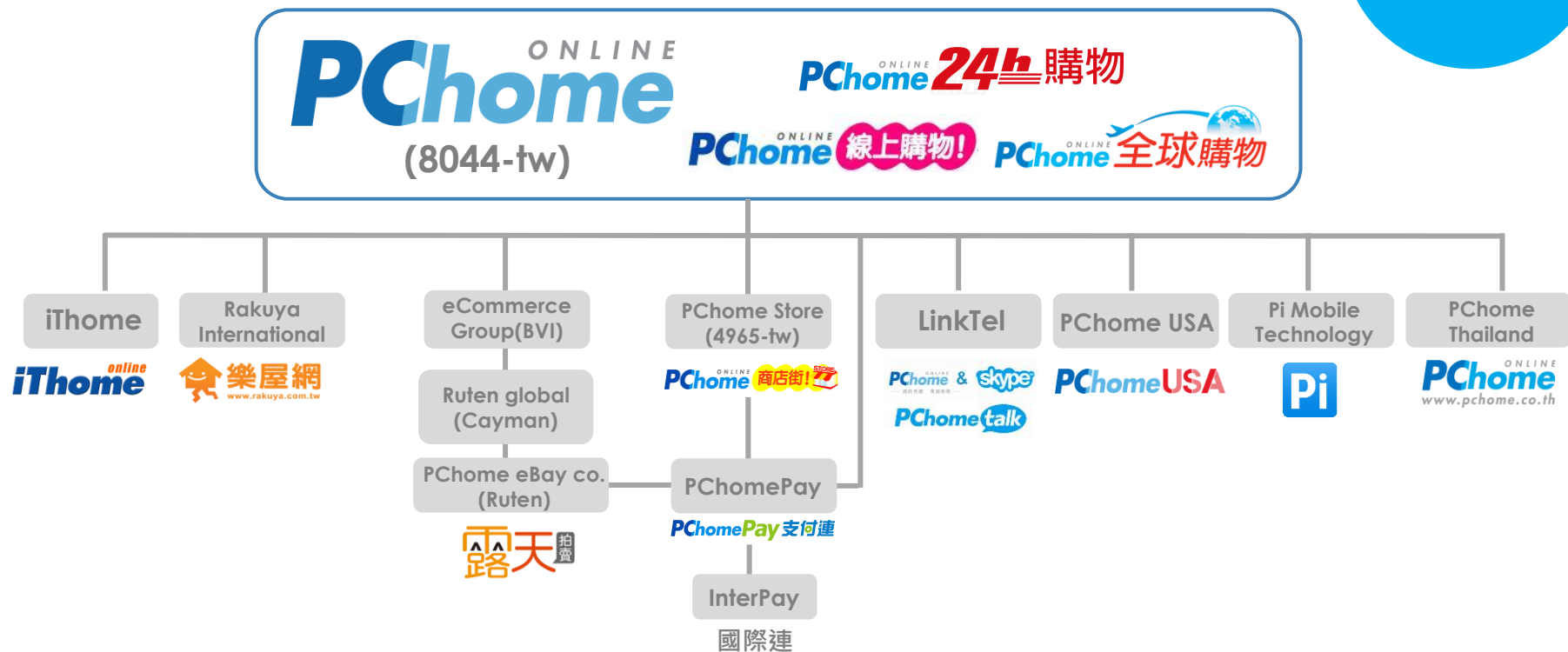


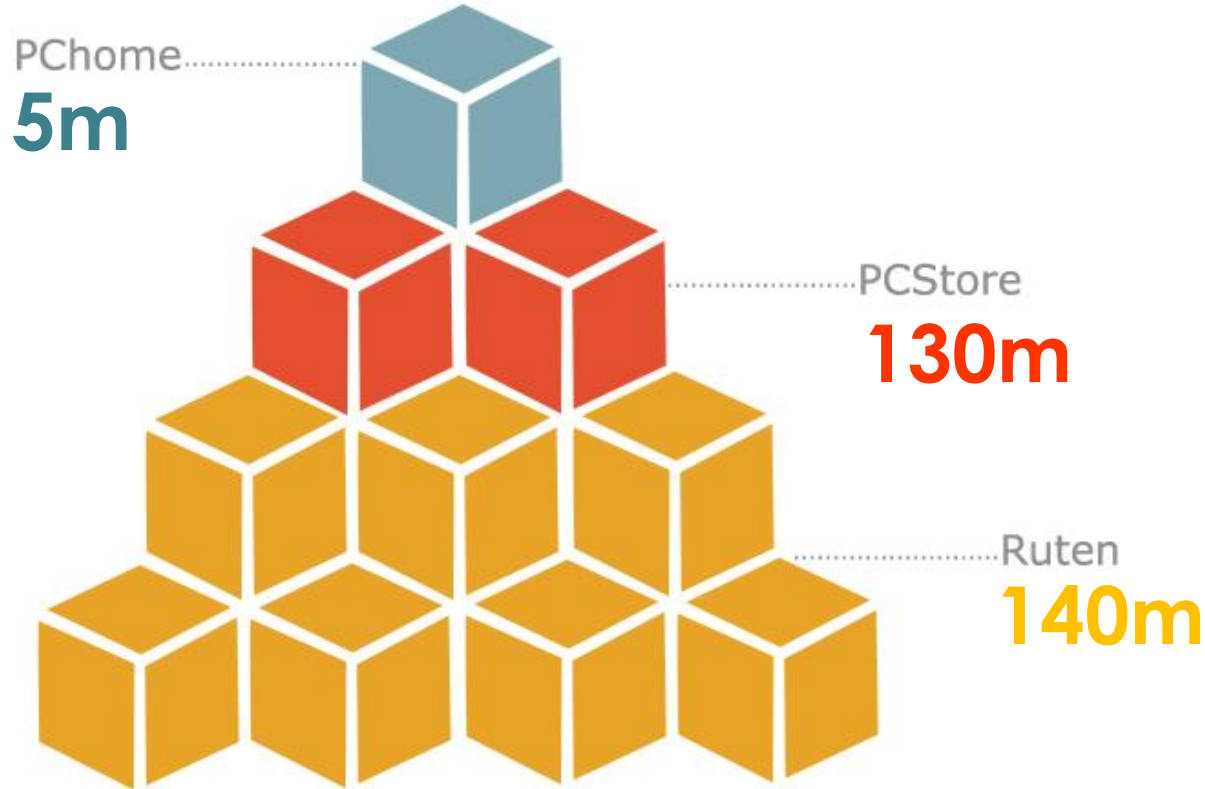
PChome Group Company Overview

Taiwan's Leading e-Commerce Group

Group Structure



Listing is power



B2C Shopping



PChome ONLINE **24h** 購物

SKU: 2,000,000 in stock

of warehouse: 7

Total warehouse capacity : 210,000 M²

24hr delivery guarantee (\$100 if late)

Taipei City 6hr delivery

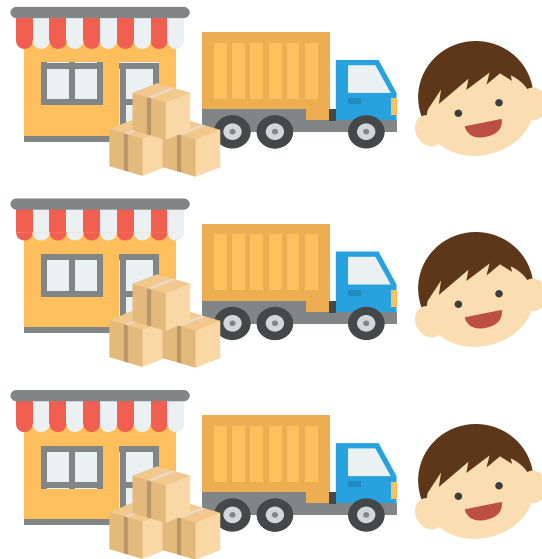
PChome ONLINE **線上購物!**

SKU: Over 3,000,000

Suppliers : Over 6,000

Ship from suppliers to customers

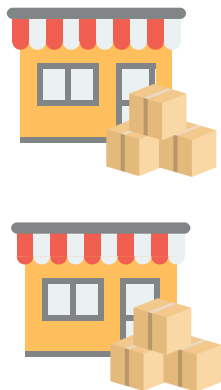
Delivery time: 2-4 days



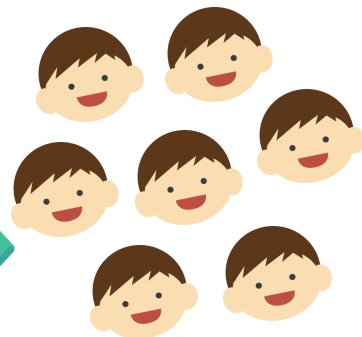
2000-2007 PChome shopping
(online virtual shopping site)



Supplier's warehouse



PChome ONLINE 24h 購物



PChome 24h fulfillment warehouse

PChome^{ONLINE}

PChome^{ONLINE} **24h** 購物

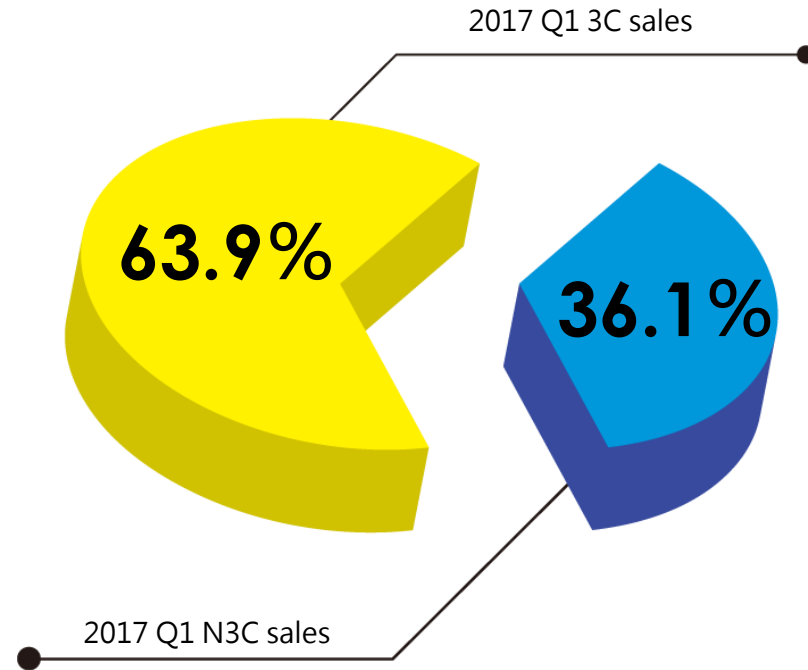
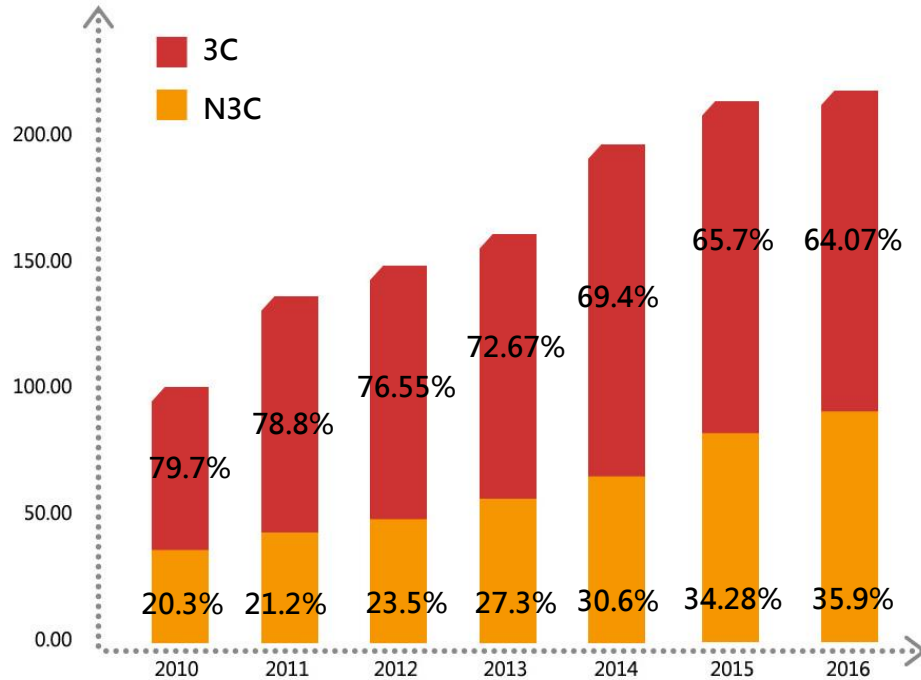
PChome 24h shipped 2,000,000 products across Taiwan



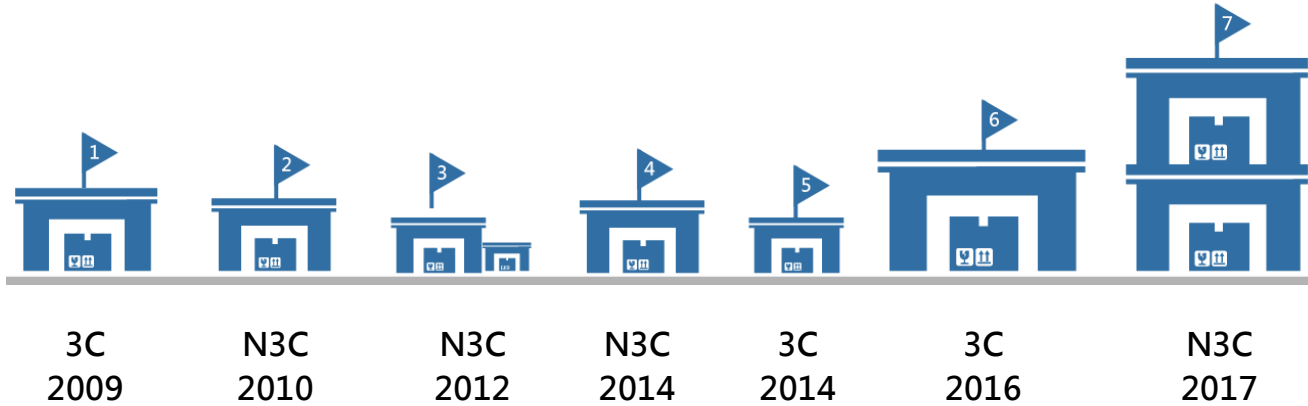
SKU: Over 2,000,000 in stock

Total Warehouse area: 210,000M²
(Data as of May 2017)

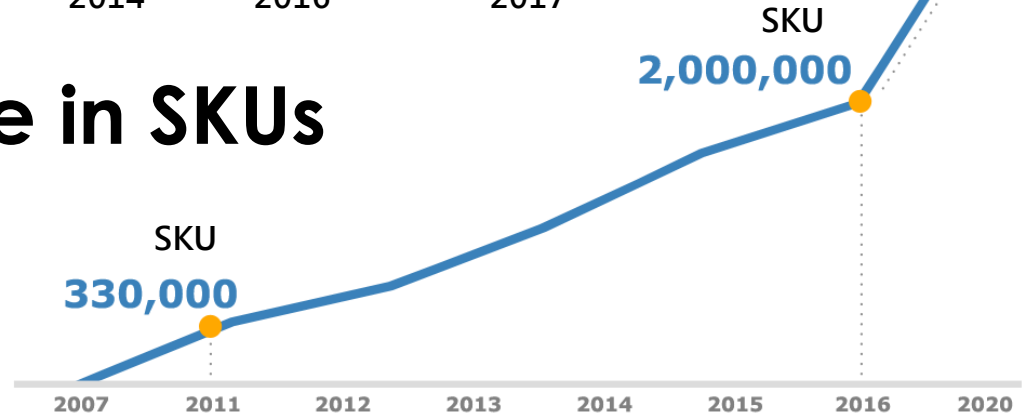
2010-2017 / 3C vs N3C Sales



The 7th warehouse will start operation ahead of schedule in 2017 Q1



Sustained increase in SKUs



Cash Conversion Cycle – 23.1 days



Products collected
Online selling



Order Received
Item shipped



Buyer payment



Pay to the supplier

C2C Business Sector

ONLINE
PChome

C2C

10m
buyers

140m
listings

2m
sellers

25%
listings outside
of Taiwan



New C2C: PCstore Personal Store



- Free model
- Rapid growing in 2017
- Mobile and social focus
- Free shipping campaign (since Jan, 2017)

New C2C: PCstore Personal Store



\$0



PCstore FB Fan page

H&p票子小舖
4月20日 14:46 · 📍

午安 😊 票子在Pchome商店開店囉 📍
現在 #商店街個人賣場 有\$99UP
#免運活動優惠
因為票子才剛開，新平台商品不是很齊~
所以大家可以上票子的Y拍找自己喜歡的商品
然後跟票子說要在商店街購買，就可以享有 #免運優惠♥
免運賣場請點!!
<http://seller.pcstore.com.tw/S167433274>





PChome 商店街-個人賣場-H&p票子小舖
H&p票子小舖 ·
SELLER.PCSTORE.COM.TW

Mr.Cat 貓先生
說這專頁讚 · 3月17日 · 📍

昨天看到PChome商店街個人賣場
宣布免2%刷卡手續費 📍
再加上超取滿\$199免運
想省運費的朋友可以來個人賣場逛逛 📍
<http://seller.pcstore.com.tw/S135091314>
#這裡逛逛
#真是太甘心了
#週週上新

商店街! 個人賣場



小婷電腦Etingo
4月20日 14:04 · 📍

小婷電腦
在PChome商店街個人賣場開張囉 📍
<https://goo.gl/JwkXEg>

謝謝個人賣場的支持
讓我們能提供更優惠的價格給我們的粉絲，
未來我們會繼續提供更好的產品來福利大家!
現在超取\$99就免運 真的好好買口!
<http://bit.ly/2o6otJ3>
趕快糾 樓上樓下 厝邊頭尾! 趕快來逛逛 📍
人氣話題優質的3C周邊
熱銷穿戴周邊好物 都在PCHOME個人賣場
小婷電腦在PChome商店街個人賣場現在超取\$99就免運
<https://goo.gl/JwkXEg>
#電腦周邊 #3C #現貨 #PCHOME #個人商店 #PCHOME個人商店#99免運 #免運 #超優惠 #錯過會後悔 📍📍📍

PChome 商店街-個人賣場-小婷電腦3C
小婷電腦3C-
SELLER.PCSTORE.COM.TW

Lilianna莉莉安娜分享了商店街個人賣場的貼文 ·
3月20日 · 📍

199超取免運真的好好買 ~~~♥♥♥♥

商店街個人賣場
3月20日 · 📍

是的是的 嗚主播 📍
小編現場已聽到眾姊妹們熱烈的尖叫声 📍
沒錯! 莉莉安娜 真的! 來! 了! 了!
個人賣場熱烈歡迎 友站萬分大賣家進駐
立馬讚聲 📍 以示內心的喜悅 📍📍📍

一邊逛愛店一邊享受超取免運的優惠 📍
如果你是鐵粉 就絕對不能錯過過 📍
春裝上架 即刻鎖定 📍 <http://bit.ly/2mGOYim>

#歡慶成功罷免刷卡2%
#商店街個人賣場
#199超取免運超好買
#買賣雙方免運費

Bubble Nara波波娜拉 MIT溫暖手工鞋@Since 2004
4月11日 · 📍

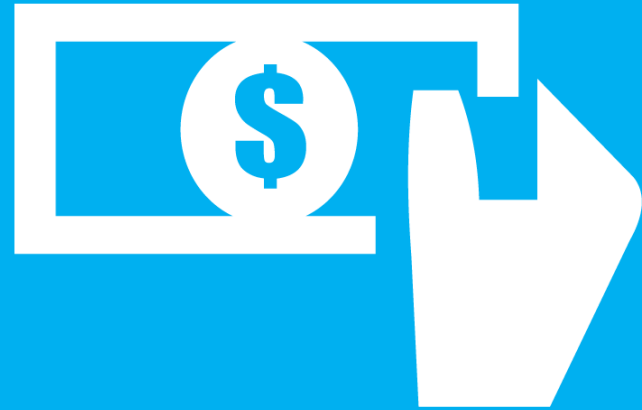
Bubble Nara波波娜拉 N E W O P E N
在PChome商店街個人賣場開幕囉 📍
馬上來享受便捷的服務
購物滿\$199 選擇「超商取貨」立即享免運!
MIT手工鞋 新品開催優惠ing 點進來看看唄
▲ <http://seller.pcstore.com.tw/S160929064/>

玩轉整個夏天 的涼鞋兒必備款 >>
◆ 文青懶人鞋 <http://bit.ly/2oIqJsK>
◆ 編織風涼鞋 <http://bit.ly/2pnNjAg>
◆ 兩穿渡假風 <http://bit.ly/2nzx4Dy>
◆ 氣質淑女款 <http://bit.ly/2oZVTIR>
◆ 顯白奶白色 <http://bit.ly/2oTbo5K>
◆ 金屬個性款 <http://bit.ly/2olyTBs>

真皮透氣 超軟舒適 夏日必備 簡約百搭
免運限時 Go

#就是愛免運 #MIT手工鞋 #199免運 #涼鞋 #懶人鞋 #氣墊鞋

Payment



Largest Online Payment Service in Taiwan



PChomePay 支付連



- Over 86 million products
- 3.3 millions users
- Debit card transfer by Chunghwa Post and 68 banks
- Non transaction fee for Chunghwa Post and 4 banks
- Support 13 banks express payment
- Provide 30 credit cards pay in full and 18 credit cards installment of 3-12 periods
- Connected with 4 major convenience stores brands with more than 10k stores
- Offer T-Cat logistics & COD service



PChome Pi

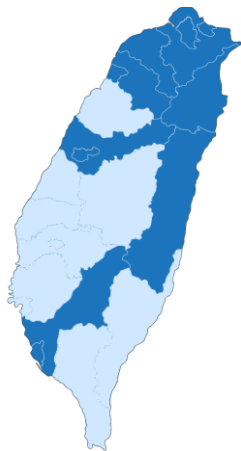
PChome^{ONLINE}

Pi 行動錢包



- Scheme : Mobile Payment with credit card
- # of Downloads : More than 150k
- Service Scope:
 - ✓ Convenience Store
 - ✓ Hospital
 - ✓ Parking Fee
 - ✓ Donation
 - ✓ Food Delivery

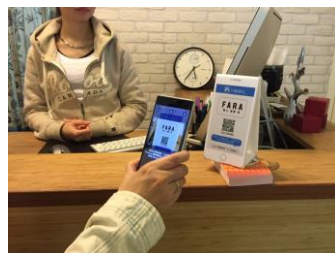
PChome Pi



No.1 Parking fee coverage **84.33%**



“Library e-Card” - Books check out



Convenience store FastPay – More than **10,000** stores

“Hospital Mobile Cashier” – 1-min automatic Payment

Financial Update

2017 vs 2016 Q1 Income statement (IFRS-consolidated)



NTD :000	2017 1Q	%	2016 1Q	%	Variance
Revenue	6,924,308	100.0%	6,773,079	100.0%	2.2%
Gross Margin	1,136,420	16.4%	1,148,817	17.0%	-1.1%
Operating Expense	880,676	12.7%	795,107	11.7%	10.8%
marketing Expense	715,233	10.3%	604,540	8.9%	18.3%
Aministration expense	96,650	1.1%	126,766	1.9%	-23.8%
R&D expense	68,793	0.6%	63,801	0.9%	7.8%
Operating Income	255,744	3.7%	353,710	5.2%	-27.7%
Net non-operating income	(3,844)	-0.1%	3,814	0.1%	-200.8%
Net income before tax	251,900	3.6%	357,524	5.3%	-29.5%
Net income after tax	207,927	3.0%	291,522	4.3%	-28.7%

2017 vs 2016 Q1 Income statement (IFRS-unconsolidated)



IFRS-unconsolidated						
	NTD :000	2017 1Q	%	2016 1Q	%	Variance
Revenue		<u>6,235,562</u>	100.0%	<u>5,943,301</u>	100.0%	4.9%
Gross Margin		973,992	15.6%	938,602	15.8%	3.8%
Operating Expense		737,407	11.8%	655,751	11.0%	12.5%
Operating Income		236,585	3.8%	282,851	4.8%	-16.4%
Net non-operating income		2,807	0.0%	40,145	0.7%	-93.0%
Net income before tax		<u>239,392</u>	3.8%	<u>322,996</u>	5.4%	-25.9%
Net income after tax		<u><u>203,651</u></u>	3.3%	<u><u>272,309</u></u>	4.6%	-25.2%

2017 vs 2016 Q1 FY Balance Sheet

(IFRS-consolidated)

	ASSETS		2017.3.31		2016.3.31		Variance	
Cash and cash equivalents	8,381,613	79	8,124,255	79	257,358	3.2		
Notes receivable, net	933	0	5,072	0	(4,139)	-81.6		
Accounts receivable, net	274,453	3	304,271	3	(29,818)	-9.8		
Other receivables	244,066	2	495,730	5	(251,664)	-50.8		
Inventories, net	626,645	6	413,975	4	212,670	51.4		
Other financial assets-current	308,485	3	308,011	3	474	0.2		
Other current assets	57,306	1	39,295	0	18,011	45.8		
CURRENT ASSETS	9,893,501	93	9,690,609	94	202,892	2.1		
NON-CURRENT ASSETS	741,485	7	598,677	6	142,808	23.9		
TOTAL ASSETS	10,634,986	100	10,289,286	100	345,700	3.4		
TOTAL LIABILITIES & STOCKHOLDERS' EQUITY								
CURRENT LIABILITIES	4,371,499	41	4,253,755	42	117,744	2.8		
NON-CURRENT LIABILITIES	21,941	0	14,238	0	2,396			
TOTAL LIABILITIES	4,393,440	41	4,267,993	42	125,447	2.9		
Common stock	1,103,161	10	998,549	10	104,612	10.5		
Capital surplus	2,496,647	24	2,498,301	24	(1,654)	-0.1		
Legal reserve	327,935	3	250,151	2	77,784	31.1		
Special reserve	4,271	0	-	-	4,271	-		
Retained earnings-unappropriated	1,513,581	14	1,532,520	15	(18,939)	-1.2		
Exchange differences on translation of foreign operations	(4,865)	-0	(1,909)	-0	(2,956)	154.8		
Total owners' equity attributable to equity holders of the parent company	5,440,730	51	5,277,612	51	163,118	3.1		
Non-controlling Interest	800,816	8	748,681	7	52,135	7.0		
TOTAL STOCKHOLDERS' EQUITY	6,241,546	59	6,026,293	58	215,253	3.6		
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	10,634,986	100	10,294,286	100	340,700	3.3		



Thank you!!