



DEVIA Overseas Development Proposal

Brand Operation Service Provider for New Retailing of Communication Accessories Industry

DEVIA brand is founded in 2007 , it's a self-owned brand of the S&T Group. The headquarter is in Shenzhen , office covering more than 40,000 square meters area. As a global communications accessories brand operation service provider , S&T Group has 8 factories , it is a collection of production , product development, sales, operation in one of the group company.

Focus on building and providing one-stop service solutions for retail stores , included high quality products and services for retail system . S&T Group has a strong R&D design team and production capacity to be able to cover different sales channels included APR , operators , chain mall & supermarket system etc





Brand culture

- **Positioning:** Communication accessories industry brand operation service provider
- **Mission:** While pursuing the physical and mental well-being of all employees, we aspire to lead Chinese accessory brands to the world and make life better, with high-quality and technologically innovative 3C brand accessories and through professional new retail operation services.
- **Vision:** We aim to become the leading offline 3C accessory brand globally, to support the high-quality development of millions of communication retail stores, and to be a century-old enterprise that brings happiness to employees, impresses customers, and benefits society.
- **Company Value**
 - Innovation:** Embrace change and bring forth the new
 - Pragmaticism:** Hardheaded and realistic
 - Accountability:** Take the courage and dare to challenge
 - Win-win:** Customer-centric, integrity and altruism
- **Business Philosophy:** Respect for nature, love for people



The idea behind the "Tech Fish" logo was inspired by the company's vision and goals:

Become the customer trust 3C accessories preferred brand, to assist transform and upgrade 100,000 communication retail stores. Become a century enterprise that warms employees, moves customers and benefits society.

Brand element

Fish - Fish always been a symbol of colorful and vitality. Represents the style of DEVIA brand

Arrow - Represents development, navigator. Expressed DEVIA's position as an industry leader

Signal - Reflects the industry attributes of communication accessories

Meaning of Logo

Combine fish, arrow and signal in the same graphics creates the DEVIA brand logo

The Logo presents a forward momentum, giving people a dynamic attitude. Reflect industry leader attitude of DEVIA

Logo is simple and elegant vivid, easier to remember.

Enterprise Honor



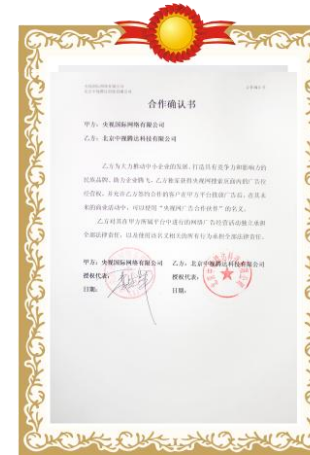
Certificate Of Authorization



Design Patent



ROHS



CNTV Advertisement Partner



CCTV COM Certificate



Innovative and application award



ISO Certificate



Certificate of authorization of Swarovski



ISO Certificate



CCTV enterprise channel partner trophy



Best industry design award for mobile case

[illegible]

**BUSINESS MODEL
FOR THE NEXT 5 YEARS**

Let Local Work

With Local Assist our partners

to be No.1 in local



Global Exhibition Support

Hong Kong Electronics EXPO, Shenzhen Gift EXPO, The United States CES EXPO, Germany IFA EXPO, Mexico Electronics EXPO, Spain MWC, Bulgaria, Brazil, South Africa, Dubai, etc





Global Brand Launch Event

DEVIA Brand launch event in Germany





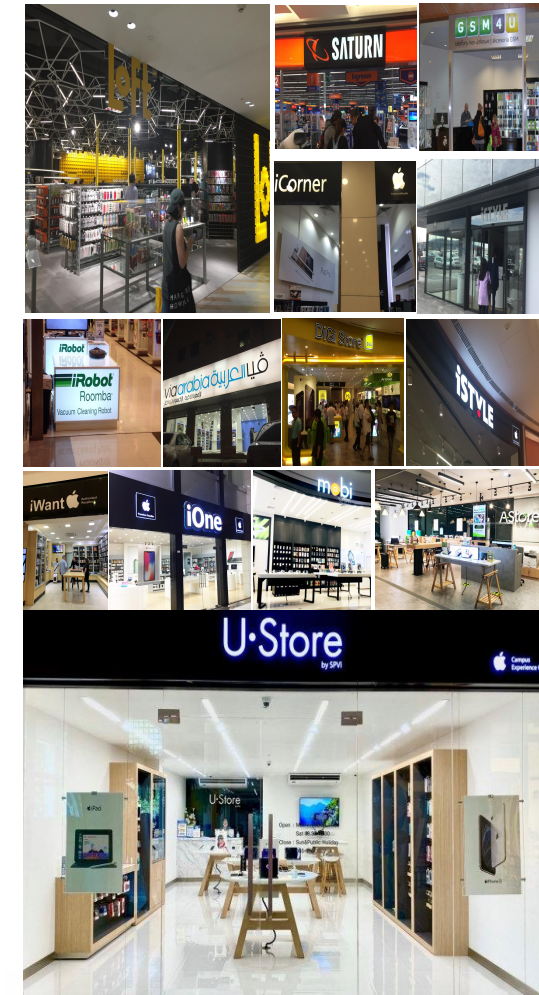
Global Brand Launch Support

DEVIA joint national strategy launch event with the biggest phone chain stores in China



Cooperated Chain Store In The World

Focus on global APR system & products supply and services



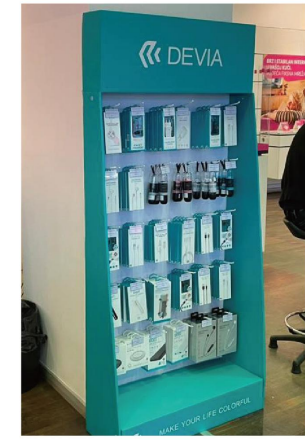
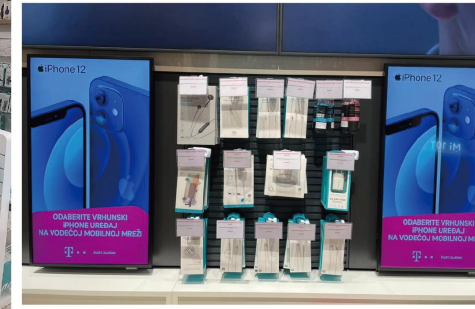
HUAWEI Official Cooperative Accessory Brand

Real-shot Photos of Accessory Displays in Major Huawei Stores

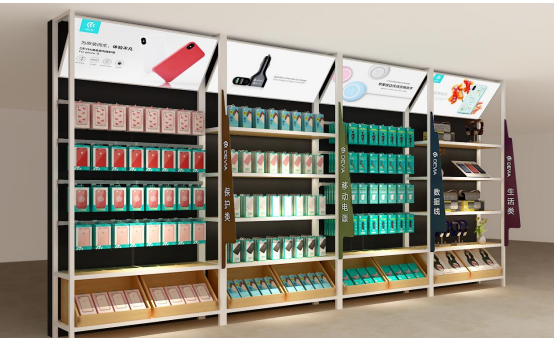


Display Illustrations for Stores Worldwide

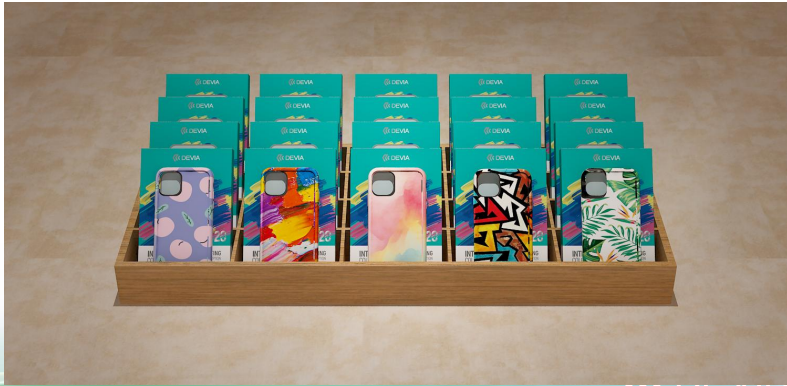
Best-Selling in Over 150 Countries and Regions Globally



Store design, showcase design and other support



Dispaly & Material Support







LIVE | 31 de Enero
HORA | 4:00PM

TEMAS:

- INNOVACIONES DE DEVIA
- PERSONALIZADO EN CASES
- LÍNEA UV
- LÍNEA GREEN RAY

SORTEO
DE UNA CAJA DE SKIN
CON DISEÑO.

DeviaPeru



