



家的大小事  
一輩子都是特力的事!



Test Rite Group 特力集團

May 2011

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# 1Q11A and 2010 Revenue by BU



## Test Rite International Co., Ltd. (2908)

(NT\$ '000)	1Q11*	1Q10	YoY% chg	2010	2009	YoY% chg
Trading^	3,443,565	2,827,852	21.8%	11,513,995	10,627,889	8.3%
Retail - TLW	4,170,084	3,947,677	5.6%	15,041,282	13,531,982	11.2%
Retail – HOLA China (RMB '000)	198,013	154,644	28.0%	639,816	466,300	37.2%
Retail Group**	5,184,593	4,743,246	9.3%	18,526,884	15,906,824	16.5%
Tong Lung Metal	754,690	718,887	5.0%	3,071,813	2,358,875	30.2%

<sup>^</sup> According to Taiwan GAAP, revenue for Agency business is based on commission revenue.

<sup>\*\*</sup> Including sales of Mango and WW China in HOLA China revenue. Retail group sales include TLW, HOLA China, Life 1 Plaza and TLW Service.

# Test Rite Group Strategy to 2014



<b>Vision 願景:</b>	<b>To form a globally integrated enterprise</b> 構築一個全球性整合的企業集團
<b>Goals 終極目標:</b>	<b>Sustainable business growth 業務持續成長</b> <b>Corporate governance 公司治理</b>
<b>Strategy 策略:</b>	<b>Growth through Innovation &amp; Integration</b> 透過創新與整合保持成長
<b>Objectives 目標:</b>	<b>Double group revenue in 5 years</b> 五年倍數成長 <b>Integrate operation</b> 集團整合
<b>Culture 文化:</b>	<b>High Performance 高績效</b> <b>Customer focus 顧客導向</b> <b>Sales oriented 銷售導向</b>

# Test Rite Group Outlook



## Outlook and Opportunities

- Trading
  - US and EU economy's sustained recovery
  - New program wins for principal trading and rising agency shipments
  - Brand licensing opportunities for Taiwan and China
- Retail
  - New store additions in China and Taiwan in 2011
    - China: +4 to 6 stores
    - Taiwan: +1 to 2 each for TLW and HOLA TW
  - New Business – TLW Plus and TLW好幫手(HISU, Home Improvement Service)
    - 5 new TLW Plus planned in 2011 (2 already opened before end of 1Q11)



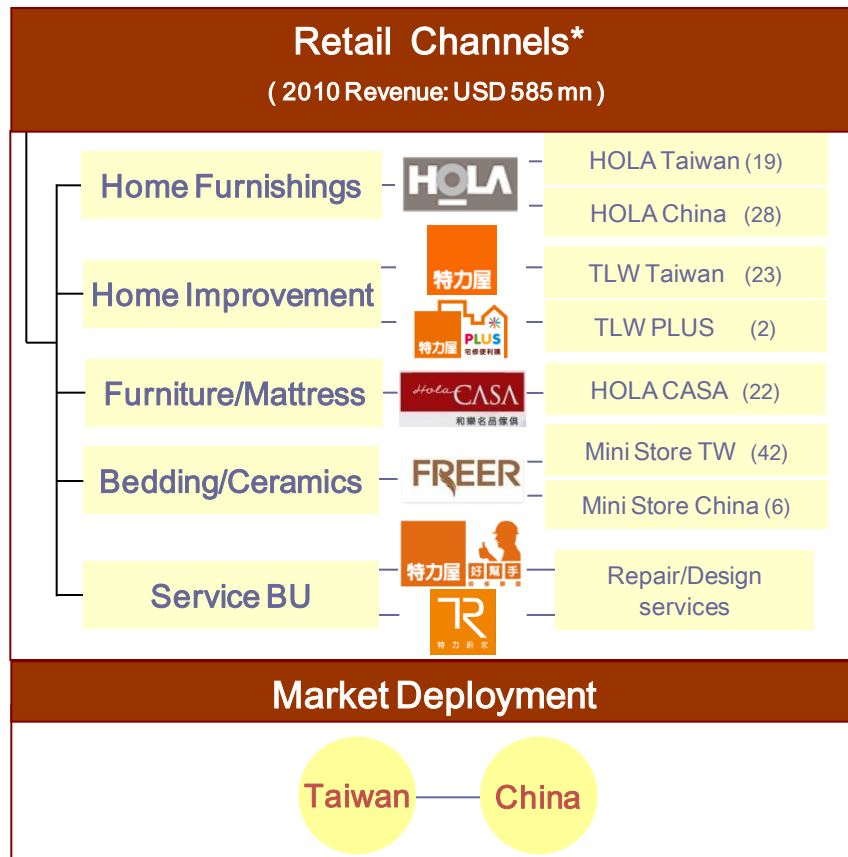
# Test Rite Group Outlook



## Potential Risks

- Strong NT dollar creates a challenging environment
- Volatile raw material prices is a possible risk for both trading and manufacturing BUs.
- Inflationary pressure in China impacts product margins as well as operating costs

# Group Structure\*



\* Store numbers updated as of early May 2011

# Test Rite Group Milestone



- 1978-91** Establishment and Growth
- 1988-00** “Best Supplier Award from Wal-Mart”
- 1993** Test Rite IPO (2908TT) – Taiwan Stock Exchange
- 1996-98** Launch of Retail Business  
B&Q 特力屋 Taiwan 50-50 JV with Kingfisher  
HOLA – “House of Living Art”
- 2000** Packing facilities established in Shanghai and Shenzhen
- 2001** Named “The Best 200 Small Companies” by Forbes
- 2004** Retail: Inception of HOLA China
- 2006** HOLA (2921TT) IPO –Taiwan OTC Exchange  
Acquisition of Tong-Lung Metal (OTC listed 8705 TT)
- 2007** Nei-Hu HQ Building Sale-and-Leaseback  
Purchase of Kingfisher’s 50% joint venture stake of TLW Taiwan (US\$100mn)
- 2009** 4-in-1 Merger of Taiwan Retail channels: TLW (DIY), HOLA, Freer, and HOLA Casa.
- 2010** Accelerate pace of store openings of HOLA China  
Canceled 14.8mn treasury shares





# TRADING SECTOR TESTRITE

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# Global Worldwide Network



(with local service 26 offices in 16 countries)



## Growth driver

- ❑ Agency biz (Michaels, AutoZone, Tractor Supply, AAFES, Topco, Spotlight and Orchard Supply)
- ❑ Principal trading acquire new customers/products thru global sourcing platform
- ❑ Brand licensing opportunities for Greater China markets (ex. Bissell, Jiou Young, Stanley etc).

# Trading Overview – Full Year 2010



- Revenue for 2010 reached NT\$ 11.51 bn in 2010, up 8.3% YoY. Total shipments up 13.9% YoY to approximately NT\$ 14 bn.
- Principal trading shipments totaled NT\$ 11.4 bn, up 8.1% YoY, and accounted for 81.5% of total shipments.
- Shipment of agency business accounted for 18.5% of total shipments

## Trading business' monthly sales

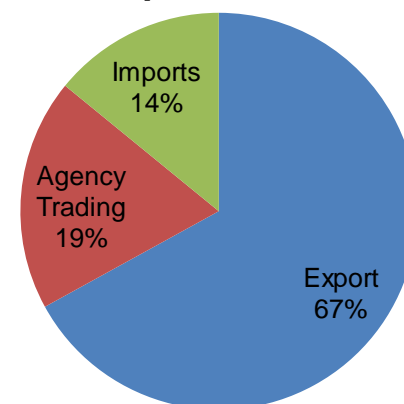
Revenue (NT\$ '000)	2010*	2009	YoY % chg
Accumulated Revenue	11,513,995	10,627,889	8.3%

*^ According to Taiwan GAAP, revenue for Agency business is based on commission revenue.*

## Shipments value breakdown by segment for Dec and full year 2010

Shipment Value (NT\$ '000)	2010*	2009A	YoY % chg
Accumulated shipments - Principal	11,400,132	10,542,713	8.1%
Accumulated shipments - Agency	2,586,475	1,732,618	49.3%
Accumulated shipments	13,986,607	12,275,331	13.9%

## 2010 Shipment Breakdown



# Trading Overview – 1Q2011



- Revenue reached NT\$ 3.36 bn in 1Q11, up 22.2% YoY. Total shipments was up 22.7% YoY to NT\$3.91 bn.
- 1Q11 principal trading totaled NT\$ 3.36 bn, up 21.3% YoY, and accounted for 86.1% of total shipments.
- Shipment of agency business accounted for 13.9% of total shipments

## Trading business' sales

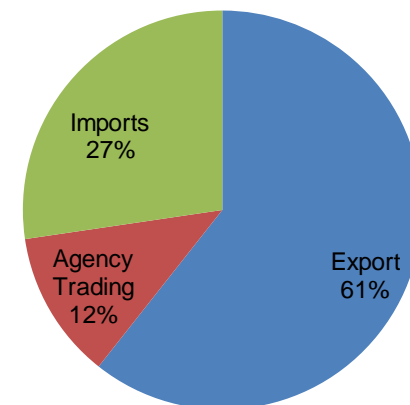
Revenue (NT\$ '000)	2011*	2010A	YoY % chg
Mar Trading Revenue^	1,234,307	933,603	32.2%
1Q Trading Revenue^	3,362,617	2,752,308	22.2%

^ According to Taiwan GAAP, revenue for Agency business is based on commission revenue.

## Shipments value breakdown by segment for Mar and 1Q2011

Shipment Value (NT\$ '000)	2011*	2010A	YoY % chg
1Q11 Principal trading	3,364,615	2,773,312	21.3%
1Q11 Principal Export	2,738,770	2,310,842	18.5%
1Q11 Principal Import	625,845	462,470	35.3%
1Q11 Agency business	543,015	410,492	32.3%
Mar Total shipments	1,434,095	1,059,627	35.3%
1Q11 Total shipments	3,907,630	3,183,804	22.7%

## 1Q11 Shipment Breakdown





超大型家居生活館  
HOME FURNISHING STORE

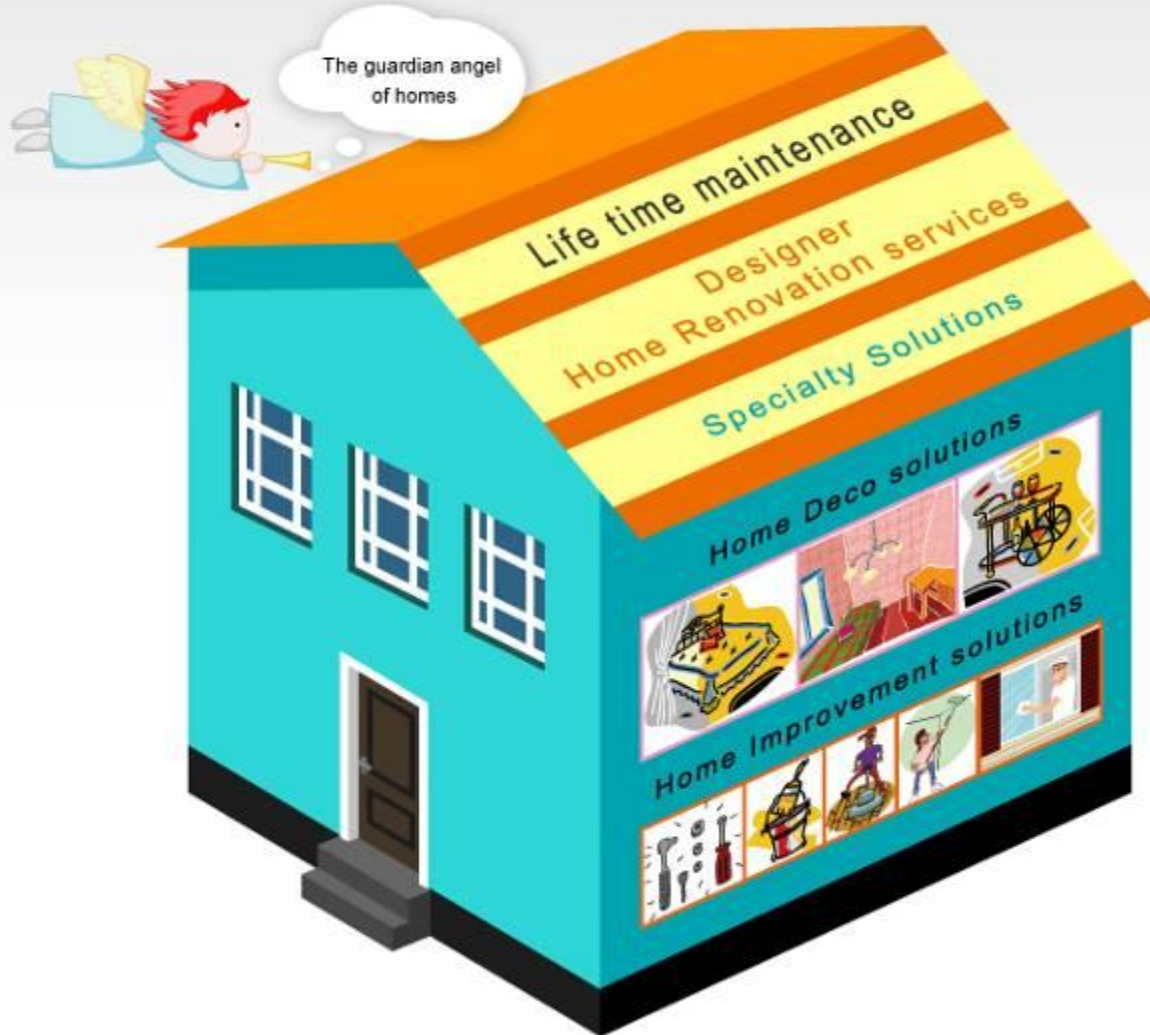
# RETAIL SECTOR

Test Rite Group 特力集團

# Brand values for Test Rite Retail Business Group



Making all customers' home related items a lifelong business for Test Rite Retail

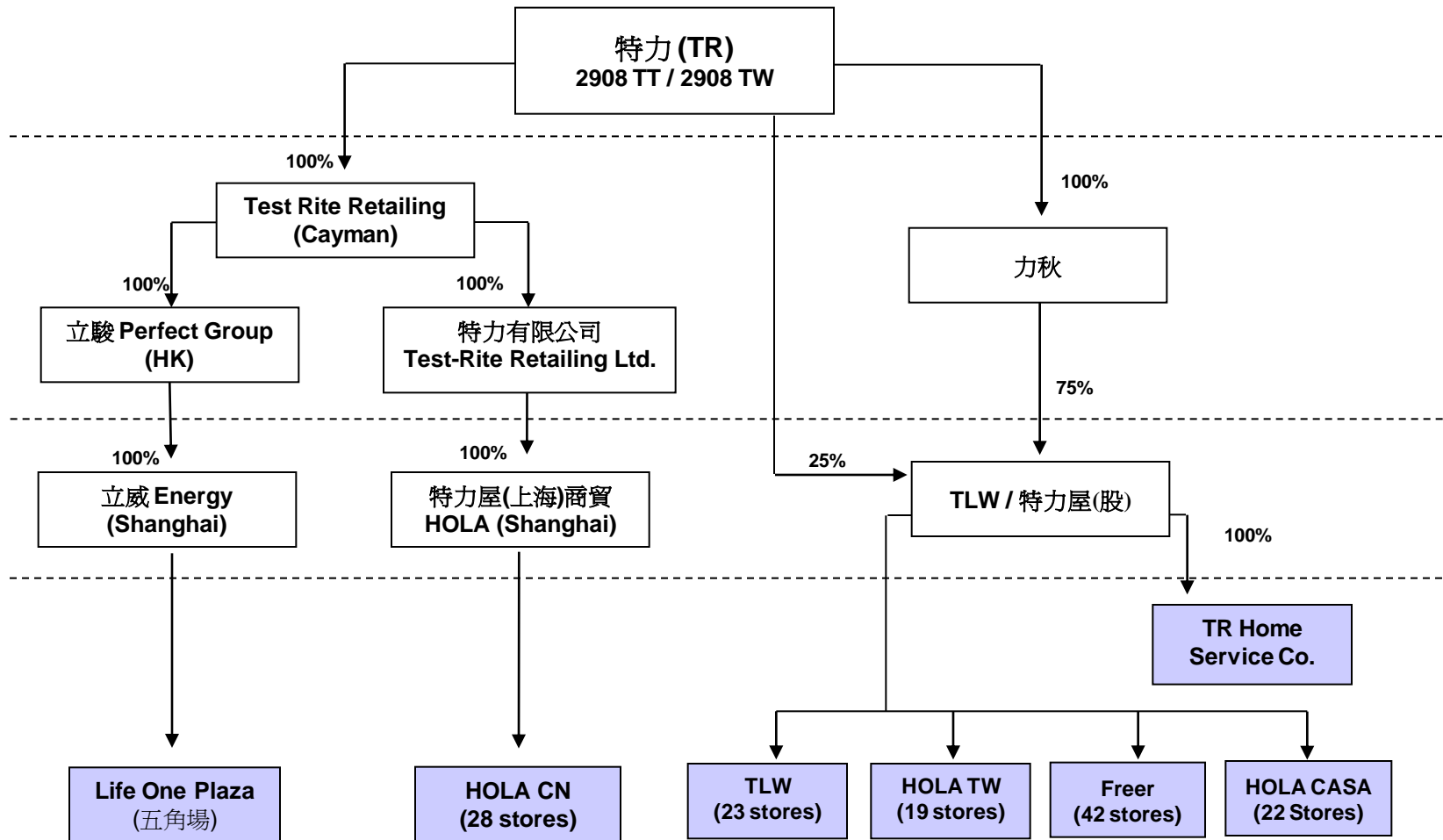


Affordable Indulgence

Value for Money



# Holding structure of TR Retail Group



Store # are as of early May 2011.  Designate Retail Sales Channels

TLW (Formerly B&Q TW) made a tender offer of HOLA TW common shares in June 2009. TLW merged HOLA TW, Freer, and HOMY in Oct 2009. And the scheduled date of 4 in 1 merger is Dec. 31, 2009.

# Growth Driver – Retail Group



**Provide consumers the experience of “affordable indulgence”**

- **TLW (特力屋) Taiwan**
  - Enter repair/service market in 2010
  - Transform into a Solution Service Company in the home improvement market
  - Open TLW Plus targeting neighborhood market.
- **HOLA**
  - HOLA Taiwan – opened 4 HOLA stores within various TLW stores to improve overall sales per square meter in 2010. Continue expansion in targeted locations
  - HOLA China – expand 4-6 stores in 2011 (2nd gen. store rollout)

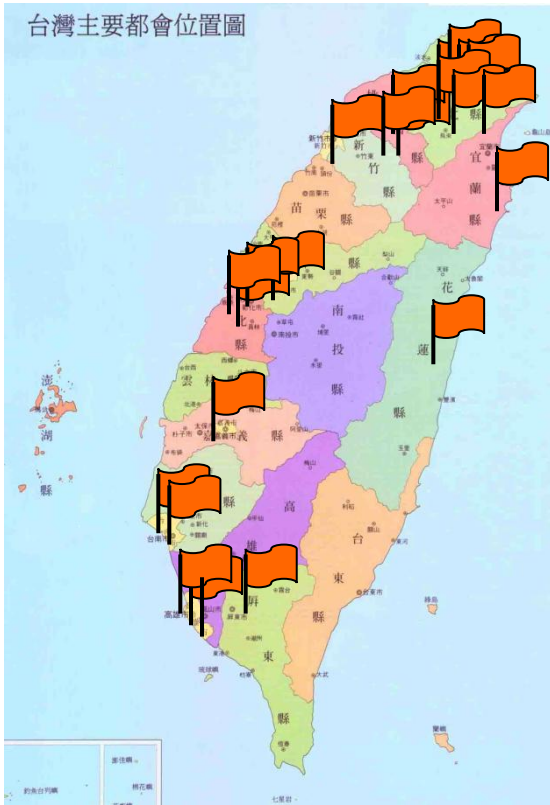
## **Trading/Retail Synergy**

- TLW, HOLA, Freer, HOLA CASA, and HOLA China - integration in terms of merchandizing, marketing, store operations, FIN, HR & IT



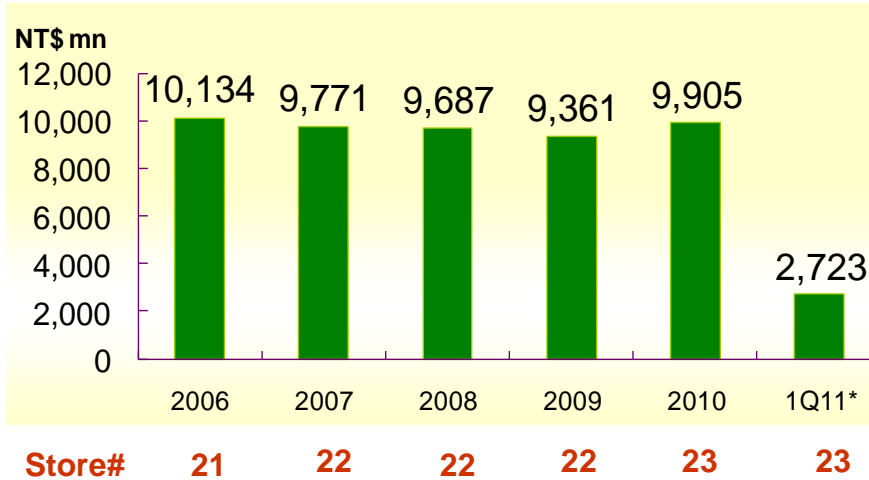


## Store Locations



- Leading DIY player with ~30% market share
- New business opportunities with TLW Plus and TLW 好幫手
- Posted first revenue growth of 5.8% in 2010, GM in 2010 was 34.2%

Net Sales

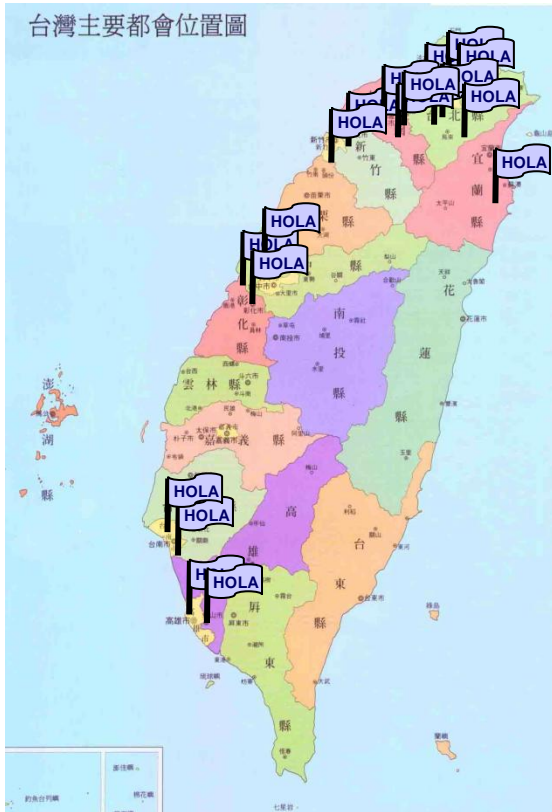




# Hola TW Business update

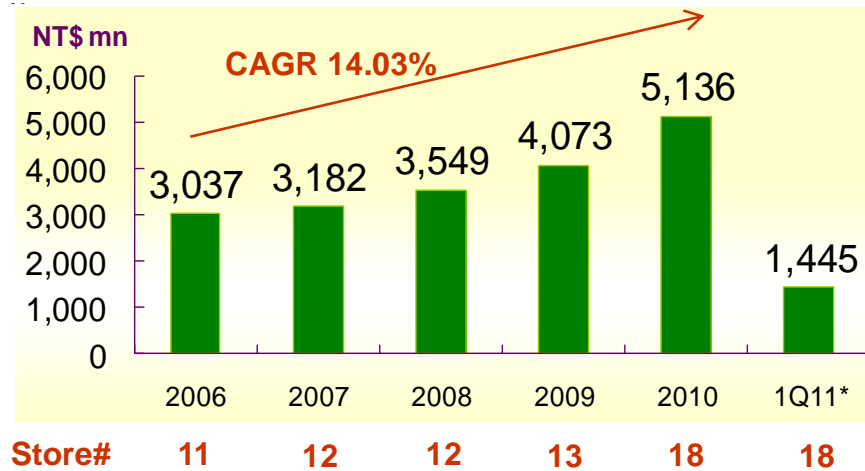


## Store Locations



- No. 1 home décor chain in Taiwan with 19 stores
- Opened 4 stores within existing TLW in 2010
- Revenue growth 06-10 CAGR of 14%; 2010 GM of 38.8%

## Net Sales



# Hola China – Revenue 2006-1Q11

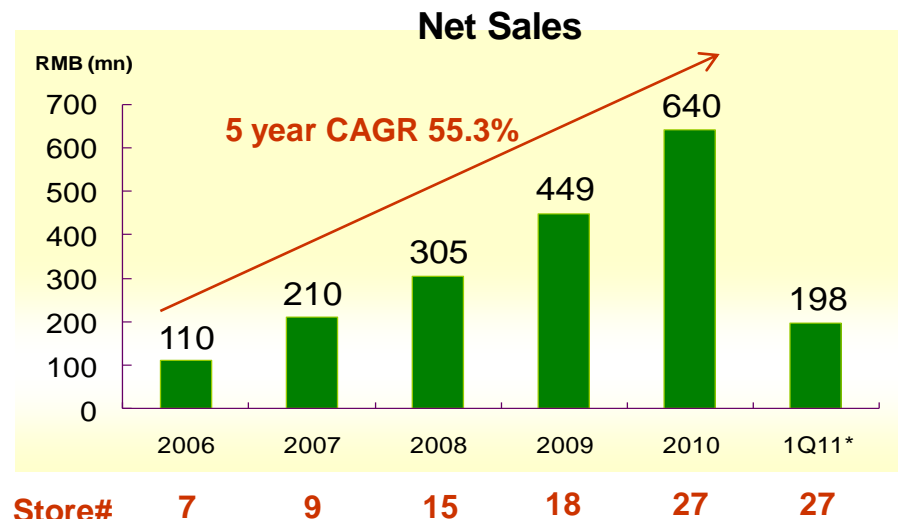


## HOLA China (Private – 100% held by Test-Rite)

**HOLA 特力屋** 超大型家居生活馆  
HOME FURNISHING STORE



- HOLA China has 28 stores as of Apr 2011.
- Revenue for 1Q11 of RMB 198 mn, up 28.1% YoY.
- 1Q11 same store sales up 18% YoY



# Hola China business update



- Total number of stores targeted to reach 50-60 by end of 2014, and develop alternative sales channel.
- Added 1 store in Beijing in 2011 and 9 stores 2010; minimum of 3-5 additional stores planned for 2011;
- Revenue for 2010 totaled RMB 640 mn, up 37.2% YoY, and losses reduced by 25% to NT\$ 208 mn.

# Hola China business update cont'd



- 1Q11 revenue increased 28% YoY to RMB 198 mn. Same store sales was up 18% YoY. .
- 1Q11 loss was down 6.4% YoY to NT\$ 44 mn – 5th consecutive quarter of lower YoY losses
- 16 out of 27 stores were at breakeven in 1Q11; 12 stores out of total 27 were profitable at store level by end of 2010. Hola China turn profitable on a monthly basis for the first time in Dec-09.



HOME

# TEST RITE RECENT FINANCIAL RESULTS

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# Test Rite 2010 Financial Results



## Test Rite International Co., Ltd. (2908) – parent only

### P&L for 2010 & 2009 (parent only)

(NT\$m)	2010	2009	% chg
Turnover	11,514	10,628	8.3%
Gross profit	2,233	1,961	13.9%
Operating profit	222	167	32.9%
Non-operating income/loss	395	(1)	n.a.
Pre-tax profit	617	166	271.7%
Net profit	487	137	255.5%
EPS	1.01	0.31	225.8%
Net profit ex. one time charge	549	137	300.4%
EPS ex. one time charge	1.13	0.31	265.7%
Net profit ex. one time charge & FX	394	(12)	n.a.
EPS ex. one time charge & FX	0.81	(0.03)	n.a.
Gross margin	19.4%	18.5%	
Operating margin	1.9%	1.6%	
Pre tax margin	5.4%	1.6%	
Net profit margin	4.2%	1.3%	

### Breakdown of Non-operating income (loss)

(NT\$m)	2010	2009	% chg
Trading Subsidiaries	(166)	(261)	-36.4%
Retail Subsidiaries			
- TLW	477	327	45.9%
- Hola China	(208)	(277)	-24.9%
- Life 1 Plaza	(78)	(166)	-53.0%
Subtotal: Retail Subsidiaries	191	(116)	n.a.
Tong Lung Metal	135	132	2.3%
Other LT Investments	152	76	100.0%
FX Gain/(Loss)	155	149	4.0%
Interest net amount	(69)	(73)	-5.5%
Others	(3)	92	-103.3%
Subtotal of Non-Operating income / loss	395	(1)	n.a.

# Test Rite 2010 Financial Results



## Test Rite International Co., Ltd. (2908) – parent only

### B/S (Parent only) 2010 and 2009

(NT\$ mn)	2010	2009	%chg
Cash & Equivalents	237	298	-20.6%
Current Assets	3,586	3,624	-1.1%
Net PP&E	609	623	-2.2%
L/T Investments	9,641	8,924	8.0%
Total Assets	14,582	13,993	4.2%
S/T Debts	0	233	-100.0%
Current Liability	1,574	1,761	-10.6%
L/T Debts	4,820	3,967	21.5%
Total Liabilities	8,242	7,958	3.6%
Shareholders Equities	6,340	6,035	5.0%
Current Ratio (%)	228%	206%	
Net Debt/Equity (%)	72%	65%	
Total Liab/Assets (%)	57%	57%	

### C/F (Parent only) of 2010 and 2009

(NT\$ mn)	2010	2009	% chg
Operating CF	312	561	-44.4%
Investment CF	(1,017)	(197)	417.0%
Financing CF	644	(521)	n.a.
Net Cash Flow	(61)	(156)	-60.6%
Cash at beg. Year	298	454	-34.4%
Cash at end Year	237	298	-20.6%



# Test Rite 2010 Financial Results



## Test Rite International Co., Ltd. (2908) - Consolidated

### Consolidated P&L for 2010 & 2009

(NT\$m)	2010	2009	% chg
Turnover	32,608	29,048	12.3%
Gross profit	9,685	8,340	16.1%
Operating profit	871	406	114.6%
Non-operating income/loss	1	(19)	n.a.
Pre-tax profit	872	387	125.2%
Net profit	620	233	165.7%
Less: minority shareholders	133	97	38.0%
Net profit for Test Rite	487	137	255.9%
EPS (NT\$)	1.01	0.31	225.8%
Gross margin	29.7%	28.7%	
Operating margin	2.7%	1.4%	
Pre tax margin	2.7%	1.3%	
Net profit margin	1.9%	0.8%	

### Consolidated B/S for 2010 & 2009

(NT\$ mn)	2010	2009	%chg
Cash & Equivalents	1,111	1,320	-15.8%
Current Assets	9,877	8,968	10.1%
Net PP&E	6,408	6,205	3.3%
L/T Investments	210	221	-5.0%
Total Assets	23,171	22,222	4.3%
S/T Debts	2,881	3,351	-14.0%
Current Liability	8,580	8,464	1.4%
L/T Debts	5,988	5,349	11.9%
Total Liabilities	16,438	15,775	4.2%
Shareholders Equities	6,734	6,447	4.4%
Current Ratio (%)	115%	106%	
Net Debt/Equity (%)	115%	114%	
Total Liab/Assets (%)	71%	71%	

# Test Rite 1Q11 Financial Results



## Test Rite International Co., Ltd. (2908) – parent only

### P&L for 1Q11 & 1Q10 (parent only)

(NT\$m)	1Q11	1Q10	% chg
Turnover	3,444	2,828	21.8%
Gross profit	641	559	14.7%
Operating profit	45	48	-6.3%
Non-operating income/loss	224	224	0.0%
Pre-tax profit	269	272	-1.1%
Net profit	258	242	6.6%
EPS	0.51	0.50	2.0%
Net profit ex. one time charge	312	242	29.0%
EPS ex. one time charge	0.62	0.50	23.1%
Net profit ex. one time charge & FX	251	152	65.3%
EPS ex. one time charge & FX	0.50	0.31	57.6%
Gross margin	18.6%	19.8%	
Operating margin	1.3%	1.7%	
Pre tax margin	7.8%	9.6%	
Net profit margin	7.5%	8.6%	

### Breakdown of Non-operating income (loss)

(NT\$m)	1Q11	1Q10	YoY % chg
Trading Subsidiaries	(40)	(47)	-14.9%
Retail Subsidiaries			
- TLW	233	230	1.3%
- Hola China	(44)	(47)	-6.4%
- Life 1 Plaza	(9)	(32)	-71.9%
Subtotal: Retail Subsidiaries	180	151	19.2%
Tong Lung Metal	21	24	-12.5%
Other LT Investments	43	13	230.8%
FX Gain/(Loss)	61	90	-32.2%
Interest net amount	(17)	(17)	0.0%
Others	(24)	10	-340.0%
Subtotal of Non-Operating income / loss	224	224	0.0%

# Test Rite 1Q11 Financial Results



## Test Rite International Co., Ltd. (2908) – parent only

### B/S (Parent only) 1Q11 and 1Q10

(NT\$ mn)	1Q11	1Q10	%chg
Cash & Equivalents	173	116	49.4%
Current Assets	4,504	3,755	20.0%
Net PP&E	608	617	-1.4%
L/T Investments	9,860	9,338	5.6%
Total Assets	15,701	14,541	8.0%
S/T Debts	206	683	-69.9%
Current Liability	2,107	2,246	-6.2%
L/T Debts	4,653	3,908	19.1%
Total Liabilities	8,561	8,250	3.8%
Shareholders Equities	7,140	6,291	13.5%
Current Ratio (%)	214%	167%	
Net Debt/Equity (%)	66%	71%	
Total Liab/Assets (%)	55%	57%	

### C/F (Parent only) of 1Q11 and 1Q10

(NT\$ mn)	1Q11	1Q10	%chg
Operating CF	(571)	(200)	185.4%
Investment CF	(16)	(373)	-95.7%
Financing CF	524	391	33.8%
Net Cash Flow	(64)	(182)	-65.1%
Cash at beg. Year	237	298	-20.6%
Cash at end Year	173	116	49.4%



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一輩子都是特力的事!

Thank you!



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