



# *Alignment Company Overview*

*Jan, 2016*

# Agenda

- Company Information
- Mission, Vision, and Value
- Organizational Chart
- Executive Team Profile
- Market/Customer Focus
- Line Card
- Value Proposition

# Company Information

- A Rep/Distributor for leading electronic component suppliers
- Founded in 2007
- 30+ employees
- Offices in Shenzhen, Shanghai, Beijing, Wuhan, Nanjing, Xi'an, Chengdu, and Hong Kong
- Total 2014 line business: \$70M

# Mission, Vision, and Value

## ■ Mission

- To align supplier offerings with customer needs and prosper together

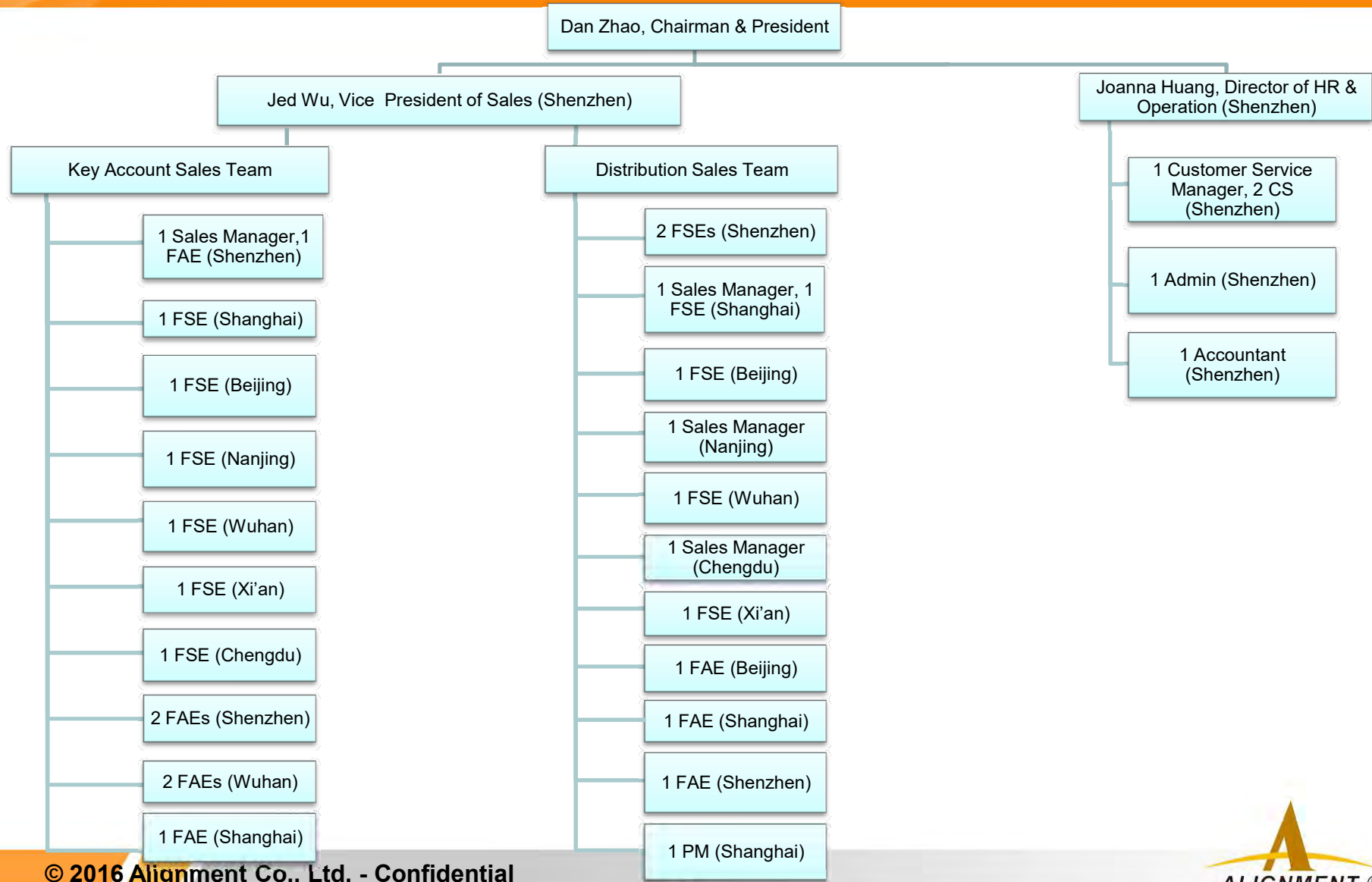
## ■ Vision

- To be the top Rep company in China for leading IC suppliers

## ■ Value

- Ethics & Integrity, Passion for Service Excellence, Supplier & Customer Intimacy, Talent & Leadership Development

# Alignment Org Chart



# Mr. Dan Zhao, Chairman & President

- **Dan was with Altera Corporation since 1996 as China Sales Director where he**
  - **Built and developed a strong Altera China Sales/FAE team from zero to about 40 employees**
  - **Grew Altera local business from a few millions in 1996 to more than \$100M in 2006 in China**
  - **Established strong relationships with managements of Huawei, ZTE, HP, Alcatel-Lucent, Fiberhome, Mindray, Rigol, and other key customers in China**
- **Before joining Altera, Dan worked in Analog Devices as VLSI Design Engineer for 4 years**
- **A highly credible leader**
- **Exceptionally strategic, creative, business oriented, and decisive**
- **Strong commitment and accountability**
- **M.S.E.E., University of Washington, USA**

# Mr. Jed Wu

## Vice President of Sales

- Jed was with Altera since 2003, first as FAE – Huawei, and then as South China Channel FAE Manager where he
  - Won designs in Huawei’s key platforms such as Core Router and CDMA 2000 with his strong technical expertise
  - Built strong relationship with Huawei’s Hardware Managers and System Engineers
  - Developed distributor FAEs’ technical capability and led them to win designs
  - Drove customers' demand on PLDs from system level perspective
- Before joining Altera, Jed worked in Xilinx as AE for about 1 year
- Before joining Xilinx, Jed worked in Huawei as Hardware Design Engineer for about 4 years
- Strong communication skills, technical background, team oriented
- B.S.E.E., Southeast University, China

# Ms. Joanna Huang

## Director of HR & Operation

- Joanna was with Altera Corporation for two years as Channel Management Specialist, where she performed channel management functions in
  - Administering Distributor Performance Measurement Program for China and Taiwan distributors
  - Maintaining AP distributors' monthly product forecast, sales out, backlog and inventory data for production planning purposes
  - Driving new product proliferation through abundant distribution inventory plan execution
- Before joining Altera, Joanna served at TCL-THOMSON Europe Business Division, first in Sales for 4 years and then as Supply Chain Manager for 2 years
- Cooperative, creative, and responsible
- Bachelor of Economics, Jinan University, China



# Market/Customer Focus

- **Communication**
  - Huawei, ZTE, HP, Fiberhome, and others
- **Server/Storage**
  - Huawei, Inspur, HP, Lenovo, and others
- **Medical & Testing**
  - Mindray, GE Medical, Rigol, Siglent, and others
- **Surveillance**
  - Hikvision, Dahua, Vorx, and others
- **Industrial**
  - ASM, Nari, Vtron, GSK, and others
- **AVB**
  - Sumavision, Sobey, Coship, and others

# Line Card

- **Qualcomm Atheros**
  - Leading vendor of semiconductor system solutions for wireless and other network communications products
  - Signed as Qualcomm Atheros Manufacturer's Rep/Distributor in China
- **Maxim**
  - Leading vendor of high-performance analog and mixed-signal power management semiconductors
  - Signed as Maxim Manufacturer's Rep/Distributor in China
- **Mellanox**
  - Leading vendor of end-to-end InfiniBand and Ethernet interconnect solutions and services for servers and storage
  - Signed as Mellanox Distributor in China
- **Sitime**
  - Leading MEMS-based silicon timing solution vendor
- **Eaton**
  - Leading vendor of electrical products, systems and services for power quality, distribution and control, power transmission, and lighting and wiring products
  - Signed as Eaton Manufacturer's Rep/Distributor in China

# Line Card, Cont

- Pericom
  - Leading vendor specializing in integrated connectivity, advanced timing, and signal integrity solutions
  - Signed as Pericom Distributor in China
- Connor Winfield
  - Leading timing solution vendor
  - Signed as Connor Winfield Sole Manufacturer's Rep/Distributor in China
- Indie
  - Leading vendor that specializes in custom, microcontroller-based chips which integrate functions for sensing, processing, controlling and communicating all into a single device
  - Signed as Indie Distributor in China
- Phison
  - Leading vendor that provides NAND flash total solution. NAND Flash controllers and applications including USB, SD, eMMC, PATA and SATA
- Line expansion with high demand creation oriented products

# Value Proposition

- An executive management team comprising the top talents from China IC industry
  - Strong leadership/management/sales/marketing/technical expertise
  - Deep understanding of China electronics market: application/product/technology/customer/channel/ecosystem
  - Strong customer relationships with major companies, including Huawei, ZTE, HP, Fiberhome, Inspur, Mindray, Rigol, Hikvision, Vorx, ASM, Nari, Vtron, GSK, and Sumavision
  - Strong team work and commitment to goals
- A willing and able Sales/FAE team
- Strong demand creation capability and focus
- A company that knows best how to grow suppliers' business and profit in the China market

# Value Proposition

- Addressing customers' business and technical challenges and creating value for customers with supplier's solution and our added value service
- Providing solution to customers' business and technical problems with our strong marketing/technical expertise and by leveraging suppliers and ecosystems
- Resolving customers' daily business and technical issues with supplier's solution through team work of our Sales/FAEs

# *Thank You*

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