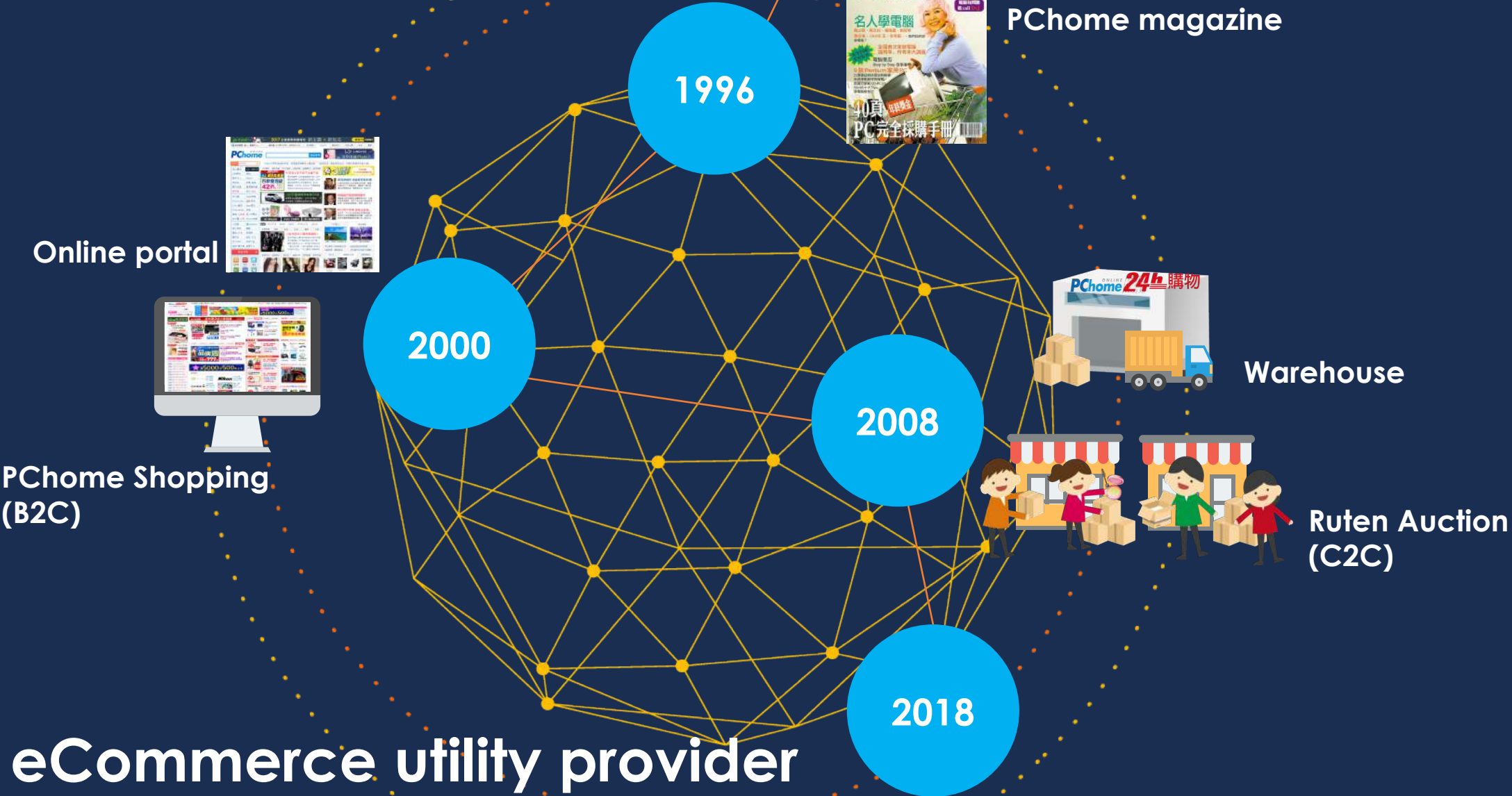


PChome ONLINE

The Largest e-Commerce Group in Taiwan

Key Retail Players in Taiwan Market

No.	Retailer	Annual Sales (NT\$ bn)	# of stores
1	President Chain Store	144.5	5,221
2	Chuan Lian Enterprise	108.8	909
3	Costco President Taiwan	80.0	13
4	Shinkong Mitsukoshi Department Store	74.4	15
5	Carrefour Taiwan	63.8	113
6	Taiwan FamilyMart	62.2	3,154
7	Far Eastern Department Stores	43.7	10
8	Pacific SOGO Department Stores	42.8	7
9	RT Mart	27.6	24
10	PChome Shopping (B2C)	26.9	-
11	Momoshop (B2C)	26.5	-
12	Hi-Life International	21.4	1,267
13	Tsann Kuen Enterprise	20.6	290
14	Breeze Development	18.5	9
15	Test Rite Retail	15.6	53



Marketplace no.1 in Taiwan

Ruten Auction

- Feature
- Already monetized
 - > 50% GMV from men-related products

B2C no.1 in Taiwan

PChome Shopping

- Guarantee 24h delivery
- Consignment model
- 5 million SKUs on the website

Mobile no.1 in Taiwan

Personal Store

- Mobile oriented
- Young social media users
- 80% of listings focus on female

2017
Achievement

- Annual GMV: NT\$275 billion (US\$9.2 billion)
- > 10 million users
- 2 million sellers

- Revenue: NT\$27 billion, yoy 19% (US\$900 million)
- > 6 million annual active users
- 2 million SKUs in the warehouse

- Quarterly GMV: NT\$12 billion (US\$400 million)
- > 220 million listings
- > 11 million monthly CVS delivery

PChome 24h Shopping – B2C No.1 in Taiwan

1 Guarantee **24h delivery** around Taiwan

2 **5 million SKUs** on the website

3 Inventory light **consignment** model

4 **NT\$ 27 billion** revenue in 2017

2 million SKUs in self-managed warehouses

99.7% 24hr on-time delivery

7 warehouses with total area of **231,400 m²**

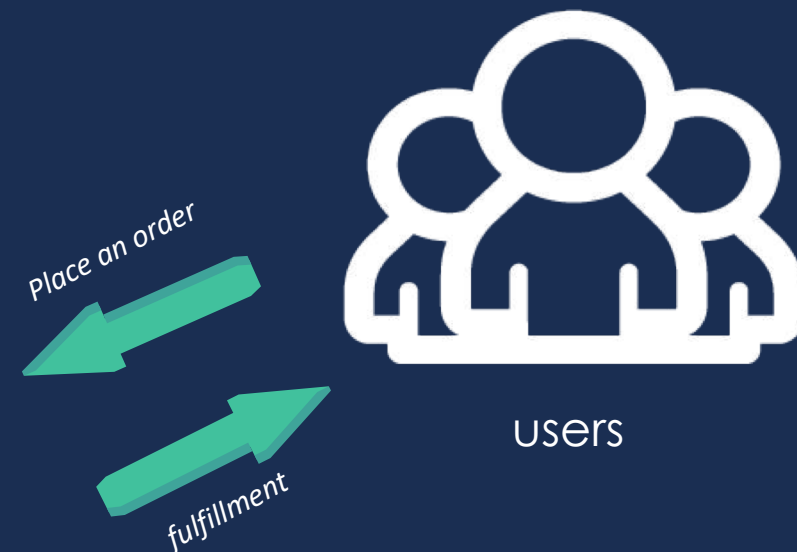
6hr delivery in Taipei City (expand to the 6 major cities in 2018)

> 10 third-party logistic partners

Long-haul **logistics fleet** (start from 2018 Q3)

Consignment Model

- ✓ 7 self-managed warehouses with total area of 231,400 m²
- ✓ Self-developed algorithm to aggregate 2 million SKUs
- ✓ Cooperate with more than 10 third-party logistic providers
- ✓ 24h delivery around Taiwan and 6hr delivery in Taipei City
⇒ expand 6hr delivery to other cities in 2018
- ✓ Launch Taichung transition hub in 2018 Q3



Membership Economy

Deposit



Deposit amount > **NT\$1.5 billion**
 More than **52,000** users

Credit Card



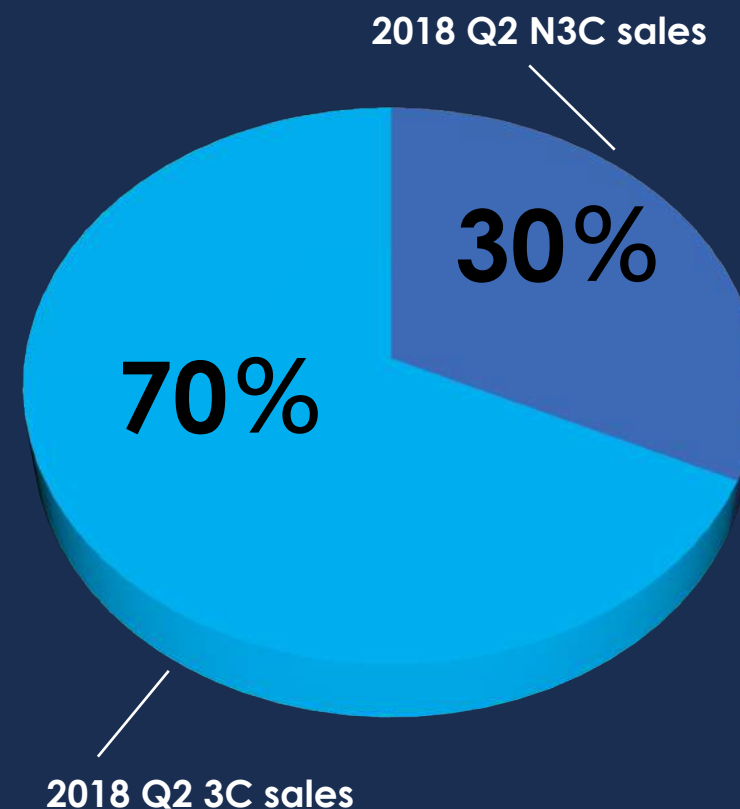
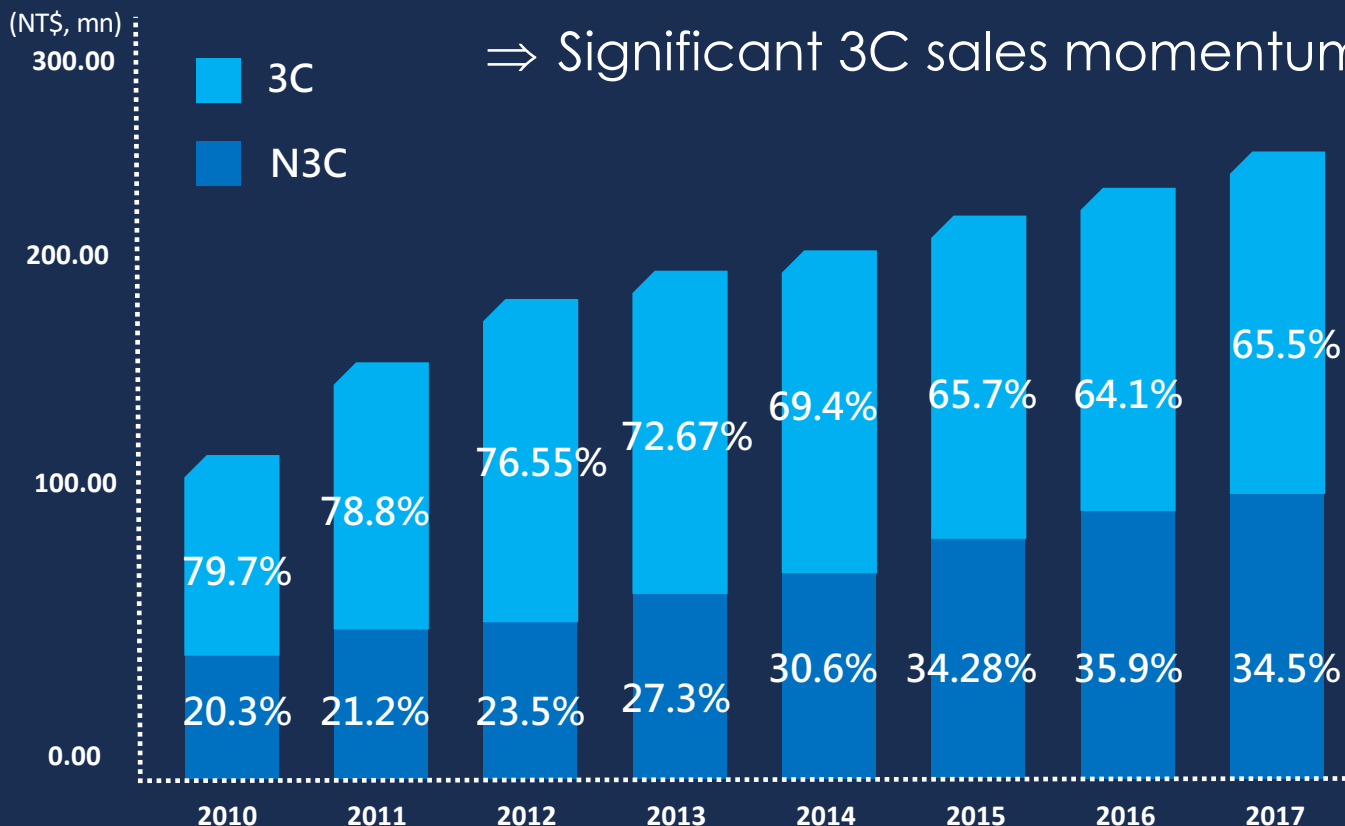
Launched in **2018 May**
 Up to **6%** reward points

+

3C – n3C Product Mix

Mobile Gadgets + Home Appliance

⇒ Significant 3C sales momentum



Personal Store – Mobile Marketplace No.1 in Taiwan



NT\$15 billion

quarterly GMV*

300 million+

product listings**

Current Monetization Approach

- Advertisement: since April 2018
- 0.5% Final Value Fee : since Nov. 2018

Future Monetization Plan

- Service Fee
- Data Analysis

* As of 2018 second quarter

** As of 2018 third quarter

Ruten Auction – Marketplace No.1 in Taiwan

Open API

- Payment
- Logistics
- Order System
- Application

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•
•



NT\$275 billion
GMV in 2017

10 million users
2 million sellers

Artificial Intelligence

- E-Marketing
- Personalization
- Chat Robot

•
•
•



ePayment no.1 in Taiwan



7,000,000+ users

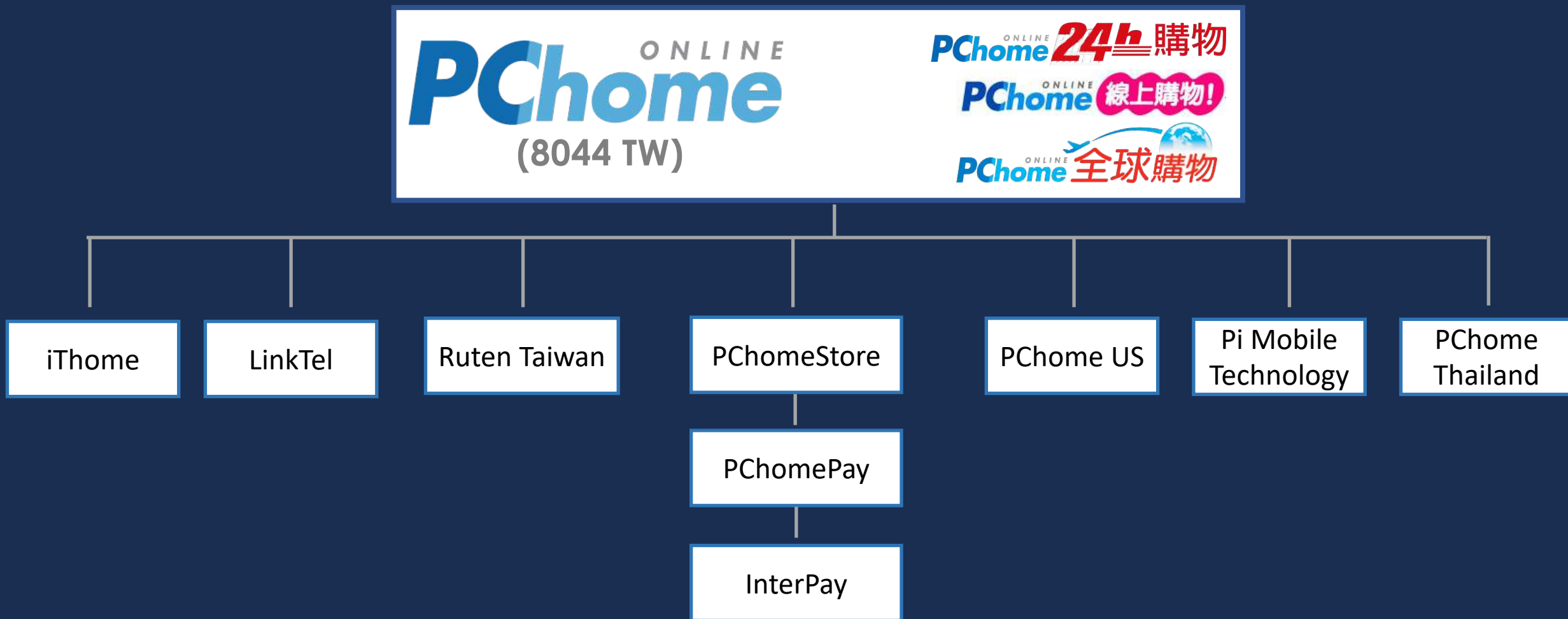
support >10K convenience stores

integrated with more than 500 online shopping websites



Appendix

PChome Group Structure



Thank you!!