



Company Introduction

Santoni brand fundamentals

Iconic and innovative brand with global recognition among the highest performing players

Clear brand positioning & recognition

Key positioning attributes



Built to meant

- ★ Focus on maximized unique features
- ★ Supply Chain built on Partners sharing the goal of being Champions on Innovation



Italian identity

- ★ No boundary to imagination
- ★ Design talents pool
- ★ Cutting Edge technology

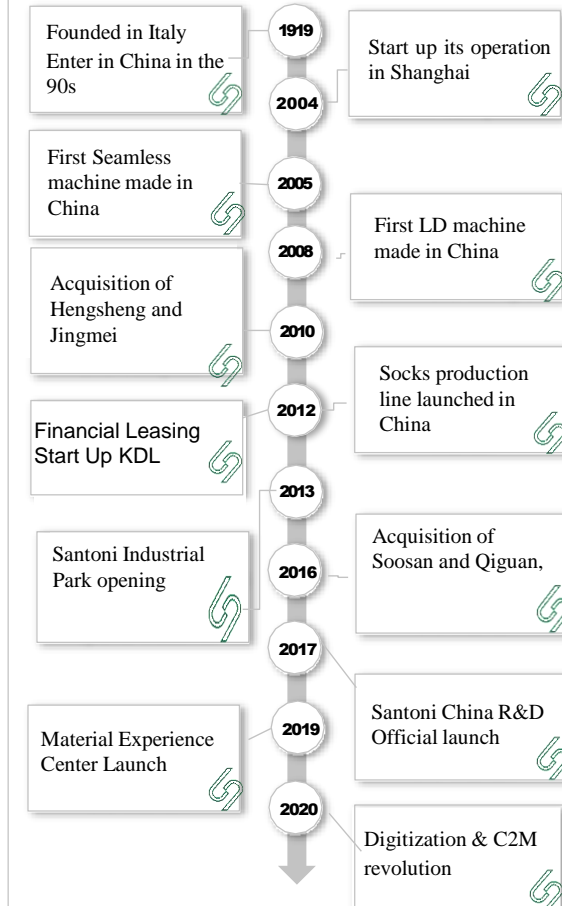


Inspires exploration

- ★ Major trend starter and influencer

Strong heritage with ability to evolve

Santoni Key historical milestones



Santoni China at a glance

Leading provider of cutting-edge knitting technology.

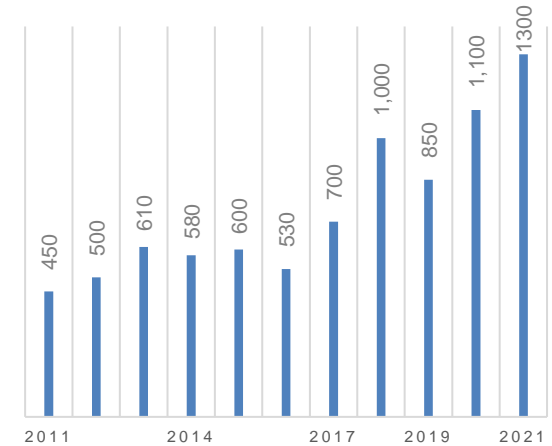
Overview

- Founded in 2005, Santoni China is a leading provider of knitting technology for innovation seekers.
- It has successfully built a dominant position via its multi-brands strategy. The company owns 5 brands: Santoni, Hengsheng, Jingmei, Soosan, Qiguan, and “KDL” a financial leasing entity.
- The current yearly output (Machines):
 Small diameter 4000
 Middle diameter 3500
 Large diameter 3800

Key facts and stats (2021)

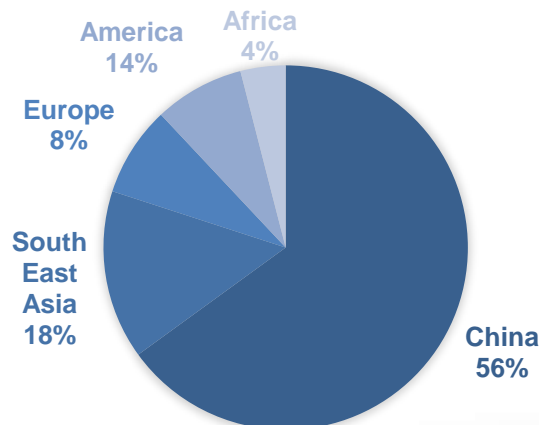
- 🔗 A century long history, and brand heritage dated to 1919
Established in Shanghai in 2005
- 🔗 Leader in Circular Knitting technology
#1 market position
- 🔗 Highly skilled and experienced workforce
>600 employees, incl. >100 in R&D
- 🔗 Unparalleled in-house R&D and technology capabilities
R&D investment >10% of net sales
- 🔗 Sizable base with clear growth potential
¥ 1.3 B. for net sales
- 🔗 Active Partnership with different brands
>50 active partnerships

Net sales (m ¥)

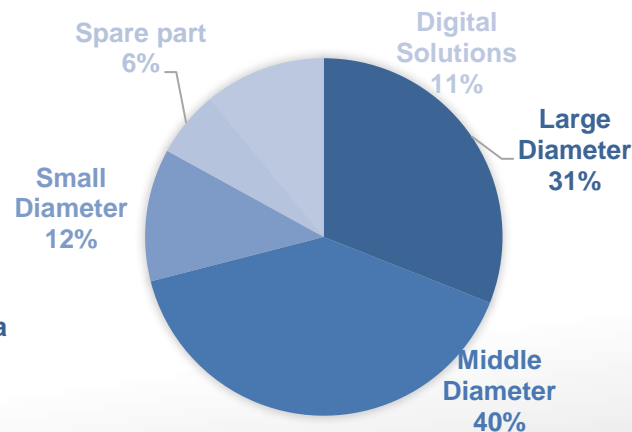


Financial breakdowns (2020)

Net sales by geography

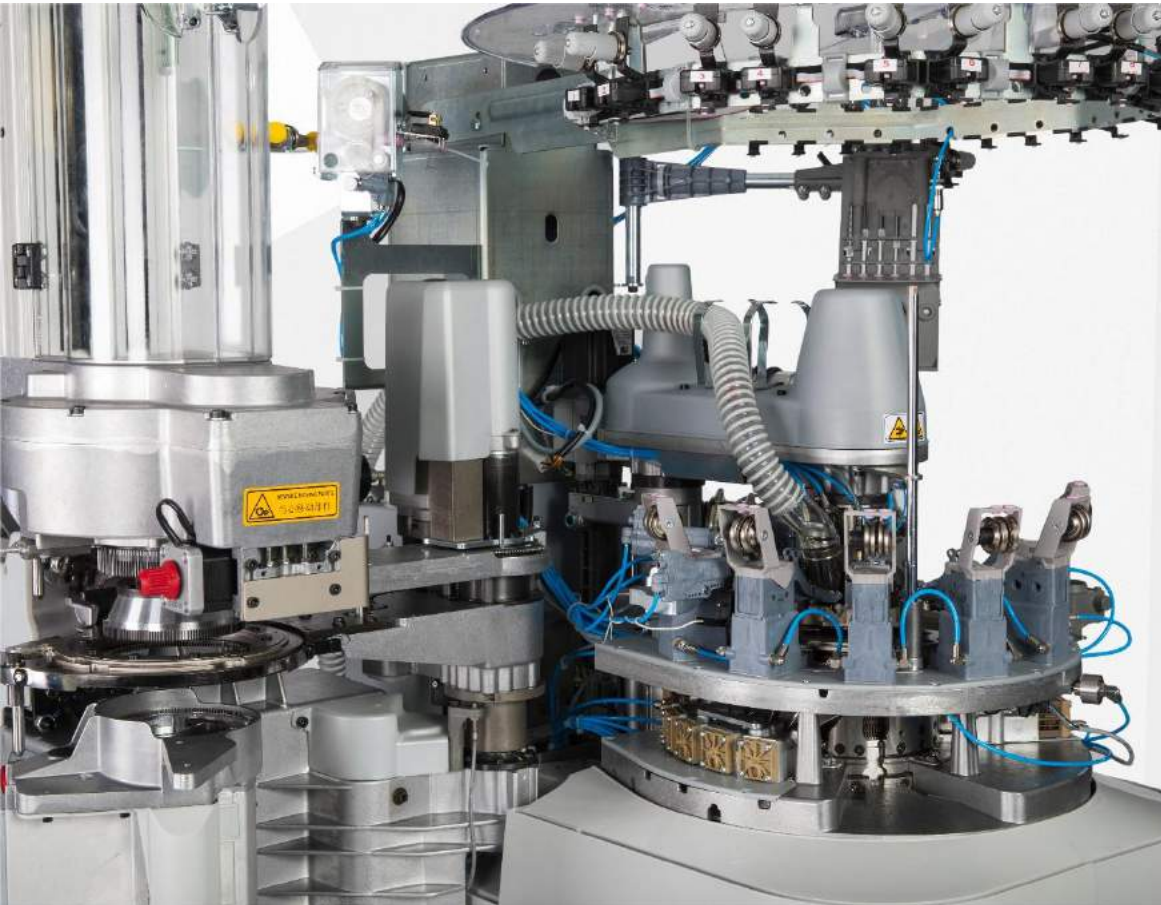


Net sales by product category



Select product examples

<i>The unique SEAMLESS</i>	<i>The ultra fine LD</i>	<i>The automatic Link-toe</i>
		
Top2 Fast	Pulsar	Wanmei
<i>Cost performance</i>	<i>Efficiency focus</i>	<i>Higher speed</i>
		
Hengsheng	Jingmei	Soosan



Our heritage made us WHO WE ARE TODAY

Pioneers in delivering revolutionary products, we have innovation in our DNA. Since 1919, Santoni challenged its team members to find new spaces.



SANTONI™



SPORTS



HOMEWEAR



ACCESSORIES



SWIMWEAR



SOCKS



INTERIOR



A COLLECTION OF SWATCHES

Designed for fabulous applications

Providing solutions to exceed our customers imagination is our driver.
Everything we do aims to provide uniqueness.



Respects the nature

Santoni is committed to protect the environment and reduce pollutants and emissions throughout responsible design, sustainable operations and manufacturing process. Our products achieved green labels both in EU and China.



SANTONI™

