

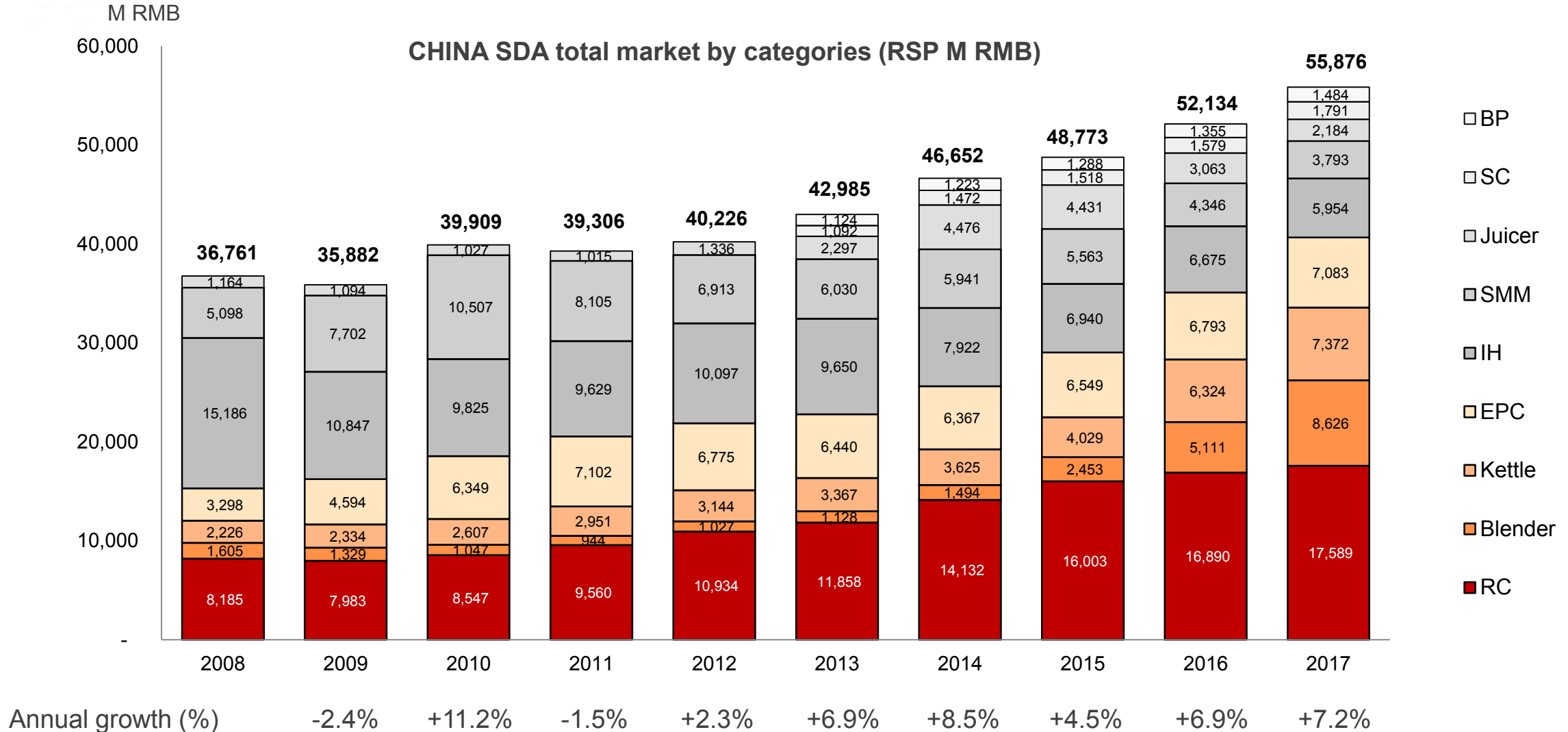


INVESTOR DAYS – 21-23 Nov, 2018

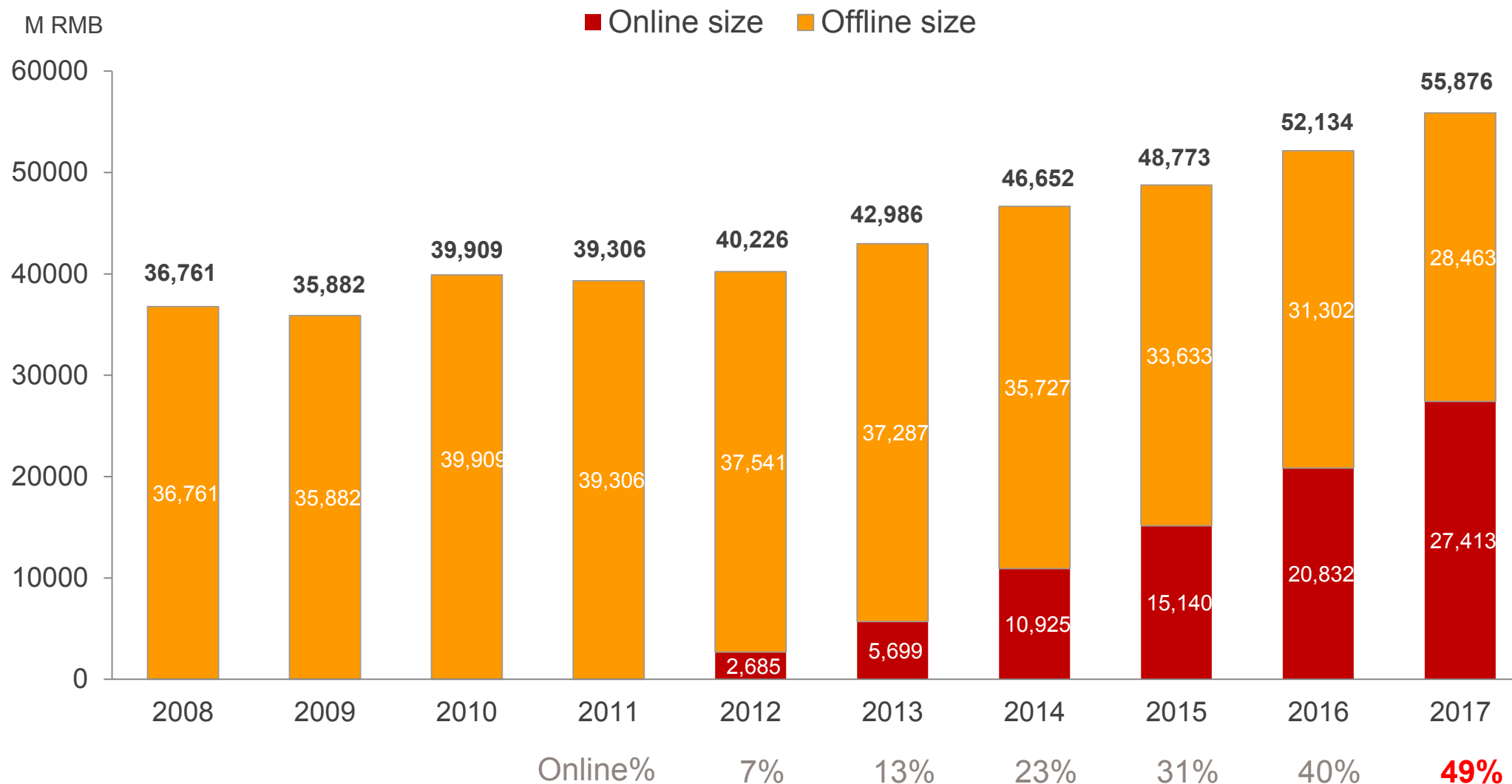
SDA MARKET & PRODUCT OFFERING
Elaine ZHOU

SUPOR 苏泊尔

Robust Small Kitchen Electrics market growth



Strong momentum in ecommerce

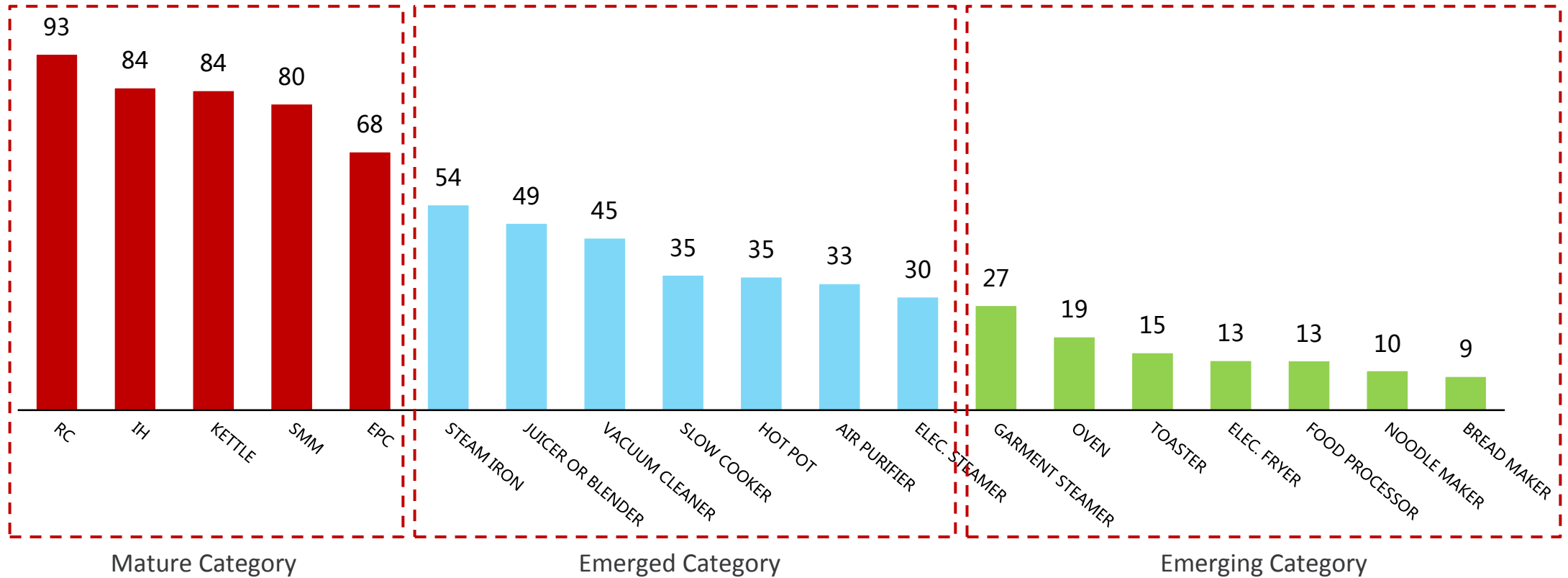


Consumption structure upgrade:

Stable mature category market and rapidly developing new categories

Unit : %

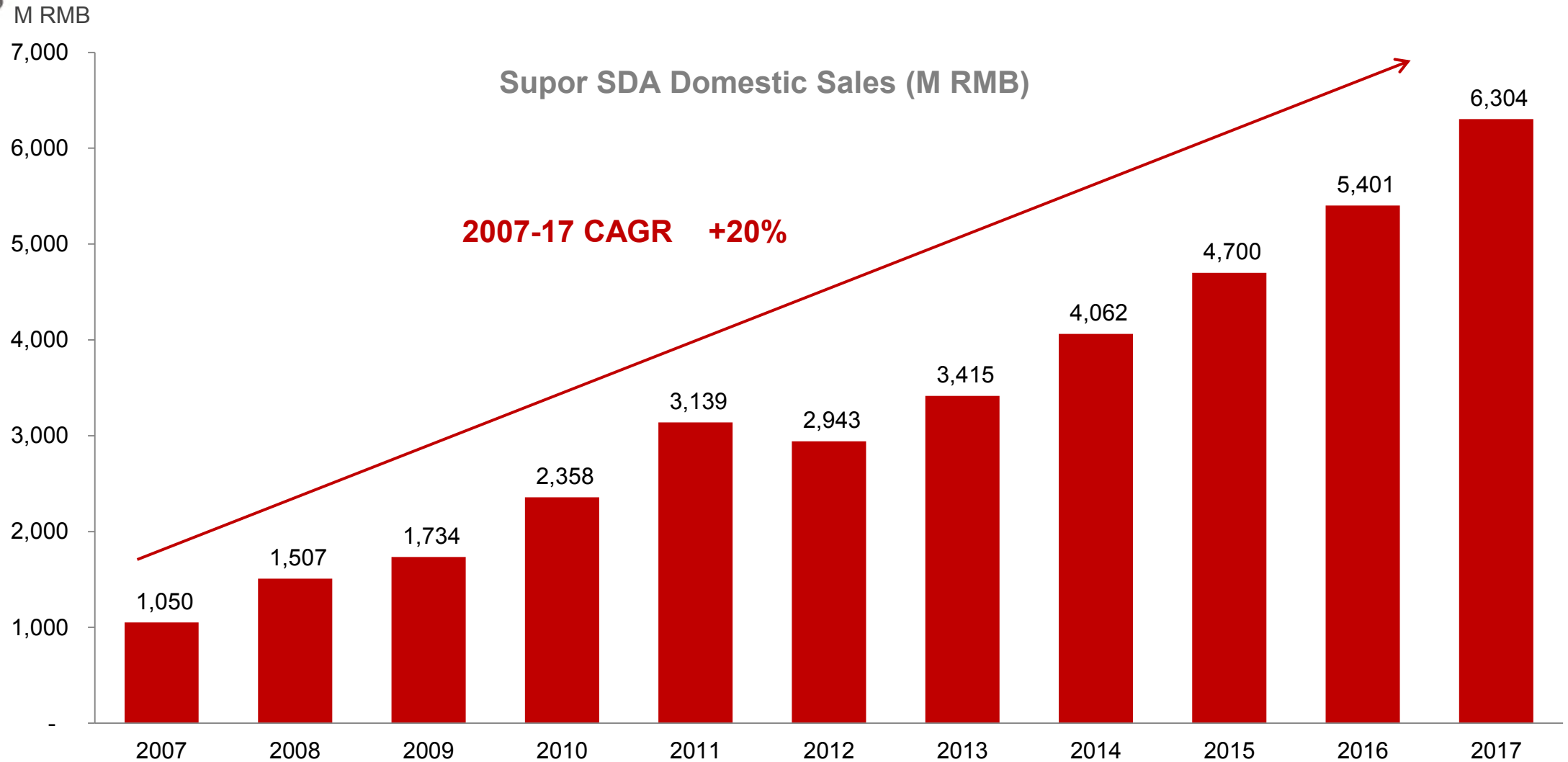
Sample volume: total=3,393



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

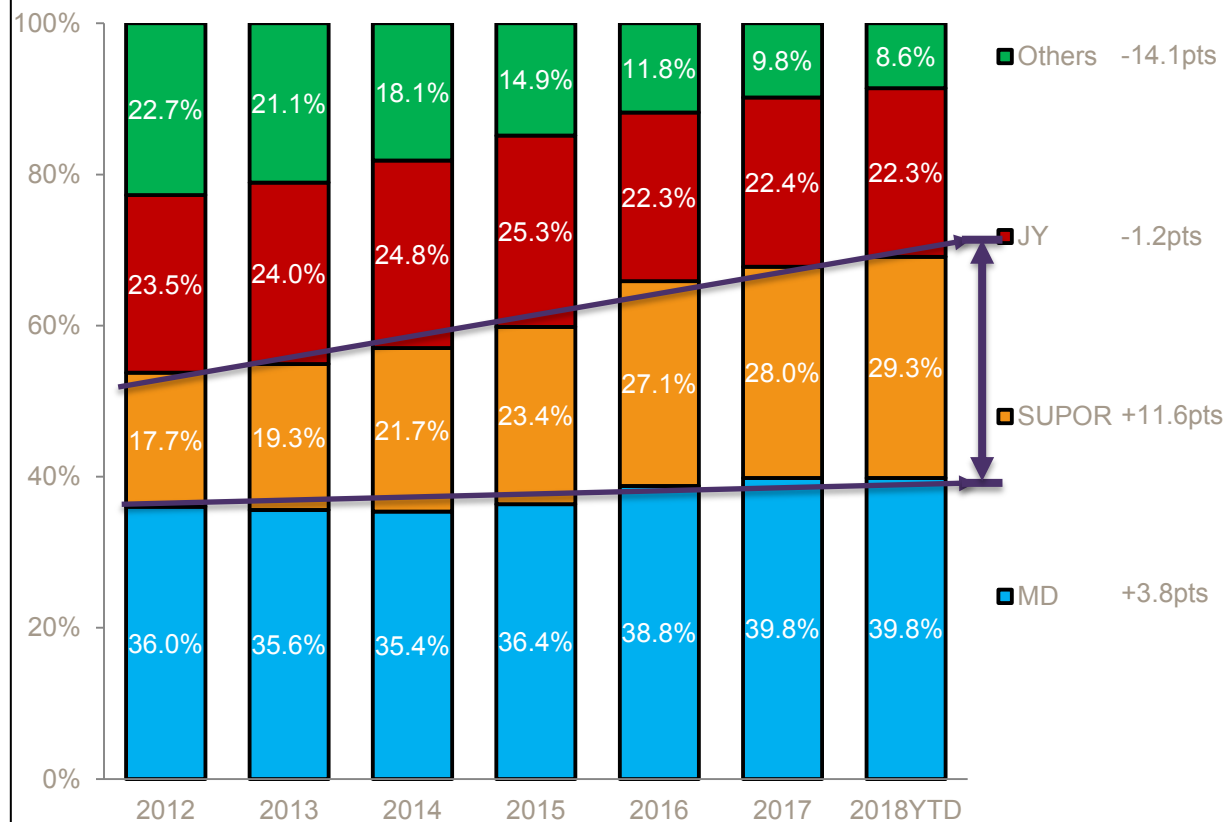
2. SMM has increasingly replaced by high speed blender for 2 years.

Supor SDA domestic sales



Sustained Supor market share growth

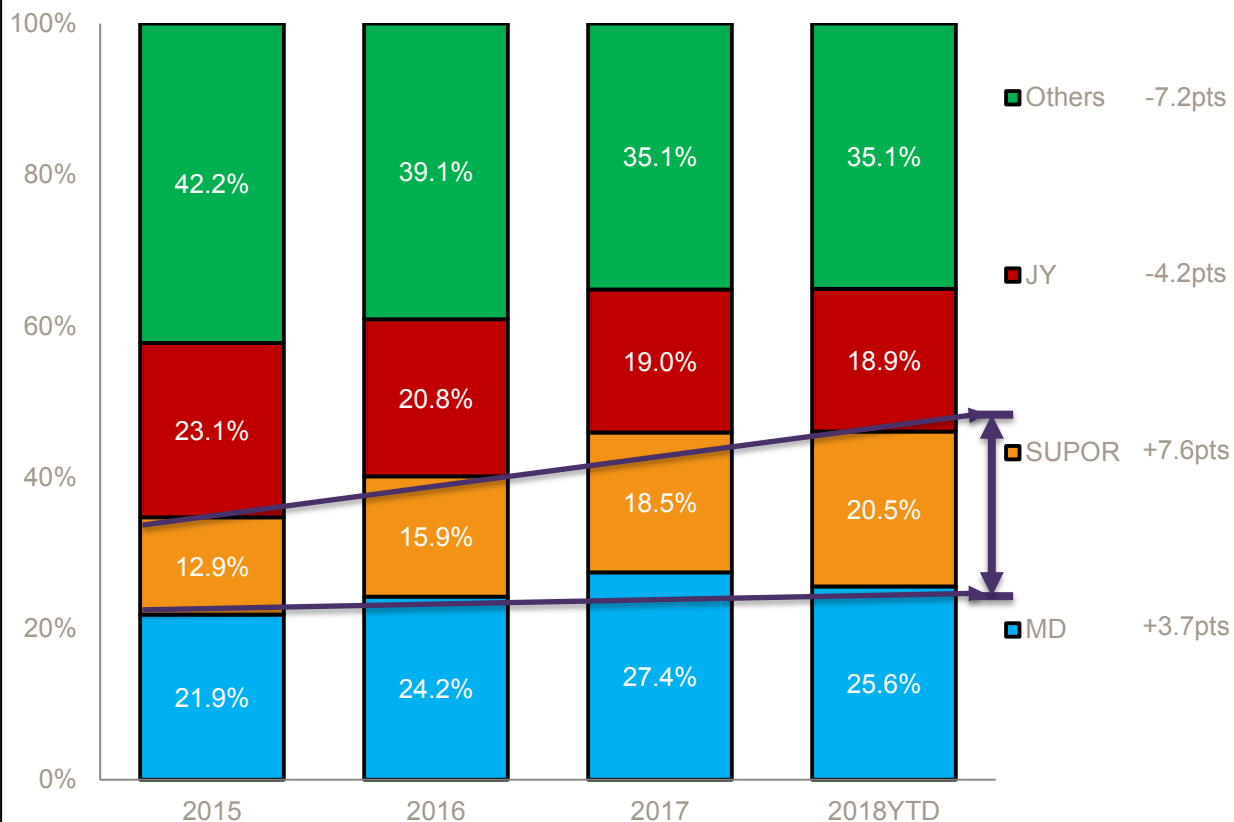
CHINA SDA Offline Market by competitor (9 categories) Delta(12-18YTD)



Offline TOP 3 brands market share:

77.3% → 91.4%

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

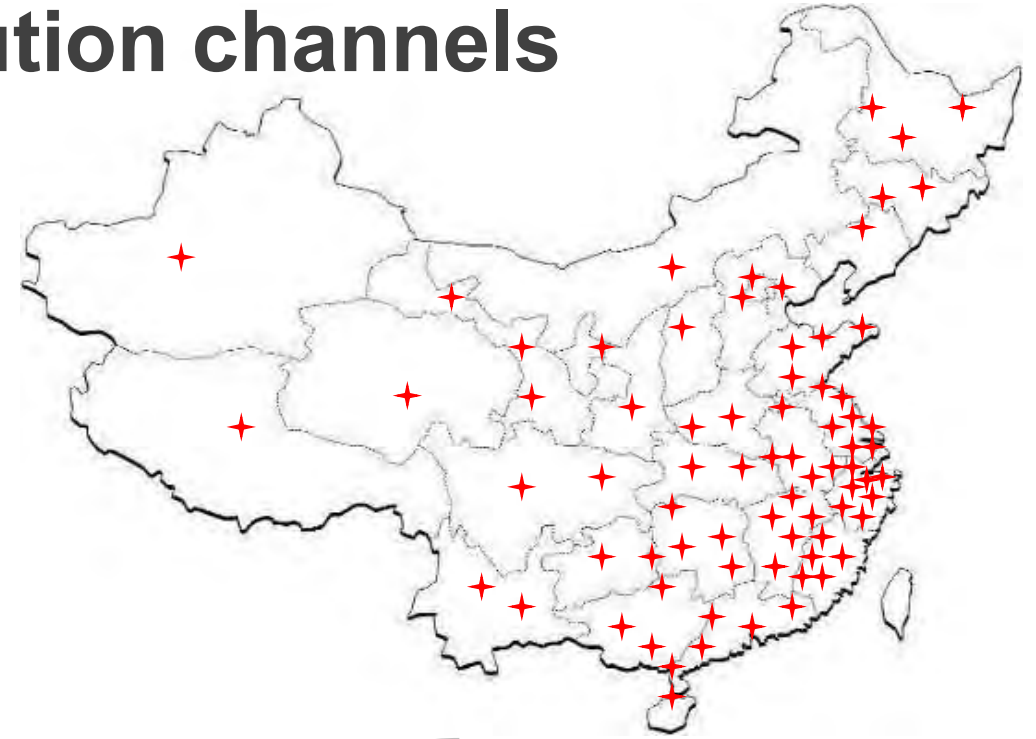


Online TOP 3 brands market share:

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



Walmart

GOME
国美电器

JD 京东
.COM

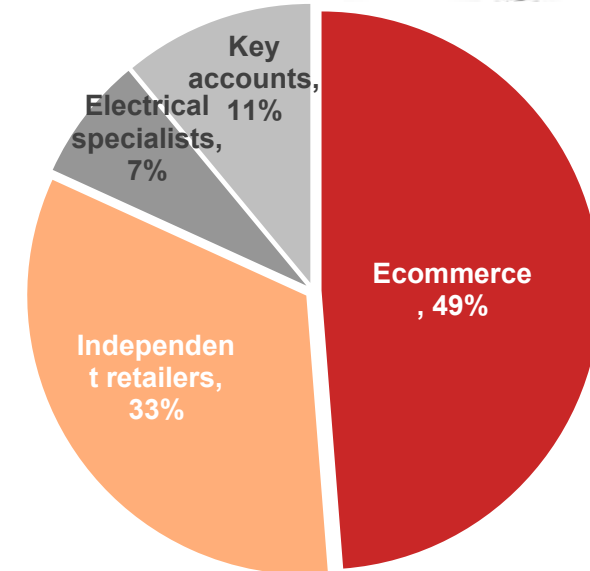


Carrefour
家乐福

Suning 苏宁

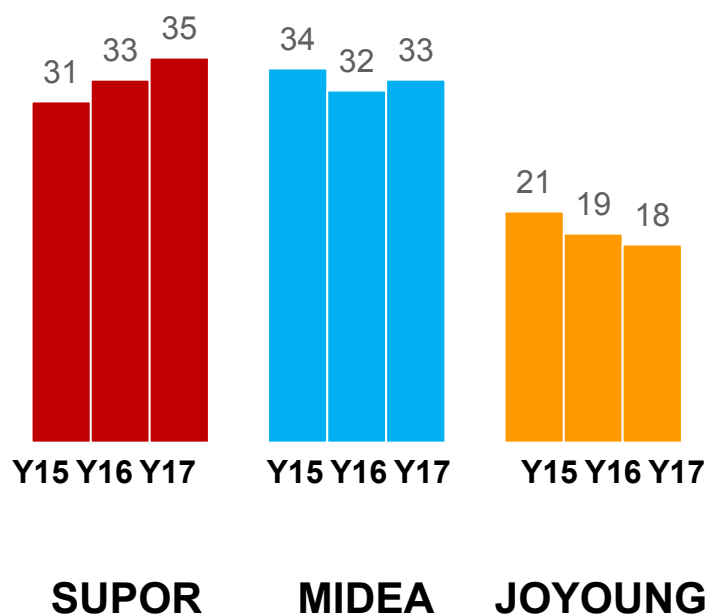
大润发
RT-Mart

100%
The Store

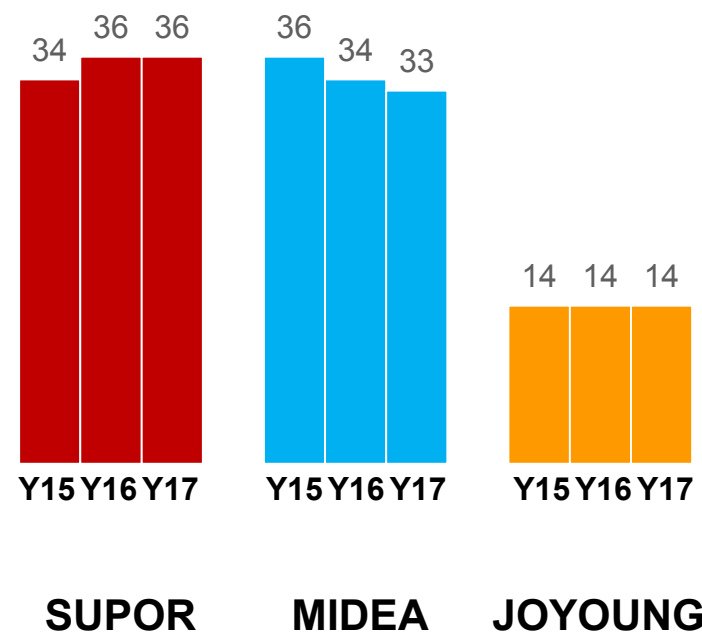


Supor, the Chinese consumers' favorite brand in Kitchen Electrics

**SUPOR BRAND AWARENESS
ON THE RISE**

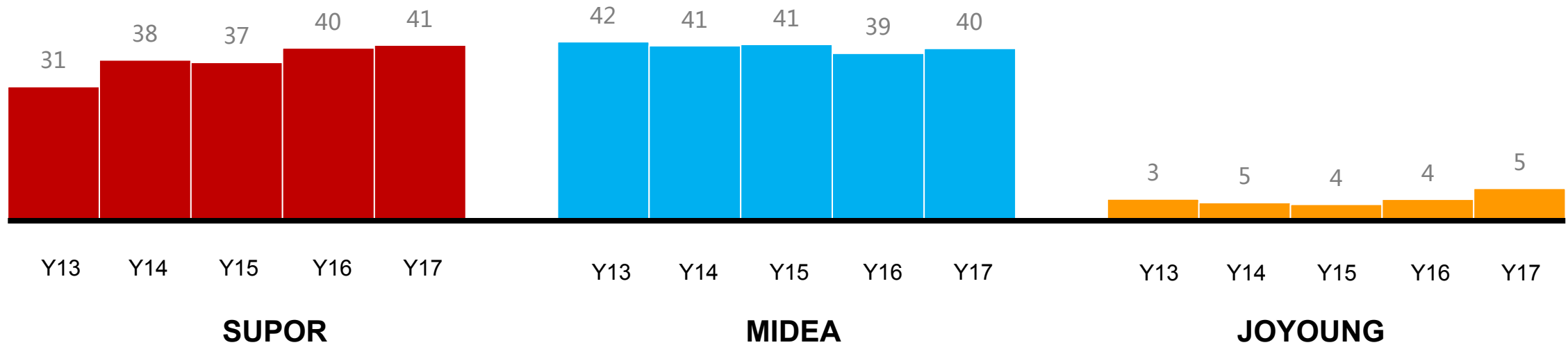


**SUPOR, THE LEADING BRAND
PREFERENCE**



KE preferences by category - Rice Cooker

Supor gaining customer preference over the years

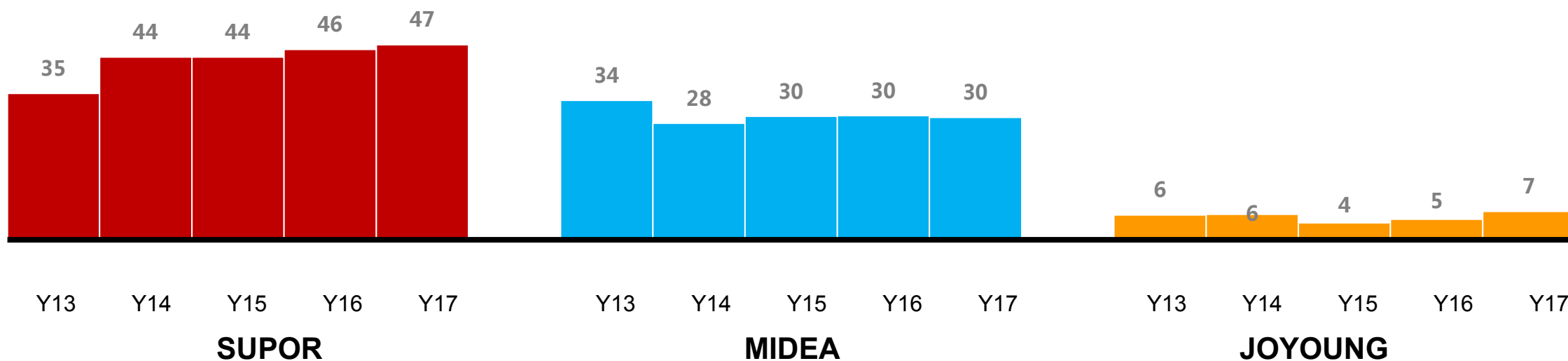


Unit : %

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

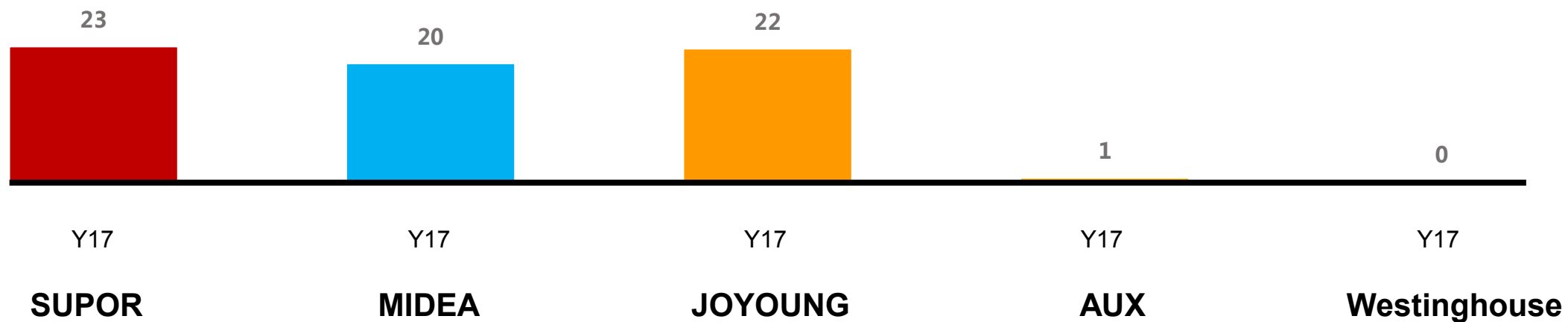


Unit : %

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

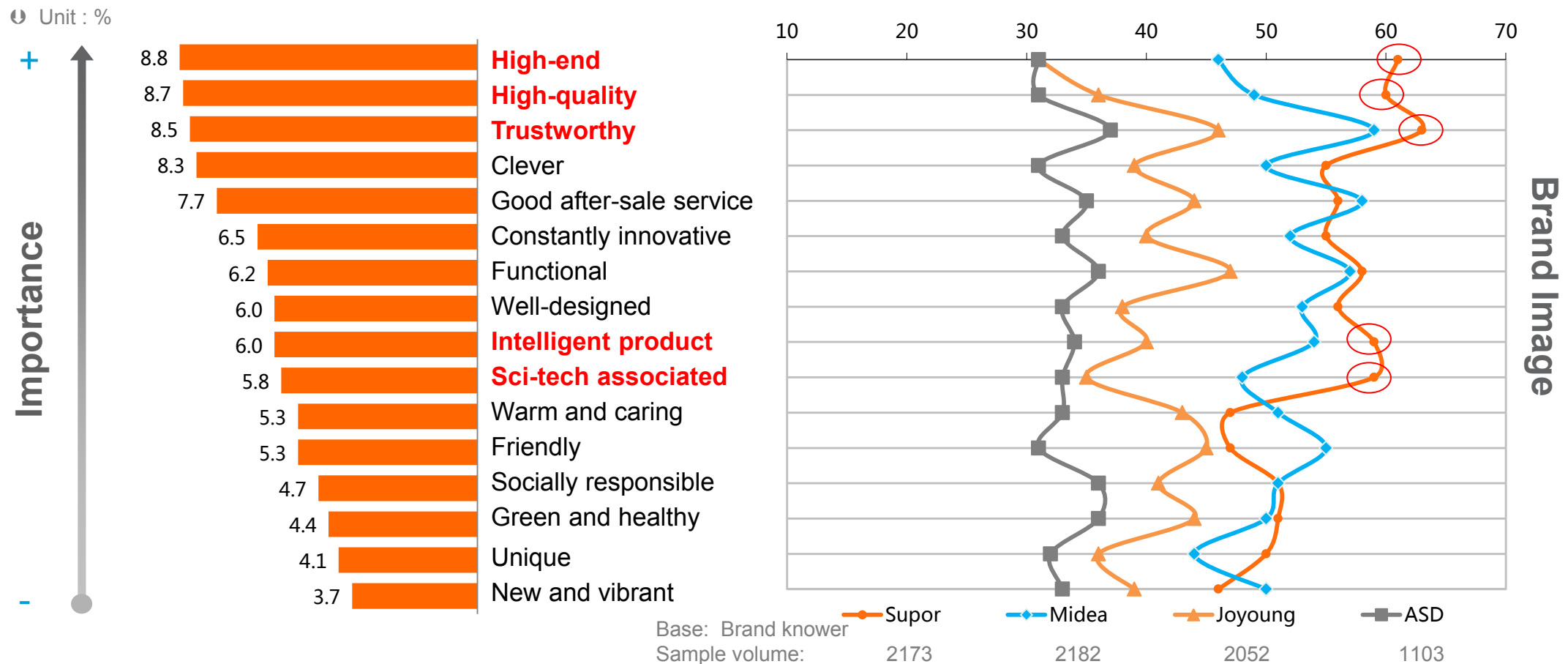


Unit : %

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





SHAOXING PLANT
Junyou Shen



INVESTOR DAYS – 21-23 Nov, 2018

SUPOR 苏泊尔

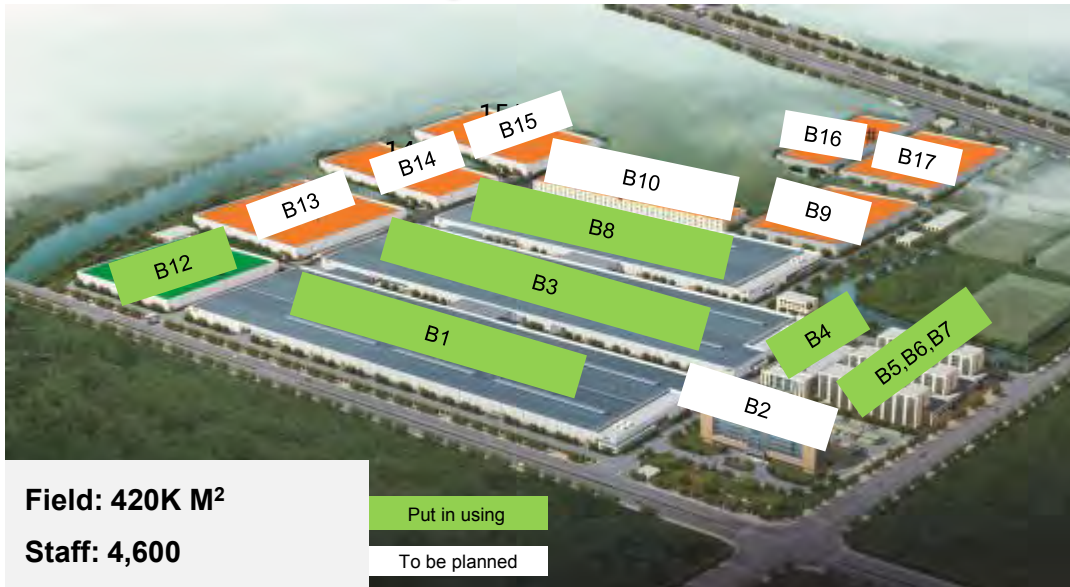
Shaoxing site - Supor's largest SDA plant



Foundation--2007.08



Put into production--2009.10



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

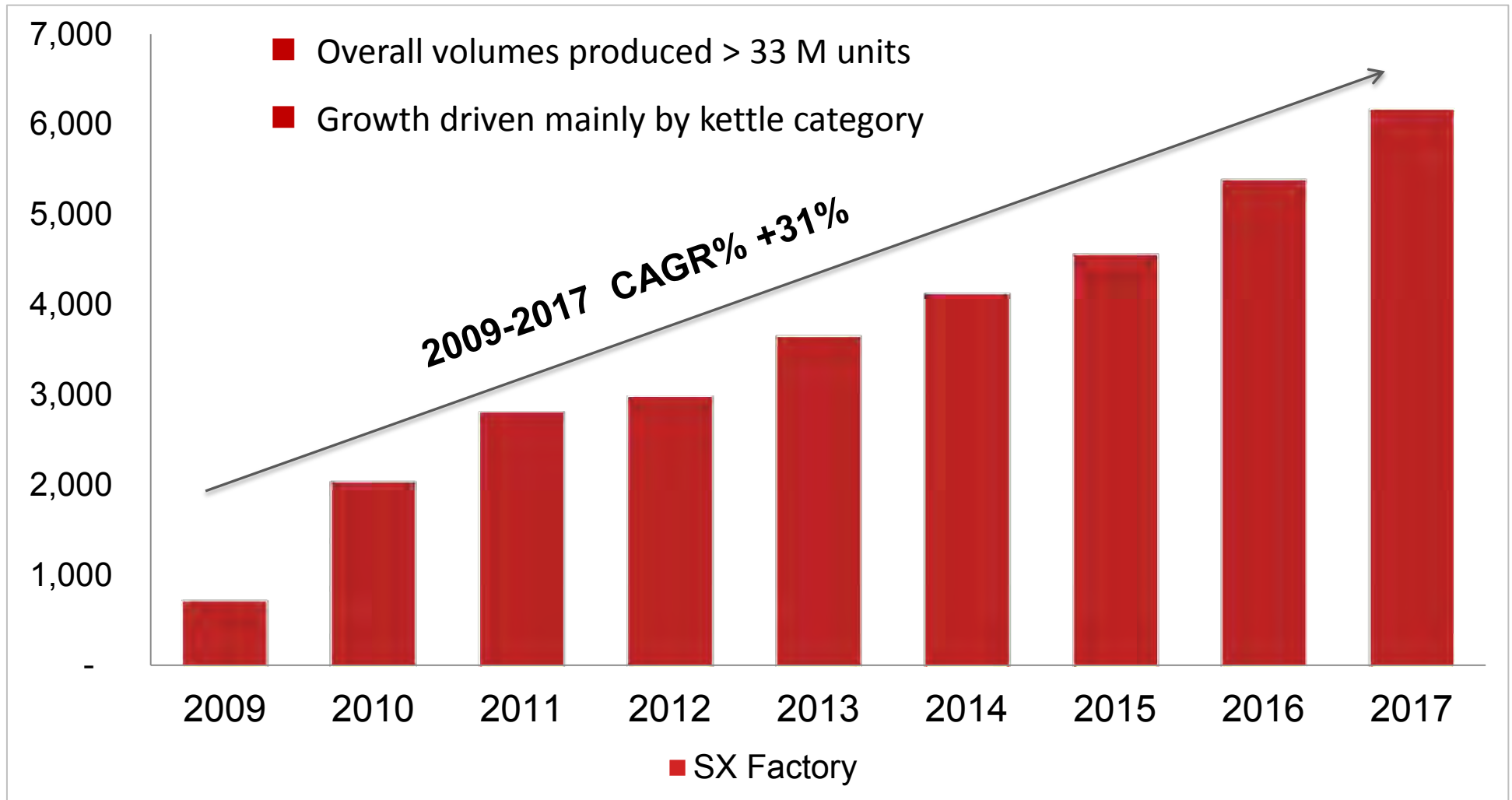


Easy go

Food Preparation category

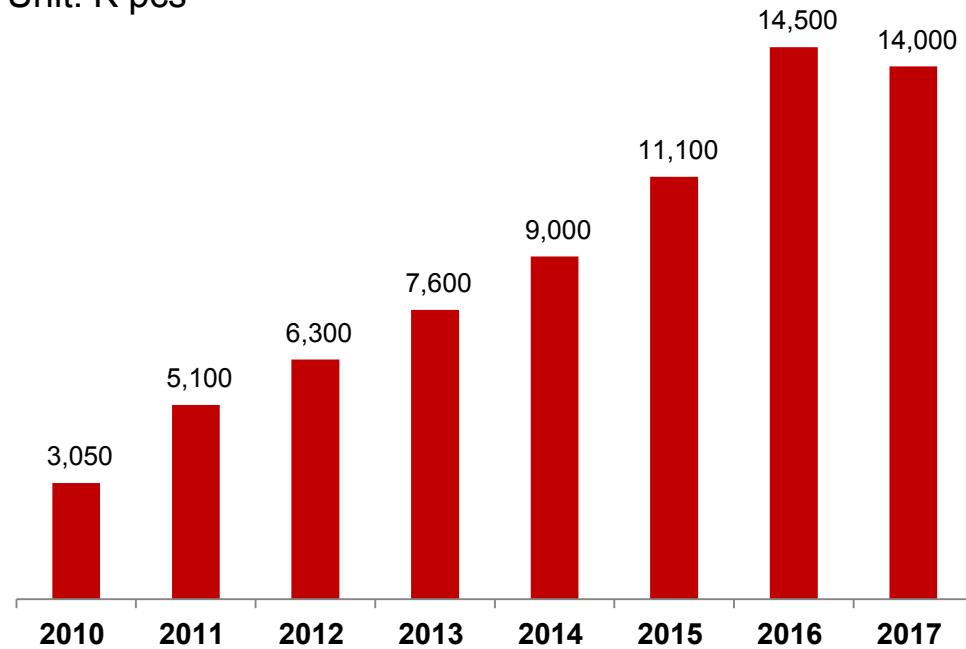
Steady ramp-up since 2009

Unit: Million RMB



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

Unit: K pcs



Scale effect contribute to competitiveness

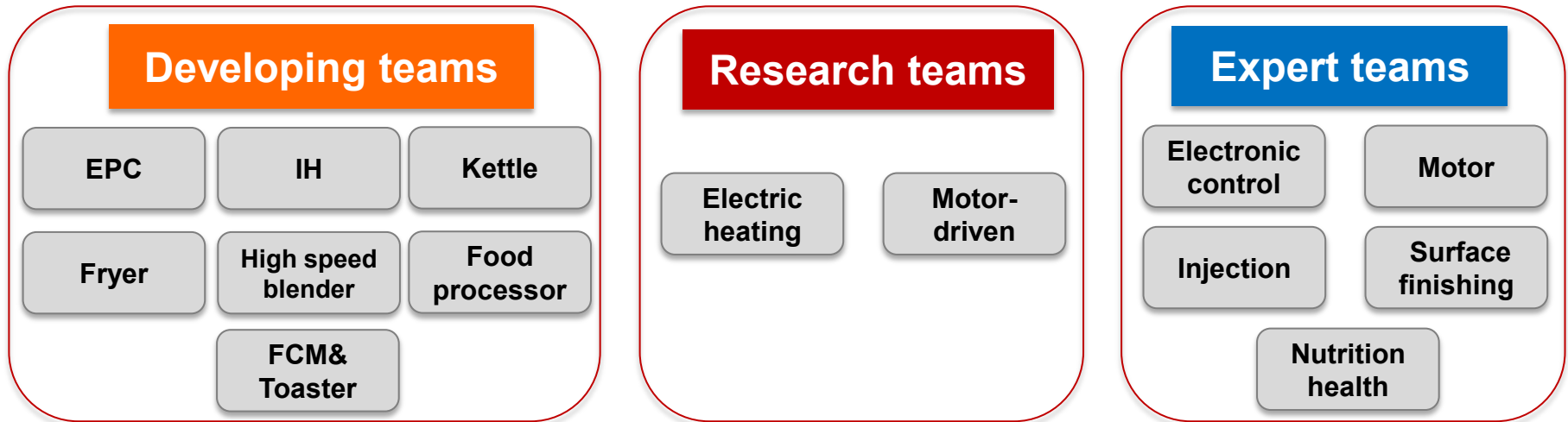


UPPH
+60%
2017 VS 2012

PRU
-22%
2017 VS 2012

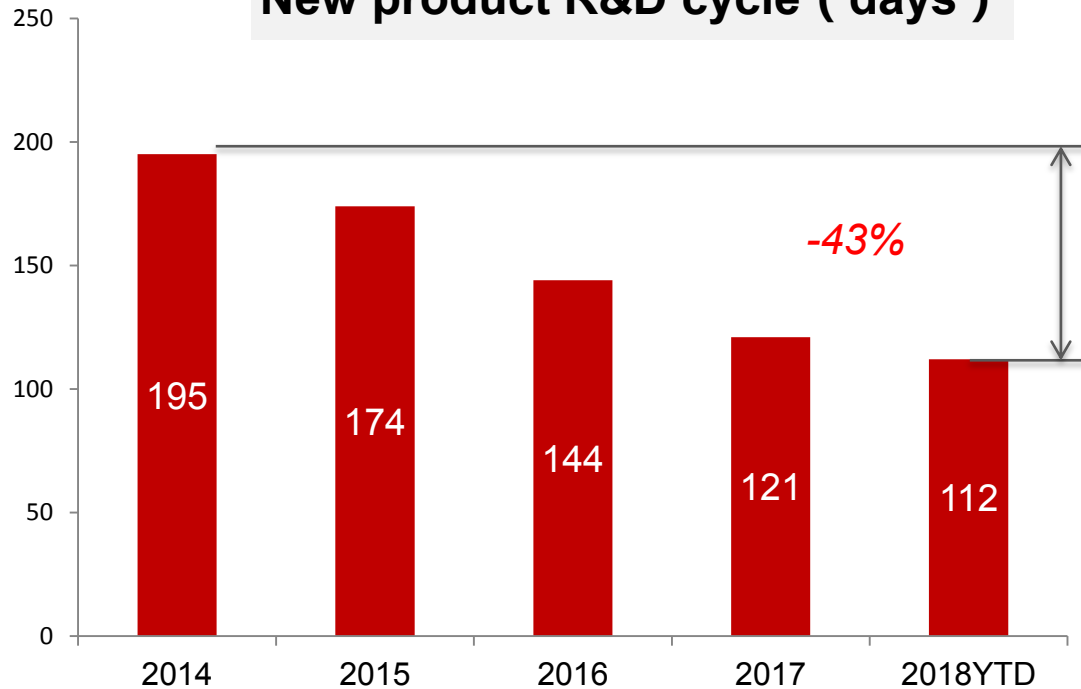


Strongly structured innovation process



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

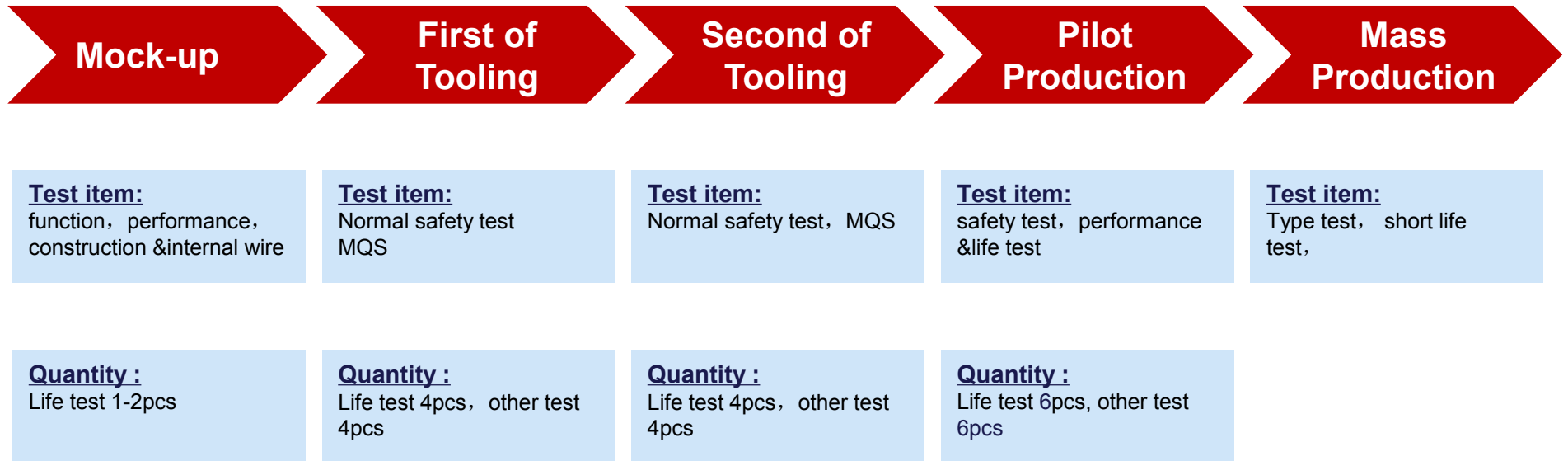


SX getting autonomous lab validation of SEB products

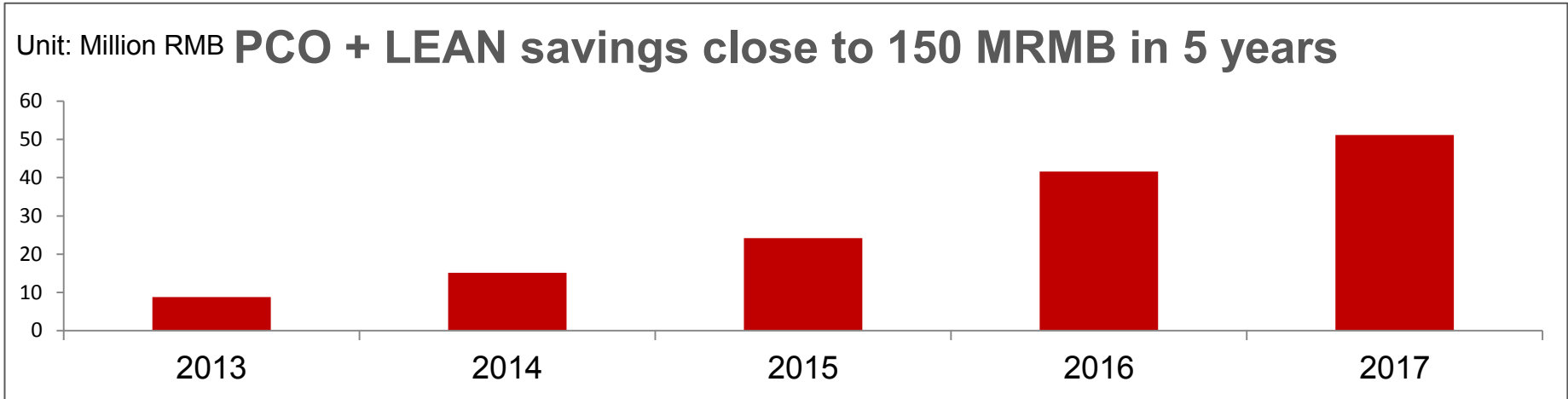
	Packaging	Kettle	BM	Fryer	FCM	Toaster	Blender	Hand blender	Food processor
validate by SBU LAB	DQNE	IS Sur Tille					Maryenne		
Status	√	√	√	√	√	√	ongoing	ongoing	ongoing

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

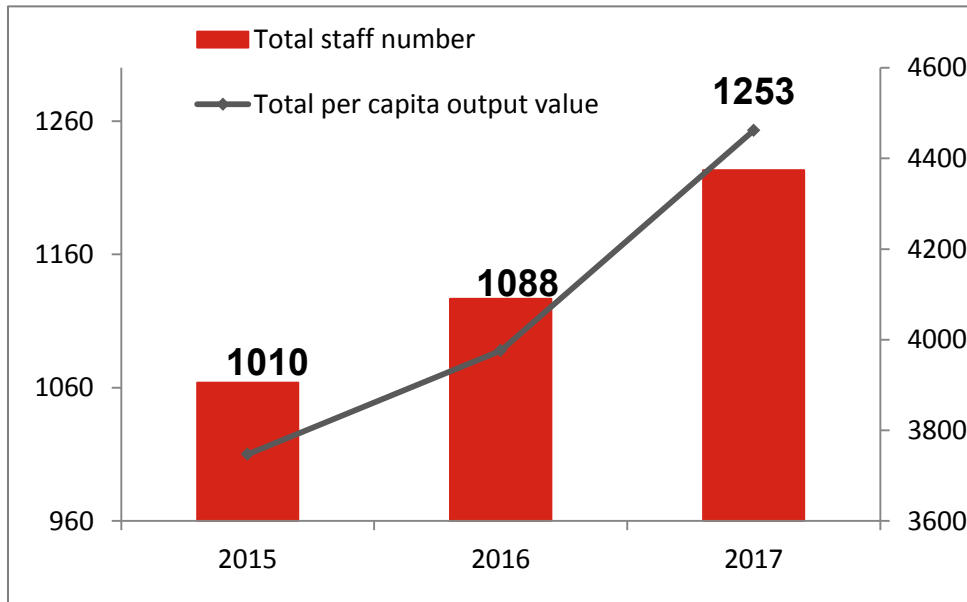
Delivery

Involvement

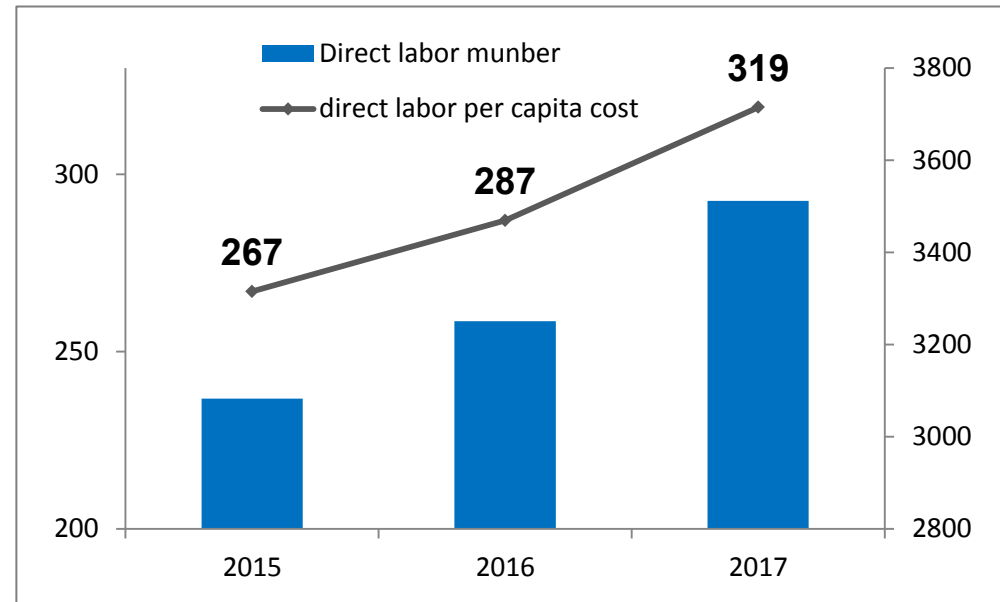
Environment

Labor efficiency steadily increasing

Total labor efficiency



Direct labor efficiency



Focus on employees' working conditions: EHS improvement

E : reducing temperature and noise



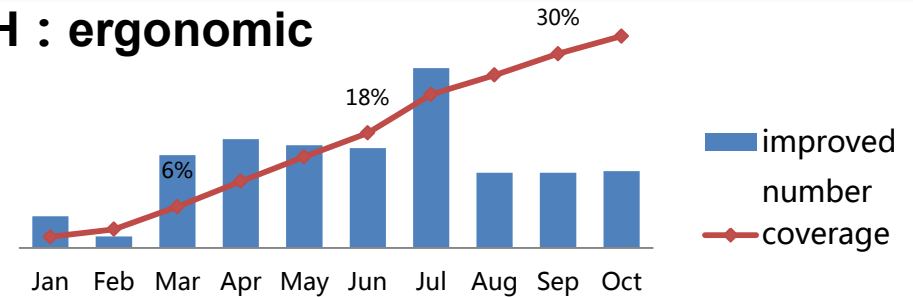
cooling system



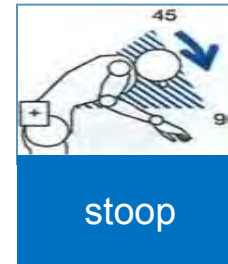
mute blow water



H : ergonomic



identification and improvement:



person : VCS

(safety interview)

Direct labor: once per person/year

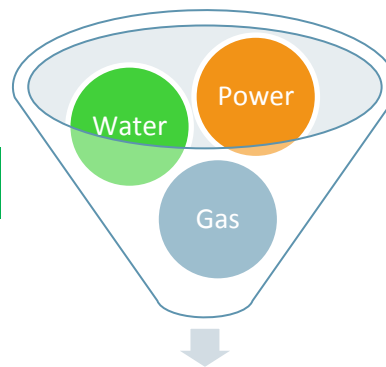
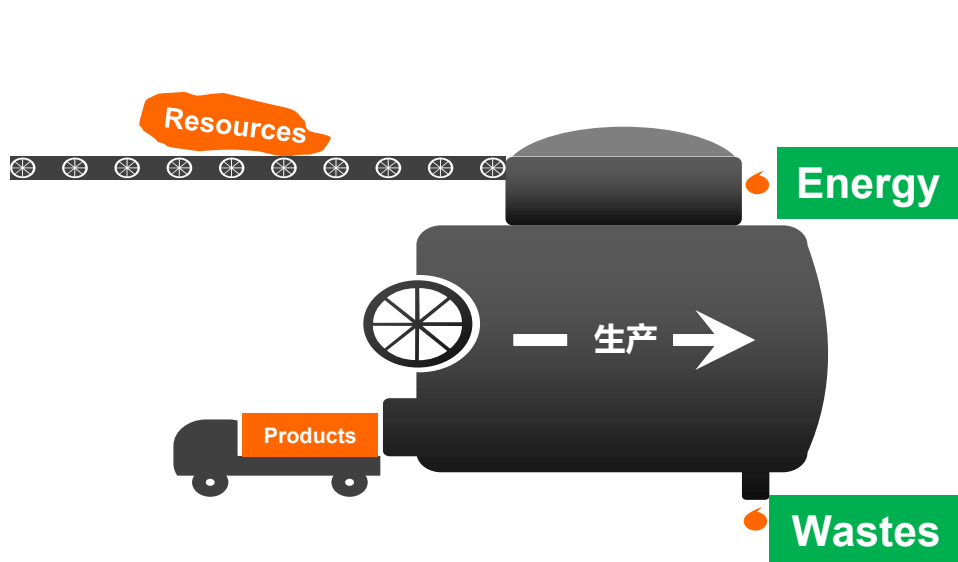
Indirect labor: 2 times per person/year



position : JSA

(Job safety analysis)

Strengthen environmental management



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

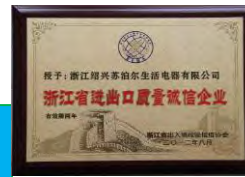


Shaoxing as a benchmark

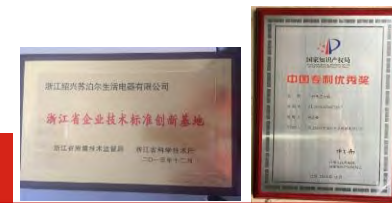
Safety



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

Visiting route & reminder





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

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

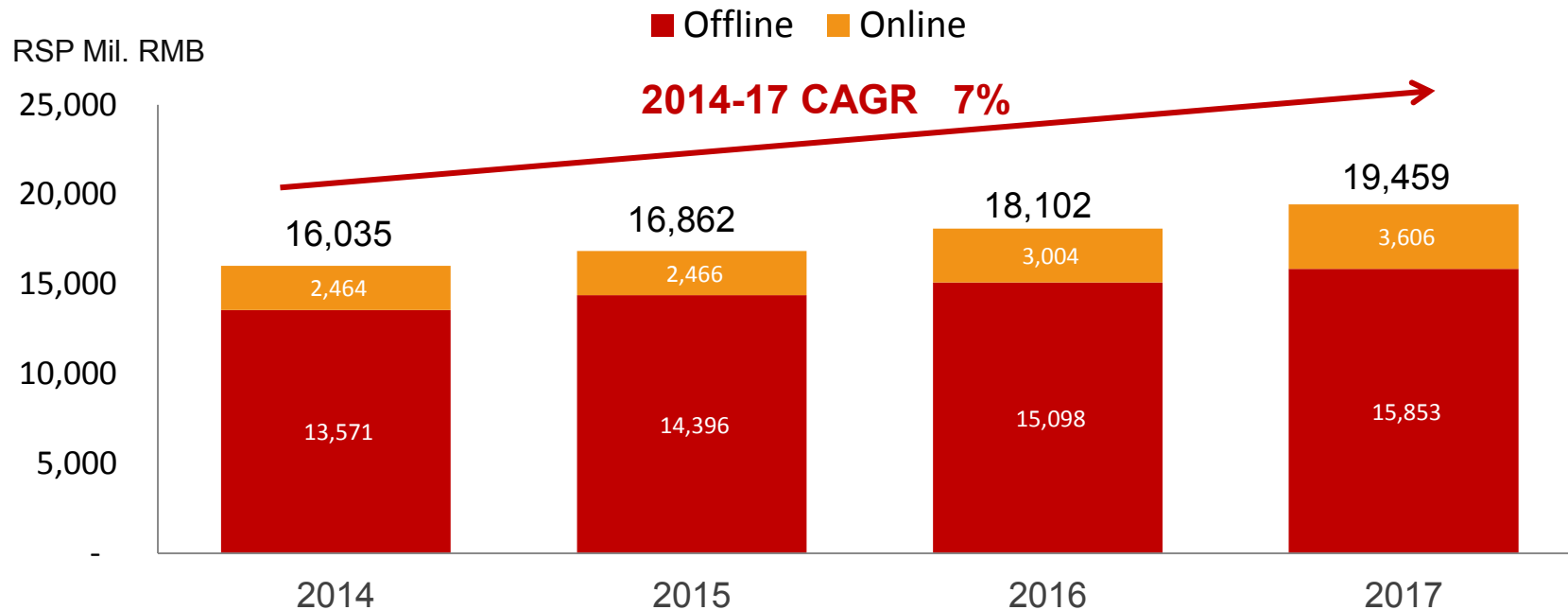
SUPOR SALES AND BRAND PERFORMANCE

■ 苏泊尔业绩增长驱动及产品介绍

SUPOR SALES GROWTH DRIVES AND PRODUCT OFFERING

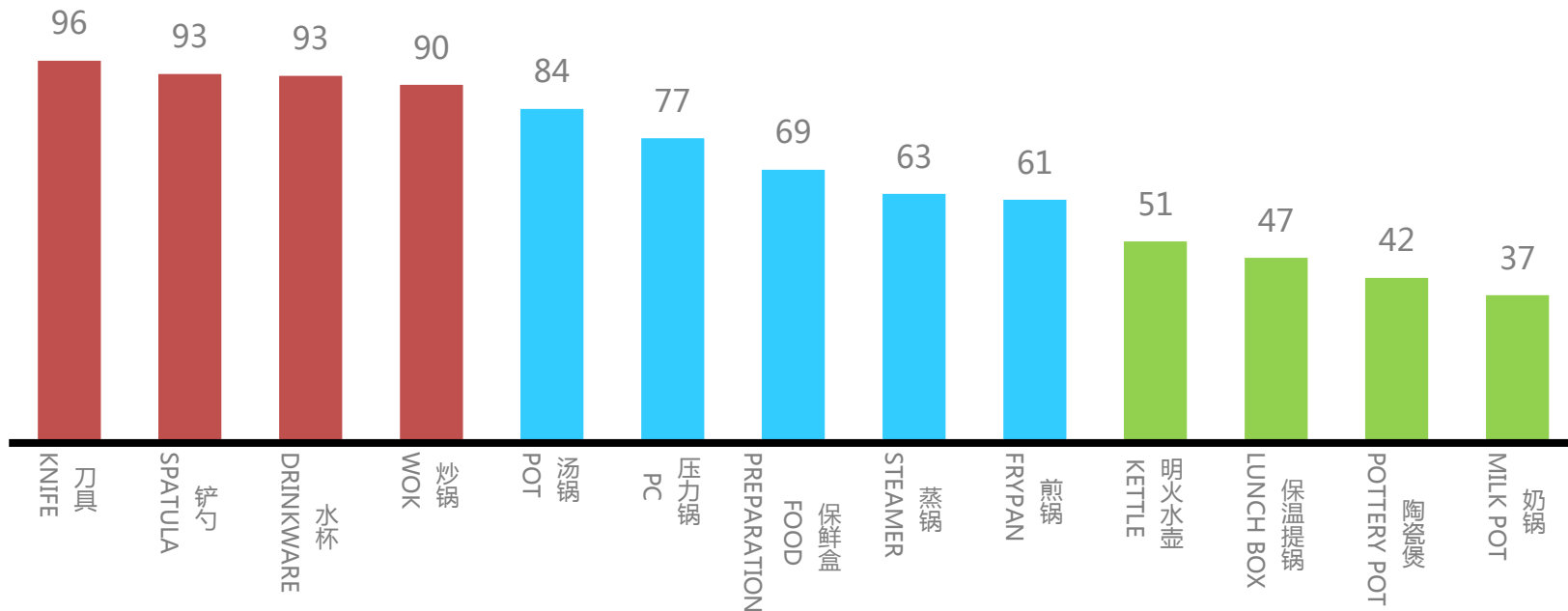
2017年中国炊具市场零售总额200亿元

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



目录CONTENT

■ 炊具总体市场介绍

CW OVERALL MARKET INTRODUCTION

■ 苏泊尔经营业绩及品牌表现

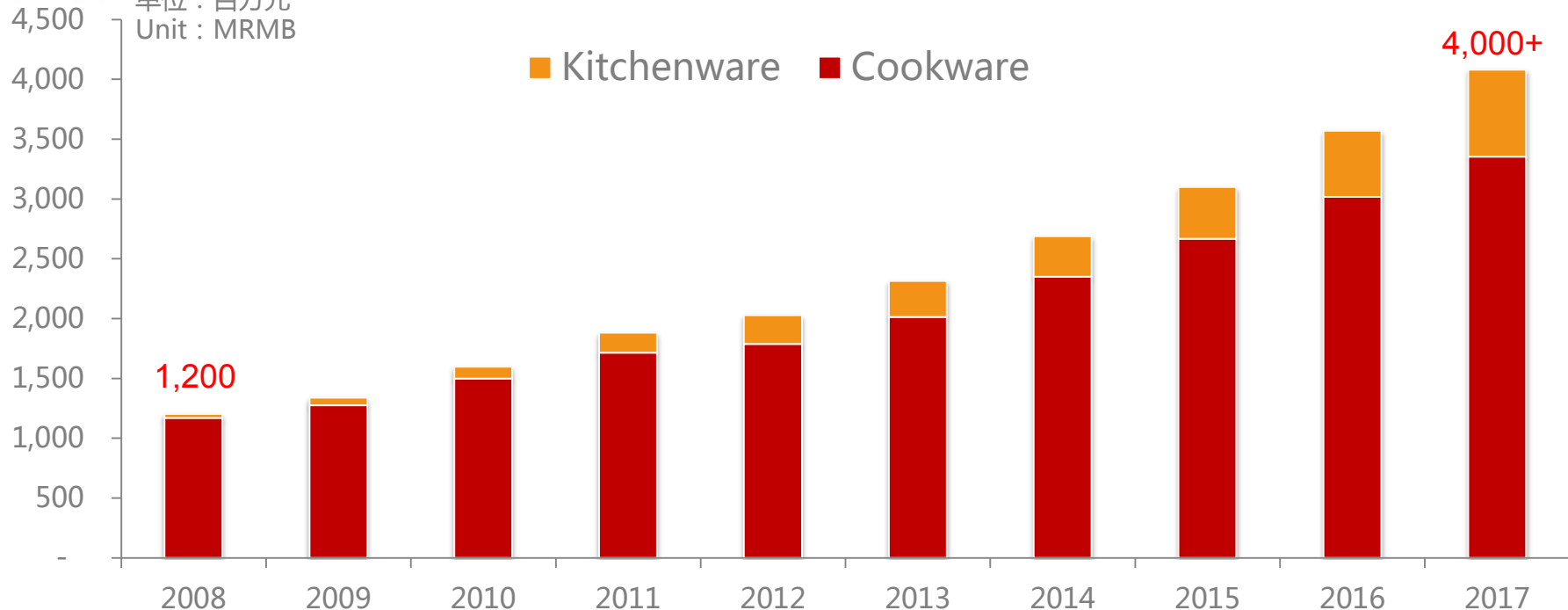
SUPOR SALES AND BRAND PERFORMANCE

■ 苏泊尔业绩增长驱动及产品介绍

SUPOR SALES GROWTH DRIVES AND PRODUCT OFFERING

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.

单位：百万元
Unit : MRMB



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.



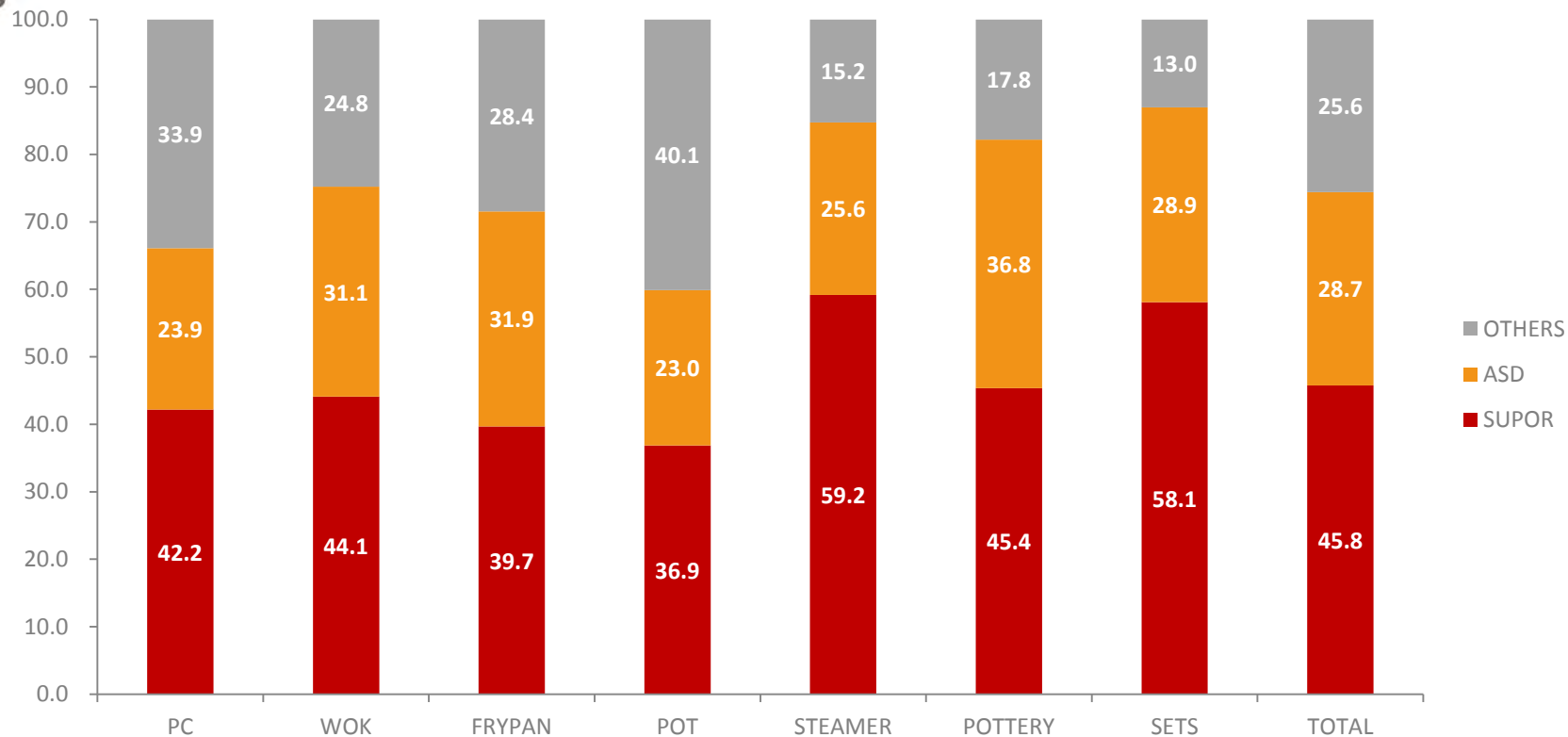
2017年，苏泊尔厨具在中国的销售超过1200万只
Over 12M pieces kitchenware sold in China in 2017

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

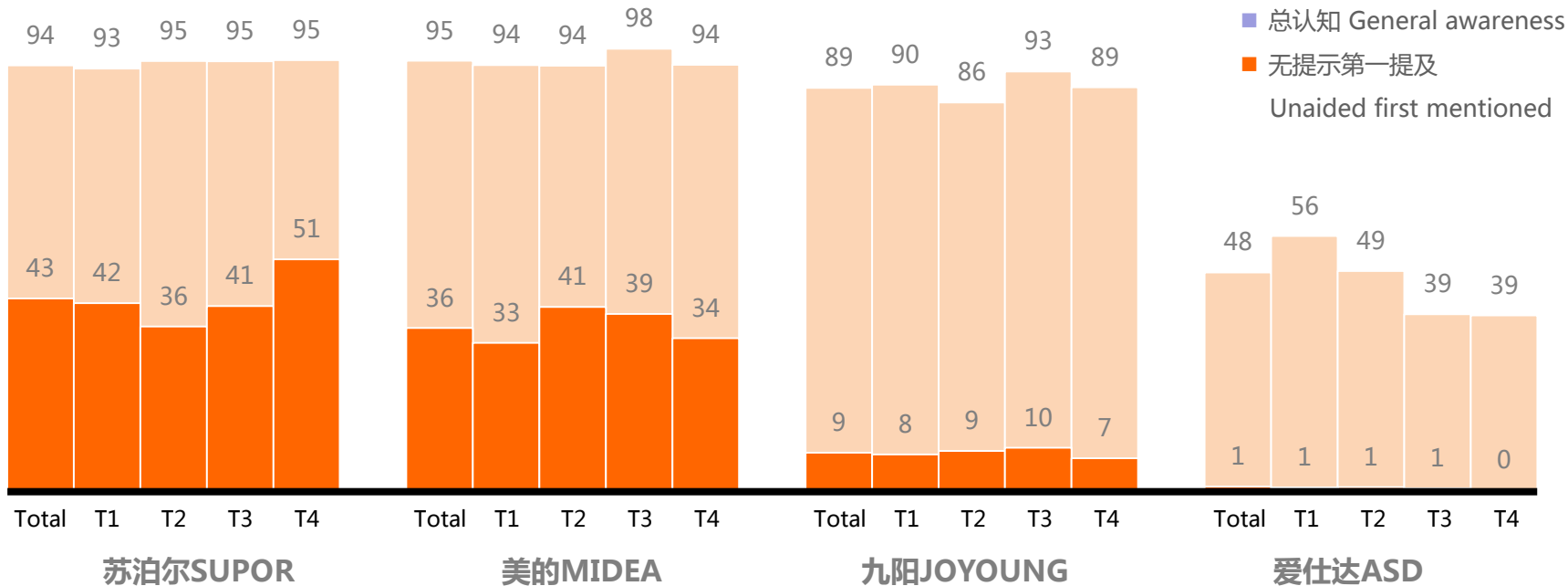
SUPOR, the undisputable No.1 brand of CKW in China



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

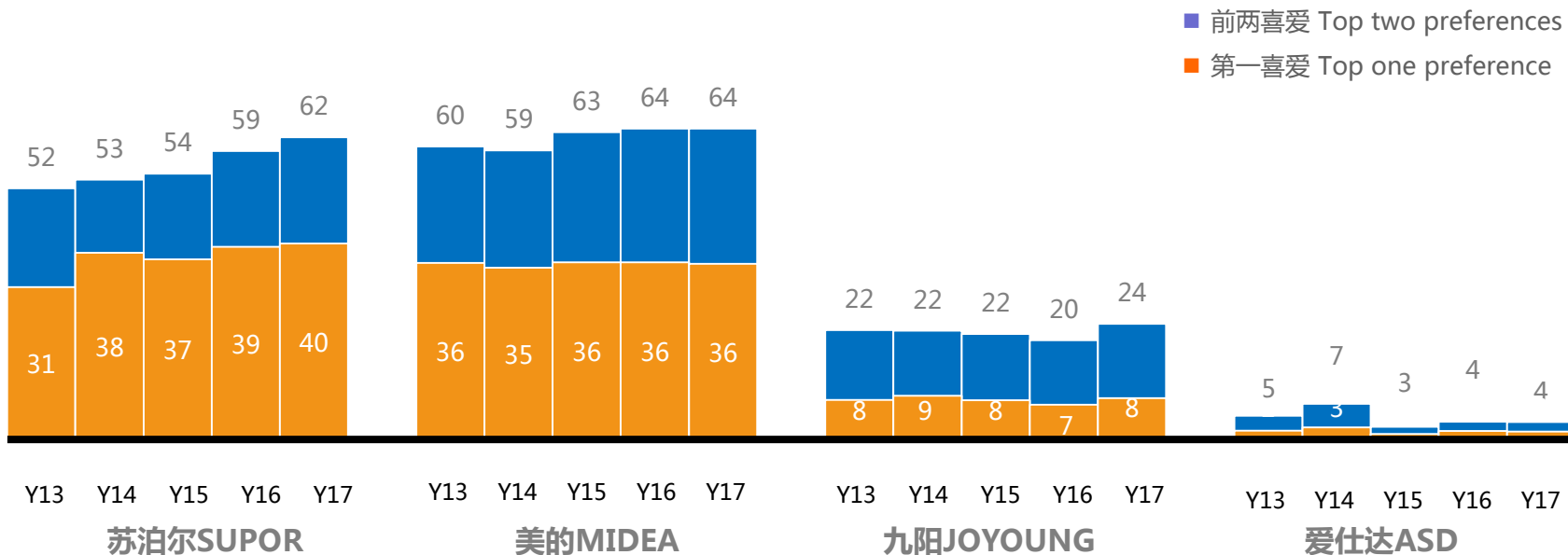


苏泊尔的消费者喜好度保持最高并逐年提高

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



目录CONTENT

■ 炊具总体市场介绍

CW 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

Your kitchen small issues

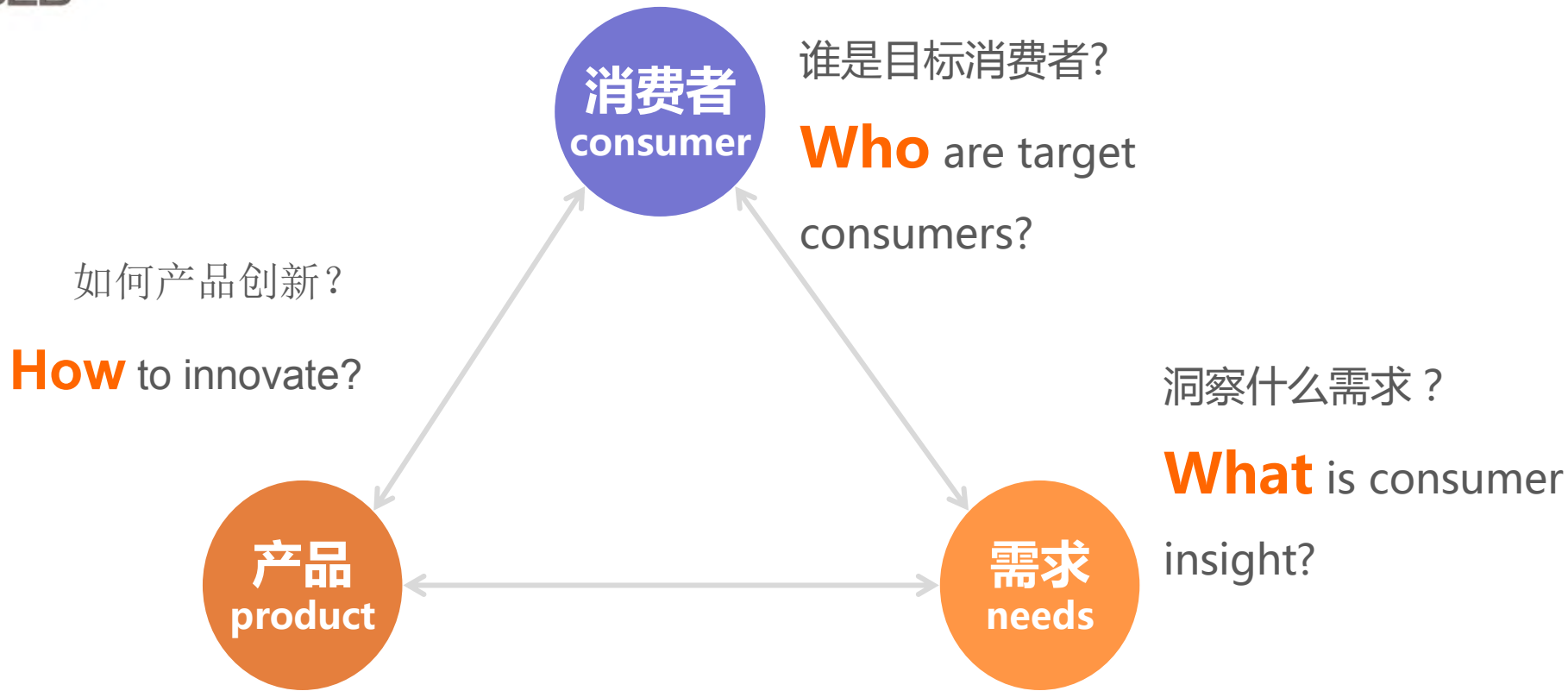
你的厨房小事

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

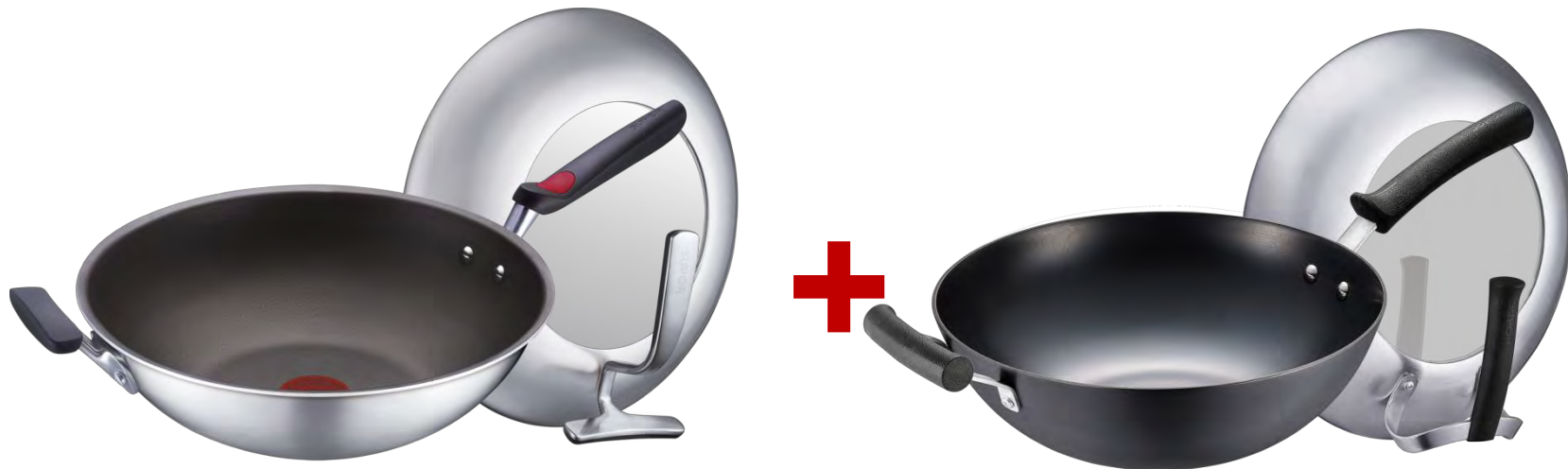
Rust

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



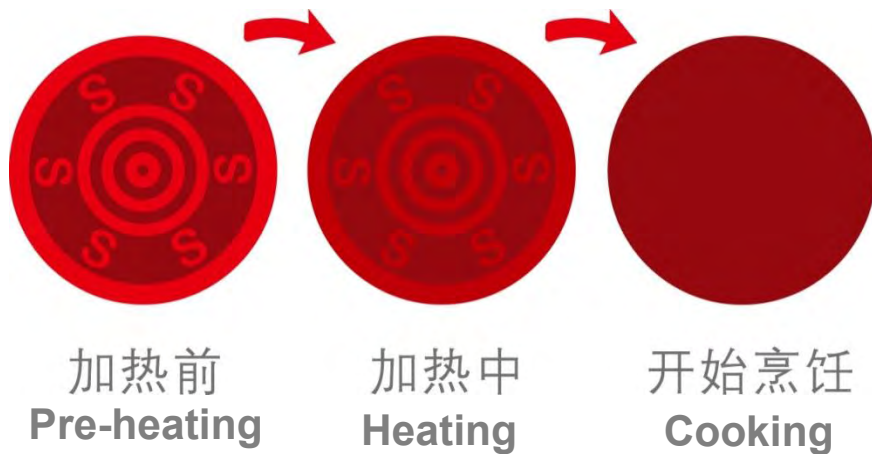
钛金刚耐磨网
耐磨不粘 一网搞定



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





Triply anti-rust Iron Wok

芯铁

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

持续贯彻
大平底,
更适合煎烙
烹饪, 突出
煎锅特点



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



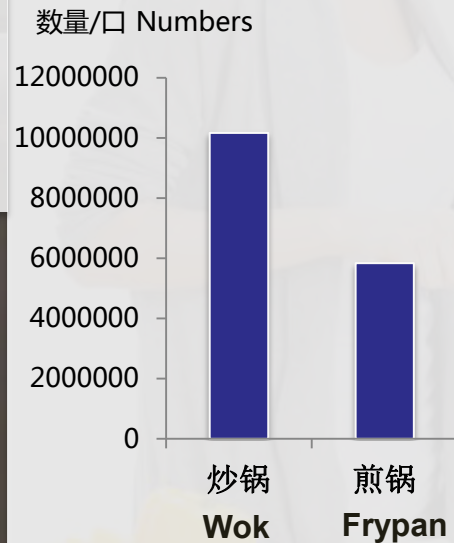
BIG-Flat for better frying

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

“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

Color lid Pottery pot

养生煲 · 盖无双



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



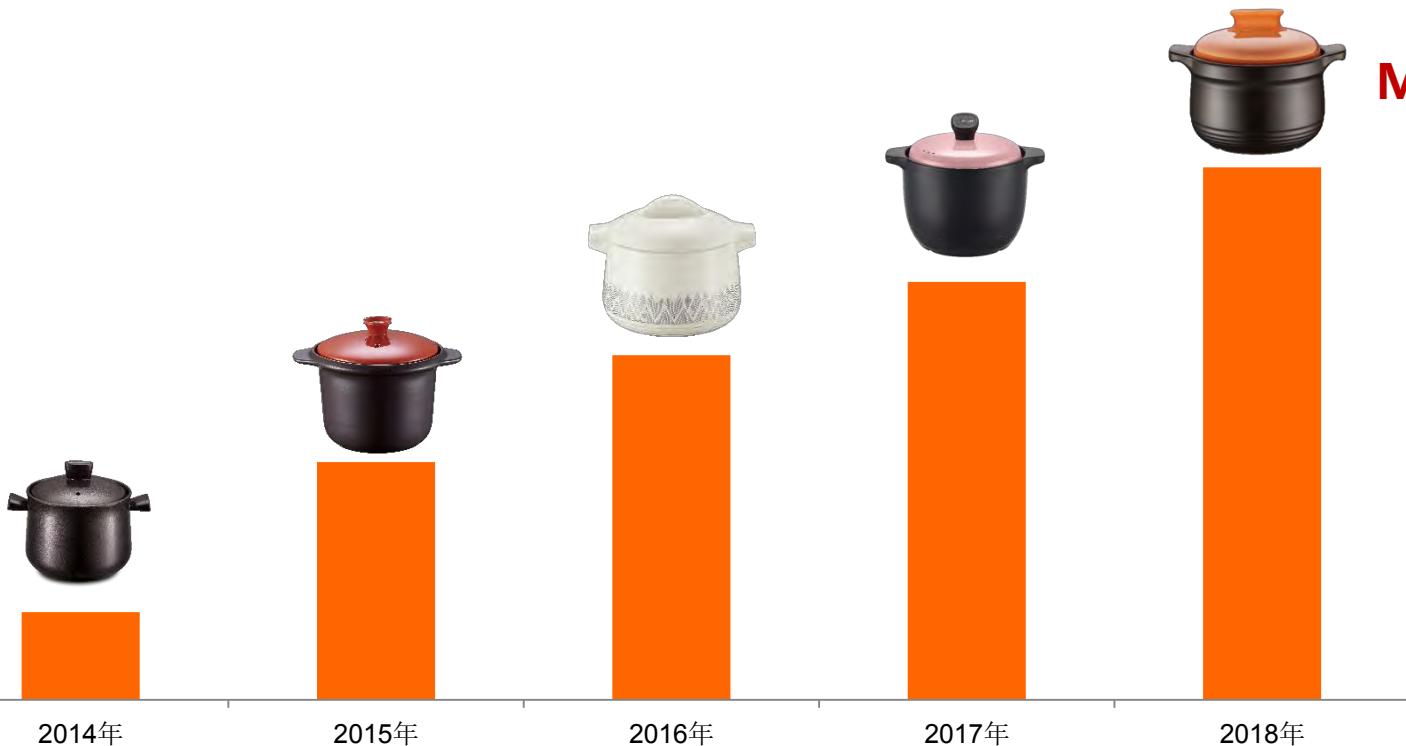
澳洲进口 6.5级 锂辉石

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

w a r m



知性

i n t e l l e c t i v e



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



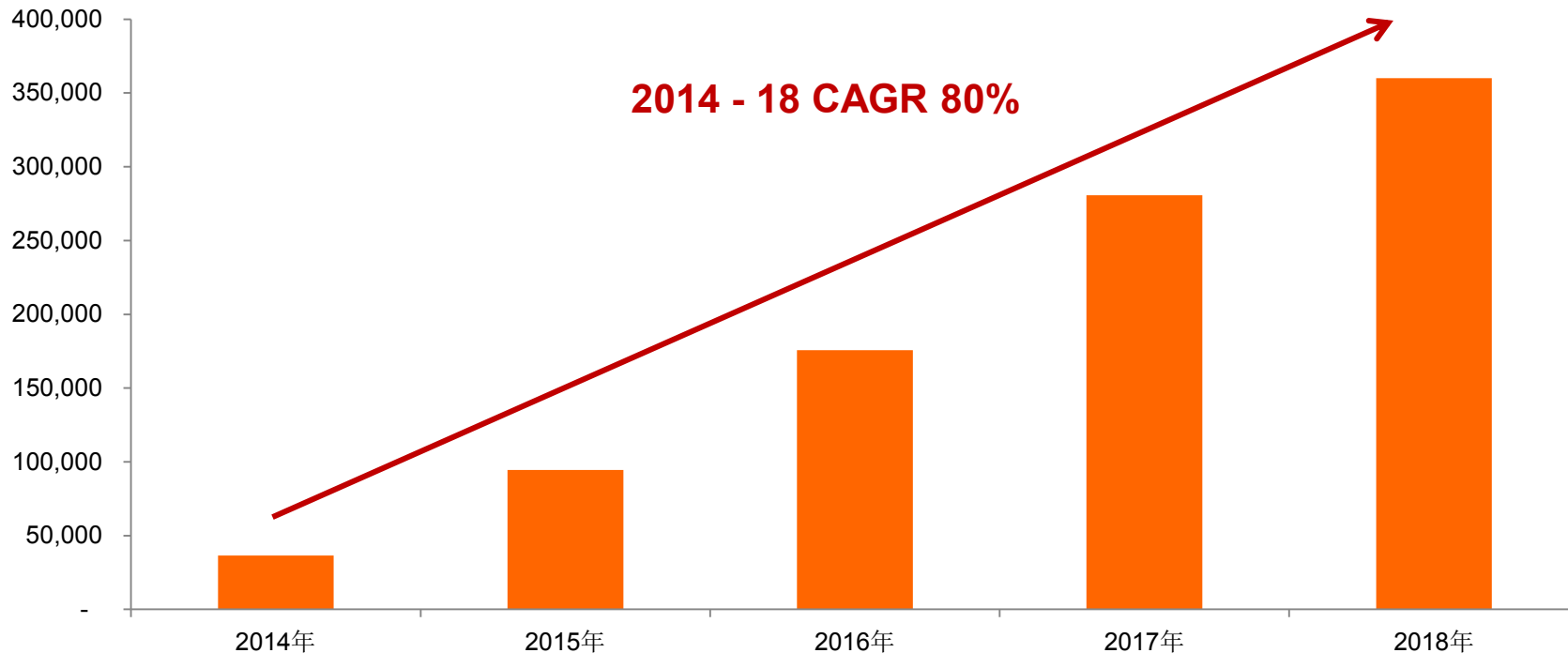
A stylized handwritten signature in black ink, which appears to read '张钧甯'.

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。

Thank You

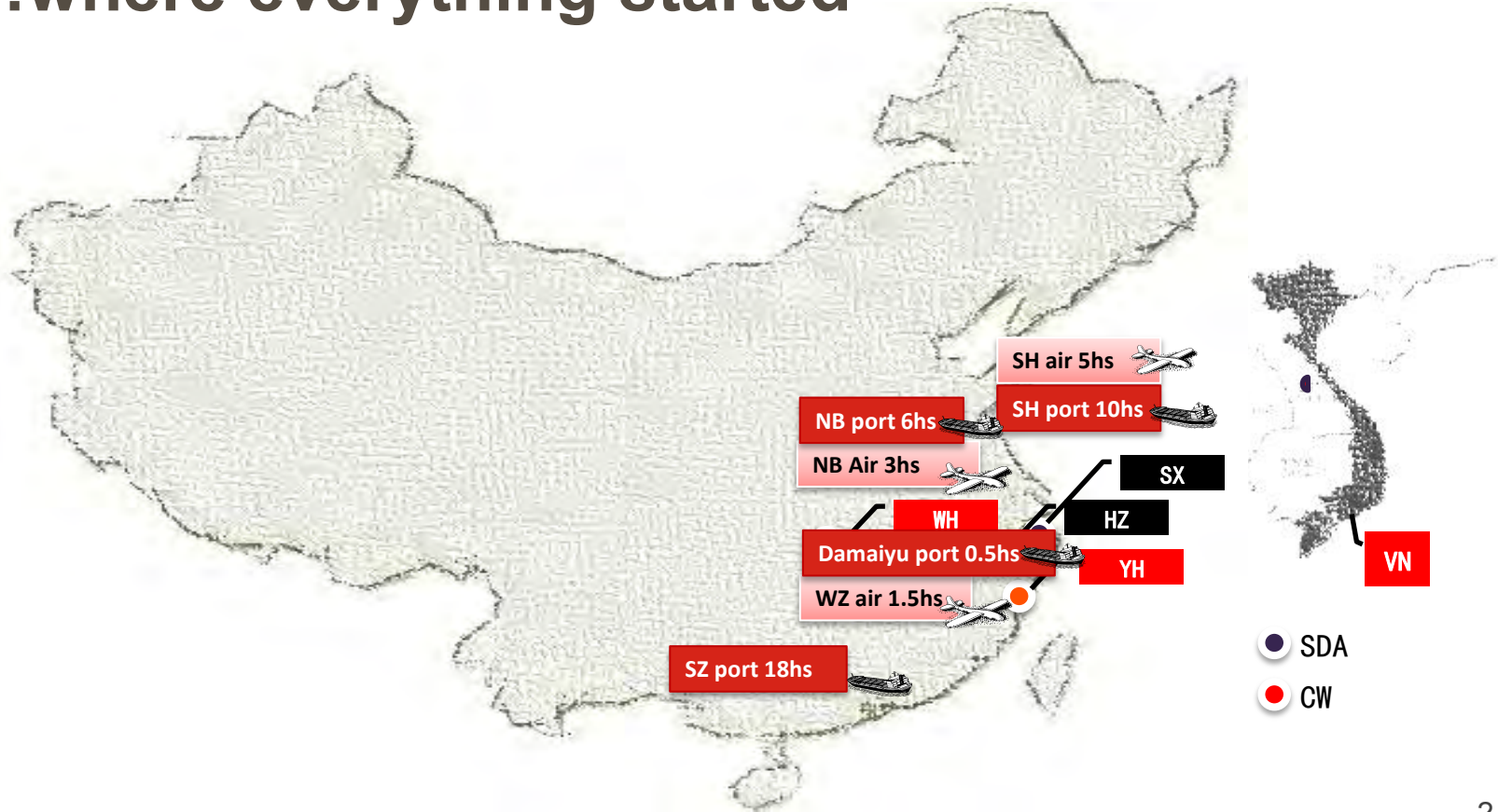


INVESTOR DAYS – 21-23 Nov, 2018

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

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



1997~

2002

- New SS line launch



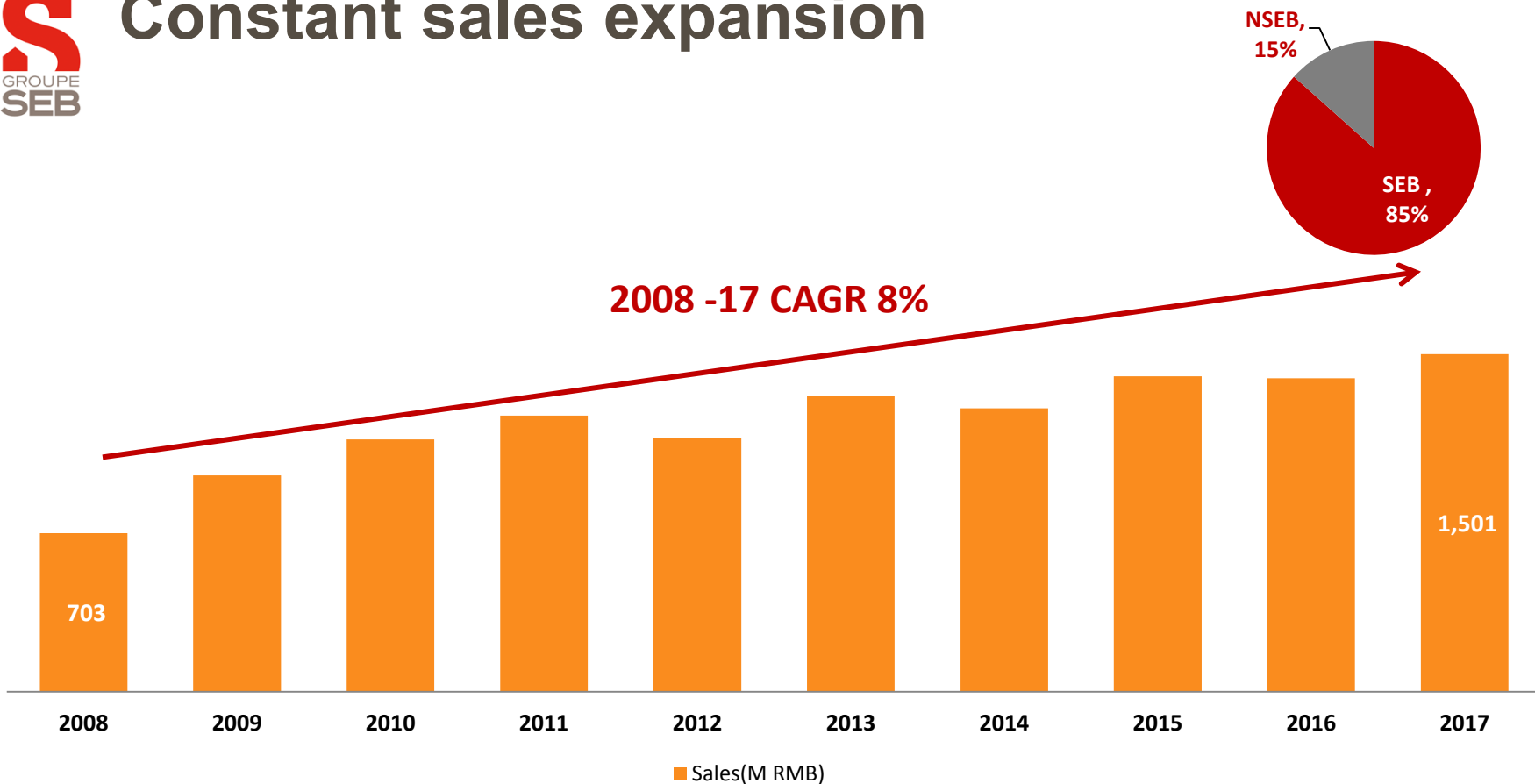
2006

2008

- 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



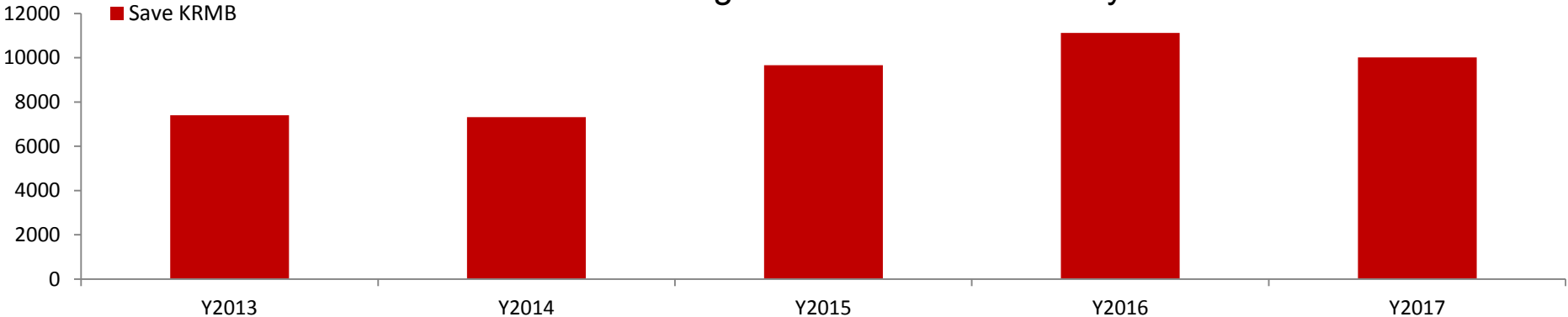
■ Cross fertilization with Groupe SEB on coatings, materials, Thermospot, Ingenio and industrial processes

Rolling-out OPS to drive constant savings



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

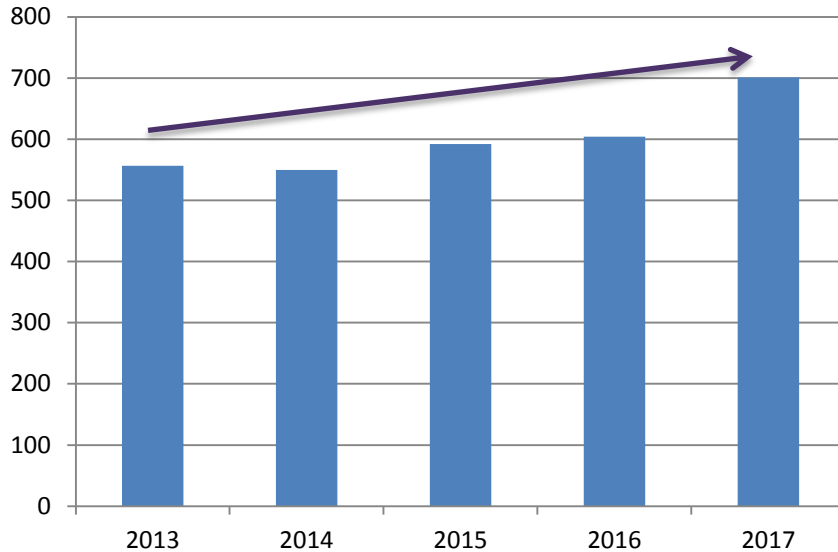
PCO+ LEAN savings above 40M RMB in 5 years



Constant improvement in productivity

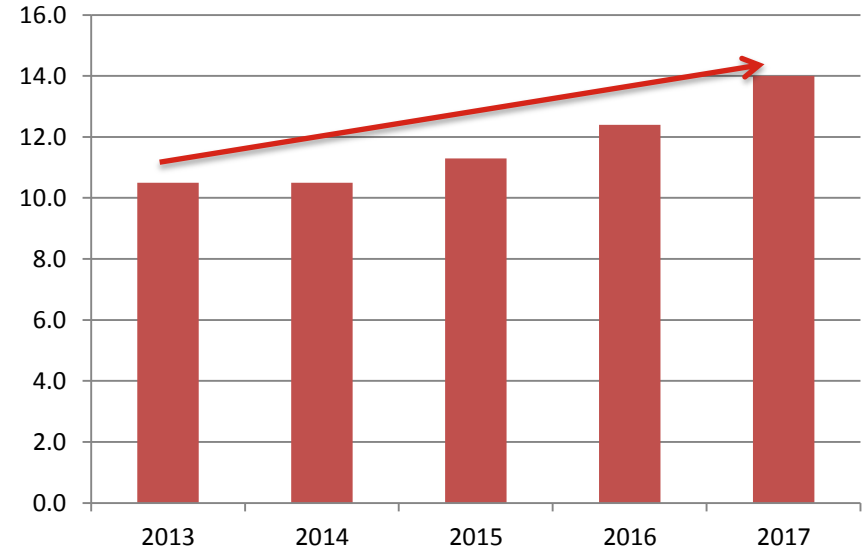
Output value per person :KRMB/Year

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

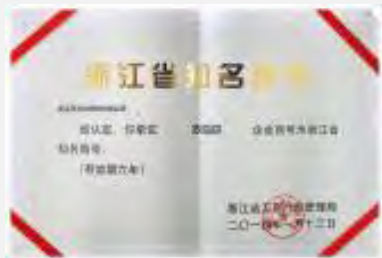


Outstanding management system to ensure sustainable development



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



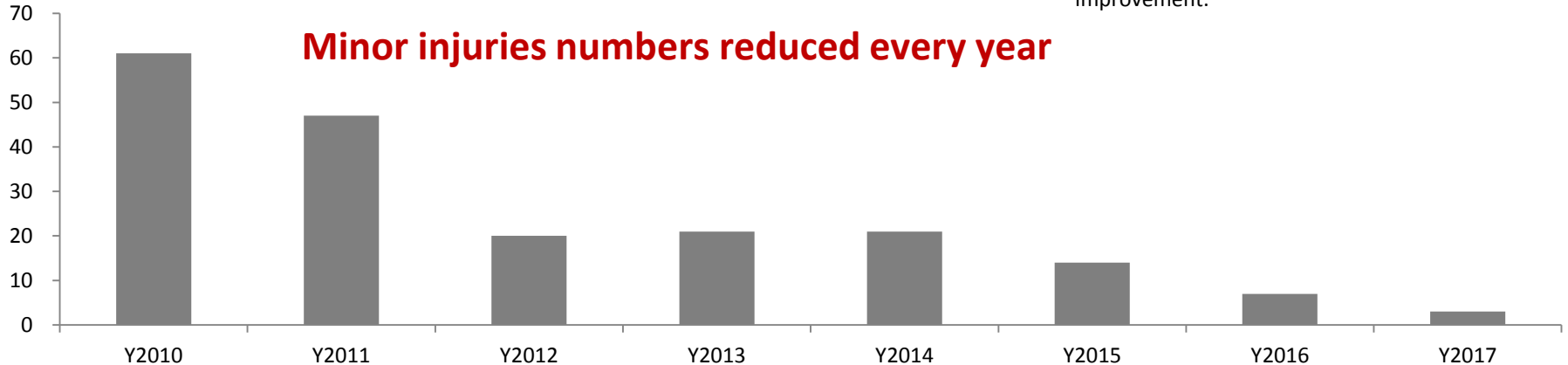
Establish a review and evaluation mechanism for continuous safety improvement.

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



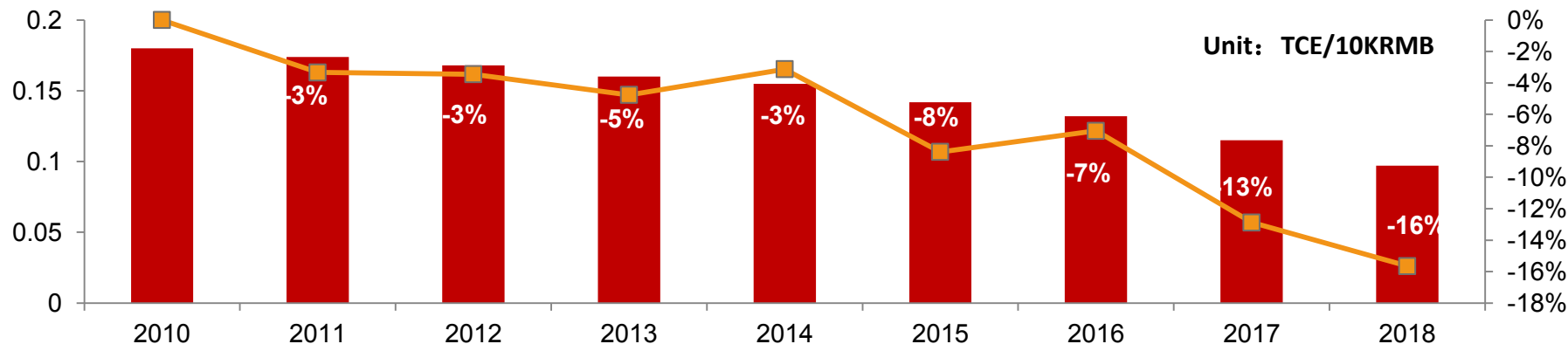
Using low energy consumption equipment



Direct gas heating system

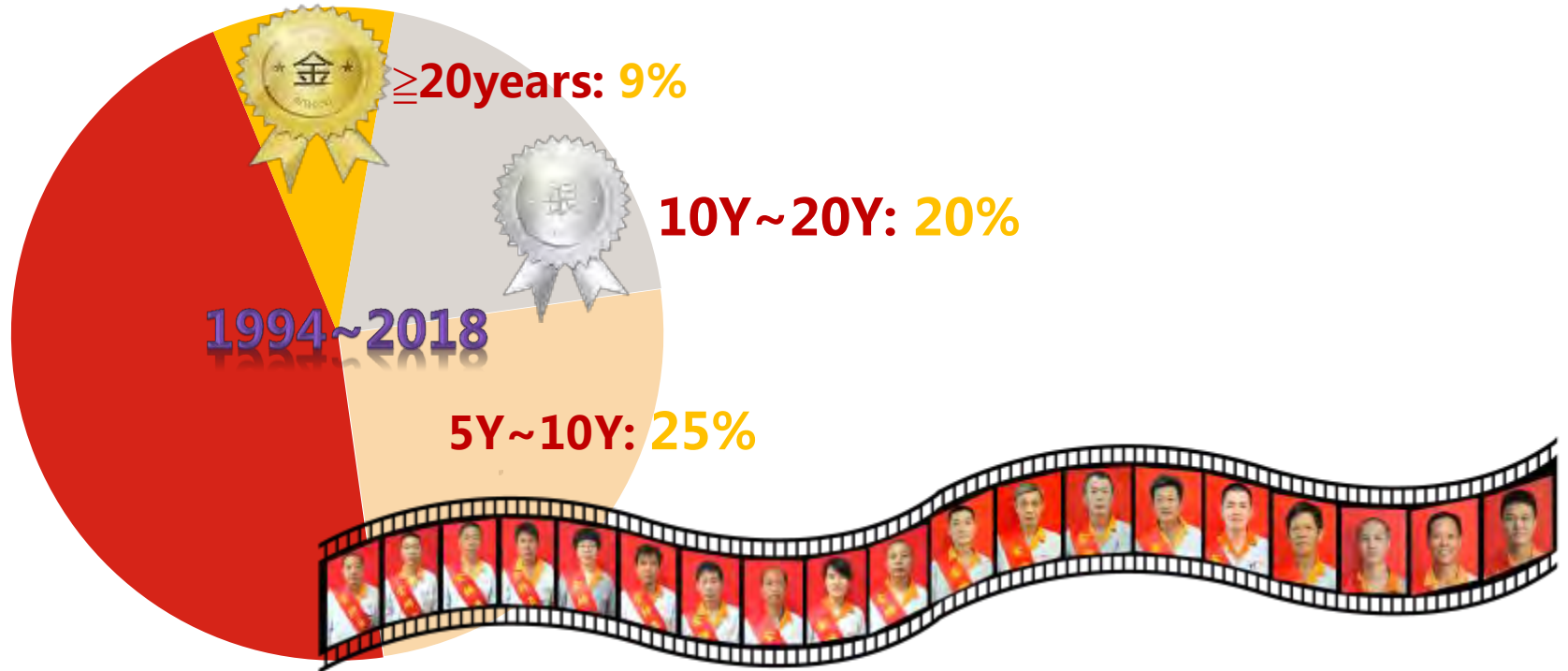


Solar and air energy utilization



Stable team as a key pillar

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



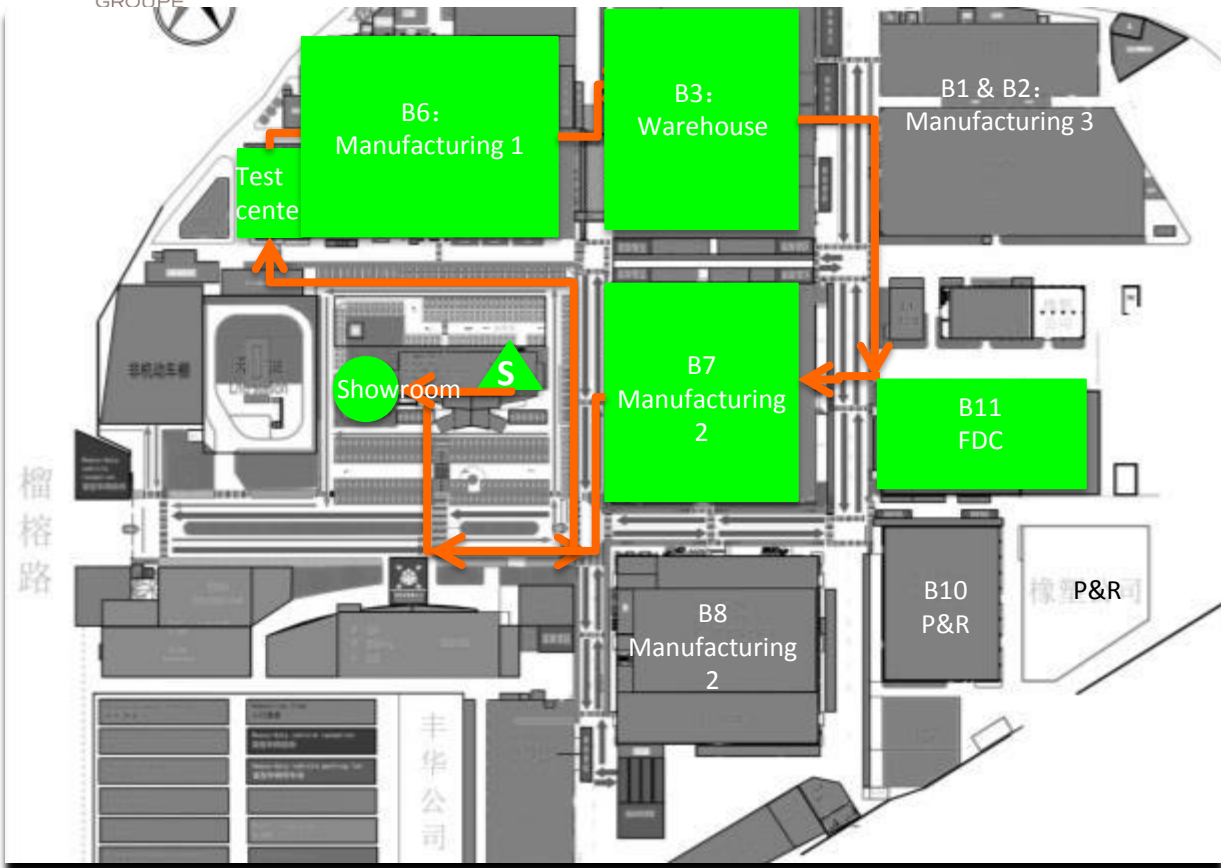
Employee care & growing



Employee care & growing



Visiting route & reminder



For your Health & Safety

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!