Hey Song Corp.
Code:1234

2025 First
Investor Conference

Disclaimer

- The consolidated financial numbers are based on International Financial Reporting Standards (IFRS) and also audited or reviewed by CPA.

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Agenda

Corporate Overview

New Product Introduction

HeySong 100th Anniversary

Financial Performance

Corporate Overview

Corporate Profile

Hey Song Corp.	
Date of Incorporation	December 13, 1969
Date of Listing	March 12, 1999
Capital	NT$4.02 billion
Chairman	Pin-Tang Chang
Address	3F., No. 296, Sec. 4, Xinyi Rd., Da’an Dist., Taipei City 106, Taiwan (R.O.C.)
Manufacturing Sites	Chungli Plant & Touliu Plant
Number of Employees	594 (As of May 2025)

Corporate Overview

Philosophy and Persistence

Corporate Values
To Serve with Integrity

Corporate Mission
To Be Your "Quality Life " Partner.

Corporate Vision
Food Safety
Pleasure & Health
Digitalization
Sustainability

New Product Introduction

- **PET 600ml HeySong Sarsaparilla Grapefruit Flavor**

  Launch Date: 4/30

Made to Refresh
Made for Mealtime

- A classic sarsaparilla twist, brightened with ruby grapefruit.
- Refreshing and fizzy

- **PET 580ml HeySong Camellia Barley Tea**

  Launch Date: 4/2

Zero burden, just chill

- 0 sugar / 0 caffeine / 0 calories
- Formulated with stress-relieving components: Sesamin, Japan-Patented GABA

New Product Introduction

- PKL 330ml Lipton Amber Barley Black Tea

  Launch Date: 4/2

Rich sweet smell of baked barley and cassia seed aroma

- PET 535ml Lipton Honey Black Tea

  Launch Date: 4/30

100%
Sri Lankan Black Tea

100%
Natural Longan Honey

New Product Introduction

- Brilliant Spring Kinmen Kaoliang Liquor (Lion Dance Edition)
  Launch Date: January

- 58% 1000-Day Aged Kinmen Kaoliang Liquor -Smoky Flavor
  Launch Date: May

Leading Brand of Kinmen Kaoliang Aged Liquor

New Product Introduction

- 5.1L 58% Kinmen Kaoliang Liquor

  Launch Date: April

- Kinmen Kaoliang Liquor 63rd Anniversary Edition

  Launch Date: May

New Product Introduction

- **May: CHOYA x FamilyMart Co-branded product**

- **June-July: CHOYA x LadyM Co-branded product**

LADY M
NEW YORK

New Product Introduction

■ HeySong Black Cumin Fish Oil Soft Capsule

Launch Date: 4/22

Received international 3-star Clean Label Certification

Innovative fish oil with *Nigella sativa* added for setting new health trends

- Ultra-pure fish oil, 85% Omega-3.
- 1020 mg Omega-3 (EPA + DHA) per serving
- rTG form for high absorption
- With *Nigella sativa* oil herbal aroma, less fishy odor
- Black Cumin fish oils for better health.
- Includes Vitamin E for antioxidant support
- Small capsules, easy to swallow
- For office workers, seniors, and children

HeySong 100th Anniversary

■ HeySong 100 Events

HeySong 100th Anniversary Banquet

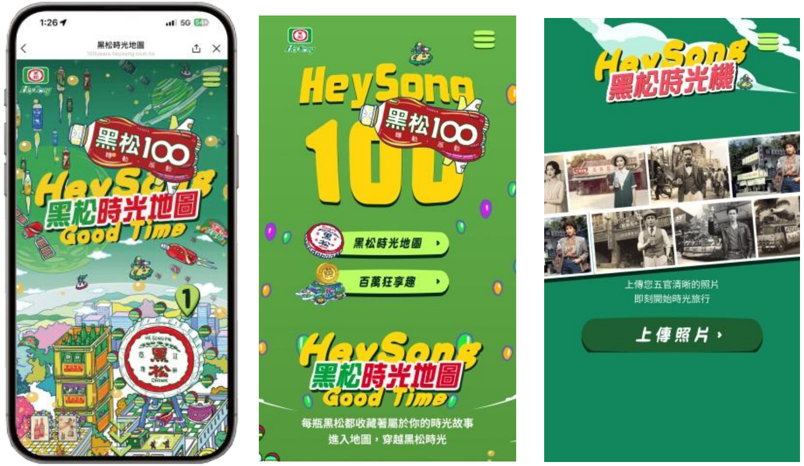
- Stakeholders were invited on 14 April to join in the celebrations
- 154 media coverages
- PR-Value NT： 10 Million

Heysong Family Day

- Over 1,000 employees and their families participated on 26 April
- 102 media coverages
- PR-Value NT： 7 Million

■ Consumer Events

HeySong 100 consumer events were held to thank consumers for their support



- Consumer Prize Draw
- Digital Interactive Event

HeySong 100th Anniversary

■ Anniversary Souvenirs

HeySong released 100th Anniversary souvenirs to thank consumers for their support.

- HeySong 100th Anniversary Slim Can

- HeySong Sarsaparilla EasyCard

- HeySong DIY Storage Toy

- HeySong x Tomica Die-cast Toy

- HeySong Vending Machine Toy

Financial Performance

CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME

Amounts in NT$ millions	For the three months ended March 31, 2025	For the three months ended March 31, 2024
Net sales revenue	$ 2,230	$ 2,639
Operating cost	(1,703)	(2,018)
Gross profit	527	621
Operating expense	(515)	(516)
Operating income	12	105
Non-operating income and expense	286	132
Profit before income tax	298	237
Net income	247	175
Earnings per share (NT$)	$ 0.61	$ 0.44

Financial Performance

CONSOLIDATED BALANCE SHEET

Amounts in NT$ millions

	March 31, 2025	December 31, 2024	March 31, 2024
Cash and cash equivalents	$ 1,585	$ 1,354	$ 1,400
Notes and accounts receivable, net	700	795	897
Inventories	6,058	5,717	5,431
Investments accounted for using the equity method	812	810	850
Property, plant and equipment	6,197	6,284	5,981
Investment property	7,535	7,543	7,562
Total assets	23,934	23,688	23,053
Short –term loans	1,550	1,550	600
Total liabilities	5,611	4,853	4,991
Total equity	18,323	18,835	18,062
Book value per share(NT$)	$ 45.6	$ 46.9	$ 44.9

Financial Performance

CONSOLIDTATED STATEMENTS OF CASH FLOWS

Amounts in NT$ millions

	For the three months ended March 31, 2025	For the three months ended March 31, 2024
Net cash inflow from operating activities	$ 112	$ 308
Net cash inflow (outflow) from investing activities	119	(298)
Net cash outflow from financing activities	(5)	(105)
Effect of exchange rate changes on cash and cash equivalents	5	5
Net increase (decrease) in cash and cash equivalents	231	(90)
Cash and cash equivalents, end of period	$ 1,585	$ 1,400

Q & A