



Become the best in the electric power industry.

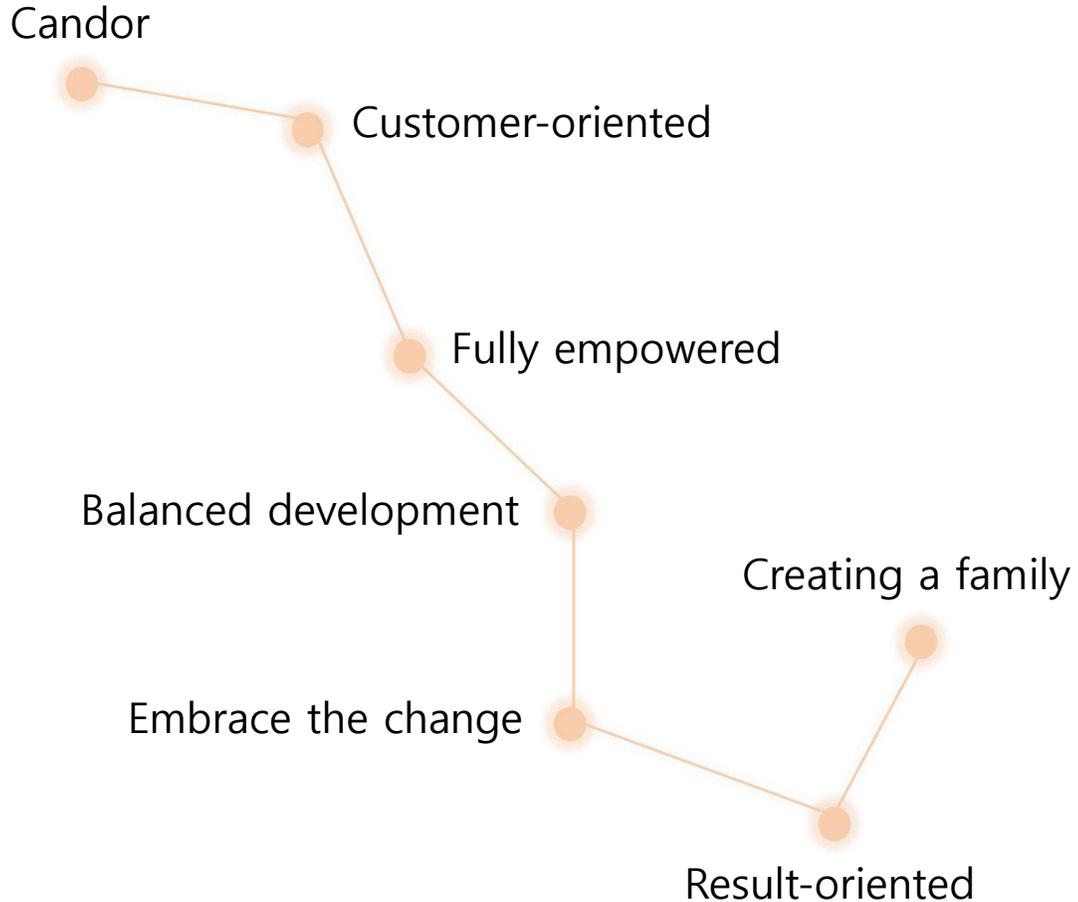
*Make cable connections more reliable!*



# MISSION

Make electrical connections safer, more reliable, economical, and convenient.

*Make cable connections more reliable!*

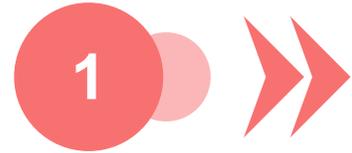


# VALUES

## **the Big Dipper**

According to the direction of the Big Dipper in the night sky, the ancient people could guide the agricultural production not to miss the season. Similarly, we regard our seven values as a guiding Big Dipper, leading us towards a brilliant future in the correct development direction.

*Make cable connections more reliable!*



## **Candor**

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We encourage open and frank communication among employees and partners. Candor has the power to simplify complex matters.



## **Customer-oriented**

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We are committed to serving our clients through innovation, value creation and providing systematic solutions with the highest quality, and meeting their needs in a timely manner.



## **Fully empowered**

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We empower our employees - every idea gets attention, every position is respected, any achievement is created on the basis of teamwork.



## Balanced development

We realize each stage of the goal, the internal and external relations of the enterprise such as talent structure, management mechanism, infrastructure, technology reserve and capital reserve should be suitable for the requirements of the goals of this stage, it means balance.



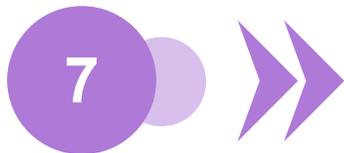
## Embrace the change

We believe that the only constant in the world is change. Break out of the comfort zone, take the initiative to amend inertia thinking, and then realize the innovations in products, mechanisms, modes, etc..



## Result-oriented

We are result-oriented and distribute appropriately according to the value of our contributions.



## Creating a family

We believe that our employees, shareholders, partners, and all other stakeholders form a big family. Maintain the balance between the members of the "family" and work side by side with them to meet the challenges and move towards a brilliant future.