

# 唯品会公司介绍

## Company Profile of VIP.COM

2023年12月  
Dec.2023

01

唯品会的特卖之路

Vip.com's discount sales journey

# 唯品会是全球领先的特卖电商

Vip.com is The world's leading online discount retailer

“

唯品会**长期领跑**中国限时特卖市场

Vip.com has long been the leader in China's limited time sale market,

唯品会是**全球领先的特卖电商**

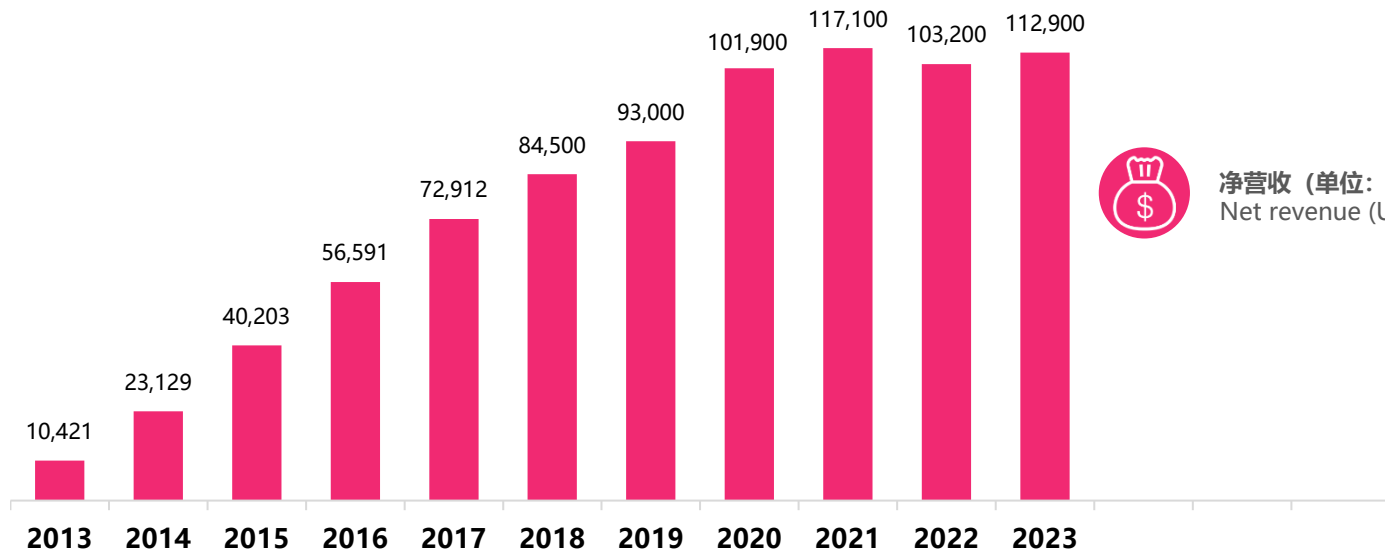
Vip.com is the world's leading online discount retailer.

”

# 平台高质量发展,连续45个季度保持盈利

(截至2023年Q4)

## Pursuing high-quality development, Gaining Profits for 45 Consecutive Quarters



净营收 (单位: 人民币/百万)  
Net revenue (Unit: RMB/one million)

# 获得行业认可, 跻身多个行业权威榜单

## Recognized by the Industry, Ranking Top among Many Industry Authoritative Lists



2023年连续10年入选  
财富中国500强  
Ranking among the list of Fortune  
China 500 for 10 consecutive years  
in 2023

《财富》中国500强  
Fortune China 500

入选2023中国网络零售  
TOP100榜单位列第3位  
Ranking No. 3 in the 2023 China  
Online Retail TOP100 List

道琼斯可持续发展指数 (DJSI)  
Dow Jones Sustainability Index (DJSI)

环境政策和管理体系&绿色包装  
跻身行业前沿水平  
Environmental policy and management  
system & green packaging ranking in  
the forefront of the industry



### 入围全球零售商250强

Ranking among the list of Global Powers of Retailing Top 250

位列第67位。《2023全球零售力量》——德勤

Ranking NO.67 among Deloitte's Global Powers of Retailing Top 250 in 2023



### 获评福布斯中国年度最佳雇主、最具可持续发展力雇主

Awarding Forbes China Best Employer of the Year and Most Sustainable Employer

2022年, 唯品会同时荣获“2022福布斯中国年度最佳雇主”和“2022福布斯中国年度最具可持续发展力雇主”两项大奖。  
Awarding 2022 Forbes China Best Employer of the Year and Most Sustainable Employer

# 02

## 唯品会的核心战略——品牌特卖 Vip.com's Core Strategy——Brand Discount Sales

# 全品类覆盖 穿戴类护城河优势凸显

Covering all Categories, Highlighting Wearing Products Moat

**全球品牌 海外直采**  
*Global brands Direct overseas purchase*

累计44,000+合作品牌  
Over 44,000 cooperative brands

10个海外办公室  
10 overseas offices

**尽享全球美好生活**  
*Enjoy the global good life*

100%正品  
100% certified products

极速发货  
Fast delivery

免税费  
Tax-free

唯品会自营  
Vip.com self-operation

**全品类平台建设**

*Platform construction  
of all categories*

**精品服饰**

Boutique  
clothing

**美妆个护**

Beauty  
products

**海外尖货**

Overseas  
bests

**母婴童装**

Baby and maternal  
products

**珠宝首饰**

Jewelry

**数码电子**

Digital Products

# 全球买手 力保好货好价

Global Buyers for High-quality Products and Low Price



超过一千名专业的买手

More than 1,000 professional buyers



# 全矩阵的品牌特卖升级

## Full-matrix Brand Discount Sales Upgrades

### 品牌特卖的四个升级

*Four brand discount sales upgrades*

**货品升级**  
*Product upgrade*

**渠道升级**  
*Channel upgrade*

**客群升级**  
*Customer group  
upgrade*

**运营升级**  
*Operation upgrade*

# 全矩阵的品牌特卖升级

## Full-matrix Brand Discount Sales Upgrades



### 品牌特卖 Brand discount sales



# 正品举措-品控九条&十重保障

## Measures for Ensuring Certified Products- Nine Quality Control Principles & Ten Guarantees

### 品控九条

Nine quality control principles

#### 全平台首负责任

Platform takes all responsibilities in the first place

#### 专业机构入场查验

Inspection by professional institutions

#### 服务全程闭环可溯

Traceable closed-loop service process

#### 质量管理体系认证

Quality management system certification

#### 八道关卡查验质量

Eight checkpoints for product quality

#### 七天无理由退货退款

(部分特殊产品除外)

Return of goods and refunds without reasons within 7 days (except for some special products)

#### 知名品牌正规授权

Formal authorization of well-known brands

#### 人机互动核实广告

Human-machine interacted verification of advertisements

#### 多险种丰富保险保障

Multiple insurances

### 十重保障

Ten guarantees

#### 实力保障

Strength-based reliability

#### 货源保障

Goods supply guarantee

#### 授权保障

Authorization guarantee

#### 质检保障

Quality inspection guarantee

#### 物流保障

Logistics guarantee

#### 品质保障

Quality assurance

#### 第三方保障

Third party guarantee

#### 售后保障

After-sale guarantee

#### 信誉保障

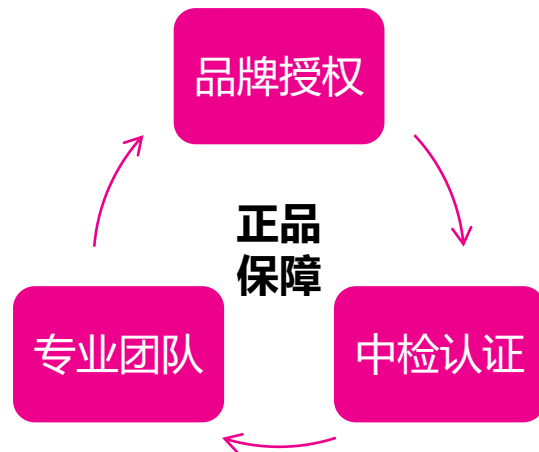
Credit guarantee

#### 权威保障

Authority guarantee

# 正品举措-与中国中检达成战略合作

## Measures for Ensuring Certified Products- Reaching Strategic Cooperation With CCIC



唯品会和中国中检达成战略合作，全面推动质检体系升级，并与中国中检共建鉴定实验室，对高价值商品进行多重、交叉鉴定，确保正品。

# 近2000人专业客服团队服务消费者

A professional customer service team of nearly 2,000 people



通过在线+电话形式，为消费者**提供专业服务**

**Providing professional services** for consumers through online means and telephone



智能客服唯小宝：16:23:58

先生您好，已发货订单需修改收货信息，如包裹未到达当地站点，您可部分订单在电脑端无法修改，小宝建议您可在移动端操作(个人中心-待间和同城市地址(非同城无法智能因区域变更需调整快递，送达时间会退24-48小时哦。具体操作如下

唯小宝 / 我的订单 / 智能客服系统 / 客服中心 / 客户

Smart customer service system

电 男士 美妆 生活 金融 更多

距离活动结束还有 19时23分48秒

# 03 唯品会企业文化

## Vip.com's Values

# 唯品会的愿景和使命

## Vip.com's Vision and Mission

**愿景：成为全球一流的电子商务平台**  
Vision: Becoming a world-class e-commerce platform

**使命：传承品质生活，提升幸福体验**  
Mission: Inheriting quality life and Improving happiness experience

# 唯品会的经营理念

## Vip.com's Business Philosophy



### 善待客户

- 客户需求，主动改善客户体验，提供超预期的体验和服客户是一切工作的原点，坚持客户至上
- 不断倾听和理解务，不断给客户惊喜，为客户创造价值

### 善待员工

- 员工是公司最重要的财富，不断激发员工潜能，使员工与企业共赢，共成长
- 关爱每一位员工，让员工努力工作的同时也能幸福生活

### 善待合作伙伴

- 合作伙伴也是客户，尊重每一位合作伙伴
- 真诚合作，诚信经营，一起共建共生共赢的生态环境

### 回报社会

- 怀感恩之心，在环境、社会与治理（ESG）方面积极践行企业责任，塑造健康企业形象
- 坚持公益，施帮助于更多有需要的人，回报社会



# 弘扬企业文化 Promoting Corporate Culture

## 让员工更幸福、更具凝聚力 Making Employees Happier and More Cohesive



国内知名的餐饮系统提供服务  
Catering services provided by domestic well-known catering system



唯爱基金扩大救助范围  
Expanded assistance ranges of V-Funds



为员工提供赋能型人文培育，丰富员工精神世界  
Providing humanistic cultivation approaches for employees, enriching their spiritual world



唯品会年会  
Vip.com's annual meeting



唯品会员工运动  
Vip.com's sports meeting



66个员工俱乐部  
66 employee clubs

# 创新的公益项目 向多元精准人群进行帮扶

## Innovative Charity Projects for Helping Diverse and Precise Groups



### 唯爱·妈妈 V-Love • Mothers

打造单亲妈妈全方位支持体系  
项目累计服务了17.4万个困境单亲家庭  
Creating a comprehensive support system for single mothers . The project has served a total of 174,000 struggling single-parent families.



### 唯爱心公益 V-Love Charity Program

联合社会各界上线超过41个优质公益项目，超过1506万名会员参与捐出超过220亿颗“唯爱心”  
With launching more than 41 high-quality public welfare projects, more than 15.06 million members have participated in donating more than 22 billion “V-Love” .



### 乡村振兴 Rural revitalization

结合塍头村国家级古村落优势，以文化振兴为核心方向，投资超2亿元，探索乡村高质量发展、共同富裕的可持续模式  
Investing more than 200 million yuan on Langtou Village rural revitalization project to explore a sustainable model of high-quality rural development and common prosperity. The project takes cultural revitalization as the core direction, combining Langtou' s strengths as a national-level ancient village.

# 唯品会投入公益资金超过7.19亿元

Vip.com spent more than 719 million yuan on its charitable activities



截至2023年年底,

As 2023,

唯品会

Vip.com

投入公益资金超过 **7.19 亿元**,

spent more than **719 million yuan** on its charitable activities.

可持续发展行业推进者

Sustainability promoters

公益传播奖

Communication Award

Sustainability leaders 2018

●	Industria de Diseño Textil SA	Spain
●	Home Product Center PCL	Thailand
Sustainability Yearbook Members		
●	Best Buy Co Inc	United States
●	Canadian Tire Corp Ltd	Canada
●	Gap Inc	United States
●	Heineken G Maurits AB	Sweden
●	Kingfisher PLC	United Kingdom
●	Luján Reunier SA	Brazil
●	Mitsui Group Co Ltd	Japan
●	Organización Target SA*	Costa Rica
●	SACI Falabella	Chile
●	Vipshop Holdings Ltd*	China
●	Woolworths Holdings Ltd/South Africa	South Africa

\* Inductees not included in the Dow Jones Sustainability Index, but applying the same assessment methodology



### We-Life —— 共创可持续新生活

#### 打造可持续消费平台，与价值链共创可持续新选择

##### 可持续产品选择

> 联合品牌商，为消费者带来更高质量、更可持续的商品选择

##### 可持续包装选择

> 联合包材供应商，探索增加可持续包材使用量，给消费者提供可持续包装

##### 可持续供应链选择

> 坚持负责任采购原则，主动选择ESG表现更佳的供应商，推动供应链良性发展



#### 打造包容发展平台，与员工共创共容职场

##### 包容性职场

> 打造自由、包容、多元的职场环境，聆听并尊重不同背景员工的声音，增加员工认同感

##### 性别平等职场

> 打造性别平等的职场环境，培育女性领导力，增加女性员工在各层级的代表性

##### 员工发展平台

> 打造满足员工需要的发展平台，强化培训培养体系建设，支持基层员工成长

##### 健康安全平台

> 打造保障员工健康安全的工作平台，为员工提供安心的工作条件

#### 构建良好治理体系，做合规守纪企业公民

##### ESG治理监督体系

> 构建ESG治理体系，确保ESG战略有效落地执行

##### ESG风险管理

> 将ESG风险纳入集团风险管理体系，确保ESG管理合规

#### 打造幸福消费平台，与消费者共创消费新体验

##### 负责任消费

> 创造负责任消费环境，在确保商品来源、信息准确的前提下，引领消费者可持续消费

##### 安全消费

> 创造安全消费环境，通过技术优化与管理完善保障消费者隐私与信息安全

##### 无忧消费

> 创造无忧消费环境，在提高客户服务质量，及时解决消费者问题的同时，扩大平台友好属性，让老年人、残疾人等更多弱势群体更好地享受消费

#### 打造环境社会友好平台，与社会大众共创美好社会

##### 气候变化与碳中和

> 开展气候行动，追踪气候风险与机遇；制定碳中和目标，承诺不晚于2030年实现自身运营碳中和，并带动价值链减碳，共创低碳社会

##### 生态友好

> 打造生态友好平台，倡导森林与野生动物保护，共创生态社会

##### 女性友好

> 专注女性公益，赋能女性成长，共创平等社会

##### 数字共融

> 开展数字公益，帮助老年人和残疾人融入数字生活，共创共融社会

##### 乡村振兴

> 借助平台优势，以文化振兴乡村，共创共富社会

# ESG评级保持良好，持续深化企业社会价值

The ESG rating remains good, and the corporate social value continues to deepen

MSCI

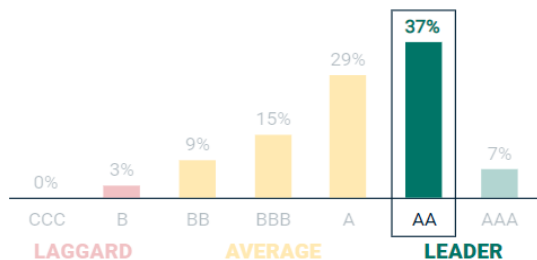
ESG RATINGS



Vipshop is a **leader** among 340 companies in the retail - consumer discretionary industry.

## ESG Rating distribution in relation to industry peers

Universe: MSCI ACWI Index constituents retail - consumer discretionary, (340 companies)



感谢聆听  
THANKS!



唯品会  
品牌特卖