



SENAO Profile

(股票代號: 2450)

Disclaimer

This presentation contains some forward-looking statements that are subject to substantial risks and uncertainties. Typically, these statements contain words such as “anticipate”, “believe”, “could”, “estimate”, “expect”, “intend”, “plan”, “forecast”, “project”, “predict”, “potential”, “continue”, “may”, “should”, “will”, and “would” or similar words. You should consider these forward-looking statement carefully because such statements are only our expectations or projections about future events, and actual results may differ materially from those expressed or implied by such statements. The forward-looking statements in this presentation include, but are not limited to, growth rates for various markets estimated by third party sources, future products and technology development, widespread market acceptance of the hosted delivery model, future revenue growth and profitability. You should be cautioned that the forward-looking statements are no guarantee of our future performance. The forward-looking statements contained in this presentation are made only as of the date of this presentation and we undertake no obligation to update the forward-looking statements to reflect subsequent events or circumstances, except as required by law. This presentation and the information contained herein are the property of SENAIO International CO. LTD.

Agenda

- Company profile
- Operation Performance



Company Profile





SENAO INTRODUCTION



OUR MISSION

To provide innovative, high quality products, services & solutions which offer the best value & quality of life to our customers.

To continuously enhance our shareholders & brand partners value



EXECUTIVE MANAGEMENT

A corporate leadership culture that focuses on integrity, professionalism, & sustainable growth.



COMPANY INFORMATION

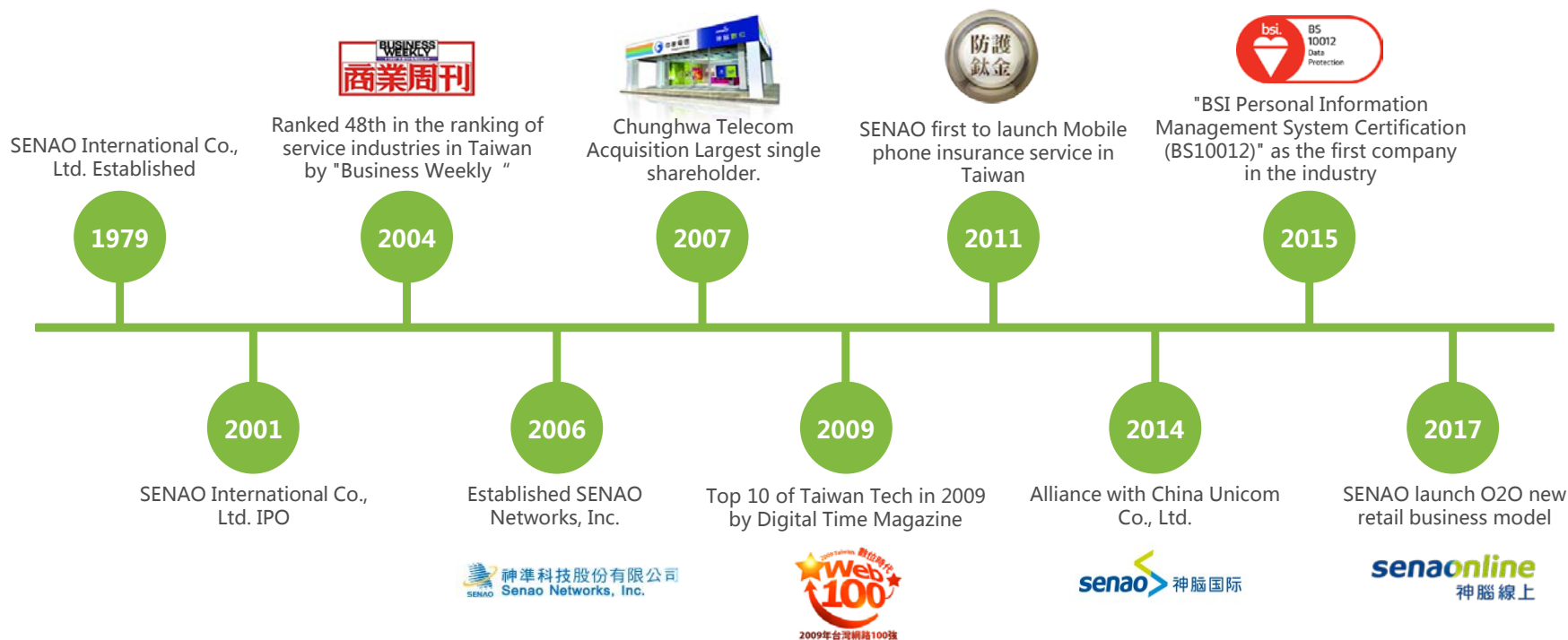
Founded in May, 1979

Market Capitalization : NTD 25.8 Billion

Core Business:

- CHT exclusive device provider
- Largest telco retail chain – 45% market share
- Authorized service center for Apple & Android
- 500+ branded stores
- Customer base – 2.4 million
- Warehousing, logistics and distribution
- B2B/B2C/B2R solutions

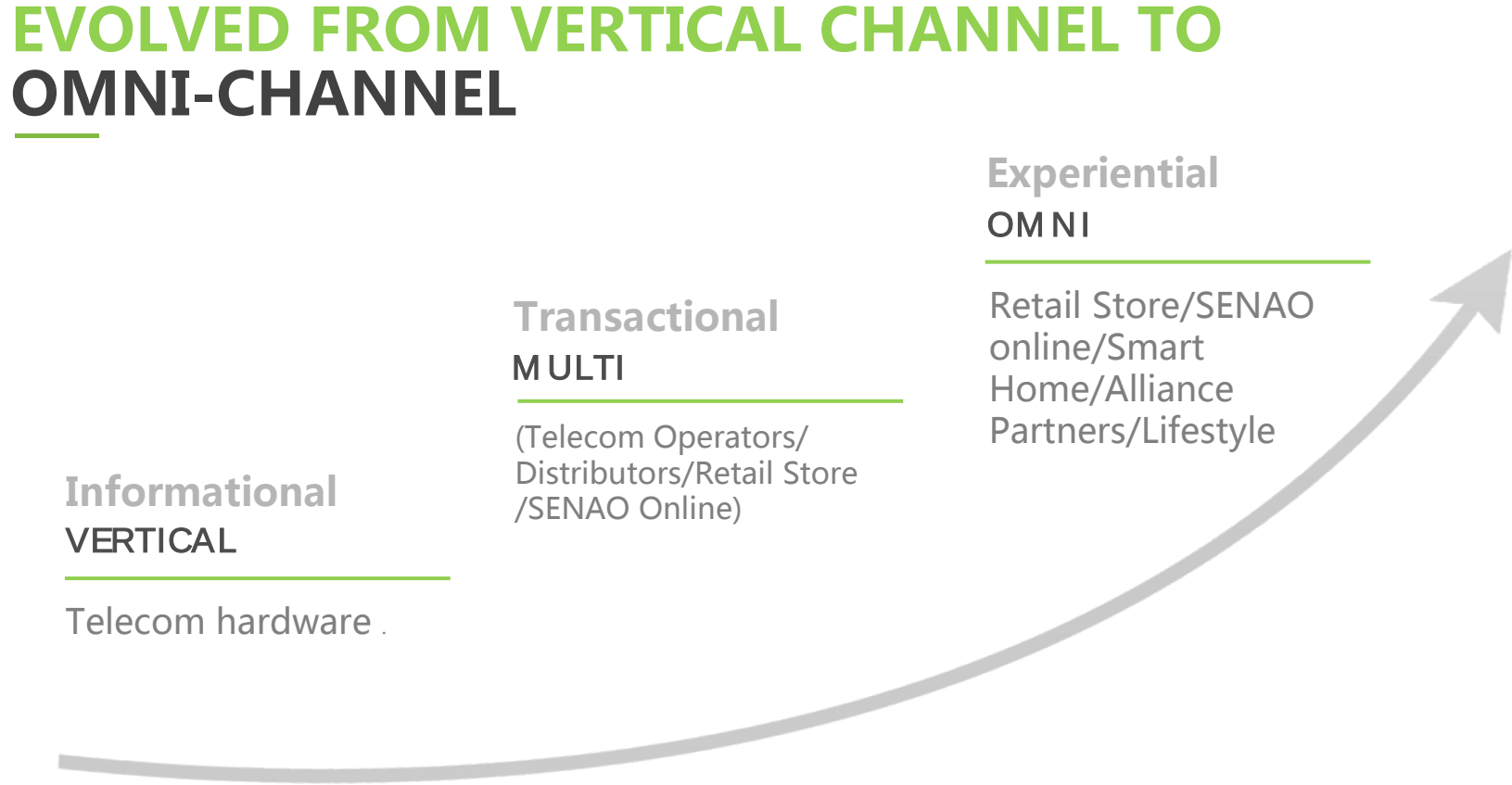
COMPANY MILESTONE



CHANNEL COMPETENCE



EVOLVED FROM VERTICAL CHANNEL TO OMNI-CHANNEL



Informational VERTICAL

Telecom hardware .

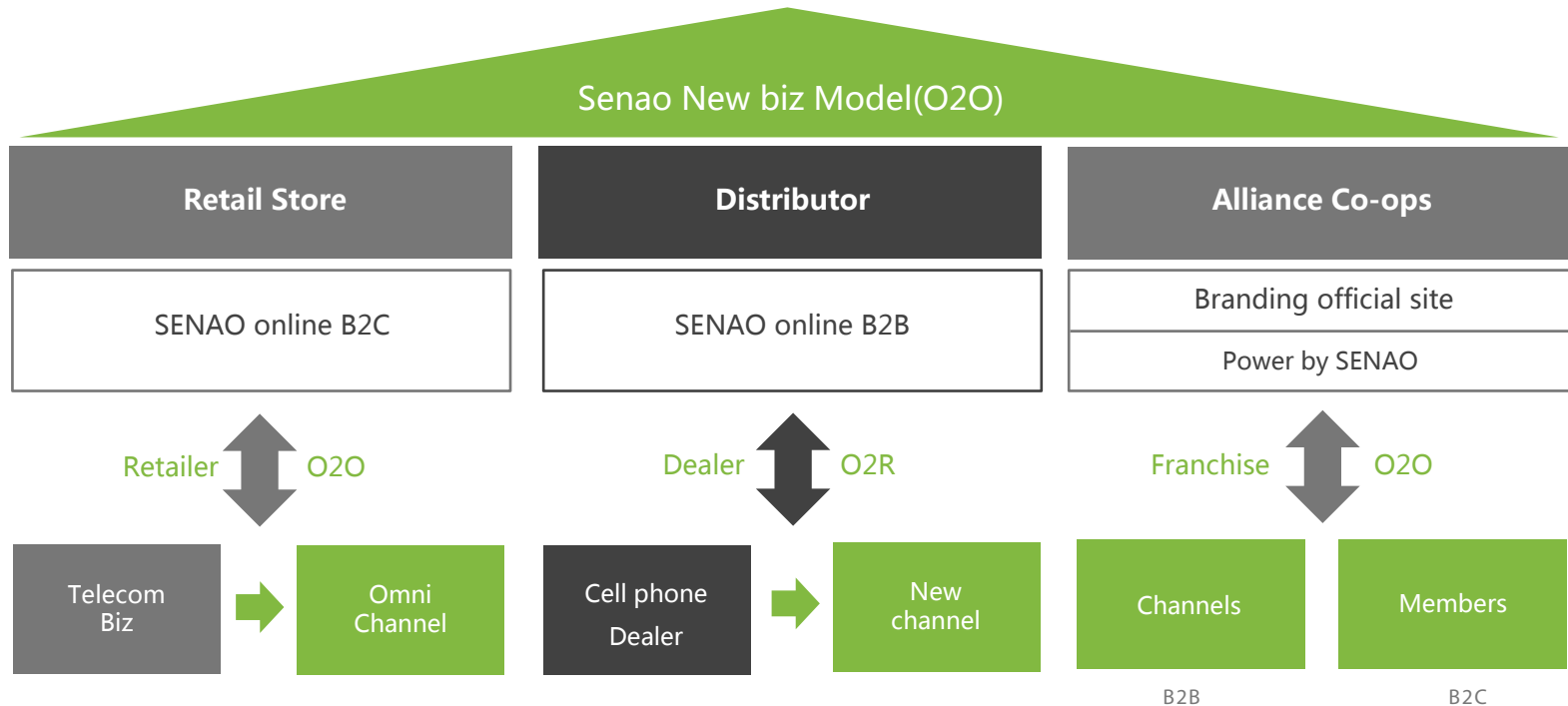
Transactional MULTI

(Telecom Operators/
Distributors/Retail Store
/SENAO Online)

Experiential OMNI

Retail Store/SENAO
online/Smart
Home/Alliance
Partners/Lifestyle

OMNI-CHANNEL- NEW O2O BUSINESS MODEL



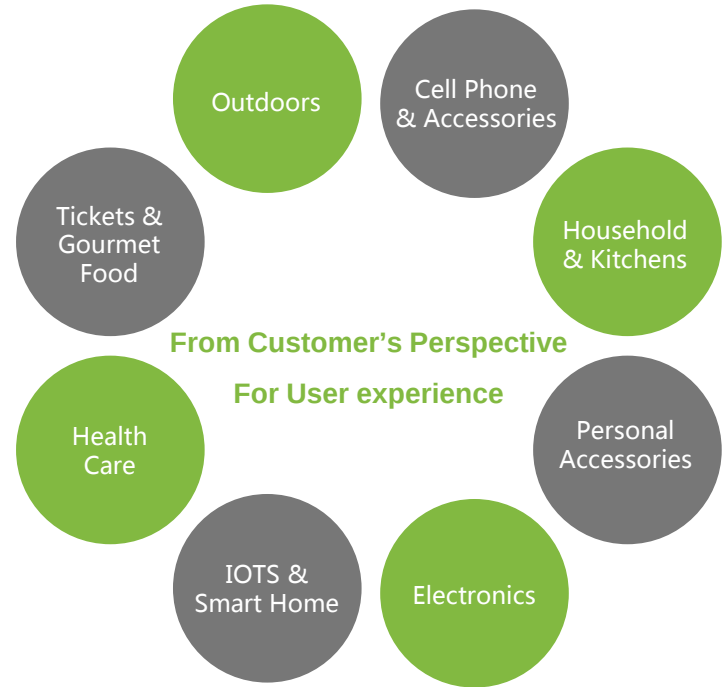
CUSTOMER JOURNEY IN OMNI-CHANNEL



SELECTED PRODUCT FROM USER INSIGHT

Consumers would gravitate to the best provider and channel , and at the moment that means SENAO.

Looking for the Best !





DEVICES & ACCESSORIES



DIGITAL SERVICES



HOME APPLIANCES



IOT & SMART HOME



HEALTH CARE



North Logistics
Center

Central Logistics
Center

East Logistics
Center

Jiayi Logistics
Center

South Logistics
Center

WAREHOUSING, LOGISTICS AND DISTRIBUTION

6*12 services

- Comprehensive inventory management and Transparent information management
- Warehouse management record all events and activities in the receipt, handling and storage of products and orders in the warehouse or distribution center, including the location of inventory

Dedicated transportation management and services

- Transparent information management
- Delivery and quality control management



SERVICE IN SENAO

The largest repair service provider in Taiwan

- Apple and all Android authorized service center of cellphone and service network
- More than 30 repair centers
- Providing DOA, PBC, LCD repair services
- Service capacity: 202K in 2017

MEDIA MIX



OWN

APP

1M D/L
200K Mon.
Active User

**In-Store
Broadcast TV**

1M Monthly
Traffic

FB fans club

300K fans
30%+
Interaction %

Live Stream

2K Concurrent
Online
200K Reach
PPL.

BUY

KOL/Influencer

SEM

Re-Targeting

EARN

News Release

FB/Line/Forum



OUR BRAND PARTNERS

Communication Industry



Home appliances



Digital Industry



Health care Industry



SENAO New Retail Platforms

the best experience in offline and online retail Omni channel to
satisfy customer needs anytime anywhere.



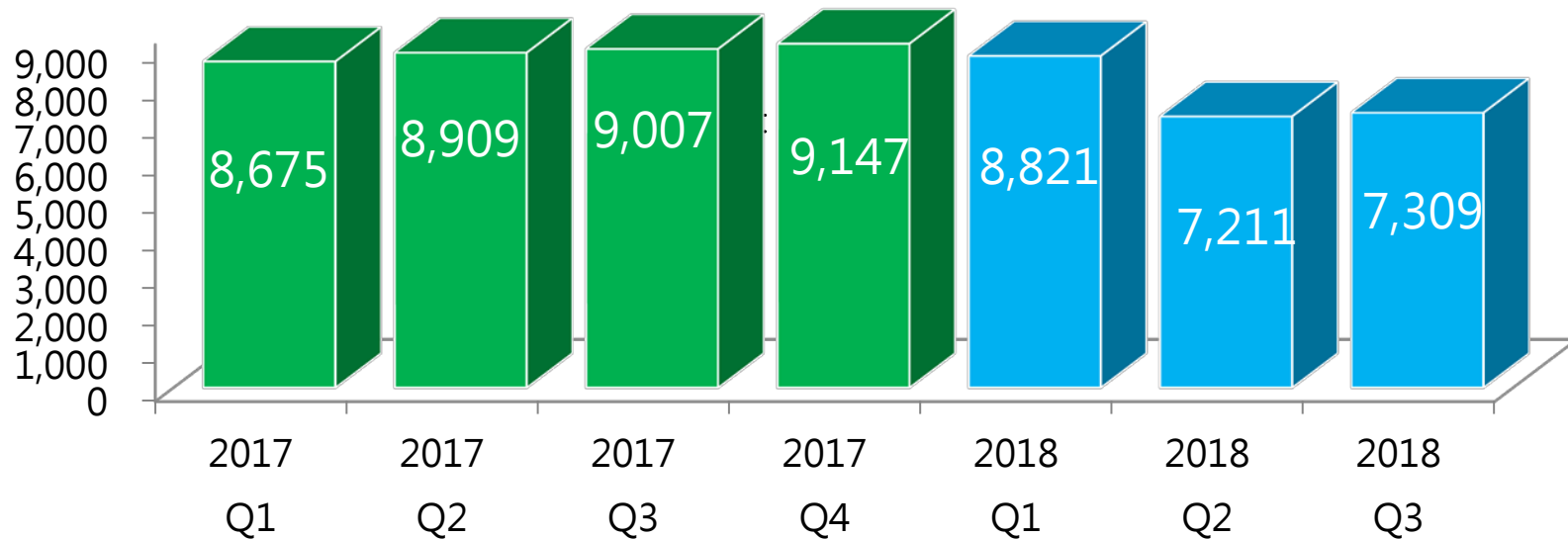
Results of Operations



Results of Operations-Operating Revenue

Unit : NT million

Y2017 ~ Y2018 Q3

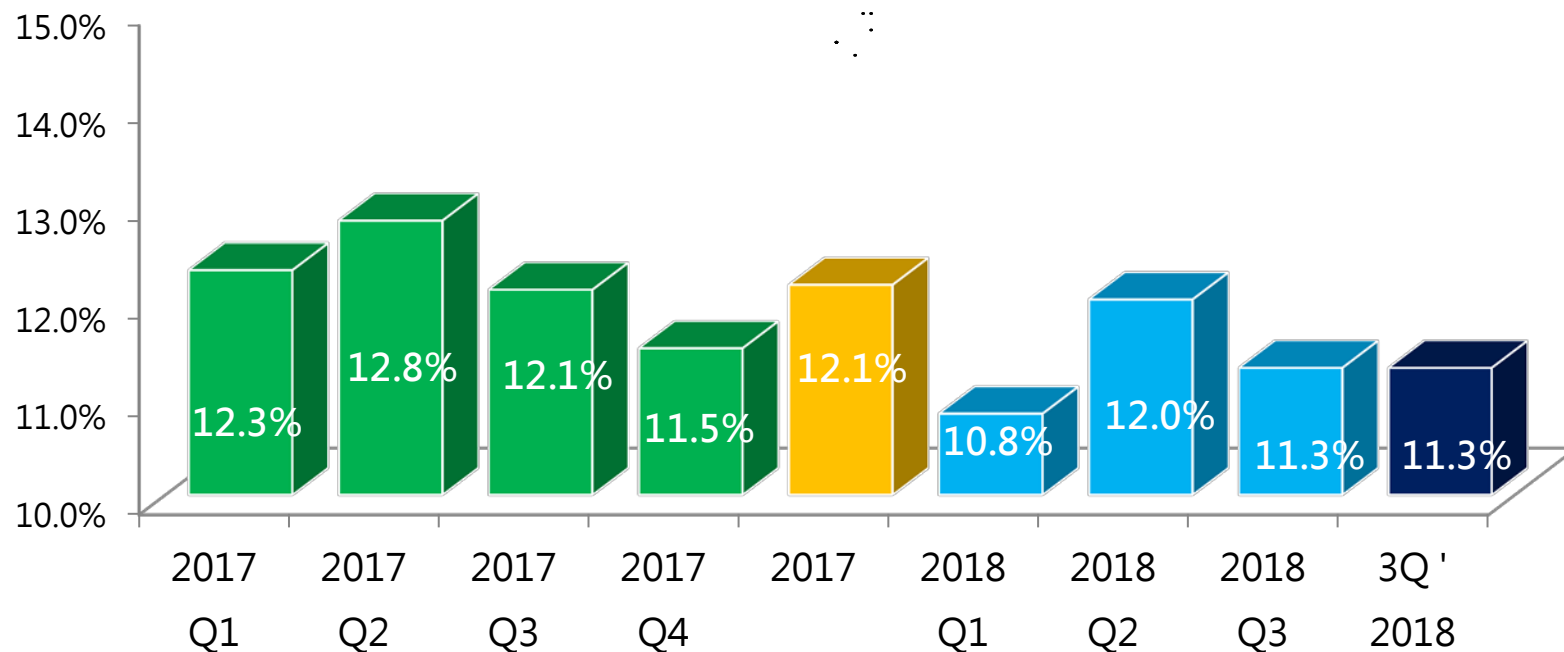


Unit : NT million	2017 Q1	2017 Q2	2017 Q3	2017 Q4	2018 Q1	2018 Q2	2018 Q3
Operating Revenue	8,675	8,909	9,007	9,147	8,821	7,211	7,309
QoQ	0.5%	2.7%	1.1%	1.6%	-3.6%	-18.3%	1.4%
YoY	2.0%	14.3%	-1.7%	6.0%	1.7%	-19.1%	-18.9%

Results of Operations-Gross profit margin

Y2017 ~ Y2018 Q3

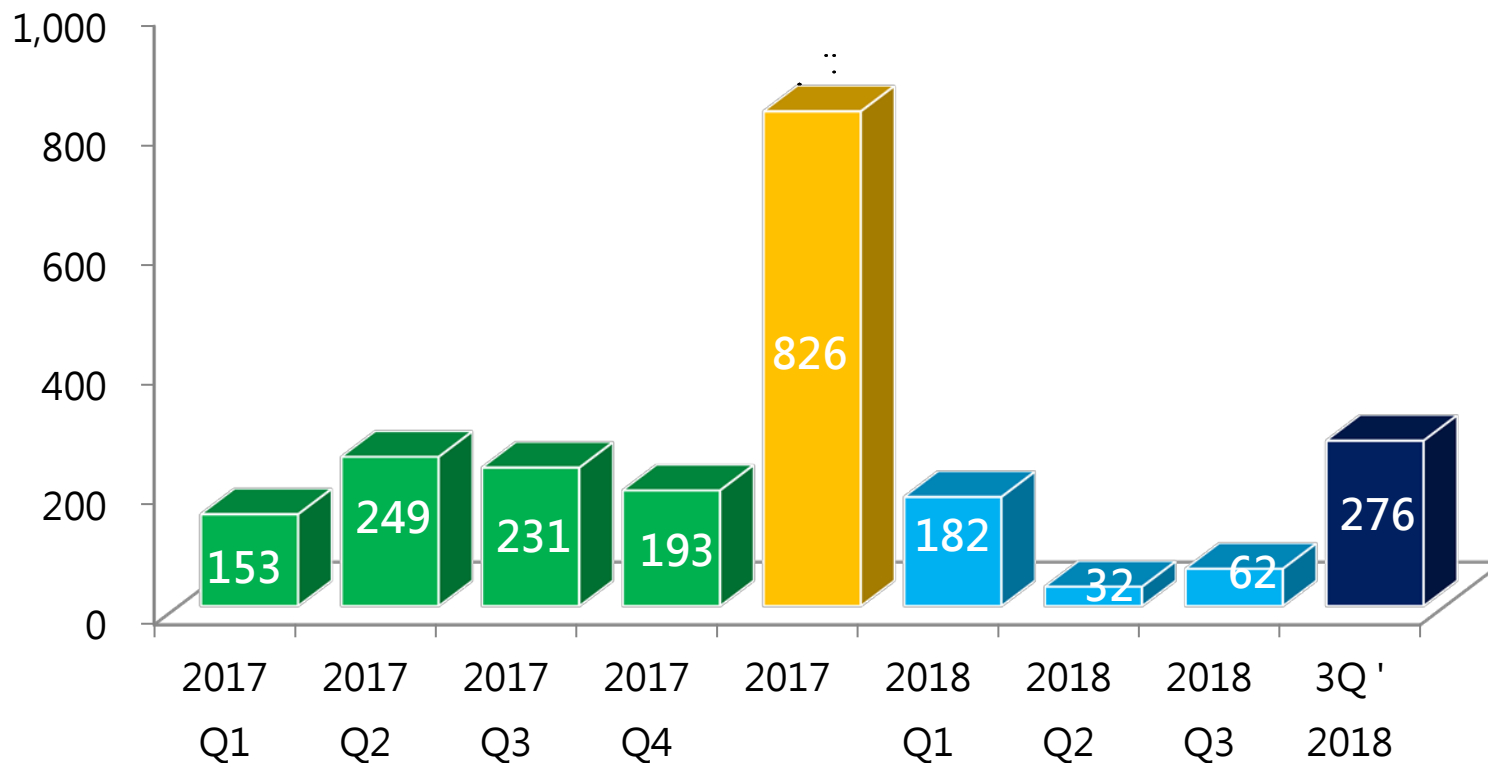
Unit : %



Results of Operations-Net Income

Y2017 ~ Y2018 Q3

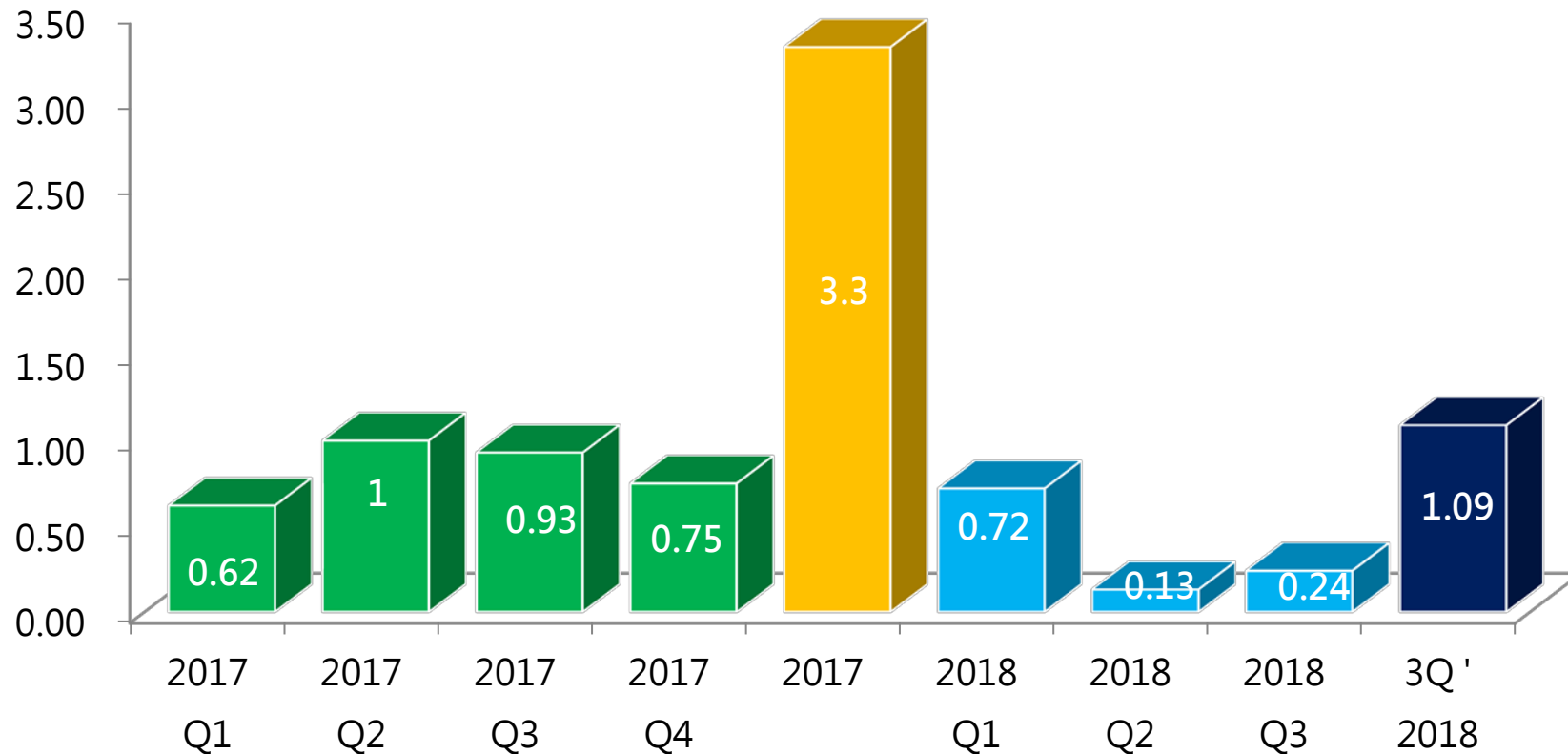
Unit : NT million



Results of Operations-Earnings Per Share

Unit : NT

Y2017 ~ Y2018 Q3



Consolidated Balance Sheet



Y2017 ~ Y2018 Q3

Unit : NT million	2017 Q1	2017 Q2	2017 Q3	2017 Q4	2018 Q1	2018 Q2	2018 Q3
Cash and cash equivalents	1,313	2,295	1,873	2,320	2,553	2,577	2,445
Notes receivable & Receivables	2,563	2,636	2,270	2,239	2,109	1,927	1,770
Inventories	2,685	2,868	2,951	2,304	2,578	2,302	2,254
Class of property, plant and equipment	993	990	1,004	1,006	986	974	959
Total assets	9,968	11,281	10,456	10,287	10,729	10,337	9,850
Current liabilities	369	55	353	-	-	-	20
Notes payable & Accounts payable	2,058	3,225	2,917	2,520	3,031	2,358	2,792
Current liabilities	3,750	5,740	4,678	4,204	4,475	4,524	3,995
Total liabilities	3,904	5,892	4,829	4,364	4,630	4,678	4,148
Total equity	6,064	5,388	5,626	5,923	6,099	5,659	5,702

Consolidated Statements of Cash Flows



Y2017 ~ Y2018 Q3

Unit : NT million	2017 Q1	2017 Q2	2017 Q3	2017 Q4	2018 Q1	2018 Q2	2018 Q3
Cash provided by (used in) operating activities	(1,100)	85	259	1,081	301	104	610
Cash provided by (used in) investing activities	(81)	(23)	74	(57)	(68)	(172)	(15)
Cash provided by (used in) financing activities	301	41	(654)	(897)	89	327	(471)
Cash and cash equivalents at end of year	1,313	2,295	1,873	2,320	2,553	2,577	2,445

Thank You

