STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.

◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.

◆ To complement the organizations’ internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.

◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.
Abstract

Since 2011, the global tire market, especially the Chinese tire market, has seen slow growth, which directly impacts the market demand for tire molds.

In 2012, China tire mold industry harvested the revenue of RMB3.01 billion or so, including RMB1.87 billion from automotive tire molds, only up 0.16% year on year.

In terms of profitability, the performance of most Chinese tire mold manufacturers declined in 2012. During the first three quarters of 2012, Himile's revenue only increased by 0.37% year on year, and its net income fell by 6.28%. Meanwhile, the growth rate of Greatoo also slowed down, with the revenue being the same with that in the same period in 2011 and net income up by 5.92%.

Among other non-listed companies, the revenue of Shandong Dawang Jintai dropped by 21.77% year on year in 2012, and that of Yuantong witnessed a year-on-year decline of 12.26%.

Net Income Growth Rate of Major Listed Tire Mold Companies in China, 2009-2012

Source: Himile; Greatoo; ResearchInChina Global and China Tire Mold Industry Report, 2012-2015
Seen from new construction project, there were merely two major tire mold projects in 2012: the tire mold project co-invested with a total capital of RMB1.1 billion by Henan Yasheng and Jiaozuo Deke Mould; and the 300-set radial tire mold virtual manufacturing technology project of Shandong Dawang Jintai.

In the projects invested and built before 2012, Himile’s “precise radial tire mold construction project” is delayed until the end of September 2013 instead of the planned December 2012, with the investment of RMB349 million. Greatoo’s “large-sized engineering vehicle tire and special tire mold expansion project” is under construction; the project aims at the mold market of military SUV tires, aerospace tires, racing tires, snow tires, high-grade sedan tires, etc, with huge market potentials. With total investment of RMB197 million; the project is expected to be put into production in July 2013.

Although the current tire mold industry is sluggish, we expect that China’s domestic demand for tire molds will grow at the average annual growth rate of around 7% with the moderate recovery of Chinese automobile market in the next 2-3 years.

The report highlights the followings:

- Development, competition and future development trends of the global tire mold industry;
- Major policies, operation, supply and demand, market competition and outlook of China tire mold industry;
- Main products, operation and development planning of major producers worldwide;
- Major products, capacity, operation, major customers, project planning and performance prediction of major Chinese manufacturers.
Preface

1. Overview of Tire Mold Industry
   1.1 Definition
   1.2 Classification
   1.3 Upstream and Downstream
   1.4 Production Process
   1.5 Features

2. Development of Global Tire Mold Industry
   2.1 Status Quo
   2.2 Competition
   2.3 Development Trend

3. Development of China Tire Mold Industry
   3.1 Industry Policy
     3.1.1 Policies over the Years
     3.1.2 Expiration of Sino-US Special Protectionist Tariff on Tire Industry
     3.1.3 Implementation of EU Tire Label Rule
   3.2 Overview
     3.2.1 Development Course
     3.2.2 Operation
     3.2.3 Existing Problems
   3.3 Supply
     3.3.1 Capacity
     3.3.2 Profitability
   3.4 Demand
   3.5 Competition

4. Global Key Enterprises
   4.1 Quality Mold Inc.
   4.2 A-Z Formen- und Maschinenbau GmbH
   4.3 HERBERT Maschinenbau GmbH & Co. KG
     4.3.1 Profile
     4.3.2 Main Tire Mold Products
   4.4 SAEHWA IMC
     4.4.1 Profile
     4.4.2 Development Course
     4.4.3 Main Tire Mold Products
     4.4.4 Operation
     4.4.5 Development in China
     4.4.6 Strategy

5. Chinese Key Enterprises
   5.1 Himile Mechanical Science & Technology
     5.1.1 Profile
     5.1.2 Development Course
     5.1.3 Tire Mold Products
     5.1.4 Operation
     5.1.5 Revenue Structure
     5.1.6 Gross Margin
     5.1.7 Clients
     5.1.8 R & D and Projects
   5.2 Guangdong Greatoo Molds Inc.
     5.2.1 Profile
     5.2.2 Tire Mold Product
     5.2.3 Operation
     5.2.4 Revenue Structure
     5.2.5 Gross Margin
     5.2.6 Clients
     5.2.7 R & D Investment
     5.2.8 Major Projects
     5.2.9 Forecast and Outlook
   5.3 Tianyang Mold Co., Ltd
     5.3.1 Profile
     5.3.2 Operation
   5.4 Shandong Dawang Jintai Group
   5.5 Shandong Wantong Mould Co., Ltd
     5.5.1 Profile
     5.5.2 Operation
   5.6 Qingdao Yuantong Machinery Co., Ltd
   5.7 Shandong Hongji Mechanical Technology Co., Ltd
     5.7.1 Profile
   5.8 Anhui Mcgill Mould Co., Ltd
     5.8.1 Profile
   5.9 Rongcheng Hongchang Mold Co., Ltd
     5.9.1 Profile
   5.10 Hefei Dadao Mold Limited Liability Company
     5.10.1 Profile
   5.11 Zhejiang Laifu Mould Co., Ltd
     5.11.1 Profile

5.1.9 Forecast and Outlook

Table of contents
• Classification of Tire Molds
• Classification of Radial Tire Segmented Molds
• Upstream and Downstream of Tire Mold Industry
• Comparison between Tire Mold Pattern Processing Technologies in China
• Business Modes of Major Tire Mold Manufacturers in the World
• Policies and Regulations on China Tire Mold Industry, 2005-2012
• Development Course of China Tire Mold Industry
• Revenue of Automotive Tire Molds in China, 2007-2016E
• Production Cost Structure of Tire Molds in China
• Capacity of Major Tire Mold Manufacturers in China, 2012
• YoY Growth Rate of Revenue of Major Listed Tire Mold Companies, 2009-2012
• YoY Growth Rate of Net Income of Major Listed Tire Mold Companies in China, 2009-2012
• Tire Output in China, 2006-2010
• Output and YoY Growth Rate of Radial Tire Covers in China, 2011-2013
• Output Growth Rate of Radial Tire Covers and Automobiles in China, 2006-2013
• Revenue Growth Rate of Listed Companies in Tire and Tire Mold Industries, 2006-2012
• Distribution of Radial Tire Output in China, 2012
• Product Comparison between Major Tire Mold Manufacturers in the World
• TOP 10 Tire Mold Manufacturers by Revenue in China, 2012
• Major Tire Clients of Himile in Foreign Countries
• Major Tire Mold Production Bases of Quality Mold Inc.
• Major Tire Pattern Designs of Quality Mold Inc
• Main Tire Mold Products of AZ
• Main Production Bases of HERBERT in the World
• Main Tire Mold Products of HERBERT
Selected Charts

- Global Business Distribution of SAEHWA IMC
- Major Production Bases of SAEHWA IMC in South Korea
- Global Production Bases of SAEHWA IMC (Excluding South Korea)
- Development Course of SAEHWA IMC
- Product Development History of SAEHWA IMC
- Main Tire Mold Products of SAEHWA IMC
- Turnover of SAEHWA IMC, 2011-2012
- Operating Profit and Profit of SAEHWA IMC, 2011-2012
- Major Operating Indicators of SAEHWA IMC, 2010-2012
- Major Operating Indicators of Shinhan Co., Ltd. Tianjin, 2008-2009
- Major Operating Indicators of Saehan Tianjin Mold, 2008-2009
- Medium and Long-term Development Planning of SAEHWA IMC
- Development Course of Himile
- Main Tire Mold Products and Applications of Himile
- Tire Mold Capacity, Output and Productivity of Himile, 2008-2010
- Sales Prices of Tire Molds of Himile, 2008-2010
- Sales Volume and Sales-Output Ratio of Tire Molds of Himile, 2008-2010
- Revenue and Net Income of Himile, 2008-2012
- Revenue Breakdown of Himile (by Product), 2008-2010
- Revenue Breakdown of Himile (by Product), 2011-2012
- Revenue Breakdown of Himile (by Region), 2009-2012
- Sales Gross Margin of Himile, 2008-2012
- Tire Mold Clients of Himile
- Himile’s Revenue from Top 5 Clients and % of Total Revenue, 2008-2010
Selected Charts

- R&D Costs and % of Total Revenue of Himile, 2009-2012
- Tire Mold Projects with Raised Funds of Himile
- Revenue and Net Income of Himile, 2012-2015E
- Main Tire Mold Products of Greatoo Molds
- Sales Volume and Unit Price of Radial Tire Molds of Greatoo Molds Inc.
- Revenue and Net Income of Greatoo Molds Inc., 2008-2012
- Revenue Breakdown of Greatoo Molds Inc. (by Product), 2010-2012
- Revenue Breakdown of Greatoo Molds Inc. (by Region), 2008-2012
- Gross Margin of Greatoo Molds Inc., 2008-2012
- Global Client Distribution of Greatoo Molds Inc.
- Major Clients of Greatoo Molds Inc.
- R&D Costs and % of Total Revenue of Greatoo Molds Inc., 2008-2011
- Projects with Raised Funds of Greatoo Molds Inc.
- Revenue of Tianyang Mold, 2009-2012
- Major Clients of Tianyang Mold
- Tire Mold Products of Shandong Wantong Mold
- Revenue of Shandong Wantong Mold, 2009-2012
You can place your order in the following alternative ways:

1. Order online at [www.researchinchina.com](http://www.researchinchina.com)
2. Fax order sheet to us at fax number: +86 10 82601570
3. Email your order to: [report@researchinchina.com](mailto:report@researchinchina.com)
4. Phone us at +86 10 82600828/ 82601561

<table>
<thead>
<tr>
<th>Party A:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Tel</td>
</tr>
<tr>
<td>E-mail:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Party B:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Beijing Waterwood Technologies Co., Ltd (ResearchInChina)</td>
</tr>
<tr>
<td>Address:</td>
<td>Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080</td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Liao Yan</td>
</tr>
<tr>
<td>E-mail:</td>
<td><a href="mailto:report@researchinchina.com">report@researchinchina.com</a></td>
</tr>
<tr>
<td>Bank details:</td>
<td>Beneficial Name: Beijing Waterwood Technologies Co., Ltd</td>
</tr>
<tr>
<td>Bank Name: Bank of Communications, Beijing Branch</td>
<td></td>
</tr>
<tr>
<td>Bank Address: NO.1 jinxiyuan shijicheng, Landianchang, Haidian District, Beijing</td>
<td></td>
</tr>
<tr>
<td>Bank Account No #:</td>
<td>110060668012015061217</td>
</tr>
<tr>
<td>Routing No #:</td>
<td>332906</td>
</tr>
<tr>
<td>Bank SWIFT Code:</td>
<td>COMMCNSBJG</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>Format</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PDF (Single user license)</td>
<td>……...1,800 USD</td>
</tr>
<tr>
<td></td>
<td>Hard copy</td>
<td>……………………. 1,900 USD</td>
</tr>
<tr>
<td></td>
<td>PDF (Enterprisewide license)</td>
<td>………… 2,800 USD</td>
</tr>
</tbody>
</table>

※ Reports will be dispatched immediately once full payment has been received.
Payment may be made by wire transfer or credit card via PayPal.