

AUTEL[®]

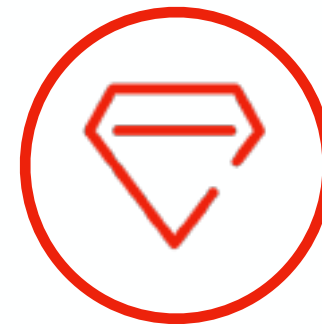
COMPANY INTRODUCTION

—— stock code 688208 ——

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About AUTEL



Core Values



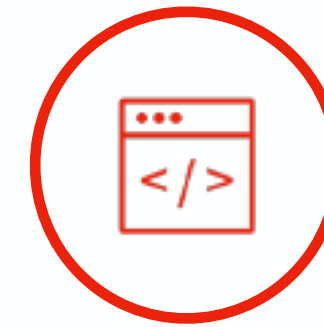
History of AUTEL



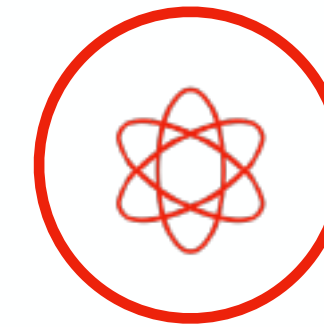
Products & Solutions



Marketing Status



R&D Advantages



Future Development

World's leading provider of intelligent automotive maintenance solutions.

Explorer of the digital ecosystem, intelligent driving, and the development of new energy.





About AUTEL

An aerial photograph of a city at sunset. A large, brightly lit sun is positioned in the upper center of the frame, casting a warm glow over the scene. In the foreground, a tall, dark skyscraper with a distinctive pointed top and a grid-like facade stands prominently. The city below is a dense collection of smaller buildings, mostly in silhouette. A body of water is visible in the middle ground, reflecting the light from the sun. The overall atmosphere is serene and modern.

THIS IS **AUTEL**
AUTOMOTIVE INTEL



Message from CEO

We must drive and implement our holistic strategy with determination. We must strive for excellence and innovation in everything we do. With purpose and conviction, we aim to become the industry leader. Autel will accelerate the speed of digital transformation, continue to build its digital ecosystem, explore strategic opportunities in intelligent driving and new energy, transform without compromising quality, and grow rapidly. We dedicate ourselves to improving the automotive intelligent manufacturing and service industry, and in so doing, we will create great value for our customers worldwide.

Hongjing (Frank) Lee

Founder of Autel & CEO

About

Founded in 2004, Autel develops and sells automotive intelligent diagnostics, inspection and analysis products and solutions. Autel also develops and sells automotive electronic accessories. Our products and solutions cover more than 70 countries and regions, including the United States, Germany, Britain, Australia, and many more. Autel has become one of the world's leading companies of intelligent automotive diagnostics, testing, and TPMS (tire pressure monitoring system). Autel successfully listed on the SSE STAR Market (stock code: 688208) in February 2020.

Autel leverages trending innovations in its products, integrates maintenance information and repair cases through big data and artificial intelligence technologies. Autel is committed to becoming a global leader providing automotive maintenance solutions that seamlessly integrate device, cloud, big data, and artificial intelligence, while continuously building the digital ecosystem and exploring new opportunities in intelligent driving and new energy.



Our Mission

We are committed to becoming a global leader providing automotive maintenance solutions, while continuously building our digital ecosystem and exploring new opportunities in intelligent driving and new energy.

Our Vision

We are committed to becoming the world's leading provider of intelligent automotive maintenance solutions & ADAS systems.

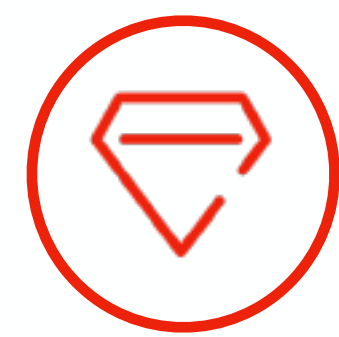
Business Concept

We value innovation and performing due diligence for our customers all over the world.

Product Attitude

We are 'product first' to ensure customer satisfaction.





Core Values

Exceed Customer Expectations

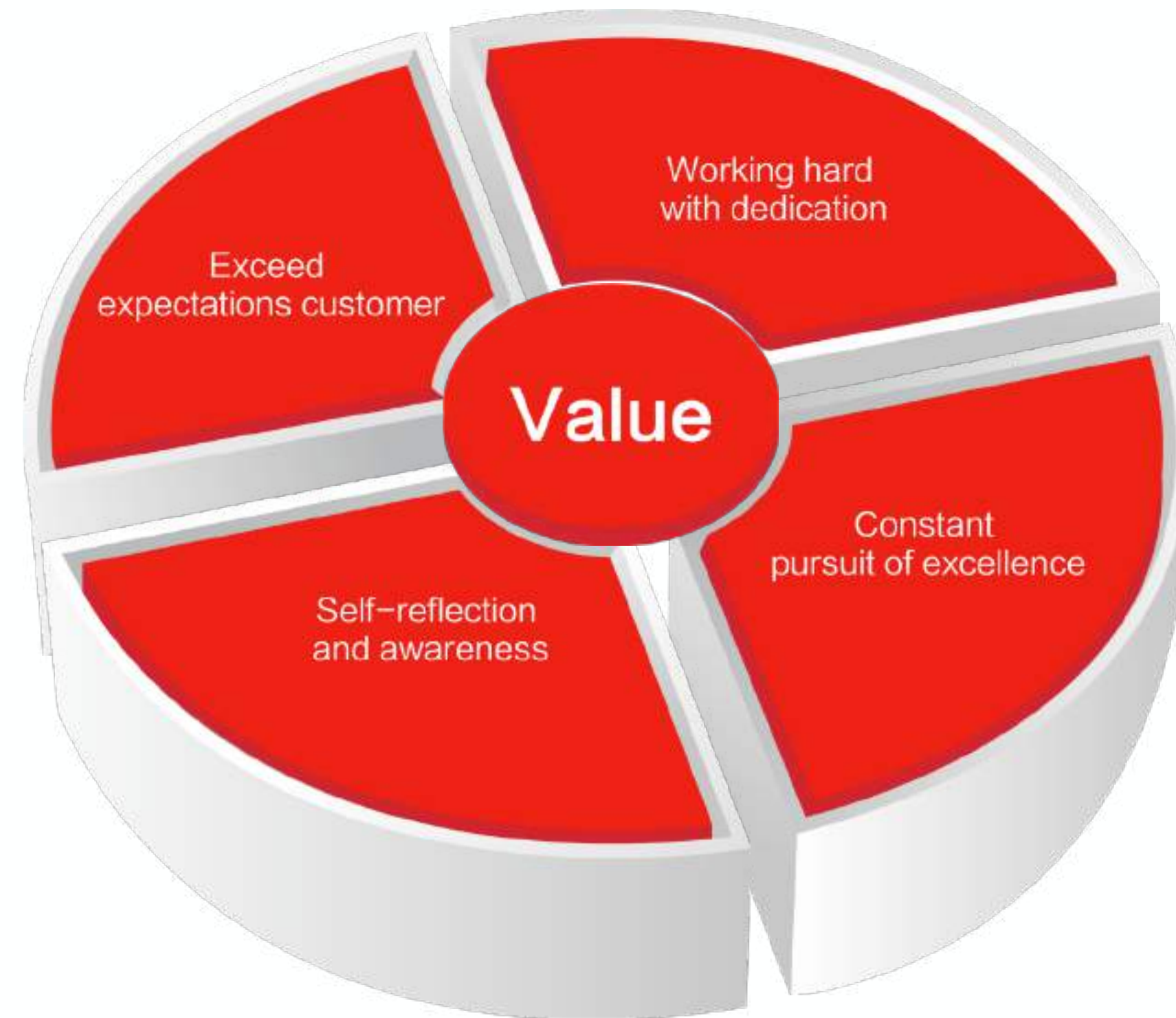
Pursue constant innovation in developing products and services that delightfully surprise customers.

Exceed customer expectations - the foundation of the company.

Self-reflection and Awareness

Never settle for current achievements and keep pursuing excellence.

Remain modest and always strive to improve.



Dedication and Hard Work

Always share success and benefits with employees, customers, and stakeholders.

Ensure a fair value distribution system that rewards our outstanding and hard-working employees and stakeholders.

Pursuit of Excellence

Develop high quality products, which constantly exceed customer expectations. Persevere in the face of difficulties and challenges.



History of AUTEL

2004

Founding of Autel



2005

Autel debuts the first intelligent OBD II Code Reader

2009

Autel (USA), inc. is formally established



2010

Autel releases its first automotive intelligent diagnostics system, establishing Autel as an industry-leader that is able to provide users with feature-rich, advanced diagnostics within an intuitive tablet interface

2011

Autel. US inc. is formally established



2013

Autel debuts its second generation automotive intelligent diagnostics system in the market. Autel cements its place as an industry leader, becoming the first player to develop its own Android operational system for intelligent diagnosis

2014

Autel Europe GmbH is formally established



2016

Autel debuts its heavy duty intelligent diagnostics system, expanding Autel's addressable market from passenger vehicles to commercial vehicles

2017

AUTEL HONG KONG HOLDING LIMITED and AUTEL VIETNAM COMPANY LIMITED are formally established



2017

Autel releases the world's first 'four-in-one' TPMS sensor. Autel becomes the only company in the industry to develop both TPMS diagnostic tools and sensors. Compound annual growth rate surpasses 90%

2018

First generation of ADAS calibration systems enter the Chinese and North American markets, leading rapid expansion in ADAS sensor calibration industry

2019

Autel IMEA DMCC and オーテル・インテリジェント・テクノロジー株式会社 are formally established



2019

Autel releases MA600 – the world's first portable and intelligent ADAS calibration product, which quickly becomes a global bestseller with an annual sales growth rate of over 300%

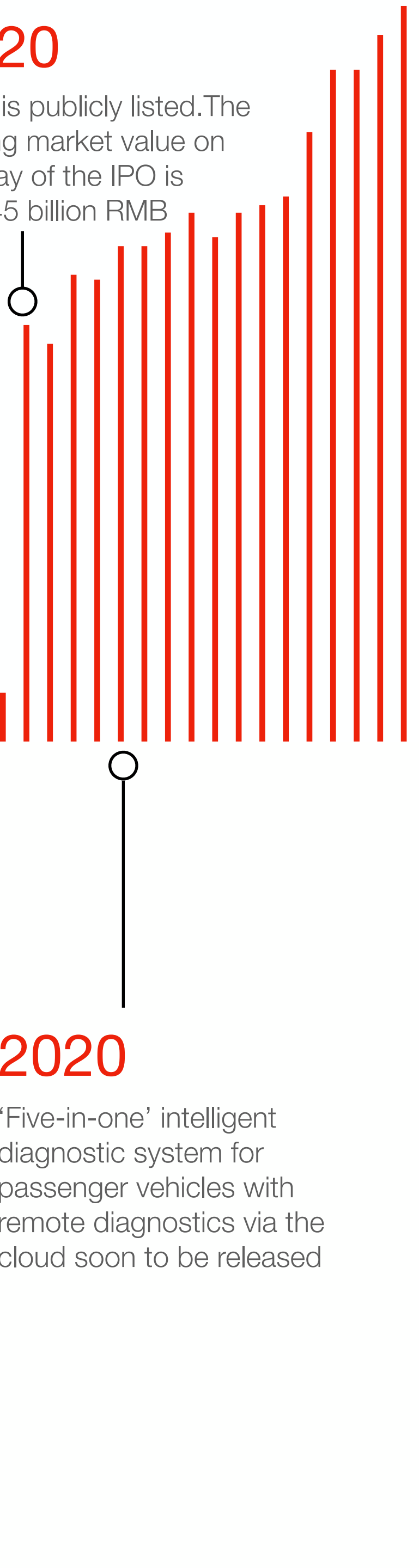
2020

Autel is publicly listed. The closing market value on the day of the IPO is 33.345 billion RMB



2020

'Five-in-one' intelligent diagnostic system for passenger vehicles with remote diagnostics via the cloud soon to be released





Products & Solutions



Automotive Diagnostic Products

Automotive intelligent diagnostic products: Comprehensive automotive diagnostic products are mainly intelligent diagnostic computer products, which perform comprehensive integrated functions such as communicating the automobile's electronic control system and dynamic live data to read fault codes, conducting component action tests, displaying sensor waveforms, and controlling computer coding or firmware.

Software upgrade service: Software is the company's core of automotive diagnostic system and the key to the products' functionality.

Automotive diagnostic products fully support the diagnostics of a multitude of different models of prevailing brands, different diagnostic connectors, and different protocols.



reddot design award



MaxiSys® Ultra

TPMS Products

TPMS diagnostic tools and general tire pressure sensor:

The TPMS diagnostic tool is a small hand-held device. It is a specialized product used for tire pressure system inspection, tire pressure sensor activation, programming, and learning.

TPMS products can be programmed wirelessly through supporting tools and applied to most vehicle models on the market.



MaxiTPMS



ITS600



ADAS Products

Autel's ADAS intelligent calibration tools offer several integrated core functions, including ACC, LDW, NVS, BSD, AVM and HUD.

ADAS products offer the advantages in covering various vehicle types, providing comprehensive calibration methods, delivering high precision of calibration equipment, and providing easy-to-use calibration tools.



reddot design award

AUTEL

MaxiSys ADAS

MA600

Calibration Frame AUTEL-CSC1500



Other Products

Other products include industrial video endoscopes, automotive diagnostic tools for special features, automotive battery and electrical system analyzers. The target customers are mainly automotive maintenance and repair organizations.

MAXiBAS BT608 applies adaptive conductance, which is able to display a quick health status of the existing battery, register a new battery and perform advanced battery and electrical system diagnostics.

MaxiBAS BT608



OTOFIX



The Sub-brand & Its Business

OTOFIX (Xiao'ou in Chinese), a sub-brand founded by Autel in 2021, is young, tech-focused and creative. It offers auto solutions and services at your fingertips through interactive and e-commerce platforms, and features vehicle diagnostic tools, key programming equipment, battery testers, and more.

OTOFIX products will be gradually equipped with the MaxiFix Cloud app to provide a series of digital repair solutions, including Remote Expert, and Device and Report Management systems.



Intelligent Auto Repairing **Cloud** Service

Autel Intelligent Auto Repairing Cloud Service integrates store management, digital auto diagnostics, case studies, maintenance information and remote expert repair services, and is currently developing additional features. Utilizing data mining technology, this cloud service can provide a link between diagnostic data, maintenance information, expert repair information, independent retail store management data and other accessory information to deliver our intelligent diagnostic and repair results.

Cloud Testing and Diagnosis

Integrated inspection devices
Cloud solutions for repair orders

Cloud Expert Services

Professional remote programming
Convenient communication via video chat



Accessories Inquiry & Purchase

A number of trading platforms
Inquiries and quotes with one click

Digitized Stores

Whole-process digital SMS
Powerful marketing targeting car owners

App of **AUTEL** Intelligent Auto Repairing



Marketing Status



70

more than 70 countries and regions

Global Market

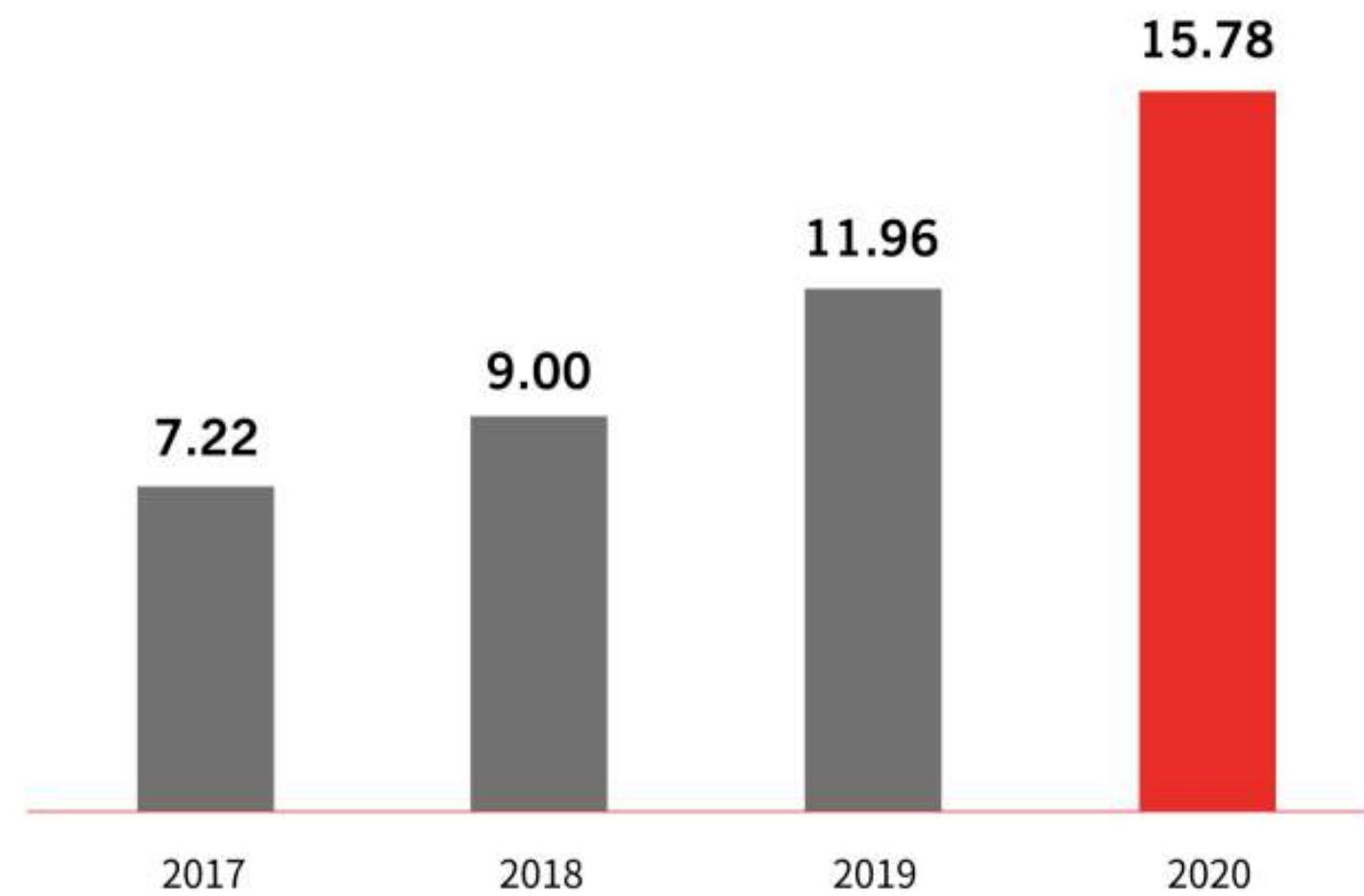
Autel has established a global-integrated marketing network for its products and services covering more than 70 countries and regions. The company maintains close and mutually beneficial relationships with the four major auto-parts chain retailers such as [Advanced Auto Parts and Genuine Parts](#), and large integrated wholesalers in the North American automotive aftermarket, including [MedcoTool and Integrated Supply Network](#).



30% CAGR over past 4 years

Revenues

Unit: 100 million RMB



Profit

Unit: 100 million RMB



Financial Status

Autel's main business includes automotive intelligent diagnostic products, TPMS products, ADAS Calibration systems and software subscription renewals. The company's compound growth rate for the last 4 years exceeded 30%.

R&D-driven growth: Autel constantly consolidates its advantages in automotive intelligent diagnosis and inspection technology and products, and regularly upgrades its existing product lines. Meanwhile, Autel develops new products based on industry trends and client needs.

Profit guaranteed by competency in channels: With superior product quality and advanced technology, Autel successfully entered European and American markets and gained brand awareness, and gradually expanded to other promising markets.



R&D Advantages



R&D investment

Autel has gradually built a comprehensive R&D team and quality control system. With its primary focus on the development of automotive diagnostic solutions, Autel has formed a comprehensive system that comprises all company segments, including software, hardware, design and testing. Autel continues to increase strategic investment in R&D. R&D investment accounts for **more than 15% of revenue**, and R&D employees account for more than **60 percent of Autel's employees**.

Autel has established R&D centers in Shenzhen headquarters, Silicon Valley, Munich, Xi'an and Changsha.

Autel boasts 2 factories, located in Guangming District, Shenzhen and Haiphong, Vietnam. The floor area of the Guangming branch is 15,000 square meters and holds 260 employees, including 30 technical managers. The Vietnam branch, established in Haiphong in 2018, has a staff of 430, including 15 managerial personnel covering 20,067 square meters.

Patents & awards

1040 **100**

domestic and foreign patents

awards and honors

353 **134** **13**

invention patents

utility model patents

Red Dot Awards

Certificate



ISO45001

ISO14001

ISO9001

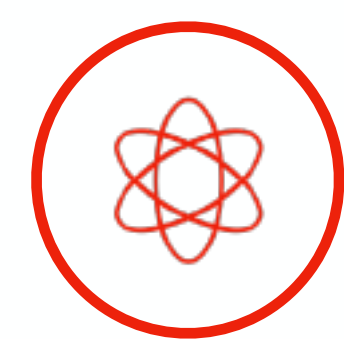
Autel has received 1040 domestic and foreign patents, including 353 for invention patents and 134 for utility model patents, leading it to be named as a "Company with a Notable Advantage in Intellectual Property".

Autel has won nearly 100 awards and honors, including the VISION Best New Product in the United States, Germany's Red Dot Award and IF award. Autel has garnered 13 Red Dot Awards (known as the industry's Oscar) and IF design awards.

The factories attach high importance to the establishment of their managerial systems, and have passed the ISO45001: 2018 Occupational Health and Safety Management System certification. They own high-level equipment, including three-dimensional measuring and SMT equipment.



reddot design award



Future Development

Build a Digital Ecosystem

Autel will transform its commercial grounds from comprehensive intelligent diagnostics and analysis to more professional intelligent diagnostics, inspection & analysis tools and intelligent automotive electronic accessories. Autel will combine cloud platforms and big data analytics to provide customers with integrated intelligent maintenance solutions.

Explore Intelligent Driving

With a deep understanding of market demand in the automotive aftermarket, we combine our strengths with radar vision core algorithms and artificial intelligence to provide customers with safer intelligent driving assistance systems.

Develop a New Energy Business

In terms of new energy, Autel will provide customers comprehensive charging solutions by integrating the advantages of charging technology and energy storage technology with our intelligent platform.





SAKA TRADING - SAL
YOUR RESOURCEFUL PARTNER

SECTOR 32 - STREET 49,
CHOUEIFAT - LEBANON

T : 05 400 008
M: 03 752 445 | 81 81 81 11

INFO@SAKA.COM.LB
WWW.SAKA.COM.LB