



Hytera Introduction

Hytera Communications Corporation Limited

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Stock Code: 002583.SZ



Cover story:
Hytera DMR products applied in America's Cup, New Zealand, 2011.



Hytera Headquarters

Hytera, a leading designer and manufacturer of professional mobile radio communications equipments, is dedicated to bringing the most valuable and customized solutions to clients across the world.

We offer complete and customized communication solutions to government, public security, utility, transportation, enterprise & business for higher organizational efficiency.

Founded in 1993 in Shenzhen, China, Hytera has grown to be a key player in PMR (Professional Mobile Radio) communication industry with a large customer base in more than 80 countries and regions across the world. In China, Hytera's market share ranks the 2nd, the 1st among Chinese manufacturers*¹; globally Hytera has reached the 2nd in Overall Terminal category*².

In China, market share ranks 1st among Chinese manufacturers*¹

No. 1

Globally, 2nd in Overall Terminal category*²

No. 2

^{*1} Source: H&Q Consulting Industry Report 2010
^{*2} Source: IMS Report 2011

Management



With our experience in communications industry, passion in leading technologies & best products, steadfast pursuit for customer satisfaction, we are working with you, dedicated to achieving, fulfilling, and creating an awesome world of smooth communications for all professional users.

"How to better understand customers' challenges, and to meet their needs for quick connectivity & smooth communication in ever changing situations? Innovation, it is as vital as a philosophy for us."

"I believe, only when we have long-term commitment and utmost passion of innovation can we bring the best products & solutions to our customers, win trust from them; it is the only way for us to sustain growth."

Mr. Chen Qingzhou, Founder,
Chairman & President of Hytera

陳清洲



Customers' Challenge

A man in a dark shirt stands with his back to the camera, looking at a large wall of multiple computer monitors. The screens display various data visualizations including world maps, satellite imagery, line graphs, and human faces, symbolizing complex data analysis and customer challenges.

Only when we fully understand what our clients really want, is it possible to create more value with innovative technologies and to deliver more at critical moments.

The diagram illustrates the evolution of communication from hardware to software across three stages, separated by a dashed line. Above the diagram, a horizontal line with an arrow points from 'Hardware' on the left to 'Software' on the right.

- Simple tasks:** A stack of five boxes on the left (Communications, Scheduling, Organizing, Regulation, Others) is connected by lines to a single box on the right labeled 'Management'.
- Complex demands:** A stack of five boxes on the left (Communications, Scheduling, Organizing, Regulation, Others) is connected by lines to a box on the right labeled 'Management'. A dashed arrow points from the 'Management' box of the 'Simple tasks' stage to the 'Management' box of this stage. Additionally, a dashed arrow points from the 'Communications' box to the 'Scheduling' box.
- Integrated management:** A stack of four boxes on the left (Scheduling, Organizing, Regulation, Others) is connected by lines to a box on the right labeled 'Communications Management'.

Government & Public Security

Police, Law-enforcement, Firefighting, Homeland Security

Nowadays, the increasing frequency of natural disasters, social unrests and other public emergencies poses a great challenge to public security departments like police, law-enforcement and firefighting. To better respond when emergency strikes, a secure, reliable and efficient command and dispatching system, capable of cross-region and visualized communications, is in urgent demand.

Fully understanding what challenges public security users are facing, Hytera developed MPT trunking and simulcast system, DMR digital trunking and simulcast system, portable emergency communications system, visualized dispatching system and many other professional wireless communications solutions to better serve industry users in emergency handling, disaster relief as well as daily operation.

Reference: Hytera products and solutions have been applied in the public security communications network of over 20 provinces of China, and served overseas clients like Mexican Police C4 Center, Turkish National Police and Argentine Presidential Guard. They also played a key role in disaster relief of Sichuan earthquake in China in 2008 and Japan earthquake in 2011.





Public Utility

Railway, Urban Transit, Port & Airport,
Oil & Gas, Forestry, Electricity

Public utility, critical to social stability and prosperity, cannot run smoothly without a professional wireless communications network. Transportation, as well as forestry, mining and electricity, is entering a phase of intelligent and complex networking communication.

Hytera brings customized communications solutions to transportation users for daily operation, efficient scheduling, insured security and streamlined management with innovative subway command and dispatching system, railway communications system, tunnel coverage, and airport wireless trunking system. In forestry, oil & gas, and electricity, Hytera provides users with a series of professional wireless communications solutions for smoother operation, scheduling and safer production.

Reference: Hytera products and solutions have been applied in the subway systems of Hong Kong, Shenzhen, Guangzhou, Wuhan, etc.; railway bureaus of Wuhan, Zhengzhou, Xi'an, Guangzhou, etc.; ports of Shekou and Dalian, etc.; Tianjin & Huai'an airports, O.R. Tambo Airport, South Africa, etc.; ILPAP Electronic Bus, Greece, etc.; forestry departments of Guangdong, Ningxia, Xinjiang, Sichuan, etc.; and served clients like PetroChina, Sinopec, South Korea Electric Power and Abu Dhabi Company for Onshore Oil Operations.



Enterprise & Business

Hospitality, Construction, Property Management,
Security, Logistics, Retail, Taxi, Events

Quick response, reduced operation costs and improved management are critical to gain the lead in the highly competitive business environments. Two-way radio, with its "push-to-talk", is the ideal choice for mobile communications for business users. Hytera provides a complete product portfolio from analog to digital for business users, and delivers the most valuable communications solutions of seamless coverage, patrol, chain store trunking, mobile dispatching, and cross-region IP interconnection.

Reference: Hytera products and solutions have been applied in lots of hotel groups in and outside China, such as Fairmount Peace Hotel Shanghai, InterContinental Hotels Johannesburg, etc.; and served over one-third property management corporations in China as well as large chain stores like Suning, Gome, etc.; Hytera also played an important role in Beijing Olympic Games 2008, Guangzhou Asian Games 2010, Shenzhen Universiade 2011 and America's Cup 2011, New Zealand.

Products



Dedicated to designing and delivering professional wireless communications equipments, Hytera offers comprehensive product portfolio from analog to digital, from terminal to system, from voice transmission to data applications. With a portfolio compliant to multiple leading protocols including TETRA, DMR, PDT (Chinese Police Digital Trunking) and MPT, Hytera is capable of providing customized solution to different users across the world.



MPT-1327



* For more solutions and applications, please visit www.hytera.com

End-to-End Solutions

Our products series can be grouped and synergized in 7 end-to-end solutions according to different customer requirements.

7 Wide-area Commanding Network (WCN)

Primarily for public security and users. The WCN utilizes multi-site networking infrastructure, achieving wide area coverage of municipal, provincial and national levels, meeting the requirements of high traffic voice communication, advanced encryption, multi-level dispatching, cross-area/cross-department coordination and automatic roaming within the whole network.

1 Local-area Communications Network (LCN)

Primarily for commercial users of supermarkets, property management, hotels, etc. The LCN meets customers' demands for voice call, basic data application and dispatching management, greatly improving work efficiency.

2 Remote Communications Network (RCN)

Primarily for geographically scattered users with medium traffic of factories, hotels, logistics, etc. The RCN connects geographically separated local-area networks via conventional multi-frequency networking and IP connection for voice communication, basic data application and dispatching management.

6 Emergency Dispatching Network (EDN)

Primarily for public security users and government organizations. The EDN achieves quick networking and on-site dispatching in emergencies like terrorist attacks & natural disasters, and public events with mobile base stations.

5 Linked Dispatching Network (LKDN)

Primarily for transportation users of express way, railway, metro, etc. The LKDN fulfills higher spectrum efficiency and multi-level dispatching with simulcast and trunking technologies.

4 Remote Dispatching Network (RDN)

Primarily for geographically scattered users with multi-level dispatching demands of Public Security, Homeland Defense, Oil & Gas, etc. The RDN connects geographically separated local-area networks via trunking network and IP connection for regional voice communication of high traffic and cross-area communication.

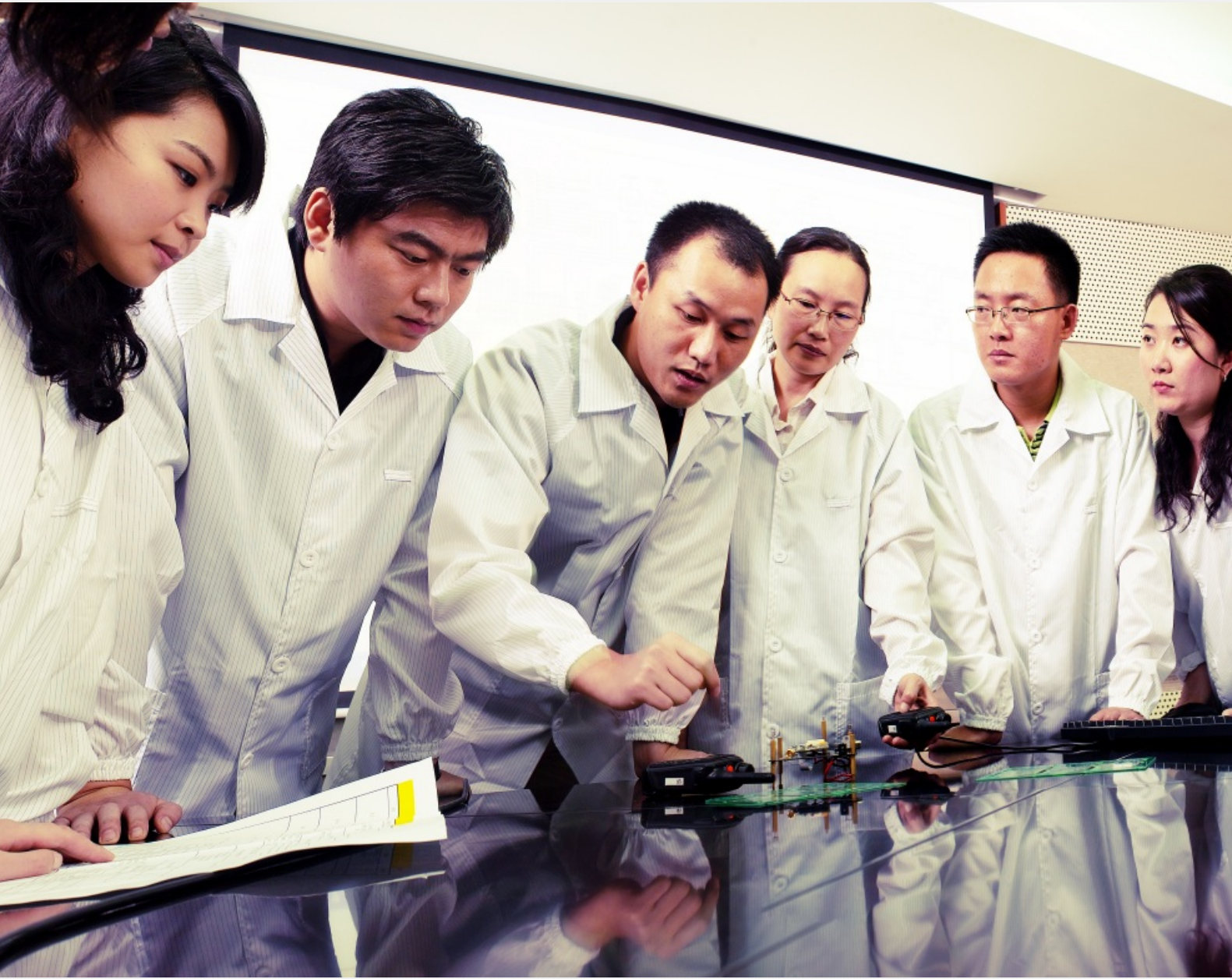
3 Local-area Dispatching Network (LDN)

Primarily for industry users of Port & Airport, Oil & Gas, etc. The LDN achieves regional communications and dispatching with single site trunking, greatly improving dispatching efficiency, achieving higher system capacity, multi-level dispatching and various data applications.

For more solutions and applications, please visit www.hytera.com



CMMI L3 Certification
Demonstration base of the combination of Production,
Study & Research of Guangdong Province
Enterprise Technology Center of Shenzhen



Research & Development

Hytera takes advanced technologies and reliable quality as the core part of its business, and ensures more than 10% of revenue for R&D to keep pushing the limit of leading and mature technologies.

Hytera's competent R&D team of over 800 engineers in 3 research centers establishes a state-of-the-art platform for digital technology research, product design and application development. Attentively and rapidly responding to customers' demands, Hytera's R&D team endeavors to turn innovative technologies into solutions as required, and to deliver the most effective and feasible communications solutions that count for today and tomorrow.

Percentage of revenue for R&D*

10%↑

R&D headcounts out of the staff*

37%↑

Doctor/master degree holders 20%; Bachelor degree holders 79%

R&D System



* Updated to Dec.30, 2012




April 2010, Beijing, PDT standard launch event

					Research Projects Awarded by Governments
<p>TETRA (Terrestrial Trunked Radio) is a digital trunking mobile radio standard developed by the European Telecommunications Standards Institute (ETSI).</p> <p>As a core member of TETRA MoU, Hytera is one of the few corporations in the world that master TETRA technology, and is the 1st to develop TETRA terminals in China.</p>	<p>DMR (Digital Mobile Radio) is a digital radio standard specified for professional mobile radio (PMR) users developed by ETSI.</p> <p>Hytera is one of the few corporations worldwide who have launched complete DMR solutions from terminals to systems.</p>	<p>PDT (Chinese Police Digital Trunking Standard) is a digital trunking standard serving the needs for police trunking communications; it allows smooth transition from analog systems to digital ones.</p> <p>Hytera leads the drafting of PDT standard under the commission of the Ministry of Public Security of China.</p>	<p>NDR (Narrow Digital Radio) is a narrowband digital radio standard being developed by DRA (Digital Two-way Radio Standard Industry Alliance). The Association gathers 28 members, including two-way radio manufacturers, top universities and scientific research institutions in China.</p> <p>As the secretary general of DRA, Hytera oversees the draft, revision and promotion of NDR standard.</p>	<p>dPMR (digital Private Mobile Radio) is a digital radio protocol with 6.25KHz narrowband technology established by ETSI; it targets business, professional and public security users.</p> <p>Hytera is a core member of dPMR MoU.</p>	<p>Hytera is in charge of the "Broadband Trunking Communications" project, a major national research project in China;</p> <p>Hytera obtained the 2010 Electronics Development Fund Bid of the Ministry of Industry and Information Technology of China;</p> <p>In 2008, 2009 and 2010, Hytera won the pioneer projects for the combination of production, study & research of Guangdong Province, China.</p>

Leading technologies


We never stop with innovating since customers keep expecting more. As a digital technology forerunner, Hytera takes a significant position in the analog-to-digital migration of professional wireless communications.

As one of the few corporations in the world that master TETRA, DMR and PDT technologies and introduce products series respectively, Hytera also leads in the drafting of digital trunking standard and commercial digital radio standard in China.




TC-890GM

Multi-mode PGIS portable for Chinese Police




PD78X^{*2}

World's first color-display DMR digital radio



X1e

World's lightest and thinnest & award winning covert radio



PD79X^{*2}Ex

World highest level, IIc, intrinsically safe radio

^{*1}Updated to Dec. 30, 2012

Superior Quality



Products with FCC approval

142*

Products with CE approval

150*

Stringent Quality Control

Stringent quality control and advanced manufacturing ensure superior products quality for our customers.

We have established an end-to-end quality control system and integrate quality control into the complete process of product development and manufacturing. Tools and projects like 6Sigma and QCC further enhance the already strict control procedures.

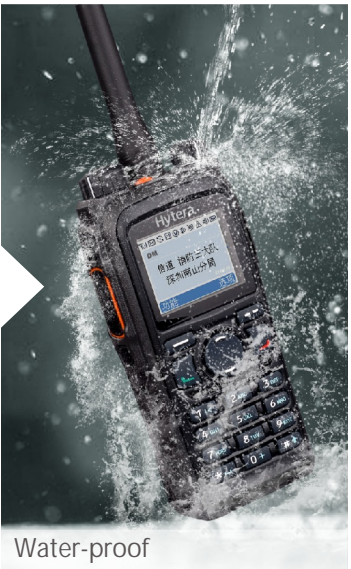
Hytera owns general standard, environmental engineering, and electromagnetic shielded labs, which help to ensure full compliance to Chinese national and industry standards, American Military Standards, ISO9001, ISO14001, OHSAS18001, and EN13980 (ATEX/FM/CQST/CSST) explosion proof systems.



Frozen-proof



Dust-proof

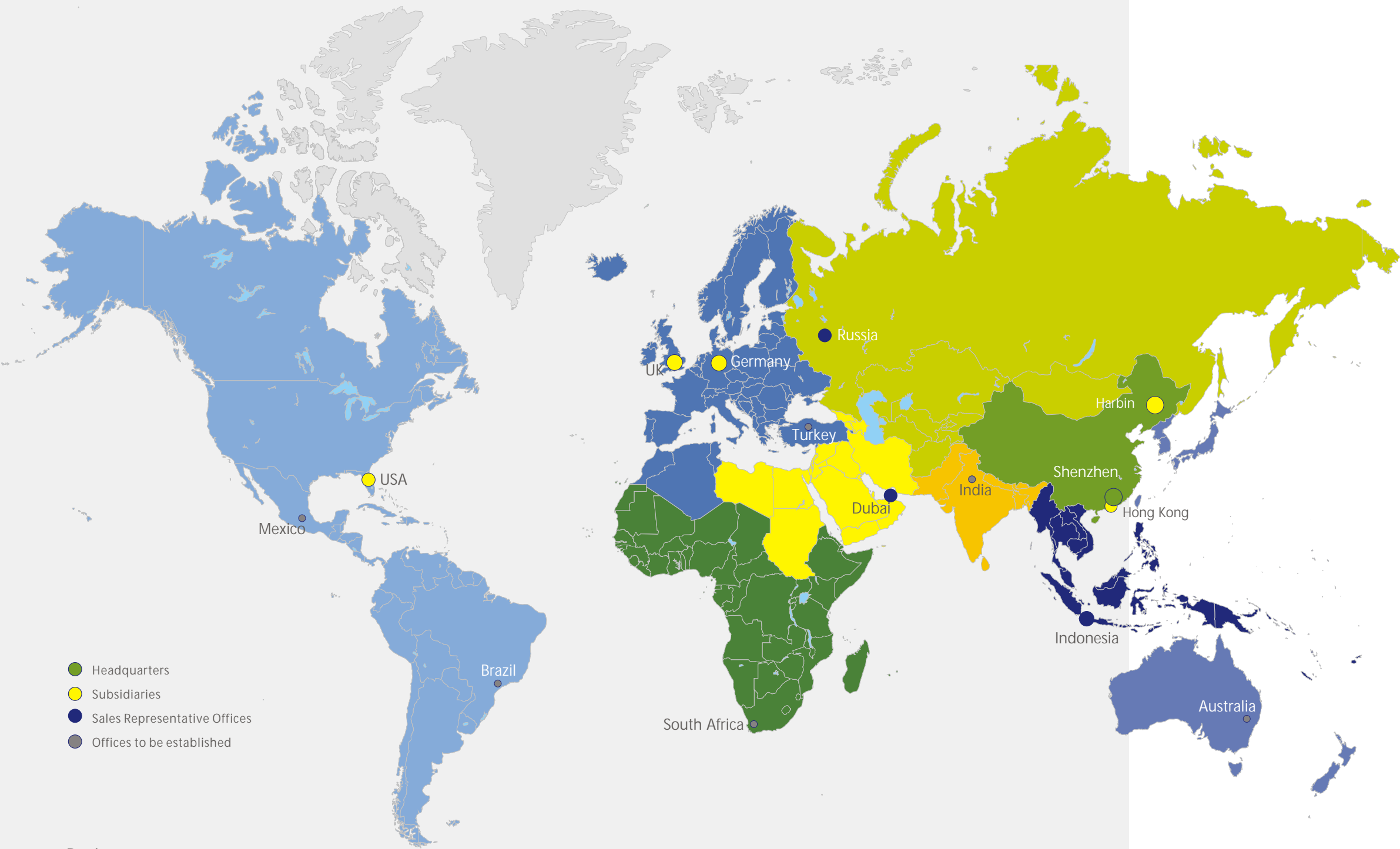


Water-proof

Scenes of quality test

*Updated to Dec. 30, 2012

Global Marketing



Business areas:

China, Pacific, ASEAN, South Asia, Middle East, Africa, Russia & CIS, Europe, UK, Americas

Hytera considers customer satisfaction as a paramount issue. We work closely with our distributors, dealers, integrators and application partners to deeply understand the demands from end users, and promptly come up with customized solution for users' specific demands. Hytera has established a global sales and service network to bring innovative products and solutions to local markets quickly and efficiently.

Hytera has established a global sales network with 3 subsidiaries in the USA, UK and Germany, 20+ branches, and 600+ partners across the world. In China, Hytera has established a nationwide sales and marketing network with subsidiaries & offices in Chengdu, Guiyang, Xi'an, Changchun, Xinjiang, etc.



Subsidiary in UK



Subsidiary in USA



Subsidiary in Germany

Applications

China

As the major provider of Chinese police trunking communications, Hytera takes a market share of 35% in the police analog trunking terminals, 30% in the police analog terminals, 30% in the subway communications, and 15% in the railway communications with its products and solutions widely applied in over 20 provinces of China.

In commercial market, Hytera ranks the 1st in sales for over a decade and remains as the preferred choice for property management, safety guard, hotel groups, chain stores and other enterprises.

SEG Communications*, a Hytera subsidiary, is a leading wireless communications solution provider for subway/light rail in China. It provides professional communication solutions to subway systems in major cities of China like Hong Kong, Guangzhou, Shenzhen and Wuhan, and builds urban transit dispatching network for over 1/3 cities of China.

Our customers

Ministry of Public Security
Public Security Bureau of Xinjiang Uygur Autonomous Region
Public Security Bureau of Guangxi Zhuang Autonomous Region
Public Security Bureau of Inner Mongolia Autonomous Region
Public Security Bureau of Heilongjiang Province
Public Security Bureau of Shandong Province
Public Security Bureau of Gansu Province
Public Security Bureau of Jilin Province
Public Security Bureau of Fujian Province
Public Security Bureau of Hunan Province
Armed Forces of Guangdong Province
Traffic Administration of Public Security Bureau of Hebei Province
Public Security Bureau of Guangzhou, Guangdong Province
Public Security Bureau of Zhuhai, Guangdong Province
Traffic Administration of Shenzhen, Guangdong Province
Prison Administration of Xinjiang Uygur Autonomous Region
Prison Administration of Fujian Province
Prison Administration of Guangxi Zhuang Autonomous Region
Work Safety Supervision Bureau of Yunnan Province
Fire Department of Dunhuang, Gansu Province
Exit & Entry Administration of Shenzhen, Guangdong Province
Customs Anti-smuggling Bureau of Zhuhai, Guangdong Province
120 emergency center of Anhui Province
Zhongshan People's Air Defense Office, Guangdong
Railways Bureau of Beijing
Railways Bureau of Nanchang, Jiangxi Province
Railways Bureau of Nanning, Guangxi Zhuang Autonomous Region
Railways Bureau of Shanghai

Railways Bureau of Xinjiang Uygur Autonomous Region
Railways Bureau of Guangzhou, Guangdong Province
Railways Bureau of Zhengzhou, Henan Province
Railways Bureau of Wuhan, Hubei Province
Railways Bureau of Chengdu, Sichuan Province
Railways Bureau of Xi'an, Shaanxi Province
Highway Administration of Anhui Province
Hong Kong Metro
Shenzhen Metro
Guangzhou Metro
Wuhan Metro
Shenyang Metro
Forestry Administration of Guangdong Province
Forestry Administration of Ningxia Hui Autonomous Region
Forestry Administration of Xinjiang Uygur Autonomous Region
Forestry Administration of Sichuan Province
Forestry Administration of Hebei Province
Forestry Administration of Liaoning Province
Forestry Administration of Yunnan Province
Forestry Administration of Jiangsu Province
Fire Department of Hunan Province
Fire Department of Shanxi Province
PetroChina Changqing Oilfield Company
PetroChina Inner Mongolia Company
Zhanjiang Dongxing Refinery
Design Institute of Luoyang Petrochemical Complex
Zhanjiang Qingyang Petrochemical
Jingxi Petrochemical

Tahe Petrochemical
Yanzhou Coal Mining
Shenzhen Nan Shan Power
China Southern Power Grid
Tianjin Airport
Huailan Airport
Zhengzhou China Southern Airlines Company Ltd.Henan
Zhuhai Airport, Guangdong
Dalian Port
Shékou Port
Taipei Port
Beijing Olympic Games
Guangzhou Asian Games
China Open
Shenzhen Universiade
Chengdu Institute of foreign languages
21st Taipei Deaflympics
Mission Hills Golf Resort
Sun Hung Kai Properties
Vanke
China overseas Property
China Merchants Property
Fairmount Peace Hotel
7 Days Inn

For more solutions and applications, please visit www.hytera.com

* Hytera acquired SEG Communications in 2009



Applications

International

Hytera has served customers in over 80 countries and regions across the world, and the terminal's market share ranks the 2nd globally*.

Hytera provides professional communications solutions and services to users of government, public security, public utility and enterprise & business, including some high profile clients like Mexican Police C4 Center, Turkish National Police, Kazakhstan Armed Forces, Abu Dhabi Company for Onshore Oil Operations, Bahrain City Center, and America's Cup, New Zealand. Distinguished by tailored solution, quick delivery and superior quality, Hytera is becoming the ideal choice for more overseas customers.

Our customers

Mozambique Police
Bahrain Ministry of Health
Municipality of Eleftheriou-Kordeliou, Greek
Argentine Presidential Guard
Angola Kayama Security
Parliament of the Philippines
Russian Police Forces
Indian National Police
Pakistan Police (Islamabad, Punjab, Sindh, Kashmir, Balochistan)
Vietnamese Ministry of Public Security
Police Forces of Buenos Aires, Argentina
Control, Command, Communication & Computer Center of Mexican Police
Turkish National Police
(BOPE) Special Police Operations Battalion of Rio, Brazil
Punjab Emergency Services (Rescue 1122), Pakistan
Sri Lanka Special Task Force
Kazakhstan Armed Forces
Egyptian Police, Egypt
Myanmar Police
Mozambique Police
Romanian Gendarmerie
Sri Lanka Police
Argentine Intelligence Center of Ministry of Defense
Emergency of Mendoza, Argentina
State Court of Brasilia

Argentine Federal Prison
Department of Correction of Sao Paulo, Brazil
Customs Police of Frankfurt Airport
O.R. Tambo Airport, South Africa
Lagos International Airport, Nigeria
Tan Son Nhat Airport of Vietnam
Pakistan International Airlines
Sri Lanka Port Authority
Kazakhstan Ministry of Railways
Indian Railways
Czech Railways
Romanian Railway Company
ILPAP Electronic Bus, Greek
PRONTO TAXI ROME, Italy
Alexandria County Police/Fire, USA
Colombian Red Cross
Guayaquil Welfare Board, Ecuador
Arauco Health Service, Chile
Sheikh Zayed Grand Mosque, UAE
Tripoli & Benghazi Airport, UAE
Kazakhstan Temir Zholy
Nowra Coaches Group, Australia
Project Marmaray, Turkey
ASIA GAS Pipeline (AGP)
Abu Dhabi Company for Onshore Oil Operations (ADCO)

E.ON Česká republika
Public Electricity Corporation, Yemen
Korea Electric Power Corporation
Kazakhstan Emergency Ministry
America's Cup, New Zealand
Arabian Construction Company
InterContinental Hotels Johannesburg, South Africa
Costanera Center Construction, Chile
Dubai Festival City
Bahrain City Center
Tour Montparnasse, France
Palais des congrès, France
University of Leeds, UK
University of Illinois, USA
Madison Square Garden, USA
Governor Phillip Tower, Australia
Ironman Kalmar 2012, Sweden
Euro 2012's Municipal Stadium Poznan, Poland
Marcus Communications, USA
Bank of Scotland, UK

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* Source: IMS Report 2011



Management Excellence, Awards & Recognition



July 20, 2008, Premier Wen Jiabao visited Hytera headquarters in Shenzhen

- Hi-tech Enterprise of China
- Key Enterprise of National Strategy
- Famous Brand of China
- Top 100 Innovative Enterprises of Guangdong Province
- Famous Brand of Guangdong Province
- Shenzhen Mayor Quality Award
- Shenzhen Mayor Innovation Award
- Enterprise Technology Center of Shenzhen
- Leading Private Enterprise of Shenzhen
- Top 50 Enterprises of Subway Rail (SEG Communications)
-



Shenzhen Mayor Quality Award 2010

The digital migration in professional wireless communications and the promising global market bring tremendous opportunities to Hytera. To gain the lead in the highly competitive global arena, an efficient corporate management system is essential. Since 2004, Hytera has introduced the Performance Excellence Management System to improve corporate management efficiency for enhanced core competitiveness.

With the Performance Excellence Management System, Hytera clarified its Vision, Mission and Core Value, and generated a long-term development strategy of the integration of Value, Speed and Capability. Hytera staged an organizational reform to a customer-oriented operation and management system through four end-to-end products development lines, fast decision-making system and multi-level customer communications channels, better addressing customers' specific demands.

In virtue of the Performance Excellence Management System, Hytera builds a customer-centered corporate management system to facilitate the pursuit of customer satisfaction and the portfolio upgrade from terminals and commercial products to system solutions and public security equipments, thus turning itself into technology innovator.

Improved corporate management wins Hytera wide recognitions from customers, industry professionals as well as government organizations. In 2010, Hytera was awarded with Shenzhen Mayor Quality Award, an award benchmarking against Malcolm Baldrige National Quality Award (MBNQA) in the USA and famous for all enterprises in Shenzhen. Hytera is one of the 14 winners of the award in Shenzhen since 2003.

Initial Public Offering

On May 27, 2011, Hytera Communications Corporation Limited was listed on the Shenzhen Stock Exchange, making its official debut to the capital markets. The capital collected from the capital markets is preliminarily going to the research of digital technologies (TETRA, DMR & PDT standards), extension of the current digital portfolios (TETRA, DMR & PDT standards) , and expansion of global marketing & service network to enhance our competitiveness & better satisfy customers' demands worldwide.

The IPO, a significant milestone of corporate development, brings Hytera into a new phase, and underpins the sustainable growth in the future.

Stock Code: 002583 (Shenzhen Stock Exchange)



Mr. Tang Jie, Vice Mayor of Shenzhen, stroke the opening bell together with Hytera President Mr. Chen Qingzhou

Brilliant Future

Devoted to turning leading and mature technologies into solutions that our clients can count on for problem solving, Hytera promotes the integration of communications with managerial excellence.

Looking into the future, economic globalization, ever-changing and increasingly complex social and ecological environments all challenge the way of professional communications. In order to maintain a stable working and living environment, better response and command when emergency strikes, it is critical for government organizations, public utilities, enterprises and businesses to constantly improve resources allocation, operational and organizational efficiency through an efficient communications system. This is what professional communications are meant for.

In professional wireless communications, the migration towards digital is gathering momentum. Complicate and diversified scenarios demand providers to take leading digital technologies and strengthen capabilities in hardware and software developing and system integrating.

Hytera is ready to tap into the digital trend. In China, Hytera will seize the opportunities brought by the trend of digitization to reinforce its leading position in Chinese market, enhance competitive edge in government organizations, public security and public utility, and continue the expansion in industries of railway transportation, energy, port and airport with its leading digital technologies and innovations.

In global market, Hytera will strengthen its worldwide sales and service network and allocate more resources to expansion in industries like public security and key geographical territories. With growth in key national markets, Hytera aims to establish a leading position in the public security sector of emerging markets and in the business sector of developed markets, and seeks to become one of the top 3 leading players in the field of professional wireless communications.



Vision:

To be the most valuable provider of professional communications equipment and services worldwide

Mission:

Bringing our customers unlimited communication