

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.

EUR **216 Million**
Revenue

EUR **27.3 Million**
Profits

7
Divisions

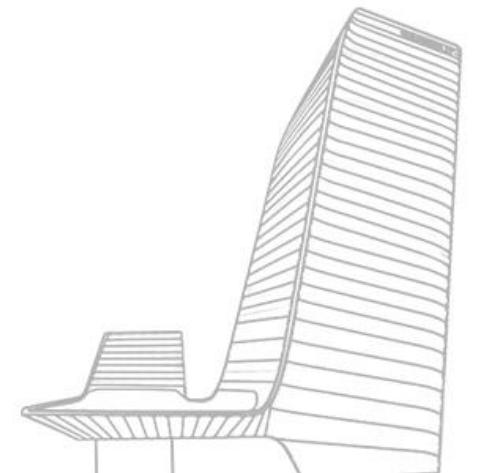
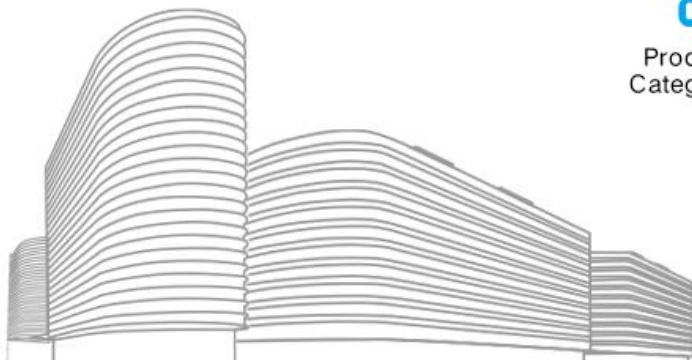
400,000 m²
professional
manufacturing
bases

2400
Employees

8⁺
Product
Categories

800⁺
Patents

100⁺
Countries
with sales



HIGOLD® DEVELOPMENT HISTORY

H 2004-2010

2004

- Established in Shunde Xingtang

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 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
- Awarded as a national high-tech company
- Became the drafting unit of the national standard of "Household Kitchen Equipment"

2004-2010

2011-2015

2016-2019

2020-2023

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 first production base—STAR HEADQUARTERS
- Built a Long-term partnership with Pininfarina Team

2018

- Laid the foundation of Star Headquarters Building

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

H 2020-2023

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 second production base—HEXAGONAL MANUFACTURING BASE

2022

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

2023

- Initial Public Offering has been approved
- Double sales during three years pandemic period

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

EUR **700 Million** Revenue **2025**

Leading world-class homehardware 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

~EUR 8Million Gross sales

1000+ Designers and Potential partners



HIGOLD® GRAND EXHIBITION IN CHINA

1000+ m²

CBD (GUANGZHOU)



600+ m²

KBC(SHANGHAI)



200+

REGIONAL MARKETING EVENT



HIGOLD

HIGOLD
— HAPPY CHINESE
NEW YEAR

WWW.HIGOLD.COM.CN

www.higold.com.cn

HIGOLD®

FOCUS ON KITCHEN HARDWARE

悍高 · 专注厨房五金

+86 400 0188 390



WORLDWIDE
HIGOLD DESIGN POINT

HAPPY
CHINESE
NEW
YEAR

HIGOLD BRAND ADVERTISEMENT ON NEW YORK TIMES SQUARE

HIGOLD®
Creative Living Soul!

**HIGOLD® BRAND
ADVERTISEMENT ON
HIGHWAYS,
AIRPORTS,
TRAIN STATIONS.**



HIGOLD®

Creative Living Soul!

**HIGOLD® BRAND
ADVERTISEMENT ON
CITY BUSES**



HIGOLD®

悍高HIGOLD® × 甄子丹

品牌代言签约仪式



HIGOLD® Brand Spokesman: Donnie Ye

欧锦辉

甄子丹

HIGOLD®
Creative Living Soul!

**HIGOLD® BRAND
ADVERTISEMENT ON
CITY BILLBOARDS**







ZHONG SHAN FLASHIP STORE DESIGN (1)

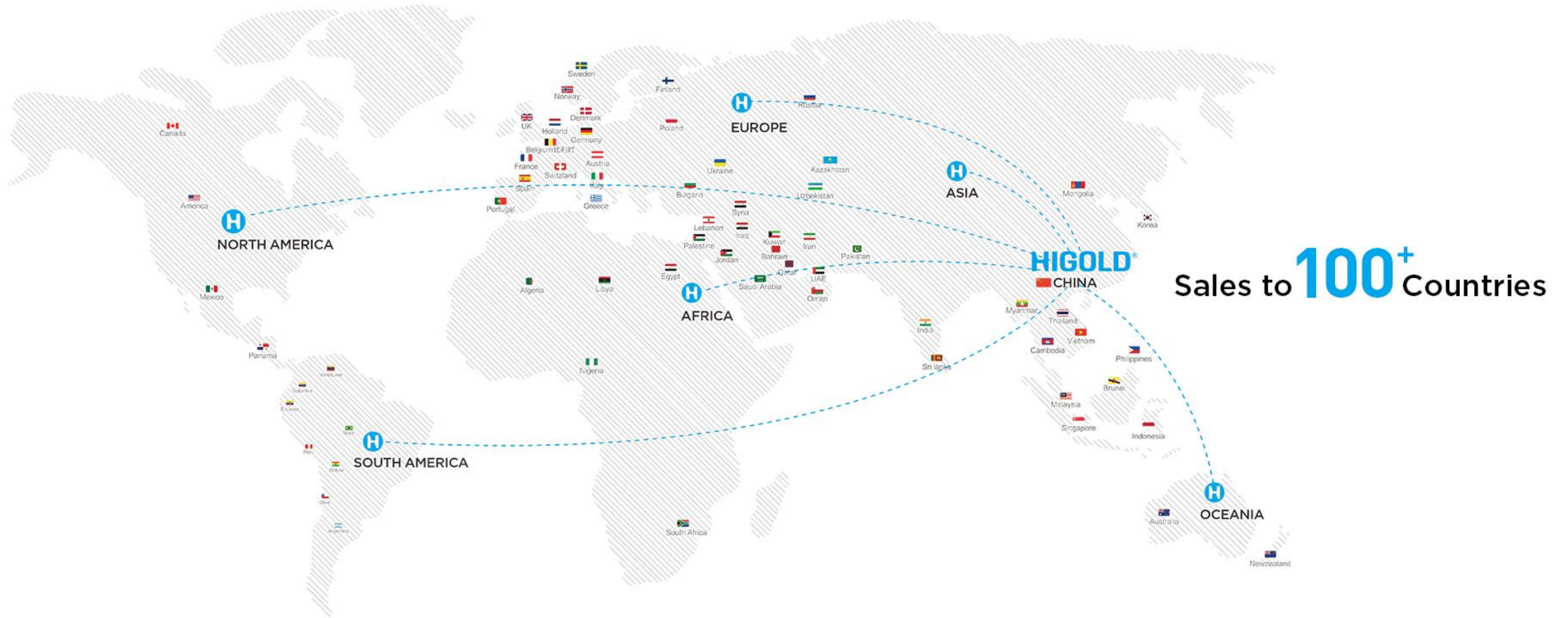


ZHONG SHAN FLASHIP STORE DESIGN (2)

ZHONG SHAN FLASHIP STORE DESIGN (3)

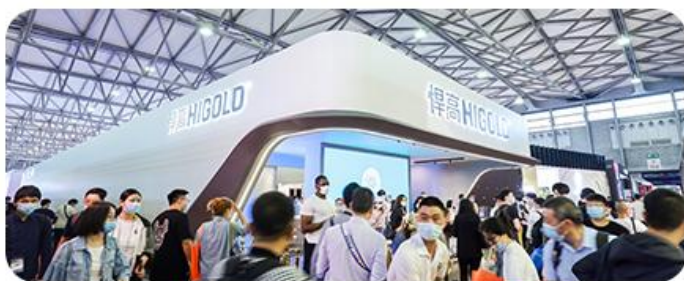
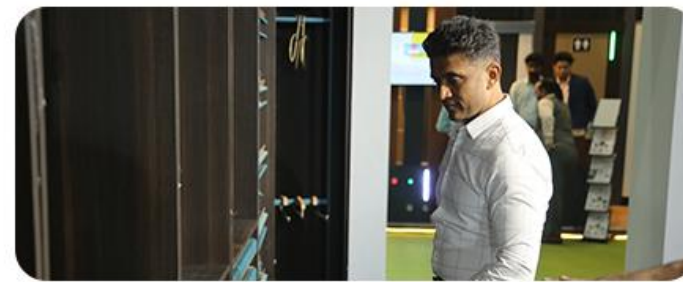


HIGOLD® GLOBAL SALES NETWORK



HIGOLD® FOOTPRINTS

Participated in 400+ Global Exhibitions





IRAN FLASHIP STORE DESIGN (1)



IRAN FLASHIP STORE DESIGN (2)



IRAN FLASHIP STORE DESIGN (3)



HIGOLD® BUSINESS PARTNER

MGB

Crate&Barrel

 **Liverpool**



XXXLutz

COSTCO
WHOLESALE

roSen



HÄFELE
德国海福乐五金

Harvey Norman



docol 



American Standard 美标



HIGOLD® DESIGN CAPABILITY

NICOLA GIROTTI

Director of the Pininfarina



NICOLAS THOMKINS

HIGOLD CHIEF DESIGNER
Product Research & Development Director



PIERRICK TAILLARD

HIGOLD CHIEF DESIGNER
A well-known French
design agency



CLAUDIO BELLINI®

HIGOLD CHIEF DESIGNER
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

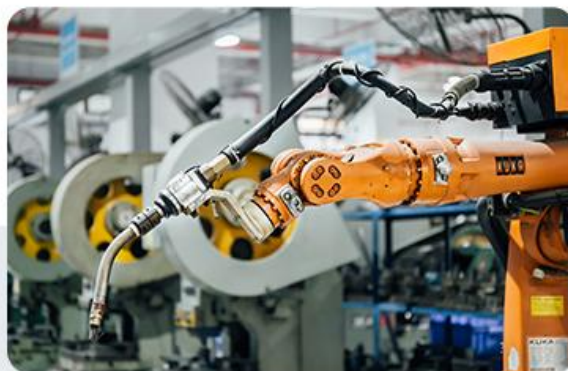


DESIGN AWARD 2020



HIGOLD® EHS MANAGEMENT SYSTEMS

- To reduce injuries, accidents, pollutants, waste, operating costs and potential disadvantages.
 - 开发EHS管理系统, 减少伤害、事故、污染物、废物、经营成本和潜在不利因素
- To achieve sustainable business development, and to improve efficiency and credibility.
 - 实现企业可持续性发展, 提高企业效益和可信度



Environment Management
Systems certification



Quality Management
Systems certification



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)

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®

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

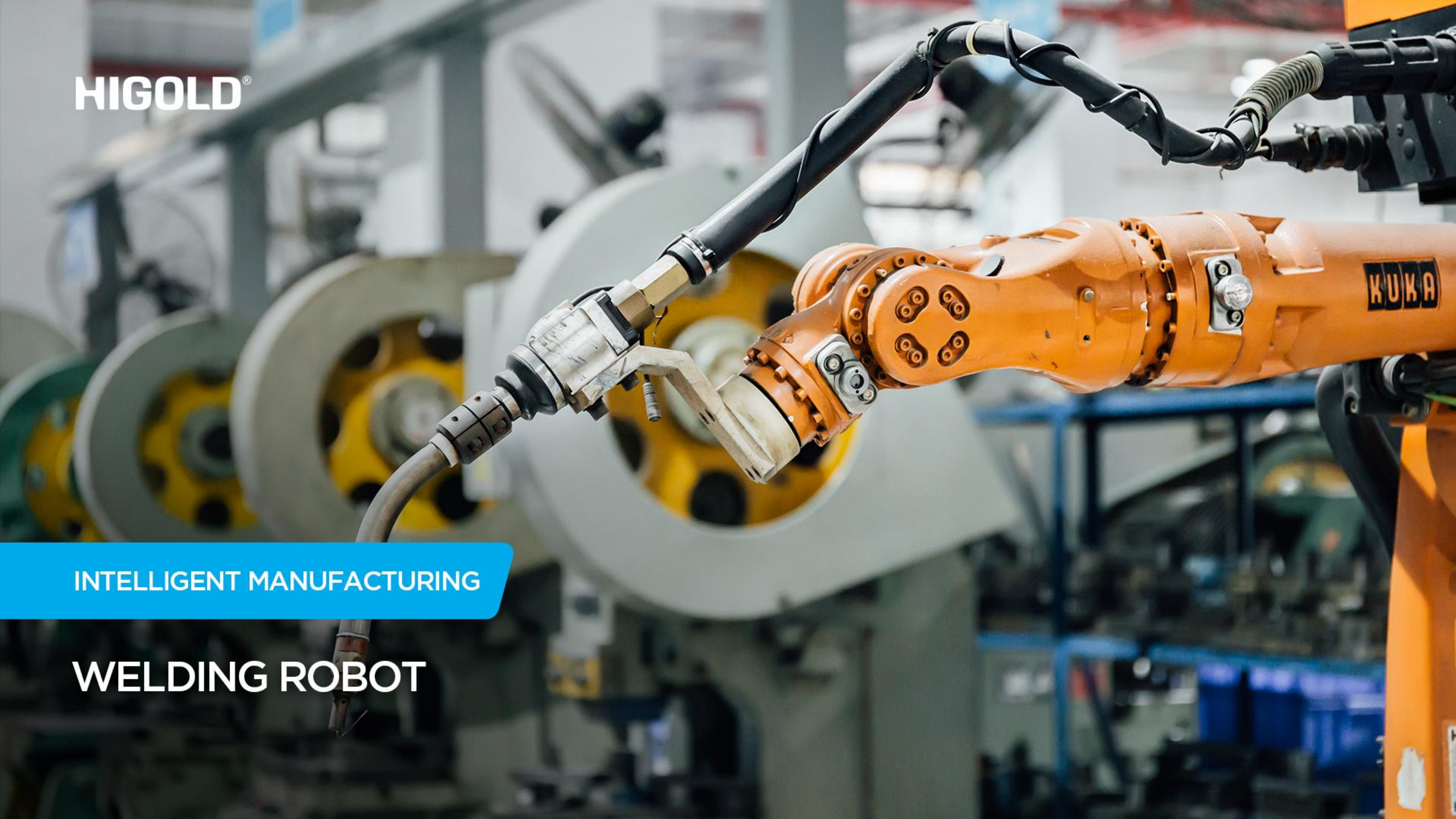


HIGOLD®

SINK FACTORY

Employees: 300+
Monthly Production Capacity: 30K units



A close-up photograph of an orange KUKA industrial welding robot arm. The robot is positioned in a factory setting, with its end effector (welding torch) extended towards the left. The background is blurred, showing large industrial wheels and machinery. The KUKA logo is visible on the side of the robot arm.

HIGOLD®

INTELLIGENT MANUFACTURING

WELDING ROBOT

HIGOLD®

INTELLIGENT MANUFACTURING

STACKING ROBOT





HIGOLD®

INTELLIGENT MANUFACTURING

AUTOMATIC ULTRASONIC CLEANING

HIGOLD®



reddot award 2022
winner



HANDMADE SINK INTELLIGENT PURIFICATION SINK



HIGOLD®

**HANDMADE SINK
SINGLE BOWL**



HIGOLD®

**HANDMADE SINK
FARMHOUSE SINK**



HIGOLD®

**HANDMADE SINK
BL 1.0 WORKING STATION**



HIGOLD®

HANDMADE SINK BL 1.0 PRO WORKING STATION

WITH STONE TEXTURE & WATER FALL FAUCET



HIGOLD®

**PRESSING SINK
BL2.0 WORKING
STATION**



HIGOLD®

**HANDMADE SINK
WORKSTATION
CHANNEL SINK**



HIGOLD®



**NEW
MATERIAL
SINK**

HIGOLD®

BN1.0 FAUCET

The pearl on water shines the world



HIGOLD®

BN2.0 FAUCET

Italian charm·Roman style



reddot award 2022
winner



DESIGN
AWARD
2022



HIGOLD®

BN3.0 FAUCET

Swan neck design
More firm support for willfulness



HIGOLD®

BN4.0 FAUCET

Golden curved arc design
combines aesthetics and science



HIGOLD®



KITCHEN SINK

The kitchen collection



JOIN-IN BASIC REQUIREMENTS

- Identifying with the brand concept and mission of Higold;
- Willing to accept the sales policies and brand management;
- Strictly following with the Higold Brand VI standards;
- Capable in capital, sales forces and warehouse, and willing to put certain investment for growth of the brand in the market;
- Have a showroom close to local building materials market or an independent shop easily accessible for end consumers.



JOIN-IN POLICIES SUPPORT

1. Best Policy Support

Agent shall enjoy the most favorable terms support including sample, price, delivery, after-sale service and exclusive products in a specific market if applicable.

2. Rebate Support

Agent shall enjoy a certain percentage of rebate for reaching the mutual agreed annual sales target.

3. Branding Support

Strong and powerful designing team based in headquarter to serve the global agency demands of the showroom design, brand building and marketing promotion.

4. Exhibition Support

Applicable overseas exhibition support, headquarter and agent are able to apply for a mutual exhibition design and cost.

5. Marketing Material Support

According to the annual sales, a certain percentage of marketing materials support are applicable, including but not limited to uniform, catalogue, decorative materials etc.



HIGOLD®

www.higold.com

Thanks