

# Hele Electronics Co., Ltd



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# A company with complete industrial chain



# Intelligence/Wireless/Audio



**Mono Bluetooth headset**

**Stereo Bluetooth Headphones**

**Wired headphones**

**Bluetooth speaker**



**Bluetooth functions for healthy sports**

(Heart rate, pedometer, temperature monitoring etc.)

**Wearable intelligent products for kids**

**APP+ software extension**




Voice remote control of the whole room

Smart homes devices

# “Knowing more about Bluetooth, music and you”

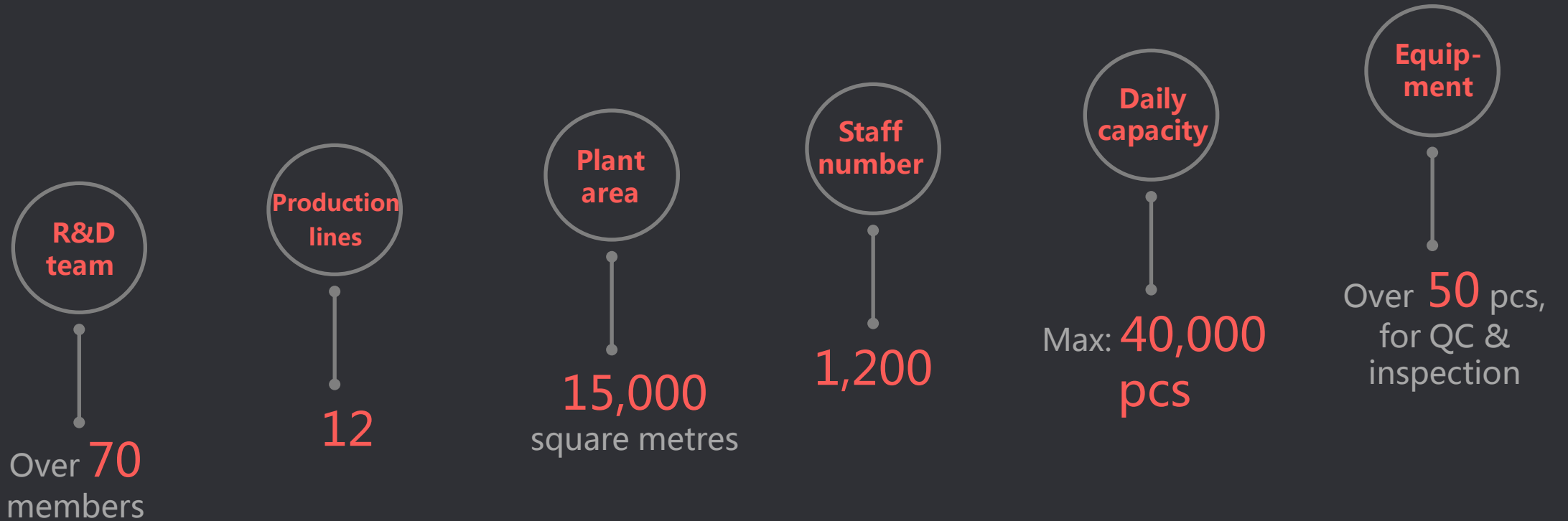
Relying on the idea of “**knowing more about Bluetooth, music and you**”, QCY products perfectly integrate delicacy, comfort, endurance and cost performance.



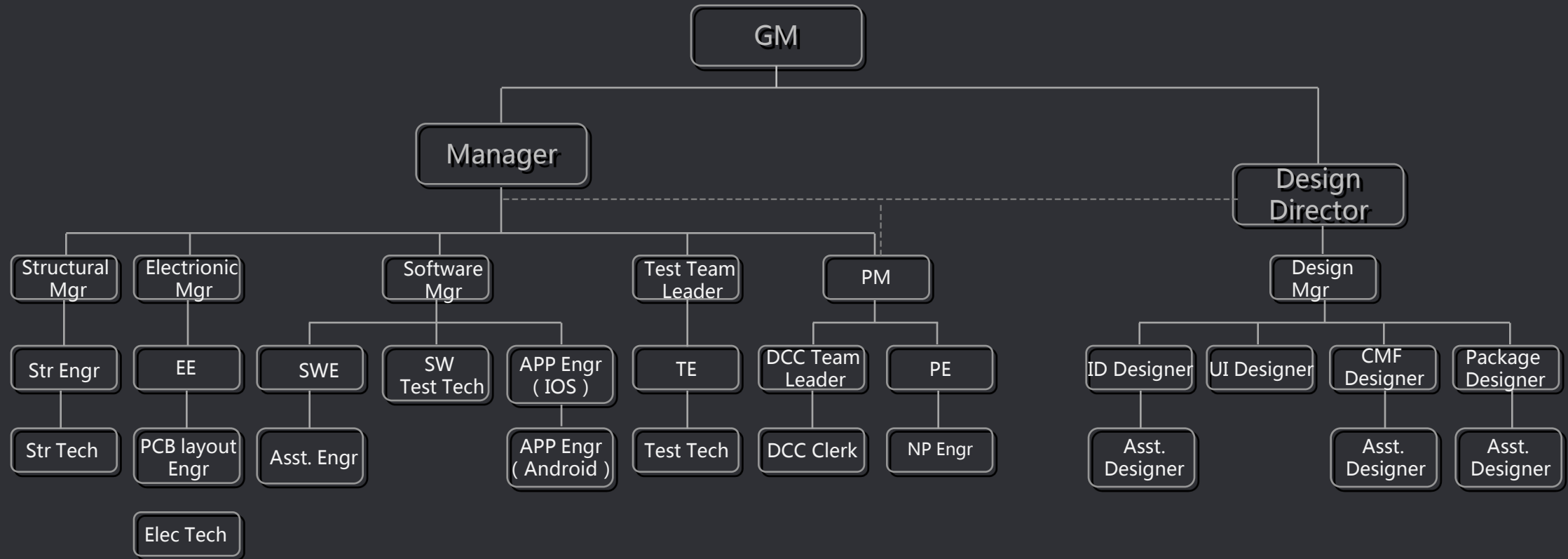
# Slogan of QCY: Just enjoy it!

Our products have been popular with and trusted by global consumers, making QCY No. 1 brand of Bluetooth products in China.

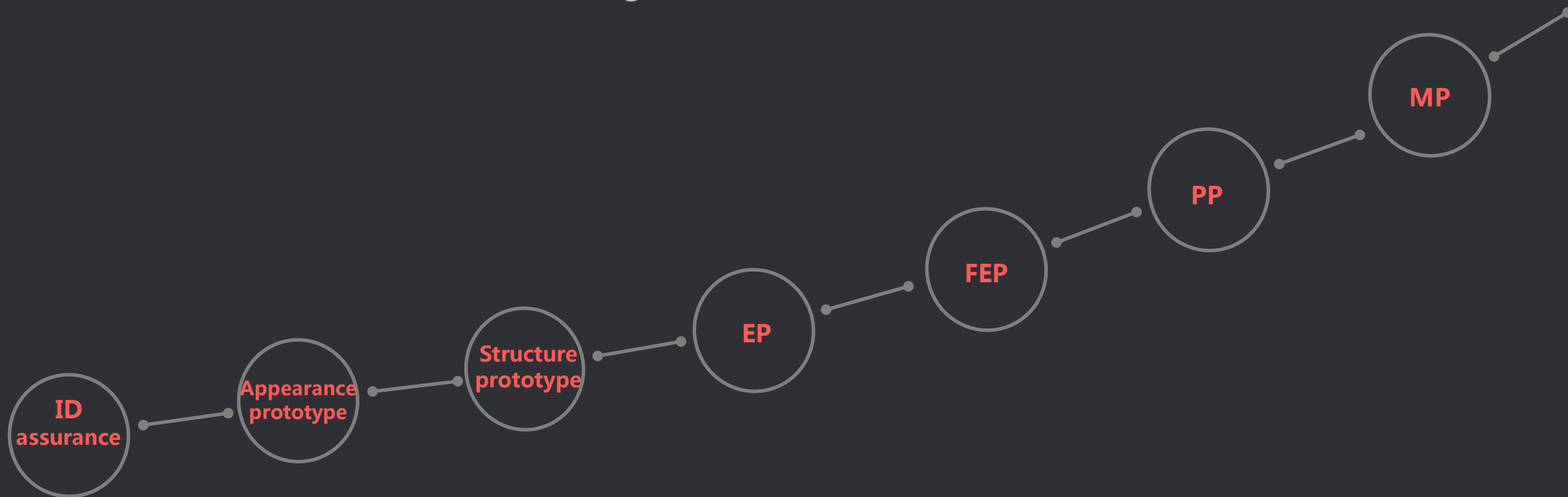
# Company Profile



# Organization Chart of R&D Dept.



# Project Procedures





# Factory



# Modern Production Lines



# Production Equipments



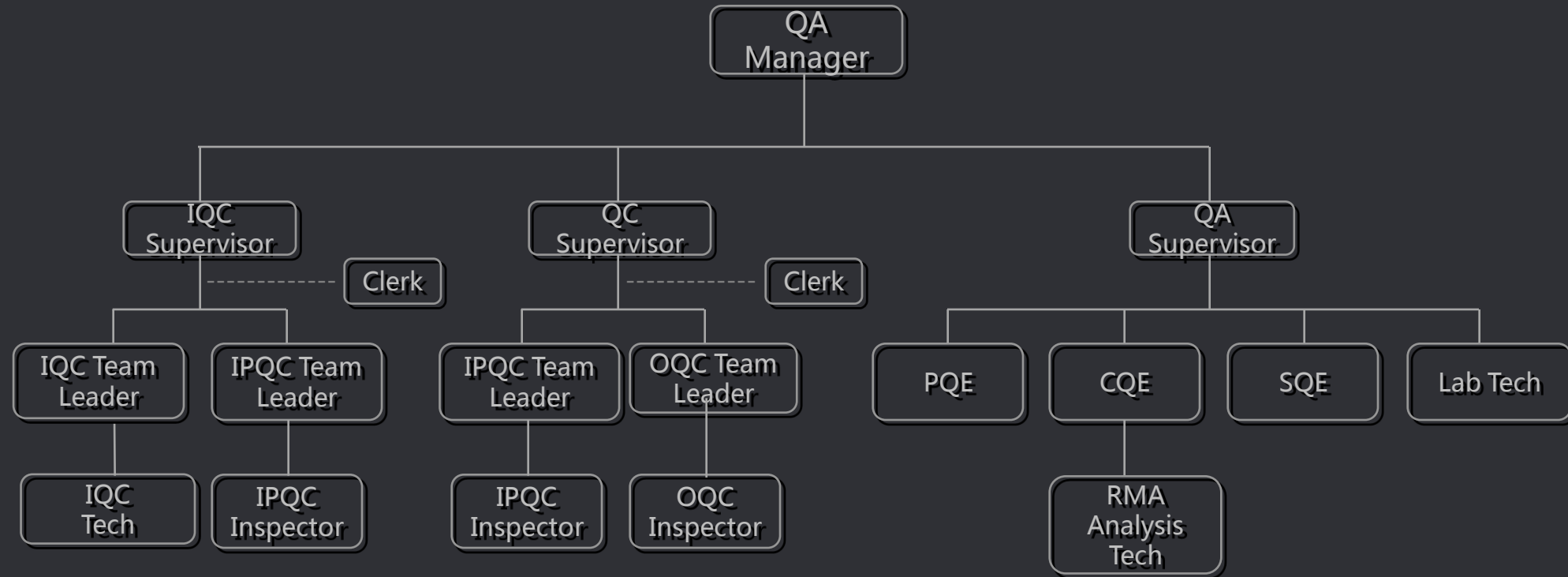
# Production Equipments



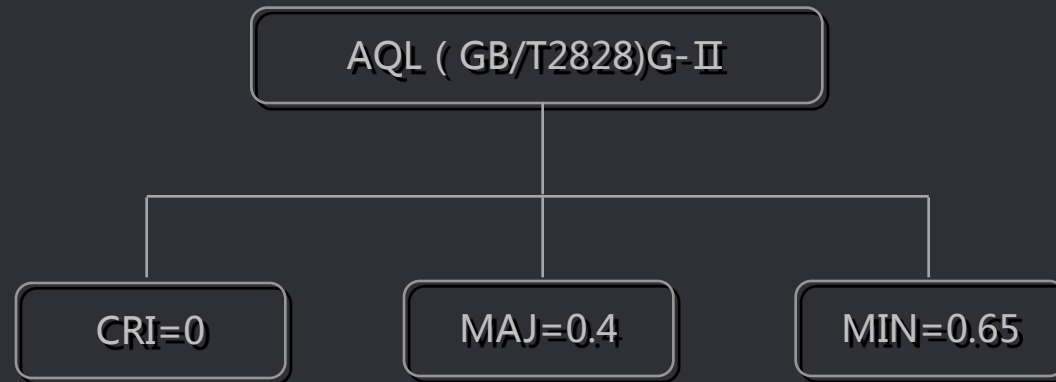
# Warehouse



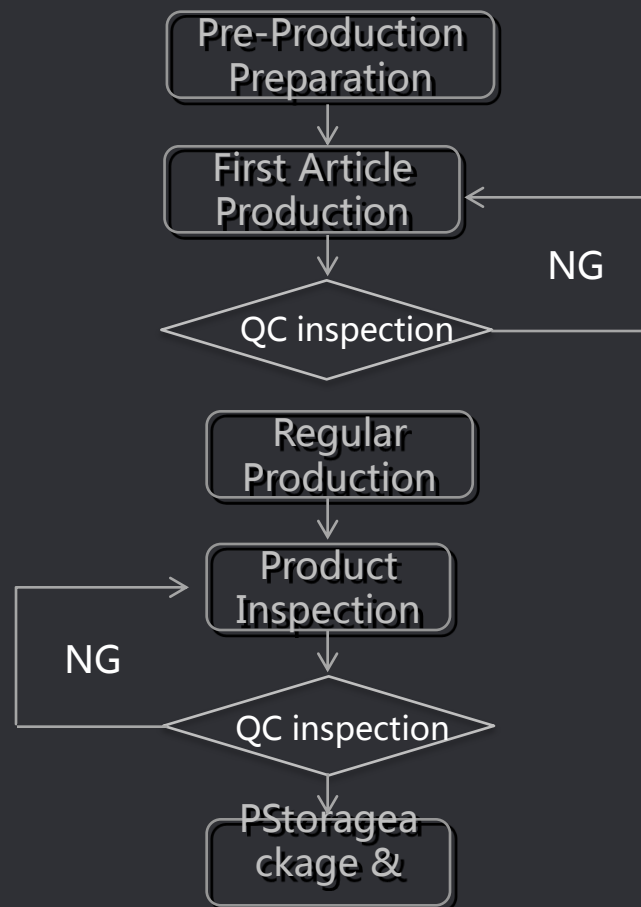
# Organization Chart of Quality Dept.



# Incoming Inspection Standards

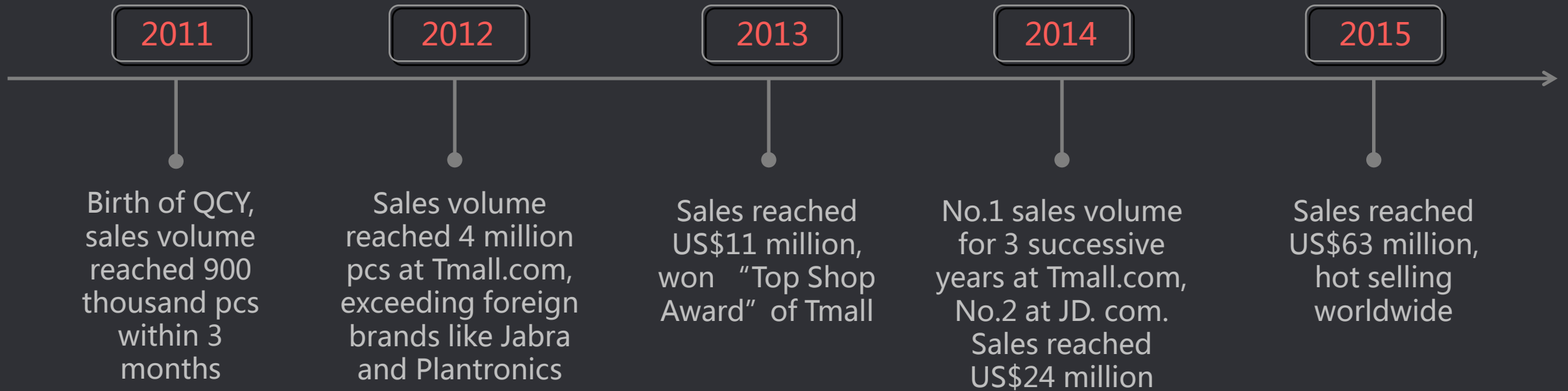


# Production Flow Chart





# Working peer wonders, witnessing changeable situation of the industry



# Sales surging for 4 successive years

Sales of  
**2012** US\$2 million

Sales of  
**2013** US\$11 million  
A year-on-year  
growth of 580%

Sales of  
**2014** US\$24 million  
A year-on-year  
growth of 200%

Sales of  
**2015** US\$63 million  
A year-on-year  
growth of 250%

Cooperate with Xiaomi to establish  
Lanmi Science and Technology  
Co., Ltd.



Lanmi became core accessory supplier of Xiaomi and finished A round financing.



A round valuation :  
US\$5 million



A round financing :  
US\$5 milion

# Powerful supplier chain of QCY



CSR chipset  
UK



Mitsubishi antenna  
Japan



ALPS switch  
Japan



RF mic  
Korea



Future Power battery  
China

# International professional certifications

**BQB**

**FCC**

**CE**

**RoHS**

# Public praise coming from high quality

> **3%**

Avg. RMA of  
industry

< **1%**

RMA of QCY

**365** days

Warranty period

# Persisting in originality & innovation

QCY is the only brand in China that has gained appearance patents for its all products, ensuring marketing rights and interests for all channels

9

Inventive  
patents

29

Appearance patents

8

Utility model  
patents



# Worldwide sales network



# Cooperative brands



# Covering middle, high and low end brands of Bluetooth headsets



Middle-end brand




High-end brands



Low-end brand

# Increasing usage scenarios of wireless audio devices



Man-machine  
INTERACTION



THE SENSOR



VOICE CONTROL

# Focusing on the future, making plans for developments of home audio and wireless wear



Intelligent tools



Peripherals

# Future

Each of our Bluetooth headsets is vigorous with its own story. You can use them to remotely control cellphones, exchange battery power between the two and monitor health etc. We are inspired by each other to create intelligentized products for the market reconstruction of Bluetooth products. With rich brand marketing resources of QCY, we sincerely invite you to share the great business opportunities and achievements!