

PChome ONLINE

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- Actual results may differ materially from those contained in any forward-looking statements.

PChome Online (8044-TW)

- Founded in 1996 ; Listed in 2005
- FY 2020 revenue : NT\$ 43.9B
- 2020 EBITDA : NT\$ 1.0B
- Market cap (2021/03) : NT\$ 9.5B
- Total shares: 118m

Ecommerce

- PChome 24h
- Ruten Auction
- PChome Store
- MiTCH

Logistics

- PChome Express

PChome ^{ONLINE}

Fintech

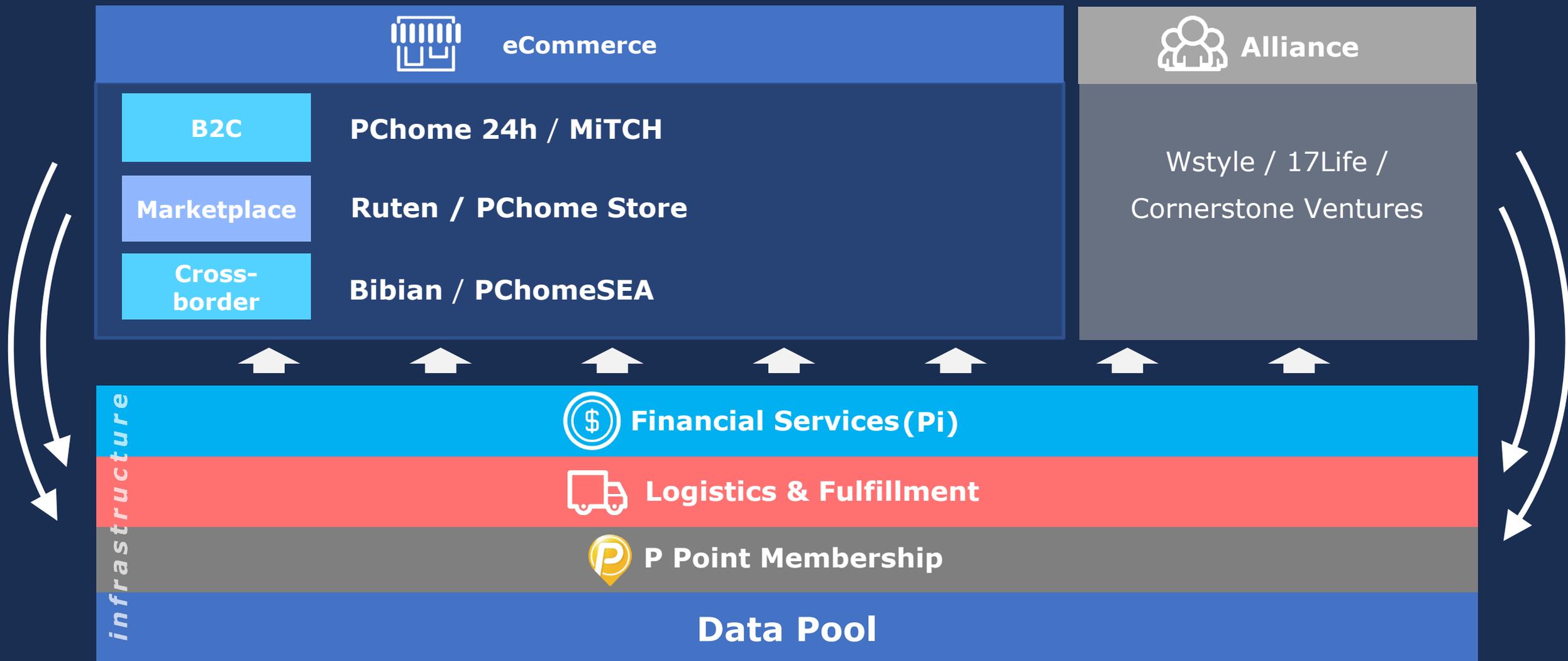
- Digital Payment
- Insurance
- Loan

Cross-border Ecommerce

- PChomeSEA
- Bibian

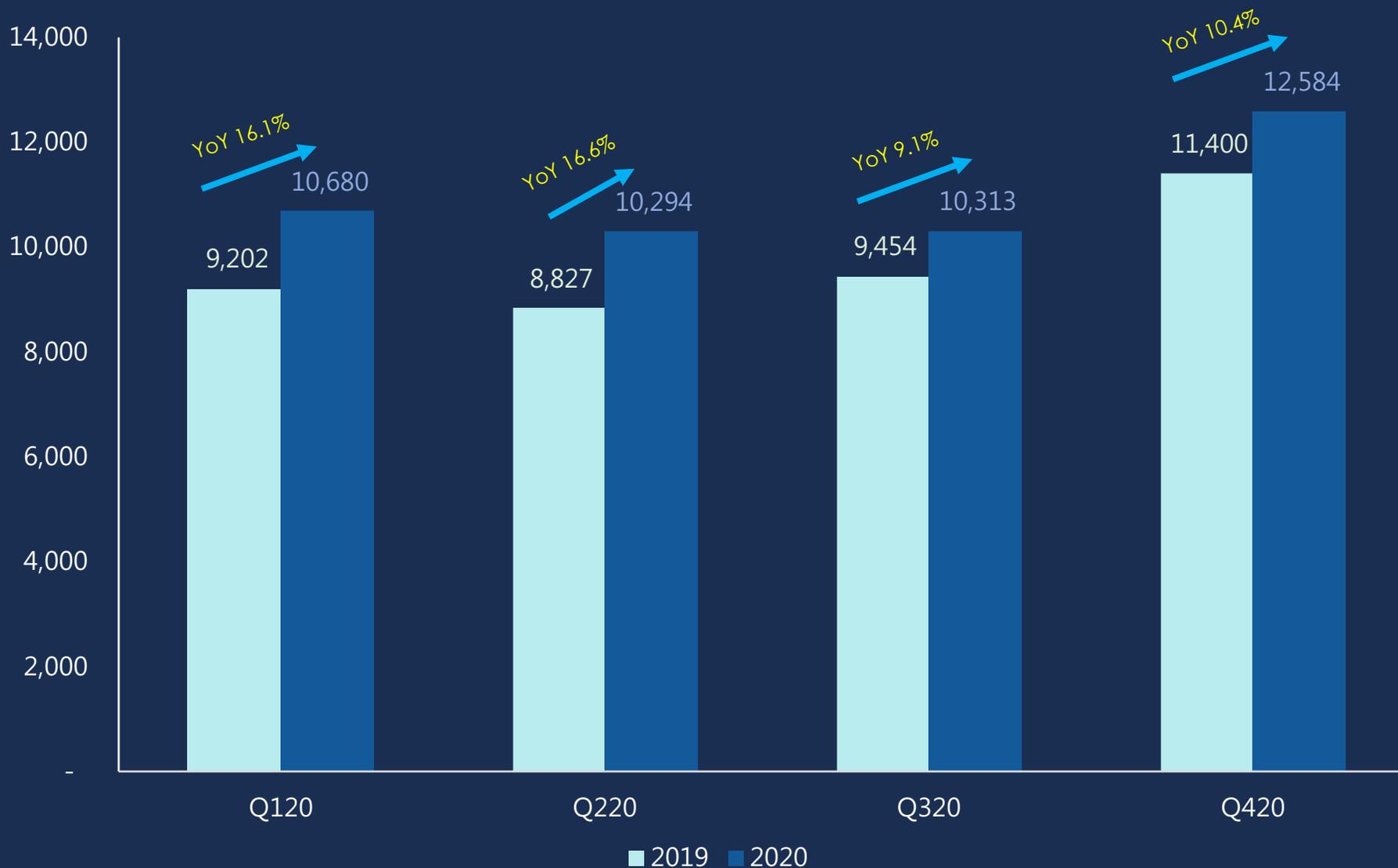
(NT\$, mn)	2020	2019	YoY
Revenue	43,870	38,884	12.8%
Operating Income	316	277	14.1%
Income After Tax	221	141	56.7%
EPS	2.16	1.39	55.4%

PChome Structure



FY 2020 Revenue Trend

(NT\$ million)



FY 2020 Revenue & EBITDA Breakdown

(NT\$ million)

Revenue Breakdown

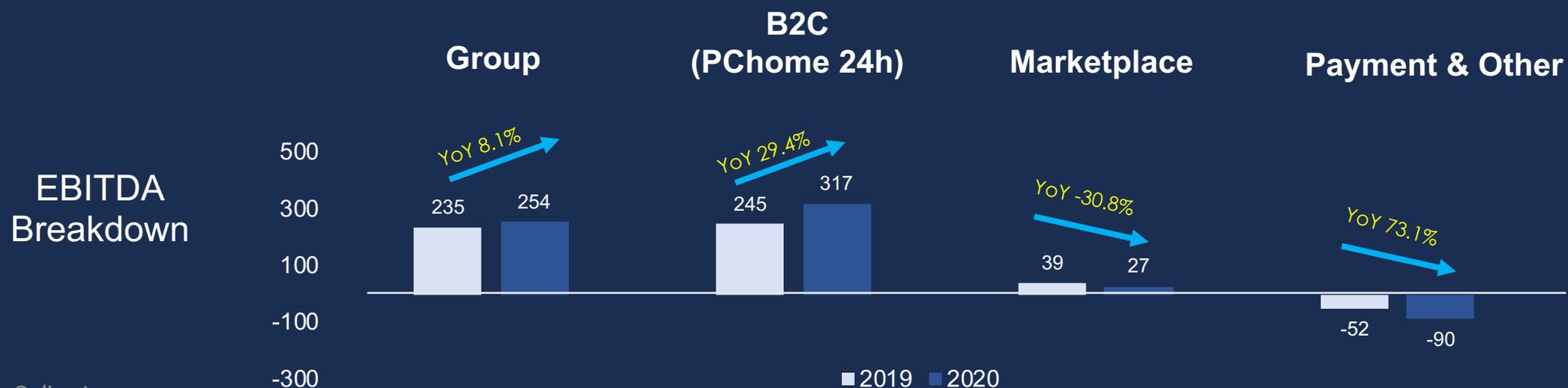
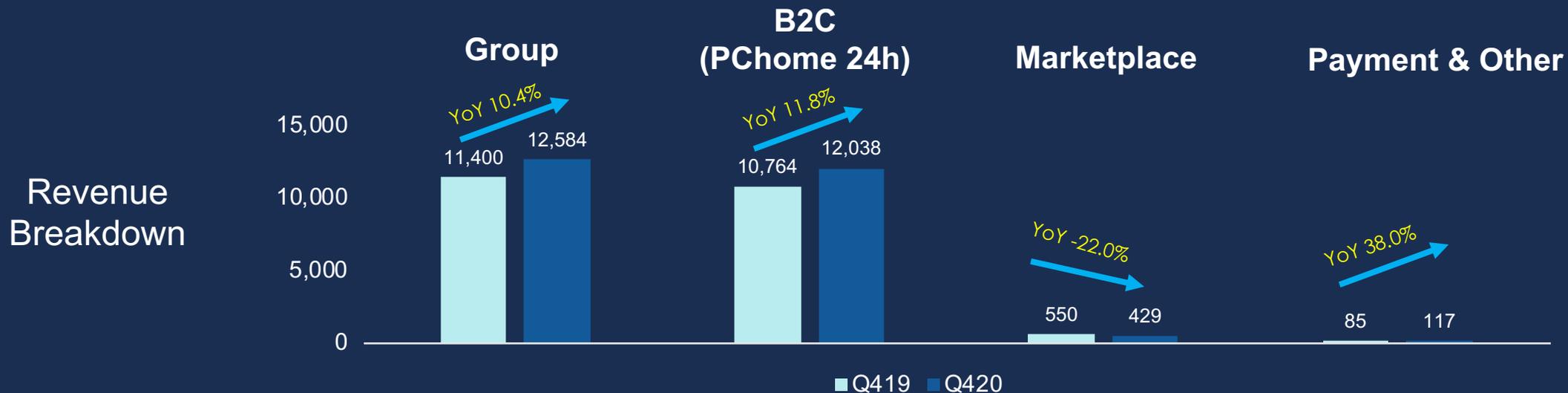


EBITDA Breakdown



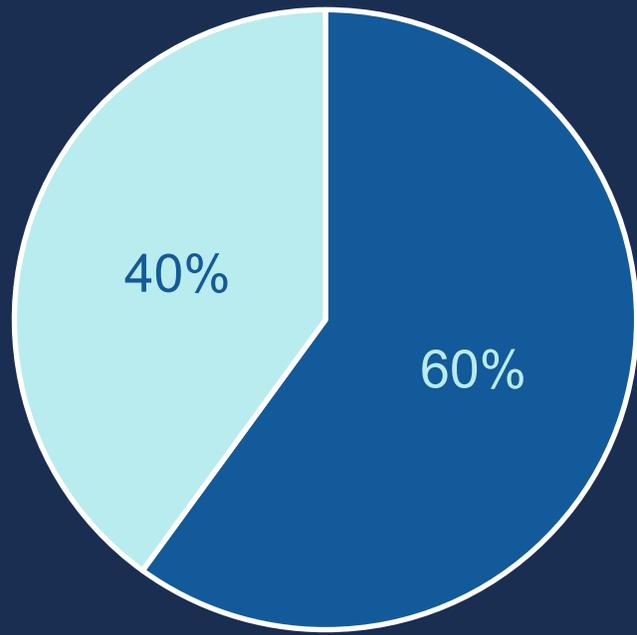
Q420 Revenue & EBITDA Breakdown

(NT\$ million)



B2C User Information

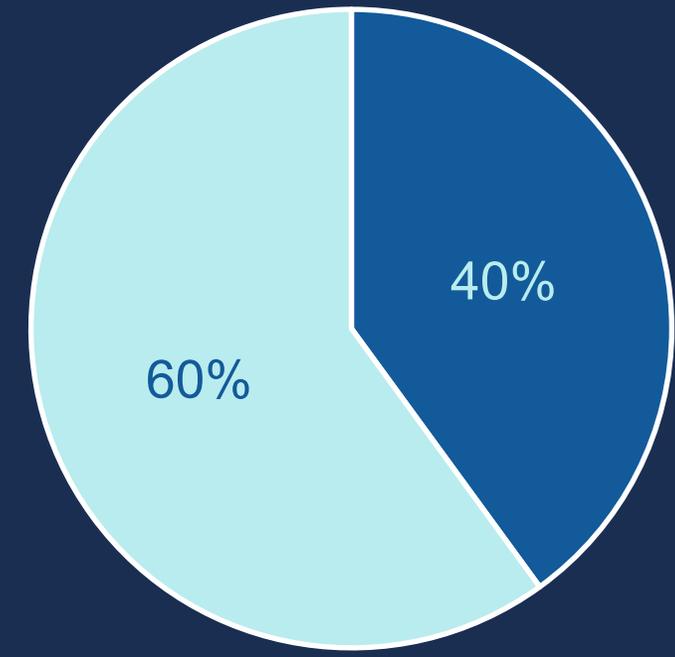
User Age Distribution



■ Other ■ Aged 25 to 44

- Aged 25-44 take majority of the user base.

User Gender Mix



■ Female ■ Male

- Female users account for 60%.

eCommerce New Initiatives



B2C



- PChome X Home Gallery offers high-quality co-branded foods to increase product selections for customers.
- MiTCH is a selected apparel ecommerce platform offering high-end and stylish Japanese branding items.
- Considering brick-and-mortar shopping experience, MiTCH opened a physical store at Taipei Nan Shan Plaza in 20Q4.



Cross-border eCommerce



- Bibian achieved rapid growth by accelerated demand for cross-border transactions under Covid-19 pandemic.
- PChomeSEA partners with 5 local eCommerce players to provide solutions for Taiwan merchants to expand into Southeast Asian market.

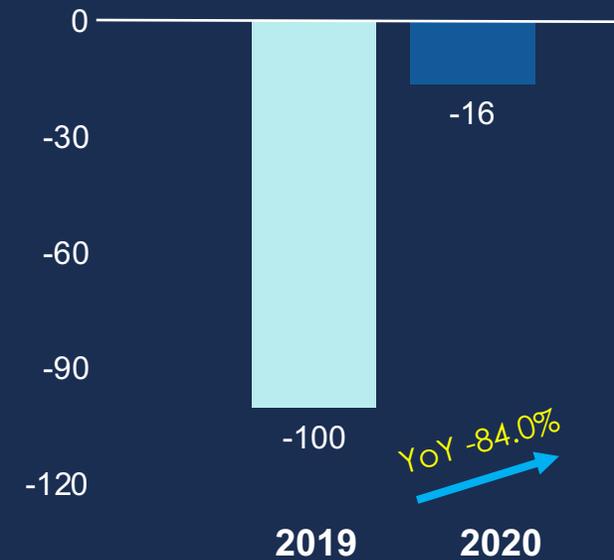
Marketplace – Healthy Earnings Growth & Recovery

(NT\$ million)

Ruten's Net Income



PChome Store's Net Loss



Logistics Capacity

	2020
# of warehouses	7
# of satellite hubs	8
Total warehouses Spaces (Pings)*	77k
Total warehouses Spaces (m ²)	254k
SKU in warehouses	2m

A7 Distribution Center

- Location : Taoyuan
- Total Spaces : 40K Pings
- Expected Completion : 22Q2
- Total Cost : ~ NT\$2.0bn

Fintech – Pi Wallet

(2021/03)

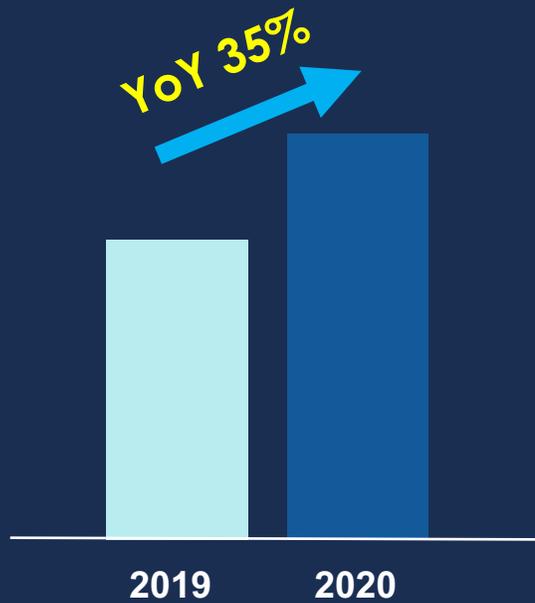
- # of User : over **1M**
- Parking Service Coverage **99.7 %**



Hypermarket · Chain Store · Department Store · Restaurant · Online Shopping · Hospital · Taxi · Parking Fee · Mobile Bill · Utility Bill · Insurance

Pi Wallet - Digital Payment

of Users



Total Payment Value



of Transactions



Pi - Financial Services



To C

Loan (E-Sun / Standard Chartered / KGI) (Launched)

Insurance (travel / automobile) (2021)

To B

Third-party Payment Services

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Financial Results

2020 Consolidated Financial Statement

(NT\$ million)	2020		2019		YoY	4Q 2020		4Q 2019		YoY
	Amount	%	Amount	%		Amount	%	Amount	%	
Revenue	43,870	100.0%	38,884	100.0%	12.8%	12,584	100.0%	11,400	100.0%	10.4%
-B2C	41,673		36,308		14.8%	12,038		10,764		11.8%
-Marketplace	1,829		2,329		-21.5%	429		550		-22.0%
-Payment & other	368		246		49.6%	117		85		38.0%
Gross Margin	4,994	11.4%	4,589	11.8%	8.8%	1,354	10.8%	1,232	10.8%	9.9%
Operating Income	316	0.7%	277	0.7%	14.1%	68	0.5%	52	0.5%	30.8%
-B2C	590		427		38.2%	164		94		74.5%
-Market place	75		62		21.0%	15		22		-31.8%
-Payment & other	(349)		(211)		NM	(110)		(65)		NM
EBITDA	1,058	2.4%	1,009	2.6%	4.9%	254	2.0%	235	2.1%	8.1%
-B2C	1,206		1,061		13.7%	317		245		29.4%
-Marketplace	126		119		5.9%	27		39		-30%
-Payment & other	(275)		(170)		NM	(90)		(-52)		NM
Non-operating income	(12)	0.0%	(46)	-0.1%	NM	(22)	-0.2%	(10)	-0.1%	NM
Pretax Income	304	0.7%	231	0.6%	31.6%	46	0.4%	41	0.4%	12.2%
Net Income	221	0.5%	141	0.4%	56.7%	13	0.1%	27	0.2%	-51.9%
-Attributed to shareholders	253	0.6%	162	0.4%	56.2%	29	0.2%	34	0.3%	-14.7%
-Minority interest	(32)	-0.1%	(21)	-0.1%	NM	(16)	-0.1%	(7)	-0.1%	NM
EPS	2.16		1.39		55.4%	0.25		0.29		-13.8%

2020 Standalone Financial Statement

(NT\$ million)	2020		2019			4Q 2020		4Q 2019		
	Amount	%	Amount	%	YoY	Amount	%	Amount	%	YoY
Revenue	41,673	100.0%	36,308	100.0%	14.8%	12,038	100.0%	10,765	100.0%	11.8%
Gross Margin	5,017	12.0%	4,311	11.9%	16.4%	1,390	11.5%	1,176	10.9%	18.2%
Operating Expense	4,427	10.6%	3,884	10.7%	14.0%	1,227	10.2%	1,082	10.1%	13.4%
Marketing Expense	3,843	9.2%	3,366	9.3%	13.9%	1,072	8.9%	930	8.6%	15.3%
Administration Expense	248	0.6%	194	0.5%	27.8%	72	0.6%	52	0.5%	39.1%
R&D Expense	336	0.8%	320	0.9%	5.0%	83	0.7%	95	0.9%	-13.0%
Others	0	0.0%	4	0.0%	-91.5%	0	0.0%	5	0.0%	-100%
Operating Income	590	1.4%	427	1.2%	38.2%	164	1.4%	94	0.9%	74.5%
Non-operating income	(256)	-0.6%	(215)	-0.6%	NM	(103)	-0.9%	(52)	-0.5%	NM
Pretax Income	334	0.8%	212	0.6%	57.5%	61	0.5%	42	0.4%	45.2%
Net Income	253	0.6%	162	0.4%	56.2%	29	0.2%	34	0.3%	-14.7%

2020 4Q Balance Sheet *IFRS-consolidated*

(NT\$,million)	2020 Q4		2019 Q4		LIABILITIES	2020 Q4		2019 Q4	
	Amount	%	Amount	%		Amount	%	Amount	%
ASSETS									
Current Assets :					Current Liabilities :				
Cash & cash equivalents	8,148	50.0%	6,869	45.0%	Short term borrowings	500	3.0%	540	4.0%
Accounts receivables	497	3.0%	511	3.0%	Account payable	3,867	24.0%	3,059	20.0%
Other receivables	1,361	8.0%	1,161	8.0%	Other payables	908	6.0%	779	5.0%
Inventories	1,806	11.0%	1,685	11.0%	Other current liabilities	3,180	19.3%	3,455	22.6%
Other current assets	833	5.1%	819	5.4%	Total current liabilities	8,455	51.0%	7,833	51.0%
Total Current assets	12,645	77.0%	11,045	72.0%	Non-current Liabilities :	3,923	24.0%	3,658	24.0%
Non-Current Assets :					TOTAL LIABILITIES	12,378	75.0%	11,491	75.0%
Long term investments	34	-%	37	-%	STOCKHOLDERS' EQUITY				
PP&E	570	3.0%	585	4.0%	Capital Stock :				
Other non-current assets	3,213	19.5%	3,591	23.5%	Common stock	1,183	7.0%	1,172	8.0%
Total non-current assets	3,817	23.0%	4,213	28.0%	Capital surplus	1,939	12.0%	1,722	11.0%
					Retained earnings	302	2.0%	101	1%
					Other Equity	660	4.0%	772	5.1%
					TOTAL EQUITY	4,084	25.0%	3,767	25.0%
TOTAL ASSETS	16,462	100.00%	15,258	100.00%	TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	16,462	100.00%	15,258	100.00%

Thank you!!

