



# PRESS RELEASE

## Kung Fu Data Transitions to Distribution-Based Model to Lead Fashion, Lifestyle, and Performance Brands in China

**Beijing, China – 18 December 2024** – Kung Fu Data, an established leader in China's e-commerce market, announces a strategic shift from a service provider to a fully distribution-based model. This transition will allow Kung Fu Data to become the premier partner for fashion, lifestyle, and performance brands aiming to thrive in the Chinese digital landscape.

As the e-commerce market in China continues to expand, brands face both immense opportunities and complexities. By focusing solely on distribution, Kung Fu Data will leverage its extensive expertise across key platforms like Tmall, Taobao, JD.com, WeChat, RedNote (Xiaohongshu), and Douyin, facilitating seamless market entry and growth.

"We aim to unlock our clients' potential by streamlining distribution and navigating the complexities of the e-commerce ecosystem," said Josh Gardner, CEO of Kung Fu Data. "Our asset-light operations enable brands to enter the market without heavy investments in on-ground teams or legal entities."

Key benefits of this model include:

- Expertise in Major E-Commerce Platforms: Optimizing brand visibility across China's digital channels.
- Reduced Financial Burden: Allowing brands to engage the market without substantial upfront investment.
- Efficient Inventory Management: Proven strategies to accelerate sales growth.

The experienced leadership team at Kung Fu Data, with over 100 years of combined experience in the sector, is dedicated to helping brands navigate the complexities of the Chinese market.

Kung Fu Data is excited to set a new standard in distribution for fashion, lifestyle, and performance brands, ensuring a focus on growth while managing the intricacies of e-commerce.

### About Kung Fu Data

Kung Fu Data is a trusted partner for global brands entering and expanding in the China market. Specializing in e-commerce distribution and brand operations, Kung Fu Data helps international companies navigate China's dynamic retail landscape, ensuring growth, stability and long-term success.

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