



**浦林成山**  
PRINX CHENGSHAN

# CORPORATE INTRODUCTION







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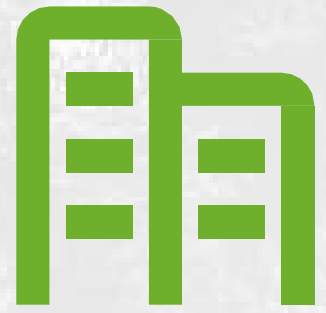


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# About Us





## Company Profile

Prinx Chengshan started business since 1976, focusing on the R & D and manufacturing and sales of green, safe, high-quality and high-performance PCR tires, TBR tires, OTR tires and Air springs.



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

**Stock code 1809.HK**

# PRINX CHENGSHAN



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

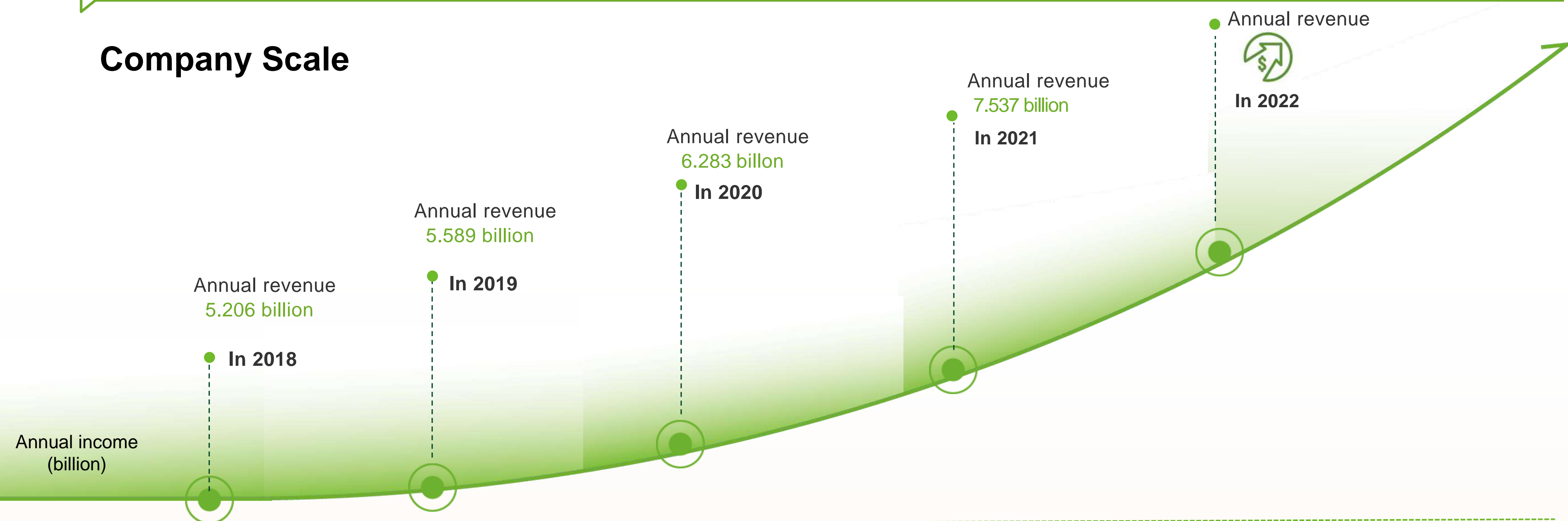


## Development Milestone in 47 Years





## Company Scale



**TBR**

Capacity: **9.4** million pcs

**PCR**

Capacity: **19.2** million pcs

**BIAS**

Capacity: **1.2** million pcs

**OTR**

Capacity: **50,000**

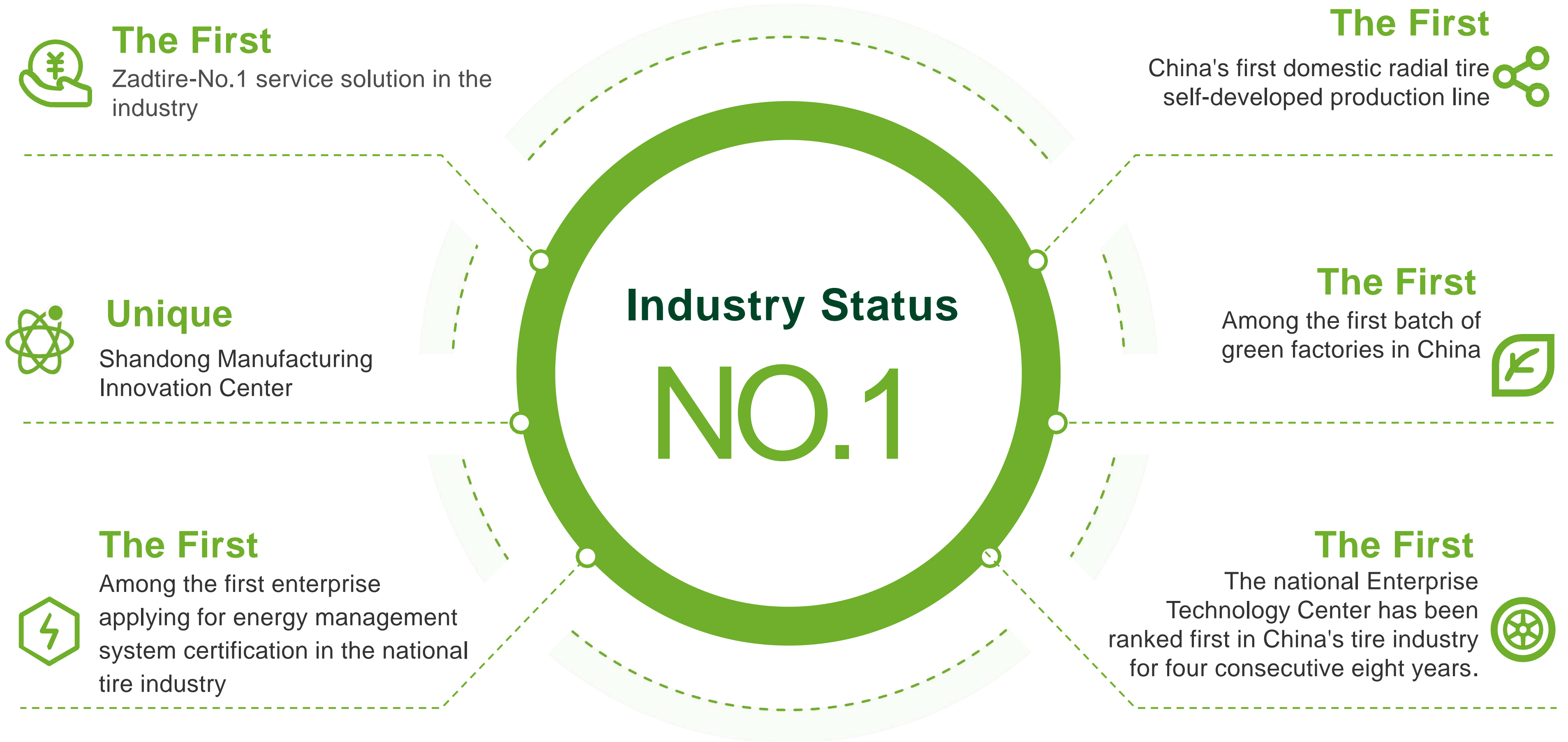
**Air spring**

Capacity: **500,000**

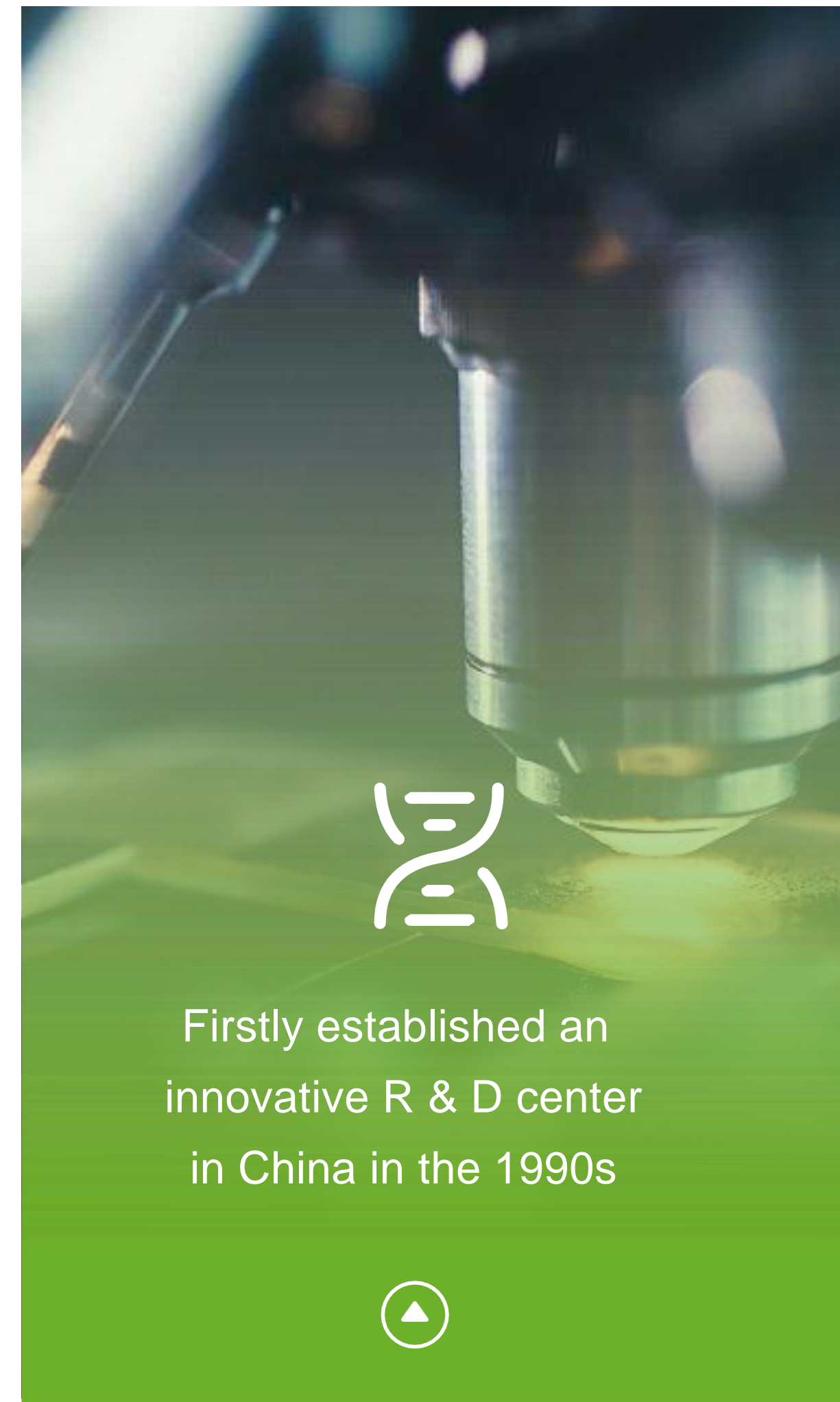
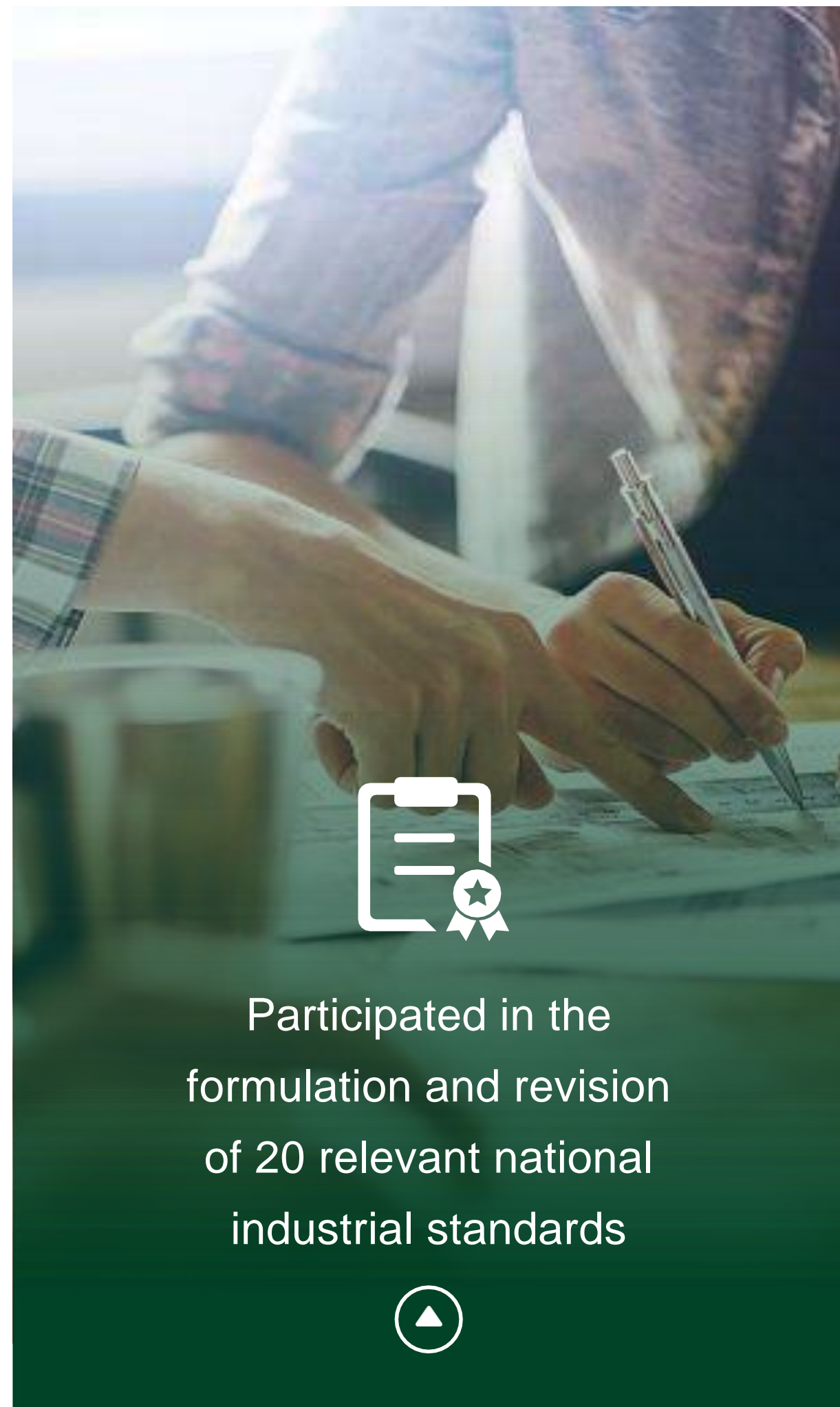
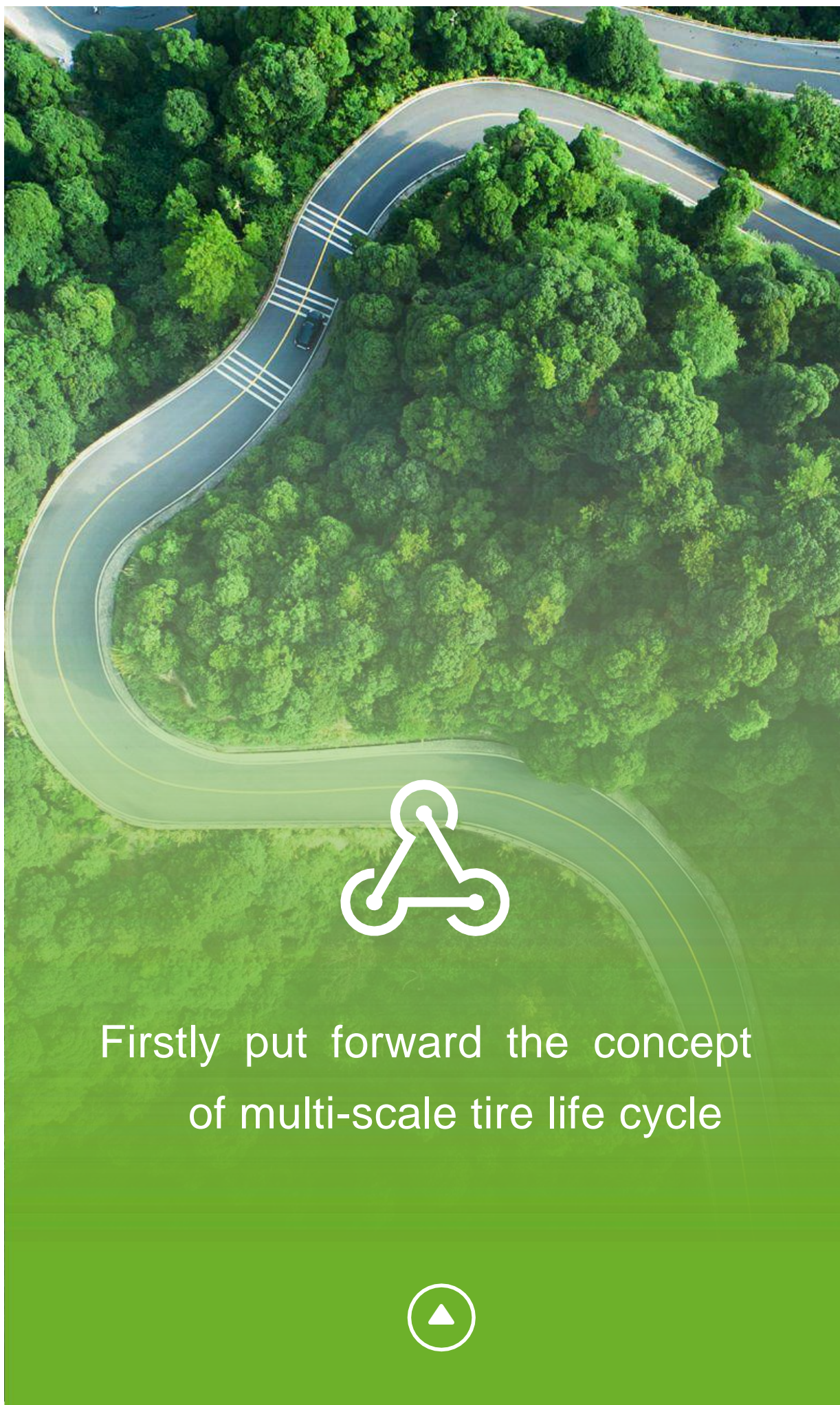
\*Data source : 2022 Interim Annual Report of Prinx Chengshan

\*22 Annual income: to be updated after the publication of the annual report











# 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



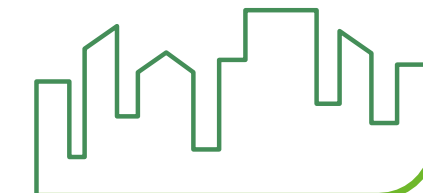
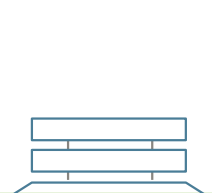
China's 500 Most Valuable Brand

China's top 500 Petrochemical Industry



2021 Shandong Governor Quality Award

2021 Industry Quality Model Award



\*Deadline for awards: Jan 2023





# 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

### Three tire design and simulation systems



**Digital Tire Design System  
(DTDS)**



**Tire Pattern Performance  
Prediction (TP3)**



**Tire Simulation System  
(TSS)**



## R & D Strength

### Formula improvement and innovation



#### Independent innovation

Lay out the field of new energy electric vehicle tires in advance, deeply study the characteristics of new energy vehicle tires, introduce advanced elastomer materials into the rubber formula to improve the performance of tires, and ensure the excellent performance of tires under all road conditions.



#### Jointly R&D

Carry out industry-university-research cooperation with well-known universities and enterprises at home and abroad, absorb foreign green, energy-saving and environment-friendly tire development technology, and update with foreign advanced tire production technology.



#### Patent achievement

**321** authorized patents

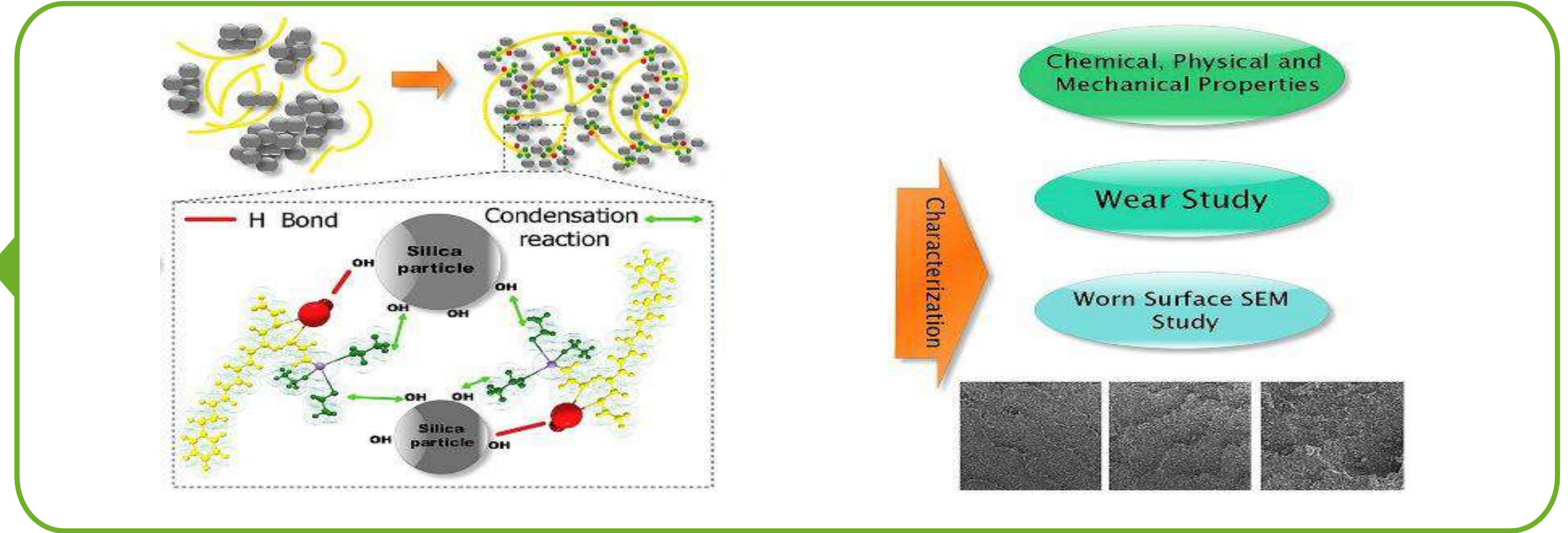
Including **16** invention patents



## R & D Capability

### New energy electric vehicle tire technology

- Prinx established a leading position in the field of new energy electric vehicle tyres by conducting in-depth research into the characteristics of new energy vehicle tyres and introducing advanced elastomeric materials to the rubber formulation process to ensure excellent performance under all road conditions.



Acoustic foam technology  
**Enjoy comfort**



Self-repairing technology  
**Safety guard**



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

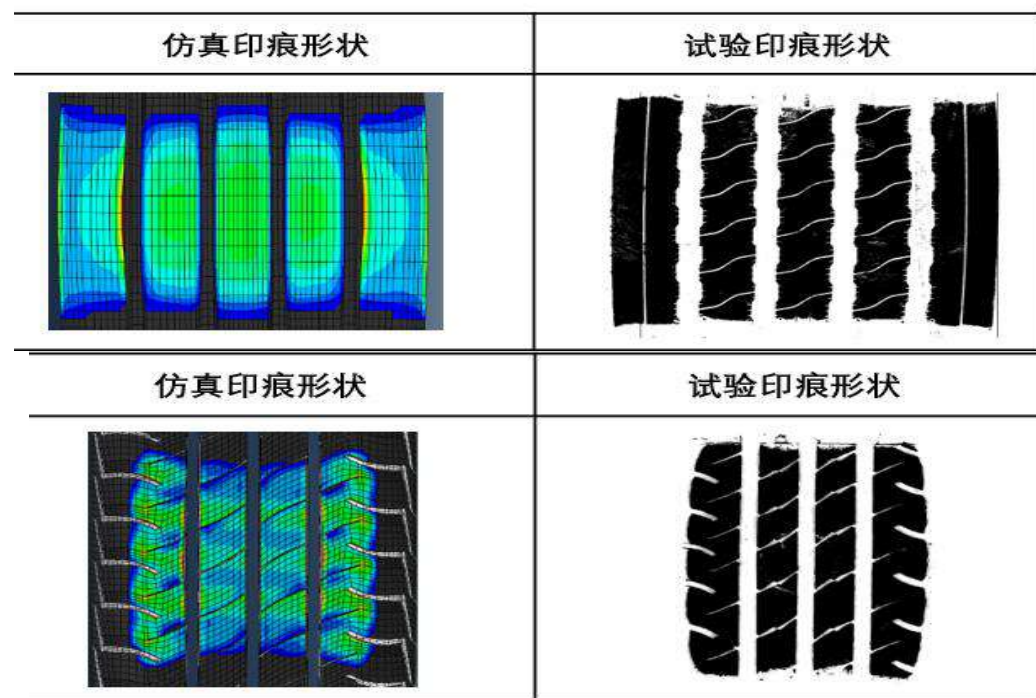


Colorful customizable tire  
**Meet the individual needs  
of consumers**

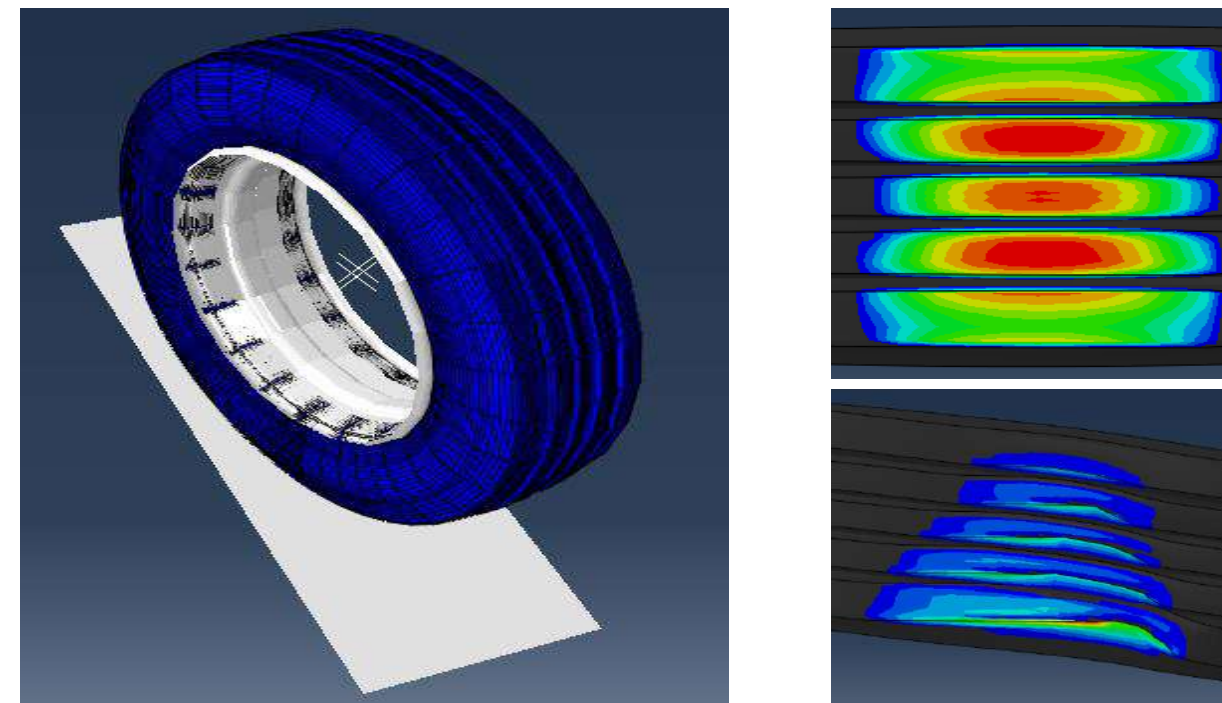


# R & D Capability---FEA Capability

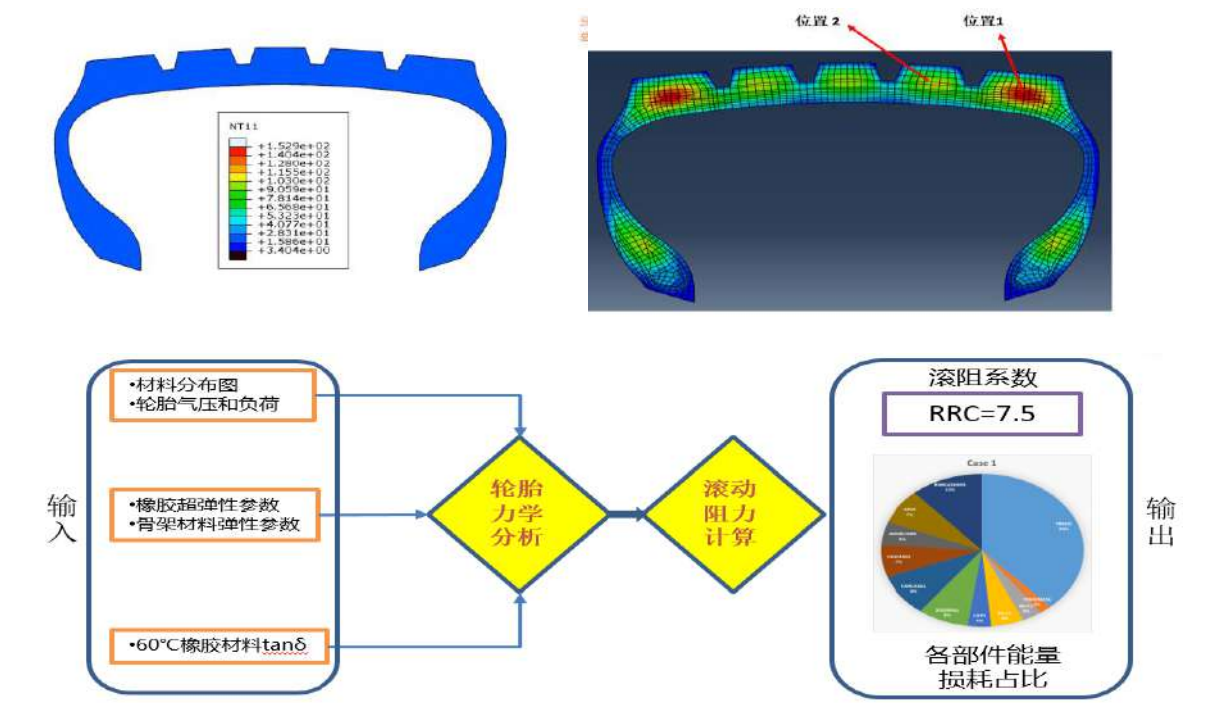
## Static Footprint Simulation



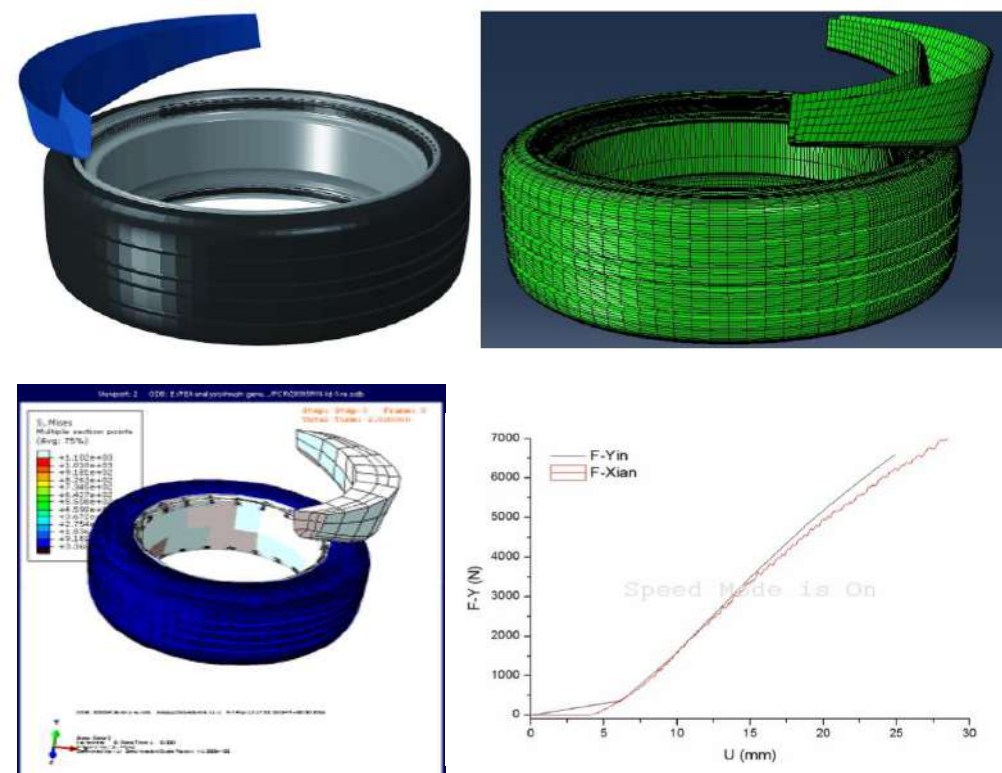
## Force and Moment Simulation



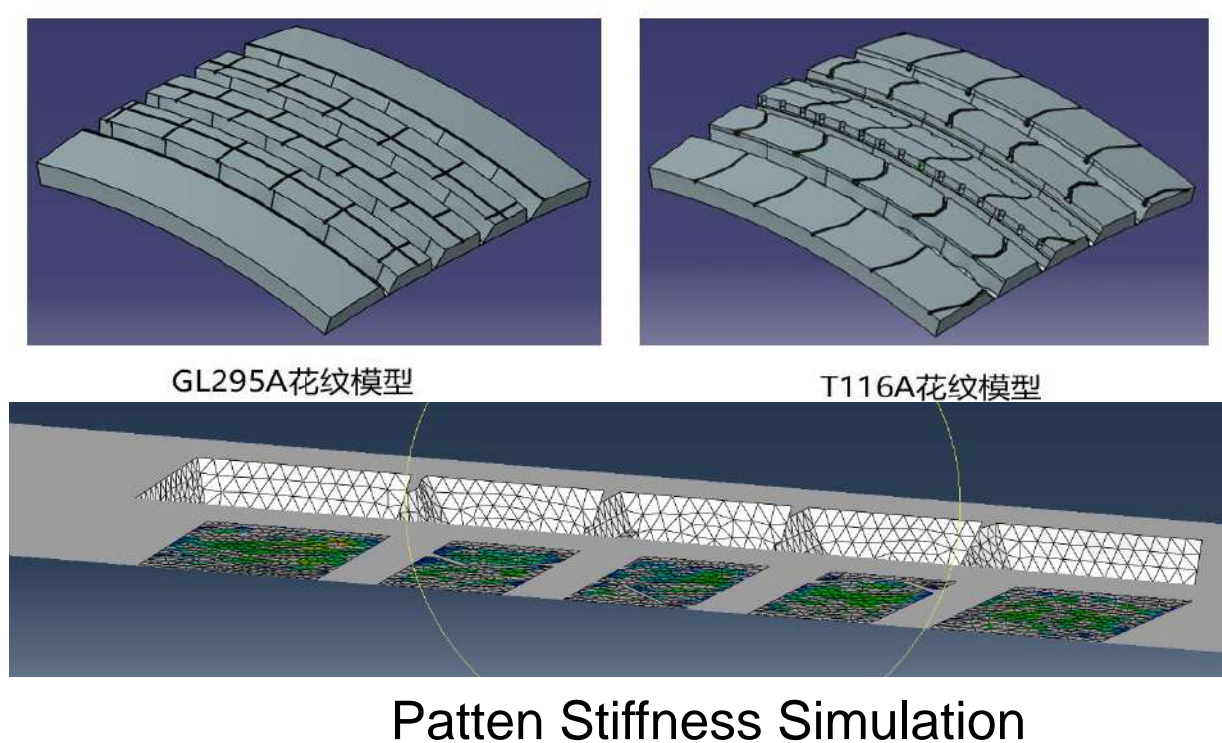
## Rolling Resistance Temperature Field Simulation



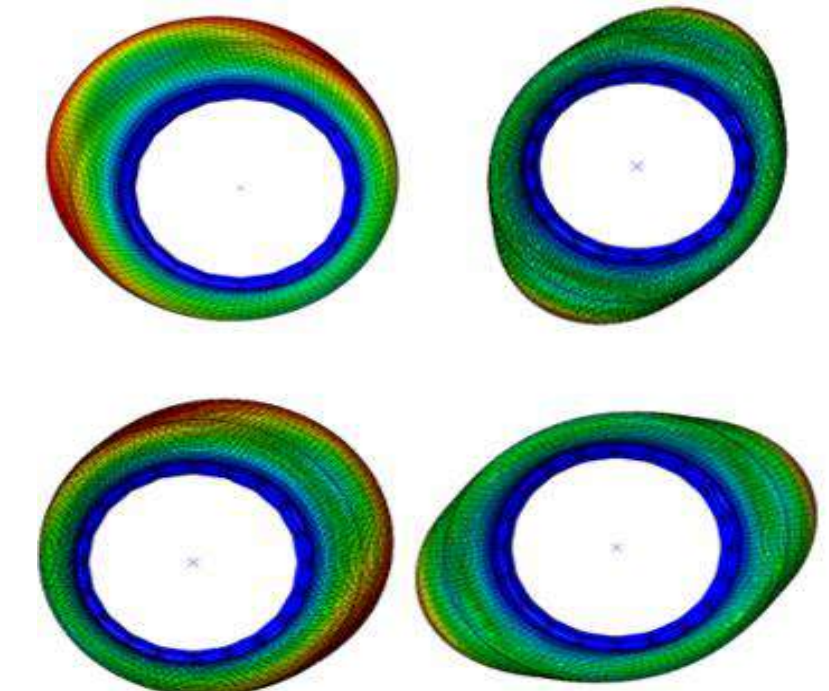
## Bead Unseating Simulation



## Wear Simulation



## Mode Simulation



## Patten Stiffness Simulation



## OEM Strength



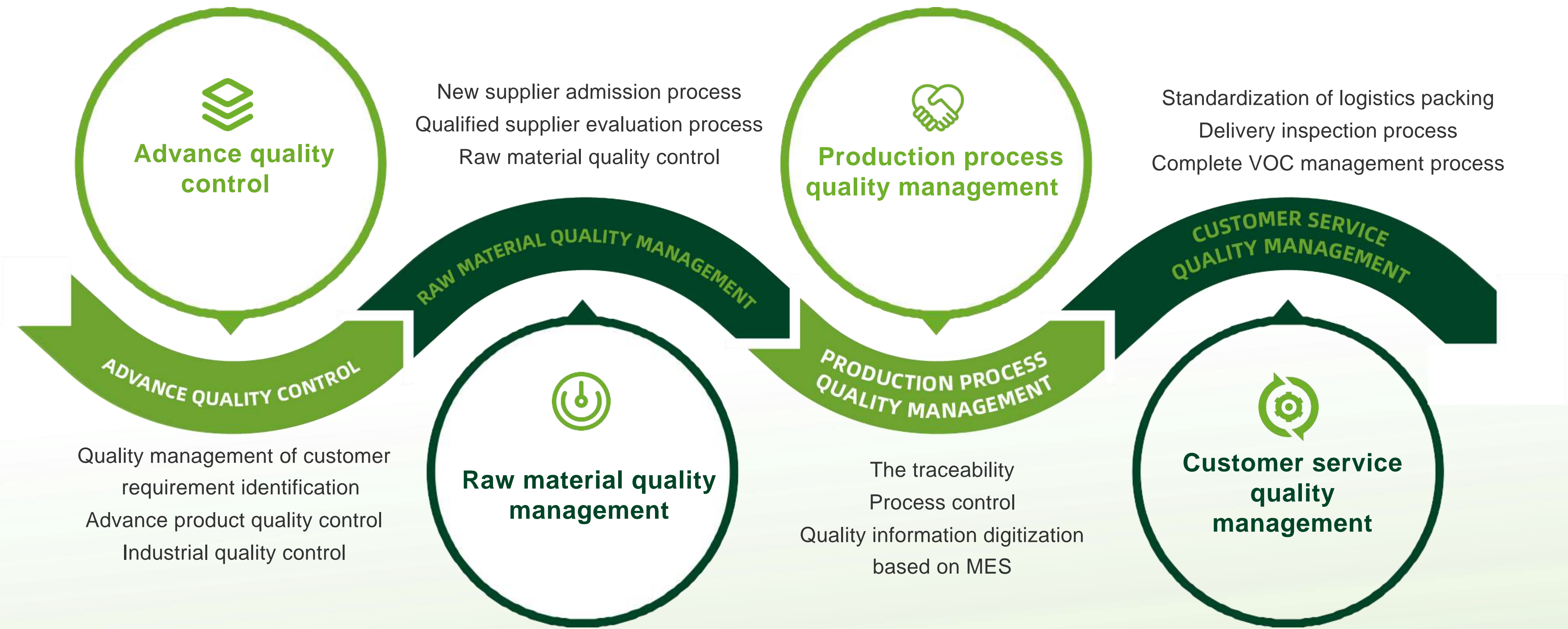
Cooperate with more than **68** vehicle manufacturers such as CNHTC, Jiangling Motors and SAIC-Iveco Hongyan.







# Product and service life cycle quality management





# Quality and Product Certification

Prinx received IATF16949 quality system certification, ISO14001 environment system certification, OHSAS18001 occupational health and safety management system certification, ISO17025 laboratory accreditation, measurement management system certification, intellectual property management system, AAAA standardization system, etc.

Quality System Certification



Product Certification



国际认证  
International Certificates



China  
CCC



U.S  
DOT



EU  
ECE



EUR117



Brazil  
INMETRO



Gulf  
Area  
GSO



Saudi  
SASO



Nigeria  
SONCAP



Uruguay  
LATU



Thailand  
TISI





## 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

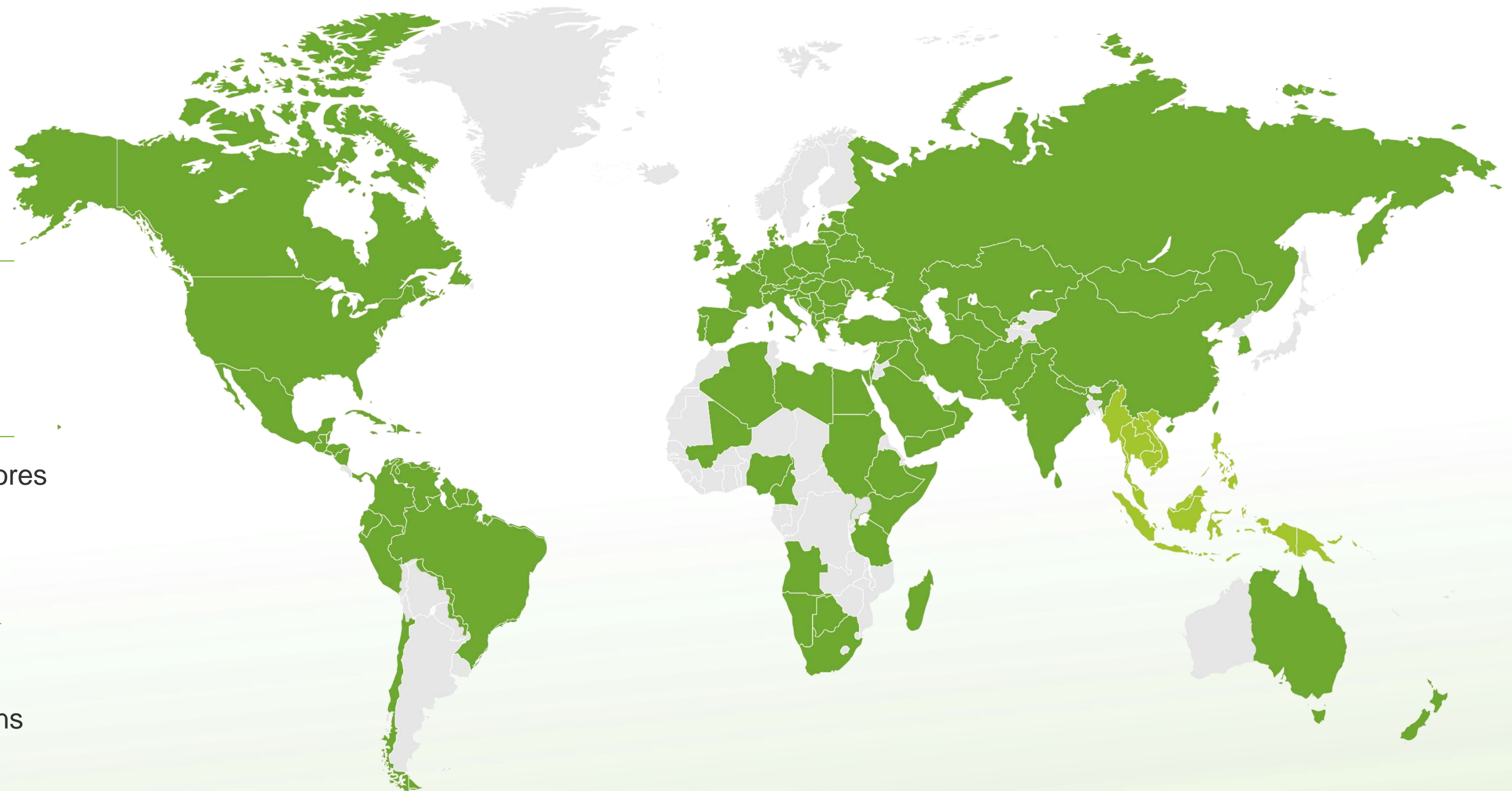
**600+**

Empowering global star stores

**2,000+**

Products are sold to

**169** countries and regions



\*Deadline for data: Jan 2023



## Internationalization International quality supply chain system



Natural rubber  
from six  
plantations in  
Thailand

A circular collage of four images related to natural rubber production in Thailand. The top-left image shows a hand using a specialized knife to make a diagonal incision in the bark of a rubber tree. The top-right image shows a close-up of a rubber tree trunk with a collection cup attached, from which a stream of white latex is dripping into the cup. The bottom-left image is a close-up of a rubber tree trunk with a small collection cup. The bottom-right image is a wide-angle shot of a lush green rubber plantation with rows of trees stretching into the distance under a clear sky.



Global Logistics

A circular collage of three images related to global logistics. The top image shows a large stack of colorful shipping containers (red, blue, green, and white) stacked in a port or warehouse. The bottom-left image shows a red gantry crane at a port. The bottom-right image shows a blue semi-truck driving on a highway, with a blurred background suggesting motion.



## intellectualization

### Smart Factory and Intelligent Management

#### Data Intelligence



Data collection and effective analysis of all business areas to achieve closed-loop management, from status awareness and real-time analysis to scientific decision-making and accurate execution.

#### Corporate Operations



Achieving comprehensive information coverage of all enterprise resources, from material procurement and production input, to product sales and arrival display, and to establish an open online platform.

#### Manufacturing management

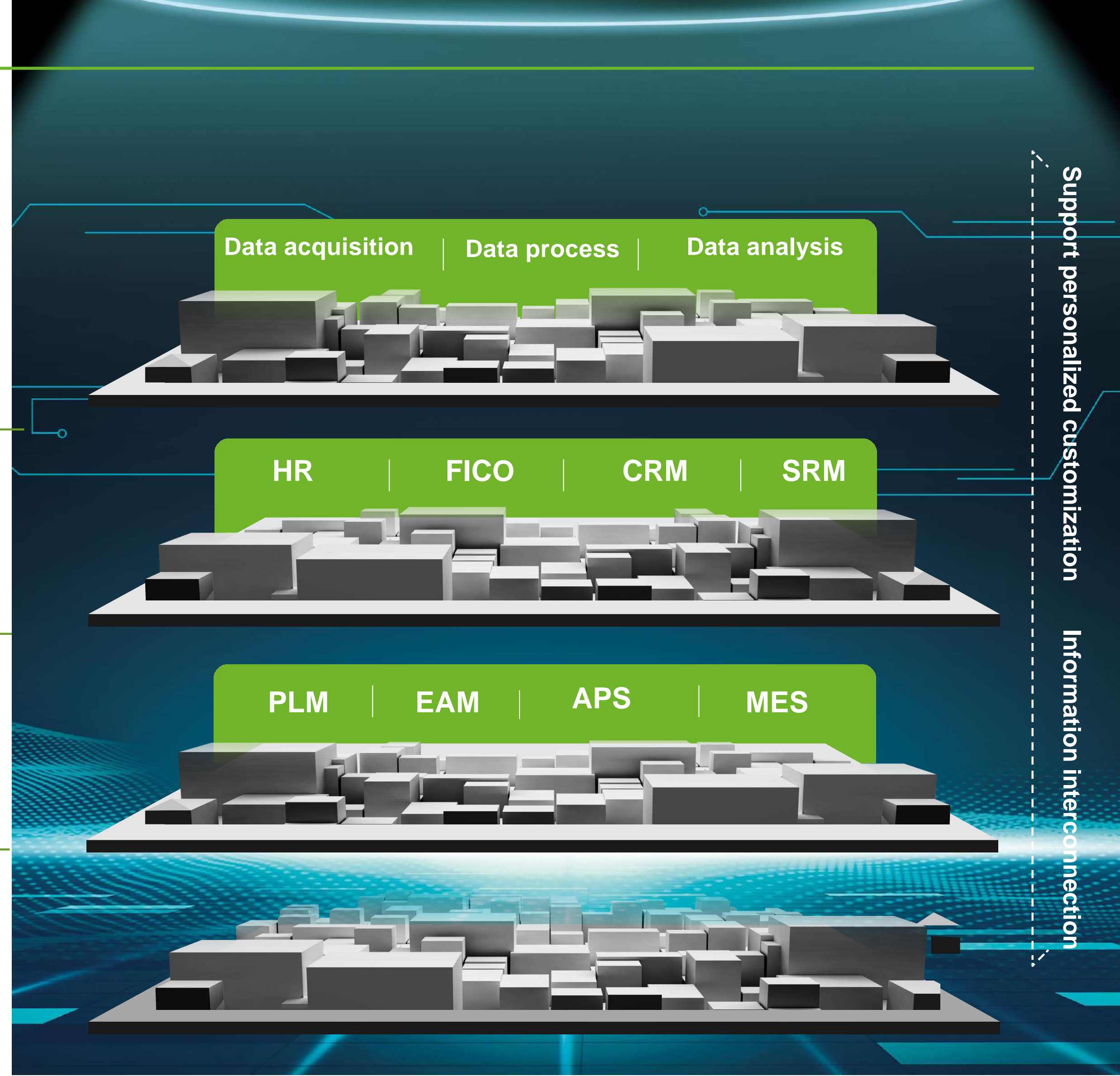


Supporting continuous unique manufacturing through the execution of digital product design, structured process planning, digitalization of the entire scheduling process, dispatching, inventory, quality, materials, equipment, energy and personnel in the manufacturing process.

#### On-site Control



Leading-edge technology and equipment are adopted to automate production and logistics.





## intellectualization

### No.1 service solution in the industry





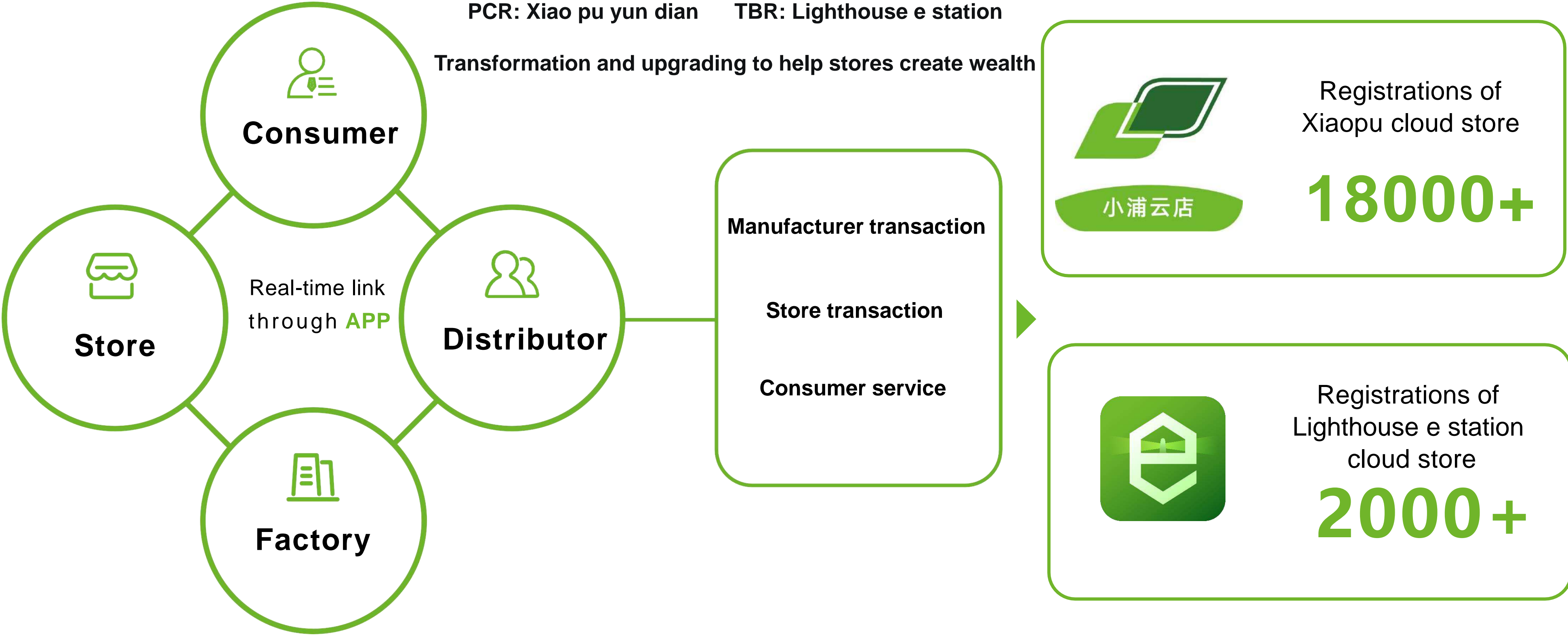


**intellectualization**

**Digital channel multiple layout**

PCR: Xiao pu yun dian    TBR: Lighthouse e station

Transformation and upgrading to help stores create wealth



\*Deadline for data: Jan 2023



## Branding | Multi-brand differentiated development

**PRINX**

Wonders ahead



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





# WONDERS AHEAD



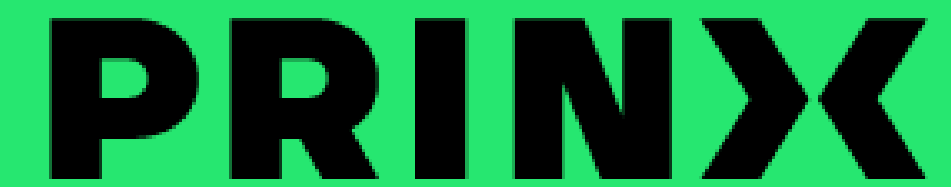
# WONDERS AHEAD



# WONDERS AHEAD



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.

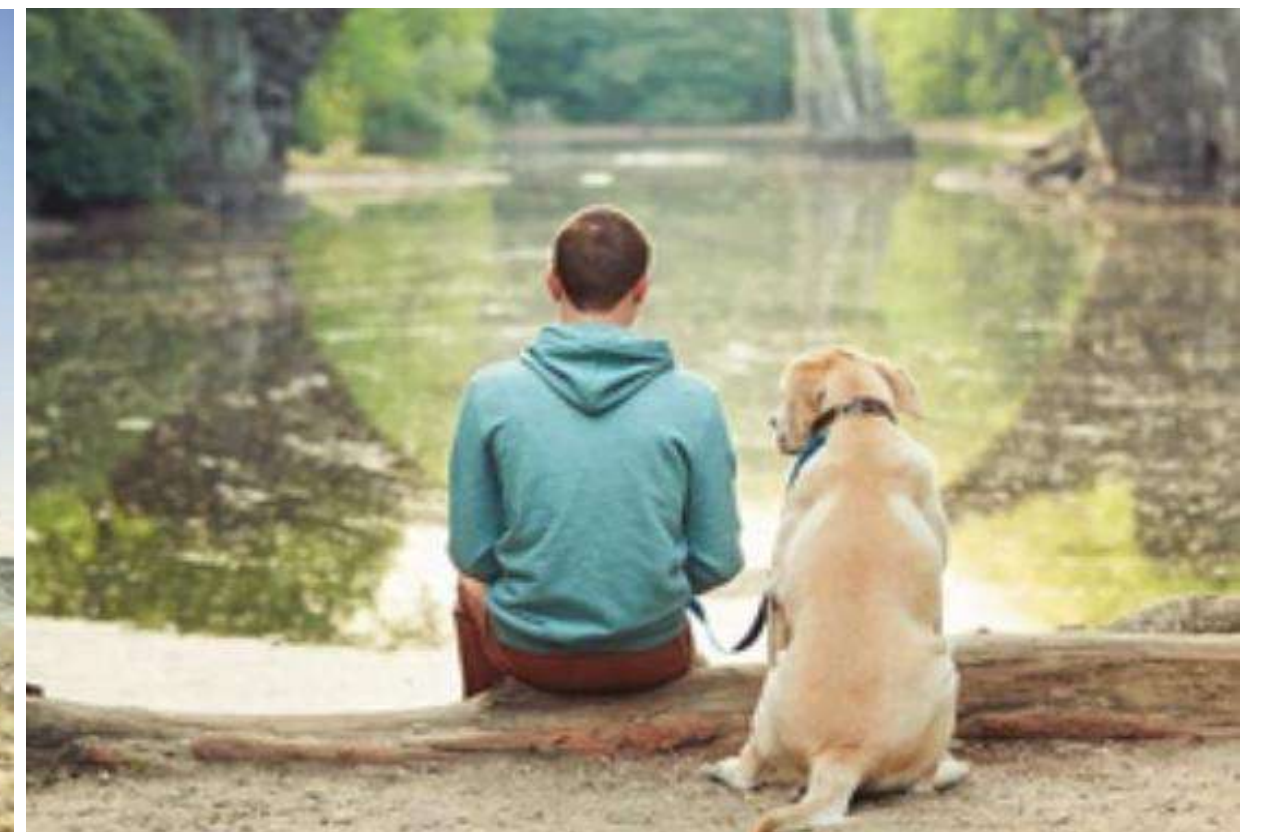
New national brand. The Hua car series of Chengshan - Huaren debuted on the market with a wear-resistant double shield, with first-class performance on wet pavement, full sidewall branding with a dazzling black velvet wall, and an exclusive auspicious cloud totem engraved in the tire, creating a new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







**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

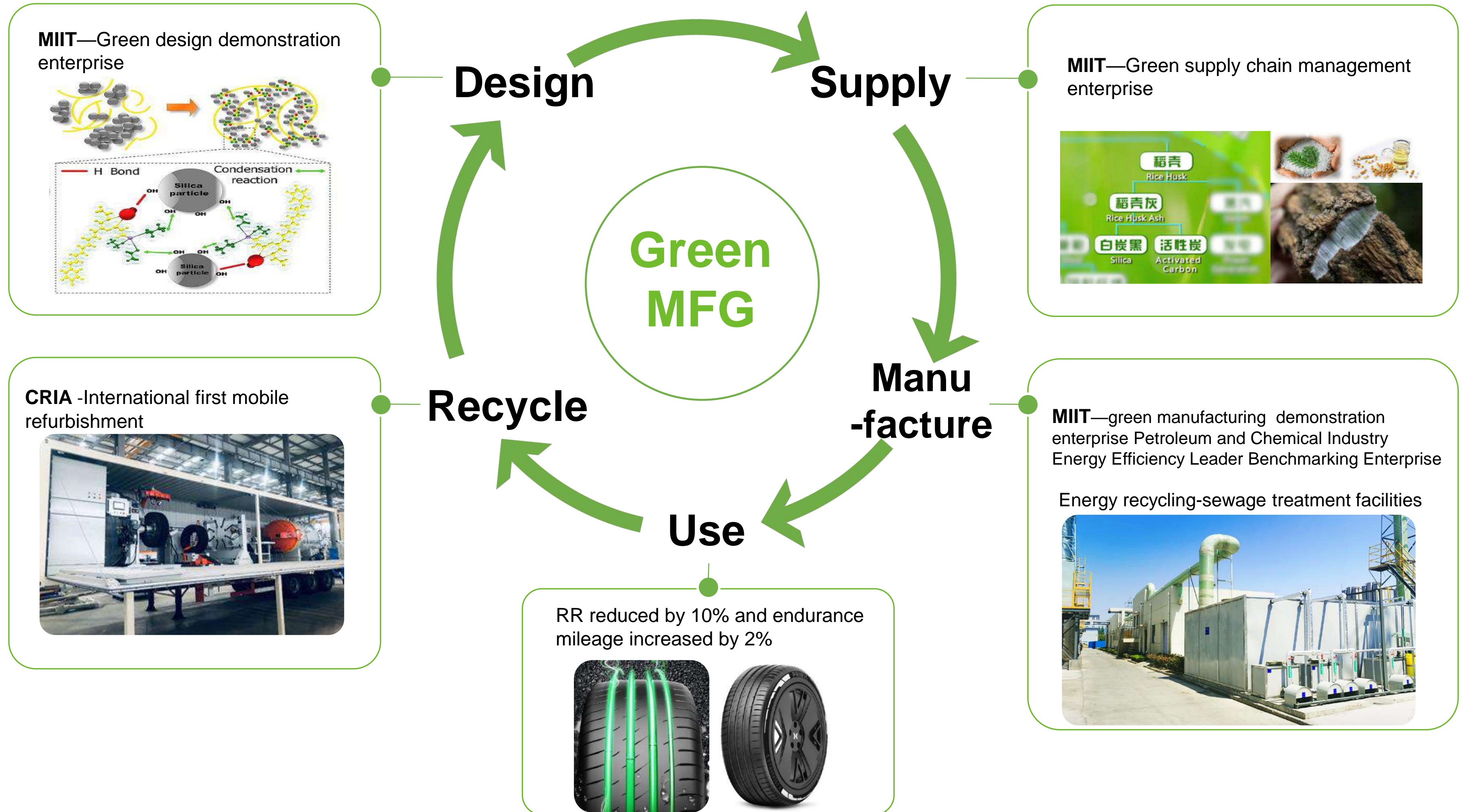
That's **104,877** street lamps lit every night for a year

#### 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 **ultrahigh driving** mileage

Representative specification  
**12R22.5 FH123**

The mileage exceeds **400,000** km



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

**The new Prinx EV XLAB and XNEX series** are on the market with roll resistance reaching the **EU 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**

Take the lead in introducing French PLM green full life cycle management in China to realize the traceability of tire full life cycle management and recycling, the pursuit of tire life cycle value maximization, explore a new pattern of tire recycling.





# 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 2022, Chengshan Group joined hands with dealers to support the flood fighting in Ubon, Thailand.



The Company's factory in Thailand donated masks to local hospitals and schools in a cross-border charity campaign.



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

