

PChome Group Company Overview

Taiwan's Leading e-Commerce Group

PChome Group....



The Largest e-Commerce company in Taiwan

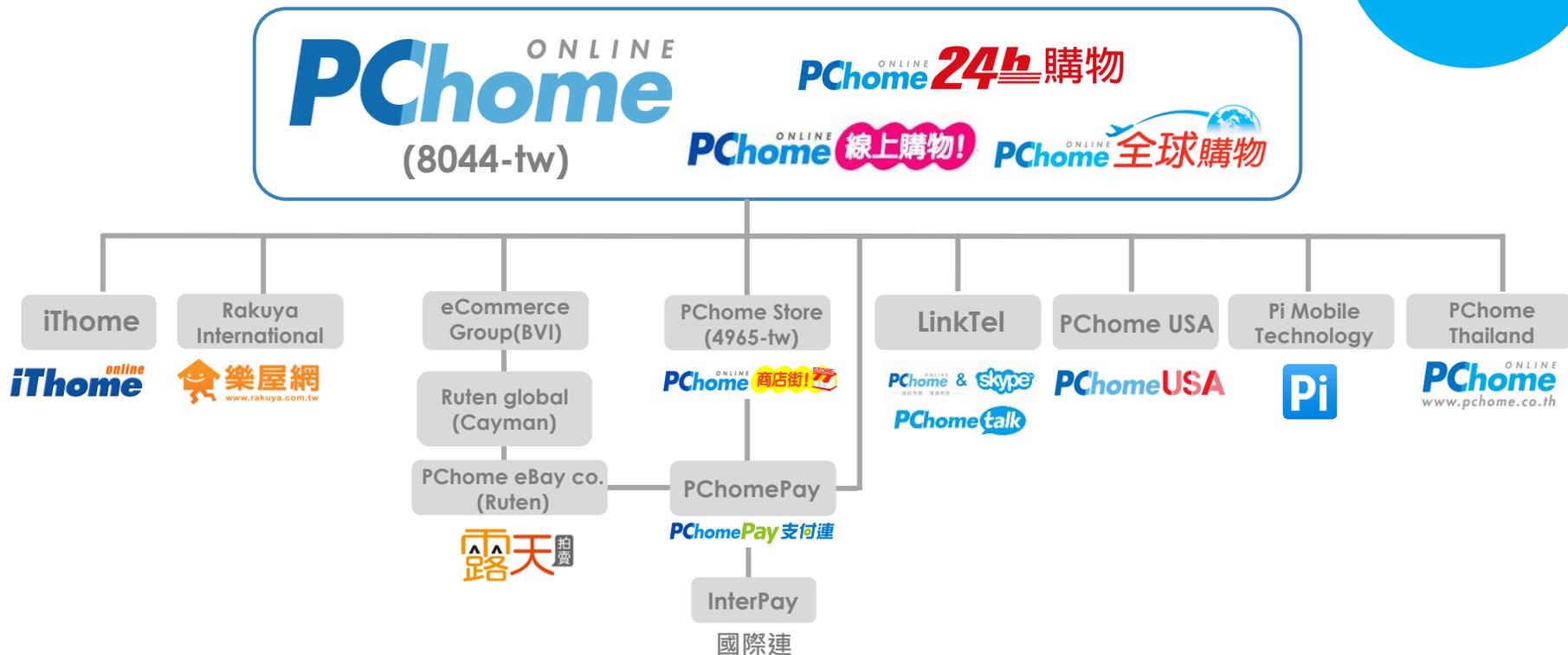
No.1 B2C Shopping Website

No.1 C2C Marketplace

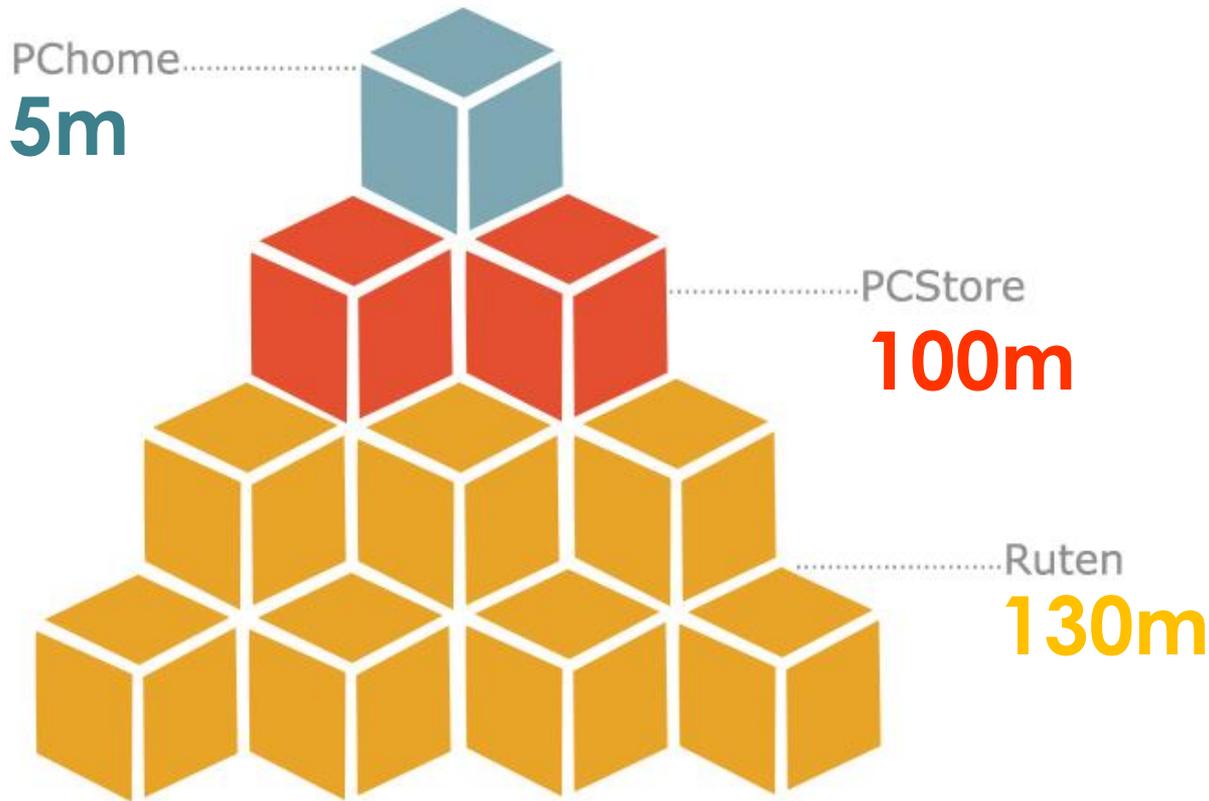
No.1 Online Payment Service

PChome ONLINE GROUP

Group Structure



Listing is power



B2C Shopping



PChome ONLINE



PChome ONLINE **24h** 購物

SKU: 2,000,000 in stock

of Warehouse: 5

**Total warehouse capacity:
175,000 M²**

24 hrs delivery guarantee

Taipei City 6hrs 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

PChome^{ONLINE}

PChome^{ONLINE} 24h 購物

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



SKU: Over 2,000,000 in stock

Total Warehouse floor² area:
175,000M

(Data as of Q1, 2017)

We guarantee 24 hour delivery service in Taiwan



PChome ONLINE 24h 購物



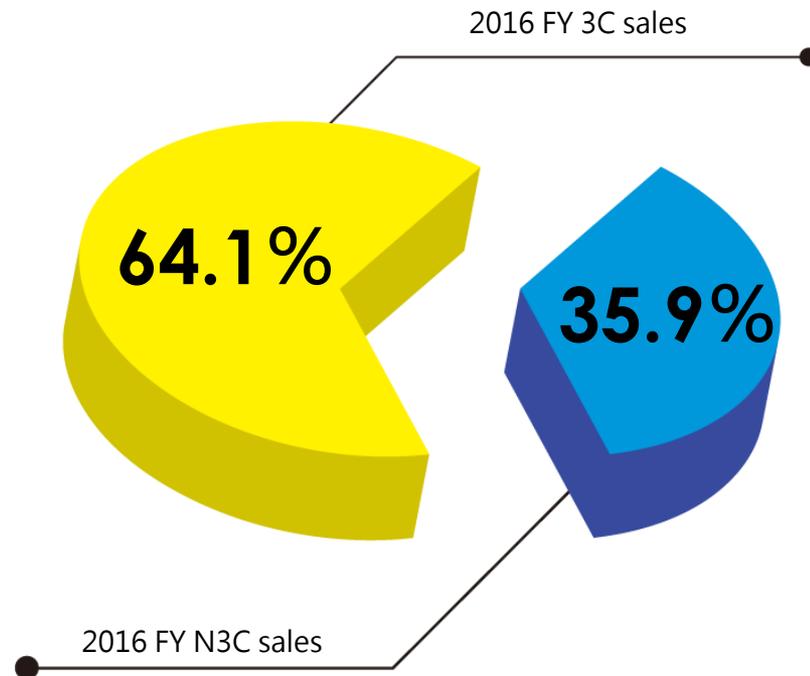
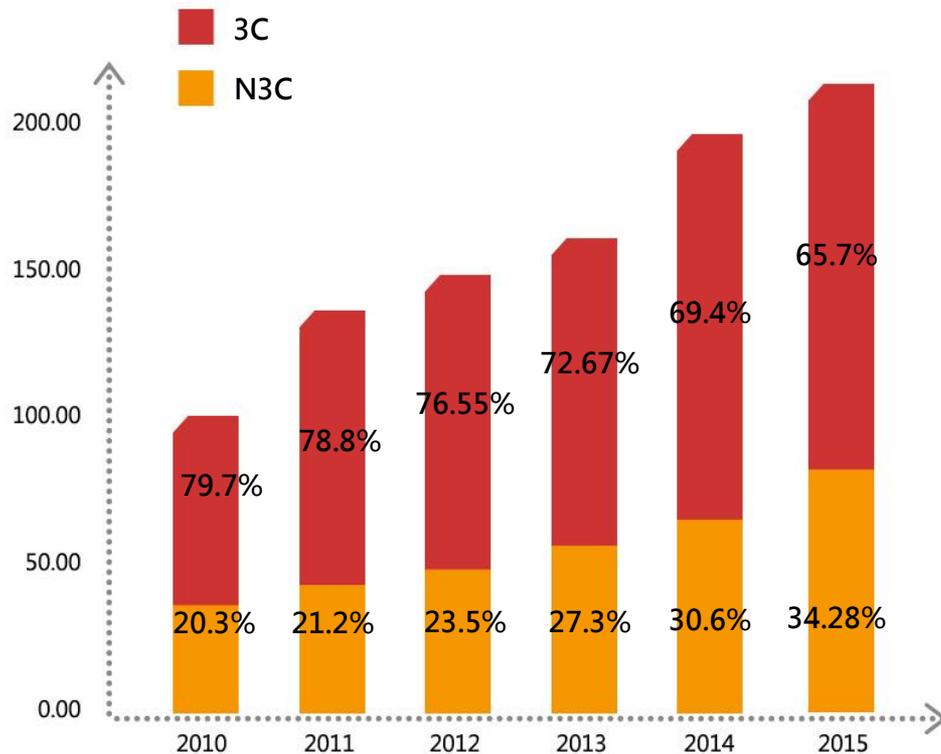
On-time rate: 99.68%

Receive NT100 (Cash point) for late Delivery

Real-time order checking system



2010-2016 / 3C vs N3C Sales



The 6th warehouse will open in 2017 Q2

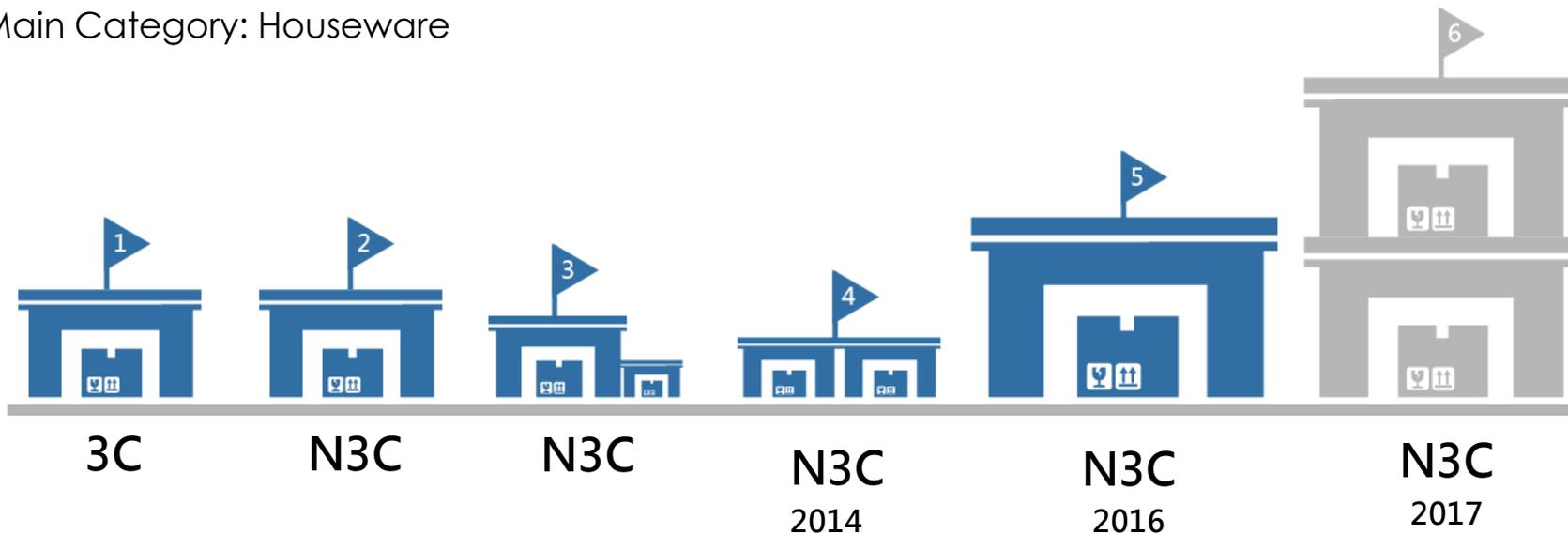
PChome ONLINE

PChome 6th warehouse

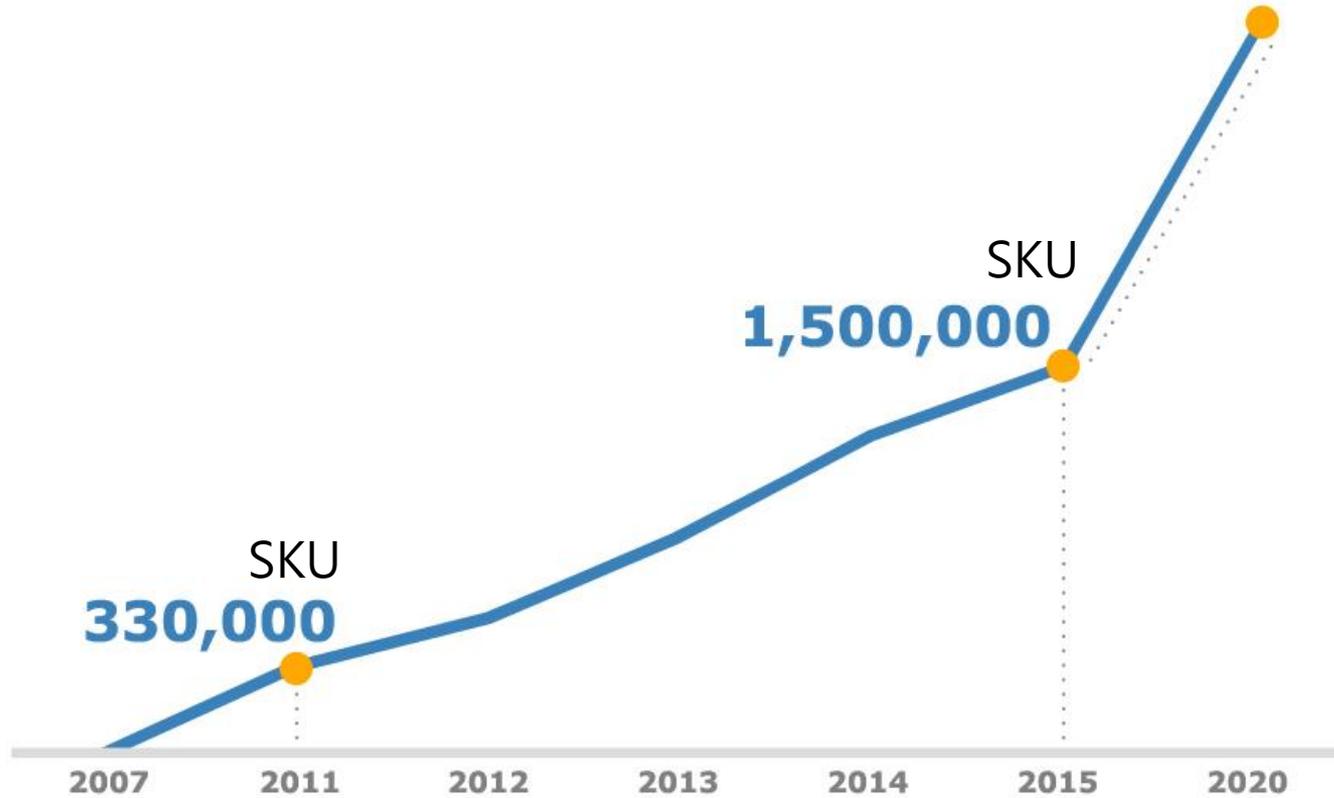
Location: Da-yuan, Taoyuan

Floor area: 72,500 M²

Main Category: Houseware



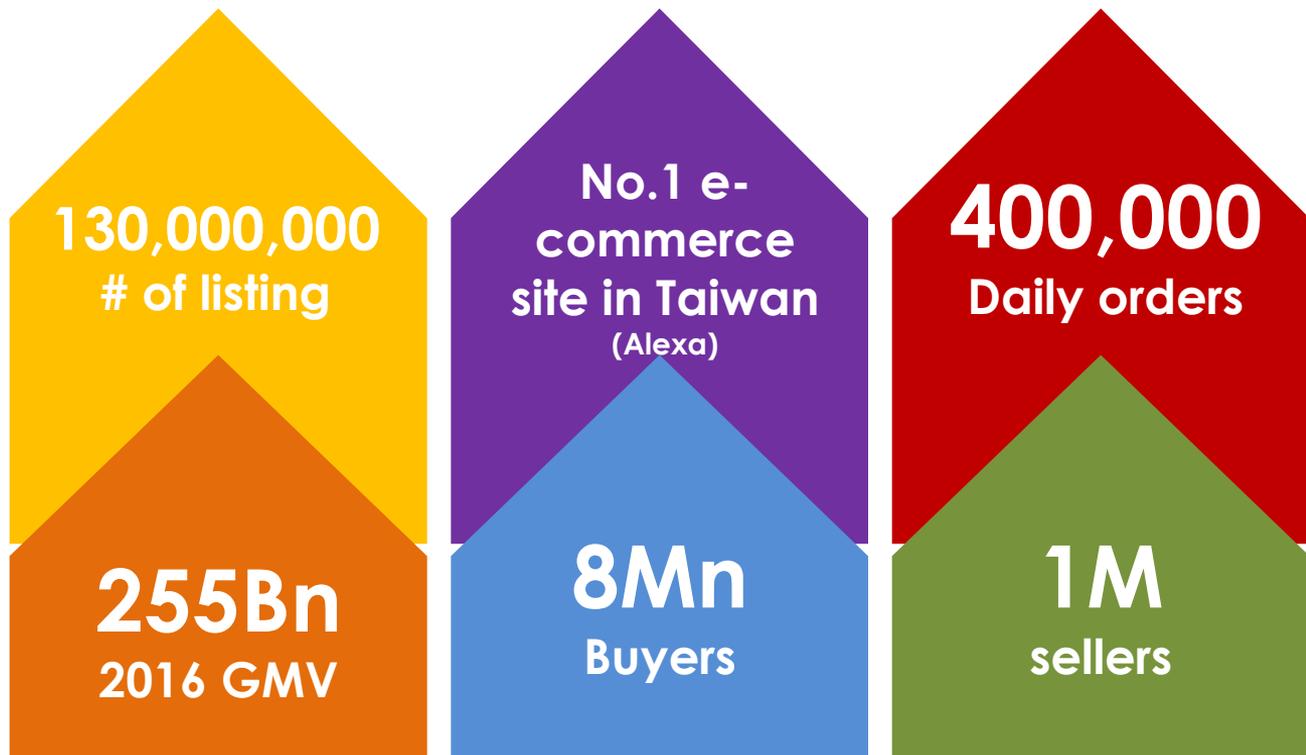
Sustained increase in SKUs



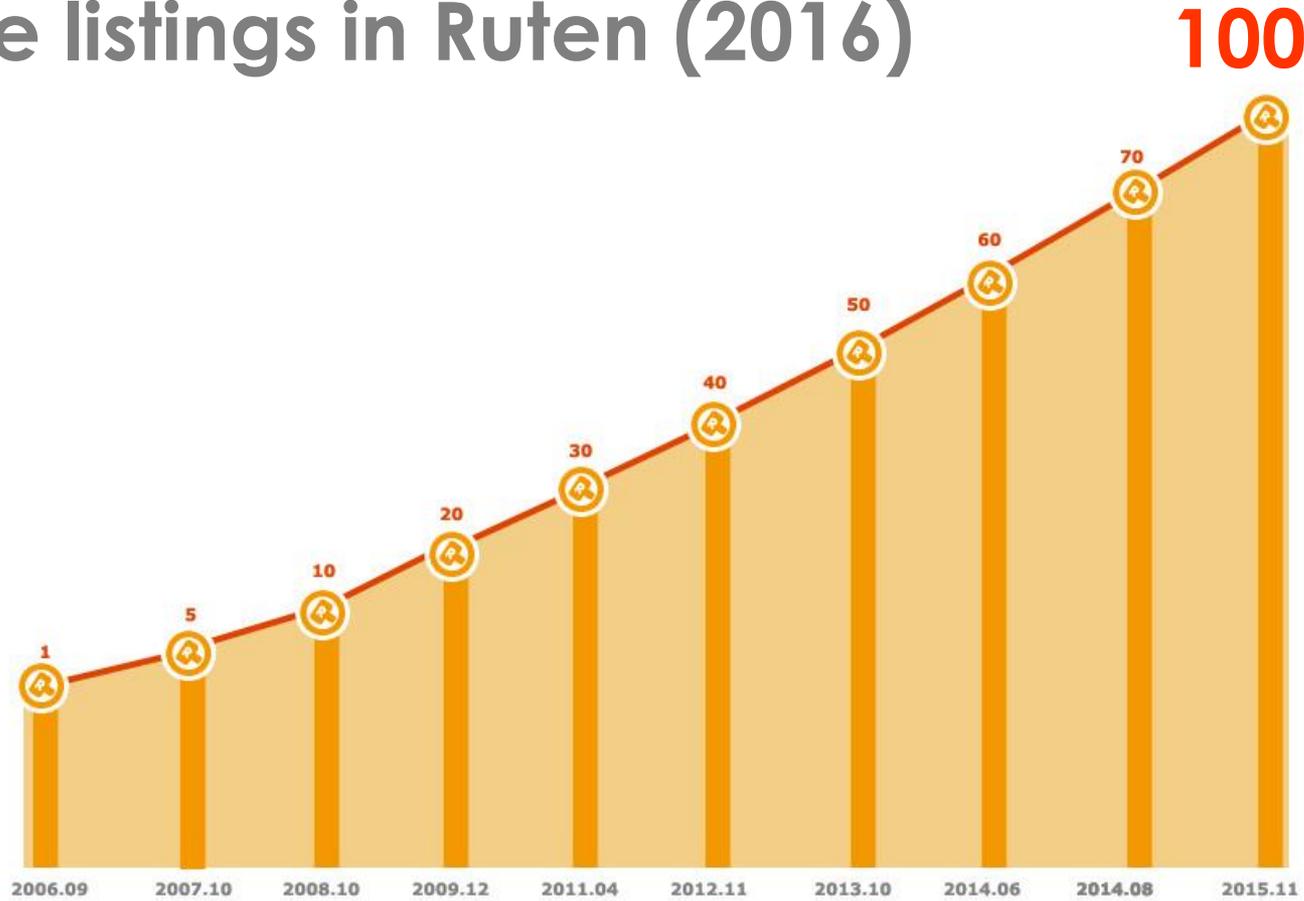
露天拍賣



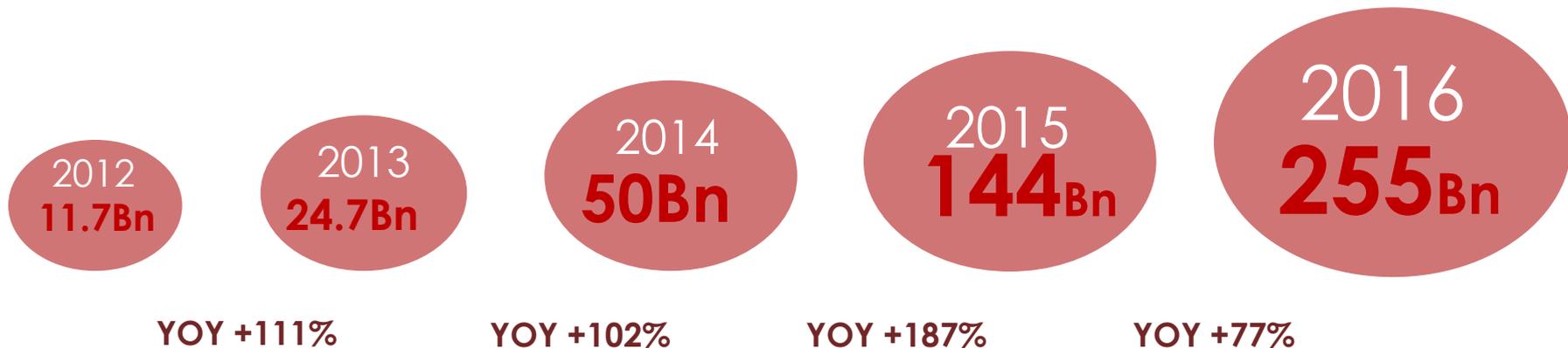
Ruten in 2016



Over 130,000,000+ live listings in Ruten (2016)

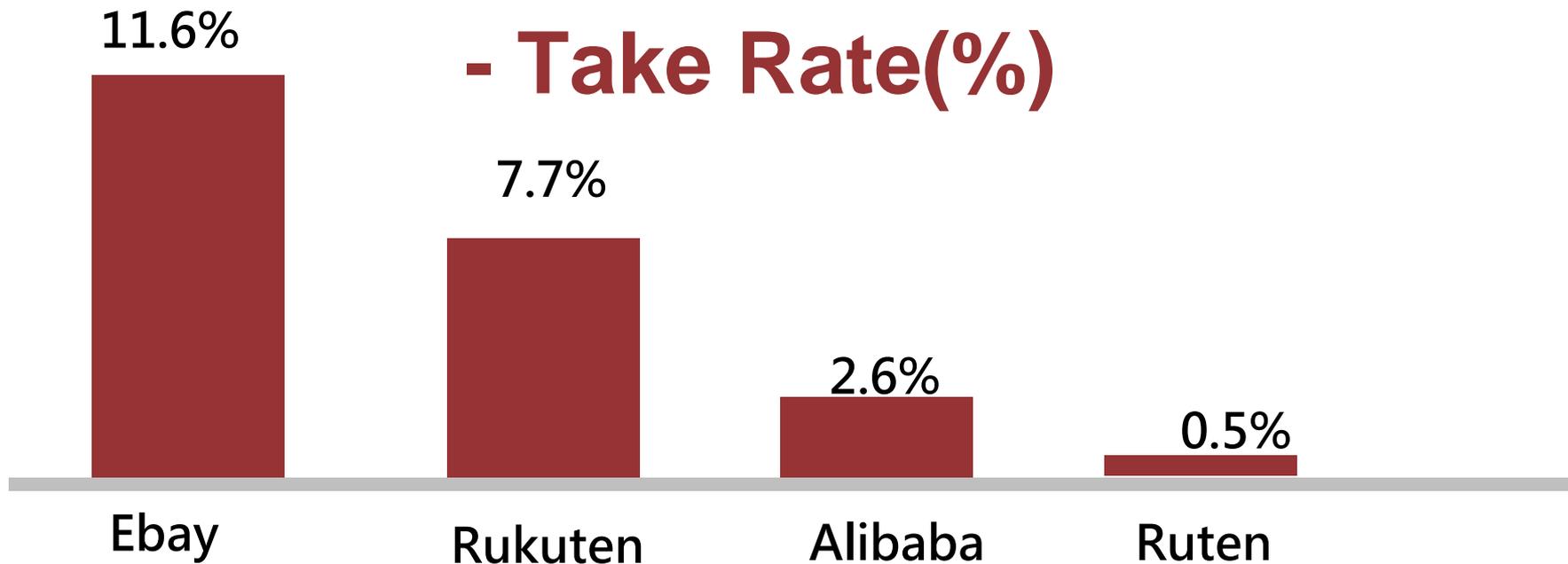


Ruten 2016 GMV NTD 255Bn

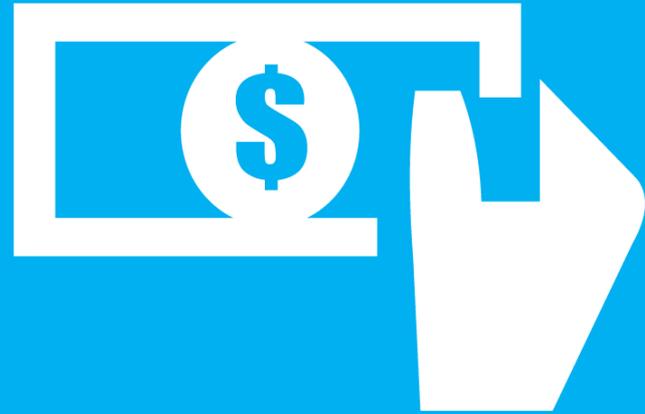


Major E-commerce Players

- Take Rate(%)



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

ONLINE
PChome

PChomePay 支付連



58,000,000
listings



10,000
stores served



ATM escrow



Credit card
payment



CVS
Pick & Pay



Deposit



Money
transfer

PChome 國際連

2017-2018

Business

Development Plans

In future, you will see
more Taiwanese goods
in PChome warehouses



Ruten will expand into Asian market and introduce more Asian goods



In future, PChomePay provides online payment services on various platforms



Financial Update

2016 vs 2015 Q3 YTD Income statement (IFRS-consolidated)



NTD :000	2016 1-3Q	%	2015 1-3Q	%	Variance
Revenue	19,104,836	100.0%	16,916,365	100.0%	12.9%
Gross Margin	3,278,065	17.2%	2,898,142	17.1%	13.1%
Operating Expense	(2,449,275)	-12.8%	(2,128,251)	-12.6%	15.1%
Operating Income	828,790	4.3%	769,891	4.6%	7.7%
Net non-operating income	16,946	0.1%	20,147	0.1%	-15.9%
Net income before tax	845,736	4.4%	790,038	4.7%	7.1%
Tax	(179,484)	-0.9%	(174,503)	-1.0%	2.9%
Net income after tax	666,252	3.5%	615,535	3.6%	8.2%
Attributable to					
Shareholders of parent company	619,628		556,121		11.4%
Minority Interest	46,624		59,414		-21.5%
Opening cash balance	7,783,348				
Closing cash balance	7,812,028				

2016 vs 2015 Q3 YTD Income statement (IFRS-unconsolidated)



	NTD :000	2016 1-3Q	%	2015 1-3Q	%	Variance
Revenue		16,762,076	100.0%	14,751,692	100.0%	13.6%
Gross Margin		2,675,554	16.0%	2,232,803	15.1%	19.8%
Operating Expense		(2,018,845)	-12.0%	(1,709,462)	-11.6%	18.1%
Operating Income		656,709	3.9%	523,341	3.5%	25.5%
Net non-operating income		77,104	0.5%	134,943	0.9%	-42.9%
Net income before tax		733,813	4.4%	658,284	4.5%	11.5%
Tax		(114,185)	-0.7%	(102,163)	-0.7%	11.8%
Net income after tax		619,628	3.7%	556,121	3.8%	11.4%
Basic EPS after tax		5.62		5.42		
Retrospectively Adjusted EPS after tax		5.61		5.41		

2016 vs 2015 Q3 Balance Sheet

(IFRS-consolidated)



	2016.9.30		2015.9.30		Variance	
	金額	%	金額	%	金額	%
ASSETS						
Cash and cash equivalents	7,812,028		78 4,856,445		68 2,955,583	60.9
Notes receivable, net	2,593		0 3,991		0(1,398)	-35.0
Accounts receivable, net	352,171		4 449,367		6(97,196)	-21.6
Other receivables	242,921		2 423,087		6(180,166)	-42.6
Inventories, net	507,888		5 391,391		6 116,497	29.8
Other financial assets-current	319,011		3 347,011		5(28,000)	-8.1
Other current assets	64,023		1 61,800		2 2,223	3.6
Current assets	9,300,635		93 6,533,092		92 2,767,543	42.4
Non-current assets	667,174		7 568,174	8	99,000	17.4
TOTAL ASSETS	9,967,809		100 7,101,266		100 2,866,543	40.4
TOTAL LIABILITIES & STOCKHOLDERS' EQUITY						
Loan	94,050		1		94,050	-
Notes payable	4,850		0 5,802		0(952)	-16.4
Accounts payable	2,009,684		20 1,791,390		25 218,294	12.2
Other payable	588,075		6 567,905		8 20,170	3.6
Current tax liabilities	111,692		1 99,017		1 12,675	12.8
Other current liabilities	1,304,539		13 1,410,470		20(105,931)	-7.5
Current liabilities	4,112,890		42 3,874,584		55 238,306	6.2
Deferred income tax liabilities	10,222		0 17,597		0(7,375)	-41.9
Accrued pension liabilities	3,266		0 7,579		0(4,313)	-56.9
Non-current liabilities	13,488		0 25,176		0(11,688)	
TOTAL LIABILITIES	4,126,378		41 3,899,760		55 226,618	5.8
Common stock	1,103,161		10 928,549		13 174,612	18.8
Total owners' equity attributable to equity holders of the parent company	5,100,156		50 2,493,301		35 2,606,855	104.6
Non-controlling Interest	741,275		7 708,205		10 33,070	4.7
TOTAL STOCKHOLDERS' EQUITY	5,841,431		59 3,201,506		45 2,639,925	82.5
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	9,967,809		100 7,101,266		100 2,866,543	40.4
Book value per share	52.95		34.48		18.47	53.6
ROE	16.35	-	28.02	-		
ROA	8.29		12.14			

Thank you!!