SUNSON TECH

MARKETING DEPARTMENT

2015
Contents

1. ABOUT SUNSON
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Brief introduction

• Founded in Dec 2003;
• Located in Shenzhen City, the Military Industrial Park—Shenzhen Chiwan Industrial Park;
• Office area is more than 3000 square meters;
• Sunson is integrated with R&D center, manufacturing plant and marketing division;
• Main products are Industrial Metal Keyboard, Encrypted Pin Pad, PCI3.0 Compliant Pin Pad, Self-Service Kiosk which are mainly applied in Banking, Finance, Telecom, Medical, Transportation, Military, Industrial Control and many other industries.

The largest production base of the Metal keyboards, Metal keypads and Trackballs;
The 8th company in the world got through PCI2.1 Certificate;
Awarded The National High-tech Enterprise;
Awarded Shenzhen High-tech Enterprise;
Awarded China UnionPay Safety Certificate;
Awarded Certificate from National Password Bureau, Ministry of Public security.
Established in hi-tech zone
Start focusing on input device
Being metal keyboard supplier of ICBC, start service for self-service terminals
Developed EPP with certificate from China Union Pay
Moved to Chiwan Industrial Zone, 3000 square meter office, new CUP certified, become the pointed metal keyboard supplier more ICBC, ABC in mainland china
Gain PCI 2.1 approval letter and start the EPP in ATM marketing. Gain the honor of "software enterprise."
Passed SGS_ISO9001 quality management system
Strategy organize and change
Approved PCI 3.0 Awarded The National High-tech Enterprise
Gain PCI 2.1 approval letter and start the EPP in ATM marketing. Gain the honor of "software enterprise."
Gain nearly 45% marketing share in bank self-service industry, and become first brand in this industry.
Moved to Chiwan Industrial Zone, 3000 square meter office, new CUP certified, become the pointed metal keyboard supplier more ICBC, ABC in mainland china
Approved PCI 3.0 Awarded The National High-tech Enterprise
Awarded Certificate from National Password Bureau, Ministry of Public security.

History

ESTABLISHING

MARKETING EXPANSION

BUILD PLATFORM

STRENGTHEN MANAGEMENT

STRATEGY & DEVELOPMENT
SUNSON Staffs

Educational background:

- More 81% staff own associated degree;
- Qualified staff guaranteed the hi speed development of SUNSON TECH.

Ages:

- The average age of sunson staff is only 28 years old.
- The passional and professional team moves the development of SUNSON TECH.
SUNSON Advantages

From the development of sunson, it is the team\experience\customers that makes SUNSON has a stable and health development these years.

- **Technology accumulation**: SUNSON TECH has been focusing in the metal keyboard and trackball since her establishment, which makes SUNSON has the leading position in this industry.

- **Experience accumulation**: Established in 2003, and in 2004, developed the first industrial grade trackball in china. The experience in this industry shapes sunson master the industry foundament.

- **Distribution channel foundament**: Nearly ten years development, sunson team works hard and creats the prosperous sunson, we have serviced thousands customers till now. customers are sunson’s fortune and motives.

- **Qualified team**: Experienced leader and employees, from marketing, R&D, salesman, have been a advanced team in this industry. Staff is the base of SUNSON tech.
SUNSON DEVELOPMENT STRATEGY

To provide input devices and info process solutions

Sunson orientation: Professional input device supplier;

Sunson slogan: High quality products, made by sunson, shared around the world;

Core capacity: Enterprise culture, continuous creativity, efficient service.

Management principle: Military design, rational choice.

We develop new products and system solutions and provide qualified products and full heart service according to customers’ requirement to creative values for customers.
Three years planning

Based on current marketing & product, step by step, strategically move forward, solid foundament to improve competitive and service level; developing in resolution, and improve in developent.

phase I: 2013
- Internal "build year", a sound organizational functions & configuration
- External "root year", based on present reputation, favorite price, to explore currently marketing and product business. Simoutaniously, try some new products.
- Strengthen management, cultivate staff, improve team, establish marketing management system.
- Regulate the internal management system, initially established the marketing model in line with the current status!
- Enhance team building, improve salesmen's marketing ability and project management ability.
- Start Industry and regional market segment, simplify internal management & process, move the best one to big customer

phase II: 2014
- Internal "enhancement year", to enhance the organizational capacity to enable management to a higher level
- External "breakthrough year" to concentrate resources in the key customers and key areas, and to establish a model customers in the industry.
- Convert organizational resources to organizational ability.
- Focus on development of large customers.
- Strengthen focus on large project, to implement project management and coordinate selling.
- Based on internal resource, enhance the marketing activity in industrial marketing.

phase III: 2015 ~
- Internal "fix year", systematically fix organizational capacity, improve the organizational capacity.
- External "dig year", to dig high-mid marketing of metal keyboard and move the PCI EPP and high-end trackball to form well-know brand.
- Dig the marketing of metal keyboard, improve competitive and brand.
- To be first level management in this industry.
- Focus on brand building.
- Improve the share of brand channel and customer among customers. To form the stable business process and model.
- Increase the efforts to high-end PCI EPP market development, creating the leading, world-renowned professional input device service provider brand.
Certificate & hounor

- National high tech enterprise
- Shenzhen High Tech Enterprise
- Software enterprise
- more than 30 patents
- member of shenzhen software industry
- "Product Innovation Award"
- Member of shenzhen military association
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PCI EPP

- PCI2.1, PCI3.0 International Certification Approval;
- Support different machines of Diebold/Wincor/Hitach/NCR;
- Support EPP matching software;
- Europe, America and Asia style;
- Braille surface design, easy to be used by visual disability;
- Widely used in ATM, CDM and other financial self-service equipments and self-service payment devices.
Encrypting Pin Pad

- Approved the Certificates by BCTC (Bank Card Test Center) and China UnionPay.
- Applicable to data entry for all kinds of self-service terminals.
- Applicable for China Mobile, China Unicom data collecting equipments, share 70% of the market.
- DES/3DES/4SIM Encrypt Option.
Metal keyboard

- Super metallic finish, key rebound smoothly;
- A variety of surface treatment options, bright face, brushed, sandblasted, coloring and other processing option.
- Accurate track positioning, unique function keys. Touchpad option.
Trackball (For ultrasound scanner)

- High-quality PC material, high-grade imported stainless steel bearings, with high resolution and nice overall design;
- More precise cursor control, feel more comfortable;
- Backlight, optical, mechanical options, colors can be customized;
- Support external functions of right and left click;
- Has been widely used in medical, industrial, military, marine, telecommunications and other fields.
Metal Trackball

- High-quality stainless steel trackball;
- PS / 2 or USB interface optional;
- Widely used in telecommunications kiosk, self-service equipment, military, ships, steamship, instruments and other special environment.
Excellent and High Investment R&D team

Innovation is enterprise’ life --- Sunson pursues the continuous growth, focuses on R&D. We absorb the world's leading technology, recruit the top talents in our industry field, to ensure our long-term competitive advantage & stable development.

Each year, over 10% of sales amount were put for research and development fee!
Since 2008, Sunson began building our testing laboratory, purchasing various types of test equipment. Sunson laboratory has been able to verify the new product development, production and material incoming inspection, products performance testing and fatigue testing, technical support purposes.

Advanced Testing Equipment & Quality Guarantee
Scientific Development & Management

All our new products are under strict development control. Adopt advanced computer-aided design and management software, the potential problems is found & get rid of during our design period.
Certifications

All Sunson products (metal keyboard and trackball) have passed the international quality & security system certification authority, to ensure our customers get the most quality and security guarantee.

- Our products passed international CE.FCC.RoHS. certifications
High-Standard Production Management

Sunson promote “High Standards” & “Military design, Rational choice”, In strict accordance with ISO9001 quality management standard.
Efficient ERP Office System

All in one system

order
production
urchasing
stock
BOM
Timely Information Sharing System

Sunson has her strong files server system, all products & production information could be tracked quickly.

You just need tell us the product barcode, this BOM information & ex-work information could be tracked quickly.
Customer-centric & Efficient Service System

Sunson has an effective service model with following 5 characteristics

**The Breadth of Services**
Same cost but more service supply, including pre-sale service and after-sales service, and even customized services to meet diverse needs of users.

**The Depth of Services**
We will dig the deep needs of users, dedicated to service innovation, to achieve win-win cooperation.

**The Height of Service**
Our main services resources will focus on our high-level customers, Sunson make every effort to carry out service promise for target customer.

**The Speed of Service**
Sunson will respond more quickly than competitor, providing timely services to help our customers promote sales efficiency.
Active Professional Service Model

“Emergency Services + Active Service + Value-added services” 3+service model

**Target**
- **Headquarter**
  - Call for
  - Service Dept.

**Emergency Services**
- Quickly respond to unexpected emergency.
- To ensure product normal running.
- To meet the reasonable needs of users.

**Active Service**
- Prevention
- Be active to know user needs.
- Improve customer satisfaction.

**Value-added services**
- To meet Customization
- To meet special needs
- Exceeding customer expectations.

**Quickly respond**
- Policy setting
- Technical support
- Carry out
- Technical support

**High Satisfaction**
- Policy setting
- Technical support
- Carry out
- Technical support

**Customization**
- Audit clients
- Design & Carry out
- Follow up
- Information feedback
Global Marketing Promotion

- International Finance (Banking) Technology & Equipment Exhibition
- International Business Self-Service Products Exhibition
- China International Medical Equipment Fair
- 2014 Kiosk Europ
- 2014 CETW in US
- Computex in Taipei
Representative Customers

Financial Field
Representative Customers

The 3rd Payment Platform

The Mobile Communication Field
Representative Customers

The Medical Field

[Logos of various medical companies]

The Military Field

[Logos of various military companies]
Representative Customers

Transportation Field

The Self-Service Kiosk Field
Representative Customers

The Petro Field

The Industrial Control Field

The Electric Power Field
Vision: To be the remarkable global solution & service provider of input devices in information processing industry.

Mission: Create the value for customers, realize the dream for staffs, create the wealth for company, and construct social harmony

Core value: Passion, creation, surpass and mutual benefit.
Teamwork

We are a family, we are a team, we process, we share, we share happiness & unhappiness. Here, each member is respected & care...

Your birthday, our blessing

Learning, never stop

Experience sharing

Our happy time
Focus on Customer, Grow together!