



KINGRAY LAND

Edge and Accuracy

Annual Report 2021





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Sales Report 2021
Different Area
Sales Percentage

How We Create Value:
Market strategies
LinkedIn, google, customer
relationship

How we Operate:
-Growth through customer
relevance,
-Improved product and sourcing,
-Cost efficiency
-Company culture

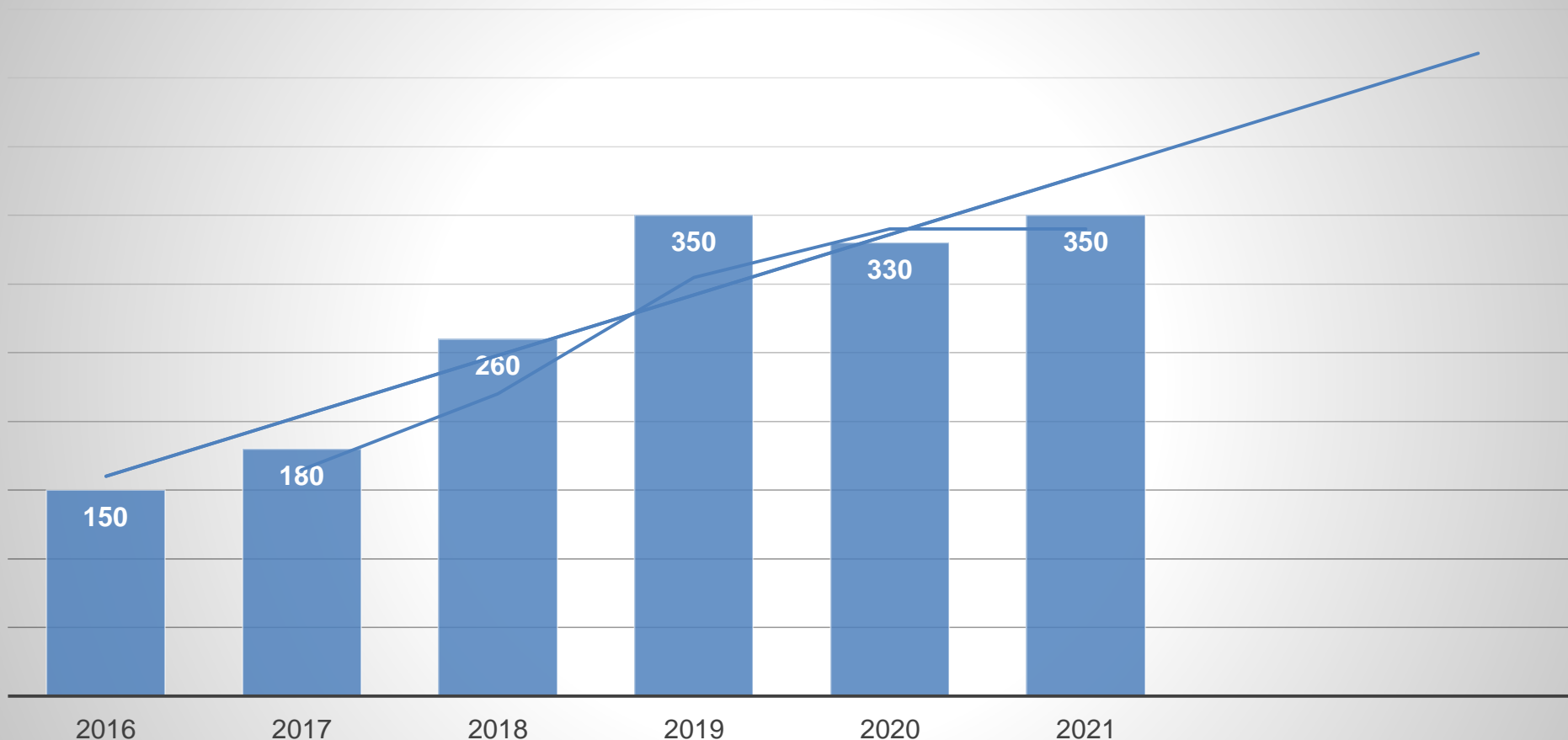
What We Offer:
Different continental
overview, sales, product
share, potential
opportunity and trend



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Annual Sales(US\$ K)



■ Annual Sales(US\$ K)

— 线性 (Annual Sales(US\$ K))

— 线性 (Annual Sales(US\$ K))

— 2 per. Mov. Avg. (Annual Sales(US\$ K))



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5%
North
America

80%
Europe
Sales

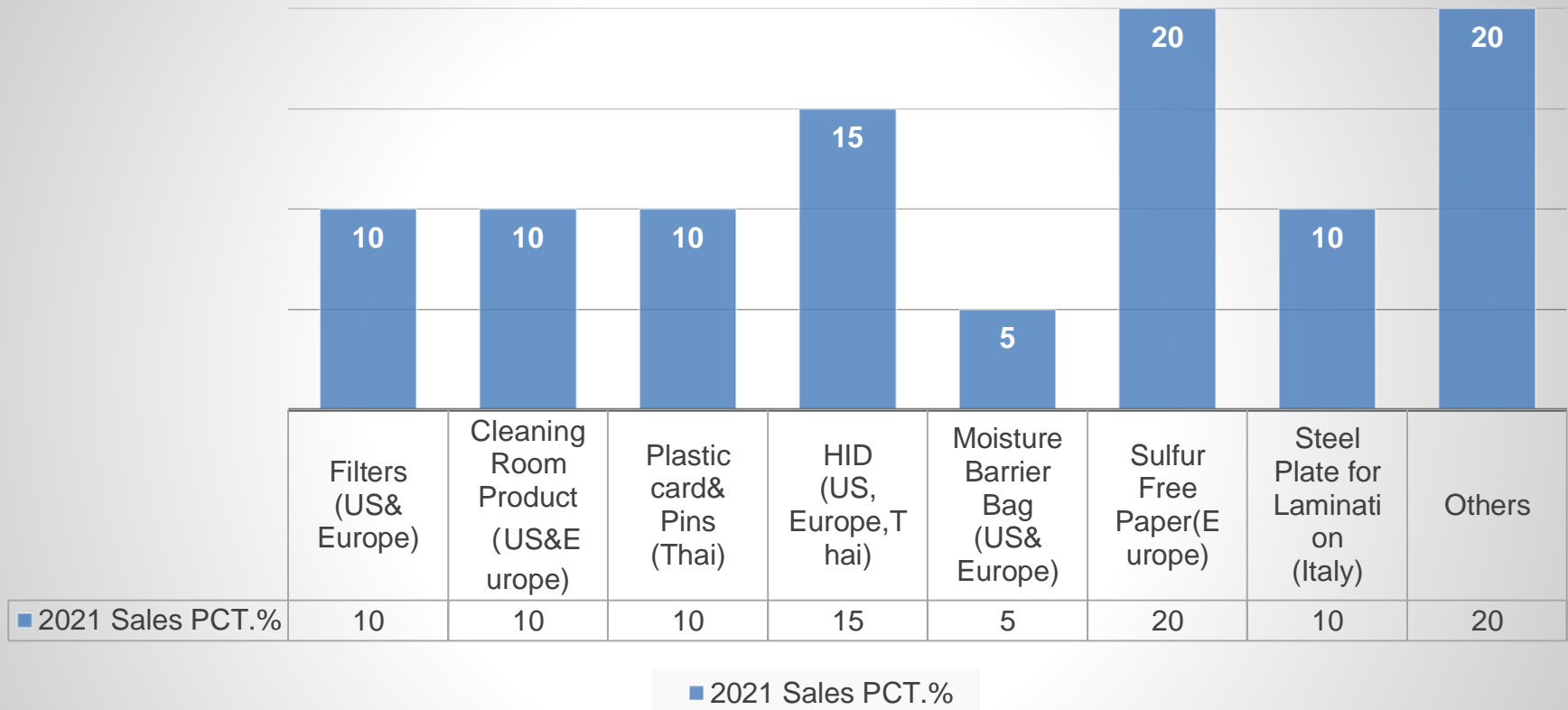
15%
Asia
Sales



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2021 Sales PCT.%



6.2% sales increased in 2021 compared with 2020. European market got much marketing share while North American falling down much.



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HOW WE CREAT VALUE

KRL almost 9 series of pcb materials and pcb testing instrument are completed applied in PCB factories diferent processings.From the very beginning of 2016 we started with only 5-6 series and with years experience we 've developing more and more valuable materials which more applied by customer.Even the covid-19 caused economic problem around the world but with developing of 5G we believe the industry will keep improving and expanding.

Marketing strategies:

LinkedIn,Google,customer relationship

Marketing trending:

Although COVID-19 impact on the industry, the **rapid development of 5G** has allowed the PCB industry to grow. It is estimated that the global PCB output value will be 62.5 billion US dollars in 2020 and reach 79.2 billion US dollars by 2025.



HOW WE CREAT VALUE

Our Resources:

Specialised in international PCB market people

Business development **100% international market oriented**

PCB technical people with more than 10 years experience

Different distributed factories



HOW WE OPERATE

Growth Through Customer:

- Listen to the customer's feedback
- Updating newest technical or relevant product,technision datas.
- Solve customer's problems

Continuous Product Development

- new product sourcing
- newest technical product research

Cost Management

- Equivalent quality lower cost
- Equivalent cost better service
- High cost material 's replaced solutions

Company Culture

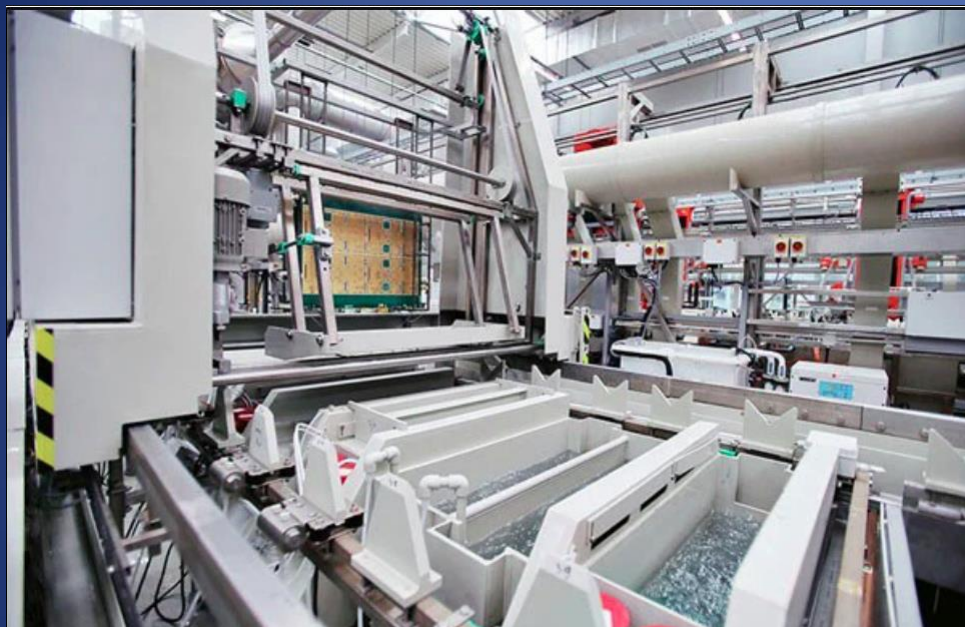
Open, collaborative, multi-national culture



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WHAT WE OFFER

APPLICATION SCENARIO--ELECTROPLATING LINE



China and international market bridge, especially in this covid-19 pandemic situation, travels and visiting limited, lockdowns and limitations, we keep visiting and checking from diversified pcb materials factories in China. Exhibitions, chamber's events, seminars, new people, new challenges, potential opportunities are still discovering.

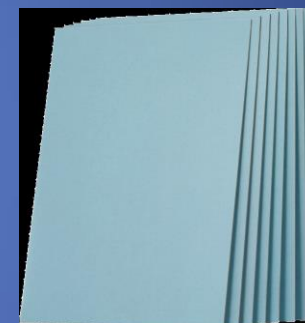


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APPLICATION SCENARIO—PCB DRILLING

In Europe, we have the mostly cooperative partner customer in Italy, then we join in Italian China chamber to deepen in this country to serve and connect with more partners. The same as to the another European chambers in China. Pandemic stopped us but domestic market is keep going on!

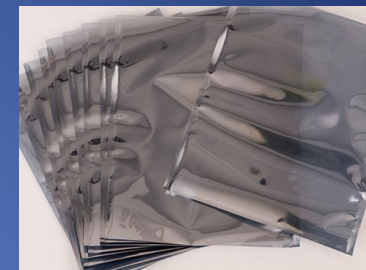




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APPLICATION SCENARIO—PCB PACKING



Among these 8 series of pcb materials,pcb packing materials is the best shipping product in this year especially for Sulphur free paper.

Sulphur free paper



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WHAT WE OFFER

We look forward to working with our partners through this special period!

Since year of 2020 the outbreak of covid 19 epidemic, particularly in 2021, international freight has been keep increasing crazily but no sign of slide, a small part of customer choose temporarily purchase from local market since suprising cost of freght, mostly still keep working with us

- We collaborated with customer appointed forwarder
- Customer make annual /semi-annual purchase plan and ship together
- We provide and afford feasible cost tother with customer



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