

Key TP-LINK Stats

Number of Offices Worldwide: 21 (as of April 2011)

Headquarters: Hi-tech Industrial Park, Shenzhen China

Number of Employees: Over 8100 (as of April 2010)

Year Founded: 1996

Company Overview: TP-LINK is a global provider of networking products, available in over 100 countries with tens of millions of customers. With the No. 1 market share in China, TP-LINK is committed to innovative R&D, effective production and strict quality management.

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 is available in over 110 countries, with 298 distributors (Feb 2011):
North America: 28 distributors in 2 countries
Europe: 105 distributors in 45 countries
Asia: 73 distributors in 31 countries
Latin America: 52 distributors in 16 countries
Mid-East and Africa: 40 distributors in 25 countries

Sales Figures: Global sales 2010: \$653 million USD
Annual Average Growth Rate: over 40% in last 6 years

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More Information: www.TP-LINK.com

Competitive Differentiators: Manufacturing In-House: 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.