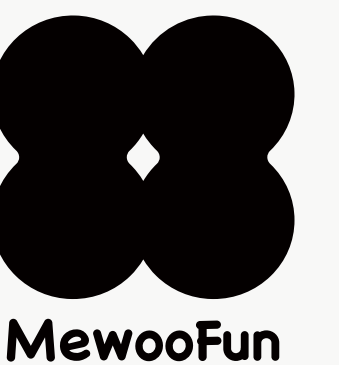


MewooFun Brand Manual

2023

It Is Committed To
Becoming Tide Pet Brand In China.



Catalogue

[A.]

About Us

Brand Concept; Brand History;
Brand Story; Pet family;
Customer Orientation

[B.]

Brand Strenth

Department structure;R&D team
Efficient production;Channel resources

[C.]

Main Products

Home Series; Viewing Series;
Feeder Series; Sleeping Series;
Fashion Series; Pet toy Series;
Hamster Products

Brand Concept

03

Mission

Make pet keeping a⁽⁰¹⁾
culture trend

Vision

Establish characteristic⁽⁰²⁾
human-pet living
experience

Core

Focus on⁽⁰³⁾
chic & beauty

Mewoofun was founded in 2020,
which is the sub-brand of Robotime.

From the pet culture, we offer pet products that balance aesthetics and functionality for various activities such as staying at home, traveling, playing, bathing, feeding, and drinking. Our goal is to establish ourselves as a recognizable cultural fashion pet brand in China.

Our company has a professional team encompassing R&D, design, and operations, with a youthful composition and strong core that enables us to continually release practical and fashionable products. This gives us unlimited potential for the brand's future growth. Our team values love, tolerance, and growth, and we are proud to see our partners' success and development.

Development History

04

2020

Establishment of Mewoofun

The launch of Gloss Elizabeth Collar started the journey of the fashionable pet brand.

2021

Move towards diverse fields

Stores were opened on various platforms, such as JD, Tmall, and 1688 successively. Meanwhile, Hamster products were launched in 2021.

2022

Bring forth new ideas

55 new products were launched, and the Cat Sofa and Pet Communication Button ranked first in sales of their categories.

2023^(NEW)

Focus on details to be more professional

Next, Mewoofun will endeavor in various areas, including pet toys and pet homes to enhance the quality of life for both pets and individuals.

20

Lead New

Adhering to the principle of "appeal to the eye" and "quality to create new

Brand Story

Chun Juan, a straightforward girl, met Nian Gao, a refined boy. Despite their differences in personality, habits, and careers, they hit it off in their outlook on life. They both worked hard and enjoyed time together, visiting flower displays and bragging about their achievements. Their friendship was like a small, beautiful flower growing amidst the concrete of the city.

Everyone living in the city is a "lonely planet." More and more people choose to be with pets to find comfort and companionship, but happiness and warmth are also accompanied by some of the pain caused by pet rearing.



Give pets more love - We are serious and professional.

In 2020, a group of pet lovers gathered with the initial aspiration of "letting pets live a happy life in the city." We hope to design products that prioritize both appearance and quality based on our own experiences to solve the difficulties, and truly enjoy the joy of pet ownership. Meanwhile, we also believe that the creative designers will add the products more fun. We expect highly personalized designs to provide both pets and humans with a more refined life.

Lovely Pet Family

06

A pet brand is born from pets to create a unique sense of happiness for them. Adorable pets are sources of inspiration for our creations and beloved family members.

↓ Chun Juan



↓ Dou Hua



↓ Ma Hua



↓ Tang Yuan



↓ Coco



↓ Lu Dan



Customer Orientation

- City: first- and second-tier
Target customer: youth and office workers aged 20-40
- Interested in practical and fashion items
- Treat pets as family/partners
High consumption ability and strong willingness



Pet owners & lovers pursuing refined design

As society advances, pets have become more than just toys and companions, they now provide significant emotional support for people. From the perspective of the market potential, China has enormous growth potential in terms of pet ownership rates, industry presence, and spending compared to developed countries in Europe and America.

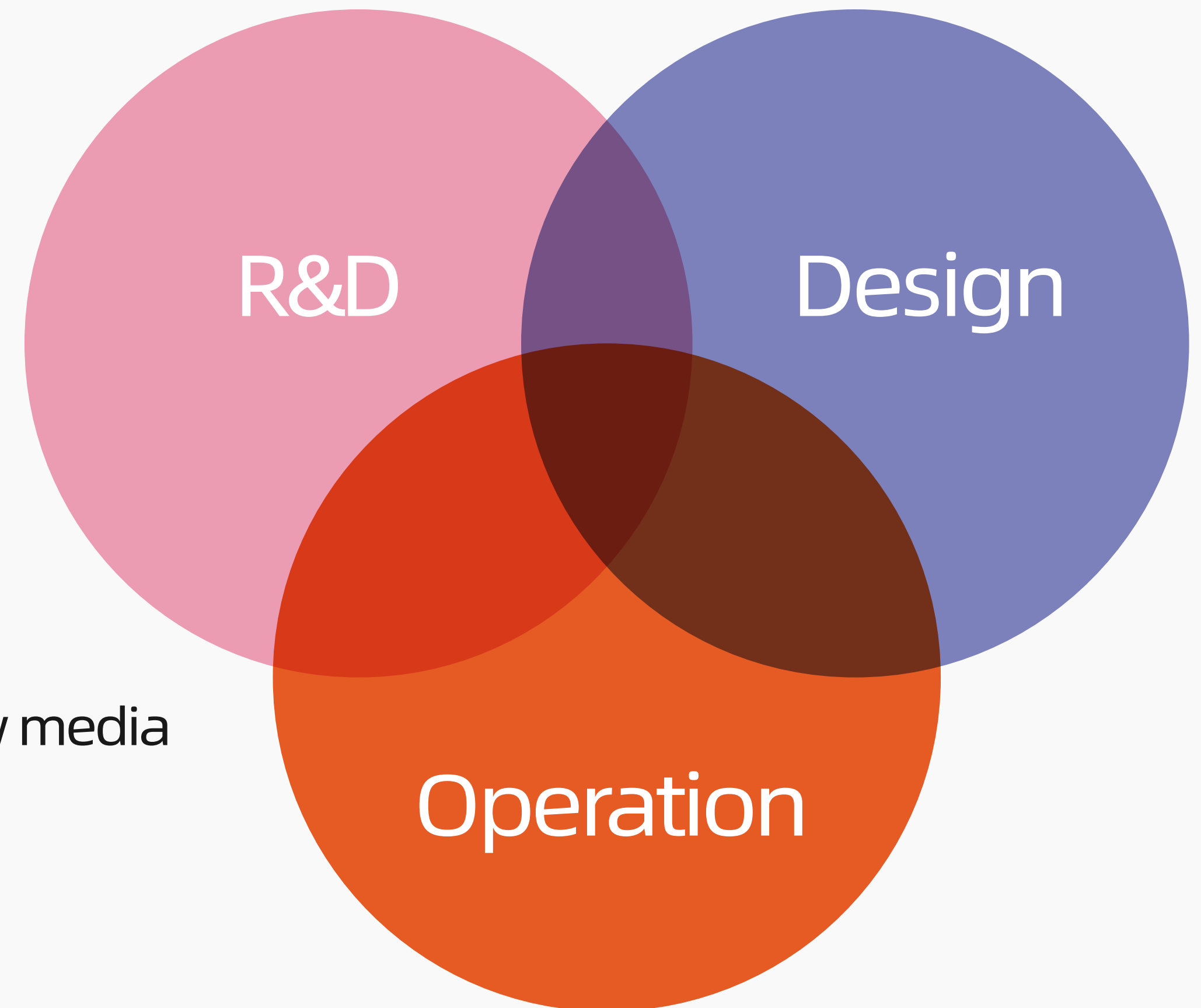
Department Structure

08

Here is a professional team that integrates R&D, design, operation, etc.

We are dedicated to providing high-quality and creative products for pet owners worldwide. With passion, we always adhere to our original mission of "focus on originality" and explore the trend of pet care that is joyful, positive, and healthy.

- [A.] **R&D**
R&D Dept; Graphic Design Dept; Marketing Dept
- Sale**
Domestic e-commerce; Cross-border e-commerce ; New media
- [C.] **Production**
Factory engineering; Factory production management;
Logistics warehousing



R&D Team Creativity

Research and development is the foundation of productivity.

Mewoofun, as a rising brand, has gathered a talented team of innovative R&D designers with exceptional skills, creative ideas to establish its R&D department. The products encompass materials such as wood, injection molding, and fabric.

With a passion for pet care, inspired by the "craftsman's spirit", and informed by their own experiences, they infuse their love for the pet industry into each product they create. **Committed to staying true to their roots, meticulous in their attention to detail,** they have produced numerous pet items that have won the hearts of consumers.

26+

R&D Team

30+

Patent

60+

Original
product

*Data collected until Feb, 2023



Effient Production Quality

10

Robotime has a massive factory in Shuyang, Jiangsu Province that spans over 200,000 square meters (with more under construction). The factory is equipped with over 2,000 pieces of production equipment and 20 international model production lines, including solid wood, plastic, and clothing factories. The factory has an annual output value that reaches hundreds of millions of yuan.



In addition to efficient productivity, robust warehousing capabilities, thorough product testing, and ample supply chain resources, it offers a follow-up guarantee and professional review for the creative output of R&D designers.

By working together from the design stage, through the supply chain, and ultimately to marketing, high-quality product outcomes can be achieved and cater to the personalized and diverse market demand.

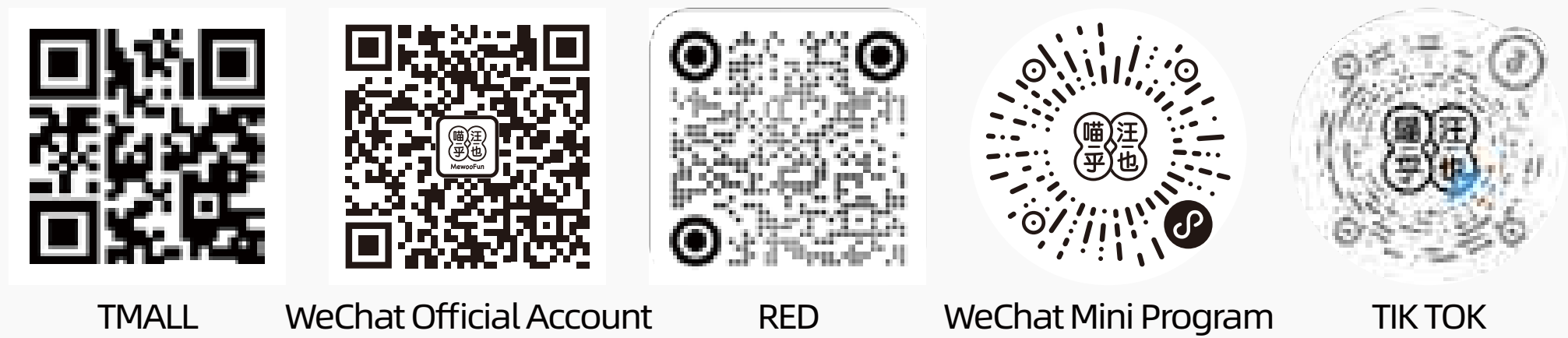
200,000 m²

Wood factory | Plastics Factory | Clothing Factory

Channel Resource in China

Matrix Marketing – Various platforms

Since opening the store on Taobao Mall in May 2020, Mewoofun has effectively organized its presence on domestic e-commerce and new media platforms, establishing a successful sales strategy utilizing its full range of channel resources. As a result, it has gained recognition from consumers for its high-quality products and services.



High-quality Advertising

Posts
1000+

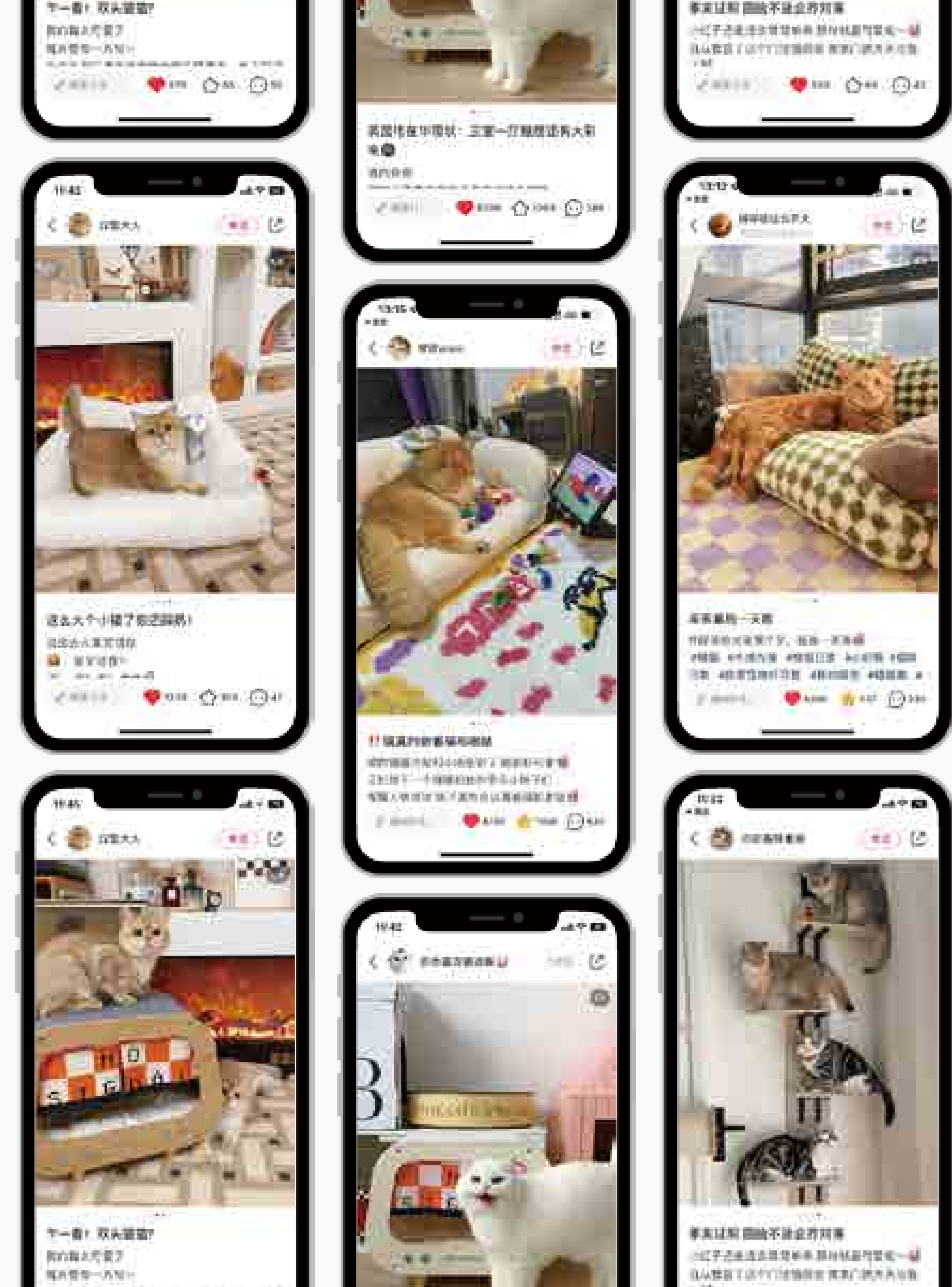
Likes
130W+

[2022.]

Mewoofun is currently thriving in the era of booming new media by having a product-focused and content-driven approach. It has created over 1000 pieces of content across various We-Media platforms, such as RED, Tiktok, Kwai, and official accounts, earning 130w+ likes.

It achieves accurate audience reach and fan growth by creating content that aligns with the brand's image and partnering with talented individuals. As a result, the brand's influence and stability have been strengthened.

*Data collected until Feb,2023



Brand Value Expansion

13

600000+

Fans from Official Store

800000+

Fans from We-media

30000W+

Total network sales

*Data collected until Feb, 2023



Repetition and accumulation

Since its establishment in 2020, Mewoofun has continuously evolved and developed various popular products. Through years of growth and exposure, we have gained a strong following of dedicated fans and continues to make advancements. The repetition and accumulation has also elevated the brand's value. Mewoofun will work to enhance the brand loyalty and reputation further, paving the way for even greater success in the future.

Global Offline Linkage

14

Mewoofun has established a strong presence in offline stores globally and participated in several pet product exhibitions domestically and internationally, realizing a parallel dual-line model of "offline drainage, online transactions." Among these, popular products such as TV Cat House and Cat Hammock are deeply loved by the public.

- Global Pet Expo 2022 in Orlando
- SuperZOO Expo 2022 in Las Vegas



By attending the offline exhibition, the public will have a fully engaging and interactive experience with the products, closing the gap between the brand and its audience and greatly boosting Mewoofun's popularity while creating a stylish and global brand image.

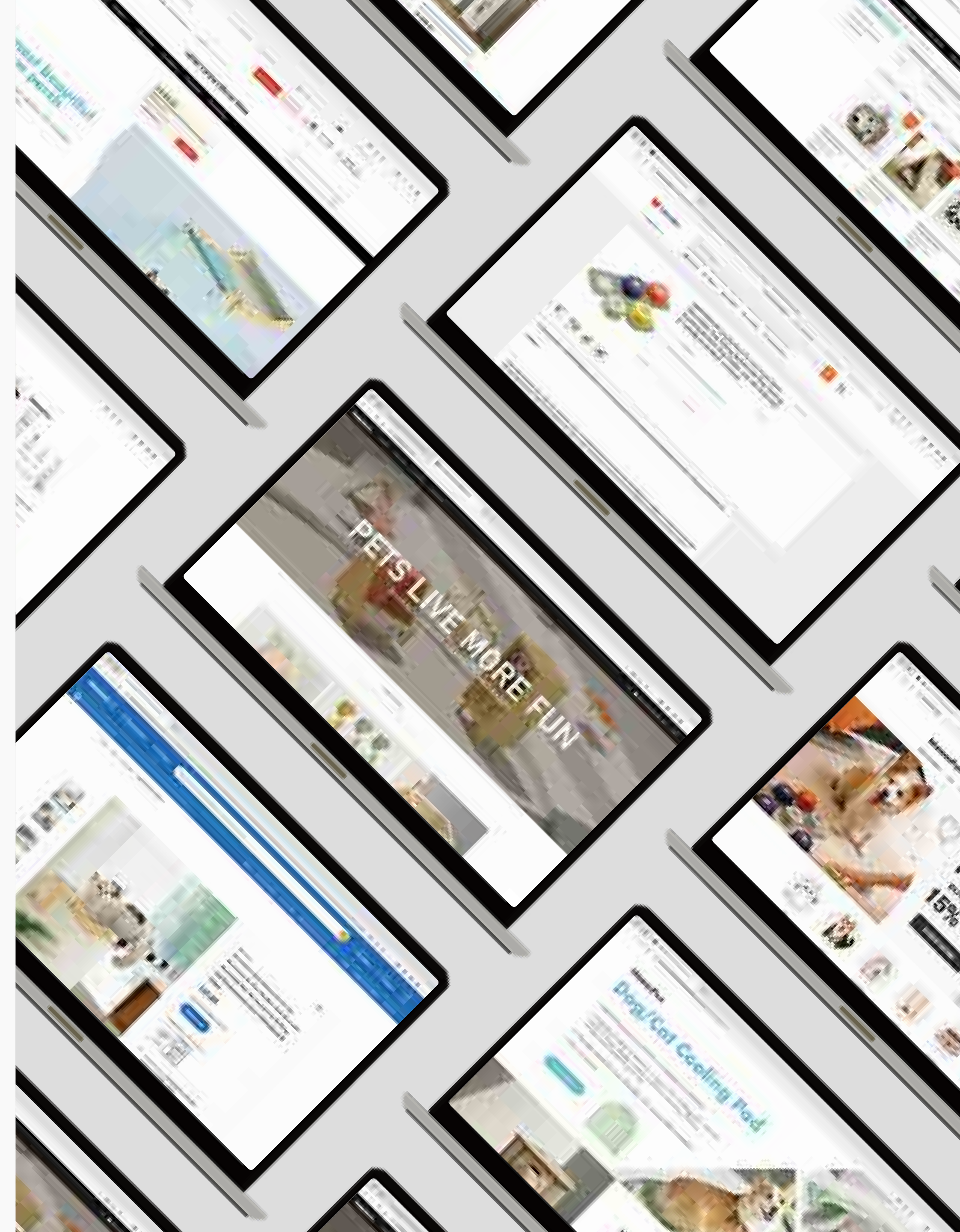
Going Global

Mewoofun has embraced globalization by expanding overseas and establishing a cross-border sales network, primarily through Amazon, AliExpress, and eBay, to increase brand recognition and competitiveness.

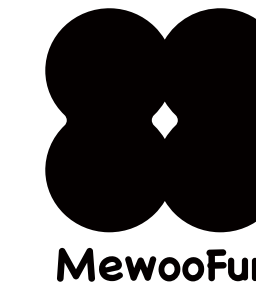
Our products have been exported to countries such as the United States, France, Germany, Australia, Japan, and South Korea, among others, and have achieved sales of over 2000W+.



Data collected until Feb, 2023



Product Concept



Create a good life with modern fashion

Product values refer to the enduring principles and objectives that drive the creation of products. They highlight the importance and direction of product development and add depth to brand culture. A well-defined value proposition distinguishes a product from the ordinary and propels it to new heights.

Mewoofun designs pet products in line with modern household styles and creates a refined and fashionable shared space for pets. These high-value, visually appealing products bring enjoyment and comfort to pets and add more beauty to your home.

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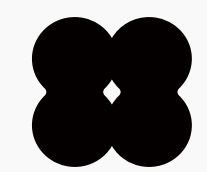
Viewing Series

Home Series

Home Series

Home Series

TV house | Game machine house | Tent bed

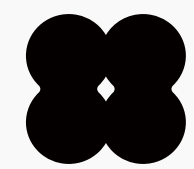


Fashionable and versatile

Pets are considered part of the family. The creative minds behind Mewoofun have created various stylish and well-designed pet homes that seamlessly fit into household surroundings, allowing pets and people to live in harmony and beauty.

Viewing Series

Window perch | Door climber | Hammock



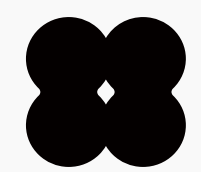
Source of joyment

Adventurous pets have a desire to roam in nature. To fulfill this aspiration, Mewoofun has introduced a series of pet viewing products that allow them to enjoy the thrill of climbing and surveying their surroundings from the comfort of home.



Feeder Series

Pet Bowl | Drinking feeder | Portable Bottle



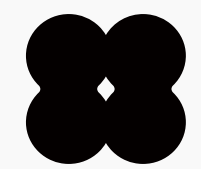
Enjoy more delicacy

Mewoofun develops pet feeders to fulfill pet owners' desire to ensure their pets eat and drink well. These feeders are made from eco-friendly materials and feature unique designs with meticulous attention to detail, making mealtime enjoyable for pets.



Sleeping series

Bed | Pillow | Cushion

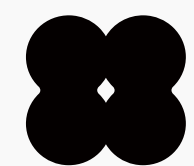


Free & Cozy Life

Mewoofun offers various types of beds for pets to suit their comfort, such as a soft and warm sofa or cushion, a cool and airy tent bed, and a leisurely viewing cat hammock. We also offer beds suited for different seasons so that pets can have comfortable and peaceful sleep all year round.

Fashion series

Alice's tea party | Wiess fairy tales | Symbolic fantasy



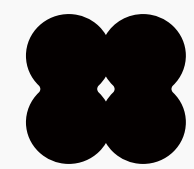
Cute & Cool Appearance

Mewoofun combines fashion with elements of art, sports, and daily life to create a cute and fashionable style for pets. This includes nameplates and a variety of pet clothing items to make pets adorable and comfortable.



Pet toy series

Scratching post | Recordable button | Teaser gun



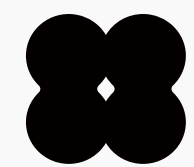
Release Pets' nature

Mewoofun designs a series of pet toys based on pets' natural behaviors, providing a way to expend their energy and prevent damage to furniture. Additionally, these toys help to foster the relationship between pets and their owners through interactive play.



Hamster products

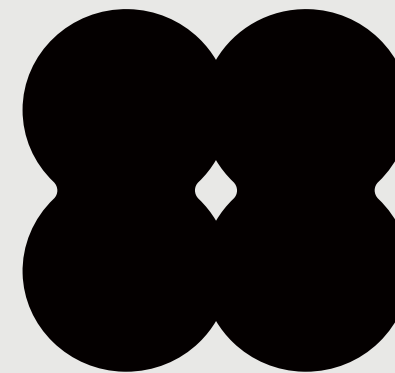
Cage | House | DIY Hideout



Explore Hamster world

In 2021, Mewoofun started the trip of exploring the hamster world, focusing on small pet daily products and committed to bringing more fun and convenience to them.





MewooFun

Create More Beauty^{*} for Pets with You

Mewoofun designs pet products in line with contemporary household styles and creates a refined and fashionable shared space for pets. These high-value, visually appealing products bring enjoyment and comfort to pets and add more beauty to your home.