



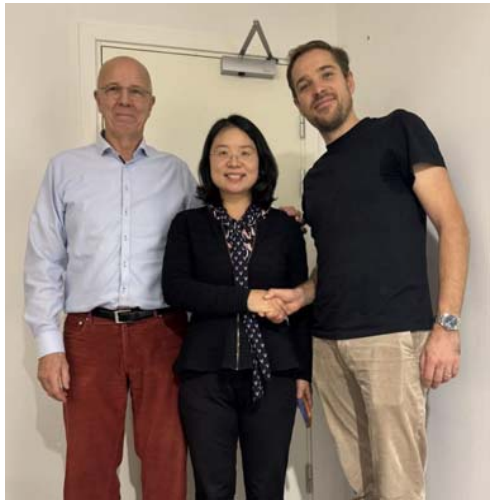
# Strategic Partners' Event

Go Beyond, Stronger Together





# Why We are Here





# The World is in Great Uncertainty

## U.S. Tariff Incidents



### Global Economic System

U.S. Foreign Debt

China's Exports



### Global Political Extremism

Severe Stand - offs

Turbulent Environment



### International Relations

Severe Stand-offs

Turbulent Environment



### AI Technology Development

Production Modes

Innovative Technologies



### Force Majeure Factors

Natural Disasters

Pandemic Viruses

- ✘ Global crises are not isolated events but the result of the combined action of various complex factors. They represent a comprehensive and systematic deep - seated change that will restructure new social orders and business models.
- ✘ Only by clearly understanding the underlying logic and discerning the development trends can we find new directions amidst the chaos.

# Redefinition of Partnership



We should be The Intelligent, focus on the Win-win Cooperation



- Listen to the Market and follow it
- Guide the industry and love it
- Achieve Win-win Cooperation



**PART1 Century Club**

**PART2 Strategic Plan**

**PART3 Business Plan**



# PART1 Century Club





# Welcome to Century Club







# What is *CENTURY Club*



## Global Strategic Partnership Plan

### Century Club

- Century plans to newly launch a **Global Strategic Partnership Plan** in 2025, aims to create an exclusive high-end cooperative ecosystem composed of industry elites.
- This plan not only opens up various core resources to Century's global partners but also is committed to enabling partners to gain a leading position and a voice in the local market through in-depth cooperation.



**Resource Co-Share**



**Capability Co-Build**



**Value Co-Create**



# CENTURY Club Benefits

## Strategic Resource Support

### Targeted R&D Support:

Provide exclusive product customization and development to meet the needs of the local market.

### Priority Production Right:

During periods of tight production capacity, orders will be prioritized for production arrangements.

### Best Price Policy:

Best price for Century's key partners, help them to enhance market competitiveness.

## Market Brand Empowerment

### Joint Marketing:

Century will plan and execute market promotion activities jointly with key partners.

### Brand Certification:

Century Club-certified partners can share brand benefits, increasing market credibility.

### Case Promotion:

Excellent cases will get the opportunity for promotion through Century's global channels.

## Cooperation Matching Services

### Demand Posting:

Club members can post business information and other demands on the Century platform.

### Matching and Recommendation:

Based on customer data and needs, recommend suitable customer or partner resources.

### Resource Sharing:

Club members can share corporate resources globally, seek cooperation opportunities.

## Innovation and Growth

### Priority Experience Channel:

Obtain the priority trial - use or internal - testing qualification for Century's new products and services.

### Customized Service Packages:

Century expert team will jointly provide personalized solutions for end - customers to meet business needs.

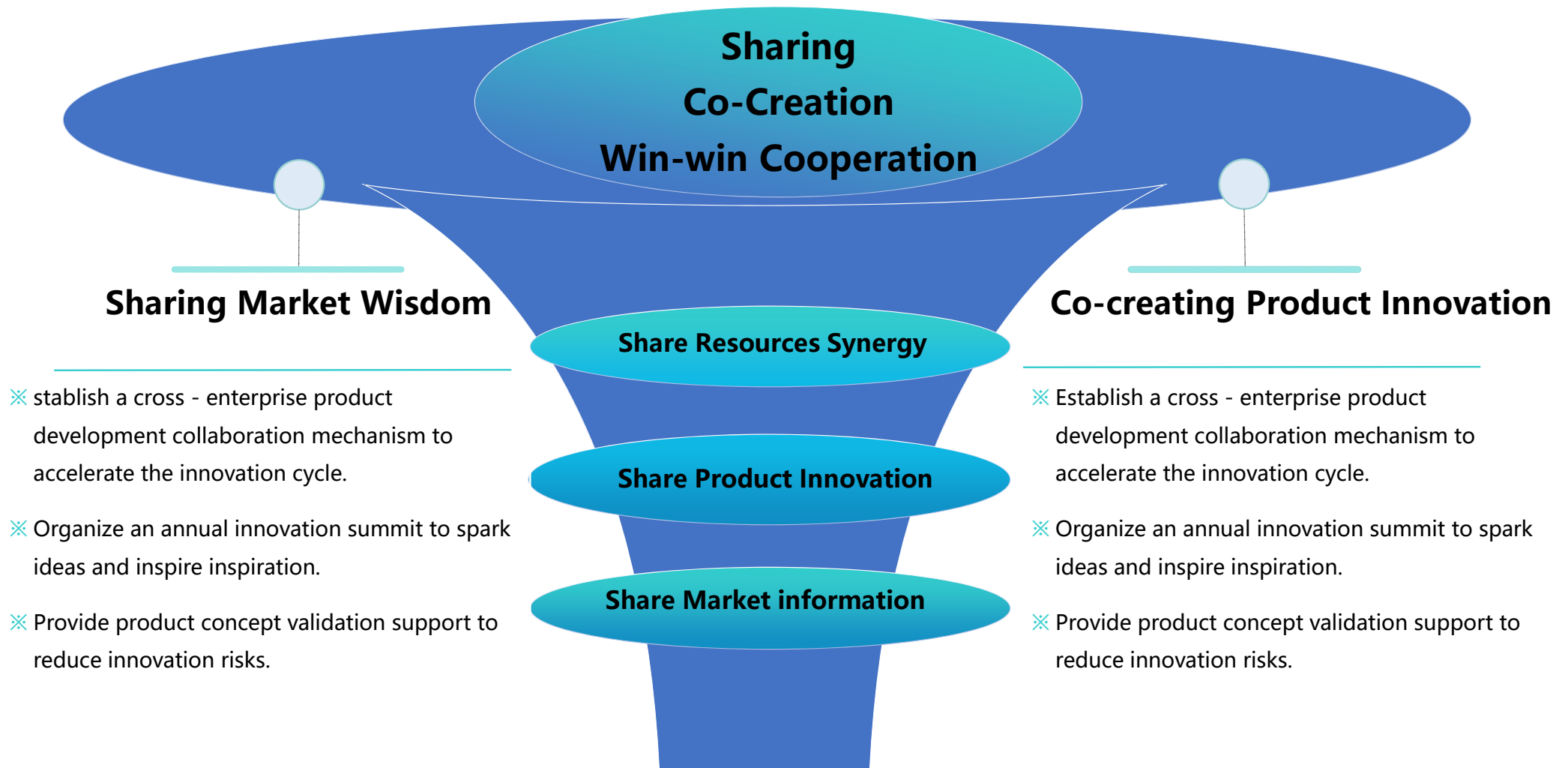
### Technology Empowerment :

Regularly participate in professional training and capability - building activities led by Century.



# Vision and Philosophy

---





# PART2 Strategic Planning



# Background



**Rapid Development of the Internet of Things (IoT)**

**Technology integration**

Integration of RFID and IoT technologies



**Digital Transformation of Retail**

**Omni-channel Retail**

Online and offline integration models



**Increasing Complexity of Global Supply Chains**

**Multi-stage coordination**

Complexity of logistics, increased demand for product visibility and tracking



**Data-Driven Decision Making**

**Applications based on big data and artificial intelligence**

Data analytics optimizing operations, RFID technology can provide substantial real-time data support

✘ According to forecasts by market research firms, global retail sales are expected to reach **\$29 trillion in 2024**, with physical retail accounting for approximately **\$21.8 trillion**. The average annual growth rate of physical retail sales from 2024 to 2028 is projected to be **3.59%**, bringing the total to **\$25.1 trillion by 2028**.

✘ According to IBM's report, 《AI Everywhere is Revolutionizing Retail: Customers Won't Wait》, 73% of respondents prefer shopping in physical stores, yet only 9% are satisfied with the in-store experience. Consumers are seeking a wider variety of products (37%), more comprehensive product information (26%), and faster checkout processes (26%). There is a growing demand for digital integration, with artificial intelligence playing an increasingly important role in enhancing the shopping experience. Integrating digital solutions into in-store experiences has become a key trend.



## 万物感知Recognized

digital signals

emperature, space, touch  
Smell, hearing, vision



Broadband



5G



## 万物互联Connected

online format

Wide connection, extensive connection  
Multiple connections, deep connection



Cloud Computing



Bia Data



## 万物智能Smart

Applications

Digital life  
Digital survival



IOT



AI



EAS Lables



Rotational detacher



Dual Tag



RFID Lables



System



Readers



RFID Reader



Camara

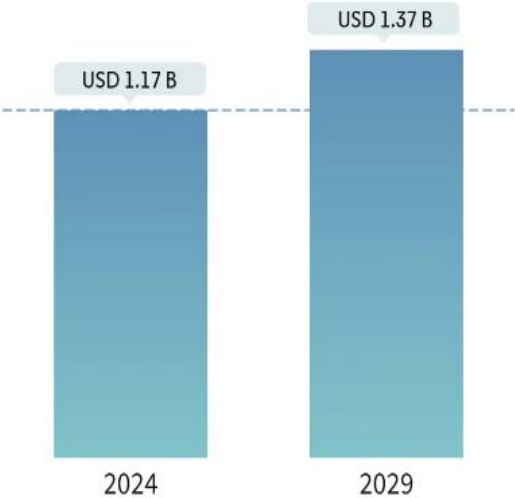


RFID Printer



# EAS Development Trend

Electronic Article Surveillance (EAS) Market  
Market Size in USD Billion  
CAGR 3.29%



Source : Mordor Intelligence

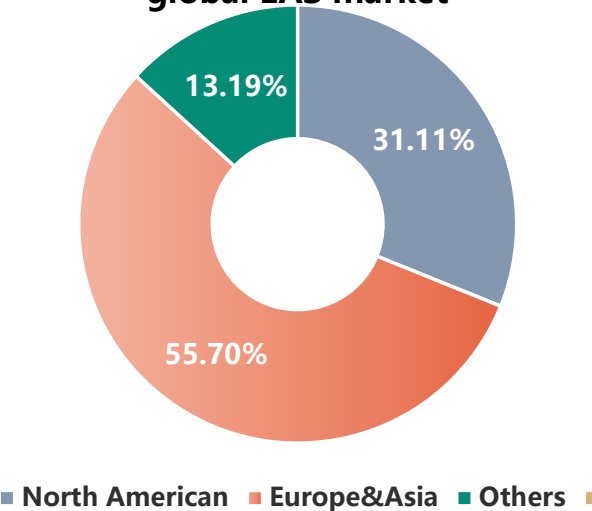
|                        |                  |
|------------------------|------------------|
| Study Period           | 2019 - 2029      |
| Market Size (2024)     | USD 1.17 Billion |
| Market Size (2029)     | USD 1.37 Billion |
| CAGR (2024 - 2029)     | 3.29 %           |
| Fastest Growing Market | Asia Pacific     |
| Largest Market         | North America    |
| Market Concentration   | Medium           |



\*Disclaimer: Major Players sorted in no particular order

EAS市场复合年增长率为3.29%，预计将从2023年的11.7亿美元增长到2029年的13.7亿美元。The compound annual growth rate of the EAS market is 3.29%, and it is expected to grow from 1.17 billion US dollars in 2023 to 1.37 billion US dollars in 2029.

The EAS regional distribution of the global EAS market



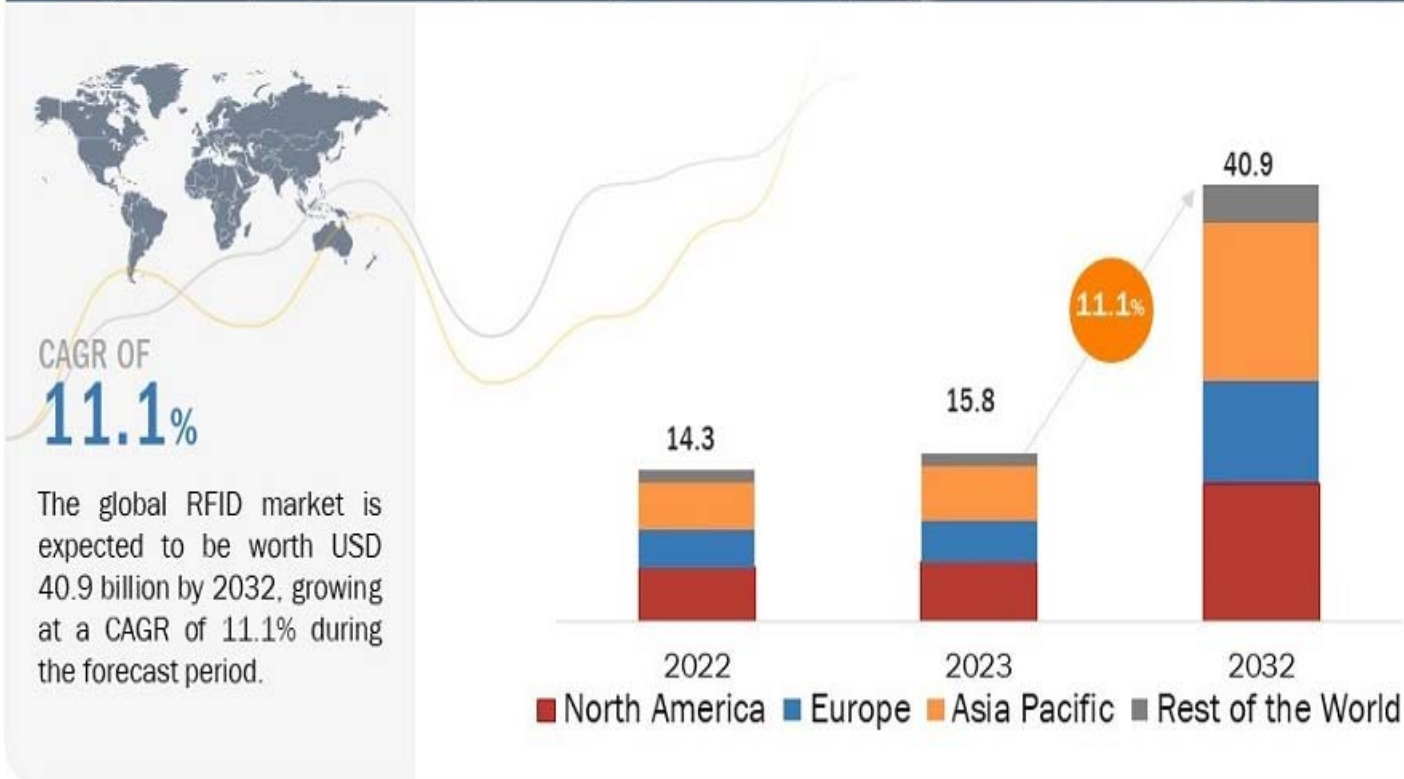
North America is the largest EAS market globally, accounting for more than 30% of the market share. Following that are the European and Asia-Pacific markets, which together account for more than 55% of the share. The Asia-Pacific is the fastest-growing market, followed by South America and Africa.

Data From: Mordor Intelligence



# RFID Development Trend

## RFID MARKET GLOBAL FORECAST TO 2032 (USD BN)

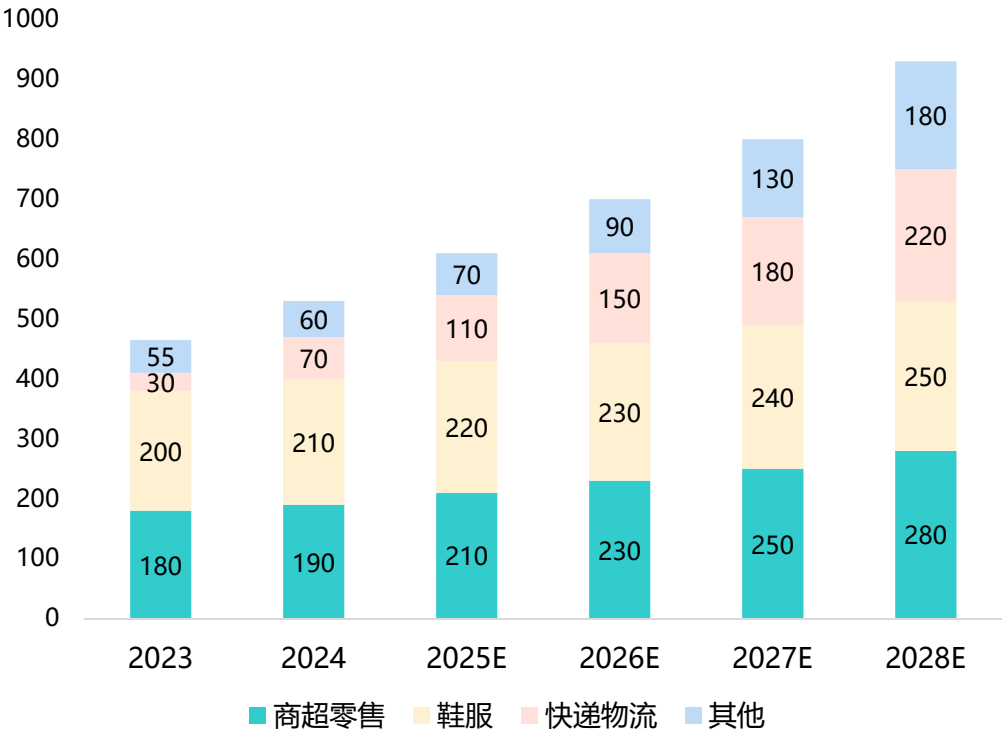


- According to the MM report, the global RFID market will reach 15.86 billion US dollars in 2023, with a compound annual growth rate of **11.1%**. It is expected that the total value of the RFID market will reach **40.9 billion US dollars by 2032**.
- Region: The Asia-Pacific market will be the most active market globally.
- Technology: The demand for hybrid solutions in the RFID market is growing continuously, such as RFID + EAS, RFID + Wi-Fi, RFID + GPS, etc.
- Application fields: Retail, logistics and supply chain, transportation, commerce, as well as other vertical fields related to aerospace, defense, healthcare, animal tracking, and security and access control.



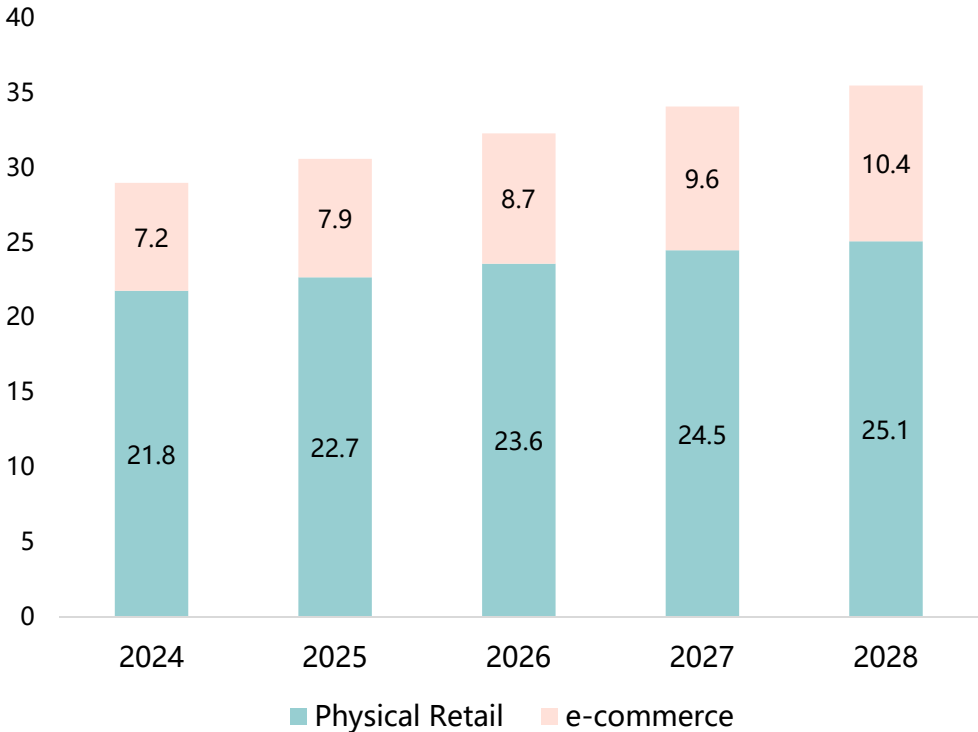
# RFID Development Trend

Global UHF RFID Distrution (in units of 100m pieces)



According to the prediction of AIoT (Artificial Intelligence of Things), the number of global RFID UHF tags will reach 61 billion in 2025. They are mainly used in supermarkets, hypermarkets, footwear and apparel, accounting for as high as 70.5%. Among them, the logistics and express delivery industry has the fastest growth rate, with an average growth rate of over 30%.

Retail sales in trillion U.S. dollars

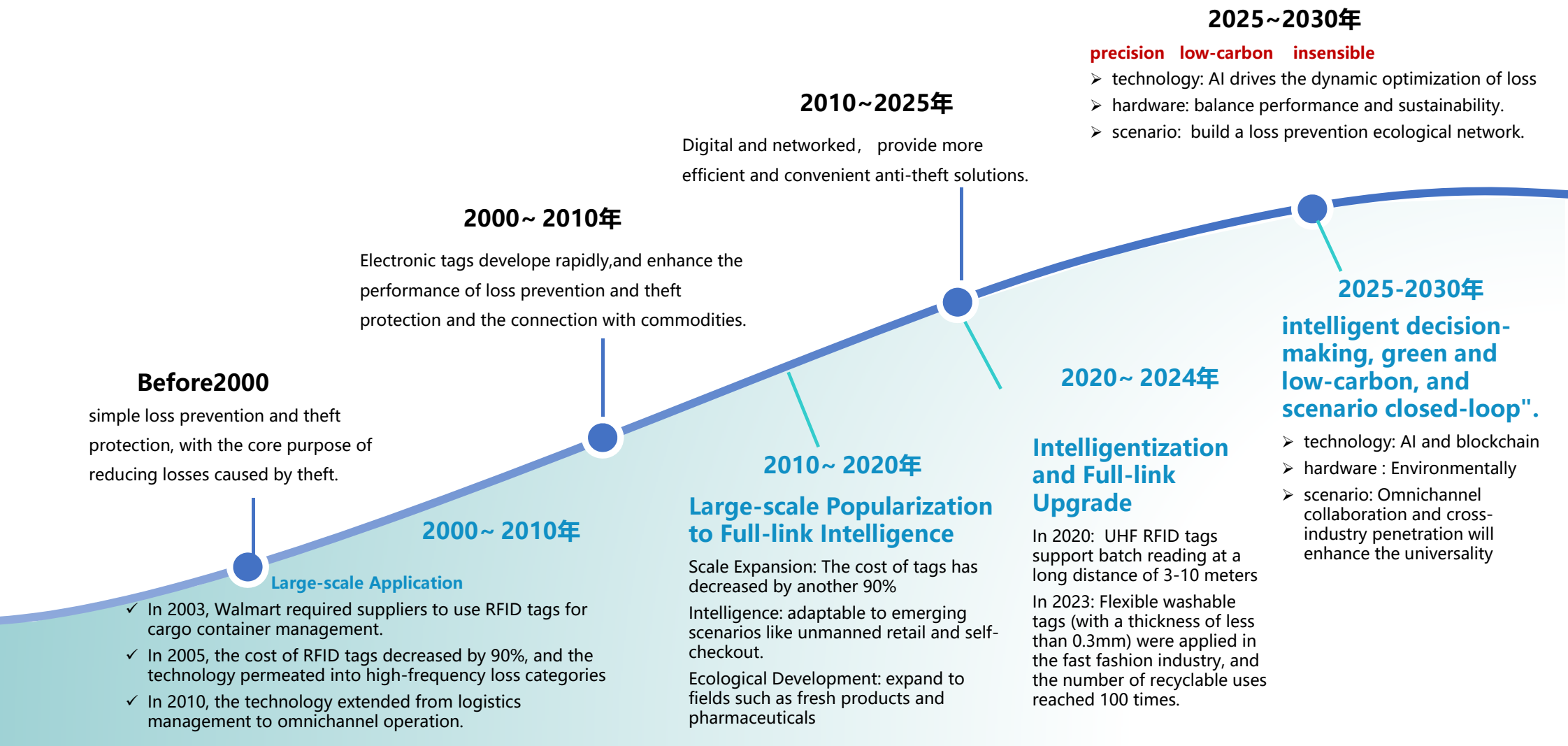


According to the forecast of YMR, the total global EAS market will be \$1.03 billion in 2024, and is expected to reach \$1.34 billion by 2031, with a compound annual growth rate of 3.27% during the period from 2024 to 2031.

Source: AIoT星图研究院, YMR



# The History of Security Industry



# Forecast for Industrial Development

**EAS industry will transform from "anti-theft hardware" to "retail intelligent hub"**

01

**AI-driven loss prevention**

AI technology will reshape EAS functions, for example, by analyzing theft patterns through machine learning, optimizing sensor sensitivity, and linking with video surveillance (such as Sensormatic's IntelliVue) to achieve real-time risk warnings)

03

**RFID upgrades from "anti-theft" to "full-link digitalization"**

RFID solutions will support real-time inventory counting with smart tags, intelligent replenishment, and customer behavior analysis, such as Checkpoint's Alpha platform and Sensormatic's ShoTEC tags

05

**Sustainable development pressure promotes innovation**

Eco-friendly labels (recyclable or biodegradable materials) and low-power devices become a common direction, such as Sensormatic's EcoStores plan and Checkpoint's green label plan

07

02

**Technology Integration**

Deep integration of EAS with AI and IoT, RFID technology will become core infrastructure

04

**Platformization of Internet of Things (IoT)**

EAS devices are no longer isolated but are integrated with store POS systems and inventory management platforms, forming a closed data loop like Sensormatic's TrueVue

06

**Huge demand for full-channel loss prevention solution**

Addressing e-commerce return fraud, offline theft, and supply chain losses, more invisible tags and blockchain traceability technologies will be generated to achieve full tracking of goods from warehouse to consumer, like Sensormatic's EcoRMID



# Forecast for Industrial Development



## Challenges

### Data Security and Privacy Compliance

Restrictions imposed by regulations like the EU's GDPR on the collection of customer behavior data may compel the development of anonymized analysis tools (e.g., Sensormatic's anonymous heatmaps).

### Cost and Scale Balance

For widespread adoption, RFID tag costs need to fall below \$0.01. Both parties are promoting mass production of tags and material innovation (e.g., Checkpoint's paper-based RFID tags).

### Technology Replacement

For example, smart cameras replacing traditional EAS, and retail IT budget contractions during economic downturns.

VS



## Opportunities

### Technology Integration - New products

5G edge computing accelerates real-time processing of EAS data.

### Emerging Markets - New Market

Retail expansion and loss prevention needs in Latin America and Southeast Asia.

### Cross-industry Applications - New application

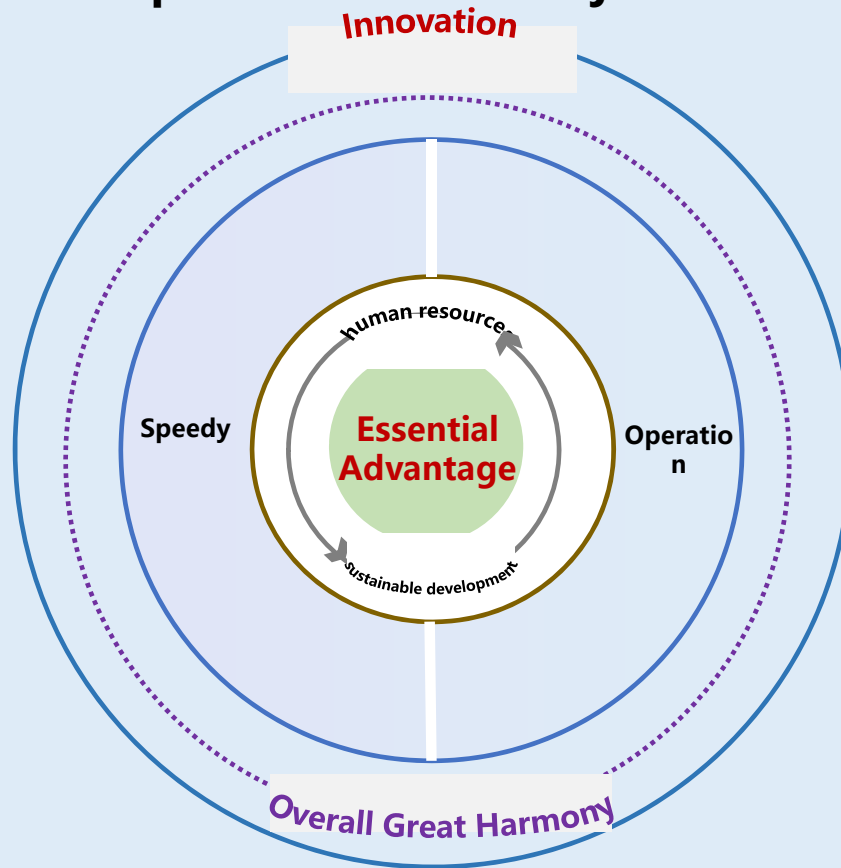
High-value asset tracking scenarios in sectors like healthcare and logistics.

### Cross-industry Competition - New resources

Besides traditional competitors in the loss prevention and anti-theft field like Checkpoint and Sensormatic, cross-industry disruptors such as camera manufacturers and AI technology companies may also emerge.

# Century Strategic Capabilities

Already completed the strategic optimization and adjustment.



## 01 Innovation

Facing the future

## 02 Overall Great Harmony

### 02-a Spdeey

- Business combined
- Customer First
- Product Innovation

### 02-b Operation

- free ecological organization
- flexible supply chain for production
- data-driven decision-making

## 03 Efficient operation management

- efficient and precise internal management decisions.
- Be oriented towards high-value businesses
- form a full-process closed loop, enabling visual management.
- ensuring that capable people work more and earn more.

## 04 sustainable development

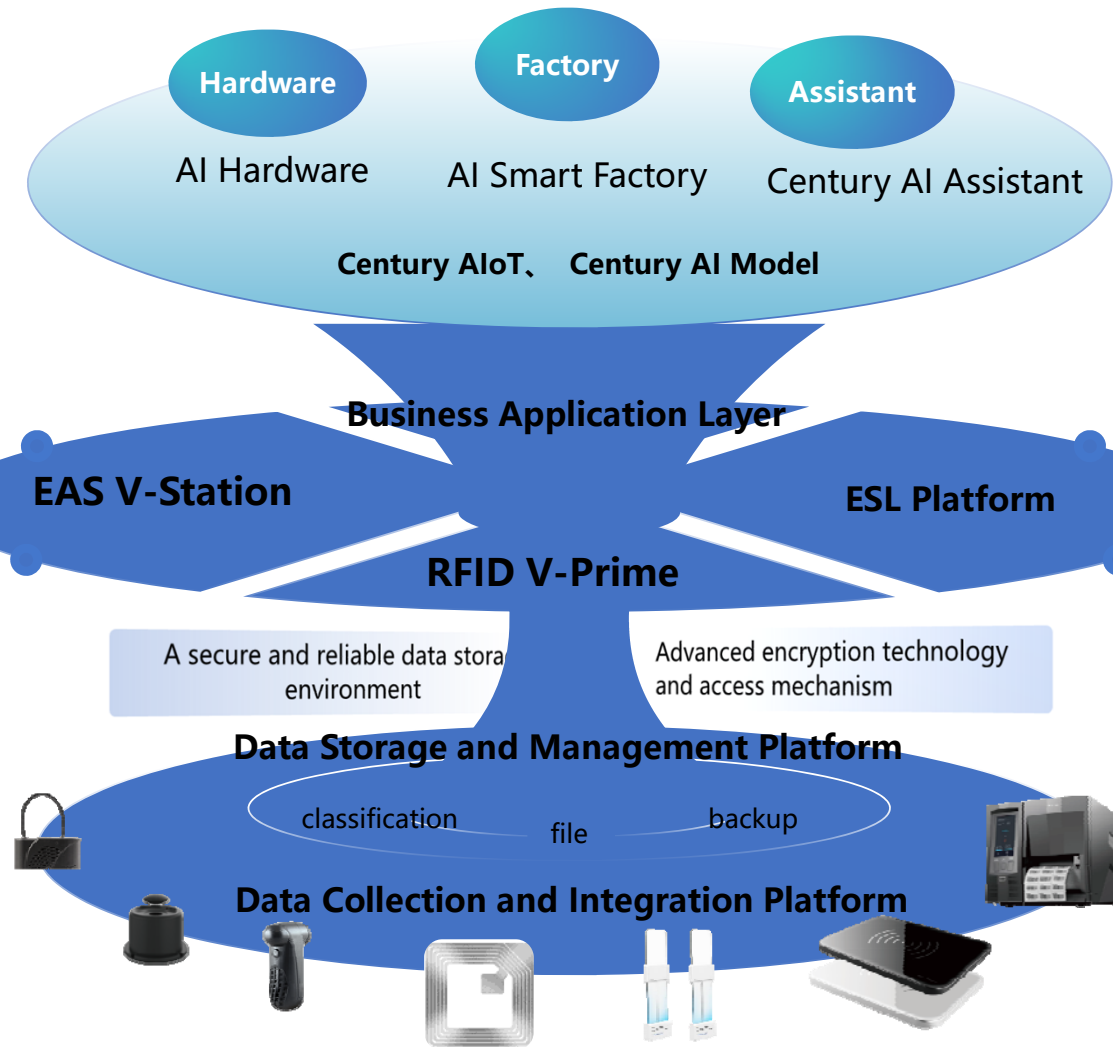
- Sustainable strategy and vision
- Sustainable business and products
- Sustainable enterprise operation

## 05 human resources

- A transformative leadership team
- A future-oriented employee team
- Embraces change

# Century AI Planning

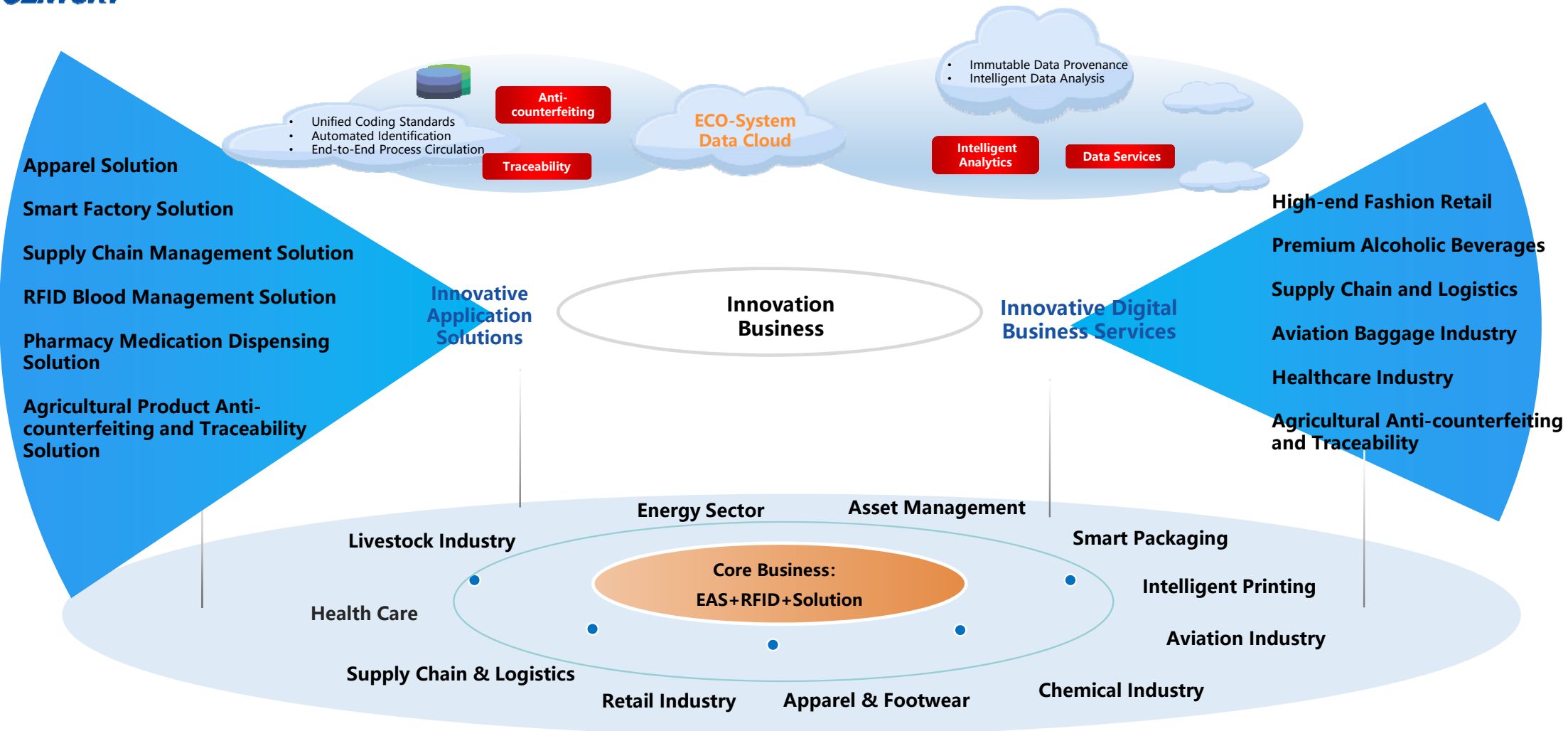
- Analyze the passenger flow trends and alarm situations, and reduce the false alarm rate to as low as 0.3%.
- Generate comprehensive reports integrating alarms, passenger flow, weather, addresses, etc.
- Automatically generate sales plans, the quantity of equipment, and the installation locations according to CAD drawings and floor plans.
- AI automatically modifies the parameters of hardware equipment according to the on-site situation.



- In cooperation with the AI dynamic pricing algorithm, the ESL system can complete the update of tens of thousands of price tags in an instant.
- Analyze the sales situation and the pricing of competitors, adjust the prices autonomously, and improve the conversion rate.
- Automatically match and generate pictures and videos according to the products, and display them to the corresponding customers.
- The AI intelligently adjusts the frequency of the electronic shelf label (ESL) devices, reduces power consumption, and extends the service life.
- The stores in the supply chain automatically replenish goods according to the situation of goods in and out of the warehouse.
- Intelligently replenish goods based on the sales volume of products and predict the products that will be popular in the future.
- Predict the products that will be popular in the future and have high sales volumes.
- Analyze and predict the popularity of products, the number of trial uses, the purchase rate, and automatically make product combinations.



# Cooperation from now on : **Production & Projects**



# PART3 Business Plan







# CENTURY Global Network

CENTURY

## Century Global Network

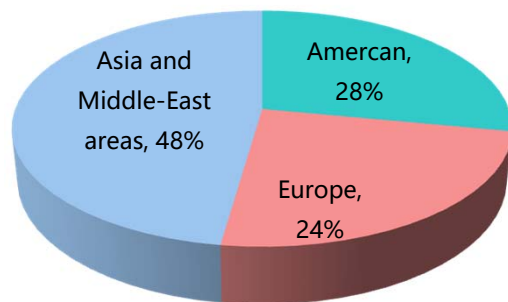


- Customers in > 70 countries and regions throughout EMEA, APAC, USA, Latin America.
- 8 Services network in China covering 31 provinces and regions

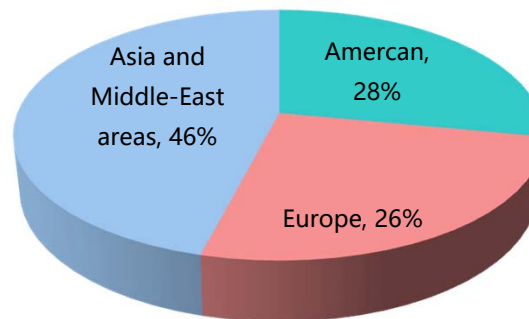
- 3 International sales offices (Chile, Spain, The Netherlands)
- 3 Technical support centers (China, Chile, Spain)
- 2 International logistic centers (Chile and The Netherlands)

# Business Strategies

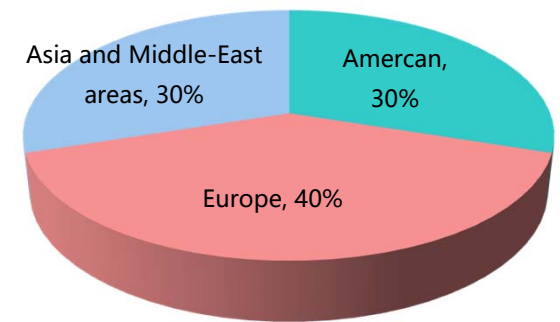
**Year 2022**



**Year 2023**

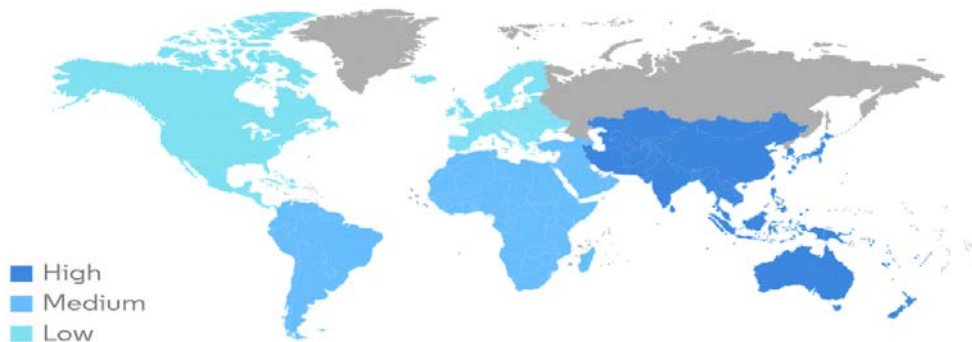


**Year 2024**



■ American 
 ■ Europe 
 ■ Asia and Middle-East areas 
 ■ American 
 ■ Europe 
 ■ Asia and Middle-East areas 
 ■ American 
 ■ Europe 
 ■ Asia and Middle-East areas

## The Global market status



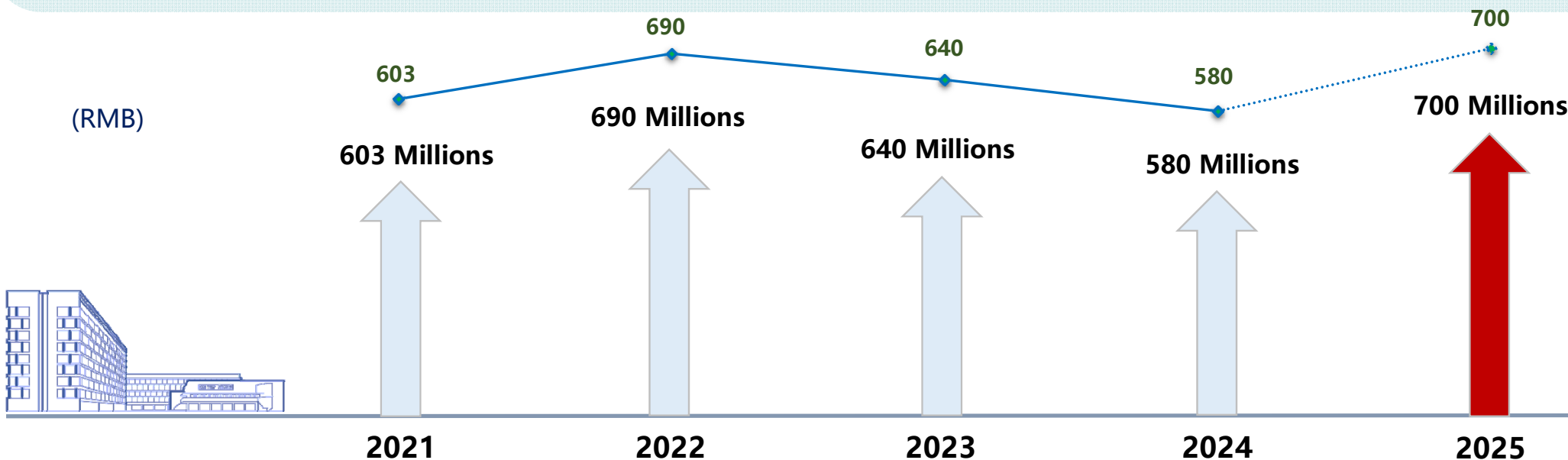
Source: Mordor Intelligence

## Century's sales policy

- ◆ Europe: Optimize products and provide better service.
- ◆ North American: New products and local warehouse
- ◆ Other Areas: Low price products;

# Business Performance

| (RMB)                                                                             | Sales | 2021         | 2022         | 2023         | 2024         | 2025                |
|-----------------------------------------------------------------------------------|-------|--------------|--------------|--------------|--------------|---------------------|
|  | EAS   | 353 Millions | 410 Millions | 420 Millions | 335 Millions | 400 Millions        |
|  | RFID  | 250 Millions | 280 Millions | 220 Millions | 245 Millions | 280 Millions        |
|                                                                                   |       |              |              |              |              | 20 Millions<br>解决方案 |





# 2025 Business Plan

**¥700 Millions**

**Annual Revenue**

*\$100 Millions*

**¥35 Millions**

**Net Profit**

*\$5 Millions*



**100 Millions**  
Investment

- To expand the production volume and the R&D performance



**Brand and Marketing**

- Expand the Brand Value
- More Marketing Programs



**Quick Delivery**

- Short Lead time
- Expand Local Warehouse



**Risk Control**

- Safety First
- Internally management



**Better Service**

- 24-hour Online
- 8-hour quick respinse

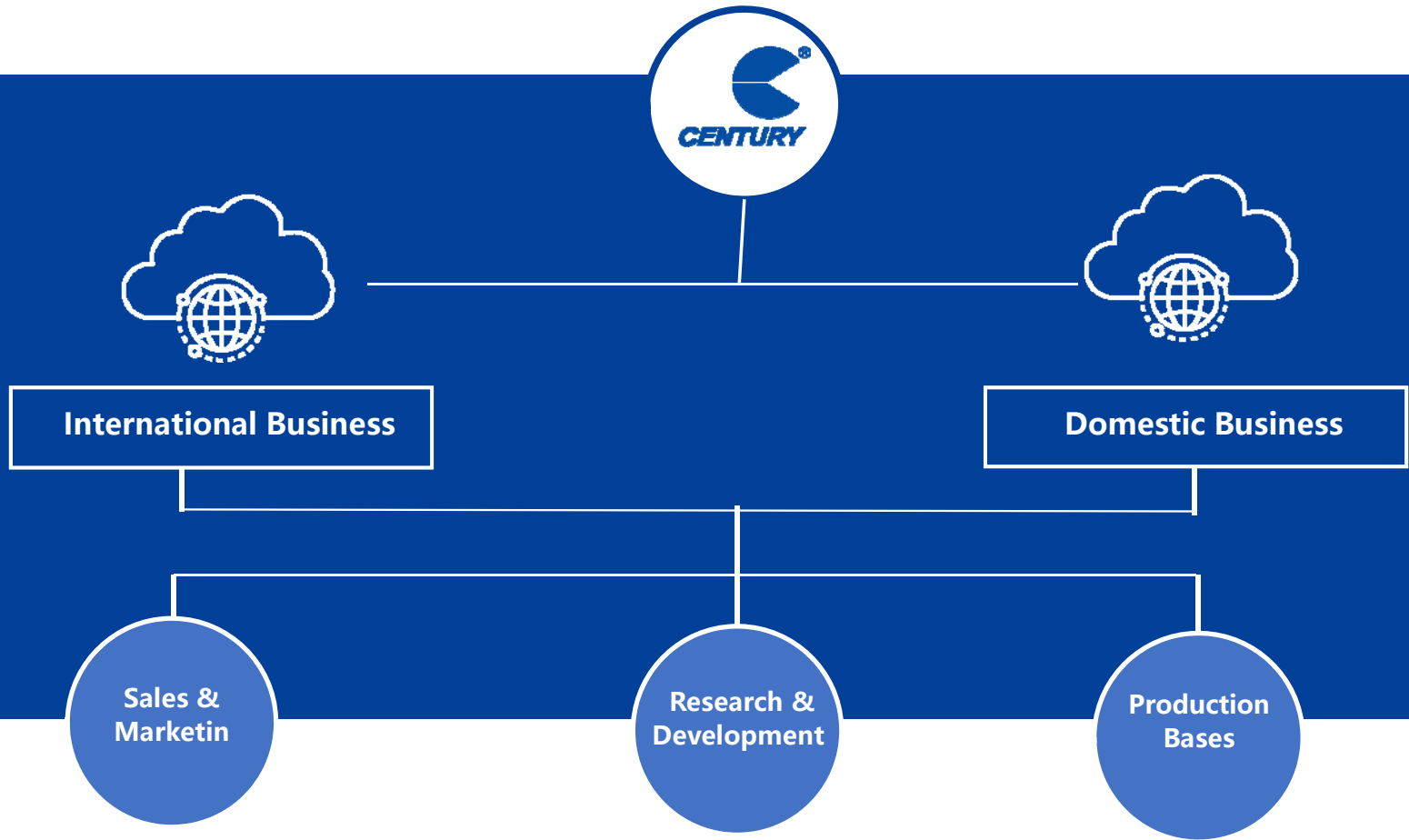


**Team & Culture**

- trust and reliable
- Honest and open-mind



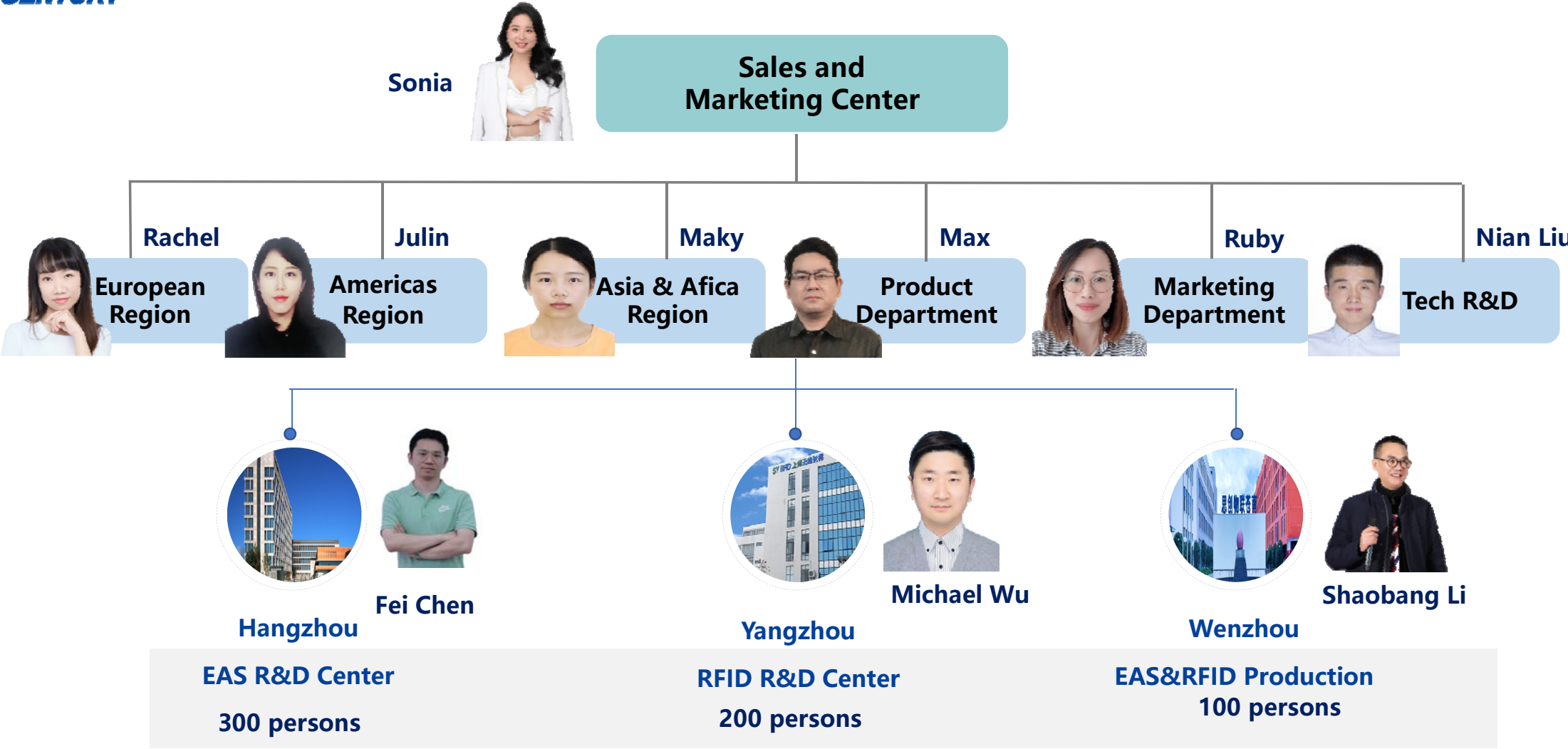
# Business Division







# Organizational Framework





# Manufacturing Bases



01

**Hangzhou**  
EAS R&D Center

- ✗ Positioning: EAS high-end customized products R&D and production base
- ✗ Production Capacity: EAS Tag, 500 millions+ annual capacity; EAS Label, 2 .5 billions+ annual capacity.



02

**Yangzhou**  
RFID R&D Center

- ✗ Positioning: RFID high-end customized products R&D and production base
- ✗ Production Capacity: RFID inlay & label, 1 billion+ annual capacity.



03

**Wenzhou**  
EAS&RFID Production

- ✗ Positioning: a large-scale, cost-effective product production base
- ✗ Production Capacity : RFID inlay and label, 2 billions+ annual capacity;
- ✗ EAS production, 1 billion+ annual capacity.

**Founded in 2024.11.14**



# The Value

## Products

- New products development
- Better services
- Best Price

## Customer First

- Reliable Relationship
- Better Communication
- Open-Mind and Honest Share



## Service

- Quick Response
- Fast Delivery
- Good quality

## Brand and Marketing

- Increase the Market share
- Expand the Brand Value
- Being the market, With the market



# What We Believe

---



**Strong  
Product Development**



**Build  
Collaborative Ecosystem**



**Technological  
Innovation**



**IOT Solution**



**Specific Industries**



**Data Analysis**



**Sustainability**

# PART4 Strategies

## Marketing

## Products





# Europe Sales Strategies

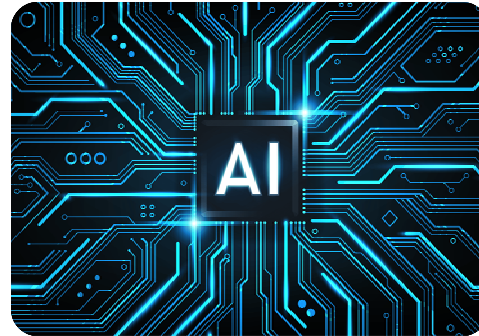


# Current situation of retail industry in Europe



**Retail theft incidents are on the rise**

■ 516,971, 100M Euros

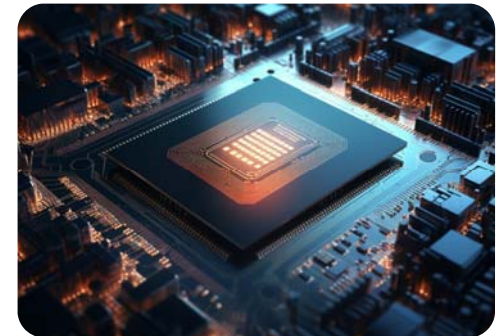


**Upgrade of anti-theft technology requirements**



**The Impact of Self - checkout on Retail Management**

self – checkout 4%, twice of traditional cash registers



**Technological Upgrades and Product Transformation**

The loss prevention needs of European retailers are shifting from traditional human monitoring to intelligent and data-driven solutions, while taking into account both the consumer experience and cost-effectiveness. In the future, with the maturation of AI and Internet of Things technologies and the advancement of sustainable policies, loss prevention strategies will become more refined and automated.



# High-end Innovative Products and Services



Auto Detacher

■ RFID Self-Checkout



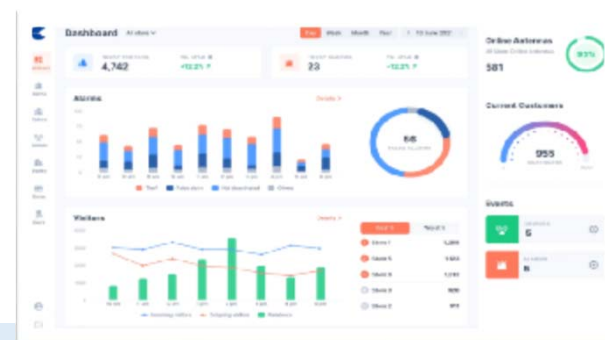
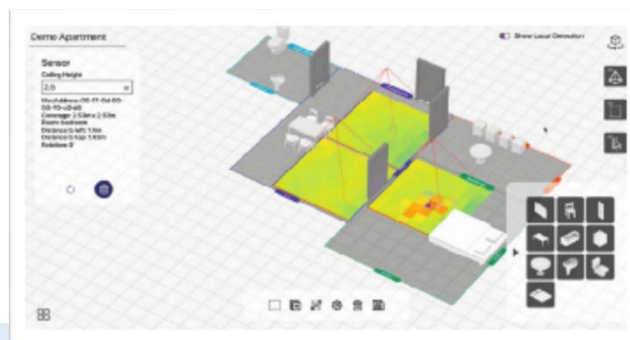
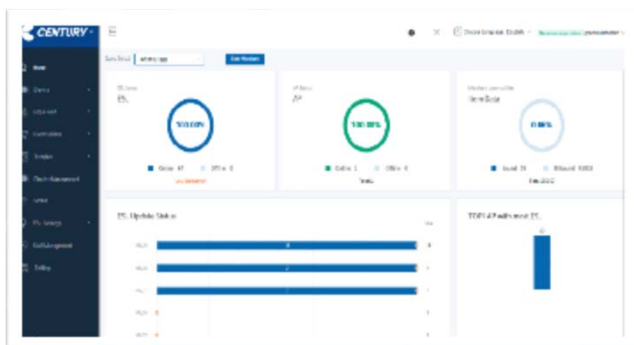
Dual Long Cable  
Alarming Tag



4A Alarming Tag



5A Alarming Tag



■ Data Application SAAS Service



## Optimize prices and Provide value-added services

---



**B018**



**B019**



**Lanyard tag  
T317**



**EAS ear Tag  
T150**



**Alarming Tag  
T307**



**Alarming Tag  
T534**



**Alarming Net  
T611**



**EAS Upgraded to RFID  
Solution**

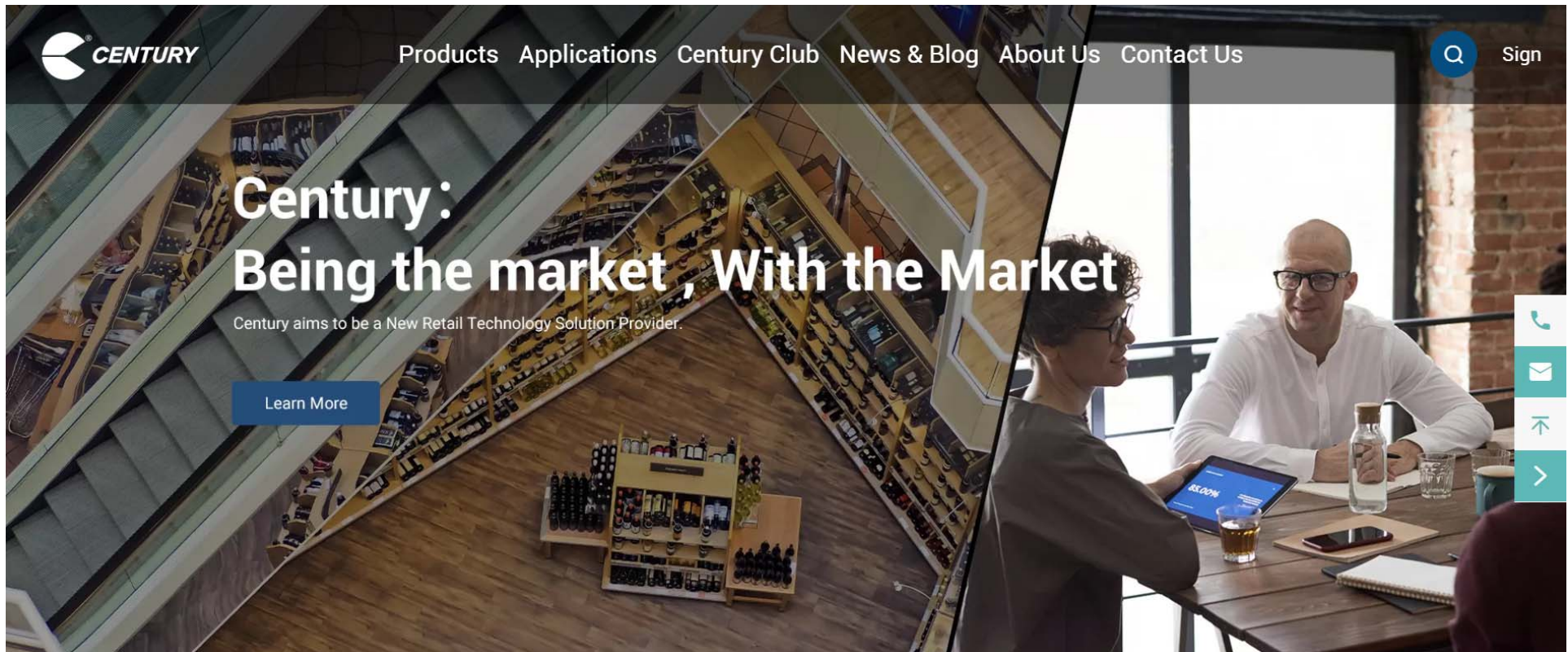


# Marketing Plan



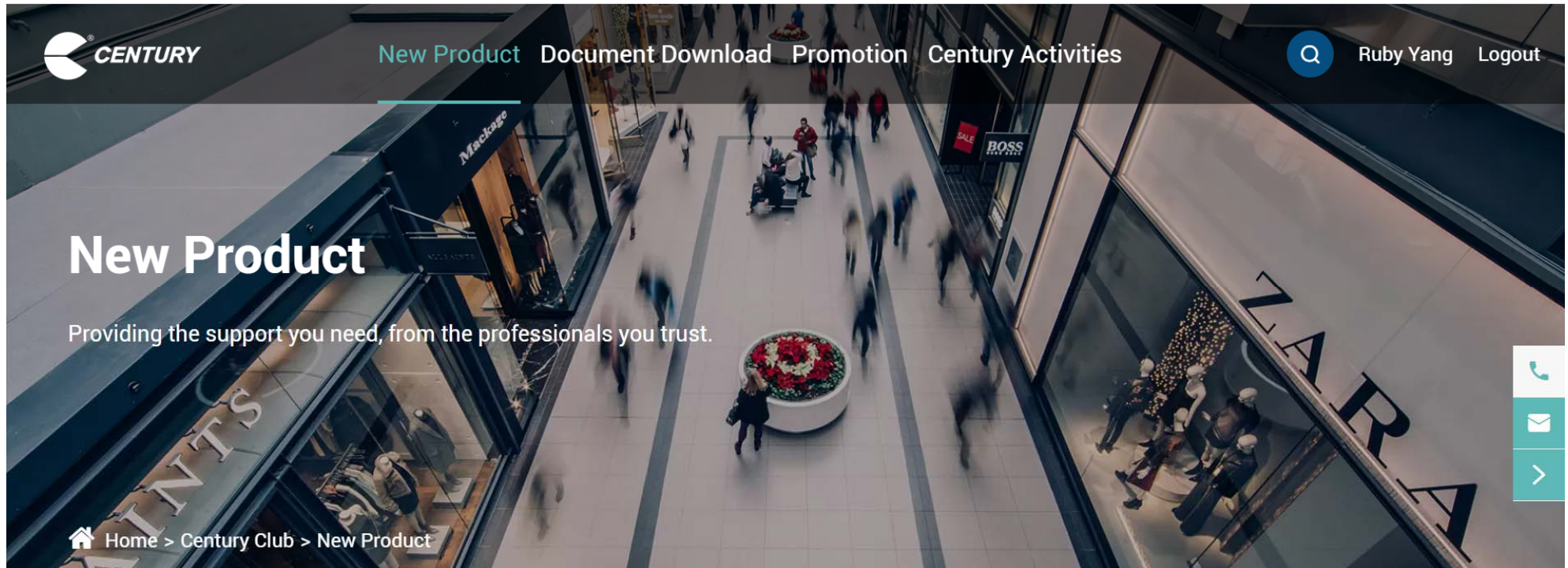


# Century Website



- Enhanced Navigation, Responsive Design, Efficient Interaction

# Century Website



- Century Club: a platform for sharing, communication, exploring
- Comprehensive Multi-Dimensional Connectivity

# Marketing Strategy



## 1. Localization Strategy

Launch different localized website versions and marketing materials

Align with regional sales strategies

Optimize SEO to improve local reach and conversion

## 2. Global Events Participation

Strengthen brand presence through international events:

Strategic Partners' Event

IOTE EXPO (Aug. 27–29, 2025)

EuroShop 2026 (Feb. 22–26, 2026)



## 3. Digital Marketing for Growth

Promote via social media, EDM, and SEO

Publish quality content: industry insights, case studies, product news

Attract and retain target global audiences

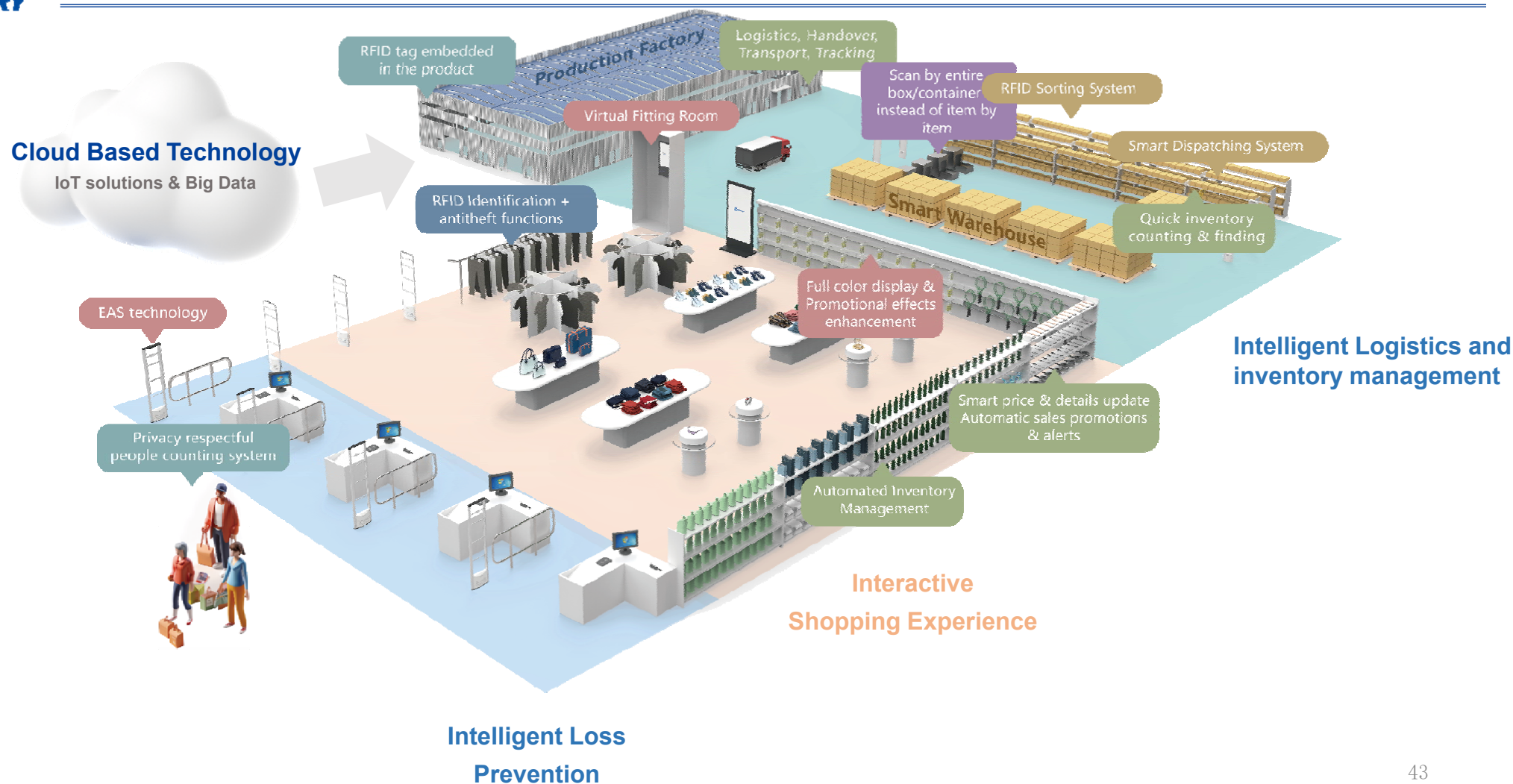
## 4. Targeted communication activities and cooperative marketing activities with customers



# Products and Service



# ONE-STOP PRODUCTS & SOLUTIONS







# 2025 Products Development Plan

## EAS

| Product line | product name                                    | Released time |
|--------------|-------------------------------------------------|---------------|
| EAS Systems  | AM+Metal detection                              | Feb. 2025     |
|              | RF+Metal detection                              | Feb. 2025     |
|              | Metal detection antenna                         | Feb. 2025     |
|              | RF New Deactivators                             | Feb. 2025     |
|              | Deactivating box                                | Jun. 2025     |
|              | EAS + RFID System                               | Dec. 2025     |
| EAS Tags     | Bottle tag\Milli Tag\Milli-thin Lanyard         | Feb. 2025     |
|              | Stanley bottle tag                              | Mar.2025      |
|              | 4A alarming lanyard tag&3A alarming sticker tag | May.2025      |
|              | Alarming bottle tag                             | Jun.2025      |
|              | Alarming Safers                                 | Jul.2025      |
|              | D-Tech Double Lock Solution                     | -             |
|              | Remote control Alarming tag                     | Aug.2025      |
|              | CanRing Tag                                     | Apr.2025      |
|              |                                                 |               |

## RFID

| Product line | product name                           | Released time |
|--------------|----------------------------------------|---------------|
| RFID Tags    | Dual Technology Apparel Tag (magnetic) | Feb. 2025     |
|              | Dual Technology Apparel Tag (SuperTag) | Feb.2025      |
|              | RFID Alarming Cable Tag                | Jun.2025      |
|              | RFID Bottle tag (B009/B_RFIID+EAS)     | Mar. 2025     |
|              | Retail label (cosmetic label)          | Apr.2025      |
| RFID devices | RFID Handheld reader                   | Jan. 2025     |
|              | RFID Desk reader                       | Jan. 2025     |
|              | RFID Label Printer                     | Jan. 2025     |
|              | RFID Pedestal reader                   | Feb.2025      |
|              | RFID Overhead reader                   | Feb. 2025     |
|              | RFID Eight-channel Fixed reader        | Apr. 2025     |
|              | RFID Antenna                           | May 2025      |
|              | Dual Technology Apparel Tag (magnetic) | Feb. 2025     |

## Sloution

| product name                  | Released time |
|-------------------------------|---------------|
| Apparel Labeling Solutions    | Feb.2025      |
| Blood Management Solutions    | Mar. 2025     |
| Clothing Management Solutions | Apr. 2025     |
| Supply Chain RFID Solutions   | May. 2025     |

# THANKS!

[www.century-cn.com](http://www.century-cn.com)

 : Hangzhou Century Co., Ltd

 : #528 Xingqi Road, Linping Area, Hangzhou

 : 0571-28818756

 : [info@century-cn.com](mailto:info@century-cn.com)



# Strategic Partners' Event

Go Beyond, Stronger Together

