

让世界更有创意!



wondershare  
万兴科技

## 品牌使命

### Brand Mission

让世界更有创意!

To enable a creative world!

## 品牌愿景

### Brand Vision

致力于成为全世界范围内有特色、有影响力的百年软件老店

Wondershare is dedicated to becoming the most globally unique and influential software company in the world

## 核心价值观

### Core Value

“三勤六和”村落式文化

We believe in hard work and harmony. We encourage working together as a community

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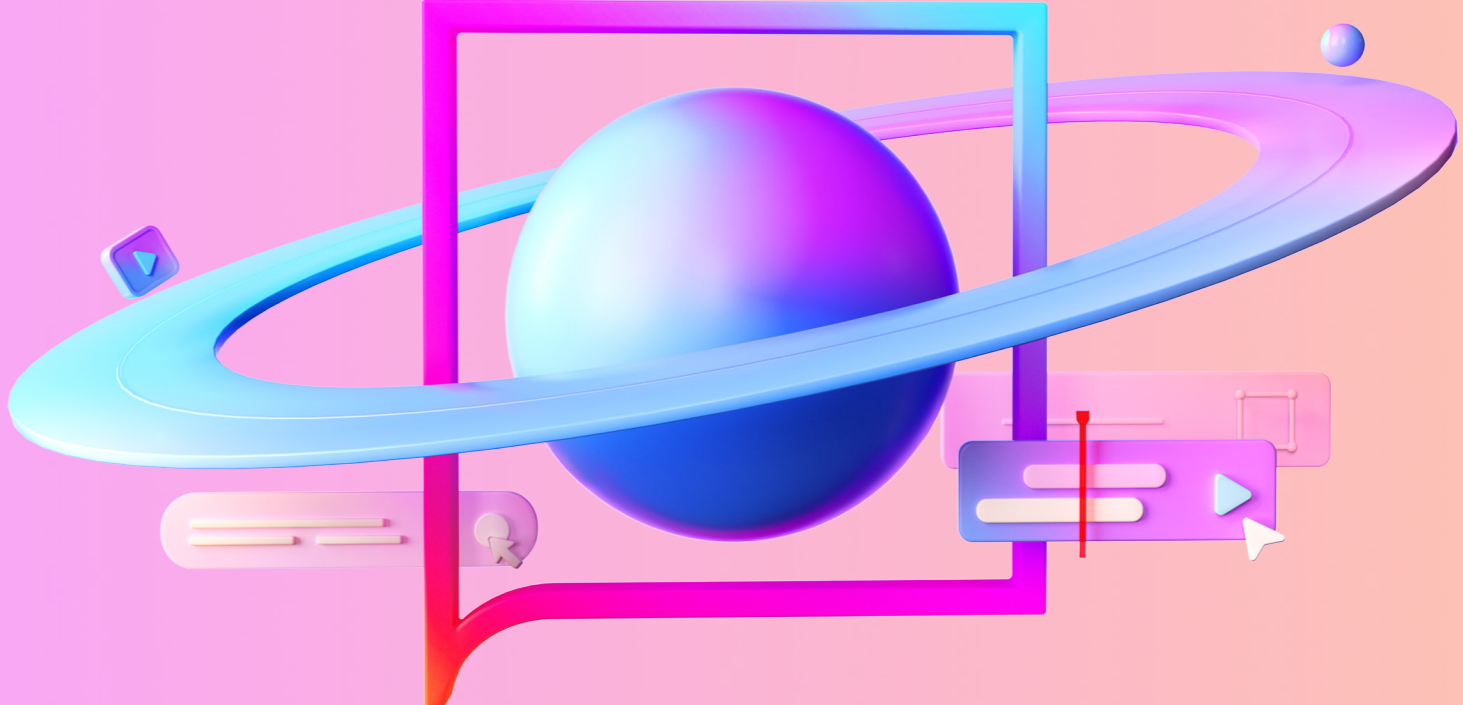
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# Company Profile

## 企业概况

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# Our Story

## 公司简介

创意软件 A 股上市公司万兴科技（300624.SZ），是全球领先的新生代数字创意赋能者，致力于成为全世界范围内有特色、有影响力的百年软件老店。

公司以“让世界更有创意”为使命，面向全球海量新生代用户，提供简单高效的数字创意软件、潮流时尚的创意资源和丰富多元的生态化服务，赋能人们在数字时代与众不同地进行创意表达，帮助每一个新生代创作者将头脑中的灵感变为可见的现实。万兴科技也是中国政府认定的“国家规划布局内重点软件企业”，连续跻身“德勤高科技高成长亚太区 500 强”、“福布斯中国最具发展潜力企业”“元宇宙潜力企业 TOP50”等荣誉榜。

当前，万兴科技深耕数字创意软件领域，推出万兴喵影、Wondershare Filmora、Wondershare VidAir、StoryChic、Beat.ly、万兴优转、万兴录演等视频创意软件，亿图图示、亿图脑图、墨刀等绘图创意软件，万兴 PDF、Wondershare PDFelement 等文档创意软件，万兴恢复专家、万兴数据管家、万兴易修等实用工具软件。公司正以前瞻的视野推进全球化布局，在深圳设立研发总部，并在长沙、北京、杭州、郑州、西安、温哥华、东京等地设立运营中心，业务范围遍及全球 200 多个国家和地区，全球累计用户逾 15 亿。

万兴科技不断提升产品研发和创新能力，大力进行团队精英化建设，并以独具特色的“三勤六和”村落式文化，为员工打造释放个体价值的成长平台，为团队注入独立思考、勤奋务实、与时俱进的精神活力。

在平等、开放、协作、共享的人文理念下，万兴人不断成长，共同朝着“百年万兴、全球万兴”梦想笃定前行。

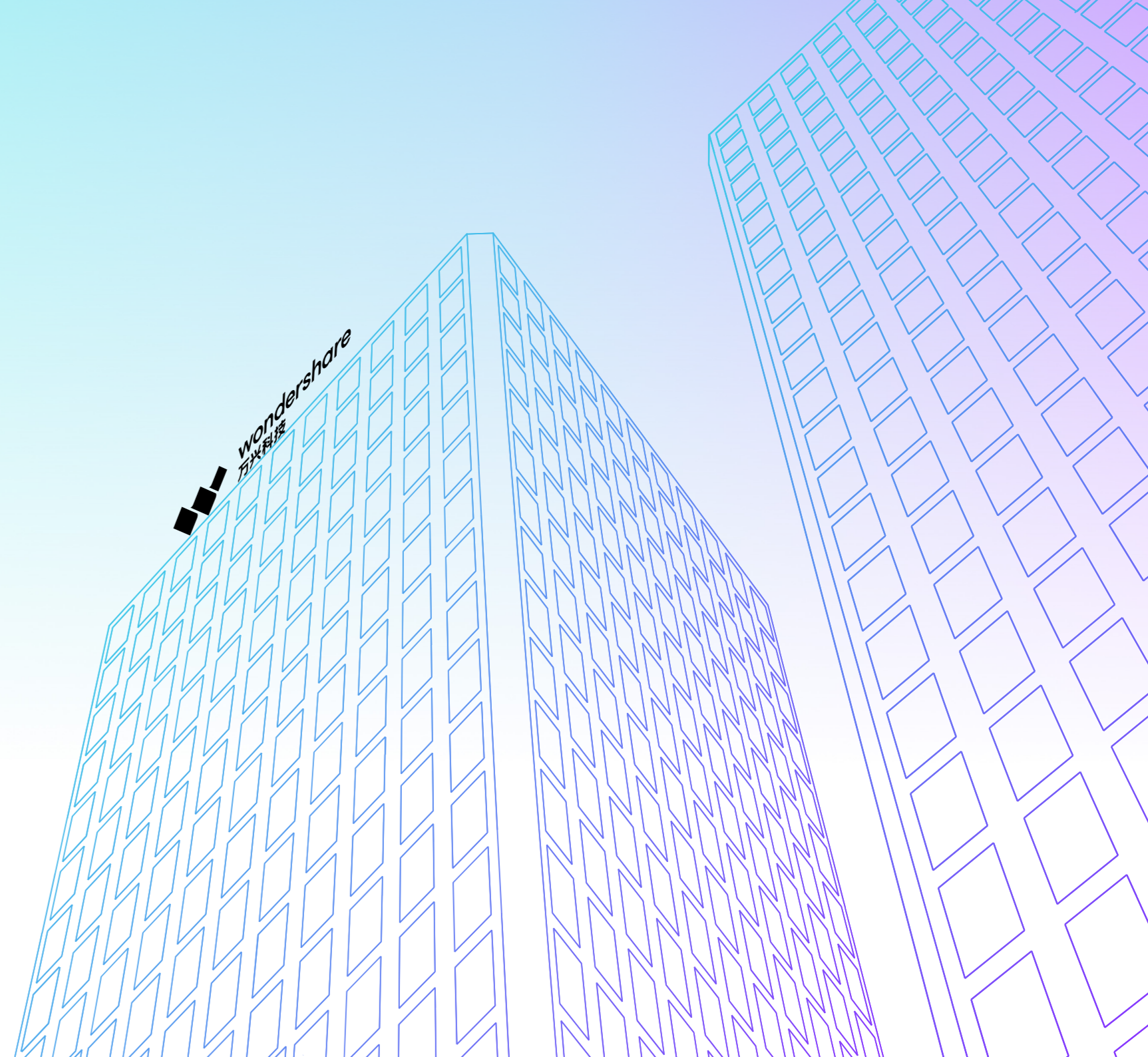
Wondershare (300624.SZ), the world's leading digital creative software maker. Wondershare is committed to becoming a unique and influential software company that will be here for the next century.

With the mission "To Enable a Creative World ", we provide simple and efficient digital creative software products, fashionable creative resources, rich and diversified ecological services to the new generation of internet users around the world, empowering them to express creativity uniquely, and helping digital creators turn their inspiration into reality. Wondershare is also recognized as a "key software enterprise within the national planning layout" by the Chinese government, and has been continuously ranked among the "Deloitte High-tech Highgrowth Asia-Pacific 500"、"Forbes China's Most Potential Enterprise" and "2021 Metaverse Potential Enterprise TOP50" .

At present, based on the field of digital creative software, Wondershare continues to broaden the new ecological strategic map of the digital creativity around video creativity, diagram&graphics, pdf solutions, and utilities, including: Wondershare Filmora, Wondershare VidAir, StoryChic, Beat.ly, Wondershare UniConverter, Wondershare DemoCreator, Wondershare EdrawMax, Wondershare EdrawMind, Mickitt, Wondershare PDFelement, Recoverit, Dr.Fone, Repairit, and have all been well received by users all over the world.

The company is advancing its global layout with a forward-looking vision, setting up a global R&D headquarter in Shenzhen and operation centers in Changsha, Beijing, Hangzhou, Zhengzhou, Xi'an, Vancouver, and Tokyo. The company's business operates in more than 200 countries and regions around the world.

Wondershare continues to improve its R&D and innovation capabilities by vigorously building an elite team, as well as a growth platform for employees to achieve individual goals with a unique "three-diligence and six-harmony" village-style culture, injecting independent thinking into the team. Hardworking, pragmatic, and the spirit of keeping up with the times. Under the humanistic philosophy of equality, openness, collaboration, and sharing, Wondersharers continue to grow, and work together toward the dream of "One Hundred Years of a Global Wondershare".





# From Founder

## 创始人致辞

几个世纪以来，以工业革命为代表的科学技术的发展，深刻地改变了人类的生产和生活方式。近几十年，互联网与通信技术的发展将这种改变推向了新的高潮。无处不在的智能网联设备，配合高速互联网络，一个全新的，以分布式计算为基础、以云计算为核心的全球性计算体系正在构建。这是人类社会有史以来面临的最大的机遇与挑战，它将革命性地颠覆人类传统的沟通交流方式与生活娱乐方式，地球也将因此重回“村落时代”。对所有当代 IT 人来说，这是最好的时代！

因势利导，创新求变。2003 年，万兴科技诞生，推出的第一款数字创意产品（Photo to VCD）便风靡海外。如今，我们从刚起步的单一产品牵引，到数字创意新生态产品矩阵驱动，并通过控股亿图、墨刀以及格像科技，不断拓宽战略版图。万兴科技抓住了时代赋予的产业机遇，实现从一百万到破亿美金的突破。

立足中国、布局全球。融汇了数千年中华文化精髓，万兴科技坚持“三勤六和”的核心价值理念，致力于成为全世界范围内有特色、有影响力的百年软件老店！这是一个拥有远大理想的团队，更是一个能洞悉产业规律、兼具全球视野的团队。为全球消费者提供基于全新网络计算环境的产品与服务是我们的起点，而我们一定可以做得更多……

百年万兴、全球万兴的伟大征程已经起步。作为万兴的创始人，我点燃了这伟大事业的希望之火，并有幸成为第一名火炬手。薪火相传，在世界的注目礼与客户的欢呼声中，万兴之火定会愈燃愈旺，并最终永生！



Throughout human history, the development of science and technology, from the earliest tool use to the industrial and subsequently, the technological revolution, has profoundly changed humankind's way of life. In recent decades, the development of the Internet and communication technology has brought this change to a new pinnacle. Modern smart devices running on high-speed Internet, are being built with a brand-new, computing-based, cloud computing-centric global computing system. This is a revolutionary development in human history, and will dramatically change our traditional ways of communicating. It'll also change the way we entertain ourselves, people will return to interconnectness". This is the best time for all contemporary IT practitioners!

In 2003, Wondershare was established, and the first digital creative product Photo to VCD, was launched and proved to be popular overseas. Today, we're moving from a start-up single-product company to a creative software, matrix driven company, and we're constantly expanding our strategic map through the launch of various products such as, Edraw, Modao and Ufoto. Wondershare has seized the unparalleled opportunity afforded by the times and has grown from a US\$ 1 million company to a US\$ 100 million today.

Wondershare aims to blend the thousands of years of Chinese culture with Western values. Wondershare adheres to the core value concept of "three-diligence and six-harmony", and is committed to becoming a worldwide, influential software creator! We are a team with great ideals, a team that can understand the ins and outs of the industry, and have a global perspective. Providing consumers worldwide with products and services based on a new network computing environment is our starting point, and we aim to expand on this in the future.

The journey of a global Wondershare has already begun. As the founder of Wondershare, I lit the fire of hope for this great cause, with the privilege of becoming the first torchbearer.

—Tobee Wu





# Our History

## 创业历程



### 2003

万兴科技在深圳莲花山脚下破茧而出  
第一款数字创意产品 Photo to VCD 上市  
Wondershare was founded in Lotus Mountain, Shenzhen. In 2003, the first digital creative product Photo to VCD was launched



### 2009

获得华睿首轮战略投资  
First round of strategic investment from Sinowisdom



### 2011

获得 IDG 主投、华睿跟投的第二轮战略投资  
Second round of strategic investment from IDG's main investment and a follow-up investment from Sinowisdom



### 2005

拓宽版图，进军北美、欧洲和日本等全球市场  
Entered global markets such as North America, Europe and Japan



### 2010

面向全球推出视频创意软件 Wondershare Filmora  
Launched creative video software, Wondershare Filmora worldwide



### 2012

面向全球推出文档创意软件 Wondershare PDFelement  
Launched a document creation software, Wondershare PDFelement worldwide



### 2017

回师中国市场  
推出视频创意软件万兴喵影  
文档创意软件万兴 PDF  
实用工具软件万兴恢复专家等

#### Back to the Chinese market

Launch of the video creative software Wondershare Filmora, the document creative software Wondershare PDF, the utility software Wondershare Recoverit, etc. in China



### 2018.1.18



#### A 股创业板上市

1月18日，万兴科技成功登陆 A 股创业板，开启了在资本市场的新纪元，迈向更高的发展征程

#### A-share GEM listing

on January 18, Wondershare successfully landed on the A-share GEM, starting a new era in the capital market



### 2020.6

国内第二总部正式落地长沙  
启动建设万兴科技大厦

Launched the second domestic headquarters in Changsha and launched the construction of Wondershare building.

### 2020.12

面向全球市场发布 10 款创意软件新品  
设立北京运营中心  
战略控股墨刀

Launched 10 new creative software products in the global market, launched Beijing Operations Center, Strategic Holding Modao



### 2019

#### 战略控股亿图软件

亿图软件深耕绘图软件领域，涵盖 Wondershare EdrawMax (亿图图示) Wondershare EdrawMind (亿图脑图 MindMaster) Wondershare EdrawProj (亿图项目管理) 等

#### Aquisition in Edraw Software-Edraw software

which is in the field of drawing software, including Wondershare EdrawMax, Wondershare EdrawMind, Wondershare EdrawProj, etc

### 2021.6



#### 战略控股格像科技

格像科技深耕移动视频 / 图片领域，涵盖短视频创作 & 拼图软件 StoryChic 美颜美妆相机软件 Sweet Selfie 卡点音乐视频软件 Vidchic 等

#### Acquisition of Ufoto Technology

Ufoto Technology gets involved in the field of mobile video/image, covering short video creation and puzzle software StoryChic, beauty camera software Sweet Selfie, music video software Vidchic, etc

### 2021.11

#### 首个孵化项目 Pixso 分拆后独立运营，并获得千万级种子轮投资

The first proposed project Pixso was split and operated independently, with tens of millions of dollars in seed funding

### 2021.12

#### 泛知识演示视频创作神器万兴录演上线“虚拟人”功能

The outstanding demo-making tool Wondershare DemoCreator launched the Virtual Avatar feature



### 2022.3

#### 首个孵化项目 Pixso 获得近亿元融资

The first proposed project Pixso obtained nearly 100 million financing



# Global Presence

## 全球版图

### 业务全球化

#### Business Globalization

业务网络覆盖美国、日本、澳大利亚、英国、德国、加拿大等 200 多个国家和地区。

Business network expands to cover more than 200 countries and regions including the United States, Japan, Australia, the United Kingdom, Germany, and Canada.



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SHENZHEN, CHINA

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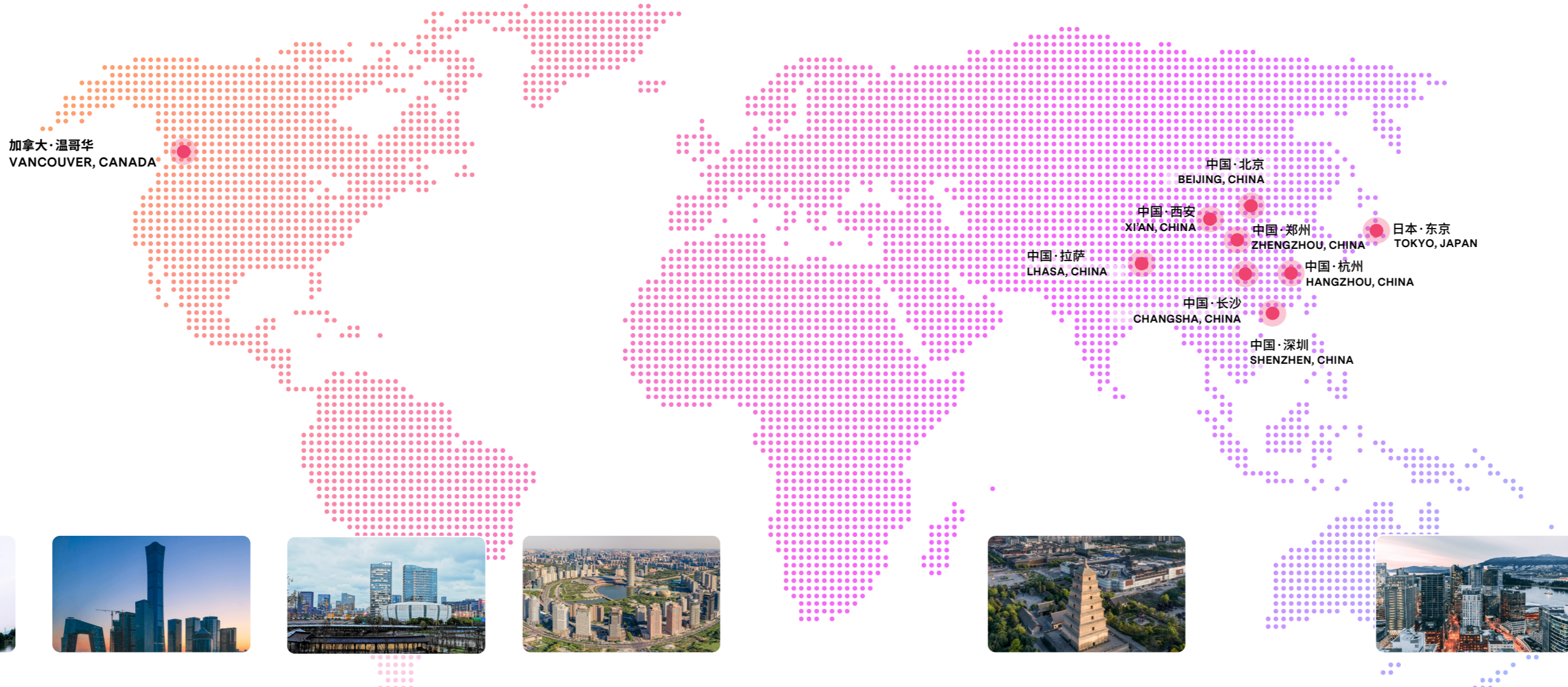
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中国·拉萨  
LHASA, CHINA

拉萨市柳梧新区国际总部城第 8 幢 2 单元 6 楼



### 人才全球化

#### Talent Globalization

有超过 20% 是外籍人才或是在海外工作、学习多年，并熟悉海外市场的归国人才。

More than 20% of our employees are foreign talents or returned talents who have worked and studied overseas for many years and are familiar with overseas markets.

### 运营全球化

#### Global Operation

全球多个城市设立运营中心，全球在用办公面积超过 2.4 万平方米，规划建设面积近 8 万平方米。

Operation centers have been set up in many cities around the world, with a global office area of more than 24000 square meters and a planned construction area of nearly 80000 square meters.



# Company Honors

## 公司荣誉



### 企业资质 Corporate Qualifications

元宇宙产业委员会成员单位  
—— 中国移动通信联合会

国家规划布局内重点软件企业  
—— 国家发展改革委

国家火炬计划重点高新技术企业  
—— 科技部火炬中心

国家级高新技术企业  
—— 西藏自治区科学技术厅

广东省工程技术研究中心  
—— 广东省科学技术厅

深圳市高新技术企业  
—— 深圳市科技创新委员会

深圳市重点软件企业  
—— 深圳市科技和信息局

### 荣誉奖项 Honorary Awards

元宇宙潜力企业 TOP50  
—— 德本咨询 / 中科院旗下《互联网周刊》

Intel 伙伴联盟 (IPA: Intel Partner Alliance)  
—— Intel

最具成长科技类上市公司奖  
—— 每日经济新闻

数字新经济中国信创产业最具影响力企业  
—— 中国软件和信息服务网

中国软件和信息服务最具创新力企业  
—— 中国信息协会

中国软件技术领军企业  
—— 信息化和软件服务网

中国创新软件企业 100 强  
—— 中科院旗下《互联网周刊》

Best Creative Software Suite  
—— Future Tech Awards

最具长期投资价值上市公司  
—— 金融界

信创办公软件 20 强  
—— 中科院旗下《互联网周刊》

德勤高科技高成长亚太区 500 强  
—— 德勤

德勤高科技高成长中国 50 强  
—— 德勤

福布斯中国最具潜力企业  
—— 福布斯

中国软件和信息服务消费类软件领军企业  
—— 中国电子信息产业发展研究院





# 2018.1.18 万兴科技在深圳证券交易所 挂牌上市

股票代码: 300624.SZ

万兴科技是创意软件领域的佼佼者。早在 2011 年 IDG 资本就看中了这一颇具潜力的市场和这支优秀的团队。在公司董事长吴太兵先生的带领下，万兴科技扎扎实实地做事，把握市场新方向，不断创新商业模式，通过建立全球化的业务体系，连续多年保持高速发展。我相信借助 A 股平台，通过全球化的团队和视野，万兴科技一定能取得更大的成功。

Wondershare becomes a leader in the field of creative software. As early as 2011, IDG Capital saw the potential in this promising market and excellent team. Under the leadership of the chairman, Mr. Tobee Wu, Wondershare has been growing the business steadily, exploring new market directions, constantly innovating business models, and maintaining high-speed development through the establishment of a global business system. With the help of the A-share platform, through a global team and vision, Wondershare will achieve even greater success.



**熊晓鸽 / Hugo**

IDG 资本 全球董事长  
Chairman Of IDG Capital

十多年来，万兴科技一直在做一件事，就是通过互联网把中国研发的软件产品卖到全世界。经过十多年的发展，从无到有，从小到大，可以说万兴能够成为 A 股一家新兴的科技企业是一件非常出彩的事情。展望未来，随着中国对知识产权越来越重视，软件和硬件的结合、软件服务化成为未来一个重要的发展趋势，我相信万兴科技会有更大的发展。祝贺万兴，加油万兴。

For more than a decade, Wondershare has been doing one thing, that is to sell Chinese-developed software products to the world through the Internet. Over the course of ten years, Wondershare has grown from a small start-up to an A-share emerging technology company. As the Chinese government pays more attention to intellectual property rights, the combination of software and hardware and software servitization have become significant industrial trends. Thus, I believe that Wondershare will have greater development in this bright future. Congratulations to Wondershare and hope you a better tomorrow.



**姚劲波 / Michael Yao**

58 集团 CEO  
CEO Of 58 Group

当下我们已经进入了一个伟大的新时代，中华民族的伟大复兴必将实现。而代表中国软实力的中国软件企业，应当有历史的责任感和担当，助力我们伟大的祖国在世界崛起。在万兴身上，我们看到了希望。我相信，在 A 股平台上，万兴必将取得更大的成就，中国软件品牌也必将在国际市场崛起。

Now that we have entered a great new era, Chinese software companies that represent China should have the historical sense of responsibility to elevate China's standing in the eyes of world. We see hope at Wondershare. I believe that on the A-share platform, Wondershare will attain greater achievements and solidify the quality of Chinese-made software in the global market.



**徐少春 / Robert**

金蝶集团创始人、董事会主席  
Founder&Chairman Of Kingdee



# Business Scope

## 业务布局

全球领先的新生代数字创意赋能者

To be the world's leading creativity enabler for the next digital generation

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# Industry Trends

## 行业趋势

### 全球软件行业正迎来爆发式增长

The global software industry is experiencing explosive growth

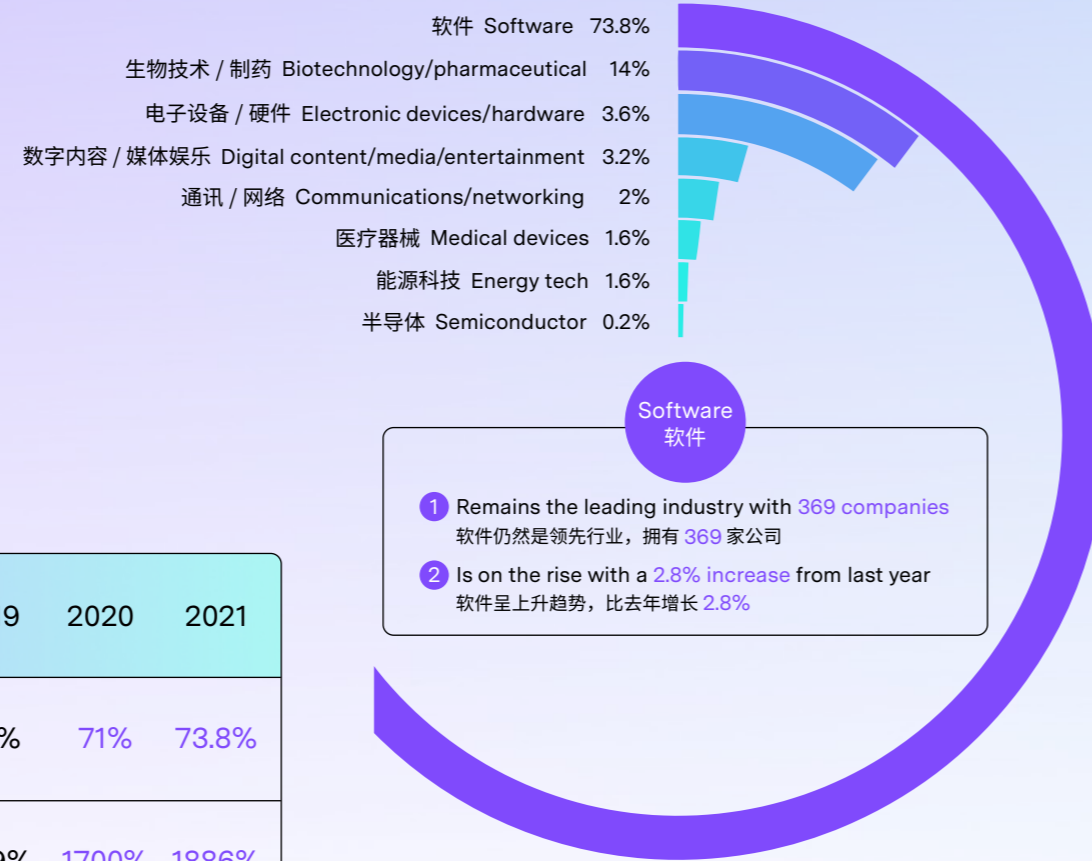
### 德勤高科技、高成长北美 500 强

全球范围最权威的高成长性科技型企业评选，直接反映科技行业的最新风向与发展趋势

### Deloitte High-Tech High-Growth North America 500

The most authoritative list of high-growth technology companies in the world, reflecting the latest trends in the industry

德勤 500 强上榜企业	2016	2017	2018	2019	2020	2021
软件公司占比	58%	59%	64%	68%	71%	73.8%
软件公司年平均成长率	275%	371%	421%	449%	1700%	1886%



\* 数据截止至 2022 年 5 月，来源世界分析机构彭博行业研究、会计师事务所公司普华永道

### 创作者经济迎来黄金发展机遇

The creator economy began a golden age of progress and opportunity

#### 元宇宙产业机遇

据彭博行业研究预计，元宇宙市场规模将在 2024 年达到 8000 亿美元；普华永道预测，到 2030 年或将达到 1.5 万亿美元

#### New opportunities for the Metaverse industry

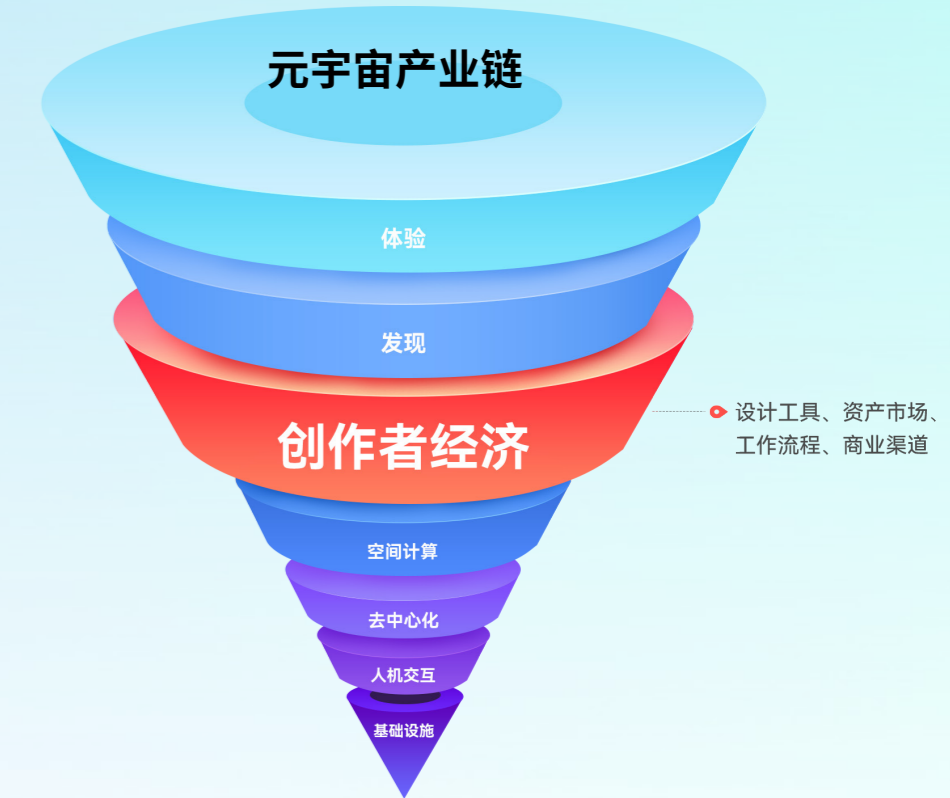
Bloomberg Intelligence expects the Metaverse market opportunity to reach \$800 billion by 2024, while the PWC predicts it will reach \$1.5 trillion by 2030

#### 创作者经济是构成元宇宙的关键要素

创作者经济层完整构建了生产力、生产工具和生产关系，已经形成特有的经济系统，具有对标现实社会经济体系的发展模式

#### The creator economy is a key element of the Metaverse

The creator economy has completely transformed productivity and production tools, forming a unique economic system with a development model that compares to social and economic systems



\* 数据截止至 2022 年 5 月，来源世界分析机构彭博行业研究、会计师事务所公司普华永道

# Video Creativity

## 视频创意

探索更为简单便捷的创意表达载体，从图文、视频到 AR、VR，赋能用户自由平等地分享精彩

Explore ways to express ideas creatively, from graphics and videos to AR and VR. This empowers users to share their ideas freely and easily



### 万兴喵影

风靡全球的视频剪辑神器，简单易上手，一拖一放轻松创作质感视频



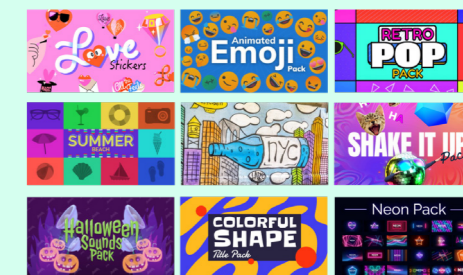
### 万兴优转

一站式专业音视频解决方案，超过 1000 种格式随心转换



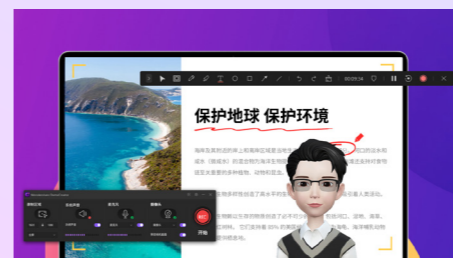
### Wondershare Filmstock

一站式正版媒体资源库，海量免费音视频、图片、特效素材库



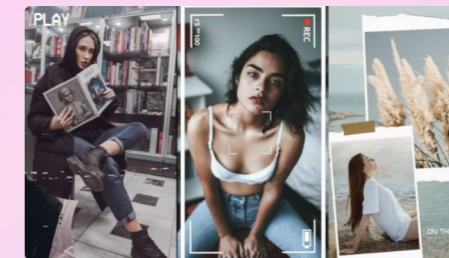
### 万兴录演

集屏幕录制与视频编辑于一体的演示视频创作神器。支持高清屏幕录制，内置丰富视频资源模板



### StoryChic

全球领先的 Story 短视频创作工具，短视频创作 + 极简拼图制作



### Sweet Selfie

海外国民级美妆美颜相机，全球超 5 亿用户，下载量全球前三





# Diagram&Graphics 绘图创意

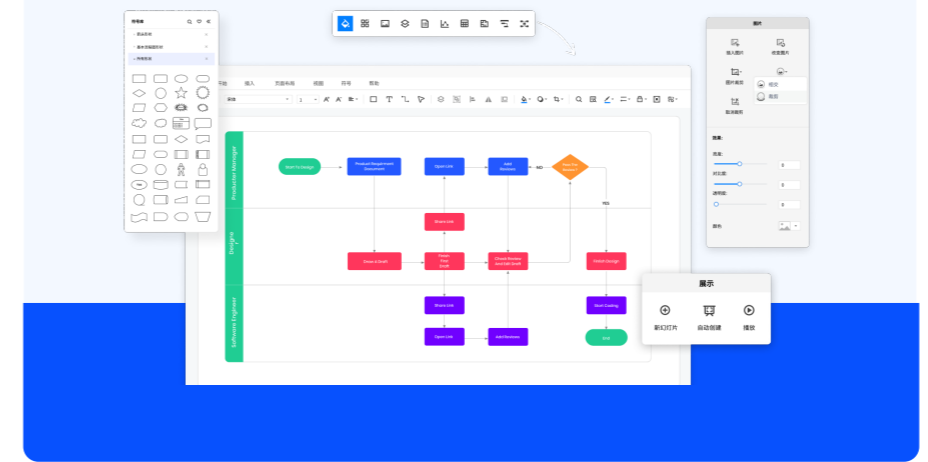
全球领先的绘图创意解决方案，帮助更多用户将想法与灵感可视化呈现

The world's leading graphics creative solution to help more users visualize their ideas and inspiration



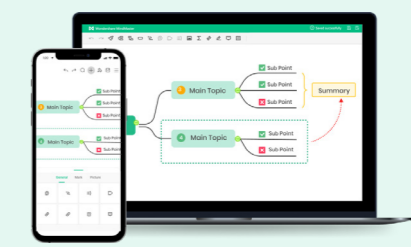
## 跨平台综合办公绘图软件

- 丰富的应用场景及绘图模板，可替代 Microsoft Visio 的国产软件
- 支持国产操作系统兼容 Visio、WPS、Office 等格式



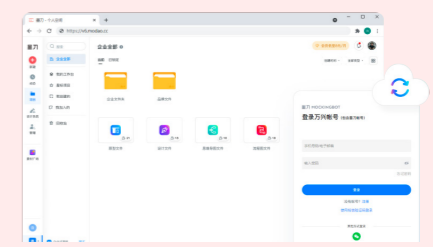
## 一款基于云的跨端思维导图软件

- 绘图便捷，一端操作、多端同步
- 支持私有化部署，多系统、多平台无缝衔接



## 产设研在线一体化协作平台

- 多场景应用，全流程在线一体化
- 丰富的原生素材库，免费共享





# PDF Solutions 文档创意

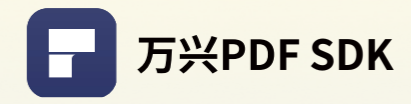
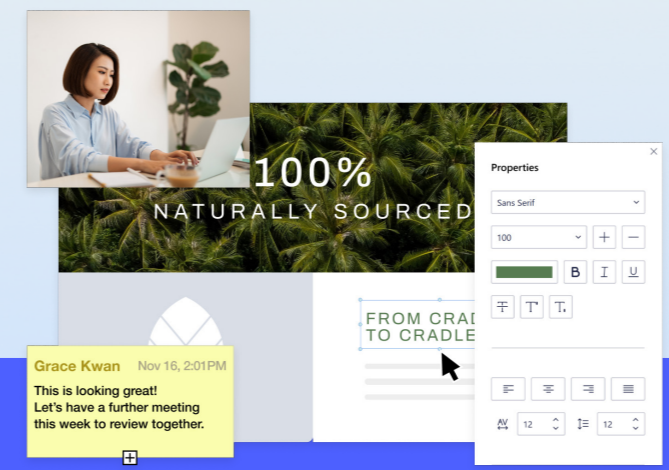
赋能数字化转型，打造高效安全的办公协同解决方案，提升办公效率，重塑个人与商业用户的办公体验

Empower digital transformation to create efficient and secure office collaboration solutions, improve office efficiency, and reshape the office experience for individual and business users



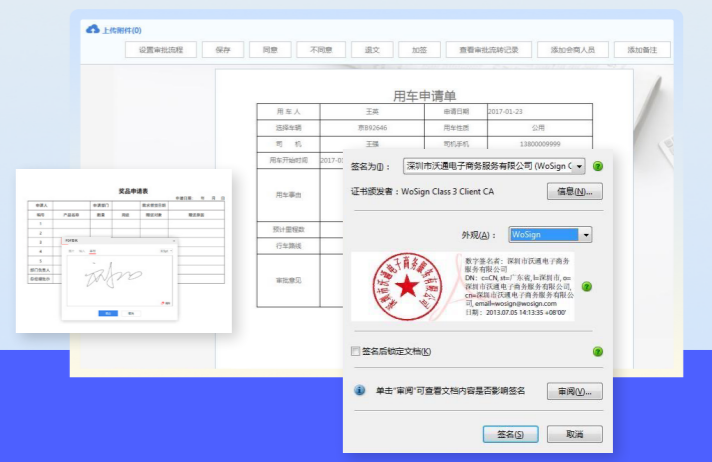
## 强大、易用、高效的 PDF 文档解决方案

- 安装简单便捷
- 文档秒开无需等待
- 文案批量处理
- 支持私有化部署



## 多平台应用 PDF 开发工具库

- 领先的 PDF 格式转换技术
- 广泛的应用场景
- 数据提取快速、精准、智能
- 支持命令行调用，开发更简单



# Utilities 实用工具

简单高效的实用工具，为您缔造理想便利的生活

Simple and efficient utility tools to simplify processes and increase efficiency



## 万兴恢复专家

### 安全高效的数据恢复软件

- 支持误操作删除、刷机、系统无法正常进入、设备损坏等多种数据丢失场景。
- 支持恢复电脑、U 盘、SD 卡、移动硬盘、数码相机等设备的数据。
- 支持恢复文档、图片、影音等 60 多种格式文件。

### 支持多种数据恢复

#### 电脑数据恢复

- 删除文件
- 格式化文件
- 读写错误文件
- 链接文件
- 回收站
- SD 卡
- U 盘
- 硬盘
- 文档
- 视频
- 音频
- 照片







#### 微信数据恢复

- 聊天记录
- 微信好友
- 微信附件
- 微信视频
- 微信音乐
- 微信文档
- 微信图片
- 微信链接
- 微信语音
- 微信笔记
- 微信收藏
- 微信红包

#### 苹果数据恢复

- 联系人
- 短信
- 通话记录
- 备忘录
- Safari 书签
- 文档
- 视频
- 音频
- 照片
- 邮件
- 日历
- 图书

## 更多实用工具

-  Wondershare Dr.Fone
-  Wondershare Recoverit
-  Wondershare MobileTrans
-  Wondershare FamiSafe
-  Wondershare Repairit
-  Wondershare UBackit
-  Wondershare InCloudz
-  Wondershare Wutsapper



# Product Honors

## 产品荣誉



Wondershare Filmora 荣登 B2B 软件评测平台 G2 Crowd 发布的 2022 春季视频编辑软件 TOP10 榜单

Wondershare Filmora was listed on the top10 list of spring video editing software by B2B software reviewer G2 Crowd



Wondershare Filmora 入围 2021 年度海外社媒贡献奖 Shorty Awards 最佳照片 & 视频软件产品

Wondershare Filmora was shortlisted for 2021 Overseas Social Media Contribution Award Shorty Awards for Best Photo & Video Software Product



Wondershare Filmora 等多款产品获海外知名 B2B 软件评测平台 G2 Crowd 发布的行业领导者奖项

Wondershare Filmora and several other Wondershare software were named as Industrial Leader by B2B software reviewer G2 Crowd



Wondershare PDFelement 荣登全球最具权威的 IT 研究与顾问咨询公司 Gartner 旗下应用软件平台 Software Advice 发布的 2022 年度软件领跑者名单

Wondershare PDFelement was named the 2022 software leader list released by Gartner's application software platform—Software Advice, the world's most authoritative IT research and consulting company



万兴 PDF 专家斩获 Vector 网站第 29 届“人气软件大赏”电子文档处理类软件中唯一大奖——“最佳产品奖”

Wondershare PDFelement received the Best Product Award, the highest honor in the data processing category in the 29th Vector Favorite Software Awards



万兴 PDF 被海外知名软件产品评论网站 TrustRadius 评为 2019 年最先进的文件管理系统

Wondershare PDFelement was named as the Most Advanced File Management System by TrustRadius in 2019



万兴恢复专家被美国最权威的科技网站 CNET 评“Excellent”(4.5/5 星)

Recoverit was rated Excellent (4.5/5 stars) by CNET



万兴喵影斩获京东 2019 年度“京卓越”视觉合作伙伴奖项

Wondershare Filmora won the Jingdong's 2019 "Jing Excellence" Visual Partner Award



根据 TopTenREVIEWS 的统计显示, Dr.Fone 在最佳手机数据恢复软件评测中排名第三

Dr.Fone ranked 3rd in the best mobile data recovery application list by TopTenREVIEWS



亿图图示产品荣获“2019 年信息技术应用创新优秀产品”奖项

Wondershare EdrawMax products won the "Innovative Information Technology Application Innovation Excellent Product in 2019" award



万兴喵影荣获华为智慧办公生态最佳合作伙伴奖

Wondershare Filmora won the Best Partner Award of Huawei Smart Office Ecosystem



亿图图示获深圳市软件行业协会颁发的 2019 深圳市软件行业创新产品

Wondershare EdrawMax was awarded 2019 Shenzhen Software Industry Innovative Products by Shenzhen Software Industry Association



亿图图示获评中国软件行业协会“2017 年年度优秀软件产品”奖项

Wondershare EdrawMax was awarded the "2017 Excellent Software Product of the Year" award by China Software Industry Association



2020 年亿图图示荣获“鼎信杯”信息技术应用创新优秀应用软件奖

In 2020, Wondershare EdrawMax won the "Dingxin Cup" Information Technology Application Innovation Excellent Application Software Award



墨刀在第十八届中国技术软件大会上荣获“2020 中国软件技术 SaaS 领域创新产品奖”

Modao won the "2020 China Software Technology SaaS Field Innovative Product Award" at the 18th China Technology Software Conference

# Competitive Advantage

## 商业优势

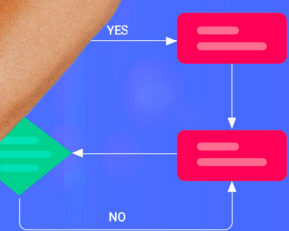
万兴科技作为新生代数字创意赋能者，以自主品牌、自建渠道的模式为全球用户提供高质高效的创意软件产品和服务。多年的发展沉淀，令公司具备了优秀的产品创新能力、高端的研发能力、快速的市场响应能力、本土化的市场营销能力和以大数据为基础的高效组织与管理能力。公司通过完善的产品研发与营销体系驱动业务不断发展，在信息技术前沿领域具备突出优势。

As a new-generation digital creative developer, Wondershare provides high-quality and efficient creative software products and services to users around the world, through its own self-built channels. Years of development have enabled Wondershare to have excellent product innovation capabilities, high-end R&D capabilities, rapid market response, localized marketing capabilities, and big data-based, efficient organization and management capabilities. Wondershare drives the continuous development of its business through sound product development and marketing systems, along with advantages in the frontier areas of information technology.

研发与创新 R&D and Innovation	P33
营销与服务 Marketing and Service	P35
客户合作 Customer Service	P37



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# R&D and Innovation

## 研发与创新



**368**

计算机软件著作权  
Computer software copyrights



**481**

专利  
Patents



**31.88%**

整体研发投入占比  
Proportion of overall R&D investment



**17.24%**

新品研发投入占比  
Proportion of R&D investment in new products



**19.8%**

硕博研发人才占比  
The proportion of R&D talents with Master's or Ph.D. degree

万兴始终坚持自有技术创新，并依靠分布全球各地的产品与研发团队，不断进行迭代升级。

当前，公司已拥有百余项专利和 300 多项计算机软件著作权，已累计推出超百款产品。公司新产品迭代速度更以天为单位，平均迭代速度 15 天以内。产品品质亦受到广大用户认可，百万用户调研推荐占比高达 65%，产品客诉率低于万分之二。

强研发策略实施，对应的是大量的人力投入支撑。基于 AI 算法等前沿领域，万兴大力引进硕博高端专业人才。如今，公司研发人员占总人数比已超过一半。

此外，公司研发和创新氛围浓厚，不仅码农们可以通过万里码俱乐部进行交流切磋，全体员工还可以通过内部“兴创杯”创新创业大赛贡献创意。每年，产生近千条产品创意，超过 35% 的创意得以实现落地，进而赋能产品迭代、创新升级。

Wondershare has always believed in its own technological innovation and relied on its own product and R&D teams around the world.

At present, Wondershare has more than 100 patents and more than 300 copyrighted computer software products, and has cumulatively launched more than 100 products. The release of new product versions average just 15 days. The quality of Wondershare products have also been recognized by users, as evidenced by millions of user surveys showing that user recommendation accounted for up to 65% of them, while the customer complaint rate was less than 0.02%.

The implementation of a strong R&D strategy corresponds to the large number of manpower support. Based on cutting-edge technology such as AI algorithms, Wondershare vigorously hires professionals with advanced degrees. Today, Wondershare's R&D employees account for more than half of the total employees.

In addition, the company has a strong R&D and innovation culture. Not only can programmers communicate and discuss through the company's Wanlima Club, all employees can also contribute ideas through the internal "Xingchuang Cup" Innovation and Creativity Competition. Each year, nearly a thousand product ideas are generated from the competition, and more than 35% of the ideas are implemented, which in turn empowers product iteration, innovation and upgrades.

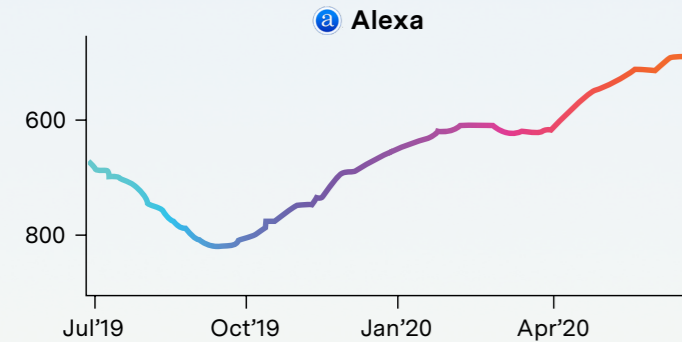
# Marketing and Service

## 营销与服务

公司主要电子商务网站

### 全球网站排名 TOP 500

Wondershare E-commerce Homepage  
Ranked TOP 500 Among Global Sites



### 数字营销

全网整合营销,覆盖 200 多个国家和地区

坚持营销全球化、运营本地化的策略,建立全球化自主品牌“Wondershare”,搭建自有电子商务平台,整合全网营销渠道,面向全球 200 多个国家和地区的海量新生代互联网用户提供专业化、本地化的产品和服务。

### Digital Marketing

Integrated marketing for the entire network, covering over 200 countries and regions.

Adhering to the strategy of global marketing and localized operating, we established a global independent brand, "Wondershare", built our own e-commerce platform, integrated all marketing channels across the network, and provided specialized and localized products and services to the new generation of Internet users in more than 200 countries and regions around the world.



用户月活数

1 亿



累计用户数

超 15 亿



自营电子商务网站年累计访问量

超 7 亿人次



年新增付费用户

超 300 万

### 客户服务

以用户体验为中心,面向用户全生命周期流程

积极倾听需求,及时收集各类用户体验反馈,提供 7\*24 小时的专业化、本地化客户服务,高效、个性化地解决用户问题,通过服务质量管控,确保给用户高品质优质的服务体验。

### Customer Service

Focus on user experience throughout the entire process

We actively listen to users' needs, collect all kinds of user feedback, provide 24/7 professional and localized customer service, solve user problems efficiently and personally, and ensure that users are provided with a high-quality service experience through service quality control.



### 高效率

7\*24小时不间断在线服务,通过在线聊天、电话、邮件等多种服务渠道,快速触达用户,急用户之所急。

### High efficiency

24/7 customer service through online chat, telephone, email and other service channels, enabling the customer service team to quickly reach and meet user needs.



### 全球化

拥有全球化客服体系,覆盖中文、英语、德语、西班牙语、法语、葡萄牙语、日语、韩语等多语种,支持全球多区域机动部署。

### Globalization

Wondershare has a global customer service system, covering Chinese, English, German, Spanish, French, Portuguese, Japanese, Korean and other languages, supporting flexible deployment in multiple regions around the world.



### 高质量

提供售前、售中、售后全流程贴心服务,让用户在使用过程中遇到任何问题都能获得答复,用心提供高质量的品牌体验。

### High quality

Provide an intimate pre-sale, sale, after-sales process, so that users can easily get answers to any problems encountered during use, and enjoy a high-quality brand experience.



# Customer Service

## 客户合作

### 为超 100 万家政府和企业客户打造卓越数字软件体验

多样化产品矩阵与企业级解决方案，满足政企各类应用场景需求，加速数字化进程

### Create a superior digital software experience for over 1 million government and enterprise customers

Diversified product matrix and enterprise-class solutions to meet the needs of all types of application scenarios in government and enterprises, and to accelerate the digitalization process

### 客户评价



万兴团队服务响应快速、技术积淀扎实，从接触第一天就能感受到产品体验上的用心，专业可靠。



非常钦佩万兴团队的专业和用心，不仅为我们免费升级产品，更不厌其烦地提供远程指导。



多年来我们尝试的视频编辑产品，通常是极简型与专业型两种极端。直到遇见 Filmora，它做到了很好的平衡，Filmora 让我们提高了共享视频的速度和效率。



### 50% 效率提升

简化创意与工作流程  
提升商务办公效率



### 100% 管理省心

Online/Offline 授权管理系统  
自由配置省时省心



### 60% 成本缩减

灵活的产品授权模式  
数字化转型降本增效



### 0 延时服务保障

1:1 专属客服与技术支持  
7\*24 小时全天候响应

我们服务的客户包括世界 500 强企业、非营利性机构与海量中小企业

The clients we serve include Fortune 500 companies, non-profit organizations and a large number of small and medium-sized enterprises

制造	科技	金融 & 银行	教育	电力 & 能源	交通 & 运输	零售
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# Enterprise Style

## 企业风貌

万兴致力于成为全世界范围内有特色、有影响力的百年软件老店。我们已经窥见未来世界的蓝图，并以坚定的信念奔赴梦想彼岸。在平等、开放、协作、共享的村落式文化引领下，全球领先的新生代数字创意赋能者已开启“百年万兴、全球万兴”的新征程。

Wondershare is dedicated to becoming the most globally unique and influential software company in the world for the next century. We are confident in the technological future that humanity is heading towards, and are committed to being a part of it. With values such as equality, openness, collaboration and an "it takes a village" culture, the world's leading new generation of digital creative enablers have embarked on a new journey of "One Hundred Years of a Global Wondershare".

企业文化 Corporate Culture	P41
全球化团队 International Team	P43







# Corporate Culture

## 企业文化

### “三勤六和”村落式企业文化

"Three-diligence and six-harmony" village-style culture

万兴倡导平等参与的村落式文化，为员工打造释放个体价值的成长平台，为用户提供通达人性的产品与服务

Wondershare advocates an village-style culture of equal participation, in which every person is an important part of a whole. This creates a growth platform for employees to realize their individual value, thus helping to provide users with accessible products and services

### 三勤——勤学习、勤思考、勤实践

Three-diligence-diligent study, diligent thinking, diligent practice

“勤学习”——不断地学习，把握过去 “勤思考”——系统地思考，着眼未来 “勤实践”——有效地实践，务实创新

Study diligently, keep learning, learn from the past  
Think critically, think systematically, and focus on the future  
Diligent practice, effective practice, pragmatic innovation

### 六和——个体和、家庭和、企业和、产业和、社会和、时空和

Six-harmony- individuals, families, enterprises, industry, society, era and locale

“个体和”——勇于面对，敢于挑战，始终保持身心的平和 “家庭和”——努力奋斗，谋求家庭幸福；创造产业价值，为更多家庭带来幸福  
“企业和”——因共同的价值目标凝聚在一起，为共同的结果奋斗，开放、合作，实现成员间的共赢  
“产业和”——紧随产业发展，推动产业发展，保持良性竞争 “社会和”——创造社会价值；承担社会责任  
“时空和”——因时因势而变，把握发展节奏，在适当的时机作出适当的选择

Individual harmony, the courage to face problems, dare to challenge, and always maintain physical and mental peace  
Family harmony, hardworking, create industry value, and bring happiness to more families  
Enterprise harmony, employees are united and focused on a common goal, open-minded and cooperative, and strive to achieve win-win results  
Industrial harmony, follow the progress of the industry, promote industrial development, and maintain healthy competition  
Social harmony, creating social values, assume social responsibility  
Harmony of time and era, changing with the times and situations, follow new developments, and make appropriate choices at the appropriate time





# International Team

## 全球化团队

在万兴，多语言文化背景精英济济一堂，国际化人才战略支撑全球市场运营本地化落地

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