



ECMOHO CEO Delivered a Speech about Digitalization at 2020 Health Industry West Lake Forum

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SHANGHAI, China, July 14, 2020 (GLOBE NEWSWIRE) -- Ms. Zoe Wang, Founder and Chief Executive Officer of ECMOHO Limited (Nasdaq: MOHO) ("ECMOHO" or the "Company"), a leading integrated solutions provider in the rapidly growing non-medical health and wellness market in China, attended the "2020 Health Industry West Lake Forum" in Wuzhen and shared her view on the theme of "Hello 2030: How Strategic Digitalization Helps to Sustain High Growth".

Ms. Wang delivered a speech at the forum that covered the following major points:

- Strategic digitalization is the foundation for the future development of the health industry. It could help enterprises respond immediately to changes in market conditions, achieve cost reductions and efficiency improvement, achieve efficient and accurate user retention and renewal, and provide users with customized health products to achieve a high-growth path.
- Strategic digitalization can empower the value of technology innovation to the industry's upstream partners. Through data management, strategic digitalization promotes the construction of a global smart supply chain, which enables brands to develop products on the basis of consumers' wants and needs. Strategic digitalization allows better labeling and characterization of consumers for the industry's downstream partners and could enable them to provide customized health solutions to consumers.
- What can be seen in 2030 is vigorous development of China's health industry. The COVID-19 pandemic altered consumers' behavior and sped the online trend for the traditional health industry, which promised a broader space for growth with higher growth rate. All the enterprises in the health industry should devote themselves to the construction of strategic digitalization, which is vital to all.
- ECMOHO would like to work with more partners to build a smart ecosystem in the health industry, in which Chinese families can get remote health management with data as the core at any time in their daily lives, and all participates in the entire health industry chain could achieve win-win outcome.

Safe Harbor Statements

This news release contains forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will", "expects", "anticipates", "future", "intends", "plans", "believes", "estimates", "target", "going forward", "outlook" and similar statements. For example, the Company's statement about its expectations for health industry in 2030 is a forward-looking statement and is inherently uncertain. Such statements are based upon management's current expectations and current market and operating conditions, and relate to events that involve known or unknown risks, uncertainties and other factors, such as the significant volatility and disruption caused by the COVID-19 pandemic, the Company's expected growth of the online retail industry in China, the Company's expectations regarding demand for and market acceptance of its products and services, the Company's expectations regarding its relationships with its brand partners and e-commerce channels, and the level of consumer economic activity in China, all of which are difficult to predict and many of which are beyond the Company's control, which may cause the Company's actual results, performance or achievements to differ materially from those in the forward-looking statements. Further information regarding these and other risks, uncertainties or factors is included in the Company's filings with the U.S. Securities and Exchange Commission. The Company does not undertake any obligation to update any forward-looking statement as a result of new information, future events or otherwise, except as required under applicable law.

About ECMOHO Limited

ECMOHO is a leading integrated solution provider in the rapidly growing non-medical health and wellness market in China. The Company acts as the bridge between brand owners and Chinese consumers by marketing and distributing health supplements and food, mother and child care products, personal care products, household healthcare equipment and other health and wellness products. Through over seven years of operation, ECMOHO has built an ecosystem where Chinese consumers are provided with customized health and wellness solutions that include quality products and trustworthy content.

For more information, please visit <http://ir.ecmoho.com/>.

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