



# THE RISE OF ONLINE SHOPPING

## EXPLORE LARGE PLATFORM TRENDS THROUGH TIKTOK

In a world where convenience is king, consumers are increasingly turning to the vast realm of E-commerce to meet their shopping needs. 2023's Black Friday and Cyber Monday were nothing short of spectacular for Best Inc.'s TikTok Marketplace. We're excited to announce that our innovative approach to online shopping through TikTok was a huge success. Here are some highlights from November:

During the frenzy of Black Friday and Cyber Monday, our TikTok marketplace followers increased significantly. We are excited to welcome

a wave of new members to the Best Inc.'s TikTok family. Each short video posted on our TikTok gained a lot of views, with some videos reaching an impressive 5,000+ views!

Angie (General Manager of Best Inc.): Our TikTok business has achieved remarkable results, proving the correctness of our investment and strategies. We will focus on product selection, optimizing the efficiency, and improving ROI throughout the production chain. We are committed to getting the maximum sales for every seller we work with in 2024.



Photo: Best Inc.'s studio concept art



Photo: Best Inc.'s TikTok live streams

Best Inc. placed significant emphasis on the TikTok presence in the U.S. During the pre-production, we specifically designed TikTok live studio 3D concept renderings for brand clients. Through constant adjustments and optimizations, we have successfully built a live studio that not only looks professional, but also meets all the needs.

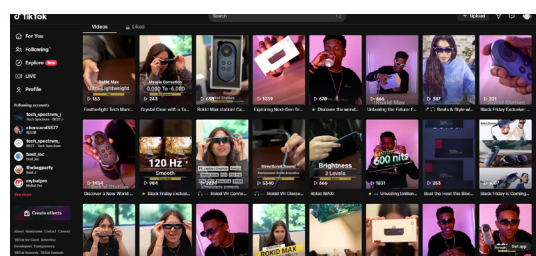


Photo: Best Inc.'s short video gallery

Short videos on TikTok are the soul of this platform. Best Inc. actively collaborated with various American actors to create a series of short videos for brands. We added visual effects in post production to better showcase the unique features of some tech products such as Rokid Max AR Glasses.

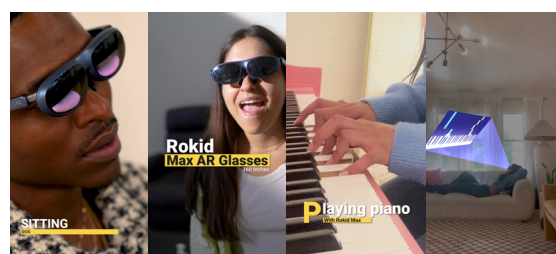


Photo: Best Inc.'s short video samples

The success of our Black Friday and Cyber Monday campaigns has attracted even more brands to join our TikTok business. We're excited to continue to expand our diverse product range to provide even broader selection of products and experiences. Best Inc.'s TikTok Marketplace is more than just a platform. It is a comprehensive social platform full of entertainment, interactivity, and shopping satisfaction, which is currently unique in the world.

Looking ahead, we have big plans for the coming year. We expect more engaging content, exclusive offers, and more famous brands joining our TikTok business. TikTok's unique video sales model is gaining favor among American consumers. The future belongs to the younger generation.

### Do you know?



UPS recently cracked down on 3PL using illegal accounts, and many warehouses had their accounts permanently suspended by UPS, significantly impacting their operations. At Best Inc., we have been using the official and legitimate accounts with UPS, FedEx, and USPS since day one to ensure that our clients are placed at the forefront. Safety and reliability are our commitment to all our clients.

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