



INVESTOR DAYS – 21-23 Nov, 2018

GENERAL PRESENTATION
Raymond SU

SUPOR 苏泊尔

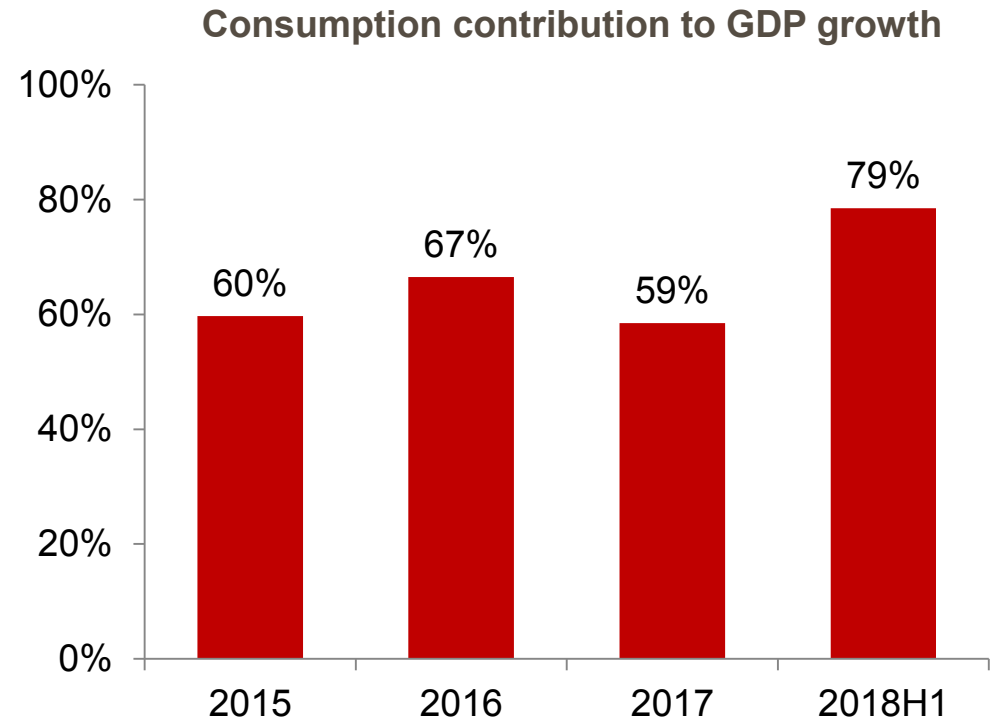
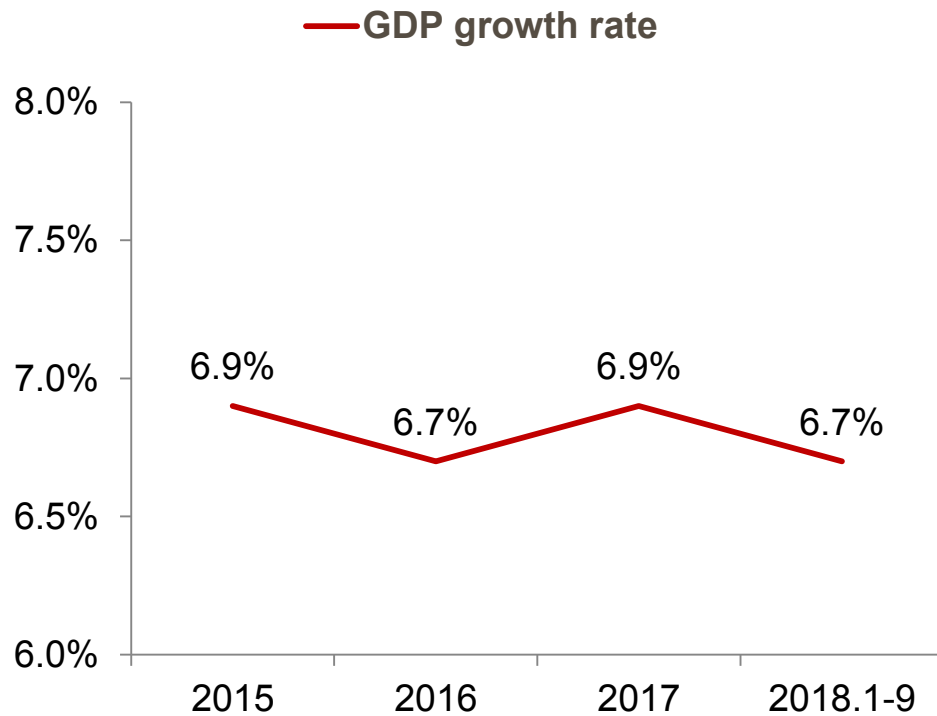
- 1. China macro-economics**
- 2. SUPOR business overview**
- 3. Product and market competition**
- 4. Main levers**



Sound macro-economic backdrop

■ Average growth rate over 4 years at 6.8%

■ GDP growth driven by domestic consumption

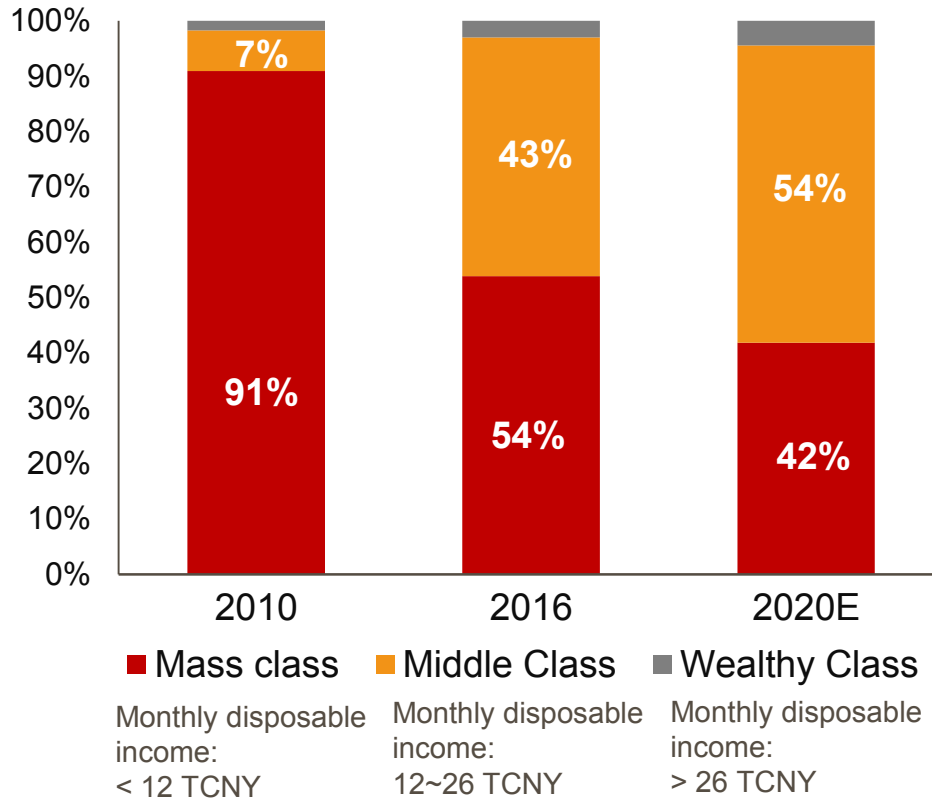


Source: State Statistical Bureau

Consumption upgrade driven by strong structural fundamentals

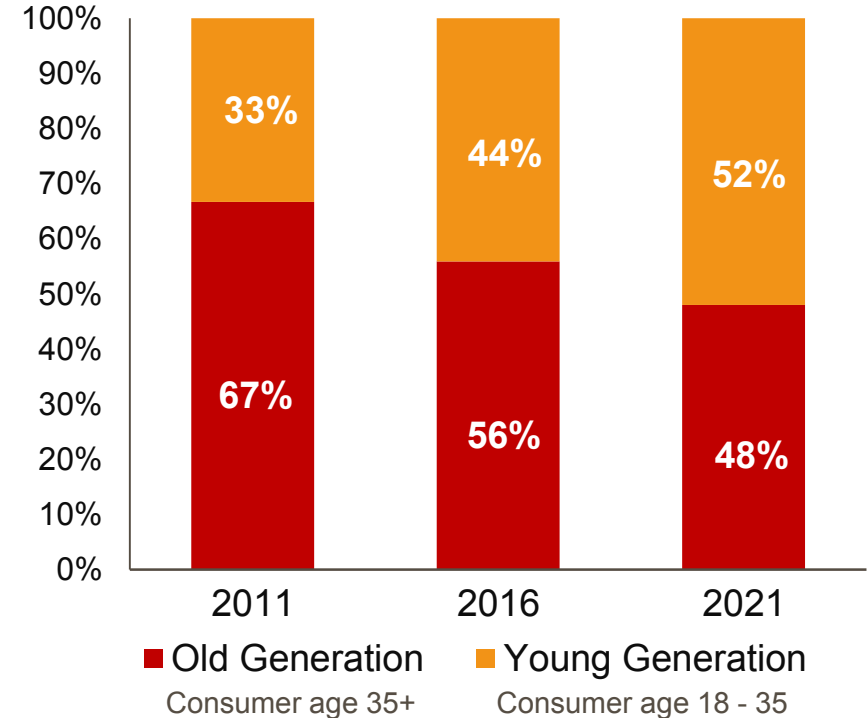
Fast-growing middle-class

Household number :
(million)



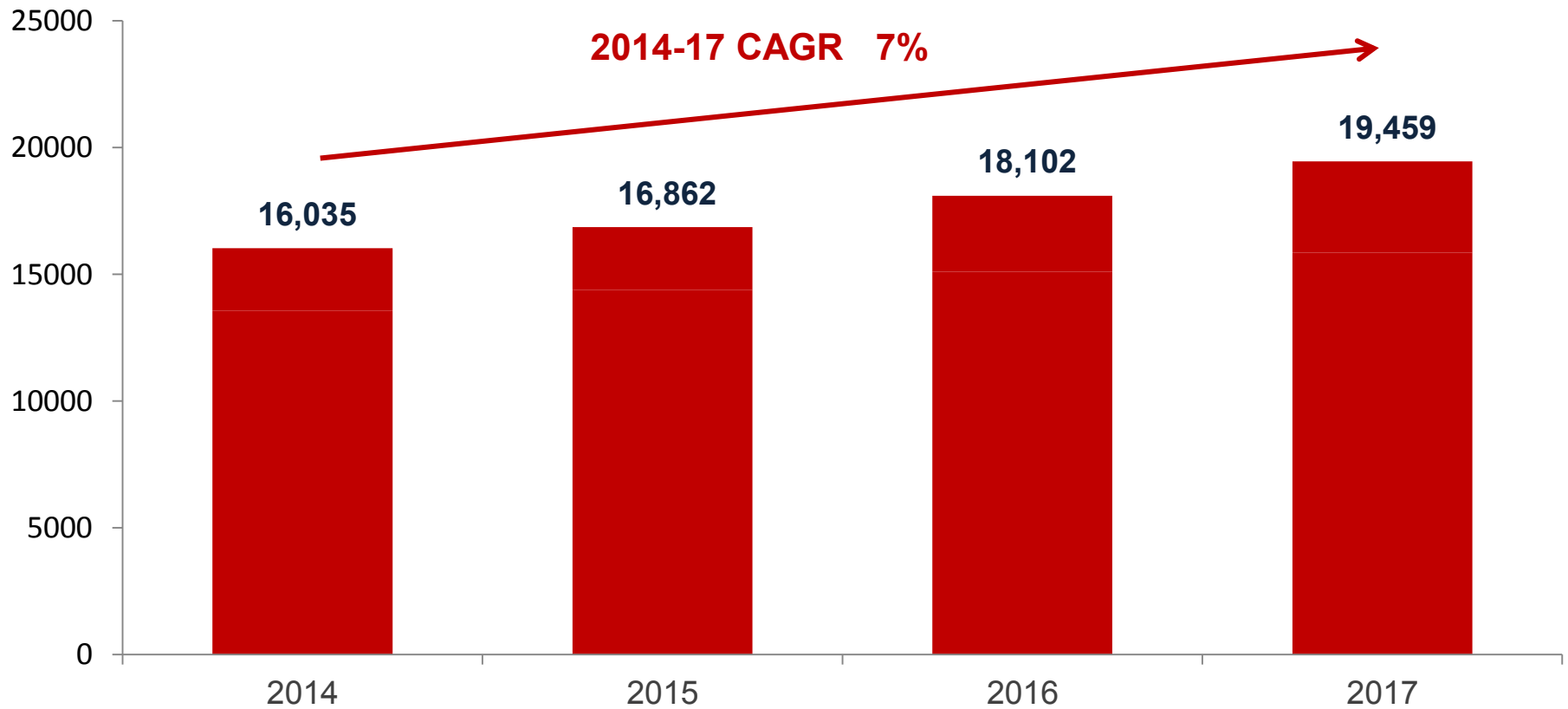
Stronger consumption-ability by young generation

Consumption in city
(tril.USD)



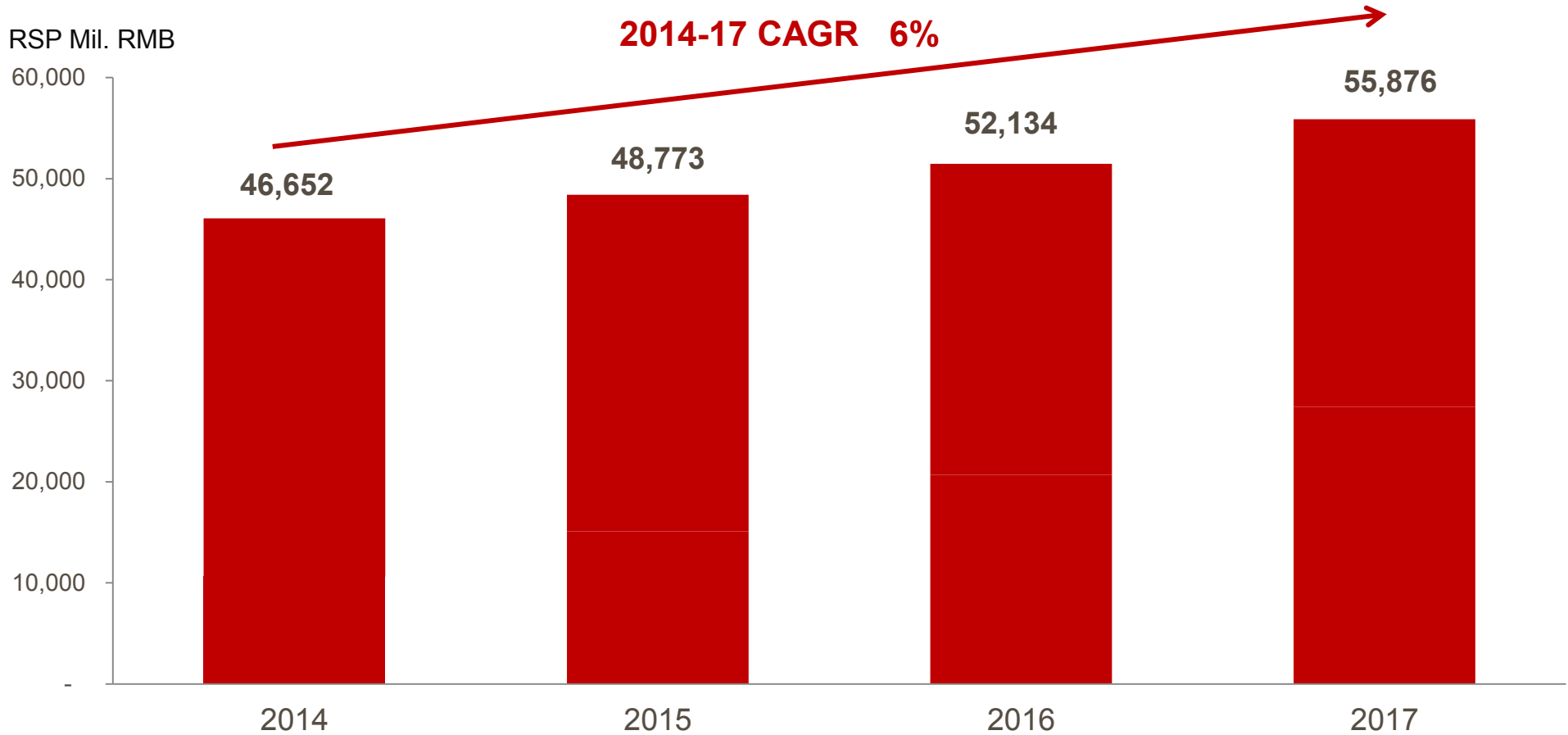
Robust momentum in the cookware market

RSP Mil. RMB





Robust momentum in the small kitchen electric market



1. China macro-economics
2. **SUPOR business overview**
3. Product and market competition
4. Main levers



Where a Fascinating Journey begun...



Yuhuan Pressure Cooker Factory, 1987

Major milestones



Zhejiang Supor, 1994



Acquired three state owned enterprises in Wuhan, 1996



Entered SDA, 2002



Listed in SZ Stock Exchange, 2004



Alliance with Groupe SEB, 2006



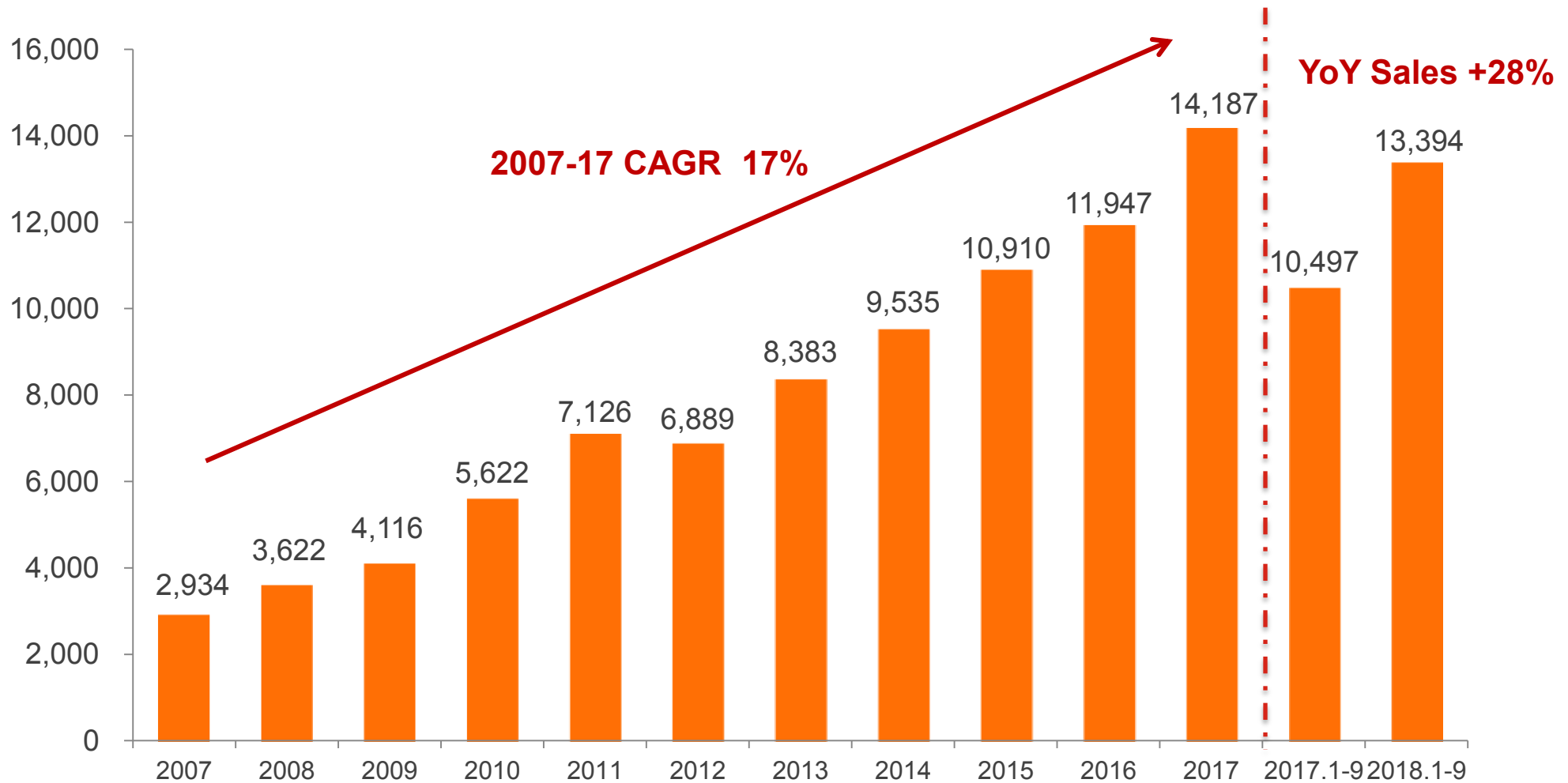
Entered South East Asia, 2008



A decade of outstanding performances

Supor total sales

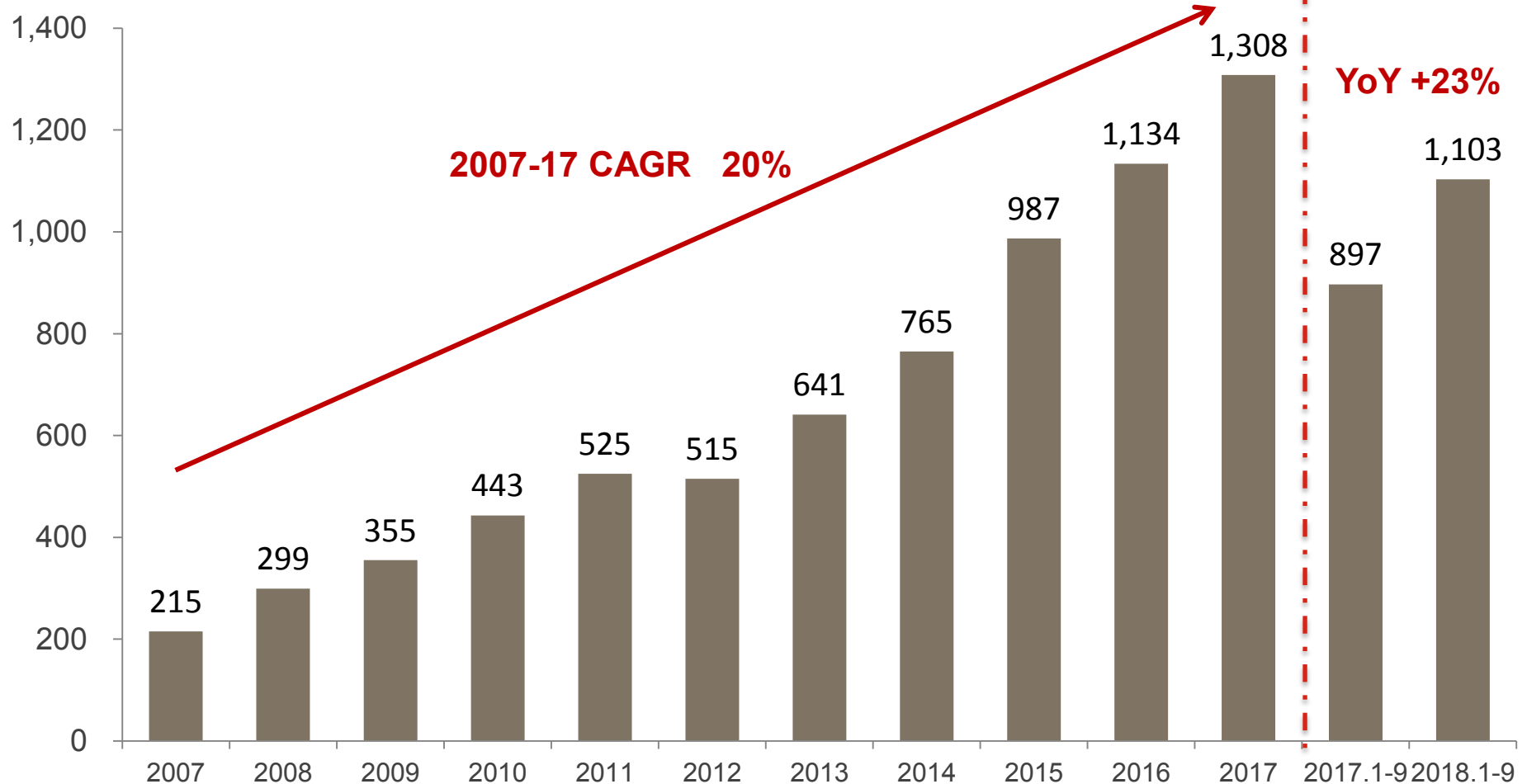
MRMB



A decade of outstanding performances

Supor net profit

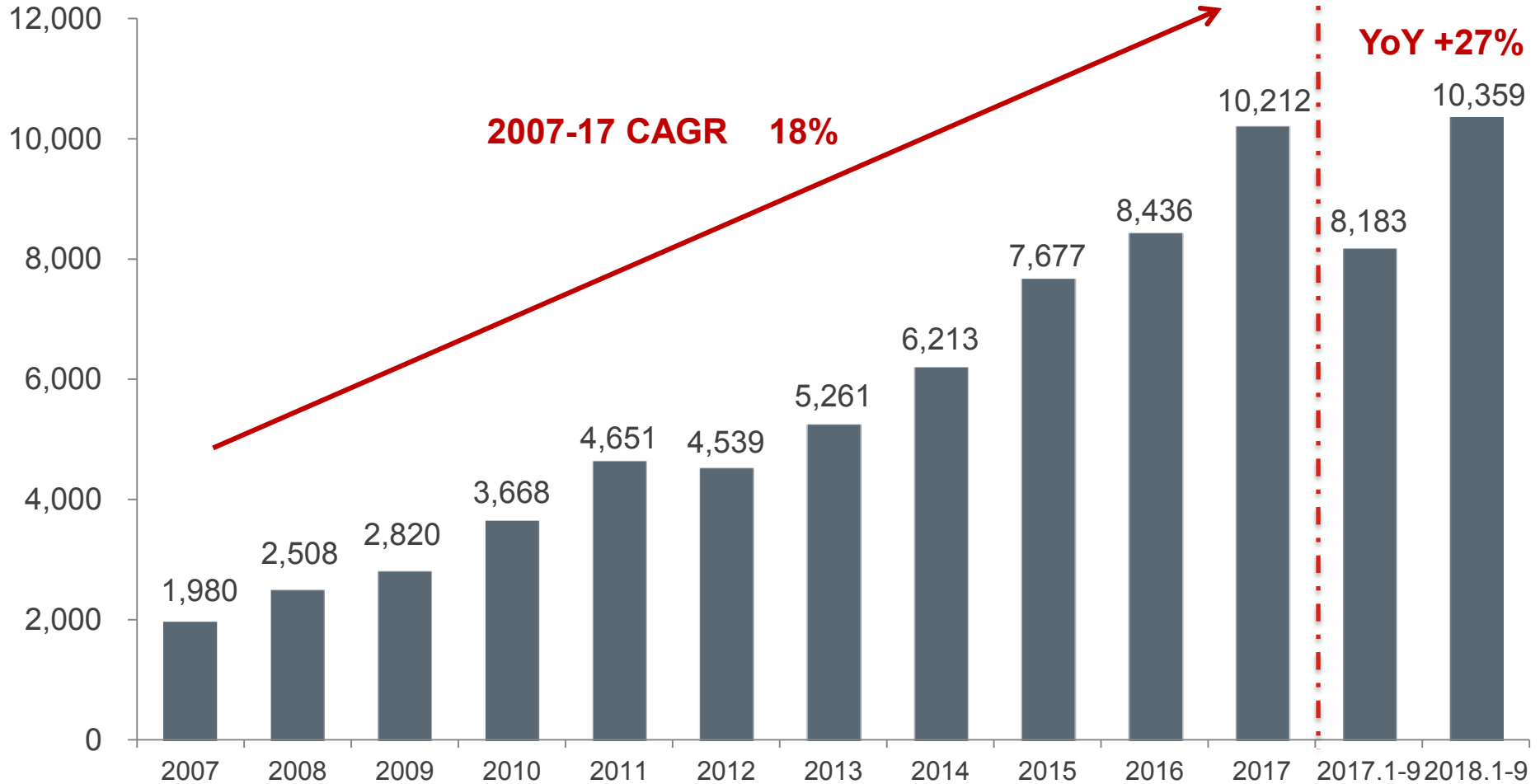
MRMB



A decade of outstanding performances

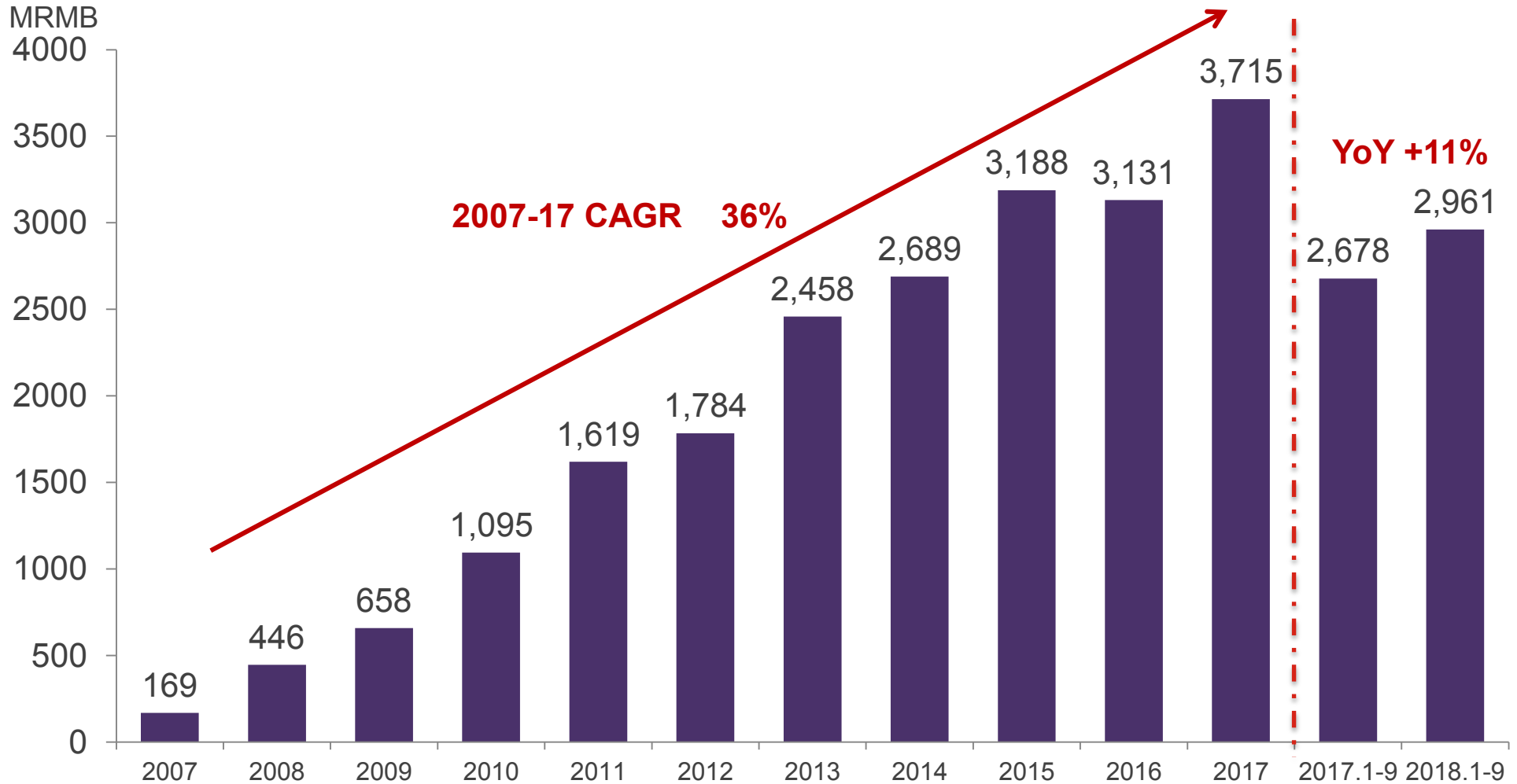
Supor domestic sales

MRMB



A decade of outstanding performances

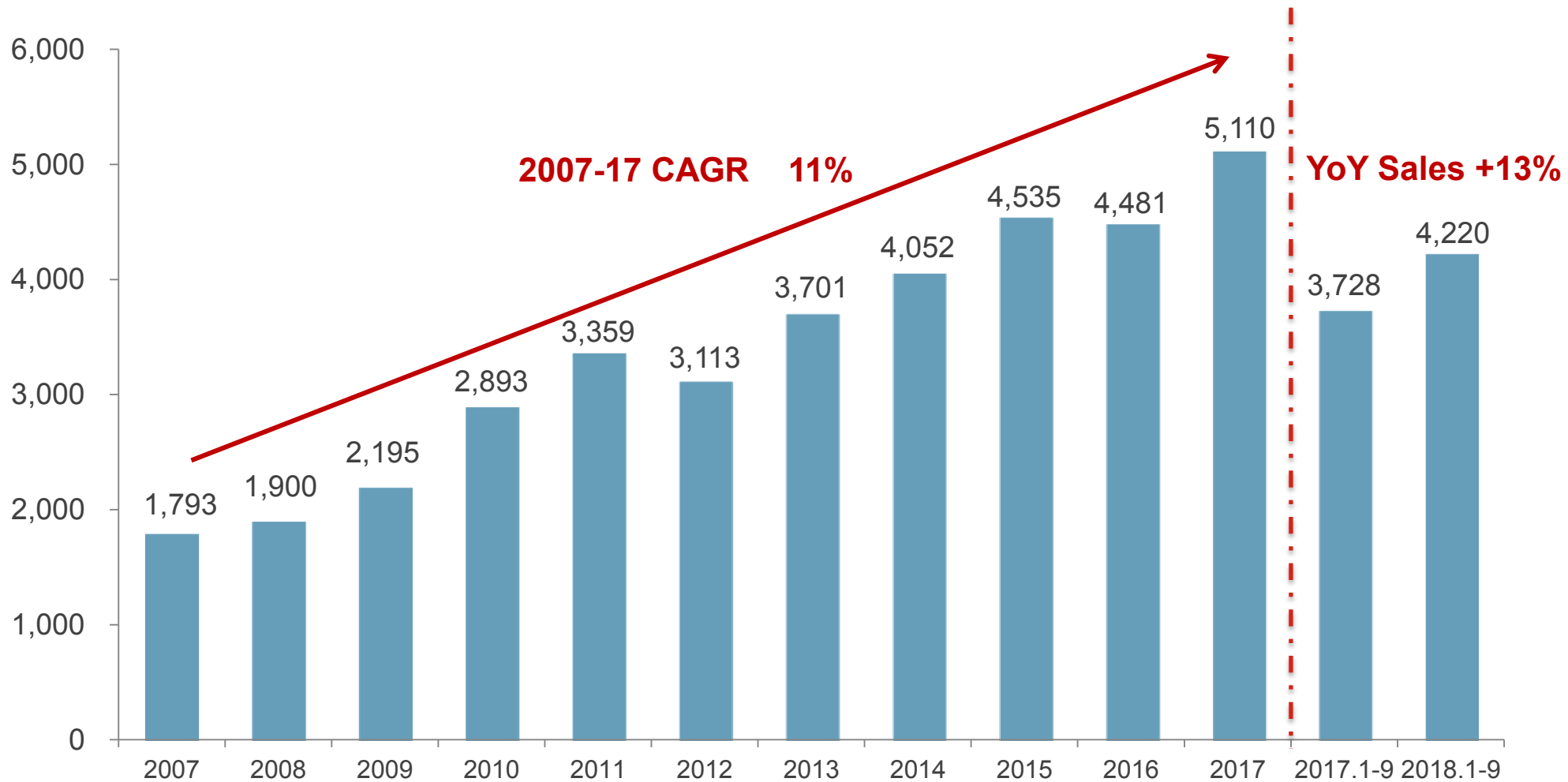
Supor export group sales



A decade of outstanding performances

Cookware sales

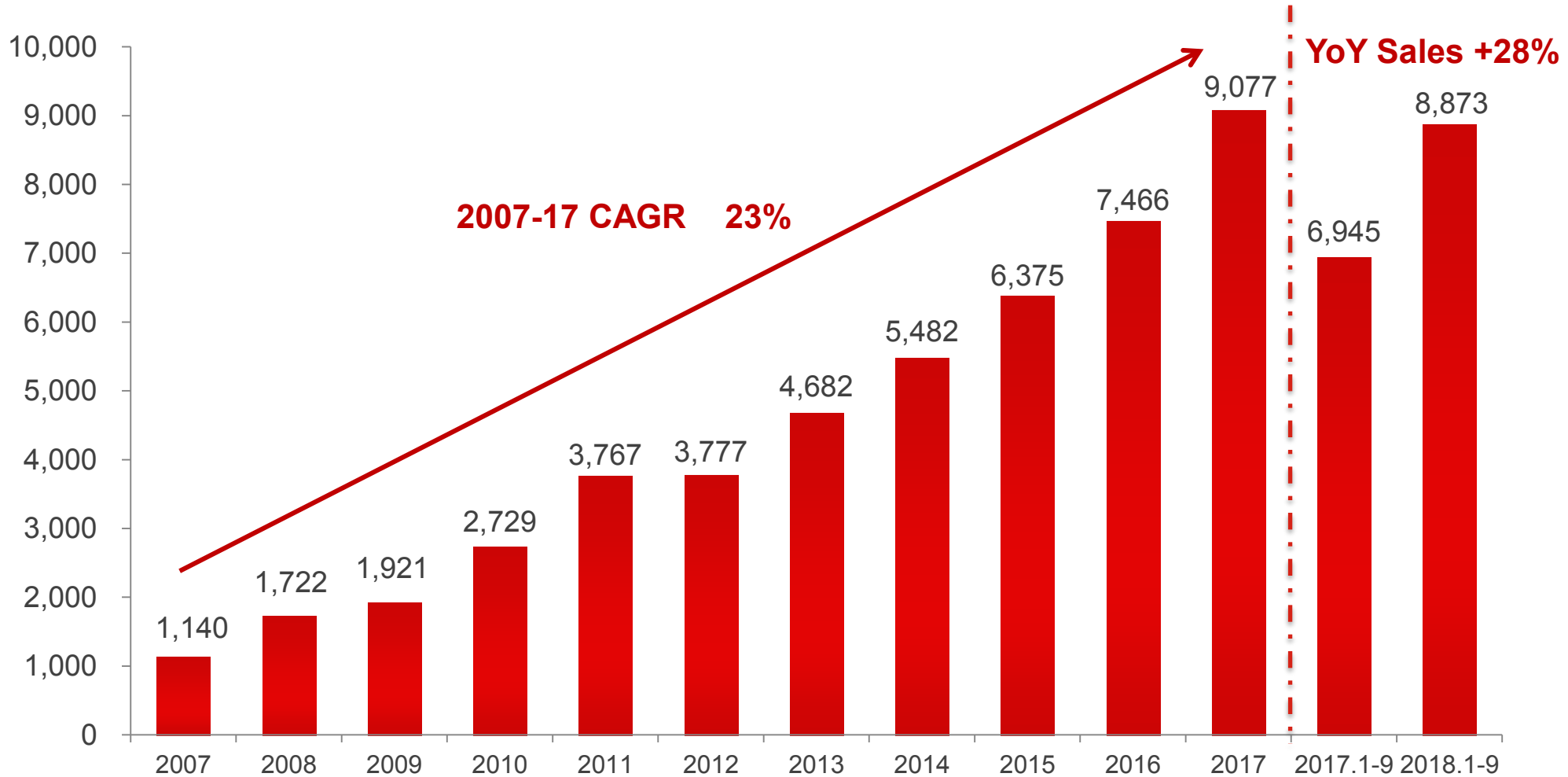
MRMB



A decade of outstanding performances

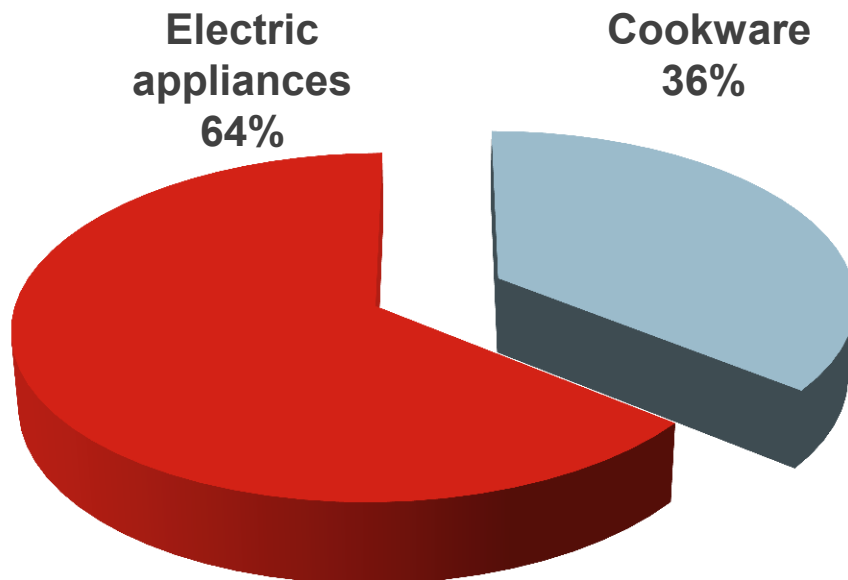
Electric appliance sales

MRMB

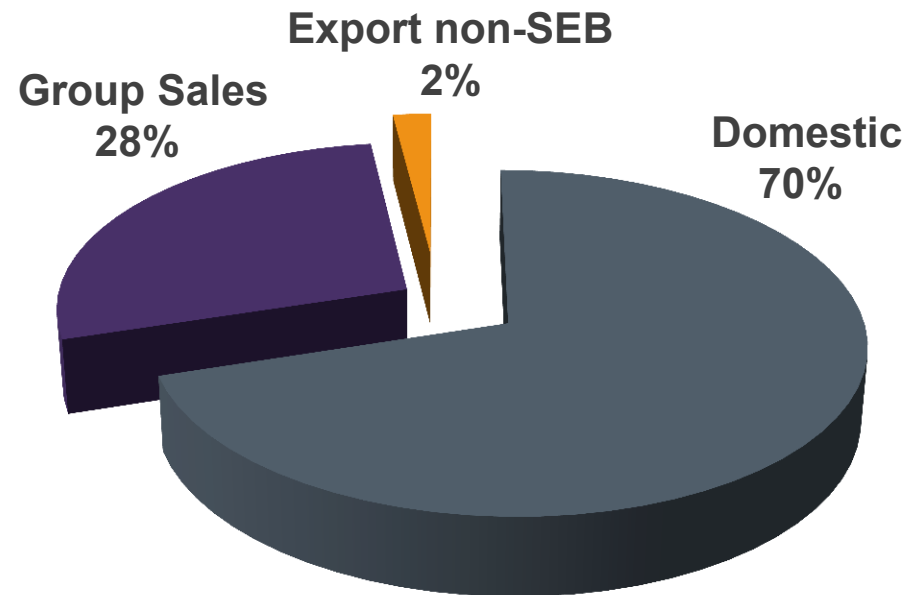


2017 sales breakdown

Sales by Business Unit

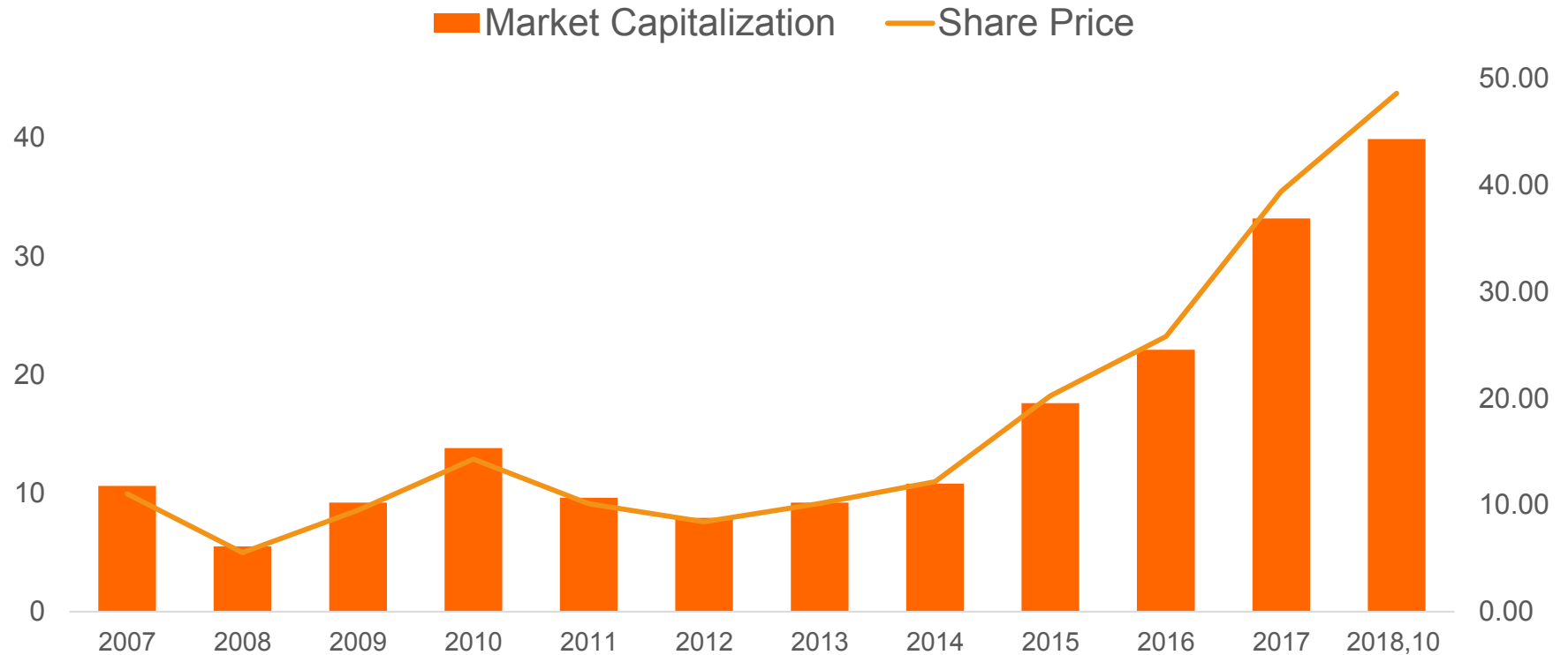


Sales by Business Type



Note: Electric appliances include small kitchen appliances business unit, and large kitchen appliance business unit

2007-2017 market capitalization & share price



	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018.10
Share Price /year-end	11.05	5.53	9.50	14.30	10.11	8.41	10.14	12.19	20.23	25.81	39.43	48.62
Market Cap(BRMB)/ year-end	10.6	5.5	9.2	13.8	9.6	7.9	9.2	10.8	17.6	22.1	33.2	39.9

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4. Main levers



A decade of category expansion in cookware

2007

5 categories in Cookware



1 category in Kitchenware



2017

4 new categories in Cookware



5 new categories in Kitchenware



Leadership market positions in cookware

Wok



Pressure
Cooker



Frypan



Pot



N° 1

Set



Pottery
Pot



Steamer



Strong momentum in kitchenware

Drinkware



Knife



Spatula



Kitchen Tools



Lunch Box

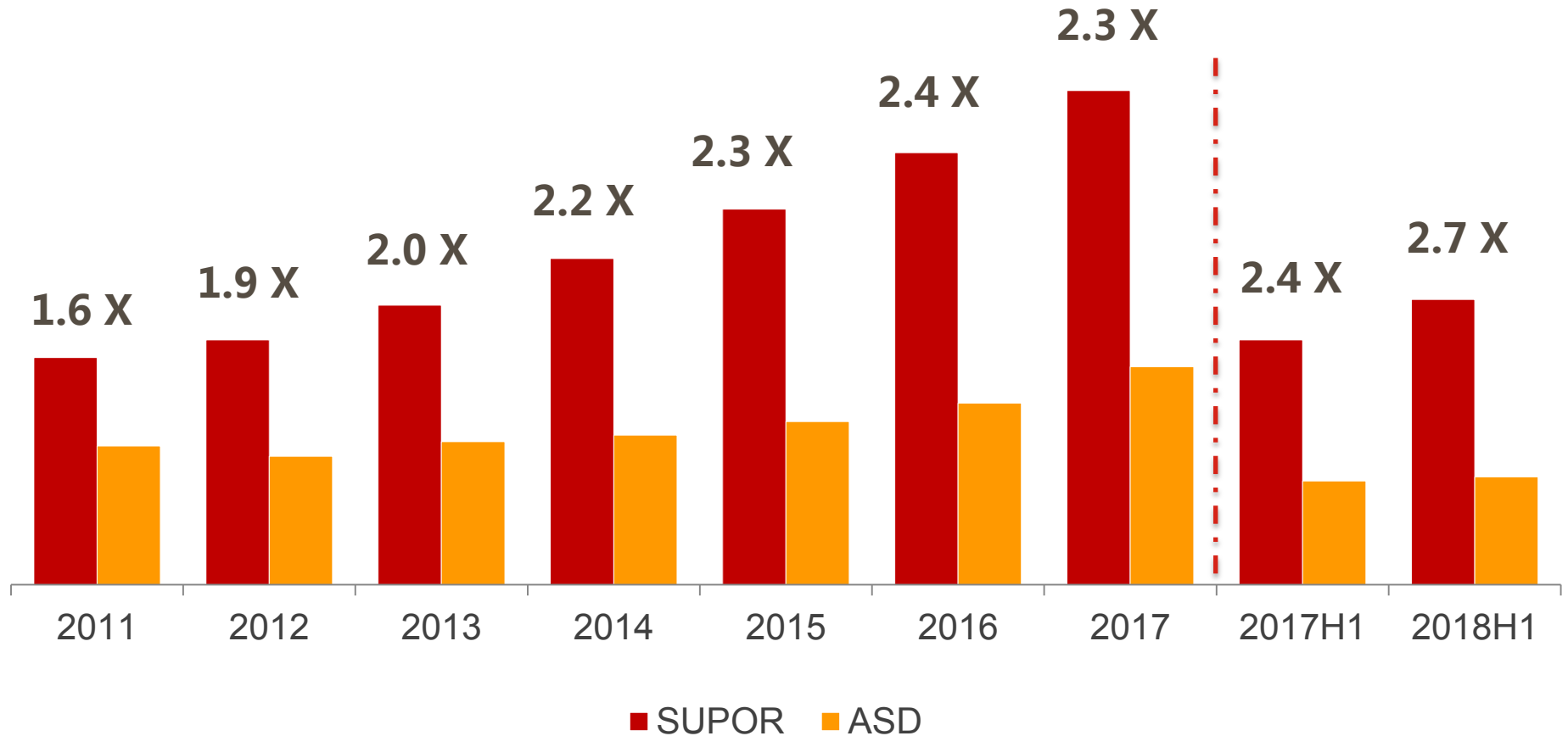


Easy Storage Box



Undisputed cookware market leader

Widening the gap vs ASD



A decade of category expansion in SDA

2007

5 categories in small
Kitchen Electrics



2017

9 new categories in small
Kitchen Electrics



6 new categories in home & linen care
(since 2014)



Outstanding market positions in kitchen electrics

N° 1

Slow
Cooker



Rice
Cooker



N° 2

Electrical
Pressure
Cooker



Induction
Hob



Baking
Pan



Kettle



Blender



Hot
Pot



Soy milk
Maker



N° 3

Sharply strengthened market shares over the 10-year period in Kitchen Electrics

Market Share (2017/2007)	No.1	No.2	No.3	No.4	No.5
RC	Midea	Supor	Joyoung	Panasonic	Philips
	42.71% +3.76%	33.12% +18.11%	12.15% NA	2.78% -4.01%	1.31% +0.09%
IH	Midea	Supor	Joyoung	MAZUBA	Galanz
	50.21% +14.45%	25.06% +14.26%	18.24% +8.22%	0.91% NA	0.60% -4.19%
EPC	Midea	Supor	Joyoung	LUBY	Galanz
	44.62% +3.36%	36.41% +19.43%	13.89% +12.52%	0.61% +0.48%	0.34% NA
Kettle	Midea	Supor	Joyoung	Gelaide	Philips
	40.12% +9.38%	23.25% +20.58%	16.69% +11.92%	3.00% -0.74%	1.74% NA
SMM	Joyoung	Midea	Supor	Philips	ASD
	63.59% -29.06%	20.10% +20.01%	14.82% NA	0.42% NA	0.22% NA
5 in Total	Midea	Supor	Joyoung	Panasonic	Philips
	41.69% +8.67%	29.28% +18.69%	19.18% +4.74%	1.14% -0.68%	0.89% +0.56%

Strong momentum for young categories

Garment
Steamer



N° 1

Vacuum
Cleaner



Air Purifier



Iron



Mite
Predator



Lint
Remover



Important inroads in the Large Kitchen Appliance business

Gas Stove



Range Hood



Water Purification & related



Steam Box



Oven



Steam Oven



Sterilizer



1. China macro-economics
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3. Product and market competition
4. **Main levers**



Supor's key success factors

- **Strong and continuous innovation**
- Sustained branding investment
- Strong distribution partnership and retail execution
- Continuously improved competitiveness
- A group of highly motivated and committed people

Strong and continuous innovation



- Solid innovation model adapting to Chinese demand, based on strong local consumer insights
- Over 1,000 new products in 2017
- Average product development cycle – 6 months
- Holds 4,039 patents, out of which 244 are invention patents
- Total 308 R&D engineers
- 384 MRMB R&D spending in 2017

Driving the transformation of wok



Alu Ceramic Fumeless
Wok



Anti-Rust Iron Wok



ThermoSpot Ti Pro Wok

Driving the transformation of rice cookers' inner pot



普通平面加热

第一代
铝合金内胆
2000年前

第二代
不粘内胆
2000年前

第三代
硬氧内胆
2001年

第四代
硬氧不粘内胆
2003

第五代
远红外陶瓷内胆
2005

第六代
聚能不锈钢内胆
2010年前

第七代
金刚陶瓷内胆
2011年

第八代
球釜内胆
2013年

第九代
钛球釜内胆
2016年

第十代
本釜内胆
2018年



传统弧面加热



球面加热



立体环流加热

苏泊尔第十代本釜 内胆全新面世



专注内胆技术20余年
致力于不断引领电饭煲内胆技术变革

Spherical inner pot 1.0

Spherical inner pot 2.0

Cross-fertilization with Groupe SEB



Tefal Thermospot Pan



Red dot as a temperature indicator, letting you know when your pan is preheated to the right temperature



Supor Thermospot Wok

6,700,000 pcs



Control oil temperature to avoid smoke

Transforming a Chinese iconic product into a global success story



Electric Pressure Cooker



Cookeo Multi-Cooker



Supor's key success factors

- Strong and continuous innovation
- **Sustained branding investment**
- Strong distribution partnership and retail execution
- Continuously improved competitiveness
- A group of highly motivated and committed people

Drive brand to be more relevant to younger generation

■ Product packaging upgrade



■ Store image (SI) upgrade



■ New celebrity – Ning Chang



- Famous Taiwan actress
- Good education background and sporty
- To support new category growth : Drinkware, LKA, HPC

Major campaigns in 2017

- Vacuum High-Speed Blender

Integrate 8 mainstream channels

(8 TVs) **TV**

(5 Smart TVs) **OTT**

(31 railway stations)
(5 trains) **OOH**

(3 major video platforms) **OTV**

(Wechat + Feed Ads) **Mobile**

(KOL : Wechat + Weibo) **Social**

(2500+ online&offline stores) **Store**

(3 TV live broadcast) **Tmall 11.11party**

True vacuum, True nutrition
Colors can never lie

Spread to **614M+** people



+ 259%

HSB sales value
2017FY YoY

605K units

HSB Sales Volume
2017FY

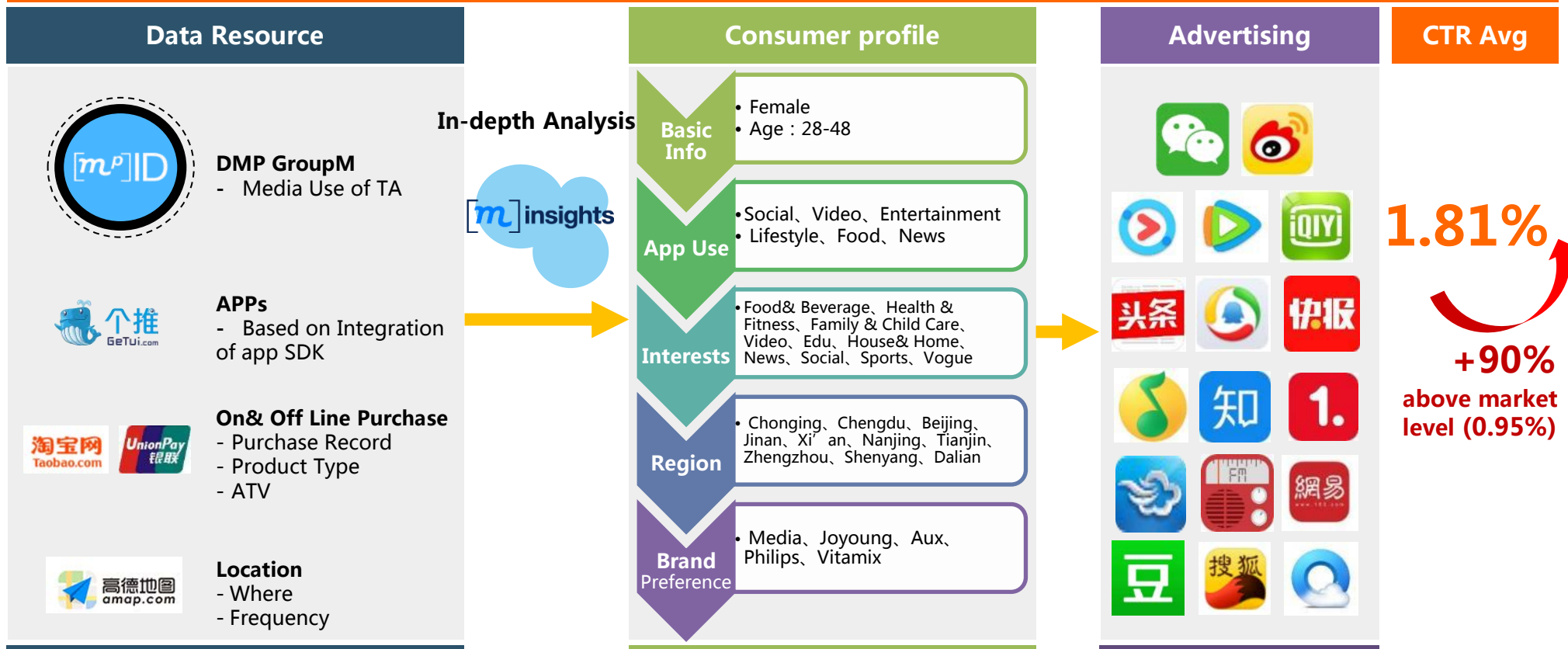
- First time to integrate 4 platforms (Tmall, JD, Suning, Gome) to exchange resources
- First time to advertise on Tmall 11.11 evening party



Major digital campaign in 2018

- Low noise High-Speed Blender

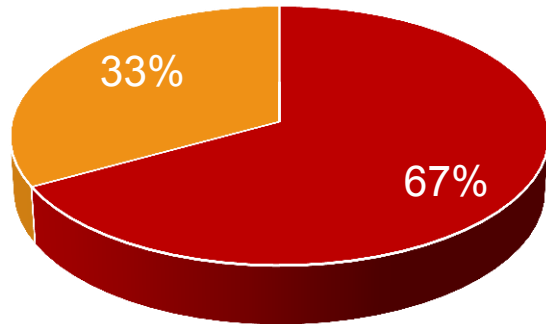
Data Marketing Practice of SUPOR Low Noise High-Speed Blender: Increase 90% CTR (in Market) by Focusing TA through Programmatic Buying



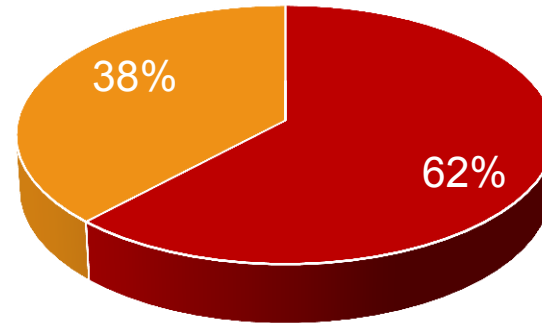
Notes : Programmatic Buying Data in Silent High-Speed Blender Project, Oct 15- 21, 2018 , (Only 7 days Data, FYI)

Supor's media spending going digital to drive relevancy and efficiency

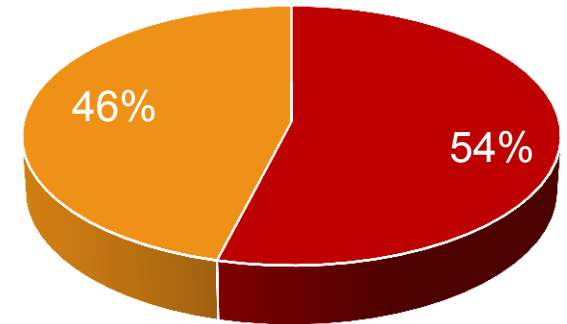
2015



2016



2017

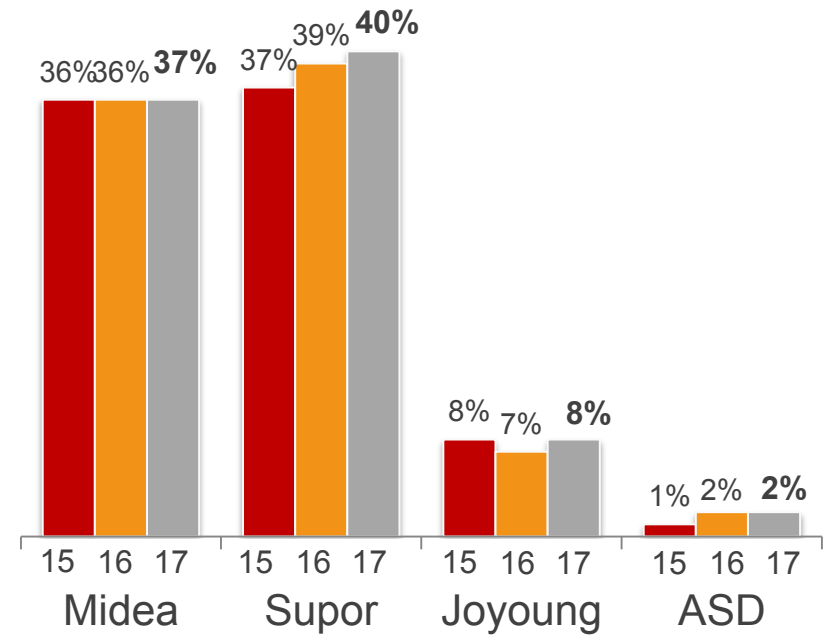
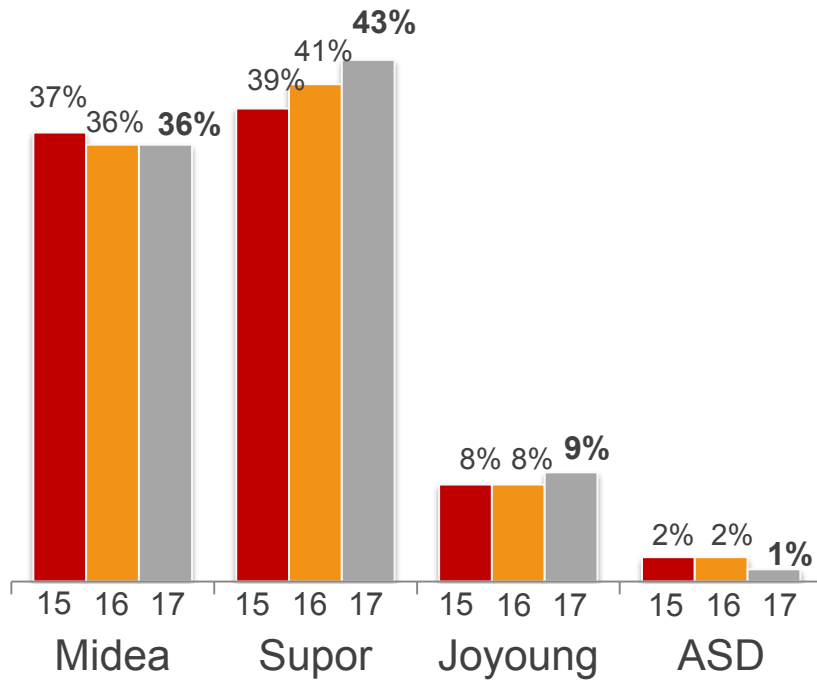


■ TV ■ Digital

Supor, the Chinese consumers' favorite kitchen brand

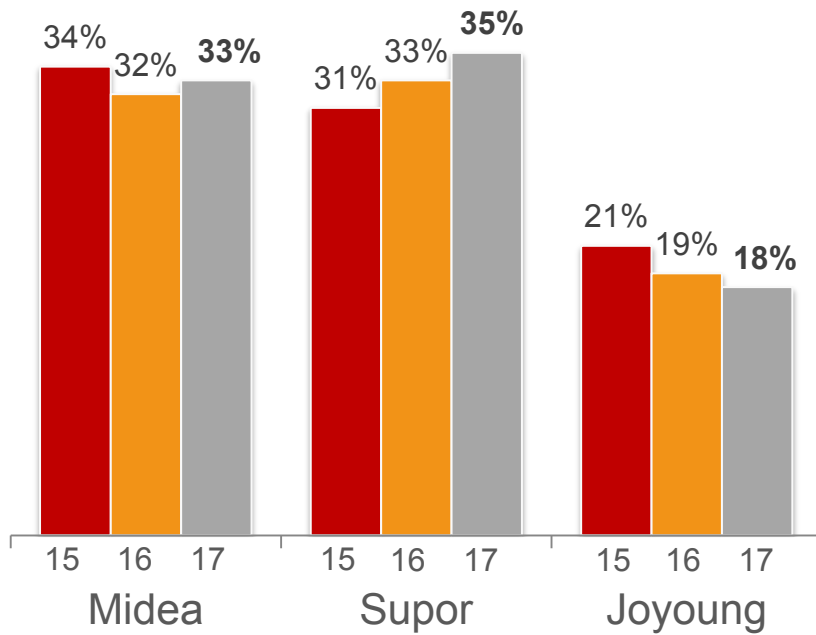
■ Unaided awareness: Supor ranking #1, ahead of Midea by 7 pts

■ Brand preference: Supor ranking #1, ahead of Midea by 3 pts

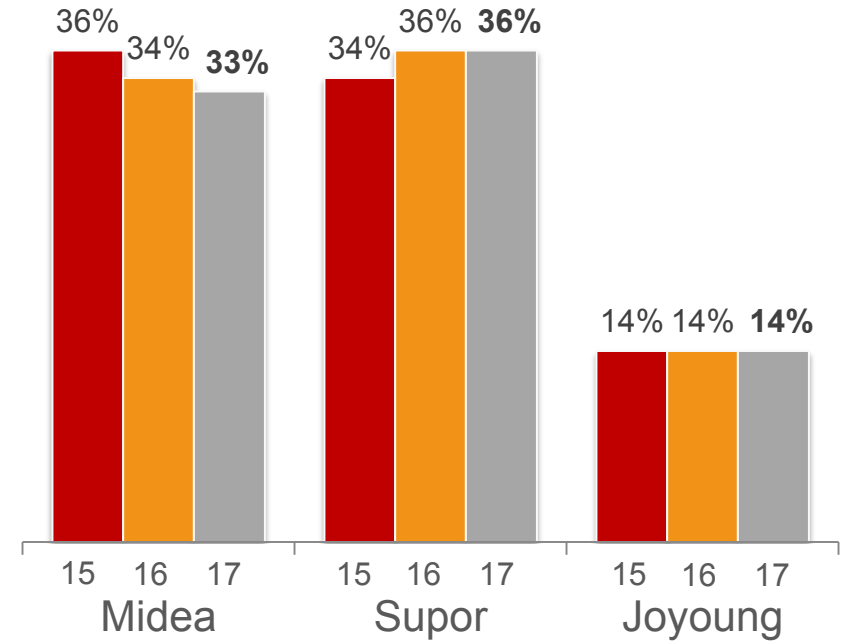


Supor, the Chinese consumers' favorite brand in kitchen electrics

■ Unaided awareness: Supor ranking #1 ahead of Midea by 2 pts



■ Brand preference: Supor ranking #1 ahead of Midea by 3 pts



Supor' key success factors

- Strong and continuous innovation
- Sustained branding investment
- **Strong distribution partnership and retail execution**
- Continuously improved competitiveness
- A group of highly motivated and committed people

Extensive distribution channels

- Easy to reach

More than **300** distributors all over China

More than **60,000** retail points, covering 100% county cities



SUPOR – the strategic partner with mainstream e-commerce platforms like **Tmall, JD and Suning.**



Extensive presence on the Chinese territory via Supor Life stores

Map of Life stores nationwide



■ Life store

- Community store in city and county town
- Brand “showroom”, sales, service, and experience center

■ First store opened in May, 2006

■ Owned by individuals

■ Total 670 exclusive Life stores in China in 2017



Supor key success factors

- Strong and continuous innovation
- Sustained branding investment
- Strong distribution partnership and retail execution
- **Continuously improved competitiveness**
- A group of highly motivated and committed people

Overview of Supor's manufacturing sites



Supor's industrial sites – Facts and figures

Cookware:

Production volumes 2017: 59 MPCS



YUHUAN Site:
Year:1994
Fields: 118,180 m²
Employee: 1,947



WUHAN Site:
Year:2005
Fields: 201,094 m²
Employee: 1,843



VIETNAM Site:
Year:2008
Fields: 73,890 m²
Employee: 424

SDA

Production volumes 2017: 47 MPCS



HANGZHOU Site:
Year:2004
Fields: 66,000 m²
Employee: 2,256



SHAOXING Site:
Year:2009
Fields: 420,985 m²
Employee: 4,220

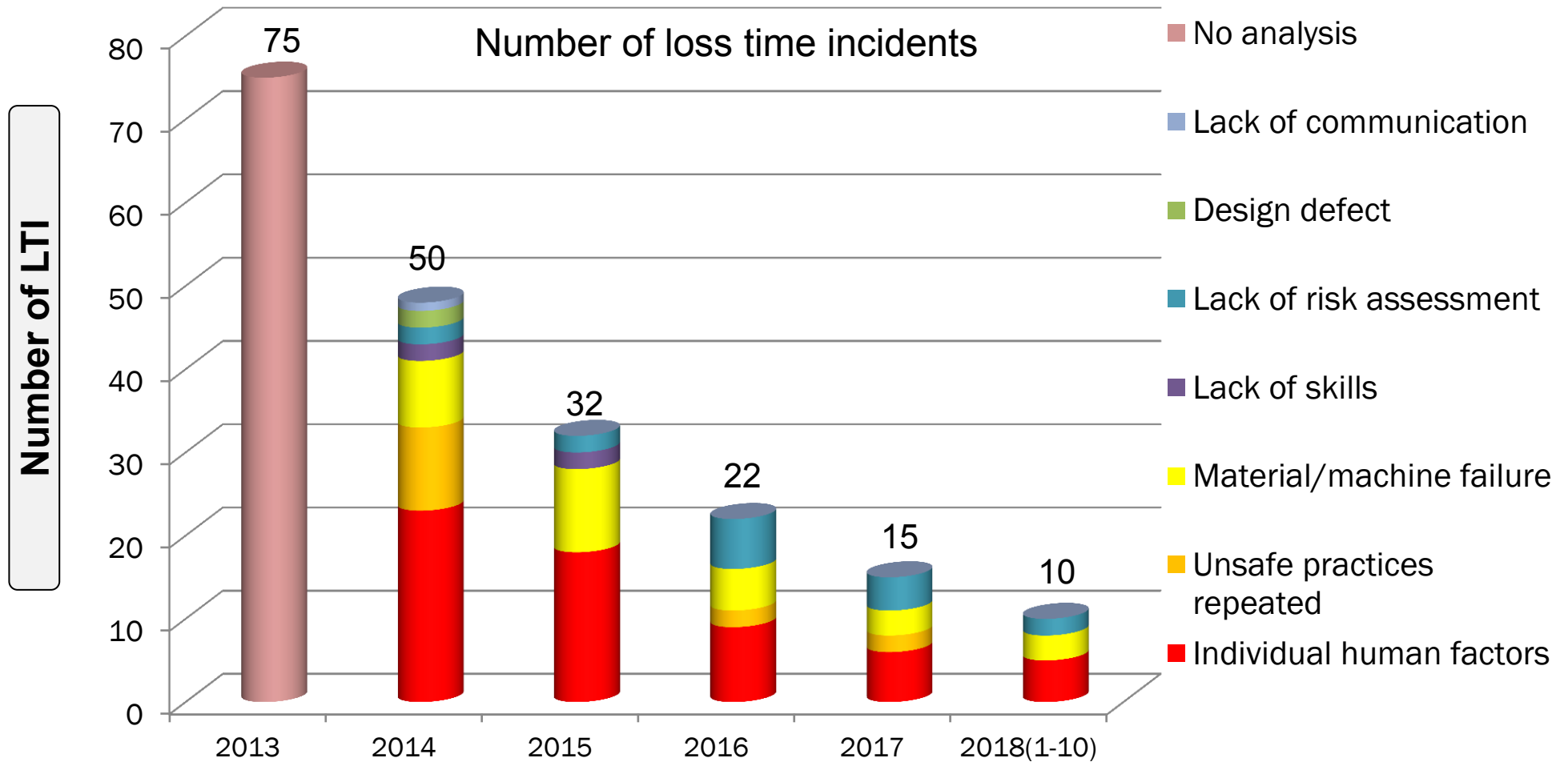


SSEAC Site:
Year:2017
Fields: 28,000 m²
Employee: 504

August 2009



Focus on industry safety



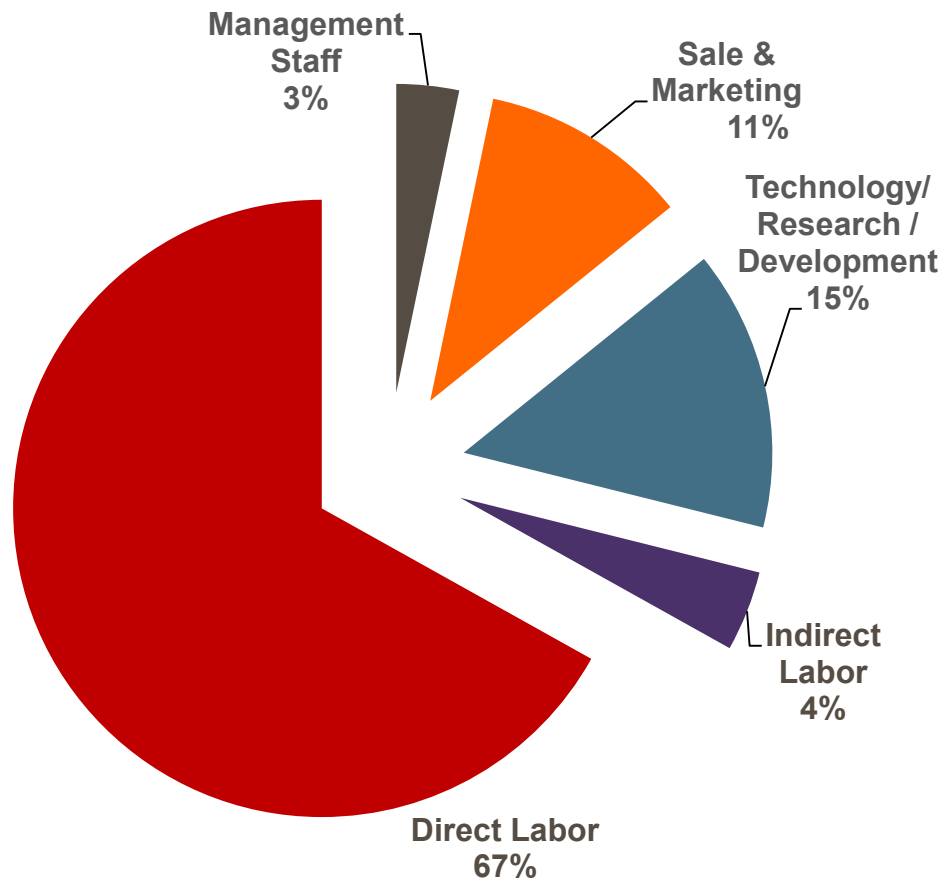
Supor key success factors

- Strong and continuous innovation
- Sustained branding investment
- Strong distribution partnership and retail execution
- Maintaining competitiveness through continuous improvement
- **A group of highly motivated and committed people**

Highly motivated and committed people

“Need pressure, not afraid of pressure, conquer pressure”

Total staff: 12,362



- 64% Male vs 36% Female
- Average age: 32
- 11% University Graduates
- 271 Gold Medal and 1034 Silver Medal employees

Supor, the story goes on: continued solid momentum

Ambitions

- Continue to capture Chinese market's brisk dynamic
- Enhance Supor's status of strong industrial base for the Group
- Become a Marketing and R&D competence center for Asia



Priorities

- Innovation
- Continued expansion in Tier 3-4 cities
- Ongoing development in new categories
- Capitalization on the online expertise
- More categories' transfer to tap into competence production advantage
- Startup with specific categories





Thank You



INVESTOR DAYS – 21-23 Nov, 2018

INNOVATION PRESENTATION
Walson WANG

SUPOR 苏泊尔

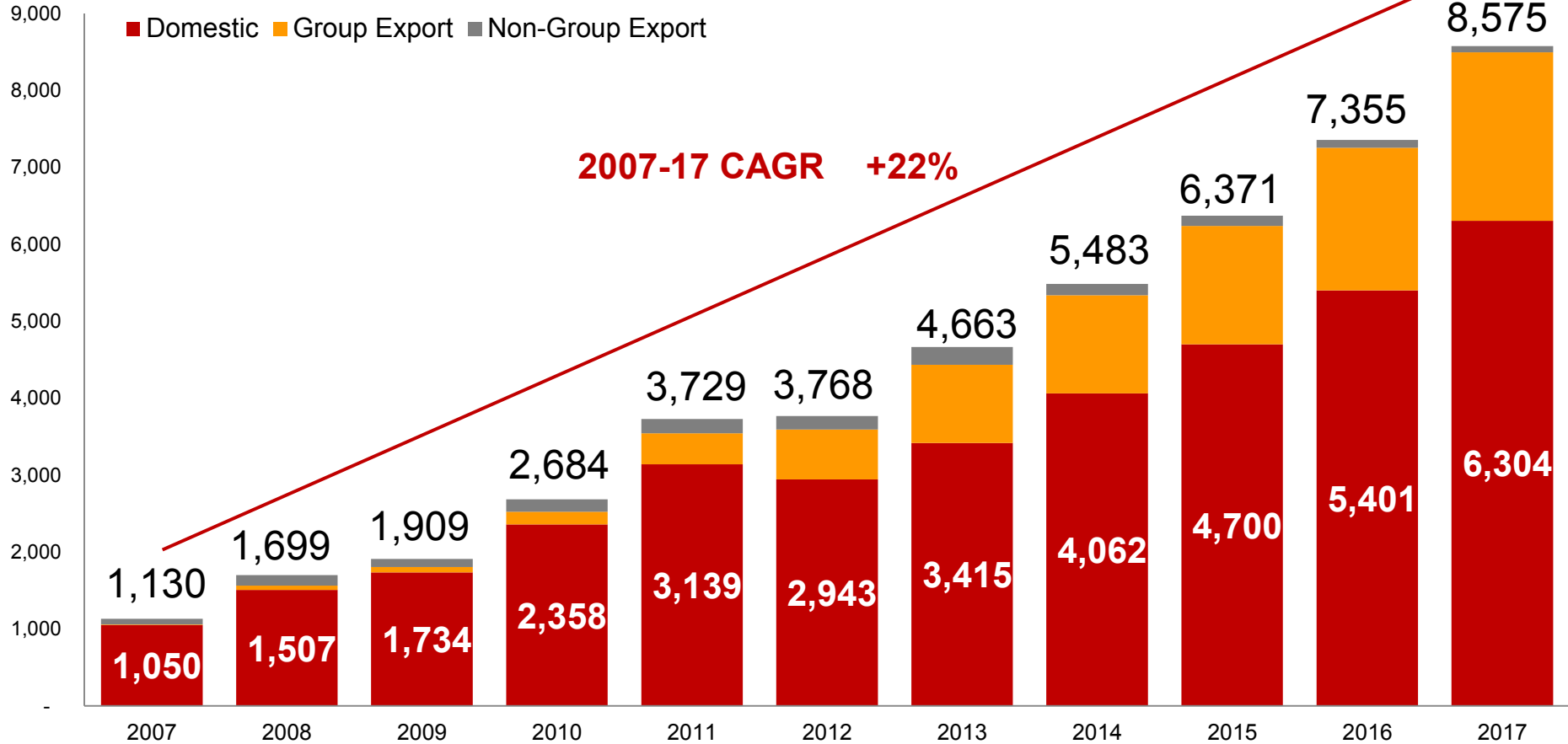
1. **SDA market**
2. Rice-cooker
3. More innovative products
4. Conclusion





Robust Supor SDA business growth

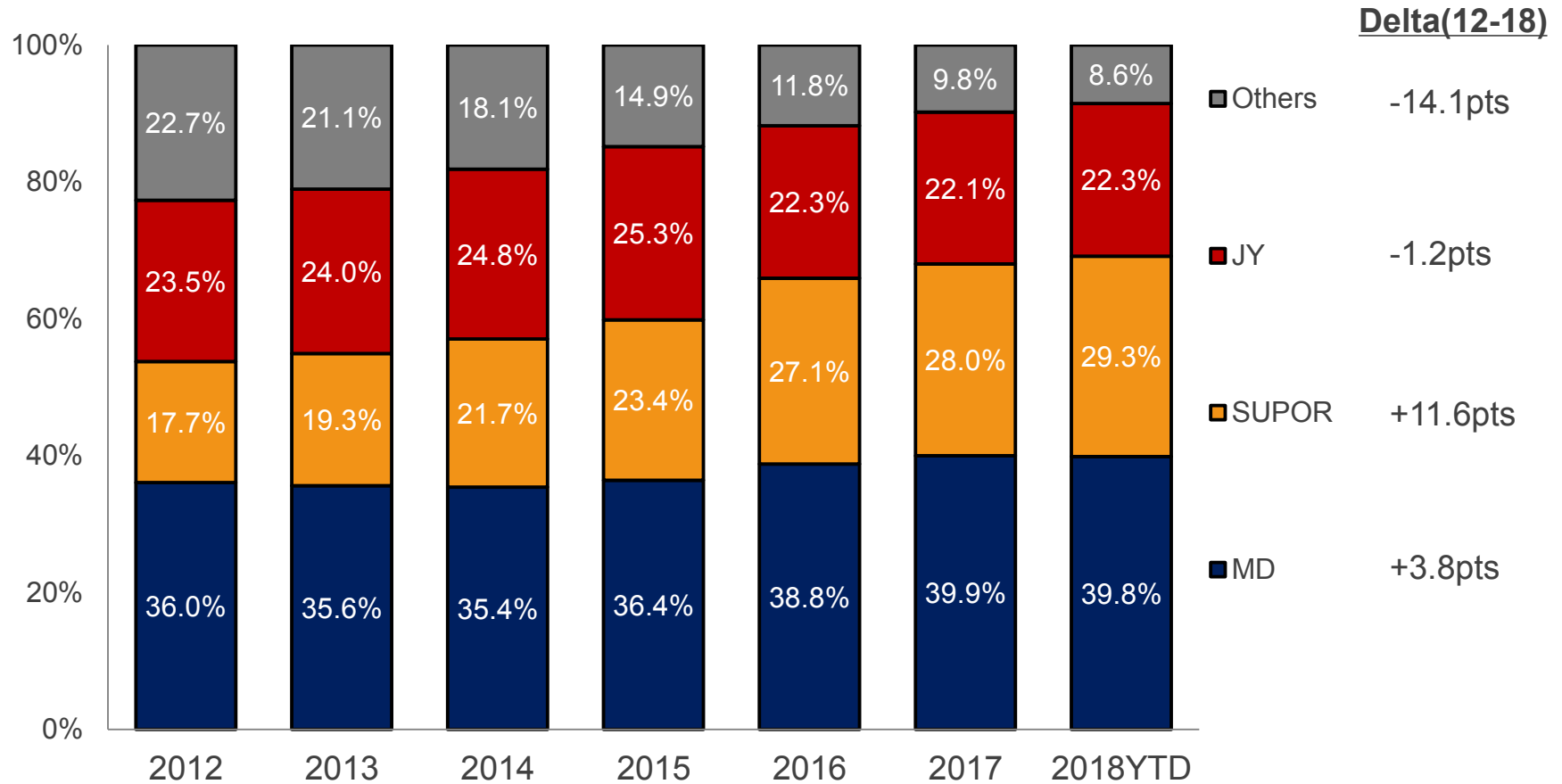
Sales (M RMB)



Organic Growth*	+49%	+50%	+12%	+41%	+39%	+1%	+24%	+18%	+16%	+15%	+17%
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Strong momentum in offline market

CHINA SDA Offline Market Share



Source: CMM 2012-2018.9YTD

Outstanding market positions in large categories

N° 1



33%



N° 2



25%



26%



34%



37%



28%

N° 3



26%



26%



16%

SDA business development roadmap

Start SDA, and enter into more new categories

Product innovation & differentiation

SDA



New categories



HPC



2002



2008



2014



6

SDA key success factors on innovation

- **Dedicated consumer insight**
- **Full patent protection on innovation**
- **Sustained investments in R&D**
- **Strong innovation pool and research process**
- **Efficient innovation system**
- **Cross-fertilization with Groupe SEB**

Consumer insight - leverage on Chinese traditional cooking intelligence into innovative products

■ Team



Food sensory evaluation expert
Institut National Supérieur des
Sciences Agronomiques

■ Process

- Period: 24-month follow-up
- Panel: 40 families nationwide
- Forum: 100 times with communities & experts
- Test: >1000 consumers tasting



- Define what is the best rice

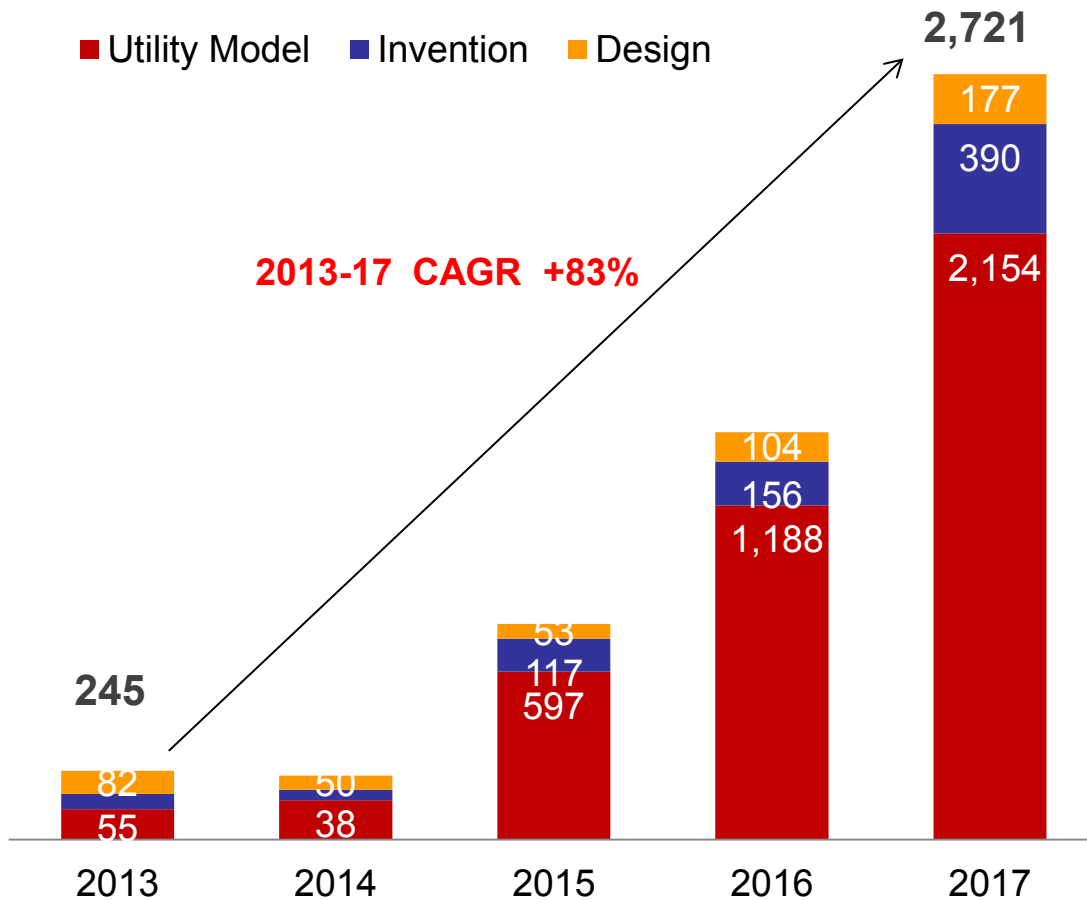


- The key factor of cooking best rice is inner pot



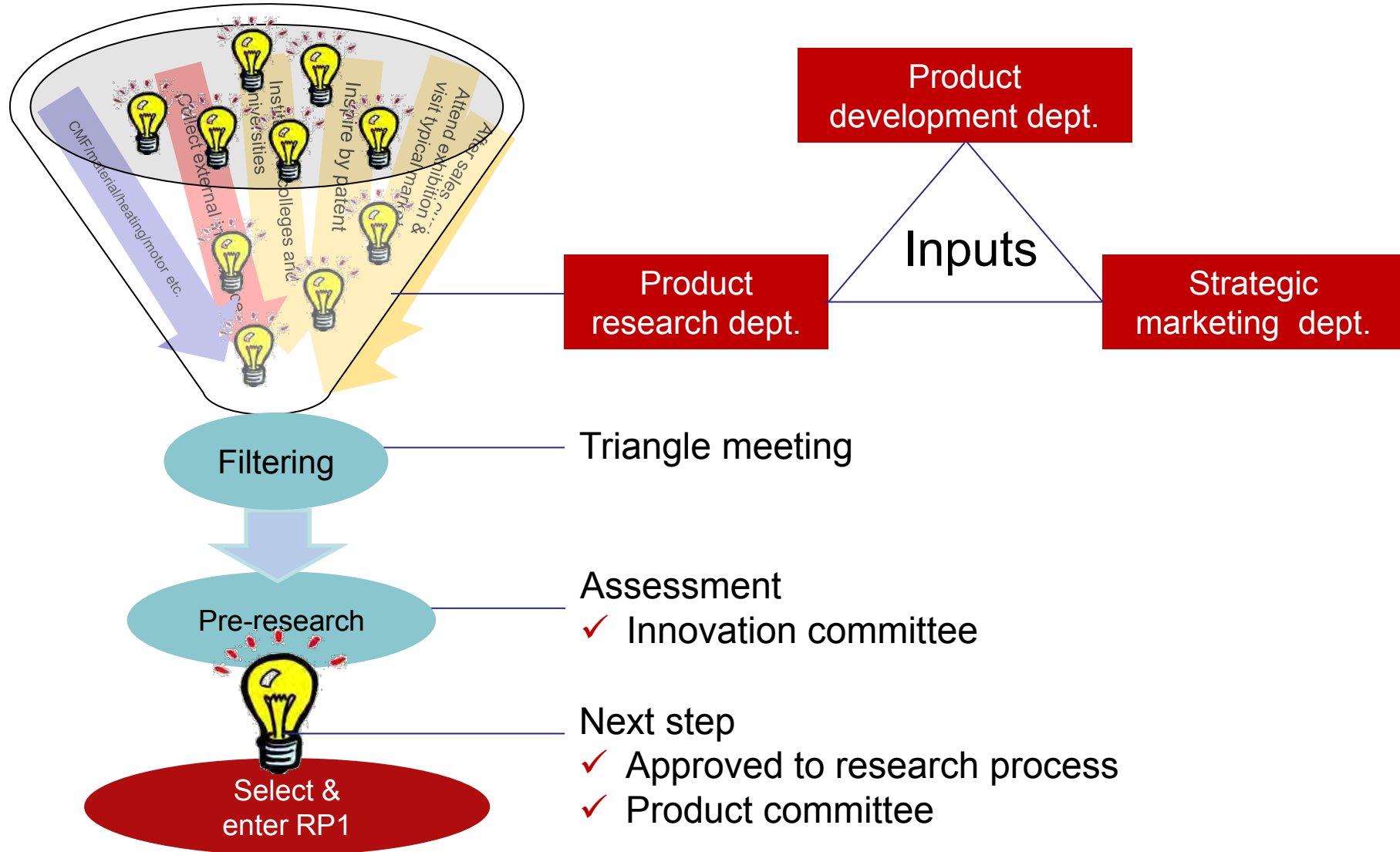
Robust patent application

Patent Application Quantity

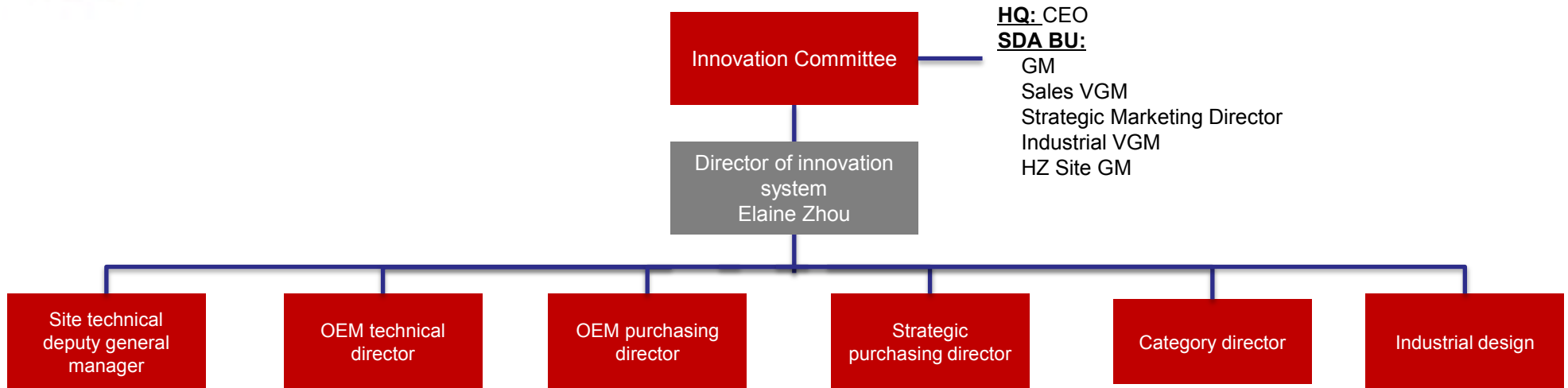


- Patent risk control and innovation protection through the whole product life cycle
- Patent mining and layout to create patent pool
- Combination of Trademark, copyright and different types of patents to protection products

Strong innovation pool

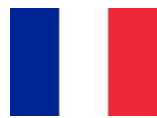


SDA innovation system organization



- Improve and optimize the process of innovation system.
- Establish innovation evaluation system, rewards system.
- Allocate internal and external innovation resources.
- Coordinate innovation projects.

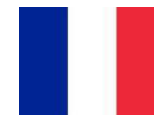
Cross-fertilization with Groupe SEB



Soup & Co



Soymilk Maker



Easy Soup



*More compact,
easier to clean and ...*

€199

€99

1. SDA market
2. **Rice-cooker**
3. More innovative products
4. Conclusion



SDA innovation example - rice cooker

- Current market evaluation – Why need a new rice cooker inner pot
- Consumer insight of Chinese cooker – How develop a new inner pot
- Benefits from the rice cooker innovation – What achieved

Constant technological product upgrade to meet consumers' upmarket needs



China RC market development stages





Rice cooker inner pot evolution



Flat Surface Heating



Traditional Dome Heating



Spherical Heating



3D Heating



1st Gen

Aluminum Alloy



2nd Gen

AA Non-Stick



3rd Gen

Hard Anodized AA



4th Gen

Hard Anodized Non-Stick AA



5th Gen

Ceramic



6th Gen

Steel + Aluminum Composite Stainless Steel



7th Gen

Ceramic 2.0



8th Gen

Spherical Pot



9th Gen

Titanized Spherical Pot



10th Gen

Shallow Spherical Pot

Before 2000

2001

2003

2005

2010

2011

2013

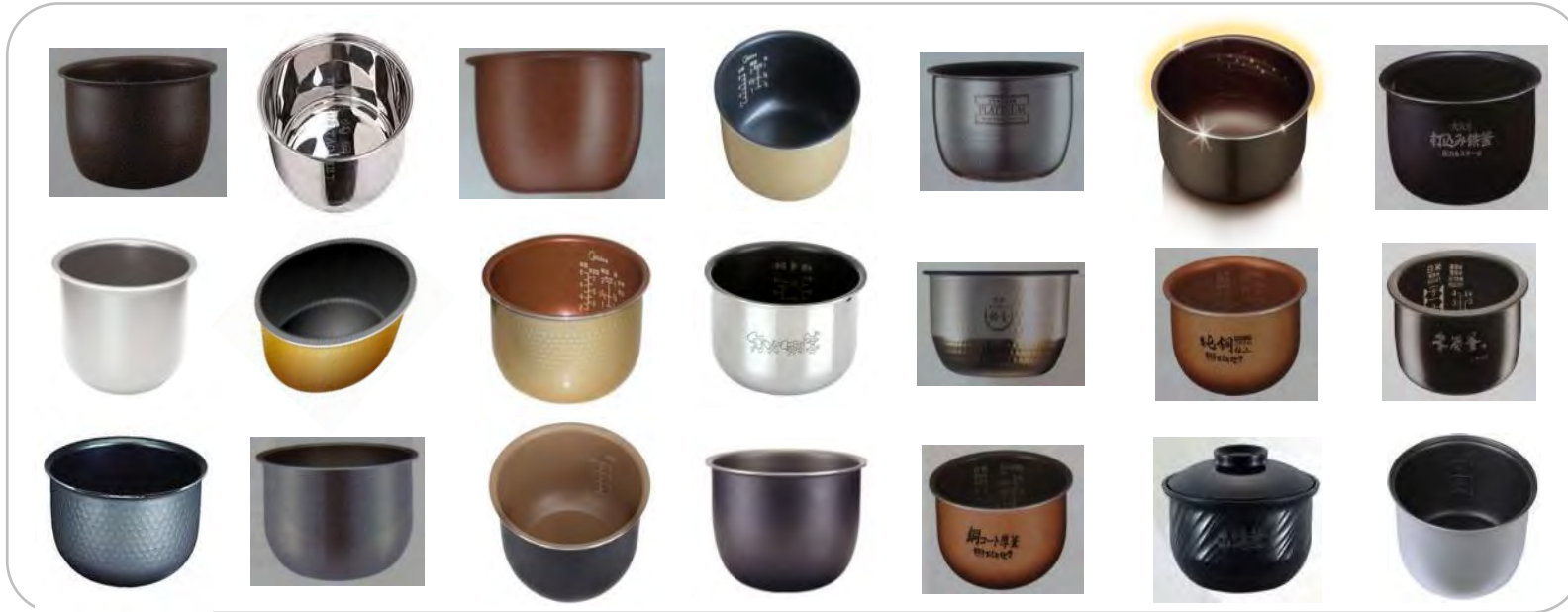
2016

2018



Consumer insight - Why spherical inner pot

Inner pot in market



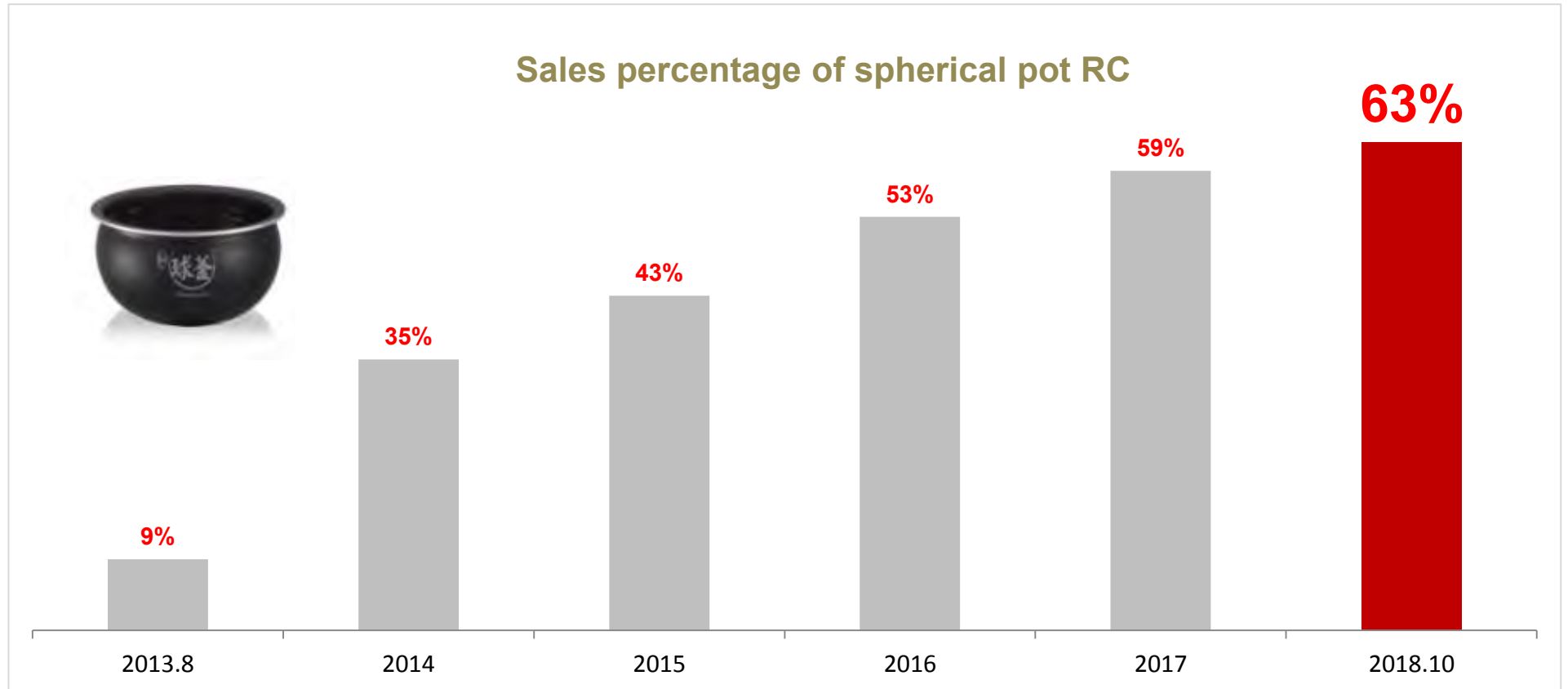
How to develop a new inner pot, based on traditional rice cooking



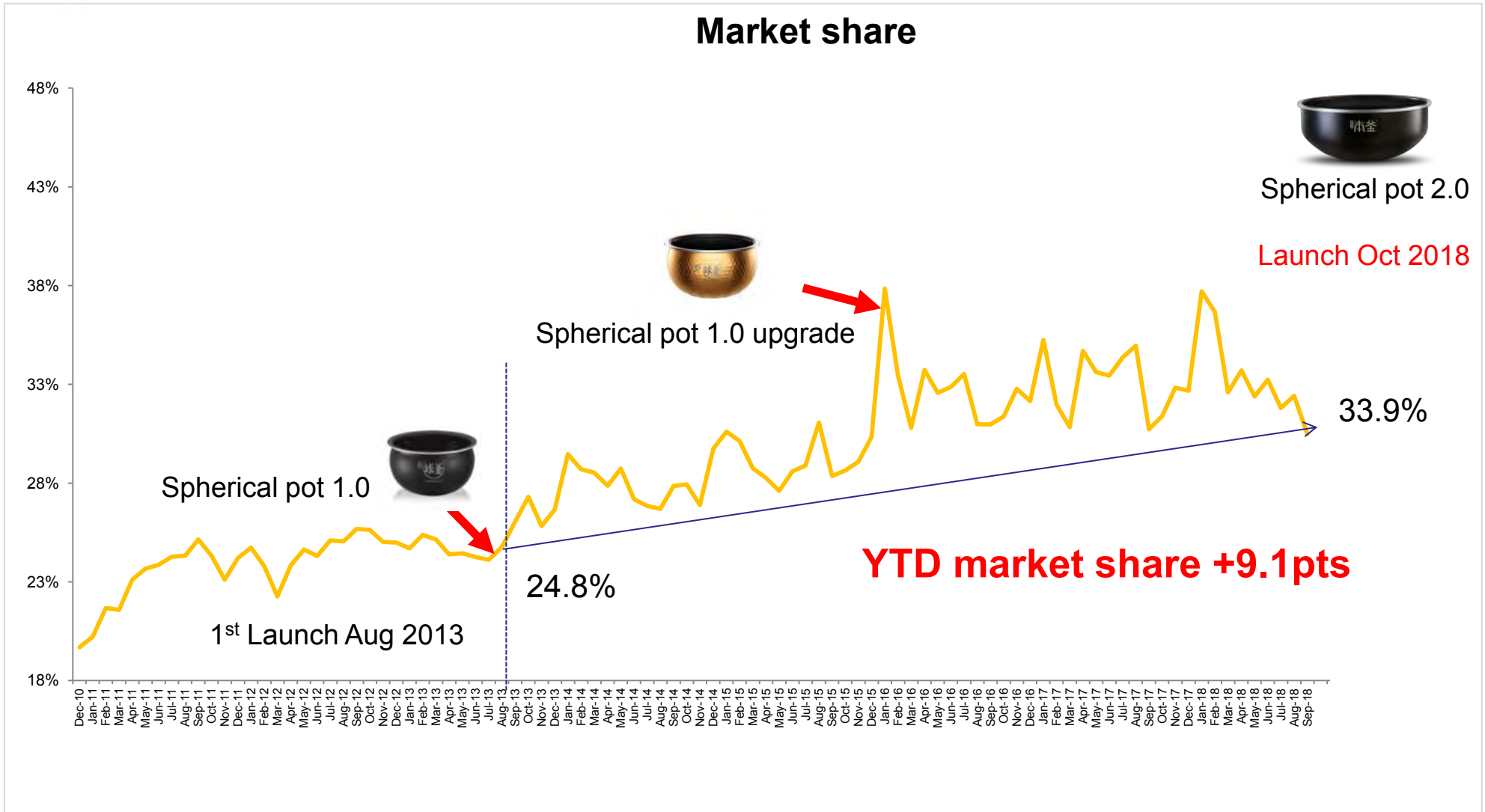
New inner pot



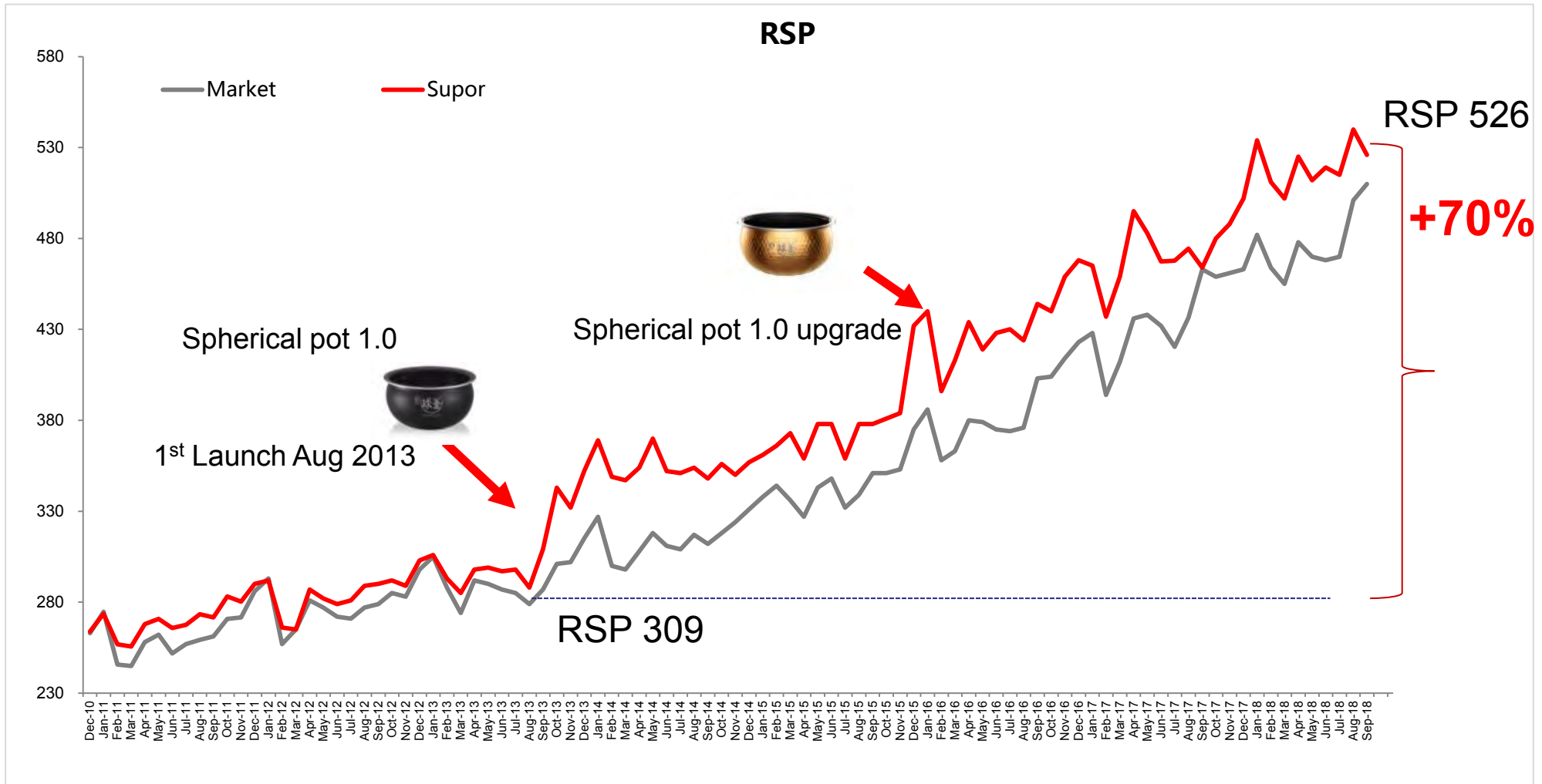
Spherical pot RC as a key growth driver...



... leading to strong market share gains...



... and improved average retail price



1. SDA market
2. Rice-cooker
3. **More innovative products**
4. Conclusion



More innovative products - KE



First Silent High speed blender



First Digital LED display kettle



Dual pressure valve Fresh Breath EPC



Anti-overflow IH



First anti-overflow health pot

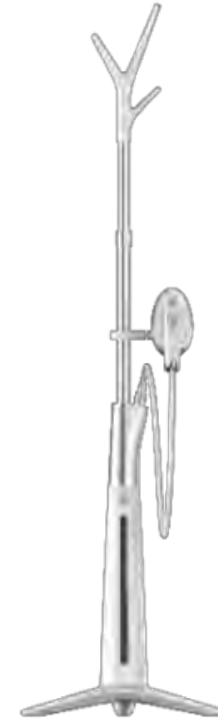
More innovative products - HPC



Dust monitor
Mite Remover



Pressure
Garment Steamer



Art design
Garment Steamer

1. SDA market
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Supor, leverage on Chinese traditional cooking intelligence into innovative products

Ambition

- Continue innovation in mature categories
- Develop more new categories
- Optimize Innovation system



Priorities

- Deep dive in consumer insight
- Penetrate into market-segmentation
- Leverage on consumption upgrade
- Enter into emerging categories
- Continue to create product differentiation
- Continue investment on R&D
- Optimize the innovation process to enrich the innovation pool
- Strengthen innovative product protection by patent barrier



Thank You



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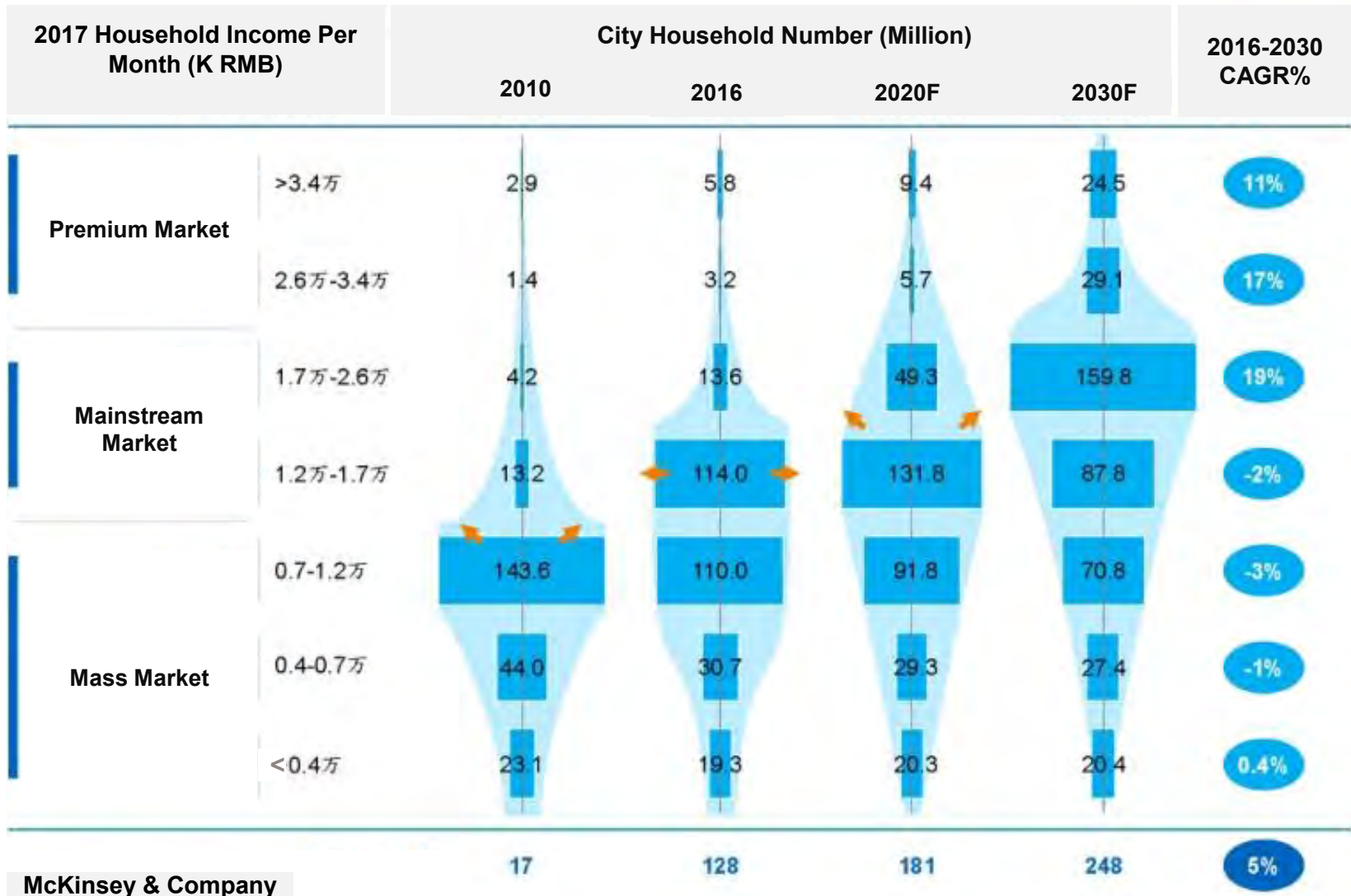
WMF CONSUMER IN CHINA
Jack Pan

SUPOR 苏泊尔

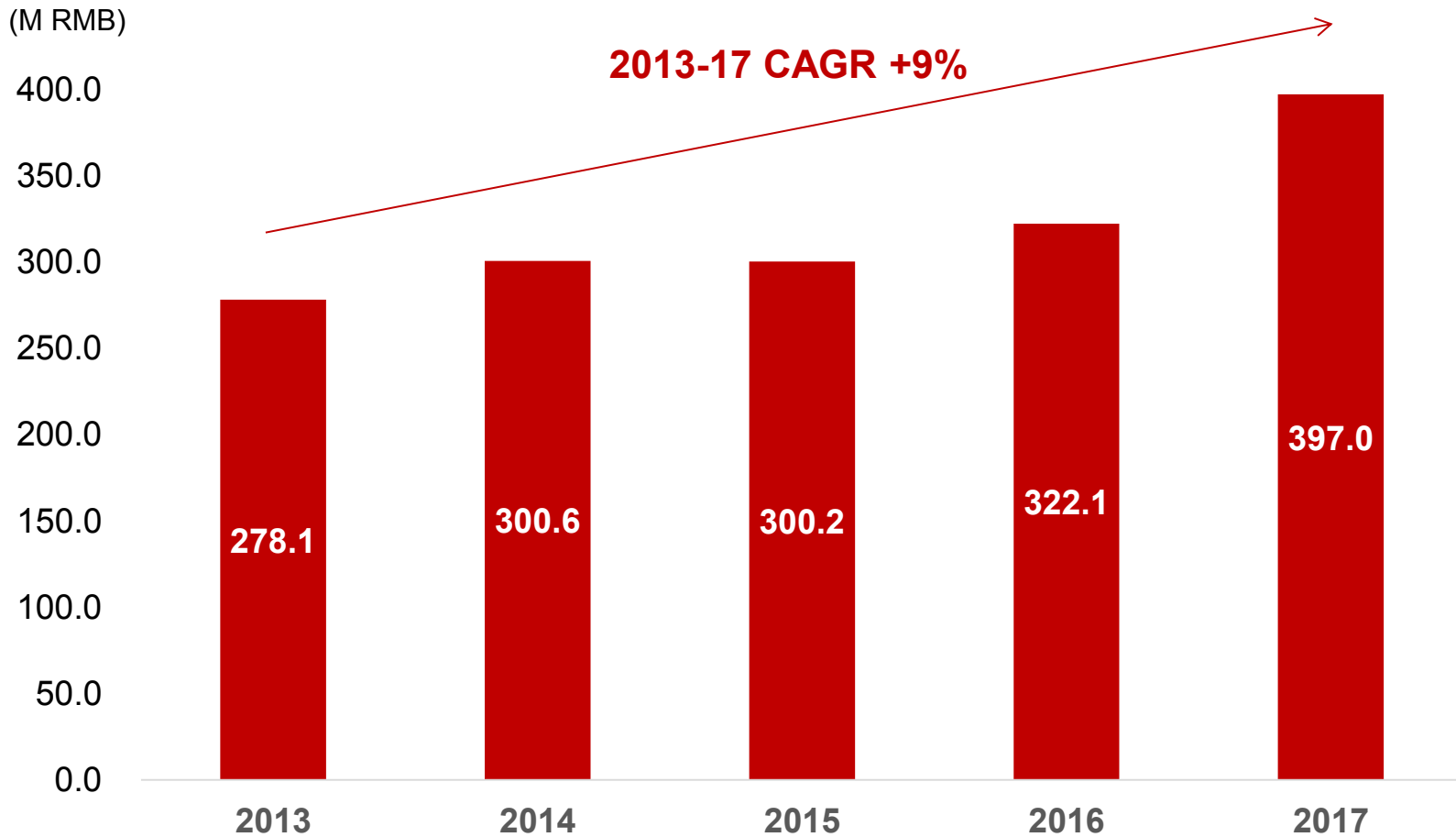
- 1. China premium cookware market**
2. WMF Consumer in China
3. Key priorities



Market upmove driven by the rise of China's middle-class



Robust Chinese premium cookware market



Source: GFK, Premium Cookware Brands Market size, offline, 30 cities in China

Channel diversification of premium market: B2B and ecommerce as key drivers

Department Stores



New Retail Channel



Premium Outlet Villages



Premium Boutique Stores

ecommerce



B2B/BL/TV



1. China premium cookware market
2. **WMF Consumer in China**
3. Key priorities



WMF Consumer China integrated into Supor in 2017



WMF Consumer Goods Co., established, and opened the first self-run retail store



Acquisition of WMF by Groupe SEB



Upgraded WMF retail store image

2010

2016

2018

2011

2017

Began online business, opened WMF TMALL flagship store

WMF China Integrated into Supor. Honored Germany's No.1 brand in homewares by Euromonitor

Aligned business model on Supor



SUPOR 苏泊尔



Main product milestones



2010

Started with 4 moment product lines (preparing, cooking, drinking & dining)

2011

Launched NATURamic range

2016

Launched SDA

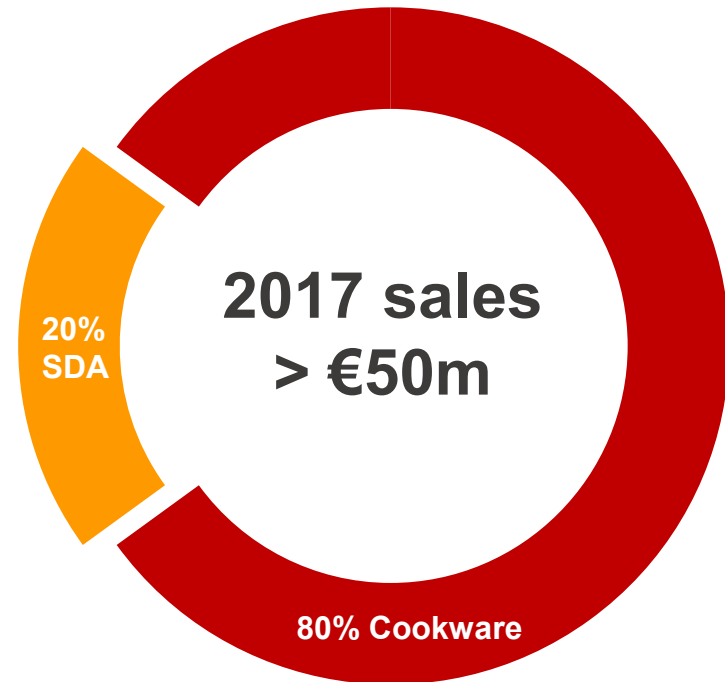
2017

Launched local for local new products (e.g. Chinese woks)

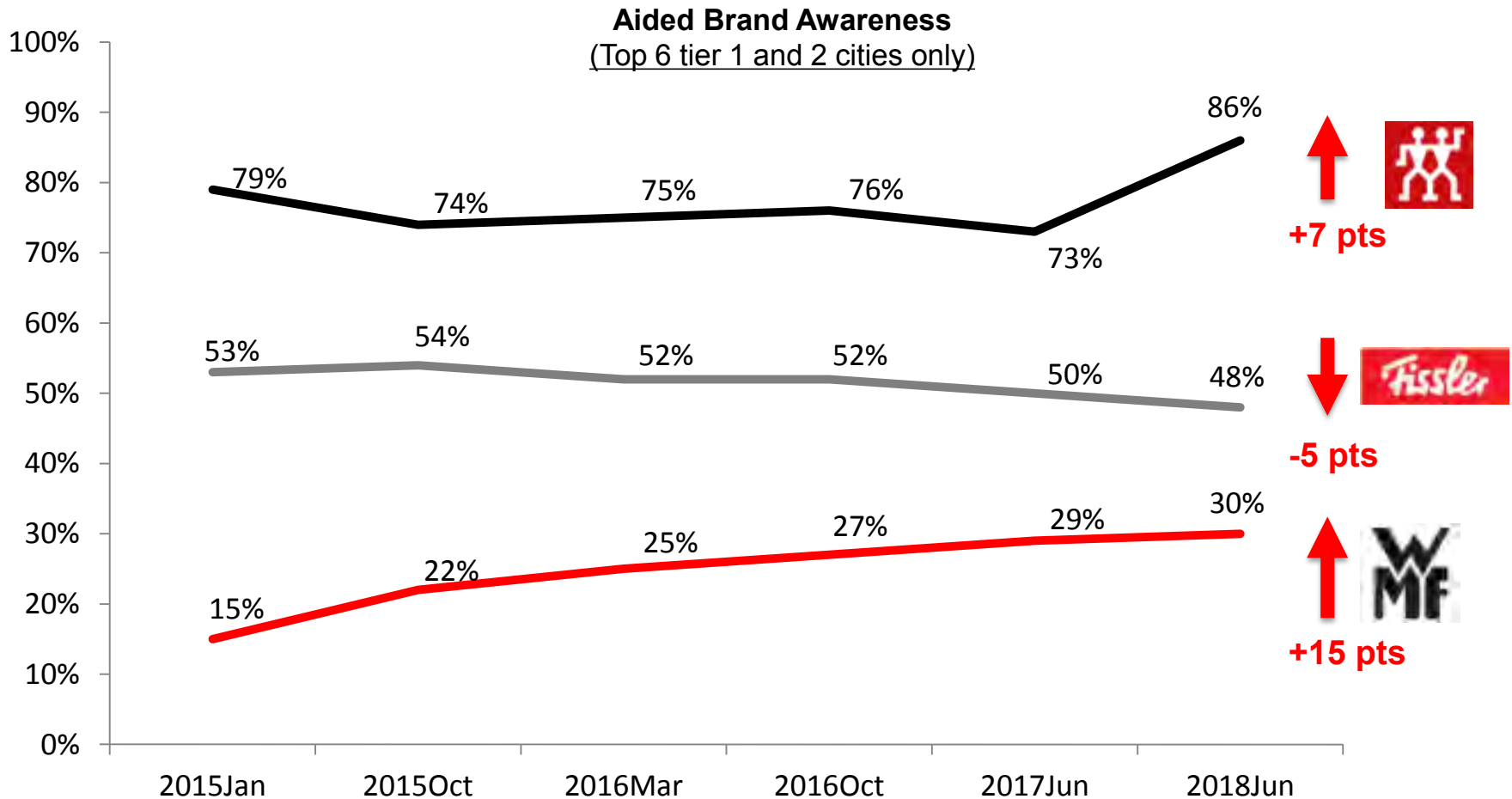
2018

Launch insulation jugs and mugs

Cookware-focused portfolio, gradually diversifying



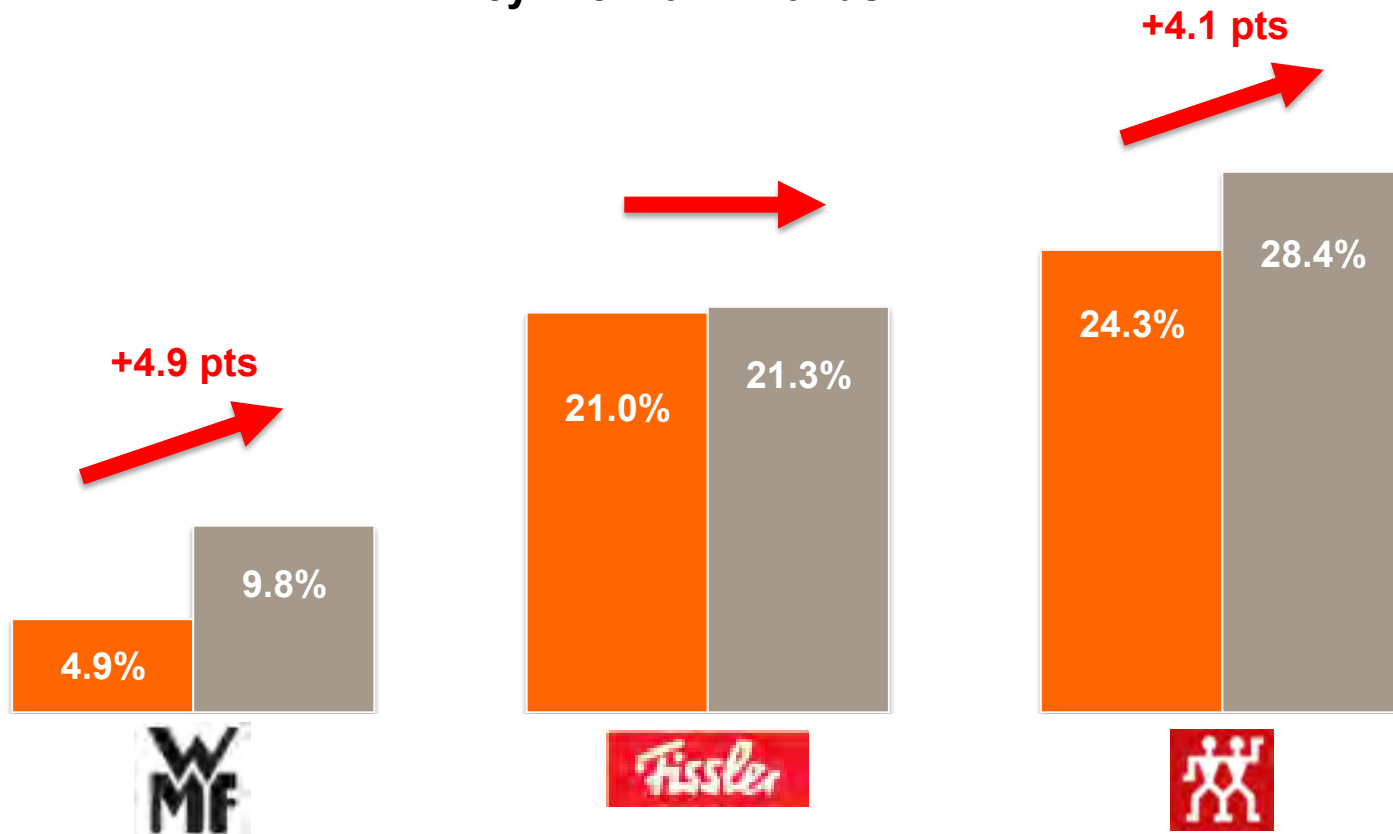
Sustained growth momentum in WMF brand awareness



Source: Consumer Survey conducted by third party agent; n=1200 in 6 tier 1 and 2 cities (Beijing, Shanghai, Guangzhou, Chongqing, Wuhan, Nanjing); respondents with minimum household income of RMB 10,000 and RMB 15,000 for tier 1 and 2 cities respectively

Solid Offline market share growth

GFK 2013-2018 YTD Premium Market Share (30 Cities)
– Key Premium Brands



Retail store layout in 2018



The First Retail Store opened in Shanghai in 2010

Business model change
 Improve **retail store** productivity
 Prioritizing and accelerating growth in **ecommerce and B2B**

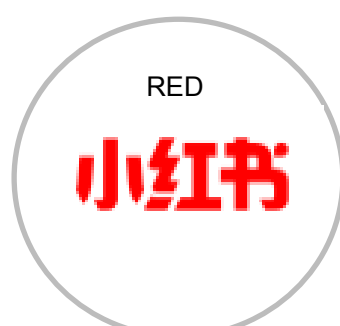
142 stores
 ● Self-run (55)
 ● Distributor (87)

Fast platform expansion and store footprint adjustment

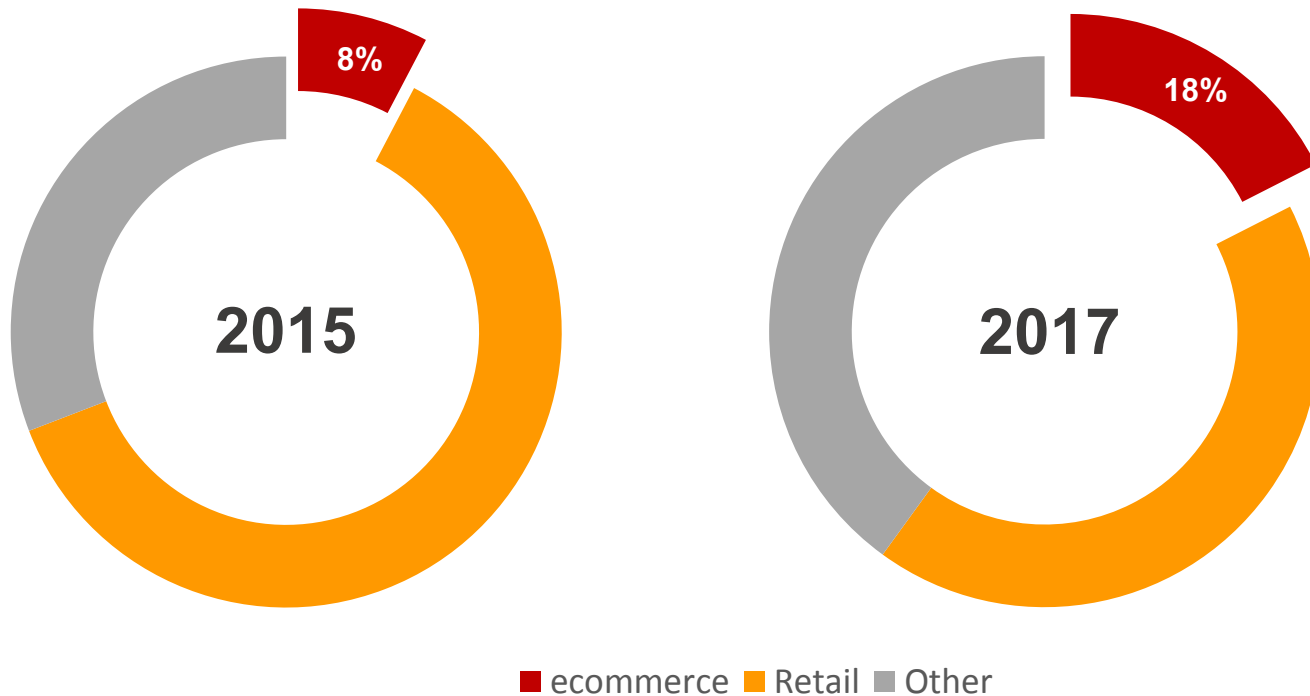
1 Online store in 2013



20 Online Stores in 10 Key Platforms in 2018



Doubling ecommerce stake in two years



Note: other incl. B2B, TV, brand loyalty program

Enhance consumer relationship and satisfaction

Store as Media, Updated with New SI



Brand Experiential Activities:











Social E-commerce & Content Marketing



1. China premium cookware market
2. WMF Consumer in China
3. **Key priorities**



A more extensive coverage of all market segments

		Cookware		Drinkware		Kitchen Electric	
		GSEB	Competitor	GSEB	Competitor	GSEB	Competitor
Premium	Top		  				 
	Entry / Mid		   		 	 KRUPS	  SIEMENS
Mass		SUPOR		SUPOR		SUPOR	 PHILIPS

WMF + Supor: Global innovation mixed with local insights



WMF German Design DNA



Local product offering: Chinese Woks and Non-stick Range



WMF leveraging Supor's R&D and industrial expertise...



R&D

Design of local for local products

Manufacturing

Lower cost
High quality standards

Supply chain

Improved lead-time – divided by 2



... and a strong local IT Support

HR SYSTEM



CRM SYSTEM

BPM & SAP SYSTEM



IT PURCHASING

SUPOR			
IT 设备购置申请表			
姓名:	日期:	部门:	职位:
申请日期:	审批日期:	审批人:	审批意见:

AFTERSALES SYSTEM

New journey just begins...



WMF Group

Investors Day

Coffee Business in China

PCM WMF & Schaerer

November, 2018



1. Coffee market in China

- Market Size & Consumption
- Specifics & our answers
- Competitive landscape

2. PCM Business China

3. luckin coffee – the first Chinese coffee unicorn

1. Coffee market in China

- **Market Size & Consumption**
- Specifics & our answers
- Competitive landscape

2. PCM Business China

3. luckin coffee – the first Chinese coffee unicorn



China – a coffee drinking country?

1. Coffee market in China

The inevitable rise of Chinese Coffee Market

Fast-growing middle class
Higher Demand

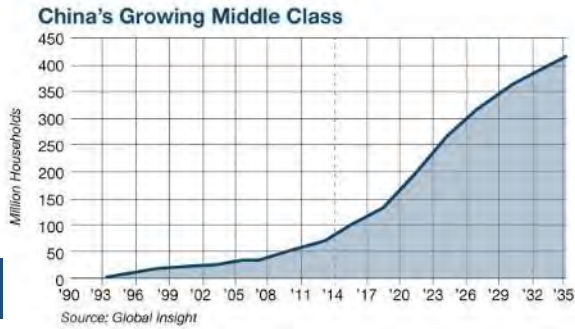
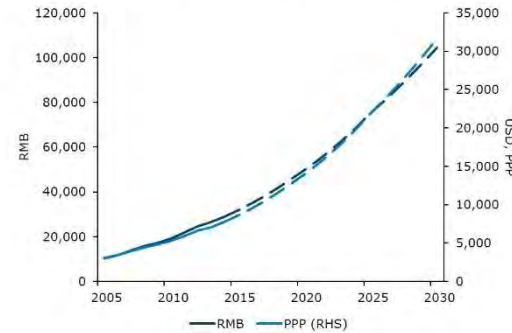


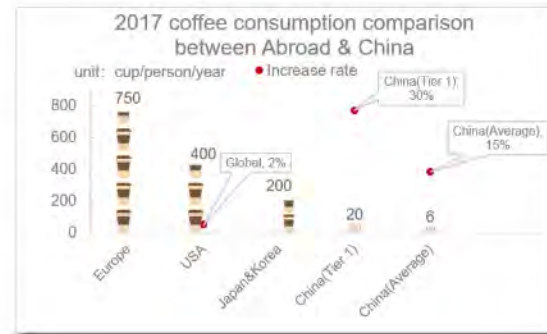
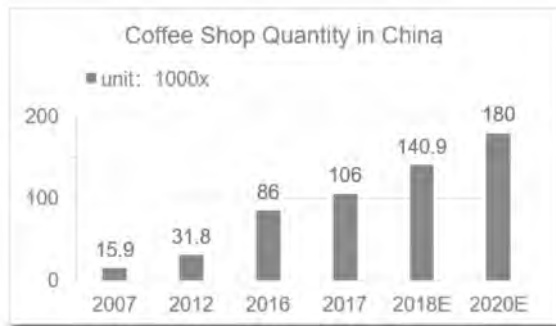
FIGURE 2. CHINA URBAN DISPOSABLE INCOME PER CAPITA



Average income
Affordability

The equation of China's increasing coffee consumption

Number of coffee outlets
Availability



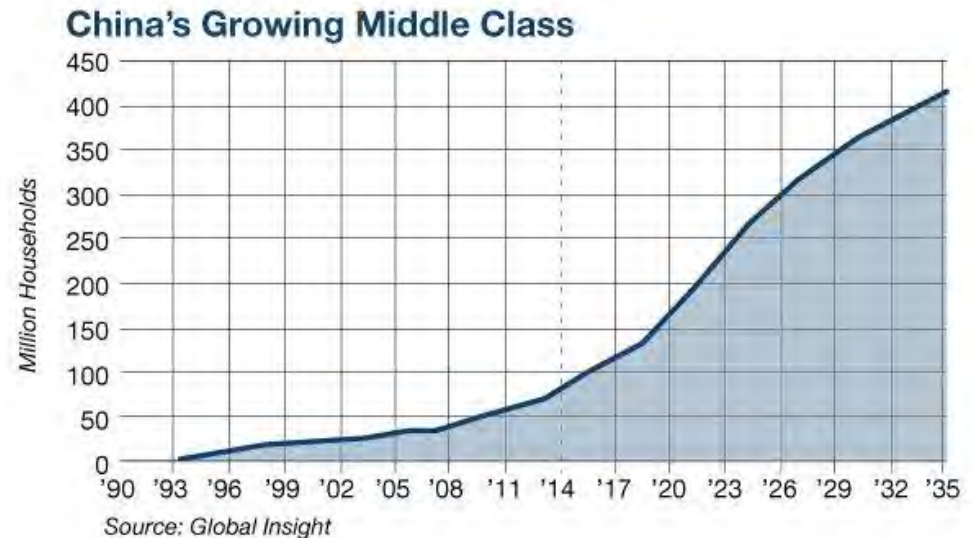
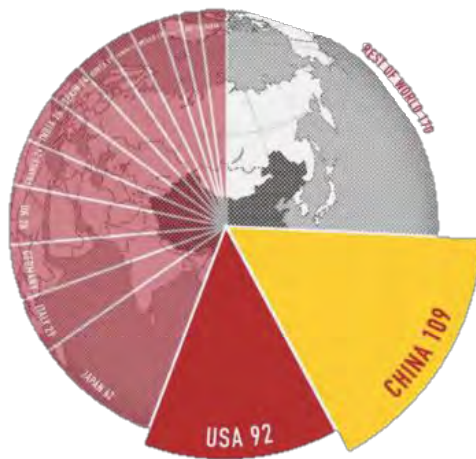
Coffee consumption
Attractivity

1. Market size & consumption – Higher demand

The rise of the middle class has just begun

The Chinese middle class is already larger than in the USA...

... and it's still growing



Share of middle class adults (in mio.), 2015¹

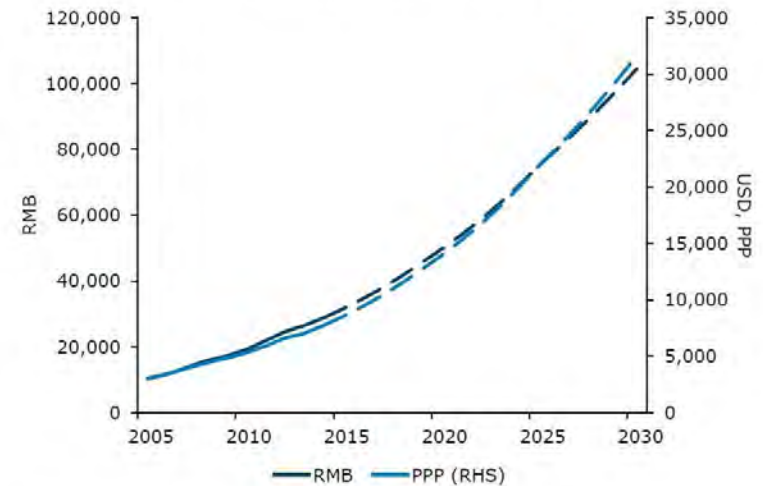
The middle class (and therefore the main potential for coffee consumption) is already the largest in the world. In addition, the growth is expected to continue with a CAGR > 6 %

1. Market size & consumption – Affordability

Higher income will lead to a democratization of coffee



FIGURE 2. CHINA URBAN DISPOSABLE INCOME PER CAPITA

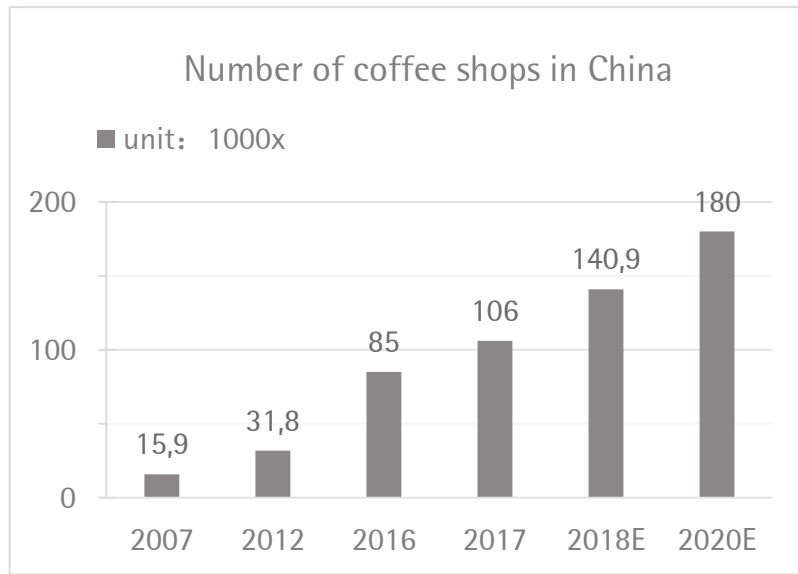


Source: CEIC, ANZ Research

Higher income will establish a much bigger target group that can afford coffee consumption

1. Market Size & Consumption – Availability

Increase of potential coffee outlets in China

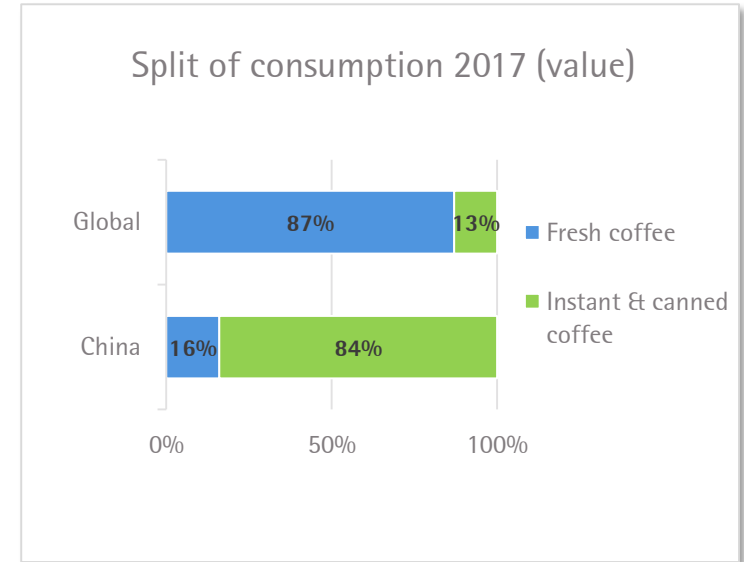
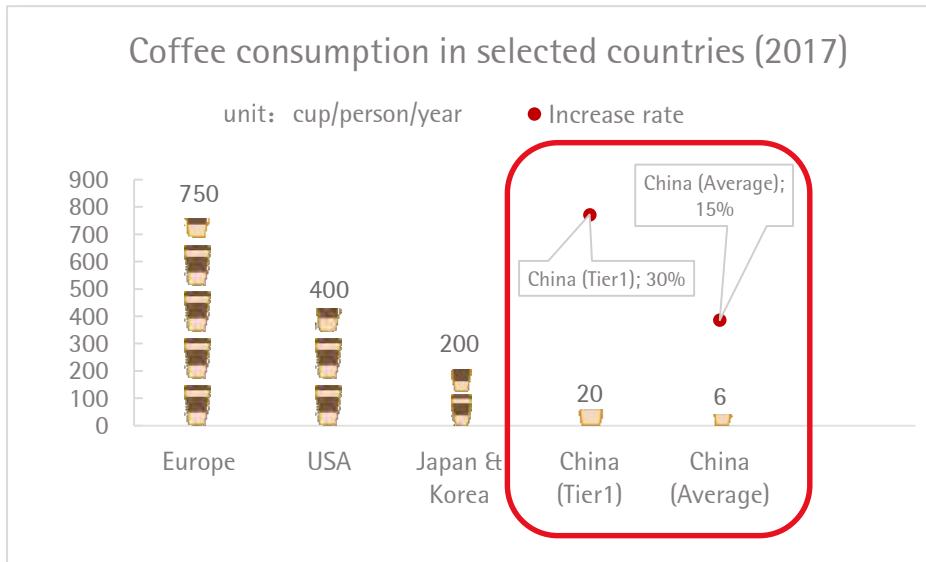


More than 40,000 coffee shops will open in the next 2 years.

Compare to Japan & Korea, Convenience Stores in China still have a big potential. Therefore a solid growth in this segment can be expected

1. Market Size & Consumption – Attractivity

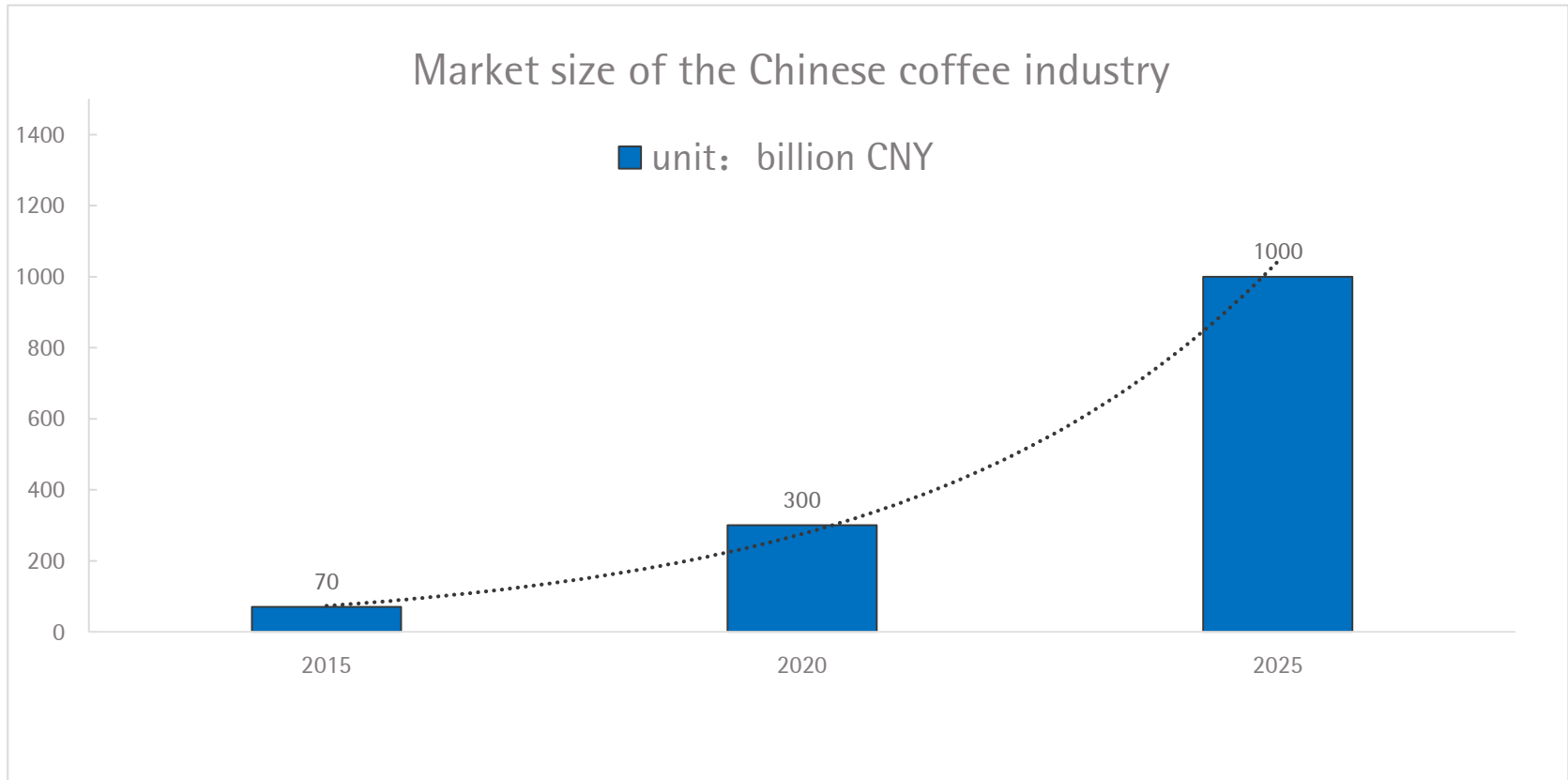
The importance of fresh coffee is still far behind many countries



Coffee consumption in China is still low, not only compared to Europe and US, but also to Japan & Korea. But according to the current growth rate (15 %), China will catch up. On top, coffee consumption still includes a lot instant & canned coffee, a switch to fresh coffee is expected

1. Coffee market in China

Coffee is booming in China, the whole industry is growing fast

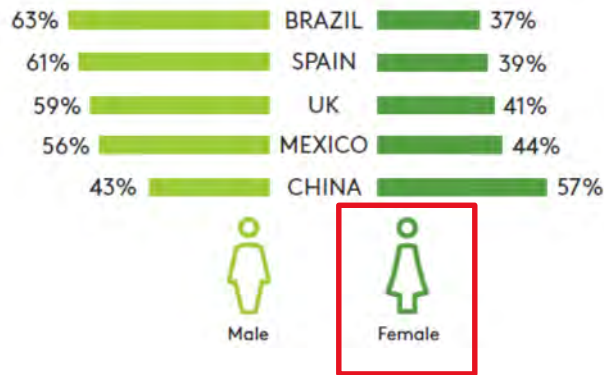


The total market size of the Chinese coffee industry is expected to grow with a CAGR of roughly 30 %

1. Coffee market in China

Coffee's evolution from the fringes to the mainstream of Chinese society

Women



Why the China Market Matters

Hanging out at coffee shops with the newest drinks in hand represents a new lifestyle choice for urban Chinese consumers. As their living standards improve, Chinese consumers like to explore new products and experiences—especially from the West.



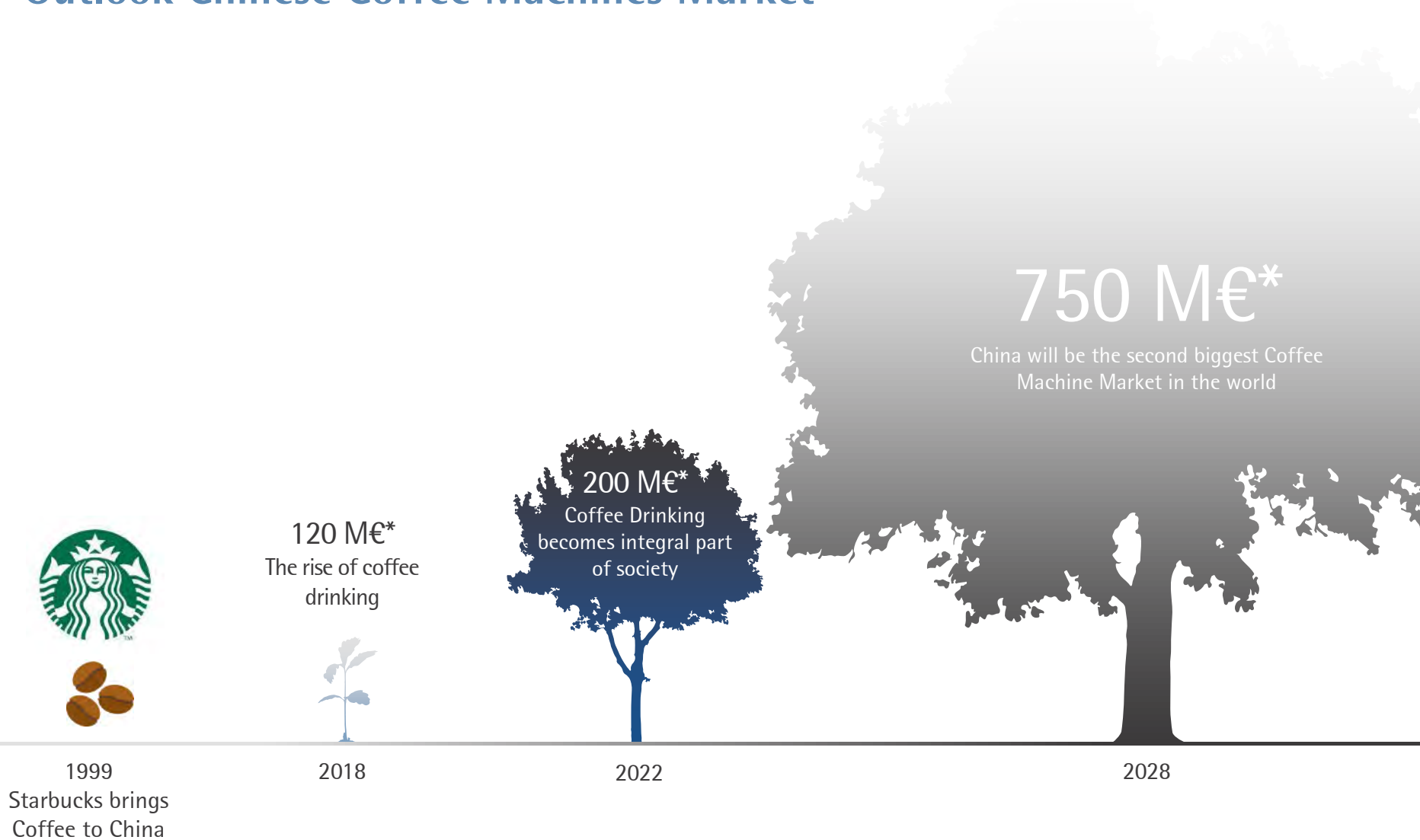
Who & how do they drink coffee? In China coffee is more likely to be drunk after work whilst socializing by young, upper class females (40% of occasions).

Millennials (post-'90s generation)



1. Coffee market in China

Outlook Chinese Coffee Machines Market



1. Coffee market in China

- Market Size & Consumption
- **Specifics & our answers**
- Competitive landscape

2. PCM Business China

3. luckin coffee – the first Chinese coffee unicorn

Specifics of the Chinese market

Overview – Our solutions for the main trends

WMF Group

New Retail & IoT



Automation & Self-Serve



Premiumisation & Quality Mindset



Global & local players



1

Technology Leadership & Connectivity

2

Innovation Leadership in FAPCM

3

Premium brand & quality products

4

Global footprint with 2 Bands and local presence



Specifics of the Chinese market

WMF Group

Four mega trends characteristic & reshaping China



Specifics of the Chinese market

New Retail & IoT



- >800 Mio. smart phone users
- Mobile Payment (WeChat, AliPay...) & Delivery Services dominating
- By 2021, 80% of smartphone users will use mobile payment at POS
- Mobile Payment transaction >15 trillion USD (2017)

China's food delivery market grows 23% in 2017

Xinhua | Updated: 2018-01-22 12:13



BEIJING - China's food delivery market registered fast growth last year as young Chinese are increasingly choosing to order food online, a report showed.

The online food delivery market hit 204.6 billion yuan (\$31.9 billion) in 2017, 23 percent more than the previous year, according to a report by Meituan Waimai, a major food delivery firm.

Almost 300 million users have used online services to order food, the report showed.

Specifics of the Chinese market

New Retail & IoT - Changing the coffee market

WMF Group



Tencent 腾讯



Starbucks



“The New Retail model is the best combination of self-collection <-> delivery and online <-> offline to achieve optimal balance between product, price and convenience”
- luckin coffee -

Specifics of the Chinese market

New Retail & IoT - Our solutions

WMF Group



Product

Customize your WMF coffee machine thanks to connected tools.



Performance

Monitor and control the performance of your business.



Service

Make sure your machines are always fit for use and running smoothly.

Advanced Analytics



Data Insights

Learn more about your daily coffee business.

To better understand and improve your daily coffee business, we offer you **Advanced Analytics** based on a business intelligence platform. You can get **standardized reports**, **tailor-made reports**, or even access to data in order to create **self-made reports**.



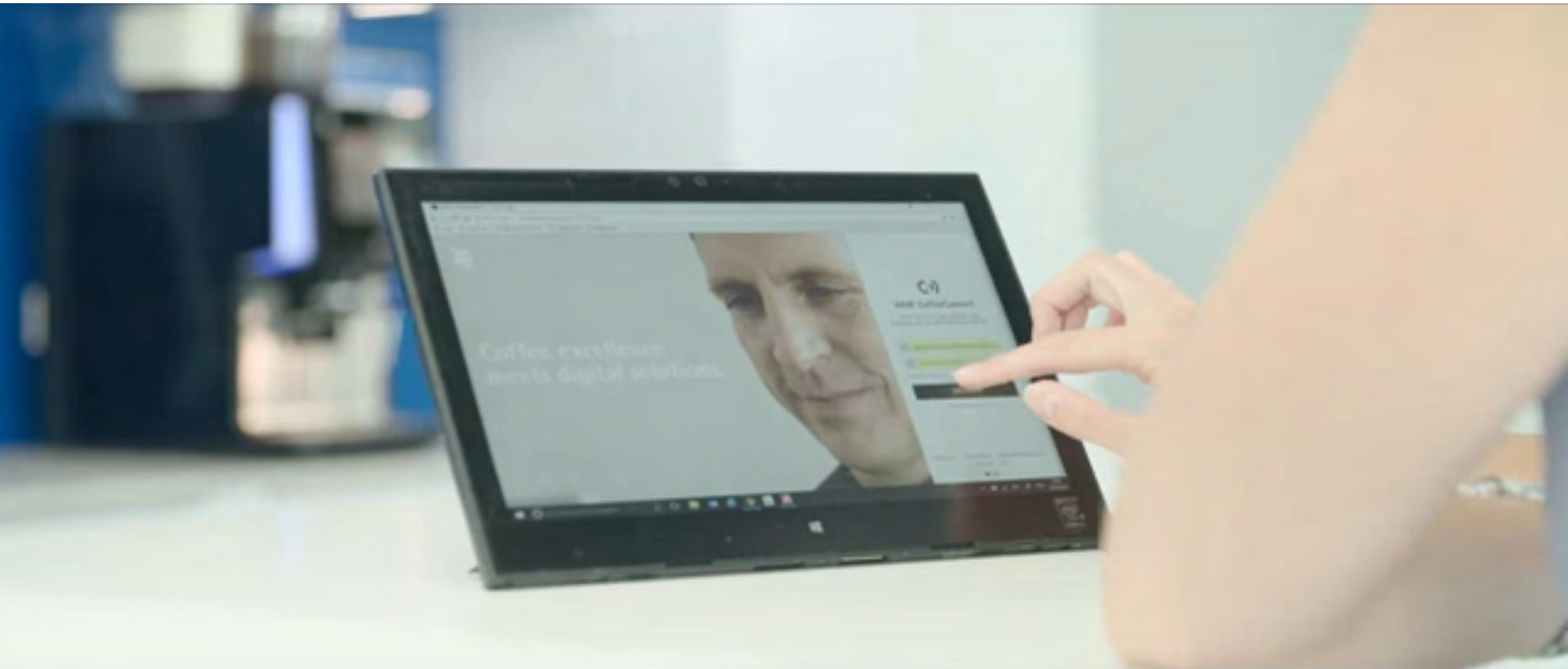
Tailor-Made Analytics

With the help of our Business Analysts and Data Scientists we are able to create **customized reports** in order to help you answer your individual questions.

Specifics of the Chinese market

New Retail & IoT - Our solutions

WMF Group



Video available on youtube:

<https://www.youtube.com/watch?v=gGFxNvSDSR0>

Specifics of the Chinese market

WMF Group

Four mega trends characteristic & reshaping China



Specifics of the Chinese market

Automation & Self-Serve

WMF Group



- Rise of unmanned convenience stores and fully automated Food & Beverage concepts

Automated stores with no human cashiers on the rise

IN YOUNG BAC - MARCH 20, 2018



A first-hand review of Haidilao's 'smart' hotpot restaurant in Beijing



Specifics of the Chinese market

WMF Group

Automation & Self-Serve – a big change for our customer segments

FamilyMart

dicos 德克士

Bingo Box



?

Premium Coffee self-serve solutions
for unmanned shop concepts

Automation & Self-Serve – high technology WMF based solutions



Video available on youtube:

<https://www.youtube.com/watch?v=t4r6nAkav9o>

Cafe X – a completely new user experience through the combination of WMF Coffee machines with a robot

Specifics of the Chinese market

Automation & Self-Serve – Our solutions

WMF Group



Schaerer Premium Coffee Corner

This is **REAL** coffee



Schaerer's answer to a growing demand of premium Coffee-to-Go!

- 3 grinders = 3 bean types
- **Best Foam™** – premium fresh milk foam
- 2 milk types, 2 powder types, 4 syrup types
- Chilled drinks (Hot&Cold)
- 32 inch HD landscape screen
- Self-explaining user interface
- Ambient lighting
- Connected to Schaerer Coffee Link

Specifics of the Chinese market

WMF Group

Four mega trends characteristic & reshaping China



Specifics of the Chinese market

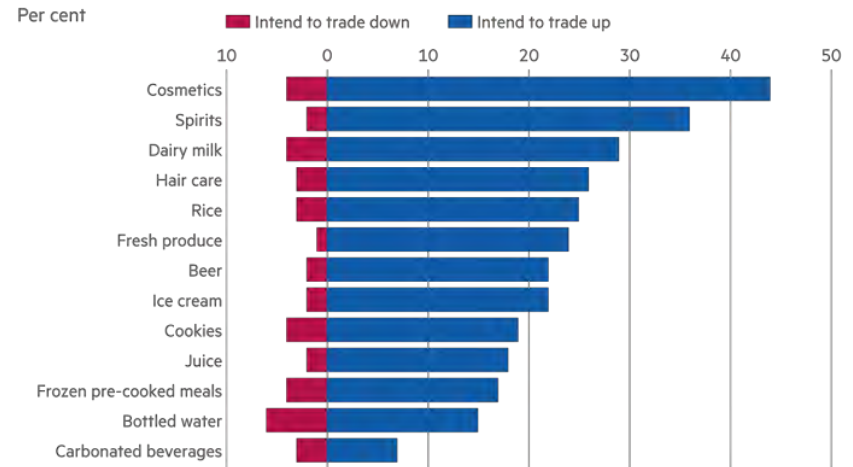
Premiumisation & Quality mindset



Premiumisation & Quality Mindset



China's consumers are upgrading to pricier brands



Source: McKinsey
© FT

- Booming middle class with growing quality mindset & spending
- Consumption takes two paths, Western and Chinese
- Lifestyle products are leveraged by social media such as WeChat

Specifics of the Chinese market

WMF Group

Premiumisation & Quality mindset – premium coffee concepts



Starbucks



KFC



dicos



星巴克臻选™咖啡
STARBUCKS RESERVE™



dicos 德克士

Fresh & Future



Specifics of the Chinese market

WMF Group

Premiumisation & Quality mindset – The 5 waves of coffee

Development Wave	1 st	2 nd	3 rd EUROPE	4 th	5 th WAVE
Focus	Traditional Coffee Culture	Branded Chains	Artisan Coffee	Science of Coffee	Business of Coffee
Period	Twentieth Century	Begins Mid-1990s	Begins Mid-2000s	Begins 2010s	Begins Mid-2010s
Dominant Brand	Retail/supermarket brands	Coffee shop chain brands	Artisan roaster brands	Custom in-house roasting	Smart boutique concepts
Defining characteristic	Functional	Lifestyle	Craft	Science	Focus
Defining emotion	Refuelling	Enjoyment	Love	Obsession	Excellence

CHINA

“In China, all 5 waves of coffee happening at the same time”



Specifics of the Chinese market

WMF Group

Premiumisation & Quality mindset – Our solutions

Breakthrough Innovation

- 1st ever fully automatic with the “look & feel & taste” of a semi-automatic coffee machine
- Delivering benchmark espresso quality
- Cutting out the barista training



Specifics of the Chinese market

Premiumisation & Quality mindset – Our solutions

WMF Group



**WMF Dynamic Milk
Schaerer Best Foam™**
Milk foam of top barista quality, fully automated, with consistently high quality.



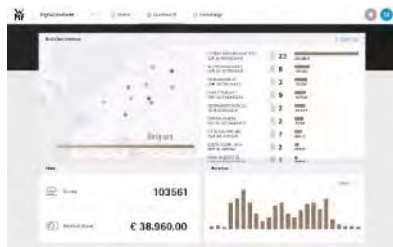
Flexible Touch
iPhone touch experience on WMF coffee machines – individualize your machine!



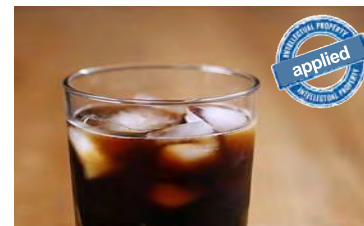
**WMF MyCoffee
Schaerer CoffeeMysation**
Our app that enables you to customize YOUR office coffee - individualization is key!



Plug & Clean
Customer convenience through easy of maintenance



**WMF CoffeeConnect
Schaerer Coffee Link**
Connectivity for service optimization and new business models



Hot & Cold
Chilled coffee drinks freshly brewed – broader offerings for our customers

Specifics of the Chinese market

WMF Group

Premiumisation & Quality mindset – Our solutions



Espresso

300 cups/h



9000 S+

350 cups/h



5000 S

250 cups/h



1500 S

180 cups/h



1200 S

100 cups/h



1100 S

80 cups/h



Schaerer Barista

300 cups/h



Coffee Art Plus

250 cups/h



Coffee Soul

250 cups/h



Coffee Vito

150 cups/h



Coffee Prime

100 cups/h



Coffee Club

80 cups/h

Customer Segment

Hotel / Restaurant

Coffee Shop

QSR

C-Store

Office



schaerer

Specifics of the Chinese market

WMF Group

Four mega trends characteristic & reshaping China



Specifics of the Chinese market

Global & local players

Global Brands investing in the market



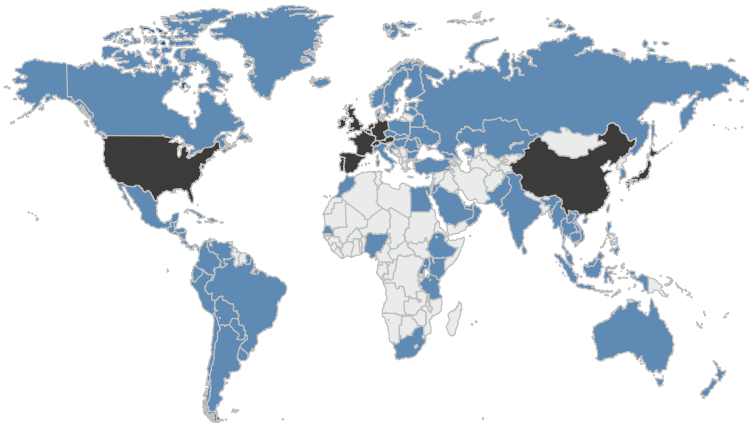
Local brands adapting the concepts



Specifics of the Chinese market

Global & local players – Our solutions

Global Footprint



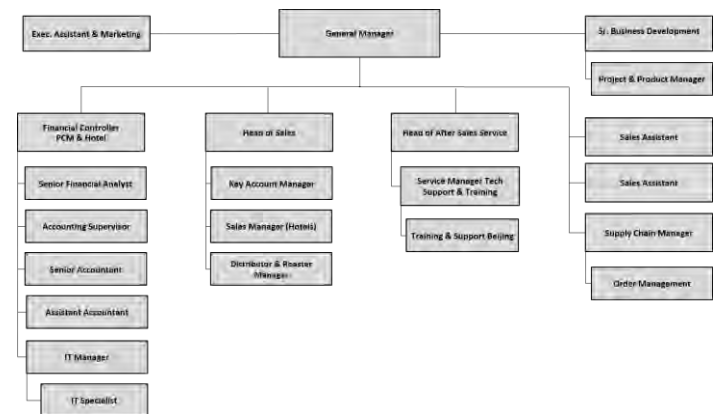
● Local subsidiaries ● Importers

11 subsidiaries and ~ 200 importers globally

Approvals and contracts with many big global accounts



Local Organization



More than 20 People for PCM locally in China

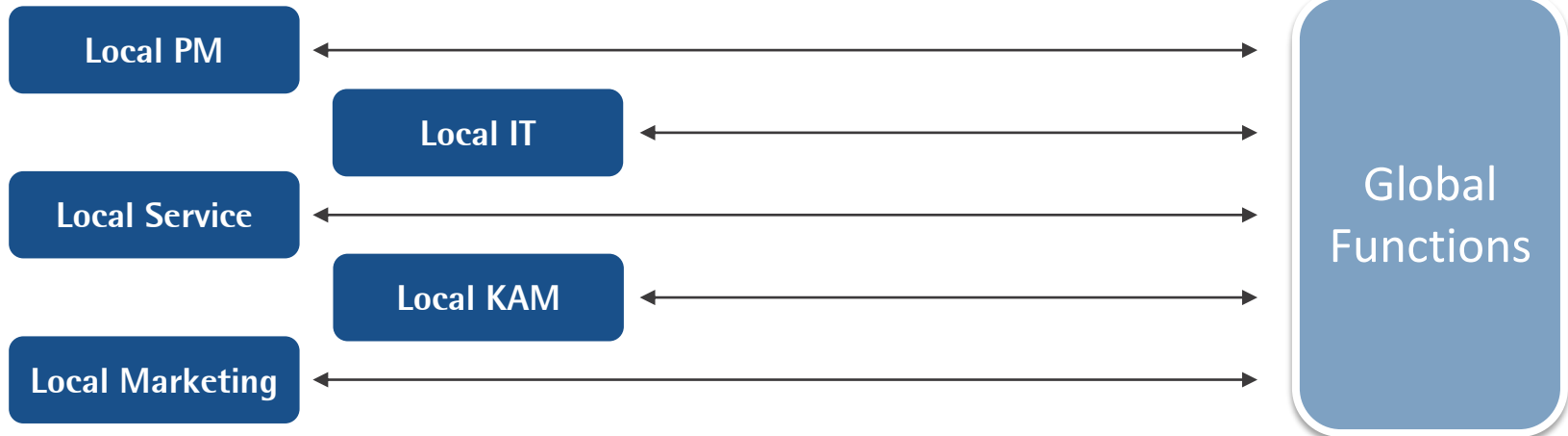
Shared Services & Facilities with WMF Consumer Goods & WMF Hotel Supplies

Specifics of the Chinese market

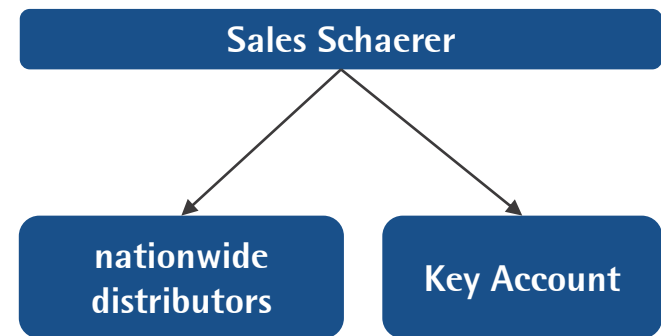
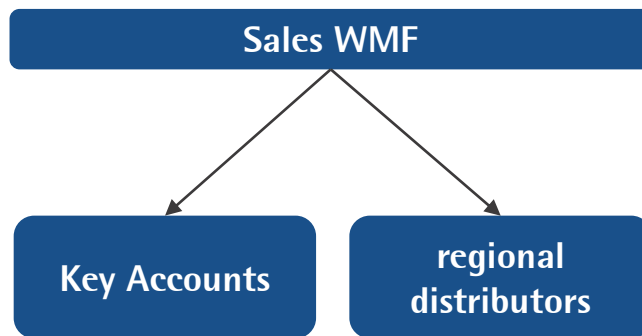
Global & local players - Our solutions

PCM Business in China

Local Back office with strong link to the global functions in HQ



2 Brand Strategy with 2 Faces to the customer



1. Coffee market in China

- Market Size & Consumption
- Specifics & our answer
- **Competitive landscape**

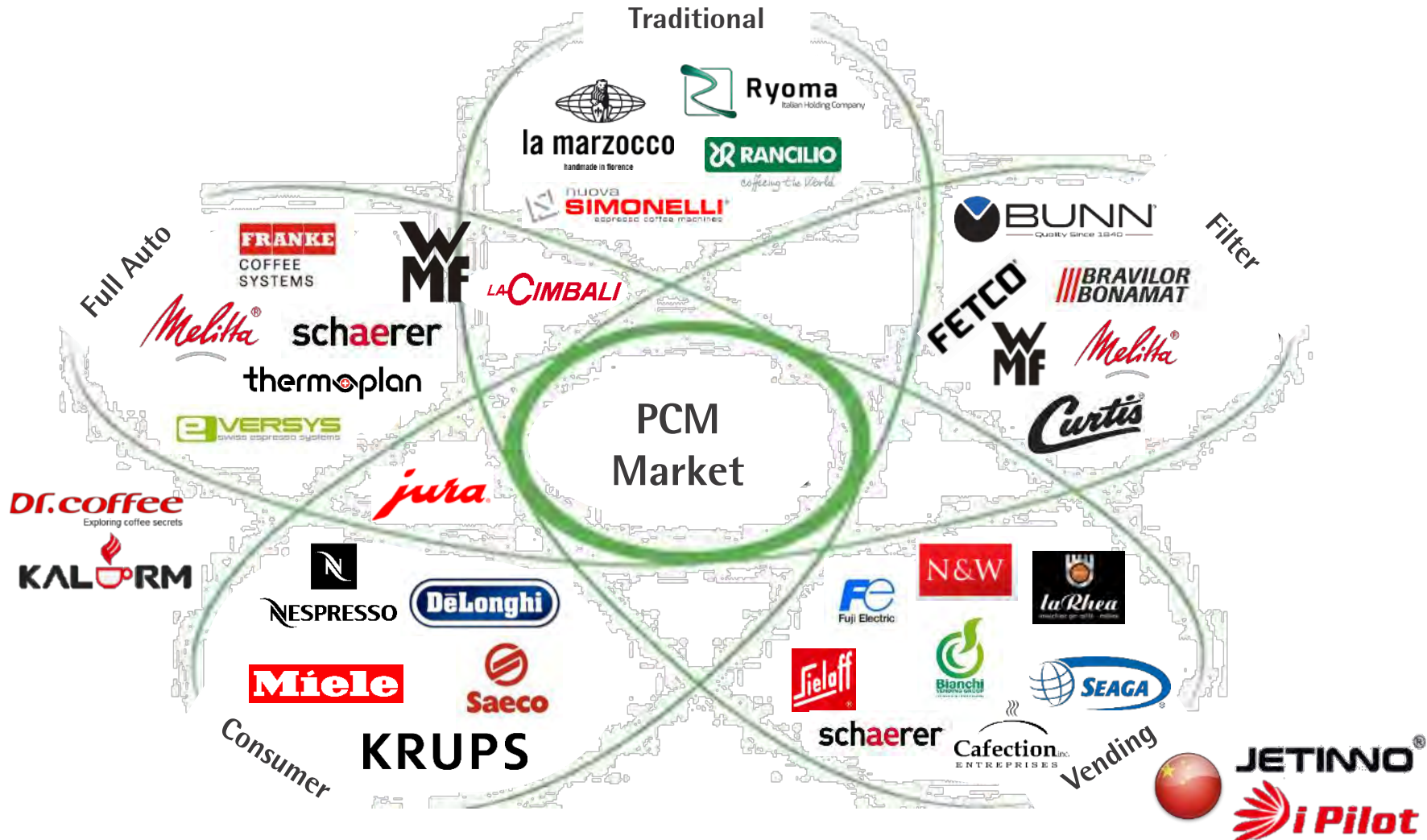
2. PCM Business China

3. luckin coffee – the first chinese coffee unicorn

Competitive landscape

WMF Group

Besides the normal competitors, some new Chinese players are rising



Specifics of the Chinese market

Overview – Our solutions for the main trends

WMF Group

New Retail & IoT



Automation & Self-Serve



Premiumisation & Quality Mindset



Global & local players



1

Technology Leadership & Connectivity

2

Innovation Leadership in FAPCM

3

Premium brand & quality products

4

Global footprint with 2 Bands and local presence



1. Coffee market in China

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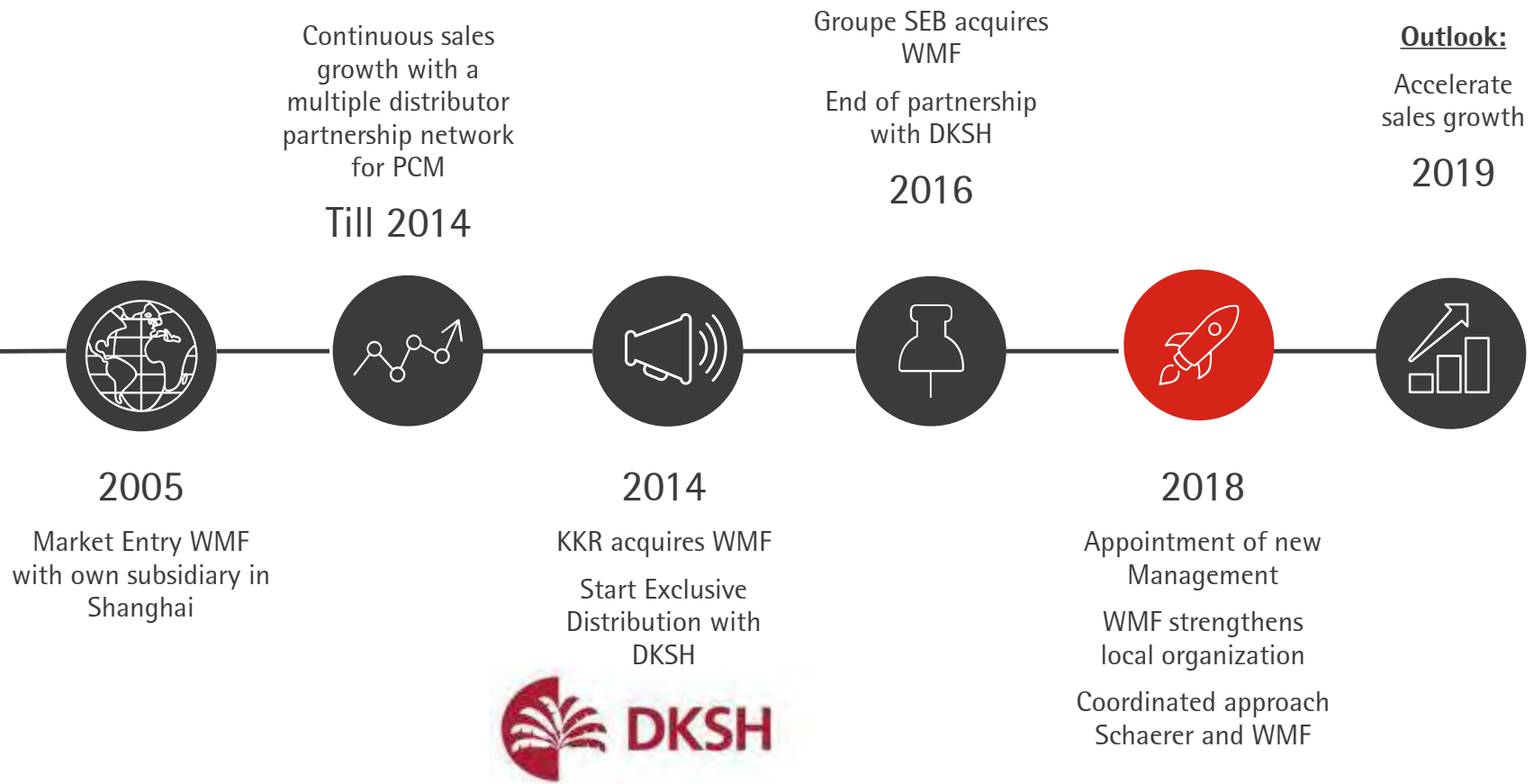
2. PCM Business China

3. luckin coffee – the first chinese coffee unicorn

PCM Business in China

Historical Timeline WMF PCM China

WMF Group



PCM Business in China

Go-to-Market Model – Sales Channels

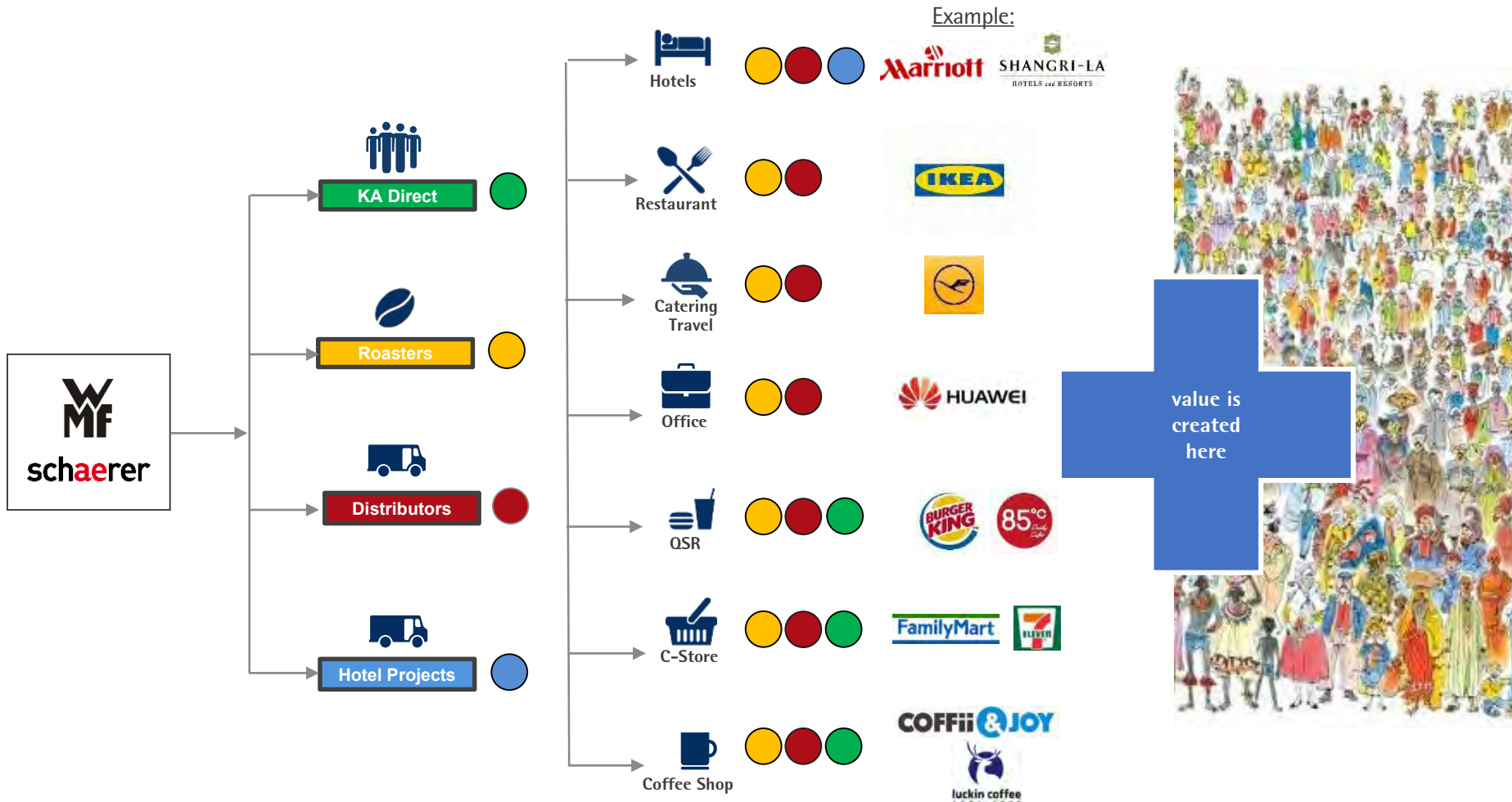
WMF Group

Manufacturers

Sales Channels

Customers

Consumers

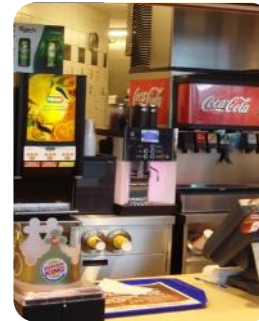


PCM Business in China

Customer Success Stories in China

WMF Group

FamilyMart



C-Store

C-Store

QSR

QSR

Coffee Shop

Bakery



schaerer

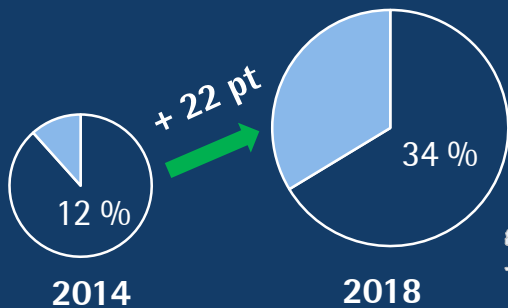


schaerer

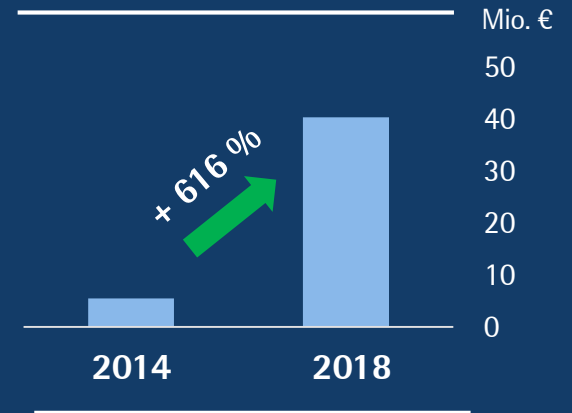
schaerer

Key Facts of WMF PCM Business in China

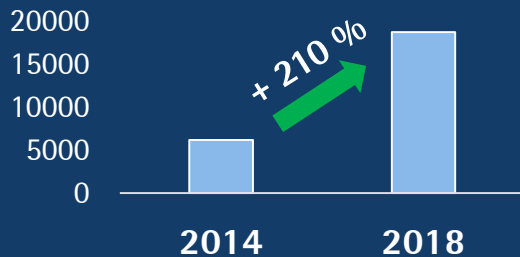
Market Share



Sales

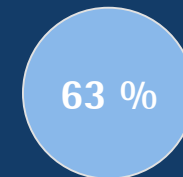


Installed Base



Growth Rate (CAGR)

2014 -> 2018



1. Coffee market in China

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3. luckin coffee – the first Chinese coffee unicorn

luckin coffee – the first Chinese coffee unicorn

WMF Group

The extraordinary success story of luckin started just 12 month ago



Nov.
2017

Jan.
2018

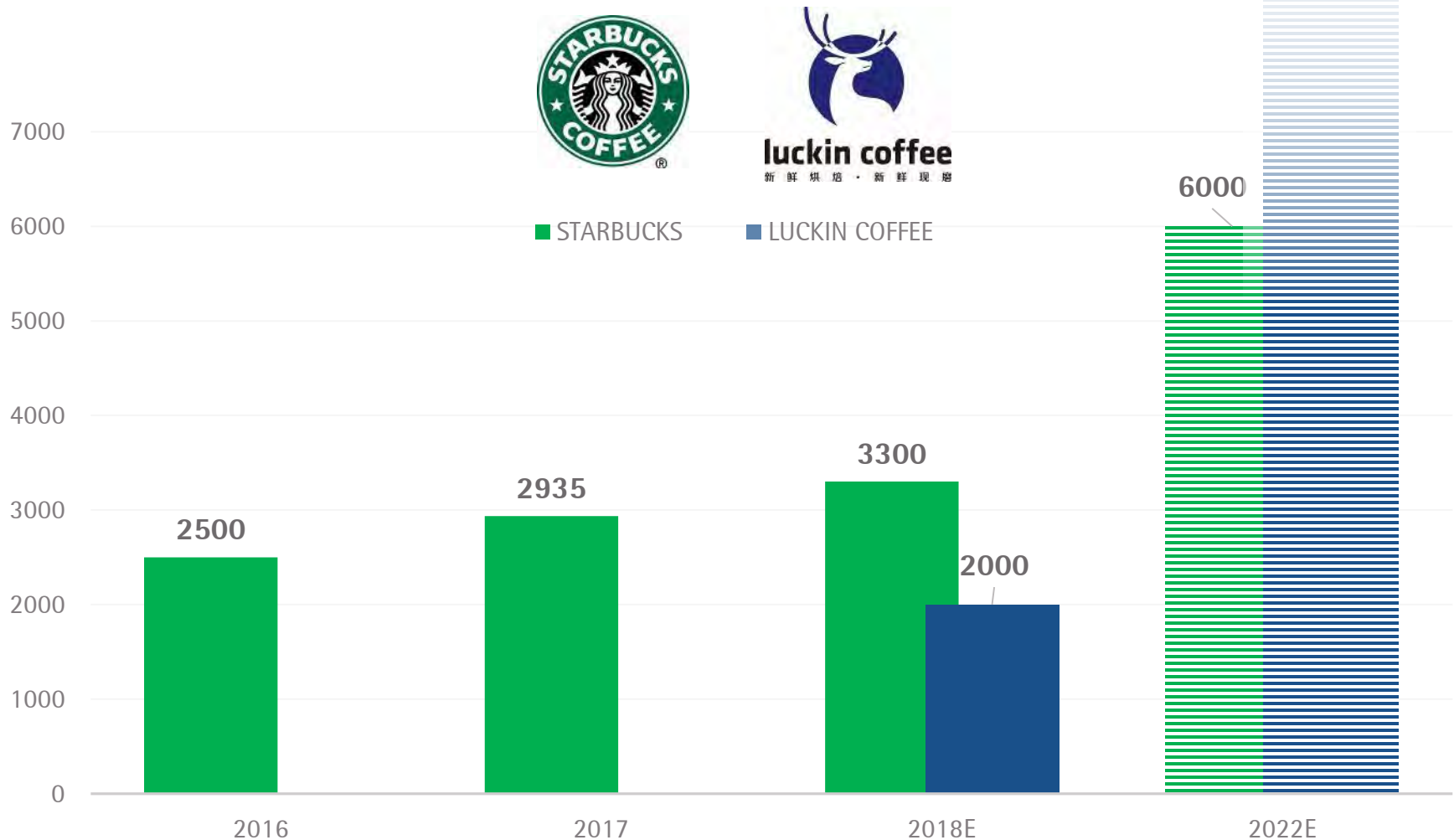
Jul.
2018

Nov.
2018



luckin coffee – the first Chinese coffee unicorn

Expansion Rate in China – Starbucks vs. luckin coffee



luckin coffee – the first Chinese coffee unicorn

WMF Group

Differences Starbucks vs. luckin



Affordability / Price



Convenience

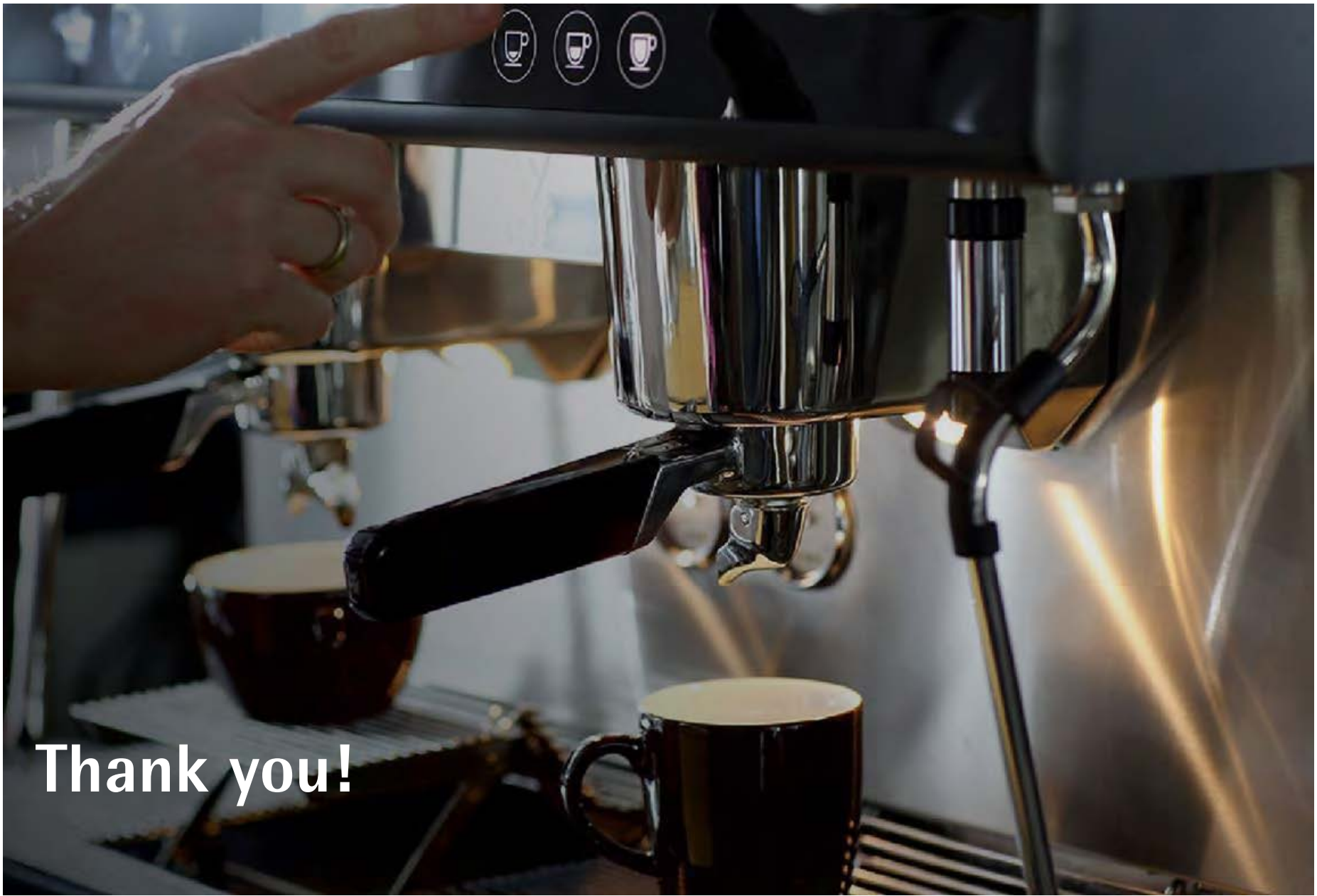
Multi-type store strategy - “Any moment” “无限场景”

luckin coffee 的品牌战略

Any Moment

无限场景

ELITE 旗舰店	RELAX 悠享店	PICKUP 快取店	KITCHEN 外卖厨房店
			
ELITE 旗舰店 RELAX 悠享店 PICKUP 快取店 KITCHEN 外卖厨房店		ELITE flagship store RELAX leisure store PICKUP express-pickup store KITCHEN delivery kitchen store	



Thank you!

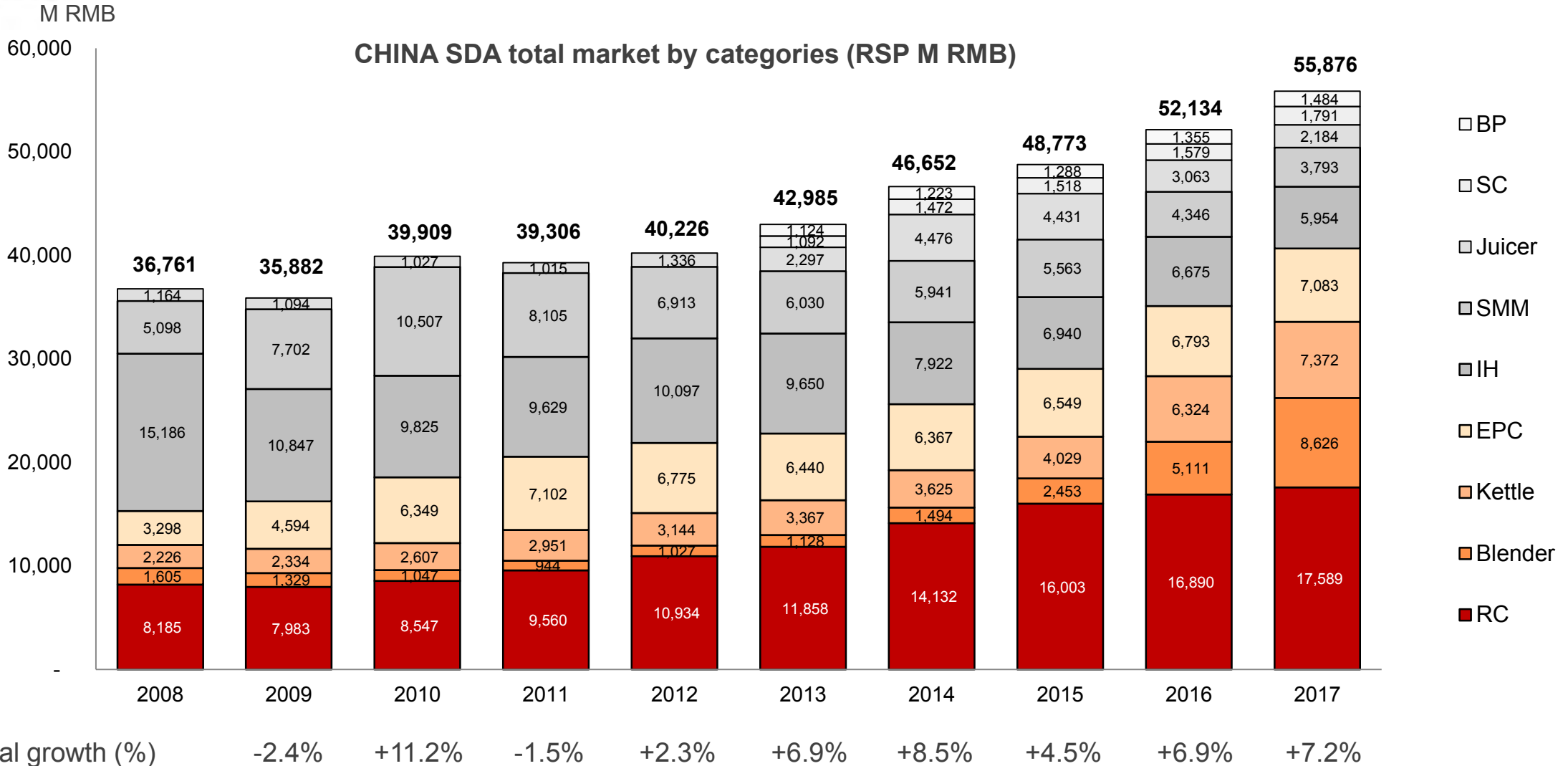


INVESTOR DAYS – 21-23 Nov, 2018

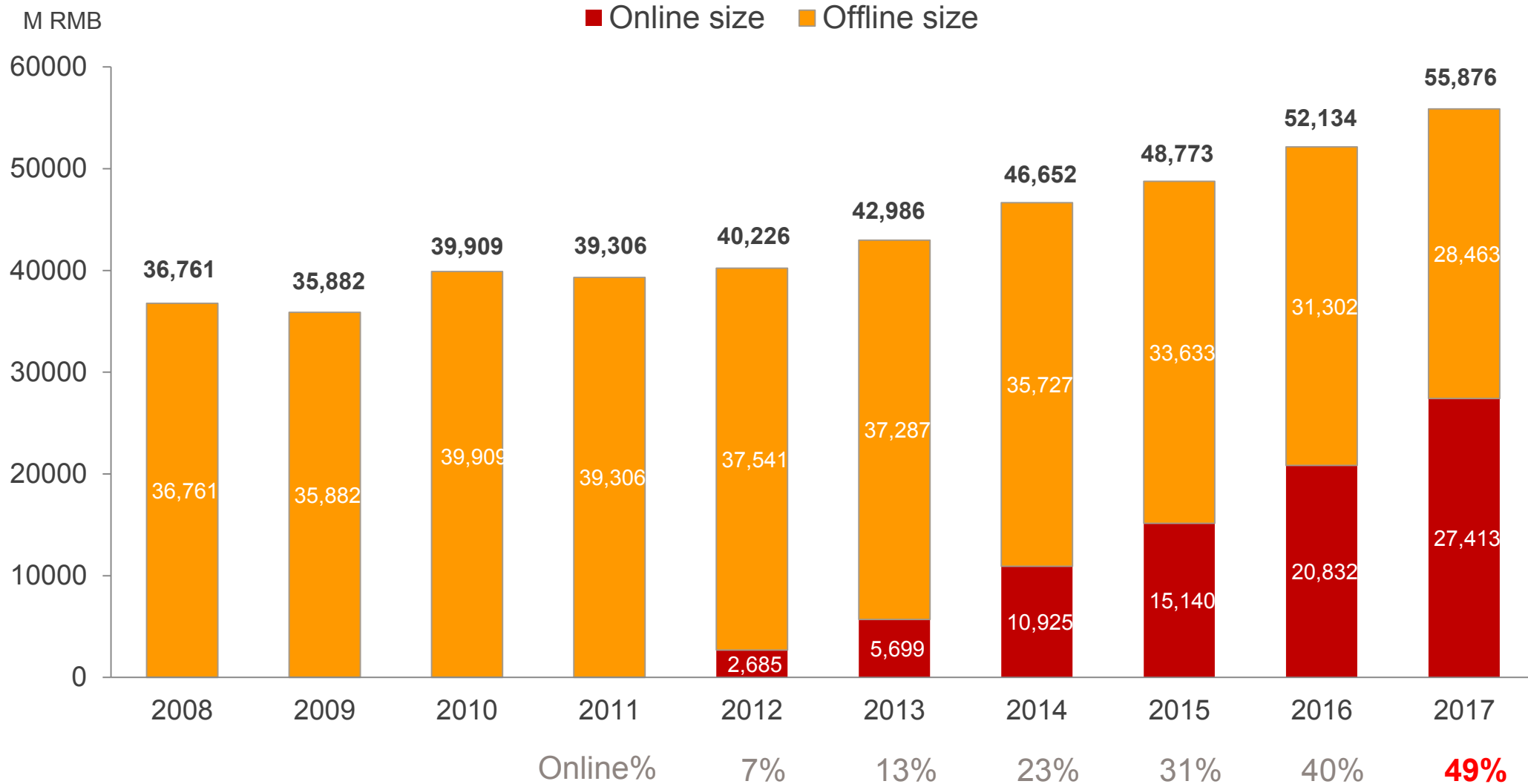
SDA MARKET & PRODUCT OFFERING
Elaine ZHOU

SUPOR 苏泊尔

Robust Small Kitchen Electrics market growth



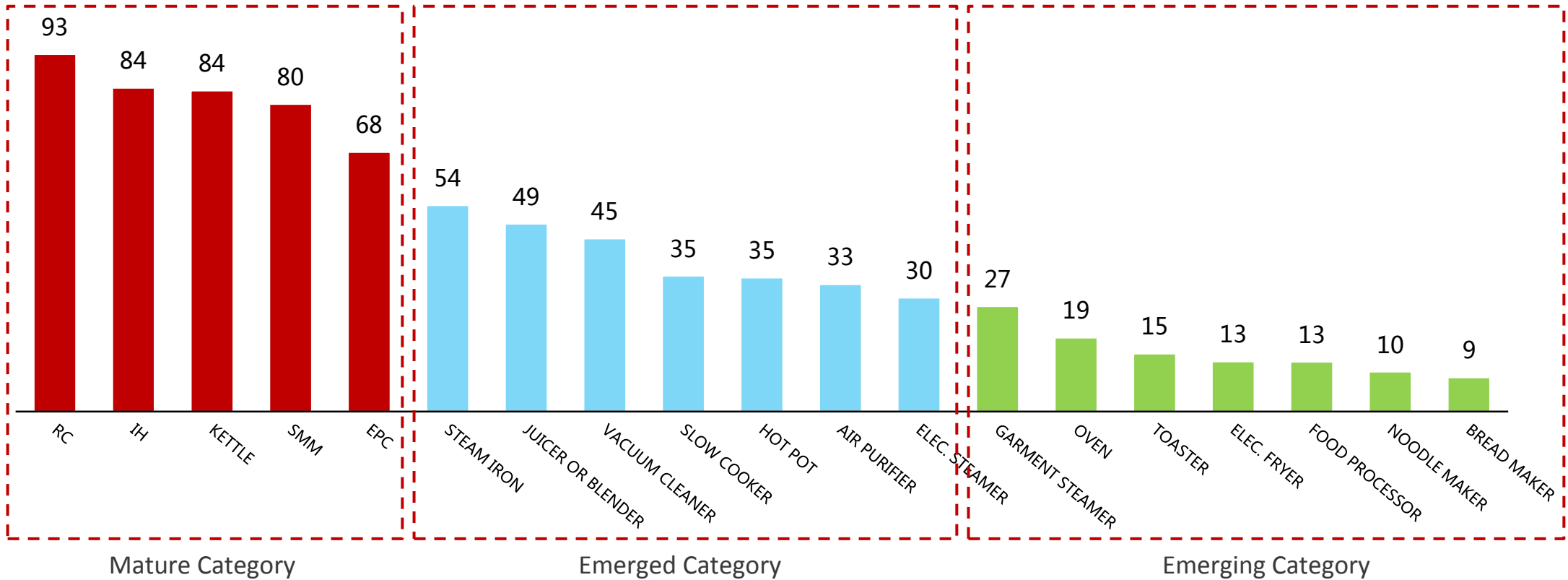
Strong momentum in ecommerce



Consumption structure upgrade: Stable mature category market and rapidly developing new categories

Unit : %

Sample volume: total=3,393

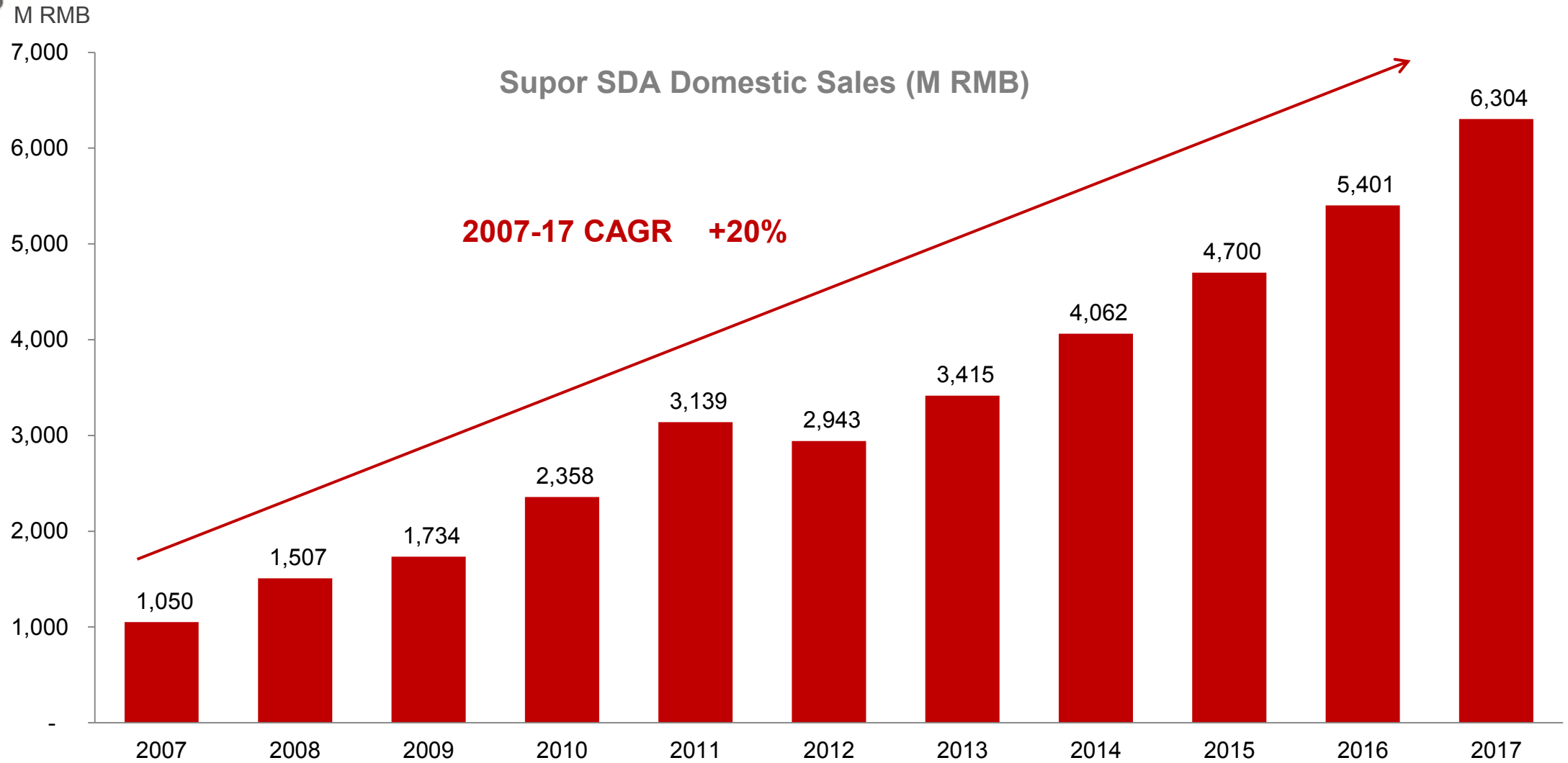


Note: 1. Data is from AC Nielsen Brand Research Report 2015.

2. SMM has increasingly replaced by high speed blender for 2 years.



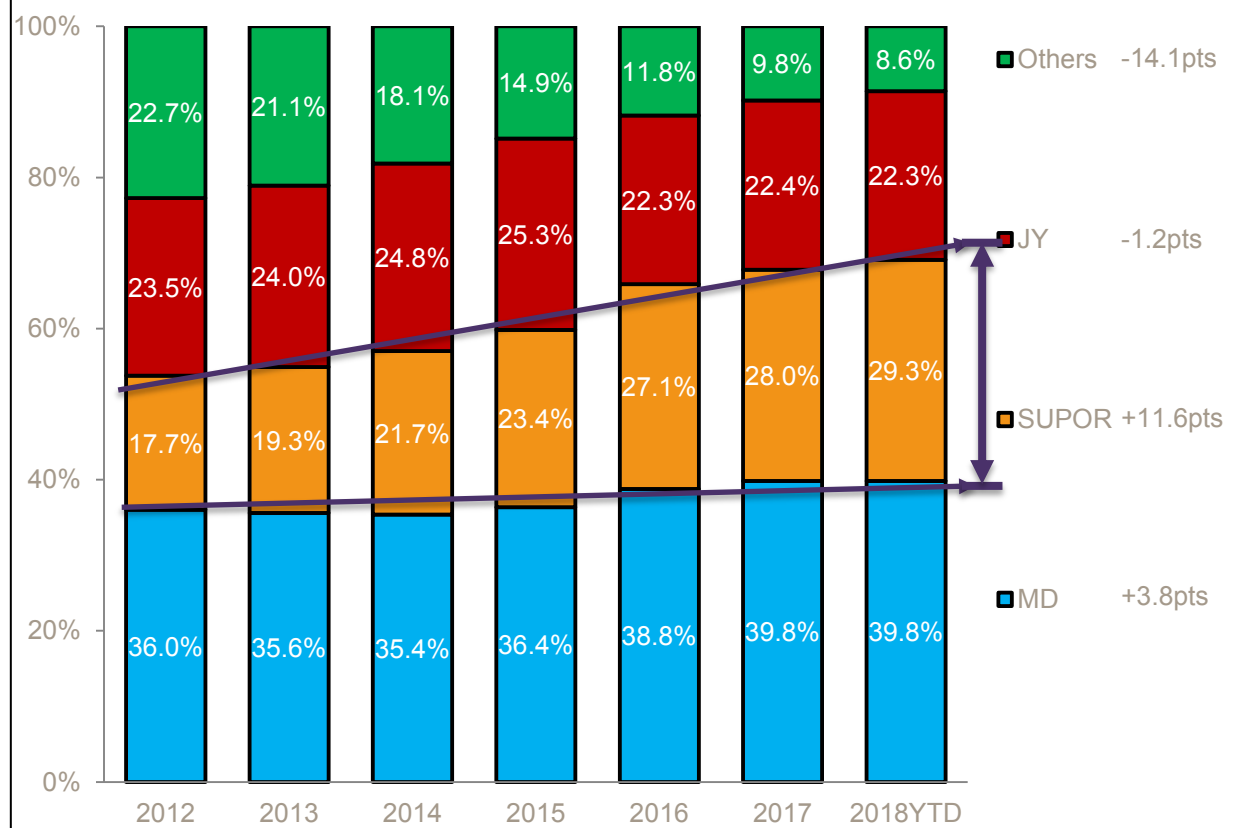
Supor SDA domestic sales





Sustained Supor market share growth

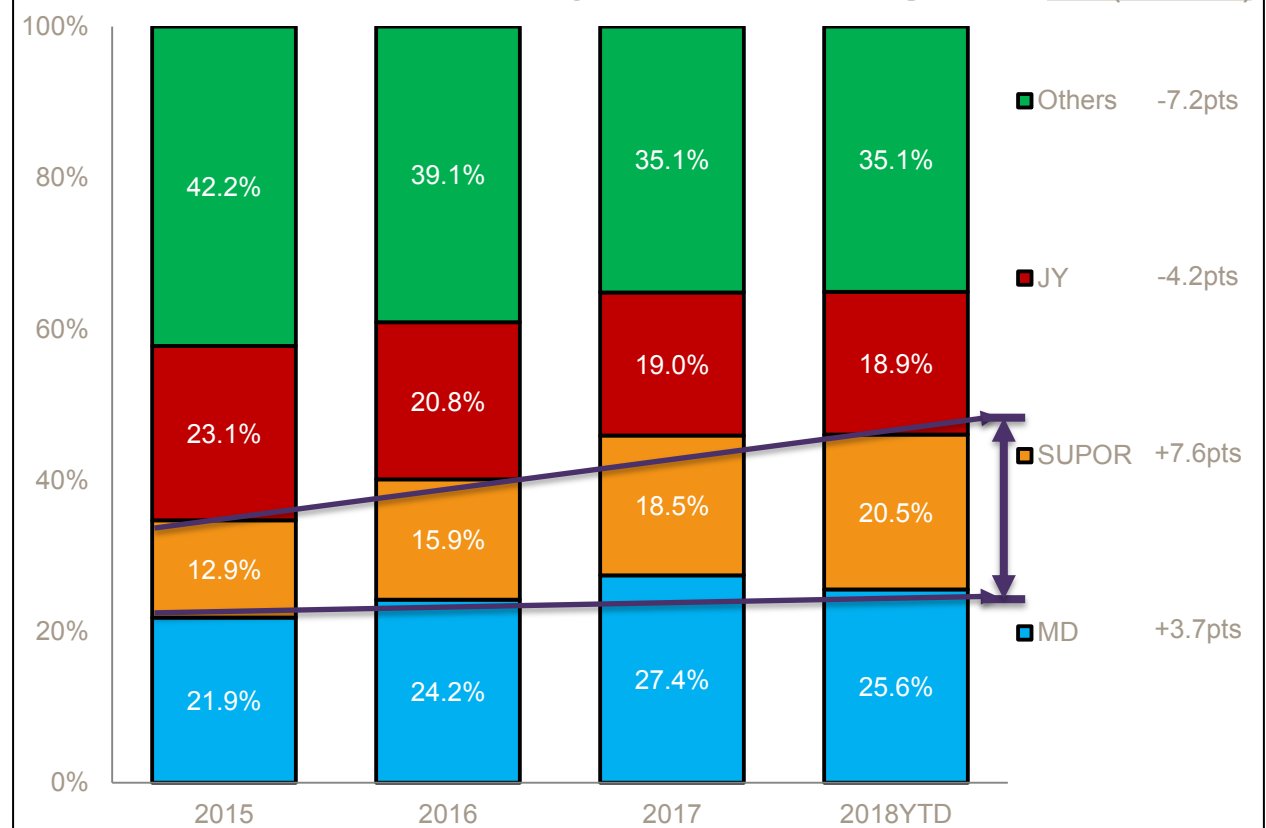
CHINA SDA Offline Market by competitor (9 categories) Delta(12-18YTD)



Offline TOP 3 brands market share:

77.3% → 91.4%

CHINA SDA Online Market by competitor (9 categories) Delta(15-18YTD)

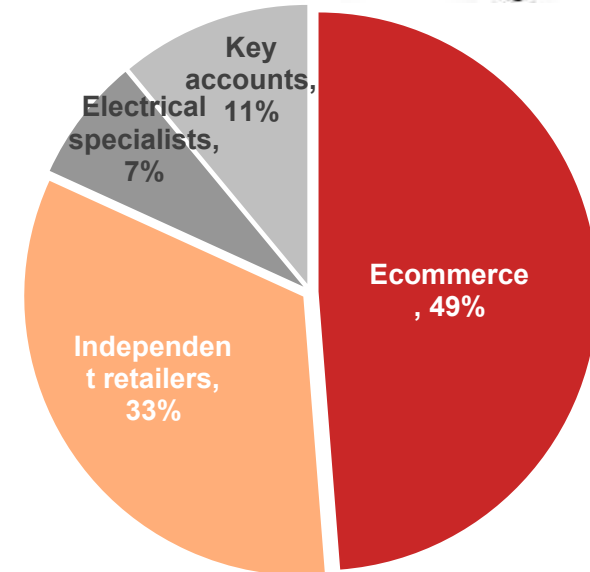
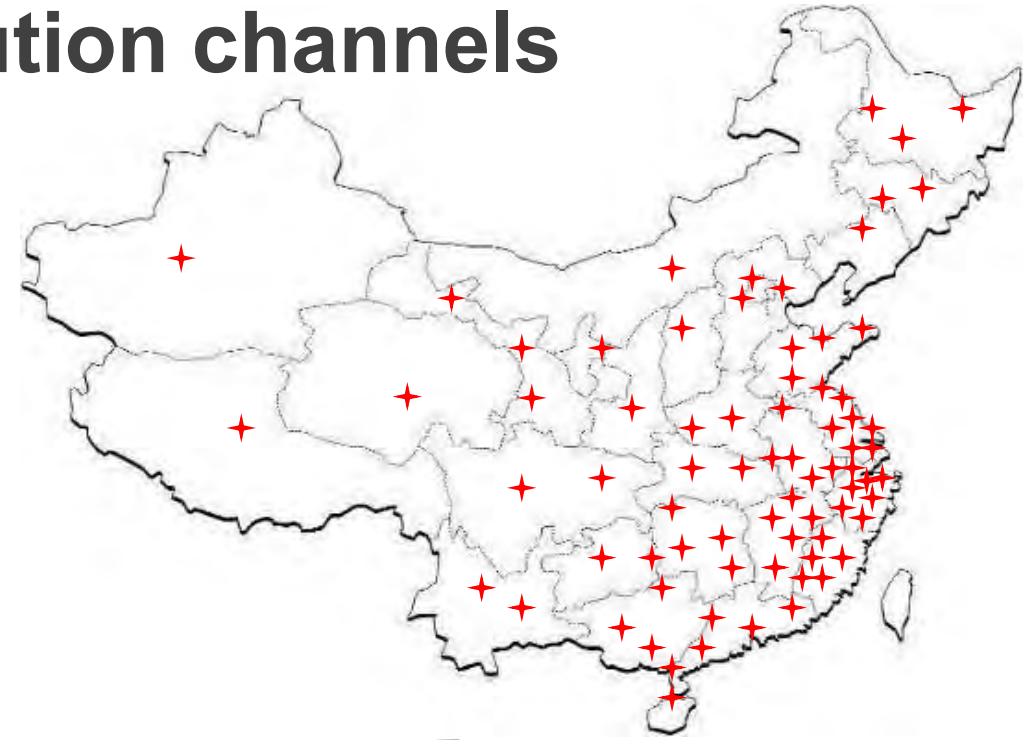


Online TOP 3 brands market share:

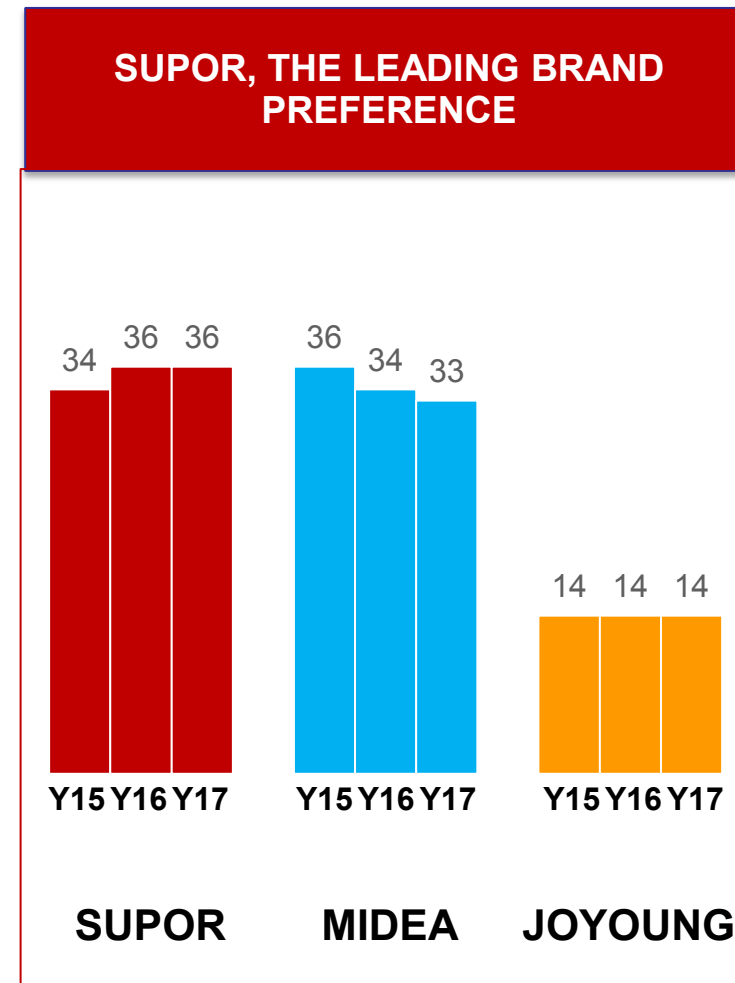
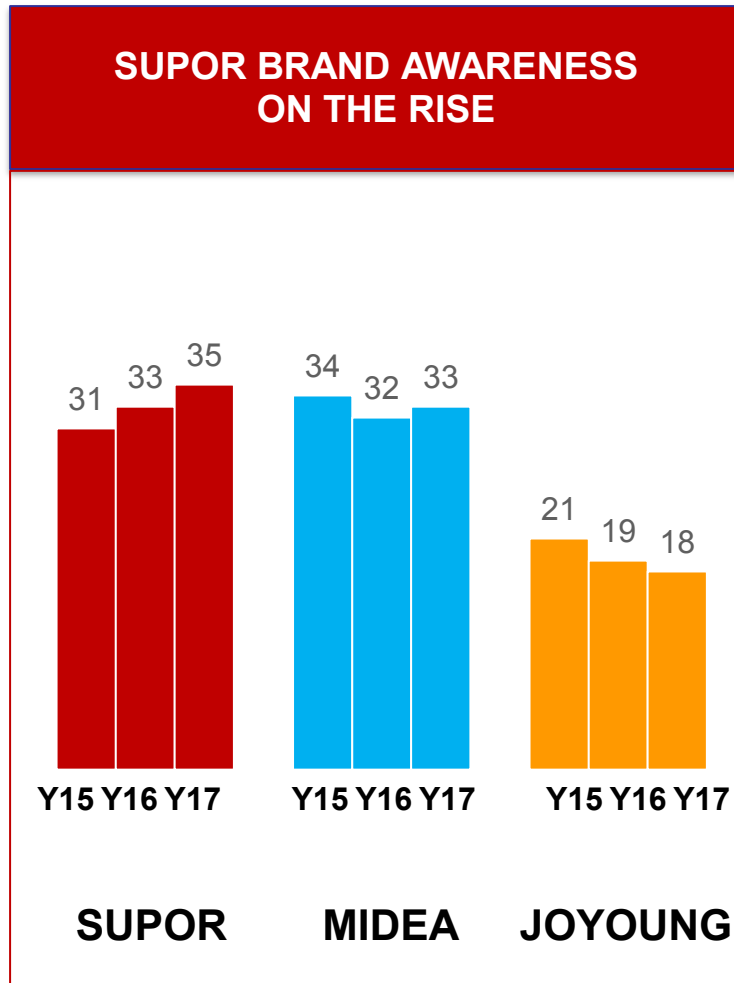
57.8% → 64.9%

Strong momentum in distribution channels

- More than 300 dealers national wide
- Strategy partnership with all major retail banners
 - More than 60,000 offline retail points
 - Online sales on their ecommerce platforms
- More than 4,000 after-sale service stations

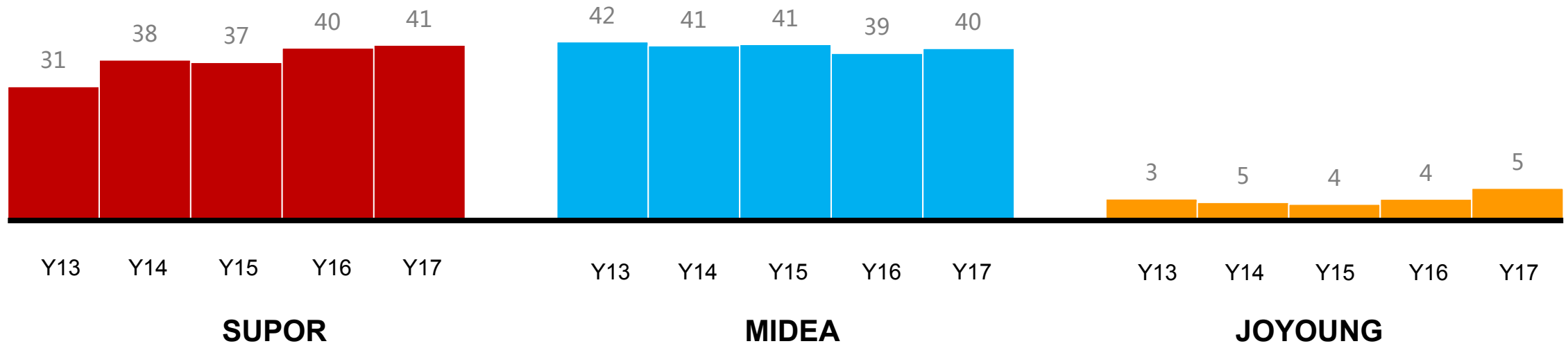


Supor, the Chinese consumers' favorite brand in Kitchen Electrics



KE preferences by category - Rice Cooker

Supor gaining customer preference over the years



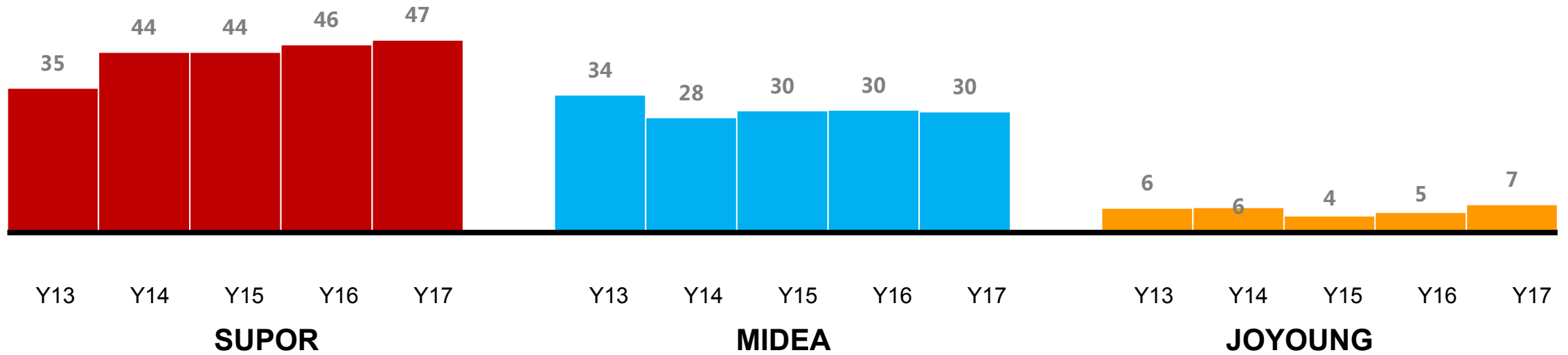
Unit : %

Sample Volume : Y13=3,471; Y14=3,492; Y15=3,393; Y16=2,709 ; Y17=2,303



KE preferences by category - Electric Pressure Cooker

Supor way ahead of competition

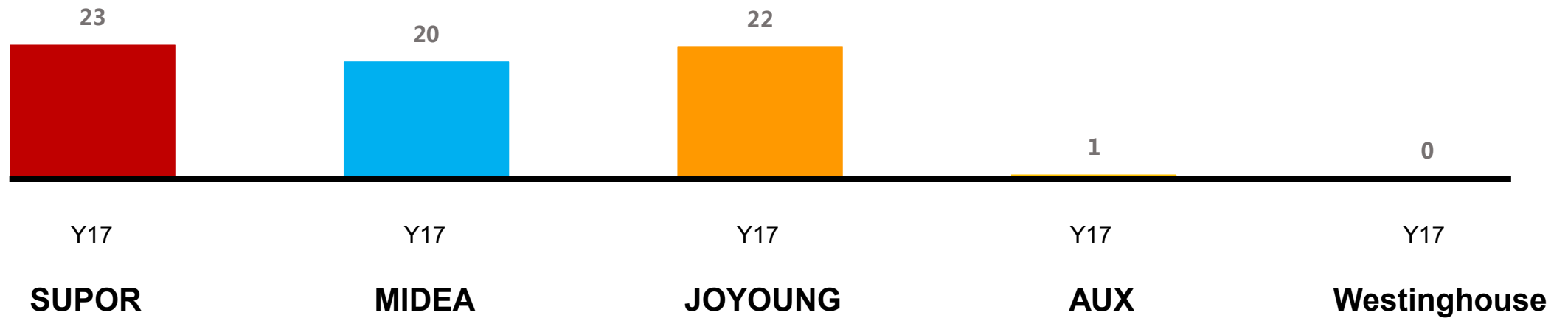


Unit : %

Sample Volume : Y13=3,471; Y14=3,492; Y15=3,393; Y16=2,709; Y17=2,303

KE preferences by category - High Speed Blender

Supor ranking No.1 vs fierce competition

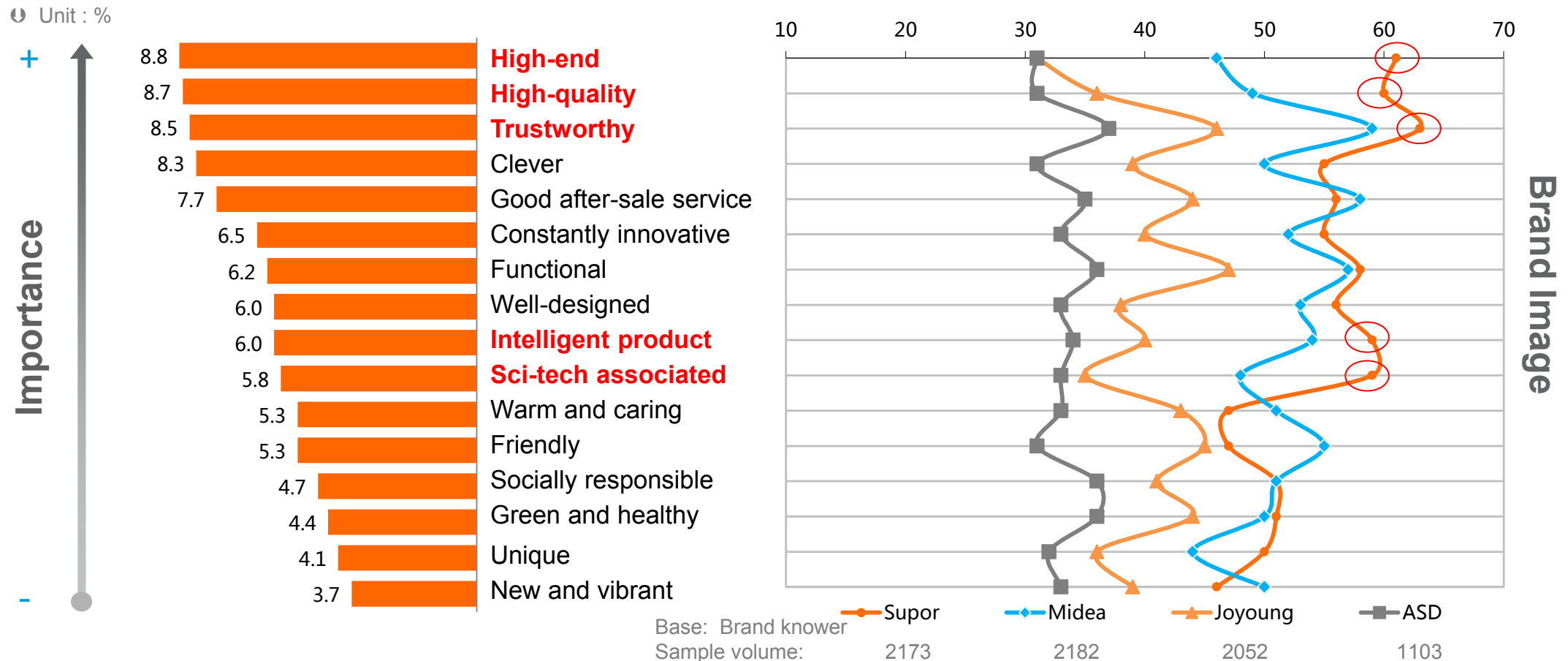


Unit : %

Sample Volume : Y13=3,471; Y14=3,492; Y15=3,393; Y16=2,709 ; Y17=2,303

Supor, a reliable brand for Chinese consumers

Supor, recognized as being high-end, high-quality, reliable and smart



Benefits from innovative design



Kitchen Electrical product lines overview

NO.2

Rice
Cooker



NO.2

Electrical
Pressure
Cooker



NO.3

Blender



NO.2

Kettle



NO.2

Induction
Hob



NO.2

Baking
Pan



NO.1

Slow
Cooker



Home & Linen Care product lines

NO.6

Vacuum
Cleaner



NO.1

Garment
Steamer



NO.9

Air
Purifier



NO.6

Mite
Predator



NO.3

Steam
Iron



Thanks





INVESTOR DAYS – 21-23 Nov, 2018

SHAOXING PLANT
Junyou Shen

SUPOR 苏泊尔

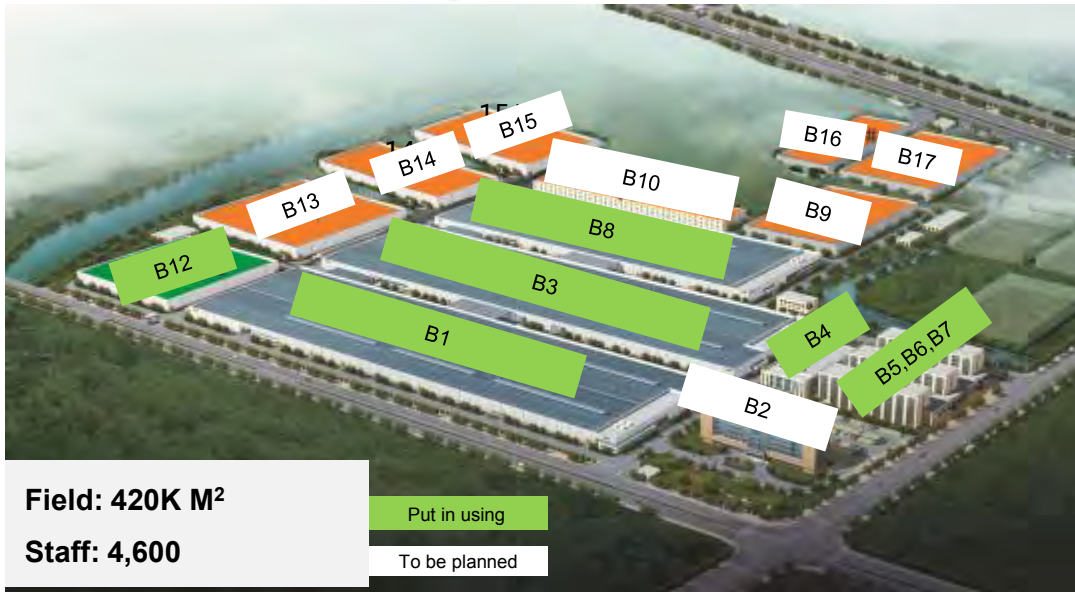
Shaoxing site - Supor's largest SDA plant



Foundation--2007.08



Put into production--2009.10



Field: 420K M²

Staff: 4,600

Put in using

To be planned

Category development milestones



2012-2014



2009-2011

Category development milestones



EPC



Fryer



Bread Maker

Electrical cooking category



Kettle



Health pot



FCM

Beverage category



High speed
blender



Induction hob



Soy Milk Maker



Slow Juicer



Blender

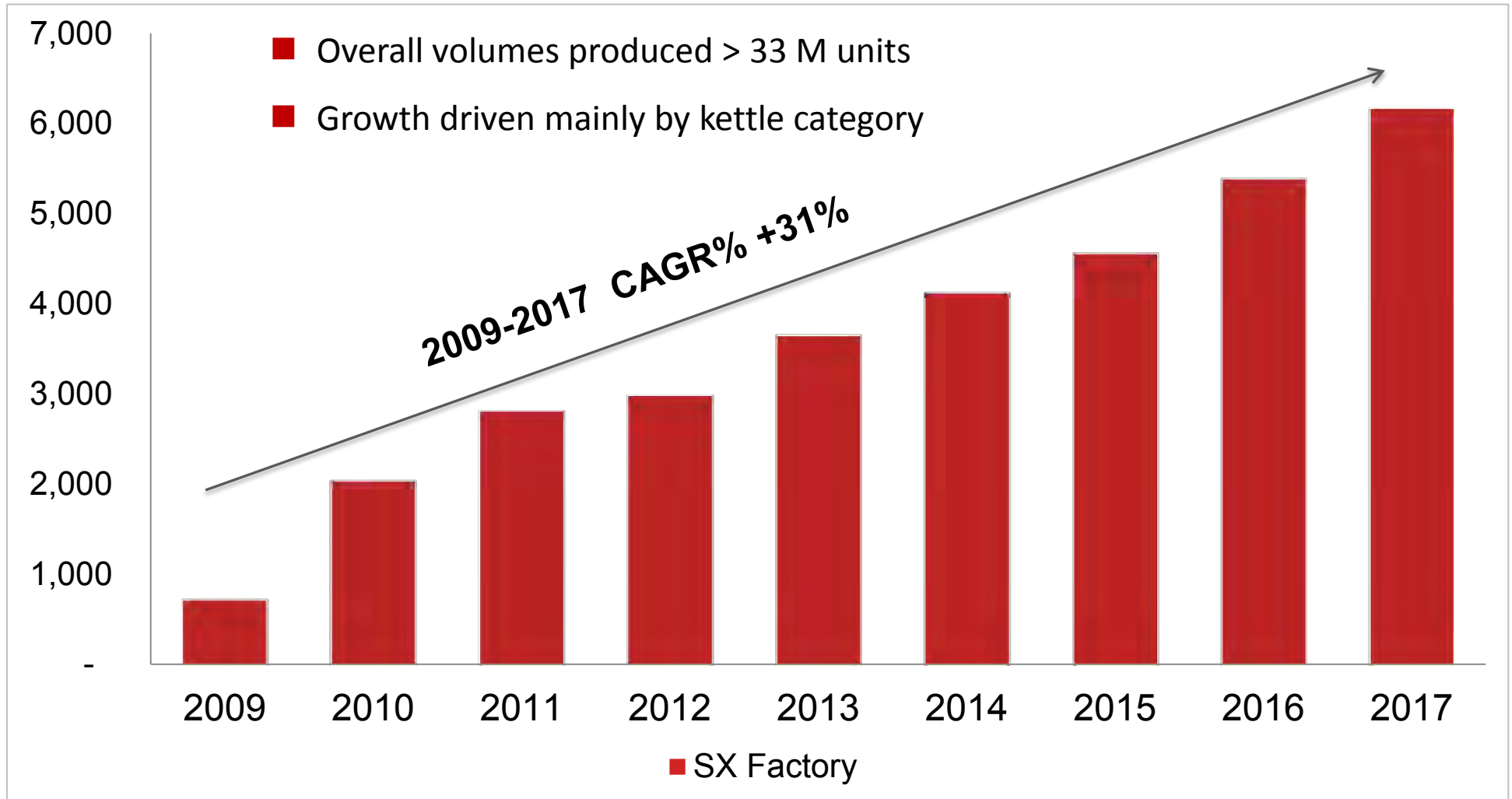


Easy go

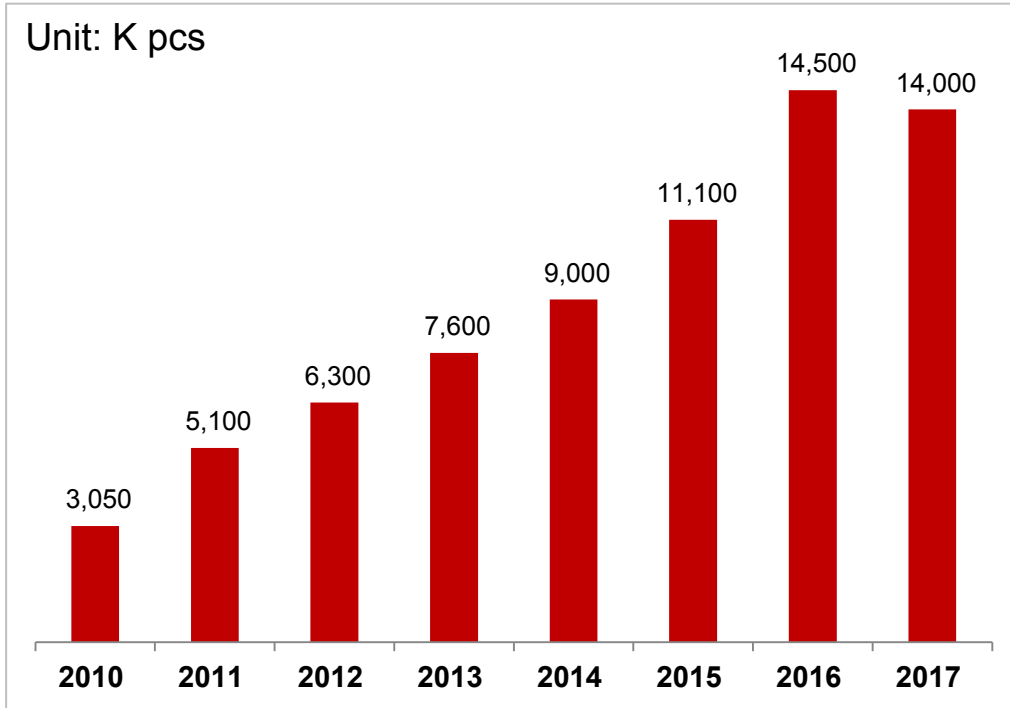
Food Preparation category

Steady ramp-up since 2009

Unit: Million RMB



Shaoxing, Groupe SEB's centre of expertise in Kettles'



Scale effect contribute to competitiveness



UPPH

+60%

2017 VS 2012

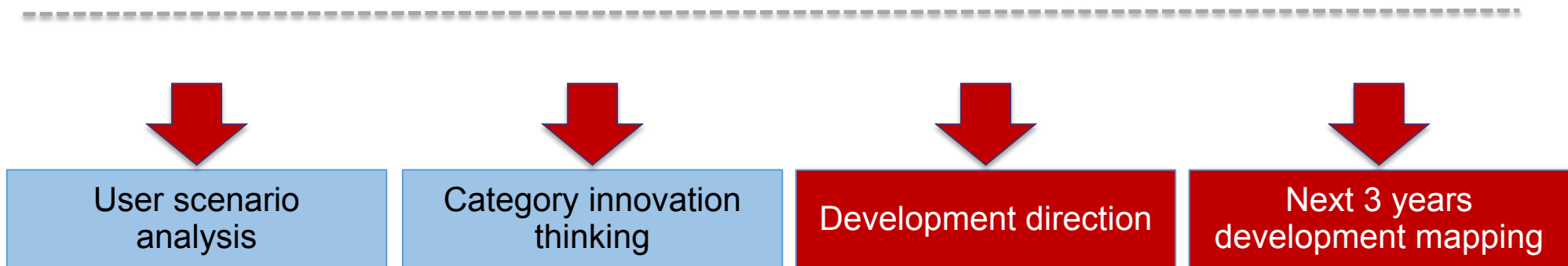
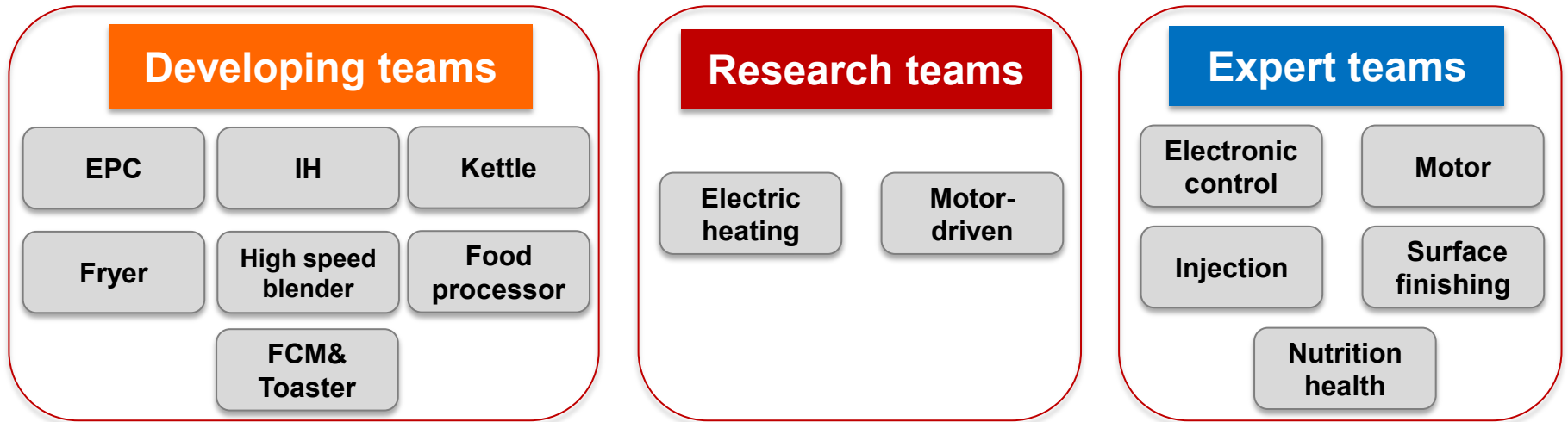
PRU

-22%

2017 VS 2012

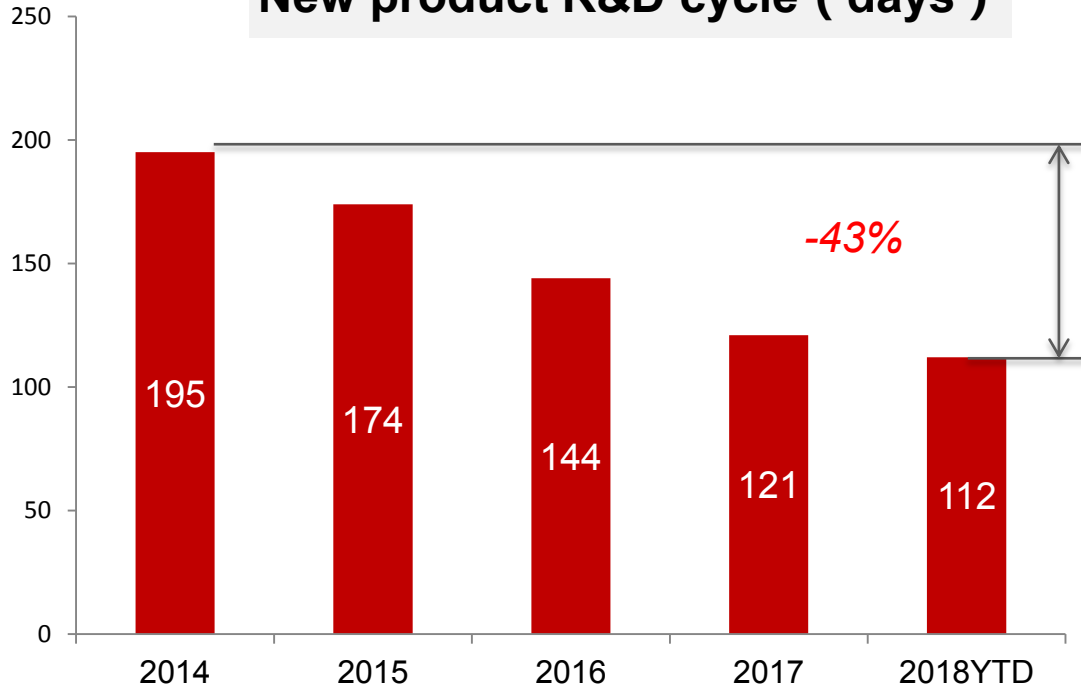


Strongly structured innovation process



Improved and shortened time to market

New product R&D cycle (days)



100-day pilot project in 2018



97 Days



95 Days



International standardized testing center and quality assurance system

- > 2000 M² area
- >700 pcs test facilities
- > 50 testing engineers



SX getting autonomous lab validation of SEB products

	Packaging	Kettle	BM	Fryer	FCM	Toaster	Blender	Hand blender	Food processor
validate by SBU LAB	DQNE			IS Sur Tille				Maryenne	
Status	√	√	√	√	√	√	ongoing	ongoing	ongoing

Strict quality process control



Test item:

function, performance,
construction & internal wire

Test item:

Normal safety test
MQS

Test item:

Normal safety test, MQS

Test item:

safety test, performance
& life test

Test item:

Type test, short life
test,

Quantity :

Life test 1-2pcs

Quantity :

Life test 4pcs, other test
4pcs

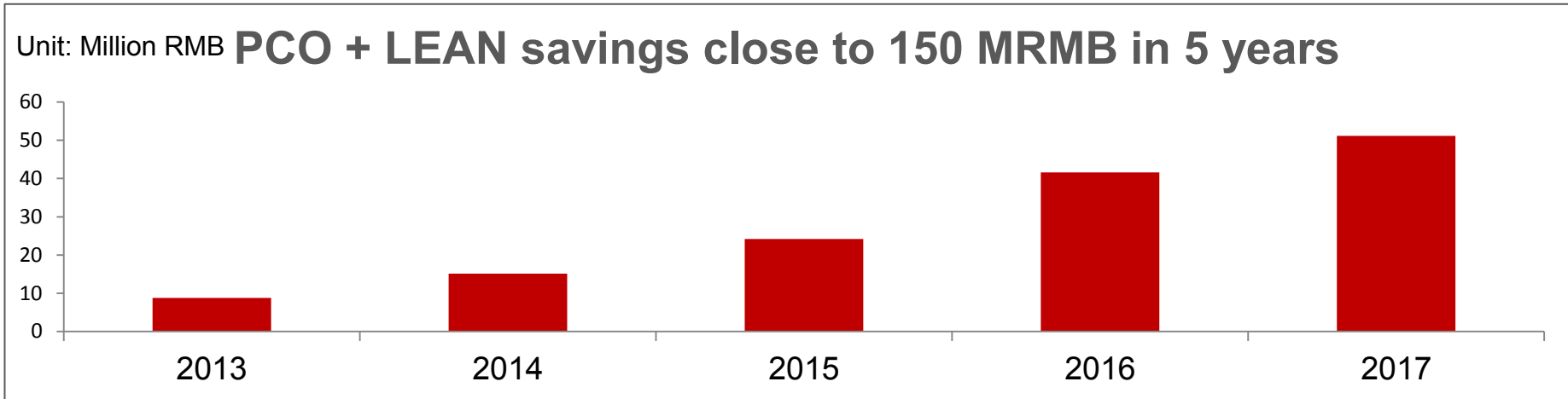
Quantity :

Life test 4pcs, other test
4pcs

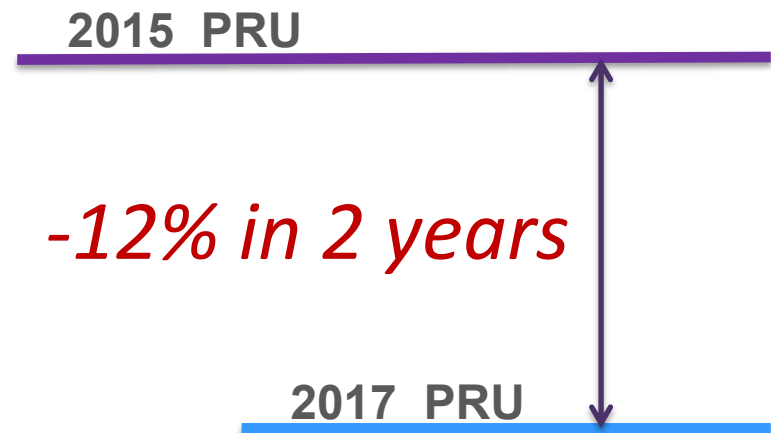
Quantity :

Life test 6pcs, other test
6pcs

Implementing PCO & Lean improvement to enhance competitiveness

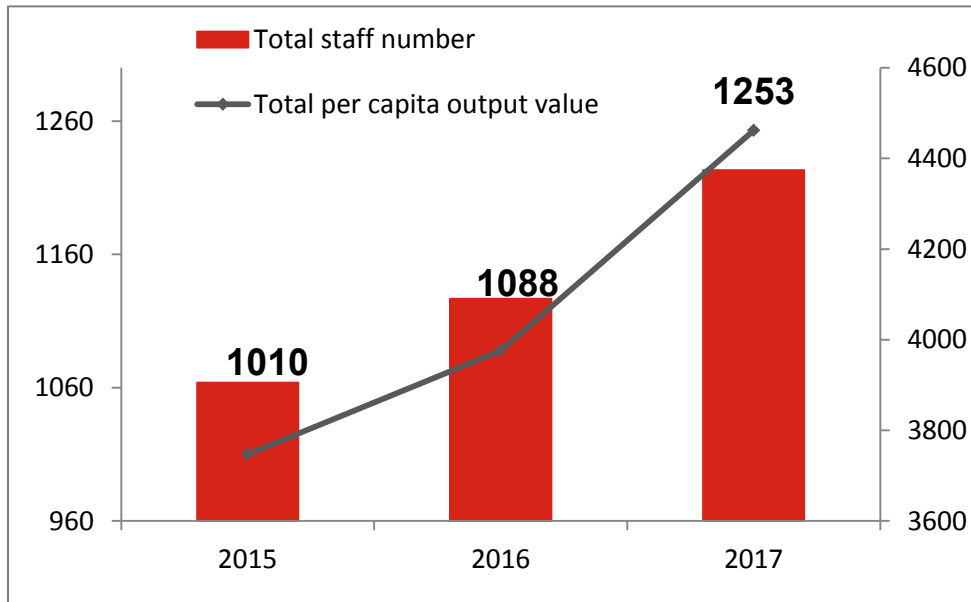


PRU change on Cookeo

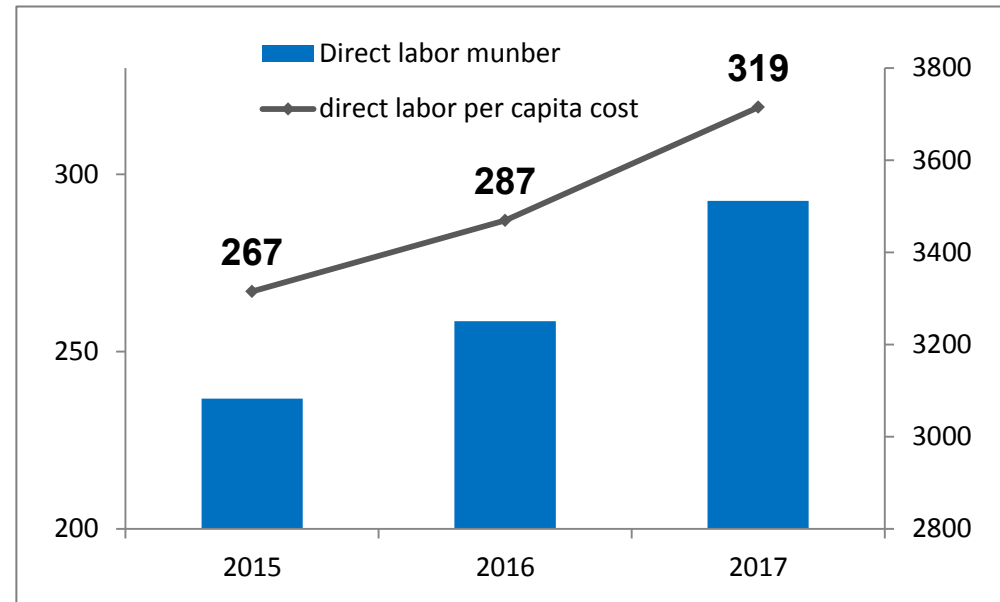


Labor efficiency steadily increasing

Total labor efficiency



Direct labor efficiency



Focus on employees' working conditions: EHS improvement

E : reducing temperature and noise



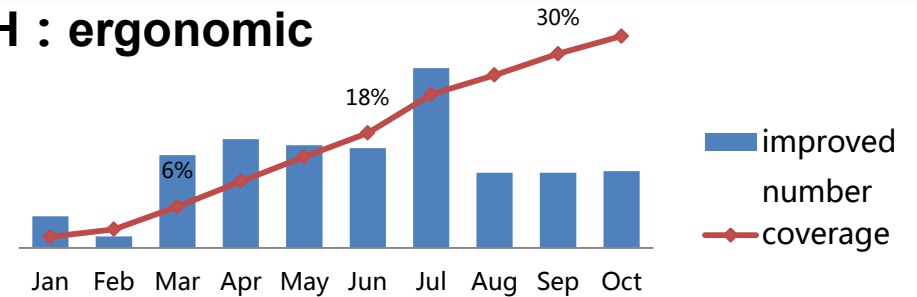
cooling system



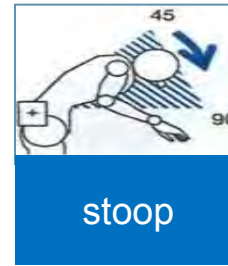
mute blow water



H : ergonomic



identification and improvement:



person : VCS

(safety interview)

Direct labor: once per person/year

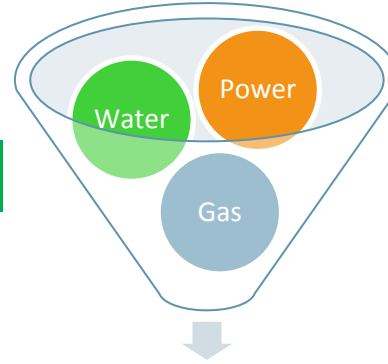
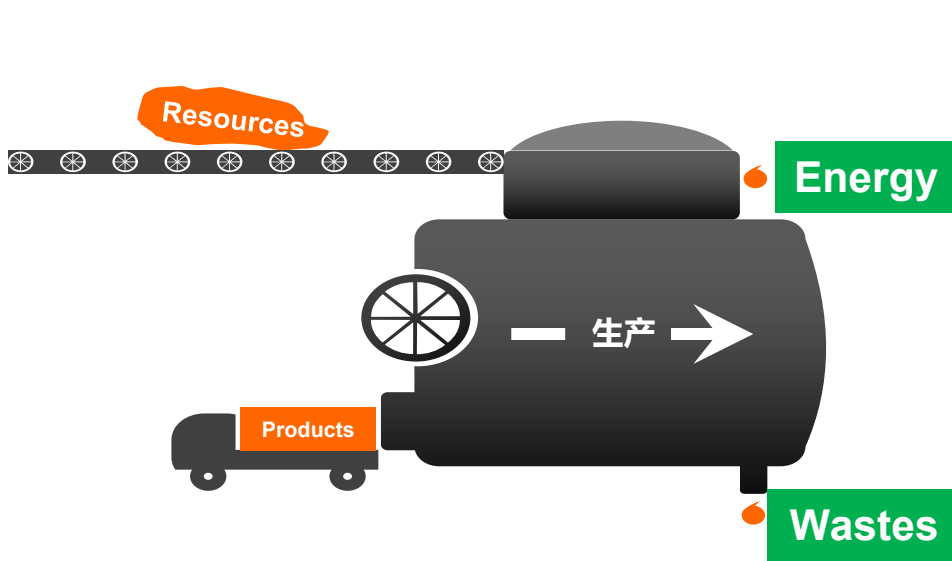
Indirect labor: 2 times per person/year



position : JSA

(Job safety analysis)

Strengthen environmental management



海恩法则 Hine law	
频次	当前
Current Day	Current month
周	月
Current week	Current month
当前	累计
Current	Total
重大污染	
污染事件	
造成轻度污染	
轻度污染并有效补救	
险性造成污染	
异常的行为或现状	

infrared nanometer heating project

Environment: The environment temperature is reduced by 3 ℃.

Stainless steel welding protected gas argon

Environment: Reduce energy consumption.

maxing steam heating project

Before	After	Total Cost
40000	2.5	1410000
10000	2.5	660000

Improve thermal efficiency by 50%, reduce energy consumption by 47%, no exhaust emissions.

Employee care & growing

- Improving workshop working environment
- Strict implementing 1 day off in every 7
- Assisting in the training of different staff
- Organizing diverse factory cultural life activities



An evening party celebrating the Spring Festival



Factory celebration



Training



Staff activities



Shaoxing as a benchmark



No.	Association	Part
1	National household appliances Standardization Technical Committee	commissioner
2	China Association for Standardization	vice-council member
3	China Household Electrical Appliances Association	council member
4	IEC/MSB China expert committee	commissioner

Play a major role in category standards setting

As a team leader in:
 EPC(performance)/
 fryer performance test
 IH Energy efficiency standard/
 SMM standard setting

Visiting route & reminder





INVESTOR DAYS – 21-23 Nov, 2018

CW MARKET & PRODUCT OFFERING
Shirley Chen

目录CONTENT

- 炊具总体市场介绍
CKW OVERALL MARKET INTRODUCTION
- 苏泊尔经营业绩及品牌表现
SUPOR SALES AND BRAND PERFORMANCE
- 苏泊尔业绩增长驱动及产品介绍
SUPOR SALES GROWTH DRIVES AND PRODUCT OFFERING

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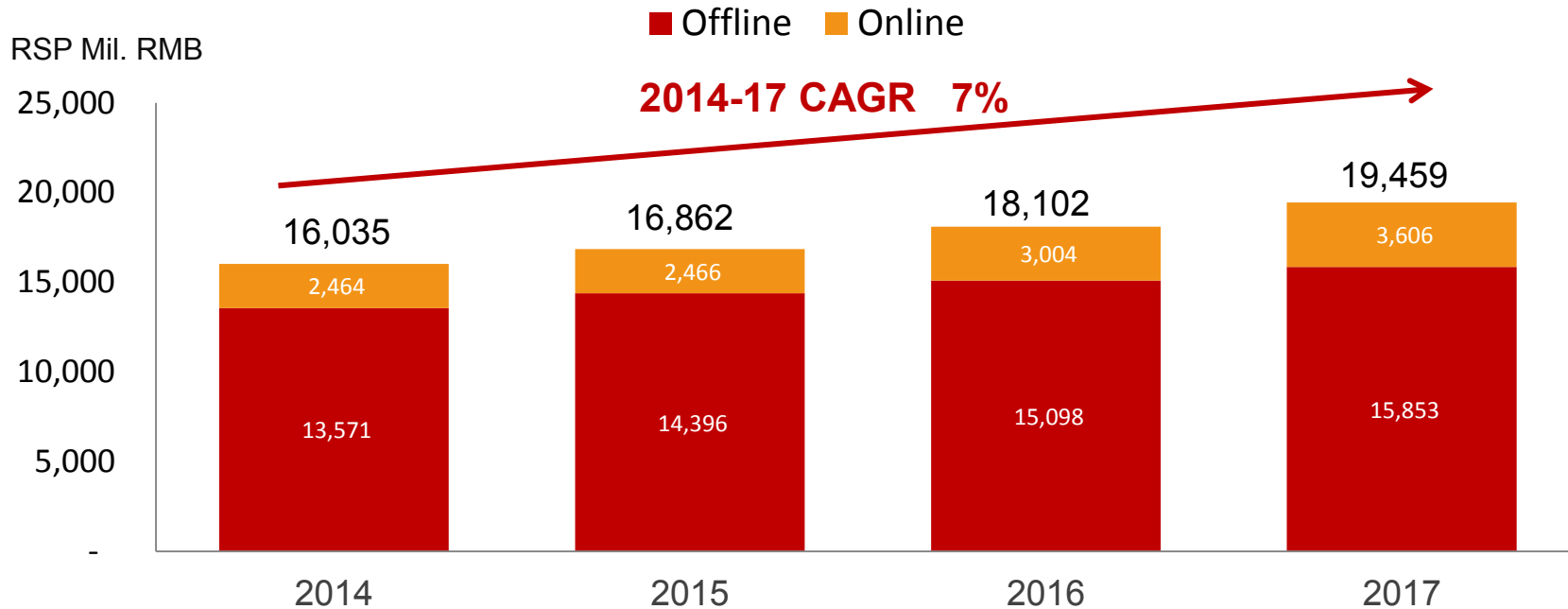
SUPOR SALES AND BRAND PERFORMANCE

■ 苏泊尔业绩增长驱动及产品介绍

SUPOR SALES GROWTH DRIVES AND PRODUCT OFFERING

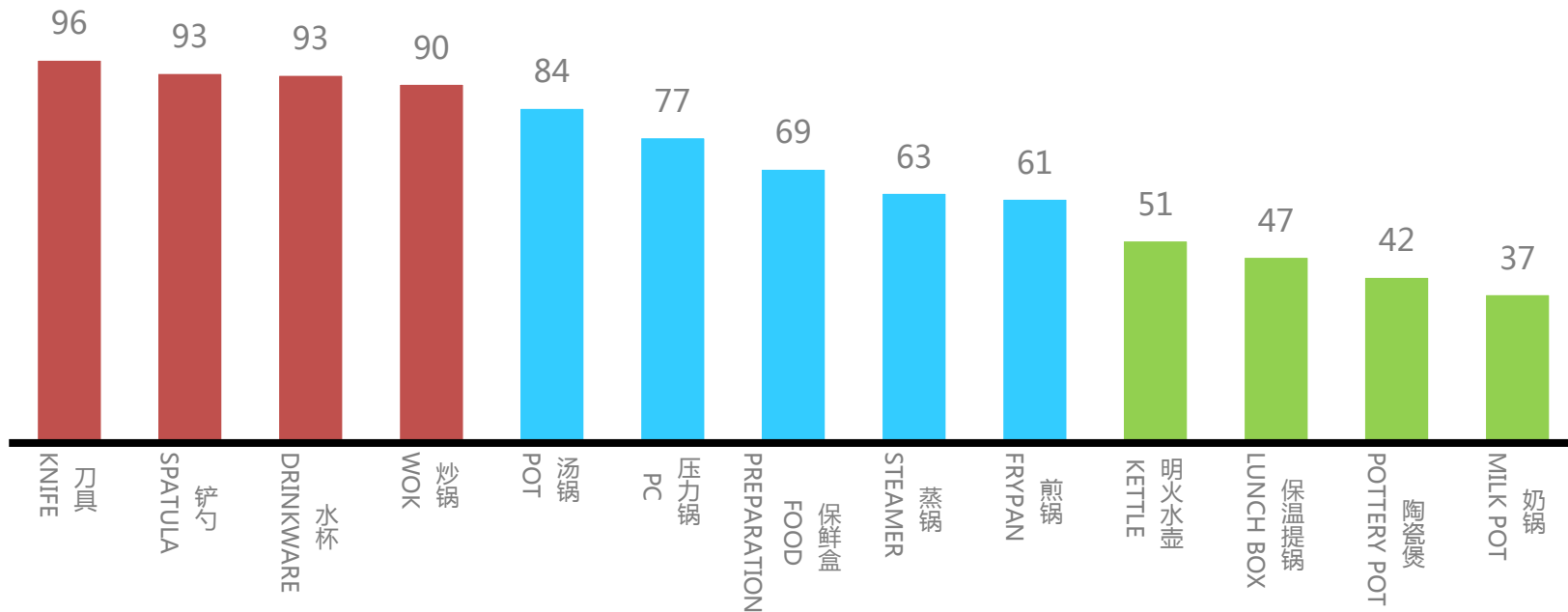
2017年中国炊具市场零售总额200亿元

20B RMB CKW market in China in 2017



炊具不同品类在中国消费者家庭的渗透率不同

Different penetration rates in Chinese households

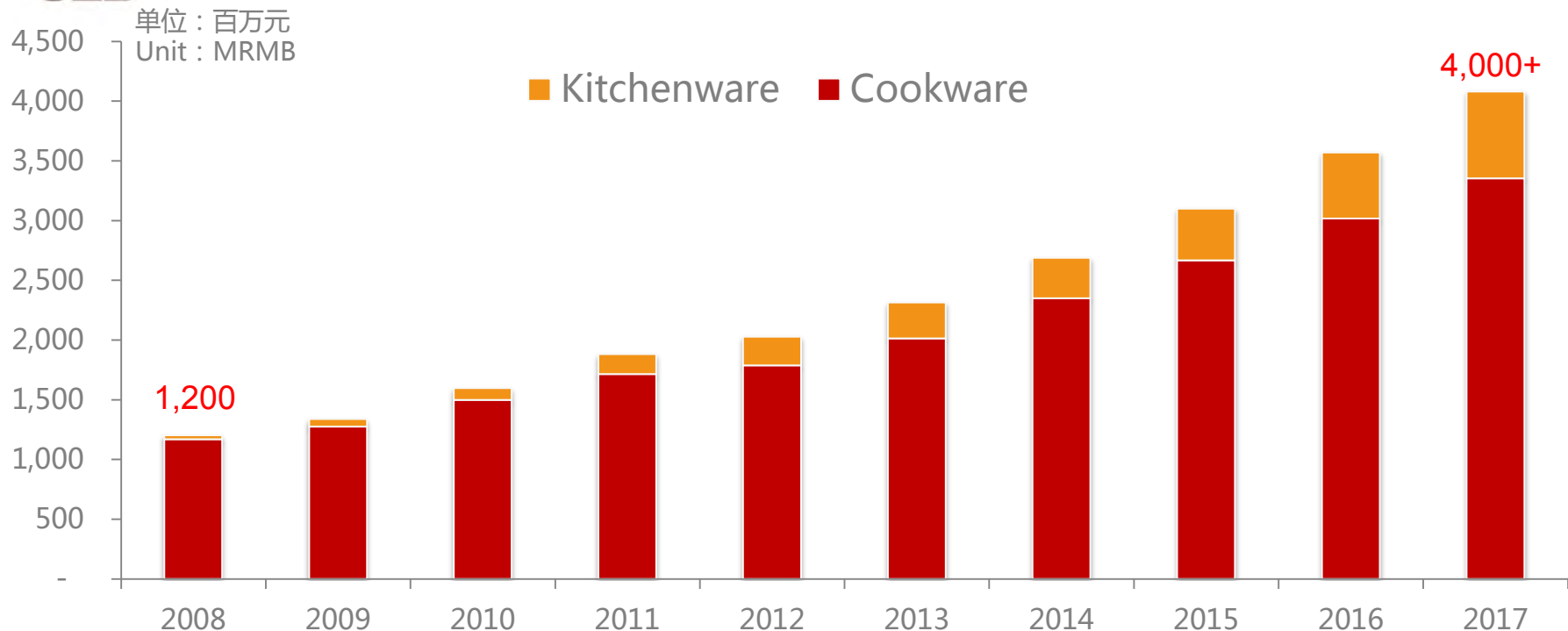


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苏泊尔炊具在中国每年保持10%以上的持续稳定增长 Supor, growing steadily over 10% every year in China.



Growth Rate%

11.3%

19.2%

17.8%

7.8%

14.1%

16.2%

13.5%

15.2%

14.3%

2017年, 苏泊尔炊具在中国的销售超过3500万只

Over 35M pieces cookware sold in China in 2017

炊具主要8大品类：炒锅、压力锅、蒸锅、煎锅、汤奶锅、陶瓷煲、套装锅、水壶
8 Key Categories of CW including: Wok, PC, Steamer, Frypan, Pot, Pottery, Set, Kettle.



2017年，苏泊尔厨具在中国的销售超过1200万只
Over 12M pieces kitchenware sold in China in 2017

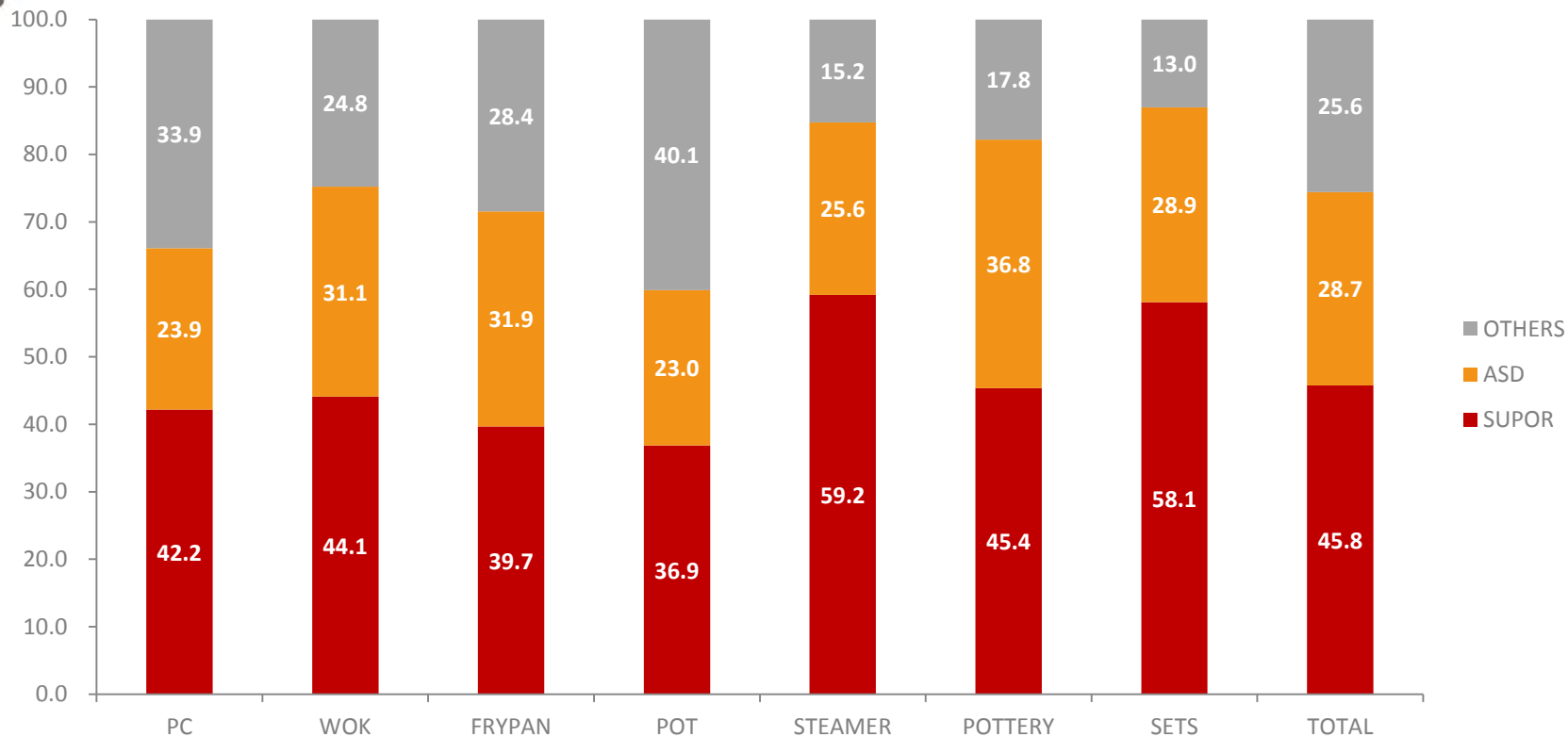
厨具主要四大品类：水杯、提锅、刀具、铲勺

4 Key Categories of KW including: Flask, Lunch box, Knife, Spatula



苏泊尔在中国是炊具行业第一品牌

SUPOR, the undisputable No.1 brand of CKW in China

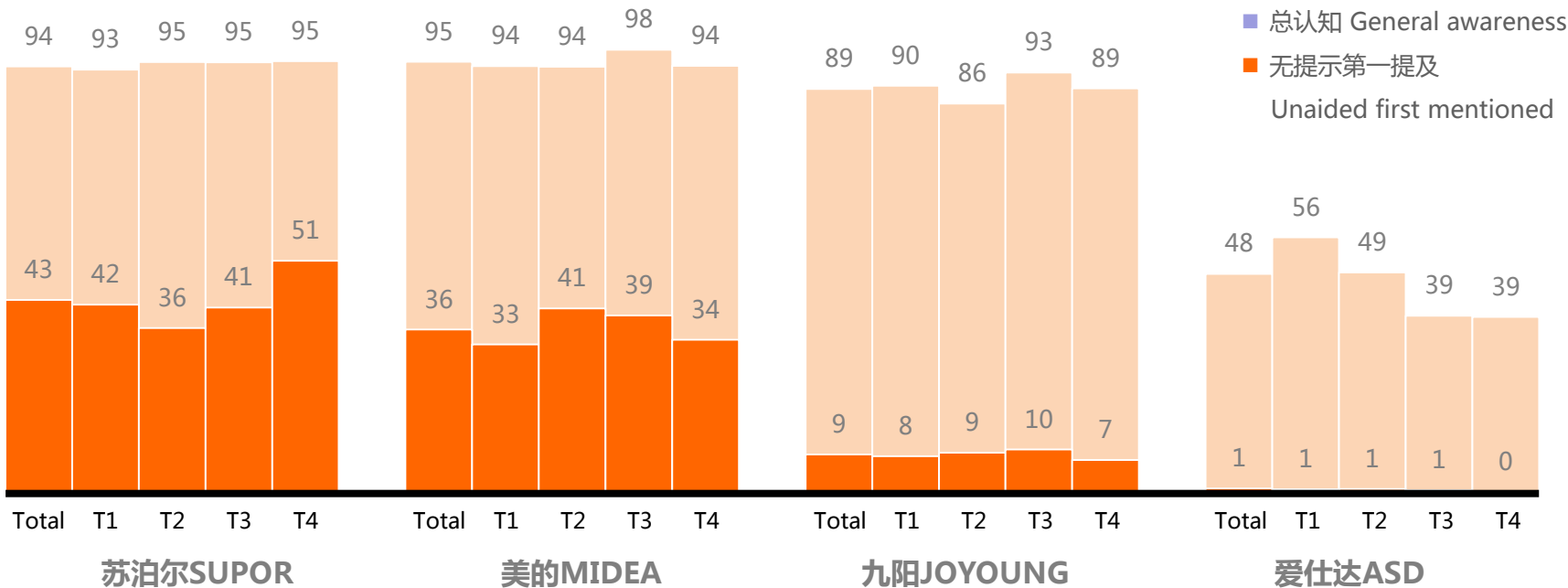




苏泊尔在炊具行业知名度排名第一

SUPOR has the highest brand awareness in Cookware

- 基数sample base : 所有被访者 all interviewee
- 样本量sample capacity : 总体total= 2,303 ; T1=820 ; T2=640 ; T3=452 ; T4=391

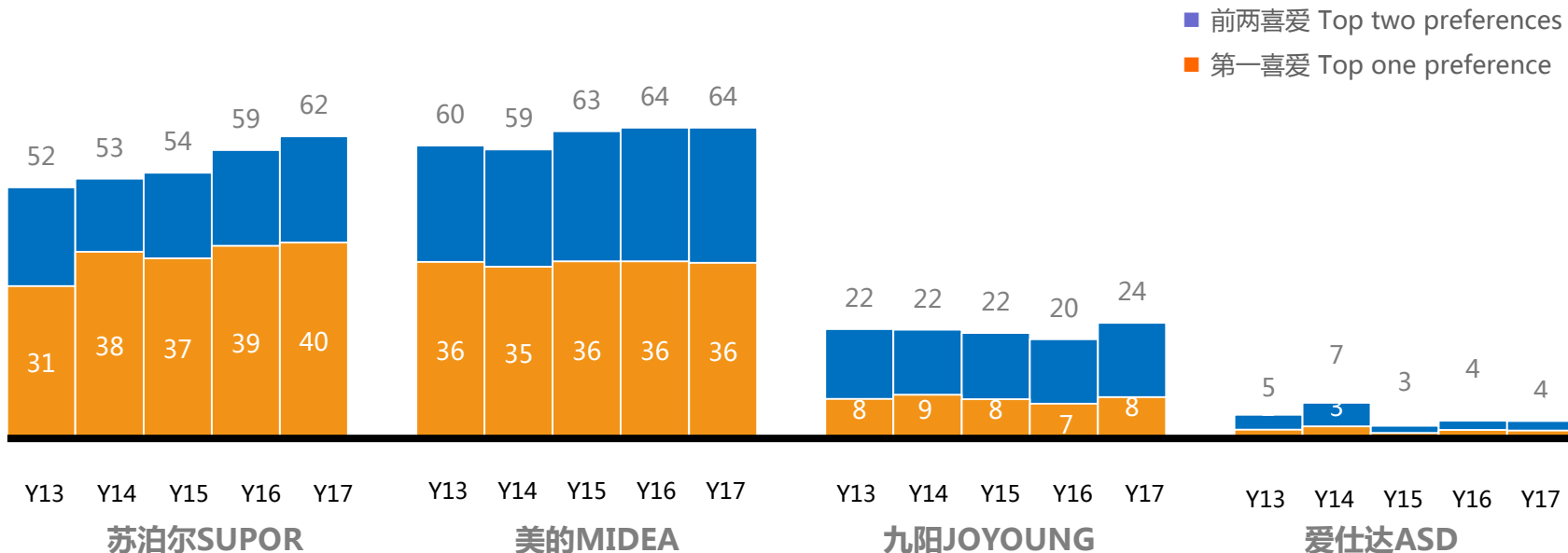


苏泊尔的消费者喜好度保持最高并逐年提高

SUPOR, the Top One preferred brand

单位：%

- 基数Sample base : 所有被访者 all interviewees
- 样本量Sample numbers : Y13=3,471; Y14=3,492; Y15=3,393; Y16=2,709; Y17=2,303



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Your kitchen small issues

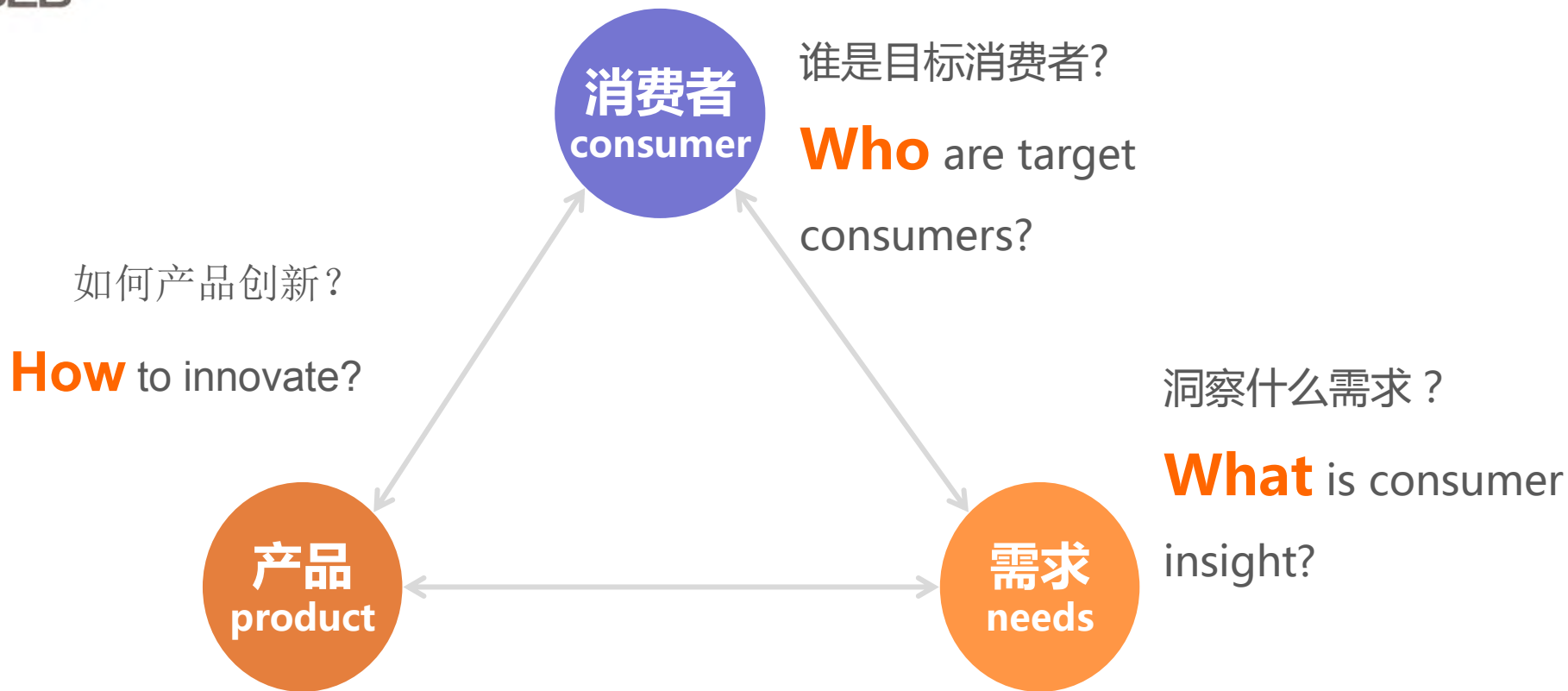
你的厨房小事

Our attentively big solutions

我们的用心大事

以消费者“需求”出发，进行产品创新

Consumer needs, the key of our product innovation



渗透率高的品类：细分需求，让消费者拥有更多
High penetration categories: lead our consumers to buy more.

“让消费者买更多”
“Give consumers a reason to buy more”

炒锅：一家两锅 文武双炒（不粘锅+铁锅）

Wok: double equipment in the kitchen (nonstick + iron)

Fume

Stick

Fume
less

Non
stick

问题

解决方案

Problems

Solutions

Rust

Heavy

Anti
rust

Light

炒锅：一家两锅 文武双炒（不粘锅+铁锅）
Wok: double equipment in the kitchen (nonstick + iron)



SUPOR 苏泊尔

Red spot fumeless wok

火红点[®]钛金刚 无油烟炒锅

油温可见 油烟再见

Visible to oil temperature, goodbye
to fume



火红点
智控油温



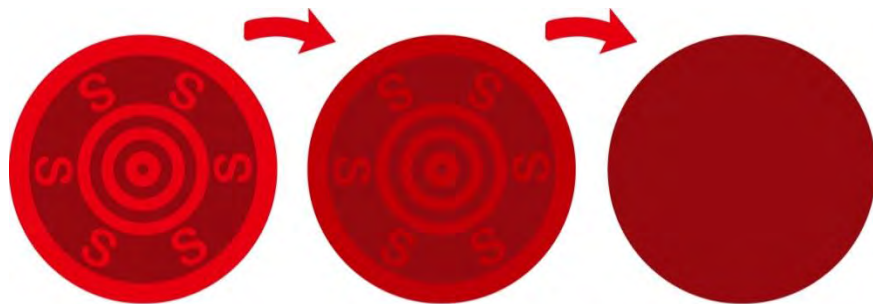
钛金刚耐磨网
耐磨不粘 一网搞定



专利**火红点**技术 Patented Groupe SEB Red spot technology

油温可见 油烟再见 Oil temperature indicator, no more fume

当锅内的温度达到180 °C左右时，红点上的图案将会消失，火红点变成全红色，成为一个实心的火红点，此时即为开始烹饪的最佳时刻。
When temperature reaches 180°C, the red spot at the bottom of the wok will disappear and become a plain spot, which shows the best time for cooking



加热前
Pre-heating

加热中
Heating

开始烹饪
Cooking



Triply anti-rust Iron Wok

芯铁

真不锈炒锅

铁锅有芯

爆炒

得心应手

Triply layers

Comfortable for stir fry



芯铁

真不锈钢炒锅-芯铁技术 Zhen Buxiu Iron Wok

锅体采用 **铁-铝-铁 1 : 3 : 1黄金配比**，在高温环境下进行多重特殊工艺处理，重组表面结构，让您感受轻重称手、持久不生锈的铁锅爆炒新体验。

Triply layers(iron/Alum/iron 1:3:1) with special treatment to realize light weight、nonstick and suitable for stir fry



每年有超过1000万家庭拥有苏泊尔炒锅
More than 10M new families buy a SUPOR wok every year



渗透率高的品类：消费升级，激发更新需求
High penetration categories: stimulate new demands
by consumption upgrade

“给消费者一个购买苏泊尔的理由”
“Give consumers a reason to buy SUPOR”

刀具：“黄金弧+黄金斩” ----更锋利、斩切刀

Knife: “Golden arc + golden chop” --- Sharp Range Chip & Chop



双刃设计

斩切互不干扰

Twin-edge design,
No interfere between
chip and chop

SUPOR 苏泊尔



黄金弧

切割更省力

Golden arc,
Easy chipping

SUPOR 苏泊尔

golden chop,
Robust chopping

黄金斩
斩剁更强韧



渗透率低的品类：创造使用场景，激活新购需求
Low penetration categories: create scenarios to activate new needs.

“给消费者一个拥有的理由”
“Give consumers a reason to try it.”

SUPOR 苏泊尔

Supor red spot fry pan
Right temperature for better taste

苏泊尔 **火红点**® 煎锅
油温刚刚好
味道才更好



大平底
简单煎得好



持续贯彻

大平底,

更适合煎烙

烹饪, 突出

煎锅特点

BIG-Flat for better frying



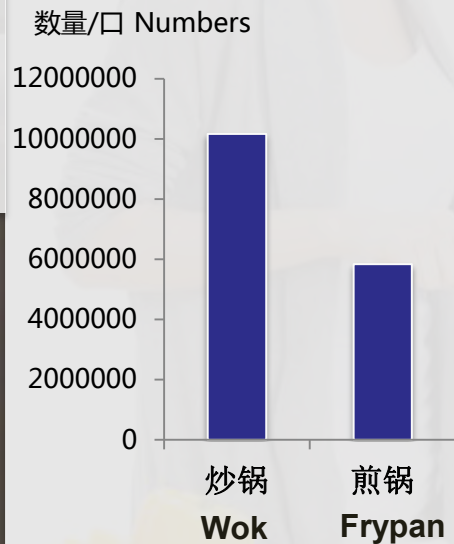
One frypan and one wok, best for cooking

As the characteristics of the frying pan is more suitable for frying and making a rich delicacy.

One fry and one stir-fry for easier to meet the cooking requirement, and to increase the ratio of frypan and wok

由于煎锅自身的特点，更适合煎烙的烹饪，做出丰富的美味，一煎一炒，轻松满足煎炒烹炸，提高煎锅和炒锅的配比率。

“一煎一炒，烹饪刚好”



煎锅的销量为炒锅的 57.42%

Frypan sales vs. Wok sales: 57.4 %

◆ **快速** —— 导热快 (生活节奏快)

Quick - fast heat conduction (fast pace of life)

◇ **健康** —— 火红点控油温+环保涂层 (一天之计在于晨, 防止油温过高使食物析出有害物质, supor清晨就开始呵护您的健康)

Healthy - red spot to control oil temperature + healthy coatings

◆ **易洁** —— 不粘表面易清洁 (早上时间紧, 没时间刷锅, 晚上回家再清洁依旧轻松)

Easy to clean - non-stick surface is easy to clean (time is tight in the morning, no time for wok clean, easy clean even at night)



开拓新品类，培育未来增长点
Develop new categories, to nurture further growth

“苏泊尔，给消费者更好的选择”
“SUPOR, a better choice for consumers”

新陶 养生煲 · 盖无双

Color lid Pottery pot



650-20°C 煲体冷热骤变不开裂
no crack even with violent
temperature change from 650-20°C



澳洲进口 6.5级 锂辉石

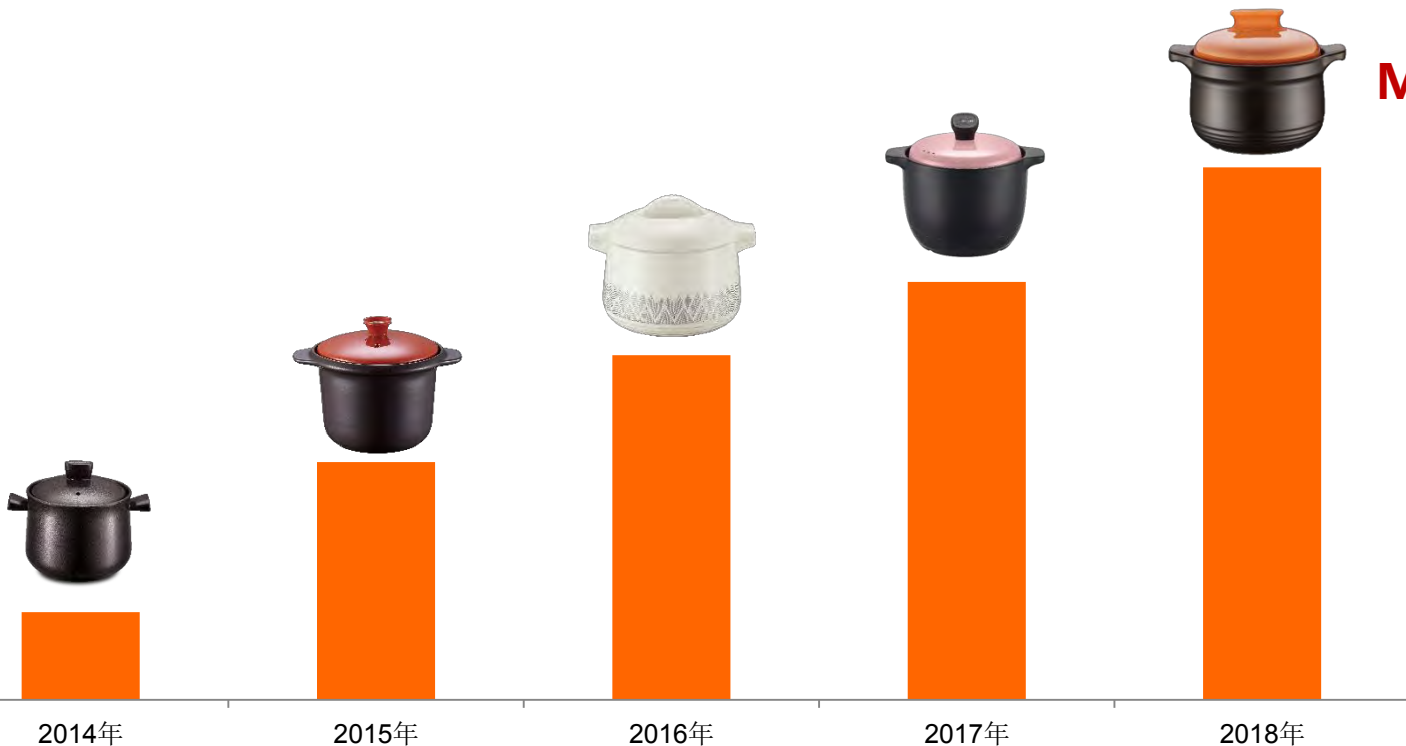
6.5-class imported spodumene from
Australia

上市4年时间成为陶瓷煲品类行业第一

Supor, NO.1 in the pottery category 4 years after launch

单位:K RMB

180,000
160,000
140,000
120,000
100,000
80,000
60,000
40,000
20,000



MS: 45%

抓住新生代年轻消费者

Capture the new generation of young consumers

品牌&产品年轻化、时尚化

Turn Supor into a younger, more fashionable brand

张钧甯
Zhang jun ning



SUPOR



温暖

warm



知性

intellective



时尚

fashion

SUPOR 苏泊尔

苏泊尔AIR

轻量保温杯

温暖轻相随

Supor AIR light weight thermos,
Warm and light



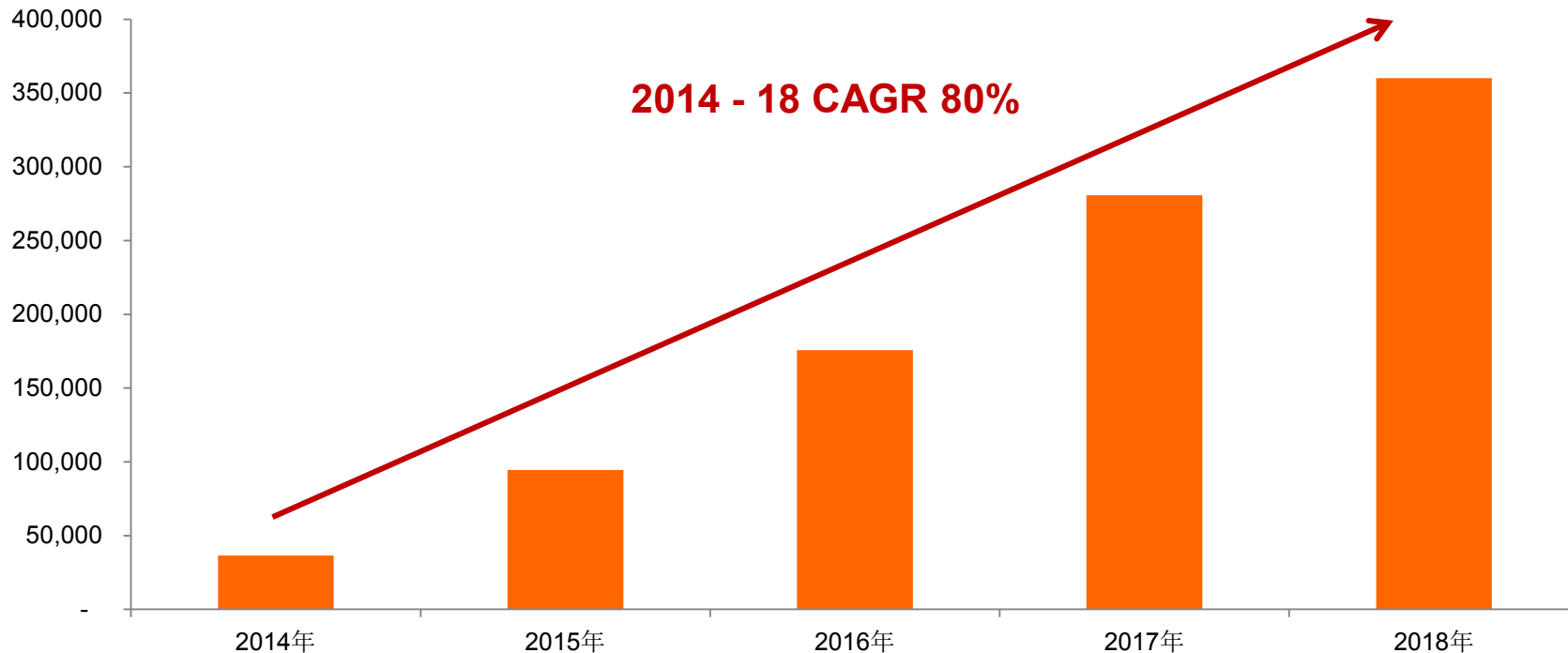
A handwritten signature in white ink, which appears to be '张钧甯' (Zhang Jueping).

苏泊尔品牌代言人 张钧甯



2014-2018年5年销售额实现10倍增长 Drinkware 2018(e) revenue 10X that of 2014

单位:K RMB



系列化，色彩化

Serialization and colorization



小家庭 Small Family





Thank You

Our objective: continue to consolidate our overall leadership
但是，我们将持续提升，永不止步。

Thank You

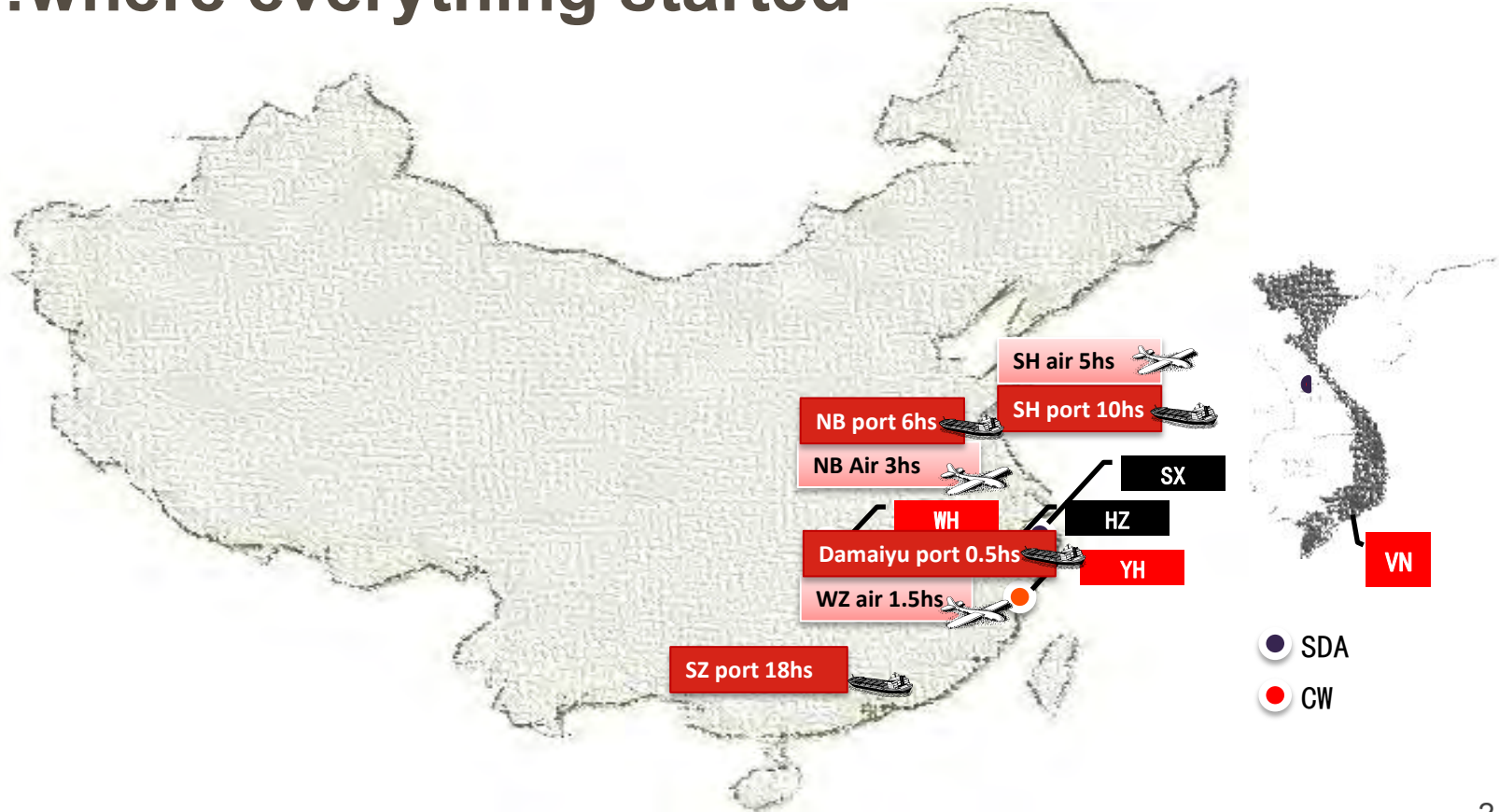


INVESTOR DAYS – 21-23 Nov, 2018

YUHUAN PLANT
Jian Hu

SUPOR 苏泊尔

Yuhuan – Outstanding location ...where everything started



Category development milestones



- Started manufacturing aluminum cookware with new process of PTFE & Anodization



- Cast aluminum launch

1980~1997

1997~

2002

2006

2008

- Best seller of 1996 in China
- Responsible to draft the National Standard for pressure cooker



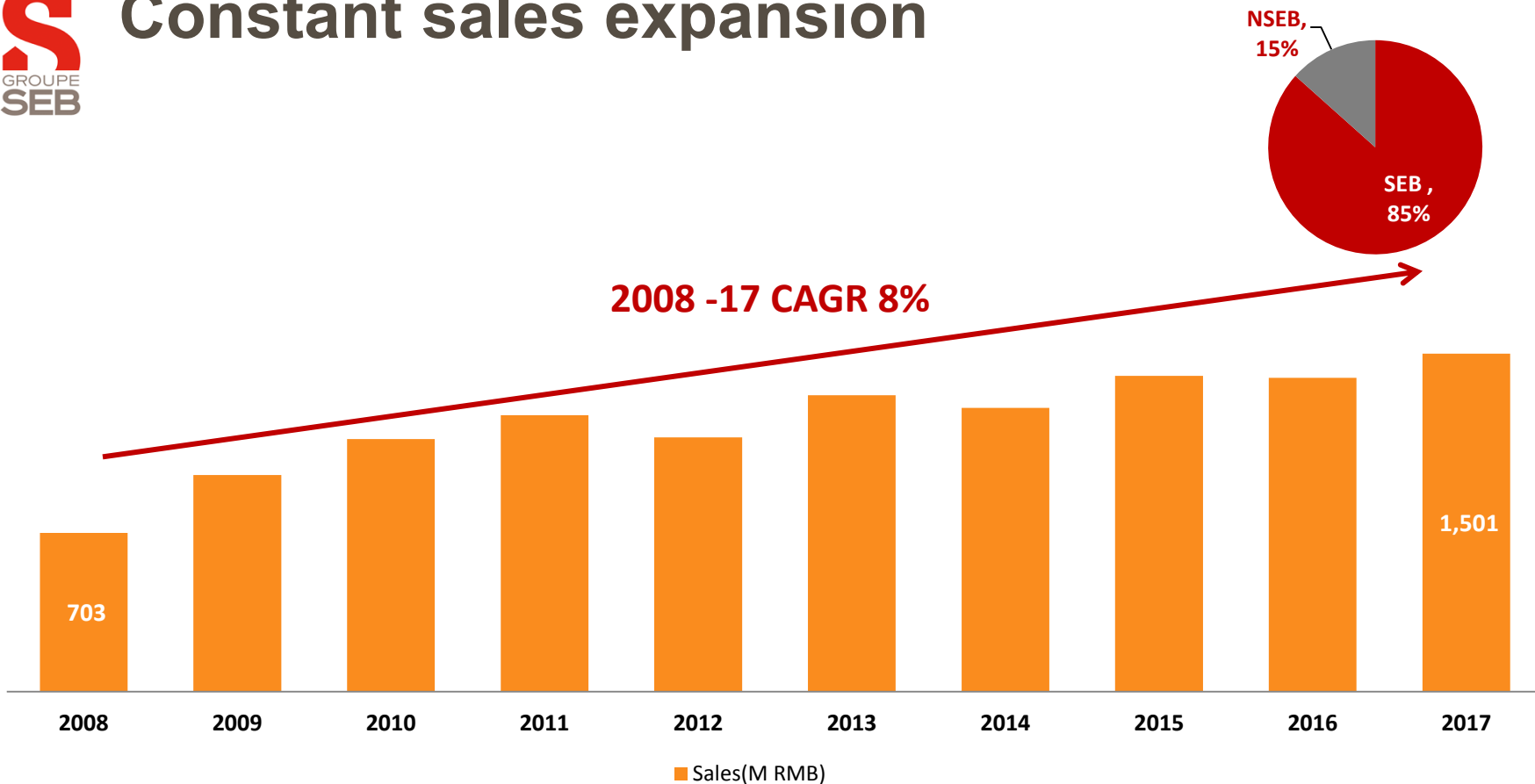
- New SS line launch



- Launched 1st thermospot line from SEB



Constant sales expansion



Focus on Cookware with innovation

New design pressure cooker with 7 security systems

7 SECURITY SYSTEMS



2014

Material Mix Tefal Experience



2015

Clipso Pressure Cooker
单手操作，简便省力，安全耐用



2016

Piles on series



2017

Easy pouring



2018

Smart series made with cast aluminum



NEW TS SS Fry pan



ALL Clad Sets



Titanium Plasma
高硬度高耐磨且耐铁铲



智巧可叠
多层叠加，节省空间、方便储存



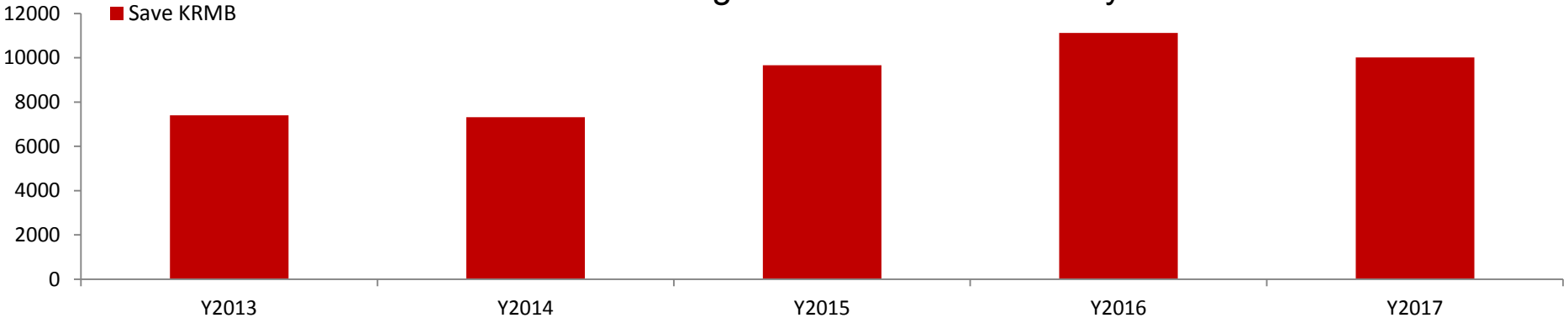
■ Cross fertilization with Groupe SEB on coatings, materials, Thermospot, Ingenio and industrial processes

Rolling-out OPS to drive constant savings



Type of OPS project	WORKSHOP	QCC	LEAN	Six Sigma
	200/Year	20/Year	20/Year	20/Year

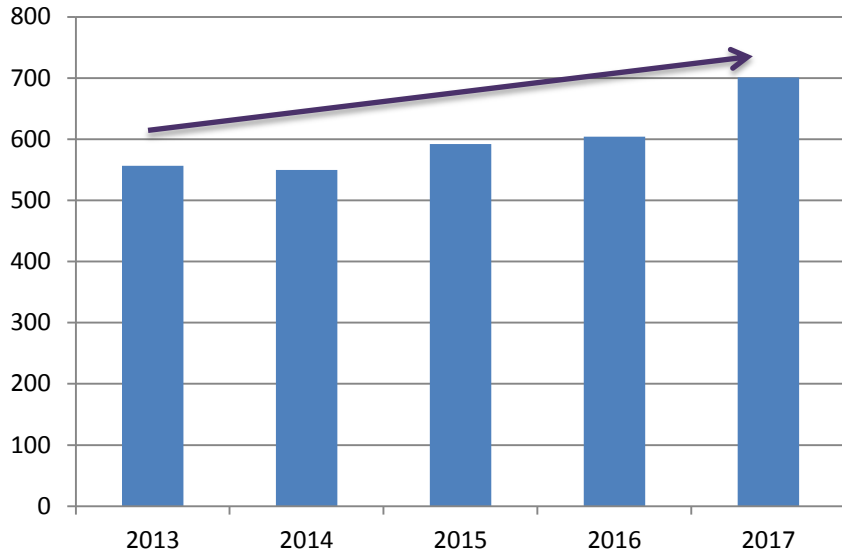
PCO+ LEAN savings above 40M RMB in 5 years



Constant improvement in productivity

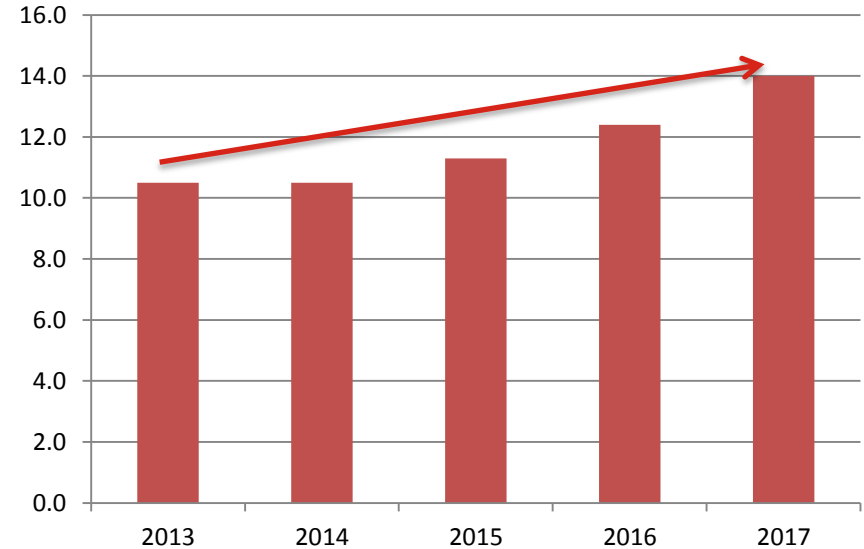
Output value per person :KRMB/Year

2013 -17 CAGR 7.2%



Output volume per person : KPCS/Year

2013 – 17 CAGR: 7.4%



Quality assurance system

- ◆ 10 labs and 80 testing machines in 727m².
- ◆ A professional quality control team of 63 people



- ◆ All cookware test for global ranges
- ◆ Food safety testing



GS.CE certificate



Pressure cooker UL certificate

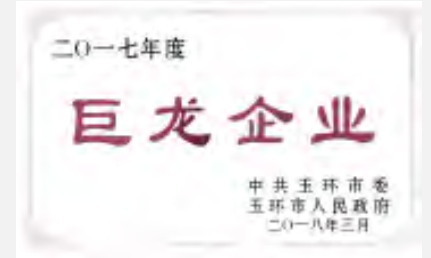


Outstanding management system to ensure sustainable development



Was recognized by Quality/Environment/Occupational health and safety systems as from 2004.

Repeatedly praised



- 2013~2017 *Julong Enterprises Award* in Yuhuan city
- 2014 *Zhejiang Famous brands*
- 2014 *Top 100 innovation on technology enterprises* in Zhejiang
- 2015 *High-tech personnel cultivation site* in Taizhou
- 2015 *Customers' Favorite Brand* in China
- 2017 *Certified by Zhejiang Made*
- 2018 *Famous Brand of Export* in Zhejiang

Reliable quality and social responsibility

No	Audit Catalogs	Customer	Audit Date	Result	Business Dept.
1	Quality	H. Kellermann GmbH & Co. KG	1.29	PASS	NSEB
2	Quality	卓艺餐具用品（深圳）有限公司	3.28	PASS	NSEB
3	Social responsibility	Q.E.I.LIMITED	4.3	PASS	NSEB
4	Anti-terrorist	Marks and spencer	4.24	PASS	NSEB
5	Social responsibility	BIRGMA ASIA TRADING LIMITED	5.30	PASS	NSEB
6	Social responsibility	AMAZON EU SARL	6.1	PASS	NSEB
7	Anti-terrorist& Social responsibility	COSTCO	6.4	PASS	SEB
8	Quality	Walmart	8.2	PASS	SEB
9	Quality	AMAZON EU SARL	8.2-8.3	PASS	NSEB
10	Social responsibility	BSCI	8.8-8.9	PASS	NSEB
11	Anti-terrorist	WM SCAN	9.21	PASS	SEB

Constant improvement on safety

Organization



Improved security management structure

Training



Ensure all personnel involved in safety training

Inspection



All personnel are involved in safety inspection

Rewards



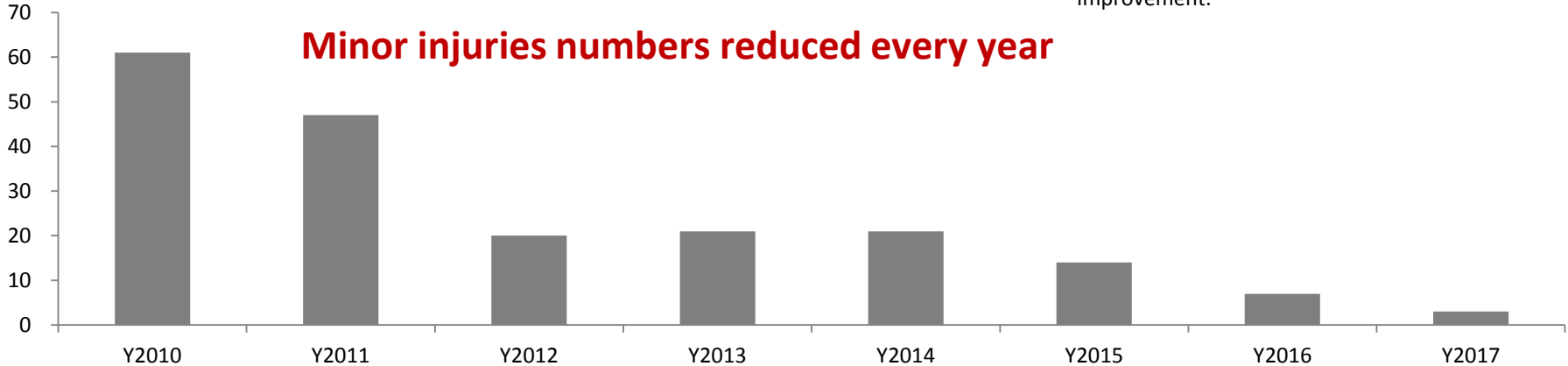
Establish a review and evaluation mechanism for continuous safety improvement.

VCS



Managers and workers jointly promote safety improvement

Minor injuries numbers reduced every year



Constant improvement in environment protection

Using electrical power compensation device



Revamping of electric heating equipment



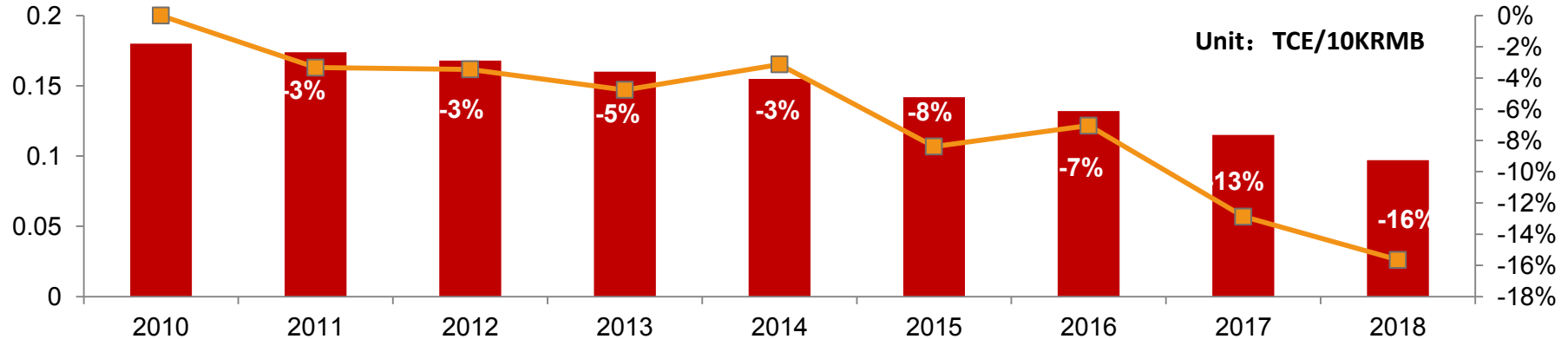
Using low energy consumption equipment



Direct gas heating system

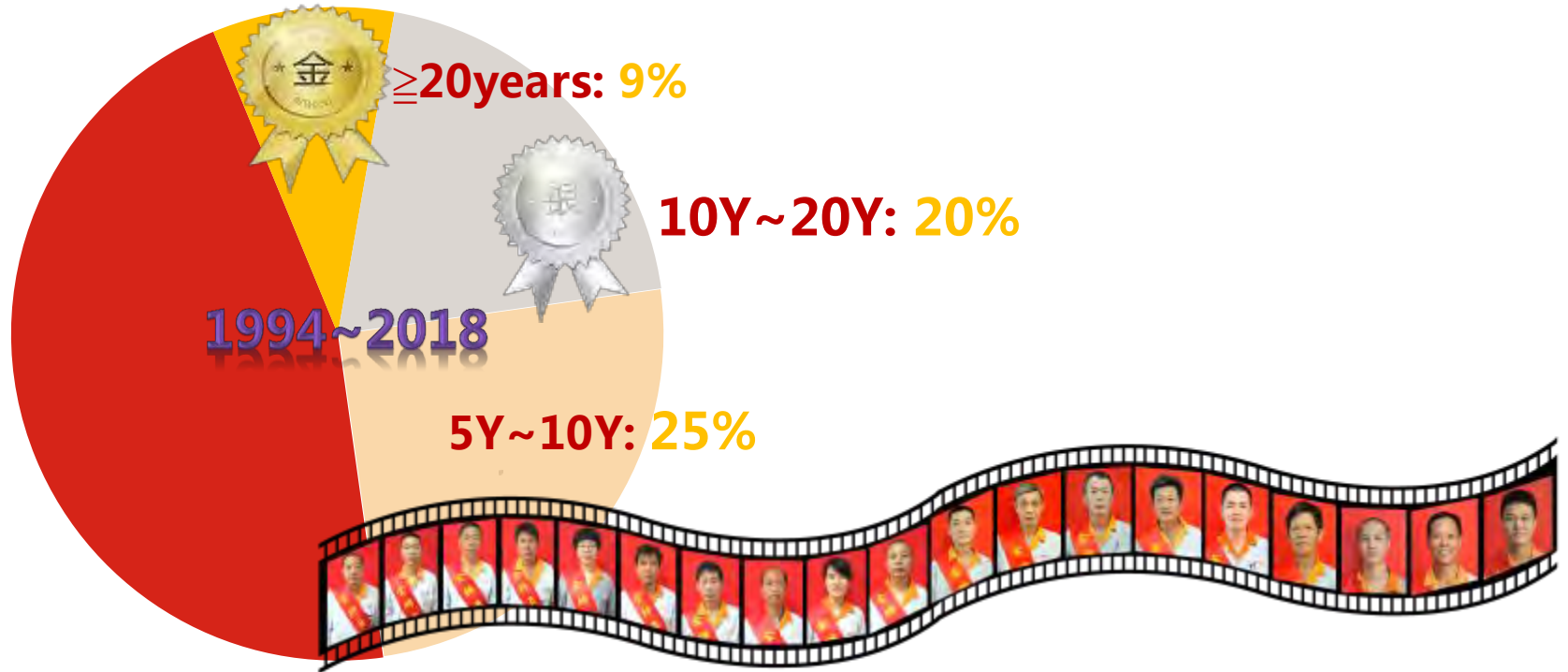


Solar and air energy utilization



Stable team as a key pillar

Total employees 2,152 in Oct.2018. Skill certificated workers take up 25%



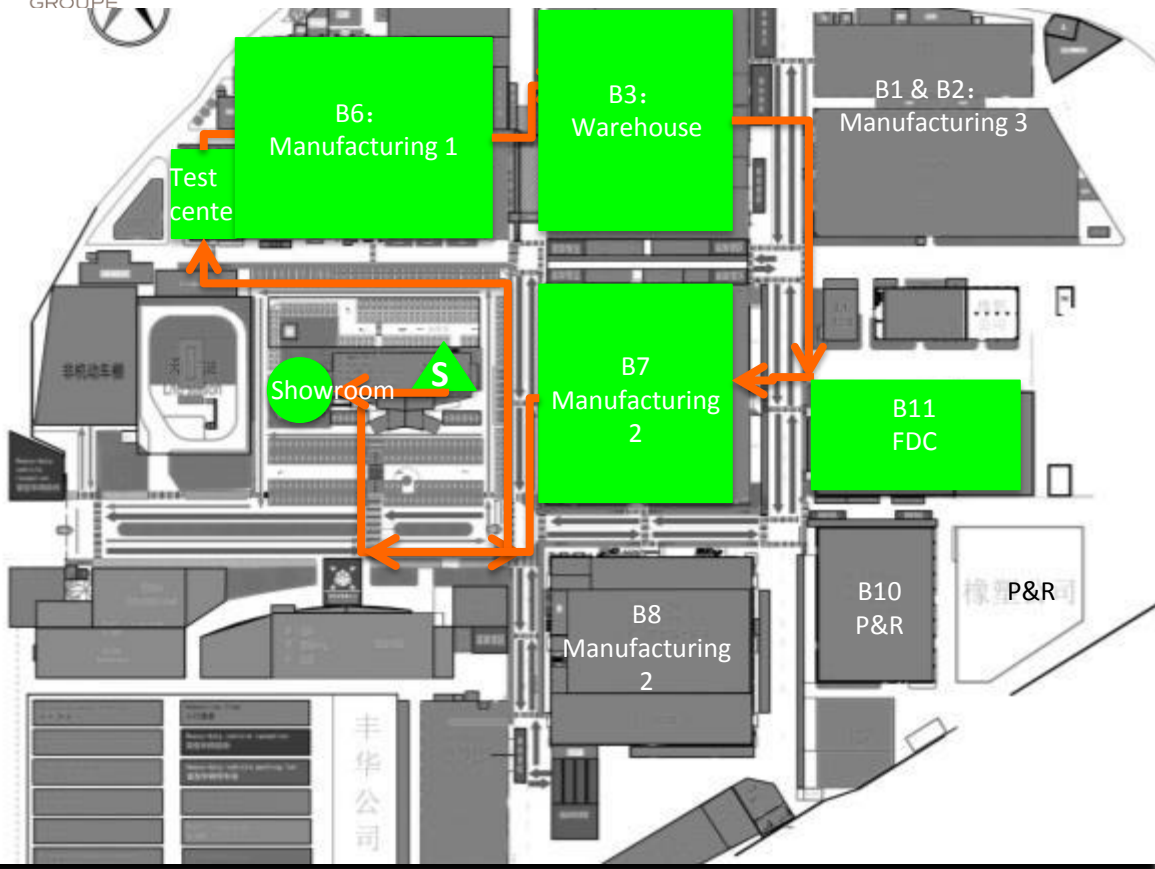
Employee care & growing



Employee care & growing



Visiting route & reminder



For your Health & Safety

<p>Please Walk the sidewalk 请走人行道</p>	
<p>Please wear the PPE 请佩戴PPE</p>	
<p>Please don't touch the product 勿擅自触碰在制品</p>	
<p>No photos 禁止拍照</p>	



Thank You!