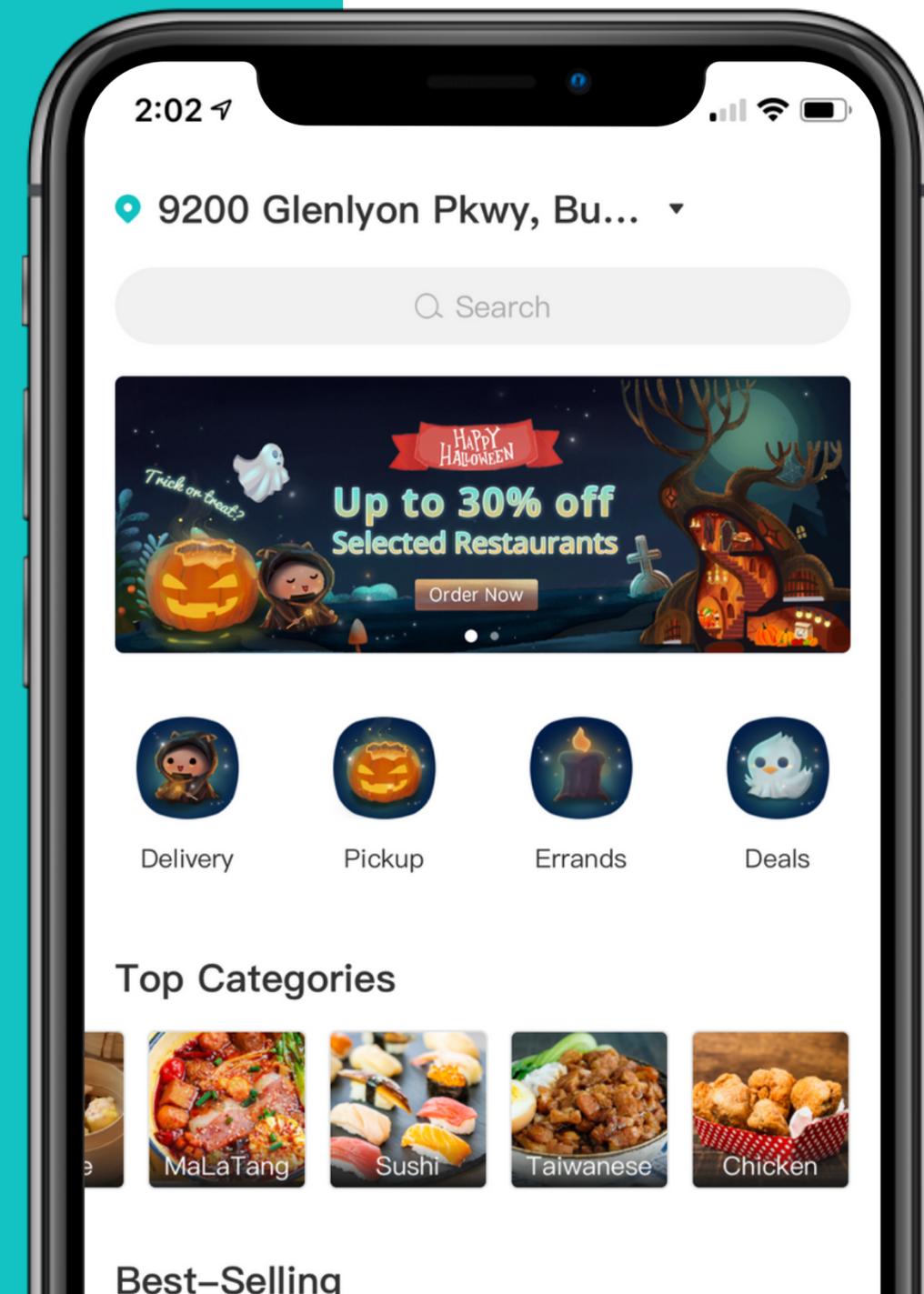


MEDIA PROMOTION & ADVERTISING RATE

→ North America's Best Asian Food Delivery



ABOUT US

Fantuan is a one-stop online platform in North America providing delivery, pickup, and errand services with leading data and internet technology, thus achieving a lifestyle evolution. We have currently expanded to major cities in Canada and the U.S. to broaden our customer base to enjoy a more convenient, efficient and intelligent service platform.

Fantuan Delivery is a delivery platform subsidiary providing immediate delivery on restaurant cuisines, fresh ingredients, fruits and from grocery stores etc. Data generated through AI system helps partnering merchants expand their profit margins. Fantuan Delivery has the most variety of Asian cuisines, more than 10,000 restaurants with excellent dishes across more than 20 cities in North America. Hence, we are proud to be the Largest Asian Cuisines Delivery Platform in North America.



MILESTONES



2014

2016

2017

2018

2019

2020



2014.11

Establishment

Fantuan was founded in 2014 in Vancouver, BC., where our HQ is located.

2016.09

Toronto Operations

We expanded our operations to Toronto with rapid growth and popularity.

2017.04

Pickup Available

Users could order on our app and pick up in store.

2018.09

Launch of Fantuan Dianping

A local leading platform for food and beverages review.

2018.12

1st Financing

Received capital investment from Silicon Valley.

2019.03

U.S. Operation Expansion

Currently, Fantuan operates in Seattle, New York, and Los Angeles.

2020.01

Launch of ENG version

Fantuan introduced the English version app in Vancouver, reaching new demographics.

2020.03

2nd Financing

Received capital investment from many local and Chinese companies.

Relevant Data

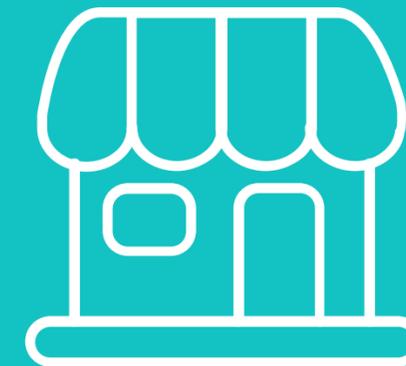


Active Users



760,000+

Partnering Merchants



10,000+

Number of Couriers



8,700+

Operating Cities



30+

Our Audience



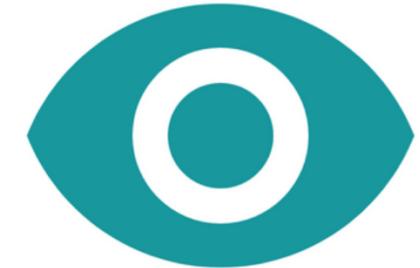
74%
WOMEN



26%
MEN



+5K
PAGE VIEWS
(PER MONTH)



+430K
IMPRESSIONS
(PER MONTH)

17%

AGES 18-24

50%

AGES 25-34

28%

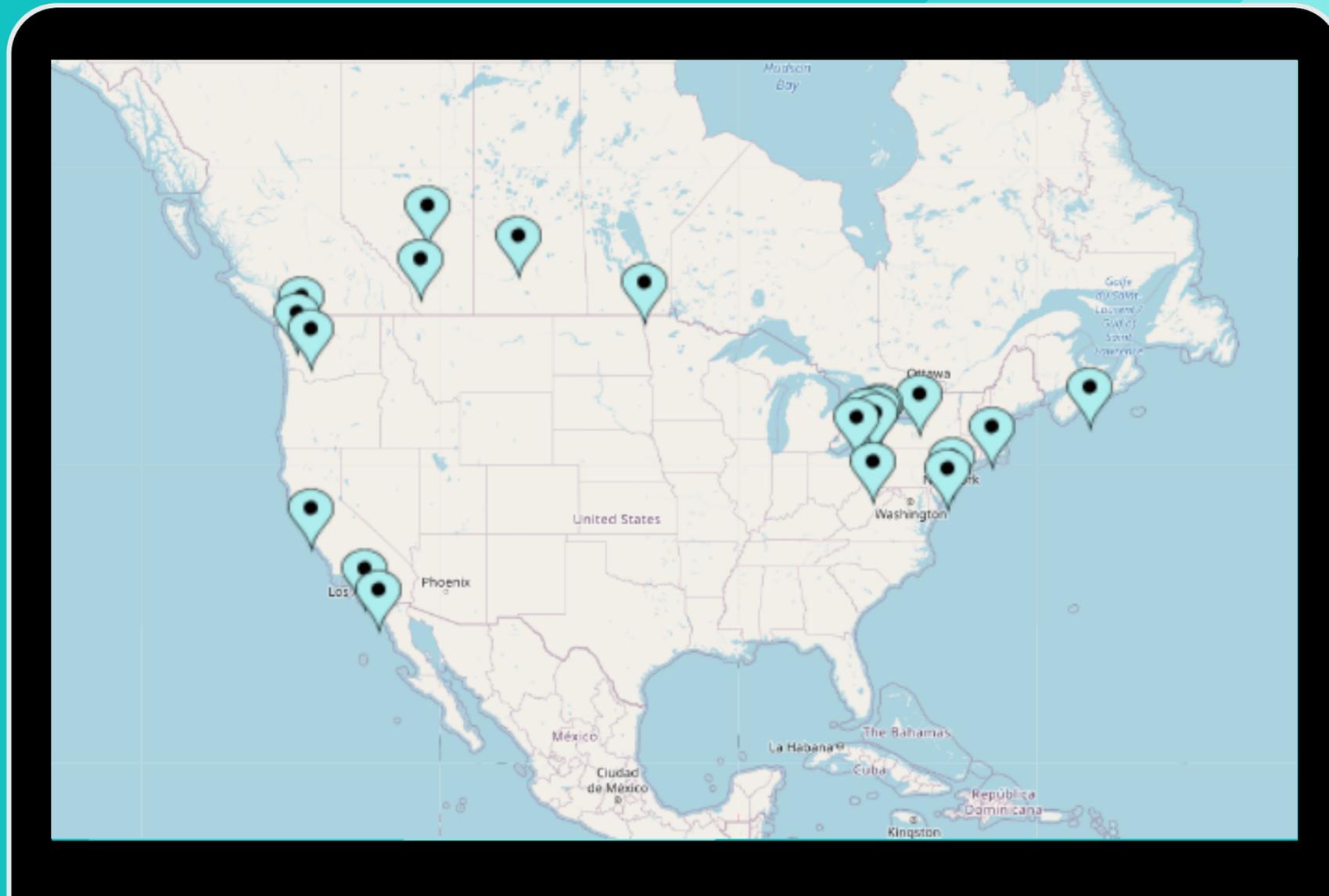
AGES 35-44

5%

AGES 45+

30+ Cities

in North America



Operating Cities

Vancouver, Toronto, Montreal, Edmonton, Calgary, Victoria, Hamilton, London, Waterloo, Kingston, Mississauga, Winnipeg, Halifax, Saskatoon, Seattle, New York, Los Angeles, San Diego, San Francisco, Boston, Pittsburg, New Jersey, and more cities coming up!



+



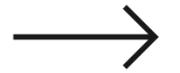
Digital Channels

WECHAT OFFICIAL PAGE

Articles

- Fantuan will make the final edit and post the articles on our WeChat account
 - Provided with the content and photos from partnering merchants
- This highlights merchants in a professional manner and raises brand awareness through extensive marketing





WECHAT ARTICLE BANNER

Top & Mid Banner

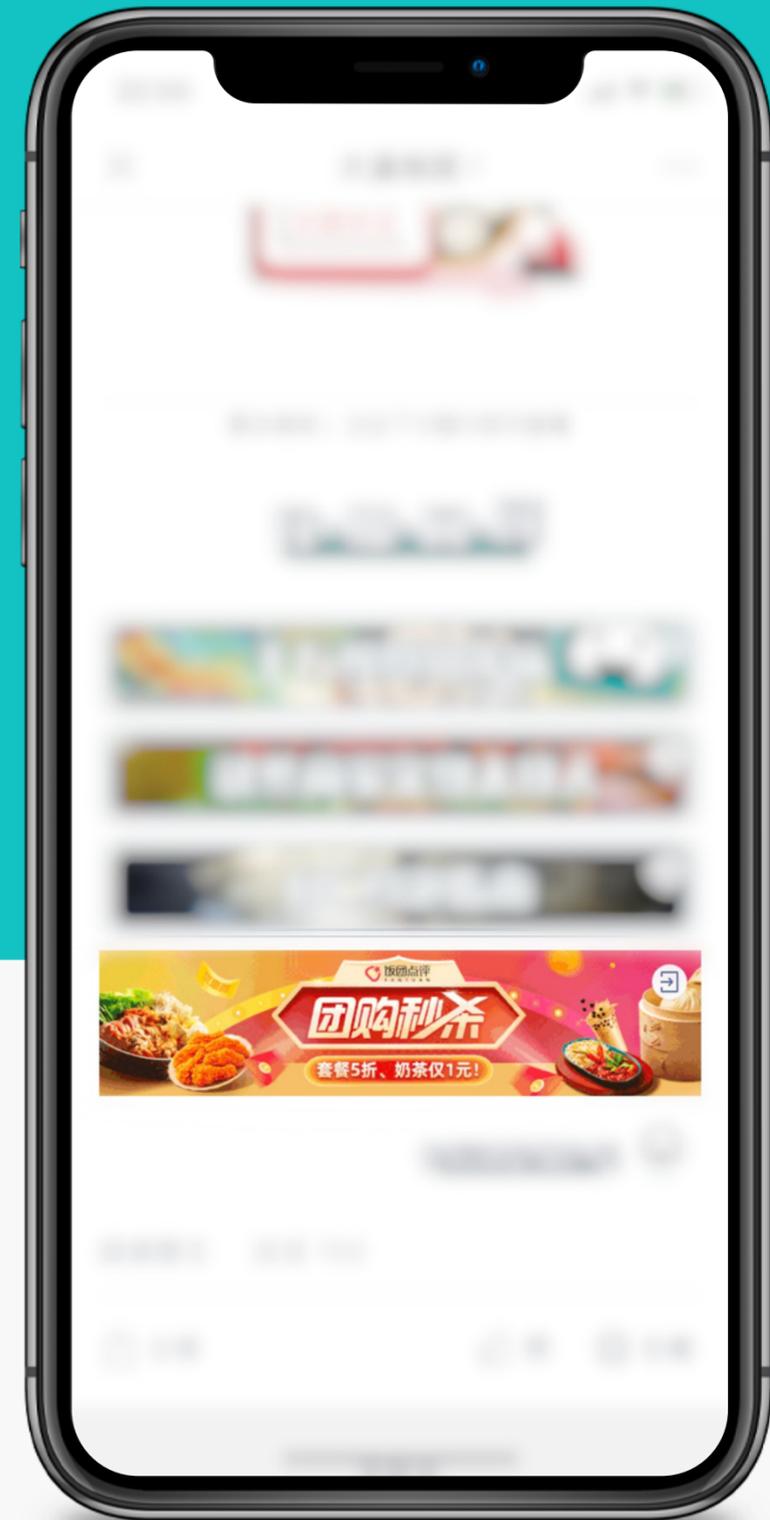
- Appears in our 16 monthly articles
- Wide variety of content to fit in your marketing needs



WECHAT ARTICLE BANNER

Bottom Banner

- Appears in our 16 monthly articles
- Wide variety of content to fit in your marketing needs



POP-UP ADS

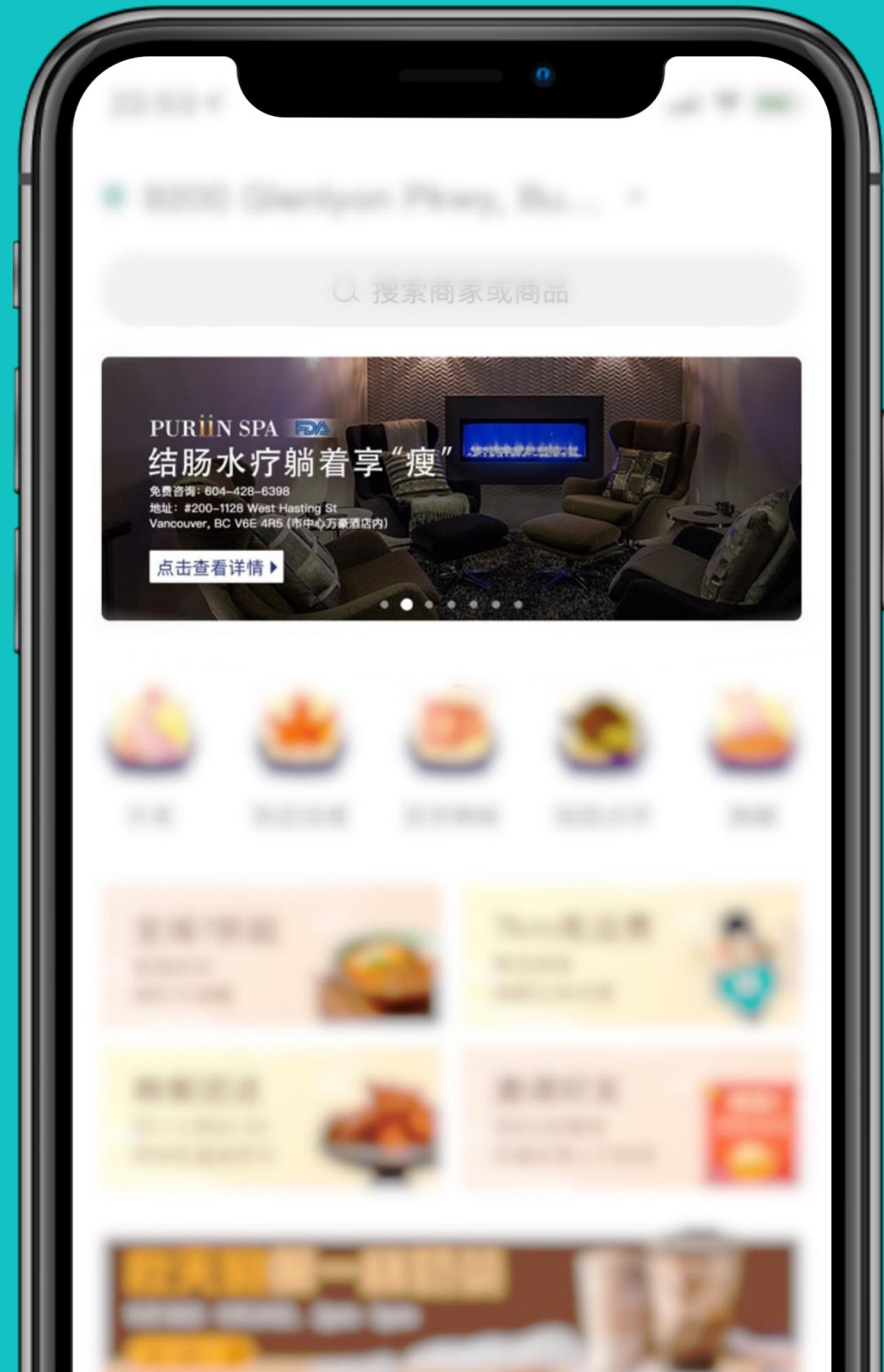


Loading Ads

- Full screen pop-up ads are an effective product placement marketing technique with the highest brand exposure
- The first content that users will see before entering the homepage of the app.
- Best way to market brand recognition
- Customizable button/link to redirect users to your desired page

APP TOP BANNER

- High exposure marketing tool
- Located in the homepage above all icons
- Customizable button/link to redirect users to your desired page



Social Media Platforms





Sina Weibo (Fantuan)

- Verified Corporate Account with 23K authentic followers
- Catchy captions with/less than 140 words for a more attractive digest
- Favorable insights and high exposure with genuine engagements

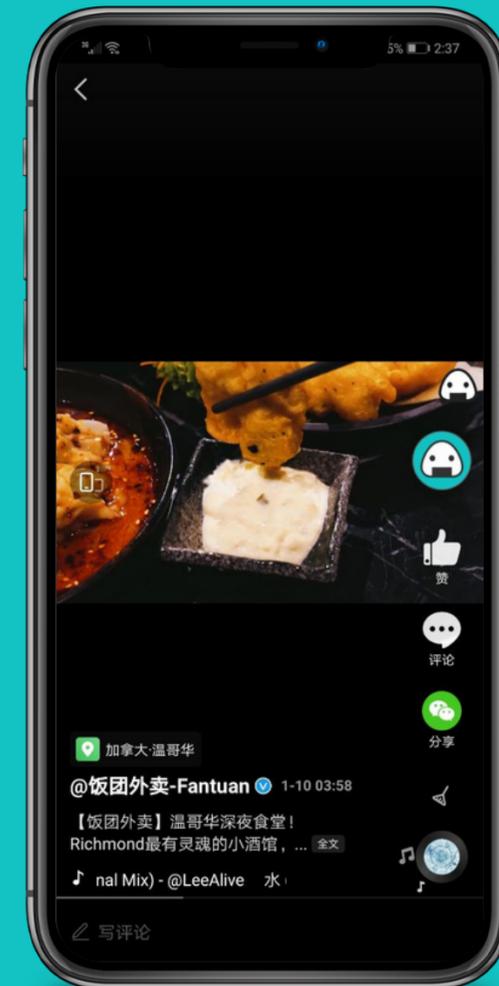
POST:



VLOG:



STORY:





WeChat Channel

- Largest userbase amongst short-clip platforms
- Multipurpose exposure with direct link provided for WeChat articles
- Fantuan has multiple accounts serving different purposes
 - Merchants can select accounts that best fit in their needs.
- Average in 10000+ views

**AUTHENTIC
REVIEWS:**



TASTING:



团仔团妹带你吃

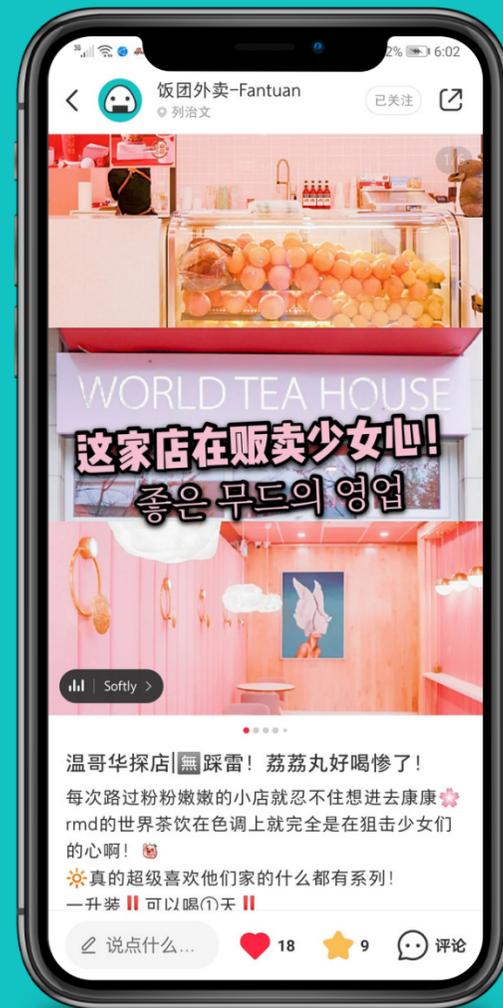
扫二维码, 关注我的视频号

RED (饭团外卖-FANTUAN)

- Targeting Generation Y, a high consumption group
- Increase in engagement with subscribers and raise brand awareness
- Modern app setting, appealing message with well designed photos for tech-savvy readers

IN-PHOTO CAPTION

- Exclusive 48 hours pin-to-top
- 9 designs in 1 post
- Introduction of dishes with in-photo caption



COLLECTION OF IMAGES

- High credibility
- More appealing with a collection of images in one post



ALLOCATION OF RESOURCES - WeChat Channel Vlog



We provide:

- 3-4 popular delivery items (50sec long)
- Engagement perks (to increase brand exposure, readers can enter a prize draw in the like and comment section. The lucky winner can get the prize by providing a screenshot)

We help with:

- One-stop video production
 - Script writing, video shooting, editing
- Recording first impression of the dishes
 - This increases the credibility of the video and cater to the readers' preferences

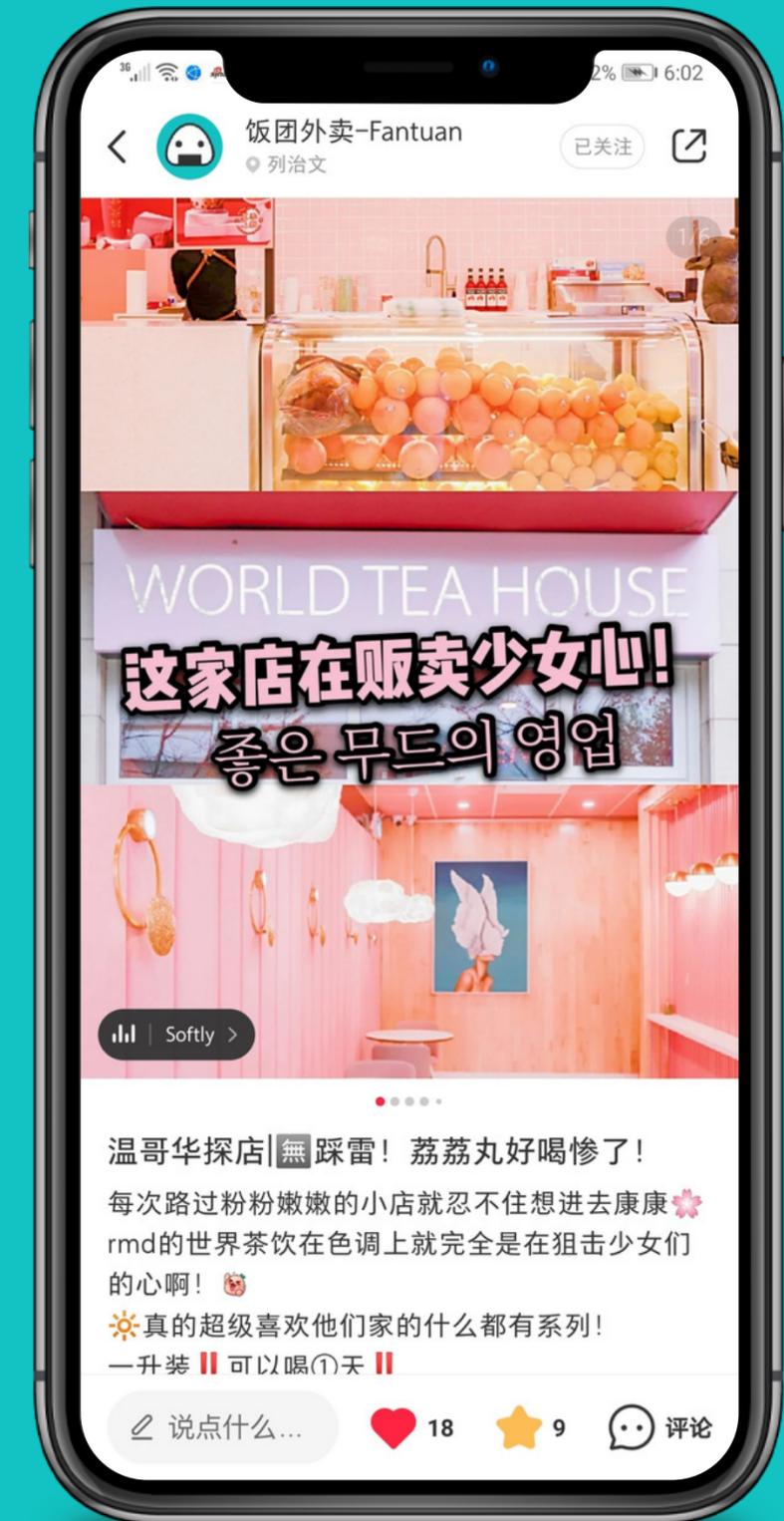
ALLOCATION OF RESOURCES – RED Notebook

We provide:

- 5-9 HD photos of popular dishes (w/o watermark)
- Exclusive perks
 - To increase in the number of shares, readers can enter a prize draw in the like and comment section
 - The winner can get a prize at the restaurant by providing a screenshot

We help with:

- 48 hours pin-to-top
- Creating geotag and hashtag
- Keyword collection
- Design attractive thumbnails and titles
- Introduce a dish and share the experience in 400-600 words



OUR FOCUS

Fantuan is the Best Asian Food Delivery platform in North America. Our social media outlet is a curated platform, sharing with users the up-to-date industry promotions, events, and updates of the most popular foodie trends in your area.

We understand that Asian cuisine may be foreign to many, but don't worry! With our informational posts, we'll bring you around the world and explore the most authentic cuisines in your city.

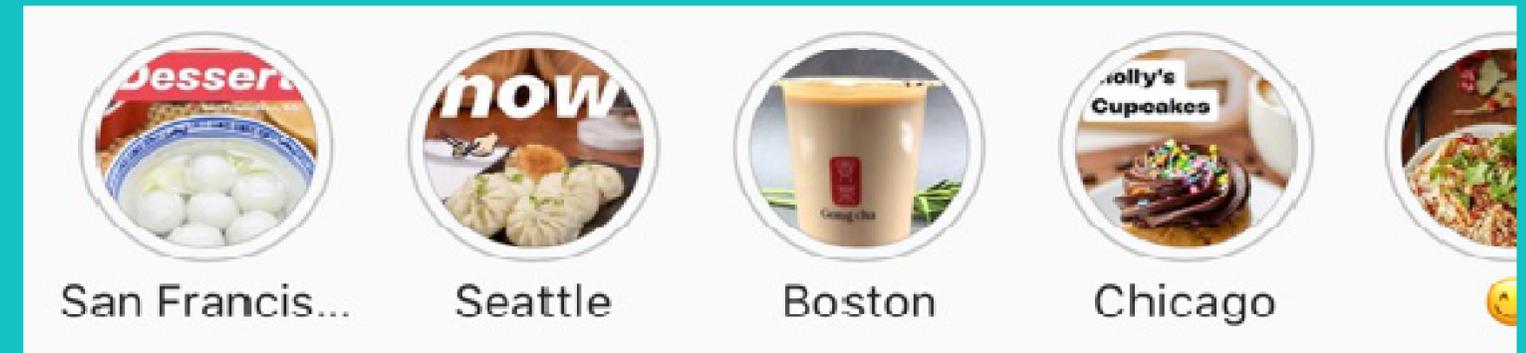
SCOPE

Story Archives

- Each city will have their own story archive
- Story archives will be only used to post informational posts/ latest trend restaurants

Instagram Posts/Stories

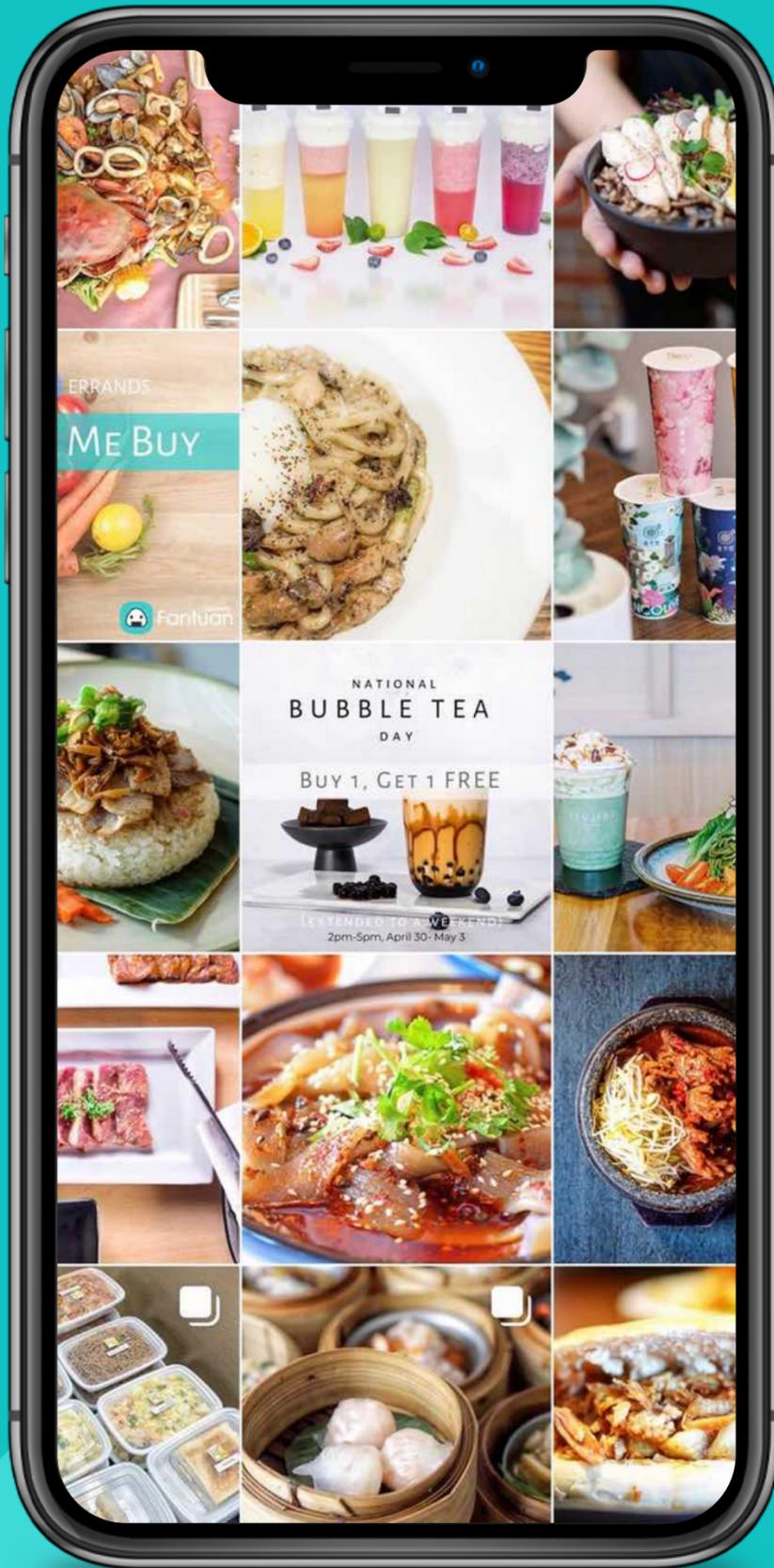
- Each city to provide a photo library with images that may be chosen
- No promotional content unless all cities across North America are participating in the same campaign OR if it's a paid ad



Paid Ads

- Purchased paid ad from merchants: Posts on our Instagram post/story, can include promotional information
- Paid ads by Fantuan :
 - Ads that consist of promotions (campaigns/discounts) that applies to 1 city will not be posted on Fantuan's social media page/story
 - Ads will be "sponsored" through the backend of Facebook Ad Manager

MOOD BOARD



- **High resolution images**
- **Free of text/logo**
 - Exception - all cities across North America are participating in the same campaign.
- **Natural/lifestyle oriented**
- **No black and white images**
- **Partnered restaurants that are franchised/chained**

RATE CARD

VANCOUVER

Instagram Post	\$199
Instagram Story	\$89
Facebook Post	\$199
Facebook Story	\$89
Video Production	Please inquire
Photography Service	Please inquire
Graphic Design	Please inquire

Please contact your local business development representative to create your own custom package.

For all images, provide 3-5 image options per post.