

# A Brief Introduction to Milesight

Milesight Technology Co., Ltd.



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# CONTENTS

- Milesight at a Glance
- Why Partner with Milesight
- Milesight Plan for 2015



Milesight



# PART ONE

## Milesight at a Glance

- About Milesight
- Milesight Timeline
- Company Structure
- Milesight Team
- Product Roadmap
- Product Lines
- Sales Overview
- Sales of Each Market
- Best Sellers of 2014

# A

## bout Milesight



Location: **Xiamen** China



Established in **2011**



Product: **IP Camera, NVR, vms**

Milesight specializes in the design and manufacture of best-in-class IP surveillance solutions with superior image quality, exceptional flexibility and reliability for the global market.

## 1st IP Camera was **Sold**

Milesight begun sales work in August 2012 and sell its first IPC in Spetember.

## Product **Upgraded**

In 2014, Milesight dedicated to upgrade high-performance chip solutions, introduce unique product design, to complete & perfectize the product lines.

2011

2012

2013

2014

2015

2016

## Milesight was **Founded**

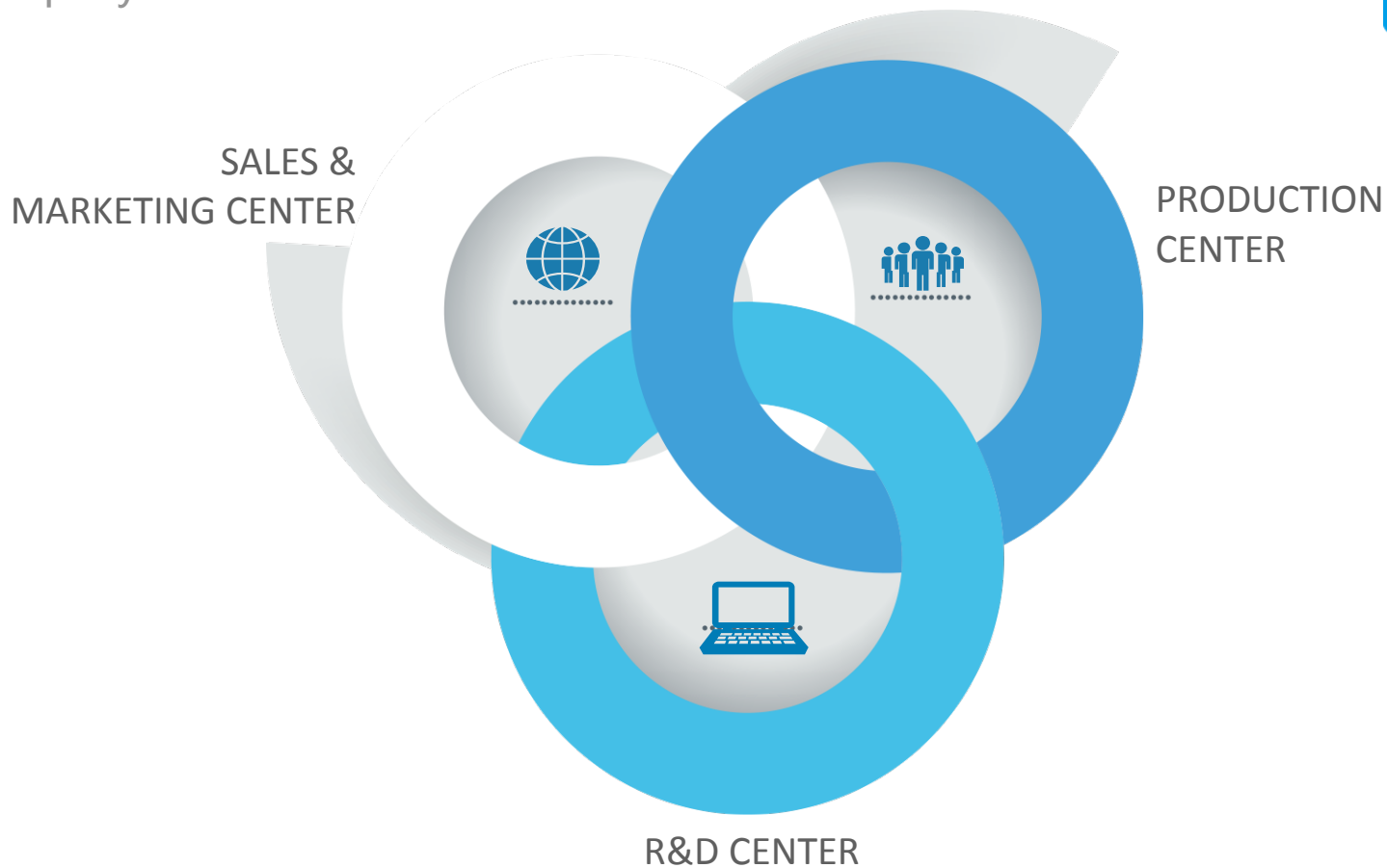
The R&D of IPC begun

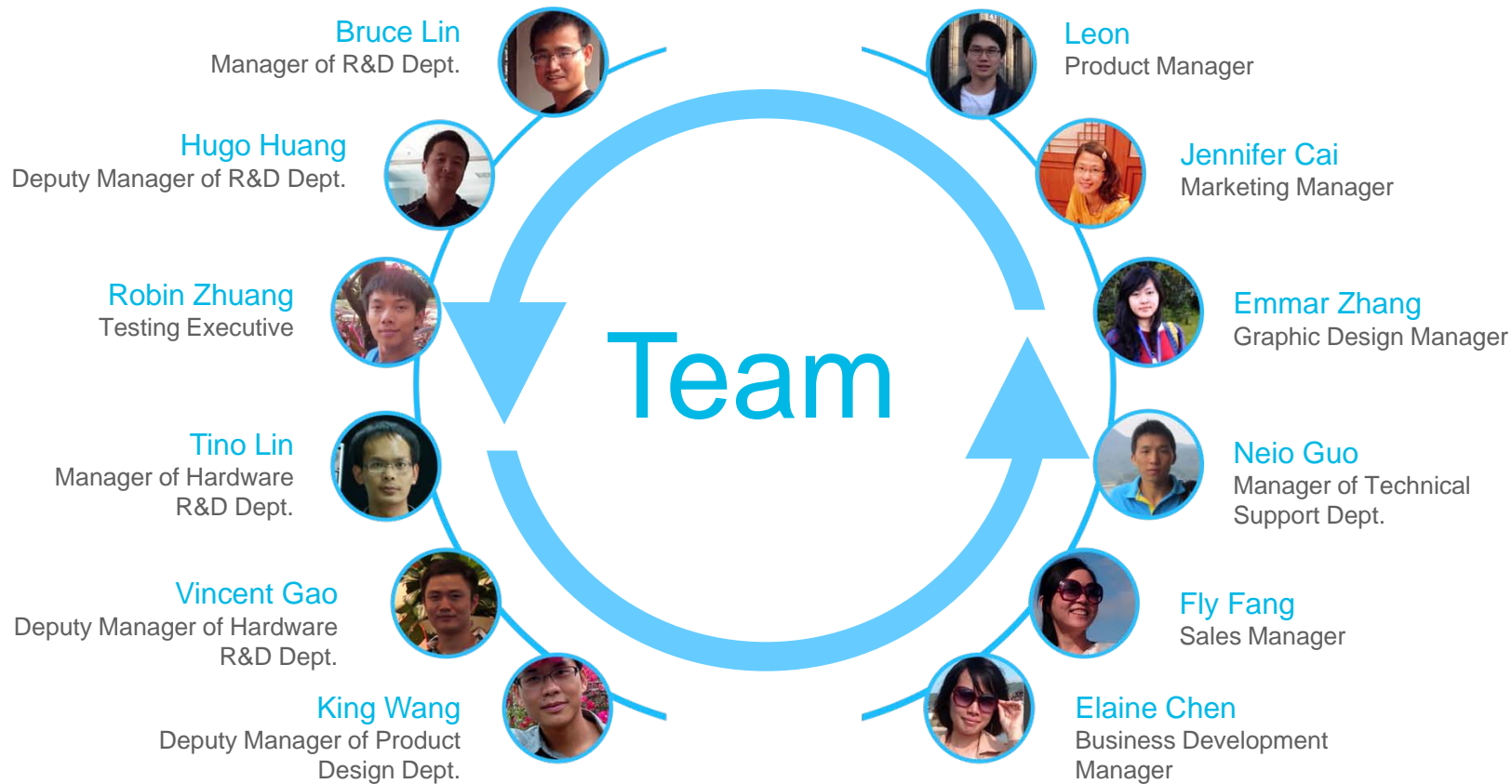
## Achieve **Profitability**

At the end of 2013, Milesight started to achieve profitability.

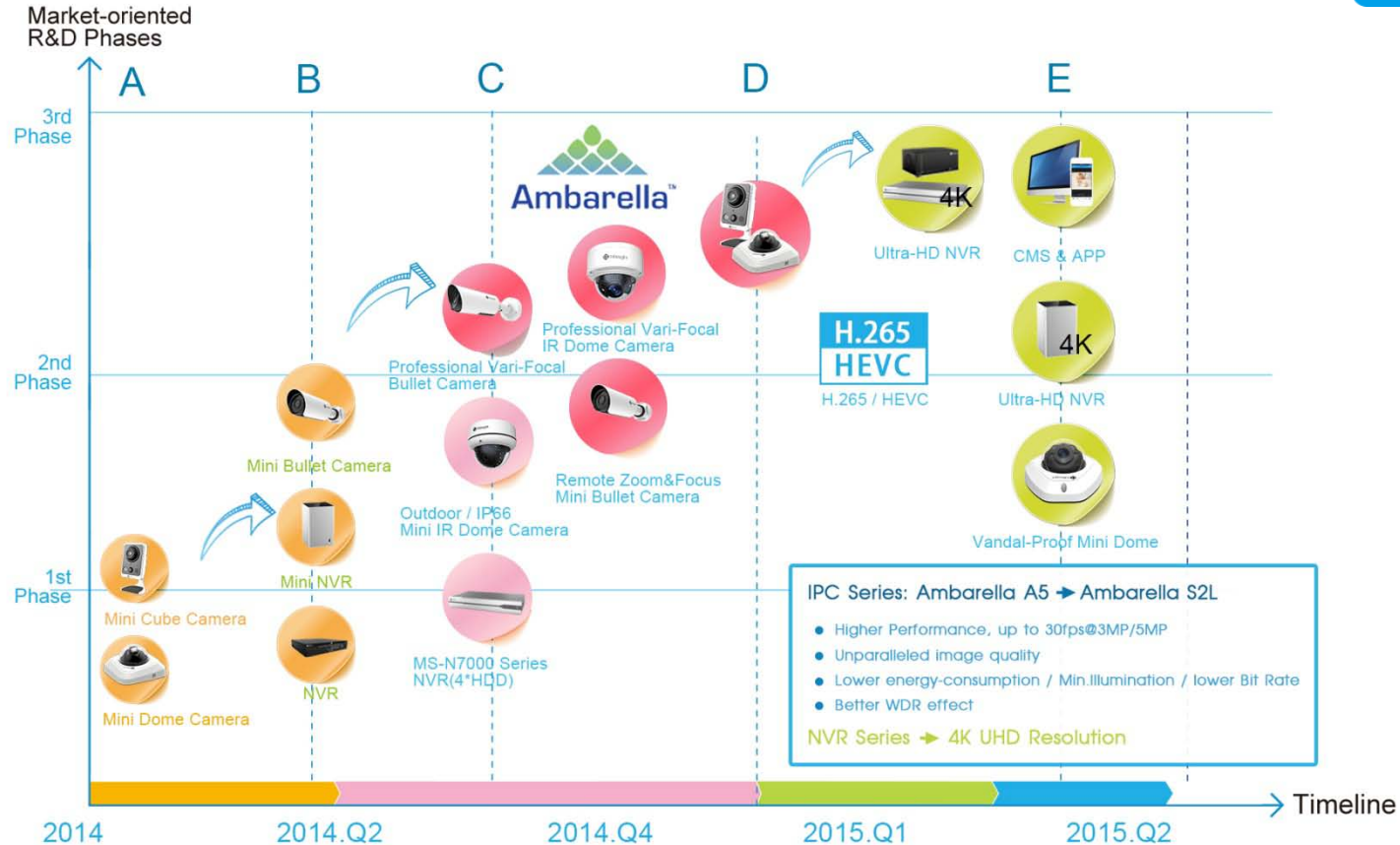
## Active **Marketing** Activities

Milesight plans to commit more active marketing activities in 2015, and aspires to see rapid growth in distribution network and sales volume.





# Product Roadmap





## Mini Series



IR Mini Dome



Mini Dome



Mini Cube



Mini Bullet



Vandal-Proof  
Mini Dome

## Pro Series



Box Camera



Pro Bullet



Pro Dome

## NVR Series



Mini NVR



Box NVR



Pro 7000 NVR



Pro 8000 NVR

## Milesight VMS

Live View · Recording · Electronic Map



Playback



Dual Stream



Live View



## Mobile APP



### M-Sight / M-VMS

M-Sight is an app developed by Milesight for iOS and Android which will allow users to login, view, and control their Milesight network cameras.



Playback



Dual Stream



Live View





## Milesight's Global Reach

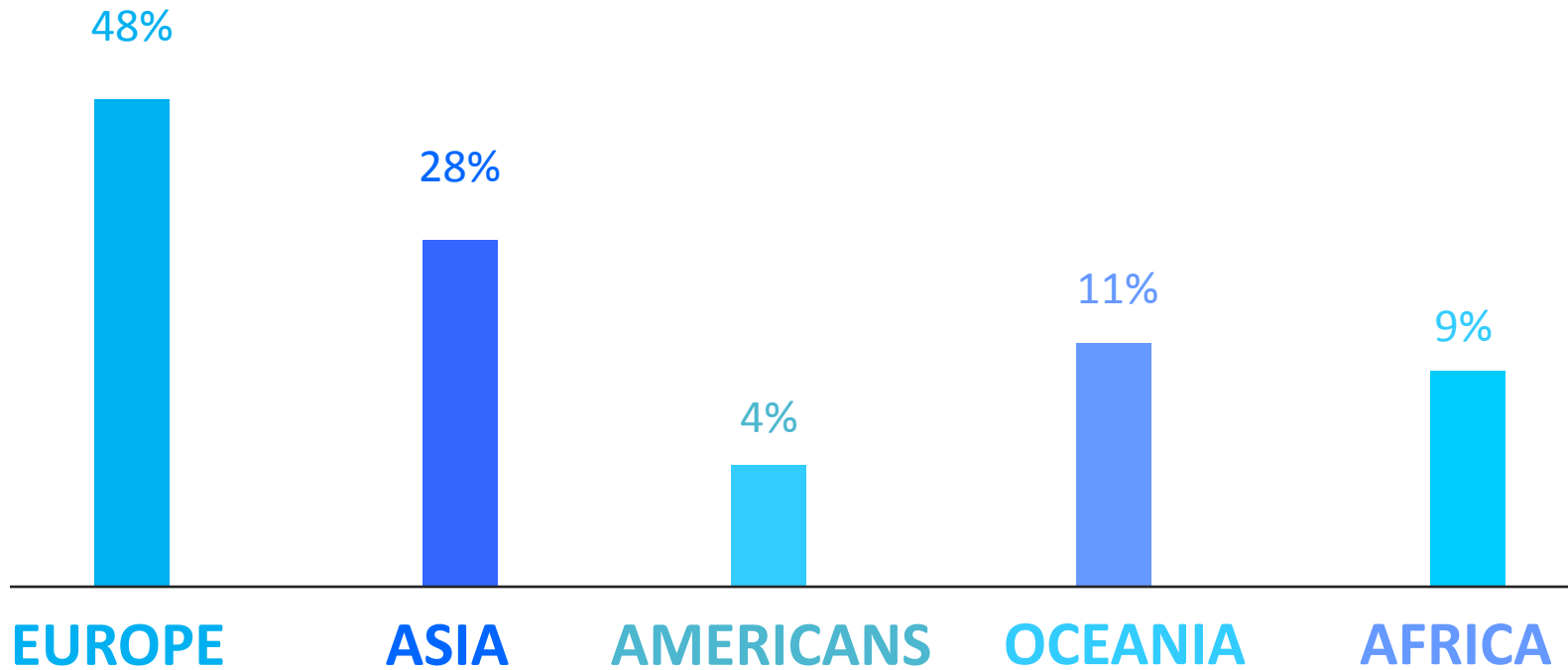
Milesight markets its products through a worldwide network of distributors and resellers in over

**80** countries and we had

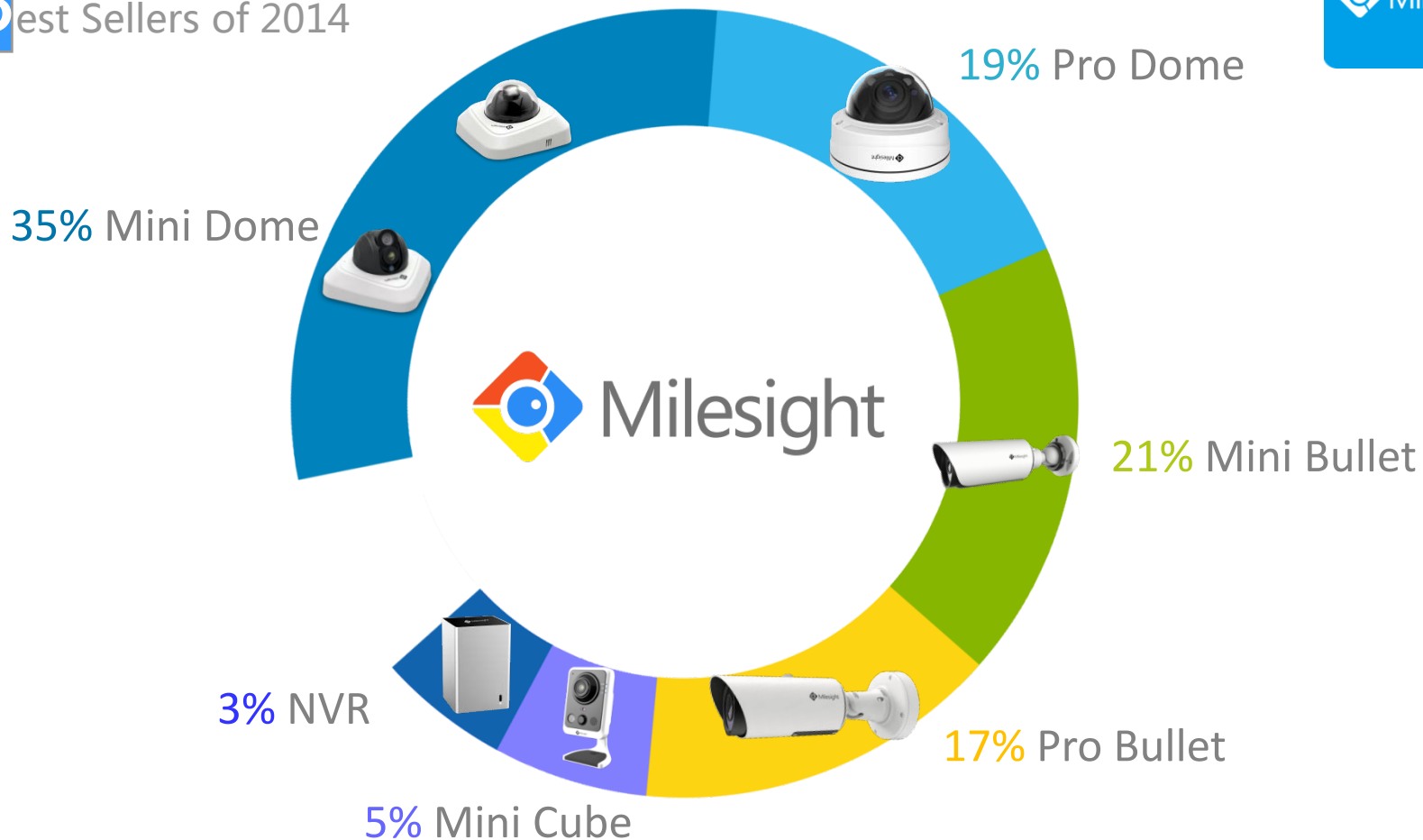
**565** partners by now.

S

## Sales of Each Market



# Best Sellers of 2014



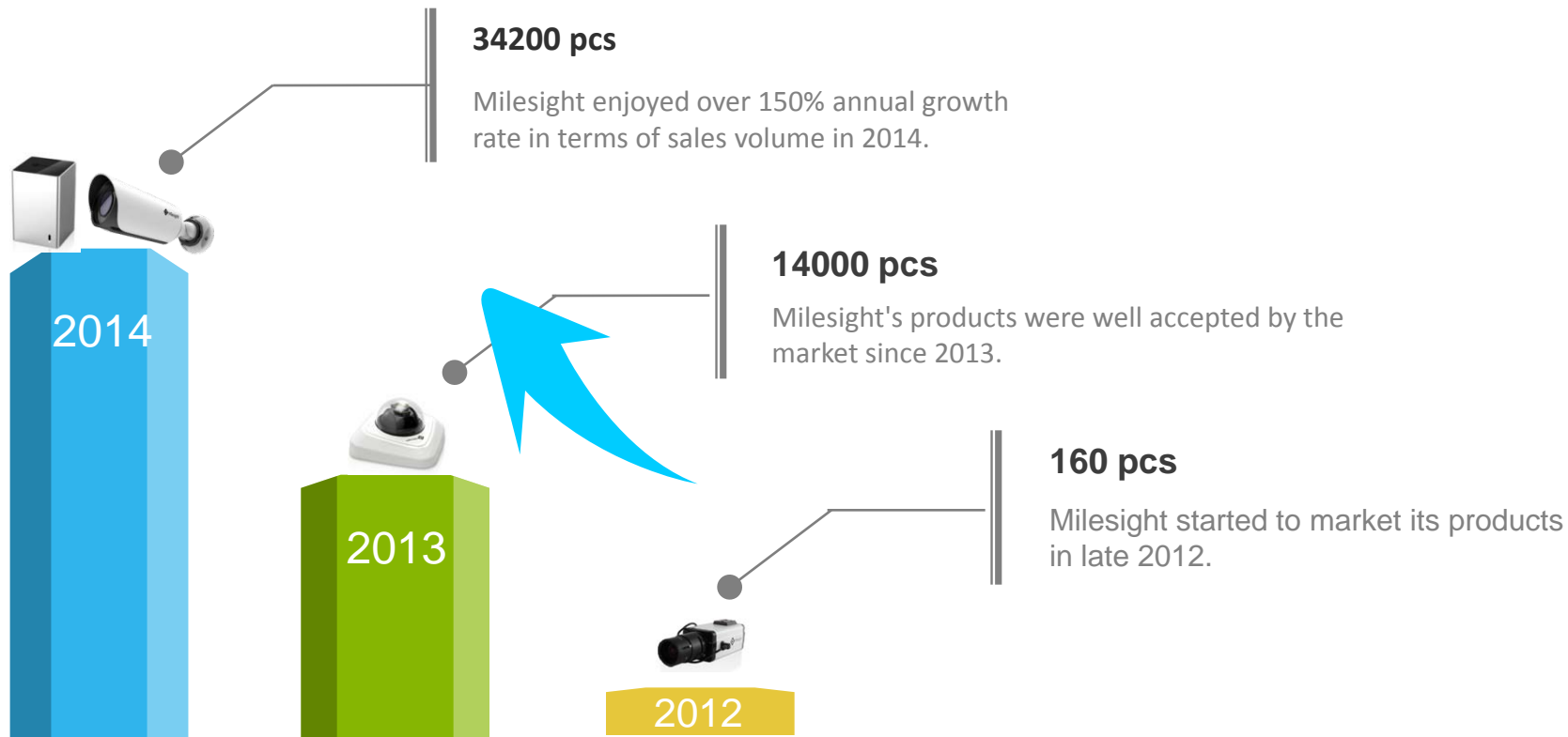
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## PART TWO

### Why Partner with Milesight ?

- Rapid Growth
- Impressive Market Approach
- Worldwide Exhibitions
- WIN-WIN Distribution Strategy
- Robust R&D Capability
- Responsive Technical Support

# Rapid Growth (2012.9-2015.3)





# Impressive Market Approach



**Worldwide Exhibitions**



**WIN-WIN Distribution Strategy**

# W

## Worldwide Exhibitions



2012



global sources  
**Security Products**  
China Sourcing Fair

**SECUREX**  
SOUTH AFRICA | 2015

2013



global sources  
**Security Products**  
China Sourcing Fair



**IFSEC India**  
COMMERCIAL & CIVIL SECURITY • FIRE SAFETY

5-7 December 2013  
India Expo Centre, Greater Noida

2014



global sources  
**Security Products**  
China Sourcing Fair

**Mips**  
OSCOW



**SECURITY CHINA**



# Milesight 2015 Event Calendar

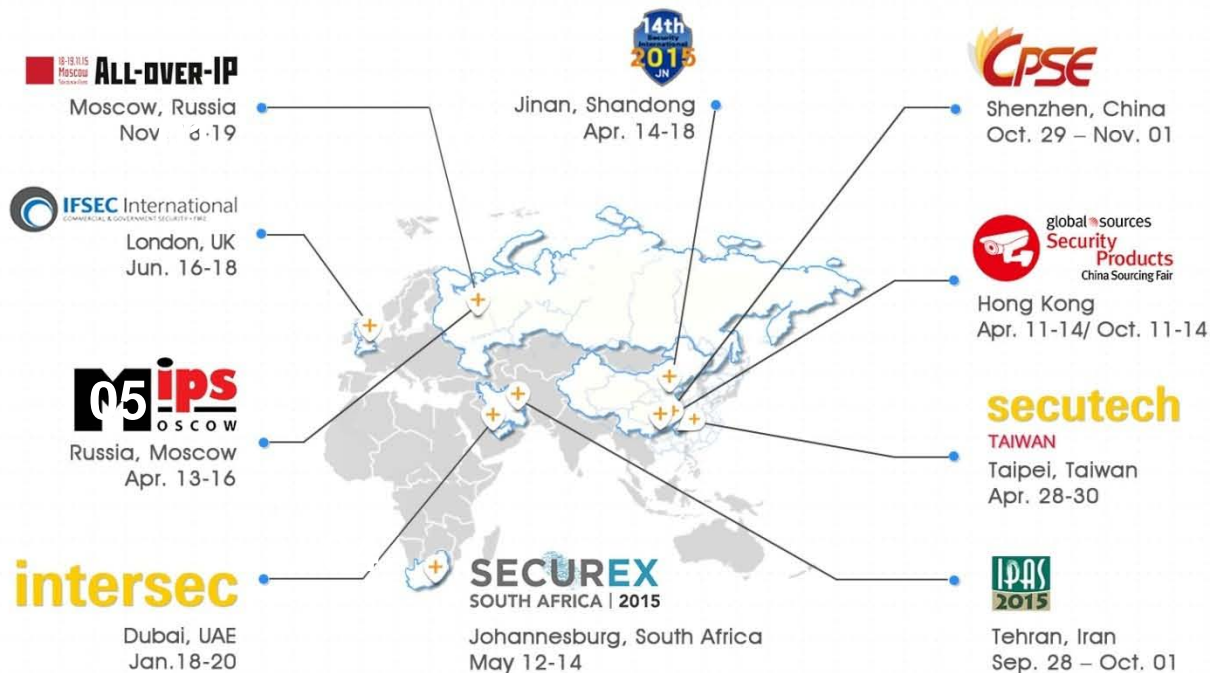


## Event Calendar

# 2015

## Meet Milesight Worldwide!

Milesight Technology Co., Ltd.  
[www.milesight.com](http://www.milesight.com)





# Milesight Worldwide Exhibitions Overview



Iran COMEX 2014



Taipei Exhibition





Modern systems of safety - Antiterror



Russia MIPS







SIP Product Seminar in Malaysia



IFSEC India



# Milesight Worldwide Exhibitions Overview



All OVER IP



China sourcing fair in HK





Essen Security 2014



China Sourcing Fair 2014







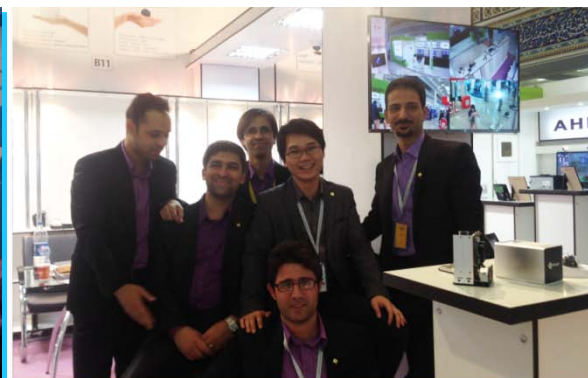
## Security China 2014



# Milesight Worldwide Exhibitions Overview



Intersec Dubai 2015



IPAS 2014 Iran





### 1. Value-added Distribution Model

Milesight would like to establish a value-added distribution model to build a healthy sales network and protect partners who invest and market.



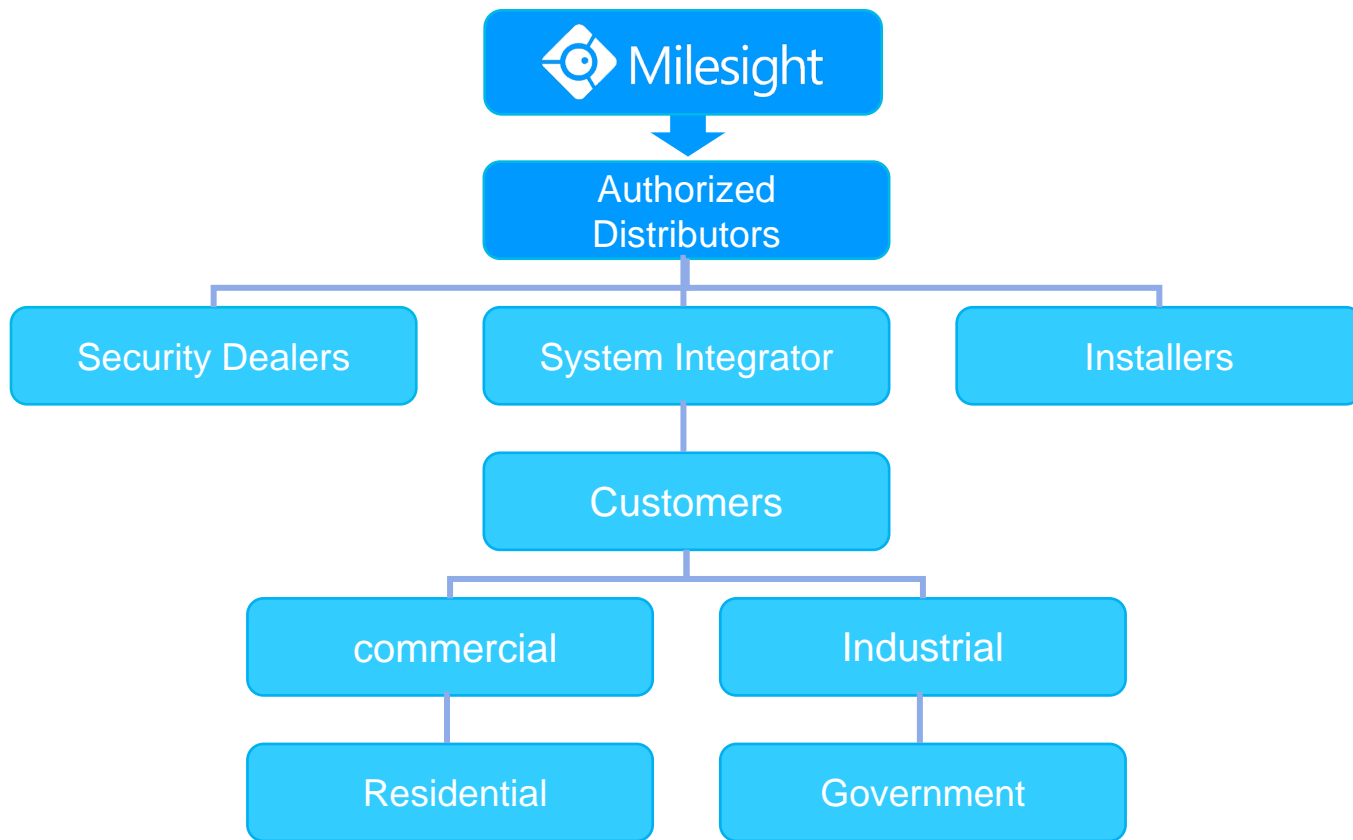
### 2. Enhanced Profitability

A healthy distribution network, plus with a rigid price control system would guarantee reasonable margin for partners of each level.



### 3. Rich Marketing Support

Milesight provides partners various kinds of marketing support according to different market situations.





## Unique Product Design

### Stylish & Easy Installation

Being customer-oriented, Milesight is dedicated to design products that are stylish and truly installer-friendly which can avoid installation hassles by innovative structure design.

## Quick Market Response

Being market-oriented and with a smaller number of levels of management hierarchy, Milesight is able to react rapidly to market change, ensuring the product lines are active-stock. (e.g. our latest product 4K mini NVR and H.265 IPC are ready for launch since we observed the market trend.)

### 9-channel **4K** Mini NVR

— The Industry's First 4K Mini NVR from Milesight  
MS-N1009-UT



### **H.265** IP Camera from Milesight

Experience the power of latest video compression



H.264

1080P@4Mbps



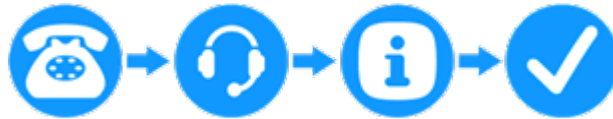
H.265

1080P@2Mbps

# R Responsive Technical Support



Milesight boasts to have a responsive technical support team. Every technical problem is required to be replied within **24** hours.



**Technical Support**  
We're here to help.



# 3

## PART THREE

### Milesight Plan for 2015

- The Growth Strategy of Milesight
- What Kind of Partner We are Looking for?



## Proven and Successful

### Expand Sales Reach

- Into new markets
  - America
- Increase coverage in established markets
  - Europe
- Grow Business Development Department



### Increase Brand Awareness

- Expanded trade show presence
- Focused marketing initiatives
- Strategic advertising



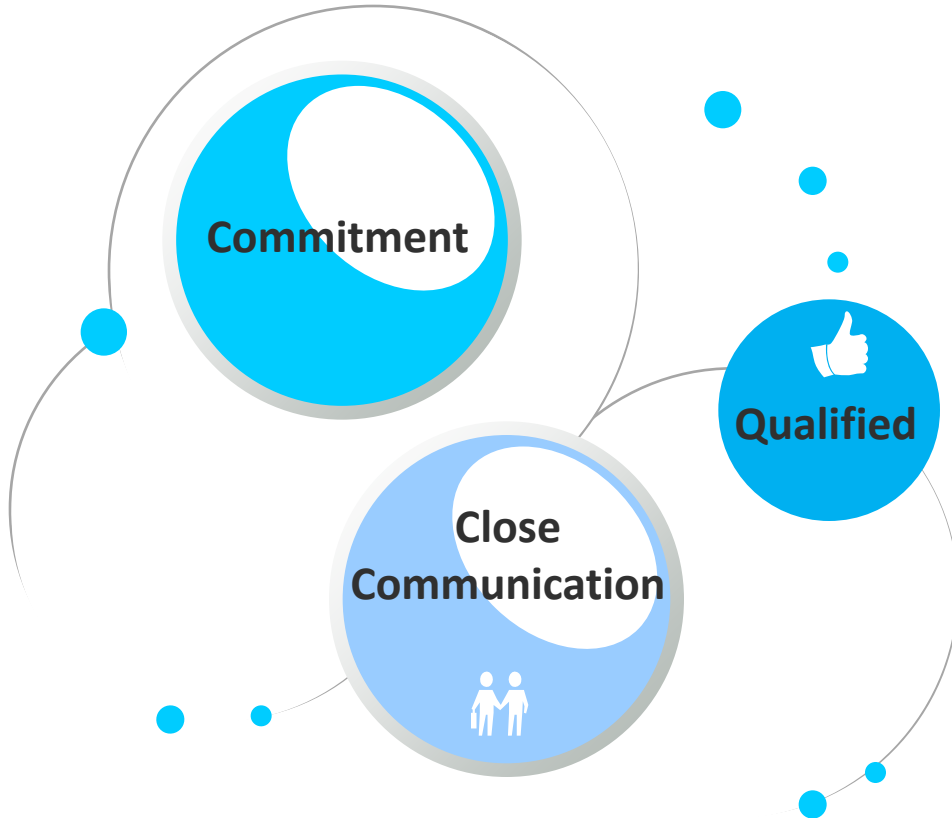
### Accelerate Innovation

- Grow engineering team to bring new products and features to market faster
- Keep up with the industry leaders
- Continue to identify cost reductions



# W

## What Kind of Partner We are Looking for?



### COMMITMENT

Milesight would like to have partners who are focus, devoted and dedicated, willing to grow business with Milesight .

### CLOSE COMMUNICATION

Milesight would like to establish close relationship with our partners. Constant and effective communication are very important and necessary.

### QUALIFIED

Milesight is looking for partners who are experienced in marketing & sales network building and know local market well.

WELCOME TO VISIT MILESIGHT IN XIAMEN, CHINA

**THANKS  
FOR WATCHING**

