PChome

Ticker: 8044-TT

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Agenda

- B2C Operational Highlights
- 2Q 2025 Financial & Operational Results
- Q&A



2Q 2025 B2C Operational Highlights





Revenue momentum turns positive

Q2 revenue showed 0.4% YoY growth

3C segment's revenue and share increased YoY Mobile revenue share continues to grow



Enhanced Warehousing Efficiency

of Order shipped from A7 has exceeded 85%

Warehouse consolidation reduced shipping cost rate



Expanding E-commerce Enablement Services

Sequential quarterly growth in RMN revenue

3PL revenue achieved double-digit YoY growth



2Q 2025 Consolidated Income Statement

	2Q 202	25	2Q 202	24	YoY	1H 202	25	1H 202	24	YoY
NT\$ million	Amount	%	Amount	%	101	Amount	%	Amount	%	101
Revenue	8,400	100.0%	8,454	100.0%	-0.6%	17,350	100.0%	18,104	100.0%	-4.2%
- B2C	7,642		7,610		0.4%	15,802		16,422		-3.8%
- Marketplace	139		227		-38.8%	299		461		-35.1%
- Fintech	541		525		3.0%	1,068		1,042		2.5%
- Other & Adjustment*1	78		92		-15.2%	181		179		1.1%
Gross profit	1,134	13.5%	1,184	14.0%	-4.2%	2,319	13.4%	2,426	13.4%	-4.4%
Operating expense	(1,233)	-14.7%	(1,219)	-14.4%	1.1%	(2,513)	-14.5%	(2,473)	-13.7%	1.6%
Operating profit	(99)	-1.2%	(35)	-0.4%	NM	(194)	-1.1%	(47)	-0.3%	NM
- B2C	(196)		(127)		NM	(389)		(232)		NM
- Marketplace	13		24		-45.8%	26		37		-29.7%
- Fintech	118		105		13.3%	242		214		13.6%
- Other & Adjustment	(34)		(37)		NM	(73)		(66)		NM
Non-operating income*2	(90)	-1.1%	11	0.1%	NM	(6)	0.0%	20	0.1%	NM
Pretax income	(189)	-2.3%	(24)	-0.3%	NM	(200)	-1.2%	(27)	-0.1%	NM
Tax	(55)	-0.7%	(46)	-0.5%	19.6%	(90)	-0.5%	(73)	-0.4%	23.3%
Net income	(244)	-2.9%	(70)	-0.8%	NM	(290)	-1.7%	(100)	-0.6%	NM
- Attributable to shareholders	(222)		(105)		NM	(370)		(181)		NM
- Minority interest	(22)		35		NM	80		81		-1.2%
EPS(NT\$)	(1.10)		(0.75)		NM	(1.89)		(1.28)		NM

Note 1: Other segment includes group consolidation adjustments and eliminations.

Note 2: Non-operating income and expense impacted by FX loss incurred by equity-method investee. For details, please refer to page 10 of the presentation.



2Q 2025 Consolidated Balance Sheet

	2Q 2025		2Q 20	24
NT\$million	Amount	%	Amount	%
ASSETS				
Current Assets :				
Cash & Cash Equivalents	3,962	15.4%	3,939	15.1%
Accounts Receivables	3,369	13.1%	3,281	12.5%
AR of Fintech BU	3,005	11.7%	2,782	10.6%
AR excl. Fintech BU	364	1.4%	499	1.9%
Other Receivables	1,268	4.9%	1,525	5.8%
Inventories	1,420	5.5%	1,291	4.9%
Other Current Assets	1,369	5.3%	1,205	4.6%
Total Current Assets	11,388	44.2%	11,241	43.0%
Non-current Assets :				
Long Term Investments	1,402	5.4%	1,514	5.8%
Property, Plant, and Equipment	1,730	6.7%	2,004	7.7%
Intangible Assets	5,625	21.8%	5,678	21.7%
Right-of-use Assets	3,716	14.4%	4,055	15.5%
Long-term Accounts Receivables	1,243	4.8%	764	2.9%
Other Non-current Assets	684	2.7%	893	3.4%
Total Non-current Assets	14,400	55.8%	14,908	57.0%
TOTAL ASSETS	25,788	100.0%	26,149	100.0%

	2Q 2025		2Q 20	24
NT\$million	Amount	%	Amount	%
LIABILITIES				
Current Liabilities :				
Short Term Borrowings	2,350	9.1%	2,802	10.7%
Account Payable	2,841	11.0%	2,783	10.6%
Other Payables	839	3.3%	1,194	4.6%
Other Current Liabilities	4,084	15.8%	3,898	14.9%
Total Current Liabilities	10,114	39.2%	10,677	40.8%
Total Non-current Liabilities	5,509	21.4%	7,105	27.2%
TOTAL LIABILITIES	15,623	60.6%	17,782	68.0%
STOCKHOLDERS' EQUITY				
Capital Stock :				
Common Stock	2,056	8.0%	1,440	5.5%
Capital Surplus	6,904	26.8%	5,054	19.3%
Retained Earnings	(941)	-3.6%	(181)	-0.7%
Other Equity	(155)	-0.6%	(75)	-0.3%
Non-controlling Interest	2,301	8.8%	2,129	8.1%
TOTAL EQUITY	10,165	39.4%	8,367	32.0%
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	25,788	100.0%	26,149	100.0%



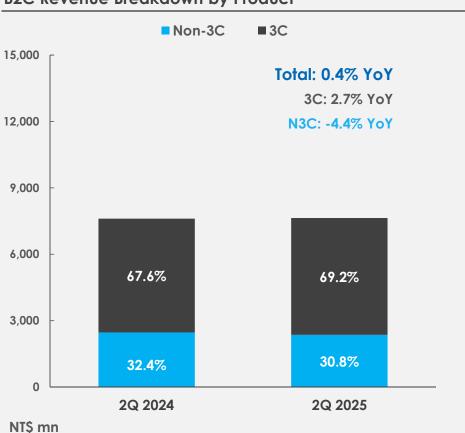
2Q 2025 Standalone Income Statement

	2Q 20	25	2Q 20	24	YoY	1H 20	25	1H 20	24	YoY
NT\$ million	Amount	%	Amount	%	101	Amount	%	Amount	%	101
Revenue	7,642	100.0%	7,610	100.0%	0.4%	15,802	100.0%	16,422	100.0%	-3.8%
cogs	(6,900)	-90.3%	(6,811)	-89.5%	1.3%	(14,259)	-90.2%	(14,737)	-89.7%	-3.2%
Gross profit	742	9.7%	799	10.5%	-7.1%	1,543	9.8%	1,685	10.3%	-8.4%
Operating expense	(938)	-12.3%	(926)	-12.2%	1.3%	(1,932)	-12.2%	(1,917)	-11.7%	0.8%
S&M expense	(799)	-10.4%	(768)	-10.1%	3.9%	(1,643)	-10.4%	(1,596)	-9.7%	2.9%
G&A expense	(51)	-0.7%	(62)	-0.8%	-17.7%	(114)	-0.7%	(128)	-0.8%	-10.9%
R&D expense	(88)	-1.2%	(96)	-1.3%	-8.3%	(175)	-1.1%	(193)	-1.2%	-9.3%
Operating profit	(196)	-2.6%	(127)	-1.7%	NM	(389)	-2.5%	(232)	-1.4%	NM
Non-operating income	(26)	-0.3%	22	0.3%	-218.2%	19	0.1%	51	0.3%	-62.7%
Pretax income	(222)	-2.9%	(105)	-1.4%	NM	(370)	-2.3%	(181)	-1.1%	NM
Tax	-	0.0%	-	0.0%	NM	0	0.0%	0	0.0%	NM
Net income	(222)	-2.9%	(105)	-1.4%	NM	(370)	-2.3%	(181)	-1.1%	NM
Gross margin(%)	9.7%		10.5%		-0.8ppt	9.8%		10.3%		-0.5ppt
Operating margin(%)	-2.6%		-1.7%		-0.9ppt	-2.5%		-1.4%		-1.1ppt
Net margin(%)	-2.9%		-1.4%		-1.5ppt	-2.3%		-1.1%		-1.2ppt

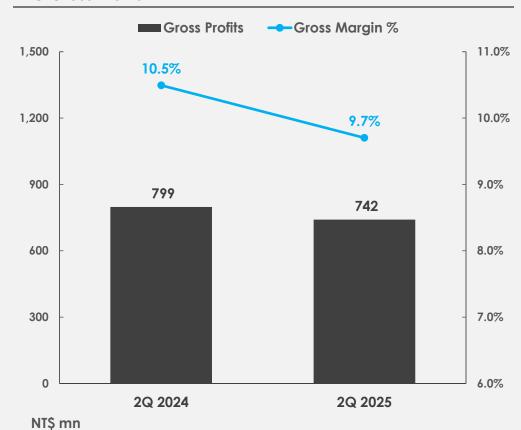


B2C: 2Q 2025 Financial Results

B2C Revenue Breakdown by Product

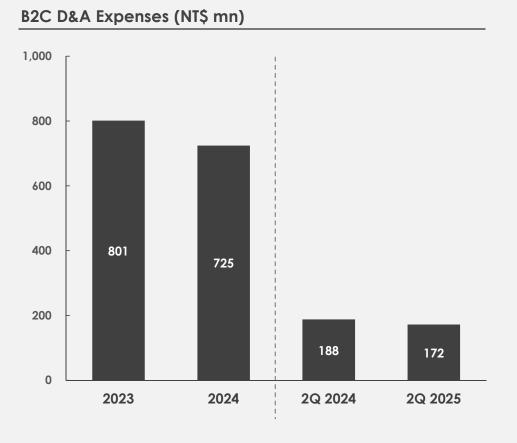


B2C Gross Profits





B2C: D&A Expenses & Logistics / Fulfillment Capacities



Logistics / Fulfillment Capacities





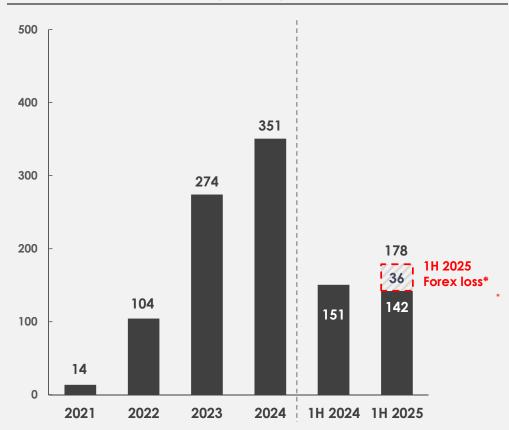
21Fintech: Revenue and Net Income



Revenue Breakdown by Business (NT\$ mn)

2,500 2,049 2,000 1,840 1,481 1,500 User Payment, 84% Installments, 1,019 Subscription, etc. 86% 1,000 87% 84% 500 Merchant Payment Gateway, Payment Facilitator, 16% Tap to Pay, Fraud 14% 13% 16% Detection, etc. 0 2022 2023 2024 1H 2025

Consolidated Net Income (NT\$ mn)



Note: Q1 FX gain was 87mn; Q2 FX loss was 123mn.

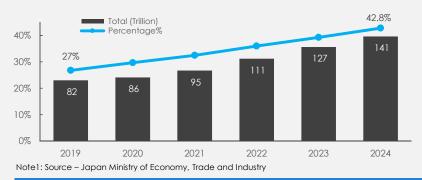


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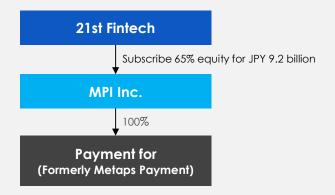
21st Fintech Investment: Accelerating Fintech Innovation with Payment for

Japan Cashless Payment Market Size¹

In 2024, Japan's cashless payment ratio reached 42.8%. The market still has enormous growth potential, benefiting from market trends and government initiatives. The cashless payment ratio is projected to reach 80% by 2030.



Deal Structure



Payment for profile

Established in 1999

Top 10
Payment Provider
in Japan

Merchants # ~10,000

2024 TPV US\$ 2.0 Bn

Business Overview

Item	Description
Payment BU	Founded in 1999, provides multi-payment services in core areas such as travel, utilities, and real estate.
Package Solution	Launched in 2018, offers integrated software and payment solutions tailored for various industry needs.
Credit	Launched in 2018, offers salary advance services for users who need early access to their wages.









Financial Statements







2Q 2025 Consolidated Financial Summary

NT\$ million	2Q 2025	2Q 2024	Change	YoY	1H 2025	1H 2024	Change	YoY
Revenue	8,400	8,454	(54)	-0.6%	17,350	18,104	(754)	-4.2%
COGS	(7,266)	(7,270)	4	-0.1%	(15,031)	(15,678)	647	-4.1%
Gross profit	1,134	1,184	(50)	-4.2%	2,319	2,426	(107)	-4.4%
Operating expense	(1,233)	(1,219)	(14)	1.1%	(2,513)	(2,473)	(39)	1.6%
S&M expense	(816)	(772)	(44)	5.7%	(1,682)	(1,601)	(81)	5.1%
G&A expense	(165)	(167)	2	-1.2%	(336)	(331)	(5)	1.5%
R&D expense	(128)	(141)	13	-9.2%	(256)	(278)	22	-7.9%
Provision expense	(124)	(139)	15	-10.8%	(239)	(264)	25	-9.5%
Operating profit	(99)	(35)	(64)	NM	(194)	(47)	(147)	NM
Non-operating income	(90)	11	(101)	NM	(6)	20	(26)	NM
Pretax income	(189)	(24)	(165)	NM	(200)	(27)	(173)	NM
Tax	(55)	(46)	(9)	19.6%	(90)	(73)	(17)	23.3%
Net income	(244)	(70)	(174)	NM	(290)	(100)	(190)	NM
- Attributable to shareholders	(222)	(105)	(117)	NM	(370)	(181)	(189)	NM
- Minority interest	(22)	35	(57)	NM	80	81	(1)	-1.2%
EPS(NT\$)	(1.10)	(0.75)	(0.35)	NM	(1.89)	(1.28)	(0.61)	NM
Gross margin(%)	13.5%	14.0%	-0.5ppt		13.4%	13.4%	0.0ppt	
Operating margin(%)	-1.2%	-0.4%	-0.8ppt		-1.1%	-0.3%	-0.8ppt	
Net margin(%)	-2.9%	-0.8%	-2.1ppt		-1.7%	-0.6%	-1.1ppt	



1H 2025 Consolidated Cash Flow Statement

NT\$ million	1H 2025	1H 2024	Change
(Loss) Profit Before Tax	(200)	(27)	(173)
+) D&A	447	481	(34)
+) Expected Credit Losses	239	264	(25)
-) Change in Working Capital	(125)	(50)	(75)
(Increase) Decrease in Accounts Receivables	(558)	(120)	(438)
(Increase) Decrease in Other Receivables	121	118	3
(Increase) Decrease in Inventories	731	462	269
Increase (Decrease) in Accounts Payables	(297)	(388)	91
Increase (Decrease) in Other Payables	(122)	(122)	0
Others	(44)	(134)	90
Operating Cashflow	317	534	(217)

NT\$ million	1H 2025	1H 2024	Change
Acquisition of PP&E	(20)	(553)	533
(Increase) Decrease in Financial Assets	291	328	(37)
Others	(93)	(188)	281
Investing Cashflow	178	(413)	591
	(1, (0)	(1.50)	(2.4)
Increase (Decrease) in Short-term Borrowings	(169)	(153)	(16)
Increase (Decrease) in Long-term Borrowings	(2,203)	3	(2,206)
Payment of Lease Liabilities	(259)	(286)	27
Cash Capital Increase and others	2,468	(2)	2,470
Financing Cashflow	(163)	(438)	275
Effect of Exchange Rate Changes	50	(7)	56
Total Change in Cash	382	(324)	705
Cash & Cash Equivalents at beg. of Period	3,580	4,263	(683)
Cash & Cash Equivalents at end of Period	3,962	3,939	23



Thank You

