

**Key TP-LINK Stats**

Number of Offices Worldwide:	25 (as of January, 2012)
Headquarters:	Hi-tech Industrial Park, Shenzhen China
Number of Employees:	12,000 (as of January, 2012)
Year Founded:	1996
Company Overview:	TP-LINK is a global provider of SOHO networking products and the World's No.1 provider of WLAN and Broadband CPE devices, with products available in over 100 countries to tens of millions of customers. Committed to intensive R&D, efficient production and strict quality management, TP-LINK continues to provide award-winning networking products in Wireless, ADSL, Routers, Switches, IP Cameras, Powerline Adapters, Print Servers, Media Converters and Network Adapters for Global end-users.
Product Overview:	Wireless routers & adapters, wireless access points, outdoor wireless access points, 3G routers, ADSL modem router, Powerline products, IP cameras, print servers, SOHO routers, SOHO switches, SMB broadband routers, SMB switches
Current Markets Served:	TP-LINK products are available in over 120 countries, with 336 distributors: North America: 11 Distributors in 2 countries Europe: 136 distributors in 43 countries Asia, Mid-East and Africa: 110 distributors in 41 countries Latin America: 79 distributors in 16 countries
Sales Figures:	Global sales 2011: (FOB) \$950 million USD Annual Average Growth Rate: 39.3% over the last 7 years Global Sales Volume 2010: 54.6 million units Daily Sales Volume 2010: 216,000 units
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More Information:	<a href="http://www.tp-link.com">www.tp-link.com</a>
Competitive Differentiators:	In-House Manufacturing: unlike other networking companies, TP-LINK owns its own manufacturing facilities with no outsourcing. Original Developer: complete control of firmware source code; production uniformity and performance stability. Best Quality/Price: RMA rate less than 1%; best operational cost control. e-tail, Retail and Distributor Support: dedicated account managers and product engineers. R&D Investments: more than 8% of annual sales revenues

## TP-LINK Founders and Leadership Bios

Cliff and Jeffrey Chao co-founded TP-LINK in 1996 with Cliff at 32 and Jeffrey at 28. The young brothers began from scratch with the company's first ISA-bus 10Mbps LAN card as one of the first SOHO and SMB networking companies in Mainland China. Since becoming China's number one SOHO networking company in 2002, TP-LINK now boasts a product line ranging from wireless routers and access points, outdoor wireless, 3G routers, ADSL modem routers, Homeplug adapters, to PoEs, IP cameras, SMB switches, and VPN routers and are now available in over 100 countries worldwide.

Cliff Chao studied at Zhejiang University and directs the company's China operations, while Jeffrey Chao, who graduated from Shanghai Jiaotong University with a Master's degree in Computer Sciences, directs Global operations. Both brothers continue to dedicate a great deal of their time to product development and other aspects of the company to realize their dream of making TP-LINK the number one SOHO and SMB networking company in the world.

## About TP-LINK



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