



IFY company

We are committed to providing one-stop supply chain solutions for global cross-border sellers



The bridge connecting global e-commerce — enables the future of cross-border trade





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01

Company profile

About IFY

A bridge to global e-commerce

—— Empowering the future of cross-border trade



IFY Company was founded in 2007 and has since grown into a leading global cross-border e-commerce enabler and integrator. As an industry pioneer, IFY has established long-term strategic partnerships with renowned international e-commerce platforms such as Amazon (Amazon), SheIn (SHEIN), Mercado Libre (Mecode), eBay, Walmart (Walmart), and AliExpress (AliExpress). These collaborations continuously provide cutting-edge product resources and efficient supply chain solutions. Through these efforts, IFY has helped thousands of cross-border sellers achieve rapid success and sustainable growth.



Core business



- With its strong global supply chain network, IIFY is able to provide a wide and selected product resource base to meet the procurement needs of major e-commerce platforms for high-quality products.



- The company uses data-driven digital capabilities to ensure the efficiency and accuracy of commodity procurement.



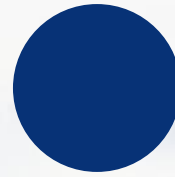
- Through a systematic seller training program, an intelligent operation support system, and a comprehensive growth strategy, we continue to empower the global seller community.

Partner support features



Market analysis services

- Provide market analysis services to partners, including industry trend research and competitive product analysis.
- Help partners understand market dynamics and develop differentiated competitive strategies.



Marketing strategy formulation

- Develop customized marketing plans according to the needs of partners.
- Based on market analysis and enterprise characteristics, we provide comprehensive marketing planning and implementation plan.



Advertising placement optimization

- Provide advertising placement optimization services to help partners adjust their placement strategies.
- Through data analysis and effect monitoring, improve the effectiveness of advertising and increase the return on investment.

Corporate endorsement



Endorsed by the
world's leading e-
commerce software
service provider



Headquarters shopify

- Headquartered in Ottawa, Canada, Shopify was listed in the United States on May 21, 2015. The sellers of Shopify are mainly concentrated in Canada, the United States, the United Kingdom, Ireland and other regions, while the sellers of home furnishing in Asia are mostly in Singapore and Hong Kong.



02



Corporate culture

Corporate culture



The worlds leading cross-border e-commerce enabler and integration service provider

Innovative e-commerce marketing service provider

Corporate purpose: To provide efficient and sustainable cross-border e-commerce solutions driven by technology and supply chain integration to facilitate global trade.

Make global e-commerce more efficient and local employment more inclusive

Corporate mission: To provide one-stop supply chain solutions for global cross-border sellers, and to create fair, efficient and easy-to-use employment opportunities through digital platforms, especially in high unemployment areas such as South Africa, to promote social development.



Core values



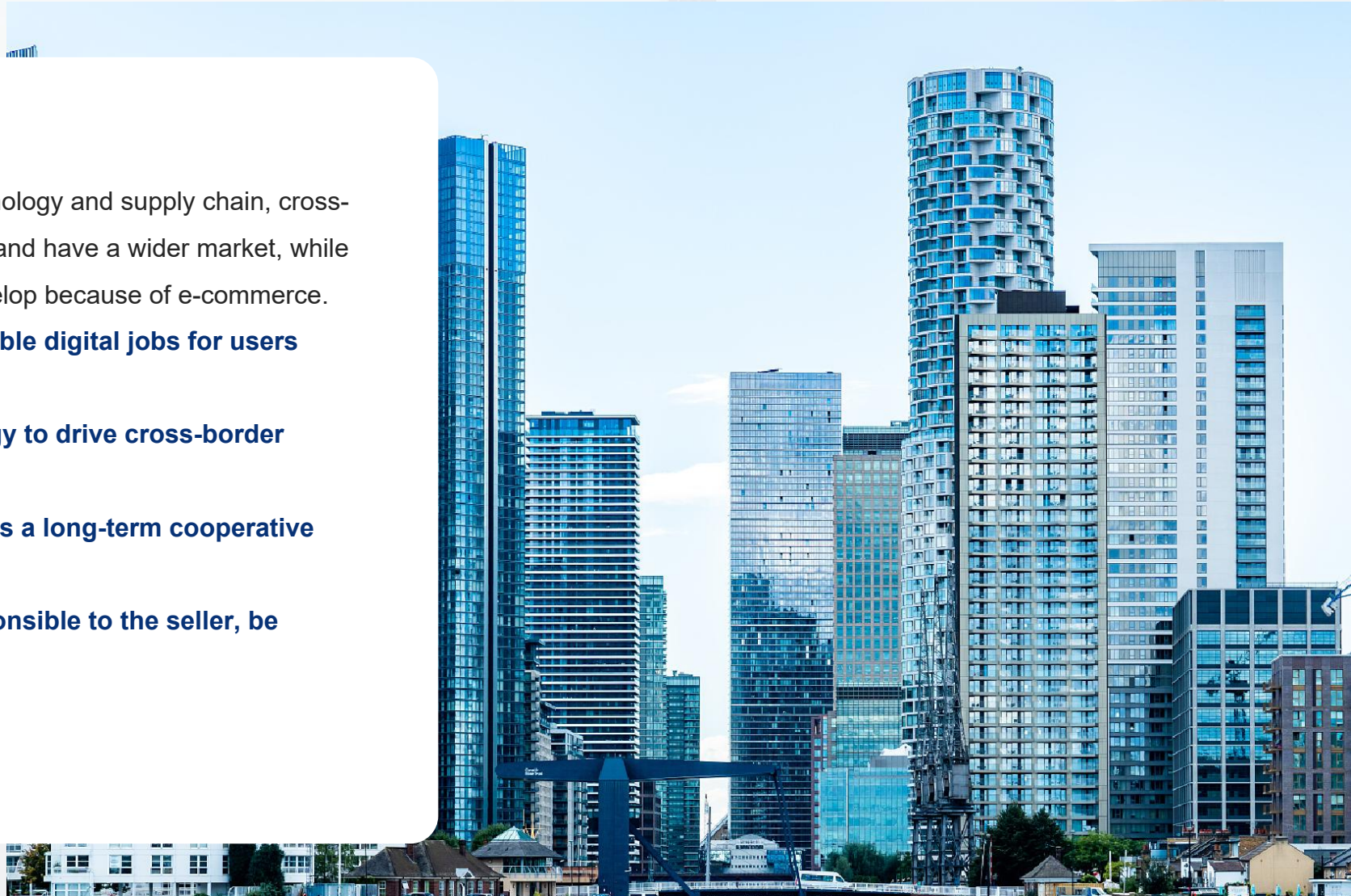
We hope that through the integration of technology and supply chain, cross-border e-commerce will be simpler, cheaper and have a wider market, while more people will have the opportunity to develop because of e-commerce.

Inclusive and Opportunity: Create accessible digital jobs for users around the world

Efficiency and intelligence: Use technology to drive cross-border operations and optimize every link

Win-win and trust: the platform establishes a long-term cooperative relationship with the seller

Responsibility and transparency: be responsible to the seller, be responsible to the market



The essence of the company's philosophy

01

Mission Mission

Make global e-commerce more efficient and local employment more inclusive. Improve the efficiency of global e-commerce, promote inclusive local employment, and provide one-stop supply chain solutions for cross-border sellers.



02

Vision Vision

To build a world-leading digital cross-border e-commerce hosting platform, connecting every quality supplier and potential market in the world.



03

Unique proposition

Global e-commerce, one-stop hosting. IFY makes it easy for sellers to go overseas. It provides cross-border services for merchants through a standardized platform and cooperation with local talents, realizing the whole process of product listing, warehousing, logistics and after-sales service, helping sellers sell goods easily and employees earn income easily.



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Brand personality

Reliable operations expert
The digital enabler
Professional, efficient, people-friendly and socially responsible





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Operation pattern

Core value



Global vision

Adhering to the concept of globalization, we are committed to cross-border e-commerce innovation and service optimization, and help sellers expand the global market.



Customer orientation

Always put customer needs first, provide personalized service solutions to help sellers improve operational efficiency and business growth.



Cooperation and mutual benefits

Establish long-term cooperative relations with merchants, suppliers and logistics partners to share resources and jointly promote the development of cross-border e-commerce business.



Social responsibility

Actively fulfill social responsibilities, promote local economic development, promote technical and skills training, and create social value.

Operation pattern



Global supply chain integration

Through the global supply chain network, IFY has established long-term cooperative relations with high-quality suppliers, manufacturers and logistics companies. The platform selects goods accurately according to market demand, ensures the quality and price advantage of commodities, and provides stable and efficient supply chain support for cross-border e-commerce sellers from the source.

Platform operations work with local teams

Establish a local operation team in target markets (such as Bangladesh), and help merchants select appropriate products and positioning through market research and local demand analysis, as well as assist sellers with product listing and promotion. The platform works closely with the local team to ensure that merchants can quickly adapt to market demands and improve store operation efficiency.

Fixed salary and task allocation

In order to encourage sellers to actively participate in the platform operation, IFY provides a fixed salary system to ensure that sellers have a stable source of income. At the same time, the platform allocates corresponding product listing tasks according to the market demand of different regions and the ability of sellers, so as to make them complete the target more efficiently and reduce the difficulty of operation.

Digital management and intelligent operation

IFY helps sellers automate product selection, pricing, inventory management, and logistics tracking through its digital management system and intelligent operational tools, streamlining the cumbersome steps in traditional cross-border e-commerce. The platform's smart recommendation system can also provide precise product selection suggestions based on historical data and market trends, helping sellers optimize their operational strategies.

Full chain support and after-sales service

IFY not only provides integrated services such as procurement, logistics and warehousing, but also provides guarantees in terms of after-sales service. The platform provides comprehensive after-sales service support for merchants, including return and exchange, customer service and quality control, so as to ensure that sellers can operate without worry and improve user satisfaction.

The "chain model" of cross-border e-commerce

The operation mode of IFY is similar to that of a chain store. The platform provides unified operating rules and pricing strategies. The platform determines the price of goods and makes flexible adjustments according to market demand. Suppliers or factories provide basic goods, and sellers list goods on the platform according to the platform's rules and needs, and enjoy the comprehensive service support provided by the platform.



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Strategic planning

Market prospect



Seven trillion dollars

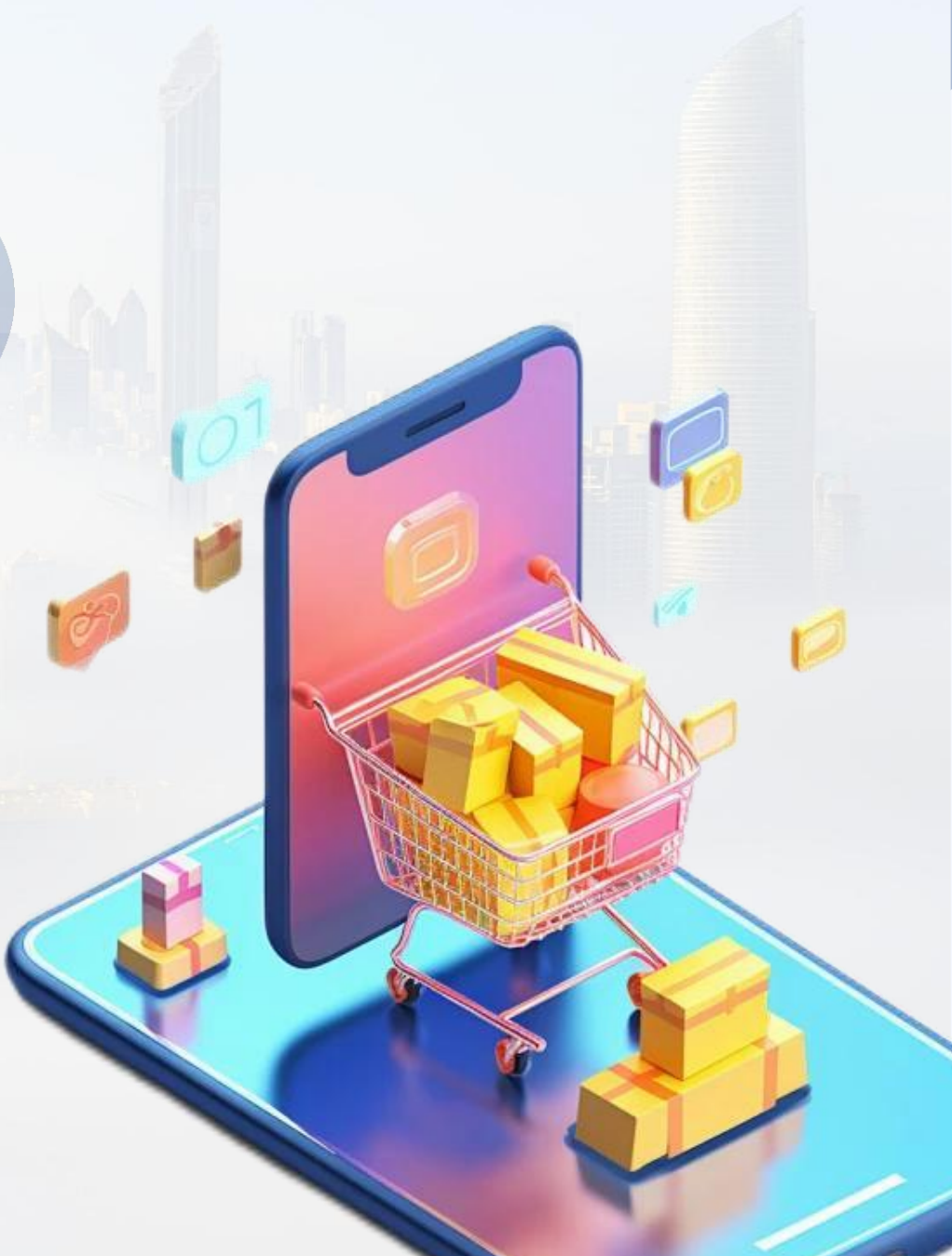
Global e-commerce sales in 2025

Global e-commerce sales are expected to reach \$6 trillion in 2024, accounting for 19.5% of global retail sales. According to eMarketer, global e-commerce sales will climb to \$7 trillion in 2025, with a compound growth rate of 7.9% from 2024 to 2027.

The changing share of cross-border e-commerce in global trade

The global B2C cross-border e-commerce market was worth \$785 billion in 2021 and is expected to reach \$7.9 trillion by 2030.

Area	E-commerce scale in 2023 (trillion \$)	Rate of rise	Feature
North America	2.32	8.1%	High unit price, technology driven
Europe	1.89	6.2%	Social media e-commerce is on the rise and compliance is important
Asia-Pacific	1.63	9.8%	The population base is large, and the mobile terminal penetration rate is 78%



Company strategy evolution



IFY

The strategic leap forward of cross-border innovation in Bangladesh, South Africa, the United Kingdom, the United States and China

IFY officially announced its operations in Bangladesh, South Africa, the United Kingdom, the United States and China to respond to government calls to promote employment and economic development.

Build a localized e-commerce ecosystem

We are committed to building an inclusive cross-border e-commerce system to create long-term development opportunities for Bangladesh, South Africa, the United Kingdom, the United States and China.



Strategic measure



The Million Sellers Project

The IFC plans to recruit 1 million local sellers in Bangladesh to promote the participation of all people in cross-border e-commerce and share global business benefits.

Local talent first

IFY gives priority to recruiting local citizens, providing systematic training, clear career path and growth opportunities, and helping individuals and society develop together.



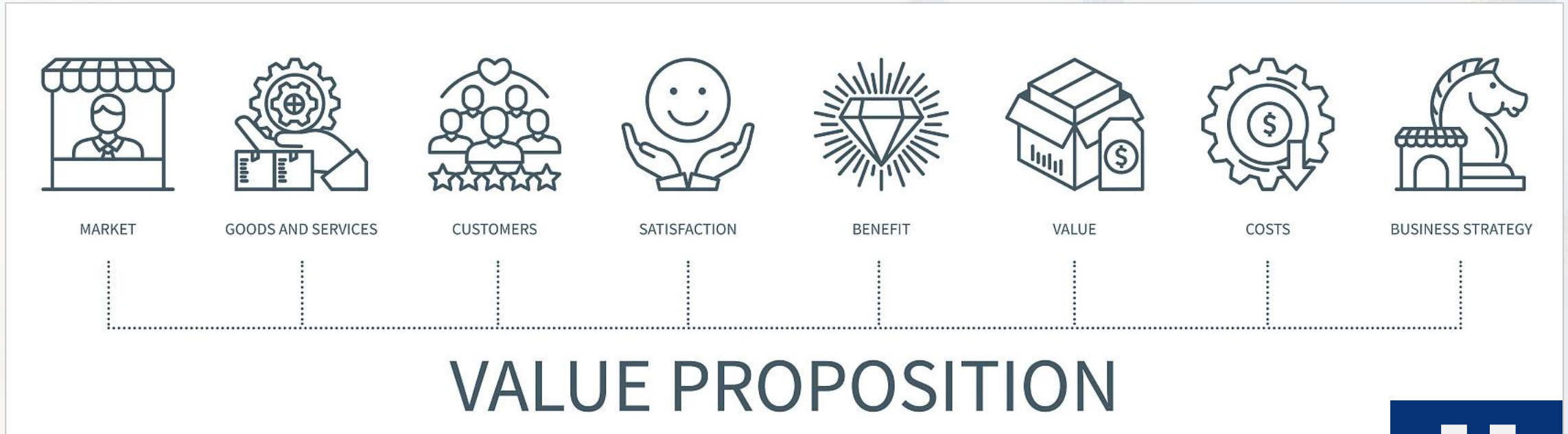
Free 4-day experience

IFY offers a 4-day free trial period to help new users understand the workflow and facilitate career transition and development.

Expansion of physical stores

IFY will set up physical stores and service centers in major cities in Bangladesh, South Africa, the United Kingdom, the United States, China and other countries to realize online and offline collaboration and provide localized professional services.

Strategic vision: A trusted growth engine for global sellers



Future vision

To build a world-leading digital cross-border e-commerce hosting platform, connecting every quality supplier and potential market in the world.

Strategic starting point

Starting with Bangladesh, we will replicate the growth model to promote employment and economic prosperity.



THANK YOU

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