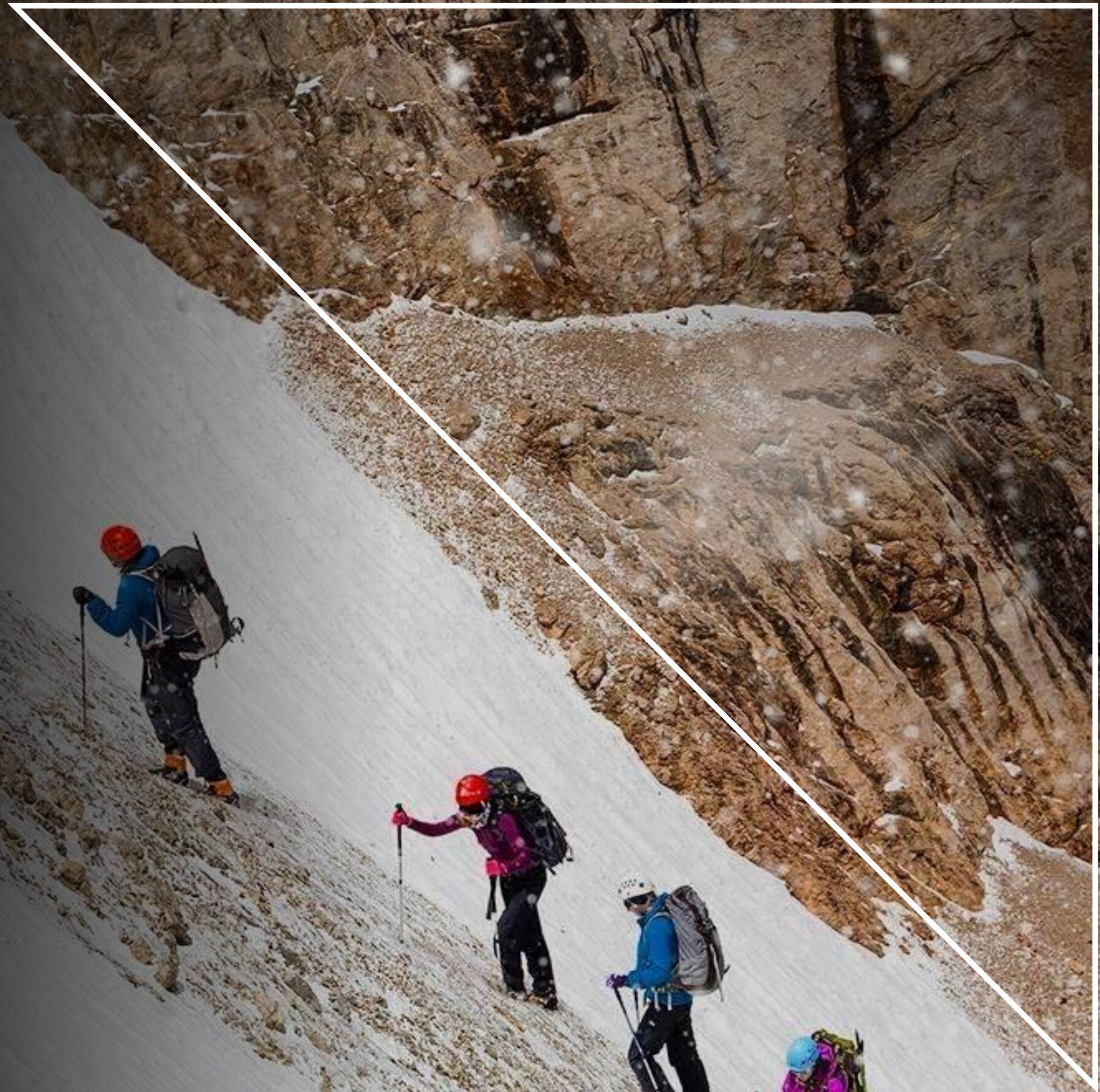


TRANSSION

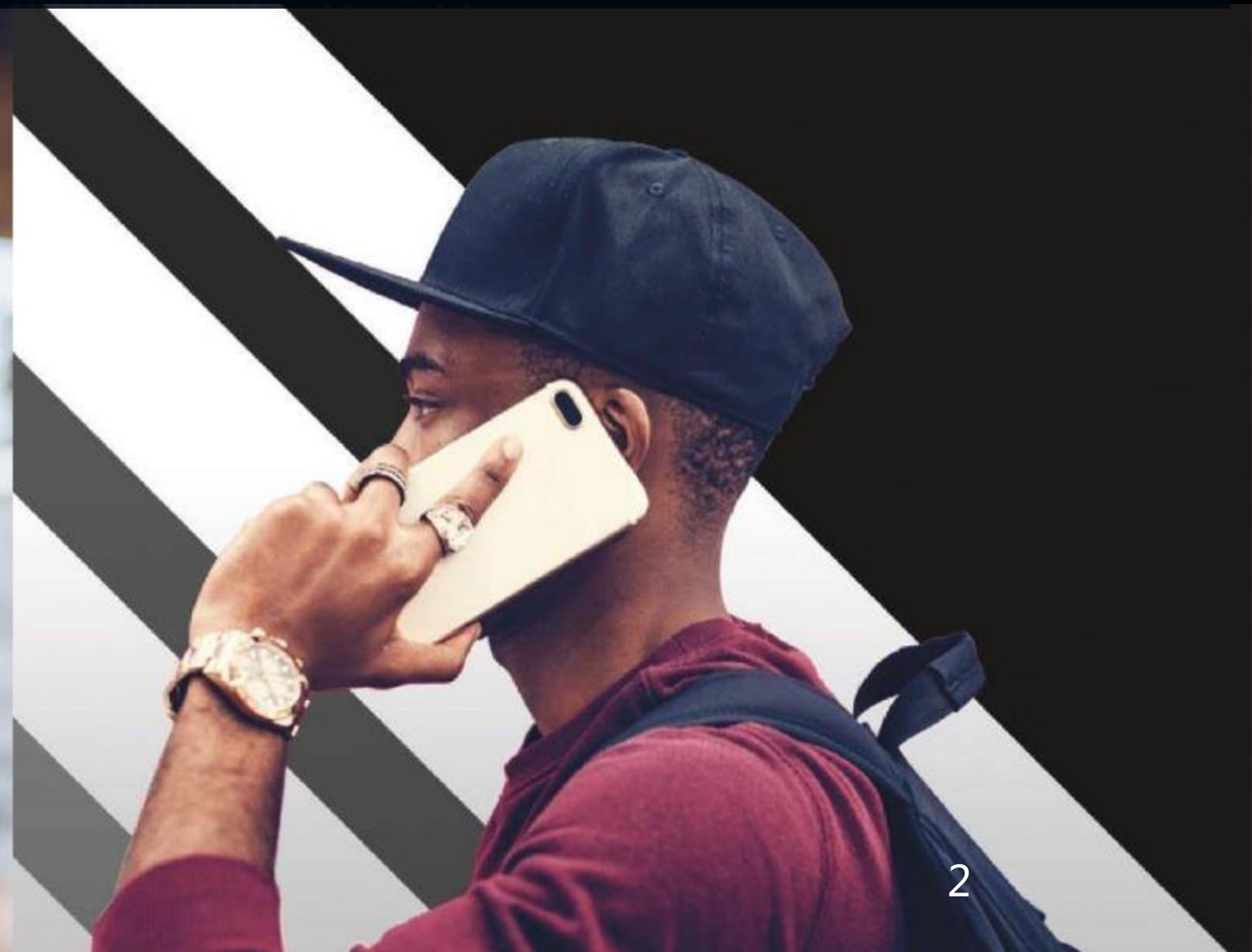
▲ **If you want to go fast, go alone.
If you want to go far, go together.** ▲

TRANSSION CORPERATE CULTURE



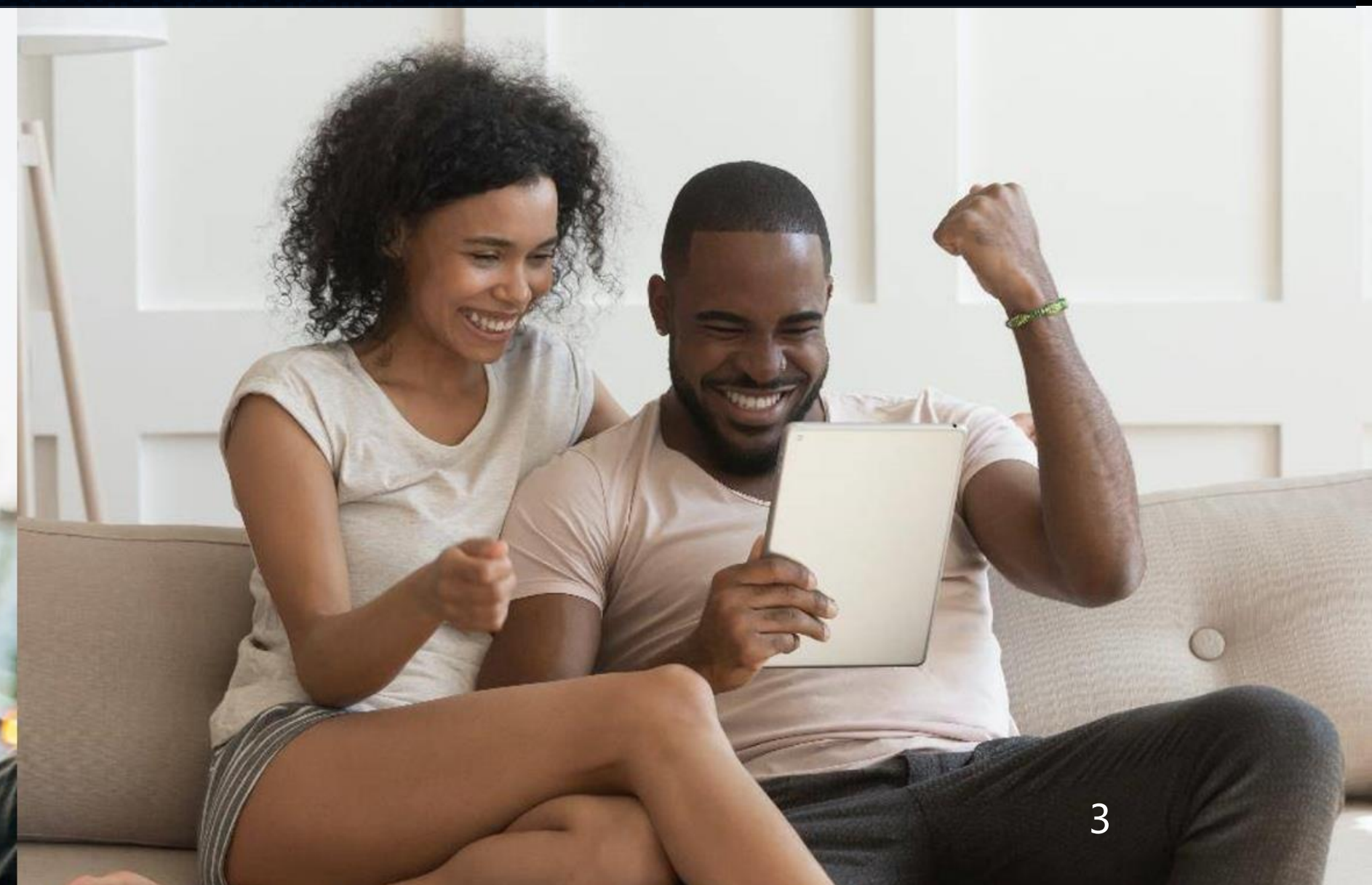
MISSION

To improve the lives of as many people as possible through technology and innovation



VISION

To become the most popular provider of smart devices and mobile services for consumers in global emerging markets



CORE VALUES

【Customers】

Customers are both the starting point and the end point for all work of TRANSSIONers.

【Respect】

Respect defines how we treat each other and our differences.

【Openness】

Staying open connects us to the future and its possibilities.

【Innovation】

Innovation is essential to achieving breakthroughs at different levels, both personal and organizational.

【Sharing】

Sharing invites every “I” to become “we” .

【Bottom Line】

We always show compassion, even if it puts us at a disadvantage.



▶ **TRANSSION brings together a group of people with ideas and ambition**

To grow a strong belief upon a voluntary basis

And work together on a meaningful undertaking ▶



Together we can



A hand holding a glowing, futuristic object against a background of sparks and fire. The scene is lit with warm, golden light, creating a sense of energy and innovation. A white diagonal line runs across the image from the top left to the bottom right.

TRANSSION BUSINESS PERFORMANCE



Total shipments in 2019

137 million

Total Revenue

25.35

Billion RMB

11.92%
YOY

Net Profit

1.79

Billion RMB

172.8%
YOY

Global Mobile Phone Ranking

4th

8.1%
Market Share

10 Million+ MAU

5

Apps

Africa Mobile Phone Ranking

1st

52.5%
Market Share

India Mobile Phone Ranking

5th

6.8%
Market Share

Bangladesh Mobile Phone Ranking

2nd

15.6%
Market Share

SSE Star Market Listed



**TRANSSION Holdings was listed on
Shanghai Stock Exchange Star Market
on September 30, 2019**

China TOP 500 Private Enterprises

TRANSSION
传音控股

◀ 2019 ▶

TOGETHER WE WIN

中国民营企业500强
CHINA TOP 500 PRIVATE ENTERPRISES

中国民营企业制造业500强
CHINA TOP 500 PRIVATE MANUFACTURING ENTERPRISES



Top 50 Chinese Cross-border Brands



**TRANSSION included in
Facebook & KPMG's
Top 50 Chinese Cross-border Brands**

Top Influential Chinese Overseas Brand



TRANSSION won Twitter's
'Top Influential Chinese Overseas
Brand' Award

TOP 100 MOST-ADMIRED BRANDS IN AFRICA

TRANSSESSION' s three mobile phone brands listed among the 2019/2020 TOP 100 MOST-ADMIRED BRANDS IN AFRICA released by the well-known pan-African business magazine *African Business*.

TECNO ranked **5th** | itel ranked **21st** | Infinix ranked **27th**



Special report: Top Brands

Most Admired Brands in Africa

2020 Rank	2019 Rank	Brand	Category	Country of origin	Change
1	1	Nike	Sport and Fitness	USA	0
2	2	Adidas	Sport and Fitness	Germany	0
3	3	Samung	Electronics / Computers	South Korea	0
4	4	Coca Cola	Non-alcoholic Beverages	USA	0
5	5	Tecno	Electronics / Computers	China	0
6	7	Apple	Electronics / Computers	USA	1
7	8	MTN	Telecom Provider	South Africa	1
8	6	Puma	Sport and Fitness	Germany	-2
9	9	Gucci	Luxury	Italy	0
10	13	Airtel	Telecom Provider	India	3
11	11	Toyota	Auto Manufacturers	Japan	0
12	10	LG	Electronics / Computers	South Korea	-2
13	14	Vodafone Group	Telecom Provider	UK	1
14	19	Nestlé	Consumer, Non-Cyclical	Switzerland	5
15	25	Dangote	Consumer, Non-Cyclical	Nigeria	10
16	21	Zara	Apparel Retailer	Spain	5
17	24	Unilever	Consumer, Non-Cyclical	UK	7
18	16	Pepsi	Non-alcoholic Beverages	USA	-2
19	20	Mercedes Benz	Auto Manufacturers	Germany	1
20	15	Nokia	Electronics / Computers	Finland	5
21	17	itel	Electronics / Computers	China	4
22	22	Orange	Telecom Provider	France	0
23	23	Sony	Electronics / Computers	Japan	0
24	18	Huawei	Electronics / Computers	China	-6
25	27	Google	Technology	USA	2
26	12	Anb	Apparel	India	14
27	26	Infinix	Electronics / Computers	China	1
28	30	Glo	Telecom Provider	Nigeria	2
29	46	Louis Vuitton	Luxury	France	17
30	90	Danone	Consumer, Non-Cyclical	France	60
31	43	Chanel	Luxury	France	12
32	34	Hewlett-Packard/HP	Electronics / Computers	USA	2
33	40	H&M	Apparel Retailer	Sweden	7
34	75	Indomie	Food	Indonesia	41
35	49	FILA	Sport and Fitness	Italy	14
36	45	DSTV	Media	South Africa	9
37	50	Nivea	Personal Care	Germany	13
38	44	Blue Band Margarine	Consumer, Non-Cyclical	UK	6
39	59	Microsoft	Technology	USA	20
40	28	BMW	Auto Manufacturers	Germany	-12
41	37	Lacoste	Luxury	France	-4
42	42	Versace	Luxury	Italy	0
43	29	Fanta	Non-alcoholic Beverages	USA	-14
44	33	Polo	Apparel	USA	-11
45	95	Vlisco	Apparel	Netherlands	50
46	62	Nasco	Consumer, Non-Cyclical	Nigeria	16
47	92	Tigo	Telecom Provider	Luxemburg	45
48	77	Converse All Star	Apparel	USA	29
49	73	OMO	Consumer, Non-Cyclical	UK	24
50	52	Shoprite	Retail	South Africa	2

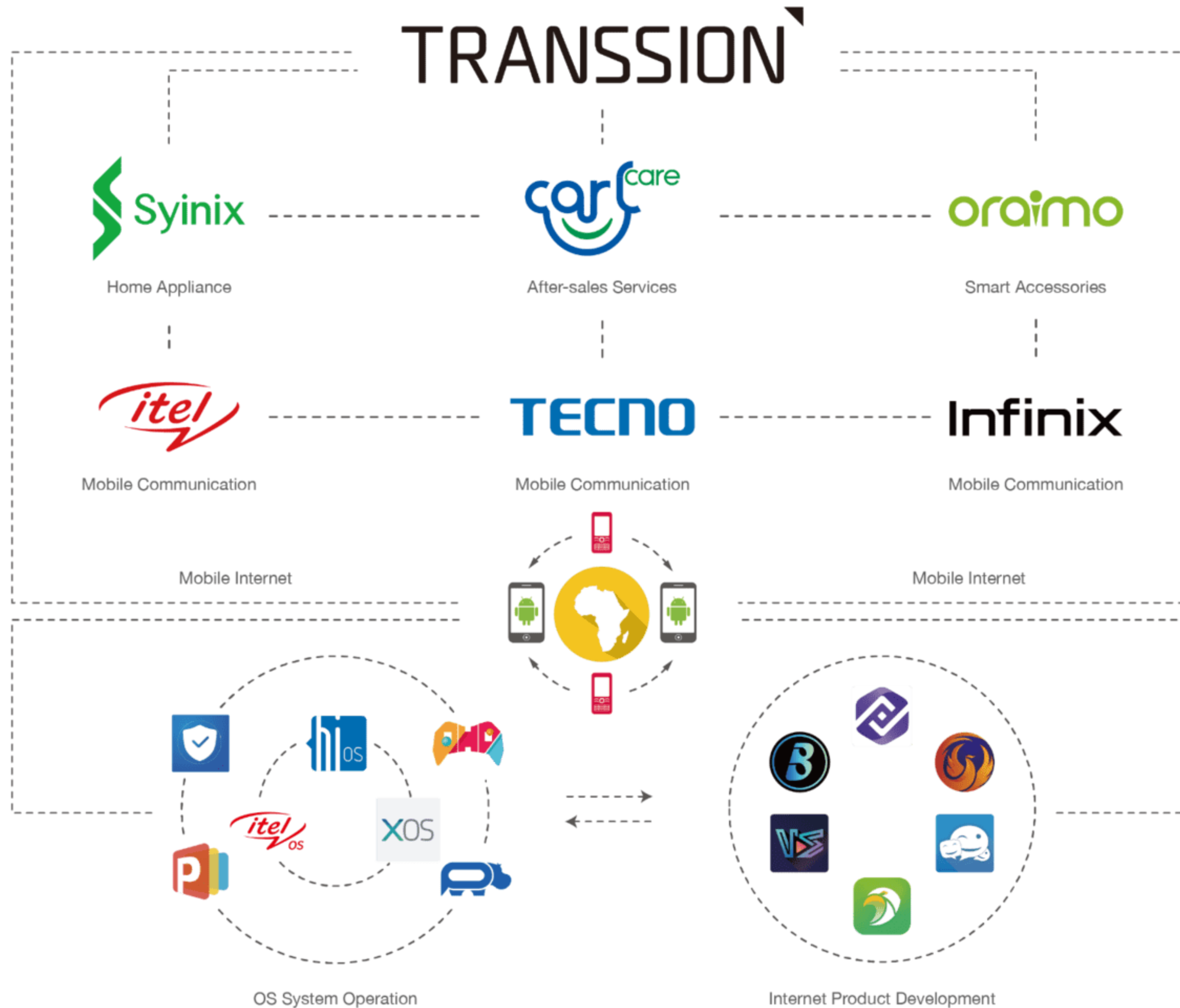


**THINK GLOBALLY
ACT LOCALLY**



TRANSSION MULTI-BRAND STRATEGY

MULTI-BRAND STRATEGY



TRANSSION SMART DEVICES

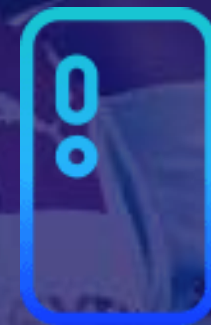


TECNO

A Premium Smartphone Brand



Middle-class consumers



Excellent quality and user experience



Camera, music, and video experiences



Cutting-edge product design



Retail network and after-sales service

TECNO has a global sales network covering more than 60 countries and regions worldwide

Official Global Partner of Manchester City Football Club





A Reliable Mobile Phone Brand for Everyone



Reliable



Durable



**Innovation
for people**



**Extensive
network**

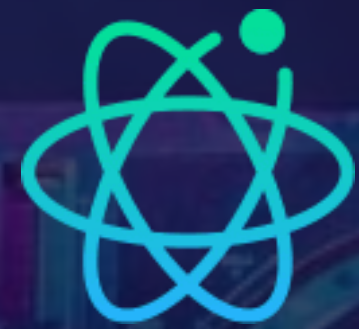


Budget-friendly

itel has a global sales network covering more than 50 countries and regions worldwide

Infinix

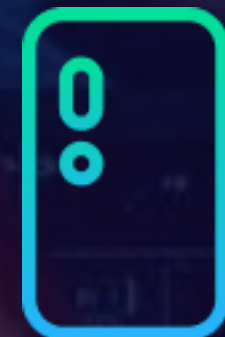
For Younger Generations, A Premium Online-driven Smartphone Brand



For young people pursuing fashion and technology



Cutting-edge technology



Fashionable design



Fan club



Online & offline



Intelligent life experience

Infinix has a global sales network covering more than 30 countries and regions worldwide



Carlcare Service

TRANSSION' s professional after-sales service brand

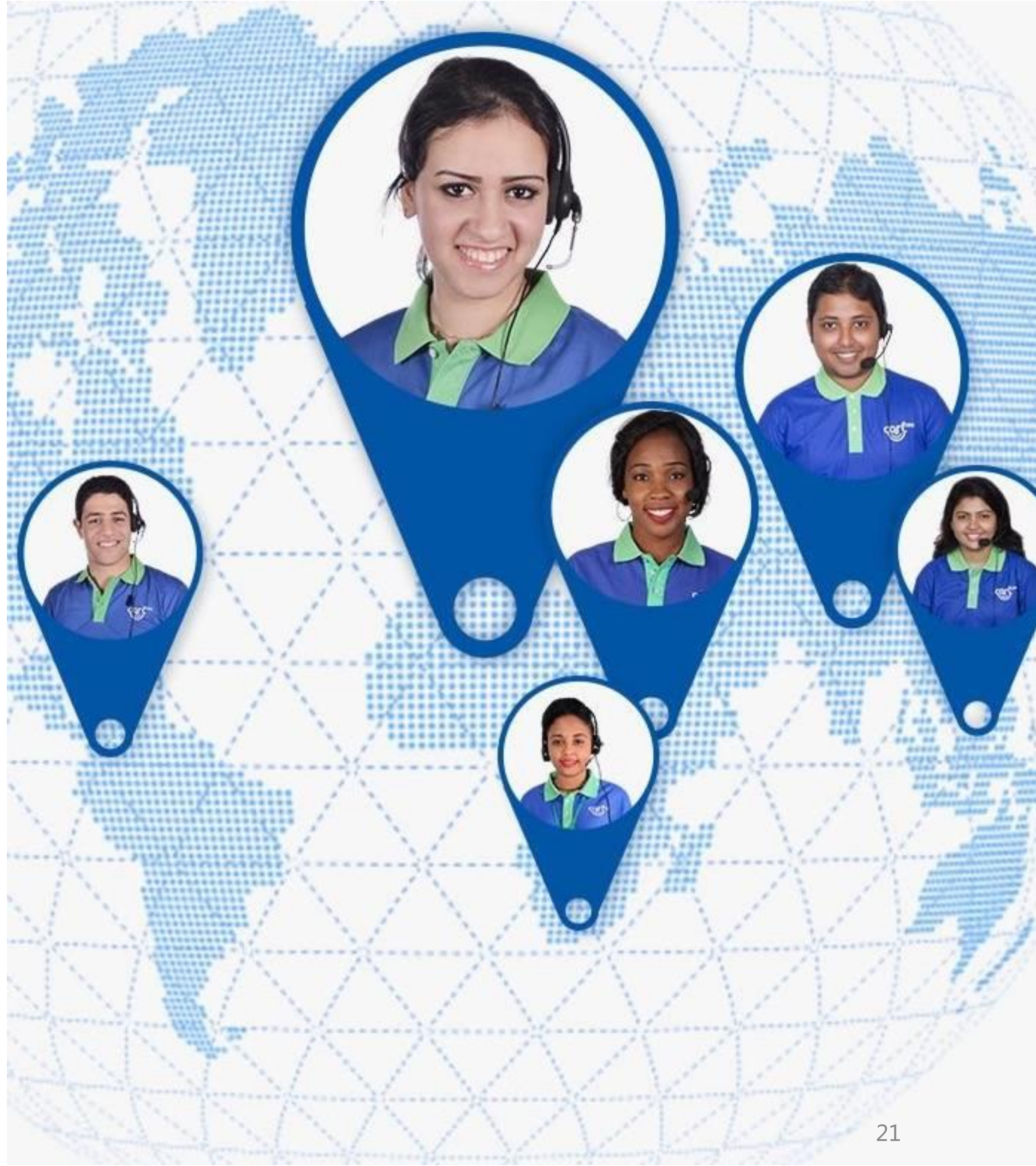
- Provides a full range of after-sales services for mobile phone, accessories, and home appliance products under TRANSSION.
- Provides mobile Internet users with thoughtful value-added services.
- The largest electronic and home appliance product-service solution provider in Africa.

2000⁺

Service contact points
including 3rd-party cooperation points

7

Large repair centres





TRANSSION' s smart accessories brand

- oraimo' s product portfolio includes smart sound speaker, smart watch, power bank, bluetooth earbuds, etc.
- oraimo has a sales network covering more than 30 countries and regions in Africa and Asia, and actively expands online business while vigorously developing offline business.
- Participated in the Amazon Star program, and was promoted as a successful case by Amazon.





TRANSSION' s premium home appliance brand

- Syinix' s product portfolio includes smart TVs, refrigerators, air conditioners, washing machines, electric fans, etc.
- The brand is committed to providing consumers with high-quality home appliances that improve their home life and comfort.
- With simple and delicate design, Syinix aims to help consumers build a cozy family atmosphere.



TRANSSION MOBILE INTERNET BUSINESS



**Smart device
operating system**



XOS



- TRANSSION branded phones are equipped with an intelligent operating system based on secondary development and deep customization of the Android system platform
- Value-added realization based on OS system

OS System Operation



Palmstore
App Store



AHA games
Game Centre



HippoAd
AD Distribution



Phone Master
Tools

Independent Apps



Boomplay
Music



Vskit
Video



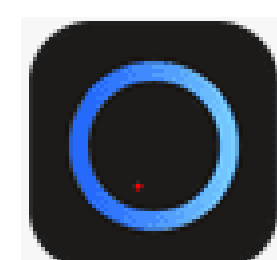
Scooper
Newsfeed
Aggregation



Phoenix Browser
Browser



Ficool
Online
Reading



Others
Others

A close-up photograph of several hands of different skin tones and ages stacked together in a circle, symbolizing teamwork, collaboration, and support. The hands are positioned in a way that they overlap, with fingers pointing towards the center. The lighting is warm and focused on the hands, creating a sense of unity and shared purpose. The background is dark and out of focus.

Scientific and technological innovation centered on the people of emerging markets

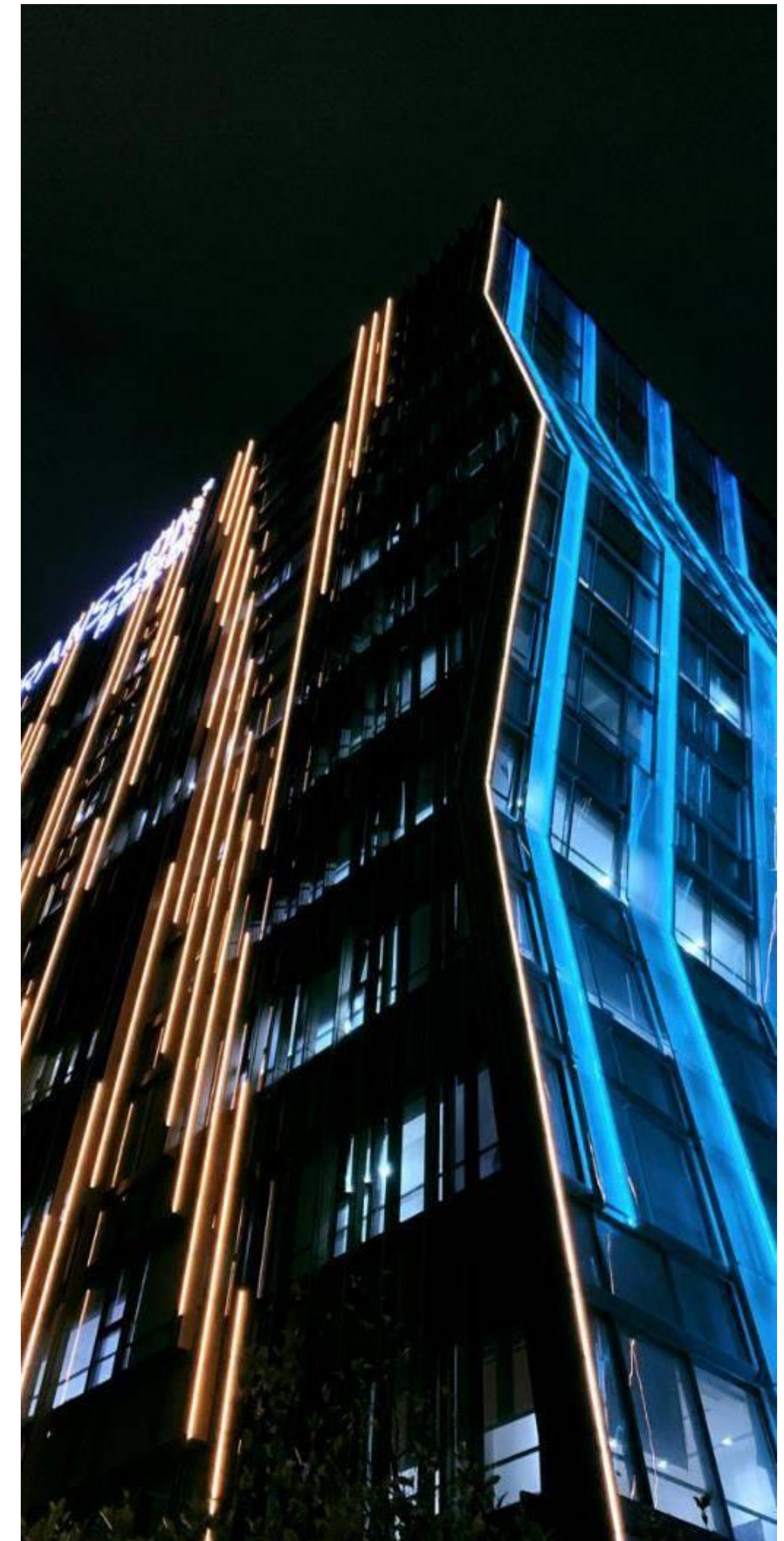
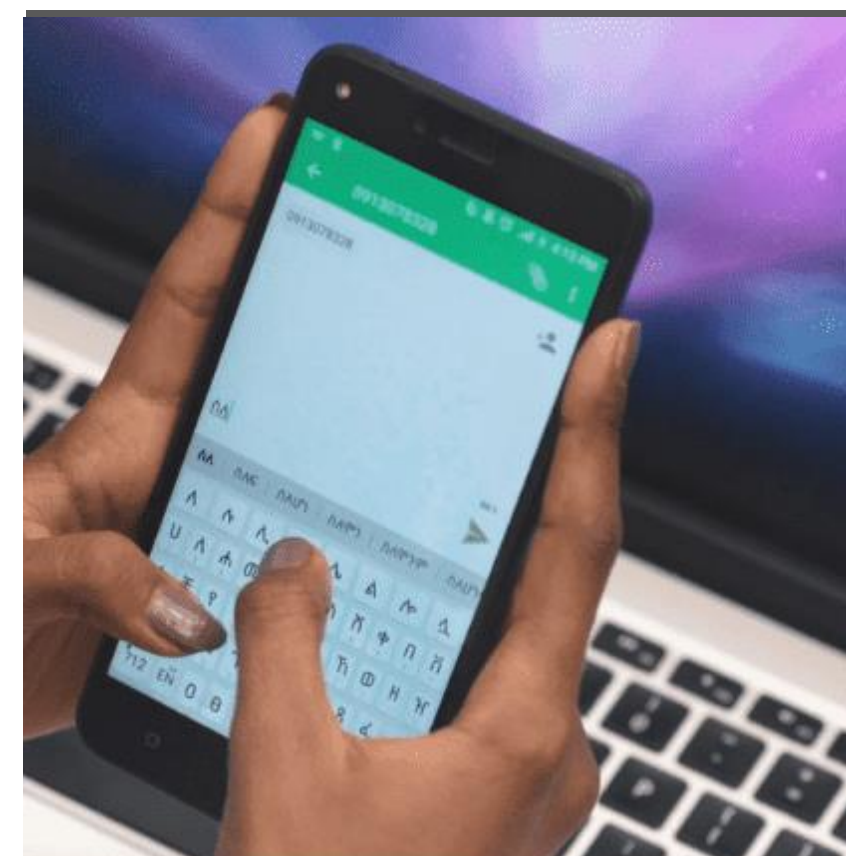
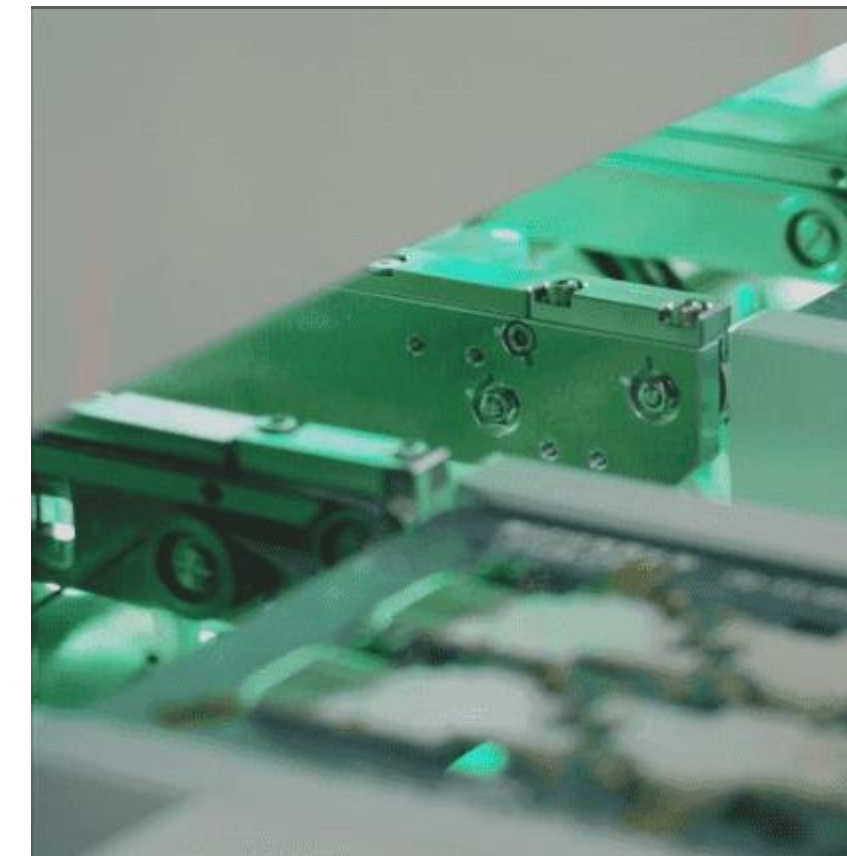


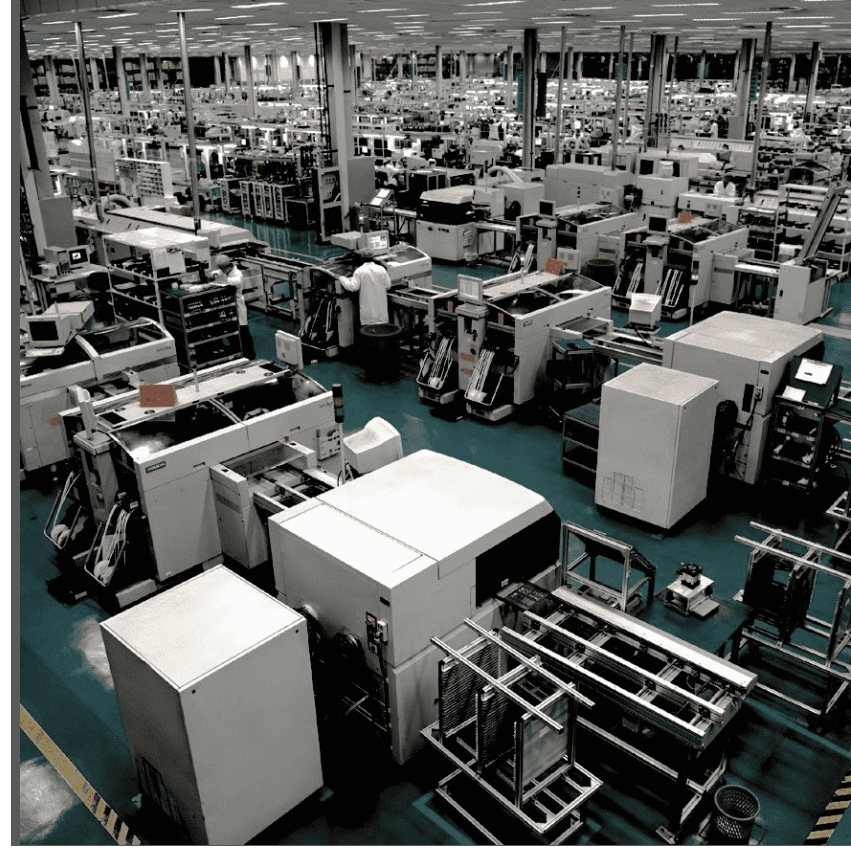
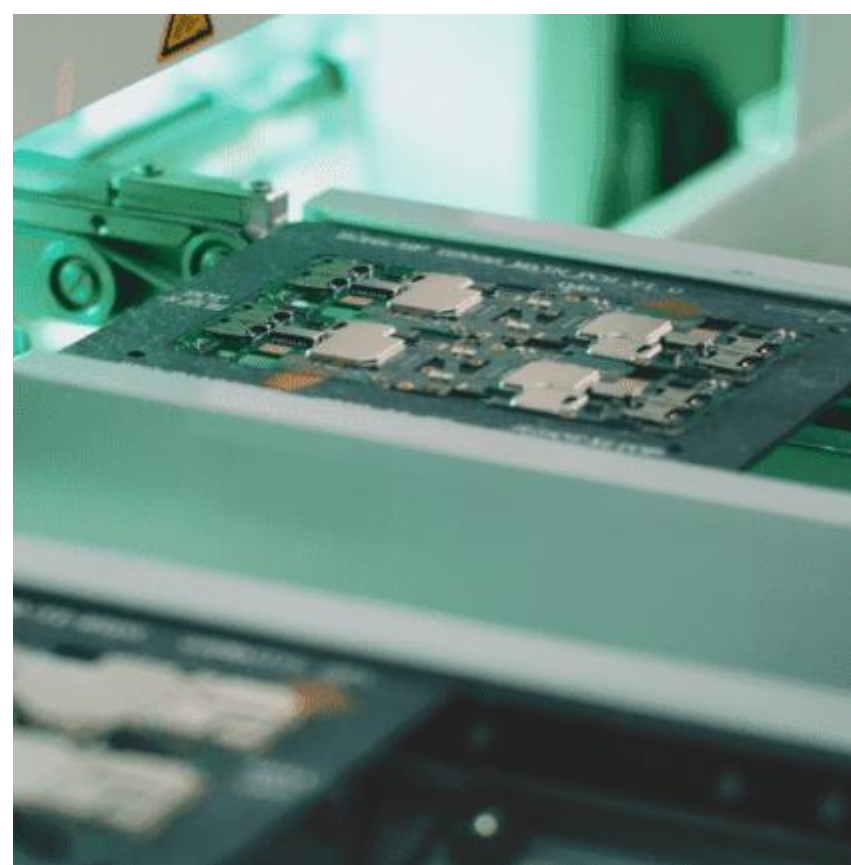
TRANSSION GLOBAL PRESENCE



TRANSION GLOBAL R&D CENTRES

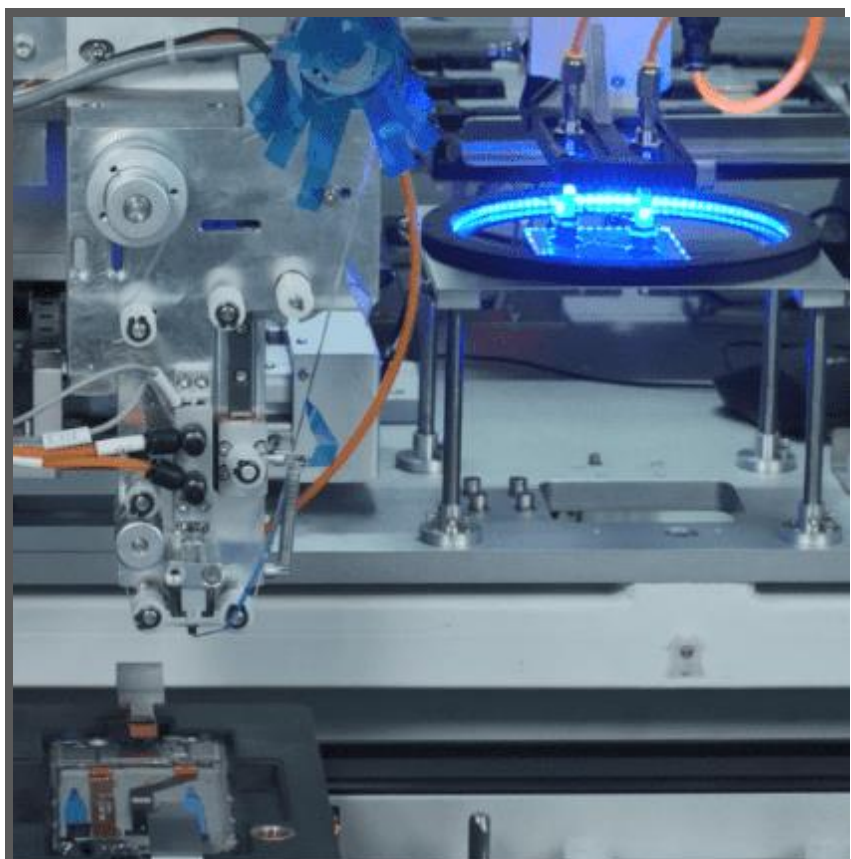
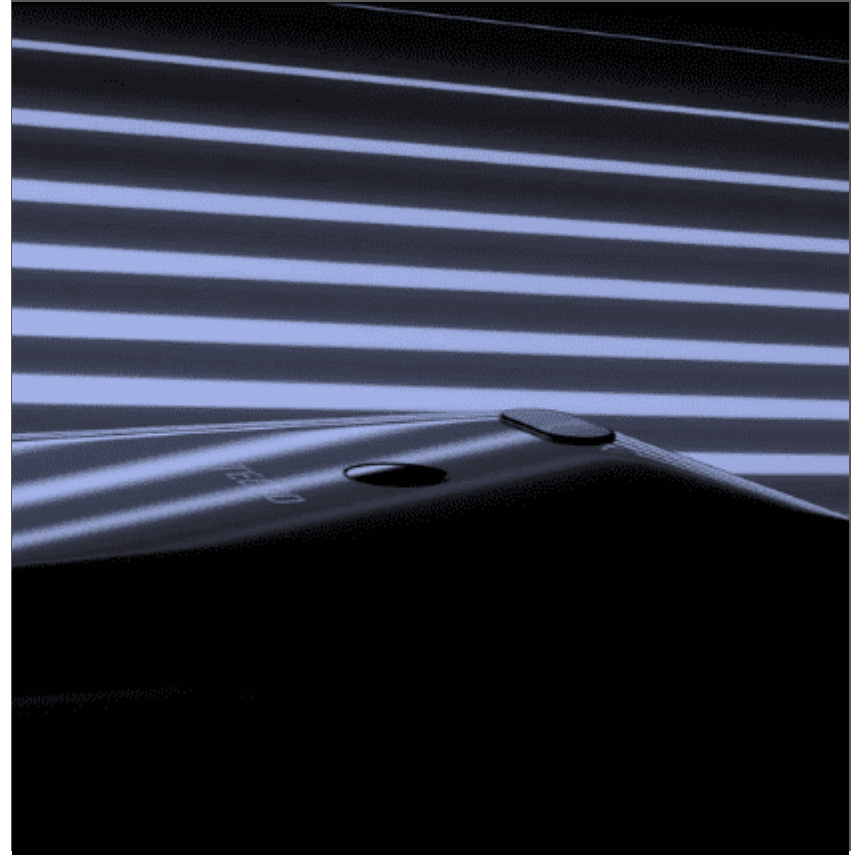
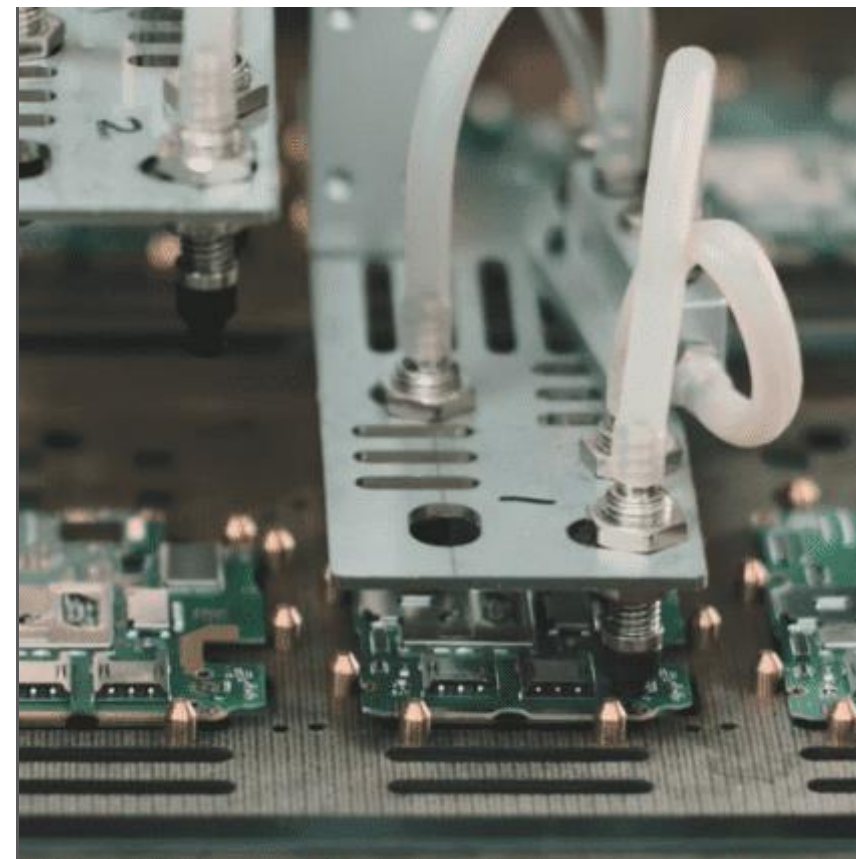
- R&D strategy: local market-driven, consumer-oriented.
- R&D centres in Shanghai and Shenzhen.
- Localized innovative R&D achievements: AI voice recognition, visual perception, dark skin photography algorithms, intelligent charging, super-power saving, cloud system software, intelligent data engines, and 5G communication, etc.
- Emerging markets-leading patents for innovative technologies.





TRANSSION GLOBAL MANUFACTURING CENTRES

- Manufacturing centres in China, Ethiopia, India, Bangladesh and so on.
- The requirements of high-quality, high-tech products and market order fluctuation are fully considered.
- To meet the differentiated market demands of consumers in different countries, TRANSSION has built flexible production lines with the manufacturing capacity of multiple varieties and batches.





TRANSSION GLOBAL SALES NETWORK

70 +
countries

Nigeria, Kenya, Tanzania, Ethiopia, Egypt, the UAE (Dubai), India, Pakistan, Bangladesh, Indonesia, Vietnam, etc.



AN INTERNATIONAL TEAM

15,000+
Employees worldwide



TRANSSION' s Global Partners



PARTNERSHIP WITH UNHCR

- In 2020, TRANSSION and its mobile phone brand TECNO, joined hands with the United Nations High Commissioner for Refugees (UNHCR) to support its global education program, Educate A Child (EAC).
- For Africa, for the future. This will help improve education conditions and provide quality primary education to thousands of refugee children while simultaneously contributing to harmonious and sustained development of African society.

The best time to plant a tree was 20 years ago. The second best time is NOW!

www.transsion.com

