

*Your Reliable Power Partner*

Company Profile

# About MEAN WELL

## Cultivation

MEAN WELL has dedicated themselves to the power supply market for 36 years, with more than 32 years of experience in self-owned brand. Extensive and in depth product research have been made, and produces over 65 million power supply units each year, of which over 99% belongs to standard models. With approximately 3200 employees globally, the MEAN WELL brand is distributed to over 80 countries worldwide from the factories in Taiwan, GuangZhou and SuZhou via 5 local sale offices globally and 200 distributors.

MEAN WELL Taiwan

1. C  
2. F

MEAN WELL GuangZhou

1. F  
2. F

MEAN WELL SuZhou

1. F  
2. F

MEAN WELL USA

Loc  
tec

MEAN WELL Europe

Loc  
tec

• MEAN WELL currently operates under six  
USA and Europe, each working on their own

## Growth

- MEAN WELL Enterprises Co., Ltd. was established in Banqiao City, Taiwan
- Manufactured Apple II / IBM PC compatible switching power supply

- MEAN WELL Taiwan moved to Wugu Industrial Park

- Established MEAN WELL (GuangZhou) Electronics Co., Ltd.



- Established MEAN WELL USA, INC. in Fremont, California

- Established MEAN WELL EUROPE in the Netherlands



- Established SuZhou MEAN WELL Technology Center



1982 1986 1991

1993 1999 2002

2006 2010

- Manufactured industrial switching power supply and developed own brand

- The global operation building was established in Wugu

- Awarded Super Board MOE



Global operation center and main R&D center, responsible for global marketing and technical support.  
Factory produces advanced and high value-added power supply.

Responsible for domestic market in China, with R&D, Sales and Technical Support functions.  
Factory produces LED power supply and high quantity as well as price competition models.

Responsible for foreign corporates in Eastern China region, with R&D, Sales and Technical Support functions.  
Factory produces high quantity and price competition models.

located in California, responsible for sales & marketing and technical support in the US region.

located in Netherlands, responsible for sales & marketing and technical support in the European region.

financially independent but cooperating companies in Taiwan, China, own role with a common goal of marketing MEAN WELL brand power supply.



PE B.V.



MEAN Co., Ltd.



- Awarded Taiwan Excellence Product for HLG series
- Awarded "2010 Top 500 Outstanding Trade Corporates Certificate" by Board of Foreign Trade, MOEA



- Established HUA WELL Electronics Co., LTD.



- MEAN WELL Guangzhou Huadu factory official launch



- Taiwan Excellence Product Award (HVGC-480 series)
- Taiwan Excellence Product Award (NMK1K2 series)

## Annual Revenue

Unit: USD million



2011 2012 2013 2014 2015 2016 2017 2018

rded Taiwan  
rior Brands by  
d of Foreign Trade,  
EA



- Awarded Taiwan Excellence Product for LPF series
- Received the New Taipei City Outstanding Enterprise CSR award



- Taiwan Excellent Product Award (LCM & HVG series)
- Best Company to work for (Two stars level)



- Taiwan and Suzhou plant got awarded the OHSAS 18001 Occupational Health and Safety Management Systems certification
- Got awarded the Taiwan Intellectual Property Management System (TIPS) foundation certification
- Potential Taiwan Mittelstand Award
- Taiwan Excellence Product Award (HEP series)



- Taiwan Excellence Product Award (KNX-20E)
- Taiwan Excellence Product Award (RPB-1600 series)



# Brand Spirit

*mean well* have kindly feelings; have good intentions, 懷善意; 好意: *He means well* by [to] us. 他對我們懷著善意。





## Sprouting

Taiwan's IT industry started to take off in the 1980s. MEAN WELL was established in 1982 and began OEM business in switching power supply. In 1986, founder Mr. Jerry Lin determined to switch from the highly competitive OEM market towards operating self-owned brand.

The brand name "MEAN WELL" is defined in the dictionary as "have good intentions", which is consistent with Mr. Lin's entrepreneur spirit of always think for the customer. For 36 years, MEAN WELL continued under the corporate spirit of dependable and good will, and fully implemented the corporate culture of "Honesty and Sincerity" on their products and customer service, which lead them to become a globally known power supply manufacturer.

## Culture

Using tree as metaphor for the enterprise, then "culture" is the necessary nutrient for the tree to grow. "Honesty and Sincerity" is the most important and basic characteristic for MEAN WELL employees. Honesty is where you have good intentions towards people, we think for others before we think for ourselves, so that we can gain identification from our customers; Sincerity is to have a sincere attitude, insist on our belief, and dare to innovate and realize.

"Symbol of Sincerity & Persistence on Quality", MEAN WELL starts out with sincerity, and insists on reliable quality, providing high quality power supply products and gaining the long term trust from customers.

# Sincerity

# Product and Application

## Innovation

MEAN WELL insists on a corporate spirit of technical fundamentals. With 5% of capital invested into research and development each year, new power supply products which conform to the trends and customer needs are continuously introduced.

These products comply with UL, TUV, CE international safety and standard certificates, lead-free RoHS parts as well as low pollution and recyclable packaging are used to attain the mission of a green corporation.

## ■ One Stop Shopping

MEAN WELL carries over 9,500 types of standard power supply products, to satisfy customers' needs for all types of applications.

## ■ Total Solution

MEAN WELL also provides low cost design modification and Cooperate Design Manufacturer (CDM) services to meet the customers' needs for special specification power supply products.

## ■ Product Category

MEAN WELL produces 10% of new products each year, currently we can provide 0.5W~24,000W complete power supply solutions, including AC/DC power supplies, AC/DC battery chargers, DC/DC converters and DC/AC inverters. Different types of product are provided to satisfy different areas of application needs.



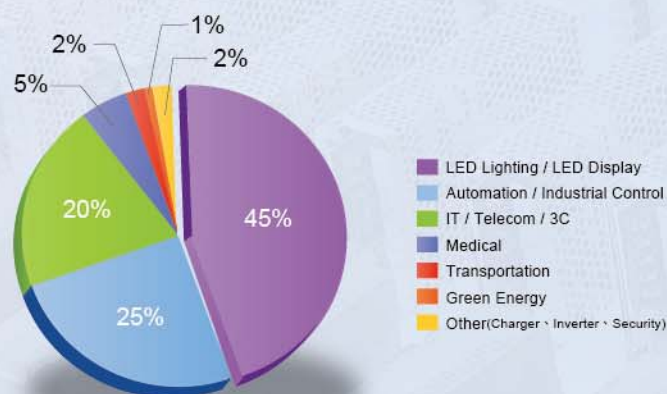


## Development

MEAN WELL power supplies have been used mainly in industrial/automation, instruments, IT, LED lighting, LED display, telecom, safety and security, and medical purposes among others.

Recently, MEAN WELL is aggressively developing the green energy market, introducing products with high efficiency, low power consumption that complies with international environmental regulations, and has earned the high recognitions from our customers in the LED lighting, solar energy and electric vehicle markets.

Application Dispersion

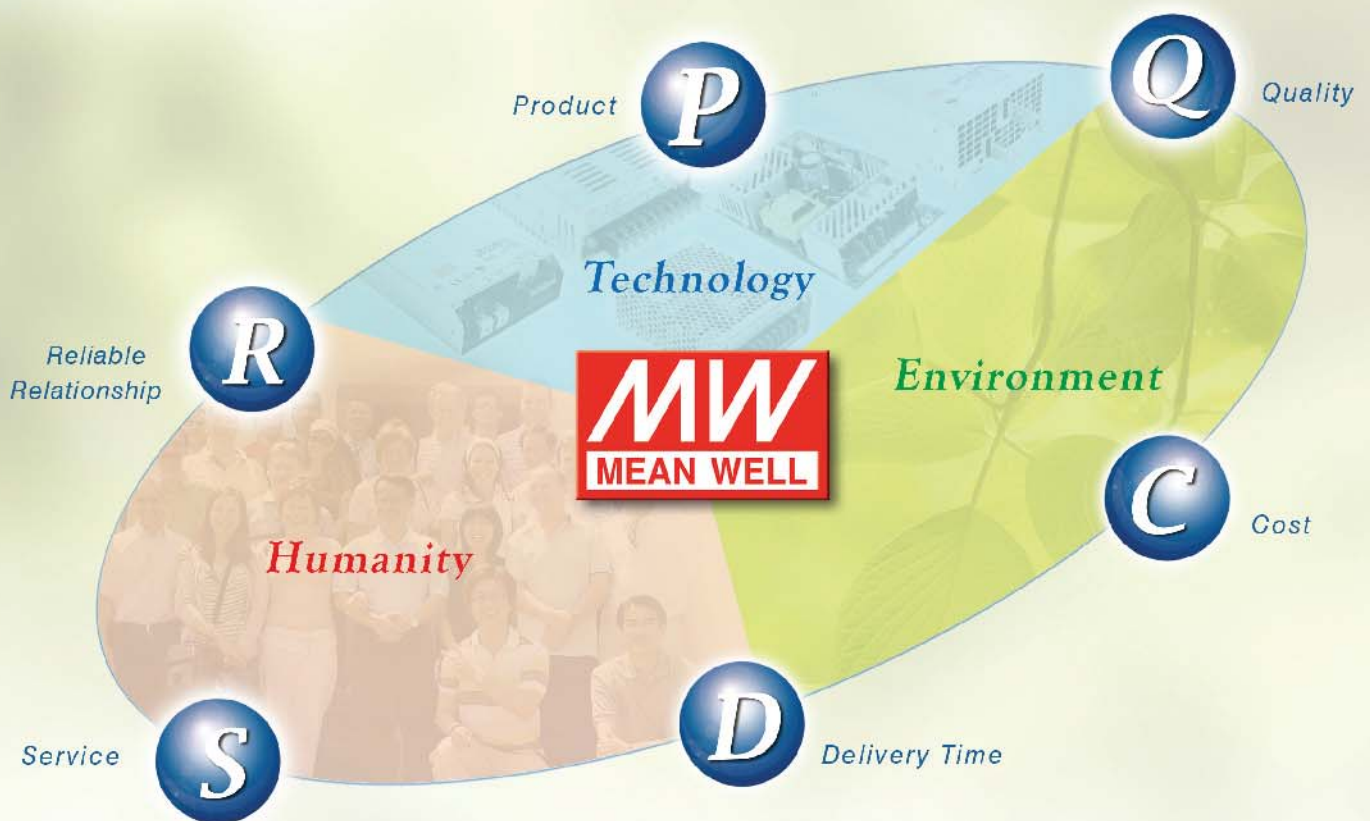


Model Number



# Competitive Advantage

MEAN WELL's core competitiveness – PQCD SR, like seeds planted deeply in our employees' hearts, it is our corporate DNA.



## ■ Product

Provide total solution product lines and high grade one stop shopping environment.

## ■ Quality

Carry out "Total Quality Management", with 100% quality control and complete production tests.

## ■ Cost

Integrate the supply chain for Taiwan and China, unified procurements lower costs in order to provide our customers with best performance/cost ratio products.

## ■ Delivery Time

We produce our products on a schedule and keep all of our standard power supply products on safety stock, small sized orders can expect delivery within 24 hours.

## ■ Service

Localized service is provided by our authorized distributors and MEAN WELL's domestic sales offices.

## ■ Reliable Relationship

Two thirds of sales revenue comes from customers and suppliers of more than 10 years.



## Trust

Quality is like the tree trunk that supports the stability of the corporation, which is also the standard for customers' trust. We strongly believe that the power supply industry is an "Industry based on reliability", while professional technology, product quality and corporate reliability are the life of the power supply firm. "To become the reliable power partner" has been the motivation for MEAN WELL to grow continuously, only with diligence on product design, choice of material, manufacturing, quality control, customer service and continued improvements, we are able to implement Total Quality Management (TQM), and achieve MEAN WELL's quality policy of "Total Quality Assurance and Customer Satisfaction".

## Efficiency

The four factories of MEAN WELL located in Taiwan and China each have their function, but cooperate and work together. Not only procurement is integrated in order to lower costs and increase the product competitiveness, but through a planned production schedule, our products can be sold from inventory, providing customers a variety of products through efficient and flexible manufacturing method.

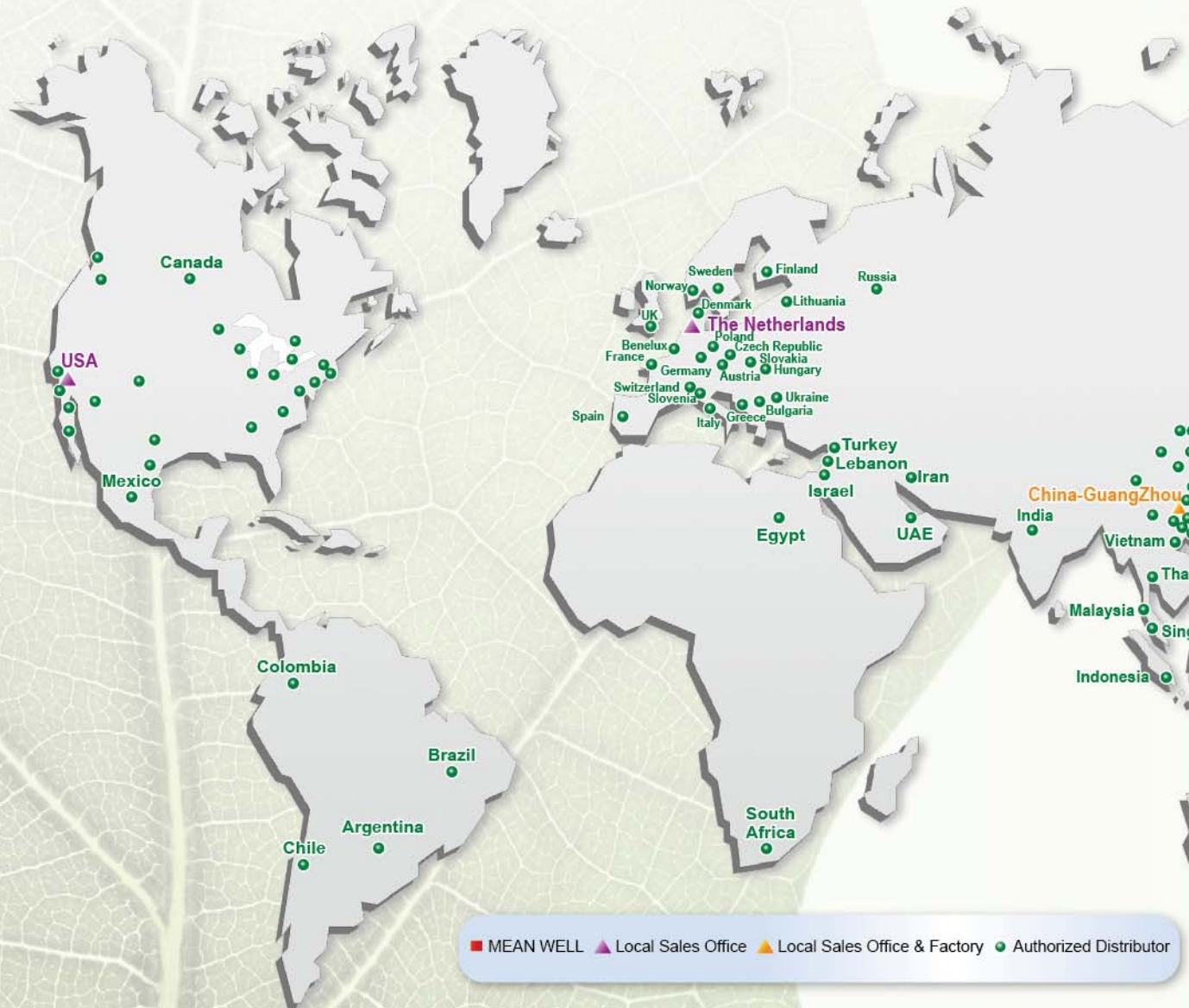
### Two years field returned rate

Unit: PPM

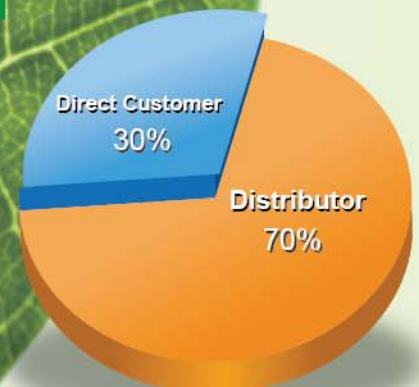




# Sales Channel & Marketing



Customer Type







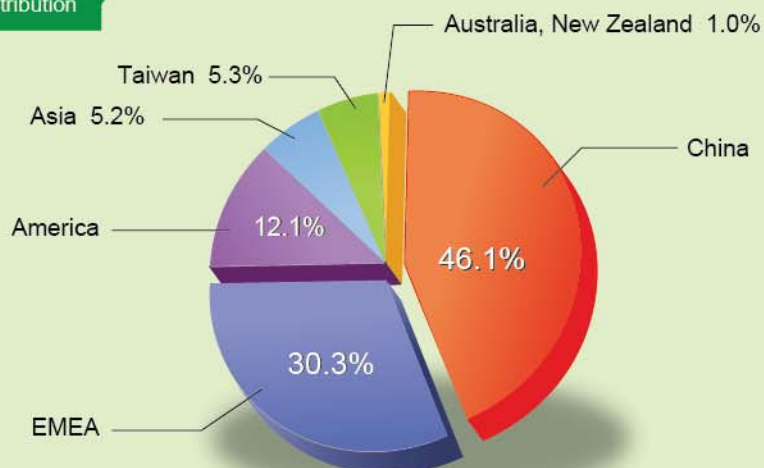
## Localization Worldwide

A tree's nutrient is passed rapidly to the destination through extensive veins. MEAN WELL's 5 companies in Taiwan, China, Europe and America, as well as 200 professional distributors, to bring our products and services rapidly and accurately to our customers, providing our global customers localized service with zero time difference.

Most of our authorized distributors have all worked with us for over 10 years, and are very knowledgeable on our products and highly capable of providing various professional services. They have established MEAN WELL's reliable and high quality product image in our end customers' hearts. With the markets feedback from our distributors worldwide, we can continue to develop products that fulfill each market's needs and further set up a suitable price strategy in order to satisfy customers' requirements.

MEAN WELL distributor's distinguishing feature is keeping an inventory locally to supply emergency needs on small to medium orders. On the other hand large quantity orders are integrated and manufactured as scheduled by MEAN WELL, and provided to the distributor or end-customer in a timely manner.

## Market Distribution





# Green Enterprise

## Green Competitiveness



Taiwan Superior Brands

With 36 years of experience, other than continuously develop high efficient and low power consumption power supplies that conform to international environmental regulations, in the manufacturing process, we aim towards a no pollution and low energy consumption factory. Starting from our enterprise and spreading to our suppliers and processing factories, we hope to attain a green supply chain. Meanwhile, through our Green Corporation Promotion Committee's declaration of environmental policies and energy saving activities, we put into action our notion of a green corporation, to evolve as MEAN WELL's green competitiveness from inside out.



Taiwan TAITRONICS  
Technology Innovation Awards



Taiwan LED Innovation Awards





## Social Responsibility

Under the theory of “What is taken from the society, use upon the society”, MEAN WELL established “Social Welfare Community”, and holds various charity and environmental activities periodically to express our concern to our earth in action. For example, we hold the “MEAN WELL Environment Day” every first half year, a large-scale outdoor environmental activity calling to the public to cherish our earth and love our nature and environment as a corporate responsibility.

In autumn we hold the “MEAN WELL Charity Day”, to actively care for the physically and mentally challenged friends and disadvantaged minority groups. In the future, MEAN WELL will continue to work hard to become a global innovative, harmonious and healthy corporate citizen.



New Taipei City Outstanding  
Enterprise CSR award





# Sustainable Development

## Mission

The endless pursuit of innovation and improvement.

Providing the best cost / performance ratio of standard power supply.

To maximize the benefit for our customers, employees, partners and the society.





## Vision

Being the leading brand of standard power supply manufacturer, to build a “Efficient and Sustainable Enterprise with Well Balanced Management and Partnerships”





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