



**ABLE VIEW  
GLOBAL INC.**

[www.ableviewir.com](http://www.ableviewir.com)



**Corporate Presentation**

**Leading Comprehensive Cross-Border Brand Management Partner**



# Forward-Looking Statements

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**Unless otherwise noted, all amounts stated in this presentation are in U.S. dollars.**





# Overview of Able View

**Sole agent for 10+ overseas beauty and personal care brands, offering them complete brand-management services.**

**\$82 Million**

1<sup>st</sup> half 2023  
Revenue

**57%**

Compound Annual  
Growth Rate "CAGR"  
of Y2017-Y2023

**\$6 Million**

Net Profit

**10+**

Managed  
Overseas Brands

Founded in  
2015 in  
Hong Kong



Launched in  
2018 in  
Shanghai



180  
Employees

NASDAQ-CM: ABLV

Leading Position



According to iResearch, Able View is the second-largest brand manager of international beauty and personal care products in China in terms of Gross Merchandise Value "GMV".

## Brand Leaders in Specific Segments



AMOREPACIFIC

## Global Leading Brand Groups

my CLARINS

CAUDALÍE





# Brands Portfolio

NASDAQ-CM: ABLV

*Able View has delivered phenomenal results to its health and beauty clients and is trusted by...*



**CLARINS**  
PARIS

**GUERLAIN**  
PARIS

**CS** **cosmetic**<sup>®</sup>  
SKIN SOLUTIONS

**my CLARINS**

*Bonpoint*  
BEAUTÉ

**HOURGLASS**  
CRUELTY FREE LUXURY BEAUTY

CharlotteTilbury

**PM L**   
PAT McGRATH LABS

**REVLON**<sup>®</sup>

**CAUDALÍE**



利尻昆布

**Okina**

**sato**  
HEALTHCARE INNOVATION

Alinamin

Natural Aqua Gel  
**Cure**<sup>®</sup>



# Steady Historical Revenue Growth

## Net revenue 2017-2023

USD Millions

162.00

**CAGR+57.11%**

145.26

117.32

81.67

71.28

58.25

29.91

10.77

0.00

2017

2018

2019

2020

2021

2022

2023

TARGET



Expansion of brand portfolio with new brands engaged and optimization of brand management



Grow existing brands with solid operations and stronger domain knowledge



Adoption of advanced analytics and expansion of omni-channel sales to cover more emerging touchpoints involved in social marketing



# Solid and Sustained Growth of Revenue and Profit

## Total Net Revenue 2019-2023

CAGR **+29.14%**

USD Millions

**162.00**

145.26

117.32

81.67

71.28

58.25

0.00

2019

2020

2021

2022

2023

TARGET

## EBITDA/Net profit 2019-2023

CAGR **+18.56%**

USD Millions

8.35

8.19

**8.08**

5.96

5.65

4.09

0.00

2019

2020

2021

2022

2023

TARGET

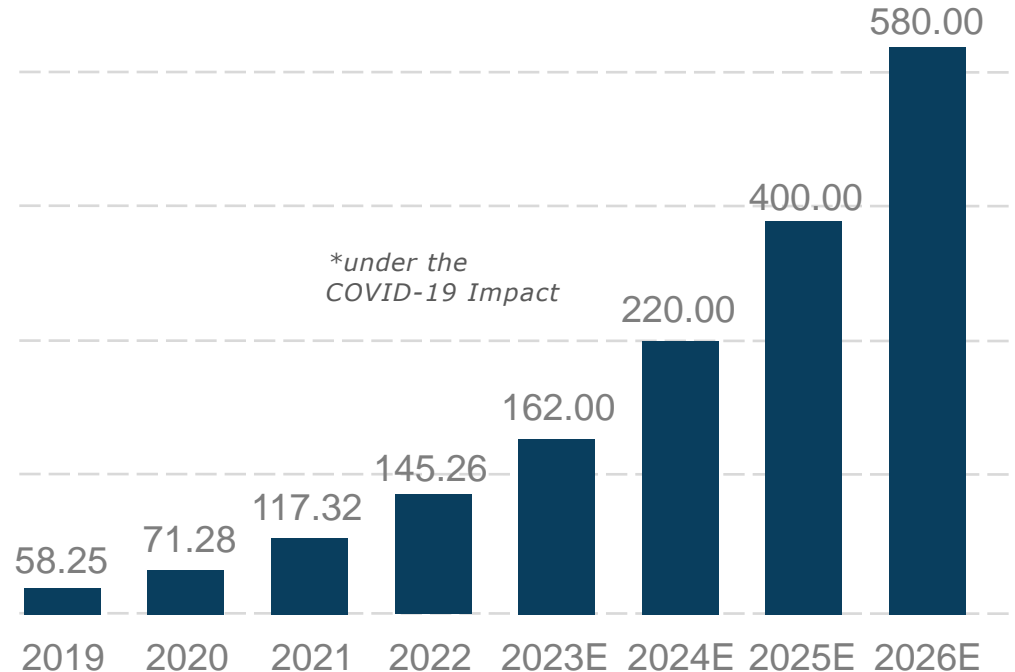


# Forecasted Consolidated Revenue & Net Profit

## Total Net Revenue 2019-2026

CAGR **+38.86%**

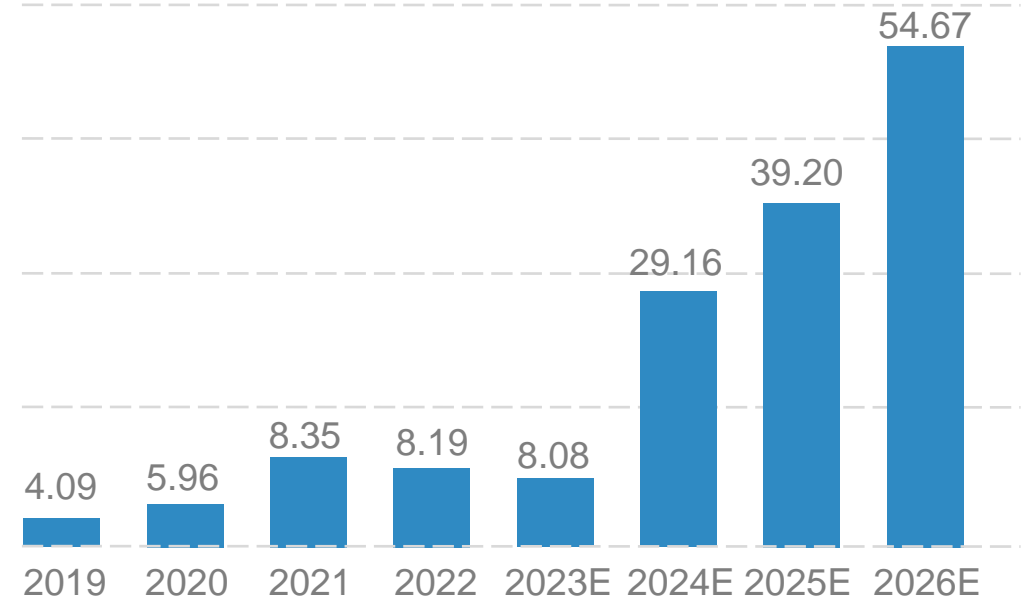
USD Millions



## Net Profit 2019-2026

CAGR **+44.83%**

USD Millions



\*December 2022 to May 2023



# Share Structure

(as of December 31, 2023)

<b>Shares Issued &amp; Outstanding</b>	<b>42.36M</b>
<b>Warrants</b> (expiring August 17, 2028 @ \$11.50)	<b>7.24M</b>
<b>Stock Options</b>	<b>NIL</b>
<b>Convertible Debentures</b>	<b>NIL</b>
<b>Fully Diluted</b>	<b>49.60M</b>
<b>Market Cap</b>	<b>\$114.4M</b>
<b>Insider Ownership</b>	<b>74.32%</b>







# Innovative and Visionary Management Team

*Passionate and pragmatic founders and management team with a combination of extensive experience in media, Fast-Moving Consumer Goods (FMCG), e-commerce, and numerous fashion industries.*



**Stephen Zhu, EMBA**  
*Chairman & CEO*

- Company founder
- 20 years of experience in media & retail in FMCG in senior management and executive positions
- Deep understanding of brand recognition
- Cheung Kong Business School EMBA
- Bachelor of Arts in Advertising and Marketing from Tongji University



**Dennis Tang, MBA, CPA**  
*Chief Financial Officer*

- Company co-founder
- 25 years of experience in finance management and audit
- 6 years of audit experience at KPMG
- 15+ years of CFO experience in well-known enterprises
- Licensed Certified Public Accountant in China
- University of Birmingham MBA
- Bachelor of Arts in finance and accounting from Shanghai University



**Anson Wang, MBA**  
*Senior Operations Director*

- Company co-founder
- 10+ years of experience in strategic planning and management
- Extensive management experience in well-known fashion, FMCG and media companies
- University of New York, East China Normal University MBA



**Iris Yu**  
*Senior Marketing Director*

- 20+ years of skincare, beauty brand & marketing experience
- VP of Lily Beauty, served at Amore Group, Ferragamo, Erno Laszlo
- Director of Shanghai Jahwa
- Marketing manager at Estee Lauder
- Master's degree in Operational Research at Lancaster University



**Aliven Lu**  
*Flagship Shop Director*

- 6+ years of e-commerce operation experience (Tmall & JD.com)
- Operating director of Lily Beauty, served in Lancome, Erno Laszlo, RT, KATE, Hasbro



# Board of Directors



## **Stephen Zhu, EMBA**

**Mr. Zhu**, Chairman, Executive Director, and Chief Executive Officer, a 20+ year veteran in marketing and business development in multiple beauty industry verticals, joined Able View in 2016 as CEO. Previously, he served as the Chief Operating Officer of Search Tiger Media responsible for national marketing and expansion into the media market. Mr. Zhu received a Bachelor of Arts in Advertising and Marketing from Tongji University and a Master of Business Administration from Cheung Kong Graduate School of Business.



## **Dennis Tang, MBA, CPA**

**Mr. Tang**, Executive Director and Chief Financial Officer, has more than 25 years of experience in finance and accounting. As the CFO of Able View Global Inc. since 2017, Mr. Tang is responsible for managing financial activities such as the NASDAQ listing, financing, fund management, budgeting, and mergers and acquisitions. He has held similar positions in other companies including AMH Media Holding Company. He received a Bachelor of Arts in finance and accounting from Shanghai University and received a Master of Business Administration from the University of Birmingham (UK). He is also a licensed Certified Public Accountant in China.



# Independent Directors

## Yilun Wu

**Mr. Wu**, an Independent Director, has more than 20 years of experience in finance, accounting, and mergers and acquisitions. Since 2022, he has been the CFO of Johnson Controls Corporation (“JCI”) in China. Mr. Wu’s prior executive positions were with Global Industrial Refrigeration and Middle East & Africa, Global Products Asia and Middle East in JCI, where he oversaw the finance operations of global products in the region including indirect business, integrated supply chain, product management and engineering, and all M&A deals and business/manufacturing integration in APAC. From 2008 to 2015, at Honeywell Inc., he served as a Corporate Audit Director, an Asia Finance Controller, and an Asia Pacific Finance Director, and finally, he oversaw the entire finance operation of Honeywell Sensing and Control in Asia Pacific. Mr. Wu received a Bachelor of Arts in accounting and finance with honors in 1998 from the University of Greenwich, and a Master of Arts in International Finance in 1999 from Middlesex University.

## Yimin Zhou

**Mr. Zhou**, an Independent Director, has more than 30 years of experience in business operations. Earlier in his career, he worked as a Supply Chain Director at Pepsi-Cola International, responsible for developing and executing the company’s business plan in China. More recently, Mr. Zhou served as Vice President of Supply Chain and Operations in the Great China Region in Fonterra, responsible for managing imports, logistics, customer service, and third-party manufacturing. He received a Bachelor of Science in inorganic material science and engineering from the East China University of Technology, a Master of Business Administration in Finance and Risk Management from St. John’s University, Queens, NY and an Executive Master of Business Administration from Cheung Kong Graduate School of Business.

## Zhifan Zhou

**Mr. Zhou**, an Independent Director, has more than ten years of experience in investment banking, audit, private equity, and mergers and acquisitions. During those years he held senior positions at Hainan Winlong Capital, Shanzhinong Co., Ltd., Wanda Information Stock Co., Ltd., Xinghe Real Estate Financial Group Shanghai Company, Cefc Anhui Internal Holding Co., Ltd., and Zheshang Securities Co., Ltd. Early in his career Mr. Zhou served as a Senior Consultant at PricewaterhouseCoopers Consultants (Shenzhen) Co., Ltd., Shanghai branch, where he provided risk management and internal control services and participated in cross-border IPO audits.



# Case Study **CLARINS**

NASDAQ-CM: ABLV

## Managing Omni-Channel of Global Premium Brand



### Sales of CLARINS

**560** million RMB  
GMV

**150%**  
GR%

### Market Penetration

**5**  
Owned  
e-stores

**300+**  
e-commerce  
Platforms &  
Overseas Channels

**50%**  
Store  
penetration

**800+**  
Unofficial online  
channels  
removed

GMV = Gross Merchandise Value  
GR = Gross Revenue

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# Case Study

## Cultivate and Grow Niche Global Brands



**100**  
Million RMB  
Annual sales



**120%**  
Annual growth rate



**50**  
Million RMB  
Cumulative market  
cost



**TOP 1**  
Supreme Olive Serum  
Top seller of Serum in  
\*Tmall



**3+**  
Return on  
investment (ROI)



**1 billion**  
Effective brand  
exposure



**3 million**  
Tmall average live  
streaming performance



**1.5 million**  
\*\*Douyin average live  
streaming performance



**35%**  
Comprehensive net  
profit margin



\*Tmall (formerly Taobao) is the world's largest mobile commerce platform for brands and retailers.

\*\*Douyin is the Chinese name for TikTok, the Social Media Video App.



# Brand Partner of Global Brands Offering Full Services in China's Market

NASDAQ-CM: ABLV



## Comprehensive branding

- ✓ Brand recognition
- ✓ Data driven
- ✓ Grow brand assets



## Supply chain management

- ✓ Bonded warehouse
- ✓ Product security experience
- ✓ Warehouse Management System (WMS)
- ✓ B2B & B2C supply chain solution



## \*Omni-channel operation

- ✓ Build online flagship stores
- ✓ Mainstream platform sales experience
- ✓ Offline distribution network



## Marketing

- ✓ Market research & analysis
- ✓ Competitive strategy analysis
- ✓ Social media operations
- ✓ Digital marketing campaign
- ✓ Brand asset protection



## Pricing management

- ✓ Omni-channel price control
- ✓ Establish standard market price

\*Omni-channel is an approach to sales, marketing, and customer support that seeks to provide customers with a seamless and unified brand experience, regardless of which channel they use. The organization's distribution, promotion, and communication channels are well-integrated in the back end, so regardless of whether the customer is shopping online from a desktop or mobile device, by telephone, or in a brick-and-mortar store, their experience will be seamless and consistent.

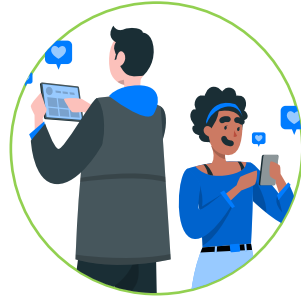


# Proven Track Record - Ability to Manage Extensive, Highly-Diversified, and High-Growth Markets



## Highly-diversified consumers

- ✓ Distinctive personality and attitude
- ✓ Diverse and specific requirements
- ✓ Diversified online exposure



## Highly-diversified touchpoints

- ✓ Content media, algorithmic media, knowledge platform, interactive and social media
- ✓ MCN, KOL, Bloggers
- ✓ Private domain traffic



## Ever-evolving marketing toolkits

- ✓ Live streaming
- ✓ Short UGC and PUGC video clips
- ✓ Various DTC promotions
- ✓ KOL shopping guides



## Organic marketing growth

- ✓ About 50% CAGR of online beauty product sales
- ✓ Fierce competition between various brands

CAGR = Compound annual growth rate  
DTC = Direct to consumer  
KOL = Key opinion leader

MCN = Multi-channel network  
PUGC = Professional user-generated content  
UGC = User-generated content



# Omni-channel Management

NASDAQ-CM: ABLV



## Able View Creates...

- ✓ Full Coverage of Online Marketplace
- ✓ Full Coverage of Online Touch Points
- ✓ Coverage on Emerging Offline Retail Stores



# 10+

Mainstream Online Marketplaces

# 500+

Tier 2 Distributors

# 300+

Media Partners & \*MCN Agents

# 1000+

Key Opinion Leaders (KOL)

\*MCN stands for Multi-Channel Network. Simply put, MCNs are internet celebrity agencies that act as intermediaries, connecting upstream creators with high-quality content to downstream promotion platforms for monetization. For example, many TikTok internet celebrities today are created by MCN agencies.





# Data-Driven Methodology and Digital Systems



## Experienced Data-Analysis Team and System

- ✓ Experienced and dedicated team with exemplary skillsets
- ✓ Adopt advanced 3rd party big data analytics and AI platforms to empower operation



## Digital System and Online Toolkits

- ✓ Adopt various digital systems to track market trends, consumer behavior and sales performance
- ✓ Integrated with mainstream WMS, OMS and CRM



## Partnership with Tier 1 Players

- ✓ Cooperate with Tier 1 players in IT and Cloud infrastructure, data processing, and social media operation

***Our data-driven methodology is implemented through brand selection, product research, marketing and sales, operation, consumer behavior analysis, and finance.***



# Global Supply Chain Facilities

NASDAQ-CM: ABLV

To maintain fast response times and efficient delivery methods, thus reducing delivery errors, we manage warehouses in 10+ sites globally.

## 4) NORTH AMERICA

Reno, Nevada  
New Jersey, USA



**3) EUROPE**  
Paris, France  
Rijen, Netherlands



**1) CHINA**  
Hong Kong  
Shanghai  
Tianjin  
Ningbo  
Guangzhou  
Chongqing  
Yiwu  
Zhengzhou



**2) JAPAN**  
Osaka  
Tokoyo

## Platforms and Overseas Warehouses

- JD Platform Warehouse
- VIP Platform Warehouse
- Hong Kong YYC Warehouse
- Japan Pinjun Warehouse

## Domestic Warehouses

- CaiNiao Ningbo Bonded Warehouse
- CaiNiao Nantong Bonded Warehouse
- CaiNiao Yiwu Bonded Warehouse
- Kunshan Warehouse
- Shanghai Office Warehouse
- Shanghai Pudong Warehouse



# Five-Year Growth Target

**20+**

Brand Portfolio

**3.1**

Billion RMB

Sales

**332**

Million RMB

Net Profit

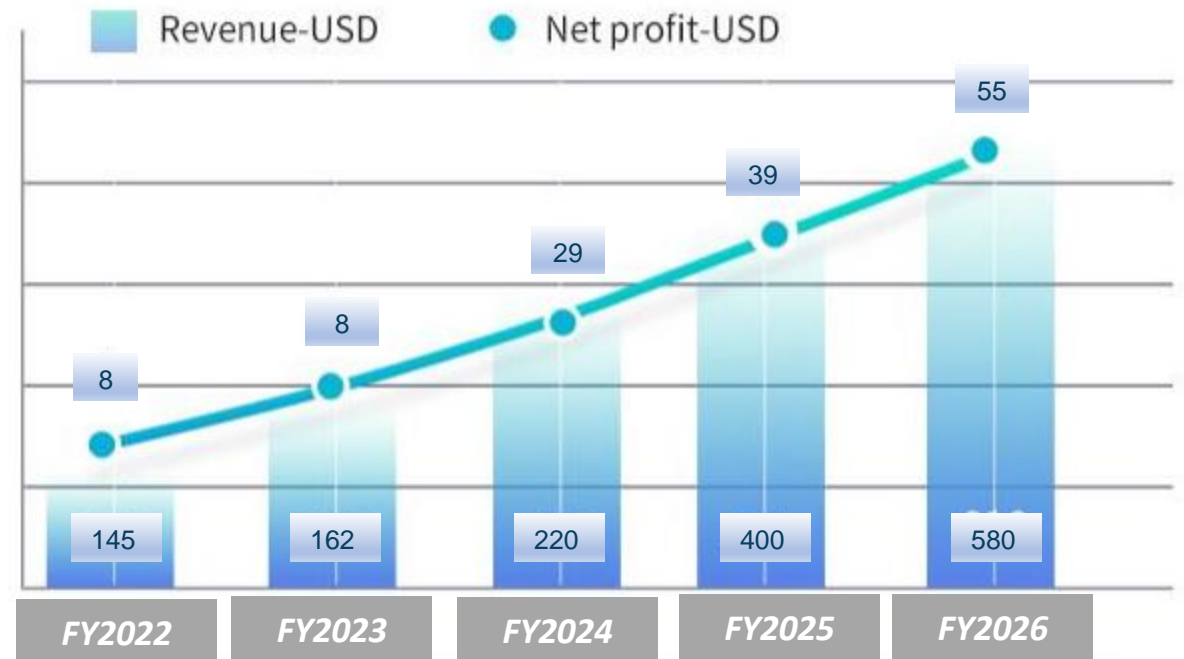
**44%**

Average Annual GR

**9%**

Net Profit Rate

**Able View Core Business Growth Forecast, 2022-2026 / million dollars**



## Managing Omni-channel of Premium Brands

Clarins & Amore Pacific  
20%+ Annual Growth Rate

2-3 Global Brands Added Annually

**2.5-3** Billion

## Cultivate and Grow Niche Global Brands

Niche Brands in Our Portfolio Including CSS  
50%+ Annual Growth Rate

**2-2.5** Billion



# Growth Strategy to 2026 Explained

- Retain existing clients who have demonstrated growth and high-profit margins
  - e.g. Clarins, Guerlain, Japanese OTC brands, etc.
- Drive business growth organically and through mergers and acquisitions
- Currently negotiating additional brands with internationally renowned companies including, L'Oréal Group and Estée Lauder Group
- Invest in Data Analytics and Digital Management Systems
- Actively negotiating the purchase of a North American skincare company
  - Closing target, the end of 2024

**\*In 2024, China's Beauty & Personal Care market is projected to generate a revenue of US\$70.36bn. This market is expected to experience an annual growth rate of 4.84% (CAGR 2024-2028).**







# ABLE VIEW GLOBAL INC.

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## Global Brands with a Global View!

### Contact Us

Able View Global Inc.  
Dennis Tang, CFO  
E: [info@ableview.com](mailto:info@ableview.com)

CHF Capital Markets Inc.  
Cathy Hume, CEO  
E: [cathy@chfir.com](mailto:cathy@chfir.com)  
T: 416-868-1079 ext. 251



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