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*Your Reliable Power Partner*



# About MEAN WELL

## Cultivation

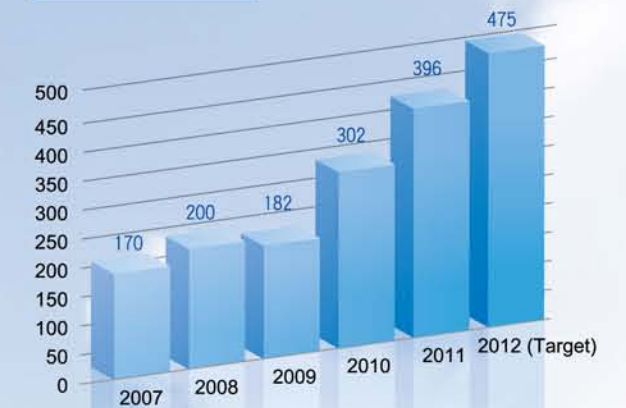
MEAN WELL has dedicated themselves to the power supply market for 30 years, with more than 25 years of experience in self-owned brand. Extensive and in depth product research have been made, and produces over 20 million power supply units each year, of which over 98% belongs to standard models. With approximately 2000 employees globally, the MEAN WELL brand is distributed to over 70 countries worldwide from the factories in Taiwan, GuangZhou and SuZhou via 5 local sale offices globally and 200 distributors.

MEAN WELL Taiwan	1. Global operation center and main R&D center, responsible for global marketing and technical support. 2. Factory produces advanced and high value-added power supply.
MEAN WELL GuangZhou	1. Responsible for domestic market in China, with R&D, Sales and Technical Support functions. 2. Factory produces LED power supply and high quantity as well as price competition models.
MEAN WELL SuZhou	1. Responsible for foreign corporates in Eastern China region, with R&D, Sales and Technical Support functions. 2. Factory produces high quantity and price competition models.
MEAN WELL USA	Located in California, responsible for sales & marketing and technical support in the US region.
MEAN WELL Europe	Located in Netherlands, responsible for sales & marketing and technical support in the European region.

• MEAN WELL currently operates under five financially independent but cooperating companies in Taiwan, China, USA and Europe, each working on their own role with a common goal of marketing MEAN WELL brand power supply.

Annual Revenue

Unit: USD million



## Growth



- MEAN WELL Enterprises Co., Ltd. was established in Banqiao City, Taiwan
- Manufactured Apple II / IBM PC compatible switching power supply

1982

1986

- Manufactured industrial switching power supply and developed own brand

1991

MEAN WELL Taiwan moved to Wugu Industrial Park

1993



Established MEAN WELL (GuangZhou) Electronics Co., Ltd.

1999



Established MEAN WELL USA, INC. in Fremont, California

2002

- The global operation building was established in Wugu

2006



Established MEAN WELL EUROPE B.V. in the Netherlands

2010

- Awarded Taiwan Superior Brands by Board of Foreign Trade, MOEA

2011



Established SuZhou MEAN WELL Technology Co., Ltd.

2012

- Awarded Taiwan Excellence Product for LPF series
- Received the New Taipei City Outstanding Enterprise CSR award



• Awarded Taiwan Excellence Product for HLG series

• Awarded "2010 Top 500 Outstanding Trade Corporates Certificate" by Board of Foreign Trade, MOEA



# Brand Spirit

*mean well* have kindly feelings; have good intentions, 懷善意; 好意: *He means well* by [to] us. 他對我們懷著善意.



## Sprouting

Taiwan's IT industry started to take off in the 1980s. MEAN WELL was established in 1982 and began OEM business in switching power supply. In 1986, founder Mr. Jerry Lin determined to switch from the highly competitive OEM market towards operating self-owned brand.

The brand name "MEAN WELL" is defined in the dictionary as "have good intentions", which is consistent with Mr. Lin's entrepreneur spirit of always think for the customer. For 30 years, MEAN WELL continued under the corporate spirit of dependable and good will, and fully implemented the corporate culture of "Honesty and Sincerity" on their products and customer service, which lead them to become a globally known power supply manufacturer.

## Culture

Using tree as metaphor for the enterprise, then "culture" is the necessary nutrient for the tree to grow. "Honesty and Sincerity" is the most important and basic characteristic for MEAN WELL employees. Honesty is where you have good intentions towards people, we think for others before we think for ourselves, so that we can gain identification from our customers; Sincerity is to have a sincere attitude, insist on our belief, and dare to innovate and realize.

"Symbol of Sincerity & Persistence on Quality", MEAN WELL starts out with sincerity, and insists on reliable quality, providing high quality power supply products and gaining the long term trust from customers.

# Sincerity

# Product and Application

## Innovation

MEAN WELL insists on a corporate spirit of technical fundamentals. With 5% of capital invested into research and development each year, new power supply products which conform to the trends and customer needs are continuously introduced.

These products comply with UL, TUV, CE international safety and standard certificates, lead-free RoHS parts as well as low pollution and recyclable packaging are used to attain the mission of a green corporation.

## One Stop Shopping

MEAN WELL carries over 4500 types of standard power supply products, to satisfy customers' needs for all types of applications.

## Total Solution

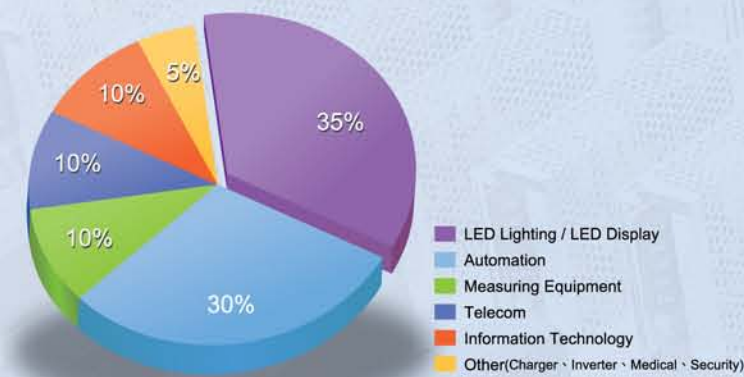
MEAN WELL also provides low cost design modification and Cooperate Design Manufacturer (CDM) services to meet the customers' needs for special specification power supply products.

## Development

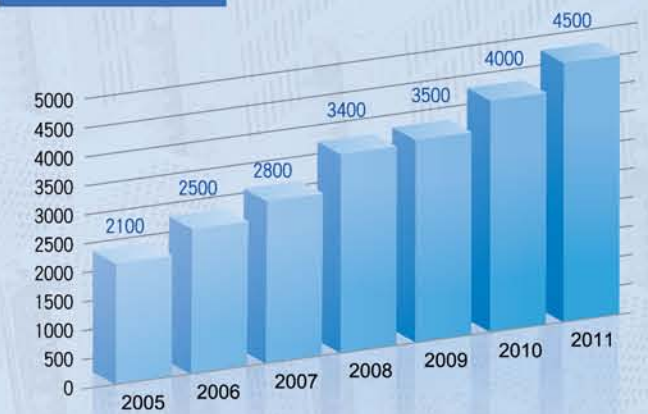
MEAN WELL power supplies have been used mainly in industrial/automation, instruments, IT, LED lighting, LED display, telecom, safety and security, and medical purposes among others.

Recently, MEAN WELL is aggressively developing the green energy market, introducing products with high efficiency, low power consumption that complies with international environmental regulations, and has earned the high recognitions from our customers in the LED lighting, solar energy and electric vehicle markets.

Application Dispersion



Model Number



## Product Category

MEAN WELL produces 15% of new products each year, currently we can provide 0.5W~18,000W complete power supply solutions, including AC/DC power supplies, AC/DC battery chargers, DC/DC converters and DC/AC inverters. Different types of product are provided to satisfy different areas of application needs.



15W ~ 5000W Enclosed Type Switching Power Supply

1000W ~ 18000W 19" Rack Power

5W ~ 300W Open Frame Switching Power Supply

5W ~ 280W External Green Adaptor

10W ~ 960W Din Rail Switching Power Supply

30W ~ 1000W Battery Charger

12W ~ 320W LED Power Supply

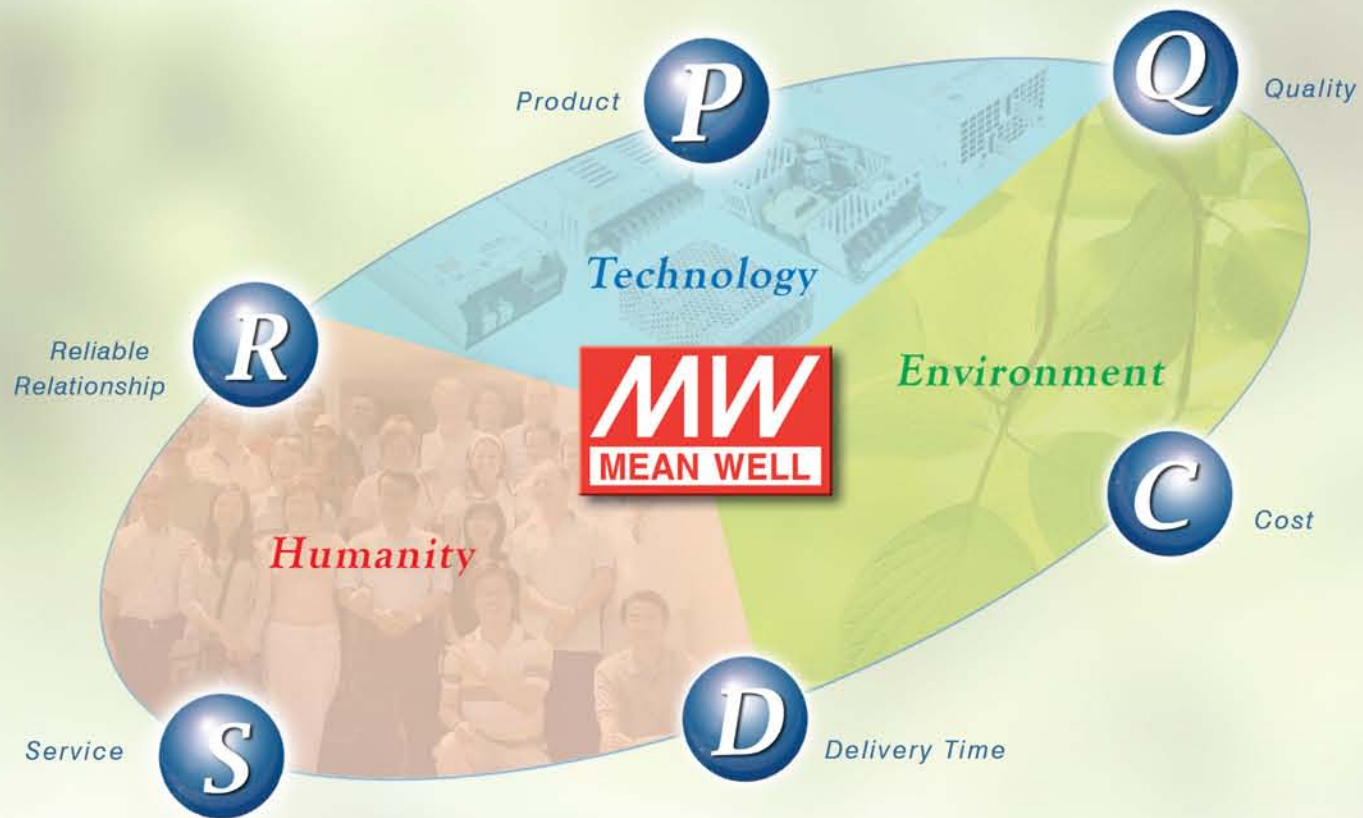
0.5W ~ 1000W DC-DC Converter

450W ~ 1000W Modular Power Supply

100W ~ 4000W DC-AC Inverter

# Competitive Advantage

MEAN WELL's core competitiveness – PQCD SR, like seeds planted deeply in our employees' hearts, it is our corporate DNA.



## Trust

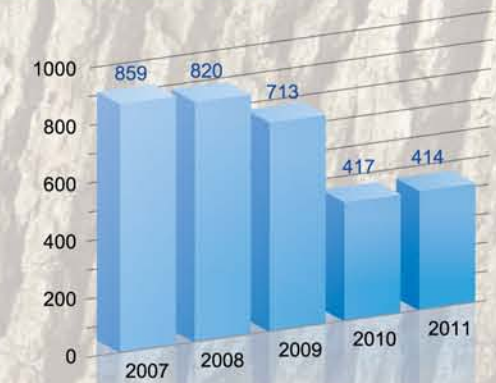
Quality is like the tree trunk that supports the stability of the corporation, which is also the standard for customers' trust. We strongly believe that the power supply industry is an "Industry based on reliability", while professional technology, product quality and corporate reliability are the life of the power supply firm. "To become the reliable power partner" has been the motivation for MEAN WELL to grow continuously, only with diligence on product design, choice of material, manufacturing, quality control, customer service and continued improvements, we are able to implement Total Quality Management (TQM), and achieve MEAN WELL's quality policy of "Total Quality Assurance and Customer Satisfaction".

## Efficiency

The three factories of MEAN WELL located in Taiwan and China each have their function, but cooperate and work together. Not only procurement is integrated in order to lower costs and increase the product competitiveness, but through a planned production schedule, our products can be sold from inventory, providing customers a variety of products through efficient and flexible manufacturing method.

Two years field returned rate

Unit: PPM



### Product

Provide total solution product lines and high grade one stop shopping environment.

### Quality

Carry out "Total Quality Management", with 100% quality control and complete production tests.

### Cost

Integrate the supply chain for Taiwan and China, unified procurements lower costs in order to provide our customers with best performance/cost ratio products.

### Delivery Time

We produce our products on a schedule and keep all of our standard power supply products on safety stock, small sized orders can expect delivery within 24 hours.

### Service

Localized service is provided by our authorized distributors and MEAN WELL's domestic sales offices.

### Reliable Relationship

Two thirds of sales revenue comes from customers and suppliers of more than 10 years.



# Sales Channel & Marketing



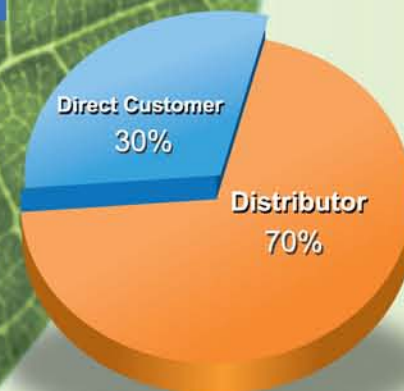
## Localization Worldwide

A tree's nutrient is passed rapidly to the destination through extensive veins. MEAN WELL's 5 companies in Taiwan, China, Europe and America, as well as 200 professional distributors, to bring our products and services rapidly and accurately to our customers, providing our global customers localized service with zero time difference.

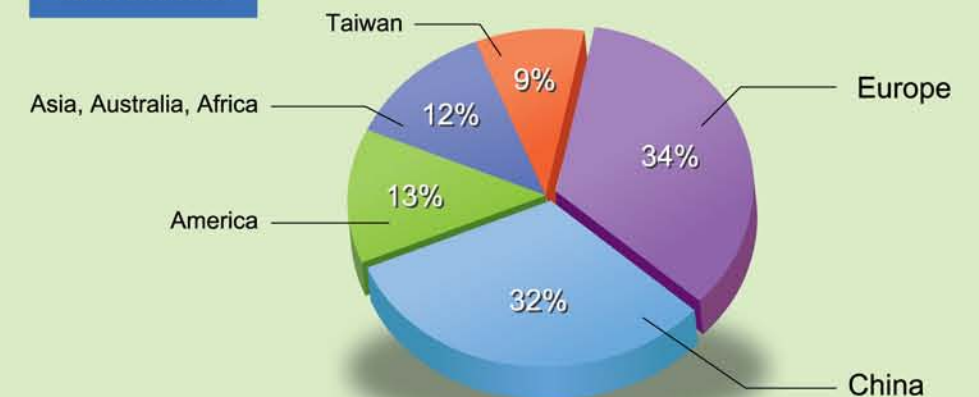
Most of our authorized distributors have all worked with us for over 10 years, and are very knowledgeable on our products and highly capable of providing various professional services. They have established MEAN WELL's reliable and high quality product image in our end customers' hearts. With the markets feedback from our distributors worldwide, we can continue to develop products that fulfill each market's needs and further set up a suitable price strategy in order to satisfy customers' requirements.

MEAN WELL distributor's distinguishing feature is keeping an inventory locally to supply emergency needs on small to medium orders. On the other hand large quantity orders are integrated and manufactured as scheduled by MEAN WELL, and provided to the distributor or end-customer in a timely manner.

Customer Type



Market Distribution



# Green Enterprise

## Green Competitiveness

With 30 years of experience, other than continuously develop high efficient and low power consumption power supplies that conform to international environmental regulations, in the manufacturing process, we aim towards a no pollution and low energy consumption factory. Starting from our enterprise and spreading to our suppliers and processing factories, we hope to attain a green supply chain. Meanwhile, through our Green Corporation Promotion Committee's declaration of environmental policies and energy saving activities, we put into action our notion of a green corporation, to evolve as MEAN WELL's green competitiveness from inside out.



Taiwan Superior Brands

## Social Responsibility

Under the theory of "What is taken from the society, use upon the society", MEAN WELL established "Social Welfare Community", and holds various charity and environmental activities periodically to express our concern to our earth in action. For example, in respond to World Earth Day, each April we hold the "MEAN WELL Environment Day", a large-scale outdoor environmental activity calling to the public to cherish our earth and love our nature and environment as a corporate responsibility. In November we hold the "MEAN WELL Charity Day", to actively care for the physically and mentally challenged friends and disadvantaged minority groups. In the future, MEAN WELL will continue to work hard to become a global innovative, harmonious and healthy corporate citizen.



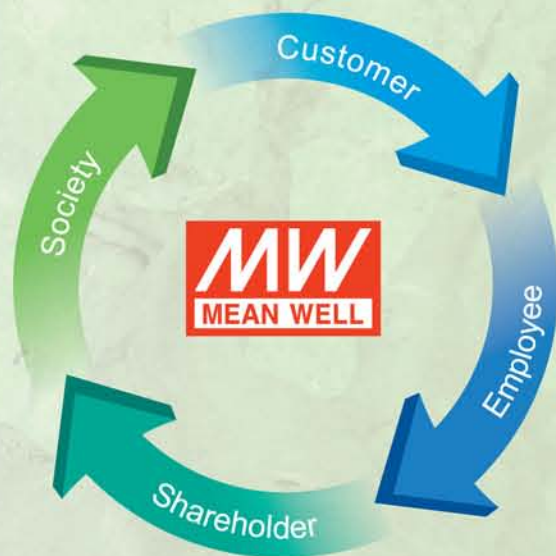
New Taipei City Outstanding Enterprise CSR award



# Sustainable Development

## Mission

Continuously innovate and improve, provide high-grade standard power supply products and service to fulfill diversified demands from worldwide users, create the maximum benefits for our customers, employees, shareholders and society.



## Vision

- To strive for excellence in our long term operation; to always be dedicated to perfectly balancing technology, humanity and the environment; to become an innovative and positive contributor to the world.
- To be a long-term reliable partner providing customers with the best P, Q, C, D, S, R.
- To be one of the leading branded standard power supply manufacturers in the world.

