

Unilumin

Company Introduction

Unilumin 洲明

Rebuilding The Culture of Lighting With Technology and Art

LED Display · LED Lighting · Landscape Lighting





1. PROFILE OF UNILUMIN



2. PRODUCT AND APPLICATION



3. INNOVATION



4. FUTURE PLAN OF UNILUMIN



Unilumin

01

PROFILE OF UNILUMIN

1-1 Company Profile



Unilumin Group Co., Ltd. (stock code 300232), a world-class LED display solution provider, aims to provide high quality LED display products. The LED display market share of Unilumin ranks among the top three in the world for consecutive years and ranks the first in China in 2017.

Unilumin has an “Iron Triangle” structure based on Fuyong headquarter, Pingshan and Daya Bay as intelligent manufacturing base. Its overall landscape takes up to 270,000 square meters and equipped with world first-class R&D equipment. The 340,000 square meter, soon to be built Daya Bay science park will be the largest manufacturing base for LED products in the world.

1-2 Company Structure



DISPLAY A GLORIOUS WORLD· LIGHT UP A HAPPY LIFE

1-3 Subsidiaries

Unilumin structure

- ◆ Display Division , lighting division, E-commerce

Wholly-owned subsidiaries

- ◆ Guangdong Unilumin Energy-Saving Technology Co.,Ltd.
- ◆ ROE Visual Technology Co.,Ltd.
- ◆ Shenzhen LAMP Technology Co.,Ltd.
- ◆ JOYWAY Technology Co.,Ltd.
- ◆ Shandong Qinghua-Kangli Urban Lighting Research and Design Institute Ltd

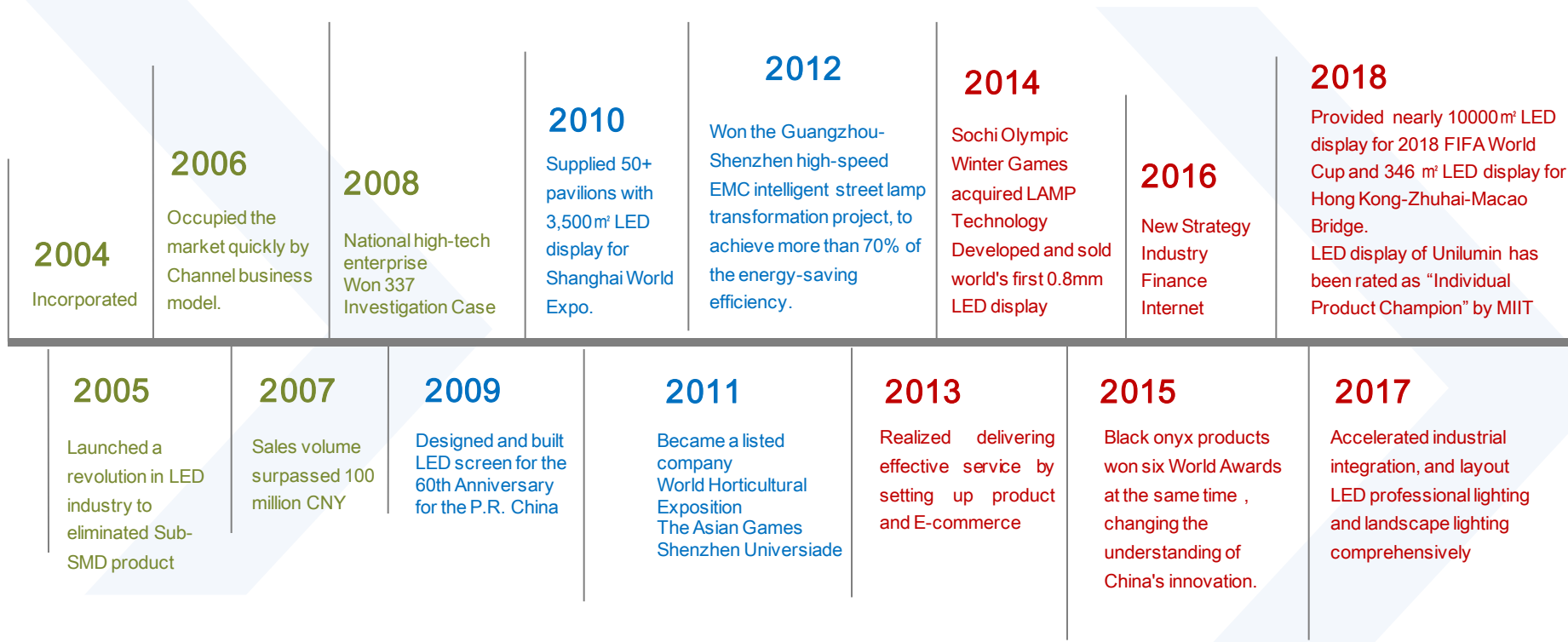
More than 20 Joint-stock companies

- ◆ Hangzhou Panasign Co.,Ltd.
- ◆ A+ Science&Technology Co.,Ltd.
- ◆ Shanghai HanYuan lighting Co.,Ltd.
- ◆ Shenzhen Colorful Times Technologies Co.,Ltd.
- ◆ Shenzhen NanDianYunShang Co.,Ltd.
- ◆ Xiaoming Network Technology Co.,Ltd.
- ◆ A subordinate maker space of Xiaoming——Lighting Coworking Space



Together, For a Brighter Future!

1-4 Development Process



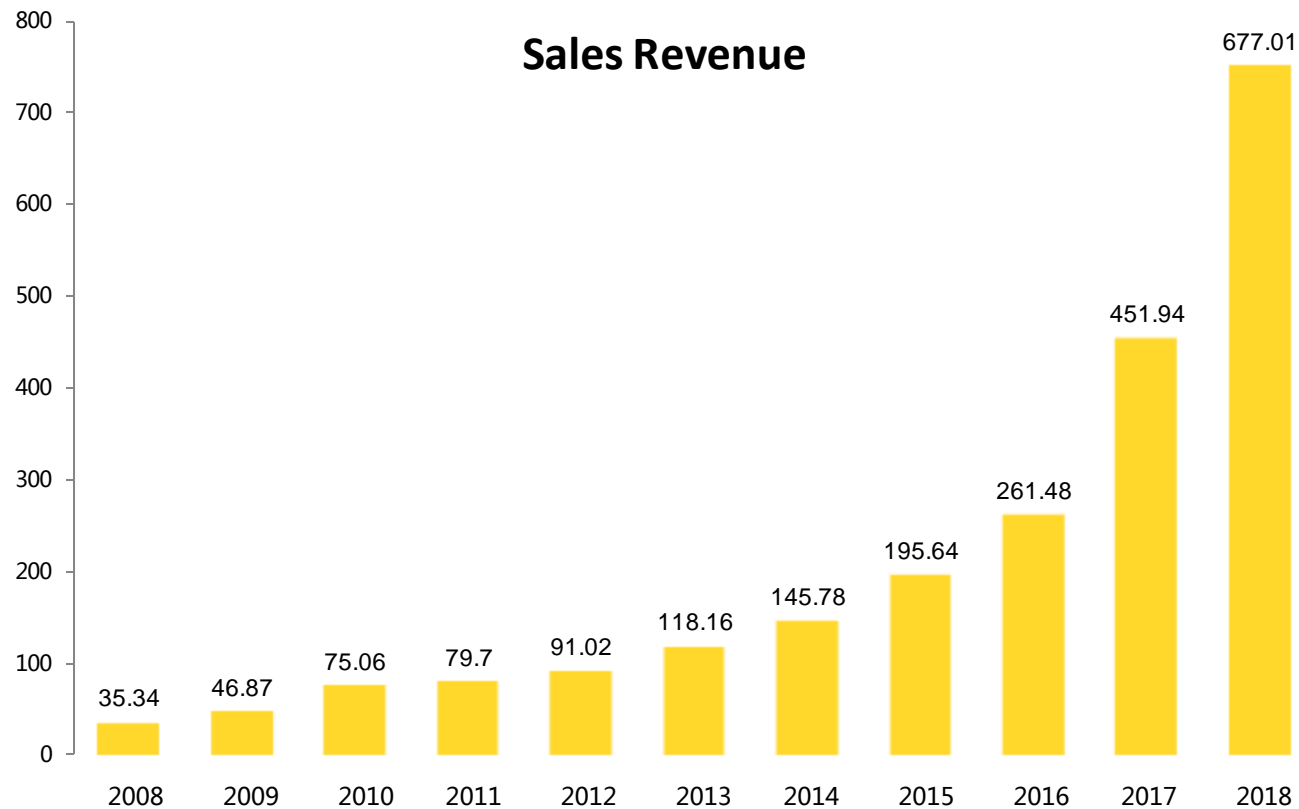
2004-2008 Entrepreneurial Strive

2008-2012 Steady Development

2013- Rapid Development

1-5 Sales Growth

Unit: Million USD

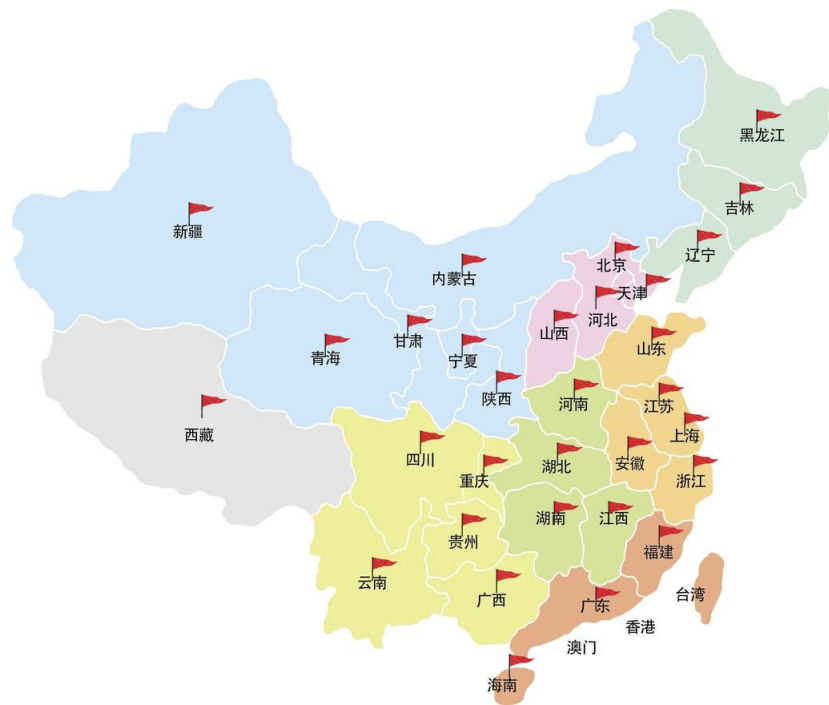


1-6 Sales and Service Network at Home

★ Distribution network covers whole country and ensures local sales and technical service.

★ More than 300 Certificate Agencies around China

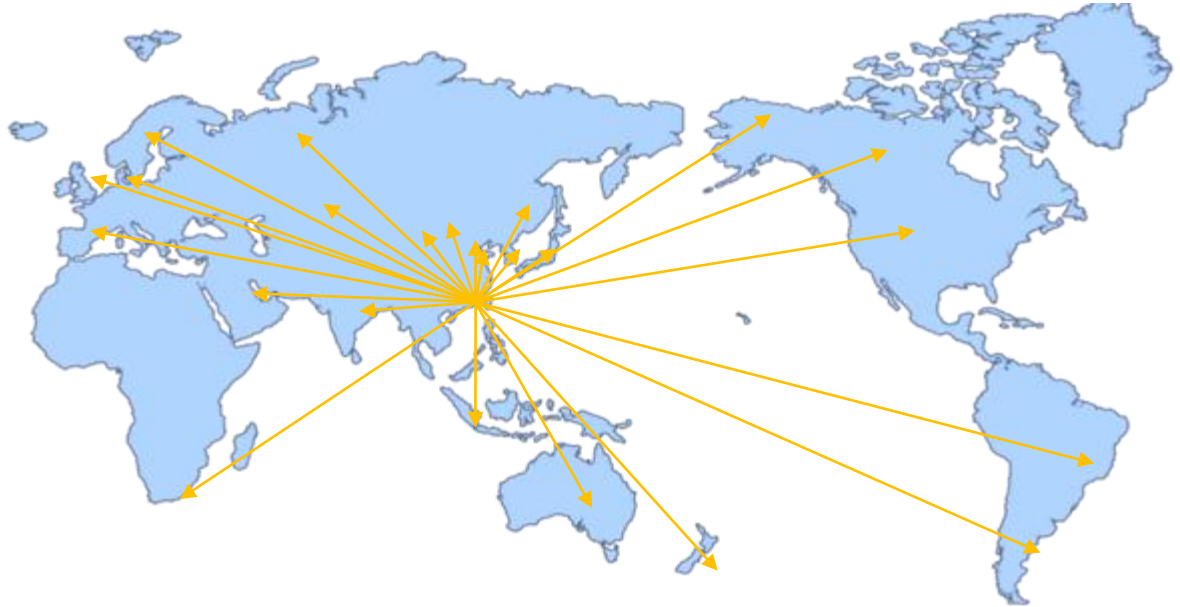
Unilumin Offices are equipped with pre-sale and post-sale personnel, showroom and complete warehouses for after-sales accessories to realize local service.



More than 160 countries and over 700 channels

Subsidiaries and Offices of Unilumin:

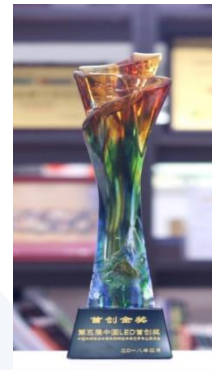
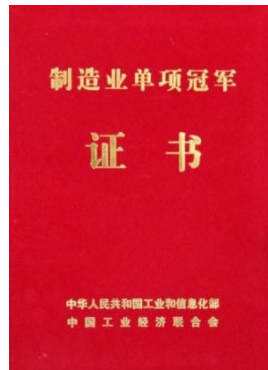
1. Orlando, USA
2. California,
3. New York, USA
4. Amsterdam, Holland
5. London, UK
6. Moscow, Russia
7. Melbourne, Australia
8. Dubai
9. Mexico
10. Korea
11. Japan
12. Germany



1-8 Unilumin Honors

Since its establishment, Unilumin has been granted a variety of honors, including “Individual Product Champion” by MIIT , National Hi-Tech Enterprise, Chinese Patent Excellence Award, Shenzhen Mayor Quality Award- Award of Encouragement, 2016 Chinese Listed Company Excellent Board of Directors, Top 10 Leading Technical Enterprises in LED Industry, National Quality and Sincerity Landmark Typical Enterprise, Products with Reliable Quality, The 7th Tianma Award “Best Board of Directors, etc.

Additionally, Unilumin is the standing director of China Semi-Conductor Lighting/LED Industry and Application Alliance, the standing director of China Soled State Lighting Alliance, vice chairman of Guangdong Semi-Conductor Lighting Industry Association, and vice chairman of Shenzhen Semiconductor Lighting Association.



1-9 Qualifications

In 2009, Unilumin lighting became the first enterprise in china whose products have passed AS1158.6 certificate of Australia , UL certificate of USA,CB of Europe and CQC certificate.

In 2013 , Unilumin lighting whole series of products has passed the UL/DLC, TUV/CB, TUV/CE, ENEC, AS1198.6, SEC, NOM, and be honored as Model Enterprise by Guangdong province, also listed in National Third Division purchasing plan list.

In 2016 , Unilumin all LED lighting products met CQC standard.

In 2018 , Unilumin lighting won the AEO Customs Certificate.

Unilumin LED display products have passed CE, ETL, CCC, UL, CUL, CB, FCC and ROHS certificate



The First one to pass AS1198.6



The first company in China to pass UL



3C



CB

1-10 Company Culture

Vision: Together, For a Brighter Future

Value: Mindfulness with altruism, progress with innovation

Collaboration

Willing to cooperate with others in work place

Achieving self-value by helping others

Attitude

Spreading positive energy

Treating customers with honesty and respect

Innovation

Constantly improving the system by innovation

Creating value for community.

Enterprising

Keeping pace with the times

Pursuing continuous progress



洲明员工携儿女庆祝
六一国际儿童节
Unilumin staff celebrates
Children's Day with Children



洲明优秀员工越南游
Unilumin Outstanding Staff
Vietnam Tour



洲明豪杰 不爱宅居爱登高
Unilumin elites
prefer climbing rather than
staying at home



俄罗斯员工与客户共唱俄罗
斯歌曲。
Russia staff and clients sing Russia songs



销售精英团队拓展
Team development of sales elites



每周学习日，员工成长
Weekly Learning day -To help
employees make progress both
physically and mentally.



洲明科技2017年度优秀员工
2017 Outstanding Employees of
Unilumin



1-11 Social Responsibility

In 2012, Unilumin set U foundation, it provides education aid for students and caring for the elder and provides assistance for poverty-stricken areas' construction, such as donating to Red star primary school and poor school in Yunnan Yongshan ,Zunyi and Baise.

In 2016, the Shenzhen Unilumin Public Welfare Foundation was officially registered and set up. It aims at promoting people's growth and improvements with multiple effective ways and paying attention to vulnerable groups and public charity, striving for the sustainable development and progress among human, society and environment.



Unilumin

02

PRODUCTS & APPLICATIONS

The LED display market share of Unilumin ranks among the top three in the world for consecutive years. By far, Unilumin has set up nearly 1,000 service outlets covering more than 160 countries and regions globally.





ROE

CREATIVE DISPLAY

ROE is acknowledged by whole industry. It

Created a New concept of Made In China

Germany IF Gold Award

Germany Red Dot Gold Award

Japan G-Mark Design Award

US Industry Design Excellent Award (IDEA)

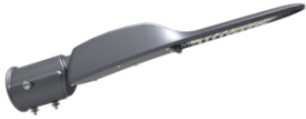
Most influential Asian Product Gold Award

The supreme honor of Red Star Award of the Chinese Design Community



2-2 Product Portfolio LED Lighting Series

Unilumin lighting is dedicated to designing and manufacturing LED lighting. Its products are widely applied to main roads at home and abroad. Among them SHARK series won many international design awards.



NANO



SHARK



I-SMART



UP



TUNNEL LIGHT

Indoor lighting : Cooperated with well-know brand, Unilumin indoor LED lighting series is five star rated in North American. And at retail in THE HOME DEPOT.



2-2 Product Profile

Unilumin Smart Streetlight



Shenzhen South Renmin Road
Smart streetlight project



Yingchuan Municipal Square
Smart streetlight project

Smart lighting

Signal Release

RFID
RF Identification

WIFI Connection

Automatic Sensor

Video Monitoring

Emergency Call

Car Charger



Tian'anmen Square Display (2009-2014)

Independent intellectual property

Unilumin provides customers with a variety of display solutions for security monitoring center , conference and command center, radio and television studio, commercial advertising, and other event.





Futian Smart City command Center in Shezhen



Beihai smart city command and control center



Smart city operation center of Zhangye, Gansu



Fujian Yongtai smart city operation center

2-3 Application

Command Center Application



Shenzhen Public Security Center



Lanzhou 110 Command Center



Yunnan Provincial Public Security Center



Shanghai Public Security Center

2-3 Application

Conference Room Application



PLA in Hong Kong



China IT Summit



London Financial Centre



Global Political Party Congress



2-3 Application

TV Studio Application



Seattle TV station



British election scene



Broadcast Studio of London Olympic



Guangzhou Radio and TV Studio



Fujian TV Studio



Guangdong TV Studio



Jilin Studio





Samsung NOTE8 Conference



National Theater



U2 World Tour



HUAWEI P20 Conference in France Paris



World Miss Contest



2018 dota2 International Invitational Tournament (TI8)



RNG Application



2018 PUBG International Invitational Tournament



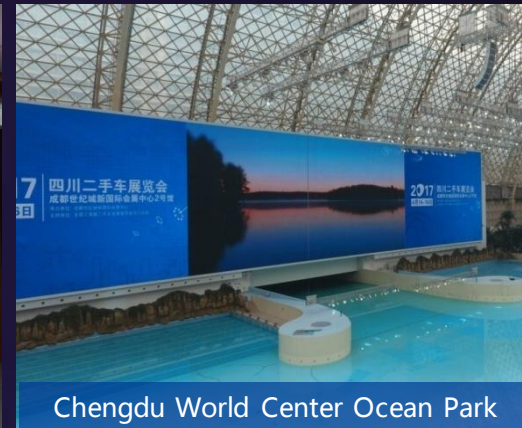
Seattle LOL Finals



NIKE Flagship Shop in Times Square,
USA



Hong Kong-Zhuhai-Macao Bridge



Chengdu World Center Ocean Park



About 70% LED display in Hong Kong Victoria Harbor are provided by Unilumin



Maoye Building, Guanyin Bridge, Chongqing

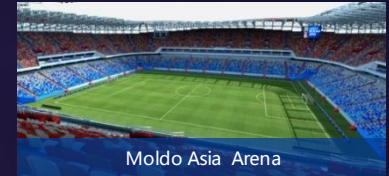
2-3 Application

Sports Event (2018 World Cup Sports Center)

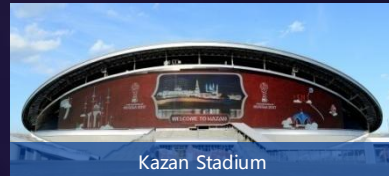
Unilumin sports preferred by most of the international sports events, such as Kazan University 2013, Sochi Winter Olympics 2014, and Brazil Olympics 2016, World Swimming Championships 2017, World Cup in Russia 2018, etc . The comprehensive service operation capabilities of Unilumin Sports are obvious to all.



Luzhniki Stadium



Moldo Asia Arena



Kazan Stadium



Samarra Coliseum



2017 World Swimming Championships



Italy Udinese team



Shaker stadium project in Germany



Sochi Winter Olympic Games 2014



Rio Olympic Games 2016



2018 NBA 5v5 Rundown



2018 French Super Cup

Professional Lighting Solutions

Adhering to its mission of “to create value for customer is the source of Unilumin’s continuous development and contribution to creating green environment”, Unilumin provides customers with municipal road lighting, expressway lighting, tunnel lighting, energy saving renovation of indoor lighting and other LED lighting application solutions. In the field of outdoor lighting, Unilumin’s LED street lamp and LED tunnel lamp adopt remote intelligent control system with the functions of remote monitoring, remote control, stepless dimming, fault alarm, secondary energy saving and so on. Its strategic product LED Intelligent lighting combines 8 main functions of intelligent energy saving, charging, intelligent positioning, security monitoring, WIFI hot-spot, information video, voice broadcast and communication base station.

In the field of indoor lighting, Unilumin provides professional lighting to high-end hotels, clubs, shopping malls, museums, exhibitions, large public buildings as well as well-known home brands, clothing brands, catering brands both domestic and abroad.

Guangzhou-Shenzhen Expressway Streetlight Reconstruction Project

- The first whole expressway LED streetlight reconstruction project
- The first road reconstruction project of 10-year EMC energy management contract mode at home
- The first expressway adopts intelligent control system for the whole line domestically.
- Refresh the landmark of light efficiency of whole lamp in the LED streetlight industry: 122LM/W
- Comprehensive energy saving: > 70%

Unilumin Lighting Extend to Nation Wide



Mei Guan high street light project



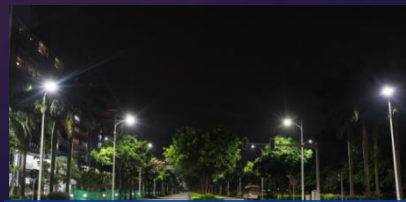
107 national highway street light



Shenzhen city center street lamp



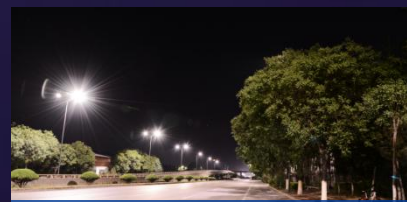
Tibet highway streetlamp



Guangzhou Air port street lamp



Wenzhou streetlight project



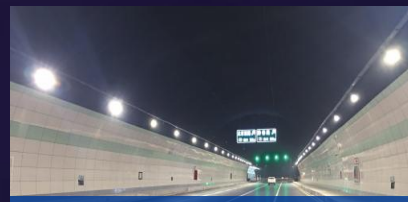
Tangshan North street lamp



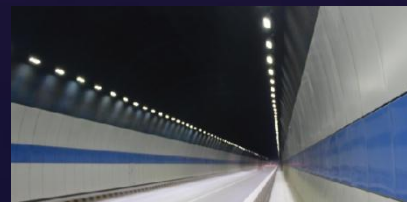
Anhui Huangshan Street Lamp



Hunan Hengshan Street lamp



Guizhou Haima tunnel lamp



Huangdao Songshan tunnel lamp



Taishun gate tunnel lamp

Unilumin Lighting Solution Applied by Main Streets in Aboard



Malaysia Pahang streetlight project



Austria streetlight project



Israel shark streetlight project



Czech platypus project



Dusseldorf streetlight project in Germany

2-4 Lighting Application

Indoor Lighting



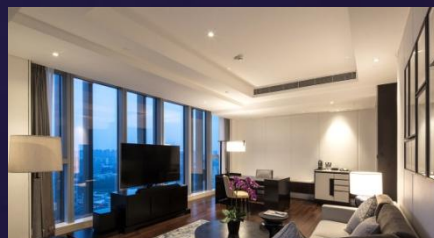
Hangzhou Grand Bay Diaoyutai MGM Hotel



Shanghai Long Art Exhibition Center



Renaissance Suzhou Wujiang Hotel



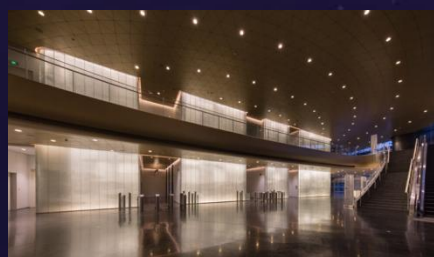
Hyatt Regency Shanghai



Marriott Hotels Shanghai



Agoda



Shanghai Center building lighting



Marriott Hotels

An aerial night photograph of a cityscape. In the foreground, a large, multi-tiered pagoda is illuminated with warm lights. A river flows through the middle ground, reflecting the city lights. The background shows a dense urban skyline with various buildings and lights under a twilight sky. The overall scene is a vibrant display of city lighting at night.

Landscape Lighting Solution

Reinventing light culture with technology and design.

Unilumin believes that with the development of nightscape economy and urban landscape lighting, lighting technology should not only satisfy people's material enjoyment in function, but people's spiritual enjoyment in design. Therefore, Unilumin merged companies that engaged in landscape design with the purpose of creating a group that provides lighting products rich in culture, science and technology. Unilumin integrates professional and experienced elites to build targeted project teams and work out designs that combine art, technology and culture. Unilumin aims to provide customers with one-stop solution including advising, consultation, planning, design, investment, construction and operation of urban lighting, planning and design of cultural tourism lighting as well as implementation and operation of tourism lighting and lighting system solutions.

2-5 Landscape lighting Application

Qingdao City Lighting (The sco summit)



2-5 Landscape lighting Application

Pinghu



Liuzhuang



West Lake Landscape

On stunning nights of magical city Hangzhou, Uilumin has been a part of ancient landscape



Chenghuang Pavilion



Jade Emperor Hill



Fuxing



Jingci temple

2-5 Landscape lighting Application

Shanghai Center lighting



Hangzhou Olympic center



Nagaworld phase ii project in Cambodia

2-5 Landscape Lighting Application

Blue and yellow are used as main color in Shenzhen Haibin lighting project. The sparkling color of light reveals the passion and energy of the young city Shenzhen.

Shenzhen Haibin Square Lighting



2-5 Landscape Lighting Application

Dujiang Weir lighting



Daqing Olympic Park lighting



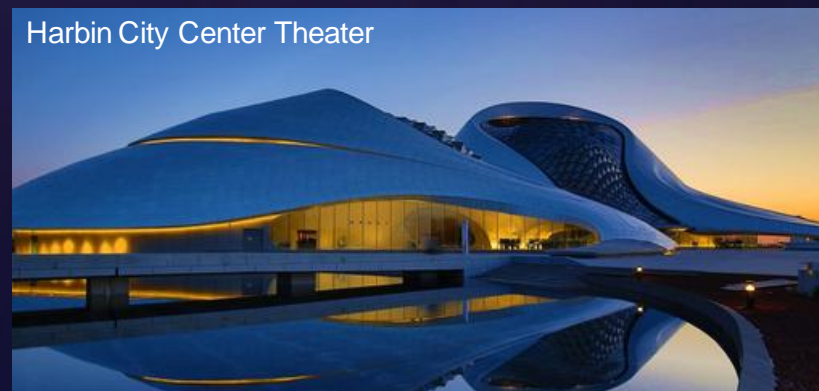
Kaiyuan overpass in
Weifang Brightening



Economic Corridor
lighting project



Harbin City Center Theater



The graphic consists of a dark blue chevron pointing right, which is part of a larger light blue chevron pointing right. The dark blue chevron contains the text 'Unilumin' and '03'.

Unilumin

03

INNOVATION



Intellectual Property Management System

Unilumin Patents	
National Patent	888
International Patent	96
Innovation Patent	79
Utility model patents	564
Design Model Patents	182
PTC	31

Total Patent Amount 984



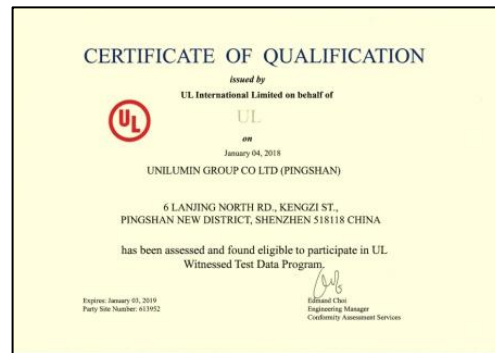
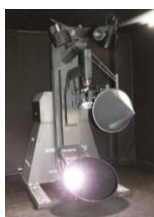
16th, 18th China Patent Excellent Awards

3-1 Innovation

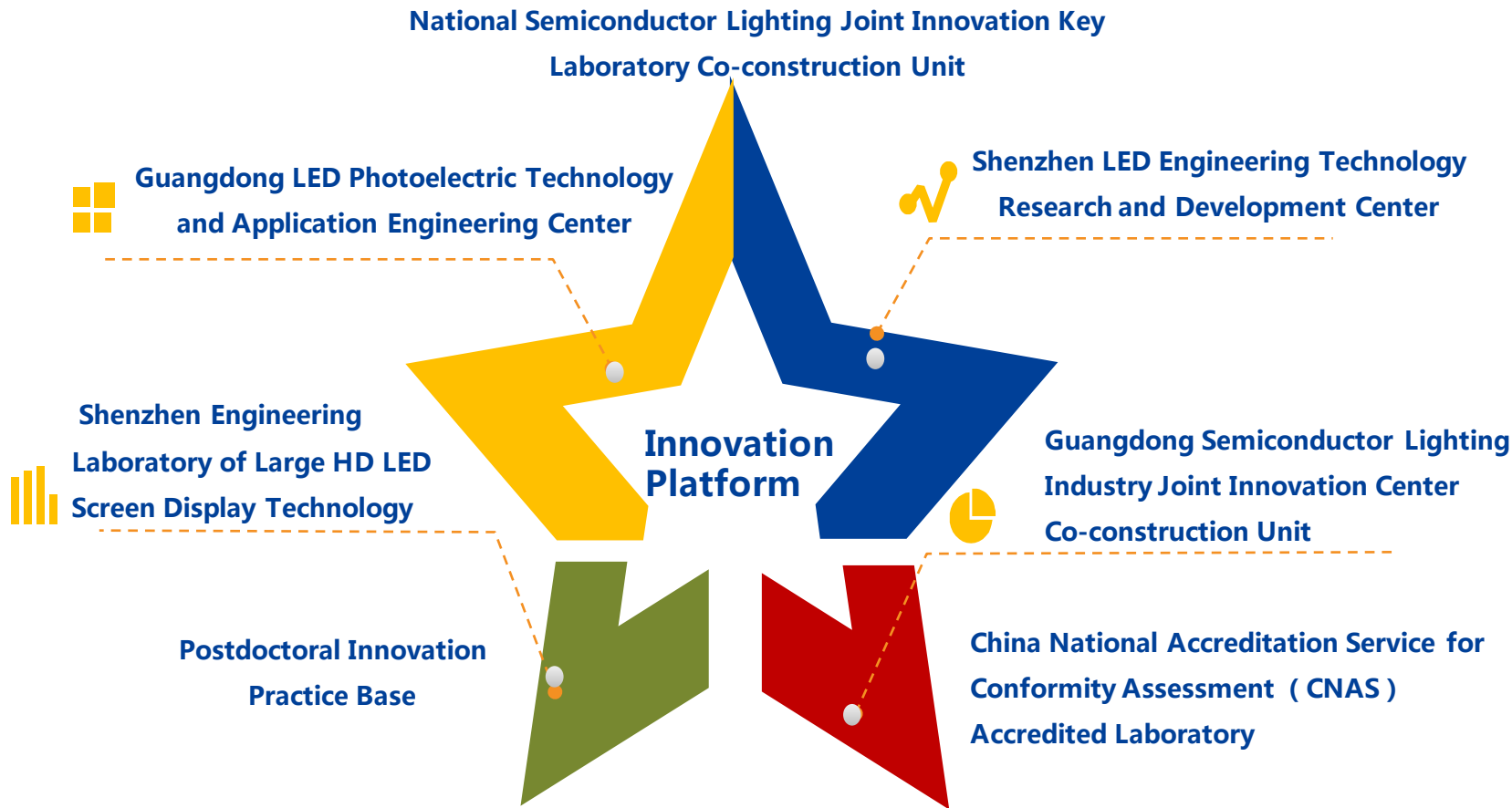
Unilumin Central Laboratory

Unilumin Central Laboratory has been recognized by **CNAS (code L6507)** and has become **SGS, TUV-SUD, TUV Rheinland, UL-WTDP** eyewitness laboratory. It is the co-construction unit of CSA state key laboratory of semiconductor lighting joint innovation.

The laboratory mainly provides reliable testing data for the design, development and verification of new products in the early stage, quality control in the later stage and pre-certification prediction test within the company, and also provides the same service for external customers, making it a testing platform Shared by the industry.



3-1 Scientific research innovation



R&D Projects

Unilumin undertakes a number of national, provincial and municipal R&D projects, which has proved its scientific research strength, and further promoted the development of the industry. So far, the projects undertaken include:

- 
- National 12th Five-Year Support Project -1 item
 - National Energy Application Technology Research and Engineering Demonstration Project- 1 item
 - National 863 Program - 2 item
 - 13th Five-Year National Science and Technology Department Project -3 item
 - Comprehensive Strategic Cooperation Project of Guangdong province and Chinese Academy of Sciences -1 item
 - Major science and technology projects of Guangdong Province -5 item
 - Shenzhen technical research project -3 item

3-2 Participation in standard setting

Unilumin is a member of Standardization Committee in the CSA National Semiconductor Alliance, LED Lighting Standard Optical Component Certification Committee, LED Industry Patent Alliance and other standards development organizations. The standards that Unilumin participates in setting for promoting industry standardization are as follow:

Standard Name	Standard Level
National road lighting standard--CJJ45-2015	National
Technical requirements for LED urban road lighting application	National
Technical requirements for LED indoor lighting application	National
Energy measurement and verification technical requirements for lighting system	National
Communication protocol of interface application layer in LED public lighting intelligent system	Industrial
Compliance measurement method of LED lighting application interface : road lighting / tunnel lighting for non-integrated LED modules	Industrial
Requirements for LED lighting application interface : downlights of LED modules with no heat dissipation and detachable control device	Industrial
LED lighting smart device: functional specification of home intelligent lighting equipment	Industrial
.....Up to now, Unilumin has participated in the formulation of 12 national standards and 18 industry standards .	National/Industrial

Core industries



Internet



Finance



3-4 Internet Industrial Platform

At present, Colorful Times has become **the largest traffic portal for the display industry on the Internet platform**. Distribution of 50,000+ orders and GMV valued at 1.3 billion in 2017.

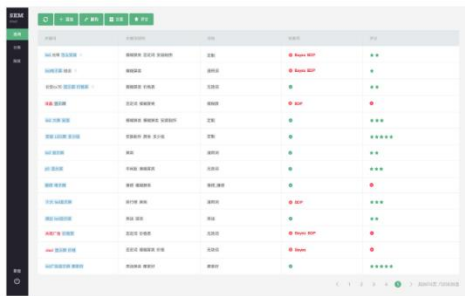
20,000 orders have been distributed in the first quarter of 2018. It is estimated that 100,000 orders will be distributed throughout the year, and GMV valued at 26.77 billion.



最大的商业显示服务平台

目前每天有7000客户造访，2018年将派发10万条订单，GMV 26.77亿

自主研发的基于人工智能的SEM工具



智能适配关键词的着陆页



1.8万家认证服务商加盟

全国最大的渠道品牌蓝普通过万屏推广品牌和促进渠道分销

认证服务商数量增长趋势



服务商参与抢单次数增长趋势



目前已有1.8万家认证服务商加盟。预计2018年年底加盟的服务商数量将达到5万家，将覆盖LED、LCD、DLP等多种商业显示方案，提供供应、内容定制等丰富的服务。

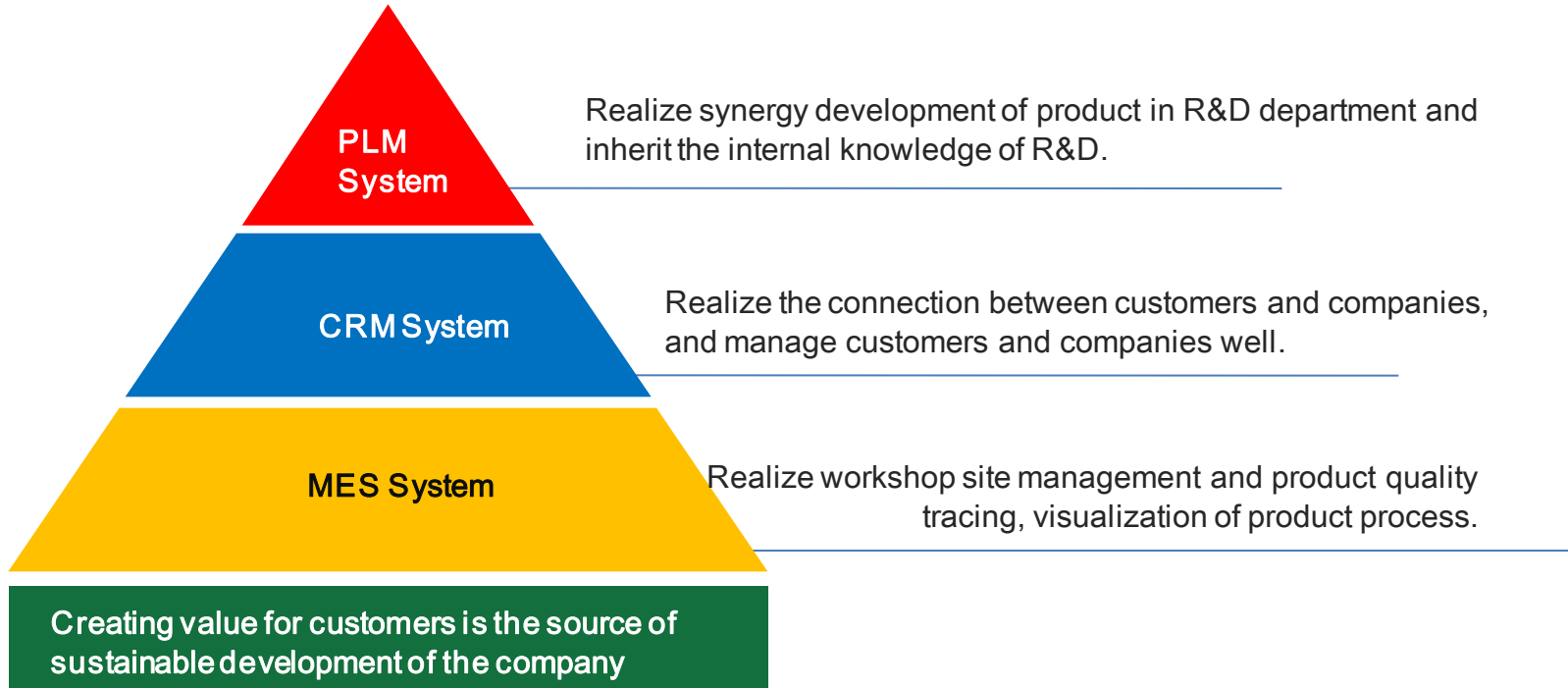
3-4 Internet Industrial Platform

Baidu also acknowledged that Colorful Times is the first traffic portal for the display industry on the internet platform and reached an exclusively strategic cooperation with Colorful Times.



3-5 Internet+ Management

Making management more orderly, making decisions faster, reducing company operating costs, improving company operational efficiency, so as to provide customers with high quality, fast delivery of products and solutions.



Unilumin Group Electronic Purchasing System

Strengthen the electronic procurement system, further reduce the procurement costs generated by human factors and improve procurement efficiency

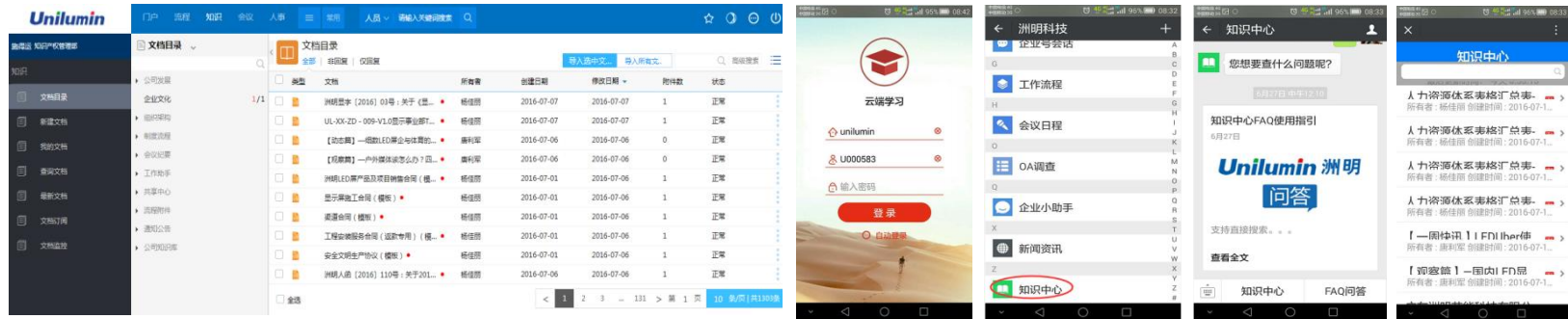


Centralized purchasing

Centralized Finance management

Group operation

Establish a shared test center



OA system (office system combining operation and Automation)

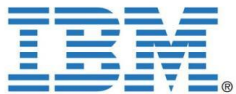
Set process approval, knowledge sharing, portal announcement, meeting schedule and other office elements in one, while supporting the integration of other office systems, centrally presenting the major office system data, can simplify office operations and improve office efficiency.

E-learning platform: realizing mobile learning

Mobile Knowledge Platform: The knowledge base will be displayed through the enterprise account of wechat, controlling access rights as well as allowing employees to find the sharing files for corresponding knowledge anytime and anywhere.

3-6 Learning world-class management practices

Panasonic



2010~present , Panasonic Lean Manufacturing (JIT) Consulting

Unilumin has learned management philosophy from the excellent enterprises over the world to study and create its **Atomic Management Model:**

aims to cultivate a way for everyone to understand business, and to actively manage individuals, teams, enterprises and families to maintain sustainable competitiveness.

Lean Production: introducing Panasonic's Manufacturing Management System

Partner Mechanism: introducing Ernst & Young's Partner Mechanism

Group operations and strategic management: learning IBM's advanced company operations experience.

Unilumin constantly learns, uses and summarizes its own business management model suitable for own development.

3-6 Industry-University-Research Cooperation Innovation

- Established technical cooperation with Suzhou Institute of Nanotechnology of the Chinese Academy of Sciences, National Semiconductor Research Institute, and National Semiconductor Industry Alliance.
- In 2011, officially signed a strategic cooperation framework agreement with Tongji University based on product design.
- In 2014, cooperated with the National Semiconductor Innovation Alliance on the "Integrated Packaged Light Source Technology for Semiconductor Lighting" project.
- In 2015, cooperated with Jinan University to conduct research on the engineering application of visible light communication in complex electromagnetic environment.
- In 2016, cooperated with Nationstar on the COB integrated packaging and system development of high-density narrow pixel pitch LED display.
- In 2017, cooperated with Cedar electronics and Shanghai Sansi and other university enterprises in the 13th five-year national science and technology ministry project.
- In 2017, cooperated with South University of Science and Technology of China on the research of AR/VR and Mini LED.

Unilumin

04

FUTURE PLAN OF UNILUMIN

Vision and positioning

- Creating a technology and design platform and become the global leader in LED display solutions

Development goals

- Taking the real benefit to the customers as the source power for the sustainable development of Unilumin Group, and create the customer's ultimate experience.
- Focusing on the application scenario of LED industry, we can promote the rapid growth of high quality of the group by utilizing industrial capital, information technology and organizational capabilities, thus making elite and assistant partners successful, and promoting the progress of the industry and social development.

Business layout

- Making sure LED display is the main business of Unilumin and LED lighting is important business.
- Establishing an industrial Internet platform through innovative mode in lighting area
- Developing new business and explore new direction for future upgrading and transformation of enterprises.



The Future Ahead

- Unilumin will focus on the strategic positioning of "industry + Internet + finance".
- Firmly uphold the industry's ambition and uphold the artisan spirit.
- Focus on LED products, services and integration solutions.
- To be a world leading brand in the field of LED application.
- Contribute to the development of the industry, perform well on the world stage on behalf of China intelligent manufacturing.

Thank you!

Unilumin 洲明

