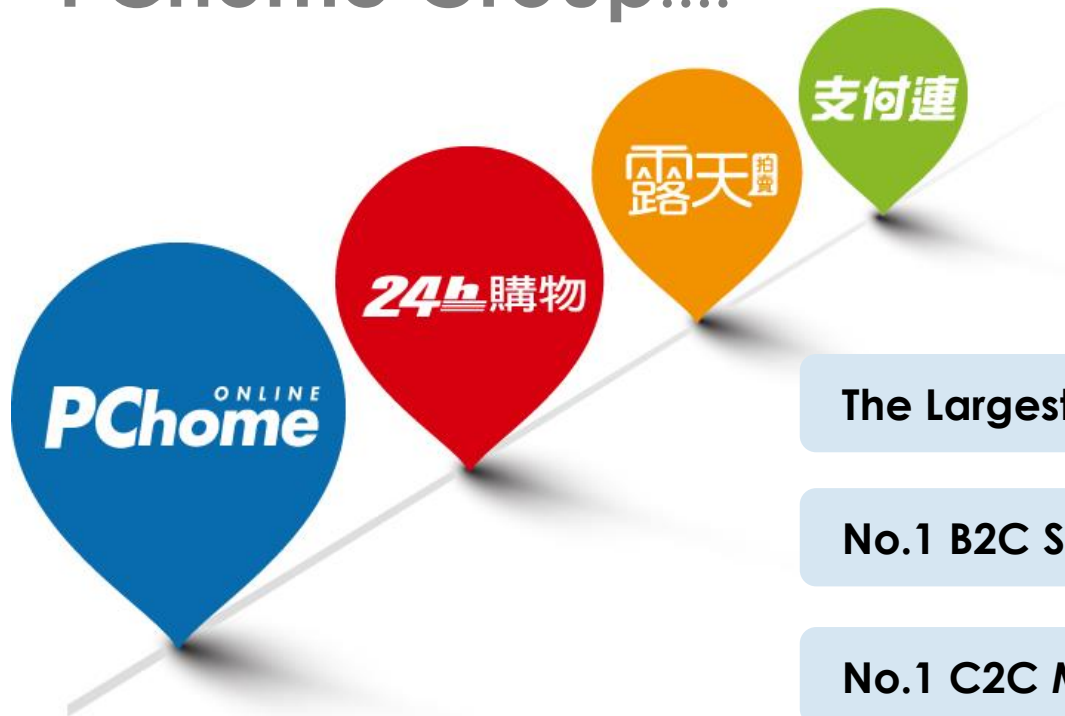


# PChome Group Company Overview

Taiwan's Leading e-Commerce Group

# PChome Group....



The Largest e-Commerce company in Taiwan

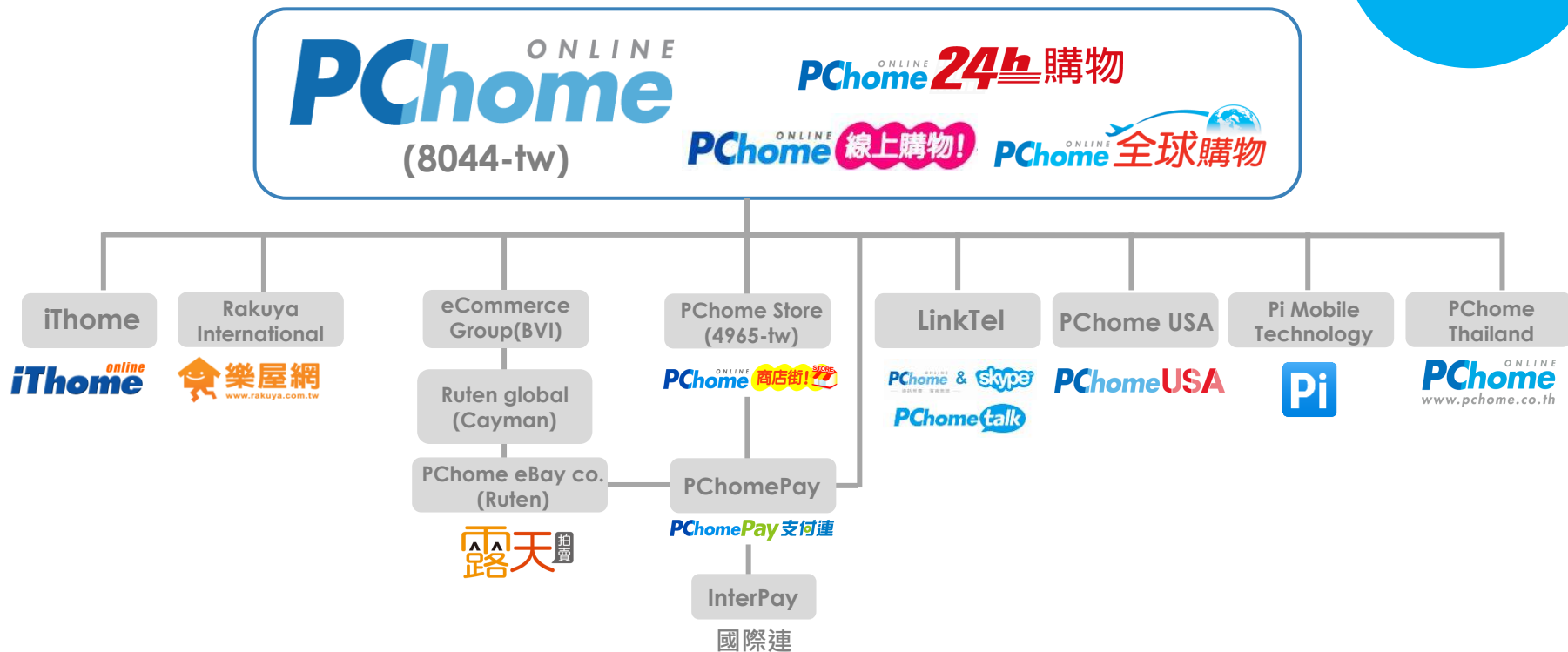
No.1 B2C Shopping Website

No.1 C2C Marketplace

No.1 Online Payment Service

**PChome** ONLINE GROUP

# Group Structure



# PChome Group

## B2C



## C2C



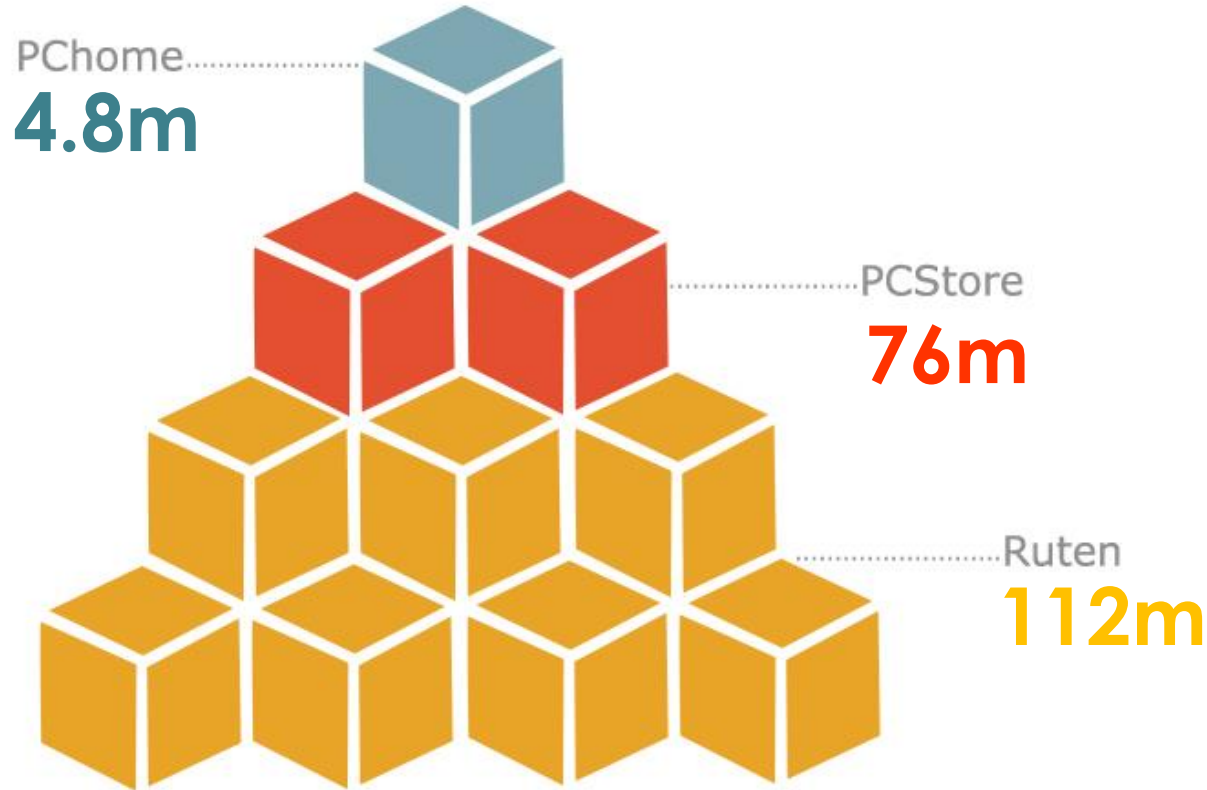
## Web service



## Payment



# Listing is power



# B2C Shopping

The logo for PChome ONLINE, featuring the word "PChome" in a bold, white, sans-serif font with "ONLINE" in a smaller font above it, all contained within a blue circular background.The logo for PChome ONLINE 24h 購物, featuring the word "PChome" in blue, "ONLINE" in small blue letters above it, "24h" in large red letters with horizontal lines, and "購物" in red Chinese characters.

Launched: January, 2007

SKU: Over 1,900,000 in stock

24 hrs delivery guarantee

Taipei City 6hrs delivery

The logo for PChome ONLINE 全球購物, featuring the word "PChome" in blue, "ONLINE" in small blue letters above it, a globe icon with a blue arrow, and "全球購物" in red Chinese characters.

International Shipping to 104 countries

The logo for PChome ONLINE 購物中心, featuring the word "PChome" in blue, "ONLINE" in small blue letters above it, and "購物中心" in white Chinese characters inside an orange rounded rectangle.

Launched: January, 2000

The logo for 商店街! STORE 購物中心, featuring "商店街!" in white Chinese characters inside a pink rounded rectangle, "STORE" in white letters above a yellow and red storefront icon, and "購物中心" in grey Chinese characters.

Launched: April, 2015

PChome<sup>ONLINE</sup>

PChome<sup>ONLINE</sup> 24h 購物

# PChome 24hr shipped 1,900,000 products across Taiwan

PChome<sup>ONLINE</sup>



Launched: January, 2007  
SKU: Over 1,900,000 in stock  
Warehouse: 150,000 square meters  
(Data as of Q2, 2015)



# We guarantee 24 hour delivery service in Taiwan



## PChome ONLINE 24h 購物



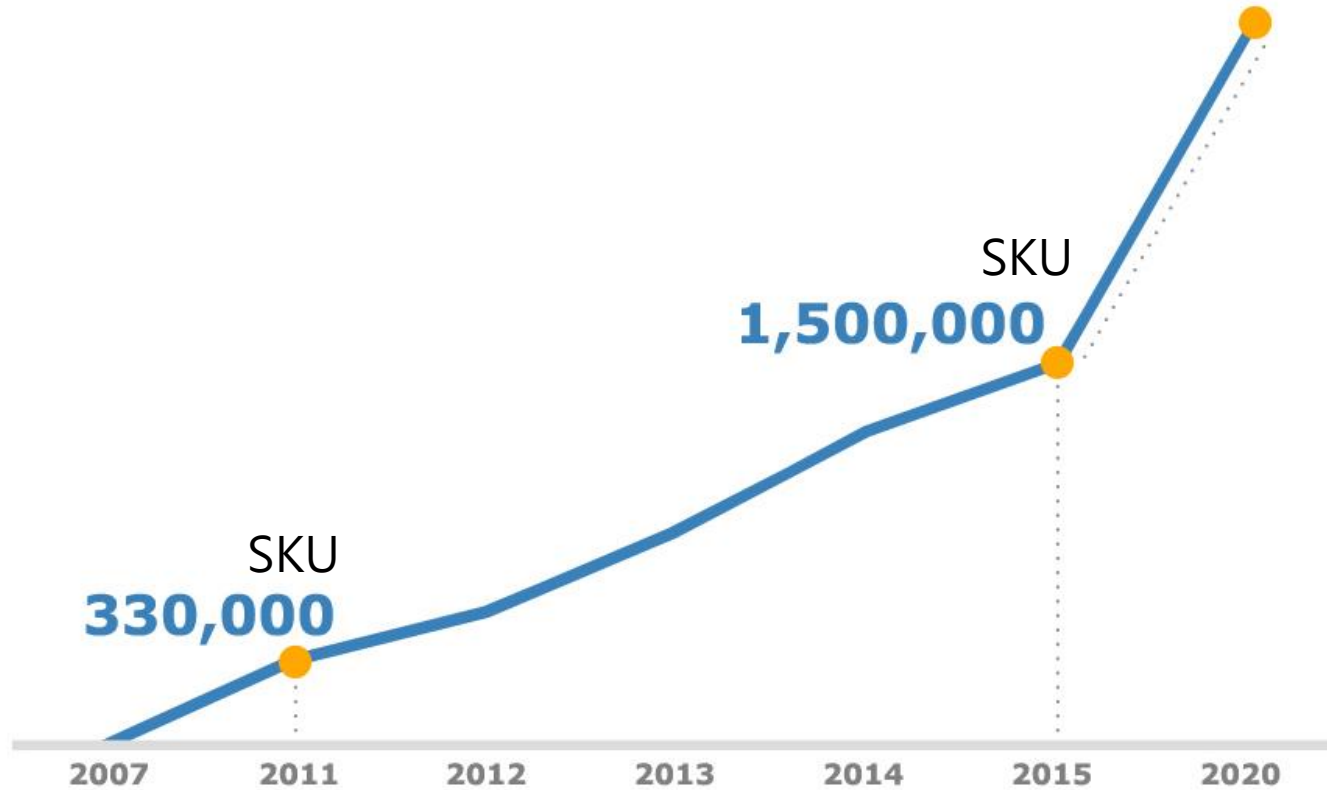
### On-time rate: 99.68%

Receive NT100 (Cash point) for late Delivery

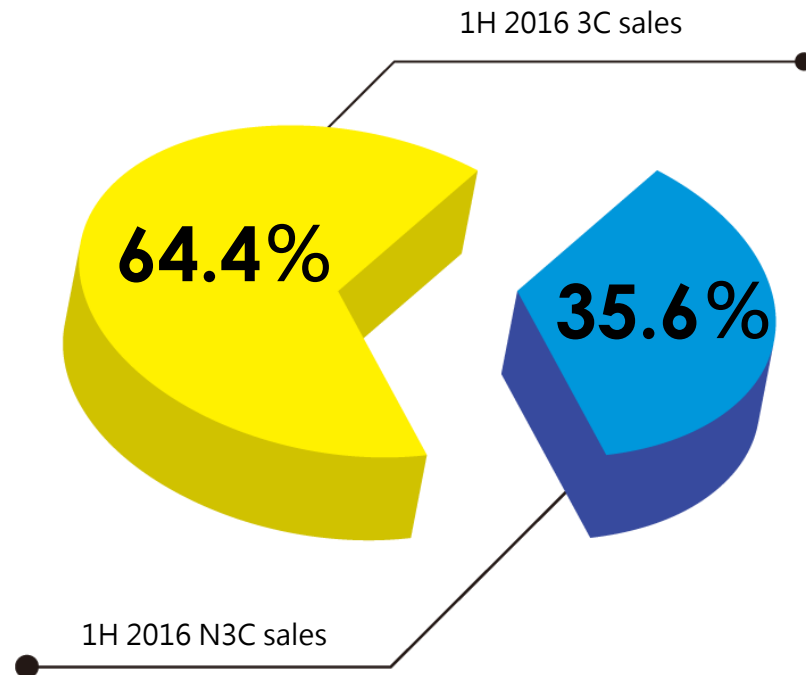
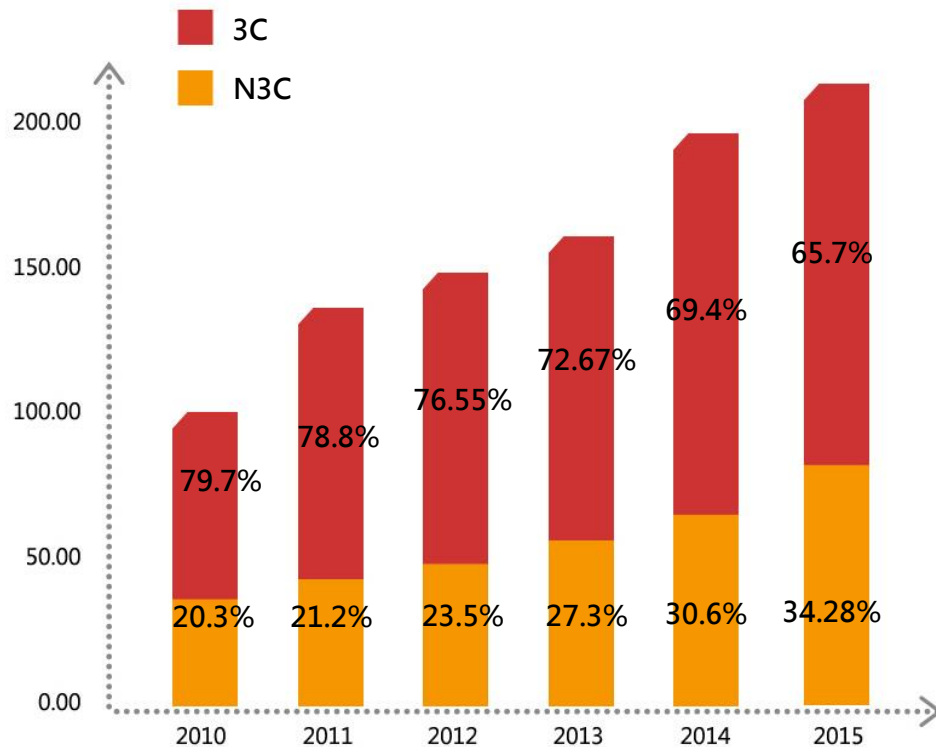
Real-time order checking system



# Sustained increase in SKUs



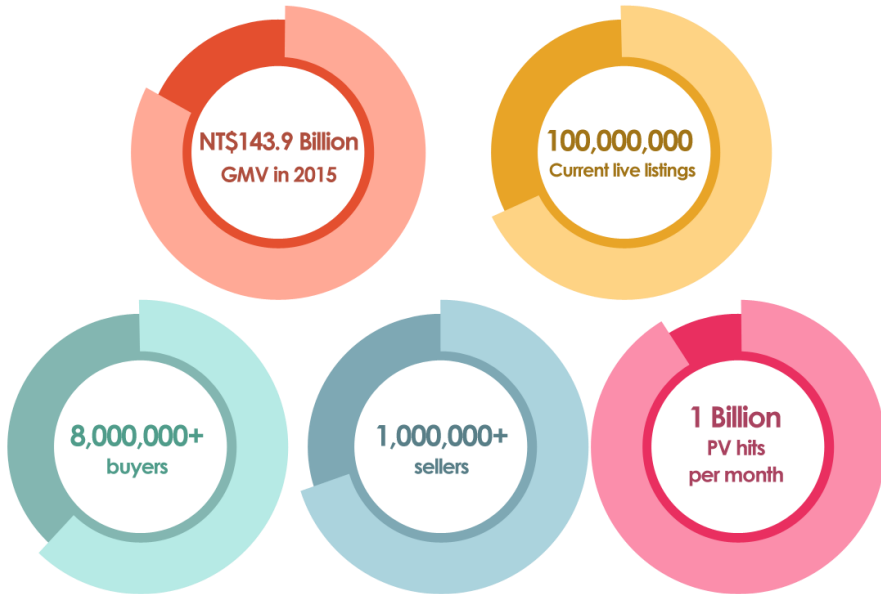
# 2010-2016 / 3C vs N3C Sales



# 露天拍賣



# C2C Marketplace



Over 20,000 stores opened by SMEs



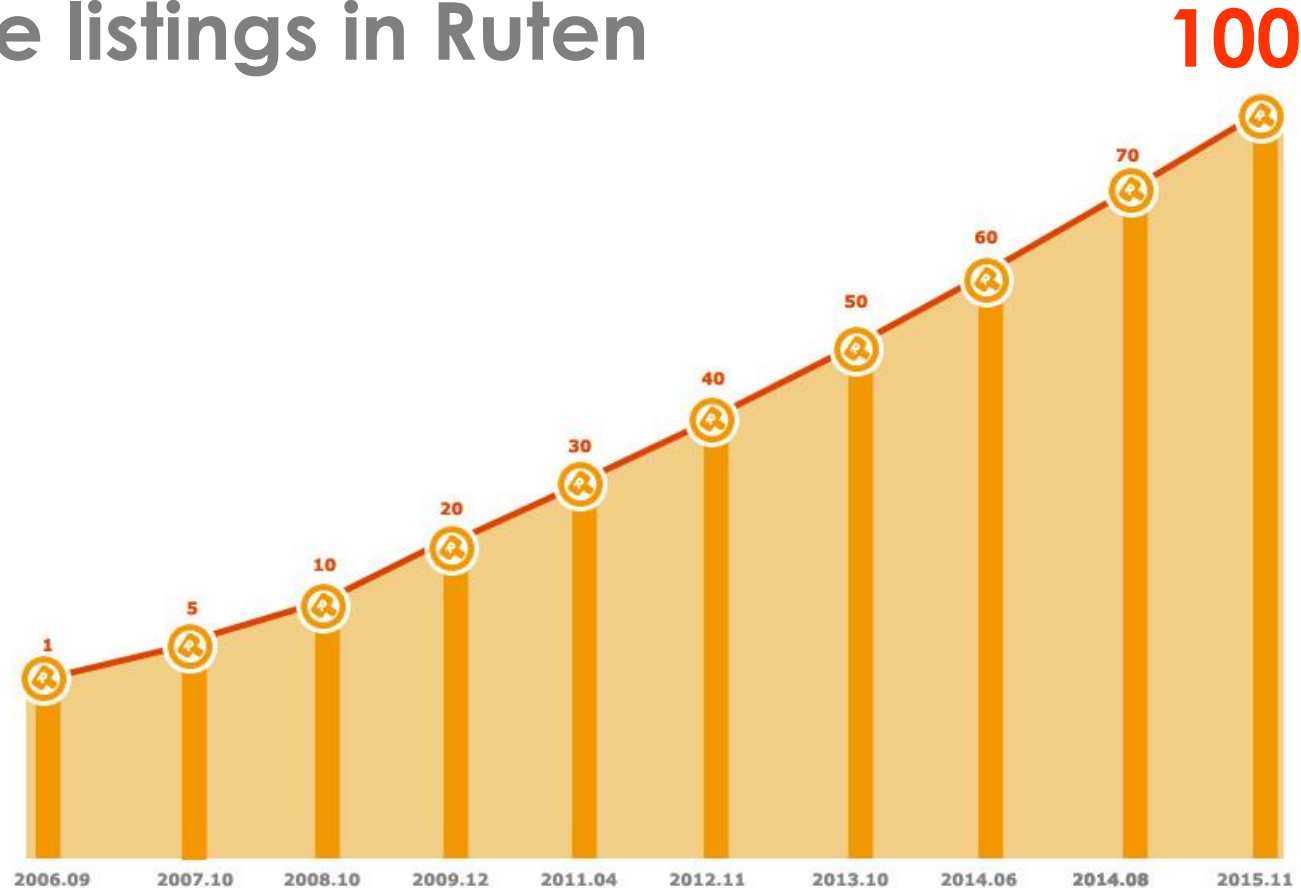
Over 4,870,000 listings  
Best choice for Chinese American to start an online store



[www.pchome.co.th](http://www.pchome.co.th)

Beta launched in September, 2015

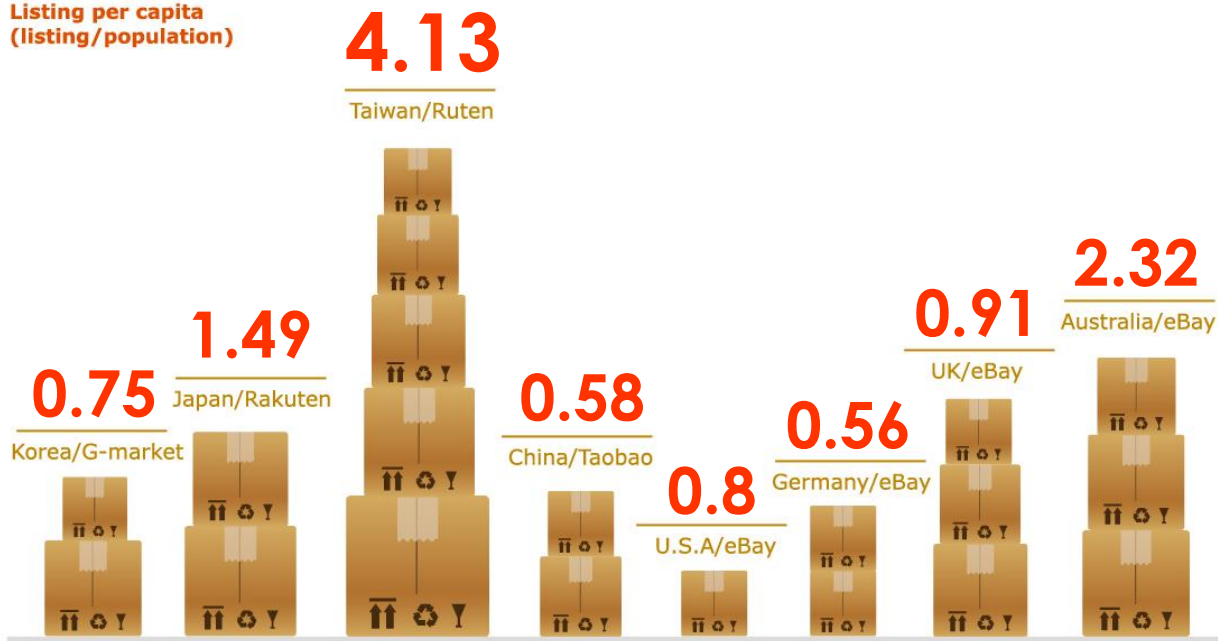
# Over 100,000,000+ live listings in Ruten



# Listing per Capita

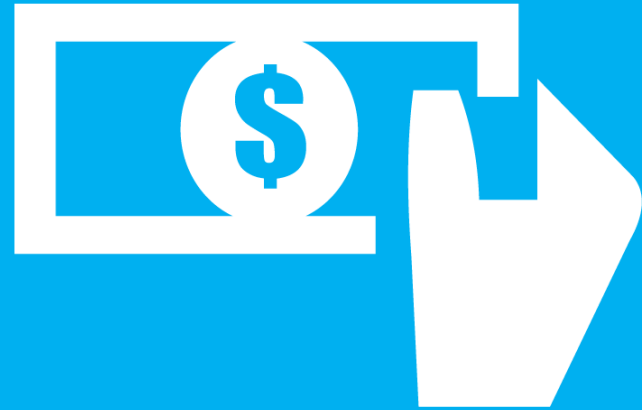
## Listing Per Capita

Listing per capita  
(listing/population)



Country/EC market leader

Payment





# Payment



## PChomePay 支付連

Over 66,000,000 listings online payment can be made through PChome Pay, which is the largest Online payment service in Taiwan.



## 行動錢包

Pi pioneers on mobile barcode payment technology. Let Consumers can easily complete payment process at storefront with barcodes in their smartphones.



# Online Payment can be made through PChome Pay

**PChome** ONLINE

**PChomePay** 支付連

No.1 Online payment service in Taiwan



58,000,000 listings



10,000 stores served



ATM escrow



Credit card payment



CVS Pick & Pay



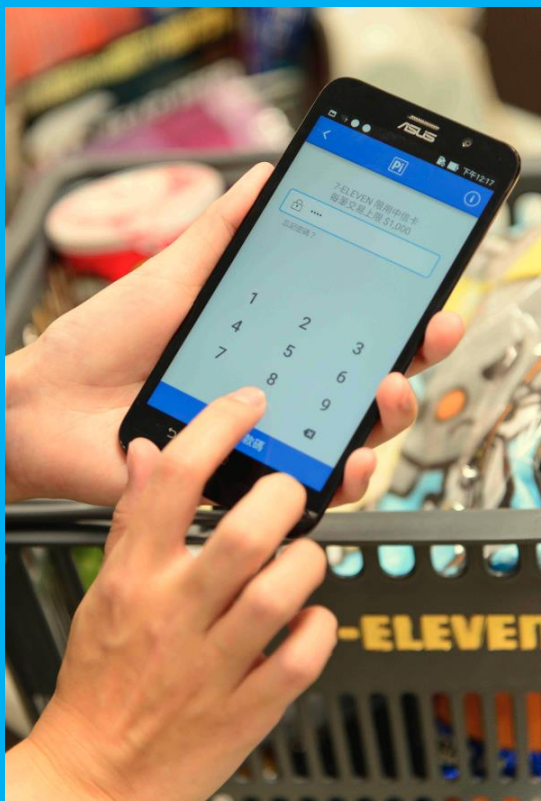
Deposit



Money transfer

Coming soon...2016 2H

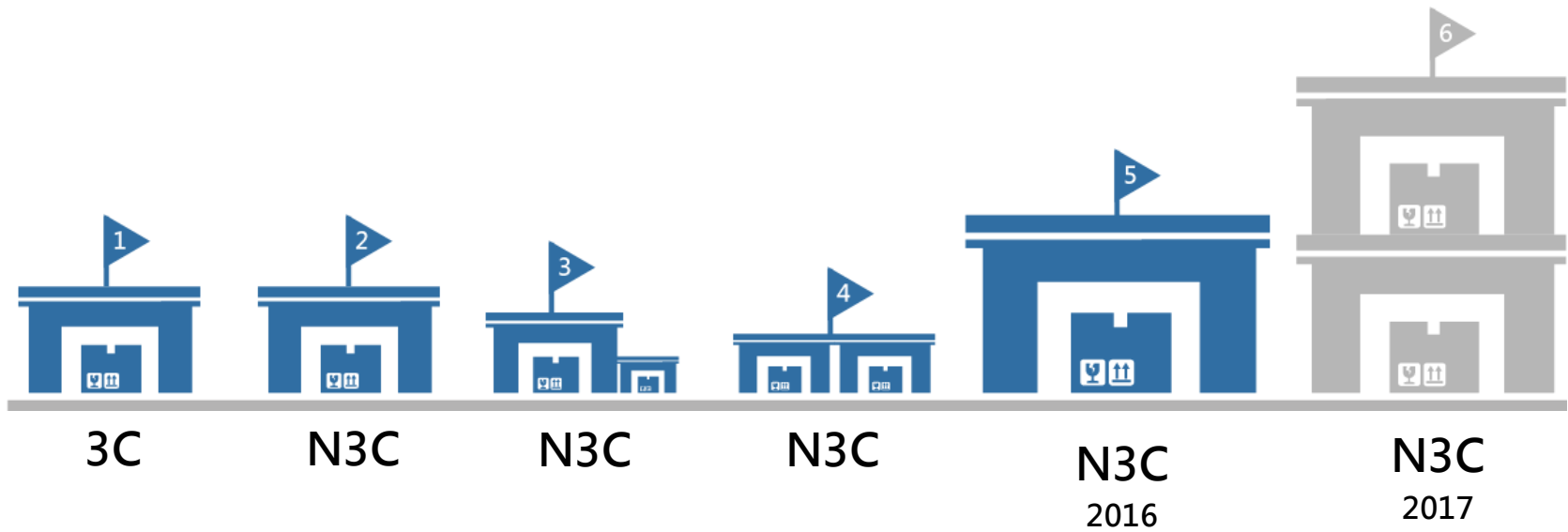
# Pi mobile wallet can be used in 5,000 physical stores in Taiwan



2016-2017

# Business Development Plans

# We will expand to 6 warehouses and increase more SKUs





In future, you will see  
more Taiwanese goods  
in PChome warehouses



In future, PChomePay provides online payment services on various platforms



# Ruten will expand into Asian market and introduce more Asian goods





# Financial Update

# 2016 vs 2015 Q1 YTD Income statement (IFRS-consolidated)



## IFRS-Consolidated

NTD :000	2016 1Q	%	2015 1Q	%	Variance
Revenue	6,773,079	100.0%	5,721,295	100.0%	18.4%
Gross Margin	1,148,817	17.0%	981,924	17.2%	17.0%
Operating Expense	795,107	11.7%	694,545	12.1%	14.5%
marketing Expense	604,540	10.3%	527,937	9.2%	14.5%
Aministration expense	126,766	1.1%	109,074	1.9%	16.2%
R&D expense	63,801	0.6%	57,534	1.0%	10.9%
Operating Income	353,710	5.2%	287,379	5.0%	23.1%
Net non-operating income	3,814	0.1%	583	0.0%	554.2%
Net income before tax	357,524	5.3%	287,962	5.0%	24.2%
Net income after tax	291,522	4.3%	237,720	4.2%	22.6%

## Attributable to

Shareholders of parent company	272,309	4.0%	212,325	3.7%
Minority Interest	19,213	0.3%	25,395	0.4%

# 2016 vs 2015 Q1 Balance Sheet (IFRS-consolidated)



ASSETS	2016.3.31		2015.3.31		Variance	
	Amount	%	Amount	%	Amount	%
Cash and cash equivalents	8,124,255	79	4,832,243	70	3,292,012	68.1
Notes receivable, net	5,072	0	4,930	0	142	2.9
Accounts receivable, net	304,271	3	357,137	5	(52,866)	-14.8
Other receivables	495,730	5	418,912	6	76,818	18.3
Inventories, net	413,975	4	397,852	6	16,123	4.1
Other financial assets-current	308,011	3	401,011	6	(93,000)	-23.2
Other current assets	39,295	0	34,596	1	4,699	13.6
<b>Current Assets:</b>	<b>9,690,609</b>	<b>94</b>	<b>6,446,681</b>	<b>93</b>	<b>3,243,928</b>	<b>50.3</b>
<b>Non-current Assets:</b>	<b>598,677</b>	<b>6</b>	<b>458,011</b>	<b>7</b>	<b>140,666</b>	<b>30.7</b>
<b>TOTAL ASSETS</b>	<b>10,289,286</b>	<b>100</b>	<b>6,904,692</b>	<b>100</b>	<b>3,384,594</b>	<b>49.0</b>
<b>LIABILITIES AND STOCKHOLDERS' EQUITY</b>						
Notes payable	880	0	2,875	0	(1,995)	-69.4
Accounts payable	2,060,577	20	1,735,418	25	325,159	18.7
Other payable	576,732	6	592,241	9	(15,509)	-2.6
Current tax liabilities	221,815	2	183,077	3	38,738	21.2
Other current liabilities	1,393,751	14	1,442,842	21	(49,091)	-3.4
<b>Current Liability:</b>	<b>4,253,755</b>	<b>42</b>	<b>3,956,453</b>	<b>58</b>	<b>297,302</b>	<b>7.5</b>
<b>Non-current Liability:</b>	<b>14,238</b>	<b>0</b>	<b>24,203</b>	<b>0</b>	<b>(9,965)</b>	
<b>TOTAL LIABILITIES</b>	<b>4,267,993</b>	<b>41</b>	<b>3,980,656</b>	<b>58</b>	<b>287,337</b>	<b>7.2</b>
Total owners' equity attributable to equity holders of the parent company	5,277,612	50	2,327,531	33	2,950,081	126.7
Non-controlling Interest	748,681	7	596,505	9	152,176	25.5
<b>TOTAL STOCKHOLDERS' EQUITY</b>	<b>6,026,293</b>	<b>59</b>	<b>2,924,036</b>	<b>42</b>	<b>3,102,257</b>	<b>106.1</b>
<b>TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY</b>	<b>10,294,286</b>	<b>100</b>	<b>6,904,692</b>	<b>100</b>	<b>3,389,594</b>	<b>49.1</b>

Thank you!!