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LEADING LISTED CUSTOM FURNITURE BRAND IN ASIA OF
KITCHEN | BEDROOM | WOODEN DOOR | HOME FURNITURE

CUSTOM FURNITURE™

SINCE 2002



3

Manufacturing Bases



1,000,000⁺

Sqm In Area



22

Years History



190⁺

Patents



2000⁺

Showrooms





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HOLIKE

I COMPANY INTRODUCTION



ABOUT HOLIKE

Founded in 2002, HOLIKE is a top publicly traded cabinet manufacturing company in Asia that specializes in the field of whole house customization, providing customers with customized and high-quality furniture, kitchen cabinets, wardrobe, interior doors, etc.

Since its establishment, focusing on the needs of the modern home market, HOLIKE has been constantly leading the industry trend. At present, HOLIKE sales network has spread across most cities across the world, and more than 2000 showrooms have been established. The scale of the marketing and service network is in the leading position in the industry.

HOLIKE has taken "Home Like" (Sweet and comfortable home) as its responsibility and mission.

We will always insist on our originality to create sweet and comfortable life for our customers and make sure that all the furniture are unique. We always believe that: home, is an artwork of the life.

BRAND POSITIONING

Since establishment, HOLIKE has always adhered to the brand positioning of "**Custom Home Master**". We take "**Master Design, Master Quality, Master Service**" as our core brand value and enterprise development motivation, ensure to provide comfortable, healthy and diversifying high-quality lifestyle to all families.



MASTER
DESIGN

Leading Design
Original Design
Style Integration



MASTER
QUALITY

Eco-friendly Environmental Protection
Intelligent Manufacturing
Global Select



MASTER
SERVICE

10S Custom Butler Service
Intelligent All-in-one Delivery

COMPANY MILESTONES



2023

- In 2023, the brand-new upgraded Master Service was launched, unveiling the new standard of "10S Master Comprehensive Service," leading the industry towards a new future of services;
- In collaboration with authoritative media, the 《Original House - High-Quality Healthy Home White Paper》was released, empowering the high-quality development of healthy living environments.

2022

- In 2022, Eco-friendly G6 launched, Which widely popularized among the public,starting a new journey for environmental protection.

2021

- HOLIKE launches **eco-friendly formaldehyde purificatory bamboo board**.

2020

- **Formaldehyde purification and anti-microbial technology** is applied on the board material surface.

2019

- The **eco-friendly K-board** is launched, new upgrading of environmental protection and opening a new chapter of the brand.

2017

- Launch kitchen cabinet and wooden door project, providing custom furniture **one stop solution**.

2016

- Pop Star Angelababy becomes the brand spokesperson and HOLIKE sets foot on the new marketing journey.

2015

- Become **A-Share listed company**(Stock Ticker 603898).
- Build the **National Level High-Tech R&D Center**, which integrated R&D and testing function. (CNAS Laboratory according to nation standard).
- Launch the marketing strategy of "**Custom Home Master**".

2014

- Become the only one China Enterprise Joint Pavilion **Designated Wardrobe Brand** in Milan World Expo 2015.

2013

- Use international design masters as brand consultants and participate in product design.
- Launch the special public welfare action "Help children with leukemia".

2012

- Import and launch first batch **eco-friendly non-formaldehyde added board**.
- Designer Paul Andreu becomes HOLIKE brand ambassador.

2010

- Launch European style boutique sliding door.

2008

- Launch archaizing artificial board with carbonation wood grain.

2006

- Launch "**Impression Of Milan**" fashion wardrobe and become the industry benchmark.

2002

- Firstly propose the concept of "**Integral Wardrobe**", defining a unified term in the industry.



AWARDS AND RECOGNITION

In 19 years, HOLIKE has won numerous authoritative awards and recognition in many fields.

Industry Value



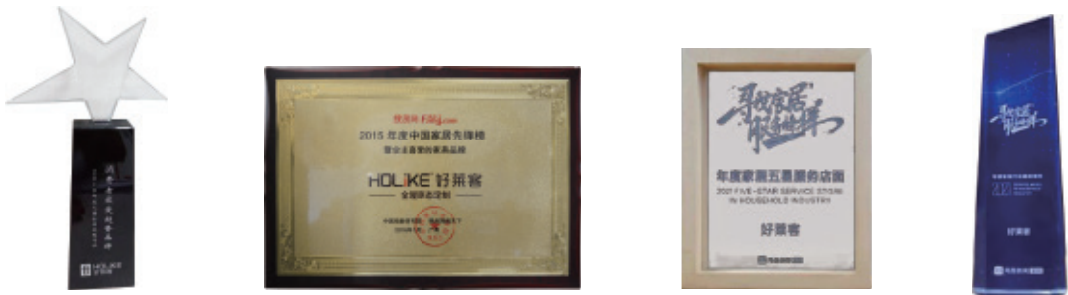
Industrial Manufacturing



Environmental Protection



Consumer Preference



Brand Value



Innovation Ability



FIGURES AND FACTS

On the way of development, HOLIKE has created many impressive figures and facts, which are the embodiment of our pursuit of excellent product quality and high-level service.

Figures:

- **Top 10** cabinet manufacturing companies in China
- **3** manufacturing bases(including 3D Warehouse)
- **1,000,000+** sqm in area
- **10** customized spaces consist of kitchen,bedroom,living room, bathroom, balcony, cloakroom, children's room, dinning room, entrance, multi-functional room/study.
- **5** product categories: kitchen cabinet, wardrobe, interior door, loose furniture,whole house customization.
- **22-year** history
- **190+** patents
- **2000+** showrooms

Facts:

- The only one owns **the National Level High-tech R&D Center** in industry in China, which integrated R&D and testing function. (CNAS Laboratory according to nation standard)
- The first one in Asia to build **intelligent unmanned material cutting workstation**.
- The **first listed enterprise** in industry on Shanghai main board.
- The only one China Enterprise Joint Pavilion **Designated Wardrobe Brand** in Milan World Expo 2015.
- Firstly proposed the concept of "**Integral Wardrobe**", defining a unified term in the industry.
- The first to research and launch the **eco-friendly board with non-added formaldehyde base material**.
- The first to integrate **“trendy play”** into the field of whole house customization, highlighting personality.
- The first to enter into **China Air Purification Industry Alliance** (CAPIA) in this industry.

GOING PUBLIC & SALES TURNOVER

In 2015,HOLIKE went public on Shanghai Stock Exchange and has become No. 1 A-Share listed company(Stock Ticker 603898) in industry. At the same time,HOLIKE launched the marketing strategy of “Custom Home Master” .

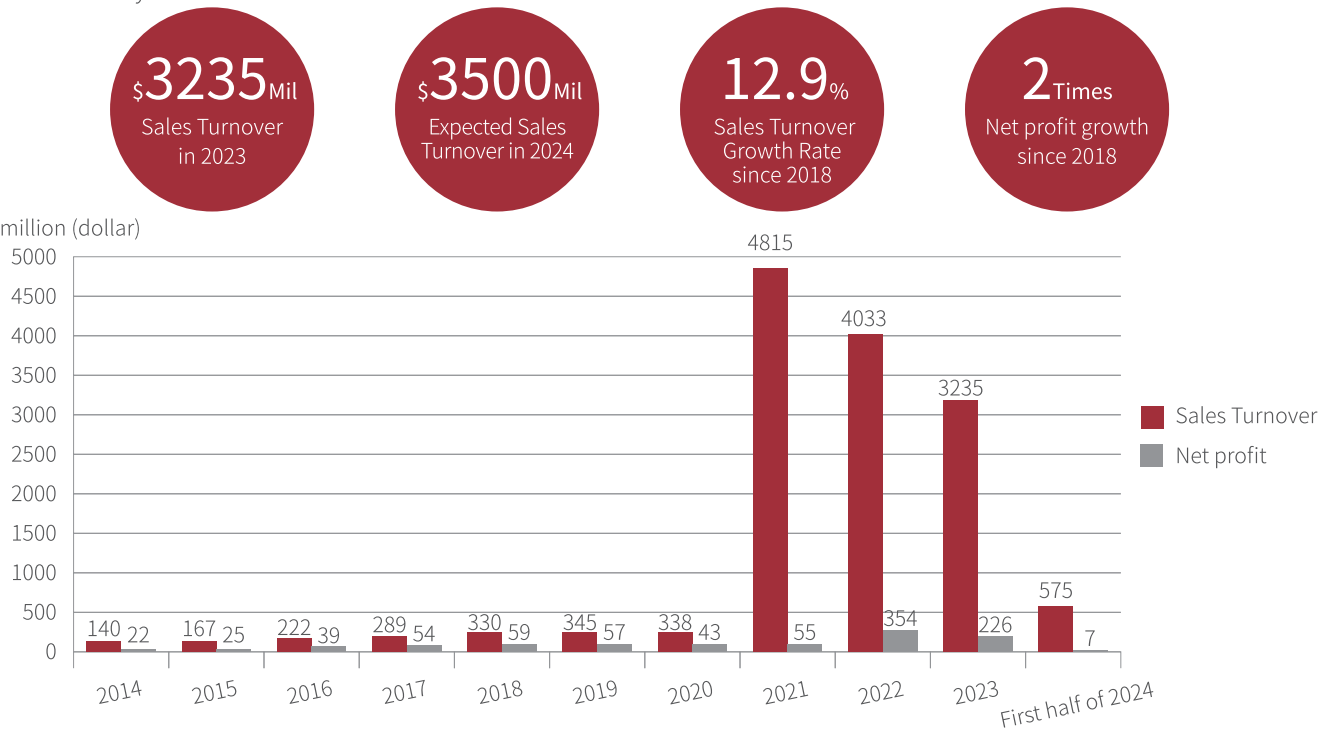


Enterprise Scale



Performance

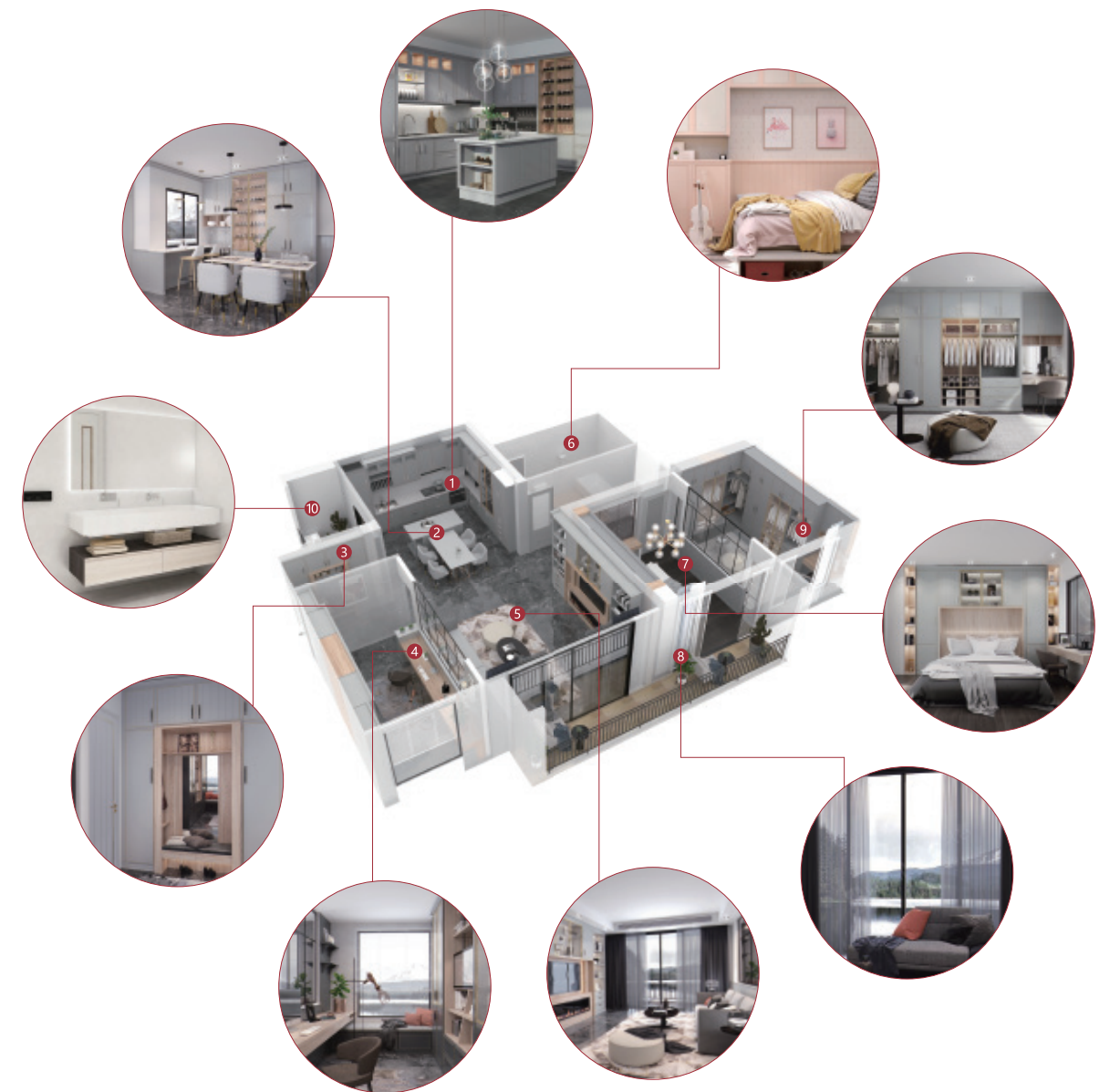
In recent years, HOLIKE has grown steadily in its overall performance. In the first half of 2024, sales turnover is up to 4029 million yuan.



II COMPANY ADVANTAGES

ONE STOP SOLUTION SERVICE

HOLIKE provides one-stop service and exclusive whole house customization for our customers.



- 1 Kitchen
- 2 Dining Room
- 3 Entrance
- 4 Multi-functional Room/study
- 5 Living Room
- 6 Children's Room
- 7 Bedroom
- 8 Balcony
- 9 Cloakroom
- 10 Bathroom

10 Customized Spaces

- Kitchen
- Bedroom
- Living room
- Bathroom
- Balcony
- Cloakroom
- Children's room
- Dinning room
- Entrance
- Multi-functional room/study

5 Product Categories

- Kitchen cabinet
- Wardrobe
- Interior door
- Loose furniture
- Whole house customization

8+ Design Styles

- Luxury style
- Modern style
- Simple European style
- European and American classical style
- Industrial style
- Naturalism style
- New Chinese style
- Nordic style

6+ Door Panel Materials

- Melamine
- PET
- PVC
- UV
- Lacquer
- Laminate

100+ Colors

- Solid color
- Wood grain
- High gloss
- Matte



PRODUCT APPRECIATION

Modern urban life has been full of turmoil,
we need to create a comfortable home.
After struggling in the busy city,
go home from work,release the pressure,
and find your own pace of life.



www.holikehome.com



MONET SERIES

Light French style

Embracing arc artistry, sketching light retro French romance.

LD KG integrated design creates an open spatial form.





WALDEN III SERIES

Minimalist style

Powder-coated wall cabinets integrated into one unit, refreshing with a natural minimalist style.

Constructing a warm and elegant atmosphere with pure color tones, exploring a high-quality lifestyle.

HOLIKE



BLUES SERIES

High-end Simplicity

Building multifaceted life with personality modules, interpreting the beauty of humanities and interests.
Renewing presentation with precision engineering, reconstructing the warmth of life with style and quality.





ORIENTAL ELEGANCE SERIES

Elegantly Chinese-style

Gracefully holding the pen, continuing the beauty of blending ancient and modern aesthetics. Using multidimensional curves to depict the elegance of contemporary Eastern charm.



HOLIKE



AMAN SERIES

Minimalist Fashion

Integration of door, wall, and cabinet innovative module design, interpreting the minimalist lifestyle with rational aesthetics. Modulating spatial forms with pure texture, returning to the natural and comfortable essence.

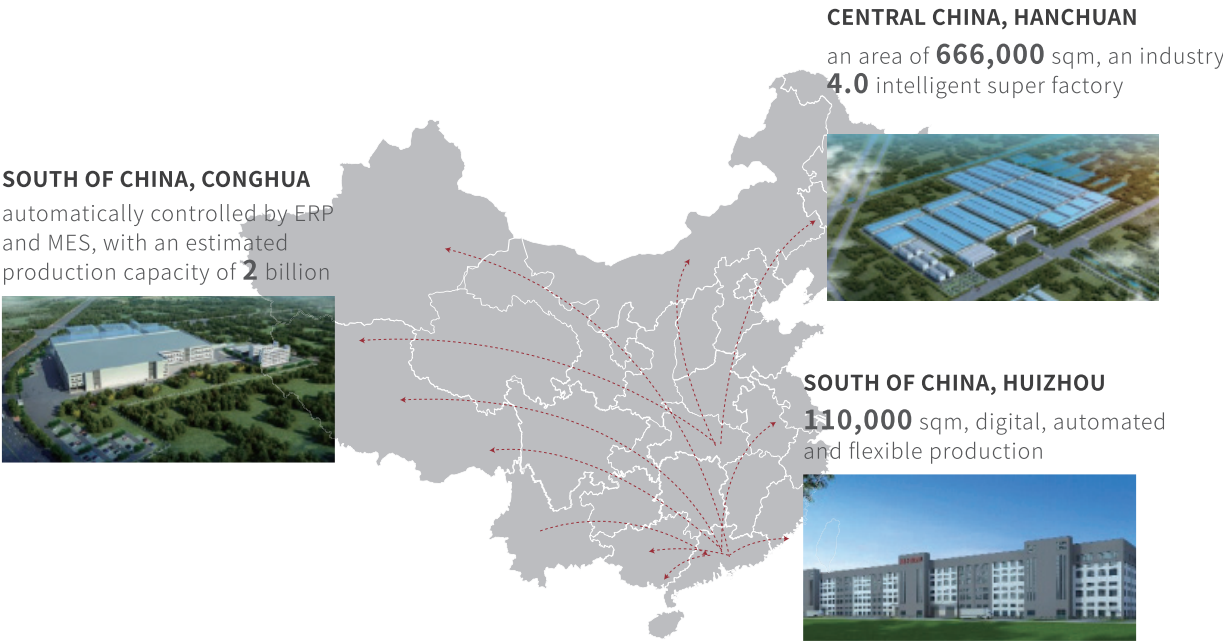


LARGE PRODUCTION CAPACITY

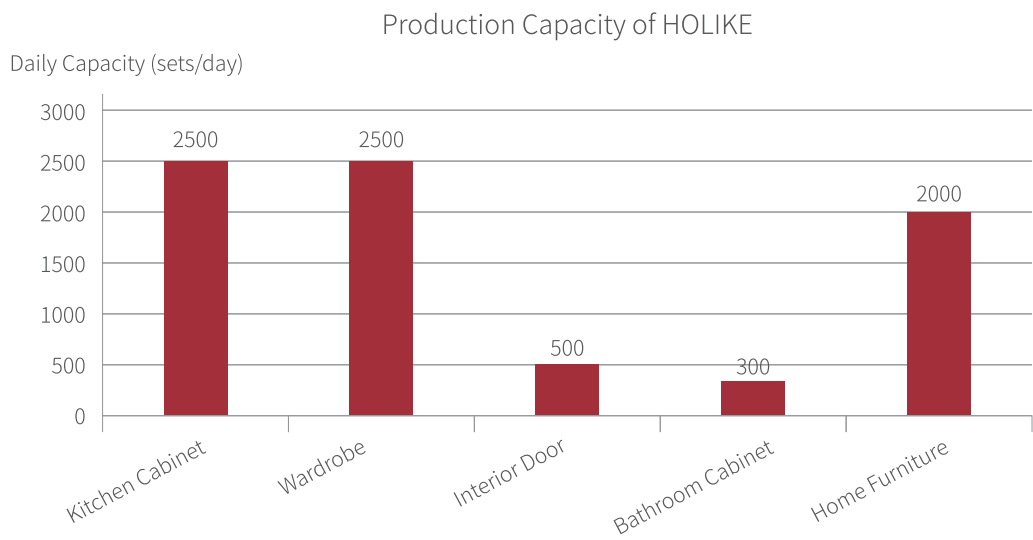
HOLIKE’s large production capacity support can ensure competitive delivery time and price, let your project operate efficiently and orderly.

Industrial Manufacturing

- 3 manufacturing bases
- 1,000,000+sqms in area
- Industry 4.0
- Automated 3D warehouse



Daily Production Capacity



Full Intelligent Automatic Production Line

We not only have large production capacity, but also carry out precision manufacturing. High end processing equipment and automatic production line provide a strong guarantee for HOLIKE’s product quality.

The most advanced production equipment from Germany and Italy



Germany- IMA edge banding equipment



Germany- Homag engraving machine



Germany - Wemhoner 3D veneer equipment



Austria- Schelling cutting equipment



Italy- Biesse drilling equipment

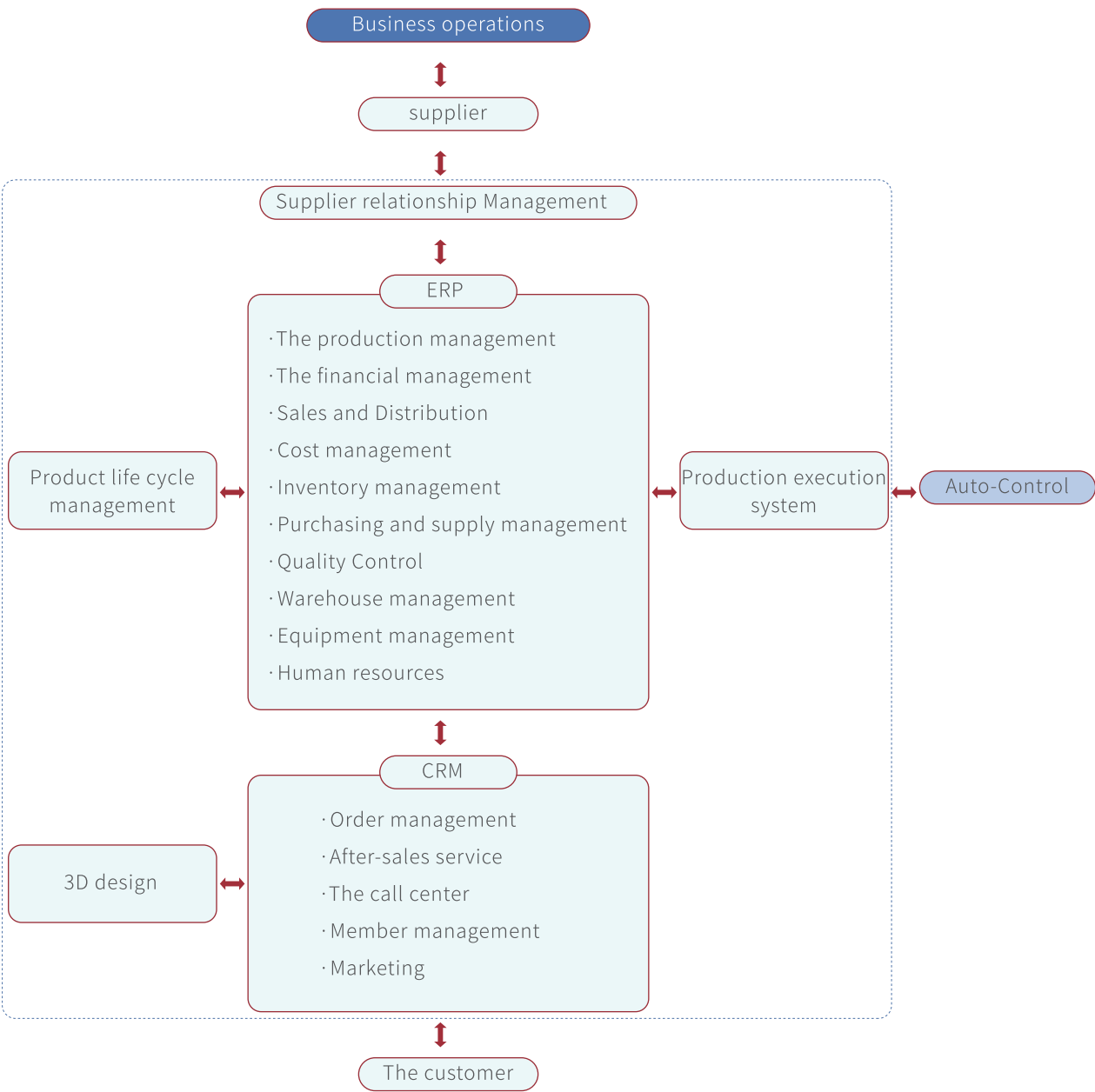


Germany- Homag processing center

Industry 4.0

The digital information management system intelligently integrates all processes from design, production to sales, making your business run efficiently.

Production Digital Information Control Process System



Industry 4.0 intelligent manufacturing workshop



Intelligent unmanned material cutting workstation



Intelligent monitoring center



Automated sorting system

HIGHEST NAF QUALITY ASSURANCE

Global Top 10 Suppliers

HOLIKE has built the strategic cooperation relationships with the world-leading material suppliers, including machine, panel, glue, edge band, surface finish, hardware, etc. Ensure that HOLIKE provide the superior quality products to our customers.



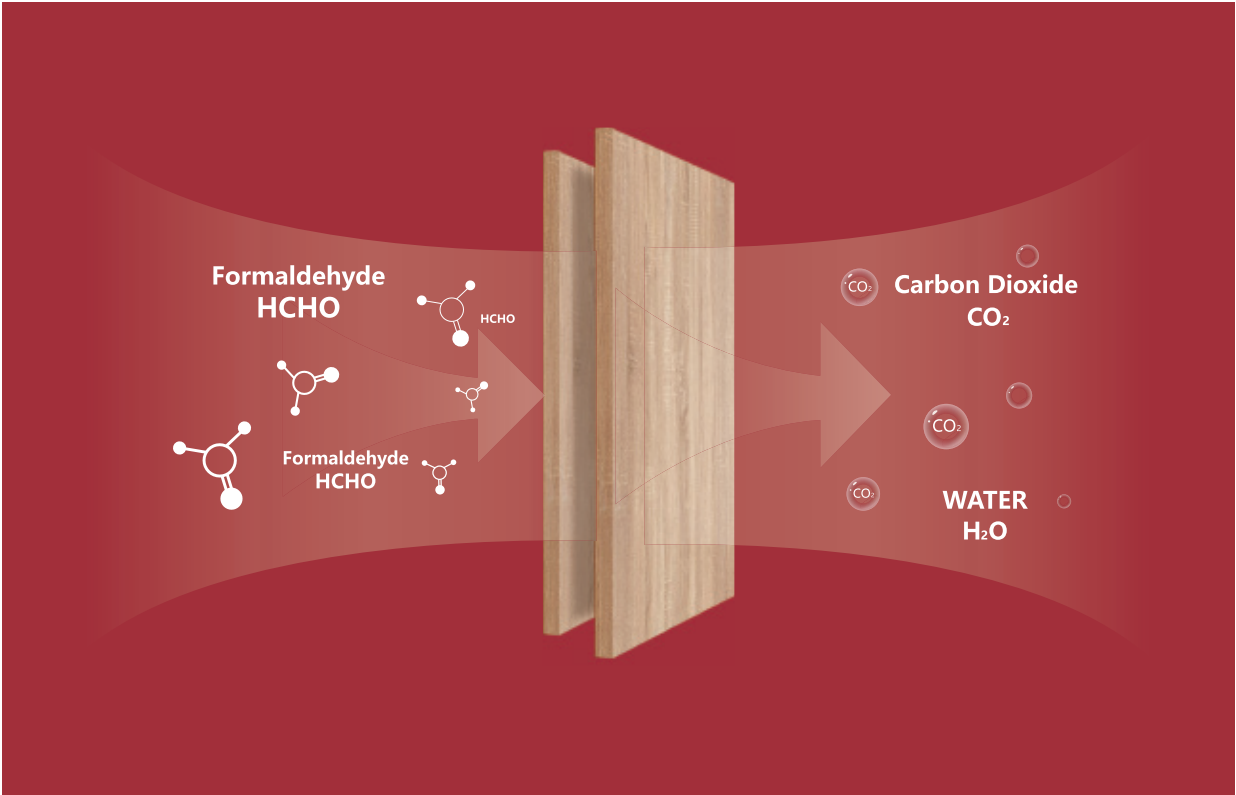
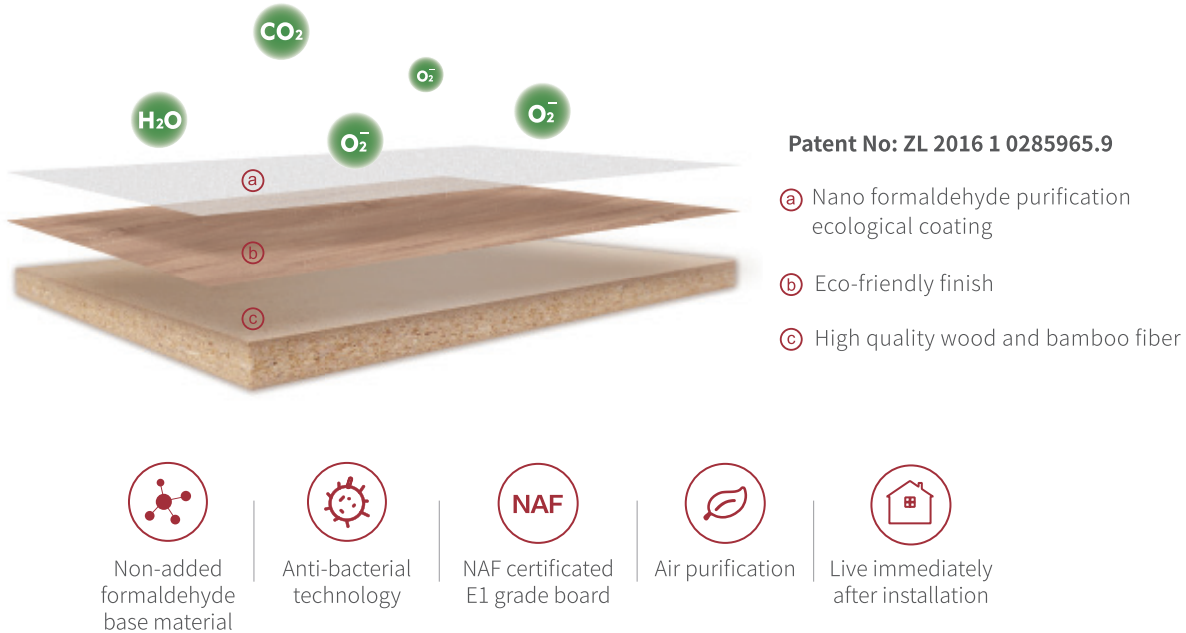
HOLIKE carefully select global top suppliers to realize intelligent made in a global perspective.

Eco-friendly Board

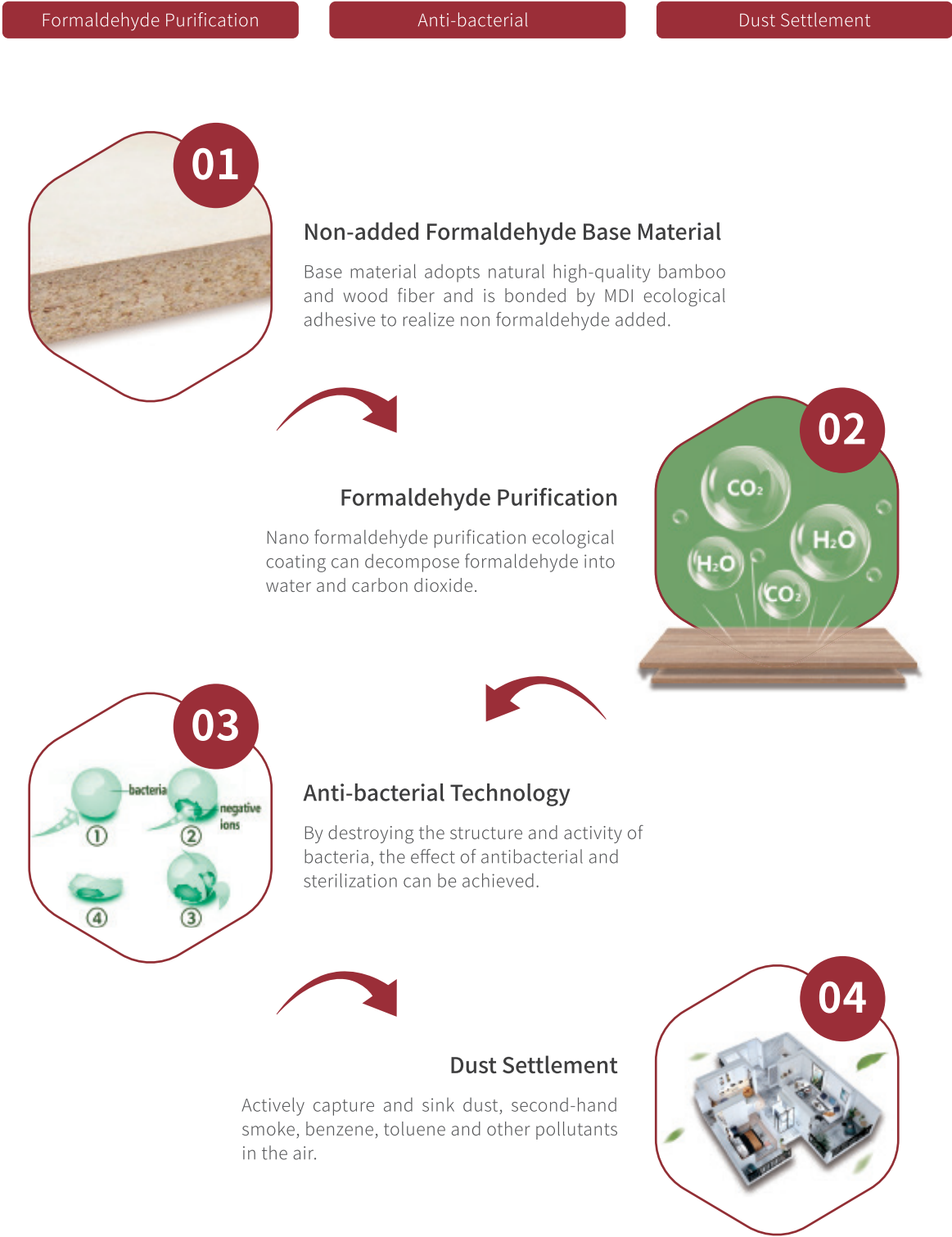


- High quality wood fiber
- Non-added formaldehyde base material
- Strong deformation resistance
- Strong nail holding force
- MDI Adhesive: Medical field materials
- Cost-effective

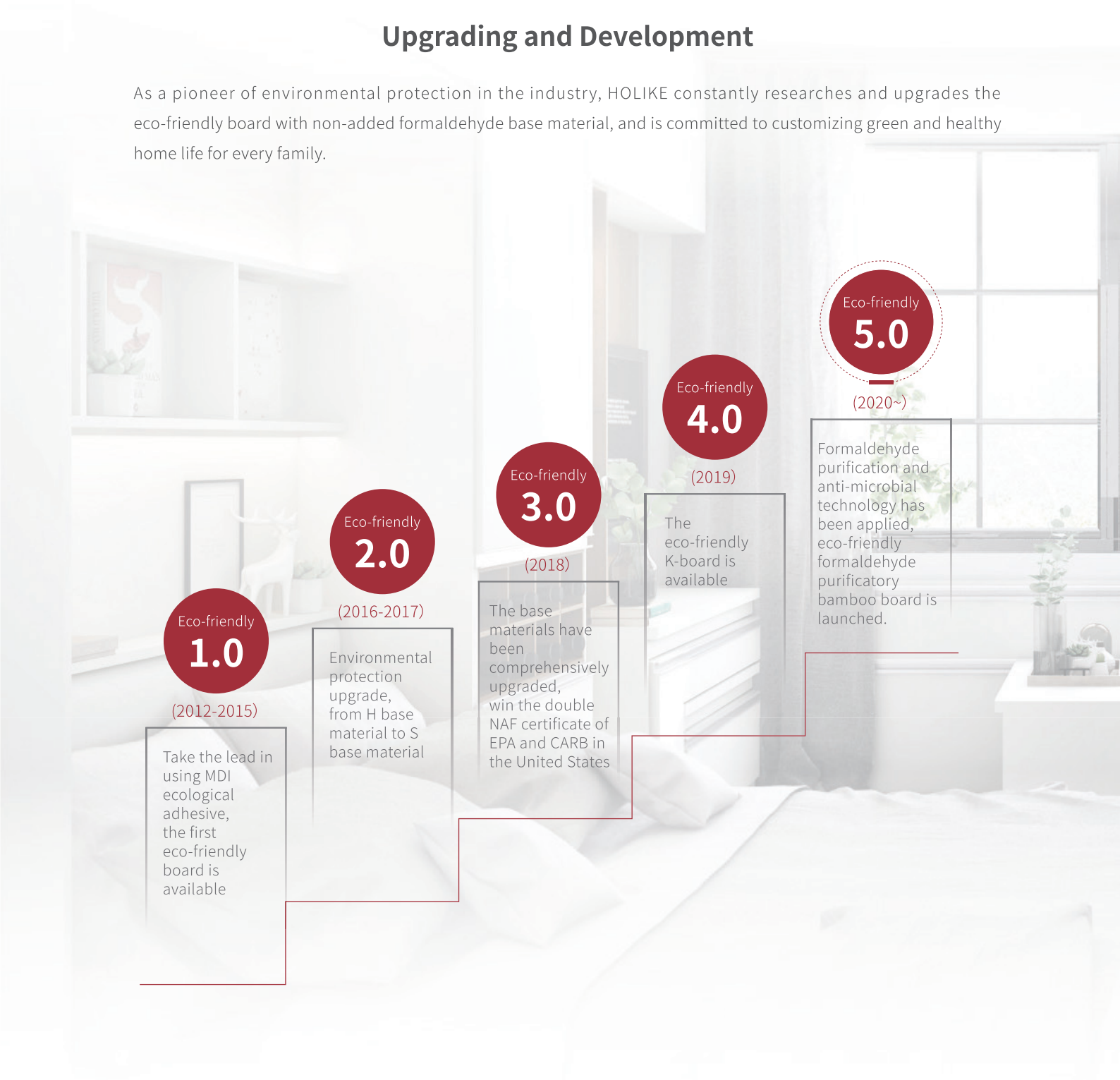
Eco-friendly Formaldehyde Purificatory Bamboo Board



Formaldehyde Purification

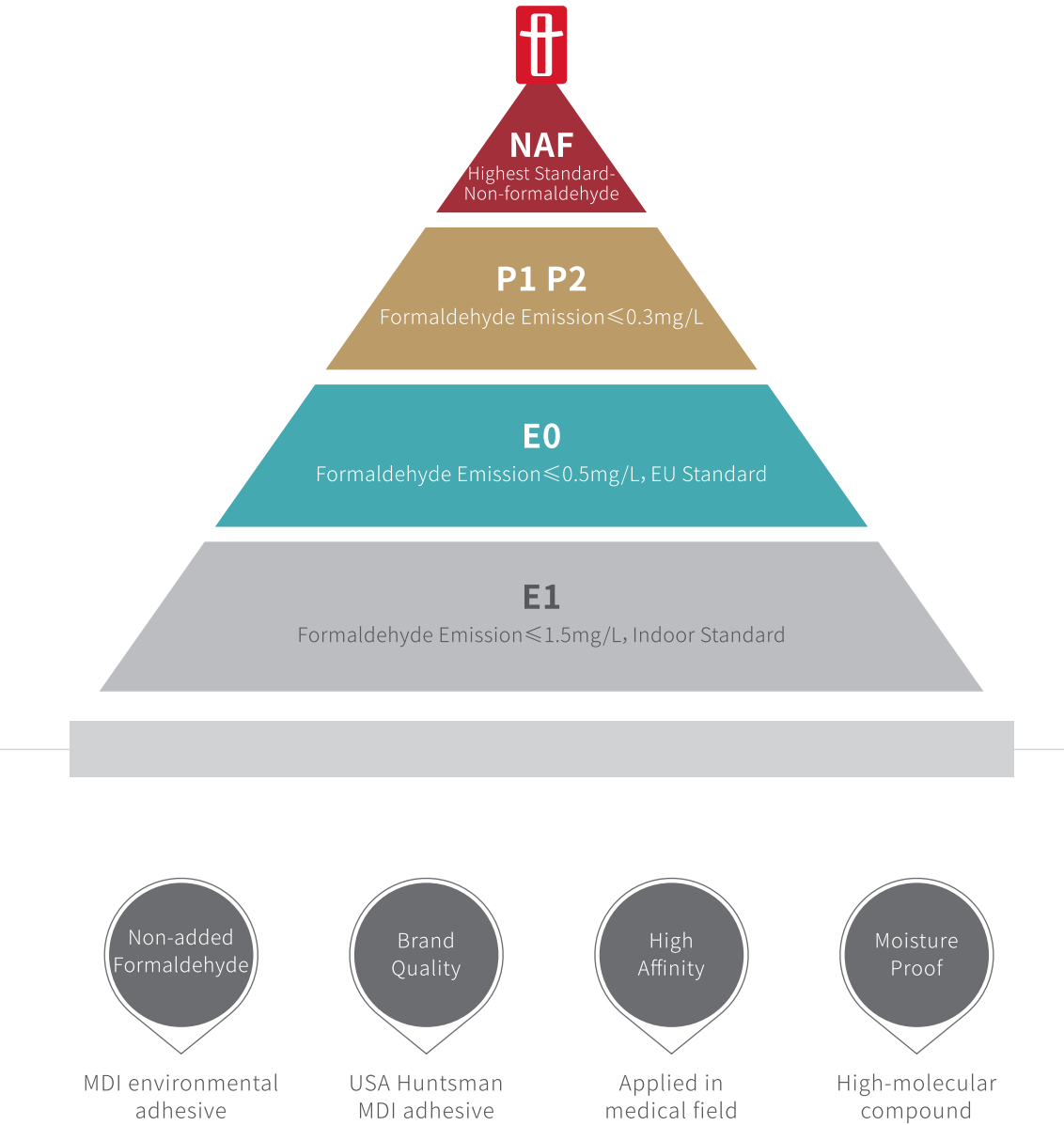


International Highest Eco-friendly Level



Global Highest Certification Standard

HOLIKE has been directing its energies to research and develop the eco-friendly boards.Our boards meet the highest international eco-friendly standards: eco-friendly material, with the highest standard Doubled NAF & SGS & JAPANESE F4 star & FSC & PEFC certificate.



Certificate



America NAF(CARB & EPA)-MDF



America NAF(CARB & EPA)-PB



Japan F★★★★



Switzerland SGS



Europe PEFC Forestry Certification



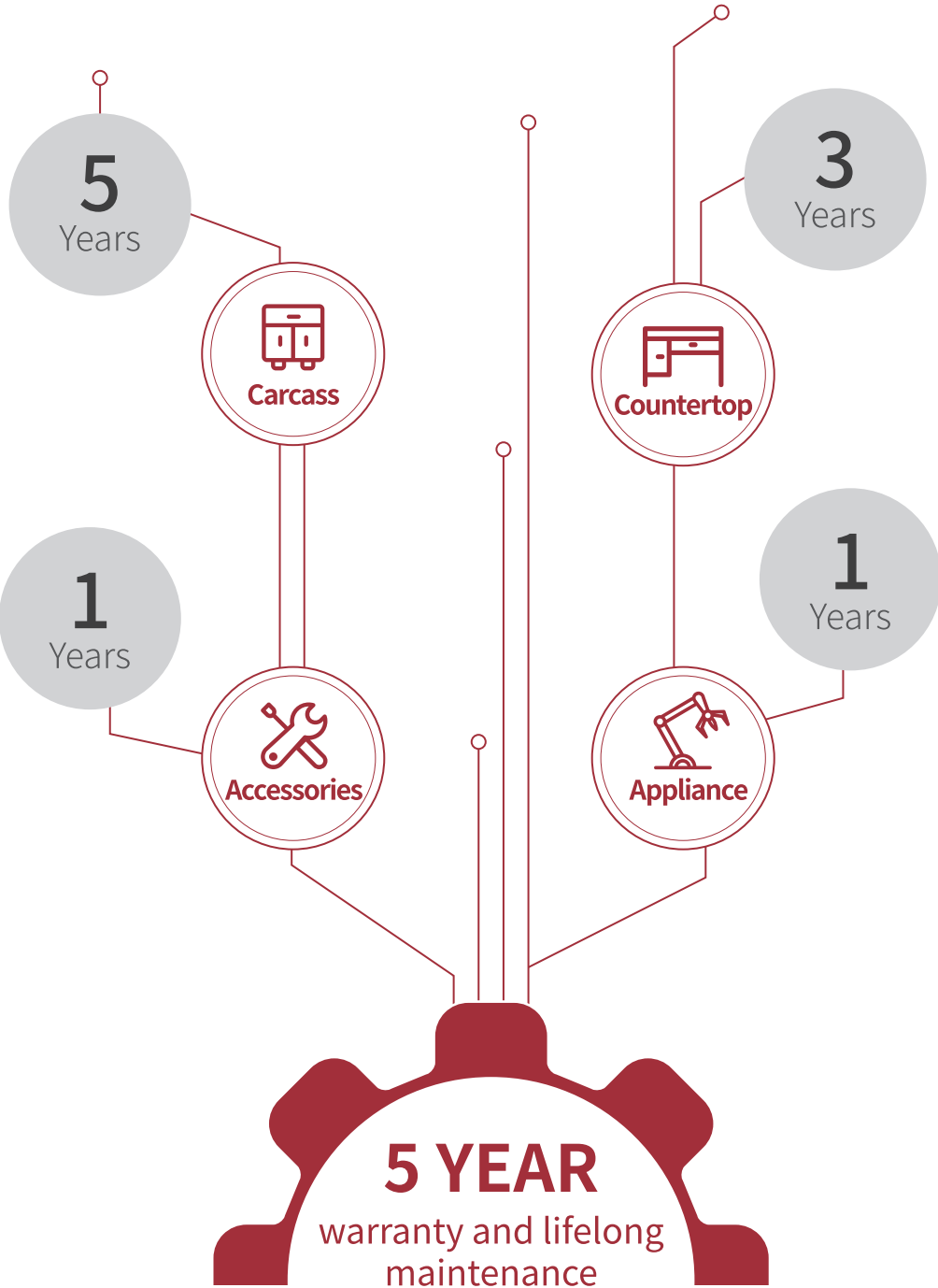
FSC Forestry Certification

National Level High-Tech R&D Center

HOLIKE is the only one has the National Level High-Tech R&D Center in industry in China, which integrated R&D and testing function. (CNAS Laboratory according to nation standard). The sampling inspection of boards is a regular measure of HOLIKE to ensure the board’ s various properties and provide customers with high-quality and durable products.

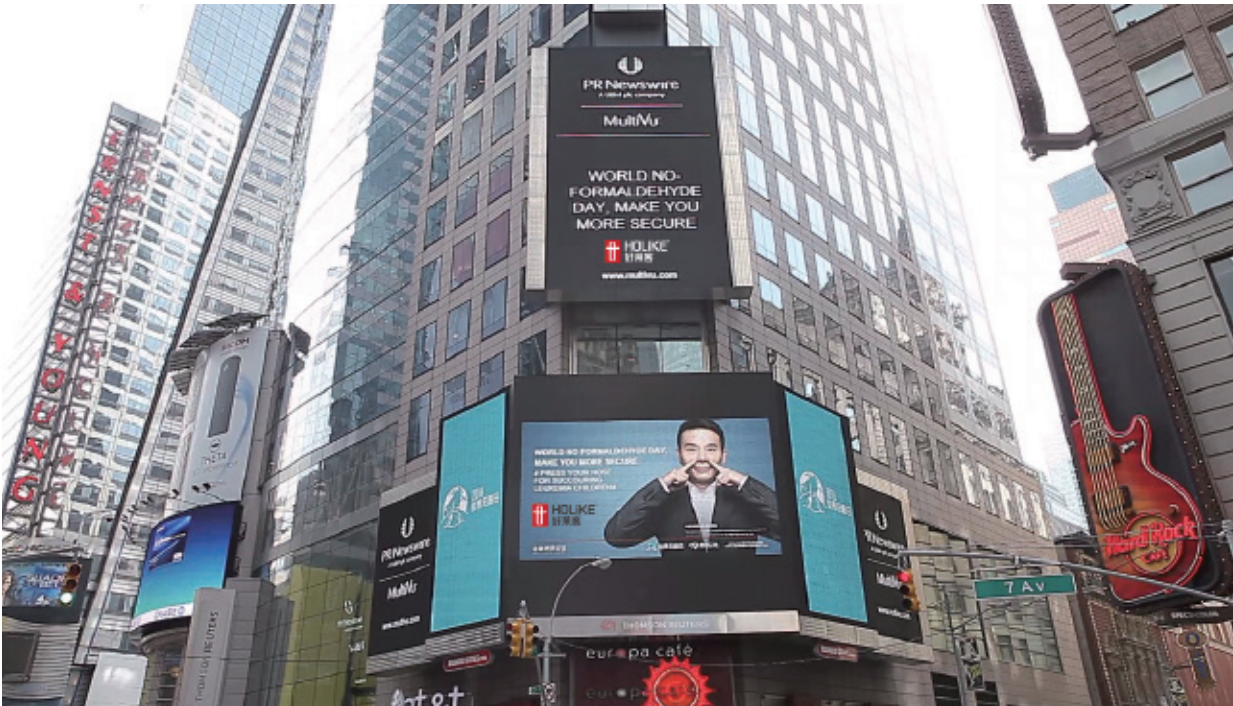


After Sales Warranty



GLOBAL ADVERTISING MARKETING

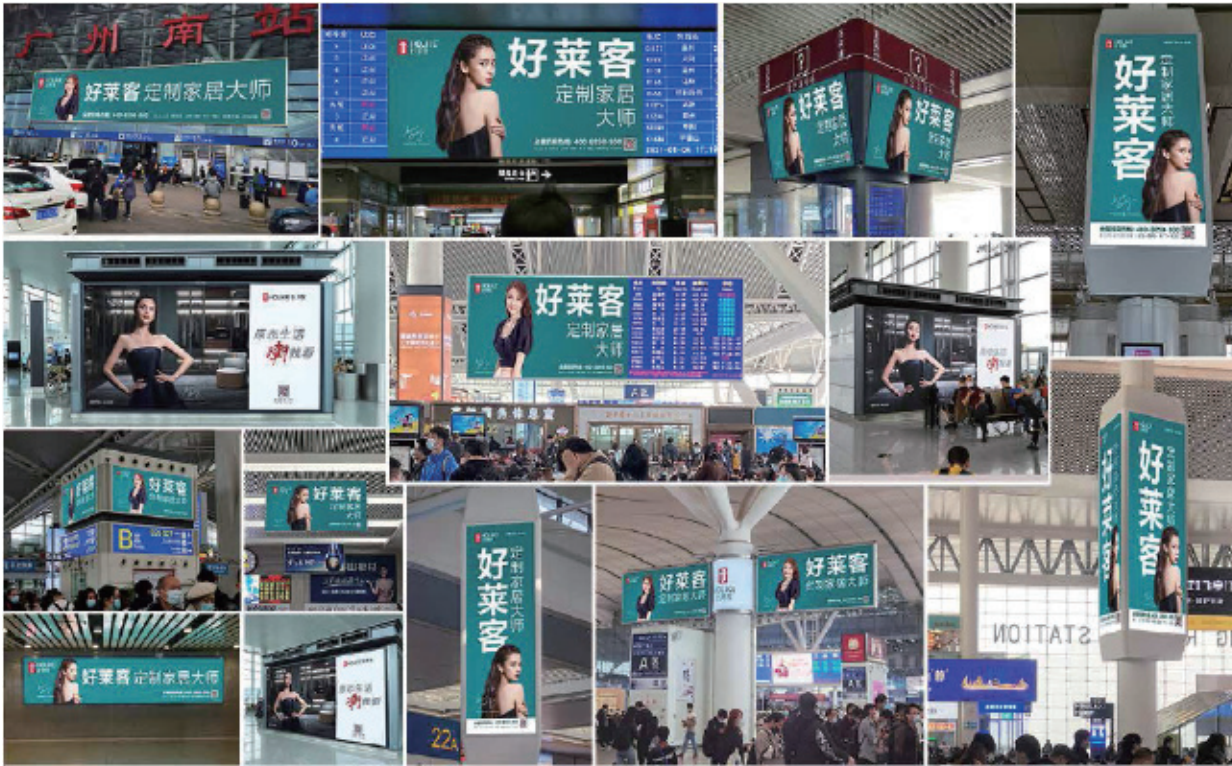
HOLIKE strives to explore overseas markets and expand the overseas influence. We continue to put billboards on major aircrafts. Digital billboards have also been placed in New York Times Square.



Times Square, New York



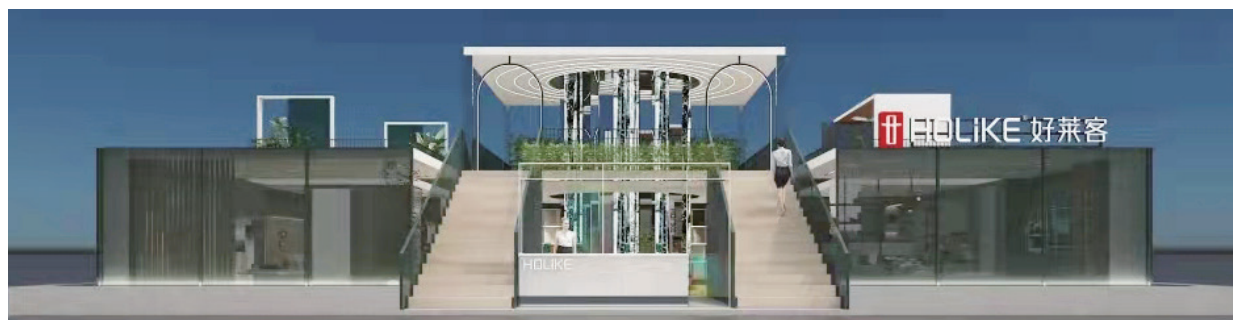
Canton Tower



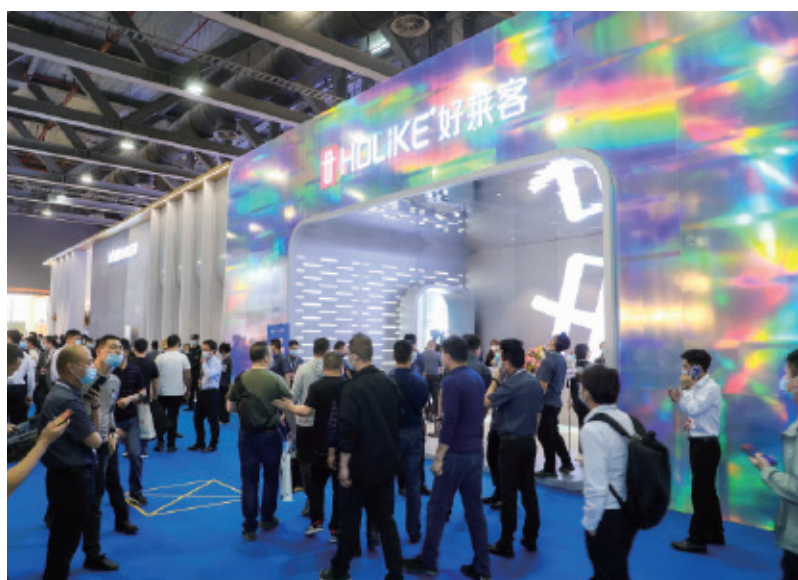
Airport Billboards



CBD Fair-Shanghai



CBD Fair-Guangzhou



Custom Home Expo

III GLOBAL PROJECTS

STRATEGIC PARTNERS

With high-quality products and comprehensive services, we have won the trust of real estate developers and established a stable and long-term strategic cooperative relationship to achieve a strong alliance and a win-win coexistence since 2002.



PROJECTS CASES

With HOLIKE One-stop Solutions



Project Case	
Project Name	The Lin Q-120 units
Project Address	118 Upper Bukit Timah, Singapore
Developer	BBR Holdings
One Stop Products	Kitchen cabinet,Wardrobe,bathroom cabinet
One Stop Solution	Design,Proposal,Production,Shipment
Material	Melamine-Matt Grey
Service Time	2023-2024



Project Case	
Project Name	268 Apartment-68 units
Project Address	268 River Valley Road, Singapore
Developer	LHN group
One Stop Products	Kitchen cabinet, Wardrobe, Loft
One Stop Solution	Design, Proposal, Production, shipment
Material	Melamine-Wood grain Green
Service Time	2023-2024



Project Case	
Project Name	湖镜 Phase 4th-26 units
Project Address	Bangkok, Thailand
Developer	Risland
One Stop Products	Kitchen cabinet
One Stop Solution	Design, Proposal, Production, Shipment
Material	Melamine-Wood grain
Service Time	2023



Project Case	
Project Name	142-144 WARRIGAL Villa-9 units
Project Address	Camberwell,Melbourne, Australia
One Stop Products	Kitchen cabinet, wardrobe, vanity, Laundry, Storage
One Stop Solution	Design, Proposal, Production, shipment
Material	Kitchen,Laundry,Vanity,Wardrobe-Lacquer,Shaker door; storage-Melamine
Service Time	2024



Residential Project Case	
Project Name	Private Luxury Villa
One Stop Products	Whole house furniture
Project Address	India
One Stop Solution	Design, Proposal
Service Time	2021





Project Case	
Project Name	Minghua-Yugang City
Project Address	HANZHOU
One Stop Products	Kitchen cabinet, Wardrobe, Bathroom cabinet
One Stop Solution	Design, Proposal, Production, shipment
Service Time	2023-2024



Project Case	
Project Name	ShenZhen Bay Apartment
Project Address	SHENZHEN
One Stop Products	Kitchen cabinet,wardrobe,Bathroom capinet
One Stop Solution	Design, Proposal, Production, Shipment
Service Time	2023-2024

PROJECT SUPPORTS

S1	 Proposal Design	· Deepen the 2D design based on the floor plan/decoration drawing · Recommend material solutions · 3D renderings design
S2	 Budget Save	· Different plan budgets: Offer 2-3 plan references (medium, high-end, economic plan) · Design suggestions: Save budget · Other budget references (transportation budget, installation budget, etc.)
S3	 Working Schedule	· Working schedule: Plan according to the project completion time requirements (order-production- transportation-installation) to make each node orderly · Progress reminder
S4	 Measurement Support	· Document guidance · Headquarters installation team measurement · Project local installation team measurement
S5	 Shipment Support	· Shipment CBM or time reference · Shipment budget reference · Recommended for forwarders with 10+ years · Diversified methods (EXW, FOB, CIF, DDP, etc.)
S6	 Installation Support	· Customer DIY: Send video and document guidance, or remote assistance · Headquarters support · Local support: On-site installation guidance
S7	 Mock up Support	· Color or samples matched: According to the original project color · Mock up: Finish the mock up and Confirm the details before bulk order
S8	 Aftersales Support	· 5-year cabinet warranty · After-sales green channel production for projects · Local partner quick response after-sales support · Regular project return visits by headquarter staffs



SHOWROOMS WORLDWIDES

Since its establishment in 2002, HOLIKE has **more than 2000 showrooms** in the world.

Showroom in Headquarter (5000Sqm) >>>

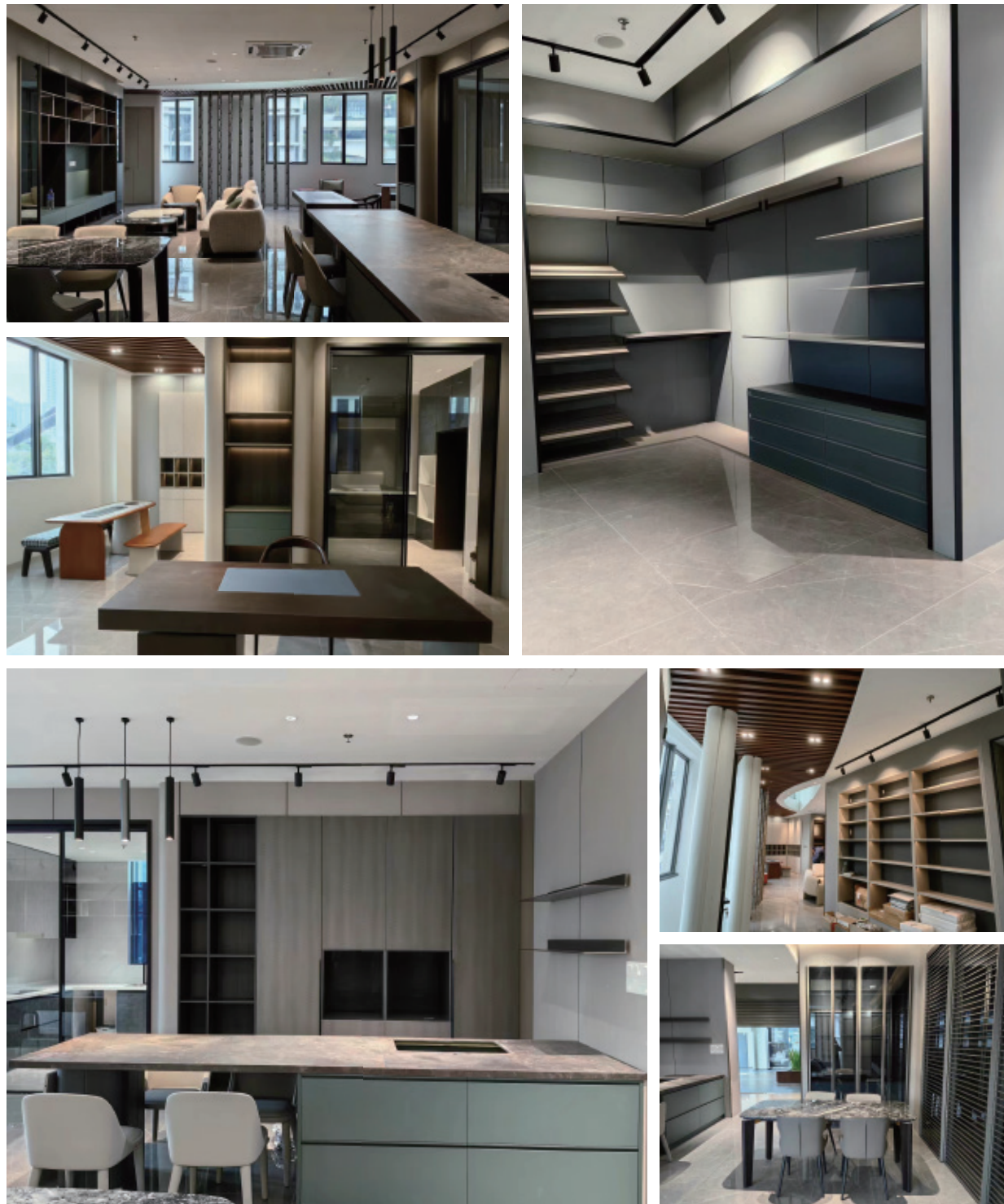
The showroom in Guangzhou headquarter covers an area of 5000 square meters, including four pavilions: "Public Area", "Whole House Customization Theme Pavilion", "Home Decoration Pavilion" and " Construction Project Pavilion".



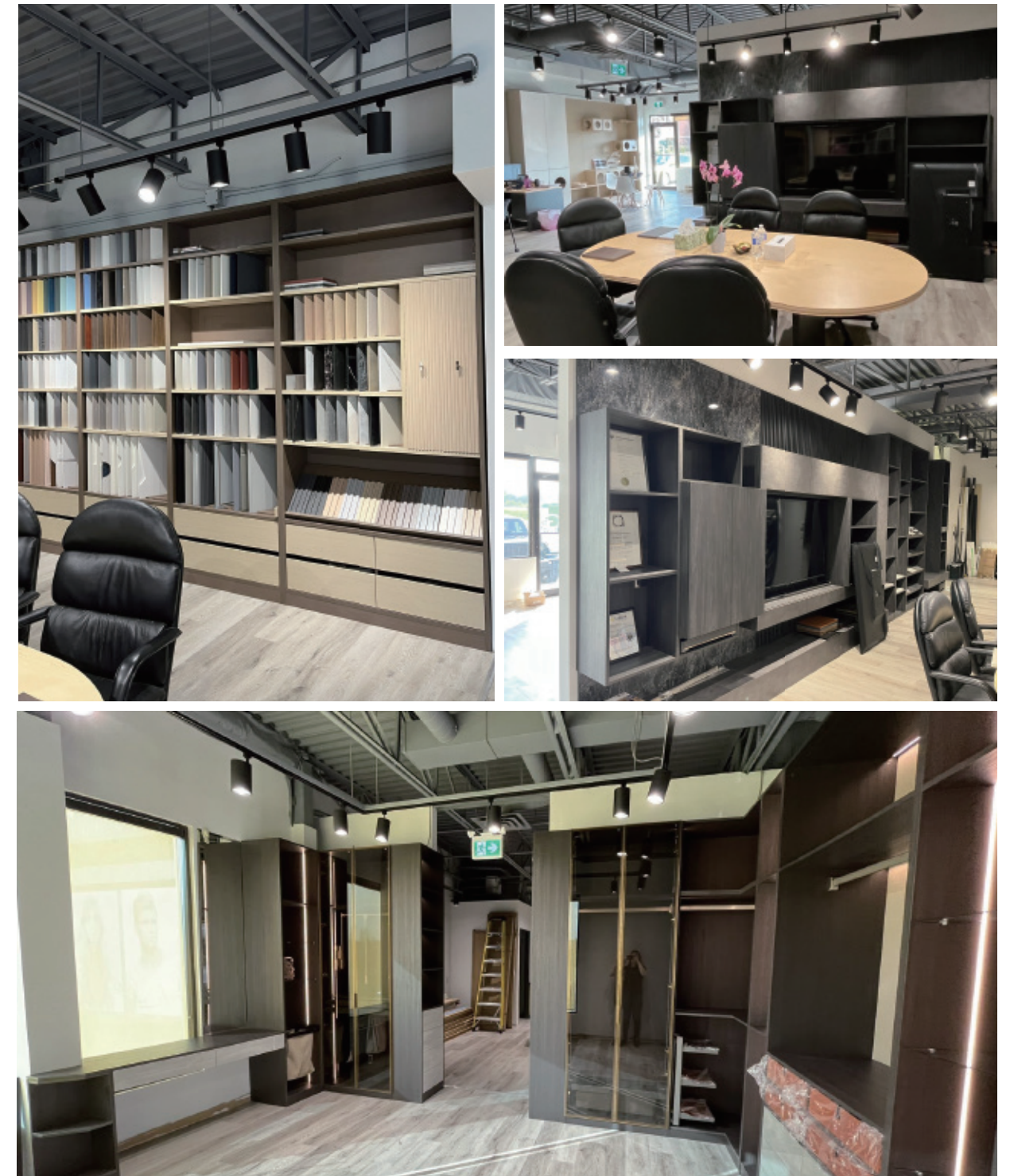
Holike- Oman >>>



Holike-Kuala Lumpur, Malaysia >>



Holike-Ottawa, Canada >>



JOIN HOLIKE—HIGH-ROI CHOICE!

Join Support

S1 SUBSIDY POLICY

- Franchiser special price
- Showroom decoration subsidy
- Samples subsidy
- Showroom design fee
- Annual rebates

S2 ADDRESS ANALYSIS

- Provide market analysis support service
- Provide showroom address analysis service

S3 CONSTRUCTION SUPPORT

- Design: 2D drawing-Construction drawing-Decoration advice-Sample selection advice
- Installation: Installation guide service

S4 TRAINING SUPPORT

- Team building: Organizational structure & recruitment advice
- Team training: Headquarters training and local showroom training from products to management
- Online training: HOLIKE business school lessons

S5 CUSTOM RESOURCE

- Provide local market customer resource
- Provide sales documents and sales tools

S6 OPERATION SUPPORT

- Showroom operation problems analysis and solution
- Marketing case
- Headquarter operation team support

S7 ADVERTISING SUPPORT

- Provide promotion material
- Local advertising scheme suggestion

S8 SALES CHANNEL SUPPORT

- Marketing and sales development guide
- Exhibition support

S9 SHIPPING SUPPORT

- Provide competitive shipping agent
- Cut down the operation cost and increase profit

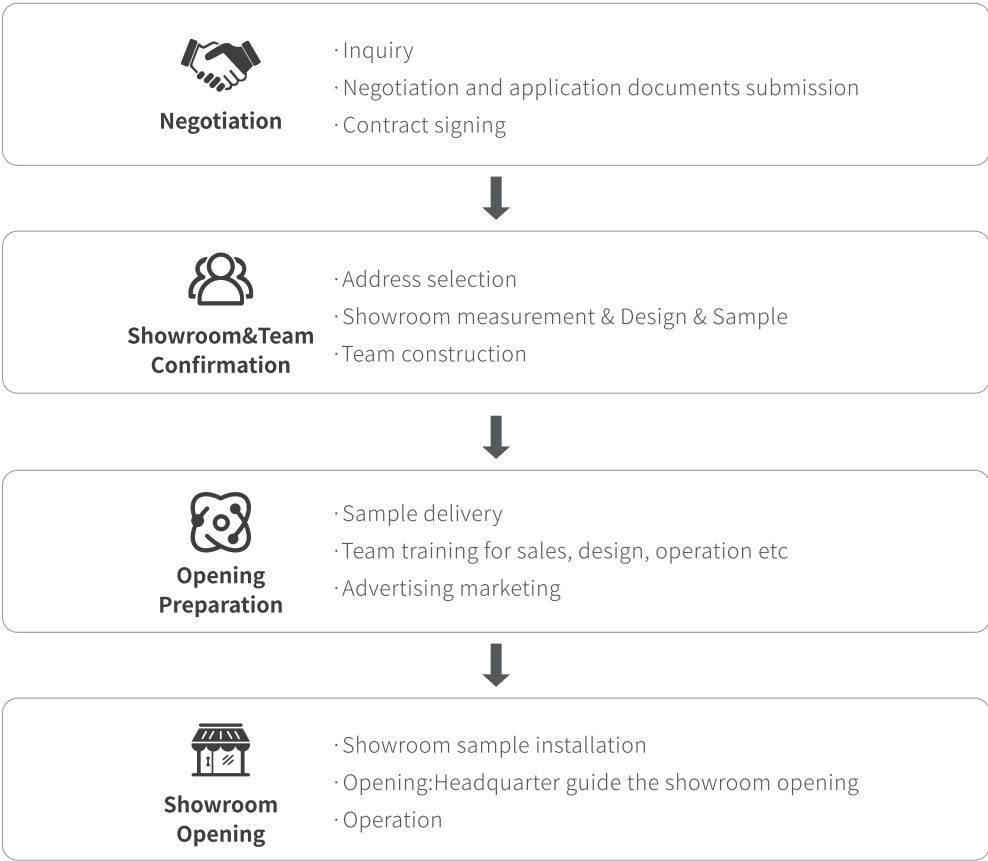
S10 AFTER-SALE SUPPORT

- Experienced and well trained after-sales team
- Provide 24h*6d service

Join Requirement

- **INVESTMENT** Showroom investment $\geq$ USD 80,000
- **EXPERIENCE** Industry experience $\geq$ 3 years
- **RESOURCE** Local industry customer resource
- **SHOWROOM** Showroom area $\geq$ 300m², base on HOLIKE SI standard
- **OPERATION** Specific marketing plan

Join Process



Showroom Building Process



Step1
Showroom Position
· Store building process



Step2
Demand Disassembly
· Select the showroom proposal
· Confirm store space design



Step3
Design Negotiation
· Zone function
· Product line
· Appearance



Step4
Scheme Development
· Competitor analysis
· Design sketch & Order



Step5
Scheme Inspection
· Standard inspection
· Products line inspection
· Item Code inspection
· Brand and culture inspection
· Decoration standard inspection



Step6
Evaluation & Summary
· Showroom construction
· Project summary
· Result analysis

