

Eastern Media International Corporation (2614 TT/TW)

December 17, 2018



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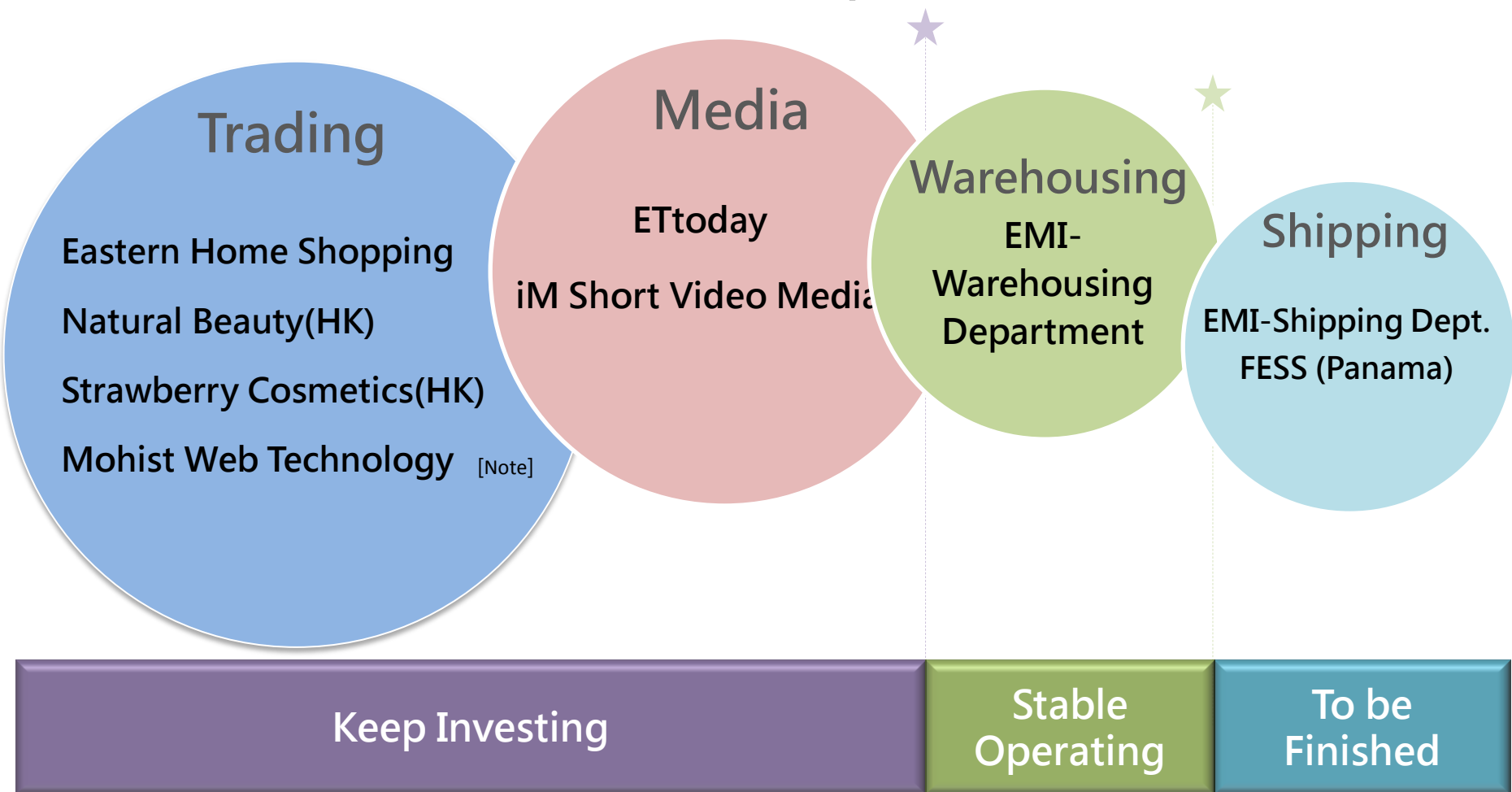
About Company

Founded	1975/05/14
IPO	1995/09/23
Capital	NT\$5.57bn
Employees	268
Consolidated Employees	around 3,696



Main Segment Entities

--Future Development --



[Note] : Revenue of electronic ticket platform is classified as "others" segment.

18Q1~18Q3 Consolidated B/S

(NT\$m)	2017 Q1~Q3	2017 Q1~Q3	% chg
Operating revenues	13,478	10,099	33.46%
Operating costs	9,832	7,540	30.39%
Gross profit	3,646	2,559	42.51%
Operating expenses	3,654	2,766	32.10%
Net operating income	(8)	(208)	96.17%
Non-operating income & expenses [Note]	2,373	147	1518.35%
Profit	1,982	(108)	N.A
Other comprehensive income	(65)	(54)	(21.18)%
Total comprehensive income	1,916	(162)	N.A
Profit attributable to parent	1,662	(142)	N.A
Basic earnings per share	2.61	(0.20)	

[Note] : The after-tax profit of USD 60 million attributed from disposal of EED Shanghai in 2018Q2.

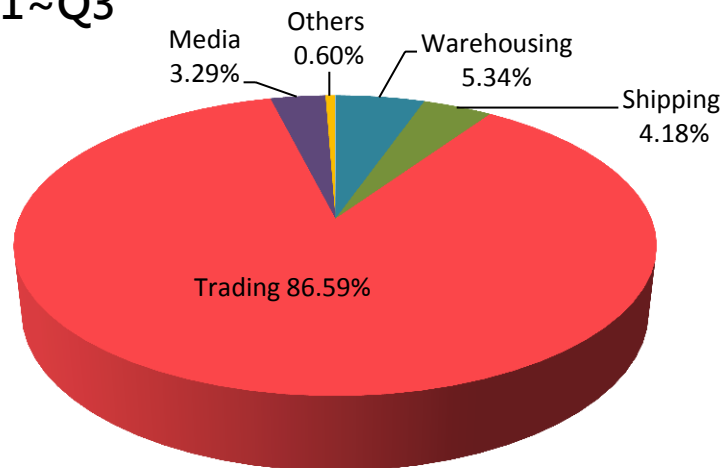
18Q1~18Q3 Consolidated B/S

(NT\$m)	2018Q1~Q3		2017Q1~Q3	
	金額	%	金額	%
Balance Sheets				
<u>Current Assets</u>	9,064	56.45%	5,414	41.77%
Cash & cash equivalents	5,598	34.86%	2,886	22.26%
<u>Non-current Assets</u>	6,992	43.55%	7,548	58.23%
Investments (equity method)	2,426	15.11%	2,472	19.07%
Property, plant and equipment	3,916	24.39%	3,668	28.30%
Intangible assets	16,056	100.00%	12,963	100.00%
Total Assets	4,397	27.39%	4,818	37.16%
<u>Current Liabilities</u>	1,562	9.73%	1,853	14.29%
Account payable	2,050	12.77%	1,278	9.86%
<u>Non-current Liabilities</u>	2,968	18.49%	2,692	20.77%
Long-term loans	2,832	17.64%	2,432	18.76%
Total Liabilities	7,366	45.87%	7,509	57.93%
Total Equity	8,691	54.13%	5,453	42.07%
Value per share (NT\$)	13.00 [Note]		6.26	
Key Indices				
Current ratio %	206%		112%	
Quick ratio %	159%		72%	
Debt ratio %	45.87%		57.93%	

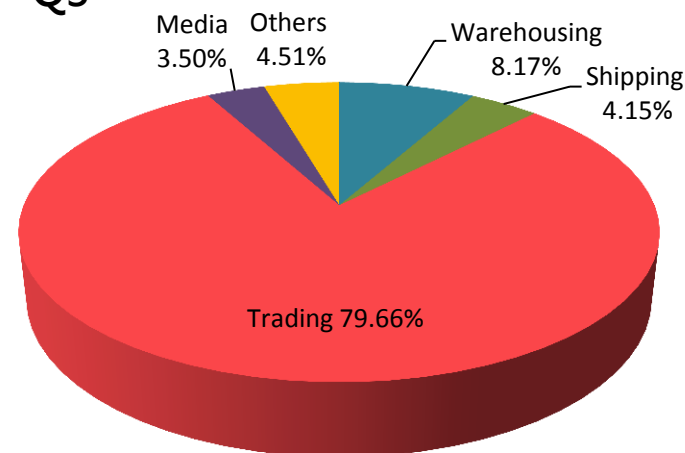
[Note] : Cash refund capital reduction by 20% to 5.57 billion TWD in 2018Q2.

Revenue by Segment

2018Q1~Q3



2017Q1~Q3



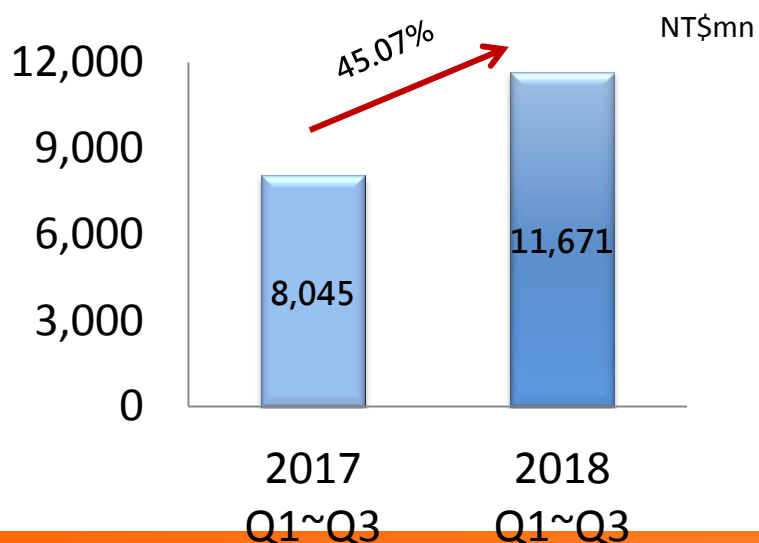
(NT\$m)	2018 Q1~Q3	%	2017 Q1~Q3	%
Revenue	13,478	100.00%	10,099	100.00%
Warehousing	720	5.34%	826	8.17%
Shipping	563	4.18%	419	4.15%
Tourism	11,671	86.59%	8,045	79.66%
Trading	443	3.29%	353	3.50%
Media [Note]	80	0.60%	456	4.52%

[Note] : Including the tourism segment in 2017.

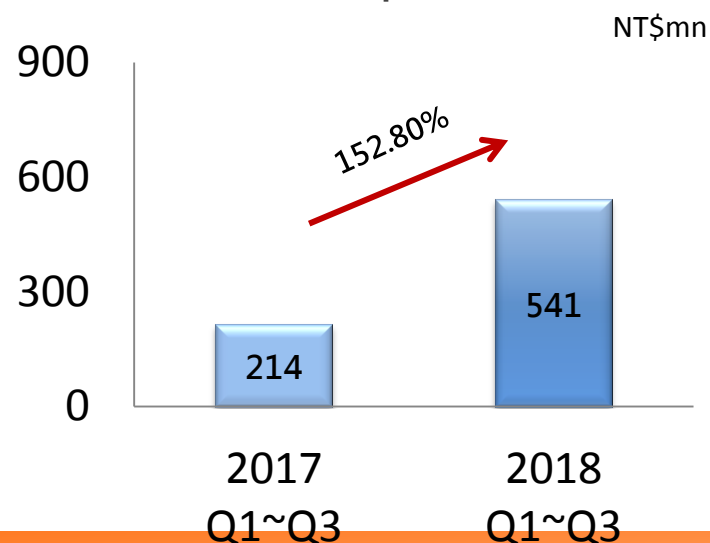
Trading Segment Highlights

- The subsidiaries, Eastern Home Shopping & Leisure Corp. (EHS) and Strawberry Cosmetics, are the main operating entities of this segment.
- EHS is mainly engaged in 4 TV shopping channels and own the biggest share in Taiwan's TV shopping market. EHS sells merchandises on e-commerce, catalogue, IPTV, OB channels and expands to overseas market.
- EHS merged with Sen Sen on April 1st, 2017 and acquired Strawberry Cosmetics 76% of shares on May 11th, 2018.

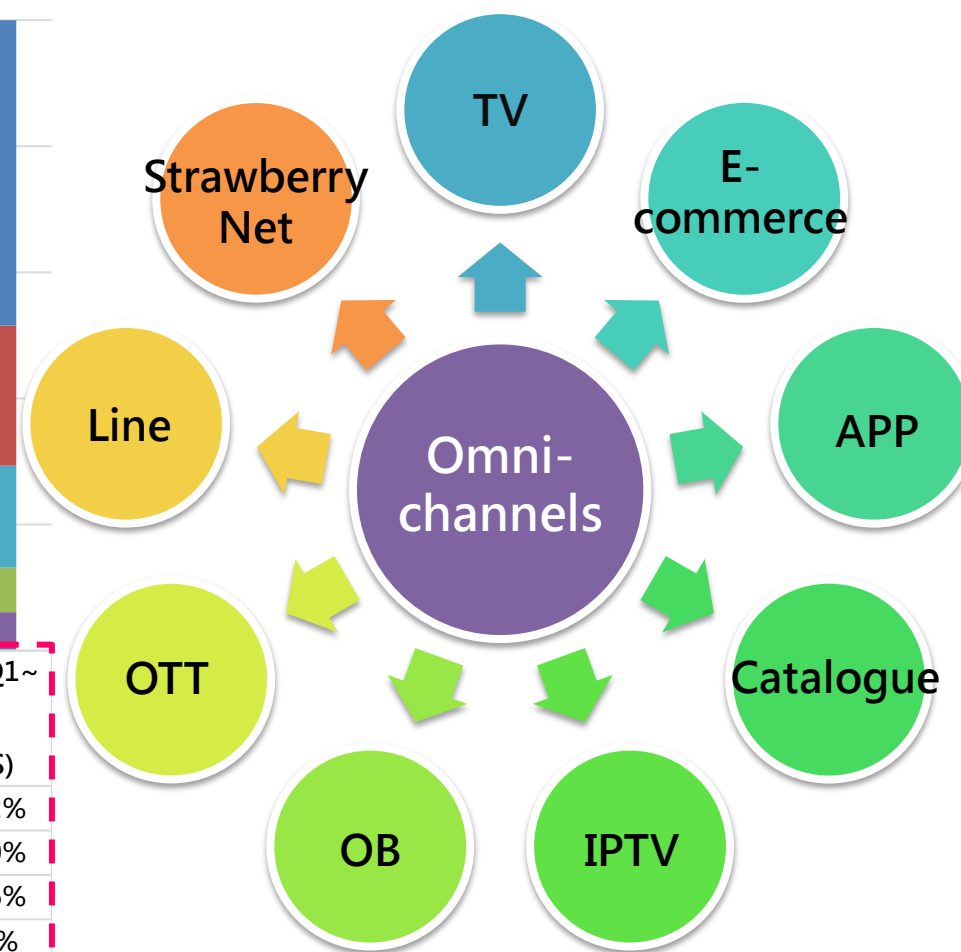
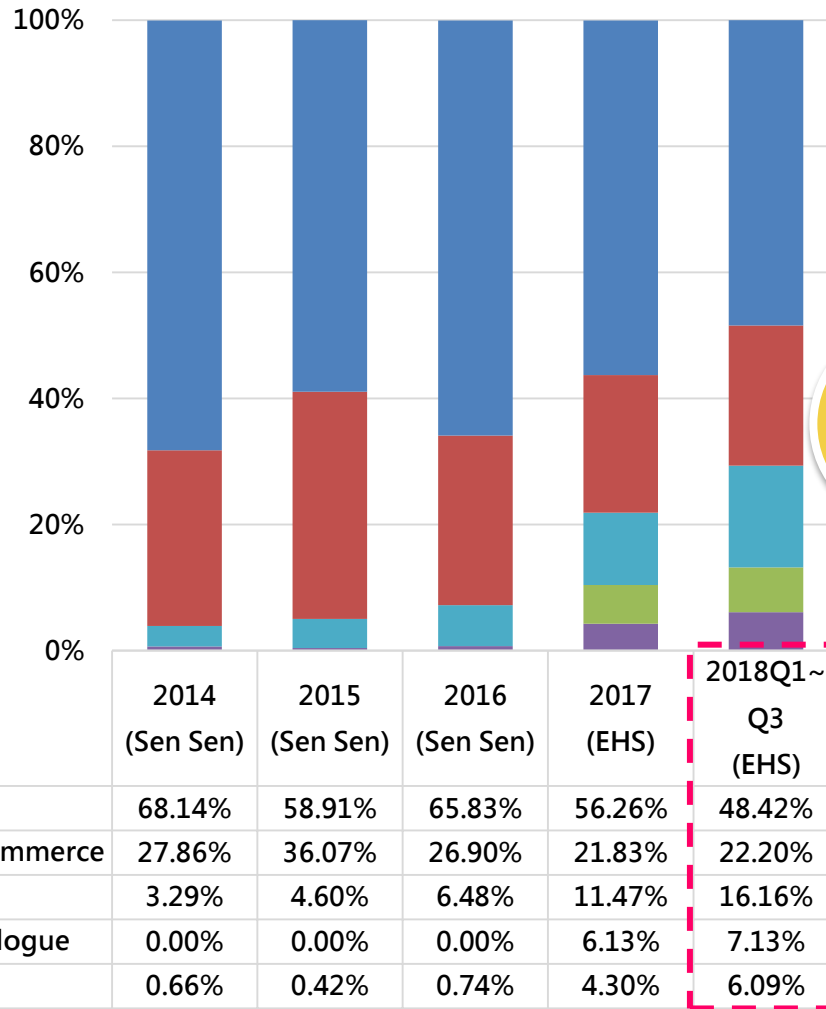
Operating revenues



Pretax profit



EHS 2014~2018Q3 Revenue by Channel



★EHS merged with Sen Sen on April 1st, 2017.



Future Developments



Expansion of exclusive brands



Deepen membership service & strengthen premium customers



Acquire new customers & increase customer retention



EHS coins officially on-line, launch new membership mechanism



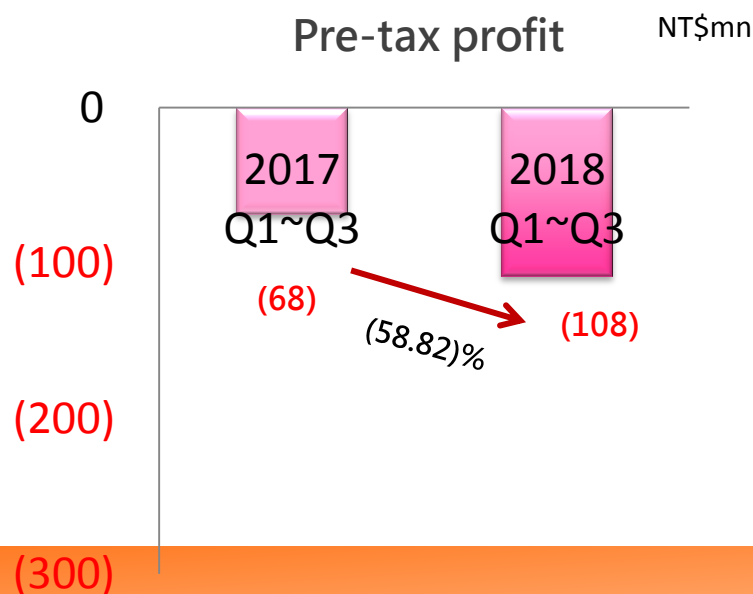
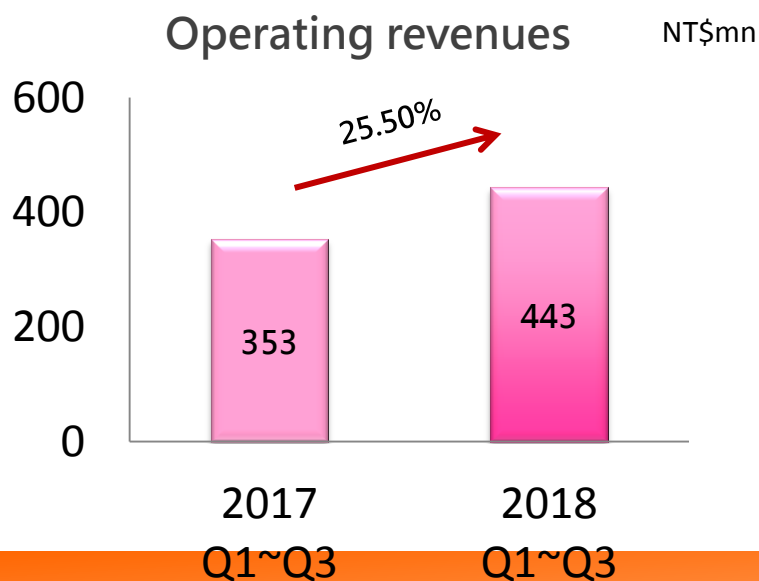
Celebrity and media advantages, customer clusters expansion



Visible outdoor advertising multiplication

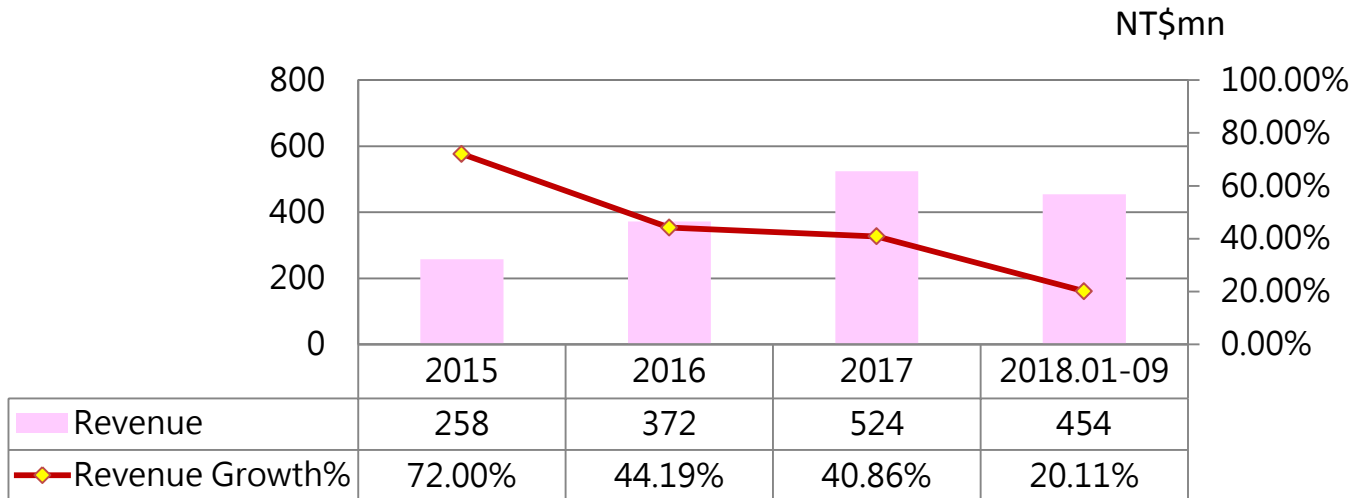
Media Segment Highlights

- The subsidiary, ETtoday Corp. which was established in late 2011, is the main operating entity of this segment.
- Enjoying over 85% high viewer reach, and ETtoday is the No.1 news website in Taiwan.
- ETtoday daily pageviews(PV) is over 15 million along with daily active users(DAU) near 5 million. The average viewing time per user is 2 minutes and 54 seconds.
- The ETtoday APP downloads is over 2 million.





Revenue growth rate is beyond the competition and exceeded 40% in 2016 & 2017.



[Note]: ETtoday stand alone financial statements.

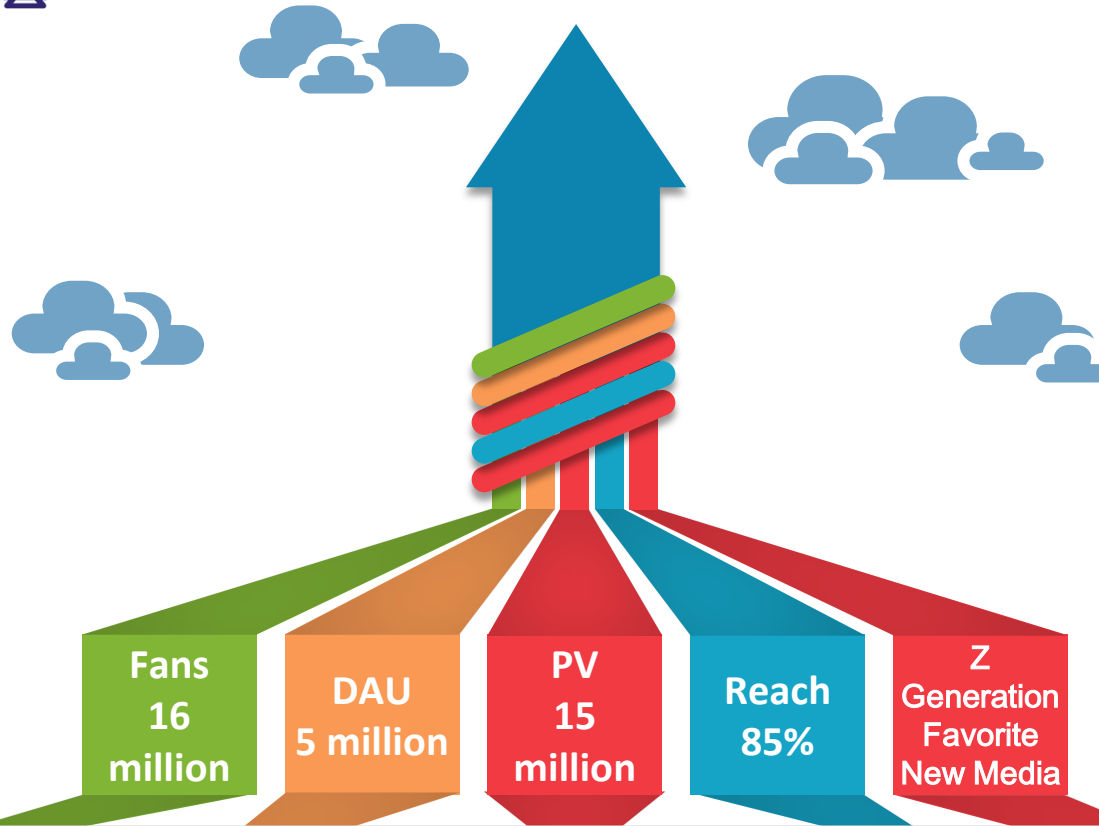


★ According to comScore, ETtoday grabs 5 No.1 ★



- 01 Multi-platform Pageviews
- 02 Multi-platform Total Visits
- 03 Multi-platform Total Views
- 04 Mobile Monthly Active Users
- 05 Mobile Pageviews

Recent Achievements



- 🕒 A young team with 600 employees, aged 30 on average, generates 600 pieces of news daily, interacting with 16 million fans in 30 fan pages via Facebook and WeChat.
- 🕒 According to Digital News Report from Reuters Institute for the Study of Journalism, ETtoday is the most well-known media brand in Taiwan.
- 🕒 According to IWIN, ETtoday is the most favorite media among age 11 to 18 teen viewers.
- 🕒 According to comScore, ETtoday is the most favorite media among generation Z.

ETtoday 1.0
Digital news & pictures

ETtoday 2.0
Digital Video & Video
Streaming

ETtoday 3.0
Digital platform & Informative
Content/E-commerce

1

Mobile
APP

2

Streaming &
Video

3

Advertising
Optimization

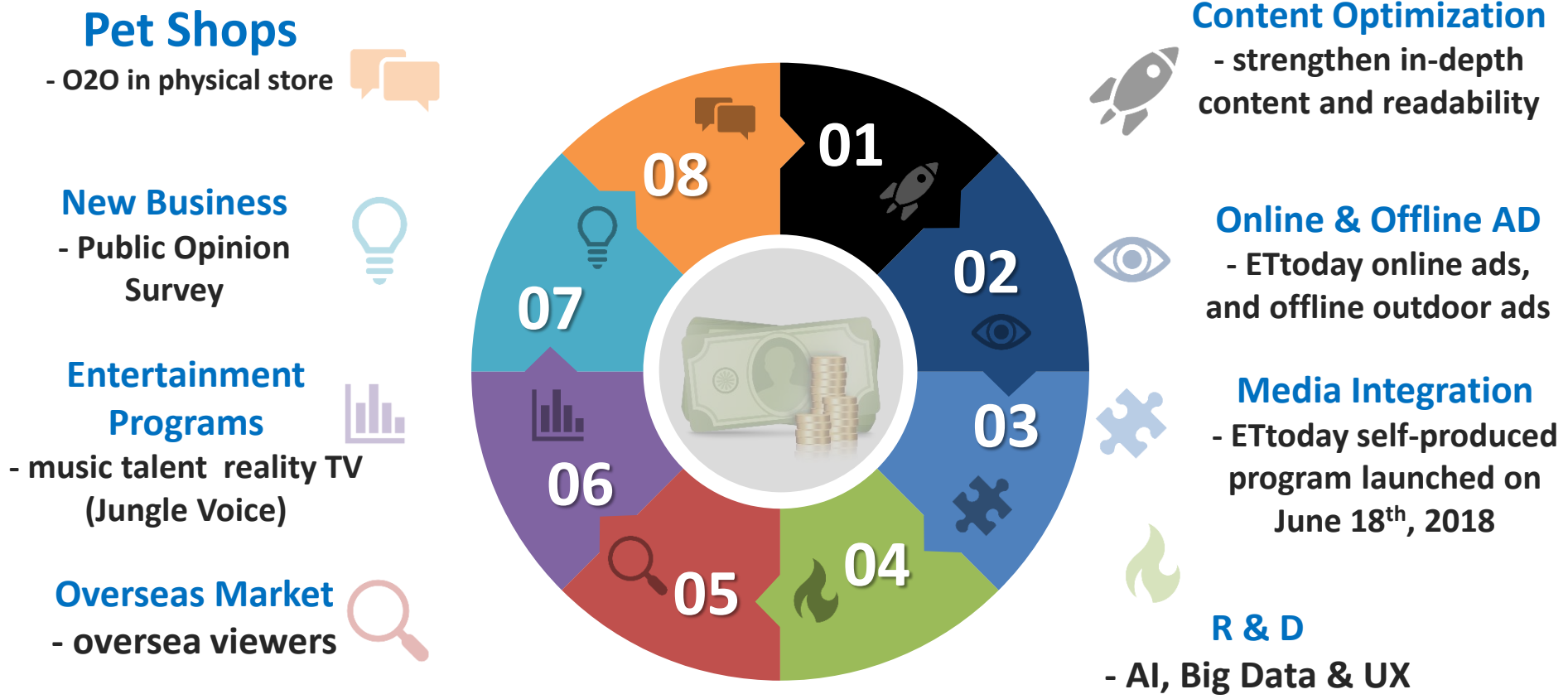
4

Content
Marketing
(Tied in
merchandise)

5

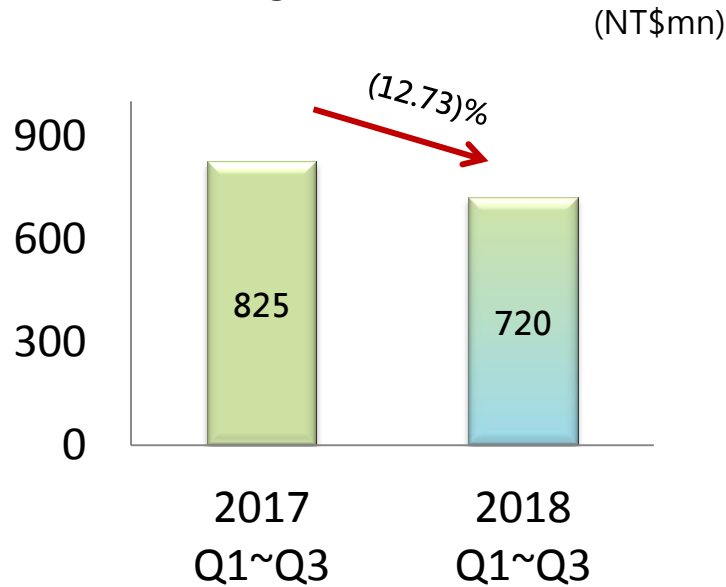
Content E-
commerce
(Marketing
directed)

ETtoday 新聞雲 Future Development II

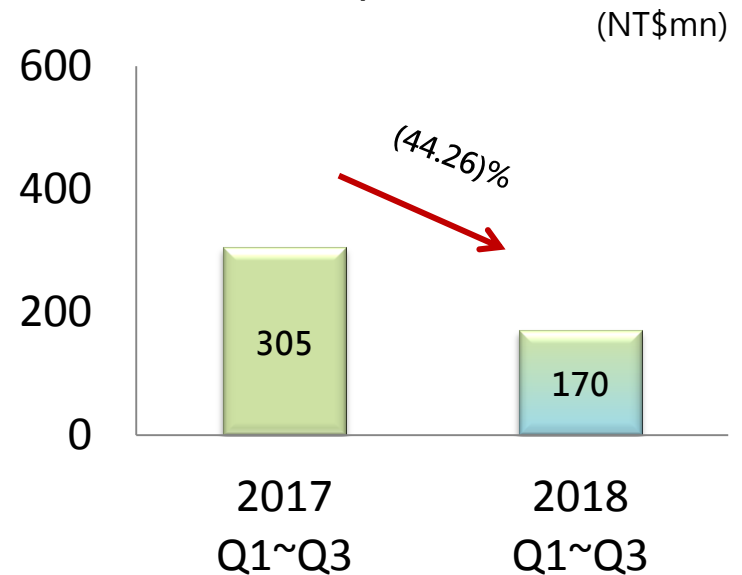


Warehousing Segment Highlights

Operating revenues



Pretax profit

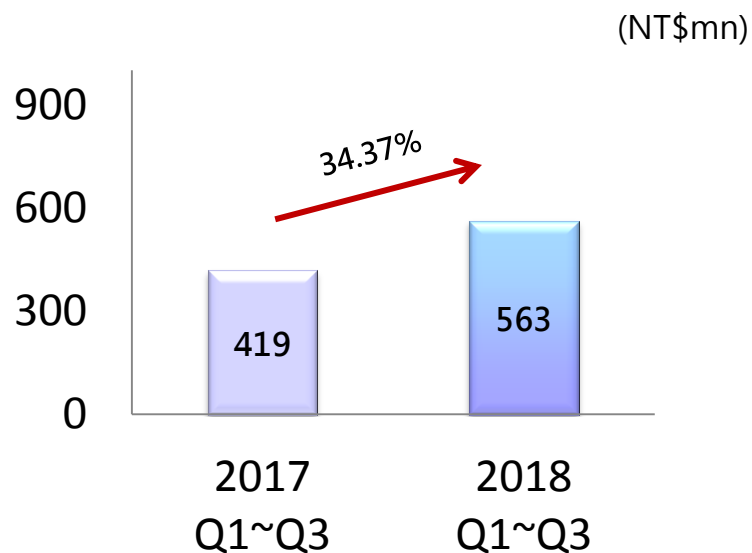


Year	Operating volume	Bulk		Bulk & Container	
		Import volume	Market share	Import volume	Market share
2017 Q1~Q3	455	465	98%	626	73%
2018 Q1~Q3	375	375	100%	623	60%

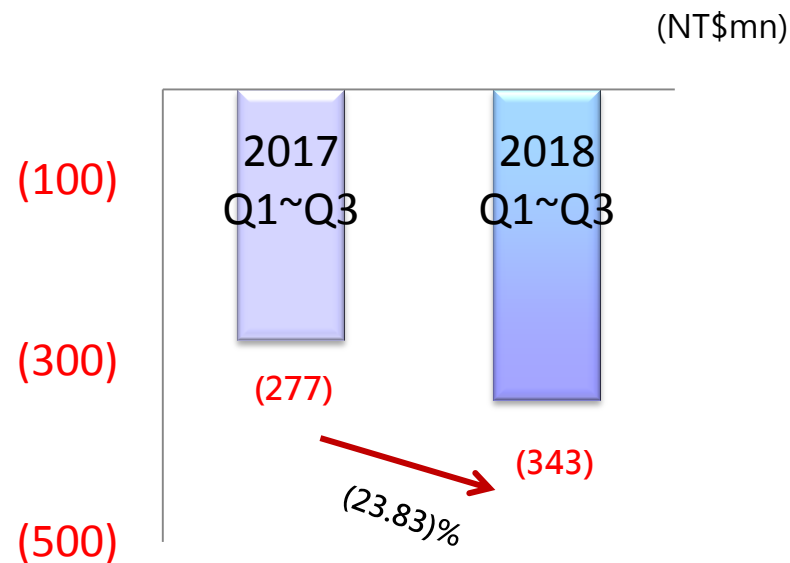
Unit: 10,000 Tons

Shipping Segment Highlights

Operating revenues



Pretax profit



Daily Rates (USD)	Panamax	
	2017 Q1~Q3	2018 Q1~Q3
Year	2017 Q1~Q3	2018 Q1~Q3
Net Rates Average	7,913	11,996
Spot TC Average	8,630	11,159

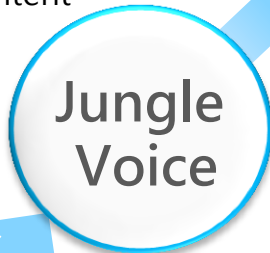
年	2017	2018	2019	2020
Panamax Fleet	6	6->3	3->1	1

New retail & New media Value Creation

ET GROUP



- Entertainment content development
- Performing arts agency



- International beauty website
- Global beauty supply chain

- Social media
- News website
- Entertainment platform



- Video shopping
- Customer loyalty program
- Multi-channel
- Commodity development

- Pet social media
- O2O business model



- Physical channel
- Customer experience

- Game development



Recap of Recent Major Events



- Acquired NB (00157/HK) 30% of shares in the amount of HK\$541 million through overseas subsidiary on Oct. 3rd, 2018.
- O2O integration: Integration development with beauty care and health supplements products through multiple channels, NB physical stores, Strawberry.net and EHS.



- Takeover the assets and trademarks of a pet chain store company on Oct. 9th, 2018. The physical stores soon to reopen in November.
- O2O integration: Integration with ETtoday's online "Pet Cloud" and the offline physical pet shops.

THANK YOU

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