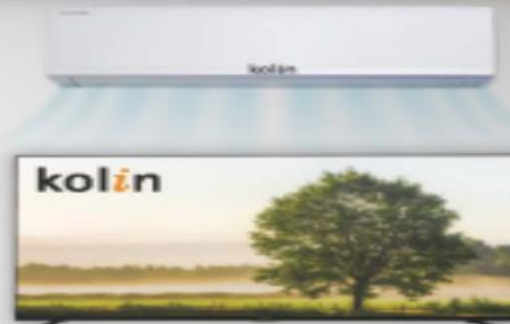


**Investor Conference 2022**  
Speaker : Vice president  
Chairman

資產活化  
×  
車用電子  
×  
品牌經營

**聽懂您的話** 我們不講空話  
簡單您的生活



# Disclaimer

- The information may contain statements about future prospects. This type of expression is based on expectations of the current situation, and is subjected to uncertainties and known or unknown risks, so actual results may be significantly different from the expressed content.
- Except as required by law, the company is not obliged to update the statements of future prospects in respond to the generation of new information or future events.



**Agenda**

- 1** Operation Overview
- 2** Finance Overview & Future Prospects
- 3** Q & A

# Operation Overview

# Basic company information

Date of Incorporation	July 21,1976
IPO	August, 2002( TWSE 3024)
Capital	2.77 Billion NT
Chairman	Iris Peng
Main Business	Sales and after service of home appliances R&D 、 manufacturing and sales of automotive electronic products. Assets development and rental service
Company Website	<a href="http://www.action.com.tw">www.action.com.tw</a>

# Development

Founded on:

TV products

Automobile electronics

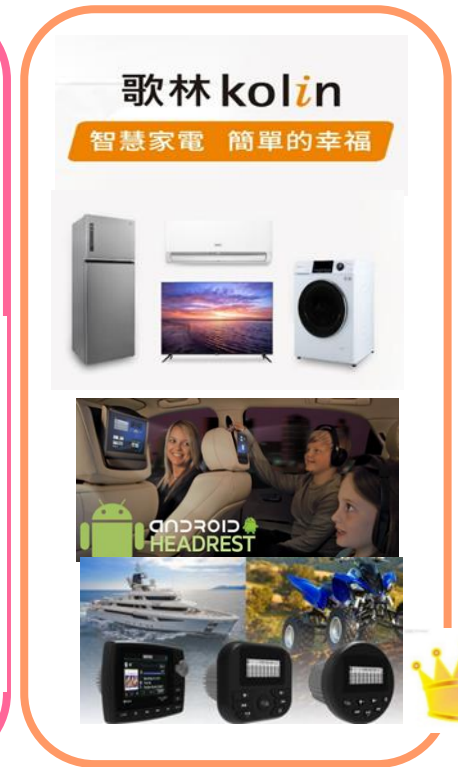
Kolin smart consumer electronics

1976-1987

1988-1998

1999-2012

2012~



# Three business systems



# Brand Management Business

## Brand management in Taiwan- 「Kolin」



## Nationwide service- 「Realise Tech-Service」



1. Kolin brand has been operating for more than 50 years, and is the most well-known home appliance brand in Taiwan
2. Action Group operates the Kolin brand and plans a full range of home appliances through distributors + chain stores & Hypermarket + online shopping platform to increase group revenue.
3. The ranking of many small home appliances are No.1 in Taiwan .
4. Realise Tech-Service Co.,Ltd founded in 1999 .There are 18 service shops, 4 repair factories
5. Looking forward to the future, we commit to the integration of Action, Kolin, Realise and consumers, and strengthen the operation.

 **YouTube** <sup>TW</sup> [歌林官方專屬頻道 Kolin Official](#)

# Automotive Electronics Business

## Action Industries (Malaysia) SDN BHD

- Founded in 1987, located in Penang, Malaysia



## Action Asia (Shenzhen) Co., Ltd.

- Founded in 2005, located in China Shenzheng



# Asset Development Business-Shanghai Action Tech. Co. Ltd.

It successfully attracts international well-known customers with advanced warehousing equipment and creates stable revenue for the Group.

- ❑ Founded in 2004, located in Jiading, Shanghai, a satellite town to the international city of Shanghai. Situated in between the provinces of Jiangsu, Zhejiang , it is the ideal location to develop warehousing services.
- ❑ Covering an area of 150 acres (4,500 pings) and 80 acres of green forest belts, 2011 began to invest in the construction of logistics 、warehousing and leasing business.
- ❑ Forest garden-style logistics park design.
- ❑ In 2022.09, the area for leasing reached 78,000 square meters, and the letting rate reaches 99%



# Asset Development Business- Far Year Construction Co.,Ltd

## Zhongli's first world-class innovative 5G Wisdom Technology Park Land asset activation will inject bright spots into EPS

Headquarters land development project- 「Action101」

1. Located next to the Zhongyu Interchange, it is the gateway and standard of Zhongli Industrial Zone. It has the development potential in line with the trend of Industry 4.0.
2. The lot size for construction was about 4,000 pings
3. Approved for floor area ratio of 399% by IDB
4. Construction of Area B commenced in the fourth quarter of 2020.
5. Area A has applied for a construction license in 2022, and construction is expected to start next year.



# Finance Overview & Future Prospects

# Finance Overview

## Consolidated statements of comprehensive Income

Unit: NT\$ thousand

Item	2022/1-9	2021/1-9	Difference	YOY(%)
Operating Revenue	1,211,468	1,169,527	41,941	4%
Gross Profit from Operations	305,523	260,666	44,857	17%
Operating Expenses	271,072	257,254	13,818	5%
Operating Income	34,451	3,412	31,039	910%
Profit before Tax(PBT)	88,165	33,908	54,257	160%
Net Profit	76,970	208,131	-131,161	-63%
EPS(NTD)	0.28	0.76	-0.48	-63%

Note : The difference between net profit is mainly due to the equity disposal of Action Technology (JIAN) Co.,Ltd

# Finance Overview

## Revenue for main business

Unit: NT\$ thousand

Main Business	2022/1-9		2021/1-9		YoY
	Amount (In NT thousand)	%	Amount (In NT thousand)	%	%
Brand Management	614,016	51%	581,306	50%	6%
Automotive Electronics	501,459	41%	487,925	42%	3%
Asset Development	95,993	8%	100,296	9%	-4%
Total	1,211,468	100%	1,169,527	100%	4%

# Finance Overview

## Consolidated Balance Sheet

Unit: NT\$ thousand

Item	2022.9.30	2021.12.31	2021.9.30
Current assets	2,245,436	2,198,507	1,859,477
Cash and cash equivalents	861,348	666,267	463,264
Inventory	985,041	744,308	674,872
Other current assets	399,047	787,932	721,341
Non-current assets	2,265,263	2,162,347	2,292,779
Investments in equity method	591,324	558,287	546,973
Property, plant and equipment	1,103,497	1,009,075	992,519
Other non-current assets	570,442	594,985	753,287
<b>Total Assets</b>	<b>4,510,699</b>	<b>4,360,854</b>	<b>4,152,256</b>
Current Liabilities	908,323	980,983	990,662
Non-current Liabilities	777,609	544,439	414,549
<b>Total Liabilities</b>	<b>1,685,932</b>	<b>1,525,422</b>	<b>1,405,211</b>
<b>Shareholders' Equity</b>	<b>2,824,767</b>	<b>2,835,432</b>	<b>2,747,045</b>
<b>Total Liabilities &amp; Shareholders' Equity</b>	<b>4,510,699</b>	<b>4,360,854</b>	<b>4,152,256</b>
Debt Ratio(%)	37%	35%	34%
Current Ratio(%)	247%	224%	188%
Net Asset Value per Share(NTD)	10.2	10.2	9.9

# Strategic Guidelines

## Profit Oriented

**Improvement and innovation. Review the monthly operating performance of nine key index in order to reaches targets on return on capital and mission of 4 satisfaction**  
**Have a management team, a director of the conference, share business results.**

## ORG. Restructuring

**Focus \ Simplicity \ Profitable and strengthen our core competence. To Provide the integrated resource to the leaders with SMART abilities.**

## Asset development

**Integrate tangible and intangible assets of the company, Maximize its value, and benefits sharing.**

## Rational stock price

**Improve operating fundamentals plus adequate publicity. To benefit our shareholders with a rational stock price reflecting its value.**

# Future Prospects



**Maximize the  
value of land  
through  
architecture**

**Sustainable land  
development**



**Simple  
happiness  
Create service  
value**



**Deep in niche  
markets**



# Q & A



THANK YOU

[pngtree.com](https://www.pngtree.com)

*Satisfaction from Action.*

