



Farcent Enterprise



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.
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Agenda

- Company Introduction
- Product Portfolio
- Competitive Advantage
- Current Business Review
- Future Strategic Direction
- Corporate Social Responsibility



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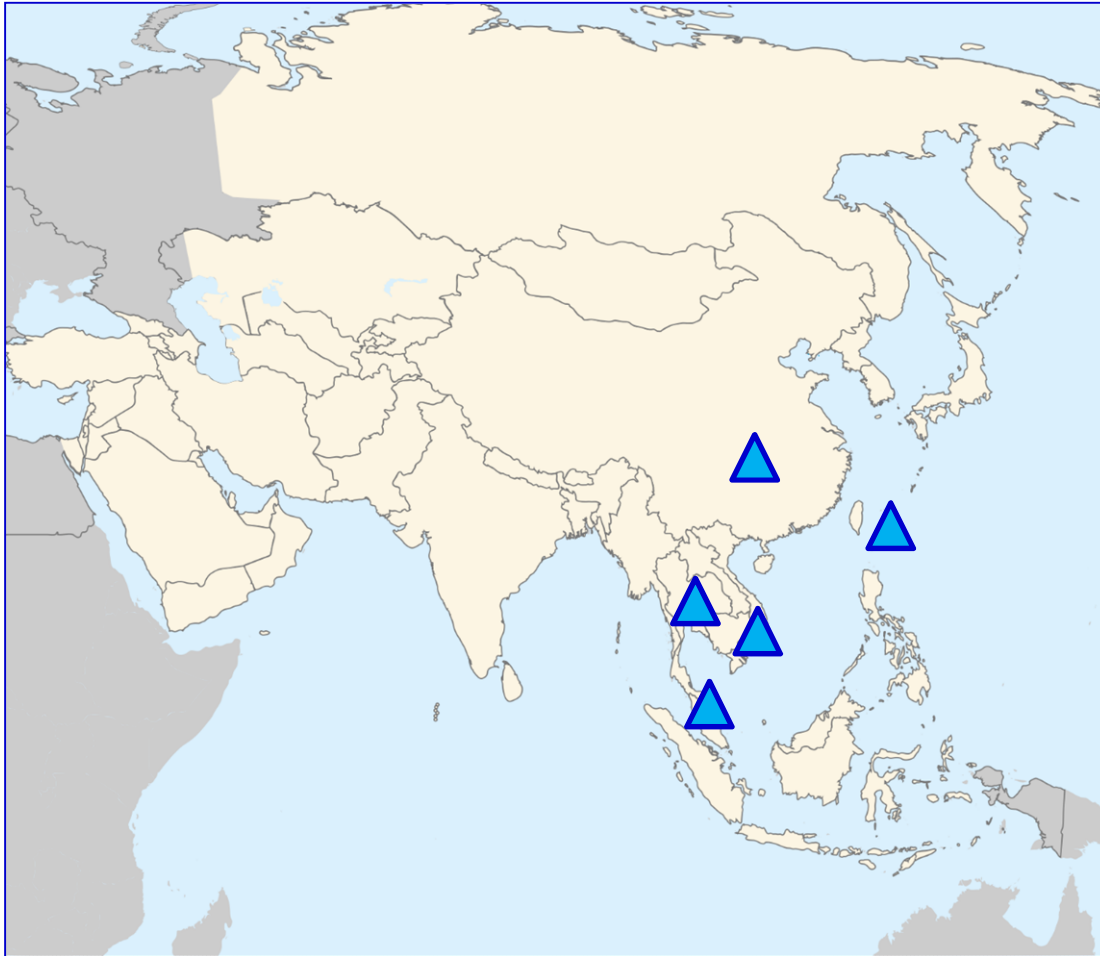


Important Milestones

- 1983 Establishment of "Eutech Enterprise Co., Ltd."
- 1990 Market launch of dehumidifier brand "Kechaoling"
- 1996 Market launch of air freshener brand "Quweidashi"
- 1997 Market launch of cleaning tools brand "Quchenshi"
- 2001 Farcent listed on Taiwan Stock Market; Establishment of Farcent Thailand
- 2002 Establishment of Farcent Shanghai Branch
- 2003 Acquired household cleaning brand "JieShuang"
- 2007 Obtained sole distribution rights for World Kitchen LLC
- 2010 Establishment of Farcent Malaysia
- 2014 Acquired majority shareholding of Dikai International Enterprise Co., Ltd.
- 2017 Increased market capitalization to NT\$586MM;
Establishment of Farcent Vietnam



Company Global Operations



China

- Eastern China Sales Branch (SH)
- Northern China Sales Branch (BJ)
- Southern China Sales Branch (GZ)
- Manufacture Plant (SZ)

Taiwan

- HQ
- OEM Plant

Vietnam

- Sales Office
- OEM Plant

Thailand

- Sales Office
- Manufacture Plant

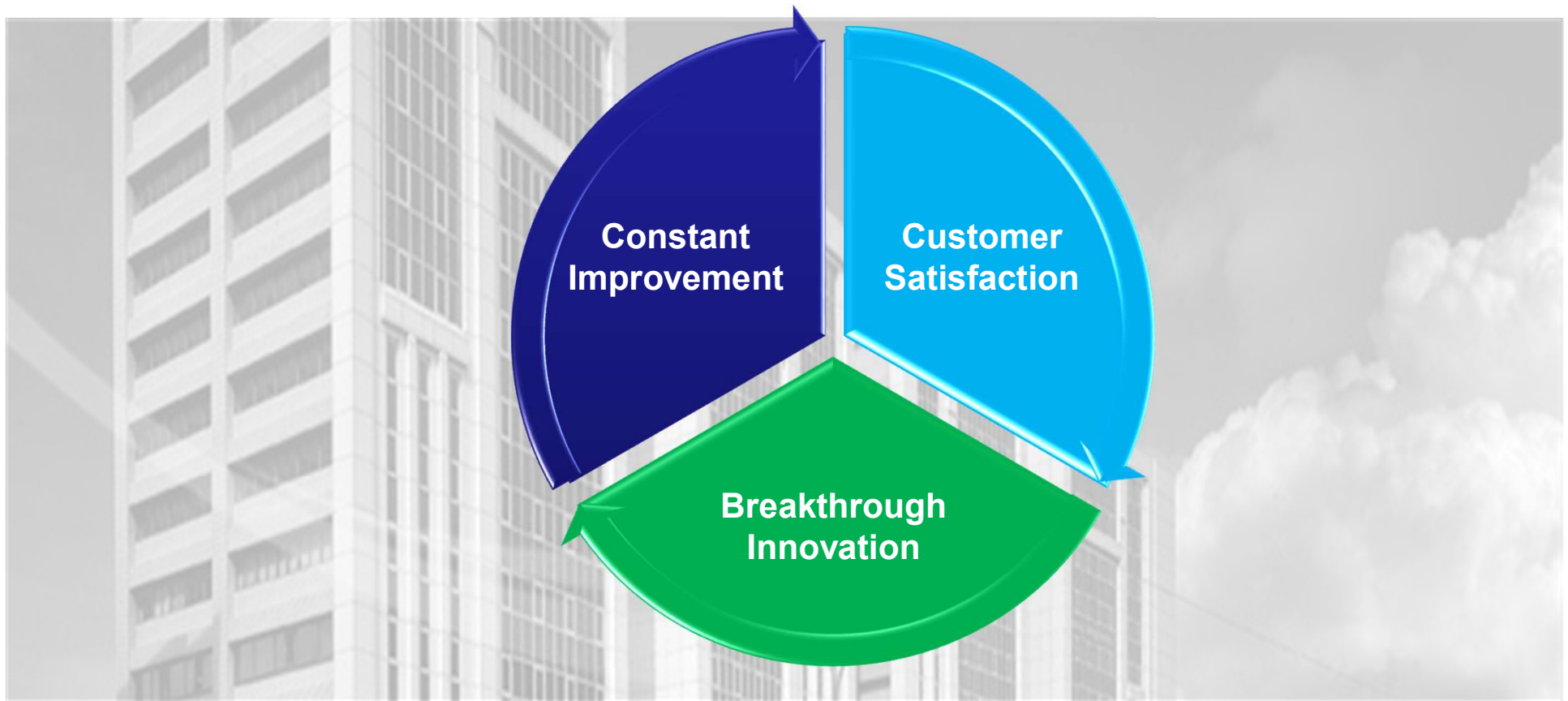
Malaysia

- Sales Office



Farcent Vision Statement

"To bring convenience through breakthrough innovations; To improve lives through high quality products"





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Farcent Brands





Air Freshener Series

Sachets



Spray



Product Type

Gel



Liquid





Dehumidifier Series

Disposable Bucket Series



Bucket

Re-usable Bucket Series



Bucket

Re-usable Box Series



Box

Hanger Series



Hanger

Odor Elimination Series



Shoes



Household Detergent Series

Bathroom



Kitchen



Product Type

Floor



Pipes





Natural Detergent Series

Dish Detergent



500g

1000g



700g

Laundry



2000g



900g



1500g

Cold Wash

Floor



2000g



Household Cleaning Tools Series

Trash Bags



Scouring Pad



Spin Mop



Dry/Wet Mops





Household Cleaning Tools Series

Lint Remover



Sponge Mop



Microfiber Floor Mop



EVA Broom



Duster





Spin Mop Series





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Market Leader In Taiwan

Market leader in 7 household categories:

| Category | Position | Market Share* |
|---------------------|----------|---------------|
| Dehumidifiers | #1 | 78% |
| Air Fresheners | #1 | 54% |
| Dry + Wet Wipes/Mop | #1 | 66% |
| Spin Mop | #1 | 72% |
| Lint Remover | #1 | 26% |
| In-Tank Blocks | #1 | 20% |
| Toilet Detergents | #1 | 22% |

*Note: Data based on AC Nielsen Report and Internal estimation





Dense & Global Distribution

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

| Channel | Customers | Store# |
|-----------------------|--|--------|
| Hypermarkets | RT-Mart, Carrefour, Far-East Mart, Costco, TLW | 171 |
| Supermarket/Boutiques | PX Mart, Welcome, Watsons, Cosmed, Poya, Xiaobei | 2,443 |
| Convenience Stores | 7-11, Family Mart, OK | 8,949 |
| Government | General Welfare Service Ministry | 41 |
| Wholesaler | Chain Supermarket | 300 |
| E-Commerce | PC Home, Yahoo, MOMO, UDN, BOOKS | 15 |

- International retail channels: China, Thailand, Malaysia, Vietnam



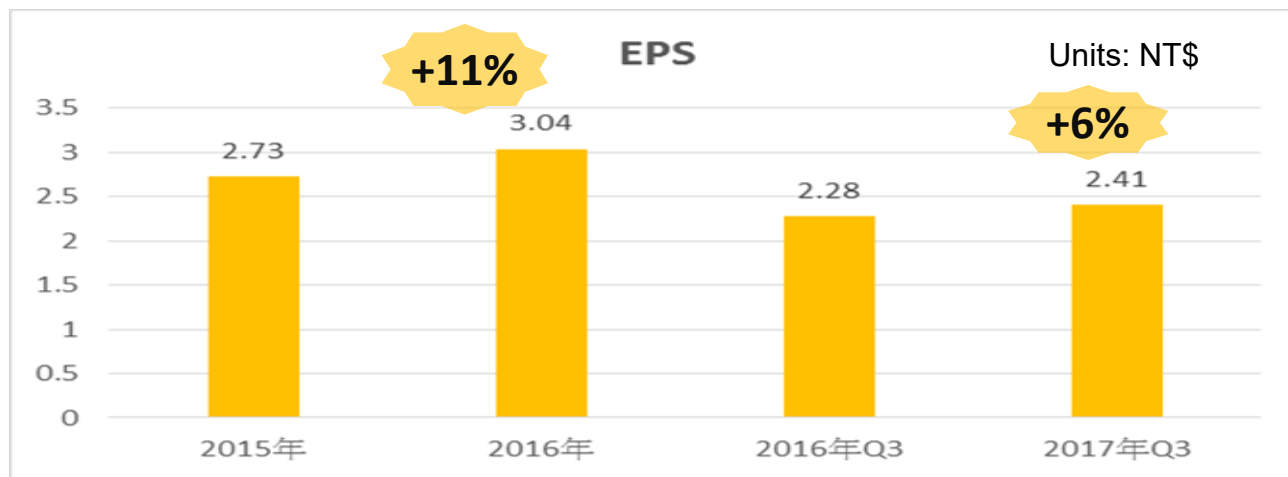
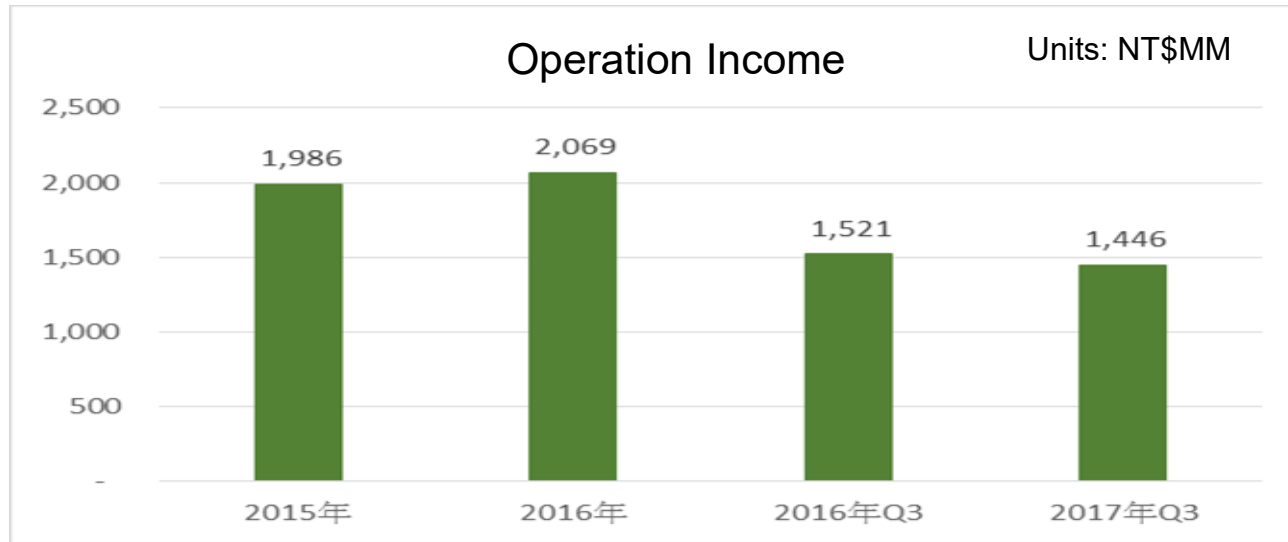


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3 Years Operational Results





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Future Strategic Direction



Consolidation, Aggressive Growth, Market Entry

(Taiwan)

(China)

(South East
Asia)



Taiwan – Product Line Extension & Brand Building



Product

1. High End Perfume Series
2. Disney Licensed Series
3. Product Line Extension
4. Product Packaging Upgrade



Marketing

1. Dynamic Brand Building
2. Digital marketing and customer data utilization
3. Strengthen endcap marketing display



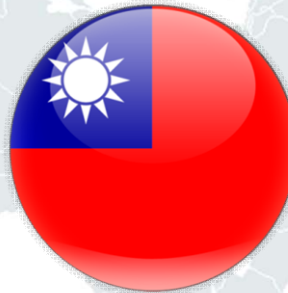
Channel

1. Strengthen Gift Channel
2. Optimize EC Channel
3. Expand own EC platform



Others

1. Dikai organization integration
2. Cross-promotions



China Future Retail

- According to PWC, China's future retail will be based on effective utilization of customer data to achieve seamless online v.s. offline integration



阿里巴巴 插足實體店面

| | |
|-------------------|---|
| 2015.8 | 蘇寧雲商 → 持股 19.99% 以約283億元人民幣戰略投資蘇寧，成為第2大股東。 |
| 2016.11 | 三江購物 → 持股 32% 以21.5億元人民幣，入股三江購物。 |
| 2017.1 | 銀泰百貨 → 持股 27.83% 對銀泰提私有化，若完成，對銀泰持股達73.73%。 |
| | 日日順物流 → 持股 34% 增持海爾集團旗下日日順物流。 |
| 2017.5.26 | 華聯超市 → 持股 18% 向百聯集團旗下易果生鮮收購華聯超市內資股股權，成為聯華超市第2大股東。 |
| 2017.11.20 | 高鑫零售 → 持股 36.16% 投入約224億港元直接和間接持有股份。 |

數據：李慶章





China -

Aggressive EC Expansion & Further Retail Expansion



Product

1. Product Packaging Upgrade
2. Extend Air Fragrance Product Line; Online/Offline Differentiation
3. EC Sub-Brand for Dehumidifier & Dry wipes



Marketing

1. Strengthen Endcap Display
2. Invest in EC promotion banners

Channel

1. EC: Increase market share; launch sub-brand
2. Retail: Network Expansion; Wholesalers & Key Accounts (Walmart)

Others

1. Joint Venture with Chinese Mop Brand
2. Top Management Team Restructuring





Dikai - Product Innovation & Brand Rejuvenation

Product

1. New Patent Products
2. Licensed Products
3. Product Tech. Upgrade
4. Product Packaging Upgrade



Marketing

1. Digital Marketing
2. Strengthen Endcap Display
3. Brand Rejuvenation



好神拖[®] SupaMop

Channel

1. Increase EC Investment
2. Further Retail Channel Expansion

Others

1. Cross-Promotion
2. Industry-Academic Collaboration
3. Invention Forum
4. OEM sourcing





South East Asia -

Joint Venture or Sole Distribution Rights



Product

- 1. Extend Gel & Spray Product Line
- 2. Extend Bathroom Cleaning Detergent Line
- 3. Product Pack. Upgrade



Channel

- 1. Thai: Strengthen Mop Division
- 2. Malay: Strengthen KA & Wholesalers
- 3. Vietnam: Develop KA & Wholesalers
- 4. EC Investment

Marketing

- 1. Global Brand Image
- 2. Strengthen Endcap Display & PG Promotion

Others

- 1. Market Entry into Philippines & Myanmar
- 2. Global Talent Recruitment





Original Equipment Manufacture



Product

1. Cost Efficiency to Increase Competitiveness
2. Pro-Active Customer Management

Marketing

1. Regular EDM to customers
2. Investment in PPC & SEO

Channel

1. EC Investment; Digitize Materials
2. Aggressive New Customer Acquisition

Others

1. Strategic Partnership with Other OEMs
2. Organization Skillset Enhancement





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Corporate Social Responsibility

- Establishment of Farcent Education Fund with the aim to assist the less privileged in the areas of Education, Environmental Sustainability and Social Welfare



General Education

- Afterschool Care
- Remote Education Resources
- Arts & Humanities Activities



Character Education

- Promotion of EQ Education
- EQ Volunteer Training Courses



Environment

- Sustainability Lectures
- Lecturer Training & Development
- Beach Cleaning Activities





Thank you