

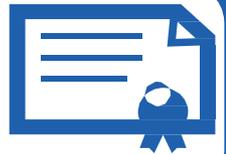
# About KPMG China



Our first office in Hong Kong opened in **1945**

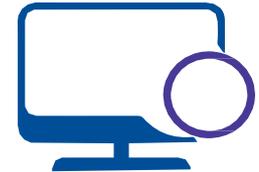
Our first office in mainland China opened in **1983**

First accounting firm to be granted a foreign joint venture license in China in **1992**



First Innovative Startup Centre opened in Zhongguancun, Beijing in **2015**

First of Big Four to open a data and analytics **Insights Centre** in **2015**



First among the Big Four in mainland China to convert from a joint venture to a special general partnership (KPMG Huazhen LLP) as of **1 August 2012**.

## KPMG China in 2019

**22** cities across China

**12,000** partners and staff





# The Origin of Species:

## *Evolution of China's New Retail Ecosystem*

*James Wong*

*KPMG Advisory*

*27<sup>th</sup> August, 2019*



不如重新开始

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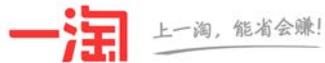
我们只卖户外用品

曾经的8848 

2013年5月与你再相逢

 百度

# 2003 - 2013 Growing in competitions



# O2O - Offline to Online



## 2015年3月8日38掃碼生活節

# O2O - Online to Offline

“ 我們贏了所有對手， 却輸給了時代 ”



大潤發創辦人黃明瑞

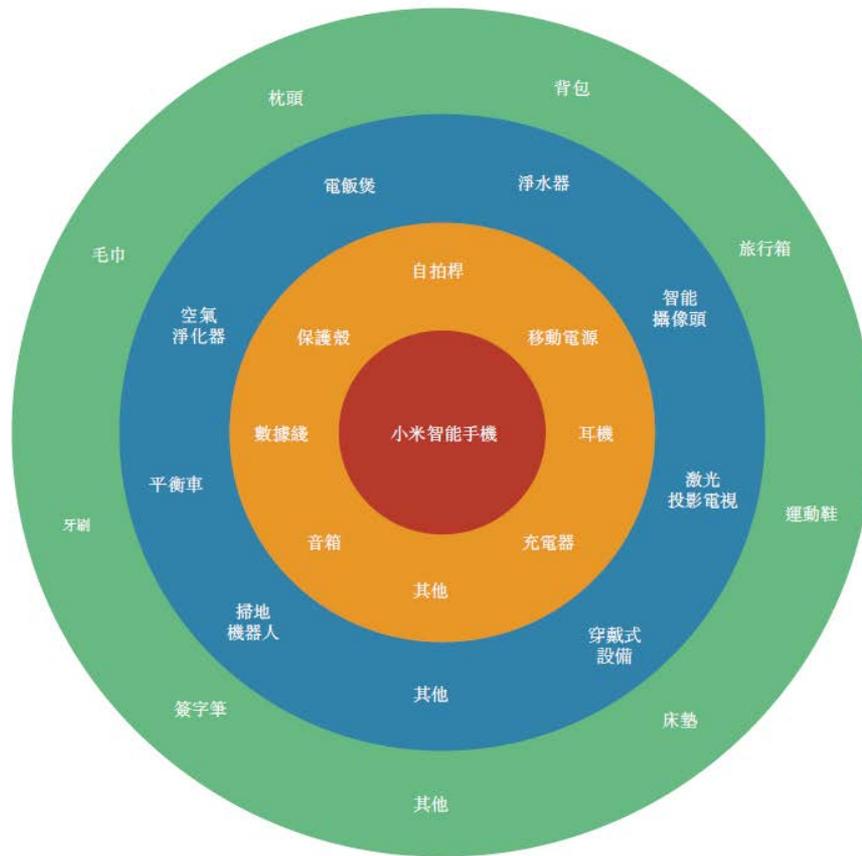
# Payment and Credit



# Logistics



# From Ecosystem to Ecosystems - Xiaomi



投資或孵化超過  
210家公司，包  
括90多家專注於  
發展智能硬件及  
生活消費產品



# From Ecosystem to Ecosystems - Tencent



# Alibaba Business Operating System



# Other new species: Continue to evolve .....





Thank you