

Home & Personal Care: One-Stop Solution
for R&D, Production, Supply & Sales

RIHUA CLOUD INDUSTRIAL INTERNET PLATFORM



Mini-program
of Rihua Cloud




Public account of
Rihua Cloud



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Co-create
We Share
All Thrive
Together We Win



A one-stop service industrial Internet platform
for research, production, supply and sales of
daily chemical products

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- One-stop Intelligent OEM/ODM
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Platform Introduction


Home & Personal Care Industry Enters a New Era of Innovation and Development Driven by Intelligent Industrial Internet



01
Tech Revolution Thrives, Innovation Decides Success



02
Higher-Level Opening-Up Accelerates, New Pattern of International Cooperation Takes Shape



03
When Domestic and Foreign Players Compete on the Same Field, Future Lies in Integrated Ecosystem

PART ONE

Pain Points and Challenges in the Supply Chain of Home & Personal Care Sector Amid Rapid Growth



01 Pain Points of procurement

- High Costs & Capital Lock-up
- Limited procurement Scale, Weak Bargaining Power
- Prolonged Negotiation Cycle, Low Transaction Efficiency

02 Pain Points of Production

- Long factory construction cycle & heavy investment
- Lack of technologies and formulas, leading to weak competitiveness
- Reduced order volume & redundant production capacity

03 Pain Points of Marketing

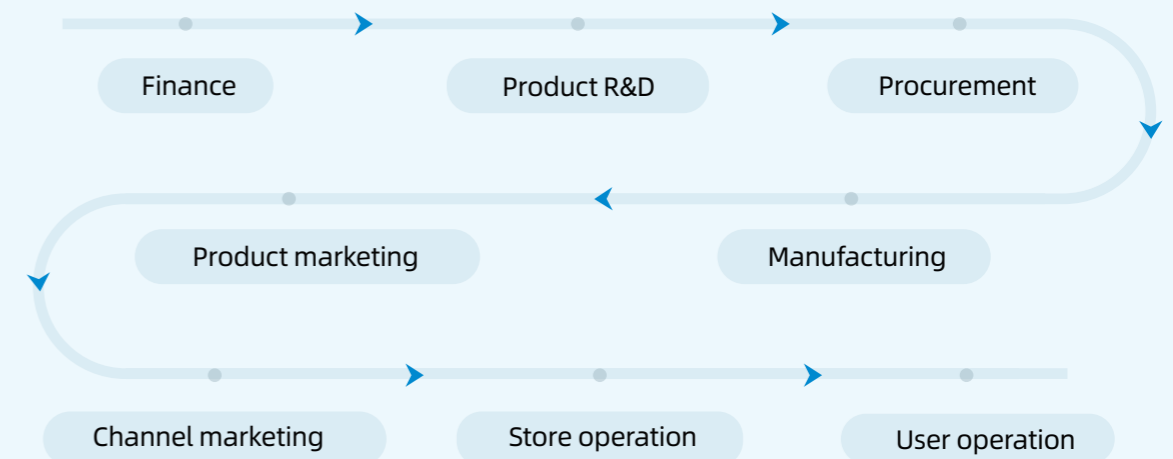
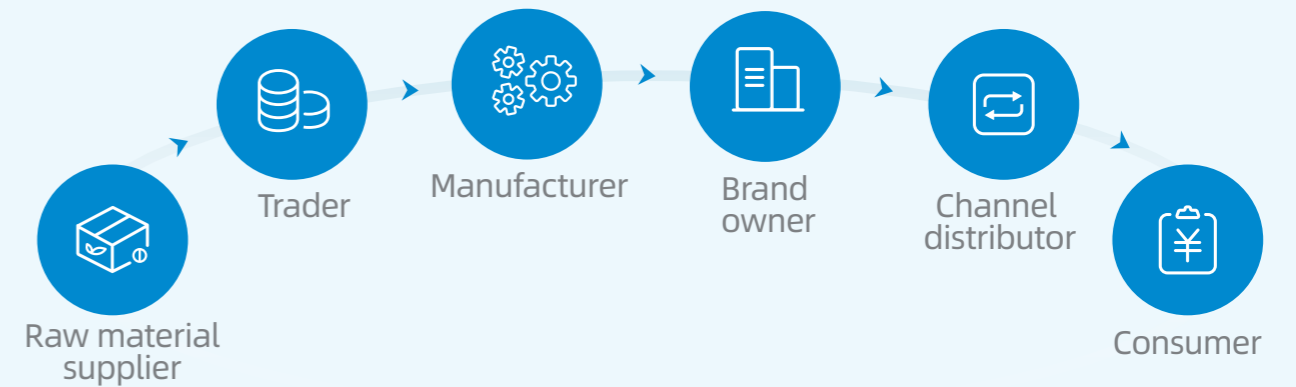
- Challenging to maximize the output of marketing expenses
- Insufficient capability in product development and innovation
- Low success rate in brand building

04 Pain Points of Operation

- MSME Financing: Hard & Costly
- Self-built Financial Platforms: High Cost, Low Yield
- Generic Financial Products ≠ Custom Needs

05 Pain Points of Transformation

- Lack of experience → Complex planning for digital transformation
- Weak R&D capacity → Technological lag
- Non-reusable data & High costs



Rihua Cloud

Kunyuan Rihua Cloud

established in September 2021, is an industrial Internet platform launched by Liby Technology Group under the guidance of government and industry associations. It integrates premium resources across the home & personal care sector to provide one-stop services spanning R&D, production, supply, and sales.



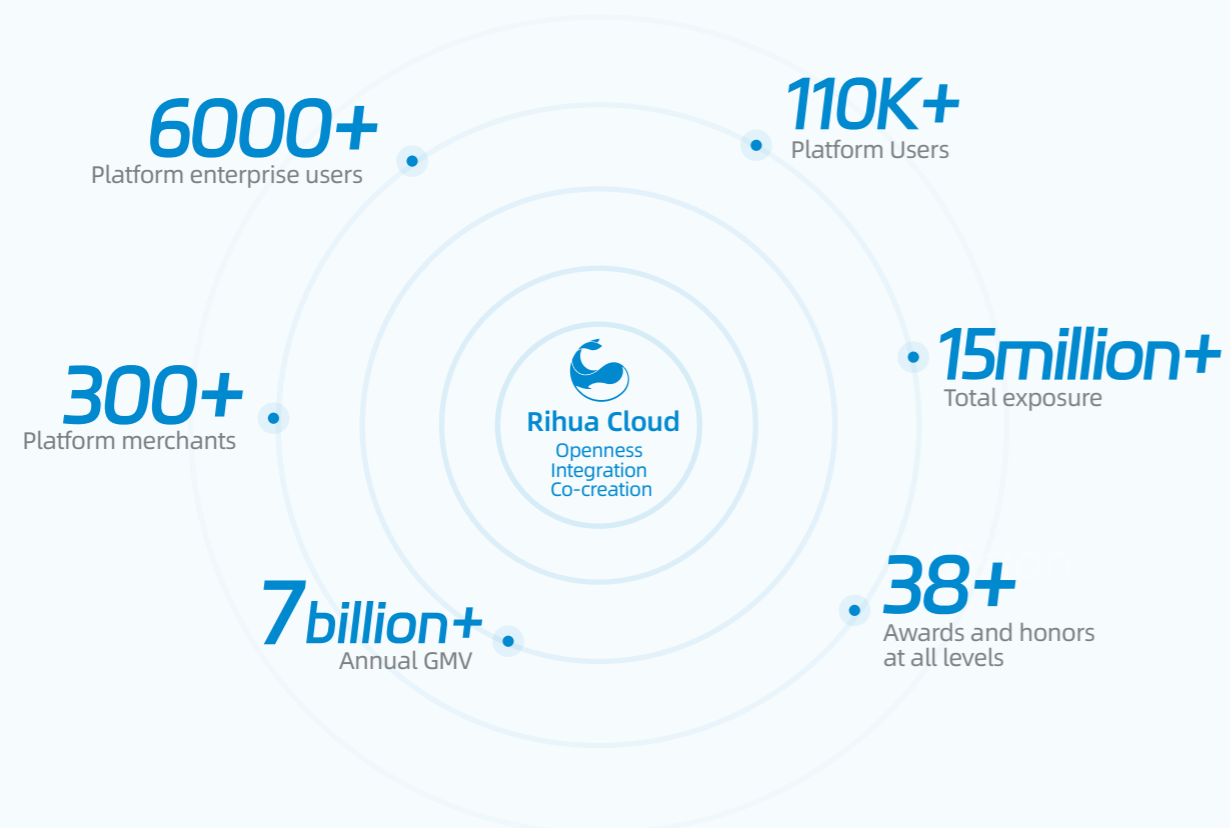
The platform offers five core solutions: intelligent manufacturing of new products, procurement services, channel operation services, digital solutions and supply chain finance. These services are able to address operational pain points, enhance efficiency and quality, fuel sustainable growth, and drive high-quality advancement in home & personal care industry.



Scan the code to enter platform



Creating An Industrial Ecosystem for Home & Personal Care Sector



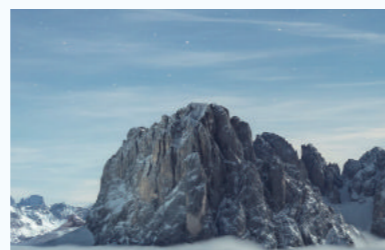
Mission

Empowering Value Chains via Platform to Reignite Home & Personal Care Sector of China



Vision

Industrial Internet Platform Integrating R&D + Manufacturing + Supply Chain + Sales



Values

Co-create We share
All Thrive Together We Win

Awards & Honors



- PersonaMember Industrial Internet Alliance(National Level) lized Product Development**
 - Member of Guangdong Industrial Internet Alliance
 - Key Platform of Guangzhou "Four Modernizations Enablement" (First Batch)
 - Merit Award, "Four Modernizations Empowerment Event" of 1st Guangzhou Guangdong--Hong Kong-Macau GBA SME Innovation & Entrepreneurship Competition
 - Governing Council Member, 1st Council of China Surfactant Industry Alliance (2024)
- Member Industrial Internet Chapter, China Information Association(First Batch) (National Level)**
 - China Industrial Internet Leadership Enterprise 2023
 - CIMP Innovation Contribution Award by China Cleaning Products Industry Association 2023
 - Pioneer Award in Industrial Digitalization Empowerment 2023 by 2B.cn
 - Emerging Force in Industrial Digitalization 2023
- MIIT 2023 National Exemplar "Chain-Enabled Digital Transformation" (National Level)**
 - PLF Award 2023 : Benchmark Private Label Supplier
 - " Annual Brand Digitalization & Marketing Service Provider 2023 " by Langchao New Consumption
 - GOS 20th Anniversary Award: Strategic Partner of the Year
 - Maternal & Child Services 2023:Outstanding Performance Award
- Digital Transformation in Consumer Goods Industry 2023 National Pioneer Case (National Level)**
 - Most Promising Industrial Internet Enterprise 2022
 - The 6th PLF Venus Award 2022:Excellence in Product Innovation
 - Enterprise Digitalization Co-building Platform: Certified Member
 - CIMP Empowering Innovation Award 2021 by China Cleaning Products Industry Association

A platform for industrial think tank and promotion

Reachable audience **>1,000,000+** MAU **>15,000**

Private domain users of the entire network **>110000+** Total Views **>15M**



01 Trend Insights

Vast industry knowledge, insightful perspectives on future trends



02 Raw Material Formula

An exclusive raw material formula library from product experts of China



03 Fast Packaging Selection

Carefully select packaging materials from home and abroad for home & personal & beauty care products



04 Fragrance Selection

Encourage innovation to create best sellers



05 Quick Selection for Product Development

Popular efficacy, Proven formula, fast delivery



07 Personalized Product Development

Seven steps to achieve personalized and customized product development



08 Market Information

Offering Professional market trends, Observe market opportunities



09 Release Supply + Demand

Free release of supply and demand information every day

Introduction of Services

02-1

One-stop
Intelligent
OEM/ODM

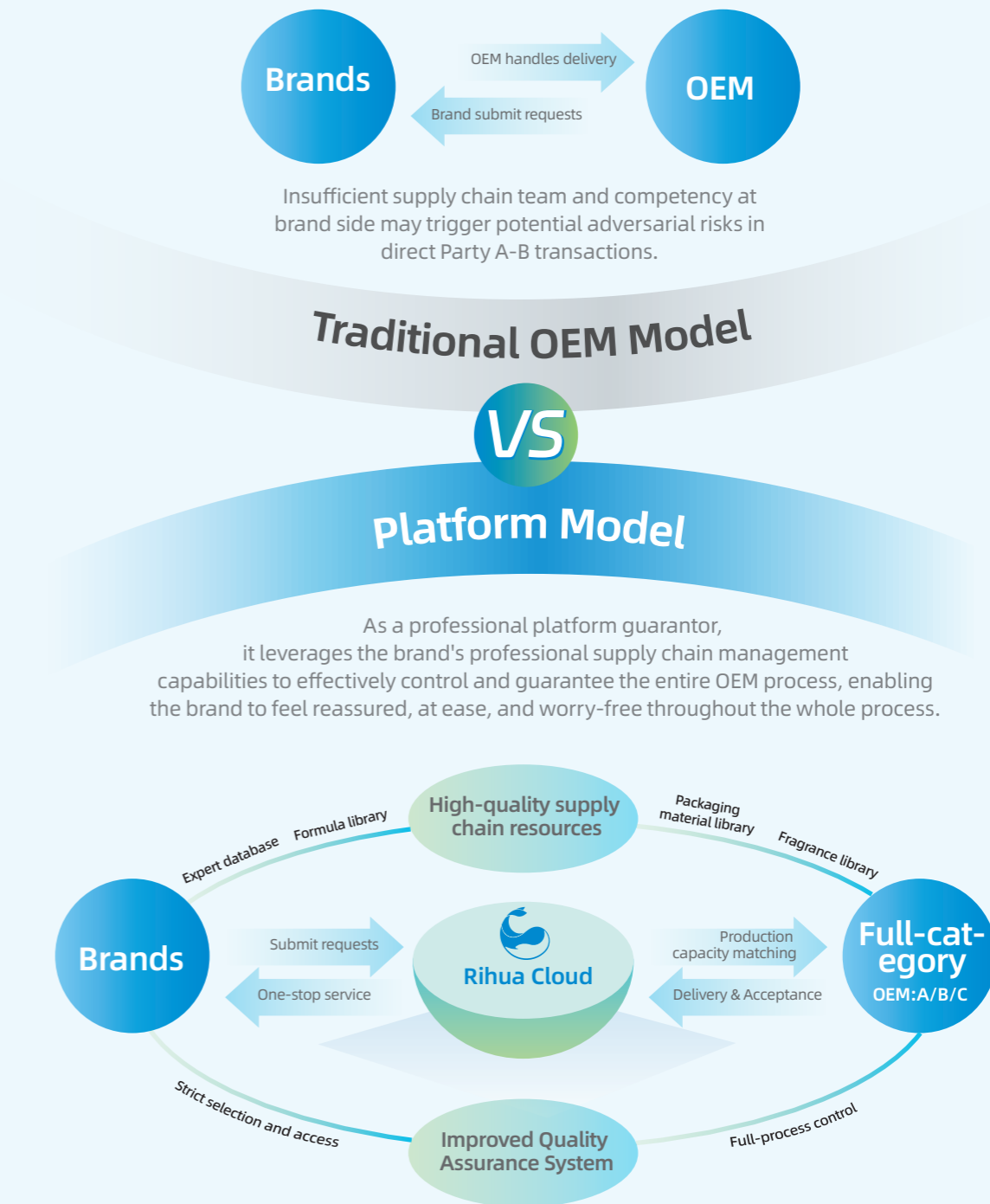
PART TWO

Platform-based Professional OEM/ODM for Home and Personal Care

Zhiyun Jingzao is a service IP of intelligent manufacturing launched by Rihua Cloud for the entire value chain of home and personal care industry. Leveraging world-leading R&D technologies and global direct sourcing of raw materials, it aggregates industrial expert knowledge pools and premium production capacity to empower brands in rapidly realizing tailor-made product development.



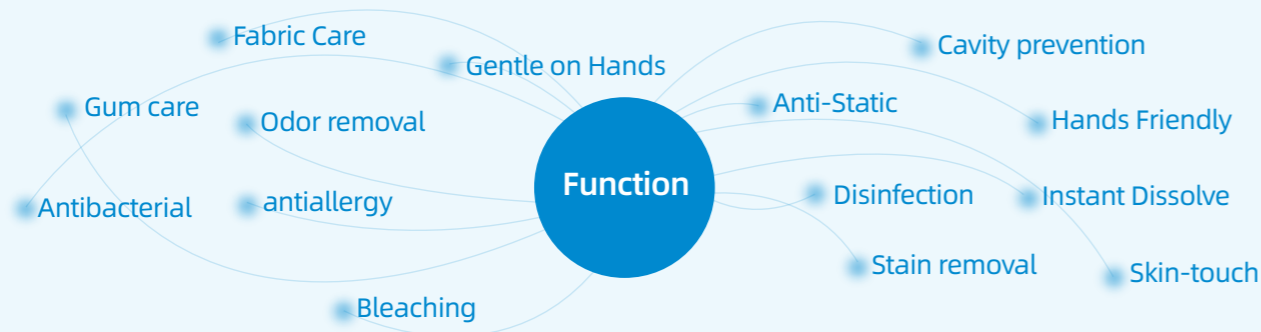
Differences Between Traditional OEM and the Cloud Platform



Complete and Professional Planning for New Products

Starting from the positioning of target consumer groups, we gain insights into users' needs and trends, pinpoint the direction of product innovation, while our robust multi-dimensional product label system enables diversified and personalized customization capabilities.

Helping brands develop consumer-winning products through the most complete new product planning services



Cutting-edge and professional R&D technology for products

Joint laboratories have been established with well-known enterprises in the industry, focusing on R&D and innovation of home & personal care products, co-creating solutions for new product development and helping more brands achieve new product incubation to meet the diversified and personalized needs of consumers.

R&D Staff **223**
 Authorized Valid Patents **443**
 Time-tested Formulas **700**
 Joint Laboratories **8**

Raw Material Application and Formula Technology

R&D Team

Key Laboratory of National Light Industry, China

Trendy Fragrance and Essence Technology

Raw Material Suppliers

Fragrance Suppliers

Academician Expert Workstation

Trendy Packaging Materials and Innovation Technology

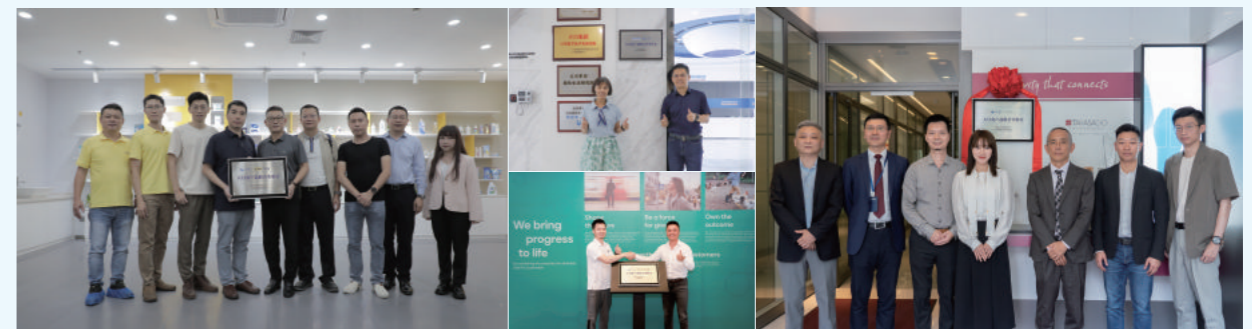
Packaging Material Suppliers

Universities and Research Institutions

Alliance Factories

Postdoctoral Research Workstation

8 Joint Laboratories



Professional, Efficient and Agile Manufacturing and Delivery

Digital collaboration with over 40 manufacturing bases nationwide, covering 96 sub-categories of home & personal care products

Meeting small-batch and fast-delivery demands, with production and delivery in as fast as 20 days



Home Cleaning



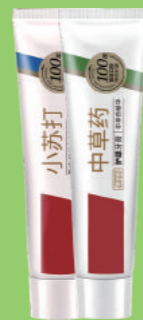
Tableware Cleaning



Body Care



Hair Washing & Care



Oral Care



Beauty and Skin Care



Adhere to sustainable development strategy of "Green and Healthy"

62%

Sustainability rate during manufacturing process increased to 62% via energy-saving initiatives.

134

Awarded as the Demonstration Enterprise for Green Design of Industrial Products, with a total of 139 green - designed products

Green Certification

Awarded as the Demonstration Enterprise for Green Design of Industrial Products, with a total of 139 green - designed products

Advanced and Perfect Industrial-level Quality Management System



Professional and Standardized Operation System for Quality Assurance

Quality Assurance System for Raw Material Supply

4 Barriers for Supplier Access
Quality-Process-Inspection-Quality Improvement and Enhancement

Full-process Control of Material Quality

Manufacturing - Incoming Material Inspection and Verification

360-degree Evaluation of Quality Performance

Quality Assurance System for Finished Product Supply

4 Barriers for Supplier Access
Quality-Process-Inspection-Quality Improvement and Enhancement

Quality Control in 20 Manufacturing Stages

3 Major Warehousing and Transportation Stages

Storage Environment - Transportation Tools - Packaging Specifications

After-sales Quality

100% Ensure Quality during Product Sales

Cases

500+
brand clients

57
countries



Serving 200+ brand clients at home and abroad across 57 countries worldwide.



Intelligent Manufacturing for Private Label of Metro AG

Since launching cooperation in 2022, RiHua Cloud has co-developed 20+ customized home and personal care products for "METRO Chef", Metro's private label, aligned with market demands and consumer preferences. Products include laundry detergent, laundry capsules, fabric softener, hand soap, wet wipes, dishwasher tablets, etc.



From 0 to 1 New Product Incubation for Nepstar



To meet Nepstar's demand for new product to expand market, RiHua Cloud delivered an executable solution within two weeks after initial category alignment. Through full-chain development spanning brand definition, formula R&D, packaging design, and production execution, we enabled the client to achieve brand incubation from scratch (0 to 1) and pioneering the first OBM project in OEM/ODM processing. 8 premium skincare products are incubated including: cleansing foam, makeup remover oil, sheet masks and serums.

02-2

Procurement Services

One-stop service platform for high-quality raw materials worldwide

Procurement Service of Rihua Cloud provides one-stop digital purchasing transaction for customers of the industry, encompassing market data, raw material and packaging procurement, warehousing and distribution, as well as supply chain finance. It helps buyers quickly match supply resources, empowers sellers to grow their businesses, and enables efficient resource allocation, cost reduction, and efficiency improvement across the industrial chain.

One-stop Digital Procurement Service



Massive Global High-quality Raw Material Resources for Home & Personal Care

raw materials

67

01 Oleochemicals

Palm oil, glycerin, alcohols, acids, esters...

02 Raw Material

Surfactants, functional additives, fragrances...

03 Basic Chemicals

Solvents, inorganic acids, organic acids, alkalis, salts...

raw materials SPU

3165

04 Packaging Materials

Bottle caps, pump heads, labels, paper products, film and bag products

05 Plastic Chemicals

Polyethylene, polypropylene, color masterbatches, inks, plastic additives...

Products Line



Fine Chemicals

- ① CMIT - Chloromethylisothiazolinone / 甲基异噻唑啉酮
- ② MIT - Methylisothiazolinone / 甲基噻唑啉酮
- ③ BIT-2-Bromo-2-Nitropropane-1,3-Diol/溴硝醇
- ④ Benzalkonium Chloride (1227) / 苯扎氯铵
- ⑤ Chelating Agents/螯合剂
- ① GLDA - Gluconic Acid (Sodium Salt) 葡萄糖酸钠
- ② EDTA - Ethylenediaminetetraacetic Acid / 乙二胺四乙酸
- ③ Sodium percarbonate (SPC) / 过碳酸钠
- ④ Esterquats - Esterquats / 酯基季铵盐
- ⑤ HPMC Hydroxypropyl methyl cellulose / 羟丙基甲基纤维素

Surfactants

- ① SLES 70%(AES 70%) - Sodium Lauryl EtherSulfate 70%/十二烷基醚硫酸
- ② LABSA 96% (Linear Alkylbenzene Sulfonic Acid 96%)/磺酸
- ③ NE-9 - Lutensol NE 9
- ④ Primary Alcohol Ethoxylate
- ⑤ AEO2/AEO3/AEO7/AEO9
- ① Sodium Citrate - Sodium Citrate / 柠檬酸钠
- ② AOS-Sodium Alpha-olefin Sulfonate
- ③ SLS/K12 Sodium Lauryl Sulfate / 十二烷基硫酸钠
- ④ APG - Alkyl Polyglycoside
- ⑤ CDEA 85% - Cocamide DEA / 椰油酰胺二乙醇胺

Others Chemicals

- ① SODIUM SULFATE/元明粉
- ② Soda Ash-(light) (dense) / 轻质纯碱 / 重质纯碱
- ③ 4A Zeolite Powder/4A沸石粉
- ④ STPP Sodium tripolyphosphate/三聚磷酸钠
- ⑤ Enzyme agent/ 酶制剂

More professional technical services for raw material

Recommendation of Popular Raw Materials and Professional Application Solutions to Facilitate Product Optimization

Innovative Raw Materials, Application Recommendations, Formula Optimization



Theme-based Fragrance Selection, Category-based Fragrance Selection, Scent-based Fragrance Selection



Innovative Packaging Materials, Green Packaging Materials, Common Mold Packaging Materials



Helping to optimize products, upgrade packaging, and enhance brand added-value

Market information with greater decision-making value for trading

Professional analysis of price fluctuations and trend forecasts for raw materials, helping to make quick decisions and seize business opportunities.



Commodity Price

商品	规格	价格条件	市场价	涨跌幅
棕榈油	24度,散水	现汇,港口,含税	9550	1.49%
张嘉港				
甘油	99.50%	现汇,自提,含税	9300	1.09%
华东				

02 **Market Analysis**

- Weekly Review
- Market Research Report
- Hot News
- Live Stream on Market Info



Cases

Serve customers

1000+

The platform has cooperated with and served over 1,000 clients

The platform has cooperated with and served over 1,000 clients, with its business covering multiple fields such as basic chemicals, oleochemicals, and packaging materials. It has established stable cooperative relationships with key clients including Zanyu (Guangdong), Guangzhou Litze Chemicals Co.,Ltd, and Huimiao Technology(Zhejiang).



One-stop customized raw material procurement service for MHome

MHome Industrial Co., Ltd., a consumer brand company specializing in home environment products with annual sales exceeding RMB 1 billion, partnered with Rihua Cloud. After identifying MHome's procurement needs, Rihua Cloud leveraged 30 years of industrial supply resources to provide one-stop solutions including material sourcing/testing and packaging selection/sampling for its new product development and optimization. This collaboration refined MHome's supply system, reducing costs and improving efficiency.



In the project of producing "Yidixiang" vacuum bottle, Mhome asked for demanding quality and supply. Rihua Cloud promptly coordinated suppliers to provide all-around R&D, technical, and quality control services. This included mold modification, color modulation, leakage testing, bottle design upgrades, and production efficiency enhancements, enabling Rihua Cloud to deliver vacuum bottles that met the high standards established by MHome.

02-3

Channel Operation Services

Focus on full-channel marketing services for home & personal care products to quickly expand sales volume

Channel Operation Services of Rihua Cloud provide brands with wholistic and complete solutions of channel planning and market operations, helping clients achieve rapid distribution and stocking, occupy market share, and enhance brand exposure.



Provide full-domain digital and intelligent marketing services through Rihua Cloud Platform.

01 Brand Channel Planning

Provide brands with overall and complete channel operation and planning solutions. Full-chain management from planning to promotion and execution can be achieved through "all-round" promotion and "visualized" tracking.

02 Brand Channel PChannel Coverage and Operation

we possess abundant channel resources and strong channel construction capabilities, enabling us to help brands quickly achieve distribution and stocking, reach consumers, and expand market scale.

30 years
With 30 years of intensive expertise in channels

Distributors

1800+ Marketing Team **1100+** Distributors

800k+ Stores

B2C
emerging channels such as community group buying

KA

500+ Marketing Team **50+** KA Systems

20+ Online Home Delivery Platform

E-commerce

Annual GMV 4 billion+ RMB
Online Brand Integrated Marketing Planning and Operation



Commercial

Multi-channel commercial services and new product development capabilities



New Retail

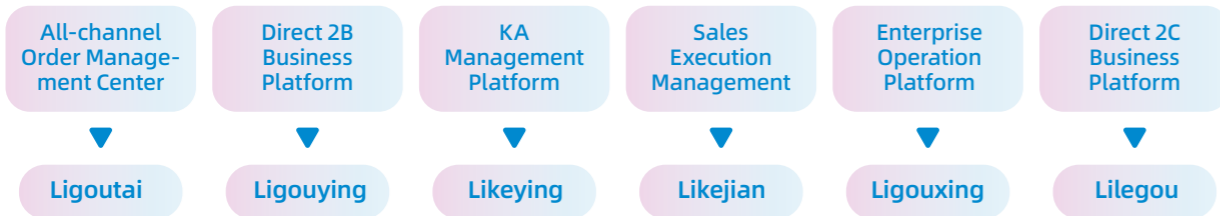
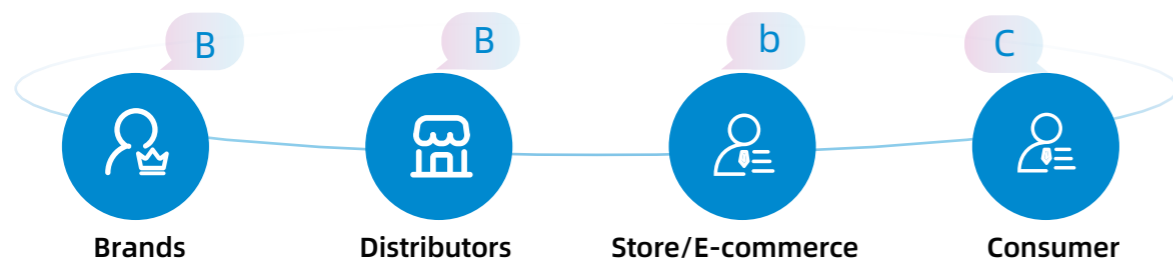


Digital and intelligent marketing

03 Digital and Intelligent Operation

Digital and intelligent marketing, facilitating precise decision-making and rapid sales promotion, fully empowering brand owners and channel service providers to reduce costs and increase efficiency, and making the business stronger and bigger.

Digital and Intelligent Marketing Empowers Brands to Achieve High-speed Growth



Cases

Yuechuang, a key strategic partner of Rihua Cloud: Marketing Channel Services

Project Background

Yuechuang is an oral care brand enterprise. Its brand NVR toothpaste adopts OEM, while its toothbrushes are launched as ODM. It lacks sales channels and distribution networks.

Solutions

By cooperating with Rihua Cloud, NVR has gained advantageous distribution channels. Leveraging the platform's sales network covering over 1,100 distributors nationwide and approximately 800,000 retail outlets, this collaboration significantly expands NVR's exposure to consumers.

Value for Client

Over 5 years of cooperation, its sales volume has increased from RMB 30 million in 2019 to RMB 201 million in 2023, growing by nearly seven times.



02-4

Digital Solutions

The Most Insightful Digital Transformation Expert for Home & Personal Care Industry

Digital Solutions of Rihua Cloud provides integrated R&D-manufacturing-supply-sales services for industrial chain clients, specialized offerings includes supply chain digital products, manufacturing management systems, and marketing platforms. It is able to enhance collaboration efficiency, optimize manufacturing, and amplify marketing effectiveness across the entire ecosystem.



The Most Suitable Digital Solution for Home & Personal Care Enterprises

Rihua Cloud delivers optimized digital solutions for enterprises in home & personal care sector, addressing diverse application scenarios for SMEs in the industry, including enterprise management, laboratory formula-tion management, data collection management, equipment management, workshop manufacturing, and energy optimization.

<p>01</p> <h3>Digital Enterprise Management</h3> <p>Enterprise Resource Planning System (ERP)</p> <p>Serves users'R&D, production, marketing, supply chain, service, and other high-end transformations based on powerful configurable (built-in) low-code PaaS platform,</p>	<p>02</p> <h3>Digital R&D Management</h3> <p>Laboratory Information Management System (LIMS)</p> <p>Digitizes formula R&D process and effectively improves its efficiency by targeting at the home & personal care industry.</p>	<p>03</p> <h3>Digital Supply Chain Management</h3> <p>Enterprise Resource Planning (ERP)</p> <p>By integrating advanced software and hardware technologies, it helps to achieve standardized management of various operations in the warehouse, thus greatly improving the operation efficiency and accuracy.</p>
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<p>04</p> <h3>Digital Manufacturing Management</h3>		
<p>Manufacturing Execution System (MES)</p> <p>A new digital operation management method, applied to various scenarios such as factory orders, scheduling, materials, production, quality inspection, and equipment.</p>	<p>Enterprise Quality Management System (EQMS)</p> <p>It monitors equipment operation in real time, provides data support, and helps enterprises optimize manufacturing management through technologies such as advanced sensors and data collectors.</p>	<p>Enterprise Energy Management System (EMS)</p> <p>Mainly for industrial enterprises, parks, high-energy-consuming enterprises. It provides wholistic solutions for enterprise energy planning, energy management and economic operation management, and is suitable for enterprises with high energy consumption such as packaging materials and contract manufacturers.</p>

Cases





MES Cloud Solution for XXX Color Resources (Zhongshan) Co., Ltd.

Boost digital leap of color masterbatch manufacturing industry

<p>Amidst digital transformation wave, XXX Color Resources (Zhongshan)Co., Ltd. partnered with Rihua Cloud to establish an exemplary digital factory, propelling the enterprise into a new era of intelligent manufacturing of masterbatch production. The deployment of digital solutions anchored by MES (Manufacturing Execution System) has not only significantly enhanced production efficiency and product quality but also achieved breakthrough progress in cost control and market responsiveness, substantially strengthening its core competitiveness within the industry.</p>	<p> Real-time Monitoring and Decision-making Support</p>
	<p> Cost control and lean management</p>
	<p> Visualized Manufacturing Process Management</p>
	<p> Product quality and improvement of customer satisfaction</p>

IMS Solution for XXX Fine Chemicals Co., Guangzhou

Leading home & personal care enterprises into intelligent laboratory management

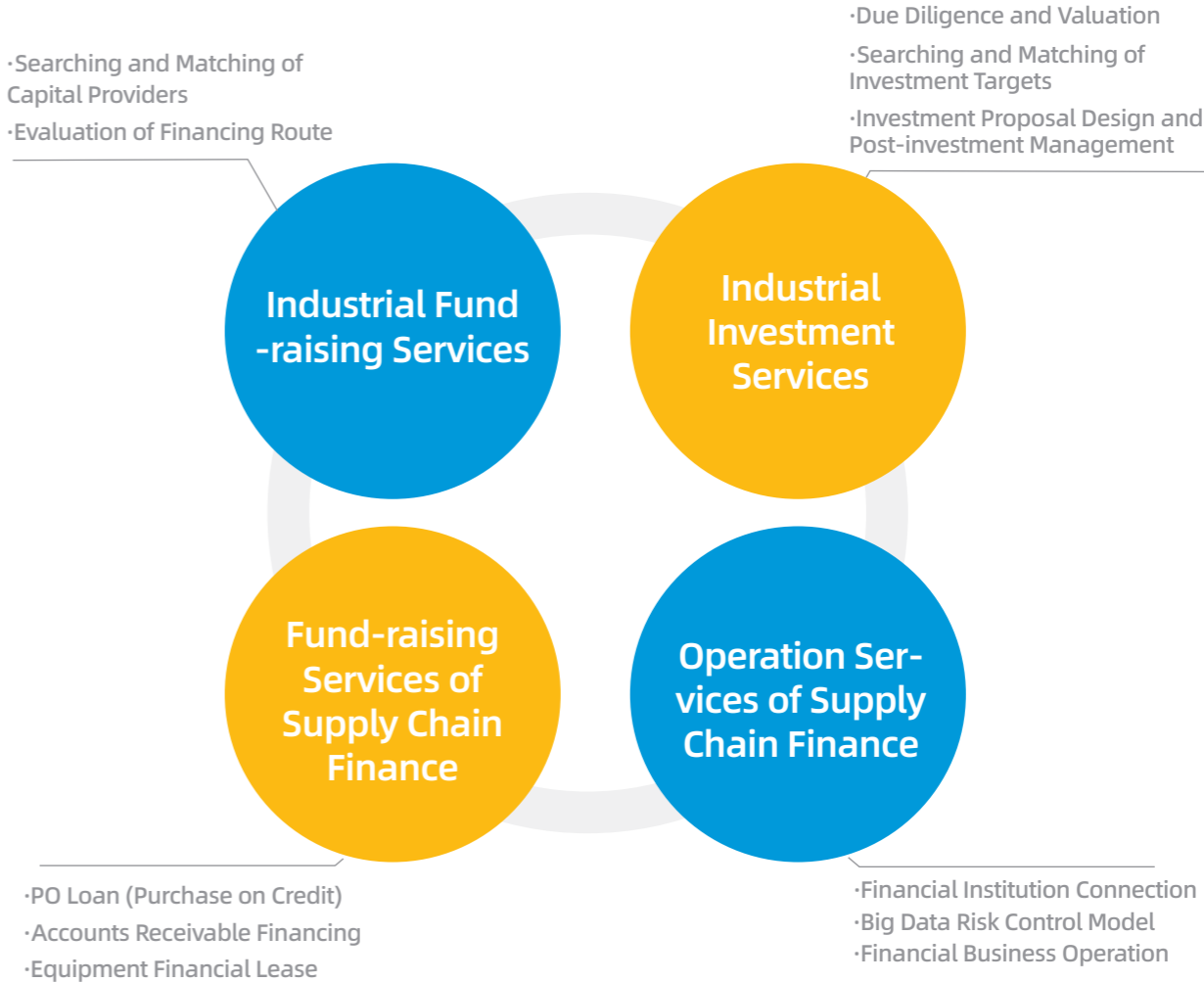
<p> Scientific and standardized laboratory management</p>	<p>During digital transformation, the home & personal care industry has undergone unprecedented changes. As a leading digital solution provider, Rihua Cloud has partnered with XXX Fine Chemicals Co., Guangzhou to achieve a milestone collaboration: the deployment of an advanced LIMS (Laboratory Information Management System), ushering in an era of intelligent and efficient laboratory management.</p>
<p> Automated data processing and analysis enhance R&D efficiency</p>	
<p> Workflow engine helps to promote processes efficiently</p>	
<p> Refined material management optimizes cost control</p>	

02-5

Supply Chain Finance

Focus on financial services for the ecological chain of home and personal care industry to unleash unlimited business opportunities

Supply Chain Finance of Rihua Cloud provides customers with all-round, multi-level and customized financial services such as industrial investment and supply chain financing. Industrial ecological partners can obtain accurately matched financial service and support in their business cycles, enable them to focus on business growth and maintain stable operations.



All-round, multi-level and customized supply chain finance services

Rihua Cloud and BKDR Investment Group have partnered with capital providers including banks and online microlenders to introduce multiple supply chain financial products. Leveraging robust transaction records and data from upstream/downstream clients, this initiative delivers pure credit facilities, achieving precision alignment with diverse corporate financing needs.

<p>PO Financing</p> <p>Target Beneficiaries: Downstream purchasers</p> <p>Capital Purpose: Sourcing goods from Kunyuan</p> <p>Credit line : RMB3M - RMB10M</p>	<p>Inventory Financing</p> <p>Target Beneficiaries: Downstream purchasers</p> <p>Capital Purpose: Daily Operations</p> <p>Credit line : RMB10M</p>
<p>Factoring Financing</p> <p>Target Beneficiaries: upstream supplier</p> <p>Capital Purpose: Daily Operations</p> <p>Credit line : RMB30M</p>	<p>Leasing Financing</p> <p>Target Beneficiaries: Factory-type clients</p> <p>Capital Purpose: Daily Operations</p> <p>Credit line : RMB10M</p>

High credit line and low interest rates

The maximum credit line is 10 million yuan, valid for 1 year with real-time loan disbursement.

Convenient procedures

pure credit loan with full online operation, no need to submit materials offline.

Borrow and repay at any time

Credit line can be used repeatedly. Borrow and repay at any time, with interest calculated on a daily basis.

Ten years of experience in financial services for the daily chemical industry

Ten years of experience in ecological financial services for home & personal care industry, with many team members holding certifications such as CPA, CFA, and Actuary.

Full-process Supply Chain Financial Service System



Strong Financing Power

With 1B RMB self-owned capital and cooperative financing from multiple institutions, the accessible funding exceeds RMB3B+. Holds multiple local financial licenses, maintaining long-term partnerships with top 10 securities firms of China, Big Four accounting firms, and leading law firms.



Loan + Investment Linkage

Strategic industrial investment synergized with Supply Chain Finance addresses short-, medium-, and long-term funding and investment needs, strengthening the position within the industrial chain.



Science-based Endogenous Risk Management

Scientific management evaluation system and risk control model resolve asymmetric information within industrial chains, enabling effective containment of inherent risks across the value chain.

Cases

2 million
credit line

90-day
payment term

Effortless access to RMB 2M credit line with 90-day payment terms.

A Foshan-based rubber product manufacturer, requiring capital for equipment expansion amid business scaling, had its financing applications consistently rejected by many banks and financial institutions due to insufficient collateral security and excessive liabilities.

Leveraging the manufacturer's robust transaction history and data with Kunyuan, Kunyuan's big data-driven model rapidly connected it with capital providers, securing a RMB 2 million bank credit facility with 90-day payment terms (extendable to 24-month installment repayment) within 24 hours, effectively alleviating its capital constraints.



Cooperative Partners

PART THREE

Platform Partners

6000+
ecological partners

RihuaCloud has connected with over 6,000 ecological partners. Below are just a few examples, and more are continuously joining.

Procurement Partners



Testing/Efficacy Evaluation Institutions



Processing Enterprises



Brands



Market Research Institutions



Commercial Associations/Media Organizations



And More ...

