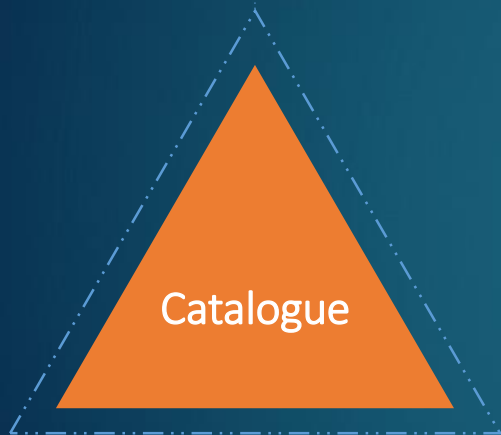


Development of Internet + Philately in China

Gao Shan





Catalogue

1

Achievements of our “Internet + Philately” initiative

2

“Internet + Philately” visions for Future Development



Achievements of our “Internet + Philately” initiative

Internet + Philately

Philatelic Development

*New
powerhouse*

Products

variety

Channels

diversification

In 2014, we had a vision of transforming the philatelic industry in China.



1. Diversified Communication Channels of Philatelic Culture

Product and branding display



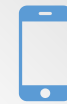
website



Microblog



wechat



App

1. Diversified Communication Channels of Philatelic Culture

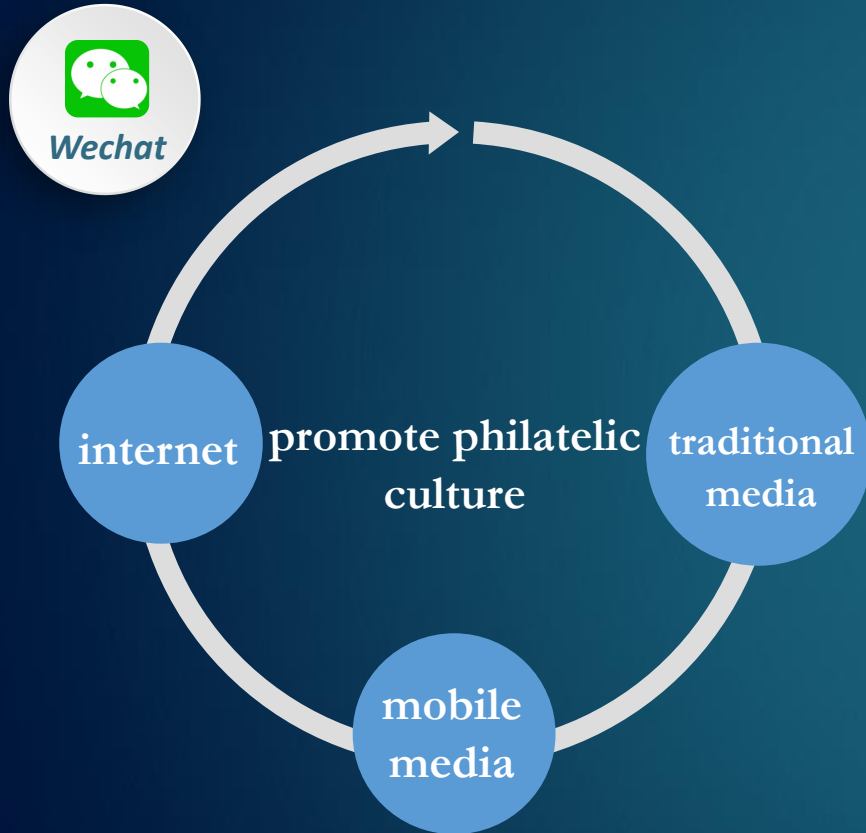


the first-time application of augmented reality in stamp



The Monkey King: Uproar in Heaven

1. Diversified Communication Channels of Philatelic Culture



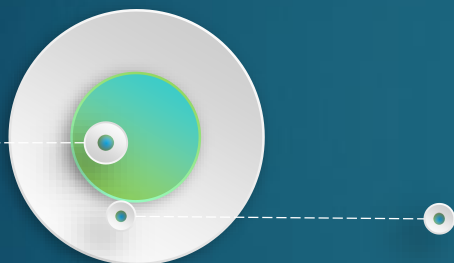
The WeChat public account China Philately reaches 412,200 users and service account 987,300 users.

2. Expanded Distribution Channels of Philatelic Products

- The Online Philatelic Shop of China Post was launched on 1st Nov 2014.

retail
reservation
cover items
auction

*distribution and
service models*



interactions with customers

video display
online voting
online tests
online exhibition



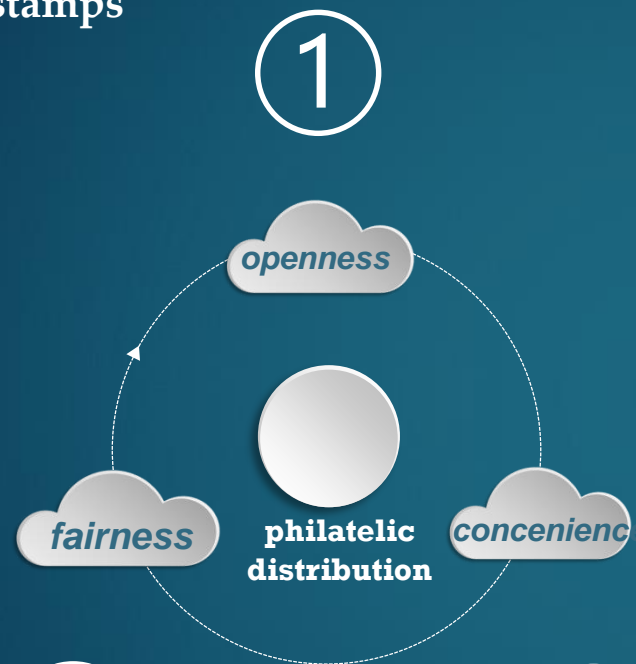
- The Online Shop has achieved 2.234 billion Yuan in total revenue with 550 million website visits and 7 million registered users.

<http://jiyou.11185.cn>

3.Enhanced Quality of Philatelic Services

The animal of the year stamps

add the online shop as a new channel and disclose retail information



Order stamps

Philatelists could order stamps via the Online Shop instead of queuing up for days.

2

Automatic extension

We joined hands with Postal Savings Bank of China to automatically extend stamp-booking.

3



4.Improved Marketing Capabilities of Philatelic Business



The first marketing platform based on Wechat corporate account

- relieving pressures off employees
- expanding marketing channels

- 58,000 of our 410,000 registered employees nationwide have completed the sales target, with 1.122 billion Yuan in total revenue and provided service for 441,000 fans.

5. Innovative Approaches of Philatelic Services

Access featured products

Consumers could select outlets relevant to the covers, and have them posted by the outlets on the day of issuance.



《中国灯塔》邮票实寄封 (1套2枚)

单套价格: **¥12.00**

票品编号: 40500
发行日期: 20161028
商品限购: 1
销售时间: 2016-10-28 09:00:00 到 2016-10-28 16:00:00
购买本商品所需最低积分: 0 获得积分: 0 扣除积分: 0
所属机构: 海南省集邮分公司

票品规格 **单套**

票品提示
该商品已下架!

A philatelic cover for 'China Lighthouse' (中国灯塔) stamps, featuring two 150-cent stamps and a circular postmark. The cover includes a barcode, a recipient address in Hainan, and a postmark from Sanya.

北京延庆《申冬奥成功两周年》原地实寄封

单套价格: **¥10.00**

票品编号: 56659
发行日期: 20170731
商品限购: 20
销售时间: 2017-07-20 20:00:00 到 2017-07-27 12:00:00
预计发货时间: 支付后48小时
购买本商品所需最低积分: 0 获得积分: 10 扣除积分: 0
所属机构: 北京集邮分公司

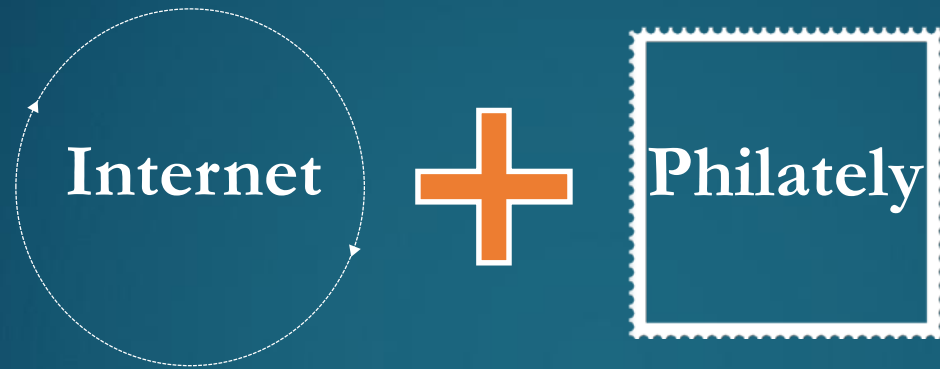
票品规格 **单套**

票品提示
该商品已下架!

A philatelic cover for 'Beijing Yanqing 2nd Anniversary of Successful Winter Olympic Games' (北京延庆《申冬奥成功两周年》) stamps, featuring two 120-cent stamps and a circular postmark. The cover includes a barcode, a recipient address in Beijing, and a postmark from Yanqing.



**“Internet + Philately” visions for
Future Development**



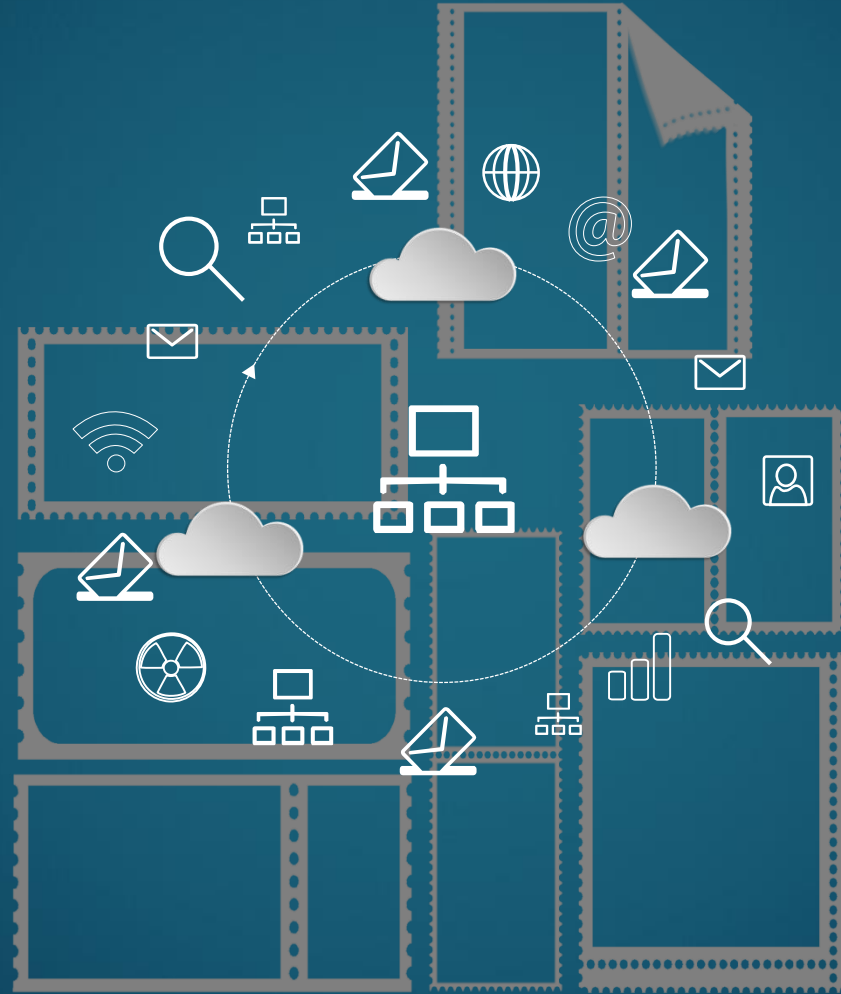
- Our achievements indicate the promising future of “Internet + Philately”



1. Strengthening the Online to Offline Strategy

Online to offline

Consolidate over 1,800 philatelic outlets through Internet .



Organization flat structure

Flat management structure will be built based on Internet service and management model.

2.Promoting Cross-Platform Cooperation

● Cooperating with commerce platform achieve shared interests.

e-
to



● Internet channels will be used for stamp selection, draft design collection ,thus adding new elements to philatelic culture.





3.Improving Chain of Innovation for Philatelic Culture



4. Giving Full Play to the Role of Big Data Application

- Consolidate user data across three sectors of China Post Group.
- Achieve Unified online/offline member registration, credit management and consumer behavioral analysis.





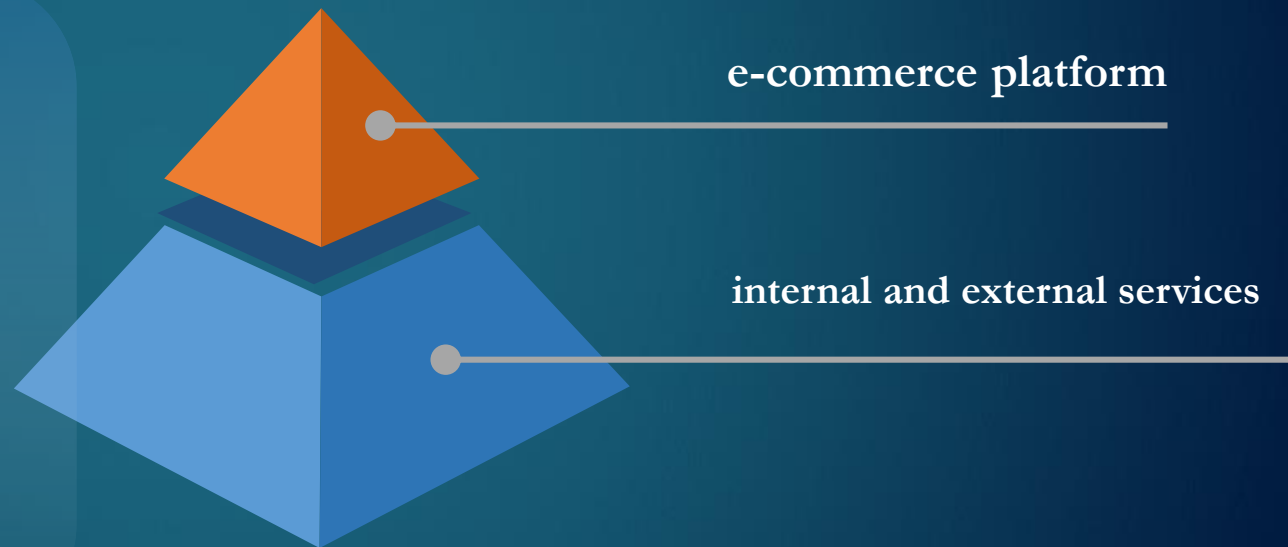
Internet + Philately



Build an integrated e-commerce platform for philatelic cultural innovation, featuring openness, online/offline integration, and diversified operation.



Add more services to the Online Philatelic Shop





*Internet +
Philately*



*a promising
exploration*

*take every
solid step*





THANKS