

让世界更有创意!



wondershare  
万兴科技

## 品牌使命

### Brand Mission

让世界更有创意!

To enable a creative world!

## 品牌愿景

### Brand Vision

致力于成为全世界范围内有特色、有影响力的百年软件老店

Wondershare is dedicated to becoming the most globally unique and influential software company in the world

## 核心价值观

### Core Value

“三勤六和”村落式文化

We believe in hard work and harmony. We encourage working together as a community

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# Company Profile

## 企业概况

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# Our Story

## 公司简介

AIGC 软件 A 股上市公司万兴科技（300624.SZ），是全球领先的新生代数字创意赋能者，致力于成为全世界范围内有特色、有影响力的百年软件老店。

公司以“让世界更有创意”为使命，面向全球海量新生代用户，提供简单高效的数字创意软件、潮流时尚的创意资源和丰富多元的生态化服务，赋能人们在数字时代与众不同地进行创意表达，帮助每一个新生代创作者将头脑中的灵感变为可见的现实。万兴科技也是中国政府认定的“国家规划布局内重点软件企业”，跻身“德勤高科技高成长亚太区 500 强”、“福布斯中国最具发展潜力企业”“元宇宙创作者经济领军企业”等荣誉榜。

当前，万兴科技深耕数字创意软件领域，并面向 AIGC 时代深度布局，旗下已推出万兴喵影、万兴播爆、万兴录演、万兴优转等视频创意软件，亿图图示、亿图脑图、墨刀、万兴爱画等绘图创意软件，以及万兴 PDF 等文档创意软件，并推出万兴天幕音视频多媒体大模型等夯实 AIGC 底座。公司正以前瞻的视野推进全球化布局，在深圳设立研发总部，并在长沙、北京、杭州、郑州、温哥华、东京等地设立运营中心，业务范围遍及全球 200 多个国家和地区，全球累计用户逾 15 亿。

万兴科技不断提升产品研发和创新能力，大力进行团队精英化建设，并以独具特色的“三勤六和”村落式文化，为员工打造释放个体价值的成长平台，为团队注入独立思考、勤奋务实、与时俱进的精神活力。

在平等、开放、协作、共享的人文理念下，万兴人不断成长，共同朝着“百年万兴、全球万兴”梦想笃定前行。

Wondershare (300624.SZ)，the world's leading digital creative software maker. Wondershare is committed to becoming a unique and influential software company that will be here for the next century.

With a mission to enable creativity worldwide, we provide simple yet powerful digital creative software, fashionable resources, and diversified ecological services to the new generation of internet users. We empower them to express their creativity in their own way and help digital creators turn their imagination into reality. Wondershare is recognized as a "key software enterprise within the national planning layout" by the Chinese government and has been ranked among "Deloitte's High-tech High-growth Asia-Pacific 500", "Forbes China's Most Potential Enterprise" and "Metaverse Creators Economic Leaders".

Wondershare continues to broaden its ecological strategic map of creativity in the field of digital software and is well-prepared for the AIGC era. Our products, including Wondershare Filmora, Wondershare Virbo, Wondershare DemoCreator, Wondershare UniConverter, Wondershare AI Painting, EdrawMax, EdrawMind, Mockitt, and Wondershare PDFelement, have been well-received by users worldwide. Additionally, we introduced the Wondershare Skymedia to solidify the foundation of AIGC.

With a forward-looking vision, Wondershare has expanded its global presence with operation centers in Changsha, Beijing, Hangzhou, Zhengzhou, Vancouver, Tokyo, and its global R&D headquarter in Shenzhen. Wondershare's business operates in over 200 countries and regions worldwide.

Wondershare continues to improve its R&D and innovation capabilities by vigorously building an elite team, as well as a growth platform for employees to achieve individual goals with a unique "three-diligence and six-harmony" village-style culture, injecting independent thinking into the team. Hardworking, pragmatic, and the spirit of keeping up with the times. Under the humanistic philosophy of equality, openness, collaboration, and sharing, Wondersharers continue to grow, and work together toward the dream of "One Hundred Years of a Global Wondershare".





# From Founder

## 创始人致辞

几个世纪以来，以工业革命为代表的科学技术的发展，深刻地改变了人类的生产、生活方式。近几十年来，互联网与通信技术的发展将这种改变推向了新的高潮。无处不在的智能联网设备配合高速互联网络，一个全新的、以分布式计算为基础、以云计算为核心的全球性计算体系正在构建中。这是人类社会有史以来面临的最大的机遇。它将革命性地颠覆人类传统的沟通交流方式与生活娱乐方式，地球也将因此重回“村落时代”。对所有当代 IT 人来说，这是最好的时代。

因势利导，创新求变。2003 年，万兴科技诞生，推出的第一款数字创意产品 (Photo2VCD) 便风靡海外。我们从刚起步的单一产品，到如今数十款数字创意软件与服务矩阵，万兴科技通过内孵外购、生态协同拓宽业务边界，积极借力科技为全球数以亿计的新生代数字创意工作者提供赋能，用户覆盖全球200多个国家和地区。展望未来，我们始终坚信创意是每个人与生俱来的天赋，而科技可以让每个普通人实现释放创意的梦想。人人都是设计师，人人可为艺术家，让我们一起“让世界更有创意”！

立足中国，布局全球。融会数千年中华民族文化精髓，万兴科技坚持以“三勤六和”为核心价值观的村落式文化，致力于成为全世界范围内有特色、有影响力的百年软件老店！这是一个拥有远大梦魇的团队，更是一个能洞悉产业规律、兼具全球视野的团队。为全球用户提供最新的数字创意软件产品与服务是我们的起点，而我们一定可以做得更多……

百年万兴，全球万兴的伟大征程已经起步。作为创始人，我点燃了这伟大事业的希望之火，并有幸成为了第一名火炬手。薪火相传，在世界的注目礼与客户的欢呼声中，万兴之火定会愈燃愈旺，并最终永生！



Throughout human history, the development of science and technology, from the earliest tool use to the industrial and subsequently, the technological revolution, has profoundly changed humankind's way of life. In recent decades, the development of the Internet and communication technology has brought this change to a new pinnacle. Modern smart devices running on high-speed Internet, are being built with a brand-new, computing-based, cloud computing-centric global computing system. This is the greatest opportunity and challenge that human society has ever faced, and will dramatically change our traditional ways of communicating. It'll also change the way we entertain ourselves, people will return to “interconnectness”. This is the best time for all contemporary IT practitioners!

Wondershare was founded in 2003 with the launch of its first digital creative product, Photo2VCD, which quickly gained popularity overseas. Today, Wondershare offers a broad range of digital creative software and services that have expanded its business boundaries through internal incubation, external acquisition, and ecological synergy. By leveraging technology, Wondershare empowers millions of digital creators worldwide from more than 200 countries and regions. Looking to the future, Wondershare believes that creativity is an innate talent that can be unleashed with the help of technology. Its mission is to enable a creative world where everyone can be a designer and artist.

Headquartered in China, Wondershare has a global presence that reflects the essence of Chinese culture. The company adheres to the core value of "three-diligence and six-harmony" and aims to become a worldwide, influential software creator. The Wondershare team comprises individuals with great ideals, in-depth industry knowledge, and a global perspective. The company is committed to providing users worldwide with trending digital creative software and services and expanding its offerings in the future.

The journey of a global Wondershare has already begun. As the founder of Wondershare, I lit the fire of hope for this great cause, with the privilege of becoming the first torchbearer.

—Tobee Wu





# Our History

## 创业历程

### 1.0 时代 - 产品制胜

#### 2003 年

10 月万兴科技在深圳莲花山脚下正式成立



2003 年 10 月，发布首款数字创意产品 Photo2VCD（数码故事）

2007 年 5 月，推出视频创意软件 Wondershare Uniconverter，进入音视频转换市场

2010 年 9 月，面向全球推出视频创意软件 Wondershare Filmora

2012 年 5 月，面向全球推出文档创意软件 Wondershare PDFelement

2008 年 3 月  
在日本东京设立运营中心

2014 年 1 月  
在加拿大温哥华设立运营中心

### 2.0 时代 - 平台创业

#### 2018 年

1 月 18 日，万兴科技在 A 股创业板成功上市，股票代码：300624.SZ



2018 年 5 月，正式回归中国市场，推出视频创意软件万兴喵影、文档创意软件万兴 PDF

2018 年 12 月  
在湖南长沙设立运营中心



2019 年 5 月，战略控股国内绘图创意软件龙头亿图软件

2019 年 6 月，举办首届“兴创杯创新创业大赛”，率先推行内孵内创机制

#### 2019 年

7 月，推行“大平台、中产品、小团队”矩阵式组织发展模式，开启创业者驱动、平台化赋能的新征程



2020 年 12 月，战略控股国内最大的在线原型设计软件与协作平台墨刀

2020 年 12 月  
在北京设立运营中心

### 3.0 时代 - 生态共赢

#### 2022 年

2 月，创新性推出“平台+创业者”组织模式，正式启动“内部创业事业合伙人”机制



2022 年 11 月，正式布局 AIGC 赛道，推出首款文生图产品万兴爱画

2023 年 3 月，正式推出首款文生视频产品—AIGC“真人”短视频出海营销神器万兴播爆

#### Ufoto

2021 年 6 月，战略控股移动视频创意软件出海明星格像科技

2021 年 6 月，牵手华为推动软硬件生态发展，万兴喵影成为全球首款鸿蒙 OS 华为平板唯一预装视频剪辑软件

2021 年 10 月  
在郑州、杭州设立运营中心

2024 年 1 月，正式发布“万兴天幕音视频多媒体大模型”，开启大模型 2.0 时代序章



# Global Presence

## 全球版图

### 业务全球化

#### Business Globalization

业务网络覆盖美国、日本、澳大利亚、英国、德国、加拿大等 200 多个国家和地区。

Business network expands to cover more than 200 countries and regions including the United States, Japan, Australia, the United Kingdom, Germany, and Canada.



中国·深圳  
SHENZHEN, CHINA

深圳市南山区海天二路 14 号软件产业基地 5 栋 D 座 10 楼



中国·长沙  
CHANGSHA, CHINA

长沙市岳麓区麓谷街道中电软件园二期 D5 栋万兴创意科技大厦



中国·北京  
BEIJING, CHINA

北京市朝阳区东三环北路丙 2 号天元港中心 A 座 29 层



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HANGZHOU, CHINA

杭州市西湖区华星路 96 号互联网金融大厦 12 楼



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ZHENGZHOU, CHINA

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TOKYO, JAPAN

5F PMO Tamachi III, 4-1-28, Shiba, Minato-ku, Tokyo, Japan



中国·拉萨  
LHASA, CHINA

拉萨市柳梧新区国际总部城第 8 幢 2 单元 6 楼



### 人才全球化

#### Talent Globalization

有超过 20% 是外籍人才或是在海外工作、学习多年，并熟悉海外市场的归国人才。

More than 20% of our employees are foreign talents or returned talents who have worked and studied overseas for many years and are familiar with overseas markets.

### 运营全球化

#### Global Operation

全球多个城市设立运营中心，全球在用办公面积超过 3.9 万平方米、规划建造面积超 10 万平方米。

Operation centers have been set up in many cities around the world, with a global office area of more than 39000 square meters and a planned construction area of more than 100000 square meters.



# Company Honors

## 公司荣誉



### 企业资质 Corporate Qualifications

- 国家规划布局内重点软件企业  
— 国家发展改革委
- 国家文化出口重点企业  
— 商务部、中宣部、国家广电总局等
- 国家火炬计划重点高新技术企业  
— 科技部火炬中心
- 国家级高新技术企业  
— 西藏自治区科学技术厅
- 广东省工程技术研究中心  
— 广东省科学技术厅
- 广东省知识产权优势企业  
— 广东知识产权保护协会
- 湖南省省级企业技术中心  
— 湖南省工业和信息化厅
- 技术先进型服务企业  
— 湖南省科学技术厅
- 元宇宙产业委员会成员单位  
— 中国移动通信联合会

### 荣誉奖项 Honorary Awards

- 中国生成式 AI 企业 50 强  
— 智东西
- 中国智能化企业 TOP50  
— 创业黑马
- 中国新经济 500 强  
— 中国企业评价协会
- 出海企业创新价值 100 强  
— 创业邦
- AI+ 优秀服务商 TOP 100  
— 中科院旗下《互联网周刊》
- 最具成长科技类上市公司奖  
— 每日经济新闻
- 数字新经济中国信创产业最具影响力企业  
— 中国软件和信息服务网
- 中国软件和信息服务最具创新力企业  
— 中国信息协会
- 中国软件技术领军企业  
— 信息化和软件服务网
- 中国创新软件企业 100 强  
— 中科院旗下《互联网周刊》
- 年度影响力出海品牌  
— GTC2022 全球流量大会
- Best Creative Software Suite  
— Future Tech Awards
- 最具长期投资价值上市公司  
— 金融界
- 年度影响力出海品牌  
— 白鲸出海
- 信创办公软件 20 强  
— 中科院旗下《互联网周刊》
- 德勤高科技高成长亚太区 500 强  
— 德勤
- 德勤高科技高成长中国 50 强  
— 德勤
- 福布斯中国最具潜力企业  
— 福布斯





# 2018.1.18

## 万兴科技在深圳证券交易所挂牌上市

股票代码：300624.SZ

万兴科技是创意软件领域的佼佼者。早在 2011 年 IDG 资本就看中了这一颇具潜力的市场和这支优秀的团队。在公司董事长吴太兵先生的带领下，万兴科技扎扎实实地做事业，把握市场新方向，不断创新商业模式，通过建立全球化的业务体系，连续多年保持高速发展。我相信借助 A 股平台，通过全球化的团队和视野，万兴科技一定能取得更大的成功。

Wondershare becomes a leader in the field of creative software. As early as 2011, IDG Capital saw the potential in this promising market and excellent team. Under the leadership of the chairman, Mr. Tobee Wu, Wondershare has been growing the business steadily, exploring new market directions, constantly innovating business models, and maintaining high-speed development through the establishment of a global business system. With the help of the A-share platform, through a global team and vision, Wondershare will achieve even greater success.



**熊晓鸽 / Hugo**

IDG 资本 全球董事长  
Chairman Of IDG Capital

多年来，万兴科技一直在做一件事，就是通过互联网把中国研发的软件产品卖到全世界。经过多年的发展，从无到有，从小到大，可以说万兴能够成为 A 股一家新兴的科技企业是一件非常出彩的事情。展望未来，随着中国政府对知识产权越来越重视，软件和硬件的结合、软件服务化成为未来一个重要的发展趋势，我相信万兴科技会有更大的发展。祝贺万兴，加油万兴。

For many years, Wondershare has been doing one thing, that is to sell Chinese-developed software products to the world through the Internet. Over the course of many years, Wondershare has grown from a small start-up to an A-share emerging technology company. As the Chinese government pays more attention to intellectual property rights, the combination of software and hardware and software servitization have become significant industrial trends. Thus, I believe that Wondershare will have greater development in this bright future. Congratulations to Wondershare and hope for a better tomorrow.



**姚劲波 / Michael Yao**

58 集团 CEO  
CEO Of 58 Group

当下我们已经进入了一个伟大的新时代，中华民族的伟大复兴必将实现。而代表中国软实力的中国软件企业，应当有历史的责任感和担当，助力我们伟大的祖国在世界崛起。在万兴身上，我们看到了希望。我相信，在 A 股平台上，万兴必将取得更大的成就，中国软件品牌也必将在国际市场崛起。

Now that we have entered a great new era, Chinese software companies that represent China should have the historical sense of responsibility to elevate China's standing in the eyes of world. We see hope at Wondershare. I believe that on the A-share platform, Wondershare will attain greater achievements and solidify the quality of Chinese-made software in the global market.



**徐少春 / Robert**

金蝶集团创始人、董事会主席  
Founder&Chairman Of Kingdee



# Business Scope

## 业务布局

全球领先的新生代数字创意赋能者

To be the world's leading creativity enabler for the next digital generation

行业趋势  
Industry Trends P19

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# Industry Trends

## 行业趋势

### 全球软件行业正迎来爆发式增长

The global software industry is experiencing explosive growth

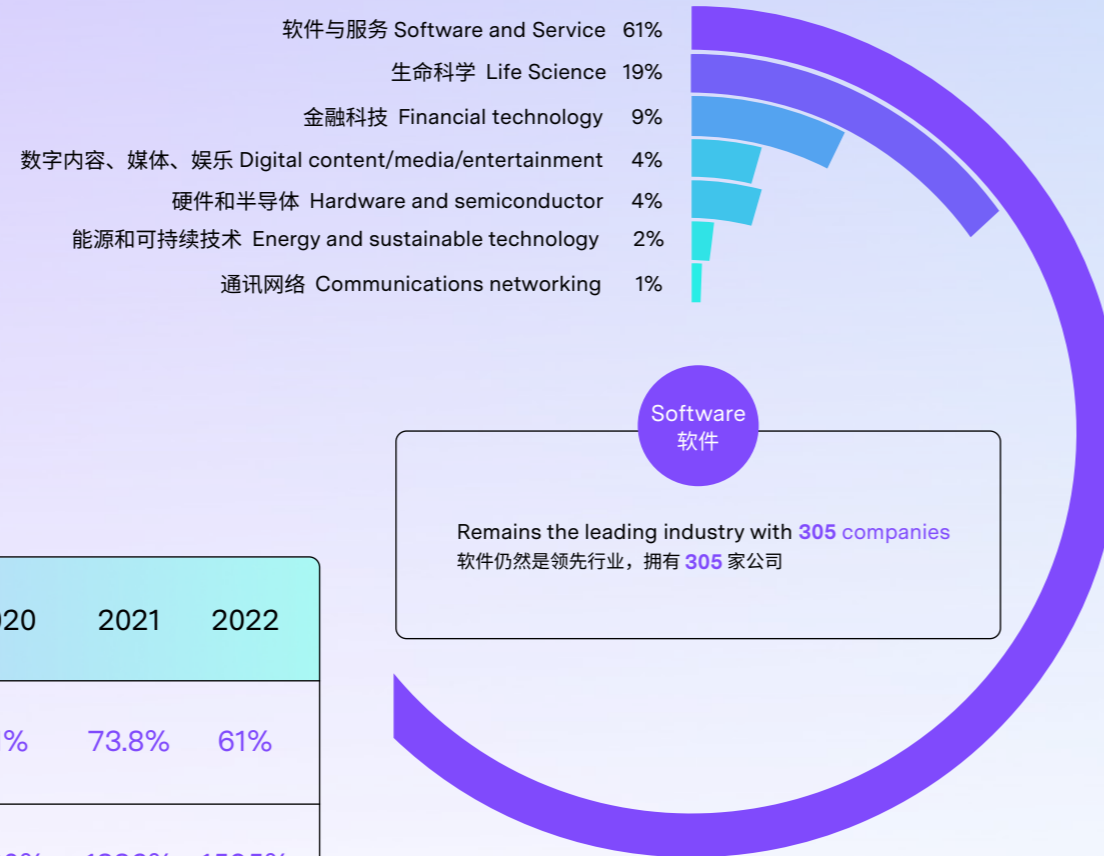
### 德勤高科技、高成长北美 500 强

全球范围最权威的高成长性科技型企业评选，直接反映科技行业的最新风向与发展趋势

### Deloitte High-Tech High-Growth North America 500

The most authoritative list of high-growth technology companies in the world, reflecting the latest trends in the industry

德勤 500 强上榜企业	2017	2018	2019	2020	2021	2022
软件公司占比	59%	64%	68%	71%	73.8%	61%
软件公司年平均成长率	371%	421%	449%	1700%	1886%	1595%



\* 数据截止至 2022 年 12 月，来源德勤官网: <https://www2.deloitte.com/us/en.html>

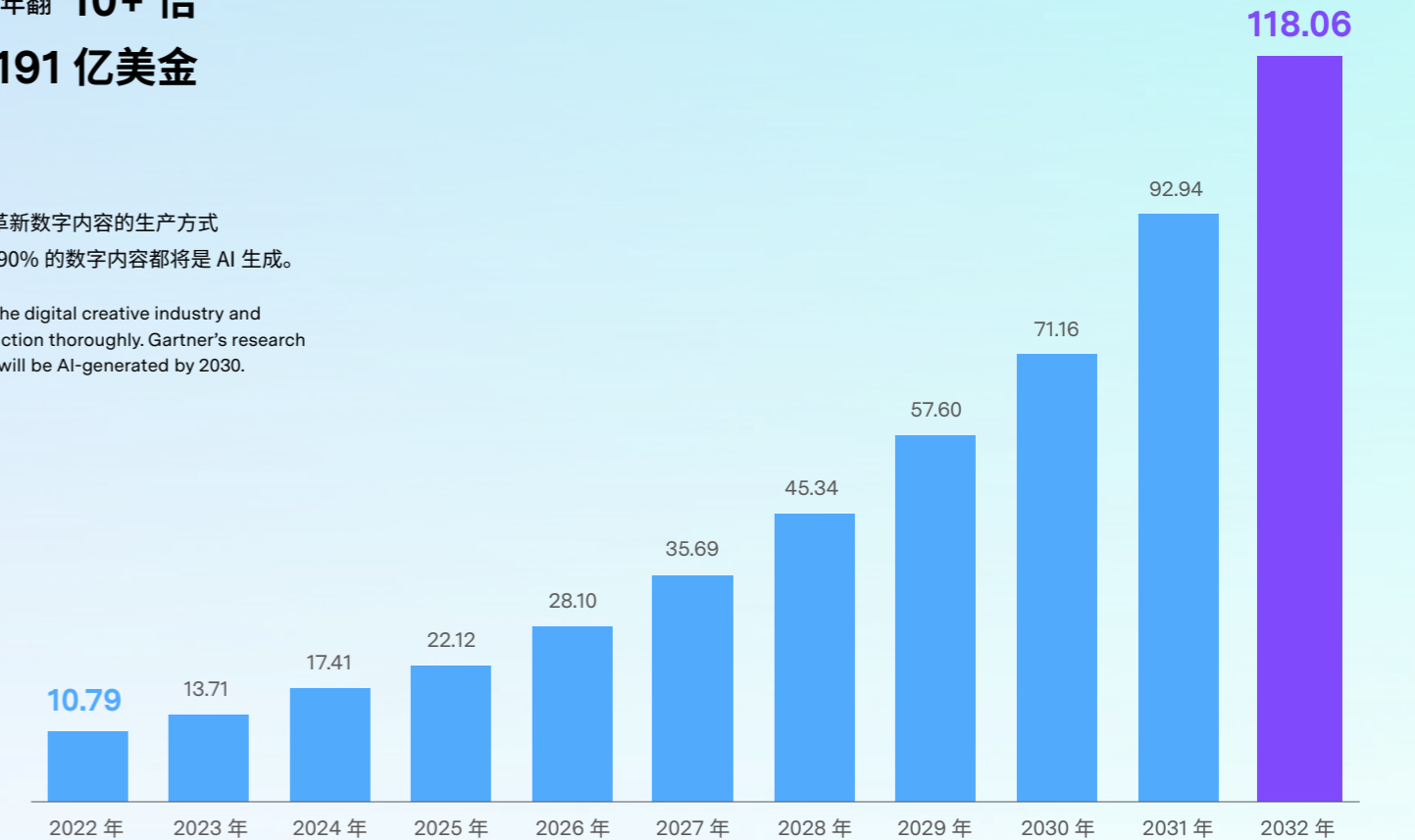
### AIGC 孕育千亿级美金规模蓝海市场

AIGC is creating a blue ocean market with the potential to reach tens of billions of dollars in scale

全球 AIGC 市场规模未来十年翻 **10+ 倍**  
到 2032 年的预计规模: **1191 亿美金**

AI 技术席卷数字创意行业，正在革新数字内容的生产方式  
Gartner 研究预测，到 2030 年，90% 的数字内容都将是 AI 生成。

AI technology is sweeping through the digital creative industry and revolutionizing digital content production thoroughly. Gartner's research predicts that 90% of digital content will be AI-generated by 2030.



\* AIGC 2022-2032 全球市场规模 (单位: 十亿美金)

# Business Positioning

## 业务定位

20 余年深耕沉淀，万兴科技以技术、资源、平台等生态化服务赋能海量新生代进行创意表达

Wondershare, cultivated and accumulated for two decades, provides many new generations with the means to express themselves artistically through ecological services like technology, resources, and platforms

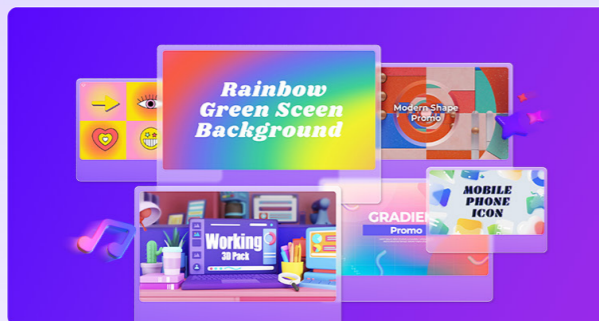
### 技术赋能



借力 AI、VR、AR 等新技术，不断创新创意表达媒介

Leveraging new technologies such as AI, VR, and AR, we continuously innovate the media of creative expression.

### 创意资源赋能



打造巨型“数字原料工厂”，提供潮流前瞻、多元时尚的全球素材特效

We have created a giant 'digital raw material factory', providing cutting-edge, diverse, and fashionable special effects and materials for the world.

### 创作者生态赋能

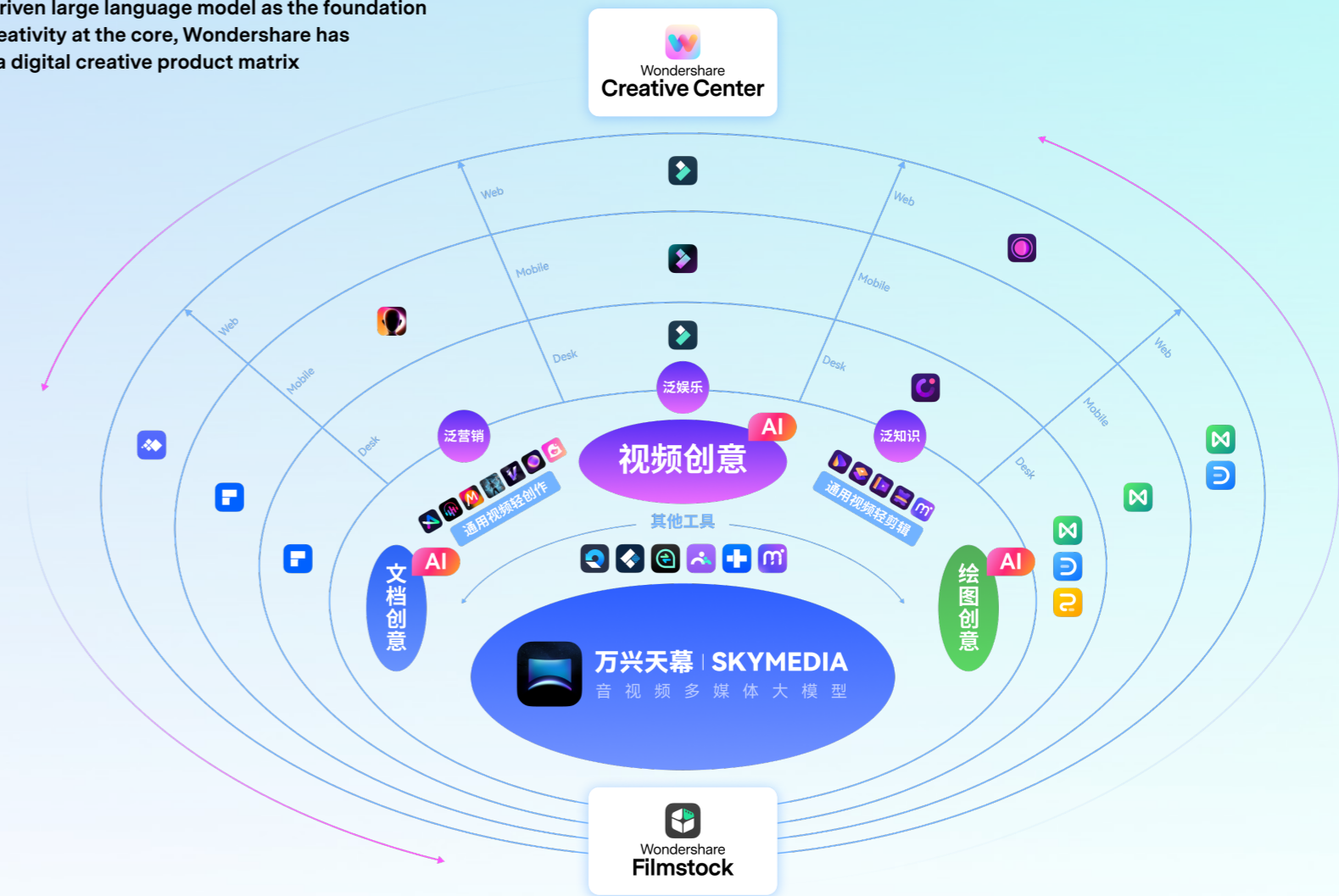


打造 PUGC 创意平台，为创作者提供交流交易、互动成长的空间和平台化服务赋能

We have built a PUGC creative platform, providing creators with space and platform services for communicating, trading, interacting, and empowering growth.

## 以 AI 大模型为底座、以视频创意为核心的数字创意产品矩阵

With an AI-driven large language model as the foundation and video creativity at the core, Wondershare has established a digital creative product matrix





# SKYMEDIA

## 天幕大模型



### 国内首个音视频多媒体大模型 已通过中央网信办备案

万兴天幕音视频多媒体大模型聚焦数字创意垂类场景，以生成式 AI 技术为基础，支持全球不同语言，引领音视频创作闭环解决方案。

Wondershare Skymedia focuses on digital creative vertical scenarios, using generative AI technology. It supports various languages worldwide and leads in providing closed-loop solutions for audio-visual creation.

## 原子能力总览

Atomic Power

模型价值	专业提升视频创作效率	精细化提升垂类质量	特色化补齐创作闭环
基础大模型	视频模型	图像模型	音频模型
原子能力	文生视频	文 / 图生图	歌声生成
	文生 3D 视频	腹肌生成	文生声音
	视频内容编辑	AI 头像	语言增强
	数字人播报	AI 家居装修	人声分离
	视频内容编辑	AI 文字特效	风格迁移
视频调色	AI 艺术照	图像分割	
视频插帧	AI 换脸	图像动态化	
视频高光卡点			
视频去水印			
无限缩放			



多媒体融合模型  
中控组合运行



提供垂直应用的  
解决方案



全球 + 本土化数据  
更符合国内文化



# Video Creativity

## 视频创意 AI

探索更为简单便捷的创意表达载体，从图文、视频到 AR、VR，赋能用户自由平等地分享精彩

Explore ways to express ideas creatively, from graphics and videos to AR and VR. This empowers users to share their ideas freely and easily



### 万兴喵影

全球一亿创作者都在用的国产剪辑神器，率先接入行业前沿 AIGC 大模型，落地 AI 文生图、AI 文案写作等功能



### 万兴播爆

AIGC" 真人" 营销视频创作神器，输入文案即可轻松一键生成“真人”爆款营销视频，支持 AI 数字人定制，满足各类口播需求



### 万兴播爆(直播版)

出海营销数字人直播神器，超逼真多国籍数字人，AI 文本驱动数字人智能直播，120+ 国家语种多音色适配



### 万兴录演

集屏幕录制与视频编辑于一体的演示视频创作神器。支持高清屏幕录制，内置丰富视频资源模板



### 万兴优转

一站式专业音视频解决方案，超过 1000 种格式随心转换



### Sweet Selfie

海外国民级美妆美颜相机，全球超 5 亿用户，下载量全球前三





# Diagram&Graphics

## 绘图创意 AI

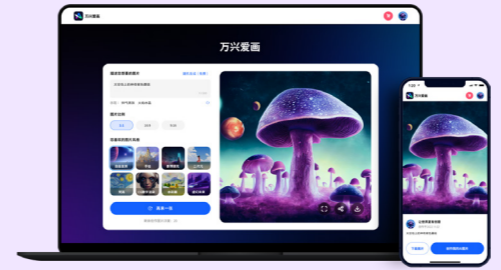
全球领先的绘图创意解决方案，帮助更多用户将想法与灵感可视化呈现

The world's leading graphics creative solution to help more users visualize their ideas and inspiration



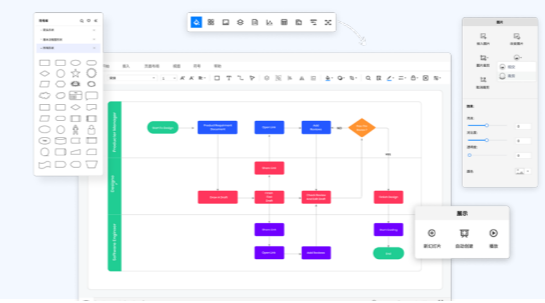
### 万兴爱画 | AI 生成高品质艺术品

- 输入想要的画面内容，选择艺术风格，即可在 30 秒内获得 AI 自动生成的高品质绘画作品
- 支持 AI 文字绘画、AI 以图绘图、AI 简笔画三种 AI 创作模式



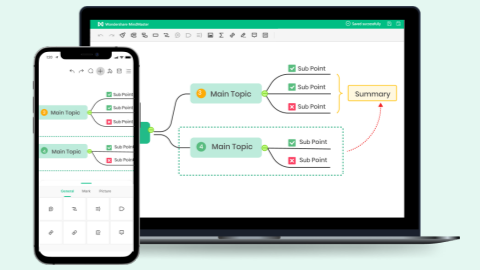
### 亿图图示 | 跨平台综合办公绘图软件

- AI 智能化绘图处理软件
- 丰富的应用场景及绘图模板，可替代 Microsoft Visio 的国产软件
- 支持国产操作系统兼容 Visio、WPS、Office 等格式



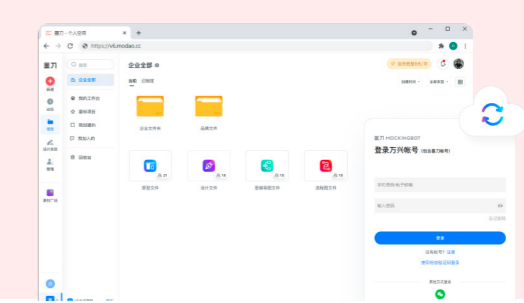
### 亿图脑图 | 一款基于云的跨端思维导图软件

- 国内首款布局 AIGC 功能的脑图产品
- 绘图便捷，一端操作、多端同步
- 支持私有化部署，多系统、多平台无缝衔接



### 墨刀 | 产设研在线一体化协作平台

- 多场景应用，全流程在线一体化
- 丰富的原生素材库，免费共享
- 海外版全新上线 AI 智能助手功能





# PDF Solutions

## 文档创意 AI

赋能数字化转型，打造高效安全的办公协同解决方案，提升办公效率，重塑个人与商业用户的办公体验

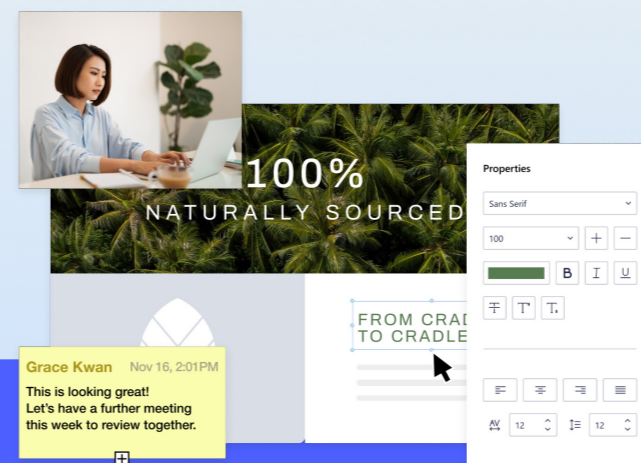
Empower digital transformation to create efficient and secure office collaboration solutions, improve office efficiency, and reshape the office experience for individual and business users



## 万兴PDF

强大、易用、高效的 PDF 文档解决方案

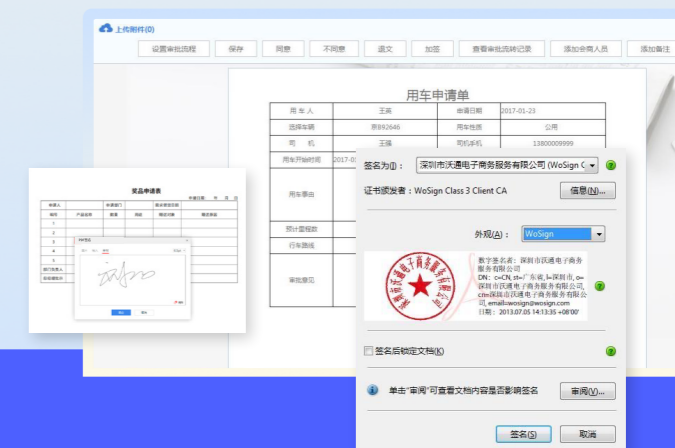
- 安装简单便捷
- 文案批量处理
- 文档秒开无需等待
- 支持私有化部署
- AI 智能化文档处理 PDF 软件



## 万兴PDF SDK

多平台应用 PDF 开发工具库

- 领先的 PDF 格式转换技术
- 数据提取快速、精准、智能
- 广泛的应用场景
- 支持命令行调用，开发更简单



# Product Honors

## 产品荣誉



Wondershare Filmora 荣登 B2B 软件评测平台 G2 Crowd 发布的 2022 春季视频编辑软件 TOP10 榜单

Wondershare Filmora was listed on the top10 list of spring video editing software by B2B software reviewer G2 Crown



Wondershare PDFelement 荣登全球最具权威的 IT 研究与顾问咨询公司 Gartner 旗下应用软件平台 Software Advice 发布的 2022 年度软件领跑者名单

Wondershare PDFelement was named the 2022 software leader list released by Gartner's application software platform——Software Advice, the world's most authoritative IT research and consulting company



Wondershare Filmora 入围 2021 年度海外社媒贡献奖 Shorty Awards 最佳照片 & 视频软件产品

Wondershare Filmora was shortlisted for 2021 Overseas Social Media Contribution Award Shorty Awards for Best Photo & Video Software Product



万兴 PDF 专家斩获 Vector 网站第 29 届“人气软件大赏”电子文档处理类软件中唯一大奖——“最佳产品奖”

Wondershare PDFelement received the Best Product Award, the highest honor in the data processing category in the 29th Vector Favorite Software Awards



Wondershare Filmora 等多款产品获海外知名 B2B 软件评测平台 G2 Crowd 发布的行业领导者奖项

Wondershare Filmora and several other Wondershare software were named as Industrial Leader by B2B software reviewer G2 Crowd



万兴 PDF 被海外知名软件产品评论网站 TrustRadius 评为 2019 年最先进的文件管理系统

Wondershare PDFelement was named as the Most Advanced File Management System by TrustRadius in 2019



万兴恢复专家被美国最权威的科技网站 CNET 评“Excellent”(4.5/5 星)

Recoverit was rated Excellent (4.5/5 stars) by CNET



万兴喵影斩获京东 2019 年度“京卓越”视觉合作伙伴奖项

Wondershare Filmora won the Jingdong's 2019 "Jing Excellence" Visual Partner Award



2020 年亿图图示荣获“鼎信杯”信息技术应用创新优秀应用软件奖

In 2020, Wondershare EdrawMax won the "Dingxin Cup" Information Technology Application Innovation Excellent Application Software Award



根据 TopTenREVIEWS 的统计显示, Dr.Fone 在最佳手机数据恢复软件评测中排名第三

Dr.Fone ranked 3rd in the best mobile data recovery application list by TopTenREVIEWS



亿图图示产品荣获“2019 年信息技术应用创新优秀产品”奖项

Wondershare EdrawMax products won the "Innovative Information Technology Application Innovation Excellent Product in 2019" award



墨刀荣获“2022 设计软件最具影响力品牌”奖项

Modao won the "2022 Most Influential Brand in Design Software" award



万兴喵影荣获华为智慧办公生态最佳合作伙伴奖

Wondershare Filmora won the Best Partner Award of Huawei Smart Office Ecosystem



亿图图示获评中国软件行业协会“2017 年年度优秀软件产品”奖项

Wondershare EdrawMax was awarded the "2017 Excellent Software Product of the Year" award by China Software Industry Association



墨刀在第十八届中国技术软件大会上荣获“2020 中国软件技术 SaaS 领域创新产品奖”

Modao won the "2020 China Software Technology SaaS Field Innovative Product Award" at the 18th China Technology Software Conference



# Competitive Advantage

## 商业优势

万兴科技作为新生代数字创意赋能者，以自主品牌、自建渠道的模式为全球用户提供高质高效的创意软件产品和服务。多年的发展沉淀，令公司具备了优秀的产品创新能力、高端的研发能力、快速的市场响应能力、本土化的市场营销能力和以大数据为基础的高效组织与管理能力。公司通过完善的产品研发与营销体系驱动业务不断发展，在信息技术前沿领域具备突出优势。

As a new-generation digital creative developer, Wondershare provides high-quality and efficient creative software products and services to users around the world, through its own self-built channels. Years of development have enabled Wondershare to have excellent product innovation capabilities, high-end R&D capabilities, rapid market response, localized marketing capabilities, and big data-based, efficient organization and management capabilities. Wondershare drives the continuous development of its business through sound product development and marketing systems, along with advantages in the frontier areas of information technology.

研发与创新 R&D and Innovation	P35
营销与服务 Marketing and Service	P37
客户合作 Customer Service	P39





# R&D and Innovation

## 研发与创新



449

计算机软件著作权  
Computer software  
copyrights



109

专利  
Patents



31.88%

整体研发投入占比  
Proportion of overall  
R&D investment



17.24%

新品研发投入占比  
Proportion of R&D  
investment in new products



25.7%

硕博人才占比  
The proportion of talents with  
Master's or Ph.D. degree

万兴始终坚持自有技术创新，并依靠分布全球各地的产品与研发团队，不断进行迭代升级。

当前，公司已拥有百余项专利和 400 多项计算机软件著作权，已累计推出超百款产品。公司新产品迭代速度更以天为单位，平均迭代速度 15 天以内。产品品质亦受到广大用户认可，百万用户调研推荐占比高达 65%，产品客诉率低于万分之二。

强研发策略实施，对应的是大量的人力投入支撑。基于 AI 算法等前沿领域，万兴大力引进硕博高端专业人才。如今，公司研发人员占总人数比已超过一半。

此外，公司研发和创新氛围浓厚，不仅码农们可以通过万里码俱乐部进行交流切磋，全体员工还可以通过内部“兴创杯”创新创意大赛贡献创意。每年，产生近千条产品创意，超过 35% 的创意得以实现落地，进而赋能产品迭代、创新升级。

Wondershare has always believed in its own technological innovation and relied on its own product and R&D teams around the world.

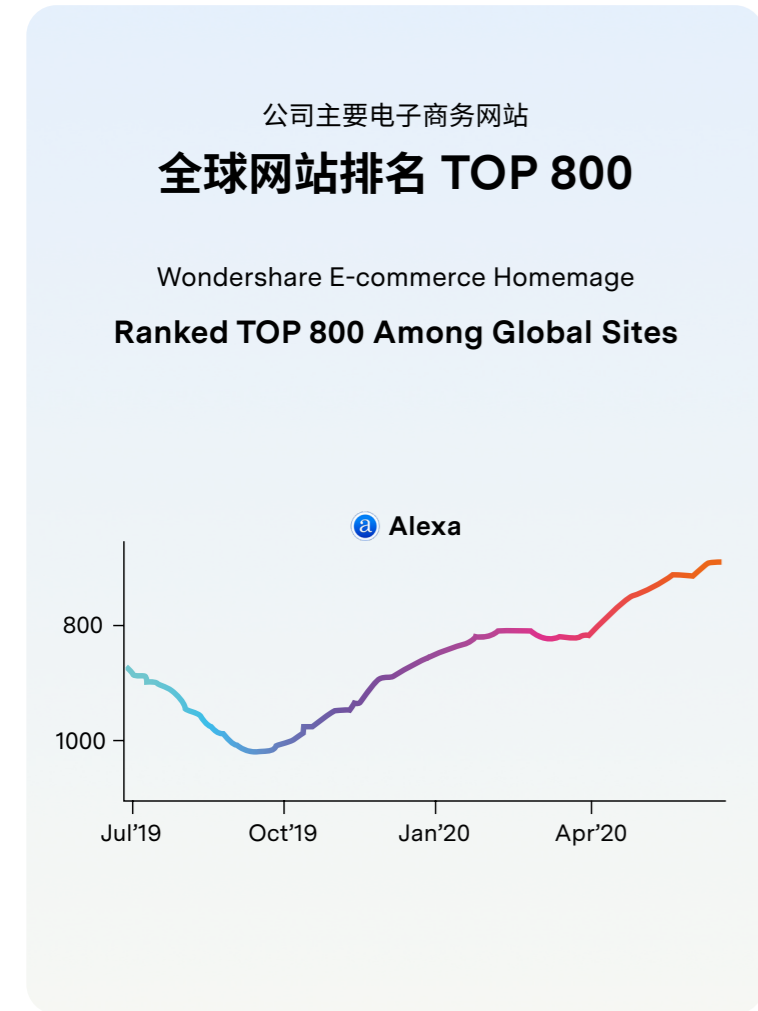
At present, Wondershare has more than 100 patents and more than 400 copyrighted computer software products, and has cumulatively launched more than 100 products. The release of new product versions average just 15 days. The quality of Wondershare products have also been recognized by users, as evidenced by millions of user surveys showing that user recommendation accounted for up to 65% of them, while the customer complaint rate was less than 0.02%.

The implementation of a strong R&D strategy corresponds to the large number of manpower support. Based on cutting-edge technology such as AI algorithms, Wondershare vigorously hires professionals with advanced degrees. Today, Wondershare's R&D employees account for more than half of the total employees.

In addition, the company has a strong R&D and innovation culture. Not only can programmers communicate and discuss through the company's Wanlima Club, all employees can also contribute ideas through the internal "Xingchuang Cup" Innovation and Creativity Competition. Each year, nearly a thousand product ideas are generated from the competition, and more than 35% of the ideas are implemented, which in turn empowers product iteration, innovation and upgrades.

# Marketing and Service

## 营销与服务



### 数字营销

全网整合营销,覆盖 200 多个国家和地区

坚持营销全球化、运营本地化的策略,建立全球化自主品牌“Wondershare”,搭建自有电子商务平台,整合全网营销渠道,面向全球 200 多个国家和地区的海量新生代互联网用户提供专业化、本地化的产品和服务。

### Digital Marketing

Integrated marketing for the entire network, covering over 200 countries and regions.

Adhering to the strategy of global marketing and localized operating, we established a global independent brand, "Wondershare", built our own e-commerce platform, integrated all marketing channels across the network, and provided specialized and localized products and services to the new generation of Internet users in more than 200 countries and regions around the world.



用户月活数

1 亿



自营电子商务网站年累计访问量

超 7 亿人次



累计用户数

超 15 亿



年新增付费用户

超 500 万

### 客户服务

以用户体验为中心,面向用户全生命周期流程

积极倾听需求,及时收集各类用户体验反馈,提供 7\*24 小时的专业化、本地化客户服务,高效、个性化地解决用户问题,通过服务质量管控,确保给用户提供优质品质的服务体验。

### Customer Service

Focus on user experience throughout the entire process

We actively listen to users' needs, collect all kinds of user feedback, provide 24/7 professional and localized customer service, solve user problems efficiently and personally, and ensure that users are provided with a high-quality service experience through service quality control.



### 高效率

7\*24 小时不间断在线服务,通过在线聊天、电话、邮件等多种服务渠道,快速触达用户,急用户之所急。

### High efficiency

24/7 customer service through online chat, telephone, email and other service channels, enabling the customer service team to quickly reach and meet user needs.



### 全球化

拥有全球化客服体系,覆盖中文、英语、德语、西班牙语、法语、葡萄牙语、日语、韩语等多语种,支持全球多区域机动部署。

### Globalization

Wondershare has a global customer service system, covering Chinese, English, German, Spanish, French, Portuguese, Japanese, Korean and other languages, supporting flexible deployment in multiple regions around the world.



### 高质量

提供售前、售中、售后全流程贴心服务,让用户在使用过程中遇到任何问题都能获得答复,用心提供高质量的品牌体验。

### High quality

Provide an intimate pre-sale, sale, after-sales process, so that users can easily get answers to any problems encountered during use, and enjoy a high-quality brand experience.



# Customer Service

## 客户合作

### 为超 100 万家政府和企业客户打造卓越数字软件体验

多样化产品矩阵与企业级解决方案，满足政企各类应用场景需求，加速数字化进程

### Create a superior digital software experience for over 1 million government and enterprise customers

Diversified product matrix and enterprise-class solutions to meet the needs of all types of application scenarios in government and enterprises, and to accelerate the digitalization process

### 客户评价



万兴团队服务响应快速、技术积淀扎实，从接触第一天就能感受到产品体验上的用心，专业可靠。



非常钦佩万兴团队的专业和用心，不仅为我们免费升级产品，更不厌其烦地提供远程指导。



多年来我们尝试的视频编辑产品，通常是极简型与专业型两种极端。直到遇见 Filmora，它做到了很好的平衡，Filmora 让我们提高了共享视频的速度和效率。



**50% 效率提升**

简化创意与工作流程  
提升商务办公效率



**60% 成本缩减**

灵活的产品授权模式  
数字化转型降本增效



**100% 管理省心**

Online/Offline 授权管理系统  
自由配置省时省心



**0 延时服务保障**

1:1 专属客服与技术支持  
7\*24 小时全天候响应

我们服务的客户包括世界 500 强企业、非营利性机构与海量中小企业

The clients we serve include Fortune 500 companies, non-profit organizations and a large number of small and medium-sized enterprises

制造	科技	金融 & 银行	教育	电力 & 能源	交通 & 运输	零售
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# Enterprise Style

## 企业风貌

万兴科技致力于成为全世界范围内有特色、有影响力的百年软件老店。我们已经窥见未来世界的蓝图，并以坚定的信念奔赴梦想彼岸。在平等、开放、协作、共享的村落式文化引领下，全球领先的新生代数字创意赋能者已开启“百年万兴、全球万兴”的新征程。

Wondershare is dedicated to becoming the most globally unique and influential software company in the world for the next century. We are confident in the technological future that humanity is heading towards, and are committed to being a part of it. With values such as equality, openness, collaboration and an "it takes a village" culture, the world's leading new generation of digital creative enablers have embarked on a new journey of "One Hundred Years of a Global Wondershare".

企业文化

Corporate Culture

P43

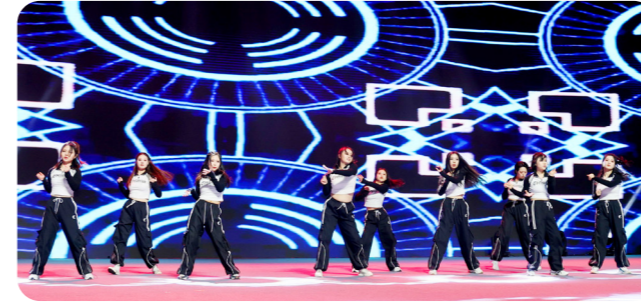
全球化团队

International Team

P45







# Corporate Culture

## 企业文化

### “三勤六和”村落式企业文化

"Three-diligence and six-harmony" village-style culture

万兴倡导平等参与的村落式文化，为员工打造释放个体价值的成长平台，为用户提供通达人性的产品与服务

Wondershare advocates an village-style culture of equal participation, in which every person is an important part of a whole. This creates a growth platform for employees to realize their individual value, thus helping to provide users with accessible products and services

### 三勤——勤学习、勤思考、勤实践

Three-diligence-diligent study, diligent thinking, diligent practice

“勤学习”——不断地学习，把握过去 “勤思考”——系统地思考，着眼未来 “勤实践”——有效地实践，务实创新

Study diligently, keep learning, learn from the past  
Think critically, think systematically, and focus on the future  
Diligent practice, effective practice, pragmatic innovation

### 六和——个体和、家庭和、企业和、产业和、社会和、时空和

Six-harmony- individuals, families, enterprises, industry, society, era and locale

“个体和”——勇于面对，敢于挑战，始终保持身心的平和  
“家庭和”——努力奋斗，谋求家庭幸福；创造产业价值，为更多家庭带来幸福  
“企业和”——因共同的价值目标凝聚在一起，为共同的结果奋斗，开放、合作，实现成员间的共赢  
“产业和”——紧随产业发展，推动产业发展，保持良性竞争  
“社会和”——创造社会价值；承担社会责任  
“时空和”——因时因势而变，把握发展节奏，在适当的时机作出适当的选择

Individual harmony, the courage to face problems, dare to challenge, and always maintain physical and mental peace  
Family harmony, hardworking, create industry value, and bring happiness to more families  
Enterprise harmony, employees are united and focused on a common goal, open-minded and cooperative, and strive to achieve win-win results  
Industrial harmony, follow the progress of the industry, promote industrial development, and maintain healthy competition  
Social harmony, creating social values, assume social responsibility  
Harmony of time and era, changing with the times and situations, follow new developments, and make appropriate choices at the appropriate time





# International Team

## 全球化团队

在万兴，多语言文化背景精英济济一堂，国际化人才战略支撑全球市场运营本地化落地

In Wondershare, people from multilingual and multicultural backgrounds work together, and the international talent strategy supports the localization of global market operations



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