

ETERNAL ASIA PRODUCT SERVICE MANUAL





ABOUT ETERNAL ASIA

Eternal Asia is an integrated operating service provider that helps core customers to maintain and increase market share and enhance their core competitiveness based on logistics, with the 1+n mode of delayering, sharing and decentration as the carrier (coverage, marketing, service) and with brand operation/industry operation as the core, founded in 1997 and listed in 2007, Is a subsidiary of Shenzhen Investment Control enterprise, China's first listed supply chain company (stock code 002183), business in 2021 over 100 billion yuan, 2022 fortune China 500 ranked 193, won the national AAAAA logistics enterprises, 2020 the world's most valuable 50 commercial service brand honor qualification, and won the Ministry of Commerce and other eight departments rated as the first national supply chain innovation and application demonstration enterprises.

Eternal Asia advocate "focus on the core business, the core business outsourcing" supply chain thinking, service network covering Chinese mainland more than 320 large and medium-sized cities and the Hong Kong special administrative region, Singapore, the United States and other countries or regions, service p & g, GE, Philips and more than 100 fortune 500 companies and more than 2600 well-known enterprises, covering more than 200 national terminal stores, help customers improve the efficiency of supply chain, realize the total cost leading, promote "supply chain change China".



100,000,000,000+ ¥

2021 Business
Scale 100+ Billion



193th

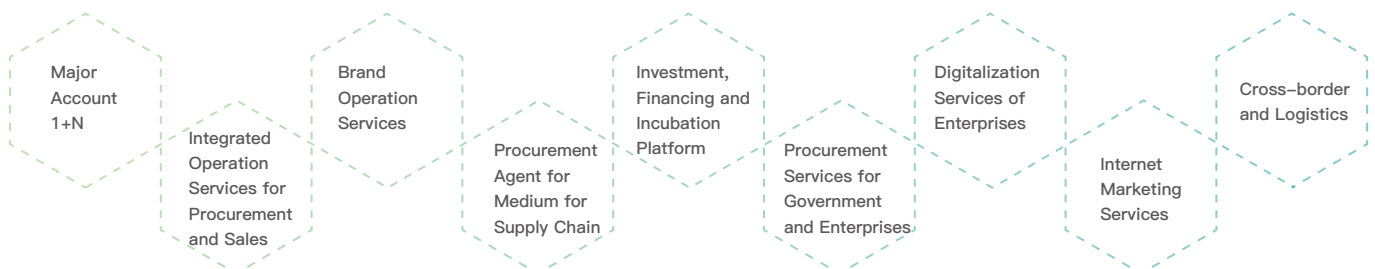
2022 Fortune
China Top 500 193th



In 2021

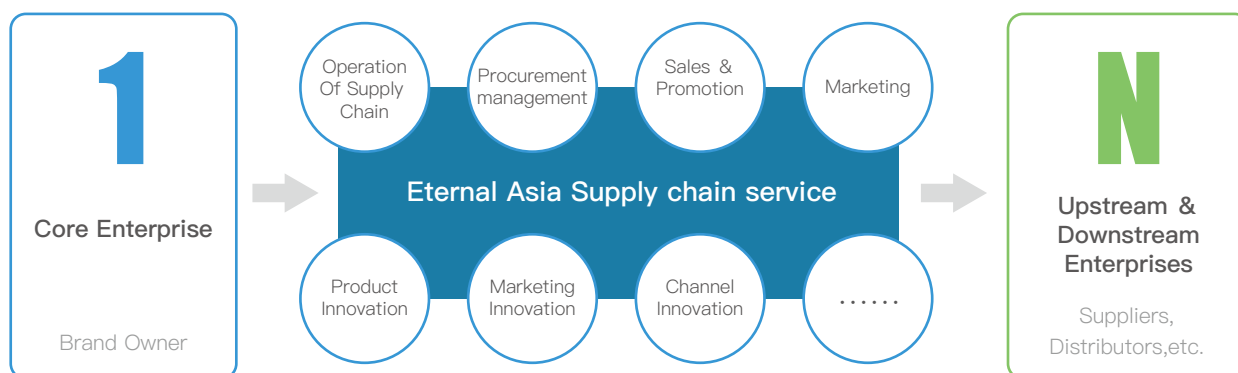
it was selected as the first batch of national supply chain innovation and application demonstration enterprises of the Ministry of Commerce.

BUILDING AN INCLUSIVE AND SYMBIOTIC SUPPLY CHAIN BUSINESS ECOSYSTEM



MAJOR ACCOUNT 1+N

Establishes a supply chain service platform between a core enterprise and its upstream & downstream players, boosting the flat, shared and de-centered operation of upstream & downstream operators of brands and industry. By virtue of resource integration, product innovation, channel innovation and marketing innovation, it boosts customers to improve and enrich (find more N), and deeply integrate with (efficient operation of N) and fully activate (develop more N through N to increase the sales volume) the supplier/channel operator system.



SERVICE CUSTOMER BASE

- Top enterprises in industries, industries and their segments, or growth brands with high technology content / high growth
- Enterprises with a relatively perfect upstream and downstream supply chain system and core technologies, and whose brand products (including spare parts) have a certain market influence and strong circulation ability in the industry

ENABLING CUSTOMERS WITH PROFESSIONAL SERVICES

Operation of Supply Chain

Procurement and Procurement Implementation Services、Channel development and manage、Sales and sales implementation Services、Cross-border、Logistics services、VMI inventory control

Product Innovation

Product planning, product development, product positioning, product packaging, etc

Brand Marketing

Marketing and promotion, e-commerce operation services, user management, etc

Financial Services

Capital settlement, supply chain financial services, risk management, etc

CREATE VALUE FOR CUSTOMERS

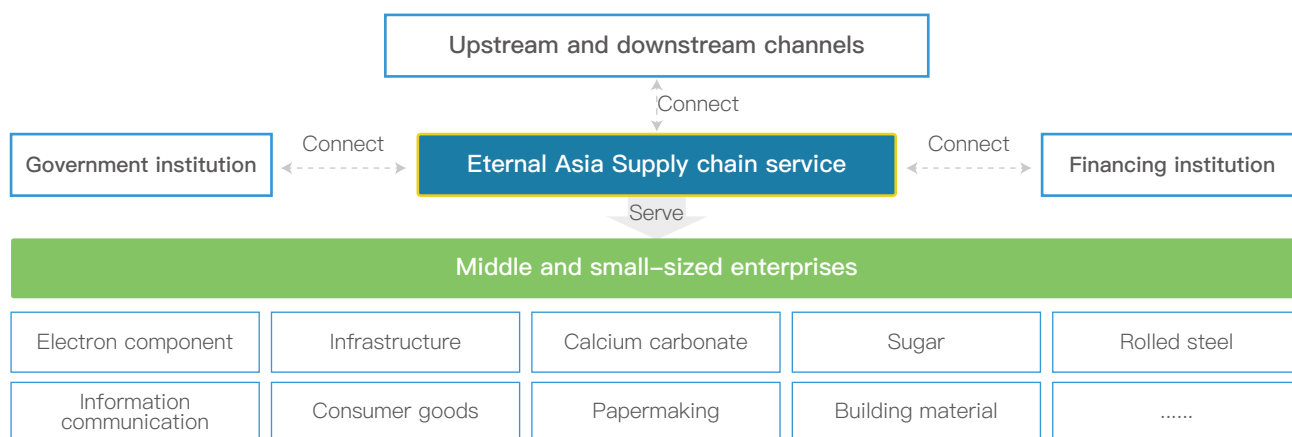
To provide brands with standardized supply chain services and personalized value-added services, assist enterprises improve procurement-sales system, increase the efficiency of supply chain management, promote the sales, expand market share and enhance brand value by integrating industrial procurement, distribution, channels and marketing resources.

COOPERATIVE CLIENT



PURCHASING AGENT FOR MIDDLE AND SMALL-SIZED ENTERPRISES

To alleviate the financial pressure on the supply chain of small and medium-sized enterprises, improve their market competitiveness, empower small and medium-sized enterprises, and create a perfect and nationwide service system of industrial digital supply chain finance by undertaking non-core outsourcing business of enterprises in the supply chain from upstream procurement of customers to downstream sales and relying on the Eternal Asia platform and national industrial chain layout with the fund demands of small and medium-sized enterprise customers as the starting point and procurement and sales services of supply chain as the carrier.



SERVICE CUSTOMER BASE

- **Industry:** fast moving consumer goods (drinks, drinks, food, etc.), medical equipment nursing products, home products (fuel appliances, furniture, decorative building materials, etc.), semiconductors (electronic components, etc.), infrastructure materials (steel, concrete plate, etc.), 3C products (home appliances, terminal communications, consumer electronics, etc.)
- **Demand:** more professional supply chain operation, richer enterprise financing channels, expand a broader market, be bigger and stronger

ENABLING CUSTOMERS WITH PROFESSIONAL SERVICES

- **Purchasing agent:** provide “one-to-one” and “one-to-many” (means that the supplier designated by the customer can be one or more) value-added services and support for raw materials, front-end procurement of finished products, supporting warehousing and logistics, commercial operations, fund settlement.
- **Sale agent:** provide “one-to-one” and “one-to-many” (means that the downstream customers designated by the customer can be one or more) value-added services and support for raw materials, back-end sales of finished products, supporting warehousing and logistics, commercial operations, fund settlement.
- **Digital service of supply chain:** help local enterprises complete digital transformation and realize digital and intelligent supply chain management through customized industrial Internet platform, output of SaaS system and windows tool.
- **Output of self-operated/national agency products:** help small and medium-sized enterprises to expand their scale and become bigger and stronger by enabling them from all over the world to become agents and distributors of Diaoyutai Zhenpin Yihao, Guotai Heijin Shinian, Datang Mizao, Xinfenggu, and Chengfen Huayuan and other high-quality brands under Eternal Asia.

COOPERATION MODE

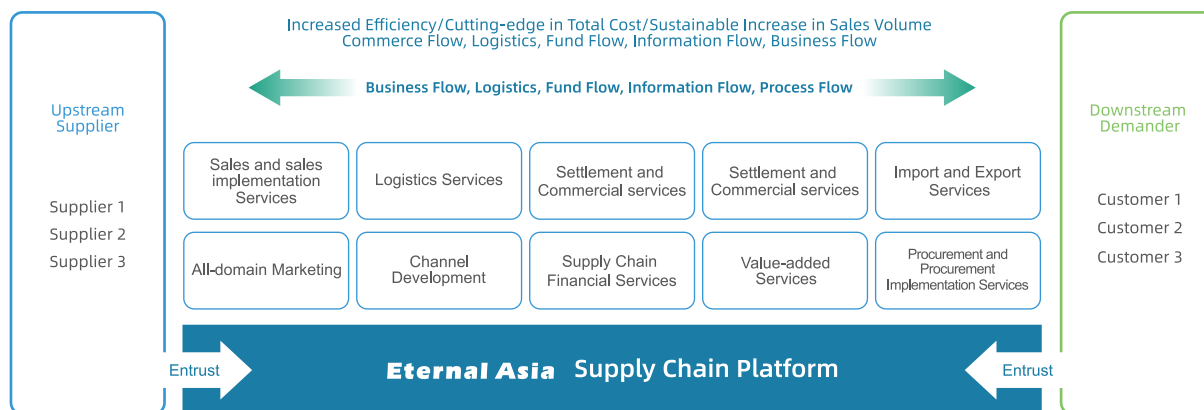
- **Export of services:** provide agency procurement and sales services of the supply chain
- **Investment and financing incubation:** provide investment and financing incubation for high-quality enterprises
- **Partnership exhibition:** welcome enterprises and individuals nationwide to join in us to explore the market and achieve mutual benefit and win-win results jointly
- **Integration of financial products:** integrate bank resources, and cooperate with local banking institutions to provide financial support for enterprises based on transaction data and scenarios on the platform.

CREATE VALUE FOR CUSTOMERS

- Energize small and medium-sized enterprises and create a nationwide service system of industrial digital supply chain.
- Build a model of flat innovation channel between the brand and downstream customers and terminals.
- Help the small and medium-sized enterprises to alleviate the financial pressure on the supply chain, promote the rapid development of business and achieve brand breakthrough in predicament.
- Improve the efficiency of supply chain, achieve the lead in total cost gradually and improve the core competitiveness.

INTEGRATION OF PROCUREMENT AND SALES

We serve as the bridge and link for transactions between supply and demand in the industrial chain and remain committed to boosting the supply chain efficiency, cutting-edge in total cost and sustainable increase in sales volume of enterprises. To achieve the objective, we apply one-stop supply chain services, all-domain marketing services and innovative financial services for supply chain to develop an efficient platform for procurement and sales, and remove barriers in trading process to shorten the transaction lead



SERVICE CUSTOMER BASE

- Ambitious and aspiring teams and small and medium-sized enterprises with competitive elements and resources in the industry, entrepreneurial spirit, but lacking platforms, funds, qualifications; industry elites that enable the eligible teams / small and medium-sized enterprises to recognize the culture and values of Eternal Asia with the ability of "integration, confluence and association".

- Business units / joint ventures with the ability and leadership to improve the strategic management, organizational management and business management of BU that can lead BU / holding companies to become bigger and stronger, join Eternal Asia, and become industry unicorns.

- Industries served: (including but not limited to) infrastructure, chemical industry, new energy, IT electronics, electrical machinery and equipment, 3C digital, household supplies, food, infant & mom, household chemicals, household appliances, intelligent manufacturing, high-tech industries.

ENABLING CUSTOMERS WITH PROFESSIONAL SERVICES



Supply chain operation: procurement and procurement execution, channel development and management, sales and sales execution, cross-border services, logistics services, VMI inventory management, etc



Financial services: capital settlement, supply chain financial services, risk management, etc

CREATE VALUE FOR CUSTOMERS

- Conduct joint operations, achieve mutual complementarity in the interest of common development, assist each other and give full play to the professional team advantages of the joint ventures.

- Solve the pain points for well-known and large-scale enterprises and upstream and downstream partners with the full use of the standardized and systematic advantageous resources of Eternal Asia.

COOPERATION CASE

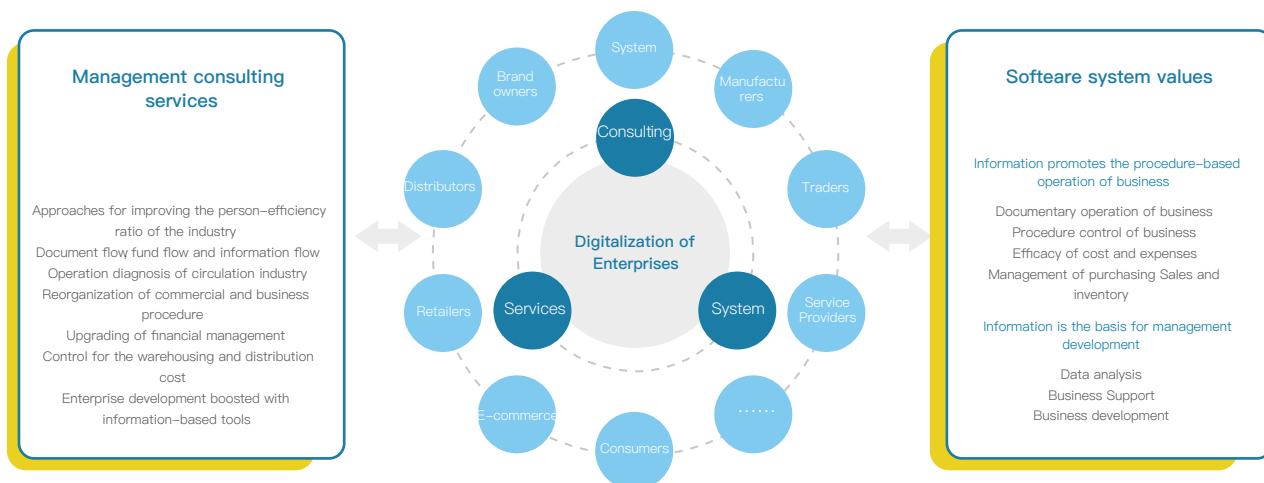
3C digital technology	IT electronics	Agriculture and forestry	Innovative marketing
Precision and intelligent manufacturing	Infrastructural industry	Infrastructure	

Integration and operation of procurement and sales in infrastructural industry:

Eternal Asia will build a supply chain service platform for the infrastructural industry that provides high-quality raw materials between core enterprises and their upstream and downstream with partners, open up the links of production, supply and marketing, serve the construction of infrastructure for municipal projects, help the upstream and downstream to achieve flattening, sharing and decentralization through resource integration, and stimulate regional operations with investment, so as to integrate, coordinate and promote the development of infrastructural industry.

DIGITALIZATION SERVICES OF ENTERPRISES

With the focus on core enterprises and the upstream & downstream players, Eternal Asia specializes in all information-oriented business like office automation (OA), order management (OMS), warehousing and distribution (WMS), financial accounting (FMS), Internet + (B2B, B2C) and mobile applications (APP, WeChat platform). By virtue of the thorough understanding about business demands of various industries and strong product R&D capacity, we help customers to optimize their supply chain structure, improve the supply chain efficiency, reduce the operational cost and improve their core competitiveness.



SERVICE CUSTOMER BASE

Based on improving industry efficiency and solving industry pain points, the enterprise digital platform of Eternal Asia will build a platform covering digital design and technology for enterprises, and provide professional digital services for the development of joint operation. In the meantime, the out-of-the-box platform can promote the SAAS of enterprises' digital products with partners, so as to help the seamless joint between uses and existing applications.

Window		Command system		E-commerce		Retail		Marketing		SRM brands	
Connecting Platform	Optional External Components	Purchase-sell-stock: Yifeng, SAP Yonyou, Kingde				Capital: Yifeng, bytter, Yonyou,				Big Data Platform	
		Manufacturing: Yifeng, SAP Yonyou, Kingdee				Finance: Yifeng SAP Yonyou, Kingdeet					
		Storage: Yifeng, FLUX				Invoice: Yifeng					
		CRM: Yifeng, Facishare, Neocrm				OA: Yifeng, seeyon, weaver					
		Settlement: Yifeng, HAND				HR: Yifeng, Beison					
Master data platform											

Supplier relationship management (SRM): devote to helping enterprises improve procurement management, shorten billing cycle, reduce enterprise costs, improve procurement quality and management level, and help enterprises adapt to the smart supply chain base on the integration and collaboration platform of digital system.

Warehouse management system (WMS): help enterprises to achieve digital warehouse management and visualization of orders and supply chain inventory, and respond to customer demands more quickly.

Order coordination platform (OCP): driven by order, to cooperate with upstream and downstream to respond to the changes of front-end distributing business quickly and call the back-end supply chain for execution flexibly

Transportation management system (TMS): release the seamless connection with WMS information, meet the needs of the integration of warehouse and distribution, and release the visualization of the whole supply chain.

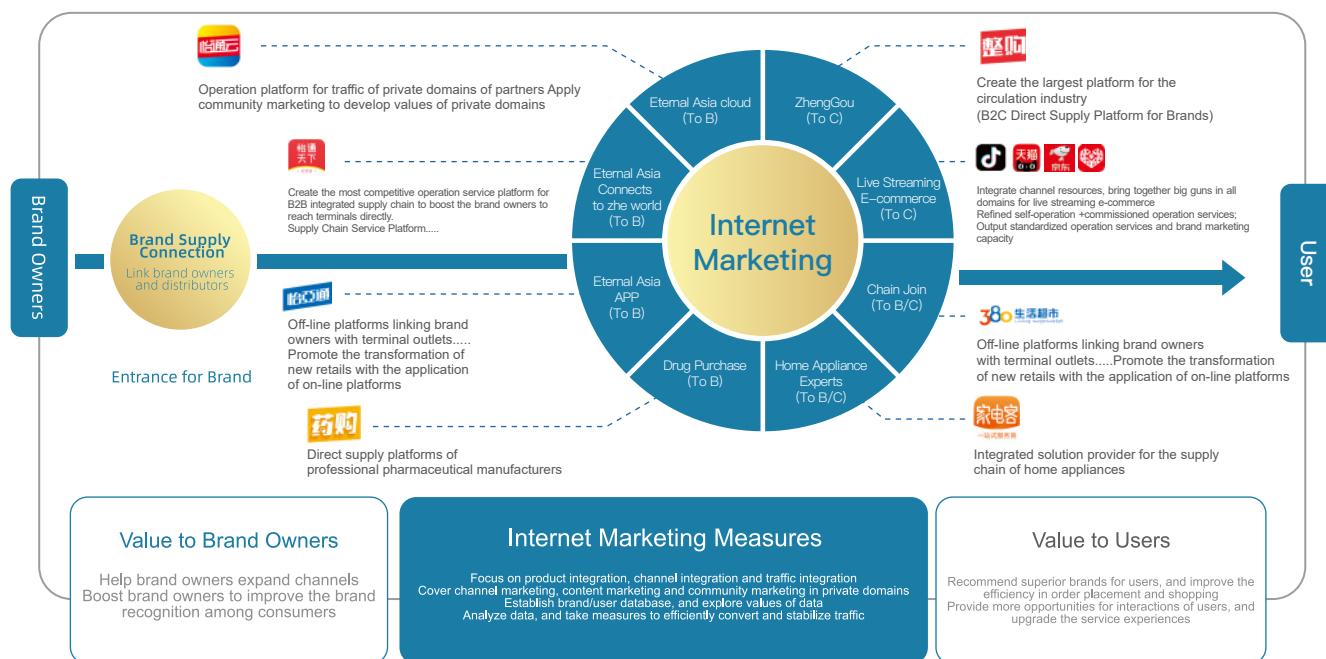
CREATE VALUE FOR CUSTOMERS

Help customers and enterprises with digital transformation

- **Improve the marketing ability:** help enterprises to insight into pain points in the industry, and summarize the weighted distribution and marketing focuses
- **Improve the capabilities of product design:** focus on customer demands and pain points, and energize customer to design and develop more marketable products and services
- **Improve the customer service capacity:** impulse customer to improve service capability, compliance rate and customer satisfaction based on the development strategy of the enterprise

INTERNET MARKETING SERVICES

Centering on “Technology +Industry +Ecology”, Eternal Asia constructs ecology of digital economy and integrates on-line and off-line resources to all-around services about digital operation and on-line marketing to users. It covers inter-connected smart platforms for upstream and downstream of different industries, and apply channels in public domains like ecommerce, live streaming and other new media to establish e-commerce platforms in private domains to present all-chain commodity supply chain services and all-around digital operation and marketing services to enterprises and users. Relying on the Internet technologies, Eternal Asia establishes shared platform and achieve the de-centered and flat management. Channel marketing, content marketing and community marketing in private domains to vitalize the traffic in both public domains and private domains to boost the efficient delivery of brand to users.



SERVICE CUSTOMER BASE

- **Yitong Cloud:** brand owners, suppliers, partners, community private domain channels
- **ZhengGou APP:** Brand owner (supplier) home users (whole-piece purchase users) commodity custom users (customized demand users) employee welfare purchase (government and enterprise group purchase) web celebrity store owner marketing VIP members (partner)
- **Yitongtianxia APP:** brands, suppliers, dealers, marketing partners, regional operators, store small b-end users, supermarkets, the second batch of merchants, third-party ordering platform, VIP members (partners)

ENABLING CUSTOMERS WITH PROFESSIONAL SERVICES

- **Brand supply:** commodity cross-platform standardized management operators independent marketing, one key to achieve cross-channel synchronization
- **Yitongtianxia APP:** help brands to cover millions of terminals
- **Franchise:** link the offline platform of brand owners and terminal stores, and transform new retail
- **Yitong Cloud:** earn commission pre-sale mode, private customization group mode, live broadcast sharing team management
- **E-commerce:** refined operation: competitive product analysis / flow operation user operation / explosive product building
- **ZhengGou APP:** marketing activities flexible combination member management community marketing data-driven advertising high conversion rate
- **Live broadcast:** KOL head and waist anchor marketing with goods, to provide landing content marketing creativity, professional account creation

CREATE VALUE FOR CUSTOMERS

- Expand multiple channels for the brand side, and the overall sales matrix helps the brand to achieve channel expansion.
- Data-driven marketing, providing sales-oriented marketing strategy and implementation, to achieve sales growth
- Cross-platform corps cooperation to integrate different resources to expand the traffic pool. Marketing partners, operators to help to achieve sales fission.

COOPERATIVE CLIENT



BRAND OPERATION

On the basis of circulation supply chain platform, it adds brand planning and marketing ability, and creates a closed loop of marketing through “market survey — brand positioning — brand strategy — product operation — marketing promotion — distribution and services — repurchase of consumers — feedback and correction”, and energizes brands at different growth stages through online and offline integrated “full coverage, full marketing and full services”, so as to support rise of national brands.

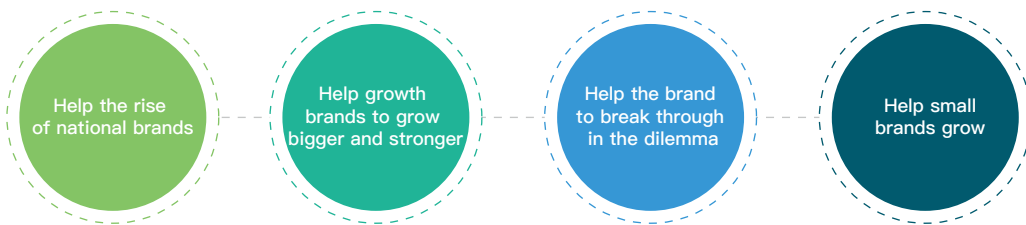
SERVICE
CUSTOMER BASE

Service wine, drink, daily chemicals, food, maternal, home appliances, medical and other consumer goods in different growth stages of industry, need to improve product / marketing / channel innovation ability, develop more hot style products of enterprise brand, and Asia joint innovation and development, complementary advantages to develop new market segments, improve sales and market share

ENABLING CUSTOMERS WITH PROFESSIONAL SERVICES



CREATE VALUE
FOR CUSTOMERS

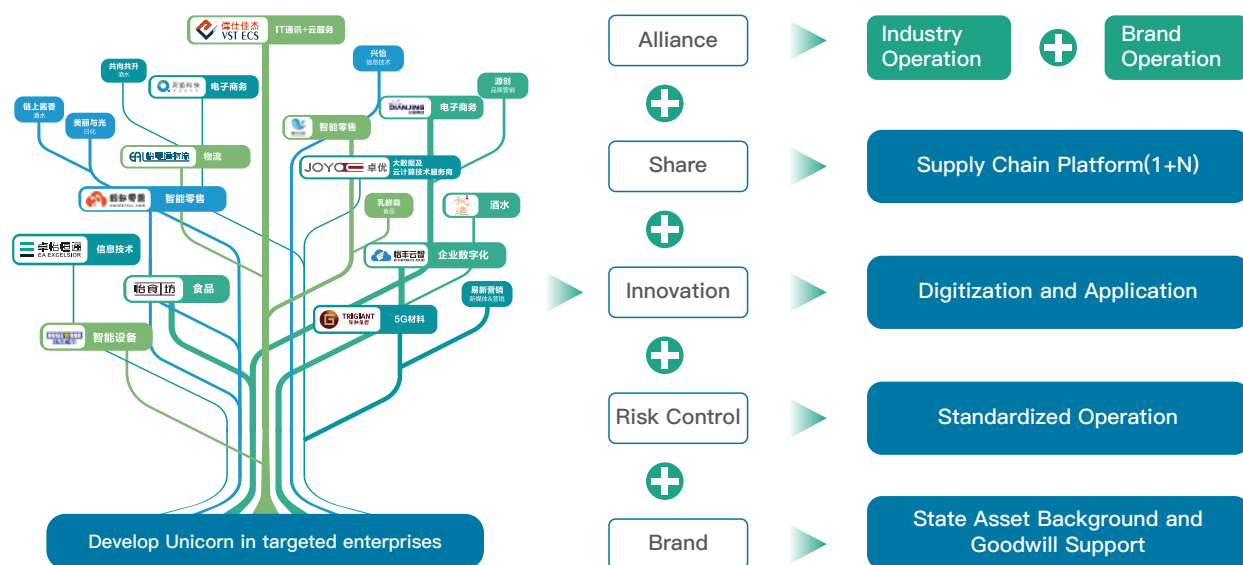


COOPERATIVE
CLIENT



INVESTMENT AND FINANCING INCUBATION

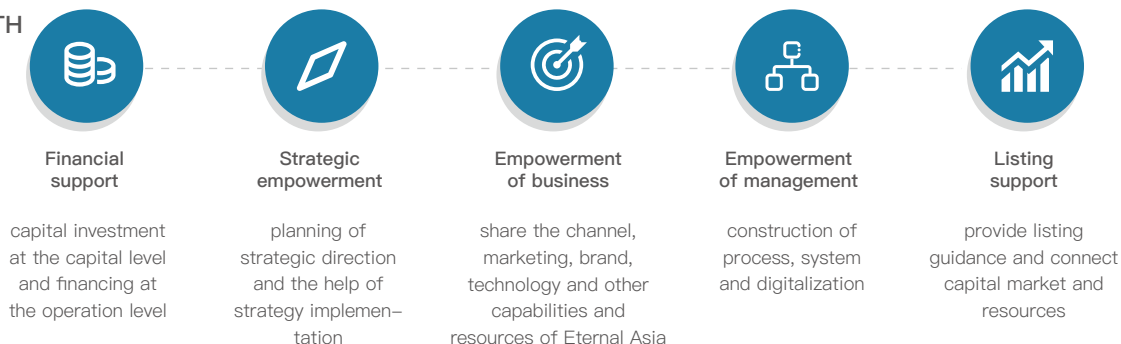
Eternal Asia makes strategic investment (holding) in emerging industries and enterprises through the model of “Supply Chain +” to incubate enterprise clusters with coordinated strategies, shared resources and joint & innovative development, achieve the mutual promotion between the supply chain platform and invested enterprises, and make the business ecosystem of supply chain bigger and stronger. At the same time, we introduce new strategic investors to boost the rapid growing of enterprises. In the future, we will gradually get listed on stock market.



SERVICE CUSTOMER BASE

- Industry:** high-tech, new energy, big consumption and other cutting-edge industries
- Company:** With the potential to become a unicorn in the industry, with substantial breakthroughs and innovations in technology, products and business models
- Team:** Consistent with the strategic goals of EA Investment and Finance incubation, reasonable collocation, outstanding professional ability, strategic planning, implementation and other abilities

ENABLING CUSTOMERS WITH PROFESSIONAL SERVICES

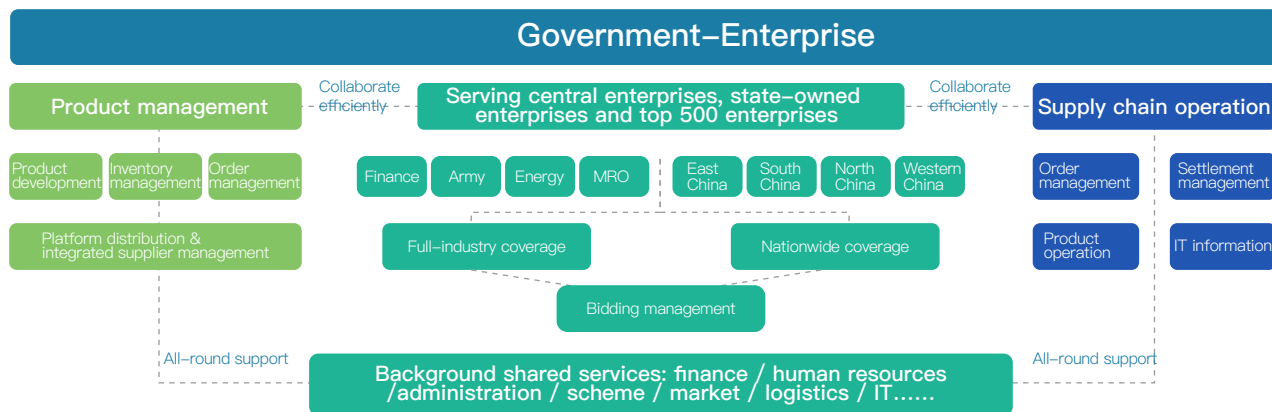


COOPERATION CASE



GOVERNMENT AND ENTERPRISE PROCUREMENT

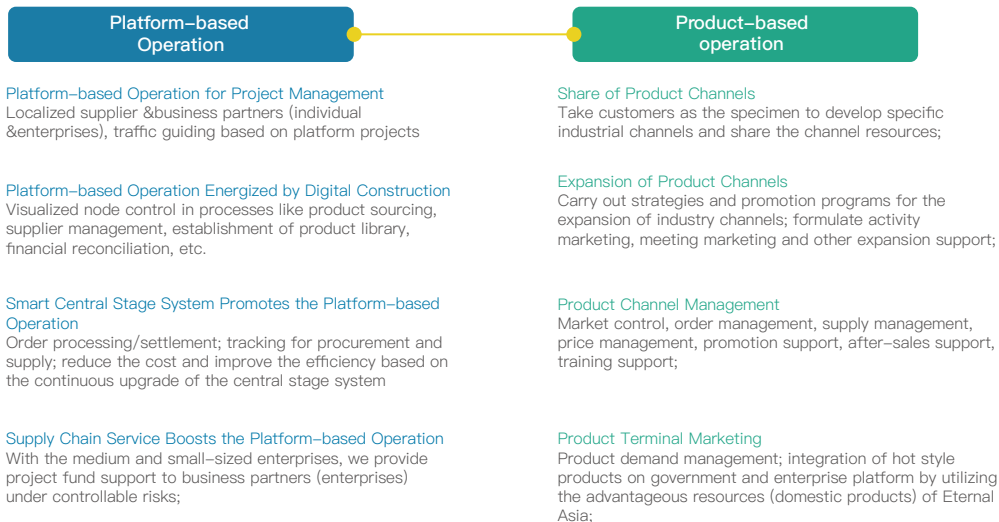
Supported by the strong supply chain of Eternal Asia and the localized business team distributed throughout the country, Eternal Asia undertakes the procurement and supply of comprehensive materials for central enterprises, state-owned enterprises, government institutions, financial institutions, public institution and other government and enterprise customers. The platform covers more than 20 categories of products, including but not limited to office equipment, office consumables, office supplies, office appliances, office commodities, food, beverage, daily chemicals, labor protection appliance, FMCG, mother and baby products, MRO, and can provide customers with multifarious docking methods based on different customer demands.



SERVICE CUSTOMER BASE

- **Object:** central enterprises, local state-owned enterprises, governments, financial institutions, public institutions, top 500 and other government and enterprise institutions
- **Demand:** centralized procurement and supply service of comprehensive materials of the above government and enterprise institutions, with excellent quality, low cost, many categories and fast time limit

ENABLING CUSTOMERS WITH PROFESSIONAL SERVICES



COOPERATION MODE

Government and enterprise supply chain cloud platform: EA has its own e-commerce platform, covering 400,000 SKU in all categories, covering more than 20 categories of office supplies, office daily use, office appliances, office equipment, office supplies, daily chemical labor insurance, food and beverage, FMCG, mother and baby, clothing, bags, etc

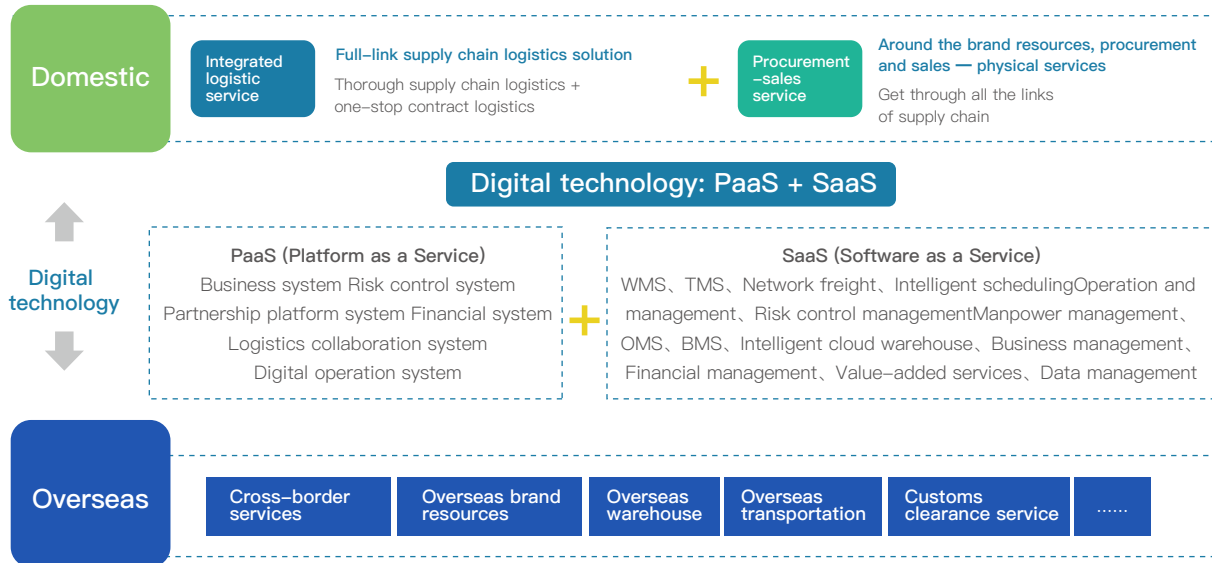
Under the effective support of EA's market, sales, procurement, logistics, information, finance and other supply chain systems, to ensure the quality and time-saving efficiency of government and enterprise customers, while leading the total cost.

COOPERATIVE CLIENT



CROSS-BORDER AND LOGISTICS SERVICES

Relying on professional capabilities, we customize leading cross-border supply chain and logistics solutions for enterprises, serve various industries such as electronics, circulation and consumption, household appliances, provide a series of services such as procurement, sales, logistics, customs clearance and consulting, extend supply chain services to the world and create value for customers.



SERVICE CUSTOMER BASE

- **Industry:** new energy industry raw material circulation consumption mobile phone digital home appliances home building materials security equipment, etc
- **Demand scenario:** logistics and transportation; Cross-border trade; Procurement and Sales Execution; Embedded services

ENABLING CUSTOMERS WITH PROFESSIONAL SERVICES

- **Import and export clearance services:** port / airport / terminal clearance; delivery; receipt and payment of credit, etc.
- **Settlement / Business Services:** order processing / settlement; demand tracking, e-commerce services, etc.
- **Channel service:** order management, supply management, price management, promotion support, after-sales support, training support.
- **Logistics services:** international logistics; bonded logistics; domestic logistics; VMI (supplier management inventory); warehousing and distribution; value-added services, etc.



COOPERATION MODE

- Share the upstream brand resources of the EA supply chain, while extending the value downstream
- Share the EA integrated service network and professional supply chain operation capabilities
- Submit the cost reduction, expand the scale of operation, and obtain the scale effect

COOPERATIVE CLIENT





Eternal Asia Supply Chain Management Ltd.

Block 1, Eternal Asia Supply Chain Integration Logistics Center, NO.3, Lilang Road, Nanwan Street, Longgang District, Shenzhen, P.R.C.

Address: 27F International Culture Building, 3039 Shennan Zhong Road, Futian District, Shenzhen, P.R.C.

Hotline: 400-830-9031 Website: www.eascs.com



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