others	18,940	4,437	326%
<b>Adjusted Non-IFRS Net Profit</b>	<b>45,062</b>	<b>60,939</b>	<b>(26%)</b>
<b>Net Operating Cash Flow</b>	<b>80,720</b>	<b>43,630</b>	<b>85%</b>



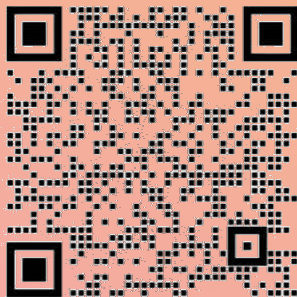
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