

We Help People Work Better!

**We work together
to create a better future!**



Zhuhai Aicon Image Co., Ltd.

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We aspire to become a world-class retail service provider of laser printing consumables



Efficient · Healthy · Pleasant

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About iAicon

We aspire to become a leading brand of printing solutions in the world's developing markets.



Aicon Image Co., Ltd was founded in 2006. Our headquarters is located in Zhuhai. Over 18 years, our products have been sold to 127 countries.

**WE
ARE**

We are one of the few multinational companies that have always adhered to brand strategy.

We are an international brand for printing consumables that understand the compelling needs of the region, locals, partners and direct consumers, when it comes to their best printing needs.

We are a professional team that extensively explores local markets, helps our partners face all kinds of competition and challenges, and rapidly iterates products and services.

We are hand in hand to ensure our partners achieve sustained profitability, fight side by side.

We are a national brand that actively integrates into local markets, respects local customs, serves the community and creates local jobs.

We are a global brand that insists on building a win-win and symbiotic industry ecology, and rejecting inferior products with low price and vicious competition.



Development Path

2023

The organization structure had been changed to the globe headquarters and 8 business units to match the "Global Brand, local practice"

2021

The key partnerships are implemented to ensure the stakeholders' mission and benefits, and to enhance the centripetal force and cohesion of the team elite.

2018

During the event of the Leopard change management in Jinggangshan, The tradition export business model is going to change into "Global Brand, local practice" or "Global Brand, local service" or "Global Brand, local experience" model had been finalized and start execution, in September, the new business development unit is set to start the first djoint venture company in the Philippines.

2017

The modern enterprise management concepts had been imported by the STM enterprise management consultant team; the team elite started a 100-day training journey.

2016

An experienced and professional international business team is formed and trained. Aicon products were sold to over 100 countries.

2012

Acco co-founded the toner cartridge factory which grew to the top 10 in the industries in a short period of time.

2011

The company name is changed to Zhuhai Aicon image Co.Ltd, the company value is "Heart-mind oriented" and the Brand is updated to i-AICON

2009

Acco is the co-founder of the compatible inkjet cartridge factory which grows to the top 3 in the industry in 3 years.

2008

Developed the new mold for OKI type 9 drum unit, Was the first and only supplier for Two years

2006

Zhuhai AICON printing consumable co., Ltd is established (The Former Zhuhai AICON Image Co., Ltd), and AICON BRAND IS BORN!

Mission Vision Values

Mission

We help people work better.

Vision

We aspire to become a leading brand of printing solutions in the world's developing markets.

We are devoted to high staff well-being, respected, and built to last world-class enterprise!

Values

- Integrity
- Ambitious
- Innovative
- Caring & Cooperation
- Open minded
- Never give up



International Brand & Localization Expert



Acco
CEO

Simone
Co-Founder

Maggie
Co-Founder

We Have...

1 Top management team

CEO: ACCO, MBA of from the University of New South Wales in Australia, with over 20 years' experience in global branding, management and marketing. Once served as the export manager of a leading consumable brand manufacturer in Zhuhai and was responsible for the industrial chain.

Co-founder: Simone, a Chinese Australian, one of the earliest pioneers of import and export trade in China, with more than 25 years of practical experience in cross-border trade (international business) of printing consumables. Built multi-engine development driving force of "product + talent + channel" for AICON.

PMD: Senior product engineers who master the industry's front-end R&D and technology.

HR: Experts from Huawei.



We help people work better!



2 Senior management experts + local service experts

We have more than 10 senior management experts from China's top international brands (covering marketing, products, planning, supply chain, channel, etc.) to promote our vigorous development.

We attracted local service experts to provide brand development strategies and industry solutions for the development of local brands, and continue to inject momentum for vigorous development.

3 Core management team + professional service team

We have dozens of international trade experts with more than 10 years of experience providing 24x7 services.

4 Focus on R&D of toner cartridges and technology knowhow for over 18 years

We have industry-leading and professional product knowhow and R&D team to provide core competitiveness for our long-term development.

5 Provide tailor-made MPS solutions

We offer competitive and differentiated MPS with a comprehensive industry-university-research cooperation system.

6 Help clients build the competitiveness to win business under close-to-OEM products.

We have developed professional teams that can comprehensively boost the operation of localization brands, with a high sense of mission, complementary capabilities and sustained profitability, and build a comprehensive competitiveness comparable to the original to achieve anti-risk and sustained profitability.

7 First-class think tank

We have senior management consultant teams from global 500 enterprises such as Huawei, Alibaba and 7-eleven as well as top consultant teams from Japan, Taiwan and Europe to provide medium and long-term planning in brands, products, talent development, and localized operations, etc.

Professional Products

Toner Cartridge · Copier Kits & Drum · Ink · Ribbon



Professional Products and Solution Service Provider

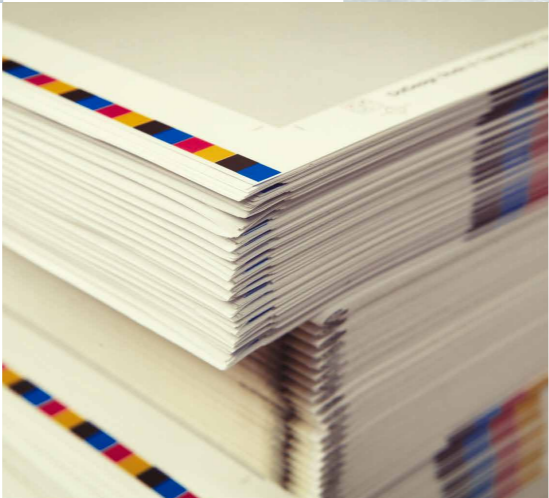


Efficient:
 Consistent quality, less defectiveness
 Higher print page yield
 Product lines covers all printer brand



More enjoyable:
 Efficient, healthy, vivid and impressive output to bring an enjoyable printing experience.

Professional:
 Keep in new model release
 Solution consultant on printing according to different scenarios



Healthier:
 Certified by ISO14001 & 9001&45001
 Certified by REACH & RoHS
 Well assembled
 No leakage of toner powders
 No unpleasant smell
 No abnormal sound



We provide professional, efficient, healthy, and enjoyable printing consumables and solutions, with toner cartridges as our core product based on local application scenarios.

Our products have consistent printing quality, continuous stability, low defect rates, and rapid new product launches.



i-AICON Facility



R&D testing

More than 200 test devices, including hot-selling and new copiers and printer models of various brands, to ensure perfect product adaptation



Raw material warehouse

Use a constant temperature warehouse to keep the storage environment temperature and humidity constant to ensure the quality of toner



Automated production line

- Automated assemble production line
- Efficient production
- Guaranteed stable quality



Brand Story

Help customers in One Belt One Road countries to reduce the cost of using original consumables.

Start-up

Starting as a small company, founder Mr ACCO was determined to serve global customers, especially developing countries along the One Belt One Road, to help customers in these countries to reduce the cost of using original consumables and eliminate the troubles caused by using low-priced and low-quality consumables.

Continuously iterate technology and quality to improve service.

19 years

In the past 18 years, we have encountered setbacks and faced crises, but with the support of partners in 127 countries around the world, we have persisted. We have continuously iterated our technology and quality and improved our services to get to where we are today.

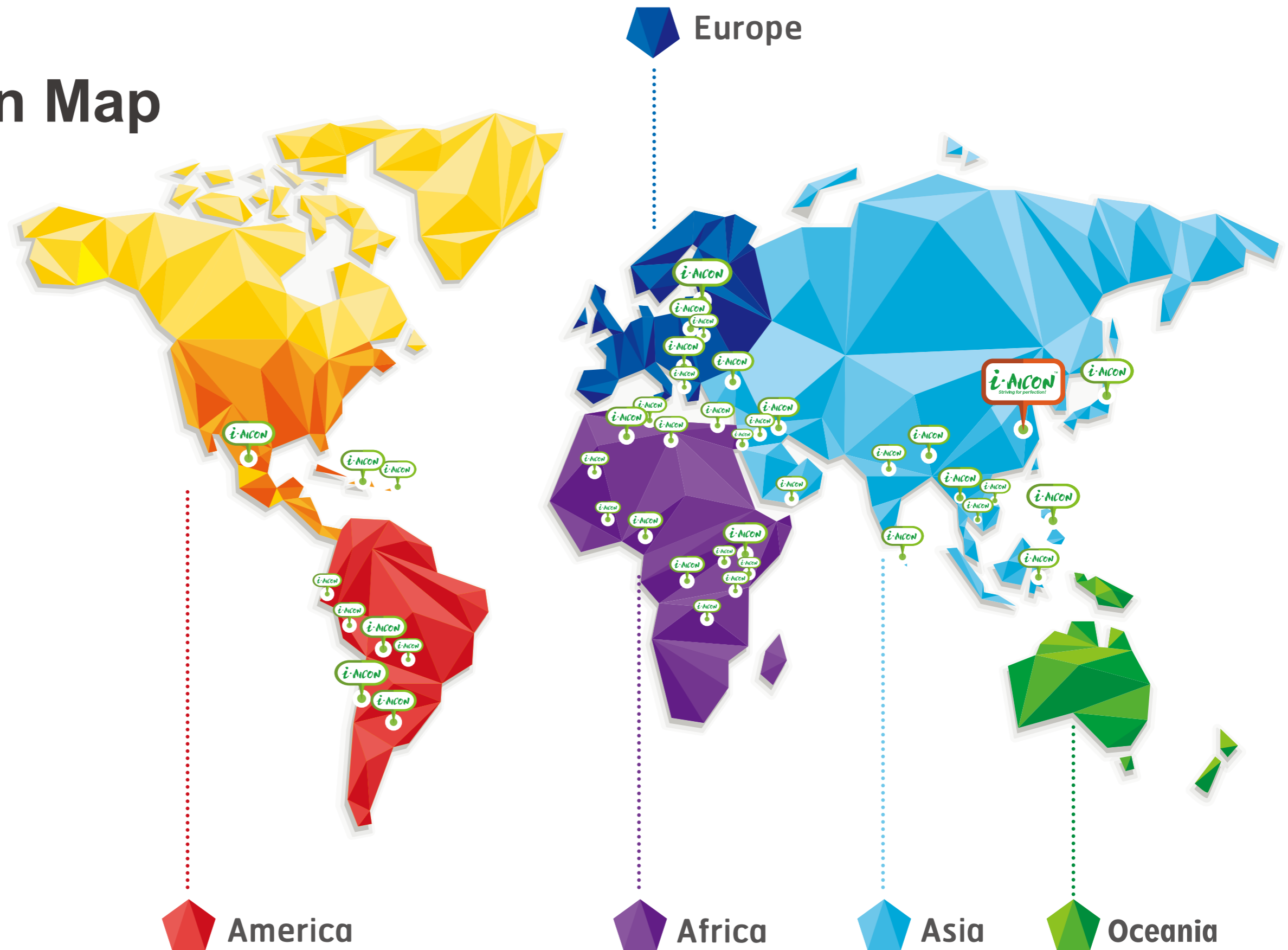
We will continue to move forward with our original aspirations.

Future

18 years have passed, and we have achieved fruitful results. Our partners deeply agree with our philosophy and have helped us serve tens of thousands of users. In the future, we will continue to move forward with our visions.

i-AICON Distribution Map 2025

- | | |
|--|---|
|  Vietnam |  Mexico |
|  Saudi Arabia |  Ecuador |
|  Turkey |  Argentina |
|  Yemen |  Dominica |
|  Kuwait |  Bolivia |
|  Lebanon |  Paraguay |
|  Azerbaijan |  Venezuela |
|  Syria |  Uruguay |
|  Peru | |
|  Tunisia |  Bulgaria |
|  Egypt |  Lithuania |
|  Algeria |  Romania |
|  Mali |  Slovakia |
|  Tanzania |  Slovenia |
|  Nigeria |  Serbia |
|  South Africa |  Albania |
|  Burkina Faso |  Philippines |
|  Morocco |  Indonesia |
|  Guinea |  Bangladesh |
|  Cameroon |  Pakistan |
| |  Cambodia |



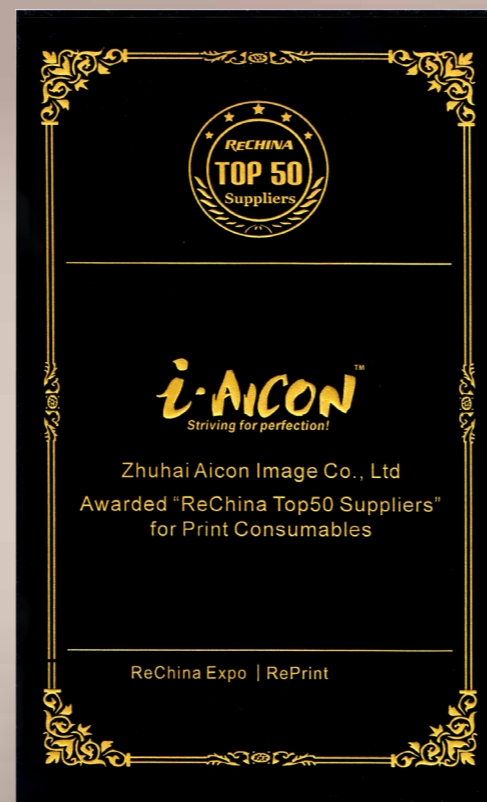
Honors & Qualifications

Based on user experience and adhering to the concept of creating excellent products, we have always been committed to providing users around the world with more efficient, healthier and more enjoyable printing consumables and solutions.

We appreciate for all our esteem clients and partners' kind support and trust during our brand globalizationing.



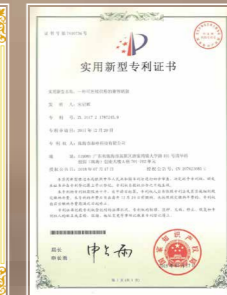
*Ranked first in overall votes.



*Ranked Top 3 in overall votes.



Over the past 18 years, we have been forging ahead and advancing step by step.





We are business partners.
We share weal and woe, rise to the challenge, and share success and joy.
We are strategic partners.
We join forces & challenge to overcome all difficulties.
We are a community with a shared future.
We help and care for each other, share achievements and setbacks, guided by win-win cooperation.

We work together to achieve a more efficient, healthier and happier work culture and environment.
We work together to iterate products and services, benefiting hundreds of millions of users.
We work together to build sales networks and new business models.
We work together to strive for excellence and constantly improve operation efficiency.
We work together to create an international brand.

If you want to achieve the Top 3 player in the local printing consumables market.
If you want to achieve high output with low input while achieving sustained profitability.
If you want to achieve sustained profit growth.
If you want to stand out in a competitive environment.
If you want to develop your business through a fast-growing brand.

**Join
US**



We work together
To build a highly respected brand that locals trust

Aicon Agent Recruitment



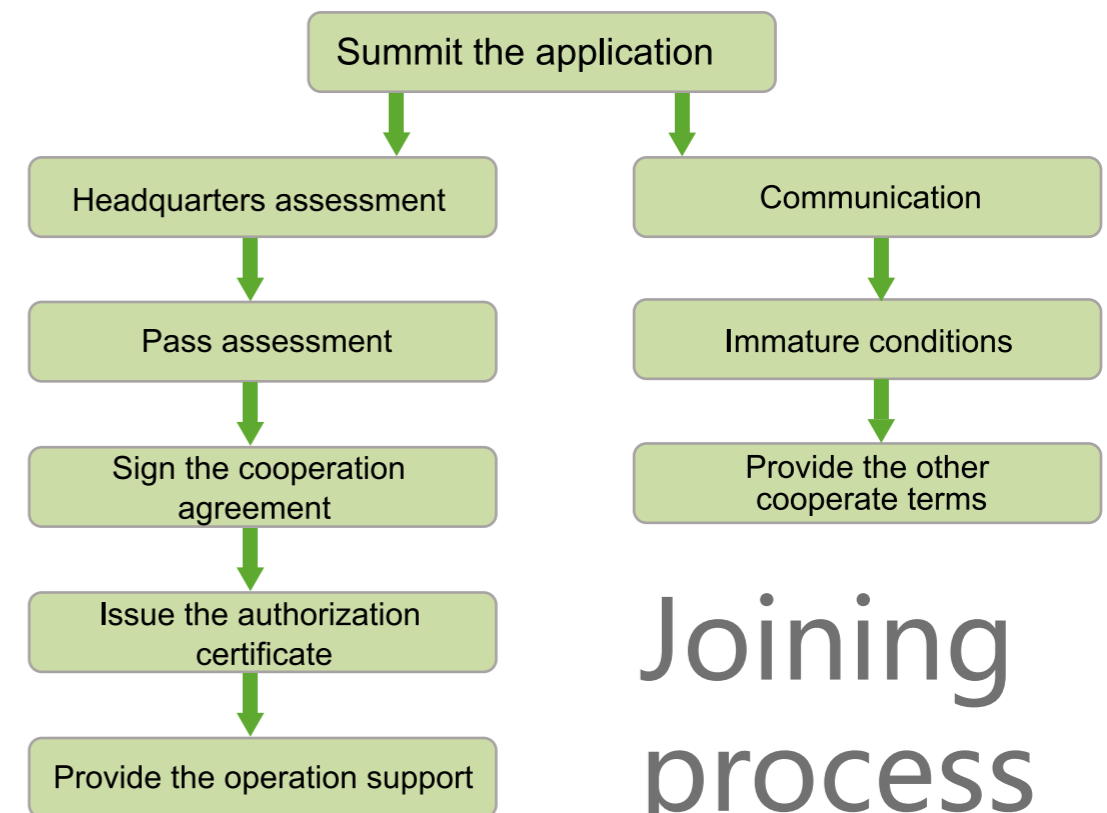
National agent:

National agents are those brand agents designated in different countries. They are companies that have a local basis and channels to engage in printing consumables, office equipment and peripheral businesses, and hope to become market leaders.



Requirements of Authorized National Agent

- 01 Have a good market structure, have brand marketing and management awareness, clear development goals and vision
- 02 Have a sales network of printing supplies and office-related channels, and be very familiar with the local market familiar supply and demand.
- 03 Have good financial with, operational, warehousing and distribution strength, as well as good local reputation, and be able to effectively implement the brand's distribution policies and marketing activities.
- 04 Have relatively systematic management capabilities, including organizational management, warehouse management, capital management, customer management, etc.
- 05 Operate in good faith and abide by the law, have a collaborative and win-win mentality, and be willing to face challenges and solve difficulties together



Joining process

Help you become the top main player in the local market!

Provide one global brand and a comprehensive profit model to ensure that brand agents and dealers become the main players in the local market.

An exclusive business model to ensure profit from investment!

Assist in brand building, channel development, advertising, marketing, service network, inventory management, etc.

Low investment, quick profit return and strong sustained profitability with no operating pressure!

Why Choose Aicon



AICON

Brand Advantages

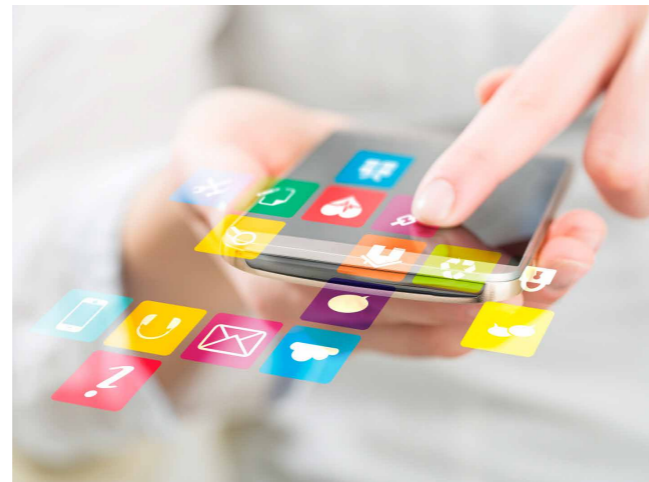


Brand advantage

- international leading brand of printing consumables!

After more than 18 years of accumulation, we have practiced our brand globalization strategy, and our businesses covers more than 127 countries and regions around the world.

Our products and services have been highly received and praised by the majority of our users and partners.



Communication advantage

Wide influence - Accurate coverage of specific industries, specific users, online, outdoor and other communications media.



Channel advantage

Strong expansion - Provide diversified channel expansion model to ensure the point-to-point, surface-to-surface and end-to-end expansion of channel competitiveness.



Professional advantage

High recognition - our products have been recognized by customers and mass consumers from specific industries such as government institutions (postal, electricity), banks and hospitals in Japan, Germany, Mexico, Philippines, Vietnam, Bulgaria, Egypt and Lithuania, etc.



Service advantage

Comprehensive system: Provide system services in brands, products, online and offline integration, store branding construction, inventory management, etc.

Policy advantages

Five major policy advantages - work together to win the future!



Policies to improve operational efficiency:

Regularly provide support policies for stores, stores, e-commerce, On-site services, etc.



Service professionalization policy:

Regularly conduct online professional skills training for sales, after-sales, and technician to improve rapid response capabilities.



Brand globalization policy:

Collaborate with global partners to replicate and share successful operations and jointly build a global brand image.



Product localization policy:

Combined with front-end market information, we provide marketable products, products for local application scenarios, with complete styles and functions to meet diverse market needs.



Policies to reduce operating pressure:

Provide various operating strategy suggestions and sales management policies to reduce fundamental operating pressure.

Business advantages



Four major business advantages - ensure normal and orderly operation and quickly return on investment and make profits!

Provide exclusive operation and protection:

Exclusive regional operation, unified price, unified image, provide price guarantee, ensure profit margin, and fundamentally eliminate the hidden danger of price confusion.

Quality Assurance:

Using first-class production and manufacturing technology, strictly controlling quality, providing high-quality, efficient, environmentally friendly and healthy products, and effectively protecting the core rights and interests of franchisees and agents.

Quick response:

Direct communication with the president ensures quick response of supply and logistics in all aspects, and shortens delivery time to the maximum extent.

Comprehensive service:

Provide systematic training on sales skills, product knowledge, after-sales service, etc. to ensure that franchisees and agents can enter a good situation of investment profit in the shortest possible time.

CEO Express

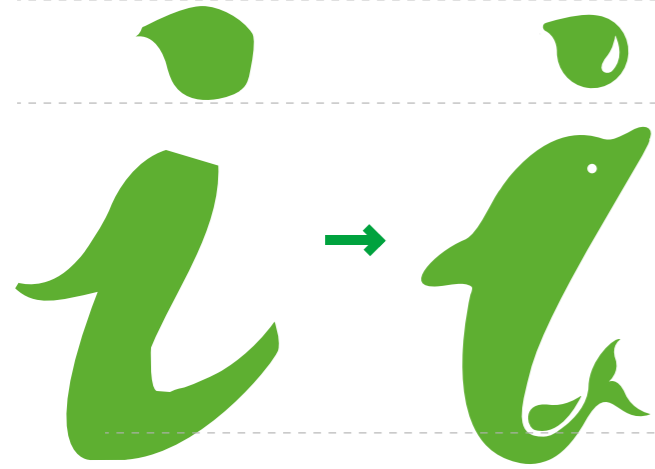
Communicate directly with the CEO



CEO: Acco

Email: ceoexpress@iaicon.com





Symbol evolution

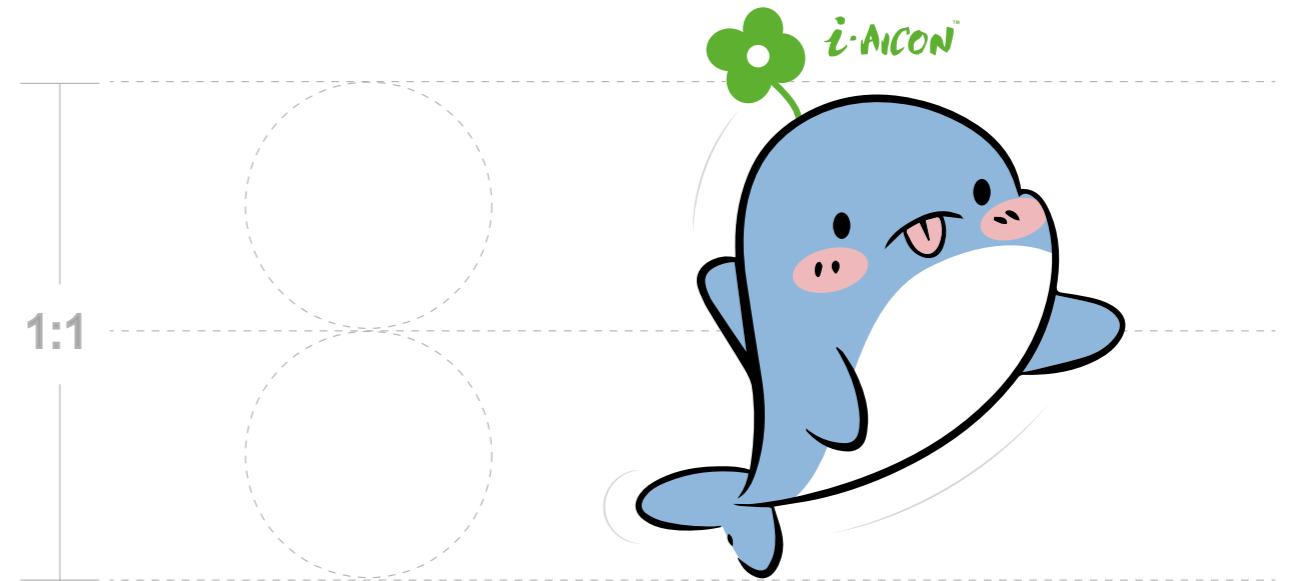
Dolphin

- Friendly and lovely image
- teamwork
- Full of vitality and vigor

Water Drop

- Represents the source of life
- The company cherishes life and nature.
- Flexibly adapt to the variable market conditions

iAicon IP



Four Leaf Clover

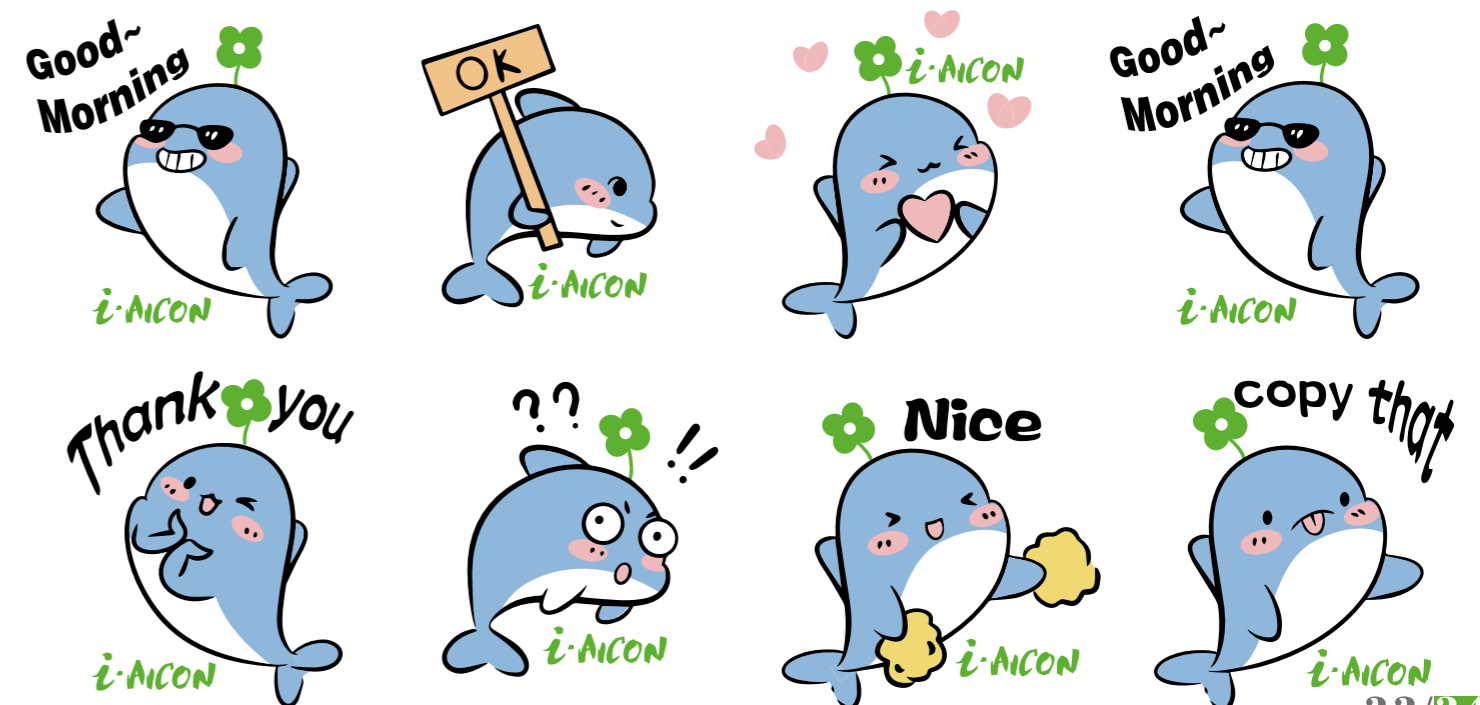
Company culture
A symbol of hope, faith, love, and luck

Dolphin

Pted i·AICON corporate symbol (dolphin)
Strengthen brand identification



Emoticons on social media



Marketing support

01 Market development support

- Ensure investment benefits and maximize profit value!!

1. Experience sharing support: collaborate with global partners to replicate and share successful experiences
2. Channel development support: collaborate with partners to develop and manage secondary channels
3. Product development support: combine front-end market information to provide marketable products for local application scenarios to meet diverse market needs
4. Professional training support: regularly conduct professional skills training for sales, after-sales, and technical personnel to improve rapid response capabilities
5. Sales policy support: provide various business and sales policies to fundamentally reduce business pressure
6. Marketing support: formulate marketing policies for application scenarios in different channels and markets

02 Promotion activity support

- Assist in grabbing market share!

1. Targeted promotions for core industry customers
2. Promotions on different platforms and channels
2. Hot-selling promotions
3. Counterattack promotions on competing products
4. Inventory explosion promotions
5. Promotions in combination with local off-season and peak-season promotions
6. Opening and store anniversary promotions
7. Holiday promotions



03 Market tool support

- Directly provide to partners to help them achieve growth!

1. Provide sales tools: including posters, brochures successful cases, etc.
2. Provide promotion tools: including free samples, gifts, etc.
3. Provide advertising tools: videos for products and brand stories.
4. Provide display props: including sales kits, clothing, display cabinet, booth decoration, kiosk, etc.

04 Brand communication support

- Achieve full coverage from graphic, space to streaming media!

1. The headquarters and regions jointly carry out new media communications.
2. Trade magazines, media, exhibitions, forums and other support etc.
3. Order-placing meeting, distributor conference, launch event and other program support etc.

05 Technology and service support

- Professional focus creating a better future

1. Provide service system construction.
2. CRM user management system.
3. Provide full support in product technology and services, including technical guidance and training courses.

Successful Cases



Part of the cases are shown

i-AICON in Vietnam

◆ About i-AICON Vietnam

i-AICON Vietnam is a 100% owned subsidiary of I-AICON in Vietnam, currently has 10 employees (5 sales staff, 3 technical staff, 1 administrative staff, and 1 financial staff), and is still expanding. Since 2022, the company's business activities have covered many provinces and cities in Southern Vietnam, with revenue from A4 toner core products growing from almost zero to a product with wide market coverage.

i-AICON Vietnam serves many national public organizations, including large corporations, foreign enterprises, banks, schools, hospitals, ministries, and government agencies, and other diverse customers such as VNVC, Vietcombank, and Shinhanbank. The company has built a good reputation, high recognition, and a highly engaged marketing network in Vietnam.

i-AICON Vietnam currently owns a full range of products such as toner cartridges and ink for A4 printers, components and consumables for A3 photocopiers, toner cartridges, inkjet cartridges, ink ribbons... which, toner cartridges with encoding chips, A3 photocopier components and commercial inkjet printer products all have top quality and resource advantages.

◆ Development orientation of i-AICON Vietnam:

The current business model of i-AICON Vietnam is to provide integrated printing solutions for end-user businesses. After more than 2 years of exploration, the company has accumulated rich experience in sales and customer service, with complete solutions for many different printing scenarios.

With the brand's influence increasingly expanding, i-AICON Vietnam hopes to be able to activate the advantages of distribution channels and products, and seek like-minded

distribution partners to strive together, thereby achieving the strategic goal of leading the A4 product market share in the local printing industry. At the same time, the company will work with distribution partners to build a profitable, reputable, and sales-driven brand, leading the industry to sustainable development.

◆ How to ensure implementation:

- Provide quality products, suitable for the full range of product lines of the brand.
- Build a local team, support and activate distribution channel resources, select potential customers, and exploit brand value as well as market demand.
- Jointly build a pricing system and cooperation program with distributors, ensuring profits for all levels.
- Support brand promotion, and provide local marketing materials and campaigns to promote direct sales.
- Based on a deep understanding of users in major industries and business models, provide a "machine + supplies" overall solution strategy, aiming to create sustainable profitability.
- Provide product value assurance, ensure brand reputation and implement closed pricing, enhance brand reputation.

◆ Promising future

In the next 5 years, the I-AICON brand will become the leading brand in the field of document printing in the Vietnamese market, firmly grasp the leading position in the A4 segment, and become a strong brand of A3 products with a full product line.

Distribution channels at all levels will achieve ideal profits, and the market share of products in existing channels will



grow rapidly. Combined with the "machine + supplies" overall solution strategy, the company will activate the resources of existing industry users, thereby creating a superior competitive advantage.

Looking to the future

Friendly cooperative customers

			If you have any cooperation intention, please contact us....



more than 200 branches), national book store (a famous stationary supplies chain brand in the Philippines, with more than 240 branches) and expression (more than 100 branches), and doubled its sales in two years, with net profit of more than 40% for two consecutive years, even in the case of numerous lockdowns.

Through cooperation with i-AICON, it has increased profits year after year and has a wider choice of services and models. Under the influence of the COVID-19 pandemic, its sales have increased by 70% from previous years and it has grown by 11 employees.

◆ **How to ensure implementation**

- Carry out annual local authorization, sales rights and price protection;
- Assist in channel strategy, product strategy, price strategy and warehouse management;
- Have exclusive brand authorization, establish joint venture, with exclusive enterprise management and chain operation consulting and counseling, and improve its management ability; Jointly formulate MPS solutions and promote them nationwide;
- Provide product quality assurance, take "100% quality, 60% price" as the promotion strategy for the original standard, integrate brand resources, successfully enter the KA chain supermarket, and achieve brand premium.

i-AICON in Philippines

◆ **Background**

The i-AICON agent in Philippines was a MPS company in the town near Makati city before cooperating with Aicon.

He has quite good relationship with local associations, media, educational institutions and chain stores.

He purchased printer and consumables from EPSON, CANON and other original resellers in small batches.

He was under rapid Growth at that time by his innovative mindset and innovation ability.

He found limitation on the former business model and hoped to become a well-known brand agent in the Philippines, go IPO and become a scaled, managed and strong international company.

• It was a small local MPS company with no control over channels or customers outside its territory.

• Single channel and insufficient volume made it impossible to rapidly increase sales.

• It was unable to obtain primary supply resources and its long-term comprehensive strength was insufficient.

• Due to its insufficient influence, it hoped to receive local brand and price protection, as well as multi-channel operation policies.

• It was backward in management and brand awareness, and lacked confidence to manage the brand well. The operation efficiency and benefit could not be guaranteed for a long period of time, so it hoped to cooperate with an international brand.

◆ **Major concerns and pain points of i-AICON agent in Philippines prior to joining**

◆ **Status of operation**

Through joint distribution channels, it maintains its sales volume with the same as that in 2019 despite the COVID-19 pandemic. Within cooperation, it ranks top 5 in terms of imports in the industry.

By partnering with an international brand, it has significantly reduced operation costs for MPS and improved its bid competitiveness.

International brand endorsement makes OEMs become our customers, and attracts their senior executives and sales managers to form a high-quality sales team of more than 20 people.

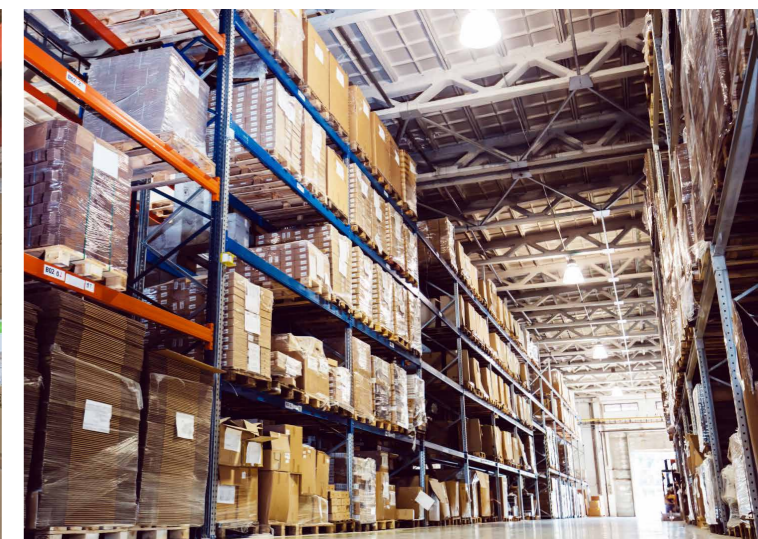
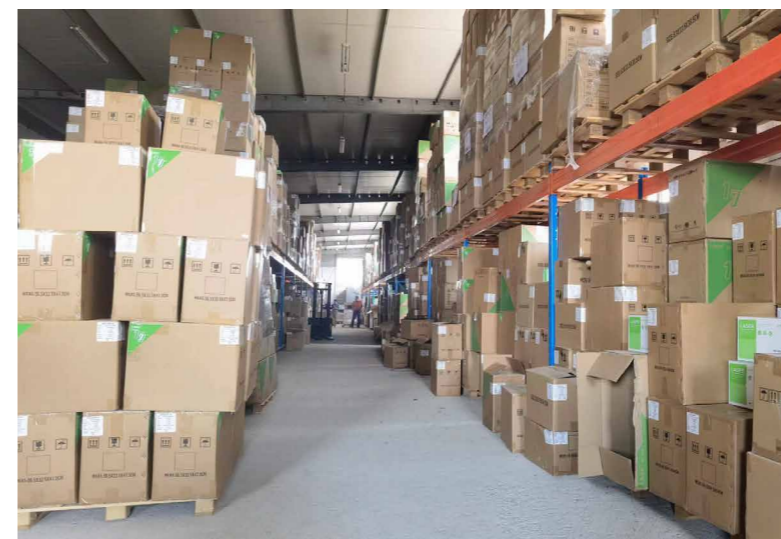
Empowered and guided by i-AICON, as well as the establishment of distribution channels, it has entered SM Mall, OTAGON (a well-known IT chain brand in the Philippines, with

Help the agent to become the TOP1 local brand in compatible toner cartridges, achieve full channel coverage, implement distribution and direct sales, and become the main supplier of toner cartridges among local MPS providers within five years.

Go IPO within five years, and have a significant improvement in various channels.

Looking
to the
future





i-AICON in Bulgaria

◆ Background

The i-AICON agent in Bulgaria was an agent of Canon in Bulgaria, with two warehouses, 10 sales outlets, more than 30 employees, and 10 provincial agents. Its business scope includes wholesale and MPS, and its consumables business volume is among the top three in Bulgaria. Before it became the agent of i-AICON in Bulgaria, it never import from China.

◆ Major concerns and pain points of i-AICON agent in Bulgaria before joining

- Small-scale retailing.
- Overstocking concerns.
- No close connection with the supply side, no support from manufacturers in China, and no confidence to face challenges from stronger competitors.
- Have insufficient brand influence, and hope to cooperate with an international brand.

◆ Status of operation after joining

It ranks among the top three in Bulgaria in terms of business volume and top one in local market share. After joining, the purchasing volume reached to three 40HQ containers per month, its market share has accounted for 80% of the total Bulgaria market, and gradually expanded its sales channels to the Balkans and other regions. Its profitability has improved tremendously. (covering 10 countries including Czech Republic, Ireland, Malta, Lithuania, Croatia and Slovenia, with Bulgaria as the center.)

◆ How to ensure implementation

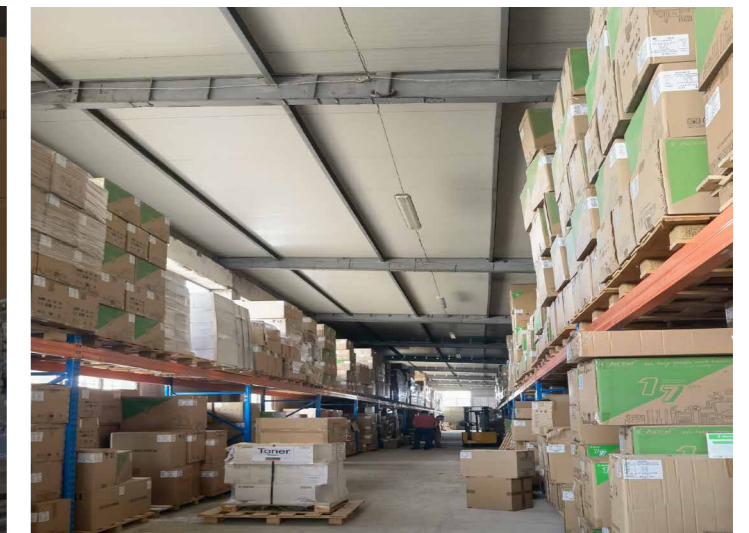
Provide competitive price system;
 Carry out channel expansion, and set up offline agent networks;
 Iterate and improve the local system, and build the core competitiveness of MPS products;
 Jointly explore local profitable products, build IT service network, further improve service efficiency and enhance brand viscosity through the system.



Looking
to the
future

Rank NO.1 in business volume in Bulgaria.

Set up online and offline agent sales network, and made it more convenient for end users to experience our products and services, and achieved customers' preference and favor, and finally became the "King of the Balkans".





i-AICON in Mexico

◆ Background

The i-AICON agent in Mexico was a large local MPS supplier with a strong service team. Its service network covers all regions of Mexico. Its products include Kyocera, HP, Canon, etc.

Before joining i-AICON, it mainly engaged in original products and occasionally had the demand for compatible consumables. However, it only purchased from local sources, with stable sales volume, but it did not grasp the bonus period of compatible consumables.



◆ Major concerns and pain points of i-AICON agent in Mexico prior to joining

- Procurement costs were high. It expected to buy directly from China to reduce its current cost of compatible consumables.
- It was only a user, and could not enjoy the dividend of compatible consumables developing vigorously in recent years, so it hoped to grow together with a professional brand of compatible consumables.
- Although leasing business has high profits, it has high capital occupancy and low capital turnover.

◆ Status of operation

- The procurement costs fell substantially, and it expanded sales and profits by entering more markets on the basis of stabilizing its existing customers.
- Worked with i-AICON to expand and quickly enter the wholesale channel by making use of its existing strong market coverage network and personnel.
- Its cash flow has been improved significantly.

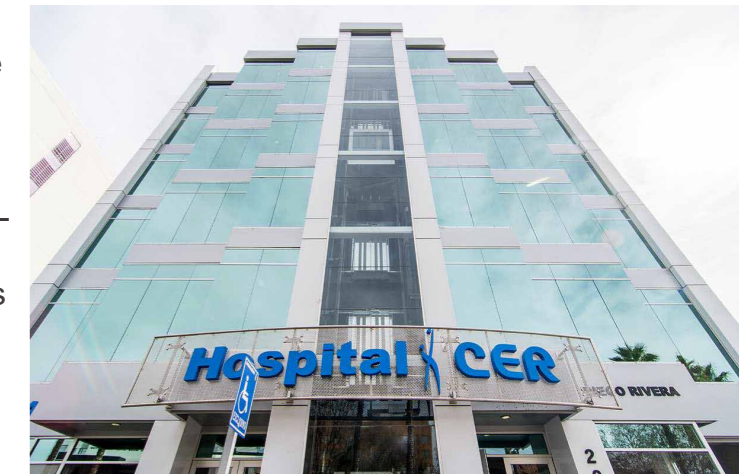
◆ How to ensure implementation

- Establish a team jointly managed to accelerate the development of the wholesale market.
- Provide local support to solve after-sales problems on site, as well as improve response and service efficiency.

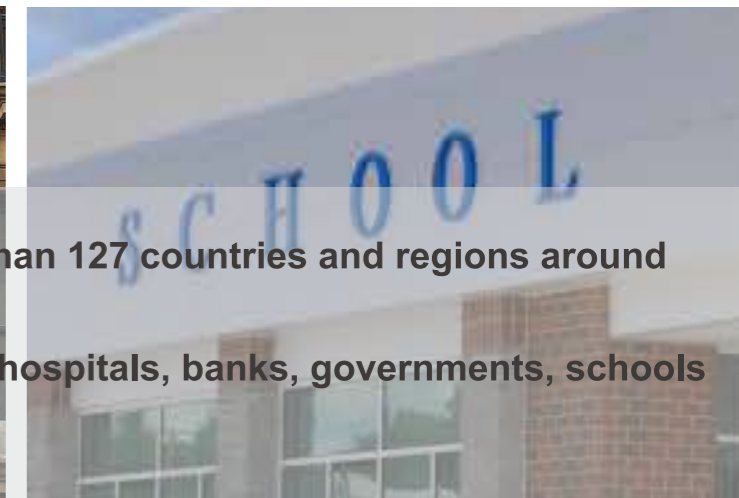


Looking to the future

Rank NO. 1 in Mexico in terms of business volume of MPS, and make the i-AICON brand be a synonym of "high quality" and the preferred compatible brand for governments, banks, enterprises and schools.



Our products are sold in more than 127 countries and regions around the world. Covering specific customers in hospitals, banks, governments, schools and other industries.





i-AICON in Romania



i-AICON in Egypt





We have Succeeded...





We aspire to become a leading brand of printing solutions in the world's developing markets