



家的大小事  
一輩子都是特力的事!



# Test Rite Group 特力集團

# Legal Disclaimer



- The information contained in this presentation, including all forward-looking statements, is subject to change without notice, whether as a result of new information, future events or otherwise, and Test-Rite Int'l Ltd. (the “Company”) undertakes no obligation to update or revise the information contained in this presentation.
- Actual results may differ materially from those expressed or implied in these forward-looking statements and no representation or warranty, either expressed or implied, is provided in relation to the accuracy, completeness or reliability of the information contained herein, nor is the information intended to be a complete statement of the Company, markets or developments referred to in this presentation.
- Beginning on January 1, 2013, the Company has adopted International Financial Reporting Standards (IFRS) as issued by International Accounting Standards Board and endorsed by ROC Financial Supervisory Commission (FSC). Reporting for our annual and interim consolidated financial statements follow Taiwan IFRS requirements, however, given that there exist material differences between Taiwan IFRS and generally accepted accounting principle in the Republic of China (ROC GAAP), selected comparison of financial results in 2013 may have material differences versus previously released financial information under ROC GAAP.

# Agenda



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# FINANCIAL HIGHLIGHT IN 2Q15/1H15 TESTRITE

Test Rite Group 特力集團

# Financial Highlights 2Q15/1H15



## Consolidated P&L for 2Q15 & 1H15 (IFRS Based)

| (NT\$ mn)                                       | 2Q14           | 2Q15           | YoY%         | 1H14            | 1H15            | YoY%         |
|-------------------------------------------------|----------------|----------------|--------------|-----------------|-----------------|--------------|
| <b>Turnover</b>                                 | <b>8,877.1</b> | <b>8,967.5</b> | <b>1.0%</b>  | <b>17,929.6</b> | <b>18,623.3</b> | <b>3.9%</b>  |
| Gross profit                                    | 2,520.8        | 2,712.0        | 7.6%         | 5,204.2         | 5,741.8         | 10.3%        |
| Gross margin %                                  | 28.4%          | 30.2%          |              | 29.0%           | 30.8%           |              |
| EBITDA                                          | 346.6          | 348.3          | 0.5%         | 889.5           | 928.2           | 4.4%         |
| EBITDA margin %                                 | 3.9%           | 3.9%           |              | 5.0%            | 5.0%            |              |
| Operating profit                                | 138.8          | 161.8          | 16.5%        | 474.2           | 540.3           | 14.0%        |
| Operating margin %                              | 1.6%           | 1.8%           |              | 2.6%            | 2.9%            |              |
| Non-operating income/loss                       | 8.0            | 4.6            | -42.7%       | -3.9            | 15.4            | NA           |
| Pre-tax profit                                  | 146.9          | 166.4          | 13.3%        | 470.3           | 555.7           | 18.2%        |
| Net profit                                      | 108.3          | 110.0          | 1.5%         | 385.7           | 419.8           | 8.8%         |
| Other comprehensive income                      | -13.9          | 3.8            | NA           | -5.5            | -58.4           | 971.5%       |
| Total net profit                                | 94.5           | 113.7          | 20.4%        | 380.3           | 361.3           | -5.0%        |
| <b>Net profit attribute to TRIC</b>             | <b>103.1</b>   | <b>109.9</b>   | <b>6.6%</b>  | <b>374.6</b>    | <b>419.8</b>    | <b>12.1%</b> |
| <b>Recurring Net profit attribute to TRIC *</b> | <b>97.6</b>    | <b>89.0</b>    | <b>-8.9%</b> | <b>362.6</b>    | <b>372.6</b>    | <b>2.8%</b>  |
| Basic EPS(attributed to TRIC)(NT\$)             | 0.21           | 0.22           | 5.5%         | 0.76            | 0.83            | 9.8%         |
| Recurring Fully-diluted EPS (Aft-tax)*          | 0.19           | 0.17           | -8.9%        | 0.69            | 0.72            | 4.4%         |

- 2Q15 sales increased 3.9%YoY
- 2Q15 gross profit increased 7.6%YoY, and gross margin improved 1.8ppt to 30.2%
- 2Q15 EBITDA increased 0.5%YoY, and EBITDA margin was flat
- Operating profit increased 16.5%YoY, and operating margin improved 0.2ppt to 1.8%
- Recurring profit was NT\$ 89.0 mn in 2Q15, a decrease of 8.9%

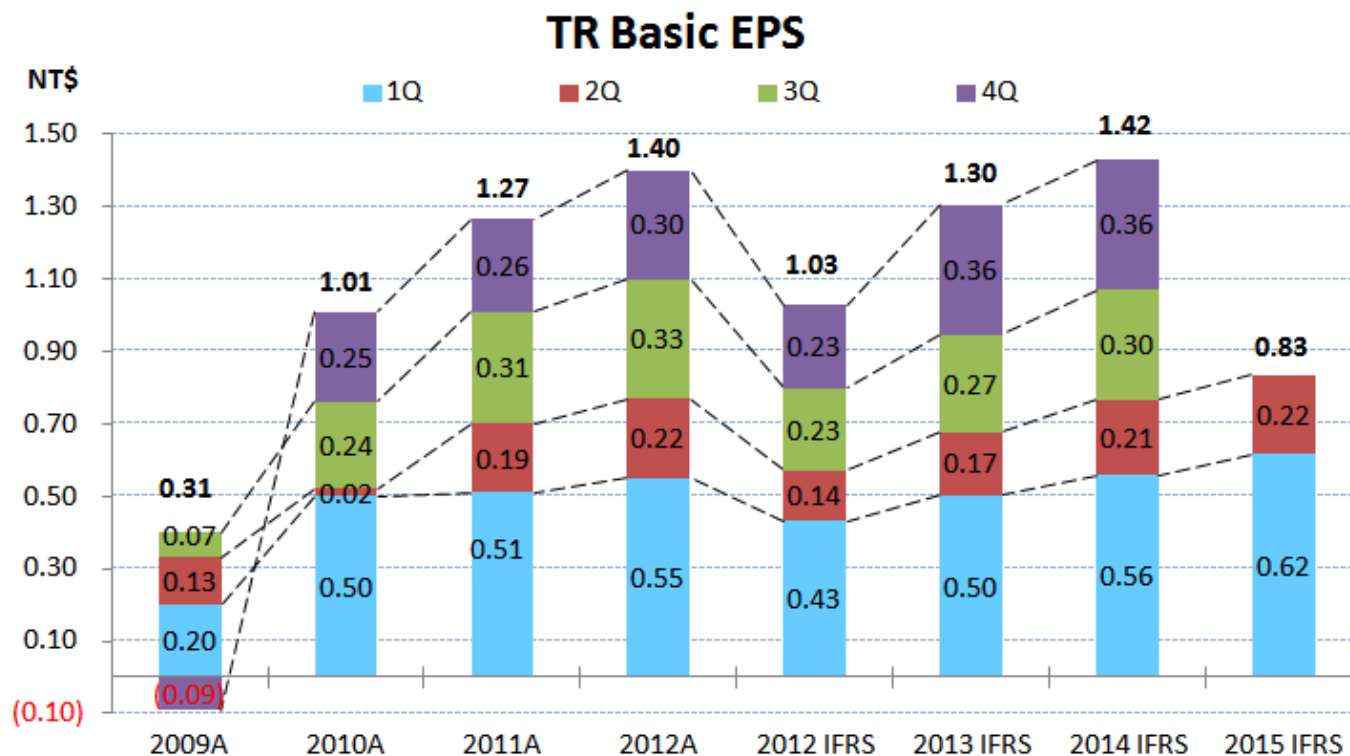
\* Recurring net profit exclude FOREX and one-time expense. FOREX contribution for 2Q15 and 2Q14 was NT\$ 24.2 mn and NT\$ 5.5 mn, for 1H15 and 1H14 was NT\$ 53.3 mn and NT\$ 12.0 mn



# Financial Highlights 2Q15/1H15



- 2Q15 basic EPS increased 5.5% to NT\$ 0.22; recurring fully-diluted EPS was NT\$ 0.17, -8.9% YoY
- 1H15 basic EPS increased 9.8% to NT\$ 0.83, and recurring fully-diluted EPS was NT\$ 0.72, +4.4% YoY
- 20<sup>th</sup> consecutive YoY increase of quarterly net income and EPS on the same accounting basis



# Test Rite 2Q15/1H15 Consolidated P&L (by BU)



## Test Rite International Co., Ltd. (2908) – Consolidated (IFRS Based)

### Consolidated sales and net profit by BU for 2Q15 & 1H15 (IFRS Based)

| Consolidated sales (NT\$ mn) | 2Q14           | 2Q15           | YoY%        | 1H14            | 1H15            | YoY%        |
|------------------------------|----------------|----------------|-------------|-----------------|-----------------|-------------|
| Taiwan Retail ▲              | 4,163.3        | 4,152.2        | -0.3%       | 8,546.8         | 8,853.1         | 3.6%        |
| HOLA China ^                 | 906.6          | 930.8          | 2.7%        | 1,959.5         | 2,011.0         | 2.6%        |
| Trading ©                    | 3,406.0        | 3,400.9        | -0.2%       | 6,660.4         | 6,840.4         | 2.7%        |
| Others #                     | 401.2          | 483.6          | 20.5%       | 762.9           | 918.8           | 20.4%       |
| <b>Consolidated Sales</b>    | <b>8,877.1</b> | <b>8,967.5</b> | <b>1.0%</b> | <b>17,929.6</b> | <b>18,623.3</b> | <b>3.9%</b> |

| Consolidated net profit (NT\$ mn)        | 2Q14         | 2Q15         | YoY%         | 1H14         | 1H15         | YoY%         |
|------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Taiwan Retail ▲                          | 85.5         | 85.6         | 0.1%         | 313.4        | 365.9        | 16.7%        |
| HOLA China ^                             | -50.6        | -84.3        | 66.4%        | -49.9        | -114.5       | 129.4%       |
| Trading ©                                | 221.0        | 248.3        | 12.3%        | 347.1        | 379.9        | 9.5%         |
| Others #                                 | -152.7       | -139.6       | -8.6%        | -236.0       | -211.5       | -10.4%       |
| <b>Consolidated Net Profit</b>           | <b>103.1</b> | <b>109.9</b> | <b>6.6%</b>  | <b>374.6</b> | <b>419.8</b> | <b>12.1%</b> |
| <b>Consolidated Recurring Net Profit</b> | <b>97.6</b>  | <b>89.0</b>  | <b>-8.9%</b> | <b>362.6</b> | <b>372.6</b> | <b>2.8%</b>  |

▲ Taiwan Retail included TLW (DIY), DÉCOR House, Hola Taiwan, and TTS.

^ HOLA China only included HOLA China.

© Trading included Great China, TRPC, SO/RO, and related party transactions write-off.

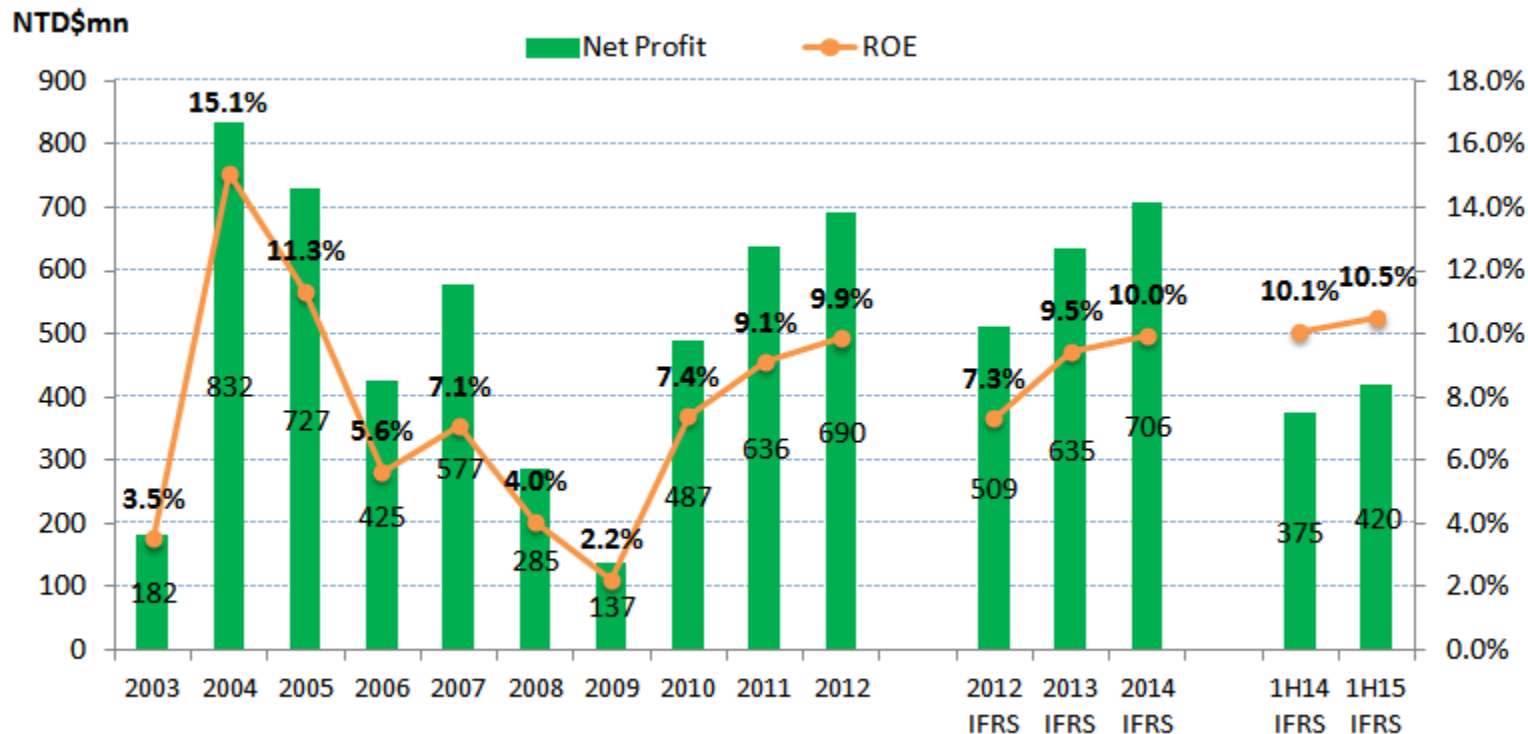
# Others included Life 1 Plaza, TRR others, Chung Cin, group office expense, and gain on sale and leaseback.

# Financial Highlights 1H15



- ROE continues to improve since 2009, driven by higher margin despite falling net debt to equity ratio
- ROE back to double digit in FY2014, and 1H15 reported ROE of 10.5%

## TR Group ROE & Net profit



\*ROE is defined as Net income/Average shareholders equity; for the trailing 4-quarters



# Consolidated Sales for 1H15



| Consolidated Revenue (NT\$ '000) | 2014              | 2015              | YoY % chg   |
|----------------------------------|-------------------|-------------------|-------------|
| 1H15 total retail sales          | 10,506,264        | 10,864,086        | 3.4%        |
| - 1H15 Taiwan retail sales       | 8,546,776         | 8,853,124         | 3.6%        |
| - 1H15 HOLA China retail sales   | 1,959,488         | 2,010,962         | 2.6%        |
| 1H15 trading sales               | 6,660,399         | 6,840,416         | 2.7%        |
| 1H15 other sales                 | 762,948           | 918,843           | 20.4%       |
| <b>1H15 consolidated Sales</b>   | <b>17,929,611</b> | <b>18,623,345</b> | <b>3.9%</b> |

| Shipments (NT\$ '000)             | 2014             | 2015             | YoY % chg    |
|-----------------------------------|------------------|------------------|--------------|
| 1H15 shipments- Principal trading | 6,534,488        | 6,734,791        | 3.1%         |
| 1H15 shipments- Agency            | 2,755,801        | 2,468,953        | -10.4%       |
| <b>1H15 shipments</b>             | <b>9,290,289</b> | <b>9,203,744</b> | <b>-0.9%</b> |
| 1H15 commission revenue           | 125,911          | 105,625          | -16.1%       |

- The 3.4% YoY growth for retail business can be attributed to higher customer count and average sales per ticket of Taiwan retail business and new store openings in HOLA China
- Accumulated sales for trading business increased 2.7% YoY, but accumulated shipments decreased 0.9%YoY. Our trading business was negatively affected by weak demand in Australia and South/Central America markets, as well as colder weather in Europe



# GROUP INTRODUCTION



Test Rite Group 特力集團

# Key Management Team



Tony Ho, Group Chairman; Co Founder of Test-Rite Group. Tony played a critical role in Test-Rite's expansion into retail business and was instrumental in leading the company's IPO efforts. Tony recently completed the two-year Joint Executive MBA Program between Taiwan University and Fudan University and completed his graduation thesis: "How to pursue further growth by organization transformation-take large retail group for example."

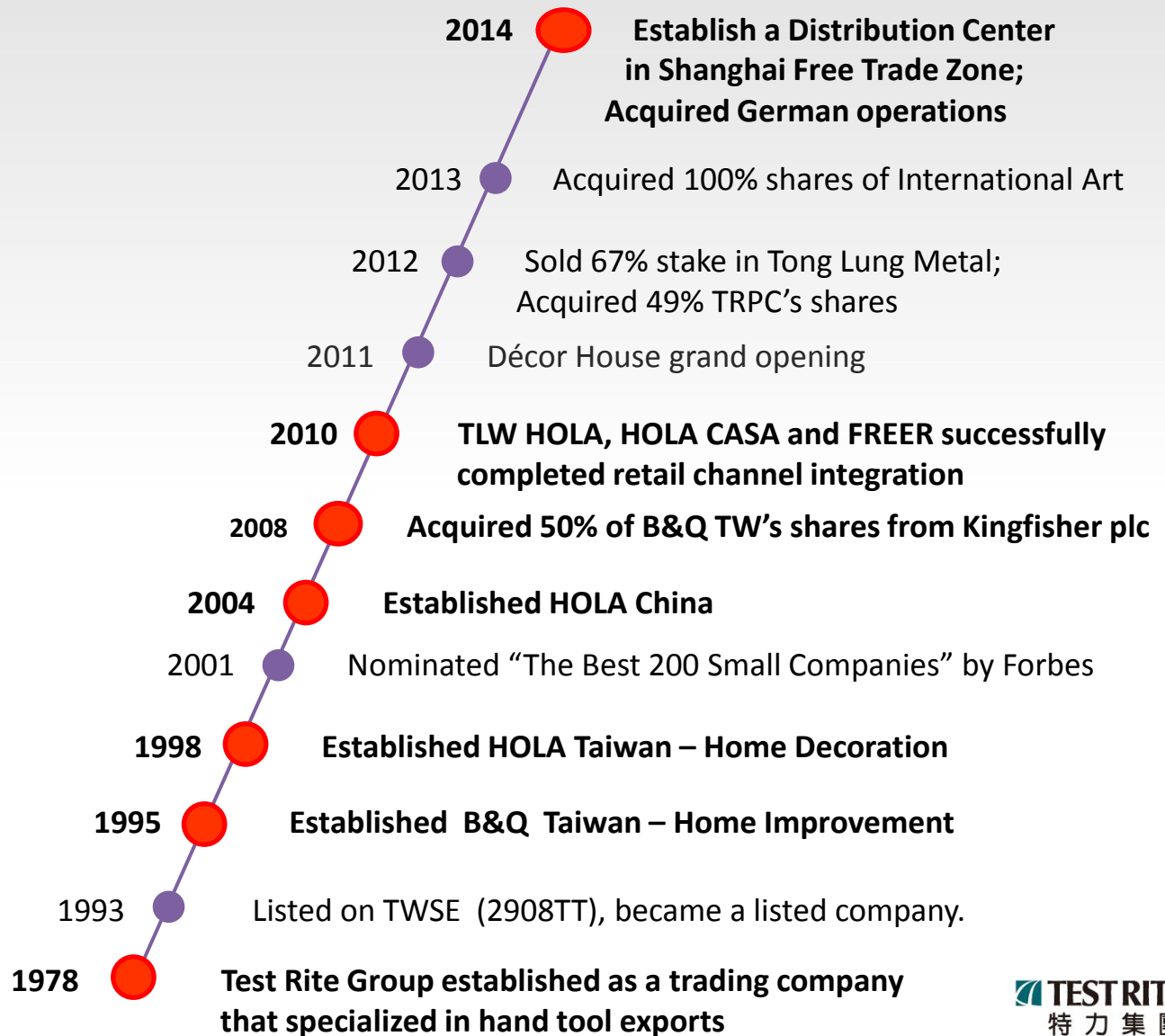


Judy Lee, Chairwoman, Test-Rite Int'l (2908 TT/2908 TW); Co Founder of Test-Rite Group. Best know as the "Queen of Hardline", Judy is a seasoned veteran of the import/export trading business. With Judy at the helm, Test-Rite Trading consistently provides outstanding services to retail customers globally and has received multiple recognitions as "Best Partner/Supplier".



Sophia Tong, Group CEO. Sophia joined Test-Rite in March 2009 to lead both Trading and Retail businesses. Prior to Test-Rite Sophia was the General Manager of IBM Taiwan from 2006 to 2009 and the Director of China Banking Cluster for IBM Greater China Group. Sophia was previously with IBM for over 25 years.

# Milestones



# Group Structure



## Test Rite Retail Business Group (1H15 Revenue: ~ NTD\$ 18.6 bn)

|                                         |                                                              |                                     |
|-----------------------------------------|--------------------------------------------------------------|-------------------------------------|
| <b>Home decoration</b>                  | HOLA特力和樂                                                     | HOLA Taiwan (24)<br>HOLA China (38) |
| <b>Home Improvement</b>                 | TLW 特力屋 (26)、<br>特力屋PLUS宅修便利購 (1)、HISU                       |                                     |
| <b>Mattresses &amp; Bedding</b>         | HOLA CASA 和樂名品傢俱 (21)、HOLA Petite(12) WEDGWOOD(12)、FRETTE(6) |                                     |
| Comprehensive home integration services | DÉCOR House                                                  |                                     |
| <b>Brand licensing</b>                  | Crate & Barrel                                               |                                     |

### Market deployment



## Test Rite Trading Business Group (1H15 Shipment Value: ~ NTD\$ 9.20 bn)

|                                                                                                               |                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| <b>Hardline &amp; Auto</b><br>Hand tools, Hardware, Auto accessories,<br>Auto parts, New business development | <b>Home Furnishing</b><br>Consumer electronics, Lighting,<br>Kitchenware, Decoration, Christmas<br>decoration, Sport equipments |
| <b>Bath &amp; Storage</b><br>Storage, Bathroom products,<br>Suitcase, Traveling utilities                     | <b>Seasonal</b><br>Outdoor furniture, BBQ<br>rack/hearth, Gardening,<br>North-East Asia projects                                |
| <b>Stationery</b><br>Indoor furniture, Office supplies,<br>Stationery, PC peripherals                         | <b>Agency</b>                                                                                                                   |

### Market deployment



## Other investment holdings

### Creative Design/ Product Development

Theme Trend & Product Concept;  
Product Design; VI & Graphic Design;  
Packaging & Purchasing

### Chung Cin Corp.

Shopping mall construction; Office  
building construction; Booth  
recruitment

### Logistics/ warehousing services

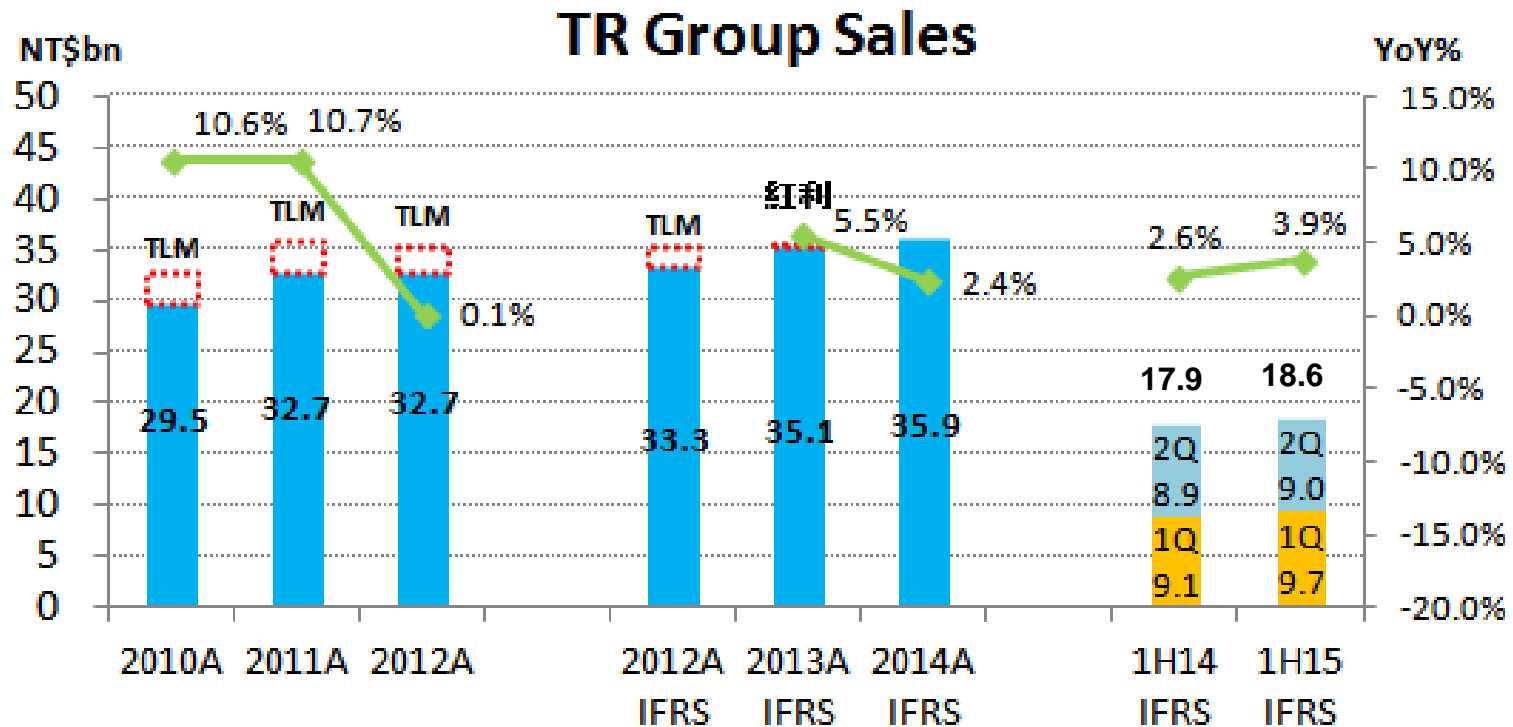
China      Taiwan  
USA      Europe



# Financial Highlights



- Both sales and profit continue to grow since 2009
- Excluding the impact from TLM and the NT\$ 100mn one-time impact from the cash bonus rewards program, 2013 sales increased 5.5%YoY, and 2014 sales increased 2.4%YoY

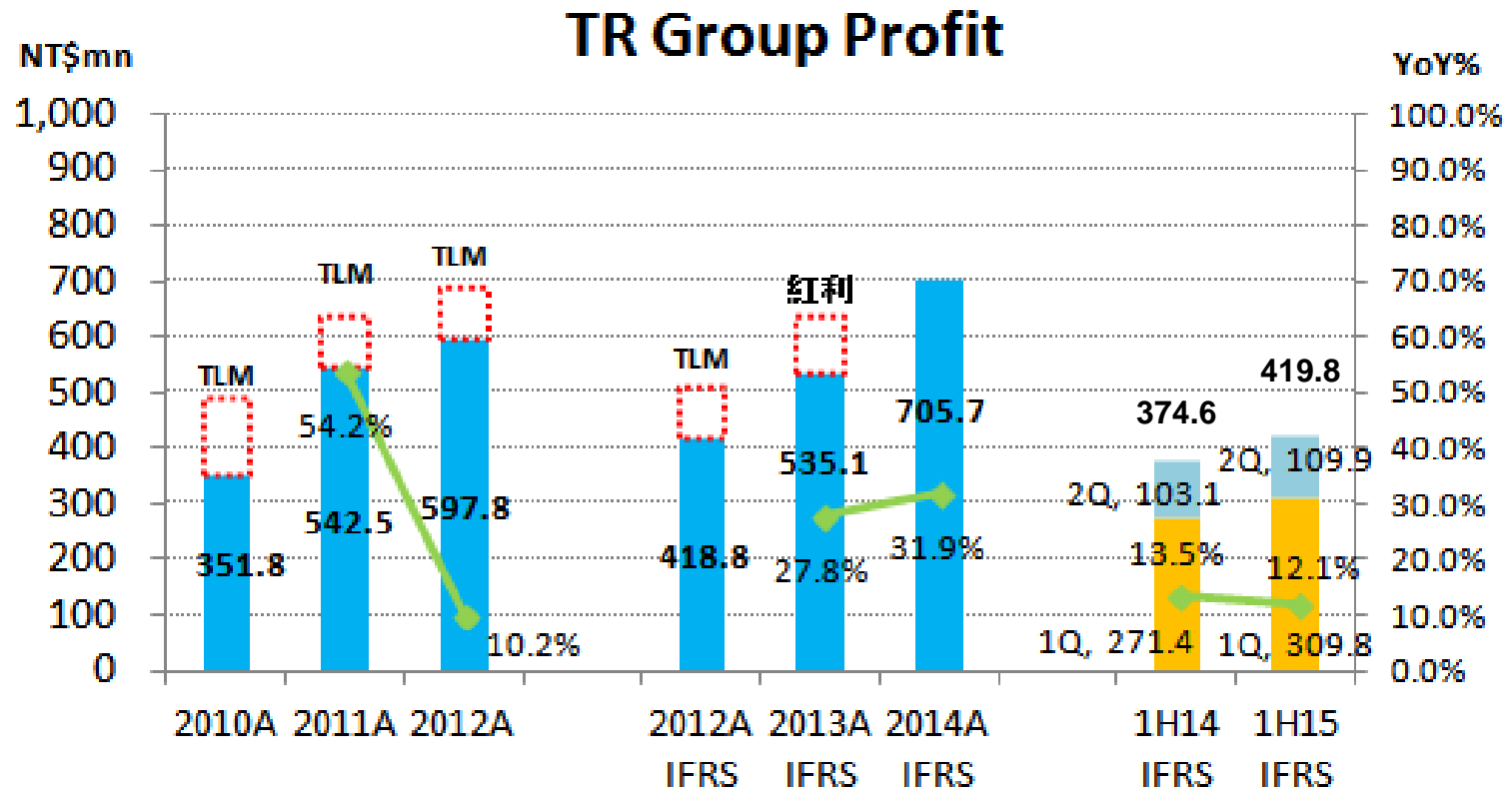




# Financial Highlights



- Both sales and profit continue to grow since 2009
- Excluding the impact from TLM and the NT\$ 100mn one-time impact from the cash bonus rewards program, 2013 net profit increased 27.8%YoY, and 2014 net profit increased 31.9%YoY





# RETAIL SECTOR 零售事業

## Test Rite Group 特力集團

# Retail TW Business Strategy



## TLW ( 股 )

### ■ Private label

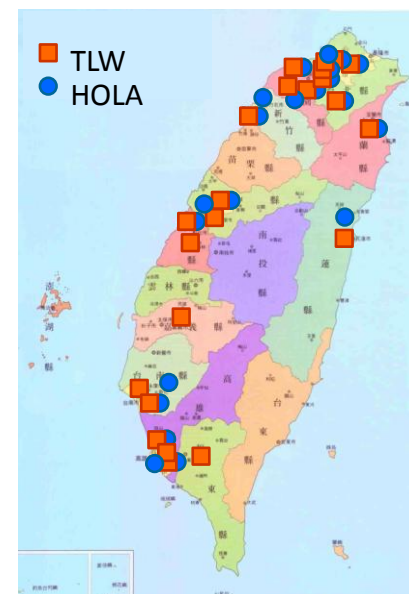
- Increased HOLA TW private label sales mix to 50% and TLW private label sales mix to 30% within 3 years



| 2Q15    | Sales amount  | Sales mix% | %diff.  | SKU mix% | %diff.  |
|---------|---------------|------------|---------|----------|---------|
| TLW     | NT\$ 208.7 mn | 7.5%       | ↑0.8ppt | 5.1%     | ↑1.6ppt |
| HOLA TW | NT\$ 239.7 mn | 17.6%      | ↑5.0ppt | 17.9%    | ↑8.7ppt |

| 1H15    | Sales amount  | Sales mix% | %diff.  |
|---------|---------------|------------|---------|
| TLW     | NT\$ 469.0 mn | 8.1%       | ↑1.4ppt |
| HOLA TW | NT\$ 239.7 mn | 16.7%      | ↑4.9ppt |

## Store Locations



- Centralized purchasing of HOLA Taiwan and HOLA China to improve product margin
- Reposition TLW channel; HOLA become trend leader

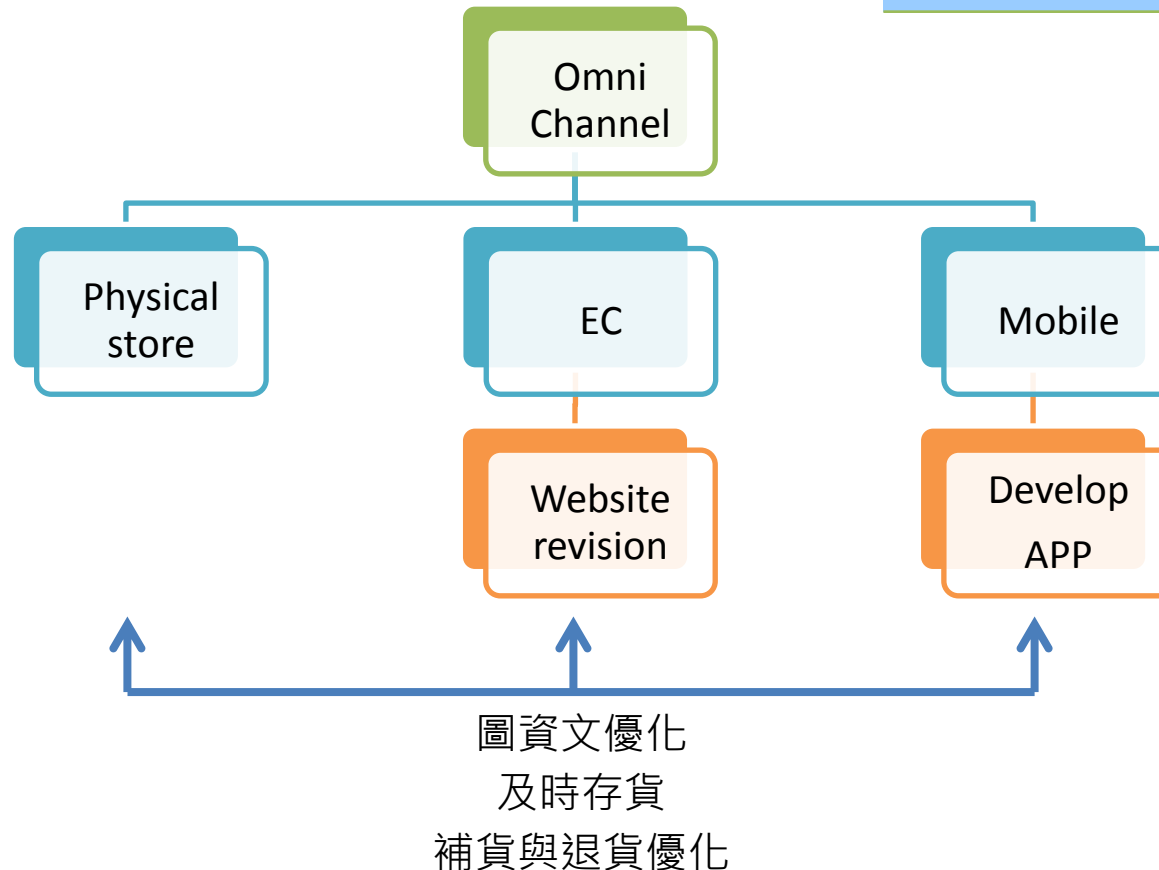
# Strategy - Omni Channel



## ■ Omni-channel

- 1~3 new stores in 2015 (HOLA + Crate & Barrel)
- Redesign our own EC platform/ Mobile App
- Double EC/MC volume in 2015

| Taiwan Retail | \$ amount     |
|---------------|---------------|
| 2Q15          | NT\$ 140.7 mn |
| 1H15          | NT\$ 296.7 mn |
| FY2014        | NT\$ 541.1 mn |



# Retail CN Business Strategy



## HOLA CHINA

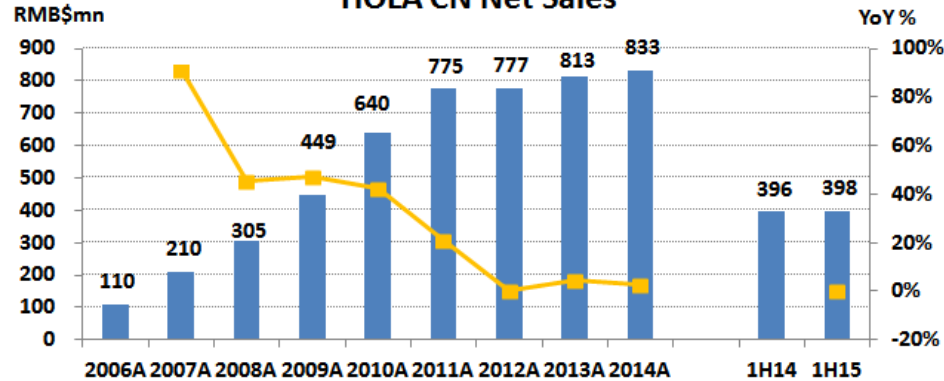
- **Increase Private label sales mix**
  - Dual sourcing of HOLA Taiwan and HOLA China to reduced cost
- **Omni-channel**
  - Launched our E-commerce platform on T-Mall in June, 2014
  - Will launch another platform on JD.com in 2015
- **New concept stores**
  - Centralized purchasing of HOLA Taiwan and HOLA China to improve product margin
  - Improve operating efficiency



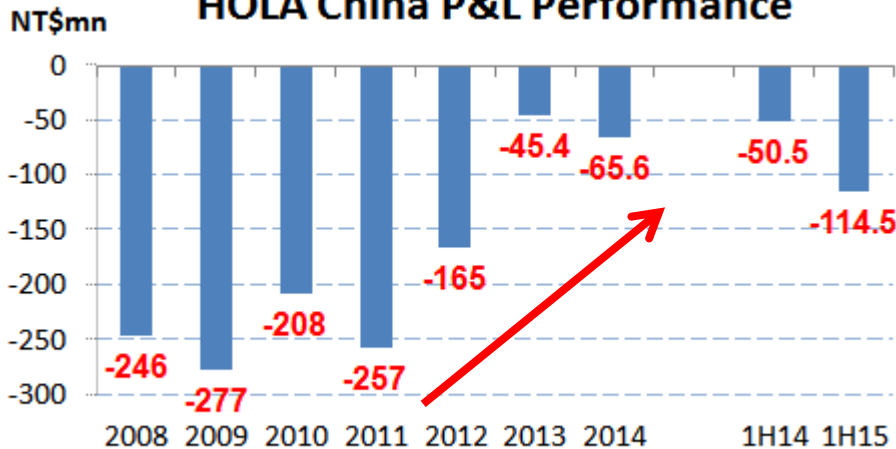
| Private label | Sales amount   | Sales mix% | %diff.  |
|---------------|----------------|------------|---------|
| 2Q15          | RMB \$ 21.0 mn | 11.3%      | ↑5.5ppt |
| 1H15          | RMB \$ 38.7 mn | 9.7%       | ↑4.5ppt |



**HOLA CN Net Sales**

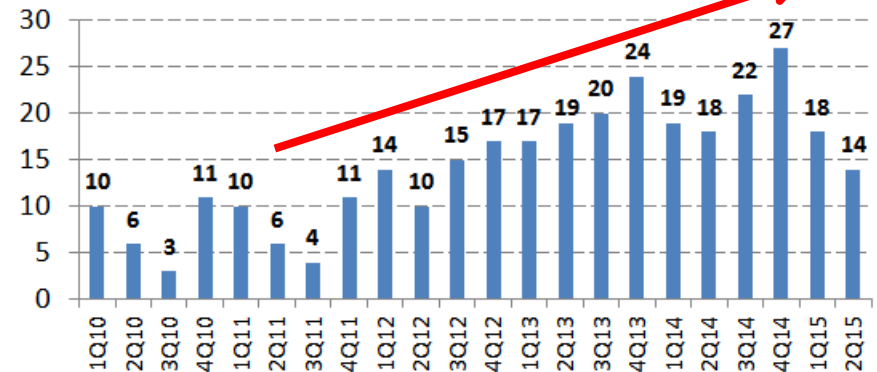


**HOLA China P&L Performance**



- 2Q15 revenue totaled RMB\$ 185.3 mn, +0.4%, and 1H15 revenues was RMB\$ 398.3 mn, +0.6%
- 1H15 net loss was NT\$ 114.5 mn; impacted by higher operating expenses and stores opening expense
- 14 out of 38 stores were at breakeven for 2Q15, versus 18 out of 35 stores in 2Q14
- Same-store-sales, calculated for stores opened for more than one year, was -6.9% for 2Q15 and -4.4 for 1H15
- 2Q15 HOLA CN EC sales totaled RMB \$ 691K, accounted for 0.37% of HOLA CN sales
- 1H15 HOLA CN EC sales totaled RMB \$ 1.1 mn, accounted for 0.28% of HOLA CN sales

**HOLA CN Breakeven store numbers**





# Growth Opportunities - Brand agency



## Kitchenware

## Appliance

## Storage

## Décor/Textile

Product  
Brand



Channel  
Brand  
(Franchising)

**Crate&Barrel**

FRETTE

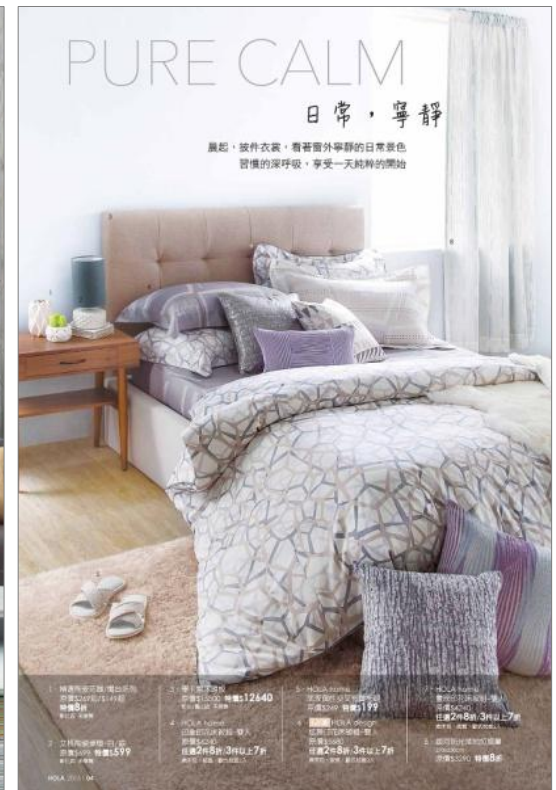
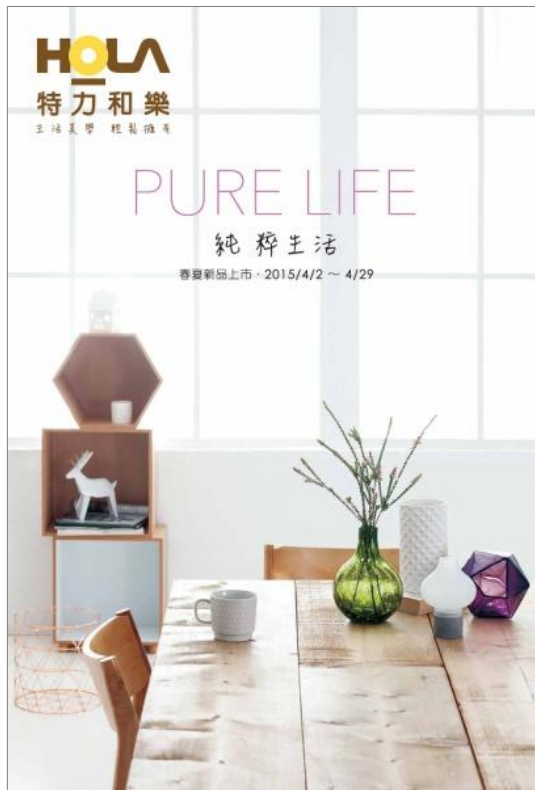
Channel  
Brand  
(Licensing)

W  
WEDGWOOD

# Product differentiation



## Seasonal products for Spring and Autumn





# Product differentiation



New HOLA Petite store opened in Zhonghe in April, 2015



# TLW Private label kitchen cabinet



- Integrate supply chain for TLW private label kitchen cabinet products
  - Private label kitchen cabinet sales mix was **39%**



極簡定規



醉戀亞維儂



華貴摩納哥



普羅結烤、普羅水晶



左岸巴黎





**TRADING SECTOR**



Test Rite Group 特力集團

# Trading Business Strategy



- Continue focus on key customers in principle trading



- Continue agency business' growth momentum



NEW

- Become a Product Company
- Provide component based service through establishment in FTZ
- Global integration



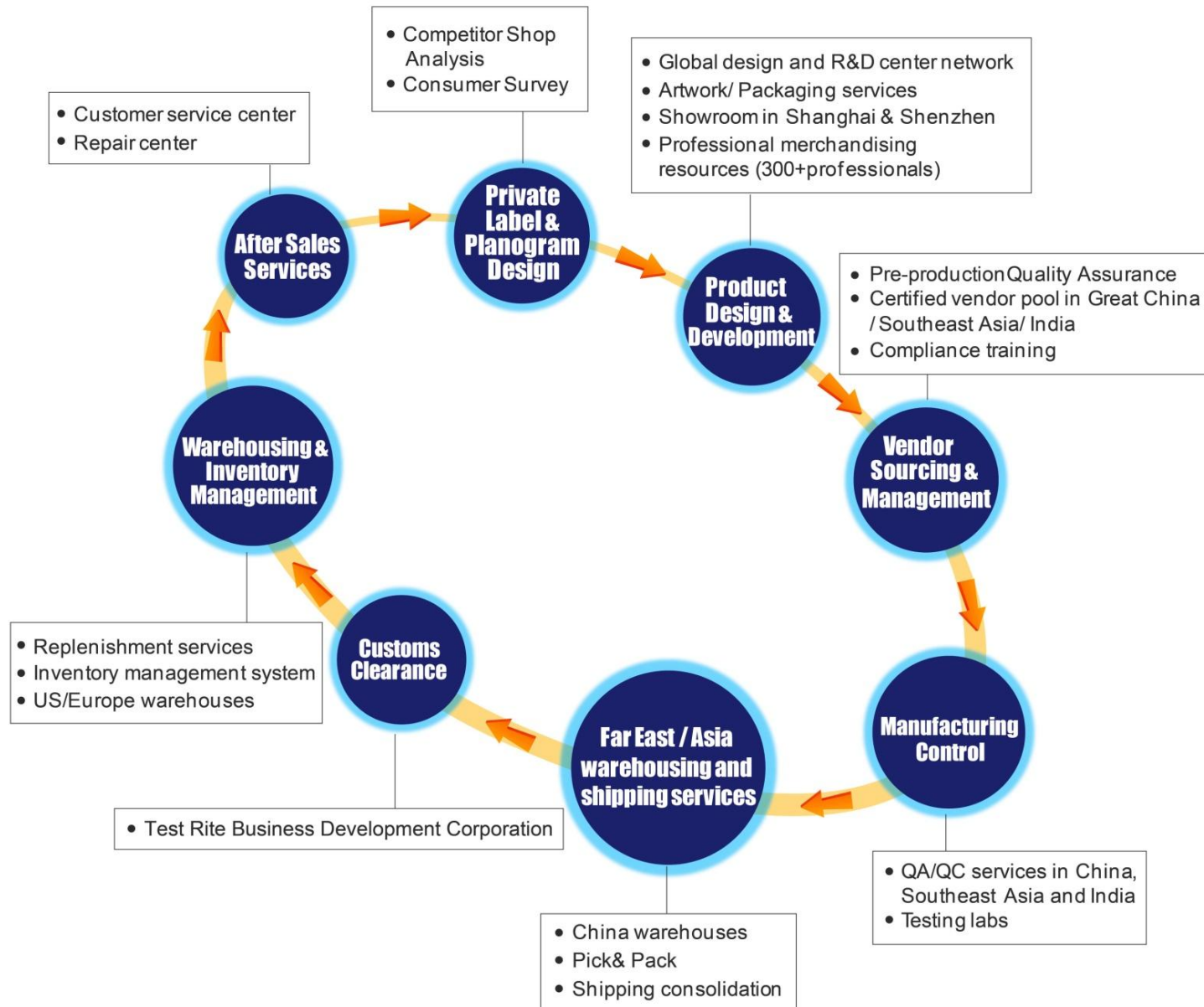
# PD Achievement



- Received Red Dot Awards for packaging in FY2014
- Motion censer light and Trash bin for Costco
- Kitchen and furniture for our own retail channel



# Test Rite Repositioning – A Total Solution Provider

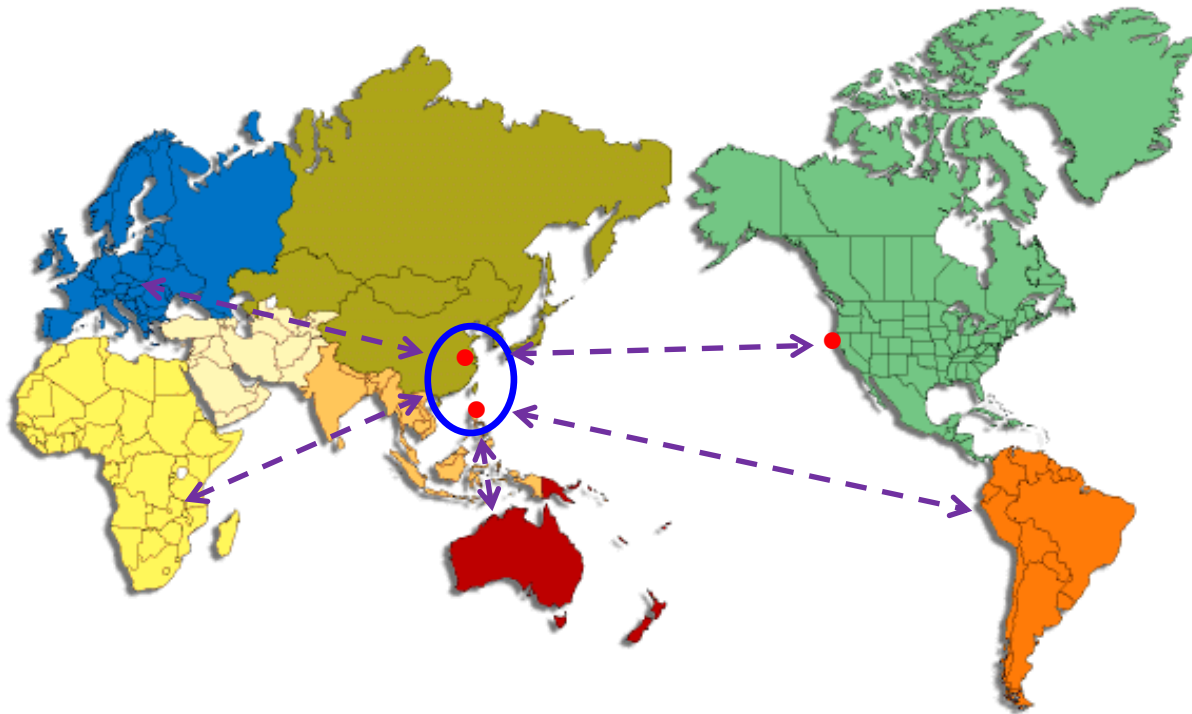


# Global Worldwide Network



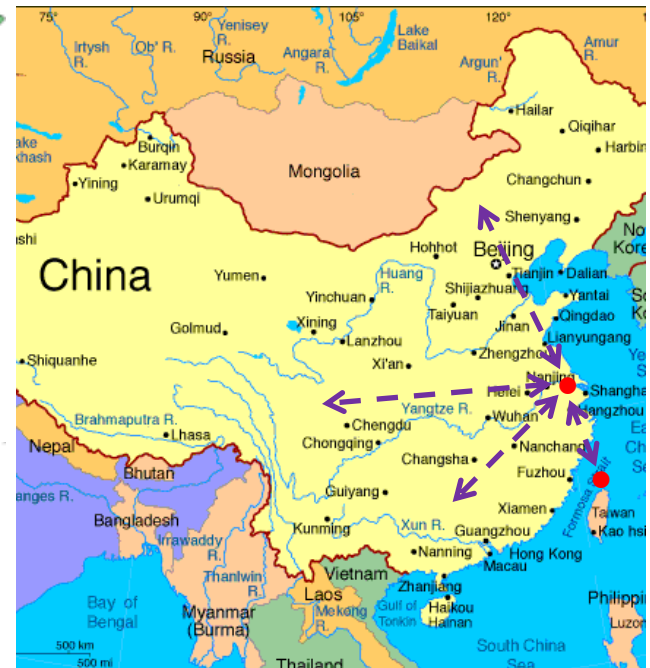
- with local service 16 offices in 12 countries, 4 warehouses in China, Taiwan, Germany, and U.S.
- US warehouse provides logistics/ warehousing service to customers of principal trading.

## Worldwide Trading Service



● TESTRITE's Warehouse

## Greater China Retail Service





家的大小事  
一辈子都是特力的事!

Q & A







**APPENDIX:**

**HOME**



Test Rite Group 特力集團

# Retail Business update



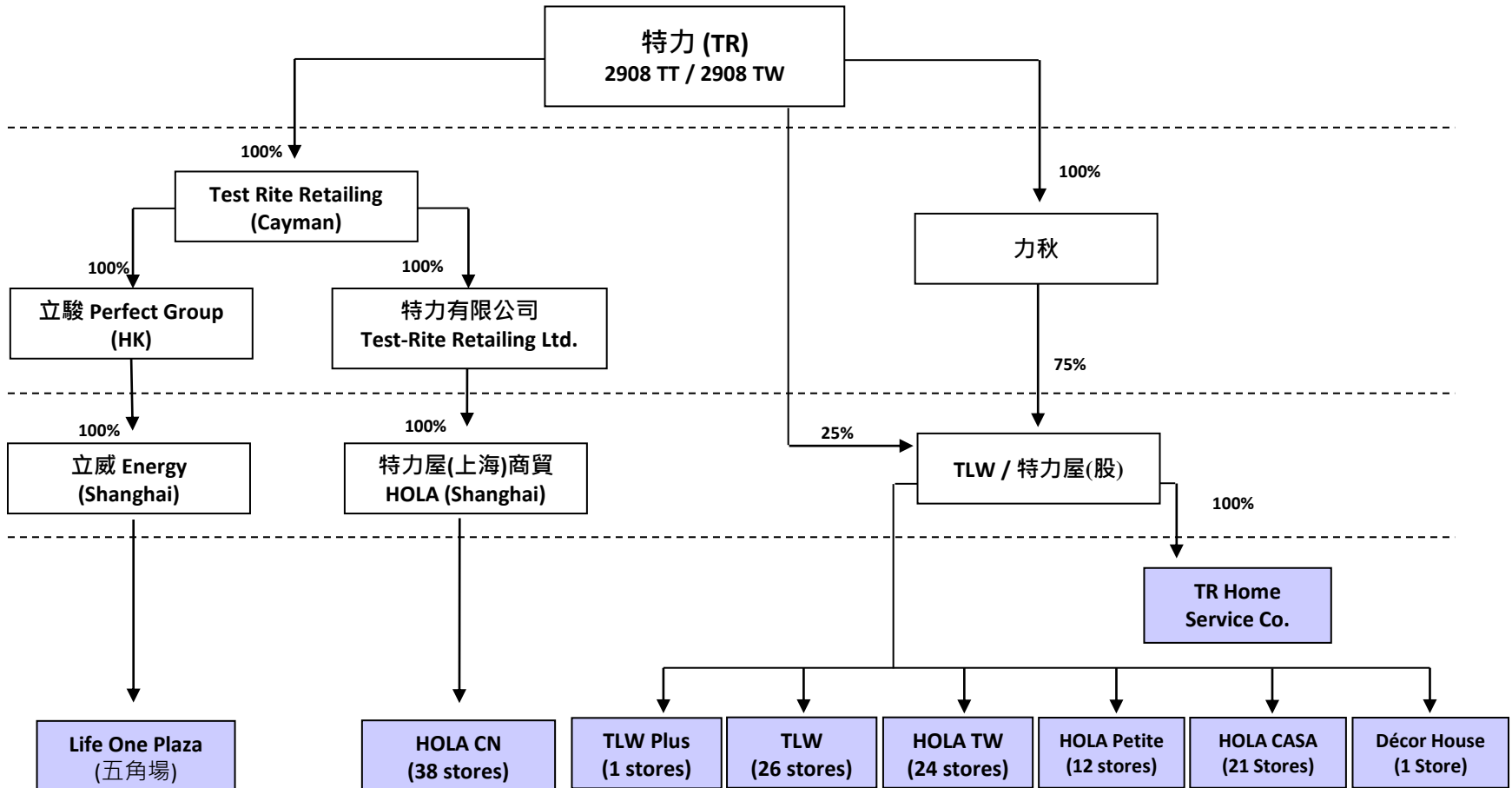
| Store #      | 2006A     | 2007A     | 2008A     | 2009A     | 2010A     | 2011A     | 2012A     | 2013A     | 2014A     | 2Q14      | 2Q15      |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| TLW          | 21        | 22        | 22        | 22        | 23        | 23        | 24        | 26        | 26        | 26        | 26        |
| HOLA TW      | 11        | 12        | 13        | 13        | 18        | 20        | 21        | 22        | 23        | 22        | 24        |
| <b>Total</b> | <b>32</b> | <b>34</b> | <b>35</b> | <b>35</b> | <b>41</b> | <b>43</b> | <b>45</b> | <b>48</b> | <b>49</b> | <b>48</b> | <b>50</b> |
| HOLA CN      | 7         | 9         | 14        | 18        | 27        | 28        | 31        | 33        | 35        | 35        | 38        |

| Selling space(m <sup>2</sup> ) | 2006A          | 2007A          | 2008A          | 2009A          | 2010A          | 2011A          | 2012A          | 2013A          | 2014A          | 2Q14           | 2Q15           |
|--------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| TLW                            | 91,756         | 93,938         | 93,938         | 93,938         | 89,727         | 87,966         | 88,711         | 92,060         | 92,071         | 92,072         | 92,071         |
| HOLA TW                        | 36,919         | 40,073         | 43,541         | 43,541         | 50,349         | 53,995         | 51,780         | 53,117         | 53,162         | 53,783         | 54,470         |
| <b>Total</b>                   | <b>128,675</b> | <b>134,011</b> | <b>137,479</b> | <b>137,479</b> | <b>140,076</b> | <b>141,961</b> | <b>140,491</b> | <b>145,177</b> | <b>145,233</b> | <b>145,854</b> | <b>146,541</b> |
| HOLA CN                        | 25,593         | 32,595         | 46,442         | 51,506         | 59,481         | 60,116         | 63,686         | 62,848         | 64,860         | 66,696         | 70,982         |

| Avg. selling space(m <sup>2</sup> ) | 2006A        | 2007A        | 2008A        | 2009A        | 2010A        | 2011A        | 2012A        | 2013A        | 2014A        | 2Q14         | 2Q15         |
|-------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| TLW                                 | 4,369        | 4,270        | 4,270        | 4,269.9      | 3,901        | 3,824        | 3,696        | 3,541        | 3,541        | 3,541        | 3,541        |
| HOLA TW                             | 3,356        | 3,339        | 3,349        | 3,349        | 2,797        | 2,700        | 2,466        | 2,414        | 2,311        | 2,338        | 2,270        |
| <b>Total</b>                        | <b>4,021</b> | <b>3,942</b> | <b>3,928</b> | <b>3,928</b> | <b>3,417</b> | <b>3,301</b> | <b>3,122</b> | <b>3,025</b> | <b>2,964</b> | <b>2,977</b> | <b>2,931</b> |
| HOLA CN                             | 3,656        | 3,622        | 3,317        | 2,861        | 2,203        | 2,147        | 2,054        | 1,904        | 1,853        | 1,906        | 1,868        |



# Holding structure of TR Retail Group



Store # are as of July 31<sup>st</sup>, 2015

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.

# TLW Omni-Channel

http://www.i-house.com.tw/



特力屋 註冊 | 登入

今天加入網站新會員！禮上加禮，現送\$1000購物金

網站獨家優惠 主題館 線上型錄 商品分類總覽 折價券專區 開箱文 團購/企業採購 NEW 居家修繕 居家裝潢 居家佈置

商品 請輸入商品名稱、編號或關鍵字 搜尋 熱門 省水、吊椅、沙發床、PRO特選、VERY超值、惡魔機、LED燈泡

每日一物 6 磁鐵式便利白板 最低價 原價6450 今日下殺\$269

03/26 當日限定 生活小樂趣 便利記事/磁鐵式 馬上搶購

推薦 【新會員】購物金\$1000馬上領~

網站商品類別

- 傢俱、書櫃、餐桌
- 收納、層架、層板
- 燈具、燈泡、配件
- 家用、清潔、水槽
- 衛浴、馬桶、毛巾
- 廚具、淨水、瓦斯爐
- 家電、除濕、吸塵器
- 冷氣、空調、配件
- 工具、電鑽、梯子
- 油漆、膠類、砂利康
- 五金、電料、推車
- 地板、地毯、地墊
- 窗簾、壁飾、窗飾
- 園藝、肥料、花盆
- 烤肉、冰桶、露營
- 防護、保全、滅火器
- 水材、防水、水管
- 門窗、建材、磁磚
- 車用、配件、保養
- 食品、保健、運動

消費送千元 即時回贈會員獨享 消費滿萬送千點

54折起 精選40款嚴選商品 適用網站折價券

絕版品出清 傢俱 | 桌椅 網版品出清4折起

現折\$800 傢俱、收納、燈飾 滿額現折最划算

省水專區 即將分區限水~ 珍惜水資源從省水開始

店長推薦 新品快報 本週熱銷 多人關注 超值專區

售價\$1599 網購價\$1399 松木調整四層書角架32X32X...

售價\$4390 網購價\$3999 卡爾森複合式書桌

售價\$5999 網購價\$5799 高得推門4尺衣櫃

售價\$3499 網購價\$1999 歐米爾雙抽電腦桌

售價\$699 網購價\$699 加蓋實木穿鞋椅-櫻桃木色

折價券專區 更多網站購物 | 實體店折價券

迎春暖居家換新 7大品類 折價券\$800 居家換新現折\$800 期限: 2015-03-01~2015-04-30 立即兌換

喜氣洋洋迎新年 滿10,000享88折 喜氣洋洋迎新年 期限: 2015-01-01~2015-03-31 立即索取

喜氣洋洋迎新年 滿5,000享9折 喜氣洋洋迎新年 期限: 2015-01-01~2015-03-31 立即索取

店長熱情推薦 看更多

加碼送 28點 台南店 Ivan 十六格隔間櫃

加碼送 76點 復興店 Roger 3M淨呼吸超濾淨型空氣清淨機(高效版)

加碼送 33點 豐原店 Jales 康迪仕造型隔間櫃-淺木色

加碼送 14點 蘇東店 Yumin PRO 特選鐵線四層架 75X46X150公分

- Sales totaled NT\$ 83.4 mn in 2Q15, 5.2%YoY
- Have ~15,000 SKUs online
- TLW store have 30,000~40,000 SKUs in average
- 2Q15 Sales per ticket: NT\$ 2,461
- 2Q15 Transaction: 34,765
- TLW physical store 2Q15 CC: 1,630,620 2Q15 AVT: NT\$ 1,661

# HOLA TW Omni-Channel

http://www.hola.com.tw/



- Sales totaled NT\$ 57.4 mn in 2Q15, +68.4%YoY
- Have ~10,000 SKUs online now
- HOLA store have 30,000~40,000 SKUs in average
- 2Q15 Sales per ticket: NT\$ 2,998
- 2Q15 Transaction: 17,933
- HOLA TW physical store 2Q15 CC: 827,759 2Q15 AVT: NT\$ 1,758

The screenshot displays the HOLA TW website interface. At the top, there's a navigation bar with the HOLA logo, user login options, and promotional banners for a 2015/1/5-3/31 New Year promotion (滿\$2000折\$200) and a 2015/2/13-3/31 promotion (滿\$1000折\$100). Below the navigation bar, there's a search bar and a main promotional banner for mobile shopping (HOLA手機購物全新上線) with a \$900 discount. The main content area features a grid of product listings with images, titles, and prices. On the left side, there's a sidebar with various category filters and a '每日限定特惠' (Daily Limited Offer) section. At the bottom, there are more promotional banners for food and drinks, home goods, and a '大包裝' (Big Package) promotion.



# HOLA CN Omni-Channel

<http://holahome.taiwan.tmall.com/>



**HOLA 特力和乐家居** 品味生活, 轻松拥有

99元 优惠券

本店所有商品 厨具 餐具 收纳用品 居家用品 收纳用品 收纳用品 收纳用品 收纳用品 收纳用品

本店热销商品: 拖鞋, 地垫, 特力和乐, 特力和乐hola, 帽, 收纳, 衣, 沙发, 衣服

所有分类: 居家用品, 收纳用品, 6月新品\*, 家纺用品, 餐具, 更多  
3月新品\*, 茶具, 住宅家具, 4月新品\*, 家居用品

颜色分类: 草绿色, 薄荷绿, 湖蓝色, 红色, 天蓝色, 白色, 蓝色, 褐色, 粉红色, 更多

材质: 其他, 其他/other, 纯棉, 亚麻, 棉, 木, 布, 毛呢, 塑料, 金属, 更多

鞋面厚度: 1.5CM以下, 1.5cm(含)-3.5cm(不含), 更多

综合排序 销量 新品 收藏 价格 口碑

1/4

- ¥48.80** HOLA特力和乐 可爱创意咖啡卡通行器马克杯水杯彩色陶瓷 总销量: 1112 | 评价: 469
- ¥68.80** HOLA特力和乐 进口马克带握柄马克杯特力马克杯半透明水杯 总销量: 500 | 评价: 211
- ¥18.90** HOLA特力和乐 日式创意草鞋 总销量: 1071 | 评价: 378
- ¥108.00** HOLA特力和乐 日本进口吉乐5 总销量: 244 | 评价: 86
- ¥48.80** HOLA特力和乐 可爱可拆重量衣服玩具收纳箱收纳箱收纳箱 总销量: 1287 | 评价: 310
- ¥429.00** HOLA特力和乐 双喜牌28碗套装 总销量: 56 | 评价: 27
- ¥188.00** HOLA特力和乐 HOLAhome小 总销量: 324 | 评价: 70
- ¥38.90** HOLA特力和乐 CT-马克杯套装 总销量: 335 | 评价: 94
- ¥119.00** HOLA特力和乐 美草沙型冰 总销量: 30 | 评价: 3
- ¥89.00** HOLA特力和乐 儿童冰棒二 总销量: 148 | 评价: 63
- ¥38.80** HOLA特力和乐 可爱小凳子 总销量: 70 | 评价: 21
- ¥188.00** HOLA特力和乐 H+童车和童椅 总销量: 9 | 评价: 4
- ¥89.00** HOLA特力和乐 可爱马克杯 总销量: 31 | 评价: 5
- ¥10.00** HOLA特力和乐 可爱小收纳 总销量: 16 | 评价: 2
- ¥178.00** HOLA特力和乐 HOLAhome 总销量: 57 | 评价: 22

- Communicate promotional events with customers by WeChat every week
- 2Q15 revenues totaled RMB \$691.0K
- Have ~350 SKUs online
- 2Q15 Sales per ticket: RMB \$ 162.8
- 2Q15 Transaction: 4,622
- HOLA CN physical store  
2Q15 CC: 563,897  
2Q15 AVT: RMB\$ 332

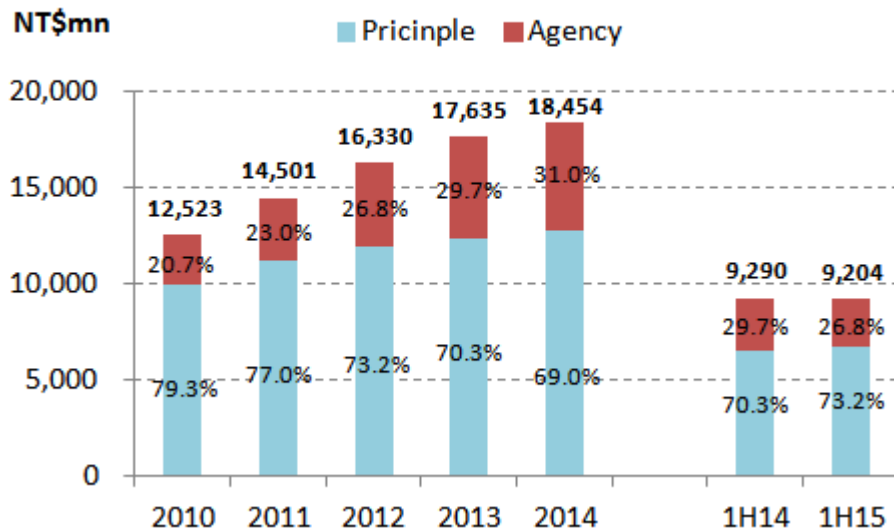
|                                          |                                           |                                              |                                              |
|------------------------------------------|-------------------------------------------|----------------------------------------------|----------------------------------------------|
| <p><b>在线活动</b><br/>在线参与, 享受互动乐趣及特别优惠</p> | <p><b>电子杂志</b><br/>精美图片及生活提案, 丰富的促销资讯</p> | <p><b>微博关注</b><br/>关注新浪官方微博, 获取最新资讯及家居知识</p> | <p><b>微信互动</b><br/>扫描微信帐号, 参与您产生不一样的互动体验</p> |
|------------------------------------------|-------------------------------------------|----------------------------------------------|----------------------------------------------|

# Trading Overview – 1H15

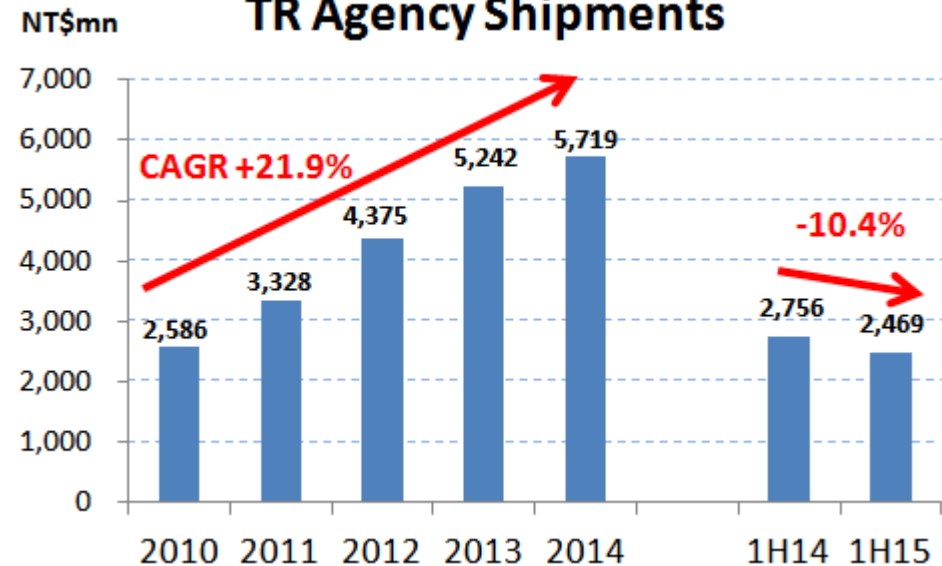


- Principle trading shipments totaled NT\$ 6.73 bn, +3.1% YoY for 1H15, accounted for 73.2% of total shipments
- Agency business shipments totaled NT\$ 2.47 bn, -10.4% YoY for 1H15, accounted for 26.8% of total shipments
- Commission revenue total NT\$ 105.6 mn, -16.1% YoY for 1H15, accounted for 1.5% of total trading sales

## TR Trading Shipments



## TR Agency Shipments

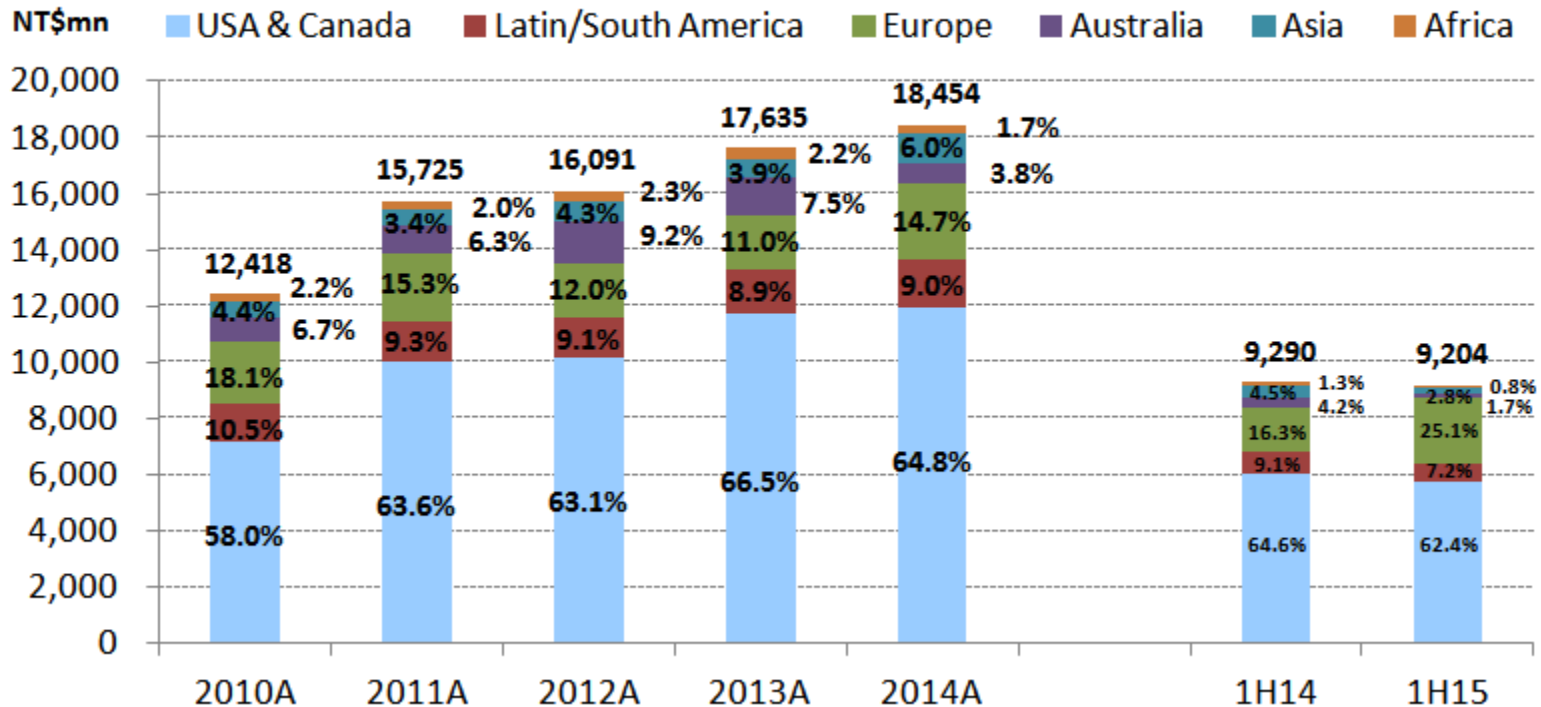


# Trading Overview – 1H15



- Trading consolidated shipments breakdown by region
  - Europe shipment increased 52.9% YoY, accounted for 25.1% of total shipment, +8.8ppt in 1H15
  - Shipment for North America decreased 4.4% YoY, accounted for 62.4% of total shipment, -2.2ppt in 1H15

## TR Trading Shipments by Region



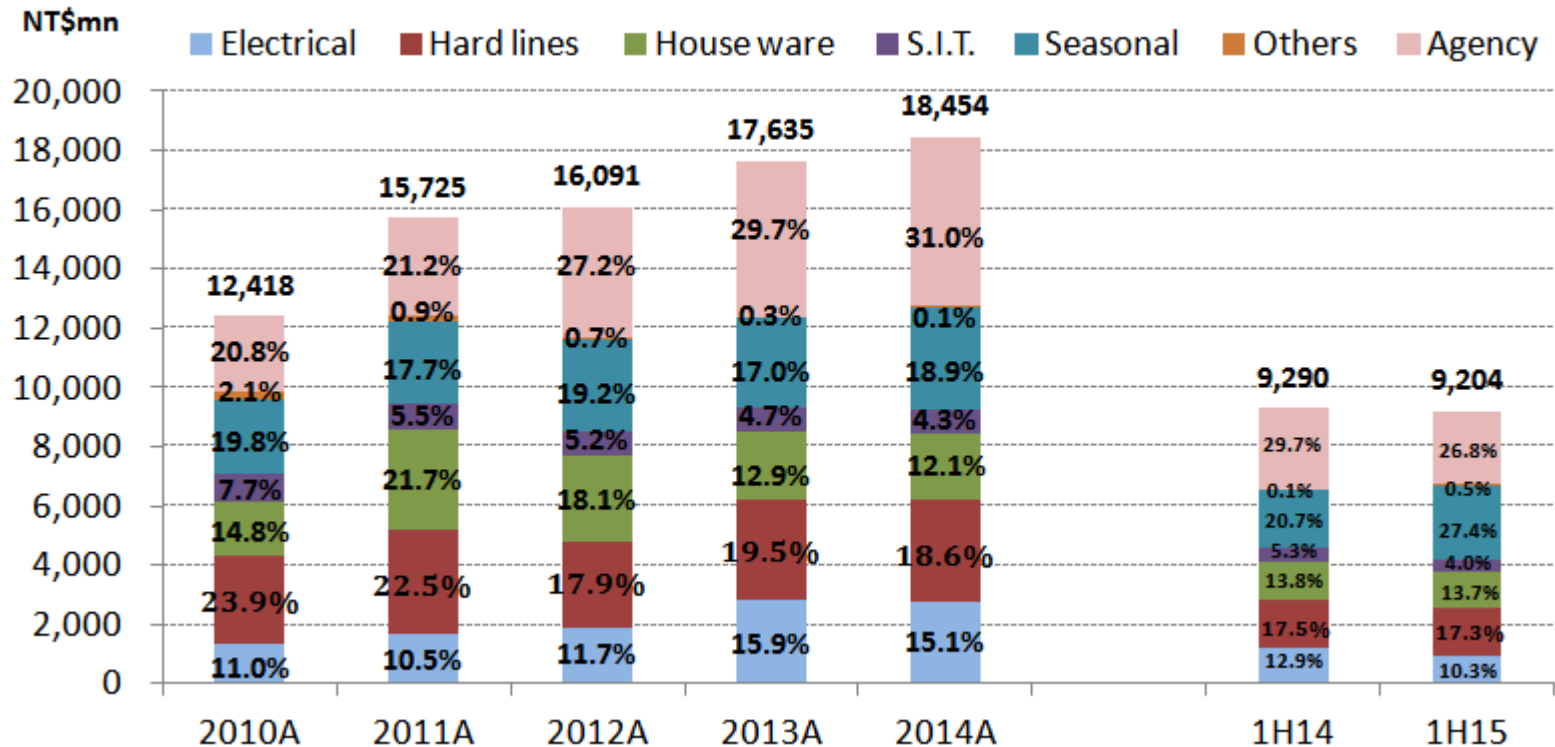


# Trading Overview – 1H15



- Principle trading shipments breakdown by products
  - Hard lines, house ware and seasonal are main product categories at 15-20% of total shipments each
- Agency business accounted for 29.4% of total shipments for 2Q15, and 26.8% of total shipments for 1H15

## TR Trading Shipments by Categories



# Test Rite 2Q15 Consolidated Balance Sheet



## Test Rite International Co., Ltd. (2908) – Consolidated (IFRS Based)

### Consolidated Balance Sheet for 2Q15 (IFRS Based)

| (NT\$ mn)                                                           | 2Q14            | 2Q15            |                                              | 2Q14            | 2Q15            |
|---------------------------------------------------------------------|-----------------|-----------------|----------------------------------------------|-----------------|-----------------|
| Total cash and cash equivalents                                     | 2,746.0         | 2,738.8         | Short-term borrowings                        | 2,089.2         | 2,130.2         |
| Total current financial assets at fair value through profit or loss | 473.4           | 763.0           | Short-term notes and bills payable           | 50.0            | 80.0            |
| Current bond investment without active market, net                  | 197.2           | 207.4           | Accounts and Notes Payable                   | 5,550.0         | 5,500.4         |
| Accounts & Notes Receivable                                         | 3,130.3         | 2,614.5         | Other Payable                                | 1,852.4         | 1,695.8         |
| Other Receivable                                                    | 576.3           | 241.0           | Current tax liabilities                      | 109.8           | 180.9           |
| Total inventories                                                   | 4,748.5         | 5,772.9         | Total advance receipts                       | 919.3           | 533.7           |
| Total prepayments                                                   | 542.4           | 370.7           | Total long-term liabilities, current portion | 400.0           | 1,192.1         |
| Other current financial assets                                      | 0.4             | 1.7             | Other Current Liability                      | 272.1           | 270.5           |
| Other Current Assets                                                | 56.2            | 26.1            |                                              |                 |                 |
| <b>Total current assets</b>                                         | <b>12,470.6</b> | <b>12,736.1</b> | <b>Total Current Liabilities</b>             | <b>11,248.8</b> | <b>11,583.6</b> |

# Test Rite 2Q15 Consolidated Balance Sheet



## Test Rite International Co., Ltd. (2908) – Consolidated (IFRS Based)

### Consolidated Balance Sheet for 2Q15 (IFRS Based)

| (NT\$ mn)                                              | 2Q14            | 2Q15            |                                               | 2Q14            | 2Q15            |
|--------------------------------------------------------|-----------------|-----------------|-----------------------------------------------|-----------------|-----------------|
| Non-current financial assets at cost, net              | 71.8            | 70.4            | Long-term bank loans                          | 5,357.3         | 5,262.4         |
| Non-current bond investment without active market, net | 50.0            | 50.0            | Accrued pension liabilities                   | 122.6           | 124.7           |
| Total property, plant and equipment                    | 6,057.0         | 6,132.0         | Other Non-Current Liability                   | 394.6           | 394.4           |
| Goodwill and Intangible Assets                         | 2,480.7         | 2,599.4         | <b>Total non-current liabilities</b>          | <b>5,874.5</b>  | <b>5,781.5</b>  |
| Deferred tax assets                                    | 1,152.5         | 1,208.2         | <b>Total liabilities</b>                      | <b>17,123.3</b> | <b>17,365.1</b> |
| Total other non-current assets                         | 1,829.5         | 1,820.8         |                                               |                 |                 |
| <b>Total Non-Current Assets</b>                        | <b>11,641.5</b> | <b>11,880.7</b> | Capital                                       | 5,219.6         | 5,139.6         |
|                                                        |                 |                 | Total capital surplus                         | 711.8           | 678.8           |
|                                                        |                 |                 | Total retained earnings                       | 1,450.3         | 1,541.7         |
|                                                        |                 |                 | Total other equity interest                   | -7.4            | -27.8           |
|                                                        |                 |                 | Treasury shares                               | -415.5          | -85.1           |
|                                                        |                 |                 | Total equity attributable to owners of parent | 6,958.8         | 7,247.2         |
|                                                        |                 |                 | Non-controlling interests                     | 30.0            | 4.4             |
|                                                        |                 |                 | <b>Total equity</b>                           | <b>6,988.8</b>  | <b>7,251.6</b>  |
| <b>Total assets</b>                                    | <b>24,112.1</b> | <b>24,616.7</b> | <b>Total Liabilities &amp; Equity</b>         | <b>24,112.1</b> | <b>24,616.7</b> |



家的大小事  
一輩子都是特力的事!

Thank you!



Test Rite Group 特力集團