

YIMUTIAN INC.

NASDAQ: YMT

HIGHLIGHTS

39.2M Active Merchants on Platform

Covered 340+ cities & 2,800+ counties

¥10T Total Addressable Market (TAM)

65% Wholesale Market Penetration

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Company Overview

Yimutian is the pioneer of digital agricultural commerce in China, operating the nation's largest B2B agricultural platform.

We are disruptors of traditional, fragmented sourcing networks, replacing inefficient broker systems with a standardized, tech-enabled ecosystem that makes every acre of farmland more valuable.

Mission: To make every acre of farmland more valuable via technology and industry know-how

Our Ecosystem



Digital Agricultural Commerce Services

Evolving into a full business ecosystem.

- Over 39 Million merchants on platforms
- Over 187 Million potential transactions
- Offered via the Yimutian App and Douniu



Wolaicai (Offline)

Standardized one-stop sourcing shops.

- 10-15 New Centers added per month.
- 110+ Physical Service Centers
- Transparent 6% post-service fee model.
- 20-30% Net Margin at center level.



The AI Flywheel

- Ju Bao Pen: AI-powered marketing video toolkit used by 90+ enterprise clients.
- Xiao Tian Assistant: 400,000+ interactions monthly.
- Tianji big data platform: +20% increase in advertising consumption efficiency

Recent Catalysts & Milestones

NASDAQ IPO in Aug 2025): Raised ~\$22M

B2B2C Expansion: Acquiring Ningbo Xunxi Technology

Secured up to \$30 million in new institutional funding

Financial & Operational Highlights (H1 2025)

Gross Margin

80.3%

Up from 73.5% in 2024

Total Revenue

¥66.4M
(\$9.3M)

Premium revenue transition

Net Loss Improvement

-14.3% YoY

Losses narrowed to RMB 14.9M



Our Leadership

Jinhong Deng Founder, Chairman & CEO

Shijie Chen Director & Global CFO

Min Liu Director & Senior VP