



CHF eNewsletter

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“Brand management in the beauty industry is a crucial practice that helps beauty brands establish and maintain their identity, reputation, and market presence.”



Able View Global Inc.: Leaders in the Cosmetic and Personal Care Industry

In the dynamic world of brand management, **Able View Global Inc.** stands out as a leader in managing international beauty and personal care products in China. As a matter of fact, according to iResearch Global **“Able View is the second-largest brand manager of international beauty and personal care products in China in terms of Gross Merchandise Value.”** Founded in 2015 in Hong Kong, and publicly listed in August 2023 on **NASDAQ-CM** under the ticker **ABLV**, **Able View** has demonstrated substantial growth and strategic acumen, positioning itself as an attractive investment opportunity.

In its 2023 year-end results, **Able View** reported impressive revenues of USD\$149 million, reflecting a significant compound annual growth rate (CAGR) of 55% since 2017. The company also achieved a net profit of USD\$9.75 million, showcasing its ability to efficiently manage costs and operations. Its management of more than ten overseas

beauty and personal care brands underpinned this financial health, highlighting its strong market presence and operational excellence.

Able View’s operations are centered on comprehensive brand management, including exclusive agency relationships. This approach has been a critical driver of its market penetration and growth. The company has also expanded its reach through an omni-channel sales strategy, covering more than 300 e-commerce platforms, which has materially broadened its consumer base and market influence.

Moreover, the utilization of advanced analytics and digital systems has allowed **Able View** to optimize brand performance and enhance consumer engagement, further solidifying its market position.

Able View’s operational strategies are a testament to its

Brand Portfolio

Able View has delivered phenomenal results to its health and beauty clients and is trusted by...



efficiency and innovation. The company has made sizeable investments in technology to bolster its operations, particularly in the areas of **big data analytics** and **artificial intelligence (AI)**. These cutting-edge technologies are leveraged to track consumer behavior, optimize marketing campaigns, and streamline supply chains. The outcome is a highly adaptable business model that can swiftly respond to evolving market dynamics and consumer demands, inspiring confidence in its future prospects.



Able View Global Inc. is guided by a seasoned and strategic leadership team, led by **CEO and co-founder Stephen Zhu**. With more than two decades of experience in marketing and business development within the beauty industry,

Zhu's leadership has been pivotal in steering the company through its growth phases. He holds an EMBA from Cheung Kong Business School and a Bachelor of Arts from Tongji University, credentials that underscore his deep understanding of marketing and strategic management.



Chief Financial Officer Dennis Tang, another **co-founder**, brings extensive expertise in financial management with more than 25 years of experience, including a notable tenure at KPMG. His skills

are critical in shaping the financial strategies that support **Able View's** economic stability and growth. Tang's qualifications include an MBA from the University of Birmingham

and certification as a Licensed Certified Public Accountant in China.

This collective expertise within **Able View's** leadership ensures robust strategic direction, operational excellence, and sustained growth, aligning with the company's ambitious market goals.

In an era where consumers are increasingly conscious of ethical considerations, **Able View** has committed to sustainability and corporate responsibility. The company ensures that all its operations and those of its brand partners meet stringent environmental and social standards. This commitment not only helps to safeguard the environment but also builds trust and loyalty among consumers, further enhancing the company's reputation and market position.

Able View Global Inc. has an integrated approach to brand and supply chain management, which is crucial for its success in the international beauty and personal care market.

The company utilizes a data-driven strategy for brand management that includes extensive market research, competitive analysis, and aggressive social media operations. **Able View** focuses on building and protecting online flagship stores, ensuring a consistent sales experience across platforms.

The company optimizes its supply chain by integrating B2B and B2C elements, utilizing advanced warehouse management systems (WMS), and maintaining strict price control to



ensure market consistency protecting profit margins across different sales channels. **Able View's** operations feature sophisticated bonded warehouses that strengthen product security and supply chain efficiency.

Able View's strategic focus is on harmonizing brand management with supply chain and pricing strategies to maintain a competitive edge and ensure customer satisfaction

Able View has adeptly navigated the digital landscape to capture a highly diversified consumer base. Its marketing strategies leverage a mix of content media, algorithmic platforms, interactive media, and social media engagements. The company particularly emphasizes the use of key **opinion leaders (influencers), bloggers, and multi-channel networks** to boost brand visibility and consumer trust. This comprehensive approach has enabled a compound annual growth rate of about 50% in online beauty product sales, showcasing the company's ability to stay competitive in a rapidly evolving market.

The company employs an experienced data-analysis team that uses advanced third-party big data analytics and AI platforms to refine operations and marketing strategies. **Able View's** digital systems are integrated with mainstream WMS, operations management systems (OMS), and customer relationship management (CRM) tools, which streamline its sales performance, market trend tracking,

and consumer behavior analysis.

Able View's logistical capabilities are impressive, with strategic warehouse locations in key global markets including China, Japan, Europe, and North America. This global network ensures efficient delivery and reduces operational errors, supporting its fast response times. The company's supply chain facilities are crucial in maintaining high standards of product security and operational efficiency, essential for sustaining its growth and meeting consumer demands effectively.

By integrating these strategies, **Able View Global Inc.** continues to strengthen its market position and operational capabilities, making it a formidable player in the international brand management arena.

Able View has established an enviable presence in both online and offline channels. It manages more than **750 million customers** through mainstream online marketplaces, and partnerships with key opinion leaders, media partners, and tier-2 distributors. The company's omni-channel sales strategy ensures a seamless shopping experience, whether online or in physical stores, enhancing customer satisfaction and brand loyalty.



List of omni-channels

The global beauty and personal care market is poised for continued growth, with increasing demand for premium and specialty products. **Able View** is well-positioned to capitalize on these trends, thanks to its expertise in managing luxury and specialty brands. The company's focus on digital and social media marketing also aligns well with the shifting

preferences of consumers, who are increasingly making purchasing decisions based on online content and reviews. **Able View’s** business model is centered around the acquisition and management of high-potential brands in the health and beauty sector, particularly those with a strong potential for success in the Chinese market. **By acting as the sole agent for these brands, the company ensures a streamlined path to market entry and expansion, providing end-to-end services from marketing to sales and distribution.**

The company’s strategic use of mergers and acquisitions (M&A) to control and consolidate brand ownership has been a critical factor in its rapid growth. This approach not only increases market share but also enhances **Able View’s** ability to influence market trends and consumer preferences, further strengthening its competitive edge.

Investment Thesis

Able View’s strong market position, consistent financial performance, strategic brand expansion, and experienced leadership team make it a compelling investment. Its ability to scale operations and bolster profitability, particularly in the lucrative Chinese market for beauty and personal care products, positions it well for continued success.

To review the 5-year revenue and profitability forecast, [click here](#).

For investors considering new opportunities, **ABLV** presents a promising option with its proven track record and strategic growth initiatives. As the company continues to expand and evolve, it offers the potential for remarkable returns. With a clear vision for the future and a solid foundation built on strategic brand management and operational excellence, **Able View Global Inc.** is poised to remain a leader in the global brand management industry.

Omni-channels + AI + DATA Analytics = Greater Profits



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Compensation for this article came from our monthly fees. CHF Capital Markets Inc. and partners Ottavio Cavalcanti and Cathy Hume own shares of ABLV.

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