



Johnson Health Tech. Co., Ltd.



Johnson Health Tech. Group

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Milestone

I. Initial Stage (1975~1979):

Producing weight lifting equipment (OEM)

1. Reduce material cost

2. Standardize operation procedures to raise productivity

1975 - Johnson was established

1976 - Cooperated with IVANKO to produce weight lifting equipment and became the largest supplier in the world within three years.

II. Manufacturing Transformation (1980~1995):

Built up R&D team to design and manufacture CV fitness products (OEM, ODM)

1980 - Started OEM & ODM fitness business with the leading companies such like Ross, Universal, Tunturi, Schwinn, True, Omron, Mizuno. etc.



III. OBM Transformation (1996~2005):

Built core competitiveness of international manufacturing, R&D, brands, sales channels, and management.

1996 - Set up brand company Epix Inc. and launched own brand “Vision Fitness” in North America specialty dealer market.





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1998 - Set up brand company “Horizon Fitness” in USA home use market.



2001 - Set up the China factory located in Shanghai.
- Set up brand company “Matrix Fitness” in the USA commercial market.





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- 2007 - Won “Taiwan Top Global Brands” award No. 9
- Received Taiwan Excellence Gold Awards for Horizon Evolve Treadmill.



- 2009 - Integrated three brand companies (Matrix, Vision and Horizon) into one legal entity “Johnson Health Tech North America, Inc. “

2012 - Integrate Magnum in NA, the 4rd manufacturing base.

- For the first time, percentage of commercial sales exceeds that of home sales.

2013 - Set up marketing company in Poland, Vietnam, Greece.

- Commercial sales occupied 61% of group's revenue.



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Market size



Global Fitness Market

Market Size FY2014

Global: USD 6.3 billion

Home: USD 4.0 billion

Commercial: USD 2.3 billion



USA Fitness Market

Units : million ; %

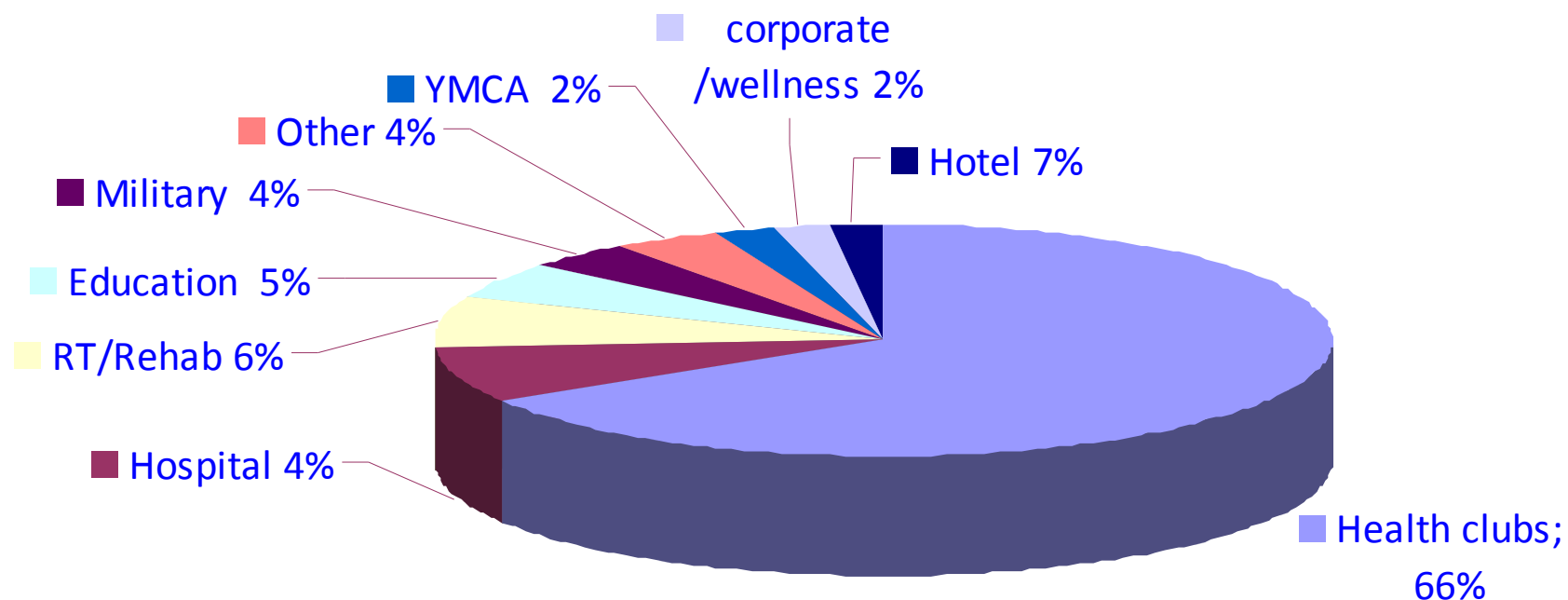
Year	Home use		Commercial		Total	
	Amount	GR %	Amount	GR %	Amount	GR %
1998	2,795	4.29%	662	15.00%	3,457	5.97%
1999	2,770	-0.89%	880	32.93%	3,650	5.58%
2000	2,905	4.87%	945	7.38%	3,850	5.48%
2001	3,010	3.61%	930	-1.58%	3,940	2.34%
2002	3,075	2.15%	900	-3.23%	3,975	0.89%
2003	3,095	0.70%	950	5.56%	4,045	1.76%
2004	3,165	2.26%	1011	6.42%	4,176	3.23%
2005	3,372	6.54%	1056	4.45%	4,428	6.03%
2006	3,543	5.07%	1119	5.97%	4,662	5.28%
2007	3,549	0.16%	1149	2.68%	4,698	0.77%
2008	3,183	-10.40%	1040	-9.48%	4,220	-10.20%
2009	3,194	0.41%	967	-7.02%	4,162	-1.37%
2010	3,321	3.98%	1023	5.79%	4,344	4.37%
2011	3,440	3.58%	1050	2.64%	4,490	3.36%
2012	3,560	3.49%	1139	8.48%	4,700	4.68%
2013	3,581	0.59%	1257	10.36%	4,838	2.94%
2014	3,751	4.75%	1308	4.06%	5,059	4.57%

Health · Value · Sharing



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Major commercial business segments



Total Market Size:
USD 0.95M

Source: IHRSA



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Brand Market Position



Brand Market Position



**Matrix
Johnson**

**Commercial-use fitness market e.g.
Health club and Hotel**

Vision

**High-end home through Specialty fitness retailers
and light commercials**

Horizon

**Sporting goods stores, Department stores,
mass retailers etc.**



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Historical financials



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Historical financials information

Units : US Millions

Year	2006	2007	2008	2009	2010	2011	2012	2013	2014
Sales	349	360	377	303	369	463	520	512	546
Growth %	30.9%	3.4%	8.3%	-19.5%	21.3%	25.3%	12.5%	-1.5%	6.6%
Net profit after tax	52.5	17.2	0.05	-1.94	8	26.2	29	28.8	28.8



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Thank You