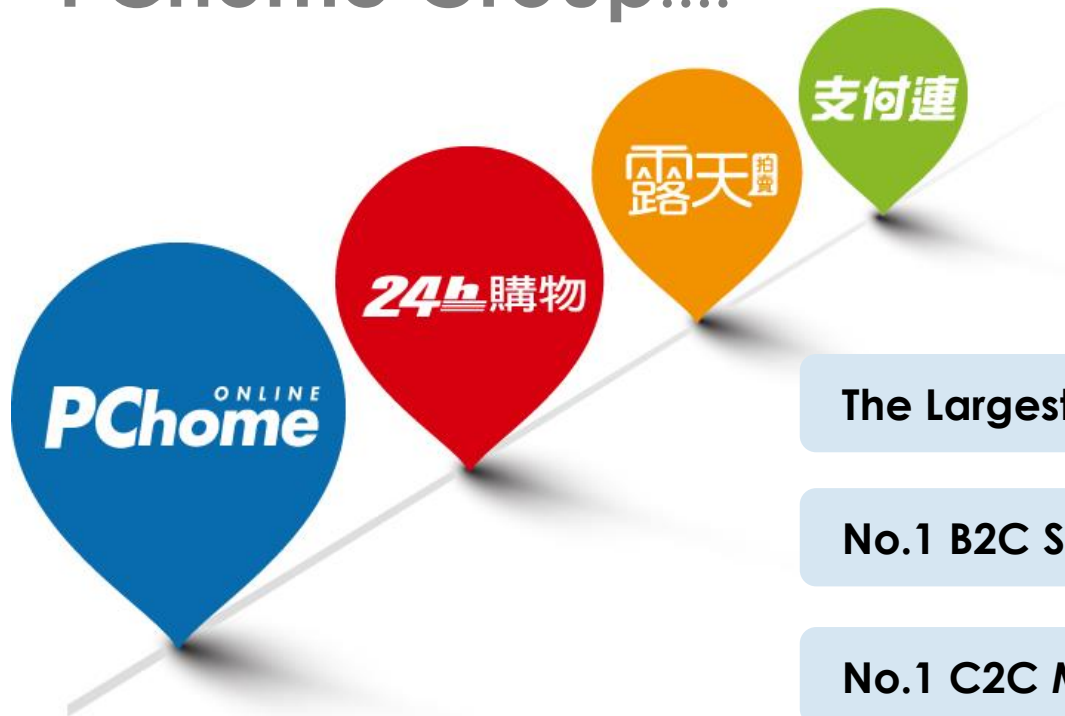


PChome Group Company Overview

Taiwan's Leading e-Commerce Group

PChome Group....



The Largest e-Commerce company in Taiwan

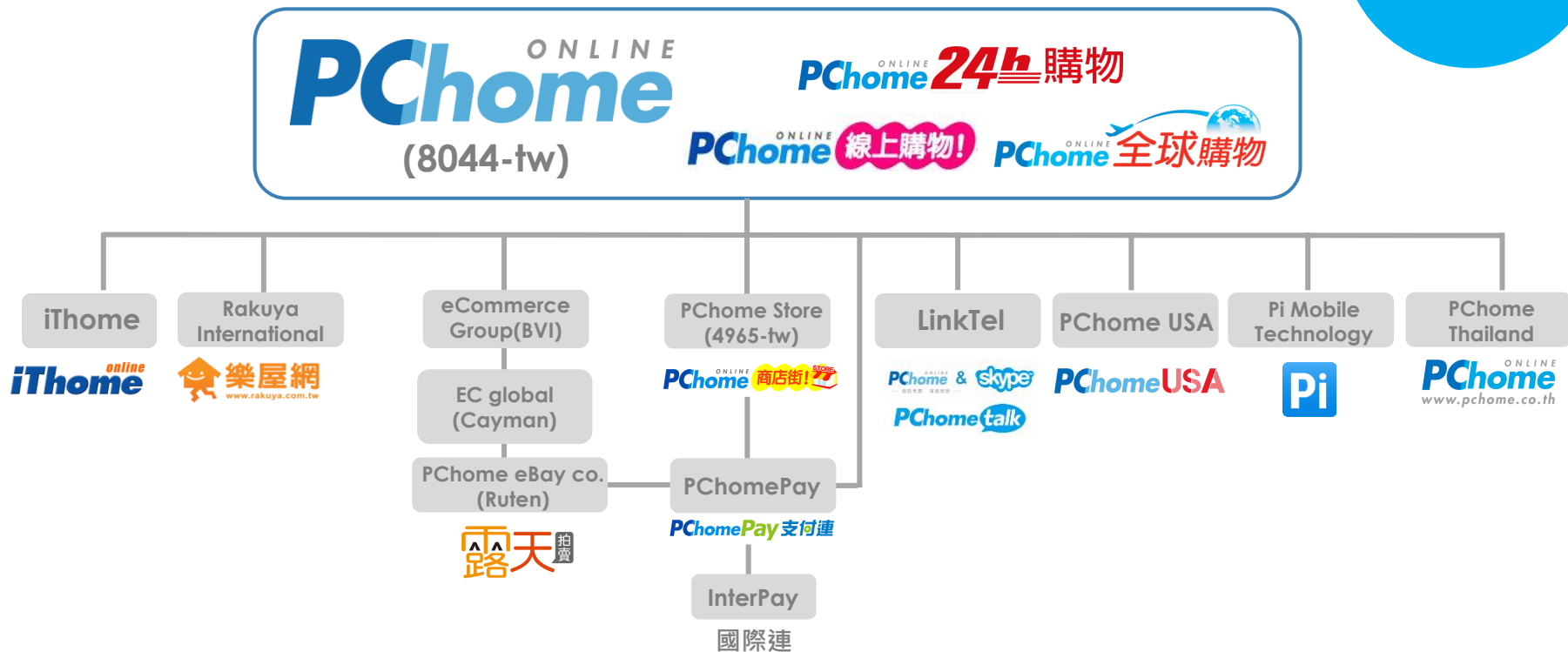
No.1 B2C Shopping Website

No.1 C2C Marketplace

No.1 Online Payment Service

PChome ONLINE GROUP

Group Structure



PChome Group

B2C



C2C



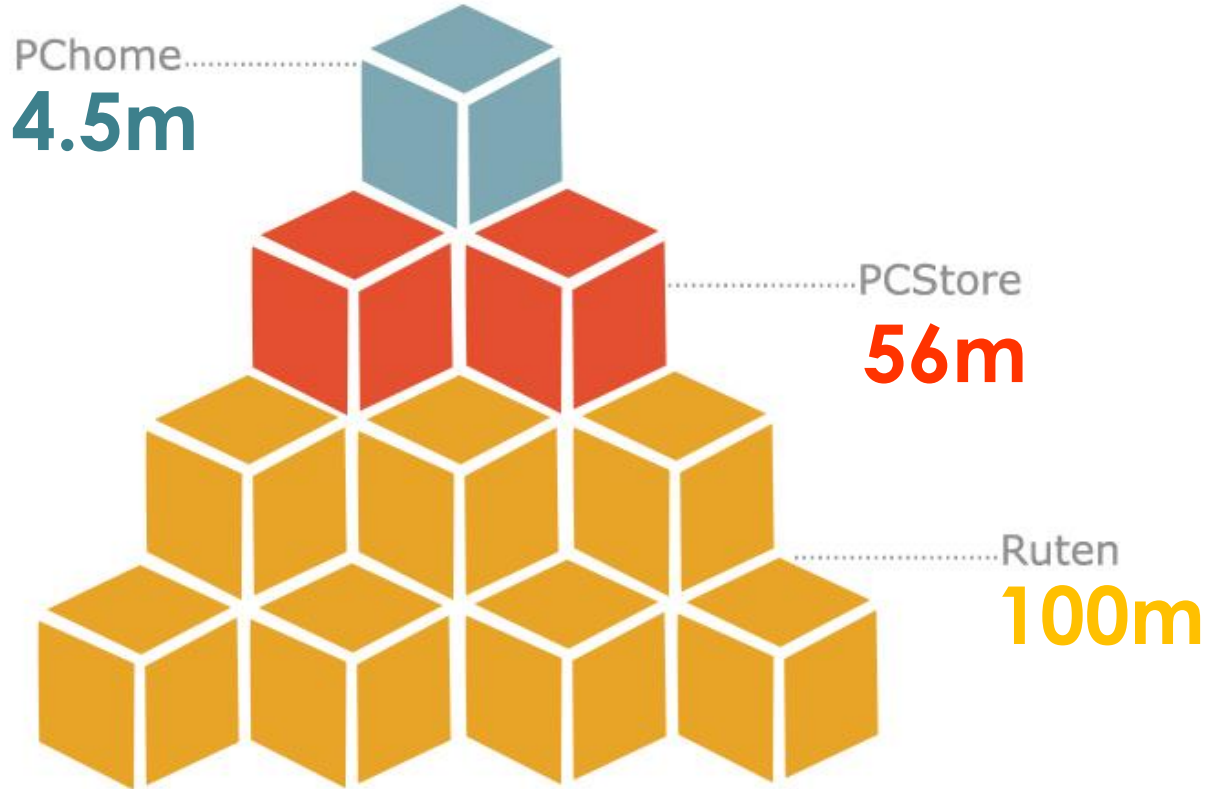
Web service



Payment



Listing is power



B2C Shopping

The logo for PChome ONLINE, featuring the word "PChome" in a 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 1,700,000 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 arc above it, 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, 2015

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^{ONLINE}

PChome^{ONLINE} **24h** 購物

PChome 24hr shipped 1,500,000 products across Taiwan

PChome^{ONLINE}



Launched: January, 2007
SKU: Over 1,700,000 in stock
Warehouse: 99,000 square meters
(Data as of Q4, 2015)

We guarantee 24 hour delivery service in Taiwan



PChome ONLINE 24h 購物



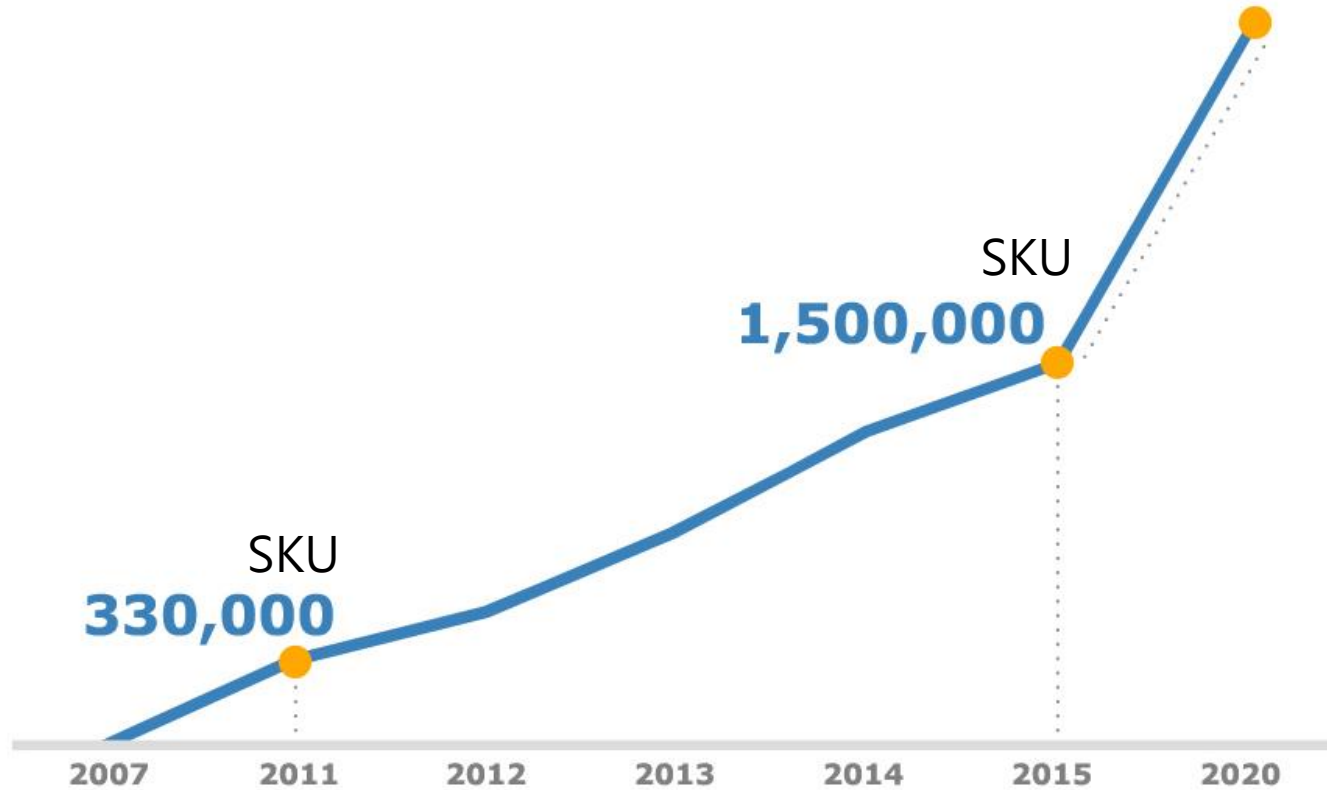
On-time rate: 99.68%

Receive NT100 (Cash point) for late Delivery

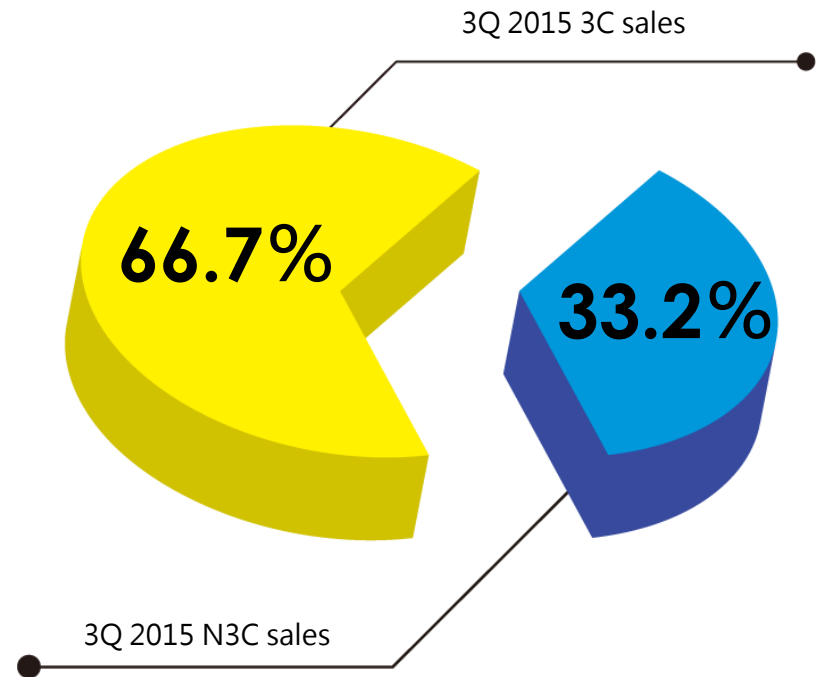
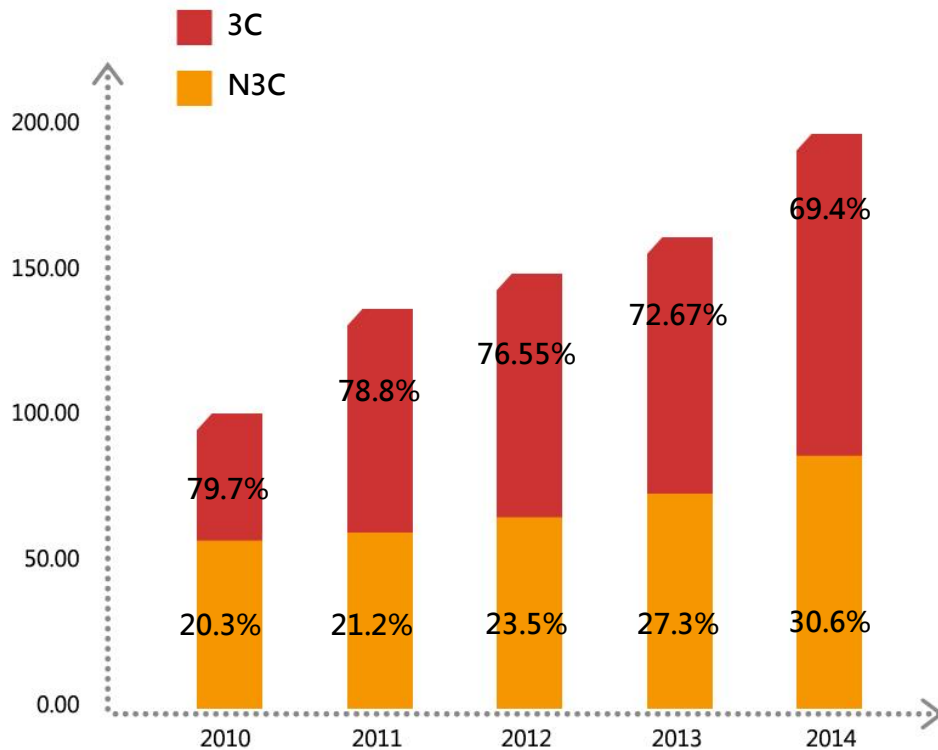
Real-time order checking system



Sustained increase in SKUs



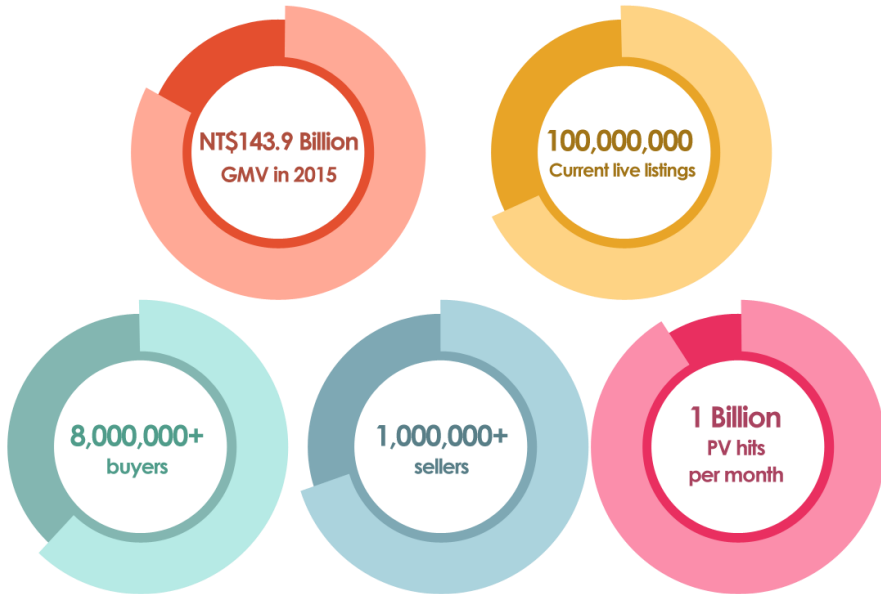
2010-2015 / 3C vs N3C Sales



露天拍賣



C2C Marketplace



Over 20,000 stores opened
by SMEs



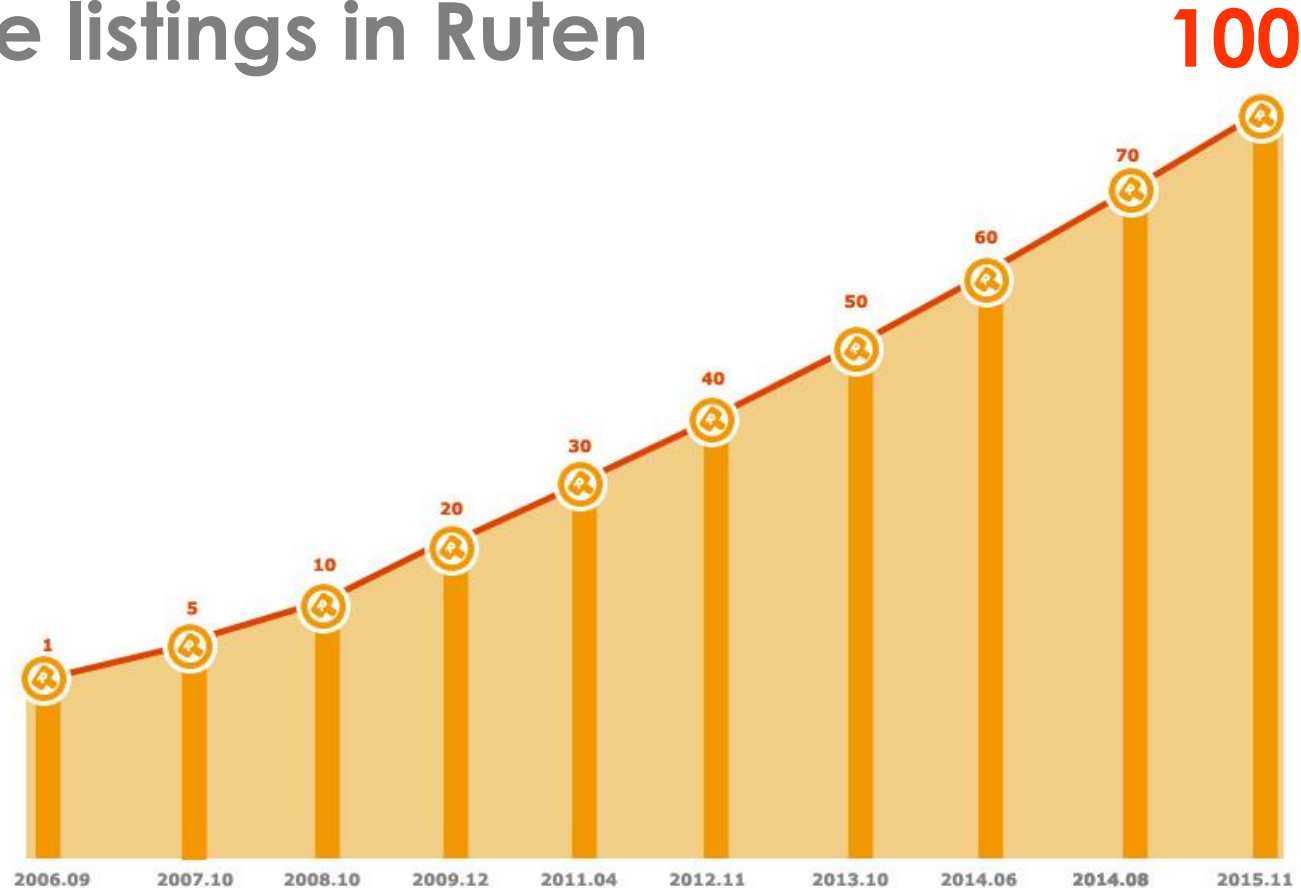
Over 4,870,000 listings
Best choice for Chinese
American to start an online store



www.pchome.co.th

Beta launched in September,
2015

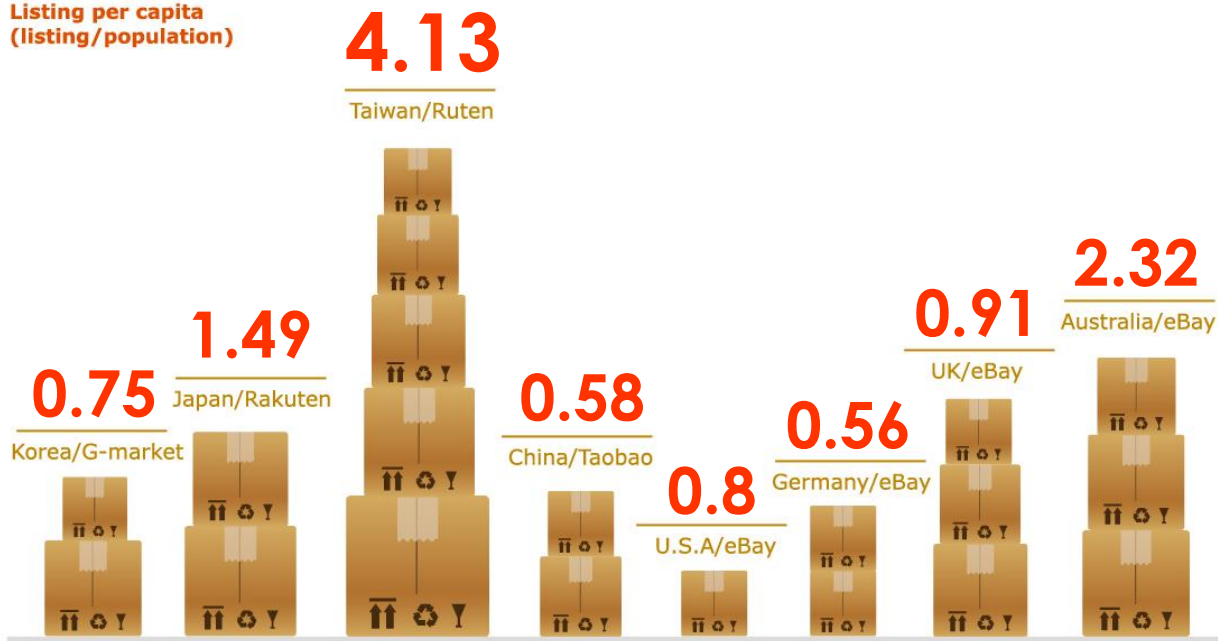
Over 100,000,000+ live listings in Ruten



Listing per Capita

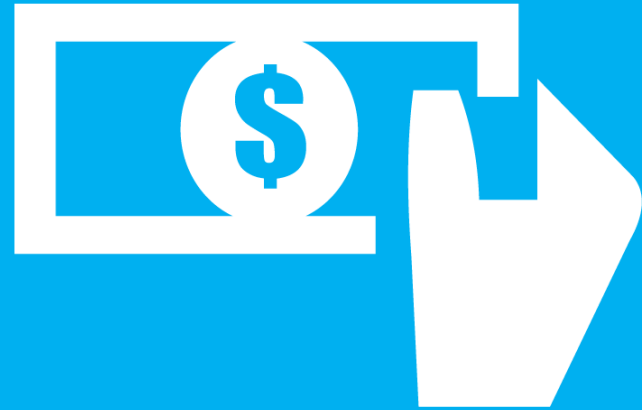
Listing Per Capita

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




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



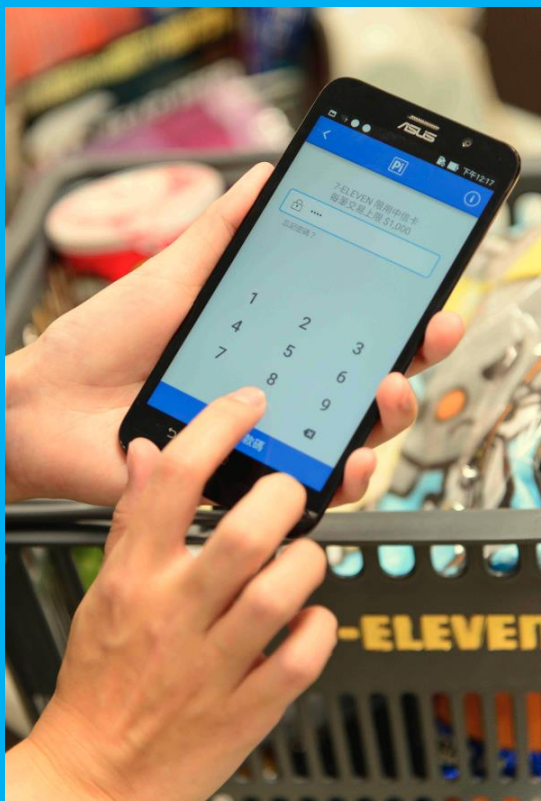
Deposit



Money transfer

Coming soon.....

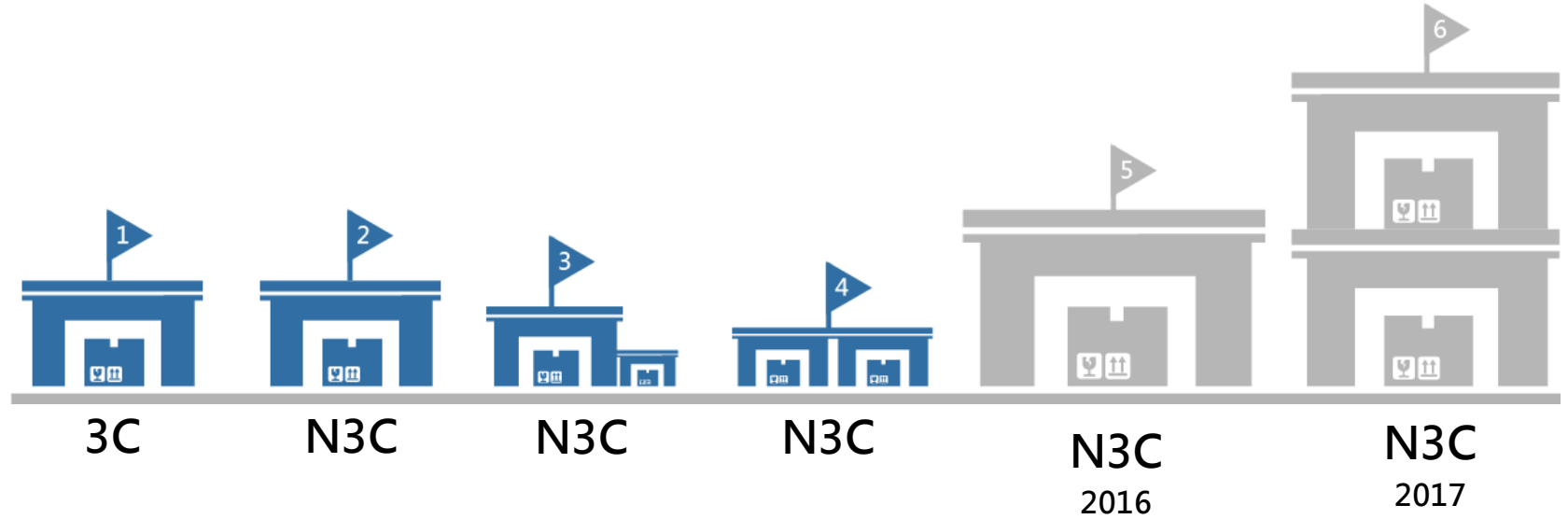
Pi mobile wallet can be used in 5,000 physical stores in Taiwan



2016-2017

Business Development Plans

In future, 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

PChome^{ONLINE}



Ruten will expand into Asian market and introduce more Asian goods



Financial Update

2015 vs 2014 3Q YTD Income statement (IFRS-consolidated)



PChome^{ONLINE}

NTD :000	2015 1-3Q	%	2014 1-3Q	%	Variance
Revenue	16,916,365	100.0%	14,602,057	100.0%	15.8%
Gross Margin	2,898,142	17.1%	2,520,587	17.3%	15.0%
Operating Expense	(2,128,251)	-12.6%	(1,865,173)	-12.8%	14.1%
Operating Income	769,891	4.6%	655,414	4.5%	17.5%
Net non-operating income	20,147	0.1%	27,980	0.2%	-28.0%
Net income before tax	790,038	4.7%	683,394	4.7%	15.6%
Tax	(174,503)	-1.0%	(133,586)	-0.9%	30.6%
Net income after tax	615,535	3.6%	549,808	3.8%	12.0%
Attributable to					
Shareholders of parent company	556,121		483,853		
Minority Interest	59,414		65,955		

2015 vs 2014 Q3 Balance Sheet (IFRS-consolidated)



	2015.9.30		2014.9.30	
	amount	%	amount	%
ASSETS				
Current Assets				
Cash and cash equivalents	4,856,445	68	4,226,916	73
Notes receivable, net	3,991	0	6,294	0
Accounts receivable, net	449,367	6	324,596	6
Other receivables	423,087	6	163,484	3
Inventories, net	391,391	6	377,865	7
Other financial assets-current	347,011	5	193,611	3
Other current assets	<u>61,800</u>	<u>1</u>	<u>33,593</u>	<u>2</u>
Current Assets :	<u>6,533,092</u>	<u>92</u>	<u>5,326,359</u>	<u>93</u>
Non-Current Assets :	<u>568,174</u>	<u>8</u>	<u>412,815</u>	<u>8</u>
TOTAL ASSETS	<u>7,101,266</u>	<u>100</u>	<u>5,739,174</u>	<u>100</u>
LIABILITIES AND STOCKHOLDERS' EQUITY				
Current Liabilities				
Notes payable	5,802	0	5,450	0
Accounts payable	1,791,390	25	1,649,803	29
Other payable	567,905	8	474,435	8
Current tax liabilities	99,017	2	83,005	1
Other current liabilities	<u>1,410,470</u>	<u>20</u>	<u>1,054,920</u>	<u>18</u>
Current Liabilities :	<u>3,874,584</u>	<u>55</u>	<u>3,267,613</u>	<u>57</u>
Non-current Liabilities :	<u>25,176</u>	<u>0</u>	<u>20,065</u>	<u>0</u>
TOTAL LIABILITIES	<u>3,899,760</u>	<u>55</u>	<u>3,287,678</u>	<u>57</u>
Total owners' equity attributable to equity holders of the parent company	<u>2,493,301</u>	<u>35</u>	<u>1,930,218</u>	<u>34</u>
Non-controlling Interest	<u>708,205</u>	<u>10</u>	<u>521,278</u>	<u>9</u>
TOTAL STOCKHOLDERS' EQUITY	<u>3,201,506</u>	<u>45</u>	<u>2,451,496</u>	<u>43</u>
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	<u>7,101,266</u>	<u>100</u>	<u>5,739,174</u>	<u>100</u>

Thank you!!