

The background of the slide is a close-up photograph of a vibrant green leaf. The leaf's surface is covered with numerous clear, spherical water droplets of varying sizes. The lighting creates highlights on the droplets, giving them a three-dimensional appearance. The leaf's veins are visible, adding texture to the background.

**Welcome to the World of
Hengcheng!**
欢迎一起步入探索恒城之旅!

*Beijing Hengcheng Industry
Development Co.*
北京恒城实业发展公司

Company Profile

公司简介





About Us 关于我们

- Founded in 1992 in Beijing by Simon Zhao, since then, the **Hengcheng** group has been marketing and promoting imported products of the highest quality in the whole country.
- 自1992年由赵欣先生在北京创立公司以来，恒城一直在全国范围内销售高品质的进口产品。
- These products include FMCG products, fragrances & cosmetics.
- 产品包括：化妆品、香水及快速消费品等。
- Beyond our role as simple trader, distributor or agent, we act as a partner by working closely with international brand owners. We invest, together with our partners, to better promote the brand through various retail channels.
- 我们所扮演的角色不仅仅是一个简单的贸易商，经销商或代理商，我们更是一个与国际知名品牌公司有着紧密联系的合作伙伴。我们更敢于与合作伙伴一起投资通过进入各种零售渠道来更好的提升品牌。
- The headquarter, based in Beijing, with branch company in Shanghai, subsidiary companies in Fujian and Sichuan, representative offices in Shenyang, Hangzhou, Guangzhou and Wuhan.
- 公司总部设立在北京，附设上海分公司、福建子公司、四川子公司及在沈阳、杭州、广州、武汉均有办事处。

Our Story 发展历程

About Us
关于我们

1992 - 1996

Remarks: the words in grey means discontinued. 备注:灰色字体部分指已停止代理品牌。

1992

- Hengcheng founded with five or six staff, capturing good opportunities of Beijing Commerce Reform and Open at that time
- 拥有五、六个员工的恒城成立了。恒城及时抓住了当时北京市商业改造、开放商机的好机会

1993

- FMCG wise:** *Colgate-Palmolive, Kao, American No. 1;*
- Cosmetics wise:** *Academie, Gatineau, Salvador Dali, UDV;*
- Lingerie wise:** *Audrey*
- 快速消费品:** 棕榄高露洁、花王、美国一号
- 化妆品香水:** 爱琪美、积姬仙奴、莎瓦尔多.达利、幽蒂薇;
- 女士内衣:** 奥黛丽

1995

- Cosmetics wise:** *Lacoste, Burberry, Ferrari* was added to company brands portfolio
- 化妆品香水:** 公司代理品牌增加了莱格士、巴宝莉、法拉利;

1996

- Hengmeijia founded;
- FMCG wise:** Started to distribute the fine toiletry of Revlon and became the sole agent of North China;
- 成立了北京恒美佳商贸有限责任公司;
- 快速消费品:** 开始代理露华浓洗护产品, 并成为北中国区独家代理



Our Story 发展历程

About Us
关于我们

1998 - 2002

Remarks: the words in grey means discontinued. 备注:灰色字体部分指已停止代理品牌。

1998

- **Cosmetics wise:** became to distribute Guerlain
- **化妆品:** 开始代理 娇兰

2000

- Shanghai branch company set up;
- **Cosmetics wise:** *Borghese*;
- **FMCG wise:** *Gillette*, *Oral-B* (import)
- **Lingerie wise:** *Barbara*
- 建立上海分公司;
- **化妆品:** 贝佳斯;
- **快速消费品:** 吉列、欧乐B进口品
- **女士内衣:** 与上海心华合资经营 芭芭拉内衣

2001

- **Cosmetics wise:** managed Beijing market for Clarins; sole agent of *Bvlgari* & *Ferragamo*
- **化妆品香水:** 管理娇韵诗北京市场、成为宝嘉丽和菲拉格慕香水中国总代理;

2002

- Purchased the office building of 1300 sqm as the headquarter of the second ten-year development plan
- **Cosmetics wise:** Clarins (sole agent); Elizabeth Arden (distributor)
- 购买了1300平米的写字楼作为第二个十年发展计划公司总部
- **化妆品:** 娇韵诗(独家代理商)、伊丽莎白·雅顿;

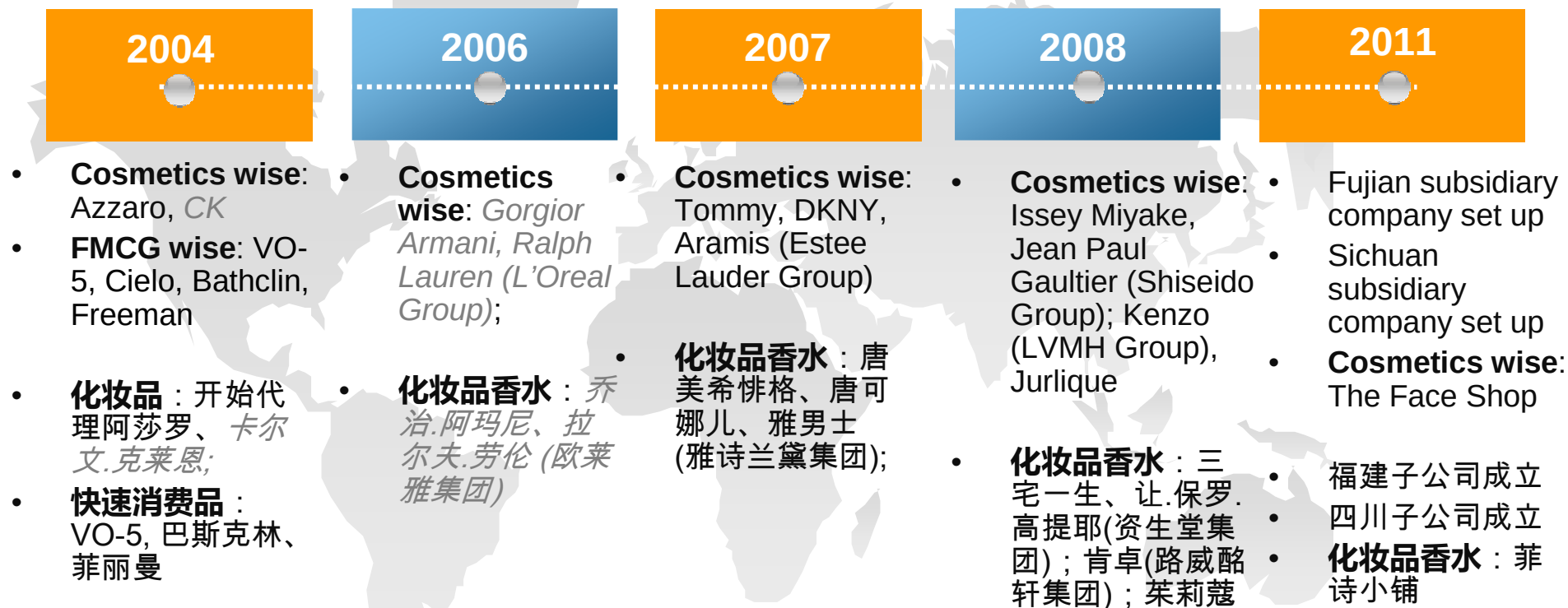


Our Story 发展历程

About Us
关于我们

2004 - 2011

Remarks: parts in grey means discontinued. 备注:灰色字体部分指已停止代理品牌。



Our Story 发展历程

About Us
关于我们

Summary

1992

2012

- **Year 2012 is 20-year Anniversary of Hengcheng founding!!!** During the past 20 years, we have achieved:
 - Leap over from simple trader to professional branding-driven agent and distributor;
 - Formed long-term relationship with principals to secure sustainable development;
 - Well established three independent divisions: Prestigious Cosmetics Division, FMCG Division and SSC Division;
 - Strengthened distribution network, well established solid ties with retailers and sound reputation in cosmetics retail industry.
- **2012年！公司成立20周年！！！！** 在过去的20年里，我们实现了：
 - 从简单贸易向品牌导向的专业代理经销领域的跨越；
 - 与厂商形成了长期的合作关系保证可持续发展；
 - 形成了高档化妆品事业部、快速消费品事业部及后台服务事业部三大经营实体；
 - 巩固了分销网络、与零售商建立了紧密关系并在化妆品零售行业建立了良好声誉及口碑。



Company Profile

公司简介



Brands

我们的品牌

Highlighted area is fragrance brands

Prestige

CLARINS

娇韵诗

GUERLAIN
PARIS

娇兰

Jurlique

茱莉蔻

Mass-tige

THEFACESHOP
NATURAL STORY

菲诗小铺

TOMMY HILF GER

DKNY
aramis

ISSEY MIYAKE
PARIS

Jean Paul
GAULTIER

KENZO
PARFUMS

AZZARO

PORSCHE DESIGN

Mass Market

evian.

FREEMAN

Cetaphil
丝塔芙

simple

花王

巴斯克林

REVLON

Olivia
欧榄

Colgate

Bigen

LION 狮王



Cosmetics Brands

化妆品

Existing portfolio

现有品牌

As of December 2011

截止2011年12月底

CLARINS

娇韵诗

GUERLAIN
PARIS

娇兰

Jurlique

茱莉蔻

THEFACESHOP
NATURAL STORY

菲诗小铺

Joint Venture
合资公司 (from
2011)

Sales agent except
Beijing, Shanghai
销售独家代理商
(除北京上海)

Sole agent in
China
中国独家代理商

Agent in specific
territory
特定区域独家代理商

Represent
by HC

2002

1998

2009

2011

开始时间

No. of doors

店数

90 dept store
+ 100 Sephora
90家百货+ 100家丝芙兰

35 dept stores
35家百货

40 dept store
+ 5 boutiques
40家百货 + 5家专卖店

100 dept stores
100家百货

Fragrances Brands 香水品牌

Existing portfolio

现有品牌

均为独家代理商

As of December 2011

截止2011年12月底

TOMMY HILFGER

DKNY
aramis

ISSEY MIYAKE
PARIS

Jean Paul
GAULTIER

KENZO
PARFUMS

AZZARO

PORSCHE DESIGN
new

Belong to

隶属于

Estee Lauder Group

雅诗兰黛集团

Shiseido Group

资生堂集团

LVMH Group

路威酩轩集团

Clarins Fragrances Group

娇韵诗香水集团

Launch by HC

开始时间

end of 2007

Oct 2008

2009

2006

CLARINS

Counter Snapshot





Counter Snapshot



Jurlique

Counter Snapshot

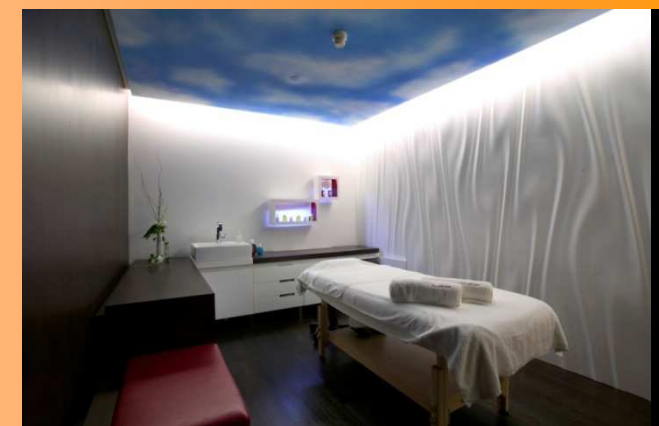


Jurlique

Counter Snapshot



Clarins Spa snapshot



360° Marketing Approaches

Magazine/newspaper
advertorials



PR workshops



New media: TV program,
taxi touch-screen



Internet



BRAND

membership
magazines, DM, SMS



Sampling



Podium/Road show



Outdoor, POS
excitement



Beauty workshop





Wise Media Placement



Creative Advertising



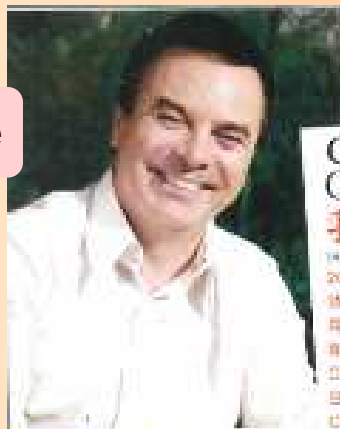
PR Workshop





Elegance Jan Issue

PR exposure



CLARINS娇韵诗继承人 Olivier: 我不介意同事比我聪明

（本报记者 采访 Olivier Tournier 的专访）

2008年6月，法国25年护肤品牌第一彩妆品牌公司CLARINS娇韵诗创始人Olivier Tournier在巴黎接受本报记者专访。Olivier Tournier在采访中谈到了他对CLARINS品牌的经营理念、对员工的看法、对未来的展望以及他对生活的看法。Olivier Tournier表示，他并不介意同事比他聪明，他认为这是一个团队的优势。他强调了品牌的历史和传统，以及他对产品质量的严格要求。他还谈到了他对可持续发展的看法，以及他对社会责任的看法。



“Olivier Tournier在采访中谈到了他对CLARINS品牌的经营理念、对员工的看法、对未来的展望以及他对生活的看法。Olivier Tournier表示，他并不介意同事比他聪明，他认为这是一个团队的优势。他强调了品牌的历史和传统，以及他对产品质量的严格要求。他还谈到了他对可持续发展的看法，以及他对社会责任的看法。”



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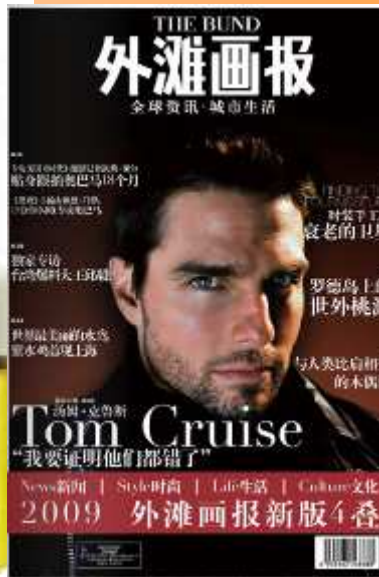


REPORT



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ICS TV Channel

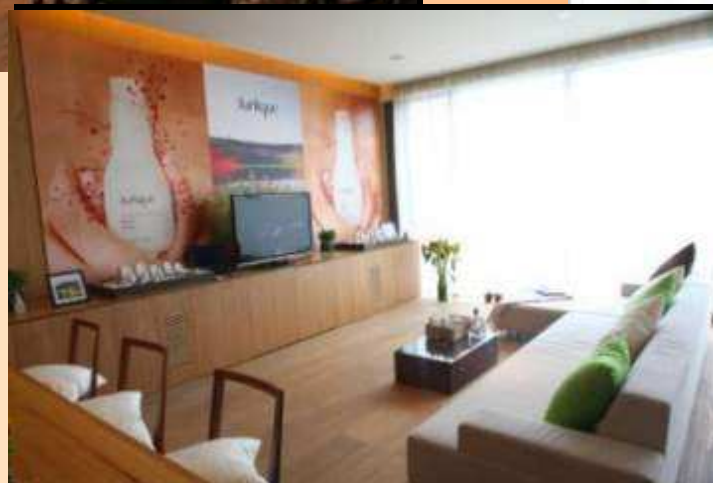




Unique & Tailor-made Store Opening Ceremony



Creative Branding Activities



Creative Branding Activities



Company Profile

公司简介

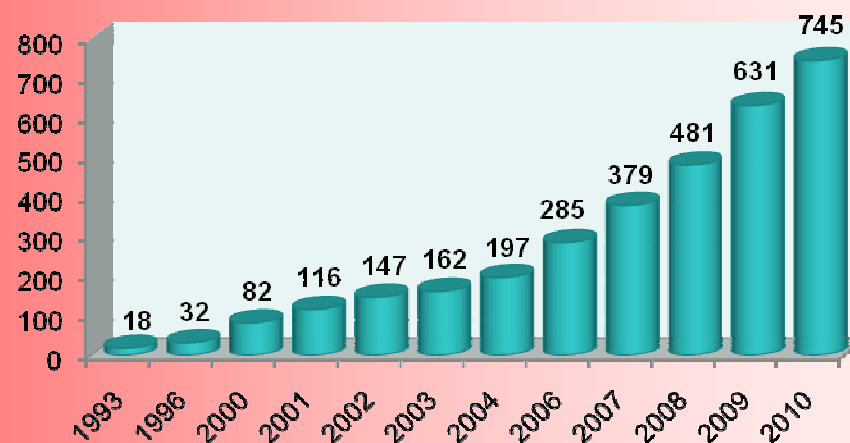


Figures & Networks

销售数据&网络

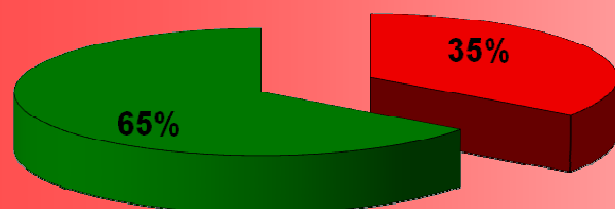
Net Sales by Year 年度净销售

Unit: RMB M



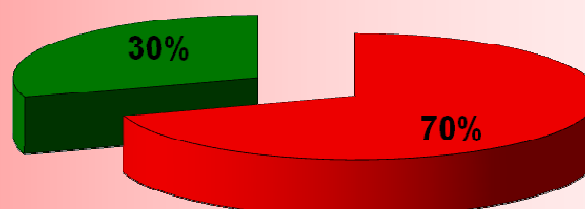
Net Sales by Division 事业部净销售

For the Period of 1992-1998



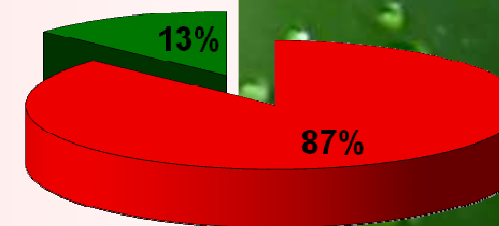
■ Cosmetics 化妆品
■ FMCG 快速消费品

For the Period of 1999- present



■ Cosmetics 化妆品
■ FMCG 快速消费品

Year 2011



■ Cosmetics 化妆品
■ FMCG 快速消费品

Figures & Networks 销售数据&网络

- Cosmetics & Fragrances 化妆品 & 香水



Figures & Networks 销售数据&网络

- FMCG 快速消费品



Company Profile

公司简介

- 1 About Us 关于我们
- 2 Brands 我们的品牌
- 3 Figures & Networks 销售数据&网络
- 4 People & Organization 人员& 组织架构
- 5 Our Vision 我们的愿景

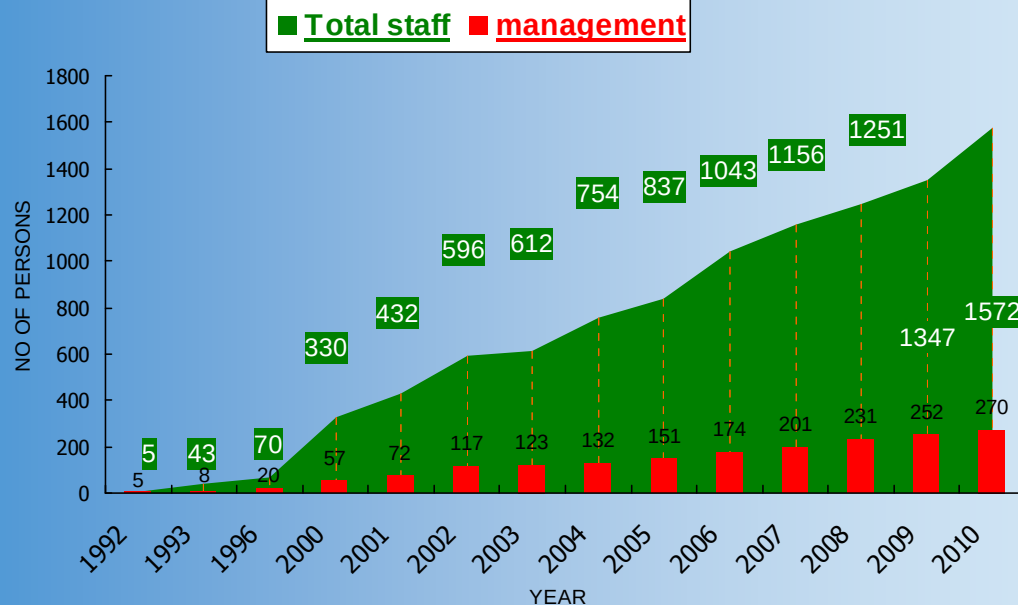


People & Organization

人员&组织架构

People 人员

- The most valuable asset that Hengcheng has is our People;
- 员工是我们最有价值的资产
- Coming from diverse backgrounds and cultures, they are all united by a drive and passion for the beauty business;
- 来自不同背景和文化的她们为公司的化妆事业注入了热情与推动力
- Besides having business skills and being highly motivated, our staff's dedication and commitment have also helped us attain a distinguished level of service in the retail industry on which our success is built upon.
- 除了拥有良好的业务技能及高度的工作热情外，他们的奉献帮助公司在零售业不同服务层面上取得成功



People & Organization

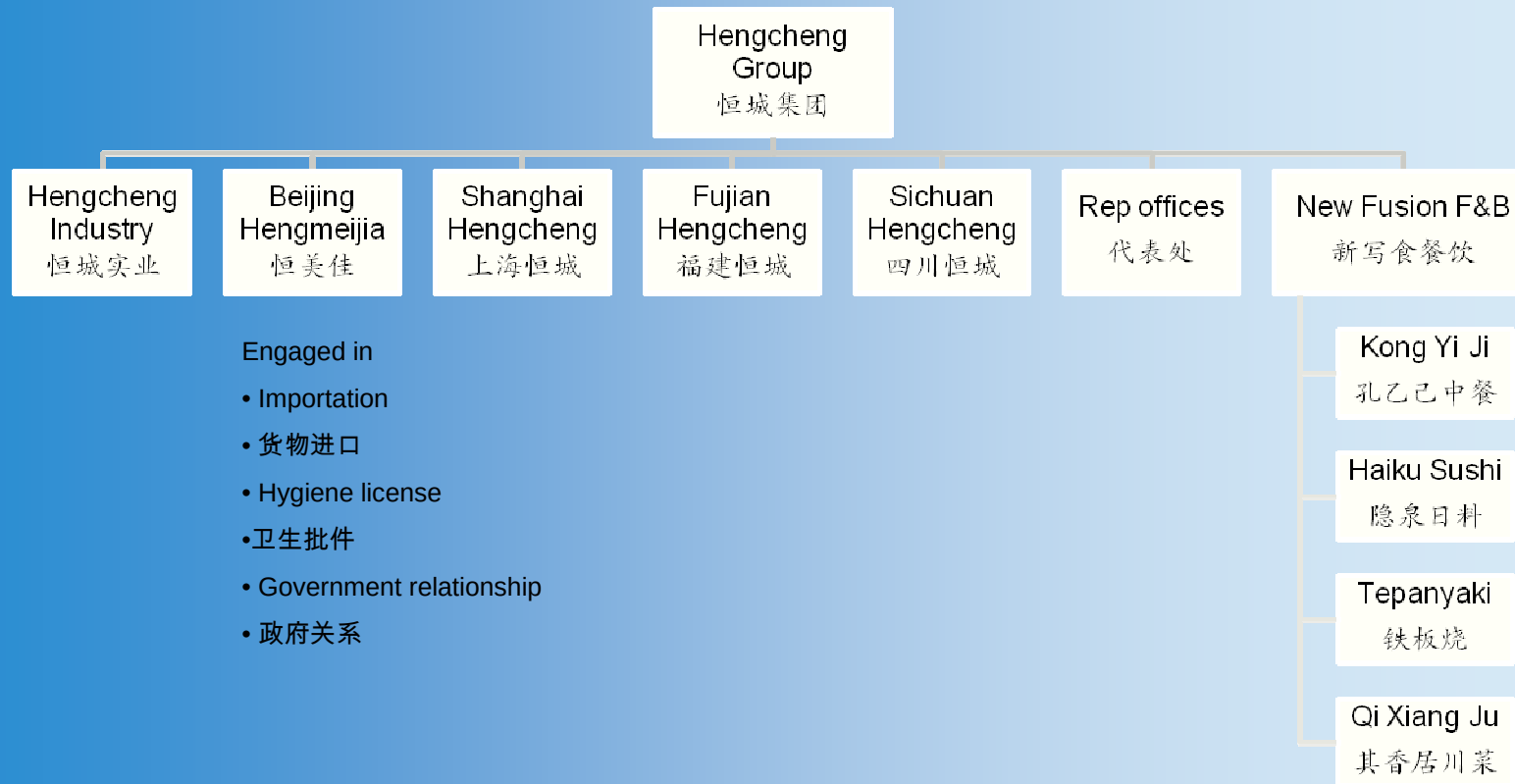
人员&组织架构



People & Organization

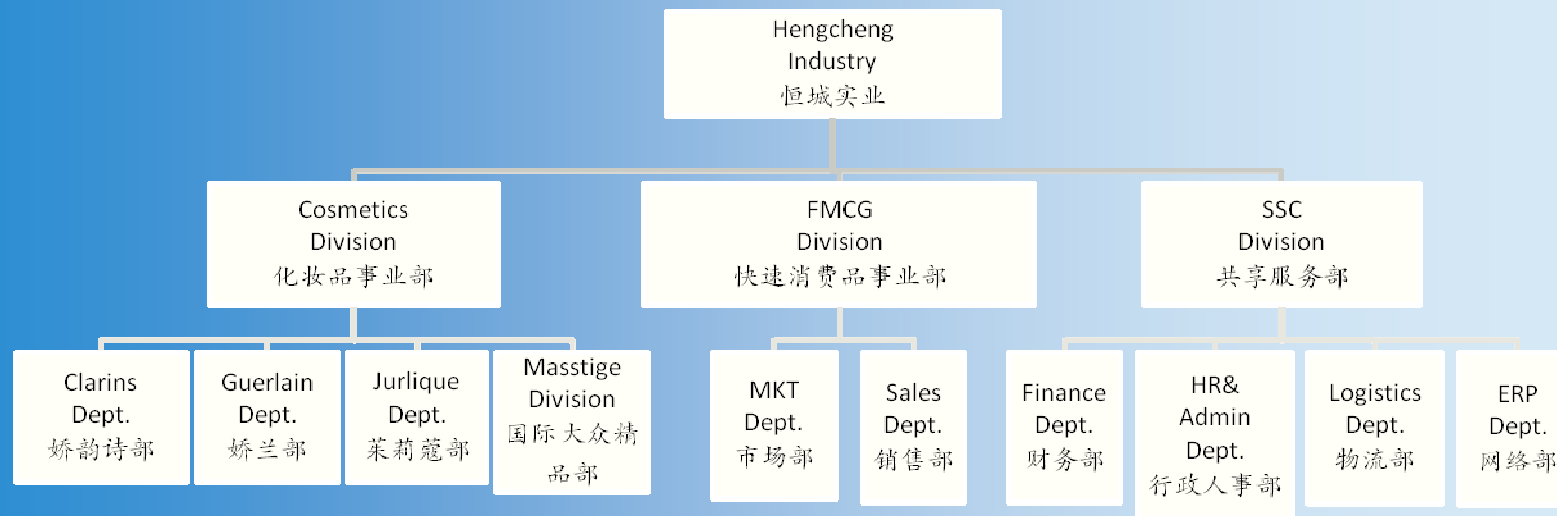
人员&组织架构

Organization of Hengcheng Group 恒城集团组织架构



People & Organization 人员&组织架构

Organization of Hengcheng Industry 恒城实业组织架构



SSC: Share Service Center 共享服务中心

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Core Value

我们的理念

- We do not believe in miracle but only in favor of diligence.
- 我们不相信奇迹，惟独青睐努力；
- Sincerity, integrity and value customers' interests;
- 真诚、讲求信誉、尊重客户利益
- Crisis is always around you. We should make great efforts to keep forging ahead---do your best;
- 危机永远在你身边，努力创造和进取，要做就做最好
- Create win-win opportunities for both staff and principals;
- 为员工和厂家创造双赢机会



Our Vision 我们的愿景

We endeavor to 我们一直致力于

- Be the best distributor for global beauty brands in China.
• 力争做中国最好的国际化妆品牌代理商
- Build brands in the local markets where we have specialized know-how;
• 用我们的专业知识打造本土化品牌
- Provide variety of brands & products as well as quality service to all our customers;
• 为我们的顾客提供多样化品牌、产品及高质量服务
- Strengthen core competitiveness of Hengcheng – to attract and foster more calibre and make them boss of profit center of their own department;
• 加强恒城的核心竞争力，即去培养和吸引更多的专业人才并使他们成为其部门的利润中心的老板



Thanks! The END!!
谢谢！