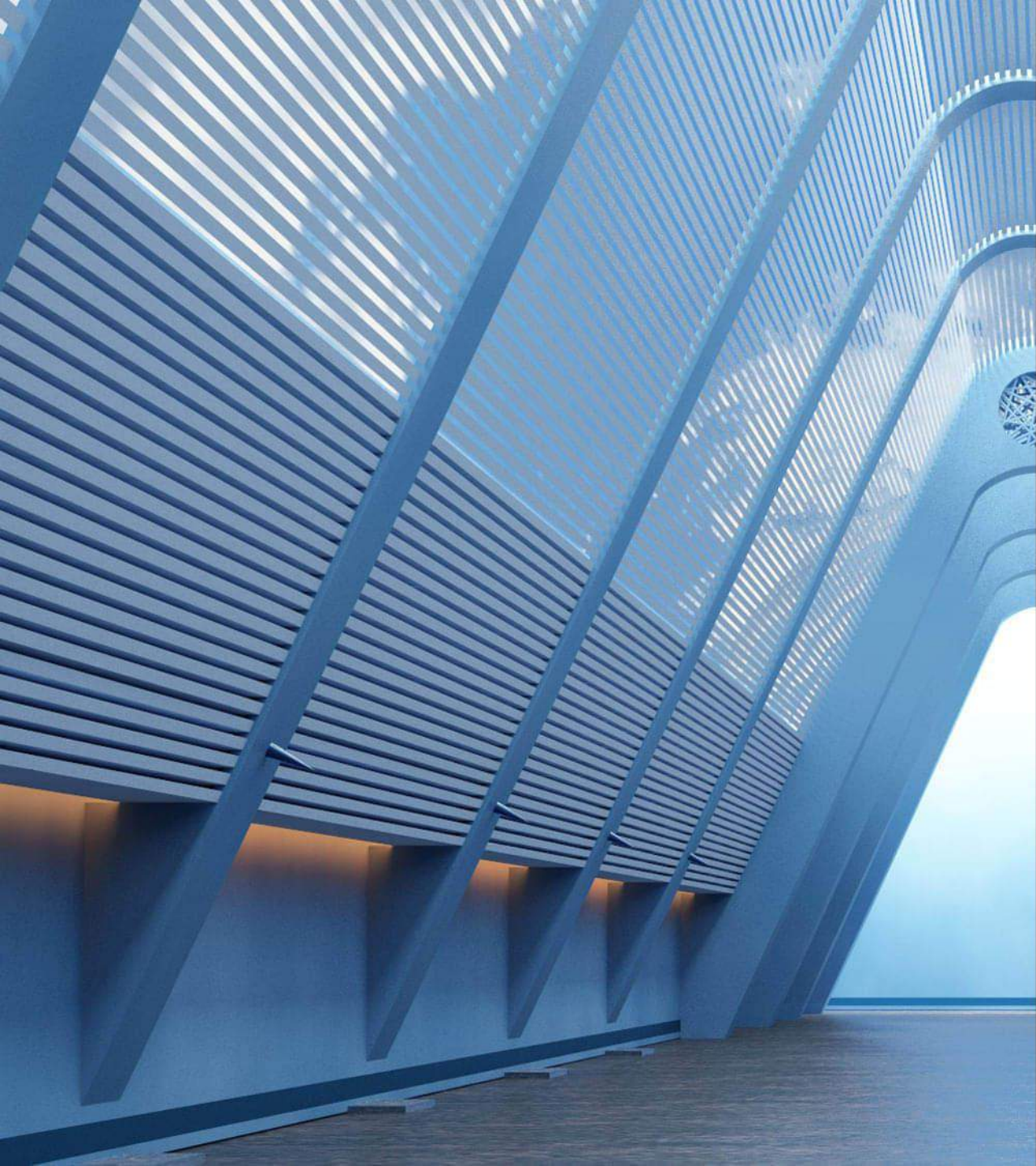


# Glodon Company Limited

[www.glodon.com/en](http://www.glodon.com/en) Stock Code: 002410





**01.** Company Profile

**02.** Business Introduction

**03.** Social Responsibility





01.

# Company Profile



## ► Our Mission

Pursue the spiritual happiness and material fulfillment for our staff,  
and create a better working and living environment with technology

## ► Core Value

Customer success, All win  
Integrity, Keep learning  
One Glodon, Day one

# A Digital Building Platform Service Provider

Providing Customers with digital solutions throughout the whole building lifecycle to **make every project a success and help every practitioner have achievements.**

The first company in China's construction engineering information industry listed on the Shenzhen A-share market in May 2010.



**23years**

Practical Experience

**310,000+**

Corporate Clients

**6 million+**

Construction Projects

**10 million+**

End Users



# Our Development History

**1998**

Glodon was founded and registered in Haidian District



**2010**

- Listed on the Shenzhen A-share market in May
- Glodon completed strategic restructuring with Beijing MorrowSoft Technology Company



**2013**

Glodon established a subsidiary in Hong Kong and extended its market to many Southeast Asian countries



**2015**

Glodon announced a comprehensive transformation to an "Internet platform service provider in the construction industry"



The first entrepreneurial success enables the budget officer to work without the calculator

Make every project succeed and help every practitioner have achievements and become a leading global digital building platform service provider

**2017**

Second undertaking



**2019**

Glodon established Glodon (Xi'an) Digital Building R&D Tower, an information technology R&D and innovation base in the construction industry



**2008**

Glodon established the U.S. research center and became an international company



**2011**

- Glodon completed strategic restructuring with Shanghai Shinedeliver Software Company.
- Glodon established a wholly-owned subsidiary in Singapore.



**2014**

- Glodon took over the leading global MEP design and construction software company MagiCAD
- Glodon took over the Hangzhou Qingzhou Software Co., Ltd.



**2018**

Glodon published Digital Construction White Paper to interpret the concept of "digital construction" to provide a new idea and path for the transformation and upgrading of the construction industry

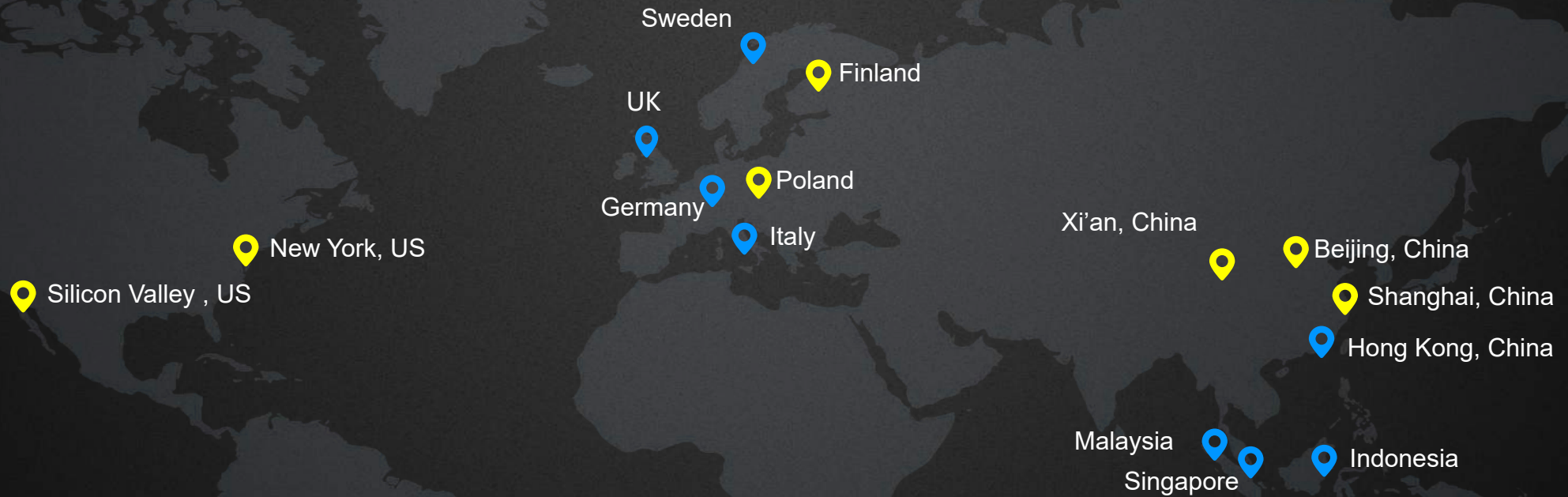


**2020**

Glodon merged Luoyang Hongye Information Technology Co.,Ltd



# Global Business



80+

Global subsidiaries  
and branches

100+

Global clients  
(countries/regions)

6

Global technology  
R&D (R&D centers)

- Beijing R&D Center
- Shanghai R&D Center
- Xi'an R&D Center
- U.S. R&D Center
- Finland R&D Center
- Poland R&D Center



## ▶ Global Talents

31%

Architecture Major

33%

Computer Major

84%

Bachelor or above

29+

Average Age

**8000+** Employees in total

Professional and Young





# ► Persistence in R&D Investment

Glodon focuses on technological innovation, and keeps investing in the development of key core technologies, builds an independent intellectual property system, and implements a technology strategy driven by "independent R&D + cooperation + investment and M&A" to provide an effective guarantee for the Company's product and business development.

**>33.93%**

The ratio of R&D investment to revenue in 2020

**>28%**

The ratio of average annual R&D investment to revenue in recent 5 years

**907**

Software  
Copyrights

**191**

Granted  
Patents

**471**

Authorized  
Trademarks



# Key Technology Reserve



## BIM/CIM Technology

- Graphics technology with independent intellectual property rights used by 1000+ platform developers
- 400,000+ square meters of BIM model capacity
- 100+ square kilometers of GIS capacity
- 40+ BIM and GIS formats
- In-depth verification of 20+ APPs
- Wanda, LongFor, Beijing New Airport



## IoT Technology

- Zhulian: An industrial-grade IoT platform
- 60+ categories of construction equipment
- An ecosystem of 200+ partners



## Big Data

- Multi-source big data from the industry compatible for irregular elements
- 10-billion-PB-grade distributed storage
- 1000+ industry data models
- Tenfold development efficiency



## AI

- Top R&D team
- Focus on construction scenarios
- Sustained high R&D investment
- 30+ intelligent scenarios



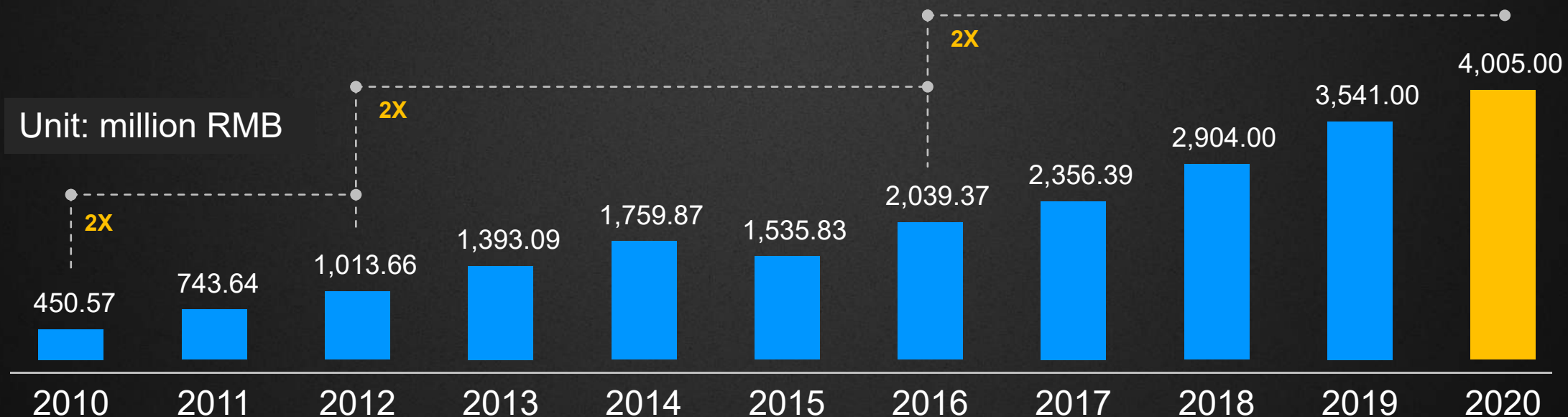
## Cloud Neutral

- Free switch between any cloud platforms
- One-click switch between public and private clouds

Glodon has the independent property rights of the five core technologies of digitization in the construction industry.



## High-speed Performance



- Since it was listed in 2010, the compound annual growth rate of Glodon's total revenue has **reached 26.24%**.
- Glodon has realized the digital transformation of its business of cost estimating covering 25 regions in China.



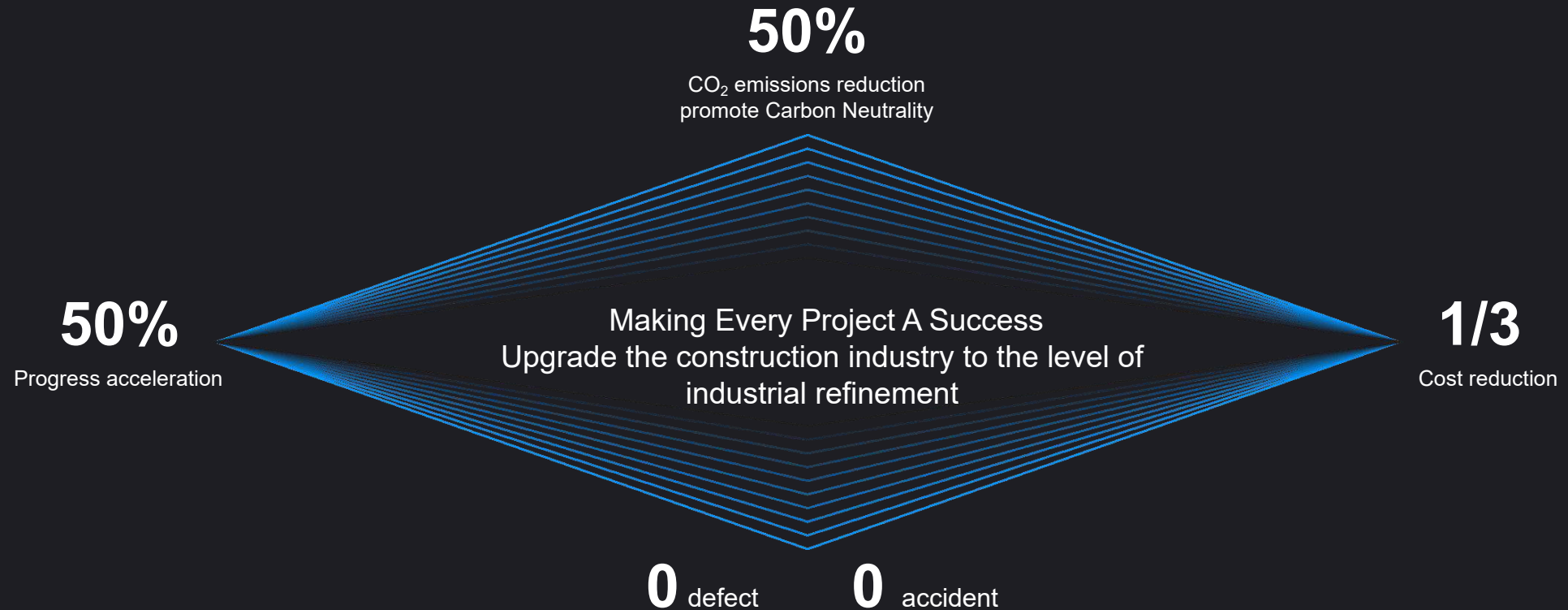


02.

## Business Introduction

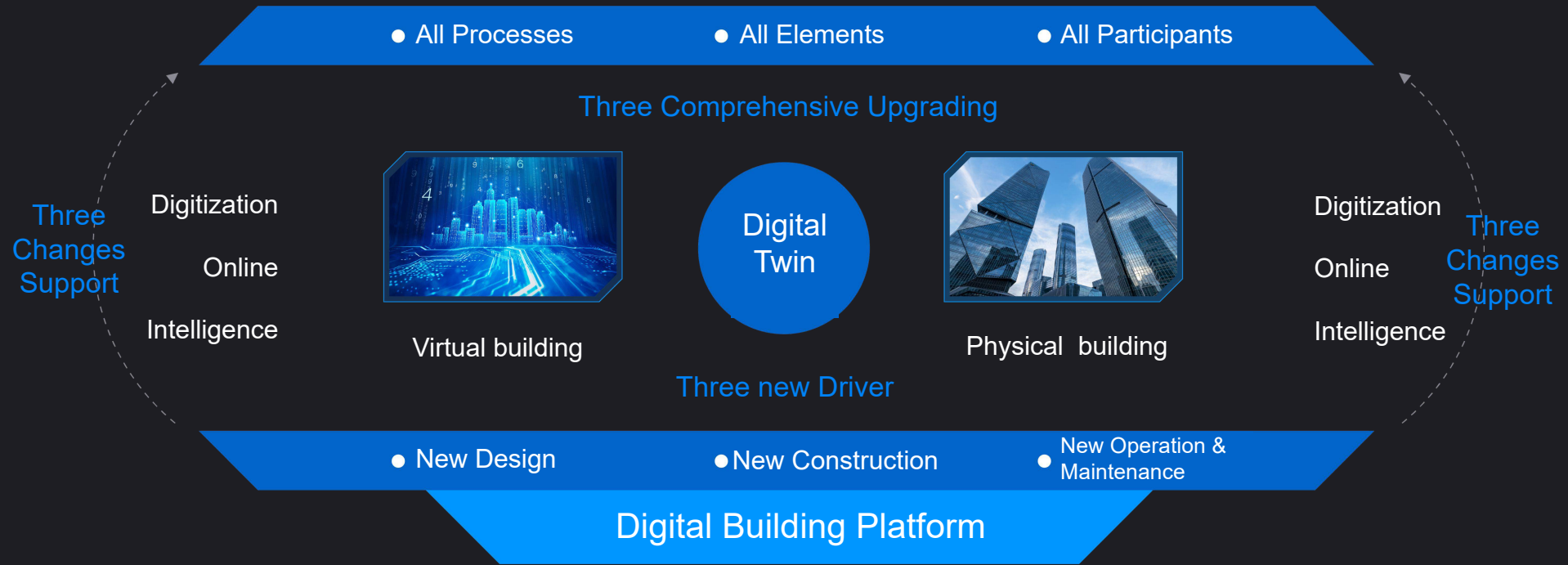


# ► Transformation Target of the Construction Industry: Making Every Project A Success



\*Project success is judged according to the UK government's strategy and requirements for the construction industry by 2025

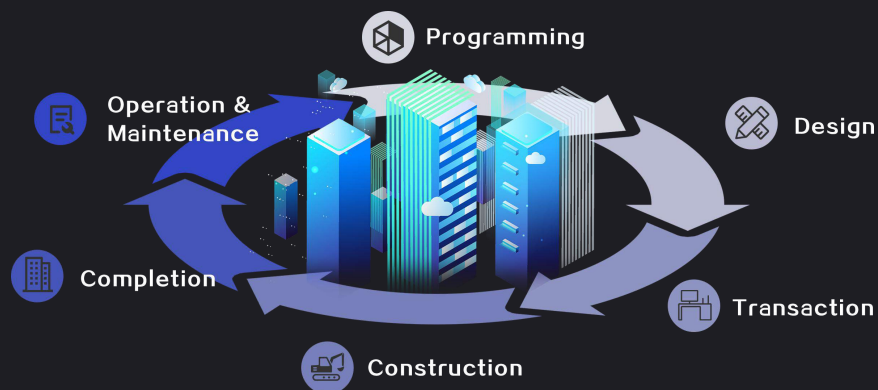
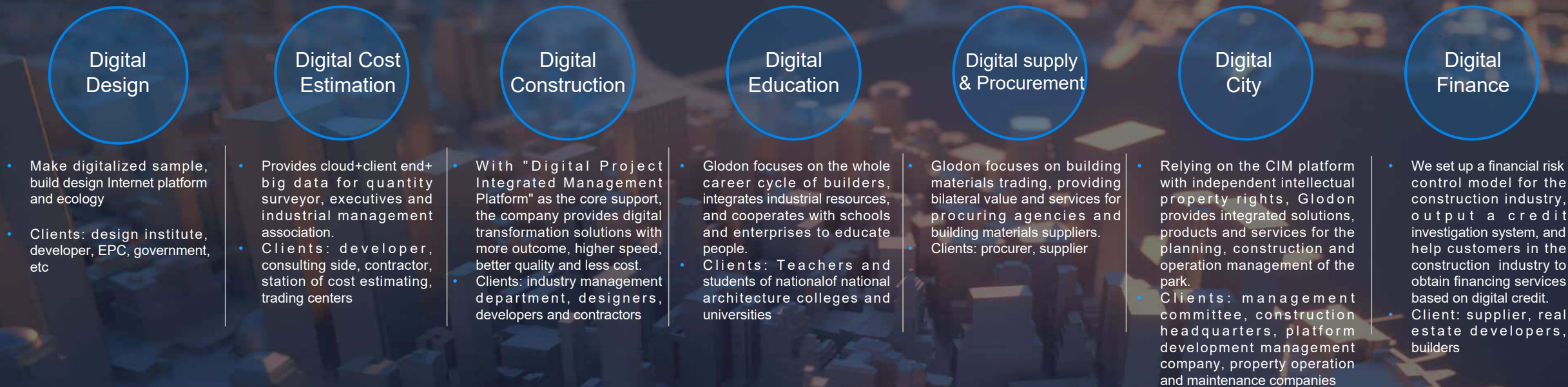
# ▶ Digital Building Platform Drives the Upgrading of the Construction Industry



Digital building: Glodon has released an industry strategy of promoting industrial transformation and upgrading through information technologies including BIM, cloud computing, big data, IoT, mobile Internet and AI. Relying on the advanced theory and method about lean construction, it integrates personnel, processes, data, technology and business systems together to make the whole life cycle of and all elements and parties related to building digital, online and intelligent and build a new platform and ecosystem for every project as well as the relevant enterprise and industry. Relying on the digital building platform, it promotes the industrial upgrading represented by new design, new construction, and new operation & maintenance so that every project will achieve success.



# Our Business Revolves Around the Full Building Life Circle



Our business revolves around the full building life circle and covers the entire industrial chain, such as design, cost estimation, construction, supply and procurement, and we also provide business related to finance, colleges and universities and so on.

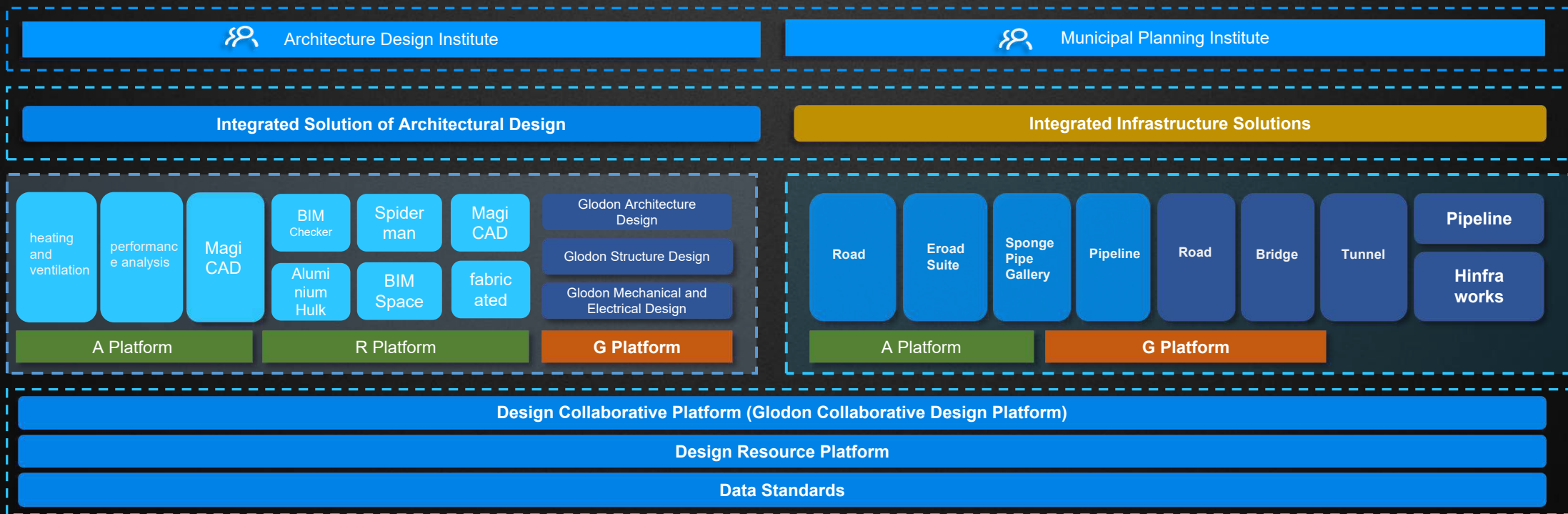
# Introduction of Digital Design

Based on the digital design of the whole process and the whole profession, Glodon creates full-digitalized samples, builds and designs Internet platform and ecosystem, promotes the popularization of Chinese BIM software and improves the digitalization of the construction industry.

## Key Technology

— Focusing on the efficient digital integration design

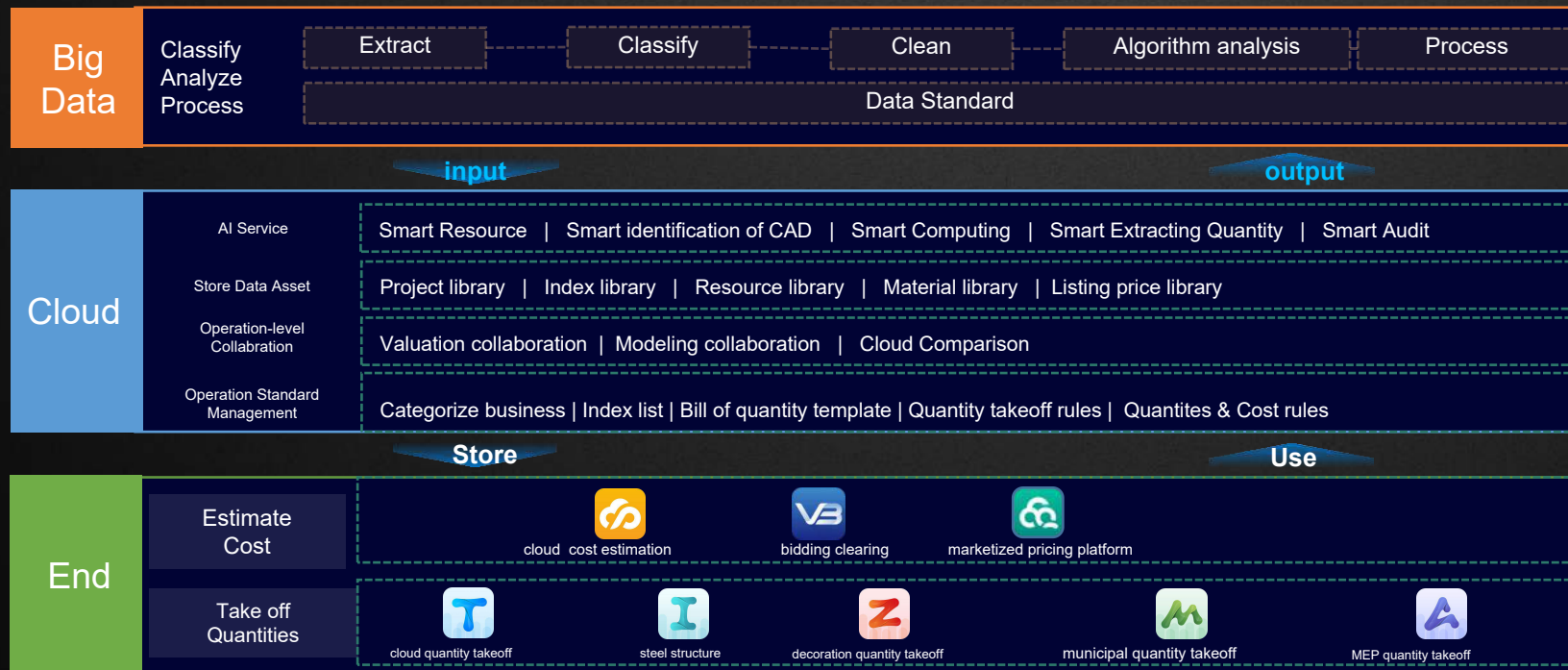
- Design and verification of data-driven automation
- Accurate and efficient collaboration of cloud-terminal integrated architecture
- Uniform data standards
- Effective localized design tools
- Innovative modular design methods
- Highly open and multi-tier platform





# Introduction of Digital Cost Estimation

Glodon conducts in-depth research on technologies, such as cloud computing, dig data, AI, and provides digital cost management product series for clients, including developers, contractors, cost estimating work stations, and transaction centers. Therefore, we can help clients activate data assets, realize elaborate business management, enable market-based business transformation, make the business of cost estimating more intelligent, efficient and convenient, and realize our promise of "let science and technology make the cost better"



## Digital Cost Estimating Solutions

- Digital Cost management product series
  - 【solutions for developer】
  - 【solutions for contractor】
- Digital New Consulting Integrated Solution
- Digital cost estimating work stations Integrated Solution
- Public Resource Transaction Integrated Solution
- Digital Online Service Platform

# Typical Cases of Digital Cost Estimation

Based on a great number of technologies, including cloud computing, big data, and AI, Glodon provides digital cost management product series for developers, consulting companies, contractors, cost estimating work stations and transaction centers. Therefore, we can help them activate data assets, realize elaborate business management, enable market-based business transformation, make the business of cost estimating more intelligent, efficient and convenient.



## Beijing Huashen Jinjian Engineering Cost Consulting Co., Ltd-Enterprise

**database product applications** 【Enterprise Indicator Database, Enterprise Price Database, Index Master】 - Renderings of Jingdong Logistics Warehouse

So far, we have completed the data analysis of nearly 200 projects, formed various databases and index libraries of different types, regions and business formats, changed the previous revenue model, improved personal working ability and enhanced the core competitiveness of the enterprise.



## Country Garden-Cost estimating cloud application platform

Realize the cost audit based on evidence, improve the audit efficiency.

- Reduce burden of operation-level staff
- Management is more based on data
- Decision-making is more accurate and intelligent.



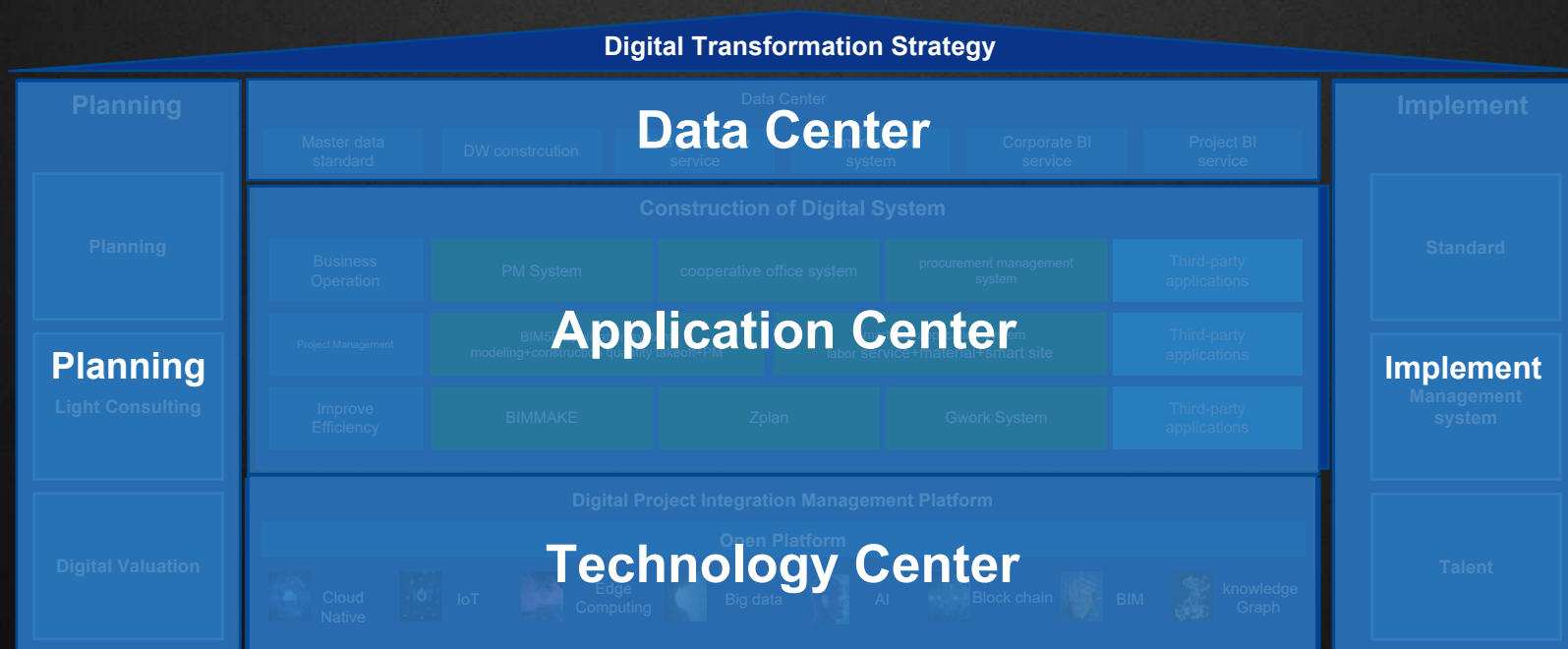
# Introduction of Digital Construction

Glodon focuses on the construction stage of the project. With the concept of "digital construction, building a better living environment" and the core support of "digital project integrated management platform", Glodon provides the digital transformation solutions with more outcome, higher speed, better quality and less cost for all construction parties. Furthermore, we also implement lean management, and help customers to achieve management improvement, cost reduction and efficiency increase.

## One Platform with Numerous Solutions

Relying on the digital project integrated management platform + component model, Glodon can flexibly configure the corresponding products or solutions based on customer needs.

- Digital building solutions
- Digital infrastructure solutions
- Digital regulatory solutions
- Developer digital project management solutions



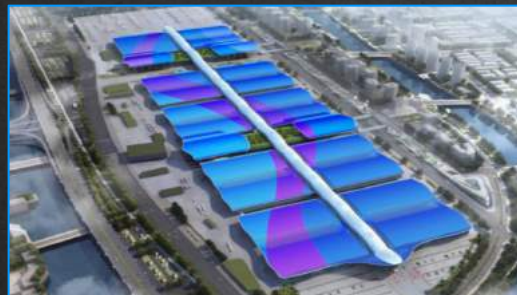
# Typical Cases of Digital Construction

With the core support of "digital project integrated management platform", Glodon focuses on the construction stage of the project and provides the digital transformation solutions with more outcome, higher speed, better quality and less cost for all construction parties.



## Beijing Daxing International Airport -BIM Application

It is the world's largest single airport terminal. We conduct simulation firstly and then construction. By performing trial and error activities without costs, we achieve the optimal design scheme, feasible construction scheme, and reasonable economic scheme, thus improving production efficiency, reducing idling, rework and changes. Finally, the project is delivered on time.



## Shenzhen International Convention and Exhibition Center -BIM+Smart Site+PM System

This project has a large construction volume, whose construction area is 1.58 million square meters, various design changes, a large number of professional subcontracting and input resources. By introducing the BIM-Smart Site-PM integrated System, this project has a three-level management system which consists of headquarters, project department and project site.



## Ice Cube -BIM5D+Smart Site

With construction management at the core, four core technologies have been used, including IoT, BIM, big data and AI to gather data in real time and build a model to improve the production efficiency, maintain the management order, ensure resource adjustability and control risks.



## Helsinki Central Library Oodi -Electromechanical BIM Whole- process Solution

A digital MEP model is built through MagiCAD, and a professional digital simulation is performed based on real product parameters to optimize the performance of electronic and mechanical systems and reduce the procurement costs; also, on-site debugging is digitally simulated to enhance the efficiency of the on-site physical debugging.



# ▶ Introduction of Digital Education

With the concept of “cultivating digital architecture talents to promote the transformation of the construction industry”, Digital College and University integrates industrial resources, cooperate with colleges and universities in students cultivation. Furthermore, focusing on the whole career of a constructor, it also provides service for colleges and universities, provide skill accreditation and employment support for students and practitioners, and provide talent upgrading solutions for realizing the transformation of the enterprises in the construction industry. Worked with political, industrial, academic, research and other ecosystem organizations, it stays committed to cultivating digital talents to meet the need of digital economy era, serving the construction education and supporting the upgrading of the construction industry.



## Beijing University of Civil Engineering and Architecture

Through the sharing mechanism and system design of colleges and universities, enterprises and the construction industry, and based on professional group resource library of ICVE, the Digital College and University establishes a platform for students' independent learning, teachers' teaching and research service, enterprise job training, social life-long learning platform and nternational learning exchange, which is a five-in-one teaching resource database application for the professional group of architectural engineering technology practioners, to build platforms for scientific research and innovation, training and certification, collaborative education and social service.



## National BIM application skills competition in colleges and universities

Through a series of BIM software applications, based on the practical engineering cases, this competition, to the largest extent, simulates the actual working scene to realize BIM collaboration between architecture related majors in different colleges and universities, improve the students' practical and innovative ability, enhance the player's team work ability, and cultivate interdisciplinary talents to be able to use BIM technology.

- 31 provinces, municipalities and autonomous regions; More than 1,130 colleges and universities; 180,000 participants

# Introduction of Digital Supply and Procurement

Based on the process of building materials trading in engineering projects, Digital Supply and Procurement is committed to providing bilateral value and service for the procurers and building materials suppliers. Relying on the one-stop B2B digital Supply and Procurement service platform -- "square net", we conduct big data matching via the digitalization and intellectualization of procurers and suppliers. Then, through the offline connection and service of the operation team all over the country, we lead the digital upgrade of the supply and procuring business, help the construction supply and procuring enterprises to integrate into the digital construction industry ecosystem, and make the building materials transaction of every project successful.

## Integrated Solution for Digital Acquisition Service



### Procurer: Building Materials Supply and Procurement Digitization

We use big data technology to match resources, find high-quality suppliers efficiently, and conduct direct connection and coordination through offline operation teams to achieve efficient connection between supply and demand.

- Digitization and labelling of demand, and the digitization of supplier products and qualifications

## Integrated Solution for Intelligent Marketing of Building Materials



### Supplier: Zhejiang Weixing Pipe Industry Digital Brand Marketing Promotion

Through big data analysis technology, we give feedback to Zhejiang Weixing Pipe Industry about accurate project budget info if its materials are used so that it can provide its customers with precise material information for projects. We help customers accurately expand their customers.



# Introduction of Digital City

Based on the digital twin concept and CIM (Urban Information Model) technology, we develop the CIM platform with independent intellectual property rights. Given this platform, we build the spatial infrastructure of the digital park, and provide integrated solutions, products and services for the planning, construction and operation management of the park, which include CIM-based park integrated solution, CIM-based integrated management platform for park facilities and CIM-based and visual investment invitation platform. At present, the products and solutions have been applied in Binhai New Area in Fuzhou City, CBD in North Qingdao City, China Radio & Television Qingdao 5G High-tech Video Experimental Park, Quanzhou Semiconductor High-tech Industrial Park Nan 'an Branch Park, Intelligent Guangyang Island and other projects.



## Binhai New Area, Fuzhou City

The CIM-based Integrated Planning, Construction and Management Platform makes it possible to conduct integrative management based on one city planning drawing, construction supervision net and city governance pattern, improving the quality of urban planning and the efficiency of construction supervision and city governance reaching the refined scale of cells.



## CBD, North Qingdao City

A CIM city information model and CIM space-time information cloud platform, which have been built in the business district, help to realize real-time monitoring, thorough perception and dynamic alarm for various systematic business linkages and city events in the business. With a population of 540,000 in this area, core area covers 2.46 square kilometers and the construction area covers 5 million square meters. This area is one of the key projects defined by Qingdao municipal government and modern service industry clusters.



## Chongqing Wisdom Guangyang Island

Taking the ecology as the core and the wisdom as the tool, we have developed a new model through the integration of "double gene fusion and double helix development". Based on the unified EIM and digital twin platform, we have realized the visualization, quantification and optimization of ecological restoration and governance, which empowers the intellectualization of ecological planning, construction and management services.



# ▶ Introduction of Digital Finance

We collect data from professional application systems such as operation level, project level and enterprise level of the construction industry customer group, and then, through data mining and operation, we build and output the financial risk control model of the construction industry, restore the essence of customer business and output credit investigation system, thus help clients to get access to simple, efficient and low-cost financing services based on digital credit and add value to informatized data.



## Jinke Yida Liangjiang Health Technology City

Through cooperation, we effectively help Jinke Real Estate to innovate supply chain finance model, enrich financing channels, further invigorate commercial credit, and build a more interconnective industrial chain ecosystem.



## Evergrande Real Estate Supply Chain Cooperation Project

### -Supply Chain Finance

Developer, contractor and supplier could share the contract data online. A financial risk control model has been built for the supply chain according to key data including the schedule, quality, safety and material procurement concerning the project under construction.



# ▶ The Success of Project is empowered by the digital building platform

## More Outcome

- High efficiency in resource allocation
- Intensive management of multiple projects



## Higher Speed

- Reduce defect and changes
- Significantly shorten project duration



## Better Quality

- Enhance security and quality
- Industrial quality building products



## Less Cost

- Lean management
- Improve the economic efficiency of construction enterprises



# Clients & Partners

Glodon focuses on the industry with professionalism, and works with its partners in building a new industrial ecosystem with the platform concept of openness, interconnection, sharing and collaboration. Countries / regions

100+

310,000

Company clients

1800+

Architecture universities and colleges

\* Part of our clients and partners



Tsinghua University



Peking University



CRECC



China Civil



CSGEC



Shaanjian Group



Vanke Group



Evergrande Group



Huawei



Tongji University



Tianjin University



中国建筑金属结构协会



CBDA



CCCC



Beijing Construction Engineering Group



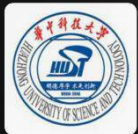
Wanda Group



Greenland Group



Microsoft



Huazhong University of Science and Technology



University of Maryland



China Architecture Design and Research Group



CCIA



CREC



MCC



China Overseas Property



Poly Real Estate



AUTODESK



Stanford University



Carnegie Mellon University



RICS



CEDA



China Water Resources and Hydropower Construction Group



China Pacific Construction Group



Longfor Properties



Country Garden



Hik Vision





03.

## Social Responsibility

# Focus on Industry Development to Serve the Society

Adhering to the idea of “doing good with digital technology”, we fulfill our social responsibility and firmly believe that technological development helps to build a society of friendliness. We strive to achieve win-win development with our clients, employees, shareholders and industry partners.



## Corporate Governance

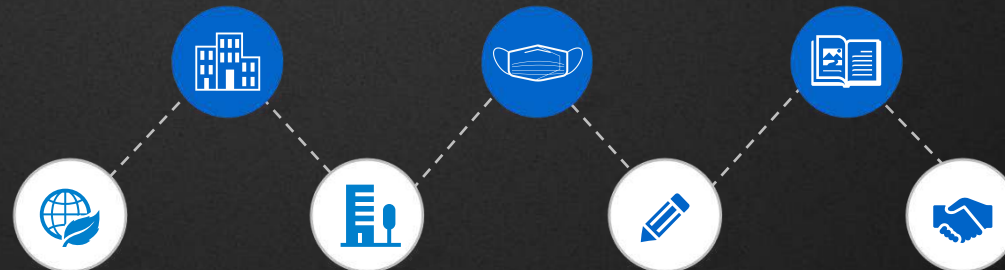
Glodon adopts a reasonable governance framework, implements strict risk management measures and shaped a sound corporate culture, in a bid to make daily decision-making more efficient and reduce operational risks.

## Fighting the COVID-19 Pandemic

After the outbreak of the COVID-19 pandemic, Glodon quickly sets up a task force for COVID-19 prevention and control. And we also have fulfilled our CSR by rushing to the rescue of the pandemic-hit areas, boosting the resumption of production and work. These efforts would help defeat the virus.

## Seeking Innovation-Driven Development

Glodon has remained committed to leading the global construction industry in terms of information-based services and upgrading the entire industry. With a proven track record in industrial innovations, we have shaped strong R&D capabilities and generated a host of scientific outcomes.



## Low-carbon Development

Glodon harnesses technology to empower digital buildings, and uses BIM, big data, cloud computing, mobile Internet, IoT, intelligent hardware and other Internet + technologies to make future building products greener and smarter and deliver enjoyable living experience.

## Excellent Customer Services

In line with our client-centric approach, Glodon established a standardized, institutionalized and regular customer service system, and build customer ecosystem from the strategic and operational aspects.

## Caring for Employees

Glodon keeps improving the talent management system, formulates a well-designed training and promotion mechanism, creates a platform for employees to realize their value, protects the rights and interests of employees, and drives the common growth of employees and enterprises.

## Harmonious Society

Glodon has proactively responded to the national policies and participated in social welfare activities including education, medical and health care, poverty and disaster relief, and environmental protection. It will cooperate with governments, the business community, and non- profits to enrich public welfare activities and facilitate win-win.



# Our Industrial Insight Helps to Promote High-quality Development

Based on technical research and practice summaries, Glodon continues to improve its leadership in the building informatization sector and works with other industry players in promoting the transformation and upgrading of the construction industry.

## Industrial Research

- Glodon has released *Digital Building White Paper* for 3 years
- Glodon has released *Report on the Informatization Development of the Chinese Construction Industry* for 8 years
- Glodon has compiled *Analytical Report on the Application of BIM in the Chinese Construction Industry* for 4 years
- *Digital Cost Management* provides a systematic exposition on the digitization of the cost estimation sector



## Leader Summit

- Glodon has held Digital China Summit for 11 years, promoting the transformation and upgrading of the construction industry
- Deep participation in national conferences: Digital China Summit, China International Big Data Industry Expo, Smart China Expo



## Strategic Cooperation

- Glodon partners with more than 70 industry associations and 8 alliances
- Glodon has established strategic cooperation with Chinese and foreign companies to promote the continuous improvement of the technical ecosystem



# ▶ Cooperation Between Colleges and Enterprises to Train High-caliber Personnel for the Industry

Based on the needs of the industry, Glodon provide a set of integrated solutions with industry characteristics to create one-stop and accompanying services for students' independent learning. To build the whole value chain service of learning, certification and employment from schools to students and from enterprises to employees, and strive to cultivate and output high-quality and practical talents for the construction industry informatization field with the initial blue ocean effect.

## 1,800+

### Education partners

Accounting for 89% of Chinese architectural colleges and universities

## 500,000+

### Mobile teaching aid app users

The Architecture Cloud Course app provides all-round information-based teaching support for the colleges and universities

## 200,000+

### Architecture majors

Glodon software is learned on campus and used in the workplace

### Boosting vocational education



### Jointly cultivating excellent teaching staffs



### Promoting student employment





# Cooperation with Academic Institutions to Promote Industrial Technological Innovation



Digital City Laboratory set up with the Tsinghua University



Digital Building Research Center set up with Huazhong University of Science and Technology



Cooperate with Tongji University to build a Joint Research Center for Intelligent Construction

## Establish advanced architectural technology R&D center

Glodon focuses on cooperating with top construction research institutions in China and from abroad to introduce advanced ideas, and carries out scientific research and transformation of the most cutting-edge digital building technologies and algorithms to reserve technical strength for the development of the industry.



BIM comprehensive practice base



Intelligent Construction Training Room



Prefabricated Building Training Base

## Build up training bases between the industry, colleges and universities and institutions

Glodon has partnered government institutions, academic institutions, associations, enterprises, universities and colleges to build a research cooperation platform among industry, education institutions and research institutions and strengthen basic research "from scratch". It has founded training bases in cooperation with more than 1,400 institutions in order to expedite the transformation of scientific research achievements.

# Industrial Recognition and Social Prestige

With professional products, perfect services and scientific management, Glodon has become the backbone of the information service industry in the field of construction engineering, and has been highly recognized by customers and the construction industry.



## Certifications



## Honors



## Awards



- Enterprise Certificate of Key Distribution Software in National Planning
- China's AAA Credit Enterprises
- High-tec enterprise
- China's Innovative Software Enterprise
- Backbone Enterprise of Software Industry Base of National Torch Program
- China Famous Brand
- ITTS
- CMMI
- Tax Credit A - Class Enterprises

- 2020 Excellent Software Products
- Top 10 Innovative Software Products of 2020
- China Construction Industry Informatization Most Influential Enterprise Award
- China Construction Industry Informatization Leading Enterprise Award
- Outstanding Service Provider of Smart Cities in China
- Top 10 Chinese Copyright Owners of CPCC
- Best Technology Innovation Award of China Software Industry
- China's Industry Software (Service) Champion
- Top 50 Big Data Companies in China

- Incorporated into the CSI 300 Index and the Shenzhen Stock Exchange 100 Index
- Top 100 Software and Information Technology Companies in 2020
- Top 30 Digital Empowerment Pioneers in 2020
- 2019 Taurus Best Investment Value Award
- CCTV Top 10 Innovative Companies of the 50 Chinese Listed Companies
- Top 10 of the 50 Listed Companies on China's SME Board by Value
- Listed Company Reputation List "the Most Competitive Advantage" Title
- The Most Valuable Project Management Software Company in China
- Top 30 Private Listed Companies in China with High Quality Development
- Ranked 11th in Beijing Top 100 Private Enterprises in Science and Technology Innovation in 2019

# 400+

\*By the end of 2020



**Making Every Project A Success**

**Helping Every Practitioner Have Achievements**

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