



Pinduoduo

# Pinduoduo: Applying digital technologies for agricultural and rural development

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LTM Active Buyers

**~869mn**  
(Dec'21)



Farmers Connected

**16mn**



2020 Ag GMV

**USD42bn**  
(16% total GMV)

## 10 Billion Agriculture Initiative

to address critical needs in the agricultural sector and rural communities

# Mobile internet enabled us to digitalize agriculture



Feed-based interface



Team Purchase

# Internet + Agriculture = Streamlined distribution chain + transparency



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**+30%**  
Income

**+75%**  
Savings



**Win-win for farmers & consumers**

# Stimulating demand for agri-products



Apple Golden Week Livestream

Improving standards for Mitten Crabs



Partnership with Royal Thai Consulate on tropical fruit



Partnership with the Chilean Embassy

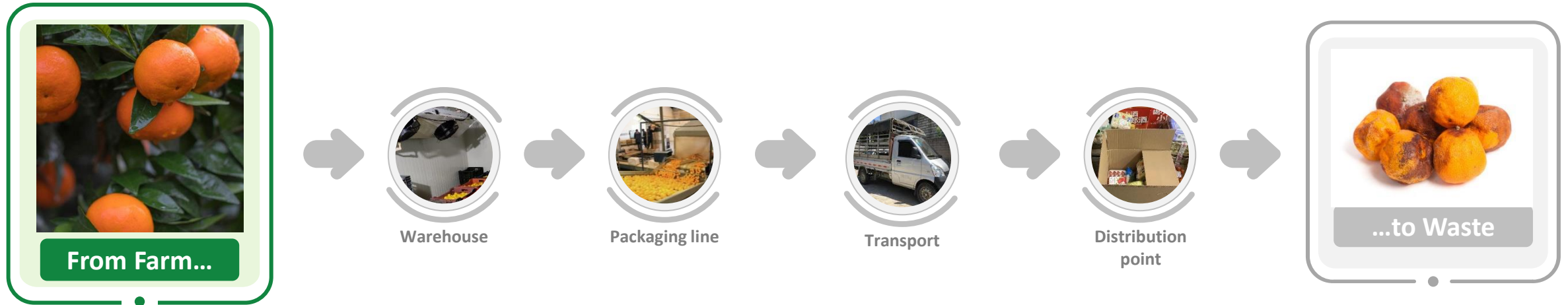




# Agri-focused infrastructure = fresher + faster + more affordable produce



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Reduce food loss and waste

Improve efficiency

Lower costs



# Duo Duo Academy: empowering farmers through upskilling



Systematic training sessions in **e-commerce, business operation, and marketing**



Partnership with **China Agricultural University**



➤ **>490,000 farmers** took our online courses

➤ More than **126,000 new farmers** trained

➤ To train another **100,000 new farmers** over the next 5 years





## Duo Duo Farm Yunnan - Citrus



RMB2.3mn  
sponsored via  
Duo Duo Farm

High-altitude off-  
peak variety

15% less fertilizer,  
30% less labor



## Our Partners in 2020 and 2021



# 10 Billion Agriculture Initiative



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A 10 billion RMB pledge to the advancement and adoption of agri-tech, digital inclusion, and technological empowerment of the agricultural workforce and farming communities



**Pinduoduo Inc.**

**Together  
More Savings  
More Fun**

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