

## ROE Visual Prepares for Global Expansion with New Location

Upgraded Factory Allows ROE Visual Ample Room for Growth

**Shenzhen, China (April, 2023)** – ROE Visual has moved its LED production and production-related departments to the Unilumin Daya Bay Technology Park in Huizhou, China. The new location was officially inaugurated on March 30, 2023, with a festive and memorable celebration for the ROE Visual team. This upgraded production hub will enhance efficiency, allowing room for growth as the company expands.

With the completion of the Daya Bay Technology Park facility, the Unilumin Group now has the world's largest intelligent manufacturing site for LED displays. ROE Visual's independent new factory and office base spans over 16,000 sqm of office and manufacturing space. ROE now has access to various facilities, such as a reception, lobby, production lines, showrooms, conference rooms, and office spaces, all spread over seven spacious floors.

ROE Visual's founder Jason Lu, flanked by members of the executive team, proceeded to the ribbon-cutting ceremony where the team expressed their heartfelt pride and high expectations for the future. ROE Visual's brand-new facilities enable a significant leap in the overall production capacity allowing the company to amply meet current and future production targets while creating room for a growing market share. The new facility was developed based on strict sustainability principles and responsible entrepreneurship.

The inauguration of this new facility is another milestone for ROE Visual. "Opening this factory marks an important step toward the future. Not only are we assured of room to grow, but we can also further improve our R&D and production processes. Innovation and the use of advanced technology always have been the basis for our success, and it's wonderful to see how the move to these new premises causes such positivity, enthusiasm, and lots of ideas in our team," states Lu, Founder and General Manager at ROE Visual. "With the headroom, we now have in our production lines, the new facility will allow us to respond to our customers' demands even better, leaving room for growth. We are true to our philosophy and goals - meeting customers' expectations and creating the ultimate visual experience through our LED solutions. As we approach ROE Visual's 20th anniversary, our ambition is as strong

as it was at the beginning; making unrivaled LED panels".

The ROE team, accompanied by the virtual presence of the team members of the various subsidiary offices, celebrated the relocation in style with a traditional lion dance. The lion dance is performed to call forth fortune and new possibilities for a happy and prosperous atmosphere. Taking ownership of these grand new facilities, ROE Visual is ready to embrace a future full of opportunities!