

HIGOLD®

HIGOLD GROUP BRIEF INTRODUCTION

HIGOLD® GROUP

Higold strives for high-end hardware solutions for homes, such as furniture fittings, kitchen and bathroom hardware, and outdoor furniture.

Since 2004, Higold has focused on production, research, and marketing to become a leader in China's home hardware industry. Higold has partnered with many famous real estate and household brands in China.

Higold also has large manufacturing bases in Foshan and sells products to more than 90 countries worldwide.

In 2020, Higold cooperated with Donnie Yen, a well-known actor, as Higold brand ambassador. Higold aims to build a world-renowned household hardware brand that improves the quality of human life.

7
Divisions

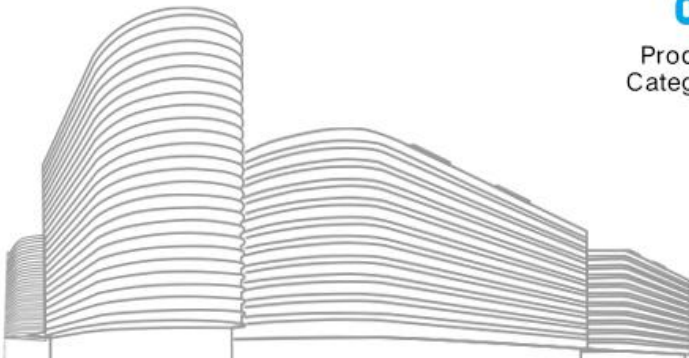
400,000 m²
professional
manufacturing
bases

2000+
Employees

8+
Product
Categories

800+
Patents

90+
Countries
with sales



HIGOLD® DEVELOPMENT HISTORY

H 2004-2010

2004

- Established in Shunde Xingtan

2005

- Started to export outdoor furniture

2006

- Expanded production base to 15000 square meters

2007

- Partnered with famous domestic brands

2008

- Focus on **design and brand** as the core of development

H 2016-2019

2016

- Awarded "Executive Chairman Unit"
- Became the main drafting unit of kitchen functional hardware standard
- Set up dealers in 100+ cities in China

2017

- Built the third production base in Shunde
- Built a Long-term partnership with Pininfarina Team

2018

- Laid the foundation of Star Headquarters

2019

- Chairman Alwin Ou was awarded "Advanced Entrepreneur of the New Era"
- Selected into the "China Home Furnishing Industry Hall of Fame"
- Showed in CCTV's "Consumer Advocate" program

2004-2010

2011-2015

2016-2019

2020-2022

H 2011-2015

2011

- Higold was awarded as one of the top 10 kitchen and bathroom accessories company in China

2012

- Awarded as Shunde Longteng Company

2013

- Established a kitchenware company

2014

- Opened a flagship store over 1,000 square meters in the Netherlands
- Established E-commerce platform

2015

- Established flagship stores in 70 cities in China
- Sell products to 86 countries
- Built the second production base
- Awarded as a national high-tech company
- Became the drafting unit of the national standard of "Household Kitchen Equipment"

H 2020-2022

2020

- Became the joint laboratory support unit of Chinese Academy of Sciences
- Won "Foshan High-tech Zone Manufacturing Single Champion Enterprise"
- Cooperated with superstar Donnie Yen
- Became the exclusive business partner of **GRASS** Hardware in China

2021

- Won "National Quality Inspection and Stable Qualified Products"
- Laid the foundation of the intelligent manufacturing base

2022

- Targeted to become a high-end hardware solution provider of whole house
- The Hexagonal Building - First intelligent factory in AP.

HIGOLD® STAR HEADQUARTERS

Higold Group's automation intelligent manufacturing base is located in Foshan Shunde, with 160,000 square meters, including Higold Star Headquarters with 30,000 square meters.

The Higold Star Headquarters has a unique and elegant design that combines high-tech, dynamic, and fashionable elements. It will build R&D center, industrial internet center, new materials lab, and smart home system showroom. Higold focus on Intelligent Manufacturing and diversified Innovation.



HIGOLD® HEXAGONAL MANUFACTURING BASE

200,000 m²

EUR 66 Million

4 smart factories, 1 center, 1 hardware showroom

1billion hinges capacity annually



HIGOLD[®] VISION

Leading world-class homeware brand



FULL CATEGORY



MULTI-CHANNEL



MULTI-BRAND



GLOBALIZATION



HIGOLD® NATIONAL NEW PRODUCTS LAUNCH EVENT

Provide a “one-stop shop service” and new product experience

3 times
Per month

1000+
Designers and Potential partners



HIGOLD® GRAND EXHIBITION IN CHINA

1000+ m²

CBD (GUANGZHOU)



600+ m²

KBC(SHANGHAI)



200+

REGIONAL MARKETING EVENT



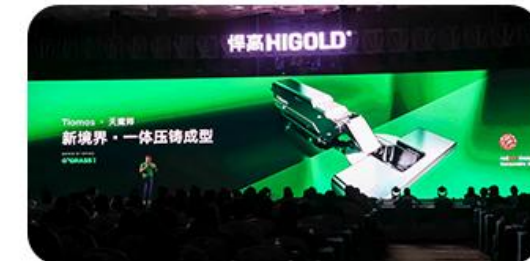
HIGOLD® GLOBAL BRAND PARTNER

Higold Group has been the exclusive business partner of Grass in China since June 1st, 2020.

- strategic partnership to develop market
- Sell Grass product via Higold omni-channel
- Win-win result



▲ Mr.Alwin Ou & CEO of Grass Mr.Albert Trebo



HIGOLD® BUSINESS PARTNER

OPPEIN 欧派

SOGAL 索菲亚
衣柜 | 整家定制

Boloni
博洛尼全屋定制

QuanU 全友

金牌厨柜
更专业的高端厨柜

ZBOM
志邦家居

M
瑪格全屋定制
MACIO CASA

DeRUCCI 慕思

vatti 華帝

KEFAN 科凡
全屋轻奢定制

艾依格
全屋定制

GABOR 嘉宝
慕尚全屋定制

百得胜
BETTER

BAINENG 百能
不锈钢家居定制

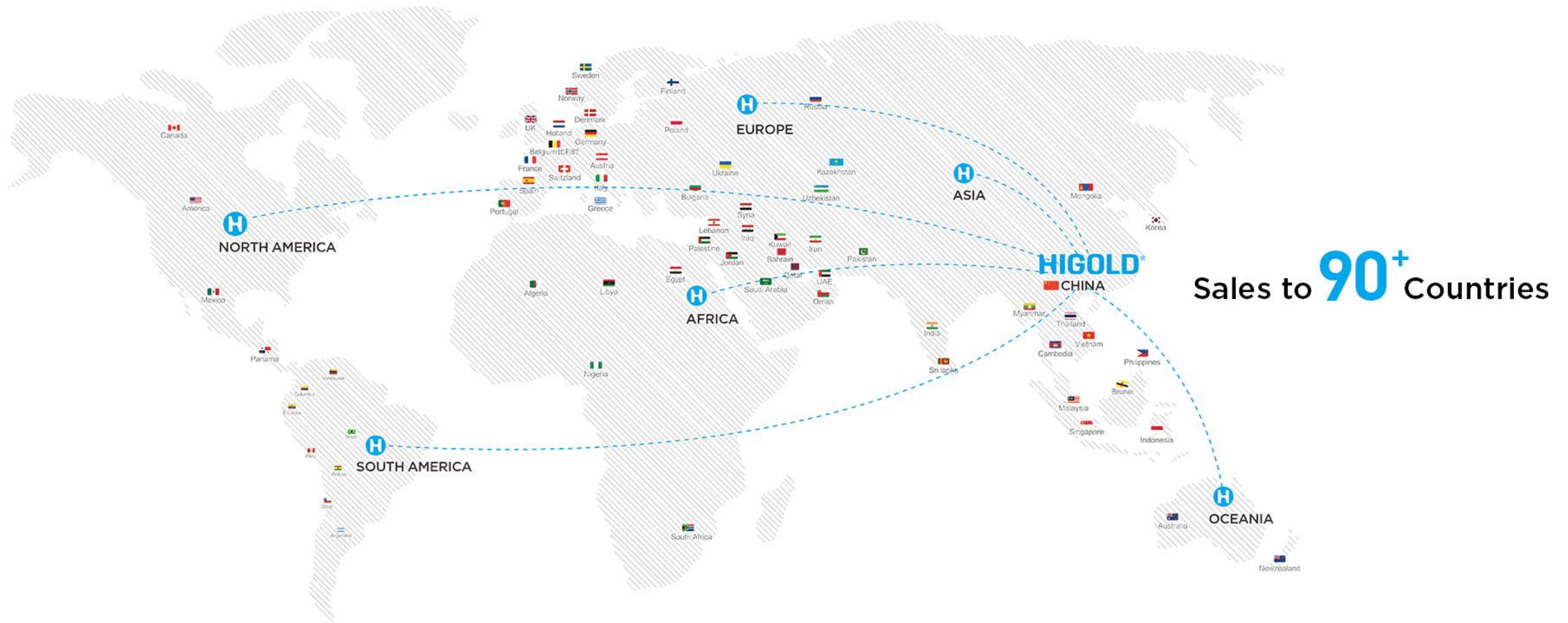
SCHMIDT 司米
整体厨房 · 定制家装

PIANO
皮阿诺全屋定制/整体橱柜
意大利 | 中国

BORCCI 柏厨
方太集团旗下高端厨柜品牌

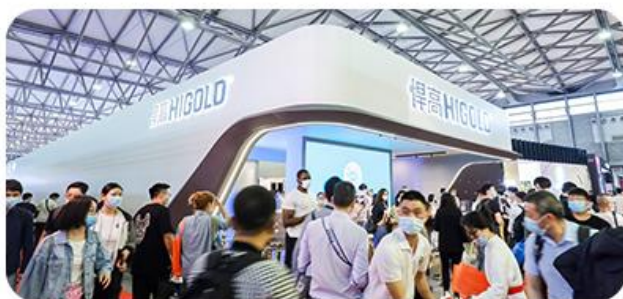


HIGOLD® GLOBAL SALES NETWORK



HIGOLD® FOOTPRINTS

Participated in 400+ Global Exhibitions



HIGOLD® ONLINE SALE CHANNELS

E-COMMERCE



Taobao



TMALL



JD.com



Douyin Live

CLOUD COMMERCE



customers order via

our own APP



MOBILE SHOWROOM



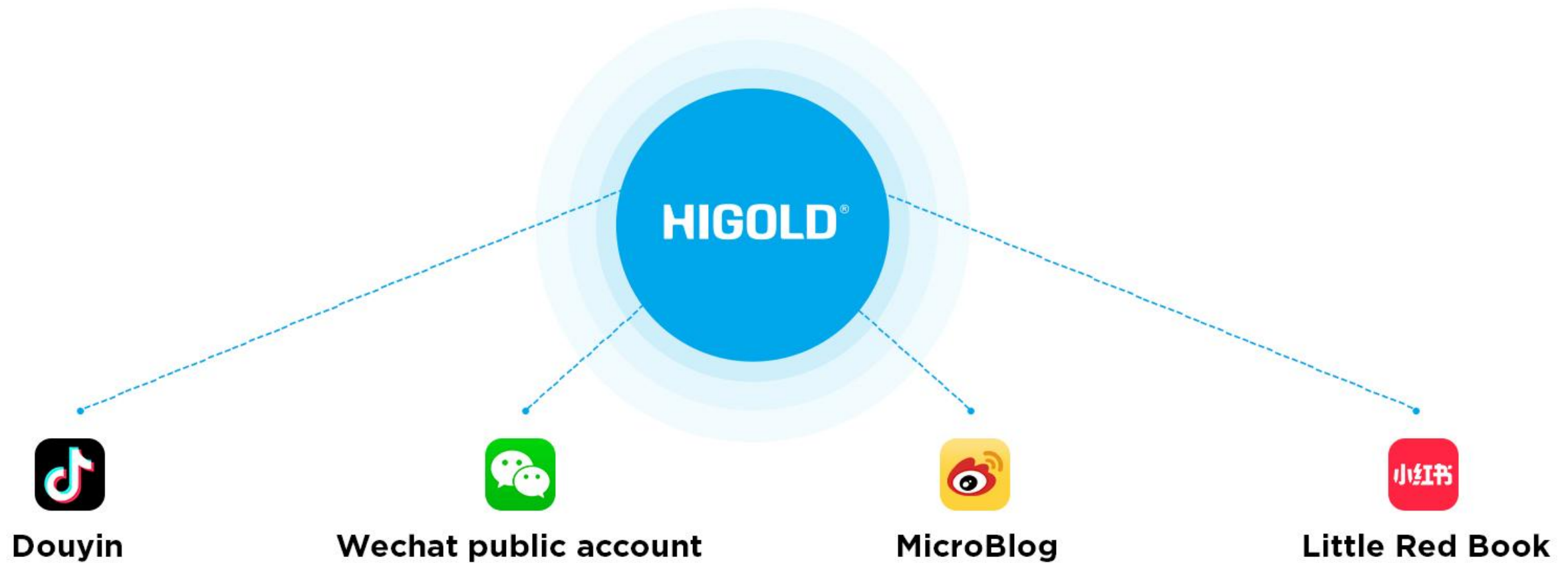
Present in

200+ cities



HIGOLD[®] DIGITAL MARKETING

NO.1 on each platform in our segment



HIGOLD® DESIGN CAPABILITY

NICOLA GIROTTI

Director of the Pininfarina



NICOLAS THOMKINS

Product Research & Development Director



PIERRICK TAILLARD

A well-known French
design agency



CLAUDIO BELLINI®

A famous Milan
design team





8 times Red Dot Award

(2014, 2017, 2018, 2021, 2022, 2022, 2023, 2023)



red dot award 2023
winner



red dot award 2023
winner



red dot award 2022
winner



red dot award 2022
winner



red dot award 2021
winner



red dot award 2018
winner



red dot award 2017
winner



red dot award 2014
winner

9 times iF Design Award

(2020, 2021, 2021, 2022, 2022, 2022, 2023, 2023, 2023)



DESIGN AWARD 2023



DESIGN AWARD 2023



DESIGN AWARD 2023



DESIGN AWARD 2022



DESIGN AWARD 2022



DESIGN AWARD 2022



DESIGN AWARD 2021



DESIGN AWARD 2021



DESIGN AWARD 2020



HIGOLD®

THE MAIN PRODUCTS SERIES DISPLAY

Kitchen Hardware



Wardrobe Storage Hardware



Hinge



Slide & Drawer



Sink & Tap



Cabinet Lighting



Door & Windows Hardware



Bathroom Hardware



Kitchen Appliances



Outdoor Furniture



HIGOLD® EHS MANAGEMENT SYSTEMS

- To reduce injuries, accidents, pollutants, waste, operating costs and potential disadvantages.
- To achieve sustainable business development, and to improve efficiency and credibility.



Environment Management
Systems certification



Quality Management
Systems certification



HIGOLD® CULTURE



MISSION

Strive for improving the quality of human life



VISION

Leading world-class home hardware carrier



VALUE

Innovation, Challenge, Insistence



SLOGAN

Higold, Higold, Ever High



HIGOLD® HONOR



Top 10 Kitchen and Bathroom Accessories Enterprises in China



China High Technology Enterprises



The drafting unit of the national standard of "Household Kitchen Equipment"



The main drafting unit of the group standard of "Functional Hardware Basket for Home Use"



Top 10 Hardware Industry in China home Manufacturing industry
The top 500 Enterprises of China's home hardware industry in 2020



The top 10 Brands of home hardware industry trusted by consumers in 2020



The Iconic Brands of China's home hardware industry



Foshan High-Tech Zone Intellectual Property Intensive Enterprises in 2021



Unit of executive president in Guangdong Outdoor Furniture Associations



China Furniture & Decoration Chamber of Commerce Kitchen Cabinet Committee



Contribution Unit Of Great Bay Area Design Study in 2021



Top 100 manufacturers in Foshan



National hardware and building materials industry quality leading brand



National hardware building materials industry leading quality enterprises



National Quality Inspection Stable Qualified Products



2020 Himalaya Design Awards



The FT Qualityaward



Golden Hook Prize



China International Furniture Fair (Guangzhou)



China Custo Home Style Awards 2019



Excellent Prize China Red Star Design Award



China kapok Design Awards-Craftsmanship Spirit



The 6th China Door and Window Curtain Wall Innovation Star Product Supreme Award



2021 Guangzhou International high-end customized lifestyle Exhibition



2017 Pinnacle Awards Asia-Pacific



Gold award for ONDA recliner series



Social forces set up science and technology awards (Sungrui Science and Technology Award)

THANK YOU

www.higold.com.cn