

## About EaseUS®

### Overview

CHENGDU Yiwo® Tech Development Co., Ltd was founded in 2004 by a group of innovative technology pioneers with headquarter in Chengdu, China and office in California, USA. We specialize in data backup, storage management, data recovery and system clean for both Windows and Mac users in over 180 countries and areas. At present, the company owns more than one hundred employees and the R&D staff is up to 64%.

EaseUS products are now installed on millions of computers and servers worldwide.



**Purpose:** Develop innovative software to protect data in a reliable and cost-effective manner.

### Target Scheme:

- **Clients:** Reliable and easy-to-use products are designed for different users: home users, SMBs and enterprises.
- **Partners:** Particular cooperation applies to various partners, like OEMs, developers, resellers, affiliates, etc.
- **Investors:** A strong momentum of development boosts investors' confidence.

## Milestones

### 2012

Release EaseUS Todo Backup 5.0 with new edition of EaseUS Todo Backup Home  
Release EaseUS Todo Backup 4.0, 4.5, and 4.6  
Release EaseUS CleanGenius 2.0, 3.0 and 4.0

### 2011

Release EaseUS Todo Backup 3.5  
Release EaseUS MacCleaning 1.0.  
EaseUS® Partition Master 9.1 for upgrading system disk & extending dynamic system volume.  
Release EaseUS® Todo Backup 3.0 with differential backup, system backup, Exchange Server, SQL Server and tape backup.  
Release EaseUS® Todo Backup 2.0.2

### 2010

EaseUS® was awarded "The Certificate of High-tech Enterprise".  
Release EaseUS® Data Recovery Wizard 5.0.1.  
Release EaseUS® Partition Master 5.0.1.

### 2009

Release EaseUS® Todo Backup.  
Change EaseUS® Partition Manager into EaseUS® Partition Master with version 3.5, 4.0 and 4.1 being released in the same year.

### 2008

Financed by Export Special Funds of Bureau of Commerce in Chengdu.  
Donate for 5.12 Wenchuan mega-quakes.  
Release EaseUS® Data Recovery Wizard 4.3.6.

### 2007

Release Linux File Recovery, Deleted File Recovery and Photo Recovery.  
Supported by a project grant for High-tech Enterprises of State Bureau of Commerce  
Awarded "Software Enterprises" by State Information Department.  
Invited to the China International Software Conference.  
Release EaseUS® Partition Manager.

### 2005 - 2006

EaseUS® Technology R&D Center was established.  
Release EaseUS® Data Recovery Wizard.

Release EaseUS® Partition Table Doctor for Windows.

**2004**

CHENGDU YIWO TECH DEVELOPMENT CO., LTD was formally established.

## **Research and Development**

With extensive practical experience dealing with challenges of the IT, software and data lifecycle industry, EaseUS' teams are developing technologies and building solutions to help customers secure their information, manage storage size for better performance, and retrieve disappearing information back.

### **Data Recovery Technology**

Technology innovation is the key for success and EaseUS masters the core technology of system kernel and file system in Windows. The data recovery software researched and developed by EaseUS is based on the cutting-edge technology, which outstands itself among all data recovery applications by receiving worldwide acknowledgment.

### **Partition Manager Technology**

The partition manager requires a deep understanding of file system and operating system. In order to satisfy the changing demand of storage management and hardware, EaseUS® Partition Master constantly improves itself and becomes a household application over the world.

### **Backup and Recovery Technology**

The backup and recovery market is one of the most potential and profitable markets in this information-driven world. As volumes of crucial data have been increased rapidly in enterprises, not only are bigger storage devices required, but also reliable and professional technologies for data protection is essential. The success in fields of data recovery and partition management provides EaseUS a good chance for entering into the data backup market.



## Product Lines

The wide range of products offered by EaseUS Software is used by private users, small- and medium-sized companies and large international organizations alike. Product portfolio covers the following application areas: data protection, data recovery, system optimization, and storage management. EaseUS products distinguish themselves through their user-friendliness, high performance and low costs.

### 1

### Backup and Recovery

With our award winning software - EaseUS® Todo Backup, your files are completely protected and you can rest with a full peace of mind. Better yet, it's easy to use and you can begin protecting your data within minutes. Solutions provided in this data backup application are:

- Continuous backup, network backup and system backup
- Remote control for time- and energy-saving
- SQL/Exchange Server database backup and recovery
- Snapshot for recording changes of system
- Recovery to dissimilar hardware for easy system migration
- Tape, NAS, dynamic and GPT backup
- Built-in bootable disk for disaster recovery
- System backup/restore & deployment via PXE

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## Partition Manager

Standalone partition manager - EaseUS® Partition Master, which is equipped with more features and easier to use in general, enables users to easily manage disk with Windows system. The unique arithmetic is based on the profound grasp on the file system to ensure the effectiveness and reliability of the software.

Now, EaseUS® Partition Master gets more than five millions users all over the world.  
Functions are:

- Safely resize system partitions with all data protected
- Convert dynamic disk to basic disk and convert FAT to NTFS file system.
- Support dual boot system, like Windows 7 and Windows 8, Windows XP and Windows 7, etc.
- Safely merge partitions into one without data loss.
- Disk/partition copy for transferring data or upgrading system disk to a bigger one.
- Resize/copy dynamic volumes for better performance
- Create, delete, move, wipe and resize partitions
- Built-in WinPE bootable disk

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## Data Recovery

Now we offers two recovery tools: one for Windows and the other for Mac. Both solve all data loss problems and recover files emptied from Recycle Bin, or lost due to software crash, formatted or damaged hard drive, virus attack, and other unknown reasons under Windows and Mac Operating system.

EaseUS Data Recovery Wizard is for Windows with many recovery solutions:

- Recover deleted or lost files emptied from the Recycle Bin.
- File recovery after accidental format, even Windows reinstallation
- Get data back from RAW hard drives or a hard disk crash
- Recover from hard drive, USB drive, memory card, memory stick, camera card, Zip, floppy disk or other storage media.
- Support FAT12, FAT16, FAT32, NTFS/NTFS5, EXT2 and EXT3 file systems.
- Faster scan lost files by skipping bad sectors automatically and preview lost files
- English & German language support.

EaseUS® Mac Data Recovery Wizard is designed for unlimited data recovery under Mac OS X

- Recover deleted or lost files emptied from the Trash Bin.
- Get data back after accidental format, hardware corruption, system failure, or virus

attack, etc.

- Support Mac data recovery from NTFS, HFS, HFS+, HFSX, HFS Wrapper and FAT file system volumes.
- Show preview of your recovered files to specify what you want to recover to save time.
- Recover lost information from Mac OS X 10.7 (Lion) & 10.6 (Snow Leopard) & 10.5 (Leopard) and other multiple media storage devices.



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## Mac Clean

CleanGenius runs regular maintenance mechanisms and performs routine checks, fixes and scans to make sure that your computer is being kept in shape, stays fit, clean and free from unneeded files. No matter it is the registry issues, uninstalled applications' leftovers, extra gadgets and components that clutter your system and slow your computer down, the system clean tool knows what is safe to be cleaned, fixed and disabled to help you make your computer run faster than ever.

- Mac Cleaner - free up more disk space and keep your Mac healthy and smooth
- Duplicates Finder - easily find and remove duplicate files to reclaim the wasted disk space
- Disk Usage - visualize the size of your files & folders and remove the unwanted large files to free up more disk space
- App Uninstaller - completely remove the unused apps & their related files
- Disk Space Monitor - monitor and warn you when the free space is running low
- Set Login Items - manage the login items by one click to specify which applications do not run when you start Mac

## Clients & Partners

### 1. Our Global Clients

EaseUS Software Group has been providing clients cost effective solutions for data recovery, hard drive management, storage management and data protection since its inception. Our clients appreciate high quality technology and service, and many of them choose to work exclusively with us because of the solutions we offer in terms of experience and expertise as it relates to their particular needs. For many of our clients, we are considered their trusted technology provider. Understanding that our clients are also looking for practical solutions to address their own sustainability challenges, to meet their demand, we are investing in developing expertise technology and service offers that meet these challenges.

Our clients include private users, small- and medium-sized companies, large enterprises, governments and non-profit organizations across the world.



## **2. Partners**

Our partners and resellers are distributed in more than ten countries, such as America, German and Japan. EaseUS has established long term relationship with world's leading software vendors, like Digital River in the United States and works closely with its customers and partners. We supports resellers and service providers to meet the increasing demand for data recovery, disk management and data protection. Our products are primarily distributed by resellers, OEM partners, retailers and technology partners. In addition to providing award-winning and competitively-priced software products, EaseUS offers extra support to its partners in the form of tailor-made.

Partners programs in EaseUS includes:

- OEM & Technology partner
- Reseller/Distributor
- Service Provider
- Affiliate Program
- Investor Relations

EaseUS has a wide range of basis for our third party cooperation on backup, data recovery, disk manager software. EaseUS Todo Backup is designed for the rigid demand of the system and data backup&recovery. By satisfying the needs of information system constructive project for governments, none profit organizations and enterprises, EaseUS Todo Backup has won numerous users. Up to now, EaseUS has made cooperative relationship with Japan Nippon Software Service, Lifeboat, Data Ecolab Inc, America and Radix-Italia, Italy.

## **Customer Service and Support**

### **1. Customer Support**

EaseUS offers customers totally FREE Technical Support Services including Email support, Online help, Custom Support Center and customer technical forums. With multiple ways of problem-solving solutions, EaseUS customer services have satisfied all our users and gained their appreciation.

### **2. Product Training**

EaseUS prepares our customers detailed products' training resources like Knowledge Base Document, Solution Guide, and User Guide Document. What's more, we also can customize the Help Files for your special needs and rich knowledge base would assist customers in understanding and correctly using our products.





## Media Talk about EaseUS®



"EaseUS Todo Backup, now schedules and performs incremental and differential backups, images your system partition from within Windows, and no longer splits files unless you want it to."



"EaseUS Partition Master brings a robust and diverse set of drive management tools to users of both operating systems. You can resize, create, format, and delete partitions, and most functions can be completed without requiring a reboot."



"Data Recovery Wizard by EaseUS is an easy to use, straightforward solution to recovering lost data and files. As our "TopTenREVIEWS Bronze Award" winning data recovery software, Data Recovery Wizard provides a unique mix of features, effective file recovery, and a usable interface."



"EaseUS Disk Copy Technician is a potent solution providing sector by sector disk/partition clone regardless of your operating system, file systems and partition scheme. The sector by sector method assures you a copy 100% identity to original."

## Some of Our Clients Worldwide





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