

ICZOOM Group Inc. (Nasdaq: IZM)

Anonymous Product Offering

Software-as-a-service (“SaaS”) Solution

Implementation of Real-Time Transaction Information



September 2023

ICZOOM Group Inc. (Nasdaq: IZM)

匿名提供产品
软件即服务（“SaaS”）解决方案
实时交易信息



September, 2023

Forward-Looking Statements

This presentation includes statements that are forward-looking statements. These forward-looking statements involve known and unknown risks and uncertainties and are based on the Company's current expectations and projections about future events that the Company believes may affect its financial condition, results of operations, business strategy and financial needs. Investors can identify these forward-looking statements by words or phrases such as "anticipate," "estimate," "plan," "project," "continuing," "ongoing," "expect," "we believe," "we intend," "may," "should," "will," "could" and similar expressions.

The Company undertakes no obligation to update or revise publicly any forward-looking statements to reflect subsequent occurring events or circumstances, or changes in its expectations, except as may be required by law. Although the Company believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that such expectations will turn out to be correct, and the Company cautions investors that actual results may differ materially from the anticipated results and encourages investors to review other factors that may affect its future results in the Company's registration statement and other filings with the U.S. Securities and Exchange Commission.

Nasdaq: IZM

本演示文档中包含的某些陈述可能被视为“前瞻性陈述”。在某些情况下，可以通过前瞻性词语的使用确定前瞻性陈述，这些词语包括“相信”、“估计”、“预计”、“预期”、“计划”、“有意”、“可能”、“也许”、“大概”、“将”、“应该”、“大约”、“潜在”，或在个别情况下，可通过该等词语的否定或其他形式或同类词语识别，尽管不是所有的前瞻性陈述都包含这些词语。这些词语会出现在本演示文档中的多处地方，并涉及对有关我们的意图、信念、预测、展望和分析的陈述；我们未来的业务发展、财务状况和经营成果；我们的收入、成本或支出的预期变化；我们对我们服务的需求和市场接受度的期望；行业竞争；以及本演示文稿中所述与本行业相关的政府政策法规。

就其性质而言，前瞻性陈述涉及风险和不确定因素，因该等陈述与事件、竞争动态以及法规发展有关，且取决于未来可能发生或不发生，或可能在比预期时间更长或更短的时间内发生的经济形势。尽管我们认为我们对本演示文档中所涉及的前瞻性陈述拥有合理依据，我们提醒您，前瞻性陈述并不能保证未来的情况。我们的经营结果、财务状况、资金流动以及我们所在行业的发展状况可能与本演示文档中所涉及的前瞻性陈述有实质性的差异。因此，除其他因素外，还包括就**2023年03月17日**首次公开发行（简称“登记说明书”）在**2023年03月16日**提交至美国证券交易委员会（简称“SEC”）**F-1**表登记说明书（备案编号：**333-259012**）所载招股说明书中“风险因素”一节中所涉及的因素。此外，即使我们的经营结果、财务状况和资金流动和我们所经营的行业发展状况与本演示文档中所涉及的前瞻性陈述一致，但它们可能不是对未来期间的结果或发展状况的预测。我们在本演示文档中所做的任何前瞻性陈述仅截至陈述之日为止，本公司无义务就作出该陈述之日后更新或公开修正任何前瞻性陈述，以让该陈述符合实际结果或已改变的期望，除非适用法律要求。

本投资者演示文稿提供了关于公司和发行的基本信息。然而，鉴于其属于摘要性质，该文档并未完整覆盖在进行投资之前应当考虑的所有信息。在作出投资决策之前，您应当仔细阅读注册声明中“风险因素”部分中所描述的因素，以更全面地了解我们业务所面临的风险和不确定性，以及其中包含的任何前瞻性陈述。

Investment Highlights

- Experienced Management Team, Proven Long-Term Strategy
- Focused on China's Growing Electronic Component Market
- Growing B2B e-Commerce Platform, First Mover Advantage
- Highly Scalable, Asset-Light e-Commerce Model
- Serving Small and Medium-Sized Enterprises ("SMEs")
- Anonymous Trading, On & Offline SaaS Value-Added Integration
- First Half 2023 Revenue of \$120.2 Million, FY22 Revenue of approximately \$290 million

投资亮点

- 有长期战略，且行业经验超过**25**年的管理团队
- 专注于中国庞大且持续增长的电子元器件市场
- 独家首创的成长型**B2B**电子元器件交易平台
- 高增长，轻资产、可扩展的电子商务模式
- 专注服务中小型企业对电子元器件的采购需求
- 具有“匿名交易”、“**SaaS**系统增值服务”等产品亮点
- **FY2023**年上半年的收入为**1.2**亿美元，**FY2022**的收入约为**2.9**亿美元

ICZOOM is A B2B e-commerce platform primarily engaged in sales of electronic component products, focusing on China small and medium-sized enterprises (“SMEs”) market with revenue of approximately \$290 million in fiscal year of 2022.

Anonymity

Transparency

Lower Cost &
Reliability

ICZOOM是一个**B2B**电子元器件交易平台，专注服务中国中小型企业（“**SMES**”）市场，FY2022收入约为2.9亿美元。

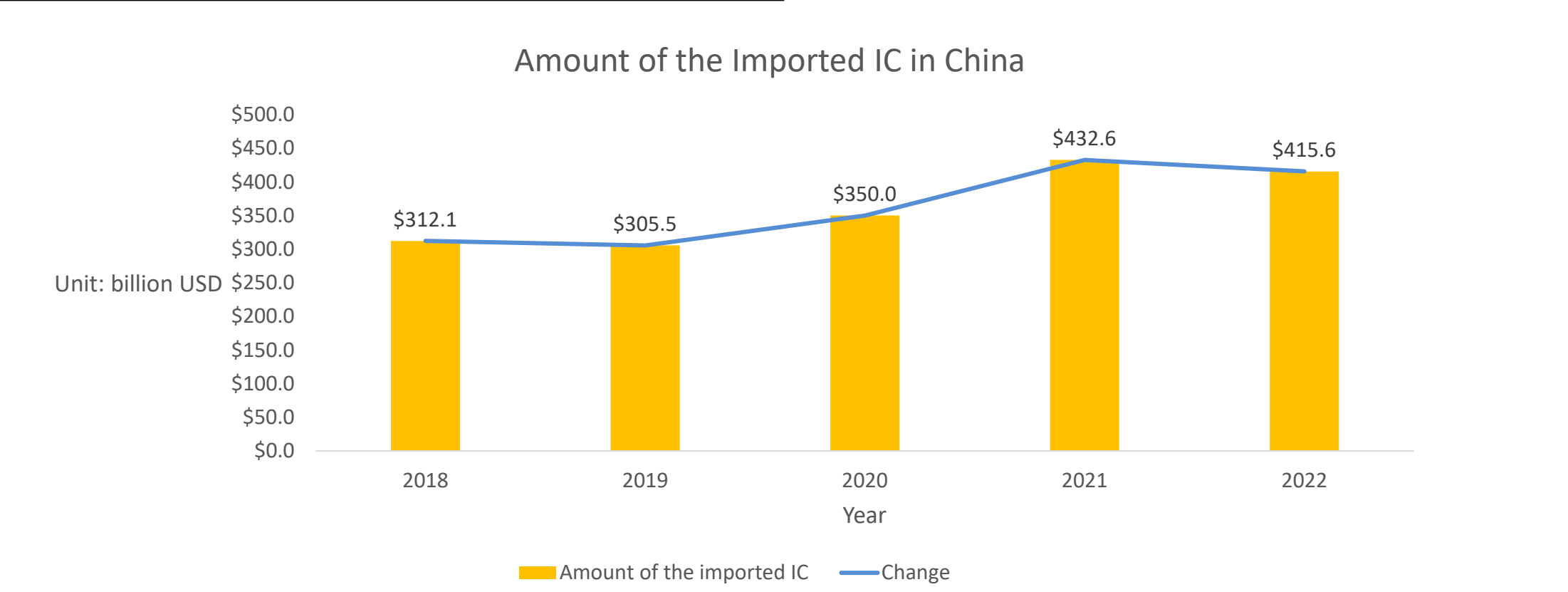
匿名

透明

低价并可靠

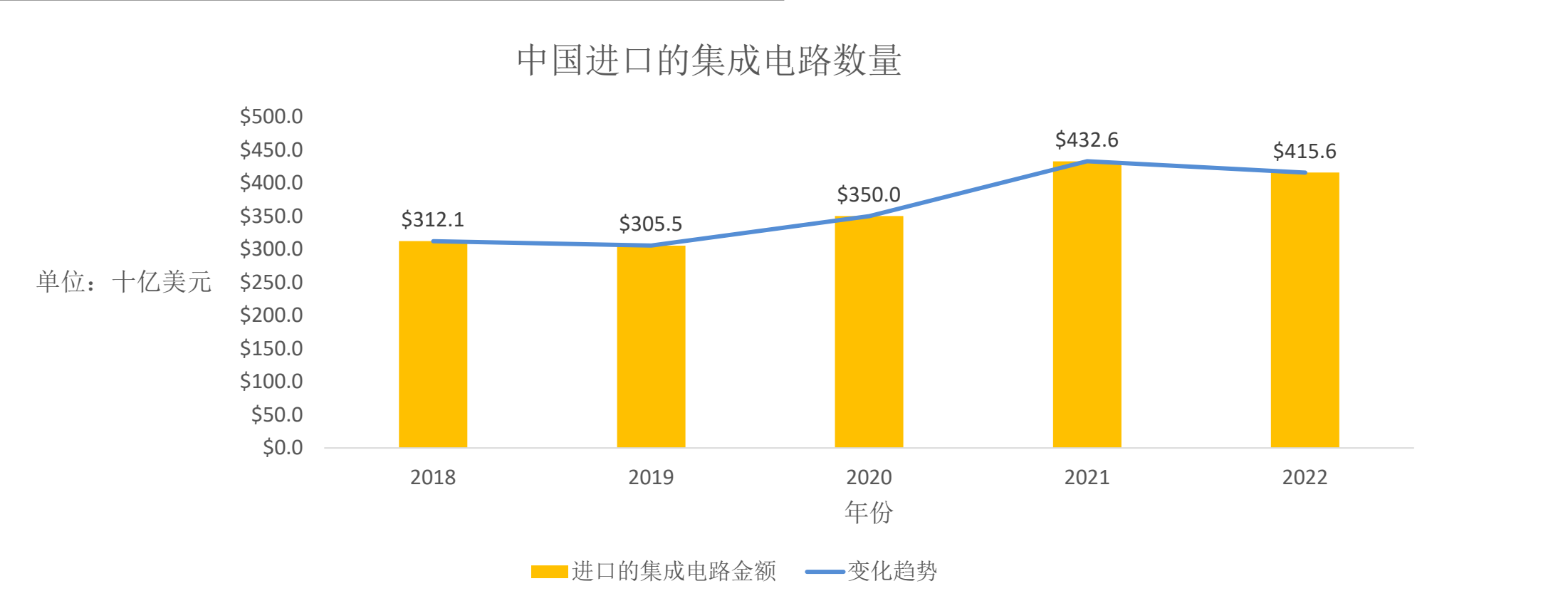
China’s Remains the Largest Market for Electronic Components

Amount of the imported integrated circuit in China, 2018-2022



中国是全球电子元器件最大的进口国之一

2018-2022年中国进口的集成电路数量



Industry Overview	Company Overview	Growth Strategies	Financials	Summary
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The **market size** of electronic components is vast in China

1. Global semiconductor industry sales totaled **\$574.1 billion** in 2022, the highest-ever annual total and an **increase of 3.3%** compared to the 2021 total of \$555.9 billion. ①
2. The amount of the imported IC was **\$415.6 billion** in China in 2022.②
3. In 2013, China had about **3 million** electronic enterprises, out of which about **3,000** were large companies with revenue over CNY400 million (approximately \$61.9 million). The rest 99% were small, medium and micro size companies.③
4. As of January 2023, there were **51,000** small and micro enterprises, and **27,500** self-employed traders in **Shenzhen Huaqiang North** electronic component market.④

Source:

① The Semiconductor Industry Association (SIA)

<https://www.semiconductors.org/global-semiconductor-sales-increase-3-2-in-2022-despite-second-half-slowdown/>

② General Administration of Customs of the People's Republic of China

<http://www.customs.gov.cn/customs/302249/zfxxgk/2799825/302274/302275/4794311/index.html>

③ Page 67 - Prospectus of Cogobuy Group

https://www1.hkexnews.hk/listedco/listconews/sehk/2014/0708/ltn20140708008_c.pdf

④ Futian District Huaqiang North Street Office

http://www.szft.gov.cn/bmxx/hqb/gzdt/content/post_10368035.html

行业概况	公司简介	增长战略	财务指标	总结
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中国是全球电子元器件最大的进口国之一

1. 全球半导体行业销售额于2022年达到**5735亿美元**，创历史新高，比2021年的5559亿美元**增长了3.2%**。①
2. 2022年中国进口集成电路金额为**4156亿美元**。②
3. 2013年，中国约有**300万家**电子企业，其中约有**3000家**年收入超过4亿人民币（约合6190万美元）的大型企业，其余99%的企业规模较小，包括中小型和微型企业。③
4. 截至2023年1月，深圳华强北电子元器件市场共有**51,000家**小微企业和**27,500名**个体经营者。④

来源：

① 半导体工业协会（SIA）

<https://www.semiconductors.org/global-semiconductor-sales-increase-3-2-in-2022-despite-second-half-slowdown/>

② 中华人民共和国海关总署

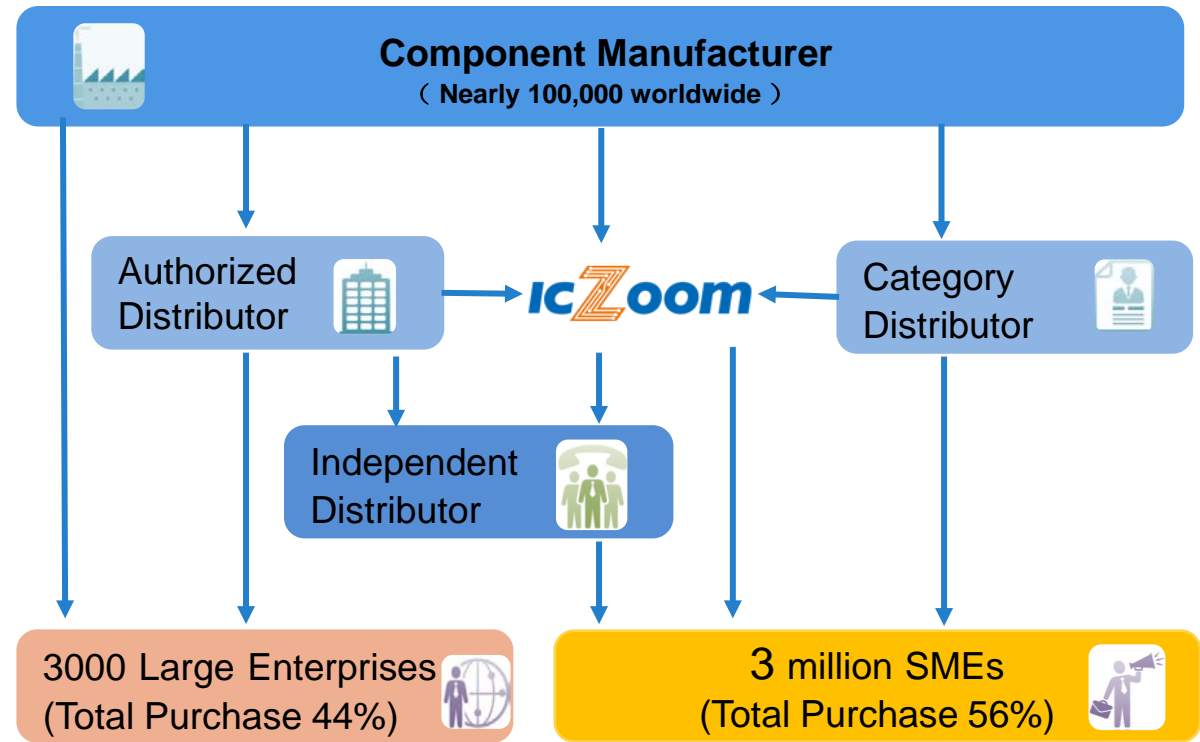
<http://www.customs.gov.cn/customs/302249/zfxxgk/2799825/302274/302275/4794311/index.html>

③ 科通芯城招股说明书第67页

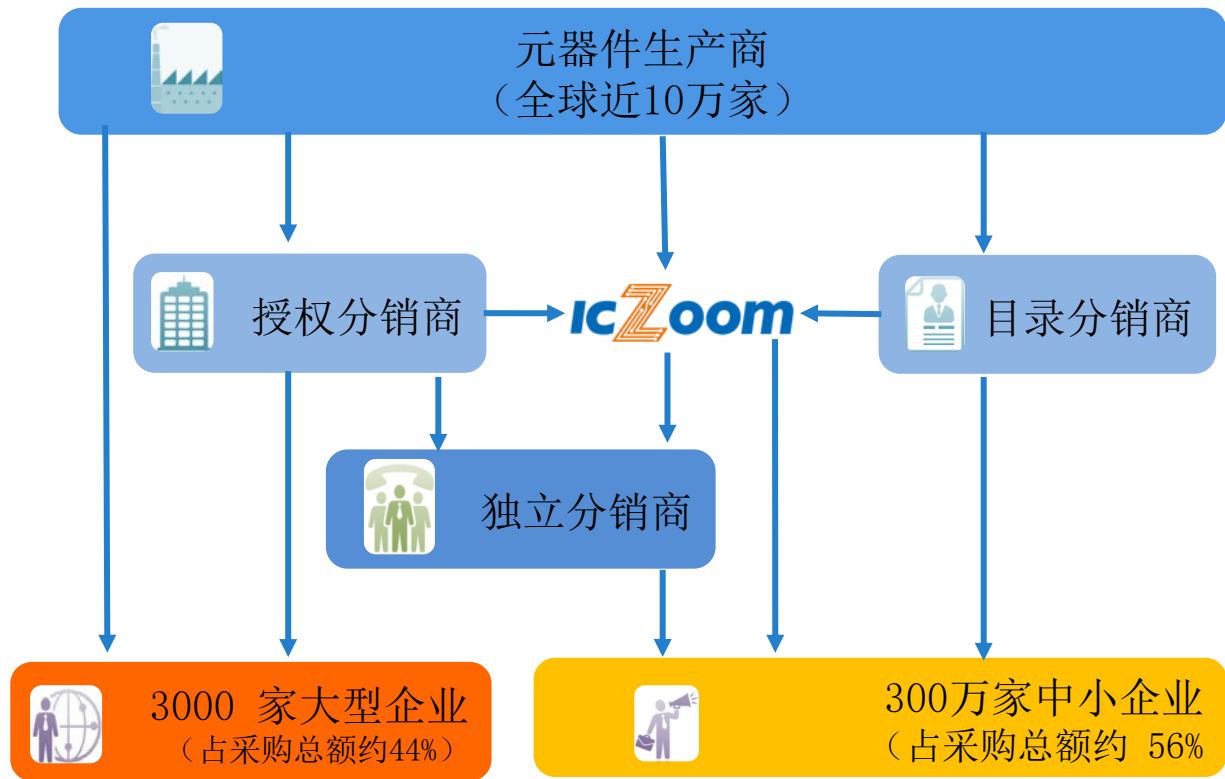
https://www1.hkexnews.hk/listedco/listconews/sehk/2014/0708/ltn20140708008_c.pdf

④ 福田区华强北街道办事处

http://www.szft.gov.cn/bmxx/hqb/gzdt/content/post_10368035.html



行业概况	公司简介	增长战略	财务指标	总结
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Industry Overview	Company Overview	Growth Strategies	Financials	Summary
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Our Advantage Over Other Platforms

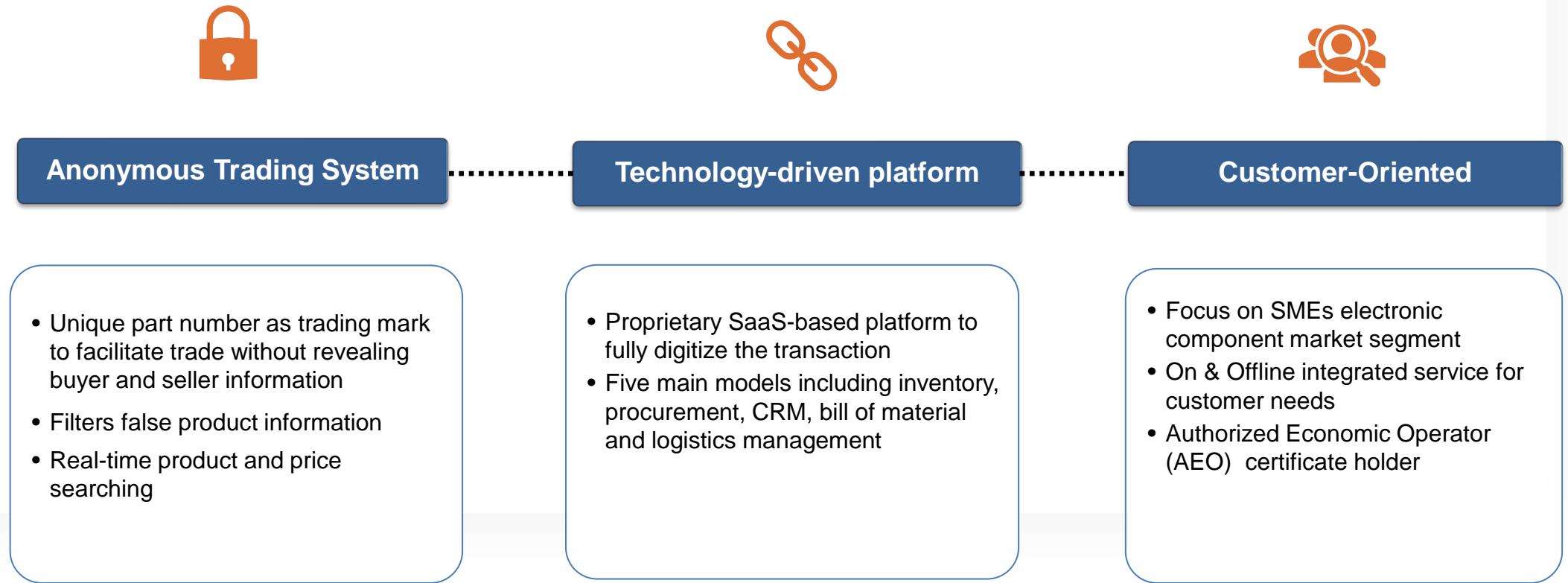
Platform Type	Income	Inventory Pressure	Cost of Technical Support Team	Product Quality	Relationship with Registered Users	Price Transparency
ICZOOM	Low mark up	None	Low	Guaranteed	Serving	Yes
Authorized Distributor	Surcharge	High	High	Guaranteed	Competing	No
Category Distributor	Surcharge	High	High	Guaranteed	Competing	No
Independent Distributor	Surcharge	High	High	Guaranteed	Competing	No

行业概况	公司简介	增长战略	财务指标	总结
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我们相对于其他类型平台的优势

平台类型	收入	库存压力	维系技术支持团队成本	平台售货质量	与注册的行业各方关系	价格透明度
ICZOOM	低利润加价	无	低	保证	服务关系	透明
授权经销商	赚差价	高	高	保证	竞争关系	不透明
目录分销商	赚差价	高	高	保证	竞争关系	不透明
自营式电商	赚差价	高	高	保证	竞争关系	不透明

Our AI-driven Product offerings 特点

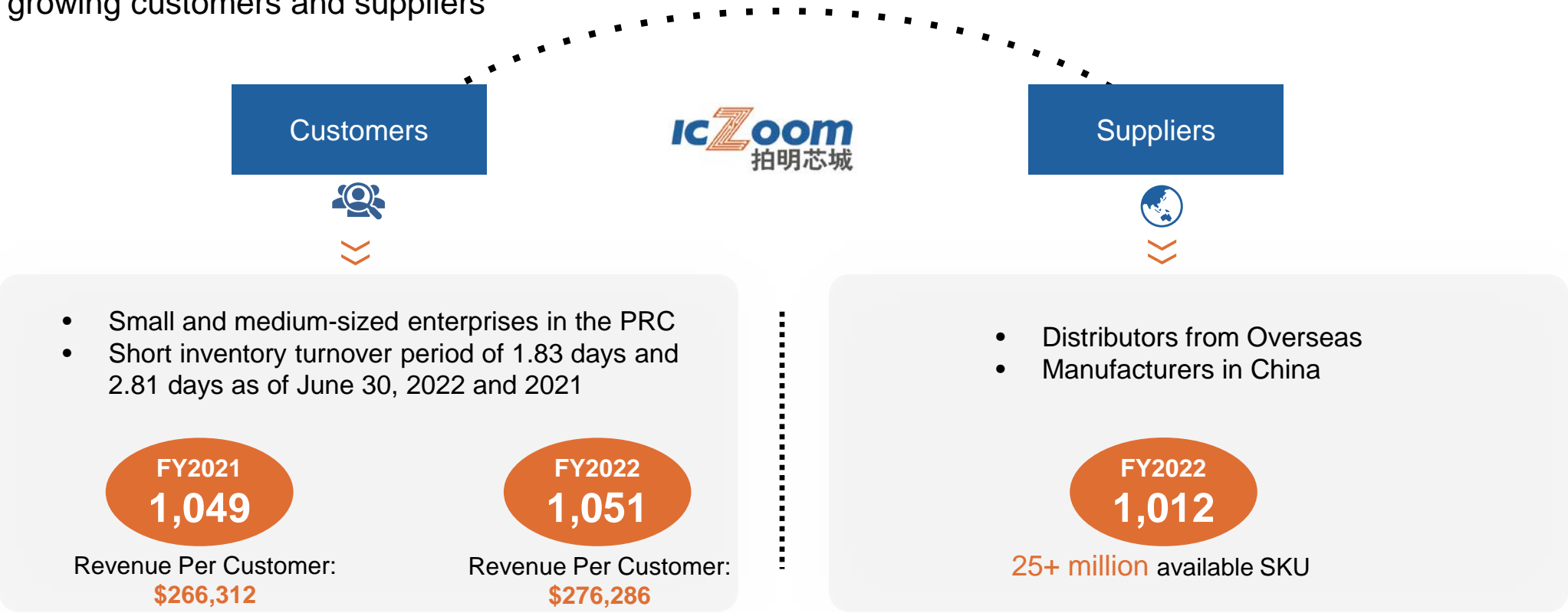


行业概况	公司简介	增长战略	财务指标	总结
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我们的数字化产品特点



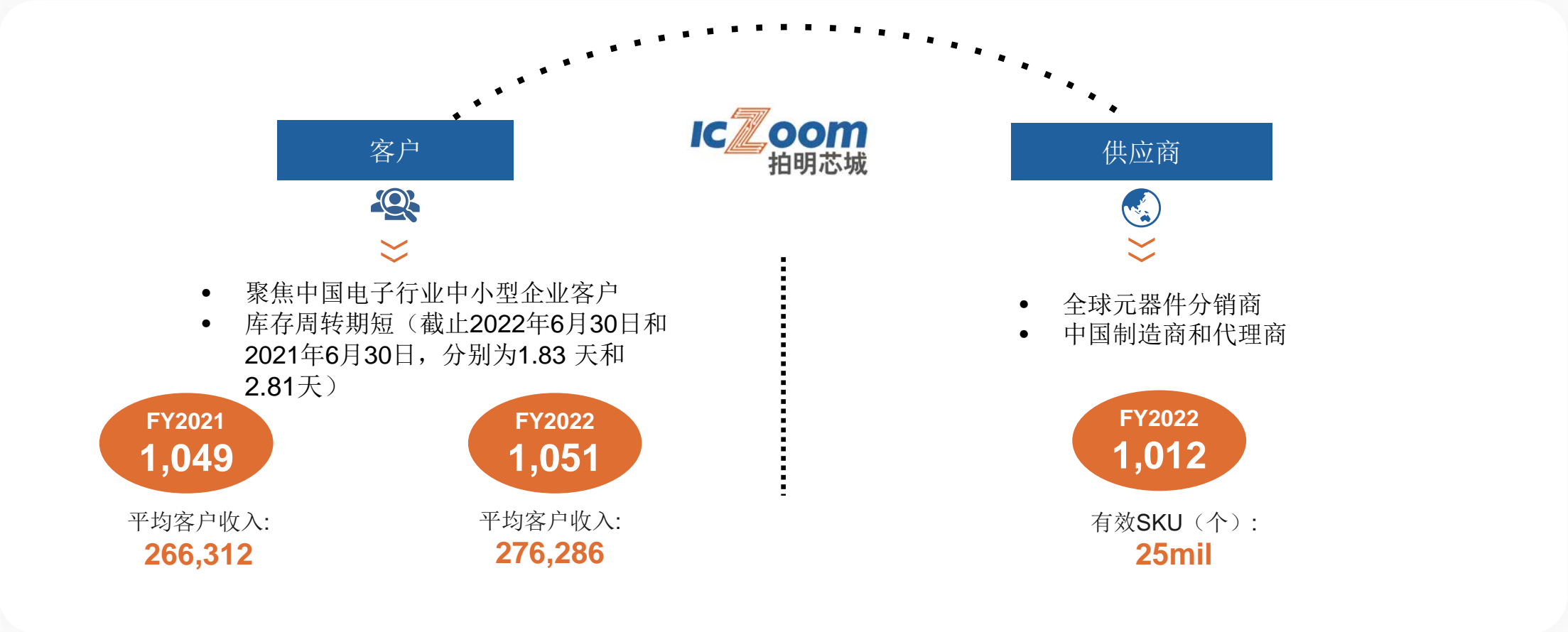
Our growing customers and suppliers



Fiscal Year ends June 30

行业概况	公司简介	增长战略	财务指标	总结
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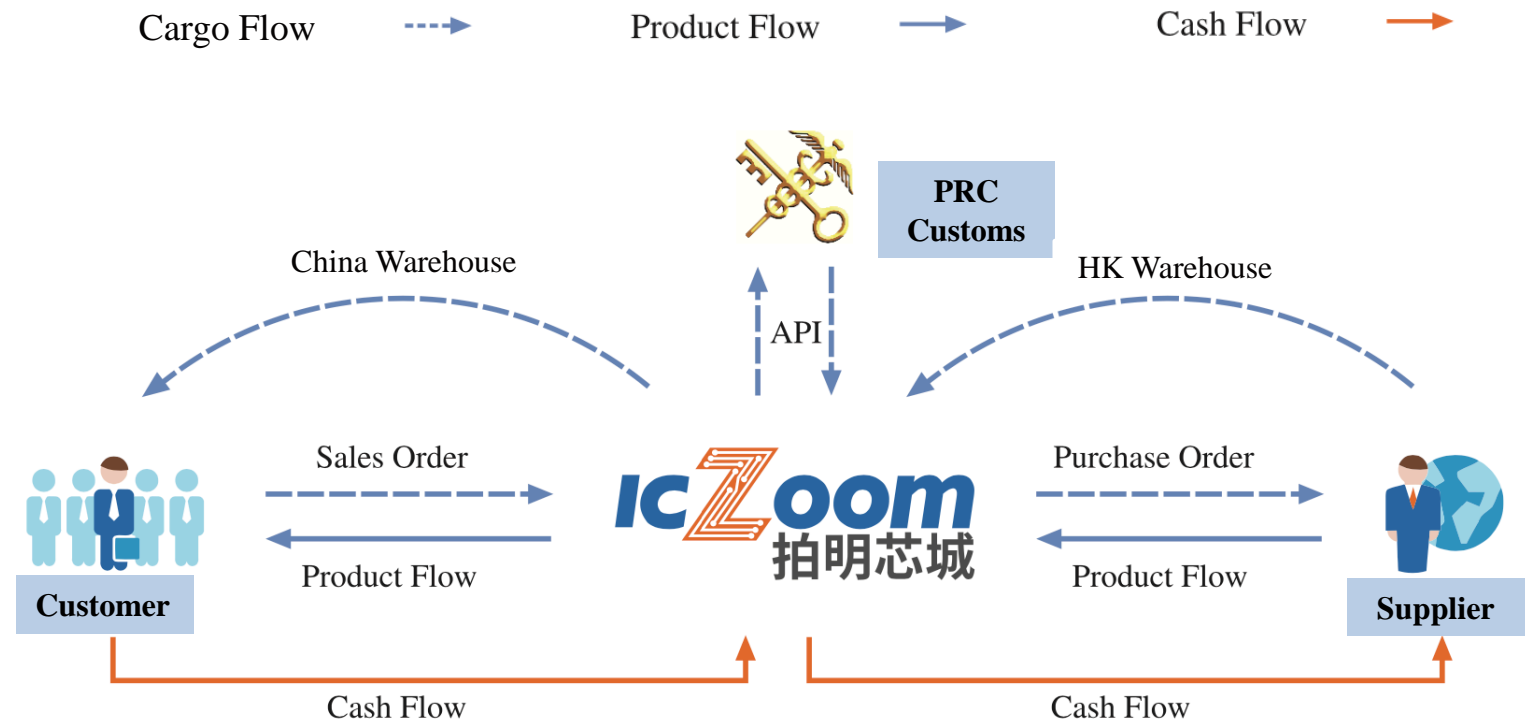
不断增长的客户与供应商数量



财年截止日期6月30日

Our business model

- Customers register as members
- Customers search/post quotes
 - ICZOOM presents product information and order requirements
 - ICZOOM matches customer needs
- Customers place orders
 - ICZOOM finds out combo order opportunities for further discount
 - ICZOOM acquires products from suppliers and sells to customers
 - ICZOOM provides value-added services
- ICZOOM provided delivery service



我们的业务模式

- 1

客户注册成为会员
- 2

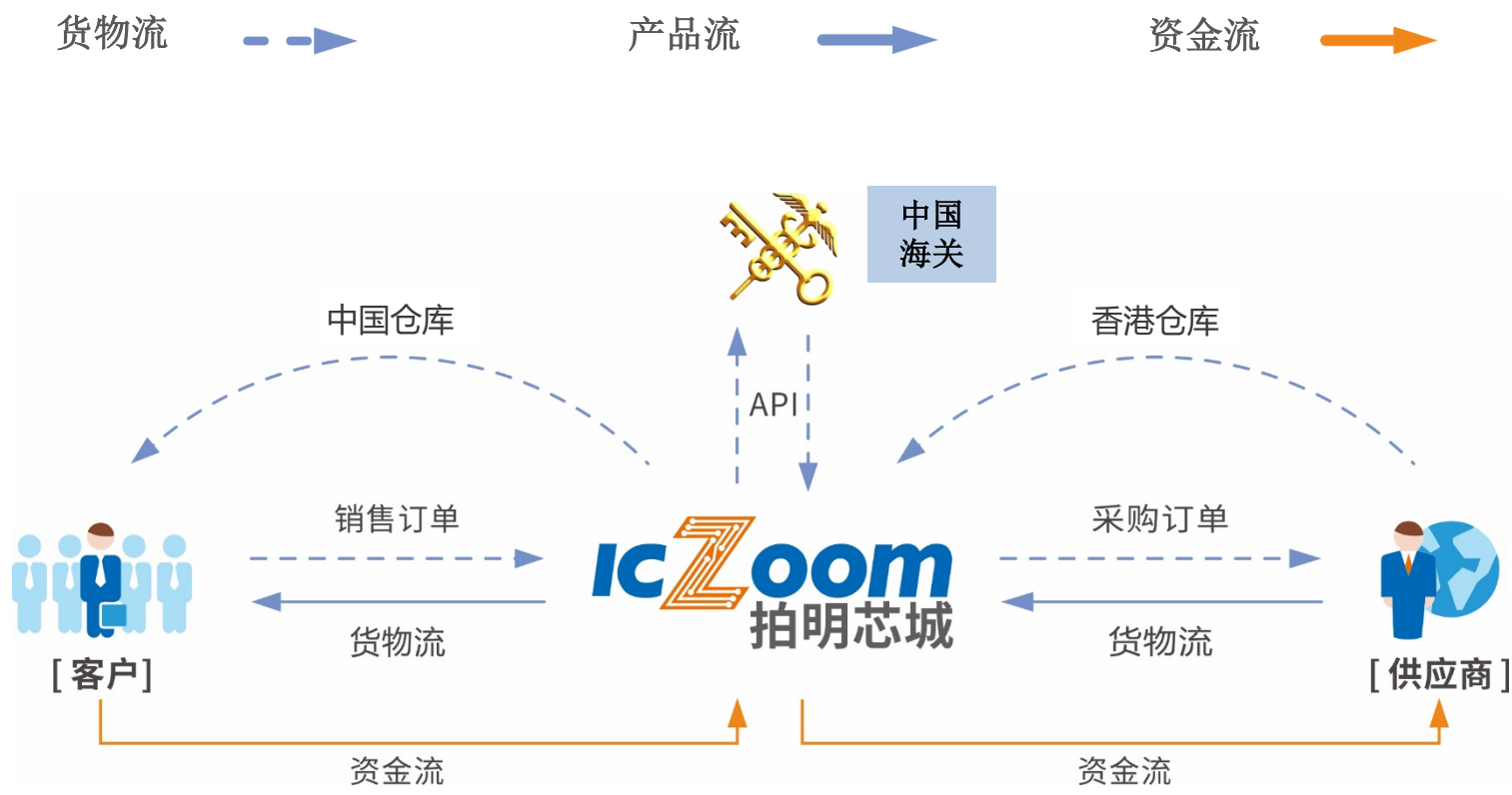
客户发布询价/搜料

- 平台获得商品信息和交付要求
 - 匹配客户需求
- 3



客户下订单

- 平台批量集采，以获取更低的商品折扣
 - 平台从供应商处获取更多相关产品并推荐和销售给客户
 - 平台提供增值服务
- 4

平台交货



Our AI-driven Service Offerings

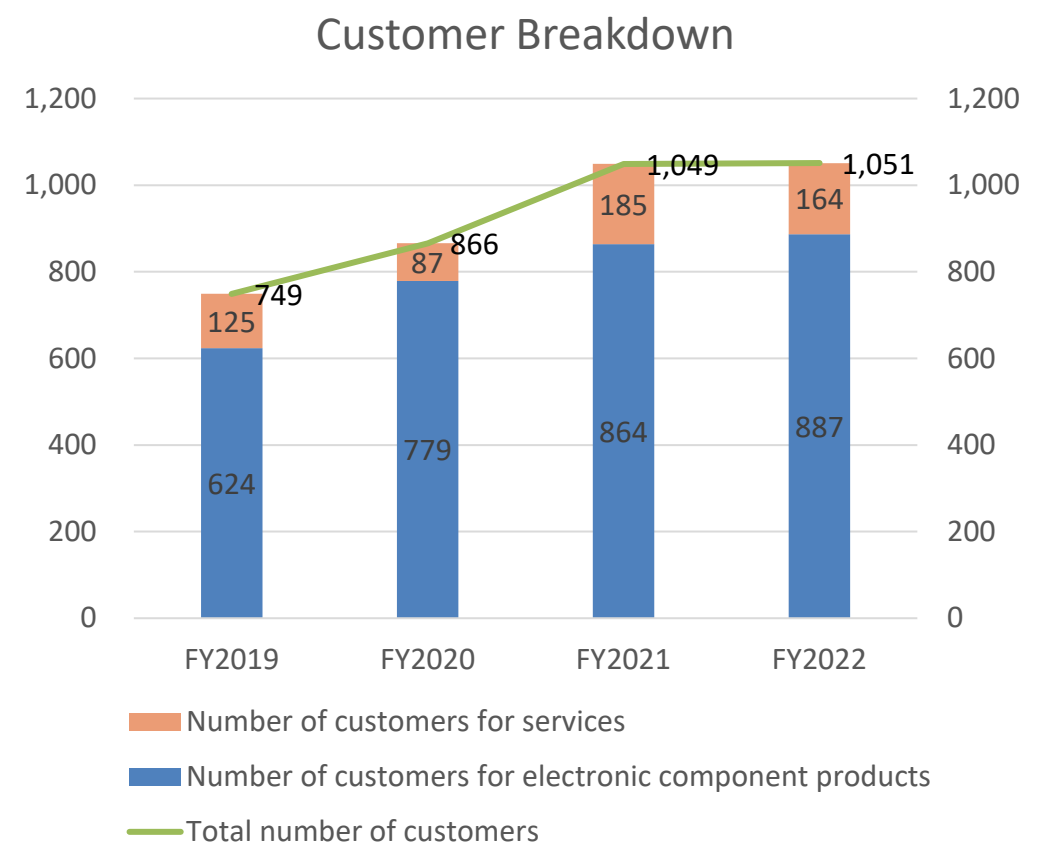
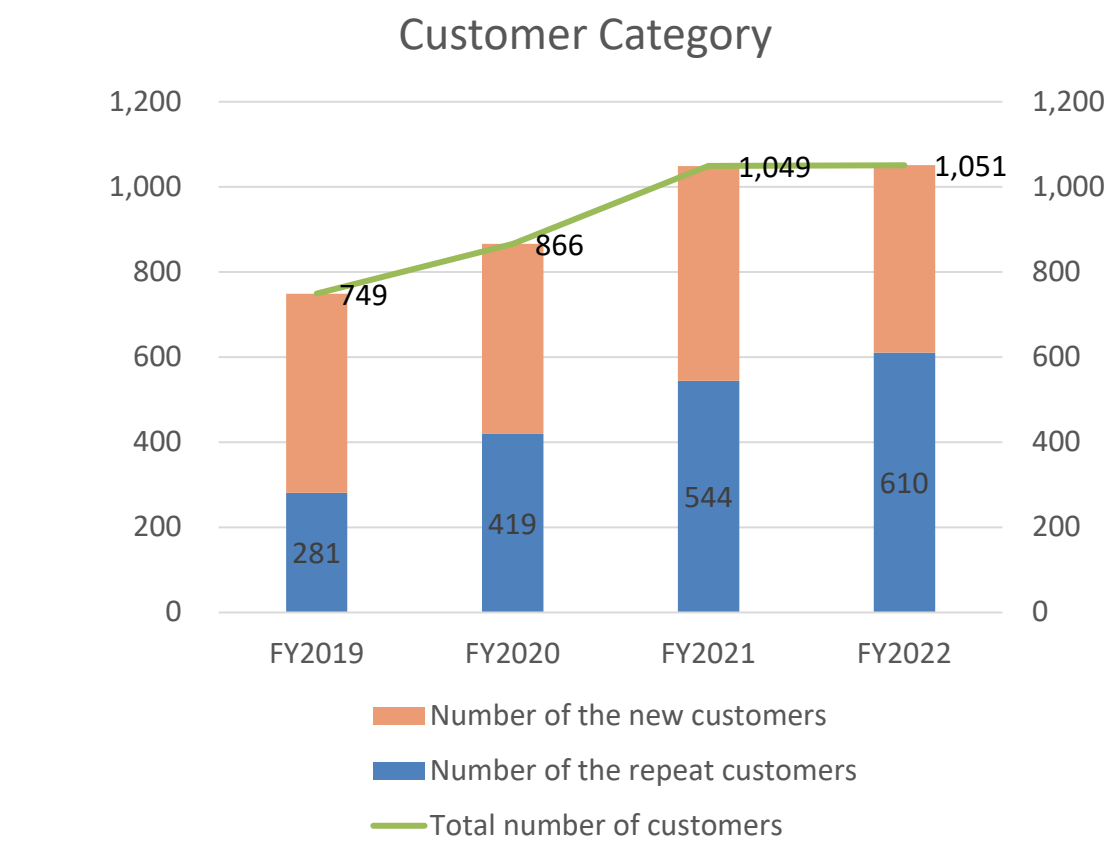
<div>1</div> <div></div> <div>Enterprise Level Hierarchical Customer Management</div>	<div>2</div> <div></div> <div>Customized Service</div>	<div>3</div> <div></div> <div>One-stop Customs Clearance</div>
<div>4</div> <div></div> <div>Temporary Warehousing</div>	<div>5</div> <div></div> <div>Logistic Service</div>	<div>6</div> <div></div> <div>Supply Chain Coordination</div>
<div>7</div> <div></div> <div>Customs Qualification</div>	And more...	

行业概况	公司简介	增长战略	财务指标	总结
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我们提供的附加价值服务

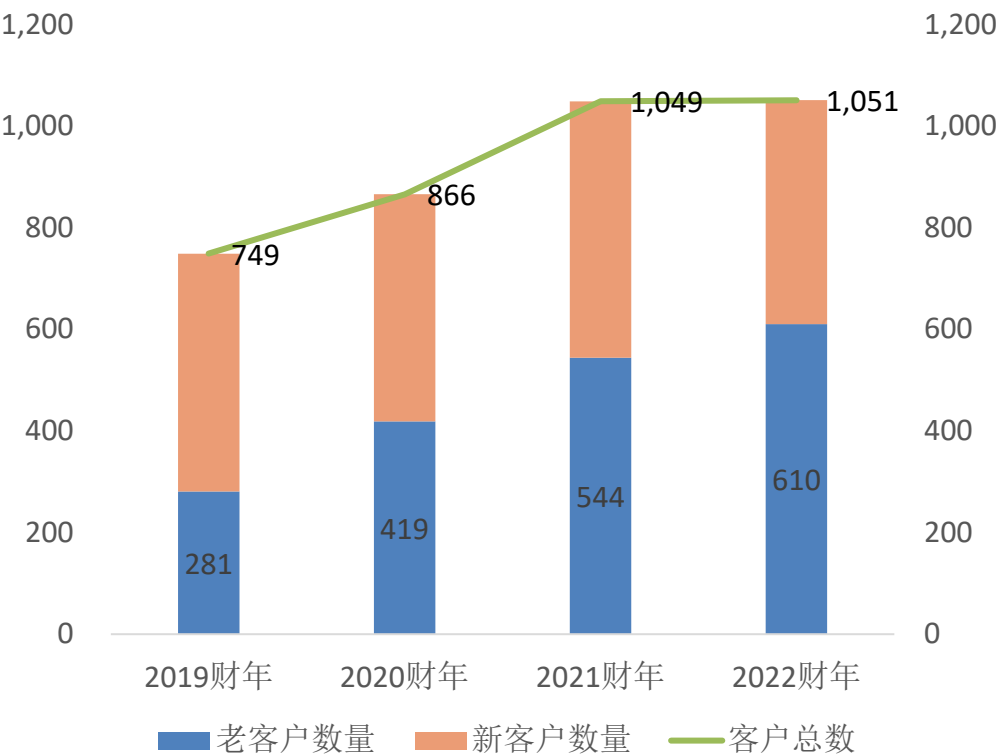
<div>1</div> <div></div> <div>企业级用户分级管理</div>	<div>2</div> <div></div> <div>软件定制服务</div>	<div>3</div> <div></div> <div>一站式极速通关</div>
<div>4</div> <div></div> <div>临时仓储服务</div>	<div>5</div> <div></div> <div>物流服务</div>	<div>6</div> <div></div> <div>供应链协同</div>
<div>7</div> <div></div> <div>海关AEO高级信用企业</div>		

Our Robust Customer Growth

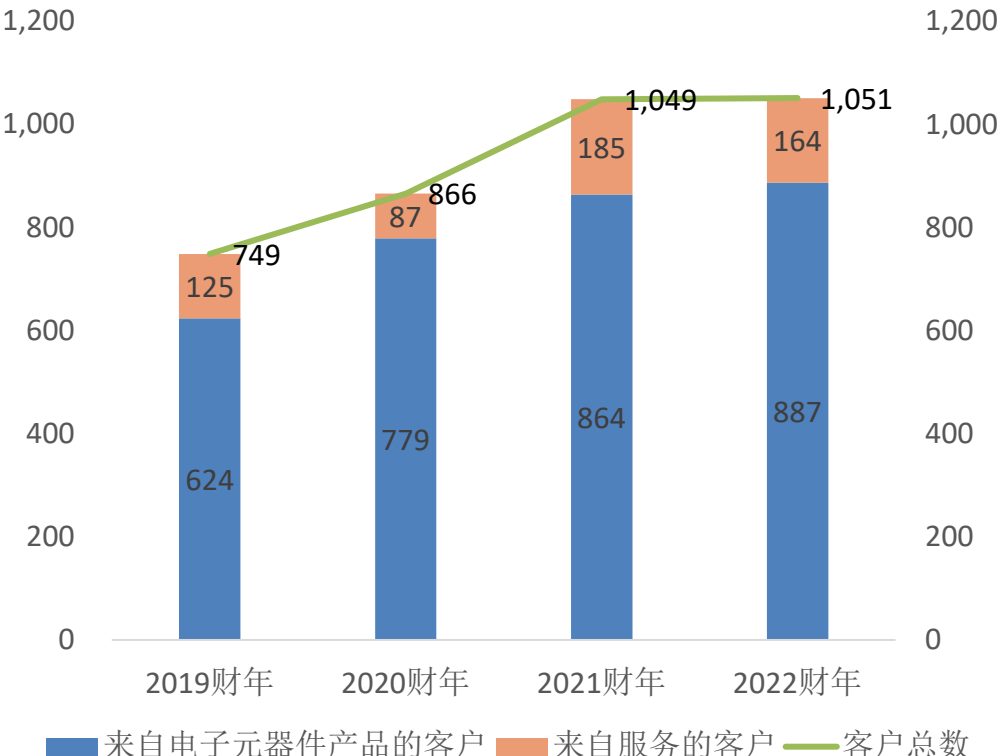


我们强劲的客户增长

客户类别



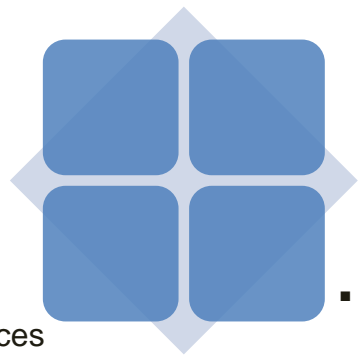
客户细分



财年截止日期6月30日

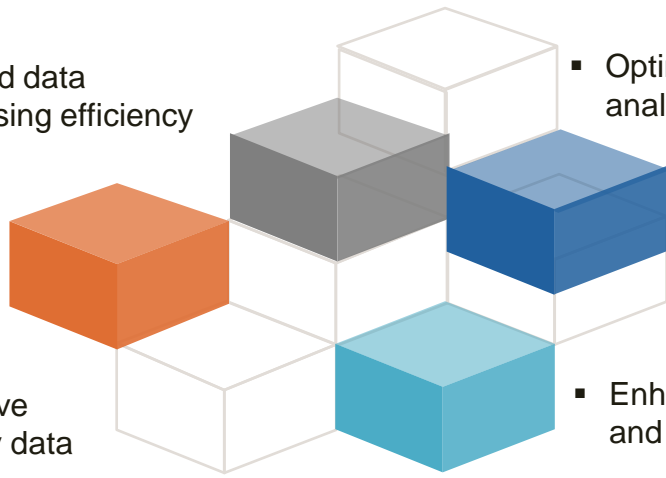
1. Increase number of registered users to generate more customers and revenue

- Strengthen our cooperation with large suppliers
- Grow storage and customs clearing services
- Increase number of customers and revenue
- Offer sell credit to more customers



2. Continue to invest in SaaS software system to support growth

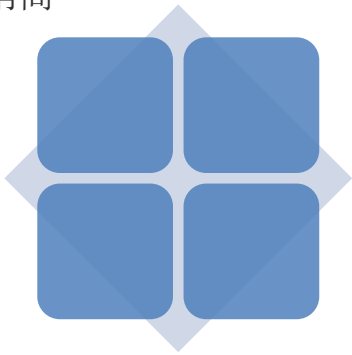
- Boosted data processing efficiency
- Extensive industry data
- Optimized data analytics algorithms
- Enhanced data storage and integration



公司简介	行业概况	增长战略	财务指标	总结
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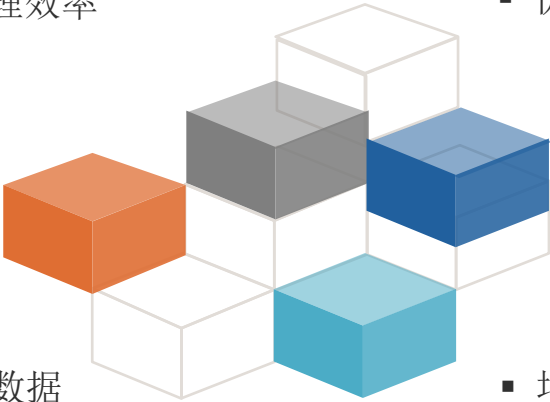
1. 增加注册用户，产生更多客户，增加收入

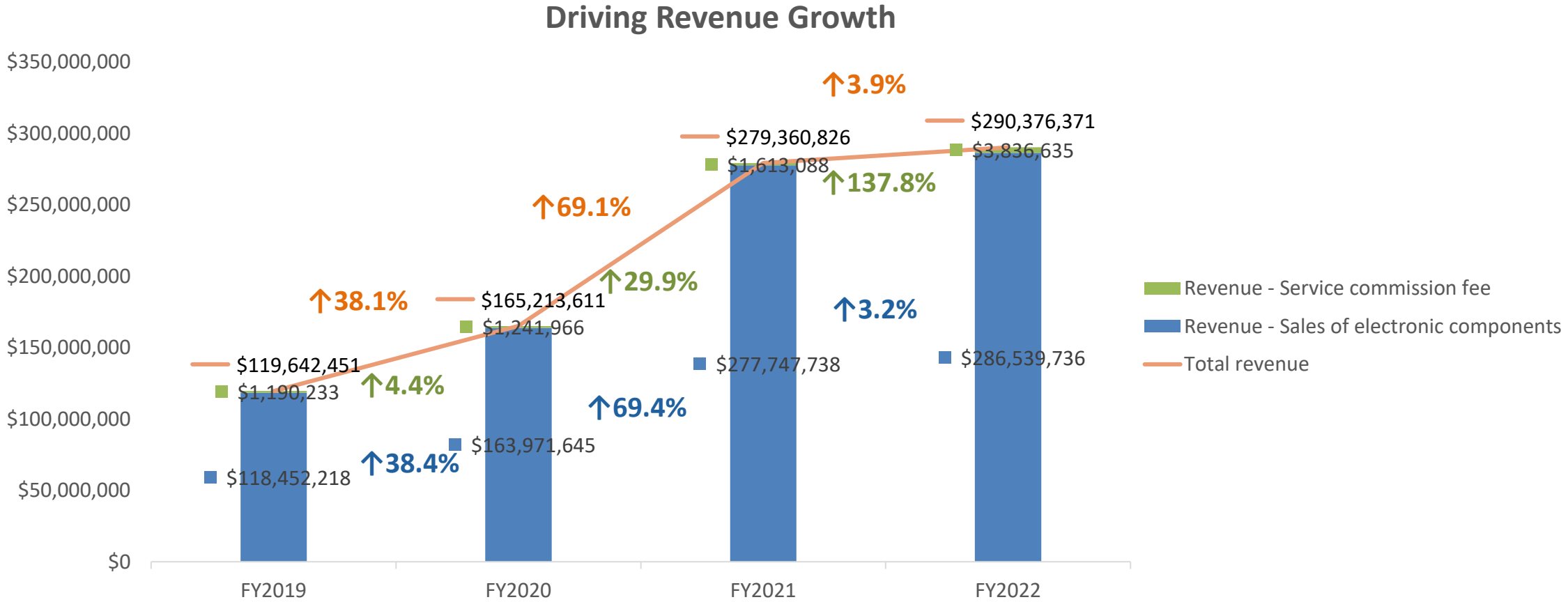
- 加强与大型分销商的合作
- 增强库存和清关服务
- 增加客户数量和收入
- 为更多客户提供融资解决方案



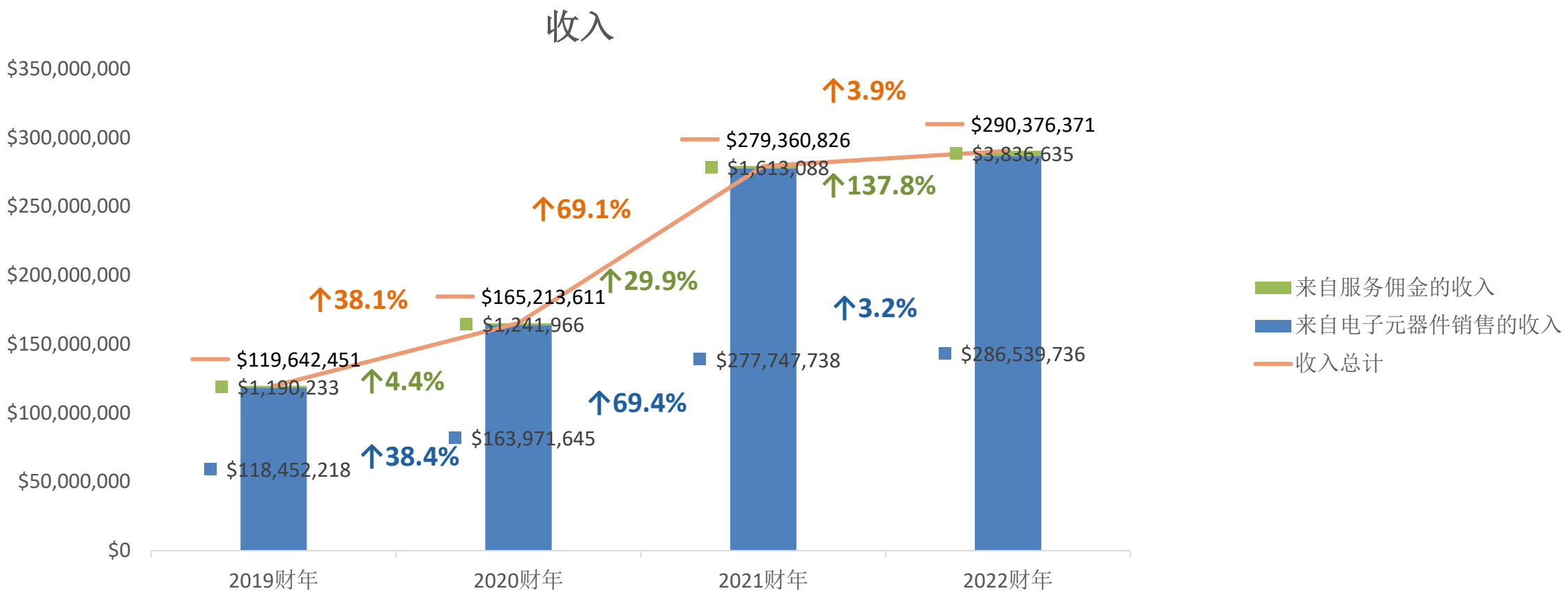
2. 进一步投入SaaS系统，发展电商平台

- 提高数据处理效率
- 广泛的行业数据
- 优化数据分析算法
- 增强数据存储和集成



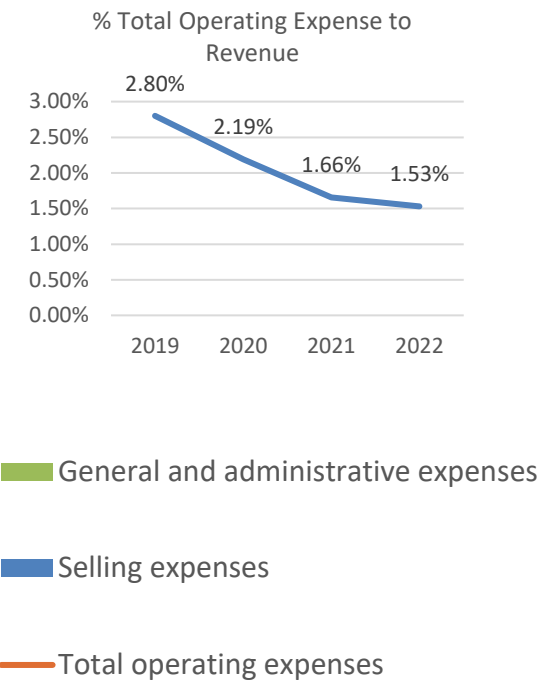
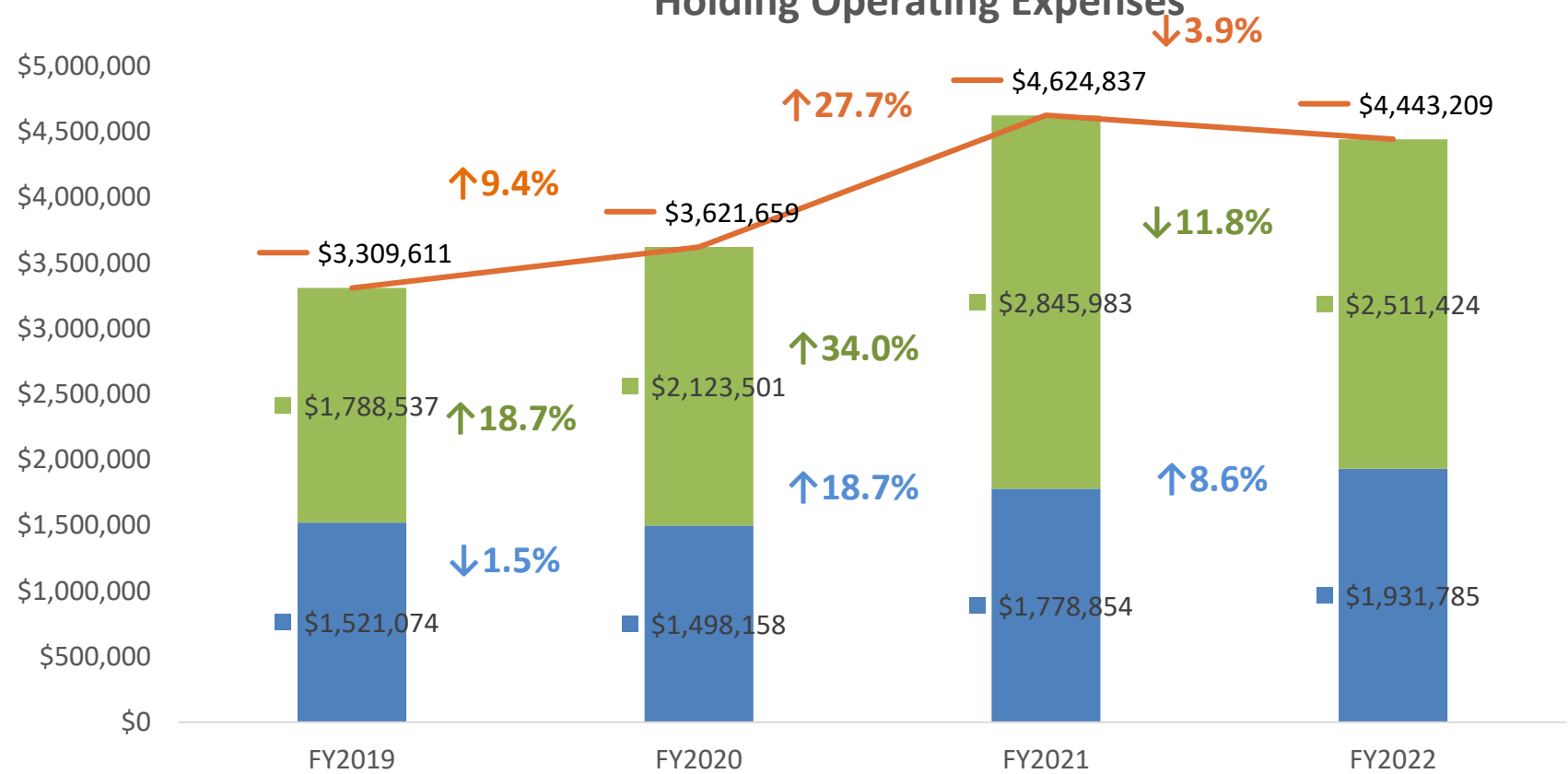


Fiscal Year ends June 30



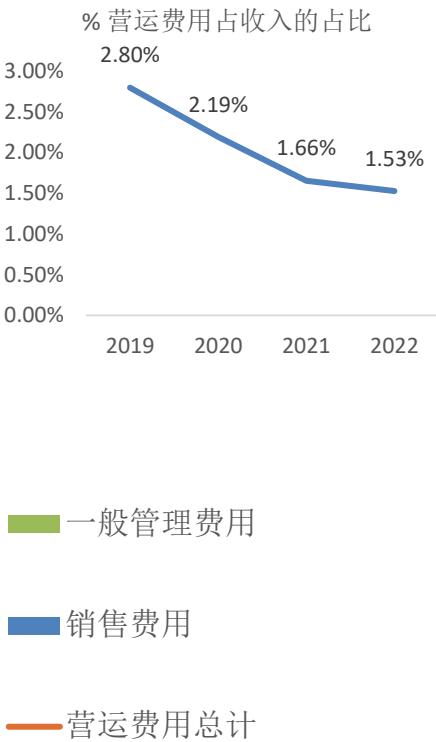
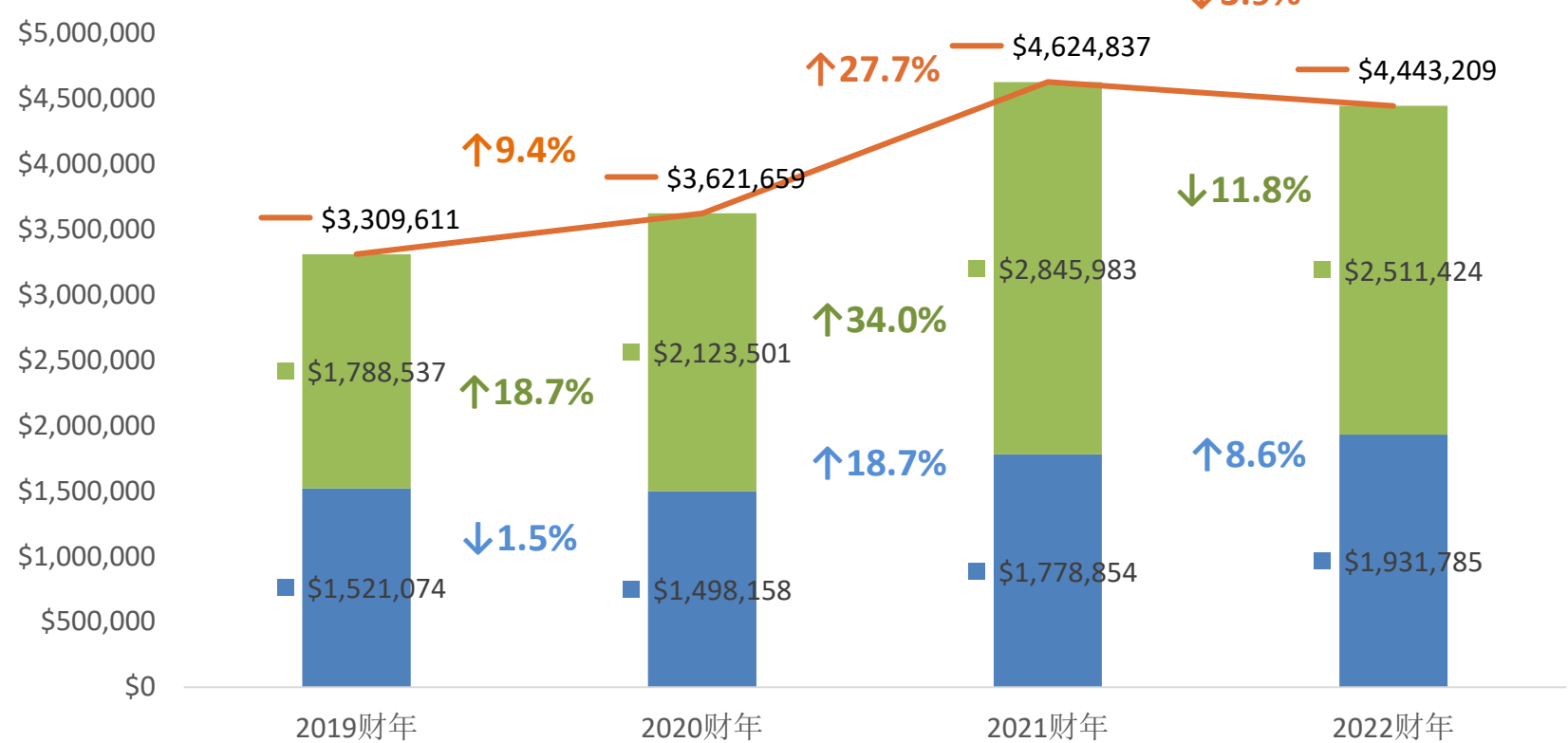
财年截止日期6月30日

Holding Operating Expenses



Fiscal Year ends June 30

营运费用



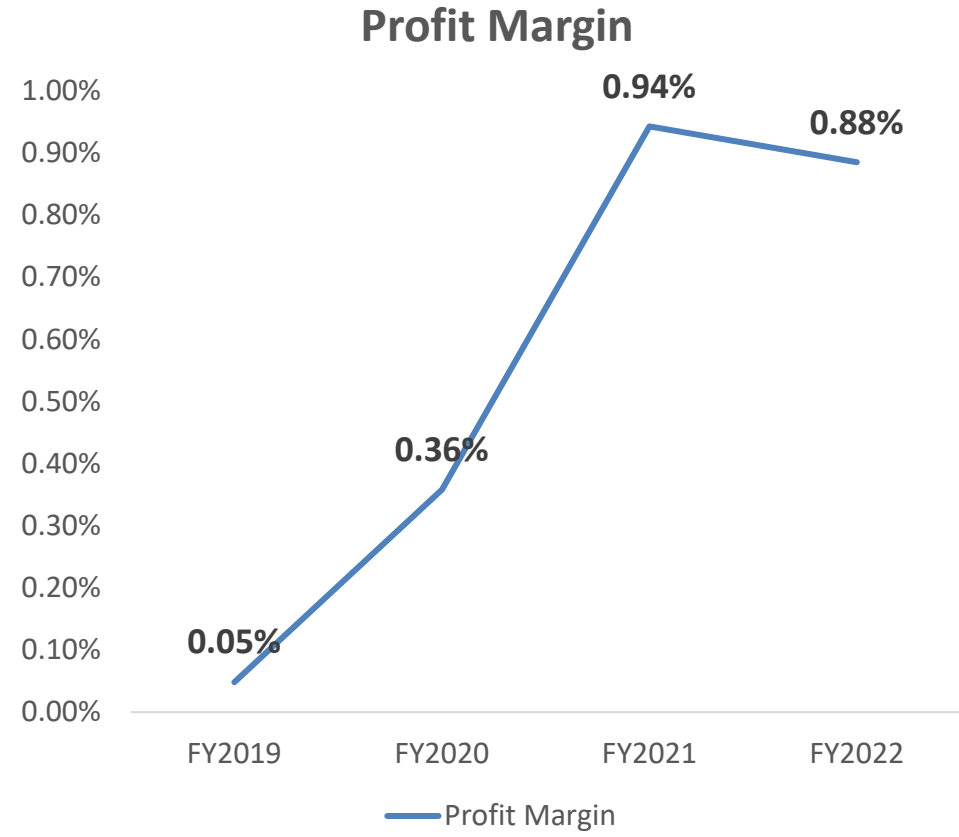
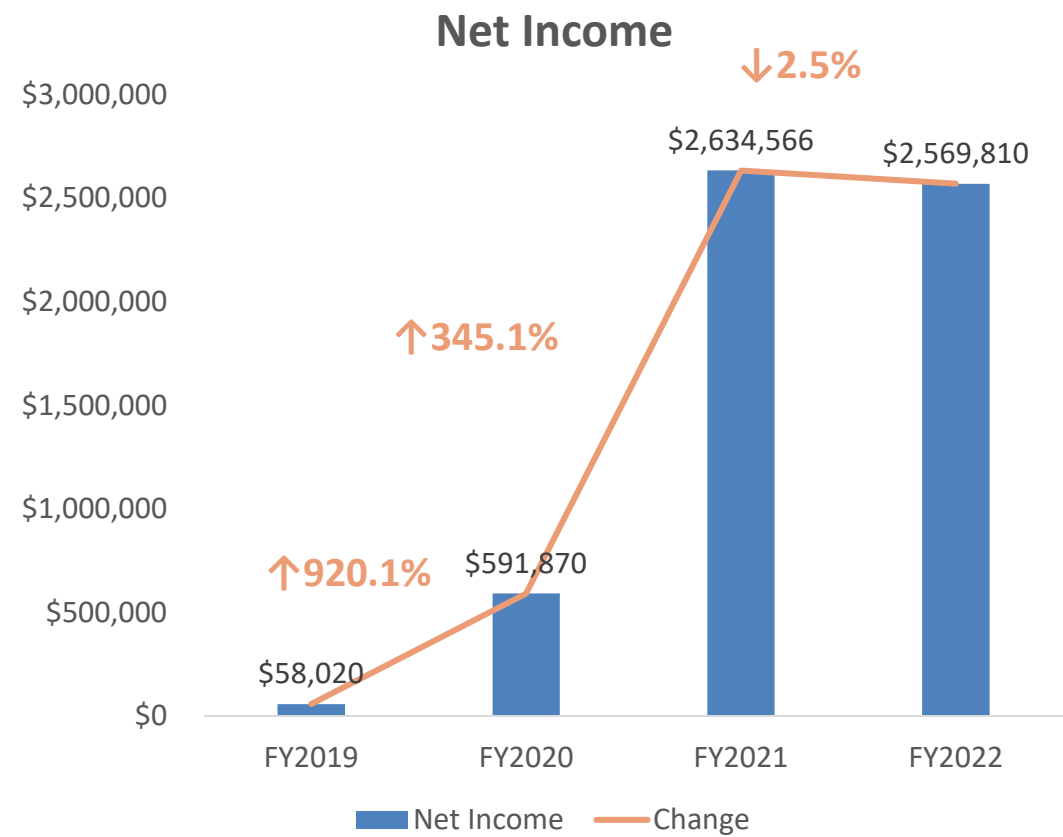
Industry Overview

Company Overview

Growth Strategies

Financials

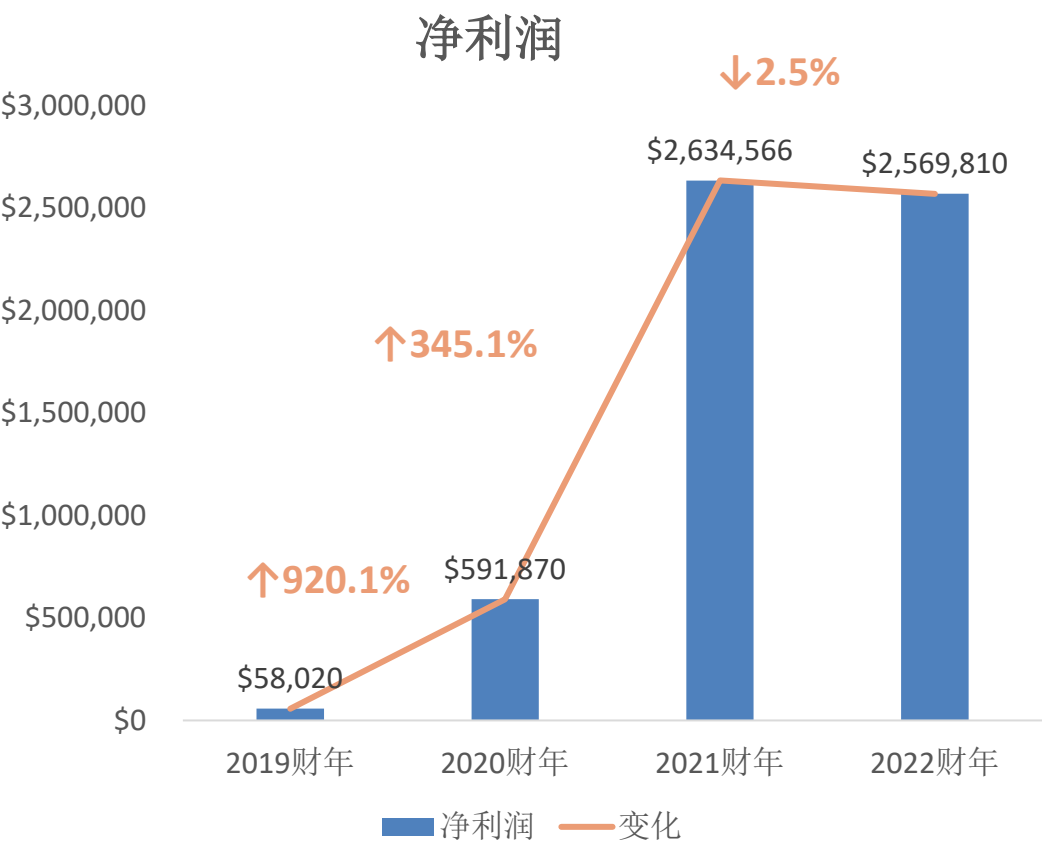
Summary



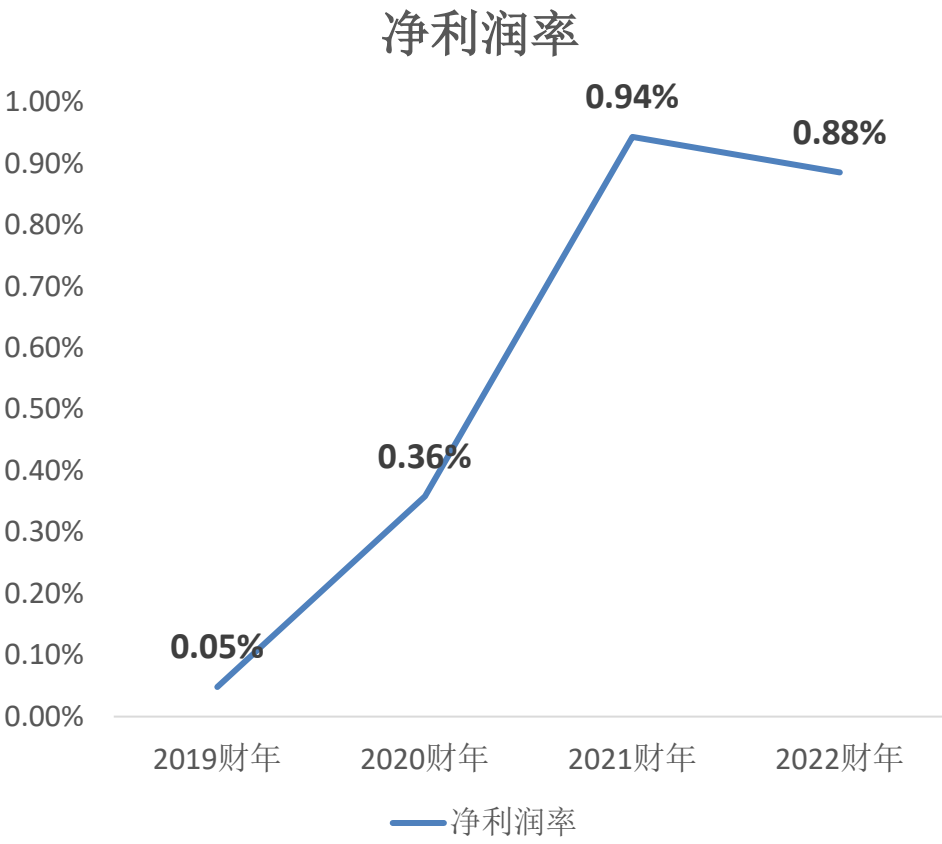
Fiscal Year ends June 30

公司简介	行业概况	增长战略	财务指标	总结
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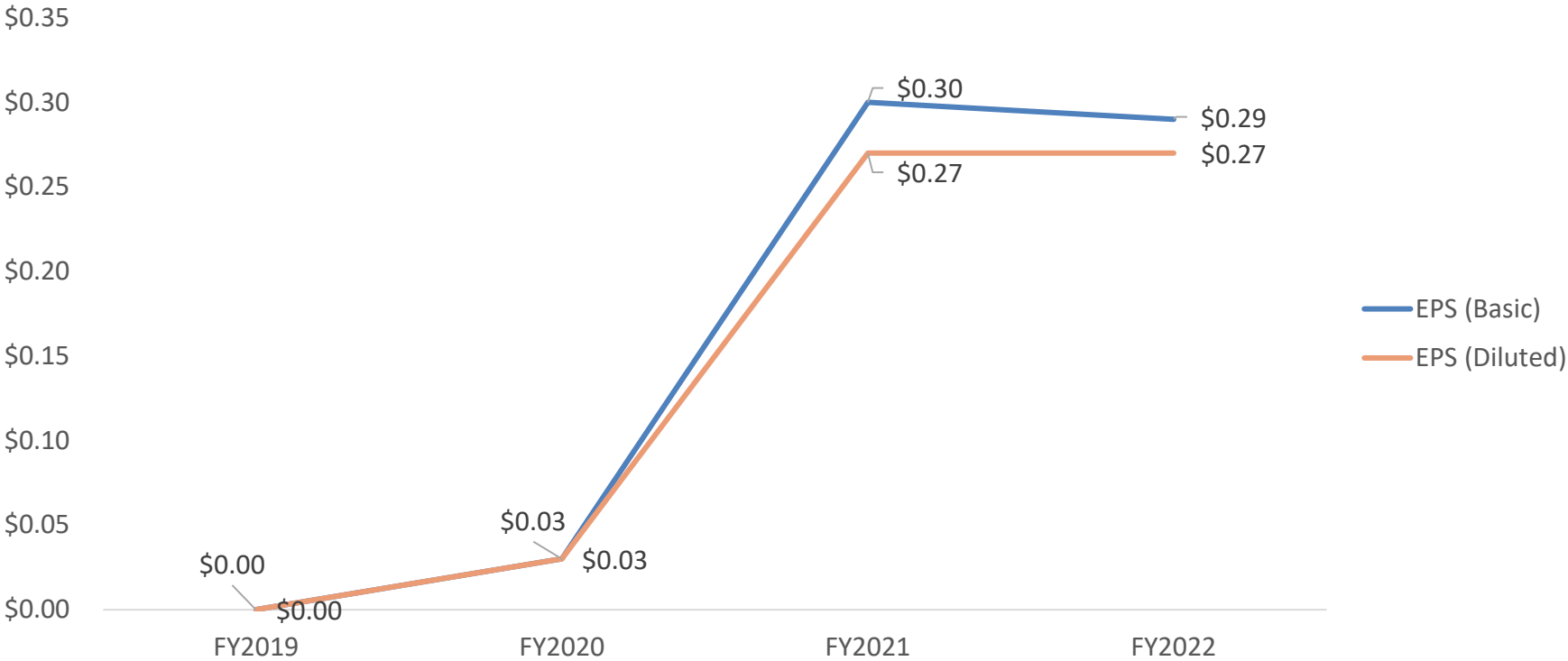
主要财务信息



财年截止日期6月30日



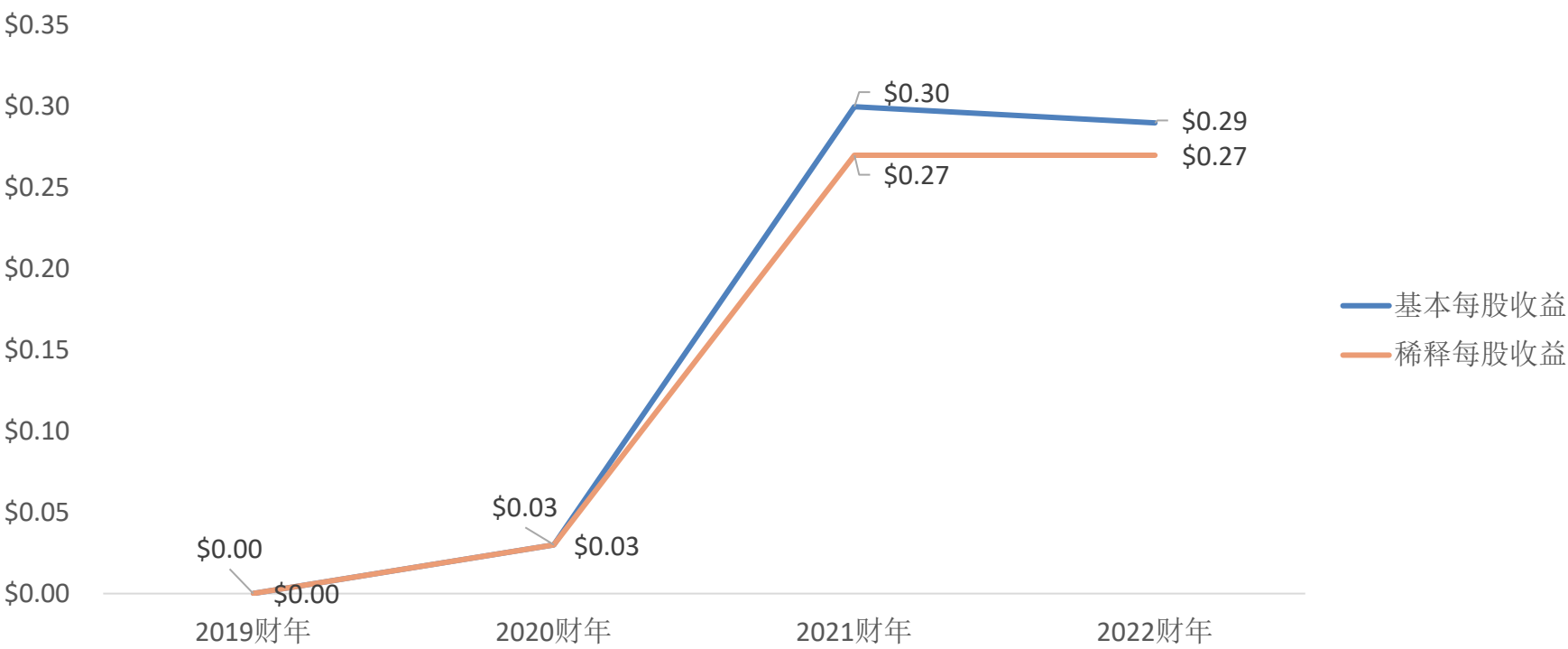
Earnings Per Ordinary Share



Fiscal Year ends June 30

主要财务信息

普通股每股收益



财年截止日期6月30日

Industry Overview	Company Overview	Growth Strategies	Financials	Summary
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- Experienced Management Team, Proven Long-Term Strategy
- Focused on China's Growing Electronic Component Market
- Growing B2B e-Commerce Platform, First Mover Advantage
- Highly Scalable, Asset-Light e-Commerce Model
- Serving Small and Medium-Sized Enterprises ("SMEs")
- Anonymous Trading, On & Offline SaaS Value-Added Integration
- First Half 2023 Revenue of \$120.2 Million, FY22 Revenue of approximately \$290 million

公司简介	行业概况	增长战略	财务指标	总结
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投资亮点

- 有长期战略，且行业经验超过**25**年的管理团队
- 专注于中国庞大且持续增长的电子元器件市场
- 独家首创的成长型**B2B**电子元器件交易平台
- 高增长，轻资产、可扩展的电子商务模式
- 专注服务中小型企业对电子元器件的采购需求
- 具有“匿名交易”、“**SaaS**系统增值服务”等产品亮点
- **FY2023**年上半年的收入为**1.2**亿美元，**FY2022**的收入约为**2.9**亿美元

财年截止日期6月30日

Highly Experienced Management Team, Executing Long-Term Strategy



Lei Xia – Co-Founder & CEO

- Former president of SinoHub
- Former first sales manager of Arrow Electronics Shanghai
- Pioneered an innovative business model
- Captured an outstanding market position in our industry



- 9 management team members supporting co-founders



Duanrong Liu – Co-Founder & COO

- Former manager of Dragon (Hong Kong) Electronics
- Executive MBA from Tsinghua University



- 16+ years average experience in electronics, e-commerce, and big data analytics for each member



Qiang He – CFO

- Former auditor of PricewaterhouseCoopers Zhongtian LLP
- CPA of China and CPA of North Dakota, US



- Strong management fosters the development of an ecosystem serving China's electronics industry

公司简介	行业概况	增长战略	财务指标	总结
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富有远见且经验丰富的管理团队



夏磊 – 联合创始人 & CEO

- SinoHub的创始人兼前总裁
- 原艾睿电子上海分支机构第一任销售经理
- 开创了新的商业模式
- 在我们的行业中占据卓越的市场地位



- 9 名管理团队成员



刘端蓉 – 联合创始人 & COO

- Dragon (Hong Kong) Electronics. 前大客户经理
- 清华大学EMBA



- 管理团队在电子元器件、电子商务和大数据分析方面平均经验超过 16 年



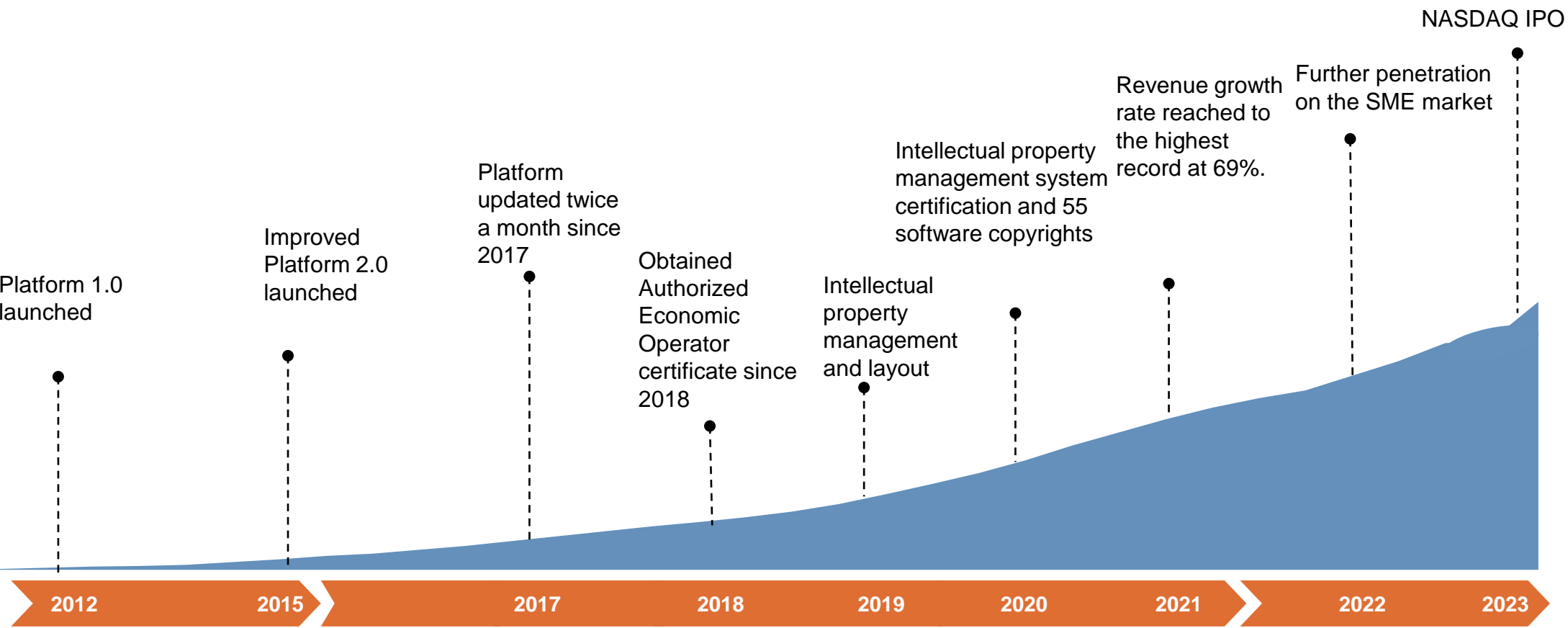
何强 – CFO

- 普华永道中天会计师事务所前审计师
- 中国注册会计师和美国注册会计师



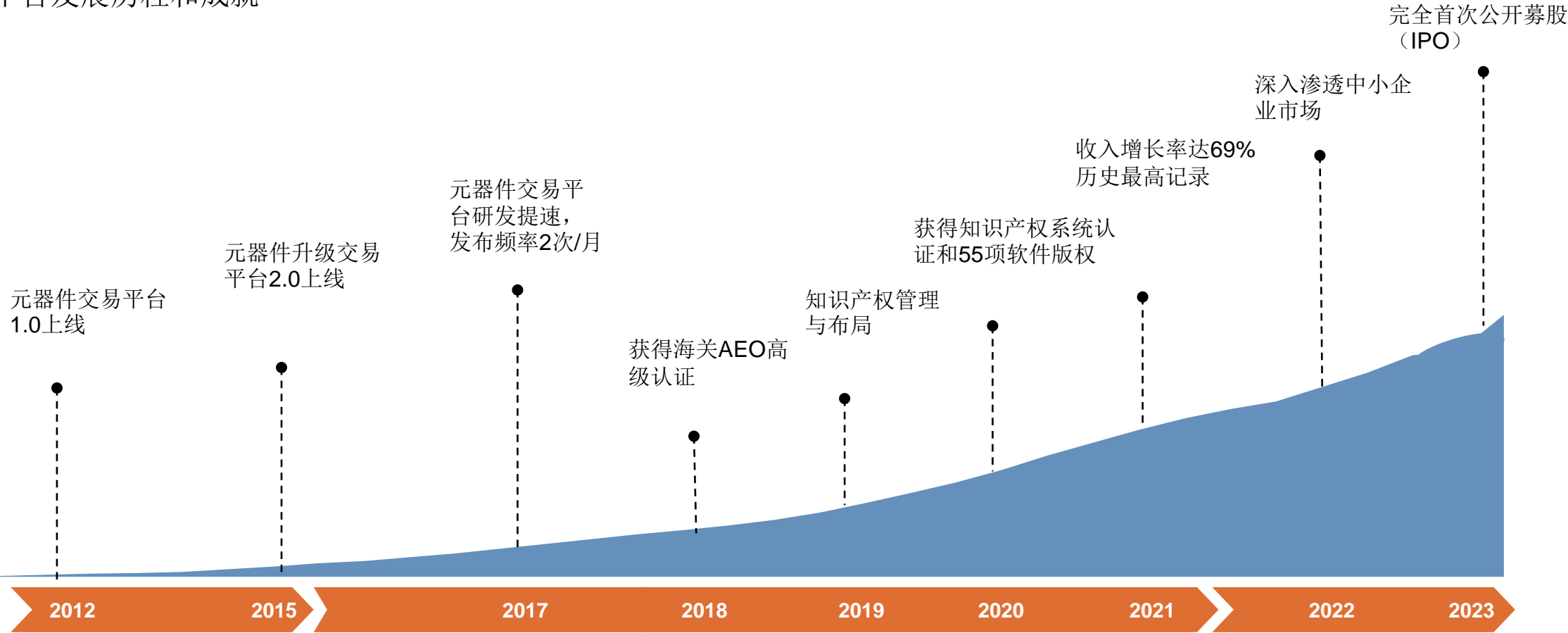
- 强大的管理促进了中国电子元器件行业的生态系统的发展

Platform Development and Innovation Leadership



公司简介	行业概况	增长战略	财务指标	总结
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平台发展历程和成就



Thank You!



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THANKS



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