

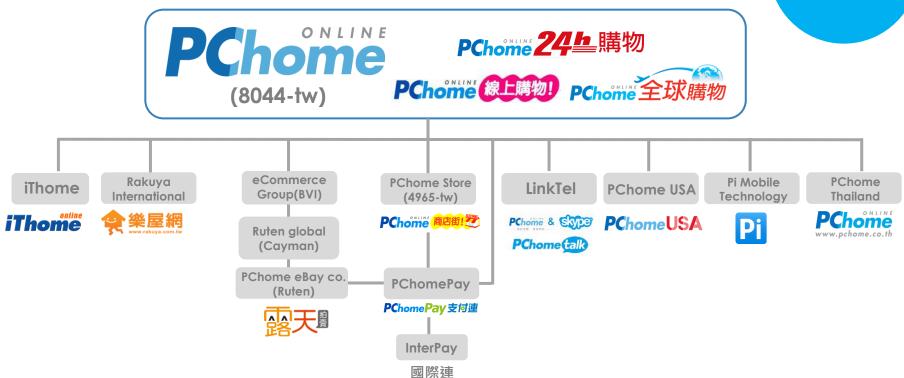
#### **PChome Group Company Overview**

Taiwan's Leading e-Commerce Group



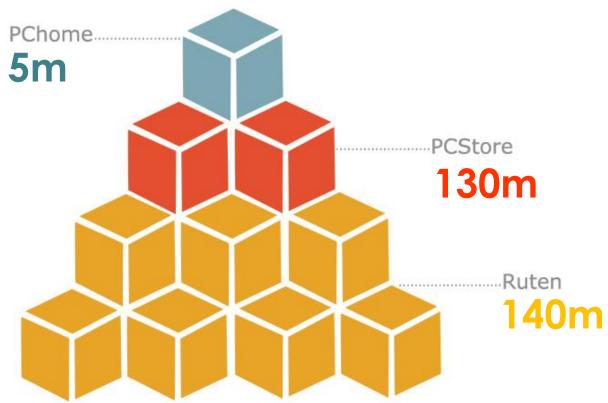
#### **Group Structure**





#### Listing is power





#### **B2C Shopping**





SKU: 2,000,000 in stock

# of warehouse: 7

Total warehouse capacity: 210,000 M<sup>2</sup>

24hr delivery guarantee (\$100 if late)

Taipei City 6hr delivery

### PChome 線上購物!

SKU: Over 3,000,000

Suppliers : Over 6,000

Ship from suppliers to customers

Delivery time: 2-4 days























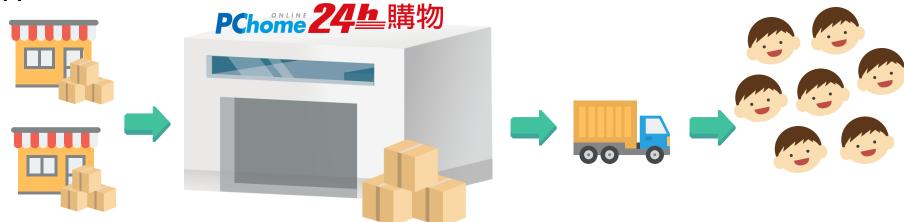
2000-2007 PChome shopping (online virtual shopping site)







#### Supplier's warehouse



PChome 24h fulfillment warehouse



## PChome 24上購物



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





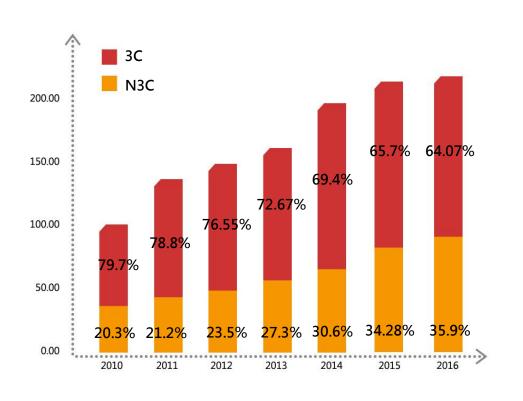
SKU: Over 2,000,000 in stock

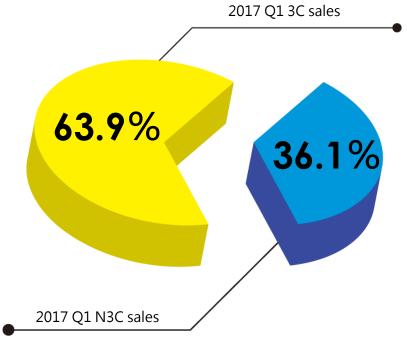
Total Warehouse area: 210,000m² (Data as of May 2017)



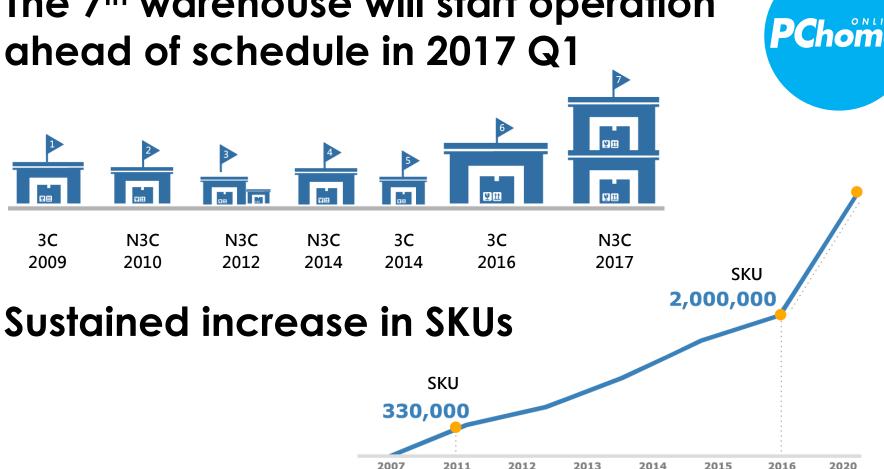
#### 2010-2017 / 3C vs N3C Sales







## The 7<sup>th</sup> warehouse will start operation



#### Cash Conversion Cycle – 23.1days

Order Received

Item shipped

Products collected

Online selling



Pay to the supplier

Days 0 10.7 4.6 15.3 23.1 Days 38.4

**Buyer payment** 



# C2C Business Sector





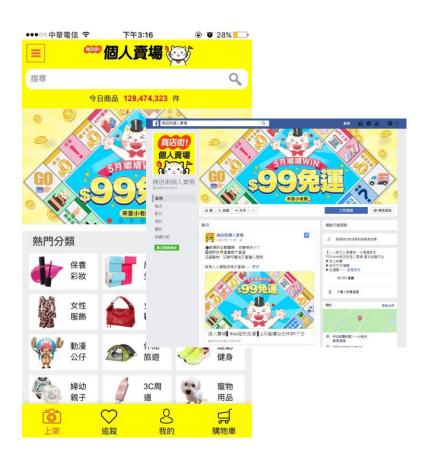


1400m listings 10m buyers

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





#### PCstore FB Fan page



因為栗子才剛開,新平台商品不是很齊~ 所以大家可以上栗子的Y拍找自己喜歡的商品 然後跟栗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-個人會場-H&p栗子小舖 H&p栗子小舖-

SELLER POSTORE COM TW



Mr.Cat 貓先生 說這萬百讚・3月17日 - ❷



昨天看到PChome商店街個人會場 宣布免2%刷卡手續費素 再加上招取滿\$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 #言裡從 #直是太甘心了 #周週上新





小婷電腦Etingo 4月20日 14:04 · @

小婷雷腦

在PChome商店街個人賣場開張囉 ��

https://goo.gl/JwkXEq

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□! 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個人會場

小婷電腦在PChome商店街個人賣場現在紹取\$99就免運

-https://goo.gl/JwkXEq

#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會場的貼文。 3月20日 - ❷

199招取免運直的好好買~~~♥♥♥



商店街個人賣場

▲ 說這專頁讚

是的多喵主播景 小編現場已聽到眾姊妹們熱烈的尖叫聲 沒錯!※莉莉安娜※真!的!來!了! 個人賣場熱烈歡迎 参友站萬分大賣家進駐 立馬讚聲為以示內心的喜悅緣。♂緣

一邊逛愛店一邊享受超取免運的優惠。 

#歡磨成功罷免刷卡2% #商店街個人曹場 #199招取免運超好買 #買賣雙方免運費



Bubble Nara波波娜拉 Mit溫暖手工鞋@Since 2004

tuttie Nara 4月11日 · @

Bubble Nara波波娜拉 NEW OPEN 在PChome商店街個人會場開幕囉べ 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 點准來看看唄

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/2olgJsK
- ♦編織風涼鞋 http://bit.ly/2pnNjAg
- ◆ 兩穿渡假風 http://bit.lv/2nzx4Dv
- ◆ 氣質淑女款 http://bit.ly/2oZVTIR
- ◆金屬個性款 http://bit.ly/2olyTBs

直皮诱氣 超軟舒滴 夏日必備 簡約百搭 免運視時 Go

#就是愛免運 #MIT手工鞋 #199免運 #涼鞋 #躺人鞋 #氣墊鞋



# Payment (S)

#### 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**







- 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	6,235,562	100.0%	5,943,301	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	239,392	3.8%_	322,996	5.4%	-25.9%
Net income after tax	203,651	3.3%_	272,309	4.6%	-25.2%

#### 2017 vs 2016 Q1 FY Balance Sheet

(IFRS-consolidated	ASSETS	2017.3.31		2016.3.31		Variance	<b>!</b>
(	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	3 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!!