



# Farcent 1730.TW Investor Conference

Dec 25, 2019



# Disclaimer Statement

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- 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.



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



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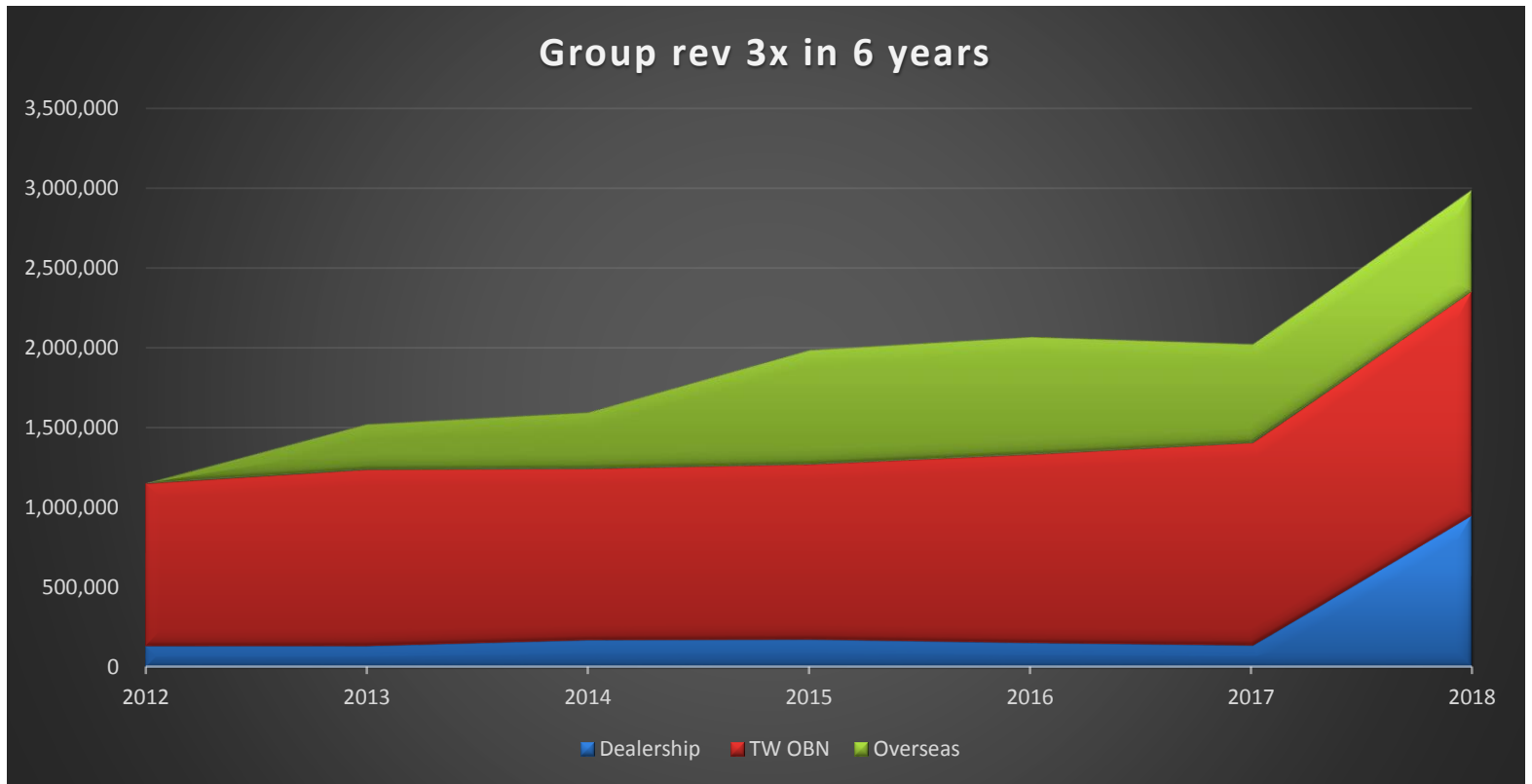


# 2019 Q1-Q3 financial result

NT\$k	3Q19	QoQ	YoY	1Q~3Q19	YoY
Net Sales	748,179	-23%	-8%	2,723,593	40%
COGS	436,019	-23%	-4%	1,576,102	46%
GP	313,666	-22%	-12%	1,145,365	34%
OPEX	231,027	-16%	-1%	770,512	25%
OP	82,639	-36%	-32%	374,853	58%
Net Income	69,529	-33%	-28%	305,680	43%
EPS	1.04	-35%	-32%	4.62	39%
Number of shares				63,233,900	6%
ROE				18%	
Debt Ratio				34%	
Cash on hands				290,955	5%



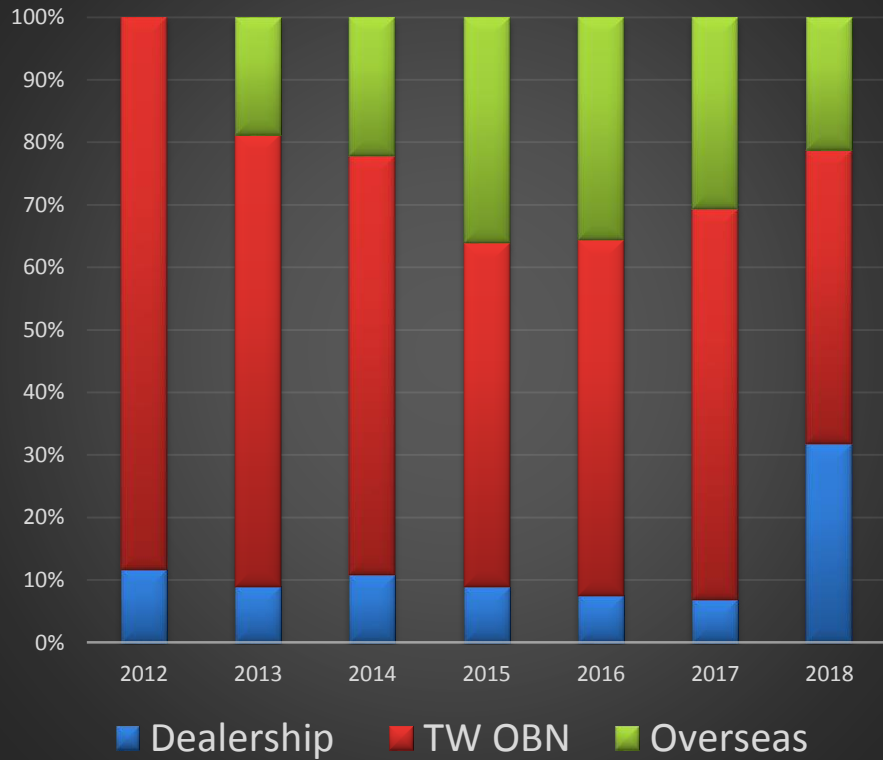
# Sustainable growth



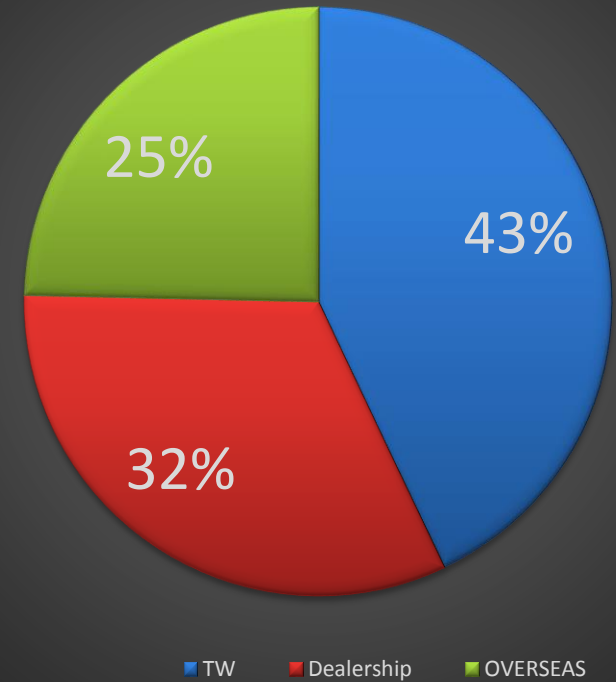


# Multiple engines

### Growing bargain power



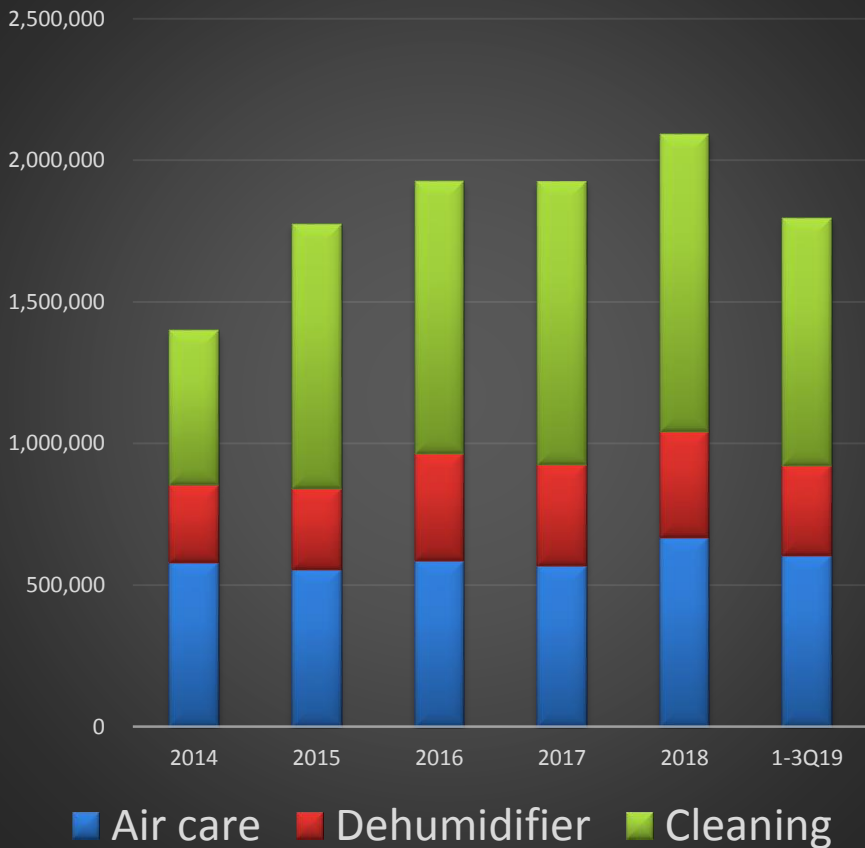
### Right balance



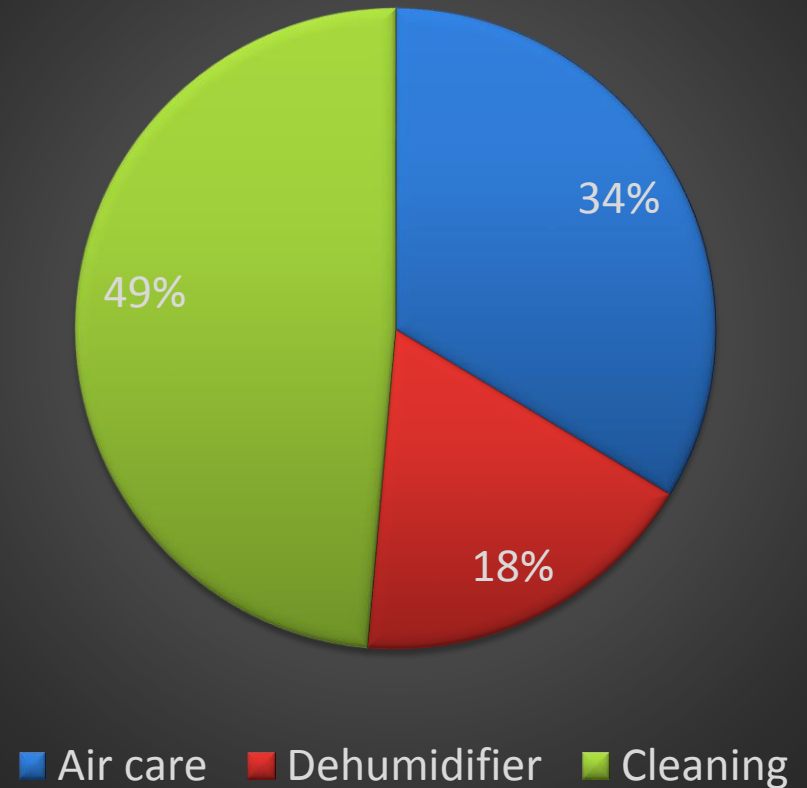


# Focused on brand value creation

### OBN: Continual focus and growth



### 1-3Q19

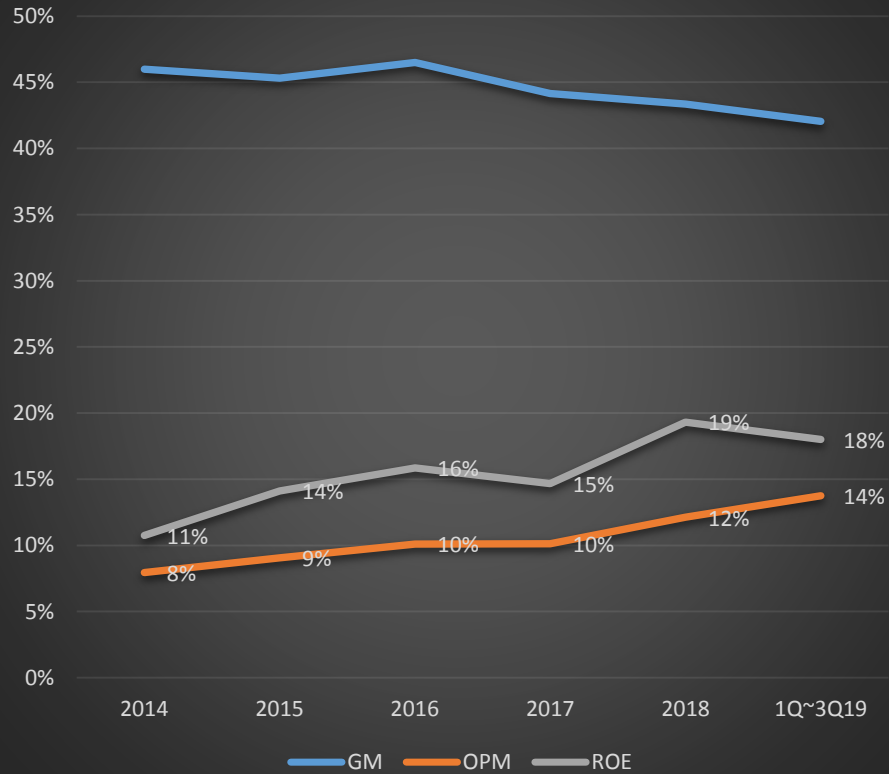




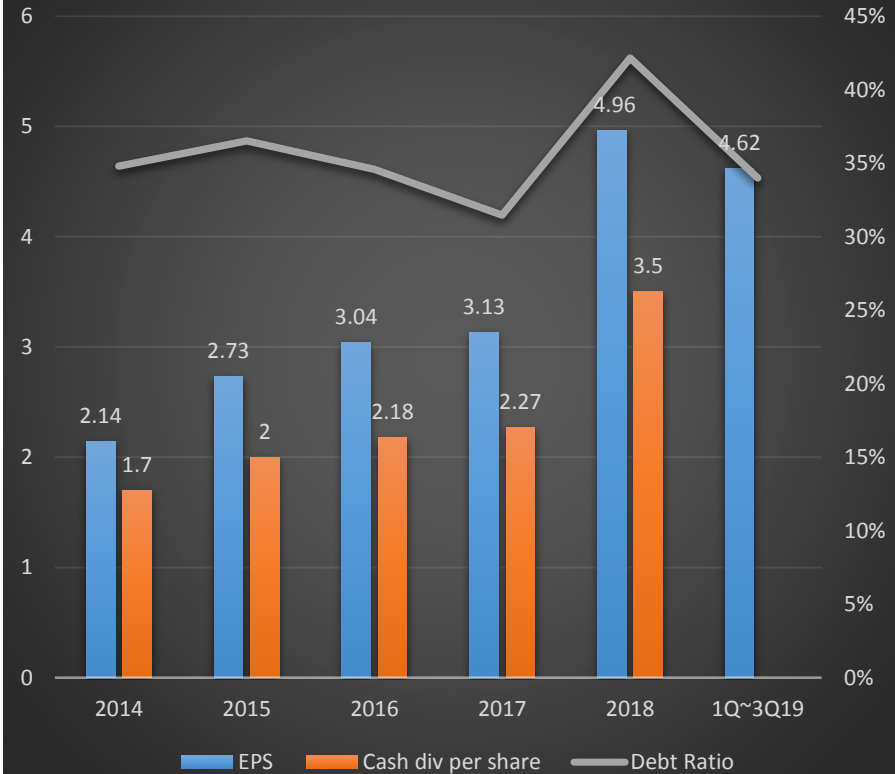


# Rising return

### Return scaling up



### Rising dividend





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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





# 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  
呵護不安肌

● 保濕成分

鎖水 含海藻糖、尿囊素  
角質巴油、乳木果油等



# 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





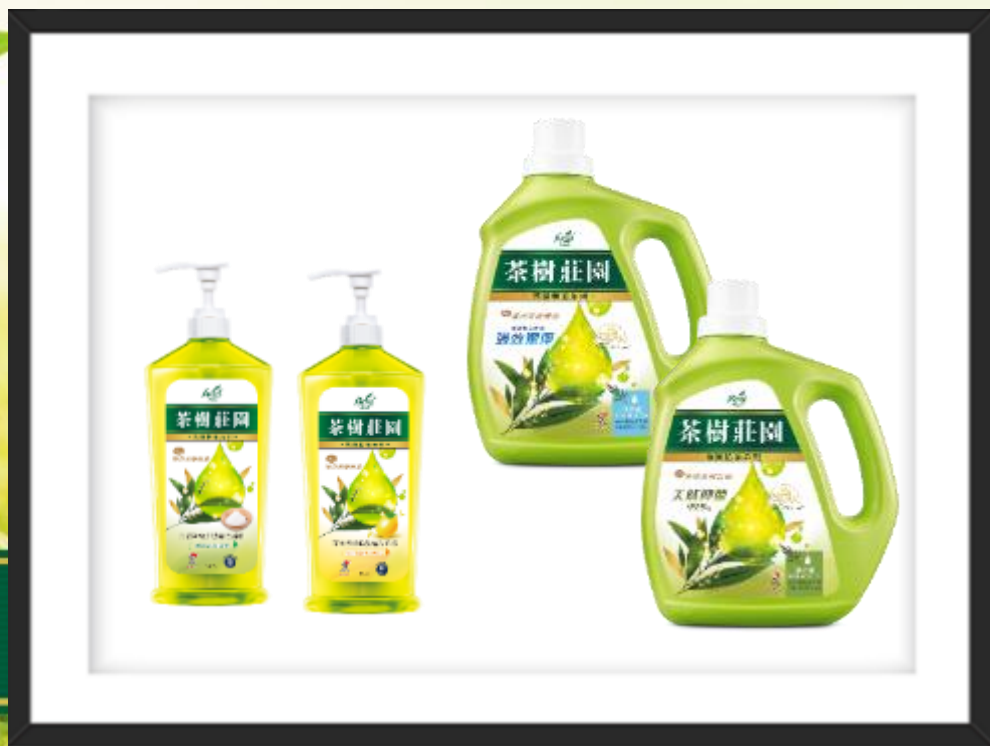
# Natural Detergent Series



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





# Eco-friendly Series

**減塑** 我驕傲  
**再生** 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\*





# Spin Mop Series



對於打掃 我們比你還挑剔





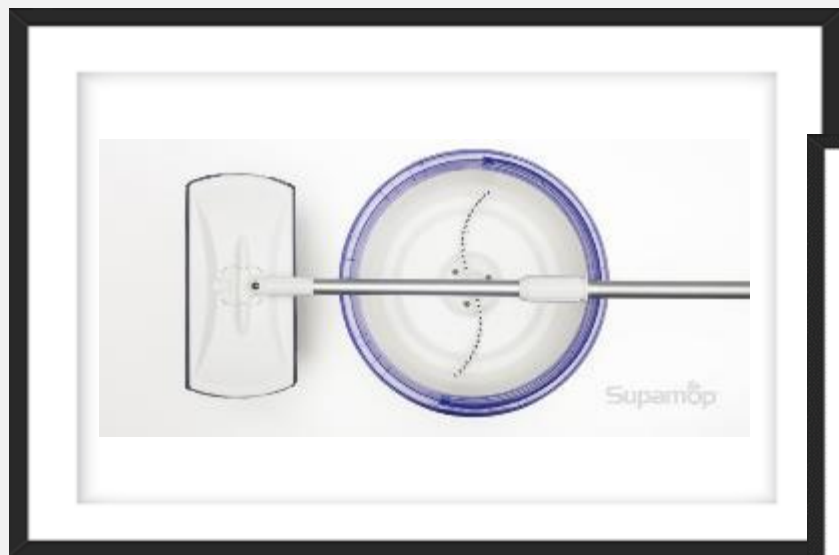
# Mop Series

## 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	59%
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 2,817 SKUs
- TW & overseas stores: 22,078

Outlets	Taiwan	China	Oversea	Total
Hyper	210	2,112	23	2,345
PCS	3,293	-	64	3,357
CVS	9,875	1,783	-	11,658
GT	2,921	1,744	19	4,684
EC	23	6	5	34
<b>Total</b>	<b>16,322</b>	<b>5,645</b>	<b>111</b>	<b>22,078</b>





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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, personal care, cleaning
  - Focusing market: TW, CN, THAI, MY
  - Dealership: create cross channel and brand synergies





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# CSR – involve in product design



Decomposable ingredients over 95%.



# CSR – involve in supply chain

Recycled material in existing  
packaging: 2019 + 5%





# CSR – Farcent Foundation

Helping disadvantaged students:

2016~2018 donation: NT\$7,810,950





# CSR – Farcent Foundation

**Host hometown arts and humanities education activities**



**Involved 15 schools and 800 students and teachers.**



# CSR – Farcent Foundation

## Eco friendly activity



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





**Thank you**