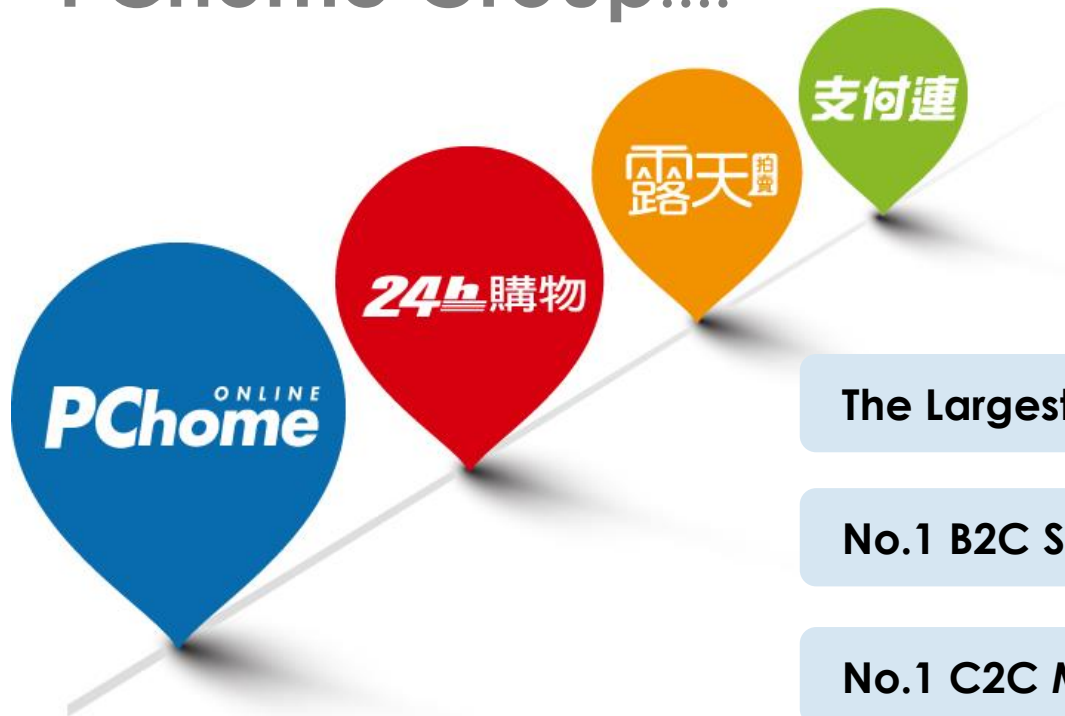


PChome Group Company Overview

Taiwan's Leading e-Commerce Group

PChome Group....



The Largest e-Commerce company in Taiwan

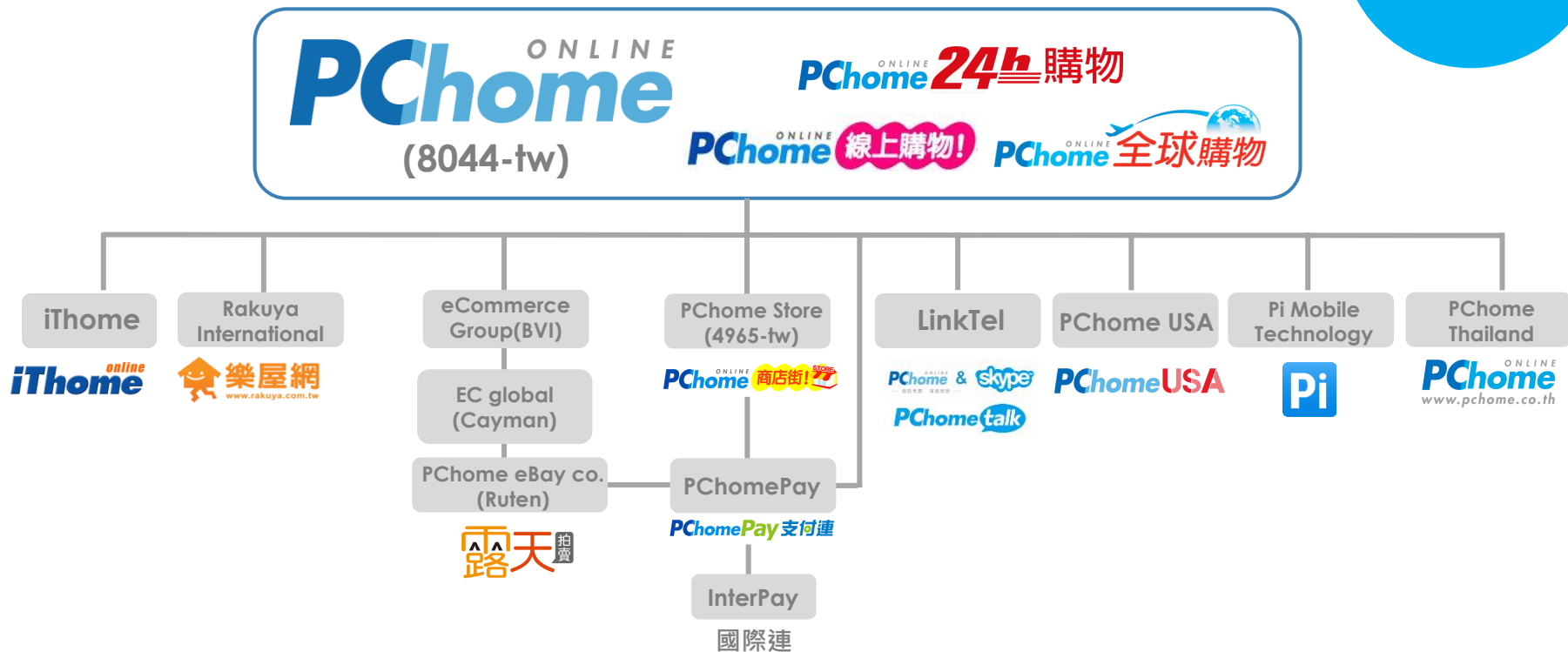
No.1 B2C Shopping Website

No.1 C2C Marketplace

No.1 Online Payment Service

PChome ONLINE GROUP

Group Structure



PChome Group

B2C



C2C



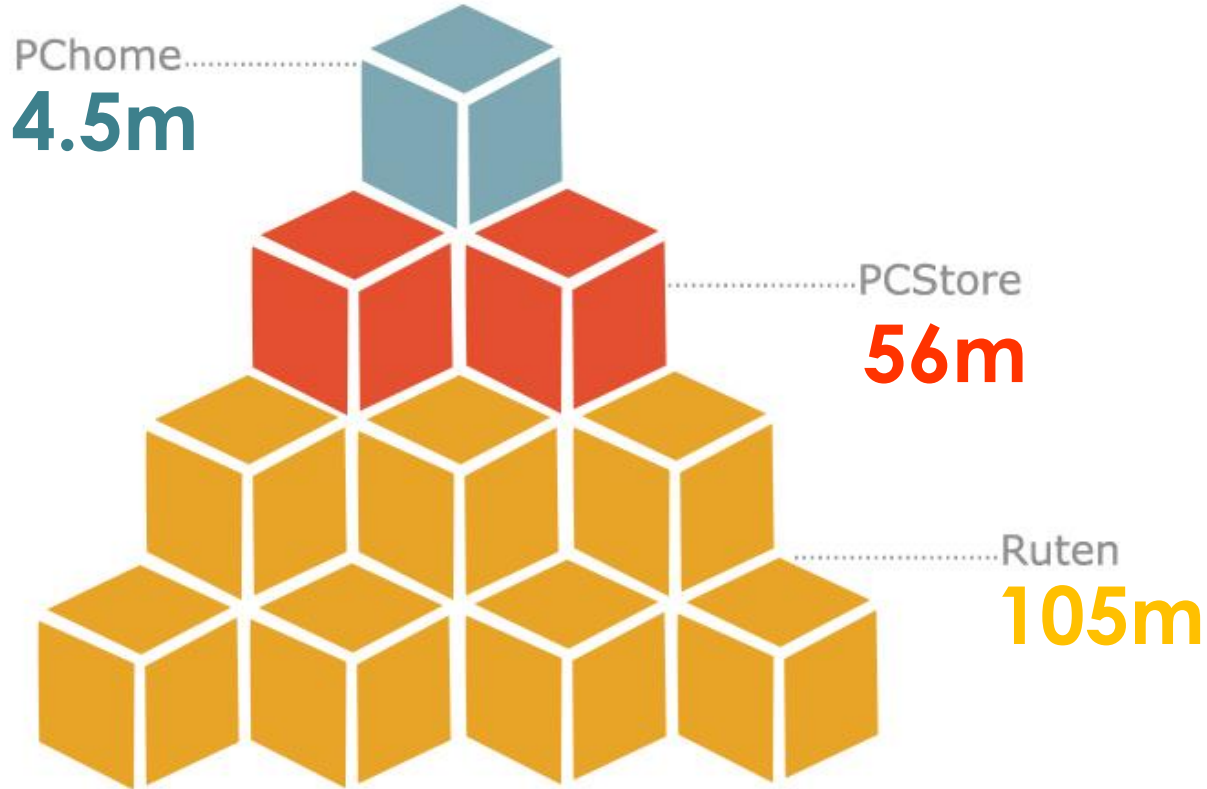
Web service



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 1,700,000 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 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^{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



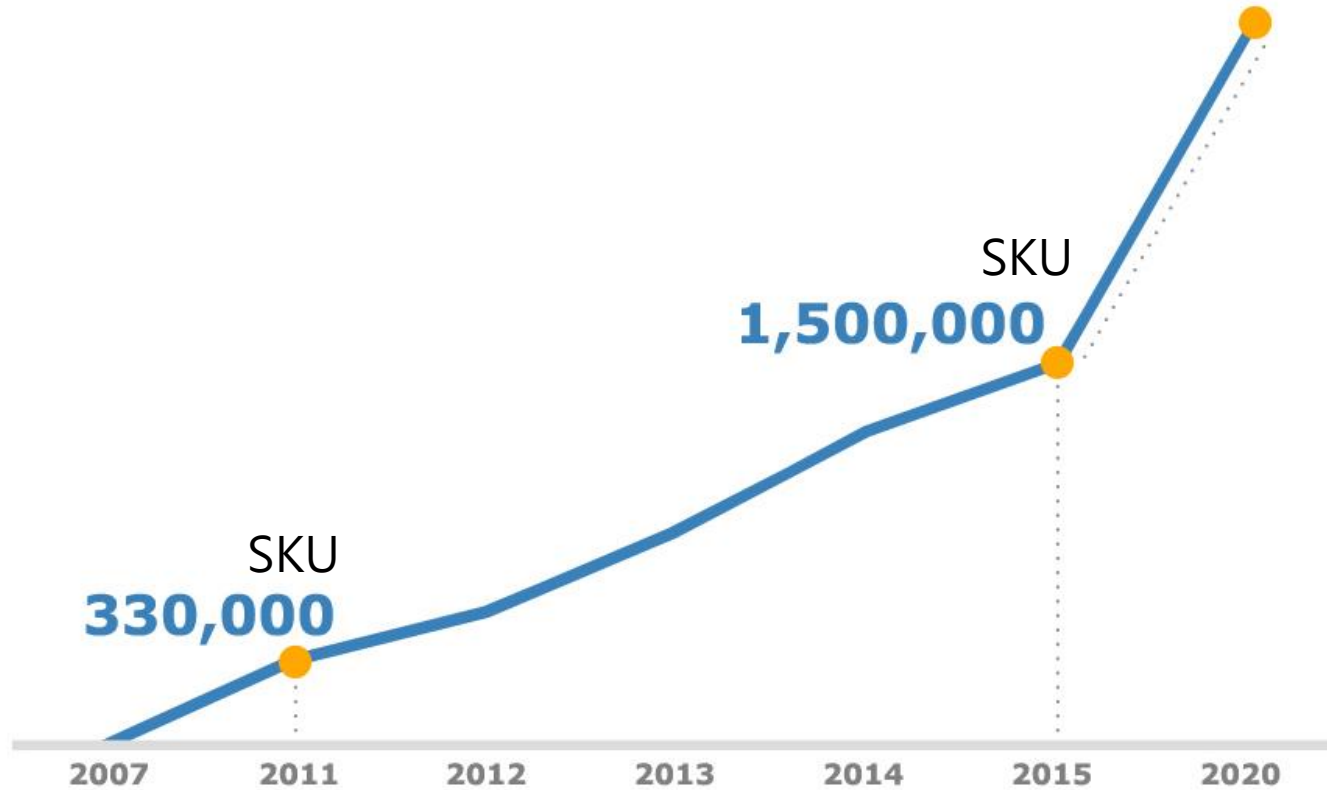
On-time rate: 99.68%

Receive NT100 (Cash point) for late Delivery

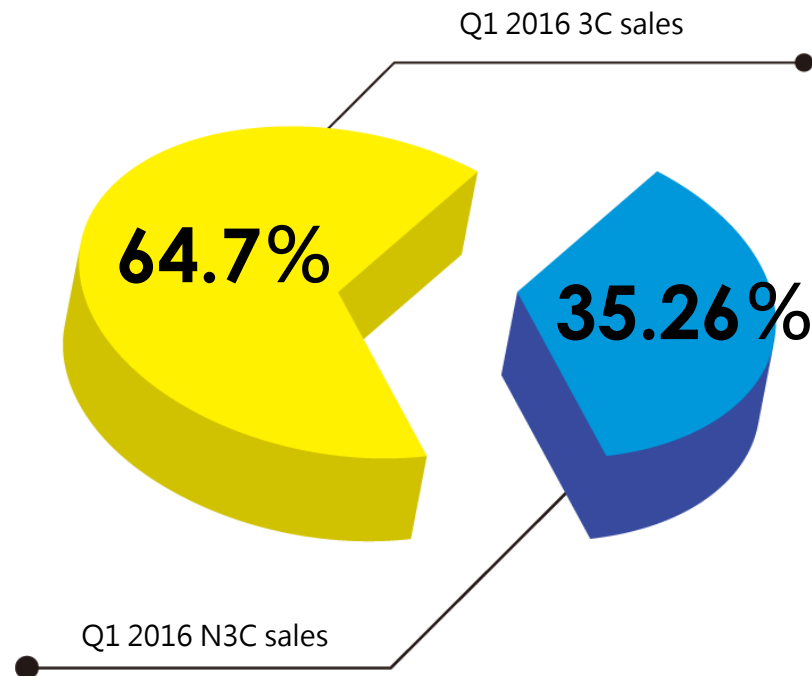
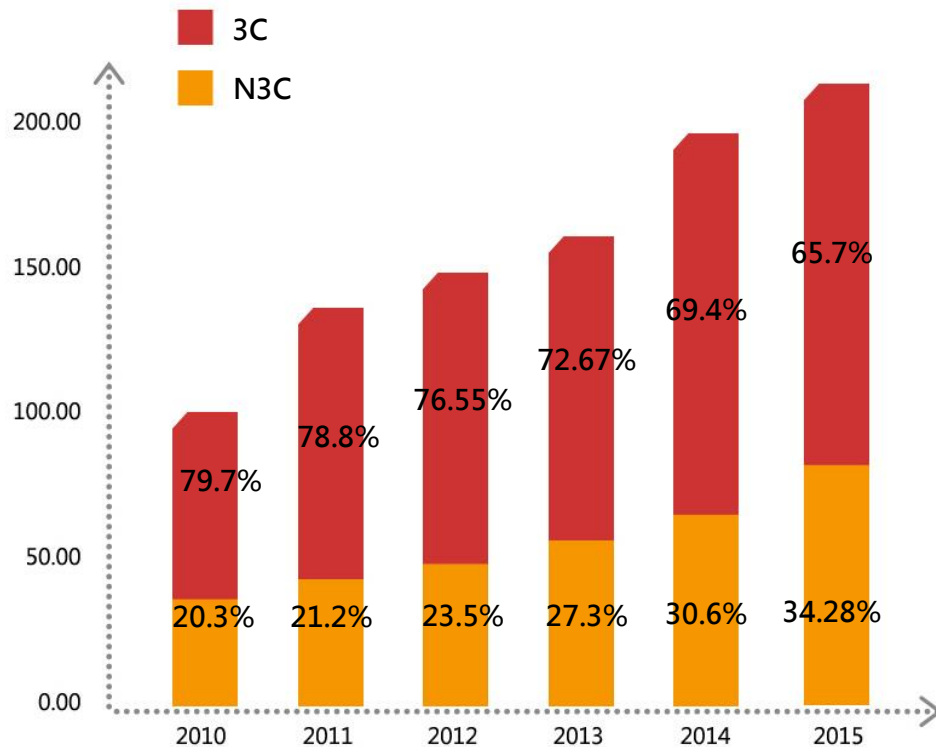
Real-time order checking system



Sustained increase in SKUs



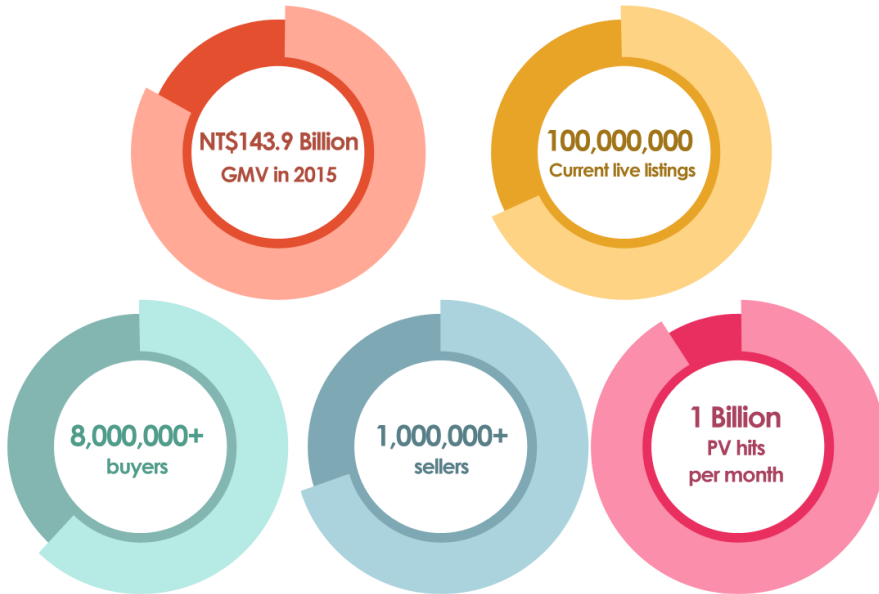
2010-2016 / 3C vs N3C Sales



露天拍賣



C2C Marketplace



Over 20,000 stores opened
by SMEs



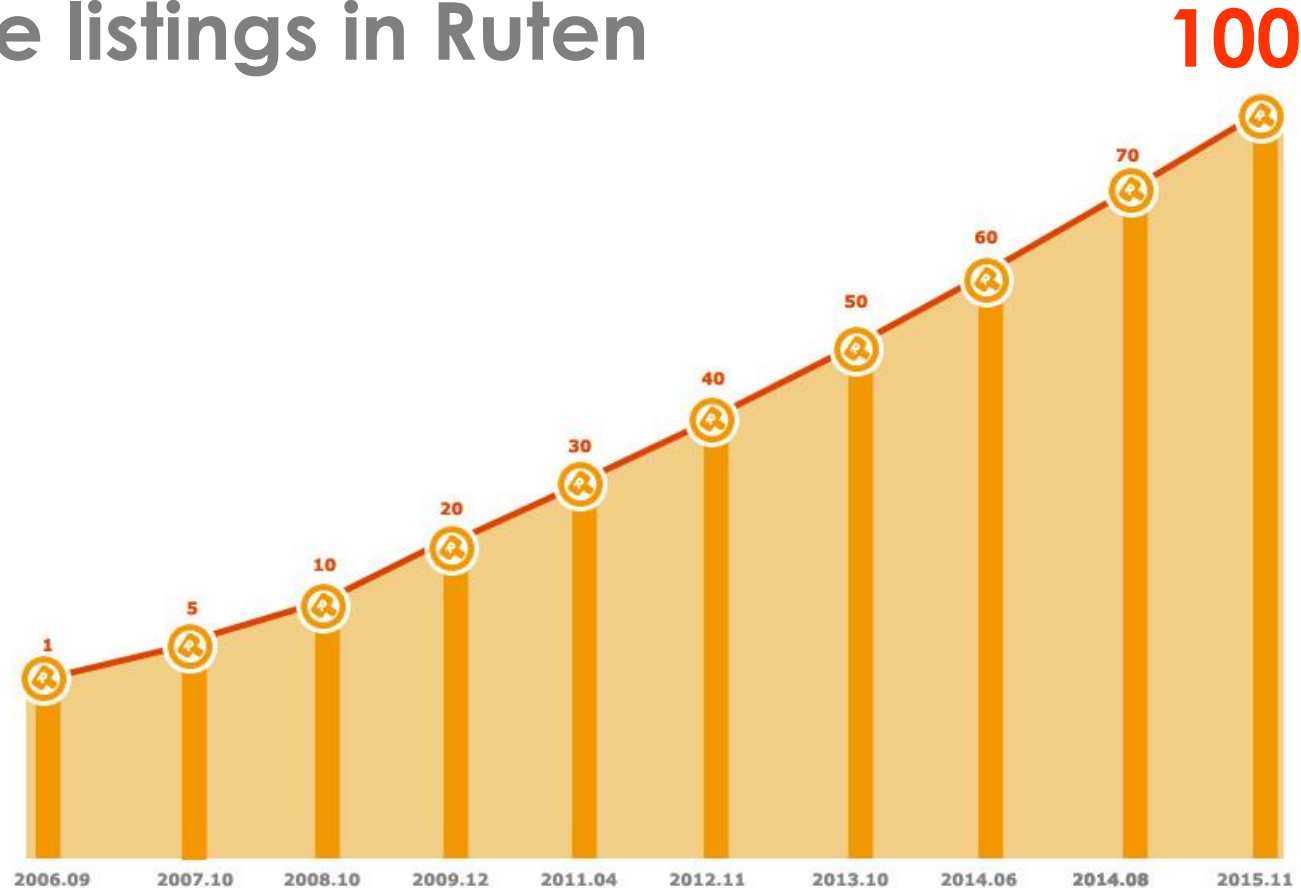
Over 4,870,000 listings
Best choice for Chinese
American to start an online store



www.pchome.co.th

Beta launched in September,
2015

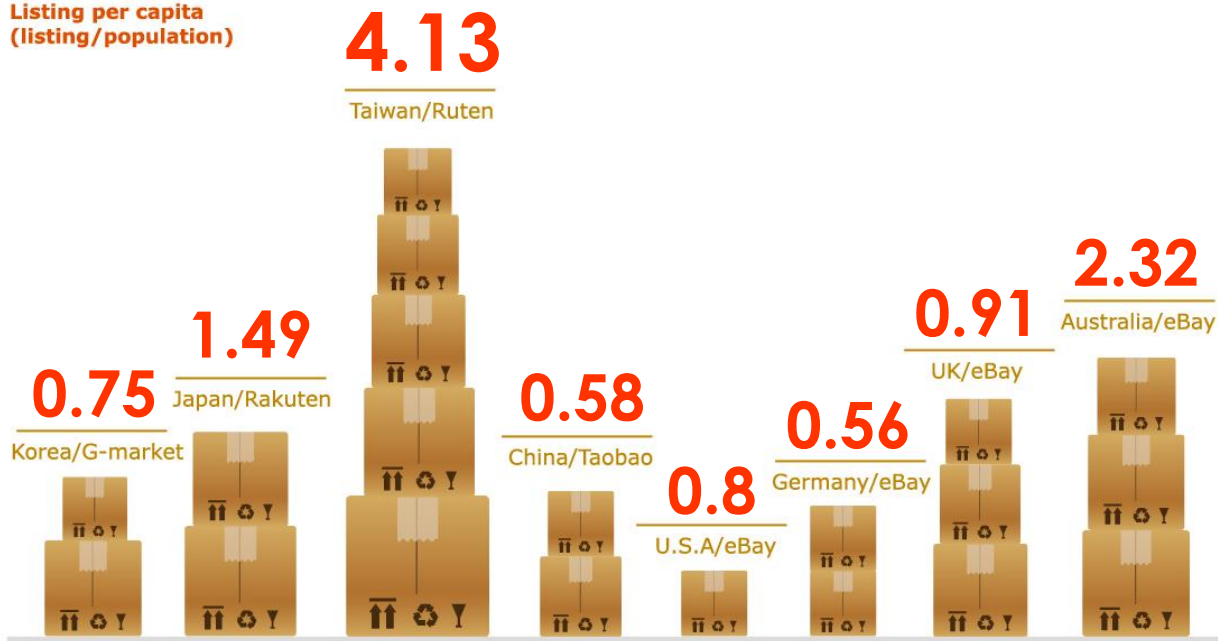
Over 100,000,000+ live listings in Ruten



Listing per Capita

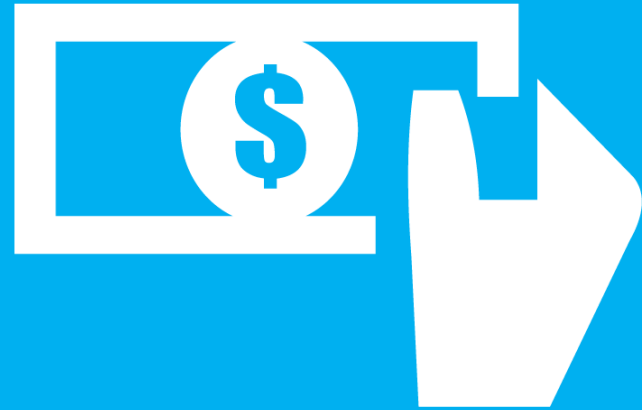
Listing Per Capita

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



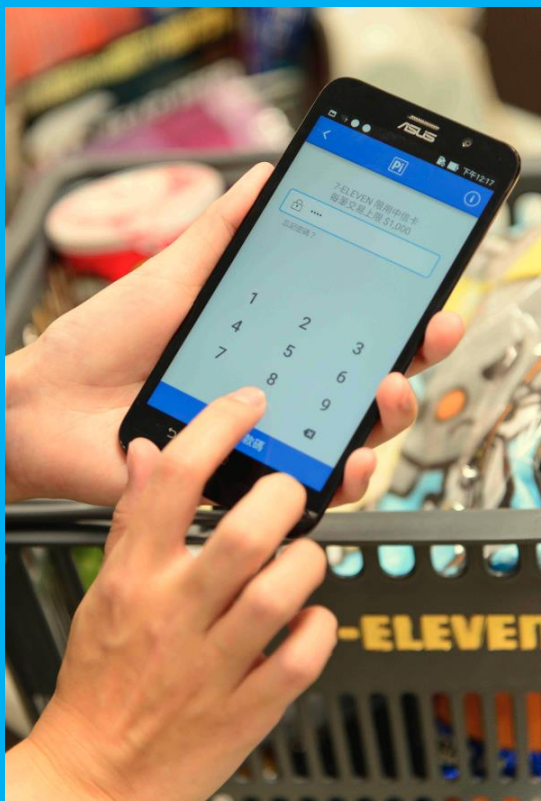
Deposit



Money transfer

Coming soon.....

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

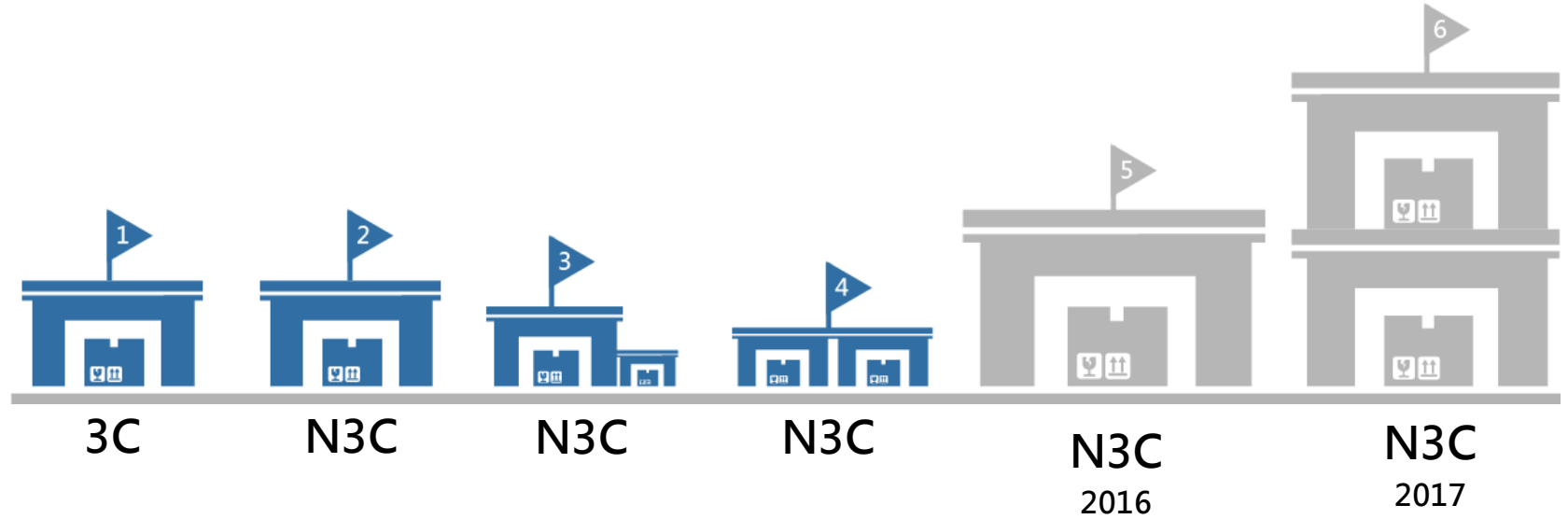


2016-2017

Business

Development Plans

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)



PChome^{ONLINE}

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
Current Assets:	9,690,609	94	6,446,681	93	3,243,928	50.3
Non-current Assets:	598,677	6	458,011	7	140,666	30.7
TOTAL ASSETS	10,289,286	100	6,904,692	100	3,384,594	49.0
LIABILITIES AND STOCKHOLDERS' EQUITY						
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
Current Liability:	4,253,755	42	3,956,453	58	297,302	7.5
Non-current Liability:	14,238	0	24,203	0	(9,965)	
TOTAL LIABILITIES	4,267,993	41	3,980,656	58	287,337	7.2
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
TOTAL STOCKHOLDERS' EQUITY	6,026,293	59	2,924,036	42	3,102,257	106.1
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	10,294,286	100	6,904,692	100	3,389,594	49.1

Thank you!!