



Official Fitness Equipment
Supplier for the Chinese
Olympic Committee

科学运动服务商

SHUA FITNESS

SCIENTIFIC FITNESS SERVICE PROVIDER

Key Achievements and Milestones

Phase One: Brand Establishment (1996-2005)

1996 **Founded**

Founded in Jinjiang, the 'Capital of Brands,' embarking on the treadmill business.

1998 **Innovative Channels**

Opened Exclusive Stores: Industry-Pioneering Model

2001

Fully initiated the construction of the VI system

2002

Honored with the title of 'Famous Trademark of Fujian Province'.

2005 **Brand Creation**

First in the industry to endorse an Olympic diving champion, swiftly boosting brand fame; our treadmill earned 'China Famous Brand' status.

Phase Two: Business Expansion (2006-2015)

2006

Received the title of "Top Ten Sports Goods Brands in China"

2007

Awarded the title of "Famous Trademark in China"

2008 **Product Line Expansion**

Capitalizing on the nationwide fitness boom sparked by the Beijing Olympics, we launched our National Fitness Program.

2009 **Channel Expansion**

Pioneered E-Commerce operations to synchronise online and offline sales.

2014 **Intelligent Deployment**

With the rise of national fitness as a state strategy, embarked on intelligent product development to align with sports industry trends.

2015

Established a strategic partnership with the China Bodybuilding Association.

Phase Three: Strategic Upgrade (2016-Present)

2020 **IPO Journey**

Listed on the A-Share Main Board of the Shanghai Stock Exchange

2021

Served as the official fitness equipment provider for the 2022 Winter Olympics and Paralympics in Beijing; established OEM partnerships with leading global customers.

2022 **Strategy Upgrade**

Unveiled the 2030 Strategic Plan, defining "Scientific Fitness Solution Provider" as the core brand value.

2023

Awarded the project to supply fitness equipment for the athletes' villages at the Hangzhou Asian Games and Asian Para Games; Established a strategic partnership with the China Sport Science Society.

2024

In 2024, SHUA honored to serve as the Official Fitness Equipment Supplier to the Chinese Olympic Committee.

2025

Launched the "SHUA Go Global" globalization strategy to accelerate international market expansion.

Our Business Portfolio

Fitness Equipment Operations

Product Deployment

Home Fitness

Commercial Fitness

National Fitness

Physical Training

Campus Sports

Rehabilitation Fitness

Channel Deployment

Online Retail

Offline Retail

B2B Services

B2G Services

International Services

(OBM, ODM, OEM)

Fitness Chain Operations

1+1+1 Fitness Model

Equipment Sales

Fitness Services

Corporate Health
Management

Training
Certification

Collaborative Partnerships Across the Globe



Official Fitness Equipment
Supplier for the Chinese
Olympic Committee



PARIS 2024



Strategic Partner of the
Games of the XXXIII
Olympiad, Paris 2024



BEIJING 2022™



Official Fitness Equipment
Supplier for Winter Olympic
Games Beijing 2022



BEIJING 2022



Official Fitness Equipment
Supplier for Winter Paralympic
Games Beijing 2022



Strategic Partner of the
Chinese Society of Sports
Science



中国冰雪

CHINA WINTER SPORTS

Sponsor of the Winter Sports
Management Center of the
General Administration of Sport
of China.



ACSM®

AMERICAN COLLEGE OF SPORTS MEDICINE

Official Strategic Partnership of
the American College of Sports
Medicine (ACSM)



Designated Fitness
Equipment Supplier for
BRICS, 2017 China

China's First Olympic- Sponsored Fitness Brand



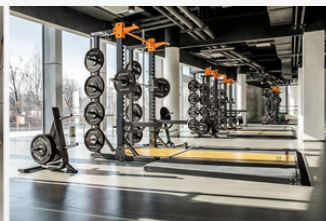
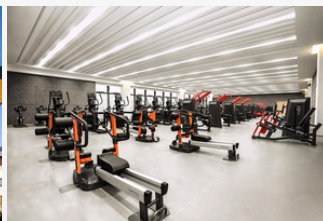
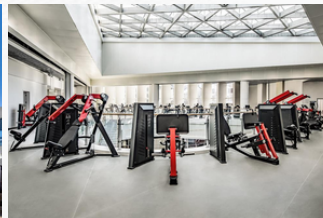
7 Olympic Games served



600+ Olympic Champions Served



99 Countries Sports Teams Served



Gaining International Recognition

The No.1 fitness equipment brand in China by total revenue.

A leading brand in China's fitness industry.

The No.1 market share in China's mid-to-high-end home fitness segment.

The No.1 market share in China's national fitness sector.



110+

Countries and regions
around the world.



30,000+

Facilities



1,200,000+

Families to embrace a
healthier, active lifestyle



1,800,000+

Exercisers have benefited from
the SHUA Fitness App's digital
coaching



500+

Overseas trading partners.



1000

Online and offline outlets in
China



300,000,000+

People use SHUA fitness
equipment in
our sports parks annually



5,000+

Elite fitness coaches
nationwide received advanced
training services

Global Status Certification



SHUA Makes Fitness Smarter, More Entertaining, and Science- Driven

Intelligent Product Integration

1.8+million users on our APP and mini-program
National Fitness Intelligent Management System
Commercial Gym Intelligent Management System
Revolutionary Speed and Strength Feedback Systems



Entertaining Fitness Experience

Mobile Screen Mirroring
User-friendly and Multi-functional UI Interaction Interface
Competition and Game System: Bike Races, Rowing Competitions, and Immersive Runs



Science- Driven Fitness

SHUA collaborates with Huawei to develop an intelligent running assessment system.
SHUA's self-developed scientific running gait analysis system.
BioFit Smart Strength Series



We Empower Fitness with Technology

CNAS National Accredited Laboratory

Top 20 Innovative Technologies

ApolloShockAbsorption System
SEEC Dual-Efficiency Drive System
Speed & Power Digital Control Technology
FlexAir Adaptive Running Deck

Industry First

The first treadmill with a scientific exercise prescription system.
The first to introduce a speed and power feedback system.
China's First AI-Powered Gym

Patent Technologies

Over **400**

Participation in National and Industry Standards

Over **40**

Research and Design

Ergonomic compliance
China's First Fitness Enterprise with German IGR Ergonomics Certifications



Scientific Exercise

General Secretary Xi Jinping:

**"Without the health of all people, there can be no comprehensive well-being."
The focus should shift from treating diseases to "making people's health the priority."**

World Health Organization (WHO):

"Invest one dollar in exercise, save eight dollars in medical expenses!"

Tiesha, French Physician:

"The effects of exercise can replace many medicines, but no medicine can replace the benefits of exercise."



American College of Sports
Medicine(ACSM)



Chinese Academy
of Sports Science



Huaxi Medical
Research Institute



Beijing Sport
University



Shanghai University
of Sport

SHUA 2030 Strategy: Aiming for 10 Billion



SHUA

1+1+1 New Fitness Chain Model



Equipment Sales



Fitness Services



Corporate Services





SHUA Fitness Platform Construction - "5551" Plan



5000+

Fitness Stores



50000+

Fitness Trainers



5M+

**Estimated
Fitness Users**



10000+

**Corporate Health
Management Services**

SHUA Fitness utilizes a digital and intelligent gym operation model, integrating the industry's "people," "trainers," and "spaces." This approach optimizes the resources across users, trainers, courses, equipment, apps, and gyms in the entire supply chain, creating a multi-faceted, scientifically driven blueprint for the future of fitness.

Core Value

Integrity, Motivation, Innovation, Unity

Mission

Bring Easy Fitness Into Everyone's Life

A stylized, artistic illustration of the Paris skyline at dusk or dawn. The Eiffel Tower is the central focus, with its lights glowing. In the foreground, the Olympic rings are prominently displayed in a large, colorful, 3D style. The background shows the city lights and a cloudy sky with a warm glow from the setting or rising sun.

THANK YOU