

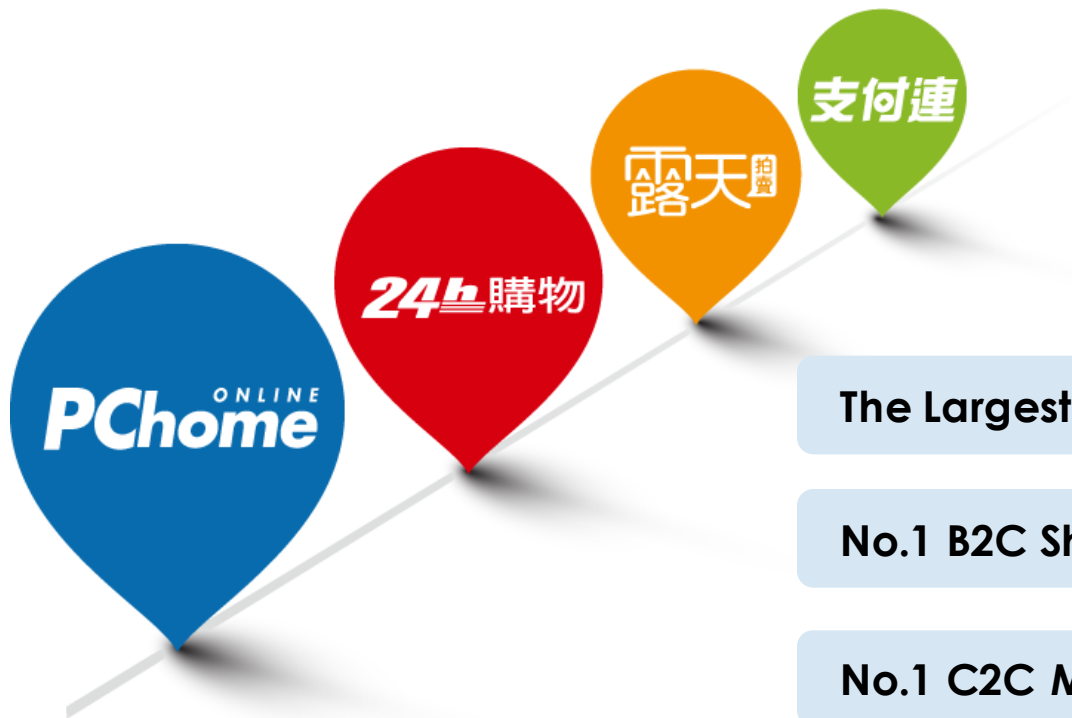


PChome Group Company Overview

Taiwan's Leading e-Commerce Group

The PChome ONLINE logo is positioned on a large blue semi-circle in the bottom left corner. The text "PChome" is in a large, bold, white, sans-serif font, and "ONLINE" is in a smaller, white, sans-serif font above it.

PChome ONLINE



The Largest e-Commerce company in Taiwan

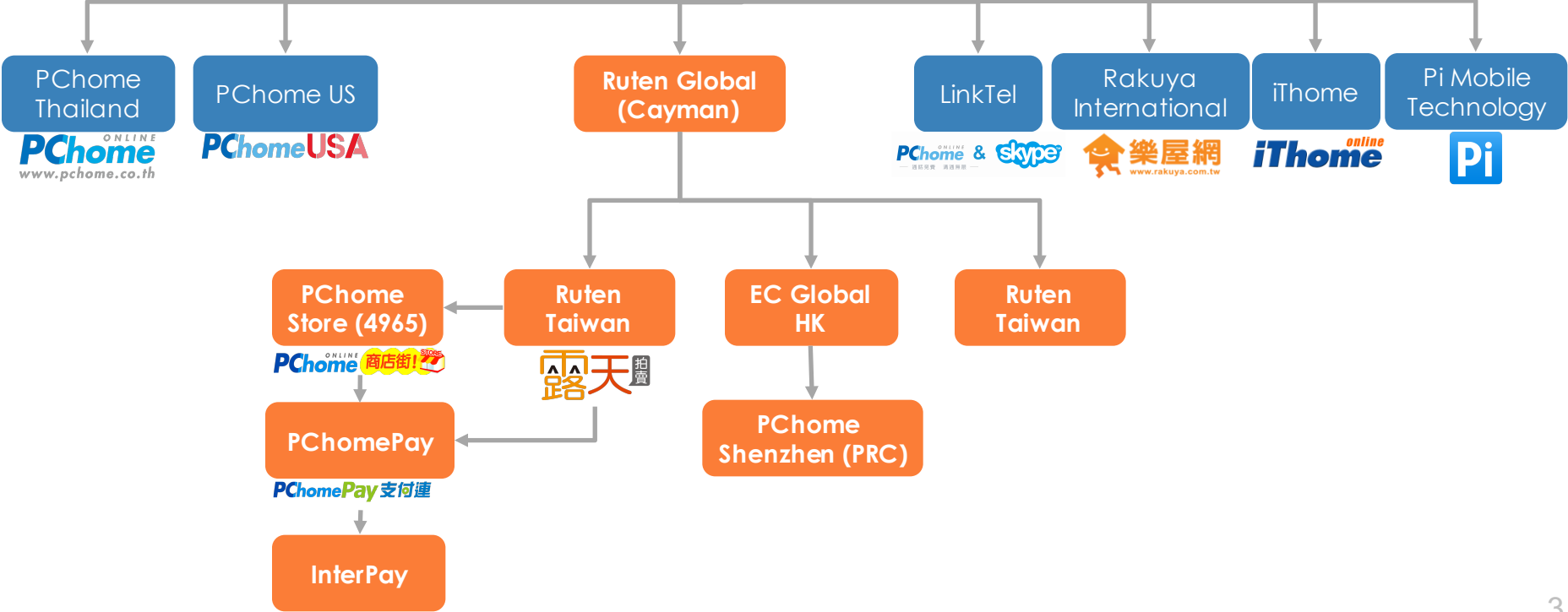
No.1 B2C Shopping Website

No.1 C2C Marketplace

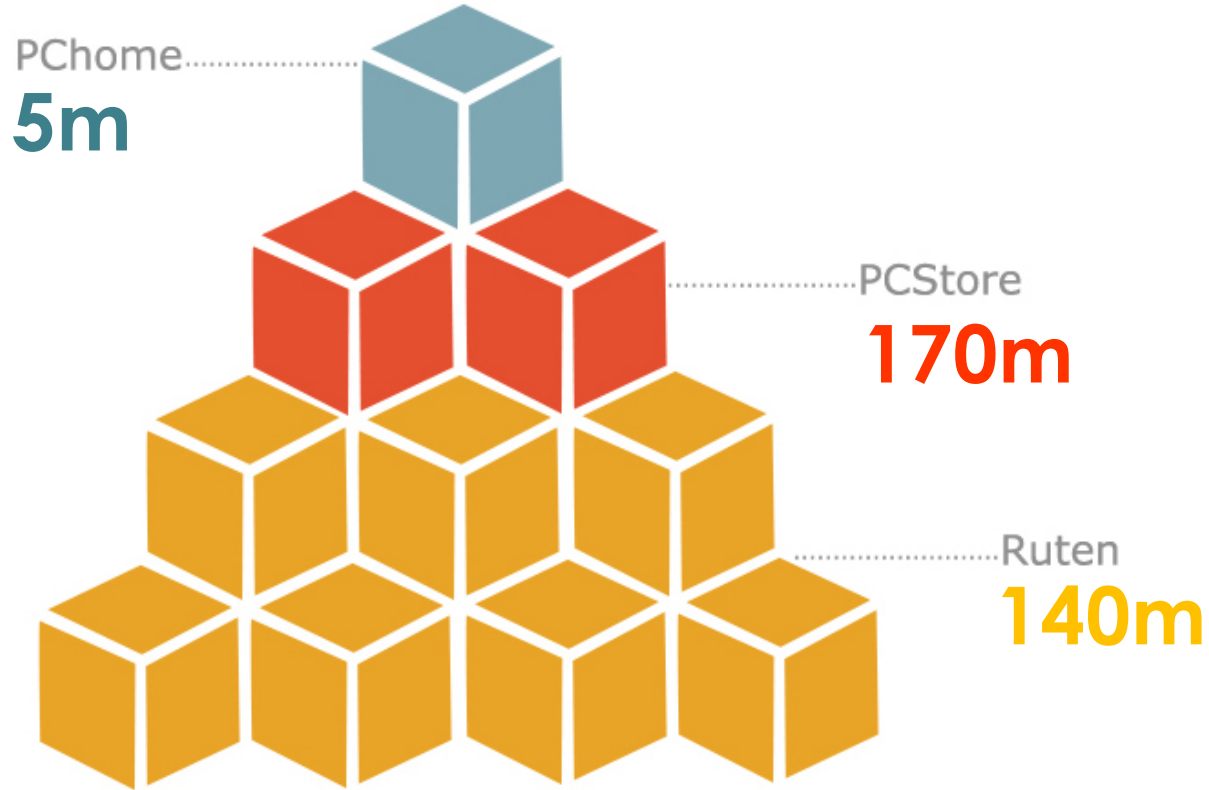
No.1 Online Payment Service

ONLINE PChome
 (8044-tw)

ONLINE PChome 24h 購物
ONLINE PChome 線上購物!
ONLINE PChome 全球購物



Listing is power



B2C Shopping



PChome ONLINE **24h** 購物

SKU: 2,000,000 in stock

of warehouse: 7

Total warehouse capacity : 210,000 M²

24hr delivery guarantee (\$100 if late)

Taipei City 6hr delivery

PChome ONLINE 線上購物!

SKU: Over 3,000,000

Suppliers : Over 6,000

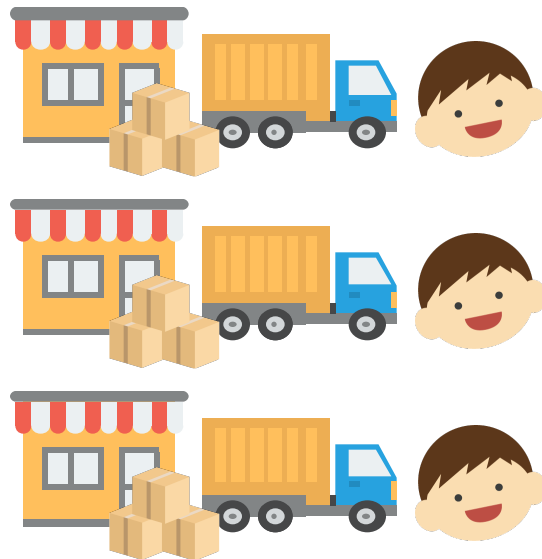
Ship from suppliers to customers

Delivery time: 2-4 days

What do we did?



In B2C
Start from virtual shopping site



2000-2007 PChome shopping
(online virtual shopping site)

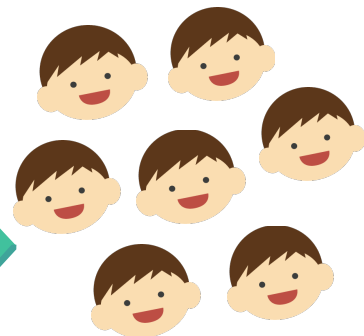
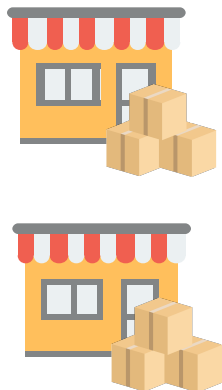
Go more click n' mortar now



(2007-NOW)



Supplier's warehouse



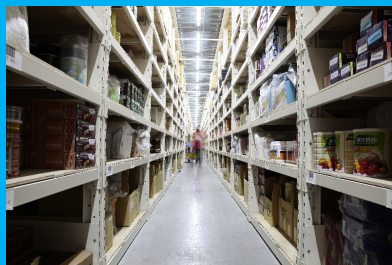
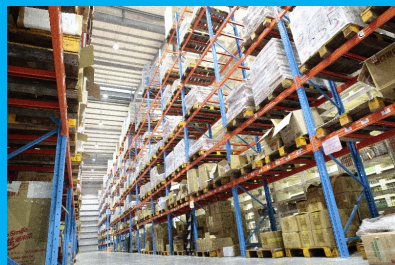
PChome 24h fulfillment warehouse

PChome^{ONLINE}

PChome^{ONLINE} 24h 購物

B2C

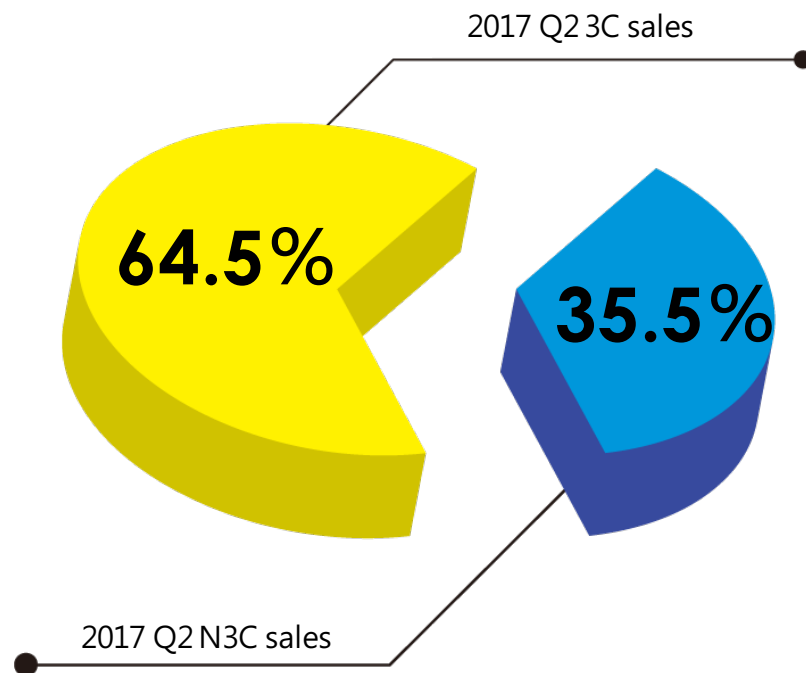
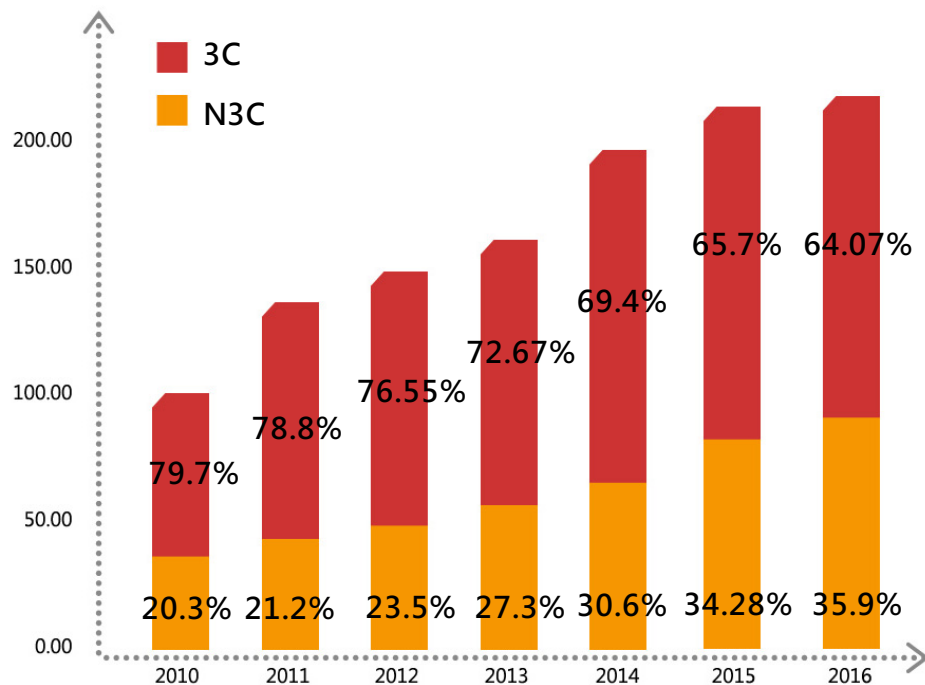
PChome 24h shipped 2,000,000 products across Taiwan



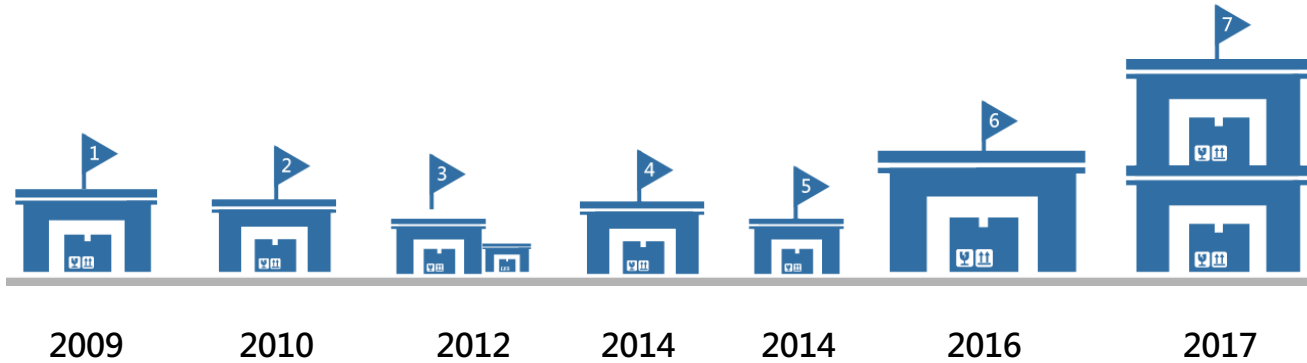
SKU: Over 2,000,000 in stock

Total Warehouse area: 210,000M²
(Data as of May 2017)

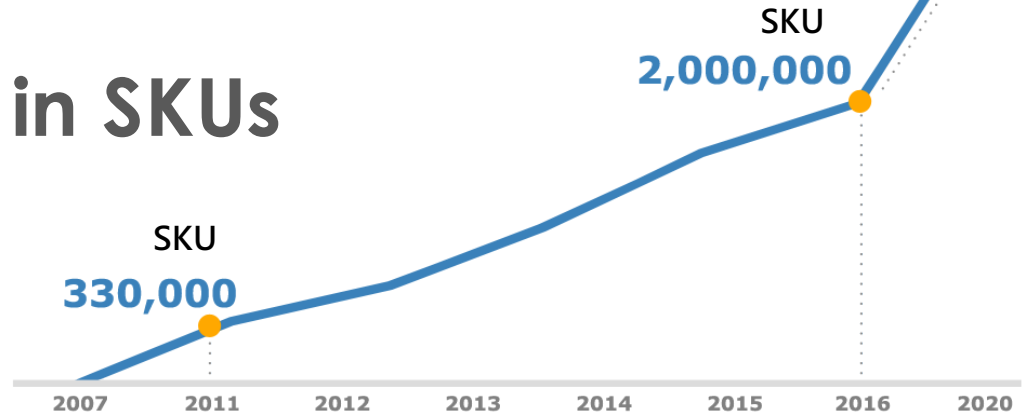
2010-2017 / 3C vs N3C Sales



Now we have total 7 warehouse



Sustained increase in SKUs



Cash Conversion Cycle – 23.1 days



Days 0

10.7

4.6

15.3

23.1 Days

38.4



Products collected
Online selling



Order Received
Item shipped



Buyer payment



Pay to the supplier

C2C Business Sector

露天拍賣



ONLINE
PChome

C2C

10m
buyers

140m
listings

2m
sellers

25%
listings outside
of Taiwan



PCstore Personal Store – New C2C



- Free model
- Rapid growing in 2017
- Mobile and social focus
- Free shipping campaign
- New User Layer

New C2C: PCstore Personal Store



\$0



PCstore FB Fan page

H&p栗子小舖
4月20日 14:46 · 📍

午安 🍌 栗子在Pchome商店開店囉 🍌
現在 #商店街個人賣場 有\$99UP
#免運活動優惠
因為栗子才剛開，新平台商品不是很齊~
所以大家可以上栗子的Y拍找自己喜歡的商品
然後跟栗子說要在商店街購買，就可以享有 #免運優惠 ❤️
免運費請點!!
<http://seller.pcstore.com.tw/S167433274>



PChome 商店街-個人賣場-H&p栗子小舖
H&p栗子小舖 ·
SELLER.PCSTORE.COM.TW



Mr.Cat 貓先生

說這專頁讚 · 3月17日 · 📍

昨天看到PChome商店街個人賣場
宣布免2%刷卡手續費 🍌
再加上超取滿\$199免運
想省運費的朋友可以來個人賣場逛逛 📍
<http://seller.pcstore.com.tw/S135091314>
#這裡逛
#真是太甘心了
#週週上新



小婷電腦Etingo
4月20日 14:04 · 📍

小婷電腦
在PChome商店街個人賣場開張囉 🍌
👉 <https://goo.gl/JwkXEg>
謝謝個人賣場的支持
讓我們能提供更優惠的價格給我們的粉絲，
未來我們會繼續提供更好的產品來福大家！

現在超取\$99就免運 真的好好買口！
<http://bit.ly/2o6otJ3>
趕快糾 樓上樓下 層邊頭尾！趕快來逛逛 🍌
人氣話題優質的3C周邊
熱銷穿戴周邊好物 都在PCHOME個人賣場
小婷電腦在PChome商店街個人賣場現在超取\$99就免運
👉 <https://goo.gl/JwkXEg>

#電腦周邊 #3C #現貨 #PCHOME #個人商店 #PCHOME個人商店#99免運 #免運 #超優惠 #錯過會後悔 🍌🍌🍌

PChome 商店街-個人賣場-小婷電腦3C
小婷電腦3C ·
SELLER.PCSTORE.COM.TW



Lilianna莉莉安娜分享了商店街個人賣場的貼文。
3月20日 · 📍

199超取免運真的好買~~~❤❤❤



商店街個人賣場
3月20日 · 📍

說這專頁讚

是的🍌喵主編 🍌
小編現場已聽到眾姊妹們熱烈的尖叫聲 🍌
沒錯! 🍌莉莉安娜 🍌真的! 🍌來! 🍌了! 🍌
個人賣場熱烈歡迎 🍌友站萬分大賣家進駐
立馬讚聲 🍌以示內心的喜悅 🍌❤❤❤

一邊逛愛店一邊享受超取免運的優惠 🍌
如果你是鐵粉 🍌就絕對不能錯過 🍌
春裝上架 🍌即刻鎖定 🍌👉 <http://bit.ly/2mGOYim>

#歡慶成功罷刷卡2%
#商店街個人賣場
#199超取免運超好買
#買賣雙方免運費



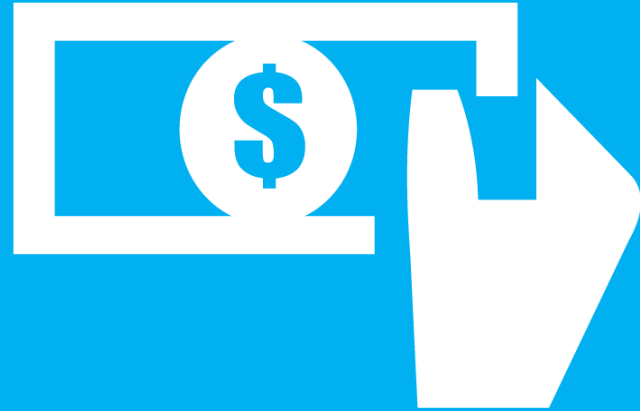
Bubble Nara波波娜拉 MIT溫暖手工鞋@Since 2004
4月11日 · 📍

Bubble Nara波波娜拉 (N)E(W)O(P)E(N)
在PChome商店街個人賣場開幕囉 🍌
馬上來享受便捷的服務
購物滿\$199 選擇「超商取貨」立即享免運!
MIT手工鞋 新品開催優惠ing 點進來看看 🍌
👉 <http://seller.pcstore.com.tw/S160929064>

玩轉整個夏天 的涼鞋兒必備款 >>>
◆ 文青懶人鞋 <http://bit.ly/2o1qJsK>
◆ 編織風涼鞋 <http://bit.ly/2pnNjAg>
◆ 兩穿渡假風 <http://bit.ly/2nx4Dy>
◆ 氣質淑女款 <http://bit.ly/2oZVTIR>
◆ 顯白奶白色 <http://bit.ly/2oTbo5K>
◆ 金屬個性款 <http://bit.ly/2olyTBs>
真皮透氣 超軟舒適 夏日必備 簡約百搭
免運限時 Go
#就是愛免運 #MIT手工鞋 #199免運 #涼鞋 #懶人鞋 #氣墊鞋



Payment



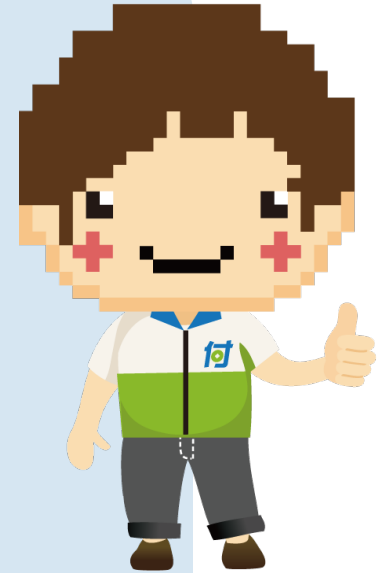
Largest Online Payment Service in Taiwan



PChomePay 支付連



- Over 86 million products
- 4.9 millions users
- Debit card transfer by Chunghwa Post and 68 banks
- Non transaction fee for Chunghwa Post and 4 banks
- Support 13 banks express payment
- Provide 30 credit cards pay in full and 18 credit cards installment of 3-12 periods
- Connected with 4 major convenience stores brands with more than 10k stores
- Offer T-Cat logistics & COD service



PChome Pi

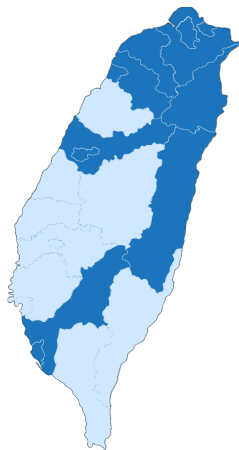
ONLINE
PChome

Pi 行動錢包

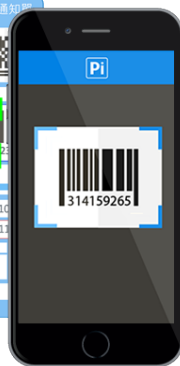
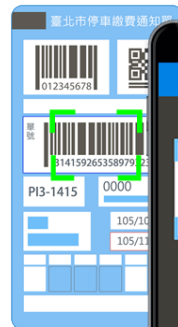


- **Scheme : Mobile Payment with credit card**
- **# of Downloads : More than 150k**
- **Service Scope:**
 - ✓ Convenience Store
 - ✓ Hospital
 - ✓ Parking Fee
 - ✓ Donation
 - ✓ Food Delivery

PChome Pi



No.1 Parking fee coverage **84.33%**



“Library e-Card” - Books check out



Convenience store FastPay - More than **10,000** stores

“Hospital Mobile Cashier” - 1-min automatic Payment

Financial Update

2017 vs 2016 Q2 Income statement (IFRS-consolidated)



IFRS-Consolidated										
NTD :000	2017 2Q	%	2016 2Q	%	Variance	2017 1H	%	2016 1H	%	Variance
Revenue	6,856,885	100.0%	5,997,724	100.0%	14.3%	13,781,193	100.0%	12,770,803	100.0%	7.9%
Gross Margin	1,101,183	16.1%	1,041,591	17.4%	5.7%	2,237,603	16.2%	2,190,408	17.2%	2.2%
Operating Expense	967,210	14.1%	798,978	13.3%	21.1%	1,847,886	13.4%	1,594,085	12.5%	15.9%
marketing Expense	806,282	11.8%	620,406	10.3%	30.0%	1,521,515	11.0%	1,224,946	9.6%	24.2%
Aministration expense	89,573	1.3%	111,377	1.9%	-19.6%	186,223	1.4%	238,143	1.9%	-21.8%
R&D expense	71,355	1.0%	67,195	1.1%	6.2%	140,148	1.0%	130,996	1.0%	7.0%
Operating Income	133,973	2.0%	242,613	4.0%	-44.8%	389,717	2.8%	596,323	4.7%	-34.6%
Net non-operating income	10,602	0.2%	11,987	0.2%	-11.6%	6,758	0.0%	15,801	0.1%	-57.2%
Net income before tax	144,575	2.1%	254,600	4.2%	-43.2%	396,475	2.9%	612,124	4.8%	-35.2%
Net income after tax	110,653	1.6%	190,428	3.2%	-41.9%	318,580	2.3%	481,950	3.8%	-33.9%

2017 vs 2016 Q2 FY Balance Sheet (IFRS-consolidated)



	ASSETS		2017.6.30		2016.6.30		Variance	
Cash and cash equivalents	8,686,957	78	8,256,527	79	430,430	5.2%		
Notes receivable, net	1,643	0	4,074	0	(2,431)	-59.7%		
Accounts receivable, net	298,082	3	318,787	3	(20,705)	-6.5%		
Other receivables	287,102	3	302,357	3	(15,255)	-5.0%		
Inventories, net	648,720	6	511,266	5	137,454	26.9%		
Other financial assets-current	307,599	3	317,011	3	(9,412)	-3.0%		
Other current assets	70,334	1	65,152	1	5,182	8.0%		
CURRENT ASSETS	10,300,437	93	9,775,174	94	525,263	5.4%		
NON-CURRENT ASSETS	813,528	7	611,305	6	202,223	33.1%		
TOTAL ASSETS	11,113,965	100	10,386,479	100	727,486	7.0%		
TOTAL LIABILITIES & STOCKHOLDERS' EQUITY								
CURRENT LIABILITIES	5,275,501	48	4,713,174	46	562,327	11.9%		
NON-CURRENT LIABILITIES	24,125	0	13,861	0	10,264	74.0%		
TOTAL LIABILITIES	5,299,626	49	4,727,035	47	572,591	12.1%		
Common stock	1,103,161	12	998,549	12	104,612	10.5%		
Capital surplus	2,507,459	23	2,498,301	24	9,158	0.4%		
Legal reserve	404,535	3	327,935	3	76,600	23.4%		
Special reserve	2,781	0	4,271	0	(1,490)	-34.9%		
Retained earnings-unappropriated	959,120	9	1,000,430	10	(41,310)	-4.1%		
Exchange differences on translation of foreign operations	(4,166)	(0)	(1,241)	(0)	(2,925)	235.7%		
Total owners' equity attributable to equity holders of the parent company	5,041,324	45	4,932,857	47	108,467	2.2%		
Non-controlling Interest	773,015	7	726,587	7	46,428	6.4%		
TOTAL STOCKHOLDERS' EQUITY	5,814,339	51	5,659,444	53	154,895	2.7%		
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	11,113,965	100	10,386,479	100	727,486	7.0%		

Thank you!!