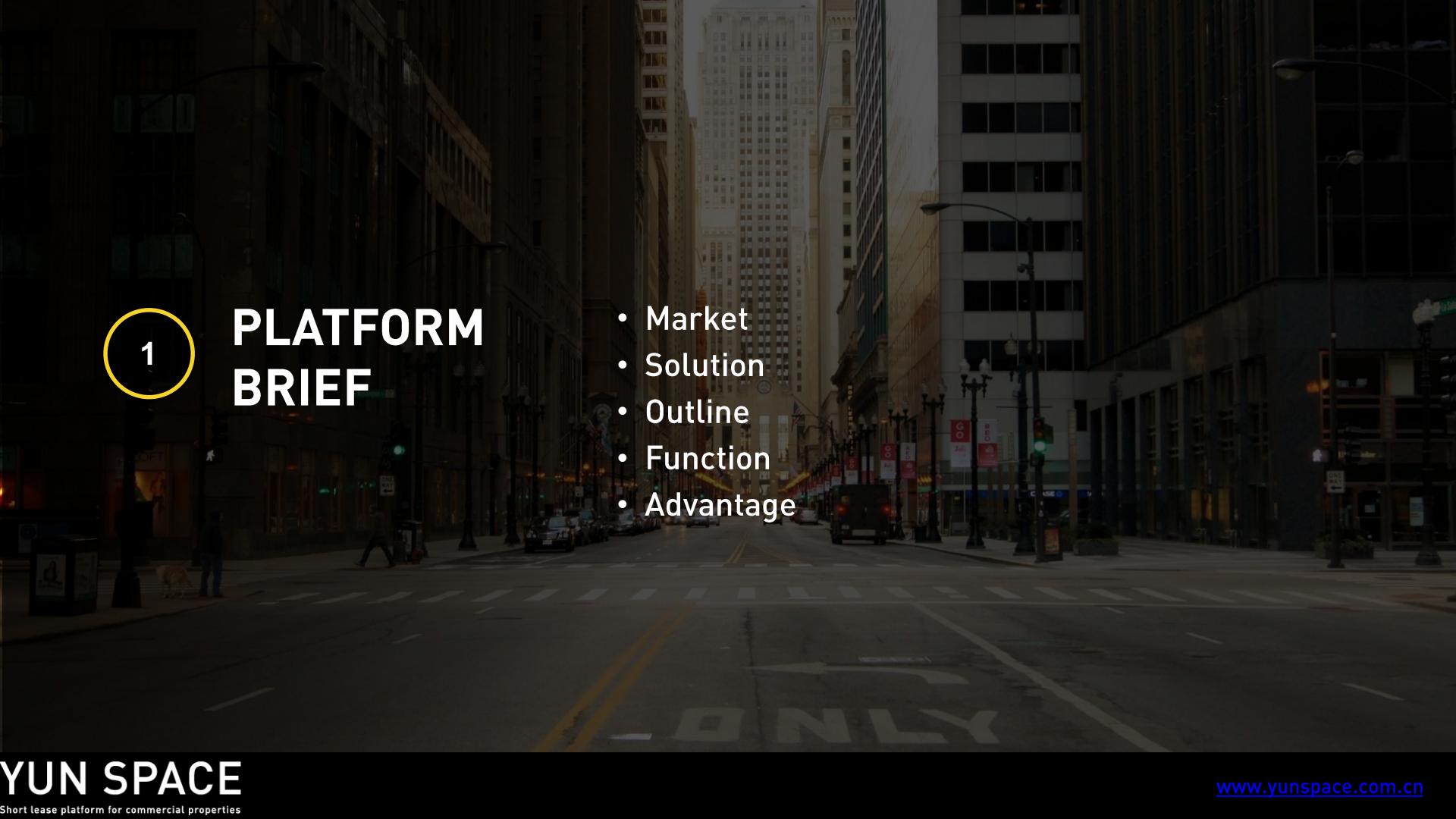




**YUN SPACE**

Short lease platform for commercial properties

The background of the slide is a photograph of a city street at night. The street is dark, with the headlights of a car visible in the distance. On both sides of the street are tall buildings, some with lit windows. Streetlights are visible along the sidewalk. A yellow circle highlights the number '1' in the top left corner.

1

# PLATFORM BRIEF

- Market
- Solution
- Outline
- Function
- Advantage

## HIGH GROWTH MAINTAINED IN CHINESE COMMERCIAL EVENT SECTOR

Over recent consecutive years, PMI for commercial events in China has been above 50, with more than 10,000 commercial events taking place throughout the country every day.



Limited channels for space lease; lack of transparency in pricing; asymmetry of information and non-standard service;

## GAME CHANGING IN URBAN COMMERCIAL SPACE OPERATION MODELS

By 2014, the total number of shopping malls in China approached 4,000. Urban commercial space grows by more than 20% every year.



PAIN POINT

90% domestic commercial properties have an idle rate up to 80%;

## CHANGES IN URBAN CONSUMER IDENTITY AND BEHAVIOR

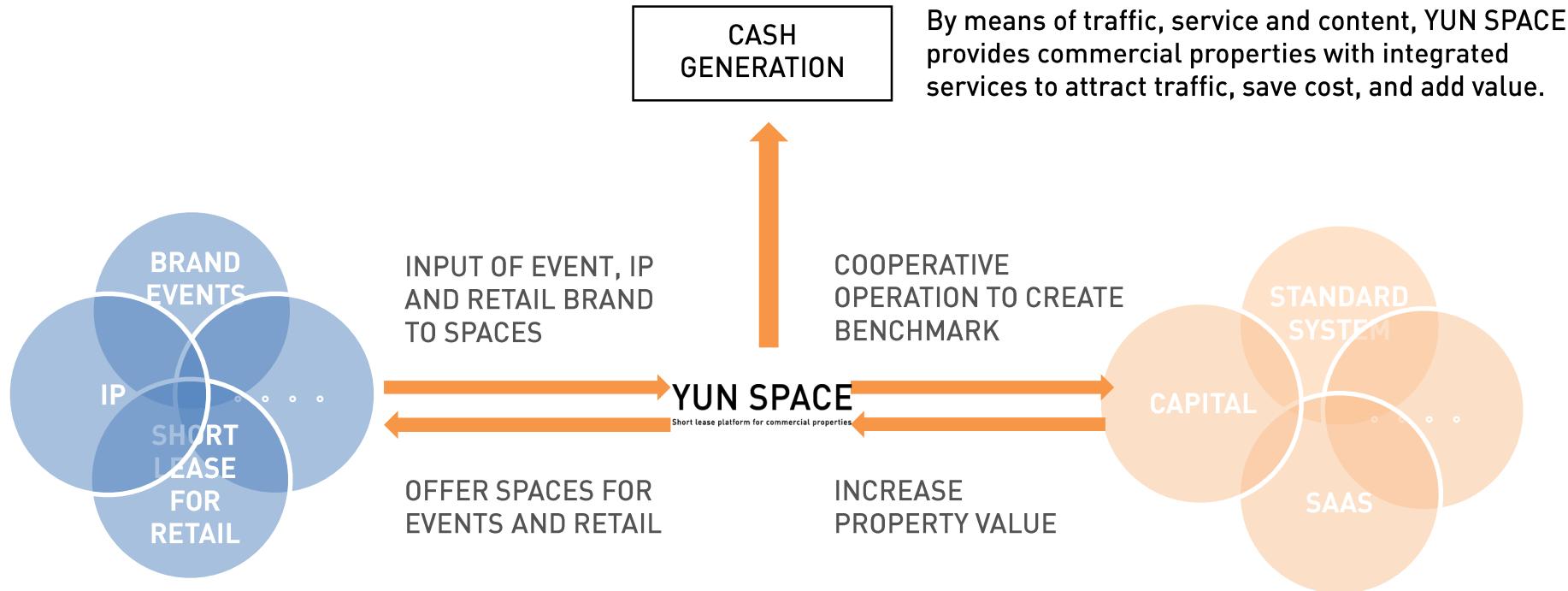
23% young consumers place orders online after try-on experience taking place offline. There is an increasing demand for off-line experience.



PAIN POINT

Physical retail sector has been hit by e-commerce. Lack of feeling of experience makes commercial space unappealing to consumers while the cost of traffic directing is high.

# SOLUTION



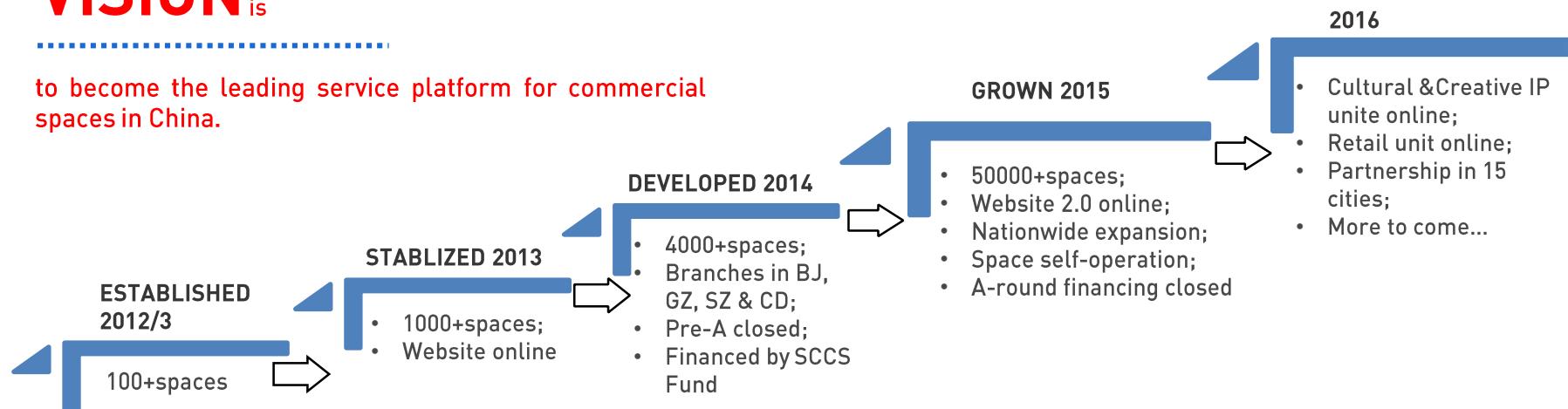
# OUTLINE

Since 2012, YUN SPACE has provided comprehensive solutions from venues to contents by integrating urban space resources and combining together display, management and transaction of spaces, cultural and creative IP, and short lease for retail. 50 thousands of venues have been listed online, covering 13 types of spaces in more than 20 cities. On the platform there are over 200 IP projects and 1,000 retail brands available.

OUR

## VISION is

to become the leading service platform for commercial spaces in China.



# FUNCTION



VENUE/IP DISPLAY



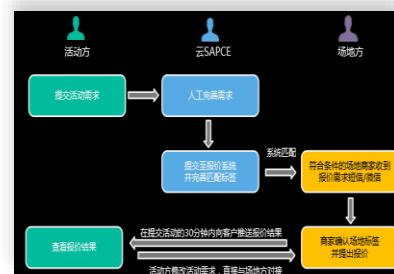
VENUE INFO./ MAP/ INDEX



PROMOTION



SCHEDULE INQUIRY/ORDER  
BY ONE KEY

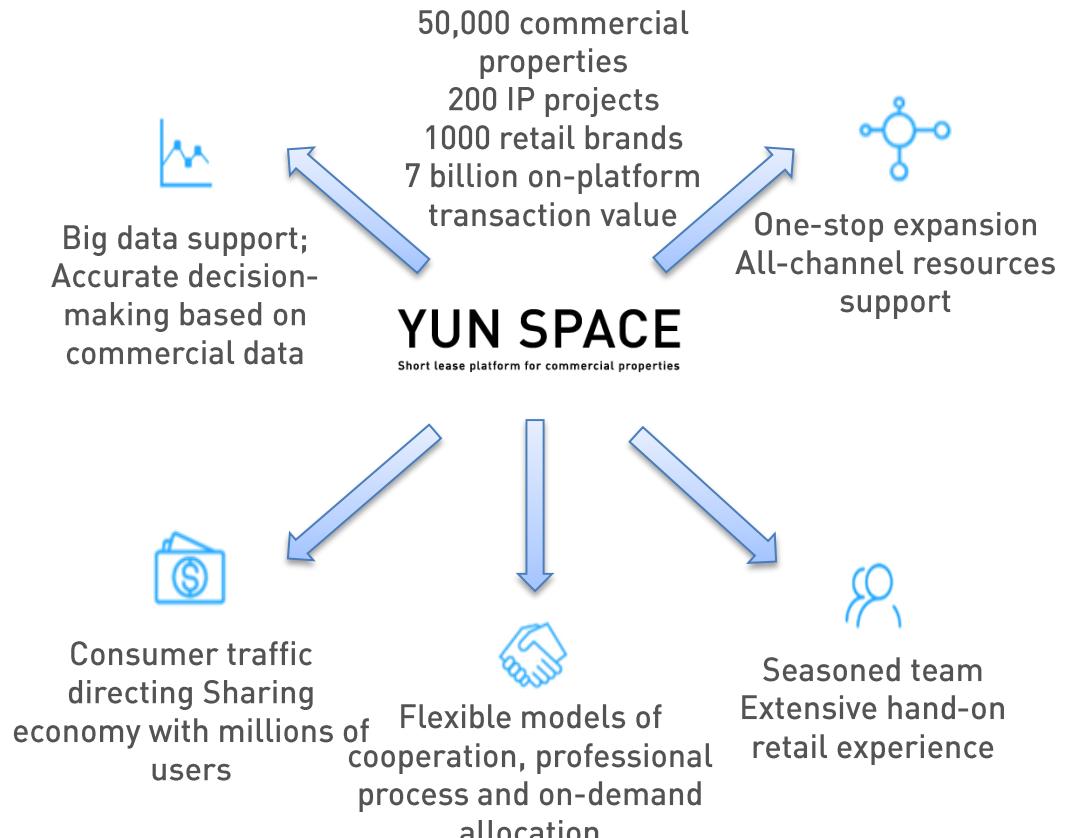


QUOTATION SYSTEM



SELF-MANAGEMENT SYSTEM

# ADVANTAGE



The screenshot shows the homepage of the Yun Space website, featuring a banner with a night view of buildings and the text "沿着旧地图，找不到新大陆" (Along the old map, you can't find the new continent). Below the banner are search and navigation bars, followed by a grid of images showing various commercial spaces like office buildings and restaurants.

**YUN SPACE** · 活动场地专家

空间 | 文创 | 行业 | 发现 | 库存 | 地块推荐 | 城市合伙人 | 关于我们 | 移动版 | 公众号 | App | 服务热线: 400-056-0599 | 登录/注册

Averaged 700,000 + website page views per month; averaged 150,000+ unique visitors per month; over 7 billion order value on the platform!

空间

热门空间

最近动态

精彩推荐

亚洲首届“Mirage纯硬派”电音节

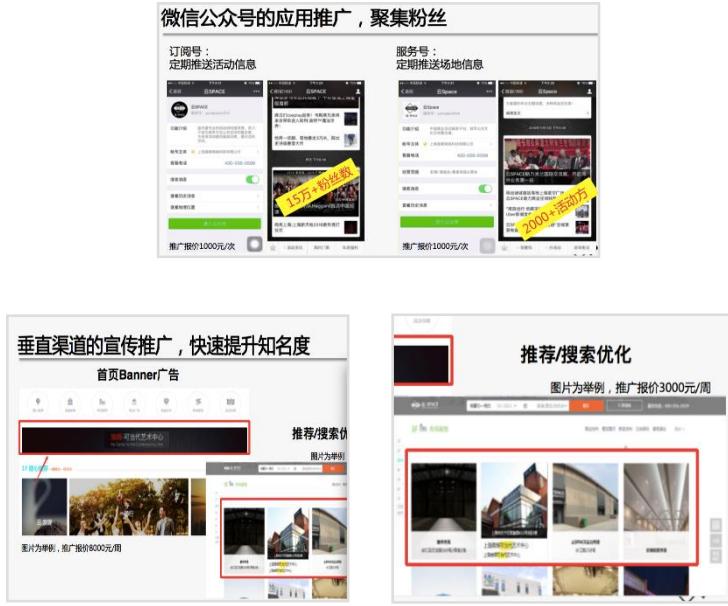
The background of the slide is a photograph of a city skyline at night. The sky is dark with scattered clouds. Numerous skyscrapers are visible, their windows glowing with warm light. In the foreground, there are lower buildings and some streetlights.

2

## BUSINESS COOPERATION

- Venue Cooperation
- Event Space
- Cultural & Creative IP
- Short-term Lease for Retail

# VENUE COOPERATION



## Venue owners will have

- Quality events
- Space rent-out rate up by 15-50%
- Self-management system
- Price quotation system
- Multi-channel promotion

Since 2012, YUN SPACE has started integrating urban space resources and its massive scale has gradually formed an industrial barrier. It arises dazzlingly from the emerging fast-growing wave of Internet and runs on the front line of the industry.

# VENUE COOPERATION

## Cooperation models

### For cooperators

### For YUN SPACE

## Cooperation Process

#### 1、Exclusive agency

- Minimum guaranteed rent
- Customer traffic value and commercial value
- All rights and benefits from co-operated and brokered venues

#### 2、Strategic cooperation

- Media resources on YUN SPACE platform
- Venue decoration, promotion, and execution service
- High-frequency introduction of events
- All rights and benefits from the co-operated and brokered venues

#### 3、Platform cooperation

- Free graphic presentation and online listing
- Free promotion on Venue
- Free to use quotation system
- Free to use venue self-management system

- Right to use & operate property
- Right to set price
- Right to set title sponsorship for venues

- Fixed service fee
- Revenue sharing

- Bottom price cooperation
- Commission return cooperation

#### 1 Venue Assessment

- Annual goals
- Sales strategies
- Channel strategies
- Annual promotion plans

#### 2 Operation Plan

- Geographic location
- Infrastructure & facilities
- Assessment of competitors

#### 3 Promotion and Implementation

- Rent-out rate
- Net profit
- Click rate of promotions

#### 4 Regular feedback

- Monthly operation report
- Annual operation report

#### 5 Venue positioning

- SWOT analysis
- Distilment of venue advantages
- Positioning

## EVENT SPACE

With the support of advanced technologies and big data, YUN SPACE provides event organizers and space finders with suitable and matching venues.

Event organizers will have

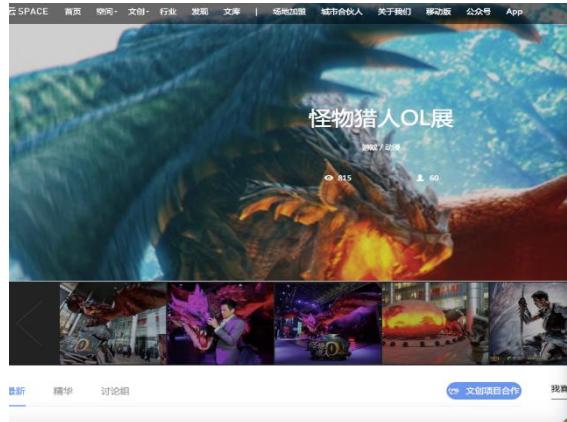
- Instant feedback in 15 minutes
- 2-5 alternative solutions
- 5-20% lower than market quotation
- A nationwide platform, multi-city implementation and one-stop service



# CULTURAL & CREATIVE IP

In 2016, cultural and creative IP channel is launched on YUN SPACE. With the integrating advantage of internet platform and powerful content resources, the channel creates themed IP events for spaces, like culture, art, comics, carton, fashion and export of brand culture. It helps commercial spaces disrupt conventional models and upgrade from traditional operation of commercial theme planning and exhibition to Internet-based operation.

## CONTENT DISPLAY PAGE



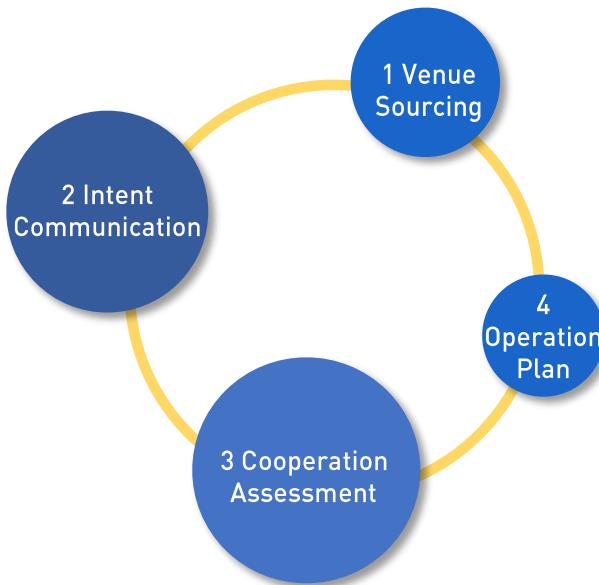
## QUALITY CONTENT INCREASE TRAFFIC

合作IP项目名单

数量	项目名称	所属国家	属性	数量	项目名称	所属国家	属性
1	卢浮宫	法国	艺术	22	异界世界畅游展	法国	艺术
2	有妖气	中国	动漫	23	加菲猫	美国	动漫
3	试美男	中国	娱乐	24	小王子	美国	影视
4	CSI犯罪现场特展	奥地利	娱乐	25	MRMENLITTLE	英国	动漫
5	达芬奇-天才进	奥地利	艺术	26	银魂	日本	动漫
6	超级英雄联盟	美国	动漫	27	妖怪口袋	日本	动漫
7	大玩具2.0	美国	动漫	28	吃豆人	日本	动漫
8	亚洲物产展	中国	集市	29	CandyCrushSa	英国	动漫
9	集装箱	中国	娱乐	30	星际远航-超越	美国	动漫
10	爵爵蝶市集	中国	集市	31	图坦卡蒙宝藏	美国	动漫
11	喜羊羊与灰太狼	中国	动漫	32	公主学院-圆梦	美国	动漫
12	狗狗展	亚洲	娱乐	33	泰迪	英国	动漫
13	jumpshow	中国	娱乐	34	瓦兹妙赞复古集	中国	集市
14	蘑菇街	中国	娱乐	35	哆啦A梦	日本	动漫
15	真奈展	欧洲	艺术	36	蜡笔小新	日本	动漫
16	失恋展	中国	娱乐	37	电邮宠物	日本	动漫
17	植物大战僵尸	美国	动漫	38	小柴豆	日本	动漫
18	幽灵侠大冒险	美国	影视	39	乐一通	北美	
19	萌台之星	中国	艺术	40	汤姆猫和杰利鼠	美国	影视
20	万花筒展	中国	艺术	41	摩登原素	美国	影视
21	漫游面对面星球	韩国	娱乐	42	小丑的烦	瑞典	影视



## COOPERATION PROCESS



### Venue providers will have

- Fully integrated cultural and creative resources
- Real IP protected by law
- One-stop purchase, effort saving
- All-round models of cooperation, high popularity and high revenue
- Reduced IP cost and operational cost

### IP owners will have

- A national platform with multi-city implementation
- One-stop service
- Guarantee on quantity and quality of properties

# SHORT-TERM LEASE FOR RETAIL

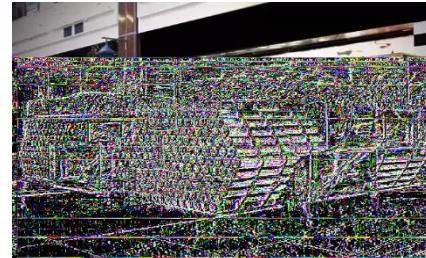
In recent years, many shopping malls join hands with brands on pop-up shops. Luxury brands, like CHANEL, GUCCI, as well as fast fashion ones, like Uniqlo, TOPSHOP, GAP and so on, have all joined pop-up shops. The retail channel of YUN SPACE provides suitable spaces for landing and comprehensive solutions to brands around the globe that need short-term leases.



**Uniqlo Magic Cubes** Located in an ice rink, six cubes slide open to welcome customers and show them goods on display.



**CHANEL Pop-up Stores**  
Climbing onto Courchevel, a famous Alps ski resort, you will see omnipresent CHANEL logo on all of the 36 cars along the cable line.



**TRIWA Paper Tank**  
A paper tank is built in a shopping center. The tank is made with over 900 cardboard tubes and secured with colorful toothed belts.



**Zuo Corp Glass House**  
A creative layout with mirrors and LED lighting creates an illusion of infinitely magnified space in a snug shop.

## Dimensions of Cooperation

Brand categories	Product formats	Cooperation venues	Locations	Capacity	Product cycles
Garments & Accessories(shopping)	Pop up Store	Commercial Plaza	Shops	50-100m <sup>2</sup>	Under 1 month
E-commerce /3C(experience)	Showroom	Commercial pedestrian streets	Corridors	100-300m <sup>2</sup>	1-3 months
Leisure & Food(Food, beverage & entertainment)	studio	Office buildings	Courtyards/terrace	300-500m <sup>2</sup>	3-6 months
Family Time (Parent & Kids)	Shop-in-shop	Cinemas	Outdoor squares	500-1000m <sup>2</sup>	Above 6 months
	Multi-brand shop	Transport hubs	Entrances & exits		
	Wagon float/display cabinet	Show space/exhibition halls	Elevator entrances		



3

## CASE

Photo by Max Herman

**YUN SPACE**

Short lease platform for commercial properties

[www.yunspace.com.cn](http://www.yunspace.com.cn)

## CASE- SPACE SELF-OPERATED BY YUN SPACE



**YUN SPACE Baoshan Venue**

The venue is located in Elite Valley Industrial Park with an usable area of 1300 square meters. Floor-to-ceiling height is 9 meters and it is equipped with facilities that are equivalent with state-level venues.

### Cooperation Performance

The venue has been officially solely operated by YUN SPACE since October 2015. Over 20 events had been organized in two months. Rent-out rate went up by 40%.



**YUN SPACE International Industry Grand Venue**

Shanghai International Industrial Design Center is a characteristic venue that has been renovated from an old factory owned by SAIC at No.3000, Yi Xian Road.

### Cooperation Performance

Since solely operated by YUN SPACE in 2016, 20 commercial events have accumulatively taken place. This is now the landing space for integrated displays of science and technology, 3C and comics.



**ART+SPACE**

Art + Space is located in a golden area of Shanghai city – on the top floor of Warehouse No.2 in the old port terminal of 150 years' history on the bund. It is adjacent to the bund, next to Huangpu River.

### Cooperation Performance

Since official collaborated operation in November 2015, popular events, like Oxygen Underwear Show, have been organized.

## CASE· EVENTS



CHANEL VIP Fasion Show



Hongqiao Sky Street Press Conference



MUX Yacht New Conference



Night of Baidu VIP



LULULEMON Yoga activiy



BMW New Conference



SWAROVSKI Media Gathering



ONKYO New Conference

## CASE · CULTURAL & CREATIVE IP



### Collection Art Louvre Exhibition

Collection Art Louvre Exhibition took place at Global Harbor, Shanghai, from August to October 2015, which brought an experience of art and culture to shoppers in their leisure time.



### Stars of Tomorrow

Collection Art Louvre Exhibition is recommended to be held at Global Harbor, Shanghai, as continuation of cultural celebration series in 2014, the 50<sup>th</sup> anniversary of the establishment of China-France diplomatic relations.



### Starry 10<sup>th</sup> Anniversary of Pleasant Goat and Big Big Wolf

This event is recommended to take place during the summer vacation at Global Harbor, Shanghai, to advocate for original Chinese cartoon and meet the holiday demand for kids' experience.

## CASE · HEAVYWEIGHT BRANDS

With rapid development over recent years, YUN SPACE has become a space service provider preferred by a large number of heavyweight brands.



PHILIPS

swatch



Google

Tencent 腾讯

TED

ONKYO  
ONKYO CORPORATION



万科



亚马逊  
amazon.cn

UNIQLO



网易  
NETEASE  
www.163.com

Baidu 百度

伊利

Casarte  
卡萨帝

KELAICN 柯莱克尼  
KELAICN

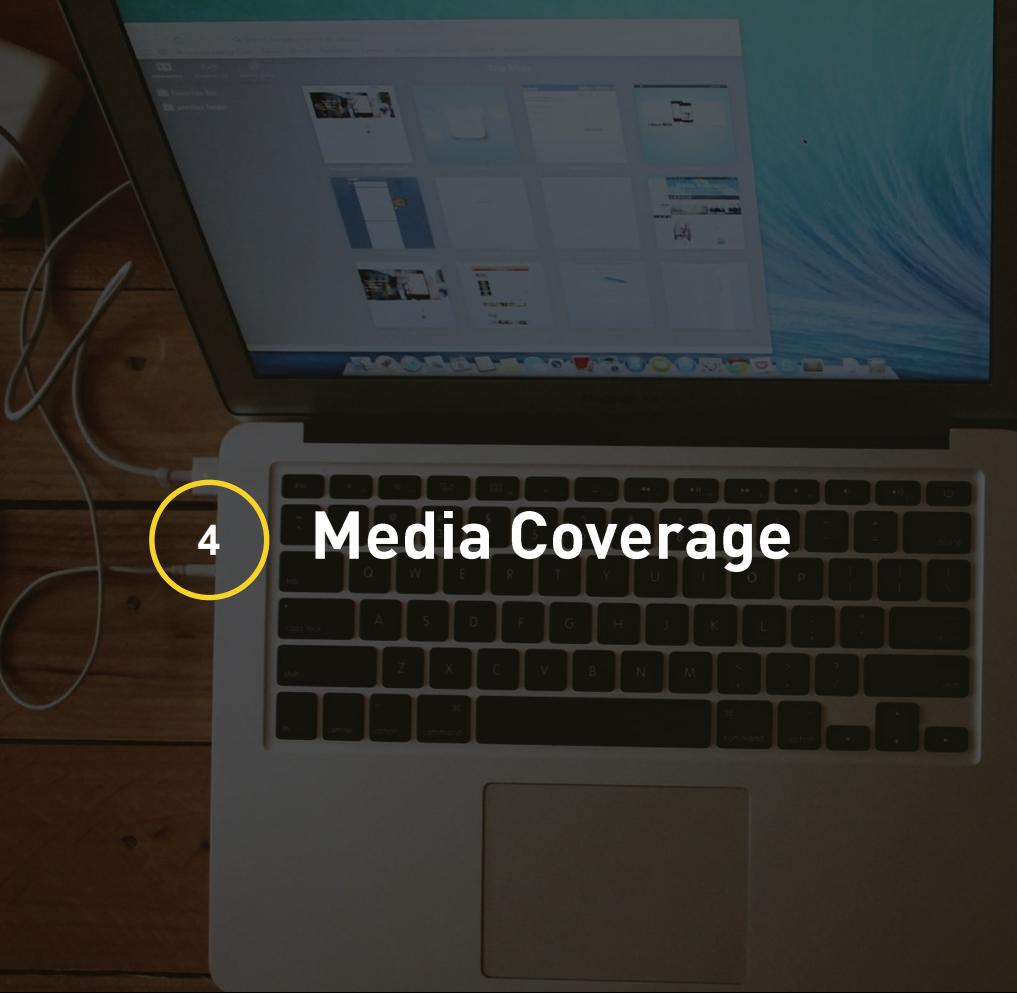
CASIO



LANEIGE

4

## Media Coverage



# MEDIA COVERAGE

## A wide media coverage on YUN SPACE

Xinmin Evening News  
Oriental Morning News  
Oriental Morning Post  
36Kr  
163.com  
Sohu.com  
Sina.com  
Tencent.com  
Lieyunwang.com  
TMTpost.com  
.....



【首发】融合场地方和租贷方的平台云 SPACE，获得千万人民币融资  
3月前 / 36篇 ❤ 收藏 🔍 英文 📌 微信二维码 分享

云 SPACE 近日对 36 氛赢家投资，公司获得千万人民币第二轮融资，融资方是租赁资产和租赁贷。

是的，就是我们曾经报道过的，在上海电影集团隔壁 5 号楼活动的云 SPACE，当很多互联网企业在追求“产品标准化”的时候，云 SPACE 说，他们需要的是“产品非标准化”。

从 2012 年成立至今，这家公司已经接受了近 5 万个空间场地及配套服务项目的入住，包括大型展览中心、秀场、商场、艺术馆、剧院、舞蹈场所、改装巴士、地下停车位等。具体的操作方式是，让小的 B 端活动方直接通过平台模块来挑选合适的场地，但对于亚马逊、CHANEL 这样的大客户则采取私人定制的方法。



上海市委书记韩正等领导莅临云SPACE大秀场视察调研

作者：厂商 来源：本站原创 发布时间：2016/2/18 18:31:42

2016年2月18日下午，中共中央政治局委员、上海市委书记韩正副市长吴政隆、秘书长陈寅、区长方世忠、副区长彭海华一行人莅临上海闵行区中航碧江创意园区进行视察调研。视察期间，韩正每人都参观了云SPACE大秀场，并由云SPACE创始人兼CEO丁武萍向书记一行人介绍了云SPACE的企业情况。

## 动点科技

首页 草稿箱 一阅 动点专访 YES or NO 一起 VR 视频 更多 活动

专访云 SPACE 创始人丁武萍：空间的核心是内容

作者 李墨天 | 2016/4/27



[www.yunspace.com.cn](http://www.yunspace.com.cn)

**THANKS**

Service hotline:400-056-0599

Service email : service@yunspace.com.cn

SH : F211, Red Town,Huaihai West Rd, Chang Ning District

TEL : 0086-21 – 62806053

BJ : Room2011, 20/F HaoCheng Building, No. 6, St. Zuojiazhuang Zhong

TEL : 0086-10 – 53505004

SZ: Room 408, Block A, Shenzhen Virtual University Park, Nan Shan District

TEL : 0086-755 – 26978816

GZ : F18-C, Village of Redtory Creative Park, Tian He District

TEL : 0086-20 - 66653016