



PChome ONLINE

Ticker : 8044-TT
November 2022



Disclaimer

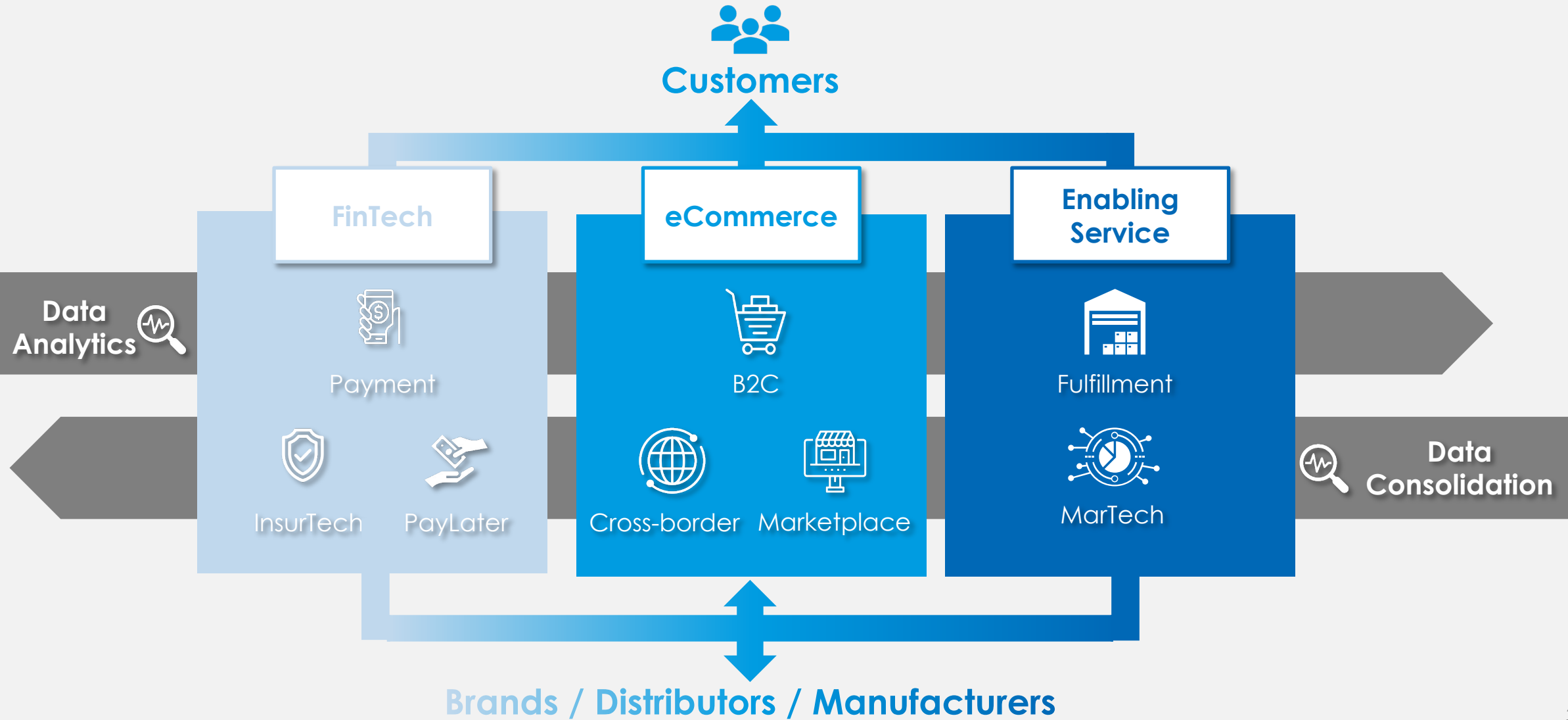
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Actual results may differ materially from those contained in any forward-looking statements.

Our Vision for PChome by 2025

An Open Internet Ecosystem with Enabling Technologies and Strong Membership



Sustainability Development



2022 Corporate Governance Evaluation - Top 6%~20%



2022 The Taiwan Corporate Sustainability Awards- ESG Reports - Platinum Award

Environment



The first e-commerce group to receive the Carbon Footprint label



Launched the Green Shopping Program to cover 4 initiatives⁽¹⁾:

- green packaging
- green logistics
- green warehousing
- green payment

Governance



The overall evaluation score for board performance was 4.95 points (Outstanding).



Promoting various information security measures and striving to maintain a record of zero information security incidents.



The first Taiwanese e-commerce company to receive the Grade A TIPS certification.

Social



Gender equality in the workplace. Female employees account for 55% of the workforce while female managers account for 57%.



Zero violations of labor-related laws and zero human rights-related complaints filed.

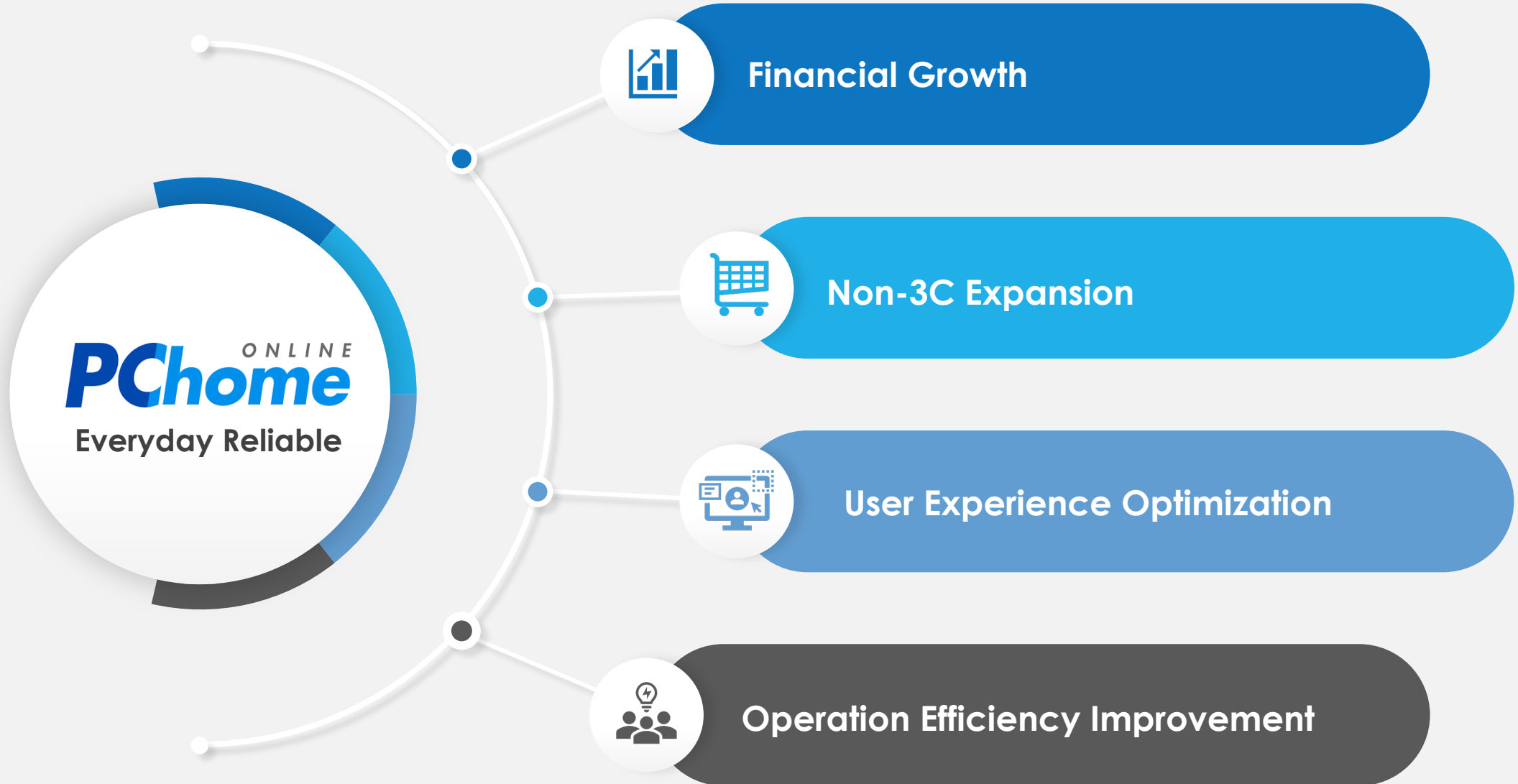


Launched PChome e-Commerce University online course in which over external 500+ participants completed⁽²⁾

(1) packaging made from 100% recycled paper , warehouses saving annual energy by 520,000 kWh(264.3 tons of CO₂), Green e-Scooter Fleet with 3.6-ton carbon emission reduction and payment digitalization saving over 15.2 million invoice papers(95.95% e-invoice coverage)

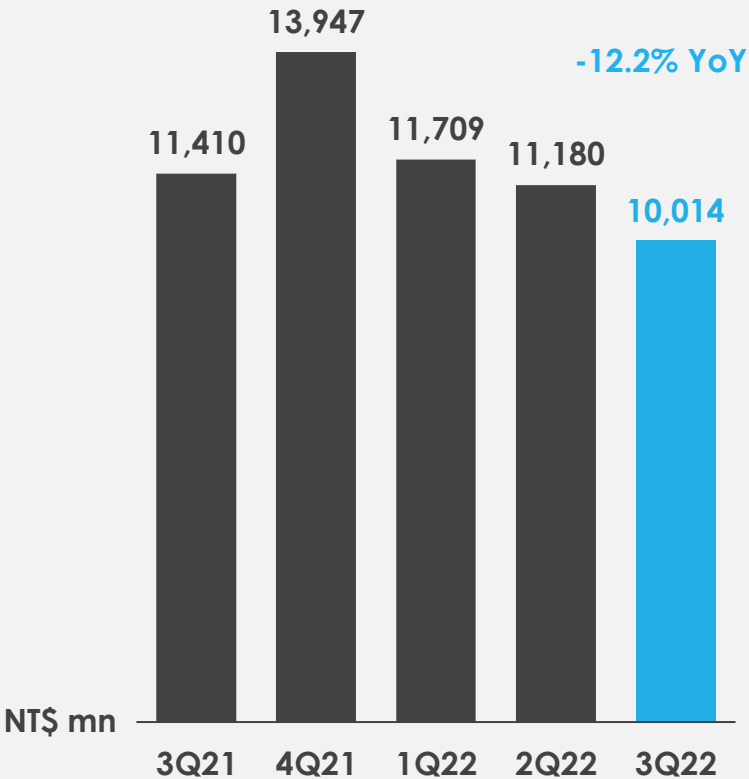
(2) Donated 240 boxes of goods to NPO with iGoods; Joined Dog Home event giving 1000 limited edition pet boxes to increase pet adoption and care awareness.

B2C Strategy Execution

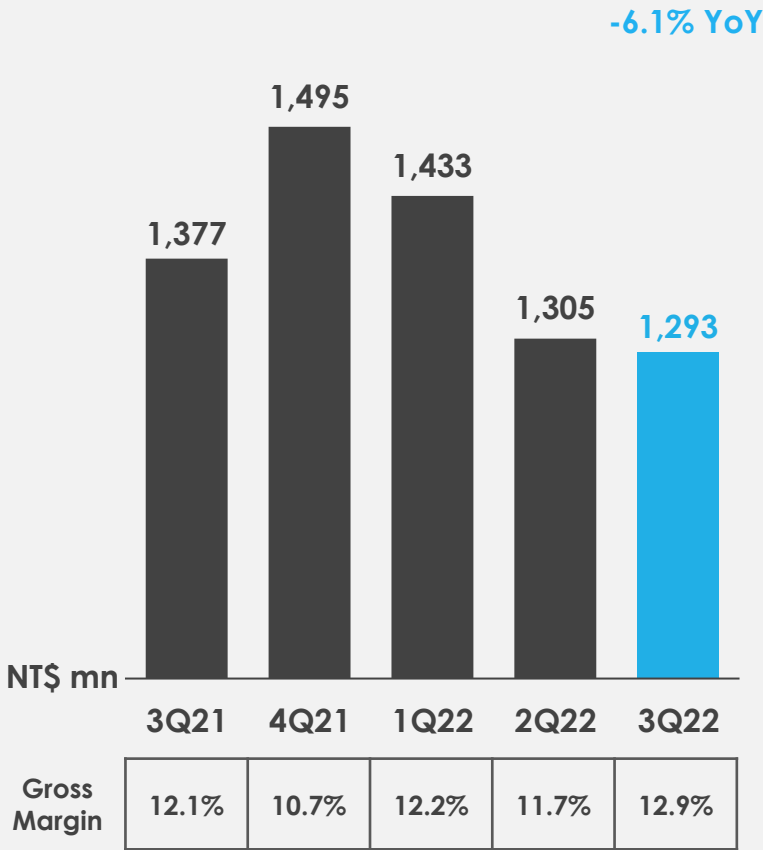


3Q 2022 Consolidated Financial Summary

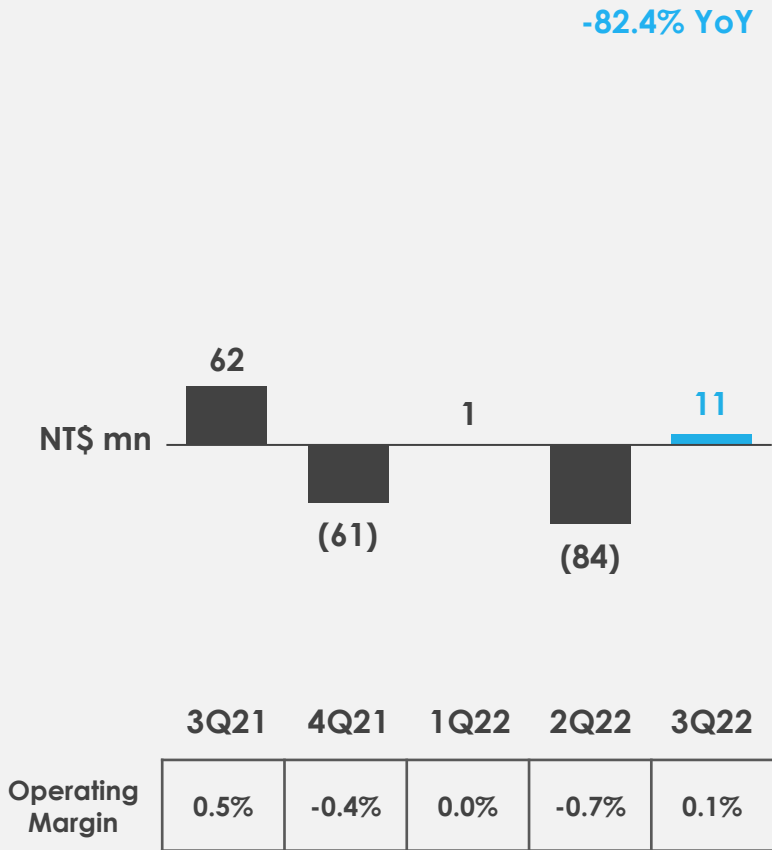
Net Revenue



Gross Profit

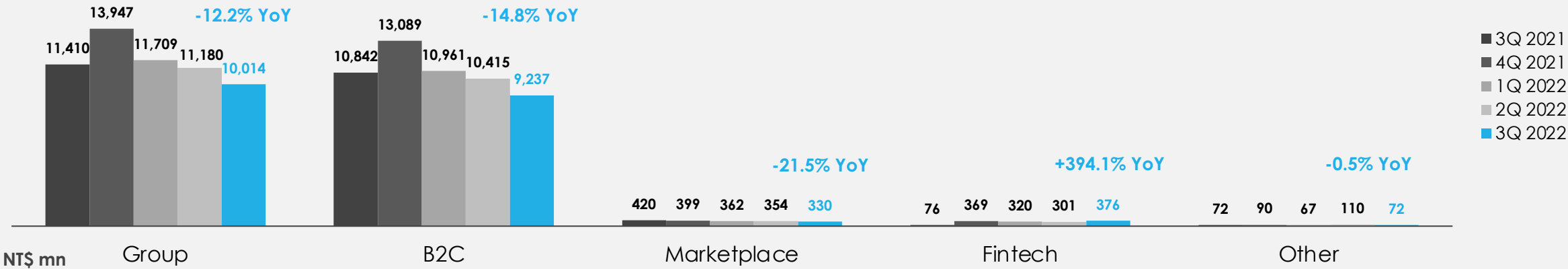


Operating Profit

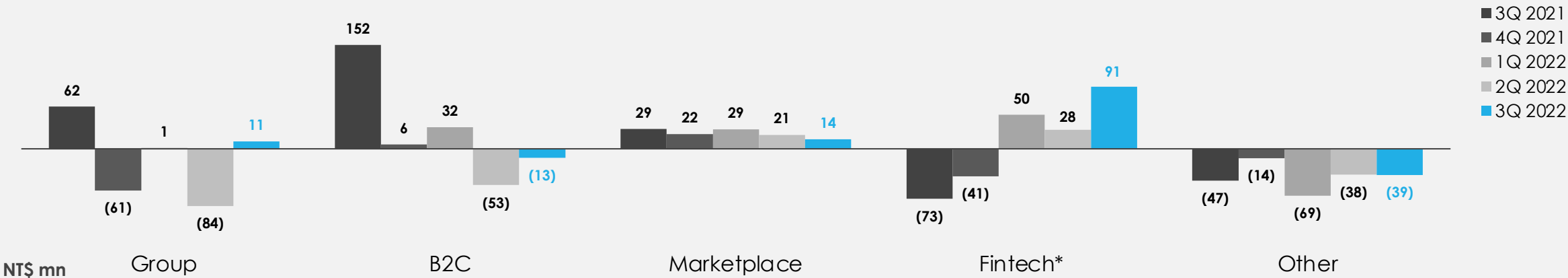


3Q 2022 Revenue Breakdown by Business Divisions

Revenue Breakdown



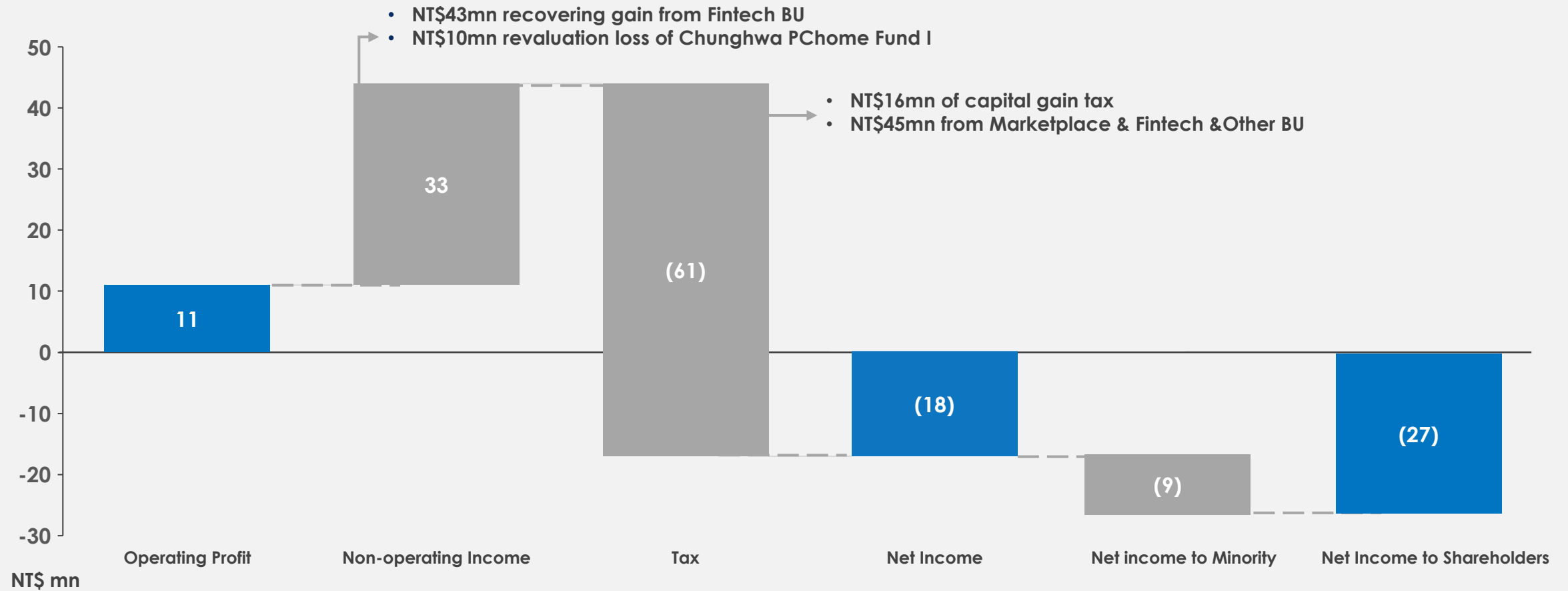
Operating Profit Breakdown



Note* : For Fintech, pretax profit is shown to better reflect the profit contribution of the credit business since 4Q 2021. In 3Q 2022, Fintech pretax income also recorded a one-off gain of NT\$48mn due to account adjustment on expected credit loss.

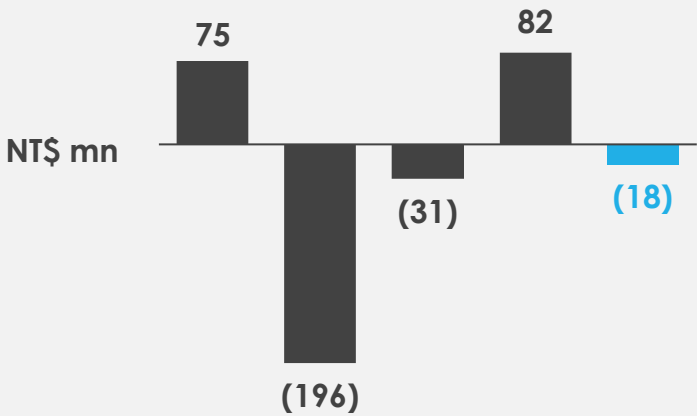
3Q 2022 Financial Summary

Non-operating Income / Net Income



3Q 2022 Consolidated Financial Summary

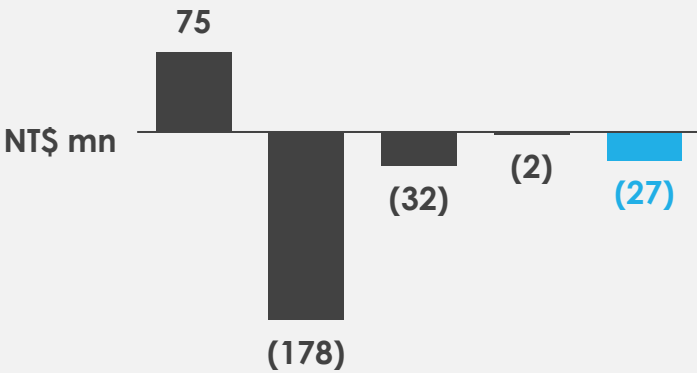
Net Income



Net Margin

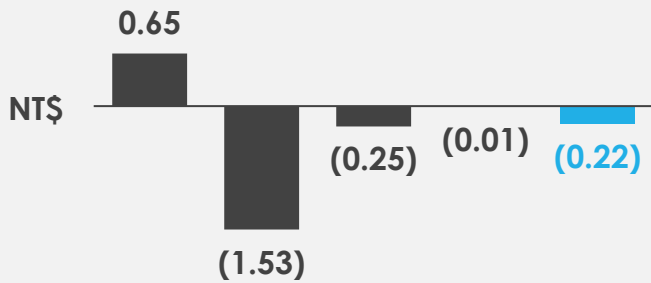
0.7%	-1.4%	-0.3%	0.7%	-0.2%
3Q21	4Q21	1Q22	2Q22	3Q22

Net Income Attributable to Shareholders



3Q21 4Q21 1Q22 2Q22 3Q22

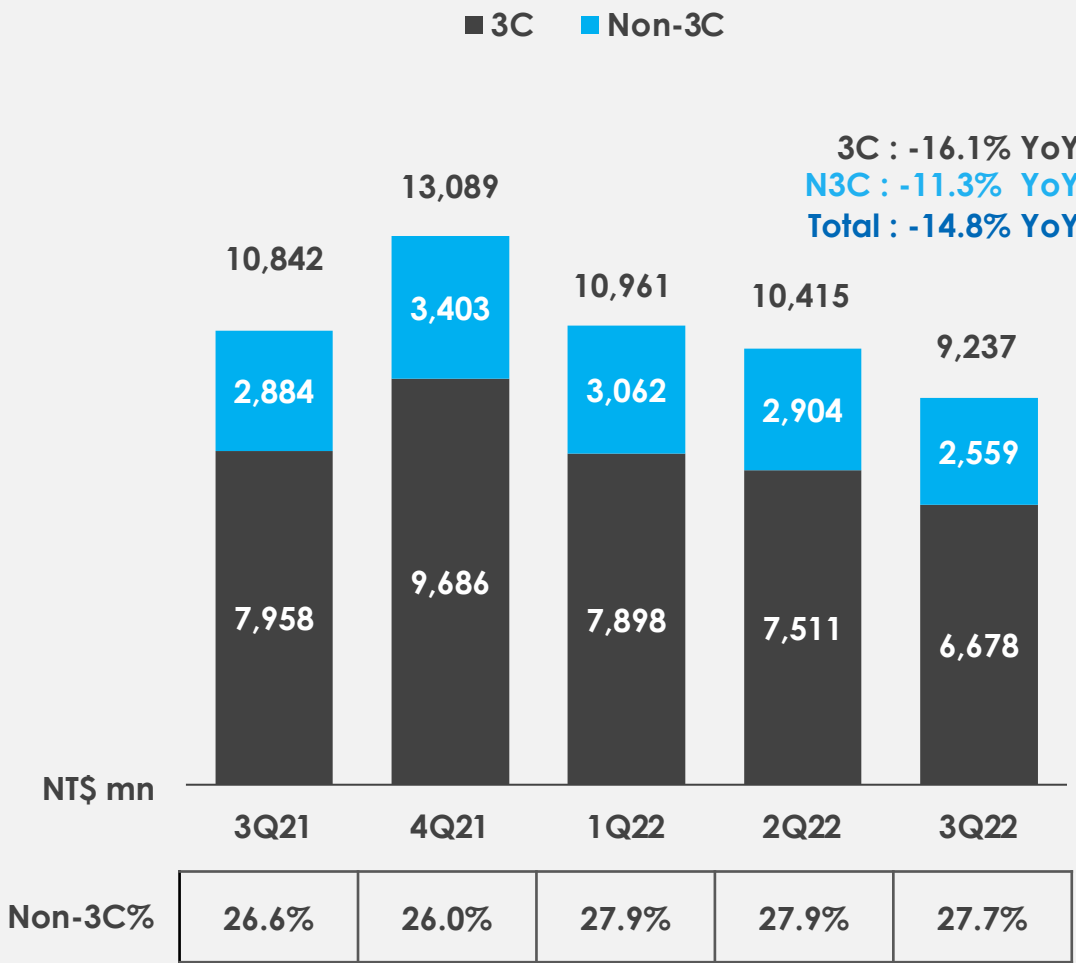
EPS



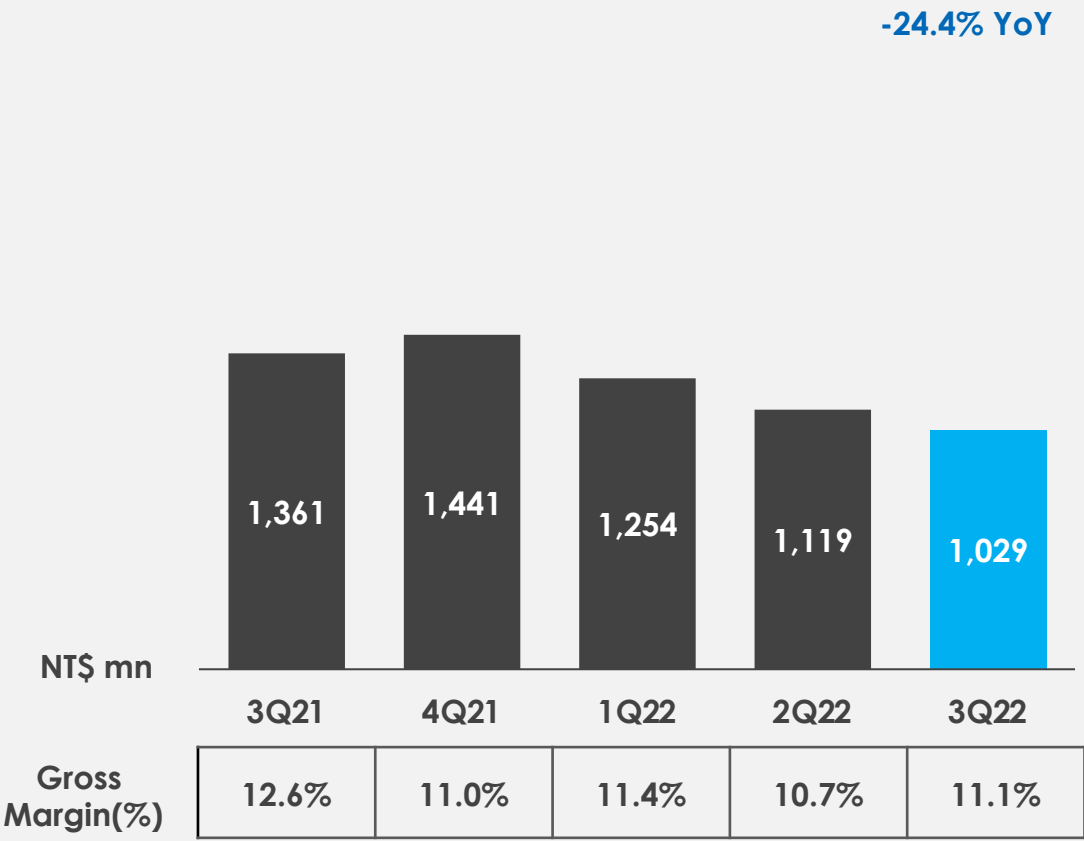
3Q21 4Q21 1Q22 2Q22 3Q22

3Q 2022 B2C Financial Summary

B2C Sales Breakdown



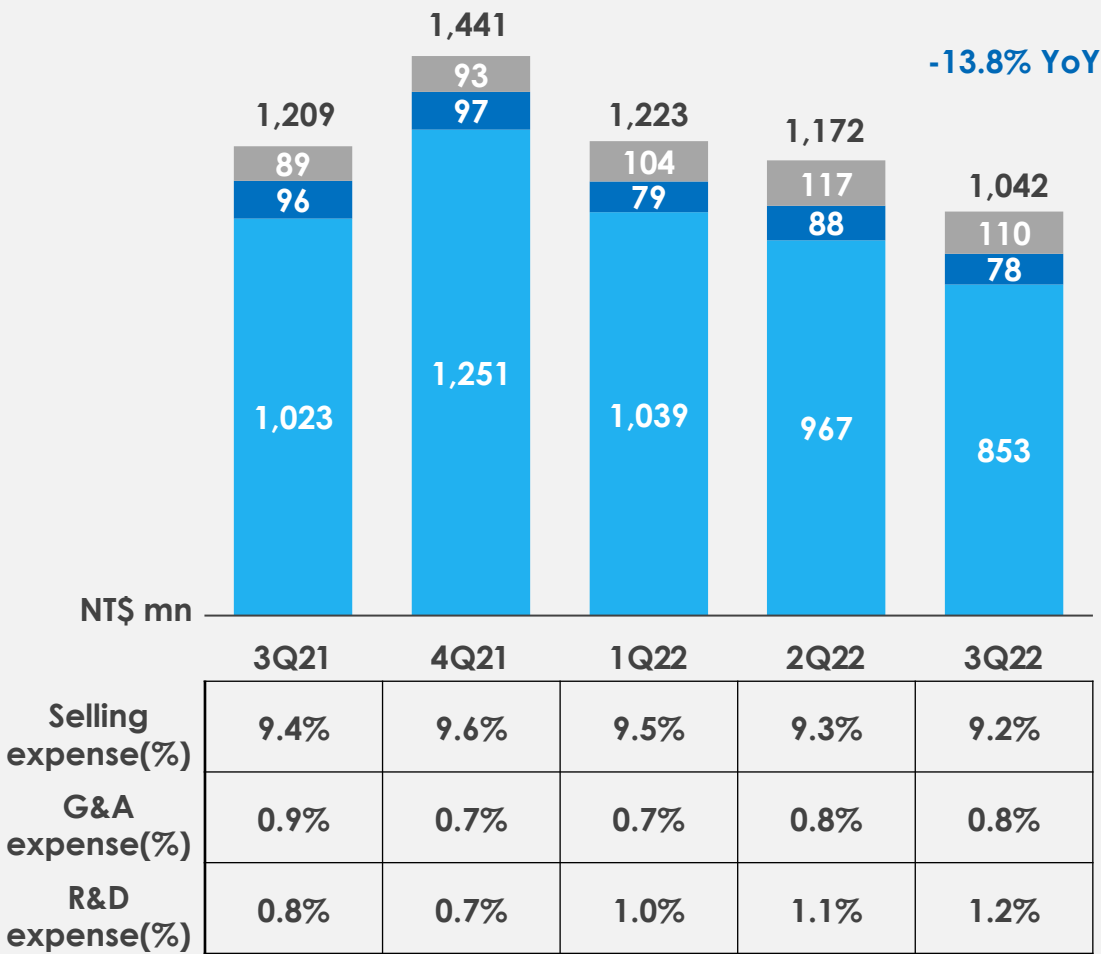
B2C Gross Profit



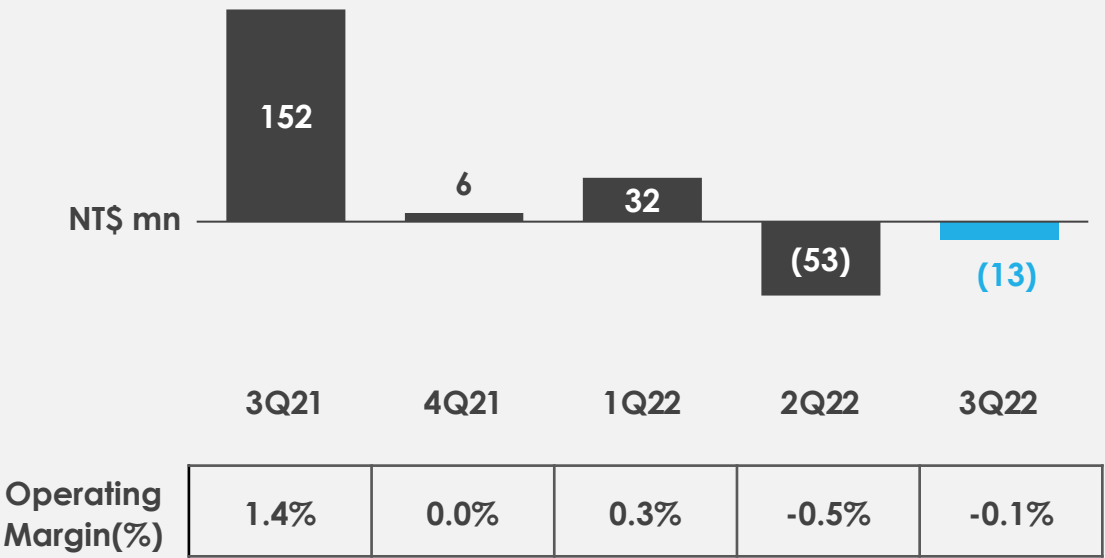
3Q 2022 B2C Financial Summary

B2C Operating Expense Breakdown

■ Selling expense ■ G&A expense ■ R&D expense



B2C Operating Profit



Logistics: Fulfillment Capacities

Overview

- **6** Self-operated Warehouse
- **5** Outsource Warehouse
- **221k(m²)** in Total Spaces



網家速配 PChome Express

- **11** Delivery Stations
- **25%** of B2C Orders



A7 Distribution Center

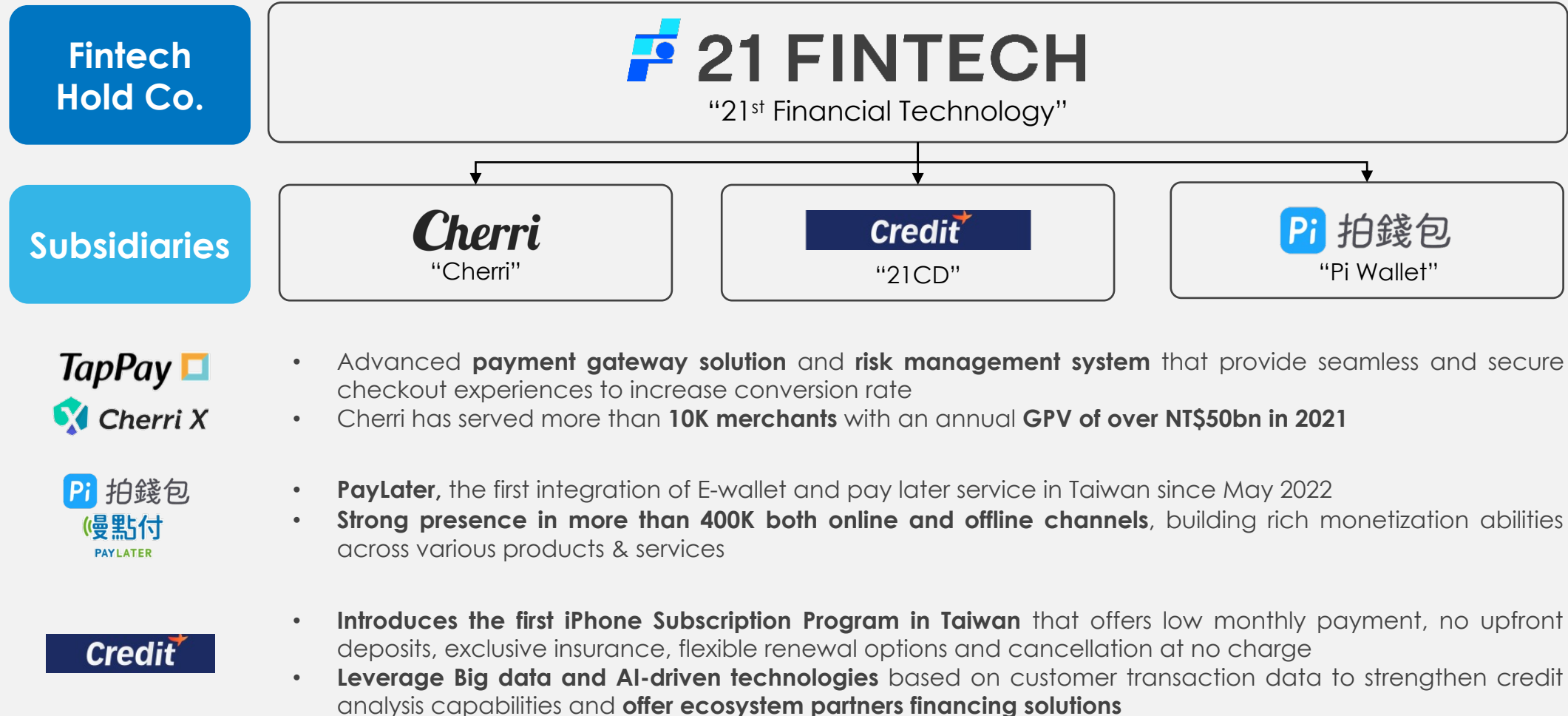
- **~NT\$2.2bn** in Total Cost
- **148k(m²)** in Total Spaces
- **23Q1** in Operation



3Q 2022 B2C Key Metrics

Service	PChome ^{ONLINE} 24h購物	
Key Metrics As of 3Q22	-17.3% YoY Active Users	-1.9% YoY Growth Rate on Average Ticket Size
	-1.6% YoY App Active Users	+23.9% YoY Accumulated. App Downloads
	33% : 67% Traffic: Desktop v.s. Mobile	49% : 51% Sales: Desktop v.s. Mobile

Fintech BU Business Development



Financial Statement



3Q 2022 Consolidated Income Statement

NT\$ million	3Q 2021		3Q 2022		YoY	1Q-3Q 2021		1Q-3Q 2022		YoY
	Amount	%	Amount	%		Amount	%	Amount	%	
Revenue	11,410	100.0%	10,014	100.0%	-12.2%	34,632	100.0%	32,903	100.0%	-5.0%
- B2C	10,842		9,237			33,029		30,613		
- Marketplace	420		330			1,253		1,045		
- Fintech	76		376			216		996		
- Other	72		72			134		249		
Gross profit	1,377	12.1%	1,293	12.9%	-6.1%	4,061	11.7%	4,032	12.3%	-0.7%
Operating expense	(1,315)	-11.5%	(1,282)	-12.8%	-2.5%	(3,758)	-10.9%	(4,104)	-12.5%	9.2%
Operating profit	62	0.5%	11	0.1%	-82.4%	302	0.9%	(72)	-0.2%	NM
- B2C	152		(13)			589		(35)		
- Marketplace	29		14			76		63		
- Fintech	(73)		48			(231)		45		
- Other	(47)		(39)			(132)		(145)		
EBITDA	244	2.1%	227	2.3%	-7.1%	850	2.5%	567	1.7%	-33.3%
- B2C	303		145			1,040		442		
- Marketplace	41		26			113		99		
- Fintech	(68)		55			(217)		65		
- Other	(31)		1			(85)		(38)		
Non-operating income	36	0.3%	33	0.3%	-8.9%	58	0.2%	301	0.9%	419.1%
Pretax income	98	0.9%	44	0.4%	-55.3%	360	1.0%	230	0.7%	-36.2%
Tax*	(23)	-0.2%	(61)	-0.6%	163.2%	(102)	-0.3%	(196)	-0.6%	91.7%
Net income	75	0.7%	(18)	-0.2%	NM	258	0.7%	34	0.1%	-86.9%
- Attributed to shareholders	75		(27)		NM	275		(61)		NM
- Minority interest	0		9		NM	(17)		95		NM
EPS(NT\$)	0.65		(0.22)			2.37		(0.48)		

Note*: The tax expense of NT\$61mn included a NT\$45mn income tax came from Marketplace, Fintech and Other BU, and consisted one-time capital gain tax of NT\$16 million due to 21CD&Pi wallet transaction

3Q 2022 Standalone Income Statement

NT\$ million	3Q 2021		3Q 2022		YoY	1Q-3Q 2021		1Q-3Q 2022		YoY
	Amount	%	Amount	%		Amount	%	Amount	%	
Revenue	10,842	100.0%	9,237	100.0%	-14.8%	33,029	100.0%	30,613	100.0%	-7.3%
Gross profit	1,361	12.6%	1,029	11.1%	-24.4%	4,086	12.4%	3,402	11.1%	-16.7%
Operating expense	(1,209)	-11.1%	(1,042)	-11.3%	-13.8%	(3,490)	-10.6%	(3,437)	-11.2%	-1.5%
Marketing expense	(1,023)	-9.4%	(853)	-9.2%	-16.6%	(2,983)	-9.0%	(2,860)	-9.3%	-4.1%
G&A expense	(96)	-0.9%	(78)	-0.8%	-18.8%	(250)	-0.8%	(244)	-0.8%	-2.2%
R&D expense	(89)	-0.8%	(110)	-1.2%	23.6%	(257)	-0.8%	(332)	-1.1%	29.3%
Operating profit	152	1.4%	(13)	-0.1%	NM	589	1.8%	(35)	-0.1%	NM
Non-operating income	(63)	-0.6%	1	0.0%	NM	(233)	-0.7%	41	0.1%	NM
Pretax income	90	0.8%	(11)	-0.1%	NM	356	1.1%	7	0.0%	-98.1%
Tax	(15)	-0.1%	(16)	-0.2%	4.6%	(81)	-0.2%	(68)	-0.2%	-16.2%
Net income	75	0.7%	(27)	-0.3%	NM	275	0.8%	(61)	-0.2%	NM

3Q 2022 Consolidated Balance Sheet

NT\$ million	3Q 2021		3Q 2022	
	Amount	%	Amount	%
ASSETS				
Current Assets :				
Cash & Cash Equivalents	8,674	50.6%	6,113	24.5%
Accounts Receivables	528	3.1%	2,951	11.8%
Other Receivables	1,210	7.1%	1,121	4.5%
Inventories	1,238	7.2%	1,815	7.3%
Other Current Assets	1,225	7.1%	1,635	6.6%
Total Current Assets	12,875	75.1%	13,634	54.7%
Non-current Assets :				
Long Term Investments	38	0.2%	272	1.1%
Property, Plant, and Equipment	523	3.1%	978	3.9%
Intangible Assets	173	1.0%	5,838	23.4%
Other Non-current Assets	3,529	20.6%	4,212	16.9%
Total Non-current Assets	4,263	24.9%	11,300	45.3%
TOTAL ASSETS	17,138	100.0%	24,934	100.0%

NT\$ million	3Q 2021		3Q 2022	
	Amount	%	Amount	%
LIABILITIES				
Current Liabilities :				
Short Term Borrowings	744	4.3%	2,900	11.6%
Account Payable & Notes Payable	3,798	22.2%	3,686	14.8%
Other Payables	960	5.6%	1,317	5.3%
Other Current Liabilities	3,386	19.8%	3,690	14.8%
Total Current Liabilities	8,888	51.9%	11,593	46.5%
Non-current Liabilities :	3,934	23.0%	5,064	20.3%
TOTAL LIABILITIES	12,822	74.8%	16,658	66.8%
STOCKHOLDERS' EQUITY				
Capital Stock :				
Common Stock	1,183	6.9%	1,285	5.2%
Capital Surplus	1,953	11.4%	5,069	20.3%
Retained Earnings	424	2.5%	119	0.5%
Other Equity	755	4.4%	1,803	7.2%
TOTAL EQUITY	4,315	25.2%	8,276	33.2%
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	17,138	100.0%	24,934	100.0%

Q&A



Thank You

