



Farcent 1730.TW Investor Conference

December 22, 2021



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



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- **Financial update**
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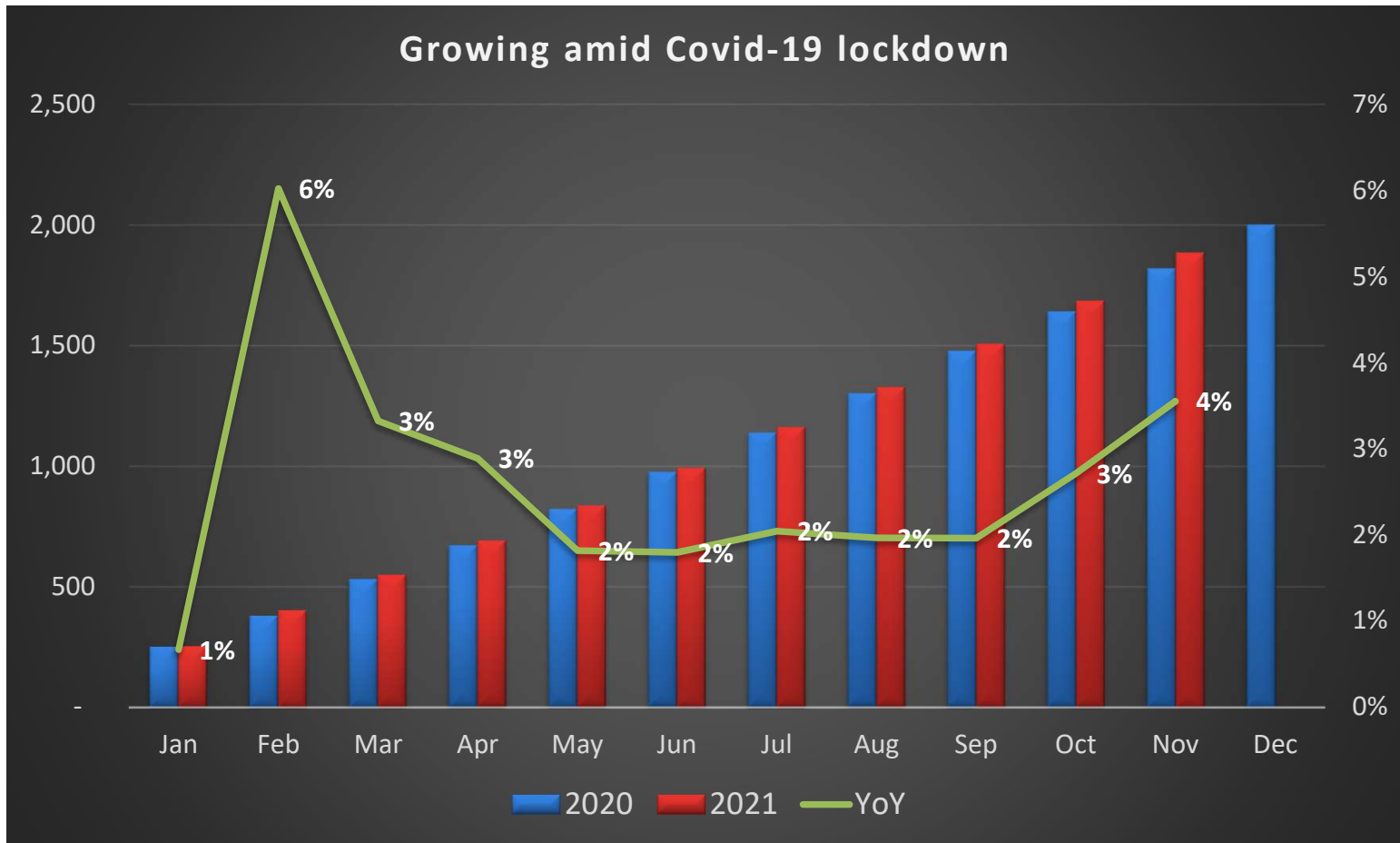


1~3Q2021 Financial Result

NT\$K	Q3	QoQ	YoY	Q1~Q3	YoY
Net Sales	777,512	34%	-5%	2,258,140	1%
COGS	441,871	45%	-2%	1,253,996	5%
GP	335,641	23%	-8%	1,004,144	-3%
GP%	43.2%			44.5%	-0.4ppt
OPEX	245,609	13%	-16%	740,371	-6%
OP	90,032	63%	23%	263,773	5%
Net Income	80,788	55%	-53%	229,859	-31%
EPS	1.20	64%	-53%	3.32	
Number of shares				63,233,900	
ROE				13%	
Debt Ratio				29%	
Cash on hands				574,475	-7%



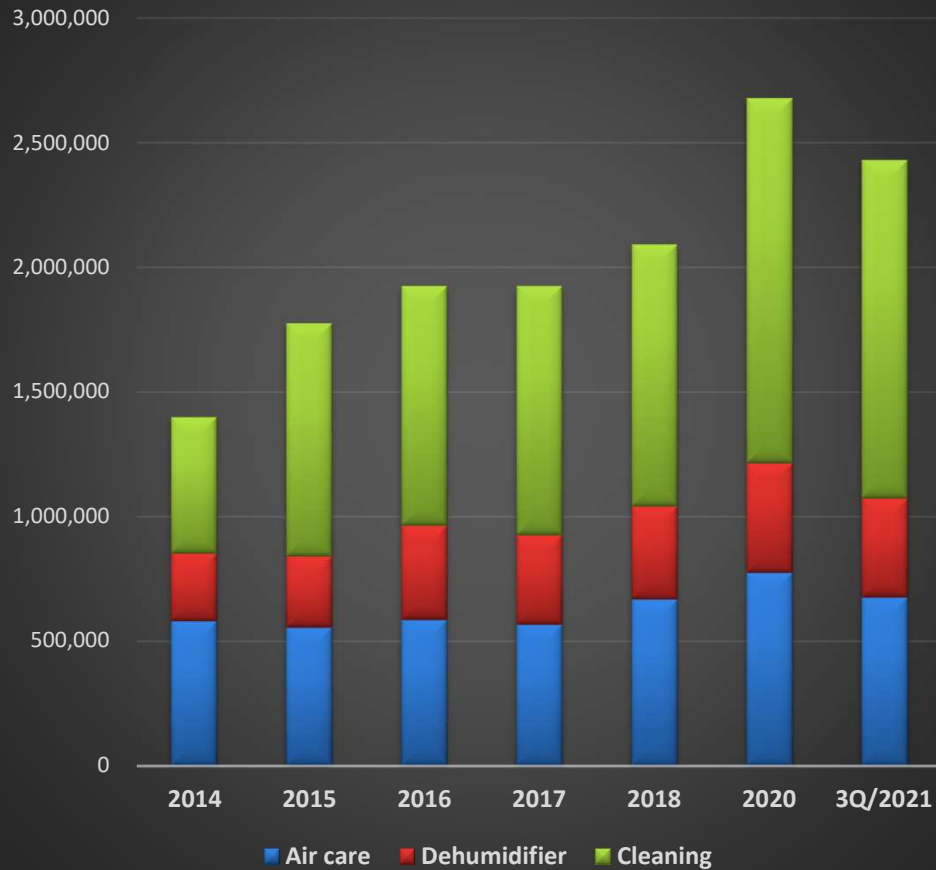
YTD 2021 TW OBN sales +4% YoY



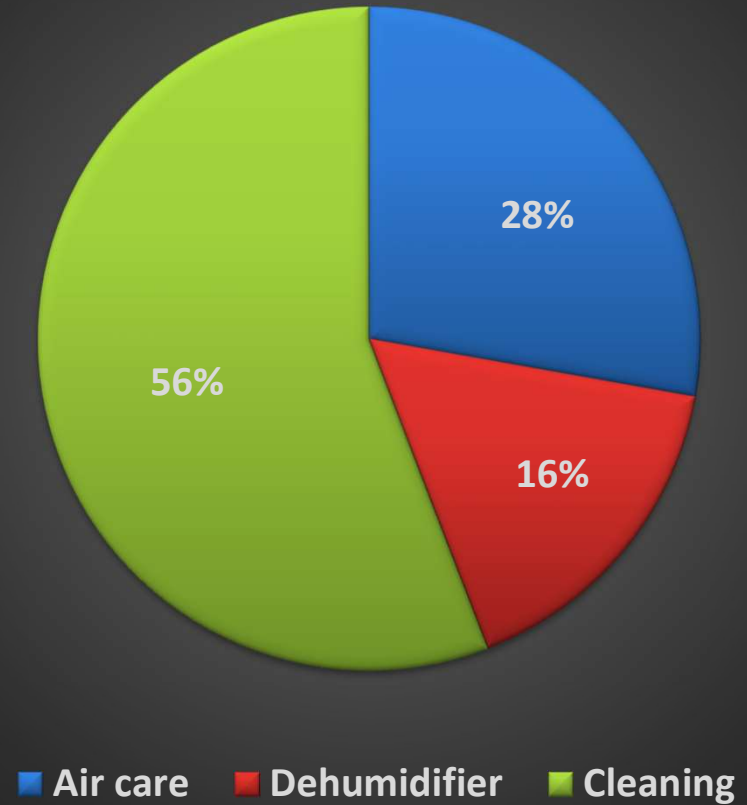


Focused on brand value creation

OBN: Continual focus and growth

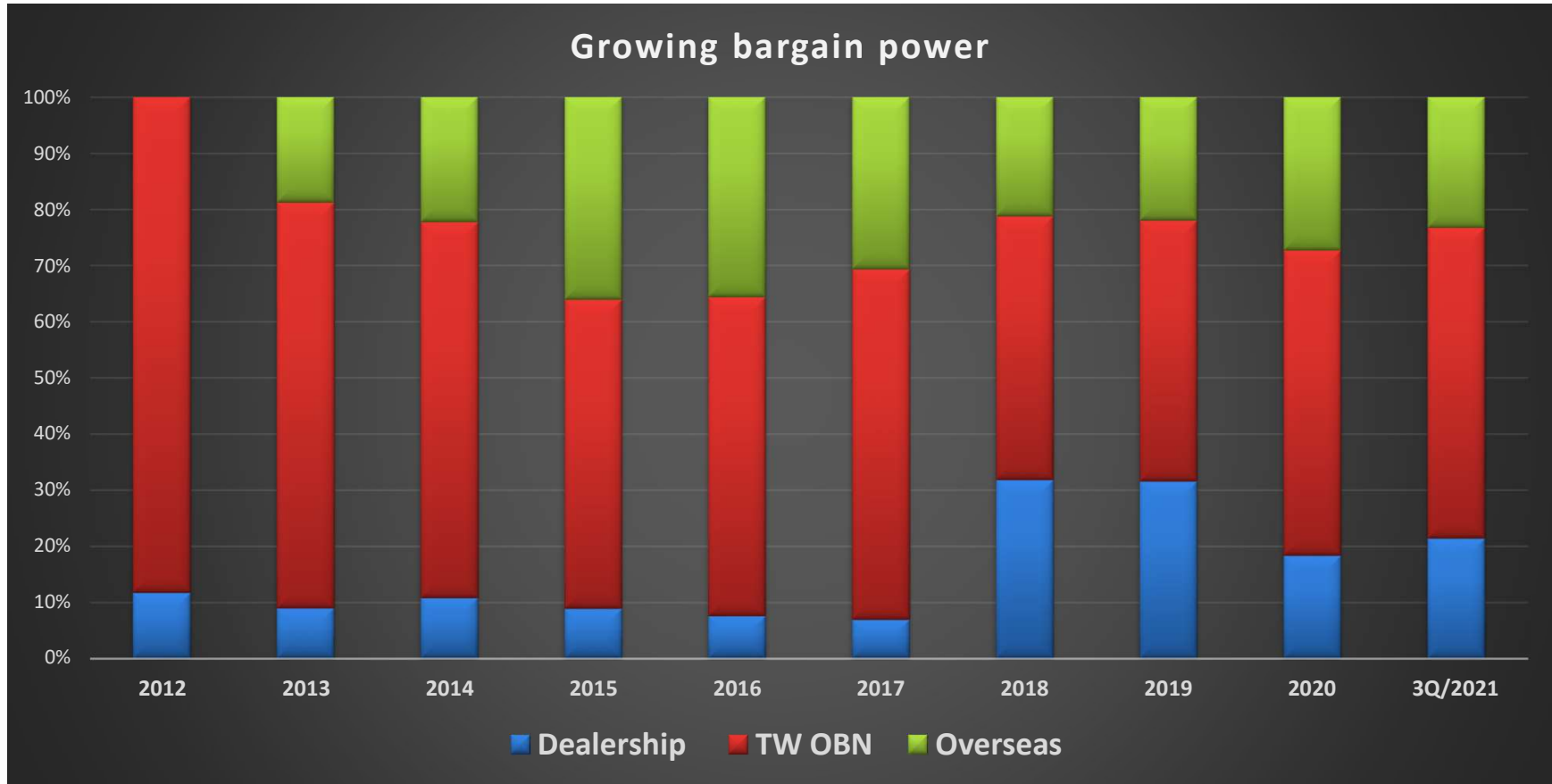


3Q/2021



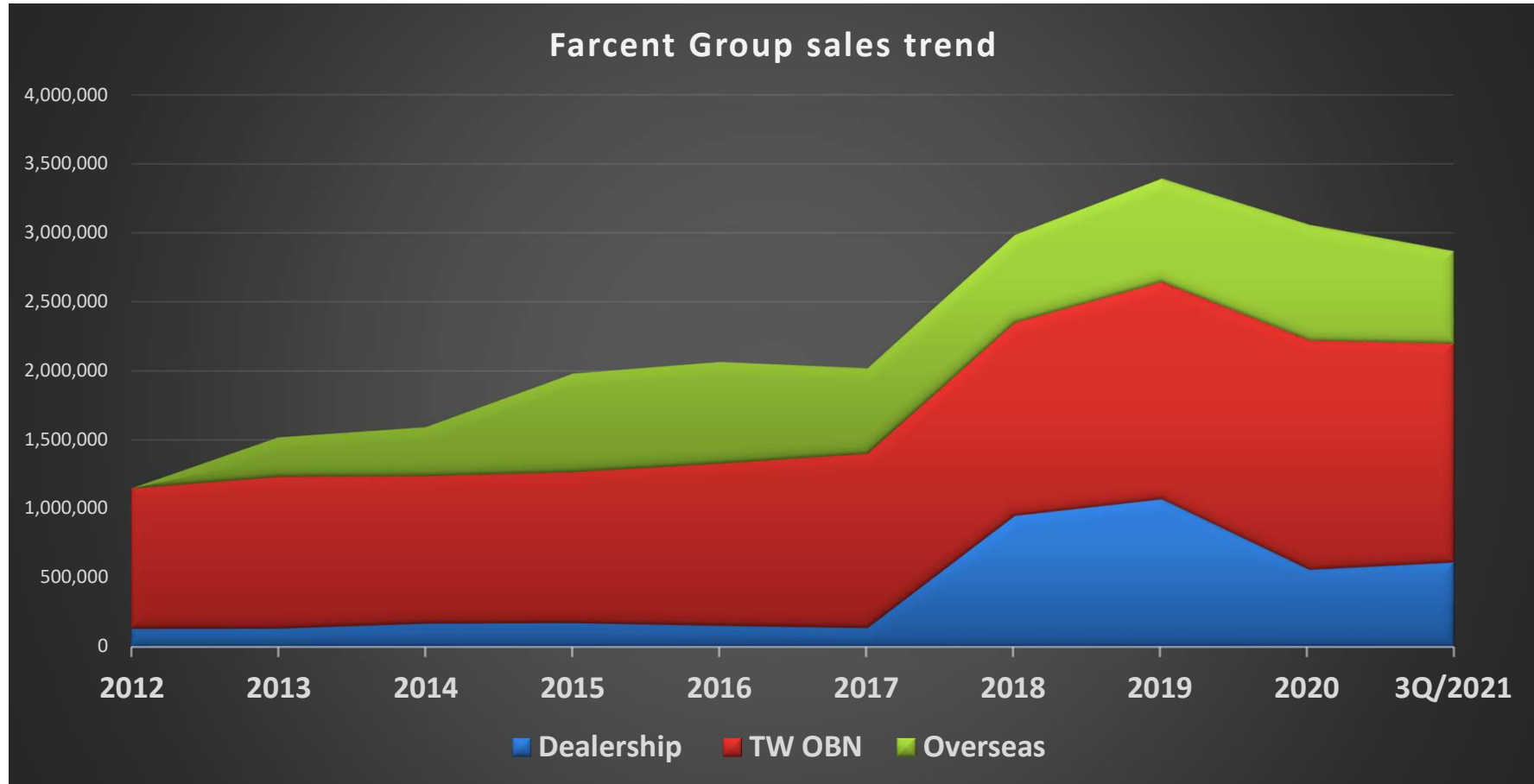


Multiple engines





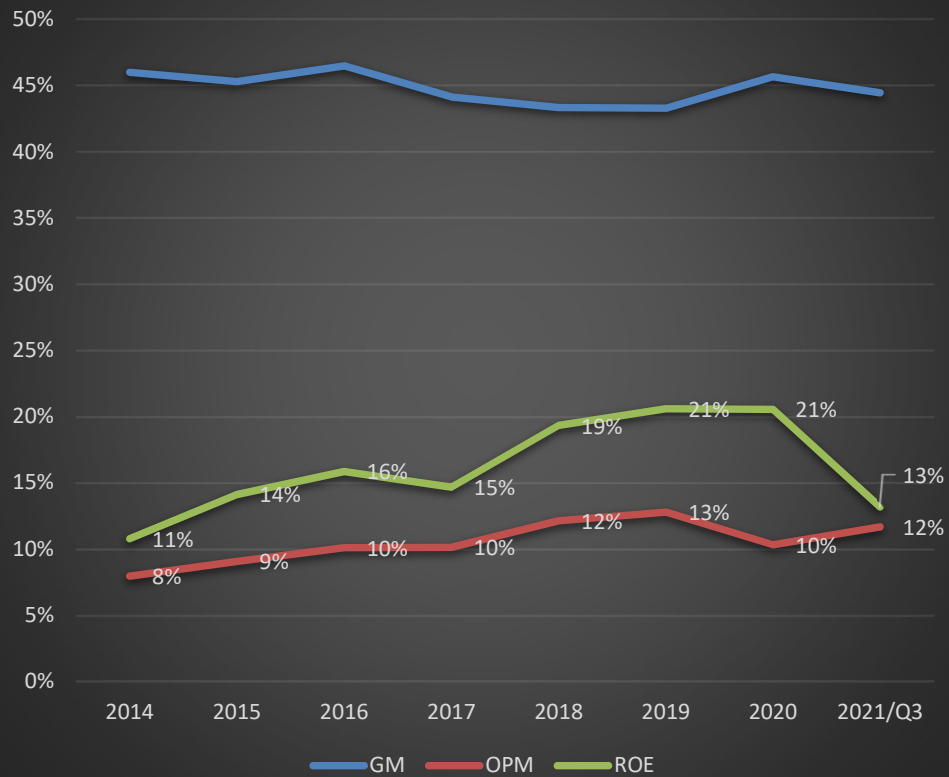
Sustainable growth





Rising Return

Margin Performance



Stable dividend payout

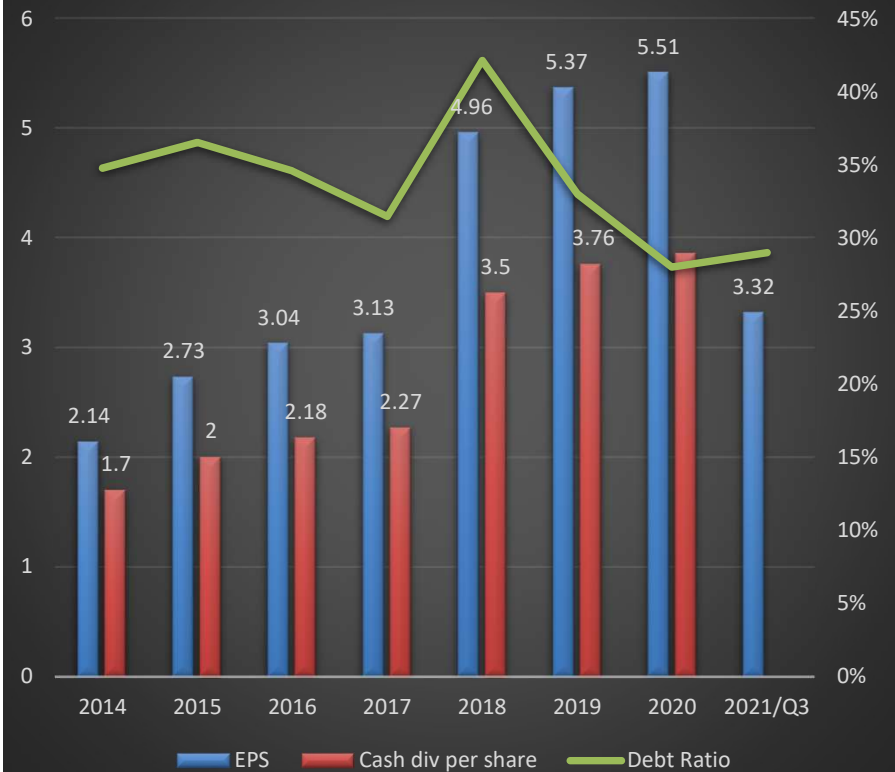




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Farcent Brands

香氛品類

居家清潔品類

個人清潔

除濕品類

工具品類



廚具用品類

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	52%
清潔工具	靜電拖把及除塵紙	#1	75%
	旋轉拖把	#1	80%
	黏塵滾輪拖	#1	37%
	膠棉拖	#1	36%
浴廁清潔	浴廁清潔劑	#1	37%

*註:部分資料為尼爾森資料, 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: 2,119 PCS
- 全集團產品鋪貨店數: 33,317 店點(參考下表)

Outlets	Taiwan	China	Oversea	Total
Hyper	210	2,112	66	2,994
PCS	3,306	-	550	3,856
CVS	7,284	1,783	12,237	21,304
GT	2,701	1,744	686	5,131
EC	21	6	5	32
Total	13,528	5,645	14,617	33,137



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Post pandemic strategy

Supply chain management and cost saving

- Back-up suppliers
- Inventory dynamics control
- Diversifying production site and increasing outsourcing
- 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

- Omni channels
- EC opportunity
- Optimize expensing



Air Freshener Series upgrade



去味大師-竹木香系列

榮獲**2021年金點設計獎**

網紅設計師 聶永真跨界合作





Natural Detergent Series upgrade

Farcent 花仙子 環保愛地球

茶樹莊園

茶樹抗菌領導品牌

革新淨界

天然茶樹 99.9% 抑菌力

百位醫師 一致推薦

RECYCLED PACKAGE

皮膚科醫師 黃俞琳 小兒科醫師 柳智遠

茶樹莊園

茶樹莊園

茶樹莊園

茶樹莊園

The advertisement features a large green teardrop graphic in the background. In the foreground, two doctors in white coats stand on the left. The central text '革新淨界' is prominently displayed in a stylized font. Below it, '天然茶樹 99.9% 抑菌力' is written. To the right, there is a circular seal with a thumbs-up icon and the text '百位醫師 一致推薦'. Below that, a cardboard box graphic contains the text 'RECYCLED PACKAGE' and two recycling symbols. At the bottom, a framed inset shows four bottles of the detergent: two smaller bottles and two larger bottles, all with green labels and pump dispensers.



New Product-Mop Series co-branding with VOGUE



時尚媒體VOGUE 25週年環保愛地球聯名款
減塑! 省水! 包材再生! 時尚美型!





New Product – mosquito repellent

植感防護
N A T U R A L

99%有效驅蚊*

小蚊清 | 植萃防蚊液
天然來源植萃配方



法國有機認證
溫和保濕不刺激



蚊連草萃取
有效防蚊

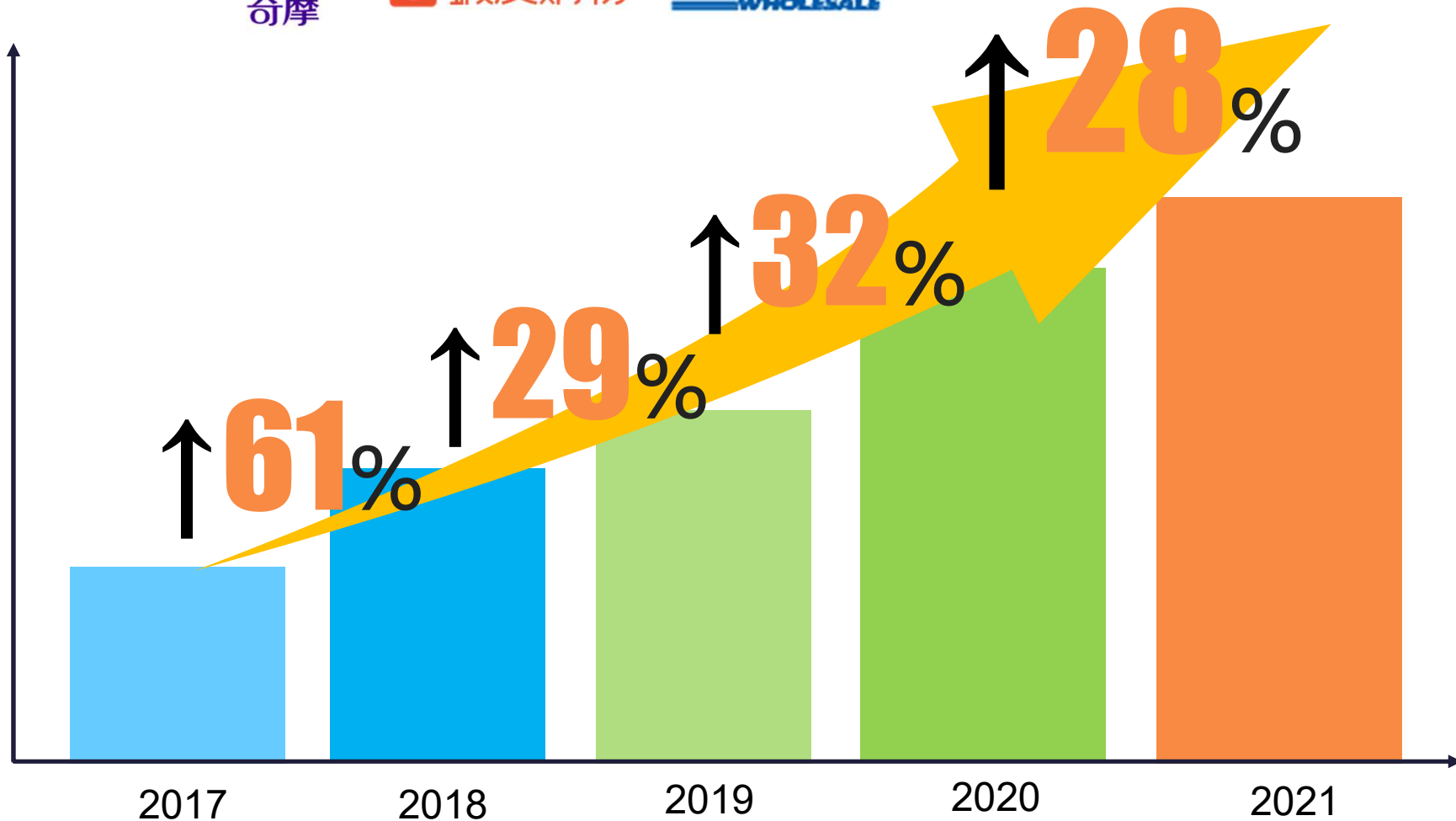


經SGS檢測
無敏感，非全氟
Paraben防腐劑

*小蚊清噴爽液、花露水防蚊液通過第三方公認單位實驗室，經蚊蟲避避率達99%，並能有效驅避小黑蚊。



Growth Opportunity – TW EC





EC strategy





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ESG – involve in product design



Decomposable ingredients over 95%.





ESG – involve in supply chain and marketing

Recycled material in existing packaging

Disadvantaged children care program





ESG – Farcent Foundation



Our vision and focus:

宗旨 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。

使命	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
策略	<ul style="list-style-type: none"> 支持課後陪伴據點 挹注偏鄉教學資源 	<ul style="list-style-type: none"> 品格力、學習力、創造力提升 	<ul style="list-style-type: none"> 扶植教育新創單位 辦理教師增能活動 	<ul style="list-style-type: none"> 以親身體驗形式學習探究環境議題

成果

兒少課後據點
扶助 72 名兒少
服務 13800 人次

偏鄉及NGO補助
捐贈金額累計※
25,691,259 元

偏鄉藝術教育活動
參加師生累計※
5588 名

20場環教講座
參加師生
2488 名以上

※ 統計自 2015 年~2021 年



ESG – Farcent Foundation

2015~2021 donation: NT\$**25,691,259**元

Building disadvantaged
child care network.



Sponsored 10 schools and
NGO a year.





ESG – Farcent Foundation

Host hometown arts and humanities education activities



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



★花蓮縣徐榛蔚縣長致贈感謝狀予
花仙子蔡心心董事長



ESG – Farcent Foundation

Environmental Education & Sustainable Development.



Yr2020~2021

- 20 environmental education lectures with 2,488 people participated.



Thank you