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deli

JISHI
OFFICE
SCHOOL
NUSIGN
EQUIPMENT
AGNITE
▶ **TOOLS**
PLUS
GENIUS
DMAST

COMPANY
PROFILE



deli

A Global Company of Cultural Innovation and Technology

**To develop products and services that meet the needs,
exceeding the expectation of customer across the globe**

History Milestone

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1981
Deli was founded in China

2009
Tokyo branch established

2019
Setting up Deli Vietnam factory

2023
Launched the new painting brand-Dmast

1998
Deli brand expanded to Asia, Middle East, Africa and Eastern Europe

2014
Dubai and Moscow branches established
Mumbai branch established

2020
Launched an office furniture brand – Deli PLUS

2004
Deli became Top 1 office brand in China

2018
Started the Printer business with self-manufacturing

2022
Power Tools Factory started its official operation in Suzhou



\$6.1 Billion

2023 Deli Group Sales

Top 500

Chinese Private Enterprises

15,000+

Number of Employees



Agnite



NL SIGN



deli PLUS



Dmast

DELI Tools Global Market Presence

Top 2

Hand Tools Brand in China

Top

Sales Growing of Power Tools



50+ Countries



DELI Tools Brand Map



To create different offers to cater various end consumer needs. Including hand tools and power tools, covering **19+** product categories and **4,000+** SKU products.

PROFESSIONAL TOOLS



SEMI-PRO TOOLS



home Series



GARDEN TOOLS



Manufacturing Base

7

Industrial Parks

12

Factories

750,000+m²

Manufacturing Plant



Deli Yuyao Economic Development Zone Industrial Park



Deli Ningbo Jiangdong Industrial Park



Deli Ningbo Jiangbei Industrial Park



Deli Ninghai Industrial Park



Deli Suzhou Power Tool Manufacturing Base



Deli Vietnam Industrial Park



Deli Hangzhou Industrial Park

Made in House

15 Million PCS

Annual Capacity

200,000

Sq m²

One of The **Largest** Power Tools Manufacturer in China by 2025

- ▶ Member of China Electrical Equipment Industry Association Power Tools Branch
- ▶ Member of the Yangtze River Power Tool Industry Laboratory Alliance
- ▶ Standardization Administration of China



SMART

LOGISTICS



**GLOBAL
DELIVERING SERVICE**

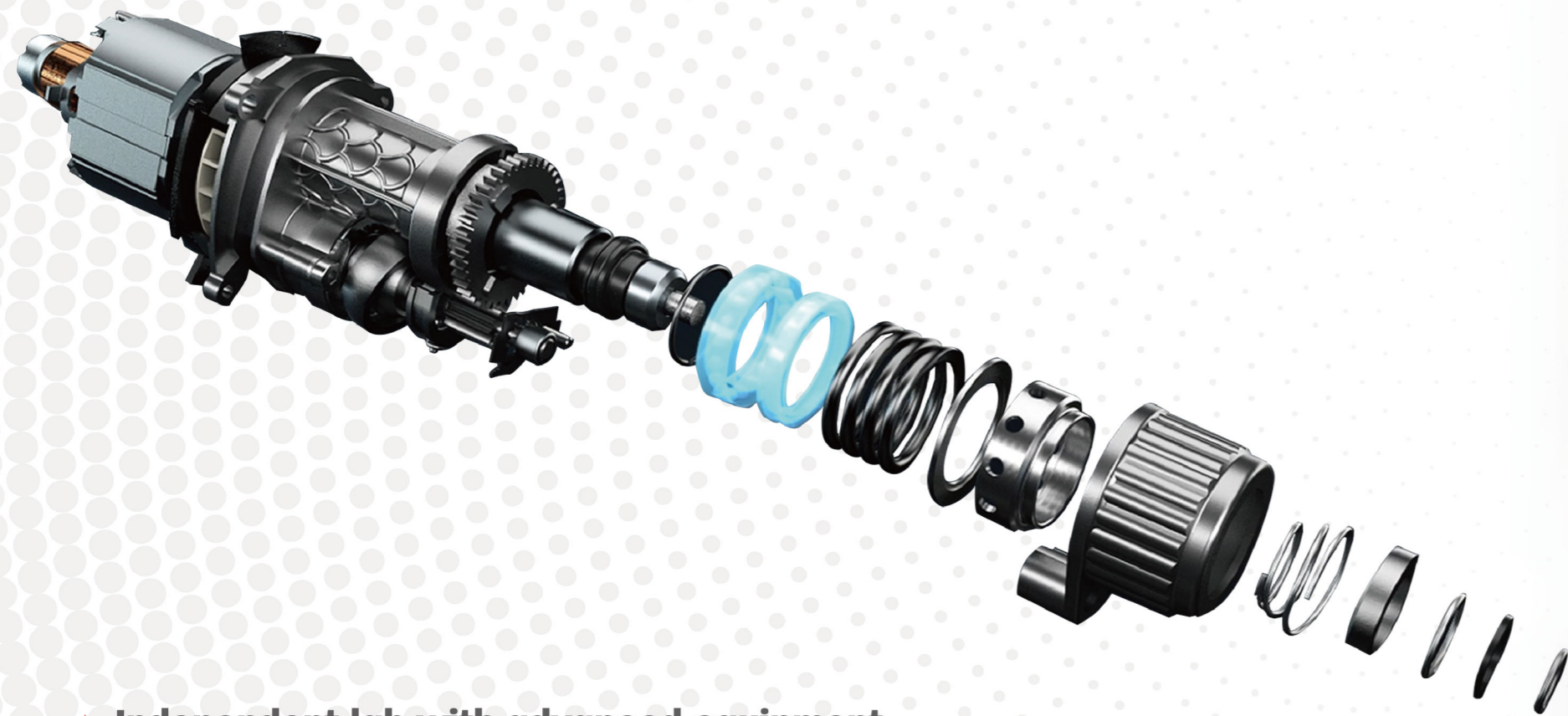


**INTELLIGENT
SORTING SYSTEM**

▶ **Advanced logistics network system: CDC, RDC, DC**

▶ **Intelligent central warehouse covers 200,000+ m²**

Reliable Quality

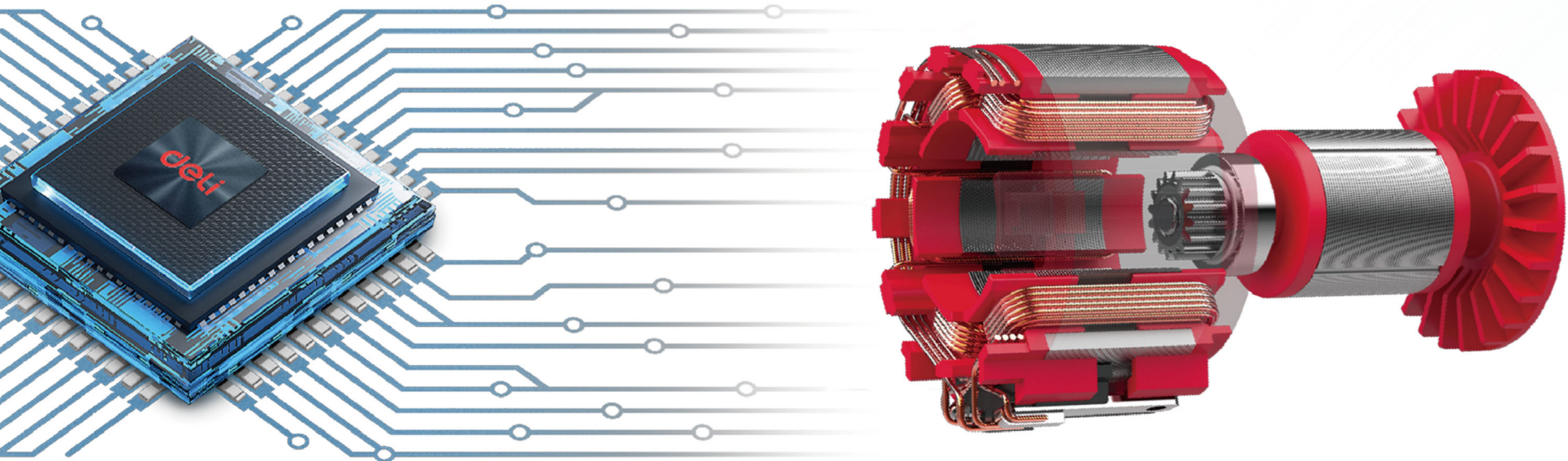


- ▶ Independent lab with advanced equipment
- ▶ In house and external inspection agencies
- ▶ Professional quality management team
- ▶ Cooperation with mega brand retailers globally



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Innovation for Tomorrow



▶ **Electric Control** ▶ **Battery Technology** ▶ **Motor Technology**



Industrial design: **Los Angeles/Shanghai/Hamburg-Tools Design team**
Graphic design: **Korea**
Software & Hardware R&D: **Ningbo/Wuhan/Shenzhen**



Strong Brand Exposure



Social Media



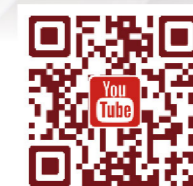
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