# **SHEIN**

#### **Board Deck**

Website: https://www.shein.com

**Industry: E-Commerce** 

### **Executive Summary**

SHEIN is a leading player in the E-Commerce industry. This quarter, the company has achieved remarkable milestones, including strong growth in revenue and app usage. The following board deck outlines key metrics, updates, and future plans.

# **Key Metrics**

Headcount: 206
Headcount Growth: 6.6%
Employee Breakdown:
- Engineering: 78
- Marketing: 47
- Operations: 48
App Downloads: 2328307
App Rating: 4.4
Product Rating: 5.0
Total Fundraising: \$289M
Last Round Date: Jan 2022
Monthly Revenue: \$17M
Total Revenue: \$439M
CAC: \$404
MAU: 17717059

#### **Market Trends**

The E-Commerce industry continues to grow rapidly. Notable trends include:

- Increasing demand for innovative, user-friendly solutions.
- Growing competition from emerging players.
- Expansion into international markets.

## **Product Updates**

SHEIN has made significant strides in product development this quarter:

- Launched a new feature to enhance user experience.
- Improved scalability and performance.
- Expanded capabilities to serve a larger audience.

### **Financial Performance**

Monthly Revenue: \$17M

Total Revenue: \$439M

CAC: \$404

MAU: 17717059

### **Challenges and Opportunities**

#### Challenges:

- Maintaining competitive pricing while scaling operations.
- Attracting and retaining top talent in a competitive market.

#### Opportunities:

- Expanding to new geographical regions.
- Introducing new features based on user feedback.

### **Future Roadmap**

#### SHEIN aims to:

- Expand into international markets by Q4 2025.
- Launch a new subscription-based pricing model.
- Achieve a 20% increase in user retention by the next quarter.

### **Board Requests**

We request the board's support in:

- Providing strategic guidance for entering new markets.
- Introducing potential investors for future funding rounds.
- Expanding our network of industry advisors and mentors.