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Missfresh along with Ocean Engine launching a unique livestream grocery shopping service

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Missfresh Limited a pioneer in Chinaâ??s neighborhood retail industry, announced it has entered a strategic partnership with Ocean Engine, a digital marketing platform owned by Bytedance, and expanded its presence on one of Chinaâ??s most popular social networking platforms, Douyin, by launching a unique livestream grocery shopping service with less than one-hour delivery in Beijing and Shanghai.



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Going forward, Missfresh and Douyin intend to extend the livestream shopping experience to all 17 cities where Missfresh operates its on-demand Distributed Mini Warehouse (DMW) business. Moreover, Missfresh will offer more private-label products to Douyin livestream shoppers to deliver an exceptional instant shopping experience. This business partnership boasts Missfreshâ??s first-mover advantage of offering delivery times in as fast as 30 minutes for livestream shopping, while simultaneously highlighting that livestream shopping is embracing instant deliveries in addition to next-day and two-day shipping services.

"Gaining access to Douyinâ??s expansive e-commerce ecosystem represents another important step for Missfreshâ??s on-demand Distributed Mini Warehouse retail business to broaden its customer reach and elevate its user experience," said Catherine Chen, Chief Financial Officer of the Company.