



LESSO

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Renewing a Brilliant Journey

LESSO is determined to embark on a renewed journey for a better life to fulfill people's aspirations for a better life. With longer-term enterprise development goals, broader social responsibility, and a clearer brand positioning strategy, the Group aims to improve urban construction and people's lives.



LESSO

Established in 1986, LESSO (Stock Code: 02128.HK) is a global leader in home furnishings and building materials. The Group's business portfolio spans plastic piping, building materials and home furnishings, environmental protection, new energy, supply-chain service platforms and others. It offers a wide range of products such as pipes, photovoltaics, plumbing and sanitary ware, integral kitchen materials, integral doors and windows, aluminum formwork and smart scaffolds, water purifiers, water-proofing materials and sealants, fire-fighting equipment, valves, cables, lighting, hygiene materials, items for environmental protection, agricultural facilities, and oceanic aquaculture cages. In 2023, LESSO's sales revenue reached over USD 4.38 billion.

MILESTONE



1986

Xixi Plastic Hardware Factory was established in Shunde, Guangdong.



2001

The first subsidiary outside Guangdong Province, the Wuhan Manufacturing Base, was established in Hubei Province.



2011

Annual sales surpassed 10 billion RMB and entered the building materials and home furnishings sector.



2013

Provided consumers with integrated solutions from design, production, installation, decoration, to service.



2016

Built a globalized channel and service platform.



2021

The first overseas self-built factory, LESSO Indonesia Injection Molding Workshop, was put into operation, enhancing the globalization of overseas markets.



1996

LESSO was established and registered its trademark, marking the beginning of the brand development process.



2010

Successfully listed on the Hong Kong Stock Exchange Mainboard (stock name: China Lesso, stock code: 2128.HK).



2012

Implementation of a parent-child brand operation model.



2015

Deepened the development of the main piping business and carried out environmental program strategic planning.



2019

In March, the first automated unmanned workshop was officially put into operation, developing from manufacturing to intelligent manufacturing. In September, the establishment of Lesso Tianying marked the official entry into the agricultural sector.



2022

Establishment of LESSO New Energy, marking the official entry into the new energy sector.

CONCEPT

Brand Interpretation

LESSO refers to the Group’s cultural philosophy of link, ease, safety, sharing, and openness. The red logo symbolizes endless life and reflects LESSO’s vitality, passion, vigor, and prosperity. It also represents the tireless pursuit and accomplishment of growing grand prospect and career.



L

E

S

S

O

LINK

EASY

SAFE

SHARE

OPEN

COMPOSITION

Brand Structure

Comprehensive Empowerment,
Leading the Future

With the advancement of globalization, LESSO implements a parent-child brand operation model, establishing two core sub-brands. Through brand extensions, it conquers the market, empowers the enhancement of industrial value, and builds a high-quality home life for consumers.



BRAND VISION

Global Piping and Building Materials Industry Group

As its globalization continues to progress, LESSO expands its industry and sales network to such regions as Asia, North America, South America, and Europe. It keeps expanding its strategic layout and grows into a pipeline, building materials, and home furnishings industry group whose business covers the whole country and even the whole world. It has also developed itself into an ecological industrial platform of building materials and home furnishings which serves better human environment and living spaces.

BRAND PHILOSOPHY

Building a Relaxing Life for Residents

For nearly 40 years, LESSO has been adhering to the principle of “Staying people-oriented and building homes with hearts” with a focus on product quality and sustained creativity so as to create high-value products and services for society.

From pipelines to integrated homes, it creates one-stop building materials and home solutions and builds an easier life for global residents.

BRAND COMMITMENT

Sustaining a Healthy and Beautiful Space

High-quality building materials and home furnishings promote green architecture for human well-being. It optimizes the construction of urban infrastructure and serves the sustainable development of towns and cities. In addition, it continues to enhance the intelligent management of industry and helps with the modernization and upgrading of traditional industries. Lastly, it provides high-quality technological products and services for major national engineering projects, enabling our people to get a better living experience in a more comfortable living space.



BRAND SLOGAN

Envisioning the Better,
Building the Future

LESSO has been working hard to create beautiful and healthy spaces. With the pipeline industry as its core business, it has reached out to such industries as building materials and home furnishings, and environmental protection. It keeps innovating and making progress in channels and services, only to sustain the goodness into the future.



Sustaining a Beautiful Space

Harmonious coexistence between people and nature, and a better space for urban development and human life are precisely the continuous development goals of LESSO's major industries. By creating high-quality products and services, it releases new vitality for urban development. All these efforts aim to ensure that people have a better living experience in a more comfortable living space.



LESSO's Five Major Industries



Pipe Industry



Drainage and sewage pipes / water pipes / power communication pipes / mining pipes / gas pipes / home decoration pipes / firefighting pipes / central ventilation pipes / underground utility tunnels / sponge cities / affordable housing construction / irrigation facilities and cage culture



Building Materials and Home Furnishings Industry



Kitchen cabinets / wardrobes / wooden doors / sanitary ware / doors and windows / intelligent home / construction equipment / waterproofing materials, sealant, coiled materials / wires and cables / water purification / central ventilation system / electrical switches



Environmental Protection Industry



Water treatment, solid and hazardous waste treatment, waste treatment, oil remediation, R&D services, technical consulting services, and environmental testing

Supply Chain Service Platform

Building an Asian trade service platform for the new era



New Energy Industry



Photovoltaic products/ energy storage products/engineering services/ photovoltaic building integrated materials



Pipe Industry

LESSO, with nearly 40 years of experience in pipeline production and R&D, is an enterprise with a long history of developing and producing pipes and fittings. It establishes an integrated service system from the selection of raw materials, product design, sampling, and production to the delivery of products, installation guidance, and after-sales service.



6000+

Over 6,000 sets of pipeline production equipment



326+

Over 3.26 million tons of annual designed capacity



Drainage and sewage pipe



Water pipe



Power communication pipe



Mining pipe



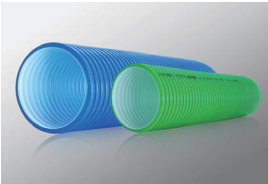
Gas pipe



Home decoration pipe



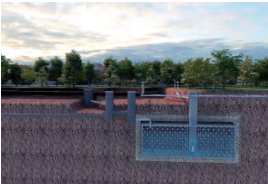
Firefighting pipe



Central ventilation pipe



Underground utility tunnel



Sponge city



Affordable housing construction









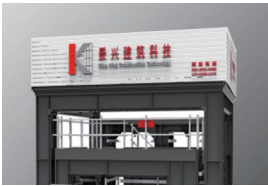
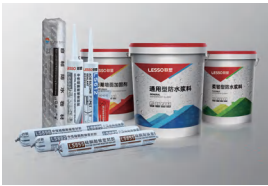
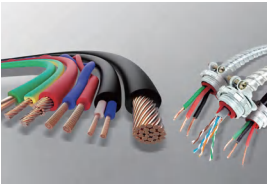

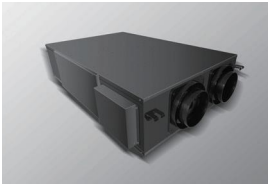

Irrigation facilities, and cage culture



Building Materials and Home Furnishings Industry

LESSO extends to the building materials and home furnishings industry by adhering to the corporate philosophy of “building an easy life for residents”, providing integrated building materials and home solutions from design, production, installation, decoration, to service.



 Kitchen cabinets	 Wardrobe	 Wooden doors	 Sanitary ware
 Doors and windows	 Intelligent home	 Construction equipment	 Waterproofing materials, sealant, coiled materials
 Wires and cables	 Water purification	 Central ventilation system	 Electrical switches



Environmental Protection Industry

The environmental protection industry of LESSO involves professional services integrating scientific research, technical consulting, design, construction, and operation, whose multiple environmental protection subsidiaries operate throughout China.

Specific businesses include environmental engineering, environmental impact and assessment, environmental stewardship, hazardous waste recycling, wastewater treatment, exhaust gas control, solid waste treatment, hazardous waste treatment and disposal, soil remediation, environmental testing, technical consulting services, professional operation of environmental protection facilities, marine environmental protection, environmental protection investment, basic

scientific research, and more.

LESSO boasts a number of Class A professional qualifications in environmental protection design and consulting.

Its subsidiaries enjoy a good reputation in the environmental protection industry and win numerous honors and titles, such as the Director Unit of China Association of Environmental Protection Industry, China Environmental Protection Backbone Enterprise, Guangdong Province Famous Environmental Protection Enterprises, “Abiding by Contracts, Honoring Credits” Unit and “AAA Credit” Enterprise.



100,000m³ Sewage Treatment Plant at Xintang Industrial Park



Waste Landfill Leachate Treatment Plant at Tianzi Ling, Hangzhou City



Zhuhai Gaolan Port Economic Zone South Water Sewage Plant



Sewage-treatment Plant at Mingzhu Industrial Park in Conghua City



Landfill Leachate Treatment



Advanced Treatment & Wastewater Reuse





Supply Chain Service Platform

Constructing A Trading Services Platform for the Future of Asia

LESSO promotes its supply chain service platform business to overseas markets with a focus on Southeast Asia, which consists of one-stop professional exhibition halls for home furnishings products and consumer goods malls. As of 2021, its channel and service business has spread to 8 Asian countries.



Myanmar
Yangon



Cambodia
Phnom Penh



Indonesia
Jakarta



Thailand
Bangkok



Australia
Sydney



UAE
Dubai



Philippines
Manila



Bangladesh
Dhaka



New Energy Industry

Lesso Banhao works as an innovation-oriented enterprise on R&D, production, sale and after-sales service in the solar power generation sector, whose business portfolio includes photovoltaic modules, energy storage products, investment development, technical services, etc.

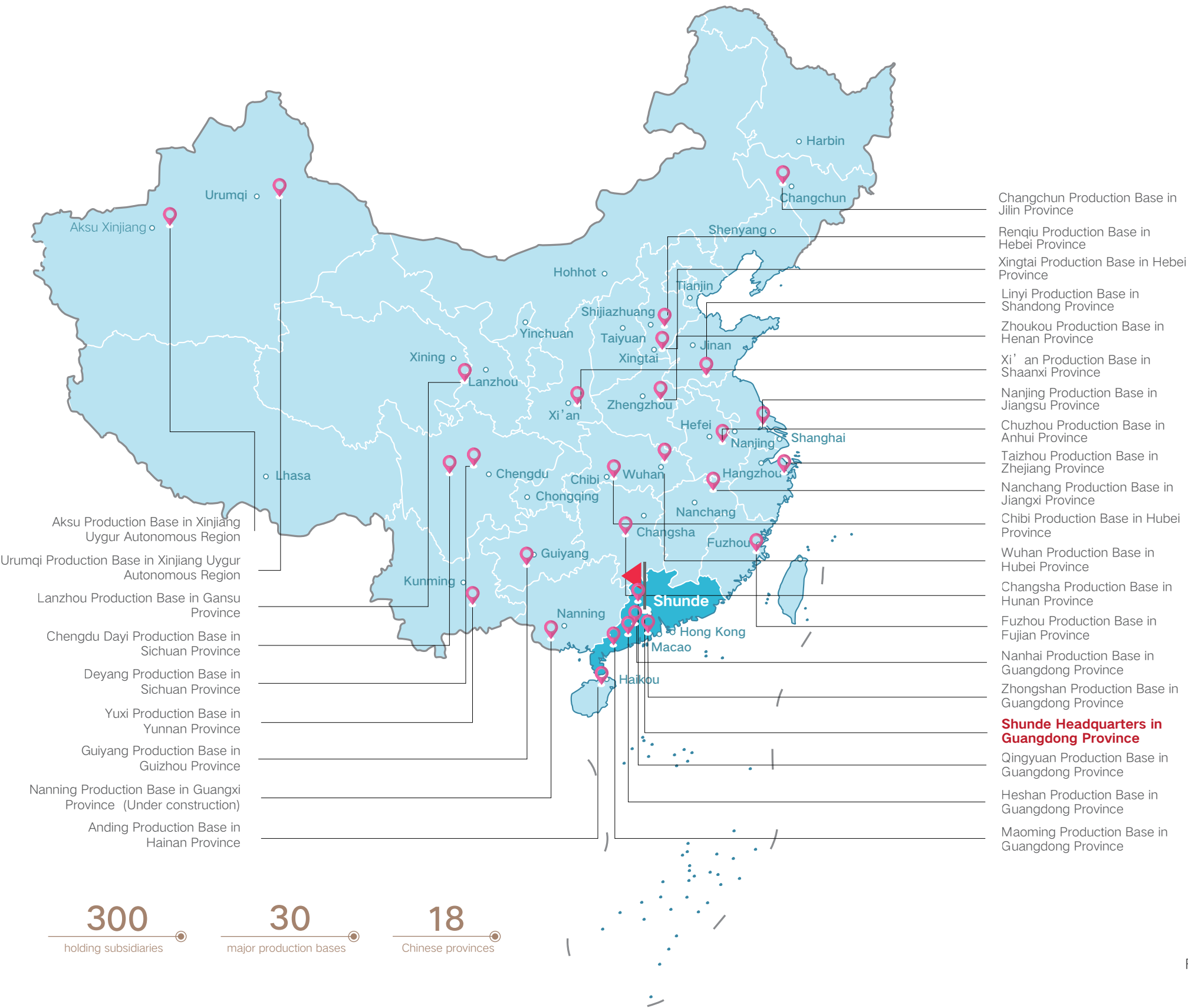
With a focus on solar power technology, it offers energy storage equipment, engineering services, PV-storage-charging-detection energy solution and other integrated photovoltaic new energy services as well as photovoltaic new energy modules for household use, commercial use, and geomorphic ecological systems such as deserts and ocean.



Creating Excellent Value with Quality

A century-old brand can only be built with consistent business strategy of prioritizing high quality. LESSO aims to create a better life for people with a higher brand value and more advanced product quality.





Global Layout

Enterprise governance

The Board of Directors of LESSO Group consists of 14 directors, including 9 executive directors and 5 independent non-executive directors. With abundant industrial experience, LESSO's senior management team is specialized and committed to providing innovative strategies for the enterprise. This brings the Group's management in line with international standards, creating a more efficient and flexible management model.

LESSO Group has accelerated its implementation of the strategy of "going out" by establishing international sales centers, actively expanding its overseas layout. It is increasing its overseas production capacity to meet the demands of the international market.

Marketing strategy layout

The Group has a nationwide distribution network and has established long-term strategic partnerships with 2,512 independent and exclusive distributors. This has enabled it to provide customers with a wide range of products and professional services in a timely and efficient manner. It offers more than 10,000 quality products widely used in home decoration, civil construction, municipal water supply and drainage, power communication, gas, firefighting, environmental protection, agriculture, and marine culture.

Production base layout

Over 300 domestic and overseas holding subsidiaries

More than 30 advanced production bases

Distributed in 18 provinces and overseas countries

Five overseas production bases are located in the USA, Thailand, Indonesia, Malaysia, Cambodia, Bengal, Vietnam and Philippine Islands.



Intelligent Manufacturing

Under the wave of Industry 4.0 and intelligent manufacturing, LESSO grasps the trend of the pipeline industry by taking the lead in digital transformation to enhance its core competitiveness. LESSO is gradually working harder build intelligent factories integrating “IOT, intelligent control, and automated production.” It has already completed the construction of an automated production workshop for various types of products, such as PP-R water fittings, PE hot melt fittings, and PVC drainage fittings. The products are widely used in pipeline network systems for gas supply, heating, water supply, drainage, and so on. They are also used in major national projects such as the “West-to-East Gas Transmission” project and the construction of the Great Bay Area, as well as high-grade residential communities.

With the improvement in automation, the Group sees its factories reduce staffing and optimize resource allocation to reduce energy consumption, improve comprehensive utilization rate, and more importantly, ensure the stability of product quality. Transforming from traditional manufacturing to intelligent manufacturing, LESSO has greatly enhanced its production capacity, quality, control, resource coordination, and more.



R&D STRENGTH

LESSO has always innovated and developed with its global scientific research strength. Currently, LESSO has over 1,000 scientific researchers and a R&D team consisting of PhDs, masters, middle and senior engineers, and industry consultants. It also has a nationally recognized enterprise technology center, a postdoctoral scientific research workstation, CNAS-accredited laboratories, the Guangdong Plastic Pipes Engineering Technology R&D Center, and other scientific research platforms. With over 2,900 authorized patents and technologies, the Group has presided over or participated in the preparation and revision of more than 50 national, industry, and local standards, and undertaken over 20 national, provincial, and municipal-level projects.

More than **1000** scientific researchers **32** national high-tech enterprises
6 CNAS nationally accredited laboratories **2** postdoctoral research workstations
1 nationally recognized enterprise technology center
1 major laboratory of plastic molding processing technology enterprises in Guangdong Province
1 Technology Innovation Alliance of Guangdong Plastic Pipe Industry
More than **2900** patents





SERVICE CAPABILITY

“Taking quality as the lifeline, leading with technology and aiming for customer satisfaction” is LESSO’s business strategy. LESSO’s services cover all links from pre-sales contact, sales program design, to after-sales installation guidance and quality warranty. One-stop integrated service plus nationwide logistics network:

One-stop integrated service plus nationwide logistics network



One-stop warehousing



One-stop logistics



Integrated design



One-stop purchasing



One-stop installation



One-stop after-sales service

CLASSIC

Achievements

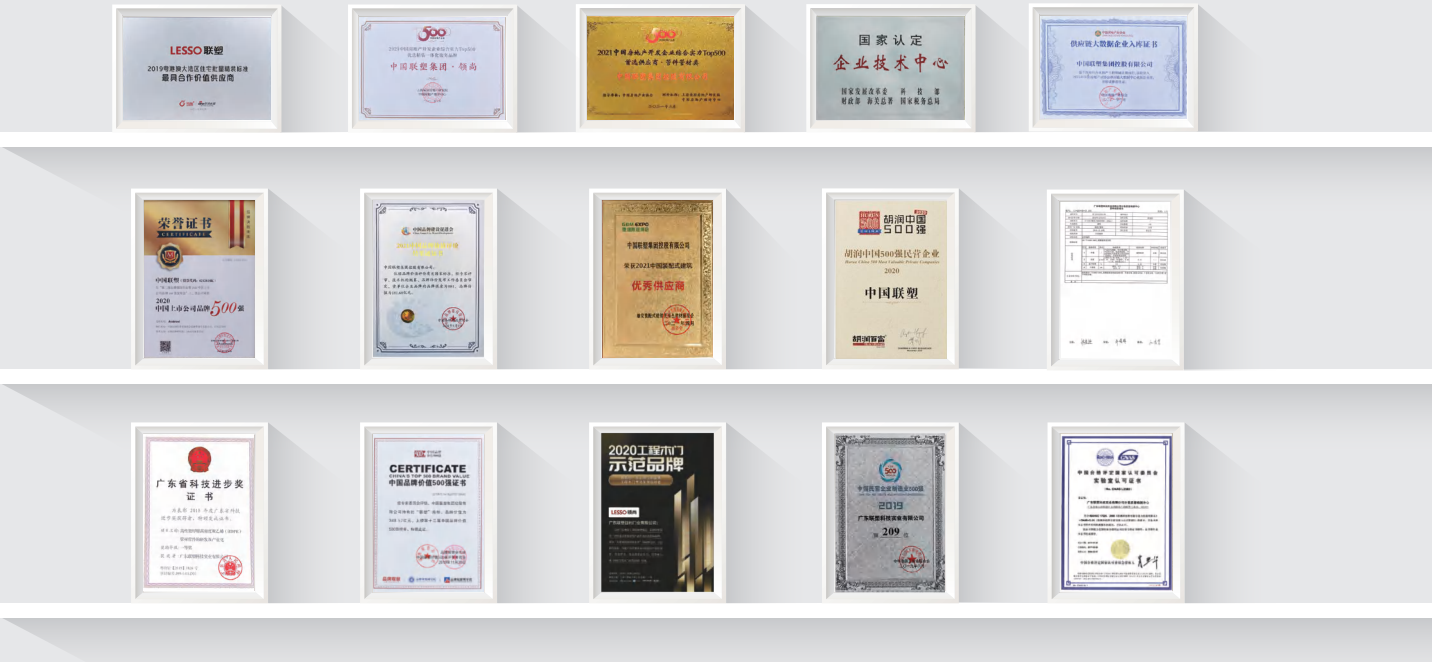
Achieving Wonderful Classics

LESSO believes in the power of win-win cooperation, which means we believe only when all sectors of society work together to build a healthy urban environment and a better living space, can we achieve more wonderful world classics.



CORPORATE HONOR

For nearly 40 years, LESSO has been operating with great dedication and has won numerous brand honors and authoritative certificates for its remarkable strength.



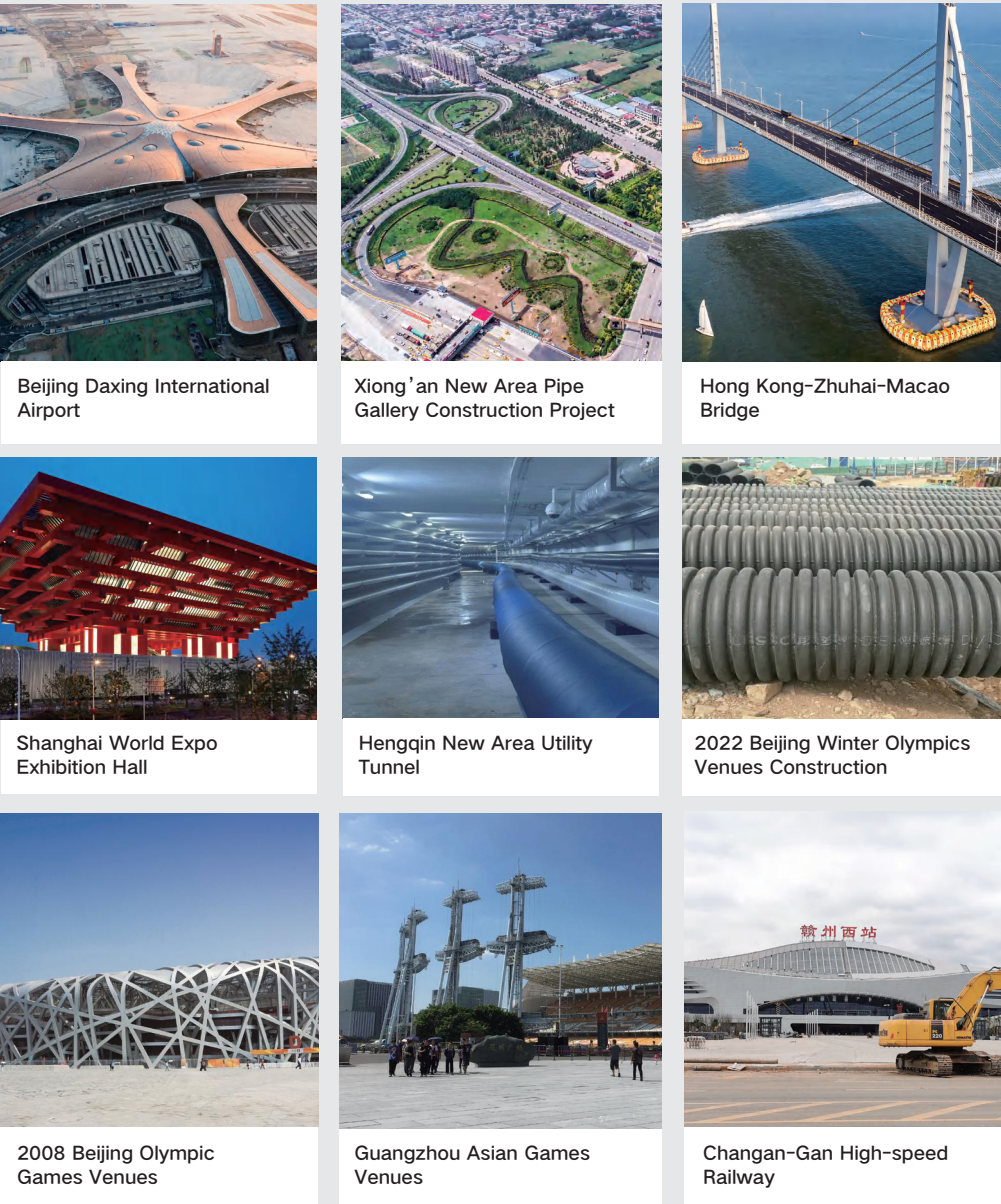
PARTNERS

With promising market prospects, LESSO's building materials and home furnishings products enjoy a good reputation in the industry for high quality and cost-effective performance. They have also been selected by leading domestic large-scale real estate companies, such as Poly Real Estate, Greenland, China Overseas Land, Seazen Holdings, Yango, Time Property, and Leading Property, etc. These companies have maintained a stable and cooperative relationship with LESSO over years.



MAJOR-COUNTRY PROJECTS

LESSO was designated as the product supplier for the construction of some venues for the 2008 Beijing Olympic Games, the 2010 Guangzhou Asian Games, and the 2010 Shanghai World Expo as well as such major national projects as the Hong Kong-Zhuhai-Macao Bridge, Beijing Daxing International Airport, and Xiong'an New Area.



TRUE

To initial aspirations

Back to the
original aspiration

LESSO links social development, corporate responsibility, with employee value together. It always keeps its original aspiration of a better life, from achieving success based on social development to making contributions to society based on its success.



CORPORATE CULTURE

LESSO builds a platform for individual value with a human-oriented system, inspiring every employee, constantly driving the corporate development, creating more quality products and services for customers, and building an easy life for the residents.

Brand Value

Focus on product quality, persist in creativity, and create high-value products and services for society



Business Strategy

Taking quality as the lifeline, leading with technology and aiming for customer satisfaction



Business Spirit

Entrepreneurship, innovation, scientific management and perfectionism



Corporate Culture

Inclusive, pragmatic, innovative, and progressive



The Group's monthly newspapers LESSO News spreads the remarkable corporate culture. Its column called Culture Horizons focuses on LESSO's workshops, spreads the corporate culture and the knowledge of its management mode to every employee and fully affirms their contribution.



SUSTAINABLE DEVELOPMENT

LESSO always adheres to long-termism and integrates the philosophy of "sustainable development" into every aspect of the Group's production and operation, demonstrating the responsibility and commitment of a major-country brand with practical actions.

As an industrial leader, LESSO continues to lead the piping industry to develop in a green way as an response to the national targets of "Carbon emission peak and carbon neutrality". It also continues to produce green building materials needed in the country's long-term development with low-carbon and energy-saving intelligent and digital technology.

LESSO attaches great significance to the revitalization of countryside and common prosperity while advancing globally. Following the development strategy of "green mountains and green water".

LESSO remains committed to the development of education and elderly care services and builds safe water pipeline systems for remote villages.

As a socially responsible enterprise, LESSO has consistently published annual sustainability reports since 2015, which contain details of its efforts in environmental protection, social responsibility, and corporate governance as required by all stakeholders.

While making steady progress, LESSO insists on paying back to the society and fully utilizes its own resources to improve social welfare. The Group's employees actively participate in all kinds of charity activities with, from supporting the national anti-pandemic campaign to giving back to the community and sharing the positive energy of care and love.



Donation of care fund for Longjiang police auxiliaries
Donation to Longjiang Police Auxiliary Fund



Pipe network renewal construction in Qianfeng Town,
Yuncheng District, Yunfu City



Certification of the first
batch of green building
materials products



LESSO Yunnan's donation of school
supplies to neighboring schools in 2021



Good bags given to disadvantaged
families at Chinese New Year



LESSO Group's cultural excursion for staff



LESSO Group's training meeting for core staff

BLUEPRINT PROSPECT

LESSO is committed to offering better urban and living spaces to everyone, creating an ideal city with a green and comfortable environment. Let us pool our wisdom to make a healthy and beautiful space lasting in life and sustain the goodness into the desirable future!



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