



**China Currency Sorter Industry
Report, 2014**

May 2014

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.

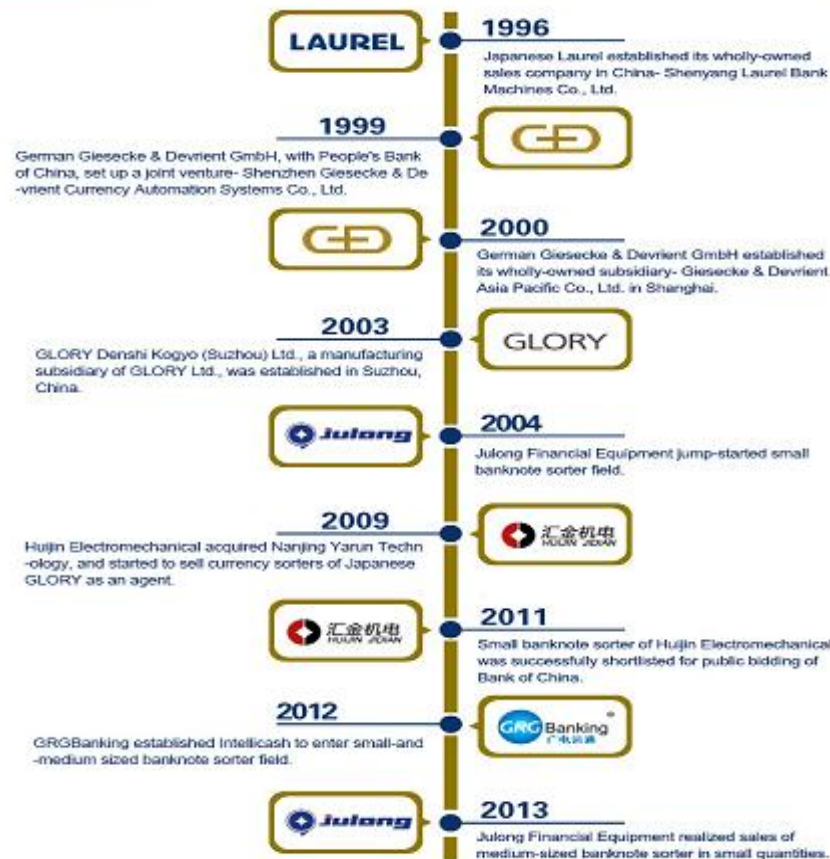
Abstract

Currency sorter, a kind of financial machines and tools, mainly consists of banknote sorter and coin sorter.

Market demand for currency sorter in China came in full swing from 2005, and sales revenue has reached RMB 7.532 billion as of 2013, growing at a CAGR of 64.42% (2005-2013). The boom in demand for currency sorter in China is largely due to strong drive by banking needs, maturity of banknote sorter technology and guidance of central-bank policies, notably the “Timetable for Banknote Sorting in Full” issued by China’s central bank in 2013.

From competition pattern of China currency sorter market, before the year 2004, foreign brands including German Giesecke & Devrient GmbH, Japanese Glory and Laurel occupied the entire Chinese market, with large and medium-sized currency sorters being hit products; after 2005, Chinese local players grew rapidly in small currency sorter field and started to replace imported medium-sized currency sorters. By 2013, local brands accounted for about half of the currency sorter market share in China.

Milestones of Development of China Currency Sorter Market



Source: China Currency Sorter Industry Report, 2014-2016 by ResearchInChina

As a representative company among local brands, Liaoning Julong Financial Equipment Corp. entered small banknote sorter field in 2004 and realized sales of medium-sized banknote currency sorter in small quantities in 2013. In the first quarter of 2014, the company registered revenue of RMB 96 million, soaring by 125.51% over the previous year, of which RMB 78.93 million or 85.62% of the total revenue, came from sales of currency sorters. Its net income attained RMB 19.10 million, up 92.91% from a year earlier.

By virtue of its technology advantages in financial equipment, GRGBanking established Intellicash in December 2012, which specializes in R&D, production, sales and services of currency sorter. In 2013, the company sold 2000 or so currency sorters, and recorded sales revenue of RMB 73.74 million, making up 2.93% of the company's total revenue, with gross margin of currency sorters reaching 40.71%. Hebei Huijin Electromechanical Co., Ltd. started its R&D on banknote sorter in 2010, and was successfully shortlisted for public bidding of Bank of China in 2011, starting to get involved in small banknote sorter field. In Jan.-Nov. 2013, the company reported revenue of RMB 154.25 million, growing up by 4.73% year on year, and net income of RMB 41.16 million, up 1.63% against the previous year. The company planned to go public in 2014.

On August 5, 2013, Shandong New Beiyang Information Technology Co., Ltd., which provides automated self-service system and equipment, announced that it acquired 51% stake of Anshan Bozong Science & Technology Co., Ltd, thus jump-starting the banknote sorter business. In 2013, Anshan Bozong realized revenue of RMB 23.60 million, and contributed net income of RMB 8.9072 million to New Beiyang, 3.78% of the latter's total net income.

China Currency Sorter Industry Report, 2014-2016 highlights the followings:

- ✘ Sales revenue of global currency sorter market and layout of multinational companies in China;
- ✘ Policies, revenue, competition pattern and development prospect of China currency sorter industry;
- ✘ 5 key global currency sorter enterprises, including operation, currency sorter business and development in China;
- ✘ 12 key Chinese currency sorter enterprises, involving operation, revenue structure, currency sorter business, gross margin, major customers, spending on R&D, major projects and development planning.

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