



Farcent 1730.TW Investor Conference

September 22, 2020



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
- Company profile
- Competitive advantage
- Development strategy
- Corporate social responsibility



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- **Financial update**
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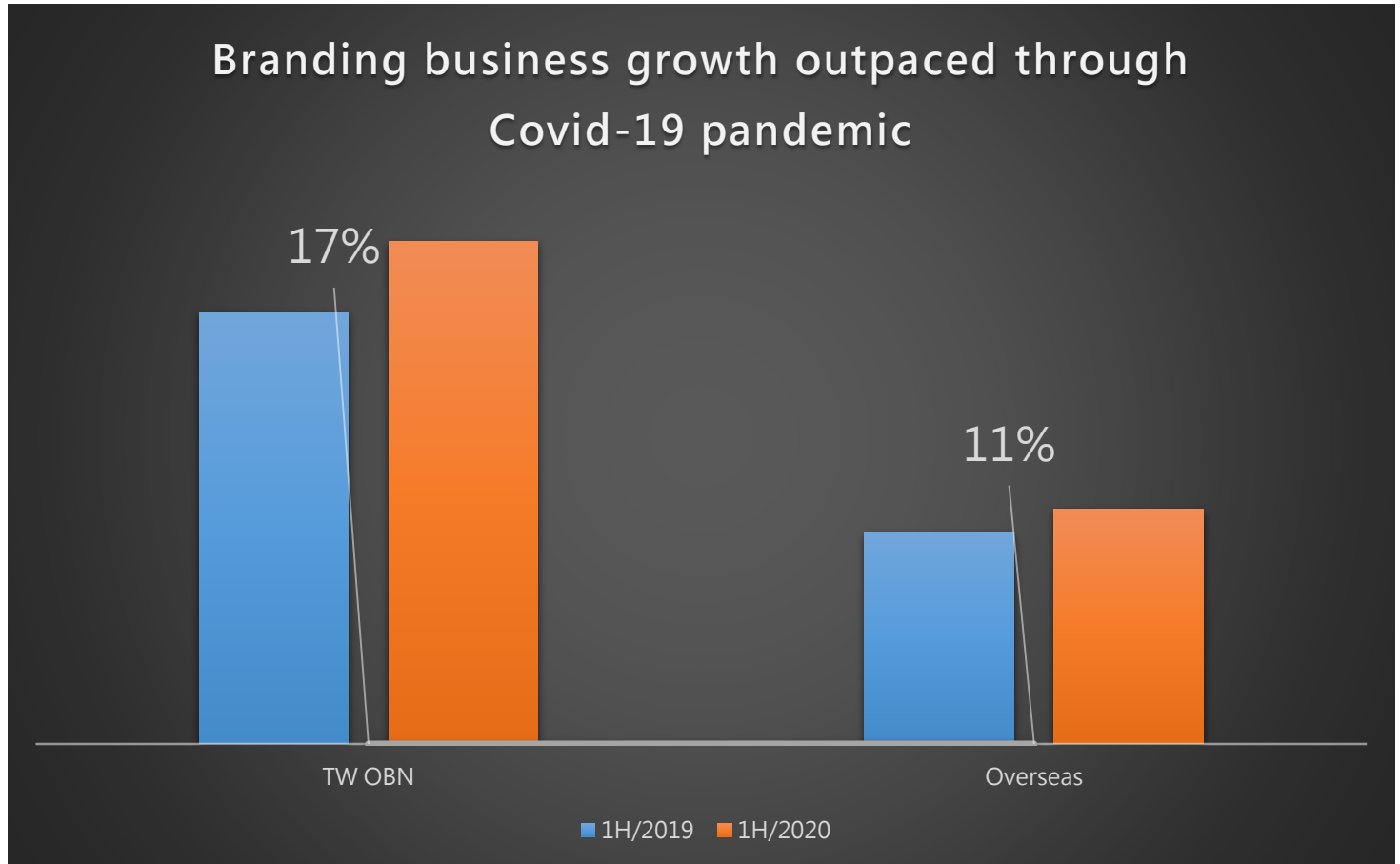


2020 Q1-Q2 financial result

NT\$k	2Q20	QoQ	YoY	1H20	YoY
Net Sales	754,758	13%	-22%	1,423,679	-28%
COGS	401,056	15%	-29%	749,997	-34%
GP	353,702	11%	-12%	673,682	-19%
				47%	
OPEX	255,910	7%	-7%	495,657	-8%
OP	97,792	22%	-24%	178,025	-39%
Net Income	75,407	17%	-28%	139,619	-45%
EPS	1.14	-8%	-28%	2.38	
Number of shares				63,233,900	
ROE				8%	
Debt Ratio				42%	
Cash on hands				538,297	11%



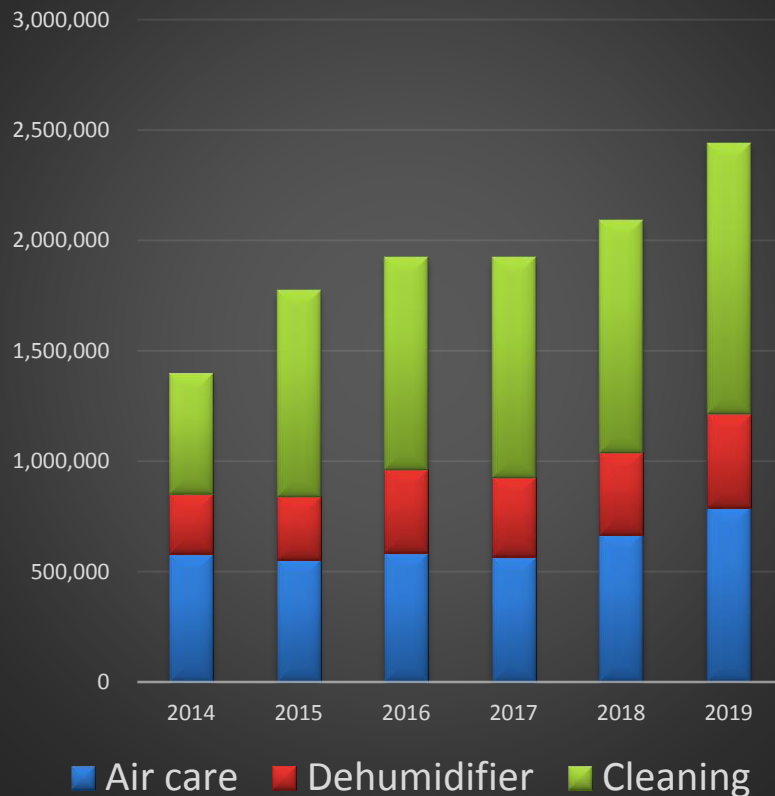
1H20 Branding rev up against Covid19



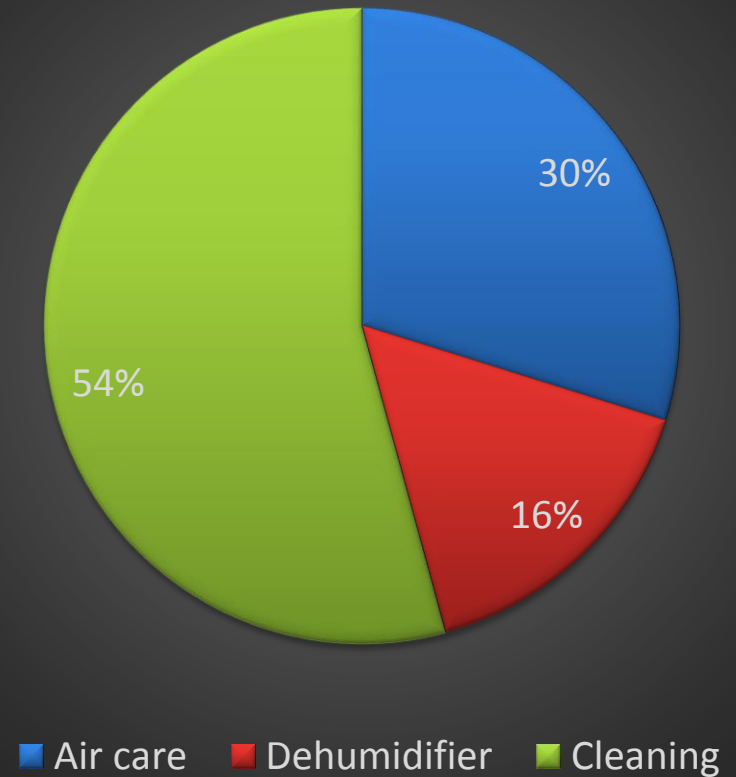


Focused on brand value creation

OBN: Continual focus and growth



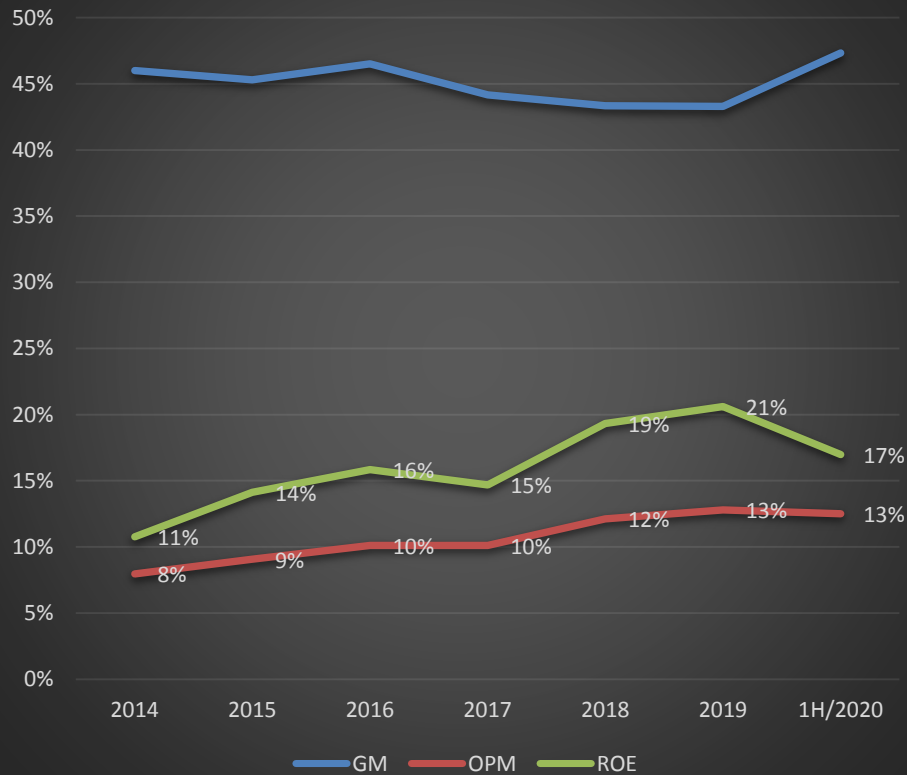
1H/2020



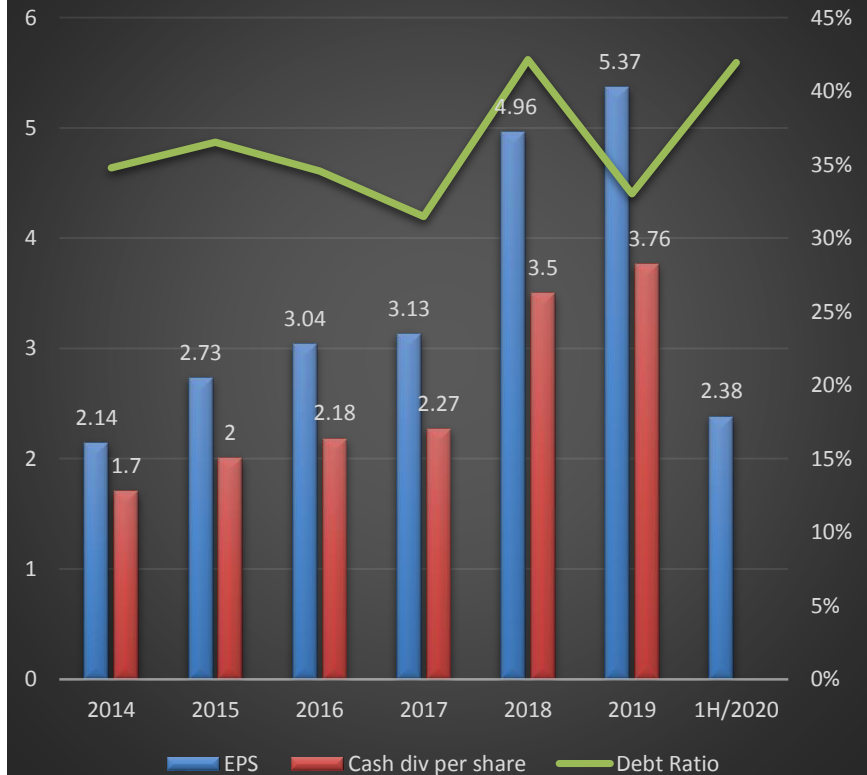


Rising return

Return scaling up



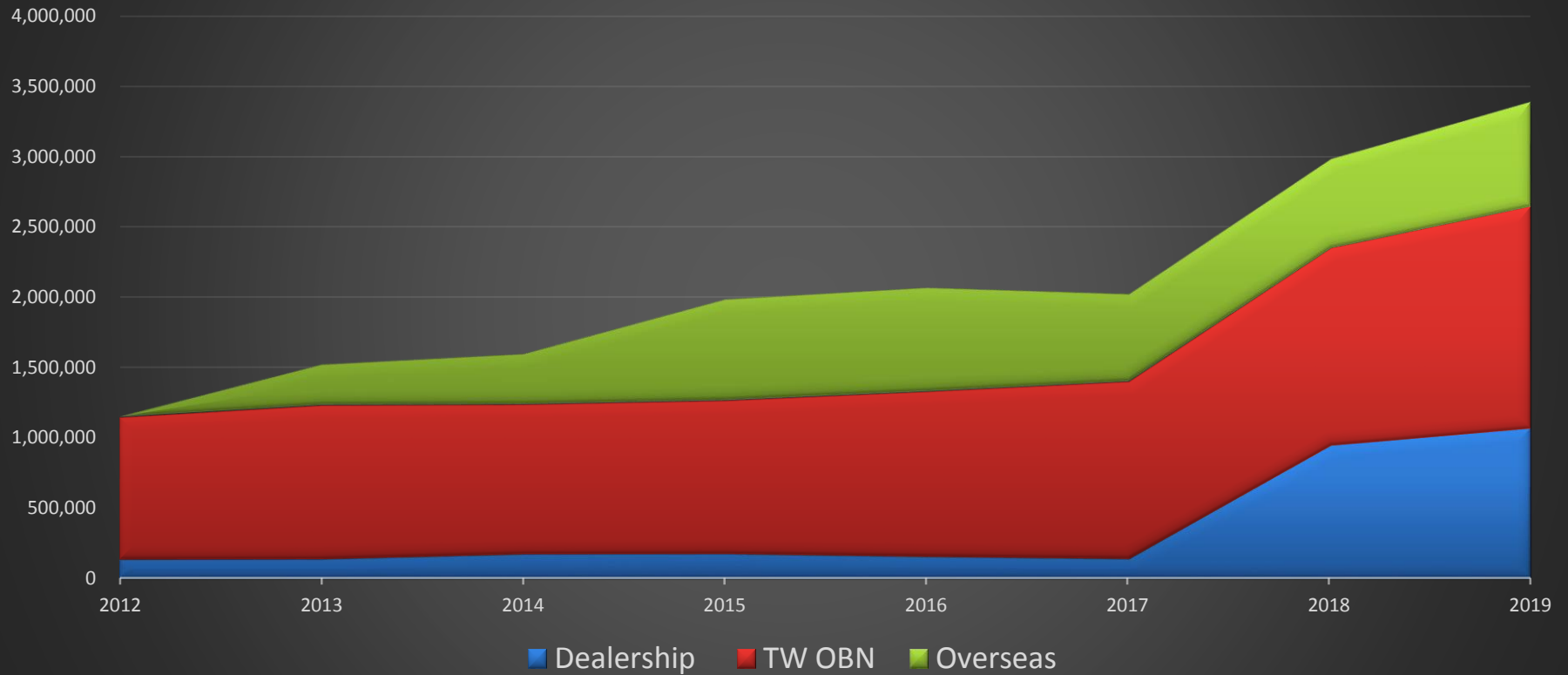
Rising dividend





Sustainable growth

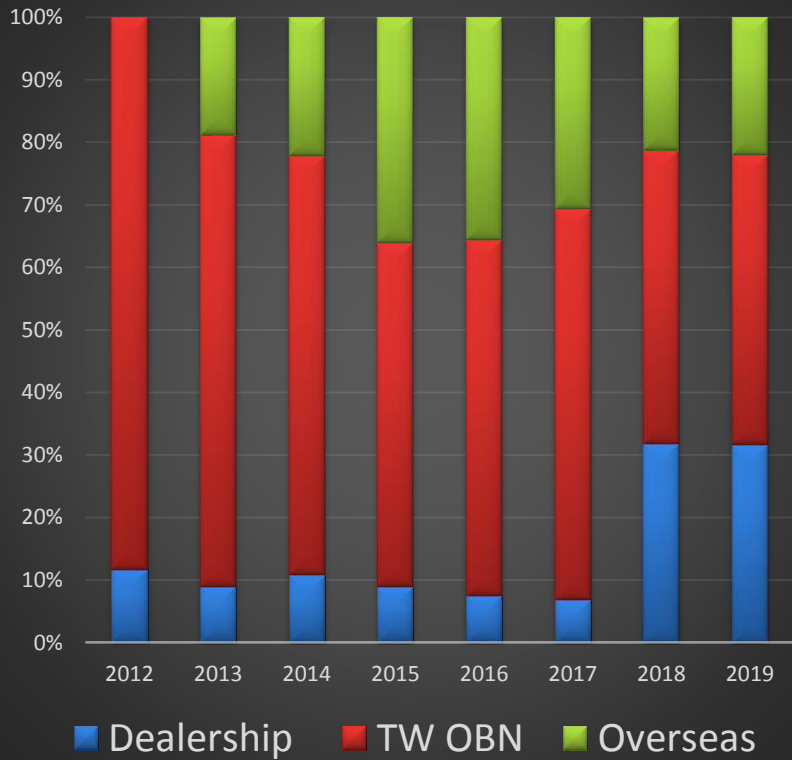
Farcent Group sales trend





Multiple engines

Growing bargain power



Right balance

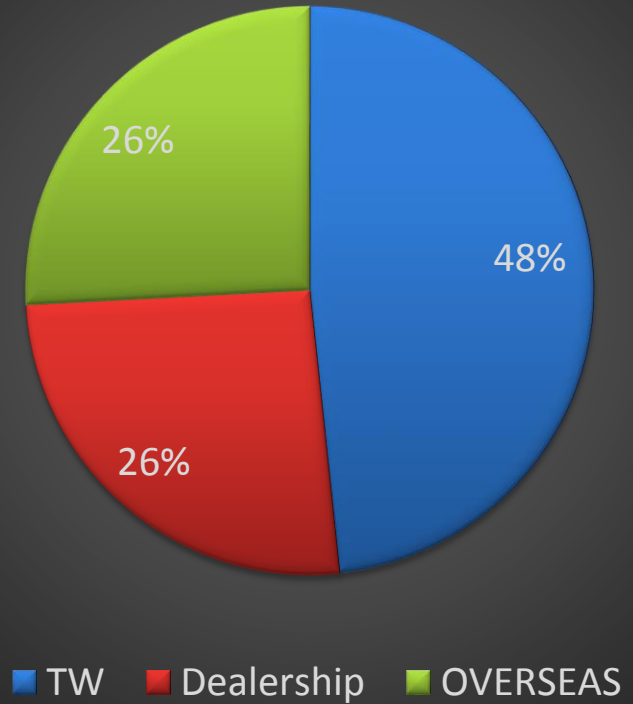




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Business coverage





Farcent Brands

Farcent Brands

Air Fresheners



Detergent



Dehumidifiers



Agency Business

Cookware

Corelle Brands

Swiss Diamond®
SWISS MADE NONSTICK COOKWARE

Cleaning Tools

Tableware



LES PARFUMS DE
Farcent



ROYAL DOULTON
LONDON 1815



Air Freshener Series



LES PARFUMS DE

Farcent

Sachets



平價香氛、功能性香氛、時尚香水調香氛

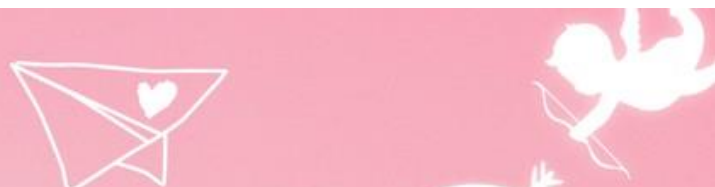
Home fragrance





Air Freshener Series

Chii



러브파워

曖昧掰掰 給我戀愛Win



戀愛能量香氛 / 潮流香氛



Personal care Series



LES PARFUMS DE
Farcent

PREMIUM COLLECTION

專櫃 臉 部 保 養 等 級
香 水 沐 浴 露



- 該基酸
洗淨 成分 卸霜 卸卸卸卸卸卸
- 金盞花
添加有機成分 阿羅不交肌
- 保潔成分
銅水 金盞花糖、尿囊素 何德巴油、乳木果油等



Personal care Series



LES PARFUMS DE

Farcent

髮的奇蹟調香師

自然蓬鬆的空氣感



同名花語

真我星夜

微醺小蒼蘭

療癒鼠尾草

柔順修護

控油蓬鬆

蓬鬆空氣感

深海奇蹟藻
輕盈有形不扁塌

柔順修護力

奇蹟辣木籽
毛躁瞬效修護

精品香水調

嚴選國際級調香
肆意舞動迷人髮香



Dehumidifier Series



除濕第一品牌 首創除濕看的見





Household Detergent Series

浴廁清潔第一品牌 陪你度過每個年頭



家事女王

強效 速效 雙倍有效



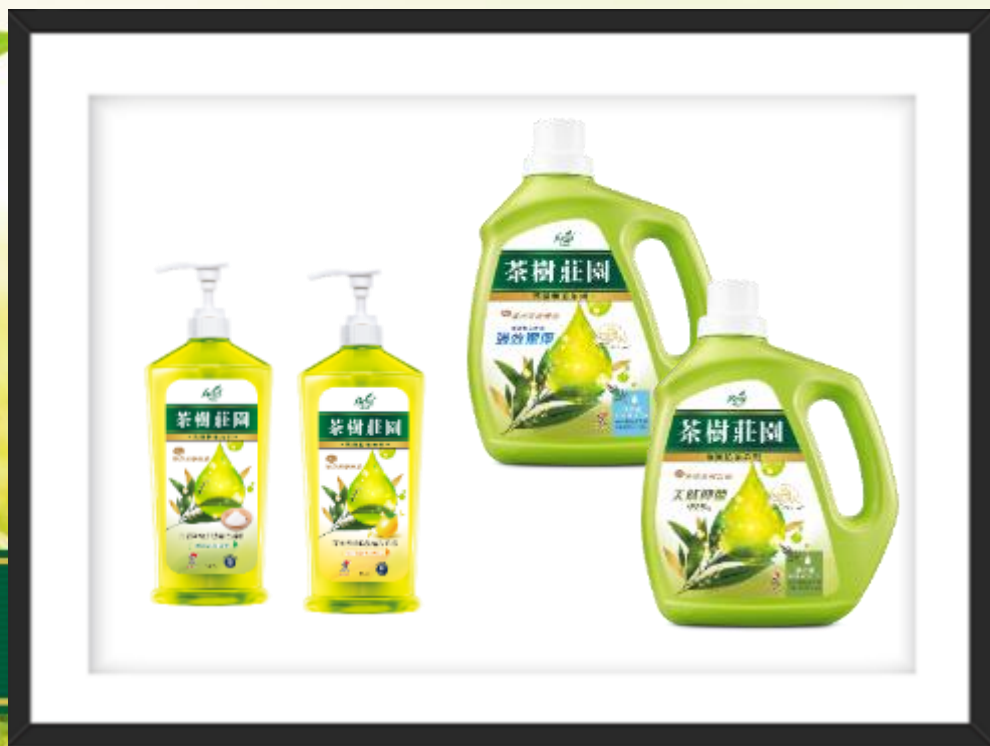
Natural Detergent Series



茶樹莊園

「愛」要一心二用

品牌代言人
李治廷





Home Cleaning Tools Series

愛上打掃
的理由



Farcent
馳慶氏
Rose Series
FASHION CLEAN

極輕省力
抗菌極淨

品牌代言人
艾莉絲

同場加映 限量發售



Eco-friendly Series

減塑 再生

我驕傲

是王道



53,219,037公升

使用再生原料
減少10萬座101高度的塑膠袋*



全台灣獨創
咖啡麻袋
再生木棉菜瓜布





Spin Mop Series



對於打掃 我們比你還挑剔





Mop Series

拖把標準的

好神拖。
Supamop
創造者



全世界都在用好神拖
熱賣超過40萬組

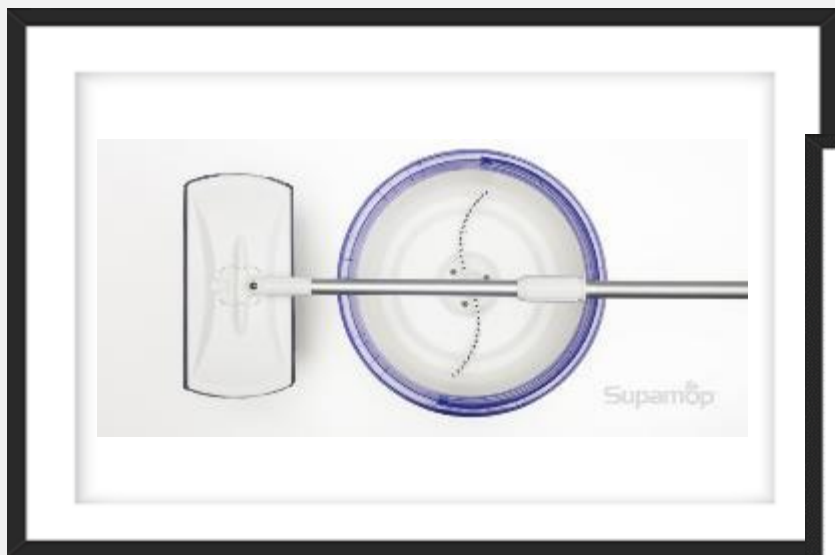




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Competitive Advantage

Strong RD & marketing

- Market leader in 6 household categories:

Category		Position	Market Share*
Home Care	Dehumidifiers	#1	82%
	Air Fresheners	#1	58%
Home Cleaning Tools	Dry/Wet Mops	#1	73%
	Spin Mop	#1	74%
	Dust Roller	#1	31%
Bathroom Detergent	Toilet Detergents	#1	36%

*註:部分資料為尼爾森資料, 或者為通路銷售資料推估



Competitive advantage

Channel networks

- Total 2,119 SKUs
- TW & overseas stores: 33,317

Outlets	Taiwan	China	Oversea	Total
Hyper	216	2,112	666	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	33,317



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Expand brand/market portfolio

- Invest in future: prioritize capital allocation to organic growth
- Long term growth strategy :
 - Fully leverage branding and channel networks
 - Focusing products: LPF, home care and cleaning tools
 - New products: personal care, Anti-bio product
 - Focusing market: TW, CN, THAI, Malaysia, Vietnam
 - New market: Philippine, Myanmar



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CSR – involve in product design



Decomposable ingredients over 95%.





CSR – involve in supply chain and marketing

Recycled material in existing packaging

Disadvantaged children care program



Our vision and focus:



關懷陪伴

弱勢助學
課後照顧
偏鄉教育



適性培力

多元展能
程式教育
品格教育
職業探索
才藝社團



永續觀念

環境教育
食農教育
海洋教育



社會共好

扶植新創
L I S
D F C
青藝盟
孩子書屋



企業參與

社會公益
物資捐贈
公益日



CSR – Farcent Foundation

2015~2019 donation: NT\$12,352,690

Building disadvantaged
child care network.



Sponsored 10 schools and
NGO a year.





CSR – Farcent Foundation

Host hometown arts and humanities education activities



- Involved 16 schools every year.
- Accumulated participants:4,281



CSR – Farcent Foundation

Eco friendly activity



18 Clean Beach Activities since 2016, with 600 people involved.



Thank you