



花仙子™

FARCENT ENTERPRISE CO., LTD

# Farcent Introduction

- ◆ Farcent Enterprise was founded in 1983, with over 33 years of experience in fast moving consumer goods industry
- ◆ A public listed company in Taiwan Stock Exchange Corp
- ◆ Major household Brand in Taiwan; #1 Brand in various categories.
- ◆ Diverse business operations including agency business and strategic alliance in various industrial partners
- ◆ With its headquarter located in Taipei, it also manufactures and distributes its products in numerous Asian markets(China, Thailand, Malaysia)
- ◆ Goal is to maintain current market leadership in Taiwan, and expand overseas business to become Asia household leading brand

- ◆ 2001 Establishment of Farcent Thailand
- ◆ 2002 Establishment of Beijing and Shanghai branches
- ◆ 2007 Obtain sole distribution rights for World Kitchen
- ◆ 2010 Establishment of Farcent Malaysia
- ◆ 2015 Acquisition of Dikai SupaMop
- ◆ 2016 Increase capital to NT\$569MM



# COMPANY OVERVIEW – FARCENT BRANDS

Brands covering in various categories, such as air care, dehumidifier, cleaning tools, detergent and cleaner for bathroom, toilet and floor



## 6 leading brands in household categories

Category	Position	Market Share
Dehumidifiers	#1	80%
Air Fresheners	#1	53%
Wipes & Mops	#1	62%
Spin Mops	#1	51%
In-Tank Blocks	#1	31%
Toilet Cleaners	#1	27%

\*data source: AcNielsen Retail Audit and estimate from Farcent internal data



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## Air Refreshner



## Air Refreshner/Deodorizer



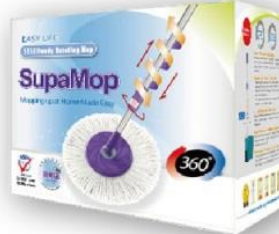
## Dehumidifier



## Cleaning Tools



## Cleaning Tools





## Cleaner



## Detergent

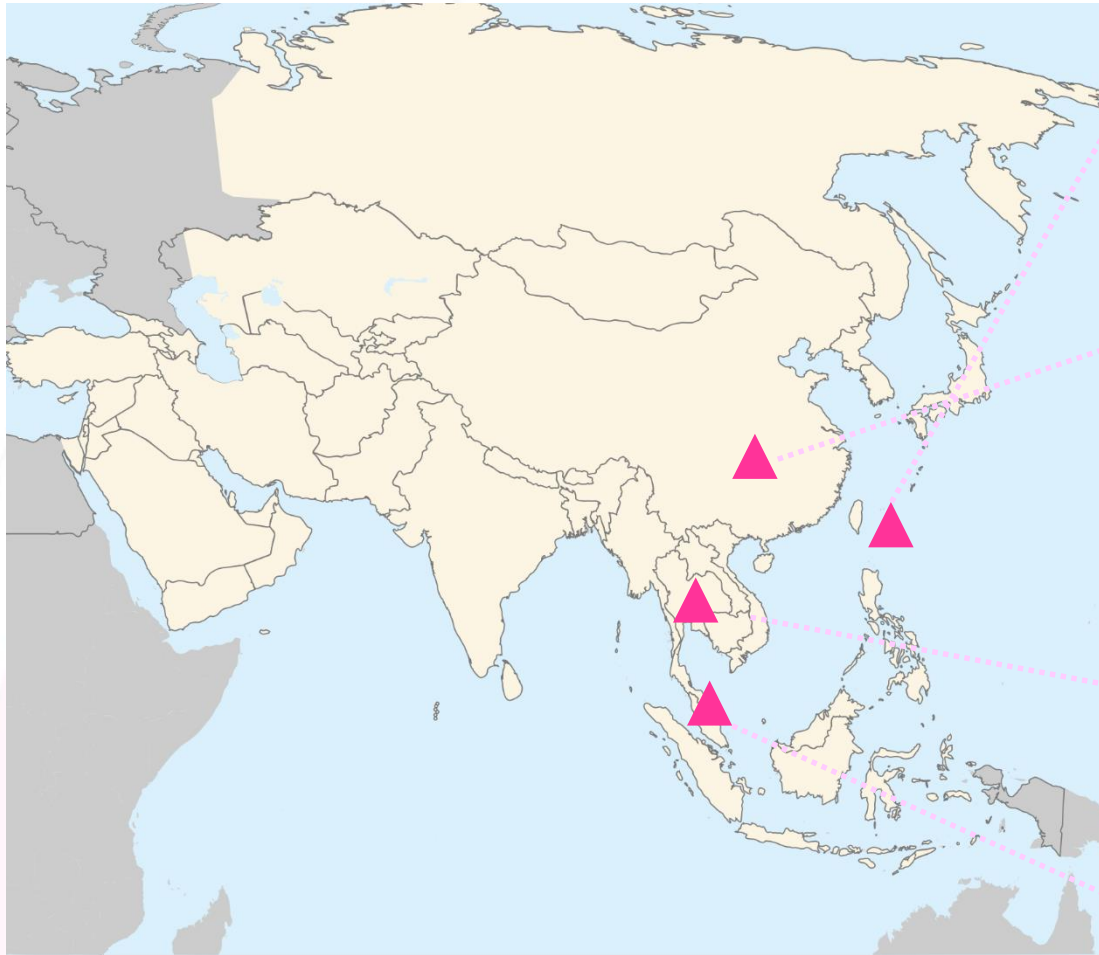


Island-wide distribution in all channels, ranging from hypermarkets, supermarkets, to online-channels

Channel	Customers	Store #
Hypermarket	RT-Mart, Carrefour, Far-East Mart, Costco, TLW	171
Supermarket/Personal Store	Quan-Lian, Welcome, Watson's, Cosmed, Poya, Xiaobei	2,443
Convenient store	7-11, Family Mart, OK	8,949
Government	General Welfare Service Ministry	41
Wholesaler	Chain supermarket	300
On-line	PC Home, Yahoo Kimo, MOMO, UDN, BOOKS	15



## ◆ Operating in several overseas markets:



### ▲ **Taiwan:**

- Operation & Management Center
- Factory

### ▲ **China**

- East Sales Branch (Shanghai)
- North Sales Branch (Beijing)
- Factory (Suzhou)

### ▲ **Thailand**

- Sales Office
- Factory

### ▲ **Malaysia**

- Sales Office

**To create quality of life and to  
provide a comfortable life**



Education assistance in rural area



Multi-talent inspiration



**Support Disadvantaged Education**

After-school assistance



Employee care \_ Education fund (for passed employees' family)



Recreational club support

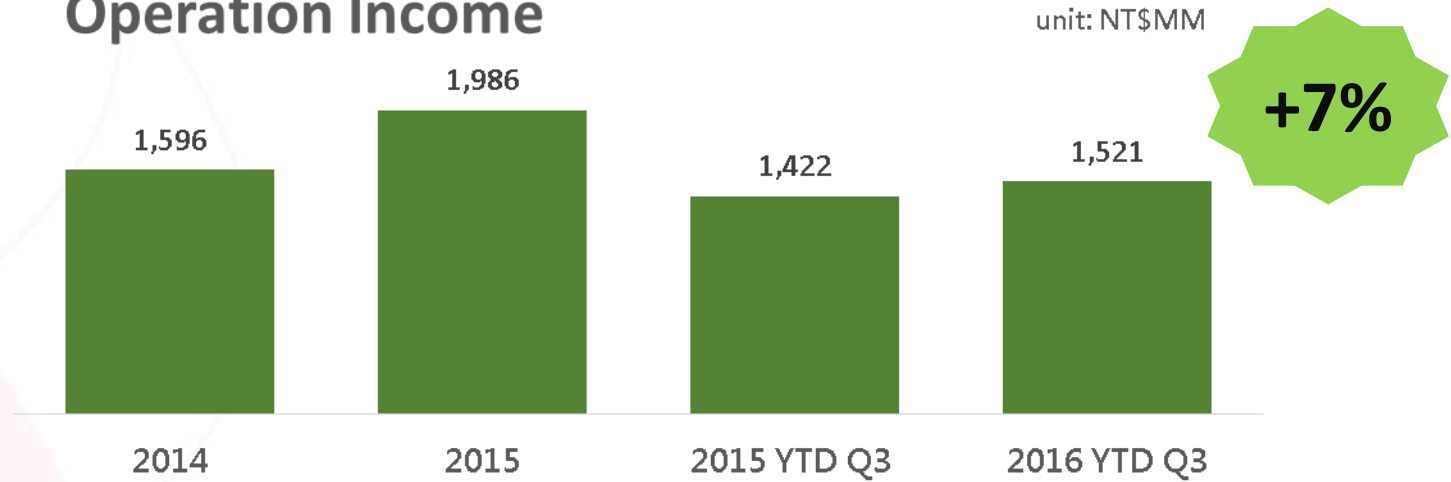


**Create the Happy Enterprise**

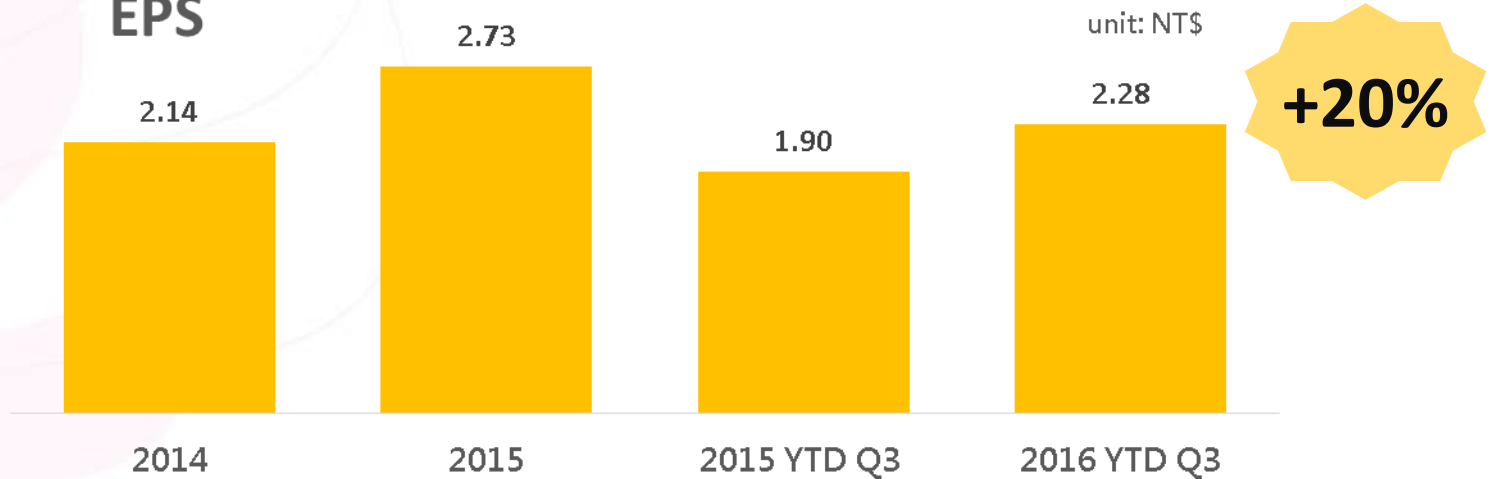
Team-building/Reading club



## Operation Income



## EPS



**Leading Taiwan market,  
expanding to more markets**



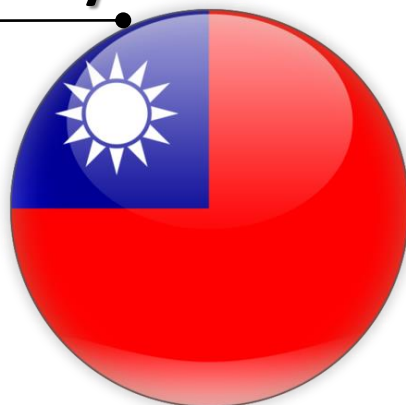


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## Explore More Visibility



- More PX display
- Reinforce on-line business operation
- New channel development



## Upgrade Product Lines

- Relaunch scoring pad/trash bag
- Deodorizer for mold control/anti-mosquito solution
- Upgrade Air care product line



## Collaboration for Younger Target



- Licensed product
- Cross category alliance

## More Exposure



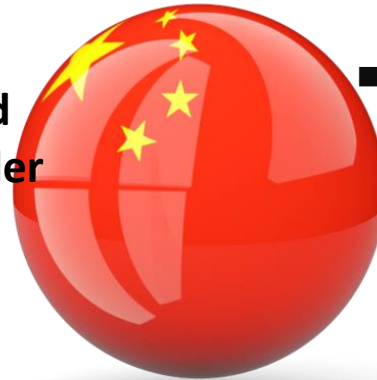
- TVC support
- Digital communication
- Diversified marketing campaign





## Trade Expansion

- More resource behind on-line business
- Carrefour import line
- New channel: high-end supermarket/wholesaler



Record high sales in 1111  
+80%

## Regional expansion

- Central region



## Deep dive air care category

- Reinforce gel type & reed diffuser in retail channel
- Focus premium reed diffuser in virtual channel



## Strategic Alliance

- Collaborate with well-known brand in China mop category

## Brand new mop launch

- New patented flat spin mop



- Intelligent appliance development

## Advertising investment

- New product commercial launch
- Experiential marketing campaign



## Build-up Production Site

- Cost-down for synergy & profit
- Bidding for potential opportunities



## Market expansion

- China market
- Asean market





## Thailand & Malaysia

- Localized product
- Agency biz for Vileda
- On-line channel

## Team expansion

- Source from internal talents



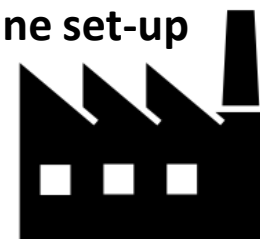
## Brand Image Renewal

- New CIS with international image



## Production site set up

- Evaluation of Thailand production line set-up



## Aim for VIP Markets

- Vietnam branch set up in 2017



## Cost synergy for more orders

- Dehumidifier automated production
- Mop production line set-up in China



## Take Initiatives

- International trade show



## Resource Sharing

- Potential client info sharing for more business opportunities



**Thank You!**



[www.farcent.com.tw](http://www.farcent.com.tw)