

PC ONLINE
hrome

PChome 2018 Investor Day



Yun Su

GENERAL MANAGER,
PChomeStore



Kevin Tsai

GENERAL MANAGER,
PChome Online



Hung-Tze Jan

CHAIRMAN,
PChome Online



Vicky Tseng

GENERAL MANAGER,
PChome eBay Co.



Eric Chung

GENERAL MANAGER,
PChome InterPay

New World

Old World

New New World



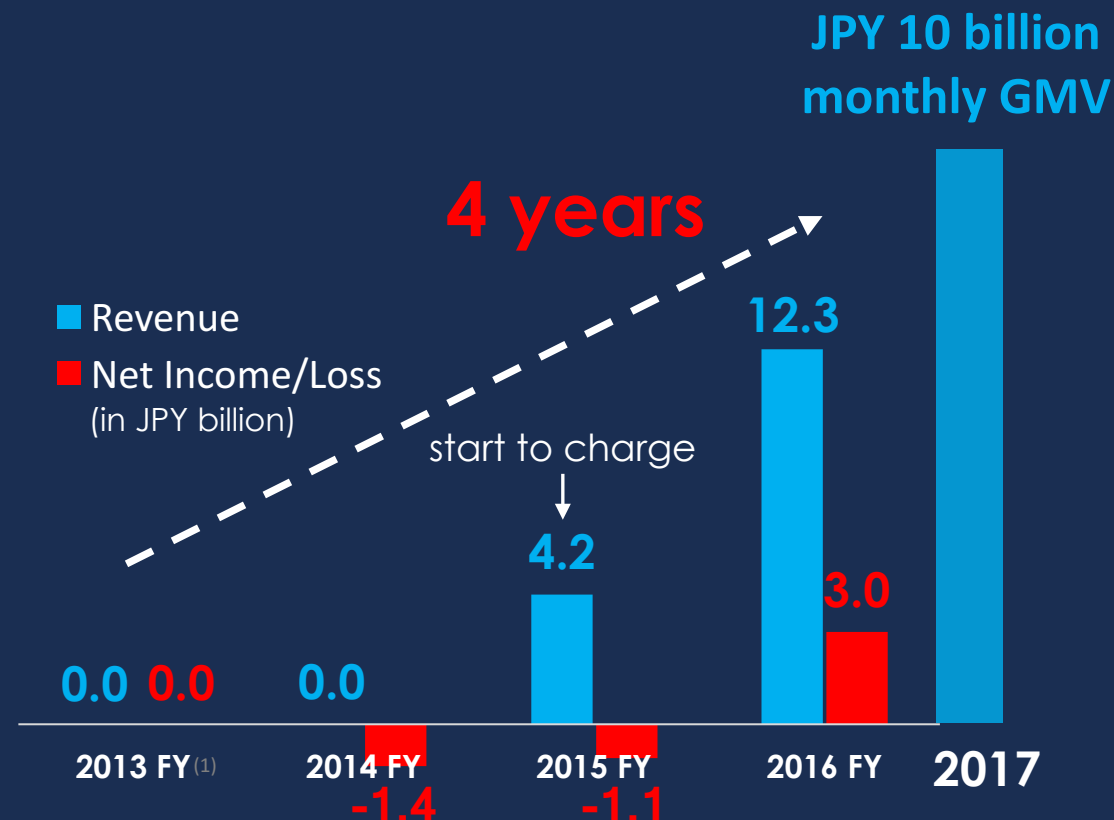
Reference: Toyo Keizai Inc.
 2017年9月23日号
 流通新大陸の覇者 メルカリ & ZOZOTOWN

M Company in Japan

Operation Metrics

- JPY 10 bn monthly GMV
- 50 million APP downloads
- 1 million daily delivery

Valuation: US\$ 1 billion



(1) FY: July-June

2016FY

2017FY

PChome ONLINE 24h購物

NT\$**22.7** billion revenue **19%YoY** NT\$**27** billion revenue (unaudited)

露天拍賣

NT\$**250** billion GMV **10%YoY** NT\$**275** billion GMV

商店街! STORES

24,000 vendors **192%YoY** **70,000** vendors

商店街! 個人賣場

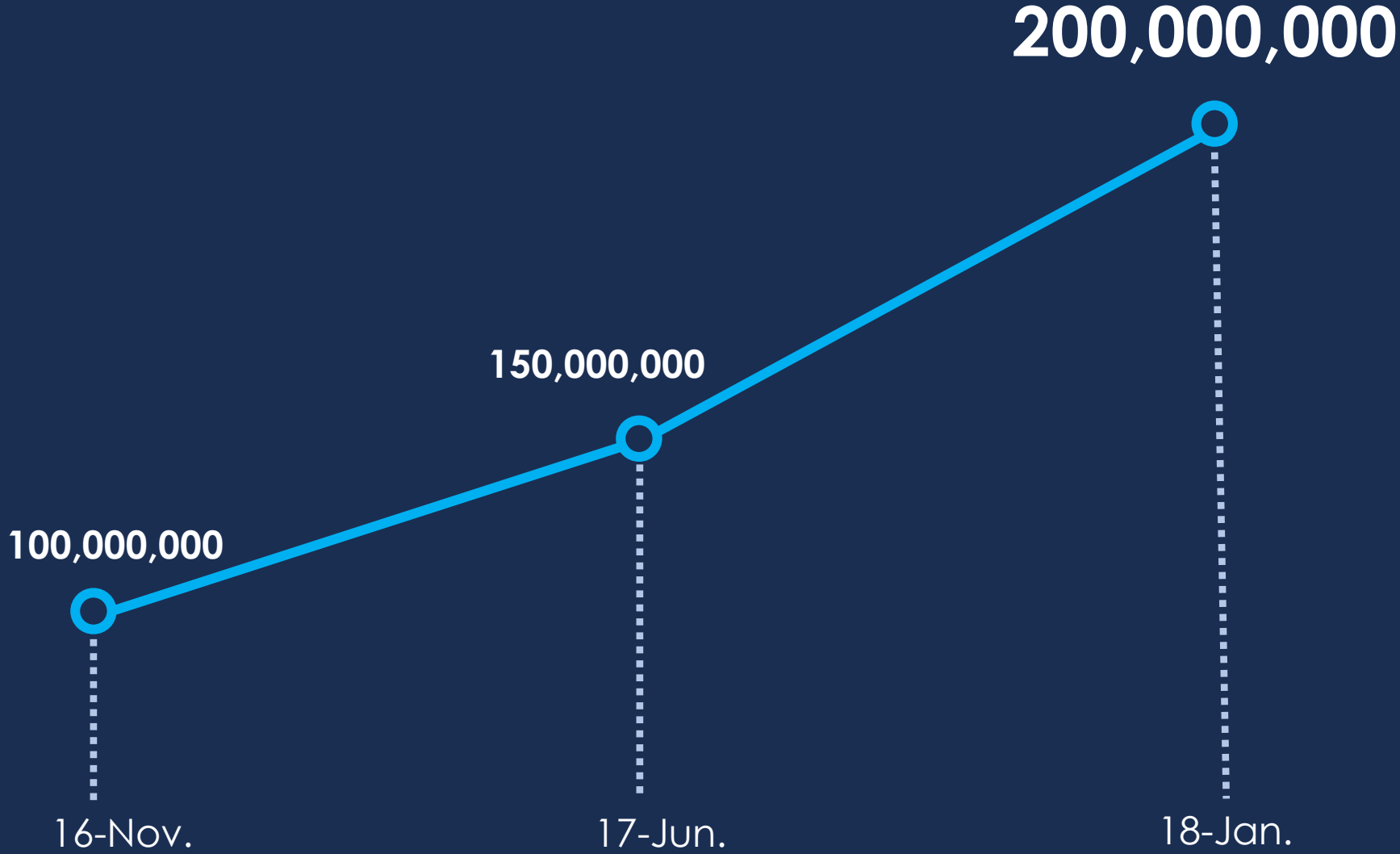


商店街! 個人賣場

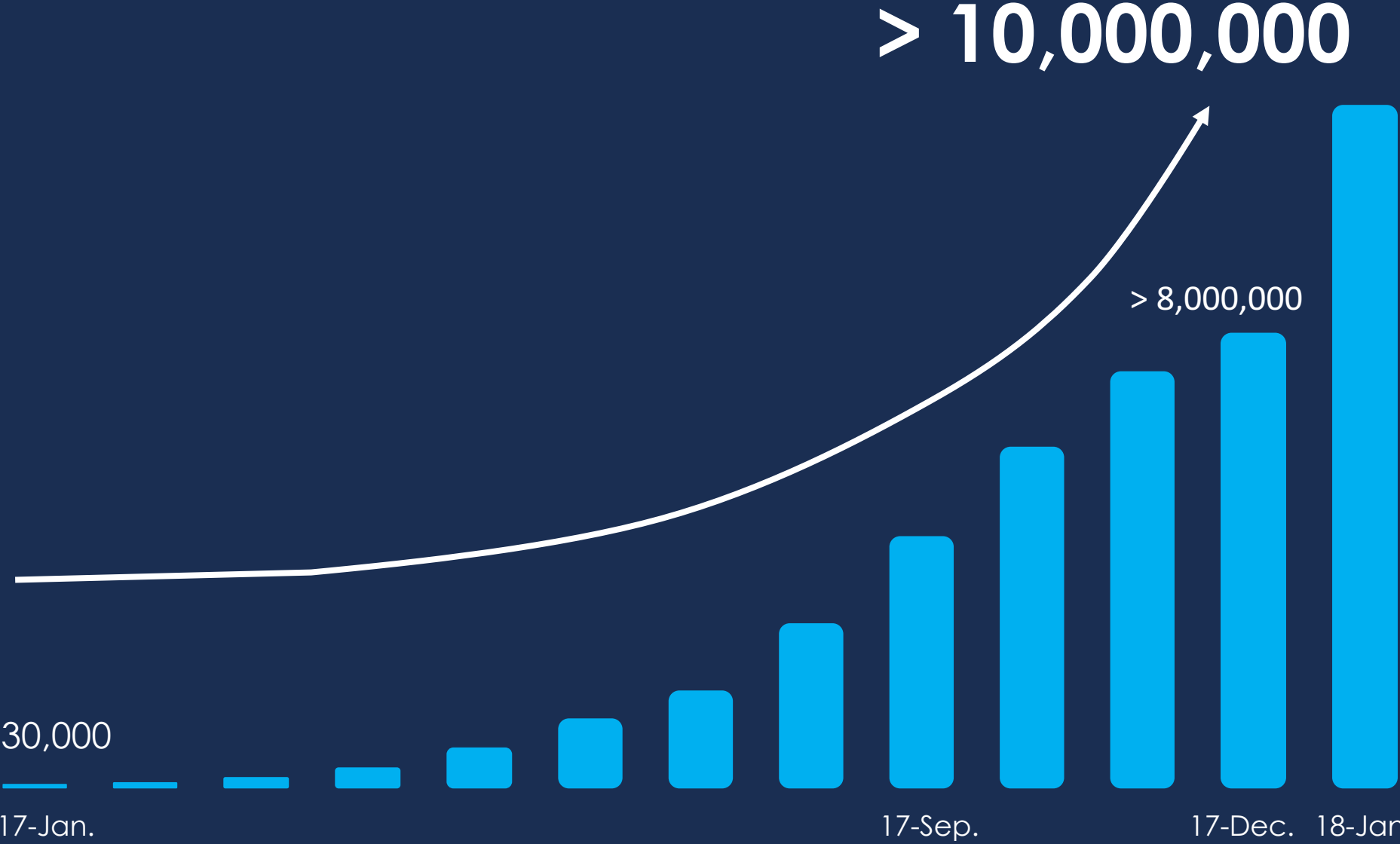
Personal Store – Mobile Marketplace



Listing Number



Monthly CVS Delivery Number



30,000

17-Jan.

17-Sep.

17-Dec.

18-Jan.

> 10,000,000

> 8,000,000



Monthly GMV



Monthly delivery



Listings



Market Population

商店街! 個人賣場
in 1 year

NT\$ **4** billion
(US\$ 133 million)*

>**10** million

200 million



23 million

M Company in Japan
3-4 years

JPY **10** billion
(US\$ 92 million)

30 million

(N/A)



127 million

US \$ 1 billion valuation

* In January 2018



商店街! 個人賣場
2018 Focus





Final Value Fee



Service Fee



Data Analytics



Advertisement



Merchant BOOM!



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2017 GMV
NT\$275bn

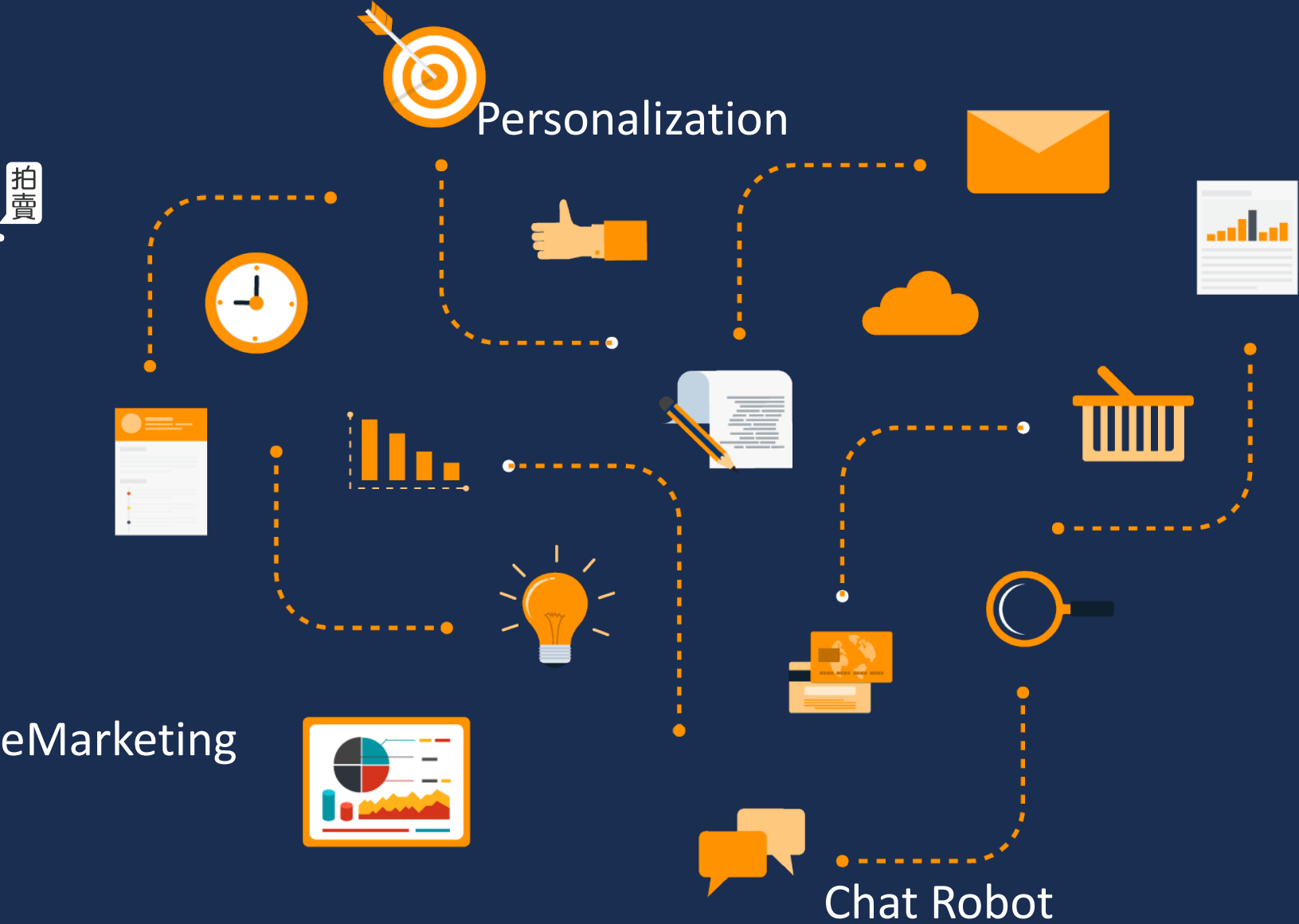
Top 3 Categories

- Home & Lifestyle
- Toys
- Mobile Accessories

2 Million
sellers

10 Million ↑
members

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Greater Ruten



PChome ONLINE **24h** 購物

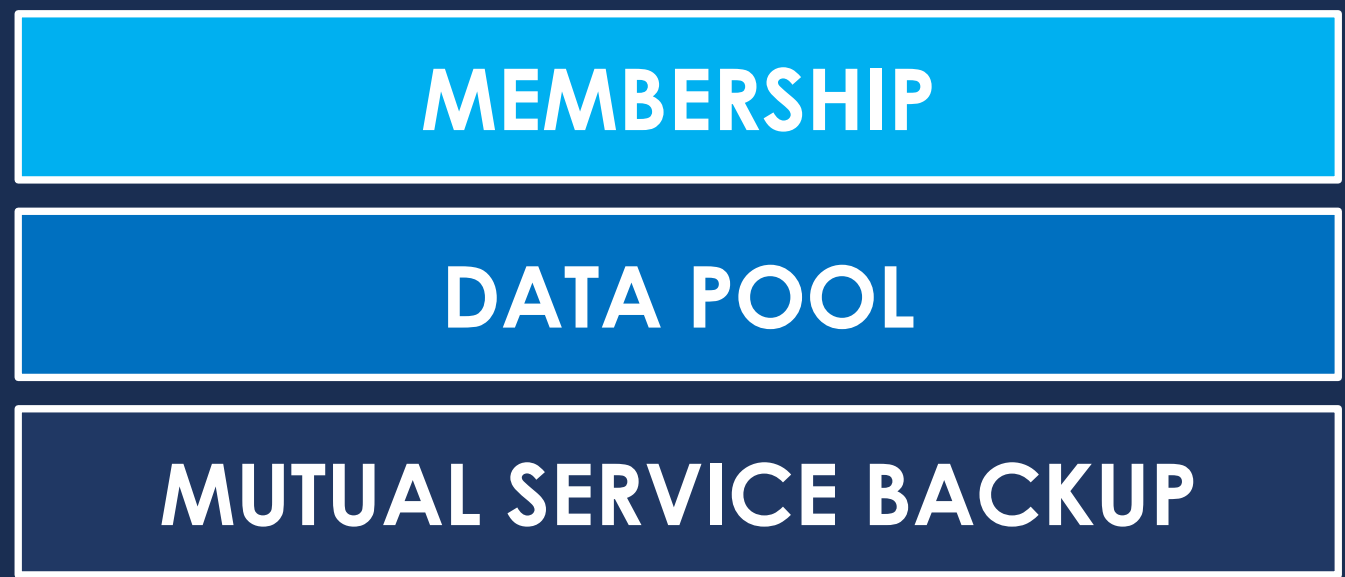
B2C No.1 in Taiwan

Revenue Growth Trend



2018 Growth Drivers





Logistics



Payment

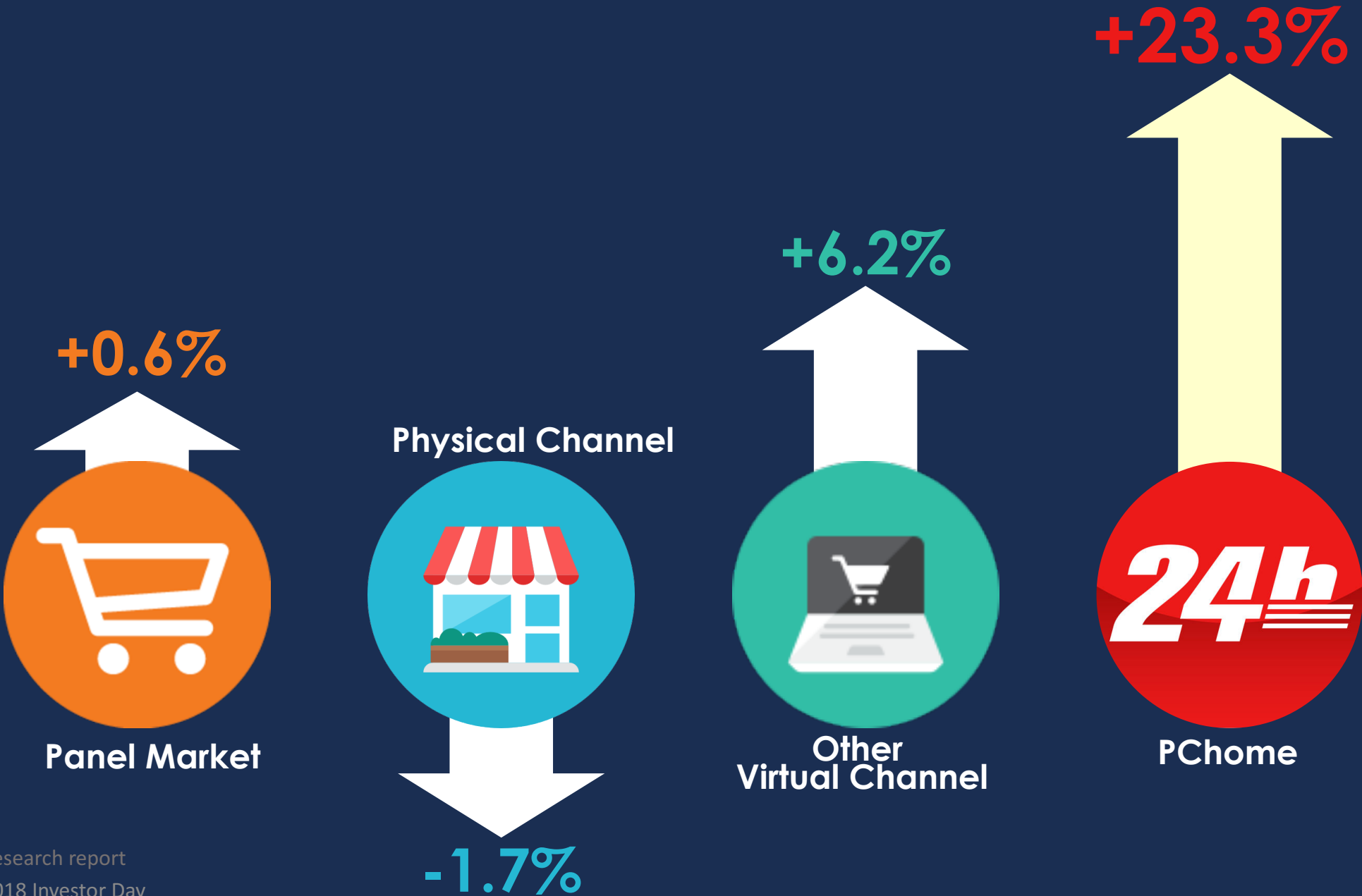


Thank you!!

PChome ONLINE **24h** 購物

B2C No.1 in Taiwan

Online Retail Giant in 3C Market



*source: GfK market research report
PChome Online Inc. 2018 Investor Day

Panel Market

PChome



mobile and gadgets

+6.9%

+55.0%



digital photography

-18.4%

+34.3%



laptop and accessories

+1.8%

+14.6%



home appliances

+0.1%

+8.3%



Only on PChome

Top selling product:



- **Robot Vacuum**
3,000 vacuums sold in 30 minutes



and more



- Omni-channel
- Achievement:
 - > 10x average sales volume

- NT\$ 1.5 billion revenue

More to come in 2018!



PChome 24h

11月10日 **雙11來了** 晚間9點

鎖定TVBS歡樂台及PChome影音平台及愛奇藝全程直播



- Achievement:
 - Deposit amount: **NT\$ 1.5 billion**
 - Users: **>52,000**
 - **Tremendous 3C sales growth**

露天拍賣

C2C No.1 in Taiwan

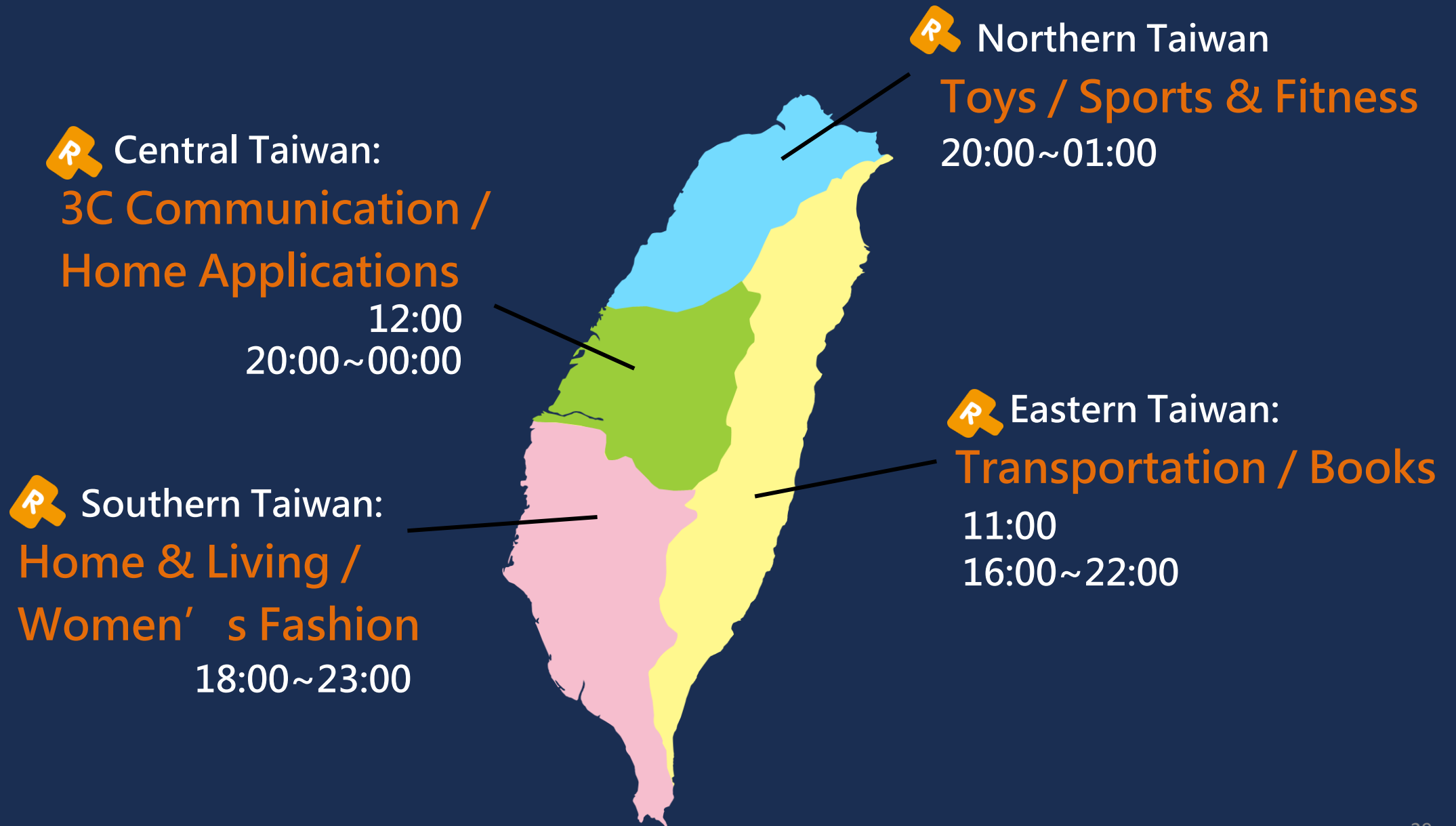
47% of total orders are from mobile

51% of total traffics are from mobile



Mobile users composition:

Android **67%** iOS **33%**







商店街! 個人賣場

Mobile No.1 in Taiwan

2005-2017 12 years



Launched in: 2005.10

Business Model: B2B2C

User Number: 5.7 million

Merchant Number: 23 thousand

CVS Pick-ups: 74,000 per month



商店街! 個人賣場

Launched in: 2017.01

Business Model: C2C

User Number: 7.5 million

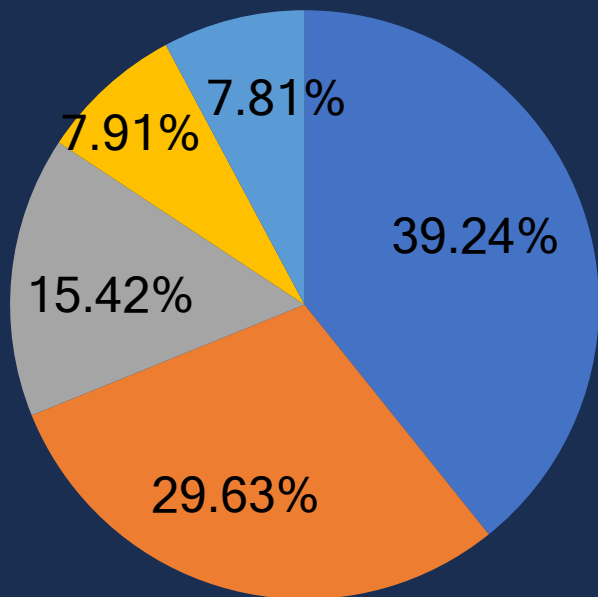
Merchant Number: 77 thousand

CVS Pick-ups: 10 million per month

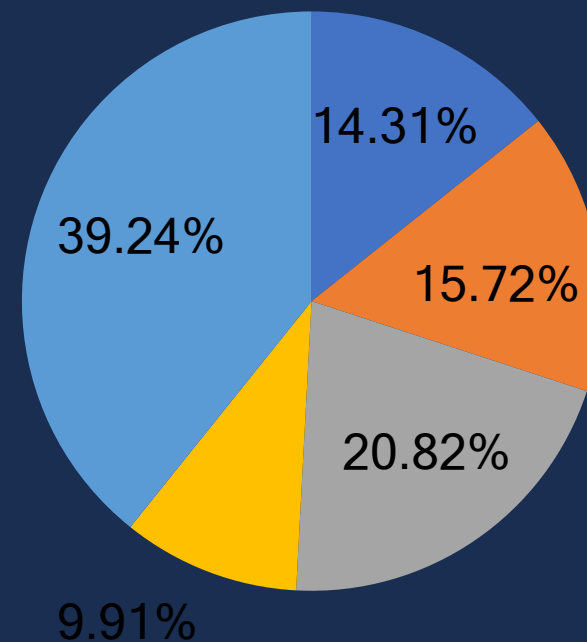


PChome ONLINE 商店街! STORE

商店街! 個人賣場



- Electronics, Appliances, and others
- Life & Style
- Beauty & Health
- Food & Grocery
- Women's Fashion



2005

2016

2017

78%

orders are from mobile

80%

of products focus on female

430k

orders on Great Single Day

>8 million

CVS pick-ups from Great Single Day to Double Twelve

Thank you!!