New Depositary Receipt Announcement

BNY MELLON

October 2, 2020

Boqii Holding Limited

Boqii operates as an online one-stop destination for users to shop for a variety of pet products in the People's Republic of China. The Company is active through its online platforms (Boqii.com and Boqii application, collectively Boqii Marketplace), branded stores on third-party online platforms and its online pet community (Boqii Community). In addition to its online business, the Company provides pet products to offline pet stores. The Company offers branded and private label products through its self-operated online sales platform, Boqii Mall, as well as major third-party e-commerce platforms, such as Tmall, JD.com and Pinduoduo. The Company has also launched a number of private labels, including Yoken and Mocare.

Effective Date:	October 2, 2020
Country of Incorporation:	Cayman Islands
Exchange:	New York Stock Exchange
Type of ADR Program:	Sponsored - Level III
Ticker Symbol:	BQ
CUSIP Number:	09950L104
Ratio (DR:ORD):	4 : 3
Underlying Share Description:	Ordinary
Industry Classification:	Personal Goods
Custodian(s):	Hong Kong and Shanghai Banking Corp.

To learn more about DRs, please contact DRBrokerSolutions@bnymellon.com or visit our website at adrbnymellon.com.

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