



**浦林成山**  
PRINX CHENGSHAN

# CORPORATE INTRODUCTION



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# About Us



## Company Profile

Prinx Chengshan started business since 1976, focusing on the R & D and manufacturing of green, safe, high-quality and high-performance all steel radial tires, semi-steel radial tires, and bias tires.

# PRINX CHENGSHAN



On October 9, 2018,  
Prinx Chengshan was listed on  
the main board of HKEX.

**Stock code 1809.HK**

  
Green

  
Safe

  
High-quality

  
High-performance



# Business Philosophy



## Company Philosophy

Concentrating on the tire industry  
Green, high-efficiency and sustainable  
development driven by innovation



## Vision & Mission

Tire innovation leader  
Contribute to smart travel, sustainable  
development, and better lives



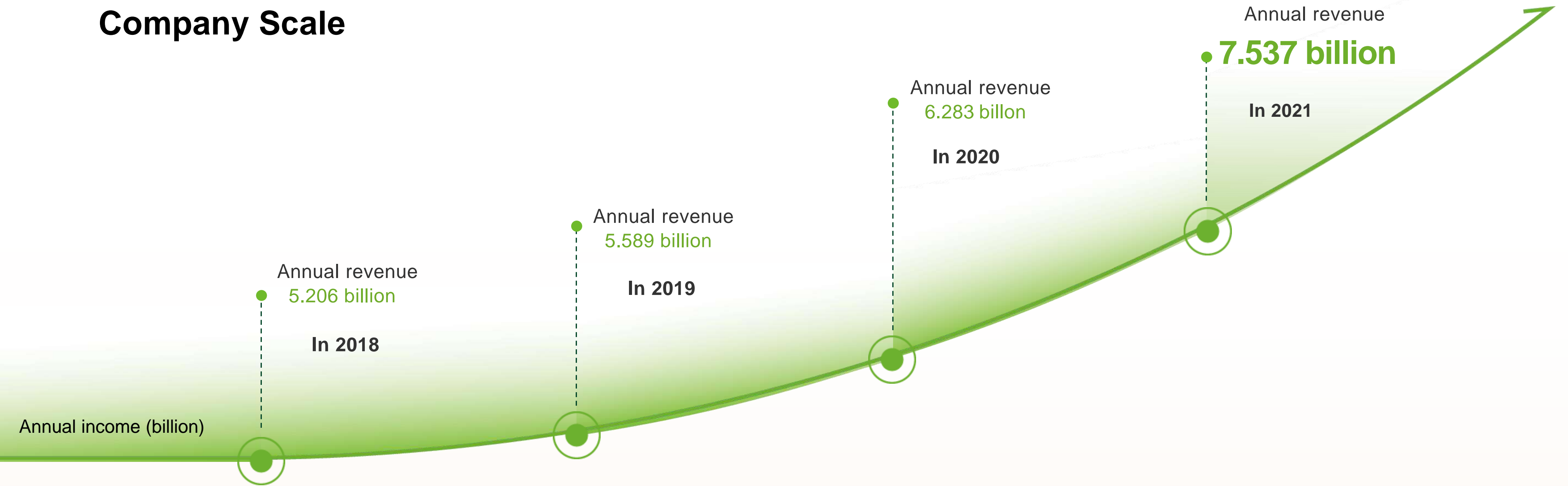
## Core Value

Customer first, responsibility undertaken,  
profession concentrated, innovation and  
openness

# Development Milestone in 46 Years



## Company Scale



**TBR** | Capacity: **9.4** million pcs

**PCR** | Capacity: **19.2** million pcs

**BIAS** | Capacity: **1.2** million pcs



### **The First**

Zadtire-No.1 service solution in the industry



### **Unique**

Shandong Manufacturing Innovation Center



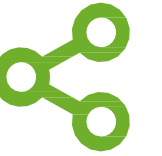
### **The First**

Among the first enterprise applying for energy management system certification in the national tire industry



### **The First**

China's first domestic radial tire production line



### **The First**

Among the first batch of green factories in China

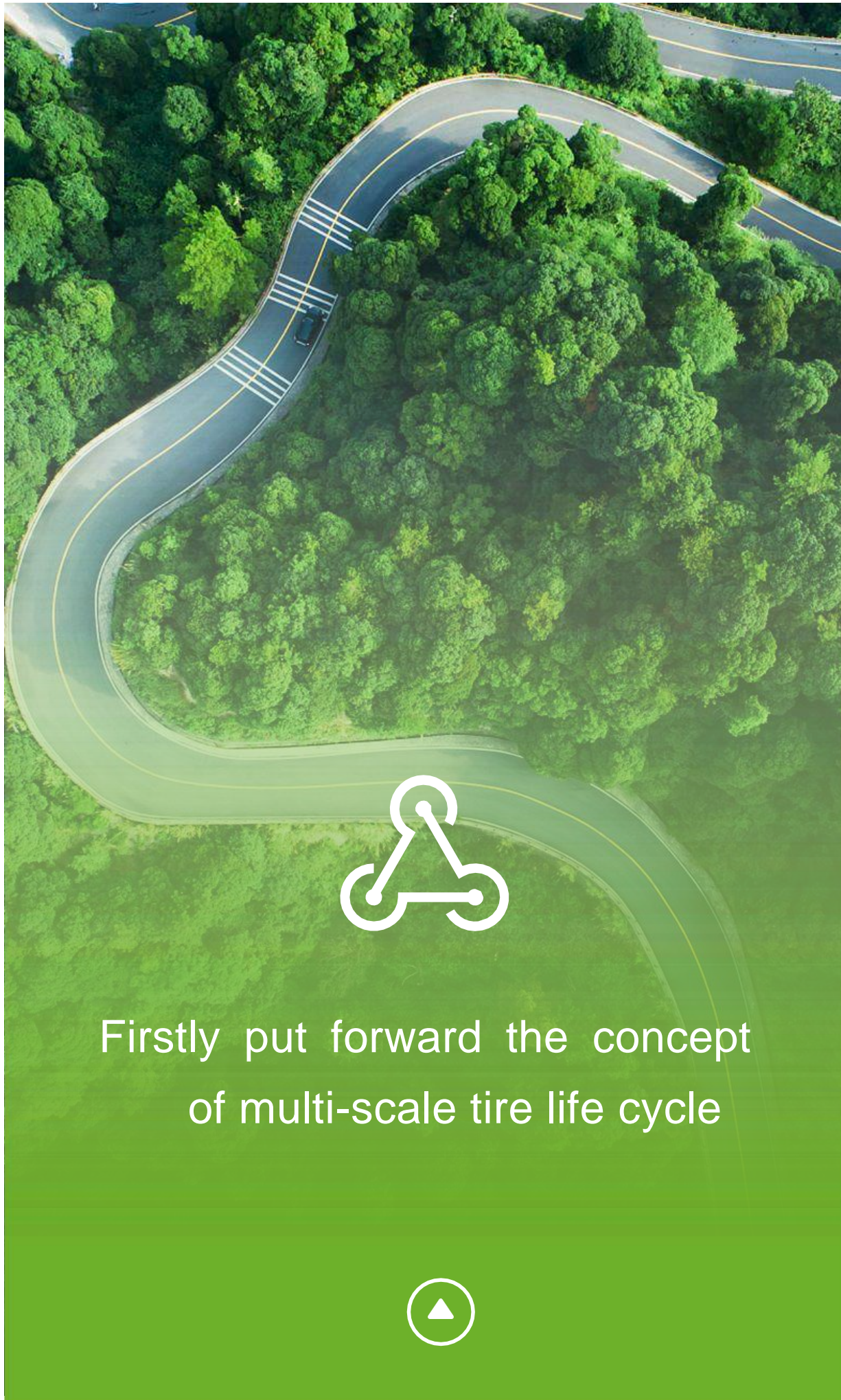



### **The First**

The national Enterprise Technology Center has been ranked first in China's tire industry for four consecutive eight years.




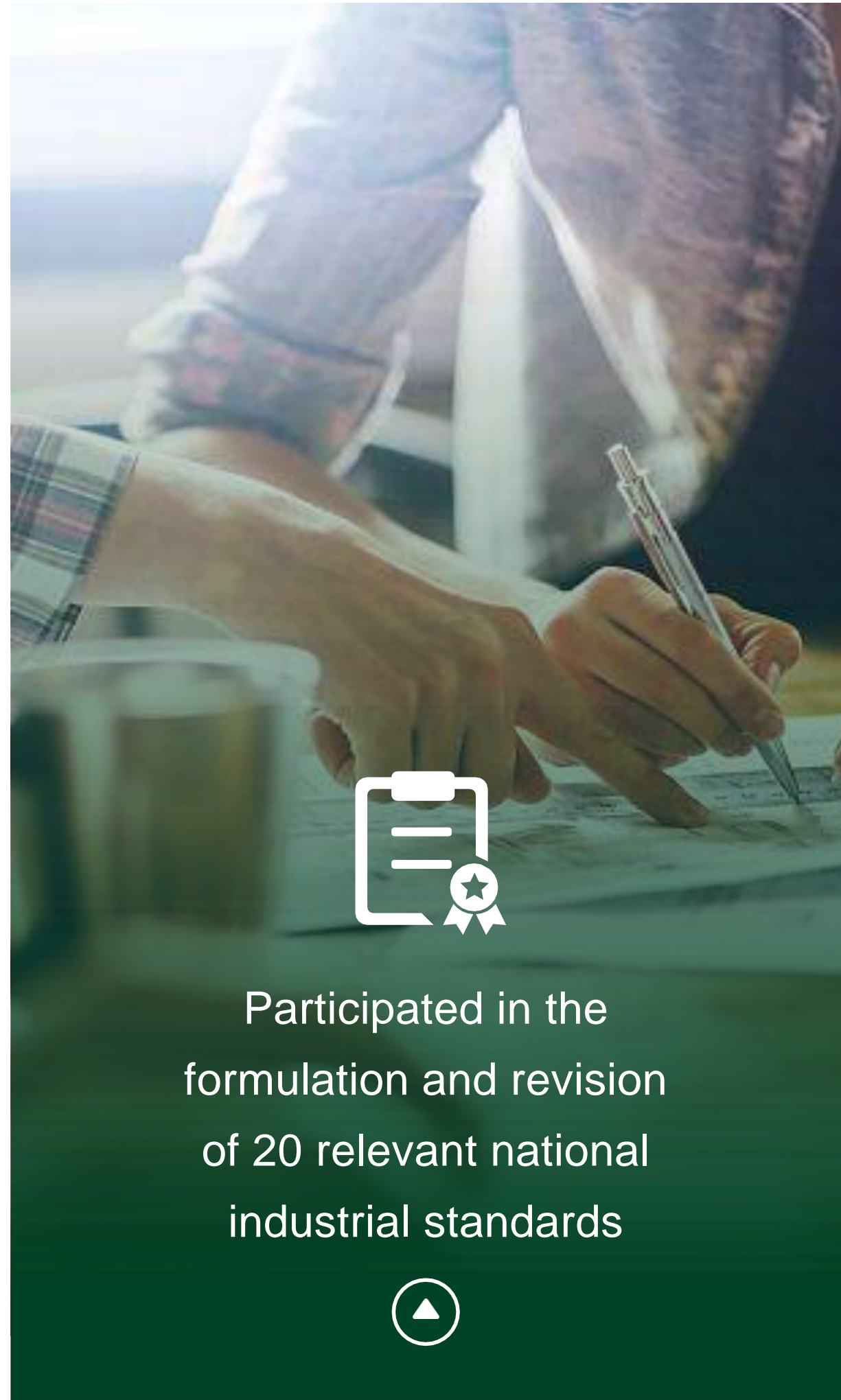








Firstly put forward the concept of multi-scale tire life cycle







Participated in the formulation and revision of 20 relevant national industrial standards







Firstly established an innovative R & D center in China in the 1990s



# Important Honors



Top 10 most Influential Chinese Tire Brand

Public Service Pioneer Award



The Second Prize of the National Science and Technology Progress Award

National High-tech Enterprise



Energy Efficiency Leader Benchmarking Enterprise

Best Industrial Manufacturing Company



Annual Top Ten Innovation and Development Award

Truck brothers trust products



China's 500 Most Valuable Brand

China's top 500 Petrochemical Industry



2021 Shandong Governor Quality Award

2021 Industry Quality Model Award



\*Deadline for awards: June 2022



# Competitive Advantages



## Business Scale

**1**  new business-mode company

**2**  R & D centers

**2**  production bases

**6**  sales centers

### **6 sales centers:**

- North America Sales Center
- Europe Sales Center
- Thailand Sales Center
- Shandong Sales Center
- Shanghai Sales Center
- Qingdao Sales Center

### **2 R & D centers**

- Qingdao R & D center
- Rongcheng R & D center

### **2 Production Base**

- Thailand Production Base
- Shandong Production Base

## R & D Strength

### Two R & D centers

Qingdao R & D Center  
QINGDAO

Rongcheng R & D Center  
RONGCHENG

### Four innovation platforms



Multi-scale tire life cycle  
**Management platform**



Tire simulation and parameterization  
**Design platform**



Digital green tire technology  
**R & D platform**



Dynamics simulation and control  
**Research platform**

# R & D Strength

## Formula improvement and innovation



### Joint innovation

In cooperation with LG Chemical of South Korea and Trinseo Chemical of Germany, Prinx Chengshan has continuously innovated the formula of green rubber to further improve the properties of rubber compound and ensure the excellent performance of tires on different roads.



### R & D cooperation

Prinx Chengshan has carried out Industry-University-Research cooperation with well-known domestic and foreign universities and enterprises, absorbed foreign green, energy-saving and environment-friendly tire development technology, and updated with foreign advanced tire production technology.



### Patent achievement

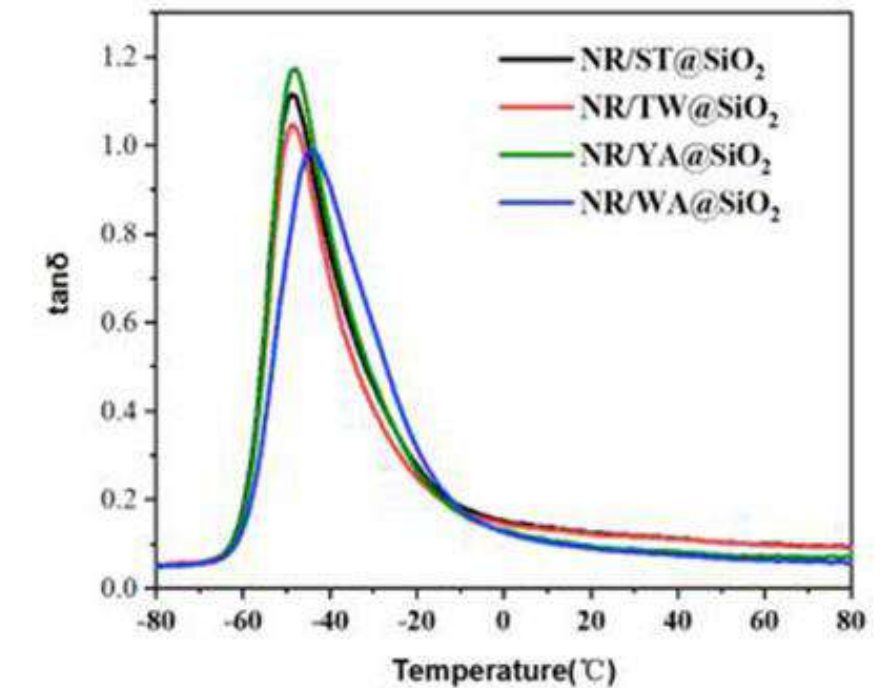
**310** authorized patents

Including **15** invention patents

# R & D Capability

## Ultra-low rolling resistance tire technology

- Postdoctoral workstation project, bionics principle to improve the coupling of rubber and silica.
- Lower rolling resistance than traditional silane coupling agent.



Acoustic foam technology  
**Enjoy comfort**



Self-repairing technology  
**Safety guard**



Full sidewall velvet  
**Outstanding in  
Performance & appearance**

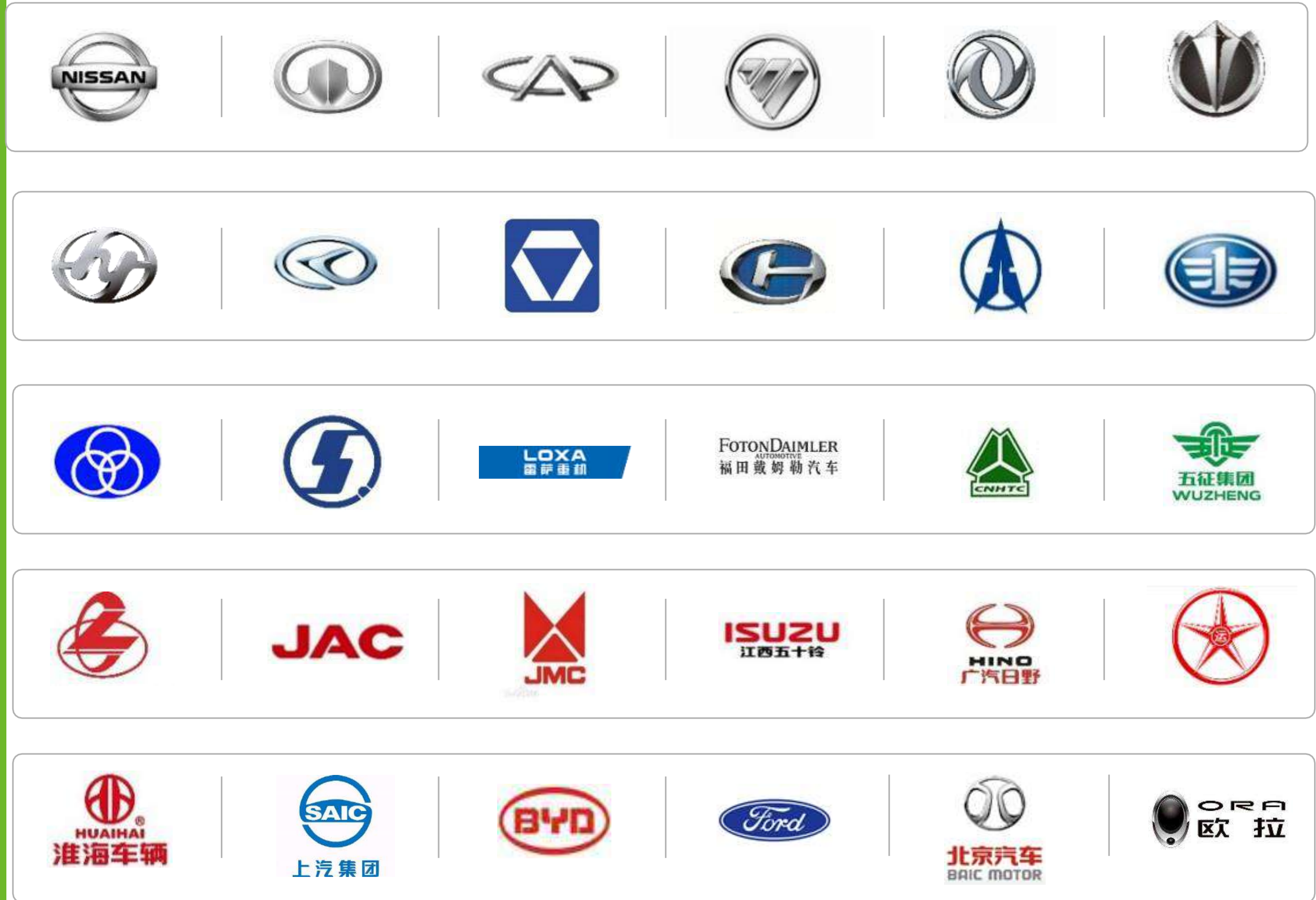


Colorful customizable tire  
**Meet the individual needs  
of consumers**

# OEM Strength



Cooperate with more than **68** vehicle manufacturers such as CNHTC, Jiangling Motors and SAIC-Iveco Hongyan.



\*Deadline for data: June 2022



# Quality monitoring system





## Expert advisory guidance to serve customers

All the after-sales service personnel have passed the training of "National Rubber Tire Quality Supervision and Inspection Center" and obtained the Qualification Certificate of Automobile Tire Claimer.

## Solutions provided

Experts with 20 years of rich experience directly serve the terminal market to provide customers with the best solutions for defect tires identification.



## 4-year warranty

The warranty period of each tire is 4 years from the production day ( Above the industry average ) .



# Development Strategy



## Internationalization

International distribution network all over the world

**6** continents

Initial distributors

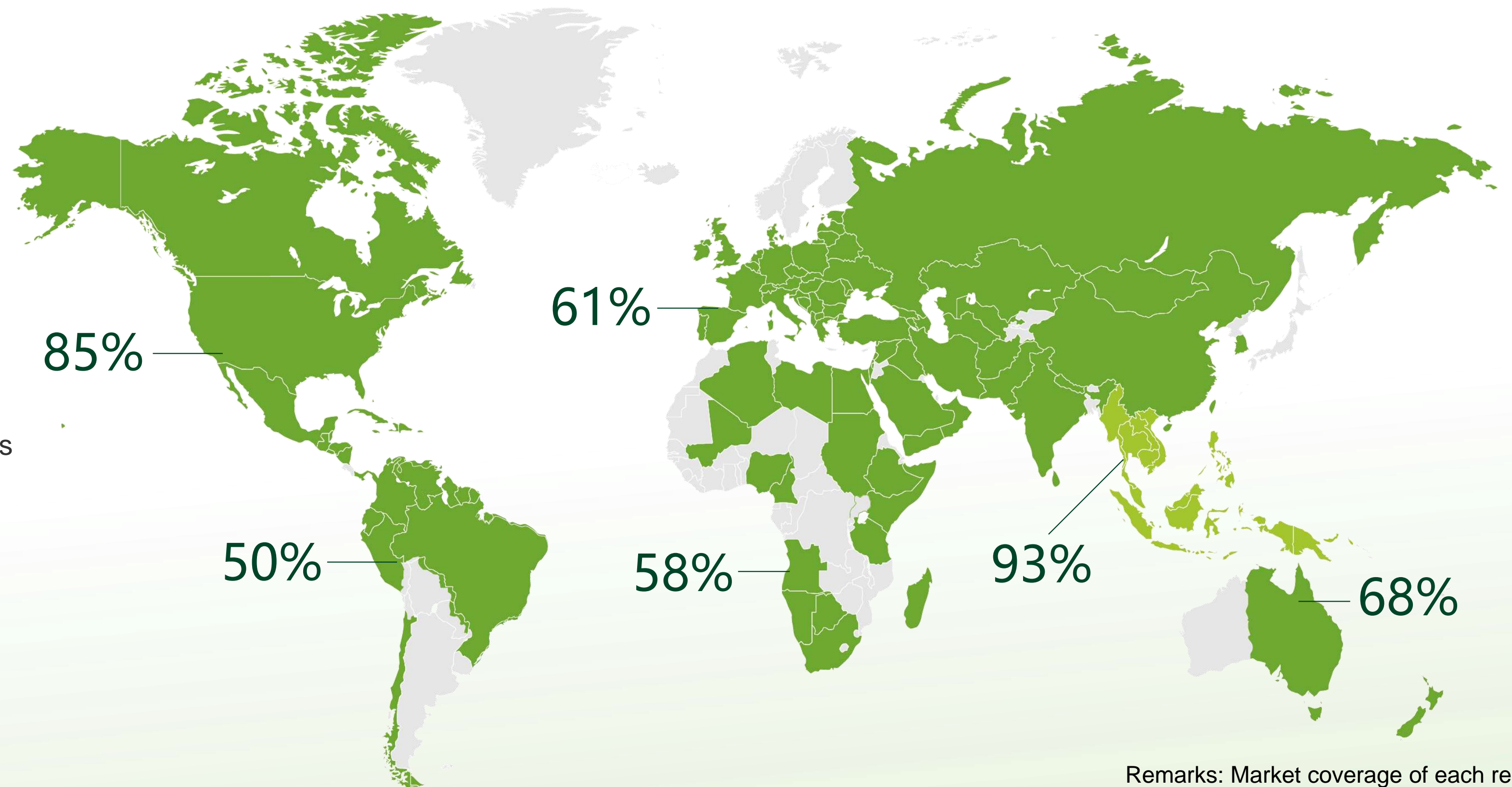
**600+**

Empowering global star stores

**2,000+**

Products are sold to

**169** countries and regions



Remarks: Market coverage of each region

\*Deadline for data: June 2022

**Internationalization** International quality supply chain system



## intellectualization

### Smart Factory and Intelligent Management



#### Data layer

Automatic data flow realizes closed-loop management of state awareness-real-time analysis-scientific decision-making-accurate execution.



#### Management layer

With efficient production, fine management and quality stability of finished products, "Prinx Chengshan" products are internationally recognized.



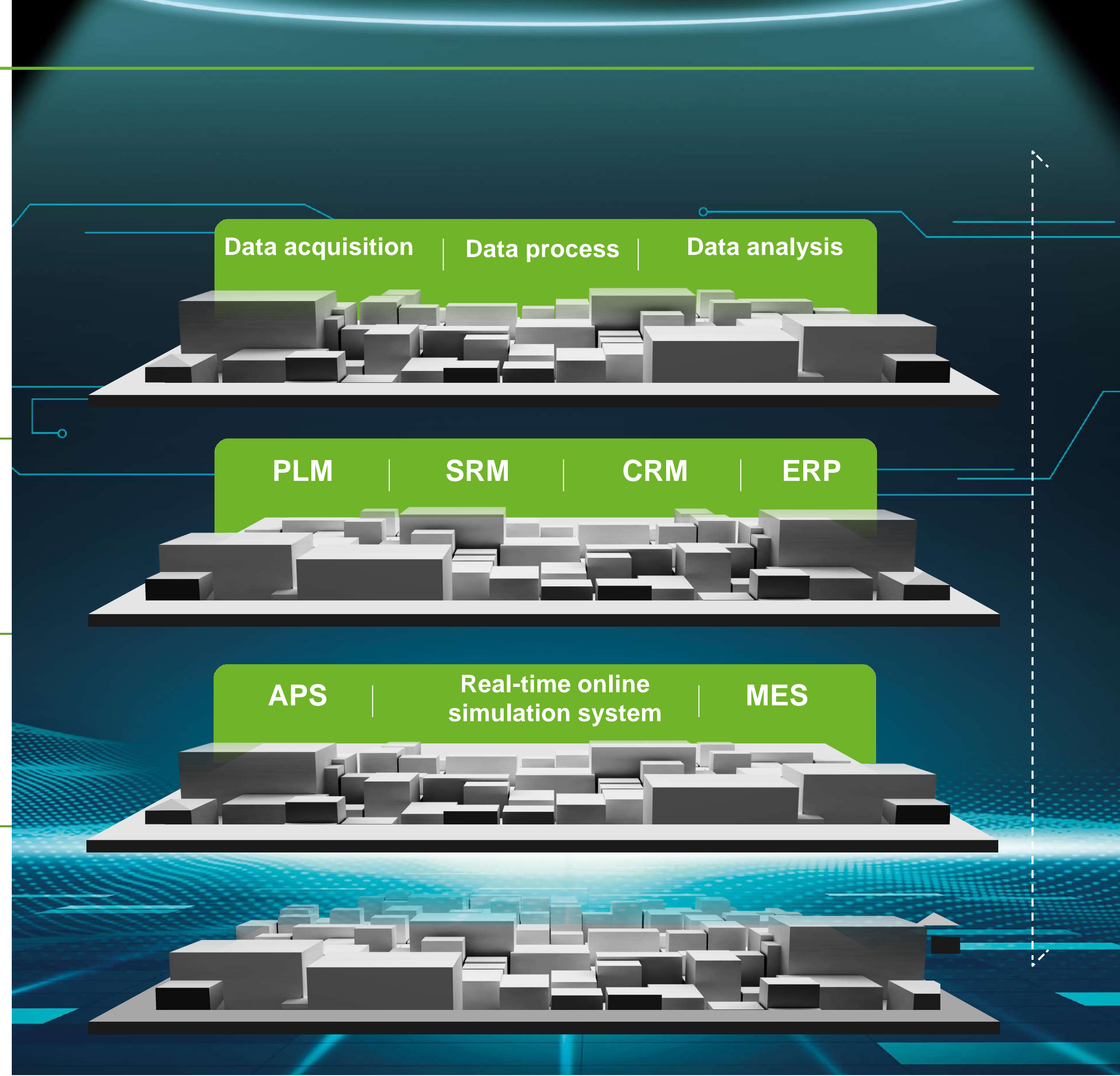
#### Executive layer

PLM, SRP, MES and other application systems are applied to realize the digitalization of the whole process.



#### Physical layer

Global leading production technology and technical equipment are adopted to realize the intellectualization of the whole process of production and logistics.



# intellectualization

## No.1 service solution in the industry



200+logistics companies or fleets choose ZAD service.



Life cycle data of 100,000 tires



Intelligent tire technology is applied to more than 7,000 vehicles.



Travel 1.1 million km every day.



More than 140,000 wheel positions



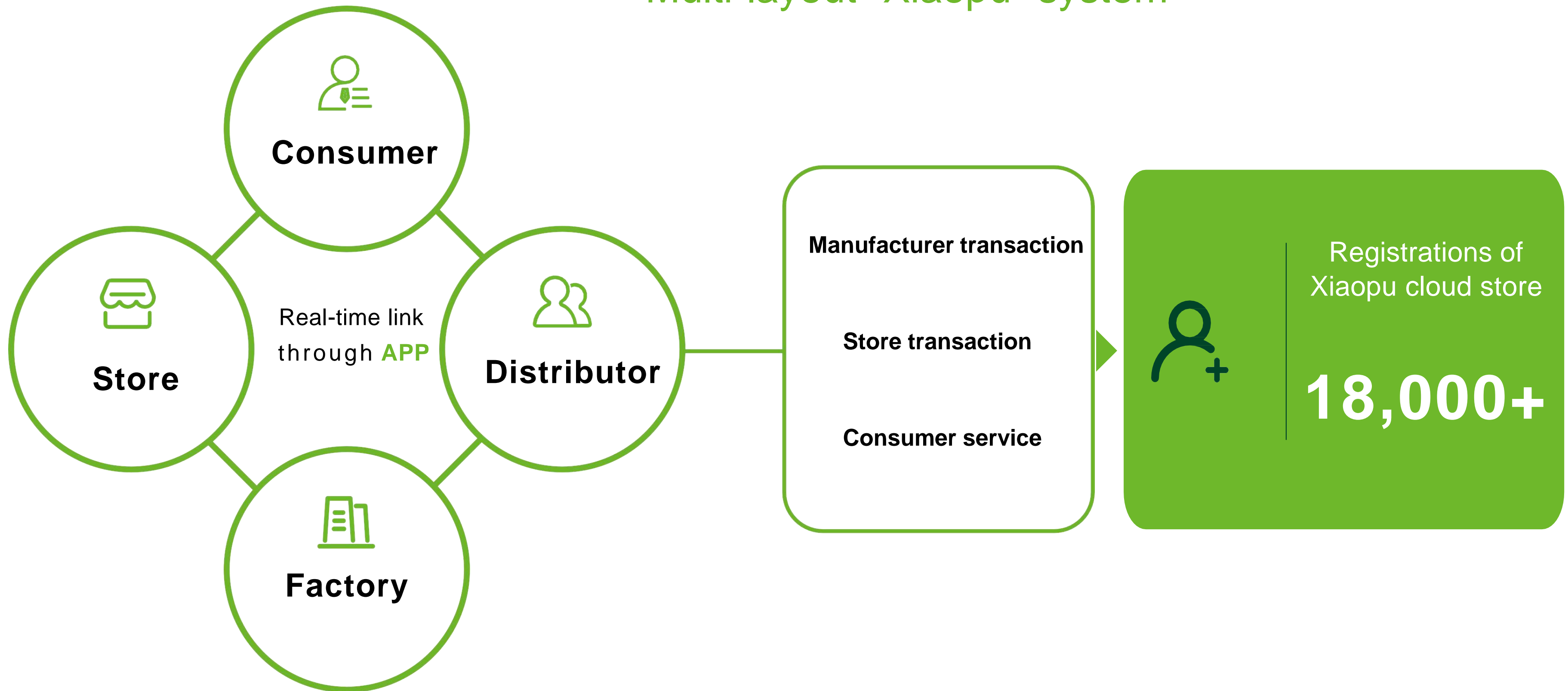
Three of the top five express transportation companies in China choose ZAD.

**In the future, ZAD will creating more service values for users.**

\*Data source: Internal data of Zadtire

**intellectualization** Digital channel

## Multi-layout "Xiaopu" system





**Branding** | Multi-brand differentiated development

**PRINX**

Wonders ahead

 **CHENGSHAN**

Stronger for longer

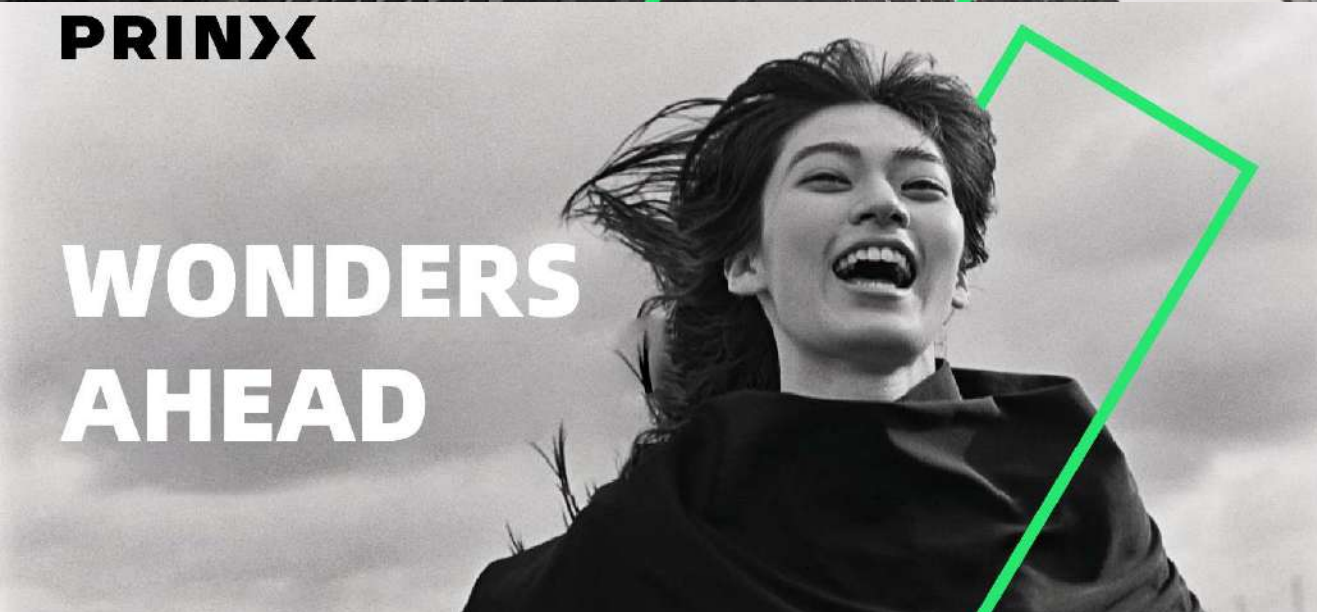
- The brand value up to 38.2 billion yuan
- Chinese famous trademarks by the State Administration for Industry and Commerce in 2002

**AUSTONE**  
 **TIRES**

Make it Count

**FORTUNE**  
 **TIRES**

Drive Forward



# PRINX

Prinx brand positioning Wonders ahead .  
Prinx from the brand to markets and channels, creating a lifestyle for young people in the era of electric transportation through continuous exploration and breakthrough innovation.



Prinx was the first domestic tire brand to win three international awards: the MUSE DESIGN AWARDS, DNA Paris, and A'DESIGN AWARD Italy. The numerous changes and breakthroughs of Prinx tires have allowed Chinese design to influence the world.



Chengshan has established a tough, bold brand personality, always adhering to the spirit of hard work. We are committed to becoming the industry representative of "Made in China" and the first choice of Chinese drivers.

New national brand. The Hua car series of Chengshan - Huaren debuted on the market with a wear-resistant double shield, with first-class performance on wet pavement, full sidewall branding with a dazzling black velvet wall, and an exclusive auspicious cloud totem engraved in the tire, creating a new national trend in tire designs.



# AUSTONE TIRES

Austone brand symbolizes proactive, people-oriented design and comprehensive protection. Austone is committed to providing quality products and services and creating safe, worry-free journeys for loved ones.



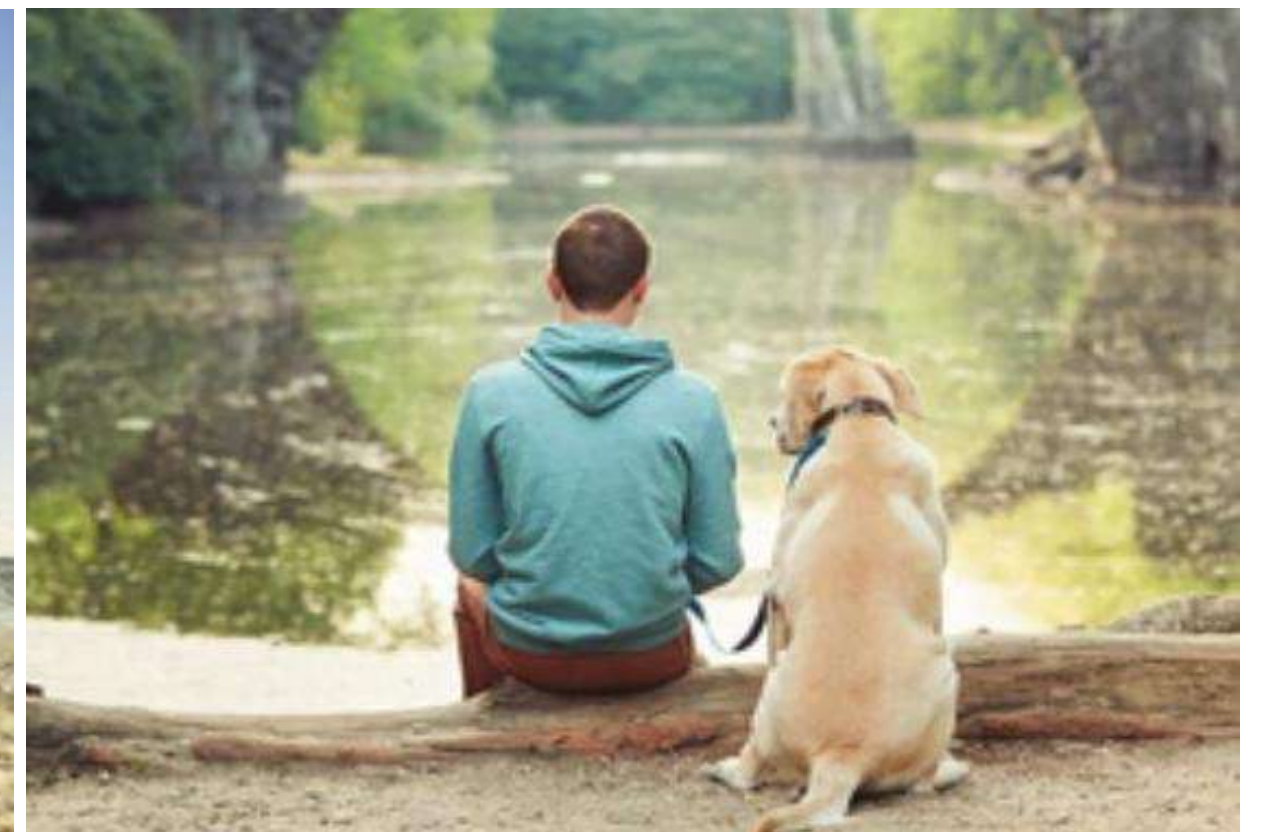
**AUSTONE**  
TIRES

## Make it Count

Love is the origin, is the drive for life.

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[austonetire.com](http://austonetire.com)





**FORTUNE**  
TIRES

# DRIVE FORWARD

Powering those strong minds to keep driving forward.

FAM211

# FORTUNE

TIRES

Fortune based on the brand characteristics of problem-solving, self-control and continuous improvement, Fortune is constantly reflecting on itself and creating innovative technology, and is committed to advancing the performance of tire products to meet the expectations of strong-willed consumers.



**FORTUNE**  
TIRES

# DRIVE FORWARD

Powering those strong minds to keep driving forward.

FAM211



**FORTUNE**  
TIRES

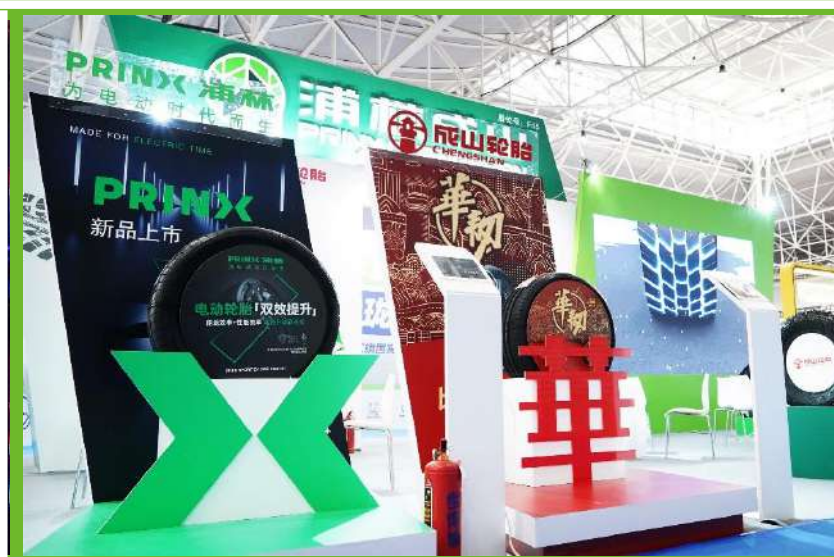
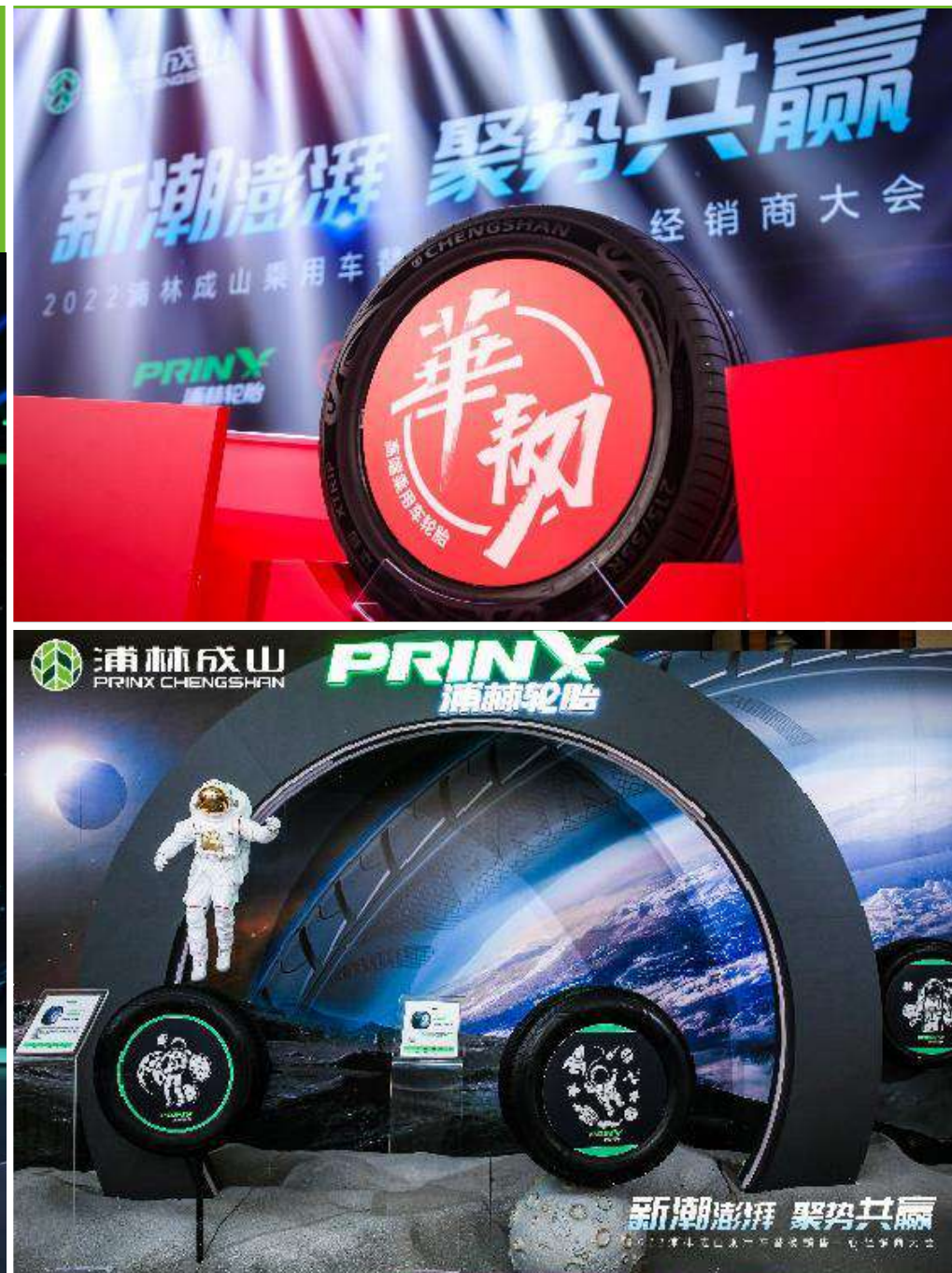
# DRIVE FORWARD

Powering those strong minds to keep driving forward.

FAM211

Branding activities

Global influence





## **Greening** Green Manufacturing & Green Supply Chain

### **Concept of green development**

Build a green manufacturing system with "green factory, green products and green supply chain" as its core, and win the title of "Green Pioneer Enterprise" and "Green Supply Chain Management Enterprise".

#### **Green, Energy Saving and Emission Reduction**

Photovoltaic power is generated on roof of the plant

Up to **76.56 million KW/H** of cumulative photovoltaic power generation

That's **104,877** street lamps lit every night for a year

#### **Recycling of Energy** New sewage treatment facilities in Shandong Production Base

Up to about **400,000 +** cubic meters of water saved per year  
That's the water fully filled in **7,000+** 40HQ standard containers





## Greening Green products



One of the **First batch** of green factories rated by MIIT

**1025** green products



Key technologies of green tire products with **ultra-high driving** mileage

Representative specification  
**12R22.5 FH123**

The mileage exceeds **400,000** km



Ultra-low rolling resistance of **new energy electric vehicle**

Supporting **Ora** series black cat R1 and white cat R2, reaches the **European Union Class A** standard. **C901**, a special product for high-mileage new energy buses, is more cost-effective than the international first-class brand.

**Greening** Green service



## Tire's whole life cycle management



Pursue the whole life cycle of tires  
**Value maximization**

Explore tire recycling of tire  
**New mode**





# **Social Responsibility**



**Social Responsibility**



**Welfare activities**

Chengshan Group's "Charity Title Fund" is used to help students and vulnerable groups from families with financial difficulties.



In 2008, Chengshan Group supported the people affected by the Wenchuan earthquake



In 2021, Chengshan Group joined hands with dealers to support the flood fighting in Ubon, Thailand.



Thailand factory donated masks to local hospitals and schools to carry out transnational public welfare activities



**TOGETHER**  
**A BETTER LIFE**

