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### Brand Introduction

MUMUSO is a brand focusing on providing fashionable and trendy products in high quality and affordable prices.

Inspired by international fashion trends of modern society, MUMUSO devotes to selling products with reliable quality and affordable prices as well as bringing the idea of easy shopping to customers.

Based on the brand mission of "Let everyone enjoy life", MUMUSO has set up its brand operation in Shanghai - China. Relying on the strong retail selling background.

In the future, MUMUSO will continue to adhere to the principle of selling high-quality products, integrate global fashion with our products design and strive to create a complete industrial chain, which will achieve the great goal of "Wherever there are young people, there is MUMUSO".

## Brand Concept

MUMUSO aims to bring our young consumers an easy, simple, funny shopping experience and lifestyle throughout the concept of **"Enjoy Life".** 





## Brand Mission

MUMUSO always adheres to the principle of providing products with reliable quality and affordable prices so that everyone can enjoy the fun of life.

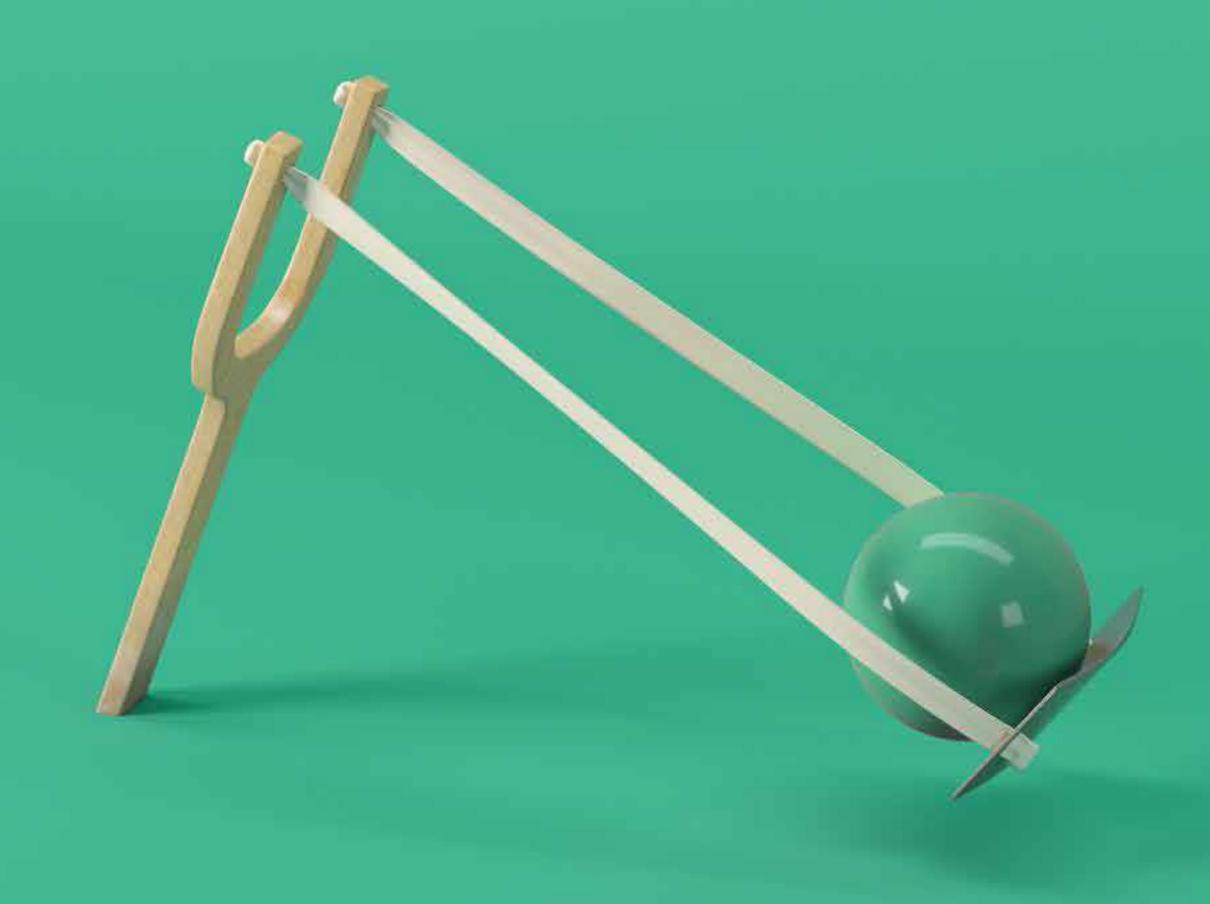




## Brand Vision

MUMUSO will always adhere to the high quality principle and uphold the idea of maintaining integrity in the business; having design as the brand core.

MUMUSO aims to build a complete industrial chain along with the combination of fashion trend, achieving the vision of "wherever there are young people, there is MUMUSO".









#### Trust

Trust is the base of our partnership, it enhances cooperation, efficiency and brings hearts together.

#### Insistence

We keep an optimistic attitude when facing setbacks; work hard to find solutions when encountering difficulties and try our best to realize our dream.

#### Win-Win

We provide consumers with high-performance products.

We let partners get benefits and we make employees and enterprises grow together.

#### Hope

Harboring the dream of becoming a world-class retail enterprise and setting MUMUSO' footprint across the world.





## Development History • MUMUSO won the honor of China's Top 50 High Growth Chain Enterprise

 Strategic cooperation agreement with Panama, India, Syria, Lebanon, The United States, Perou and Malta.

 Opening of the first 2 stores in Lebanon.

2018

2019

 Opening of two Shop-In-Shop concept stores in Lebanon.

Opening of the first store in Malta.

Top 50 High Growth Chain Enterprise.
Opening of the first flagship store in Vietnam.

2016

- Establishment of MUMUSO in Shanghai, China.
- Opening of the first store in Qingdao Taitung, China.

2014

2015

- Opening of the 100<sup>th</sup> store in China.
- Opening of the first branch in Beijing, China.

2017

- Integrated the European market.Integrated the Middle Eastern and African Markets.
- Opening of the first store in Dubai.
- Opening of the first store in Sydney, Australia.
- Opening of MUMUSO store in one of Shanghai' landmark buildings: The Oriental Pearl Tower.
- Official release of the Global distribution strategy at the "Summit Forum" in Ho Chi Minh, Vietnam.





## Products Concept

MUMUSO always adheres to the principle of selling products with reliable quality and affordable prices. It strives to improve the upper limit of taste and price ratio and provides well-designed products continuously optimizing the supply chain service system to reducing the cost and creating a relaxing shopping experience.







# Mumuso Categories

A variety of abudant supplies that cover people' daily needs while providing convenience and fun to consumers.





### **Beauty & Health**

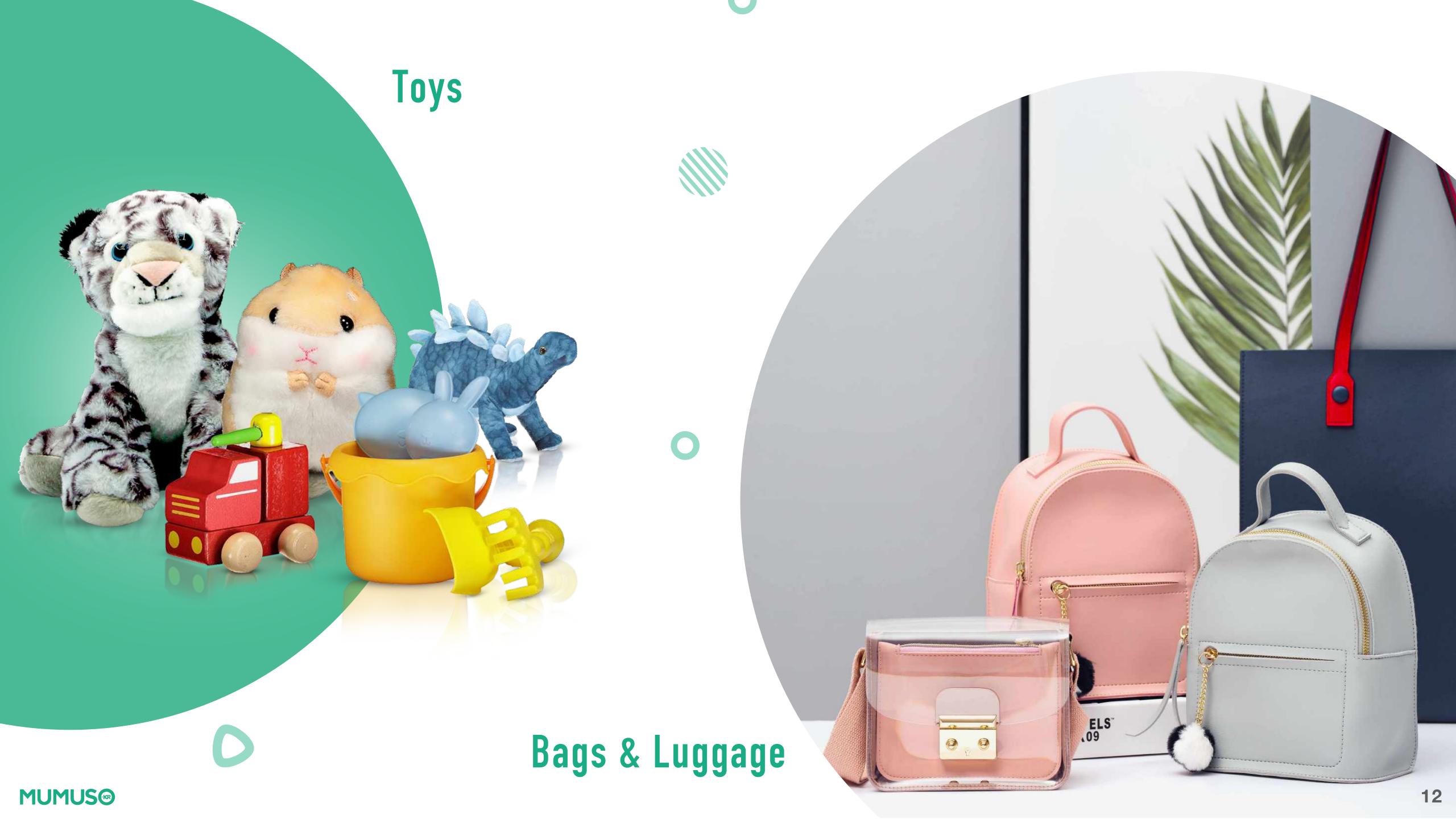
















## Store Images









## Stand-alone





Shop-in-Shop



