



Ulefone Introduction

About Us

uleFone

Ulefone, a professional global brand for rugged & smart terminals (mobile devices).



Slogan

Dare to Explore

Brand Vision

Provide reliable products and services for customers.

Product Concept

Rugged, Professional,
Efficient

Our Team

500+
Employees

4.1 years
Average Industry Experience

200+
R&D Professionals

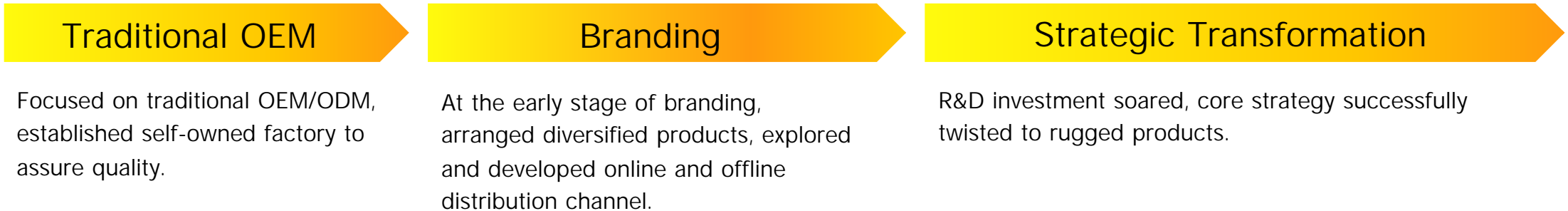
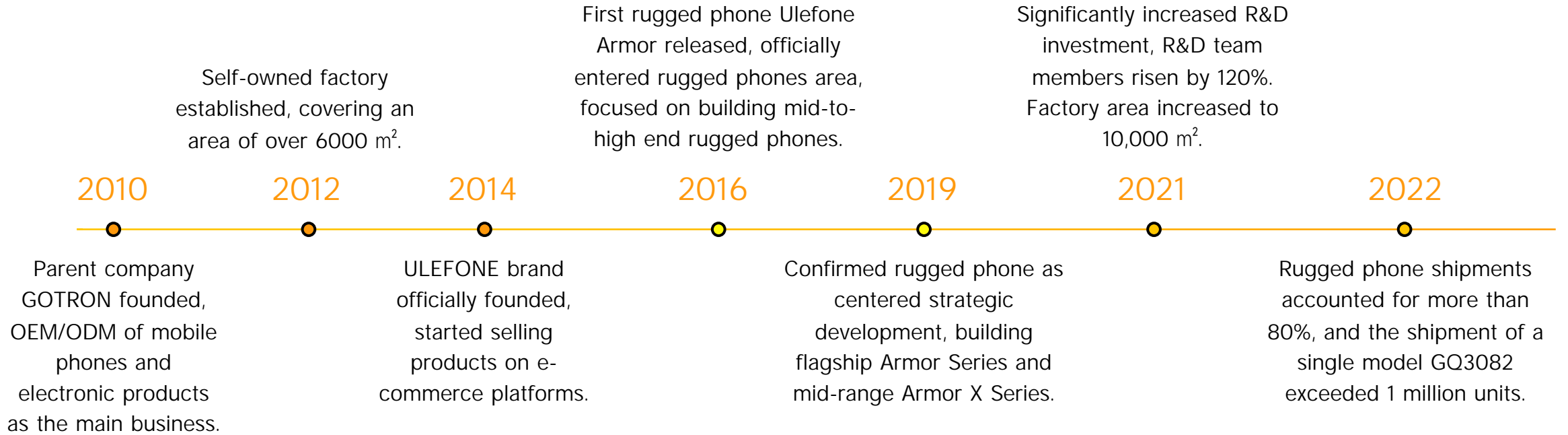
10,000 m²
Self-owned Factory

100+
QC Technicians

2
Overseas Authorized Third-
party Service Center

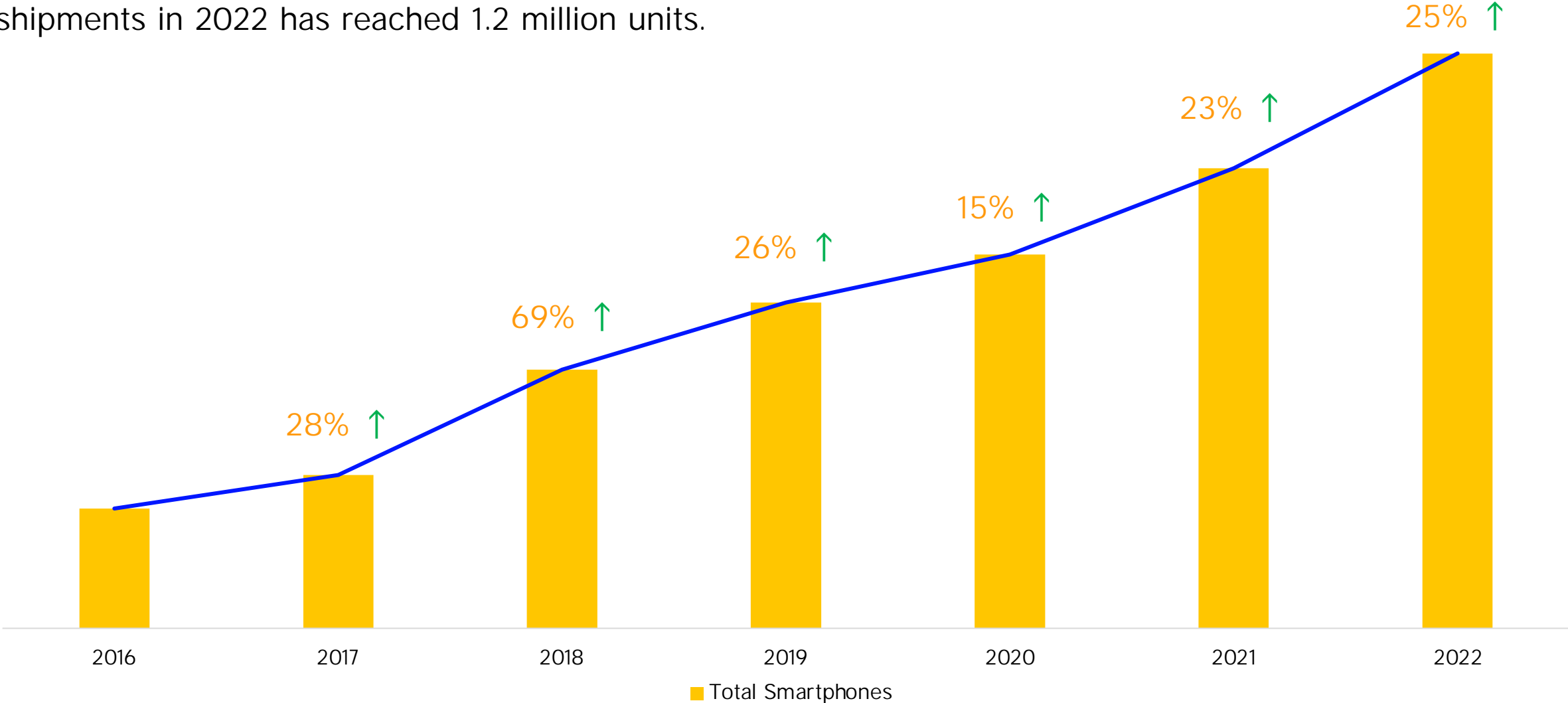


Growth Story



1200K+ Shipments in 2022

Since 2016, the average annual net growth has been 31%. Total smartphone shipments in 2022 has reached 1.2 million units.



50+ Sales Covered Countries and Districts

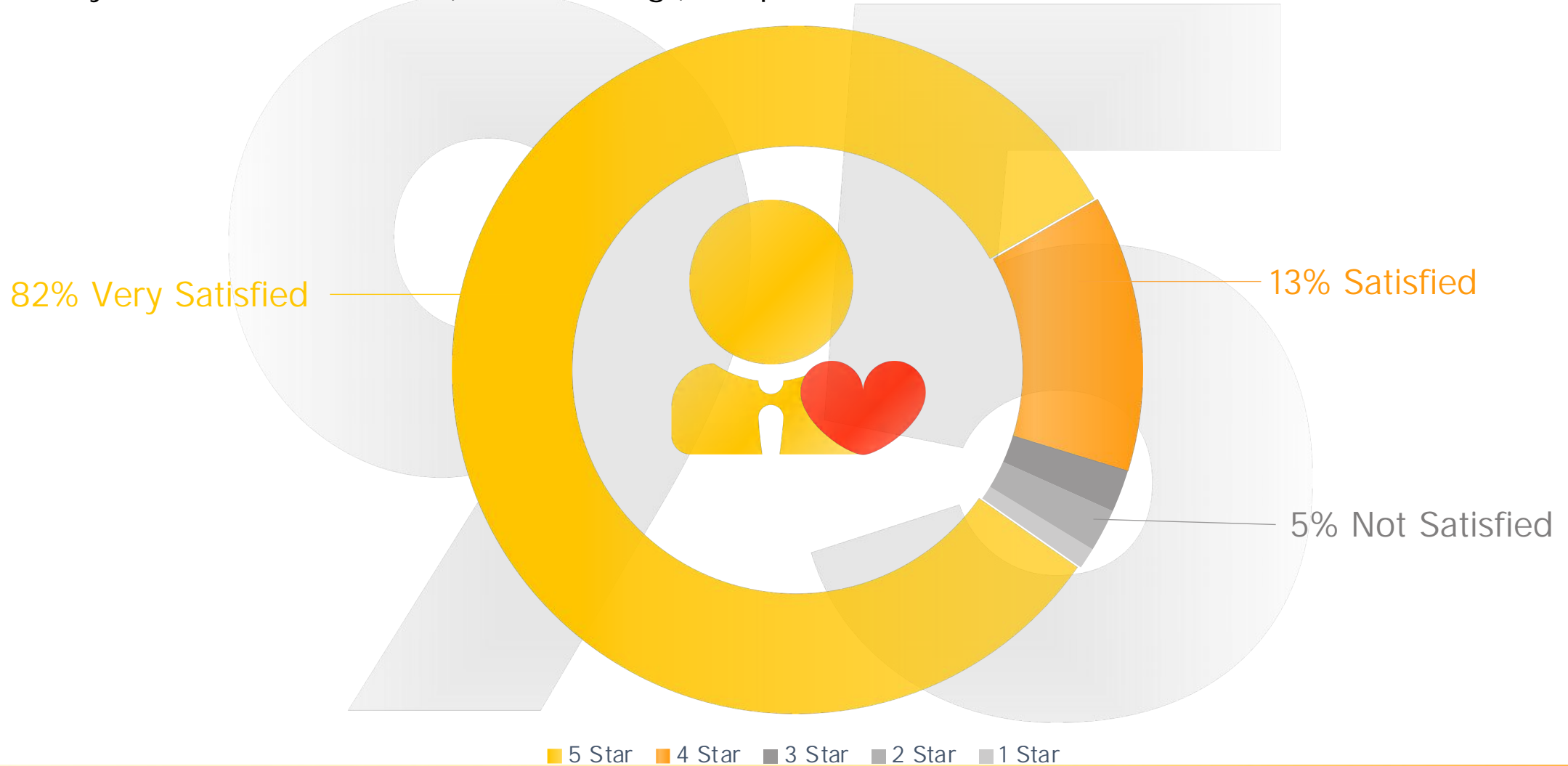


[Learn about our brand](#)

*Map data from amcharts.com makes no political stand.

Up to 95% User Satisfaction

Based on third-party platform data, users satisfaction for Ulefone products tops up to 95% as of May 2023. Very satisfied customers (5-star rating) is up to 82%.



Authoritative Media Spoke Highly of Our Products



Armor 2

The Smartphone For Superheroes
Unbox Therapy



Armor 6

Best Rugged Android Phone in 2019
Android Central



Armor 7E

Best Rugged Android Phone in 2020
Android Central



Armor 9

An Incredibly Resilient Smartphone
GSMarena



Armor 13

Swiss Army Knife
Android Central



Armor 14 Pro

The Mjölfnir of Mobile Phones
TechRadar



Armor 15

The Unbreakable Adventurer's Phone
Makeuseof



Armor 16 Pro

Inexpensively Awesome
Androidpolice



Armor 17 Pro

The World's Latest 'Luxury' Rugged Smartphone
Notebookcheck



Armor 18T

My Favorite Android Phone Can Do Things My iPhone Can't
zdnet



Armor 19T

It's TREMENDOUS
SupraPixel

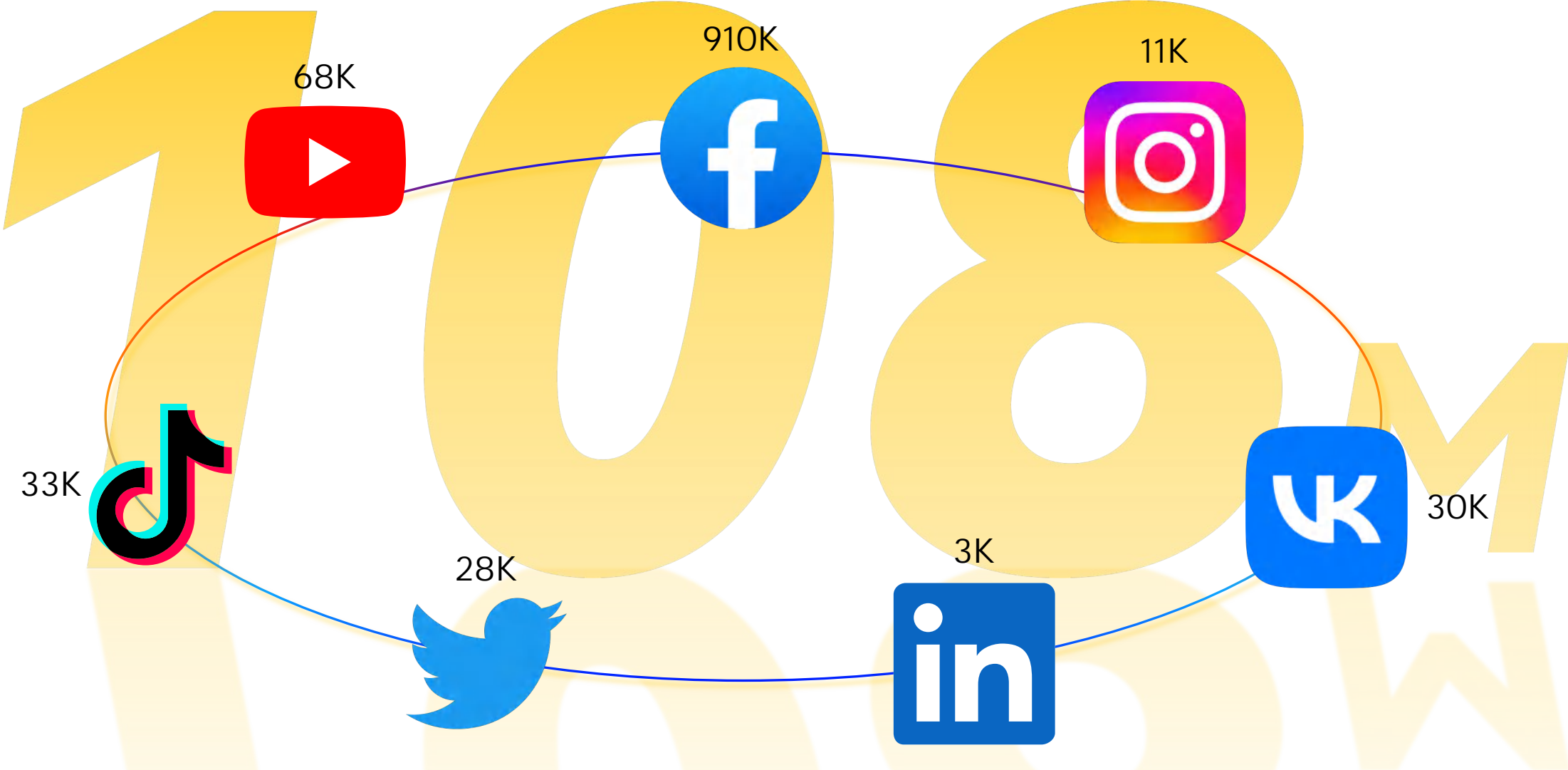


Armor 20WT

Doubles As a Walkie Talkie!
Androidauthority



Social Media Fans Exceed 108M



Ulefone Brand Force Has Been Growing Rapidly

Since 2014, we have been taking part in global exhibitions such as MWC, IFA, CES. Our brand influence are enhancing.



MWC: 2016/2017/2018/2019/2023



IFA: 2019



CES: 2019



MWCA: 2018



Hongkong Fair: 2014/2015/2016/2017/2018



ICEE· South Africa: 2018

One Pic to Know Us



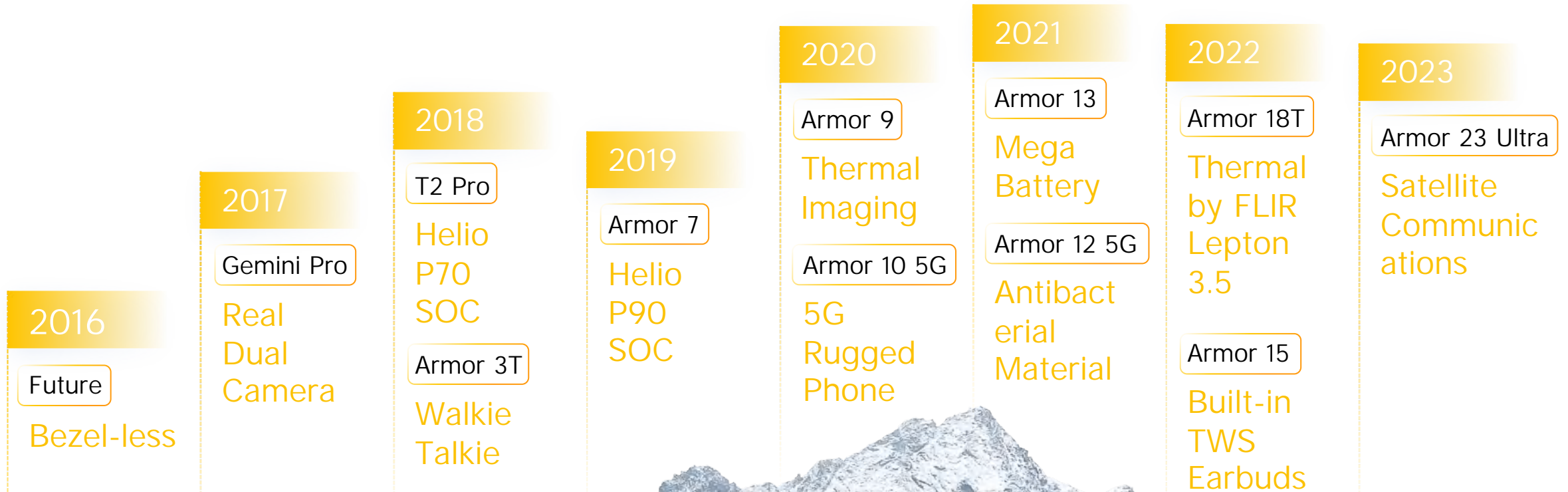
Products Showcase



[Learn about our products](#)

Constantly Exploring for Cutting-edge Technology

Great breakthroughs, continue to push.



Products Diversity



Thermal Imaging
Armor 9/11T/18T/19T



uSmart Connector
Armor 13/16/18 Series/19
Series/21, Armor Pad



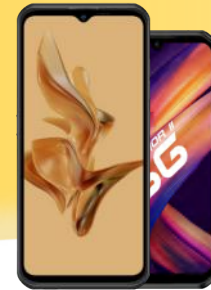
Mega Battery
Armor 13/14 Series/18
Series/19 Series



Walkie-Talkie
Armor 3T/3WT/20WT



Infrared Distance Measure
Armor 13



IR Night Vision
Armor 11/17 Pro/22

Rugged Phones, Started in 2016

Ulefone first rugged phone was launched in 2016, belonging to the Armor Series lineup. And the Armor X Series is released for the young in 2017.



Armor Series



Armor X Series

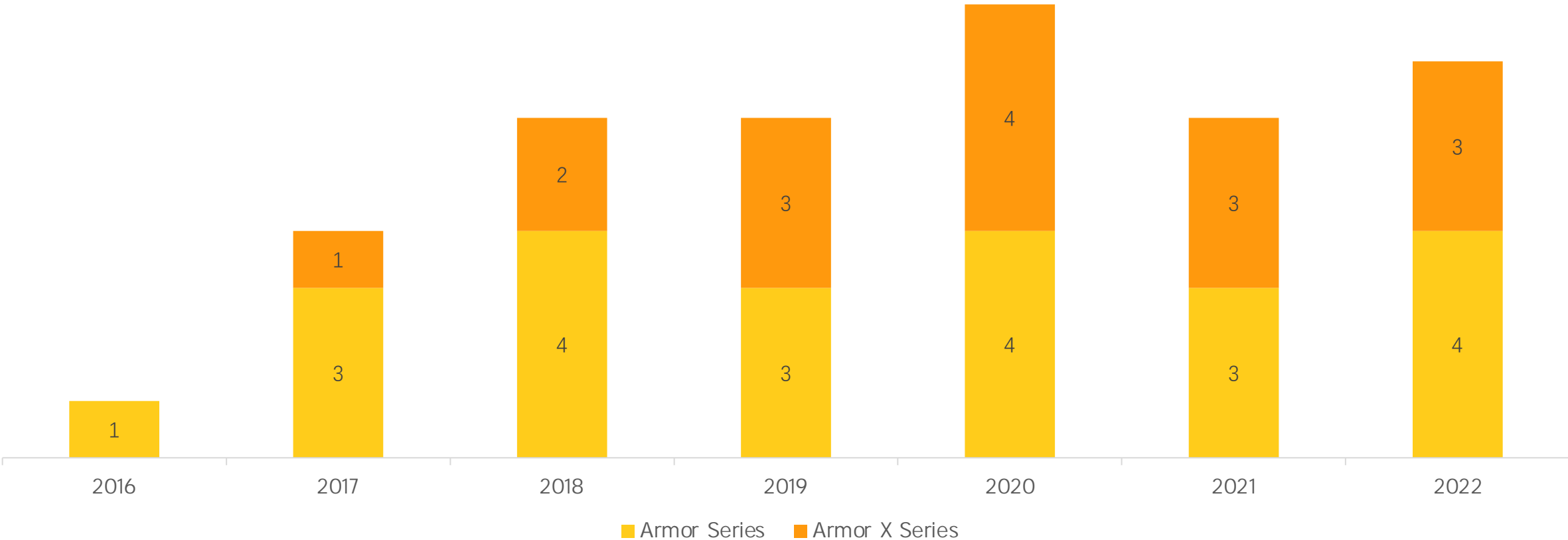
Armor Series

High-end flagship series with better performance, quality and differentiated professional features.

Armor X Series

Mid-range affordable series

Average 5 New Rugged Phones Produced Annually



Average Sales Cycle

2 years
Armor Series

3 years
Armor X Series

Popular Smartphones, Started in 2014

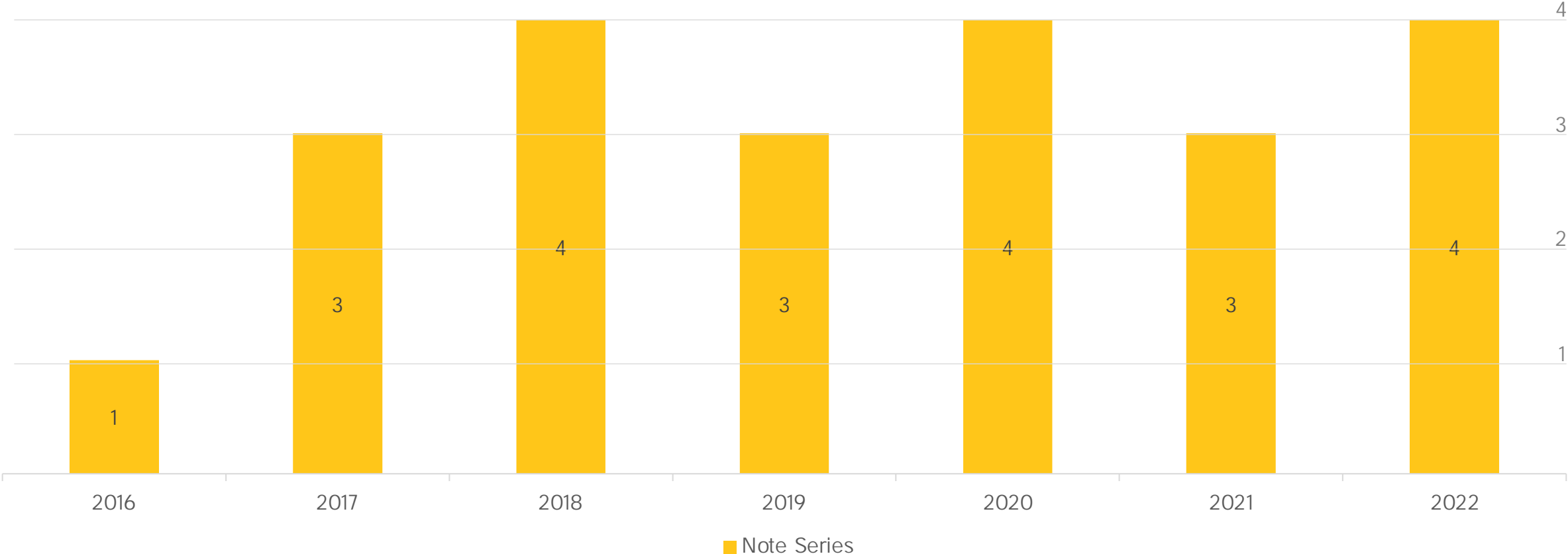
Since the release of first smartphone in 2014, we have updated nearly 50 models in succession. The models are ranged from king performance T Series, large battery Power Series, compact S Series and more to our dominating Note Series at present.

Note Series

Building fashion slim style models with competitive price.



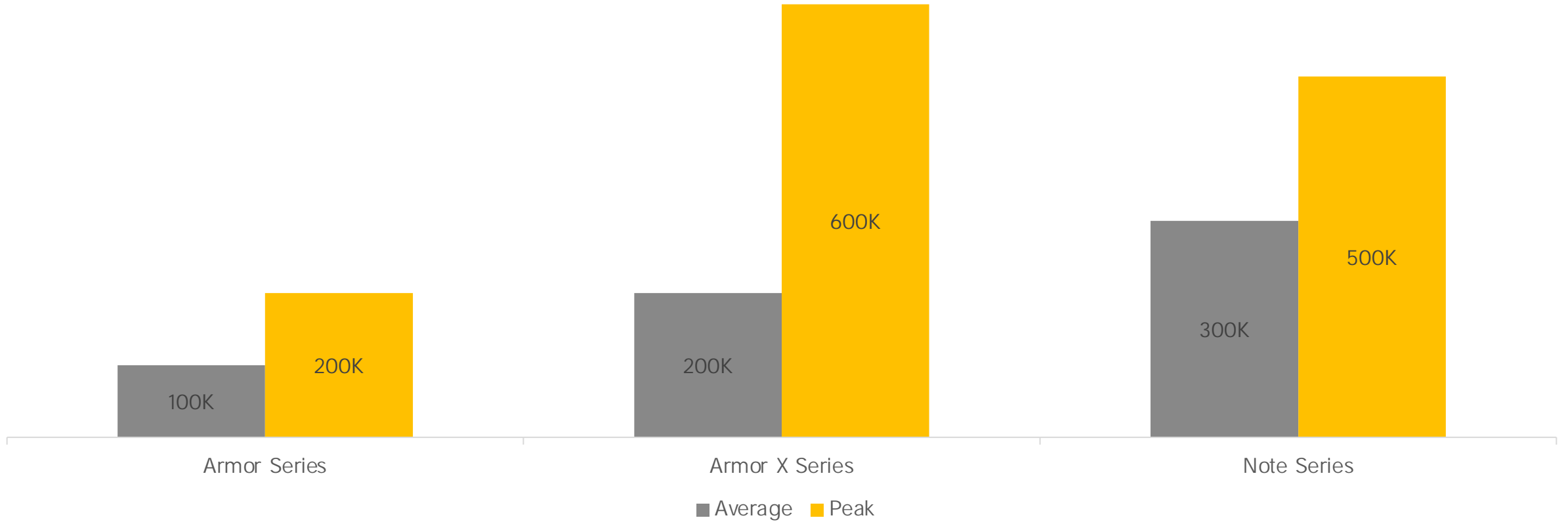
Average 3 New Smartphones Produced Annually



Average Sales Cycle

2 years Note Series

Sales Achievement



Stars Products
(Series)

600,000 Units
Armor X5 Series

200,000 Units
Armor 8

500,000 Units
Note 7 Series

The Best-selling Sold Over 600K



Stars Products
(Series)

600,000 Units
Armor X5 Series

200,000 Units
Armor 8

500,000 Units
Note 7 Series

Rugged Tablets, Started in 2023

The first rugged tablet Armor Pad launched in 2023 and extra 2 models under way, Ulefone has made up the mind to build rugged tablets.

Armor Pad Series

Rugged tablet series mainly for professional fields.

Tab Series

Popular tablet series featured with large screen and thin body.



Armor Pad Series



Tab Series

Smart Wearable, Started in 2020

In 2020, we released 3 smart sports watch. And in 2022, our first TWS earbuds was published. We will keep updating the smart wearables in the future, providing better using experience.

Smart Watch

Bluetooth smart watch,
mainly for sports.

TWS earphones

True wireless earphones,
emphasize on slim and
stylish design, with a focus
on cost-effectiveness.



Smart Watch



TWS earphones

Armor Series Accessories, Continue to Enrich

Since 2020, Ulefone has launched a series of accessories around Armor Series products, for the purpose of building more and more complete Accessories Ecosystem.

Armor Case

Customized fit Armor Case offers extra protection and portable capabilities to the phone.



Armor Case

uSmart Series Accessories

uSmart Expansion Connector serves for extended capabilities for phones, enabling more playability and more professional features.



uSmart Series Accessories

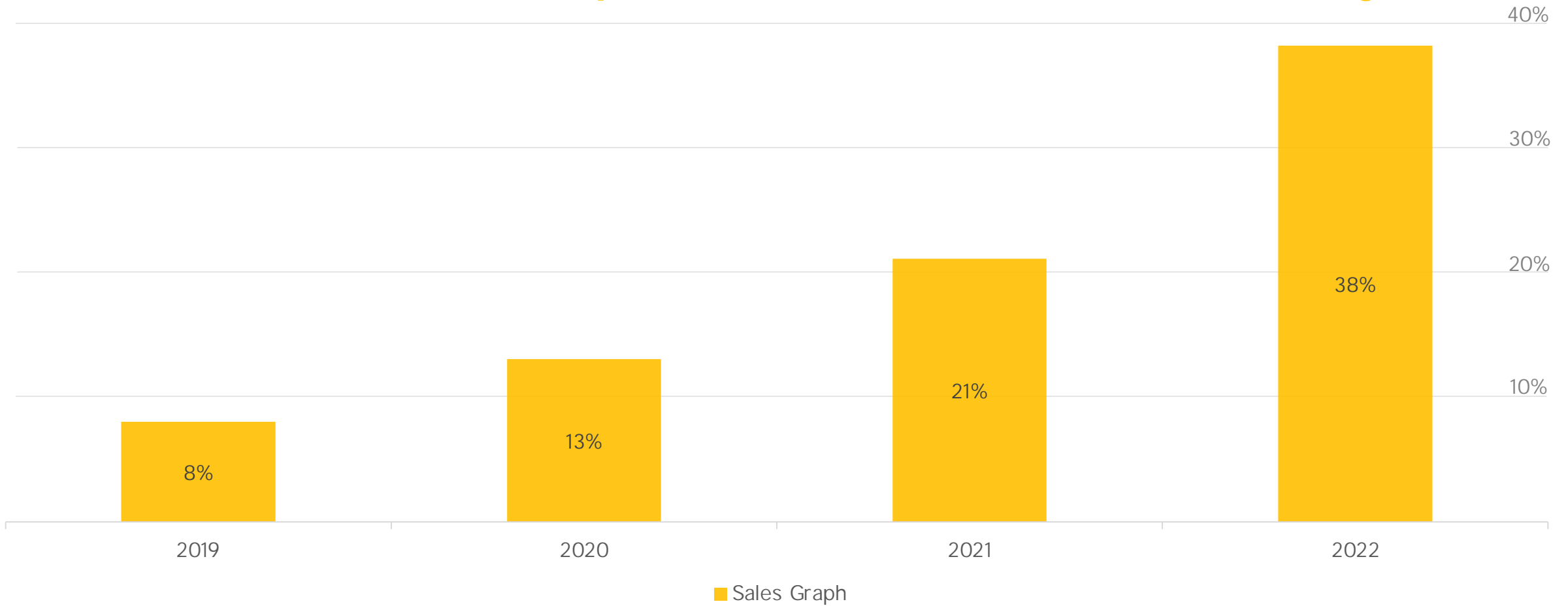
Mount Accessories

Providing professional phone mount for outdoor enthusiasts, compatible to all models.



Professional Phone Mount

38% of our users have purchased at least 1 accessory



Market Popularity
of Accessories

13%
Buy 2 or more accessories

98%
User Ratings

Our Factory



500
Stable Workers



10,000 m²
Manufacturing Plant



"3 Inspection" System
Rigorous Quality Inspection Process



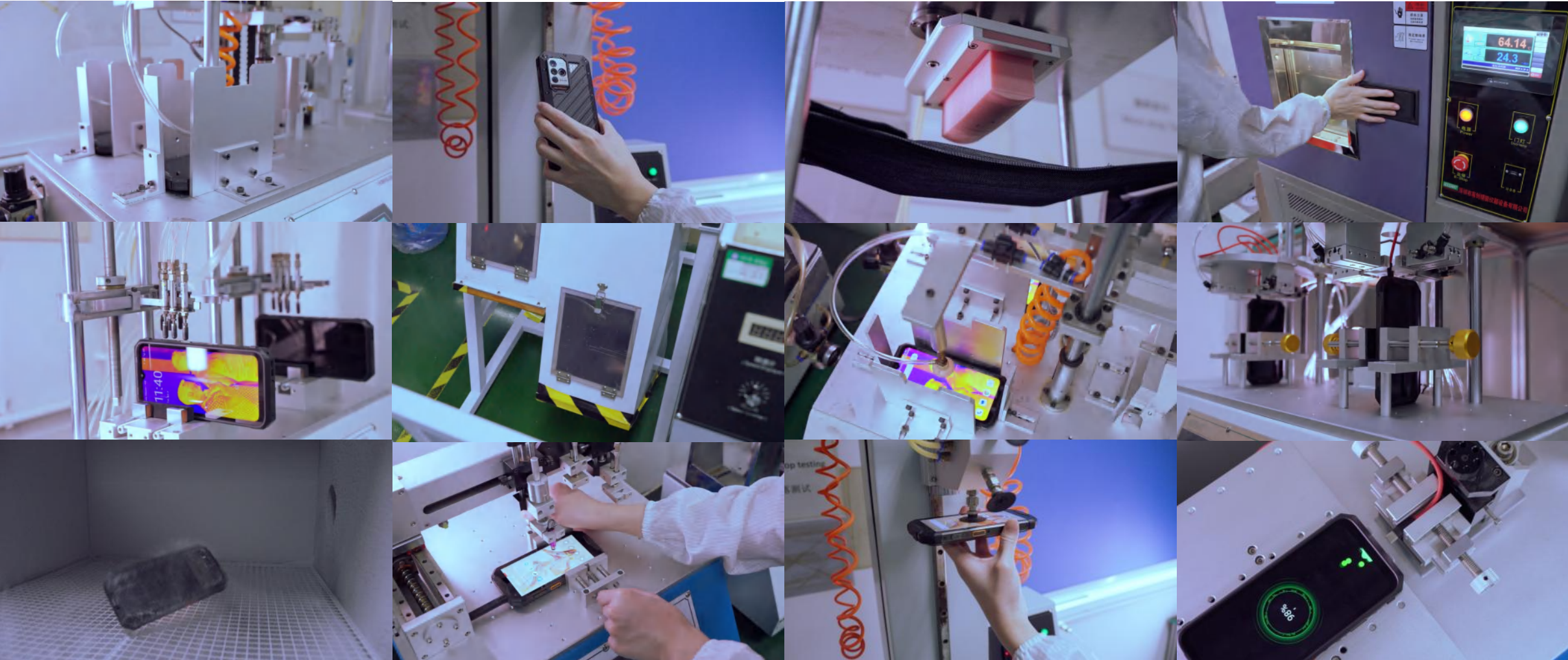
MES
Perfect Processing Flow



ISO9001
Certification of Quality System

50+ Durability Tests

Before mass production, up to 50 durability tests are carried out for all materials, processing techniques and quality standards, and pre-production can only initiate after 100% of the durability tests are passed.



100% Quality Inspection, "3 Inspection" System

All Ulefone devices must pass 100% quality test and complete 3 times repeated quality inspection before delivery, ensuring no quality issues.

3 times
Inspection

100%
Qualified

100+
Quality Tests

200+ Quality Supply Chain Partners



uleFone

Sales cooperation
sales@ulefone.com

Marketing cooperation
marketing@ulefone.com

