

# lenovo 联想



remains focused on establishing a research development system, and creating the groundbreaking secondary R&D system led by Lenovo Research Institute. In the 2003 fiscal year ended March 2004, Lenovo secured 480 national patent rights, 50% of which were invention patents. The same year, Lenovo was awarded the Gold Chinese Patent Prize and the Outstanding Chinese Patent Innovation by the World Intellectual Property Organization (WIPO). Lenovo has secured the largest number of patent rights from the State Intellectual Property Office of China and has established its own patented technology systems. On August 27, 2002, Lenovo introduced the Deepcomp 1800, China's first supercomputer. It reached a computing speed of 1,027 GFLOPS and ended the monopoly of foreign computer products in China's high-performance market.

In 2003, Lenovo won the contract to build the main nodes of the China National Grid project, a key project supported by the National High-Tech R&D Program, the 863 program. With a computing speed of more than four TeraFlops, Lenovo's Deepcomp 6800 was released as a science and research product of the 863 program. In a list of the top 500 supercomputers in the

## THE MARKET

Lenovo was established in 1984 by 11 Chinese Academy of Sciences (formally Legend) research staff with an initial investment of just Rmb200,000. Today it is the largest IT company in China boasting a diverse business profile and more than 14,000 employees. Lenovo was listed on the Stock Exchange of Hong Kong in 1994, and is a constituent of the Hang Seng Index. In the 2003 fiscal year, Lenovo achieved turnover of HK\$23.18 billion and enjoyed a 28.99% market share (Source: IDC). It has led China's PC market for nine successive years since 1996, and as of the end of March 2004, it had topped Asia Pacific (excluding Japan) for 18 consecutive seasons (Source: IDC). In 2003, Lenovo was the world's fifth-largest seller of desktop PCs.



In September 2002, Lenovo was granted the National Quality Management award for its excellent quality management awareness and strategy, the only computer manufacturer among the prize's six winners.

## HISTORY

For two decades, Lenovo has devoted itself to making things easier for customers and providing leading-edge technology products to Chinese users. Looking into the future, Lenovo will continue to offer customer-oriented IT products and services to satisfy the needs of various types of consumers, including families, individuals, small to medium-sized companies and large enterprises.

In the face of the fierce competition in the technology sector today, Lenovo

## ACHIEVEMENTS

Lenovo has won worldwide recognition. The September 2002 edition of Fortune ranked Lenovo sixth among the 100 largest publicly listed companies in China.

At the end of 2003, the brand value of Lenovo was Rmb26.805 billion, fourth on China's Most Valuable Brand list, and in the 11th Best Managed Companies Poll conducted by Asiamoney magazine in 2003, Lenovo was the first in Best Corporate Governance, Best Investor Relations and Best Financial Management sections.





world published on November 16, 2003, Lenovo ranked 14th, the highest ever achieved by a Chinese computer manufacturer.

In December 2002, Legend launched its first innovative technology convention, Legend World 2002, in Beijing, where Legend first proposed "collaborating applications" strategy and showcased its visionary concept for technological development in the new century. On July 31, 2003, the Lenovo Tech Show kicked off in Shanghai and visited over 30 major cities, promoting the company's innovative spirits and corporate concepts all over the country.

On December 8, 2004, Lenovo acquired IBM's PC business, becoming the world's third-largest PC manufacturer.

### THE PRODUCT

Lenovo is capable of meeting the strictest demands of customers. Headquartered in Beijing, Lenovo has modern facilities in Shanghai and Guangdong (Huiyang) with a total annual production capacity of about five million PCs. Lenovo is also engaged in the sales and production of servers, notebooks, printers, PDAs and other digital products, and it has a large mobile phone manufacturing plant in Xiamen, Fujian.

Dedicated to innovation, Lenovo also outperforms other Chinese companies in terms of quality management.

### RECENT DEVELOPMENTS

Lenovo has four missions in the new century: for customers – to make lives and work more convenient, rich and efficient by providing them with the latest and best IT products and services; for staff – to create opportunities for development, to increase employee value and to

improve quality of life; for shareholders – to maximise long-term benefits; for society – to contribute to social and cultural development.

### PROMOTION

In April 2003, the group adopted a new logo with the English brand name Lenovo replacing the original English brand name Legend. In China, the group continued to use the logo with both of its Chinese and English brand names, although in overseas markets only its English logo is used.

In March 2004, Lenovo joined the International Olympic Committee's global sponsorship programme, the first time for a Chinese enterprise to join the IOC's top-level worldwide marketing programme. Over the next four years (2005-08), Lenovo will provide computing equipment (including desktops, notebooks, servers, and printers), and offer desktops, laptops, service machines, printers and other technological facilities and investments for the 2006 Turin Winter Olympic Games, the 2008 Beijing Olympic Games and over 200 national Olympic committees around the world.

### BRAND VALUES

According to the respected China's Most Valuable Brand Rank, Lenovo's brand value increased from to Rmb26.8 billion in 2003, up 35% over the previous year, and moving it to fourth most valuable brand in China. China's Most Valuable Brand Rank is the most influential and

authoritative brand evaluation system in the country and Lenovo has been nominated for 10 straight years.

Lenovo's brand value has increased by 148% between 2000 and 2003, reflecting the successful implementation over three years of a strategic repositioning as a technology and service oriented



company. This demonstrates the power of innovative technology and quality service, as well as the wide recognition of clients and the whole community, which in turn shows the successful management of the Lenovo brand.

Associated with technology and service, Lenovo has created an image of being a "technology driven, service oriented and international" brand.

### THINGS YOU DIDN'T KNOW ABOUT LENOVO

- Lenovo launched the world's first Intel Pentium computers in 1997
- The first generation of Tianxi computers, introduced by Lenovo in 1999, offered "one-button Internet access" and were so successful that they instantly dominated Asia Pacific PC sales
- Lenovo released its first supercomputer in 2001, boasting a hard drive capable of four TeraFlops computing speed. It greatly raised the status of Lenovo in the technology industry and greatly raised respect for China in the eyes of the global IT industry