



Guangzhou AOJIE Science & Technology Co., Ltd

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Industrial, CongHua District, Guangzhou.

Overseas
Marketing Center

Tina Duan

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A. Company Profiles

Since its inception in year 2003, let's recall the ups and downs, as well as beautiful views along the way

B. Enterprise Honors

We create our own glory moments

C. Our Team

Our team is growing stronger and stroger

D. Product

Good products are the basis for a company to survive. We refine our products, wisely create global boutique.

E. Customers

Customers are the core resources of enterprise survival and development, the key to win the market is to win customers.



Part 01

Company Profiles

Guangzhou AOJIE Science & Technology Co., Ltd.

Foundation

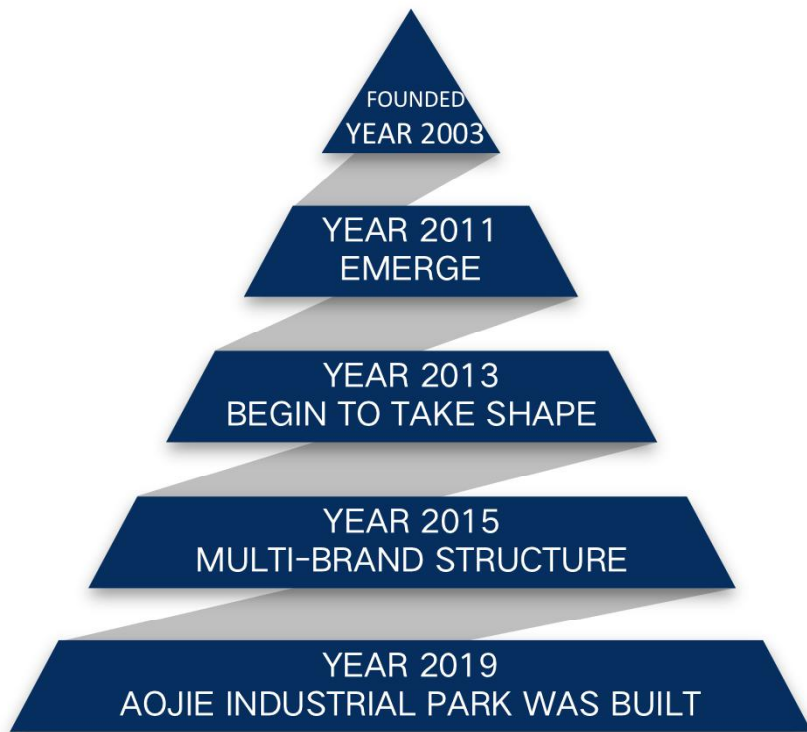
Guangzhou Aojie was founded in 2003, focusing on the manufacturing and designing of computer cases, power supplies, and cooling devices. After nearly 20 years of hard work and accumulation, it now has an online and offline sales system all over the world, ranking among the best in the industry.



Our Philosophy

Integrity, Pragmatic, Innovative,
Yearn for Beauty

Historical Events



Year 2003

On March 28th, AOJIE was founded in Guangzhou.

Year 2011

Was rated as 'High-tech of Guangdong Province'

Year 2013

The turnover reached 116 million RMB, and the state tax was 2.7 million RMB that year

Year 2015

The company launched multi-brand strategic plan: SAMA, INPOWER, YUHUI, GSTORM, makes the multi-brand pattern

Year 2019

Conghua Industrial Park was built, and we moved in.

Development in Adversity

1

When Adversity Strikes

Since 2010, the scale of the PC market has shown a shriking trend. Meanwhile the competition in the industry is white-hot. We have accumulated steadily and risen against the trend. Ranking top 3 in the industry. And our PC case products have maintained the 1st place in the market for many years

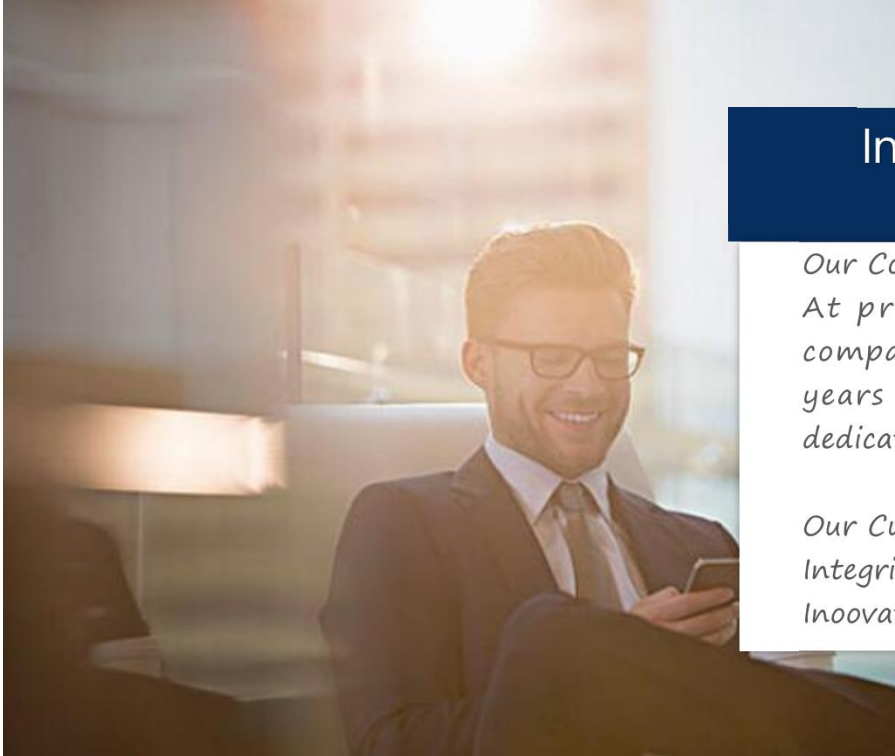
2

Remodeling of Overseas Marketing Department

Since When the adversity comes, not only did we resist our market share in the domestic market, but also carried out a major remodeling in our overseas marketing departmet, to open up more development channels.



Our Philosophy



Integrity, Pragmatic, Innovative,
Yearn for Beauty



Our Core Team:

At present, Most of our management team of the company has served in the industry for more than 20 years on average, which is extremely professional an dedicated

Our Culture:

*Integrity to customers, Pragmatic to ourselves
Inoovation on products, Yearn for Beauty*

New AOJIE Industrial Park in Conghua

Covers
an area
of
41 Acres

Construct
-ion area
of 80,000
m²

Investme
-nt of
almost
¥ 300
Milion

Moved in
- Nov.
2019



AOJIE Industrial Park





Part 02

Enterprise Honors

Enterprise Honors

As a high-tech enterprise, we obtain dozens of national patents every year



Enterprise Honors

After we pass the ISO9001:2005 International Quality System Certification, and gain the title of Guangdong High-tech Enterprise, our products have been recognized by 3rd party media, online platforms, consumers and overseas customers.

We won honors such as 'Media Choice and Recommendation Award', 'Best Performance Award', 'Annual Growing Brand' and 'Annual Consumer Favorite Brand'.....



Enterprise Honors

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Research and Development Center



Production

Quality is the foundation of an enterprise

The company has 2 complete, industry-leading power supply RoHS environmental protection production lines, the total number of employees is more than 380, with more than 50 experienced R & D team and quality control personnel to carry out comprehensive inspection of raw materials, manufacturing process and finished products, to ensure that each product meets the highest quality standards of the industry.



R&D

Innovating is the motivation of an enterprise

We invest 8% of the turnover in R&D every year to introduce the world's leading technology and gather high-tech talents in the industry to ensure the stable development and to maintain long-term competitive advantages.

Research and Development

Special instrument for power electronic products

With a total investment of more than 20 million RMB, the company owns world-class switching power supply testing equipment and leading testing methods to ensure full verification before mass production. All products are approved by the industry's most stringent RoHS Compliant, CECC, SECC, 3C and 80PLUS



Top R&S EMI conduction test
instrument



The leading Chroma automatic
programming test instrument

Research and Development

Special instrument for power electronic products

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Constant temperature
and humidity testing
machine



Vibration tester



Automatic aging
testing system



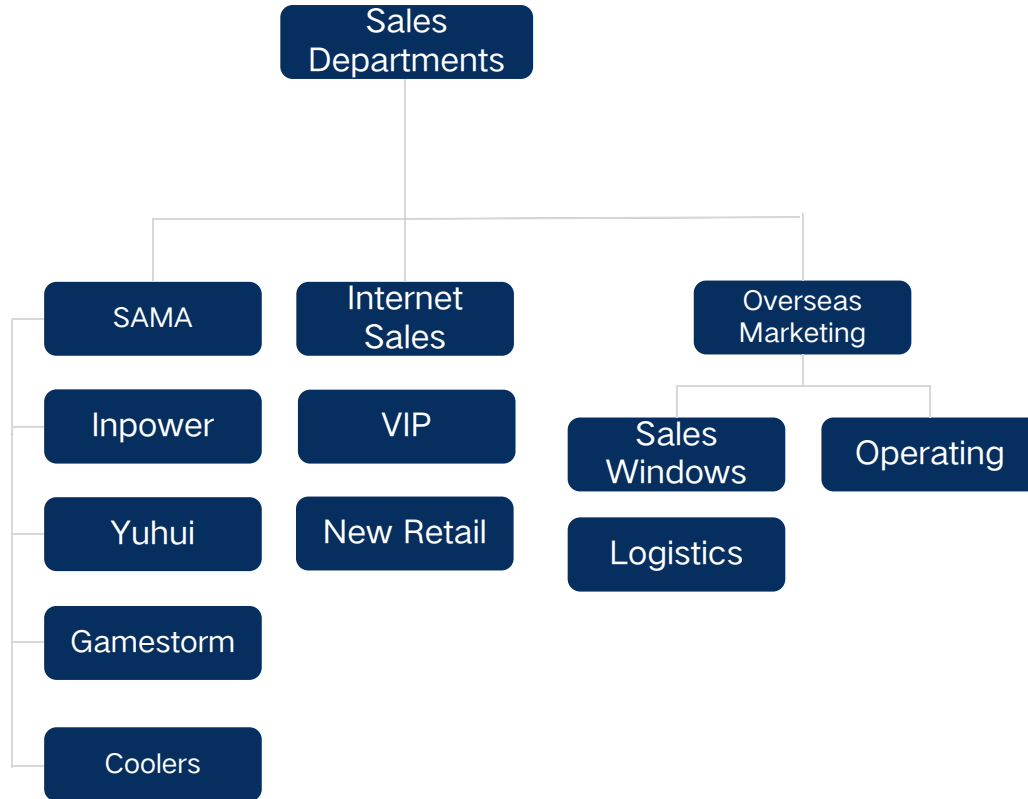
Complete system
platform test



Part 03

The Company Core Team

Sales Departments - Structure



Eight Sales Teams

Including Domestic market, Internet Sales, VIP Service, and Overseas market

Domestic Market

Including 4 brands and a new product technology sales department: SAMA, Inpower, Yuhui, Gamestorm and Coolers

Overseas Market

Include Sales Windows, Logistics and the newly built Operation Team

Core Brands in Domestic Market

SAMA 先马

SAMA
www.sama.cn

INPOWER 赢派

Inpower
www.inpower.so

Yuhui 逾辉

Yuhui
www.yuhui.so

 **G-STORM**

Gamestorm
www.gamestorm.cn



SAMA Brand History

- SAMA brand was established in 2003. It is one of the brands of Guangzhou Aojie and has been focusing on DIY chassis and power supply. After ten years of construction, it's now supported by a complete physical channel sales system.
- In 2007, the Super Shadow series power supply were established and became the perfect choice for entry-level players. It has been tested by the market and has always been a star product of power supply within 200 yuan.
- In 2010, we established the first chassis in China that can protect hard disk, built-in hard disk cooling system greatly improve the service life of hard disk and protect data security.
- In 2011, the first mass-produced 80plus platinum power supply in China, with extreme efficiency, excellent quality and luxury materials, defines the new standard of power supply in the next era!
- In 2012, Miracle III and Assassin alliance game chassis fully popularized U3 chassis, with price rank of 99 yuan to 199 yuan. At the same time, it also triggered an upsurge in the development of gaming chassis in the industry. Among them, Miracle III has long occupied the top three in the single product sales of JD chassis for 3 years since it was established. In the second half of the year, the Power Saving King 600 and the design of free plug intelligent module were launched.
- In 2013, Vampire, high tower gaming chassis and high-specification hardware structure, which can be called the most conscientious work in the industry! No matter the appearance or structure, from features to details, it can not be surpassed in the industry so far. Assassin power comprehensively promotes the popularization of U3 power supply and stable standby.
- In 2014, four high-quality game chassis including shadow warrior, space-time warrior, phantom fighter and demon hunter were released at the same time. Shadow warrior achieved the first sales of Taobao chassis.
- In 2015, ATX-II open structure chassis such as Tank, Armor, Titan and Kasadin were released; Black hole active mute chassis is widely praised by the industry. Launched 24K platinum 600W and platinum 700W power supplies, military grade specifications and high-end materials, and obtained 80plus white gold medal certification. At the end of the year, the 24K titanium 800W power supply was released, and the on-board universal module design was certified by 80plus titanium gold medal.
- In 2016, with Gongjiang Series, we redefined large Micro gaming cases, upgraded active mute chassis.
- In 2019, W series were once in short supply because of the ground-breaking design.
- In 2021, The newest amazing model IM Series is established. This small chassis with very high flexibility and competitiveness has harvest a large number of fans in domestic and abroad. SAMA became famous in the global market again.

Brand Brands' History



- Gamestorm, a strategic brand of Guangzhou Aojie, was established in 2005. It mainly takes computer hardware such as E-sports chassis, household chassis and power supply as its main products. At present, there are more than 500 offline distributors, mainly engaged in domestic market and export. The domestic market is mainly distributed in South and Northeast China, and most second and third tier cities in China, The annually sales of offline dealers reached more than 200 million. In addition, the company focused on globalization, sold its products to most countries around the world, including Singapore, the United States and Europe, and established long-term cooperative relations with many international well-known manufacturers such as ASUS, LIANLI, Phonix, and Sickle.



- Inpower, a brand founded in 2007, is a chassis and power brand that has been focusing on DIY. Different from the SAMA brand, the product line has expanded a brand-new and different brand line. With unique gaming style, cool tempered glass lighting modeling, meticulous marketing and different layered customer groups, it has joined hands with SAMA to expand the market share from multiple dimensions.



- Yuhui is a chassis power supply brand launched in 2011. The brand originates from a product series of Sama. Adhering to the basic concept of "stability over everything", Yuhui continues to pursue innovation and quality, and is committed to becoming a leader of electromechanical brand. In 2016, Yuhui officially split the independent operation and management. In January 2017, the competitive series power supply launched by Yuhui became a strong player in the e-sports machine market and won high recognition from the majority of E-sports host merchants and studios. In the e-sports market, 400W and above power supply is far ahead of other brands, accounting for more than 10% of the overall share. At the same time, its mainstream power product Miracle series has won the favor of family users and young consumers. In June 2019, Yuhui intelligent full modular series power supply were established, detonating the market again, and the sales volume is growing. With its "ultra-high cost performance" design and "stability overriding" quality, Yuhui electromechanical has been sought after by the majority of consumers in the mainland

Internet Sales

- Time of establishment: March 2013
- Operating brands: SAMA, LIANLI, Yuhui, GAMESTORM, INPOWER
- Operating store:
 - Tmall: SAMA Flagship store
 - JD: SAMA Jingdong self operated flagship store, LIANLI Jingdong self operated flagship store, Yuhui Jingdong self operated flagship store and Taisihui computer franchise store
 - Pinduoduo: SAMA flagship store, Aojie digital franchise store, Yuhui flagship store, Inpower flagship store and game storm flagship store
- Department profile:
 - After nearly 10 years of development and construction, the online sales department has established a good cooperative relationship with domestic B2B and B2C platforms, especially e-commerce platforms such as jd.com, tmall.com and Taobao. The sales of chassis and power products are in the leading position in the industry.
- Memorabilia:
 - March 2013: SAMA brand settled in Jingdong self operated platform, with sales exceeding 10 million in the same year
 - August 2013: SAMA brand settled on Tmall platform
 - May 2014: SAMA brand settled on JD pop platform
 - June 2016: Launched black hole series chassis, ranking first in JD platform category
 - December 2016: the annually cumulative sales volume of SAMA chassis on JD platform ranked first
 - October 2017: SAMA brand settled on Suning Tesco platform
 - November 2019: the cumulative sales volume of SAMA chassis fans on JD platform exceeded one million
 - September 2020: ice cave 2S fan was launched, ranking first in the sales volume of pinduoduo platform category
 - October 2020: launched fun made chassis and won the first annual pre-sale sales volume of JD chassis category
 - December 2020: the annually sales of the Department exceeded 100 million yuan

Overseas Marketing Department

- Since the beginning of 2010, we reshaped the overseas marketing center, began to focus on offline and independent customer development, and participated in the Canton Fair, Hong Kong Global Resources Electronics Exhibition and Computex Taipei exhibition.
- The annual turnover increased from 59.61 million yuan in 2011 to nearly 350 million yuan in the current year, accounting for more than half of the company's share. In 2021, online platforms were officially added to open up new channels.



Industrial Chain

We have more than a dozen core chassis and accessories suppliers and more than 50 full-time engineering R & D and quality control personnel. They monitor and track the whole process from production to finished products.



Industrial Chain

The excellent products and industry leadership of the four major domestic brands are inseparable from the high-quality supply chain system built with great efforts for many years. Under the influence of the "win-win" strategy, the most dynamic and innovative sustainable development complete industrial ecological chain has been formed, working together from raw material suppliers to end customers to achieve win-win results.





Part 04

Company Products

Main Products

1

PC Case

It covers different styles of chassis from low, medium and high end sections, including micro series, itx series, ATX series and E-ATX series hardware chassis

3

Keyboard and Mouse

In order to meet the product lines of existing customer groups, covering business simple keyboard and mouse, to mechanical game wind keyboard and mouse, comprehensively cover different layers

2

Power Supply

Ranking from 200W to 1200W power supply, including SFX series, micro series, standard series and 80plus high-performance series power supply certified by the United States

4

CPU Coolers

According to the needs of the industry, expand cooling system series, include air cooling, water cooling with cool ARGB lights, so as to create the strongest cooling system and make the most beautiful chassis

I'm | 趣造 QUZAO

一款很能装的双方案桌面小机箱

M-ATX/ITX

装机自由换

水冷/风冷

散热很轻松

体型小巧

摆放没烦恼

ATX / SFX

支持2种电源

ATX电源 or SFX电源? 小体型的我有两种方案

不同配置下可根据情况灵活选装

SFX电源/ATX电源



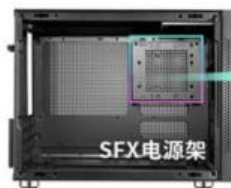
SFX电源架

支持安装SFX电源

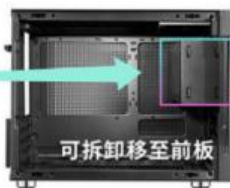


ATX电源位

支持安装ATX/SFX电源



SFX电源架



可拆卸移至前板

配备4+2PCIe卡槽，横竖显卡随心装



横装

当ATX电源装前板

电源长度>160mm时

竖装/横装显卡限长245mm

电源长度≤160mm时

横装显卡限长335mm
(插第二槽)

当SFX电源装主机板

横装显卡限长335mm

电源架不装HDD时

竖装显卡限长335mm

当SFX电源装前板

横装显卡限长335mm

电源架不装硬盘时

竖装显卡限长270mm

趣·造 AIR版 I'S

“小巧”因时代而生

"Small" is born with The Times

可以装3090显卡

炫彩RGB灯光

桌面迷你ITX小机箱



playability
Beautiful and small

迷你热潮

带你进入寸土空间的快乐

加入趣造大家族



趣造家族是由一群DIY狂热玩家，通过不断的打磨和实践，精心打造出的极具自由度的一款面向玩家的产品，将产品归还给玩家，创造属于自己独一无二的趣造。享受DIY的独特体验和乐趣。

“迷你热潮” ITX MINI CASE

“迷你热潮” ITX MINI CASE

天生多样 三版可选

轻按弹出

电竞版	飓风版	AIR版

鲁班1

给硬件五星级的家



鲁班3

心情不同换换装
一台变两台



厚道先生 G5

铝板神光 颜才合一

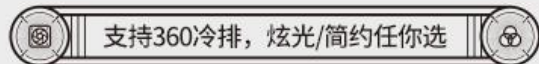
一款有内涵的颜值机箱





装机不求人·就选易大师

速装结构精品箱



神光版



精钢版



SMALL BUT POWERFUL

生死看淡
不服就干



平头哥

◦ ◦ 从来不靠体型 ✕ 拼的就是实力 ◦ ◦



SMALL BUT POWERFUL

小

本事大

巧

人



平头哥

狠

话

不

多



SMALL AND POWERFUL

小

本事大

巧

人



平头哥

狠

话

不

多



剑魔3

极简时尚·颜值在线

轻游戏 | 炫彩RGB桌面箱



涡轮 ATX-air结构

后置240 水平风道

璃彩版



战斗版



飓风版



极简主义时代
极立方 游戏立方体



宽体大透侧游戏箱·坦克
——内部最佳散热方案——



尘来无技!

4英寸MIO进风格——40%进风量提升!



黑洞
主动静音机箱



SAMA 先马

金钻650M

体积小 性能强 全模组SFX



DC-DC



92mm风扇



单路12V



4个6+2PIN



SAMA 先马

金钻600M

体积小 性能强 全模组SFX



DC-DC



92mm风扇



单路12V



4个6+2PIN



SAMA 先马

金钻550M

体积小 性能强 全模组SFX



DC-DC



92mm风扇



单路12V



4个6+2PIN



24K

钛金
电 源

真金不怕火炼



24K家族

- 2014 ● 24K全电压金牌系列电源
- 2015 ● 24K全电压白金系列电源
- 2015 ● 24K全电压钛金系列电源

金牌600W

80plus金牌 每颗皆严选



24K

真金不怕火炼



金牌500W



白金1200W



钛金800W



金牌550W

京东版 上市

24K品质如一 / 每颗皆严选



ARMOR

打造一款国际版电源



ARMOR 550W



ARMOR 650W



ARMOR 750W

金牌700W

针对10代酷睿新U供电优化



SAMA

冰虹360

ARGB主板同步炫彩水冷

ARGB主板同步炫彩 燃酷开战

水冷头与风扇均采用ARGB灯光
支持主板神光同步 (5V)

9片增压槽扇叶, 鳍片轻松吹透

独特增压槽设计, 进一步增大风压

MAX风压:

1.75mmH₂O



冰河360

精密三风扇 一体式CPU水冷散热器



支持All Intel Socket LGA775/1155/1156/1151/1150/1366/2011 (Core i3/i5/i7 CPU)

All AMD FM2 / FM1 / AM3+ / AM3 / AM2+ / AM2 / AM4 CPU

冰雪奇缘

1050 CPU散热器



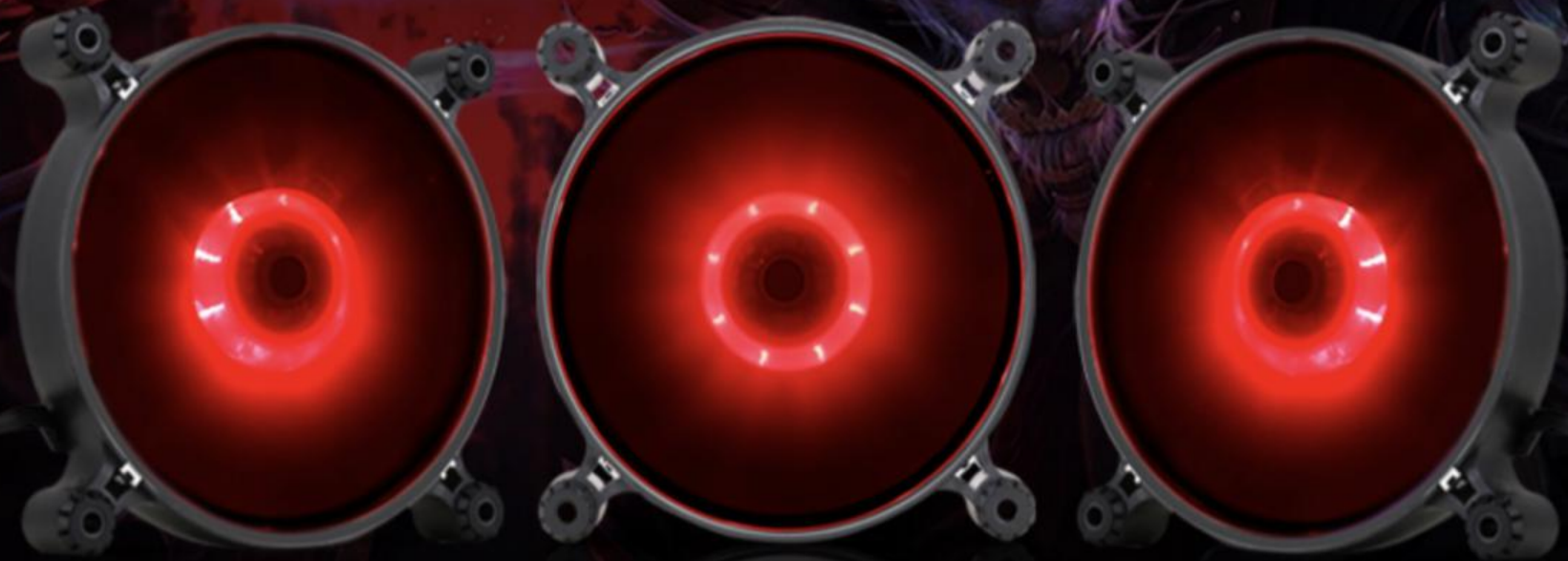
冰风暴

U型2热管侧吹散热器



魔眼

静音风扇 液压轴承



魔彩灯效

智能变色

随心控制



Part 05

Partners

Domestic Sales Channels

With nearly 20 years of sales channel cultivation, we have established more than 500 physical sales, logistics and service platforms in China to provide customers with the most professional pre-sales and after-sales brand services.

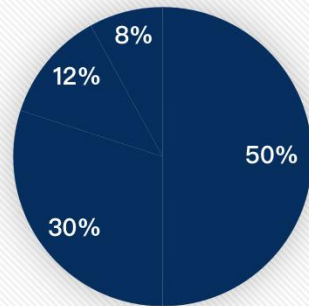
In the past 10 years of online sales Construction and promotion, we have established good cooperative relations with domestic B2B and B2C platforms,

Especially for e-commerce platforms such as jd.com, tmall.com and Taobao, the sales of chassis and power products are in the leading position in the industry.

In 2019, the turnover of online network channels account for 50%



国内销售额



■ 实体渠道 ■ 京东商城 ■ 天猫商城 ■ 淘宝店铺

Domestic Online Operation

We have unique insights and rich experience in brand creation and network marketing communication, and have a strong art design team.

It has also reached a long-term strategic partnership with Zhongguancun Online, chaoneng.com and other media, and launched a large-scale, full-scale development of brands and products.

	媒介平台选择					
	主要平台		辅助平台			口碑平台
平台	京东 	B站 	斗鱼 	头条 	导购 	垂直媒体、论坛   
目的	产品种草	产品特色传播	装机教程	评测/美图	单品引流	口碑/公关/舆情

淘宝网
Taobao.com

Sales volume of SAMA
80+ gold power supply
ranked top

淘宝网首页 - 电源500w 台式机电脑电源 笔记本电源 卡插电源 主机电源 电源600w 电脑主机 机电 机电 金河田电源 400w电源 机电电源

综合排序 销量 信用 价格 品牌 发货地 1/100

☐包邮 ☐赠送运费险 ☐货到付款 ☐新品 ☐品牌货 ☐二手 ☐快装 ☐正品保障 ☐7天内退换 更多

额定500W 支持背线

静音 稳定 散热快 体积小

三年换新 五年质保 送运费险 全国包邮

¥159.00 8079人付款

aigo雷蛇电竞台式机电源500W静音背线台式机电源500W静音背线台式机电源500W静音背线

江苏 泰州

振华Leadex ARGB G850W

80PLUS金牌 全模组 背线 静音 体积小

¥899.00 8人付款

振华Leadex ARGB G850W金牌电源全模组台式机电源500W静音背线台式机电源500W静音背线

湖北 武汉

华硕雷神ROG-THOR 850W

80PLUS金牌 全模组 背线 静音 体积小

¥1949.00 8人付款

华硕雷神ROG-THOR 850W金牌电源全模组台式机电源500W静音背线台式机电源500W静音背线

湖北 武汉

先马金牌500W全模组电源

80PLUS金牌 全模组 背线 静音 体积小

¥229.00 1888人付款

先马金牌500W全模组电源全模组台式机电源500W静音背线台式机电源500W静音背线

浙江 杭州

3年换新/以换代修

额定600W/主动式PFC/2年不坏

¥219.00 1138人付款

G 500W金牌电源全模组台式机电源500W静音背线台式机电源500W静音背线

广东 广州

GX450

80PLUS金牌 全模组 背线 静音 体积小

¥229.00 1053人付款

GX450金牌电源全模组台式机电源500W静音背线台式机电源500W静音背线

广东 深圳

3年换新/以换代修

额定700W/主动式PFC/2年不坏

¥69.00 1388人付款

EVERKY 700W金牌电源全模组台式机电源500W静音背线台式机电源500W静音背线

广东 广州

单电脑30分钟

630W 三年包换

¥249.00 1288人付款

CyberPower 630W金牌电源全模组台式机电源500W静音背线台式机电源500W静音背线

广东 深圳

先马金牌550W

80PLUS金牌 全模组 背线 静音 体积小

¥249.00 155人付款

先马金牌550W金牌电源全模组台式机电源500W静音背线台式机电源500W静音背线

浙江 杭州

长城V5金牌电源500W

80PLUS金牌 全模组 背线 静音 体积小

¥209.00 1048人付款

长城V5金牌电源500W金牌电源全模组台式机电源500W静音背线台式机电源500W静音背线

上海

山特C3K 3000VA/2400W

80PLUS金牌 全模组 背线 静音 体积小

¥2735.00 8人付款

山特C3K 3000VA/2400W金牌电源全模组台式机电源500W静音背线台式机电源500W静音背线

广东 深圳

双星卡钳电 500W

80PLUS金牌 全模组 背线 静音 体积小

¥159.00 2379人付款

双星卡钳电 500W金牌电源全模组台式机电源500W静音背线台式机电源500W静音背线

广东 东莞

Our Partners

Xing Kai, the first person in China's Mod field, pursues the ultimate and creates a new concept of chassis from a unique perspective. At the age of 20, he won the German award. His unique mod skills shine on the world Mod stage.



XING KAI



Xing Kai's MOD work



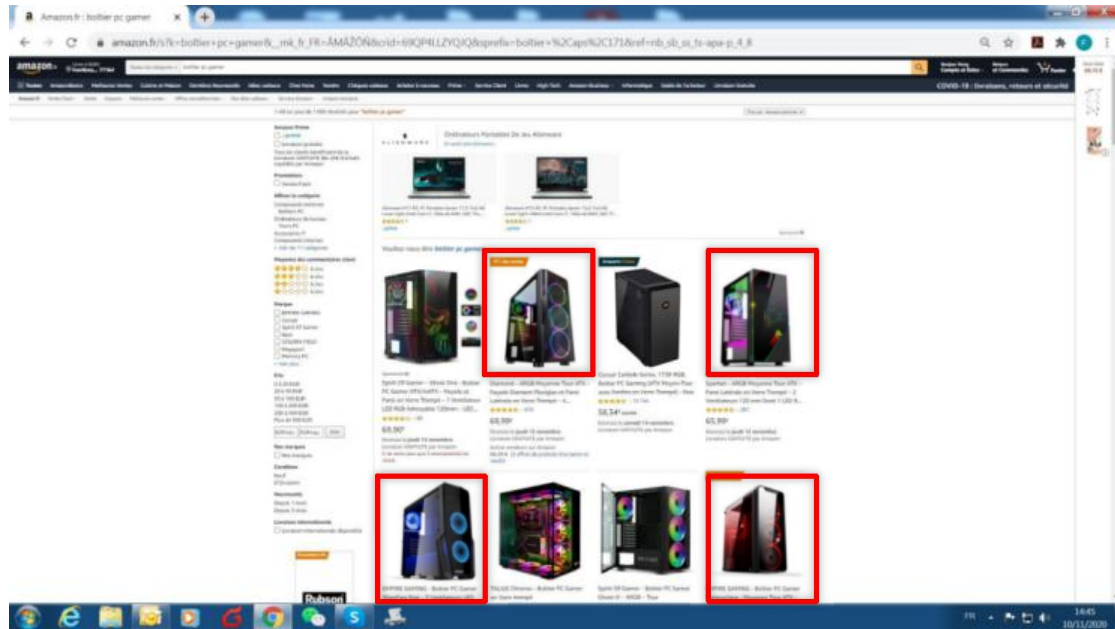
Cross Industry Cooperation

With the introduction of the concept of Internet plus and the formal recognition of E-sports in recent years, Sama brand takes the lead in making cross industry cooperation with its own product advantages. It has a customized online DIY host with the "dragon hall", a joint experience with the GALAXY , a sponsorship of the domestic top DOTA2 game domestic trials, and the introduction of the official game "EVE Online" designated machine.



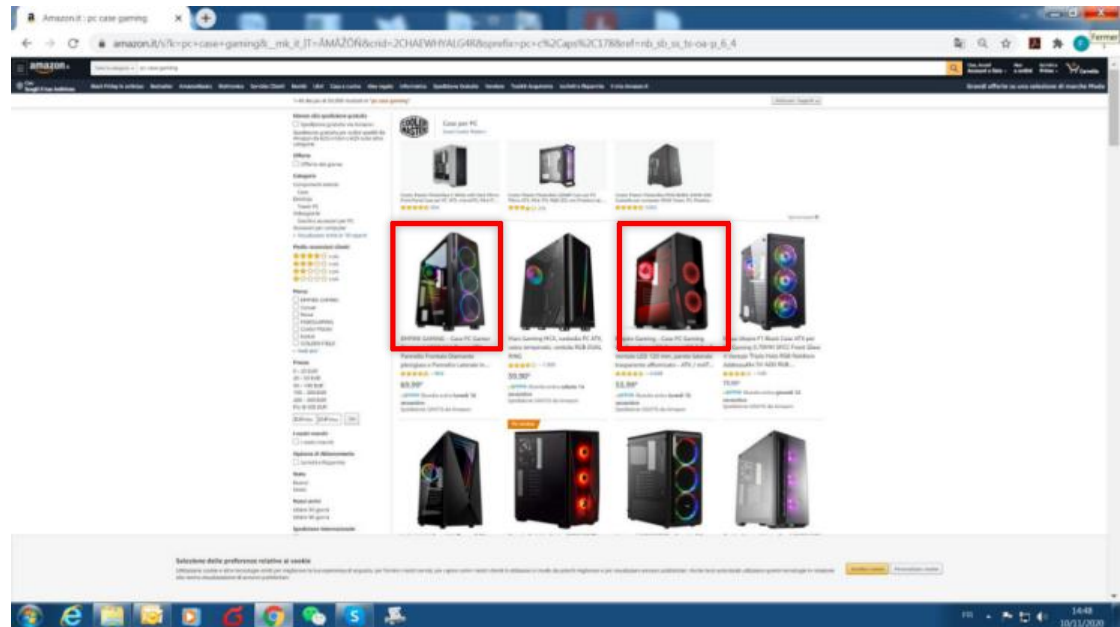


AMAZON France



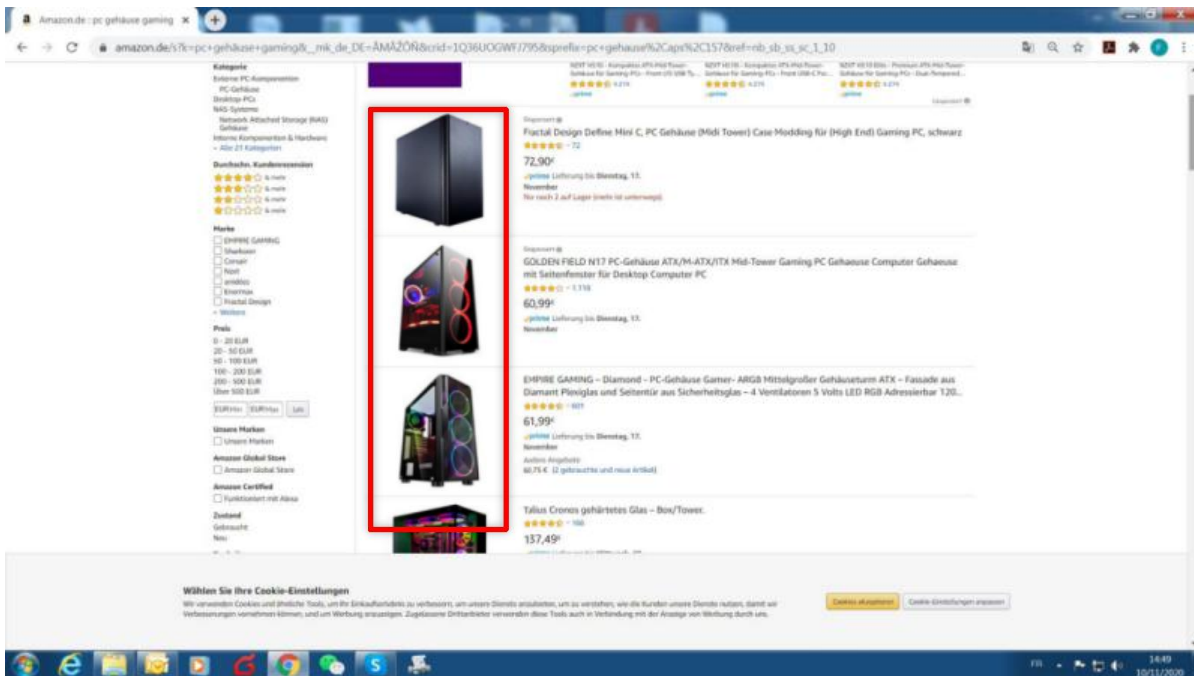


AMAZON Italy





AMAZON German





Newegg Ranking: SAMA DIY-PC

Screenshot of the Newegg website showing product listings for SAMA and DIY-PC computer cases.

Top Navigation: Search bar, user account links (Sign in / Register), and navigation icons.

Left Sidebar (Filters):

- Sold by Newegg:** OFF
- Shipped By Newegg:** OFF
- Direct From Manufacturer:** OFF
- Free Shipping:** OFF
- Department:**
 - Any Category
 - Computer Cases (16)
- Manufacturer:**
 - SAMA (Case & Power Supply) (6)
 - Corn Electronics (5)
- Computer Cases:**
 - ATX Mid Tower
 - MicroATX
- Case Material:**
 - SECC (4)
 - SPCC (6)

Main Product Listings:

Product Name	Rating	Price	Shipping
SAMA IM01 Black Steel Micro ATX Tower Computer Case	★★★★★ (31)	\$69.99	Shipped by Newegg
SAMA Sama-3D Black Steel / Tempered Glass ATX Mid Tower Computer Case	★★★★★ (52)	\$69.99	Shipped by Newegg
SAMA Sama-Z3 Black Steel / Tempered Glass ATX Mid Tower Computer Case	★★★★★ (62)	\$69.99	Shipped by Newegg
DIYPC Solo-T2-R Black USB 3.0 ATX Mid Tower Gaming Computer Case with 2 x Red Fans (1x 120mm LED fa...)	★★★★★ (434)	\$32.99	Shipped by Newegg
DIYPC MA01-R Black SECC Micro ATX Mini Tower Computer Case	★★★★★ (160)	\$28.96	Shipped by Newegg
DIYPC DIY-F2-P Black / Purple SPCC Micro ATX Mini Tower Computer Case	★★★★★ (306)	\$39.98	Shipped by Newegg



Ten-year Journey of the Team

*– Offline Customer
Development*

Overseas Marketing
Department

Global Layout

We carry out global marketing and sell our products to most countries around the world

We have established long-term OEM and sales cooperation with ASUS, FSP, LIAN LI, Phoenix, Sickle and other international well-known manufacturers



Computex Taipei Exhibition - 2013



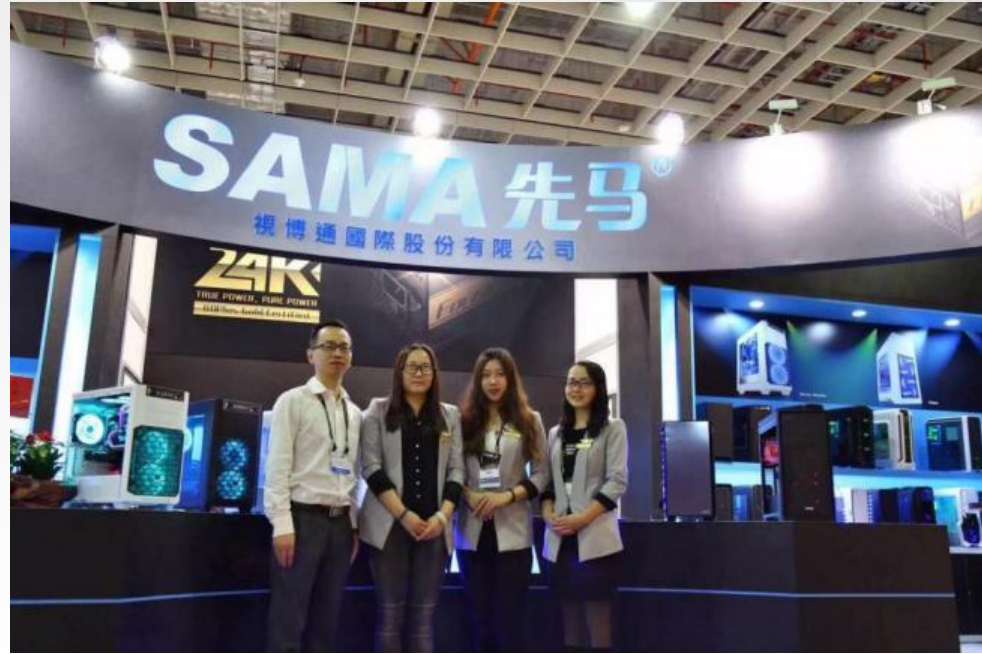
Computex Taipei Exhibition-2015



Computex Taipei Exhibition-2016



Computex Taipei Exhibition-2016



Hong Kong Global Resources Exhibition - 2017



Computex Taipei Exhibition-2017



Computex Taipei Exhibition-2018



Computex 台北展-2018



Computex Taipei Exhibition-2019



ARGB



Computex Taipei Exhibition-2019



Computex Taipei Exhibition-2019



Computex Taipei Exhibition-2019



Computex Taipei Exhibition-2019





Thanks for Watching

Overseas
Marketing Center

Tina Duan