



SUNMI

Hello,
SUNMI



KINDNESS IS PRICELESS

Altruism

SUNMI's Core Value

Philosophy

Value our employees by treating them with respect, recognition and understanding.

Contribute to the development of society.

Mission

To build a next-gen commercial IoT platform with an altruistic mind and eventually achieve business 4.0.

Vision

To become a top-10 IoT company in the world.

SUNMI, with "altruism" as its core value, is an IoT company that comprehensively leads global innovation in intelligent commercial hardware.

About SUNMI

SUNMI is committed to providing a wide range of excellent and intelligent IoT hardware and digital solutions that combine software and hardware for the commercial field, thus building a business world where things are interconnected and finally realizing Business 4.0. By December 31, 2020, SUNMI App Store has become a top App Store for Business with partners, over 13,000 Apps, and these Apps have been widely used in the food delivery, restaurant, retail, tax control, checkout and other scenarios. SUNMI 's IoT products and solutions have been used in more than 200 countries and regions, empowering merchants around the world.

Investors

SUNMI has successively obtained strategic investments from Ant Group, Xiaomi Technology, Meituan, lightspeed China Partners, ABC International and SCGC.



Jack Lin "Captain"

Founder and CEO of SUNMI

20 years of experience in exploring digital transformation in retail

2006 Won iF Design Gold Award

2010 Started to explore a mobile e-commerce, online-to-offline business model

2013 Established SUNMI, a new service model combining software and hardware

2016 Released the first intelligent commercial hardware

2019 SUNMI has been valued at more than \$1 billion, becoming an industry unicorn



2013

Established, with its HQ in Shanghai.

2014

Obtained series A round financing from Xiaomi Technology.

2015

Successively obtained series B round, B+ round financing from Xiaomi, Meituan Dianping, etc.

Started the layout in commercial IoT field and developed SUNMI OS.

2016

The handheld SUNMI V1 hit the market and immediately became a hot-selling product.

SUNMI attended GITEX exhibition in Dubai as its global debut.

2017

The number of apps and downloads in SUNMI App Store exceeded 1000 and 1 million respectively.

Obtained series C round financing to boost international market expansion and product development.

2018

Launched the industry-first financial POS terminal with a facial recognition payment feature.

Expanded the products lines to six, containing 20 intelligent IoT products.

Products were used in 100 countries and regions, and the sales volume overseas accounted for nearly 50% of the total sales volume.

2019

Obtained series D financing led by Ant Financial, valued at over 1 billion USD.

Released SUNMI OS 3.0, and the software developers on the partners platform exceeded 10,000.

Opened Beijing SUNMI Home to provide localized and offline services for businesses.

2020

Launched SUNMI digital store service to help SMBs to return to normal in the context of COVID-19.

Had more than 1.9 million monthly active devices in 200 countries and regions.

The Globalization of SUNMI Group

To better serve local customers, in addition to Shanghai, Beijing, Shenzhen, Hong Kong and Taiwan, SUNMI has established branches in 10 countries and regions including USA, France, Netherlands, Russia, Singapore, Japan, India, Indonesia, United Arab Emirates, South Africa.



16 International Design Awards

9 RedDot Awards, 5 iF Awards, 1 G-mark Award, 1 COMPUTEX Award.



reddot design award
winner 2019



reddot design award
winner 2019



reddot design award
winner 2019



reddot design award
winner 2018



reddot design award
winner 2018



reddot design award
winner 2020



reddot design award
winner 2019



reddot design award
winner 2020



reddot design award
winner 2021

SUNMI



Patents

Patents and Copyrights

Including invention patents, utility models patents, design patents, software copyright.

SUNMI



Awards

Business Awards

Including industry awards, government awards, enterprise awards, role model awards, branding awards.

Ranked among 2019 LinkedIn Top Startups, 2019 Shanghai Tech-Giants, 2019 Top 50 Innovative Retail Tech Companies, and 2018 Innovative China POS Brands.

BloT for Business 4.0

Since the launch of its first product in 2016, SUNMI now has a total of 6 major product lines, including Mobile Terminals, Payment Terminals, Desktop Terminals, Kiosks, Network & Video Analytics, Accessories.



IoT Products in a Retail Store



IoT Products in a Restaurant





SUNMI OS

SUNMI OS is an operating system specially designed for smart businesses. It is deeply optimized on the basis of Android system and customized for businesses in terms of operating experience and scenario design. Based on SUNMI OS, we provide a complete set of intelligent hardware, PaaS and services for store operations. Together with software vendors, we provide merchants with business solutions integrating hardware and software.



SUNMI Partner Platform

A platform for SUNMI partners to conveniently complete centralized device management.

200+

Countries & Regions

Device MGT

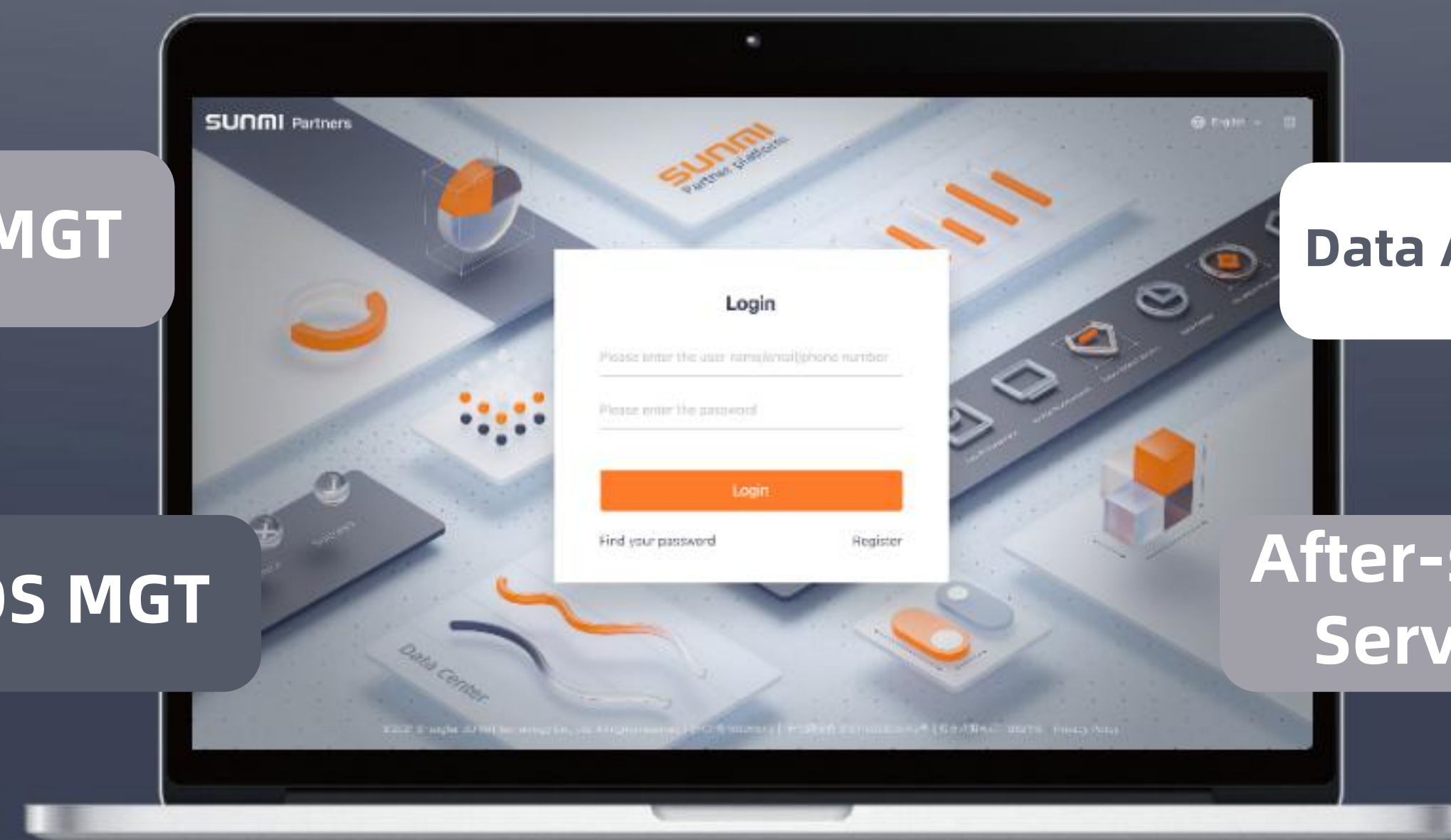
SBS Service Purchase & MGT

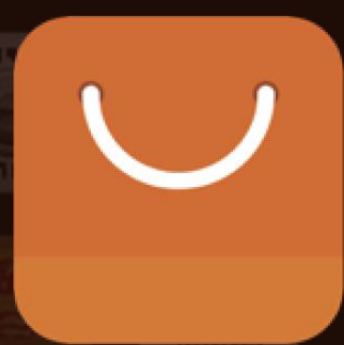
App MGT

Data Analysis

OS MGT

After-sales Service





SUNMI App Store

13,000+

Apps

24,000+

Developers

60 Million+

Downloads

Your Own App Store

Whitelist/blacklist apps.
Control app installation.

Flexible Deployment

Developers can make less
risky staged releases.

App Security & Protection

The cloud will run security checks on APK files
and countersign, and a payment POS terminal
will verify the signature before installation.

SUNMI Remote Assistance



Remote Assistance

Easily manage all series of SUNMI POS terminals.



Device Monitoring

Online/offline, basic hardware info, app installation, configured settings and data usage.



Secure

Keep your POS terminals where they should be..



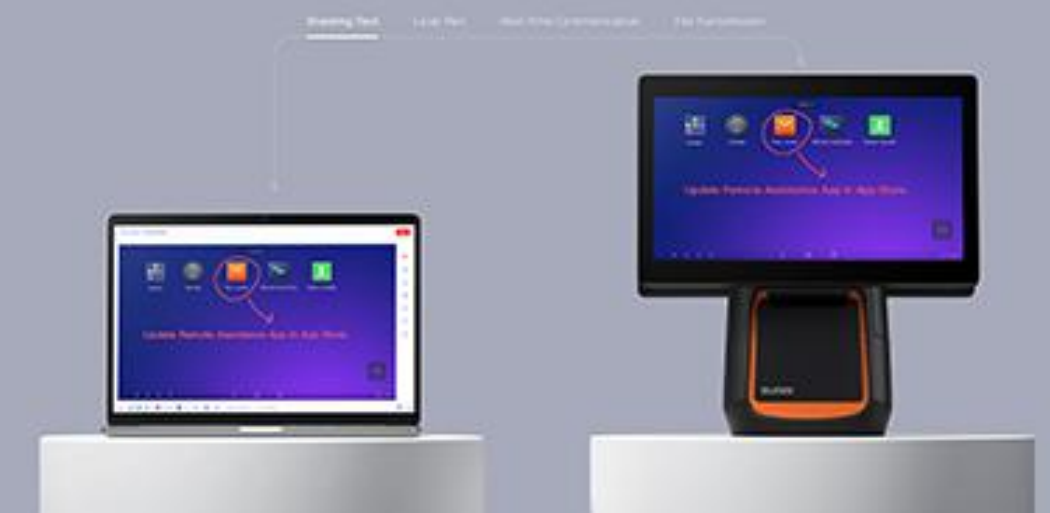
Efficient

Send messages and files in batch, with only one click.



Remote Control

Leverage remote desktop to locate and resolve problems. Doing more with less.



Trusted by 7000 Companies Worldwide



SUNMI Digital Store Service

Reflecting on the integration of software and hardware, SUNMI, collaborating with partners, takes the full series of intelligent IoT hardware as the base and leverage SUNMI OS to provide digital solutions to help merchants digitize offline businesses and achieve integrated online and offline operations.



Help merchants better manage their stores, no matter when and where.

Three Ways to Check

In real time check and manage in-store devices, network and videos through SUNMI Assistant App, SUNMI Digital Store online platform or SUNMI digital wall.



SUNMI Assistant App

Check and manage your store, even when you are away.



SUNMI Digital Store

Manage multiple locations in a centralized way.

Web address:
<https://store.sunmi.com>



SUNMI Digital Wall

A customizable digital wall solution to visually show your store operation.

Operation Analysis

Grow your business with the multidimensional analyses based on item data, foot traffic, operations, etc.



Smart Management

Better manage your store leveraging value-added transaction monitoring and remote store inspection.



SUNMI Home

A place to intuitively experience how our digitalized stores run.

We present a full series of SUNMI IoT products and industry solutions here. Solutions for ten typical businesses, including restaurant, supermarket, hotel, mother & baby supplies, are provided and shown in SUNMI Home. Cooperate with partners, we build business communities to serve local merchants. SUNMI Home also provides customized services to help merchants build their stores that integrate online and offline operations.



Status Quo and Future Plan

By December 31, 2020, SUNMI Home has opened locations in cities and countries including Shanghai, Beijing, Guangzhou, Shenzhen, Taipei, France and Dubai. In the future, SUNMI Home will continue its GO GLOBAL strategy and work with partners to provide localized services to merchants around the world.

26 Opened Locations



By the end of 2022
Open 300 locations

Our Clients Around the World

SUNMI's products and solutions have been successfully applied in scenarios in the retail, restaurant, service, healthcare and other businesses large and small, empowering clients in more than 200 countries and regions.

Retail

With the development of New Retail, Go Digital has become an important mean to build customer-experience-centric services. SUNMI's intelligent IoT products and solutions have been used in various retail businesses to boost operation efficiency and improve customer experience.



AEON

A famous retail group in Japan and also one of the largest department stores in Asia.

"V2 PRO relieves our checkout pressure at peak hours when facing with long waiting lines. It runs smoothly even for a long time, which has drastically enhanced our work efficiency."

— A cashier, AEON Supermarket

SUNMI Products Used

SUNMI V2 PRO

Value
Quick device startup, quick barcode scanning and quick receipt printing.

Applications
QR code payment, receipt printing.



Freshippo, A data-&technology-driven new retail platform of Alibaba.

"Customers now have increasingly higher requirements on the in-store experience. Therefore, we have reduced human intervention in service experience through digital operations, of which SUNMI intelligent devices have played an irreplaceable role."

— An information product specialist

SUNMI Products Used
SUNMI V2 PRO, SUNMI T2, SUNMI K2 MINI, SUNMI ReX POS

Value
Shortened checkout lines and improved store efficiency.

Applications
Coupon redemption, self-pick'n go, self-checkout.

Restaurants

SUNMI's clients include both international chains and street restaurants. SUNMI's full series of intelligent IoT products provide restaurateurs with integrated digital solutions for queue management, ordering, checkout and online order taking, etc.



POPEYES

Popeyes, An American multinational chain of fried chicken fast food restaurants with over 3000 restaurants in 25 countries.

“The adoption of SUNMI Kiosk in self-ordering and facial recognition payment has shortened checkout lines and saved us a lot of time.”

— Waiter, Popeyes Flagship, Shanghai

SUNMI Products Used
SUNMI K2

Value
Shortened waiting lines, reduced checkout

Applications
Self-ordering, self-checkout workload and improved store operational efficiency.



西贝 I 爱 被
莜面村

Xibei: A large restaurant chain in China with more than 200 locations, and 50 million customers every year.

“The competition in the restaurant industry is fierce, so we need to innovate constantly. In addition to good dishes and services, we also need to use good equipment to improve the restaurant operational efficiency. SUNMI really helps us a lot in this aspect.”

— A Manager of Xibei Restaurant, Shanghai

SUNMI Products Used
SUNMI T2 LITE, SUNMI S2, SUNMI V2 PRO, SUNMI M2

Value
The time customers spend on waiting for checkout has been reduced while the service quality and customer engagement have been enhanced.

Applications
Mobile ordering, weighing and checkout, online order receiving.

Food Delivery Platforms

SUNMI has reached in-depth cooperation with almost all the top food delivery platforms at home and abroad, and over one million SUNMI handhelds have been sold globally. Together with our partners, we help restaurants around the world realize more efficient and convenient delivery services.



Glovo, A well-known food delivery platform in Spain.

"The number of restaurants is the foundation of our success, and affordable SUNMI products allow us to expand quickly. The product quality and reliability allows us smooth operations and deployments. Our restaurant partners also have praised the simplicity and performance of the solution."

— Glovo



EASI, The most popular food delivery platform in Australia, which has served over 20,000 restaurants and more than 100 million users.

"The takeout and delivery sales soar during the pandemic and we have served over 20,000 restaurants, and now we are rapidly expanding our international business, among which SUNMI's V series has helped us a lot."

— Easy



HungryPanda, A food and grocery delivery platform which was established in the UK, 2016. Now its business has covered more than 60 cities around the world.

"HungryPanda is a specialist food delivery platform to providing various authentic Chinese food and groceries to Chinese compatriots and students abroad, and SUNMI's IoT devices have helped us in improving our operational efficiency."

—HungaryPanda

SUNMI Products Used

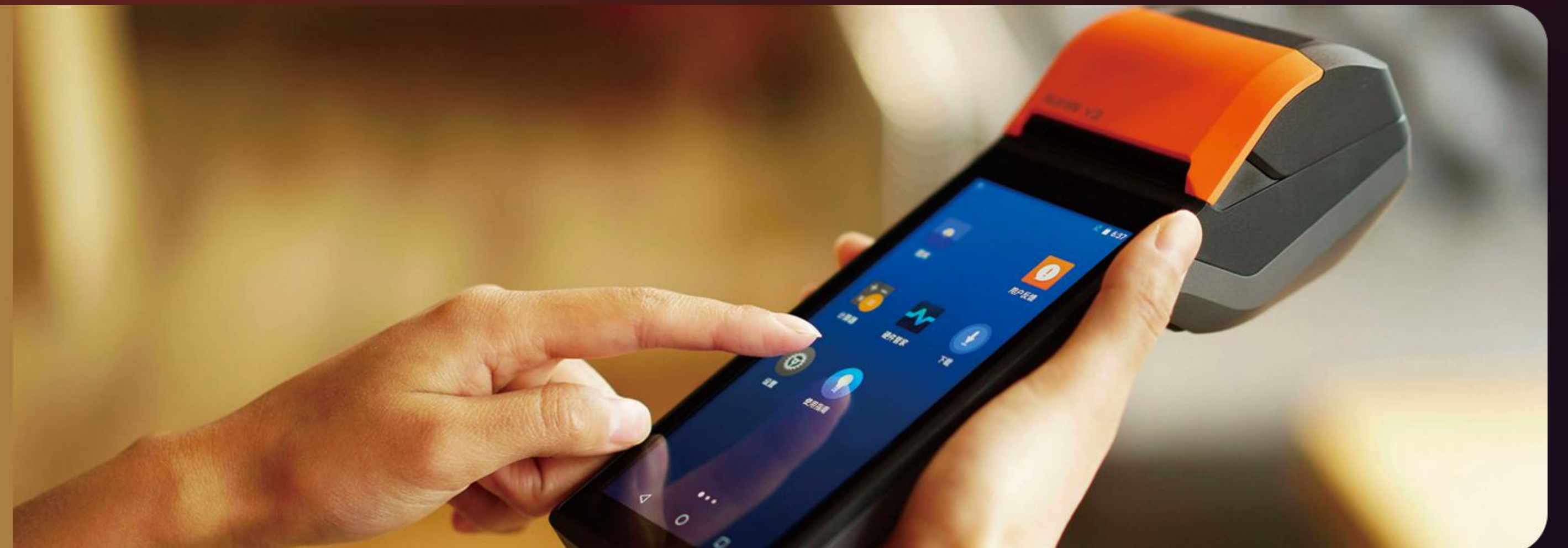
SUNMI V2, SUNMI V2 PRO

Value

The easy-to-use devices and receipt printing feature have improved the efficiency of the delivery service.

Applications

Online order taking , receipt printing , mobile checkout, etc.



Financial Industry

SUNMI's digital solutions can help financial institutions realize the integration and analysis of massive online and offline data, integrate traditional financial services into online scenarios in an all-round way, and also make offline scenarios smarter. We Now have established in-depth cooperation with well-known banks and fintech companies at home and abroad.



OPay, A mobile payment company of Opera, also the biggest payment company in Nigeria.

"OPay and SUNMI provide intelligent aggregate payment software and devices for Nigeria, the largest economy and the most populous country in Africa, thus effectively meeting the demand of Nigerian society for electronic payment and truly bringing convenience to users."

— A senior solution manager, OPay

SUNMI Products Used
SUNMI P1

Value
Together with SUNMI OPay aggregate payment software has met the local needs for e-payment.

Applications
Aggregate payment, top up, cash in and cash out, etc.



BCA, Indonesia's No.1 commercial bank.

" SUNMI's well-designed and highly compatible products, as well as the customer support SUNMI has offered helped us promote the trending self- service banking. "

— A BCA employee

SUNMI Products Used
SUNMI T2, SUNMI T2 LITE

Value
Improve service efficiency and saved wait times.

Applications
Self-service banking.



Healthcare

SUNMI has reached in-depth cooperation with many hospitals at home and abroad. Its handheld computers, self-service equipment and desktops have been used in self-registration, patient information filing and medical data tracking and management, effectively improving the efficiency of diagnosis and treatment.



Eye & ENT Hospital of Fudan University

"The optimized patient flow and the unattended operation enabled by K1 free patients from waiting in lines and help us close as more as possible windows for payment acceptance."

— An employee, Eye & ENT Hospital

SUNMI Products Used
SUNMI K1, SUNMI K2

Value
Reduced waiting time of patients, improved the efficiency of medical treatment, and reduced gathering in the hospital.

Applications
self-registration through facial recognition, self-service patient payment, etc.



Leishenshan Hospital in Wuhan

A hospital built to treat COVID-19 patients.

"Patients transferred to Leishenshan Hospital during the outbreak brought a burden on hospital operations, while SUNMI L2, which had been used in creating patient profiles, registration, pharmacy dispensing and targeted treatment tracking, thus conveniently and effectively treating patients with different symptoms.

— An IT manager of the Hospital

SUNMI Products Used
SUNMI L2

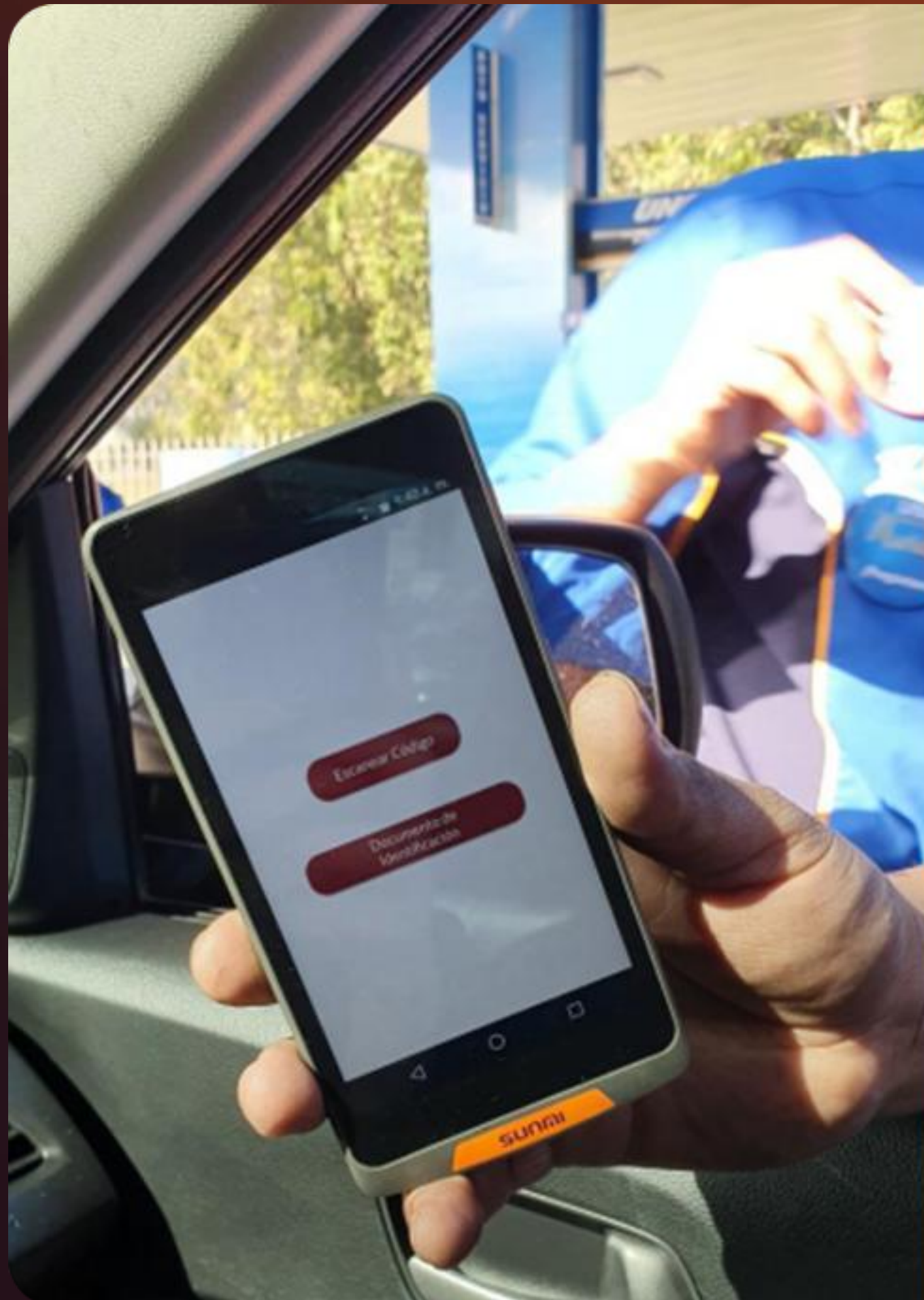
Value
Enhanced diagnosis and treatment efficiency driven by the information-based management.

Applications
Medicine inventory, patient data collection, medical record tracking, etc.

The L2 handhelds SUNMI donated to Leishenshan Hospital

Service Industry

SUNMI's IoT products have been widely used in gas stations, tourist attractions, hotels and other segments in the service industry, thus bringing improved service efficiency, reduced labor cost as well as more convenient customer experience.



UNO, One of the biggest importer and dealer of gasoline, fuel, diesel and asphalt in Central America.

"In UNO, I can redeem gas with LifeMiles reward points. A small device can turn a number into the power of my car! I enjoy the service and will recommend UNO to my friends."

— A customer of UNO Gas Station

SUNMI Products Used
SUNMI M2, SUNMI V1s

Value
Customers can redeem air miles for gas, thus bringing more possibilities to a gas station.

Applications
Reward points redemption, mobile checkout.

Top Up

In South Africa and Saudi Arabia, many local users are still using traditional ways to top up. The simple and efficient OTA top-up enabled by SUNMI V series products not only has greatly facilitated the payment of local users, but also has driven the development of local businesses.



OneCard, A popular OTA top-up software company in Saudi Arabia.

"SUNMI V series products are portable and easy to use. With a printer in the device, a receipt can be printed once a payment is completed, which has increased the efficiency of OTA top-up and has drastically decreased the failure rate."

— A purchasing manager, OneCard

SUNMI Products Used
SUNMI V1s, SUNMI V2

Value
Swift receipt printing, mobile payment, etc.

Applications
OTA top up, prepaid account refillment, etc.

More Clients Around the World



Utility Fee Payment, a State Grid branch, China.



Payment acceptance, an airport duty-free shop, USA.



Order redemption, a Westin Hotel, Canada.



Payment acceptance, bakery, France.



Ticketing, a bus station, Ghana.



Payment acceptance, an apparel store, Australia.



Check in, a hotel, Jordan.



Online order printing, a Starbucks, Malaysia.



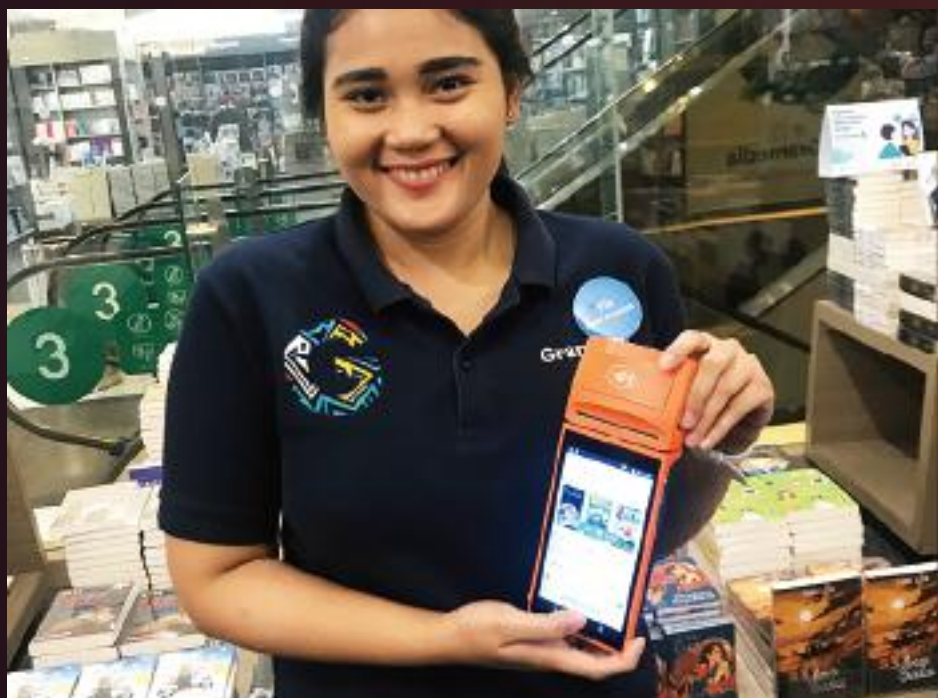
QR redemption, a convenience store, Japan.



Mobile checkout, a Louis Vuitton Store, Dubai.



Queue management, a hospital, Colombia.



Loyalty program & checkout, a bookstore, Indonesia.



Self-checkout, retail, Brazil.



Payment acceptance, an internet-famous dessert shop, Thailand.



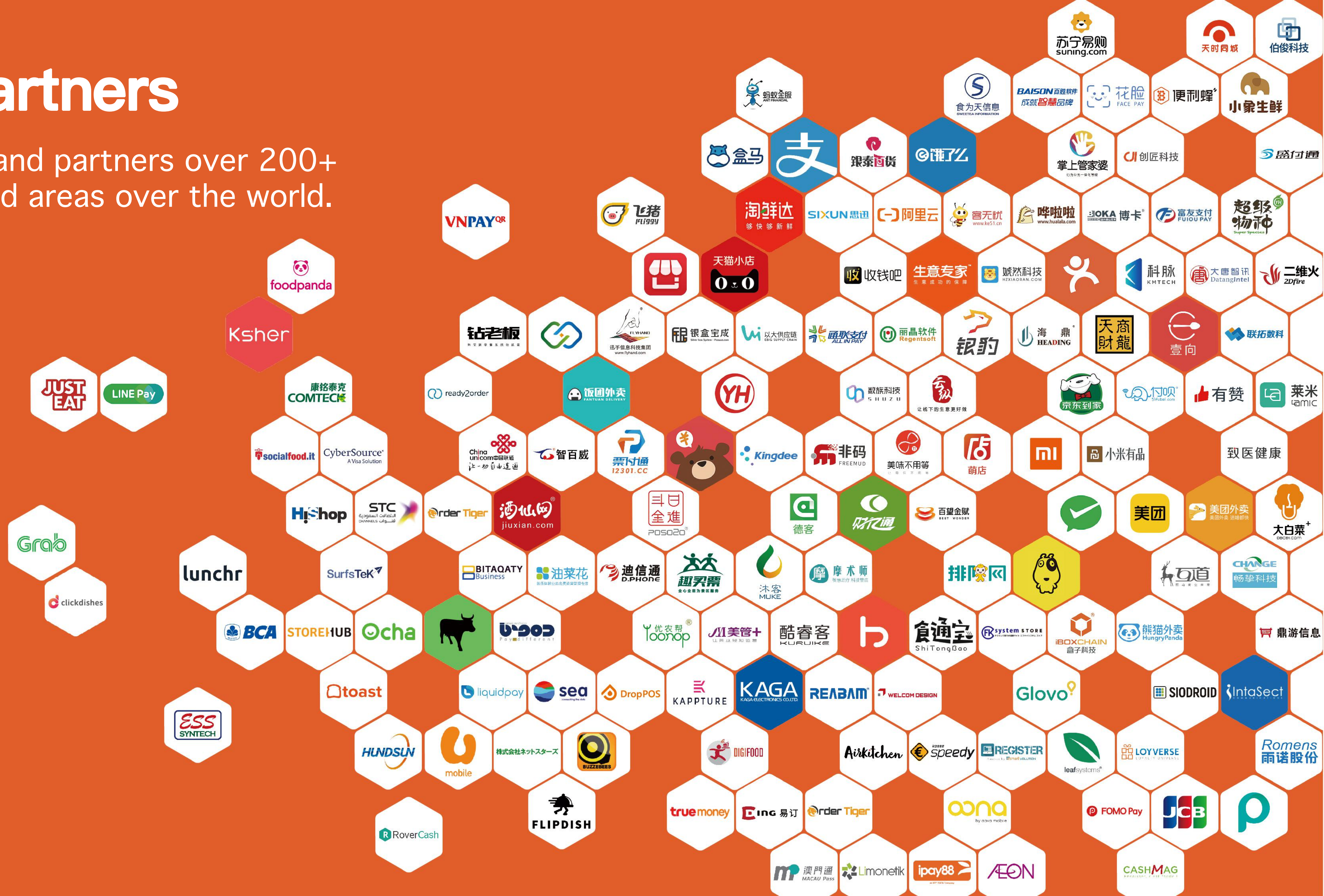
Mobile checkout, a jewelry store, India.



Streetside mobile recharge, South Africa.

Our Partners

Developers and partners over 200+ countries and areas over the world.



Partially Shown

Global Merchants

Thank you for choosing SUNMI.



The background is a solid, warm orange color. In the top-left corner, there is a large, semi-transparent yellow circle. In the top-right corner, there is a smaller, semi-transparent yellow circle. In the bottom-right corner, there is a large, semi-transparent yellow circle. The text "THANK YOU" is centered in the middle of the image in a bold, white, sans-serif font.

THANK YOU