



I N F I N I T U S G L O B A L

无限极全球

李锦记集团旗下成员

Member of LEE KUM KEE Group

INFINITUS

源起李锦记

李锦记集团发展历史

Origin from LEE KUM KEE
Development History of LEE KUM KEE Group

In 1888, Lee Kum Kee was established to develop the sauce business

发展酱料业务

创立李锦记

1888年

In 2010, Infinitus began to explore overseas markets and developed into "Infinitus Global"

无限极开始进军海外市场

无限极全球

2010年



第一代
李锦裳先生

The 1st Generation
Mr. Lee Kum Sheung



第二代
李兆南先生

The 2nd Generation
Mr. Lee Shiu Nan



第三代
李文达先生

The 3rd Generation
Mr. Lee Man Tat



第四代
李惠森先生
李锦记集团执行主席

The 4th Generation
Mr. Sammy Lee
Executive Chairman of Lee Kum Kee Group



1992年

成立无限极

进军中草药健康养生产业

In 1992, Infinitus was established to enter the Chinese herbal medicine industry

2015年

成立爽物业

投资管理和物业服务

In 2015, Happiness Properties of investment management and real estate services was established

2016年

成立自动波领导力实验室

企业文化顾问

In 2016, Infinitus Autopilot Leadership Lab was formed to provide corporate culture consultancy services

2017年

爽投资

初创投资

In 2017, Happiness Capital Limited was established to engage in venture capital investment

2018年

爽工程

共创更快乐世界

In 2018, Project Heha of The Movement to Co-create a Happier World was initiated

无限极的使命

弘扬中华优秀养生文化，
共创更健康、更快乐的生活！

The Mission of Infinitus
Advocating the premium Chinese health regimen
and co-creating healthier and happier lives

无限极全球行政总部、全球研发中心及全球体验中心，坐落于广州白云新城—无限极广场A座。

Infinitus Global Administrative Headquarters, Infinitus Global Research and Development Center and Infinitus Global Experience Center are located in Guangzhou Baiyun New City-Infinitus Plaza Block A



市场布局

MARKET LAYOUT

中国
市场

China
Market



30 家分公司、体验中心

30 branches、experience centers

近7000 家专卖店/体验空间

Nearly 7000 franchised stores/experience spaces

海外
市场

Overseas
Market



8 个海外分支机构

8 overseas branches

1992
中国内地
Chinese Mainland

2010
中国香港
Hong Kong
China

2010
中国台湾
Taiwan
China

2010
马来西亚
Malaysia

2016
新加坡
Singapore

2016
加拿大
Canada

2018
泰国
Thailand

2019
菲律宾
Philippines

2020
哈萨克斯坦
Kazakhstan

2020
先后在韩国、澳大利亚及新西兰
启动了跨境社交电商业务
Launched cross-border social e-commerce business in
South Korea, Australia and New Zealand since 2020



中华养生

CHINESE LIFE-NURTURING



在大健康产业当中定义了一个竞争领域：
中华养生

Define a competitive field in wellness industry: Chinese Life-nurturing



秉承中华优秀养生文化，以独特的健康养生
理念为指导

Adhere to premium Chinese health regimen and guided by unique health
care concept



融合东方智慧和现代科技，提供产品+服务
结合的健康养生解决方案

Integrate eastern wisdom with modern technology to provide health
solutions that combine products and services



倡导健康生活方式，满足多元化、个性化的
健康需求

Advocate healthy ways of life to meet diversified and personalized health needs

文化与理念

CULTURE AND PHILOSOPHY



独特的企业文化

Unique Corporate Culture

思利
及人

Si Li Ji Ren

自动波
领导模式

Autopilot
Leadership Mode

永远
创业

Constant
Entrepreneurship

独特的健康养生理念

Unique Health Regimen Philosophy

养生固本 健康人生

Nourish from within Get a healthy life

养生固本 Nourish from within

三调养：扶正气、平阴阳、调脏腑

Three Restorations: Optimize Qi, Balance Yin & Yang, Regulate Zangfu

四合理：饮食、起居、运动、情志的合理

Four Habits: Diet, Rest, Exercise, Emotion

健康人生 Get a Healthy life

健康、家庭、事业的平衡

Balance among health, family and career

01

健康食品

Health Food Products

养固健
oriherb



优全佳
SVIP



轻意养
LATICE



乐安乐言
Lennetic



02

美妆

Skin Care and
Cosmetics Products

BEAUTRIO 萃雅



心维雅
VITABELLE



产品与品牌

PRODUCTS AND BRANDS



INFINITUS

无限极

涵盖健康食品、美妆、
家居用品三大品类，
超过**200**款产品

Covers three domains of over 200 types of
products including Health Food Products,
Beauty Makeup and Household Items

03

家居用品

Household Products

Homemate
帮得佳



享优乐
BeneLife



轻盈跃
ENLJTHE



产品研发

PRODUCT RESEARCH & DEVELOPMENT

01



独特的科研体系

Unique scientific research system

多方科研平台
全产业链支撑开发精品
Multiple scientific research platforms
Supported by the whole industry chain to
develop exquisite products

02



自有研发团队 自主核心技术

Exclusive R&D team with
independent core technology

中草药复合多糖
600+项有权专利（截至2024年8月）
“Compound polysaccharides” core
component ; 600+ proprietary patents
(By the end of August 2024)

03



全球科研合作

Worldwide scientific research
cooperation

剑桥无限极研究中心、霍夫曼无限极
研究计划、无限极全球科学顾问委员
会等
Cambridge Infinitus Research Center, Hoffmann
Infinitus Program, Infinitus Global Scientific
Advisory Board and etc.

04



高新技术企业

High-Tech Enterprise

6次获得国家相关部门授权广东省颁
发的“高新技术企业”称号
Infinitus has also been awarded the title of
“High-Tech Enterprise” by Guangdong
Province, approved by the relevant state
departments for six times

参与科技部国家重点研发计划
Participating National key technologies R&D program
initiated by the Ministry of Science and Technology

Infinitus Global Scientific Advisory Board
无限极全球科学顾问委员会



产品供应

PRODUCT SUPPLY

从田间到舌尖全产业链布局，自主生产为主，OEM为辅

"From farm to fork" Comprehensive supply chain layout: mainly self produced, supplemented by OEM



自有生产基地

Infinitus Production Bases

01

两大生产基地：新会、营口

Two production bases: Xinhui and Yingkou

年产品供应能力将超过 500亿元人民币

Annual product supply capacity exceeds 50 billion yuan



中草药种植管理模式

Chinese Herb Plantation Management Model

02

在全国22个省份的各大地道原料产区建立了近70个种植基地

Nearly 70 plantation bases in respective authentic raw material production areas of 22 provinces in China were established.

现代化、规范化和标准化的中草药种植与管理，全程可管控可追溯

Chinese Herb Plantation Management are modernized, normalized and standardized, which can be fully traceable and controllable throughout the process



品质检测

Product Quality Inspection

03

通过ISO 9001、FSSC 22000、HACCP、ISO22716、GMPC五项认证

Obtained ISO9001、FSSC 22000、HACCP、ISO22716、GMPC certifications

通过中国合格评定国家认可委员会（CNAS）的实验室认可，通过“英国FAPAS重金属”、“美国USP”和“德国DRRR营养成分”能力验证。

The laboratory has been accredited by the China National Accreditation Service for Conformity Assessment (CNAS) and has passed the proficiency tests organized by international authoritative organizations such as "FAPAS," "USP," and "DRRR."

销售渠道

SALES CHANNELS

 采用B to b to C的销售方式

Adopt the sales approach of B to b to C

 持续推动线上、线下融合发展

Continuously promote the integration of online and offline development



重大荣誉

MILESTONE AWARDS



中草药复合多糖组合物获得欧洲专利局颁发的专利
Composition Comprising Polysaccharides were patented by the European Patent Office



2017“无限极”品牌价值 658.69 亿元人民币，荣登当年度“中国 500 最具价值品牌”排行榜第 45 位
In 2017, the brand value of Infinitus was RMB 65.869 billion, ranking the 45th in China's 500 Most Valuable Brands of the year



三次荣获国家科技进步奖二等奖
Won the 2nd Prize of the National Science and Technology Progress Award three times



参与“十三五”科技部国家重点研发计划
Participating in the National Key R&D Program of the Ministry of Science and Technology during the 13th Five Year Plan period



连续5年多款产品获得世界质量品鉴大会奖项
Multiple products won Quality Awards by the Monde Selection for 5 consecutive years



连续17年在中国食品安全年会上获得多项表彰
Multiple awards by China Food Safety Annual Conference for 17 consecutive years



增健口服液获得欧睿市场地位声明：在中草药类免疫调节保健食品的销售额方面全国领先
Zengjian Oral Liquid achieves Euromonitor Market Position Statement: Leading in Sales of Chinese Herbal Immunomodulatory Health Products Nationwide



多次获得由国际权威人力资源咨询机构颁发的“亚洲最佳雇主”“中国最佳雇主”“中国杰出雇主”等称号
Repeatedly awarded titles such as "Best Employer in Asia," "Best Employer in China," and "Outstanding Employer in China" by international authoritative human resources consulting agencies

社会责任

SOCIAL RESPONSIBILITY



先后捐建 **21** 所无限极小学

21 Primary Schools were donated by Infinitus



开展“无限极行走日系列活动”“养生文化进家”“思利及人·助学圆梦”及“无限极快乐足球”等公益活动

Multiple charitable activities were carried out, such as Infinitus Life-Nurturing Walking Series Activities, Health Maintenance Promotion for Families, Si Li Ji Ren Education Dream Support Program and Infinitus Happy Football Program



已累计向社会捐款捐物价值超过 **2.89** 亿人民币

Accumulated donations and goods to the society worth over 289 million RMB



成立无限极志愿者协会，志愿者数量超过 **1.2** 万名，志愿服务时超过 **13.2** 万小时

Founding of Infinitus Volunteers Association: over 12,000 volunteers devoting more than 132,000 service hours



连续 **7** 年联合中华中医药学会发布《全民中医健康指数研究报告》

连续 **6** 年举办健康责任论坛

Jointly released the "Research Report on the National Traditional Chinese Medicine Health Index" with the Chinese Association of Traditional Chinese Medicine for 7 consecutive years, has jointly released Holding Health Responsibility Forum for 6 consecutive years. Holding Health Responsibility Forum for 6 consecutive years



连续 **17** 年发布企业社会责任报告

Released "Infinitus Corporate Social Responsibility Report" for 17 consecutive years



INFINITUS

THANKS

