

王品集團wowprime

2026/05/21

Wowprime Corporation Introduction

Company : Wowprime
Stock Code : 2727





I. Introduction

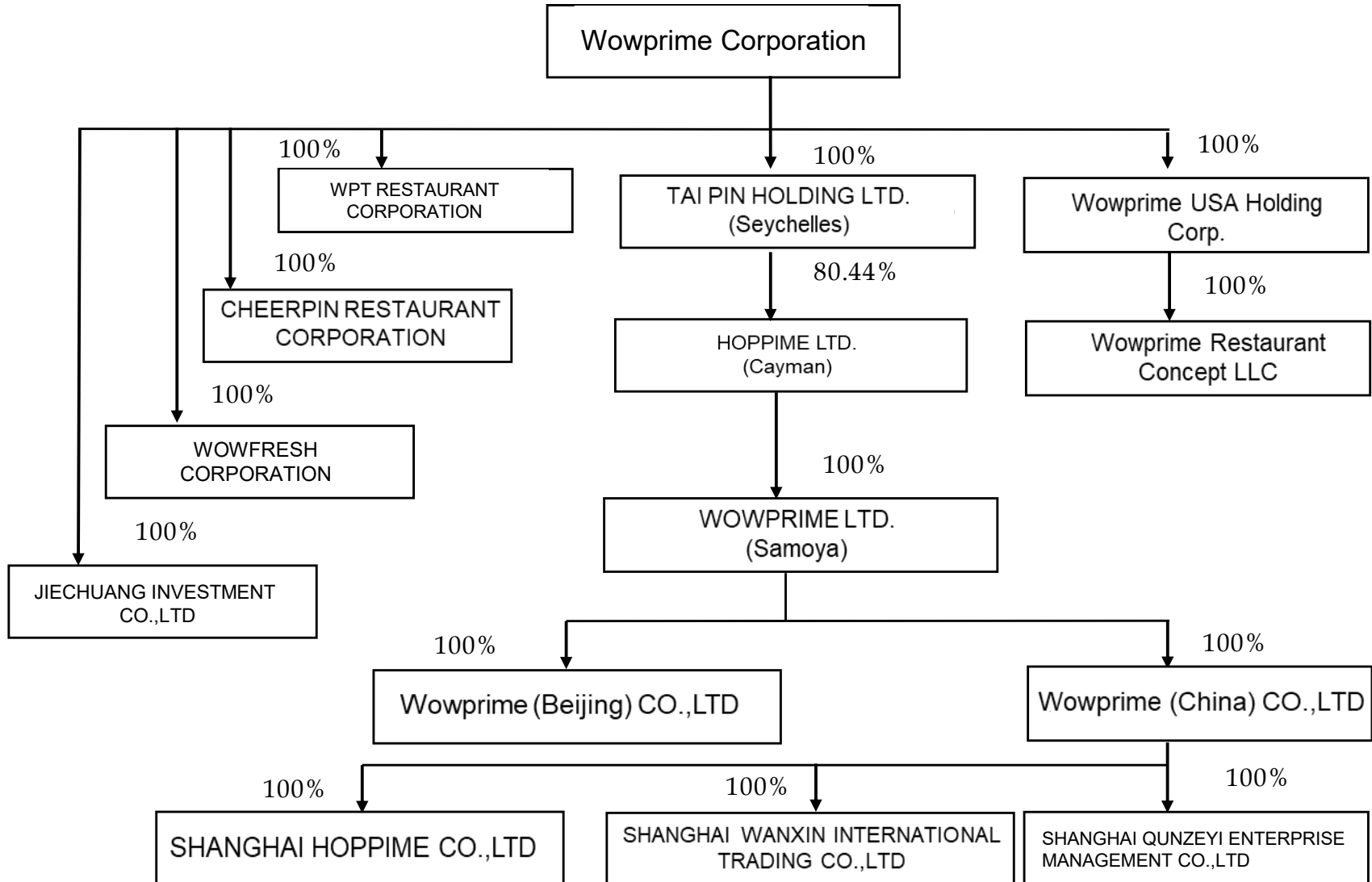
1. Overview

As of 2026.04.30

	TAIWAN Business Group					CHINA Business Group	USA Business Group
	Wowprime	WPT	CHEERPIN	WOWFRESH	JIECHUANG		
Opening Date (First Store)	1993.11	2015.12	2017.02	2018.1	2020.05	2003.7	In Preparation
Capital (NTD Thousand)	829,401	100,000	300,000	500,000	311,000	1,013,501 (RMB 219.76 Million)	114,650 (USD 3.5 Million)
Brand Numbers	17	1	2	1	-	6	-
Total Stores	239	3	121	-	-	101	-

2. Investment Structure

As of 2026.04.30



A collage of various Japanese dishes. In the top left, two small white ceramic cups sit on a wooden tray. Next to them is a round white plate with a slice of cheesecake and a small garnish. Below that is a rectangular white plate with a breaded, fried item. In the center, a dark grey plate holds several pieces of cooked beef and a pile of potato chips. To the right, there's a bowl of soup with a yellow lid and a glass of iced tea with a lemon slice. A small dish with a garnish is also visible.

II. Industry Overview

1. Industry Condition and Development in Taiwan (1)

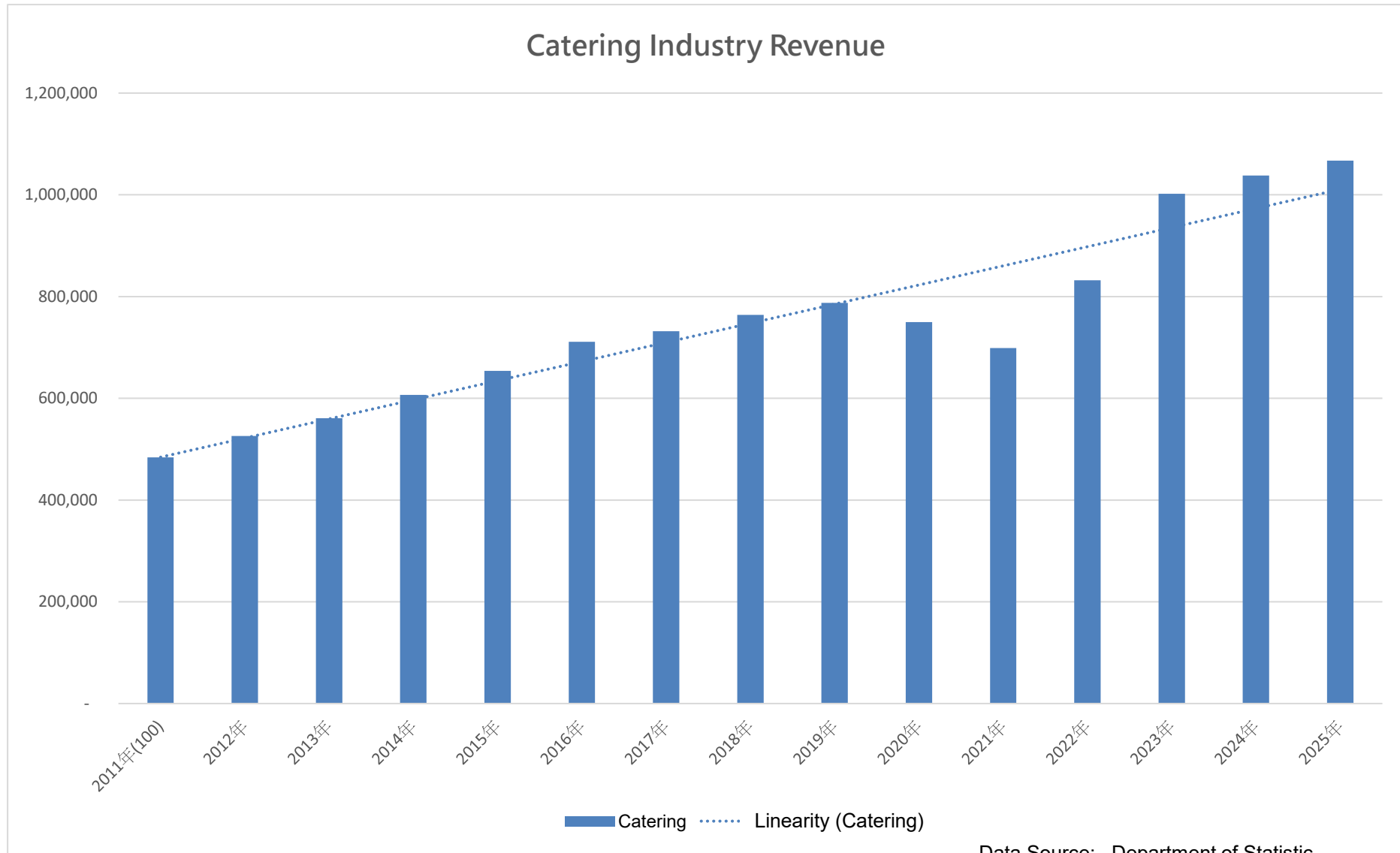
According to the household income and expenditure survey report published from Directorate-General of Budget, Accounting and Statistics, the expenditure on restaurants and hotels as a percentage of total household consumption has increased from 10.6% in 2012 to 13.7% in 2024, indicating that demand for dining out is increasing; In 2025, the annual revenue of catering industry reached to NT\$1 trillion and 67.4 billion, setting a new historical high record with 2.8% annual growth rate.

After the pandemic, delivery platforms flourished, driving the rise of online ordering and delivery markets. Catering industry adapted to the situation by conducting online and physical consumption simultaneously, expanding their service range through diverse business approaches. With the aid of technology, integrating membership and mobile payment, from reservation booking, online ordering, to checkout, various methods enhance consumer loyalty and drive sales growth.

Year	Real Private Consumption Growth Rate(%)	Economic Growth Rate GDP(%)	Total Amount of Catering Industry (Million)
2012	1.92	2.22	525,814
2013	2.55	2.48	560,946
2014	3.7	4.72	606,643
2015	2.86	1.47	653,809
2016	2.64	2.17	710,901
2017	3.01	3.66	731,697
2018	2.28	2.91	764,173
2019	2.47	3.06	787,420
2020	-2.43	3.42	749,981
2021	-0.06	6.72	698,839
2022	4.02	2.68	832,202
2023	7.95	1.08	1,001,921
2024	3.2	5.27	1,037,770
2025	1.46	8.68	1,067,424

Data Source: Directorate-General of Budget, Accounting and Statistics, Executive Yuan
Department of Statistic, Ministry of Economic Affairs

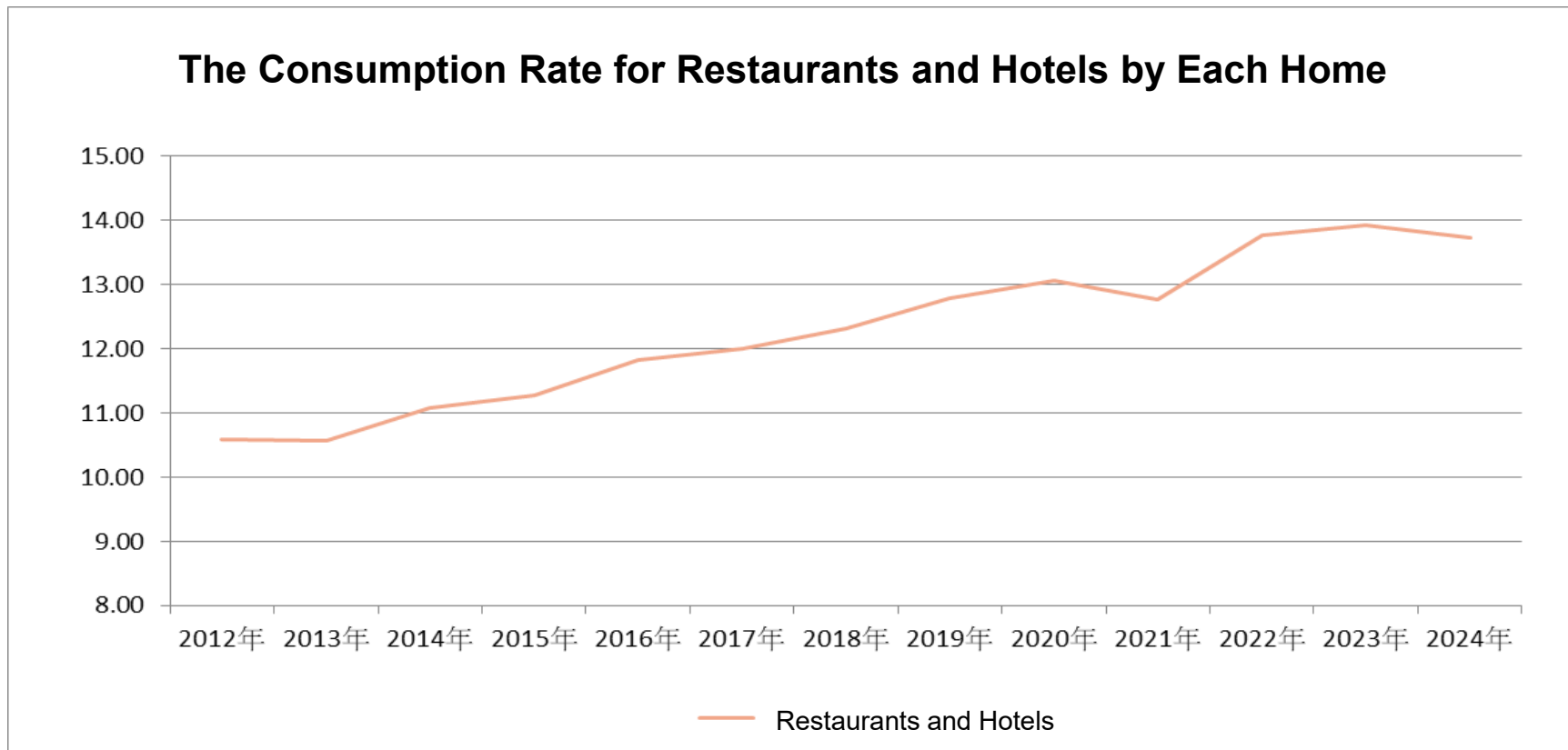
1. Industry Condition and Development in Taiwan (2)



Data Source: Department of Statistic,
Ministry of Economic Affairs

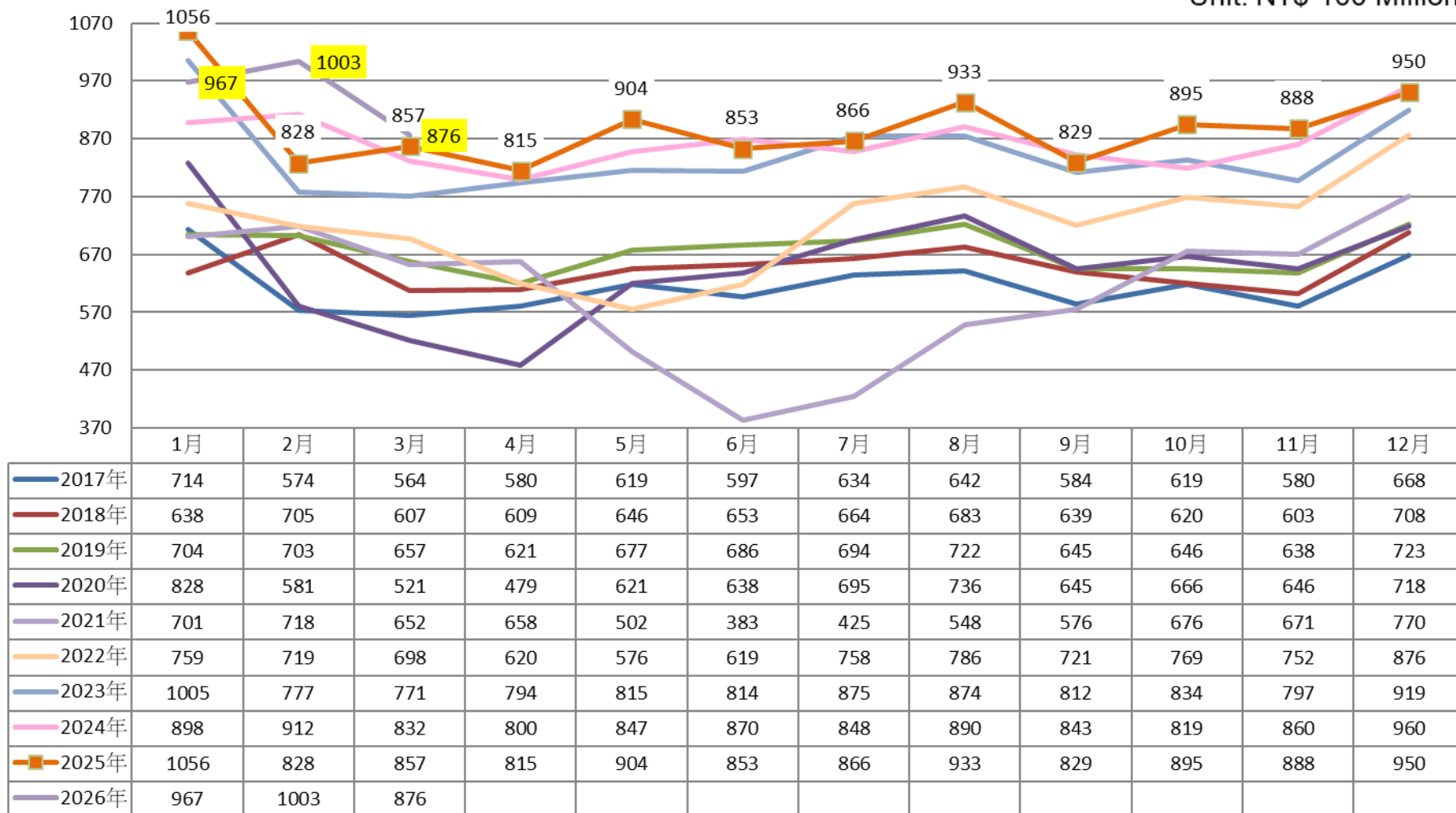
1. Industry Condition and Development in Taiwan (3)

The demand factors in catering industry include the economic environment, changes in social patterns, population growth, and festival seasons like weddings. In recent years, despite the impact of COVID-19 pandemic, the economy of Taiwan continued growing. With an increasing in single affluent individuals, female workforce, the mainstream development of small families, and the rise of the In-home economy, particularly with the emergence of delivery platforms, lead to the demand for dining out is still increasing. This situation can be seen in annual increasing trend of restaurant and hotel spending on proportion of household consumption expenditure, which be reported by the Directorate-General of Budget, Accounting and Statistics, Executive Yuan.



2. Taiwan Catering Industry Annual Revenue Tendency Chart

Unit: NT\$ 100 Million

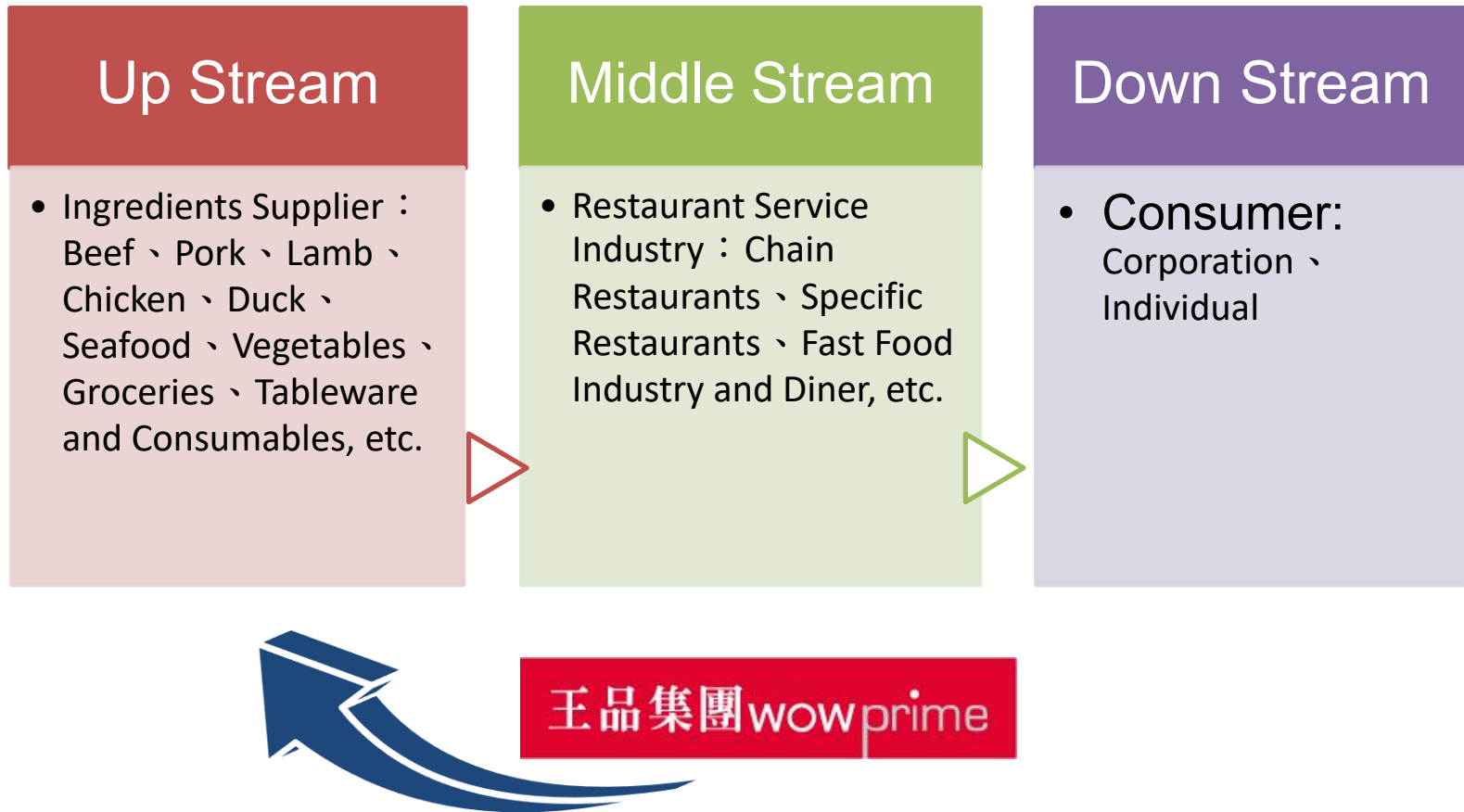


2026/03 vs 2026/02 ▼ 12.7%

2026/03 vs 2025/03 ▲ 2.2%

2025YTD vs 2024YTD ▲ 2.8%

3. Industry Relationship between Up Stream, Middle Stream and Down Stream



A close-up photograph of a chef's hands in a white uniform, using a large kitchen knife and a fork to cut a piece of seared meat. The meat is resting on a dark, reflective surface, and its reflection is visible below. The chef's hands are positioned at the top of the frame, with the knife and fork meeting at the meat. The background is blurred, focusing attention on the action.

III. Operation Situation

1. Taiwan Business



(1) Store Numbers by Each Brand

As of 2026.04.30, Total Stores: 363

Brand	Wang Steak	Tasty	Tokiya	Yakiyan	Giguo
LOGO					
Opening Year	1993	2001	2002	2004	2004
Brand Position	One cattle provides well-done steak only for 6 meals with classical cooking style	High CV value Western-Style steak meal	The best choice for Youshoku Restaurant	Diverse meat combination for meal, and through with dipping sauce and pickles to create various Japanese BBQ styles	Use Japanese style soup as medium in hot pot; get customers together with quality and let relationships more closely
Store Number	11	37	34	12	31

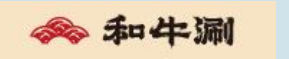
(1) Store Numbers by Each Brand

As of 2026.04.30, Total Stores: 363

Brand	ikki	Chamonix	Pinnada	12 Hot Pot	PUTIEN
LOGO					
Opening Year	2005	2005	2007	2009	2015
Brand Position	Grill wagyu on slate as the signature dish, fulfill with warm and diverse selection of Japanese cuisine.	French teppanyaki with French cooking techniques and use of high-quality ingredients.	Japanese fired pork steak	Provide comprehensive novel experience for tasting personal hot pot	Insist on using premium material, heritage PUTIEN 20 years crucial skill on cooking excellent culinary dishes
Store Number	9	15	22	97	3

(1) Store Numbers by Each Brand

As of 2026.04.30, Total Stores: 363

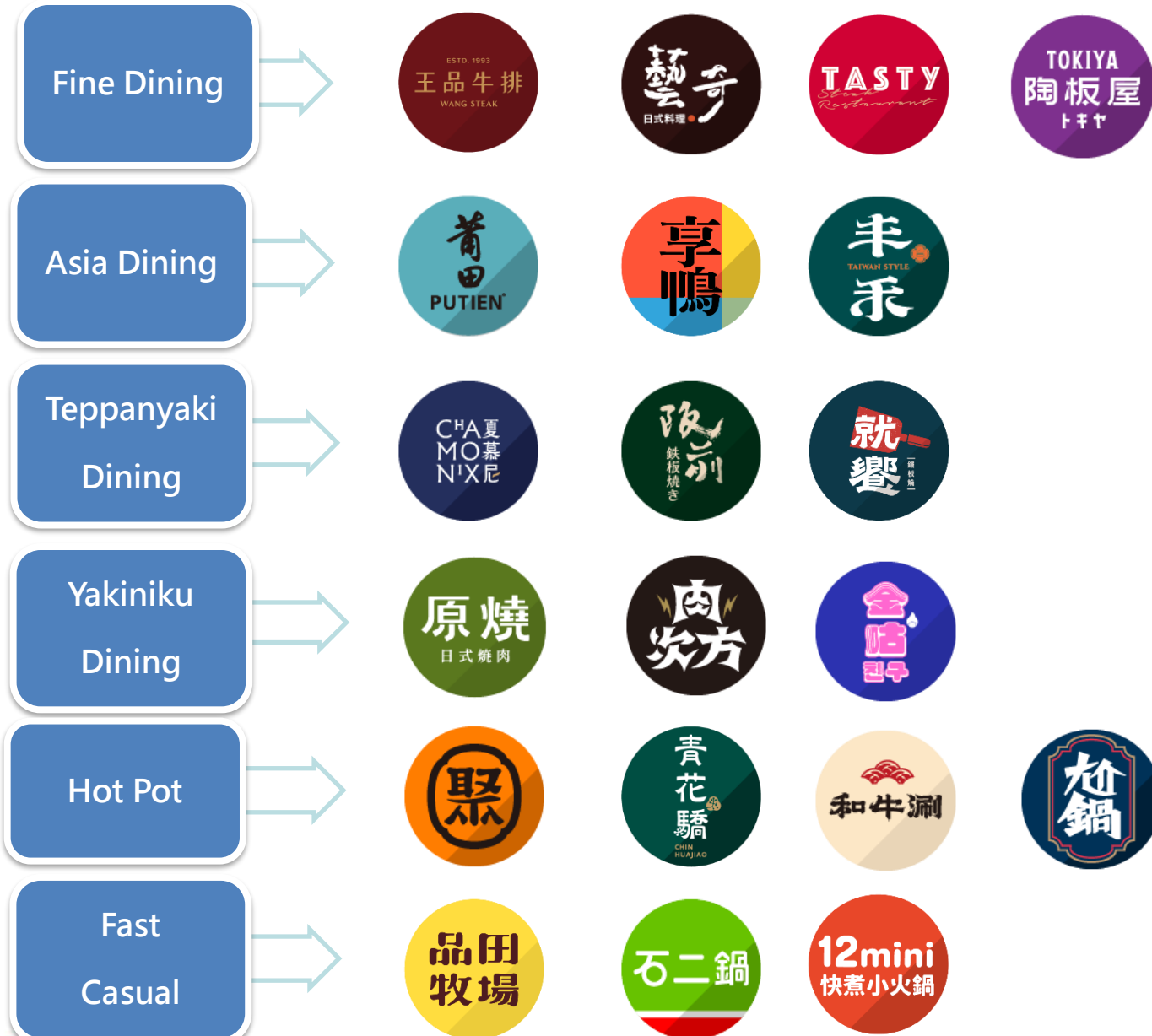
Brand	CHIN HUAJIAO	12 MINI	XIANG DUCK	Vegtable	Wagyu Shabu
LOGO					
Opening Year	2018	2018	2018	2019	2020
Brand Position	Spicy hot pot for customers sharing and ordering with à la carte way	Provides classic rich soup base and customizable individual instant hot pot combinations	Modern Chinese cuisine with a focus on roast duck. Perfect for two to enjoy an exclusive tableside duck-carving show and a fabulous feast.	Classic Taiwanese ingredients reinvented into brand-new flavors. Whether big celebration or a cozy get-together, savor every bite of the sour, spicy, aromatic, and sweet flavors you crave.	Japanese shabu shabu with all you can eat style, mainly promoting "JAPANESE WAGYU BEEF with 3 styles" -wagyu sushi -wagyu shabu shabu -wagyu black curry
Store Number	15	24	9	3	17

(1) Store Numbers by Each Brand

As of 2026.04.30, Total Stores: 363

Brand	Power of Meat	God Guo	Itamae	Joxiang	Chingu
LOGO					
Opening Year	2021	2021	2022	2023	2023
Brand Position	Specializing in table-cut steaks, all-you-can-eat Japanese BBQ that you'll never get tired of.	1 Stir-fry 2 Soup 3 shabu shabu, the soup is rich and great for a burst of flavor. Taiwanese personal hot pot available anytime for all day and all year round.	Premium Japanese and Australian Wagyu beef and select seasonal seafood, combined with a variety of teppanyaki techniques such as pan-frying, grilling, searing, and braising, create a rich and colorful culinary feast.	Teppanyaki: A Taste of Seafood and Meat	Mainly provide domestic pork belly BBQ by table service and show three awesome ways to taste BBQ ; Offer unlimited side dish and traditional Korean cuisine; Use domestic Korean sauce to show local flavor
Store Number	11	1	6	5	1

(2) Brand Categories Development in Taiwan



(3) Store Numbers in Taiwan



2. China Business



(1) Store Numbers by Each Brand

As of 2026.04.30, Total Stores: 101

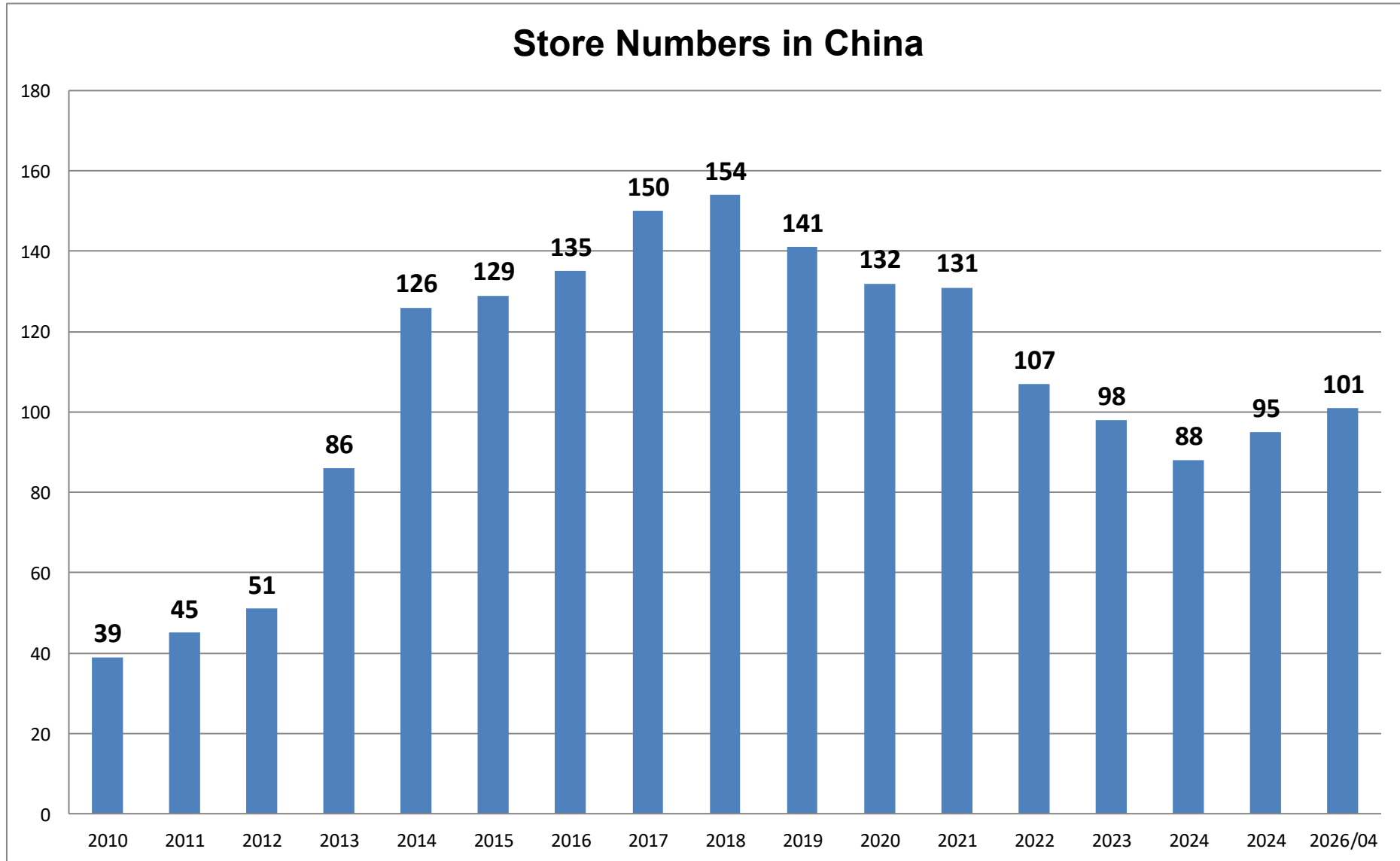
Brand	WANG STEAK	TASTy	WAGYU SYABU
LOGO			
Opening Year	2003	2005	2021
Brand Position	Excellent well-done steak: One cattle can only provide for six meals, the well-done steak cook with South France style flavor	The Western restaurant mainly offers Mediterranean feature steak cuisine	Premium Hot Pot Buffet featuring with Wagyu
Store Number	47	40	1

(1) Store Numbers by Each Brand

As of 2026.04.30, Total Stores: 101

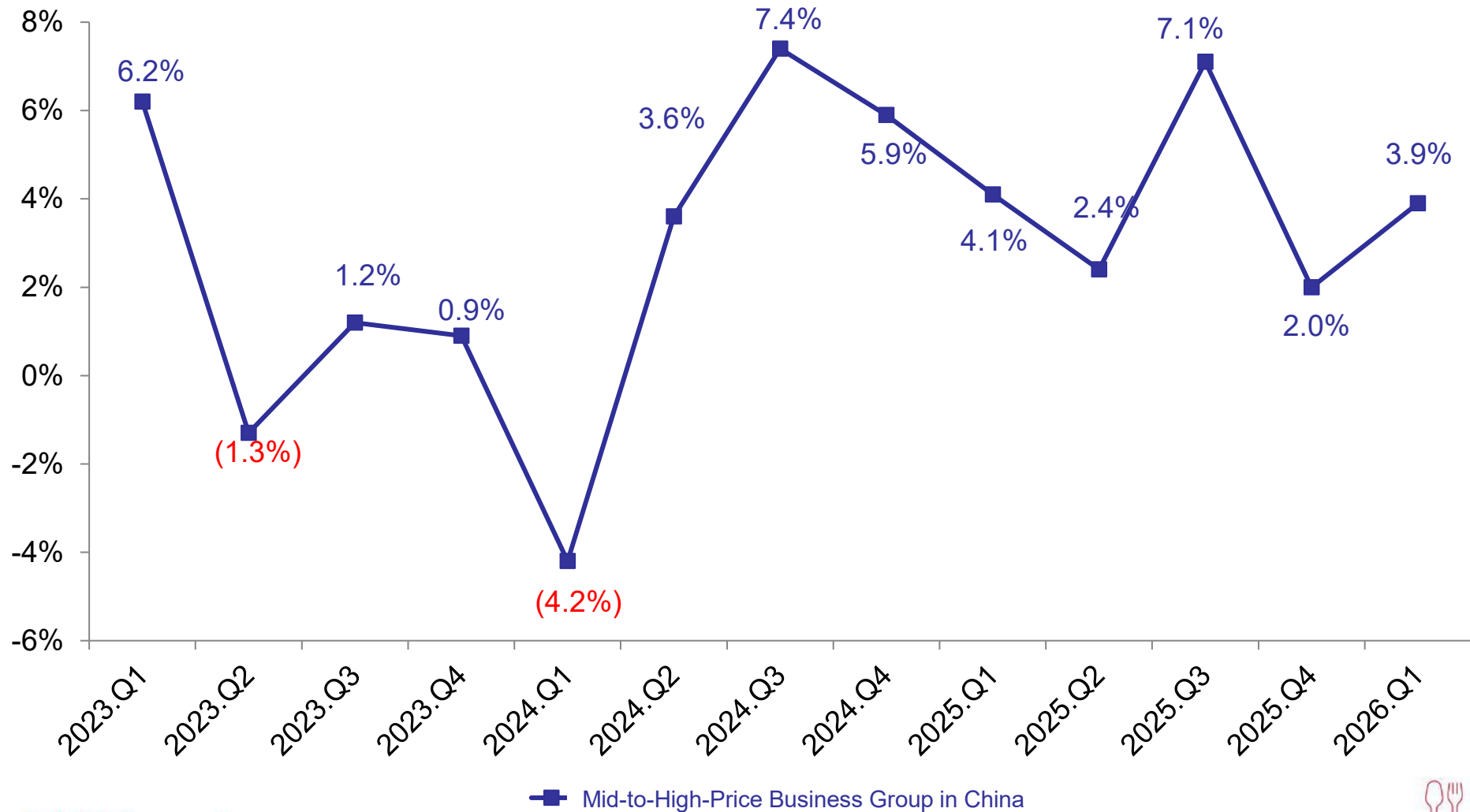
Brand	AMIGO	THE WANG	Yuncaipo
LOGO			
Opening Year	2021	2022	2024
Brand Position	Casual Western dining that offers innovative and inspiring culinary experiences all day long.	“Top of Steak” A premium steakhouse featuring with high-end specialty ingredients.	A Yunnan style restaurant mainly for offering braised oil chicken cuisine
Store Number	5	1	7

(2) Store Numbers in China



(3) Mid-to-High-Price Business Group Quarterly Operating Net Profit Margin in China

Mid-to-High-Price Business Group in China



(4) A Brief Overview of China Business Group Strategic Adjustments in the Past Two Years

WANG STEAK Strategies(2025-2026):

Focusing on Product Upgrades
Elevating the Customer Experience.



2025 Product Renewal & Endorsements

- January: Set Menu Upgrades (Single: \$398 / Double: \$888), introducing tableside show performances.
- July: Partnered with three Michelin-Starred Chefs from Burj Al Arab Dubai to launch co-branded set menus across four cities simultaneously, strengthening brand equity and market positioning.
- November: Debuted the first-ever "Butter & Coffee Dual-Infused Aged Tomahawk Steak" (priced at \$599) to build high-value differentiation.

2026 Service Experience Upgrade

- Continuous product optimization.
- Optimizing customer journey and introducing a VIP customer service mechanism to strengthen high-end loyalty management.
- Establishing a star-rating system for service staff to enhance the ultimate tableside experience.

2026 Environmental Flagship Upgrade
July: Official launch of the newly upgraded Beijing Longfusi Store.

Results: Drives Same-Store Customer Count
Growth of +5% in 2025.

(4) A Brief Overview of China Business Group Strategic Adjustments in the Past Two Years

TASTy Steak's Business Strategy (2025-2026) : Focusing on families, Unleashing the potential for scale expansion

Value Creation

Upgrade Product : Our Signature King & Queen Duo



Single Thick-Cut Steak
vs. Multi-Person Sharing
T-Bone (Premium Quality)

Environment Upgrade :
Retro-Town Ambience + Open Kitchen

Showcasing the grilling process to enhance
perceptions of freshness and peace of mind.



Strong Rebound:

Baiyulan Store adjusted its format by OBR,
achieving a +43% YoY revenue growth
in Jan-Feb 2026.

Channel & Scale Expansion

Replicating Store Models

Successfully expanded the 'Retro Town'
concept to 36 locations, while piloting next-
gen store formats.

Channel Mapping

Deepen our cooperation with China Resources,
Baillan Group and IKEA Group and actively expand our
presence in high-quality shopping malls in emerging
Chinese cities.

Interactive IP Experiences

Launched merchandise campaigns featuring
original character IPs 'Lucas' and 'Bruno'
to strengthen family engagement and brand identity.

(4) A Brief Overview of China Business Group Strategic Adjustments in the Past Two Years

Dual-Track Growth Engines:

Value Maximization vs. Scale Expansion Strategies complement each other.

	Wang Steak	Tasty
Target Customer	High-end segments seeking a sense of ritual and the ultimate experience.	A massive market of families and youth pursuing value-driven group dining.
Product Core	Rare Ingredients (Dual-Aged Tomahawk) + Michelin Halo	The Power Duo (Single Thick-Cut & Multi-Person T-Bone) catering to all dining scenarios.
Spatial Experience	Privacy, a brand-new high-end flagship style	Open Kitchen, Retro-Town Ambience, High Interactivity
Service Model	Star-rated service team and intensive operations by elite hosts.	Introducing original character IPs to enhance family-friendly engagement.
Growth Initiatives	Increase Average Order Value and Brand Premium	Rapid modular replication and penetration into second- and third-tier shopping malls

(4) A Brief Overview of China Business Group Strategic Adjustments in the Past Two Years

Yuncaipo Strategy (2026) : Maximizing Operational Efficiency

Implementing Supply Chain Integration

Central kitchen handles
sauce preparation to simplify
in-store prep workflows.

Simplified Kitchen Operations

Decreasing back-of-house
labor hours, minimizing
kitchen area in new stores.

Optimizing Store-Level Operations

Optimizing Scheduling System,
Focusing labor resources on
front-of-house operations and
boosting seat turnover rates.

Business Model & National Chain Proving Competitiveness

Building on its strong presence in the Shanghai market, the company plans to expand into first- and second-tier cities in Jiangsu and Zhejiang in the second half of the year. If this business model of "improving store space efficiency and reducing reliance on back-office operations" is successfully validated, it will become a core weapon for reducing operating expenses in the future.

(4) A Brief Overview of China Business Group Strategic Adjustments in the Past Two Years

Strategy Summary and Investment Highlights: Start the profit expansion cycle

Product premiumization
(Increase average order value)



Improve store
space efficiency
(Minimalist kitchen/
Modular rapid expansion)



Long-term expansion of
the group's profitability

1. Stable Cash Flow

With 101 stores and brand portfolio covering all price ranges, the company demonstrated strong profitability recovery after bottoming out in 2024 Q1.

2. Dual-Core Same-Store Sales Growth

Wowprime's premium upgrade expands customer volume by 5% ; Tasty store renovation has already demonstrated its explosive potential +43% for year-on-year revenue increase in its initial stages.

3. Profit margin optimization potential

Cooperate with shopping malls to lowers the barriers when opening stores and leveraging central kitchen standardization to reduce labor costs in physical stores, expecting long-term operational leverage benefits.

3. Marketing Project & Digital Promotion

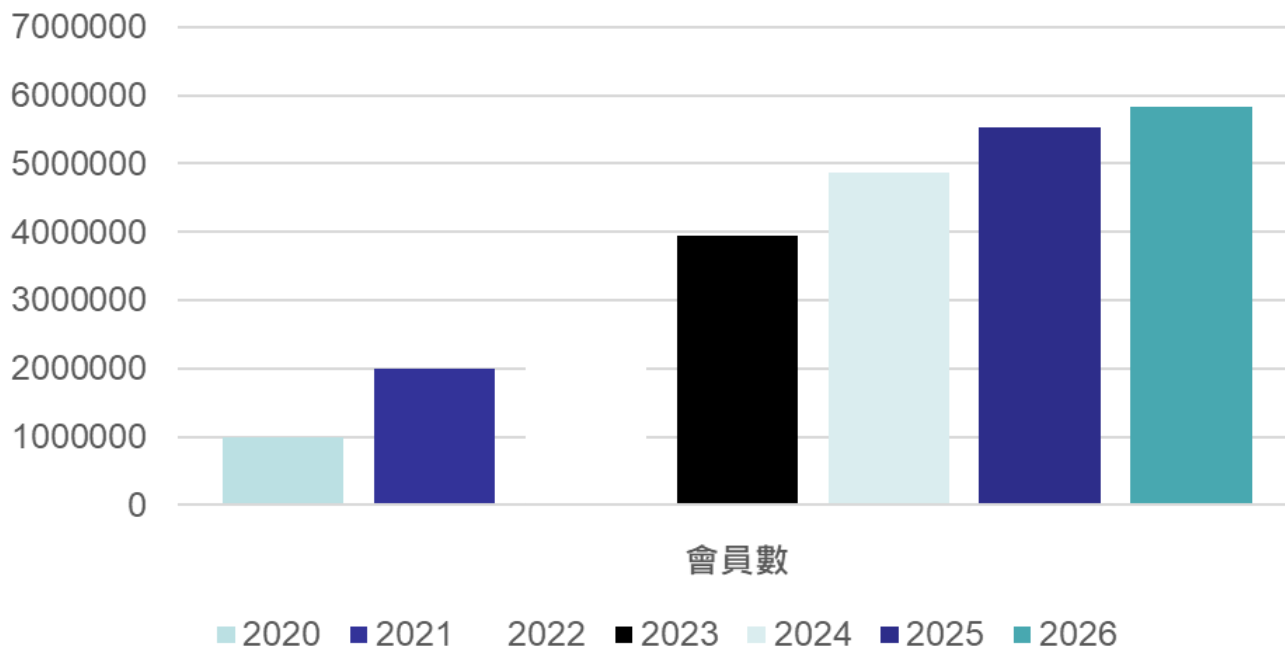




Wowprime 瘋美食 Members

Statistic Period:
2020/02/01~2026/04/30

5.83Million



4. Wowfresh Retail Products



Domestic Self-Dealer Channels

4 大超商系統

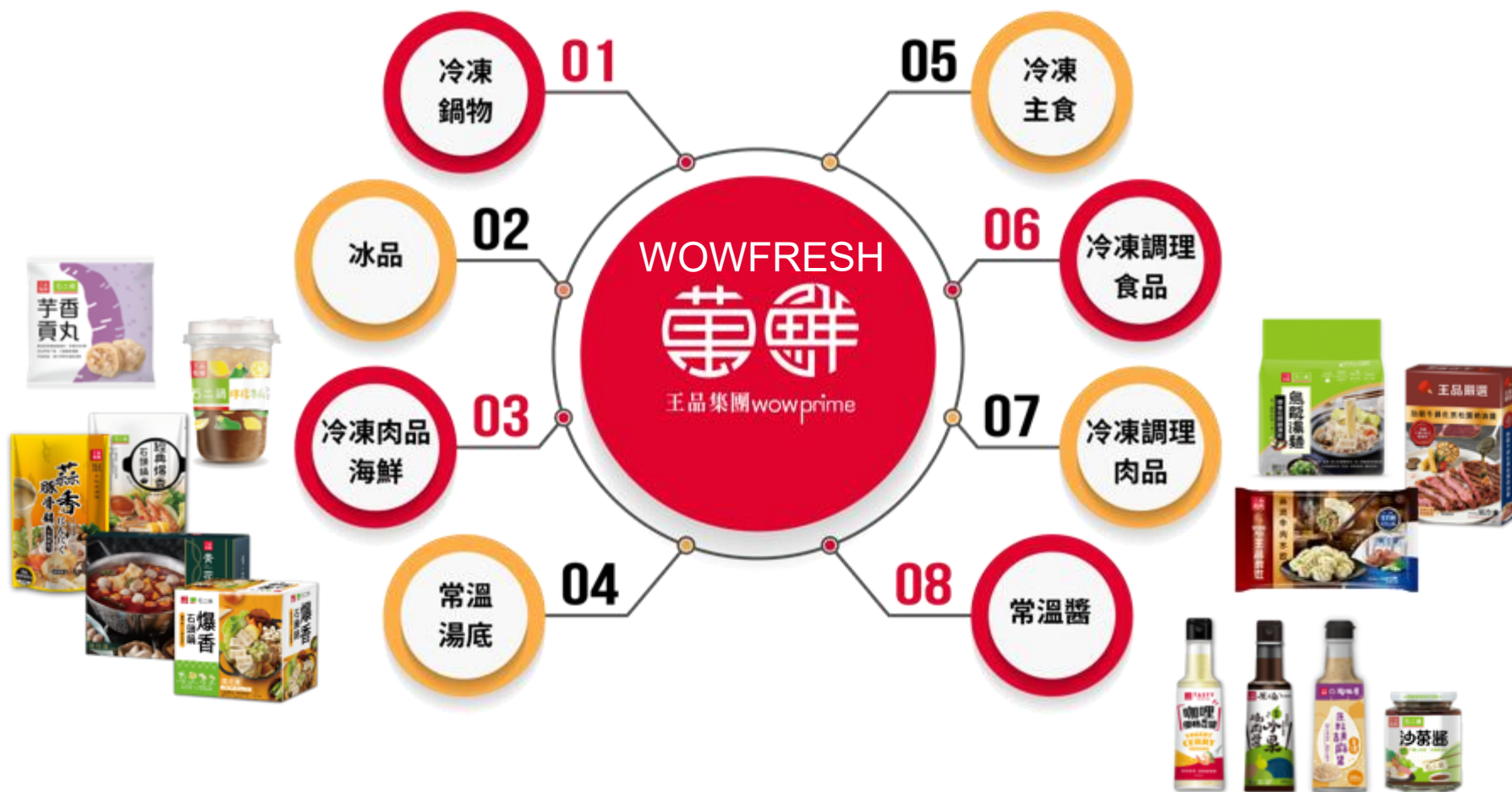
3 大超市系統

2 (經銷商)
大外送平台

4 大量販系統

3 大網購平台

Brands & Products



Retail Channels Co-Branding Events

7-ELEVEN x 12 Hot Pot

石二鍋

名鍋盛典 人氣鍋料

7-ELEVEN 獨家聯名上市



FamilyMart x CHIN HUAJIAO

FamilyMart

殿堂聯名

最強聯名在全家

青花驕

CHIN HUAJIAO



Fried Chicken & Sichuan Pepper Sauce
大口花椒香麻雞飯糰

Sichuan Pepper Chicken Burger
椒麻雞腿堡

Chicken, Sichuan Pepper & Sesame Sauce
椒香胡麻雞絲飯卷

Sichuan Green Pepper Chicken Noodles
青花椒麻雞肉拌麵

Newly Added- Room Temperature Instant Noodle Refrigeration Drinks Room Temperature Drinks



Refrigeration



Room Temperature

2026 New Product
For Costco Only

Frozen Soup Base with Ingredients



2026 New Products

IV. Financial Performance

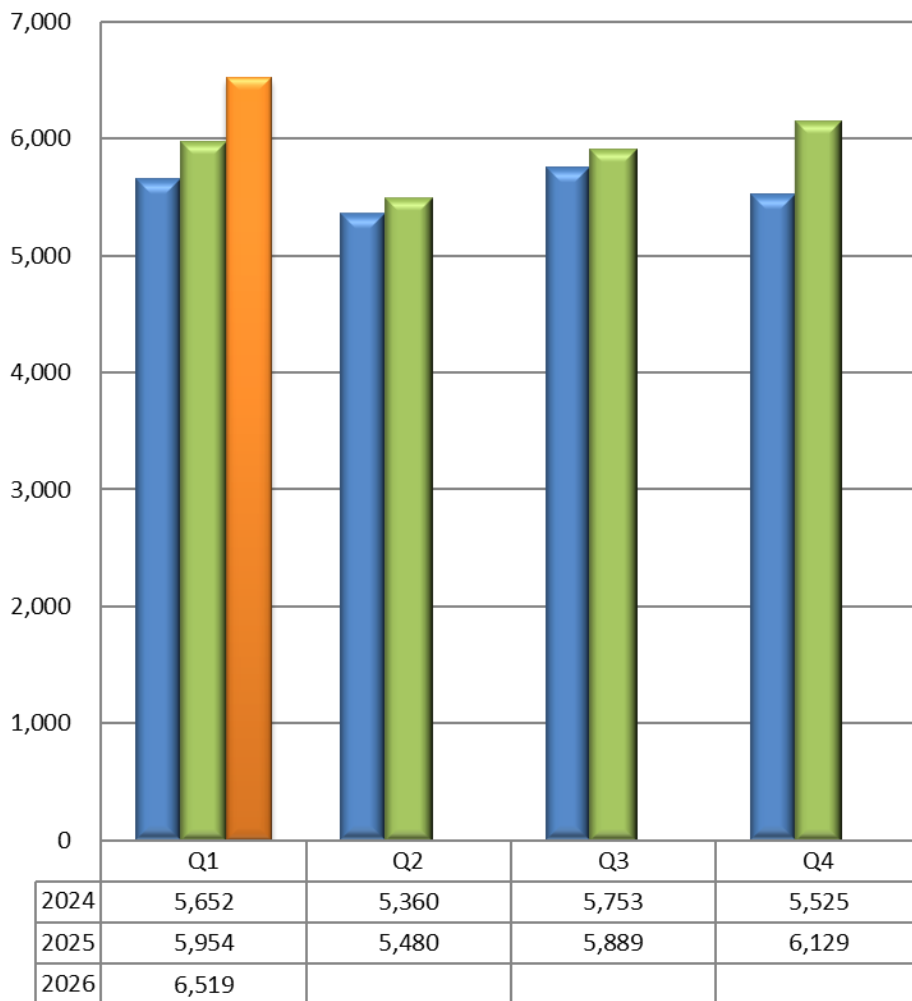


1. Operating Revenue Situation

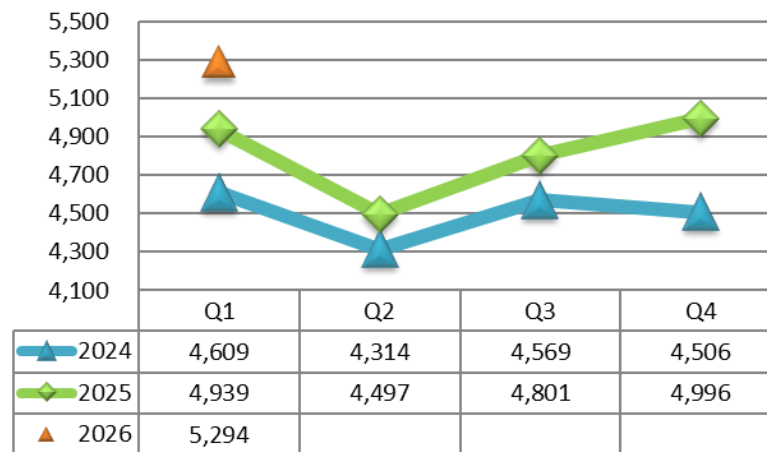
Unit: NT\$ Million
Data: Financial Statements

Quarter Revenue_Corporation

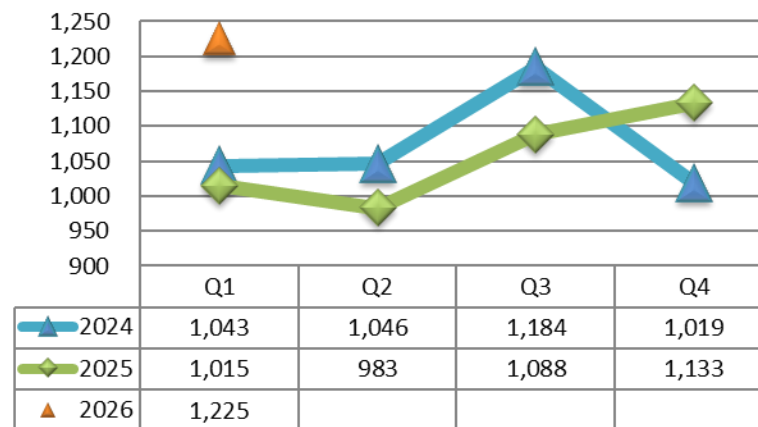
■ 2024 ■ 2025 ■ 2026



Quarter Revenue_Taiwan



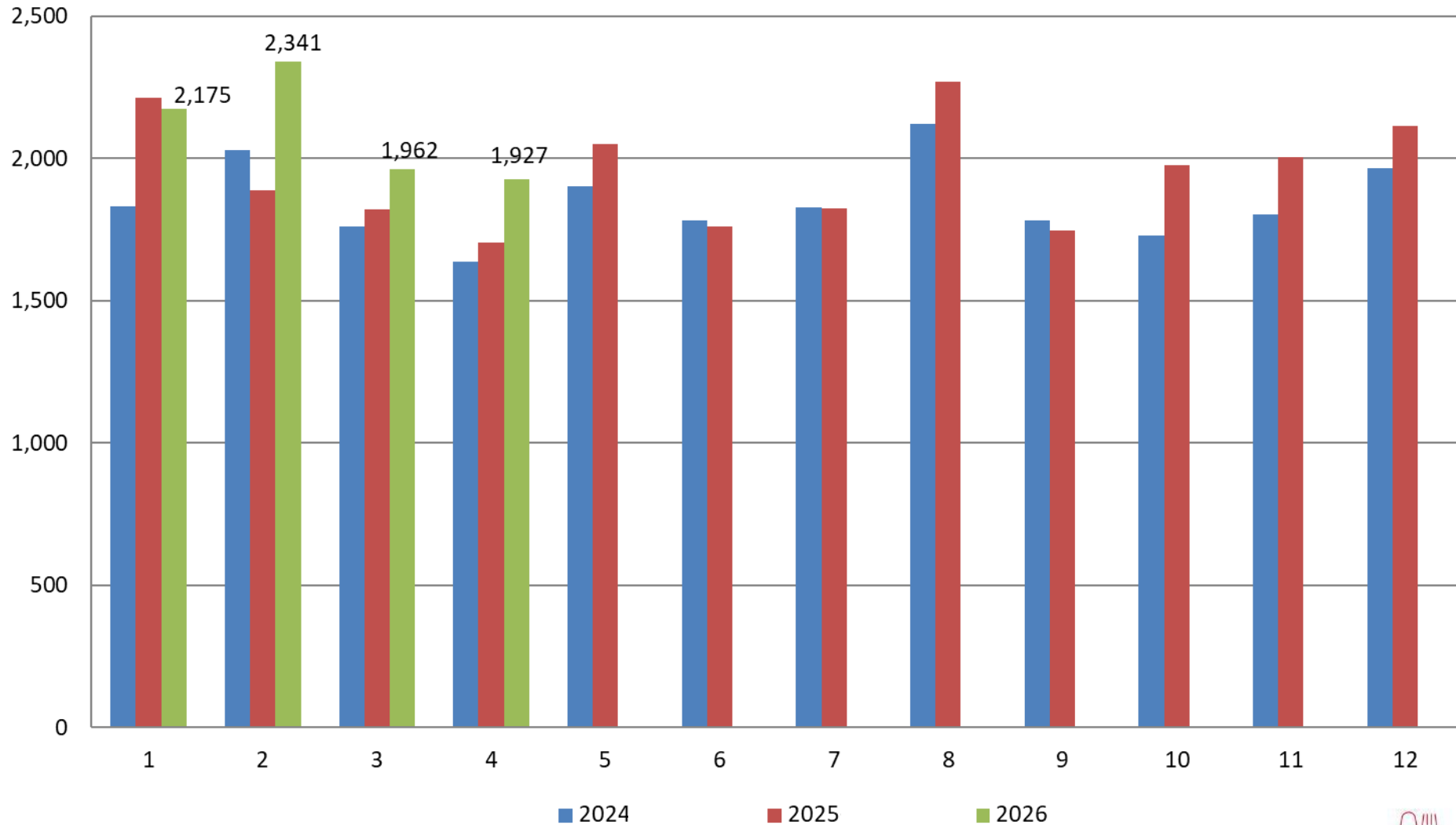
Quarter Revenue_China



1. Operating Revenue Situation

Consolidated Revenue

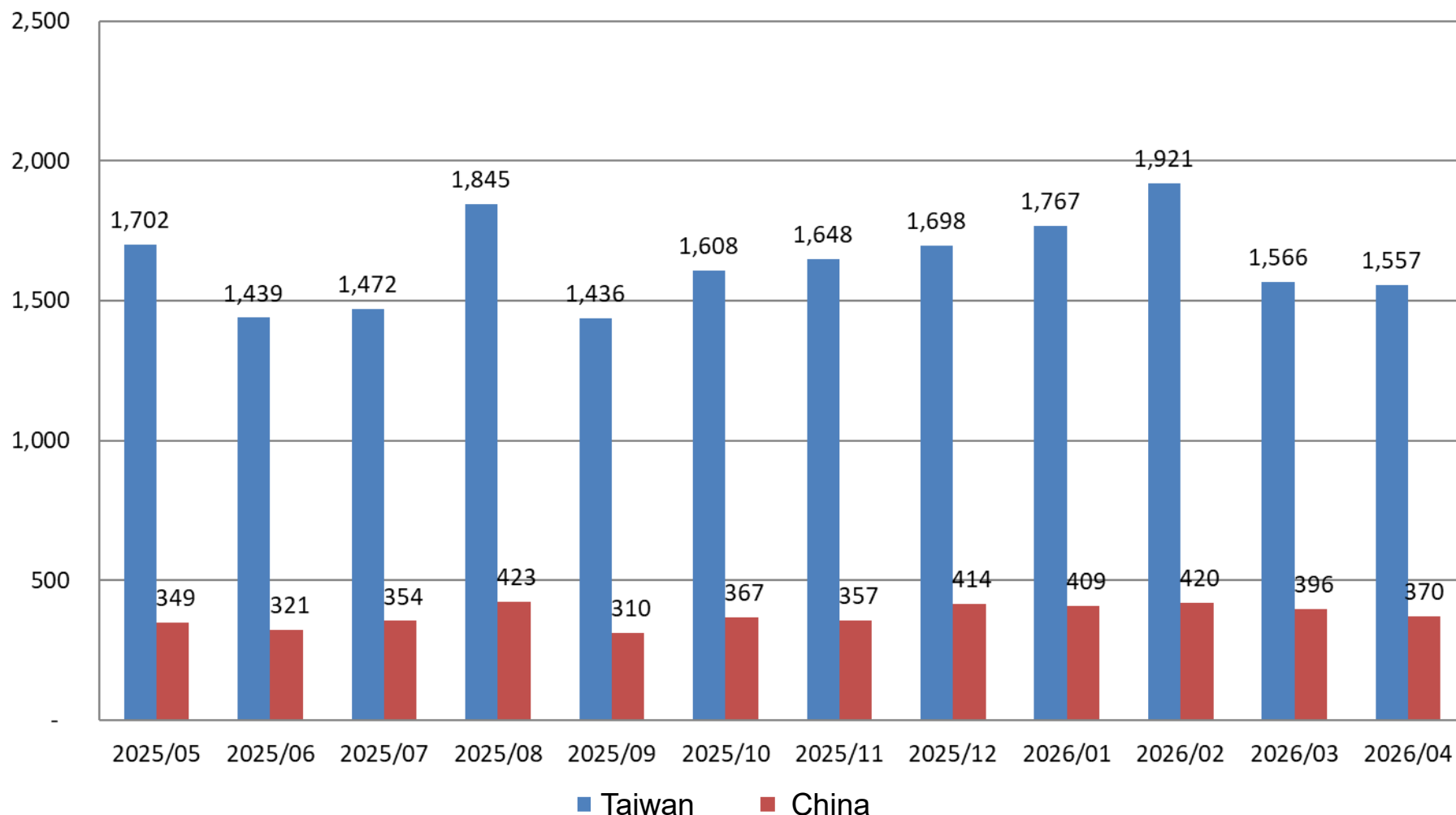
Unit : NT\$ Million



1. Operating Revenue Situation

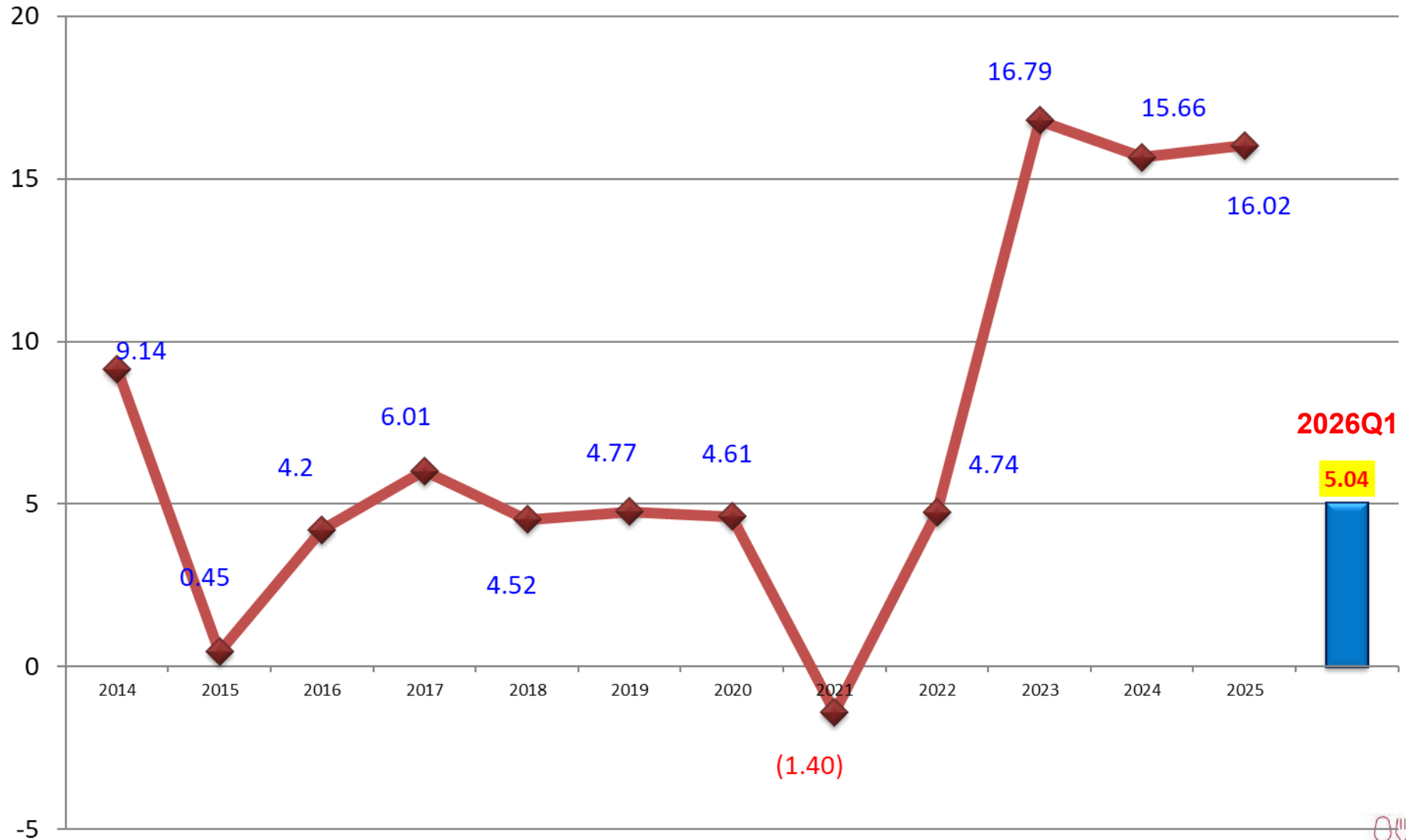
Unit : NT\$ Million

Revenue in Taiwan and China over the past year



2. EPS

Unit :NT\$

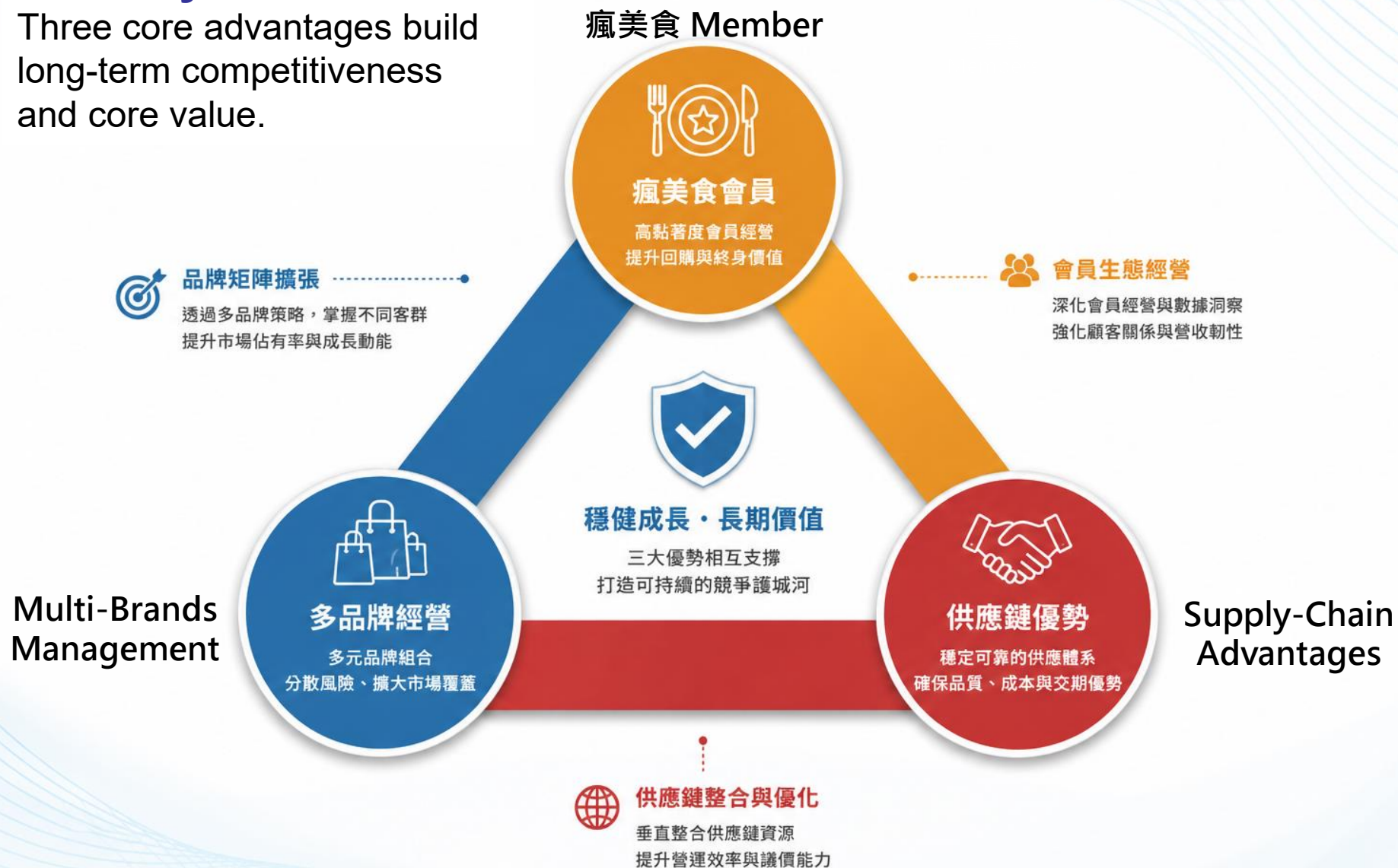


V. Core Value



The Key Moat

Three core advantages build long-term competitiveness and core value.





VI. Future Prospect

Multi-Brand Development Strategy

Multi-Brand Development

Price

Brand



Vertical

- Technique
- Purchasing
- Market

Horizon

- Pricing
- Habit
- Diversity

THANK YOU

一起吃飯，就是最好的事

王品集團wowprime