



# From Manufacturing to Branding, Rising Star of Solid-state lighting

4, FEB., 2016 DOE R&D Workshop  
Raleigh, NC, USA  
by Lawrence Lin



好灯·木林森

[www.zsmls.com](http://www.zsmls.com)

木林森股份有限公司

MLS CO.,LTD.

**SZSE:002745**



木林森照明  
Forest Lighting

# Who's Forest Lighting?



**No.1 of LED company in China**  
**No. 7 LED company in the world**

Source: IHS/Strategies Unlimited



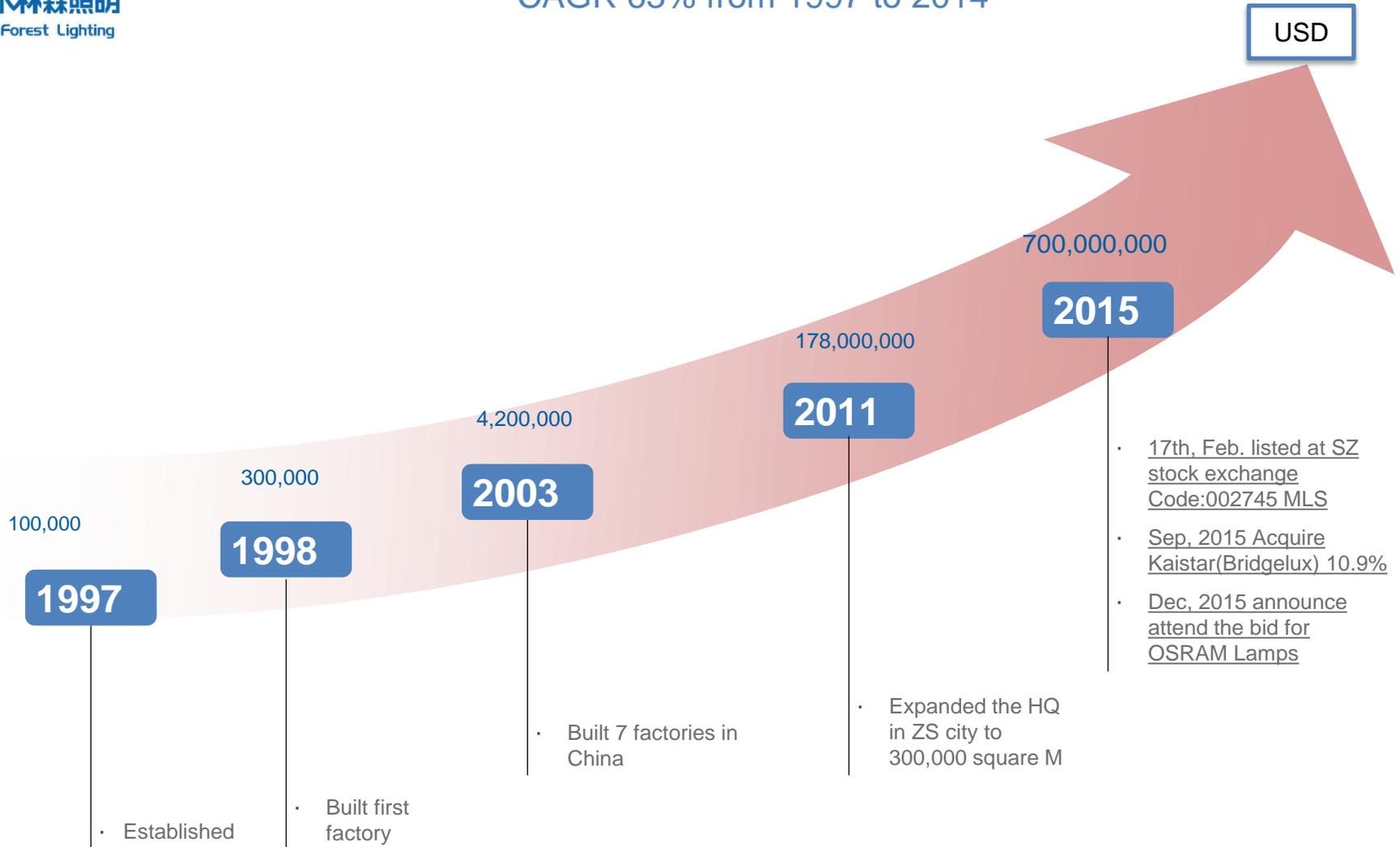
LED 38,000,000,000pcs/Monthly

LED Bulb 8,000,000pcs/Monthly

LED Tube 7,000,000pcs/monthly

LED fixtures 3,000,000pcs/Monthly

CAGR 63% from 1997 to 2014

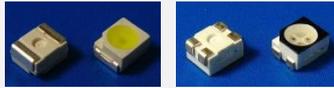




木林森照明

# Full-range products on Led applications

## SMD LED



**40%** Interior lighting

**60%** Signage and

## Dip LED



**70%** Christmas light

**60%** Signage and Display

## LED Lighting



2012: 3,000,000  
2013: 30,000,000  
2014: 90,000,000

**> ~3,000% CAGR**

## 7 segment & dot matrix



**30%** Home Appliance  
day

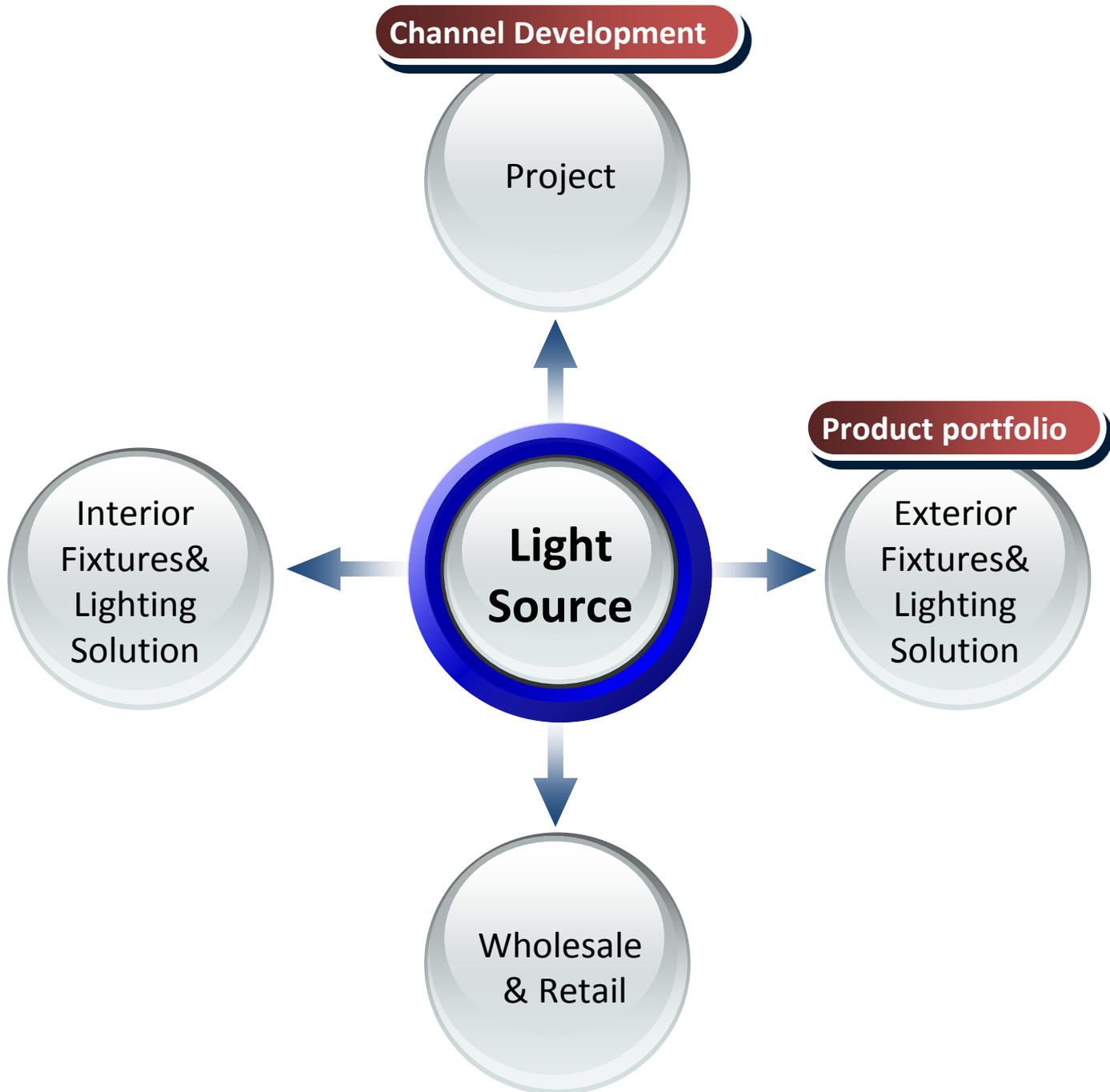


## Sales networks

- All over great China
- Daughter companies : US, India
- Sales office : Taiwan, Thailand, Philippines, UAE, Iran, Saudi Arabia, Qatar, Turkey, Egypt, South Africa
- Distributors : China, US, Mexico, UAE, Iran, Saudi Arabia, Qatar, South Africa, Egypt, Taiwan, Thailand, Myanmar, Malaysia, Singapore, Indonesia, Vietnam, Korea, Australia

## Directions for the Business Roadmap





Product portfolio





# Marketing Campaign



木林  
Fore



FORFI empowering your life | 木林森照明

攜手木林森 共創LED照明好時代



歡迎蒞臨「台北國際光電暨台灣平面顯示器展」

展位號：M567

時間：4月17日-19日 地點：台北國際貿易展覽中心(台北南港展覽館二館一館)





Forest Lighting

Sponsored by:

**Cooper Lighting**  
by E.T-N

UL AcuityBrands

HUBBELL Lighting OSRAM SYLVANIA PHILIPS JAMES Forest Lighting

FAIRCHILD CREE FLAME

**LC Stakeholder Meeting 2014** DESIGNLIGHTS

July 29-30 San Diego



**2014 WEEC**  
World Energy Engineering Congress

FREE WORKSHOPS EXHIBITS TO EXHIBIT... SPONSORSHIPS REGISTRATION

Rank	Company Name	Company Headquarters
1	Nichia	Japan
2	Osram Opto	Germany
3	Samsung Electronics	South Korea
4	Seoul Semiconductor	South Korea
5	Lumileds	United States
6	Cree	United States
7	LG Innotek	South Korea
8	Everlight	Taiwan
9	Toyoda Gosei	Japan





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The top 10 LED manufacturers

Rank	company	Country / Region
1	Nichia	Japan
2	Osram Opto	Germany
3	Samsung	Korea
4	Philips Lumileds	U.S.A
5	LG Innotek	Korea
6	Seoul Semiconductor	Korea
7	Cree	U.S.A
8	Eoslight	Taiwan
9	MLS (Forest Lighting)	China
10	Lumens	U.S.A

Source: Markess International Strategies Unlimited, Feb. 2015



**No.1** MLS CO., LTD. is the largest packaging company of LED in the world.

**No.9** And has been awarded as the top 9 LED enterprise in the world .

