

Glocalization Program

Prepared by Superbuy

April 2018

Content

Glocalization Program

I. Overview of Superbuy’s Glocalization Program	3
II. Definition of the [Glocalization Program].....	3
III. Types of [Glocalization Programs]	3
Type A: Collaboration in Local Markets.....	3
Type B: Service-based Collaboration	3
Type C: Collaboration in the Promotion of Resources	4
IV. Main Responsibilities of our [Glocalization Program Partners	4
Type A: Collaboration in Local Markets.....	4
Type B: Service-based Collaboration	4
Glocalization Flow Chart: Shopping Agent:	5
Glocalization Flow Chart: Parcel Forwarding:.....	6
Type C: Promotion Collaborations and the Sharing of Resources.....	7
V. Selection Criteria of Glocalization Program Partners.....	7
VI. Duties of Glocalization Program Partners	8
Type A: Collaboration in Local Markets.....	8
Type B: Service-based Collaboration	8
Type C: Promotion Collaborations and the Sharing of Resources.....	9
VII. Policies and Services.....	10
Type A: Local market collaborations	10
Type B: Service-based collaborations.....	10
Type C: Collaboration in the Promotion of Resources	11
Others:	11

I. Overview of Superbuy's Glocalization Program

1. What does the [Superbuy Glocalization Program] do?

In light of the rise of "glocalization", Superbuy will apply industry best practices combined with our proprietary ideas on providing the best service, from being a preferred shopping agent to parcel forwarding and customer support services, coupled with a commitment to satisfying our customers' demand for international purchases and shipping. As a result, Superbuy is able to support your global trade aspirations and we will work with both our global partners and individual consumers to bring you the most cost-efficient and commercially lucrative e-commerce model.

II. Definition of the [Glocalization Program]

A Glocalization Program partner refers to a partner who works with Superbuy in global-scale collaborative businesses. Partners are required to provide venues, procurement, sourcing, marketing, networking and promotional services for their respective business sites, and are also responsible for handling product sourcing, parcel forwarding and other localization services on behalf of Superbuy, while optimizing the resources of both parties and maximizing the profits for both parties by developing other types of business collaboration methods.

III. Types of [Glocalization Programs]

Type A: Collaboration in Local Markets

The Glocalization Program partners and Superbuy will enter a partnership in the partner's location (any country and region outside of China). As the local operator, Glocalization Program partners are expected to promote the Superbuy brand locally with their own resources, via various channels and in different markets, while managing the operation of the custom website of Superbuy (responsibilities include local business solicitation, operations, product sourcing and forwarding).

Type B: Service-based Collaboration

Glocalization Program partners will be integrated into the Superbuy platform, providing Superbuy users (in any country and region outside of China) with services including product sourcing, parcel forwarding and localization services.

The services provided by these partners can be categorized into the following types:

- International purchases:

The partners will offer one-stop services, including selling, product sourcing, forwarding, warehousing, logistics and after-sale services, in the local areas.

- Other services:

The partners will provide other services, such as sales of airplane tickets, travel allowances and virtual products.

Type C: Collaboration in the Promotion of Resources

C-1 Promotion through Affiliate

The partners must join the Superbuy Affiliate. They will then be responsible for promoting the Superbuy platform via the Superbuy Affiliate.

C-2 Exchange of Resources

The partners will utilize every available resource to promote the Superbuy brand locally (this can be in any country and region outside of China), while Superbuy will employ all resources on its platform to carry out promotions for the partners' businesses.

IV. Main Responsibilities of our [Glocalization Program Partners]

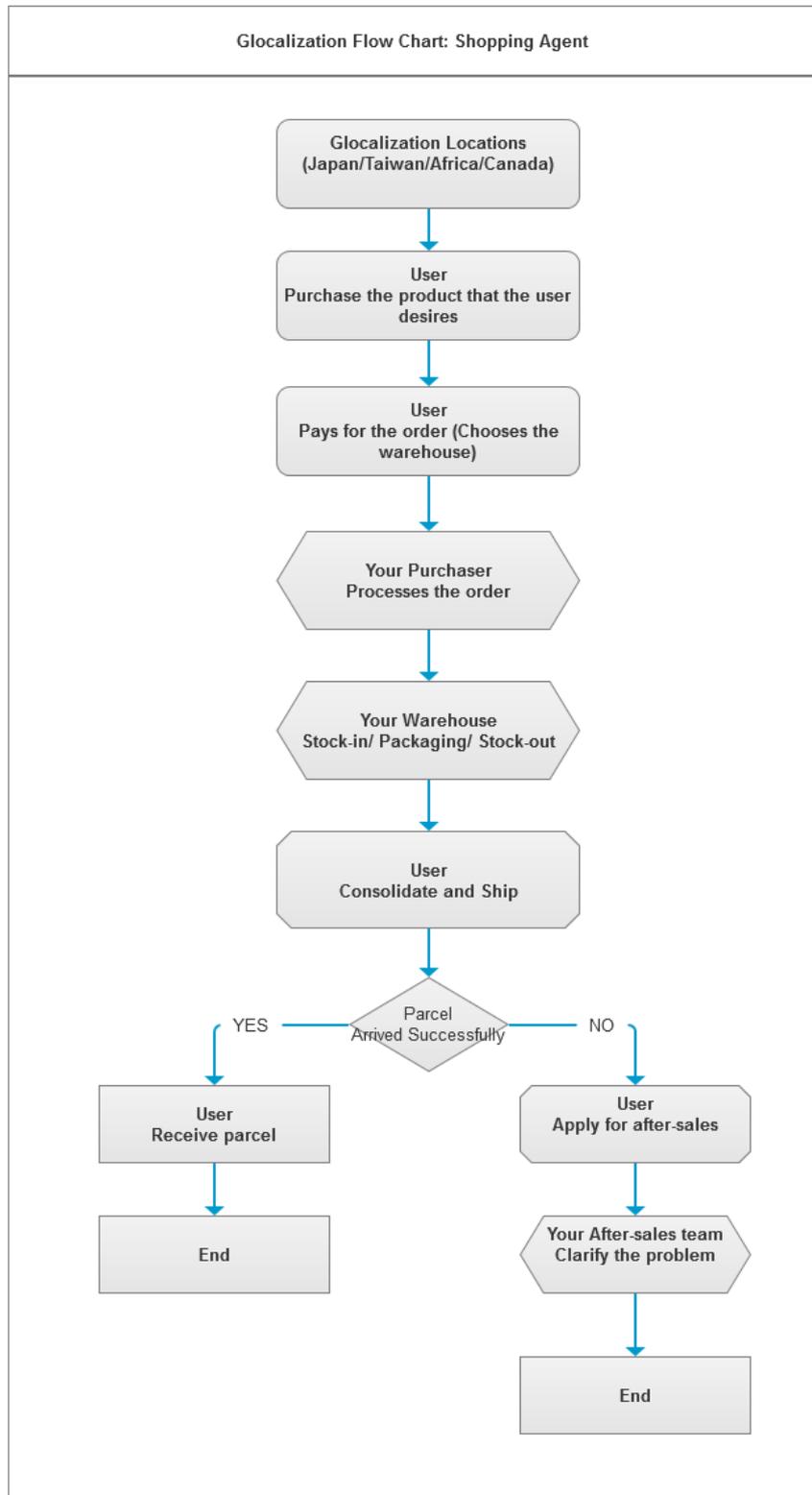
Type A: Collaboration in Local Markets

1. Promote the Superbuy platform in multiple local channels.
2. Operate and promote Superbuy's custom website on behalf of Superbuy.
3. Provide localization services (E.g. Sourcing local suppliers).

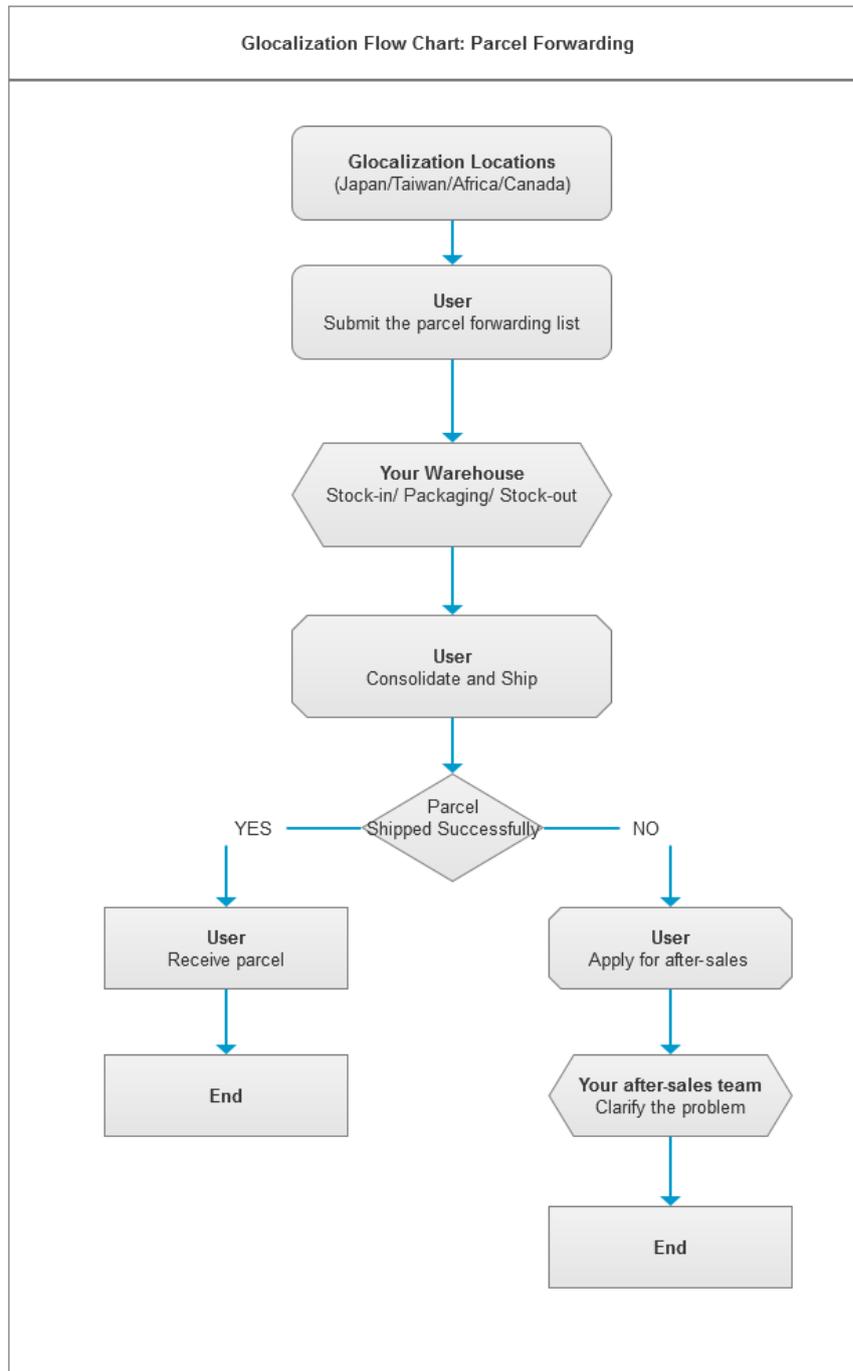
Type B: Service-based Collaboration

1. Provide platform information on locally-supported procurement services.
2. Procure products or offer parcel forwarding services based on users' needs and follow up on the ordering process.
3. Responsible for signing as proof of delivery and the inspection of received products.
4. Responsible for the retention and storage of the users' ordered products.
5. Offer parcel forwarding services.
6. Offer pre-sales, on-sales and after-sales services.
7. Offer other localization services.

Glocalization Flow Chart: Shopping Agent



Glocalization Flow Chart: Parcel Forwarding



Type C: Promotion Collaborations and the Sharing of Resources

C-1 Promotion through Affiliate

The partners are expected to promote the Superbuy platform via the Superbuy Affiliate.

C-2 Exchange of Resources

The collaborating parties will share and exchange available assets and resources.

V. Selection Criteria of Glocalization Program Partners

1. Age: 22 or above
2. Gender: Any
3. Length of Local Residence: 1 year or longer
4. Language and Culture: Proficiency in the local languages, in-depth understanding of local cultural habits and customs.
5. Capital Funds: Sound financial support to cover the cost of warehouses and employees.
6. Local Resources: Reliable local connections and business resources to provide competitive products and other support for the collaboration.
7. Knowledge of User Demands: Understanding of the resource market of products favored by locals. Must be able to provide information on the latest affordable and high-quality products for Superbuy users.
8. Personal Experience: In-depth understanding of the process of working with the local online shopping platform and the market of popular products, working experience in e-commerce, logistics and other internet-related businesses, and knowledge of the basic operation of online promotions.
9. Leadership Skills: Management experience in for-profit or non-profit enterprises or organizations, and ability to lead a team to engage in tasks and services such as product sourcing, forwarding, procurement, packaging and delivery, making sure to meet the Superbuy brand's high standards of service.
10. Organization Skills for Warehousing: Must be able to provide the necessary warehouses for this collaboration, which will be used for the inspection and pre-delivery storage of products involved in product sourcing and forwarding. Such warehouses should be able to be upgraded anytime to cater to the increase in business volume. The exact size and capacity of warehouses will be determined by the agreement between both parties based on the situation of the country or region where the business operates.

VI. Duties of Glocalization Program Partners

Type A: Collaboration in Local Markets

1. Basic Collaboration (Promotion to local businesses)

1.1 Multiple Local Promotion Channels

Promote Superbuy platform-related businesses with all online and offline resources

1.2 Integration of Local Resources

Solicit local businesses and bring in resources

2. Other Collaborative Services

2.1 Operation of Custom Website

Operate Superbuy's local custom website on behalf of Superbuy

2.2 Other Services

Provide other services, including local procurement (product sourcing), forwarding, customer support and warehousing

2.3 Consolidation of Products: The partners have their own retailing platform to stock up and launch selling strategies at their own cost.

2.4 Self-owned Online Platforms: The online platforms of the partners will be integrated with Superbuy API services, so that one-stop services, which include sales, warehousing, packaging and delivery, will be supported.

2.5 Logistics Services:

- The logistic services should be supported in the following 10 countries at least: Australia, Canada, France, Germany, Japan, Malaysia, New Zealand, Singapore, the USA, and the UK
 - Logistics routes can be selected in advance and will be submitted to Superbuy for review and backend configuration
 - Support a parcel tracking & tracing system
- 2.6 Support multiple payment methods:
- Support multiple local payment methods
 - Payment methods are at the discretion of the partners and should be submitted to Superbuy for the review and backend process.

Type B: Service-based Collaboration

1. Basic Collaboration (Warehouse management and team operation):

1.1 Product Recommendation

Recommend local (where the partner's business operates) high-quality e-commerce websites to users.

1.2 Procurement:

Procure products according to the user's needs.

1.3 Customer Support

Provide all-round pre-sales, on-sales and after-sales services for Superbuy users.

1.4 Warehousing:

A. Proof of delivery and parcel inspection: Once a parcel is received and signed, it will be inspected and stored for 12 hours before it is uploaded to the system.

B. Storage: Free storage for up to 30 days is guaranteed to ensure the integrity of the products.

C. Parcel delivery: Bulk shipment is supported, and the parcel will be weighed before being uploaded to the system.

1.5 Other Localization Services:

Offer Superbuy users services regarding the local environment, including travelling services, airplane tickets and virtual products.

2. Other Collaborative Services:

2.1 Consolidation of Products: The partners have their own retailing platform to stock up and launch selling strategies at their own cost.

2.2 Self-owned Online Platform: The online platforms of the partners will be integrated with Superbuy API services, so that one-stop services, which include sales, warehousing, packaging and delivery, will be supported.

2.3 Logistics Services:

- The logistic services should be supported in the following 10 countries at least: Australia, Canada, France, Germany, Japan, Malaysia, New Zealand, Singapore, the USA, and the UK
- Logistics routes can be selected in advance and will be submitted to Superbuy for review and backend configuration
- Support a parcel tracking & tracing system

2.4 Support multiple payment methods:

- Support multiple local payment methods
- Payment methods are at the discretion of the partners and should be submitted to Superbuy for the review and backend process

2.5 Local Promotion:

- Promotion on multiple local channels (both online and offline resources), as well as marketing promotions

Type C: Promotion Collaborations and the Sharing of**Resources****1. Basic Collaboration****1.1 Superbuy Affiliate**

Once the partners join the Superbuy Affiliate, they will be able to promote the Superbuy platform through the Affiliate program.

1.2 Exchange of Resources

The collaborating parties will share and exchange available assets and resources through their platforms.

2. Other Collaborative Services:

2.1 Self-financing Sales: The partners have their own retailing platform to stock up and launch selling strategies at their own cost.

2.2 Self-owned Online Platform: The online platforms of the partners will be integrated with Superbuy API services, so that one-stop services, which include sales, warehousing, packaging and delivery, will be supported.

2.3 Logistics Services:

- The logistic services should be supported in the following 10 countries at least: Australia, Canada, France, Germany, Japan, Malaysia, New Zealand, Singapore, the USA, and the UK
- Logistics routes can be selected in advance and will be submitted to Superbuy for review and backend configuration
- Support a parcel tracking & tracing system

2.4 Support multiple payment methods:

- Support multiple local payment methods
- Payment methods are at the discretion of the partners and should be submitted to Superbuy for the review and backend process

2.5 Local Promotion

- Promotion on multiple local channels (both online and offline resources), as well as marketing promotions

VII. Policies and Services Superbuy can provide for our Glocalization Program Partners

Type A Partners: Services and support for local market collaborations

1. Collaboration Policies

Superbuy is entitled to claim a share of the regional profit and other profits (negotiable).

2. Website and system support

Superbuy custom website and system support (E.g. Second tier domain, H5, APP)

3. Other system support and services

Please refer to the following section - "Other"

Type B Partners: Services and support for service-based collaborations

1. Collaboration Policies

Glocalization Program partners can become Superbuy's exclusive collaborators of product sourcing and/or forwarding in their country or region of operation, and will be entitled to share a part of the profit from that region.

2. Website and system support

Exclusive product sourcing channels on Superbuy's global site

3. Other system support and services

Please refer to the following section - "Other"

Type C Partners: Services and support for collaboration in the promotion of resources

1. Collaboration Policies

Profits on the Superbuy platform (negotiable) and rebates from the Affiliate.

2. Website and system support

2.1 Support from the Superbuy Affiliate program.

3. All resources on the Superbuy platform

Resource promotions both on and off the Superbuy website.

Other: Superbuy can provide the following types of support based on the collaboration type:

1. Website and tech support

1.1 Exclusive product sourcing channels on Superbuy's global site

1.2 Product sourcing management system on Superbuy's global site

1.3 Forwarding management system on Superbuy's global site

1.4 Pre-sales and after-sales consultation system concerning Superbuy's product sourcing/forwarding services

1.5 Search and retrieval of products in partner countries

1.6 Shared data of search keywords

2. Supply chain

2.1 Superbuy supports the integration of the existing logistics routes of the partners

2.2 Superbuy provides the partners resources for overseas logistics routes

3. System Back-end Training:

3.1 Offer professional training of the product sourcing process and related operations

3.2 Customize the pre-sales, on-sales and after-sales service processes in advance and offer professional training

4. Multiple payment methods:

4.1 Superbuy supports the existing payment methods currently used by the partners

4.2 Superbuy supports multiple payment methods, including PayPal, VISA, JCB, AMER, MasterCard, Alipay, WeChant, Giroplay, MyBank, iDEAL and PoLi.

5. Promotions:

5.1 Resource promotions on and off the Superbuy website

5.2 Provide necessary information for local promotions at all Superbuy branches worldwide