HIGOLD®

HIGOLD GROUP BRIEF INTRODUCTION

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HIGOLD® GROUP

Higold Group Co., Ltd., founded in 2004, is a diversified and innovative enterprise, focusing on home hardware, business including functional hardware, furniture fittings, kitchen and bathroom hardware, cabinet lighting, interior door locks, intelligent kitchen electricity and outdoor furniture. It is committed to creating one-stop high-end hardware solutions for the whole house for global users. As a high-end brand in China's home hardware industry, its brand awareness and sales scale have always been in a leading position in China. In 2020, Higold signed a contract with Donnie Yen as the brand spokesperson, starting a new journey for the global national brand.

Since its establishment, Higold has always adhered to the strategy of integration of production, research and marketing. It is building manufacturing base of 400,000 square meters, mainly the production base of Higold's Star Headquarter and Higold Hexagonal Building, which is the large-scale intelligent manufacturing base of home hardware in Asia nowadays. Higold products have sold to more than 90 countries and regions in the world, and its sales network covers the whole world. We have hundreds of agents in domestic cities, and we are also the strategic partners of many famous real estate brands and brand owners in China. Higold is renowned for its excellent quality and innovative design in the industry, and is committed to building a world-renowned household hardware brand and striving to improve the quality of human life.

400000°

Focus on building digital production base group

90°

Covering countries and regions

900⁺

Independent innovation patent

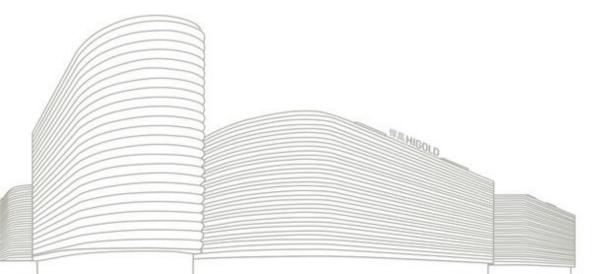
8

8 categories of products

E

Won the German Red Dot Design Award Eight Times







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

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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"

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

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

2021

- Won "National Quality Inspection and Stable Qualified Products"
- Laid the foundation of the second production base—HEXAGONAL MANUFACTURING BASE

(H) 2020-2023

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 HEADQUARTER

Higold Star production base is located in Xingtan High-tech Zone, Shunde, with a total area of about 160,000 square meters, is the core automation manufacturing demonstration base of Higold Group. Higold Star headquarters building, more than 30,000 square meters, standing on the land of China with its unique architectural design, attracted attention with its avant-garde, science and technology, dynamic, fashion design elements.

Higold Star Headquarters will bring together product research and development center, industrial Internet center, custom home new materials museum, smart home system experience museum and other diversified integration, carrying the goal of Higold to focus on intelligent manufacturing and diversified innovation.







HIGOLD HEXAGONAL MANUFACTURING BASE

The second intelligent manufacturing base of Higold Group is Located in Guanghua Industrial Zone, Xingtan Town, Shunde District, with a construction area of 200,000 square metres. Higold Group took the lead in opening a comprehensive digital and intelligent transformation production base of the manufacturing system. The hexagonal building, built to the standard of "dark factory", will create 4 smart factories, one R&D centre and one hardware museum, which will be another success for Higold to build a high-quality smart enterprise.

The first phase of the factory building has been fully constructed into a super factory for automatic production. The main products include hinges, guide rails, drawers and hardware core components. It is currently a demonstration benchmark factory with leading production, quality and efficiency. In the future, it will promote the annual output of hinges to more than 1 billion pieces, and strive to build an unmanned workshop with 24-hour fully automatic production, and strive to become a leading world-class home hardware aircraft carrier.





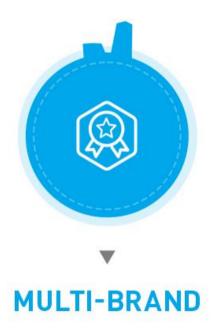
HIGOLD® VISION

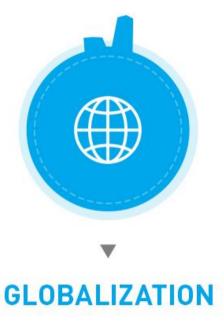
EUR 700 Million Revenue 2025

Leading world-class homehardware brand









HIGOLD® NEW PRODUCT LAUNCH

To give voice to the original design and convey the strength of the Higold brand. "10,000 shops upgrade and renew" + "national new product tour conference",





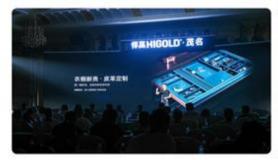


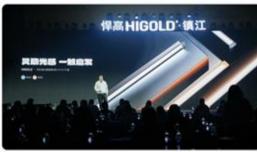


















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HIGOLD® GRAND EXHIBITION IN CHINA

1000+ m² CBD (GUANGZHOU)

600+ m² KBC(SHANGHAI)

200+
REGIONAL MARKETING EVENT











ADVERTISMENT ON HIGHWAYS, AIRPORTS, TRAIN STATIONS.





HIGOLD' BRAND
ADVERTISMENT ON
CITY BUSES









HIGOLD*



品牌供意签的仪式

HIGOLD Brand Spokesman: Donnie Yen

甄子丹



HIGOLD* BRAND **ADVERTISMENT ON CITY BILLBOARDS**









HIGOLD 相同的

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SEL SEL







DOMESTIC FLAGSHIP STORE











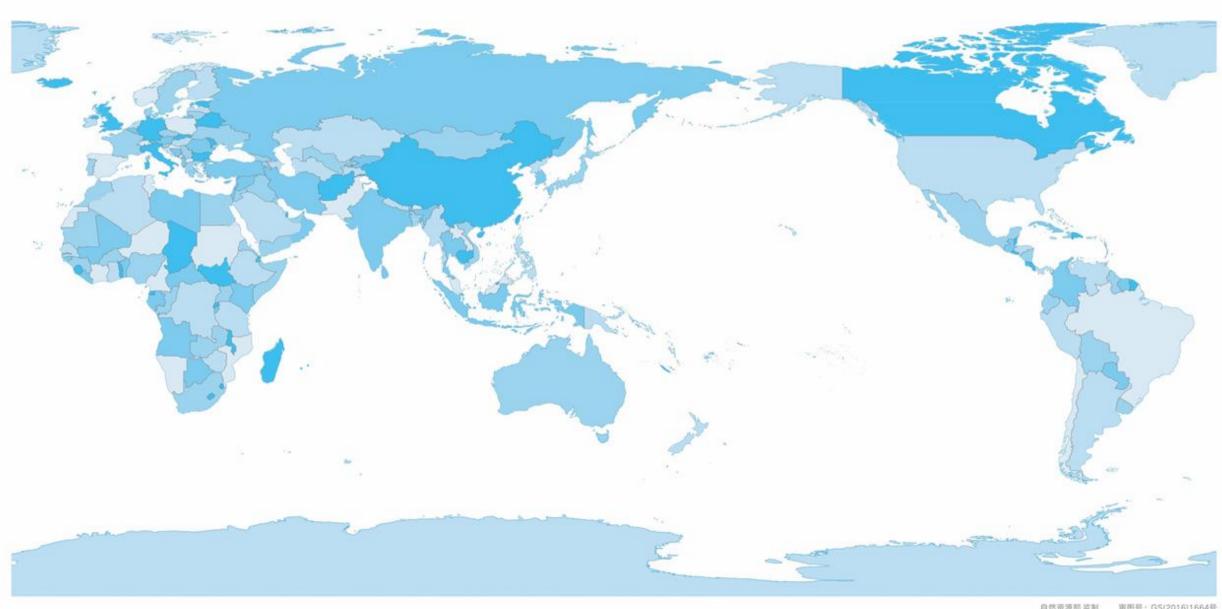






HIGOLD® SALES NETWORK

Higold's products are sold in over 90+ countries and regions worldwide with a worldwide sales network and a brand reputation.



HIGOLD® FOOTPRINTS

Participated in 400+ Global Exhibitions



























OVERSEAS FLAGSHIP STORE













IRAN FLAGSHIP STORE DESIGN (1)





IRAN FLAGSHIP STORE DESIGN (2)







PAKISTAN FLAGSHIP STORE DESIGN



HIGOLD® BUSINESS PARTNER

































HIGOLD® DESIGN POWER

Higold Chief design team, composed of master designers from Germany, Italy, the United States, France, Australia, Asia and other countries, which is the power of the original aesthetics.





Won the German Red Dot Design Award Eight Times

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



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Won the German iF Design Award **Nine Times**

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























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.













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 2022



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 Studyin 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



2023 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



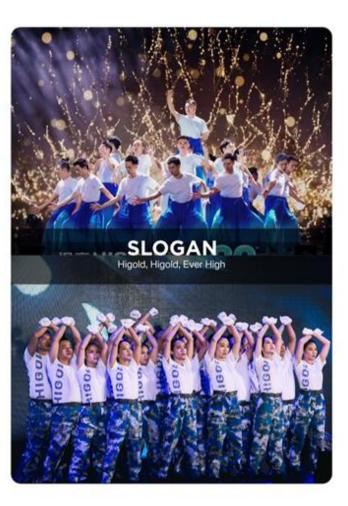
Social forces set up science and technology awards (Sungrui Science and Technology Award)

HIGOLD CORPORATE CULTURE









THE MAIN PRODUCTS SERIES DISPLAY













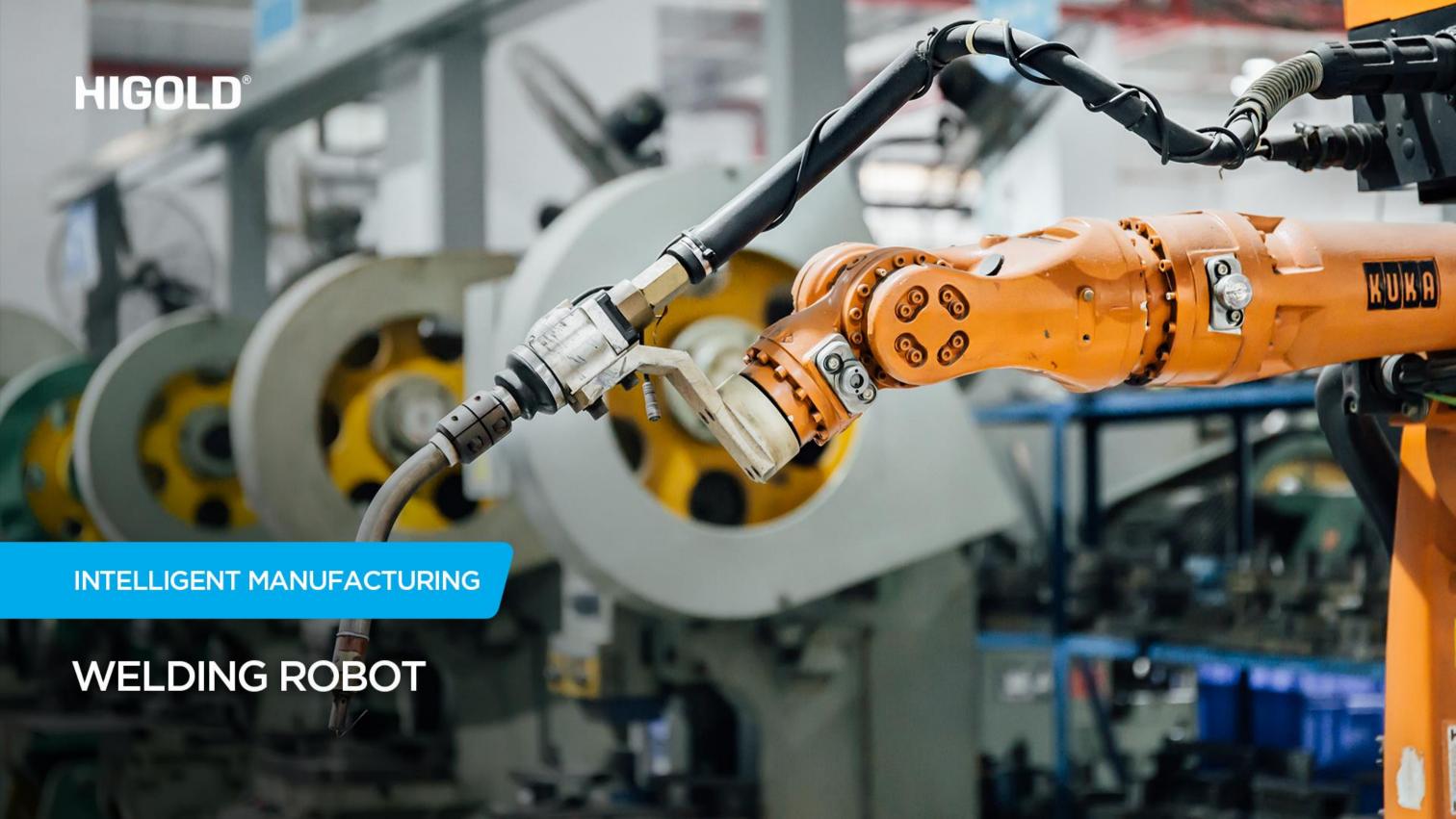












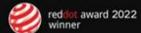




HIGOLD® INTELLIGENT PURIFICATION SINK

Handmade Sink

















HIGOLD®

BL2.0 WORKING

STATION

Pressing Sink







HIGOLD°
COMPOSITE
SINK

BN1.0 FAUCET

The pearl on water shines the world





BN2.0 FAUCET

Italian charm · Roman style







BN3.0 FAUCET

Swan neck design More firm support for willfulness





BN4.0 FAUCET

Golden curved arc design combines aesthetics and science





HIGOLD°

BATHROOM BASIN



HIGOLD°

B1 FAUCET

B1 Series Hot And Cold Basin Faucet

Born with a swan-like appearance





B2 FAUCET

B2 Series Hot And Cold Basin Faucet

Composing the music of water





B3 FAUCET

B3 Series Hot And Cold Basin Faucet

Fashionable and avant-garde pioneer exploring uncharted territory





HIGOLD°

B2 SHOWER

B2 Series Constant Temperature Multifunctional Shower

Enjoy the warm shower in the starry rainy curtain





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, the showroom or shop area should not be less than 80M.





JOIN-IN POLICIES SUPPORT:

- **1. Prices**: we will sign the agency agreement with annual sales target. When the sales target is reached, we will offer 3%-5% rebate according to the sales revenue as brand promotion support in the next year.
- **2. Products**: new products are always first priority offered to our agent, and the products or market exclusivity will be available based on big order volume. We can even develop the new products especially for you. We can also organize products training regularly for your sales team.
- **3. Showroom design & samples**: we can support you or your 2nd distributors to design the showroom for free, and supply the showroom samples & displaying cabinets with discounted prices or FOC depending on the order quantities.
- **4. Branding promotion**: we can support part of budget to promote the brand & products together, like attending the exhibition, new products launching event, outdoor advertisement, social media promotion etc.
- **5. Marketing materials**: we can support to design the catalogue and make new products presentation & videos etc, as well as providing some Higold T-shirts for free.
- **6. MOQ**: the MOQ for OEM brand is 100pcs/model, while the MOQ for Higold brand is 50pcs/model. If the agents can provide 3 months' rolling order forecast, we can prepare some stocks in advance to reduce the MOQ requirements and improve order turnover.









Thanks