

Household Consumer Goods ● Corporate Consumer Goods Systematic solutions

Rongdian Group Company Introduction

2024 edition



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01 Group Overview

GROUP OVERVIEW



Overview of Rongdian Group

Founded in 2004, Rongdian Group is committed to providing **systematic solutions for household consumer goods and enterprise consumer goods**.

The group has **9 major appliance factories and 3 ecological factories across the country**, forming a layout of six major industries with electrical appliances as the core, and taking the lead in completing **the digital transformation of the enterprise**. After 20 years of vigorous development, the company has 7,500 employees, and has grown into an intelligent and ecological enterprise **with the largest number of home appliances, the strongest supply chain capabilities, and the strongest customization capabilities in China**.

Rongdian Group is **the main enterprise and supporting enterprise of the Royalstar brand**, and its sales volume accounts for about 80% of the overall share of the Royalstar. **It is also one of the enterprises with the largest scale, the largest product categories and the highest market sales in the domestic home appliance industry**.

Every year, 30 million units of Rongdian Group's products enter thousands of households, and hundreds of millions of families around the world are companions.

Nine major appliance factories



📍 Hefei

Royalstar small household
appliance factory



📍 Hefei

Tea bar machine factory



📍 Shenzhen

Amos Plant



📍 Zhongshan

Rongde Factory



📍 Zhongshan

Wusong factory



📍 Zhengzhou

Artist Electrical Factory



📍 Huai'an

Titanium Valley Technology
Factory



📍 Zhengjiang

Two-season products factory



📍 Jiangxi

Royalstar intelligent air conditioning
factory

Three ecological factories



📍 Guangxi

Spring Dingdong natural
mountain spring water plant



📍 Yunnan

Gaoligong Mountain
Ancient Tree Tea Factory



📍 Hunan

Strontium-rich
mineral water plant

National Honors (Partial)



Rongdian Group has been highly recognized by the Ministry of Industry and Information Technology, the Ministry of Commerce, the Ministry of Science and Technology, the All-China Federation of Trade Unions and other authoritative departments of many countries

02 Brand lineup

BRAND LINEUP



Rongdian Group brand matrix



The three core brands of **Amos, Royalstar and Host**
form a **3+N brand matrix**

AMOS 亚摩斯

The first brand of titanium metal in China

Rongdian Group is an international high-end consumer brand



As an international high-end consumer brand under Rongdian Group, **AMOS relies on the advantages of titanium R&D and manufacturing base.**

More than 300 civilian titanium products have been developed, with titanium purity of more than 99.9% and antibacterial rate of 99.99%.

It has become "**the first brand of titanium metal civilianization in China**".

The first product of the Amos brand

Quite a 3-day medical check-up in a hospital can regulate 60% of diseases



globe sole

A world first

The first health detection & conditioning instrument



globe sole

A world first

The first Canton painted porcelain double-pot rice cooker



globe sole

A world first

The first globally patented air purifier



globe sole

A world first

The first pure titanium liner rice cooker



A world first

The first HarmonyOS system fan



A world first

The first HarmonyOS air conditioner



A world first

The first radar fan



A world first

The first lifting hot pot

Host好帅

好帅E家 智享全屋

致力于人工智能、物联网技术的开发应用



As an intelligent technology brand of Rongdian Group, Host is committed to the development and application of **artificial intelligence and Internet of Things technology**.

Hostiyun educational robot was popular in the market and was the first brand of household robots in China. In 2022, Host and Tencent reached an in-depth cooperation to deepen the field of “**Host E Home**” smart home.

The first product of the handsome brand

A world first PLC smart home system



Living room scene



Kitchen scene



Study scene



Bedroom scene



Bathroom scene



Household entry scenario

A world first Host good sleep intelligence system



Lighting control



Thermostatic mattress



air purifier



background music



Smart air conditioning



Sleep pillows

A world first

A tea master with a variety of tea eggs



- More than 10 patented technologies

Replace the drink without flavor

- It is equipped with 37 agricultural factories

Host Smart screen



Video cloud conferencing operates zero distance

Host smart screen has 65-108-inch and other series of products, covering conferences,

Proposals, speeches, press conferences and other business scenarios.

Host smart screen has the lowest price and the highest profit compared to products of the same level

·Offline smart conference system

Meeting appointment, meeting reminder, meeting document upload, face sign-in, intelligent material control, meeting record, post-meeting collaboration, etc.

·Online video conferencing system

In-depth joint debugging with Tencent applications to create a smooth video conferencing experience and a fully connected office space.

·The industry's top business experience

AI technology optimizes voice pickup and noise reduction, making calls clearer; The bottom layer of the original chip is docked, and the paper-based writing experience is experienced; Widgets such as split-screen, app download, etc., facilitate conference presentations.

·Industry-leading price-performance ratio

With more than 15 years of supply chain supporting capabilities, it has an ultra-high price advantage while benchmarking the industry's top products.

荣事达 Royalstar

荣事达·新国货

中国知名家电品牌



As a well-known home appliance brand in China, Royalstar has won the favor of users with high-quality products and services, and has won the "China Famous Brand" and "China Famous Trademark" for many times, and has become the mark of a generation of Chinese people's better life.

Today, Rongdian Group is **the main enterprise and supporting enterprise** of the Royalstar, and it is also one of the enterprises with **the largest scale, the largest product categories and the highest market sales volume in the domestic home appliance industry**. In 2016, Rongdian Group took the lead in putting forward the slogan of "Royalstar · new domestic products" to inject new vitality into the Royalstar brand.

The first product of the Royalstar



globe
sole

A world first
The first **health pot**



globe
sole

A world first
The first **national gift electric pottery stove**



globe
sole

A world first
The first **seafood pot (sea cucumber pot...)**



A world first
The first **low-sugar rice cooker**



A world first
The first **children's ice machine**



A world first
The first **cloisonné copper hot pot**



A world first
The first **national gift electric kettle**

The first product of the Royalstar



A world first
The first graphene smart heater



A world first
The first Changhi plate



A world first
The first kebab machine



A world first
The first light sound blender



A world first
The first hand-held garment steamer

Procter & Gamble received 1.8 million orders



A world first
The first far-infrared air fryer

Won 2023 Gold Medal in the China Characteristic Tourism Commodity Competition



A world first
The first intelligent voice pure titanium tea bar machine

globe sole

The first product of the Royalstar



A world first
The first NFC health pot



A world first
The first NFC light sound blender



A world first
The first NFC air fryer



A world first
The first NFC lifting hot pot



A world first
The first NFC microcomputer rice cooker



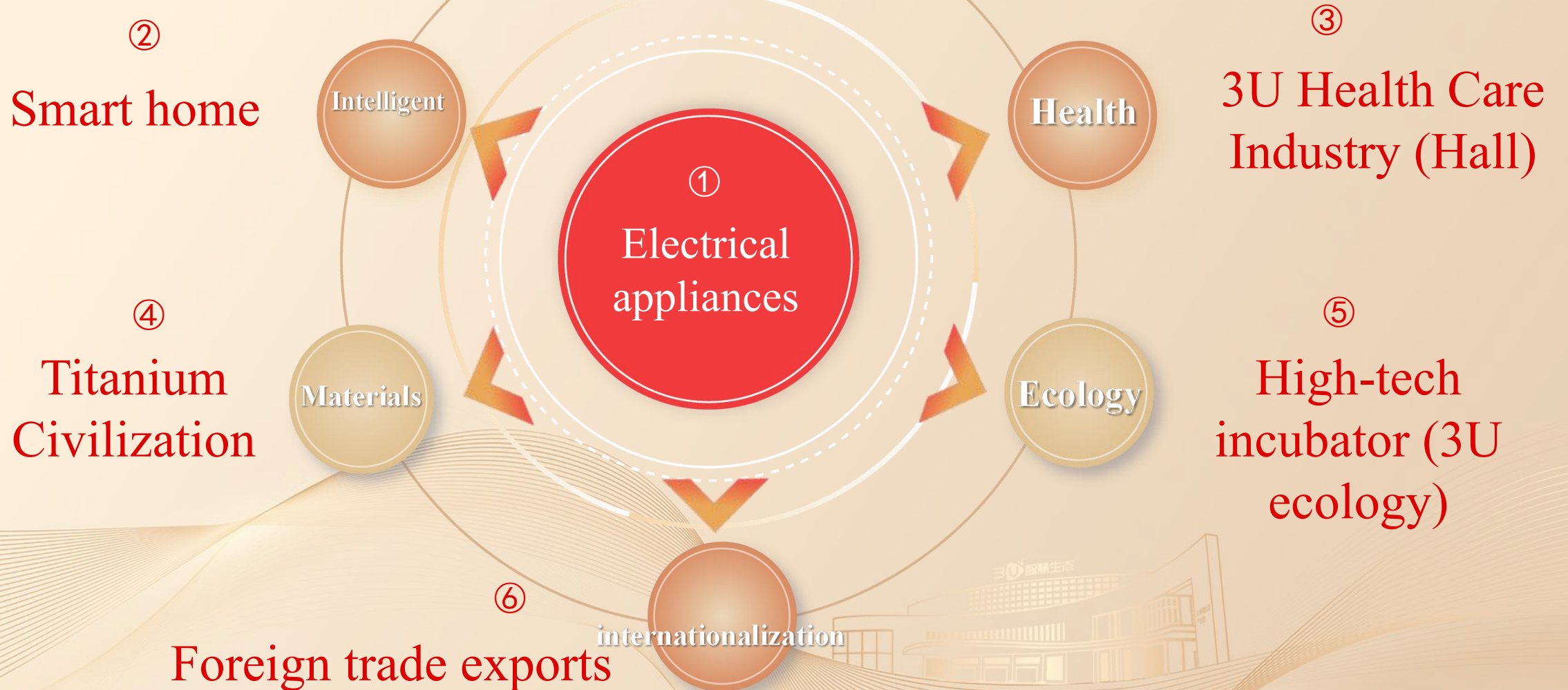
A world first
The first NFC electric pressure cooker

03 Six major industries

ADVANTAGE BUSINESS



Six major industrial layout



Artists electrically, to create a spiritual home

In the new era, users are no longer satisfied with simple functional attributes, and product differentiation and personalization have become an indispensable pursuit. As the main consumer force of the Z era, the consumption concept is more distinct, and the national tide and IP are more favored.

While leading the upgrading of household appliances with leading technology, Rongdian Group has cross-border cooperation with **Beijing Gongmei Group, Baiyaxuan Art Museum, Disney, Teddy Bear, Guangcai**, etc., bringing together IP resources and marketing concepts to create a series of trendy products that go abroad, triggering a new trend of market consumption, and is committed to setting a benchmark and model through artist appliances.



工美文创

百雅轩



广彩
GUANGCAI

Bai Ya Xuan artist electric



In May 2024, Chinese President Xi Jinping presented "Wu Guanzhong's Prints - Jiangnan Water Town" to France President Emmanuel Macron

Teddy Bear Artist Electric



The full range of teddy bear IP is authorized to the three major brands of Royalstar, Amos and Host. Through flexible customization, a series of IP artist appliances have been developed to meet the needs of young consumer groups in the Z generation.

Smart home

3U Smart Selection is the whole house smart home brand of Rongdian Group, which undertakes the layout and promotion of Rongdian Group's innovative smart home system.

3U Zhixuan supports **HuaweiOS and Tencent Lianlian** dual-platform systems, and cooperates with the State Grid to develop Bluetooth modules.

Realize NFC 400-meter ultra-long-distance control, and focus on the Rongdian cloud platform. **As the enterprise with the largest number of smart products and the strongest hybrid networking capability in China**, 3U Smart choice has a leading position in the field of **smart home**, and is one of the few enterprises with the ability to undertake large hotels, high-end office buildings, large villas, etc.



Five application scenarios of smart home



家庭



別墅



酒店



办公



学校

Signed a strategic contract with Greentown

It can undertake extra-large villas

Five-star hotels can be undertaken

The office building saves one-third of electricity

Weifang and Quanzhou school cases

Cooperate with Huawei to build a leading whole-home intelligent solution in China



The strategic signing of **Rongdian Group and Huawei Group** was witnessed by Hou Wenming, Chairman of Rongdian Group, and Yu Chengdong, Executive Director of Huawei

At that time, only Sinopharm Group, the General Administration of Sports of China and Rongdian Group reached a strategic cooperation agreement with Huawei, and no other brands were signed in the future!

Rongdian Group & Tencent reached an in-depth cooperation in all scenarios



Cloud services

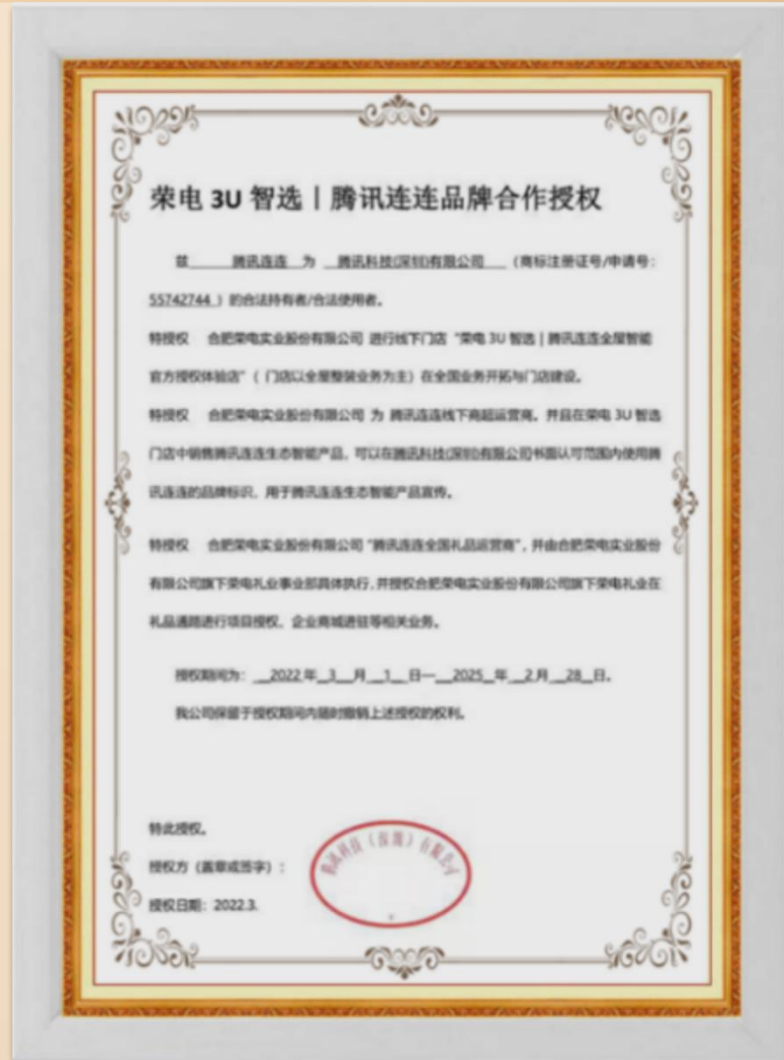
Tencent Cloud IoT development platform
Efficient and fast development platform

Convenient and lightweight App Service

Official WeChat Mini
Program

Private domain traffic operation

Based on WeChat ecological
communication
Mini Programs are
interoperable



Tencent
official
Brand
Collaboration
Authorization

3U Health Care Industry (Hall)

With the improvement of people's quality of life, more and more attention is paid to health. The traditional medical model has gradually changed from a single treatment model to a prevention, treatment and maintenance model.

Rongdian Group focuses on the big health industry, integrates health and wellness supply chain resources and 3U ecological industry resources, and creates a **3U health care industry (pavilion) integrating intelligent detection, health conditioning, functional food and formula, health care environment, and health care mall.**

The core purpose of the 3U health care center is to provide healthy services and comprehensive recuperation medical facilities for the majority of users, meet the needs of customer groups for health care, recuperation and leisure, and provide a full-scene experience with the experience hall as the traffic entrance, so that more people can feel the health, safety and comfort brought by the smart health care scene. Cooperate with offline professional operations, precipitate accurate private domain traffic, and establish a strong and complete ecological matrix.

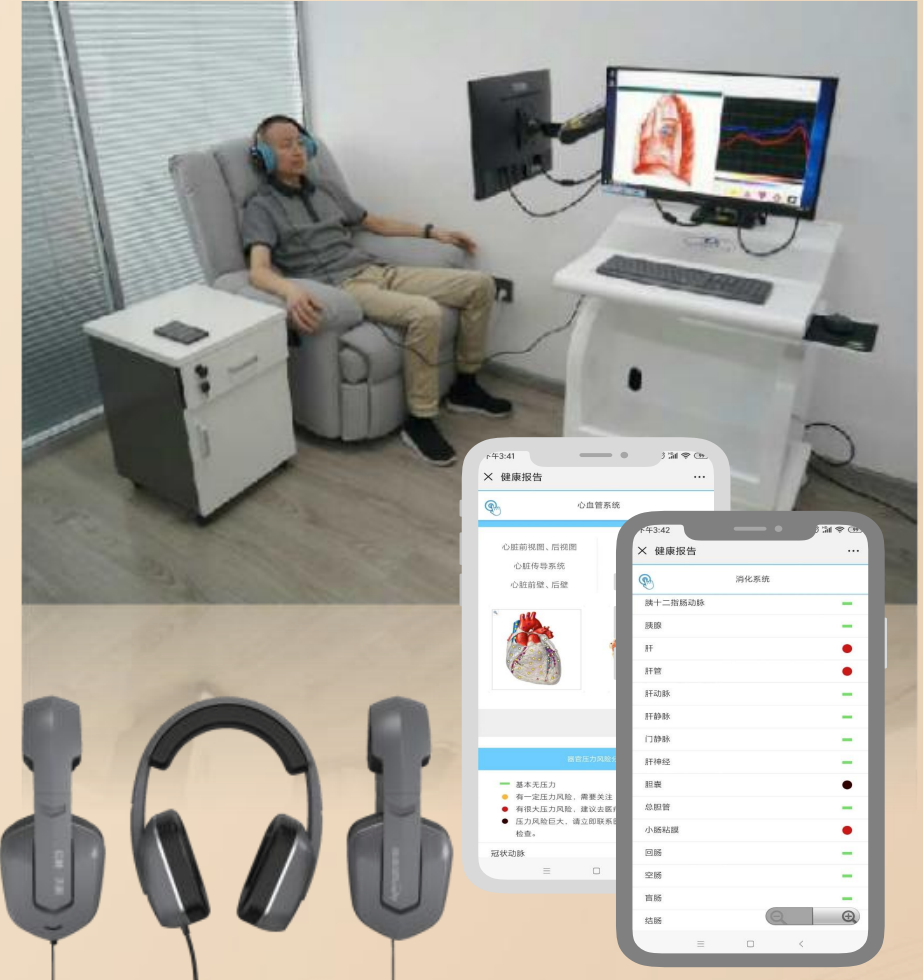


Rongdian Group aims to provide supporting services for all health care institutions and protect the happy life of "one old and one young".

Intelligent Detection & Health Conditioning (Amos EHC Health Detection & Conditioning Instrument)

Amos EHC Health Detection & Conditioning Device uses biological wave detection technology to collect vital sign data, and through health data modeling and AI algorithm processing and other technologies, it can realize the screening and conditioning repair of more than 29,000 health indicators of the human body, which is equivalent to a **3-day physical examination in the hospital**, with the following specific advantages:

1. No stripping, no fasting, no invasion, no radiation and no side effects of low-frequency sound waves.
2. The accuracy rate is more than 90%, and it can be screened in depth when encountering problems.
3. 29,000 detailed indicators of the whole body risk screening & conditioning and repair.
4. There is no need to wait for the inspection results, and a visual inspection report will be issued on site.
5. **Original natural repair and conditioning function (the only one in the industry).**



Intelligent Detection & Health Conditioning (Haoshuai Intelligent Sleep System)

腾讯连连 | Host好帅
已投入腾讯连连

不只是床垫

独创远红外控温 与体温同频



提升免疫力

分区温控

预防心脑血管病

竹纤维材质



#好帅远红外智能床垫#
硬而不悬 | 有效养护脊椎

Host intelligent sleep system builds a set of sleep ecological intelligent control center through far-infrared mattresses, sleep-aid pillows, aromatherapy lamps, humidifiers, air purifiers, air conditioning sleep aids, environmental detection, human sensing and other equipment.

Host far-infrared mattress is aimed at people with poor sleep, cold uterine and body cold, and sub-health:

1. Emit 4~16 μm life light wave, 32° C intelligent constant temperature, to ensure deep sleep.
2. Effectively increase the body temperature, increase the temperature by 1° C, and increase the immunity by 30%.
3. 36V low voltage, safe to touch; Warm quilt in winter, dehumidification in summer, 365 days can be applied.
4. Resonate with human cells at the same frequency, accelerate blood circulation in the body, and promote body metabolism.
5. Effectively alleviate lumbar muscle strain, anti-inflammatory and pain-relieving, dampness, sobering, dysmenorrhea, body cold, etc.
6. One-key sterilization and mite removal function to protect the sleeping environment.



Functional Foods and Formulas (Spring Water, Dingdong Natural Mountain Spring Water)

Water is the source of life, carrying the continuation of life and the guarantee of health. Rongdian Group's **Spring Dingdong water products** include special water for mothers and infants, hydrogen water, wild banana longevity mountain spring water, strontium-rich water, etc.

Spring Dingdong natural mountain spring water originates from the Jiuwanshan primeval forest national nature reserve in Luocheng Gelao Autonomous County, Hechi City, Guangxi, and is the birthplace of China's first longevity city in the world. **Obtained United States FDA & EU CE international double certification**, set "**original, soft water, low sodium, light mineral, weak alkali**" five characteristics in one, clear and sweet, high quality, truly pure natural and original ecology.

Longevity genes

China's first birthplace of the world's longevity city, with more than 760 local centenarians.

Small molecule water

Pure natural small molecule water, so that the tea leaves release 30% more nutrients, can achieve cold brew tea.

High-end reception

Hand a bottle of "water with a story" to the customer, and the transaction rate increases by 2-3 times.



Functional Foods and Formulas (Gaoligong Mountain Ancient Tree Tea)

Gaoligong Mountain Tea Area, located at an altitude of 2000-3800 meters above sea level in Tengchong Gaoligong Mountain in Yunnan Province, has a long growth period of 2 months and rich nutritional value.

Gaoligong Mountain Ancient Tree Tea Products are taken from Yunnan large-leaved ancient trees that are more than 200 years old. Ancient trees are naturally nourished and rooted in the Cenozoic volcanic ash soil of Tengchong, Yunnan Province, and are rich in nutrients and minerals, which are conducive to the formation of theanine. In addition, the tea area has sufficient sunshine, abundant rain, and no pollution sources, thanks to the unique climatic conditions, the tea products produced have large buds and leaves, and the tea is dense, all of which are of the highest quality, and are recognized as the only designated tea for the APEC summit in China.

Gaoligong Mountain Tea Expo Garden

Covering an area of 1,078 acres, the national AAAA tourist attraction and the 4C-level self-driving caravan camp are the "digital intelligence" tea culture experience base with the theme of tea culture experience, integrating scientific research, sightseeing, processing, leisure and vacation, cultural experience, automobile camp, research camping, etc.



The world's largest tea column
Set a Guinness World Record
It is 6.04 meters high
Circumference 10.06 meters
Diameter 3.20 meters
The volume is 48.56 cubic meters
Weighs 42.6 tons

China APEC summit is the only designated tea

It is the ancient tea tree with the highest altitude, the longest growth cycle and the richest nutrients in the world

Titanium metal is civilized

Titanium, as an aerospace material, is recognized as a healthy metal in the world - it enjoys the reputation of "God's gift to mankind". Titanium has unique properties such as **biophilic, corrosion resistance, antibacterial and antibacterial, and air purification**, and is widely used in medical and aerospace fields.

In 2019, Rongdian Group and Baoti Group established a titanium metal application R&D and production base - **Huai'an Titanium Valley Technology Factory**, whose products involve titanium appliances, **titanium small household appliances, titanium cookware, titanium cups and pots, titanium prints, titanium building materials**, etc., aiming to bring consumers a healthier titanium product experience.



1m^2 钛版画

||

10m^2

绿植的空气净化效果

Titanium, as the "metal of the future", will gradually replace stainless steel, copper, aluminum and other metals in the future.

Rongdian Group's relevant achievements in the field of titanium metal civilization

**China's largest
Titanium cup anodizing surface
treatment base**
(3 million anodized titanium cups per
year)

**Civilian production of titanium
metal in China
Supplier with the largest number
of categories**

**The largest size in China
Titanium building materials
production base**
(Annual output of titanium building
materials 1 million square meters)

**The largest size in China
Art titanium printmaking
production base**

**The largest size in China
Surface treatment base for
titanium building materials**

**Titanium purity>99.9%
Antibacterial rate>99.9%
The highest standards in the
industry**

Titanium metal civilian application products (partial)



Zhu Danian
"Magnolia Blossoms" titanium print



Zhu Danian
"Sunflowers" titanium print



Wu Guanzhong
"Love and Affection"
titanium print



Wu Guanzhong
"Red Lotus"
titanium print



Tea separator cup



Pure titanium
teacup



Colorful
thermos mug



Pure titanium
children's kettle



Portable tea maker



Titanium rice
cooker

Rongdian Group has developed and listed more than 300 types of civil titanium products

3U Ecological Industrial Parks



Zhongshan 3U Ecological Industrial Park

Sitting in the Guangdong-Hong Kong-Macao Greater Bay Area, the main building of the park is 29,000 square meters, and the business plaza is 9,800 square meters, which is the largest 3U industrial cluster in South China of Rongdian Group, with the layout of e-commerce operation, science and technology incubation, and industry-city integration, with 5,000 ecological partners and more than 70 design companies.



Zhengzhou 3U Ecological Industrial Park

With a total investment of 600 million yuan and a construction area of more than 120,000 square meters, it is a comprehensive ecological Internet industrial park integrating intelligent Internet of Things product design, research and development, manufacturing and sales, science and technology incubator and other functions, with a target total output value of 2 billion yuan in 5-10 years.



Hefei 3U Ecological Industrial Park

The industrial park opened in 2016 and covers an area of 200 acres. At present, there are more than 200 registered enterprises in the park and 81 incubated enterprises; At present, the number of employees in the park has reached more than 2,400.

Foreign trade exports

Rongdian Group actively responds to the strategy of "One Belt, One Road", while steadily developing general trade for foreign exports, actively implements the national cross-border e-commerce policy, and realizes brand going overseas through digital tools such as live broadcast and short video. The products are exported to nearly 100 countries and regions.

The group carries out the layout with localized thinking and develops differentiated products according to the different needs of users in different regions. At the same time, we have carried out in-depth cooperation with overseas ecological partners to bring the successful business model in China to overseas.

Big three
Business
sections

Cross-border e-commerce

Customized for large enterprises (OEM/ ODM)

The brand goes overseas

Representative products



Systematic solutions for
household consumer goods ● corporate
consumer goods

**Jointly build an ecology; share an
ecology and a win-win future**

Looking forward to
working with you

