SHIMGE®

for better life

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OUR COMPANY
From Chairman's Desk

Without water pumps, human civilization would decline in 50 years! At Shimge we devote our whole lifetime to the pump industry, our efforts make Shimge the most esteemed corporation of agricultural and domestic pumps!
Mission & Goal

The mission of the company is to provide the best pumps and water treatment system solutions for the world and create high-quality life for the mankind.
Company Profile

Shimge Pump Industry Group Co., Ltd., established in 1984 in Daxi Town, Wenling City of Zhejiang Province, the center of Chinese water pump industry, is a listed joint-stock company specialized in the production and operation of pumps and control equipment. In the past three decades, it has been focusing on the technical research, production and marketing of pump products and control equipment, and has been devoted itself to providing the best pumps and water treatment system solutions for the world. Currently, the company has five business divisions (including submersible pump, surface pump, well pump, canned motor pump and stainless steel pump), six production bases and ten holding subsidiaries. On December 31, 2010, SHIMGE landed on the A-share market, and was successfully listed on Shenzhen Stock Exchange (stock code: 002532).
Shimge owns 6 production bases in Zhejiang, Jiangxi and Jiangsu provinces with full capability of casting, pump production, sales and service.

1. Shimge headquarters & production base for circulation pump
2. Zhejiang production base 1 (Submersible Pump, Sewage Pump & Deep Well Pump)
3. Zhejiang production base 2 (Surface Pump & Stainless Steel Multistage Pump)
4. Jiangxi production base (Foundry 1)
5. Jiangsu production base (Foundry 2)
6. Air compressor production base in Zhejiang province
Development Milestone

- 2010: On December 31, 2010, it was successfully listed on Shenzhen Stock Exchange (stock code: 002632).
- 2012: Renamed to SHIMEGE PUMP INDUSTRY GROUP CO., LTD.
- 2015: Since 2006, it has occupied the first place nationwide in terms of the production and sales of agricultural pumps for nine consecutive years.
- 2011: Between 2011 and 2012, it proceeded to acquire LBX Pump, Fangxin Mechanical & Electrical and Bohua Environmental Technology Engineering Co., Ltd.
- 2014: The factory was renamed as Zhejiang SHIMEGE Pump Co., Ltd.

1984: Mr. Xu Shanfu founded Wenzhou Zhaoyang Household Electric Appliance Factory, the predecessor of SHIMEGE.
1987: The company developed the “screw pump”, which filled the blank in China and quickly stood out conspicuously in the industry by virtue of its high quality.
1997: Between 2004 and 2010, it established three subsidiaries in succession, including SHIMEGE Mechanical & Electrical, Jiangxi SHIMEGE and Jiangsu SHIMEGE.
Double-highs Strategies

The company adopts a “double-high strategy”, that is, providing products and services with high quality and high cost performance.

By thoroughly practicing the “double-high” strategy, it aims to build SHIMGE brand into a world-class pump brand.
Products Lines

Submersible & sewage Pumps \ Deep well(Borehole) Pumps \ Circulation Pumps \ Stainless Steel Pumps \ Surface Pumps
Products Lines

- Domestic Pumps
- Pumps for Water Treatment
- Sewage Pumps
- Pumps for HAVC
- Agricultural Pumps
- Commercial Pumps
Technology Innovation

As a “hi-tech enterprise”, the company has gathered many talents in the industry in the fields of technical innovation and product R&D, and has established technical cooperation with many scientific research institutions and colleges and universities with outstanding achievements in the water conservancy, such as Jiangsu University, China Agricultural University, Wuhan University, Zhejiang University, etc. In 2010, the company was elected as one of the first batch of pilot units as “Post-doctoral Scientific Research Stations” in Zhejiang Province; in 2013, it established the technical R&D-oriented SHIMGE Pump (Hangzhou) Co., Ltd., which was intended to focus on the R&D of automated and intelligent products and awarded the title of “Most Innovative Enterprise in China” in the same year. In 2014, the experiment center of the company passed CNAS laboratory certification at the first try, and became a national level laboratory. So far, the company has directed or participated in the revision of more than 50 national and industrial standards, and obtained a total of 125 authorized patents.
**Product Innovation**

1. **In 1987**, the independently-developed immersible screw pump relieved the shortage in the market.
2. **In 1992**, the downdraft engineering-oriented pump and the sewage pump were put into mass production innovatively and relived the shortage in the market.
3. **In 1995**, the small electric immersible pump was the first of its kind, working wonders in the market of agricultural pumps.
4. **In 2004**, the high efficiency multistage centrifugal pump made of stainless steel was upgraded innovatively, starting the era of energy saving and environmental protection.
5. **In 2012**, the development of the photovoltaic well pump began; in 2014, the new energy technology was embedded into the pump and the prototype was trial-manufactured.
6. **During 2012–2013**, the flagship product was transformed and upgraded to an innovative, energy-saving and intelligent one, rapidly stepping into the new energy field.
Management Innovation

Since its establishment, the company has always actively promoted comprehensive “lean” quality and environment management, and has currently passed ISO9001, ISO14001 and OHSAS18001 certification, introduced excellent performance management in line with GB/T 19580 and established a sound quality assurance system. SHIMGE has equipped an industry-leading physicochemical testing center, and its delivery performance inspection platform has reached a precision of grade B (grade 1) in the evaluation conducted by an authoritative agency. In addition, its products have passed GS, CE and UL certification, and met the specifications of the RoHS Directive.
Process Innovation

Shime sticks on the comprehensive innovation on R&D and production process which commits to improve the production process and efficiency. On one hand, we strengthen the professional skill of workers by sustaining training, and on the other, we put into the robot automatic production machine instead of manual work. By those ways, we have not only reduced the manufacturing cost, but also improved the product quality and stability.
Honors

- Executive VP Level Member of the Drainage and Irrigation Machinery Branch, China Agricultural Machinery Industry Association
- Team leader of the Submersible Pump Unit, National Agricultural Machinery Standardization Committee.
- Member of National Agricultural Machinery Standardization Committee.
- Member of the National Agricultural Machinery Standardization Committee.
- China Well-Known Trademark
- 2011 Best Technology Award of Brand China
- China’s High-tech Enterprise
- 2013 China’s Most Innovative Enterprise
Certifications

SFactor certificate: ISO9001, 2000, ISO14001
Product certificate: GS, CE, UL, CUL, ROHS etc
2 OUR BRAND
SHIMGE logo

SHIMGE is transliterated from Chinese name of the enterprise and the brand “Xinjie”, carrying the meaning of “upgrading to a newer field year by year”. Extracted mission: SHIMGE’s mission— “To provide the best water pump and water treatment system solutions for the world and make the people enjoy quality life.”

Forward-looking strategy: To detach from the overwhelming competitions for the leading position in the industry (like the leader of a certain kind of pumps or the expert in a certain kind of pumps), keep up with international water pump enterprises, highlight SHIMGE’s sense of social responsibility, and shape advanced brand feature and corporate philosophy.

The meaning of the pattern: The five color blocks on the left represent SHIMGE’s five business departments and five categories of water pumps, implying SHIMGE’s unique full product lines.
2.2 Standard Color

a. The skyline represents the place of sunrise, where SHIMGE is headquartered: Wenling, the place witnessing the first light of the new millennium to rise and symbolizing future and hope.
b. Blue means pure water source, implying the application areas of water pumps and showing SHIMGE’s focus on efficient and environmental-friendly technical innovation.
c. Blue also indicates the spirit of sailors riding wind and waves and keeping moving forward.
Our Brand

2.3 Brand Pyramid

01. Brand objective
   - A world-class pump enterprise

02. Brand orientation
   - Focus, Honesty, Pragmatic, Value, Innovation, Listen, Win-win

03. Brand characters
   - Providing products and services with high quality and high cost performance

04. Brand strategy
   - Giant listed corporation with history of 30 years
   - Splendid R&D team and strict quality control
   - Advanced machining equipments and highly efficient production
   - Large scale production of the whole industry chain

05. Brand support
3 MARKETING & BRAND BUILDING
Leading Enterprise in China

In terms of channel building and after-sales services, relying on its strength and public reputation as a leading brand in the industry as well as its excellent product quality, the company has developed a global business network, established 15 regional distribution centers in all major provinces and cities in China, and built cooperative relations with more than 1,100 wholesalers and 4,000 distributors to provide better services to its clients. Since 2006, SHIMGE has occupied the first place nationwide in terms of the production and sales of agricultural pumps for nine consecutive years (according to the authoritative data statistics of China Association of Agricultural Machinery Manufacturers (CAAMM)), and, in the international pump market, SHIMGE products have been sold to more than 100 countries and regions all over the world and enjoy high reputation.
Rising World-class Brand

Shime exports products to more than 100 countries and regions.
Sales Performance

Shimg Sales Revenue

(Unit: Hundred Million RMB)
THANK YOU!