

PChome ONLINE

The Largest e-Commerce Group in Taiwan

PChome Group

- Founded in 1996 ; Listed in 2005
- Employees : 2,200
- FY 2019 Revenue : NT\$ 38.8B
- Market Cap (2020/09) : NT\$ 12.5B
- Contributed Cap : NT\$ 1.17B

B2C Shopping

- PChome 24h
- Mitch
- Bibian
- PChomeSEA

PChome ONLINE

Logistics Fulfilment

- Express
- Warehouse

Fintech

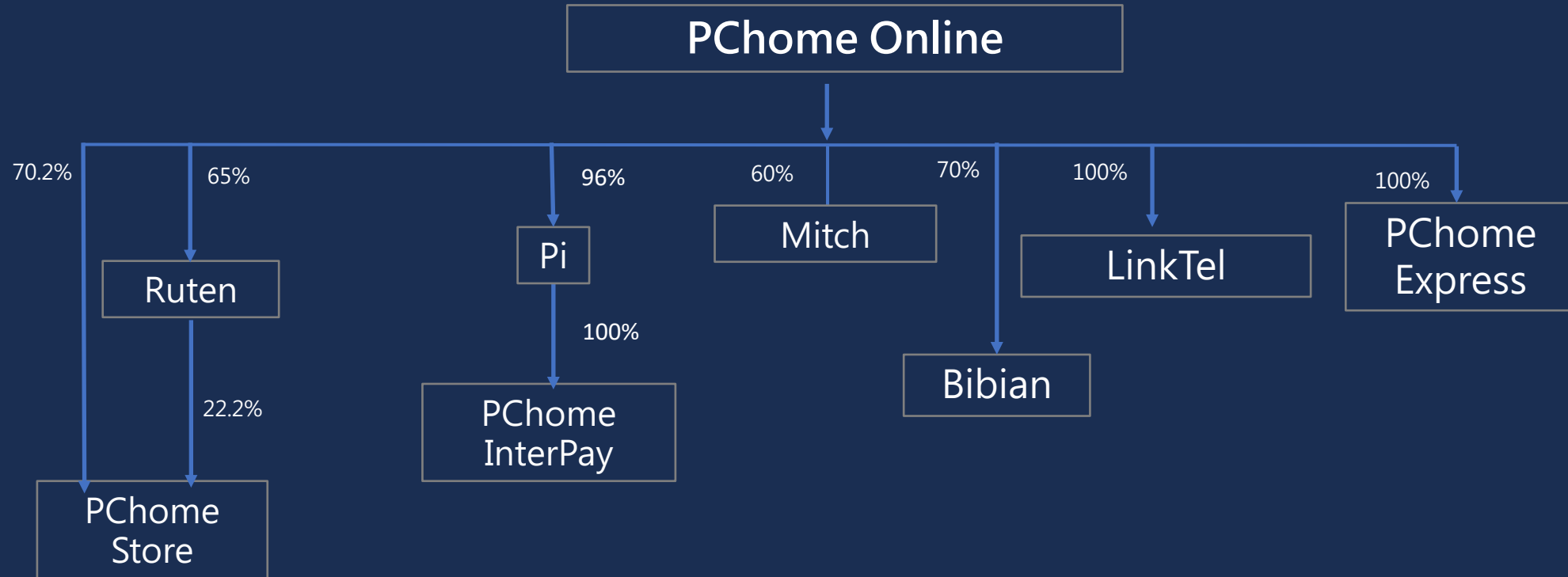
- Pi Wallet
- Digital Payment
- Insurance
- Loan

C2C Marketplace

- Ruten
- PChome Store

(NT\$, mn)	1H20	1H19	YoY
Revenue	20,973	18,029	16.3%
Operating Income	208	121	71.9%
Income After Tax	152	63	141.3%
EPS	1.33	0.62	114.5%

PChome Structure (Nov, 2020)



C2C

Fintech

B2C

Logistics

PChome^{ONLINE}

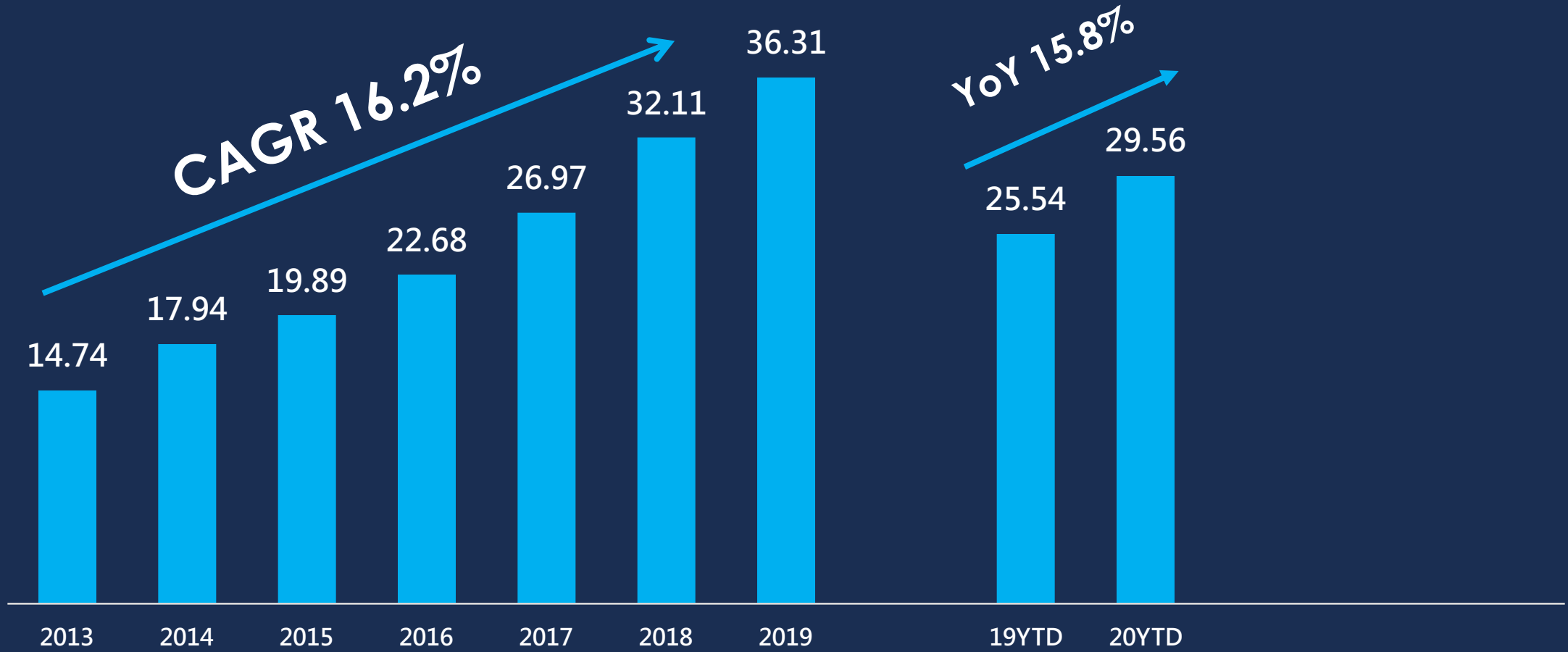
B2C

PChome 24h shopping

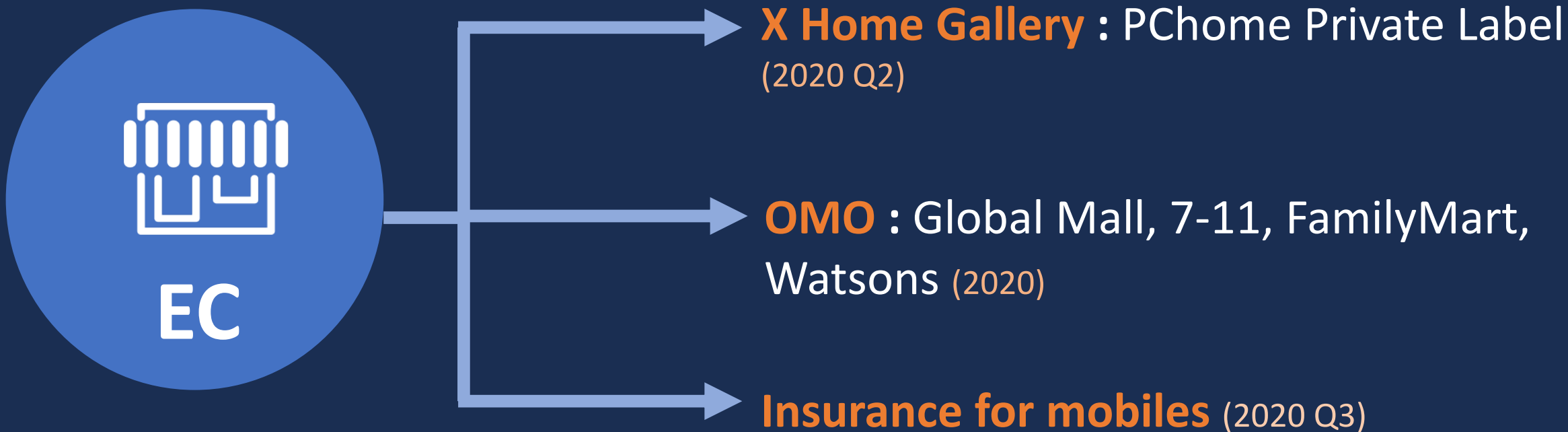


2020 YTD B2C Revenue +15.8% YoY

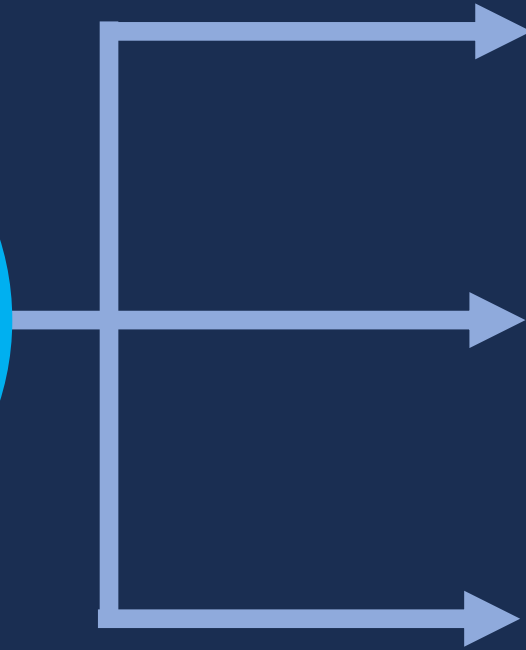
PChome B2C Yearly Revenue (\$NT billion)



B2C Business Update



Logistics



PChome Express has taken 20% of PChome B2C orders.

3PLs Warehousing & Fulfillment Solutions

Chunghwa Post Logistics Park
(expected to be finished at Q2 2022)

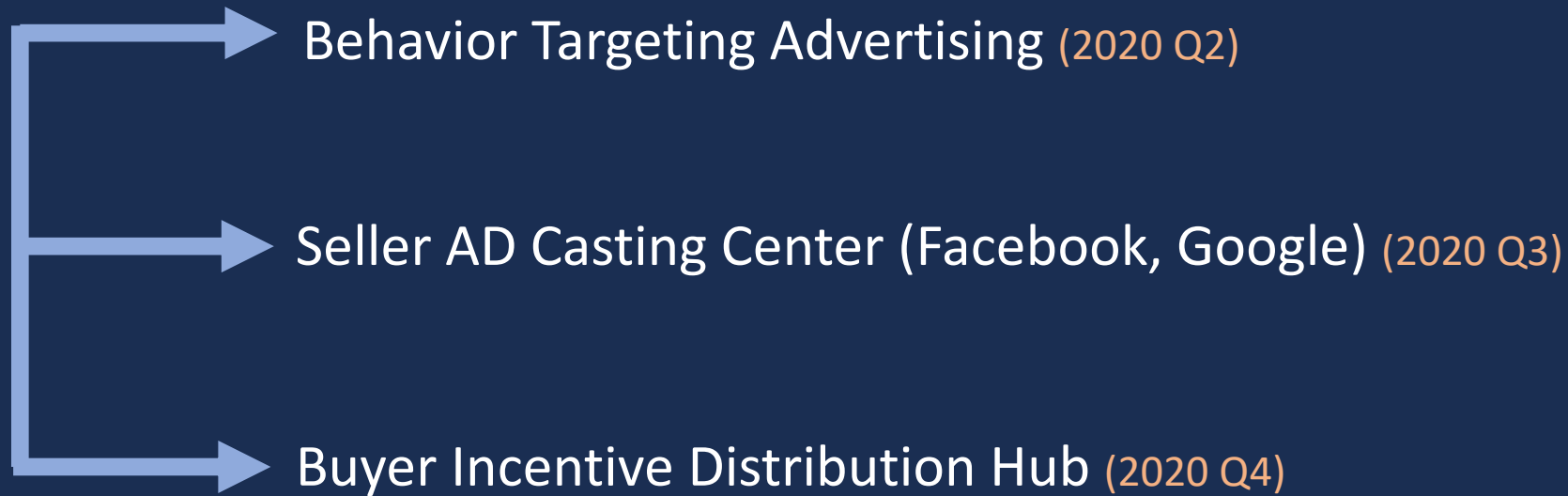
PChome^{ONLINE}
C2C

Ruten, PChome Store



C2C Business Update

- **Ruten** provides new advertisement solutions for merchants.



- **PChome Store** is expected to be profitable in the following quarters.



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FinTech

Pi Wallet, PChomepay, InterPay



Pi Wallet

(2020/09)

Members : Over **1M**

MAU : Over **800K**

Parking service coverage :

99.65% of Taiwan



- Supermarket · Department store · Convenience store · Online shop · Restaurant · Hospital · Bus fare · Cafe · Taxi · Parking fee · Mobile bill · Credit card bill · Water bill · Electricity bill · Insurance

Financial Services



To C

Loan (E. Sun Bank / Standard Chartered) (2020 Q3)

Insurance (Travel / Car / Motorcycle) (2021)

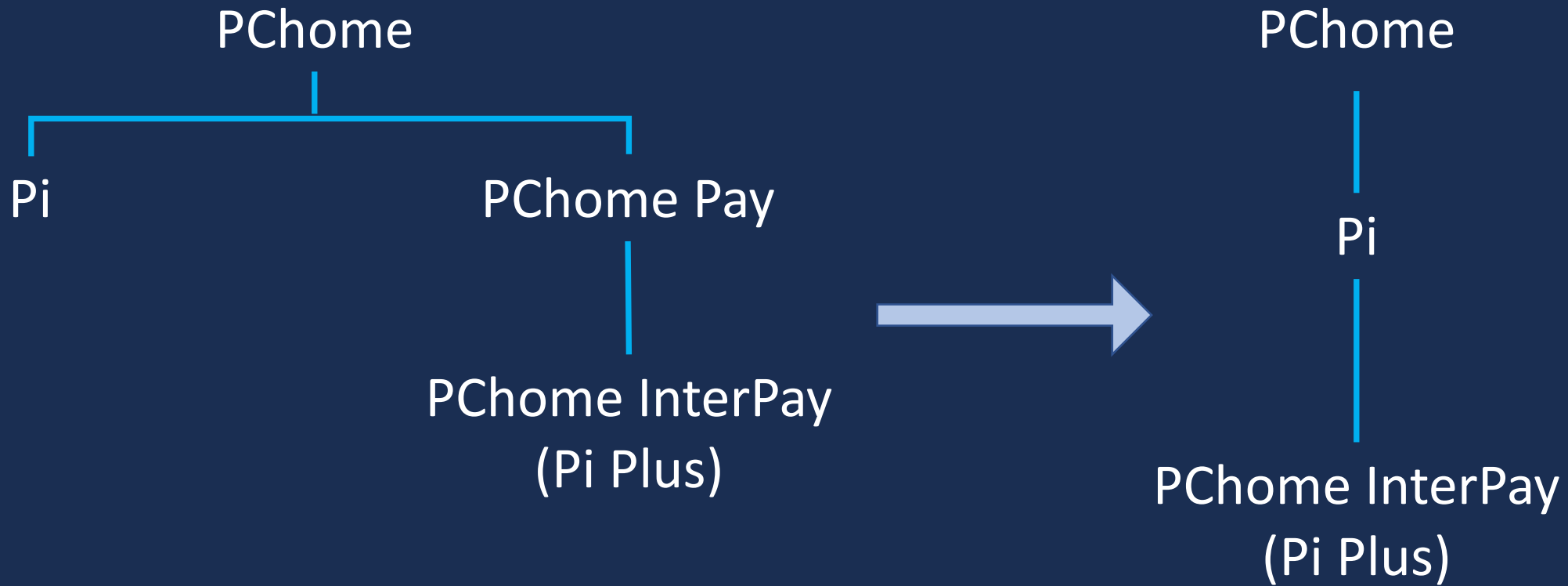
Cross-border Payments (2021)

Financial Products (2022)

To B

Third-party Payments (2020 Q3)

Business Reorganization (Nov, 2020)



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Financial Results

2020 2Q Income Statement *IFRS-consolidated*

(NTD, mn)	<u>2020 2Q</u>	%	<u>2019 2Q</u>	%	<u>Variance</u>
Revenue	10,294	100.0%	8,827	100.0%	16.6%
Gross Margin	1,196	11.6%	1,079	12.2%	10.8%
Operating Expense	-1,133	-11.0%	-1,032	-11.7%	9.9%
Marketing Expense	-873	-8.5%	-827	-9.4%	5.6%
Administration Expense	-125	-1.2%	-90	-1.0%	39.0%
R&D Expense	-135	-1.3%	-115	-1.3%	17.4%
Operating Income	62	0.6%	47	0.5%	31.3%
Net non-operating income	11	0.1%	-10	-0.1%	-207.5%
Net income before tax	73	0.7%	37	0.4%	97.1%
Net income after tax	49	0.5%	22	0.3%	119.7%

2020 1H Income Statement *IFRS-consolidated*

(NTD, mn)	<u>2020 1H</u>	%	<u>2019 1H</u>	%	<u>Variance</u>
Revenue	20,973	100.0%	18,029	100.0%	16.3%
Gross Margin	2,467	11.8%	2,208	12.2%	11.8%
Operating Expense	2,260	10.8%	2,087	11.6%	8.3%
Marketing Expense	1,768	8.4%	1,692	9.4%	4.5%
Administration Expense	221	1.1%	167	0.9%	32.2%
R&D Expense	270	1.3%	228	1.3%	18.5%
Operating Income	208	1.0%	121	0.7%	71.6%
Net non-operating income	12	0.1%	(28)	-0.2%	-
Net income before tax	220	1.0%	93	0.5%	135.8%
Net income after tax	152	0.7%	63	0.4%	138.9%

2020 2Q Income Statement *IFRS-unconsolidated*

(NTD, mn)	<u>2020 2Q</u>	%	<u>2019 2Q</u>	%	<u>Variance</u>
Revenue	9,749	100.0%	8,185	100.0%	19.1%
Gross Margin	1,206	12.4%	997	12.2%	20.9%
Operating Expense	1,076	11.0%	930	11.4%	15.8%
Operating Income	129	1.3%	68	0.8%	91.4%
Net non-operating income	(50)	-0.5%	(34)	-0.4%	-
Net income before tax	79	0.8%	34	0.4%	134.7%
Net income after tax	53	0.5%	23	0.3%	124.4%

2020 1H Income Statement *IFRS-unconsolidated*

(NTD, mn)	<u>2020 1H</u>	%	<u>2019 1H</u>	%	<u>Variance</u>
Revenue	19,862	100.0%	16,710	100.0%	18.9%
Gross Margin	2,462	12.4%	2,052	12.3%	20.0%
Operating Expense	2,126	10.7%	1,853	11.1%	14.7%
Operating Income	336	1.7%	199	1.2%	68.3%
Net non-operating income	(114)	-0.6%	(107)	-0.6%	-
Net income before tax	221	1.1%	93	0.6%	138.5%
Net income after tax	156	0.8%	73	0.4%	114.5%

2020 2Q Balance Sheet *IFRS-consolidated*

	2020 Q2		2019 Q2	
	Amount	%	Amount	%
ASSETS				
Current Assets :				
Cash & cash equivalents	7,755	50.28%	6,784	46.64%
Accounts receivables	490	3.18%	571	3.92%
Other receivables	1,178	7.64%	1,033	7.10%
Inventories	1,100	7.13%	1,205	8.28%
Other current assets	818	5.30%	811	5.58%
Total Current assets	11,341	73.53%	10,405	71.53%
Non-Current Assets :				
Long term investments	30	0.19%	47	0.32%
PP&E	598	3.87%	575	3.95%
Other non-current assets	3,456	22.40%	3,520	24.20%
Total non-current assets	4,083	26.47%	4,141	28.47%
TOTAL ASSETS	15,424	100.00%	14,546	100.00%

	2020 Q2		2019 Q2	
	Amount	%	Amount	%
LIABILITIES				
Current Liabilities :				
Short term borrowings	325	2.11%	200	1.37%
Account payable	3,502	22.70%	2,851	19.60%
Other payables	966	6.26%	770	5.30%
Other current liabilities	442	2.87%	376	2.58%
Total current liabilities	8,253	53.51%	7,172	49.31%
Non-current Liabilities :				
	3,312	21.48%	3,866	26.58%
TOTAL LIABILITIES	11,565	74.98%	11,038	75.88%
STOCKHOLDERS' EQUITY				
Capital Stock :				
Common stock	1,172	7.60%	1,172	8.05%
Capital surplus	1,722	11.16%	1,720	11.83%
Retained earnings	174	1.13%	73	0.50%
Other Equity	791	5.13%	543	3.73%
TOTAL EQUITY	3,859	25.02%	3,508	24.12%
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	15,424	100.00%	14,546	100.00%

Thank you!!

