

# Portfolio

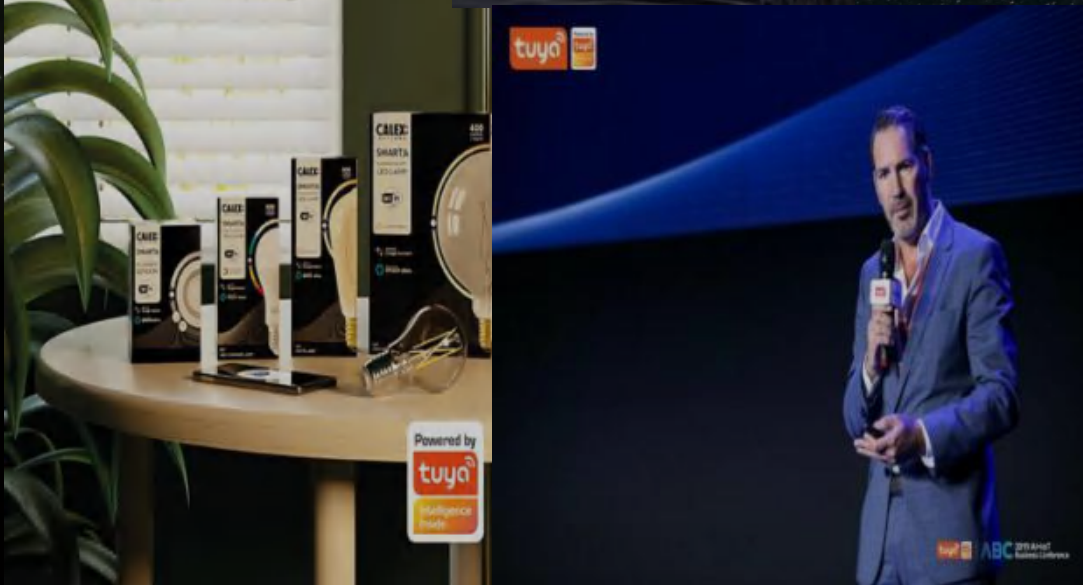
Global brand products have been added to the Powered by Tuya product matrix, which bring the convenience of product interconnection to life

Breaking the Boundaries of Global Smart Product Interconnection.  
Global Channels Empower the End Market.  
Connect Smart Scenes at Your Fingertips.

## PARTNERSHIP

# Calex

Netherlands



Complete 100 SKU products development process in a flash

0 to GTM in 90 days

Obtain 1 million active users in 8 months

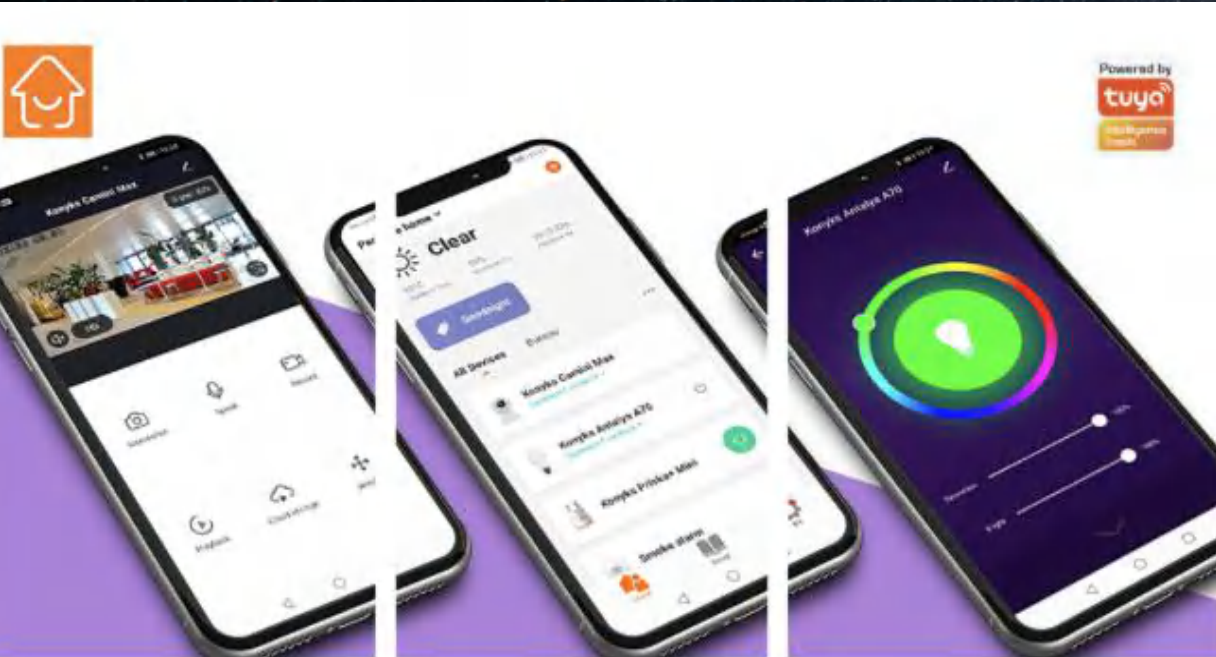
6000+ sales locations penetration

Calex, founded in 1970, an EU based lighting brand with a wide acceptance of consumers. Calex started to work with Tuya since the end of 2018. Until early 2020, 100 SKU smart products entered more than 6000 offline stores and online channels. With the cooperation of Tuya, Calex successfully transformed from traditional trade business to digital commerce.



PARTNERSHIP

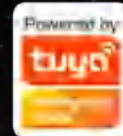
Orange



**【Orange Smart Home App Powered by Tuya】**

Tuya Smart announced it has partnered with Orange Belgium, to jointly promote the connected home concept with a wide range of smart home products in Europe, including light bulbs, smart sockets, and IP cameras, all connected and controlled by a brand new mobile App, Orange Smart Home, developed by the Tuya platform.

Orange, Top 10 Telecom Operator in the world.



PARTNERSHIP

# Supreme

UK



**Energizer**  
**SMART**  
Bringing the latest in Smart technology  
to homes across the world



Tuya Smart, together with Supreme, one of Europe's leading battery and lighting distributors of Energizer and Eveready, announced strategic partnership to develop smart products and expand the customer base in Europe, Asia Pacific and Australia.

## PARTNERSHIP

# SPC

Spain



50 Local and European media & 100 channel clients came and tested the Smart Home concepts and benefits of the SPC brand devices powered by Tuya technology

## PARTNERSHIP

# Medion

Germany

One of the best German Consumer Electronics Brand,  
Working with more than 15K retailer channels in 32 countries



PARTNERSHIP

# Bimar

Italy

Italian Home appliance brand Bimar Press Event “ Smart Home Experience”  
at Milano



PARTNERSHIP

# Xanlite

Belgium

No.1 Lighting brand in French-Speaking Region





PARTNERSHIP

# Azzardo

Poland

Top 1 lighting brand in Poland



## PARTNERSHIP

# Elari

Russian

Top 1 Russian Consumer Electronics Brand and one of the most popular brand among young people



PARTNERSHIP

# Konyks France



French IoT brand Konkys Press Event “ Smart Home Experience” with 49 MEDIA come at open day event  
Store Exhibitor support: 200 hyper stores with Powered by Tuya Exhibitor support



PARTNERSHIP

# Brilliant Australia

Biggest lighting brander and distributor in Australia





Top 1 consumer electronics brand in South Africa



PARTNERSHIP

**SMD**

South Africa



YOU

ARE

PARTNERSHIP

IoT

PARTNERSHIP

# Cherry Mobile Philippines

SKYWORTH



Top 1 mobile phone brand in Philippines



July 24, 2019 | 3:30 PM

8th floor, Titan Room,  
New building, Cherry Mobile  
Head Office



PARTNERSHIP

# Töush Malaysia

Top 1 home appliance brand in Malaysia



## PARTNERSHIP

# Kawan Lama (ACE)

Indonesia

The biggest retailing group in Indonesia

The best DIY retailing channel in Indonesia (200 outlets)

More than 70 journalist participate

More than 100 event reports

Event took place in the largest ACE store in the world





PARTNERSHIP

# EVE

Thailand

Top 1 lighting brand in Thailand



PARTNERSHIP

# Rang Dong

Vietnam



Top 1 lighting brand in Vietnam



PARTNERSHIP

# SoftBank C&S

Tuya & Softbank C&S announce strategic partnership in Japan market with 50 Japan local media and exclusive interview



## CO PR-EVENT CASE

Strategic partnership with Qualcomm

Oct, 2018





PARTNERSHIP

**Goqual**  
Korea





PARTNERSHIP

# Syska

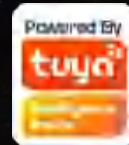
India

**TUYA&SYSKA CO-MARKETING EVENT with 40 media reports**

India Top 10 group SYSKA Press Event “ Smart Home Experience” with Amazon India guest speaker support and famous Indian movie star to view.

**Store Exhibitor support: 1200 hyper stores with Powered by Tuya Exhibitor support**





PARTNERSHIP

# Styled Japan



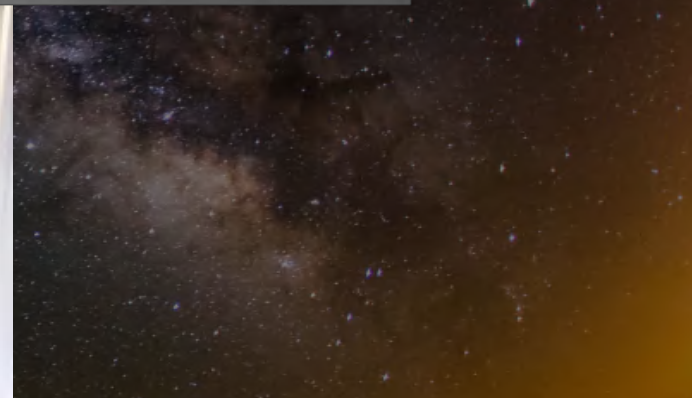
STYLED Brand with Powered by Tuya support at Japan top market channel with Google



## PARTNERSHIP

# UKGPro

Hong Kong







PARTNERSHIP

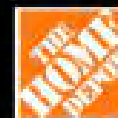
# Llyod's

Mexico

Certified Brander and  
Vendor of Sam's Club,  
Homedepot, Walmart, Costco,  
Radioshack



EXCLUSIVO EN



PARTNERSHIP

# Geonav

Brazil



One of the best-selling local consumer electronics brand

## SUCCESSFUL CASE

# LSC

Owned by Action  
Netherlands

The image displays four smart home products from LSC, each with a corresponding smartphone app interface and a 'WIFI 2.4GHZ' badge. The products are:

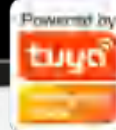
- Smart Remote:** A white remote control with buttons for ON, a sun icon, a star icon, and OFF. The app interface shows a simple on/off toggle.
- Smart MOVEMENT SENSOR:** A white circular sensor. The app interface shows a circular control panel with a person icon.
- Smart Filament LED:** A glowing filament LED light bulb. The app interface shows a light control panel with a light bulb icon. Text below the bulb reads: "Warm white ambiance", "470 lumen 5.5 watt", and "E27".
- Smart DOOR SENSOR:** A white door sensor. The app interface shows a door sensor control panel. Text below the sensor reads: "Applications:" followed by icons for a person and a smartphone.



SUCCESSFUL CASE

# Advanced Home

Owned by HomeDepot



EXCLUSIVO EN





Project Seth launching in **33** countries,

**17** Partners have become the No.1  
AIoT brand in their respective region.