

20240611 爱回收 2024 年 1 季度业绩会.mp3

raphael xue 00:00:01

Good morning and good evening. Ladies and gentlemen, thank you for standing by, and welcome to eighty renewing first quarter twenty twenty four earnings conference call. At this time, all participants are in a licensed mode.

raphael xue 00:00:16

We will be hosting a question and answer session after management prepared reMarks. Please note today's event is being recorded. I will now turn the call over to the first speaker today, mister jeremy g, director of corporate development and investor relations of the company. Please go ahead, sir.

raphael xue 00:00:39

Package of however one are welcome to eighty era news first quarter twenty twenty four earliest conference call speaking first day is character, our founder, chairman and CE. O, and he'll be followed by reactions I, C, F, L. After that, we will open the call to questions from analysts.

raphael xue 00:00:57

The first quarter twenty twenty four financial results were released early today. The earnings released any investor slides of company in this call are available at our air website. Air thought it is the core.

raphael xue 00:01:10

They also be a transcribe following this call for your convenience. What a base agenda.

Kerry will share his thoughts of our quarterly performance and business strategy, followed by Rags, who will discuss the financial highlights.

raphael xue 00:01:24

Both Carry and Rags will join the QNA session, and we cover six forward-looking statements. Some of the information you hear during our discussion today will consist of four forward-looking statements, and I refer you to our safe harbor statement in the earnings press release. Any forward-looking statements that management makes on this call today are based on assumptions I know today and that AT reviews does not take any obligations to upgrade our assumptions on these statements.

raphael xue 00:01:56

Although this call includes discussions of certain the gap financial measures, please referred to our early press release, which continues a reconciliation of non gap measures to get measures. Finally, please know that unless the otherwise stated, all figures mentioned during this conference call are in R, N, B, and all comparisons are on a year or year business. I not like to turn the call over to Carry for business and strategy updates.

raphael xue 00:02:28

各位投资者和分析师大家好。欢迎各位参加万物新生集团 2024 年第一季度业绩电话会。我们很高兴能够与大家分享我们的最新进展，增长的核心驱动力以及对战略方向的梳理。

raphael xue 00:02:46

Hello, everyone, and welcome to eight quarter twenty four earth conference. We all we are very pleased to share with our recent developments, give people growth drivers and business strategy.

raphael xue 00:02:58

在收入层面，一季度总收入达成 36.5 亿元，达到收入指引区的高端，同比增长 27.1%。其中一批产品收入贡献了主要的增长驱动力，同比增长百分之 28.5 至 33.1 亿元。后面会具体展开一批业务的增长驱动力。三批平台收入为 3.4 亿元，实现了 15.1%的同比增长，平台收入连续两个季度恢复双位数增长，既有拍机堂和拍拍两个交易平台的业务增等等，也有多品类回收的贡献，增加了公司层面的毛利和运营利润贡献。在利润方面，一季度的 non gap 经营利润为 8022 万元，对应的利润率同比提升近 70 个基点至 2.2%，同样实现了扎实的增长。

raphael xue 00:03:54

Let's begin with some first quarter financial highlights. On the top line of our total increased by twenty seven point and one percent to three point sixty five, feeling the high end of our guidance. Net revenues from easy business continued to be the primary growth driver, increasing by twenty eight point five percent over year to three point thirty one billion.

raphael xue 00:04:17

Later on, I will elaborate on the growth drivers of our one two business that service revenues for three hundred and twenty one million, marking year over year growth of fifteen point one percent and continuing its double digit growth. This was a tribute able to the growth of DJDM patta marta face service service news and multiple ats grade with something service wrong news, which contributes to the company's growth and Operating profits. In terms of profit, none get. Operating income for the first quarter was was eighty point to the meeting and over them, get Operative margin increased by seventy perth basic points you over year to two point two percent, which recency meaningful improvement.

raphael xue 00:04:59

战略上，万物新生坚持场景加供应链的二手行业核心发展逻辑。在回收的场景端，坚持通过京东苹果官方以旧换新爱回收门店的最佳转化场景，低成本高效率的锁定一手优质货源。我们通过场景获客建立起品质和服务心智。在供应链端，我们持续通过自动化质检提升运营效率，通过标准化的合规翻新的开展，提升非标二手商品的标准化程度，增加适合 to c 零售的货源供给。

raphael xue 00:05:41

Strategically, we remain committed to our poor development principles, which focus on developing raise sizing scenario and supply chain capabilities of forcing use product. We continue to leverage effective user conversions in eros to secure first hand high quality supplies through JD 点 CM apple official training program, and our offline age has to recycle stores. We acquire customers and build our brand through these scenarios on the supply, and we enhance our personal efficiency through our next level, automated quality inspection systems with component refurbishment. We also improve product standardization and customer access to more ample choices of like new electronic products.

raphael xue 00:06:26

回收场景是爱回收一批业务的壁垒。就三个主要的来源来看，第一，京东零售场景的以旧换新渗透率进一步提升，二手业务在京东受到的关注度持续提升。在国务院印发大规模消费品以旧换新行动方案的通知以来，我们看到一些城市推出了地方层面的行动方案，品牌厂商也积极发起补贴计划，推广以旧换新。京东发起了一项落实手机 3C 数码产品以旧换新的专项扶持计划，整合 3C 约 30 亿元人民币，加码以旧换新补贴目标未来三年通过以旧换新撬动新品销售超 1000 亿元。在该项目的落实过程当中，京东联合手机山西独家和

回收合作伙伴爱回收，共同加强端到端的供应链能力建设，持续优化以旧换新的服务流程和用户体验。一季度，京东来源的以旧换新的回收额同比增长 43%。在京东的大力支持下，我们将共同加强战略联动。

raphael xue 00:07:34

Occupying these precise recessing scenarios for fight the competitive edge of our one p business. Firstly, JD. Dotcom continues to bring strong momentum to the growth of our product revenues as JD pays greater attention to the second handle of business.

raphael xue 00:07:52

Our revising and trading business penetrated further to jay's new product service business. In addition, in march twenty, twenty, twenty twenty for chinese state council release an actual plans to promote large scale training of consumer boom, and we units'action plans followed. Brand manufacturers are also enthusiastically participating by offering training promotion.

raphael xue 00:08:14

嗯，JD have announced a long troof, a dedicated plan promoting tradition for consumer electronic products, which include a three billion RMB safety. The goal is to drive new product cells exceeding one hundred billion M. V.

raphael xue 00:08:28

In the next three years to incitement. This initiative jaye has honored with HRR, recycle its exclusive use consumer electronic supply chain partner to in health and to end solutions, and continuously optimize the service process and user experience related to treat in. In the first quarter of twenty twenty four, the group resulting contraction value of reading product

forth from JD dot m increased by forty three percent year on year. Together with JD dotcom, we will continue to stress in strategic CoOperation.

raphael xue 00:09:02

第二，在苹果官方回收的场景中，我们为苹果中国区官网以及线下 47 家 apple store 零售店的用户提供有竞争力的报价，并通过苹果电源为用户提供简洁优雅的回收体验，用户参与换购升级设备还能省一笔，一举三得。由于苹果官方渠道特殊的报价机制和一些市场因素，去年四季度的运营对于毛利率产生了一些负面影响。但从今年开始，我们优化了回收报价策略。我们相信苹果在主流市场和用户心中的位置无可替代。我们将持续优化服务，通过成本可控的优质货源获取路径，以及对热门型号更有利的、更更高效的销售能力，获取稳健的经营利润。

raphael xue 00:09:55

For treats originating from apple's official program, we apple customers with competitive offers through the apple official website and forty seven apple stores in mainland in china. At these subject weight of doors, apple staff provide hassle free trading services.

raphael xue 00:10:13

Customers pay a smaller amount of money when buying a new device if they choose to trade in, is a joyful way to upgrade electronic products due to apples unique pricing mechanism and some market sectors. In the fourth quarter of twenty one years, three, it had a negative impact on our growth, perfect margin. However, this is twenty twenty four.

raphael xue 00:10:34

We have optimize our front and bedding strategy. Our approach is rooted in apples for zui and customer mth mindshare, especially in major cities in china. Looking ahead, we remain

committed to optimizing our services by, first, obtaining high quality products through more discipline source posts and second, improving sales efficiency for popular models we leave. These measures can ensure stable Operating profits for the apple business.

raphael xue 00:11:05

第三，在爱回收门店端，我们在一二线城市开设自营门店，以回收为主，销售为辅，抓住一二线城市主流用户的回收变现需求，在 3 到 5 线城市开设联营加盟标准门店，以销售为主，回收为辅，抓住下沉市场对于高品质二手产品的购买需求。简单来说，一二线城市回收为主，三五线城市销售为主。一季度末我们的自营门店 711 间，联营标准门店 557 天。

门店业绩与 2023 年同期相比均有质量均实现有质量的增长，巩固了二手手机 3C 业务大盘的一种货源获取能力。自营门店和联营标准门店始终是我们核心的服务用户完成回收交付，确保用户体验持续提升的场景，也是主要的贡献门店端收入和运营利润的场景。对于与线下零售长零售门店合作的店中店业态，今年我们对于业这个业务形态进行了调整，转为鸡大侠商家模式或者上门回收上门方式进行回收。店中店的调整减少了我们的门店总数量，但对我们的收入和利润的影响非常有限。

raphael xue 00:12:34

Third, we further leverage all all fine source. We have open self offices stores in first and second tier cities that mainly focus on respecting and stand up. Jointless Operates stores in the brother mass market with a focus on the getting as well as reflecting.

raphael xue 00:12:51

As of the end of march, we had seven hundred eleven s self Operated AA track stores and five hundred and four five, five hundred and six stand that joint to Operate AH and stores. Both store formats have achieved quality growth compared to the same period in twenty

twenty, you ray. These standard stores ensure primary forces of clock product supply, and they are crucial use their touch points as we provide with suckling and trading services with a premium user experience. In addition, we generate revenue and Operating profit at a store level in contrast for the shopping shop format that opens in offline retail scenario, we have made some adjustments, migrating them to pdt sellers or using doors that question. The adjustment of shopping shop format has reduced the total number of our stores, but its impact on our revenue and profit is limited.

raphael xue 00:13:45

我们的多品类回收战略促进了门店的经济模型的进一步的优化，让我们能开出更多的主力门店，提升门店平效和利润。自从多品类战略于 2022 年上线以来，非三低品类的回收额保持高速的季度环比增长，更好的满足了消费者在当前时期处置闲置消费品、实现有效的回收变现的需求。今年以来，我们看到这样的需求还在显著增长，以一季度一季以一季度为例，多品类回收业务及二手箱包、腕表、黄金首饰、名酒等商品的回收额、回收交易额达 6 亿元，为 2023 年同期的四倍以上。

raphael xue 00:14:31

Our music keys were rejecting strategy uplift our story economies, allowing us to open more stores, especially those with higher sales for square eea and Better profitability. Since the introduction of the multiple case works directly in twenty twenty two, the transaction value of nine electronic categories has grown rapidly quarter of a quarter.

raphael xue 00:14:52

As such strategy means consumers needs nimble ly to the south of idle loose, convert them into cash at hand in the current economic cycle. Since the beginning of this year, we have



seen a significant search in such user demand. For instance, the transaction value of our multilateral second business, including second handbags and watches, gold jewelry and fine maker quota, hold you over a year to six hundred million RMB in the first quarter of twenty twenty four.

raphael xue 00:15:22

并且我们的多品类回收业务本身是盈利的，发生在门店的多品类回收以平台业务模式开展，不仅模式轻，没有库存和资金风险，还为平均每家门店带来 7000 元的额外增量利润。作为一项亮眼的增量业务，多品类回收业务生好了生长于用户对于爱回收品牌的信任、强有力的门店前端履约能力以及二手标准能力的基础之上，是爱回收过去十年能力积累的体现。再看品类交叉复购的数据，以奢侈品为例，奢侈品回收的成交用户中，18%的用户在 30 天之内会完成其他品类的回收。我们相信拉长时间来看，转化率还会更高。从用户满意度方面来看，我们的回黄金回收业务因为价格透明、渠道正规、有信任度，用户的 NPS 净推荐值在所有品类中位列第一。我们期待多品类回收业务在已有的门店网络中进一步开展，并助力我们新门店的进一步开设。我们相信多品类业务在 2024 年的交易规模将继续实现快速增长。

raphael xue 00:16:42

At this at the same time, the multiple ats ray recycling business itself is profitable, conducted under a platform business model. It not only has the life structure without the risk of humanities and Price decline, but also brings an editor profit of seven thousand hearts of seven thousand arm beef a month to each store as a remarkable incremental business.

raphael xue 00:17:05

What it cast were respecting growth at on the foundation of users trust in the iyo iie brand

and strong performance of existing stores and our kind dibble of establishing industry senders in the print on sector. It is a reflection of the accumulated capabilities of iphone show over the past decade. Looking at prop category orders, eighteen percent of users who completed an order to recycle luxury products came back for other products, resulting services within thirty days.

raphael xue 00:17:35

Would believe that the conversion rate can be further in holmes if we extend the time frame in terms of user satisfaction. Our goal with cycling business racks first in all cat rates with a top at promoter score due to transparent pricing, legitimate channels and traffic brand. We look forward to expanding the multiple ats are cycling within our existing store network and further promoting the opening of new zorc. We are confident that the gmb of our multiple atrial second business will continue to achieve scalable growth this year.

raphael xue 00:18:11

再看我们的供应链能力，主要体现在一批通过合规翻新提升产品的标准化程度，整体业务通过运营中心的质检自动化提升履约效率。今年一季度的产品收入中，合规翻新的收入达 2.8 亿元，占一批业务的比例进一步提升。我们在合规翻新的运营流程中进一步优化，基于丰富的一手货源，在比货、选货过程中识别了满足消费者需求等级承受具备简历的机器。在这里面有。销售收入中的 to c 业务占比提升至 24.5%。

raphael xue 00:19:00

Now let's take a look at our supply chain kit ability from two aspects. Firstly, one day business improves products underived ation through complaint refurbishment. Secondly, the overall is enhances for film inefficiency through quality inspecting automation in the

Operation center. During the first quarter, our robust supply chain capabilities yielded solid results. Mostly the revenue from refurbished vices self was two hundred and eight and eighty two million arm b, further increasing its share in our one p business.

raphael xue 00:19:33

We have made additional improvements to our Operational processes and it access to a wider range of products, sources and identify devices that are both popular among users and have the potential for improved quality, adding to our retail offerings through HH. Stores and AHS websites. The total retail sales revenue as a percentage of one p product revenues jumped to twenty four point five percent.

raphael xue 00:20:01

在运营效率层面，一季度的 non gap 的履约费用率为 8.3%，较 2023 年同期费用率下降了 0.8 个百分点。百分点主要得益于运营一年以来华南自动化运营中心效率的持续打磨提升。南 gap 的销售费用率为 6.1%，同比下降了 1.4%个百分点，主要得益于苹果官方回收业务没有营销费用规模占比的提升，降低了自营业务的平均推广费用率。在平台业务层面，数字化客户管理工具，加强应用平台业务的客户关系维护和推广，费用得到了有效的节约。

raphael xue 00:20:45

In terms of Operational efficiency, our non gett fillings expense at the percentage of revenue for the fourth quarter was eight point three percent, a decrease of zero point eight percent points from the same period of two thousand two hundred three. This was mainly due to efficiency improvements at our south and china zonda automated Operation center over the past year.

raphael xue 00:21:07

Our net get setting and marking the senses at the percentage of revenue was six point one percent a year or a year decrease of one point four four percentage point. The reduction in promotional expense is mainly due to the growth of our trading business with apple, which Operates independently of our marketing efforts for all platform. This is we are gradually increasing the utilization of the digital customer management tools. This approach helped us to reduce expenses associated with customer relationship management and promotional expense on the plan. 我。

raphael xue 00:21:40

展望长期，我们将坚定的耕耘好二手机手机这个基本盘。通过多品类回收战略提升用户的体验和认知，探索并且探索更高频更刚需的服务场景，解决用户更多回收服务的痛点，建立用户心中的回收第一品牌，长期打造消费者端循环经济的一站式解决方案。

raphael xue 00:22:08

In the long term, we are committed to reinforcing the foundation of Green on the smart phones and consumer electronics business. Through a market recycling strategy, we aim to improve user experience and increase brand and awareness. For I 回 show, we will focus on addressing user pinpoints in respecting services by exploring more high frequency and essential respond and scenarios, aiming to establish ourselves at the top of mind brand in consumers mind. Ultimately, our goal is to create one stop circular consumption solution for consumers.

raphael xue 00:22:45

首先，持续加强回收端的场景覆盖和渗透率的提升，提升用户对于回收和以旧换新的认知。中国每年有 4 亿台的手机、平板、笔记本以及其他数码产品的出货量，因为渗透率回收渗

透率低，仍然有使用价值的旧机闲置量还在增长。在场景渗透中，我们将以旧换新业务能力更好的嵌入电商和品牌的新机销售场景，共同服务用户的回收换新需求，以实现长期的业务规模增长。

raphael xue 00:23:18

First, we will call more recycling scenarios, improve the penetration rate and raise your awareness of resulting and training due to lower second rate. The full hundred million units of new smart phones, tablet laptops and other consumer electronics that are ship in china annually indicate a indicate a growing supply of idol devices with use session. 没有 as part of all, as part of our ongoing efforts, we integrate our our trading services into new product self scaroons on e commerce and brand official platform. By doing so, we create we cater to users, demands full product renewal and realize the saying growth in the long term.

raphael xue 00:24:03

第二，在当前消费环境下，抓住用户线上线下二手购买需求增长的发展机会。我们一季度一批业务的 to c 零售收入通过拍拍严选、京东渠道、直播新媒体渠道、爱惠州门店以及爱惠州官网渠道取得了超过 80%的同比增长。商家端对于零售的商零售的高品质的二手商品的需求同样旺盛，对此我们基于拍机堂的商家服务能力，探索更多的线下机会点。比如通过新基零售商家分散下沉的零售触点，铺开我们的零售货源，进一步提升我们自营货源的 to c 销售占比。

raphael xue 00:24:49

Second, seize the opportunity in the current consumer environment with an increasing demand for use products online and offline. In first quarter, we are shift over eighty percent over year one, two to see self growth through pip pie and on JD cocom. Live streaming

platforms, age has stores and official websites.

raphael xue 00:25:10

Meanwhile, a business owners need for revisions. Retail products increases week for more opportunities based on the existing bad to be service capabilities. For instance, the desert retail touch points of new phone retailers can help expand our sales channels and increase the proportion of to c cells from our self Operated supply.

raphael xue 00:25:34

第三点，在端到端的供应链能力基础上，进一步发挥合规翻新业务的价值产出，提升货品的等级，以内部能力建设锁定更多的适合合规翻新准备的机器，进行更多品牌商品型号的功能和外观的标准化提升。在销售层面，既支持 qc 销售，也丰富了开集团的 to b 销售的优质货源供给，综合提升合规翻新业务对于主营业务毛利率的贡献，长期以供场景加供应量获得更多的市场份额。

raphael xue 00:26:13

Third, leverage complained references ment capabilities to enhance the grade of one PO recycle product. We anticipate organic growth in the proportion of compliance, refurbishment and income within our product revenues. By building more in health capabilities, we expand the courage of product category, friends models and functions in catering on the sales.

raphael xue 00:26:36

On the sales side, we open the supply of those products to support both B2C cells and enranged the high policy supply to business owners. Some P, G, T marketplace overall. This shall contribute to improving the growth, profit, it margin of all one y business. In the long

term, we aim to gain more market share through a combination of scenario and supply chain capabilities.

raphael xue 00:27:02

以上将是我们的长期可持续发展的有效路径。

raphael xue 00:27:06

In conclusion, we are confident in our strategic pass for effective and long term sustainable development.

raphael xue 00:27:13

下面请公司的 CFO。Rex 介绍一下财务情况。

raphael xue 00:27:17

Now I like to turn the pull over to our therefore wraps for financial update.

raphael xue 00:27:23

okay. Hello, everyone. We are please that the report, another profitable quarter and the debt measures on real views that was again reached the top end of our guidance. Now let's take a detail the look at the financials. Please note that all amounts are in M, B, and all comparisons uh uh, uh, year over year basis in this otherwise stated in the first quarter, total revenues increased by twenty twenty seventh on the one percent till three years and since ended, generally joined by the john phone internet product revenues.

raphael xue 00:27:56

Net product revenues increase that by twenty eight, eight, one, five, five, two, three sounds, three hundred nine point eight million wild, that service revenues were three hundred forty two thousand and three million, representing an increase of fifteen past one percent.

Grocery net product learnings was primarily driven by an increase in the recycling channel expansion and the sales of prowd consumer electronics through both online and offline channels, of which sales of one p refurbished devices total of two hundred eighty two point point four million, representing a yellow on year increase of ninety four and eight percent. The increase in service revenues was primarily due to an increase in service revenues generated from PJ.

raphael xue 00:28:40

T. Market places and our emotion category recycling bonuses. The overall transaction value of market places increased consistently with service revenues, and the integrity of our market places was the five point thirty one percent in the first quarter of twenty twenty four. Now let's discuss our Operating expenses to provide greater clarity on the changing our actual Operating based expenses. We will also discuss, and when they get Operating expenses, which Better of threads, how management of views our results of Operations using the reconciliations of cabin and get results are available in our earnest orties.

raphael xue 00:29:18

And the corresponding from sixteen furnished with ACCC motion does costs increased by thirteen per percent to two sound, nine hundred and sixteen point eight million, in line with the growth product red sales growth margins at the group level was nineteen pounds, three percent in the first quarter. Growth margin for our one experience or temper and percent fulfilment expenses increased by sixteen point three percent to three hundred nine point eight million, excluding separate accommodation expenses, which we were referred to as SPC. From here on, the gap for filming expenses increased by sixteen plus three percent to



three hundreds.

raphael xue 00:29:57

Three of the four million under the the gap mares increase was primarily due to an increase in personal expenses as we conducted the more cycling and transaction activities compared to with the same period of last year. The gap p for filmed expenses as a percentage of total alarums decreased the two eight point three percent from Michael whipt. Sending in the marketing expenses increased by seven hundred and five percent to three hundred twenty one pass three million, excluding AB, C expenses and amitie tion of intangible assets, and defer the cost resulting from assets and the business acquisitions and gaps.

raphael xue 00:30:32

Selling and marketing expenses increased by three hundred and six percent to two hundred twenty four hundred thousand five hundred million, primarily due to an increase in expenses related to marketing activities. Then gap selling and marketing expenses as a percentage of total round views decreased to six on the one percent from simple, the five percent general either other monitor tive expenses decreased by a sweeping four percent to thirty slept a, excluding B, C expenses and get exchange ne expenses increased by one point two percent to fifty eight point one million, primarily due to an increases in office related expenses. The gap tinian expenses as a percentage of total revenues decreased to one point six percent from two percent.

raphael xue 00:31:20

Technology and content expenses increased by five five nights and the youth of take two point two million, excluding a special expenses and a motivation of intangible assets and

the differ cost resulting from assets and business acquisitions, and get technology and contents and evisions increase file 多得罚款, 从 primary 精确 increasing 治疗实验性 connection with the ongoing upgrade of companies, Operation center and systems, the gap technology and content expenses as a percentage of total reviews decreased to one point two percent from one point five percent. As a result, I will then get Operating income was eighty point two million in the first quarter of transient four, representing a significant increase of eighty five six cent year on year in the gap. Operating profit margin with two point two percent compared to one point five percent in the first quarter of two thousand and three as of much thirty.

raphael xue 00:32:20

First turn to a new for cash and crash equivalence. Restricted cash short term investments and the funds are receivable from sort of party payment service providers, totally two point six billion. Our strong cash position safeguards are sustainable growth outlook, not trying to the beneath drock for second quarter alternative.

raphael xue 00:32:39

And four, we anticipate total learners to be between three sound six hundred and seventy million and three sound seven hundred seventy million, representing an increase of twenty three twenty percent to two twenty seven point two percent. Yeah over year it is. Note that this forecast or older threats, our current preliminary reviews on the market and Operational al conditions, which are subjective to change this concludes, are prepare the reMarks.

Operator, we are not ready to take questions.

raphael xue 00:33:11

We will now begin the question and answer session to ask a question. You may press start than one on your telephone keypad. If you are using a speaker phone, please pick up your handset before pressing the keys.

raphael xue 00:33:29

If at any time your question has been addressed and you would like to withdraw your question, please press start. And two, when asking the question, please take your question in chinese first, then repeat your question in english for the convenience of everyone in the call. At this time, we will pause momentarily to assemble our roster.

raphael xue 00:34:02

The first question comes from joyce due with bank of america. Please go ahead.

raphael xue 00:34:10

管理层晚上好，也恭喜公司这个季度报了一个非常不错的业绩。也非常感谢管理层接受我的提问。我的第一个问题是就是我们现在最近也看到国家，还有各个地方政府也印发了推动大规模消费品旧换新的各种行动方案，那我们也了解就是说可能这方面的政策推动可能为公司后续会带来一些成长的推动，可不可以请管理层对这些政策的有利的，这个有利的政策对我们的未来的收入的一些增长，包括对我们整个销售额的增长，它的贡献，然后它的增长路径都做一些分析和解读，特别是能不能给我们量化一下这个可能具体的影响规模是多大。然后第二个问题是我们今年也给出了我们 24 年的一个收入的指引。那了解一下在我们 24 年的这个收入指引当中，我们爱回收自己的渠道，京东，然后苹果将分别我们现在预计是一个怎么样的增长贡献，我们的这个当中的 assumption 是什么，然后我们平台服务在 24 年的话，平台服务收入在 24 年，我们又应该怎么样去预测，会有一个怎么样的增速的状况，然后我翻译一下我自己的问题。对。

raphael xue 00:35:39

Image dream congress on the solid results, my first question is we have seen this year the national and local governments have issued action plans to promote large scale replacement and trading of consumer product, which could potentially benefit growth of the eye so um could manage to help us understand the potential impact on sales and revenue, especially some quantitative colors. And secondly, uh, we know there are multiple growth drivers contributing to the companies twenty twenty four revenue guidance. Um could management walk us through the key drivers of the guidance? Uh, what's the growth assumptions behind each of the driver? And um such as I 回 show phone channel, JDDCM and apple uh respectively. What it also what will be the growth outlook for the service revenue in twenty twenty four? Um many thanks.

raphael xue 00:36:36

好，非常感谢提问。我们认为 2024 年我们的收入的主要增长动力仍然来自于收入贡献占比达 90%的自营业务一批业务。其中在主营的一批业务一回收业务层面，我们预计 2024 年全年仍然有显著超出消费大盘的同比增速。主要有以上三点。第一点首先我们主要来自于我们收到爱用户信赖的爱护生门店在核心商圈的线下触达。2024 年我们会继续更多的经营门店的开设，提升门店的服务和产出。第二点在京东主站精准的这个新品零售场景，结合京东和品牌对以旧换新的专项补贴投入，进一步的鼓励消费者参与回收，提升我们目前个位数的京东渠道的以旧换新服务的渗透率。第三点，通过与一系列领先的消费品品牌的协同合作，以旧换新为用户增加权益提升提升爱回收小程序的活跃度和到店的转化率，转化更多的用户到二手机三期回收和多品类的回收业务上。

raphael xue 00:37:52

通过以上的三个场景，源源不断的为我们带来优质的回收和以重关心的货源。在苹果官网和旗舰店的这个回收场景中，我们今年会平衡回收报价与行与货源货源的获取，预计全年实现约十个亿人民币的收入增量。在平台业务方面，我们进一步的提升太极堂行业货源中心的能力，开放我们的平台的能力，提升零售端的解决方案。

raphael xue 00:38:26

为太极堂所服务的 60 万余万的行业商家，你通讯连锁以及夫妻老婆店，打通自营二手优品的这个零售销路。为通过为行业为商家创造更多价值的方式，也实现服平台服务收入的健康增长。好，谢谢。

raphael xue 00:38:47

Thank you for the question. Uh, we pleased that our primary growth driveway in twenty twenty four will continue to be our self offered insistence, which contributes, appropriately, ninety percent of our total romney domestic. We expect the anal growth rate of all course of CoOperated business to significantly outpace the brother n consumer market in twenty twenty four.

raphael xue 00:39:10

This is for a few reasons. First and foremost, our growth is filled by our consumer trusted air rest stores, which are strategically located in mall within prime commercial areas. We continue our growth with dozens of news self Operate store opening in twenty twenty four while improving the services and output of our stores.

raphael xue 00:39:32

Second, we are boosting our respecting penetration rate, which is currently in the low single digits, through precise recycling scenarios integrated into new product cells, MJD 点 CM,

supported by training subsidies from the platform and brand. Third, by converting with a series of bringing in high frequency consumer brands, we bring more benefits to our users. We are upgrading the h translate program, offers richer and more day to days in areas for users to visit our doors and try our second hand consuming electronic and more tickets were respecting favorites.

raphael xue 00:40:09

These scenario consistently provide us with high quality products services. In our collaborator with apple's official trading program, we baLance the the pricing mechanism and target models at the resulting end. In the full year twenty twenty four, we anticipate the product revenue coming from apple training program to increase by approximately one billion army.

raphael xue 00:40:32

For our open path.

raphael xue 00:40:33

one business we have enhances the full service offerings for over six hundred thousand merchants, including professional basis owners, the electronic products franchisees and mom and pop stores owners on PJ. T marketplace. These in halves include empowering our users, which retail as solutions and ample sources of retail supply, which consisted of our P, P, high policy second hand product.

raphael xue 00:41:00

By generating additional value for both merchants and the industry, we are joining healthy growth insurance. Sound news. Thank you. Thank you.

raphael xue 00:41:13

Was there a follow up, miss W?

raphael xue 00:41:21

okay. The next question comes from judging chenin with C, I, C, C. Please go ahead.

raphael xue 00:41:32

公司再次达成这个优秀的业绩，也感谢管理层接受我的提问。我这里有三个小问题。第一个小问题是能不能请公司分享一下长期的利润目标，以及具体怎么样去实现。第二个小问题是我们看到公司这两个季度的整体毛利率和 EP 的毛利率都是有一些承压的。请问我们之后要怎么去看未来的一个毛利率的趋势？第三个小问题是管理层对目前的这个综合的现金储备情况会有一些评价吗？对我带来这些问题，我翻译一下，那你 translate myself, congratulation for a insole grade for the q one result.

raphael xue 00:42:11

I have three questions. The first question is, uh, is is the company is long term of the goals and is the path of the second, we saw some pressure on the overall graph profit margin and one p graph puppy margin. So how do you view the trend of the GP margin in the future?

The first question 没有 what was your comment on the cash position that on my question, thank you.

raphael xue 00:42:38

Ok, thank you. So i'm rex. I will take your questions 嗯, to answer the first question uh across gross profit. In the Operating profit, uh, first of form, we prioritized so the variation of them and get Operating profit margin, which has been improving over the past quarters.

We are currently in the education stage of consumer of the cycling.

raphael xue 00:43:01

没问题。所以对所以 eighty courts of markup coupons at the recycling and are included in our much diet costs, which affects the gross profits of our product values. But we will comprehensively balance ourselves in the marketing expenses in order to improve our Operating profits.

raphael xue 00:43:24

The promotion of when pulp cycling affects our cost instead of expenses and its common characteristics of the same hand a cycling industry looking specifically at the the first quarter, uh, profit margin was nineteen by six percent, an increase of cell point six percent from the fourth quarter when the cross profit margin was ten point nine percent and increase of the airplane strip sent from the forth quarter, including the negative impact of sales of overseas in matches. The growth for margin of our collect cycling business has increased reed steadily with a quarter over quarter increase of one past six percent in the medium to long term. The past to improving our and get Operating profit margin man comes comes from sweet aspects.

raphael xue 00:44:14

First complaints of refurbishment. We improve product standards zzzzz. So so our our surprise change to gain more profits, the gross profit margin of compliant refurbished products has remained unstable above twenty percent for several consecutive quarters.

raphael xue 00:44:30

Second, increase the proportion of retail sales venue as we have as terrorist and to and coverage for online channels. Jie dot coms orts reasonable product standards adjustments



and on pipeline. And we live the more brothers with a brother Price lunch to meet bias demand for offering channels. Retail uh sales through our stores rapidly increased by twenty one percent compared with the previous quarter.

raphael xue 00:44:56

There is more consumers from medium to low tier cities are happy to visit our stores, not ring for the cycling, but also, uh, for buying used products, 设置 the skill effect, further advanced the efficiency of our Operating expenses through the activation of transaction volume and comprehensively brings an increase in gap Operating profit modules. In the first quarter of thousand and four, there was an other loss and the income from Operations uh below the Operating income. Looking at the four year of twenty twenty four, we expect a limited impact on our net income.

raphael xue 00:45:36

Regarding this particular as a loss in q four twenty twenty three, we subscribed to share of uh ecosystem enterprise hong kang IPU. Share impacted by market conditions. It's stock Price experienced the downward pressure in kwin, resulting in loss in our other losses.

raphael xue 00:45:56

To answer your second questions, in terms of net at the end of much, we prepared two hundred ninety four and five million on the of the venture in a advanced meet users purchase in needs during the second quarter. We sold the majority of them and they received the payment in the second quarter. As a result, it appears to be a time timing difference.

raphael xue 00:46:18

In addition, regarding apple trading businesses, we have forty five pair of base as mentioned in the last quarter and sends to our efficient the second hand consumer electronics turn our capabilities. This business has a limited impact on our cash, for if we extend the tight horizon, our Operating cash real will be consistent with the steady growth of owen and Operator profit. Thank you.

raphael xue 00:46:49

gauging? Do you have a follow up question?

raphael xue 00:46:53

No, I don't. Thank you.

raphael xue 00:46:55

Thank you. The next question comes from Michael kim with zach's small cap research.

Please go ahead. great. Good morning.

raphael xue 00:47:05

You are in the evening, everyone. I should take up my question um first, just in terms of capital management. Uh, be curious if you could provide perspective on catheter needs going forward.

raphael xue 00:47:17

But to be as it relates to plans to continue to upgrade your Operation centers and open the officers and then then check it just kind of staff hic back, what's what's the plan to increase shareholders return fatigue ia as it relates to a sharing purchases? thanks. okay.

raphael xue 00:47:38

Thank you for questions. Um we investing our Operation capabilities instead of investing

heavily into assets. So our businesses in a light asset model regarding our capex, we expect uh one hundred thousand RMB per store opening for stores with motor category recycle offerings.

raphael xue 00:47:58

The capex per store will be a little bit higher for joint uh Operated stores. The capex are handled by our local, local partners on the process processing end is a part of our london development strategy. We continue to enhance the automated inspection and greeting capabilities of our regional Operation centres, 所以 existing Operation centres in 东莞 and 常州 have incurred approximately and be thirty years each in caicus for automation upgrades。

raphael xue 00:48:28

Currently, these two offering centres support the fourth cent of the quartering special demand for second hand of consumer electronic national nationwide during David Operations things. They maintain the flexibility in capacity of utilization without Operation dream at four cap capacity. Regarding coffee, the finance activities, in march, we announced a twelve months by backplane purchase up to twenty million is start of our adasa uh foreign consultation with our board of direct。

raphael xue 00:49:00

In the long run, we will also consider uh distributing dividends at at the end of this year, depending on our profitability. Will closely monitor efficient to vit capital deployment into our Operations and remain committed committed to developing our our scenarios plus hygiene capabilities will remain open to innovative investments。 So to support our copy is

development and and I are here to prove the chavez cheeriness as that delivers sustainable value to our shareholders and users. Thank you.

raphael xue 00:49:40

Mister kim, do you have a followup question?

raphael xue 00:49:45

And no, that was it. Please sure taking my question.

raphael xue 00:49:49

As there are no further questions at this time, i'd like to hand the conference back to management for closing reMarks.

raphael xue 00:49:59

Thank you. Thank you again for joining us. They would play with today's call will be available to our outside fed shortage, followed the transcript for ready.

raphael xue 00:50:09

If you have any additional questions, please feel free to email us at IRHAT. Renew 点 code。

Have a good day.

raphael xue 00:50:17

This conference now concluded. Thank you for attending today's presentation. You may now disconnect.