

Technology, products, process,
service and brand.
Five dimensionalities to be
a world-class molding
equipment solution provider.

The YIZUMI Magazine for Customers

VOL.32 ▶ 2023



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First Issue, 2023
 For internal distribution only
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PREFACE



Dear valued readers,

Welcome to <Die Casting>, proudly brought to you by YIZUMI. We are thrilled to embark on this journey with you, exploring the fascinating realm of die-casting and its impact on industries worldwide.

YIZUMI has been at the forefront of the manufacturing landscape, continuously pushing the boundaries of die-casting technology to new levels. With a relentless pursuit of excellence and a passion for innovation, we aim to make our products and solutions better and shape the brilliant future of industries such as automotive, 3C electronics and more.

<Die Casting> magazine is our commitment to sharing our knowledge, expertise, and industry insights with you. Within these pages, you will find a wealth of information and inspiration, covering a wide array of topics related to die-casting.

As you navigate through the pages of <Die Casting> magazine, you will encounter in-depth articles, case studies, interviews with industry experts, and practical tips that will empower you to make informed decisions and stay ahead of the curve. We will explore the intricacies of die-casting, unveiling the secrets behind achieving high-quality results, optimizing production processes, and driving efficiency in every aspect of manufacturing.

Finally, we would like to express our appreciation to you, our esteemed readers. It is your unwavering support, enthusiasm, and thirst for knowledge that drive us to continue innovating and delivering excellence in the world of die-casting. We invite you to join us on this captivating journey as we explore the limitless possibilities and exciting advancements that lie ahead.

Thank you for reading <Die Casting>. Together, let us embrace the future of die-casting technology and unlock its true potential.

In the past 20 years, YIZUMI was just a Chinese company, which saw the world from the perspective of Chinese market. But the next YIZUMI will be a global company and see the world from a global perspective. YIZUMI strives to grow bigger and stronger to be a world-class brand in the machinery manufacturing industry.

Richard Yan
Chairman and CEO of YIZUMI



Richard Yan:

YIZUMI Strives to Be a World-Class Enterprise in the Molding Equipment Field

20 years, it is long enough for one to bring out its best.

But it is the good time for a company to fight for its goal.

This year is a special year for YIZUMI, and it marks its 20th anniversary since its inception in 2002. Over the past two decades, the company has been focusing on improving its technical strength, streamlining the quality management process, and continually benchmarking against the advanced machinery companies worldwide to promote its transition from simply a machinery manufacturer to a turnkey solution supplier.

In 2023, YIZUMI starts a new journey and a new mission as it begins a new 20 years. What new highlights and strategies will YIZUMI bring in the coming future?

At YIZUMI CONNECT 2023 in April, Mr. Richard Yan, the Chairman and CEO of YIZUMI, said, "In the past 20 years, YIZUMI is just a Chinese company, which sees the world from the perspective of Chinese market. But the next YIZUMI will be a global company and see the world from a global perspective. YIZUMI strives to grow bigger and stronger to be a world-class brand in the machinery manufacturing industry."

Driven by industrial sentiment Let the world see YIZUMI

Most partners of YIZUMI have been in the machinery manufacturing industry for around 30 years. As veterans in the industry, they have deep feelings for their careers. They try to make excellent

products and let the world see them. This is also the original intention of YIZUMI.

For this, YIZUMI advances itself from "products, operations and globalization" to drive its continuous growth. After 20 years of hard working, YIZUMI has now become a company that develops in all fields of molding and casting equipment, including injection molding machines, die casting machines, rubber injection machines, high-speed packaging machines and robotic automation system, and its business covers more than 70 countries and regions.

"Exporting and doing business abroad only represent a company's market share and scale is bigger, but it does not mean that the company is outstanding. In the future, we will continue to learn from those excellent companies and break through to make YIZUMI a world-class brand in our field." Mr. Richard Yan emphasized, "We must always be enterprising and set clear development goals to promote the implementation of organizational structure, and grow together with our employees."

And now, when dealing with the unpredictable international economic situation, company leaders must plan ahead. When the environment changes, they should adjust the company's expansion speed and direction in time. YIZUMI used to make three-year strategic planning, and it has been adjusted to a five-year cycle since 2021 and has introduced a '5526' strategic planning then.

The goal of marketing revenue is no more than a number in YIZUMI's development. In the future, YIZUMI will adhere to the direction of its strategic planning, and go forward to its goals of ranking in the top five globally for injection molding machines and top three globally for die-casting machines. Meanwhile, YIZUMI will compete with the top machinery manufacturers from Japan and Germany in the global market to expand its global market share and reach the global medium to high-tier customers.

Mr. Richard Yan explained: "Five-year strategic planning is very important to YIZUMI. We analyze and extract market insights and differences to make our own strategic planning based on a certain template and compared with industry benchmarks. It will guide us to our goals gradually and firmly."

In recent years, there have been more and more uncertain factors in the domestic and overseas markets, and the market competition has become more intense. However, scientific planning and management have enabled YIZUMI to have a richer ability to deal with these uncertainties.

"Strategic planning is all about selection and trade-offs. The one that can help you to achieve your goals more quickly and effectively is a good strategy." Mr. Richard Yan emphasized that the most difficult thing for a strategy is to execute, not to formulate. The effective implementation of strategies involves reforms to the organization, process and talent structure. And these reforms need to be supported by corporate culture.

Shaping innovation mechanisms To drive the future development of YIZUMI

Driven by the deep feelings for the industry, YIZUMI has a forward direction and a clear strategic plan, but how to keep the company moving forward and operating efficiently? Mr. Richard Yan believes that the pursuit of all-round improvement and strategic layout will be essential factors to drive the future development of YIZUMI. And we need a good mechanism and scientific management system to fulfill these objectives.

In the machinery manufacturing industry, technical experts used to be the main force and play an important role in the processes of product definition and design, which are likely to result in products with good technical performance, but might be hard to produce or sell. YIZUMI also has learnt from such experience.

We need to reform our R&D process to get closer to customers' requirements. To this end, YIZUMI has benchmarked against Huawei, drawing on its

transformation of product development process to conduct comprehensive and complete process management of the product life cycle. Meanwhile, the three main business process systems of R&D, production and sales are closely integrated to enhance their coordination of the whole process.

"There is much professional knowledge and expertise in each main business process. Especially through the Integrated Product Development (IPD)¹ process, companies can find out their own inadequacies, such as: strategic market insights, also called as strategic marketing with a fashionable word." Mr. Richard Yan explained, "In the past, 'marketing' means to catch the trend, producing what was popular at the time, which lacks of thorough and medium to long-term market insights."

However, the capability of market insights is actually related to product development. Many great companies and products originate from the guidance of market insights on product research and development. For example: Apple Inc., which can dig

deep to the future needs and define its products earlier than its rivals.

For this, Mr. Richard Yan said, "YIZUMI has become the first company in the injection molding machine industry to successfully introduce the IPD model five years ago. And this allows us to get rid of the original way to develop products and start exploring the true Leads To Cash (LTC)² process."

In 2022, YIZUMI has worked together with the former supply chain team of Huawei to upgrade the supply chain process by introducing the Integrated Supply Chain (ISC)³ reform, ensuring that we can be more effectively to meet the market demand. At the same time, we introduce the new CRM system as well. Meanwhile, We have built a continuous improvement team (CIT) to promote the consecutive optimization of the above-mentioned process systems.



"Standardized" Operation Contribute to YIZUMI's global expansion

Substantial investment and capital are the essentials of the machinery manufacturing industry. And the machine industry is also an important pillar of the national economy. At present, YIZUMI has taken a leading position in the Chinese market. But to be a future ready company, we need to redefine the market and customers, and update product and technologies synchronously to open up new market.

"Globalization is an inevitable trend. When a company grows to a certain extent, restricting itself to a Chinese company will definitely constrain its perception and development. We need to adjust our mindset to regard ourselves as a multinational company headquartered in China." Mr. Richard Yan believes that there is still gap to catch up with European technologies and industry benchmarks, especially for the machinery manufacturing industry. We must connect with advanced technologies and make a good balance between product quality and production quantity.

Germany and India are the two most important overseas markets of YIZUMI. At the end of 2017, YIZUMI established a

R&D (Research & Development) center in Aachen, Germany. It has its unique mission to act as the YIZUMI innovation engine and drive the upgrading of technologies and products.

In order to further meet requirements of local customers in Germany for equipment performance, quality and service, technical service centers in Nuremberg and Lippstadt have been successively established by YIZUMI, which are mainly responsible for the sales and service of products in Germany.

During the business process, the demands from mid and high-end markets have been increased. It further enhances technology innovation of YIZUMI, thereby accelerating the pace of integration with the market and technology in Germany.

India is another very important market for YIZUMI. In 2022, YIZUMI invested more than 100 million RMB to build a new factory in Gujarat, India. The factory adopts digital lean manufacturing concept and employs the same manufacturing process standard and product quality standard as in the HQ in China. Basing on local market situation, YIZUMI India optimizes some of their process in order to deliver quality product and service to local Indian customers in a swift way.

"Product and process standardization is of utmost importance in global operation. Unavoidably, we will encounter different problems and requirements when we try to build our machines and sell our products in different overseas markets, with a high degree of standardization. We can avoid high cost when we try to fit into the situations." Mr. Richard Yan said.

Meanwhile, the infrastructure of YIZUMI in China can support basically a yearly turnover of RMB 7 billion. In the future, YIZUMI will invest more in strategic overseas market. We will strengthen our technical support and service capability to create more value for our global customers.



■ YIZUMI Supply Chain Strategy Conference 2022 on December 15, 2022

1. **Integrated Product Development (IPD)** is a framework to help management and active project teams reach innovation goals. Originating in government systems, IPD is a management theory that promotes simultaneous integration of multi-disciplinary teams and concurrent engineering.

2. **Lead to Cash (LTC)** is an integrated business process that combines multiple SAP solutions with artificial intelligence (AI) and experience management models. Put simply, it essentially spans your entire business process chain from initial customer contact to the final order completion stage with service delivery.

3. **Integrated Supply Chain (ISC)** management is an approach to supply chain management that focuses on the optimization of resources and processes throughout the entire production process. It leverages technology and data-driven insights to help companies make decisions that reduce costs, increase efficiency, and improve customer satisfaction.



Gao Chao:

Drive Future Growth Through Advanced Technology and Innovation

2023 is the 21st anniversary of YIZUMI. Enduring many hardships through these years, YIZUMI is now riding the rapids. In the past 21 years, YIZUMI has always adhered to the market-driven approach, meeting customers' needs with innovation. By reconstructing industry boundaries through technology, it has now become a global company deeply engaged in molding equipment manufacturing in multiple fields.

Among them, as one of YIZUMI's core businesses, the die-casting machine division continuously upgrades their products and services, selling products to more than 30 countries and regions worldwide. It has been the No. 1 exporter of Chinese brand cold chamber die-casting machine for many years. It has also made major breakthroughs in the field of ultra-large integrated die-casting technology.

In this regard, Mr. Gao Chao, Deputy Managing Director and General Manager of Die Casting Machine Division of YIZUMI, said: "We will become a powerful force in the global die-casting machine market. In the future, YIZUMI will continue to promote its global strategy and drive future growth with cutting-edge technology and product innovation by integrating global technology resources and increasing investment in R&D."

Build the talent cultivation system Create authoritative pioneering teams in the industry

From the first high-performance cold

chamber die-casting machine in 2004 to the world's leading "Big and Agile" LEAP9000T ultra-large die-casting machine in 2022, YIZUMI has manifested business increases in strength and size. By focusing on technological innovation and customer experience, it has maintained each generation of its die-casting machines at the forefront of the times and kept a firm foothold in the global market.

Talking about the core competence of YIZUMI, Mr. Gao Chao believes that while the construction of the hardware platform can be caught up, the process standard of assembly can be imitated, and the high-performance configuration may be adopted by the rivals over time, technical competence is the real core advantage of a company and the talent pool is the driving force of enterprise development and continuous innovation.

As a result, the company proposed the "Connect" concept to integrate European technologies. The company has repositioned itself from originally a Chinese enterprise to a global company.

In order to better connect advanced metal forming technologies and talents in Europe, YIZUMI invited Mr. Stefan Fritsche as the Chief Strategy Officer of Die Casting and Metal Forming in May 2019, responsible for the international operations and product development strategy of the Die Casting Machine Division.

In 2022, YIZUMI invited Christoph Wernz to join YIZUMI as the Operation Director of the Operations Center, Die Casting

Machine Division, responsible for the management of the Center and related technical management works. In addition, YIZUMI focuses on recruiting talents with a process background. YIZUMI has gathered experts and technical talents from all over the world, covering various professional fields such as mold, process, main machine units and peripherals, and automation units.

YIZUMI is committed to building a talent cultivation system in its field and creating an authoritative and influential pioneering team in the industry. In the future, YIZUMI will connect the technology from China and Europe, recruit more international high-end technical talents, and continuously improve its core competitiveness.



■ Part of international talents of YIZUMI

We will become a powerful force in the global die-casting machine market. In the future, YIZUMI will continue to promote its global strategy and drive future growth with cutting-edge technology and product innovation by integrating global technology resources and increasing investment in R&D.

Gao Chao

Deputy Managing Director of YIZUMI,
General Manager of YIZUMI Die Casting
Machine Division



**Focus on industry hotspots
Make a strong competitive in
the field of integrated die-casting**

In recent years, led by Tesla's application of large integrated die-casting in NEV chassis, the die-casting industry ushered in its Big Time. This trend is quickly spreading in the industry. What comes first is a complete equipment upgrade.

YIZUMI, a company good at early planning and quick decision, has also ushered in a new windfall. However, the integrated die-casting technology puts forward very demanding requirements for die-casting machines in terms of equipment weight and precision, which require die-casting machine manufacturers to take a leap forward.

YIZUMI's LEAP series die-casting machine aligns its performance and functions with the international first-class die-casting machines from the beginning of development, achieving substantial breakthroughs in the core technology through connecting global intelligence and paving the way for YIZUMI to enter the high-end market and customers.

Last year, YIZUMI developed and launched the LEAP 9000T ultra-large die-casting machine, which is a giant machine with a footprint of nearly four badminton courts. In addition to the size and weight, it also sets a global record in the locking force for the ultra-large die-casting machine industry. With the maximum locking force up to 100,000kN, it can fulfill the needs of large integrated die-casting structural parts, facilitating the application and popularization of integrated die-casting parts.

In this regard, Mr. Gao Chao said: "As the 'industrial machine tool,' die-casting machine determines the level and capabilities of the manufacturing industry. Our technological breakthrough in die-casting machines is also the dream of our engineers and technicians. In the die-casting machine manufacturing industry, if your market share of the large-scale machines is low, you have no say in the industry and may even be knocked out of the game."

In order to better meet the needs of ultra-large die-casting machine production and assembly, YIZUMI's Ultra Large Die Casting Machine Factory was put into operation at the end of 2022. As the first ultra-heavy-duty die-casting machine plant in China, the facility is equipped with 300-ton overhead cranes to meet the needs for the assembly of 20,000 tons ultra-large die-casting machines. It has the annual capacity of 100 units of large and ultra-large die-casting machines, which will help YIZUMI to become a leading enterprise in the field of "integrated die-casting."



■ Tour of YIZUMI Ultra Large Die Casting Machine Factory

**Connect advanced technologies
Provide better die-casting
solutions for customers**

In April, YIZUMI held YIZUMI CONNECT 2023 (Die-Casting Session), delivering a strong message to the world that YIZUMI is determined to become a world-class company. Adhering to the tagline of "Think Tech Forward," YIZUMI forges ahead toward the goal of becoming the top three die-casting machine manufacturers in the world.

Now that YIZUMI is standing at a new starting point, how to achieve a breakthrough? It requires the company to grasp the changes in the market patterns and seize the new opportunities brought by the adjustment of the industry development approaches. At the strategic level, YIZUMI will build newer and stronger core competencies with a new strategy and a new image, strive to realize the upgrade of technology and products, market and customers, as well as production and operation, actively switch the competition strategy, embrace changes, better unite the upstream and downstream of the manufacturing industry, and accelerate the pace of enterprise towards globalization.



"The excellent performance and proven cost advantages of our products provide firm support for YIZUMI's transformation into a turnkey solution provider," said Mr. Gao Chao. To this end, YIZUMI has redefined its position as a provider of the best cost-effective solutions for its customers in addition to advanced molding equipment system and service provider.

He explained, "YIZUMI has been focusing on products and technology as well as service enhancement. In addition to the die-casting machines, we provide our customers with die-casting production turnkey solutions. We offer comprehensive professional guidance and technical support in plant planning, equipment selection, automation, and peripheral equipment. In the face of Industry 4.0, YIZUMI is committed to providing the best ROI for our customers."

Although there are many uncertainties in the current market, YIZUMI always prioritizes technological innovation, seeks new breakthroughs in the core technology, and creates a global innovation platform to deal with the serious challenges in the industry. Furthermore, YIZUMI is accelerating its deployment in key global markets to enhance its market share overseas. In the future, YIZUMI will connect the world's advanced die casting technologies to provide better turnkey solutions to our customers!

**YIZUMI
CONNECT
2023**



■ Tour of YIZUMI Ultra Large Die Casting Machine Factory

Zhou Jun:

Adopting the Technology-Driven Approach to Achieve Transformation and Upgrading for Manufacturing Industry

YIZUMI had just hosted the YIZUMI CONNNECT 2023 in April, setting out the vision of "To be a world-class molding equipment solution provider" and drawing up two major strategic themes of the expansion in the global market and the penetration into the global high-end market.

For this, Dr. Zhou Jun, YIZUMI's Chief Technology Officer (CTO) expressed: "Our strategic goal is to leverage on the global strategy, adopting the technology-driven approach to achieve industrial transformation and upgrading for YIZUMI. It requires the following five parts that are organically combined together, mutually complementary and indispensable to each other: globalization of the business, the industrial operating platform, the talents, the technologies and the capital."

Therefore, for YIZUMI to achieve its strategic goals, it must develop and master the core technologies, deeply implement its leading technical strategy. It must gain a foothold in the global market and acquire the customers worldwide, and quicken its deployment in the key global markets and enhance the operational levels of its factories, subsidiaries, and technical service centers. It must also build a global talent team and a global collaborative, innovative platform, strengthen its cooperation of "products' study, research and application" with global leading research schools, institutions, and platforms and reinforce the creation, protection and application of the independent intellectual properties to develop differentiated competitive advantages.



Dr. Zhou Jun
CTO of YIZUMI

Technology enables businesses to achieve cost savings and performance enhancement

The question of how to create sustainable competitive enhancement and boost values by adopting the innovative technologies that drive the businesses is, in fact, a critical issue that any company must consider and prepare a concise plan amid the complex and ever-changing operating environment within and beyond the company.

With a fresh round of the booming technology revolution and industry transformation, digitalization, networking and intelligentization have become the development mainstream of the equipment manufacturing industry. As a leading company in the industry, YIZUMI is supporting, enabling and leading the businesses through technological and product innovation as well as providing the best value experience for our partners by adopting the key technology path of "energy savings, environmental protection, high efficiency, economy and ease of use."

"In order to achieve this market positioning and goal, it is necessary to maintain continual thinking about the technological strategy and deployment in the medium and long term in the first place." Dr. Zhou Jun added, "Technology should not only support the current business development needs, but more importantly, it should also be able to lead the continual enhancement of businesses which requires looking forward to the future, resolving the conflicts between short-term interests and long-term development. To resolve conflicts between short-term interests and long-term development, it must consider the strategic development planning of technology in the medium and long term."

Second, the construction of technology goals must take into consideration of the alignment with the business path. The purpose of technolog innovation is to promote the sustainable development of businesses. The role of technology innovation for the achievement of business goals at different stages is different, however. The invested resources may not necessarily produce a positive impetus instantly, and it may

even weaken the current business investment to a certain extent. Thus, it requires a reasonable construction of technology goals according to the overall business demand to meet the diversified needs of different business scenarios.

Last but not least, technology research and development must adhere to independent innovation to master the core technologies as its main goal. The construction of technology goals must integrate the original innovation, integrated innovation and the innovation based on the incorporation of technologies being introduced together, and maintain the two-way drive of market and technology in a persistent manner. To build the core technology clusters, it must roll out the three-dimensional and progressive R&D and create an industry-advanced technological innovation platform to achieve the goals of supporting, enabling and leading the business development.



■ Technical Committee of YIZUMI

Restructuring the value system and enabling the digital transformation of companies

Now, digitalization has become an irreversible trend in the future. In comparison with the traditional companies, modern and futuristic companies with robust digital genes are more versatile, have stronger creative abilities and broader space for growth. For companies, however, digital transformation is only a means but not an end.

"To achieve digital transformation, YIZUMI clearly understand the strategy and business goals of corporate development in the first place. It must build its digital strategy based on the corporate strategy to achieve the synergy between the industrial chain and value chain." As the leading icon of YIZUMI's technological development, Dr. Zhou Jun has his own unique perspectives.

For YIZUMI, digital transformation is mainly divided into the internal and external aspects. The "internal" aspect refers to the enhancement and restructuring of the business, while the "external" aspect refers to the expansion and upgrading of the business. The internal digital transformation focuses on the completion of construction and integration of the internal information, which includes the horizontal collaboration and integration with the business value chain as its core, as well as the vertical integration with manufacturing and production as its core, with the accomplishment of the horizontal and vertical integration at the same time.

Setting out from the internal corporate management process, regardless of the technological R&D, sales, or

production, every process requires to be standardized and process-oriented, followed by being digitally transformed and upgraded according to our characteristics to achieve business agility, automation and adequate versatility and resilience in the face of intense market and customer demands.

Currently, YIZUMI is critically driving the optimization and restructuring of the Integrated Supply Chain (ISC) and the implementation of Integrated Product Development (IPD), both of which are fundamental support for digital transformation from the perspective of process standardization.

In addition, it must build an Information System at the strategic level, deeply integrate PLM, ERP, MES, CRM and other digital software platforms for design and manufacturing, and eradicate data silos to achieve a holistic-process manufacturing system driven by data. At the same time, aligning with the national digitalization strategy of the manufacturing industry and the current industry trends, it must also construct a digital product ecosystem revolving around the intelligent hosts, intelligent units, intelligent production and intelligent services so as to achieve the upgrading and restructuring of the businesses.

Building core competitiveness to drive the cross-boundary growth of the business

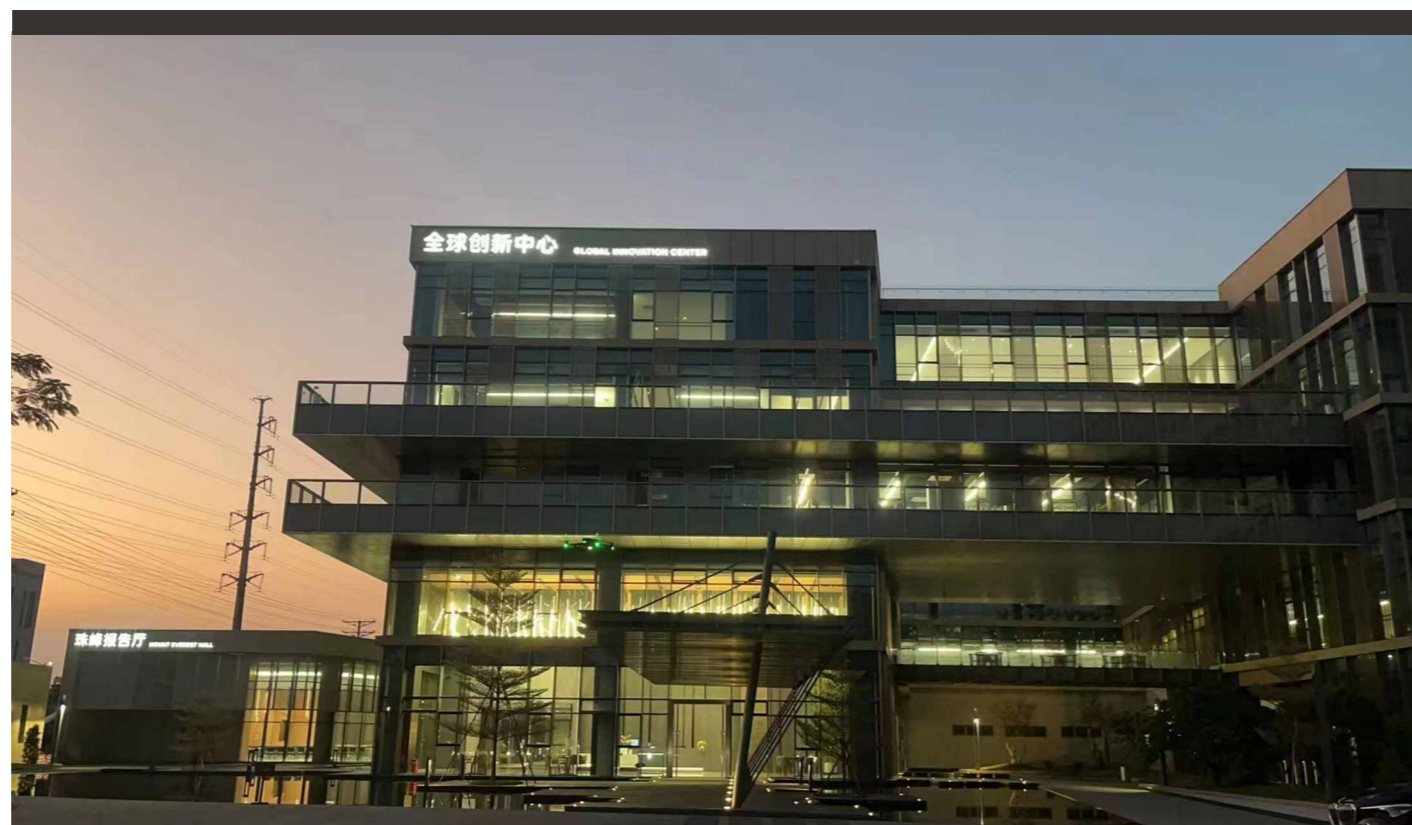
As the industry leader with over 20 years of experience in R&D and manufacturing of die casting and molding equipment, YIZUMI's products have encompassed several industries that are directly related to the people's livelihood, such as automobile, medical, 3C, daily necessities and building materials.

YIZUMI is closely revolving around its development strategy, adopting the "Global Innovation Center" as its platform, forming a cluster of high-end talents and R&D resources at home and abroad, interconnecting the technologies of China and Europe with a constant adherence to the concept of independent innovation and a big push to develop the core technologies with independent intellectual properties, including LEAP series of die-casting machines, 8500T ultra-large injection molding machines and other high-end, advanced manufacturing equipment. It will continue to achieve breakthroughs in new products and technologies, quickly growing in a cross-boundary manner.

YIZUMI has built a marketing network and service team spanning across all industries at home and abroad, with over 40 global sales and service offices in North America, Europe, Southeast Asia, India and China. Its perfect marketing and service network can deliver comprehensive, quick response and professional services in business expansion, product sales and installation, repair and maintenance, capable of helping its partners to achieve the optimal operational value.

Besides, YIZUMI has also constructed the most advanced intelligent manufacturing plant in the industry. It is based on adaptive intelligent manufacturing technology, and real-time information interaction between the virtual plant and the physical plant. Through the organic integration between the subsystems, the intelligent plant is able to generate the comprehensive perception, in-depth analysis, scientific decision-making and precise execution in the holistic scope, achieving a fast and highly versatile user-centric production means to provide the customers with reliable products.

With the accumulation of prior experiences over the years, YIZUMI has established an impeccable branding image in the industry with its comprehensive product series and high product quality. It will continue to build a superior independent brand. In the foreseeable future, YIZUMI will also continue to leverage on its Global Innovation Center to quicken the construction of the Research Center for Die Casting and Metal Molding, Research Center for Polymer Processing, Research Center for Advanced Processing Technologies (Germany) and Research Center for Smart Manufacturing. Moreover, it will conduct in-depth research in several areas, including material technology, molding process control technology, virtual simulation technology, big data analysis and diagnosis, artificial intelligence technology, AR/VR application technology and many more to master more core technologies and further enhance the competitiveness of YIZUMI's products.



■ YIZUMI Global Innovation Center

YIZUMI strives to be more than just a product supplier for the die casting market, we are interested in establishing valuable partnerships with our customers providing them with leading technologies and services in order to generate growth together.

Stefan Fritsche

Chief Strategy Officer of YIZUMI
Die Casting and Metal Forming



Stefan Fritsche:

Being Well Prepared for the Future Is the Key to Business Success

—YIZUMI's Journey to Globalization

In the dynamic world of die-casting manufacturing, leaders who bring together expertise and innovation are crucial for driving industry advancements. One such notable figure is Stefan Fritsche. As Chief Strategy Officer of YIZUMI Die Casting and Metal Molding, Stefan Fritsche has been with the YIZUMI team for more than four years now. He holds a pivotal role in shaping the company's strategic direction and driving innovation in the field of die-casting.

In this exclusive feature, we delve into the remarkable journey of Stefan Fritsche in YIZUMI, exploring his contributions and his relentless pursuit of excellence in die-casting manufacturing. We uncover his strategic initiatives, the corporate plan for the future development, and his unwavering dedication to advancing the field of die-casting.

To rank top-3 globally in the die casting industry is one of YIZUMI's primary objectives

YIZUMI's development over the past two decades is certainly remarkable. During the Second Advanced Molding Technology Conference (YIZUMI CONNECT 2023), held in April, Stefan expressed his optimism, "We celebrated our 20th anniversary in 2022. And now at YIZUMI CONNECT 2023, a great customer networking event, we are excited to showcase our

key technologies and products, which represent the strength and capability of YIZUMI."

This also indicates Stefan's ambition for the globalization of YIZUMI Die Casting. Despite the fact that global uncertainties have been increasing over the last few years, he still sees huge opportunities and growth potential for our company. As he frequently mentions, "To rank among the top-3 globally in the die casting industry is one of YIZUMI's primary objectives. At present, the annual throughput of die casting machines is over 1,200 sets, which is likely to be further expanded in the future, especially in the area of large structural castings. The production of the large and ultra-large die-casting machines, in the foreseeable future, is an essential battlefield for the industry. Whoever possesses more advanced technologies will have a greater voice in the market. This is reflected not just in revenue, but it is also a strong indicator of the company's overall competitiveness."

For YIZUMI, the objective of "Top-3" is not solely understood in revenue terms, YIZUMI is committed to becoming a top -3 turnkey solution provider worldwide with its advanced technologies and highly competitive manufacturing solutions.

Based on a detailed understanding of "our customer's processes", we are able

to develop ever better die casting machines which are easy to use and provide our customers with effective solutions so that they can be competitive in their markets. YIZUMI strives to be more than just a product supplier for the die casting market, we are interested in establishing valuable partnerships with our customers providing them with leading technologies and services in order to generate growth together.

Making full use of our own advantages, and aspire to make YIZUMI a world-class brand

Focusing only on the domestic market in China would certainly constrain our pace of becoming a world-class enterprise. According to YIZUMI's 2022 annual report, its overseas revenue significantly rose 8.63% year on year in 2022 to 911 million Yuan (about 128 million U.S. dollars). However, the revenue ratio only accounts for 24.76% of the total.

Driven by the rapid development of automotive, telecom and electronics industries, the manufacturing industry is highly globalized and has, due to cost pressures, undergone significant consolidation over the past 20 years.

In this regard, Stefan said that making full use of our own, unique advantages is an important measure for YIZUMI to further expand into global markets. "With the goal of becoming a world-class brand, it is essential to provide professional and competent support for

global customers. While our business is growing healthily in the domestic market, we are investing great effort into better positioning ourselves in the international market and increasingly become a valid and attractive alternative compared to other international brands. Our best-cost supply chain and excellent manufacturing capabilities provide us with a highly competitive overall cost structure."

Driven by YIZUMI's globalization strategy, the expansion of overseas factories is proceeding according to plan. In October 2022, YIZUMI's new India Gujarat Factory with a total investment of 100 million Yuan (about 13.8 million U.S. dollars) was officially inaugurated and successfully started operation. It has an annual output capacity of 2,000 units of injection molding machines with maximum locking forces of 4,000T. This extension of our modern manufacturing base ensures faster machine delivery times for our Indian customers.

YIZUMI's India Gujarat Factory is not only an important international production base and customer service platform, but also an important step of YIZUMI's Globalization.

Localized operation based on global thinking. YIZUMI extends its production base close to the front line of key markets to establish intimate ties with local customers in order to provide ever better-quality products and services. We believe that this improves our overall competitiveness in local markets and creates crucial new patterns of close collaboration between our overseas subsidiaries and the headquarters in China.

The expansion of YIZUMI's U.S. Ohio Factory has also been on the agenda. In addition, YIZUMI's R&D platform and technical centers in Germany, and technical centers in Vietnam have been established in short succession, signifying YIZUMI's commitment to develop a strong international presence for our customers.

Talent fostering and technology development are the strong driving forces of YIZUMI

Talent fostering and technology development are two critical elements of how we want to develop our business. Providing our customers with leading technology solutions supported by competent customer care services will establish YIZUMI as a global brand and increase our future reach.



Stefan Fritsche delivered a keynote speech on the LEAP-World Class Casting Technology for Ultra-Large Structural Casting Parts at YIZUMI CONNECT 2023



Part of international technical expert team of YIZUMI

YIZUMI has established its R&D center in Germany as early as 2017. In addition, a team of sales engineers and technical customer service experts are based in YIZUMI Germany to cover the European key markets. In terms of research and development, the proximity to the renowned RWTH Aachen University with its leading Institute for Plastics Processing (IKV) has been supporting our efforts in pre-developments of special plastics processing.

The YIZUMI Aachen R&D Center connects and fosters talent in order to execute important technology developments and serves as a platform integrating international and domestic technologies. It is engaged in multi-material light weight applications as well as Mg-Thixomolding processing and is also home to our additive manufacturing team. With this R&D platform, YIZUMI learns and extends technical know-how on manufacturing processes from Europe and advanced European market requirements.

YIZUMI has also established its Global Innovation Center in China. For this,

Stefan further expounded on the relationship between customer needs and competent technical services, "Customer needs represent the heart of our development and long-term focus. This is the key to making YIZUMI a global brand. We understand our machines and cell solutions are the 'tools' that our customers use to compete in their markets. It is necessary to accumulate knowledge of customer needs and requirements during the processes of serving customers. With technology platforms like the Global Innovation Center and the Aachen R&D Center, YIZUMI can bring together leading international technology resources and realize the integration of scientific research to drive technology- and industrial innovation. Think Tech Forward and bringing international talent together ensures a better understanding of our customer needs and allows us to provide our customers with better services and technologies."

All these initiatives are based on fostering talents within our organization.

YIZUMI strongly focuses on employee development to build a strong network of experienced international experts to ensure continued development. The network provides advice, support, and guidance needed to provide beneficial solutions to our customers. More specialists and cross-functional experts are being cultivated forming the required talent pool to ensure the growth of YIZUMI and our customers.

YIZUMI proudly looks back to very successful 20 years marked by strong growth. Stefan enjoyed being part of the dynamic YIZUMI team over the last four years and is excited and proud to support YIZUMI to continue building up competitive capabilities and grow together with our customers internationally.

A YIZUMI Journey of Brand Evolution and Innovation

— It is a story about the rise of China's equipment manufacturing

As a global enterprise that has dabbled in various fields of molding equipment, YIZUMI is constantly sending out the voice of a Chinese company to the world on the new journey to the peak.

In 2022, YIZUMI upgraded its brand image and released a new logo with richer brand connotation. On the basis of inheriting the former elements, the new logo uses a flat design to illuminate YIZUMI's new concept of "Sustainable, innovative technology for humankind", conveying YIZUMI's determination to move towards internationalization!



2002



2008



2022

On Upgrading of Brand Renewal and Internationalization of YIZUMI

Brand is no longer a commodity, but also a manifestation of innovation and vitality. It is a collection of creativity.

YIZUMI, the name implies a continuous and everlasting meaning like a spring. After 20 years of continuous development, YIZUMI has established subsidiaries in Germany, the United States, India, Vietnam, Brazil, and other countries, with businesses throughout the world. For moving forwards internationalization and creating the image of a global technological enterprise, YIZUMI actively embarks on a new brand image and better disseminates value to the global market.

The logo of YIZUMI has changed from a green based design to a dark gray design, which inherits the spirit of YIZUMI's quality and is endowed with a new connotation. The dark gray color with a sense of technology, internationalization, and high-end symbolizes that YIZUMI uses global innovation to open up a smart future and is committed to bringing better and

more professional services to global customers. The "righted" LOGO is also more in line with the international tone, conveying the global strategy of YIZUMI in recent years. It is a signal to demonstrate the original intention of YIZUMI to pursue a goal of becoming a world-class molding equipment enterprise.



In 2022, after completing the brand upgrade, YIZUMI released a new corporate VI (Corporate Visual Identification System) to the public. It consists of standard colors of "Dark gray, Green, and White". "Dark gray" is the main color, while "Green" and "White" are sub colors.

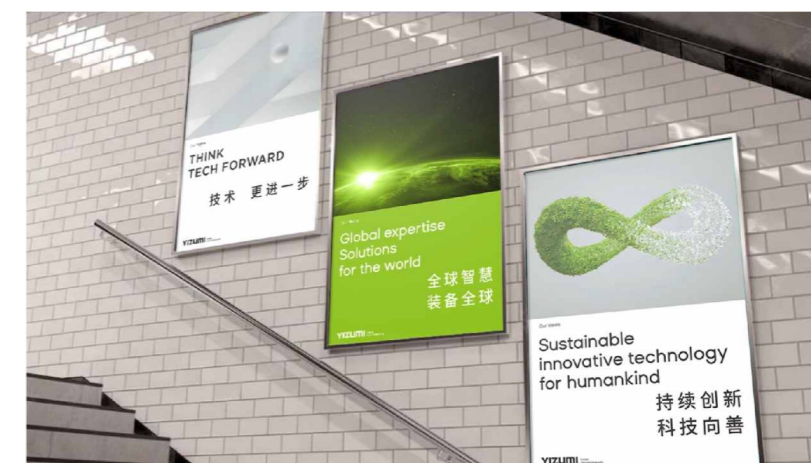
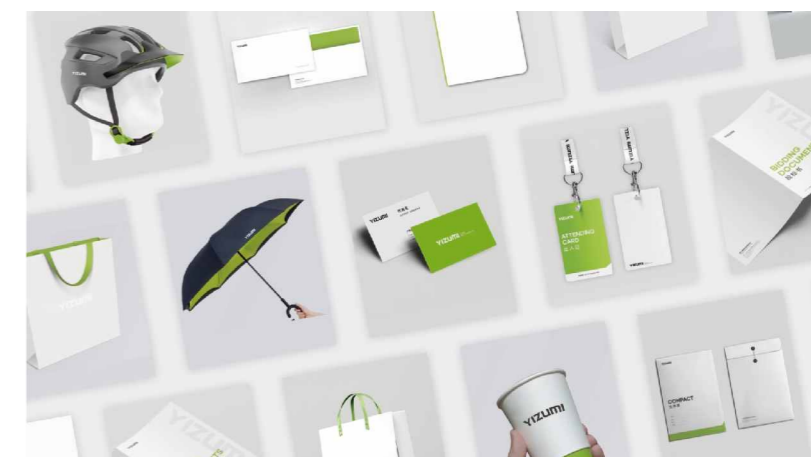
"Dark Gray" is a color between black and white, representing transformation based on inheritance and innovation based on stability. It delivers a calm,

professional, and international visual perception.

"Green" is the color of plants, which has the meaning of life in Chinese culture. It symbolizes vitality and represents the harmony of nature. YIZUMI is committed to and indicates the flourishing development of the enterprise.

"White" comes from the color of jade, which represents noble morality and quality. Jade is also a symbol of good luck in traditional Chinese culture.

These three colors compose the brand color of YIZUMI's new image after the upgrade. In future, the brand color will be used with high recognition to spread the company's high-quality service concept to the world by YIZUMI.



Embraces all streams of global wisdom

In order to achieve a comprehensive brand upgrade, YIZUMI has found an international consulting company. Through in-depth observation over a year, it clarifies the brand story and future development direction of YIZUMI over the past 20 years.

2002-2008 Initial Period:

Based in Guangdong and sailed from Guangdong

2009-2014 Growth Period:

Diversified development and began layout of overseas market

2016-2022 Rapid Development Period:

Connecting China and Europe for technological innovation

2022-2025 Take-off Period:

Global development for a new chapter

Looking back on the 20 years of development, YIZUMI has had a big step to embrace the advanced wisdom of the world, from a local brand into the forefront of global molding equipment companies. It uses innovative wisdom and high-quality resources to create a world-class brand.

Keeps making breakthroughs to achieve global win-win results

From based in Guangdong to a global enterprise, the secret of YIZUMI along the way is based on innovation. On the one hand, YIZUMI has continuously recruited talents from all over the world for increasing research and development and improving its independent innovation ability. By establishing Global Innovation Center and technical service centers around the world, YIZUMI achieves win-win cooperation across the industry.

On the other hand, YIZUMI is always customer-centric and pursues the needs of its customers as the mission. It is accelerating the process of globalization, integrating global high-quality resources to further improve product quality for providing higher standards, and higher quality products to customers. It also takes the initiative to explore and innovate, advancing boldly in the technical and market fields, and providing more diversified and comprehensive products to global customers through a cross category industrial layout.

Firmly follows the path of global development

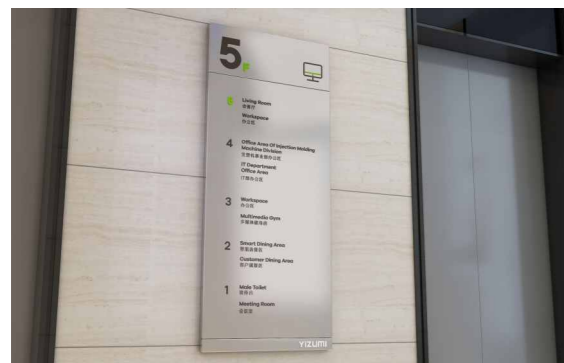
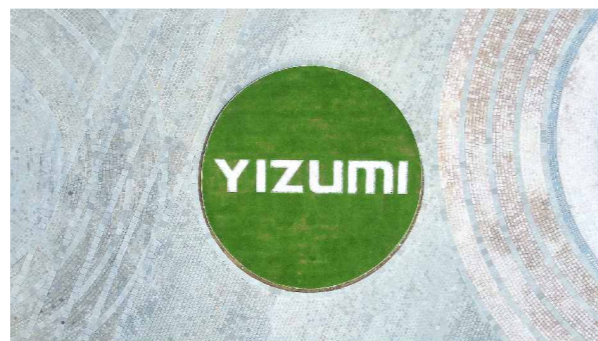
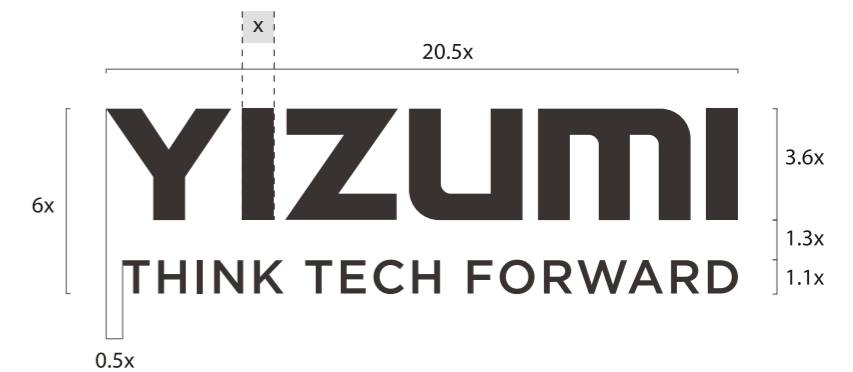
After the upgrade of the brand image, the new cultural core and brand connotation of YIZUMI have been further refined. This makes us to see more clearly and go further on the road of future development. Next, YIZUMI will carry out the mission of "Global expertise - Solutions for the world", adhere to the ideals of "Sustainable, innovative technology for humankind", and move forward towards our vision of "To be a world-class molding equipment solution provider".

YIZUMI takes "Think Tech Forward" as the new tagline. It is clear to place the goal of technological innovation, adhering to innovation driven enterprise development, and creating a global innovation platform. The brand new image will become more mature, powerful, and international.

From "We walk alongside to the world" to "Global expertise - Solutions for the world";

From "Technology connecting China and Europe" to "Think Tech Forward";

YIZUMI has always cherished the ideal of becoming a world-class enterprise. We look forward to serving global customers with more advanced solutions and better quality for making "YIZUMI Quality" stand among the world. Ultimately, customers around the world can enjoy higher cost performance products. This is the significance of YIZUMI brand upgrading.



LEAP 9000T Die Casting Machine Helps YIZUMI to Move Into the Era of "Integrated" Ultra-Large Die Casting

In May 2022, FAW Foundry and YIZUMI signed up a strategic cooperation agreement for jointly developing the LEAP series 9000T ultra-large die casting machine to produce integrated rear chassis parts of car bodies.

Both parties quickly established a working group to continuously optimize the part design with the help of the R&D Institute of FAW Group. The part design was finalized and moved into to processes of the final design of the mold, manufacturing, and delivery in August 2022.

YIZUMI analyzed the injection performance of the part and the die-casting machine based on the part's characteristics, starting from the mold flow and casting performance of the product, and worked with FAW to determine the best design scheme of the injection unit of the die-casting machine. In November 2022, YIZUMI started the construction of the die casting unit, including ladling, spraying, parts removal, and mold temperature control. A month later, the die casting unit met the requirements of trial production. And in February 2023, YIZUMI managed to deliver qualified samples to FAW.

The successful development of the machine is a significant breakthrough, which means YIZUMI has ranked among the world's top in the R&D of ultra-large die casting machines.

The maximum locking force of the machine can reach 100,000KN, setting a new record in the ultra-large die casting machine industry worldwide. It also integrates with state-of-the-art technologies used in the new Leap series, such as the injection system and the control system. With the excellent performance and a wider range of applications, it can fully meet the strict requirements for integrated large die castings in the new energy vehicle industry.



■ FAW Foundry and YIZUMI strategic cooperation signing ceremony

Eric Dou, Deputy General Manager of YIZUMI Die Casting Machine Division, introduced: "The great technical breakthrough of LEAP series ultra-large die casting machine indicates that YIZUMI has taken an important step toward the era of integrated large die castings. The successful R&D of the machine will further promote the application of the ultra-large integrated die casting process."

Focusing on industry trends Elaborate ultra-large machine development

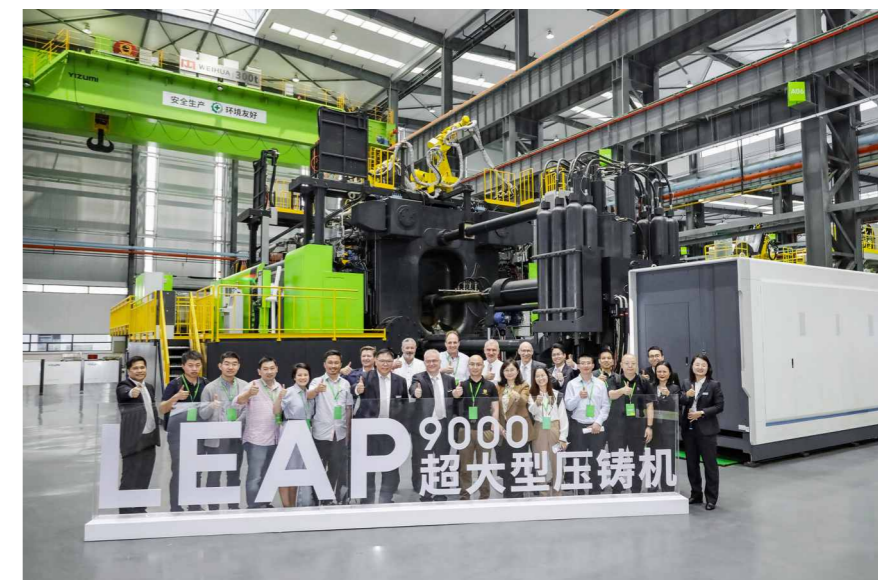
Recently, the new energy vehicles and "integrated die casting" remained a hot topic. The trend was triggered by Tesla who applied integrated large die castings in electric vehicle chassis in their product. Since then, the trend of "large die casting" spreads rapidly in the industry.

The traditional BIW was manufactured by stamping and welding. A car is made up of hundreds of parts with different shapes and materials. Any defective part will affect the accuracy of the car body. However, the integrated die-casting process can not only shorten the production time, but also reduce the overall weight of the car body. Therefore, more and more auto parts and die-casting manufacturers start to consider to invest in this new process.

The 9000T LEAP series die-casting machine ordered by FAW Foundry is tailor-made for the large rear chassis

part of their New Energy Vehicles. The dimensions of the rear chassis die-casting parts are about 1875mmx1617mmx736mm, which is the largest known integrated ultra-large die casting part in the market. At the same time, it also shows that domestic auto brands have begun to make effort on large die casting parts in the field of new energy vehicles.

9000T



■ LEAP 9000T ultra large die casting machine

YIZUMI carries out new product development based on market orientation and customer demands. After the remarkable technical breakthrough of the LEAP series, YIZUMI continues to expand the machine tonnage in the direction of ultra-large die casting machines. The newly-launched LEAP6000-9000 ultra-large die casting machine programme this year can fulfill the needs and also promote the application of integrated die casting parts.

Larry Wang, Manager of Product & Marketing Management Department of

YIZUMI Die Casting Division, introduced: "After years of technology accumulation and cooperation with professional partners, YIZUMI has been carried out in-depth research on large die casting in terms of machine design and manufacturing, new alloy materials, integration and process development, solving customer pain points in large die-casting parts. Now, YIZUMI has gradually become a turn-key solution provider that can design and manufacture large die castings as well as battery housings in the field of new energy vehicles."

**The maximum locking force exceeds 100,000 KN
Setting a new record in the global die casting machine industry**

The new 9000T LEAP series ultra-large die casting machine has set many industry records. The overall height of this machine is more than 6 meters, equivalent to two floors. The machine covers an area of about 173 square meters. When it comes to the core components, a single platen weighs over 120 tons, and the weight of the whole machine is close to 600 tons. It is not only "big" and "heavy", but also set a new record in the global die-casting machine industry in terms of locking force - 100,000KN.

Excellent injection performance is required for the integrated ultra-large die casting parts with a long filling distance and thin wall. The ultra-large die casting machine needs sufficient locking force to ensure the projecting area of integrated structural parts, and enough injection speed as well as powerful injection force to ensure the product quality. The injection speed of the 9000T LEAP series ultra-large die casting machine ranges from 0.05m/s~10m/s, and the maximum speed can reach 12m/s. The low-speed phase, high-speed phase and pressure build-up phase are controlled in real-time with 10 closed-loop stages. The machine is truly big and agile.

In addition, the machine adopts intelligent pump system and full servo drive, which greatly saves energy, effectively reduces the hydraulic surge during the motion and prolongs the

machine service life. And the combination of the self-developed ORCA control system with finely calibration algorithms and the highly responsive injection control servo valves offer customers an excellent injection performances in term of speed and pressure control.

"Ultra-large die castings have a complex structure and require many quality control points in production. Such a die casting cell may need to be equipped with 45 double-circuit mold temperature controllers, which means 90 circuits in total. Together with the speed, pressure, locking force, temperature, flow and other parameters in the die-casting production process, there are more than 100 quality control points. It's difficult for traditional die casting machine to control so many production parameters. However, the LEAP9000 ORCA control system can effectively and easily digitize all key production parameters, improving machine efficiency and control capabilities."



ORCA



■ Die casting cell of LEAP 9000T



■ Die casting cell of LEAP 9000T

**Breaking the boundaries
Stepping toward a larger space**

With the rapid development of new energy vehicles and the 5G industry, the demand for integrated large die castings is increasing day by day. YIZUMI continues to develop new products, technologies, and processes, improving integrated solutions for large die casting structural parts with complex structures and thin walls.

For this, Larry Wang introduced, "There were many parts that our original

supply chain could not provide, so our project team had to spend a lot of time exploring new suppliers. At the same time, we should guide our customers and help them to integrate the upstream and downstream of the industry by upgrading in many aspects of technology, including material formulations, equipment, molds and process design. And we will work out the technical difficulties of large die casting parts in the casting process with the effort of all parties."

“YIZUMI & Zonsen & HUMI” Strategic Cooperation Signing Ceremony Successfully Held

On May 22, the signing ceremony for the “Zonsen Power-YIZUMI and HUMI-YIZUMI Strategic Cooperation” was successfully held at the conference room on the second floor of the Zonsen Clubhouse in Banan District, Chongqing.

At the ceremony, Chongqing Zonsen Power Machinery Co. Ltd. (“Zonsen Power”) ordered 18 sets of die-casting cells from YIZUMI, all of which were LEAP series and H11 series cold chamber die-casting machines. These machines are procured for Zonsen’s new digitalized casting factory to help develop high-end parts for both motorcycle parts and new energy automobile industry.

In addition to providing die-casting equipment and peripheral, YIZUMI will also provide Zonsen Power with turnkey engineering services such as factory planning, old equipment installation, commissioning, and quick response after-sales technical support to ensure the smooth operation of Zonsen Power’s production.

Furthermore, Chongqing Humi Network

Technology Co., Ltd (“Humi Technology”) and YIZUMI reached a cooperation agreement. Focusing on injection molding, rubber injection, and die-casting industry, the Agreement gives full play to the advantages of Humi Technology in the fields of industrial Internet platform and digitalized top-level design, and YIZUMI in intelligent equipment, mold management, and equipment management to provide more integrated IoT intelligent manufacturing solutions for manufacturing enterprises, develop network channel, and help enterprises in their transformation from traditional manufacturing to digitalized intelligent manufacturing.

This strategic cooperation aims to promote and enhance the position of both parties in the field of auto parts, motorcycle parts, and metal die-casting and establish the advantages in their respective fields. The two parties will start from the long-term development perspective and give full play to their respective advantages. They will take advantage of each other’s strengths, focusing on the

industrial development of technologies related to metal die-casting, auto parts, and motorcycle parts. The parties will set up a “Zonsen-YIZUMI metal die-casting” project team to achieve global in-depth collaboration based on sharing resource and mutual support.



■ Zonsen Power signed strategic agreement with YIZUMI



■ Humi Technology signed strategic agreement with YIZUMI



Since Zonsen Power purchased the first YIZUMI die-casting equipment in 2010, the two companies have cooperated for more than ten years. Over the years, Zonsen purchased dozens of YIZUMI die-casting machines for the production of key parts and auto parts for Zonsen’s Cyclone motorcycles. This time, Zonsen Power chose YIZUMI die-casting machine as usual, showing its trust and support for YIZUMI.

As a world-renowned die-casting machine manufacturer, YIZUMI sells its products to more than 30 countries and regions and has been the No.1 exporter of cold chamber die-casting machines of Chinese brands for many years. In

recent years, YIZUMI keep investment in die-casting machine technology development with some of the technologies in the world’s leading position. In 2022, YIZUMI made a breakthrough in the ultra-large die-casting machine and developed the 9000-tonnage LEAP ultra-large die-casting machine, breaking the technical bottleneck of ultra-large automotive structural parts casting, which is a milestone product in the industry.

The collaboration of YIZUMI with Zonsen Power and Humi Technology this time will have a profound impact on the industry.



■ Zonsen’s new digital die-casting factory for high-end parts

Zonsen Power

Zonsen Power is the core subsidiary of Zonsen Industry Group. In 2003, the company became a listed company on Shenzhen Stock Exchange through

asset restructuring and is a large-scale specialized manufacturing base offering a wide range of thermal power machinery products in China.



Humi Technology

Humi Technology is committed to building an industrial digital empowerment platform that strengthens the deep operation in industrial scenarios, providing digital solutions based on the industrial Internet for the transformation and upgrading needs of traditional manufacturing industries. It has been selected as the MIIT cross-industry and cross-sector platform for three consecutive years, named as a MIIT industrial Internet pilot demonstration project three times, and honored as a national specialized and sophisticated “Little

Giant” enterprise that produces new and unique products. It is providing industrial Internet services for nearly 50,000 industrial enterprises in dozens of industrial sub-sectors such as the automobile and motorcycle industry, electronic information industry, equipment manufacturing industry, and pharmaceutical and chemical industry. Being the leading enterprise in the industry, it has also built industrial brains for nearly 20 local governments.



Die-Casting Technology, Products, Trends at CHINA DIECASTING

On July 12-14, the CHINA DIECASTING 2023 & CHINA NONFERROUS 2023 are held at the same venue - Shanghai New International Expo Center.

Serving as a benchmark for the industry, the CHINA DIECASTING keeps pace with the development of the times, helping the die-casting industry to make a successful breakout in the transformation.

YIZUMI participates in the exhibition with its new brand image and brings many innovative technologies and new products, aiming to enhance its competitiveness and brand influence to the greatest extent.



Five major themes of the exhibition

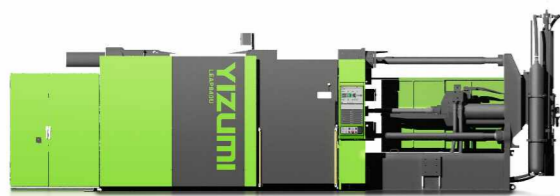
01

LEAP series die-casting machine benchmarks with the world's top die-casting machines

LEAP series die-casting machine is the key new product brought to you by YIZUMI according to its new development strategy.

In mid-June this year, the LEAP840U die casting machine made its international debut and shone bright like a star at GIFA 2023. Just a month later, it appears again at the CHINA DIECASTING.

LEAP series die-casting machines are jointly developed by the European and Chinese R&D teams with years of die-casting experience. In addition to meeting the higher requirements of the fast-developing die-casting industry on the performance, functionality and production processes, the systematic intelligent solution with the LEAP series die-casting machine as the core can better understand the customers' needs and adapt to the complex die-casting process of different products and makes casting easier.



02

H11 series cold chamber die-casting machine provides a higher competitive OEE

Based on years of operating experience with the H series die-casting machine at customers' sites and in-depth research and analysis of the die-casting process, YIZUMI relaunches the 2nd generation of H series cold chamber die-casting machine H11 after the joint effort made by the Chinese R&D team and European die-casting experts of YIZUMI.

The upgraded H11 series cold chamber die-casting machine has improved the precision and processability of injection. The redesigned die opening/closing unit improves overall machine stability and shortens the cycle time, while enhancing platen rigidity and extending tools' useful life. It gives customers more precise injection control and higher repeatability, allowing them to obtain a higher competitive OEE.



03

UN300MGII takes advantage of thixomolding in small parts molding

YIZUMI continues to explore new applications of magnesium alloy with our customers in thixomolding project this year. At the most recent GIFA, Sinyuan ZM ushered in a new cooperation with YIZUMI and ordered a 3200T Mg-Thixomolding machine.

At this CHINA DIECASTING, YIZUMI presents UN300MGII, a Mg-Thixomolding machine that takes advantage of the thixomolding and applies the thixomolding technology in smaller parts.

UN300MGII is a small injection volume model jointly developed by YIZUMI's headquarters and its R&D center in Germany. The design allows three sizes (large, medium, and small diameter) of the barrel assembly for customers to choose the most suitable specifications for their applications to ensure the quality of molding and yield.



04

The unveiling of the ultra-large die-casting structural parts fully demonstrates the strength of China's manufacturing

At the exhibition, YIZUMI showcases a variety of metal parts, including the "super-large integrated die-casting parts" that jointly completed by YIZUMI and a renowned domestic vehicle manufacturing enterprise. The external dimensions of this product are 1875x1617x736mm, which currently is one of the largest known integrated structural die-casting component.

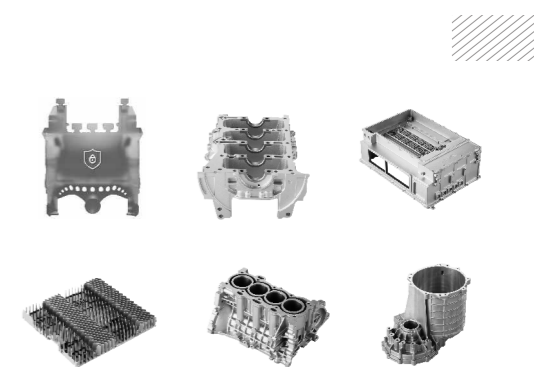
The workpiece was made by the LEAP9000T ultra large die-casting machine with a locking force of over 100000kN, fully demonstrating the strength of "Made in China" and validating the capability of the LEAP series die-casting machines to fulfill the most demanding needs of large integrated die-casting structural parts for new energy vehicles.

05

Yi+ intelligent manufacturing platform empowers intelligent die-casting

Focusing on the molding and die-casting industry, the Yi+platform takes advantage of Industrial Internet, Cloud, and Big Data to solve the management pain points of enterprise in production, quality, equipment, and molds through comprehensive digital tools such as equipment condition monitoring, efficiency statistics, equipment maintenance, troubleshooting, process parameter monitoring and traceability, and production process control, etc. auxiliary machinery in the die-casting cell allows real-time monitoring and sharing for production parameter through interconnection and timely error correction as well to ensure production stability for improved product quality. The platform also allows customers to connect to YIZUMI's intelligent production unit through 5G+AR digital twin, enabling a new experience of intelligent die-casting.

The next stop of YIZUMI will be Nuremberg, Germany for EUROGUSS. Stay tuned!



GIFA 2023

YIZUMI LEAP Series Die Casting Machine Made International Debut



The International Foundry Trade Fair with Technical Forum (GIFA) was held from June 12 - 16 in the International Exhibition Center in Düsseldorf, Germany. Hosted by the world-famous Messe Düsseldorf GmbH, the event is held every four years. It is currently the world's leading international metallurgical casting industry exhibition in terms of both scale and influence.

YIZUMI presented itself at GIFA with its new brand image inheriting the existing classic corporate elements. The new logo features a modern design to highlight the new concept of "Sustainable, innovative technology for humankind" – values YIZUMI greatly supports. YIZUMI looked forward to interesting discussions with customers and partners throughout this event, connect global intelligence, and drive the industry forward together.

As a global enterprise deeply engaged in multi-discipline molding equipment, YIZUMI presented its LEAP series 840U die casting machine at GIFA. It was the first time that YIZUMI LEAP series die-casting machines were introduced in Europe in the form of a complete machine to launch its journey in international markets.

LEAP series is a new die casting machine range launched by YIZUMI in July 2021. Its performance benchmarks with the

world's top die-casting machines and is already well recognized by customers worldwide.

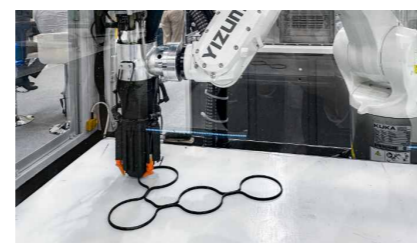
LEAP series die-casting machines are designed by deeply connecting advanced technologies of China and Europe providing highest injection precision and top-class reproducibility. With its state-of-the-art control system and a truly innovative two-stage hydraulic pump group, the LEAP die casting machine offers top line performance with low overall energy consumption. With the LEAP machine range, YIZUMI offers a high performing die casting machine to the international market.

The original LEAP series die-casting machine easily connects any peripheral equipment allowing to establish highly productive die casting cells. This flexibility makes the LEAP system ideally suited for any type of die casting production from complex and large structural castings via traditional ICE components to all types of telecom parts.

YIZUMI presented a variety of interesting and demanding die casting sample parts. Among them, an "ultra-large die-casting structural part" jointly developed by YIZUMI and a domestic vehicle manufacturer which already received widespread attention. With

dimensions of 1875x1617x736mm, the product is among the largest known integrated die-cast structural parts. It was cast on a LEAP9000T ultra-large die-casting machine with a maximum locking force of up to 100000kN. This production example validates that YIZUMI LEAP series die-casting machines can meet the most demanding needs of large integrated die-casting structural parts for global new energy vehicles.

At GIFA 2023, YIZUMI also showcased the cutting-edge technology and applications of 3D additive manufacturing. YIZUMI SpaceA industrial 3D printer, SpaceA-900E-500-S-FP, was printing wine bottle holders on site as giveaways and delighted many visitors. The YIZUMI team also introduced the company's newest products and technologies, such as Thixomolding, in detail for interested visitors.



■ SpaceA industrial 3D printer was printing wine bottle holders on site

Sinyuan ZM Cooperated With YIZUMI on Thixomolding Machines Again

June 14th was the third day of the 15th International Foundry Trade Fair with Technical Forum, which is also known as GIFA.

Ningbo Sinyuan ZM Technology Co., Ltd. (Sinyuan ZM) had signed a strategic cooperation agreement with YIZUMI to order a 3200T Mg-Thixomolding machine, which also is the largest tonnage in the world so far, at the booth of YIZUMI in Dusseldorf, Germany.

After signing a contract with YIZUMI for two Mg-Thixomolding machines UN650MGII and UN1500MGII in December 2021, the two parties had reached a deep cooperation again after only 18 months.

Industry experts, customers and representatives were invited to witness the signing ceremony of the 3200T Mg-Thixomolding turnkey solution and the establishing of strategic partnership between Sinyuan ZM and YIZUMI.

Mr. Libo Zhang, vice president of China Machinery Industry Federation and president of China Foundry Association, made a speech at GIFA, "Sinyuan ZM and YIZUMI are the leading enterprises in China's die casting industry, which have made positive contributions to China's magnesium alloy die-casting industry and new energy vehicles in terms of industry development, technological innovation, green factories, and intelligent applications. In this cooperation, they give full play to their respective advantages to jointly develop the world's largest 3,200-ton thixomolding machine, and signed a contract at GIFA in Germany. This marks another new breakthrough of YIZUMI in large-size

equipment, and also marks that Chinese enterprises have reached a new level in large-size thixomolding machines. Here, on behalf of the China Foundry Association, I would like to express my heartfelt congratulations to the success of the signing event. I hope that Sinyuan ZM and YIZUMI will create new prospects in technology research and development, manufacturing, and market expansion through in-depth cooperation, and make new contributions to promoting the high-quality development of China's manufacturing industry."

Located in Beilun, Ningbo City, the "hometown of die-casting molds in China", Sinyuan ZM specializes in the development, design and production of magnesium alloy die casting parts. In addition, it is dedicated to lightweight applications and the promotion of magnesium alloy die casting in body structure components, interior parts and others, such as lamp cooling frame, seat armrest skeleton, etc.

YIZUMI has been developing Mg-Thixomolding equipment and respective casting technologies since 2009. Focusing on ensuring stable production processes, YIZUMI integrates advanced technology from China and Europe. YIZUMI's hot runner technology

increases injection volume, improve filling performance and overall product quality.

After the deep understanding of YIZUMI's Thixomolding processes, Sinyuan ZM signed a contract with YIZUMI in December 2021 and ordered a UN650MGII and a UN1500MGII to produce exterior and structural parts to promote the large-scale application of magnesium alloy in the field of automotive lightweighting.

Owing to the close cooperation in years past, both Sinyuan ZM and YIZUMI were confident for their future cooperation and had confirmed a far-reaching strategic partnership at GIFA. In this regard, the representative of Sinyuan ZM stressed: "YIZUMI is practicing their new tagline of 'Think Tech Forward' with actions. We hope that in the competition of lightweighting, both our companies can work together to create unique value benefits and take the lead in the industry."

Currently, many customers in China, Germany and the United States have introduced our Mg-Thixomolding machines & technology for their production of lightweight casting parts.



■ Sinyuan ZM and YIZUMI strategic cooperation signing ceremony

MG

The Industry-Leading YIZUMI CONNECT 2023 Shone in April!

On April 18th, YIZUMI CONNECT 2023 (Die Casting Section) was successfully held in Foshan, China. More than 400 domestic and foreign vehicle manufacturers, well-known die casting factories, and customers attended this grand event to witness YIZUMI's commitment towards "Think Tech Forward".

01

Distinct solutions for die casting and metal molding meeting the "diversified" needs of global markets

In the morning, the guests were taken on a tour of YIZUMI's facilities, including the Die Casting Machine Factory at China Gaoli Headquarter, the YIZUMI i-Factory, and the Ultra Large Die Casting Machine Factory, to explore the road connecting advanced casting and digitalization.



At YIZUMI i-Factory, the guests witnessed the future direction of equipment manufacturing technology. The i-Factory, built with the concept of "carbon neutrality," achieves full digitalization across all aspects of production management. This allows for accurate handling of production planning, product quality, and equipment operation status, giving the company a brand-new production experience and efficiency.

At YIZUMI Ultra Large Die Casting Machine Factory, the visitors viewed the development and transformation to the "era of ultra-large die casting". In order to better meet the needs for the production and assembly of ultra-large

die casting machines, we have invested in an advanced layout in the factory's height and span. The factory is equipped with a 300T crane, allowing for the assembly of ultra-large die casting machines with locking forces of up to 20,000 tons, promoting YIZUMI to become a leader in the field of "ultra-large integrated die casting".

Later, the guests also had a close look at the 9000T and the 7000T die casting cells of YIZUMI's new LEAP series ultra-large die casting machine. Further exhibits included a 1500T thixomolding machine, a H11-S series cold chamber die casting machine as well as a 3D printed spray head and AR glass applications among other innovative products. The guests gained a deeper awareness of YIZUMI's capabilities and technological innovation in the field of die casting & thixomolding with its turnkey solutions underlined with an appreciation of our robust manufacturing capabilities.

With a good understanding of the cutting-edge technology of die casting industry, the guests were thoroughly impressed by the scale, strength and industry influence of YIZUMI, and acknowledged that YIZUMI's i-Factory and Ultra Large Die Casting Machine Factory represent a significant milestone in the company's development. Moreover, their official inauguration is a critical step towards our vision of "To be a world-class molding equipment solution provider".

02

Keep building an open, cooperative, and shared exchange platform of "integrated die casting solutions"

In the afternoon, the "YIZUMI Integrated Die Casting Forum" was held at the Hilton Hotel in Foshan. The forum focused on the industrial hot topic of "integrated, structural die casting", and the participants had a comprehensive and in-depth sharing of the technologies in raw materials, tooling technologies, structural parts and process developments.

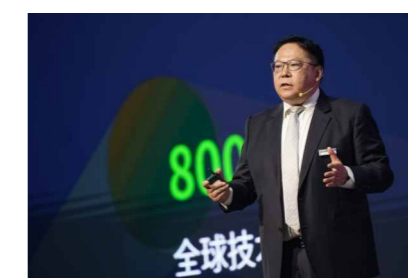
At the forum, YIZUMI released its new development strategies, brand image, and cutting-edge technologies. Mr. Richard Yan, Chairman and CEO of YIZUMI, said, "YIZUMI will adhere to the transformation path of high-quality development driven by technical innovation based on the globalization strategy. Taking the realization of customer value and life-changing technologies as the focus and orientation, with a gradual shift from mainly following innovation to independent innovation, YIZUMI will take the lead in China's molding equipment manufacturing industry and ceaselessly break our own



boundaries to achieve breakthroughs in products and technologies, in services and values, and in operation and efficiency. In the future, YIZUMI is committed to becoming a world-class molding equipment solution provider."

To achieve its strategic goals, YIZUMI will develop and master core technologies and implement a technology-leading strategy. In this regard, Dr. Zhou Jun, CTO of YIZUMI, said in his speech, "YIZUMI's technology strategy is to build an industry-leading technical innovation ecosystem on the basis of the Global Innovation Center. We focus on the

integrated solution of polymer materials and light alloy materials molding to facilitate our partners; We focus on innovative molding processes to add value to our partners' needs; We focus on low-carbon and sustainable practices to minimize the environmental impact of our partners' production process; And we focus on Industry 4.0 to make the production of our partners more efficient."



■ Mr. Richard Yan
Chairman and CEO of YIZUMI



■ Dr. Zhou Jun
Deputy General Manager and CTO
of YIZUMI

At the forum, Mr. Tong Guodong, Senior Officer of Materials and Lightweight Research Institute of China FAW Group Co., Ltd., delivered a keynote speech on the Application and Key Technologies of Integrated Die Casting Parts for Automobile Body. He elaborated in detail on the application trends of lightweight materials including die

casting aluminum alloys. Further the presentation included developments at FAW of structural body parts in die casting with aluminum alloys. He also confirmed that lightweight solutions in automobiles and especially the integrated die casting of structural parts have become the development trend of the industry.



■ **Mr. Tong Guodong**
Senior Officer of Materials and Lightweight Research Institute of China FAW Group

Mr. Lin Zhaofu, Senior Manager of the Casting Process Design Institute of Manufacturing Center of Chongqing Changan Automobile Co., Ltd., delivered a keynote speech on the Development and Demand of Casting Process under the New Energy Transformation of CHANGAN AUTO. He introduced the development of auto manufacturing, followed by the demand for integrated casting. The speech also covered research and analysis on cost, safety, product design, materials, CAE, casting process, tooling as well as equipment in the production line and logistics. In addition, he shared insights on technical difficulties which might occur in the development of integrated die casting processes, and which skills are needed to master and ensure a successful casting process of these complex components.



■ **Mr. Stefan Fritsche**
CSO of YIZUMI Die Casting and Metal Forming

Stefan Fritsche, CSO of YIZUMI Die Casting and Metal Forming, delivered a keynote speech on the LEAP-World Class Casting Technology for Ultra-Large Structural Casting Parts. He pointed out that the LEAP series die casting machines are key products of YIZUMI to move towards a world-class enterprise. The independently developed Yi-cast injection system features highest injection capacity, precision and repeatability which proves vital for a successful injection process of ultra-large integrated die casting structural parts characterized by long filling distances and thin walls.

The strong power and precise real-time-closed-loop control of this system ensures highest casting quality performance from shot to shot. Moreover, to realize an efficient and low-cost production of integrated die castings, it is important to begin with a well-executed casting part design followed by a carefully crafted tool design based on correctly interpreted process and thermal-balance simulations. And finally a highly capable die casting machine, such as LEAP, embedded well in an integrated automation cell will ensure a high production output.

A strongly increasing market share of new energy vehicles drives the demand for lightweight materials as integrated structural die castings technology has attracted great market attention. In the era of new energy vehicles, die casting manufacturers meet many opportunities, but also face huge challenges. For the overall sound development of the integrated die casting industry, it is necessary to promote the innovative cooperation among upstream and downstream manufacturers of the industrial chain. At the end of the forum, representatives from 12 enterprises and universities such as FAW, Changan and Baosteel witnessed the launching ceremony of "Integrated Die Casting" Industrial Chain Collaborative Innovation Alliance.

The Alliance aims to extensively unite the integrated die casting industry to pool resources and strengthen the cooperation among all parties for coordinated development of the

industrial chain. This will include exploring both domestic and international markets for integrated die casting approaches in order to comprehensively improve the technical capability and competitiveness in the industry. The alliance will also promote the application and overall development of this industry; promote all parties to strengthen the cooperation in technological innovation, industry exchange and application promotion. Further activities include to foster innovative talents for this industry to stimulate the innovative vitality in this field and jointly raise this industry's level and innovation capability.

YIZUMI has always been committed to connecting global wisdom, creating a global innovation platform and establishing a strategic alliance for industrial technologies to promote technological progress and meet customer needs with wisdom and innovation. As a result, YIZUMI has

achieved diversified product coverage and global operation, and is capable of providing more advanced and higher-ROI molding equipment system solutions for global customers.

In the future, YIZUMI will take full advantage of the role as an industrial leader to promote and form a development landscape within a knowhow cluster to progress and take part in promoting intelligent manufacturing. In addition, with sustainable strategic development goals, we will transform the technological process to gradually realize low-carbon and green manufacturing solutions. Working with upstream and downstream partners will allow us to implement environmentally sustainable industrial solutions.



■ **Mr. Lin Zhaofu**
Senior Manager of the Casting Process Design Institute of Manufacturing Center of Chongqing Changan Automobile



■ The launching ceremony of "Integrated Die Casting" Industrial Chain Collaborative Innovation Alliance

YIZUMI Supply Chain Strategy Conference 2022 Held Successfully in China

Despite the influence of many unfavorable factors in recent years, such as chip shortages and high raw material prices, YIZUMI has always been trying to face challenges and achieved continuous growth, such result for sure is attributed to the strong support of many high-quality suppliers.

On December 15, YIZUMI Strategy Conference of Supply Chain 2022 was held successfully in YIZUMI Global Innovation Center (Foshan), with the topic of "Starting a new journey together". Nearly 300 guests across the country gathered to discuss development of the future.

Focus on the new development for becoming a world-class enterprise in equipment field

2022 is the 20th anniversary of YIZUMI. After years of development, YIZUMI has already become an enterprise which develops molding equipment in various fields and market that covers more than 70 countries and regions.

On the basis of that, how to provide customers with better services, create more value and build the core competitiveness in the industry has become a key issue that YIZUMI must consider when planning its corporate strategy.

At the Conference, Richard Yan, Chairman and CEO of YIZUMI, said: "The aim of YIZUMI in future is to expand further in global market. And we should develop with a global perspective. YIZUMI is committed to becoming a world-class enterprise in the field of molding equipment."

What is the definition of a world-class enterprise? In the opinion of Richard, to

build a new era of sustainable development with global partners, a world-class enterprise should have the competence to build continuously its core competitiveness in the industry, as well as the capabilities of the global operation, provide good product and service quality, and make contribution to the whole value chain.

However, it is much more difficult to implement strategies than to formulate them. It requires YIZUMI to grasp the new opportunities and follow closely the new industrial trend. At the same time, further investments in technology and products, customers and markets, production and operation are the key elements to support the enterprise to become bigger and stronger.



■ Mr. Richard Yan
Chairman and CEO of YIZUMI

Integrated Supply Chain, the key to achieve strategic goals

The new goal and mission of YIZUMI is to become a world-class enterprise in the field of molding equipment. For the goal and mission, the integrated supply chain (ISC) reform is critical to enhance our production and operation capabilities. Through the reform, YIZUMI has raised the level of supply chain management to satisfy the implementation of the company's strategy.

YIZUMI has continuously invested a

large amount of resources in the development of new products and technologies, so that YIZUMI's advantages in cutting-edge technologies are gradually presented. The commercialization of technology will be a challenge for YIZUMI's supply chain system.

James Zhang, deputy managing director and general manager of injection molding machine division of YIZUMI, had a speech at the Conference. "A new round of scientific and technological revolution and industrial transformation is booming rapidly. Digitization, networking and machine intelligence have become the main development trend of equipment manufacturing industry. To compete with global competitors in the future, YIZUMI will need to constantly improve in the field of supply chain, in addition to improvement in products and marketing.

In 2022, YIZUMI has started the project of integrated supply chain (ISC) reform. Focusing on "one YIZUMI, one ISC system", the project systematically defines the ISC process, organization and IT system, which supports the efficient operation of different business divisions and global factories. Also, the project builds the excellent operation capability of ISC in various fields, and strives to achieve the perfect product delivery capability globally.



■ Mr. Zhang Tao (James Zhang)
Deputy Managing Director and General Manager of Injection Molding Machine Division of YIZUMI



■ YIZUMI Supply Chain Strategy Conference 2022



■ Tour of YIZUMI i-Factory on December 15, 2022

To achieve win-win results with suppliers

As the director of Supply Chain Management Center, Mr. Jian Shi elaborated the details of integrated supply chain reform and changes of business. The integrated supply chain reform involves different aspects, not only the order handling process, but also the research and development process, sales process and other aspects of internal operation process of YIZUMI.

YIZUMI is undergoing an all-round internal reform. For suppliers, the obvious impact is the changes of procedure in the daily purchasing business. In this regard, YIZUMI has formulated a plan for future requirements of different categories of materials in the next three years. Through data sharing, suppliers can deeply understand YIZUMI's long-term strategy and adjust their strategy promptly for matching up the pace of development of YIZUMI. It may achieve win-win result together with the suppliers.

Mr. Kangning Shan, who is a famous supply chain expert in China, shared the experience of digitalization in the

field of supply chain at the conference. Through the example of benchmark enterprises, Mr. Shan shared the story of the strategic evolution of supply chain with the audiences. It was a valuable lesson, which made the audiences fully understand that the digital supply chain reform was a long-term, arduous and complex process.



■ Mr. Shan Kangning, a famous supply chain expert in China

Later, YIZUMI and suppliers had a positive communication on topics of the development trend of supply chain management in the manufacturing industry and industrial application. Also suppliers delivered advanced cases of supply chain ecosystem and explained the importance of the supply chain ecosystem for enterprise development from a professional perspective. YIZUMI has always committed to

becoming the cost-effective solution provider with leading technology in equipment field. YIZUMI comprehends the difficulties and needs of traditional manufacturing transformation and upgrading. By constantly connecting global resources and making innovations, YIZUMI explores more ways to improve quality and efficiency and serves our customers with more intelligent and efficient products, technologies, solutions and services.

"Starting a new journey together" is the theme of YIZUMI for new era. In the future, YIZUMI will continue to develop with the strategy of "Think Tech Forward" that may help our customers to create their own competitive advantages.