

Cross-border e-commerce platform for ASEA products

Frequently asked questions for ASEA associates (updated December 2023)



Overview

What is a cross-border e-commerce platform?

It is an e-commerce platform that allows Chinese consumers to purchase foreign products from international companies online.

Why did ASEA develop a cross-border e-commerce platform?

We worked with a third-party service provider to give customers in China a way to buy our life-changing ASEA® products locally for personal use.

What is “Aobengewang”? Why does the cross-border e-commerce platform for ASEA products look completely different from the official ASEA websites globally?

“Aobengewang” is the name of the service provider ASEA has engaged to operate the cross-border e-commerce platform. It is set up and operated locally in China. The platform settings, design, and information presented are based on local rules and regulations.

Registration / sign up

When did the new ASEA cross-border e-commerce platform launch?

Thursday, 22 September 2022 at 10 am HKT / Wednesday, 21 September 2022 at 8 pm MT

How do new customers place orders on the platform?

New customers must visit the referring associate’s replicated website, select “cross-border e-commerce,” and set up an account. To set up the account, new customers will need to provide their name, email, and birth date, as well as create a username and password. This will redirect them to the platform to place their order. (This username and password

can be used to place future orders directly through the ASEA Virtual Office without visiting an associate’s replicated website.) To place an order on the platform, the purchaser must have a China government-issued ID, a China shipping address, and a China mobile phone number. Additionally, the order payment information must match the purchaser information, i.e., the payer of the order must be the purchaser.



* Required Information

personal information	contact details
<input type="text" value="name"/>	<input type="text" value="E-mail"/>
<input type="text" value="primary surname"/>	<input type="button" value="create file"/>
date of birth <input type="text" value="month"/> <input type="text" value="date"/> <input type="text" value="years"/>	<input type="text" value="user name"/>
Must be 18 years old	<input type="text" value="enter password"/>
	<input type="text" value="then enter the password"/>

This password allows you to log in, shop and manage your ASEA account.

How will new customers know their account number?

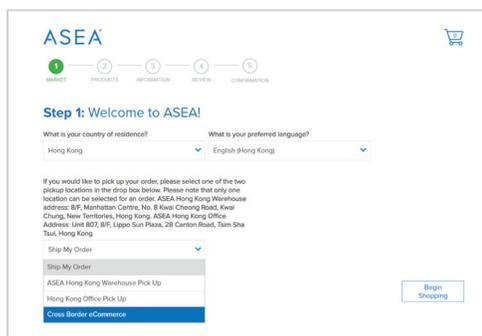
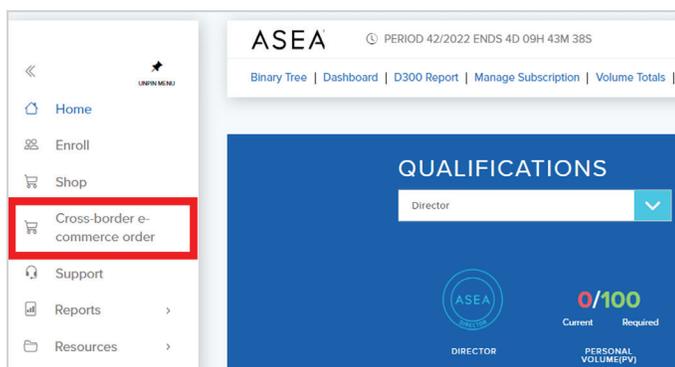
After a new customer has successfully completed their registration through the ASEA replicated site, an email (from ASEA Notification noreply@asea.net) will be sent to inform them of their username and account number. Their ASEA account is considered opened immediately upon registration. The new customer’s ASEA account will show up in the referring associate’s Dashboard, and the new customer will be able to log in to their VO. However, please note that the new customer must place an order on the cross-border e-commerce platform within three days, or their account will be terminated.

Can orders be placed outside China on behalf of someone else for delivery in China?

Yes, orders can be placed outside of China for delivery in China. To successfully place an order on the platform, the purchaser must provide a China government-issued ID, a China shipping address, and a China mobile phone number. Additionally, the order payment information must match the purchaser information, i.e., the payer of the order must be the purchaser. Please note this is subject to any restrictions that may be imposed by the China government and its policies/regulations.

How do existing Hong Kong associates place orders on the platform?

Existing Hong Kong associates need to log in to their Virtual Office and (1) choose “Cross-border e-commerce order” from the menu bar on the left or (2) during the shopping experience, choose “cross-border e-commerce.” Then, they will be redirected to this platform to place their order. To successfully place an order on the platform, a China government-issued ID, a China shipping address, and a China mobile phone number of the purchaser must be provided. Additionally, the order payment information must match the purchaser information, i.e., the payer of the order must be the purchaser. Please note this is subject to any restrictions that may be imposed by the China government and its policies/regulations.



How do existing associates from other markets place orders on the platform?

Existing associates from other markets must log in to the VO and (1) choose “Cross-border e-commerce order” from the menu bar on the left or (2) during the shopping experience, select the Hong Kong order flow, and choose “cross-border e-commerce” as their shipping option. They will be redirected to the cross-border e-commerce platform. To successfully place an order on the platform, the purchaser must provide a China government-issued ID, a China shipping address, and a China mobile phone number. Additionally, the order payment information must match the purchaser information, i.e., the payer of the order must be the purchaser. Please note this is subject to any restrictions that may be imposed by the China government and its policies/regulations.

What happens when I get redirected to the platform for the first time?

All first-time visitors will need to complete a registration and provide some personal information, including Chinese name, China government-issued ID, China shipping address, and China mobile phone number. Please note that each China government-issued ID and each China mobile phone number can be registered only once.

I received an error message during the registration process. What does this mean?

The system will display error messages only when the customer enters incorrect information. For example, if the ID card number does not exist, if the ID number and name do not match, or if the mobile phone verification code is incorrect. If a customer experiences a problem during registration, they should contact online customer service via instant chat (Simplified Chinese only) on the platform for help.

How do existing associates share the platform with their new China customers?

Existing associates should share their replicated website link with their new China customers.

Can associates outside of Hong Kong refer new China customers?

Yes. All associates can refer new China customers. The existing associate should share their replicated website link with their new China customers.

How can I visit the platform?

You should always visit the platform through a link in the VO, and all new customers should visit the platform through a link on their referring associate's replicated website.

Will ASEA have associates registered in China?

No. ASEA is not open in China, and China is not a new market for ASEA.

Can non-Chinese nationals place orders on the new platform?

Yes, as long as they have a China government-issued ID, a China shipping address, and a China mobile phone number. Additionally, to successfully place an order on the platform, the order payment information must match the purchaser information, i.e., the payer of the order must be the purchaser.

Can everyone who is legally living in China (e.g., expats with work permits) place orders on the new platform?

No. Only those with a China government-issued ID can place orders on the platform. Additionally, they need a China shipping address and a China mobile phone number. Finally, to successfully place an order on the platform, the order payment information must match the purchaser information, i.e., the payer of the order must be the purchaser.

Why is a China government-issued ID needed?

This is needed for Chinese Customs to track each Chinese national of their cross-border e-commerce annual quota. There is a single order/transaction limit of 5,000RMB and an annual transaction limit of 26,000RMB (on all cross-border e-commerce orders, not just from the cross-border e-commerce platform for ASEA® products). The annual quota is for the calendar year, i.e., 1 January to 31 December of the year. Please note the annual quota excludes the shipping and tax. Chinese nationals can check their annual limit, purchase record, and tax paid record in the official China Customs website.

Is there a fee to sign up as a customer?

No. There is no sign-up fee.

Is there any renewal fee for customers?

No. There is no renewal fee.

Who should I contact if I have questions?

For any general queries about cross-border e-commerce, questions on the VO, or how to reach the platform from the VO, please contact ASEA Associate Support. The Associate Support contact information for all markets can be found in

the "Support" page of the VO. For specific questions about orders placed on the platform, please contact our online customer service via instant chat (Simplified Chinese only) on the platform. They are available from Monday to Saturday, 9 am to 6 pm HKT.

Platform navigation

Where is product and price information located on the platform?

The product names, images, and prices are located in the Product Selection landing page of the platform. The Product Selection page displays a list of all products. Customers can click on a product to view details or add the product to the shopping cart.

Where are product details like name, description, or ingredients located on the platform?

In the Product Selection page, click on a product image or name to navigate to the Product Details page which displays detailed descriptions and ingredients of products.

Is there customer service dedicated to the new platform?

Yes, there is online customer service via instant chat (Simplified Chinese only) provided to support any queries about orders placed on the platform. They are available from Monday to Saturday, 9 am to 6 pm HKT.

Orders

Is an associate ID number needed to place an order on the platform?

No. An associate ID number is not needed, since the purchaser is connected from the VO.

Can I use my customer account number or associate number to directly log in to the platform and place an order?

No, the customer account number or associate number will not allow you to log in to the platform. You should always visit the platform through a link in the VO, and all new customers should visit the platform through a link on their referring associate's replicated website.

Where can associates and customers find information about orders placed on the platform?

Associates and customers can view their order history within the e-commerce platform. They may also view

order information in the VO. The platform will send order information updates to the VO at a minimum of twice a day.

Are there any order restrictions on the platform?

There is a cross-border e-commerce annual quota for all Chinese nationals (a single order/transaction limit of 5,000RMB and an annual transactions limit of 26,000RMB on all cross-border e-commerce orders, not just from the cross-border e-commerce platform for ASEA® products). The annual quota is for the calendar year, i.e., 1 January to 31 December of the year. Additionally, each purchaser can only place a maximum of 6 orders every month on the platform.

Which payment types are accepted on the platform?

WeChat Pay, Alipay, and UnionPay are accepted on the platform. No foreign credit cards (Visa, MasterCard, American Express) or prepaid cards are accepted.

Can customers set up a subscription order on the platform?

No, there is no subscription option available on the platform.

Are Redox Rewards available via the platform?

No.

Can an order be changed or cancelled within the same day?

Customers should contact online customer service via instant chat (Simplified Chinese only) on the platform for help updating or cancelling an order.

How are orders cancelled?

Customers should contact online customer service via instant chat (Simplified Chinese only) on the platform for help.

What is the return and refund process for products ordered on the platform?

Customers should contact online customer service via instant chat (Simplified Chinese only) on the platform for help.

Is there a charge to return products?

Customers should contact online customer service via instant chat (Simplified Chinese only) on the platform for help.

Delivery options and parcel tracking

What delivery options are available for orders placed on the platform?

Delivery to a home address in China is the only option. There is no pickup service.

What is the average expected delivery time?

Three to four days for major cities in China.

What is the cost of delivery?

Included in the product selling price.

Is there any tax included in the price?

There is a 9.1% cross-border e-commerce integrated tax included in the product selling price.

How are orders tracked?

Customers will receive an SMS text message with an order tracking link after their order is picked up by the courier.

Can the delivery addresses be changed after processing?

No.

Is there a location in China for bulk order pickup?

No.

How are incorrect or damaged deliveries handled?

Customers should contact online customer service via instant chat (Simplified Chinese only) on the platform for help.

Will customers receive a receipt or invoice?

There will be a packing list delivered with goods. Receipts/invoices will not be provided and are not available on the platform.

Products and claims

Is there a plan to expand the product offering in the future?

Yes.

How much do the products cost (retail or wholesale)?

There is only one price on the platform. It is all inclusive (product, shipping, and 9.1% cross-border e-commerce integrated tax). The product prices are all available on the platform.

What product information is approved for use in China?

Approved product information is available on the platform.

Where is the product information available?

In the Product Selection page, click on a product image or name to navigate to the Product Details page which displays detailed descriptions and product ingredient information.

Can associate-produced marketing materials be used in China?

No.

Business support

How is PV from China customers' orders counted for ASEA associates?

There is no PV in China. The cross-border e-commerce platform is strictly a purchasing platform.

How are bonuses paid out to the referrers of the Chinese customers?

The cross-border e-commerce platform is strictly a purchasing platform. Please contact the person who referred you or introduced you to buy products from the platform for more information.

Is shipping ASEA products to China permitted outside of the e-commerce platform?

No. According to ASEA Policies & Procedures Section 3.19, associates are authorized to sell ASEA® products in any country that the company has officially sanctioned as open and available to all associates for conducting business. ASEA is not open in China and China is not a new market. The cross-border e-commerce platform is the only approved platform for our customers in China to order ASEA products for personal use.

Can I promote ASEA business and/or products to my friends and family in China?

No. ASEA is not open in China and China is not a new market. The cross-border e-commerce platform is just a purchasing platform. We have policies and procedures concerning activities in unopened markets. If you have family members or friends who are interested in buying ASEA® products in China for personal use, you should contact them personally and share your replicated website with them.

Are there any activities that are strictly forbidden concerning the China market?

The following activities are strictly forbidden:

- Importing, promoting, and selling products to or in China outside the ASEA cross-border e-commerce platform
- Promoting MLM in China; this includes the use of electronic or digital media outside of China towards Chinese citizens
- Promoting outside the China market that ASEA has opened the China market for MLM or direct sales
- Making any claims about income opportunity that could be perceived as MLM or direct sales activities in China
- Producing, supplying, or demonstrating support materials in China not approved by ASEA for the cross-border e-commerce opportunity
- Promoting the sale or use of ASEA® products in China that are not approved for purchase on the cross-border e-commerce platform
- Implying that you are an ASEA employee or representative

We have implemented a new Zero Tolerance Policy in Unopened Markets, which reinforces what is already currently written in our Policies & Procedures document. This new Policy will be strictly enforced to protect the interest and rights of all stakeholders. Any breaches of the Policy will result in immediate sanctions to those participating or supporting these prohibited activities.

As ASEA collects limited information only (name, email address, and birthday) to register a new (cross-border e-commerce) customer account, does this also mean existing associates can register a new account and switch to another sponsor?

Please note that existing associates should be redirected from the VO to the platform to order products. There is no need for an existing associate to register a new customer account again. If an existing associate intentionally registers a new account in order to switch to another sponsor, while their existing account is still valid, they are in violation of ASEA Policies and Procedures and will be subject to sanctions up to and including termination.