

PChome Group Company Overview

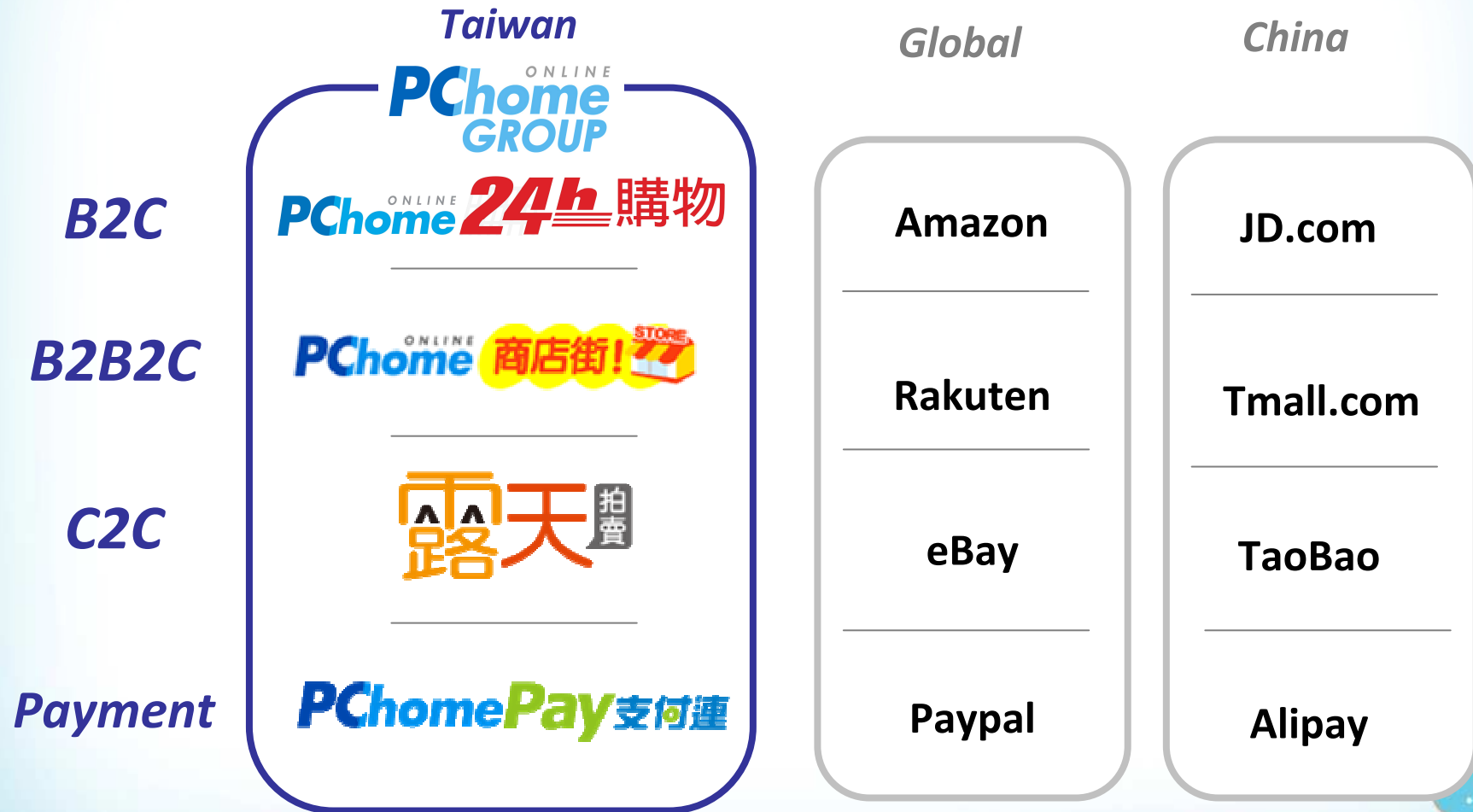


Group Structure






(2015 Q1)



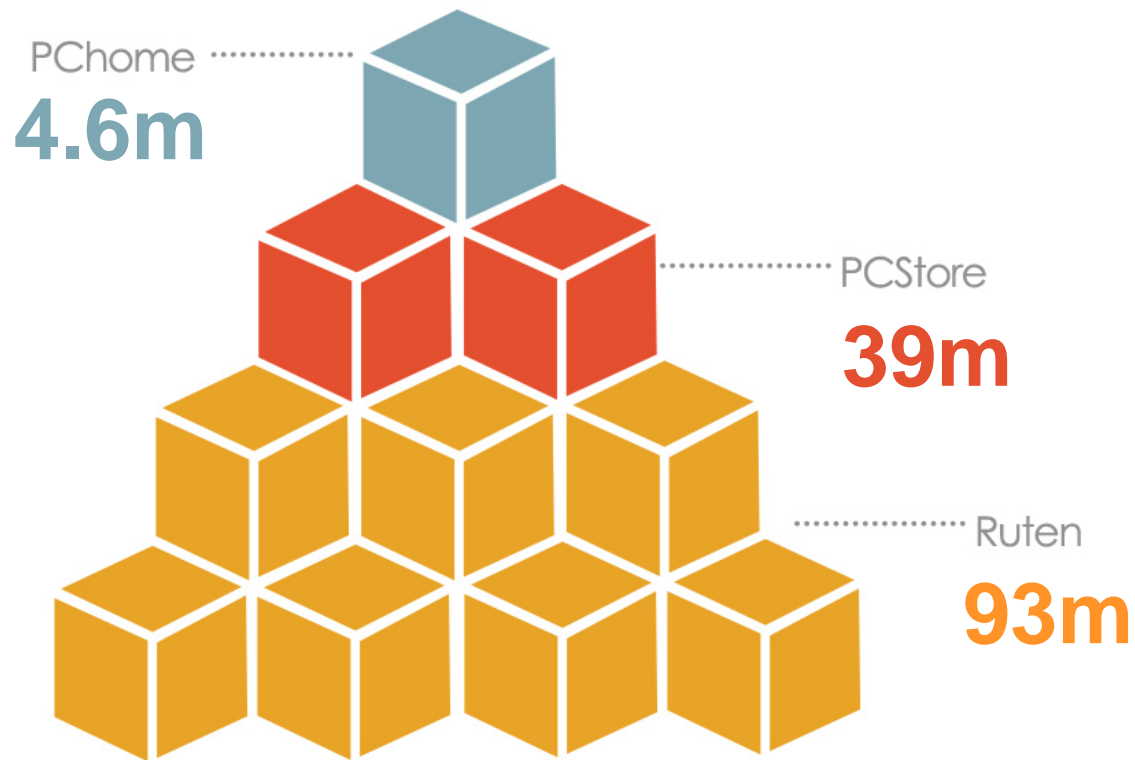
PChome Group Major Business Scope



EC Service Structure and Business model

	EC entity	Revenue Model	Logistics	# of Warehouse	# of Listings
B2C		Merchandise Sales	Ship by suppliers	0	4,691,739
			Ship by PChome warehouse	4 (1,430,000 sku in stock)	
B2B2C		(1)Account setup fee (2)Commission	Ship by merchants	0	39,381,343
C2C		(1)commission (2)Advertisement	Ship by sellers	0	93,071,493
				0	

Over 170,000,000 listings in PChome Group



Online Retailing Business Highlight





PChome 24h Shopping Overview



ONLINE **PChome 24h** 購物

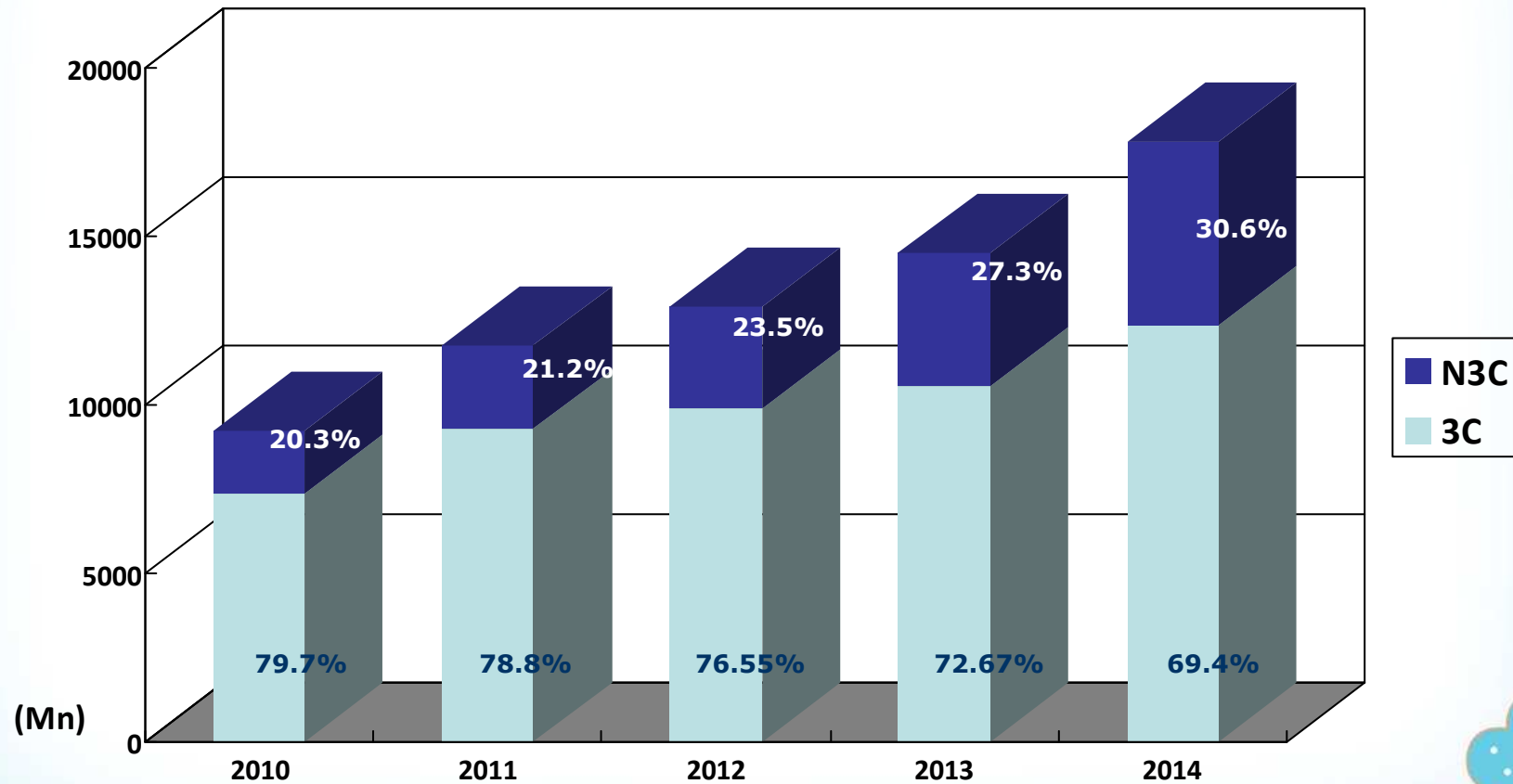
Once an order has been placed on the website, the delivery will be made within 24 hrs

- Launched : 2007.01
- <http://24h.pchome.com.tw>
- Service Model: Consignment in-stock central warehouse
- SKU : over 1,430,000
- Warehouse: 4
- On time rate : 99.68%
- 24 hrs delivery guarantee
- Taipei city 6hrs delivery (2013.Dec)

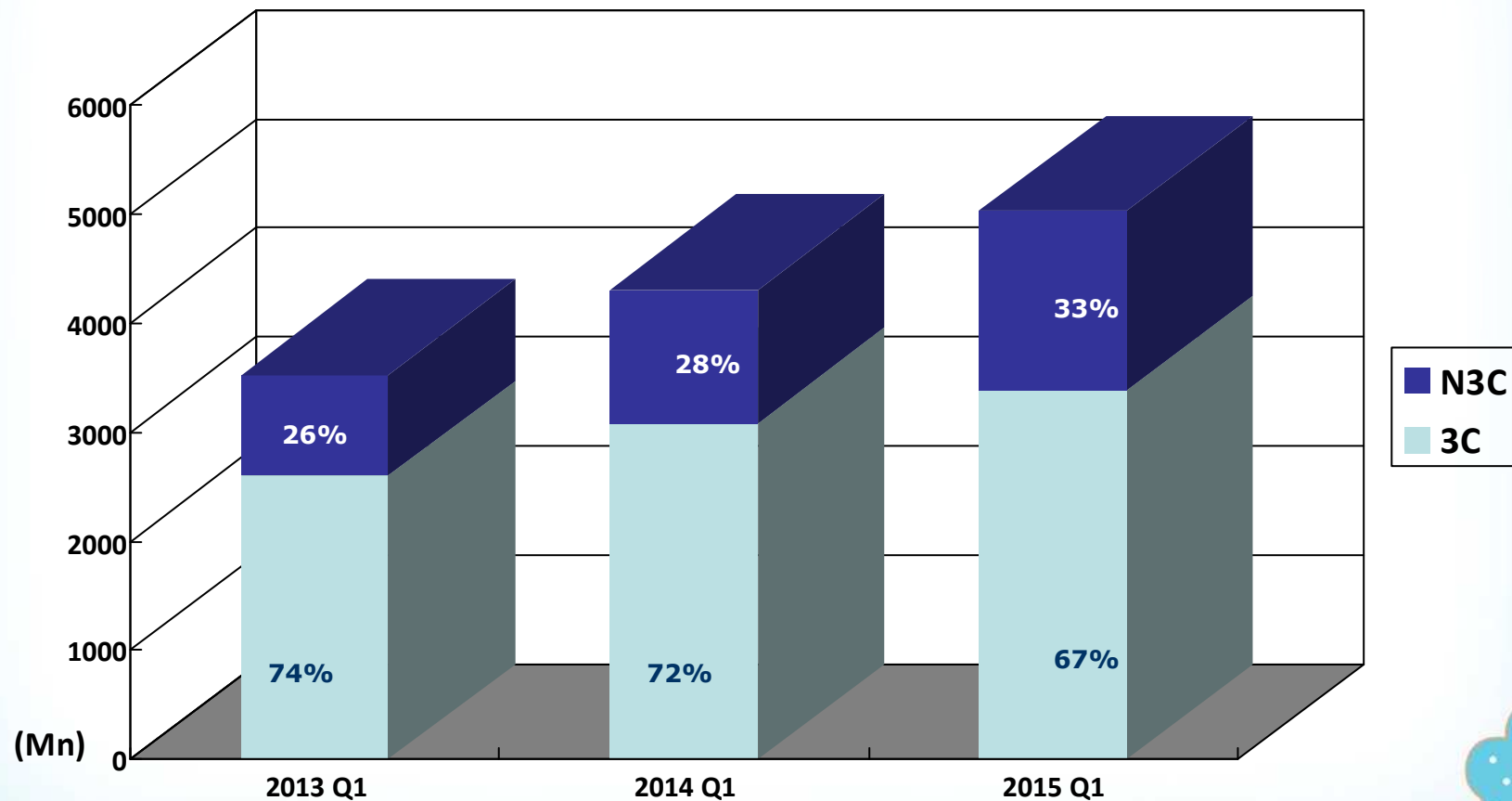
ONLINE
PChome



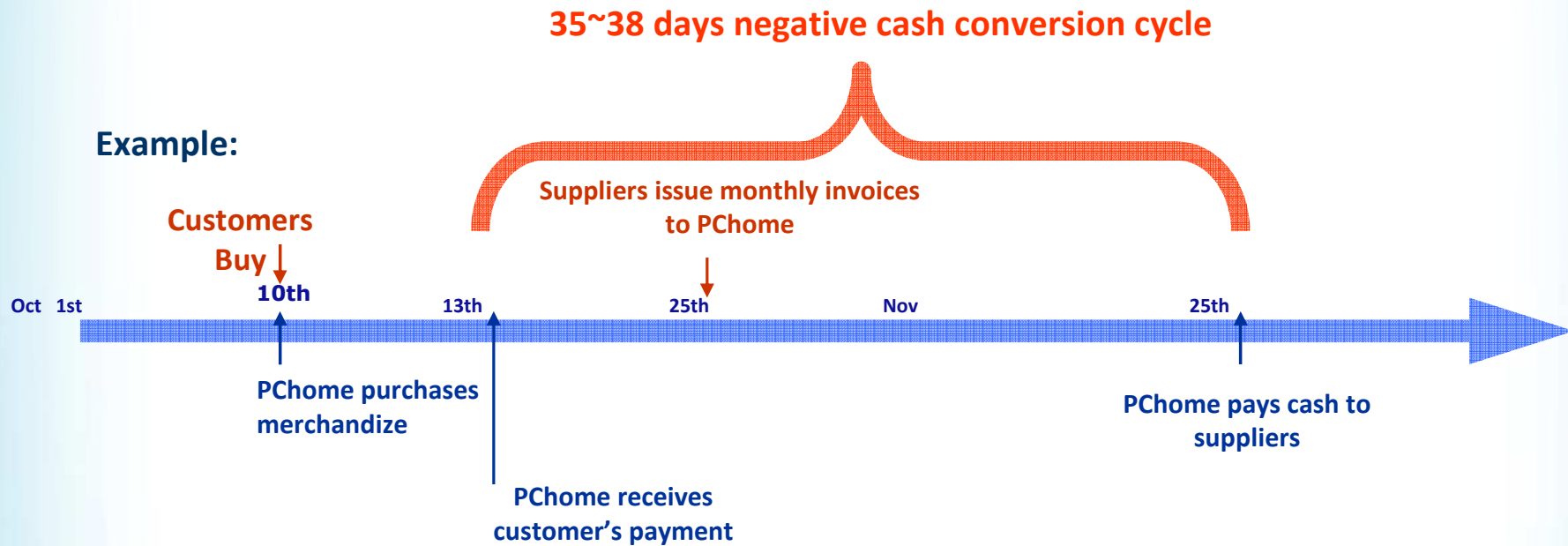
2010-2014 3C vs N3C Sales



2013 - 2015 Q1 3C vs N3C Sales



Negative Cash Conversion Cycle



Subsidiaries

Marketplace Highlight

- ***PChome Store***
- ***Ruten Auction***

Payment Service Highlight

- ***PChomePay***



PChomeStore Inc.



PChome ONLINE 商店街! STORE

<http://store.pchome.com.tw>

- IPO in Apr. 2011 (4965-TT)
- Service launched: 2005.10
- <http://www.pcstore.com.tw>
- # of Stores: 19,211 (04,'15)
- # of items: 39,381,343 (04,'15)
- HQ location: Taipei, Taiwan

ONLINE
PChome



PCstore Revenue Model

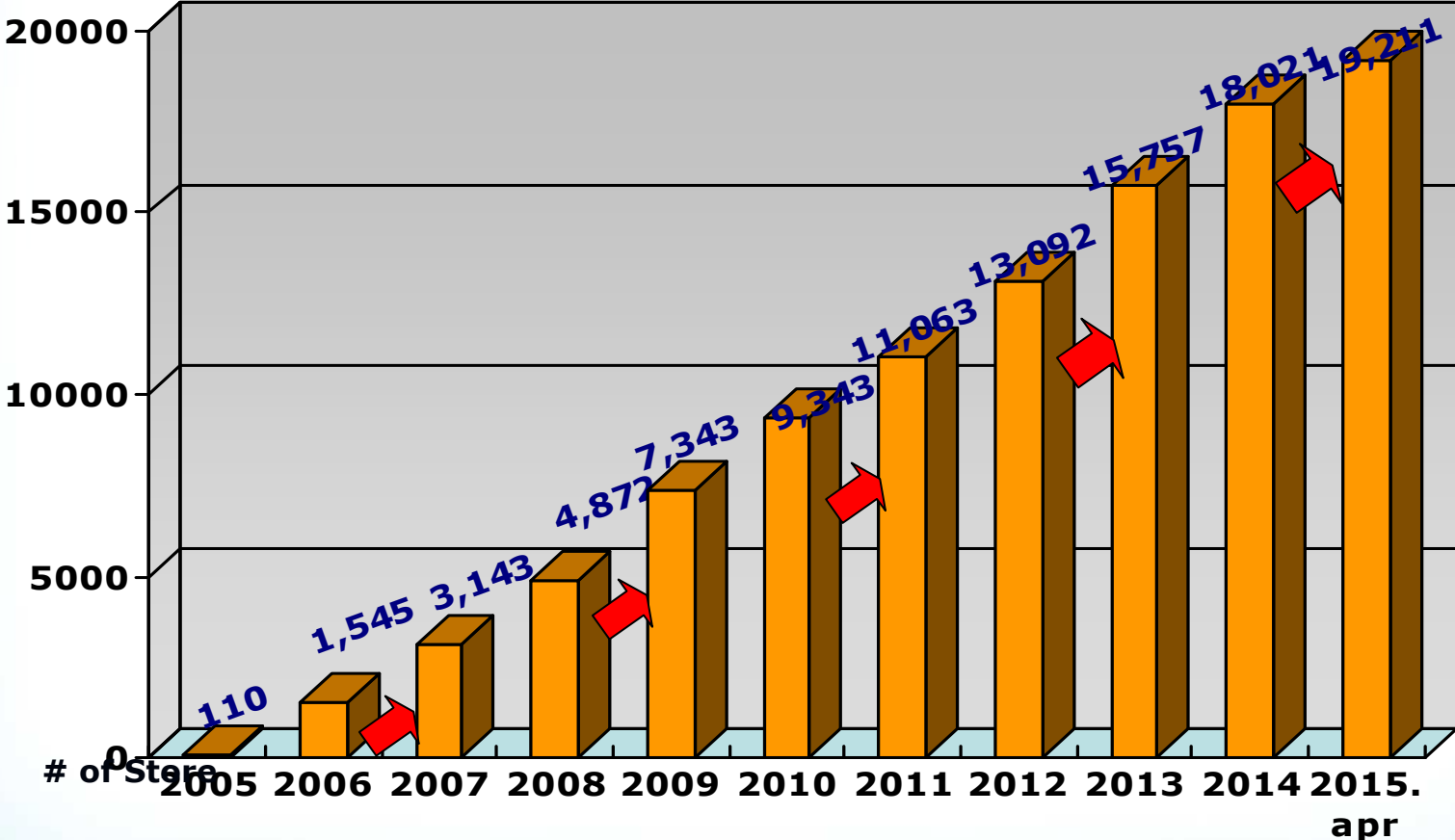
Online Store Set-up Fee (one-time charge)	Annual maintenance Fee	Sales Commission (by orders)	Value-add Service	Payment Methods
NT\$25,000	NT \$3,000 (2nd year and after) <small>For new register stores after Nov. 2011</small>	2% (5% after 2nd year)* + payment surcharge	NT\$50~ NT\$5,000 (Web Ads and extension courses)	ATM Credit Card CVS Kiosk COD (*UnionPay, PChomePay+Ten pay)

(2015.03)



of Stores 2005 – 2014

(Concurrent)



Ruten Auction



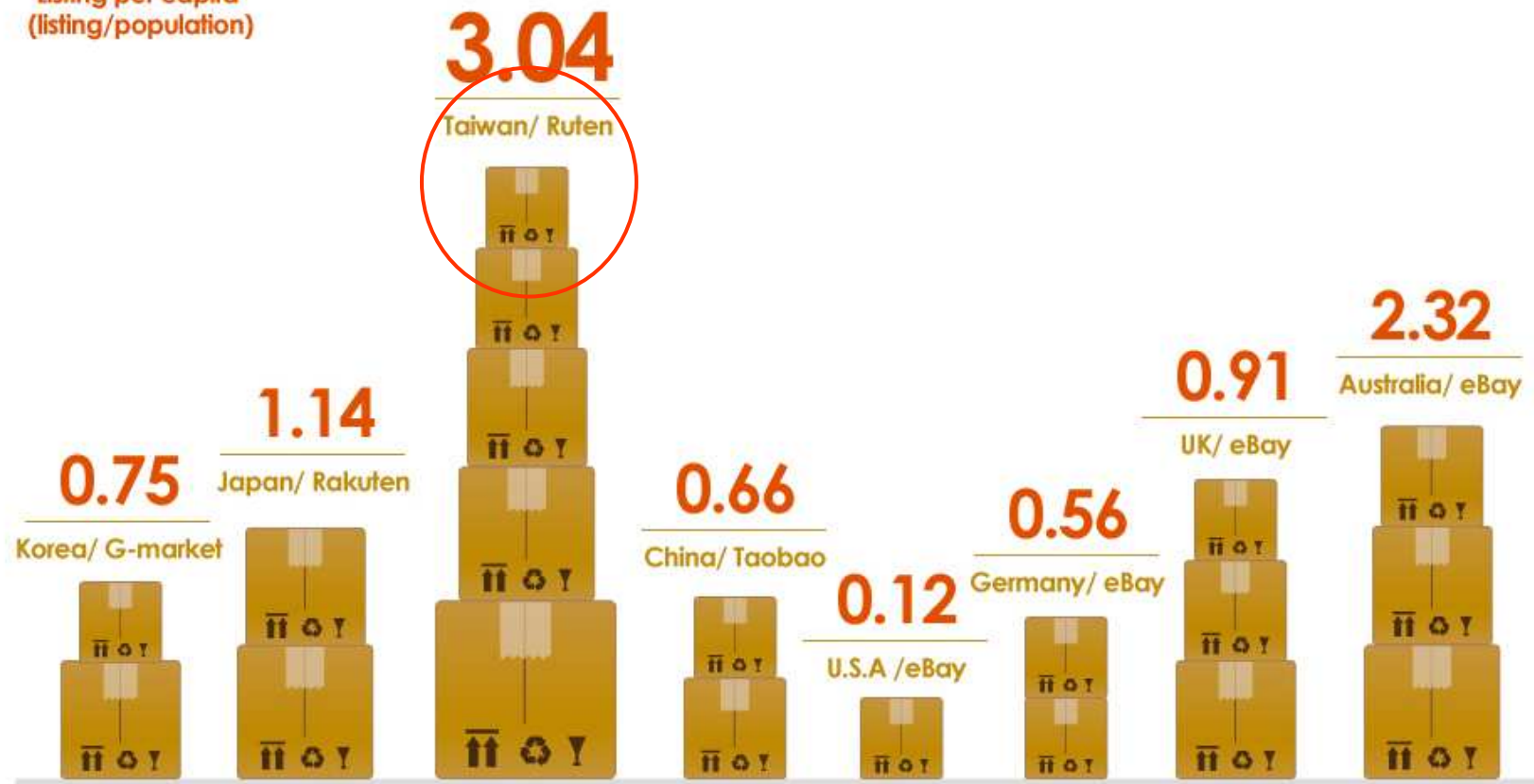
- Established : 2006.09
- PChome holding 65%
- # of Listing : 88,255,884 (03,'15)
- Business model: C2C marketplace
- Revenue model :
 - final value fee (2%)
 - Display ads & Sellers Ads



Listing Per Capita

Listing Per Capita

Listing per capita
(listing/population)



Country/ EC market leader

PChomePay

PChomePay 支付連 PChomePay代收 · 購物更安心

我的帳戶 (登入) | 露天拍賣 | PChome

首頁 | 帳戶 | 提款 | 認證 | 會員中心

首頁 > 服務說明 > 服務介紹

服務介紹

【PChomePay支付連】是一個第三方金流服務平台，提供買賣雙方進行線上付款及收款的代收轉付服務

買家

買方購買商品透過【PChomePay支付連】安心支付貨款

賣家

賣家透過【PChomePay支付連】確認貨款已收到再出貨，降低出貨收不到錢的風險

PChomePay 第三方支付

讓買家安心付款
讓賣家安心出貨

對買家的好處

- 安心選購**
買家可在露天拍賣平台上提供的【PChomePay支付連】專區選購，購物更安心。
- 安心付款**
買家購買商品透過【PChomePay支付連】，快速購物並可安心支付貨款。
- 安心機制**
買家付款後若有問題，可啟動延遲撥款來保留貨款，預防詐騙糾紛的產生。

對賣家的好處

- 放心收款**
【PChomePay支付連】代收您的貨款，您可更放心出貨，不用擔心收不到錢。
- 自動核帳**
貨款自動核帳後即時通知，無需再到銀行開本子，輕鬆掌握款項即時資訊。
- 賣家提領操作簡易**
通過認證，即可快速申請帳戶餘額的提領，直接將貨款匯到指定的實體銀行帳戶。

PChomePay 支付連

- Founded : 2011.8
- Paid-in Capital : NT\$ 450 Mn
- Service: ATM escrow, Credit card payment, Credit card installment, CVS payment, PChomePay x Tenpay



Financial Update



2015 vs 2014 Q1 Income statement (IFRS-consolidated)

NTD :000	2015 1Q	%	2014 1Q	%	Variance
Revenue	5,721,295	100.0%	4,794,166	100.0%	19.3%
Gross Margin	981,924	17.2%	825,254	17.2%	19.0%
Operating Expense	694,545	12.1%	605,500	12.6%	14.7%
marketing Expense	527,937	10.3%	453,807	9.5%	16.3%
Aministration expense	109,074	1.1%	107,271	2.2%	1.7%
R&D expense	57,534	0.6%	44,422	0.9%	29.5%
Operating Income	287,379	5.0%	219,754	4.6%	30.8%
Net non-operating income	583	0.0%	6,952	0.1%	-91.6%
Net income before tax	287,962	5.0%	226,706	4.7%	27.0%
Net income after tax	237,720	4.2%	186,523	3.9%	27.4%
Attributable to					
Shareholders of parent company	212,325	3.7%	165,684	3.5%	28.2%
Minority Interest	25,395	0.4%	20,839	0.4%	21.9%
Opening cash balance	4,887,418		3,859,455		
Closing cash balance	4,832,243		4,025,409		



2015 vs 2014 Q1 Balance Sheet

(IFRS-Consolidated)

	2015.3.31		2014.3.31		Variance		%
Cash and cash equivalents	4,832,243	70	4,025,409	74	806,834	20.0	72%
CURRENT ASSET	6,446,681	93	5,043,891	93	1,402,790	27.8	100%
NON CURRENT ASSET	458,011	7	368,361	7	89,650	24.3	-9%
TOTAL ASSETS	6,904,692	100	5,412,252	100	1,492,440	27.6	126%
CURRENT LIABILITIES	3,956,453	58	2,990,028	56	966,425	32.3	88%
NON CURRENT LIABILITIES	24,203	0	18,466	0	5,737	31.1	0%
TOTAL LIABILITIES	3,980,656	58	3,008,494	56	972,162	32.3	88%
Common stock	868,168	12	822,448	15	45,720	5.6	15%
Capital surplus	65,321	1	65,321	1	-	-	0%
Legal reserve	182,223	3	131,548	2	50,675	38.5	105%
Special reserve	7	0	1,155	0	(1,148)	-99.4	-271%
Retained earnings-unappropriated	1,213,846	17	887,900	16	325,946	36.7	100%
Exchange differences on translation of foreign operations	(2,034)	-0	1,117	0	(3,151)	-282.1	
Total owners' equity attributable to equity holders of the parent company	2,327,531	33	1,909,489	35	418,042	21.9	
Non-controlling Interest	596,505	9	494,269	9	102,236	20.7	
TOTAL STOCKHOLDERS' EQUITY	2,924,036	42	2,403,758	44	520,278	21.6	
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	6,904,692	100	5,412,252	100	1,492,440	27.6	
Book value per share	33.68		29.23		4.45	15.2	

