

A Bright Year Behind Us, an Exciting Road Ahead

# 2024 Year In Review

*Hianshow*



# Reflecting on 2024

As we look back on an incredible year, we're proud of the milestones we've achieved and the progress we've made together. Every step forward has been fueled by innovation, passion, and a shared commitment to excellence.

This year has been a blend of hard work, creativity, and bold ideas coming to life. As we turn the page to an exciting new chapter, let's celebrate our successes and look ahead with optimism and energy for the journey to come.



# Breaking New Ground, Moving Forward Together

This year was all about pushing boundaries and setting new benchmarks:

## Steady Growth & Strong Performance

We achieved significant growth in scale, revenue, and market competitiveness, maintaining our position among the top three global leaders in revenue within the smart retail solutions sector.

## Innovation Milestones

Over 400 new patents were registered globally, marking an impressive 50% increase compared to last year.

## Global Expansion

We welcomed new branches in Poland, Spain, and Malaysia, bringing our global network to 26 subsidiaries and branches across 14 countries.

## Strategic Market Focus

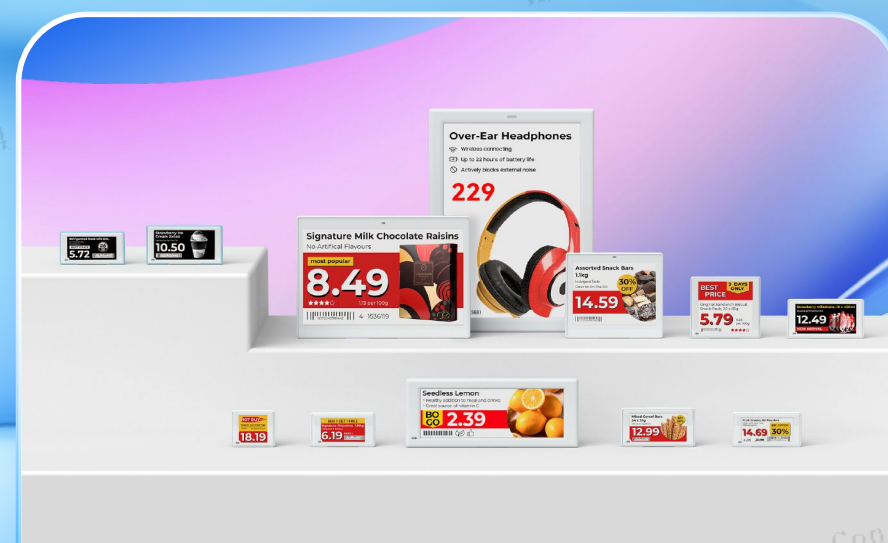
While strengthening our presence in Europe, we made significant strides in North America, Australia, and New Zealand, actively expanded into Asia-Pacific, and unlocked growth potential in Latin America and the Middle East.

At Hanshow, innovation, strategic growth, and global collaboration remain at the heart of everything we do. Together, we're building a smarter, more connected future for retail worldwide.



# Driving Innovation, Shaping the Future

This year was all about exploring the new and pushing the boundaries of innovation. At Hanshow, every breakthrough brings us closer to a smarter, more sustainable retail future.



## Dynamic Displays

Launched the **Hanshow Polaris Pro** series of electronic shelf labels, redefining retail communication.



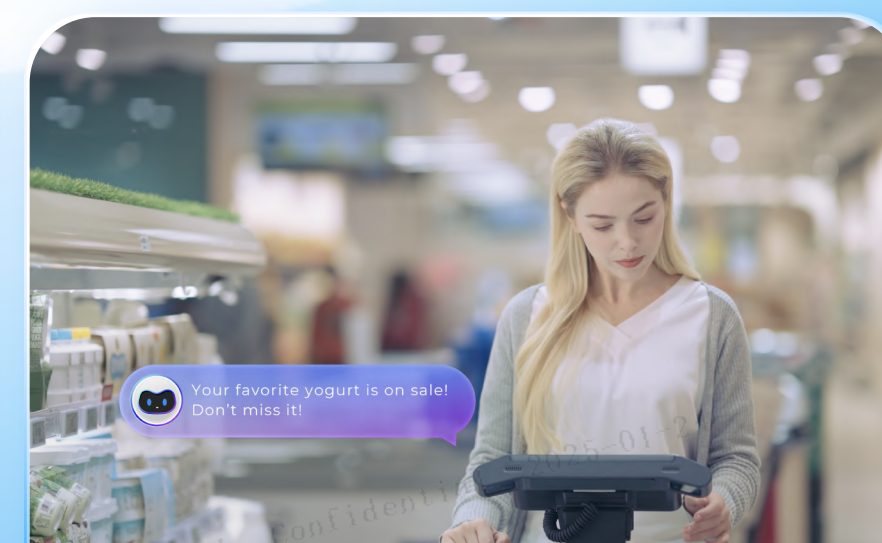
## Vivid Colors

Introduced the Hanshow **Polaris Max**, the world's first ESL featuring **E Ink Spectra™ 6** technology, setting a new standard in display clarity and vibrancy.



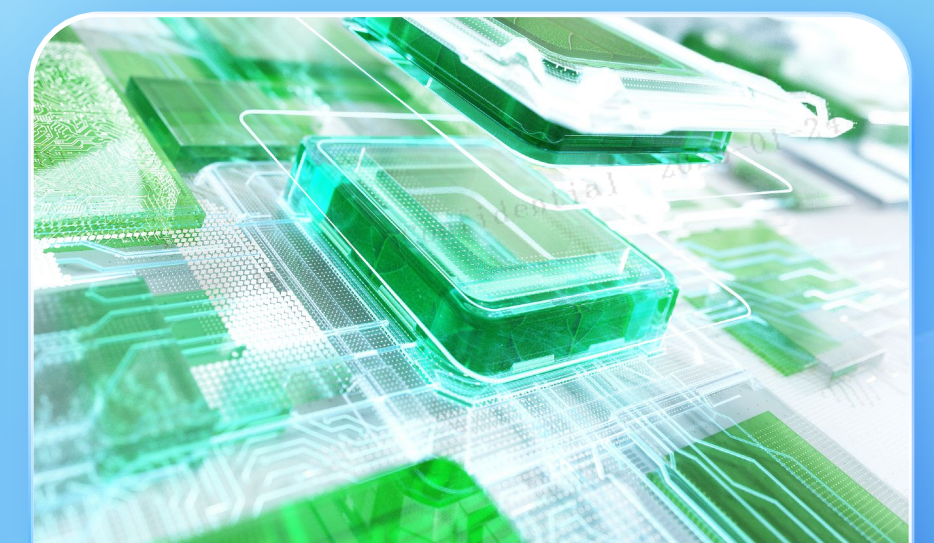
## Smart Shopping

Rolled out the advanced **Hanshow Smart Cart Solution**, enhancing the in-store shopping experience with cutting-edge technology.



## Intelligent Ecosystems

Partnered with **Microsoft** to unveil the latest **GenAI Digital Retail Solution**, driving smarter operations and customer insights.



## Sustainable Solutions

Developed integrated digital energy and energy management systems, advancing our commitment to green innovation and sustainability.

Here's to more innovation, growth, and success in the year ahead!



# Putting Customers First, Powering Smarter Retail

This year was all about our commitment to quality and delivering standout results for our customers:



## JD Mall

Awarded the Golden Wing Award for excellence in smart retail application practices.



## Sephora China

Recognized by the China Chain Store & Franchise Association (CCFA) as one of the 2024 Outstanding Retail Solutions.



## Woolworths

Celebrated with the LSA Best Technology Innovation Award and the UK RTIH Award for its intelligent shopping solution.



## Leroy Merlin

Honored with Best In-Store Solution and the prestigious Reta Awards, while Hanshow was named Top Supplier Retail 2024.

Every recognition highlights our passion for creating smart, seamless retail experiences.



# Growing Together, Building Our Future

2024 year was about strengthening our core values and deepening our global presence:

## Global Engagement

We expanded our international reach and enhanced our brand influence through key events across regions



## Europe



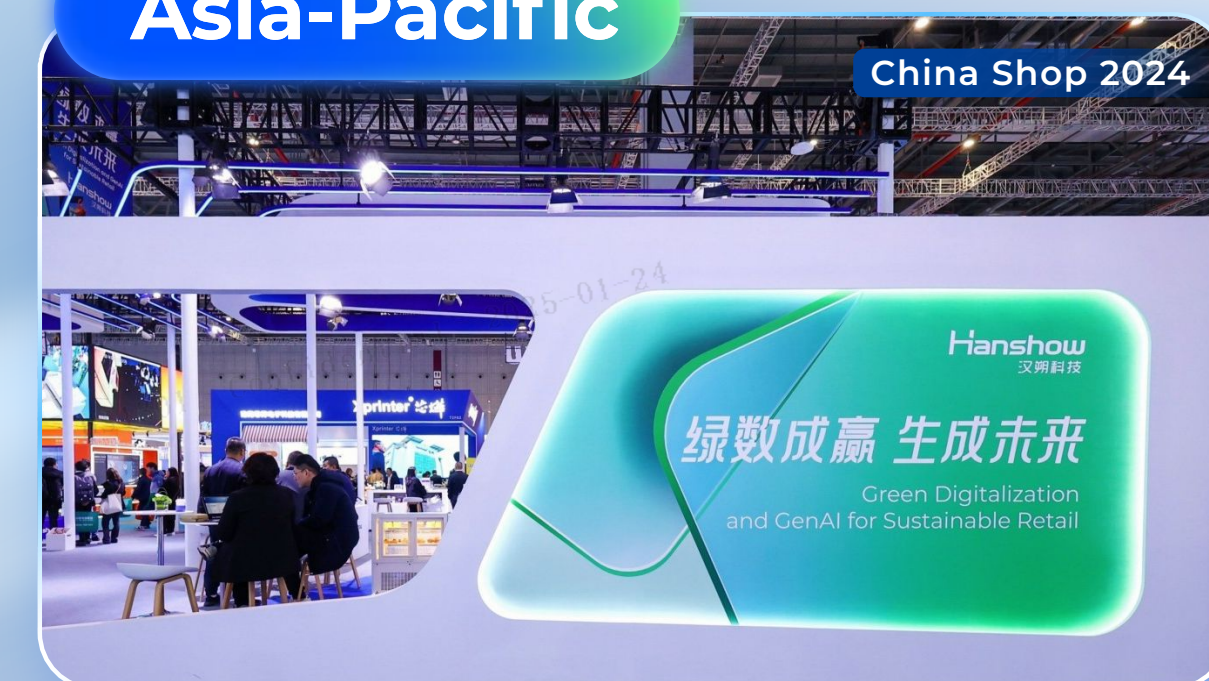
## Americas



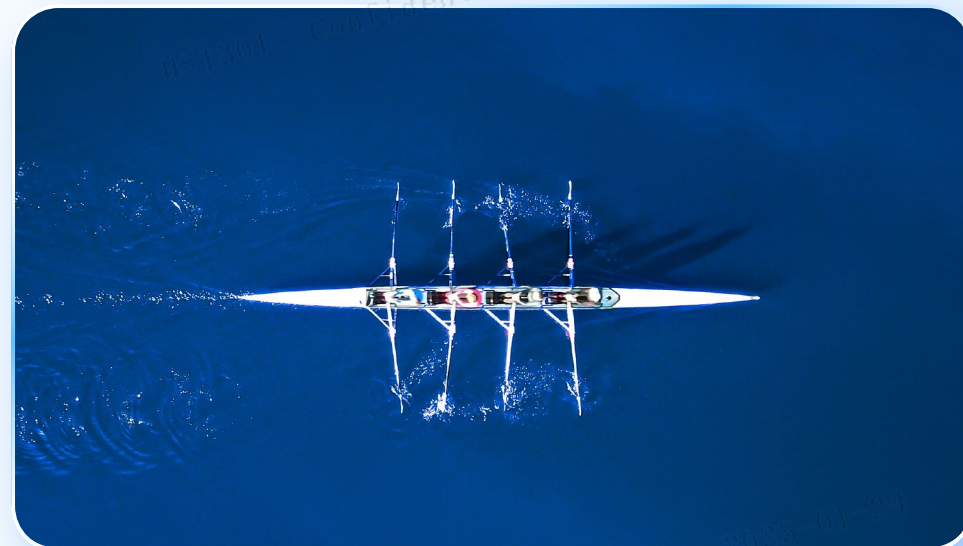
## Asia-Pacific



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## People-First Culture

Our team remains at the heart of everything we do. This year, we fostered connection, growth, and collaboration through



## The 2024 Spring Running Festival

Promoting an energetic and positive workplace culture.



## Fun team-building activities

Monthly birthday celebrations, fitness groups, and career development training, boosting engagement and a strong sense of belonging.



## The “Stars and Sea: Journey Ahead” Lunar New Year Gala

Celebrating our collective spirit and strengthening team cohesion.



## Regular “CEO Open Days” and team meetings

Creating space for open communication and employee feedback.

From global events to team culture, every milestone this year reflects our dedication to building a company where innovation, collaboration, and purpose thrive. Here’s to another year of growth, connection, and shared success!



# Celebrating Excellence, Leading with Strength

This year was all about raising the bar and setting new standards for excellence:

## Industry Recognition

- Named among Forbes China's Top 30 Global Brands Going Overseas
- Featured on the Fortune China 2024 Rising Stars of Globalization List
- Honored as a WAVE 2024 Outstanding Brand Service Provider
- Recognized as a 2024 CCFA Emerging Retail Technology Enterprise
- Appointed as an Executive Member of the 6th CCFA Council
- These accolades reflect our dedication to innovation, global impact, and leadership in retail technology.





## Security Assurance



- Achieved the SOC 2 Type II Certification for data security and operational reliability.
- Earned the National Level 3 Information Security Protection Certification.

## Innovative Design



- Awarded the prestigious iF Design Award for Robot, ESL Controller, and ESL USB Controller.
- Honored with the Red Dot Award for ESL Controller.

## Industry Leadership

- Recognized as a Representative Vendor in the **2024 Gartner® Market Guide for Smart Shelf in the Retail Store**.
- Identified as a Sample Vendor in the **2024 Gartner® Hype Cycle for Retail Technologies under the Smart Shelf** category.
- Featured as a Sample Vendor in the **2024 Gartner® Hype Cycle for Wireless Technologies under the Bluetooth ESL** category.
- Published the white paper **"The Future of Physical Retail: Towards a Friendly and Inclusive Green Digitalization"**, outlining our vision for sustainable retail transformation.
- **Contributed to the CCFA white papers:**
  - "Generative Artificial Intelligence: A Comprehensive Exploration in Retail" (2024)
  - "Retail Media: Specialized Research Report" (2024)
- Drafted the China Commerce Association for General Merchandise's "General Principles for Artificial Intelligence Application in Retail 1.0", setting industry standards for AI integration.



# Building Ecosystems, Growing Together

This year was all about the power of collaboration and forging meaningful partnerships:



## Global Consumer Goods Forum (CGF)

Hanshow officially joined the Global Consumer Goods Forum (CGF), one of the most influential organizations in the industry. As a leader in retail digital innovation, Hanshow was also invited to join the CGF Global E2E Executive Committee, collaborating with over 400 industry leaders to set standards and drive innovation across the end-to-end retail value chain.

## Sustainable Retail with Too Good To Go

Entered a global strategic partnership with Too Good To Go, focusing on driving sustainability in retail.

## Retail Media Networks

Partnered with AEON and Suntory to build a retail media network ecosystem, creating new revenue streams and enhancing targeted engagement.

## DIY Retail Digitalization

Formed strategic collaborations with Leroy Merlin and Intergamma to accelerate the digital transformation of the DIY retail sector.

## Research and Innovation Alliances

Established close strategic partnerships with University of Bath (UK) and Singfilm Solar (Singapore), a global leader in perovskite solar cell technology, fostering collaboration in technological innovation, resource sharing, and knowledge exchange.

From global alliances to cross-industry partnerships, every collaboration this year reflects Hanshow's commitment to driving innovation, sustainability, and growth across the retail landscape. Here's to building even stronger connections in the years ahead!



## Microsoft Partnership

Awarded "FY24 China Top ISV Partner", Hanshow also became the first Microsoft Certified Industry AI Solution Partner in China, driving digital transformation through cutting-edge solutions.

## Apple Collaboration

Partnered with Apple and its service providers to co-develop an AI and IoT-powered Smart Cart Solution leveraging Apple Mac's edge computing capabilities, offering faster processing, enhanced data security, and a superior user experience.

## E Ink Partnership

Honored with the E Ink Partner Award, recognizing collaborative efforts in advancing e-paper technology applications.





# Championing Sustainability and Empowerment

This year, we made significant strides in our commitment to sustainable development and empowering our workforce:



## 2023 Sustainability Report

We released our comprehensive report detailing the implementation of our EPIIC Sustainable Development Strategy, the enhancement of our ESG operational mechanisms, the improvement of our energy management systems, and the establishment of systematic climate action plans. Additionally, our global branches actively engaged in local social responsibility initiatives.



## UN Women's Empowerment Principles (WEPs)

Hanshow became an official signatory to the Women's Empowerment Principles, joining a global network of companies dedicated to promoting gender equality and empowering women in the workplace, marketplace, and community.



## Inclusive Workplace Initiatives

We fostered a diverse, equitable, and inclusive work environment by implementing programs that empower our talent, invigorate our teams, and support employee growth and development.



# Onward to New Horizons

As we wrap up an exciting year, we're proud of the progress we've made and the milestones we've reached. Looking ahead, we see a future full of opportunity, fresh ideas, and bold ambitions.

At Hanshow, we stay true to our promise: putting our customers first, embracing innovation at every step, and driving the digital transformation of retail with energy and passion.

Here's to an exciting year ahead—let's keep building smarter, more connected retail experiences together!

**Hanshow**