



Farcent Enterprise Co., Ltd

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.



Agenda



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



Important Milestones

- 1983年 Establishment of "Eutech Enterprise Co., Ltd."
- 1990年 Market launch of dehumidifier brand "Kechaoling"
- 1996年 Market launch of air freshener brand "Quweidashi"
- 1997年 Market launch of cleaning tools brand "Quchenshi"
- 2001年 Farcent listed on Taiwan Stock Market; Establishment of Farcent Thailand
- 2002年 Establishment of Farcent Shanghai Branch
- 2003年 Acquired household cleaning brand "JieShuang"
- 2007年 Obtained sole distribution rights for World Kitchen LLC
- 2010年 Establishment of Farcent Malaysia;
Establishment of SuZhou Environmental Tech Inc.
- 2014年 Acquired majority shareholding of Dikai International Enterprise Co., Ltd.
- 2017年 Establishment of Farcent Vietnam
- 2018年 Issuance of unsecured convertible bonds; Market capitalization NT\$632MM



Company Global Footprint



China

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

Taiwan

- HQ
- New YangMei Plant

Vietnam

- Sales Office
- OEM Plant

Thailand

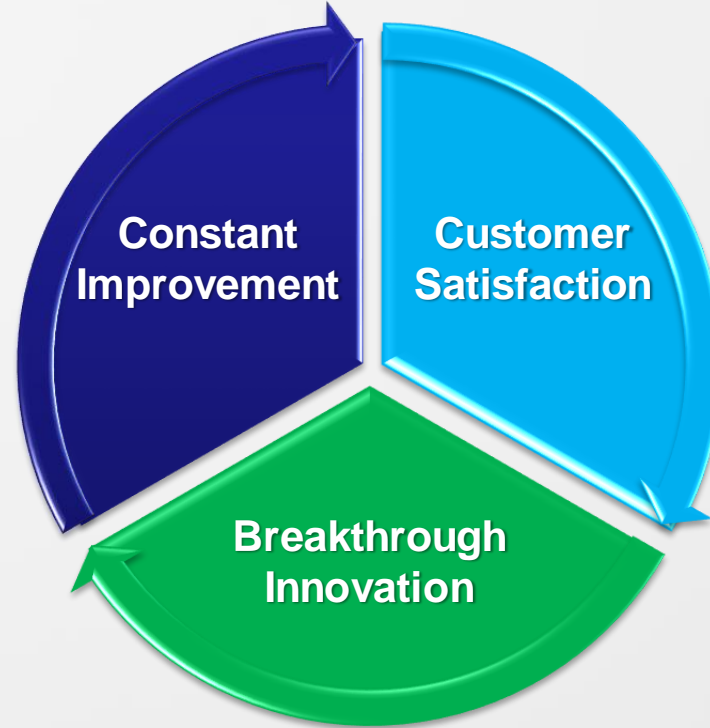
- Sales Office
- Manufacture Plant

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



| Corelle
| Brands



Air Freshener Series

Sachets



Gel



Liquid



Spray



Dehumidifier Series

Disposable Bucket Series



Bucket

Re-usable Bucket Series



Bucket

Re-usable Box Series



Box

Hanger Series



Hanger

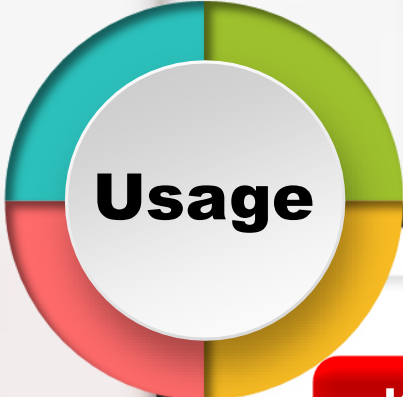
Odor Elimination Series



Shoes



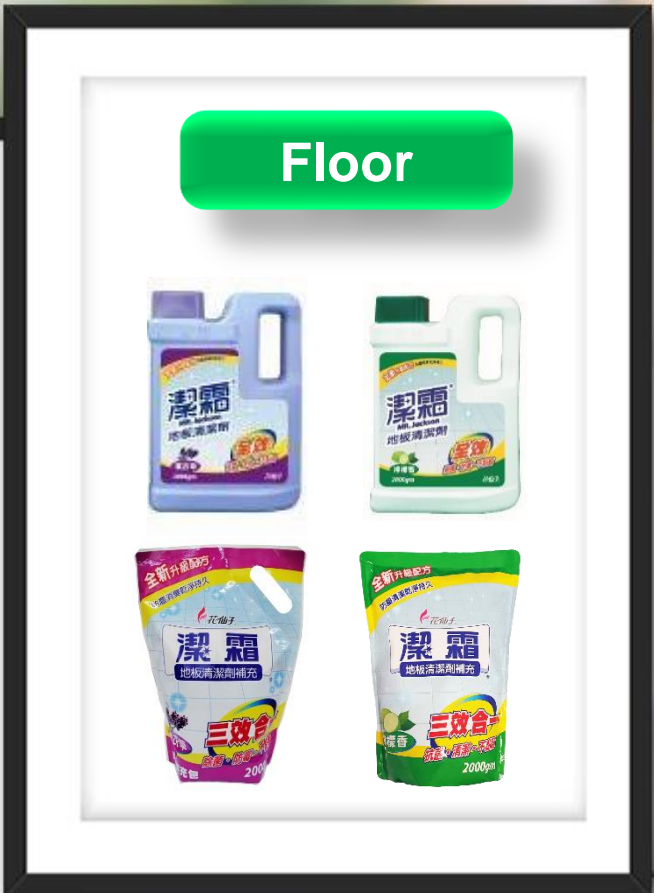
Household Detergent Series



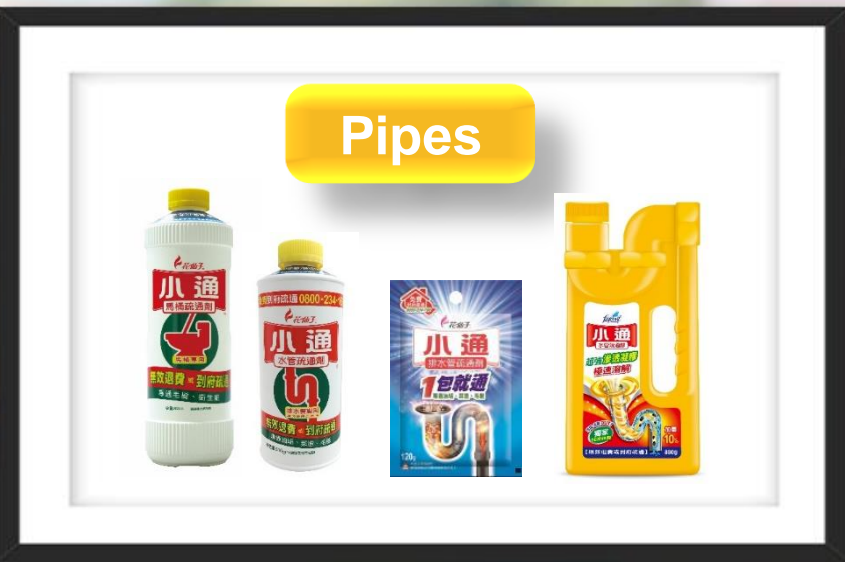
Kitchen



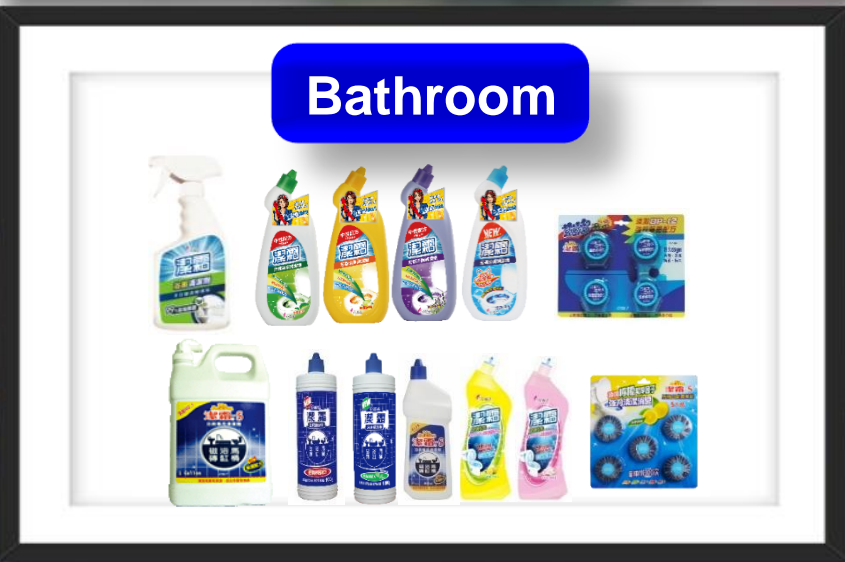
Floor



Pipes



Bathroom





Natural Detergent Series

Dish Detergent



500g

1000g



700g

Laundry



2000g



1500g

Floor



2000g

Washing Machine



250g x 3



Household Cleaning Tools Series

Trash Bags



Scouring Pad



Cloth



Spin Mop



Dry/Wet Mops



Sponge Mops



Microfiber Floor Mop



EVA Broom



Duster



Lint Remover





Spin Mop Series

新品系列彩盒_布盤2入



新品系列彩盒_布盤1入



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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



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Market Leader In Taiwan

Market leader in 7 household categories:

Category	Position	Market Share*
Dehumidifiers	#1	82%
Air Fresheners	#1	57%
Dry + Wet Wipes/Mop	#1	68%
Spin Mop	#1	74%
Lint Remover	#1	30%
In-Tank Blocks	#1	36%
Toilet Detergents	#1	36%

*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



Agenda



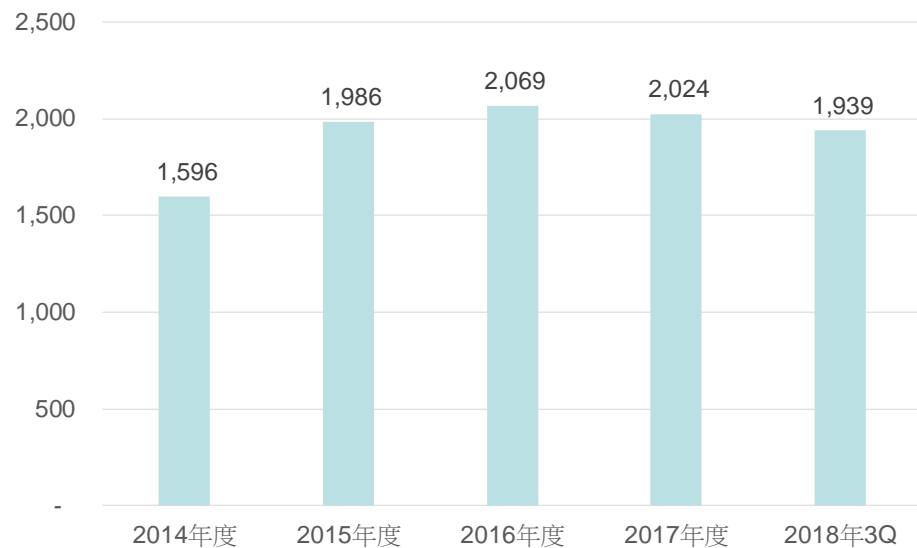
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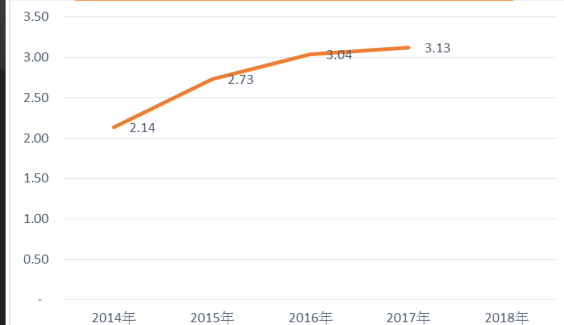
Overall Business Performance

Net Revenue

Units: Million TWD



EPS (TWD)



Highest Share Price (TWD)



Overall Net Revenue Distribution



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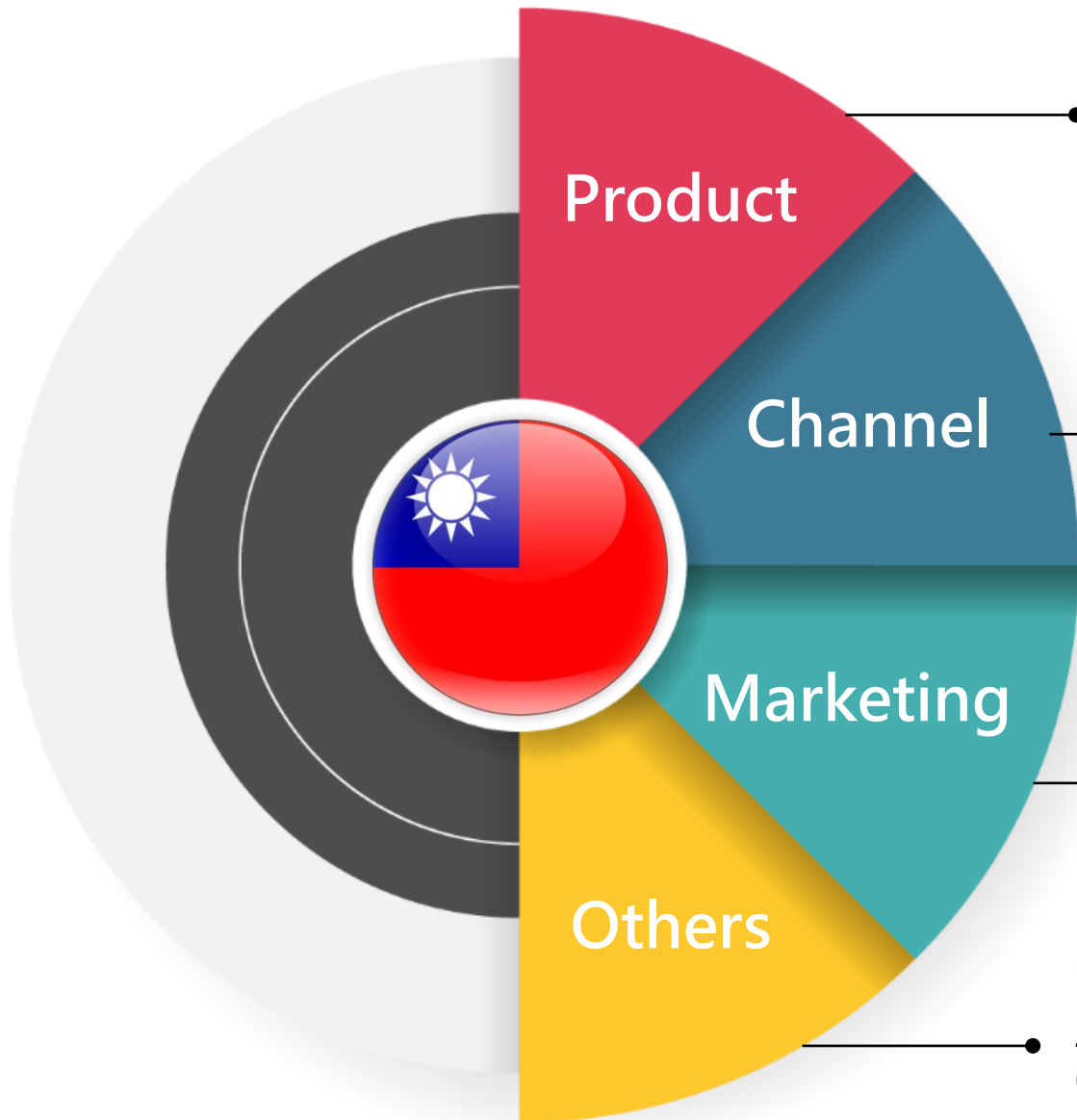


Future Strategic Direction



Leading Regional FMCG Company
Brand Equity Building & Rejuvenation

Taiwan – Product Line Extension & Brand Building



- 1. Extend high end perfume series
- 2. Enter new product categories
- 3. Extend eco-friendly product line
- 4. Product package upgrade



- 1. Strengthen gift channel
- 2. Optimize EC channel
- 3. D2C Strategy

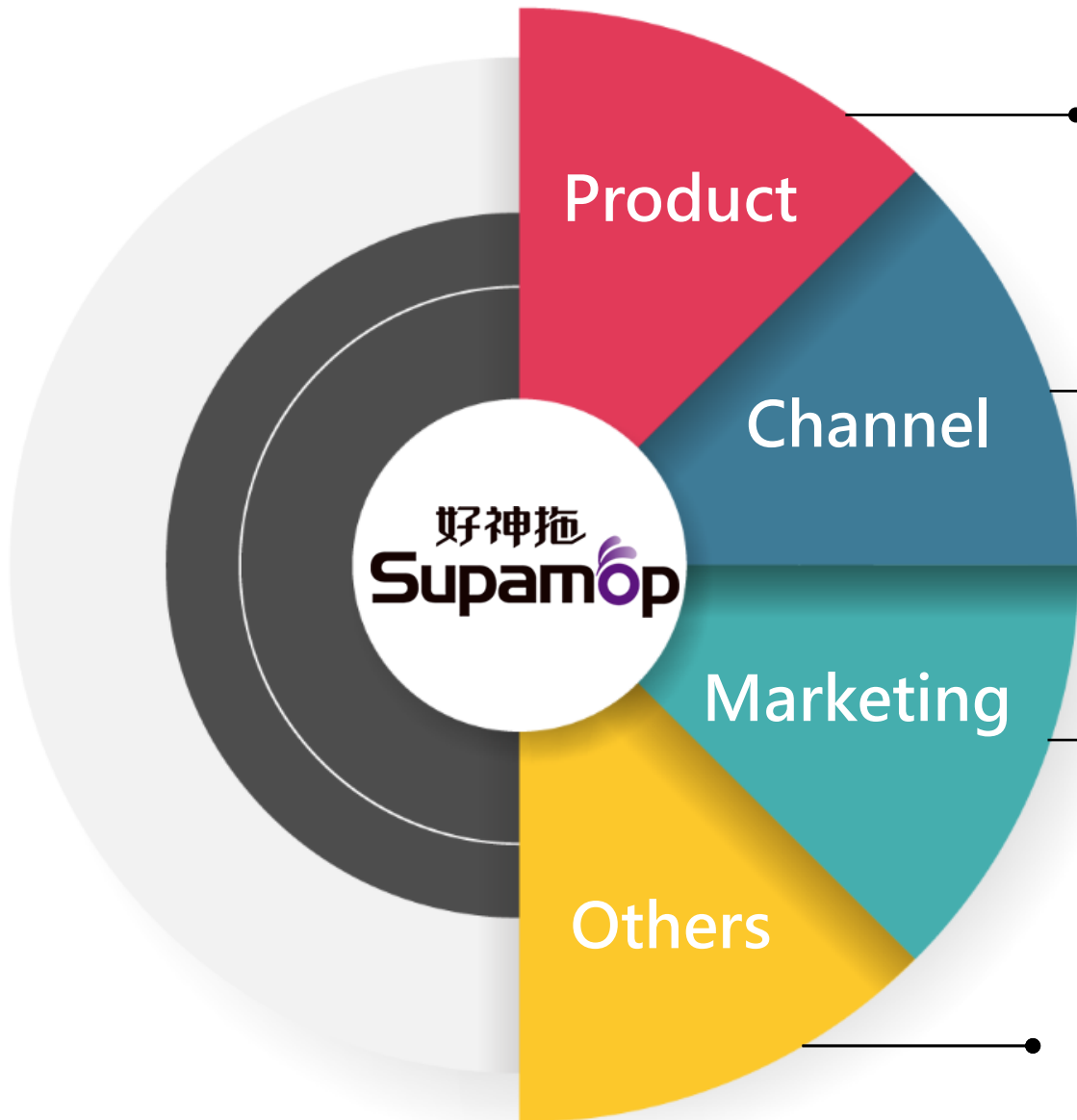


- 1. Dynamic brand building
- 2. Digital marketing and customer data utilization
- 3. Strengthen endcap marketing display



- 1. Organization re-structuring
- 2. Customer loyalty programs (Agency Business)

Dikai - Product Innovation & Brand Rejuvenation



- 1. Innovative floor mop products
- 2. Limited Editions

- 1. Increase EC Investment
- 2. Further Retail Channel Expansion

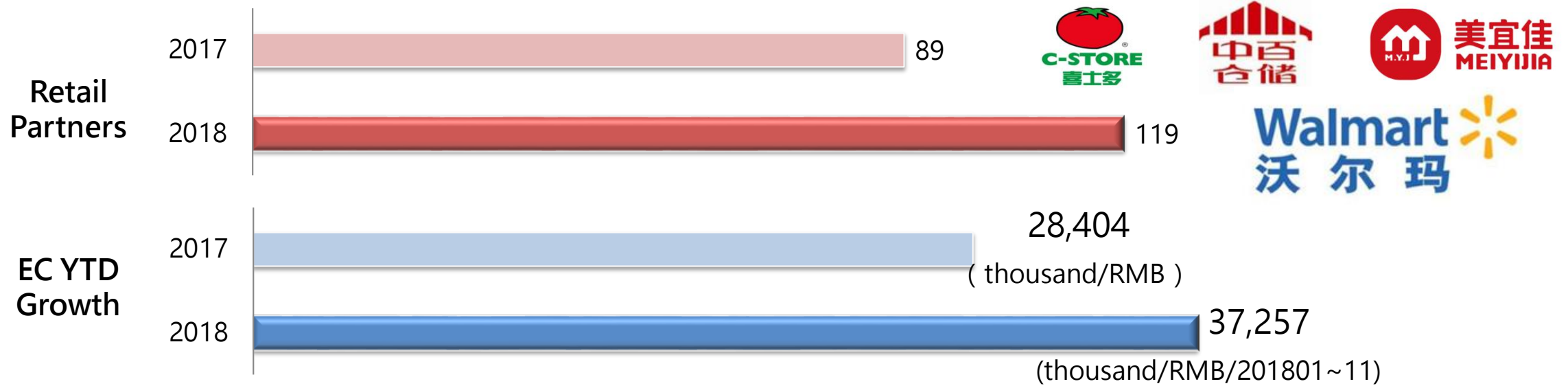
- 1. Brand equity building & rejuvenation
- 2. Seasonal PR topics
- 3. Strengthen Endcap Display

- 1. Cross-promotion
- 2. Industry-Academic Collaboration
- 3. OEM sourcing





China Market Performance



Tmall 1111 Growth

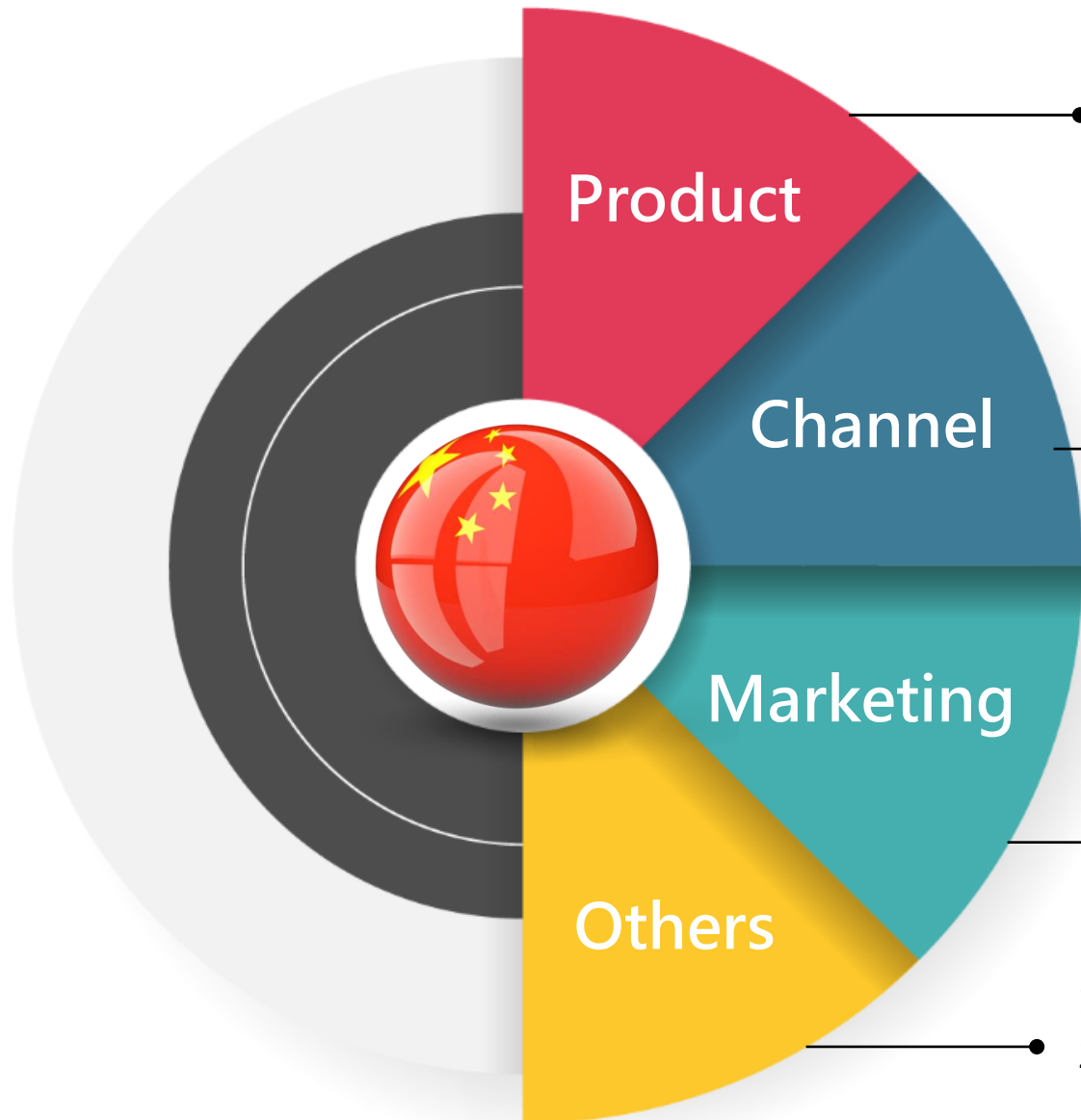
2017
2018



↑ +32%



China - Network Growth & Product Portfolio Expansion



Product

1. Product packaging upgrade
2. Expand mop series
3. Upgrade air care product portfolio



Channel

1. EC: Increase market share with sub-brand
2. Retail: Network expansion; Wholesalers & Key Accounts
3. Gift channel expansion; Cross-promotion opportunities



Marketing

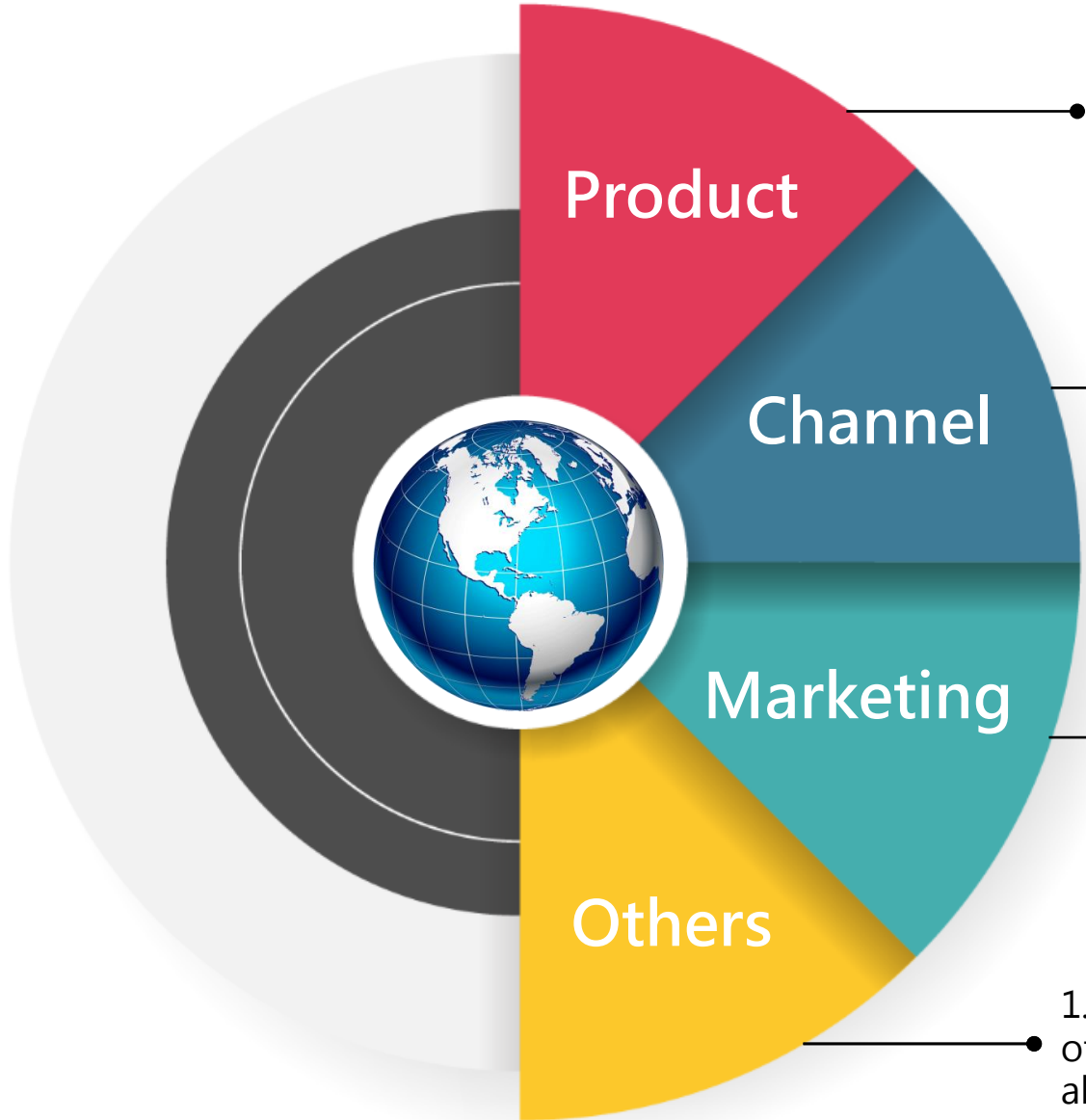
1. ATL: Social media management and exposure
2. BTL: Business and school district activities



Others

1. Optimize organization structure
2. Optimize process & guidelines

Original Equipment Manufacture - R&D & Manufacture Efficiency



- 1. product differentiation
- 2. ODM



- 1. Strengthen EC presence; digitalization
- 2. Aggressive new customer acquisition



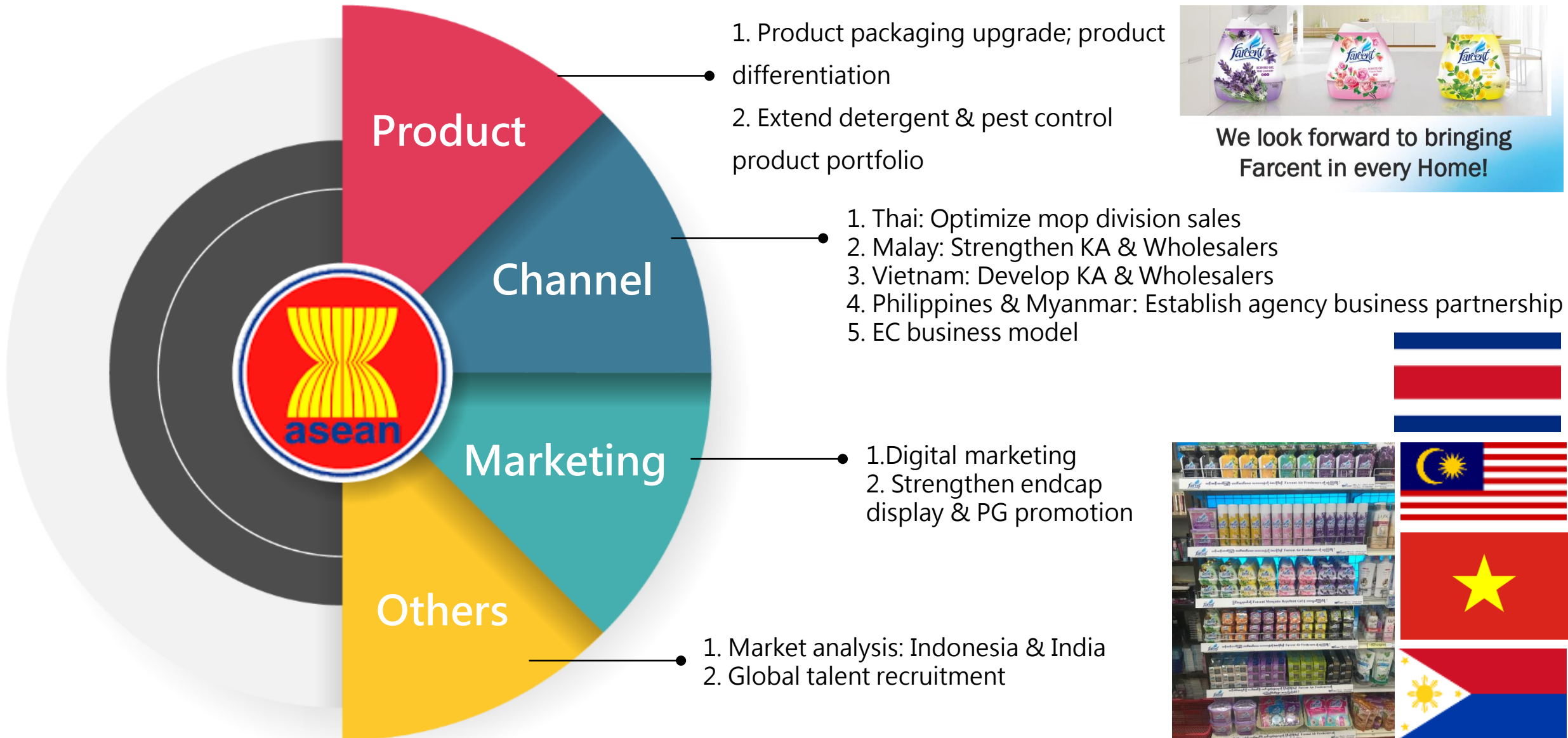
- 1. Customer relationship management
- 2. Investment in PPC & SEO



- 1. Strategic partnership with other OEMs (regional alliances)



South East Asia - Retail Channel Expansion & Product Portfolio Localization



Thank
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