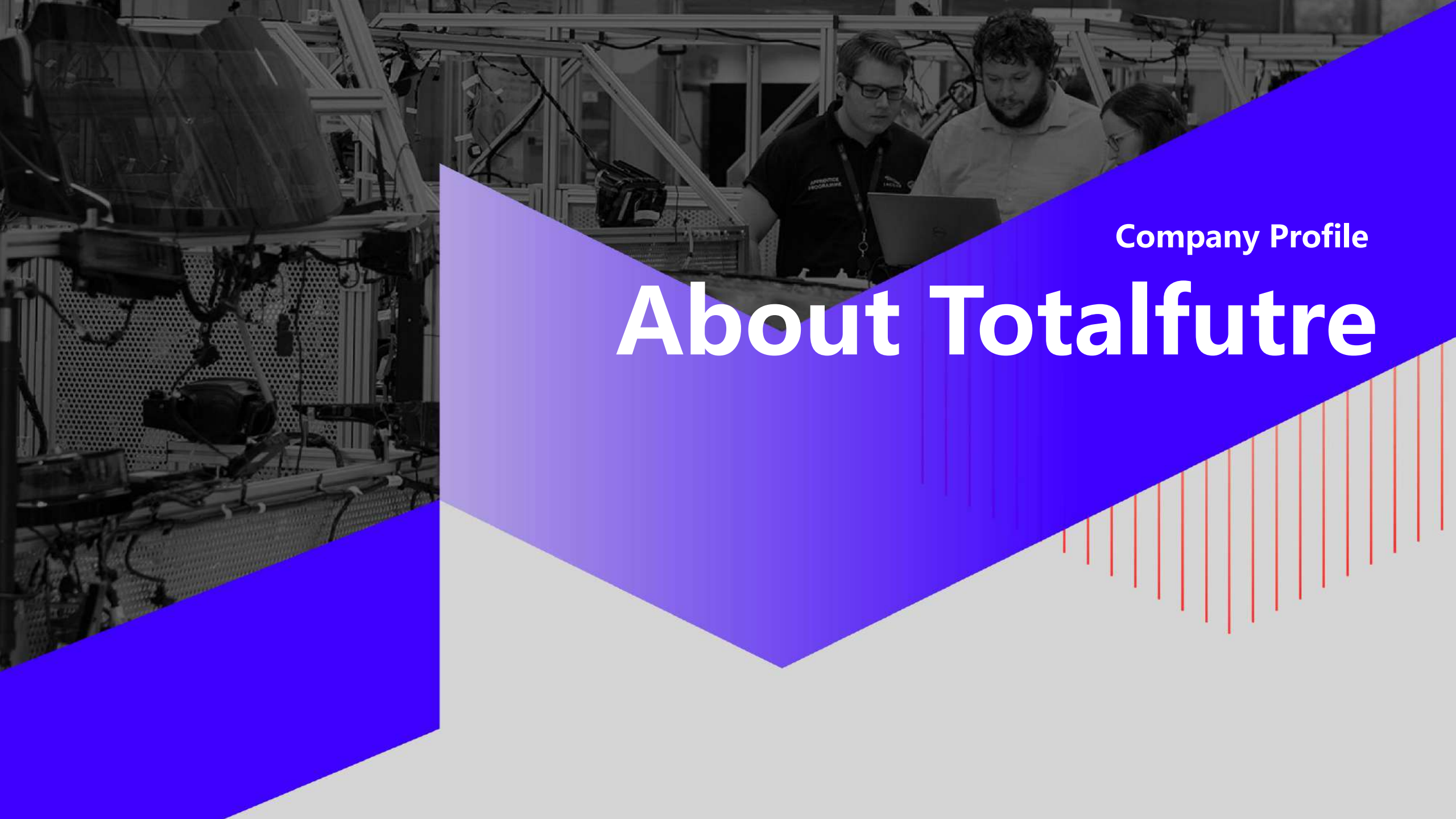
得道未来
TOTAL FUTURE

Shenzhen Totalfuture Technology Co.,Ltd.

SINCE
2021

Shenzhen Totalfuture Technology Co.,Ltd.



Company Profile

About Totalfutre

TOTALFUURE

Total Future is a brand manufacturer and marketer of professional electronic products for global consumer.

We are committed to providing users with high quality of life and efficient work efficiency. At present,we provide personalized and innovative products and services to consumers and distributors in more than 110 countries around the world. Our brands and products focus on the three major fields: energy storage power supply, photographic and optical equipment, and 3C digital.

SINCE

2021



30 years ago

we joined the consumer electronics industry, providing professional battery power solutions for hundreds of millions of users of Walkman players, CD players, cordless phones and digital cameras.



20 years ago

Following the pace of the mobile communication field, we have expanded our business scope, provided high-quality recyclable lithium battery services for nearly a hundred well-known brands, and introduced hundreds of millions of peripheral mobile charging devices to the market.



10 years ago

Over the past 10 years, we have accumulated all our technologies and firmly invested in new energy and intelligent product R&D, manufacturing and brand marketing, and have continuously launched more efficient, more environmentally friendly and smarter innovative products and brands in the fields of light and electricity. .



得道未来
TOTAL FUTURE

Total Future is headquartered in Shenzhen, China, and has marketing and service centers in North America, Europe, Japan, and Southeast Asia. our supply chain and sales cover more than 110 countries and regions around the world. There are 120 R & D and product design personnel in Total future and the number of existing global patents exceeds 100.



>110

Service more than 110 countries

>120

Hundreds of R&D and designer

>100

Patents are over 100

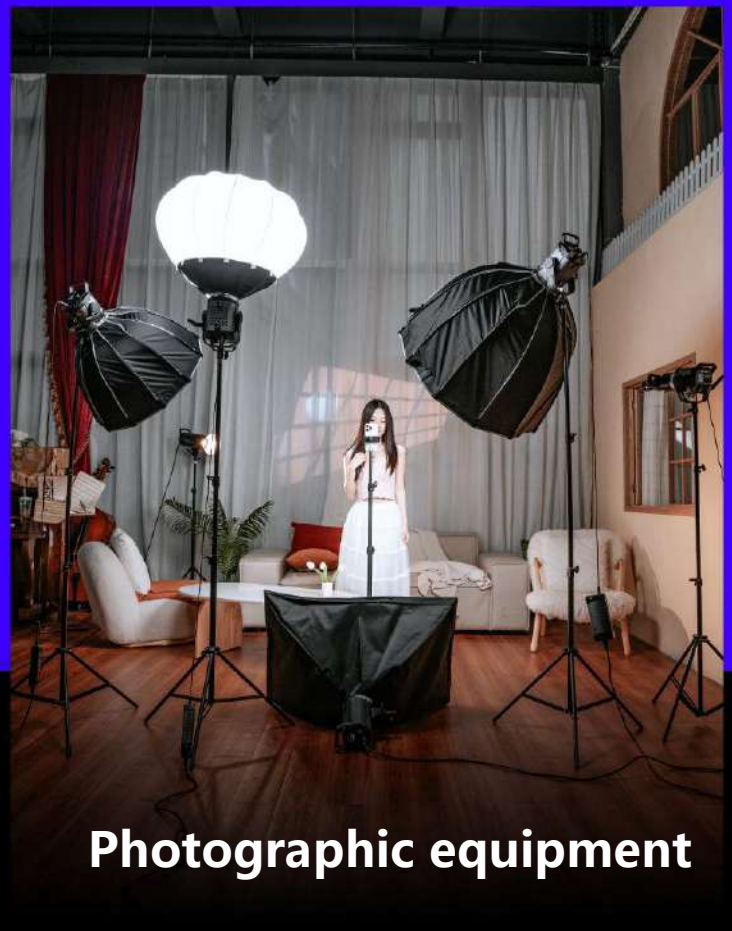
TOTAL FUTURE

Three categories of product

There product lines of Total Future



Power Station& Energy



Photographic equipment



3C digital


emoose

Photography Top 5 Star Products

Tofu light serials





COB Video light serials



Stick Light serials

Data Expansion serials



X2049 board light serials



3C Digital



Container Power bank



Mobile phone magnetic charging power bank



PD65W Charger



PD30W Charger



Company Strength

Analyze and select appropriate sales channels, including direct sales, distribution, e-commerce, etc. Establish channel partnerships to ensure the normal operation of the product in each channel. And improve channel coverage and sales efficiency through continuous optimization of channels

Through data mining technology, collect and analyze consumer, brand competitors and market information, and conduct regular market surveys to understand consumer purchasing behavior and demand changes



Develop a consistent brand communication strategy, including elements such as slogan, visual identity, and brand story. Utilize multiple media and channels for brand communication, including online and offline advertising, social media, content marketing, etc. Track the effectiveness of brand communication and continuously optimize the communication strategy to ensure that the brand message is accurately conveyed.

Based on the results of market research, establish a project book, customize a clear target market and user profile for the product, determine the unique selling points of the product, highlight the differentiation, and align the product positioning with the company's vision, mission and values in order to form an overall brand strategy

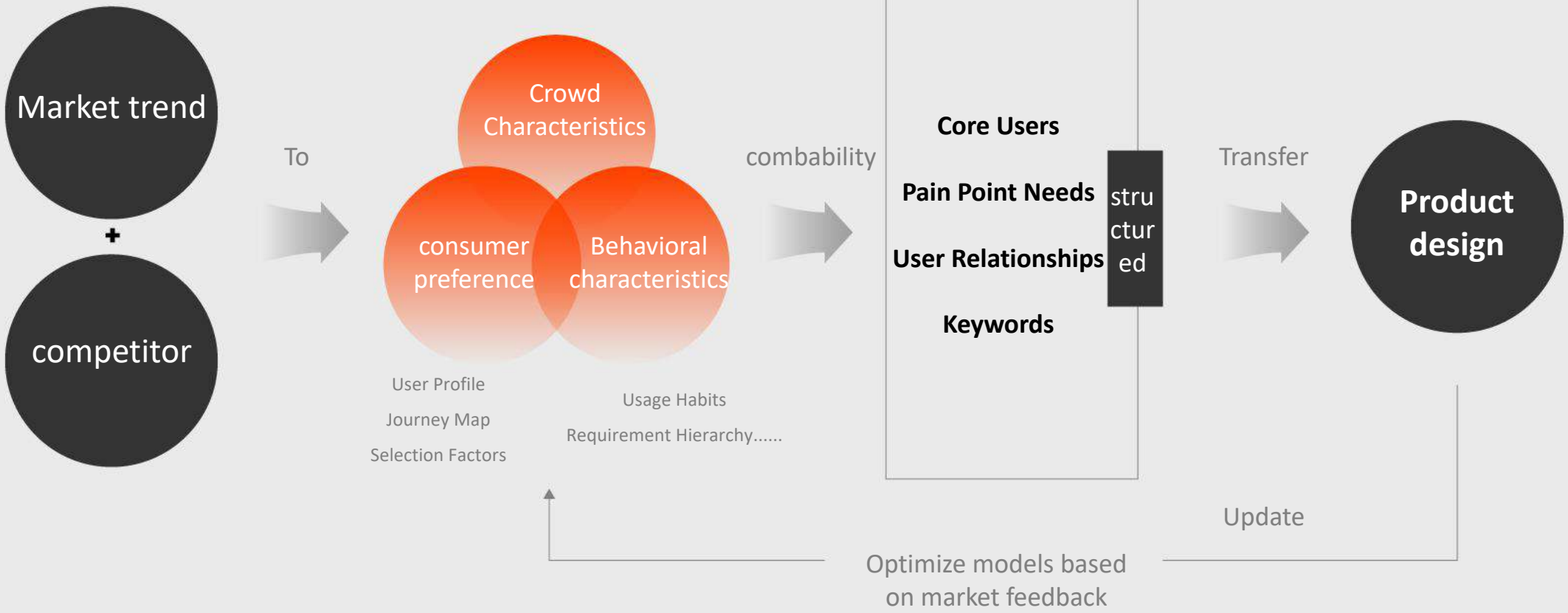
Through the systematic collection of supplier material information, manufacturing process 5M1E information, quality information and customer shipment information, the system realizes the comprehensive coherence from customer order number to product production batch number and assembly material batch number, and then realizes the dynamic query of product traceability information. Through the systematic collection of product quality traceability information, the traceability query function is realized.

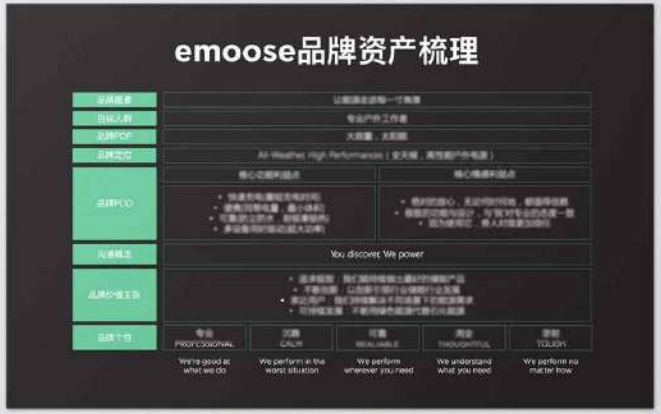
Through the market technology and crowd use research, combined with innovative, environmentally friendly concepts for new technology innovation and design.

Combination of own factory and supply chain, responsible for the quality and safety of the product, according to the drawing design and technical research and development to open the mold and constantly test the product synthesis degree, responsible for the completion of the product.

Marketing Department - Market Research

business environment ▶ **user group** ▶ **design direction** ▶ **Product**




emoose品牌资产梳理
You discover We power


市场部 Marketing Department
行业环境
用户群
设计方向
产品
市场趋势
竞争对手
核心用户
痛点需求
用户关系
关键词
产品设计


两大种子圈层聚焦
户外摄影工作者
户外生活方式者


“专业户外工作者”细分圈层
户外摄影工作者
户外生活方式者
数字游民
户外探险者


重点核心圈层传播路径规划-2022
A
C
P
L
主要平台投放
头部KOL评测
多平台规模化投放
频繁互动保持粘性
专业户外摄影
户外生活方式


品牌重塑
发现问题
制定目标
关键词提取
多维度渗透
用户接收




发现问题
市场环境
艾蒂拉 T2c T4c

Product Department

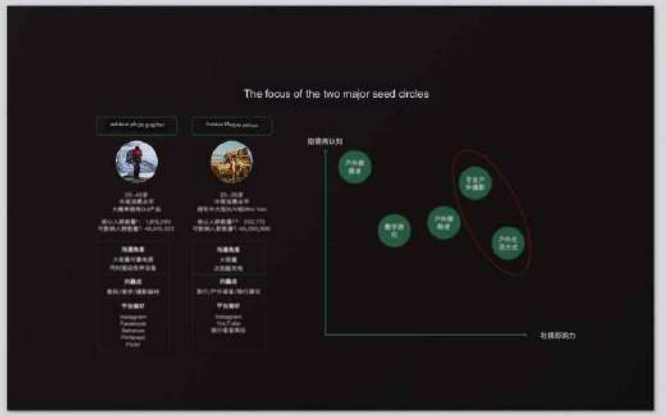
- **Develop and design products independently from 0 to 1**
- **Mature design membership structure**
- **Experience in building multiple industry Netflix pop-ups**

Each member of the team possesses a wide range of skills and expertise, and specializes in interdisciplinary collaboration. They consider all aspects of the product from market research, user experience to engineering to ensure that the entire process from 0-1 is efficient and seamless. Their deep understanding of materials, manufacturing processes, and product performance ensures that the feasibility of actual production and cost control are taken into account at the design stage. Since the establishment of TEDO Future in just a short time, they have already created high-quality products such as the industry's top-selling tofu light, the top-selling X2049 portable fill light in tanning stores, and the TOP1 shutter release line shipped by Tmall and Jingdong.



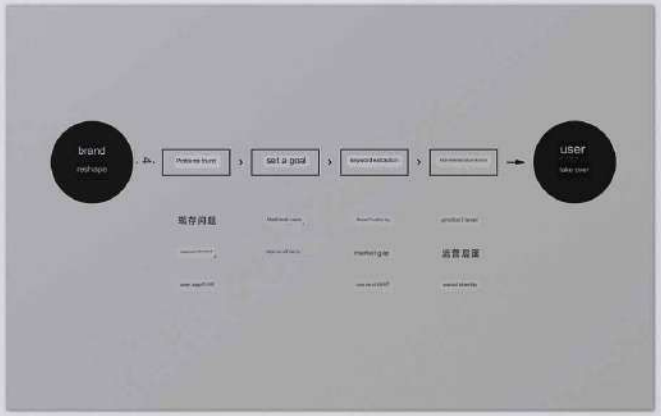

emoose brand assets combing
You discover We power
Brand
We're good at what we do
We perform in the worst situation
We perform wherever you need
We understand what you need
We perform no matter how


Marketing Department
user group
design direction
market trend
对手
core user
product 设计


The focus of the two major seed circles


"Professional Outdoor Workers" Segmentation


Communication path planning for key core circles - 2022
A
C
P
L
摄影


brand
reshape
set a goal
user




problem found
Almonra T2c T4c

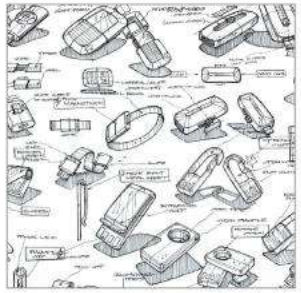
Total Future full-process product design

Design strategy | **Industrial Design** | **Test strategy** | **Production**

Definition → Plan → Orginal → Sample test → Enter market

Product update











Total future independently develop and design products

Power Sation








Photography Equipment








3C digital (electronics)








R&D Team



Chief Scientist

Yang De Xin

Technical Director, China National Machinery Import & Export Corporation, Shenzhen Branch

Chief Engineer of China Security Group

Member of Guangdong Province Professional Standardization Technical Committee

China's first infrared communication and infrared TV listening system patent inventor

Familiar with the field of carrier communications, artificial intelligence, and video processing. Proficient in C++, matlab and other programming tools. Familiar with 51 series, PIC and other microcontroller program. Familiar with 32-bit embedded system programming. Familiar with various compression and decoding algorithms for audio/video and network streaming files.



WangYuan

Process Quality Director

Master of Industrial Engineering, Xi'an Jiaotong University

Former Senior Engineer of Magnesium Alloy in Foxconn Group

Former Executive Vice President of DBK



Liu Qian Geng

Chief Hardware Engineer

16 years of power supply R&D experience

Head of mobile power, car charger, wireless charger,

outdoor energy storage inverter development



Chen Chao

Chief R&D Engineer

14 years of R&D experience

Head of energy storage hardware and software platform

Developed a set of unique SOC algorithms for BMS

Four Independent Innovation Technologie of power station



Multi serial&parallel BMS technology



·Battery voltage active and passive equalization, prolonging battery service life

. Thermal balance treatment to improve battery consistency

High Power Inverter DSP control technology



- Fast charging technology for bi-directional AC charging and discharging
- Parallel energy and power technology can double the rated capacity/output power.
- DSP full digital control, high reliability
- UPS technology

Efficient Algorithms for Solar MPPT

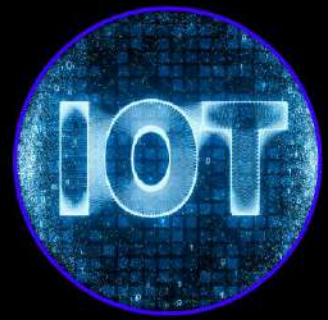


- Solar ultra-wide voltage input with independent software algorithm

MPPT control to ensure efficient solar charging

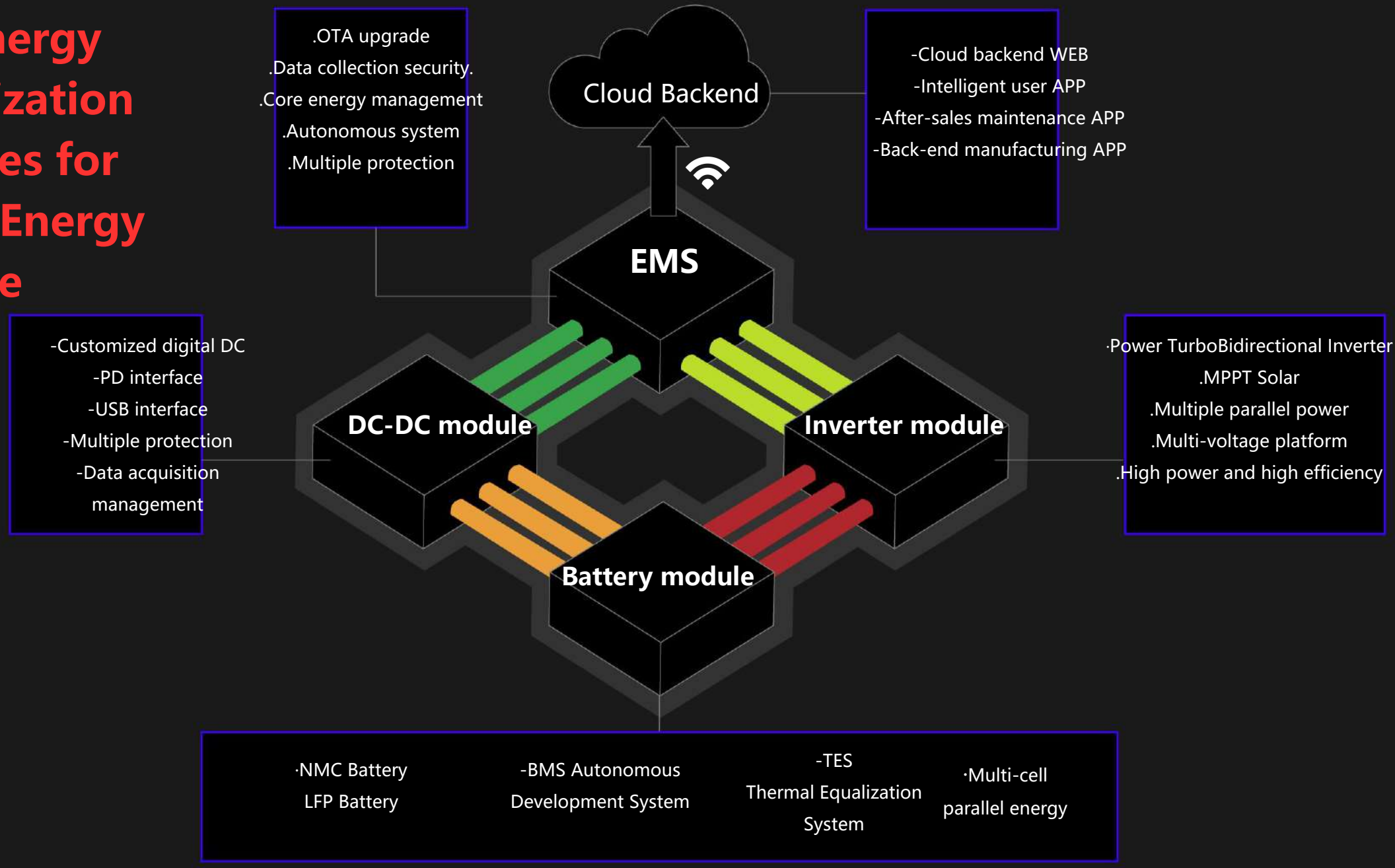
- Off-grid intelligent switching technology
- Constant power control technology

IoT technology



· Realization of firmware OTA upgrade, intelligent monitoring remote control, background database management

Five Energy Organization Modules for Smart Energy Storage



Honored with International Technical Recognition





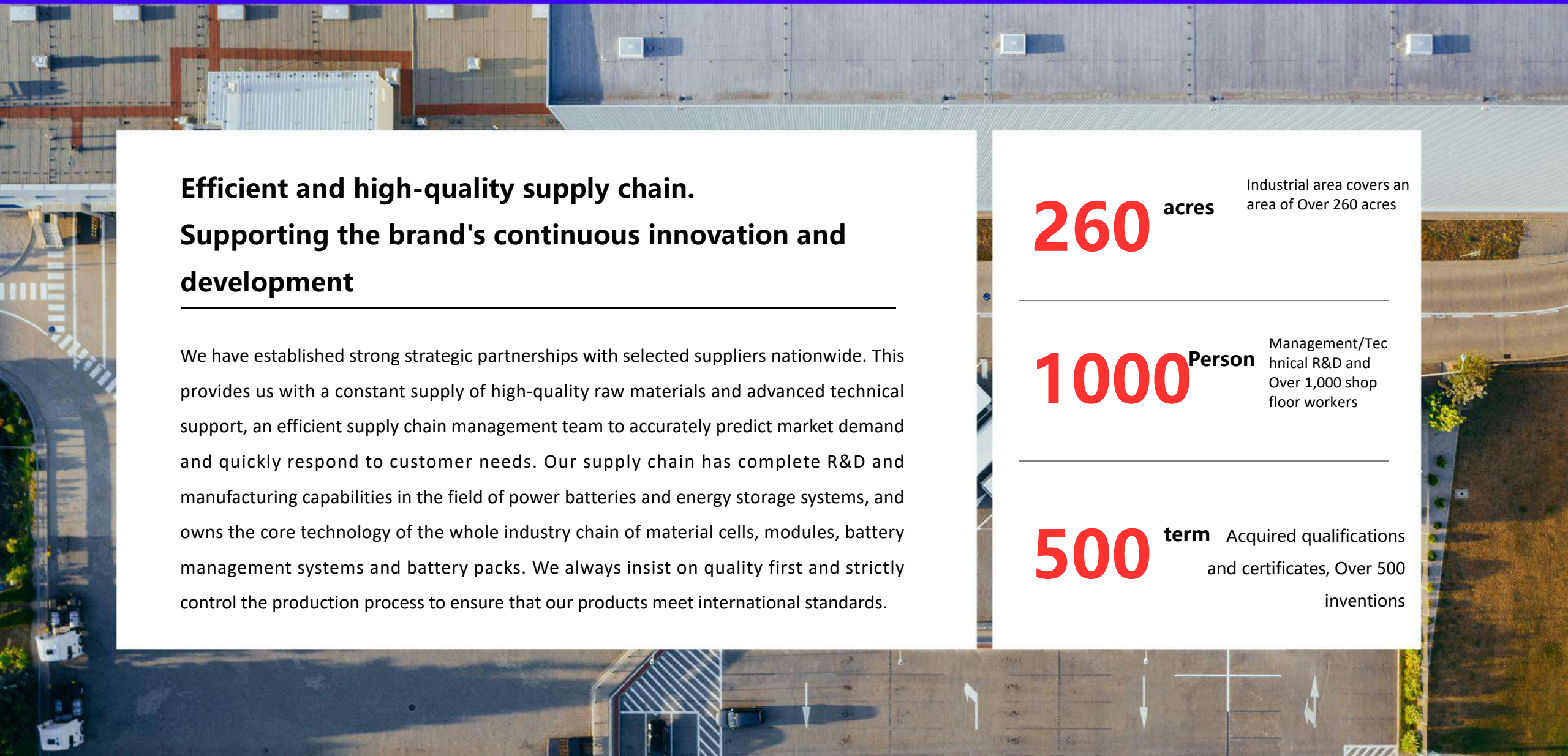








Supply Chain



Efficient and high-quality supply chain.
Supporting the brand's continuous innovation and development

We have established strong strategic partnerships with selected suppliers nationwide. This provides us with a constant supply of high-quality raw materials and advanced technical support, an efficient supply chain management team to accurately predict market demand and quickly respond to customer needs. Our supply chain has complete R&D and manufacturing capabilities in the field of power batteries and energy storage systems, and owns the core technology of the whole industry chain of material cells, modules, battery management systems and battery packs. We always insist on quality first and strictly control the production process to ensure that our products meet international standards.

260 acres — Industrial area covers an area of Over 260 acres

1000 Person — Management/Technical R&D and Over 1,000 shop floor workers

500 term — Acquired qualifications and certificates, Over 500 inventions

Fields covered by the supply chain



Power Station

Portable energy storage, communication base station energy storage, optical storage integrated system, wind power integrated system, customized energy storage system



Electric Equipment

Power tools, garden tools, vacuum cleaners, sweepers, battery packs, photographic COB lights, fill-in lights, flashes, tripods, shutter cables, etc.



new energy vehicle

EV, HEV, PHEV, low-speed electric vehicle, electric bicycle, electric motorcycle, electric scooter, twisted bike, unicycle, etc.



IT Equipment

Mobile power, Apple shaped batteries, cell phones, laptops, wearable, etc.

Cell Advantage

Nearly 30 years of research and development, advanced technology incorporated Creating high performance battery cells

Battery cell R&D and manufacturing is one of the core technologies in our supply chain, and with nearly 30 years of tireless efforts and continuous innovation, we are committed to developing and optimizing superior battery cells. Our technical team has the experience and expertise to incorporate state-of-the-art technology into the design and manufacture of our batteries to ensure excellence in safety, stability, durability and high performance. Whether the application is in mobile devices, electric vehicles or energy storage systems, our battery cell technology has demonstrated an exceptional ability to provide customers with reliable energy solutions. We are confident that the superior performance of our battery cells will make an irreplaceable contribution to the future development of the energy sector.



Volume density

Extra high Volume density makes the product compact and portable.

fast charging and quick discharging

Satisfy customers' demand for charging and discharging speeds and enhance product utilization.

Safety

Around safe material selection, design validation, thermal failure detection, and refined process management.

User perception

Durable, small, fast and secure to meet the needs and better enhance the user perception

Ultra-long life

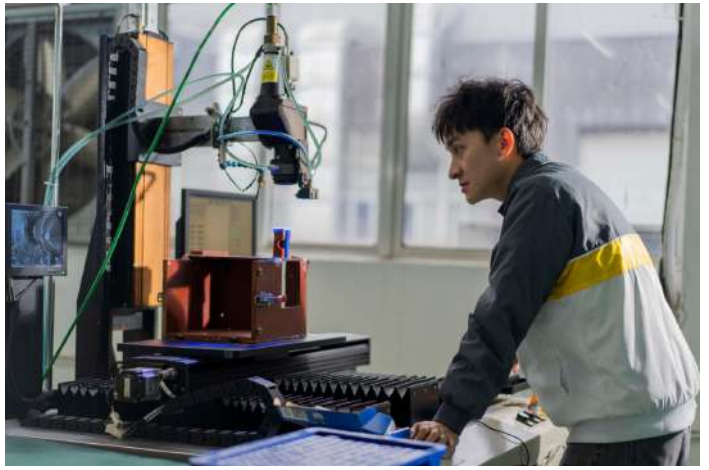
Negative electrode uses high-strength binder, effectively controlling the rebound phenomenon of silicone-based negative electrode and increasing the service life.

Production Line





















Qualification & Honor



All-China Science and Technology Equipment Industry Chamber of Commerce
The best science and technology innovation unit



National Information Standardization Certificate of Drafting Unit



China Power Supply Society Director Unit



Electronic Safety Standards Plenipotentiary Membership



All-Union Chamber of Commerce for Science and Technology Equipment Industry Vice President Unit



High-tech Enterprise Certificates



Year 2016 Good Lithium Battery Products



China 3C Lithium Battery 2016 Top 10 Brands

荣誉

Qualification & Honor

Product certification

GB, CB、UL, BIS, BSMI, KC, RoHS, etc certifications



Certification	Quantities
GB	61
CB	55
UL	148
BIS	50
BSMI	68
KC	11
ROHS	8
MSDS	33
REACH	3
PSE	10

Qualification & Honor



Patent	Certificates obtained			Applying		
Number of company patents (units)	478			47		
	invention	utility model	Appearance	inventation	utility model	Apperance
	33	103	342	11	16	20

Patent

Invention 33 **utility model 103** **Apperance 342**

A liquid injection process for lithium electronic secondary batteries

A kind of conductive connection structure of cylindrical power battery module

A lithium electronic secondary battery dynamic formation method

A modular intelligent uninterruptible explosion-proof power supply device

A multilayer intelligent high safety polymer lithium electronic secondary batter

A kind of water-cooled new energy power battery

A cylindrical power battery module with integrated heat dissipation and heatir

A kind of fully automatic cap combination device

Quality Department

Quality assurance, the quality control department strictly enforces quality management to guarantee the outstanding quality of each product.

It is responsible for ensuring that product quality meets company standards, supervising the production process, testing products, analyzing data, developing corrective actions, training employees, working with suppliers, providing quality reports, implementing the quality management system, and resolving customer complaints. The "Quality Traceability System", which was developed by Tecdao Future, realizes the traceability function through the systematic collection of product quality traceability information. This ensures that the quality of products is always at a high level and provides users with a high quality product experience.



Product Orders	carry out production	Quality check	Packing Inspection	Records check
Determine product information, process, requirements, samples in place	Report product information and technical support, give production orders to the supply chain	Defective rate testing, efficiency compliance testing	Reconciliation of packing information and missing items for counter-packing	Arranging logistics, following up on equipment in place, and registering systems for outgoing products

Quality Traceability System

Through the systematic collection of supplier material information, manufacturing process 5M1E information, quality information and customer shipment information, the system realizes the comprehensive coherence from customer order number to product production batch number and assembly material batch number, and then realizes the dynamic query of product traceability information. Through the systematic collection of product quality traceability information, the traceability query function is realized.



Records check

Enter the product barcode number for a quick lookup.

1, product assembly of material batch information, suppliers, production batch number;

2, material incoming inspection report, whether the material is accepted for concessions;.

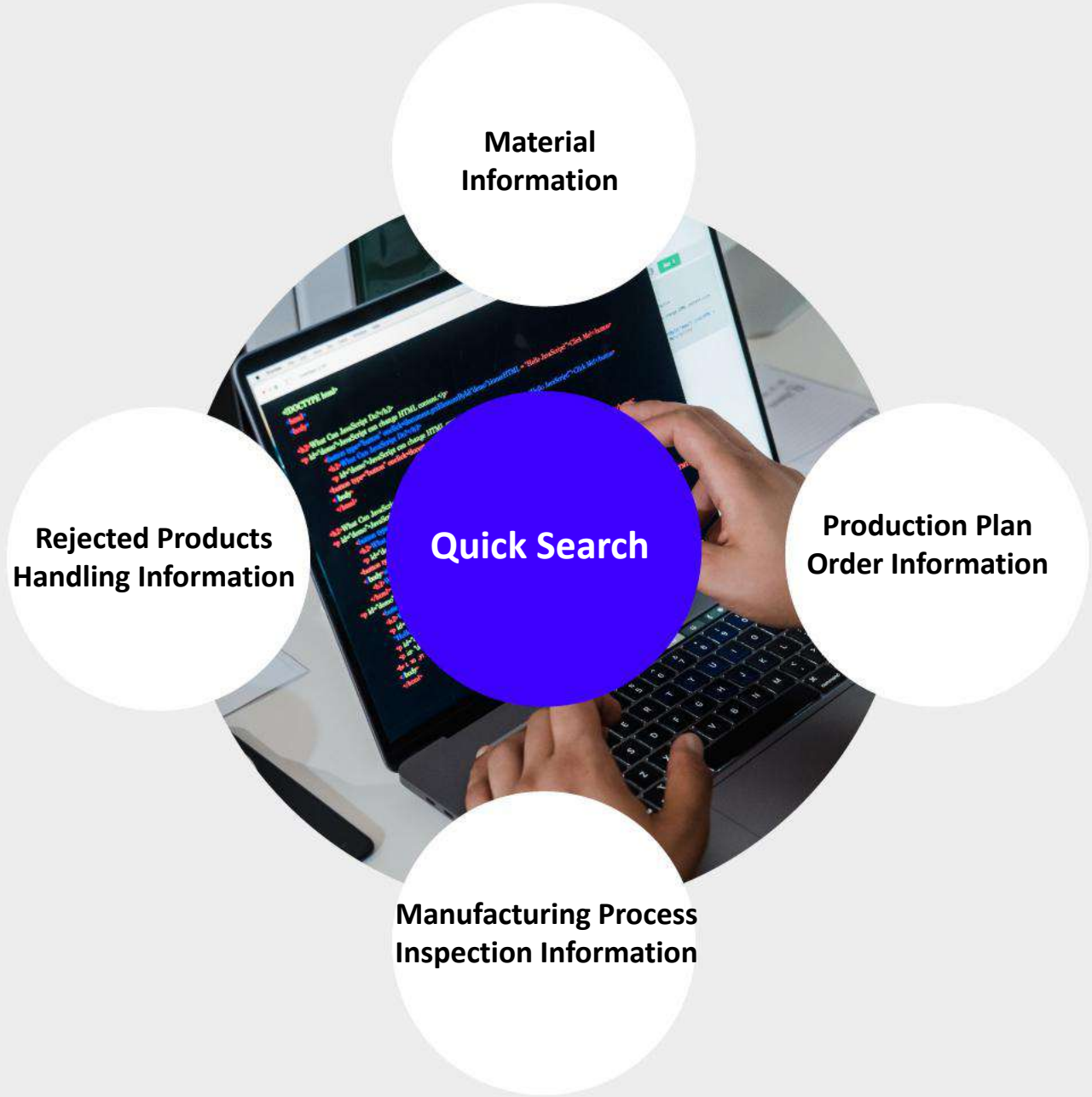
3, key testing / production equipment number, key process operators.

4, the production environment temperature, humidity or illumination.

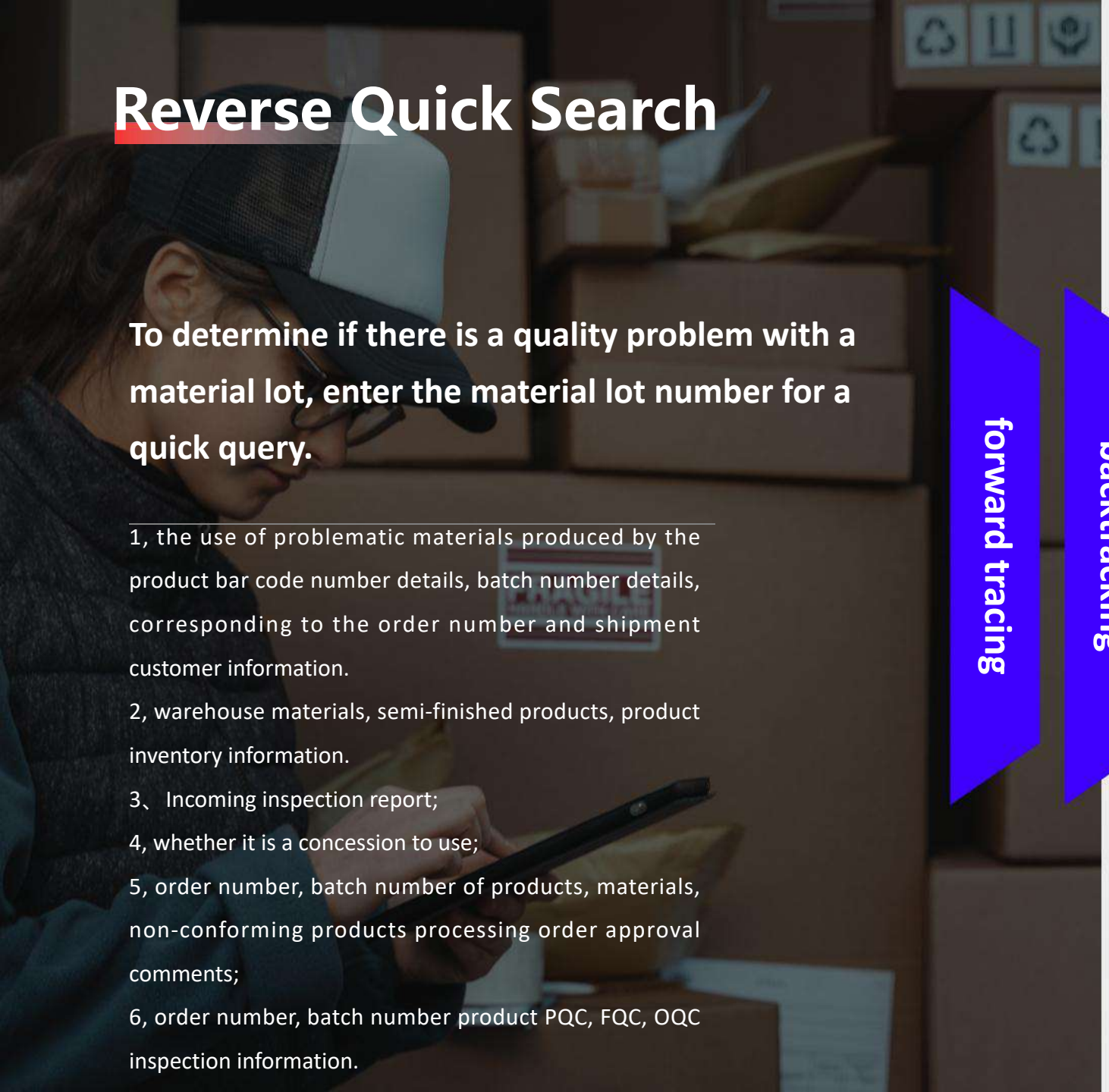
5, product POC, FOC, OQC inspection report;.

6、 Product repair process.

7, the product corresponding to the order and batch number.



Reverse Quick Search



To determine if there is a quality problem with a material lot, enter the material lot number for a quick query.

1, the use of problematic materials produced by the product bar code number details, batch number details, corresponding to the order number and shipment customer information.

2, warehouse materials, semi-finished products, product inventory information.

3、 Incoming inspection report;

4, whether it is a concession to use;

5, order number, batch number of products, materials, non-conforming products processing order approval comments;

6, order number, batch number product PQC, FQC, OQC inspection information.

- Traceability of defective products
- Inspection data traceability
- Production process traceability
- Production equipment traceability
- Traceability of production materials
- Traceability of production personnel
- backtracking
- forward tracing

sidande emoose imuto PHOTOOLEX

Our own Brand Building

Stand

Brand inspection

Effective value transfer generates brand identity

Who are we?
Why choose us?
Why we are important?

Difference

brand strategy

Increase brand value and impact

value proposition

Features

Key word

activation

Brand Experience/Communication

Constructing an image foundation to create a visual impact

Visual System
Contact Design
Content System



sidande

Photography & Live Streaming Build Brand-Sidande

From 1993 to now, Sidande has brought more possibilities to the creativity of many photographers through continuous innovation of technology and products. We have become a leading brand in the fields of professional equipment, photographic accessories and knowledge sharing with the service tenet of "serving every creator with heart and soul". From R&D to after-sales service, we redefine the quality connotation of "Made in China" with our heartfelt service in the whole process. From production and development to after-sales service, we redefine the connotation of "Made in China" with our heartfelt service in the whole process.



sidante Products

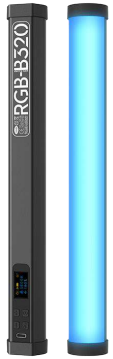






















PHOTOOLEX

Oversea photography brand

Photoolex adheres to the principle of "quality first, service first", focusing on providing the majority of photography enthusiasts and professional photographers with standardized photographic equipment and accessories support, assisting the photographer to realize more imaginative in their daily creations.

At the same time, we also adhere to the consistent quality standards, in the field of 3C products to provide consumers with more practical, more convenient and more efficient companion. We are constantly striving to provide our customers with better products and improved services. Our goal is to become the world's most popular brand of photographic equipment accessories and 3C products.。















imuto

3C digital brand

imuto Limited is a high-tech enterprise focusing on mobile power products. Since 2007, imuto has been focusing on the innovative exploration of "mobile power", we take "Powering Anything, Anywhere, Anytime" as our goal.

We are committed to provide users with safe and secure, portable, fast-charging, huge capacity, green and sustainable power experience in outdoor travel, entertainment, office and home life.













‹emoose›

Power station brand

Creating innovative and sustainable energy solutions that Redefine the way you look at and use energy.

Emoose is a new brand dedicated to innovative portable outdoor energy storage solutions. We are committed to designing and delivering portable, efficient energy storage products that solve the challenges of outdoor travel and home emergency power use. Our team is made up of passionate and creative professionals, bringing together an elite group of battery technology, engineering design and outdoor experience. We continue to innovate and pursue excellence to ensure that every Emoose product demonstrates superior performance and reliability.





Portable Power Station

Why choose EMOOSE?

Because we believe that the human trail goes higher, deeper, wider, and further, Moose is known for its unwavering resilience and bold courage, from which we draw inspiration. Emoose symbolizes the power of progress, drawing strength from the challenges we encounter, whether in different seasons, terrains or situations. Our products are built on a foundation of safety and reliability, with cutting-edge technological advances to power your mobility, with you and the environment at the center of our designs.





EMOOSE Product serials



gigaU



gigaX



gigaV

TOTAL FUTURE



Joe CEO

P&G China, Procter & Gamble

Marketing (Brand Manager)

Danone China, Heineken China

(Director of Channel and Marketing)

Co-founding shareholder, director and supervisor of Electroacoustic Corporation (300805)

Founder of Dedo Future Technology Inc.



Hamilton

Vice president

Jiangxi University of Finance and Economics, International Trade Program

Master of Business Administration (MBA), San Diego Business School, USA

Guest Lecturer, South China University of Technology

From 2005 to 2009, he was the international business director of Shenzhen Huayuebao Battery Co., Ltd. and was in charge of the research and development, mass production and delivery of Samsung digital camera batteries and Apple wearable device batteries to customers.

Sales Performance



Top 1 sellers in the category of fill lights in DouYin

2049 series fill light, the first in the industry to take the lead in the miniaturization and portability of RGB fill light, 2022 annual sales of 20,000 +, user satisfaction rate of 98%. Tofu light series fill light, redefine fill light creativity and fun, become the sales platform fill light explosion monthly first place.



Shutter cable Jingdong, Tmall Top1 Shipments

DC statistical report: 2021-2022 annual shutter line category Jingdong, Tmall shipments ranked first market, share of nearly 20%.





Cumulatively serving 1 million imaging practitioners

Sidande is committed to providing more image creators with high-quality, professional and comprehensive photographic accessories. As of September 1, 2022, Sidande has provided quality services to 1 million image creators, from research and development to after-sales service, we are dedicated to serving you every step of the way.

Tik Tok Tofu Lights 500w monthly topical traffic

With its unique topical traffic, Tik Tok Tofu Light attracts up to 5 million users to discuss and participate in each month. Its appeal and influence cannot be ignored in the social media space, providing advertisers and brands with a rare opportunity for market exposure.



Flashlight Amazon various UK, US and German sites Top3

Flash lamps achieved an excellent top three ranking in a number of product categories across all three sites in the UK, USA and Germany, further proving the market competitiveness of the product and sales on a global scale.



Australia High Capacity Mobile Power Top2

The Top2 position further proves the strong competitiveness and growing market share of this product in the Australian market. Its excellent performance, high-quality manufacturing and good user reputation make this high-capacity mobile power stand out in the fiercely competitive market and become one of the top choices for Australian consumers.



After Sales Service

Customer Service



01 After Sales area

This product provides after-sales service in mainland China, the United States, Japan, Europe

02 Warranty promise

1. We will provide 2~5 years warranty period, in the warranty period, due to product quality problems our company is responsible for free maintenance, if can not be repaired ,we will provide free replacement.
2. The following cases do not belong to free maintenance:
   a. Encounter force majeure natural disasters, man-made damage, not in accordance with the instructions for use, the use of conditions do not meet the requirements, etc.
   b. Failure or damage caused by repair, alteration or disassembly by personnel not recognized by the Company.
3. c. Failure or damage caused by the use of parts not provided by the Company.
   Not free maintenance or beyond the period of free maintenance
   a. Lifetime maintenance service, charge the cost of fees
   b. Provide free technical consulting services for a lifetime

03

Service method

1. The company provides 7 * 24 hours online service, and in the provision of after-sales service area office hours to provide hotline support, if the user uses the fault, you can get support and help in the above ways
2. Customers who need to return or replace the product or maintenance, you can directly send the product back to my company's after-sales service office, or contact with the seller

04

Area can not provide after service.

1. We can provide spare parts for wearing parts
2. We provide complete after-sales maintenance manuals and training





Future Prospect

Product line expansion

Sidande

We can provide spare parts for wearing parts

We provide complete after-sales maintenance manuals and training

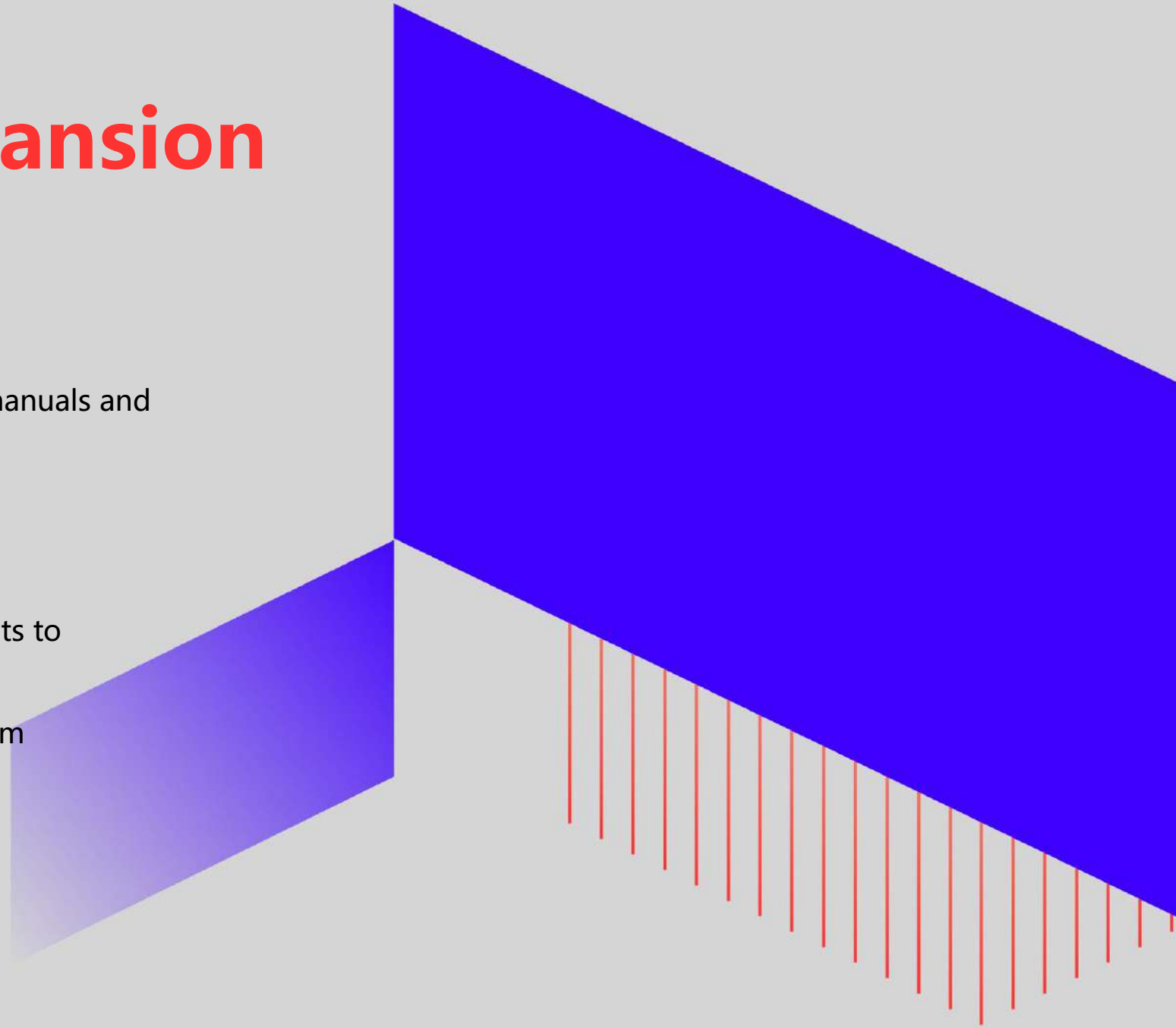
EMOOSE

. Develop more intelligent home storage products to increase the number of usage scenarios.

. Enhance image differentiation, differentiate from existing concepts on the market

Imuto

· Developing more intelligent 3C products to maintain market competitiveness



Technological innovation

. Promote the development of new technology and innovation, lead the industry development, enhance product efficiency

.Introducing new products that are greener and more environmentally friendly for sustainable development and energy saving.

market expansion

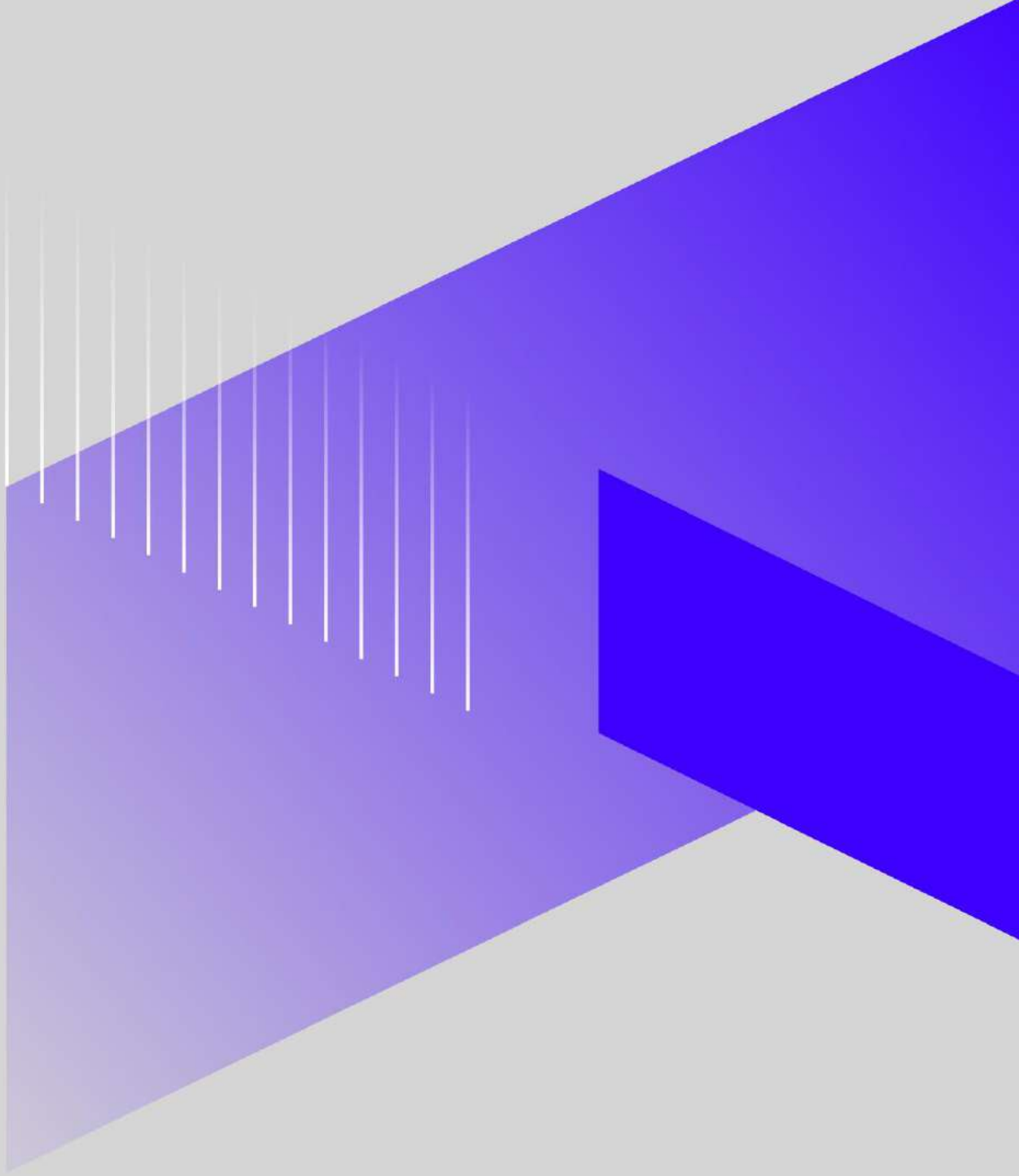
- Expanding the user base through product line expansion

- Expanding overseas markets by combining online and offline sales channels and domestic and overseas sales channels.

Service and Quality Assurance

· Strictly control the supply chain management, do a good job of product quality and quality supervision

. Improve the global after-sales service system to provide consumers with a more secure consumer experience.



得道未来
TOTAL FUTURE

Innovative products with intelligent technology

Together with you to get the future!

SINCE
2021

Shenzhen Totalfuture Technology Co.,Ltd.