



**SU GROUP HOLDINGS LIMITED**

榮誌集團控股有限公司

(Nasdaq: SUGP)

# Integrated Security Solutions

Investor Presentation

F e b r u a r y 2 0 2 4



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Certain statements in this presentation are forward-looking statements as defined by the Private Securities Litigation Reform Act of 1995. These forward-looking statements involve known and unknown risks and uncertainties and are based on the Company's current expectations and projections about future events that the Company believes may affect its financial condition, results of operations, business strategy and financial needs. Investors can identify these forward-looking statements by words or phrases such as "anticipate," "estimate," "plan," "project," "continuing," "ongoing," "expect," "we believe," "we intend," "may," "should," "will," "could" and similar expressions. These statements are subject to uncertainties and risks including, but not limited to, the following: the Company's ability to renew contracts with recurring customers; the Company's ability to secure new contracts; the Company's ability to accurately estimate risks and costs and perform contracts based on the Company's estimates; the Company's relationship with the Company's suppliers and ability to manage quality issues of the systems; the Company's ability to obtain or renew the Company's registrations, licenses, and certificates; the Company's ability to manage the Company's subcontractors; the labor costs and the general condition of the labor market; the Company's ability to effectively manage inventories; the Company's ability to compete effectively; the Company's dependence on a small number of suppliers for a substantial portion of the Company's supplies; the Company's ability to successfully manage the Company's capacity expansion and allocation in response to changing industry and market conditions; implementation of the Company's expansion plans and the Company's ability to obtain capital resources for planned growth; the Company's ability to acquire sufficient products and obtain equipment and services from the Company's suppliers in suitable quantity and quality; the Company's dependence on key personnel; the Company's ability to expand into new businesses, industries, or internationally and to undertake mergers, acquisitions, investments, or divestments; changes in technology and competing products; general economic and political conditions, including those related to the security-related engineering services industry; possible disruptions in commercial activities caused by events such as natural disasters, terrorist activities, political, economic, and social instability, and fluctuations in foreign currency exchange rates, and assumptions underlying or related to any of the foregoing and other risks contained in reports filed by the Company with the Securities and Exchange Commission (the "SEC"), including the Company's most recently filed Annual Report on Form 20-F and its subsequent filings. The Company undertakes no obligation to update or revise publicly any forward-looking statements to reflect subsequent occurring events or circumstances, or changes in its expectations, except as may be required by law. Although the Company believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that such expectations will turn out to be correct, and the Company cautions investors that actual results may differ materially from the anticipated results and encourages investors to review other factors that may affect its future results in the Company's registration statement and other filings with the U.S. Securities and Exchange Commission.



# Company Overview

## Providing Turnkey, Integrated Security-Related Services

Nasdaq listed under ticker "SUGP", SU Group has over 2 decades of experience. SU Group is a trusted provider of integrated security-related services, spanning engineering and supply and installation services of security systems, through security guarding, screening and related vocational training services. Current focus on Hong Kong.

### Security-Related Engineering Services

Design, supply, installation and maintenance of security systems for over two decades.



### Security Guarding & Screening Services

Commercial properties, public facilities and residential properties, international airport, traffic control, rail-link, bridge-tunnel systems, pedestrian control.

# Significant Milestones



Design and develop a carpark system under its proprietary brand "SUNGATE"

2000

Obtained its first Security Company Licence (Type III)

1998

Shine Union incorporated

2006

2008

Completed the type approval test of Octopus Cards Limited for its carpark system

2017

Completed the type approval test of Octopus Holdings Limited for its access control system

2019

Acquired Fortune Jet and expanded business to security guarding and screening services and related vocational training services in HK



Admitted to List of Approved Suppliers of Materials and Specialist Contractors for Public Works for video electronics installation

2020

Admitted to List of Approved Suppliers of Materials and Specialist Contractors for Public Works for burglar alarm and security installation

2023

Obtained its Property Management Company License

2024

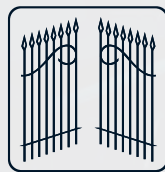
Nasdaq IPO

# Investment Highlights

Comprehensive, Total Security Solutions

- 1** Highly Experienced Management Team
- 2** Large & Growing Global Market
- 3** Proven & Scalable Business Model
- 4** Established Blue Chip Customer Base
- 5** Leveraging AI, IoT and Cloud-based Technologies in Next Gen IoT Parking Solutions, AI-powered Screening, Automation & Robotic Security Patrol & Property Management
- 6** Proposed Nasdaq IPO Would Accelerate Growth in R&D Investment, M&A, Global Expansion and Enhance Balance Sheet

# Strategic Partners



**FADINI**



**milestone**

# Blue Chip End Users



# Management Team



**Chan Ming Dave**

Chairman & Chief Executive Officer

Over 38 Years of Experience in Security-Related Engineering Service Industry

- ▶ Responsible for overseeing the operation, business development and strategic planning.
- ▶ Proficiency in Electrical Engineering, and all aspects of the design, supply, installation, operation and maintenance of security systems.
- ▶ Successful track record as a founder CEO.



**Kong Wing Fai, CPA**

Chief Financial Officer

Over 18 Years of Experience in Security-Related Engineering Service Industry

- ▶ Responsible for operational management, financial management and corporate governance.
- ▶ Member of the Chartered Professional Accountants of British Columbia, Canada; Fellow member of the Association of Chartered Certified Accountants; and Certified Public Accountant of the Hong Kong Institute of Certified Public Accountants.



**Koo Lon Tien**

Chief Operating Officer

Over 29 Years of Experience in Engineering and Manufacturing and Corporate Management

- ▶ Responsible for providing strategic plans and sales relationship management.
- ▶ Extensive experience in sales, manufacturing, and specialized security engineering systems.



# Independent Director Nominees

## To Hoi Pan, CPA

Extensive Finance and Operations Experience

- ▶ CFO, Secretary and Executive Director of Amuse Group Ltd. (HKG: 8545).
- ▶ Previously served as CFO of China Internet Investment Finance Holdings Ltd. (HKG: 0810) (formerly known as Opes Asia Development Limited).
- ▶ Holds a Bachelor of Commerce in Accountancy from the University of Wollongong in Australia.
- ▶ Certified Practicing Accountant of the CPA Australia and a Certified Public Accountant of the Hong Kong Institute of Certified Public Accountants.

## Mark Allen Brisson

Extensive Management and Operations Experience

- ▶ Serves as a consultant in the Electronic Security and Life Safety segment and serves as a Director of Kaizntree Ltd.
- ▶ Previously served as President of Chubb Fire and Security (Australia and New Zealand).
- ▶ Holds a Bachelor of Arts in Political Science from Simon Fraser University in Canada.
- ▶ A Fellow of the Hong Kong Institute of Directors.

## Tse Sui Man, CPA

Extensive Accounting and Consulting Experience

- ▶ Most recently served as financial controller and secretary of Altus Holdings Limited (HKG: 8149).
- ▶ Previously was a group financial analyst for Jardine Schindler Group, and an Audit Senior Associate at PricewaterhouseCoopers (Hong Kong).
- ▶ Holds a Bachelor of Arts in Accountancy and Management Information Systems from the City University of Hong Kong.
- ▶ Certified Public Accountant of the Hong Kong Institute of Certified Public Accountants.

# Integrated Security Solutions

## Threat Detection Systems



- ▶ X-ray Machines
- ▶ Explosive Trace Detector
- ▶ People Screening
- ▶ Mail Screening

## Traffic & Pedestrian Control Systems



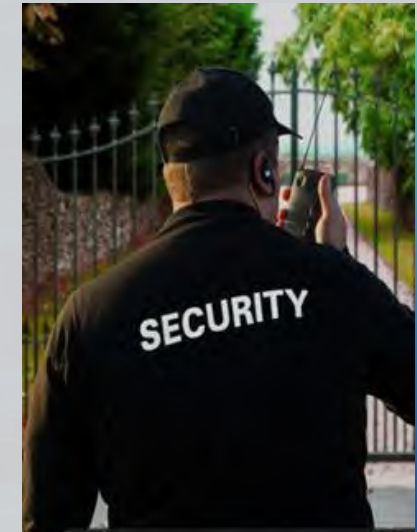
- ▶ Traffic Barrier Control
- ▶ Pedestrian Access Control
- ▶ Carpark Revenue Control
- ▶ Security Traffic Control

## ELV Systems



- ▶ Access Control Systems
- ▶ Closed-circuit Television Systems
- ▶ Building Management Systems
- ▶ Public Address Systems

## Security Guarding and Screening Services



- ▶ Security Guarding
- ▶ X-ray Screening
- ▶ Property Management
- ▶ Related Vocational Training

# Example: Threat Detection Systems



DHL



Hong Kong Convention & Exhibition Centre



Hong Kong Museum of Art



Macau Airport



MTR High Speed Rail

# Example: Traffic & Pedestrian Control



The Center



L'Oréal Hong Kong



Hong Kong Police Station



Government House



West Kowloon Law Courts

# Example: ELV Systems



Traffic Surveillance, Tsing Sha



ELV Systems, Baptist University



AI Fencing System, Lo Wu



CCTV, Explosive Ordnance Disposal



Smart Lamp Pole, Star Avenue

# Example: Security Guarding and Screening Services

**Security Guarding**



**X-ray Screening**



**Property Management**



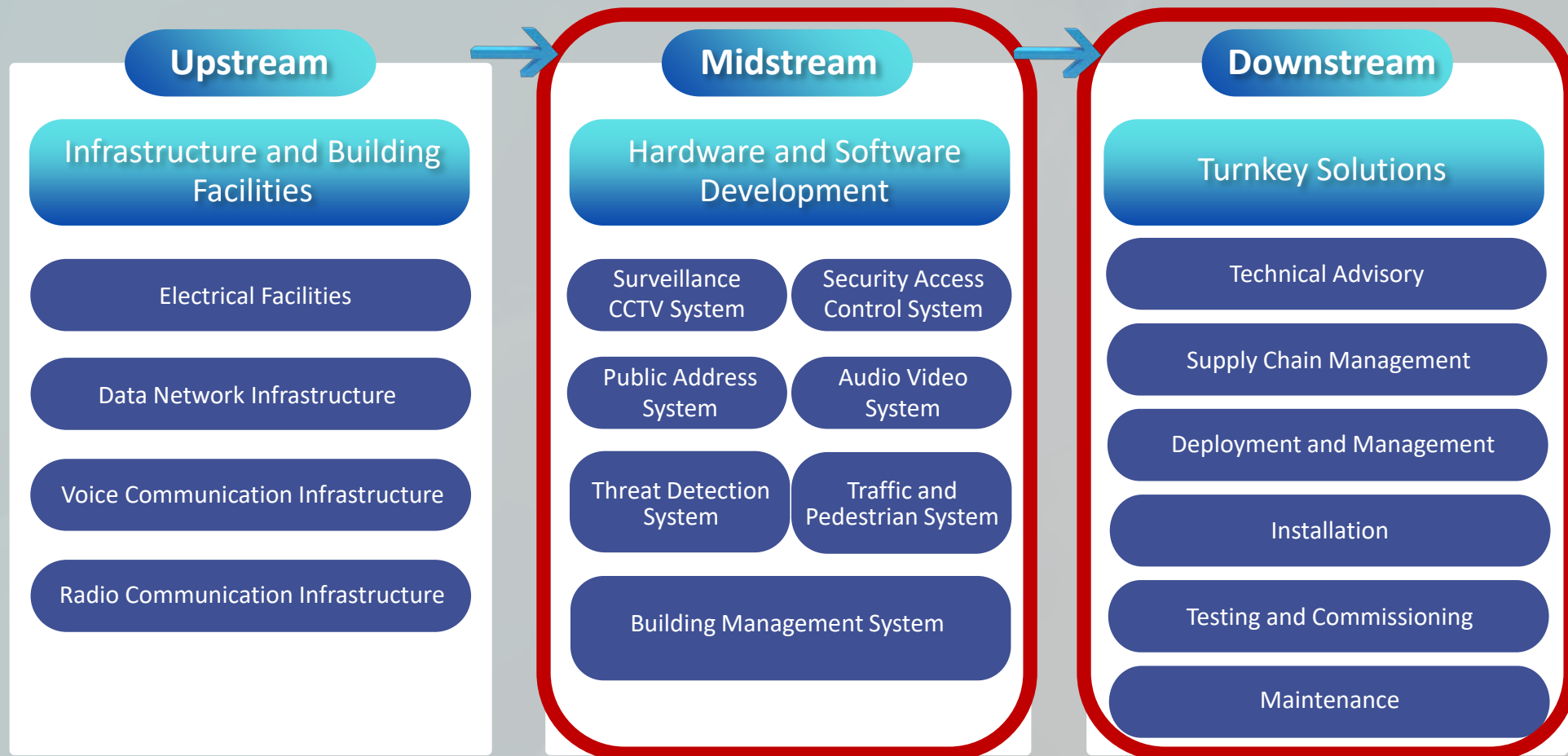
**Related Vocational Training**



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# Large, Growing Security Market

# Security-Related Engineering Services Value Chain Focused on the Midstream & Downstream segments



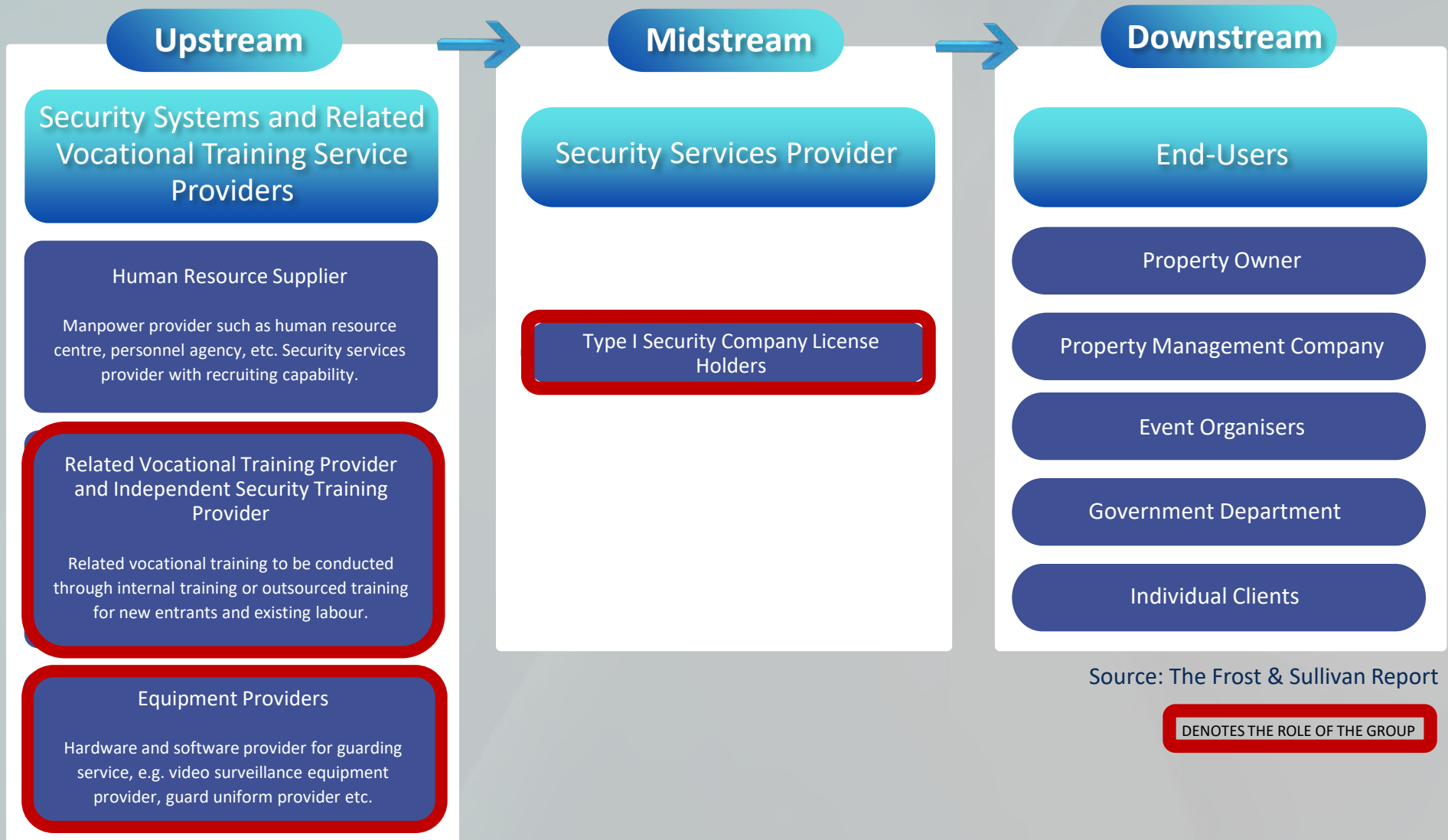
Source: The Frost & Sullivan Report

DENOTES THE ROLE OF THE GROUP





# Security Guarding and Screening Services Focused on the Upstream & Midstream Segments

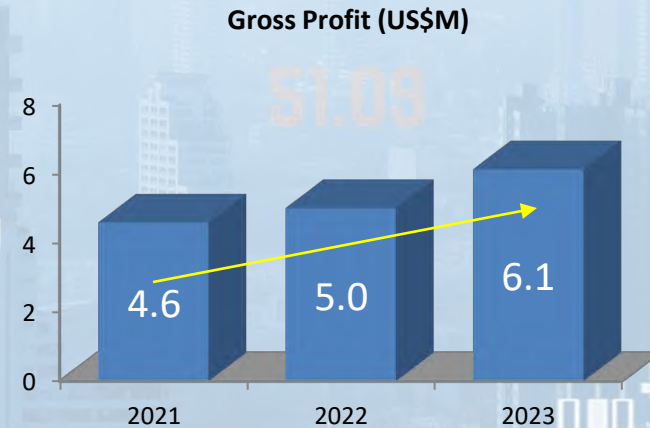
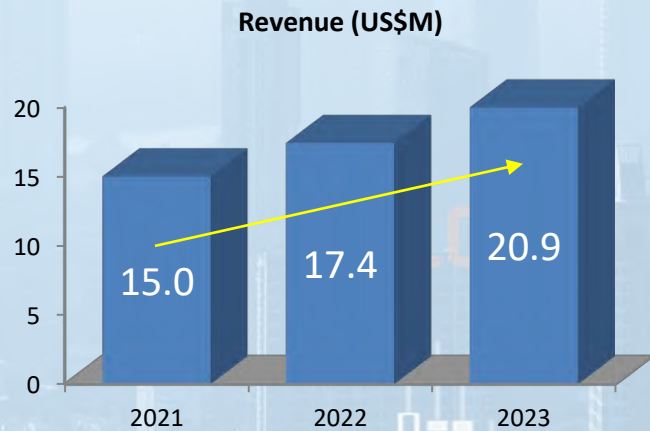




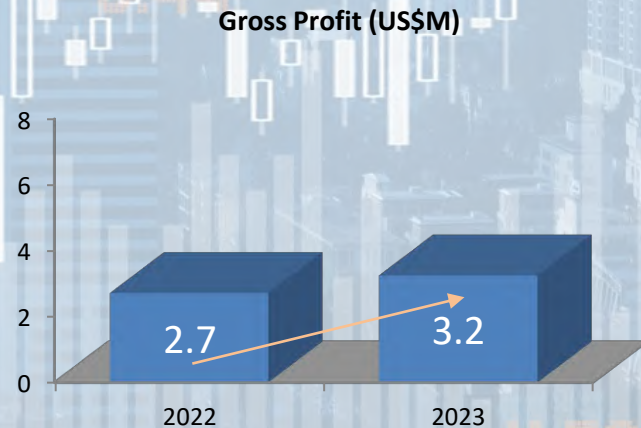
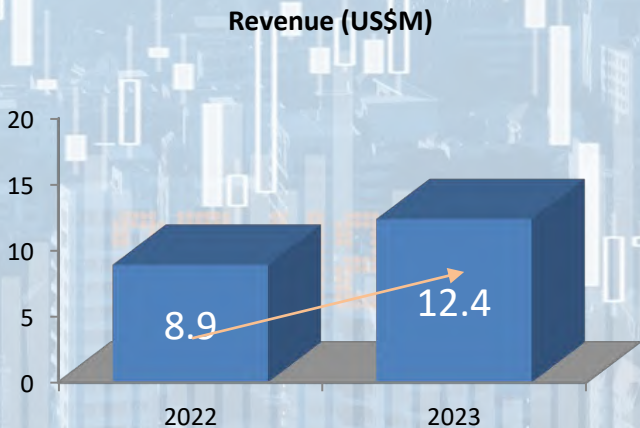
# Positioned for Growth

# Operating Results: Revenue and Gross Profit

For the years ended September 30



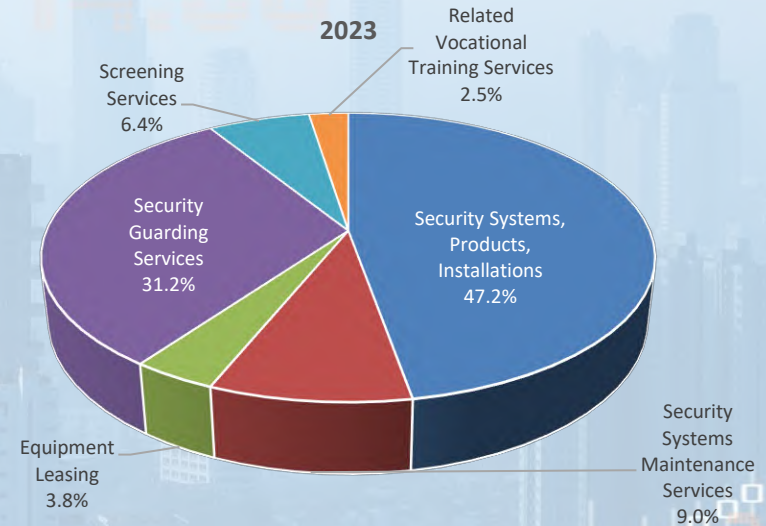
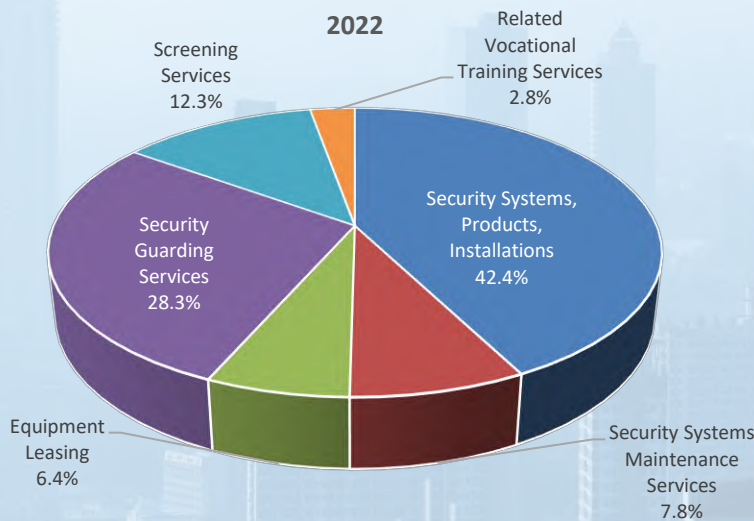
For the six months ended March 31



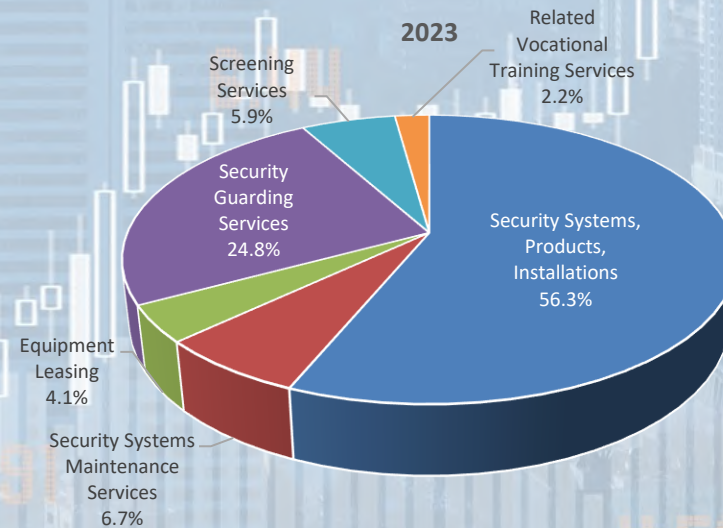
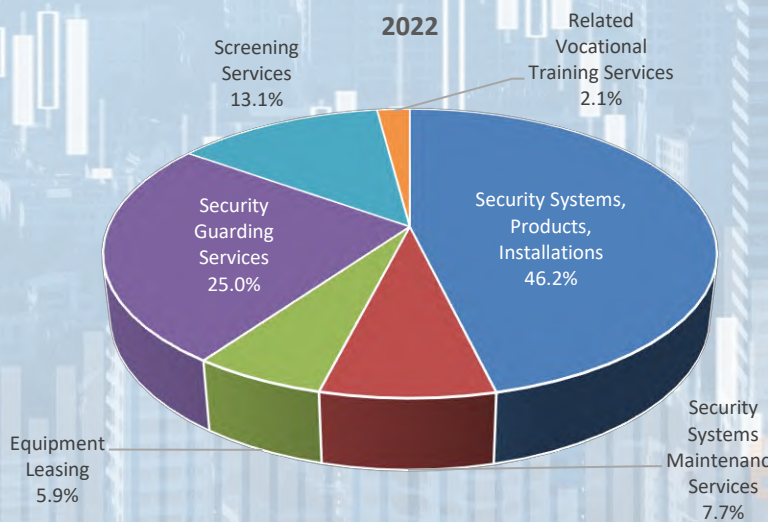


# Operating Results: Revenue Mix

For the years ended September 30



For the six months ended March 31



# Competitive Advantages



Comprehensive Security-related Engineering Services with an Extensive Network of Customers

Integrated Security-related Services Company with a Proven Track Record

Exclusive Distribution Rights and Comprehensive Portfolio of Security Systems

Commitment to Deliver Services with Quality, Safety and Environmental Assurance

Experienced and Visionary Management Team

# Growth Catalysts

Expand Product Portfolio, Enter New Geographies and Deepen Existing Customer Relationships

## 1 Further Expand AI, IoT and Cloud-based Portfolio

Increase investment in products and solutions that integrate and leverage the latest technologies, including IoT Parking Solutions, X-Ray Screening integrating AI, Automation and Robotic Security Patrols and Property Management.

## 2 Enter New Geographies

Leverage SU Group's expertise in other geographic markets where we can build on our established platform and success.

## 3 Deepen Existing Customer Relationships

Capture vast existing opportunities within SU Group's impressive network of public and private businesses, including airports, high speed railways, government buildings high profile corporate offices and more.





# Contact Information

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