

# **SQT 銘鍵**

**Shenzhen SQT Electronics Co., Ltd.**

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**A Leading Global Service Provider  
of Integrated Solutions for Wireless  
Keyboard and Mouse Peripherals.**

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**Shenzhen SQT Electronics Co., Ltd.** was founded in 2006. In the same year, a factory was established in Shenzhen. It is a world-leading service provider of overall solutions for keyboard and mouse peripherals. The company is a national high-tech enterprise integrating research and development, production, sales, and service. It has obtained national patents for many software and hardware research and development achievements, providing one-stop comprehensive services and solutions for governments, enterprises, and professional institutions.



# Production Workshop of SQT Company

SQT Company owns a factory building covering an area of 15,000 square meters. There are more than 400 professional production workers and over 100 production management personnel. It is equipped with 30 injection molding machines (including 1 two-color injection molding machine of 280T), 2 UV 3D printers, 8 keyboard assembly lines, 4 mouse assembly lines, one manual and one automatic painting line each, 3 silk-screen printing lines, 4 die-bonding machines, 2 insertion assembly lines.

**The daily production capacity of keyboards is 20,000 PCS, and that of mice is 30,000 PCS.**

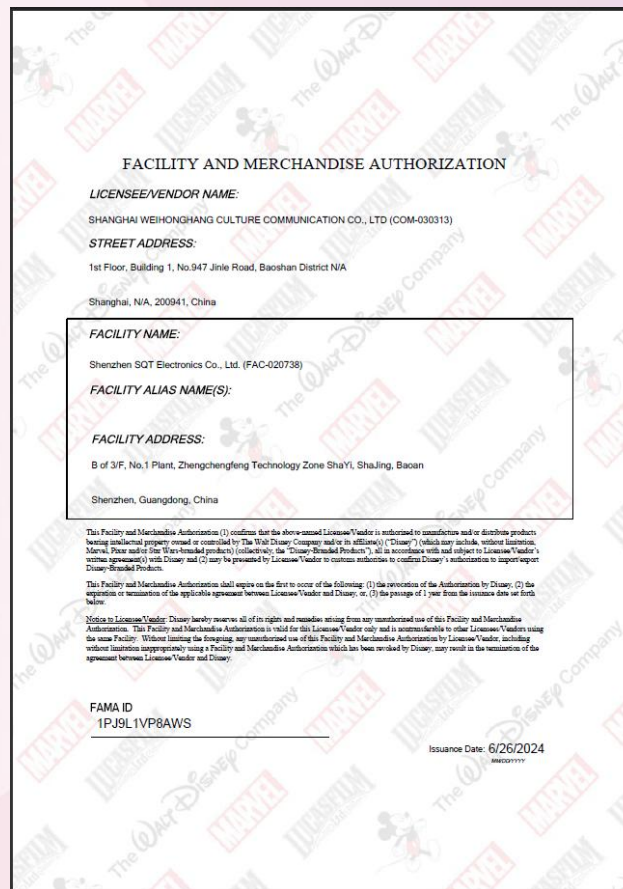
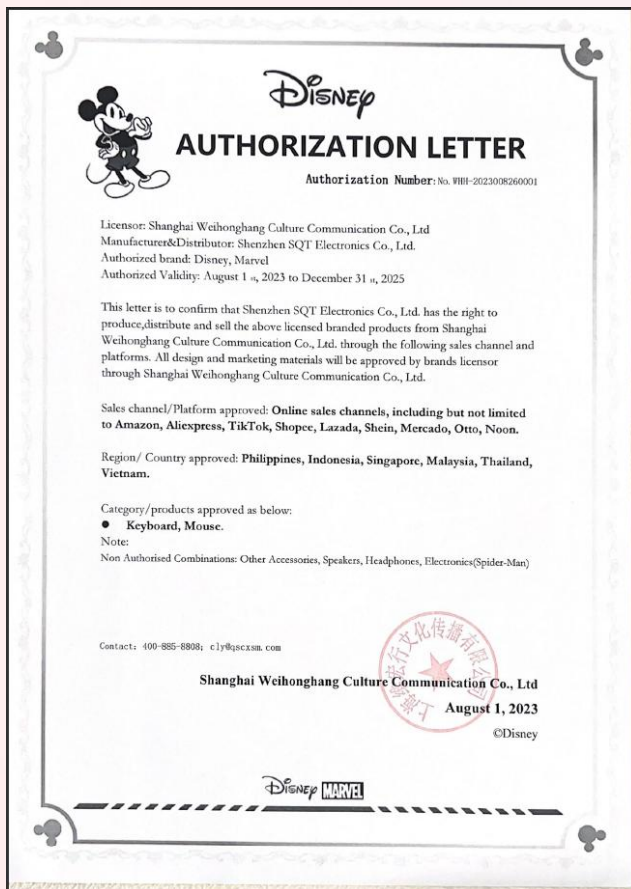


# Testing Laboratory of SQT Company



SQT Company has established its own **professional laboratory system**. The laboratories are equipped with a variety of high-precision professional testing equipment, enabling the conduct of multiple professional testing projects including **high and low temperature aging tests, key life tests, latency tests, drop and shock tests**, as well as **character abrasion resistance tests**.

# FACILITY AND MERCHANDISE AUTHORIZATION



**Licensor:** Shanghai Weihonghang Culture Communication Co., Ltd.

**Manufacturer & Distributor:** Shenzhen SQT Electronics Co., Ltd.

**Authorized Brand:** Disney, Marvel

**Authorized Validity:** August 1st, 2023 to December 31st, 2025

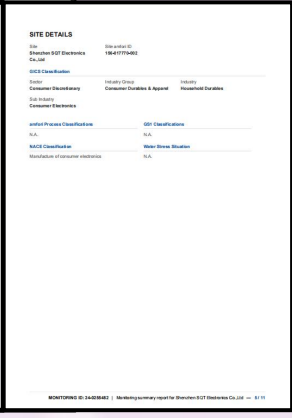
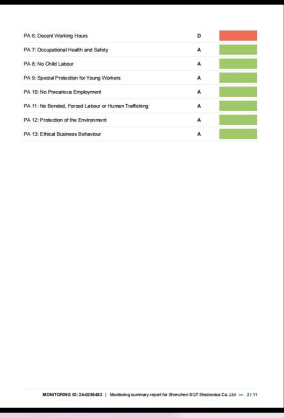
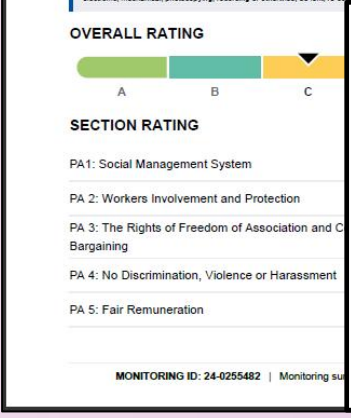
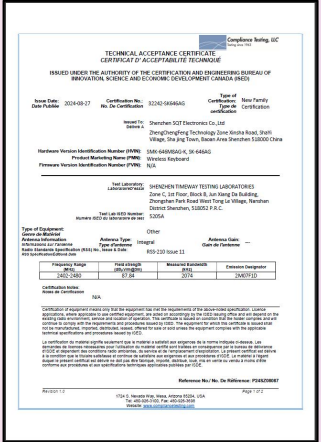
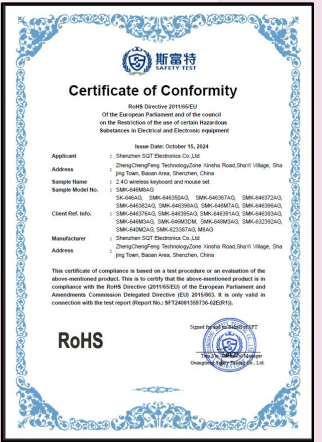
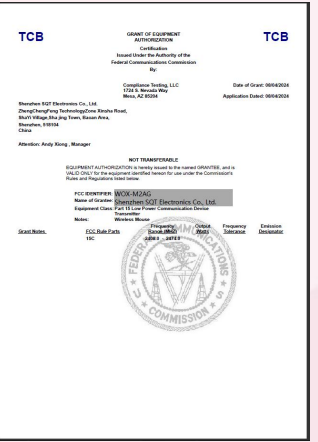
**Approved Sales Channels/Platforms:** Online sales channels, including but not limited to Amazon, AliExpress, TikTok, Shopee, Lazada, Shein, Mercado, Otto, and Noon.

**Approved Regions/Countries:**

Philippines, Indonesia, Singapore, Malaysia, Thailand, Vietnam.

**FAMA ID: 1PJ9L1VP8AWS**

# Comprehensive Enterprise Certification Framework



CE, FCC, RoHS, ISED

Business Social Compliance Initiative

# Showcase of Patents and Copyrights



Over 120 items in total, covering design patents, utility model patents and fine art works registrations.



The United States, Hong Kong (China), Germany, the United Kingdom, Indonesia, Australia, the European Union and many other countries and regions possess multiple design patents.

# ENTERPRISE HONORS



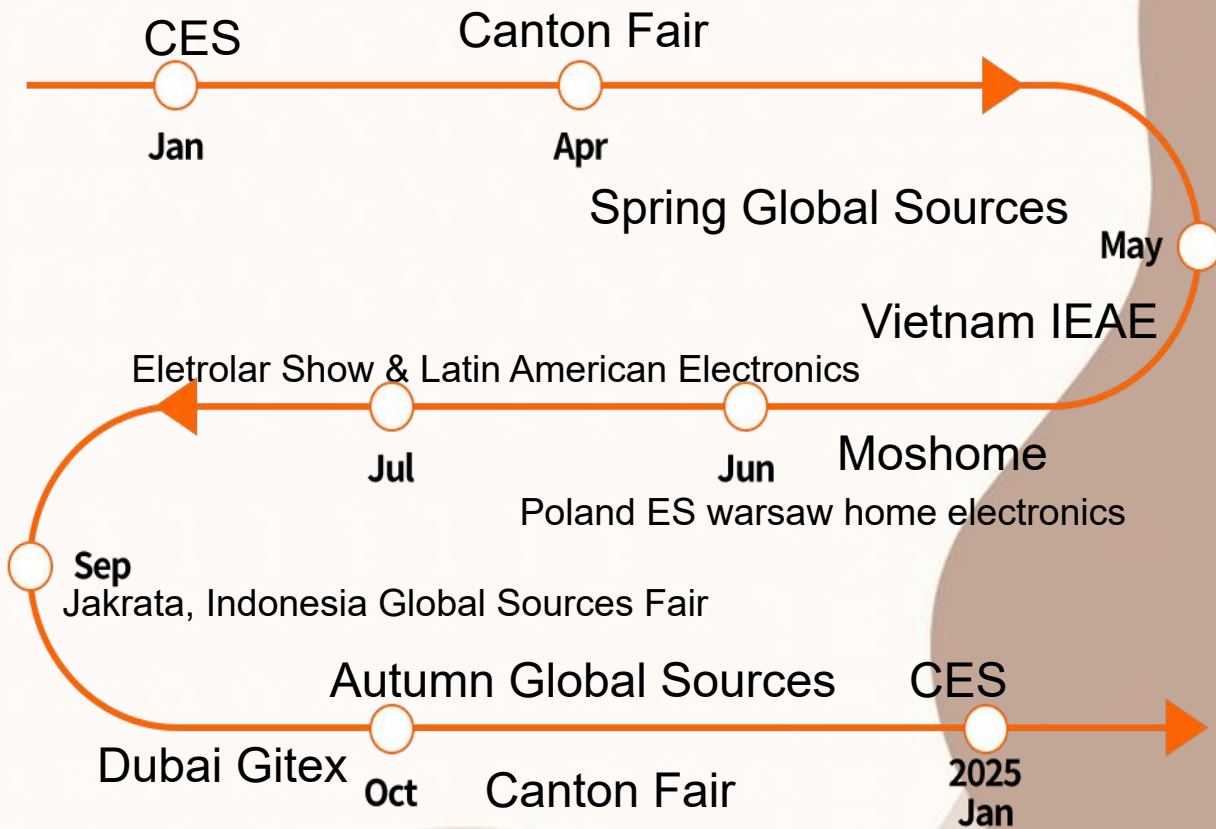
Awarded "High-tech Enterprise" title by the government for successive years.

# Key Partners of SQT Company



# Global Exhibition Tour

2024年SQT公司海外展览一览表	
1	<b>2024 Consumer Electronics Show (CES)</b> 展览地址: Las Vegas. U.S.A 展览时间: 2024.01.09-01.12(4天) 展位号码: westgate 2912/2914 摊位面积: 18m² 光地
2	<b>2024 Moshome</b> 展览地址: Crocus Expo IEC, Krasnogorsk, 65-66 km Moscow Ring Road, Russia 展览时间: 2024.05.13-05.16 (4天) 展位号码: Pavilion 3.15-A2125 MosElectronic 摊位面积: 18m² 光地
3	<b>2024 Spring Global Sources(Consumer Electronics)</b> 展览地址: HK EXPO-Asia World 展览时间: 2024.04.11-04.14 (4天) 展位号码: 8D24 摊位面积: 36m² 光地
4	<b>2024 春季广交会 Canton Fair</b> 展览地址: 广州琶洲 展览时间: 2024.04.15-04.19 (5天) 展位号码: 7.1B13.14 摊位面积: 18m² 光地
5	<b>2024 Spring Global Sources(Mobile Electronics)</b> 展览地址: HK EXPO-Asia World 展览时间: 2024.04.18-04.21 (4天) 展位号码: 8H09 摊位面积: 18m² 标摊
6	<b>Vietnam IEAE International Electronics &amp; Smart Appliances Expo</b> 展览地址: Saigon Exhibition & Convention Center (SECC) 799 Nguyen Van Linh, Tan Phu Ward, Dist. 7, Ho Chi Minh 展览时间: 2024.05.23-05.25 (3天) 展位号码: A.K21 摊位面积: 18m² 光地
7	<b>2024 Poland ES warsaw home electronics</b> 展览地址: 波兰华沙-Ptak Warsaw Expo 展览时间: 2024.06.21-06.23(3天) 展位号码: hall D, D1.05b 摊位面积: 16m² 标摊
8	<b>2024 Eletrolar Show &amp; Latin American Electronics</b> 展览地址: 巴西.圣保罗(Transamérica Expo Center, Sao Paulo, Brazil) 展览时间: 2024.07.15-07.18(4天) 展位号码: Hall F-A09 摊位面积: 27m² 光地
9	<b>2024 Jakrata, Indonesia Global Sources Fair</b> 展览地址: 印尼 雅加达会议中心(Jakarta International Expo) 展览时间: 2024.09.19-09.21(3天) 展位号码: 2D19 摊位面积: 18m² 光地
10	<b>2024 Autumn Global Sources(Consumer Electronics)</b> 展览地址: HK EXPO-Asia World 香港亚洲博览馆 展览时间: 2024.10.11-10.14 (4天) 展位号码: 3F18 同秋季二期联展 摊位面积: 54m² 光地
11	<b>2024 Dubai Gitex</b> 展览地址: Dubai World Trade Centre, United Arab Emirates迪拜世贸中心 展览时间: 2024.10.14-10.18 (5天) 展位号码: H12-3 摊位面积: 12m² 标摊
12	<b>2024 Autumn Global Sources(Mobile Electronics)</b> 展览地址: HK EXPO-Asia World 香港亚洲博览馆 展览时间: 2024.10.18-10.21 (4天) 展位号码: 3F18 摊位面积: 54m² 光地
13	<b>2024 Canton Fair (China Import and Export Fair)</b> 展览地址: 广州琶洲 展览时间: 2024.10.15-10.19 (5天) 展位号码: 8.0B21 摊位面积: 9m² 标摊
14	<b>2025 Consumer Electronics Show (CES)</b> 展览地址: Las Vegas. U.S.A 展览时间: 2025.01.07-01.10(4天) 展位号码: 南2馆 South Hall 2/35903 摊位面积: 18m² 光地



# The Internationale Funkausstellung Berlin in 2024



# The Autumn Global Sources (Consumer Electronics) Fair in Hong Kong in 2024



# SQT 銘鍵



**Product research, development and design** have always been the core competitiveness and unremitting pursuit of SQT Company.

The company has assembled a group of top-notch professionals. With their outstanding creativity and profound technical skills, they are constantly exploring in the journey of product research, development and design.


# MOFii



**MOFii** is a renowned digital peripheral brand of Shenzhen Motianshou Technology Co., Ltd., which is part of the SQT conglomerate.

It has established itself as an international brand with particular allure in the female consumer market. By 2024, it has topped the global sales ranking in the colorful keyboard sector for three consecutive years.

# Global Trademark Registration Certificate



**WIPO | MADRID**  
The International  
Trademark System

**CERTIFICATE OF REGISTRATION**  
The International Bureau of the World Intellectual Property Organization indicates that the present certificate conforms to the records of the Register of Marks maintained under the Madrid Agreement and Protocol.

Reproduction of the mark:  
**GEEZER**

Registration number: **1 795 222**  
Registration date: **May 9, 2024**  
Date next payment due: **May 9, 2024**  
Name and address of holder: **Shenzhen Motianshou Technology Co., Ltd.**  
Building 301, Building A, Zhengcheng Park, Xinxia Road, Shai community, District, Shenzhen City, Guangdong Province, China  
Legal nature of the holder (legal entity) and place of organization: **Limited liability company, CHINA**  
Name and address of the representative: **Guogao Patent & Trademark Agency (801-18, Block B 3, Phase 1, Baoning 4 Park, Qinghu Industrial Zone, Gangtuo, Longgang District, Shenzhen City, Guangdong, China, February 28, 2012, 9133860)**  
Classification of figurative elements: **9 Computer keyboards; computer processing device; mouse pad; in computer; wireless mouse for computer**  
List of goods and services: **9 Computer keyboards; computer processing device; mouse pad; in computer; wireless mouse for computer**  
Basic registration: **African Intellectual Property Organization, Cambodia, Chile, Colombia, European Union, Lao People's Democratic Republic, Norway, Pakistan, Republic of Korea, Arab Emirates, United Kingdom, Belarus, Bulgaria, Cuba, Egypt, France of Iran, Italy, Kazakhstan, Portugal, R. Spain, Switzerland**  
Designations under the Madrid Protocol by virtue of Article 6bis: **India, New Zealand, Pakistan, Singapore**  
Declaration of intention to use the mark: **June 20, 2024**

**United States of America**  
United States Patent and Trademark Office

**GEEZER**

Reg. No. 5,170,563  
Registered Mar. 28, 2017  
Int. Cl.: 9  
Trademark  
Principal Register


Shenzhen Motianshou Science & Technology Co., Ltd. (CHINA limited company) (1308-1309, 1310 Garden Road, Haowei Coastal Shajing St., Baoan Dist., Shenzhen, CHINA)

CLASS 9: 3D spectacles; Binoculars; Camera tripods; Computer keyboards; mouse, namely, trackball; Dog whistles; Electronic pens; Headphones; Hologram; Microphones; Pedometers; Protective spectacles; Reflectors for telescopes; telescopes for firearms; Smartphones; Smoke detectors; Telescopes; Thermometers; medical purposes; Vehicle traffic signals

FIRST USE 8-25-2015; IN COMMERCE 8-25-2015

The mark consists of the stylized wording "GEEZER".

SER. NO. 87-136,281, FILED 08-12-2016  
KRISTINA KLOIB MORRIS, EXAMINING ATTORNEY

  
**Nichelle K. Lee**  
Director of the United States  
Patent and Trademark Office

  
**商標登録証**  
(CERTIFICATE OF TRADEMARK REGISTRATION)  
**登録第 6345829 号**  
(REGISTRATION NUMBER)

商標 (THE MARK)

  
**MOFII**

指定商品又は指定役務並びに商品及び役務の区分 (LIST OF GOODS AND SERVICES)  
第 9 類  
コンピュータ周辺機器、コンピュータソフトウェア用アプリケーション (電気通信回線を通じてダウンロード) の絶対的記載  
商標権者 中華人民共和國香港特別行政区九龍旺角花園街 2-1 6 号好景商業中心 2 9 樓 1 4 室  
國籍・地域 中華人民共和國  
銘鍵電子 (香港) 有限公司

出願番号 商標 2020-087794  
(APPLICATION NUMBER)  
出願日 令和 2 年 7 月 15 日 (July 15, 2020)  
(FILING DATE)  
登録日 令和 3 年 1 月 27 日 (January 27, 2021)  
(REGISTRATION DATE)  
この商標は、登録するものと認定し、商標原簿に登録されたことを証する。  
(THIS IS TO CERTIFY THAT THE TRADEMARK IS REGISTERED IN THE REGISTER OF THE JAPAN PATENT OFFICE.)  
令和 3 年 1 月 27 日 (January 27, 2021)  
特許庁長官 (COMMISSIONER, JAPAN PATENT OFFICE)  
  
**増谷敏夫**

  
**REPUBLIK INDONESIA**  
**KEMENTERIAN HUKUM DAN HAK ASASI MANUSIA**  
**SERTIFIKAT MEREK**

Menteri Hukum dan Hak Asasi Manusia atas nama Negara Republik Indonesia berdasarkan Undang-undang Nomor 20 Tahun 2016 Tentang Merek, memberikan hak Merek kepada:

Nama dan alamat Pemegang Merek : **SQT ELECTRONICS (H.K.) CO., LIMITED**  
**RM 2914, 29/F HO KING COMMERCIAL CENTRE, 2-16 FA YUEN STREET, MONGKOK, KOWLOON, 999077, Hong Kong, Hong Kong, 999077**

Tanggal Penerimaan : **29 Juli 2020**  
Nomor Pendaftaran : **IDM000905081**  
Etiket Merek 

Perlindungan hak atas Merek tersebut diberikan untuk jangka waktu 10 (sepuluh) tahun terhitung sejak tanggal penerimaan sampai dengan tanggal 29 Juli 2030, dan jangka waktu perlindungan itu dapat diperpanjang. (Pasal 35)

Sertifikat merek ini dilampiri dengan contoh merek dan jenis barang/jasa yang tidak terpisahkan dari sertifikat ini.

a.n. **MENTERI HUKUM DAN HAK ASASI MANUSIA**  
**DIREKTUR JENDERAL KEKAYAAN INTELEKTUAL**  
u.b  
**DIREKTUR MEREK DAN INDIKASI GEOGRAFIS**

  
  
**NOFLI, S.Sos., S.H., M.Si**  
**NIP. 196903091992031002**

Signed by e-Administrasi Perencanaan RI  
on 2021/01/27 09:36:32

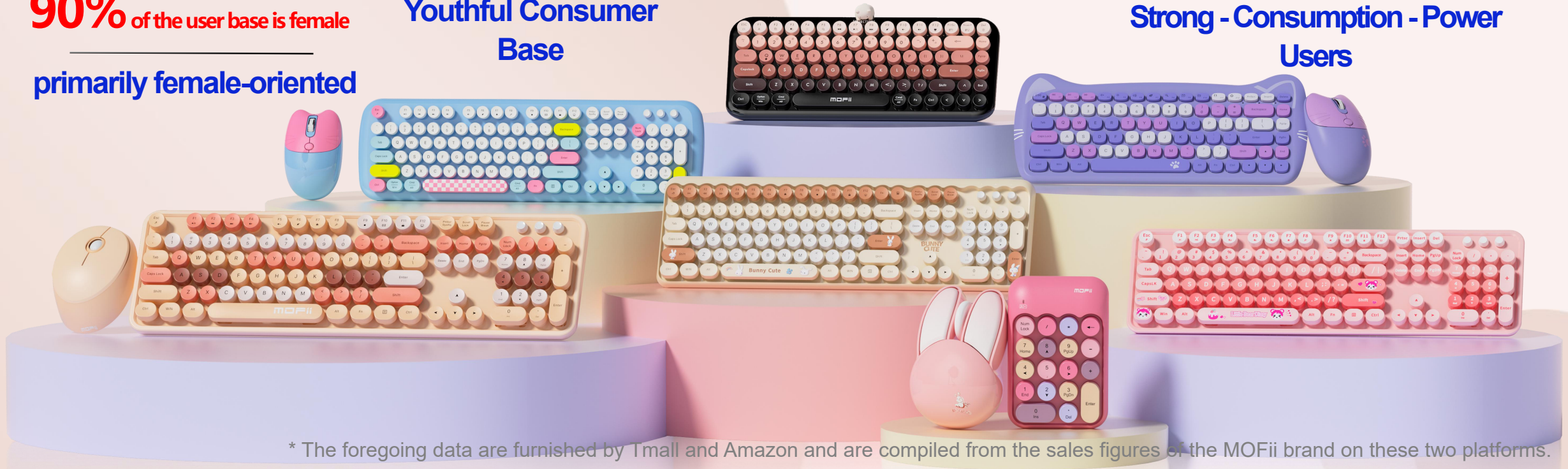
# MARKET DATA ANALYSIS

**90%** of the user base is female  
primarily female-oriented

**70%** of the users are post-95s  
Youthful Consumer  
Base

**20** million US dollars in sales  
Large - Sales - Volume

**70%** consumers' monthly  
average spending is 400 USD  
Strong - Consumption - Power  
Users



\* The foregoing data are furnished by Tmall and Amazon and are compiled from the sales figures of the MOFii brand on these two platforms.

# BEST-SELLING ITEM



**Model Name: Sweet**  
**Total Sales: 4,000,000 sets**



**Model Name: 666**  
**Total Sales: 3,000,000 sets**



**Model Name: Zero**  
**Total Sales: 1,000,000 sets**

# Product Line of Brand IP Collaboration



Disney



# Retail Terminal Channels

The MOFii brand has retail cooperation with more than 20 countries and over 50 supermarkets and shopping malls around the world. For example, Motianshou's products are available in more than **4,000 stores of MINISO** (09896.HK) in China and in more than **300 stores of BANANA** in Thailand.



# COUNTERS IN DEPARTMENT STORES



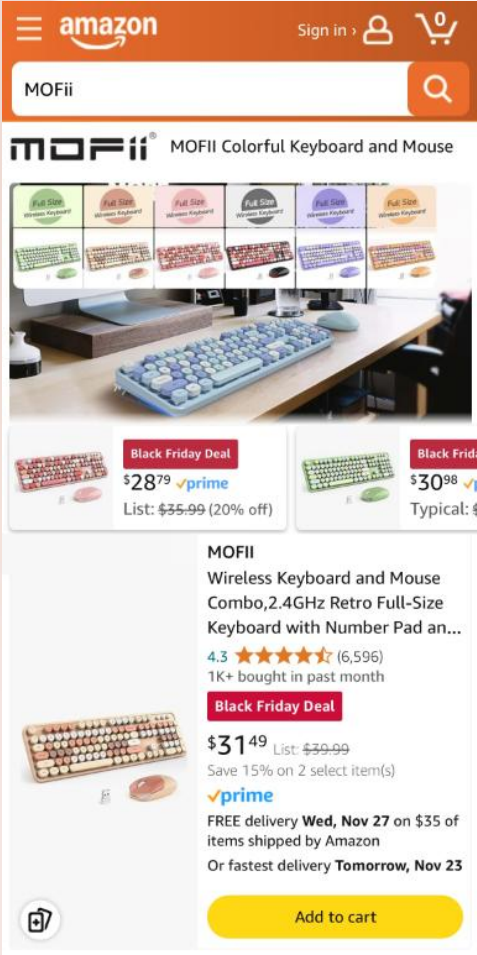
MOFii

X



BaNANA

# Branded Self-run E-commerce Store



Motianshou Company has its own e-commerce sales department. It has over 30 self-operated stores on e-commerce platforms such as Tmall, JD.com, Pinduoduo, AMAZON, TIKTOK, TEMU, SHEIN, and AliExpress. Its sales in 2024 exceeded 20 million US dollars.

# THANK YOU

WWW.MOFII.COM

Your support and inquiries are always welcome.

Videos provided by YouTube: <https://youtu.be/9U1d3Lfoi-w?feature=shared>

