



ELITE ROBOT
艾利特机器人

ELITE ROBOT

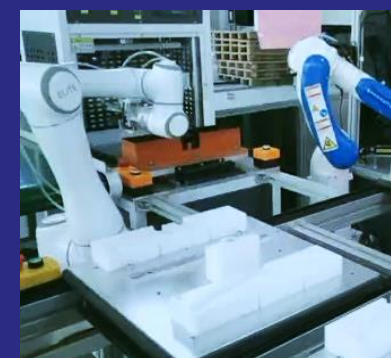
ALWAYS EASIER THAN BEFORE





Industries of Cobots

- > Auto parts
- > 3C electronic communication
- > Metal processing and machine tool management
- > Daily chemical packaging
- > Medical treatment and health
- > New consumption and people's livelihood
- > Textile power





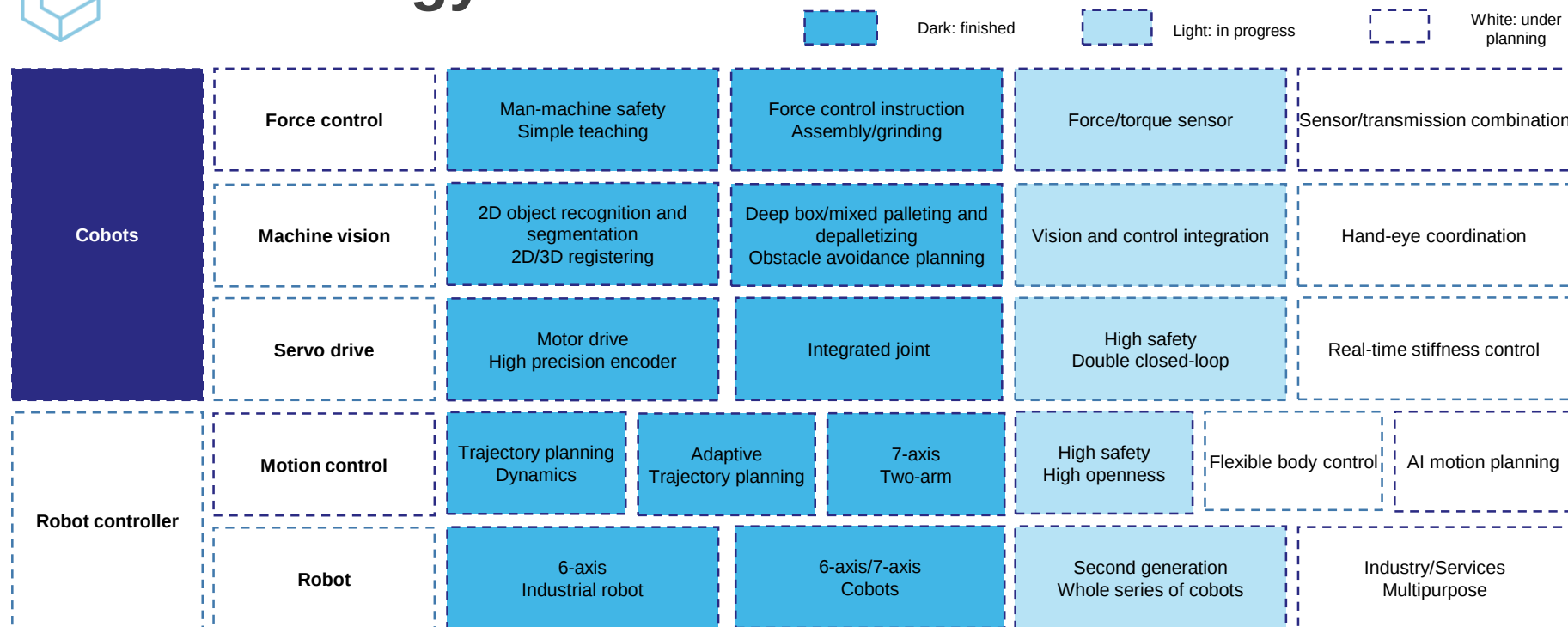
Applications of Cobots

- Handling, pick & place, loading and unloading
- Assembly and screw locking
- Packaging and palletizing, depalletizing and sorting
- Quality and appearance inspection
- Material removal, polishing, grinding and degating
- Composite application of AGV+ mechanical arm
- Dispensing and gumming





Technology Foundation



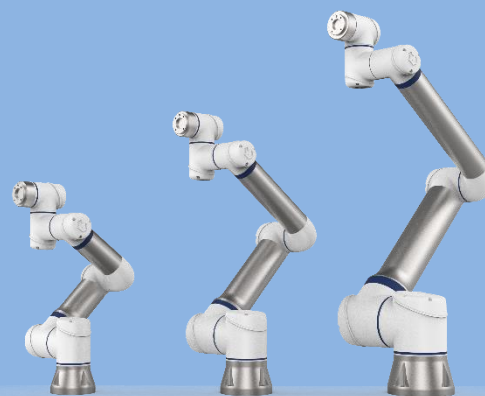
35 patents

RMB 20 million per year for R&D

60 front-end and application side R&D personnel

90% master degree or above

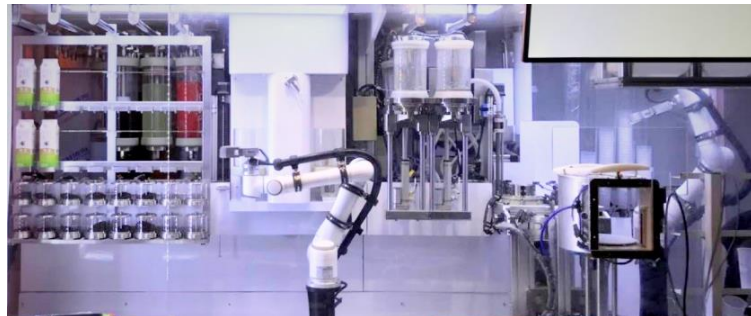
Easier/ Safer/ Stronger/ More Efficient





Key Accounts of ELITE Cobots

Industry	Key Accounts
3C electronics	Foxconn - Shenzhen Baoyuan Technology
	Jiaxing Wingtech
	Taiwan Syncmold Enterprise Corp
	Ningbo Sunny
	Zhongshan Fuhongqi Electronics Co., Ltd.
	Jiangsu Xin 'an Electric Appliance Co., Ltd.
Automobile	Continental Automotive
	Changjiang Electronics
	NIO
	Zhejiang Satuo
Medical treatment	PRO
Home appliances	Unilever-Truliva
	TCL Air Conditioning
	Daikin
	Chongqing Wootion - ZTE Branch
Electric power	NARI - Guodian Futong
New consumption	Country Garden
	KFC



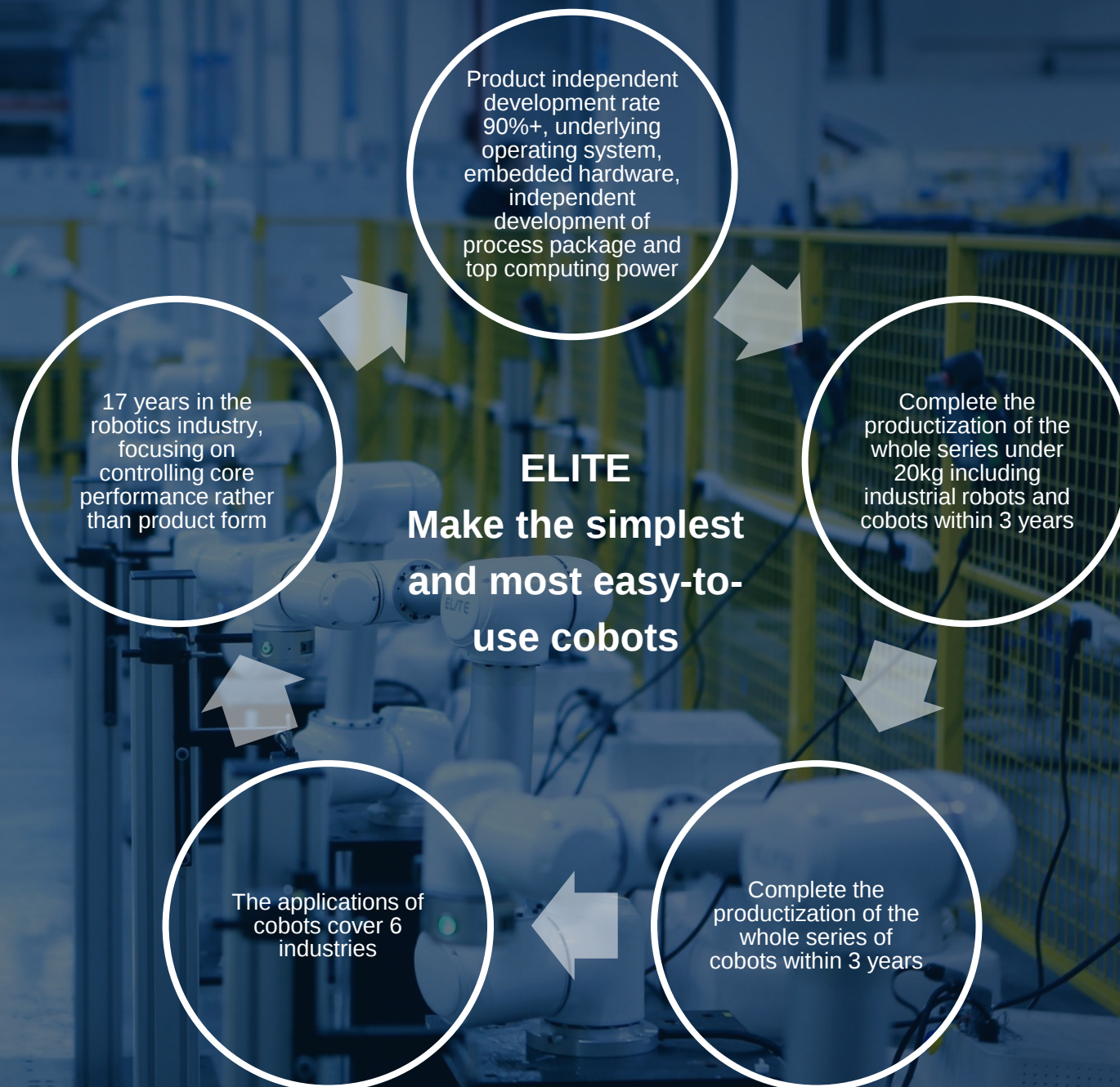
About ELITE

ELITE founding team comes from the Robotics Institute, BUAA for R&D. **Under the tutorage of Professor Wang Tianmiao, director of Robotics Institute, BUAA and chief scientist of National Robotics**, the founding team developed China's first CNC control system and robot controller in 2003 and 2009 respectively.

Up to now, after nearly 17 years of technical accumulation in the field of robot control, the founding team has completed the R&D and iteration of all categories of products in the field of industrial robot, and finally converged to the cobot track, and completed the product and ecological layout of the whole series of cobots in 3 years. The application cases cover 6 industries, such as 3C electronics, auto parts, metal processing, packaging logistics, home appliances and daily chemicals, and new consumption.

In July 2019, it officially and comprehensively benchmarked the logic of UR, the leader of the cobots, and will release the latest generation of C series products of ELITE in the third quarter of 2020, which is expected to change the competition pattern on the

track. **The goal is to become the world's first cobot manufacturer within 3-5 years and complete the global strategic layout.**





Existing cobot product matrix



EC63 6-axis collaborative robot



EC66 6-axis collaborative robot



EC612 6-axis collaborative robot



Dead weight 13kg, load 3kg



Dead weight 17.5kg, load 6kg



Dead weight 31kg, load 12kg



Working radius 624mm



Working radius 914mm



Working radius 1304mm



Repeated positioning accuracy
 $\pm 0.03\text{mm}$



Repeated positioning accuracy
 $\pm 0.03\text{mm}$



Repeated positioning accuracy
 $\pm 0.03\text{mm}$



Extreme kinematic and dynamic design

- Trajectory smoothing algorithm based on the acceleration jerk prospect, and high energy efficiency;
- Self-identification of dynamic parameters, sensitive dragging and high collision detection;



Modular hardware structure design

- Fully self-designed embedded cost-effective motherboard;
- Joint servo and high speed servo bus;



Flexible and reliable adaptive software

- Multilingual combination: JBI+Lua+ soft PLC, flexible and efficient;
- Stable and reliable JBI, smallest set; Luastrong external expansion capability, easy extension; the software PLC achieves logic programming conveniently and quickly;



Cobot
+
Gripper



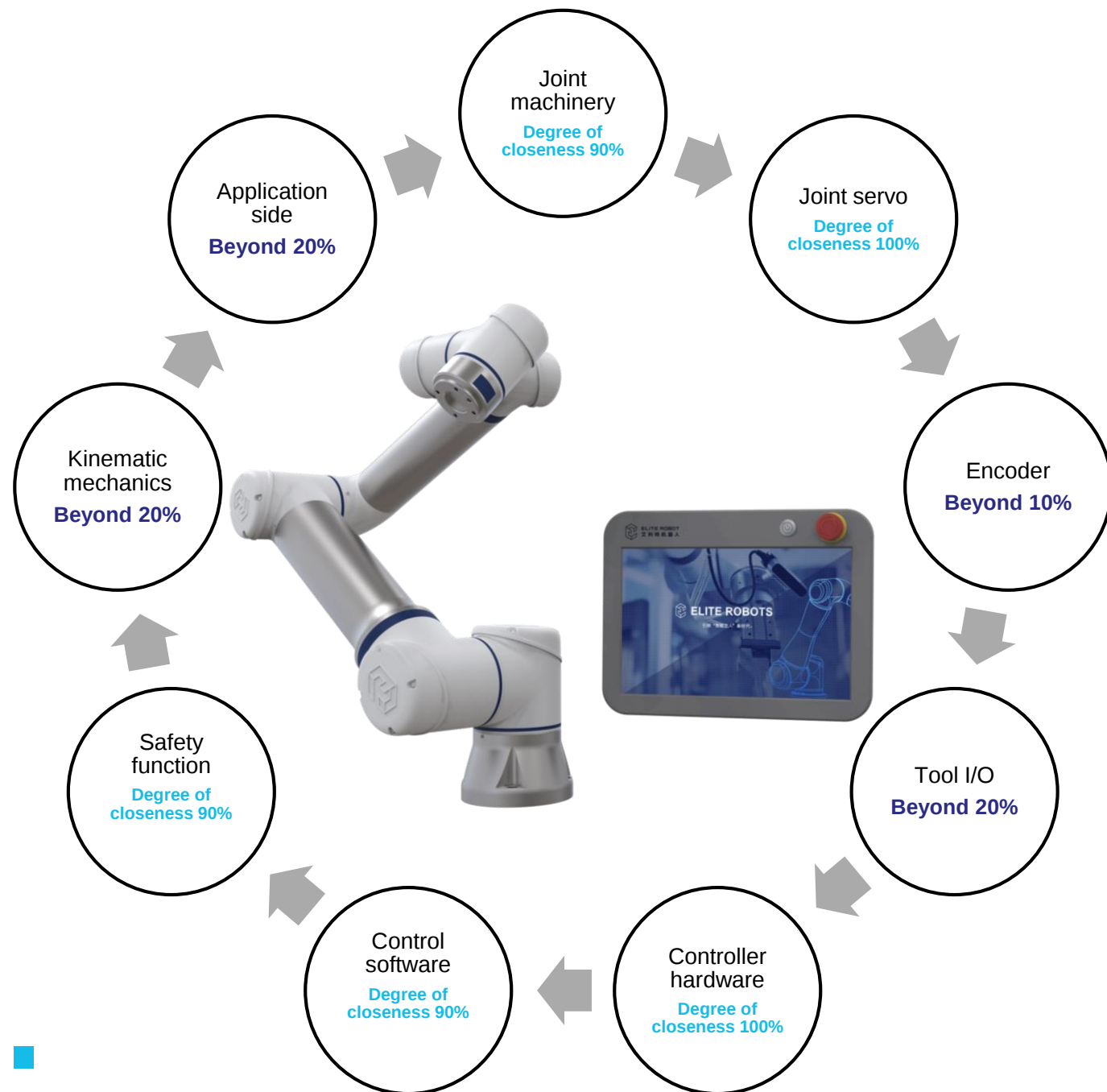


Upgrades & New Product

ELITE plans to launch its C series products in Q3 in 2020, the leader in the cobot industry and benchmark the future. The new series has been subversively upgraded and innovated from the hardware, software and application side, with comprehensive performance surpassing the e series launched by UR at the end of 2018, and will be an important milestone on the road to advanced ELITE cobot products.

The C series is designed to break the current pattern of the cobot market and provide users with a cost-effective, simpler, easier-to-use and more powerful product, meeting all user expectations for cobots.

Looking at the existing cobot market, the birth of ELITE C series is inevitable - China's own cobots, which the market and users have been waiting for, integrate a deeper understanding of "collaboration" than the existing industry. Innovation based on the underlying and product logic ensures that it is a cobot product that stands at the forefront of industry development and holds the potential for the future.





Management Team

Core executives with technical product marketing genes



Cao Yunan | Chairman & CEO

- **Doctor of Robotics Institute, BUAA, Postdoctoral of Tsinghua University**, former research fellow, Department of Computing, Hong Kong Polytechnic University;
- **17 years of experience in CNC/robot industry**, experience in GSK, Dalian Gona and other product projects, familiar with the development process, project management and requirements of the robot industry;
- Responsible for the core algorithm development; corporate structure design; enterprise development strategy formulation; market/brand building and import of important resources



Sun Kai | CTO

- **Doctor of Robotics Institute, BUAA**, former research fellow, Department of Computing, Hong Kong Polytechnic University, **a second prize at the provincial and ministerial level**
- Mainly oriented at **the design and development of robot, CNC, servo drive and other hardware and software**, rich experience in the robot structure design, motion control algorithm, embedded mechatronic design R&D and management; responsible for ELITE product direction development and technical support
- Director of the new C series, founder of the new-generation cobots and technical concept promoter



Wu Fei | National sales director

- Fudan University - EMBA
- **Industry sales manager in SMC for 6 years**, responsible for the new business import and team building; **double the achievements for 3 consecutive years**;
- **East/Central/North China Sales Manager in UR for 3 years**; the first regional manager in 3 regions; **achieves the sales volume accounting for 2/3 of the UR sales volume in China** and won the order (Huayu) with the world's largest order in the cobot industry;
- Won the sales champion and global outstanding sales manager award for 3 consecutive years; **achieved the annual regional sales growth of 50%**;
- **Develop benchmark customers for cobots in various industries**: Valeo, Unilever, Continental Automotive, FAW-Volkswagen, Huayu; AAC Technologies, Yijiahe, TINAVI and L'Oreal



Cai Songlin | Director of Application and Product Department

- **Tsinghua University - Master of Instrument and Meter Engineering**
- Shanghai Jiaotong University- Bachelor of Mechanical Engineering Automation
- **Cobot assembly and application manager in ABB Robot Division for 3 years**, and core Chinese developer in ABB Yumi dual-arm robot R&D team, responsible for application and software development;
- **UR+ and application manager in UR for more than 3 years**, responsible for the application development of 5 scenarios of UR.
- Collaborate with the sales team to develop benchmarking applications for specific application scenarios in China: dual-arm collaboration, AGV+ mechanical arm mobile platform, force control assembly and 3D mobile platform;
- **Global UR+ ecological platform hardware and software product certification and development of UR+ partners in China**



Management Team



Zhang Xiaochuan | Software and Algorithm R&D Director

- Bachelor of Tianjin University,
- Former manager of the Robotics Department of Beijing Bochuang Co., Ltd., engaged in CNC/robot product research and development for a long time;
- Maintain, upgrade and improve the control system and the drive-control integrated products; and have rich experience in the robot process application ;
- Cobot software development and algorithm, iterative maintenance, test management and team management
- China's first robot control system developer



Ren Yi | Marketing Director

- Shanghai Jiaotong University - MBA
- 10 years ebm-papst marketing manager for 10 years, and head of the Asia-Pacific Market Alliance of ebm group; establish the strategic cooperation with the industry benchmark customer brands: F1 Mercedes, Haier, Huawei and China South Railway;
- Serve as marketing manager of UR for more than 2 years, establish the industry benchmarking brand status of UR China, promote UR+ ecological platform concept, initiate the first UR+ Developer Conference in China, compile the first blue book of cobot industry in China and become the cobot industry template;
- Responsible for the UR digital marketing strategy in Greater China



Lu Suwen | HR and Admin Director

- Undergraduate, Nanjing University of Information Science & Technology
- HRBP of SiFO Smart Automation Incorporated Company for 2 years, responsible for the internal engineering service department HRBP,
- HR consultant in listed HR companies in UK and China for more than 7 years, major customers: LILLY, ROCHE, Nexteer and Bosch



Wang Tianmiao | Consultant

- Current subject review panel member of the academic degrees committee of the State Council, expert group leader of robotics topics of National 863 Program, deputy leader of manufacturing information engineering expert group of the Ministry of Science and Technology, member of the Robotics Professional Committee, member of Academic and Academic Degrees Committee of Beihang University, IEEE member and , Director and professor of Robotics Institute, BUAA. Current expert group leader in the advanced manufacturing field of National "11th Five-Year" 863 Program, chairman of Embedded Systems Expert Committee of Chinese Institute of Electronics, President of College of Mechanical Engineering and Automation, BUAA



Key Accounts

ELITE cobots are competent regardless of enterprise size and application type





Comparative Advantages of ELITE ROBOT

Business model advantage

Expand products based on the underlying technology. ELITE not only shows the superior product power in the cobot market, but also achieves extensive customer coverage and industry understanding by virtue of small six-axis and SCARA robot, thus improving the process adaptability.

Product performance advantage

It has significant advantages in load capacity, trajectory compliance, motion speed, absolute precision, compact structure and process coverage, has leading R&D and fast product iteration. The new C series cobots to be launched at the end of 2020 will be fully benchmarked with UR in terms of performance and user experience.

Industry coverage advantage

It has penetrated many general industrial market segments and grown stably. In addition, the industry coverage is further expanded after its incorporation of the unique market segment of cobots. In addition to the product end, it also attaches great importance to the development of application end. It has rich experience in the adaptation scenarios of cobots, and continuously cultivates the vertical industry market segments.

Team advantage

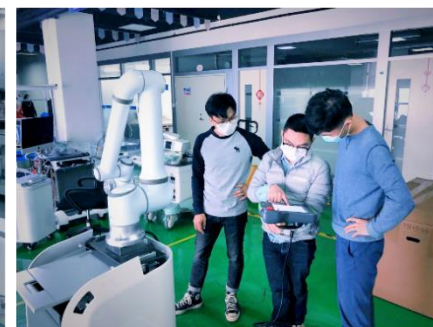
Compared with the teams of domestic partners, ELITE team has a strong cohesion, and the founding team has been working together for more than 17 years; compared with other local enterprises, ELITE adheres to the logic of open platform and attracts talents from foreign enterprises such as ABB and UR for outstanding competitiveness.

Mass production advantage

The cobots are delivered stably and have many re-purchase customers. There is no shortcut to the iterative upgrade of industrial products. After years of operation in actual working conditions and customer tracking, ELITE has had sufficient production capacity and stable supply chain to ensure the normal delivery of batch orders.

Localization advantage

In particular, the general industrial customers have a higher acceptance of local enterprises compared with foreign enterprises such as UR and are in urgent need of customized services. As a local enterprise, ELITE not only has strong service capabilities, but also has a deep understanding of the local users' needs and pain points for cobots.



THANKS FOR YOUR TIME



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Shenzhen
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Park, Xixiaokou, Haidian District, Beijing