

Company Profile 2026

FMF Corporate Presentation

Introduction to FMF.



FM Factory is the industrial and design division of the FMOH Group.
We specialize in the development, production, and import of innovative full-electric vehicles, microcars, and advanced mobility solutions.

With a strong design-driven approach and deep integration between engineering and aesthetics, **FM Factory** bridges the worlds of industrial manufacturing and fashion-inspired product design.

From technical concept to final assembly, we manage every phase of the process, providing scalable solutions for both our own brands and third-party projects. Our Milan-based team brings together expertise in vehicle design, prototyping, homologation, and market adaptation — with a strong focus on quality, modularity, and user experience.

FM Factory is also active in **consulting for international manufacturing companies seeking to enter or expand in the European market**. We support clients in building their market positioning, defining the right go-to-market strategy, pricing models, and developing a solid distribution network across Europe.

FM Factory is where Italian creativity meets electric innovation — and where industrial projects become brands.

fm-factory.com

Copyright FMF ® - All rights reserved.

FM Factory 是 FMOH 集团的工业与设计部门。我们专注于创新型纯电动车、微型电动车以及先进出行解决方案的开发、生产与进口。

FM Factory 采用以设计为驱动的研发模式，在工程与美学之间实现深度融合，连接了工业制造与时尚灵感产品设计这两个世界。

从技术概念到最终组装，我们全程管理产品开发的每一个阶段，为自有品牌和第三方项目提供可扩展的解决方案。总部位于米兰的团队汇聚了整车设计、原型开发、认证测试和市场适配等方面的专业能力，始终关注品质、模块化与用户体验。

FM Factory 还活跃于为国际制造企业提供咨询服务，帮助有意进入或拓展欧洲市场的企业，明确市场定位、制定进入策略、构建合理的价格体系，并在欧洲范围内建立稳固的分销网络。

FM Factory 是意大利创意与电动创新的交汇点，更是将工业项目转化为品牌的孵化器。

FM Factory® srl
Manufactoring Innovation.

EU Office: Via Isaac Newton, 9 - 20016 Pero (Milan - Italy) Asia Office: Jinghope Plaza 88 Huachi Street Suzhou (China)
VAT N. 11919330966 REA MI-2631001 hello@fm-factory.com www.fm-factory.com

FMF Consulting

Go-to-Market Consulting for International Manufacturers.

At **FM Factory**, we support international manufacturing companies looking to enter the European market with a structured, brand-driven strategy.

Our go-to-market consulting division combines deep market knowledge, design sensibility, and operational expertise to help foreign producers not only sell in Europe — but truly establish themselves as brands.

We work closely with clients to define every aspect of their market entry plan, ensuring long-term scalability and competitiveness.

fm-factory.com

Copyright FMF ® - All rights reserved.

Our Strategic Support Includes:

• ***Market Analysis.***
We identify the right countries, segments, and customer profiles through structured data and on-the-ground insight. We evaluate competitors, pricing structures, regulations, and market gaps.

• ***Brand Positioning & Strategy.***
We shape a compelling brand narrative and define your value proposition, USP, and ideal positioning within the European context — from premium to mass-market.

• ***Corporate Image & Design***
From naming and logo to brand guidelines and tone of voice, we create a full brand identity system aligned with European design and communication standards.

• ***Distribution Network Development.***
We build or expand your sales network — through importers, B2B dealers, local agents, or hybrid models — optimizing coverage, performance and ROI.

• ***After-Sales Infrastructure.***
We structure and activate a dedicated after-sales service model: technical training, service manuals, spare parts logistics, and warranty processes — fully aligned with EU customer expectations.

Whether you're launching a single product line or building a full European business unit, FM Factory is your trusted partner in transforming industrial value into brand impact.

FM Factory® srl
Manufactoring Innovation.

EU Office: Via Isaac Newton, 9 - 20016 Pero (Milan - Italy) Asia Office: Jinghope Plaza 88 Huachi Street Suzhou (China)
VAT N. 11919330966 REA MI-2631001 hello@fm-factory.com www.fm-factory.com

在 FM Factory，我们专注于为希望进入欧洲市场的国际制造企业提供结构化、以品牌为核心的市场进入策略。

我们的 go-to-market（市场落地）咨询团队融合了深厚的市场洞察力、敏锐的设计意识和扎实的运营经验，帮助海外制造商不仅能在欧洲销售产品，更能真正打造具有影响力的品牌。

我们与客户紧密合作，从市场调研到品牌定位，从渠道策略到售后结构，共同规划每一个关键环节，确保企业实现长期可持续发展与竞争力提升。

fm-factory.com
Copyright FMF ® - All rights reserved.

我们的战略支持包括：

- 市场分析

我们通过结构化数据与本地化洞察，精准识别目标国家、细分市场与客户画像。我们评估竞争格局、价格体系、法规要求及市场空缺，为品牌制定清晰的进入路径。

- 品牌定位与战略

我们为您打造有说服力的品牌叙事，明确您的价值主张、独特卖点（USP）及在欧洲市场中的理想定位——无论是高端市场还是大众市场。

- 企业形象与视觉设计

从品牌命名、Logo设计到品牌视觉规范和沟通语调，我们为您构建完整的品牌识别系统，符合欧洲主流设计语言与沟通标准。

- 渠道网络建设

我们帮助您建立或拓展销售网络——无论是通过进口商、B2B经销商、本地代理，还是混合渠道模式——最大化渠道覆盖率、销售表现与投资回报率（ROI）。

- 售后服务体系搭建

我们规划并激活专属售后服务体系：技术培训、服务手册、备件物流及质保流程——全面对接欧盟市场客户的服务期待。

FM Factory® srl
Manufactoring Innovation.

EU Office: Via Isaac Newton, 9 - 20016 Pero (Milan - Italy) Asia Office: Jinghope Plaza 88 Huachi Street Suzhou (China)
VAT N. 11919330966 REA MI-2631001 hello@fm-factory.com www.fm-factory.com

Our Executive Team

Vision and Leadership.

At the heart of our success lies a dynamic and visionary executive team, composed of industry experts dedicated to driving innovation and excellence in the automotive and mobility sectors. With a wealth of experience in engineering, design, manufacturing, and strategic business development, our leadership team is committed to shaping the future of mobility.

Each member brings a unique perspective, combining technical expertise with strategic insight to foster growth, enhance operational efficiency, and expand our global presence. Together, they lead with a passion for excellence, ensuring our company remains at the forefront of innovation and sustainable mobility solutions. With a strong emphasis on collaboration, technological advancement, and customer-centric strategies, our executive team continues to push boundaries, driving our company towards new achievements.

我们成功的核心源于一支充满活力且具有远见的管理团队，由一群致力于推动汽车与出行领域创新与卓越的行业专家组成。

团队成员在工程、设计、制造及战略业务发展等方面拥有丰富的经验，始终致力于引领未来出行方式的变革。

每位成员都带来了独特的视角，将技术专长与战略洞察力相结合，不断推动企业增长、提升运营效率，并拓展我们的全球影响力。他们怀抱对卓越的热情共同领导企业，确保我们始终走在创新与可持续出行解决方案的前沿。

fm-factory.com

Copyright FMF ® - All rights reserved.

我们的领导团队高度重视协作、技术进步与以客户为中心的战略，不断突破行业边界，引领公司迈向新的成就与高度。



Francesco M. FARINA
Founder & CEO



Samuel SUN
Managing Director FM FACTORY



Zita YAO
CFO FM FACTORY



Vincenzo INFANTINO
Senior Sales Strategist



Martina PERRUCCI
Marketing Strategist



Efren BOLANOS
Service Strategist

FM Factory® srl
Manufactoring Innovation.

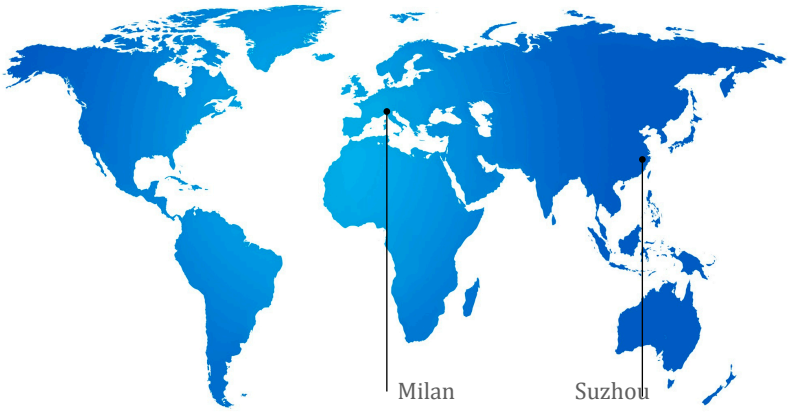
EU Office: Via Isaac Newton, 9 - 20016 Pero (Milan - Italy) Asia Office: Jinghope Plaza 88 Huachi Street Suzhou (China)
VAT N. 11919330966 REA MI-2631001 hello@fm-factory.com www.fm-factory.com

Rooted in our origins

From Milan.

Being headquartered in **Milan** is one of our greatest strategic advantages. **Milan** is not only the capital of Italian design and fashion, but also a key hub for finance, innovation, and international business. Located at the crossroads of Europe, it offers direct access to the continent's most dynamic markets and serves as a gateway to global opportunities.

This unique positioning allows **FM Factory** to operate at the intersection of creativity and industry, drawing daily inspiration from the world's top design talent, fashion houses, and emerging lifestyle trends — while remaining deeply connected to the manufacturing and economic backbone of Europe. **From Milan**, we shape products, strategies, and experiences that resonate globally — with the unmistakable signature of Italian design excellence, strategic thinking, and international vision.



fm-factory.com
Copyright FMF ® – All rights reserved.

总部设在米兰是我们最具战略意义的优势之一。

米兰不仅是意大利设计与时尚之都，同时也是金融、创新与国际商务的重要枢纽。作为欧洲交汇的中心城市，它为我们提供了通往整个欧洲最具活力市场的直接通道，也是连接全球机遇的理想门户。

这种独特的地理与文化定位，使 FM Factory 能够在创意与工业的交汇处高效运作，从全球顶尖的设计人才、时尚品牌与新兴生活方式趋势中汲取灵感的同时，始终与欧洲强大的制造与经济体系保持紧密联系。

正是在米兰，我们打造出面向全球的产品、策略与体验——融合了意大利设计的卓越基因、战略思维与国际化视野，并深深植入每一个细节之中。

FM Factory® srl
Manufactoring Innovation.

EU Office: Via Isaac Newton, 9 - 20016 Pero (Milan - Italy) Asia Office: Jinghope Plaza 88 Huachi Street Suzhou (China)
VAT N. 11919330966 REA MI-2631001 hello@fm-factory.com www.fm-factory.com

THANK YOU

www.fm-factory.com