



# Farcent 1730.TW Investor Conference

December 1, 2022



# Disclaimer Statement

---

- This presentation contains "forward-looking statements" which may include projections of future results of operations, financial condition or business prospects based on our own information and other sources.
- Our actual results of operations, financial condition or business prospects may differ from those expressed or implied in these forward-looking statements for a variety of reasons, including but not limited to market demand, price fluctuations, competition, international economic conditions, supply chain issues, exchange rate fluctuations and other risks and factors beyond our control.
- The forward-looking statements in this release reflect the current belief of Farcent as of the date of this release. Farcent undertakes no obligation to update these forward-looking statements for events or circumstances that occur subsequent to such date.



# Table of Contents

---

- **Financial update & Competitive advantage**
- Development strategy
- ESG / Corporate social responsibility
- Q&A

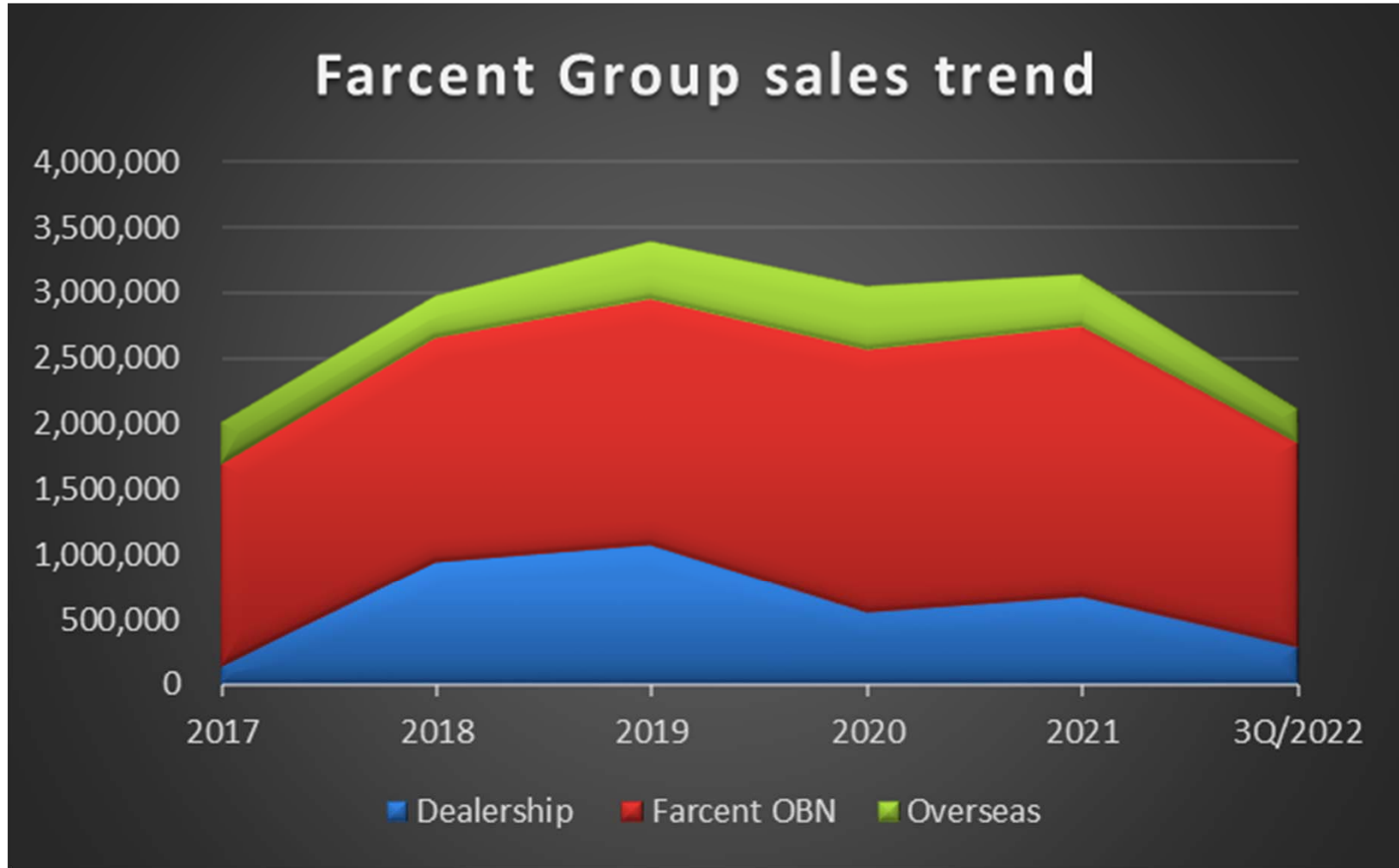


# 1~3Q2022 Financial Result

NT\$K	Q3	QoQ	YoY	Q1~Q3	YoY
Net Sales	710,849	16%	-9%	2,121,104	-6%
COGS	396,279	27%	-10%	1,149,037	-8%
GP	314,570	4%	-6%	972,067	-3%
	44.3%	-4.9ppt	+1.1ppt	45.8%	+1.3ppt
OPEX	235,665	-4%	-4%	715,756	-3%
OP	78,905	36%	-12%	256,311	-3%
Net Income	71,633	21%	-11%	225,407	-2%
EPS	1.06	22%	-12%	3.32	
Number of shares				63,233,900	
ROE				12%	
Debt Ratio				27%	
Cash on hands				624,839	9%

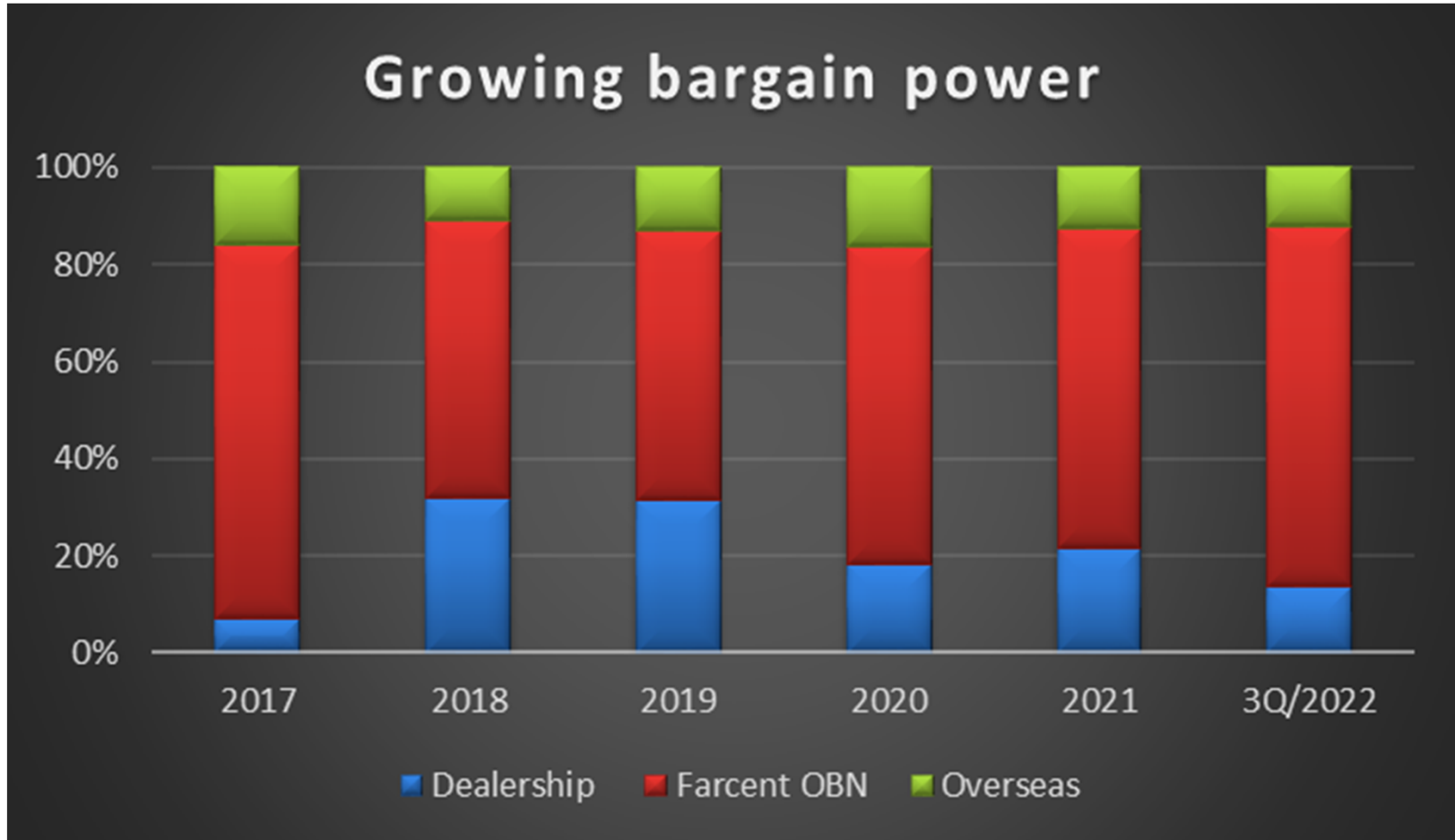


# Farcent group sales trend



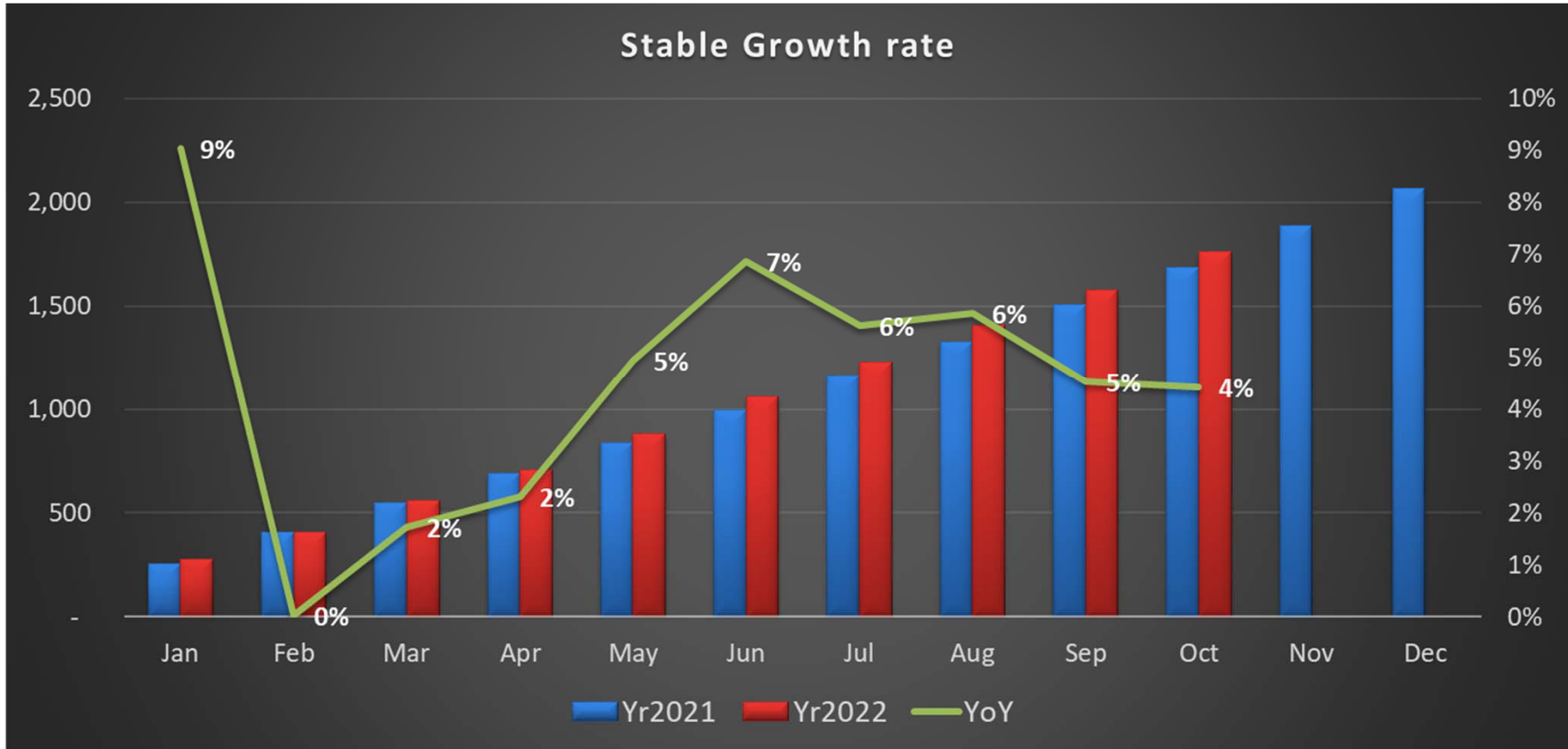


# Multiple Engines





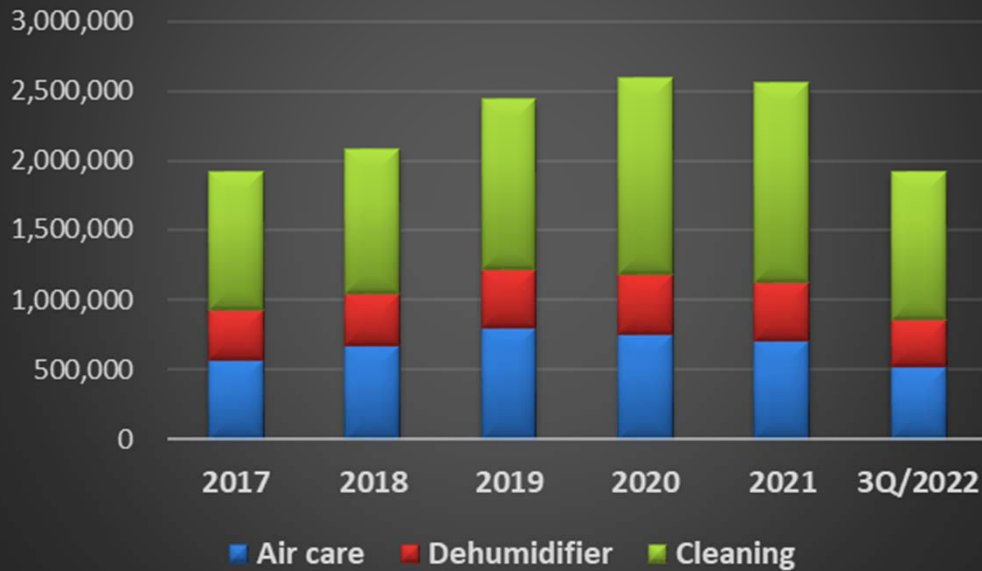
# YTD 2022 TW OBN sales +4% YoY



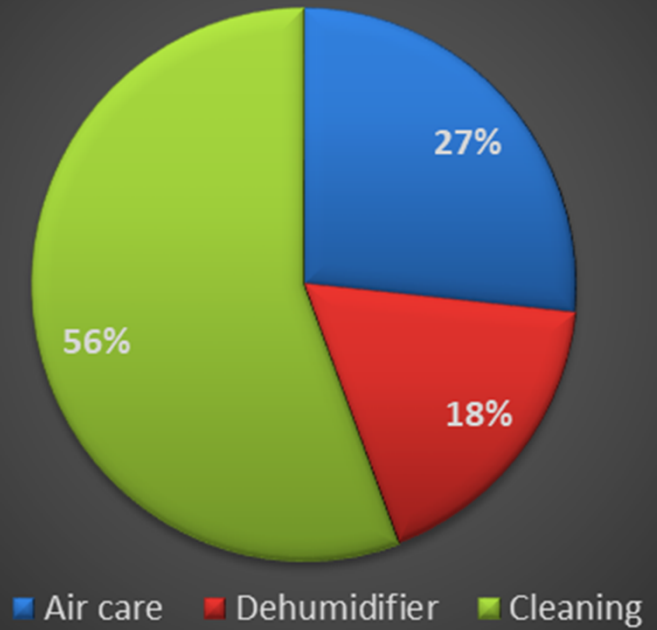


# Focused on brand value creation

### OBN: Continual focus and growth



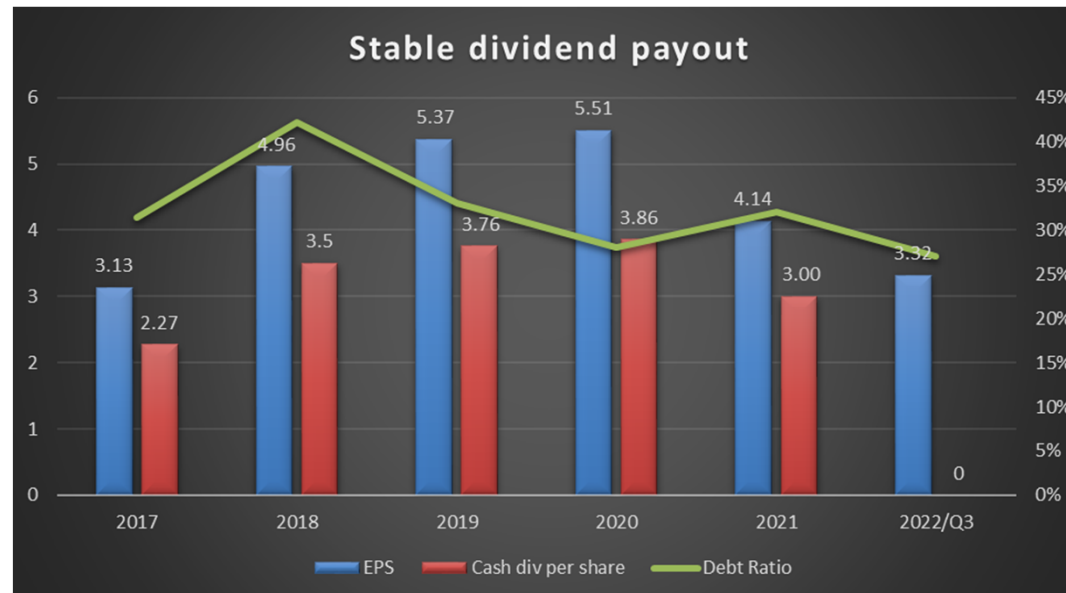
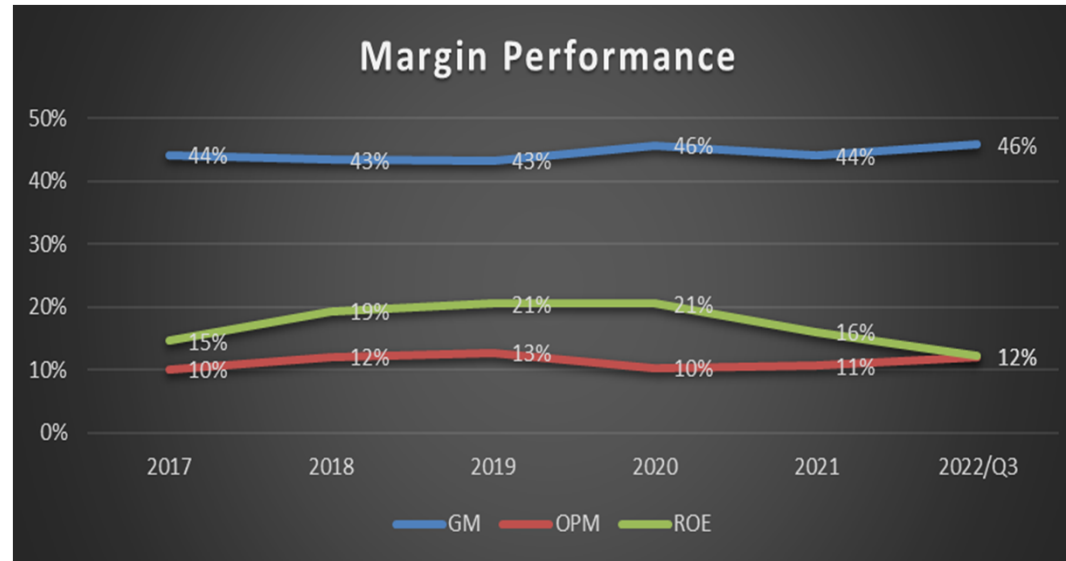
### 3Q/2022







# Rising Return





# Farcent Brands

香氛品類

居家清潔品類

個人清潔

除濕品類

工具品類



進口品類

防蚊類



小蚊清





# Strengths – RD and Marketing

花仙子於台灣家用品類擁有7個領導品牌:

類別	品類	市佔地位	市場占有率*
居家環境	除溼劑	#1	80%
	香氛	#1	47%
清潔工具	靜電拖把及除塵紙	#1	71%
	旋轉拖把	#1	84%
	黏塵滾輪拖	#1	51%
	膠棉拖	#1	34%
居家清潔	浴廁清潔劑	#1	37%
	洗碗精	#4 (天然洗碗精#1)	6%
個人清潔	沐浴	#6	3%
其他	防蚊液	#4	6%

\*註:部分資料為第三方市場資料, 或者為通路銷售資料推估



## Strengths – International sales network

- 台灣全通路銷售，包含量販、超市、個人用品店、經銷及網路
- 國際化的通路渠道:中國,泰國,馬來西亞,越南
- 全集團品項數: 約2,000 PCS
- 全集團產品鋪貨店數: 33,002 店點(參考下表)

Outlets	Taiwan	China	Oversea	Total
Hyper	210	2,112	66	2388
PCS	3,496	-	550	4,046
CVS	7,385	1,783	12,237	21,405
GT	2,701	1,744	686	5,131
EC	21	6	5	32
<b>Total</b>	<b>13,813</b>	<b>5,645</b>	<b>13,544</b>	<b>33,002</b>



# Table of Contents

---

- Financial update & Competitive advantage
- **Development strategy**
- ESG / Corporate social responsibility
- Q&A



# Post Pandemic Strategy

---

## Cost control and risk management

- Back-up suppliers
- Diversifying production sit
- Product design change and replace materials

## Product development

- Focusing on hygiene and environmental friendly feature
- Product upgrade and differentiation
- NPD (personal care, repellent, etc.)

## Sales channel strategy

- EC opportunity
- Optimize expensing on Omni-channel

## Global opportunity

- Focus on SEA
- China market



# Trending topics - natural fragrance



## 京盛宇

JING SHENG YU



## 再創高峰 頂極雙茶跨界聯名



### 品牌聯名 台灣茶種入香 天然植萃香氛 未來主流





# Trending topics- antibacterial & deodorant



去味大師 消臭再進化

推全新浴廁植萃抗菌消臭

持續拓展新功能性

第一年搶攻  
競品**40%**  
市場額

消臭  
60  
DAYS

Farcent  
去味大師

植感淨味 氣味美學

日本植物消臭 ★ 60天長效抗菌

- 日本植萃消臭
- 長效抗菌 60天
- 專利消臭膠囊
- 國際認證 更安心
- 可環保補充





# Trending topics - Joint Promotion

LES PARFUMS DE

## Farcent

最萌香遇 最萌的療癒香氛

精品香水香氛 X Kitty聯名

潮流精品香水香氛

最流行香味.話題.時機

聖誕交換禮物首選





# Trending topics – ranking No1. on

# Kantar

## 榮獲Kantar年度個清品類成長第1名

## 沐浴品牌市場排名NO.6





# Natural Detergent Series upgrade



不只抗菌 升級進化**抗病毒**  
持續延伸產品線



洗碗精NO.4

天然洗碗精NO.1

茶樹莊園

茶樹抗菌  
極淨新勢力

99%抗冠狀病毒

淨垢防蟻      抗冠狀病毒99%      防霉抗臭

添加澳洲茶樹精油  
全面新升級

小田利製藥  
柳芳遠  
監製

嚴謹科學  
品質保證



# DEHP-Free



## 安心食袋 無毒無塑化劑

通過歐盟 16 項檢測

小兒科醫師  
柳孝漢  
推薦



**驅塵氏 食物耐熱袋**  
16項檢測符合歐盟標準  
強韌  
耐熱 110°C  
台灣製造  
無添加塑化劑  
M300入

**驅塵氏 長效 蔬果鎖鮮袋**  
16項檢測符合歐盟標準  
營養不流失  
長效鎖鮮 160小時  
無添加塑化劑  
M60入

**驅塵氏 雙軌 密封夾鏈袋**  
16項檢測符合歐盟標準  
雙軌氣密 阻水防漏  
保鮮 120小時  
無添加塑化劑  
M29入



# Expand new user



## 驅塵氏 X SPY FAMILY 話題聯名

結合話題肖像 搭配創意陳列  
拓展輕工具新使用者





# Charity donation

## 好神拖

### 公益賀歲組



好神拖 X 博幼公益團體合作  
一起做孩子神隊友

期間限定 送好神拖造型撲滿  
鼓勵民眾長期公益捐





# Mosquito repellent series upgrade

## 小蚊清

### 最文青 最美的防蚊液

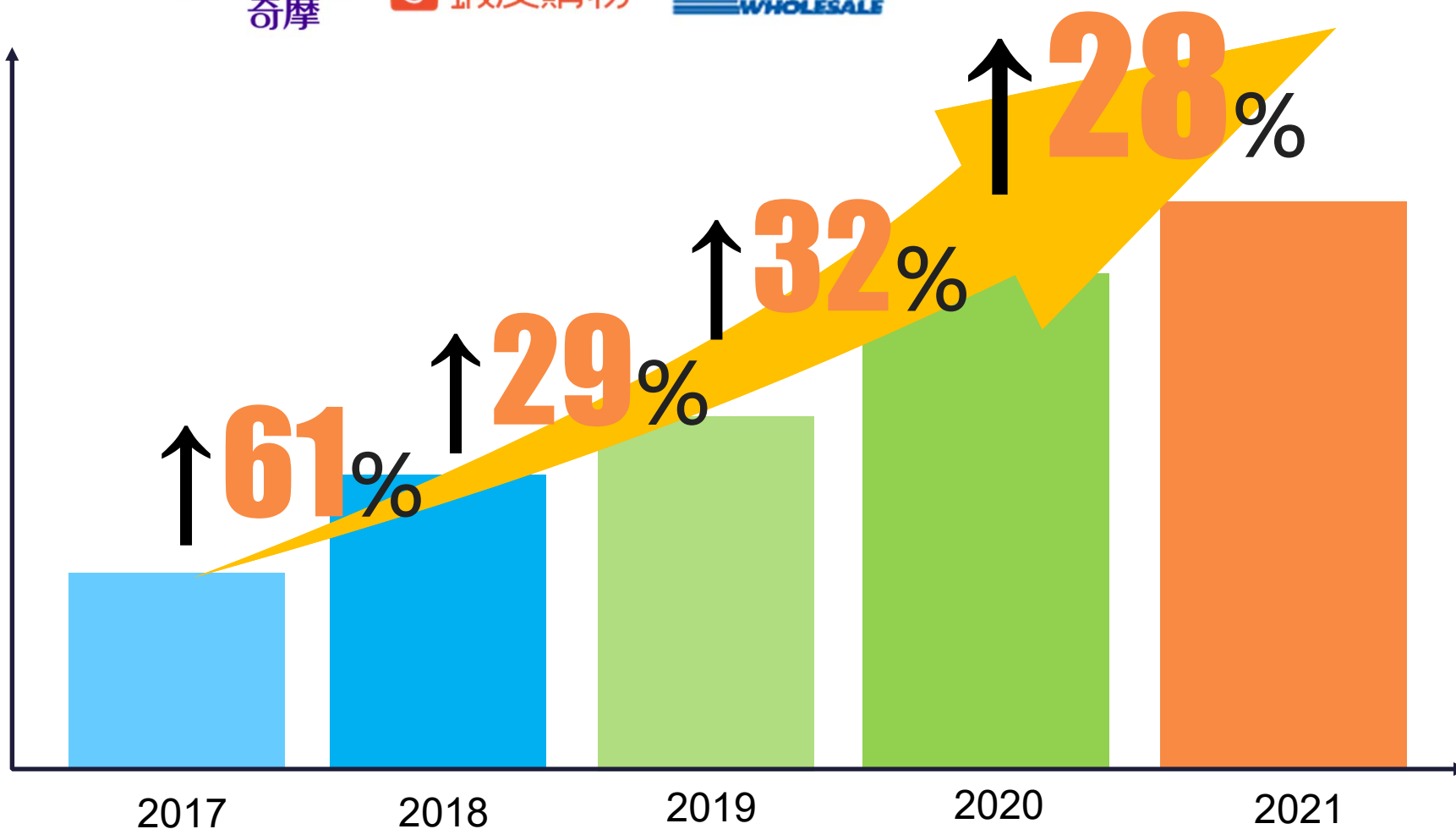
### 短短一年內 市佔NO.7→NO.4

### 防蚊功效持續提升





# Growth Opportunity – EC







# EC Strategy





# Table of Contents

---

- Financial update & Competitive advantage
- Development strategy
- **ESG / Corporate social responsibility**
- Q&A



# ESG & CSR -2022

## ESG priorities

- 2022啟動淨零排放評估
- ISO 14064-1溫室氣體查證

## 贊助辦理2022植樹嘉年華活動



於新北市青潭國小校園內  
種植**35**種，共**1180**株  
台灣原生植物



# ESG – Farcent Foundation



花仙子教育基金會以「關懷、成長、和諧」之人文精神，支持弱勢教育，促進社會進步，推動文教公益活動以回饋社會。



**關懷 陪伴**  
落實教育平權



**適性 培力**  
展現多元才能



**師資 培育**  
開拓創新教育



**環境 永續**  
達成社會共好



- ★支持課後陪伴據點
- ★挹注偏鄉教學資源

品格力、學習力、創造力提升

- ★扶植教育新創單位
- ★辦理教師增能活動

以親身體驗形式學習  
探究環境議題



**兒少課後據點**  
扶助 **40** 名兒少  
服務 **4250** 人次  
(2022)

**偏鄉及NGO補助**  
捐贈金額累計  
**30,562,634**元

**偏鄉教育藝術活動**  
參加師生累計  
**5588** 名

**36場環教講座**  
參加師生累計  
**3144**名以上

※統計自2015~2022年11月



# ESG – Farcent Foundation

2015~2022 donation NT\$ **30,562,634**

**設置3個弱勢兒少  
課後關懷據點**



扶助**40**名經濟弱勢家庭兒少  
每年度服務約**4250**人次

**每年捐助至少10個  
偏鄉學校及NPO**



挹注偏鄉教學資源  
扶植台灣教育新創NGO



# ESG – Farcent Foundation

## Host hometown arts and humanities education activities



- Involves 15 schools every year.
- Accumulated participants: 5,588.





**Thank you**