



Step of Genius, Care of Chiaus

01

ENTERPRISE STRENGTH

02

PROJECT

03

ABOUT AGENT



雀巢  
Chiaus



01

# ENTERPRISE STRENGTH



## About us

---

Founded in 2006, Chiaus is a massive enterprise specialized in manufacturing **baby health caring products** and a strong combination of R&D, design, manufacture, sales and after-sales service

**Scientific and perfect operating system  
Achieve global strategic development**

**Product**

**Professional  
R&D Team**

**Quality meets the  
international  
standard**

**Strategic product  
differentiation and  
diversification**

**Marketing  
Strategy**

**Competitive  
awareness**

**Innovative brand  
positioning strategy**

**Professions in brand  
marketing and  
positioning**

**Sales**

**Professional sales  
team**

**Efficient project  
management strategy**

**Precise sales forecast**

**Service**

**Professional  
customer service  
team**

**Convert potential  
costumer into  
buyers**

**Aims to attain  
loyal customer**

## 2.1 Sales operation strength



Strong and efficient independent operation of the domestic sales operations team is comprised of dozens of senior e-commerce operators and dozens of new online and offline retail experts

International Marketing Department and the International E-commerce Department comprise of a group of overseas marketing experts and experienced e-commerce operations experts, resulting in a young and professional marketing operations team。

Resulting in Chiaus strong and competitive sales system

Online

Offline

New  
retails

Overseas

## 2.1 Sales operation strength



From **2012 to 2018**

**7 consecutive years** that Chiaus total sales during 11.11 exceed those of other diaper brands

## 2.1 Sales operation strength

China Every year's Big  
Promotion Shopping Festivals  
“11.11”



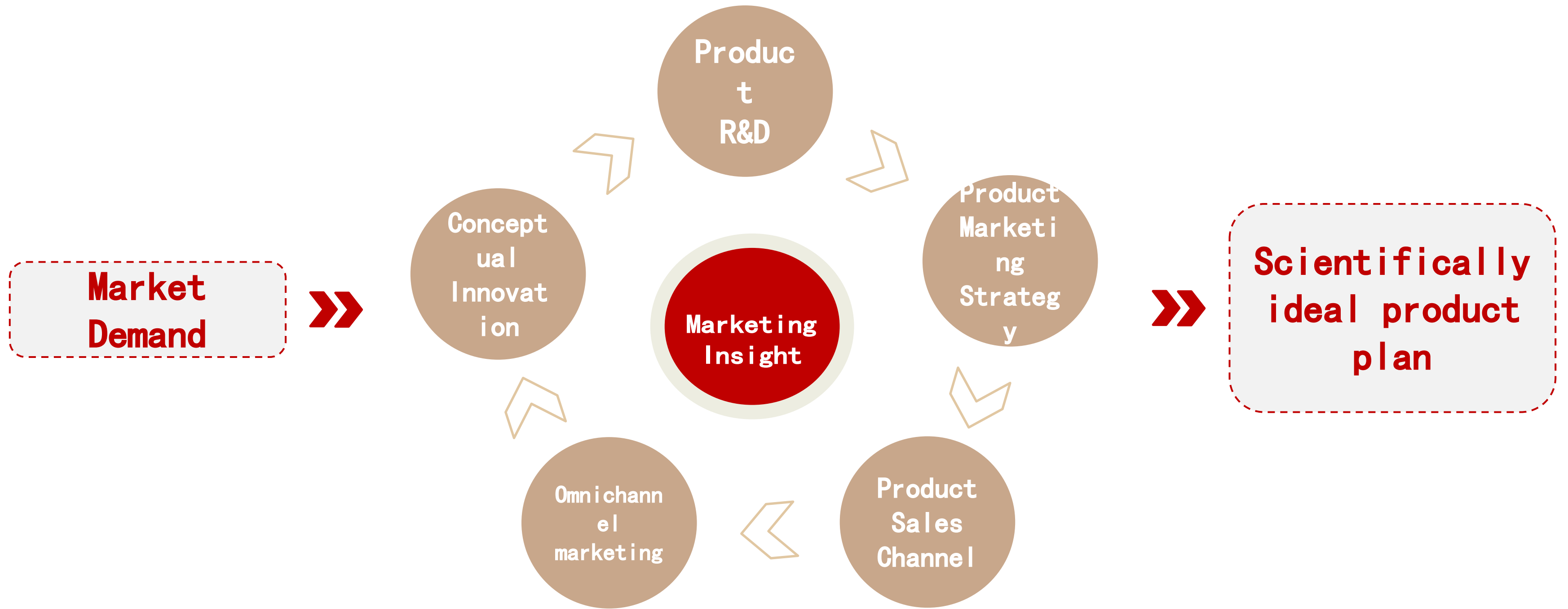


## 2.1 Sales operation strength



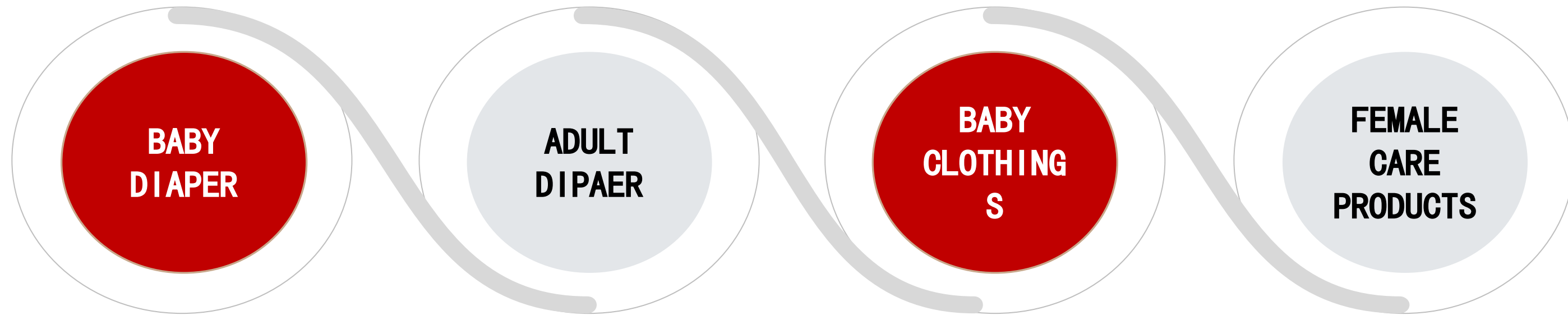
**Millions of sales overseas distributors in more than 30 countries**

## 2.2 Product strength



## 2.2 Product strength

Market Expansion plan include product development, market development, and diversification



### Multi-brand development strategy

雀巢  
**Chiaus**

Chiaus Baby Diapers

Balys  
快乐士

Adult diapers

**VOWBABY**  
哇哇哇

Vowbaby Baby diapers

Snailkid  
小蜗蜗

baby diapers

**Chiaus**

Chiaus Baby Clothes

水知道

Spring Talk wet wipes

Vn & Dio

Lady Sanitary pads

雀巢  
**Chiaus**

## 2.2 Product strength



Specially-acquisition materials, and a total of 128 independent research and development patents. Senior product research and development experts in the professional field, leading the professional and technical R & D backbone, with national top university talents, equipped with the national key laboratory cooperation, to create a production and research team with strength and qualifications. Combine rich theory and deep experience to continuously innovate and develop high quality products.

Product  
R&D  
experts

Decades  
of R&D  
backbone

National  
Top R&D  
facility

## 2.3 Marketing strength



A senior manager, with more than ten years of brand marketing qualifications, led a group of innovative and keen post-90s marketing talent individuals to form a professional brand Sales team.

Aiming at satisfying consumers' wants and needs, launching marketing campaigns, promoting sales, shaping the brand image, and winning the "Golden Mai Award" and other marketing awards.

Keen  
Market  
sense

Product  
development

Expert  
in brand  
positioning

雀氏  
Chiaus

## 2.4 Marketing strength

### Recap – Aiming at hot events, signing with popular brand ambassador

During the 2018 World Cup, Chiaus collaborated with superstar Michael Owen, inviting him to be the brand's ambassador.

-Resulting in viral marketing and large sales volume.



## 2.5 Marketing strength

### Recep - CORPORATE SOCIAL RESPONSIBILITY (CSR)

The Yanshi Blue Ribbon Public Welfare Project and the Banshi Xiaoxing World Project held for **7 consecutive years** use **public welfare** events as the emotional chain of **brand and audience communication**, and organically integrate brand social responsibility, audience empathy, consumer public welfare and platform voice. **Greatly improved the popularity and goodwill of the brand.**



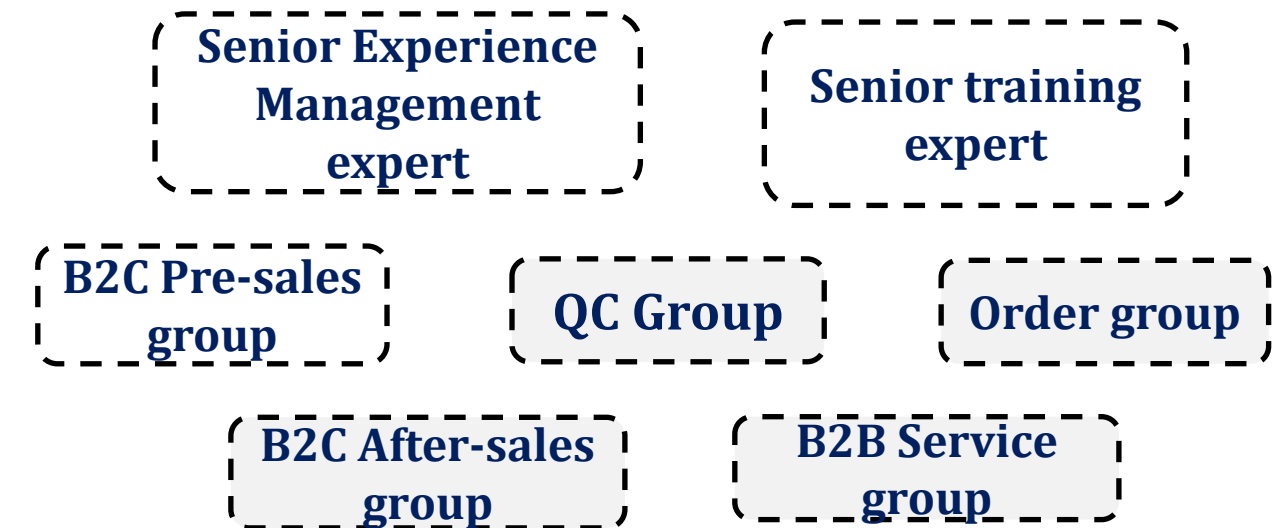
## 2.6 Service management strength

### Customer Service Center Team

The head of the Customer Service Center, which has served as a customer service manager of Dell and other well-known companies, has led the team as a senior experience management specialist, senior trainer, with decades of customer management experience and a global understanding of customer service system construction. Nearly one hundred professional customer service commissioner.

Create a one-to-one professional service, patient and enthusiastic, Customer-oriented professional customer service center team.。

### Customer Service



### Customer Management



**All-round customer maintenance, customer loyalty, optimized consumer experience, improved conversion, continuously exceed forecasted revenue.**





0022  
2

PROJECT

## 2.3 Marketing strength



A senior manager, with more than ten years of brand marketing qualifications, led a group of innovative and keen post-90s marketing talent individuals to form a professional brand Sales team.

Aiming at satisfying consumers' wants and needs, launching marketing campaigns, promoting sales, shaping the brand image, and winning the "Golden Mai Award" and other marketing awards.

Keen  
Market  
sense

Product  
development

Expert  
in brand  
positioning

雀氏  
Chiaus

## 2.1 Annual project-2019

### UGLYDOLLS X CHIAUS

## International big brand IP cooperation Online and offline integrated marketing

In 2019, at the same time as the American animated film "UglyDolls", Chiaus established a full marketing partnership with the IP, hoping to express the "multiple and excellent development" product concept to consumers through the ugly doll's personalized content and at the same time break through the joint product. Homogenization; launching a young marketing campaign, and promoting sales through "quick and fast" hunger marketing.



雀氏  
Chiaus

## 2. 2Annual project-2019

### CHIAUS -Overseas Brand Ambassadors

In 2019, Chiaus singed With Myanmar  
Popular Star- Nann and Cambodia  
Popular Star -Sonita as Chiaus  
overseas Ambassadors;



## 2.3 Annual project

### Chiaus baby clothings X Chiaus diapers Multi-brand integration & marketing



Annual project mission: to capture the users' mind and carry out multi-brand through integrated creative marketing – by combining the multi-product line of **chiaus baby care products, baby clothes, women's care products, adult care products,** etc., the chiaus exclusive combination gift box, combined with event marketing and product planning.

# Chiaus & Tsinghua University



Welcome Professor Xie Xuming of Tsinghua University which is one of the top universities in China.

Chiaus have made a cooperation with Tsinghua University to study the related materials of diapers to provide the best care for baby us .

## 2.5 Annual project-2021

# Chiaus -Top 500 Chinese Brands" certificate

At the 2021 Asia Brand Forum , Mr. Sha Zukang, the former Deputy Secretary-General of the United Nations, personally awarded the "Top 500 Chinese Brands" certificate to the our Chiaus Group, and awarded the "2021 China Brand Day-Hundred Outstanding Brand Entrepreneurs" to the Chairman of the Chiaus Group, Mr. Zheng Jiaming . Thanks to the Brand Power Forum Organizing Committee for their recognition and affirmation of Chiaus!

In the future, Chiaus will still be proud of domestic products. Based in China, Win the trust of the world, adhere to the concept of caring for the healthy growth of babies with love, and building a beautiful future for the family with heart!



## 2.6 Annual project-2021

# Chiaus & China Aerospace

Chiaus has successfully completed the signing ceremony with China Aerospace · Vision of Space to integrate culture of Aerospace Science & Technology and babies' health for products with Astronauts spirits and health concept.

So we have become the Official Partner of China Aerospace · Vision of Space, extends its sincere respect to Chinese Astronauts.

Voyaging into Space, Pursing Dreams. The Astronauts Spirits aim bigger and stronger for an endless succession.

#chiausbabydiapers

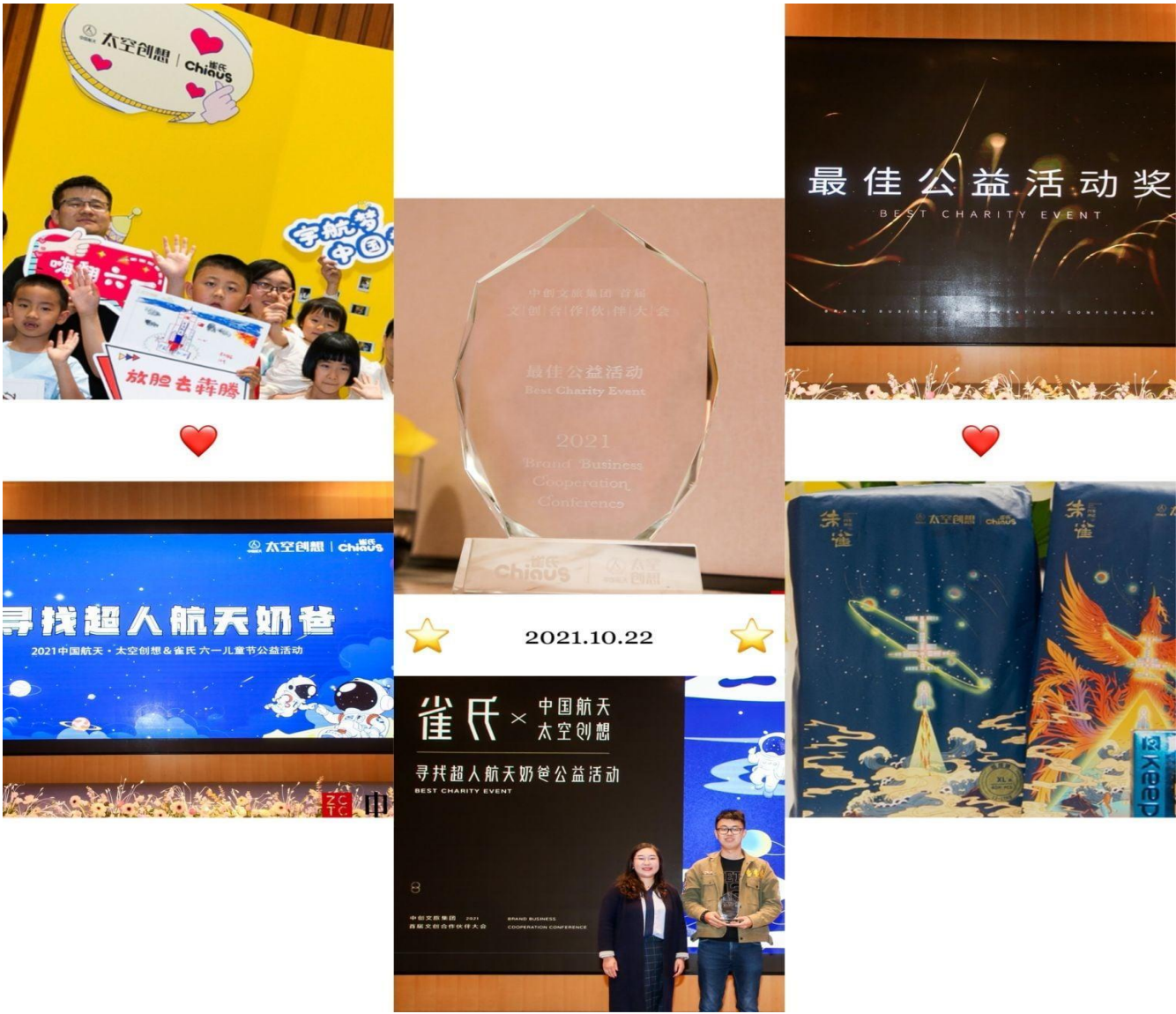




## 2.6 Annual project-2021

# Chiaus & China Aerospace

At the same year of 2021, after Chiaus has successfully completed the signing ceremony with China Aerospace · Vision of Space, Chiaus launce new products in the combination with the IP of Aerospace.



Congratulations to Chiaus& China Aerospace Charity Project for winning the Best Charity Event Award in China Creative Cultural Tourism IP Partner Conference which was held in Beijing. Chiaus will continue to work with China Aerospace to pass on the aerospace spirit to the next generation.



## 2.7 Annual project-2021



## Chiaus & CBME Fair

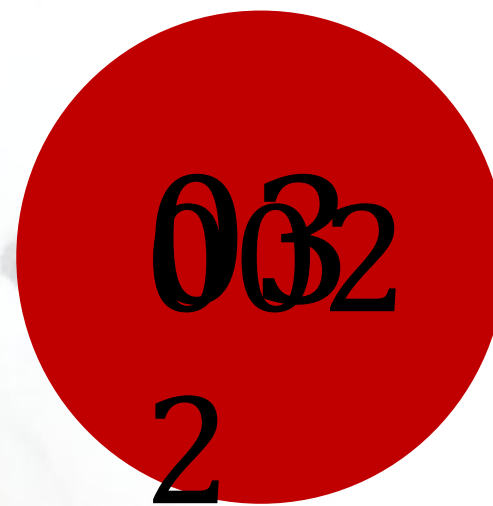
Chiaus has successfully attend the 2021 SHANGHAI CBME FAIR.

Chiaus has successfully attend the 2021 SHANGHAI CBME FAIR.

Our Aviation Theme is popular to customers. Chiaus will always persist in the quality to provide the best services to all our customers.

the best  
customers.

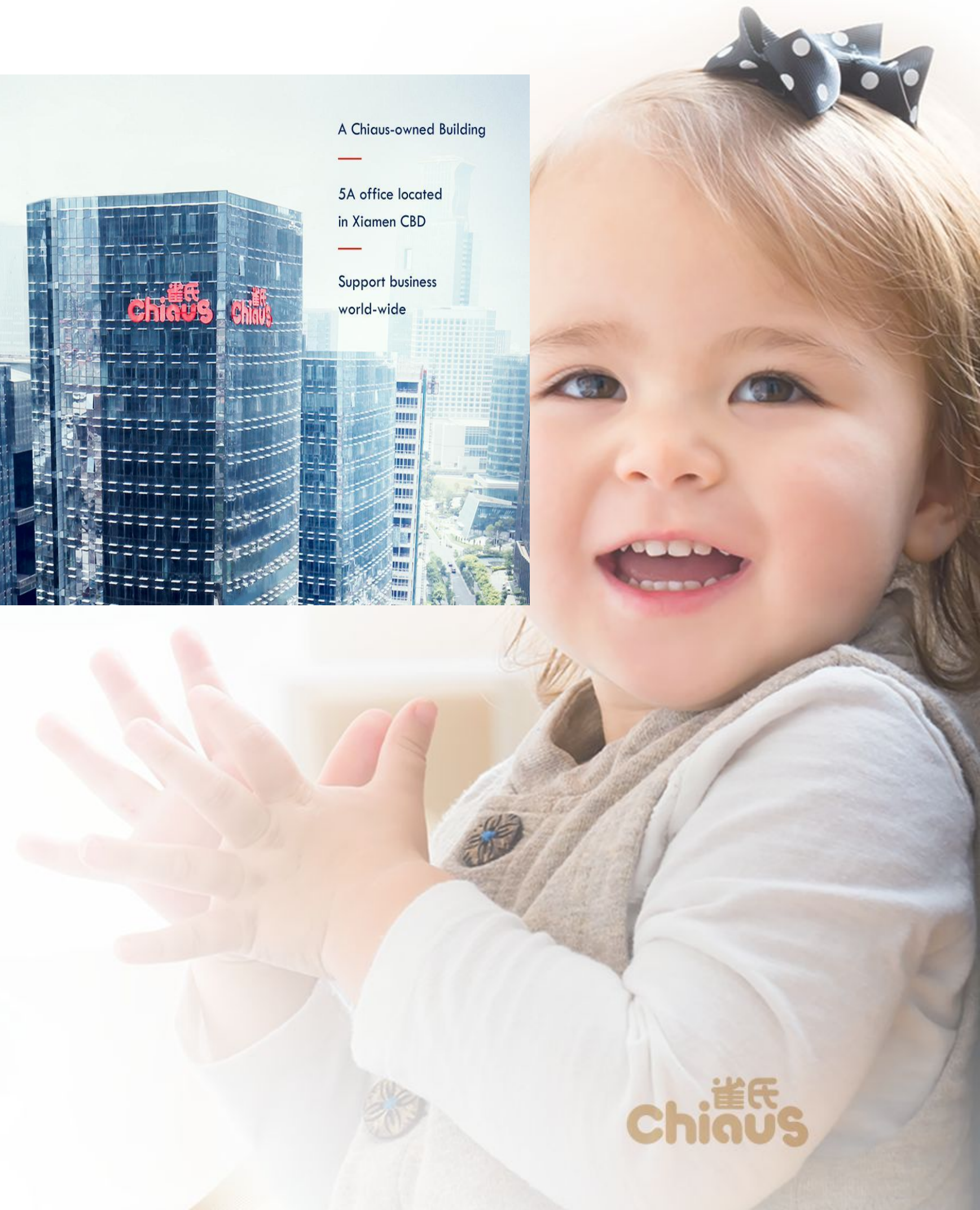
雀巢  
Chiaus



# ABOUT AGENT



Chiaus is willing to create a joint venture in the long run with all its agents when it is time.



Global market



Existing packages for  
choose;  
Adaption service  
available for local market



雀氏  
Chiaus



# FREE PROMOTION GIFTS

MUCH MORE AVAILABLE.....



Chiaus



雀氏 Chiaus

Global market

# GRAPHIC DESIGN

## Chiaus GIVE-AWAY!

Chiaus CottonSoft Baby Diaper

- S 2: 52 Diapers
- XL 5: 32 Diapers
- M 3: 42 Diapers
- L 4: 38 Diapers

Chiaus 雀氏

### 天才第一步

天才第一步 雀氏心守护

天生就是! 实力派

One Chiaus One Genius

Whirl Absorption

Chiaus Baby Diapers

Chiaus baby diapers

កម្ពុជា ថែម ថែម

Chiaus CottonSoft XL 36

Chiaus Nature & Dry Baby Diaper 36

Chiaus Mini Sweetie Premium Softy Diaper Pants 48 L UNISEX

Chiaus Mini Sweetie Premium Softy Diaper Pants 50 M UNISEX

មានតែនៅ Baby Outlet

តាមព័ត៌មានទីផ្សារ ដល់ថ្ងៃទី២ខែមេសា ឆ្នាំ២០១៩



雀氏 Chiaus

Never leave you alone,  
Chiaus Family work  
toward achieving  
Win-Win.





Welcome to contact us:

Candy Su

Email:candy@chiaus.com

Wechat/Whatsapp: +86-13720855102

THANKS!

谢谢!

雀氏  
Chiaus