

- Founded in December 2015, Magene has always been committed to the development of intelligent, interesting and information-based cycling sports.
- Focusing on quality, user experience and continuous innovation, constantly apply cutting-edge technology to the bike trainer, bike computer, power meter, smart sensor, eBike system, and other product lines.
- Established long-term and stable cooperation with customers such as Decathlon, Wahoo, Aventon, Pardus and other leading enterprises.



Value

Quality is the Key, User Experience comes First
Continuous Innovation
Open and Truth-seeking
Win-win Cooperation

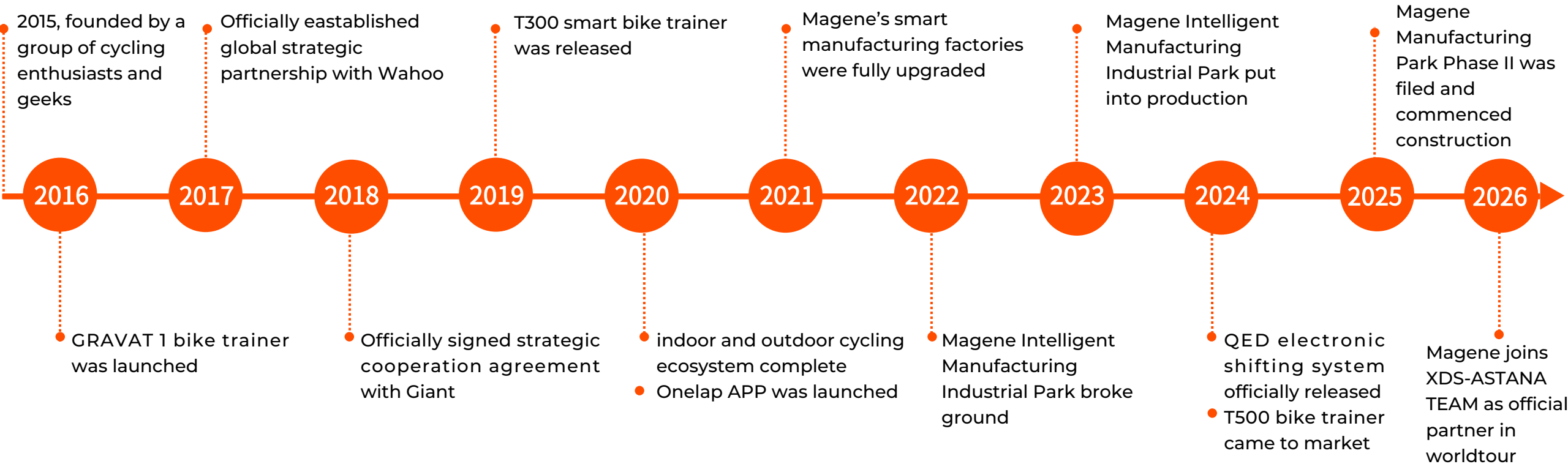
Vision

To be the leading brand for smart-cycling ecosystem

Mission

Enable cyclists to have a safe, easy-to-use, enjoyable biking experience.







➤ Angel Investor
(2016)

Valuation:
30 Million RMB



➤ C-Round
(2021)

Valuation:
1.2 Billion RMB



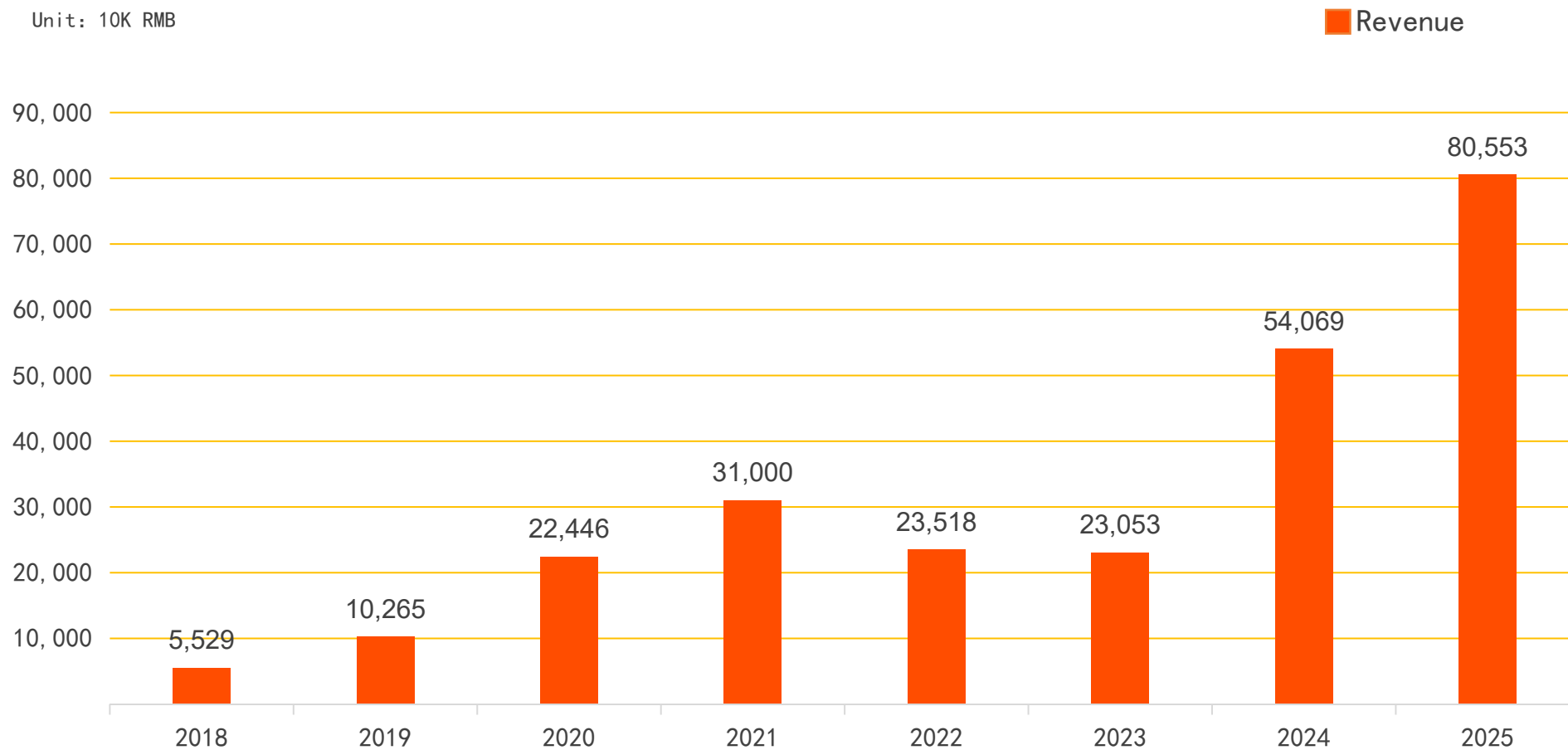
➤ D-Round
(2023)

Valuation:
2 Billion RMB



➤ Pre-IPO
(2025)

Valuation:
2.3 Million RMB



Magene Strength



1000+ workforce worldwide

Based in Qingdao



100+ regions and countries are

covered in global selling market

Magene smart manufacturing
factories covering **33,333** m² area



Annual production capacity :

1,000,000 bike trainers, ebikes

10,000,000 sensors



389 Patents

73 Design Patents

158 Utility Patents

51 Invention Patents

238 Trademarks



TR&D team: **50%** of Magene's workforce

R&D investment: **12%+**

Top universities education background

Well-known international companies working experience



➤ **Product Sales**

Sales area covers **100+** countries and regions

Overseas terminal sales **1000+**

100% coverage of domestic and foreign e-commerce platforms



➤ **Onelap Subscribers**

2 Million+ APP registered users worldwide

370000+ monthly active user globally



Intelligent indoor cycling system takes the lead in China with **80%** market share.

The **first** complete set of software and hardware power training system in China.

The power training platform with the **largest** number of online users in China.

No. 1 market share of the bike trainer and sensor in China, far exceeding that of other brands.

Largest suppliers of power equipment in Asia.

No. 1 market share of the global cycling industry ODM manufacturer's shipment.

wahoo*AVENTON***VAN RYSEL****GFIITC** **DECATHLON** **CAMP** **PARDUS**
瑞豹运动自行车**SENICX**

A close-up photograph of a person's hand wearing a white, textured work glove. The hand is holding a black, handheld industrial device. The device has a ergonomic shape with a trigger-like button. The brand name 'Mogene' is printed in white on the upper part of the device, and 'M20' is printed vertically on the trigger. The background is dark and out of focus, showing some industrial equipment. A semi-transparent orange filter is applied to the left side of the image.

Manufacturing



33,000+m² Intelligent Manufacturing
Industrial Park
Mechanical Assembly Workshop
Class 100,000 Cleanroom
Anti-static Workshop
Covering smart trainers, cycling
computers, power meters and others

- Magene implements stringent production process controls, utilizing multiple precision measurement tools to achieve consistent manufacturing quality



Gear Test Center



Coordinate Measuring Machine



Optical Axis Measuring Instrument

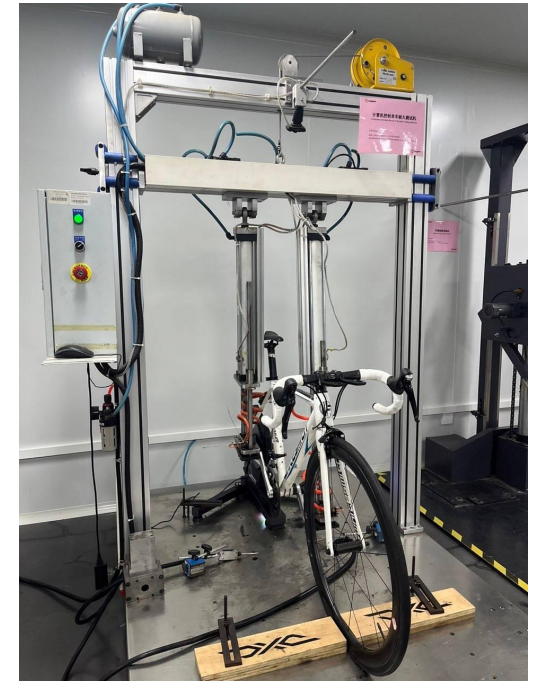


Vision Measuring Machine

- Product test includes speed, accuracy, stability, durability and more.

Based on professional user experience feedback, we independently develop testing equipment to meet higher test standards.

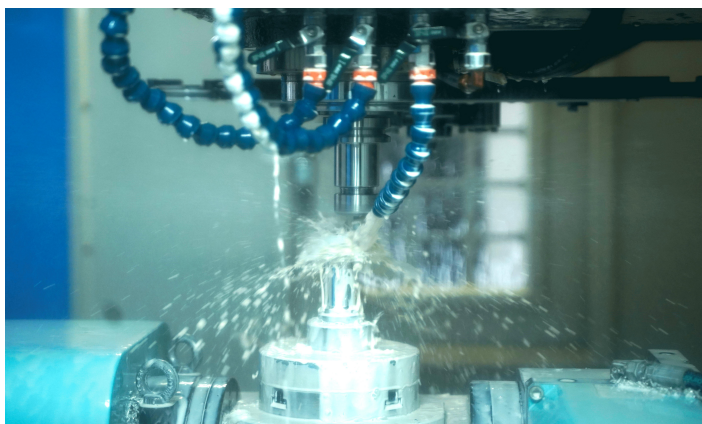
100% of products are tested, adhering to or exceeding both international and national standards.



▼
Digital Factory
Whole Process
Visualization
Smart Data Center
Real-Time Monitoring



▼
Smart Storage
ERP+MES+WMS



▼
Process Material Control
PLM +MESQ
Quality Refinement &
Traceability



A close-up photograph of a person's hand wearing a white, textured cycling glove. The hand is holding a black, ergonomic handlebar grip. The grip has the brand name 'Nogueira' printed on it in a small, white font. The background is dark and out of focus, showing more of the person's arm and the grip. The overall lighting is warm and focused on the hand and grip.

Products

Smart Bike Trainer



Onelap



Magene Utility

Smart GPS
Bike Computer



Road Bike Electronic
Shifting System



eBike System



Bike Light



Sensor



Wheelset &
Inner Tube



Power Meter





▲ Magene Road Bike Electronic Shifting System

➤ **Rapid Shifting**

High-precision transmission structure
efficient communication protocol

➤ **Lightweight Design**

800g for the QED rim brake version

➤ **Core Technology**

Signal anti-interference, bidirectional drive, anti-collision protection

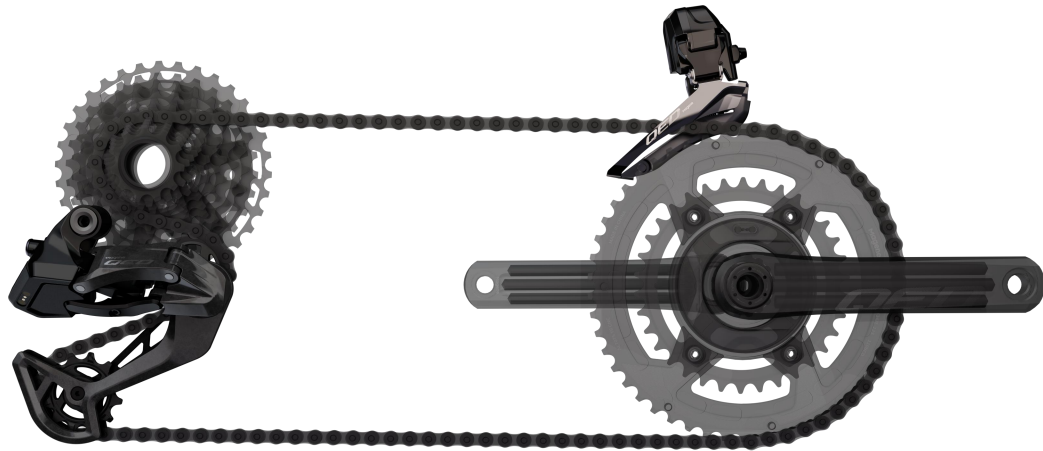
➤ **Smooth Shifting Experience**

Standard Shifting, Sequential Shifting, Compensation Shifting

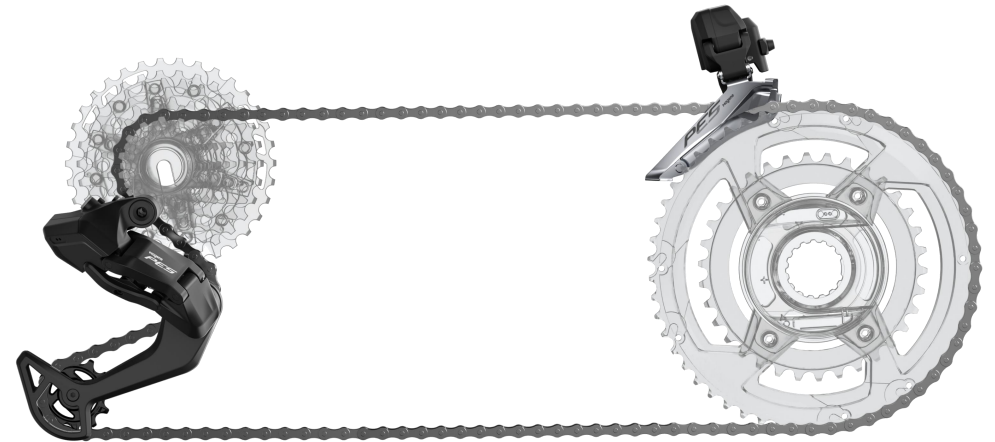
➤ **Smart Connection**

Achieve data sharing and functional linkage

QED Electronic Shifting System



PES Electronic Shifting System



MAGENE EBIKE SYSTEM

RL510 Radar Sensor



SR20 Torque Sensor



ERD200 Electronic Derailleur



DY30 Display



ST02 Shifters



CR31 Controller



- Rich experience has been accumulated in aspects such as demand, product definition, R&D, craftsmanship, manufacturing and quality control.

- Easy system integration and can be extended to integrate radar, headlight, and even electronic shifting systems

System Solutions



eCity Solution

- ① BT10 Button DY30 Display ② CR31 Controller
- ③ SR20 Torque Sensor
- ④ ERD200 Electronic Derailleur

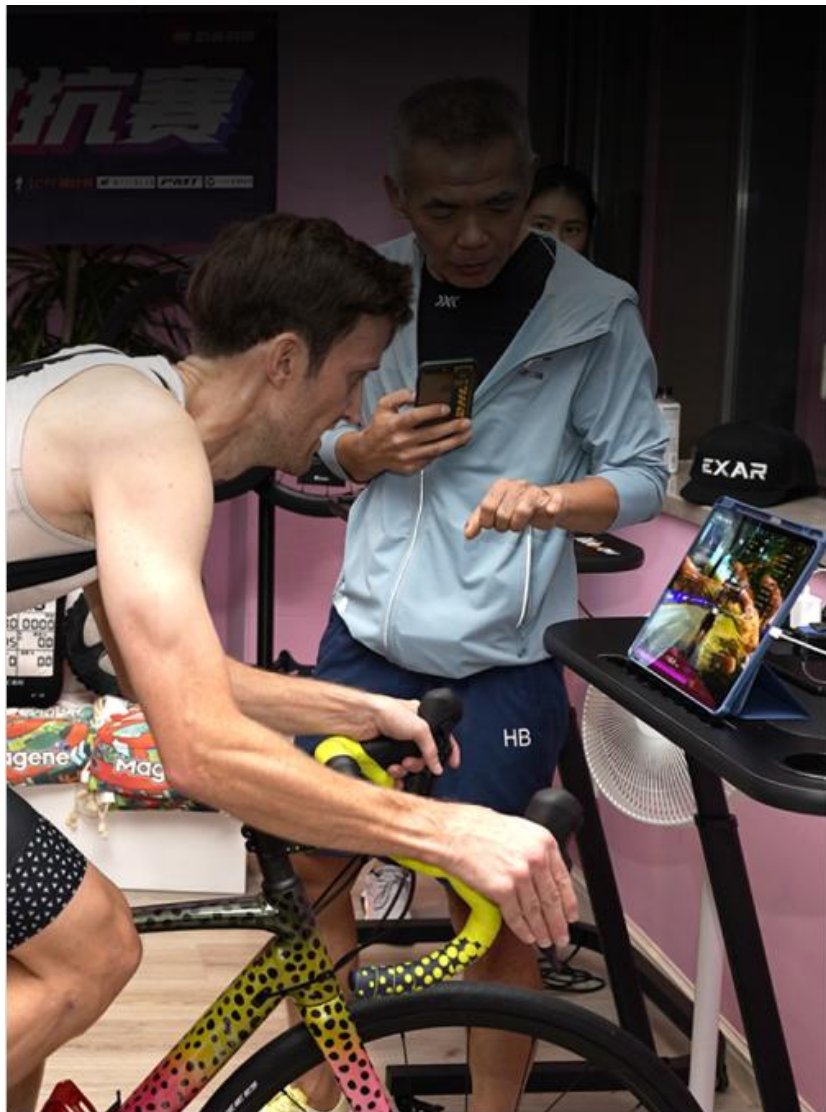


eRoad/eGravel Solution

- ① ST02 Shifters DY30 Display ② CR31 Controller
- ③ SR210 Torque Sensor ⑦ BR100 Brakes
- ④ ERD200 Electronic Derailleur
- ⑤ RL510 Radar Sensor ⑥ RM200 Hub Motor

A close-up photograph of a person's hand wearing a white, textured cycling glove. The hand is gripping a black handlebar. The handlebar has a 'Nagene' logo on it. The background is dark and out of focus. The text 'Software Platform' is overlaid in white, bold, sans-serif font across the center of the image.

Software Platform



Onelap, a comprehensive cycling ecosystem, integrating core services such as professional group training, game gear customization, event support, intelligent analysis, coaching guidance, and after-sales support. Through the integration of online and offline channels, we provide professional, intelligent, and personalized immersive cycling experiences to promote the development of cycling culture.



OnelapFit



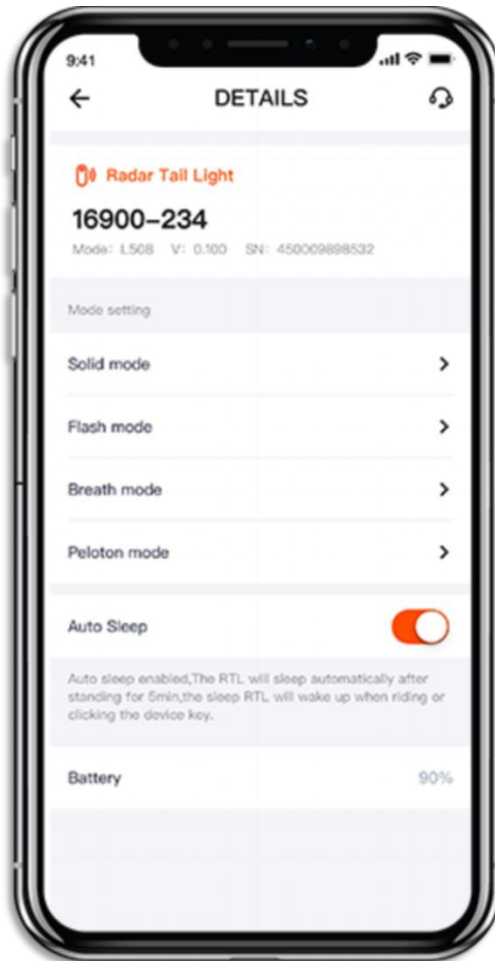
OnelapFit

One-stop management service
platform for cycling enthusiasts

Accurate data analysis
Management of cycling data
Bike computer setting and data
transmission
Sync STRAVA & TRAINING PEAKS



Magene Utility



Magene Utility

Mobile tool APP to serve users of
Magene hardware products

Control hardware devices
Hardware calibration
Additional service update
Firmware update



Sponsorship

In 2025 season, Magene has sponsored Qatar Pro Team, Levante Fuji Shizuoka, Qatar Pro Team and others in overseas market and greatly enhanced Magene product and brand exposure

Race & Events

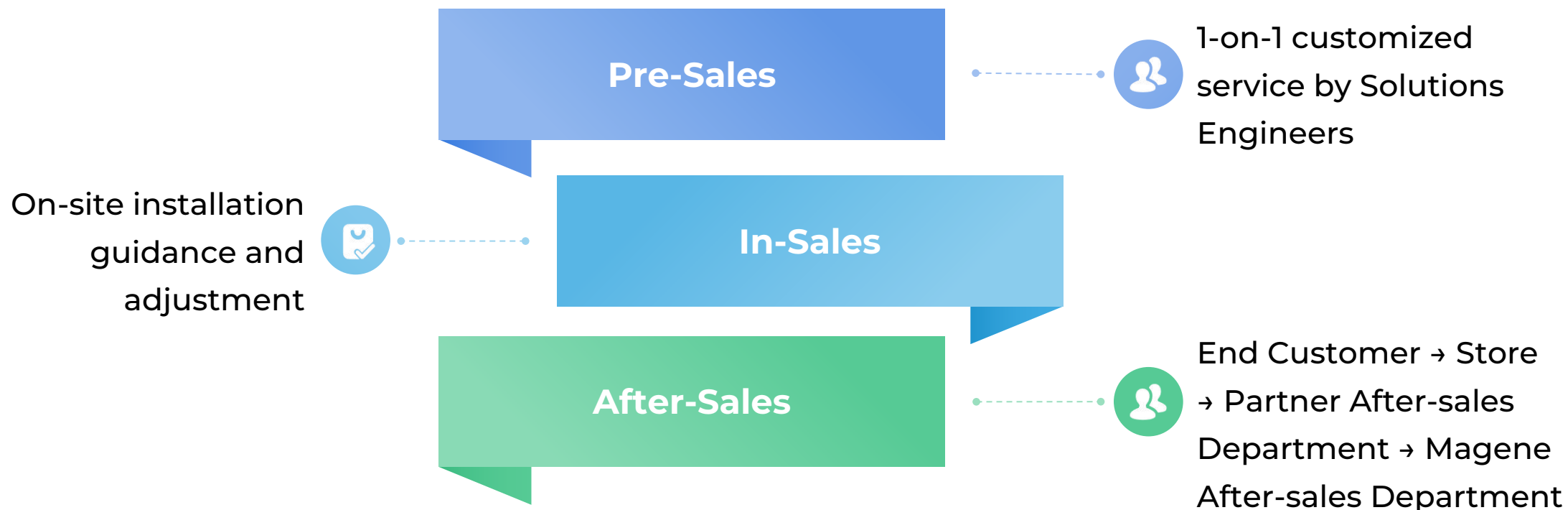
As the pioneer of sports events, Magene has been committed to leading and promoting the continuous development of emerging sports events. By 2024, over **171** races in China and **6,000,000+** cyclists participated so far.



A close-up photograph of a person's hand wearing a white, textured cycling glove. The hand is gripping a black bicycle handlebar. The handlebar has the brand name 'Magene' printed on it in a small, white font. The background is dark and out of focus, showing more of the handlebar and the person's arm. The overall lighting is warm, with a slight orange tint on the left side.

Magene Service

Sales Service



Magene Service Network



**Special Authorized
Service Outlets**

400+ in China



Service Coverage

100+ Citys in 20+ Provinces



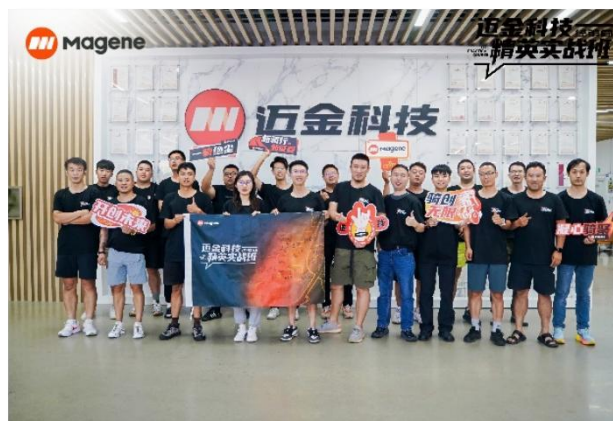
**Online
service**

**7×12 hours online
98.5%+ satisfaction rate**

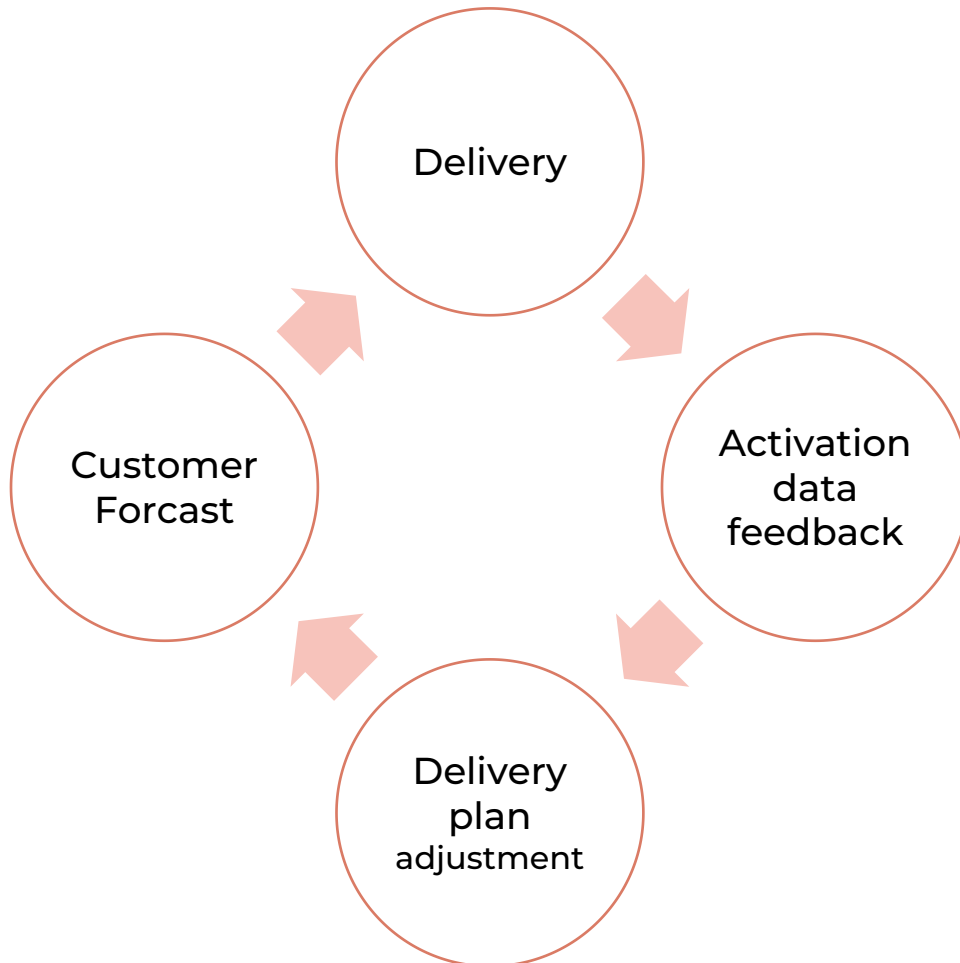
Magene Training System

"online + offline" training system

Training focuses on enhancing both the theoretical and practical capabilities of stores; it can provide centralized online/offline training, including product advantages, installation, fault identification, maintenance, etc.



Inventory Management



More accurate dynamic sales

The backend can trace the activation status of each products via SN codes, thereby gaining insight into the actual sales volume.

Lighter inventory: less overstock, faster turnover

Through intelligent production/warehousing management systems, Magene can achieve 1-week delivery with order forecasting, alleviating customers' inventory pressure.

A close-up photograph of a person's hand wearing a white, textured cycling glove. The hand is holding a black Shimano SPD pedal. The pedal has "SHIMANO" and "SPD" printed on it. In the background, another black Shimano SPD pedal is visible, and the word "Mogene" is partially visible on a black object. The background is dark and out of focus. The word "THANKS" is overlaid in large, white, bold, sans-serif capital letters in the center of the image.

THANKS