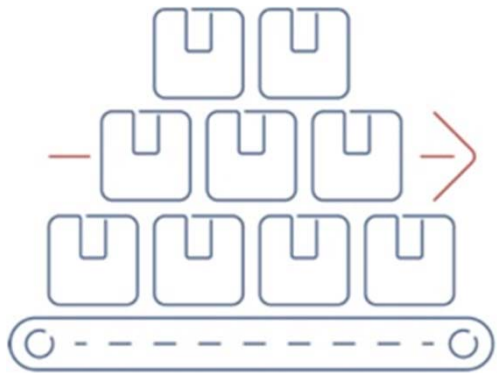


Leading the Future of Digital Retail



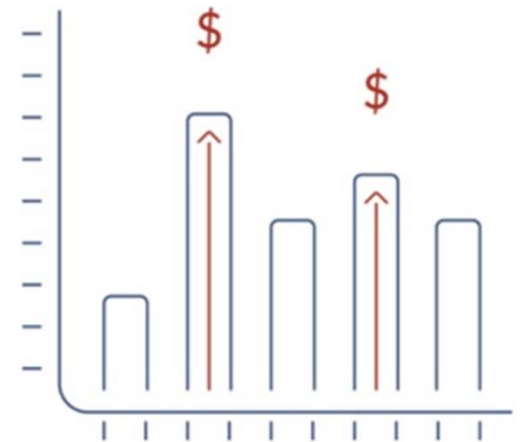
Who is Hanshow?



SUPPLY CHAIN SYNERGY



INDUSTRY INNOVATION ACCELERATOR



PRICE QUALITY OPTIMIZER



Hanshow Statistics

2009

Founded by former Huawei executives and engineers

41

Service stations in China, including the support team in Shenzhen

200

Employees

20+

Countries where Hanshow labels are installed

6

Office locations
(Beijing, Jiaxing, Suzhou, Shenzhen, Denmark, France)

42

Oversea partners in Europe, South Africa, Russia, Middle-east, Australia, South East Asia and more

5.000.000+

Hanshow labels sold worldwide



Hanshow Cases Worldwide





Hanshow Offices Locations

Zhejiang Hanshow Electronic Technology Co., Ltd.

Company headquarters & support center

Beijing Hanshow Technology Co., Ltd.

R&D center

North China sales & support center

Suzhou Hanshow Office

ESL solution department

Shenzhen Hanshow Office

Hanshow Europe ApS(Denmark)

Hanshow France SAS





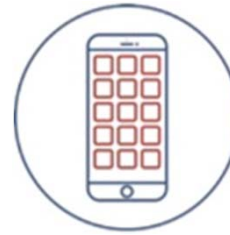
We Are Not Just An ESL Producer



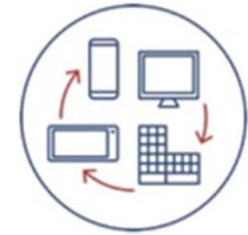
We designed the world's
first electronic fresh label
solution



NFC and LED flash light
for interaction



Mobile applications



Omni-channel

HANSHOW ESL SOLUTION DOES NOT ONLY OPTIMIZE THE RETAILERS INTERNAL PROCESS,
IT ALSO CREATES EXTRA VALUES TO RETAILERS.



Powerful Supply Chain



Main manufacturer



E-paper



Chipset



Holitech Factories



8680 m²

Zone I Production Base

LCD1



10581 m²

Zone II Production Base

LCD2: 3D



27000 m²

Zone III Bio Valley Production

Base(Headquater)

RTP/CTP5/LCM



27818 m²

Technology Park

Production Base

CTP1/CTP2/CG/BL/FLCD/Smart
Wearing



84062 m²

Jiangkai Area

Production Base

OGS/CG2/BL2/CTP3/GT/

H-INK



38000 m²

Jizhou Area Production Base

TFT/TLI



72000 m²

Wan'an Production Base

FPC



30000 m²

Xingtai Factory



Experienced Hanshow Team

The Hanshow core team has more than 15 years experiences in the wireless systems and Integrated Circuits field at Huawei.



Our top managers have many years of working experience at a listed and international companies such as:

Huawei

Thomson

Tencent

Nicolis Project (Italy)

Wumart

Lotus (Thailand)

and are experienced in R&D, production and solutions.



ESL hardware

DIFFERENT ASPECTS OF THE HANSHOW SOLUTION



Hanshow Interactive Labels

RGB LED Flash (7 colors)

E-ink display

Black & White

Also available with red

NFC technology

2 way communication



H Skyline Series Small & Medium with Flashing



Skyline-S@



Skyline-M@



Stellar Series Small, Medium & Large



Stellar-S



Stellar-M



Stellar-L



Stellar Series Small, Medium & Large with Flashing



Stellar-S@



Stellar-M@



Stellar-L@



Stellar Series XL & XL@



Stellar-XL



Stellar-XL@



Stellar Series XXXL with Flashing



Stellar-XXXL@



How to Use the LED Lights on Labels?

Get more attention for the items on sales and increase sales.

Help promote the house-brand items.

Use it as an alert for store staff for “out of stock”, “nearly expired items” and etc.

Customize meanings of indicator colors.





Battery Life

Testing Procedure

Demo system with more than 1000 labels
Multiple Wi-Fi signals in place

Test

Battery consumption on wake
Battery consumption on update
Battery consumption on nearby update
Battery consumption on flash use
Battery consumption on interactivity





Optimized Protocol

Optimized transmission

By using templates, the screen is divided in fields.

System sends only changed fields.

Price for example is a numeric field (not an image).

Fast Update Speed

Low Battery Consumption





Access Point

Security

Each label confirms that the update is successful.

Knowledge

Each label communicates the battery level, transmission channel and own presence each 3 minutes.

An antenna is reserved for listening.





Remote Control

The Remote Control (Model: HS-RC8310) is a hand-held terminal developed by Hanshow based on its own wireless communication protocol and magnetic induction function.

It is compatible with Hanshow 3rd generation labels and able to manage the functionalities such as flipping pages and LED flashing control.

The Remote Control integrated vibration motor, ring, lithium-ion battery and supports USB charging.





Interactive Shelf Labels: the Revolution

Start Activity

The ESL shows the LED flashing with the right color

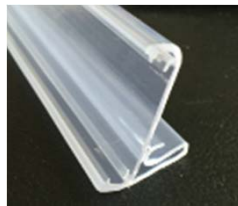
The worker confirm the operation after job completion

The dashboard shows the status of the activities in real time





Accessories: A Solution for Multiple Store Scenarios



Best in class marketing solutions and tools





Features & Promotions

Hanshow has a series of marketing tools for offers and promotions high in quality and easy to use.





Software Solutions

IT CAN DO MORE



Price Management

Real Time Price Update

Price update is simply done by the back-office system.

Price Synchronization

Online and offline prices are automatically synchronized.

Information Synchronization

Online and offline product information is also synchronized automatically.





Shelf Management

Better Shelf Management

Better execution in shelf management and easier evaluation on working processes.

Paperless Operation

Improve working efficiency and lower the operational costs.

Visualized Planogram in the System





Order Picking

Route Guidance

The system provides the best route for store staff to find the target item.

Picking Indicator

The LED indicator on labels highlights the target item to be picked up.





Precision Marketing

Customer Buying Behavior Analysis

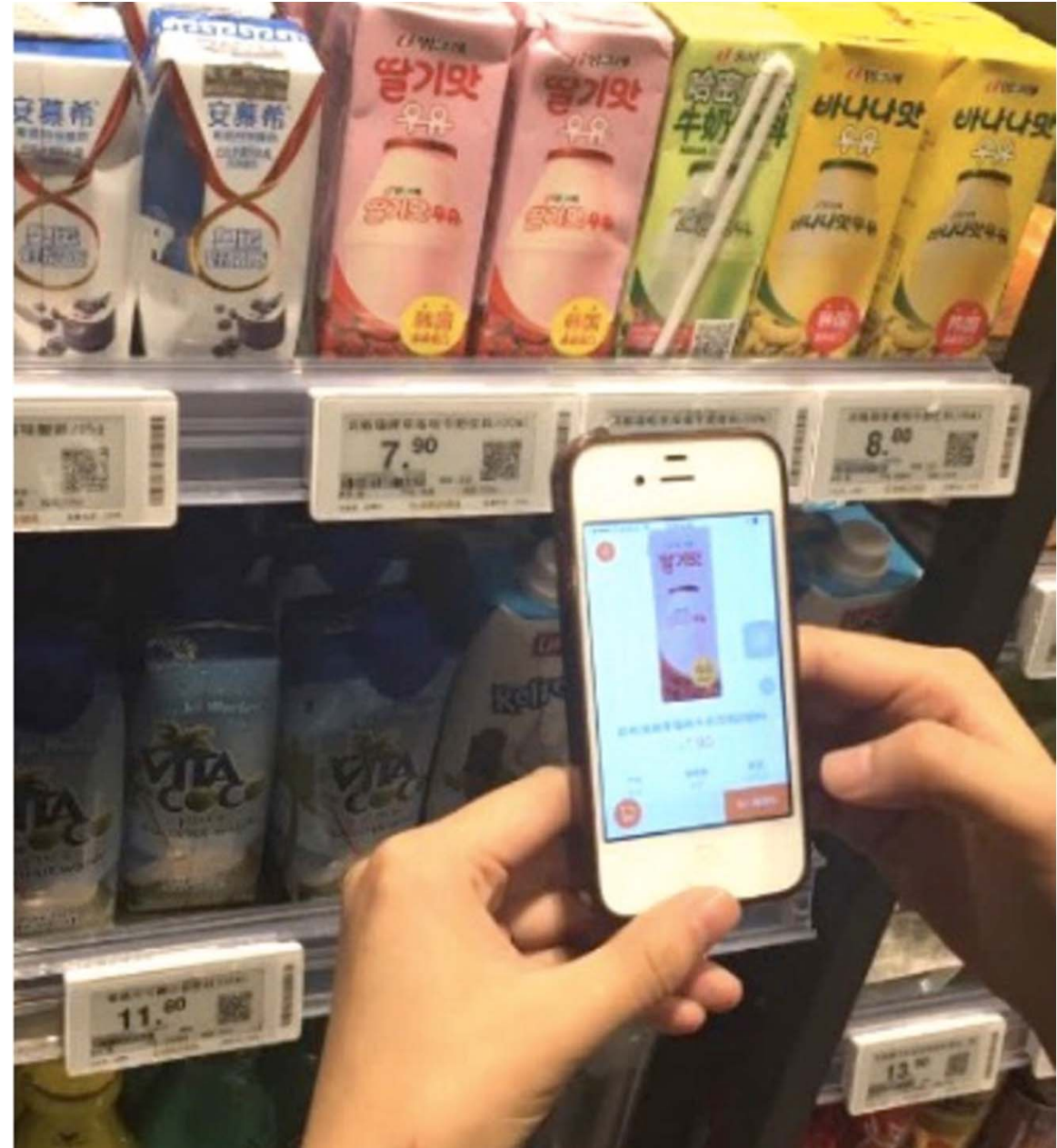
Collecting customer buying behavior through APP / POS / ESL / QR code / CRM.

Customized QR Codes

Customized QR codes (2D barcodes) are readable by smart phones and store coupons will pop up on the phones.

Targeted Marketing

The customer behavior analysis enables retailers conduct more effective marketing activities towards the right target groups.





References

INTERNATIONAL HANSHOW IMPLEMENTATIONS

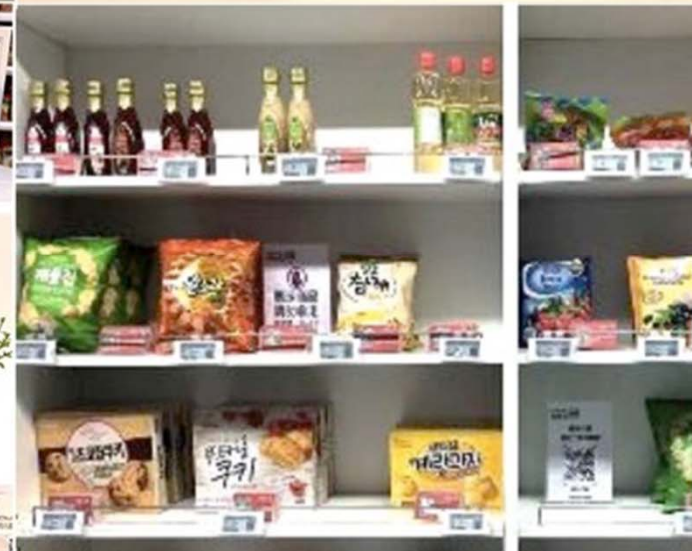
Wumart Supermarket 20,000SKU+ Full Store Installation



HeMa(Alibaba) O2O Membership Store



EWJ Shop Cross Border E-commerce QR Code Payment



Miniso 1200SKU Convenience Store(20+ Country)



COOP Italy Interactive Store



Maxmo Pharmacy Germany



h Super Brugsen Denmark 3 Color Labels Installed in Coop



ShengSiong Singapore



Organic Dubai Customized Label



H

Hanshow Cases – Global



H

Hanshow Cases – in China

Suning.com
苏宁易购

Alibaba
阿里巴巴

ewj.com
e万家

Bravo YH

LOTUS
卜蜂莲花

Meet all
美特好

RAINBOW 天虹

步步高
BIBAA

Auchan

京客隆

新华百货
XinHua Department Store

物美
WU MART

周大福
CHOW TAI FOOK

大统华
Datonghua

欧亚集团
Eurasia Group

华冠
HUAGUAN

易捷



利群集团
LIQUN GROUP

荣盛超市
RONGSHENG SUPERMARKET

世纪金花
GINWA



绿地集团
GREENLAND GROUP

MINI
50% 名創優品

快乐购
快乐购

原圃农业
Original Garden

SG 华润苏果
CHINA RESOURCES SUGUO

Fmart
上蔬永辉

家家悦
JIA JIA YUE

YH 会员店
全球食品直购

海购通
Higocon.com

佳乐家
Jia Le Jia

新华都



Thank You

T 4000 365 305
info@hanshow.com
www.hanshow.com