



PChome ONLINE

Ticker : 8044-TT

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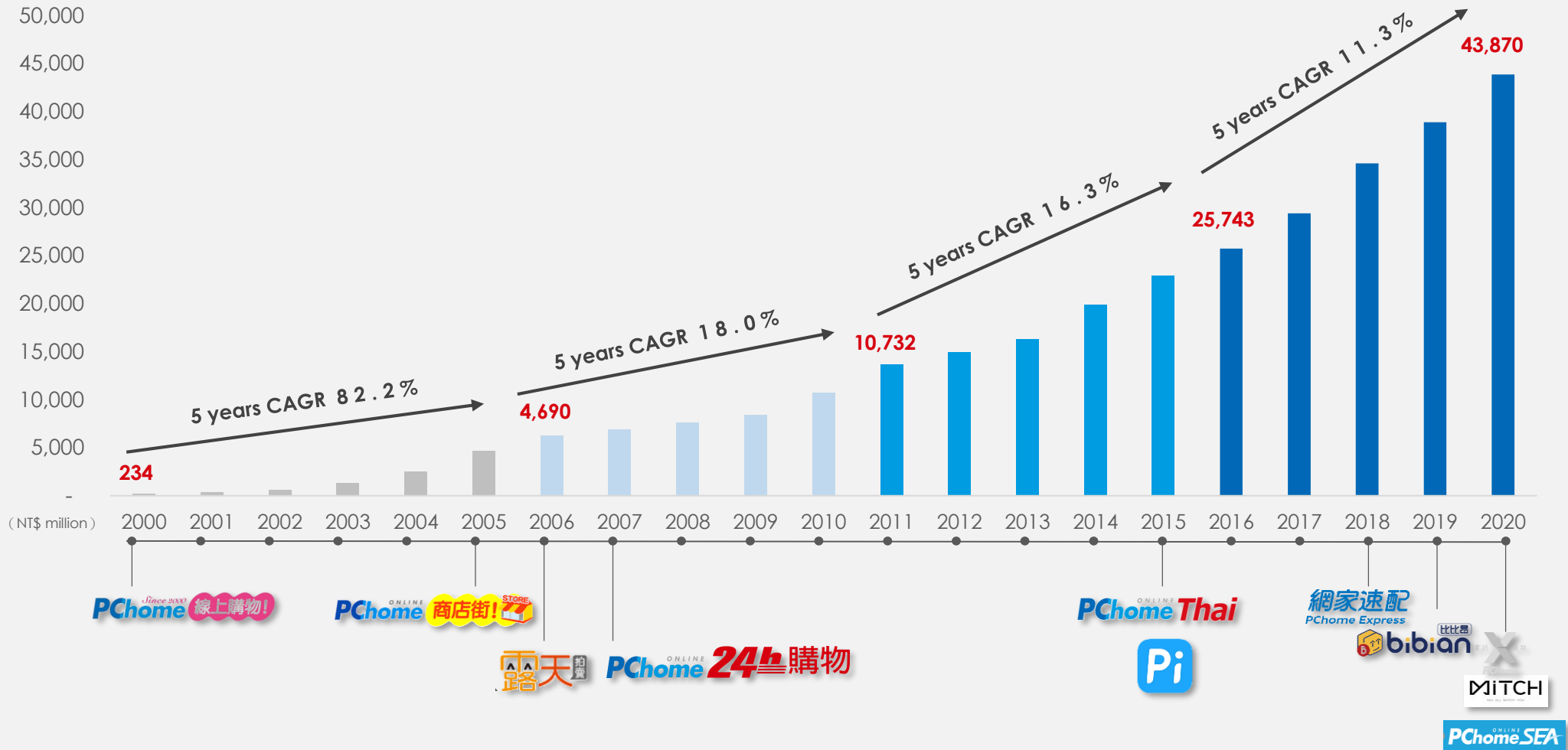
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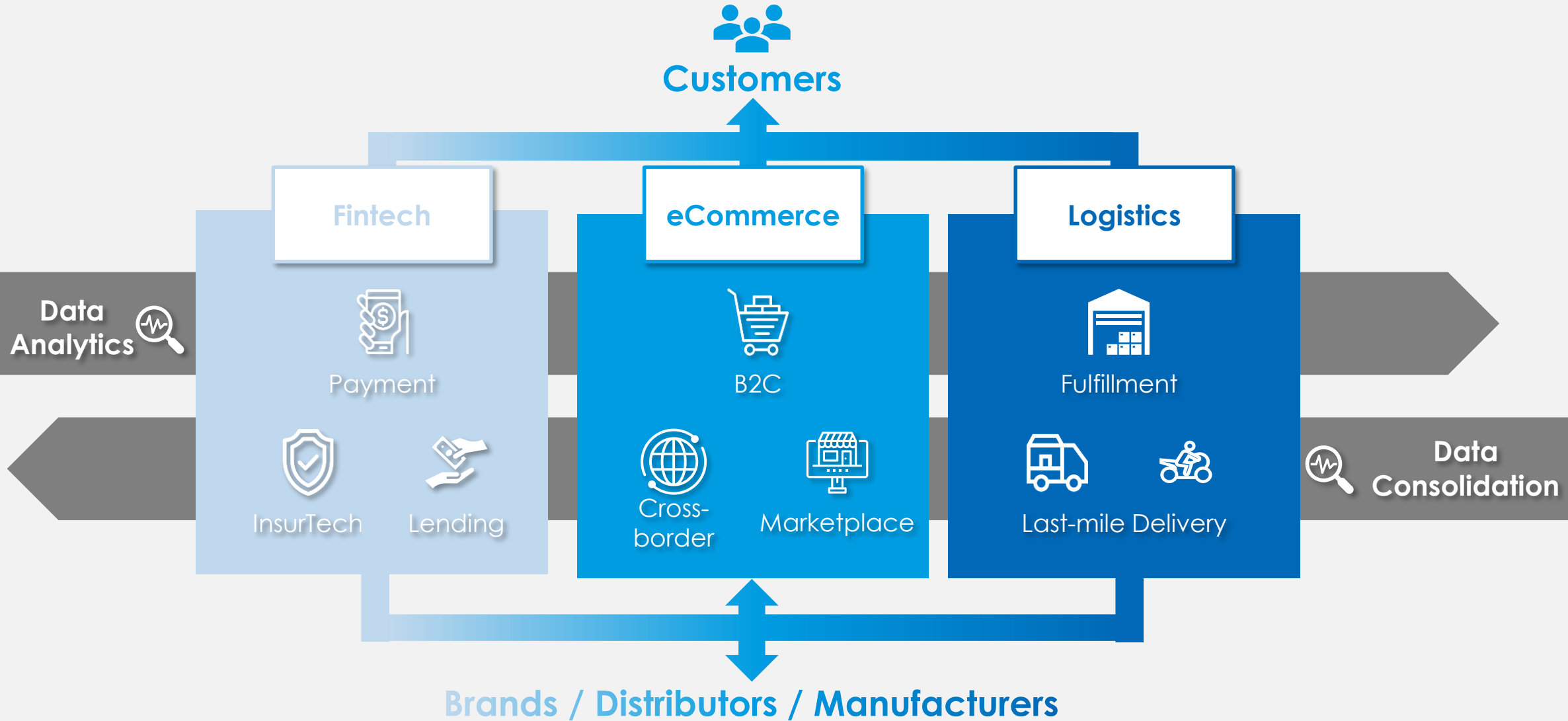
20 Years in Retrospect

Historical Consolidated Revenue



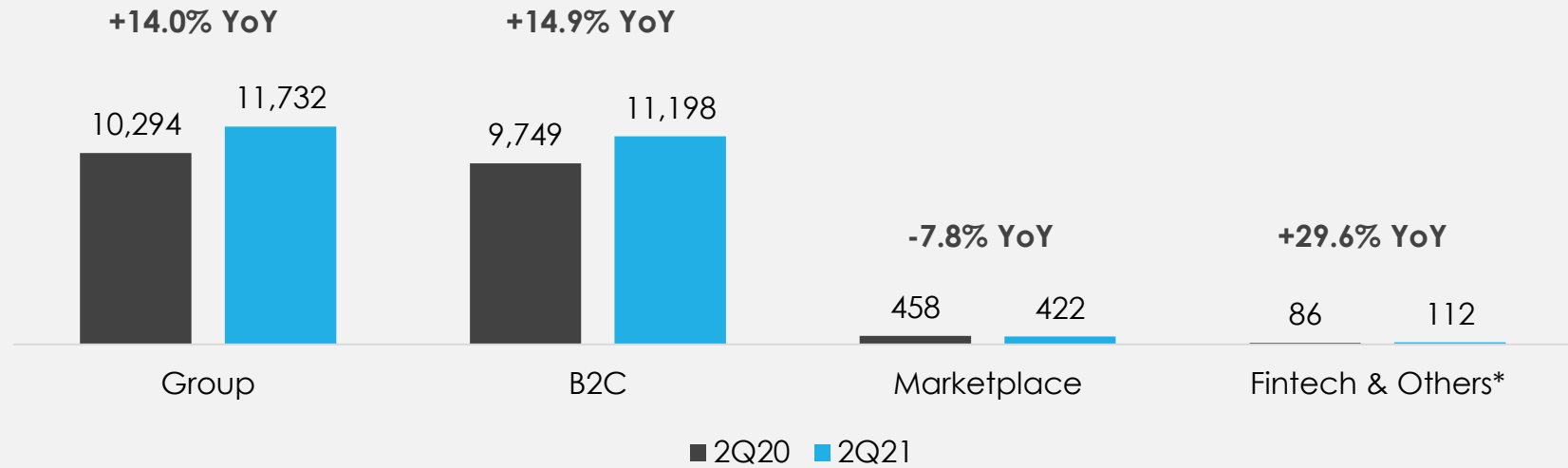
Our Vision for Next 5-Year Phase

An Open Internet Ecosystem with Enabling Technologies and Strong Membership

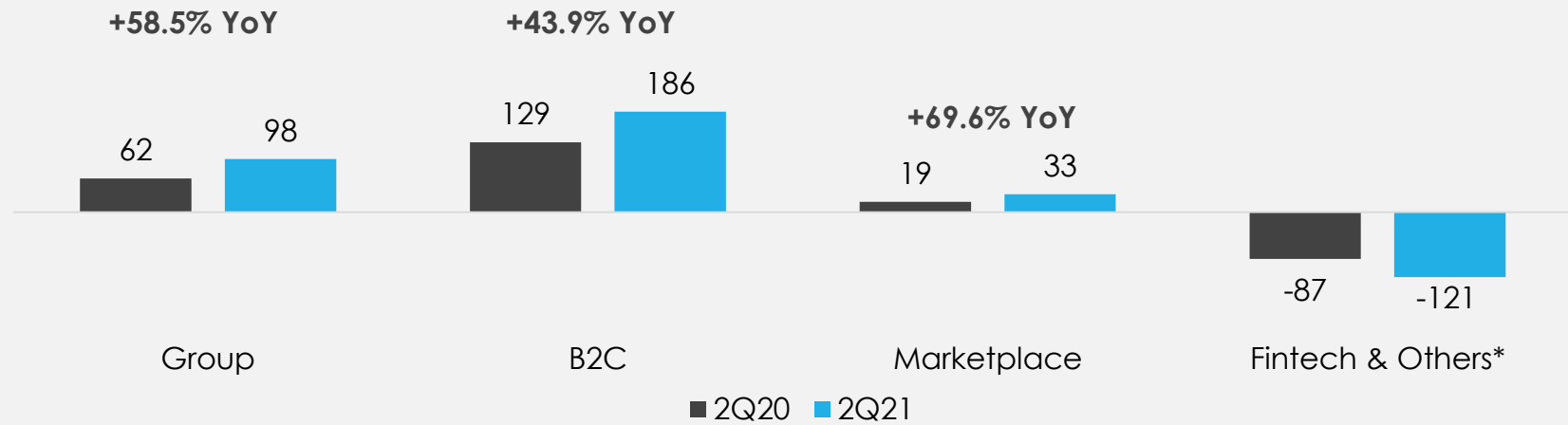


Our Current State: 2Q21 Performance

Revenue Breakdown
(NT\$ million)



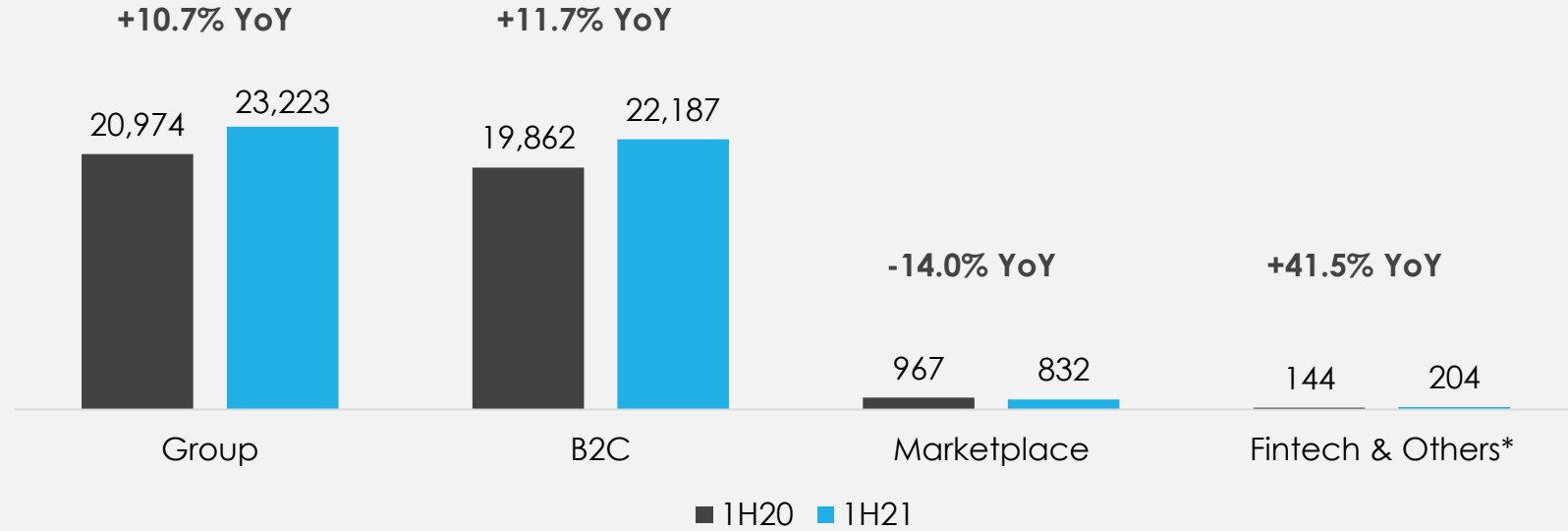
Operating Profit Breakdown
(NT\$ million)



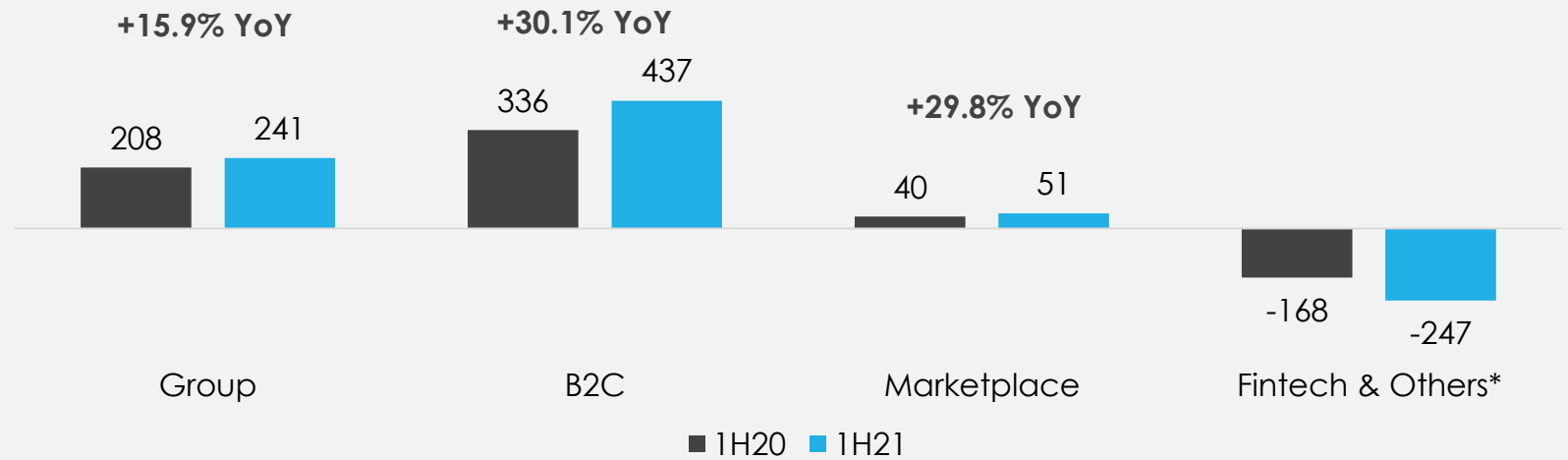
*Fintech & Other : Operating loss came from Fintech was NT\$85.8M, and other includes cross-border, other subs and adjustments.

Our Current State: 1H21 Performance

Revenue Breakdown
(NT\$ million)

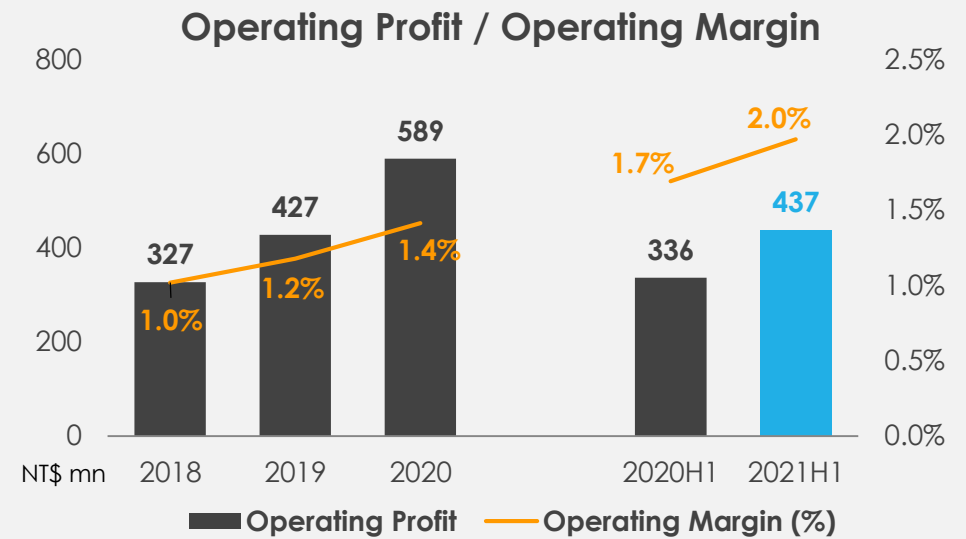
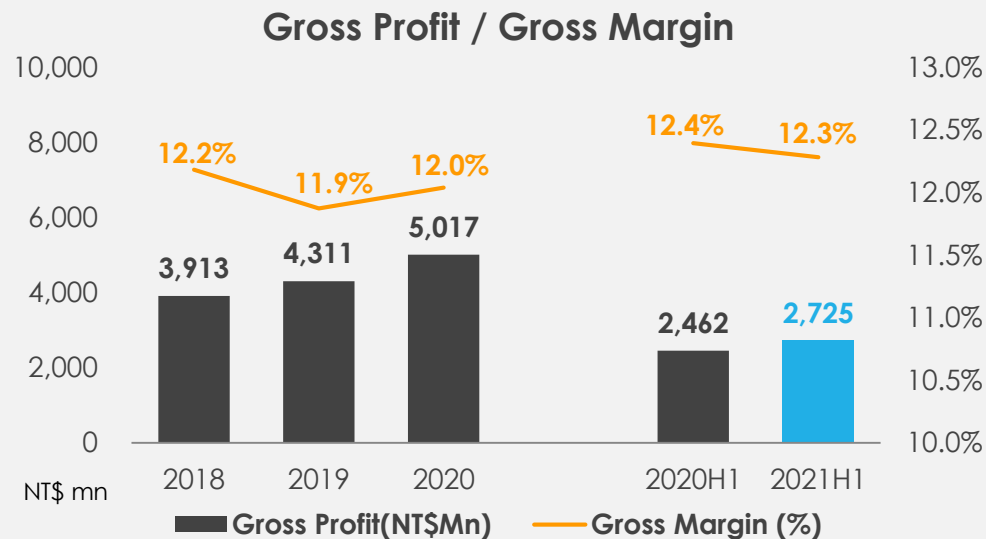
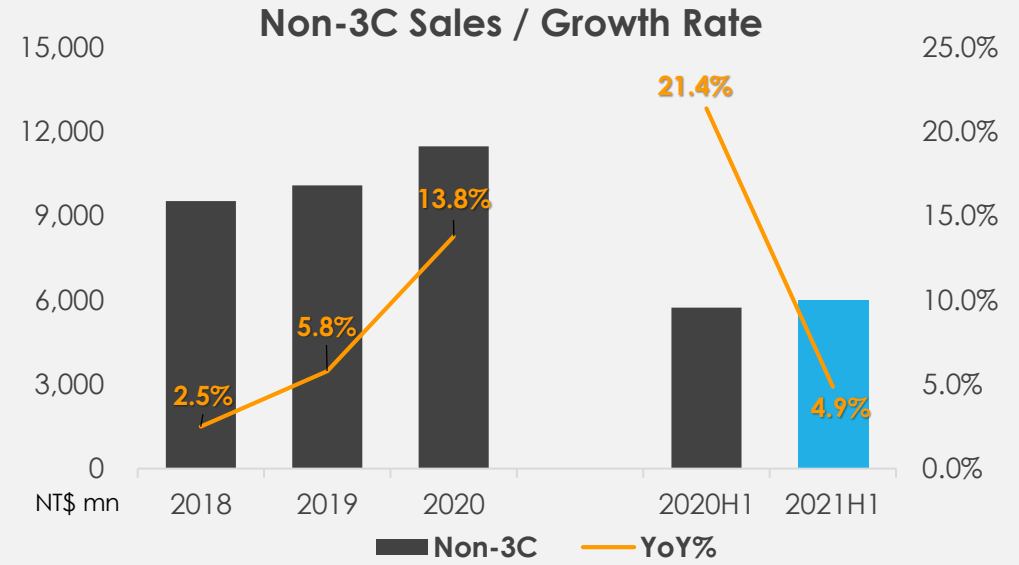
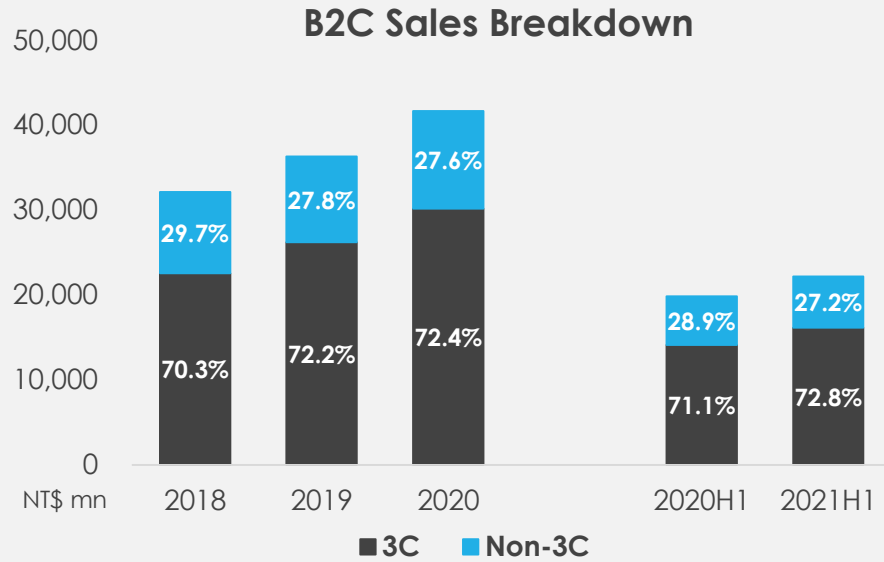


Operating Profit Breakdown
(NT\$ million)



*Fintech & Other : Operating loss came from Fintech was NT\$158.1M, and other includes cross-border, other subs and adjustments.

B2C Business Update



B2C Key Metrics : PChome24h

<p>Service</p>		
<p>Key Metrics As of 1H21</p>	<p>17%+ Active Users</p>	<p>9%+ Growth Rate on Average Ticket Size</p>
	<p>46%+ App Active Users</p>	<p>49%+ App Downloads</p>
	<p>40% Traffic came from Desktop</p>	<p>60% Traffic came from Mobile</p>
	<p>48% Consumption came from Desktop</p>	<p>52% Consumption came from Mobile</p>

Marketplace Key Metrics : Ruten

<p>Service</p>			
<p>Key Metrics As of 1H21</p>	<p>11mn+ Buyers 2mn+ Sellers</p>	<p>114%+ Listings</p>	<p>1.5%-3.0% Transaction Fee since Apr. 2021</p>
	<p>9.9%+ GMV from New Buyers</p>	<p>12 Countries Products Available</p>	<p>1.0% Payment Services Fee since May 2021</p>

Financial Results



2Q21 Consolidated Income Statement

NT\$ million	2Q 2021		2Q 2020		YoY	1H 2021		1H 2020		YoY
	Amount	%	Amount	%		Amount	%	Amount	%	
Revenue	11,732	100.0%	10,294	100.0%	14.0%	23,223	100.0%	20,973	100.0%	10.7%
- B2C	11,198		9,749		14.9%	22,187		19,862		11.7%
- Market place	422		458		-7.8%	832		967		-14.0%
- Fintech & other	112		86		29.6%	204		144		41.5%
Gross profit	1,379	11.8%	1,196	11.6%	15.3%	2,684	11.6%	2,467	11.8%	8.8%
Operating profit	98	0.8%	62	0.6%	58.5%	241	1.0%	208	1.0%	15.9%
- B2C	186		129		43.9%	437		336		30.1%
- Market place	33		19		69.6%	51		40		29.8%
- Fintech & other	(121)		(87)		NM	(247)		(168)		NM
EBITDA	279	2.4%	248	2.4%	12.5%	606	2.6%	576	2.7%	5.2%
- B2C	334		285		17.2%	737		645		14.3%
- Market place	45		32		40.6%	75		66		13.6%
- Fintech & other	(100)		(69)		NM	(206)		(135)		NM
Non-operating income	(14)	-0.1%	11	0.1%	NM	22	0.1%	12	0.1%	80.3%
Pretax Income	84	0.7%	73	0.7%	14.9%	262	1.1%	220	1.0%	19.2%
Net Income	41	0.4%	49	0.5%	-15.3%	183	0.8%	152	0.7%	20.6%
- Attributed to shareholders	63		53		20.4%	200		156		28.5%
- Minority interest	(22)		(4)		NM	(17)		(4)		NM
EPS	0.55		0.45		22.2%	1.72		1.33		29.3%

2Q21 Standalone Income Statement

NT\$ million	2Q 2021		2Q 2020			1H 2021		1H 2020		
	Amount	%	Amount	%	YoY	Amount	%	Amount	%	YoY
Revenue	11,198	100.0%	9,749	100.0%	14.9%	22,187	100.0%	19,862	100.0%	11.7%
Gross profit	1,379	12.3%	1,206	12.4%	14.3%	2,725	12.3%	2,462	12.4%	10.7%
Operating expense	1,186	10.6%	1,076	11.0%	10.3%	2,282	10.3%	2,126	10.7%	7.3%
Operating profit	186	1.7%	129	1.3%	44.2%	437	2.0%	336	1.7%	30.0%
Non-operating income	(88)	-0.8%	(50)	-0.5%	NM	(170)	-0.8%	(114)	-0.6%	NM
Pretax income	98	0.9%	79	0.8%	24.6%	267	1.2%	221	1.1%	20.7%
Net income	63	0.6%	53	0.5%	20.4%	200	0.9%	156	0.8%	28.5%

2Q21 Consolidated Balance Sheet

NT\$million	2Q 2021		2Q 2020		NT\$million	2Q 2021		2Q 2020	
	Amount	%	Amount	%		Amount	%	Amount	%
ASSETS					LIABILITIES				
Current Assets :					Current Liabilities :				
Cash & Cash Equivalents	9,817	55.3%	7,755	50.3%	Short Term Borrowings	1,205	6.8%	325	2.1%
Accounts Receivables	616	3.5%	490	3.2%	Account Payable	4,240	23.9%	3,502	22.7%
Other Receivables	1,192	6.7%	1,178	7.6%	Other Payables	1,128	6.4%	966	6.3%
Inventories	1,225	6.9%	1,100	7.1%	Other Current Liabilities	315	1.8%	442	2.9%
Other Current Assets	996	5.6%	818	5.3%	Total Current Liabilities	10,015	56.5%	8,253	53.5%
Total Current Assets	13,846	78.1%	11,341	71.5%	Non-current Liabilities :	3,647	20.6%	3,312	21.5%
Non-current Assets :					TOTAL LIABILITIES	13,663	77.0%	11,565	75.0%
Long Term Investments	36	0.2%	30	0.2%	STOCKHOLDERS' EQUITY				
Property, Plant, and Equipment	538	3.0%	598	3.9%	Capital Stock :				
Other Non-current Assets	3,316	18.7%	3,456	22.4%	Common Stock	1,183	6.7%	1,172	7.6%
Total Non-current Assets	3,890	21.9%	4,083	26.5%	Capital Surplus	1,944	11.0%	1,722	11.2%
TOTAL ASSETS	17,736	100.0%	15,424	100.0%	Retained Earnings	349	2.0%	174	1.1%
					Other Equity	598	3.4%	791	5.1%
					TOTAL EQUITY	4,073	23.0%	3,859	25.0%
					TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	17,736	100.0%	15,424	100.0%

Q&A



Thank You

