

Investor Presentation

YIMUTIAN INC.

Nasdaq: YTM



让每一亩田更有价值

Forward-Looking Statements

This presentation contains forward-looking statements. All statements contained in this presentation other than statements of historical fact, including statements regarding our future results of operations and financial position, our business strategy and plans, and our objectives for future operations, are forward-looking statements. The words “believe,” “may,” “will,” “estimate,” “continue,” “anticipate,” “intend,” “expect,” and similar expressions are intended to identify forward-looking statements. In addition, from time to time, we or our representatives may make forward-looking statements orally or in writing. We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described in the “Risk Factors” section of the Company’s preliminary prospectus filed on Form F-1. Moreover, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. In light of these risks, uncertainties and assumptions, the future events and trends discussed in this prospectus may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. This presentation should be read in conjunction with the Company’s Annual Report on Form 20-F and other filings with the U.S. Securities and Exchange Commission, including the Risk Factors contained therein.

In evaluating these forward-looking statements, you should consider various factors, including: our ability to change the direction of the Company; our ability to keep pace with new technology and changing market needs; and the competitive environment of our business. These and other factors may cause our actual results to differ materially from any forward-looking statement. Forward-looking statements are only predictions. Thus, you should not rely upon forward-looking statements as predictions of future events. The events and circumstances reflected in the forward-looking statements may not be achieved or occur. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance, or achievements. Except as required by applicable law, we undertake no duty to update any of these forward-looking statements after the date of this prospectus or to conform these statements to actual results or revised expectations.

Who We Are

We are the **largest** agricultural B2B platform in mainland China ⁽¹⁾.

Our **mission** is to make every acre of farmland more valuable via technology and industry know-how.



Our Digital Agricultural Commerce Services

We are the Largest Agricultural B2B Platform in Mainland China ⁽¹⁾



We have achieved at-scale commercialization and have a track record of proven success

Notes:

(1) In terms of monthly active merchants in 2024, according to the Frost & Sullivan Report;

(2) as of June 30, 2025;

(3) in 2024.

USERS

Over 39
Million
merchants on
platforms ⁽²⁾

147 million
searches, 583
million calls and
instant messages ⁽³⁾

TRANSACTION

Over 187
Million
potential transactions
⁽³⁾

Approximately
21 Million
SKUs presented by
merchants ⁽²⁾

MARKET

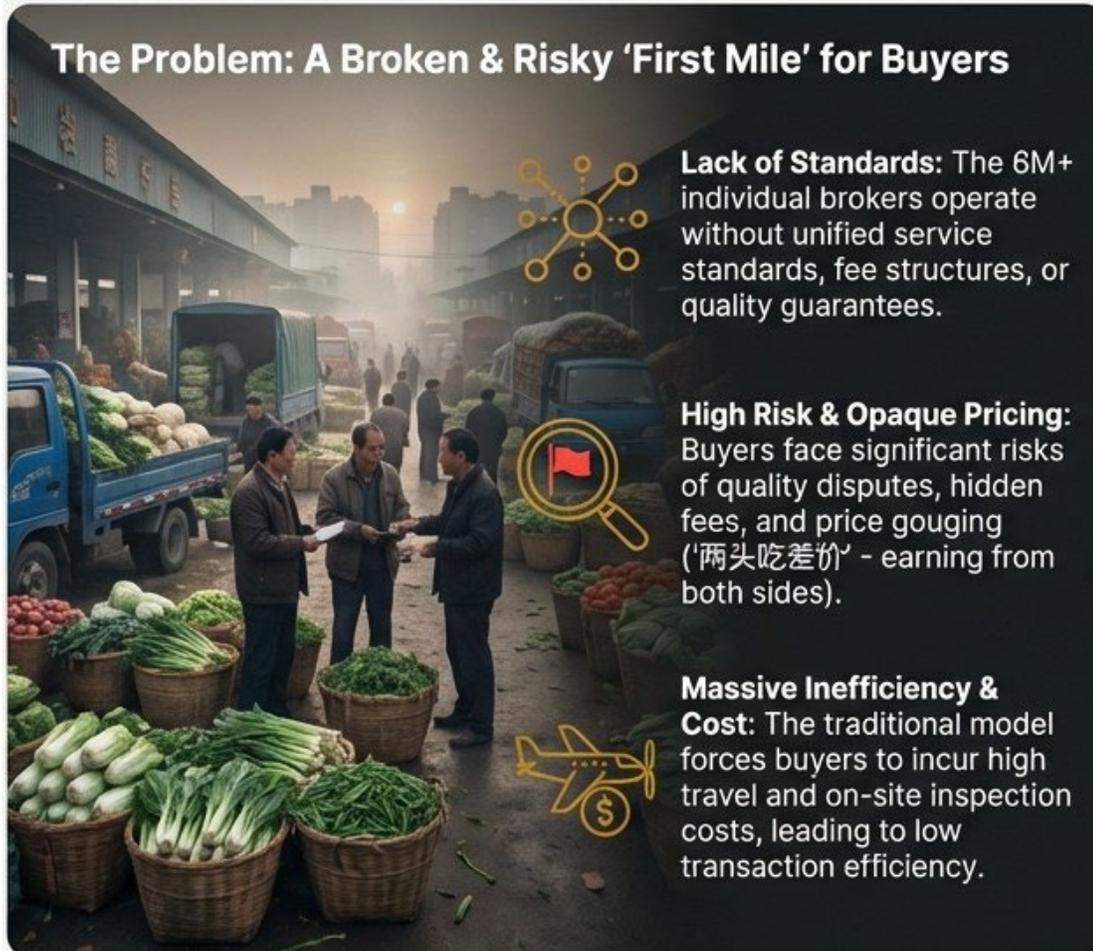
Over 65% of the
primary and
secondary agricultural
wholesale markets in
mainland China ⁽²⁾

Covered over
340 cities and
2,800 counties ⁽²⁾

Disrupting China's Fragmented 10 Trillion RMB Agricultural Sourcing Market

A massive, profitable market is controlled by an inefficient, low-trust broker system, creating a clear opportunity for a standardized, tech-enabled solution.

The Problem: A Broken & Risky 'First Mile' for Buyers



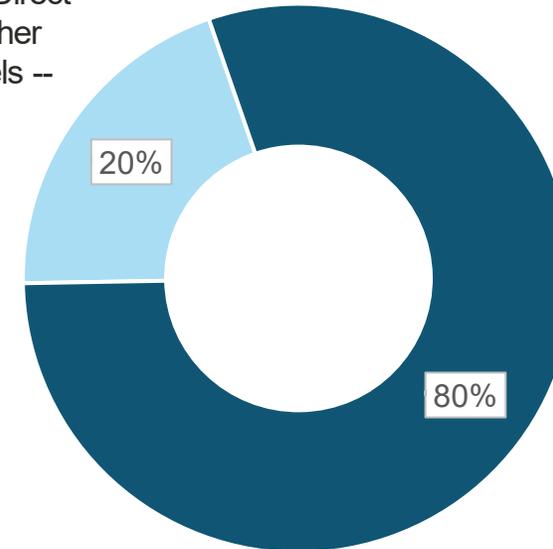
Lack of Standards: The 6M+ individual brokers operate without unified service standards, fee structures, or quality guarantees.

High Risk & Opaque Pricing: Buyers face significant risks of quality disputes, hidden fees, and price gouging ('两头吃差价' - earning from both sides).

Massive Inefficiency & Cost: The traditional model forces buyers to incur high travel and on-site inspection costs, leading to low transaction efficiency.

Traditional Brokers Dominate the Agri-Sourcing Channel

Supermarket Direct Sourcing & Other Channels --



Traditional Broker Channel
Value: ~¥8 Trillion

¥10 Trillion

Total Annual Agri-Product Transaction Volume in China

¥400 Billion

Estimated Annual Commission Pool for Brokers

6 Million+

Individual Brokers Dominating the 'First Mile'

Yimutian's platform has ~2 Million monthly active buyers, indicating a large, built-in user base with a natural trust in our official services.

Wolaicai: The Standardized and Profitable One-stop Shop serving hundreds of millions of farmers in China

Our tech-backed network of physical service centers provides a standardized, transparent, and guaranteed sourcing experience, unlocking multiple high-margin revenue streams.



Three Pillars of Value

Standardized Service

Comprehensive SOPs covering the entire process from sourcing and grading to packing and logistics.

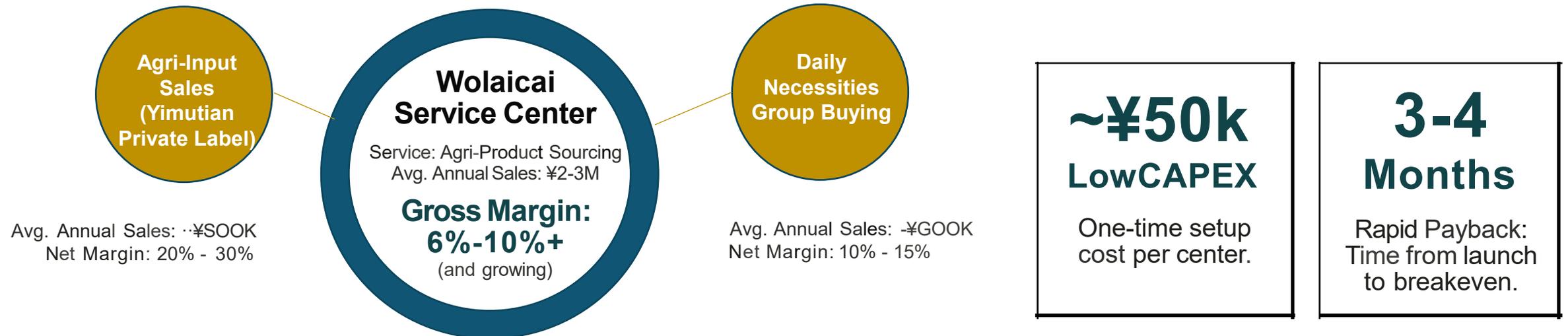
Transparent Pricing

A clear, post-service fee (starting at 6%) with no hidden markups.

After-Sales Guarantee

Full compensation for any discrepancies in quality or specifications, eliminating buyer risk.

The Powerful Unit Economics of Each Service Center



Competitive Advantage: Wolaicai attracts the best local supply by offering farmers prices ¥0.05-¥0.10 higher than traditional brokers, creating a regional supply chain domain.

Proven Model with a Clear Path to Nationwide Scale & Value Chain Integration

With a rapidly growing network and a replicable playbook, Wolaicai is expanding to become China's largest agricultural service platform, integrating from sourcing to standardized cultivation.

Traction & Rapid Network Expansion



110+: Total Service Centers {60+ Self-Operated, 50+ Franchise)

10-15 New Centers Added Per Month

500-600 Target Centers by End of 2025

40,000 - 50,000

Total Addressable Service Centers in China

Strategic Vision: Beyond Sourcing

- 1 Build the Network**
Wolaicai Sourcing & Service Centers. Achieve network density to gain pricing power and market control.
- 2 Deepen Services**
Agri-/inputs & Daily Necessities. Maximize per-center profitability and deepen farmer relationships.
- 3 Integrate Upstream**
Land Management & Standardized Planting. Control supply, ensure quality, and capture more of the value chain.

Upstream Integration in Action

Project: Partnered with the Zhanjiang local government on a **4,500-acre potato base**, leveraging state funds for land revitalization.

Results: Increased yield by **20-30%** and significantly improved the percentage of premium-grade product. Demonstrates a capital-light path to controlling supply.

Our AI-Powered Growth Engine

Building a self-reinforcing flywheel to drive customer success and platform growth.



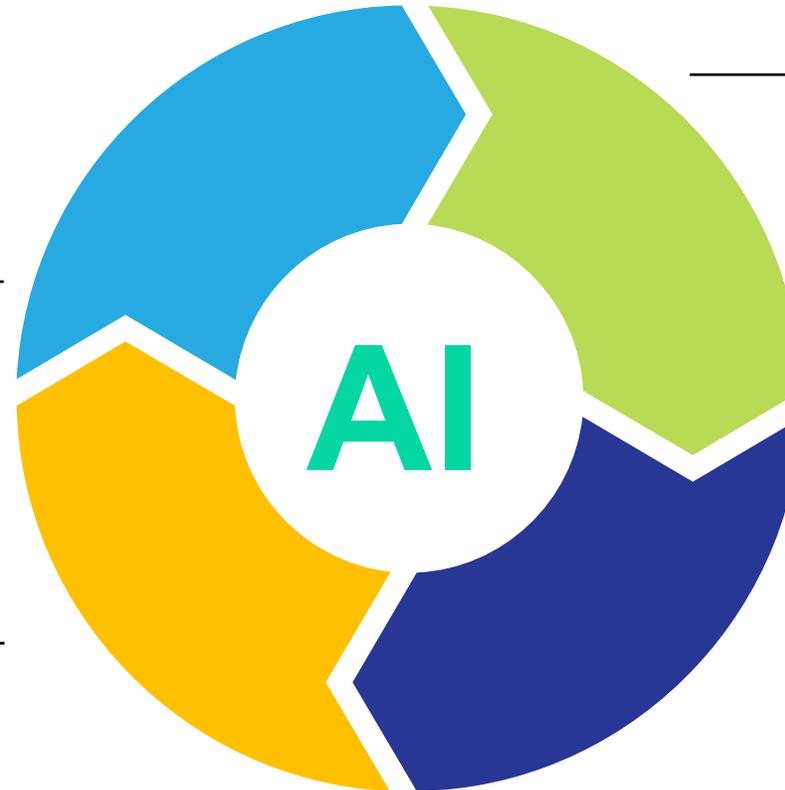
4. Drive Transactions

Convert platform traffic into commercial outcomes by intelligently matching supply and demand.



3. Optimize Growth

Maximize the visibility of good content and improve the efficiency of customer acquisition.



1. Scaled Services(Xiao Tian)

Build user trust and engagement through an intelligent, on-demand AI assistant.



2. Empower Creation (Ju Bao Pen)

Lower the barrier for users to produce high-quality marketing content, enriching the platform.

Every transaction generates proprietary data. This data refines our AI models making each stage of the flywheel spin faster-a compounding network effect.



From Strategy to Reality: Commercialized AI Solutions

Proven products delivering tangible impact and monetization across the value chain.



Foundation & Scaled Services

Xiao Tian Assistant

Our proprietary conversational AI, deeply integrated with Yimutian's knowledge base. It provides instant answers on market trends, farming techniques, and preliminary buyer-seller matching.

400,000+

Intelligent Q&A interactions delivered

400+

Clients served via monetized 'Super Factory' B2B lead generation



Content & Marketing

AI Ju Bao Pen

An AI-powered toolkit that automatically generates compelling marketing videos from simple inputs, significantly reducing content creation barriers for traditional merchants.

90+

Paying enterprise clients successfully commercialized



Growth & Transactions

Intelligent Matching Engine

Leverages our Tianji big data platform and AI models to analyze over 5,000 daily buyer requests and automate supply-demand matching.

+20%

Increase in advertising consumption efficiency

200,000+

Intelligent buyer-seller matches facilitated per month

Our Tianji big data platform



Our Defensible Moat & Future Vision

Building a lasting advantage through proprietary technology and a clear vision for an AI-native platform.

A Deep, Defensible Moat

- Proprietary Technology & IP
- Sustained R&D investment since 2018 has built a significant intellectual property portfolio specific to agriculture.
- 20 invention patents filed (3 granted) in core areas of Big Data, NLP, and Computer Vision.

Unmatched Data Network Effects

Our flywheel creates a data advantage that is impossible to replicate. Every transaction, query, and content piece enriches our proprietary dataset, continuously improving our AI models and widening our competitive lead.

Our Vision: The Yimutian AI Agent

We are evolving from a platform with AI tools to a truly AI-native experience. The future is an AI Agent for every user, seamlessly integrated into our app. This agent will proactively:

-  Interpret market trends and provide pricing guidance.
-  Automate product listings from raw photos or videos.
-  Match supply and demand with unparalleled precision.
-  Assist in the initial stages of negotiation.

From an Information Platform to a self-evolving Intelligent Agricultural Ecosystem.

Key Competitive Strengths

Agricultural B2B platform leader	Pioneer in China's agricultural product supply chain	Superior and versatile technology capabilities	Comprehensive knowledge graph and deep industry know-how	Visionary management team
<p>Yimutian facilitated approximately 583 million calls and instant messages, over 187 million potential transactions, and had accumulating 3 million newly registered merchants in 2024, with flagship product users spending an average of RMB5,243 (US\$723).</p>	<p>By expanding from midstream transaction facilitation to upstream cultivation and downstream wholesale, Yimutian transformed its model into a comprehensive omni-channel agri-commerce system addressing traditional inefficiencies.</p>	<p>Yimutian's AI-powered platform handled terabytes of daily data and enabled 14 million outbound calls by sales robots in 2024.</p>	<p>Its dynamic quotation database spans place of production, annual launch date, empowering precise matching and tailored product offerings for merchants across the supply chain.</p>	<p>Founder Mr. Jinhong Deng led China's largest rural informatization project, benefiting over 300,000 rural areas, laying the groundwork for Yimutian's leadership in digital agricultural transformation.</p>

Growth Strategies

Reinforce our market leadership position in the agricultural B2B industry

- Service Upgrade & Optimization
- Expand Online & Offline Reach
- Strengthen Merchant Acquisition & Retention

Continue to invest in infrastructure development and technology innovation

- Strengthen Digital Infrastructure
- Advance Data and Algorithm Capabilities
- Expand R&D Talent and Innovation Capacity



Further expand our innovative businesses

- Diversify Revenue Streams & Strengthen Supply Chain Influence
- Scale “Wolaicai” Sourcing & Trading Business
- Strengthen Smart Farming Through Synergies with Wolaicai

Selectively pursue strategic partnerships, investments and acquisitions

- Pursue targeted partnerships, investments, and acquisitions that create operational synergies
- Broaden service portfolio and enhance management and operational capabilities

Industry Overview

Market Opportunities & Main Challenges

The Immense Scale of a Foundational Industry



RMB 5.5 Trillion

Value of Circulated Primary Agricultural Products (2024)



>1,000

Scaled agricultural wholesale markets, each with an annual transaction value over RMB100 million



2.8 Million

Agricultural cooperatives operating in 2024



40 Million

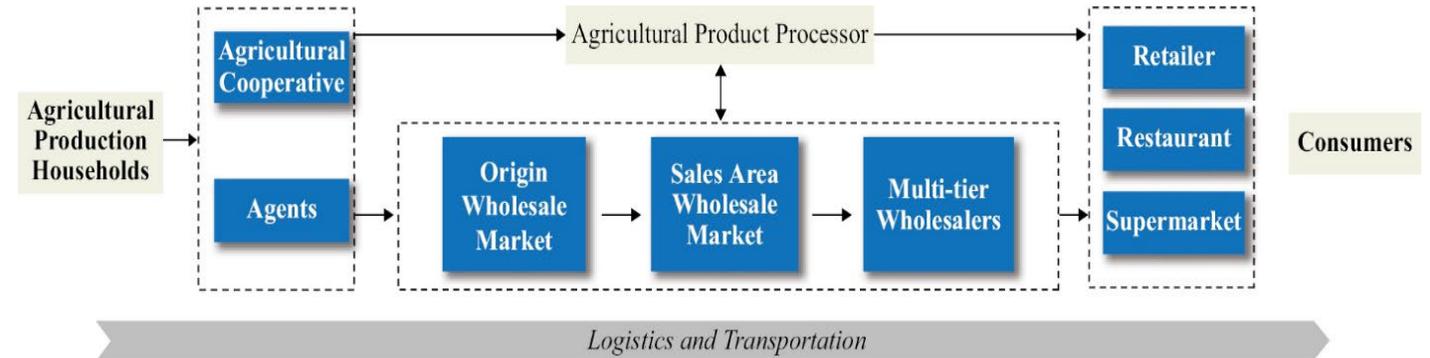
Small to medium-sized business buyers as of October 2023

Main Challenges of the circulation of agricultural products in China

Asymmetry of market information

High cost due to multiple layers of circulation

Diversified unmet needs across the long agricultural value chain



Industry Overview

Emergence of Agricultural B2B Platforms in China

Market Size of China Agricultural B2B Platform, by GMV, 2020-2029E



Source: Frost & Sullivan

Key Drivers for the Industry in China

-  Application of cutting-edge tech, such as blockchain and AI.
-  Growing popularity of live e-commerce
-  Expanded SKU & value chain coverage
-  Continuous improvements of agricultural production bases

The Intelligent Edge: AI's Role in the Agri-Food Value Chain

Sourcing & Matching

Predictive Demand Forecasting.
Impact: Reduces supply/demand mismatch and waste.

Quality & Transaction

Automated Quality Assessment.
Impact: Standardizes product quality and builds buyer trust..



Logistics & Fulfillment

Dynamic Route Optimization.
Impact: Lowers circulation costs and improves product freshness.

Service & Operations

AIGC-Powered Support.
Impact: Drastically improves service efficiency and user experience.

Recent Developments

Successful Initial Public Offering (IPO) on Nasdaq

On August 19, 2025, our shares began trading on the Nasdaq Stock Market under the symbol "YMT." We priced our initial public offering of 5,010,000 American depositary shares at \$4.10 per ADS, raising approximately \$20.5 million.

Following the closing of the IPO and the issuance of the Over-allotment Shares, we had a total of 22,012,500 Ordinary Shares issued and outstanding.



Acquires Ningbo Xunxi Technology, Strategically Expanding into the "B2B2C" Business Ecosystem

On November 06, 2025, we announced that we had entered into a binding agreement to acquire 100% of Ningbo Xunxi Technology Co., Ltd. via a mix of cash and stock consideration. The acquisition is expected to close in the first quarter of 2026 (pending regulatory approvals) and is aimed at transforming Yimutian's purely B2B agricultural-supply platform into a full "B2B2C" business ecosystem.

Xunxi brings to the table a large, technology-driven e-commerce and supply-chain operation: over 250,000 SKUs, partnerships with 1,300+ brands, about 200 channel clients, and more than 2 million members. The move is expected to broaden Yimutian's service offerings, from upstream agriculture and bulk distribution to downstream retail and consumer-facing supply, ultimately diversifying revenue streams and strengthening its position in China's digital-agriculture ecosystem.

Management

Jinhong Deng

Founder, Chairman, and CEO

- Founded Yimutian in 2011 and has served as CEO and Chairman since inception.
- Worked at Baidu in marketing/product-management
- Founded and led “易村网” (Yi Cun Wang), an agricultural-price comparison digital platform
- Awarded “Industrial Entrepreneur of the Year”, “Pioneer of Digital Agriculture”, and named among “Fortune China 40 Under 40” and “36Kr 36 Under 36”
- Received a bachelor’s degree from Beijing University of Posts and Telecommunications.

Min Liu

Director & Senior Vice President

- Serving as Director & Senior VP since March 2015.
- Worked as intellectual-property lawyer at Beijing Yonghe Law Firm) and served as Director of Legal Department.
- Received a master of Laws from Nanjing University and a Ph.D. in Law from Peking University

Shijie Chen

Director & Chief Financial Officer

- Serving as the chief financial officer since May 2019, helping the firm successfully go public on Nasdaq
- Served as a consulting manager at Moody’s Investor Services and a project partner at Lan Ju Investment Group, and a Senior Investment Director at Xiaomi Group
- Received a bachelor’s degree from Beijing Second Foreign Language School and a Master’s degree from Claremont Graduate University

Xu Deng

General Manager

- Serving as a General Manager of Yimutian business since March 2021
- Served as a product vice director at NetEase Media Technology; served as a General Manager and product vice director of the Yizhibo App business at Yixia.com; Held a head-of-R&D role at Douyu and served as director of the new car business division at Golden Guazi Technology
- Received a bachelor’s degree in industrial design from Beijing University and a master’s degree from Beijing University of Technology

Independent Board Members

Xinghong Hua

Independent Director, Chair of Nominating Committee

- Extensive experience in finance, energy, and private equity: served as manager at Bank of China's overseas branch department; project manager at ARCO; senior manager at Pace Global; Asia-Pacific VP at Alcoa; Greater China President & Managing Director at Cerberus Capital; Managing Director at Lone Star Funds; Co-founder & CEO of Zan Investment Advisory
- Received bachelor's and master's degrees from Peking University and a master's degree from Johns Hopkins University

Xiaowei Huang

Independent Director, Chair of Compensation Committee

- Currently HR Vice President at Hello Group
- Served as HR Director at China Dot Com Group and Motorola Mobile; HR Vice President at 99Bill Group and Xiaomi Group
- Received a bachelor's degree in economics from Jinan University, a master's degree in finance from the Chinese Academy of Social Sciences, and an EMBA from Cheung Kong Graduate School of Business

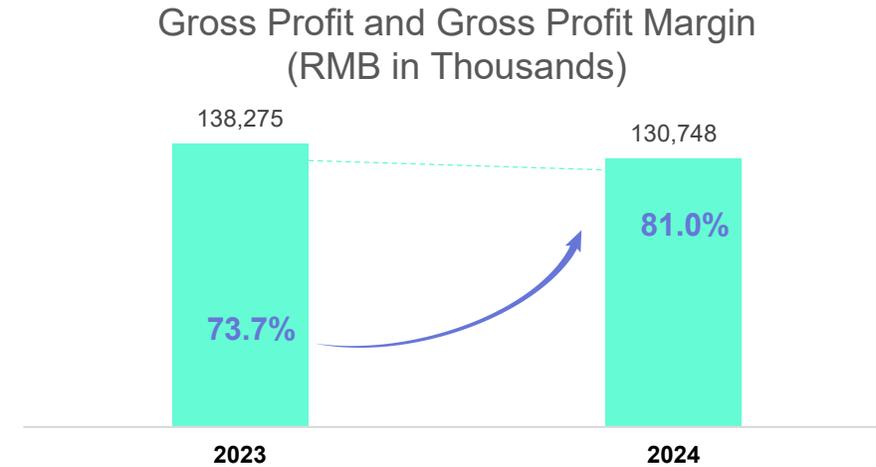
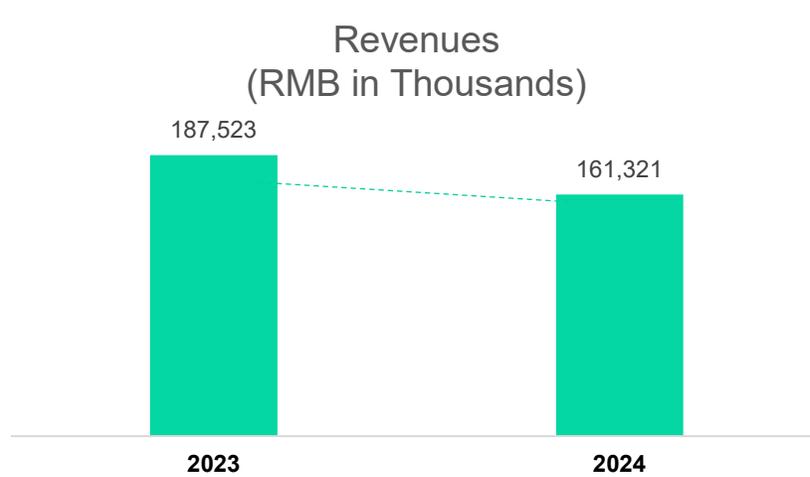
Junchen Sun

Independent Director, Chair of Audit Committee

- Currently CEO of Inewborn Healthcare
- Served as Senior Associate at PwC; held roles at Shenwan Hongyuan Securities and MicroMedia; served as CFO of BlueCity (Nasdaq: BLCT); VP of Investment Development at Newborn Town
- Received a bachelor's degree in accountancy from Tianjin University of Finance and Economics; MBA degrees from Peking University and Tsinghua University
- Accredited as a Certified Public Accountant by the Chinese Institute of Certified Public Accountants.

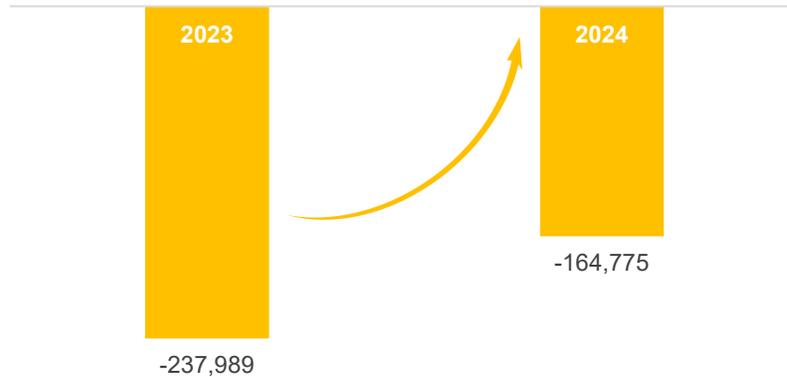
Financial Highlights

Stable Revenues & Improving Profitability



Improvement of Cost Control & Operating Capability

Operating Expense
(RMB in Thousands)



Operating Loss
(RMB in Thousands)

