



Memorandum

Subject: Notice of Membership Deactivation Due to Business Model Transition

Firstly, we would like to extend our sincere gratitude for your loyalty and support over the years as a valued member of our e-commerce platform.

After a thorough and detailed analysis of several years of sales revenue data, our management team has made the difficult decision to transition our business model from a multi-level marketing structure to a supplier-based model. This decision was not made lightly; rather, it was based on comprehensive data and strategic planning to ensure that our current dealers are fully equipped to service the market effectively.

Under this new model, we will supply products exclusively to a select group of dealers. Consequently, we will be deactivating the accounts of members, customers, and VIPs who are not part of this new dealer network. We understand that this change may be disappointing, but please know that it is necessary to ensure the company's continued progress. We recognize the important role you have played in our journey, and we deeply appreciate your contributions to our community. While this change marks a significant strategic shift for our business, it does not diminish the gratitude we feel for your past support.

If you have any questions or require further clarification about this transition, please do not hesitate to reach out to our customer support team. We are committed to ensuring that this process is as smooth as possible for everyone involved.

Thank you once again for your continued support over the years. We wish you every success in your future endeavors.

Sincerely
57Society Management

22 Feb 2025



備忘錄

主題：因業務模式轉變而導致會員資格停用的通知

首先，作為我們電子商務平台的尊貴會員，我們謹對您多年來的忠誠和支持表示誠摯的感謝。

在對數年的銷售收入數據進行全面而詳細的分析後，我們的管理團隊做出了一個艱難的決定，將我們的業務模式從多層次行銷結構轉變為基於供應商的模式。這個決定不是輕易做出的；而是基於全面的數據和策略規劃，以確保我們現有的經銷商具備充分的能力來有效地服務市場。

在這種新模式下，我們將專門向特定經銷商群供應產品。因此，我們將停用不屬於該新經銷商網路的會員、客戶和 VIP 的帳戶。我們理解這種變化可能會令人失望，但請知道，這對於確保公司繼續進步是必要的。我們認識到您在我們的旅程中所發揮的重要作用，我們深深感謝您對我們社區的貢獻。雖然這項變更標誌著我們業務的重大策略轉變，但這並不會減少我們對您過去的支持的感激之情。

如果您對此轉變有任何疑問或需要進一步說明，請隨時聯絡我們的客戶支援團隊。我們致力於確保這個過程對所有參與者盡可能順利。

再次感謝您多年來的持續支持。我們祝福您在未來的工作中一切順利。

真摯地
57社會管理

2025 年 2 月 22 日