

Test Rite Group 特力集團

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- 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 3Q15/1-3Q15 TESTRITE

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## Financial Highlights 3Q15/1-3Q15



#### Consolidated P&L for 3Q15 & 1-3Q15 (IFRS Based)

					,	
(NT\$ mn)	3Q14	3Q15	YoY%	1-3Q14	1-3Q15	YoY%
Turnover	9,203.4	8,991.0	-2.3%	27,133.0	27,614.3	1.8%
Gross profit	2,774.3	2,779.7	0.2%	7,978.5	8,521.6	6.8%
Gross margin %	30.1%	30.9%		29.4%	30.9%	
EBITDA	432.5	404.9	-6.4%	1,322.1	1,333.1	0.8%
EBITDA margin %	4.7%	4.5%		4.9%	4.8%	
Operating profit	209.1	173.2	-17.2%	683.3	713.5	4.4%
Operating margin %	2.3%	1.9%		2.5%	2.6%	
Non-operating income/loss	-13.7	26.4	NA	-17.6	41.7	NA
Pre-tax profit	195.4	199.6	2.1%	665.7	755.3	13.5%
Net profit	150.0	151.6	1.1%	535.7	571.4	6.7%
Other comprehensive income	25.9	43.6	68.1%	20.5	-14.9	-172.6%
Total net profit	175.9	195.2	10.9%	556.2	556.5	0.1%
Net profit attribute to TRIC	150.4	151.6	0.8%	524.9	571.4	8.8%
Recurring Net profit attribute to TRIC *	132.4	103.7	-21.7%	493.9	471.3	-4.6%
Basic EPS(attributed to TRIC)(NT\$)	0.30	0.30	-0.7%	1.06	1.13	6.8%
Recurring Fully-diluted EPS (Aft-tax)*	0.26	0.20	-21.1%	0.95	0.92	-2.3%
					,	

 <sup>3</sup>Q15 sales decreased
 2.3%YoY. The decrease can be attributed to macro headwinds

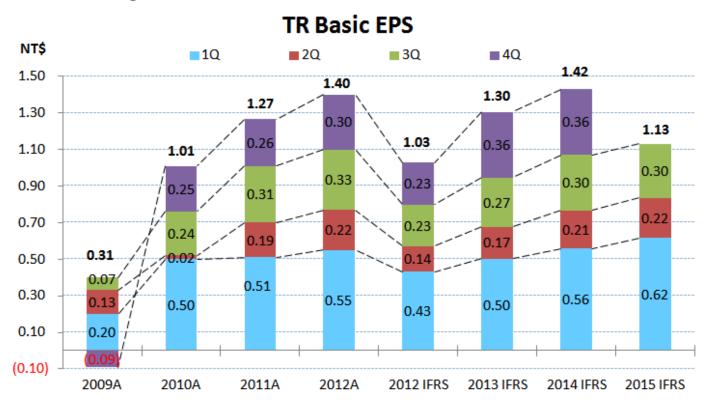
- Gross profit improved 0.8 ppt in 3Q15
- Operating profit declined 17.2%YoY, and operating margin improved 0.3ppt to 1.9%
- Recurring profit was NT\$
   103.7 mn, a decrease of
   21.7%YoY, and total net
   profit increase 10.9%YoY. 1 3Q15 recurring profit was
   decreased 4.6%YoY, and
   total net profit was flat

<sup>\*</sup> Recurring net profit exclude FOREX and one-time expense. FOREX contribution for 3Q15 and 3Q14 was NT\$ 47.9 mn and NT\$ 18.0 mn, for 1-3Q15 and 1-3Q14 was NT\$ 106.3 mn and NT\$ 31.0 mn

## Financial Highlights 3Q15/1-3Q15



- 3Q15 basic EPS totaled NT\$ 0.30, flat; recurring fully-diluted EPS was NT\$ 0.20,
   -21.1% YoY
- 1-3Q15 basic EPS increased 6.8% to NT\$ 1.13, and recurring fully-diluted EPS was NT\$ 0.92, -2.3% YoY
- 21<sup>th</sup> consecutive YoY increase/flat of quarterly net income and EPS on the same accounting basis



# Test Rite 3Q15/1-3Q15 Consolidated P&L (by BU)



# Test Rite International Co., Ltd. (2908) – Consolidated (IFRS Based) Consolidated sales and net profit by BU for 3Q15 & 1-3Q15 (IFRS Based)

Consolidated sales (NT\$ mn)	3Q14	3Q15	YoY%	1-3Q14	1-3Q15	YoY%
Taiwan Retail ▲	4,268.3	4,143.5	-2.9%	12,815.1	12,996.6	1.4%
HOLA China ^	993.7	901.8	-9.2%	2,953.2	2,912.7	-1.4%
Trading ①	3,481.9	3,573.1	2.6%	10,142.3	10,413.5	2.7%
Others #	459.4	372.6	-18.9%	1,222.4	1,291.5	5.7%
Consolidated Sales	9,203.4	8,991.0	-2.3%	27,133.0	27,614.3	1.8%

Consolidated net profit (NT\$ mn)	3Q14	3Q15	YoY%	1-3Q14	1-3Q15	YoY%
Taiwan Retail ▲	105.2	105.2	0.0%	418.5	471.0	12.5%
HOLA China ^	-32.2	-87.2	170.6%	-82.1	-201.7	145.6%
Trading ①	151.4	171.5	13.3%	498.5	551.4	10.6%
Others #	-73.9	-37.8	-48.9%	-309.9	-249.3	-19.6%
<b>Consolidated Net Profit</b>	150.4	151.6	0.8%	524.9	571.4	8.8%
Consolidated Recurring Net Profit	132.4	103.7	-21.7%	493.9	471.3	-4.6%

<sup>▲</sup> Taiwan Retail included TLW (DIY), DÉCOR House, Hola Taiwan, and TTS.

<sup>^</sup> HOLA China only included HOLA China.

<sup>@</sup> Trading included Great China, TRPC, SO/RO, and related party transactions write-off.

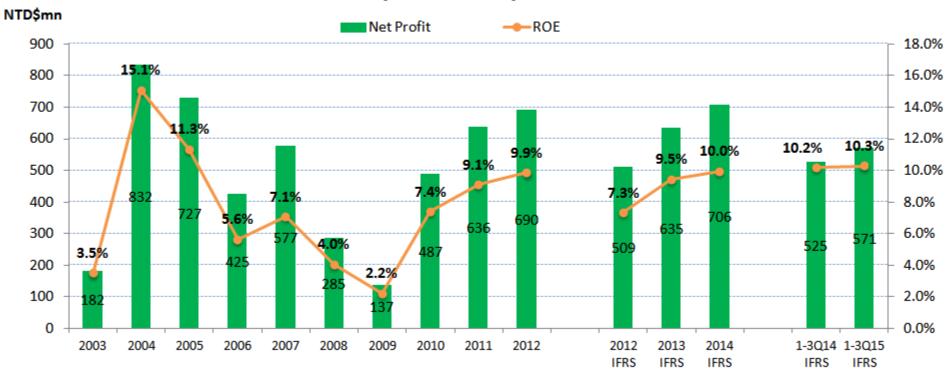
<sup>#</sup> Others included Life 1 Plaza, TRR others, Chung Cin, group office expense, and gain on sale and leaseback.

## Financial Highlights 1-3Q15



- 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 1-3Q15 reported ROE of 10.3%

#### TR Group ROE & Net profit



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

## Consolidated Sales for 1-3Q15



Consolidated Revenue (NT\$ '000)	2014	2015	YoY % chg
1-3Q15 total retail sales	15,768,284	15,909,364	0.9%
- 1-3Q15 Taiwan retail sales	12,815,112	12,996,626	1.4%
- 1-3Q15 HOLA China retail sales	2,953,172	2,912,739	-1.4%
1-3Q15 trading sales	10,142,348	10,413,501	2.7%
1-3Q15 other sales	1,222,351	1,291,457	5.7%
1-3Q15 consolidated Sales	27,132,983	27,614,321	1.8%
Shipments (NT\$ '000)	2014	2015	YoY % chg
1-3Q15 shipments- Principal trading	9,941,197	10,236,963	3.0%
1-3Q15 shipments- Agency	4,478,691	4,065,893	-9.2%
1-3Q15 shipments	14,419,888	14,302,856	-0.8%
1-3Q15 commission revenue	201,151	176,538	-12.2%

- The 0.9% growth for retail business can be attributed to higher average sales per ticket of Taiwan retail business
- Accumulated sales for trading business increased 2.7% YoY, but accumulated shipments decreased 0.8%YoY



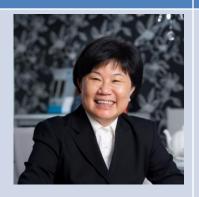
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# Key Management Team





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".



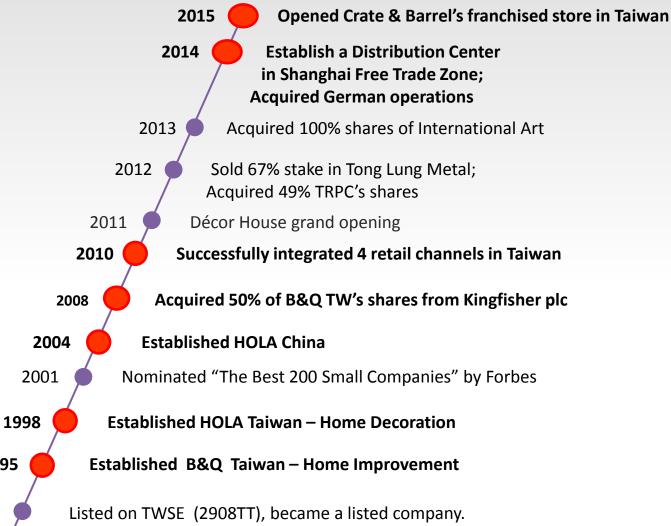
Sophia Tong, Group CEO. Sophia joined Test-Rite in March 2009 to lead both Trading and Retail businesses. Prior to Test-Rite Sophia was the General Manager of IBM Taiwan from 2006 to 2009 and the Director of China Banking Cluster for IBM Greater China Group. Sophia was previously with IBM for over 25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

## Milestones









1978

1995

Test Rite Group established as a trading company that specialized in hand tool exports

## Group Structure



Test Rite Retail Business Group (1-3Q15 Revenue: ~ NTD\$ 15.9 bn)					
Home decoration	HOLA特力和樂 China (38)				
Home TLW 特力屋 (26)、 Improvement 特力屋PLUS宅修便利購 (1)、 HISU					
Mattresses & Bedding  HOLA CASA 和樂名品傢俱 (22)、HOLA Petite(11) WEDGWOOD(12)、FRETTE(6)、Zucchi (1) [New]					
Comprehensive home integration services	DÉCOR House				
Brand licensing	Crate & Barrel (1)				
Market deployment					
Taiwan China					



#### 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

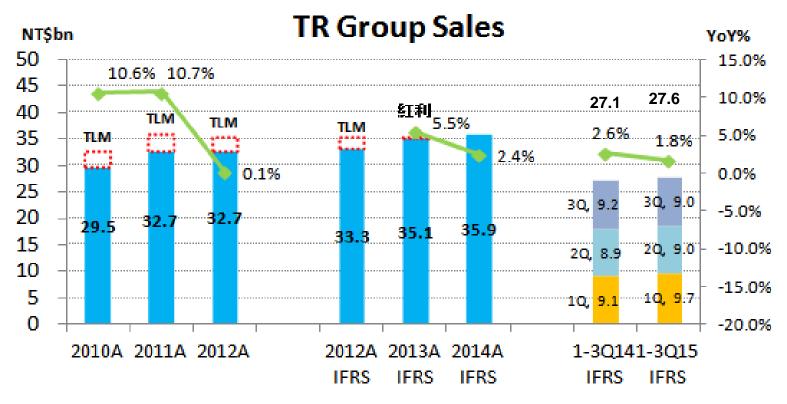
China Taiwan

USA Europe

# Financial Highlights



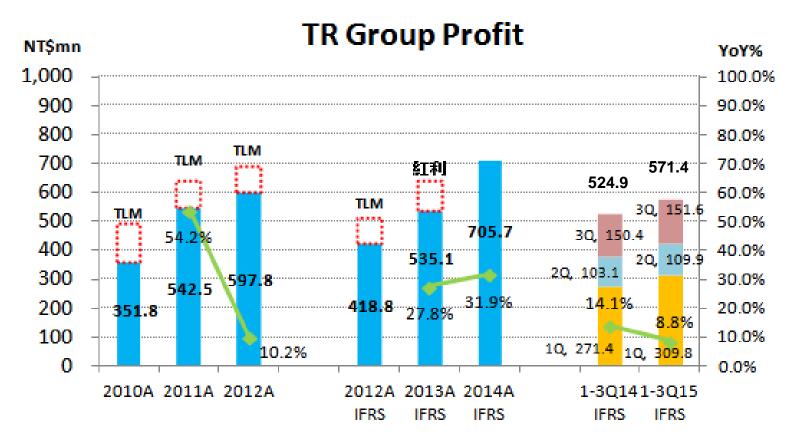
- Both sales and profit continue to grow since 2009
- Excluding the impact from TLM and the NT\$ 100mn one-time impact from the cash bonus rewards program, 2013 sales increased 5.5%YoY, and 2014 sales increased 2.4%YoY



# 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



## 2016 Outlook



### > Trading Business

- Invest to become a Product Company
- Strengthen Pan-Europe business
- Provide full range of services by leveraging FTZ facilities
- Increase third party QA/QC business

#### Retail Business

- TLW: position as specialty store
- HOLA: GM% increase from higher sales % of PL products and joint procurement
- EC: expand categories, add exclusive products, third party platform
- Store opening plan
  - +0 1 TLW
  - Second Crate & Barrel store
  - Expand agency brand and +16 stores in department stores
  - · Franchising stores in HOLA China



# RETAIL SECTOR 零售事業

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# Retail TW Business Strategy



### TLW(股)

#### Private label

 On track to deliver 50% HOLA TW private label sales mix target and 30% TLW private label sales mix target











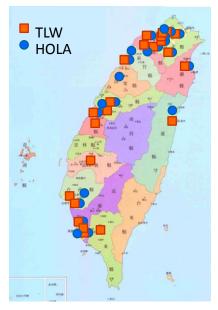




3Q15	Sales amount	Sales mix%	%diff.	SKU mix%	%diff.
TLW	NT\$ 229.0 mn	8.5%	个1.3ppt	5.5%	个1.3ppt
HOLA TW	NT\$ 292.4 mn	20.1%	↑7.0ppt	20.0%	↑8.0ppt

1-3Q15	Sales amount	Sales mix%	%diff.
TLW	NT\$ 702.0 mn	8.2%	个1.4ppt
HOLA TW	NT\$ 808.5 mn	18.0%	个5.8ppt

#### **Store Locations**



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

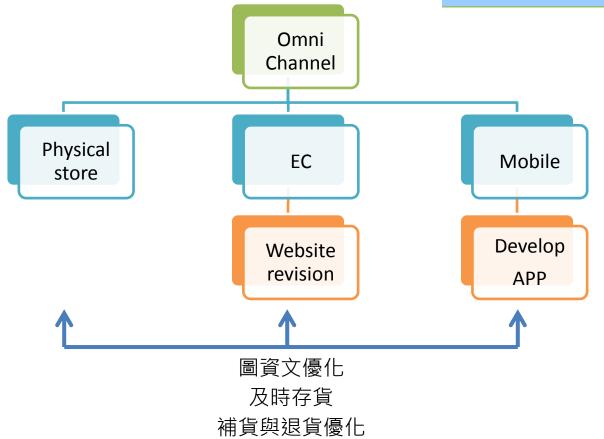
# Strategy - Omni Channel



#### 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
3Q15	NT\$ 209.5 mn
1-3Q15	NT\$ 504.1 mn
FY2014	NT\$ 541.1 mn



# Retail CN Business Strategy



#### **HOLA CHINA**

#### Increase Private label sales mix

 Centralized purchasing of HOLA Taiwan and HOLA China to reduced cost

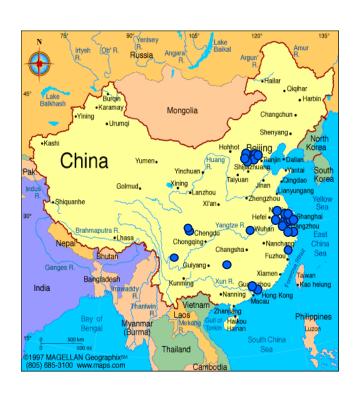
#### Omni-channel

- Launched our E-commerce platform on T-Mall in June, 2014
- Launched another platform on JD.com and Xiaohongshu in 3Q15

#### New concept stores

- Centralized purchasing of HOLA Taiwan and HOLA
   China to improve product margin
- Improve operating efficiency

<b>Private label</b>	Sales amount	Sales mix%	%diff.
3Q15	RMB \$ 19.7 mn	9.3%	个3.4ppt
1-3Q15	RMB \$ 58.4 mn	9.5%	<b>↑</b> 4.1ppt

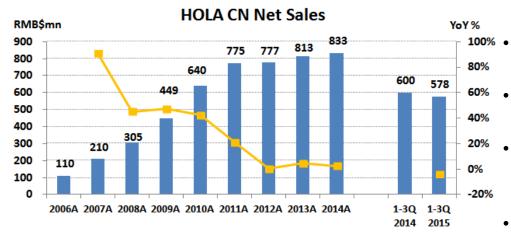




## HOLA China – Business update

2014 2015

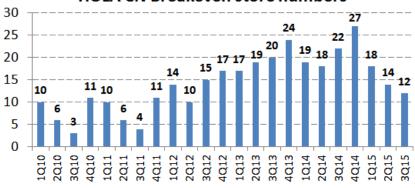






- 3Q15 revenue totaled RMB\$ 179.6 mn, -9.2%, and 1-3Q15 revenues was RMB\$ 577.9 mn, -1.4%
- 1-3Q15 net loss was NT\$ 201.7 mn; impacted by macro headwind and stores opening expense
- 12 out of 38 stores were at breakeven for 3Q15, versus 22 out of 34 stores in 3Q14
- Same-store-sales, calculated for stores opened for more than one year, was -16.2% for 3Q15 and -9.6 for 1-3Q15
- 3Q15 HOLA CN EC sales totaled RMB \$ 1.21 mn, accounted for 0.67% of HOLA CN sales. 1-3Q15 HOLA CN EC sales totaled RMB \$ 2.31 mn, accounted for 0.6% of HOLA CN sales

#### **HOLA CN Breakeven store numbers**



# Growth Opportunities - Brand agency

(Licensing)



	<u>Kitchenware</u>	Appliance	Storage	<u>Décor/Textil</u> e
Product Brand	JOSEPH  FLONEL  TERRE ÉTOILÉE**  — ceramique culinaire —	Joyoung九陽 Pissell' Life Gear  COO 倍轻松  ECOVACS ROBOTICS	HOLSTER BRANDS SPACE for you	FORLIFE  Topchoice CHOICE  by topchoice  f i n e d a y
Channel Brand (Franchising)	Crate	&Barro	el F	RETTE
Channel Brand				<b>W</b> WEDGWOOD

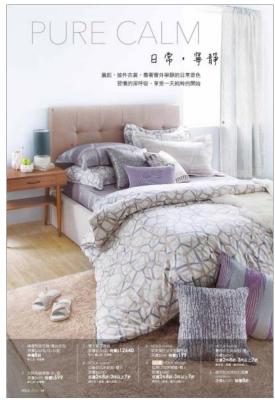
## Product differentiation



## 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



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## Trading Business Strategy



□ Continue focus on key customers in principle trading















Continue agency business' growth momentum

























- Become a Product Company
- Provide component based service through Free Trade Zone facilities
- □ Global integration

## PD Achievement



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









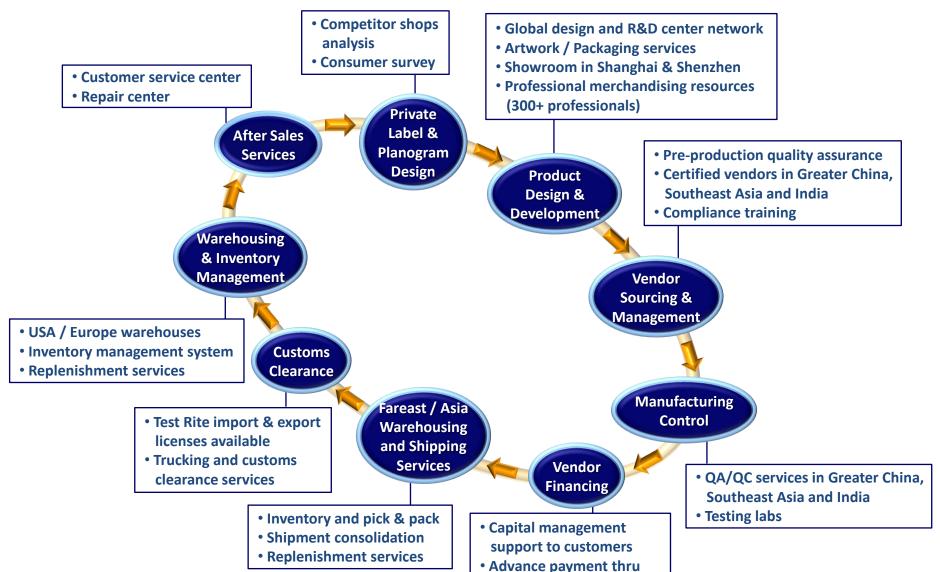






# Test Rite Repositioning – A Total Solution Provider





bank partners to vendors

## Global Worldwide Network

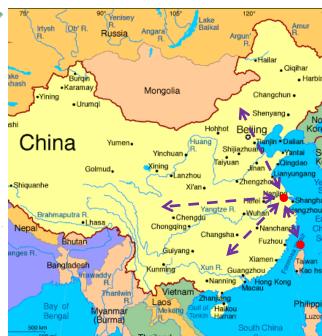




- with local service 16 offices in 12 countries/region, 4 warehouses in China, Taiwan, Germany, and U.S.
- US warehouse provides logistics/ warehousing service to customers of principal trading.

#### **Worldwide Trading Service**

#### **Greater China Retail Service**



TESTRITE's Warehouse





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# Retail Business update



Store #	2006A	2007A	2008A	2009A	2010A	2011A	2012A	2013A	2014A
TLW	21	22	22	22	23	23	24	26	26
HOLA TW	11	12	13	13	18	20	21	22	23
Total	32	34	35	35	41	43	45	48	49
HOLA CN	7	9	14	18	27	28	31	33	35

3Q14	3Q15
26	26
23	24
49	50
34	38

Selling space(m²)	2006A	2007A	2008A	2009A	2010A	2011A	2012A	2013A	2014A
TLW	91,756	93,938	93,938	93,938	89,727	87,966	88,711	92,060	92,071
HOLA TW	36,919	40,073	43,541	43,541	50,349	53,995	51,780	53,117	53,162
Total	128,675	134,011	137,479	137,479	140,076	141,961	140,491	145,177	145,233
HOLA CN	25,593	32,595	46,442	51,506	59,481	60,116	63,686	62,848	64,860

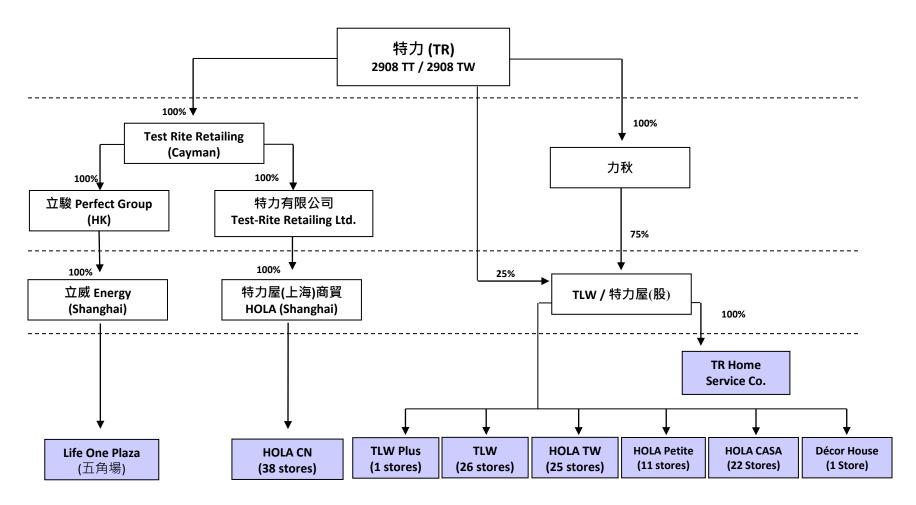
3Q14	3Q15
92,071	92,072
53,356	54,474
145,427	146,546
63,186	70,759

Avg. selling space(m²)	2006A	2007A	2008A	2009A	2010A	2011A	2012A	2013A	2014A
TLW	4,369	4,270	4,270	4,269.9	3,901	3,824	3,696	3,541	3,541
HOLA TW	3,356	3,339	3,349	3,349	2,797	2,700	2,466	2,414	2,311
Total	4,021	3,942	3,928	3,928	3,417	3,301	3,122	3,025	2,964
HOLA CN	3,656	3,622	3,317	2,861	2,203	2,147	2,054	1,904	1,853

3Q14	3Q15
3,541	3,541
2,320	2,270
2,968	2,931
1,917	1,862

## Holding structure of TR Retail Group





Store # are as of December 31th, 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/





- Sales totaled NT\$ 106 mn in 3Q15, 32.3%YoY
- Have ~15,000 SKUs online
- TLW store have 30,000~40,000
   SKUs in average
- 3Q15 Sales per ticket: NT\$ 2,396
- 3Q15 Transaction: 42,187
- TLW physical store 3Q15 CC: 1,689,652

3Q15 AVT: NT\$ 1,417

## **HOLA TW Omni-Channel**

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



- Sales totaled NT\$ 104 mn in 3Q15, +1907%YoY
- Have ~10,000 SKUs online now
- HOLA store have 30,000~40,000 SKUs in average
- 3Q15 Sales per ticket: NT\$ 3,562
- 3Q15 Transaction: 27,667
- HOLA TW physical store 3Q15 CC: 881,107

3Q15 AVT: NT\$ 1,739



## **HOLA CN Omni-Channel**

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





- Communicate promotional events with customers by WeChat every week
- 3Q15 revenues totaled RMB \$1.21 mnm
- Have ~350 SKUs online
- 3Q15 Sales per ticket: RMB \$ 150.
- 3Q15 Transaction: 7,696
- HOLA CN physical store

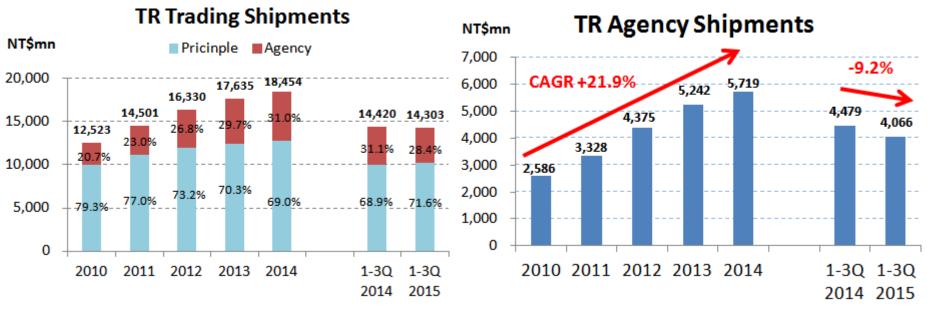
3Q15 CC: 578,330

3Q15 AVT: RMB\$ 311

# Trading Overview – 1-3Q15



- Principle trading shipments totaled NT\$ 10.2 bn, +3.0% YoY for 1-3Q15, accounted for 71.6% of total shipments
- Agency business shipments totaled NT\$ 4.07 bn, -9.2% YoY for 1-3Q15, accounted for 28.4% of total shipments
- Commission revenue total NT\$ 176.5 mn, -12.2% YoY for 1-3Q15, accounted for 1.7% of total trading sales

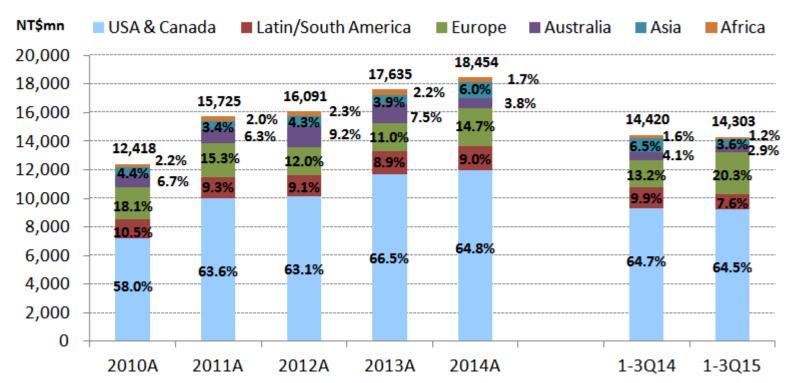


# Trading Overview – 1-3Q15



- Trading consolidated shipments breakdown by region
  - Europe shipment increased 52.6% YoY, accounted for 20.3% of total shipment,
     +7.1ppt in 1-3Q15
  - Shipment for North America decreased 1.2% YoY, accounted for 64.5% of total shipment, -0.2ppt in 1-3Q15

#### TR Trading Shipments by Region

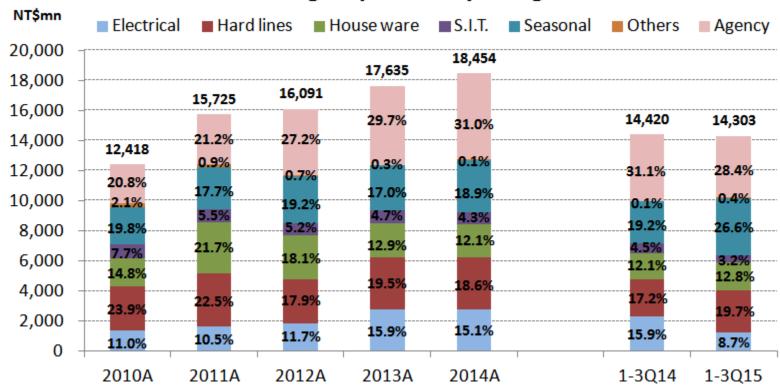


# Trading Overview – 1-3Q15



- 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 31.3% of total shipments for 3Q15, and 28.4% of total shipments for 1-3Q15

#### TR Trading Shipments by Categories



### Test Rite 3Q15 Consolidated Balance Sheet



# Test Rite International Co., Ltd. (2908) – Consolidated (IFRS Based) Consolidated Balance Sheet for 3Q15 (IFRS Based)

(NT\$ mn) 3014 3Q15 3Q14 3Q15 Total cash and cash equivalents 2,939.9 2,528.4 2,837.3 2,213.8 Short-term borrowings Total current financial assets at fair Short-term notes and bills 1,472.3 387.6 80.0 80.0 value through profit or loss payable Current bond investment without 152.2 288.8 Accounts and Notes Payable 5,747.2 5,795.2 active market, net Accounts & Notes Receivable Other Payable 3,545.0 3,153.4 1,524.8 1,498.8 Other Receivable 491.7 341.7 Current tax liabilities 56.8 146.6 Total inventories 4,760.7 6,109.4 Total advance receipts 718.4 538.9 Total long-term liabilities, 548.3 385.2 400.0 1,787.5 Total prepayments current portion Other current financial assets 1.7 31.9 Other Current Liability 250.9 77.3 Other Current Assets 33.2 9.0 **Total Current Liabilities Total current assets** 12,860.5 14,005.6 11,306.6 12,761.4

## Test Rite 3Q15 Consolidated Balance Sheet



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

**Consolidated Balance Sheet for 3Q15 (IFRS Based)** 

(NT\$ mn)	3Q14	3Q15		3Q14	3Q15
Non-current financial assets at cost, net	71.1	71.6	Long-term bank loans	5,548.6	5,311.6
Non-current bond investment without active market, net	50.0	50.0	Accrued pension liabilities	121.6	127.0
Total property, plant and equipment	6,071.8	6,428.6	Other Non-Current Liability	387.5	402.5
Goodwill and Intangible Assets	2,473.5	2,616.2	Total non-current liabilities	6,057.7	5,841.1
Deferred tax assets	1,152.8	1,246.5	Total liabilities	17,364.2	18,602.5
Total other non-current assets	1,849.3	1,630.8			
<b>Total Non-Current Assets</b>	11,668.4	12,043.7	Capital	5,219.6	5,098.9
			Total capital surplus	711.8	673.5
			Total retained earnings	1,600.7	1,654.3
			Total other equity interest	19.7	16.6
			Treasury shares	-415.5	0.0
			Total equity attributable to owners of parent	7,136.3	7,443.2
			Non-controlling interests	28.4	3.5
			Total equity	7,164.7	7,446.8
Total assets	24,528.9	26,049.3	Total Liabilities & Equity	24,528.9	26,049.3



# Test Rite Group 特力集團