

HAVIT

广州海葳特科技有限公司
GUANGZHOU HAVIT TECHNOLOGY CO., LTD.

CONTENT

#01: OVERVIEW

#02: OUR BUSINESS MODEL

#03: OUR MARKETING AND BRANDING

#04: OUR SERVICE SUPPORT



OVERVIEW



ABOUT US

**GUANGZHOU HAVIT TECHNOLOGY CO., LTD.
WAS FOUNDED IN 1998
LOCATED IN GUANGZHOU, GUANGDONG, CHINA**

- | HAVIT is a high-tech enterprise.
- | We are audio experts and innovators of smart devices for entertainment, travel and sports.
- | HAVIT owns 2 main brands: HAVIT, HAKII.





GUANGZHOU HAVIT TECHNOLOGY CO., LTD.



HAVIT Technology is a leading smart consumer electronics company that keeps up with the development trend of global trade. In different periods, it has insight into the development trend of the electronic product market and changes in consumer demand and launches products that meet consumer demand.

After China accessed the World Trade Organization in 2001, HAVIT actively participated in global trade fairs like the IFA Berlin and CES and met collaborative customers from around the world. It gradually realized the value and significance of the brand. To better protect the independent research and development of products and make it easier for customers to recognize the brand, HAVIT has been paying attention to the registration and protection of the brand and then made preparations for further entrancing the global market.

With the information revolution in the early 21st century, the demand for computer hardware surged. HAVIT keenly captured the business opportunities in the e-sports industry. It quickly developed game peripheral products such as mechanical keyboards, gaming mice, RGB speakers, and e-sports chairs, further expanding its business categories.

The era of artificial intelligence has quietly arrived. Based on years of experience accumulation and technology precipitation in the field of acoustics, HAVIT continues to explore and innovate.

In the future, HAVIT will build resilience to face changes in global trade, dare to innovate, and be committed to building a leading consumer electronics brand in the audio device field.

HISTORY

1998

HAVIT was established in Guangzhou, China.



2001

HAVIT wholly-owned factory was built.

2007

HAVIT brand has officially established and operated, and it successfully built a complete business model from manufacturing to consumer.

2012

HAVIT factory has upgraded to a high-tech enterprise.

A professional technical team has been set up to conduct software and hardware technology research and development.

2013

Overseas e-commerce department was established and have focused on Amazon platform.

amazon

2014

Domestic e-commerce department was established and have focused on TMALL.COM platform, JD.COM platform.



2016

HAVIT achieved brand coverage in most parts of the world.

2018

Overseas: Won the top 50 e-commerce merchants of the Amazon platform;

Domestic: Won the 1st prize in online audio selling via the Tmall.com platform.

2019

High-end brand HAKII was founded. The dual-brand strategy has been launched, which cover wholesale and retail terminal.

HAKII

2020

Established Acoustic Research Center.

Moving to new heights of audio products.

2021

Obtained Gold Plus Supplier Assessment Certificate by Alibaba.com;

Won two Canton Fair Export Product Design Awards at the 2021 Canton Fair.



2022

Creating key national marketing channels continuously.

2023

Conducting branding in strategic areas.

Expanding R&D capability.

Commence the construction of a new contemporary industrial park (35,000m²) in China.

HAVIT



10+ year
Specialize in
audio product

400+
Staff

35,000+ m²
construct a new industrial park
in the next two years



220+m²
show room





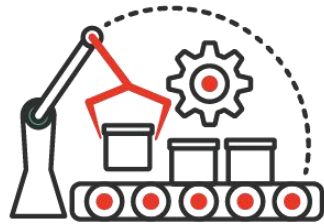
OUR BUSINESS MODEL



BUSINESS MODEL



**PRODUCT
DEVELOPMENT**



**MASS
PRODUCTION**



**BRAND
OPERATION**



**INDEPENDENT
MARKETING**



OUR MARKETING AND BRANDING



BRAND

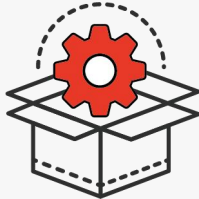
HAVIT

HAVIT is a good performance brand with cost efficiency products.

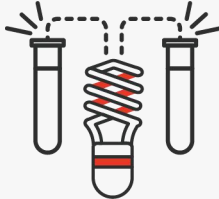
 HAKII

HAKII is a powerful audio brand focused on intelligent and light sports.

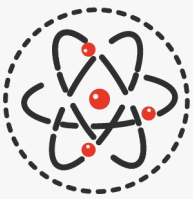
PRODUCT ADVANTAGES



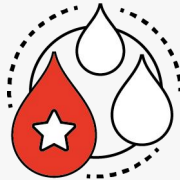
Customized Service



Product Innovation



Diversified Product Lines



Series Design



Popular Products



Quality Control

IT DESERVES YOUR ATTENTION

Since the establishment of our brand, HAVIT has been adhering to the corporate philosophy of "technological innovation and serving the world". With a "responsible for every product" attitude, we insist on independent research and development, original design, and constantly improve every-detail of the product to improve users' experience. We strive to enable users all over the world to enjoy the technological fun brought by high-quality products.

143

Utility model
and design patents

61

International
design awards



DESIGN AWARDS



2023
Muse Design Award
Gold Winner



2021
Canton Fair Export Product Design
Silver Award, Bronze Award



2020
Canton Fair Export Product Design
Silver Award, Bronze Award



2020
Germany iF Design
Award



2019
Shenzhen Global Design
Silver Award



2019
Japan Good Design
Award



2019
Germany iF Design
Award



2018
Reddot Design Award



2018
Upstyle Award



2018
China Excellent Industrial Design
Award



2018
Red Star Design
Award



2018
Governor Cup Industrial
Design Competition
Award

**PRODUCT POSITIONING
AND
PRODUCT PORTFOLIO**

Practical • Aesthetic • Authentic • Fun

**GUANGZHOU HAVIT TECHNOLOGY CO., LTD.
SINCE 1998**

AUDIO



MOBILE



SMART

GAME

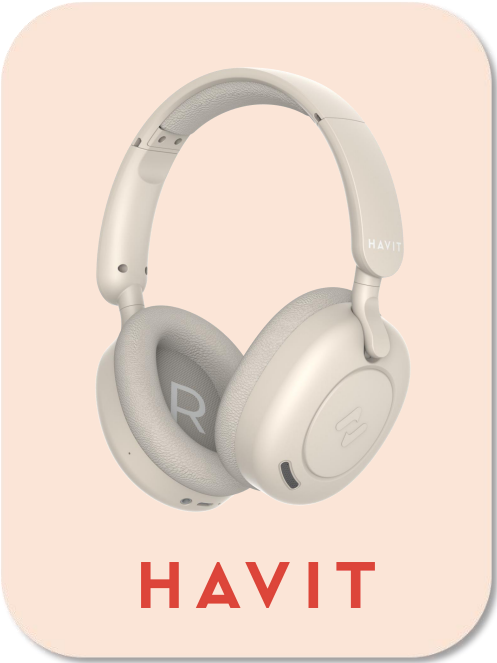


SMART LIFE DEVICES PACKAGING STYLE



PRICING STRATEGY

AFFORDABLE PRICE, HIGH-QUALITY EXPERIENCE



HAVIT

\$54.9

Stereo sound is re-rendered through algorithms to make the sound field more spatial and provide an immersive listening experience, making entertainment more immersive and enjoyable.

VS



\$605.9

Personality with Dynamic Head Tracking Spatial Audio



\$261.5

Spatial audio with dynamic head tracking gives you a theater-like surround sound experience when watching blockbusters.



HAKII

**SPORTS WEARABLE
HEADSET**

DESIGNSTRATEGYPROJECT December,2023

WEARABLE OPEN EAR HEADPHONES

Brand Introduction

WHO WE ARE

HAKII, a brand “focusing on wearable smart sports equipment”, is committed to designing differentiated products that satisfy different sports scenarios so as to create a brand-new “smart sports” lifestyle experience for young people and meet the demands of the potential sport that pay more attention to intelligence, social contact, and trendiness in the future.

BRAND PERSONALITY



LIVELY

Advocating making exercise a daily and fashionable pursuit and enjoying a vibrant life, Excellent sports performance, it is a fashion standard for exercise and motion scenes.

COOL

Responding to the social and personalized lifestyles of the post-95 generation, living out of oneself is cool. Working with high aesthetic value brands and products, as well as future international marketing.

FUN

Responding to young people's creativity, always pursuing a fresh and playful spirit. Reflected in the industrial design of the product and the innovation of the user experience.

**WHO WE WILL BE
PIONEER OF**

Sports Wearable Earphones

Product Overview



HAKII ICE/ICE LITE

TRUE WIRELESS
SEMI-IN-EAR EARBUDS

**Icy
Artwork**

HAKII ACTION

TRUE WIRELESS SPORT
EARBUDS

**Stable
Waterproof**

HAKII MIX

SMART HEADBAND
HEADPHONES

**Open Ear
Fitness**

HAKII TIME PRO

TRULY WIRELESS
ANCEARBUDS
WITH CHARGING CASE

**Noise
Isolation**

HAKII WIND

SMART SPORTS
SUNGLASSES

**Musical
Ride**

Doing the right things, Doing them right



2021 JAPAN
GOOD-DESIGN AWARD



2021 JGERMAN
IF AWARD



2019 JUS IDEA
AWARD



2019 JUS IDEA
AWARD



2021
China Excellent Industrial Design
Award



reddot award 2021
winner

2021
German Red Dot
Award



2021
China Design Red Star
Award



2018 上海奖
Upgrading Award Upstyle
Award



省长杯
工业设计大赛
Governor Cup
Industrial Design
Competition

2019 GUANGDONG PROVINCE GOVERNOR
CUP INDUSTRIAL DESIGN COMPETITION

143 National Patents of
Product technology

61 International
design awards

R&D AND PRODUCTION

**CARE YOUR QUALITY
SAVE YOUR COST**

**GUANGZHOU HAVIT TECHNOLOGY CO., LTD.
SINCE 1998**

FACTORY

We own a modern factory specializing in R & D(Research and Development) and manufacturing of 3C products. We have a management model with high standards and strict requirements. Through strict evaluation, we supervise the operation specifications of multiple production lines to achieve the best quality of production.

Innovation

Own Innovative factory





STANDARDIZED PRODUCTION

Standardized products manufacturing, accurate delivery time, be serious about each order.



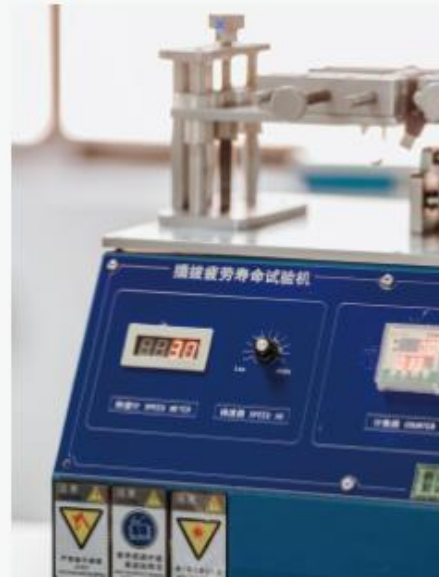
QUALITY CONTROL

Strict quality control, material, technology, and product quality meet customers' needs from different countries.



FOCUS ON R&D

The R&D team has a number of acousticians with over 10 years of experience, specializing in wireless audio innovation.

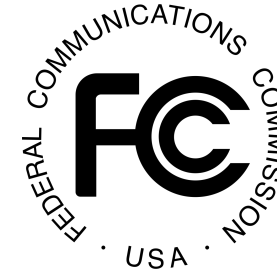


PRODUCTS RELIABILITY TEST

HAVIT have a ROHS tester, ESD electrostatic tester, secondary meter, high and low temperature tester, other reliability testing instruments, and acoustic silencer room to ensure all products pass reliability tests.

TEAM - LABORATORY





Factory Audit: ISO9001, BSCI, SEDEX
Product Certifications: RoHS, CE, REACH, FCC, RCS and so on

BRAND

Have it, 
Have fun.

**GUANGZHOU HAVIT TECHNOLOGY CO., LTD.
SINCE 1998**

EVERY QUARTER OF EACH YEAR,
HAVIT NEW PRODUCTS WOULD UNVEIL IN DIFFERENT
PROFESSIONAL EXHIBITIONS



Japan IT Week



global  sources



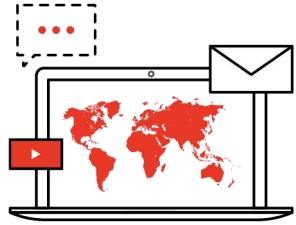
HAVIT SHOW IN EVERY MARKETPLACE OF THE WORLD





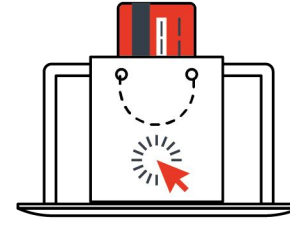
OUR SERVICE SUPPORT





BRAND SUPPORT

Perennial advertising support creates a foundation for the promotion of brand value, and support will be given according to the market investment criteria (see the contract for details of the investment criteria). The company will choose the appropriate media for advertising according to the situation, and gradually increase the intensity of advertising.



SALES SUPPORT

One-stop services from product manufacturing, logistics and sales store display to product promotion materials will be provided to reduce the worries of agents in distribution, sales, downstream customer development and promotion.



REBATE SUPPORT

In order to encourage partners to actively develop and expand the market share of Havit brand in the local market, high rebate support will be provided to customers who achieve the annual cooperation goal, so as to further improve the agent's profit.



AFTERSALES SUPPORT

The headquarters provides a variety of after-sales service methods (one-to-one service by dedicated personnel, social media platforms, online feedback from websites, etc.) to offer a standard after-sales service process, so that you can feel at ease when buying and selling.

THANK YOU!



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