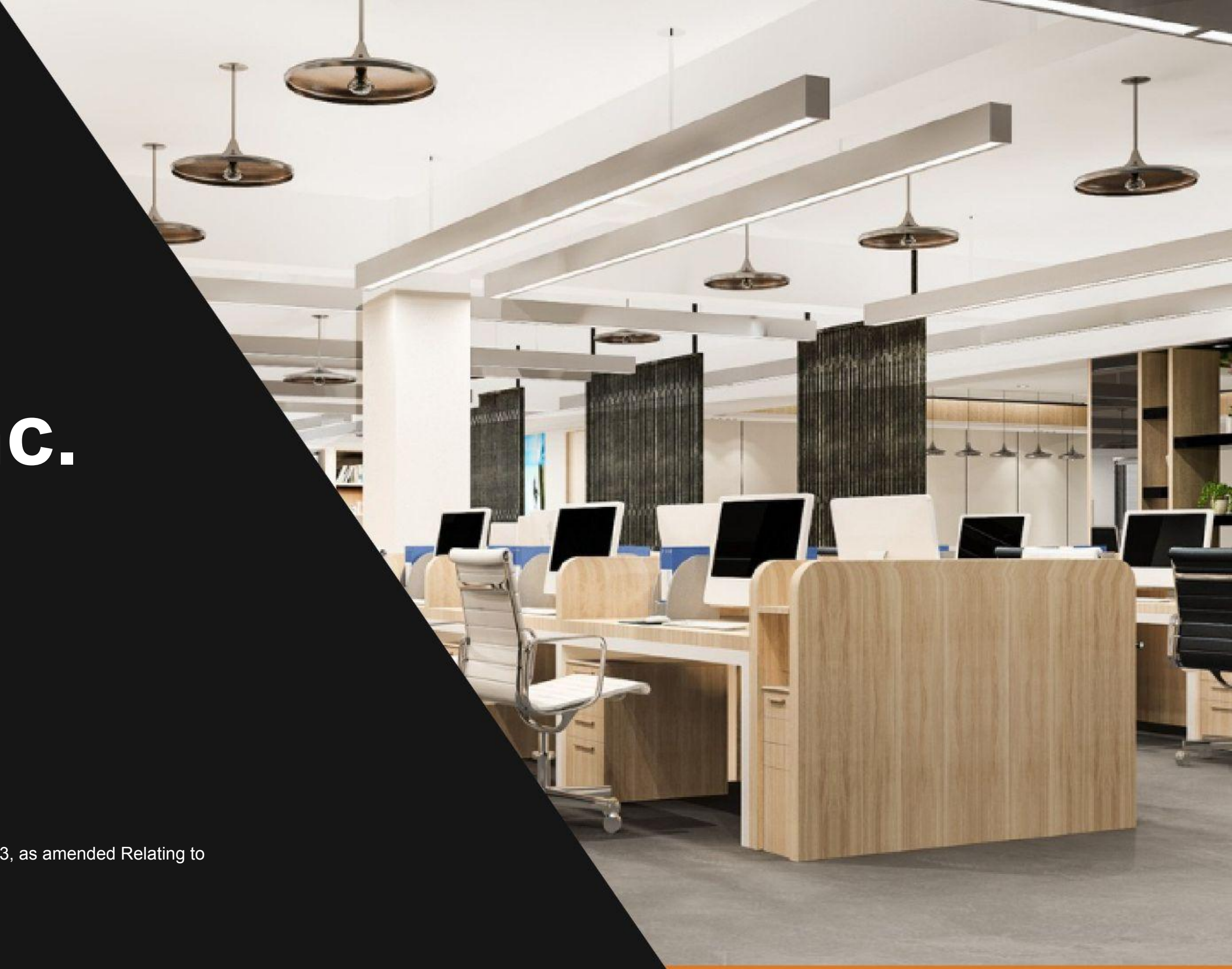
EshallGo Inc.

NasdaqCM: EHGO



February 2024

ISSUER FREE WRITING PROSPECTUS
FILED PURSUANT TO RULE 433 of the securities Act of 1933, as amended Relating to Preliminary Prospectus dated February 09, 2024
REGISTRATION STATEMENT NO. 333-271478

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This presentation contains statements that reflect the Company's intent, beliefs or current expectations about the future These statements can be recognized by the use of words such as "expect," "plan," "anticipate," "target," "may," "will," "estimate," "project," "intend" or words of similar meaning. These forward-looking statements are made only, and are based on, estimates and information available to the Company, as of the date of this presentation, and are not guarantees of future performance. All statements other than statements of historical fact in this Presentation are forward-looking statements, including but not limited to, the Company's goals and growth strategies; the Company's expectations regarding demand for and market acceptance of the Company's brand and platforms; the Company's future business development, results of operations and financial condition; the Company's ability to maintain and improve the Company's infrastructure necessary to operate the Company's business; the Company's ability to use of proceeds from its proposed initial public offering in the manner contemplated by the Company; the effect of any sales or the anticipation of sales by the selling stockholders upon the market price of the Company's ordinary shares; the Company's ability to comply meet the initial listing requirement on the Nasdaq Stock Market and the continued listing standards; general economic and business condition in China and elsewhere; the Company's ability to operate as a public company; the period of time for which its current liquidity will enable the Company to fund its operations; general economic and business conditions; the volatility of the Company's operating results and financial condition and the price of its ordinary shares; the Company's ability to attract and retain qualified senior management personnel and research and development staff; and assumptions underlying or related to any of the foregoing and other risks detailed in the Company's filings with the Securities and Exchange Commission, including the registration statement, and available on the SEC's website at http://www.sec.gov.

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Neither the Securities and Exchange Commission nor any state securities commission has approved or disapproved of these securities or passed upon the accuracy or adequacy of this presentation. Any representation to the contrary is a criminal offense.

Offering Summary

Issuer	**EshallGo Inc. (NASDAQ: EHGO)**
Securities Offered	Class A Ordinary Shares
Pre-Offering Shares Outstanding	14,629,000 Class A Ordinary Shares and 5,856,000 Class B Ordinary Shares
Number of Shares Offered	1,500,000 shares (or 1,750,000 shares if the Underwriter exercises the Over-Allotment Option in full)
Post-Offering Shares Outstanding	17,629,000 Class A Ordinary Shares or (17,879,000 Class A Ordinary Shares if the Underwriter exercises the Over-Allotment Option in full) and 5,856,000 Class B Ordinary Shares
Offering Price Per Share	$5
Estimated Gross Proceeds	$6 million – 9 million
Use of Proceeds	(i) Research and Development 40% (ii) Talent recruitment and training 30% (iii) Acquisition and investment in local businesses 20% (iv) General working capital 10%
Underwriter	US Tiger Securities, Inc

See offering documents for further risks and disclosures. There is no guarantee that any specific outcome will be achieved. Past performance is not indicative of future results. Investments maybe speculative, illiquid and there is a risk of loss.

Investment Highlights

One-stop Solutions for Offices

- An authorized dealer for nearly all the globally known office supply brands in China
- Engaged in sale and leasing, after-sale maintenance and repair

Leading Market Position

- A holding company with 25 province level subsidiaries
- 155 service points with more than 1,000 technicians

Industry Leading Innovation

- Centralized infrastructure provides capabilities for online sales, order and warehouse management, pricing, reporting, administrative function and business analytics.
- Proprietary technologies and skills in services

Strong Execution by Industrial Veterans

- Management has a combined experience of over 50 years in the industry
- Technology-centered background

Large and Robust Market

- Demand of copier in China is expected to reach 2.41 million in 2025, versus roughly 2.28 million in 2022
- Global demand of copier is expected to increase from 23.5 million in 2022 to 24.7 million in 2025
- China is the largest market for printers and copiers in the world*.

  source: https://www.tonerbuzz.com/blog/printer-market/

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01

Company Overview

Company Overview

EshallGo is one of the leading office solution providers in China with a global vision

An authorized dealer for nearly all the globally known office supply brands in China

- Engaged in office supply sale and leasing, and after-sale maintenance & repair
- Self-developed Enterprise Resource Planning ("ERP") system
- Internet & Service E-commerce model
- Own 30 software copyrights related to our ERP system, lease equipment management and control, and office equipment performance improvement

Our mission is to become an office integrator and service provider, offer competitive overall office solutions and services, expand our service market beyond office equipment, and continue to create maximum value for customers.

Extensive Distribution Network in China

25
Operating Subsidiaries Maintained

20
Provinces In China with Extensive Geographical Presence

155
Service Points

1,000
Registered Technical Service Personnel in Lower-tier Cities

02

Business Highlights

Our Background

Junzhang Shanghai:
current main business is office equipment and supply sales and aftersales service

EShallGo platform developed by Junzhang Digital Technology with a new business model:
Internet + Service e-commerce

A new business model can be executed nation-wide. (to be launched)

Long-term cooperation mechanism with world-renowned office equipment makers, such as **HP, Epson, Xerox, Sharp, Toshiba, Konica, Kyocera,** among others

Providing products and services of office supplies, office equipment leasing, office equipment maintenance services, and related supply chain finance services

By implementing a centralized online intake platform and dispatching technicians to tend customers' physical office needs in real-time, **EShallGo** will establish a model that integrates all online and offline service categories into a one-stop service station.

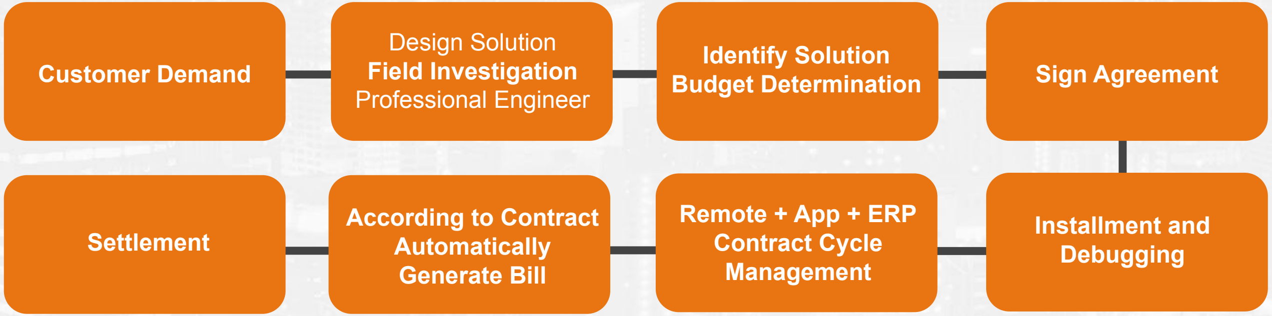
Our Services

Service aspect of our business includes: **(1) Leasing, (2) after-sales maintenance service, and (3) life-time maintenance service**
Aims to gradually expand to a service-oriented model in the future, and to provide our customers with more personalized products and services

Our clients currently consist of mainly financial service companies and real estate companies, including Taiping Life Insurance, Debon Securities, Fosun Group, Laomiao Gold, Lianjia Real Estate, Centaline Real Estate, Quantuo Real Estate, among others.

Operation Dispatch Process: EShallGo already distributes products and completes work orders through a mobile App (independently developed by Junzhang Shanghai) to sort out, among others, task order acceptance, workflow management, real-time positioning, and customer evaluation. The **average response time** for our on-site service of the technician typically does not exceed **4 hours,** and the work order can usually be completed as quickly as within **1 hour.**

Sales Business Flow Chart



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Operations of the After-sales Service System

Our aftersales system is dedicated to the aftersales market of the office total solution industry, independently developed by EShallGo.

All the software are interoperable, and the data is seamlessly connected, which greatly helps to improve work efficiency, standard service, and collect analyze big data.

01 Core ERP Software for the Office Total Solution Market

ERP is the core of the entire service system as it supports and manages EShallGo's national coverage service network and solves the business needs of customers and technicians located in various locations.

02 Remote Equipment Management Systems for Both Users and Technicians

It provides equipment monitoring, equipment daily consumption management, and equipment repair and maintenance diagnosis to the national coverage service company.

a Technician-End Mobile App

Technician's mobile App will include the work order module, leasing and overall solution module, and billing module.

b User-End Mobile App

Customers' end App will support both Android and Apple smart phones, providing customers with convenient scan codes for repairs and other business-related functions.

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Customers and Suppliers

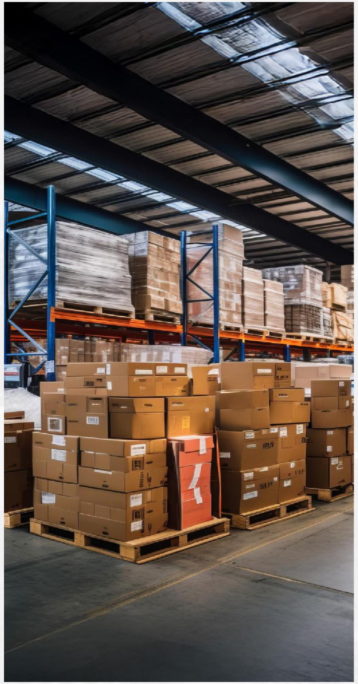
Customers 22,222

Junzhang Shanghai and its subsidiaries maintain a customer base of approximately 22,222 customers, many of which represent long-term relationships.

We are subject to very low customer concentration, reducing our exposure to any single customer.

6.2% and 3.7% respectively of six-month ended September 30, 2023 net sales

- Zhejiang Maimaitong Supply Chain Management Co., Ltd.
- Shanghai Ruiyuan Trade Development Co., Ltd.



Suppliers 1,736

We have developed relationships with approximately 1,736 suppliers, many of which are long-standing.

These supplier relationships provide us with reliable access to inventory, volume purchasing benefits and the ability to deliver a diverse product offering on a cost-effective basis.

15.8% and 10.3% respectively of six-month ended September 30, 2023 purchases

- Shanghai Mingzhe Office Equipment Co., Ltd.
- Kyocera Office Information System (China) Co., Ltd.

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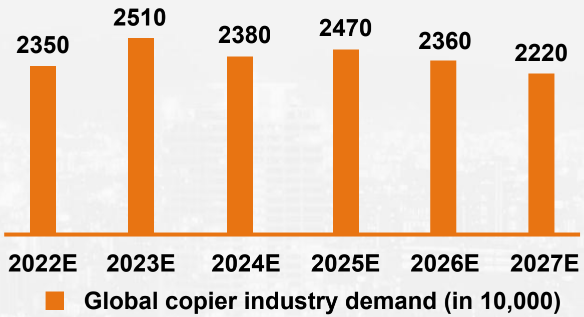
03

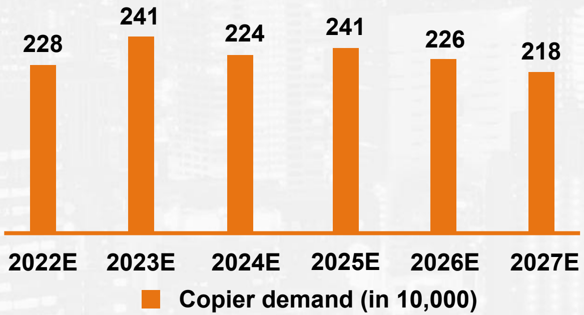
Industry Overview

Industry Overview - Copier

Demand Forecast for Global Copier Industry for 2022-2027



Demand Forecast for China's Copier Industry for 2022-2027



Although the traditional copier industry has been challenged by the development of modern office technology such as collaborative management, **traditional photocopying is still deemed as the "essential need"** for most companies, governmental entities, enterprises and institutions, and **the overall market size of traditional copying equipment is relatively stable.**

In the future, the global printer market will be influenced by a number of factors, including the growing demand for home printing in the context of telecommuting and home learning. Favorable factors will prevail and be the main driving force behind the development of the global printer market. With the onslaught of digitalization, the volume of data generated by various industries is growing exponentially.

(Data source: Beijing Oulixin Information Consulting Co., Ltd.)

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04
Growth and Strategy

Our Plans and Growth Strategy

Our plans for service systems

We plan to consolidate the original sales system and reach unserved provinces, and utilize our service technology to expand from office supplies to other service and maintenance areas in household products

Optimized Systems

- Remote Management System for Major Client Leasing Services
- National Coverage for Subcontracting Service System in Equipment Leasing Services
- Real-time Management System for On-site Technicians and Equipment Leasing Service

Our objective is to strengthen our competitive advantages, achieve above-market rates of profitable growth.

Our growth strategy

Comprehensive Solutions

- E-point Office Life: Resolves difficulties encountered in an office environment such as technical support and equipment repair and provides customized services tailored based on each customer's needs.

To spread our idea of E-point office life, we participate in all kinds of local online and offline promotion all year round, including exhibitions held by office industry associations, brand promotion meetings held by various manufacturers, and various industry exhibits.

- Smart One-Stop Solution: The Eshallgo App, integrated with smart office systems, IoT devices and other technology capabilities, offers a one-stop solution for all maintenance and aftersales-related office needs.

Expansion Approaches

- New Customers and Markets: Leverage comprehensive geographical presence and widespread market insight to understand customer needs and maximize sales and services across all our business units.
- Organic Growth via "Tuck-in" Acquisitions: Supplement our product set, geographic footprint and other services with selective acquisitions

05

Financial Summary

Operating Results

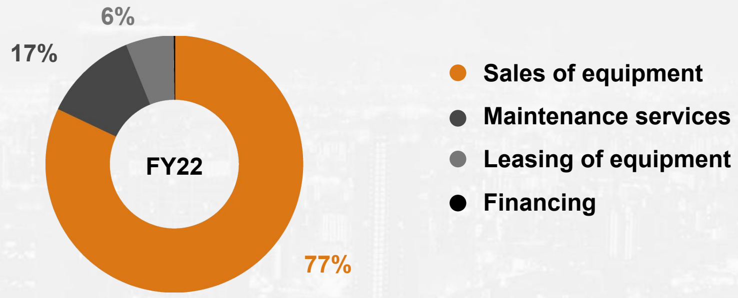
Selected Income Statement Data

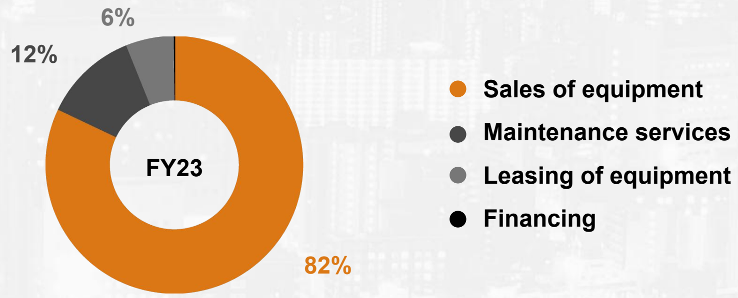
USD thousands	FY2021	FY2022	FY2023	1HFY24
Total Revenue	18,050	23,875	18,425	8,283
Gross Margin	27.9%	31.9%	25.5%	26.8%
Income from operations	3,136	2,954	1,318	499
Net Income	2,993	2,898	1,270	482
Net Margin %	16.6%	12.1%	4.3%	5.8%

*FY: Fiscal year ended March 31
1HFY24: for the six months ended September 30, 2023

Revenue Disaggregation

(USD in thousands)





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06
Management

Management Team

Zhidan Mao

Chairman

Founder of Junzhang Shanghai and worked for EShallGo brand since 2015

Started career at Shanghai Optical

Instrument Factory as an engineer Engineer at Shanghai Xerox copier Co., Ltd. from 1991 to 1994

General manager at Kisteye (Shanghai) office equipment Co., Ltd. and Shanghai Puli copier Co., Ltd. from 1994 to 1997 and 1998 to 2015

Bachelor's degree in Precision Instrument from Hefei Polytechnic University

Qiwei Miao

Chief Executive Officer and Director

Chief executive officer and director of the Company

Started hisxcareer at Shanghai Aidaiersi Development Co., Ltd as a sales manager

Worked at Shanghai Qineng Clothing Development Co., Ltd. from 2004 to 2014

General manager at Junzhang Shanghai since 2015

Currently attending ISC Paris Business School for a degree in Executive MBA

Xiaohui Wu

Director and President

Director of the company since 2022

President and Director for China Xiangtai Food Co., Ltd. (“China Xiangtai”)

Director and Chief Executive Officer of Geniusland International Capital Ltd. since 2007

Senior Project Manager at Genesis Equity Partner LLC

Worked at Hong Kong and Macao Affairs Office of the Ministry of Foreign Affairs of PRC from 1996 to 2006

Bachelor’s degree in English from Jilin University and master’s degree in finance from Renmin University of China, School of Finance

Chun Lyu

Chief Financial Officer

Chief Financial Officer of the company since 2022, and has been with the Company since 2010

Brand manager at Junzhang Shanghai from 2015 to 2017, and general and brand director in 2017

Director of general management and accounting department of the Company since 2017

Marketing director at Shanghai Polyhom Clothing Development Co., Ltd. from 2010 to 2014

Independent Directors

Kendrick Bryce Toussaint

Independent Director Nominee and Audit Committee Chair

Independent director and chair of audit committee of China Xiangtai, and the Chairman and Interim CEO of Principal Solar, Inc. since 2018

Chief Executive Officer and Bard member of MYOS RENS Technology Inc. from 2015 to 2016

Bachelor of Science in Accounting and has Master of Business Administration degrees from Louisiana State University

Certified public accountant (CPA) in the State of Texas

Weibo Weng

Independent Director Nominee and Nominating Committee Chair

Managing director of Shiloh Industries Asia

General manager to vice president of Federal Mogul from 2004 to 2014

Started career in academics, serving as Assistant professor at Shanghai University of Maritime and a visiting scholar at Stuttgart University, Department of Mechanical Engineering

Bachelor's and master's degree in Electric Engineering from Shanghai Institute of Mechanical Engineering, and master's degree in Material Science from Arizona State University

Weimin Xu

Independent Director Nominee, Chair for the Compensation Committee

Vice President for Kalenburg Getranke GmbH (China)

Senior System Architect and Director of Technology for CeBlue Information Technology Co., Ltd., from 2006 to 2015

Bachelors and master's degrees in Physical Oceanography/Marine Meteorology from Ocean University of China and Ph.D degree in Atmospheric and Oceanic Sciences from McGill University

Canadian Investment Management, Life Insurance Certificate, and the Mortgage Investment Certificate

Kewa Luo

Independent Director Nominee

Board member and President at Asian Financial Society from 2018 to 2021

Director of Impact IR in 2019

Started IR practice at KIR Advisors LLC in 2011

VP at China US Venture Capital Group in 2009

Investor Relations Manager of China Security & Surveillance Technology Inc. in 2006

B.A. in Communication Studies and Journalism Multimedia Arts, and M.S. in Journalism Multimedia Technology from Duquesne University

Have Questions?
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