

BESV

# About Darfon



**Darfon is the mother company of BESV. Darfon is an IPO company in Taiwan. The Chairman is Andy Su.**

**Darfon's total capital is 89 million US dollars. Revenue for the year 2015 was about 62.4 million US dollars.**

**Darfon is also the world's no.1 notebook keyboard manufacturer, which means one out of three notebook keyboards is made by Darfon.**



**Established :** May, 1997

**Total Capital :** USD\$88.8 Million

**Chairman & President:** Andy Su

**Employees :** 12,088 (Jan., 2016)

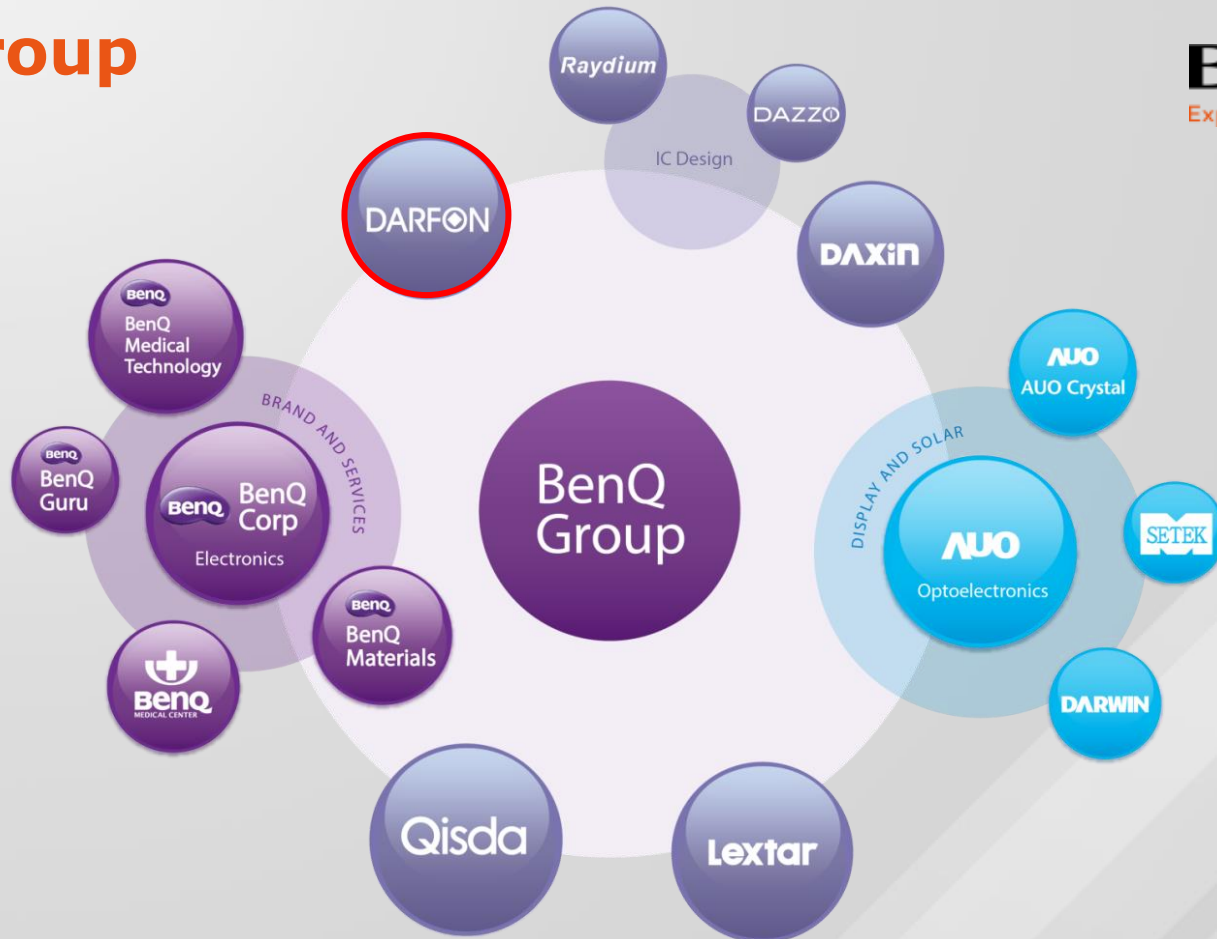
**Global Patents:** 1,039 (Jan., 2016)

**Major Products:** World's Top 1 NB Keyboard Manufacturer

Taiwan's Top 3 MLCC/MLCI Manufacturer

# BenQ Group

**BESV**  
Experience Amazing



**Darfon belongs to the BenQ group. The revenue of this group is about 20 billion US dollars. There are a lot of technologies and resources in this group. AUO is a leading display panel and solar company. BenQ is a leader in electronic consumer products, and also the world's no. 2 projector brand. We leverage and share the technologies and resources within BenQ Group.**

The BenQ Group is currently comprised of **16** companies that operate independently while sharing resources and leveraging synergies.

# Product Lines

Darfon has 3 major product lines.

**HID (Human Interface Devices)** such as notebook keyboards, input devices,

**ICM (Integrated Components & Materials Devices),**

**Green Devices** such as energy storage for solar power. E-bikes belong to Green Devices.

We have our own energy technologies to develop our power kits for e-bike products.

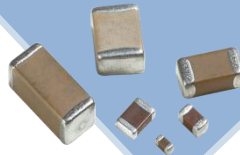
## DARFON

### Human Interface Devices



- NB & Desktop Keyboards
- Smart Phone Keyboard
- RF & BT Companion
- Laser & Optical Mice
- Accessories
- Tooling & Housing

### Integrated Components & Materials Devices



- MLCC
- MLCI
- Power Inductor

### Green Devices



- Energy Storage
- LED Lighting Power
- LED TV Power & Converter
- PV Inverter
- Pastes
- **E-Bike & Power Drive System**

# Darfon's Global Offices

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 -Headquarters

 -Marketing Offices

 -Production

# Darfon's Worldwide Customers

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**DARFON a TRUSTED company supplying QUALITY components to the world's top companies.**

**acer**



**ASUS**

**AUO**

**BenQ**

**COMPAL**



**FOXCONN**

**Google**

**htc**

**HITACHI**

**INNOLUX**



**Inventec**

**lenovo**



**LG Electronics**



**Logitech.**

**MOTOROLA**

**Panasonic**

**PEGATRON**



**Quanta Computer**

**SAMSUNG**

**SHARP**

**SONY**

**TOSHIBA**

**wistron**

**These are all major first tier global IT companies**

**BESV**

Experience Amazing

# Biking Culture of BESV

The leader in this picture is BESV's founder, Chairman & CEO Andy Su. Andy leads our colleagues in our annual Campo Vivo activity. Some colleagues found it difficult to peddle a bike up hills and some stop in exhaustion before reaching the end of the ride. Andy thought it would be perfect if we could invent a product that helps people both ride easily and enjoy the beautiful scenery. This was one of the major reasons why we started BESV e-bikes.





# Traffic Jams & Air Pollution



**A La Auckland**

**As a green vehicle, e-bikes are better than other petro; and electric vehicles such as cars, motorbikes, and scooters. The advantage an e-bike has is that when the battery is out of power, people can still ride back home without any worries. Protecting the environment is another of the reasons why we started the BESV e-bike business.**

# IT Technologies Becomes Mature



The IT industry is maturing, no matter if it is computers or smartphones. Computing is getting smaller and more powerful. Most importantly, we can integrate our core competencies and technologies into e-bikes, and compete with companies in the traditional bike and sports industries.

We have also integrated these reasons into our brand value and vision.

BESV

# BESV : Beautiful



**Beauty is a universal value. At BESV, we are driven to create products that capture people's imaginations, so our products must be as Beautiful as they are functional. We have a strong design team and have won 18 design awards globally in just three years, which makes BESV the world's No.1 winner in awards for e-bike design.**

# **BESV : Eco-friendly**



**We choose to make products that are Eco-friendly, so our products must contribute to an improving environment**

**Environment**

# BESV : Eco-friendly



**Nowadays, people live convenient lives, but are getting lazier than ever.**

**We wanted to create a products that can encourage people to do light exercise and to live healthier lives.**

**Many researchers have shown that too much exercise may be a bad thing and that it might endanger your health.**

**Light exercise is good for your health and an e-bike is good for doing light exercise.**

**Health**

# BESV : Smarter



**We are committed to applying advances in technology to make products that are Smarter, so our products must be intelligent enough to respond intuitively to different users and changing conditions.**

**Bringing IT and AI technologies into people's lives has become our value and responsibility.**

**We hope our e-bikes can and will change people's lives, dramatically.**

**B**eautiful x **E**co-friendly x **S**marter = **V**ision

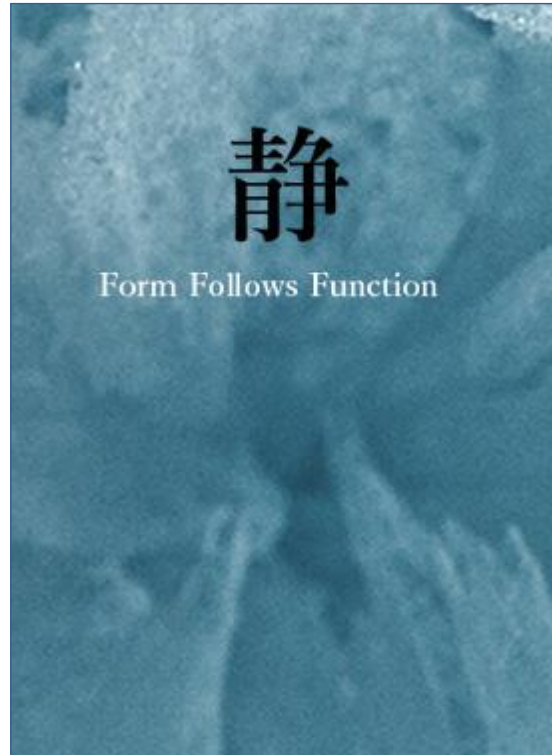


**Amazing Experience!**

Together, the three principles above form a Vision for everything we do. Together, they create our name—BESV. And together, these principles have guided the development of our BESV e-bikes. We hope our products and services can bring an amazing experience



# Design Philosophy-

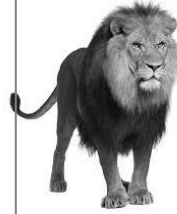


We believe that our design should inspire, so we develop beautifully designed products that capture people's imagination.

Our design philosophy can be summed in this translation of a Chinese poem:  
Originate from the heart,  
Develop in tranquility,  
Achieve a harmonious balance.



Alpha male/woman  
Performance



LX1  
Alpha male/Woman  
Image & Status

Family CF1  
Affordable Quality



Hipster PS1 JS1  
Fashion & Individuality



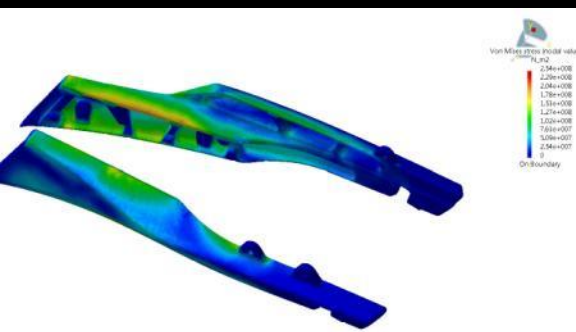
BESV we define our product lines by lifestyle, not by function.

–The LX1 is our flagship e-bike. This product line plays an important role in the technology evolution of our e-bikes.

–The PS1 is all of these things, and more. Extremely lightweight, the PS1 is the perfect choice for urban riders.

–The JS1 features a sporty, strong frame, for long-lasting performance. It's also a good choice for hipsters.

–The CF1 is especially easy to ride and good for daily commuting. It's affordable, green, and stylish.

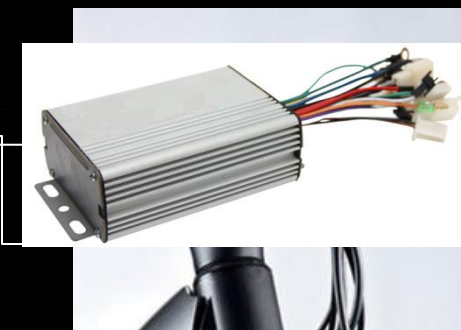


CAD/CAE

Battery Design



HMI Integration  
Friendly UE



Headlight Design  
Controller HW/FW



Integrated Design & Engineering

181 EE Components/330 ME Components



**CAD/CAE:** We do this analysis by ourselves to implement any possible design or shape. Our BESV e-bike frames are unlike anything in the e-bike industry. We had to utilize technology not used by traditional bike companies to design and develop our unique bike frames. Incorporating CAD/CAE capabilities from the automobile industry, we design innovative bike frames that aren't just stylish. They also deliver on safety and durability. Of course, all EN criteria must be met.

**Controller Hardware and Firmware:** This is our core competence. We can define our own riding pattern. This is very important for an e-bike brand.

**Battery Design:** We have the capability to do battery design and production by ourselves at Darfon.

**HMI Integration and Friendly User Experience:** We are in the IT industry. So we have a lot of engineers and designers from a smartphone brand. We have the capability to do this design and integration.

**Headlight Design:** We leverage our lighting team for this design.

**Our BESV motor controller provides the essence of a great e-bike experience. We have spent a lot of time perfecting this challenging technology. In addition to offering the rider smooth and timely power assistance, we also wanted to provide a good pedaling experience. Algorhythm, a combination of the words algorithm and rhythm, was the result. Algorhythm is a unique power assistance system that uses "algorithms" to describe motor control's smooth and timely power assistance, and "rhythms" for powerful pedaling patterns. Our "Algorhythm" technology is integrated into every BESV e-bike to give riders an amazing riding experience.**



**Algorithm + Rhythm = Algorhythm**

smooth and timely power assistance

# Smart Tech Development for Smart Lifestyle

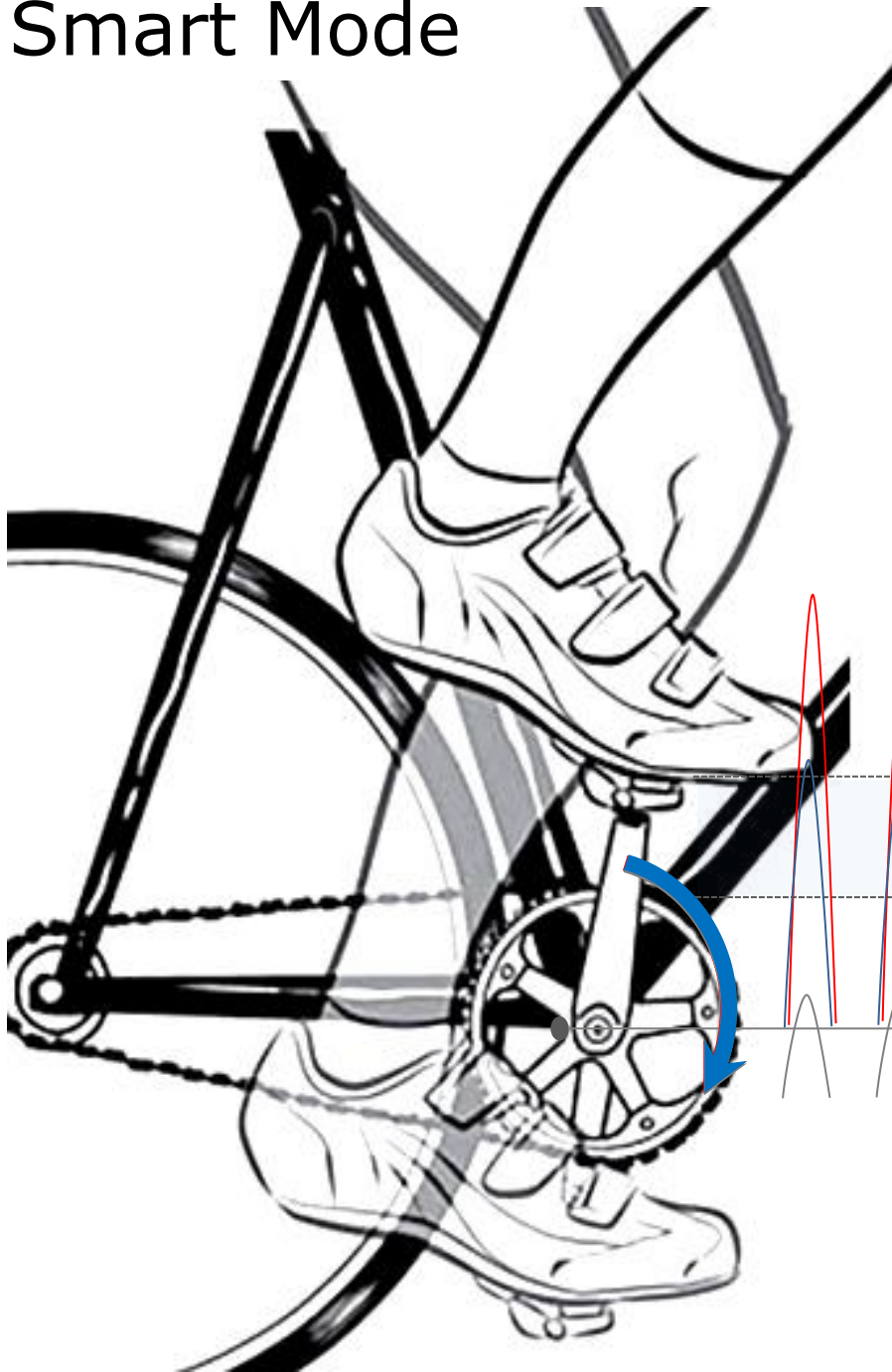


**This is a trend in IT technology development. We try to use all kinds of sensors to sense the rider, machine and the environment, and actively provide this information to the main system. Once the system gets this information from sensors, an embedded artificial intelligence module or APP processes this information and provides the right information for expert decisions or control according to a specific user scenario. The following smart modes and app development is part of the smart tech development.**

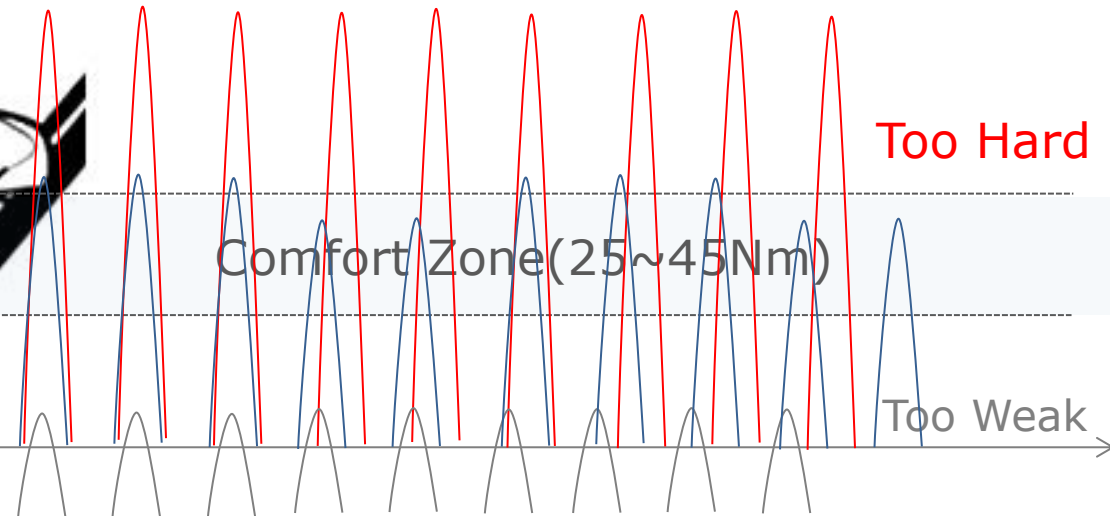
**A.I. (Artificial Intelligence), allows a computer to think like a human, such as:**

- Expert System: a computer thinks and makes judgments like an expert.**
- Pattern Recognition: a computer recognizes patterns and shapes.**
- Fuzzy Logic: a computer makes rough decisions and judgments without preciseness**
- Neural Network: a computer learns by itself. Just give the computer some samples and it can do the convergence by itself.**

# Smart Mode



For existing e-bikes on the market, they provide non-instinctive power assistance choices. Riders need to change gears and power assistance levels at the same time for a suitable ride. You might feel you are pedaling too hard or pedaling too weak from time to time. We believe this kind of operation is not very smart and too complicated. This is why we have created BESV's Smart Mode. We have gathered the right pedaling patterns for comfortable rides. According to sensor information, pedaling force, and fuzzy control system, BESV's Smart Mode automatically adjusts the power assistance level to keep people's pedaling force in the comfort zone—at an optimal torque of 25-45Nm.



# E-bike—Centric Smart Lifestyle



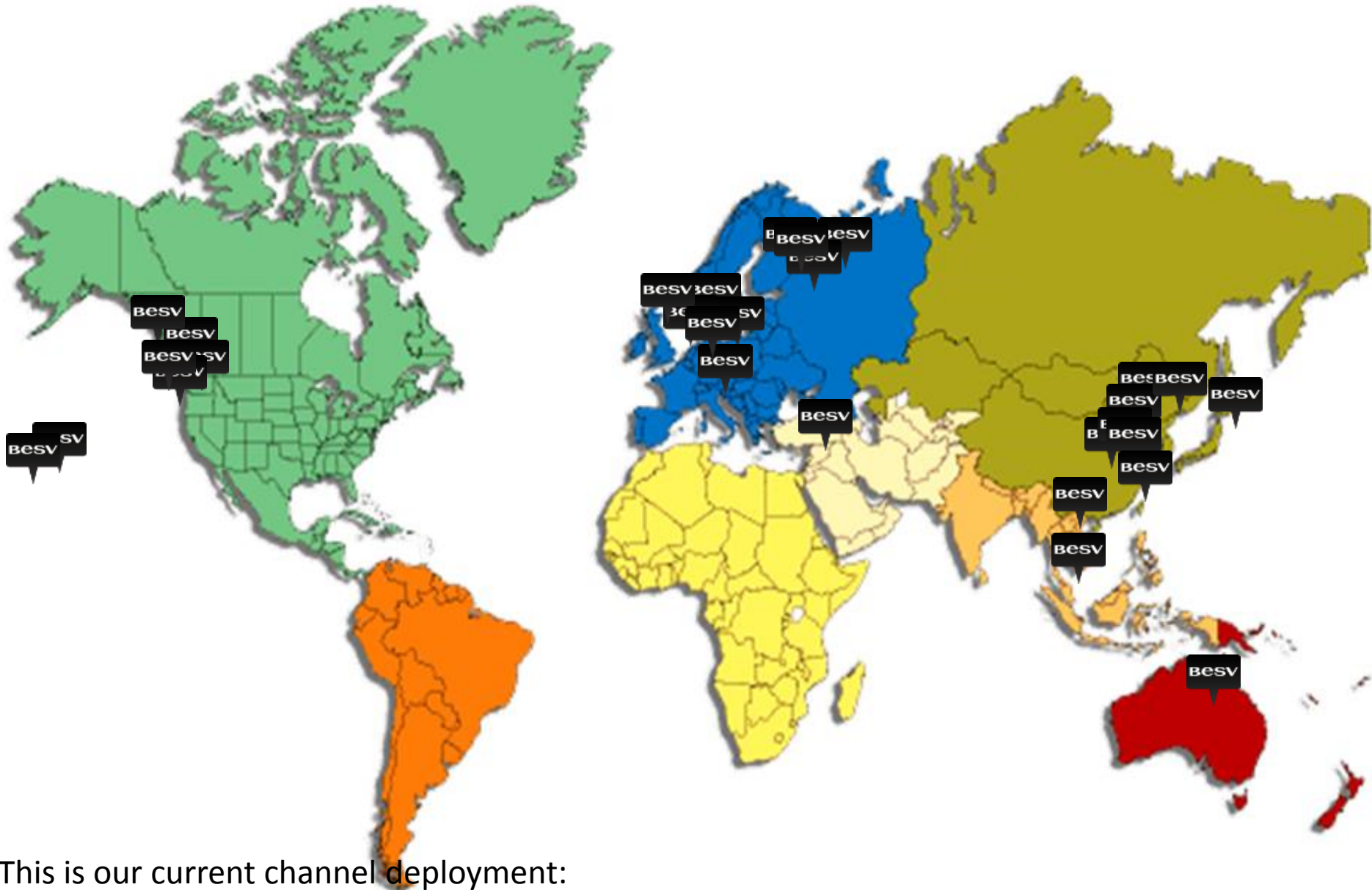
**We have created our own BESV Smart APP. Producing the first fully-connected e-bike, BESV's Smart App connects your smartphone with your BESV e-bike, which allows you to control your e-bike directly through your smartphone. It features the following functions:**

- **Dashboard:** Your smartphone can replace the BESV interface, allowing you to control your e-bike directly through your smartphone.
- **My Journey:** Plan your trip with the highlighted route, and record your ride to review and share with others.
- **Anti-theft System:** This handy feature enables you to quickly and conveniently locate your e-bike via GSM and GPS.
- **History:** Review the trip by route, time and altitude, and share the trip with your friends via social media.
- **Record Parking Location:** When you are away from your BESV e-bike, the App will automatically record your parking location, and then inform when you are near your e-bike.
- **Real-time Weather Notice:** Setting your preferred weather conditions informs you automatically if the weather is OK for you to ride your e-bike. It also shows the wind speed for your convenience.
- **Nearby Popular Places:** The App shows nearby popular spots as you ride your e-bike.

**Besides the functions above, we are continuously developing different types of apps to fulfill an e-bike-centric smart lifestyle.**



# Current Channel Deployment



This is our current channel deployment:

- EU-39
- JP-6
- KR-2
- TW-11
- China-10
- USA-14
- New Zealand-1

# Brand Promotion Strategy



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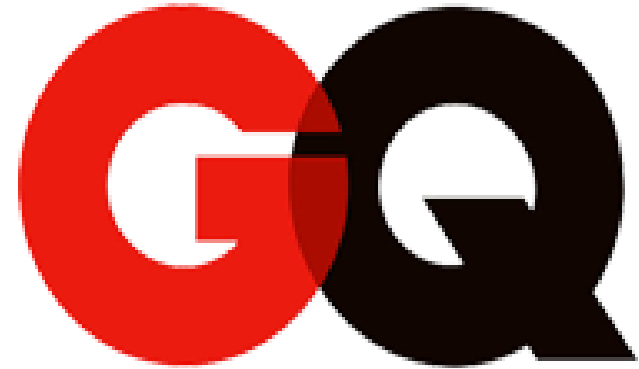
“ You can't see the engineering inside but you can feel the engineering.”

## Los Angeles Times

BESV LX1 is the **Two-Wheel Maserati**

Marketing from product plan & design  
Won a high reputation

Something different, new, good and beneficial to say  
Good for organic communication(WOM) & cost-effective exposures



BESV PS1 is the most wanted fashion product.



**For our brand promotion strategy, we think the BESV story is very important in such a competitive market saturated with messages. The unique message and story placed in brand drivers such as product and packaging must be created at the stage of product planning and design. These unique messages or story must be something different, new, and beneficial to say. This is good for organic communication or word of mouth, and is also more cost-effective.**

**Because of our outstanding designs, BESV has earned much praise.**

# Brand Promotion Strategy



BESV is world's No.1 winner in awards for e-bike design



Won a high reputation

**As a new brand, BESV has already received 18 global design awards. BESV is the world's no.1 winner in design awards. BESV has been recognized as a valuable, innovative brand worldwide.**

**We also have a unique partnership with Knaus Tabbert GmbH, the German market leader in motor homes and number two in caravans**

BESV

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