

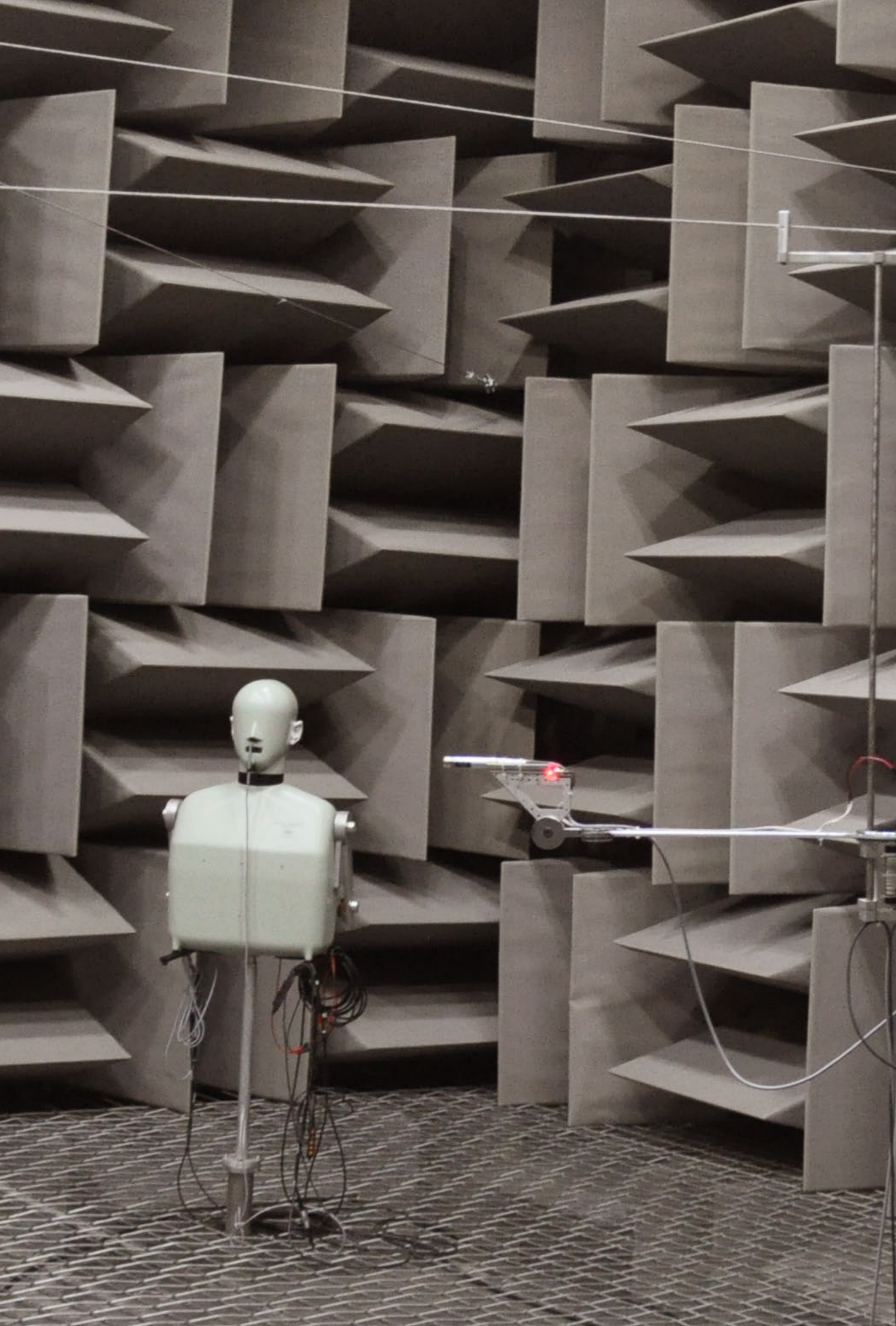
**EDIFIER<sup>®</sup>**

# A PASSION FOR SOUND

Dedicated Research in  
Acoustics for 25+ Years







# About Us

***Edifier is one of China's most famous audio brands. We define ourselves as the presenter of latest audio technology.***

Established in Beijing 1996, the company is the brainchild of a group of music lovers with enterproneural spirit. With over 25 years of dedicated research and operation in audio, we have developed comprehensive capabilities in product design, testing and manufacturing.

***The company now has over 3000 employees, 5 offices, and distribution channels in over 70 countries worldwide.***

The company has been listed on the Shenzhen Stock Exchange since the year 2010.

# Brand Portfolio

**EDIFIER**

*Where we started*, an audio brand intending to offer solid and cost-effective audio products.

**AIRPULSE**

A brand cooperation *with famous US audio designer, Mr. Philip Jones*, bringing HIFI Speakers to mass consumers.

**STAX.**

A Japanese company specialized in design and manufacturing *electro-static headphones*.

 AUDEZE

A US company specialized in design and manufacturing *planar-magnetic headphones*.

**HECATE**

Sub-brand specialized in *gaming gears*, registered in China.

**immortal**

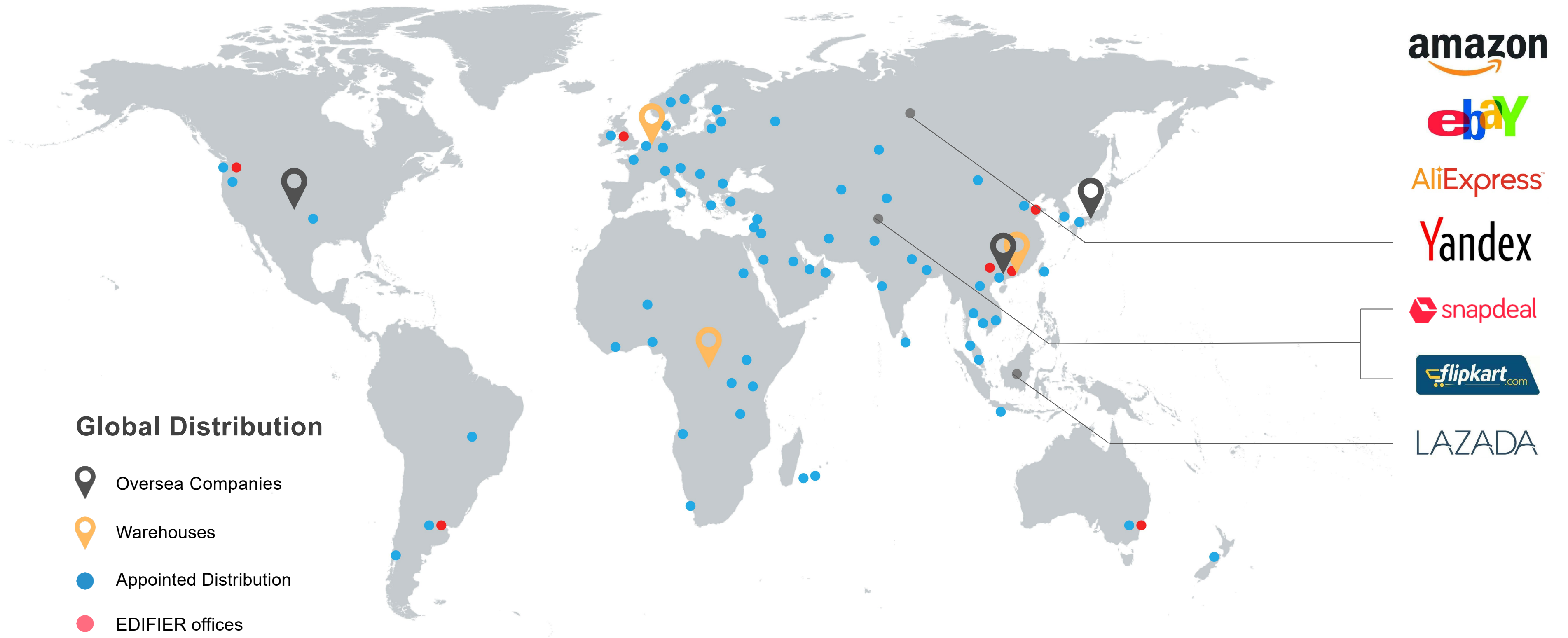
Sub-brand specialized in *automobile audio products*, registered in China.



# Brand Media Coverage



# Global Markets





# Branding - Edifier Global Social Media Management

The image displays a comprehensive social media branding strategy for Edifier Global, featuring three main social media profiles and various promotional assets.

- Instagram Profile (edifier\_global):** Shows 1,367 posts, 23.5k followers, and 4,432 following. The bio includes the Edifier logo, website (www.edifier.com), and hashtags #EDIFERGLOBAL, #APASSIONFORSOUND, and #EDIFAN. A grid of posts features product images and promotional graphics like "SOUNDTRACK" and "STEREO STRENGTH".
- LinkedIn Profile (Edifier International Ltd):** A company page for "Consumer Electronics - Sheung Wan" with 350 followers. It features a banner image of a person wearing headphones and a grid of product photos. The bio includes the Edifier logo and the hashtag #APASSIONFORSOUND.
- Facebook Profile (@edifiertglobal):** A business page with a banner image of a couple listening to music. The bio includes the Edifier logo and the website. The page features a "Shop" section with products like H840 Headphones (\$39.99), H880 Hi-Fidelity Headphones (\$149.99), and W800BT Headphones (\$49.99). It also includes a "Posts" section with a recent post about Edifier TWS 6 Earbuds and a "Community" section with 180,301 likes and 180,053 followers.

Additional assets include a grid of product images, a "STEREO STRENGTH" graphic, and a "GITEK Technology Week" event graphic.



# Branding - Edifier Global Social Media Management



# Industrial relationships

## Audio System Technology



THX



## Connectivity Technology



Bluetooth

WiFi





# Corporate Social Responsibility



## Workshop

Edifier has a pioneering and innovative corporate culture with a flat management structure, which provides an excellent platform for passionate and visionary acoustic talents to evolve. The company recognizes their employees' self-value, the individual's personal growth, and provides various kinds of training, development and foreign exchange opportunities each year.

Edifier seeks diversity, with a balance of employees from all walks of life and values every employee in their respective roles.

Edifier cares for its employees. The company provides comfortable working and living environments as well as flexible working hours for its 3,000 employees in its factories. Each factory is equipped with vegetable fields, bars, cinemas and more with employee sport meetings, yacht club and tours that are regularly organized.



# Corporate Social Responsibility

## Environmentally friendly

Edifier adheres to its principles of energy conservation and remains environmentally cautious at every stage. The brand uses recyclable and biodegradable materials and implements a wastewater treatment system to help reduce the environmental impact of its products.

The factory contains high-tech energy control systems, such as heat recovery and solar energy systems while also providing recycling services to help maintain its waste and reduce the harm to the environment.

