



Dongguan Better Electronics Technology Co.,Ltd

Company Profile

【Betterfuse - PMM -May 2021】





Better Group - Summary



- ◆ **Founding Date: August 2003**
- ◆ **Staff: 1053**
- ◆ **Capacity: 220 KK PCs/M**



- ◆ **Share capital: RMB 81 Million**
- ◆ **Revenue: RMB 307.67 Million (not taxed in 2020)**



- ◆ **Domestic sales: RMB 226.61 Million**
- ◆ **International sales: RMB 79.06 million**
- ◆ **Industry Ranking: International Brand of Comprehensive Circuit Protection Components**
- ◆ **The No. 1 Manufacturer of Comprehensive Strength in Greater China**



- ◆ **Management certification: ISO9001; ISO14001; IATF16949; QC080000**
- ◆ **Qualification: National High-tech Enterprise, Provincial Enterprise Technology Center**

* This data comes from the company's internal unaudited in 2020, please do not forward it!

Development history and milestones



2002-2007

2008-2012

Dream set sail

- 2002 Wickmann was acquired by Littelfuse
The Wickmann team formed the Betterfuse
- 2003 Registered and established Dongguan Better Electronics Technology Co., Ltd
- 2005 R&D of over-current products increased to 9 categories
Fully use standard factory and office buildings
- 2007 Passed ISO 9001-BSI quality system certification and introduced ROHS control system



From the cocoon into a butterfly, the phoenix nirvana

- 2008 Hired as a member of the IEC.SC32C domestic expert group
Obtained the qualification of "Guangdong Province Private Technology Enterprise"
- 2010 Merger and acquisition of Asiafuse (HK) Electronics, Foshan Wholesome Electronics, DG CL Electronics, Wuxi Waltron Electronics
- 2011 National High-tech Enterprise and Private High-tech Enterprise in Guangdong Province
- 2012 The shareholding restructuring was completed, and the angel investment Huitong Yingfu 10 million was introduced





2013-2017

2018-2022

2022

Embrace capital, strong alliance

Focus on trends and go global

2014

Passed QC-080000 and ISO-14001 system certification
Registered the trademark of Betterfuse
Joint venture to establish German ADLER company (Leipzig)



2015

"Guangdong Province Circuit Protection Components Engineering Technology Research Center" qualification accreditation

2016

Successfully listed on the New Third Board, stock code: 836952



2017

The B round financing Shenzhen Hi-tech Investment and other venture capital 31 million

Xi'an Adler Electric was established (ADLER manufacturing plant)

Pilot Enterprise of "Multiple Plan" in Dongguan City



2018

The C round introduced 30 million Chinese venture capital funds such as Dacheng
The factory obtained IATF16949 system certification
Taiwan office was formally established
U9 system put into use

2019

MES manufacturing execution system is put into operation
The 2nd factory of Better put into use

2020

The 3rd factory in Dongguan was put into use
Alder Dongguan Company was established

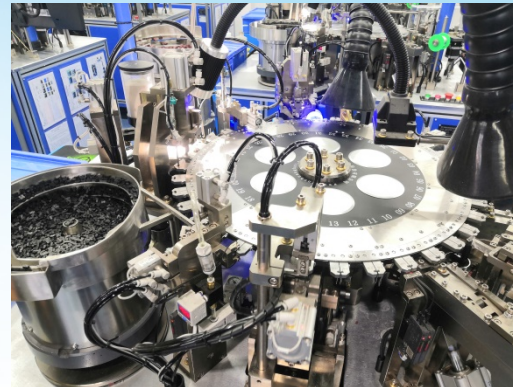
2021

SPC fully imported
Office automation OA system launched

Our philosophy



B:Brand



E:Efficiency



TT: Teamwork



E:Energy



R:Resource

Group composition



SSL HQ

MFG Base



1st Factory in DG



2nd Factory in DG



3rd Factory in DG





Global sales network





Sales revenue

销售额(未税) RMB万元

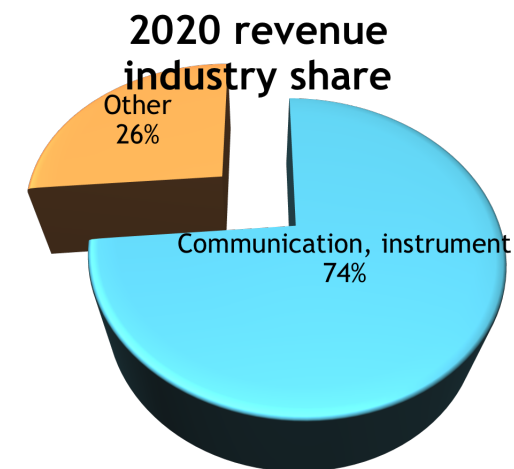
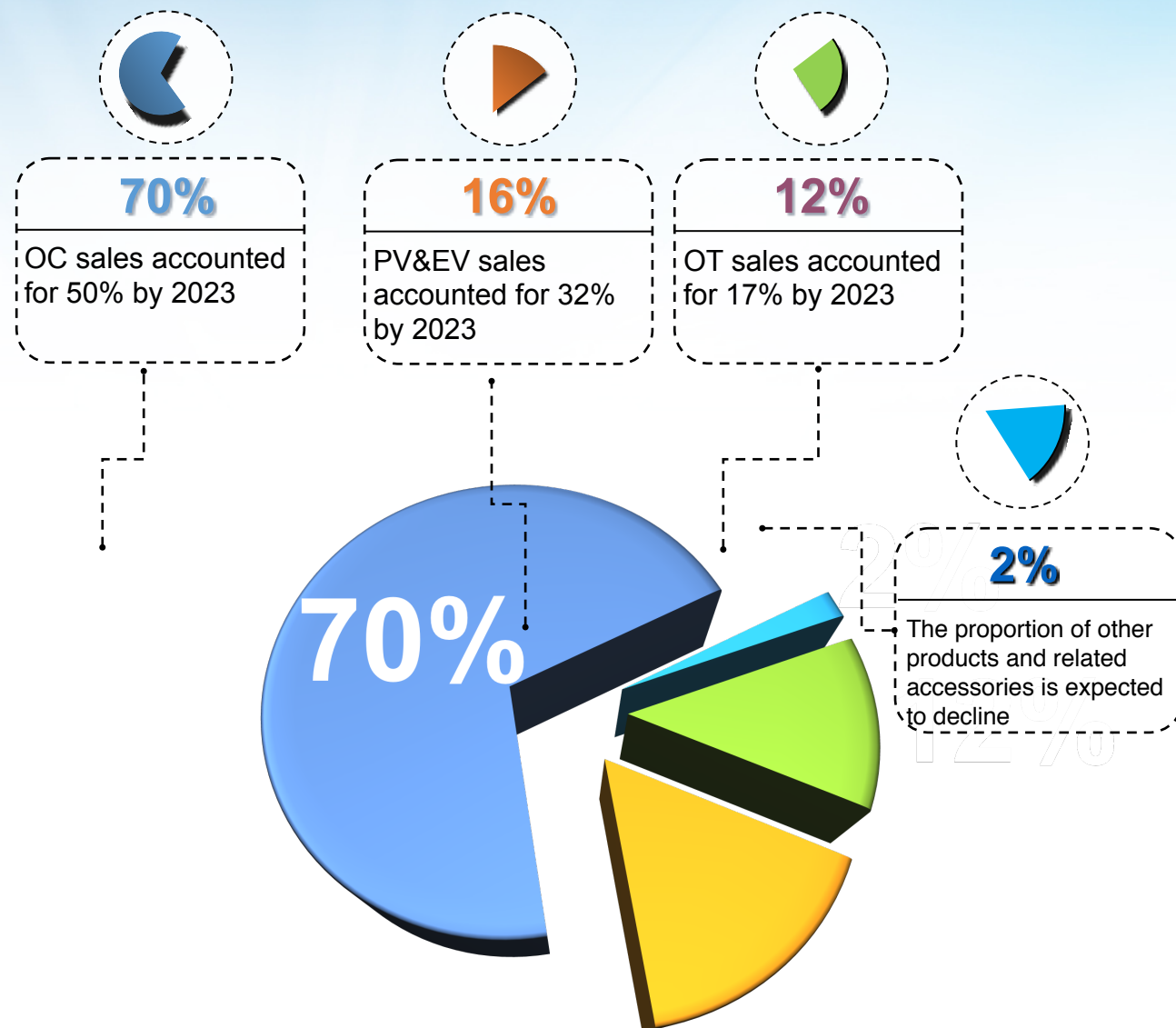


Year	2012	2013	2014	2015	2016	2017	2018	2019	2020
Sales revenue(Not Taxed) RMB 10Thousand	7160	8885	11421	13335	16162	20240	19341	23290	30767
YOY	/	24%	29%	17%	21%	25%	-4%	20%	31%

★ Since establishment, we have been growing rapidly, and our target sales will reach 500 million RMB by 2023.



Analysis of product series sales share



Organization Chart





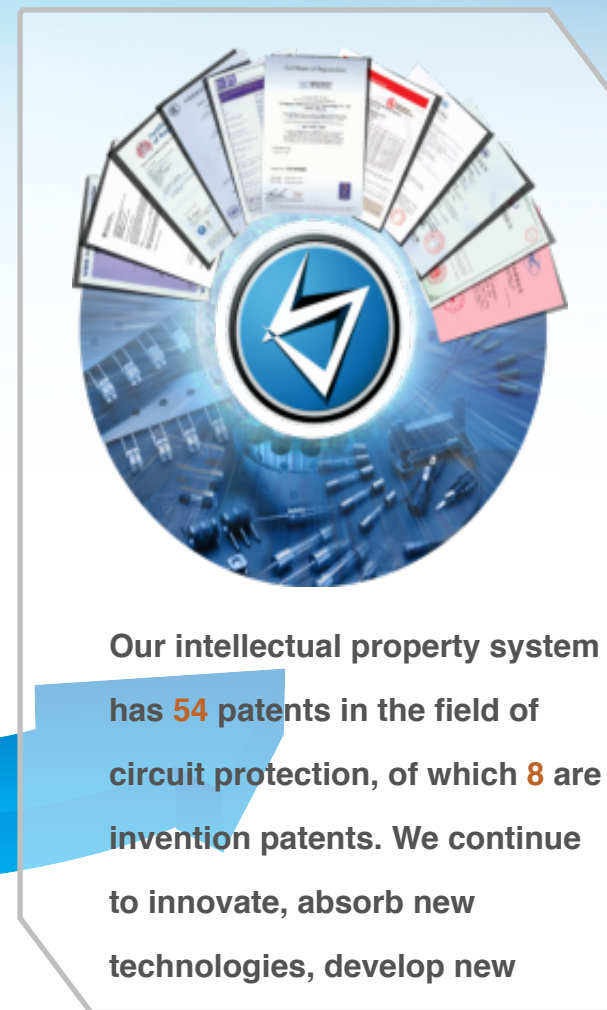
System and product certification

IATF 16949:2016、ISO 9001:2015、ISO 14001:2015、QC080000:2017





Qualifications and achievements



- Member unit of the Small Fuse Subcommittee of the National Fuse Standardization Technical Committee (member of the expert group)
- Guangdong Province Circuit Protection Components Engineering Technology Research Center
- National High-Tech Enterprise

Our intellectual property system has **54** patents in the field of circuit protection, of which **8** are invention patents. We continue to innovate, absorb new technologies, develop new processes and research new equipment.

Laboratory testing capabilities



Reliability test platform

Thermal shock: $-55\sim 130^{\circ}\text{C}$

Temperature/Humidity test:
 $-70\sim 150^{\circ}\text{C}$



AC breaking capacity tester
0~350Vac/1500A(max)



DC breaking capacity tester
24~1500Vdc/1500A(max)
1~10ms(TC)



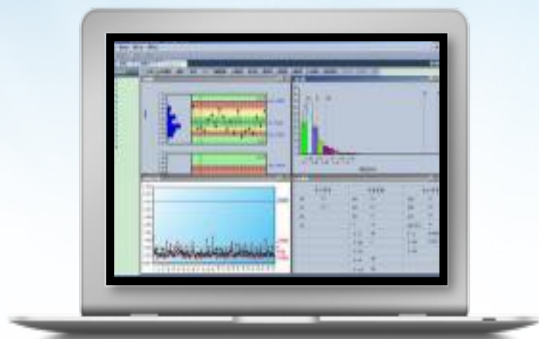
Drop test

Tension test

Vibration test



Four management systems



Data analysis and monitoring, quality prevention systematization

SPC



Based on information technology, resource allocation is rationalized

ERP



Optimize the manufacturing process and realize the intelligent production and operation management system

MES



Improve the efficiency of cross-departmental collaboration and IT-based process management

OA



Advanced production equipment and process control



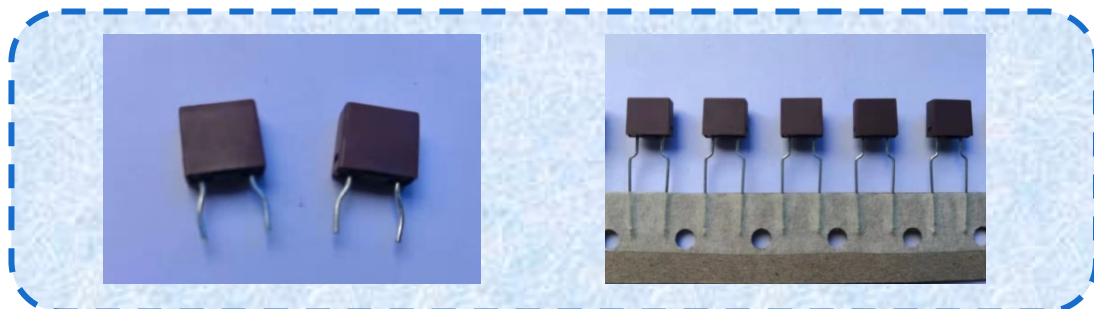
- **Production automation**
85% automated production

- **Various series of products**
70 product series
More than 1000 product models





Customized processing



According to the differentiated needs of different customers, customized post-processing can be realized to better serve customers



Product Category



OC
Over-Current



OT
Over-Thermal



Multiple Protection



Accessories



OV
Over-Voltage





OC product category

SMD PPTC

- 0603~2920
- Normal Rho
6V~60V; 0.04A~5A
- Low Rho
6V~24V; 0.1A~12A

DIP PPTC

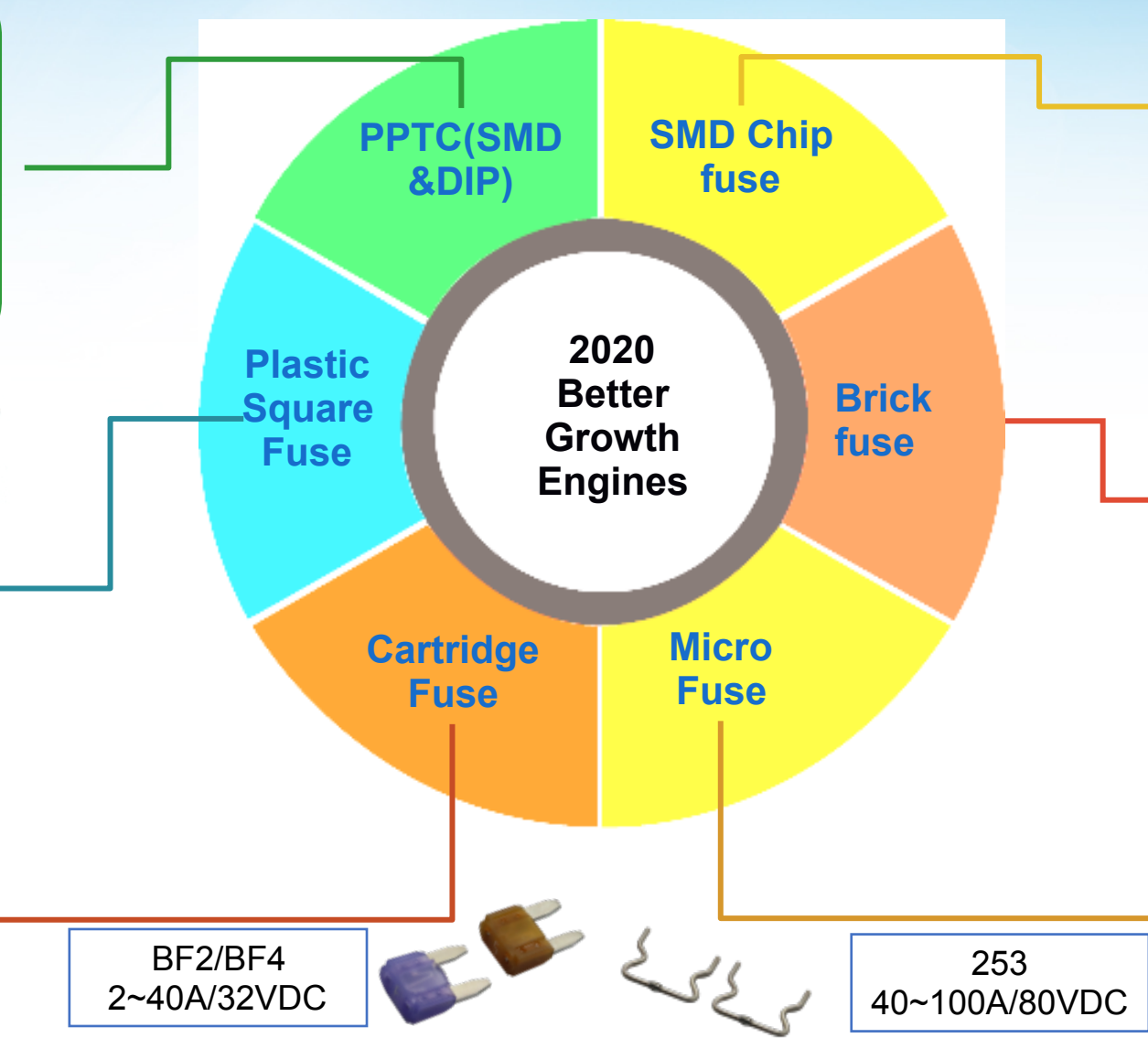
- 6V~600V; 0.02A~14A
- TWS, Type-C Interface, Computer Accessories, Security product

Plastic Square Fuse

- AC125V~400V/ DC250V
- 100mA~25A
- Power Adapter / Charger, LED Driver

Cartridge Fuse

- 5*20, 6*25, 6*30, 6*40
- AC125V~1KV, 5KV/DC63V~1KV
- 100mA~63A
- Server power supply, charging pile, instrumentation, 5G communication base station, microwave oven



SMD Chip Fuse

- AEC-Q200
- 0603/1206
- 0603: DC32V~63V/250mA~8A
- 1206: DC24~125V/250mA~40A
- Lithium battery, Car Charger, BMS

Brick Fuse

- 2410, 1032, 1140, 1245
- AC125V~350V/ DC32V~400V
- 100mA~125A
- Lighting, power tools, power battery pack

Micro Fuse

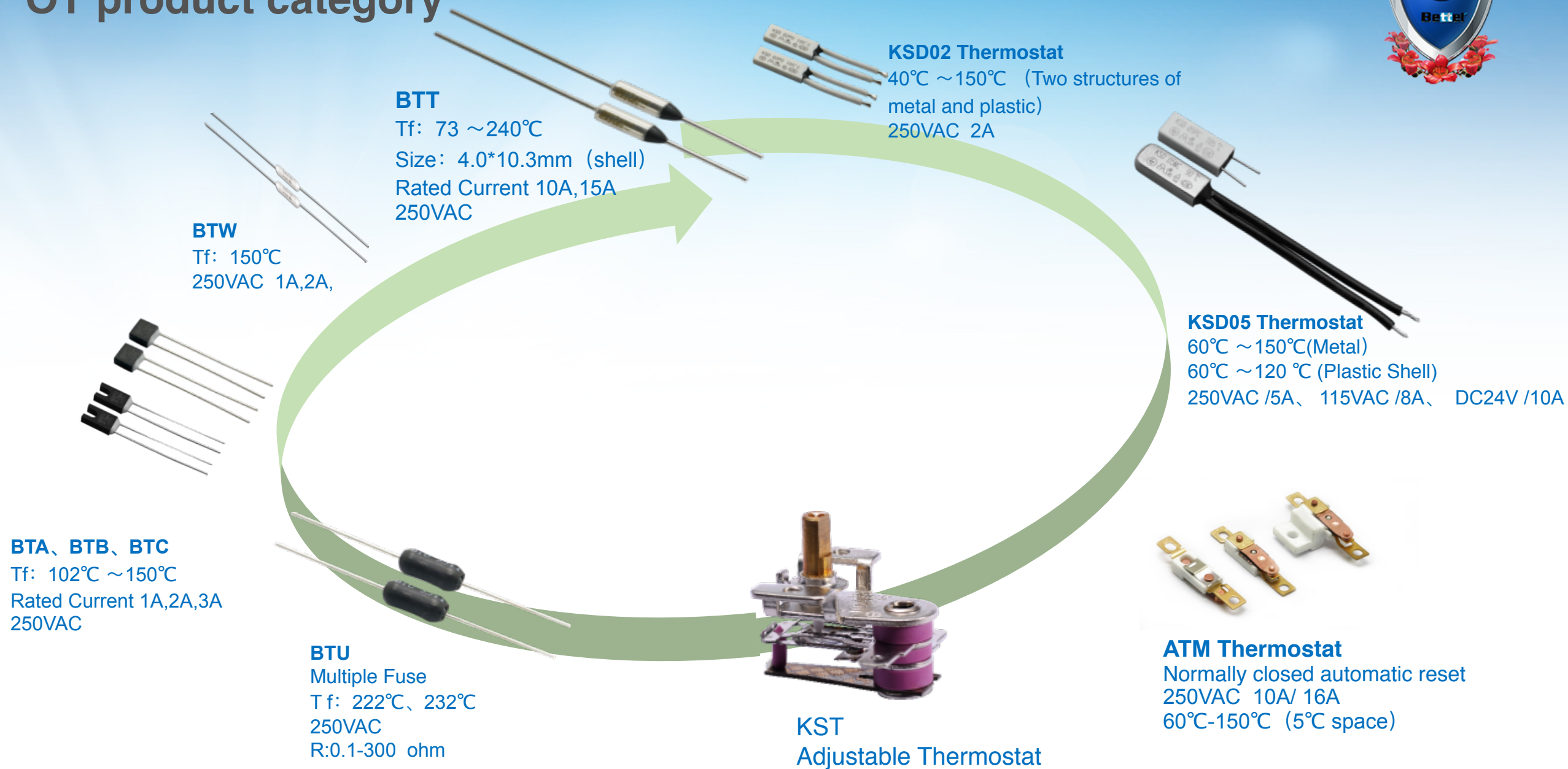
- 2*7/3.6*10
- AC16V~350V/100mA~20A
- Lighting, adapters, control panels for small home appliances

BF2/BF4
2~40A/32VDC

253
40~100A/80VDC

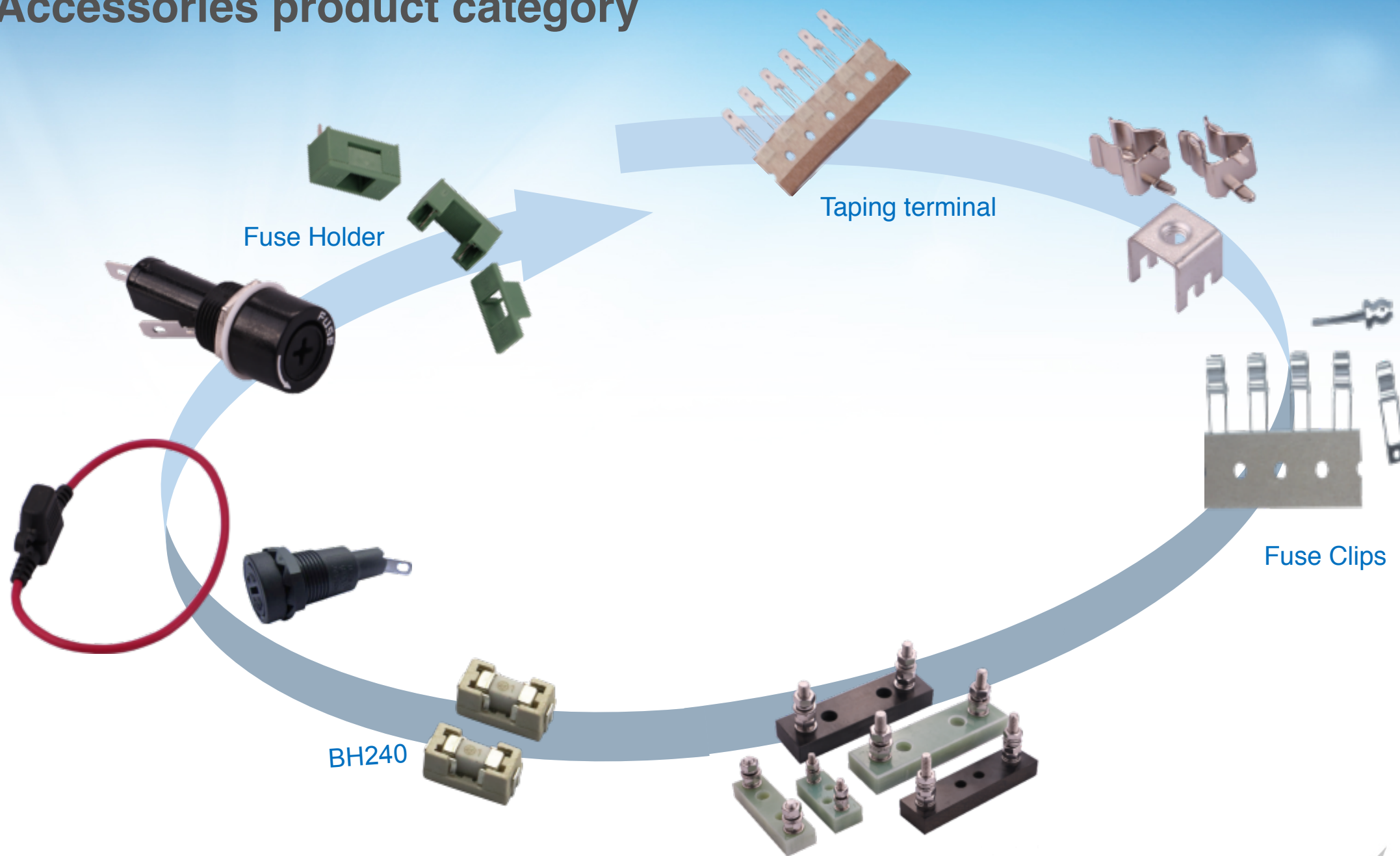


OT product category



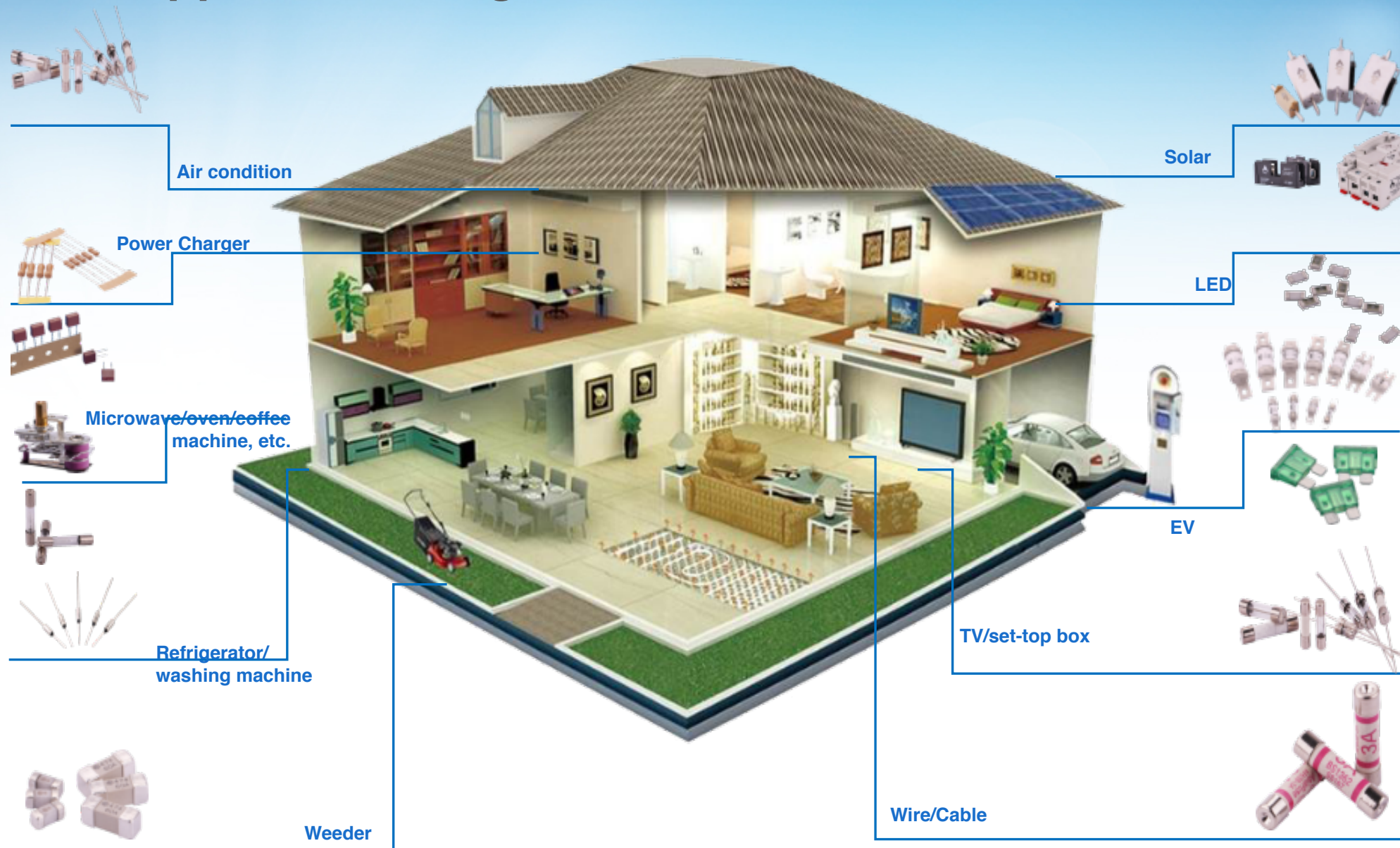


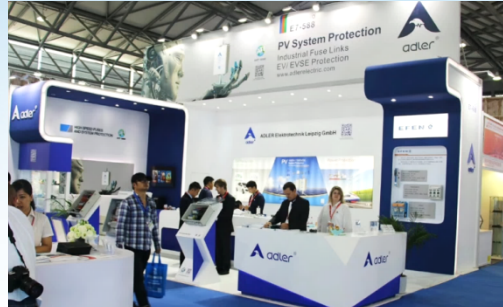
Accessories product category





Product application range





ADLER Elektrotechnik Leipzig GmbH

Expertise: design and distribution of industrial, electric vehicles and photovoltaic protection components

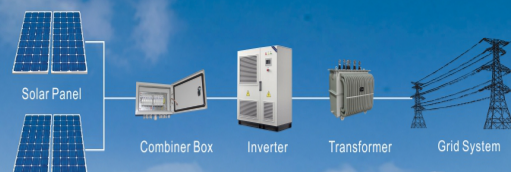
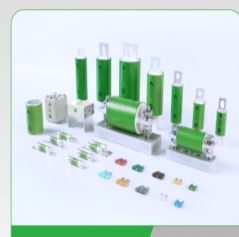
Advantages: German technology research and development, production facilities in Xi'an and Dongguan, China, quality products at competitive prices





Adler product line

Electric Vehicle Protection



Power Utility Protection





Thank You

2021 New Era, New Dream, New Better!

