



INVESTOR DAYS – 21-23 Nov, 2018

GENERAL PRESENTATION
Raymond SU

SUPOR 苏泊尔

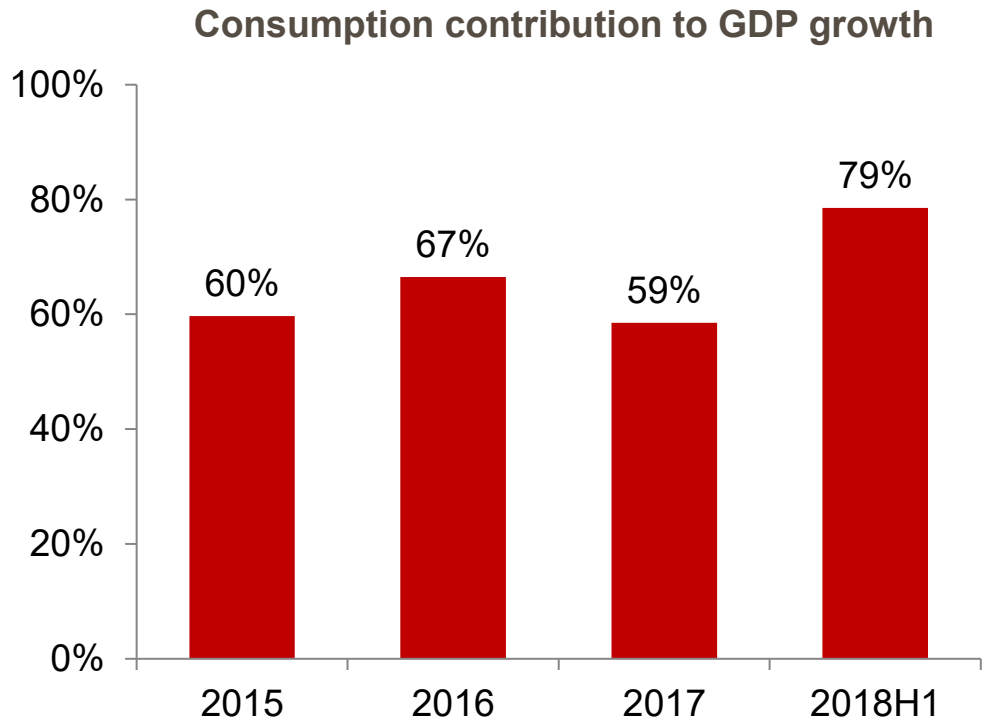
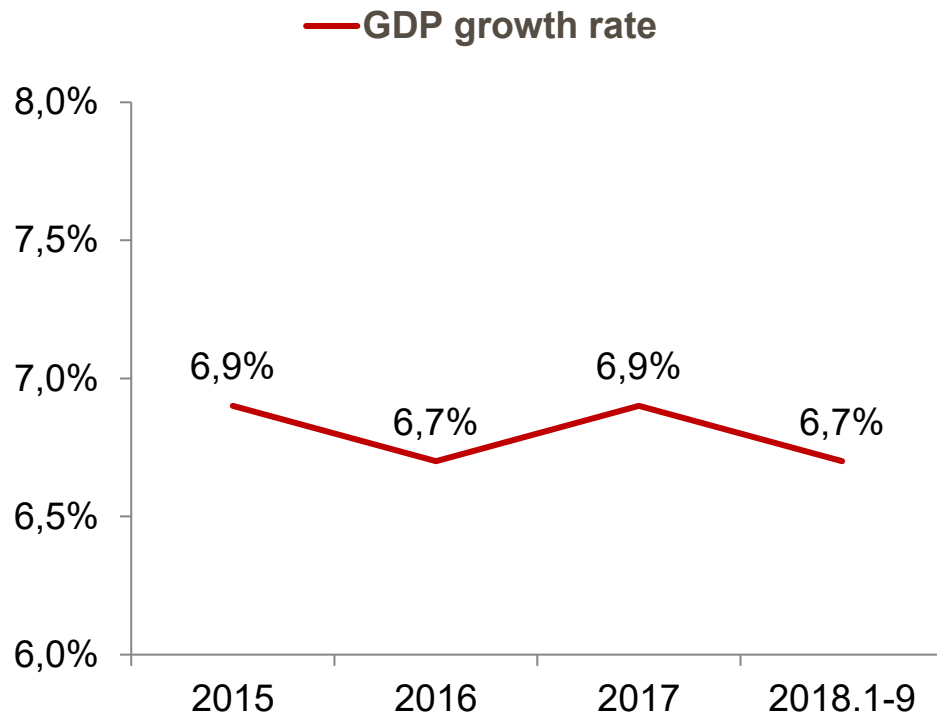
- 1. China macro-economics**
- 2. SUPOR business overview**
- 3. Product and market competition**
- 4. Main levers**



Sound macro-economic backdrop

■ Average growth rate over 4 years at 6.8%

■ GDP growth driven by domestic consumption

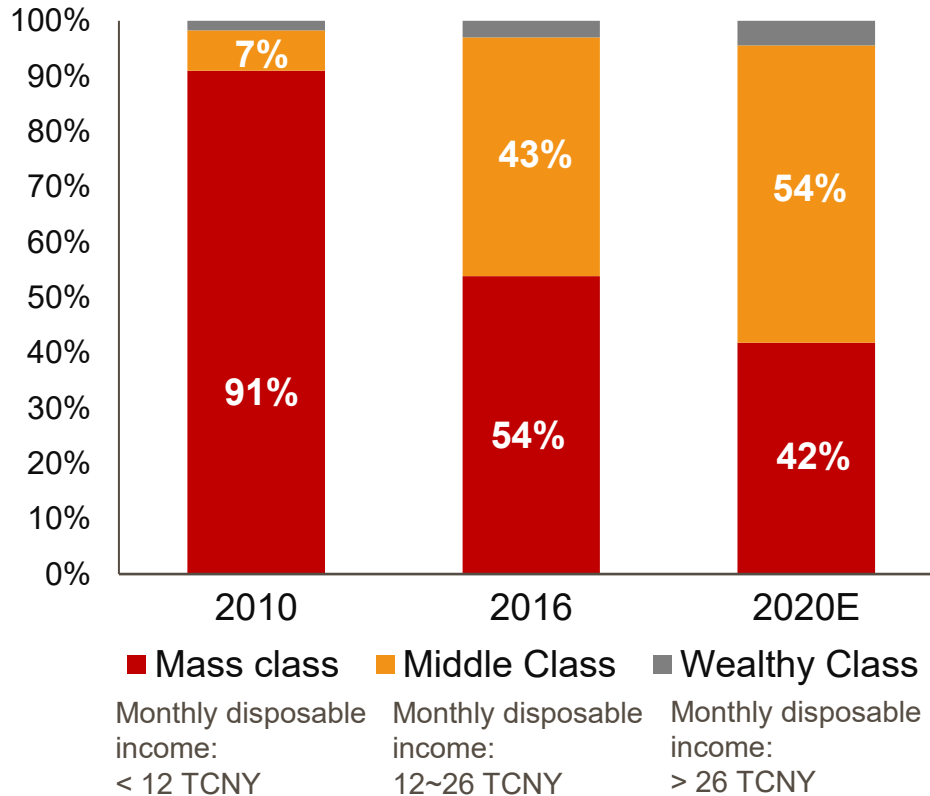


Source: State Statistical Bureau

Consumption upgrade driven by strong structural fundamentals

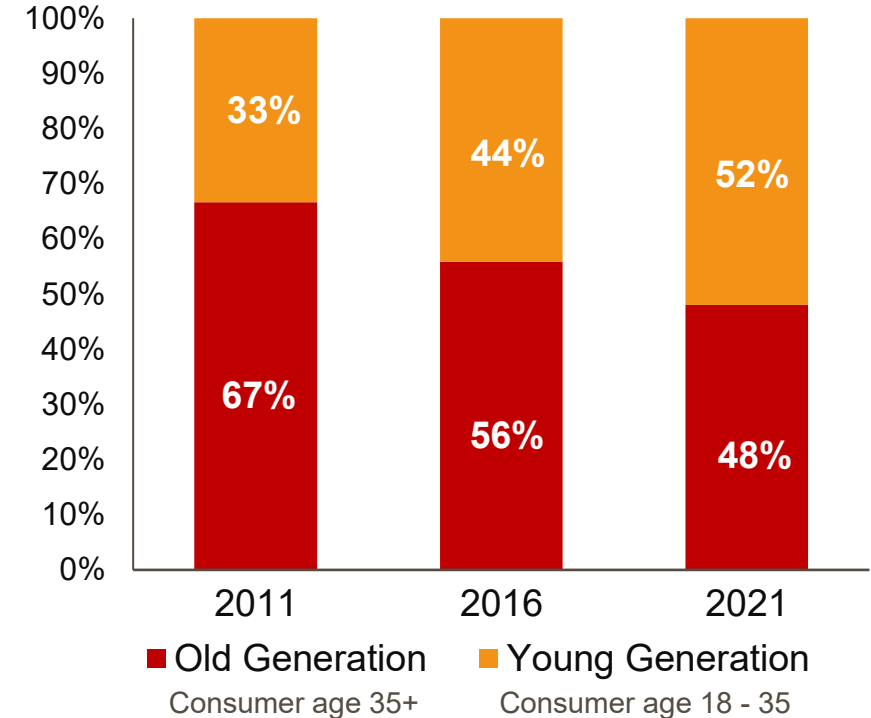
■ Fast-growing middle-class

Household number:
(million)



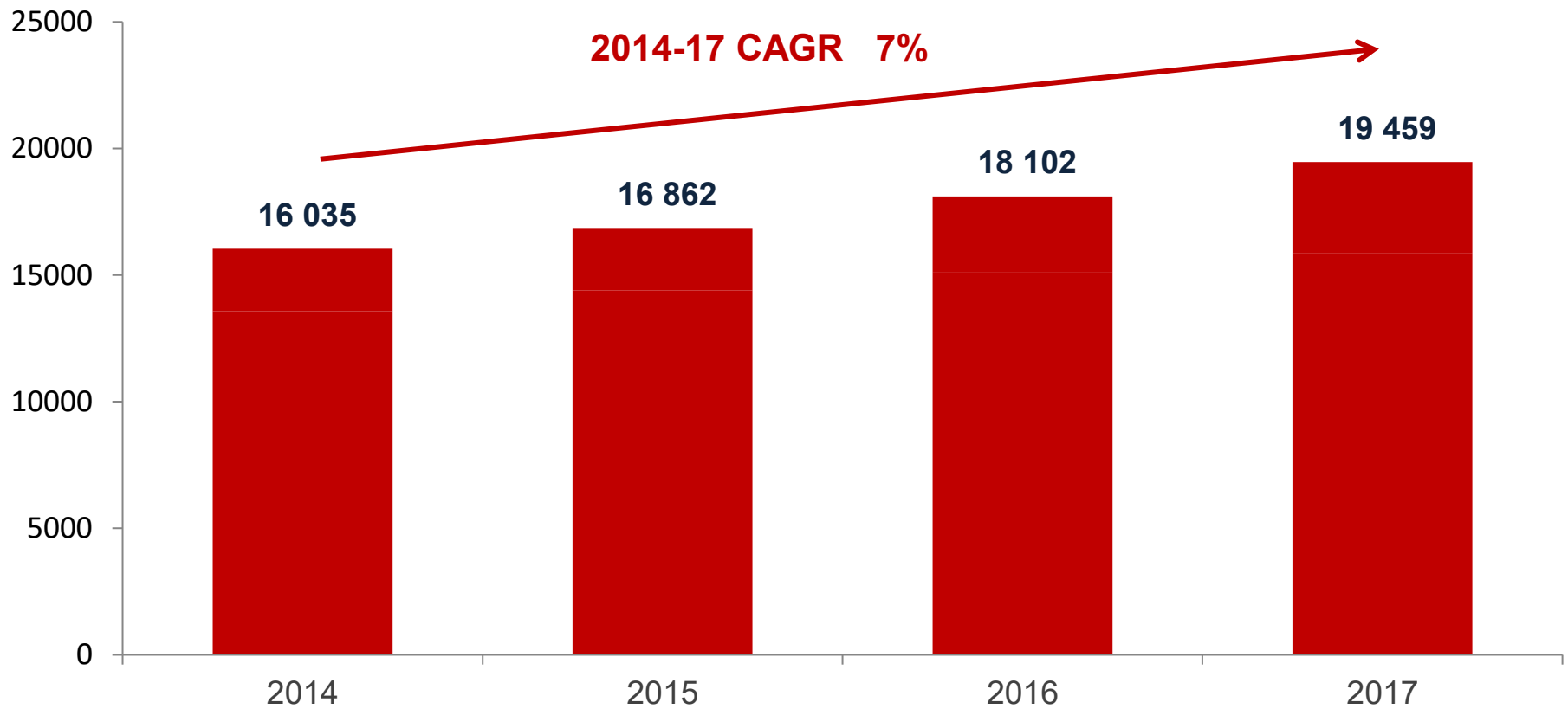
■ Stronger consumption-ability by young generation

Consumption in city
(tril.USD)

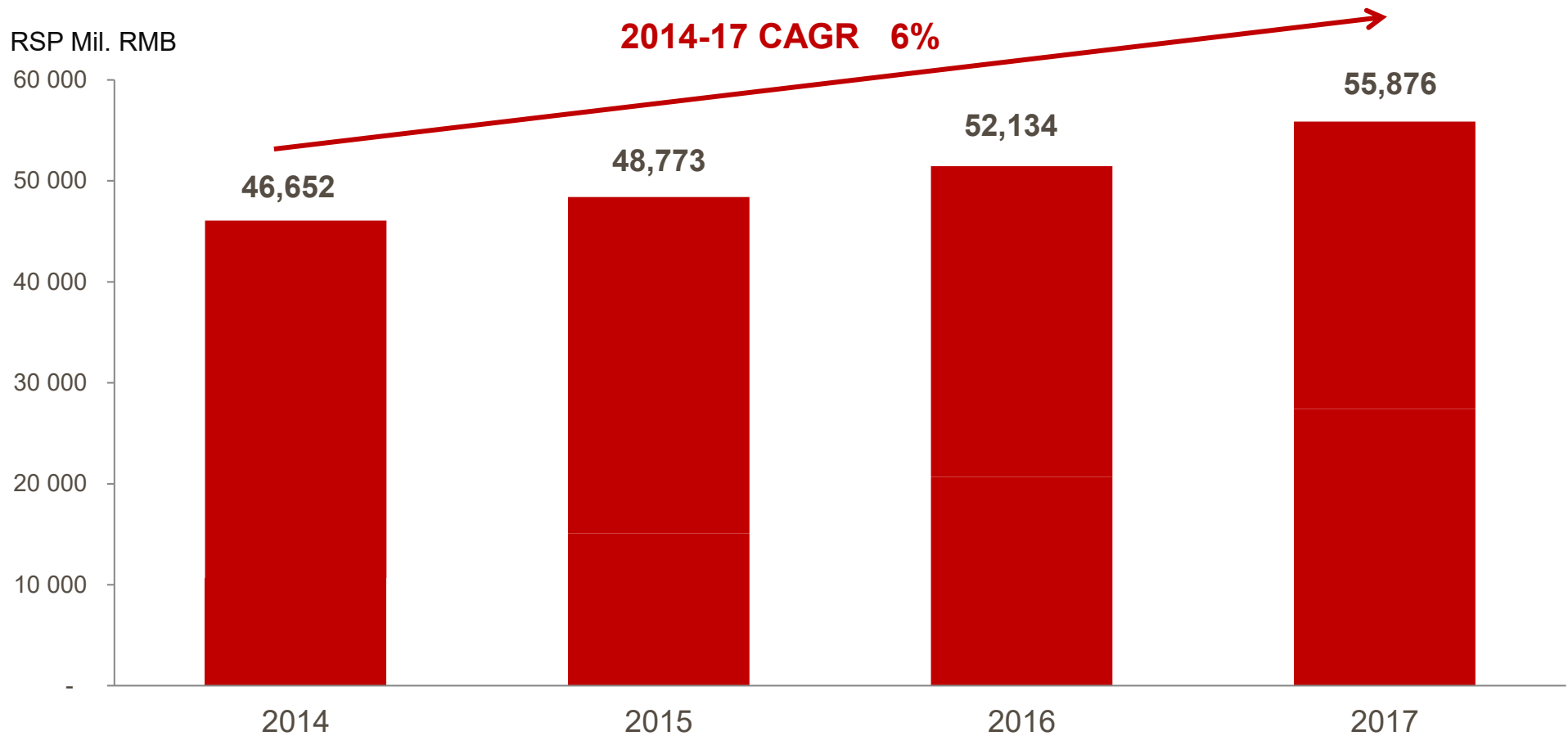


Robust momentum in the cookware market

RSP Mil. RMB



Robust momentum in the small kitchen electric market



1. China macro-economics
- 2. SUPOR business overview**
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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**

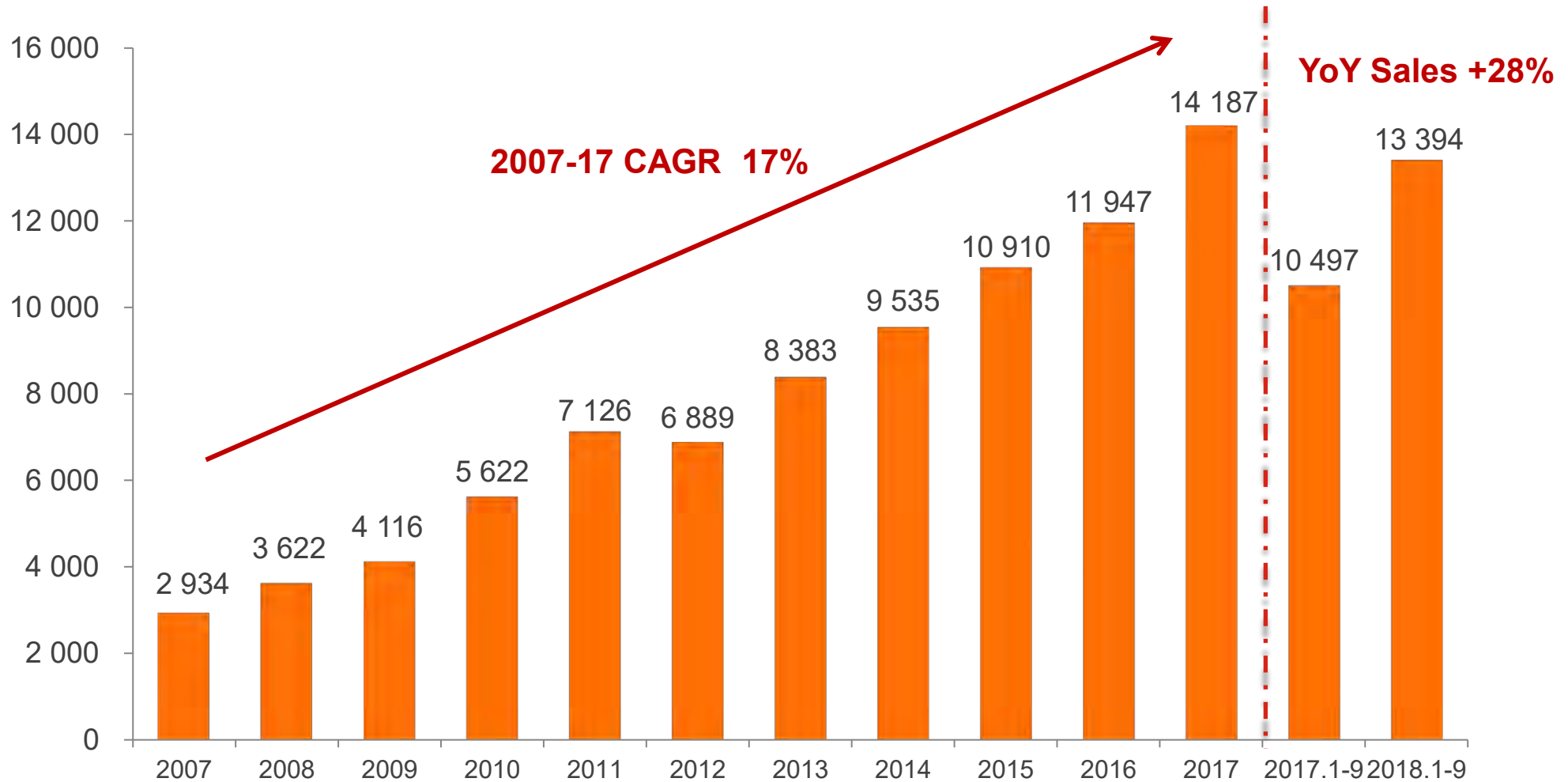


Entered South East Asia, 2008

A decade of outstanding performances

Supor total sales

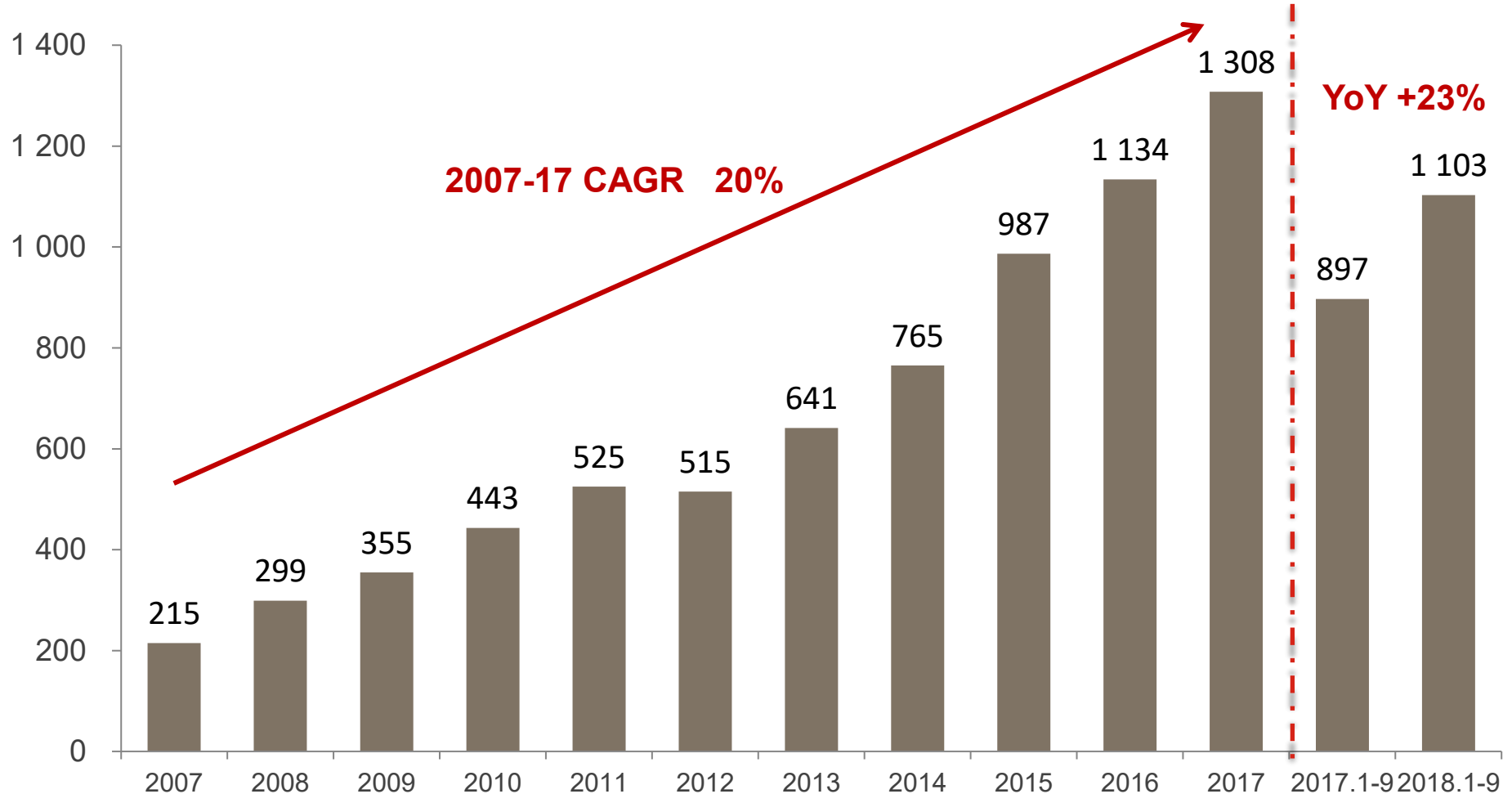
MRMB



A decade of outstanding performances

Supor net profit

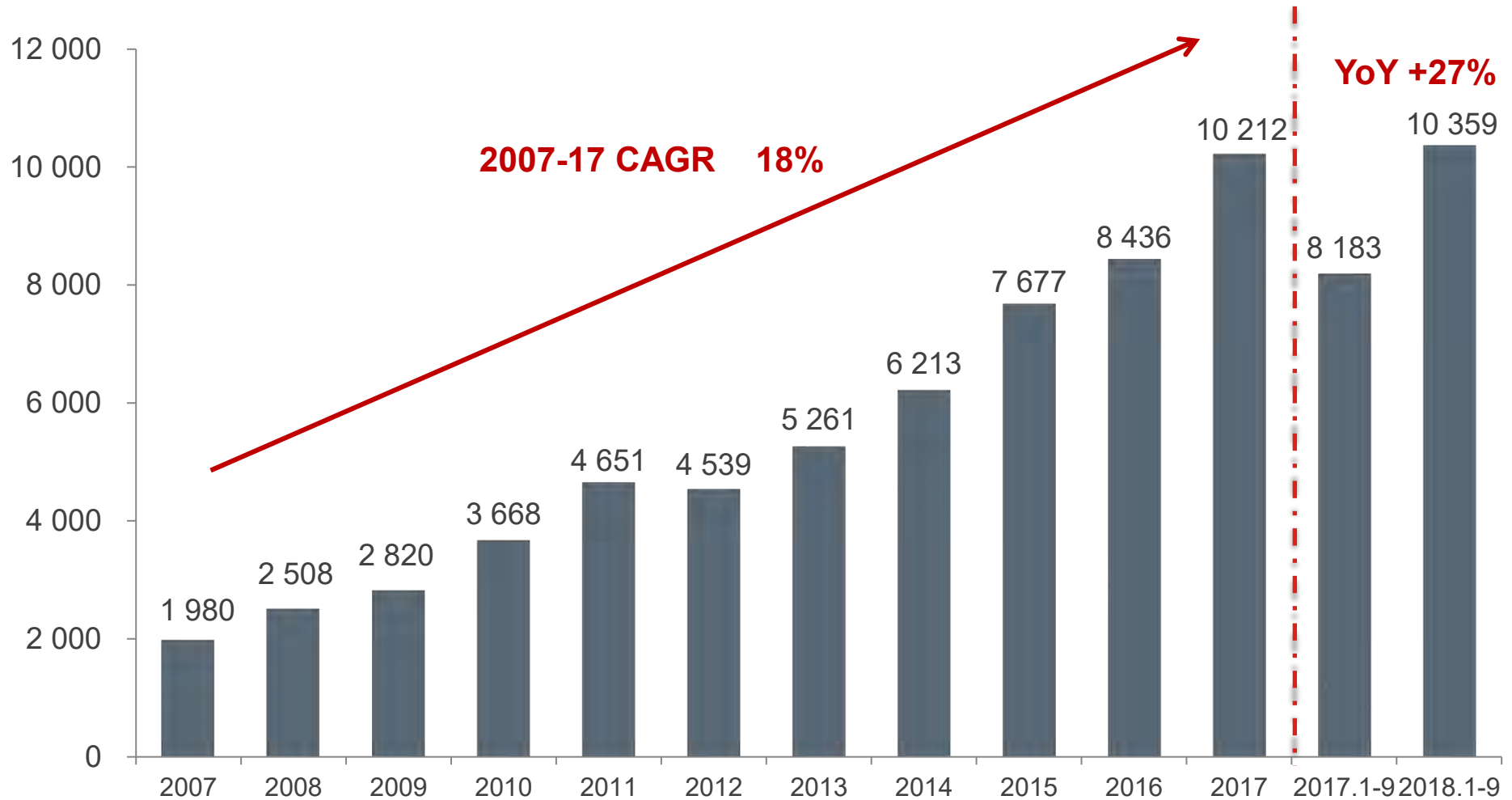
MRMB



A decade of outstanding performances

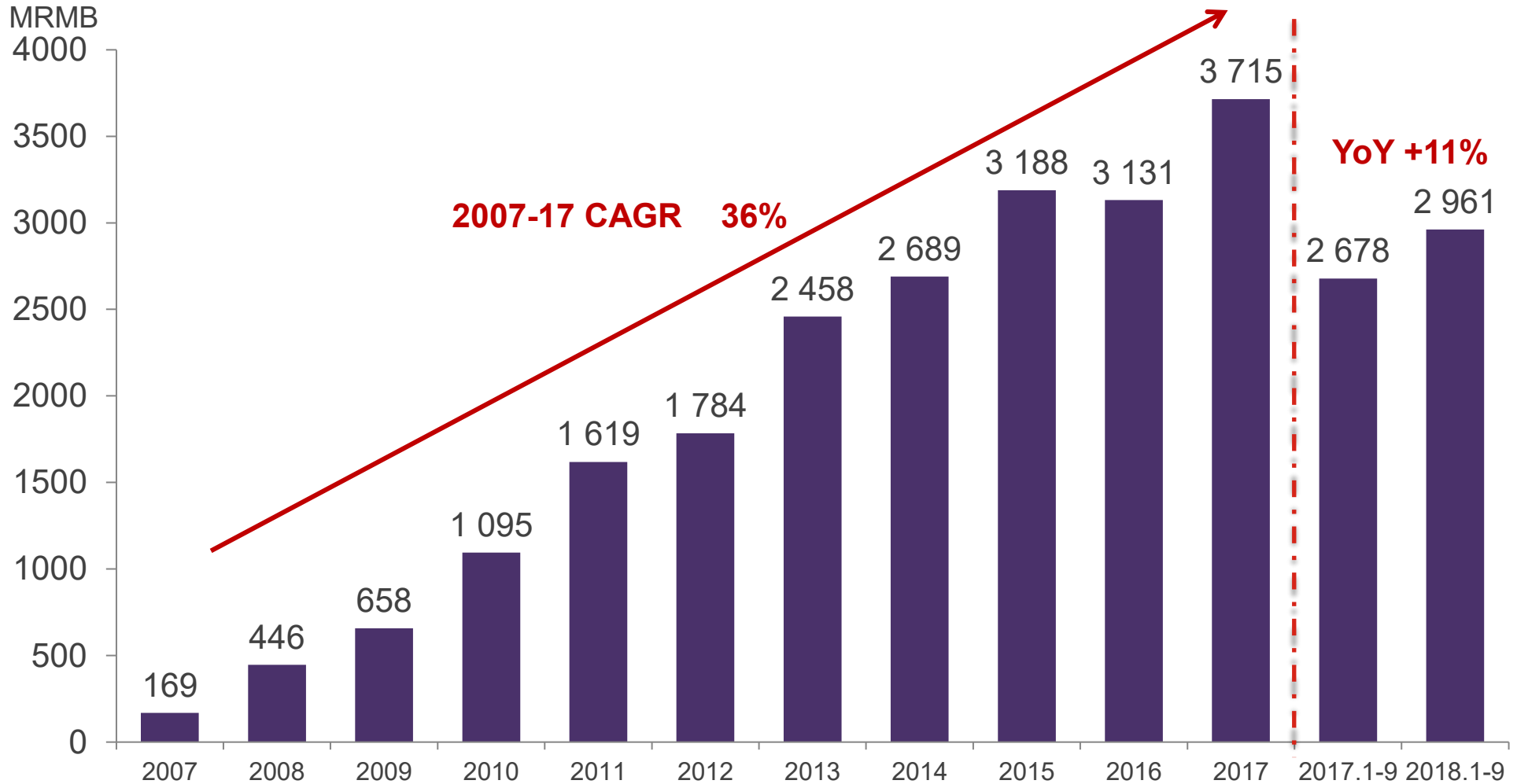
Supor domestic sales

MRMB



A decade of outstanding performances

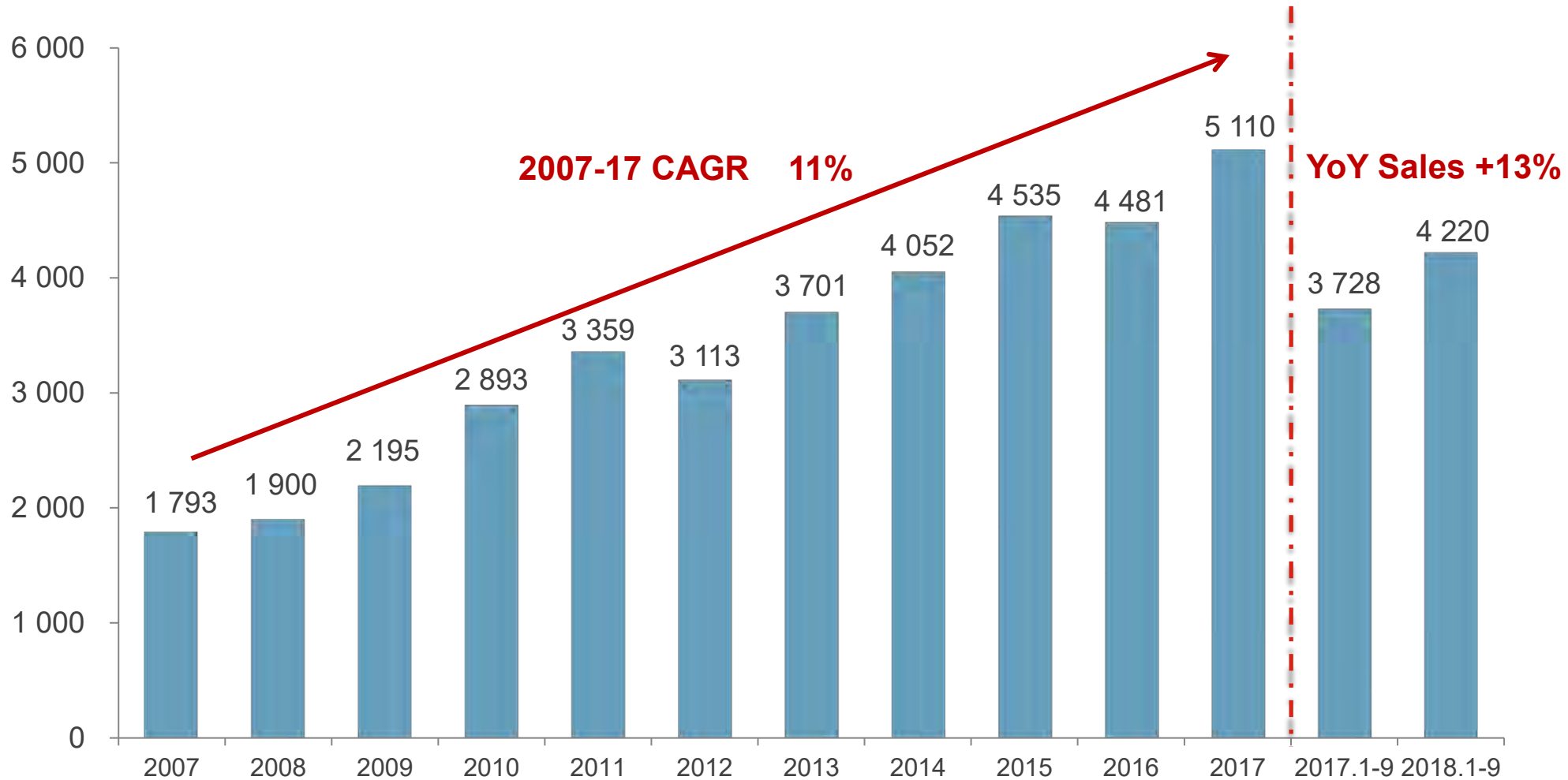
Supor export group sales



A decade of outstanding performances

Cookware sales

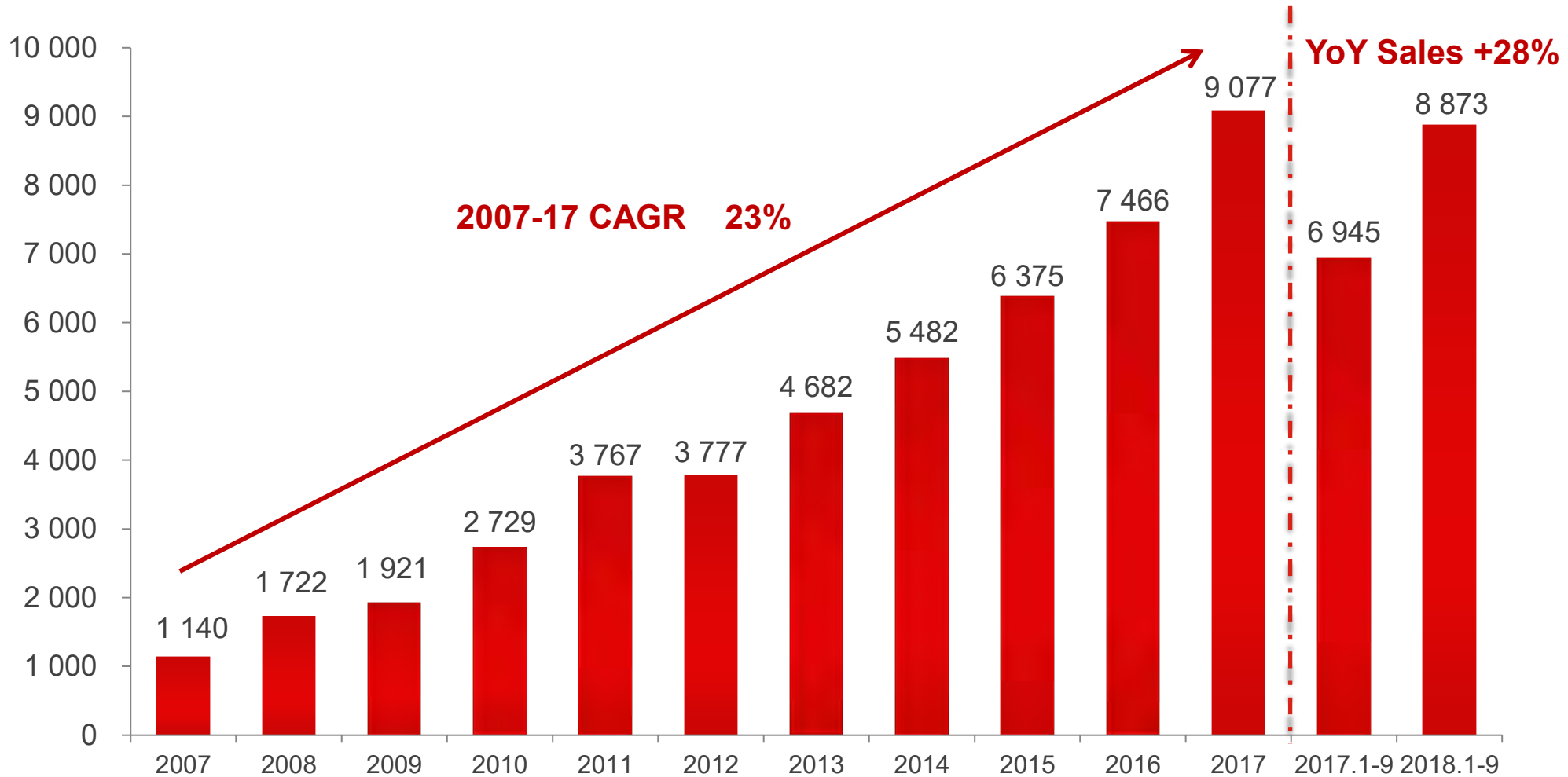
MRMB



A decade of outstanding performances

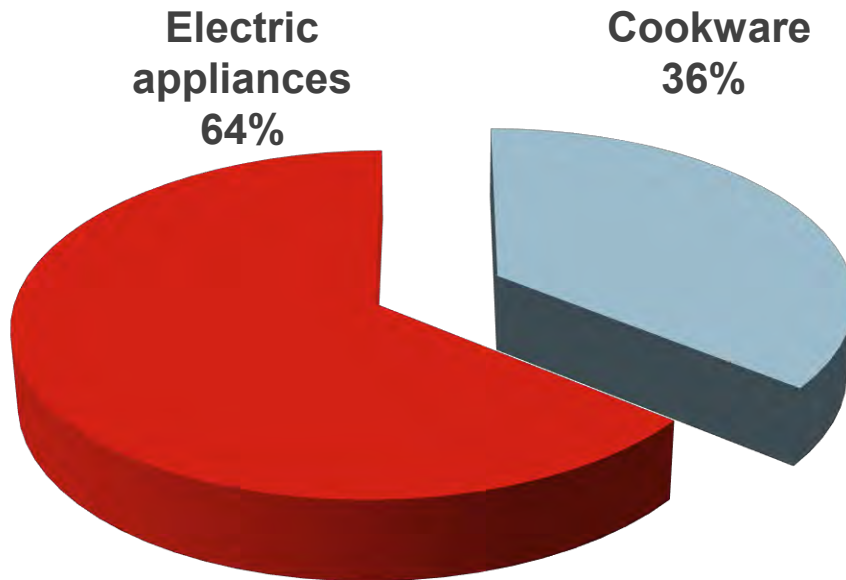
Electric appliance sales

MRMB

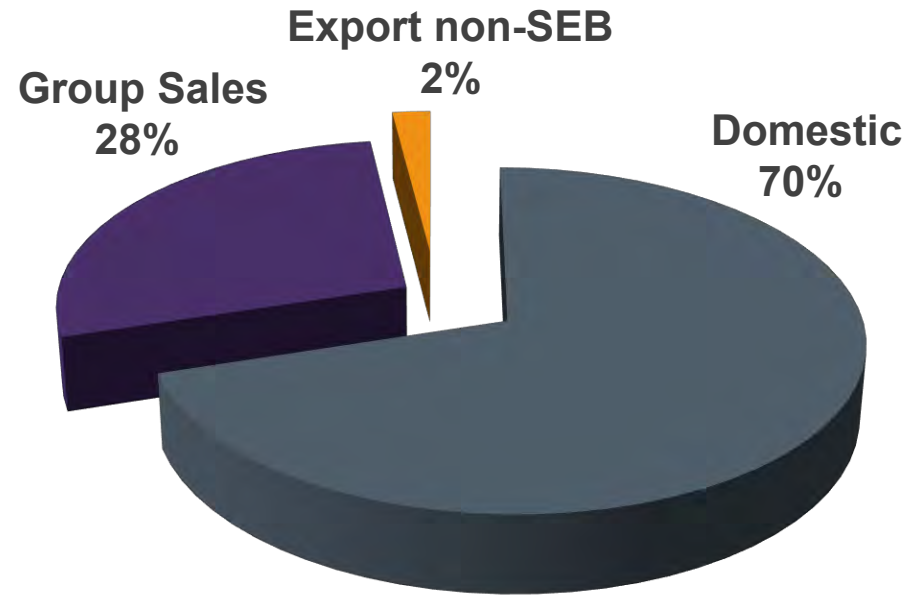


2017 sales breakdown

Sales by Business Unit

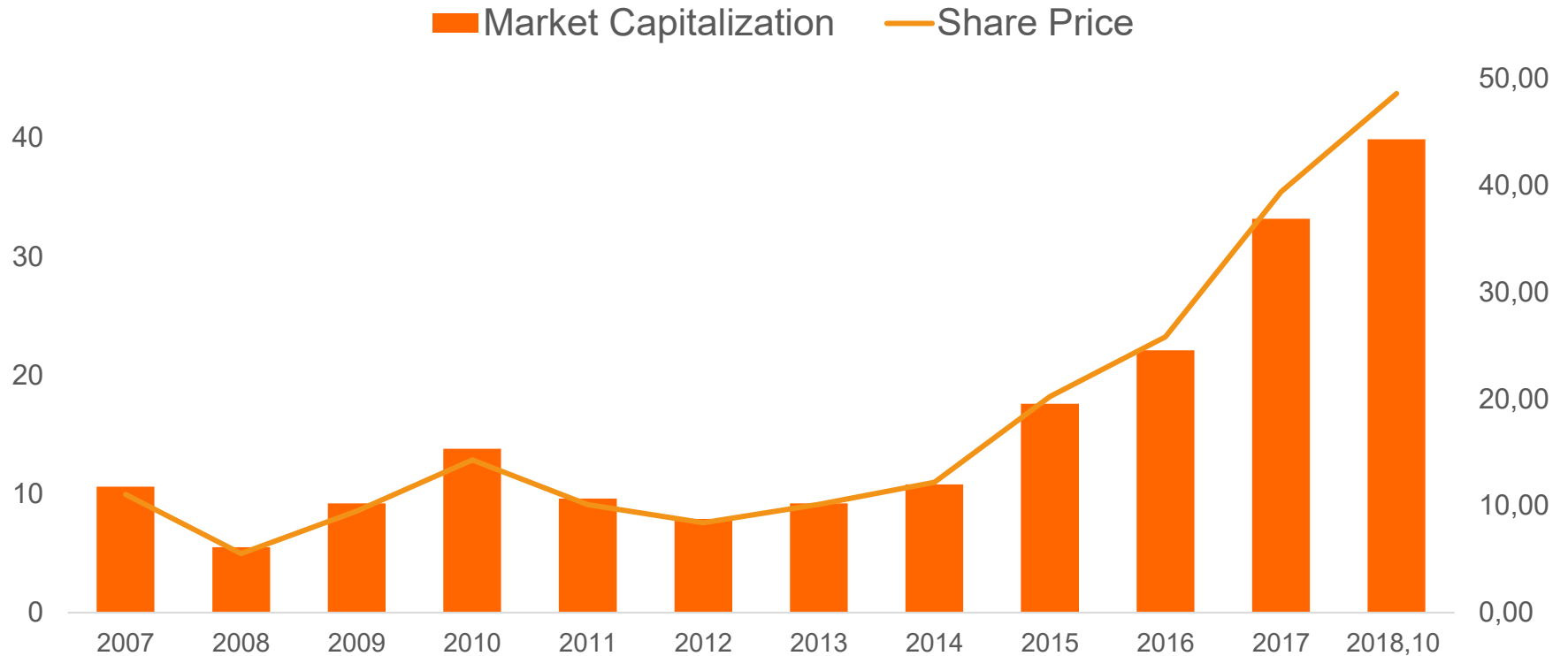


Sales by Business Type



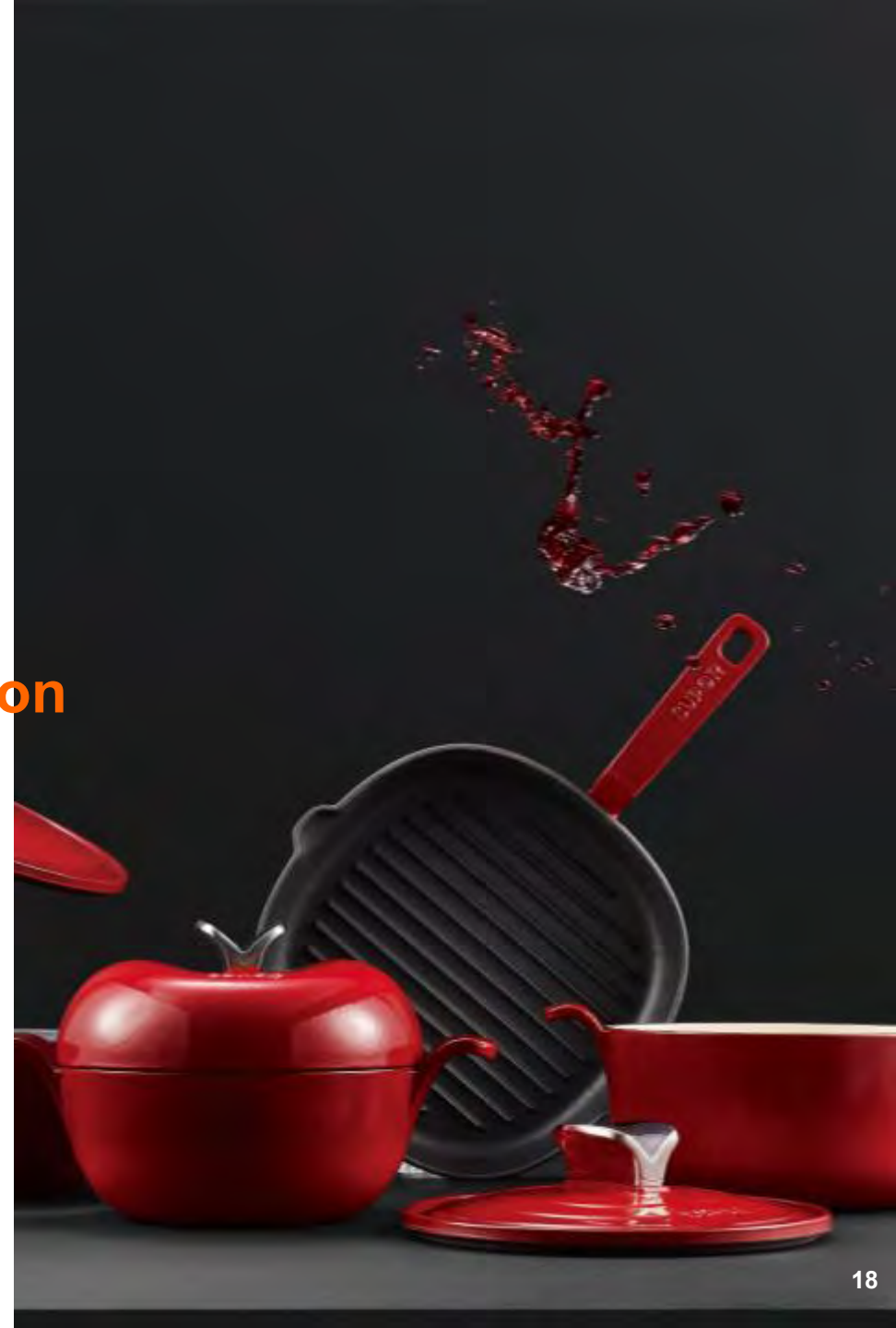
Note: Electric appliances include small kitchen appliances business unit, and large kitchen appliance business unit

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

1. China macro-economics
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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

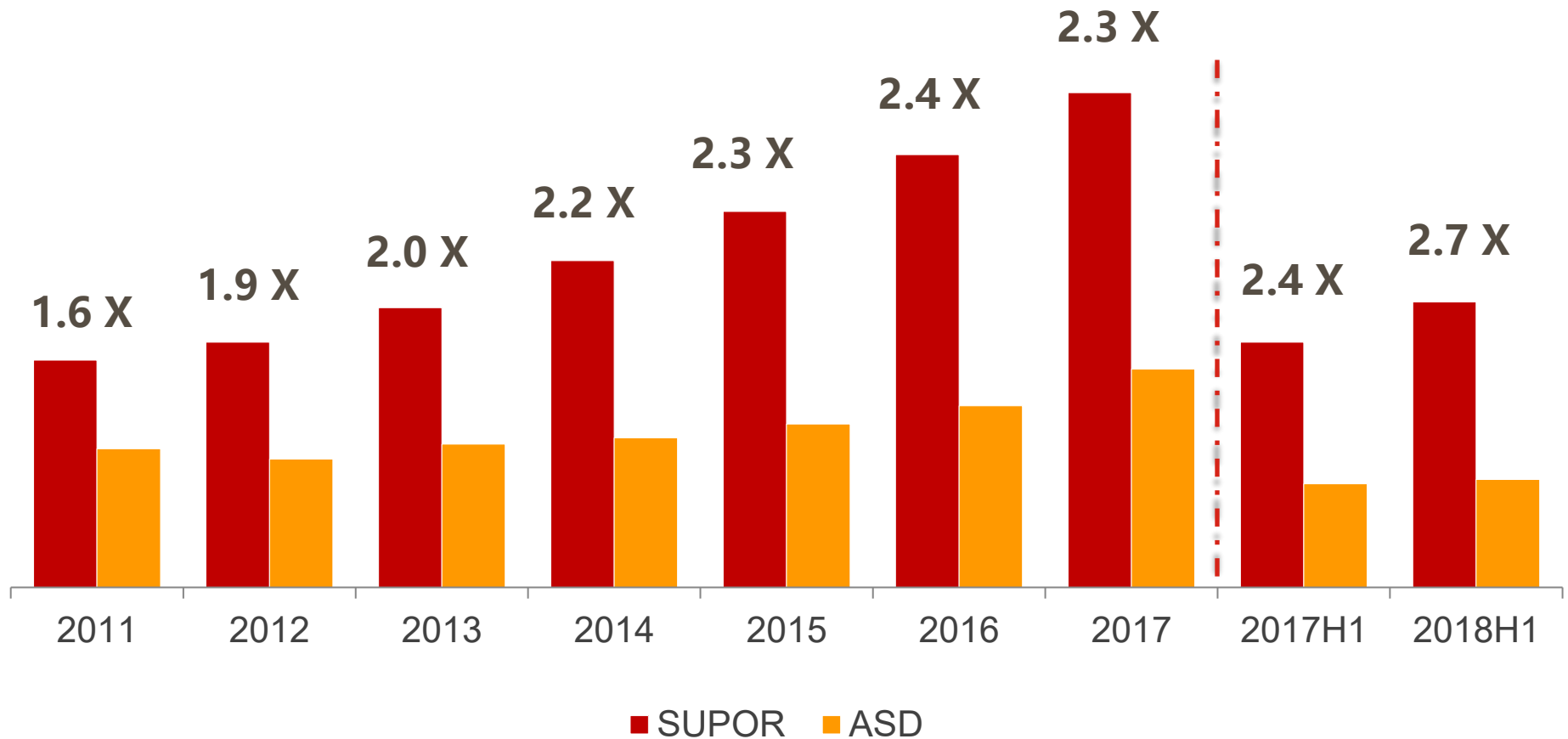


Easy
Storage
Box



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



Baking
Pan



N° 2

Electrical
Pressure
Cooker



Induction
Hob



Kettle



Blender



N° 3

Hot
Pot



Soymilk
Maker



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
	Midea	Supor	Joyoung	Panasonic	Philips
RC	42.71% +3.76%	33.12% +18.11%	12.15% NA	2.78% -4.01%	1.31% +0.09%
	Midea	Supor	Joyoung	MAZUBA	Galanz
IH	50.21% +14.45%	25.06% +14.26%	18.24% +8.22%	0.91% NA	0.60% -4.19%
	Midea	Supor	Joyoung	LUBY	Galanz
EPC	44.62% +3.36%	36.41% +19.43%	13.89% +12.52%	0.61% +0.48%	0.34% NA
	Midea	Supor	Joyoung	Gelaide	Philips
Kettle	40.12% +9.38%	23.25% +20.58%	16.69% +11.92%	3.00% -0.74%	1.74% NA
	Joyoung	Midea	Supor	Philips	ASD
SMM	63.59% -29.06%	20.10% +20.01%	14.82% NA	0.42% NA	0.22% NA
	Midea	Supor	Joyoung	Panasonic	Philips
5 in Total	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



N° 1



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



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



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
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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**

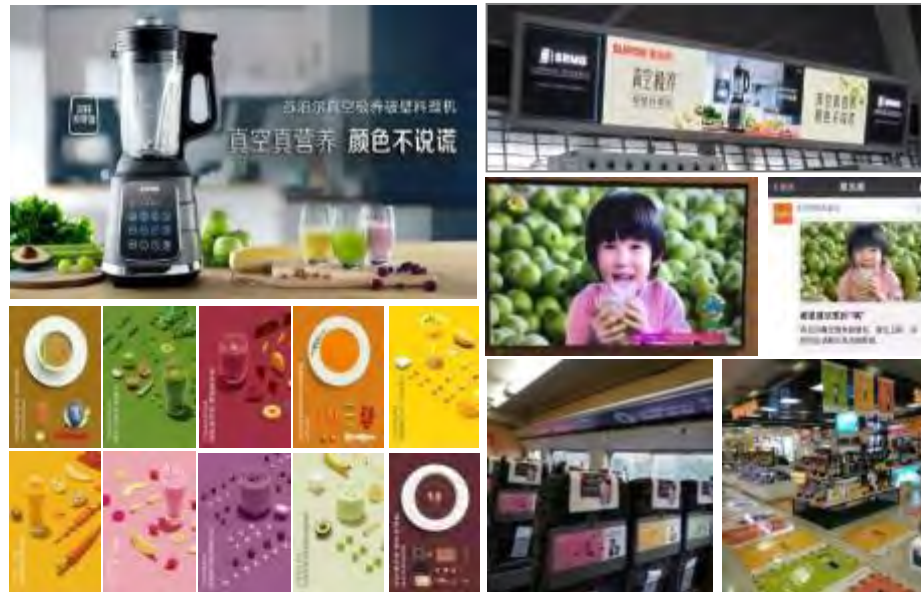
(KOL: Wechat + Weibo) **Social**

(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

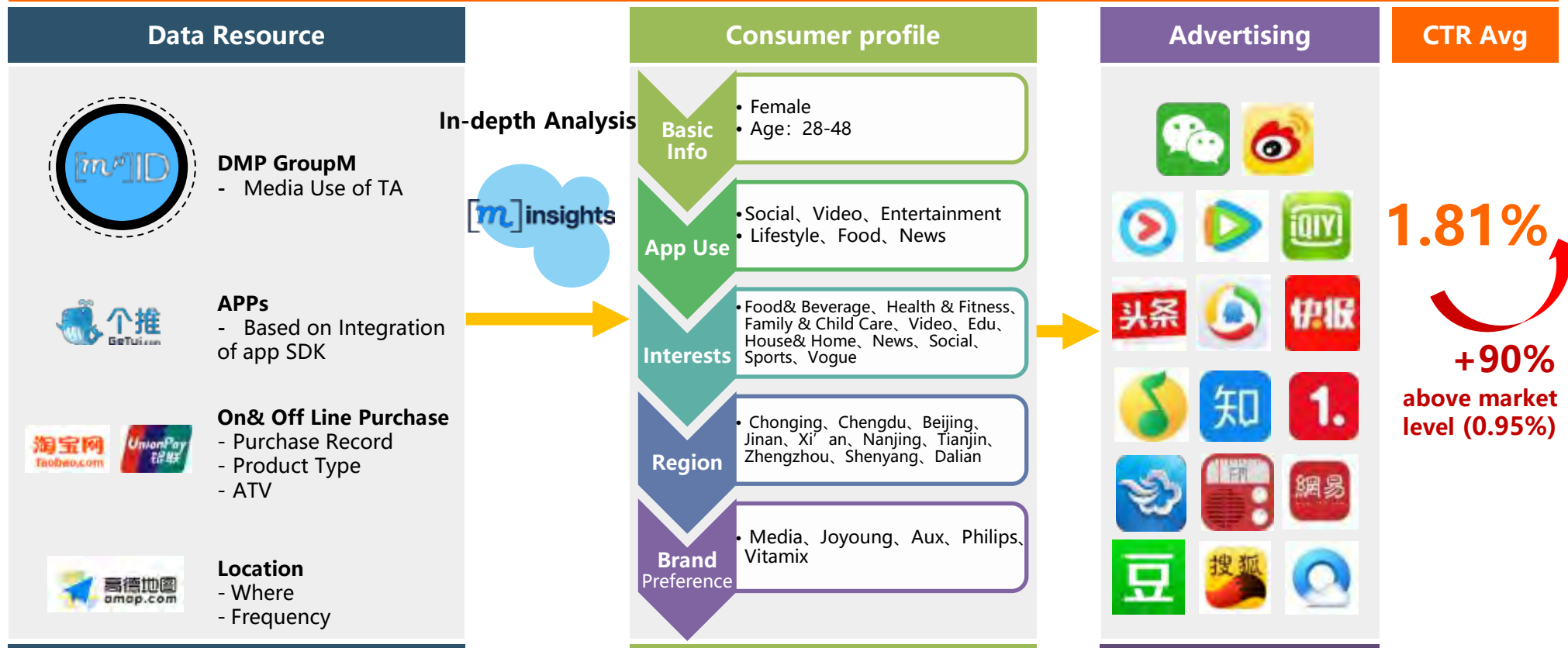
- First time to integrate 4 platforms (Tmall, JD, Suning, Gome) to exchange resources
- First time to advertise on Tmall 11.11 evening party



Major digital campaign in 2018

- Low noise High-Speed Blender

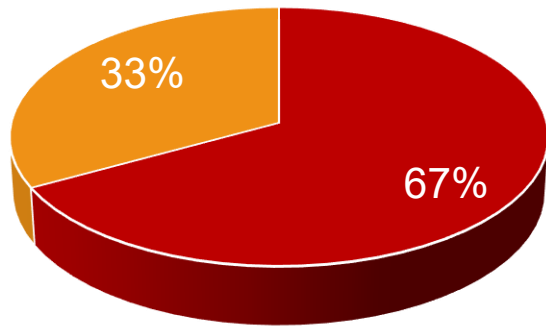
Data Marketing Practice of SUPOR Low Noise High-Speed Blender:
Increase 90% CTR (in Market) by Focusing TA through Programmatic Buying



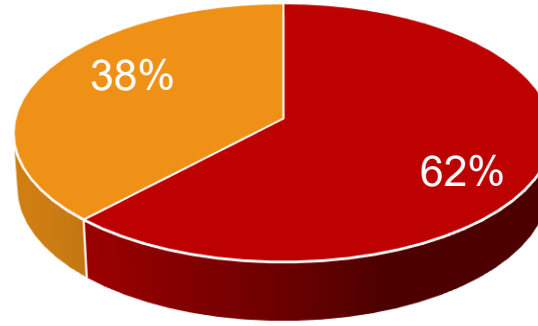
Notes: Programmatic Buying Data in Silent High-Speed Blender Project, Oct 15- 21, 2018, (Only 7 days Data, FYI)

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

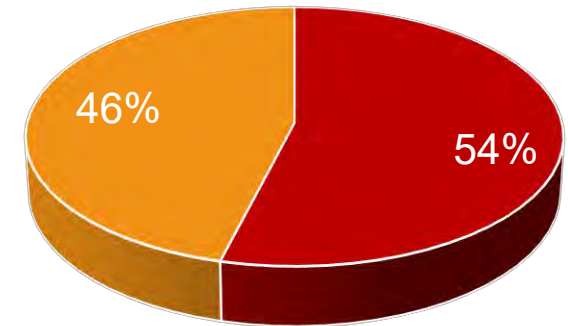
2015



2016



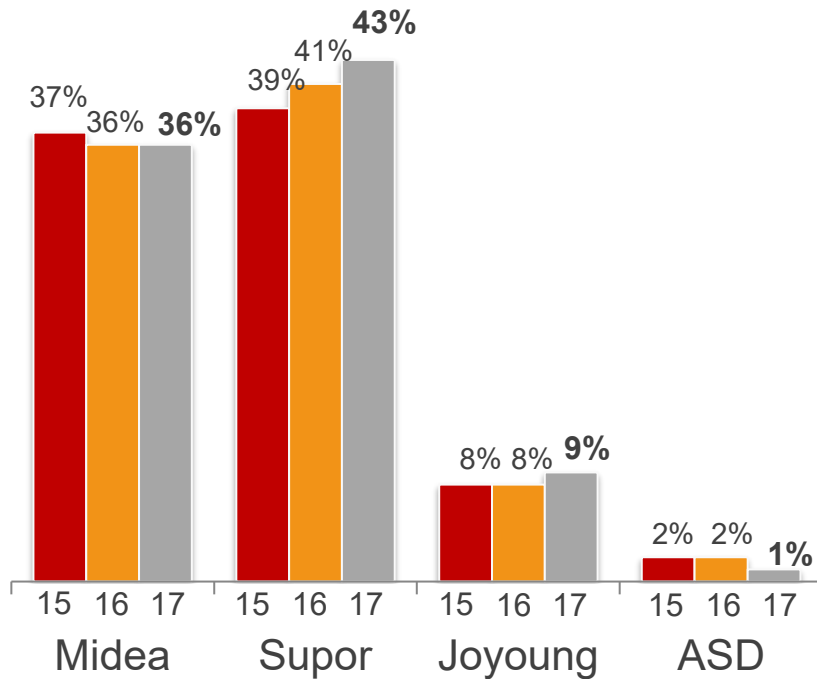
2017



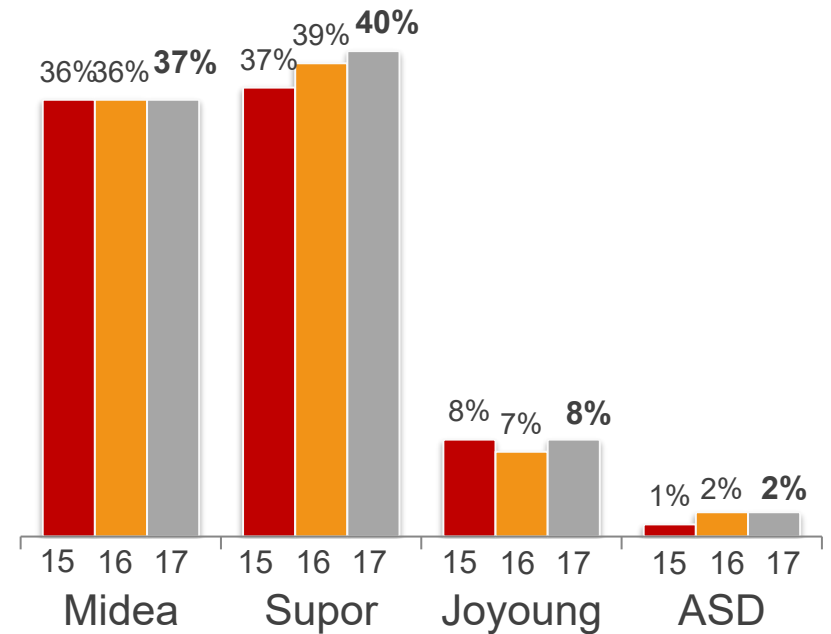
■ TV ■ Digital

Supor, the Chinese consumers' favorite kitchen brand

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

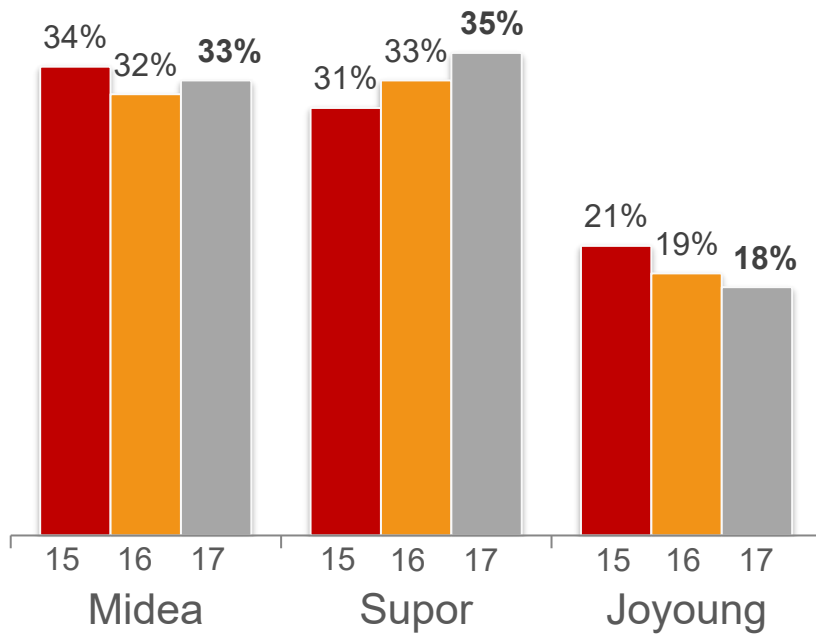


■ **Brand preference: Supor ranking #1, ahead of Midea by 3 pts**

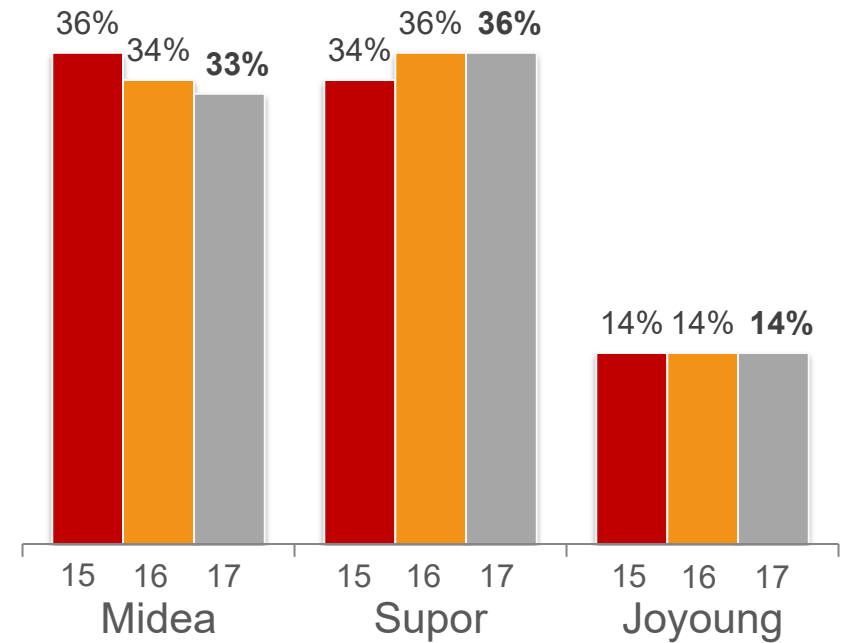


Supor, the Chinese consumers' favorite brand in kitchen electrics

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



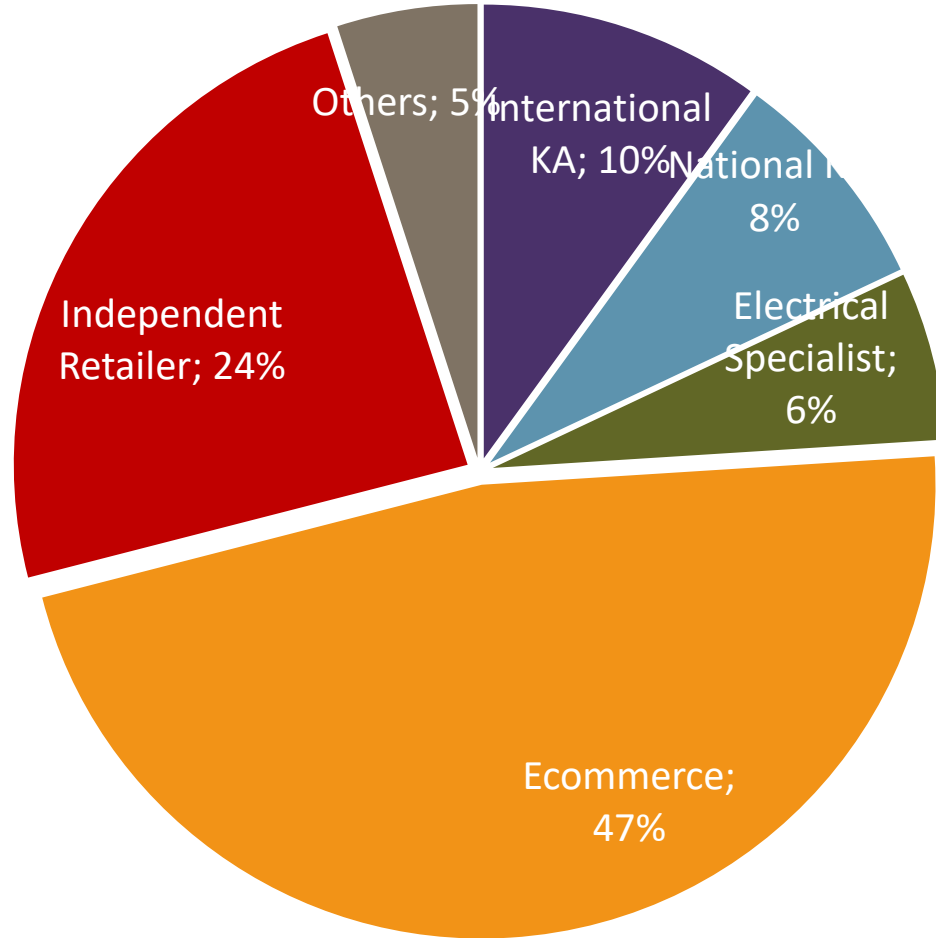
- Brand preference: Supor ranking #1 ahead of Midea by 3 pts



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

Highly diversified distribution channels



- International KA: e.g. Carrefour, RT-Mart
- National KA: e.g. Yonghui, Century Mart
- Electrical Specialists: e.g. Gome, Suning
- Independent Retailers: e.g. Life store, Country-side store
- Other: e.g. B2B, Brand loyalty

Note: SUPOR 2018 year end, % of domestic sales

Extensive distribution channels

- Easy to reach

More than **300** distributors all over China

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

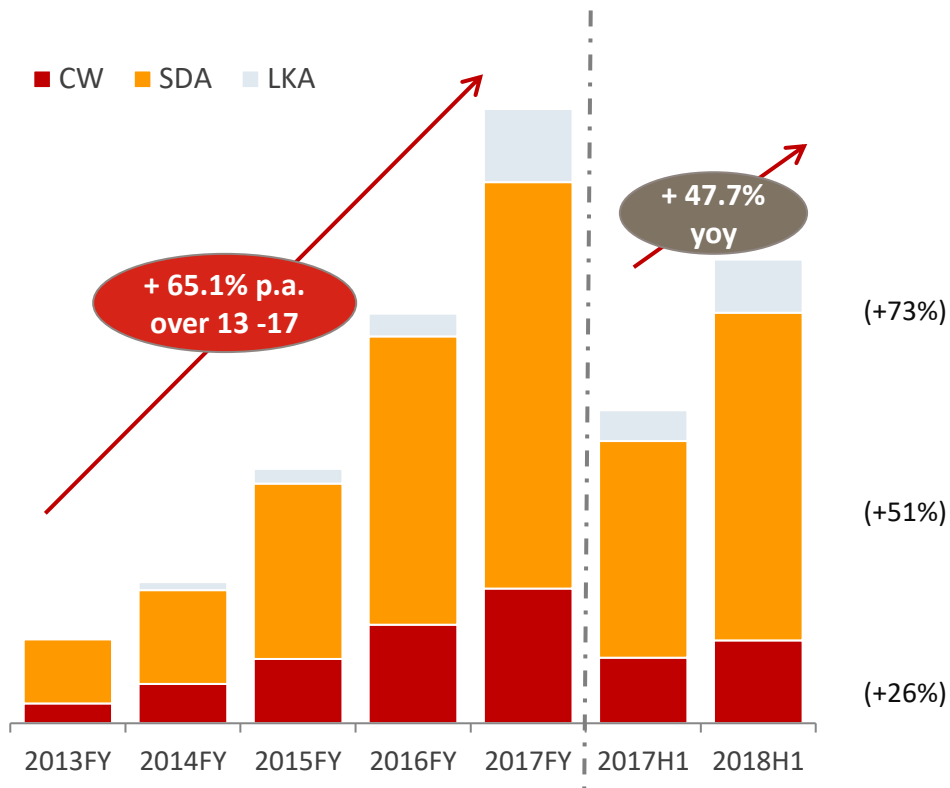


SUPOR – the strategic partner with mainstream e-commerce platforms like **Tmall, JD and Suning.**

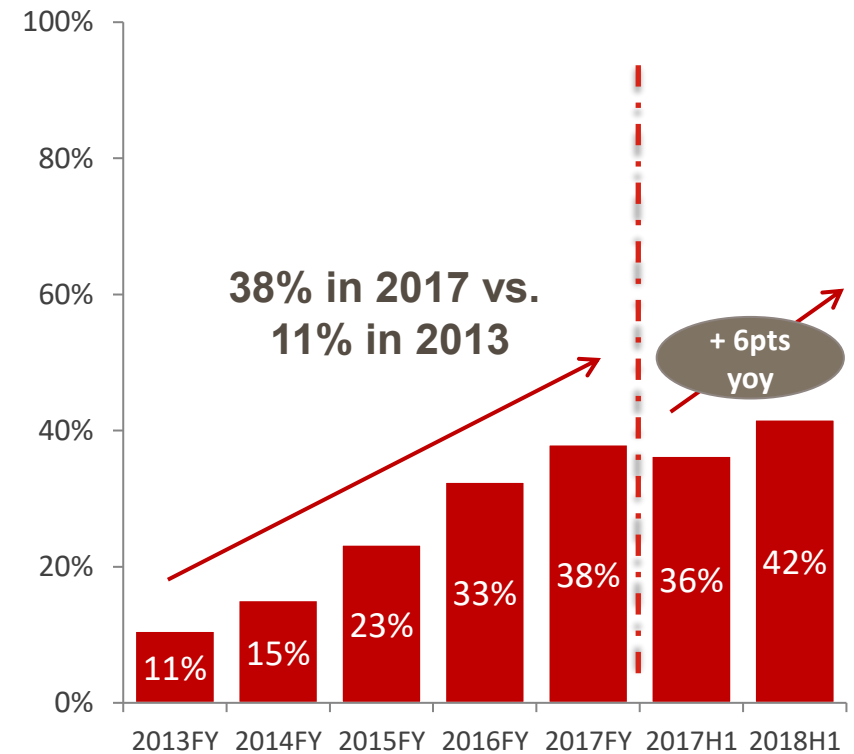


Ongoing strong ecommerce momentum

Ecommerce sales change over 5 years



Increasing ecommerce share in sales



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

■ 2017 retail sales CNY 751m



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:

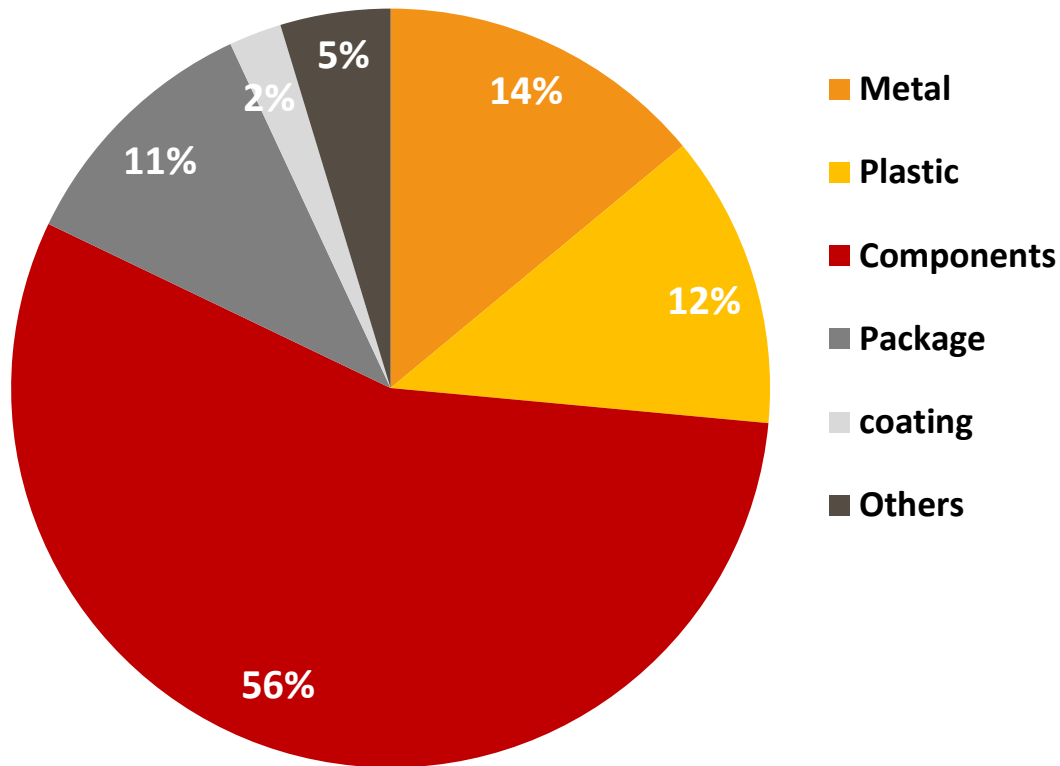
Year:2017

Fields: 28,000 m2

Employee: 504

Supor, a major industrial player

Direct purchases% by categories:

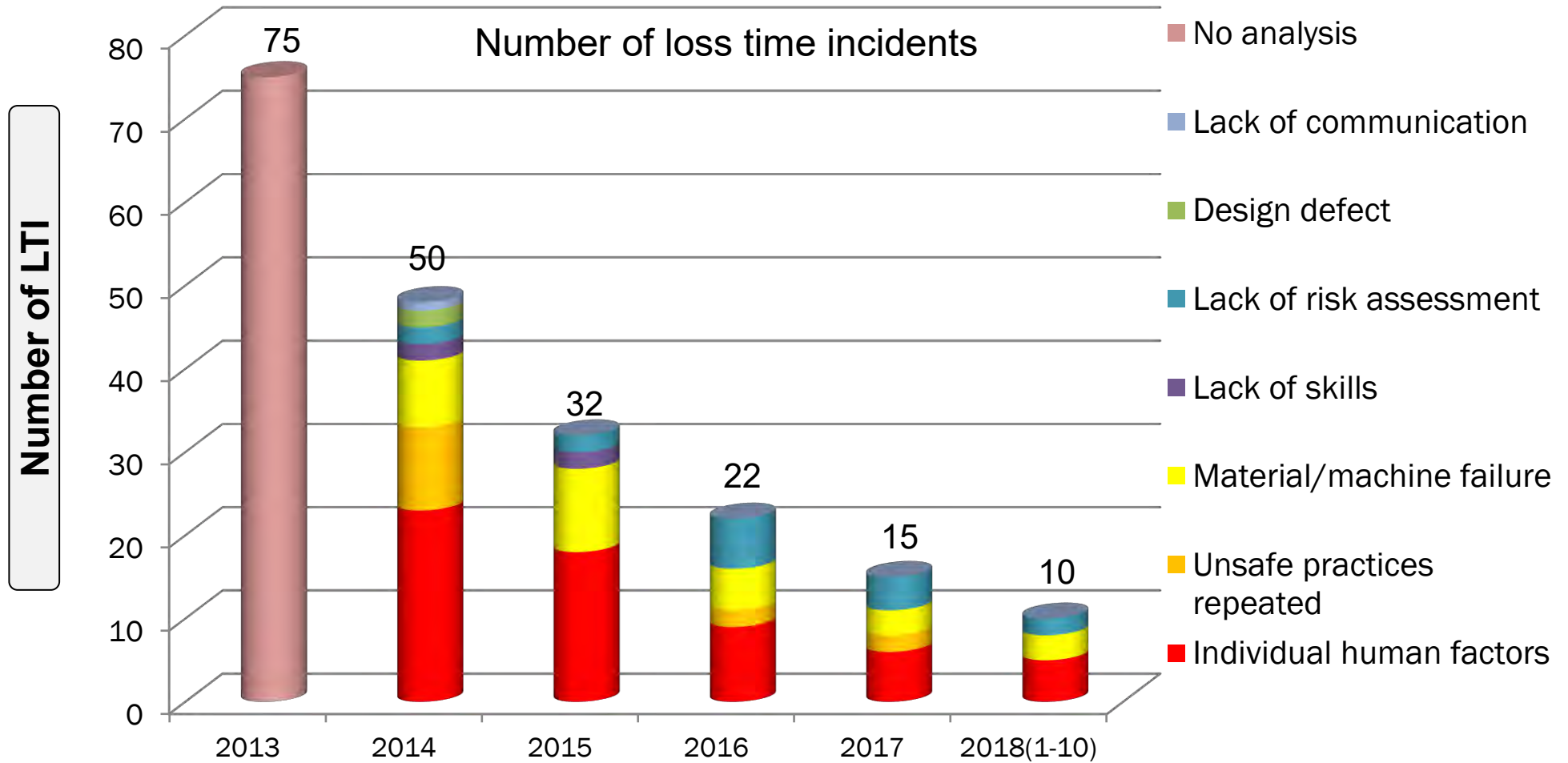


- Total more than 300 suppliers nationwide
- Consistent integration of supplier resource to reduce supplier numbers
- Introduce superior-win-and-inferior-wash-out competitive system to guarantee supplier quality
- Support Groupe SEB suppliers' localization in China

August 2009



Focus on industry safety



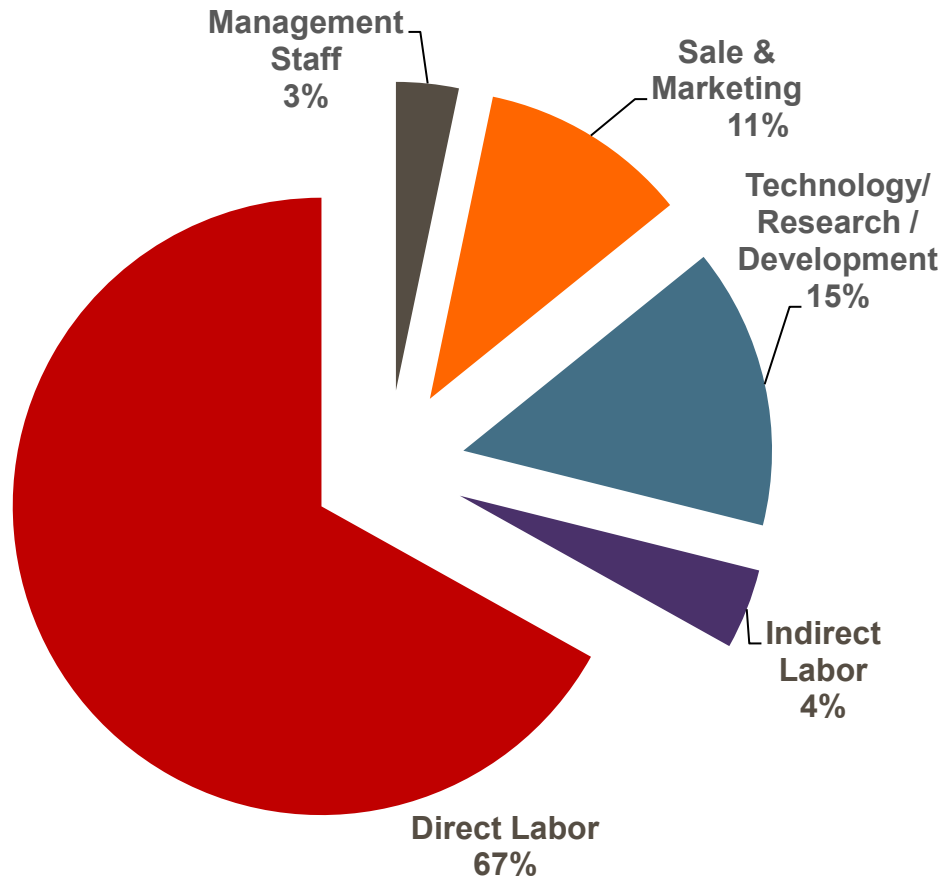
Supor key success factors

- 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 take into competence production advantage
- Startup with specific categories





INVESTOR DAYS – 21-23 Nov, 2018

INNOVATION PRESENTATION
Walson WANG

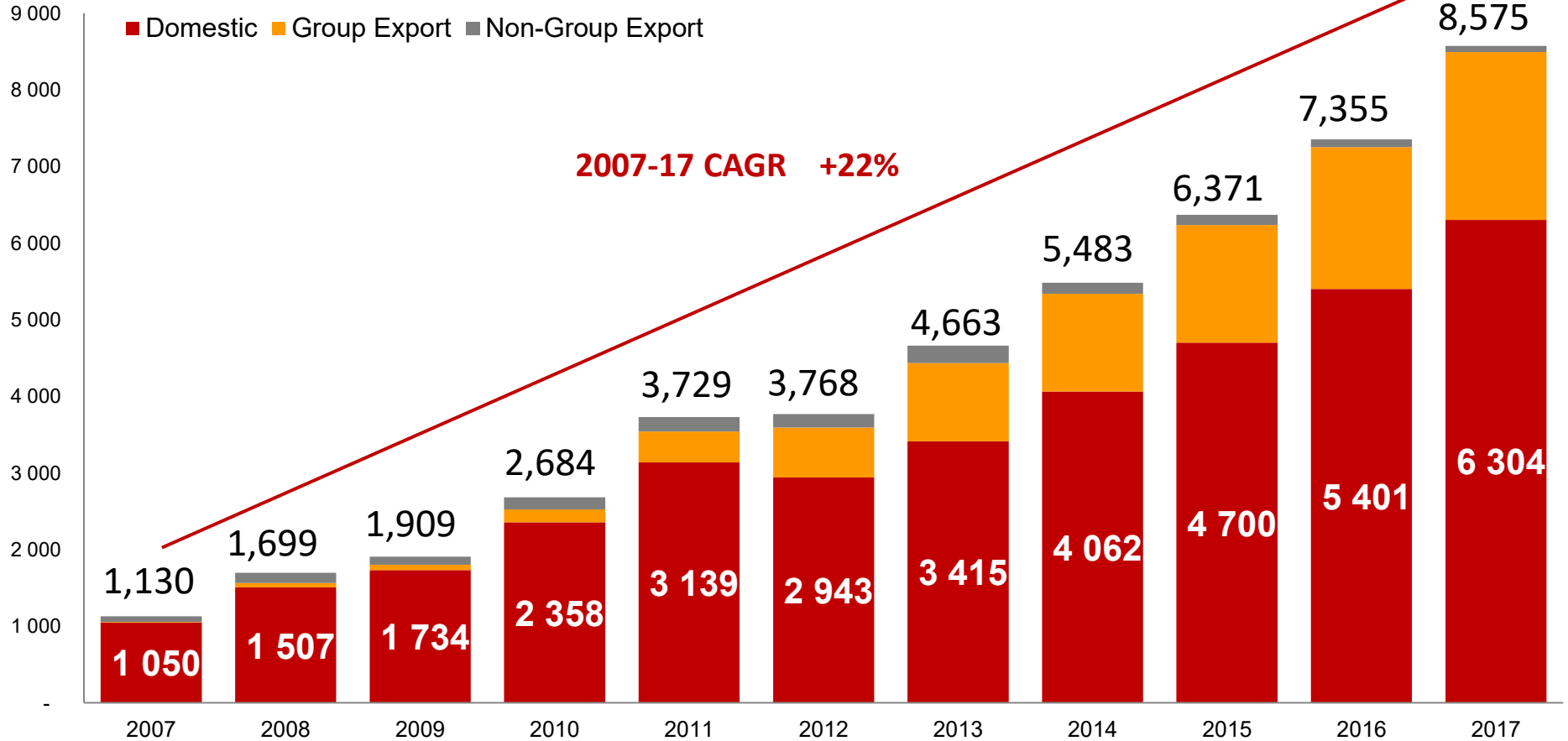
SUPOR 苏泊尔

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



Robust Supor SDA business growth

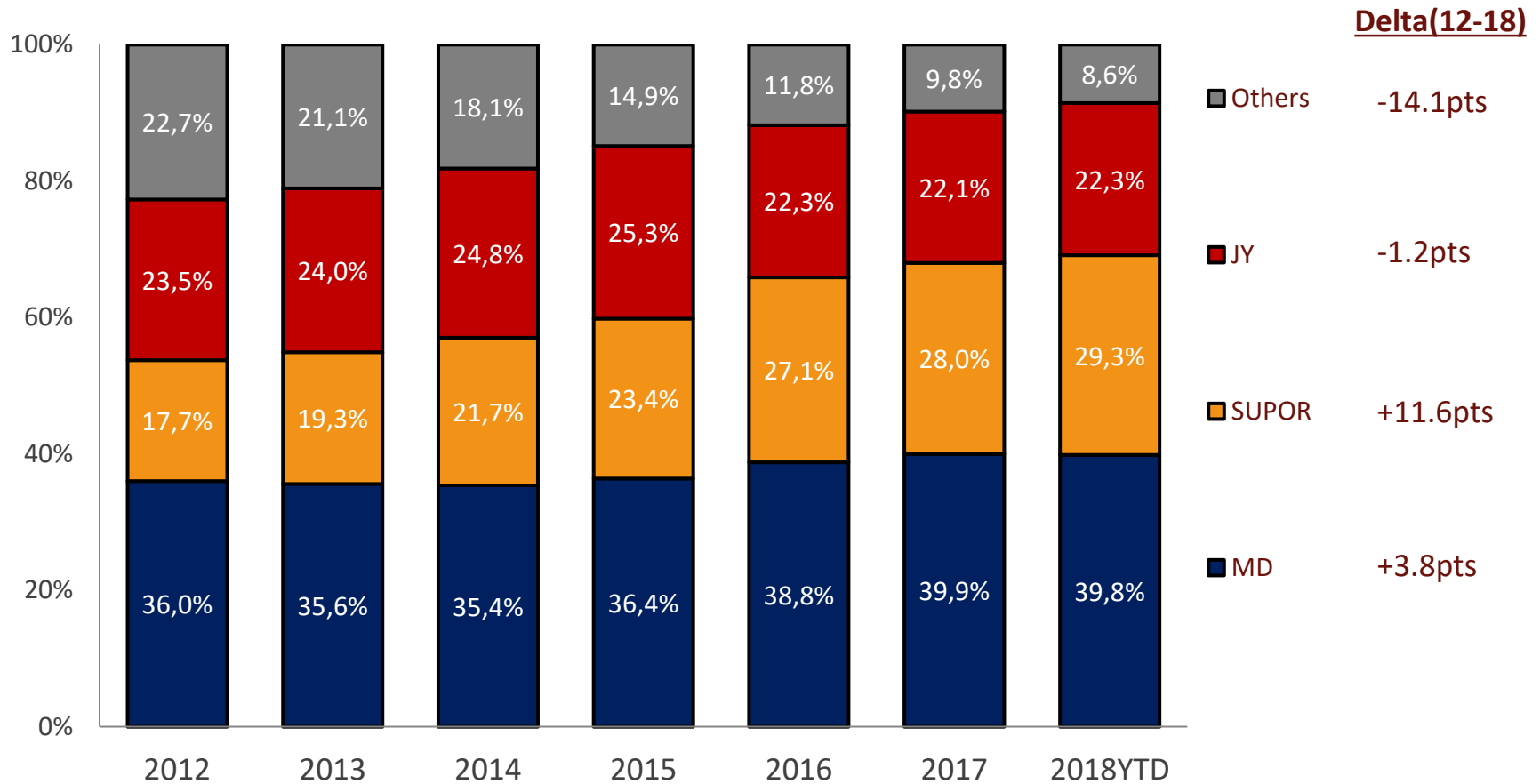
Sales (M RMB)



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



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

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

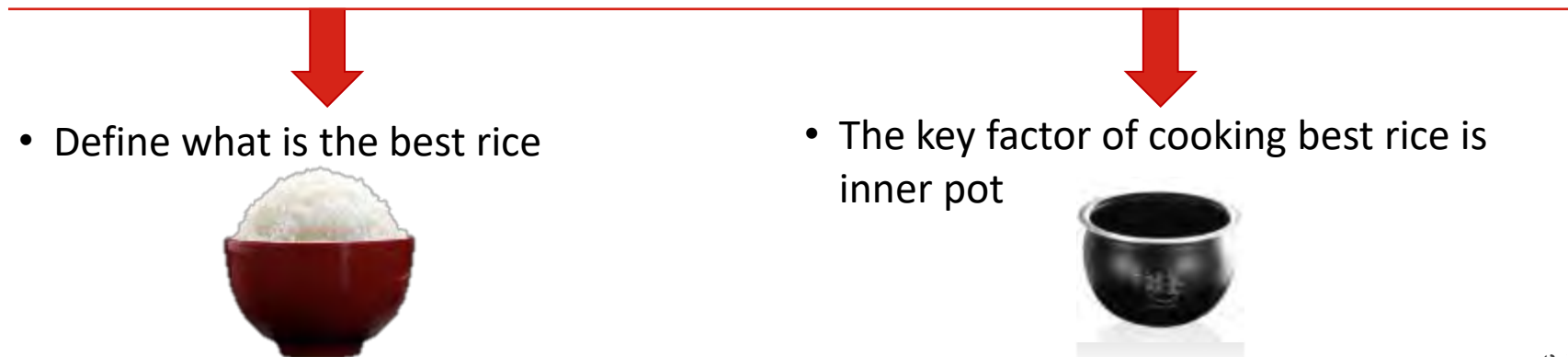
Consumer insight – leverage on Chinese traditional cooking intelligence into innovative products

Team



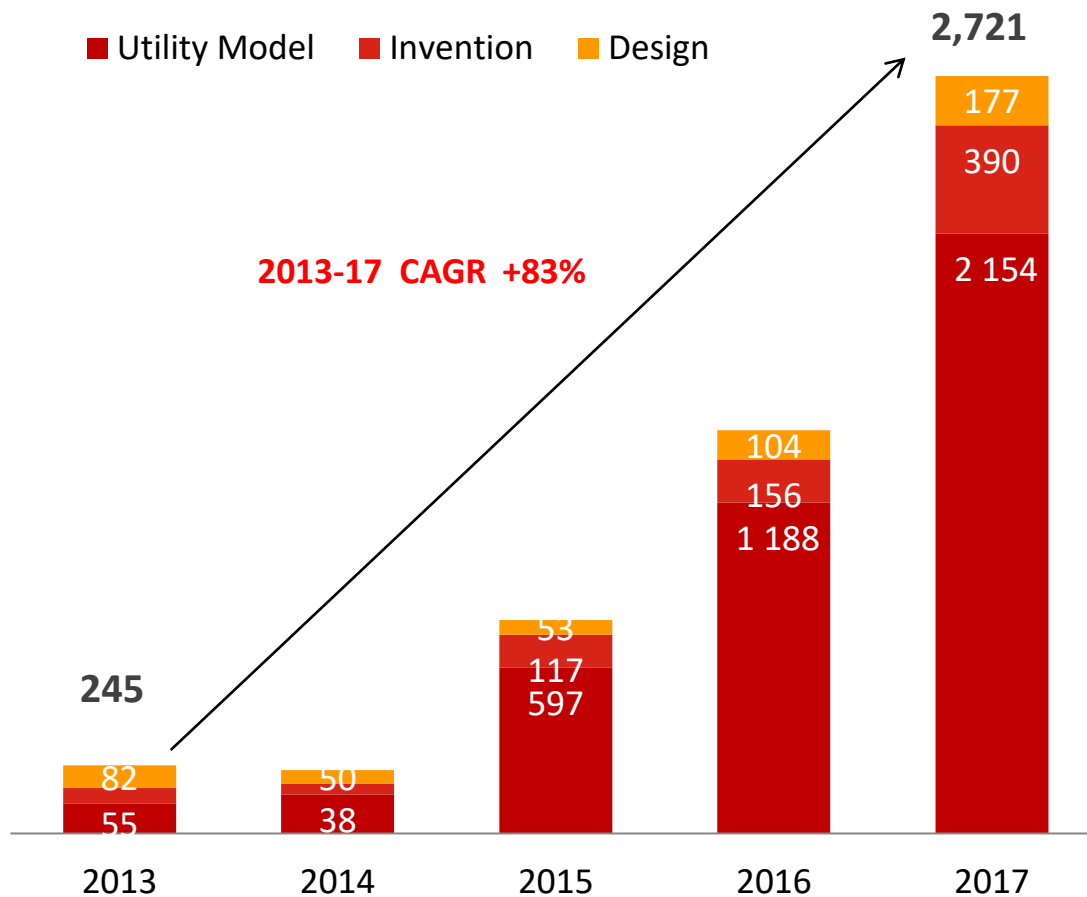
Process

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



Robust patent application

Patent Application Quantity

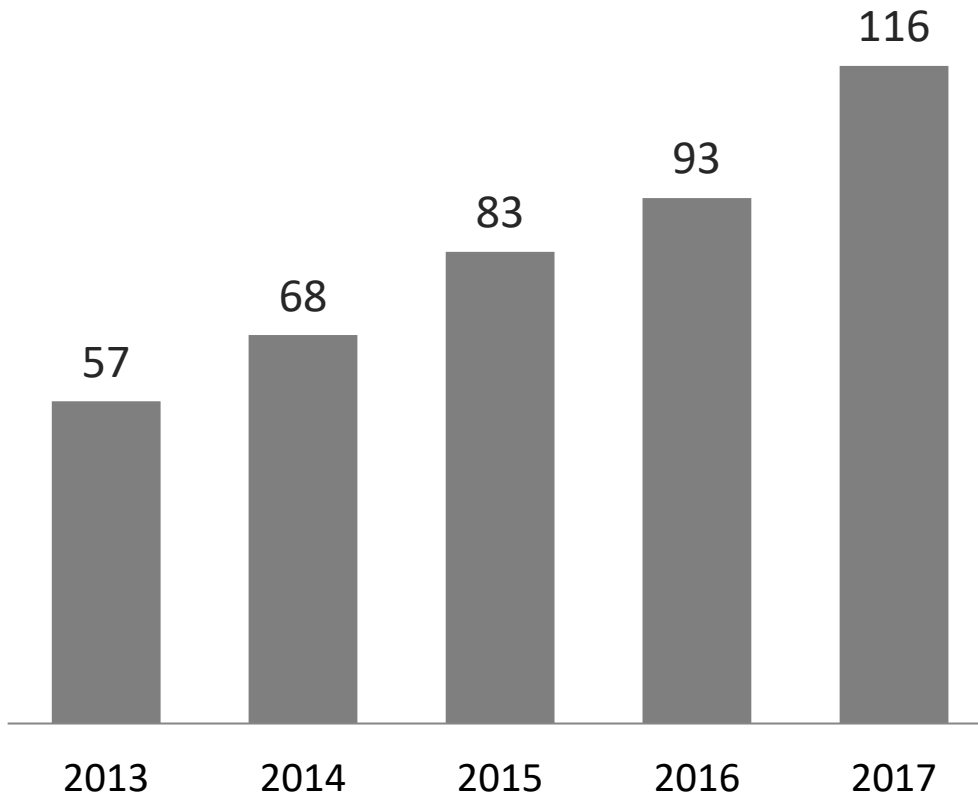


- Patent risk control and innovation protection through the whole product life cycle
- Patent mining and layout to create patent pool
- Combination of Trademark, copyright and different types of patents to protection products

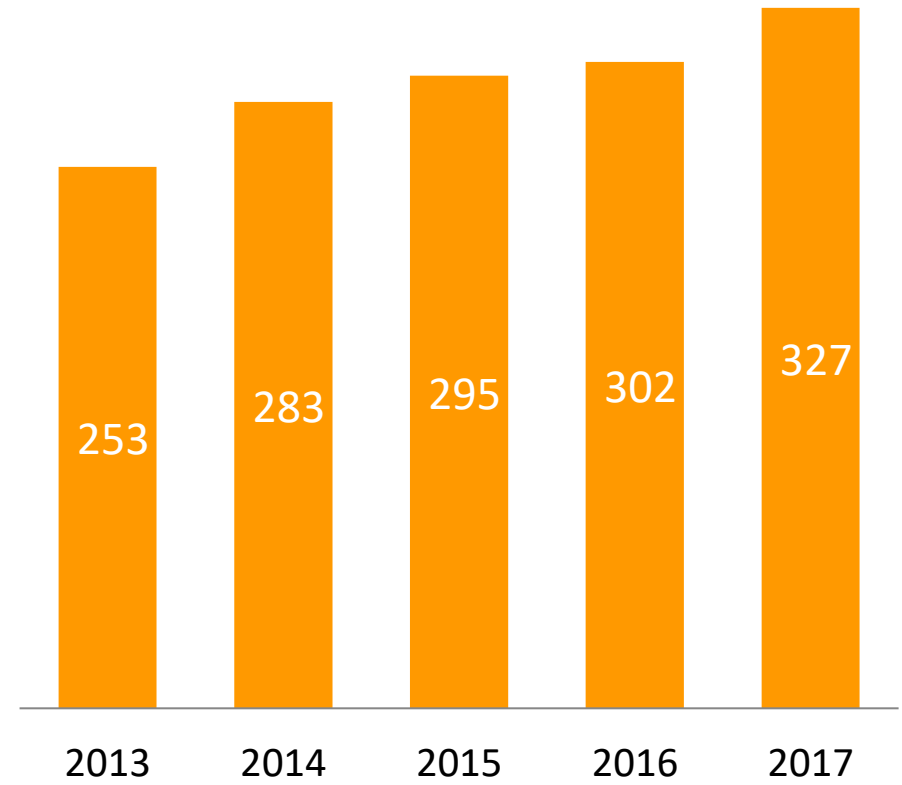
Sustained investment in R&D

M RMB

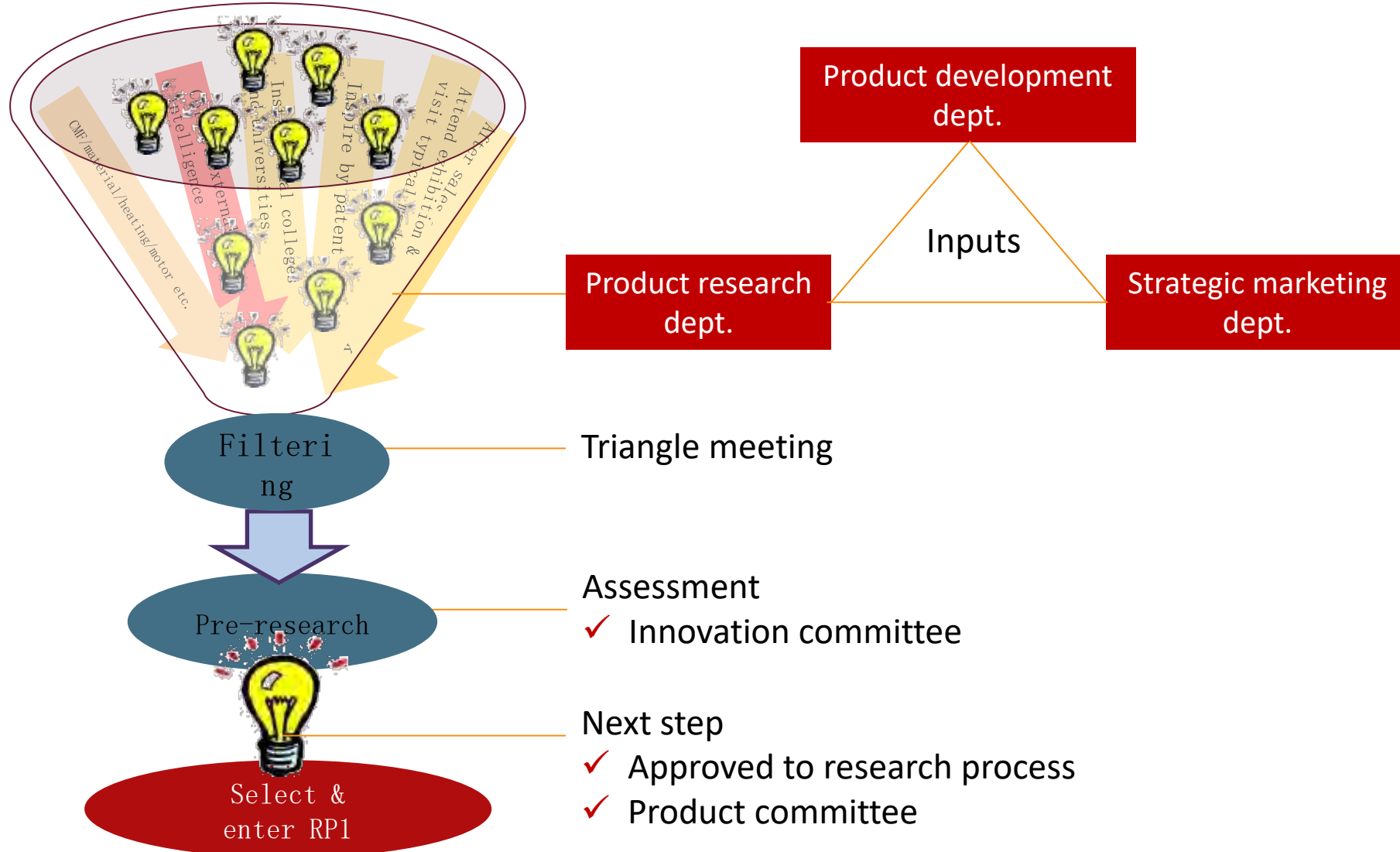
R&D Investment



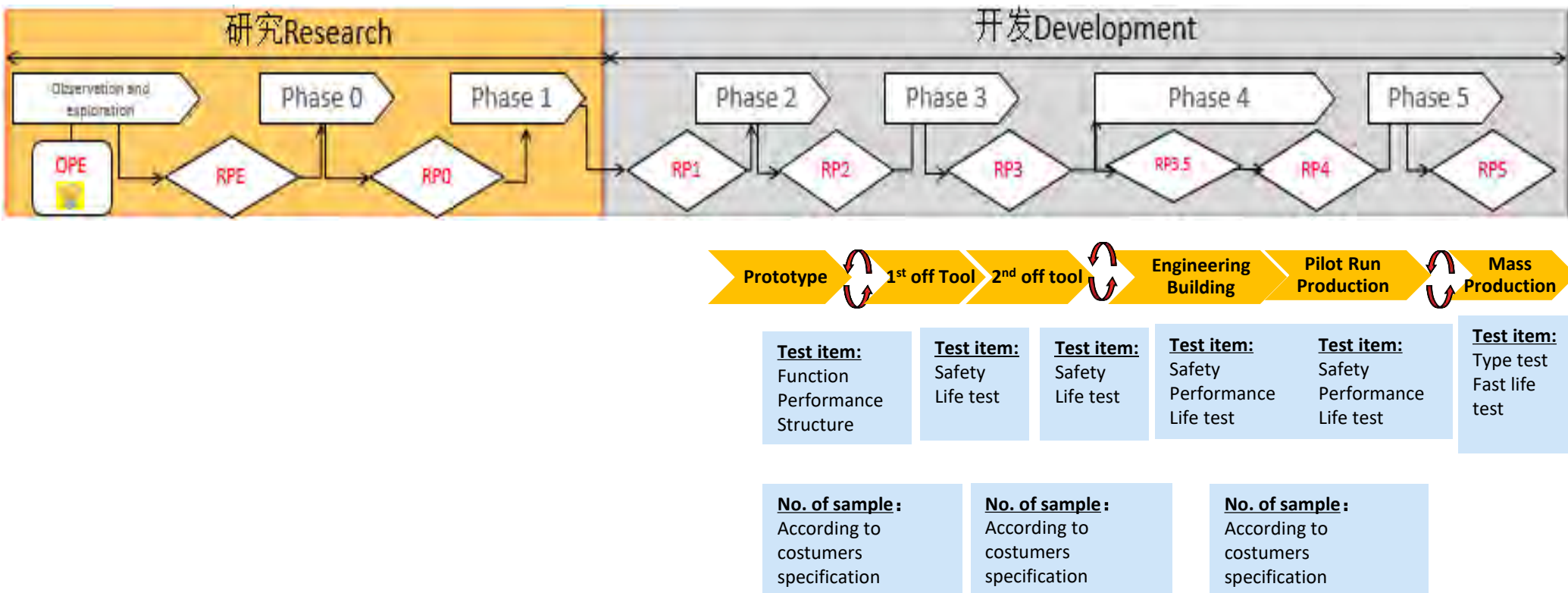
R&D headcount



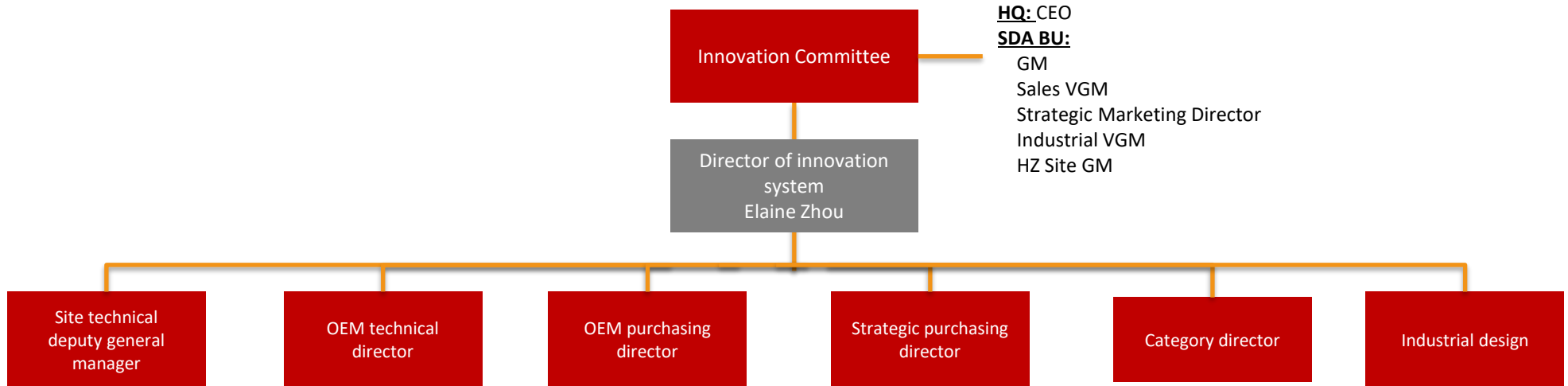
Strong innovation pool



Research process implemented since 2010



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



Soy milk 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



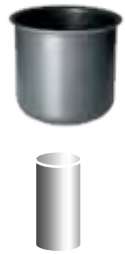
1st Gen

Aluminum Alloy



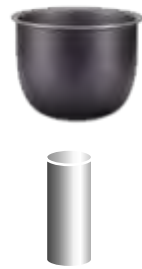
2nd Gen

AA Non-Stick



3rd Gen

Hard Anodized
AA



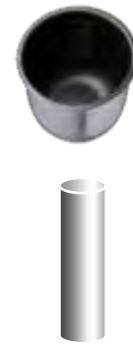
4th Gen

Hard Anodized
Non-Stick AA



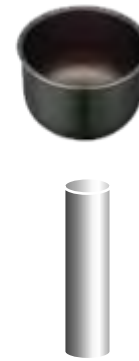
5th Gen

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

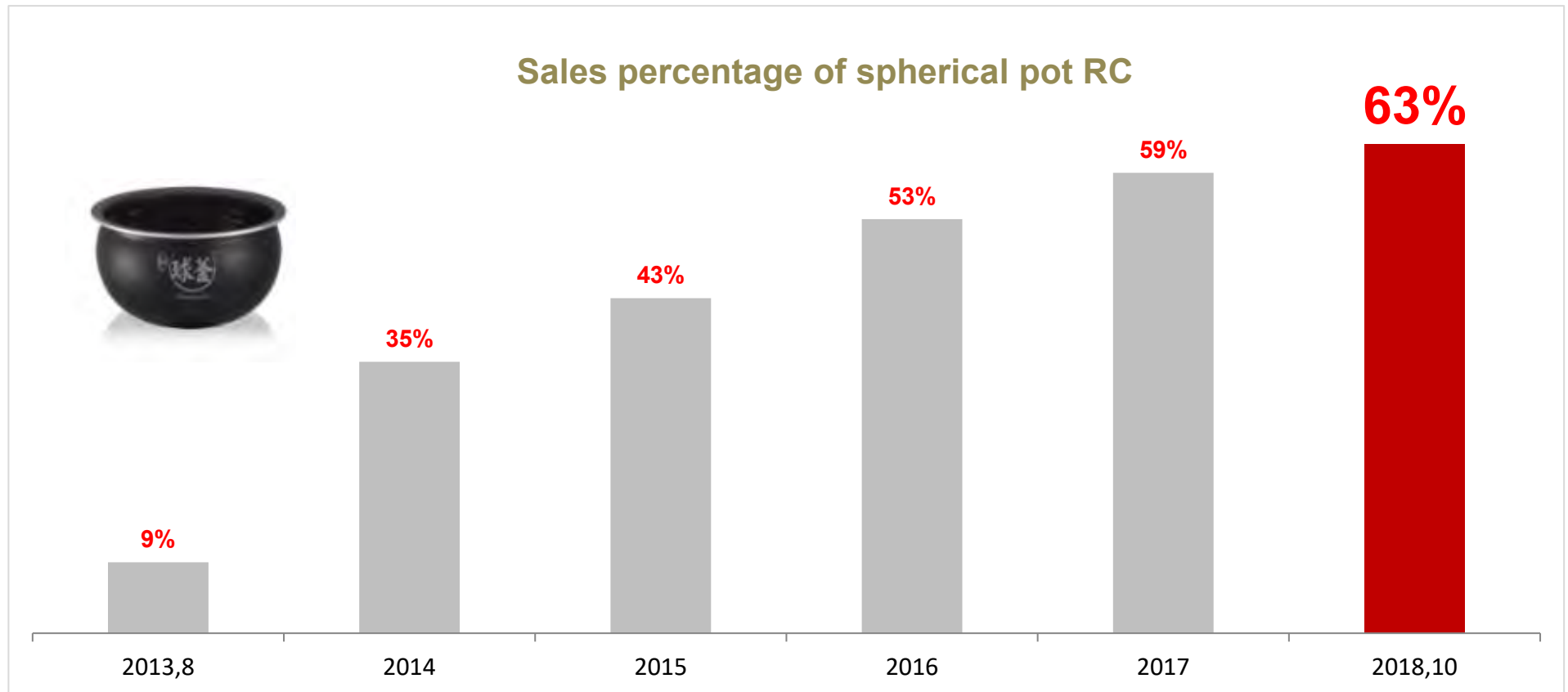


New inner pot

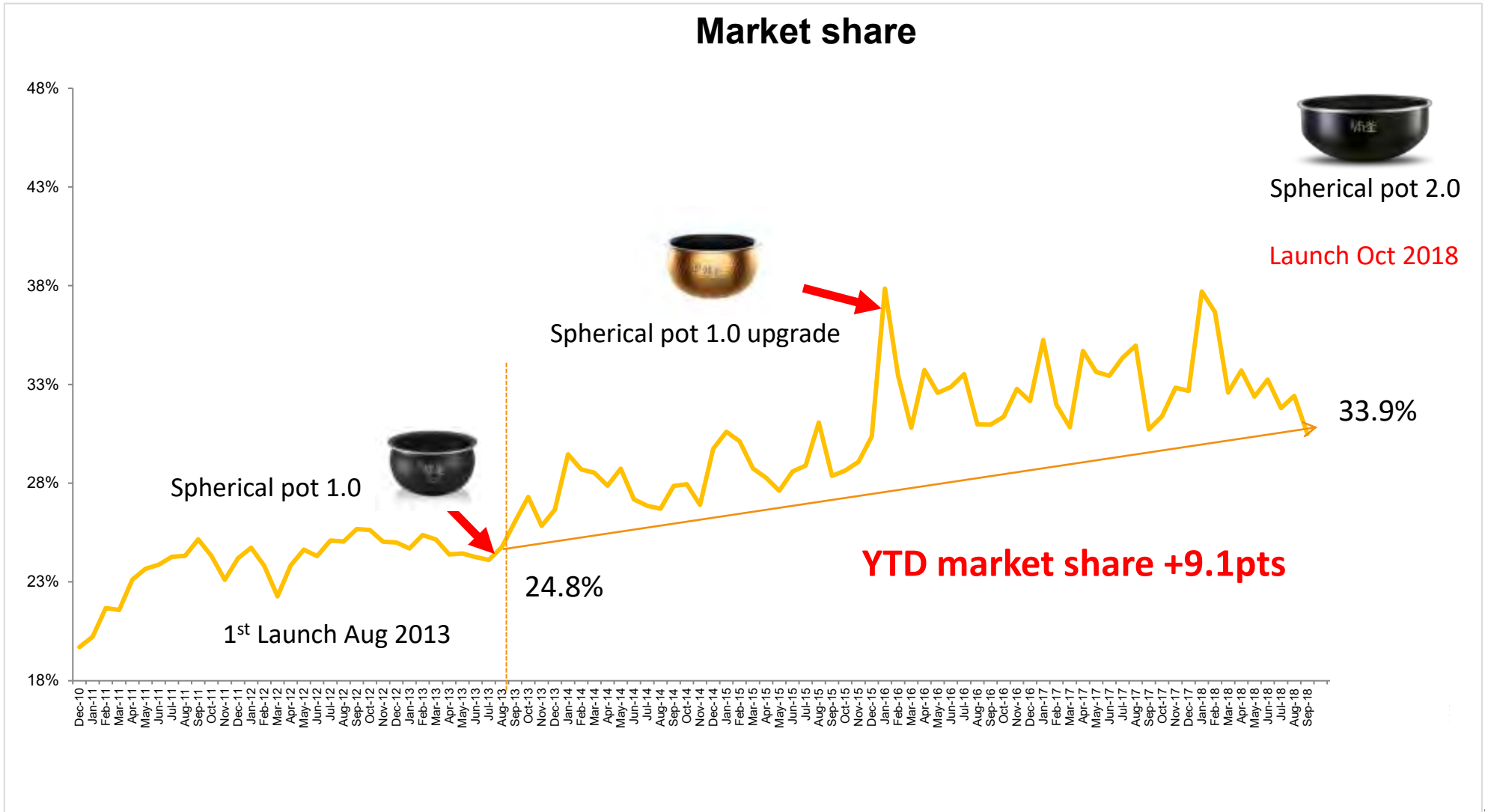


Spherical pot RC as a key growth driver...

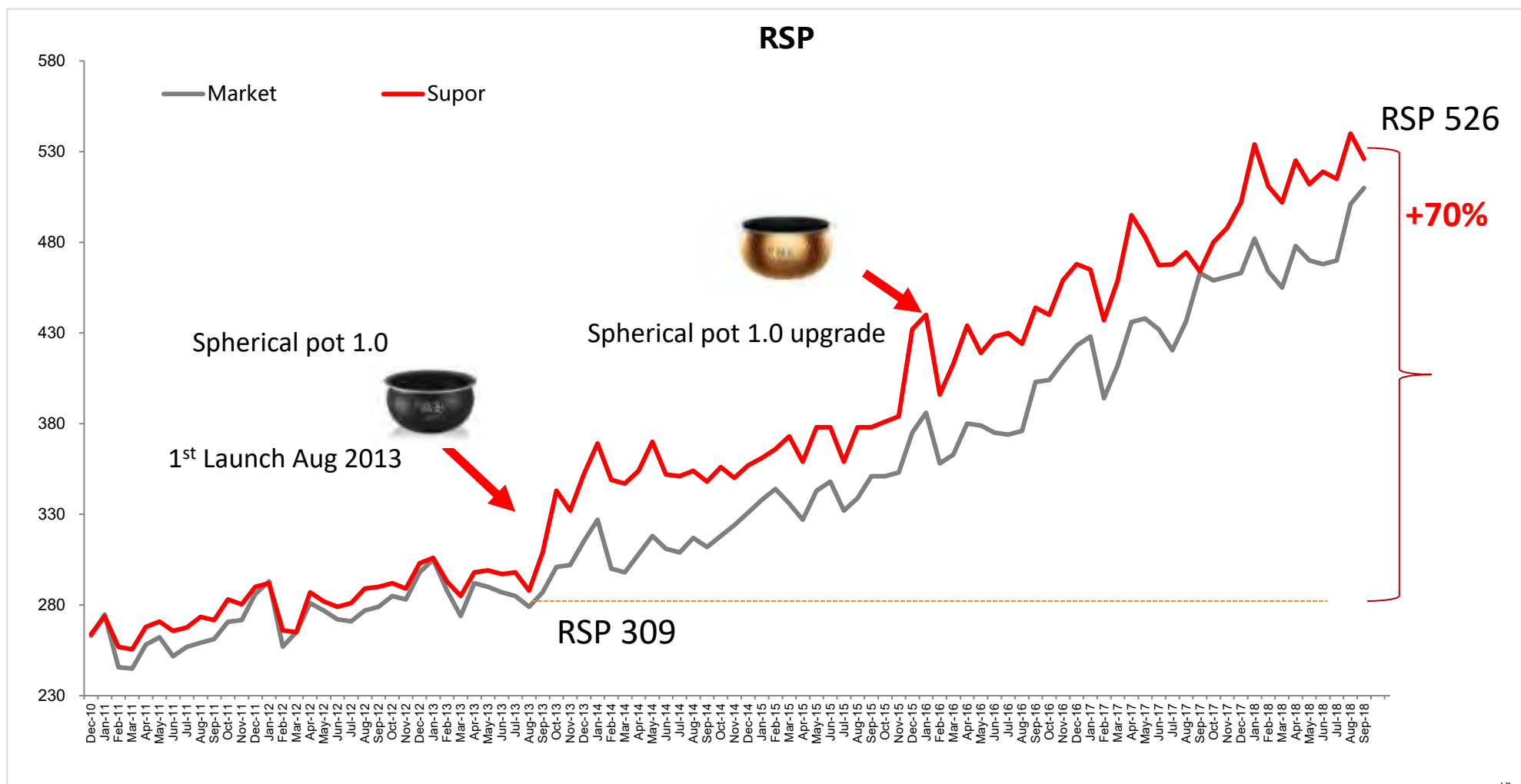
18.7M pcs, **RMB 5.7bn** from 2013



... 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
2. Rice-cooker
3. More innovative products
4. Conclusion



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



INVESTOR DAYS – 21-23 Nov, 2018

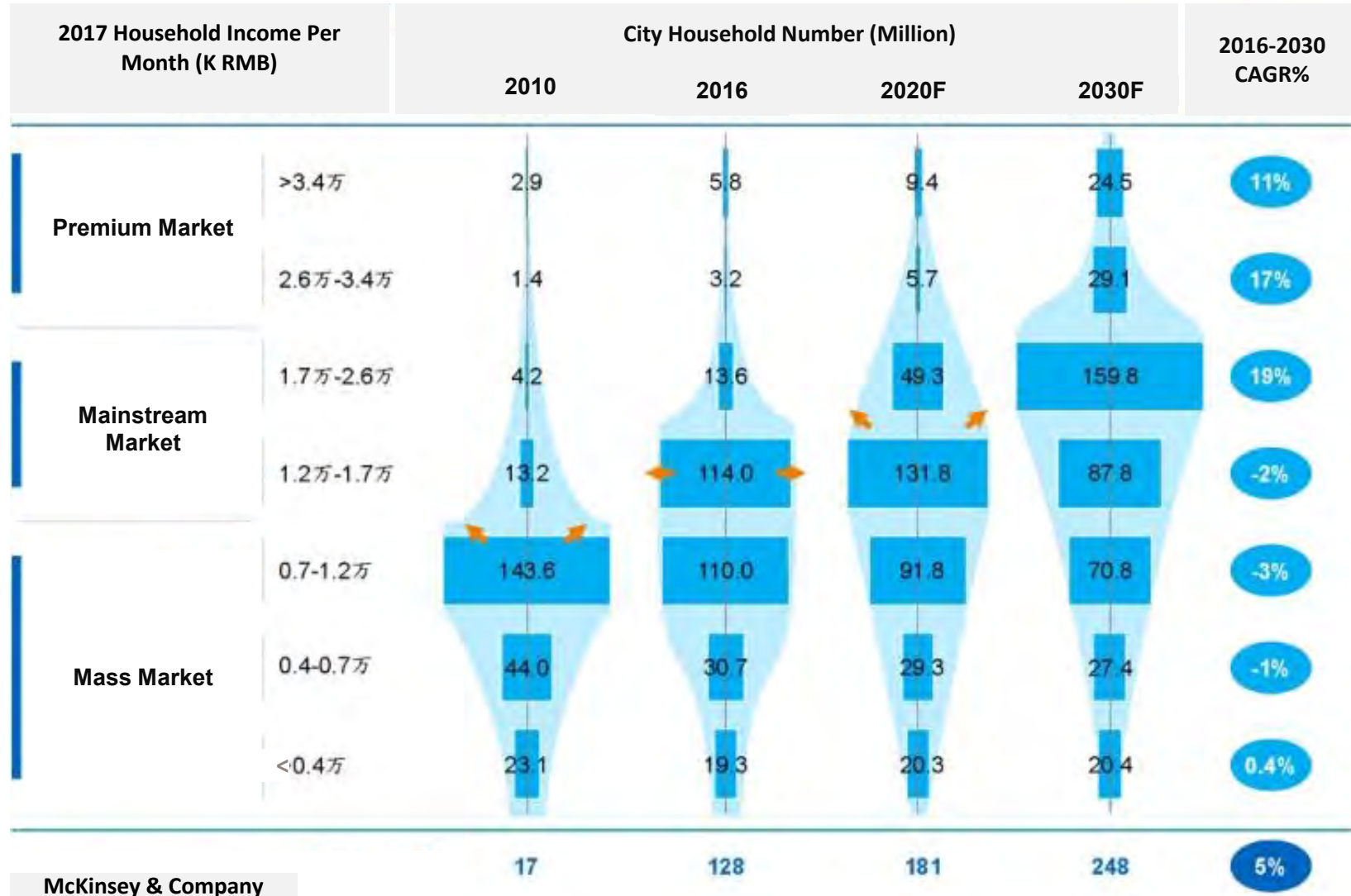
WMF CONSUMER IN CHINA
Jack Pan

SUPOR 苏泊尔

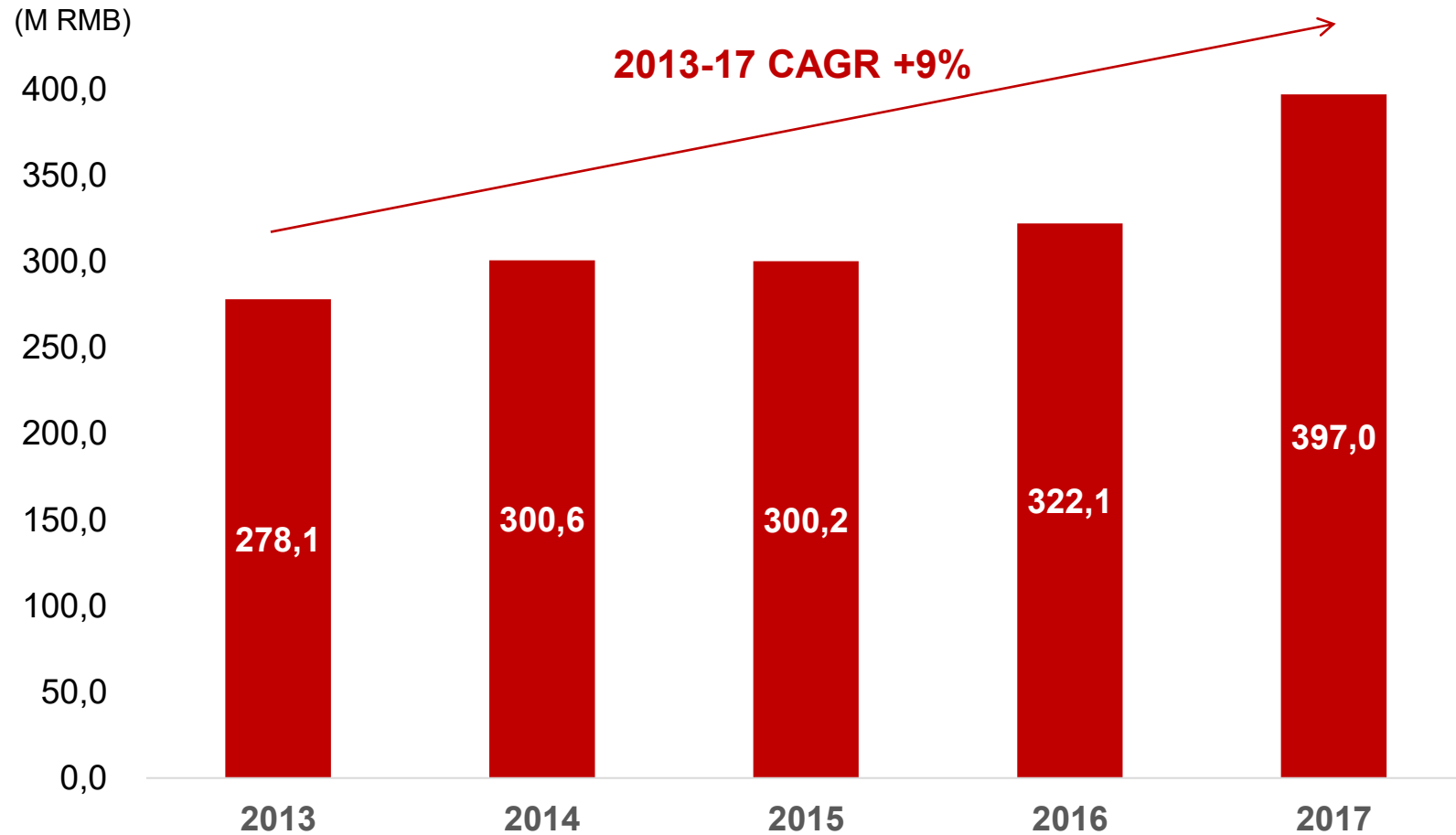
1. **China premium cookware market**
2. **WMF Consumer in China**
3. **Key priorities**



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

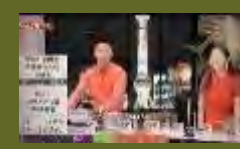


Premium Boutique Stores

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

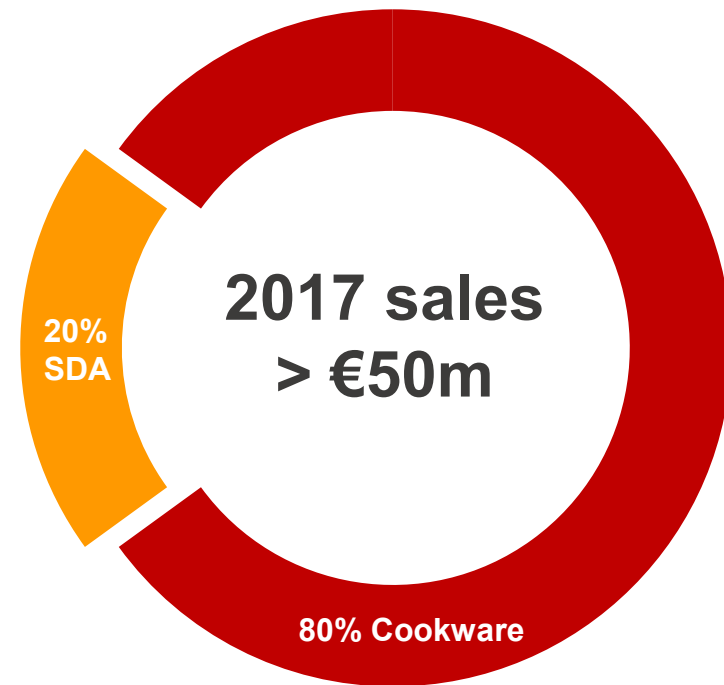
2017

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

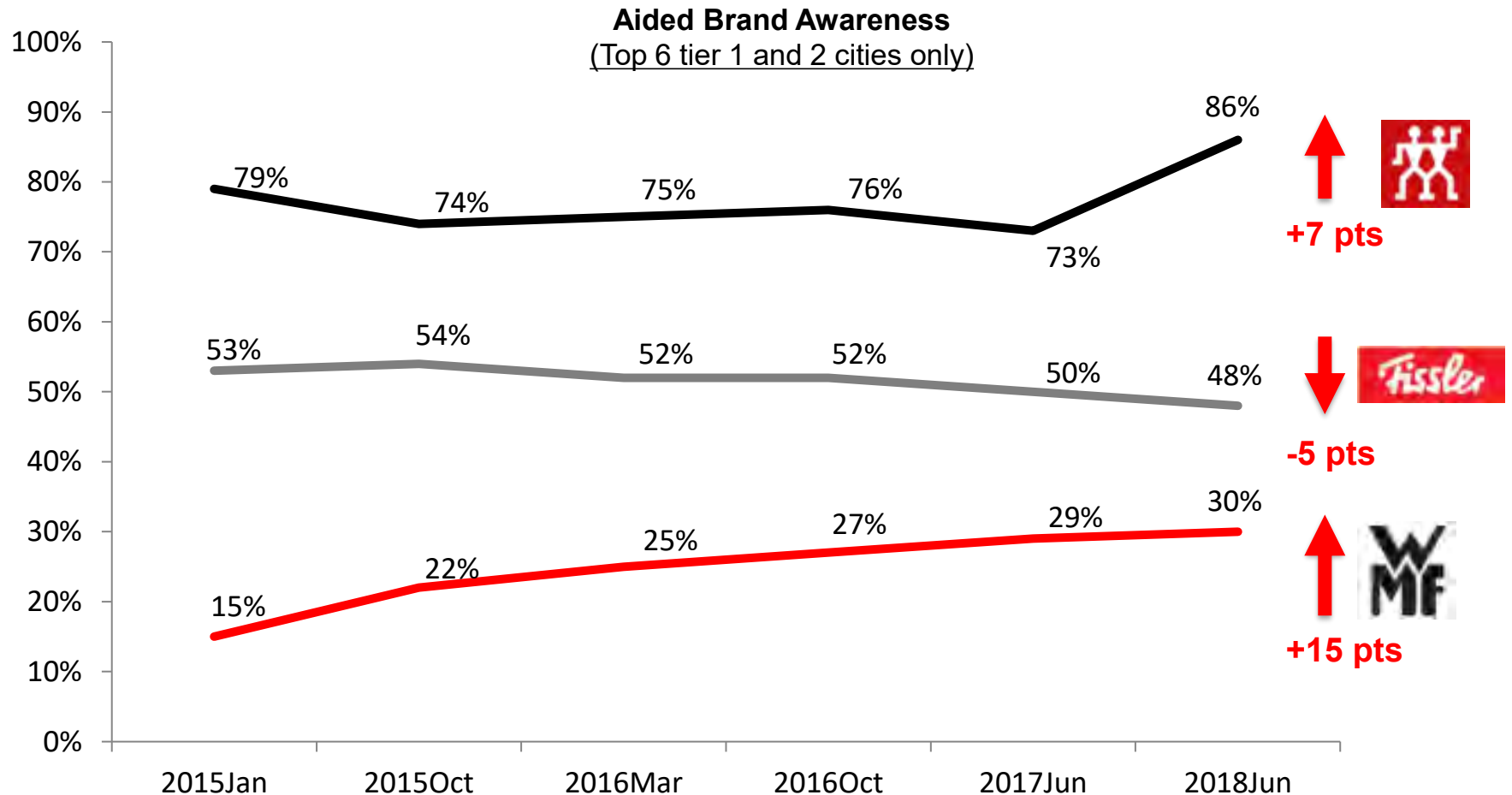
2018

Launch insulation jugs and mugs

Cookware-focused portfolio, gradually diversifying



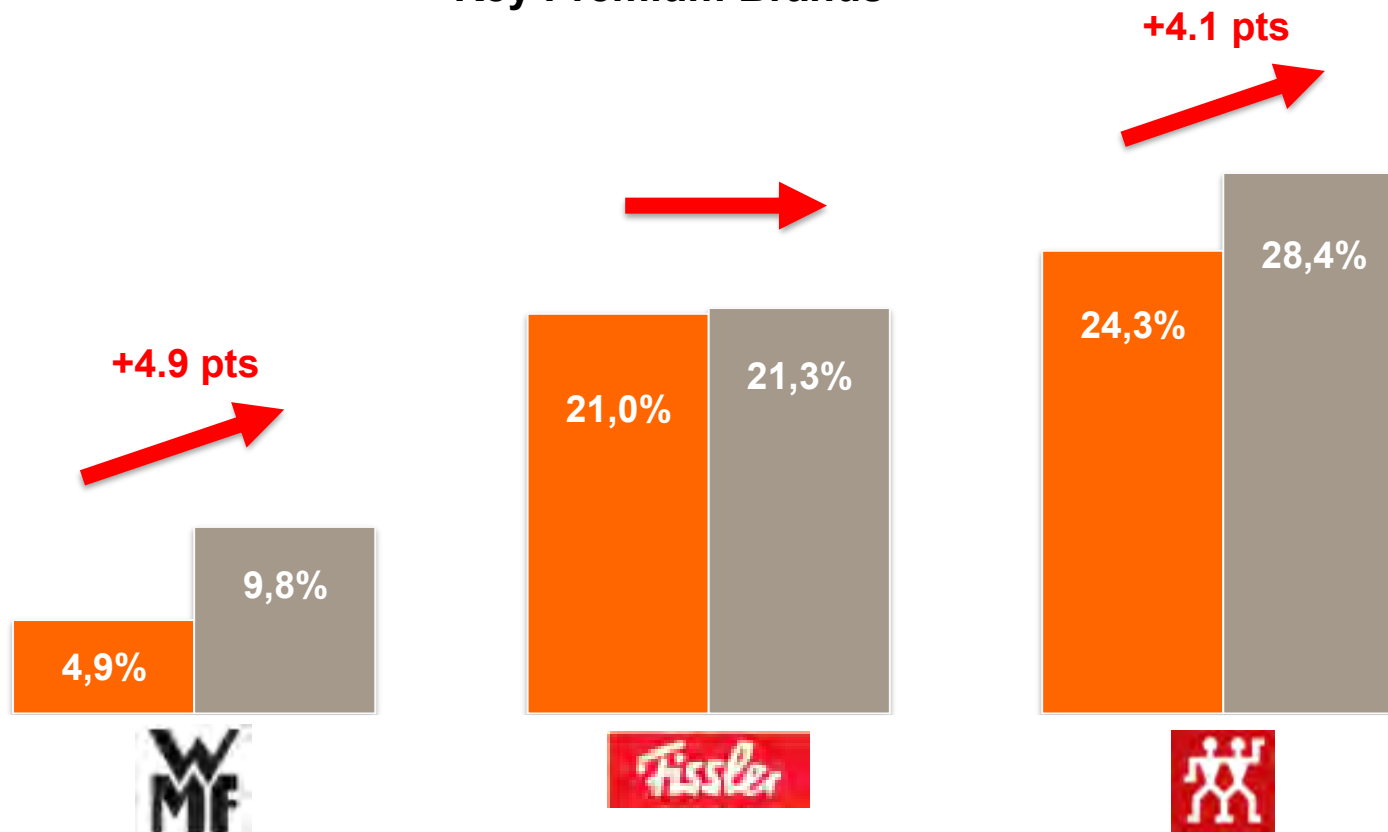
Sustained growth momentum in WMF brand awareness



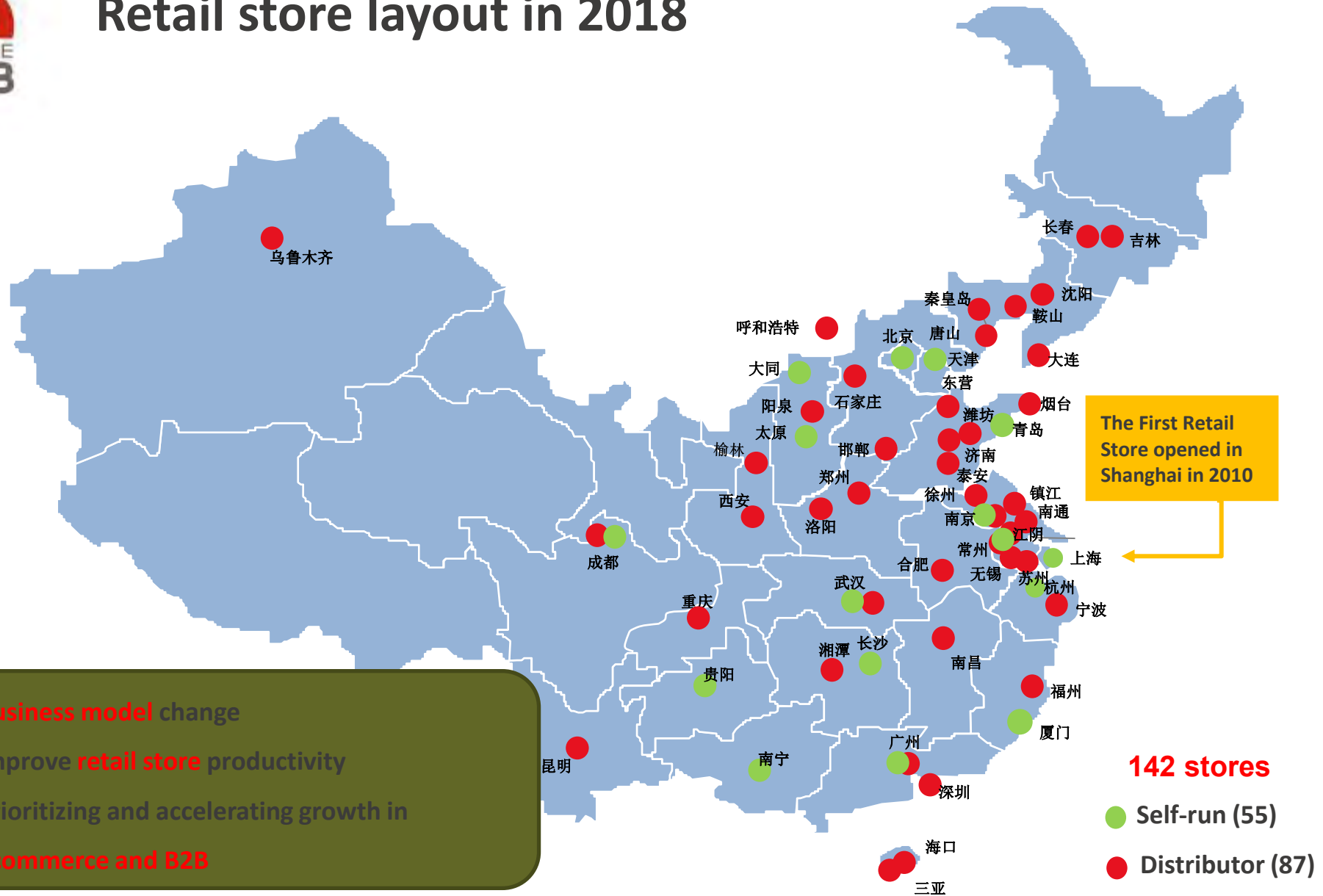
Source: Consumer Survey conducted by third party agent; n=1200 in 6 tier 1 and 2 cities (Beijing, Shanghai, Guangzhou, Chongqing, Wuhan, Nanjing); respondents with minimum household income of RMB 10,000 and RMB 15,000 for tier 1 and 2 cities respectively

Solid Offline market share growth

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



Retail store layout in 2018



Fast platform expansion and store footprint adjustment

1 Online store in 2013



20 Online Stores in 10 Key Platforms in 2018

TAOBAO



AMAZON



TMALL



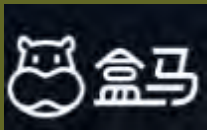
JD.COM



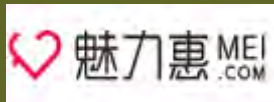
SUNING



Freshhema



MEI.COM



RED



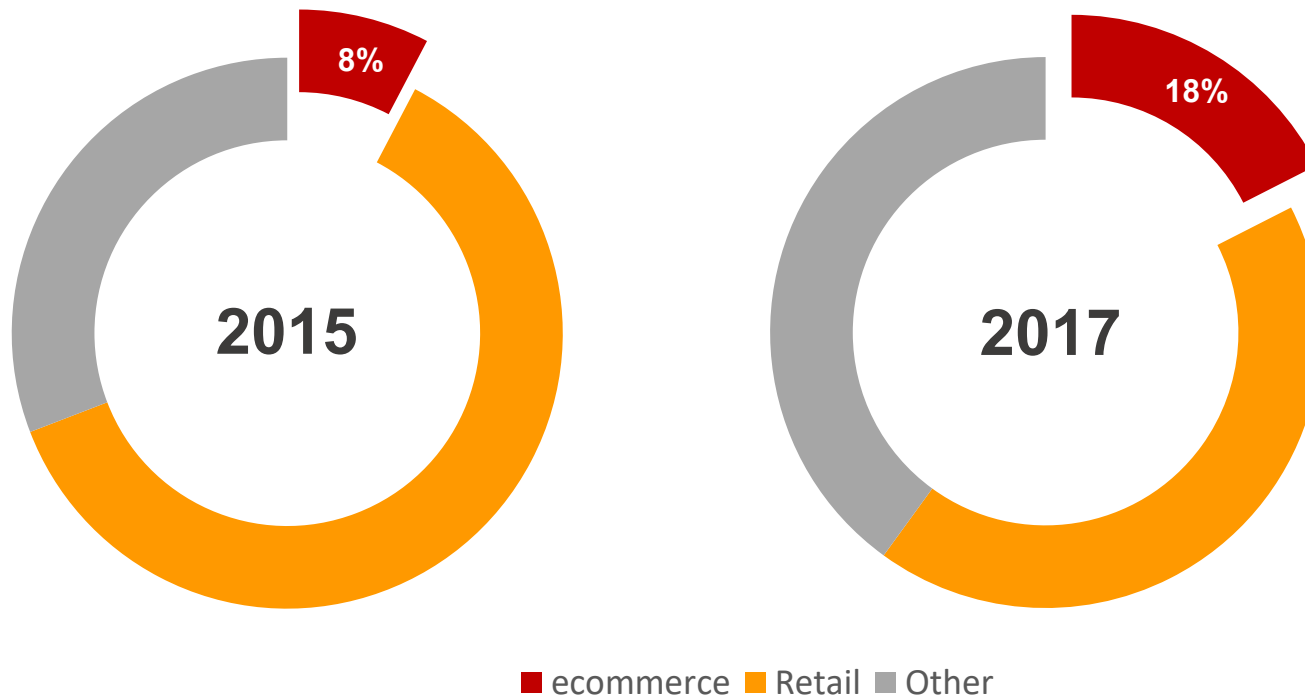
VIP.COM



KAOLA



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



Social E-commerce & Content Marketing



Brand Experiential Activities:



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	WMF	  	WMF		 	
	Entry / Mid		   		 	 KRUPS	  SIEMENS
Mass		SUPOR	ASD	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



AFTERSALES SYSTEM



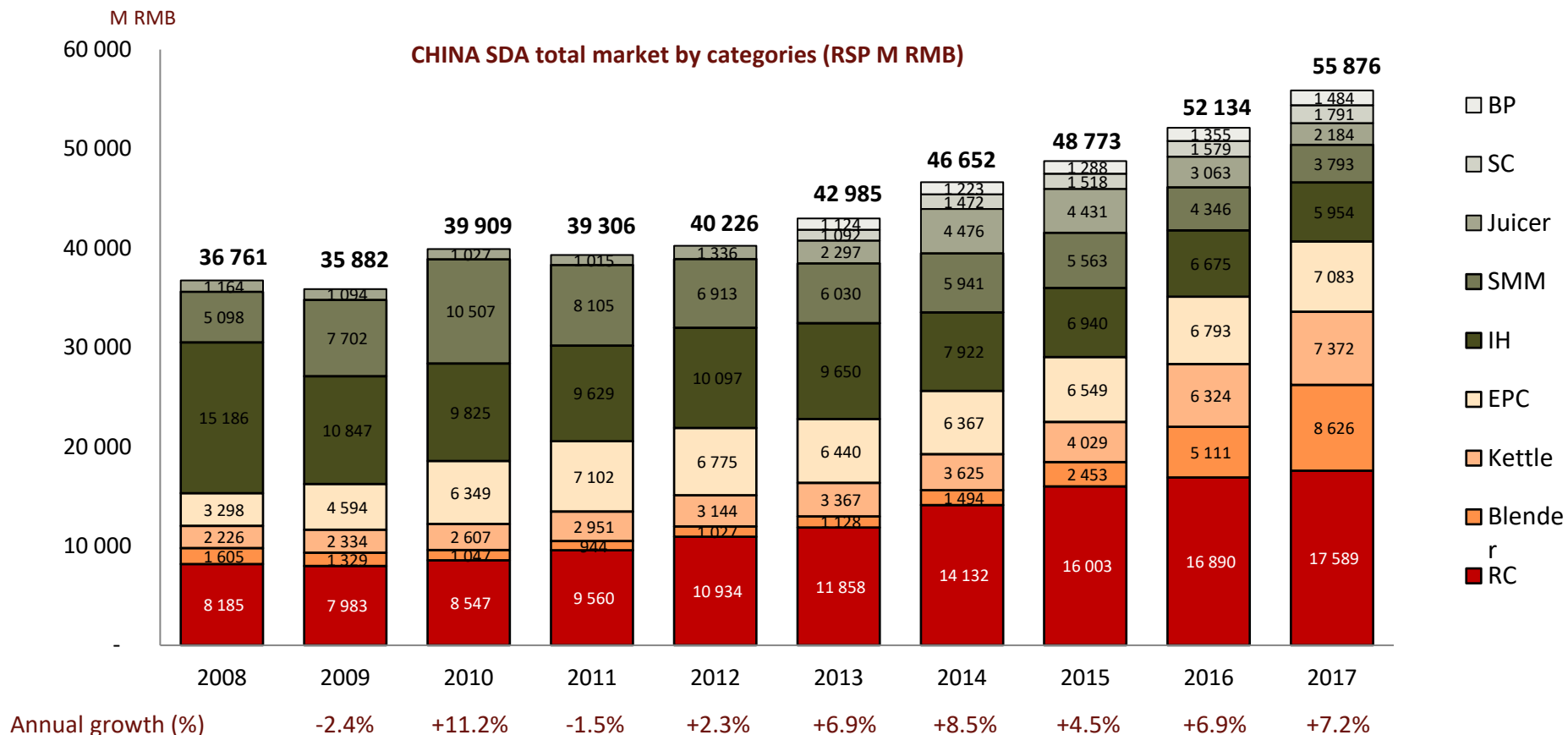


INVESTOR DAYS – 21-23 Nov, 2018

SDA MARKET & PRODUCT OFFERING
Elaine ZHOU

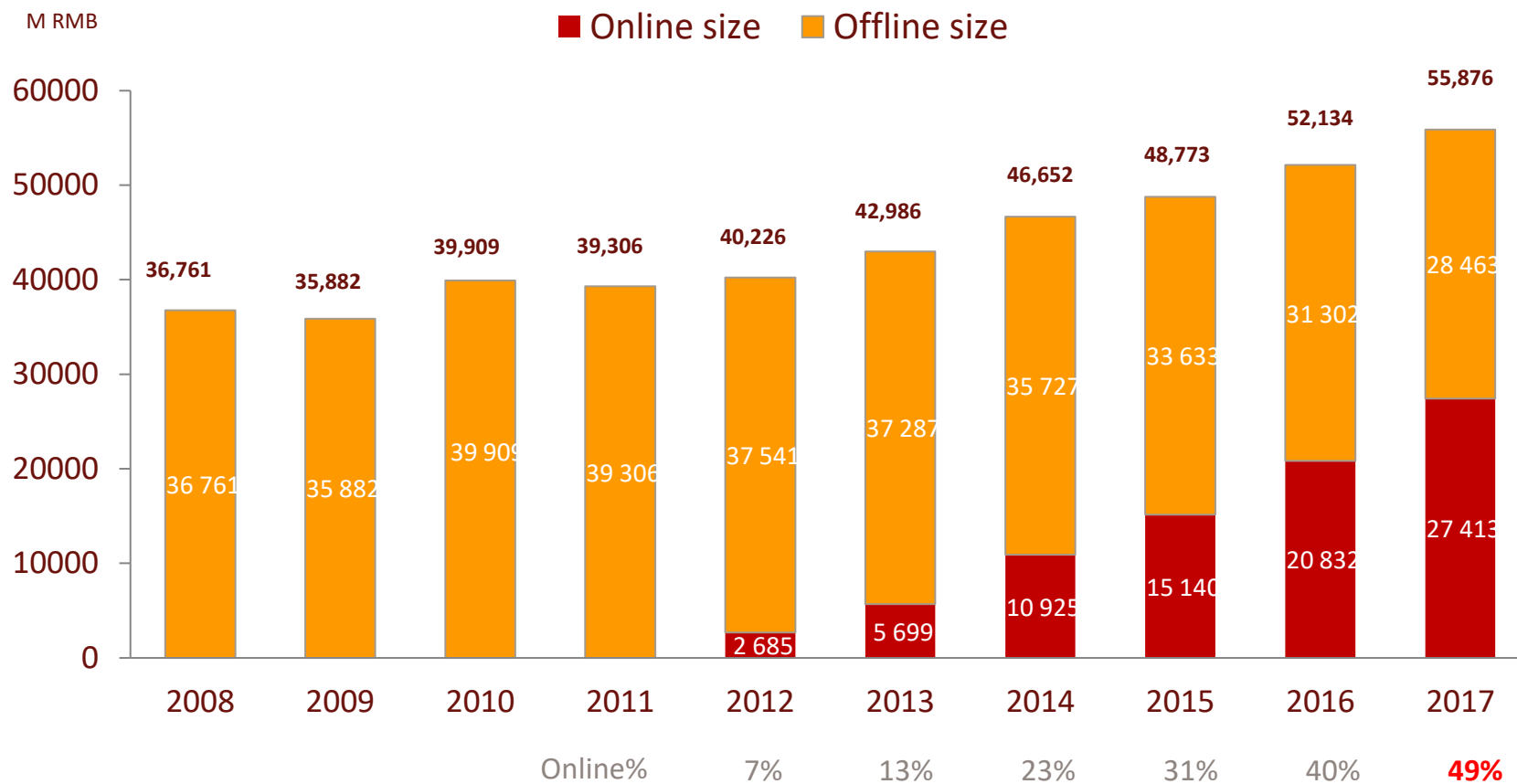
SUPOR 苏泊尔

Robust Small Kitchen Electrics market growth



Source: CMM 2008-2017

Strong momentum in ecommerce

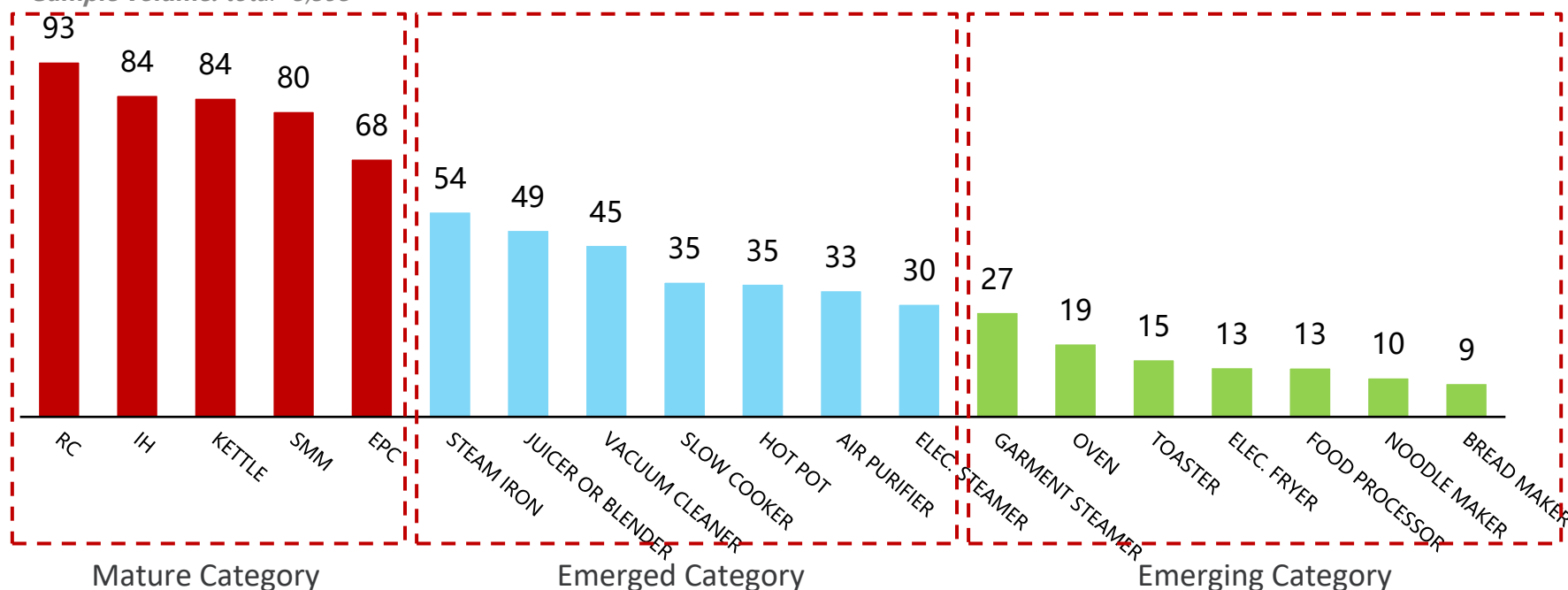


Source: CMM

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

Unit : %

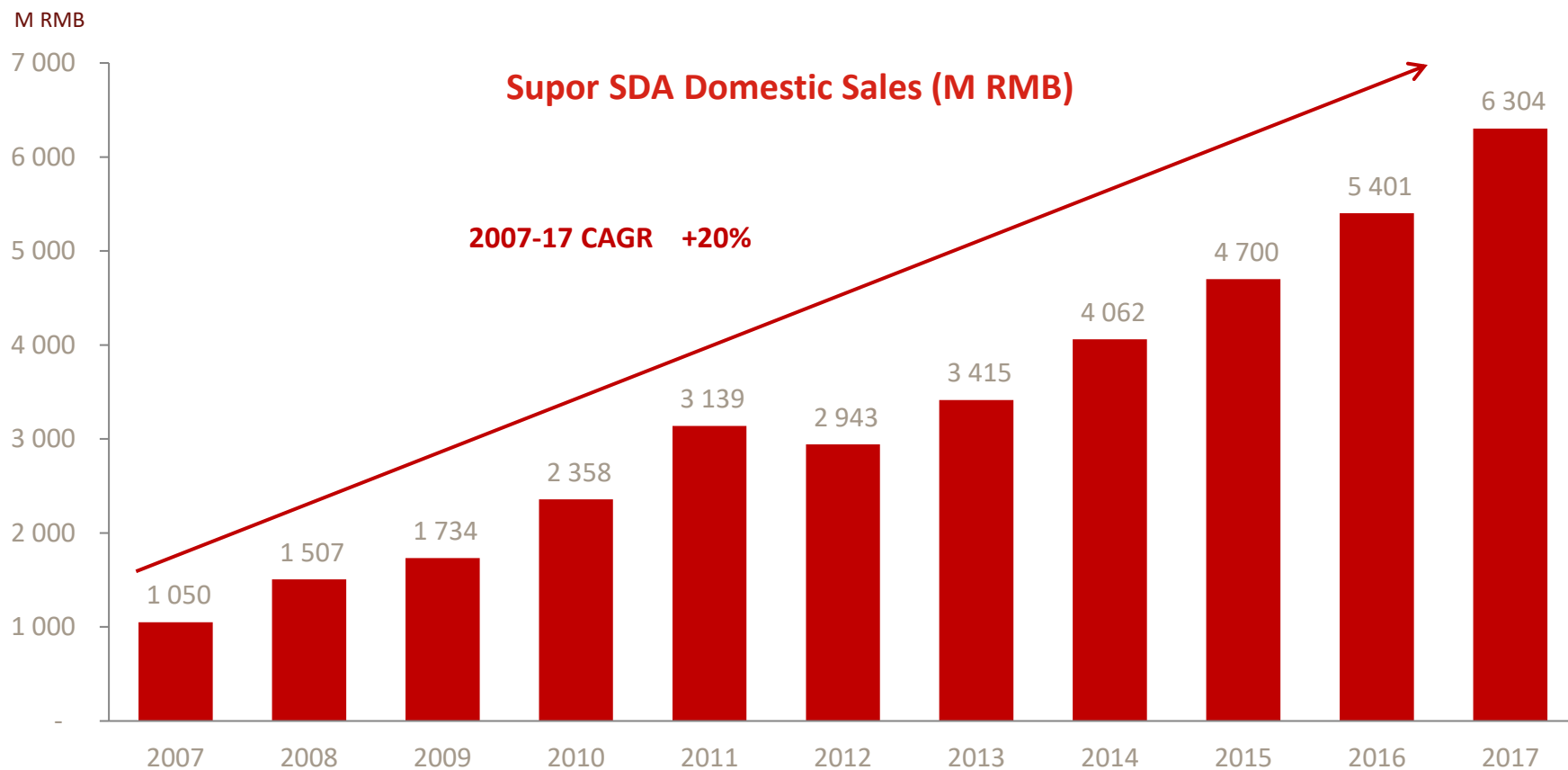
Sample volume: total=3,393



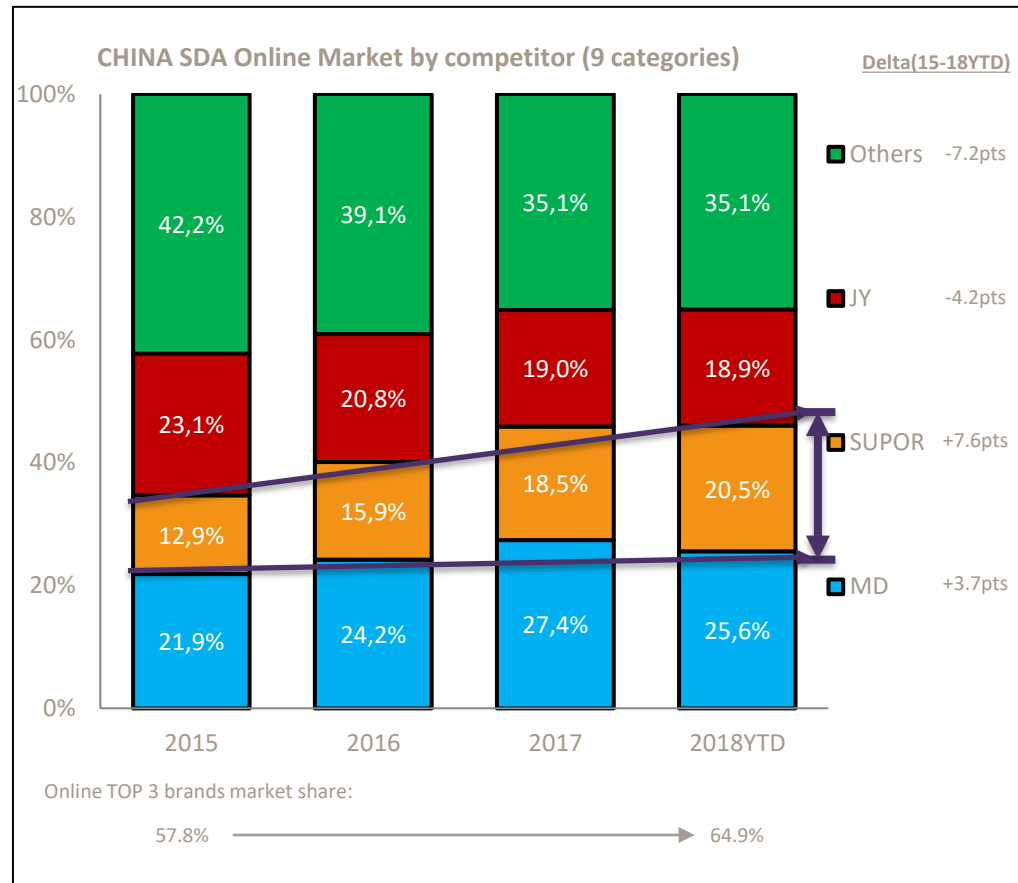
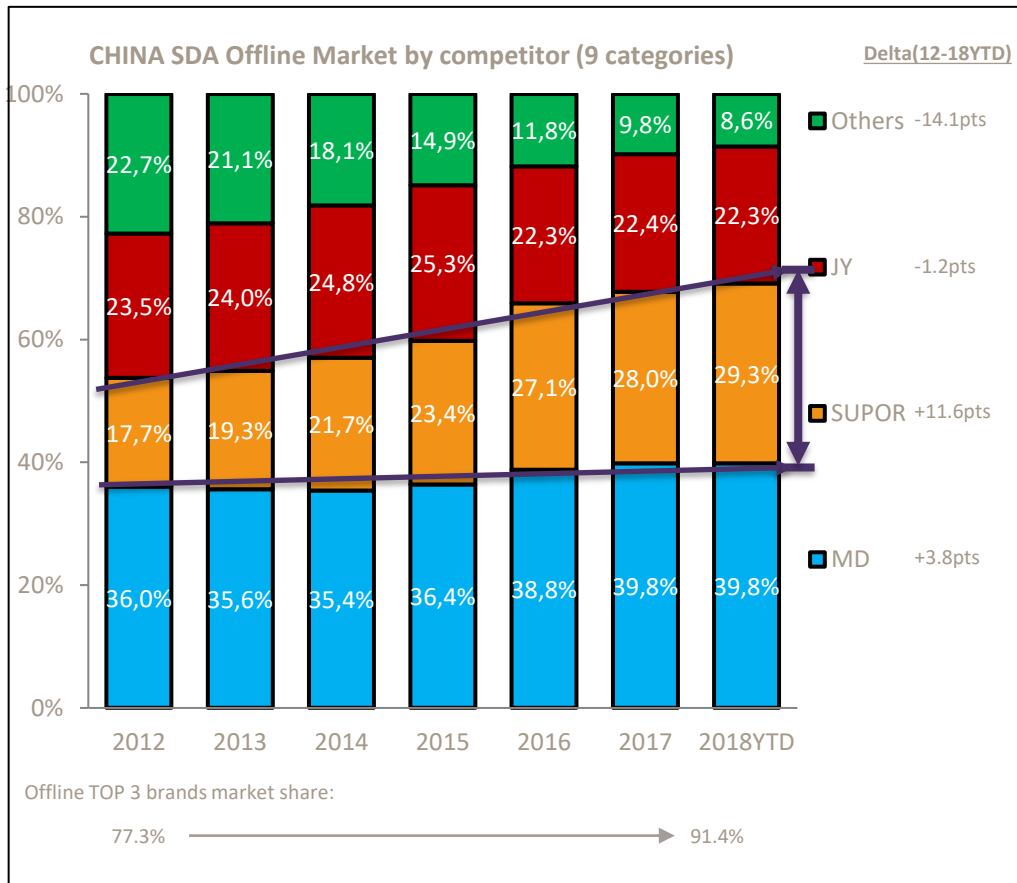
Note: 1. Data is from AC Nielsen Brand Research Report 2015.

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

Supor SDA domestic sales



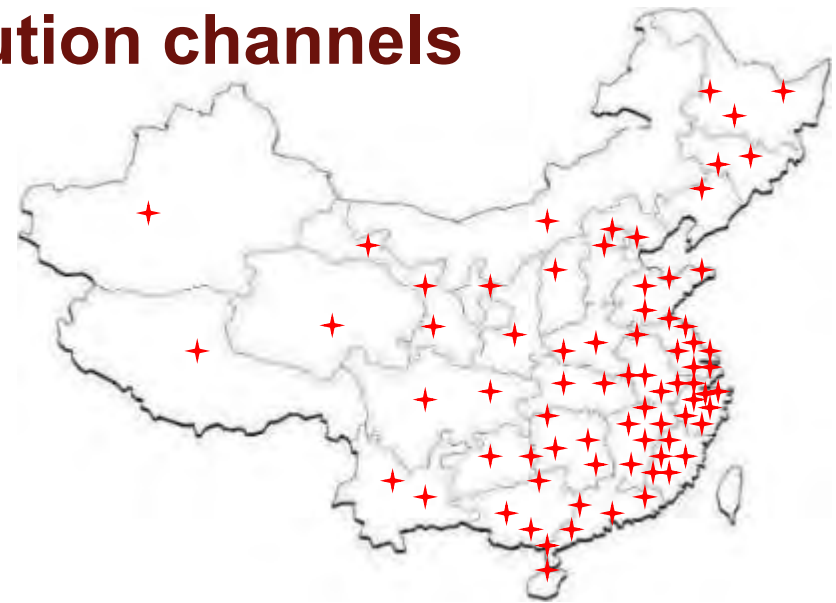
Sustained Supor market share growth



Source: CMM 2012-2018.9 & AVC 2015-2018.9

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



Walmart

GOME
国美电器

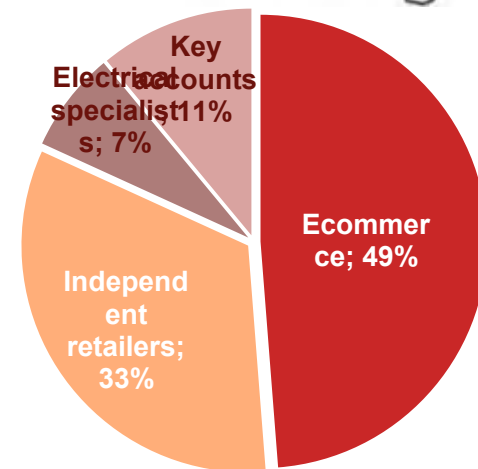
JD 京东
.COM



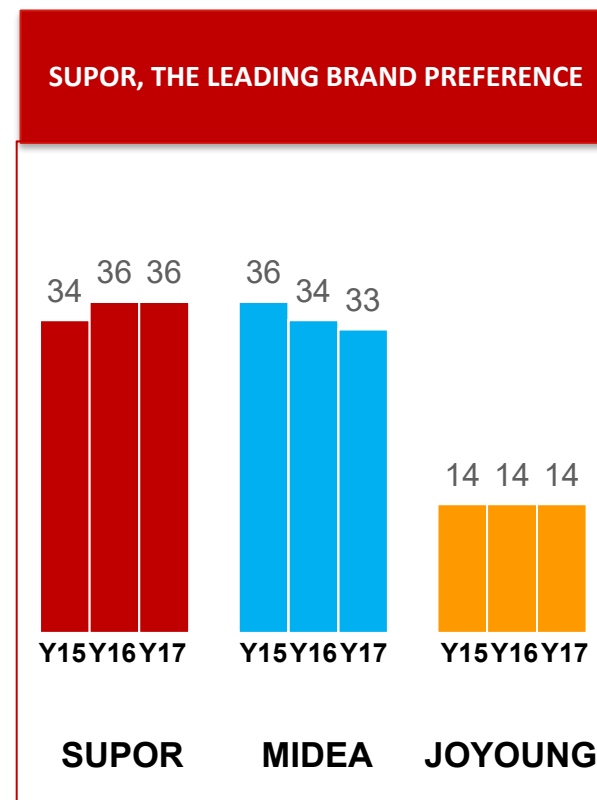
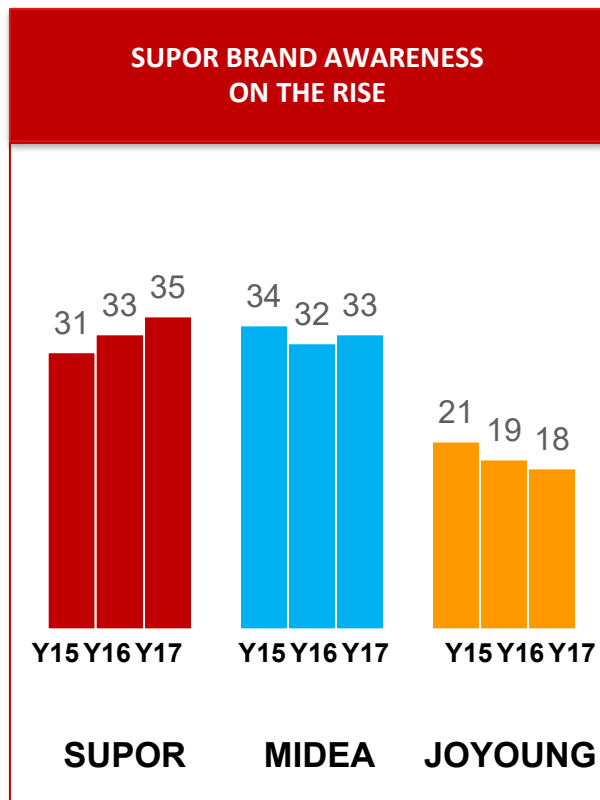
Carrefour
家乐福

Suning 苏宁

大润发
RT-Mart

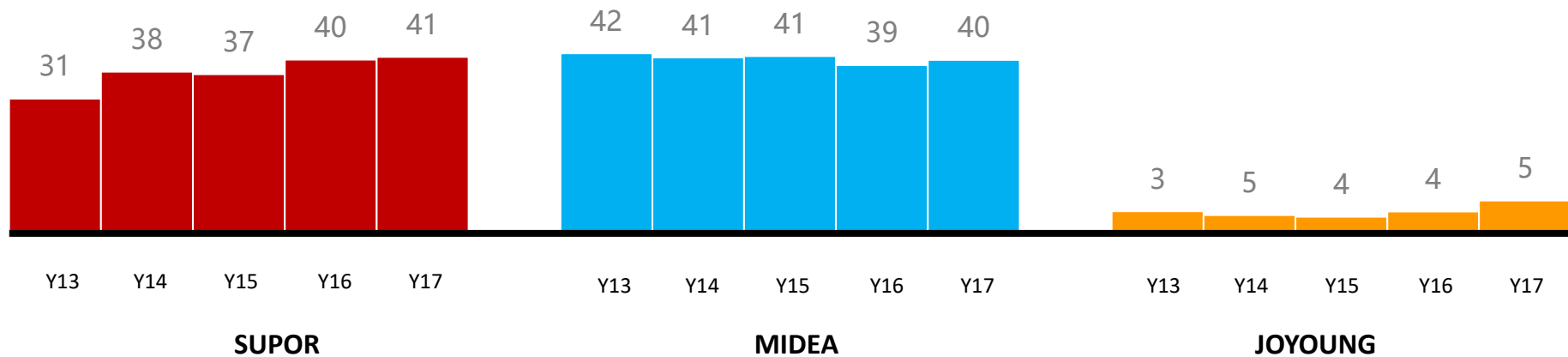


Supor, the Chinese consumers' favorite brand in Kitchen Electrics



KE preferences by category - Rice Cooker

Supor gaining customer preference over the years



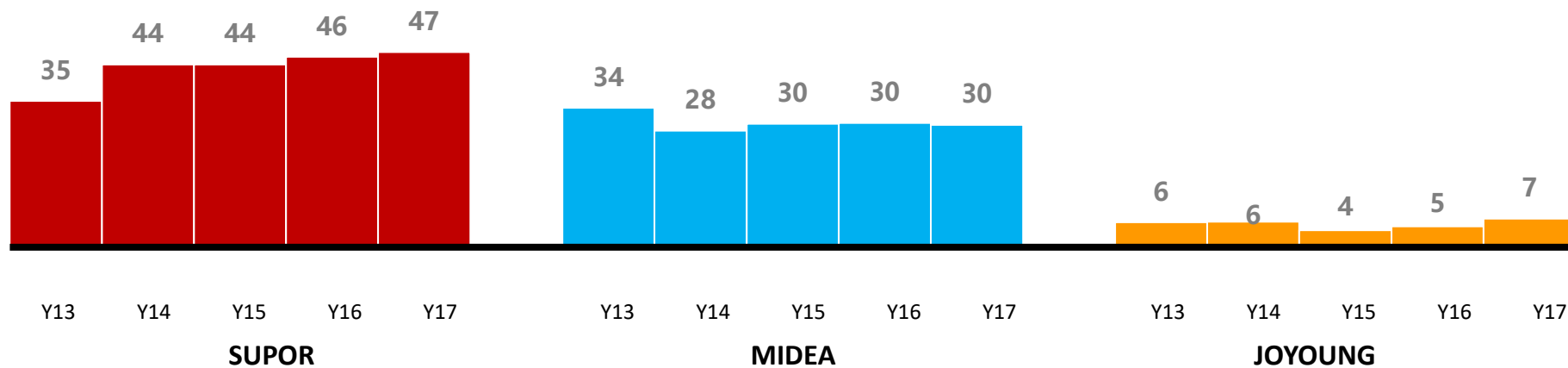
Unit: %

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

Source: AC Nielsen Brand Research Report 2017

KE preferences by category - Electric Pressure Cooker

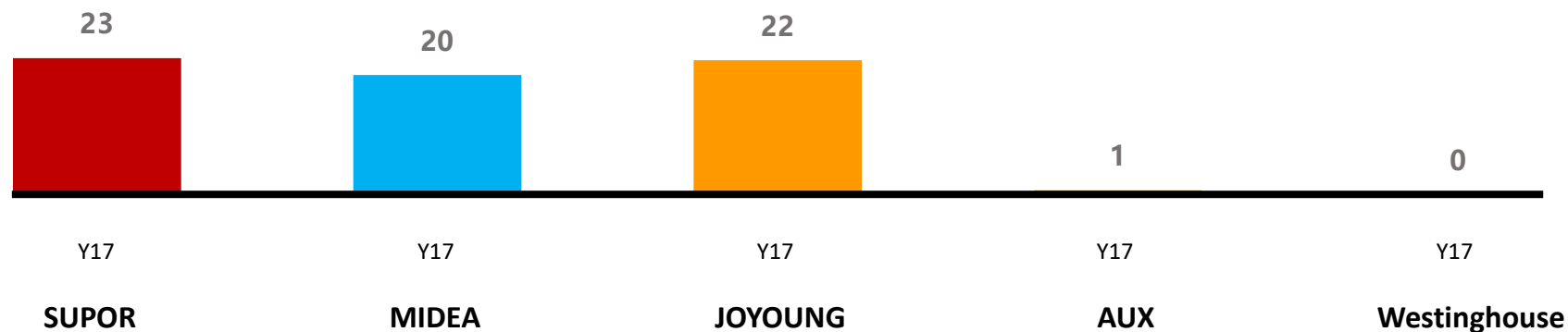
Supor way ahead of competition



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

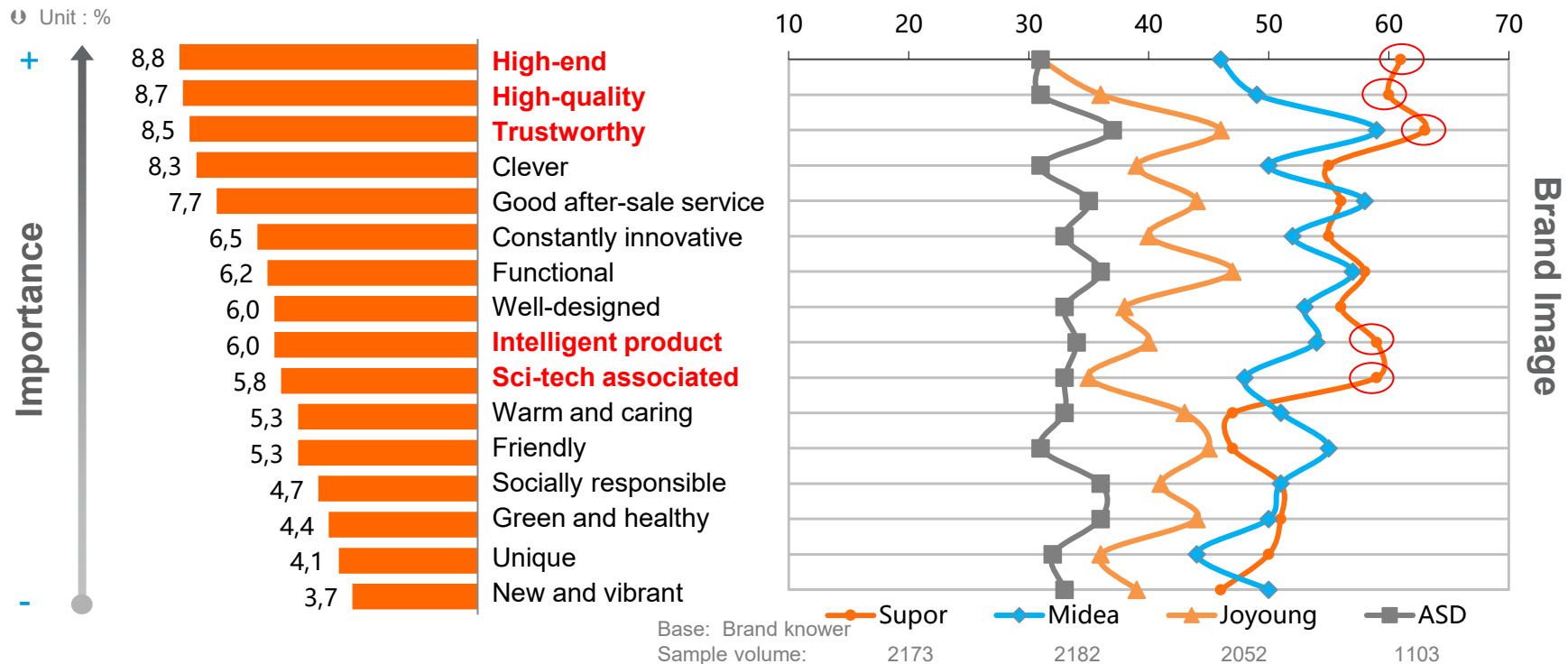


Unit: %

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

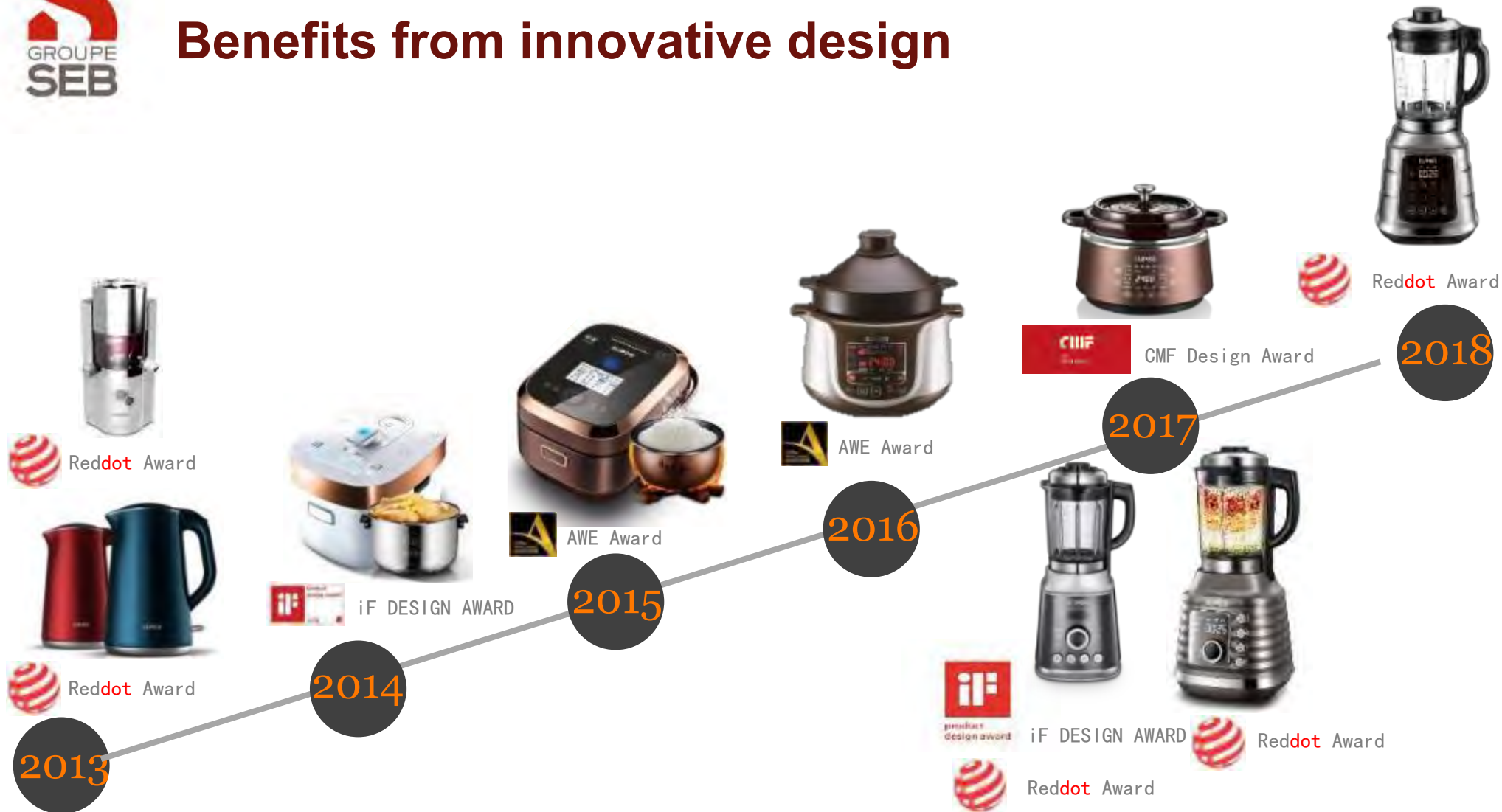
Supor, a reliable brand for Chinese consumers

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



Source: AC Nielsen Brand Research Report 2015

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





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



Category development milestones



EPC



Fryer



Bread Maker

Electrical cooking category



Kettle



Health pot



FCM

Beverage category



2012-2014



High speed
blender

Induction hob

Soy Milk Maker Slow Juicer

Blender

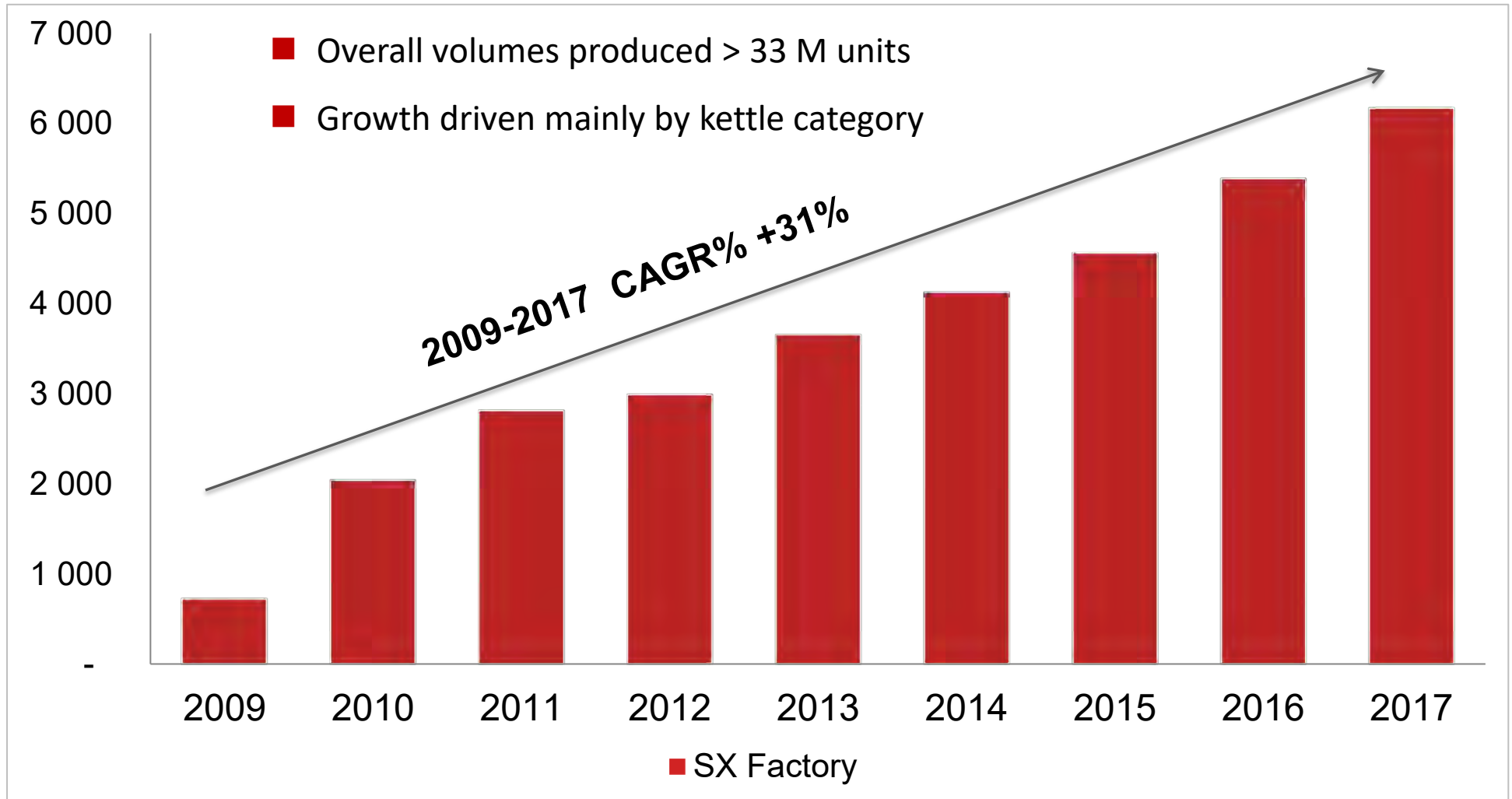
Easy go

Food Preparation category

9-20

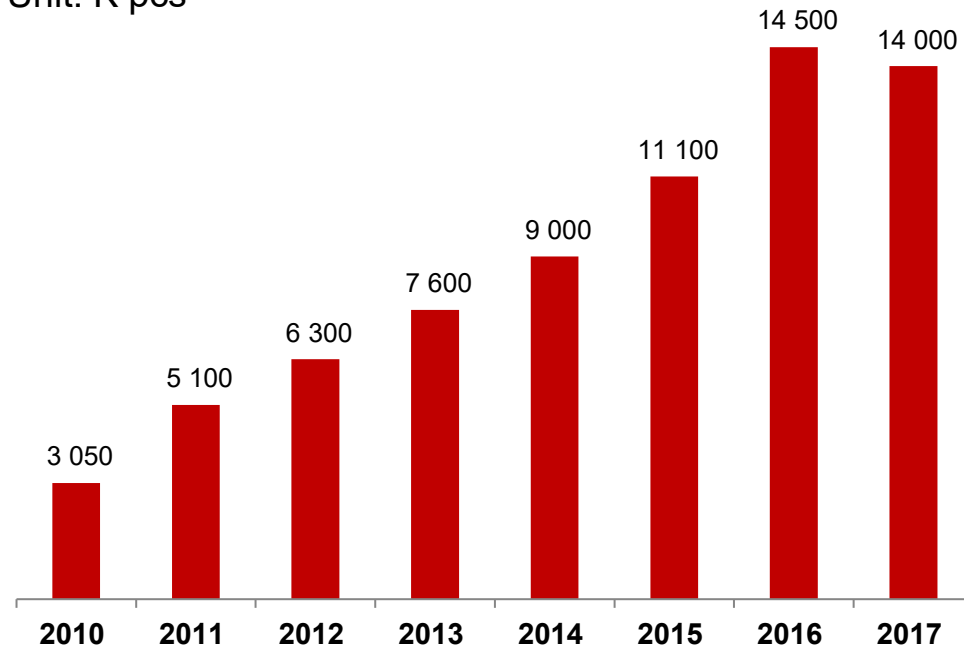
Steady ramp-up since 2009

Unit: Million RMB



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

Unit: K pcs



Scale effect contribute to competitiveness

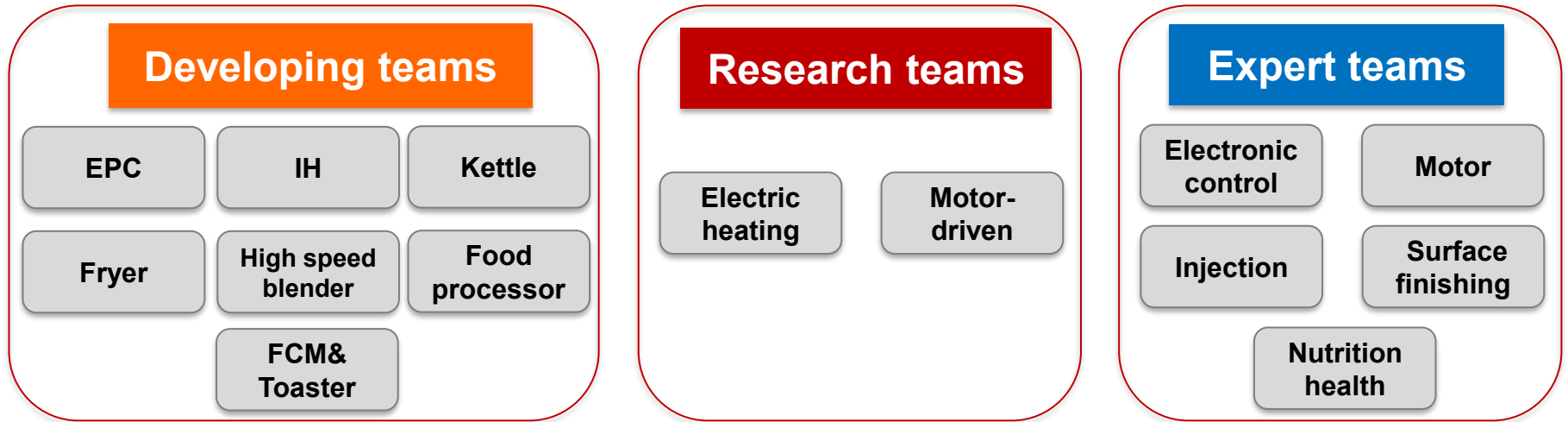


UPPH
+60%
2017 VS 2012

PRU
-22%
2017 VS 2012

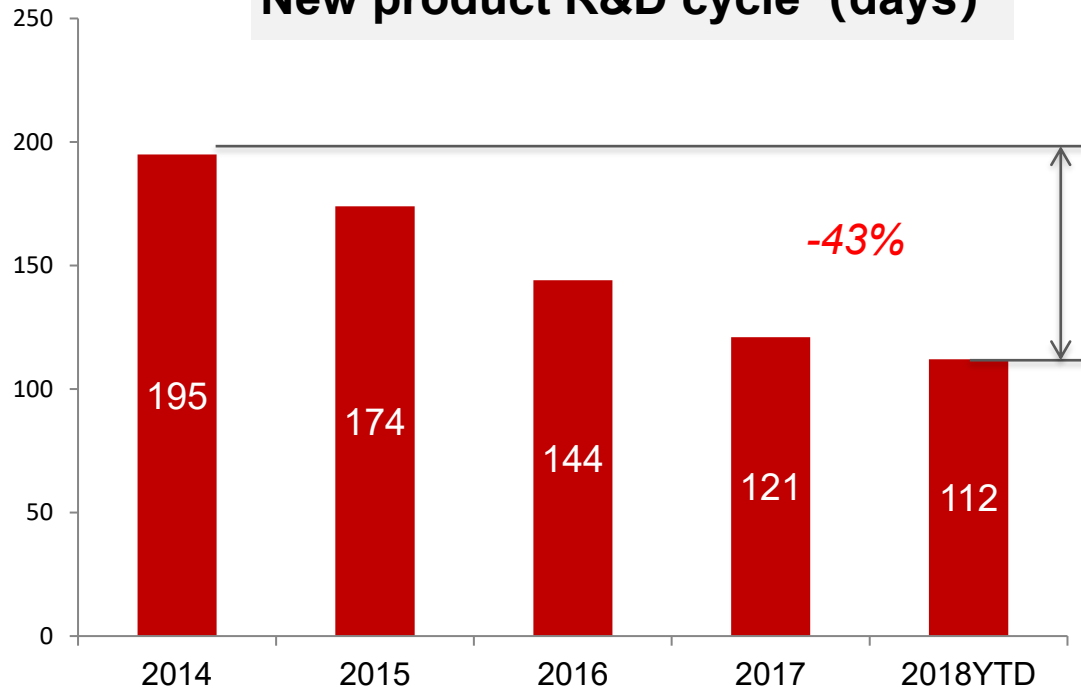


Strongly structured innovation process



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

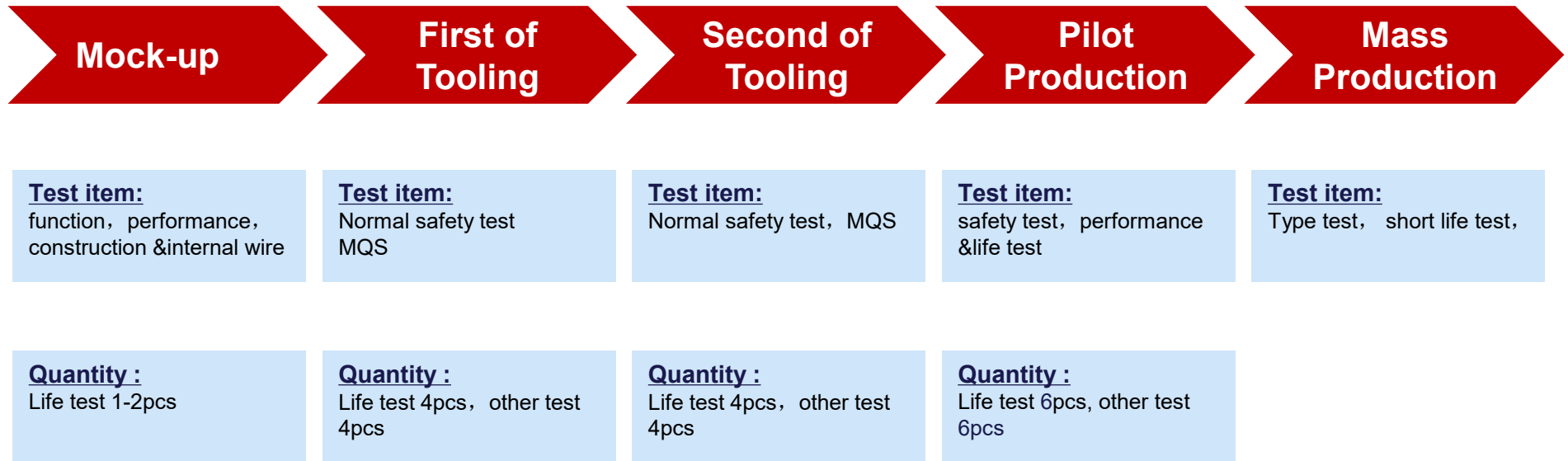


SX getting autonomous lab validation of SEB products

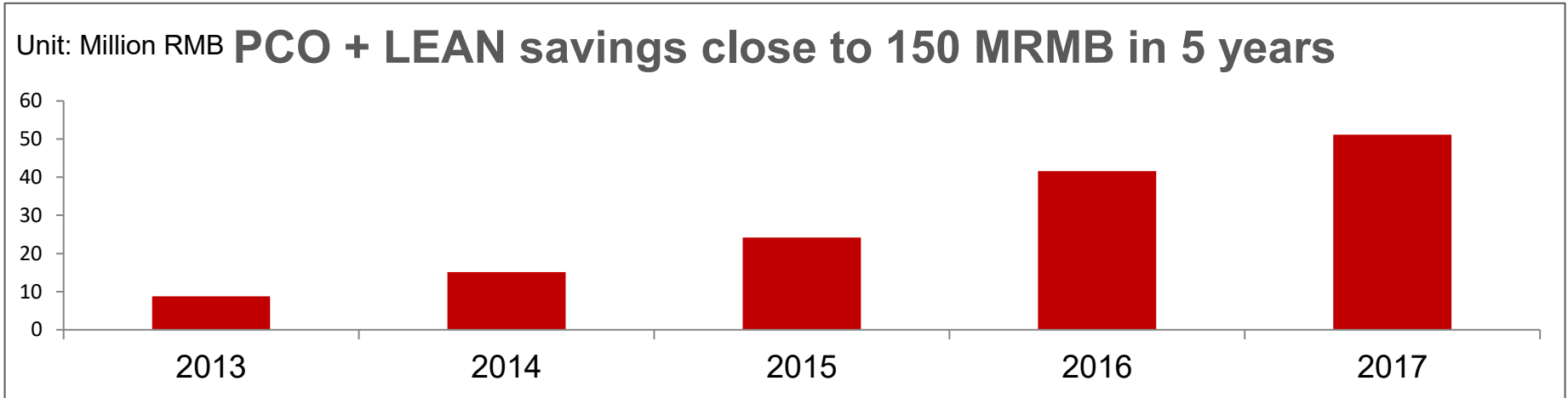
	Packaging	Kettle	BM	Fryer	FCM	Toaster	Blender	Hand blender	Food processor
validate by SBU LAB	DQNE	IS Sur Tille					Maryenne		
Status	√	√	√	√	√	√	ongoing	ongoing	ongoing

Strict quality process control

Example fryer



Implementing PCO & Lean improvement to enhance competitiveness



**PRU change
on Cookeo**



2015 PRU

-12% in 2 years

2017 PRU

Launching improving system, Encouraging all people participation



2018 YTD:

- Got > **19,000** proposals from staff
- All people participation > **70%**
- Getting > **300** workshops
- In-direct labor participation > **50%**
- Getting > **8M** RMB savings

Safety

Quality

Costs

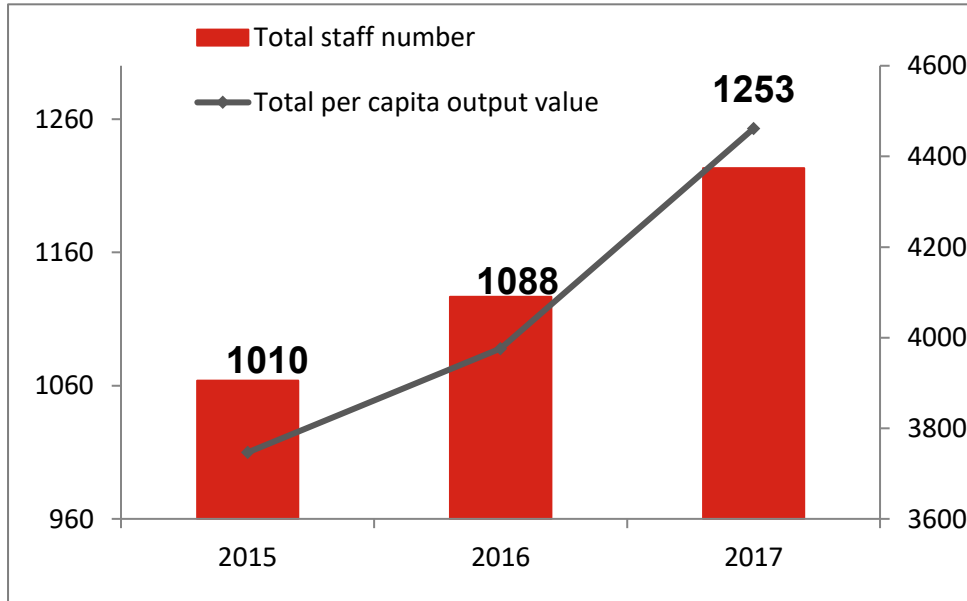
Delivery

Involvement

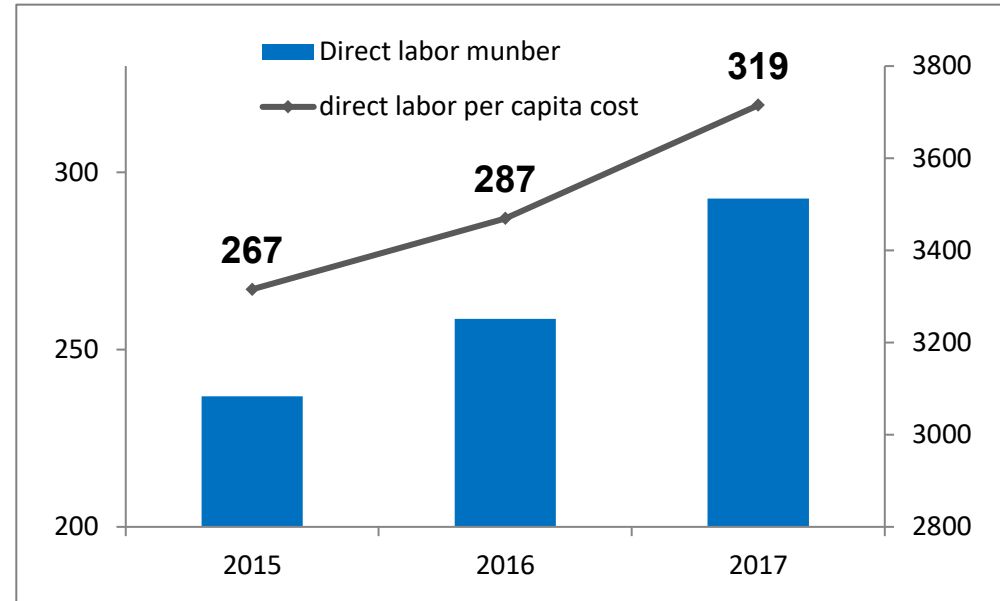
Environment

Labor efficiency steadily increasing

Total labor efficiency



Direct labor efficiency



Focus on employees' working conditions: EHS improvement

E: reducing temperature and noise



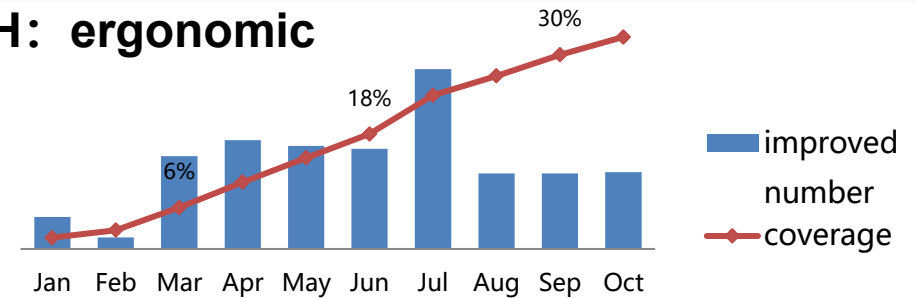
cooling system



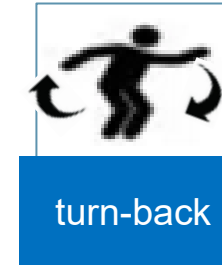
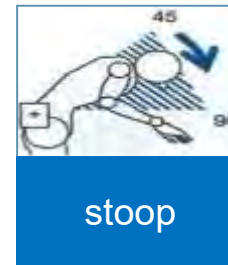
mute blow water



H: ergonomic



identification and improvement:



person: VCS

(safety interview)

Direct labor: once per person/year

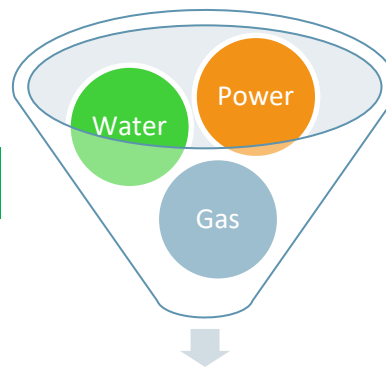
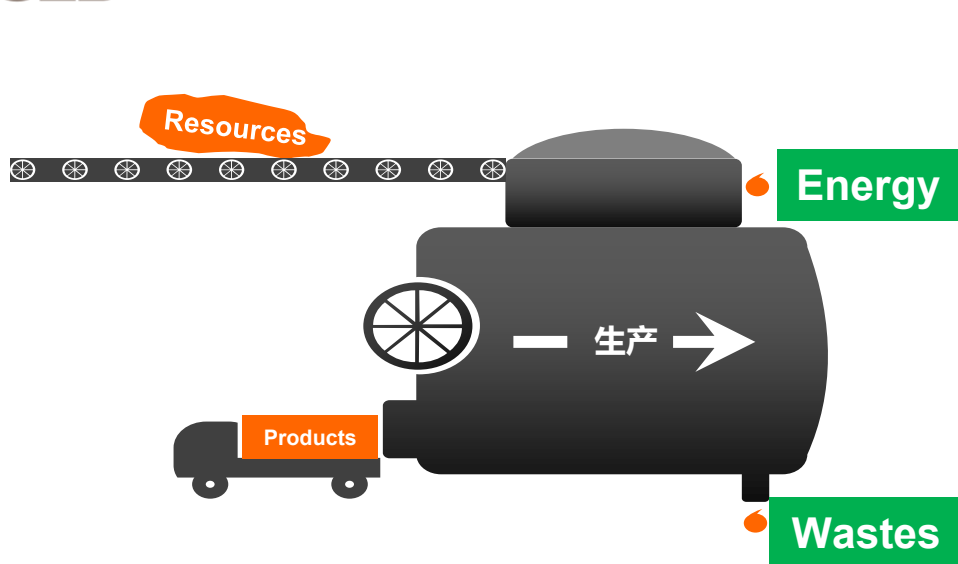
Indirect labor: 2 times per person/year



position: JSA

(Job safety analysis)

Strengthen environmental management



Legal compliance	Basis files	Integrated control	Environmental monitoring	Emergency preparation



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

Safety



Quality



Innovation



Environment



Cultural



Overall



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



INVESTOR DAYS – 21-23 Nov, 2018

CW MARKET & PRODUCT OFFERING

Shirley Chen

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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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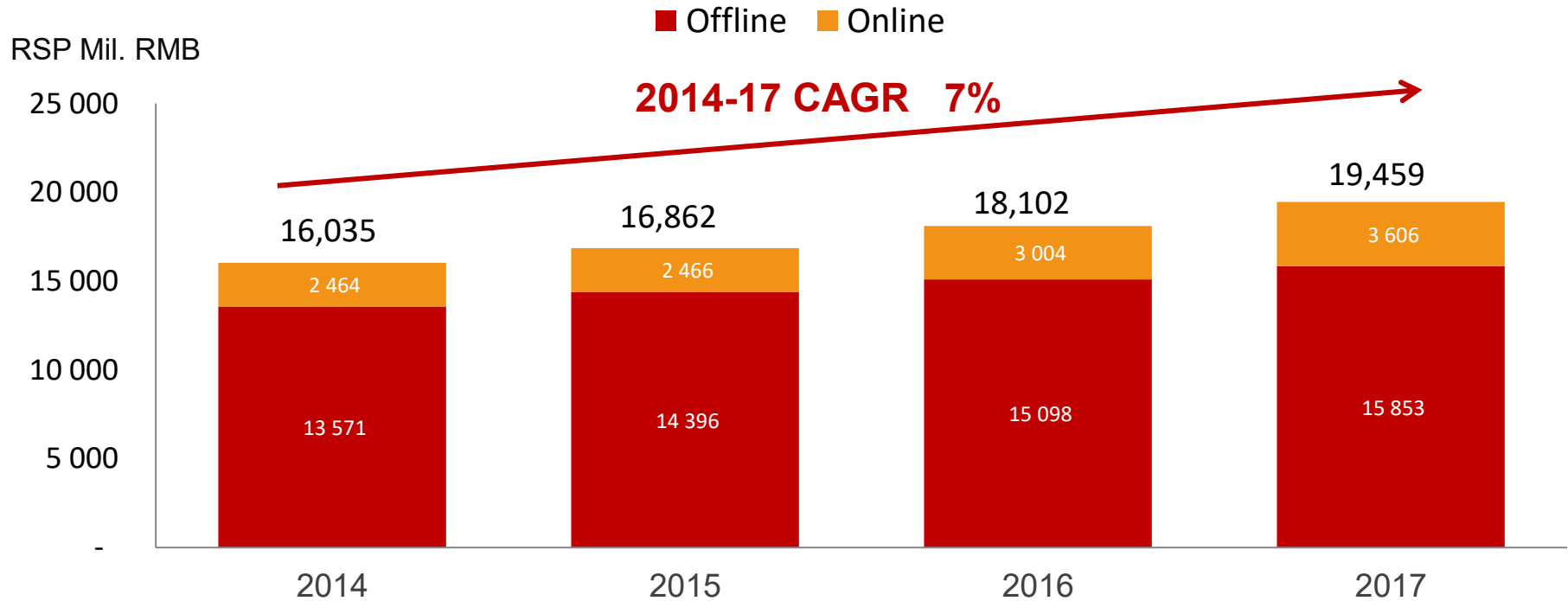
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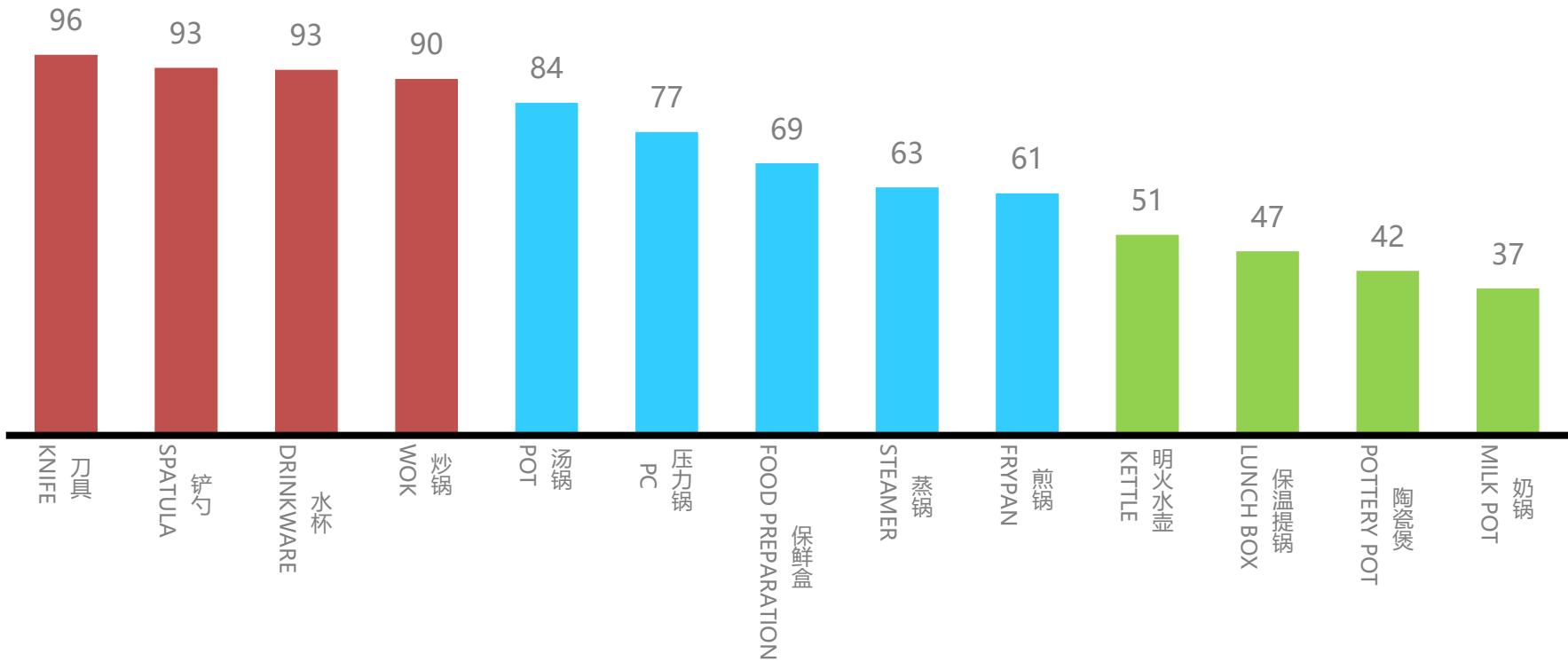
2017年中国炊具市场零售总额200亿元 20B RMB CKW market in China in 2017



Date from: GFK China

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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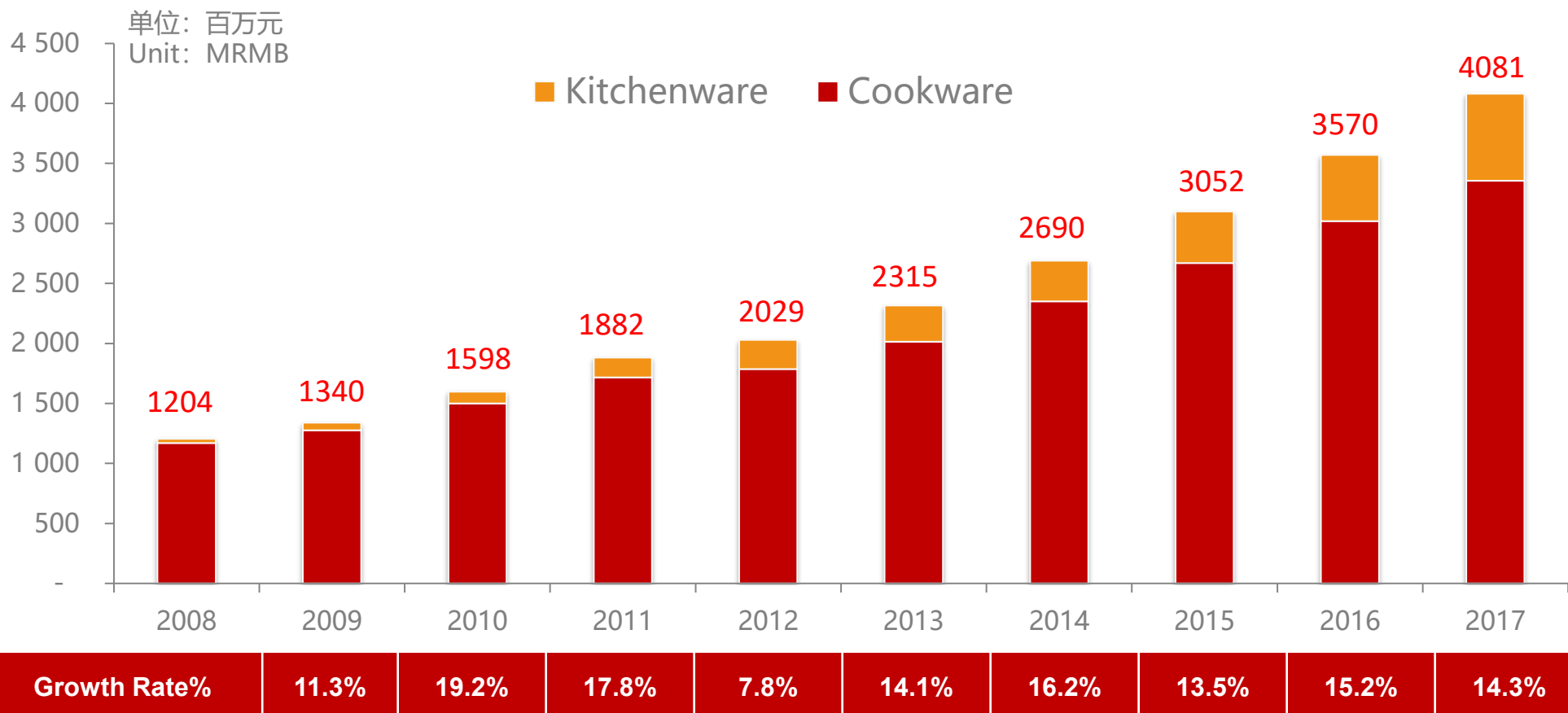
■ 苏泊尔经营业绩及品牌表现

SUPOR SALES AND BRAND PERFORMANCE

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SUPOR SALES GROWTH DRIVES AND PRODUCT OFFERING

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.



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.



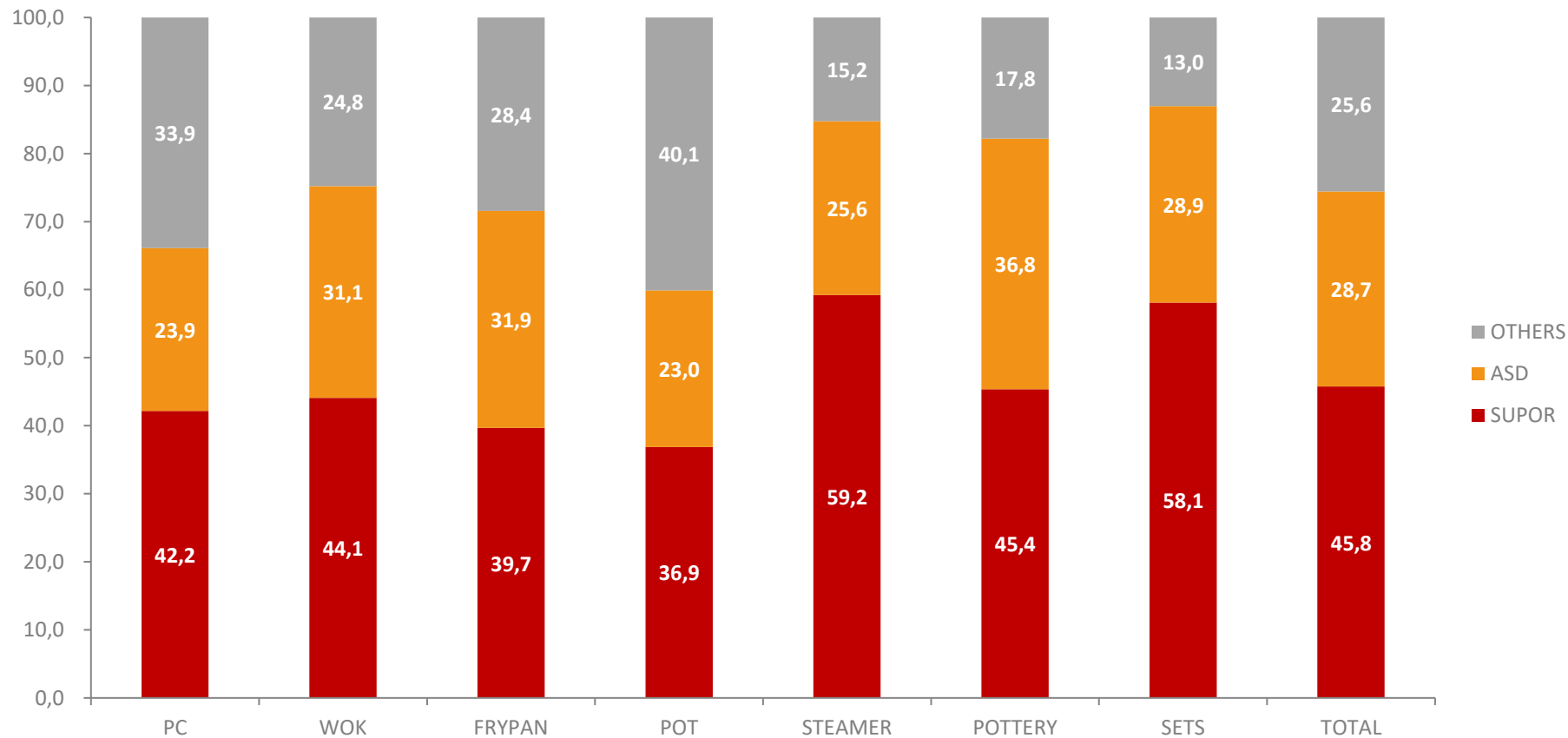
2017年，苏泊尔厨具在中国的销售超过1200万只
Over 12M pieces kitchenware sold in China in 2017

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

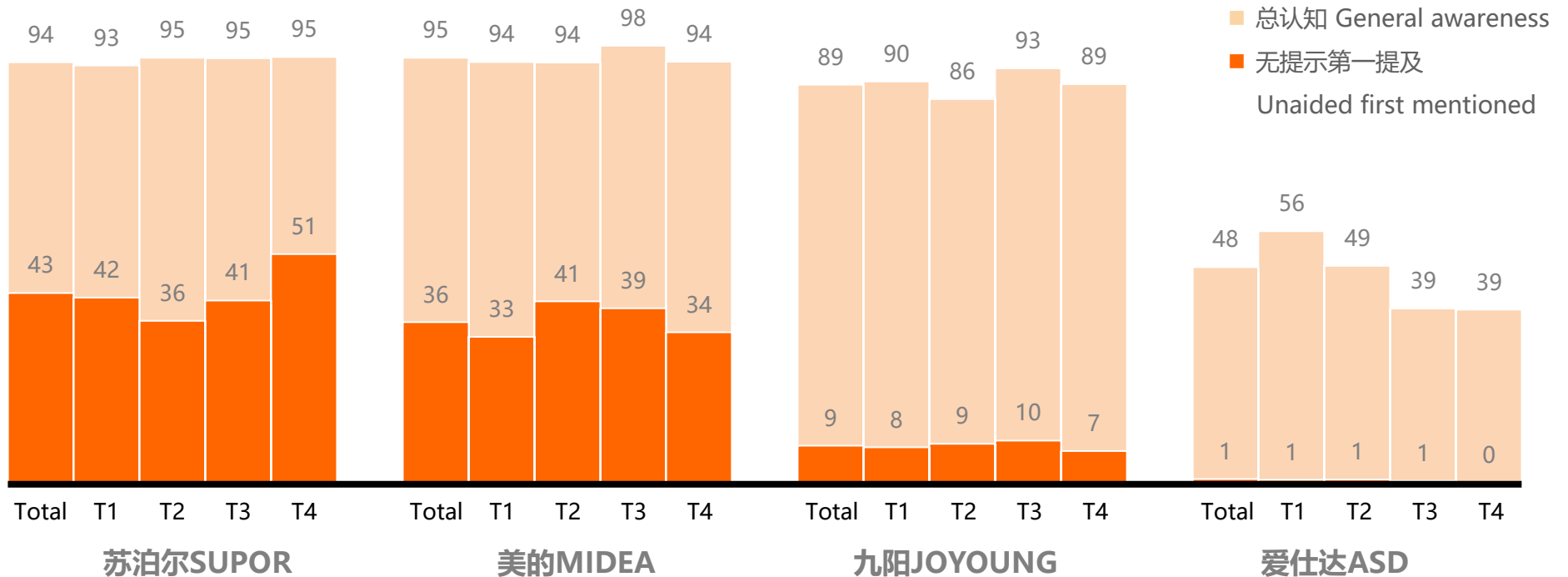


Data source: GFK 30 cities YTD 2018 1-8

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

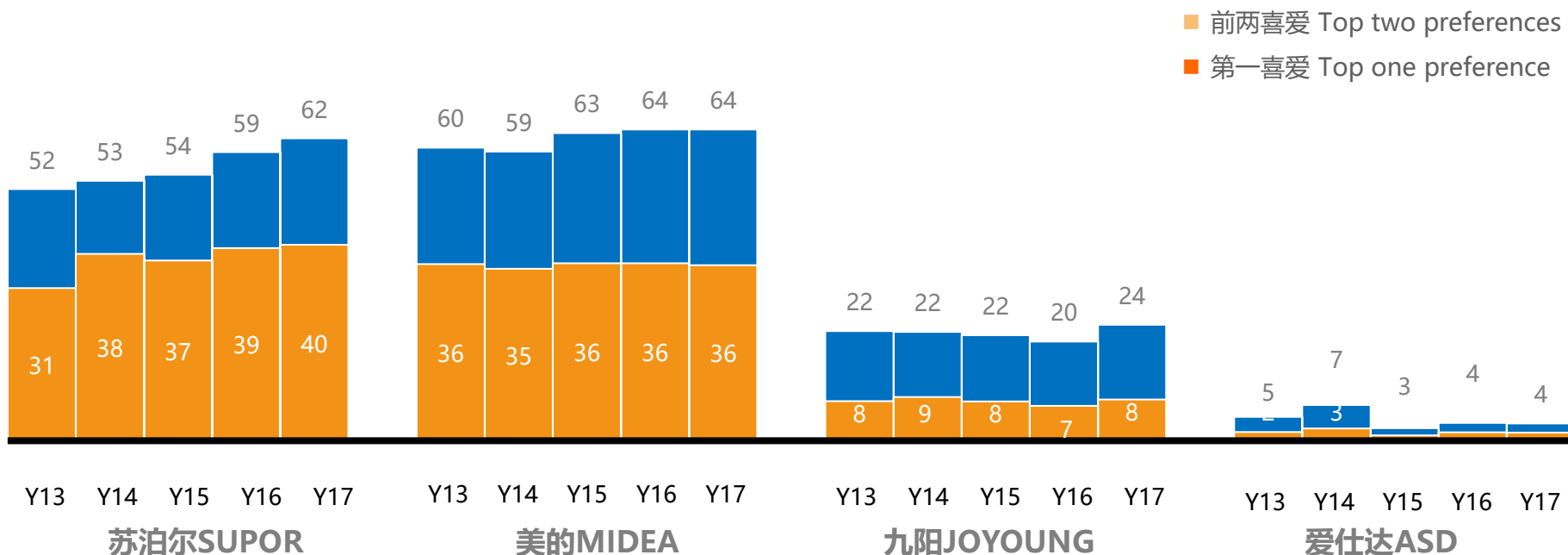


苏泊尔的消费者喜好度保持最高并逐年提高

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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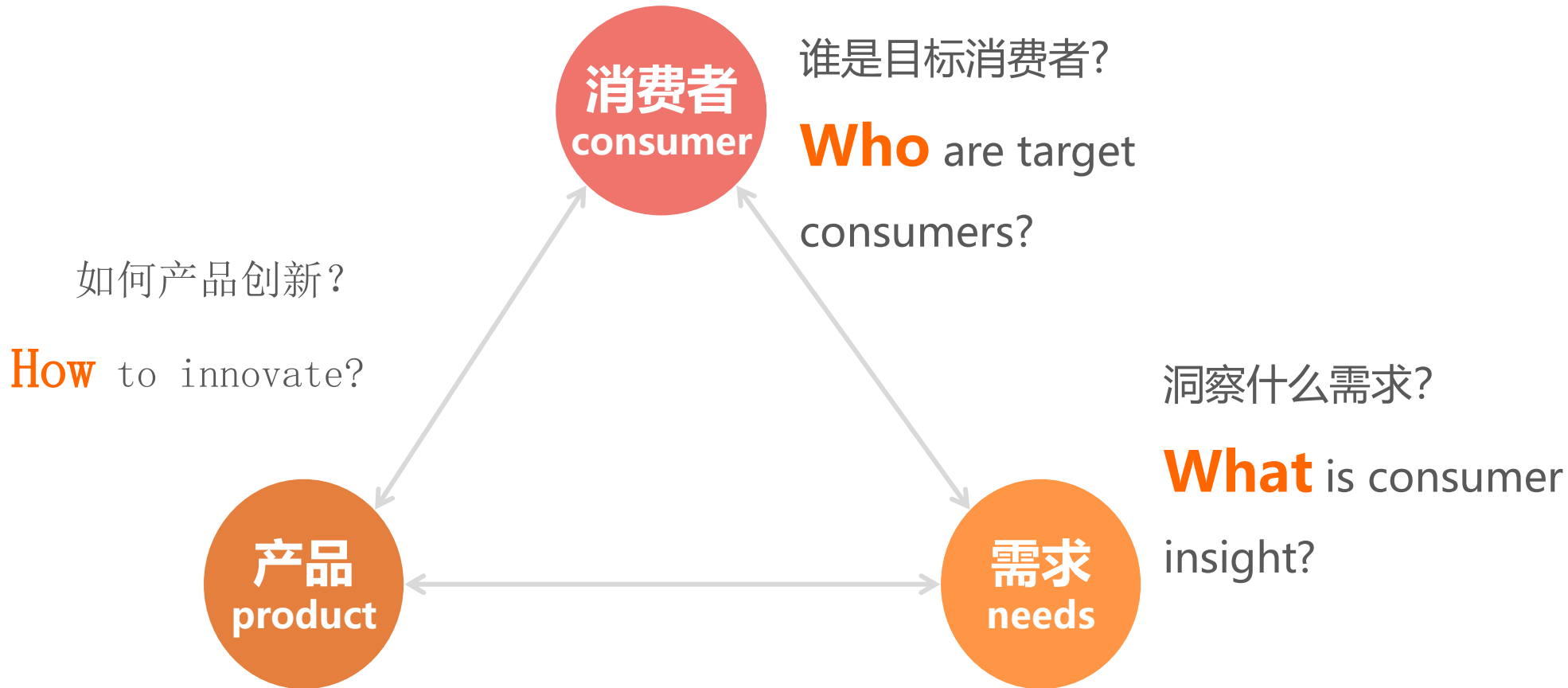
SUPOR SALES GROWTH DRIVES AND PRODUCT OFFERING

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

Rust

Heavy

Anti
rust

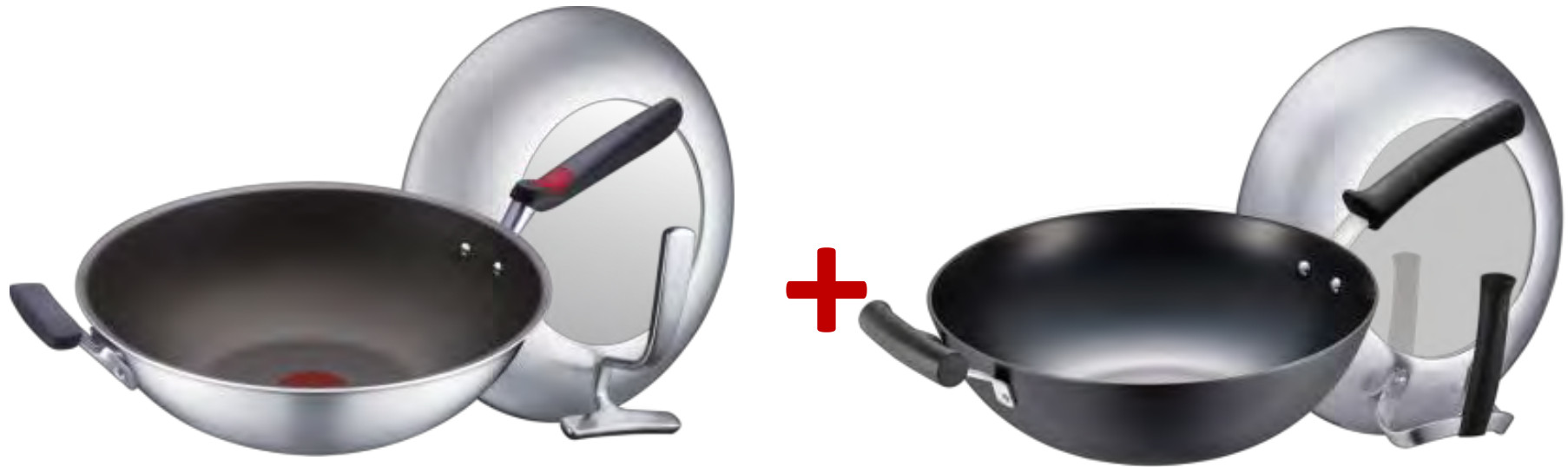
Light

问题
Problems

解决方案
Solutions

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



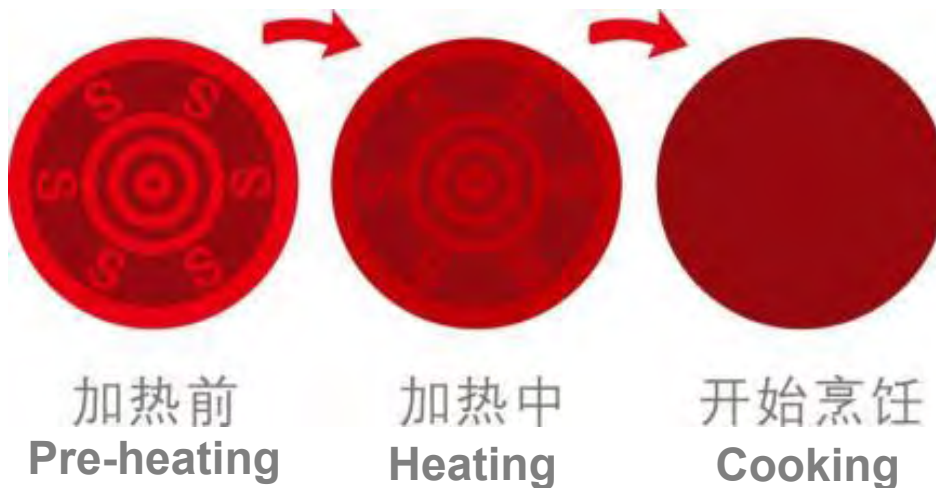
钛金刚耐磨网
耐磨不粘 一网搞定



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



Triply anti-rust Iron Wok

铁芯

真不锈炒锅

铁锅有芯

Triply layers

爆炒

得心应手

Comfortable for stir fry



芯铁

真不锈炒锅-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



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

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



红点智控油温



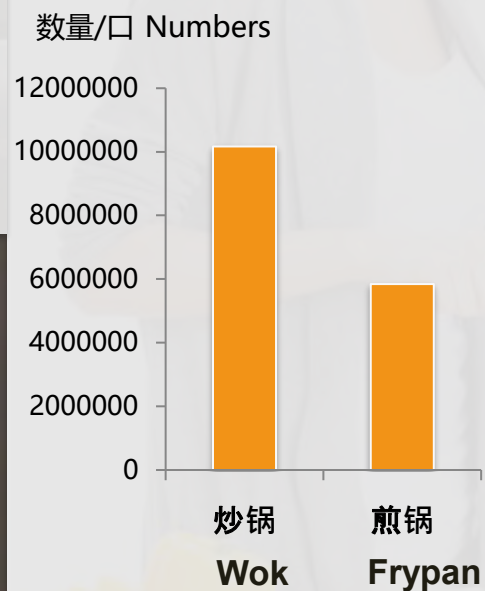


One frypan and one wok, best for cooking

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

“一煎一炒，烹饪刚好”
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。



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



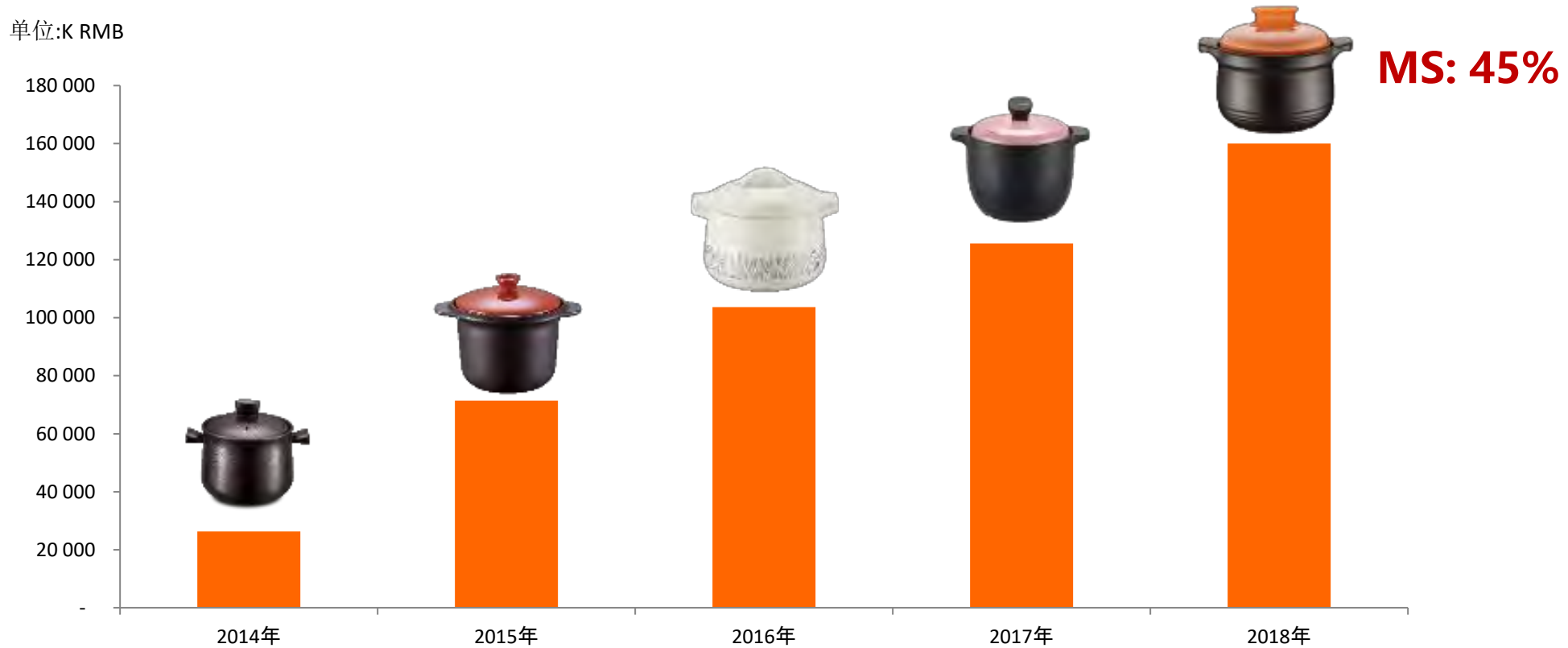
650-20°C 煲体冷热骤变不开裂
no crack even with violent
temperature change from 650-20°C



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



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

w a r m



知性

i n t e l l e c t u a l



时尚

f a s h i o n



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



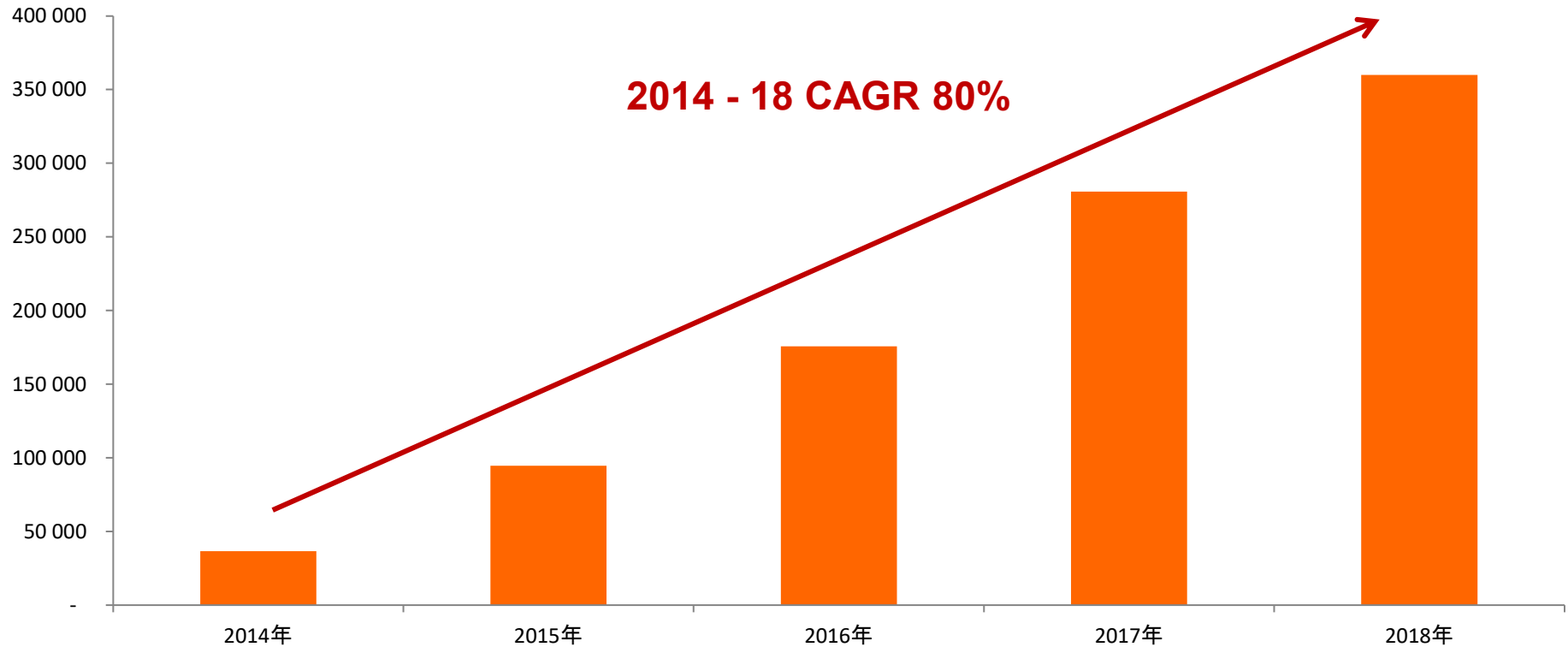
张钧甯

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。



INVESTOR DAYS – 21-23 Nov, 2018

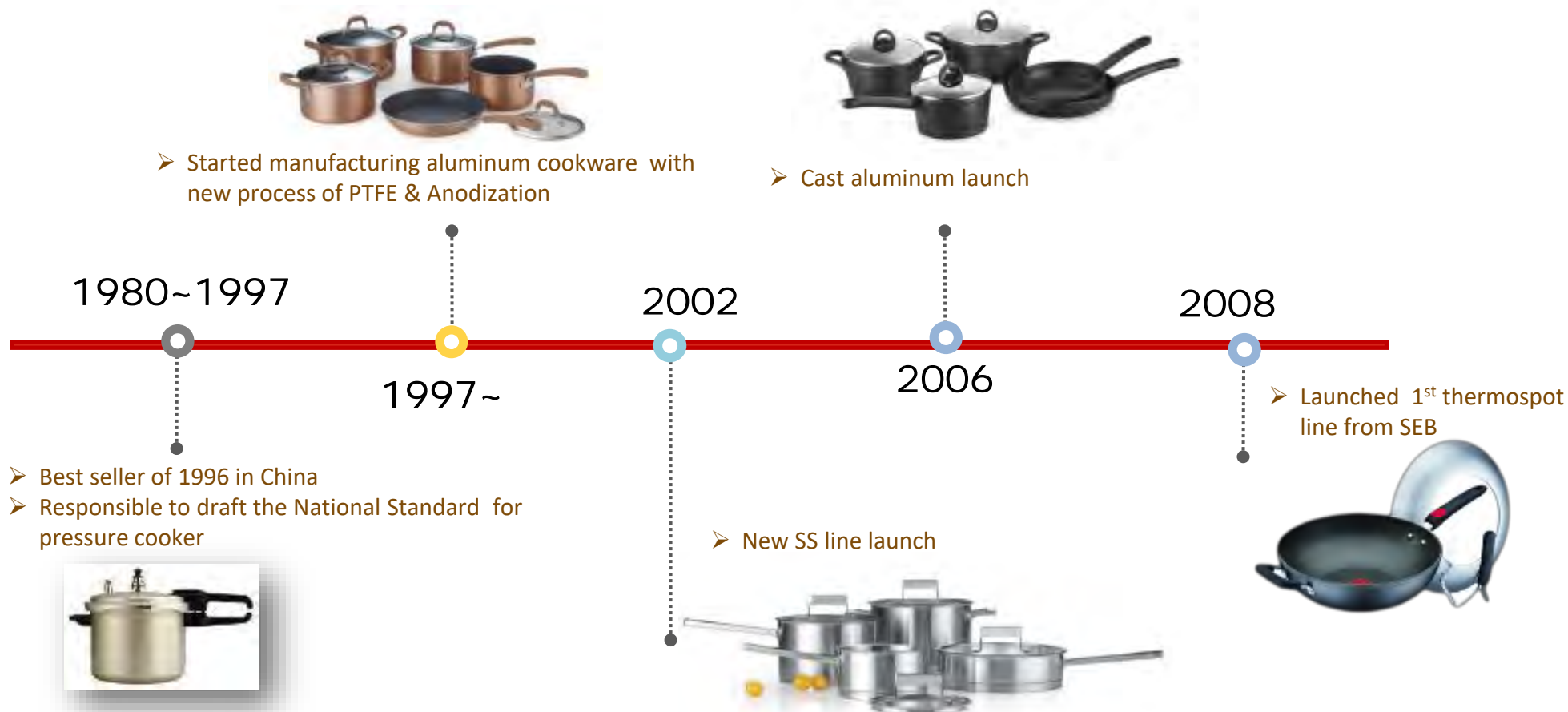
YUHUAN PLANT
Jian Hu

SUPOR 苏泊尔

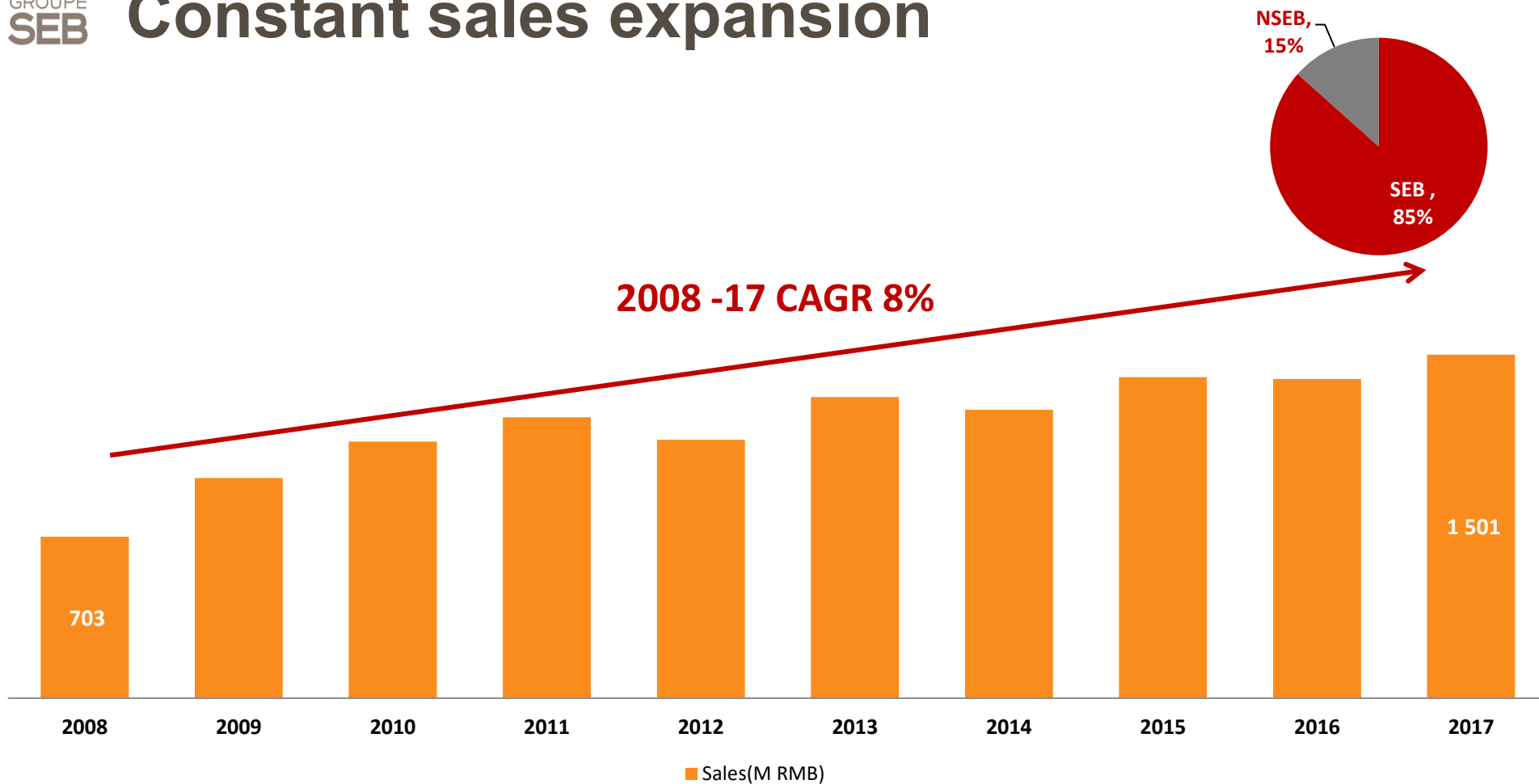
Yuhuan – Outstanding location ...where everything started



Category development milestones



Constant sales expansion



Focus on Cookware with innovation

New design pressure cooker
with 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



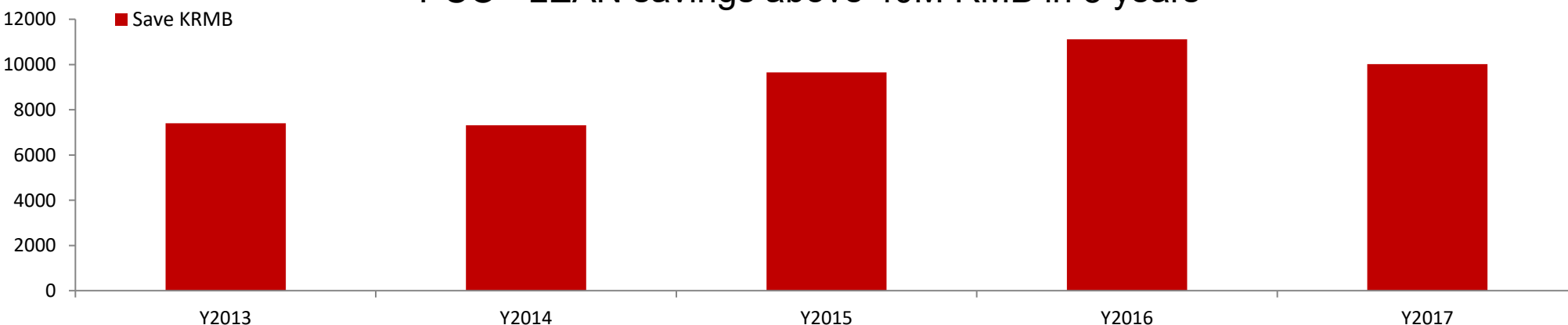
■ Cross fertilization with Groupe SEB on coatings, materials, Thermospot, Ingenio and industrial processes

Rolling-out OPS to drive constant savings



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

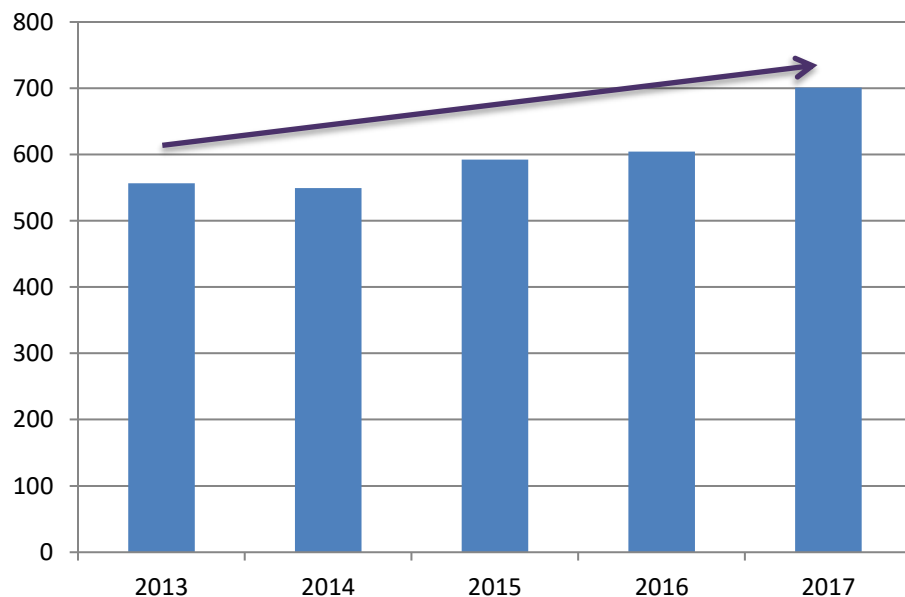
PCO+ LEAN savings above 40M RMB in 5 years



Constant improvement in productivity

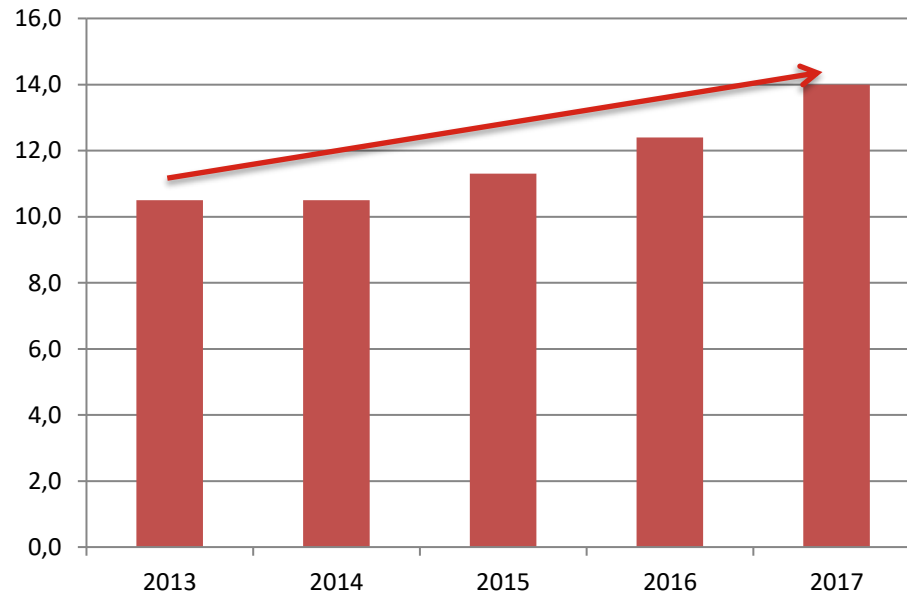
Output value per person :KRMB/Year

2013 -17 CAGR 7.2%



Output volume per person: KPCS/Year

2013 – 17 CAGR: 7.4%



Quality assurance system

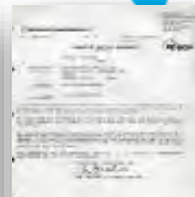
- ◆ 10 labs and 80 testing machines in 727m².
- ◆ A professional quality control team of 63 people



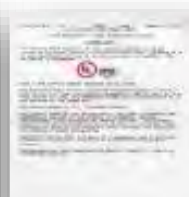
- ◆ All cookware test for global ranges
- ◆ Food safety testing



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

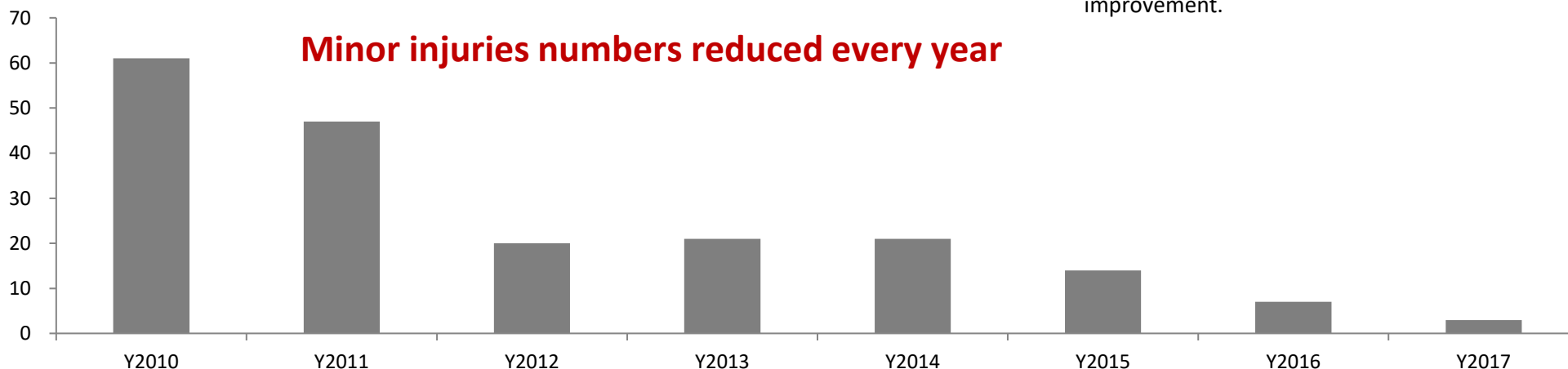
Reliable quality and social responsibility

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	Training	Inspection	Rewards	VCS
				
Improved security management structure	Ensure all personnel involved in safety training	All personnel are involved in safety inspection	Establish a review and evaluation mechanism for continuous safety improvement.	Managers and workers jointly promote safety improvement

Minor injuries numbers reduced every year



Constant improvement in environment protection

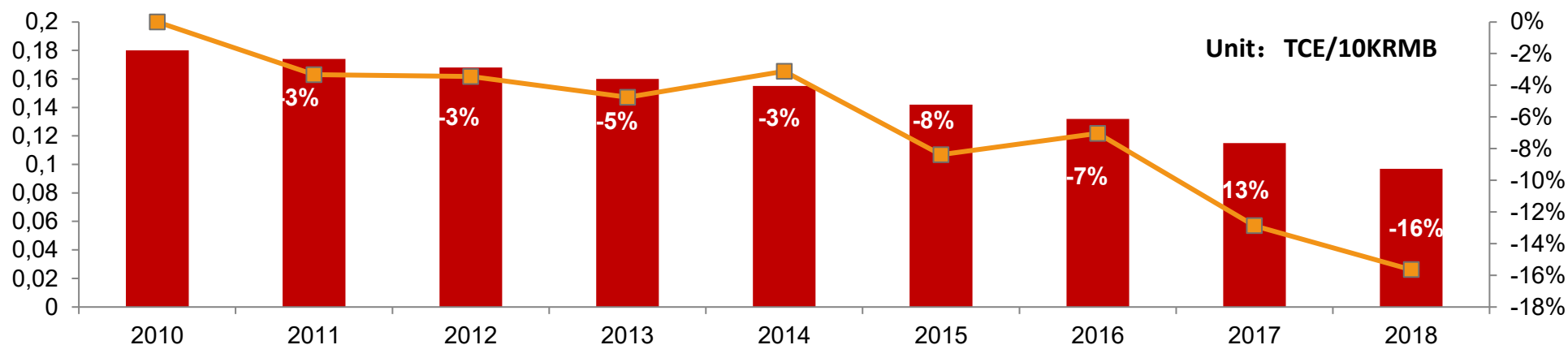
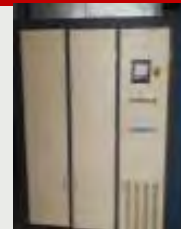
Using electrical power compensation device

Revamping of electric heating equipment

Using low energy consumption equipment

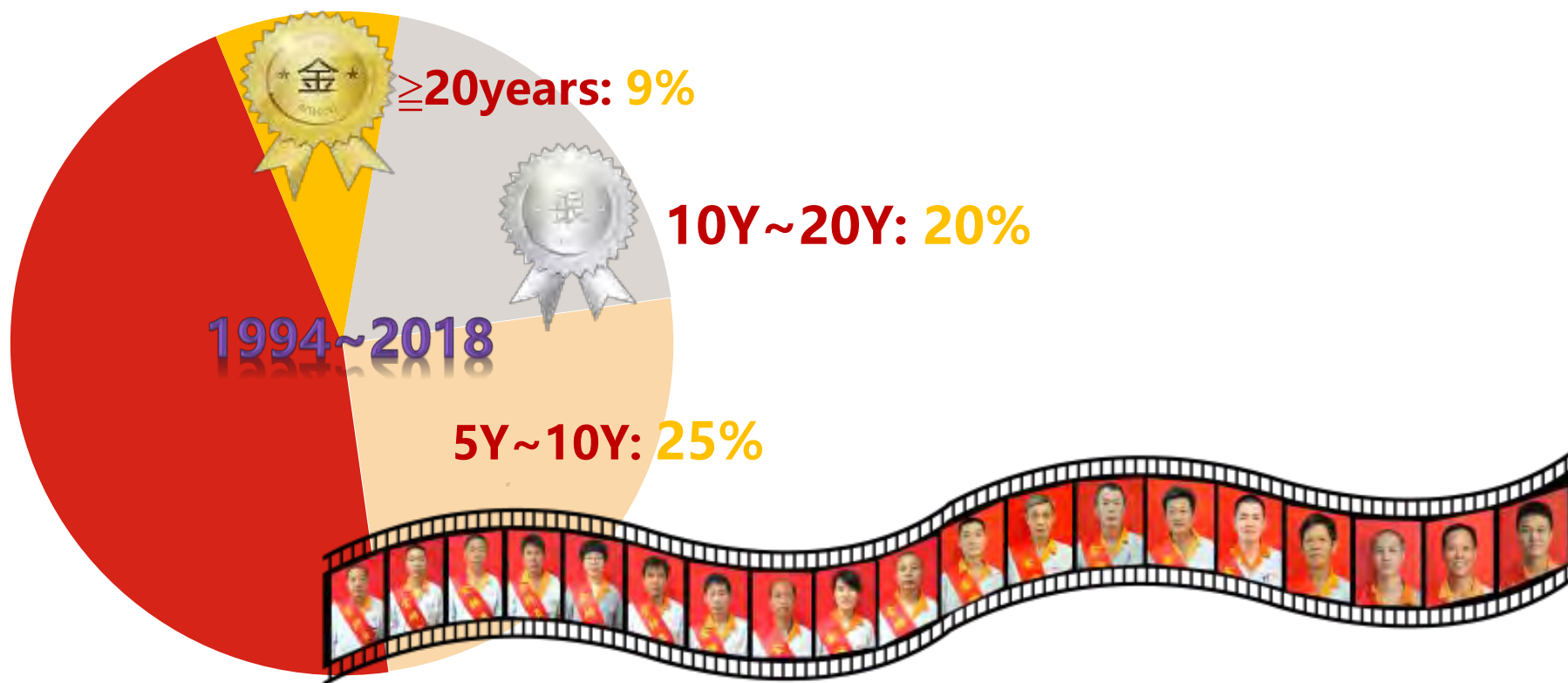
Direct gas heating system

Solar and air energy utilization



Stable team as a key pillar

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



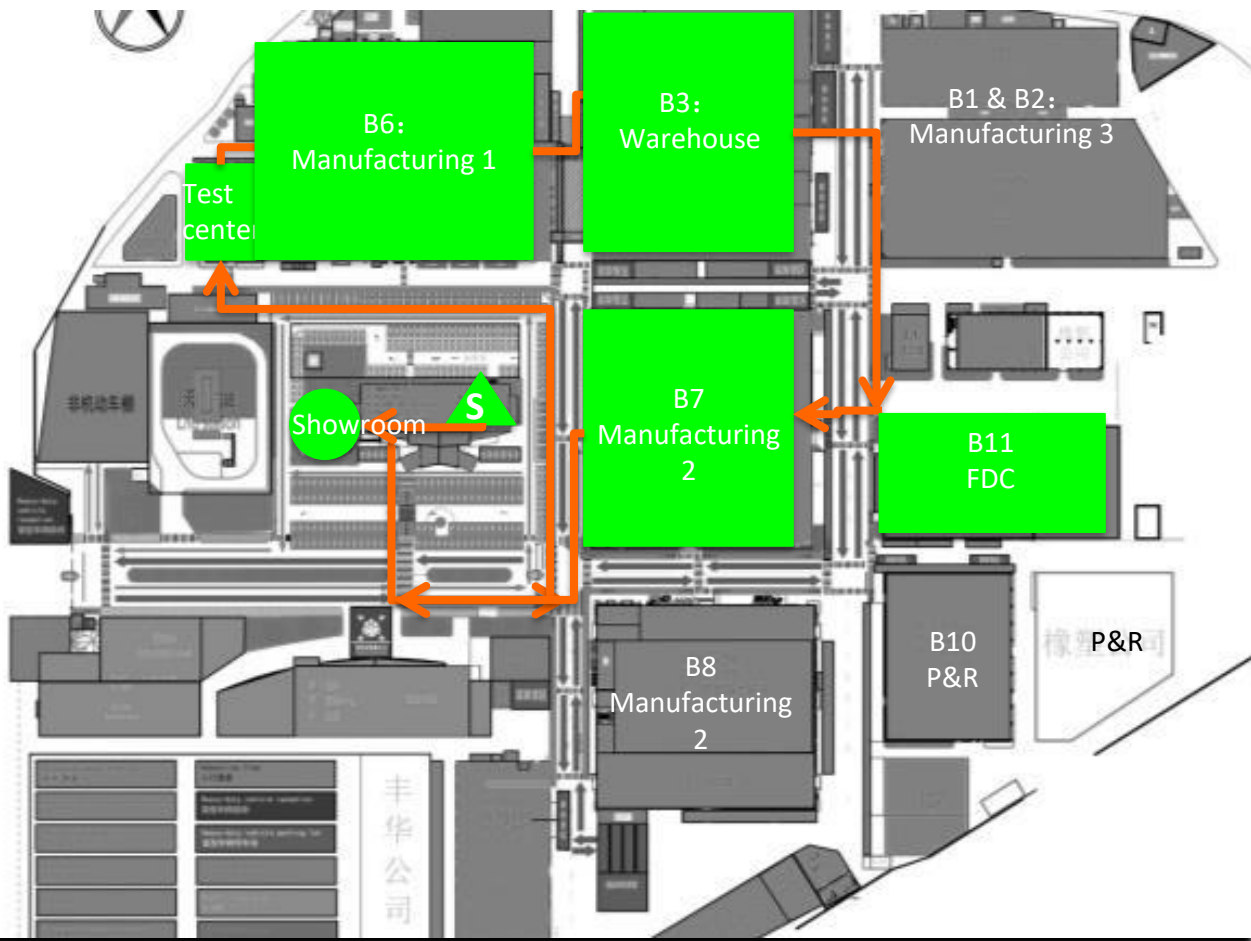
Employee care & growing



Employee care & growing



Visiting route & reminder



For your Health & Safety

Please Walk the
sidewalk
请走人行道



Please wear the PPE
请佩戴PPE



Please don't touch the
product
勿擅自触碰在制品



No photos
禁止拍照





Thank You