

# **Wood Flooring & Fine Decoration**

2019 · Global Wood Flooring Conference

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# New Challenges

A man in a dark suit is walking on a transparent, glowing digital platform that appears to be floating over a city skyline at dusk. The city lights are visible through the platform, and the sky is a mix of blue and orange. The overall scene conveys a sense of modern technology and navigating challenges.

Uncertainties and New Challenges.

Rapid Changes.

Totally Different



# Changes in Distribution Channel

Channels: Retail, Engineering, Home Decoration.

Dominance: Retail

Today: Engineering and Home Decoration Grow Stronger

Each Has Different Share

# Revenue & Net Profit & Development Focus

Below are Two Tables on Revenue and Net profit in the First Half of the Year 2018 and 2019.

9 Chinese Listed Companies on Custom Furniture Are Included

NO.	Companies	2019H1 Revenue (RMB)	Year-on-Year	2018H1 Revenue (RMB)	Year-onYear
1	<b>OPPEIN</b>	55.10	13.72%	48.45	25.05%
2	<b>SUOFEIYA</b>	31.42	5.17%	29.88	20.12%
3	Shangpin Home Collection	31.37	9.44%	28.67	33.64%
4	<b>ZBOM</b>	11.49	10.24%	10.42	25.69%
5	<b>Holike</b>	9.38	3.86%	9.03	25.69%
6	<b>Golden Home</b>	7.85	22.14%	6.43	15.12%
7	<b>PIANO</b>	5.55	25.24%	4.43	40.84%
8	<b>OLO</b>	5.26	22.94%	4.28	26.42%
9	<b>TOPSTRONG</b>	3,38	6.56%	3.17	6.33%

NO.	Companies	2019H1 Net Profit(RMB)	Year-on-Year	2018H1 Net Profit(RMB)	Year-on-Year
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**OPPEIN:** Building multiple distribution channels by signing cooperation with Top 100 Chinese real estate firms

**Shangpin Home Collection:** Focusing on engineering channel

**ZBOM:** Giving priority to customers and B2B business on fine decoration real estate; Having close business with domestic leading companies;

**Golden Home:** Focusing on working with leading fine decoration real estate firm



**PIANO:** Building multiple distribution channels; Strengthening cooperation with Chinese Top 10 real estate firms; Expanding Engineering channel.

**OLO:** Further building cooperation with Top 50 real estate firms

**Monarch:** Taking lead in engineering channel

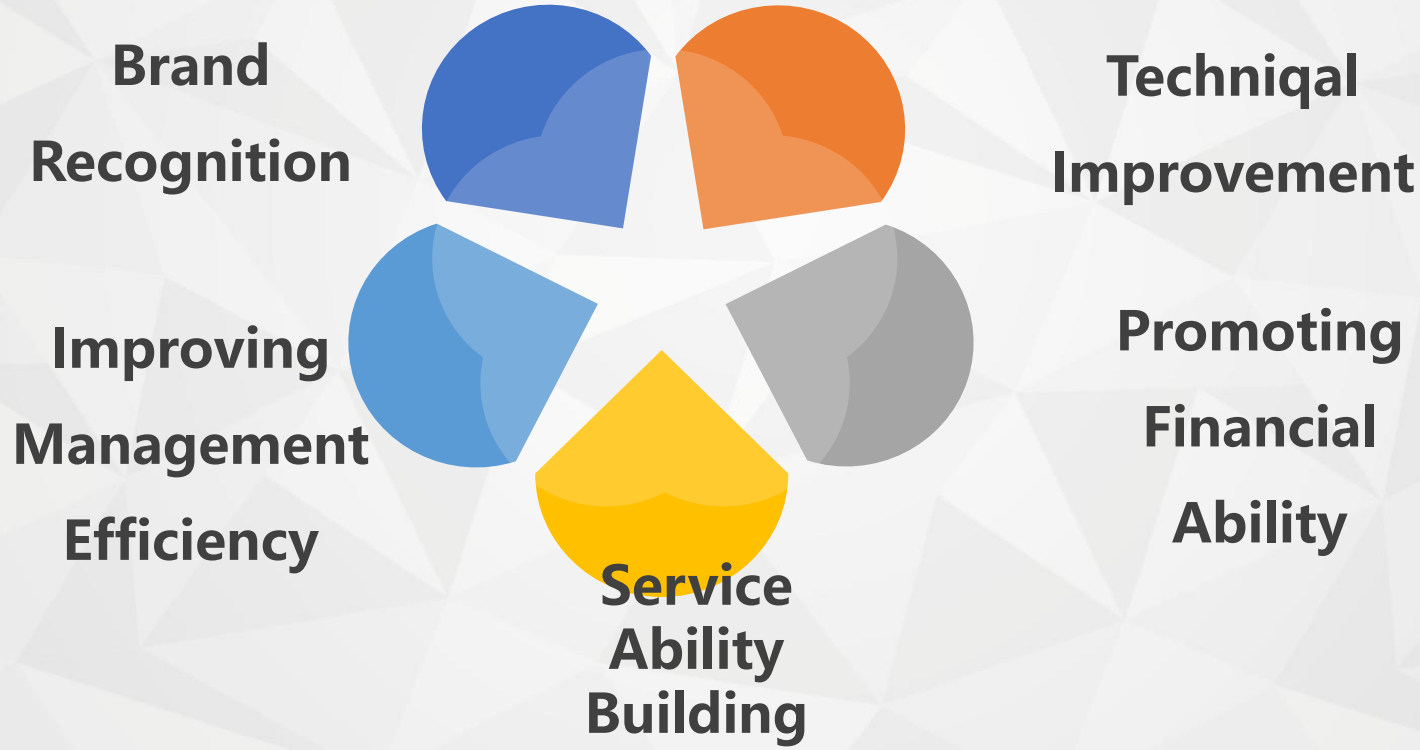
**OUPAI:** Optimizing purchasing system and production management ; Deepening distribution channel

**ORIENTAL YUHONG:** Promoting **partnership model** in engineering project

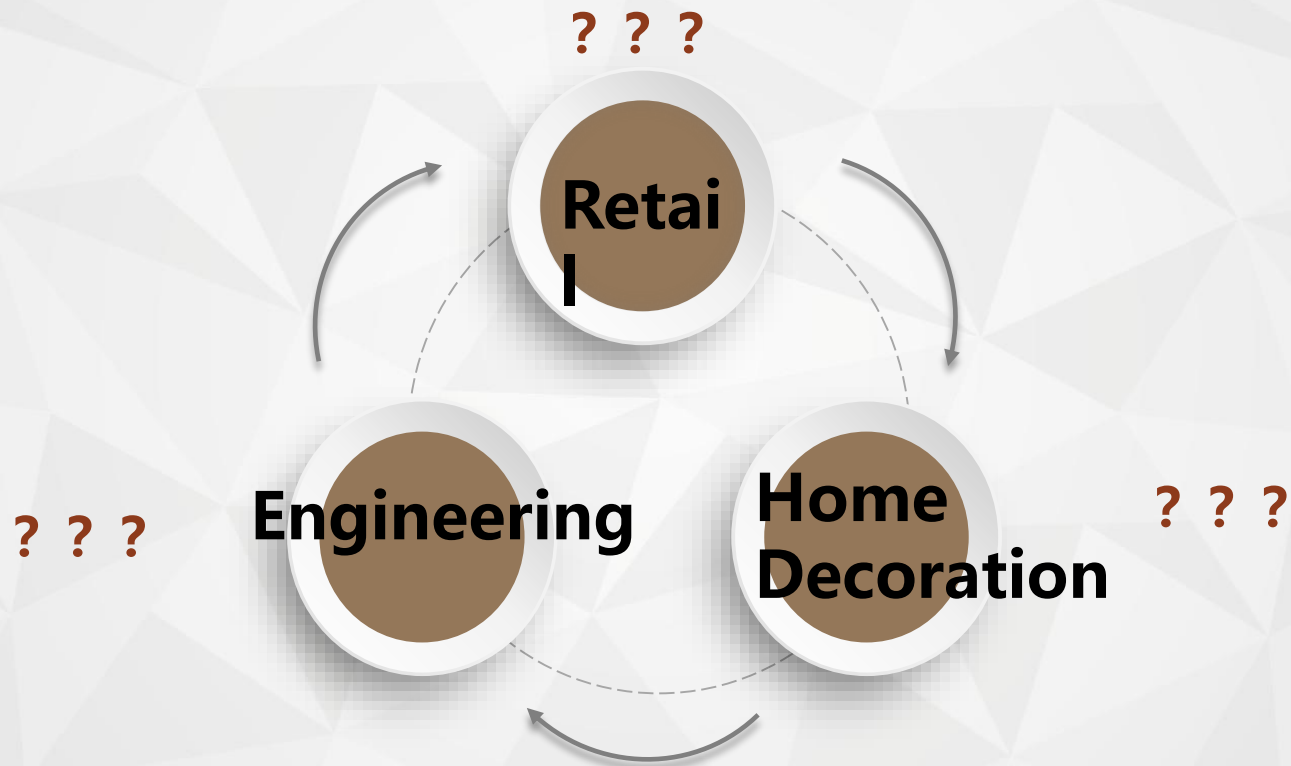


# NEW Trend

## High Quality & Various Demands



# New Focus





**Remaining realistic while  
striving for the best.**