

# SHENZHEN YINCHEN TECHNOLOGY CO., LTD

## COMPANY PROFILE

# MENU

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# 01

## About Us

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## Shenzhen Yinchen Technology Co., Ltd

Shenzhen Yinchen Technology Co., Ltd., formerly known as Shenzhen Najia Electronics Co., Ltd., was established on October 22, 2013, as an integrated enterprise specializing in research, manufacturing, and sales.

Yinchen primarily focuses on consumer electronics products, particularly computer peripherals, adhering to the business philosophy of customer first, continuous technological innovation, and service to society. It consists of two sales and operational subsidiaries in Shenzhen and Hangzhou, responsible for sales and brand promotion in the global market.

As a high-tech enterprise, Yinchen is committed to providing the best services to OEM/ODM customers for keyboard manufacturing. With its experienced operational and marketing team in the B2C field, Yinchen has rich experience in design and compliance. The factory provides independent industrial design, product design, and integrated manufacturing services.

## Our Brands

Yinchen's sub-brands, Akko and MonsGeek, has gained a strong reputation in the industry for their quality and innovation. Akko and MonsGeek have over 60 global sales and distribution channels across every continent with both online and offline exposure, making premium gaming gears accessible for worldwide users. Since 2020, Yinchen has registered with major eCommerce platforms such as Amazon, AliExpress, Kaufland, Shopee, Lazada, eBay and Allegro, and has successively obtained correspondingly regional certificate for operations.

Akko was born with the concept of "lifestyle gaming peripherals", emphasizing design and building an innovative peripheral brand. With the rise of ACGN culture, Akko collaborates with well-known ACGN IPs, including "One Piece," "Demon Slayer", "Dragon Ball Z," "Naruto," "Hello Kitty," "Sailor Moon Crystal," "Doraemon," and "Honkai Impact 3," to launch related peripherals. It has also designed custom keyboards for Bilibili, China's top ACGN video platform. Akko will continue to collaborate with popular anime, movies, TV shows, and brands that value fashion and lifestyle, introducing unique products designed specifically for computer peripherals to enrich your life.

MonsGeek focuses on enthusiast-level keyboards and is dedicated to bringing extreme value into the world of peripherals. It's signature product M1 has shaped the industry of aluminum mechanical keyboard since the debut of November 2023.



## August 2016

Akko, a young peripheral brand under Yinchen Technology with Skull Cat as its logo, was established with a focus on lifestyle and design. Entering the peripheral market with a brand-new concept, Akko launched its first batch of products. In the same year, on December 8th, Akko and EDG eSports Club jointly introduced the new product "Hello! Thursday".

## 2018

Akko vigorously developed its keyboard customization business, offering more models for users to customize. In the same year, Akko embarked on a new venture by launching Dragon Ball Z and Dragon Ball Super peripheral products in collaboration with MMT.

## 2020

Akko officially entered overseas markets, registered trademarks in regions such as the USA and the EU, and began operations on platforms like Amazon and Shopee.

## August 2021

Akko led the trend by launching its first Gasket aluminum keyboard, the MOD007, as a representative of mass-produced custom keyboards.

## March 2022

Akko launched the PC75 series keyboard themed around the Year of the Tiger. Its unique TOP structure has achieved the top-notch out of box experiences at the time. In the same month, the hot-selling 5075 Gasket customized mechanical keyboard was released. Akko became known to more mainstream users for its cost-effectiveness, quality, and unique color schemes.

## November 2022

Akko introduced its original SPR series, featuring our innovative and patented spring structured keyboard.

## 2023

Akko made a significant impact at global exhibitions throughout the year, starting from CES at the beginning of the year, followed by the Hong Kong Electronics Fair, IFA Berlin, and the Brazil Game Show.

## 2024

Akko adopted an intricate 3-tone anodiation process for mass-produced keyboards for the first time. This process presents the case with the appearance of the delicate Azure Dragon, offering a texture and durability that UV printing cannot achieve, and enhanced scratch resistance. It also features Akko's first 8K Polling rate gaming keyboard.

## 2013

The predecessor of Shenzhen Yinchen Technology, Najia Electronics Co., Ltd, was established.

## 2017

Akko and Ducky jointly launched a new product, the Akko X Ducky mechanical keyboard, which has garnered significant attention from users. The 3108 model has become the preferred entry-level product among users.

## 2019

Akko introduced collaboration keyboards featuring "Sailor Moon," "One Piece," and "Naruto," bringing together popular anime IPs in one brand.

## February 2021

Akko launched its first retail mechanical switch, which immediately topped Amazon's best-seller list for switches.

## December 2021

Akko launched co-branded peripheral mechanical keyboards featuring "Saint Seiya" and "Doraemon." In the same year, Akko successfully registered the VAT certificate for the European Union and eight Middle Eastern countries, as well as the EPR certificates for Germany and France, and the IOSS certificate for the European Union.

## August 2022

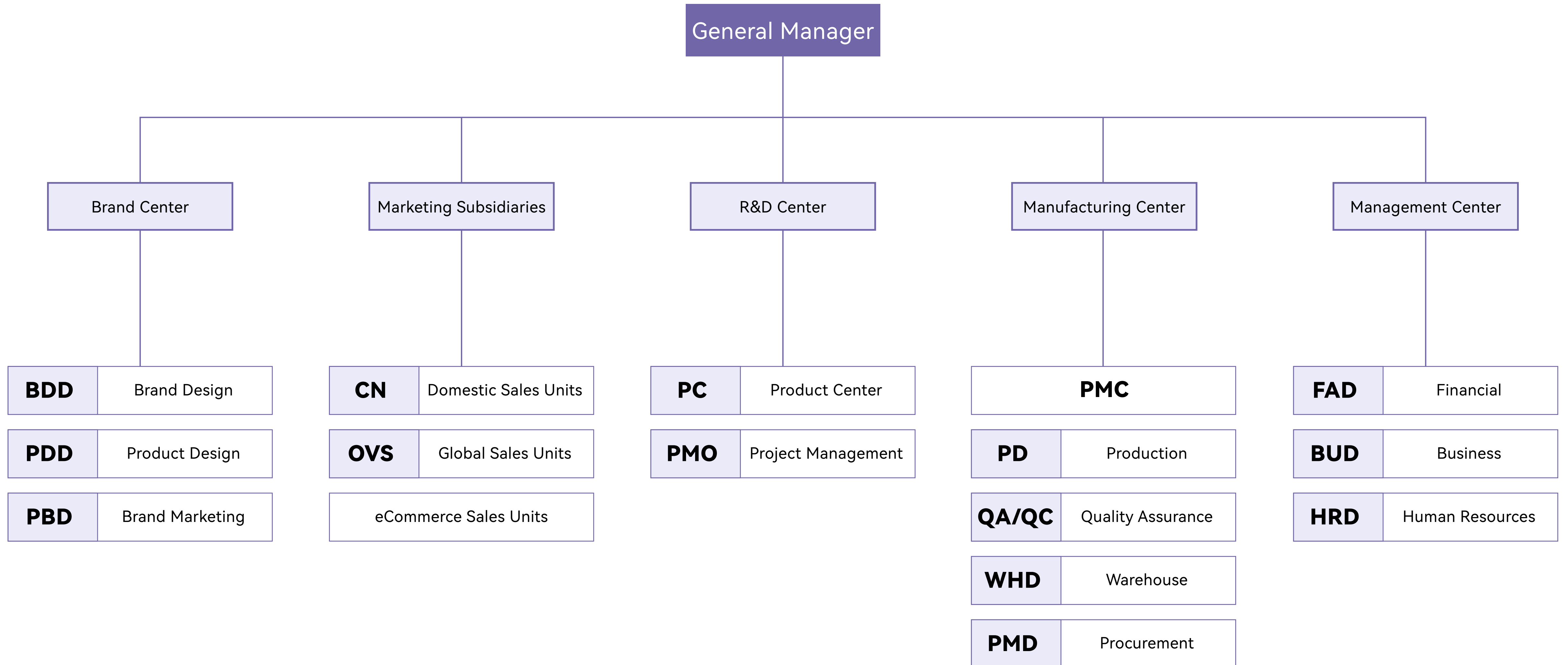
Akko introduced its original SPR series, featuring a spring structure with a domestic patent.

## December 2022

Akko introduced co-branded peripheral mechanical keyboards featuring "Demon Slayer." In the same year, Akko entered into a deep collaboration with Sanrio, launching products featuring Cinnamoroll, Gudetama, Kuromi, and more.

## August 2023

Akko celebrated its 7th anniversary with the launch of magnetic switch products. In November of the same year, it released the world's first tri-mode magnetic switch keyboard.







# 02

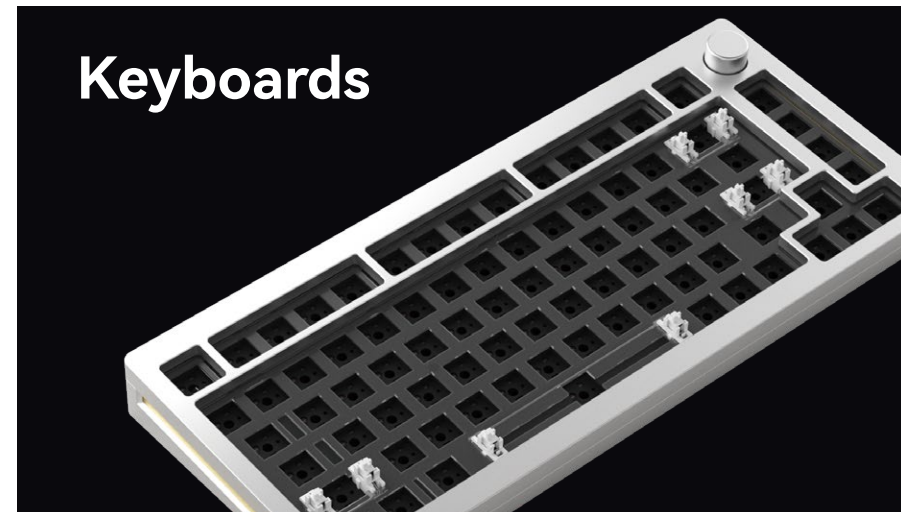
## Products and Distribution Channels

2.1 / Product Catalog

2.2 / Global Coverage

2.3 / Sales Channels





Keyboards

Aluminum



Keyboards

Acrylic



Keyboards

Wood

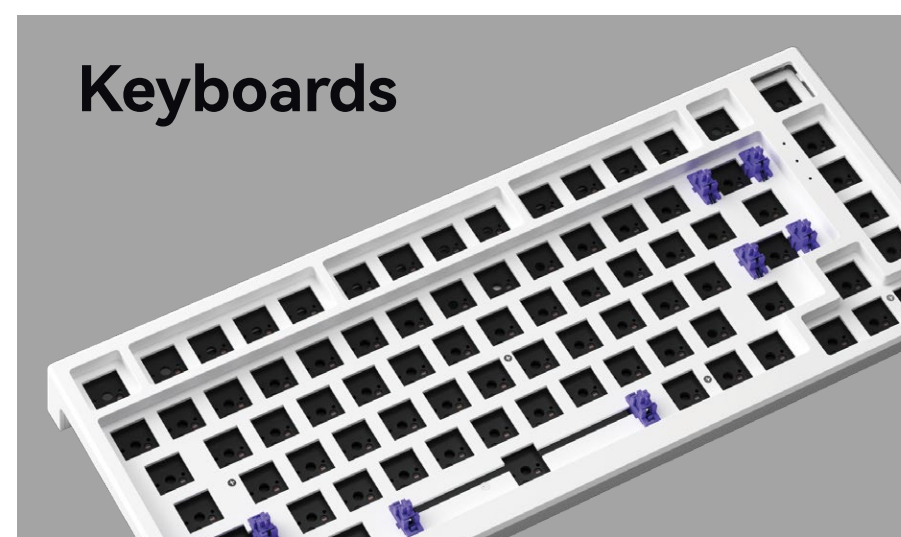


Keycaps

Multi-Language

Multi-Profile

Multi-Layout



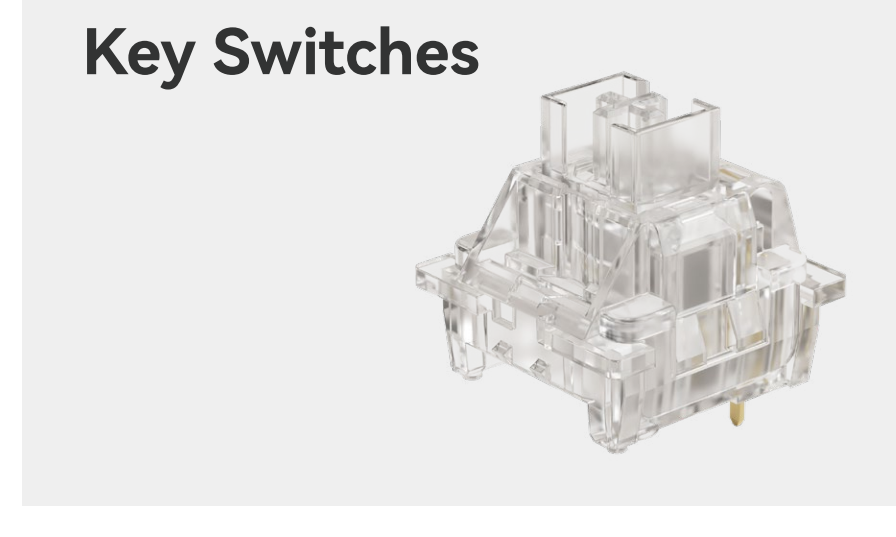
Keyboards

ABS



Keyboards

Polycarbonate



Key Switches

Mechanical Switches

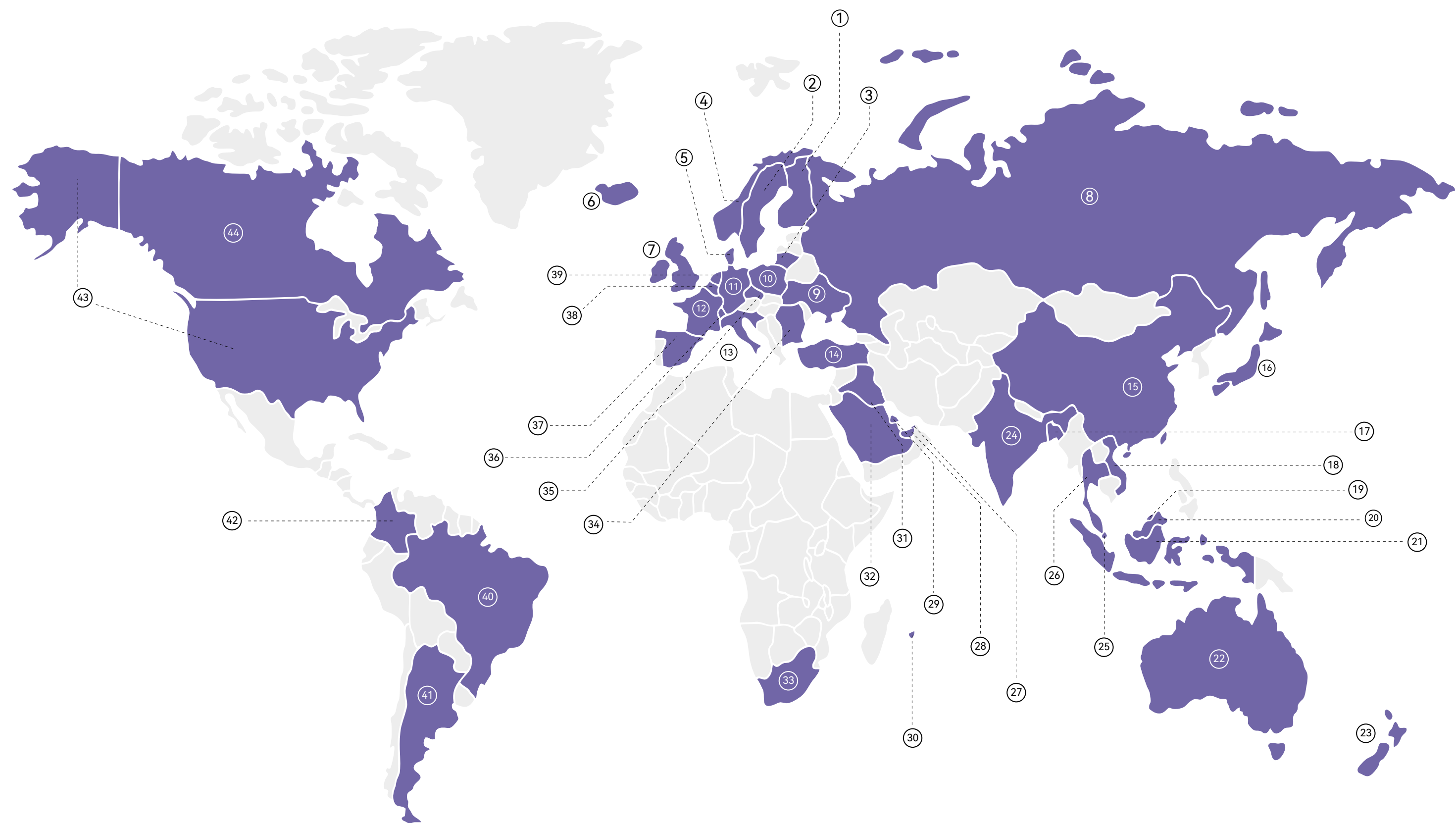
Magnetic Switches



Mice

Mice





- |             |           |            |             |                |                         |                   |                |              |
|-------------|-----------|------------|-------------|----------------|-------------------------|-------------------|----------------|--------------|
| * 1.Finland | 6.Iceland | 11.Germany | 16.Japan    | 21.Indonesia   | 26.Thailand             | 31.Iraq           | 36.Switzerland | 41.Argentina |
| 2.Sweden    | 7.England | 12.France  | 17.Bengal   | 22.Australia   | 27.Dubai                | 32.Saudi Arabia   | 37.Spain       | 42.Colombia  |
| 3.Lithuania | 8.Russia  | 13.Italy   | 18.Vietnam  | 23.New Zealand | 28.United Arab Emirates | 33.South Africa   | 38.Belgium     | 43.America   |
| 4.Norway    | 9.Ukraine | 14.Türkiye | 19.Brunei   | 24.India       | 29.Qatar                | 34.Romania        | 39.Netherlands | 44.Canada    |
| 5.Denmark   | 10.Poland | 15.China   | 20.Malaysia | 25.Singapore   | 30.Mauritius            | 35.Czech Republic | 40.Brazil      |              |

Yinchen has established a global online and offline sales network covering regions including Greater Asia, North America, and Europe. Online, we continue to increase investment in brand promotion to provide consumers with a fast and convenient shopping experience. Offline, we have entered local major retail channels in countries such as Russia, the Nordic countries, Germany, the United States, Southeast Asia, and Australia, aiming to better meet consumer shopping expectations.

The company has established deep business cooperation with domestic and international industry giants such as Tencent, Mihoyo, Bilibili, NetEase, Sanrio, Toei, etc., and has launched unique collaboration products.





Amazon

# DTC

DTC Online Store

# TOB

TOB Channel



AliExpress & Alibaba Global



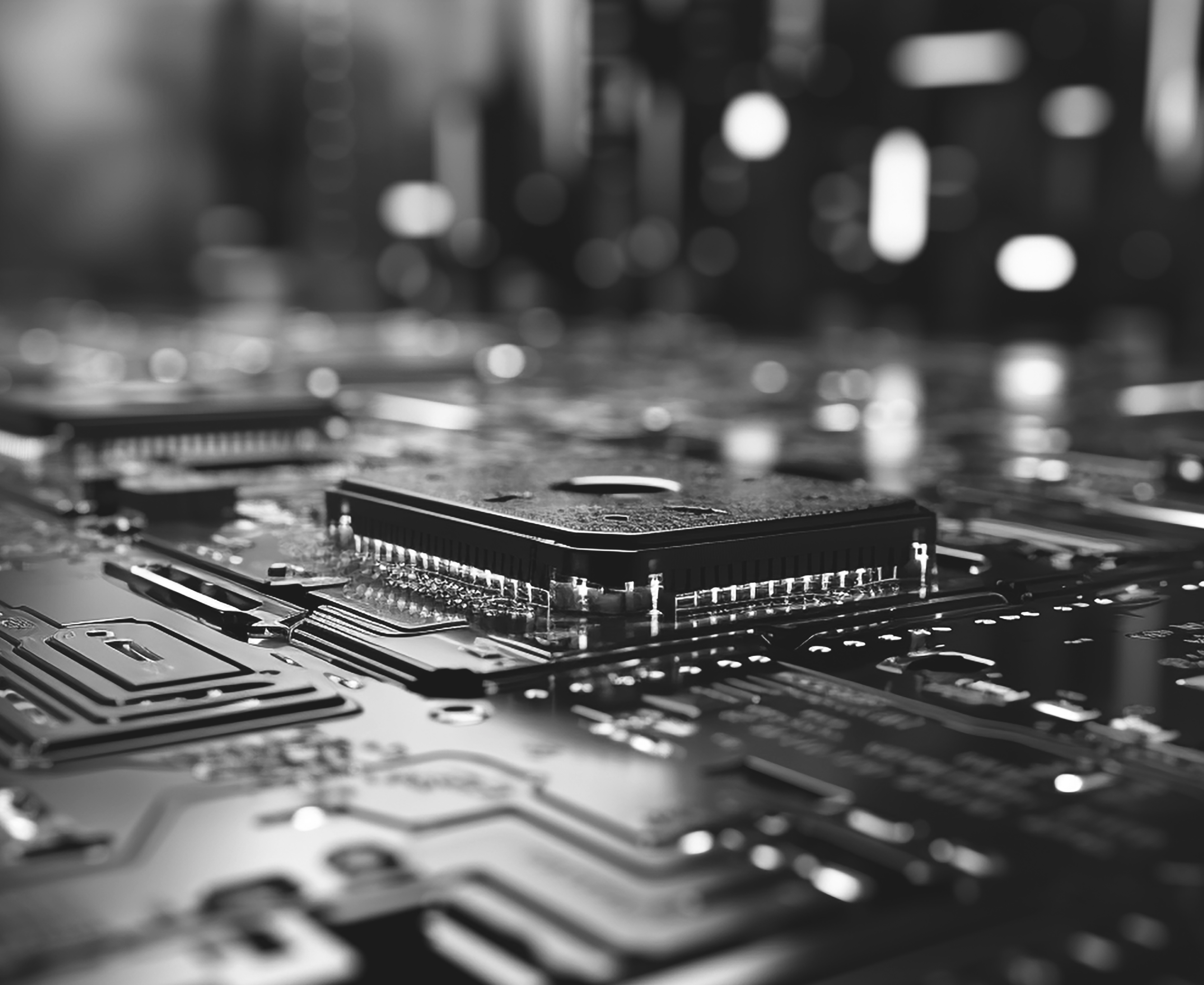
Ebay & Allegro



Shopee

Lazada & Shopee





# 03

## Certificate and Qualifications

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3.1 / Certificates

3.2 / VAT ERP Certification

3.3 / Factory Specification

3.4 / Quality Assurance



The company was certified as Shenzhen National High-tech Enterprise in 2021, and was certified as Science and Technology SME and Innovative SME respectively in 2022; it has the qualification of National Import and Export License. The company has nearly two hundred employees, under the general manager office, brand design center, R & D center, manufacturing center, financial center, marketing subsidiaries, customer service department and other major branches.



In 2022, against the backdrop of the global pandemic, Yincheng Technology achieved stable growth with annual production and sales exceeding 300 million RMB. The company has maintained solid and favorable cooperative relationships with multiple upstream and downstream enterprises in the industry. With nearly a hundred patents of independent intellectual property rights, the company continues to invest over 15% of its annual revenue in research and development. Furthermore, it has gradually introduced outstanding technical talents from within the industry to strengthen its foundational research and development efforts.



## Global Trademark Certificates

Yinchen has gained trademark certificates in every distributed country to protect our partners and brand reputation.



## Quality Management System Certification



## EU Appearance Patent Certificate





# Design Patent Certificate



Type	Nation	Tax Codes	Registration Time	Time Of Placing (e.g. of bugle call)	Filing Deadline
VAT	United Arab Emirates	AE 1004828xx	2021-05-26	2021-06-24	Quarterly
VAT	Italy	IT 04360280xx	2021-07-15	2021-08-03	Monthly
VAT	France	FR 9590195xx	2021-07-21	2021-08-13	Quarterly
VAT	Germany	DE 345231xx	2021-06-07	2021-09-10	Quarterly
VAT	Spain	ES N01783xx	2021-10-09	2021-11-19	Quarterly
VAT	England	GB 391603xx	2021-07-15	2022-01-11	Quarterly
VAT	Czech Republic	CZ 68598xxxx	2022-05-13	2022-05-24	Monthly
VAT	Poland	PL 526356xxx	2022-05-13	2022-05-31	Monthly
EORI	France	FRCN90195xx	VAT Append	/	/
EORI	England	GB3916039xx	VAT Append	/	/
IOSS	European Union	IM380007xxx	2021-11-03	2021-11-03	Monthly
EPR	German Packaging Act	DE 168516xx	2021-11-29	2022-01-01	Yearly
EPR	Germany WEEE	DE 1320xxxx	2021-11-29	2022-01-01	Yearly
EPR	German Battery Act	DE 3482xxxx	2021-11-29	2022-01-01	Yearly
EPR	French Battery Act	FR226xxxxxx	2021-12-17	2022-01-01	Yearly





Yinchen's factory is located in the First Industrial Zone of Bitou Community, Songgang Street, Bao'an District, Shenzhen City. It covers an area of **30000** square meters with a construction area of **6000** square meters. The factory is divided into four main parts: office area, production area, warehouse area, and employee service area. Additionally, the company has another 1000 square meters of office space in Nanshan District, Shenzhen City center, housing a streaming studio, show-room, and research and design department.







In the production process, Yinchen always adheres to strict quality standards, and carries out strict quality control in every link from the procurement of raw materials to the delivery of finished products. By closely collaborating among production, research, and other departments, we continuously optimize manufacturing processes to enhance product quality and stability.





# 04

## Exhibition and Demonstration

4.1 / Exhibitions

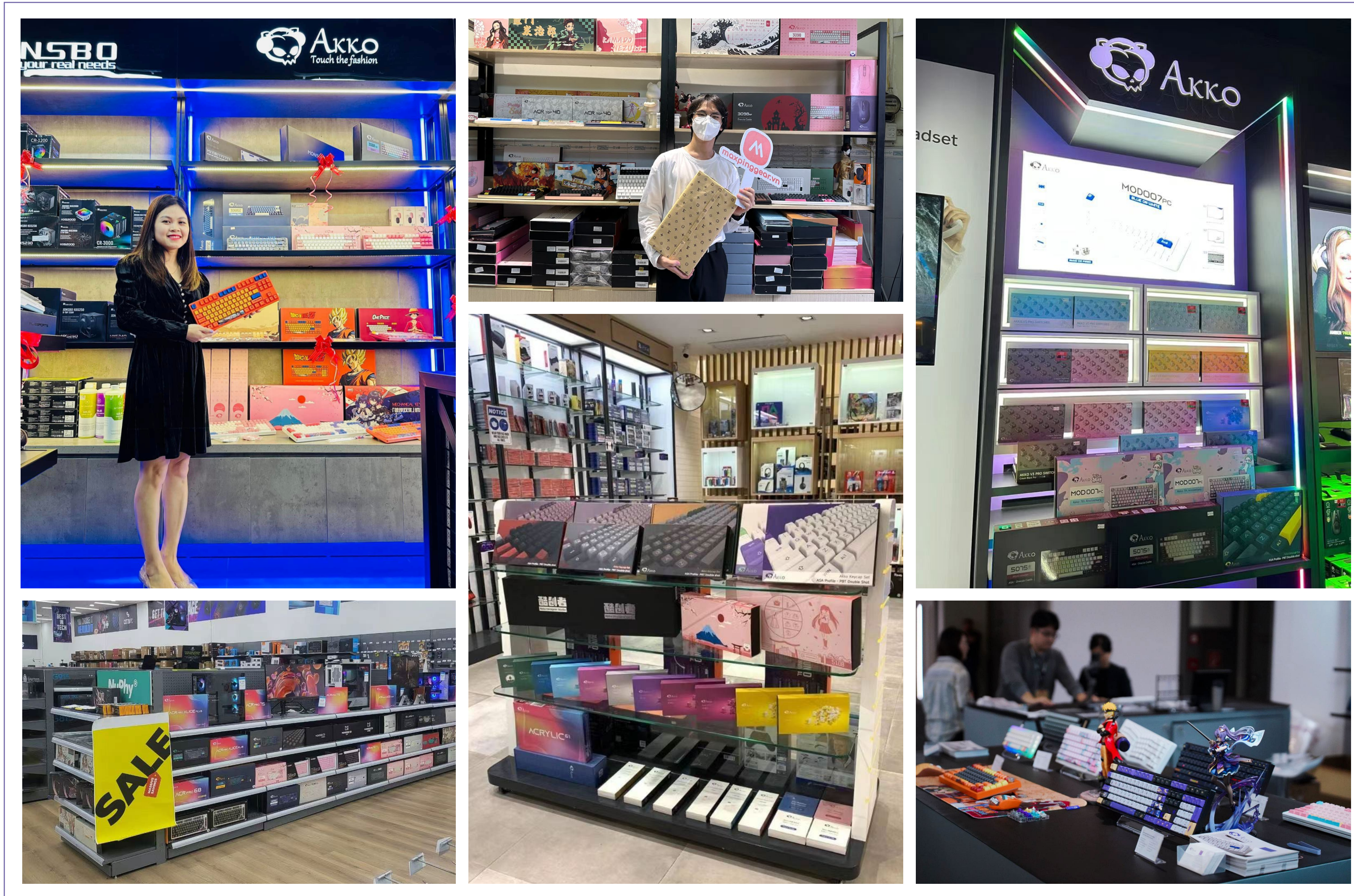
4.2 / Retailer Stores

4.3 / Social Media







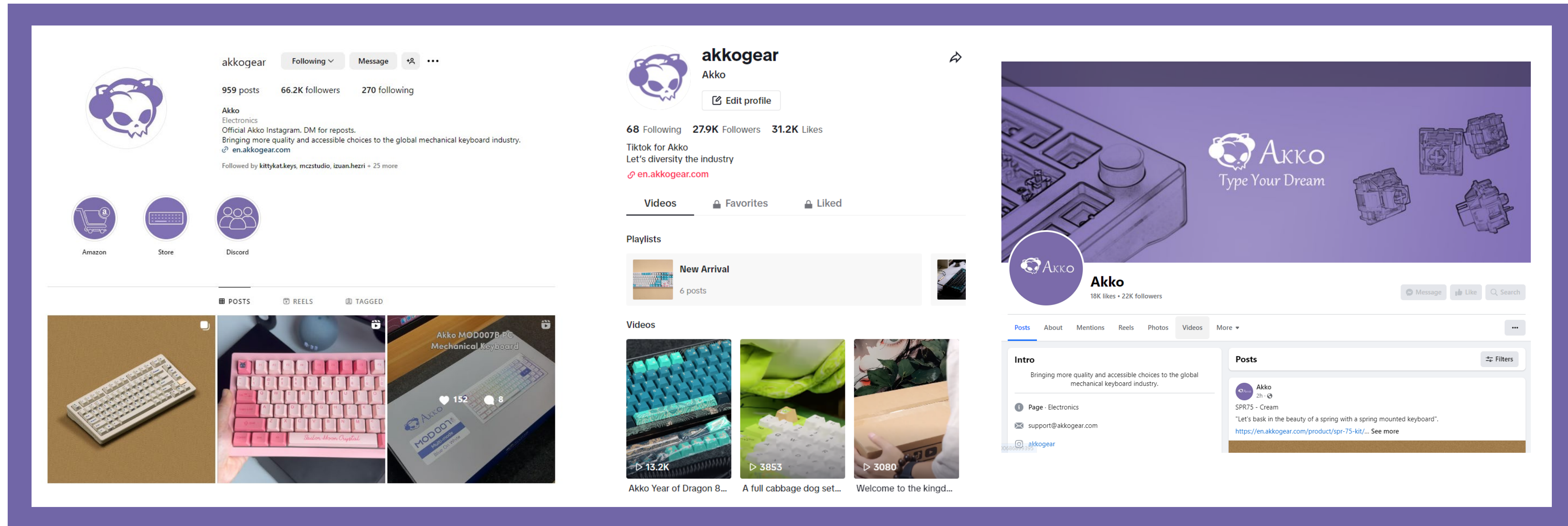




Instagram  
66.2K

Tiktok  
27.9K

Facebook  
22K+



# THANKS!

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