

PChome Group Company Overview

Taiwan's Leading e-Commerce Group

The logo for PChome ONLINE is located in the bottom left corner. It features a large, bright blue semi-circle. Inside this semi-circle, the word "PChome" is written in a bold, white, sans-serif font. Above the "PChome" text, the word "ONLINE" is written in a smaller, white, sans-serif font.

PChome ONLINE



The Largest e-Commerce company in Taiwan

No.1 B2C Shopping Website

No.1 C2C Marketplace

No.1 Online Payment Service



2016FY

2017FY

PChome^{ONLINE} 24h購物

NT\$**22.7** billion revenue **19%YoY** NT\$**27** billion revenue

露天

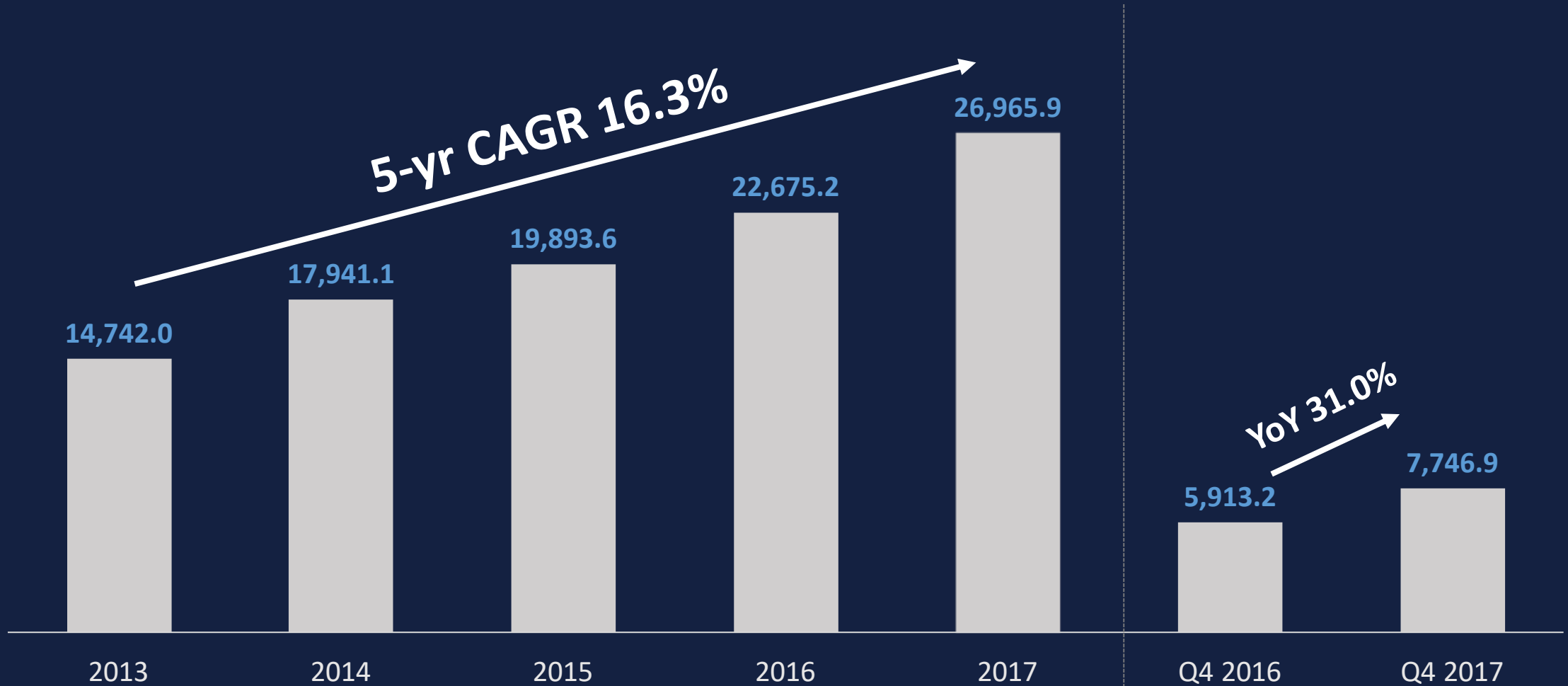
NT\$**250** billion GMV **10%YoY** NT\$**275** billion GMV

商店街!

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

B2C Revenue

(in millions of TWD)





20x
Hyper
market

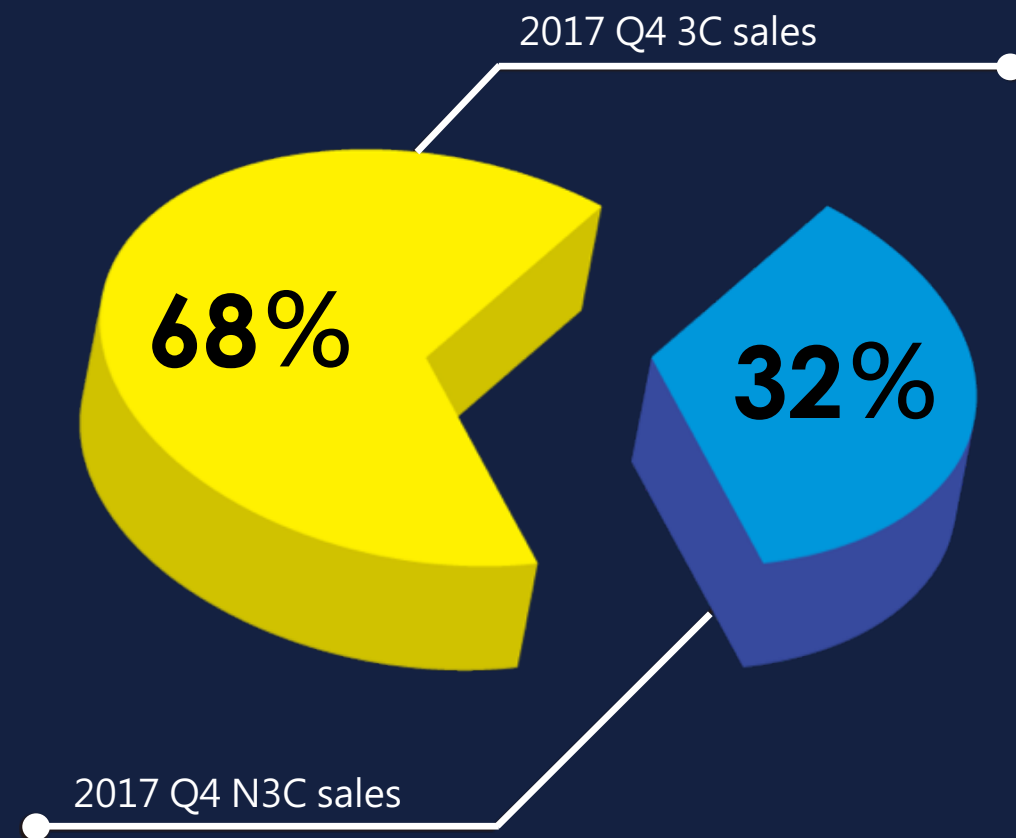
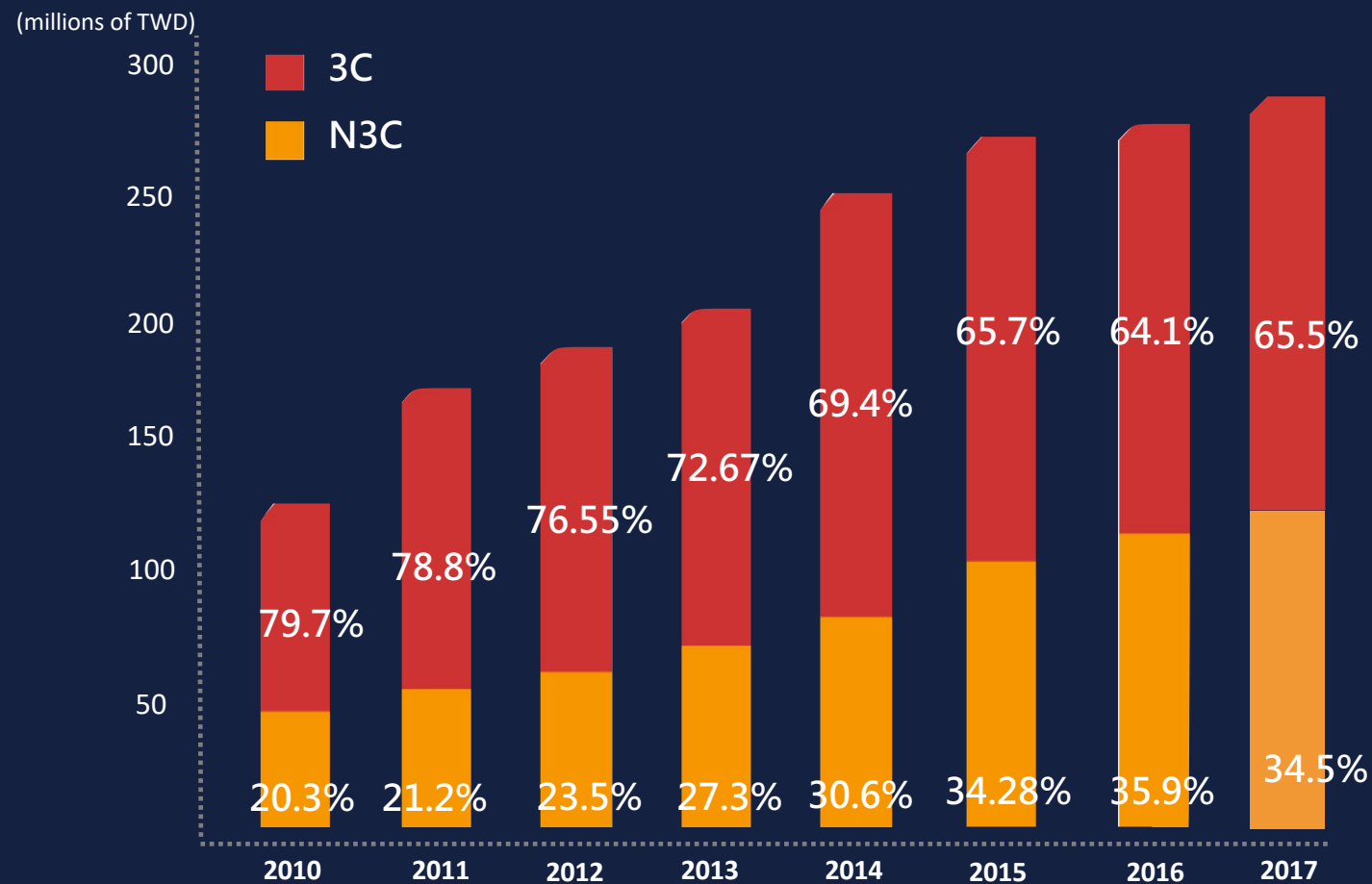
Non
inventory

99.7%
24hr ontime
delivery

2.5m
SKU
in warehouse

2010-2017 / 3C vs N3C Sales

The increase of 3C sales proportion is mainly from higher-than-expected smartphone sales



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%

Biggest marketplace in Taiwan

Over **350 million** listings
15 million users



PCstore:
70,000 vendors till today,
growing above **190%**



Ruten:
2017 GMV exceeds **NT\$275 billion**

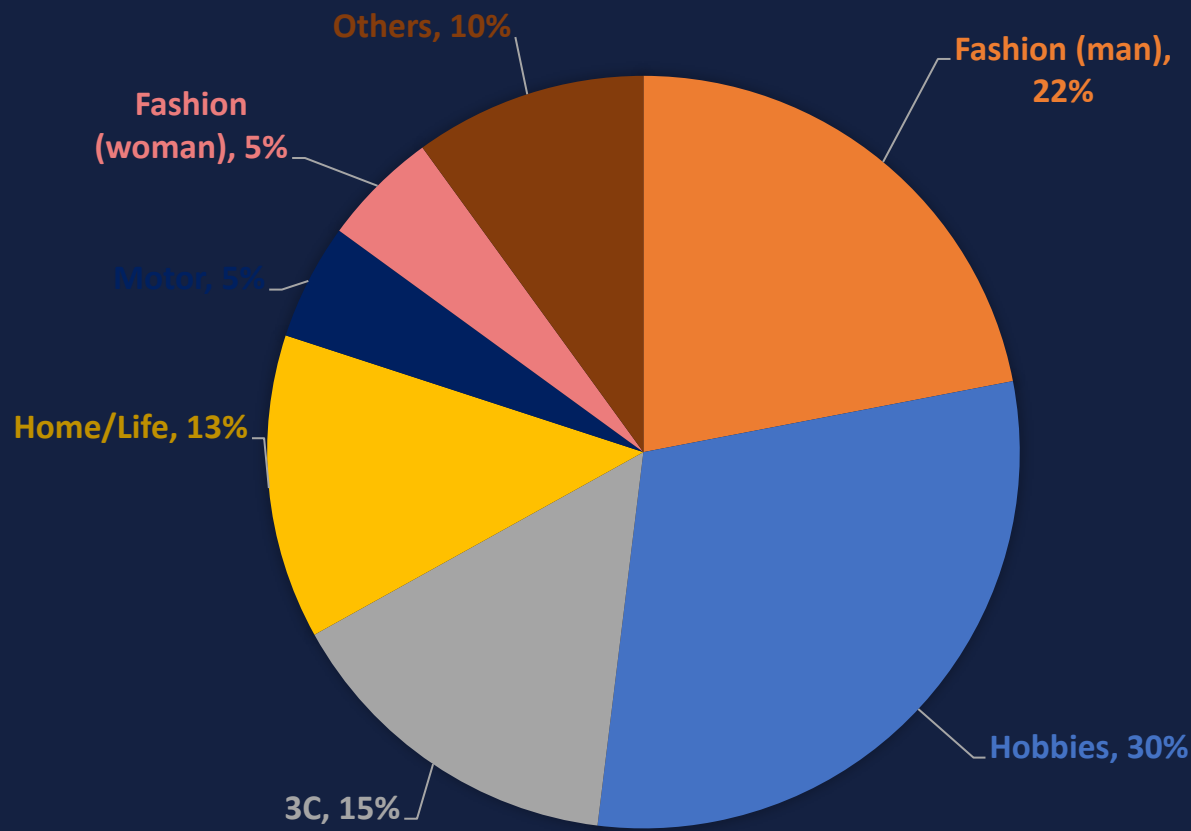


Personal Store:
More than **10 million** monthly delivery

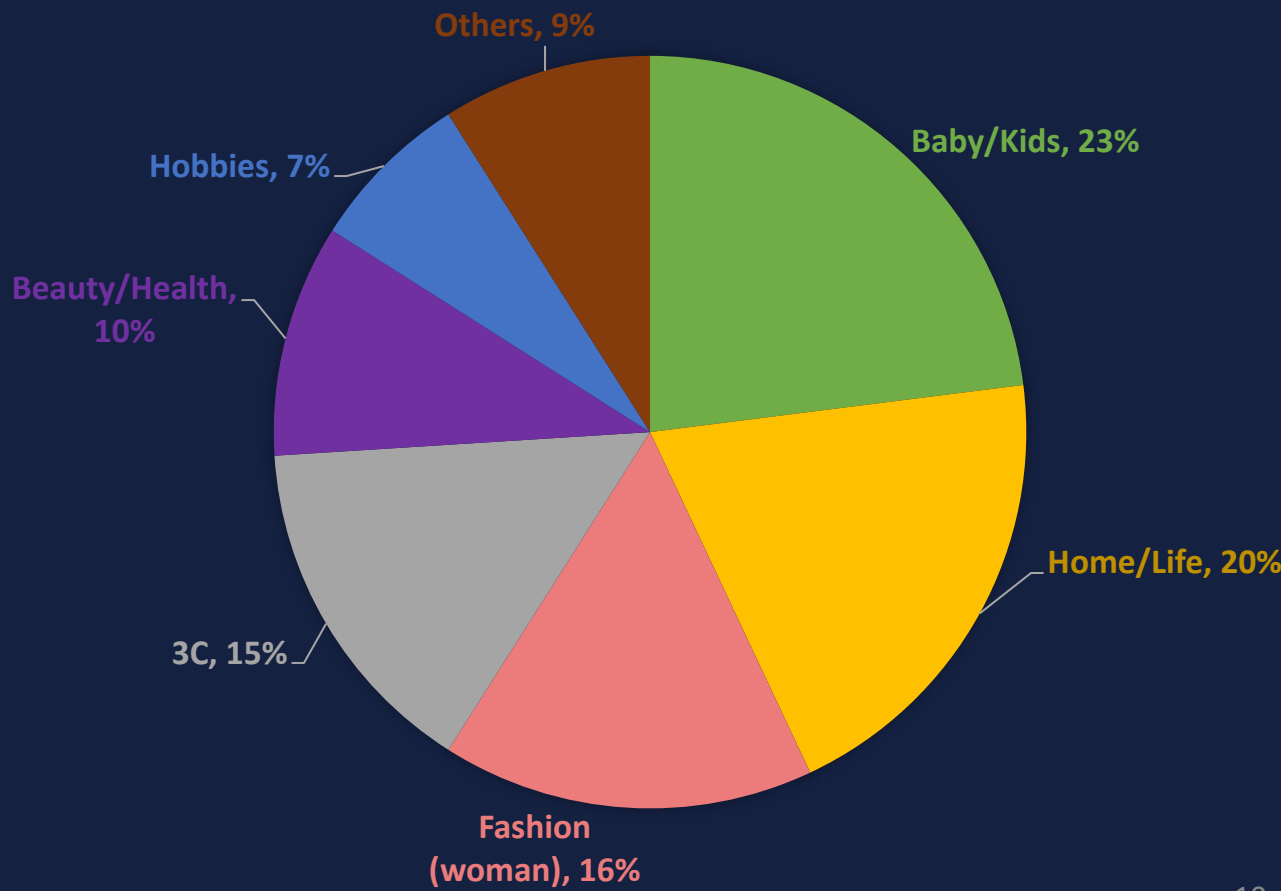
2017 Q3 GMV by Category



Ruten



Personal Store

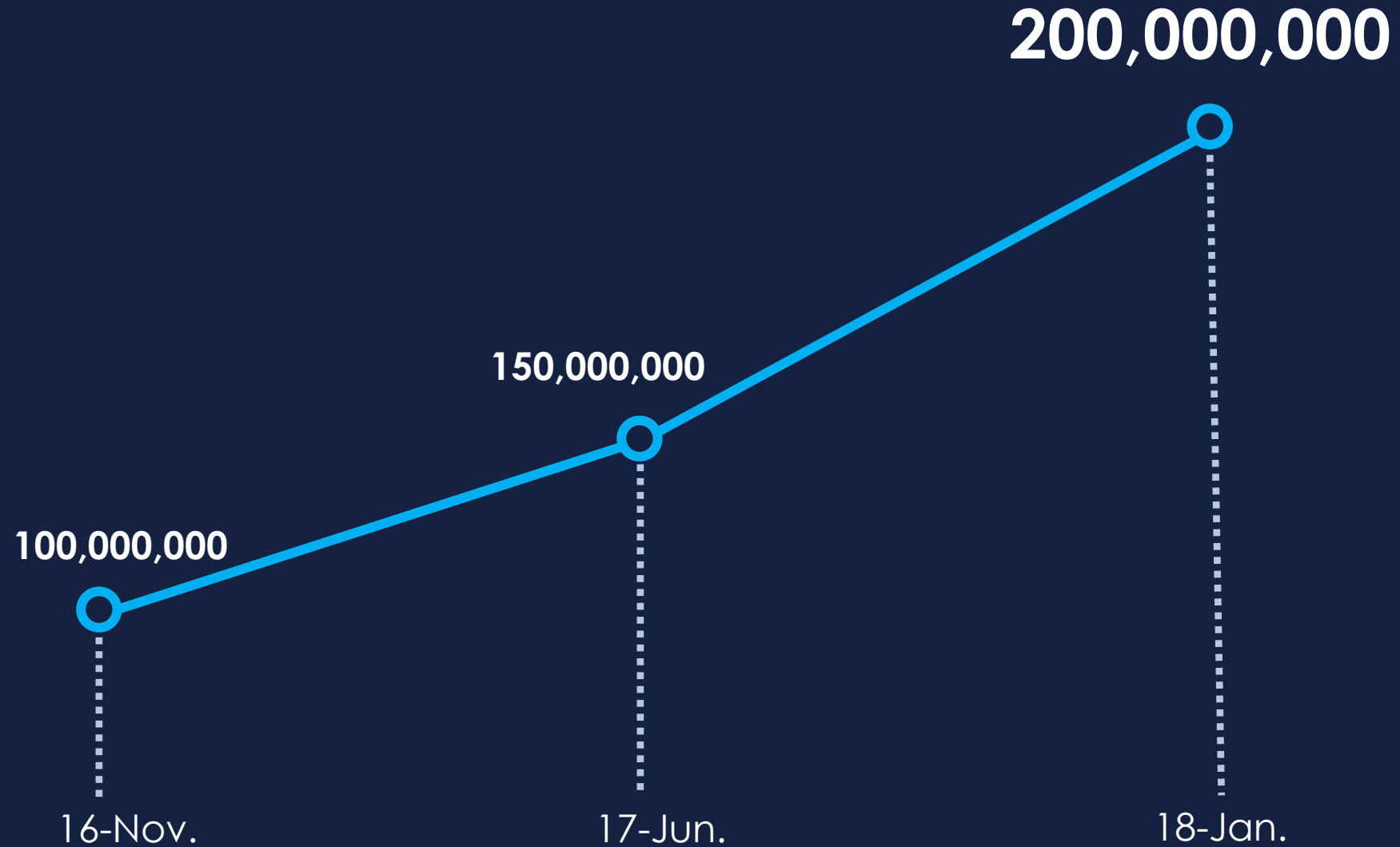


商店街! 個人賣場

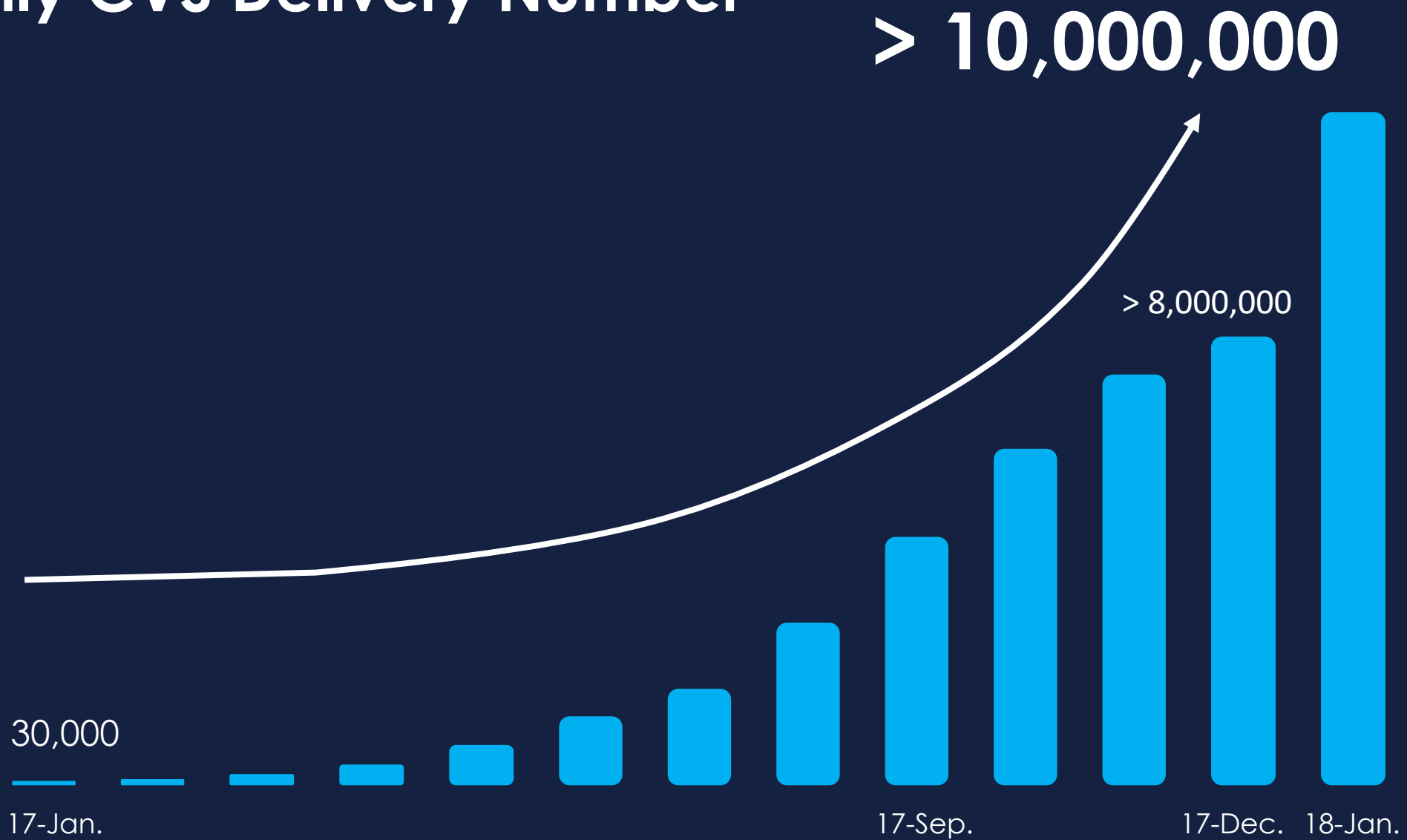
Personal Store –
Mobile Marketplace



Personal Store – Listing Number



Personal Store – Monthly CVS Delivery Number





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

Personal Store – Monetization Plan in Upcoming Future



Final Value Fee



Service Fee



Data Analytics



Advertisement

露天拍賣

2017 GMV
NT\$275bn

Top 3 Categories

- Home & Lifestyle
- Toys
- Mobile Accessories

2 Million
sellers

10 Million ↑
members

From Mega Marketplace to Open Infrastructure

Greater Ruten



Largest Online Payment Service in Taiwan

PChomePay 支付連

- Sync with more than 300 online shopping websites
- 5.2 millions users
- Over 86 million products
- Support express payment from 13 banks
- Provide 30 credit cards pay in full and 18 credit cards installment of 3-12 periods
- Connected with 4 major convenience stores with more than 10k stores
- Offer T-Cat logistics & COD service



2018 Business Develop Plan



MEMBERSHIP
ECONOMIC



BRAND



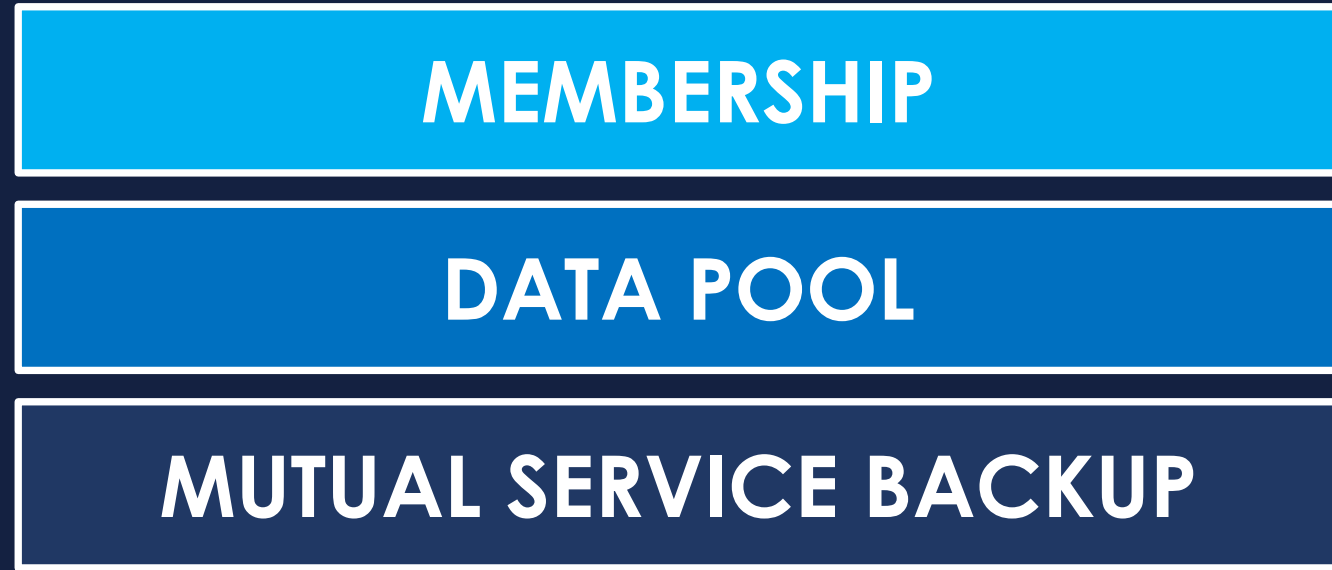
INFRASTRUCTURE



NEW
PRODUCT VERTICAL



NEW ORIGINS



Logistics



Payment



Financial Update

2017 4Q & FY Income Statement *Consolidated*

IFRS-Consolidated

NTD :000	2017 4Q	%	2016 4Q	%	Variance	2017	%	2016	%	Variance
Revenue	8,335,161	100.0%	6,637,724	100.0%	25.6%	29,415,177	100.0%	25,742,560	100.0%	14.3%
Gross Margin	1,094,984	13.1%	1,128,596	17.0%	-3.0%	4,438,009	15.1%	4,406,661	17.1%	0.7%
Operating Expense	1,599,443	19.2%	901,392	13.6%	77.4%	4,648,164	15.8%	3,350,667	13.0%	38.7%
marketing Expense	1,475,025	17.7%	674,512	10.2%	118.7%	4,060,374	13.8%	2,573,730	10.0%	57.8%
Administration expense	52,885	0.6%	156,462	2.4%	-66.2%	305,962	1.0%	505,770	2.0%	-39.5%
R&D expense	71,533	0.9%	70,418	1.1%	1.6%	281,828	1.0%	271,167	1.1%	3.9%
Operating Income	(504,459)	-6.1%	227,204	3.4%	-322.0%	(210,155)	-0.7%	1,055,994	4.1%	-119.9%
Net non-operating income	(17,580)	-6.1%	(6,624)	3.4%	165.4%	(11,939)	0.0%	10,322	0.0%	-215.7%
Net income before tax	(522,039)	-0.2%	220,580	-0.1%	-336.7%	(222,094)	-0.8%	1,066,316	4.1%	-120.8%
Net income after tax	(575,687)	-6.9%	158,106	2.4%	-464.1%	(391,745)	-1.3%	824,358	3.2%	-147.5%

2017 4Q & FY Income Statement *Unconsolidated*

IFRS-unconsolidated

NTD :000	2017 4Q	%	2016 4Q	%	Variance	2017	%	2016	%	Variance
Revenue	7,746,948	100.0%	5,913,148	100.0%	31.0%	26,965,853	100.0%	22,675,224	100.0%	18.9%
Gross Margin	1,006,783	13.0%	948,310	16.0%	6.2%	3,907,416	14.5%	3,623,864	16.0%	7.8%
Operating Expense	818,891	10.6%	707,787	12.0%	15.7%	3,117,173	11.6%	2,726,632	12.0%	14.3%
Operating Income	187,892	2.4%	240,523	4.1%	-21.9%	790,239	2.9%	897,232	4.0%	-11.9%
Net non-operating income	(424,727)	-5.5%	(42,602)	-0.7%	897.0%	(627,429)	-2.3%	34,502	0.2%	-1918.5%
Net income before tax	(236,835)	-3.1%	197,921	3.3%	-219.7%	162,812	0.6%	931,734	4.1%	-82.5%
Net income after tax	(289,203)	-3.7%	146,364	2.5%	-297.6%	36,490	0.1%	765,992	3.4%	-95.2%

Thank you!