



喬山健康科技(股)公司

Johnson Health Tech



Content

- 1 集團沿革
- 2 品牌及通路
- 3 營運結果





集團沿革



集團沿革

1975-1979

Early Years / 草創期

喬山成立於1975年,初期以生產啞鈴起家,與美商IVANKO合作,生產舉重器材,並於三年內成為最大的舉重片生產供應商。



1980-1995

Fitness Manufacturing / 製造轉型期

成立研發團隊、設計製造有氧健身器材。與世界著名健身器材公司

UNIVERSAL, TUNTURI, SCHWINN, TRUE, OMRON, MIZUNO 等主要大品牌皆在喬山研發及生產。

1996-2022

Brand / Market Development

行銷轉型期

建立國際化之製造、研發、品牌、通路及管理之國際競爭優勢。

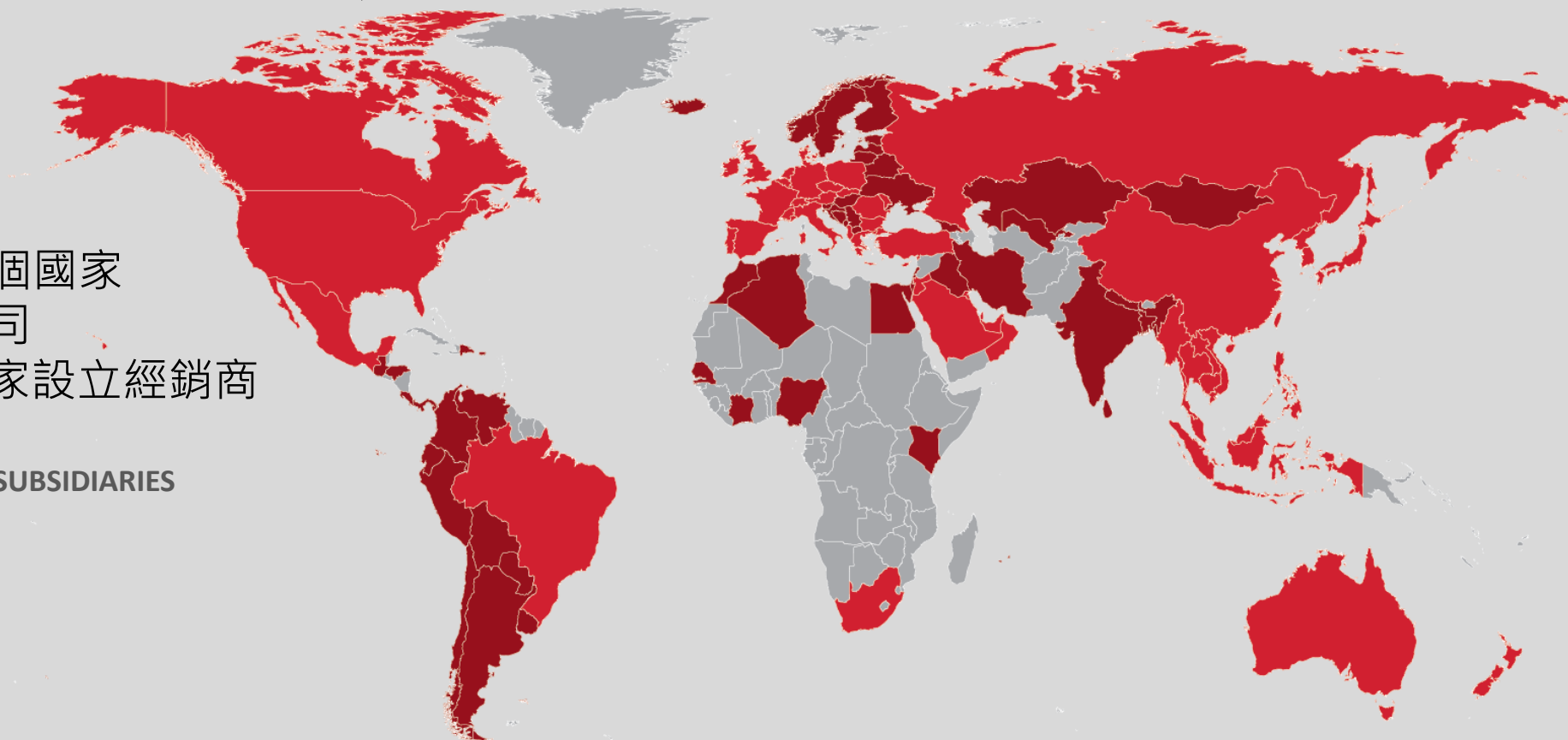




全球行銷據點

2022年全球**34**個國家
設立**40**家子公司
全球**60**餘個國家設立經銷商

- WHOLLY OWNED SUBSIDIARIES
- DISTRIBUTORS



1975	1996	1998	1999	2000	2001	2003	2004	2005	2006	2010	2012	2013
2014	2015				2016	2018	2019	2020	2021	2022		
					羅馬尼亞	保加利亞	俄羅斯	捷克	印尼	土耳其	南非	印度



建構全球自有零售通路

全球 361 家

America (104)

USA - 103
Brazil - 1

Europe (5)

Italy - 2
Greece - 3

Asia (252)

Taiwan - 80	Malaysia - 10
China - 76	Vietnam - 5
Thailand - 76	Philippines - 5



全球製造基地



JHTNAM,
美國
威斯康辛

JIS - II,
中國上海,



JIS - I,
中國上海



JHT,
台灣台中



日本大阪



JVN,
越南河內





2

品牌及通路





健身器材品牌定位及通路

Commercial

MATRIX



Vertical Market

VISION
FITNESS



Sporting Goods and Mass Market

 **HORIZON**
FITNESS





MATRIX

商用健身器材

Strong. Smart. Beautiful.

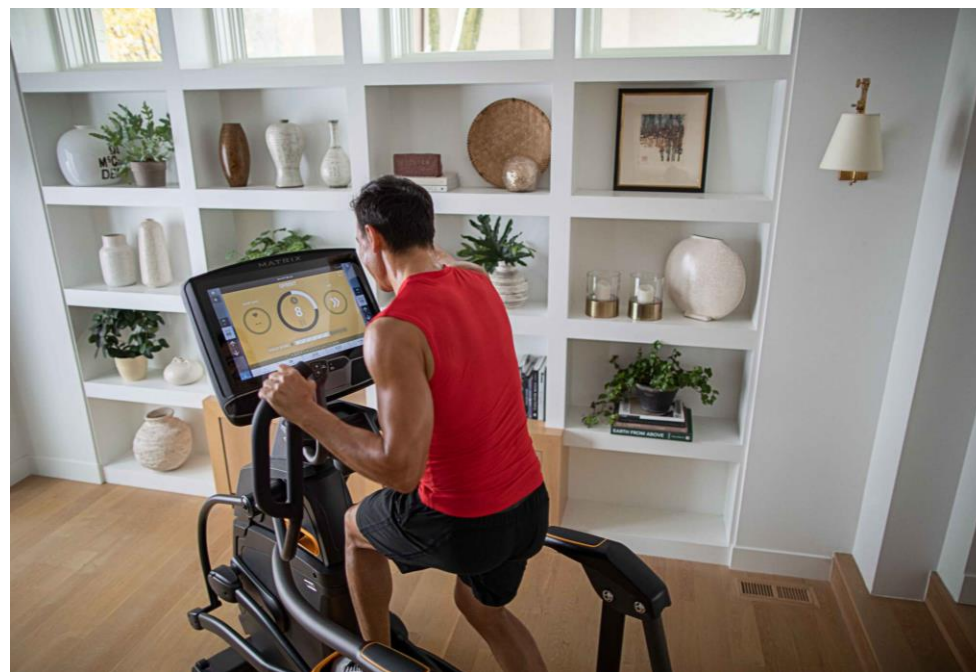
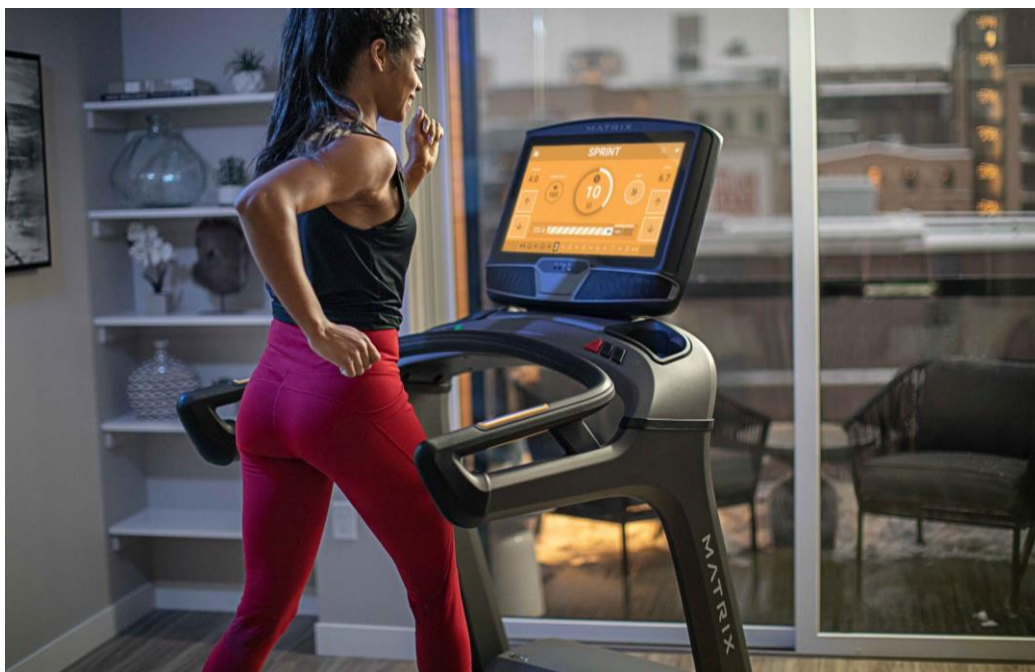
As the world's premier brand dedicated to serving fitness enthusiasts at home and in the club, Matrix redefines the exercise experience with dynamic performance, sleek design, advanced functionality, exclusive workout programs and the kind of durability that stands up to rigorous use by multiple users, day after day for years.

MATRIX



高端家用健身器材

MATRIX





輕商用健身器材



Move With Confidence

Versatile and value-conscious, Vision serves specialty retailers and vertical markets including hotels, homes and apartment complexes with popular cardio equipment ideal for their space and budget.





家用健身器材



Design For Life

Horizon provides home fitness equipment designed to help people around the world reach their healthy goals, whether they are just getting started down the path to wellness or training for their next big event.





按摩椅品牌



FUJIIRYŌKI

S Y N C A



**GOOD DESIGN
AWARD 2017**





建立全球品牌,邁向國際

Global Brand, Local Touch

Official Supplier



NETHERLANDS
Royal Belgian Football Association

Sporting Partnership



UNITED KINGDOM
Renault Sport Racing

Athletic Ambassadors



Marit Bouwmeester /
Olympic sailing medalist

Brand Ambassadors



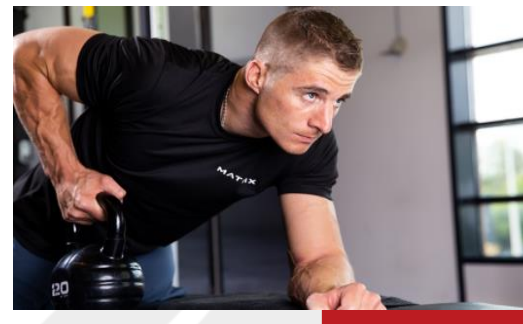
Taiwan - Tai Tzu Ying



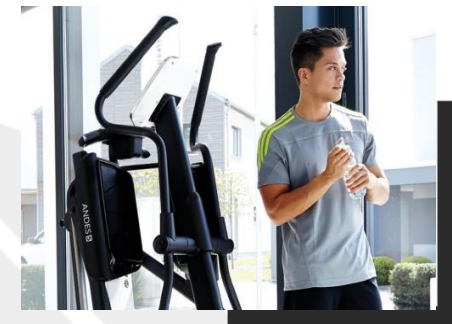
GERMANY
German Football Association (DFB)



GERMANY
German Basketball Federation (DBB)



Jetze Plat / Paralympic world cup winner Germany





經營實績

3

損益表

	2022年1-9月		2021年1-9月		Change	
(台幣仟元)	amt	g%	amt	g%	amt	g%
營業收入	22,123	100%	21,038	100%	1,084	5%
營業成本	12,849	58.1%	11,476	54.5%	1,373	
營業毛利	9,273	41.9%	9,562	45.5%	(289)	-3.5%
營業費用	10,294	46.5%	9,639	45.8%	655	0.7%
預期信用減損損失	21	0.1%	401	1.9%	(381)	-1.8%
營業利益	(1,041)	-4.7%	(478)	-2.3%	(563)	
非營業收支	615	2.8%	74	0.4%	541	
稅前淨利	(427)	-1.9%	(404)	-1.9%	(22)	0.0%
所得稅利益(費用)	126	0.6%	5	0.0%	121	
稅後淨利	(301)	-1.4%	(400)	-1.9%	99	0.5%
母公司獲利(虧損)	(105)	-0.5%	(436)	-2.1%	331	1.6%
EPS	(0.35)		(1.44)		1.09	

