

# 2024

## CREALITY INTRODUCTION





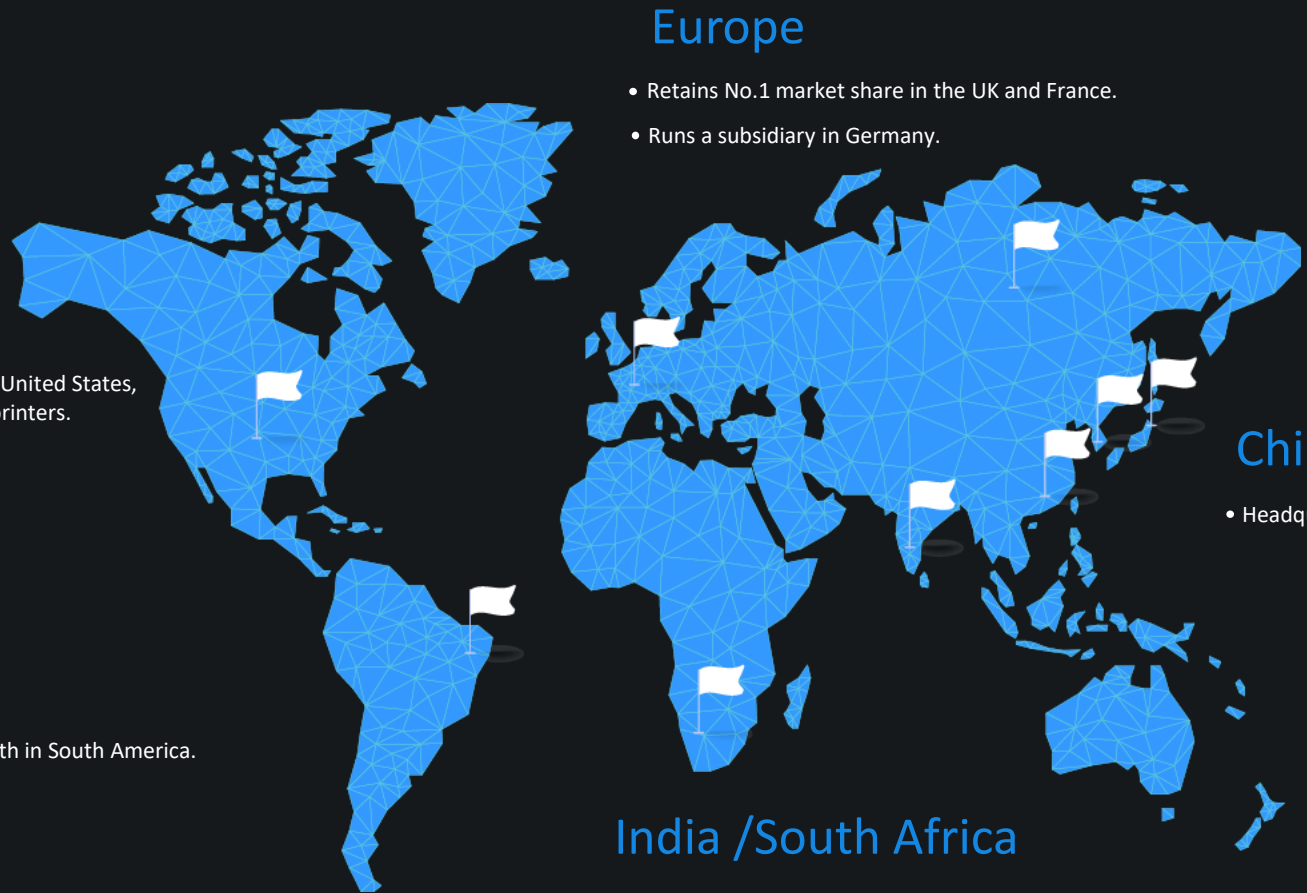
# Global consumer-level 3D printing ecosystem leader and creator

Manufacturer of the world's best-selling 3D printers. Leading brand in the global 3D printing industry.

- Offering a wide range of FDM and SLA products.

- China-based with a global distribution network.

# GLOBAL PRESENCE



## USA

- The best-selling 3D printing brand in the United States, which is the largest market (40%) of 3D printers.
- Runs a subsidiary in the USA.

## Europe

- Retains No.1 market share in the UK and France.
- Runs a subsidiary in Germany.

## Russia/Korea/Japan

- High growth in Russia, Korea and Japan.

## China

- Headquartered in Shenzhen.

## Brazil

- Steady growth in South America.

## India /South Africa

- Rapid growth in India and South Africa.

# COMPANY HISTORY

**2016**

The Year of Our Rise.

- CR-10 became a global hit.
- Established the Creality brand.

**2019**

Brand Upgrade.

- Sponsored 3D printing clubs in universities.
- Established overseas service centers.
- Set up subsidiaries in America and Europe.

**2021**

Define the Business Strategy.

- Introduced the "One Core with Two Wings" business strategy.
- Held "Create the Future" 3D Printing Industry summit to make 7th anniversary.

**2014**

Company Establishment.

- Developed the first 3D printer

**2017**

Won the Global Population.

- Established the Ender brand.

**2020**

Branching Out.

- The Creality ecosystem was formally established.
- The CR-6 SE was crowdfunded on the Kickstarter.

**2023**

Reflect and Renew.

- Operate factories in Shenzhen, Wuhan, and Huizhou, achieving a ramp-up in production.
- Launch the K1 and HALOT-MAGE flagship 3D printers, which starts the new chapter of high speed printing.

# CREALITY

## 3D Printing Industry Evangelist

Manufacturer of the World's Best-Selling 3D Printers  
Leading Brand in the Global 3D Printing Industry

- Offering a wide range of FDM and SLA Products
- China-based with global distribution network

**5 Million+**

Total Shipments

**3 Million+**

Annual Production Capacity

**150,000 m<sup>2</sup>+**

Total Production Area

**3.5 Million+**

Global Users

**100+**

Countries and Regions

**1700+**

Employees

**300+**

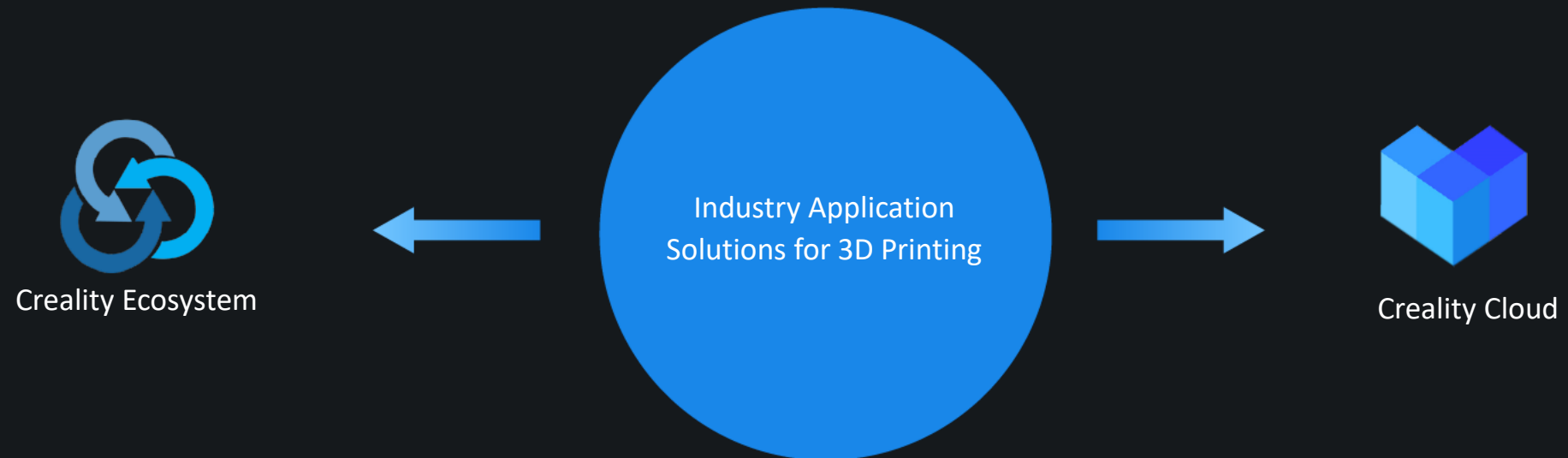
R&D Talents

**533**

3D Printer Patents

# BUSINESS STRATEGY

One Core with Two Wings.



Creality follows the business strategy of "One Core with Two Wings". At the "Core", Creality is offering ever better 3D printers and 3D printing solutions for broader applications. The "Wings" of the ecosystem and Creality Cloud will help the "Core" fly higher and further.

# CREALITY CLOUD

An all-in-one 3D printing platform.



3D Model Library



Built-in Slicer



Time-lapse Video



Software &  
Firmware Centre



Live Control



Multi-printers  
Control



Community

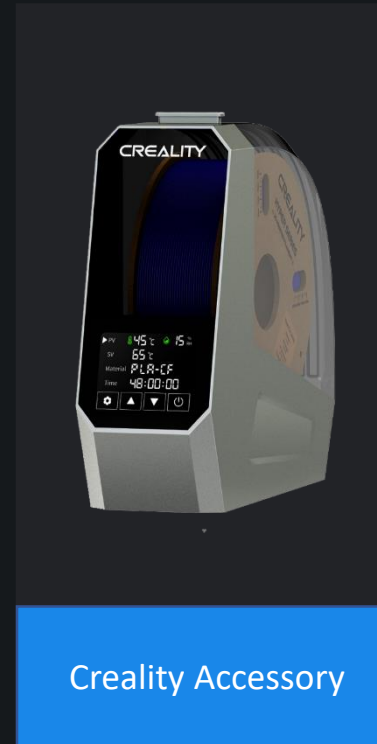
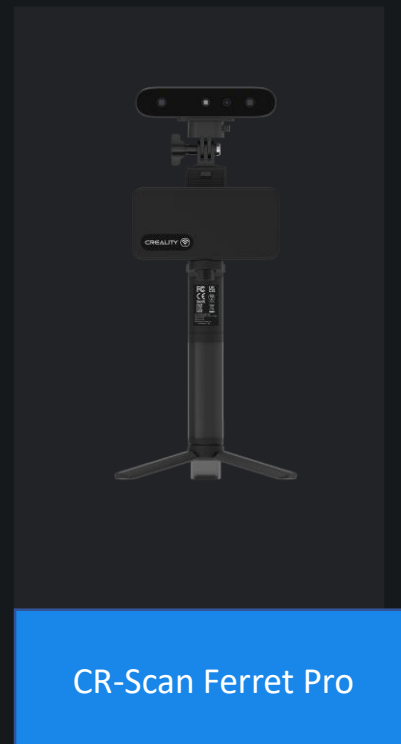


Makers' Tools

# CREALITY ECOSYSTEM

Inspire Ultimate Creative Fun

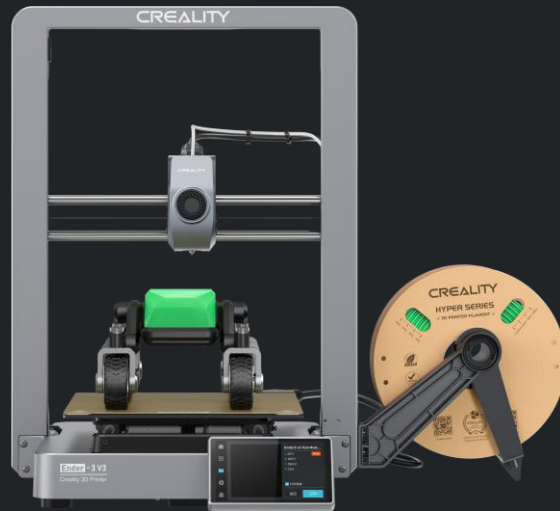
Laser Engraver, 3D Scanner, 3D Printing Accessories, Filament and Resin.





## PRODUCT LINES

Global consumer-level 3D printing ecosystem leader and Creator, enabling millions of households to enjoy the convenience of technology and use high-quality 3D printers.



DIY

Fully Enclosed  
3D Printer

Resin 3D Printer

# USER STORIES

World's Largest 3D Printer Manufacturer.



**Sterling**  
American Professor of Physics

K1 Max, Sermoon D3 Pro  
Made a Lamborghini sports car  
with 16 months spent.



**Mark Zuckerberg**  
Founder of Facebook

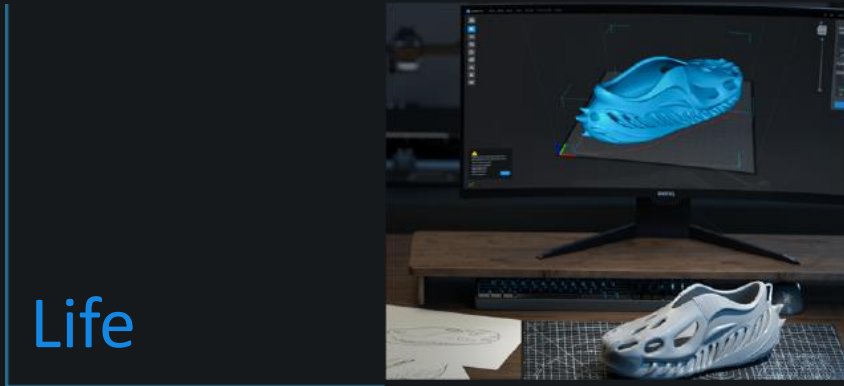
Ender-5 Plus and CR-10S  
Made a flower, lightsaber,  
superhero suit, and foil wings.



**Julius Maada Bio**  
President of the Republic  
of Sierra Leone

Ender-3 Pro  
Used for city modeling  
and improved the efficiency  
of strategic decision making.

# APPLICATION FIELDS



Life

3D Footwear Printing



Toy Industry



Lighting Industry



Jewelry Industry



Cultural and Creative



Architectural Design

Design

# APPLICATION FIELDS

## Manufacture



Mold Making



Fixture Making



Parts & Components Making



Dental Industry



Medical Industry

## Medical

# APPLICATION FIELDS

Education



# FRATESCHI GARAGE - PERSONALIZAÇÃO



## CUSTOMIZAÇÃO DE MOTOS

- **IMPRESSORA 3D ENDER 5 PLUS (FILAMENTO)**  
Carenagens e prototipagem de peças para usinagem.
- **IMPRESSORA 3D LD-002H (RESINA)**  
Lente para lanternas e acabamentos.
- **SCANNER 3D CR-LIZARD**  
Precisão dimensional na criação de gêmeos digitais.

[www.instagram.com/frateschigarage](http://www.instagram.com/frateschigarage)





## PEÇAS AUTOMOTIVAS (PLUG'N'PLAY)

- **IMPRESSORAS 3D CREALITY ENDER e CR (FILAMENTO)**

Acabamentos e acessórios.

Desenvolvimento de produtos exclusivos da marca 3DDETAILS e compatíveis com carros novos e antigos.

<https://www.instagram.com/3d.details/>



## Brasil & Tanzânia – PRÓTESES



### PROTESES E DISPOSITIVOS MÉDICOS

- **IMPRESSORAS 3D CREALITY ENDER-5 PLUS e CR-M4 (FILAMENTO)**

Projetos beneficentes com objetivo de fabricação de peças personalizadas para pacientes de baixo poder aquisitivo.

[www.creality.com/blog/crealitys-tech-for-good-mission-in-tanzania](http://www.creality.com/blog/crealitys-tech-for-good-mission-in-tanzania)

[www.creality.com/blog/creality-donation-prosthetics-project-in-brazil](http://www.creality.com/blog/creality-donation-prosthetics-project-in-brazil)





# Robótica Espacial – EDUCAÇÃO

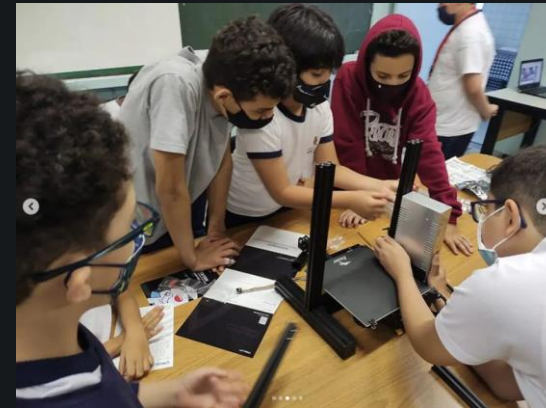


## FERRAMENTA EDUCACIONAL

- IMPRESSORAS 3D CREALITY ENDER, CR, SERMOON, HALOT (FILAMENTO e RESINA)

A inclusão da educação maker na base nacional curricular significa que as impressoras 3D fazem parte das ferramentas educacionais do presente e não mais do futuro.

[www.creality.com/blog/review-our-incredible-live-streaming-with-special-guests-from-brazil](http://www.creality.com/blog/review-our-incredible-live-streaming-with-special-guests-from-brazil)



# PRINT BOX 3D- Univali – EDUCAÇÃO



## MAQUETES e DESENVOLVIMENTO

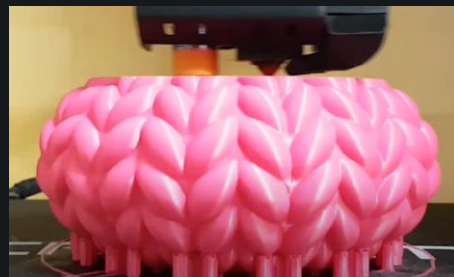
- IMPRESSORAS 3D CREALITY CR-200B (FILAMENTO)

A Universidade Univali recebeu 10 unidades da Impressora 3D Creality CR-200B para exposição e uso dos alunos de todos os cursos, de medicina a arquitetura.

<https://www.univali.br/noticias/Paginas/Laborat%C3%B3rio-da-Univali-produz-maquetes-com-t%C3%A9cnicas-de-fabrica%C3%A7%C3%A3o-digital.aspx>



# FESTAS E DECORAÇÕES



## MOLDES PARA BOLOS E DOCES

- **IMPRESSORA 3D CR-10 Smart Pro (FILAMENTO)**

Na Coreia do Sul, impressoras funcionam como produção de moldes que são usados nas decorações de festas. Também produz decorações de ambiente e personagens.

<https://www.youtube.com/watch?v=VSA7JijB0Yg>



# SOCIAL RESPONSIBILITY

Creality 3D stays committed to social welfare and keeps delivering love and warmth to society.



Creality's Successful Sponsorship of Yale University's First Funbotics Camp.



A Tanzania Charity Trip of Creality Brand Ambassador Kyle Raeser.



Creality Donates Emergency Supplies to Türkiye.




Space Robotics Program.

# AWARDS & HONORS




Sermoon D3  
Red Dot Award: Product  
Design 2023



HALOT- MAGE PRO  
Display Application of the Year  
2023 (SID)



CR-200B  
Contemporary Good Design Award Winner  
2021



CR-30(3D PrintMill)  
Tom's Hardware Innovation Awards  
2022

# SUSTAINABLE DEVELOPMENT



Reduce waste



Lower energy  
consumption



Increase production  
efficiency



Optimize product  
design



Promote sustainable  
development



Help reduce air and  
water pollution



# CREALITY

IMAGINE IT, MAKE IT