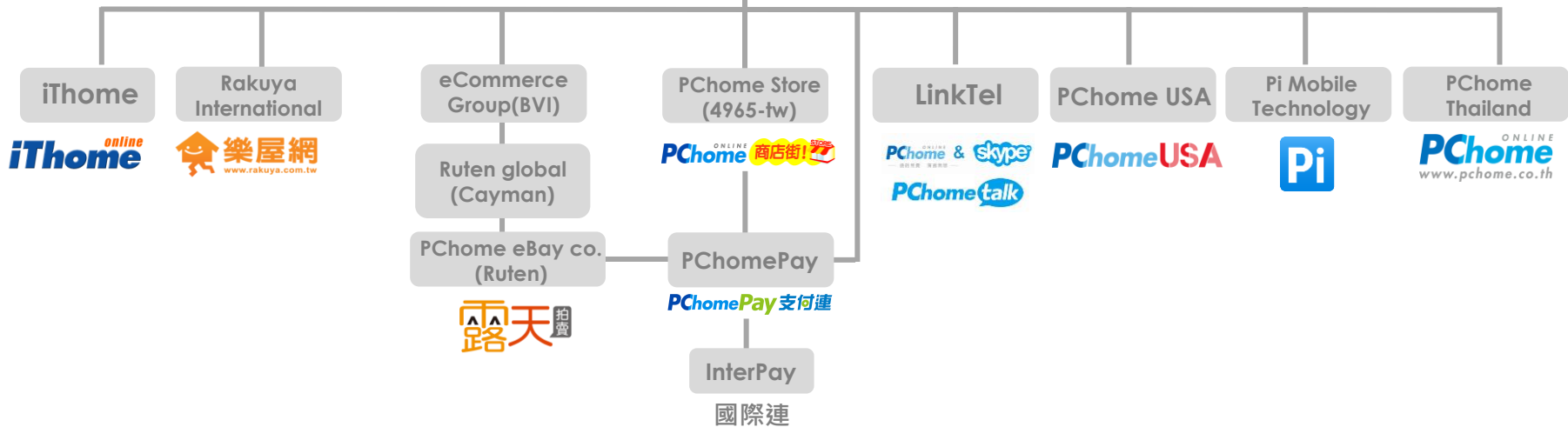


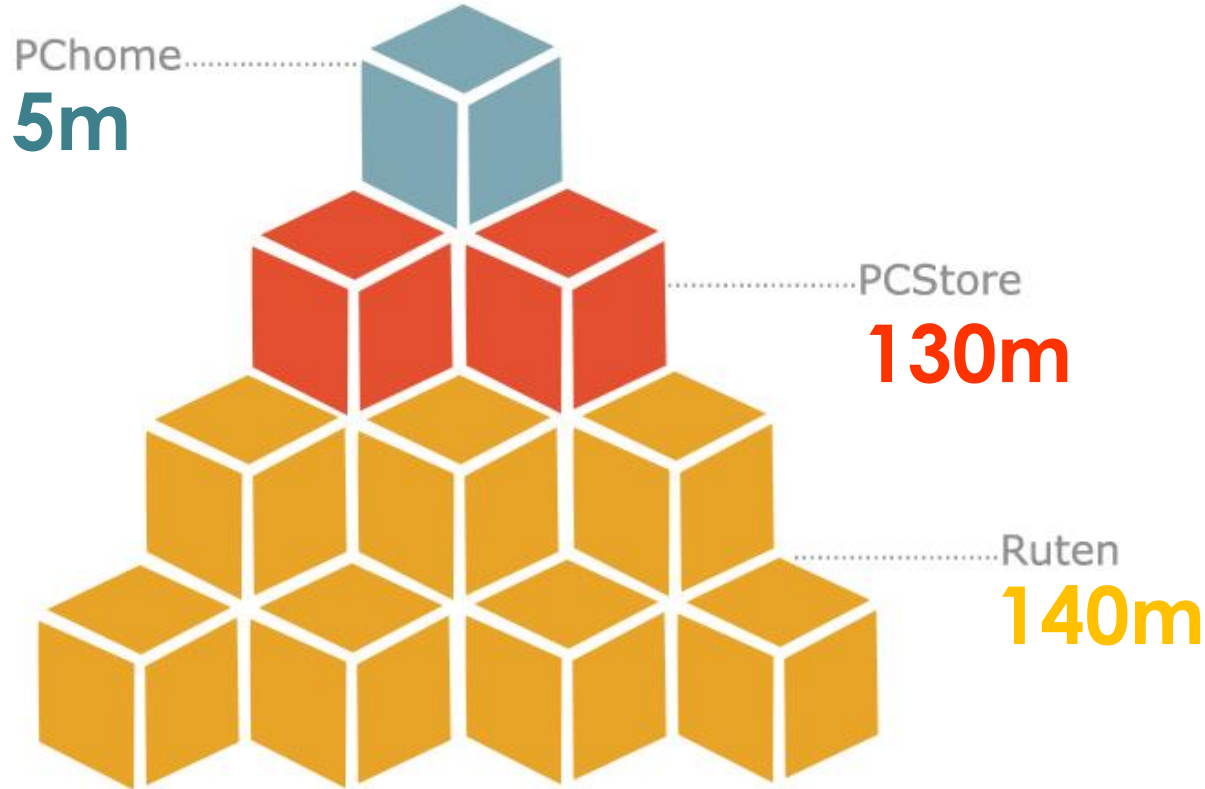
# PChome Group Company Overview

Taiwan's Leading e-Commerce Group

# 集團公司架構



# Listing is power



# B2C業務



PChome ONLINE **24h** 購物

商品數: 2,000,000種 在庫

目前營運倉庫數: 7

倉庫總面積 : 210,000 M<sup>2</sup>

24小時全省保證到達 ( 遲到給100)  
台北市6小時送達

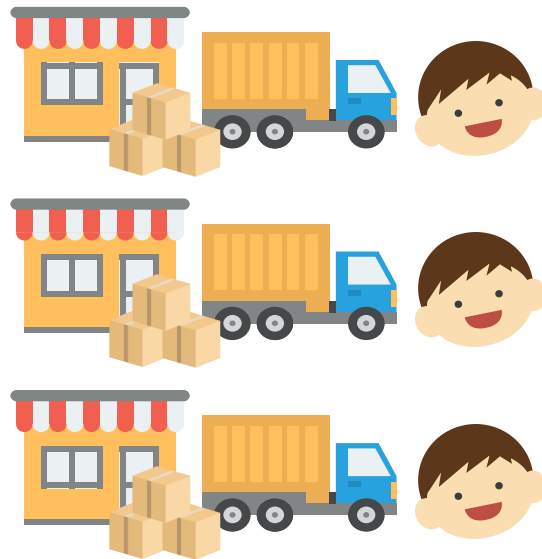
PChome ONLINE 線上購物!

商品數: 3,000,000種以上

供應商家數 : 6,000家以上

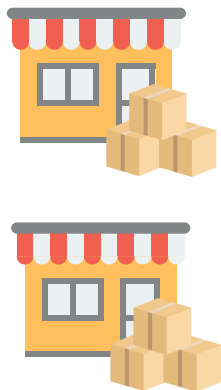
供應商發貨直寄

2-4 日配達

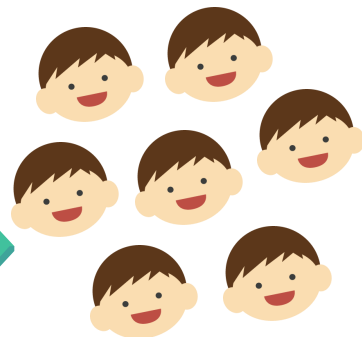




供應商倉庫



PChome ONLINE 24h 購物



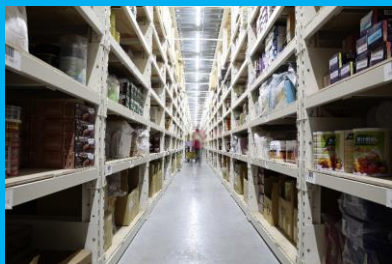
PChome 24h 倉庫

PChome<sup>ONLINE</sup>

PChome<sup>ONLINE</sup> 24h 購物

# PChome 24h購物 2,000,000 種商品 全台灣送達

PChome<sup>ONLINE</sup>

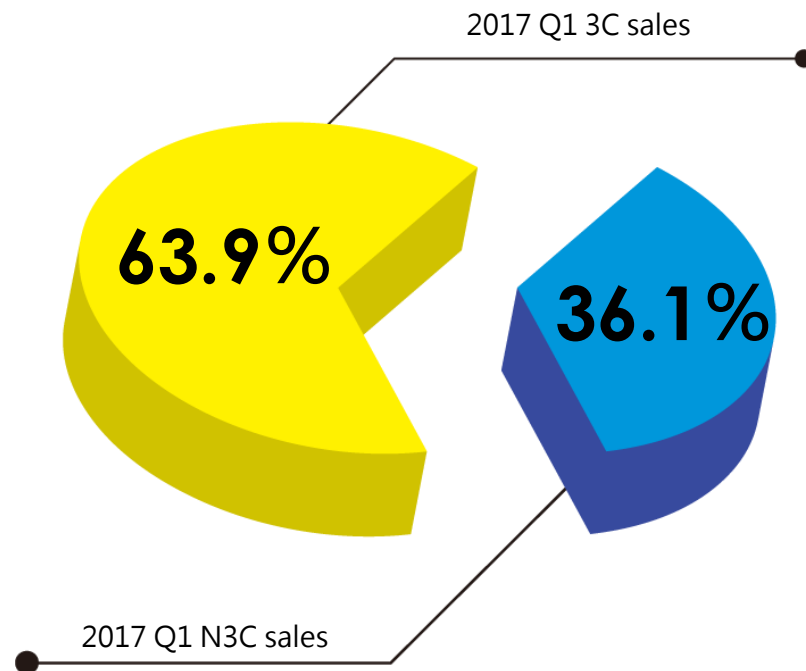
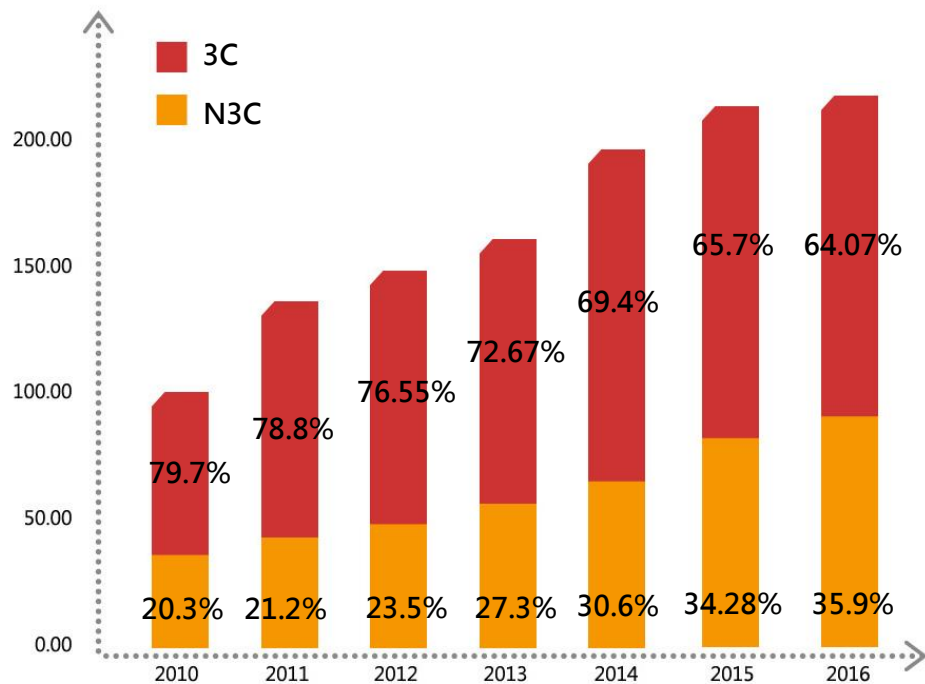


商品數: 2,000,000 在庫

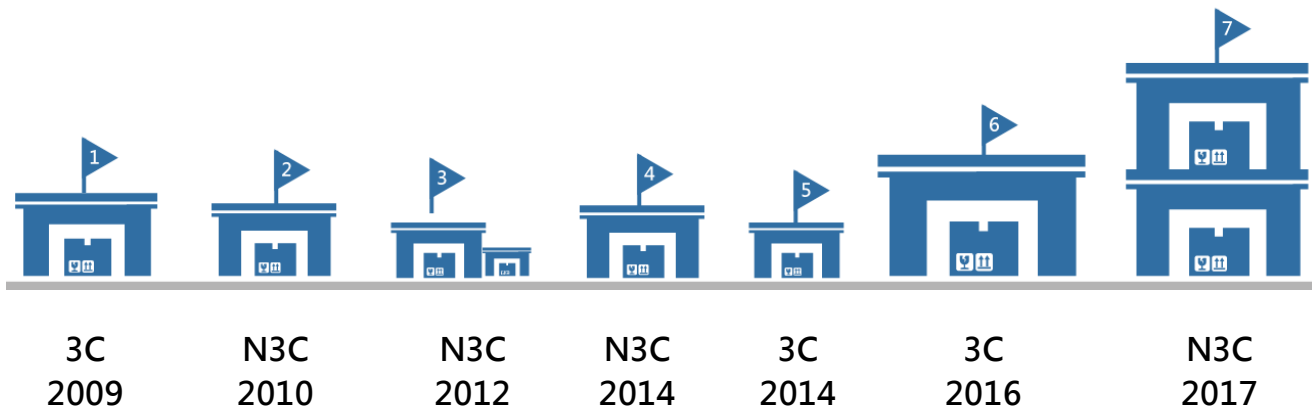
倉庫總面積: 210,000M<sup>2</sup>  
(May 2017)



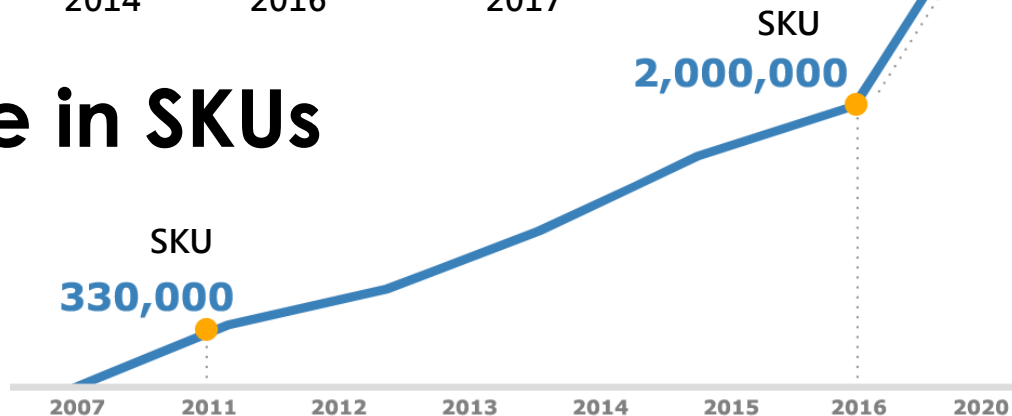
# 2010-2017 / 3C vs N3C 銷售比



# 第七座倉庫提前於2017年Q1備貨入倉



## Sustained increase in SKUs



# C2C Business Sector

PChome<sup>ONLINE</sup>

C2C

1000萬  
買家

1.4億  
物件

200萬  
賣家

25%  
商品來自境外



# New C2C：商店街 個人賣場



- 免費電商平台模式
- 2017開始高速成長
- 鎖定行動端與購物社群用戶
- 提供買家免運費服務(since Jan, 2017)

# New C2C: 商店街 個人賣場



信用卡刷卡費

超商物流費

成交費

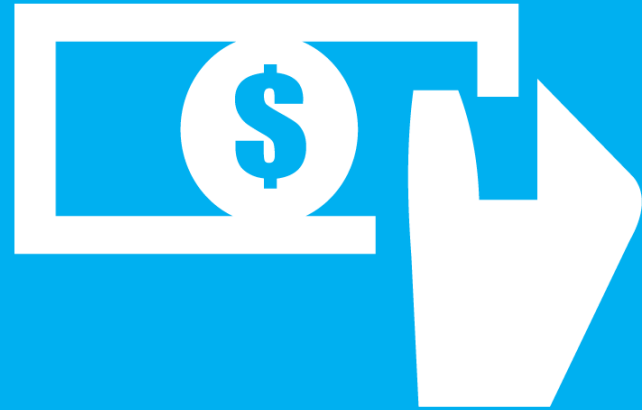
0元

提領費

刊登費



Payment



# 全台最大線上網路金流服務

ONLINE  
PChome

## PChomePay 支付連



- 超過8,600萬種商品可使用支付連收款
- 擁有330萬會員
- 開放中華郵政及全台共68家銀行金融卡轉帳付款
- 中華郵政及4家銀行免轉帳手續費
- 13家綁定銀行支付
- 開放30家信用卡一次付清，18家信用卡可用3-12分期
- 連結四大超商，超過10,000店可取貨付款
- 提供黑貓宅急便物流商貨到付款





# PChome Pi

PChome ONLINE

## Pi 行動錢包



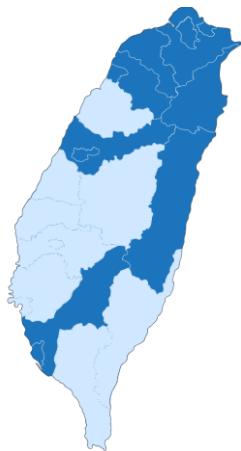
付款方式：綁定信用卡以手機付款

下載次數：超過15萬次

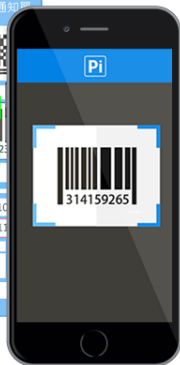
應用範圍：

- ✓ 四大超商付款
- ✓ 醫院行動批價
- ✓ 路邊停車費繳款
- ✓ 公益捐款
- ✓ 商店行動點餐

# PChome Pi



全台第一停車單繳費  
覆蓋率**84.33%**



北市借書「無卡化」



購物免錢包 逾**10,000**家  
商店快速付款

「行動批價」就醫更便利  
1分鐘自助批價繳費

# 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		
<b>CURRENT ASSETS</b>	<b>9,893,501</b>	<b>93</b>	<b>9,690,609</b>	<b>94</b>	<b>202,892</b>	<b>2.1</b>		
<b>NON-CURRENT ASSETS</b>	<b>741,485</b>	<b>7</b>	<b>598,677</b>	<b>6</b>	<b>142,808</b>	<b>23.9</b>		
<b>TOTAL ASSETS</b>	<b>10,634,986</b>	<b>100</b>	<b>10,289,286</b>	<b>100</b>	<b>345,700</b>	<b>3.4</b>		
<b>TOTAL LIABILITIES &amp; STOCKHOLDERS' EQUITY</b>								
<b>CURRENT LIABILITIES</b>	<b>4,371,499</b>	<b>41</b>	<b>4,253,755</b>	<b>42</b>	<b>117,744</b>	<b>2.8</b>		
<b>NON-CURRENT LIABILITIES</b>	<b>21,941</b>	<b>0</b>	<b>14,238</b>	<b>0</b>	<b>2,396</b>			
<b>TOTAL LIABILITIES</b>	<b>4,393,440</b>	<b>41</b>	<b>4,267,993</b>	<b>42</b>	<b>125,447</b>	<b>2.9</b>		
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		
<b>TOTAL STOCKHOLDERS' EQUITY</b>	<b>6,241,546</b>	<b>59</b>	<b>6,026,293</b>	<b>58</b>	<b>215,253</b>	<b>3.6</b>		
<b>TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY</b>	<b>10,634,986</b>	<b>100</b>	<b>10,294,286</b>	<b>100</b>	<b>340,700</b>	<b>3.3</b>		



Thank you!!