



Trusmi

COMPANY PRESENTATION



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01 Company Profile-About Trusmi



Established in 2022, TRUSMI is a mid-high end 3C electronic brand, specializing in the production and sales of mobile phone accessories. Our product ranges from GaN fast wall chargers, charging cables, power banks, TWS, films and cases, car chargers, etc.

TRUSMI understands that only superior products can earn brand reputation. Therefore, we strive for perfection in every process, from material selection to mass production. Our mobile accessories not only pursue technological innovation but also aim for impeccable quality.

TRUSMI adheres to stringent quality standards and advanced manufacturing processes to ensure every product can meet the high-end market's quality standards with mid-end budget.

Know More About TRUSMI:

<https://www.youtube.com/watch?v=CmyrtFf6wUI&t=10s>

01 Company Profile-Company Culture

Trusmi's Mission

To offer the best quality products at the most reasonable prices.



Trusmi's Values

Quality Fundamental,
User-oriented,
Long-term Partnership.



Trusmi's Vision

Be more reliable,
more practical.



Trusmi's Global Business Philosophy

To introduce our brand to global customers, to gain high recognition and reputation from different end users worldwide under the mutual efforts of brand and partners.



01 Company Profile-Brand Story

TRUSMI - Connecting Europe and North America

In recent years, with the changes on mobile accessory demands and economic conditions, consumers have transformed from relying on brands and willing to pay premium prices to seeking cost-effective.

However, there are lots of accessory brands in the market, either high-quality but expensive, or low-cost but sub par. Besides, branding distributors have common trust crises with some brands, they are worried after investing on market operations, and recognized by the market, they might be replaced by brand party into another agent, rendering their efforts futile.

Under these circumstances, our partners requested us to establish our own brand for mobile accessory, with a focus on cost-effective market position, to meet the market demand, and to ensure our agents could promote our brand locally without any concern.

In 2022, to respond and better serve our clients, TRUSMI brand was born. The brand name "TRUSMI " is derived from "Trust Me."

The founder deeply understood that mutual trust is extremely crucial in business journey, for achieving an enduring and prosperous business cooperation. We expect our partners to support and trust each other like a long term relationship, showcasing the strength and reliability of TRUSMI brand to the world.

02 Company History

2009



Yichen Technology Co., Ltd. was established, especially focusing on mobile phone screens (TFT, LCD, hard LED, soft LED), batteries, chargers, data cables, phone back cases, testing instruments, battery cover glass, headphones, and internal accessories.

2011

High quality products are highly favored by consumers in North America and Europe, and have entered multiple offline stores.



2020

Annual sales reached 400 million
Establishing overseas warehouse:
United States.



2022

Establishment of overseas warehouse:
Netherlands.
Establishing a mobile accessory brand:
Trusmi. Highly favored by offline end
users in Europe.



2023

Categories cover the needs of youth
for digital products, with quality
assurance and exquisite packaging,
cost-effective.



2025

Continue expanding offline display
and distribution network, presenting
actively in various offline exhibitions.
Successfully expanded into over 50
countries.

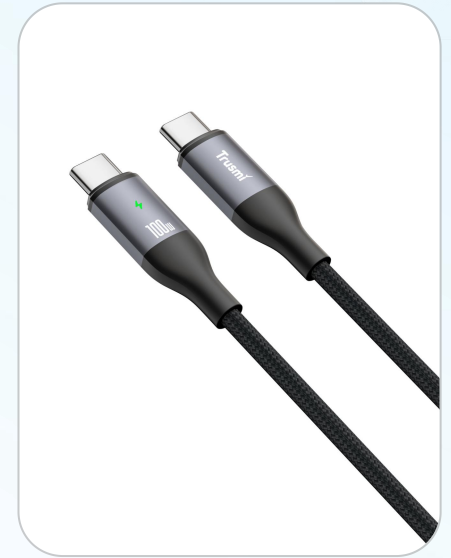
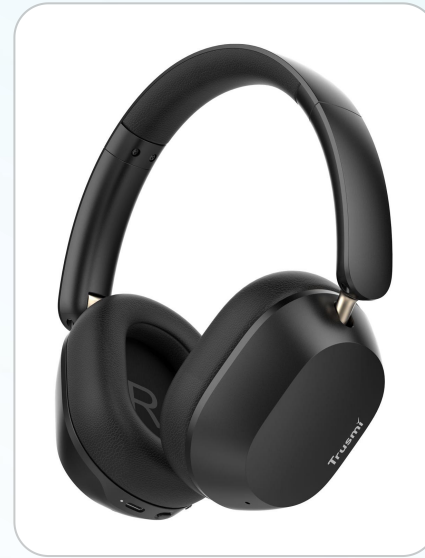
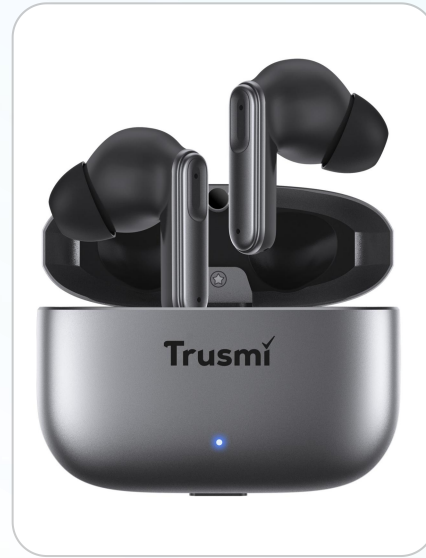


2026

Keep on the way...



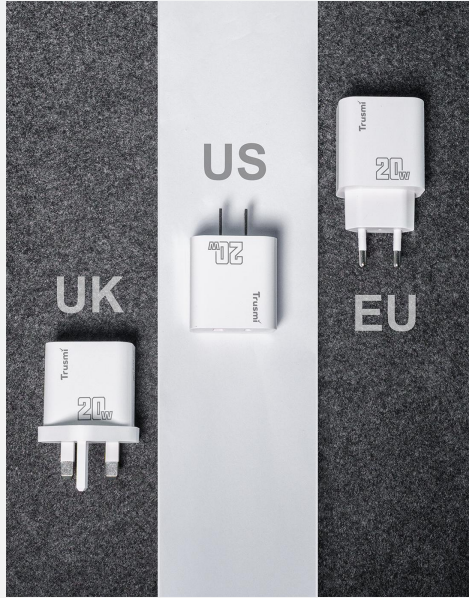
03 Product Portfolio



- USB GaN Fast Chargers
- Power Banks & Wireless Power Banks
- ANC & ENC TWS
- Car Accessories
- Video&Audio Adapters

- Charging Cables
- Smart Home Appliances
- Phone Cases & Films
- Smart Watches
- Keyboards&Mouses
-

03 Product Portfolio



CHARGERS

03 Product Portfolio



POWER BANKS

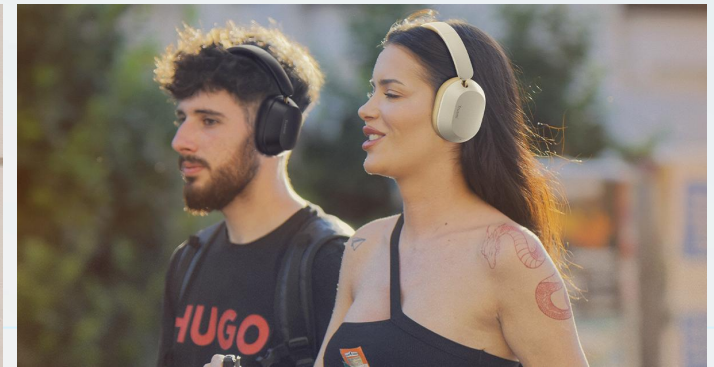
03 Product Portfolio



BLUETOOTH:
5.4

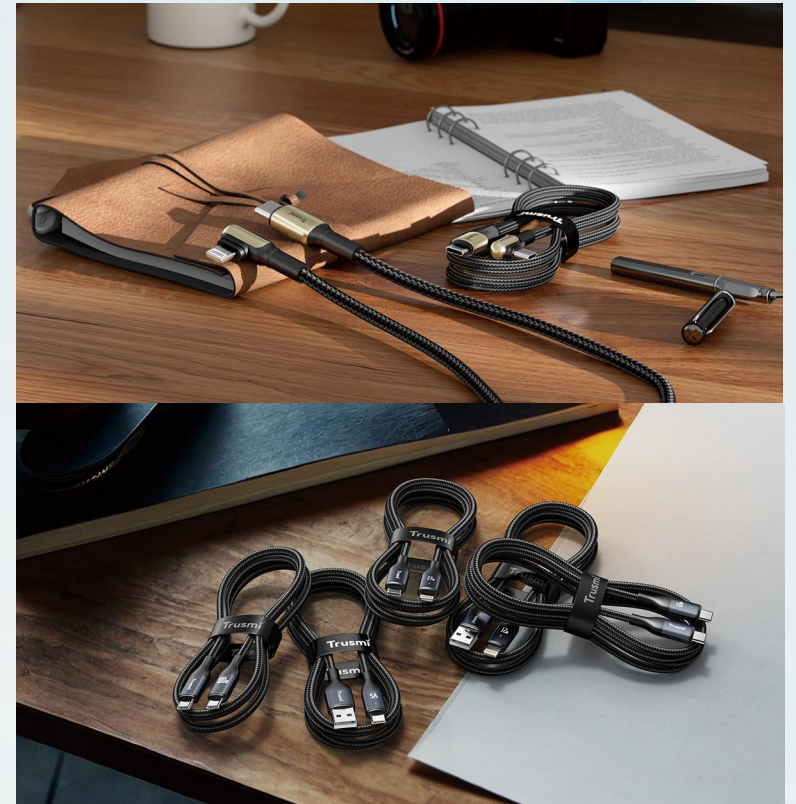


PLAY TIME:
36H



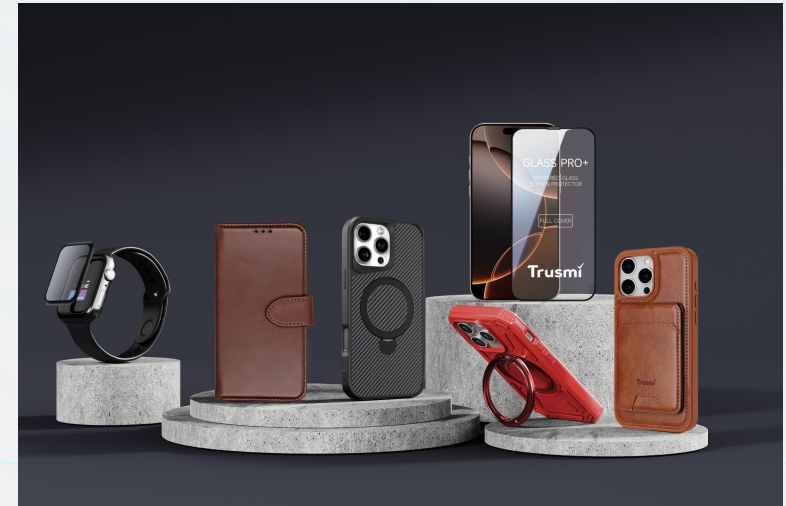
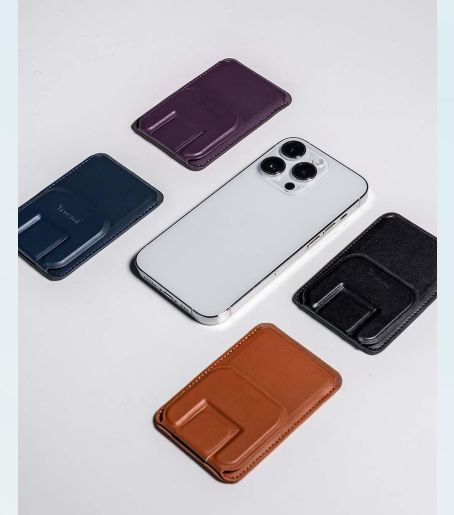
TWS

03 Product Portfolio



CABLES

03 Product Portfolio



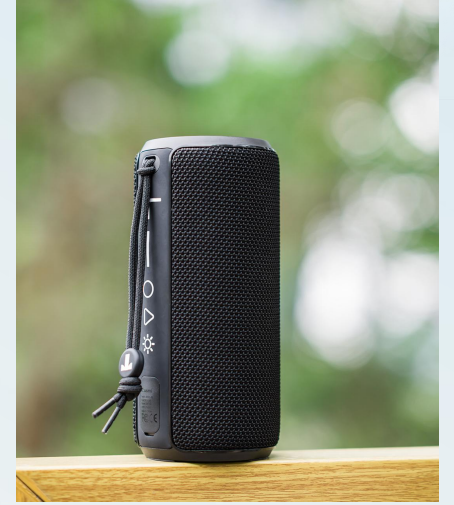
CASES

03 Product Portfolio



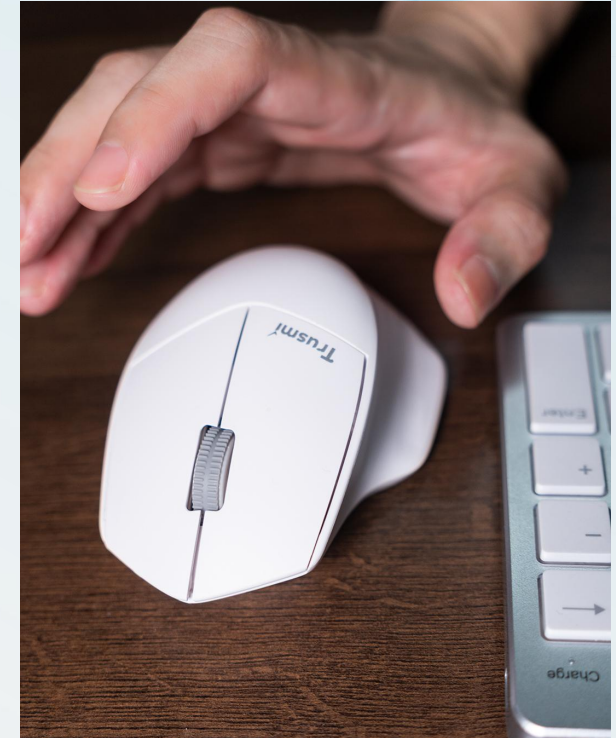
CAR ACCESSORY

03 Product Portfolio



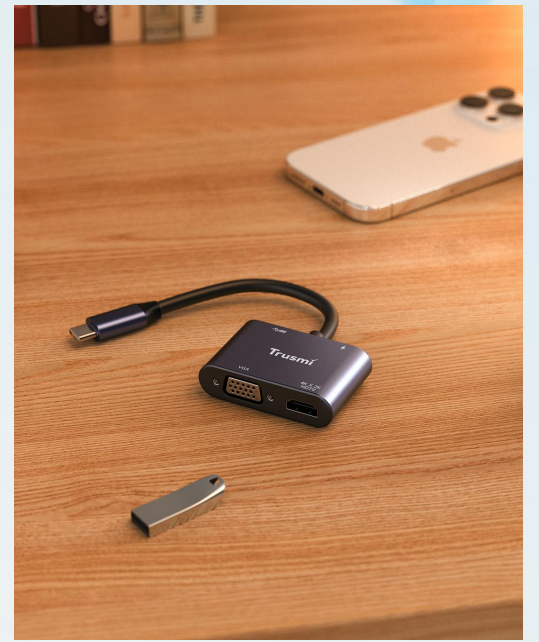
HOME APPLIANCE

03 Product Portfolio



Keyboard & Mouse

03 Product Portfolio



HDMI 2.1*8K HDR
Next-Generation Gaming Weapon

8K Ultra High Speed HDMI Cable
Open Your 8K World

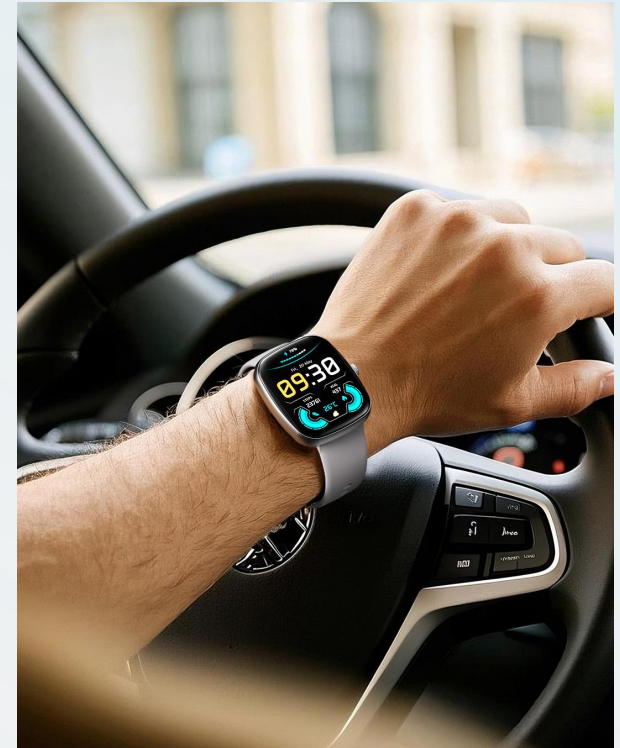
- 4 AUDIO Stream
- 12-BIT Deep Color
- DTS-X
- HDR Dynamic
- 8K Full Ultra HD
- 48 Gbps

Trusmi
HDMI 2.1 Resolution Cable
Ultra HD, 8K@60Hz

- 48 Gbps
- 8K 8K@60Hz
- 3D
- HDR Dynamic HDR
- 4K 4K@120Hz

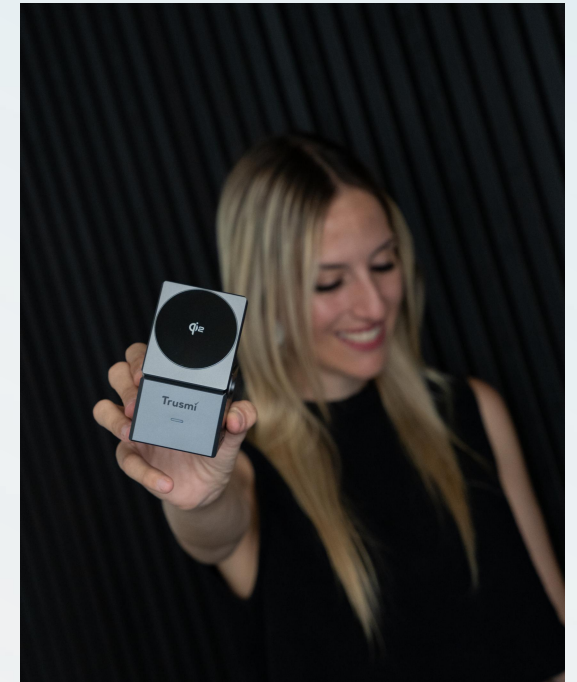
Computer Accessory

03 Product Portfolio



Smart Watches

03 Product Portfolio



Others

03 Product Portfolio



Local Institution--Shenzhen SMQ Metrology and Testing Center



Industry Institution - - CCC China Compulsory Certification Center



State Institution- -CQC China Quality Certification Center



Global Institutions--UL Underwriters Laboratories Inc., TUV Technischen Uberwachungs-Vereine



CE



Authorization



EMC



RoHS



FCC



Test Report

04 Sale & Marketing

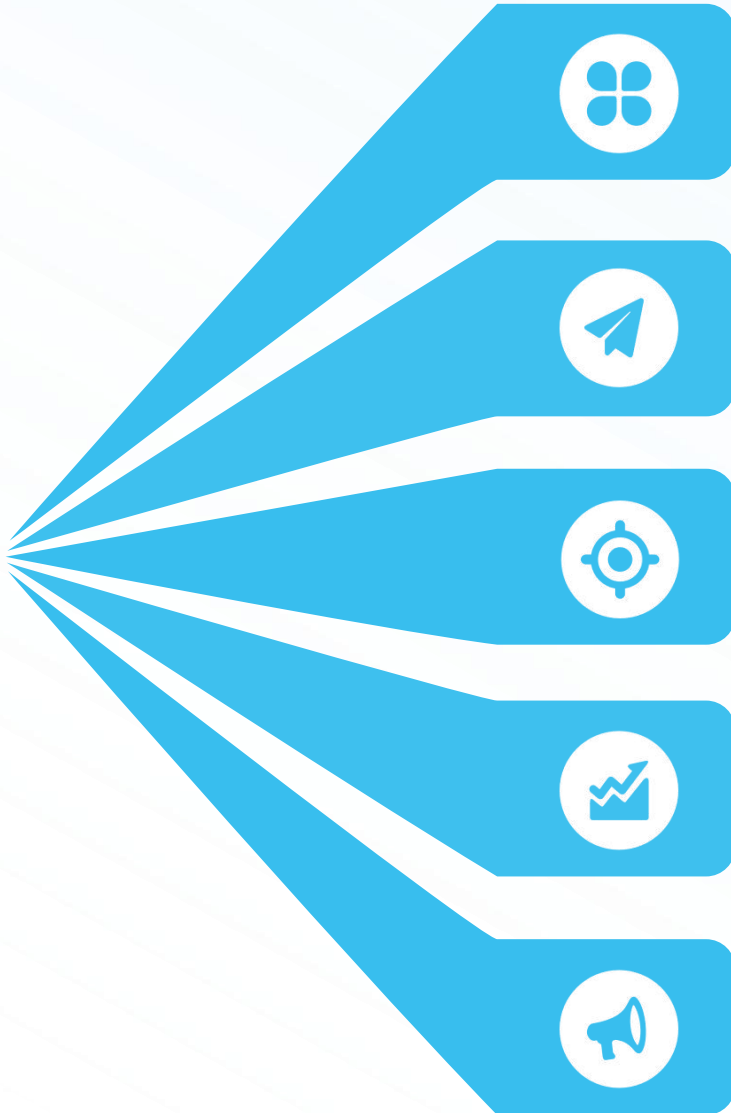


We have **SIX marketing support models** to assist partners to grow sales in local market. From free marketing materials to island store, as well as flagship store. Besides, we will set an annual budget to do case to case marketing campaigns such as display/enter fee for KA offline chain stores, online & offline marketing advertisements, etc.



04 Sale & Marketing


**WHAT CAN
WE DO?**



B to B to C Brand Localization

- MSRP set up
- Margin coordination

Offline Support

- Free materials
- Marketing Budget for offline&online

Localized Operation

- Packages with Local languages
- Required Certificates
- Shipping reports

Establishment of Overseas Warehouse

- Accelerate shipping efficiency.

Daily Operation Assistance

- SI/ST/SO Analysis
- RMA
- Product suggestion
- Marketing design assistance

04 Sale & Marketing



Supply Chain Support

- 50+ suppliers
- 20000m² + local warehouses



After-sales Service

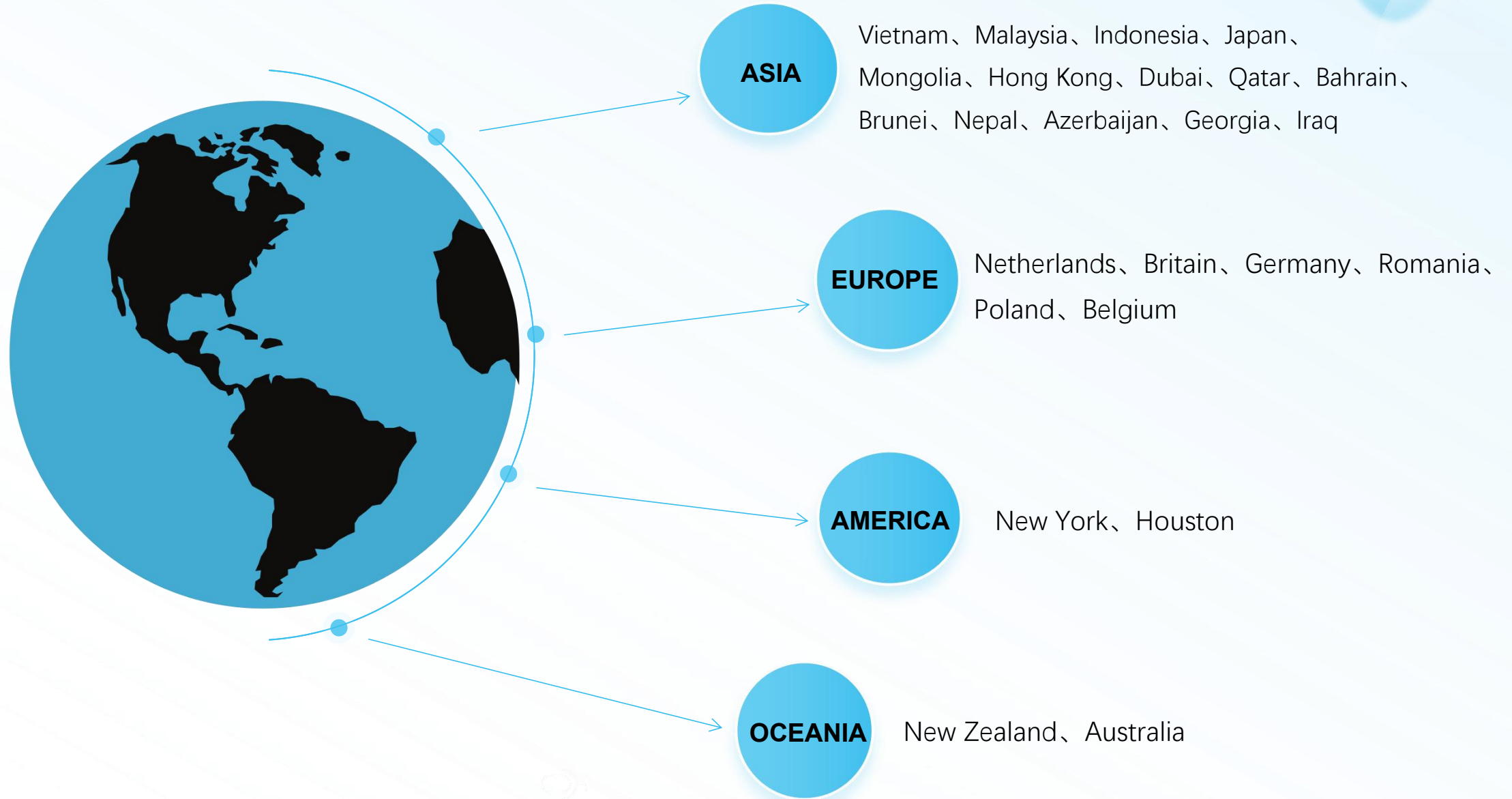
- 2-year warranty
- Cable 1-year, film&case without warranty



Stable Logistics Delivery

- Delivery date within 7days
- Local warehouse in Shenzhen, Hong Kong, the Netherlands, Dubai, the Unites States.

04 Sale & Marketing



05 Global Vision

Expand Distributors Around the World

Since its establishment in 2022, TRUSMI has quickly gained a wide recognition and commitment in the European and North American markets, thanks to its excellent product quality and extreme cost-effectiveness.

Now, with the great aspirations and hopes, we aim to bring TRUSMI's qualified accessories to consumers worldwide. Therefore, here we invite agents from all over the world to join our TRUSMI family and explore broader markets together.



06 Join US



SHENZHEN YICHEN TECHNOLOGY CO., LTD.

Address: 2908, Building F, Xinghe WORLD, BantianStreet, Longgang District, Shenzhen, China

Website: <http://trusmi.net>

Email: service@trusmi.net

Phone: 0755-84822984

Business Inquiry: Winnie@trusmi.net



THANK YOU



TRUSMI TEAM