



Eastern Media International Corporation Investor Conference (Symbol: 2614)

December 31, 2024



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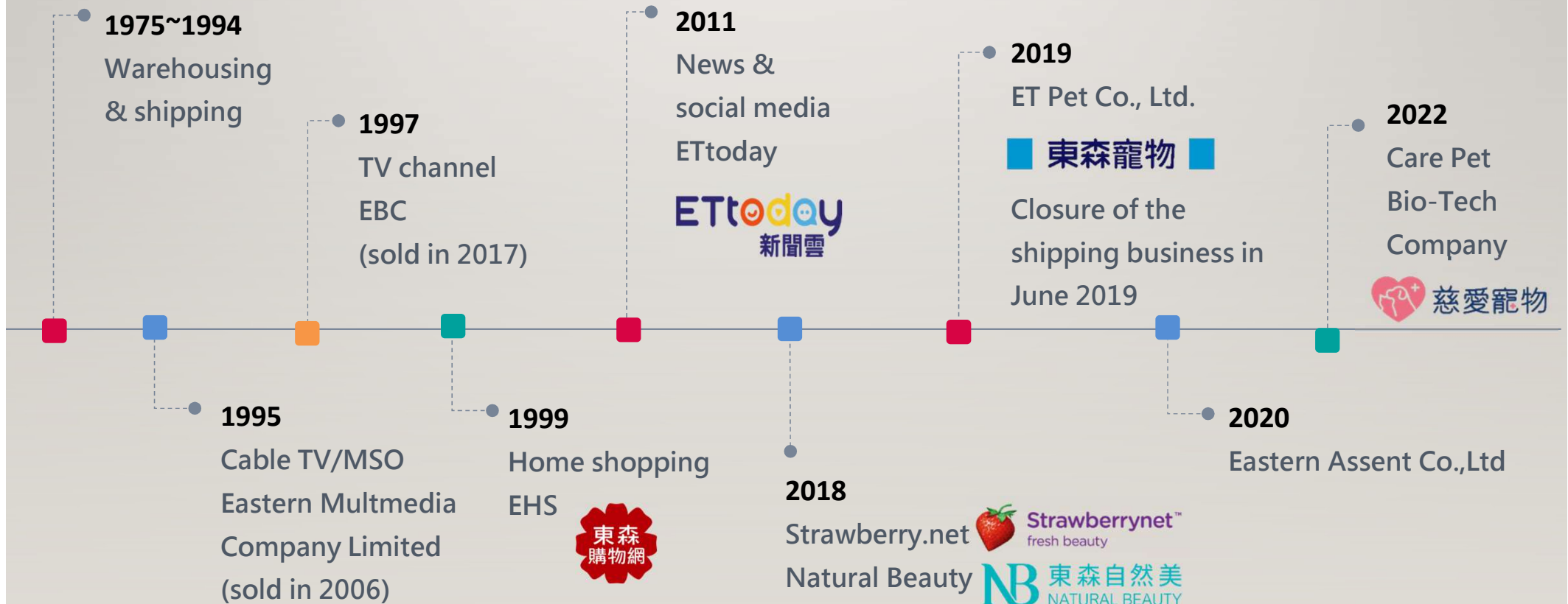
EMI Development course

Founded : 1975/5/14

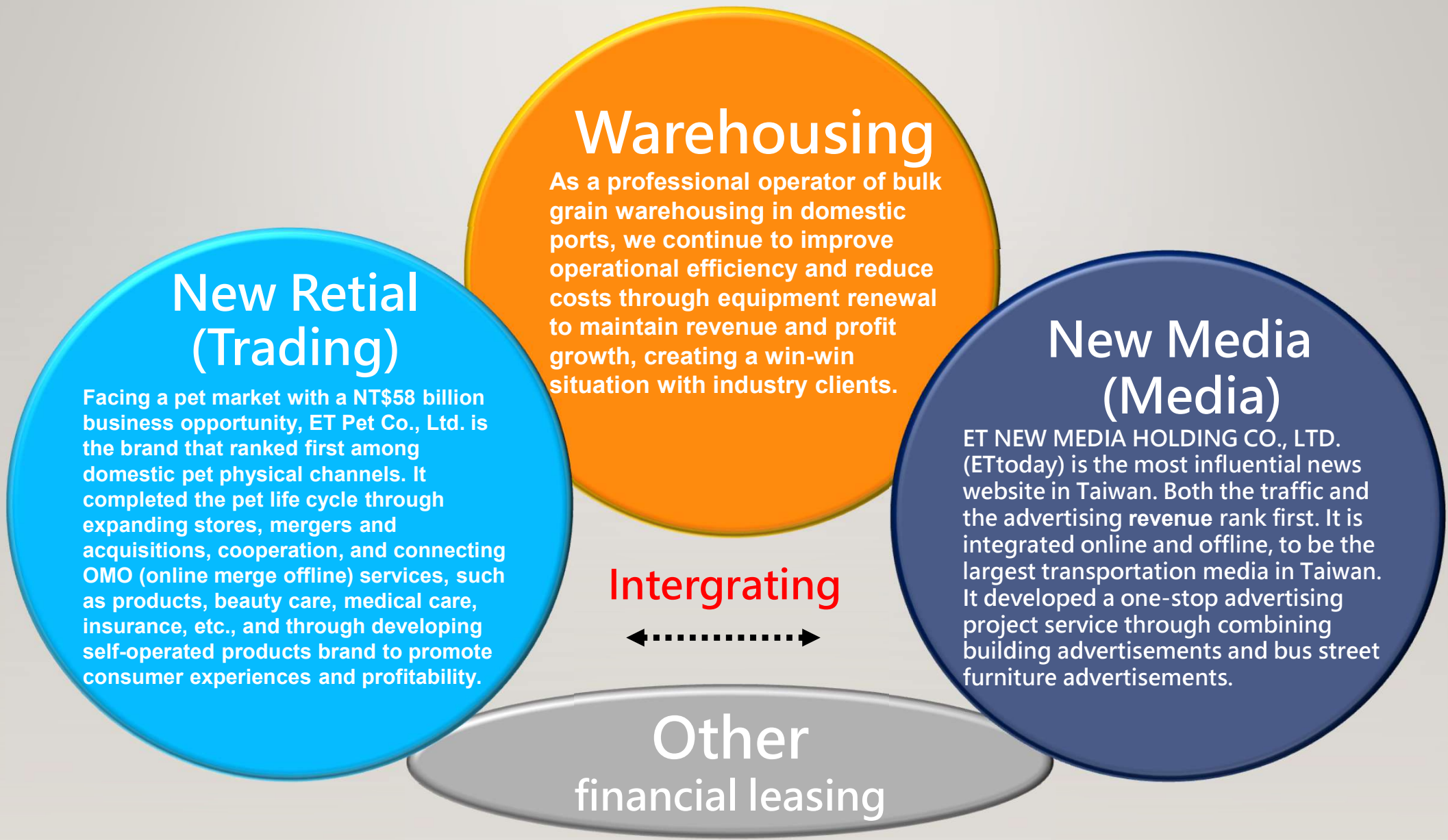
IPO : 1995/9/23

Capital : NTD 3.00 bn (note)

Note : As of December 31, 2024.



Main Segment Entities



Income Statements Overview (Consolidated)

(NT\$million)	2024 1-3Q	2023 1-3Q	%chg
Operating revenues	4,254	4,317	(1.46%)
Operating costs	2,882	3,026	(4.76%)
Gross profit	1,372	1,291	6.28%
Operating expenses	1,112	1,348	(17.47%)
Net operating income	261	(57)	556.32%
Non-operating income & expenses	(95)	119	(179.93%)
Profit	147	37	293.62%
Other comprehensive income	36	86	(58.84%)
Total comprehensive income	182	124	47.62%
Profit attributable to parent	194	82	135.29%
Basic earnings per share	0.65	0.27	

Balance Sheet Overview (Consolidated)

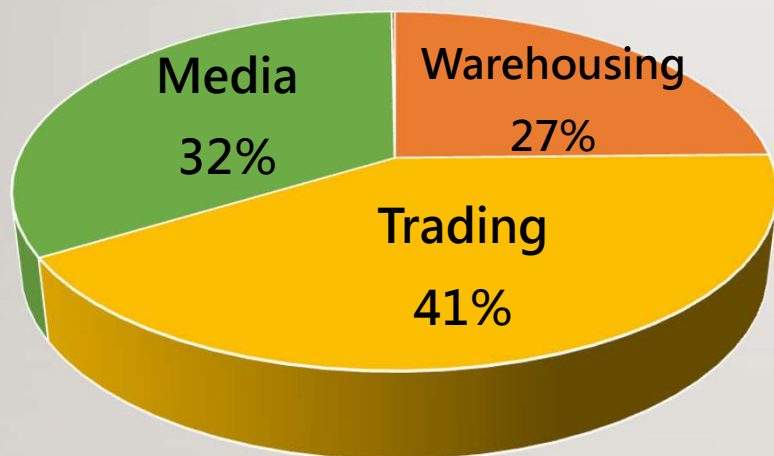
(NT\$million)	3Q24		3Q23	
	Amount	%	Amount	%
Balance Sheets				
<u>Current Assets</u>	4,045	21%	4,152	26%
Cash & cash equivalents	2,173	12%	1,619	10%
<u>Non-current Assets</u>	14,611	79%	11,991	74%
Investments (equity method)	1,403	8%	1,555	10%
Property, plant and equipment	5,743	31%	3,844	24%
Right-of-use asset	6,367	34%	5,584	35%
Total Assets	18,656	100%	16,142	100%
<u>Current Liabilities</u>	4,283	23%	3,347	21%
Account payable	1,157	6%	1,213	8%
Current lease liabilities	973	5%	678	4%
<u>Non-current liabilities</u>	9,478	51%	8,374	52%
Non-current lease liabilities	5,535	30%	4,973	31%
Total Liabilities	13,761	74%	11,721	73%
Total Equity	4,894	26%	4,422	27%
Value per share (NT\$) [Note 1]		11.73		12.33
Key Indices				
Current ratio %		0.94		1.24
Quick ratio %		0.79		1.06
Debt ratio % [Note 2]		0.74		0.73

Note1 : After capital reduction to make up for losses in the third quarter of 2023, the number of issued shares was 300,243,070 shares.

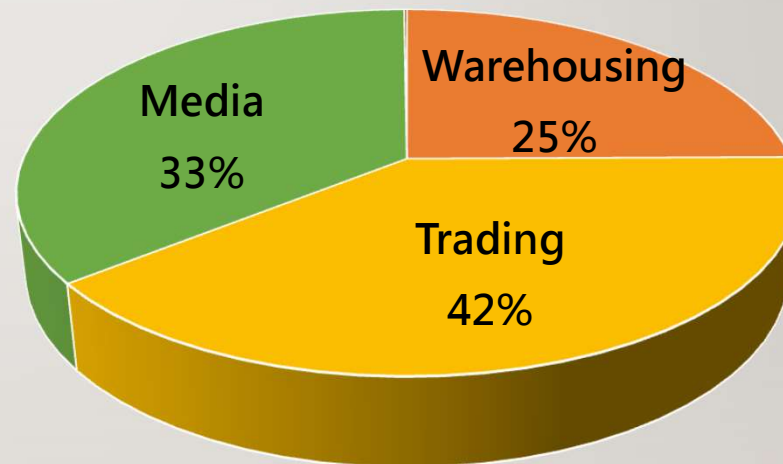
Note2 : Mainly "lease liabilities" accounted for 41% & 35% of total assets.

Revenue by Segment

2024 1~3Q



2023 1~3Q



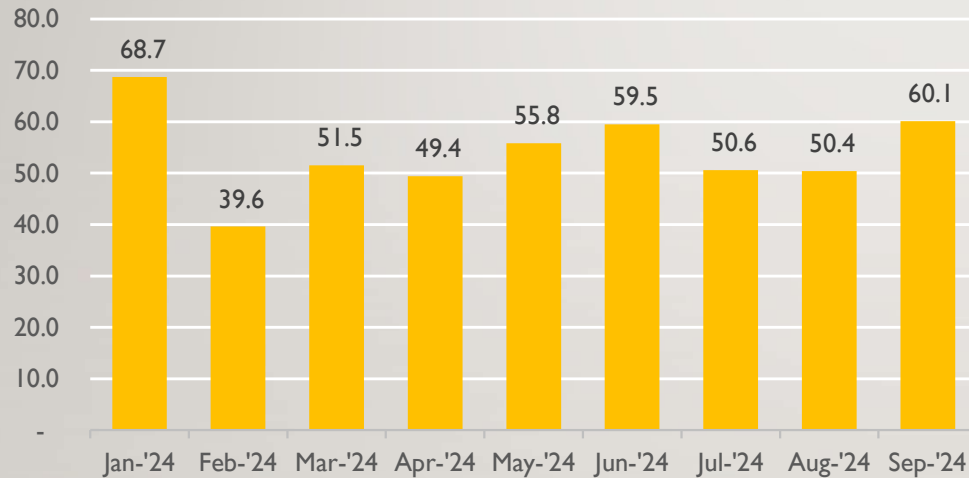
	(NT\$m)	2024 1~3Q	%	YOY	2023 1~3Q	%
1	Warehousing	1,158	27%	+8.63%	1,066	25%
2	Trading	1,719	41%	-4.23%	1,795	42%
3	Media	1,369	32%	-5.52%	1,449	33%
4	Other	8	0%	+14.29%	7	0%
5	Revenue	4,254	100%	-1.46%	4,317	100%

Segments Overview

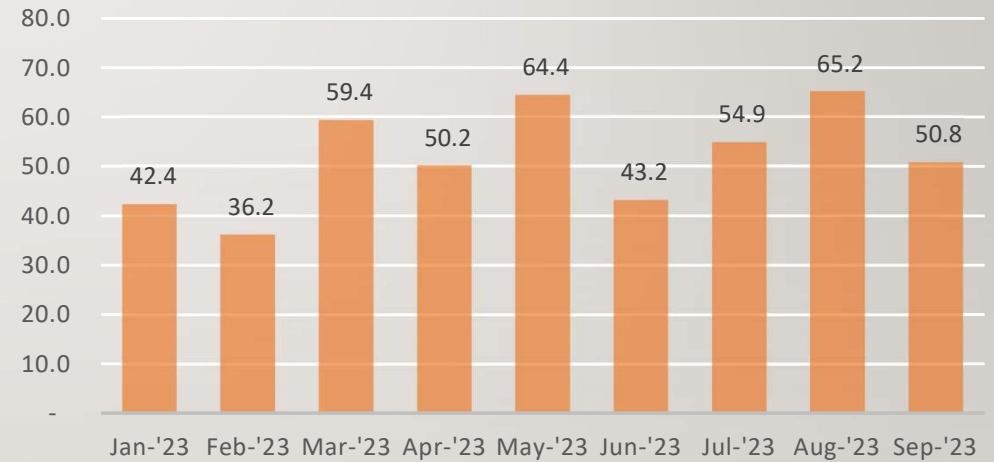
Warehousing-Volume

Unit : 10,000 Tons

2024 1-3Q Operating volume



2023 1-3Q Operating volume



- The warehousing business is mainly engaged in automated granaries operations, such as in bulk grain unloading, grain storage and truck/train loading and unloading .
- EMI is the professional port warehouse operating company in Taiwan.

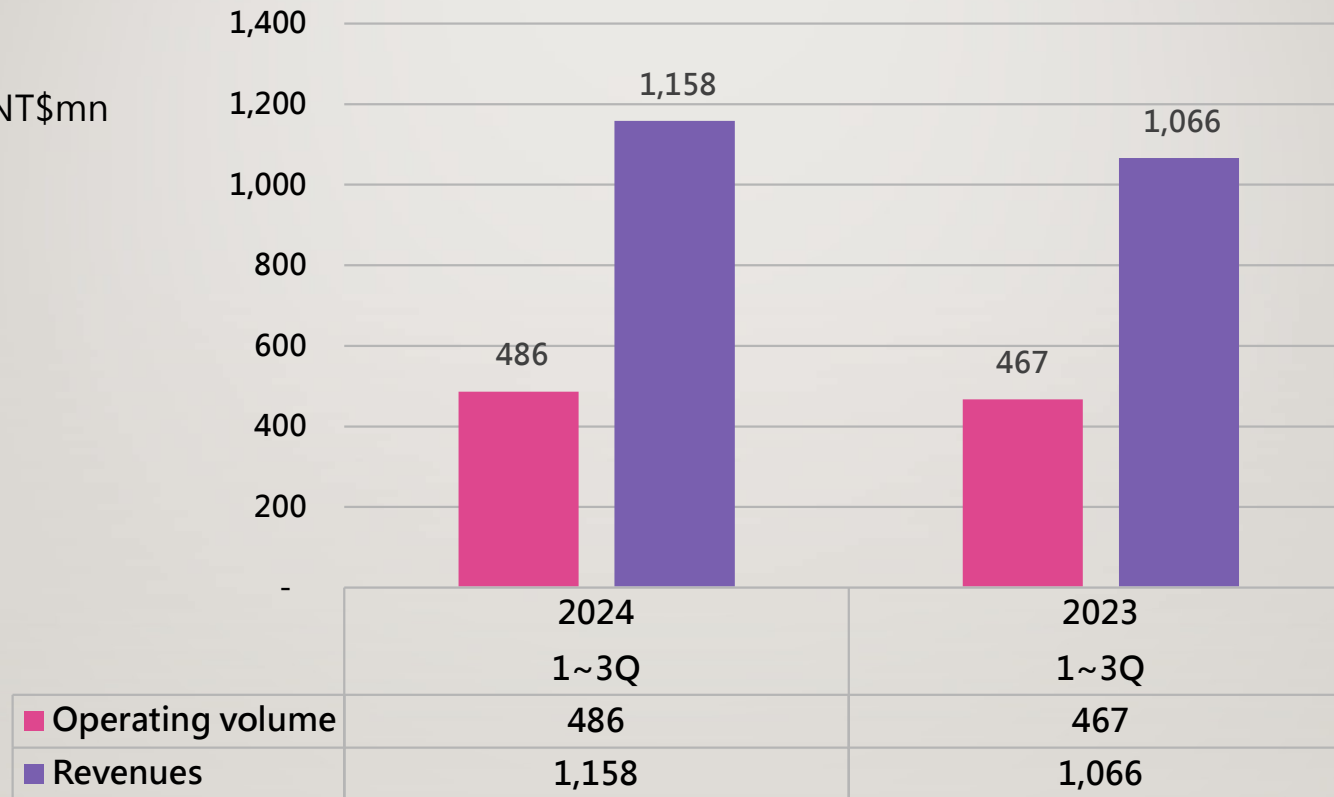
- EMI is the largest port warehouse operating company in Taichung and Kaohsiung , which operates four 14.5m deep-water wharf automated granaries with a total capacity of 330 thousands tons.
- EMI currently processes around 70~80% of all bulk grain imports in Taiwan, which the unloaded bulk grain imports volumes reaches around 6~6.5 millions tons.

- Our company is committed to replacing old equipment and installing energy-saving devices to improve service quality and achieve electricity savings.

- The operational volume of the storage business in the first three quarters increased by 4.1% compared to the same period last year, and revenue increased by 8.6%.

Warehousing-Highlights

Unit : 10,000 Tons/ NT\$m



Year Unit: 10,000 Tons	Operating volume	Bulk		Bulk & Container	
		Import volume	Market share	Import volume	Market share
2024 1~3Q	486	486	100 %	625	78%
2023 1~3Q	467	467	100%	585	80%

Trading- ET Pet' s 2024

Offline diverse pet channel distribution in the market

- 112 professional pet retail channels and 16 professional medical cooperation hospital.
- The services cover 18 cities in Taiwan (the coverage rate reaches 85%).
- The first chain pet store that officially serves **the outlying cities**.
- The only retail channel in Taiwan's pet industry that provides one-stop professional services for beauty care, health care, and exotic pets.



Creating diverse services for members

- Serving more than **200,000** customers per month.
- Providing beauty care services for pets more than **20,000** times per month.
- Creating diverse spaces for living and leisure.
- Providing professional health products and services for pets and humans
(The National Brand Yushan Award-Product Award)



Trading - ET Pet' s 2025 Operation Goals

ET Pet Ecosystem



The main operating entity of the Trading Division is a subsidiary: ET Pet Co.,Ltd.

- Creating a professional pet service brand in Taiwan : Promoting premium pet medical care and professional health care.
- BIG DATA to expand the stores scientifically: Increasing the success rate of expanding new stores.
- Multi-channel sales deployment strategy: Integrate online and offline channels of B2B and expand external channels.
- Expansion of a new multi-store model: Introduce popular household products, human health care, and diverse living and leisure spaces. Complex store ET members and ET Today's resources: highlighting the competitive advantages of ET Pet Co., Ltd.
- Beauty care, health care, and cooperation with animal hospitals: Improve services and create new value.

Trading- ET Pet' s Short, medium and long-term development strategies



Continuously expand the number of stores and distribution channels, with the aim of achieving a market share of 25%, and maximizing procurement price negotiation power.

Rapidly increase market share and enhance bargaining power

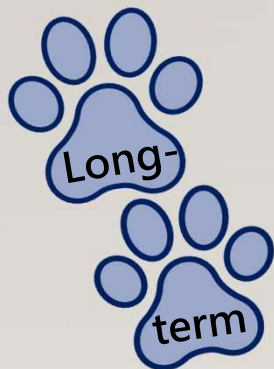
- Quick store expansion and M&A to expand market share.
- Compound management to create unlimited possibilities.



Develop pet medical care services, and deepen customer loyalty, so as to underpin its self-operated business and rapid growth of the revenue of health care products.

Develop pet medical care with the concept of professionalism, trust and dependence

- Develop pet medical care and deepen customer relationship with ET Pets.
- Sell high-margin pet health products and build customer loyalty through professionalism.



To establish a complete ecological chain for pets, providing comprehensive services for pets throughout their lifetime.

Complete ecological chain for pet

- Combine the online and offline resources of Eastern Group, in order to provide the best services for the customers' pets in the pet ecological chain from birth to death.

New Media-ETtoday 2024

Leading New Media in Taiwan

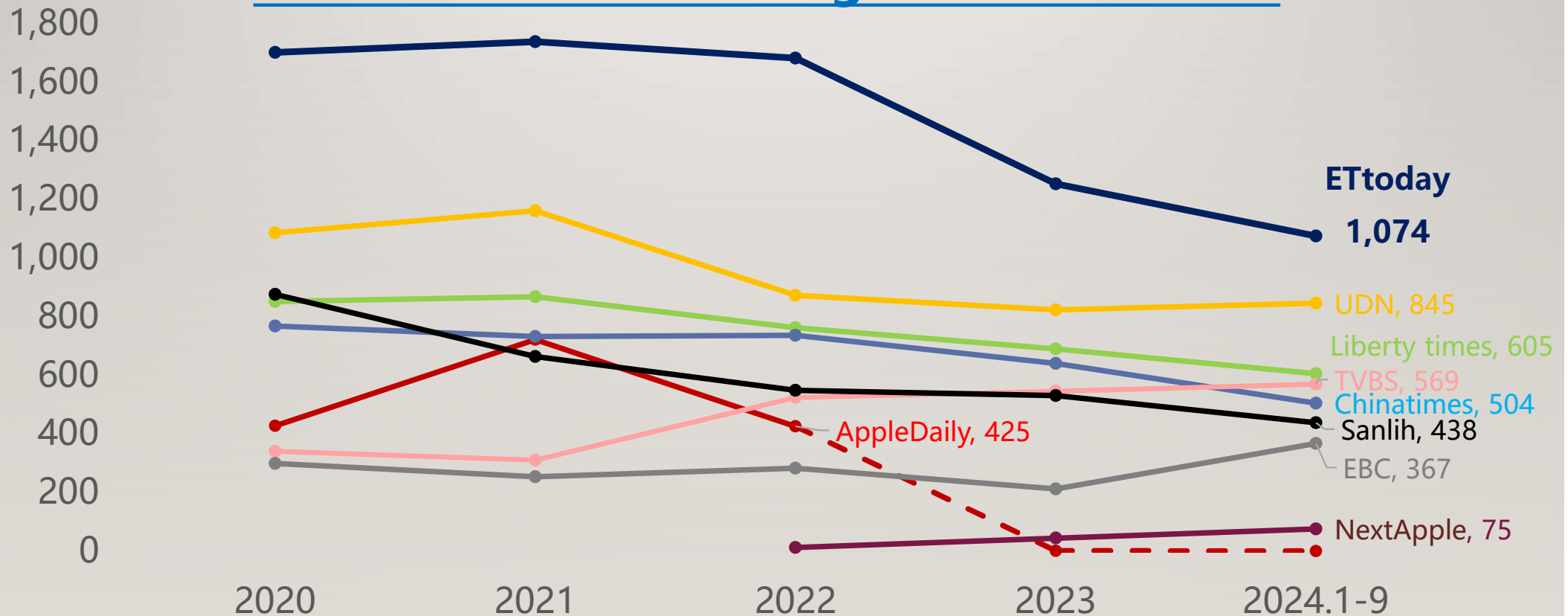
Pageviews
10.74million

FB Fans
27.23 million

DAU
3.33 million

APP Pageviews
3.34million

Mainstream Media Pageview in Taiwan

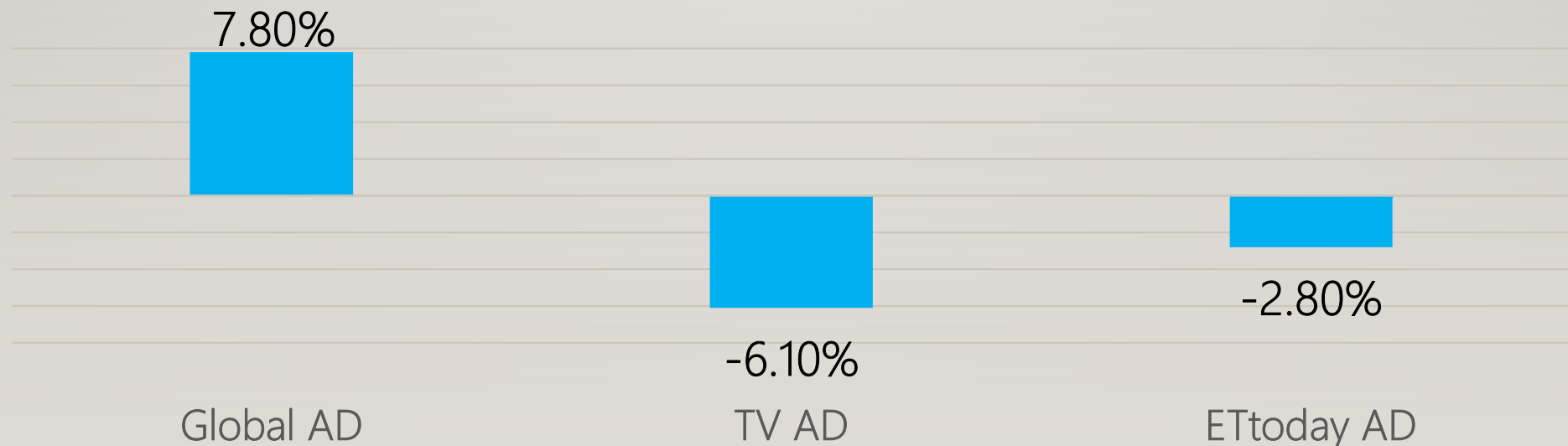


Source:GA, Comscore

New Media – ETtoday 2024

1. The global AD revenue is on an upward trajectory, growing by a promising 7.8% in 2024. However, Taiwan's TV AD revenue is expected to decline by 6.1% to NT\$17.9 billion.
2. ETtoday offers a unique digital + Out-of-Home Service, which integrates digital media platforms with transit media coverage, including MRT, Taoyuan Metro, High-Speed Rail, and Taipei street furniture.
3. Despite the broader market decline, our AD revenue is estimated to drop by a modest 2.8%, a testament to our company's resilience.

The Growth rate of mainstream media AD revenue in 2024



ETtoday- Future Strategy

01

Leveraging AI to Enhance Production Efficiency, Reduce Costs, and Achieve Break-Even

ETtoday is actively adopting AI generation technology to automate the news production process while ensuring that the principles of authenticity and trust in journalism are upheld. This not only enhances operational efficiency and reduces fixed costs but also reassures our audience about the integrity of our news.

02

Deepening News Content to Expand Its Depth and Breadth, Strengthening News

This involves enhancing coverage of critical issues, improving the quality of news content, striving for industry-leading awards, and reinforcing the brand's credibility and its impact on societal topics.

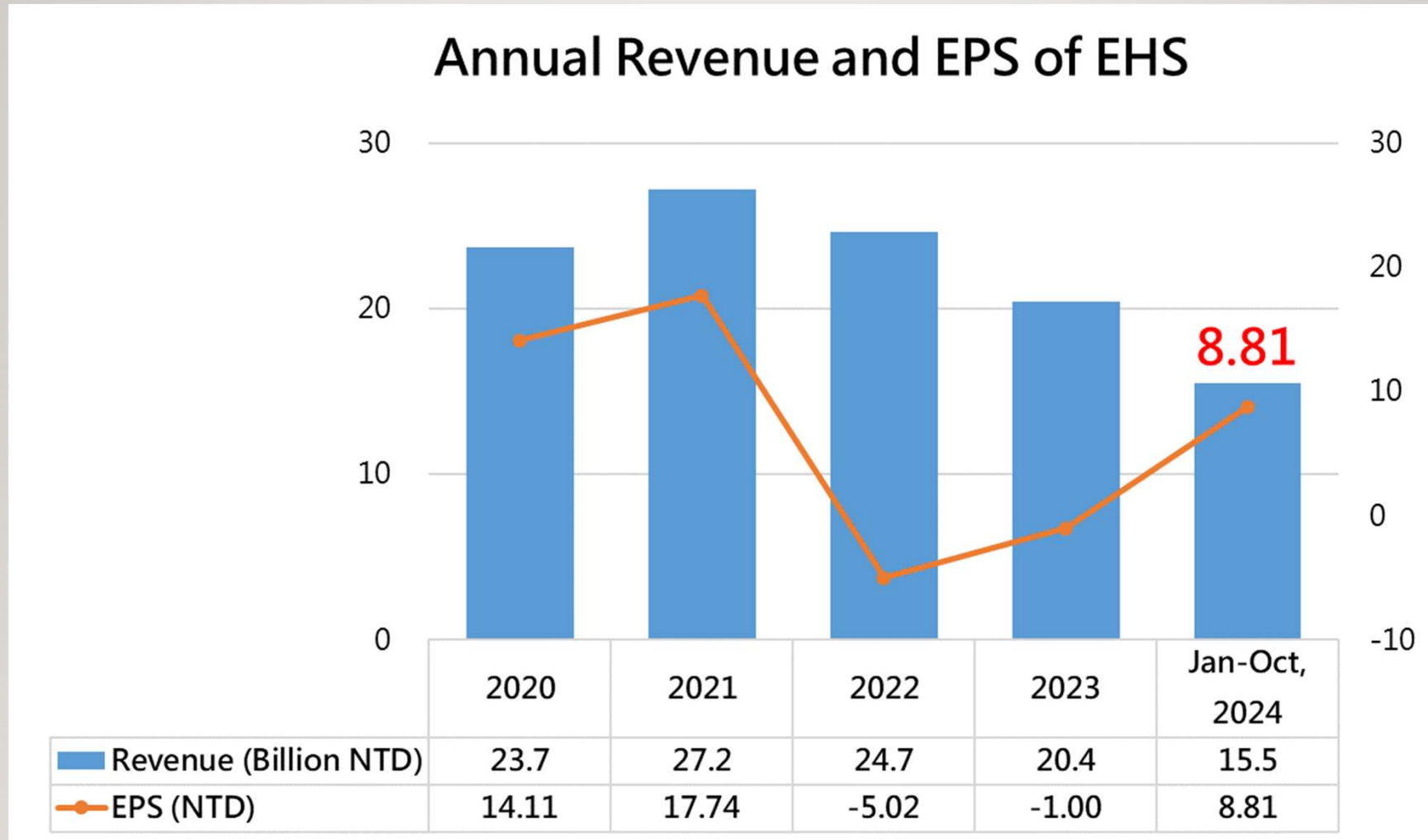
03

Establishing Newsletters to Increase Marketing Channels and Boost Traffic

ETtoday will launch newsletters starting in 2024, with a strong push in 2025 to reach core audiences precisely. This strategic move is designed to significantly increase user engagement and drive growth in owned traffic, enhancing news member management and becoming a new tool for external marketing. The growth potential is exciting.

Investment Business-Eastern Home Shopping(E.H.S.)

The consolidated revenue of E.H.S. from January to October achieves **NT\$ 15.5 billion** and generates **EPS NT\$8.81** !



Source: Consolidated financial statements of EHS

Investment Business Development Strategy— Eastern Home Shopping(E.H.S.)

Dynamic Competitive Market Environment

1. Consumer Return to Stores after Covid-19
2. Online merge Offline
3. Global Cross-Border Commerce Rivals

OMO Customer Acquisition

- 1 Introducing renowned brands to shopping centers and organizing strategic events such as anniversary sales and Pokemon activities to boost foot traffic, combined with the OMO model to enhance customer experience and increase member engagement rates.
- 2 Achieved significant growth with NT\$478M total revenue from January to October at Taipei Station K Underground Mall, Zhonghe Plaza, and Taipei Veterans General Hospital Plaza, expanding the potential customer base.

Precision Marketing through Member Segmentation

- 1 Utilizing big data tagging for precise, segmented marketing operations based on member channels, age, region, and consumption patterns.
- 2 Introducing comprehensive health screening services for high-value members to boost spending per visit and enhance repurchase rates among premium members.

Enhanced Customer Relationship Management

- 1 Enhancing Regal SPA CRM system with big data insights, generating automated sales scripts tailored to member profiles to improve sales strategy precision and conversion rates.
- 2 The new system is scheduled for launch and testing in November to further enhance member satisfaction and repurchase rates.

Technology — Information — AI & Big Data — CRM

Investment Business Development Strategy— Eastern Home Shopping(E.H.S.)

ABOVEe Health Management Center

At the end of 2024, the Eastern Forest Baifu Health Life Center (Health Check-up Center) will be opened. In the future, it will also collaborate with National Taiwan University Hospital, Fu Jen Catholic University Hospital, Taipei Veterans General Hospital, and Zhenxing Hospital to provide Eastern Forest members with 'green channel' services.



Eastern Plaza K Zone Underground Street

The newly renovated "Eastern Plaza K Zone Underground Street" at Taipei Main Station focuses on food, entertainment, and trends, introducing various renowned brands. Weekends feature diverse events such as a Charity Mahjong Tournament, Natural Beauty Bottle Recycling Campaign, Underground Basketball King, market activities, and the Eastern Pet Friends Carnival (including pet adoption and charity sales), drawing large crowds.

Eastern Forest Plaza, New Taipei Zhonghe

The 870-ping multi-purpose mall brings together the finest restaurants in the Greater Taipei area and collaborates with FamilyMart to create the first pet-friendly hybrid store. It also integrates animal hospital services, hosts weekend market events, and organizes stray animal adoption drives. This has become a popular gathering, shopping, and leisure spot for Zhonghe residents.

Regal Club & Spa

Featuring a luxury service space and introducing AI intelligent equipment, it allows beauty enthusiasts to enjoy top-tier skincare treatments and precise maintenance results. It is regarded as an important milestone for Eastern Forest's advancement toward 'comprehensive health management'

Eastern Plaza Taipei Veterans General Hospital Food Court

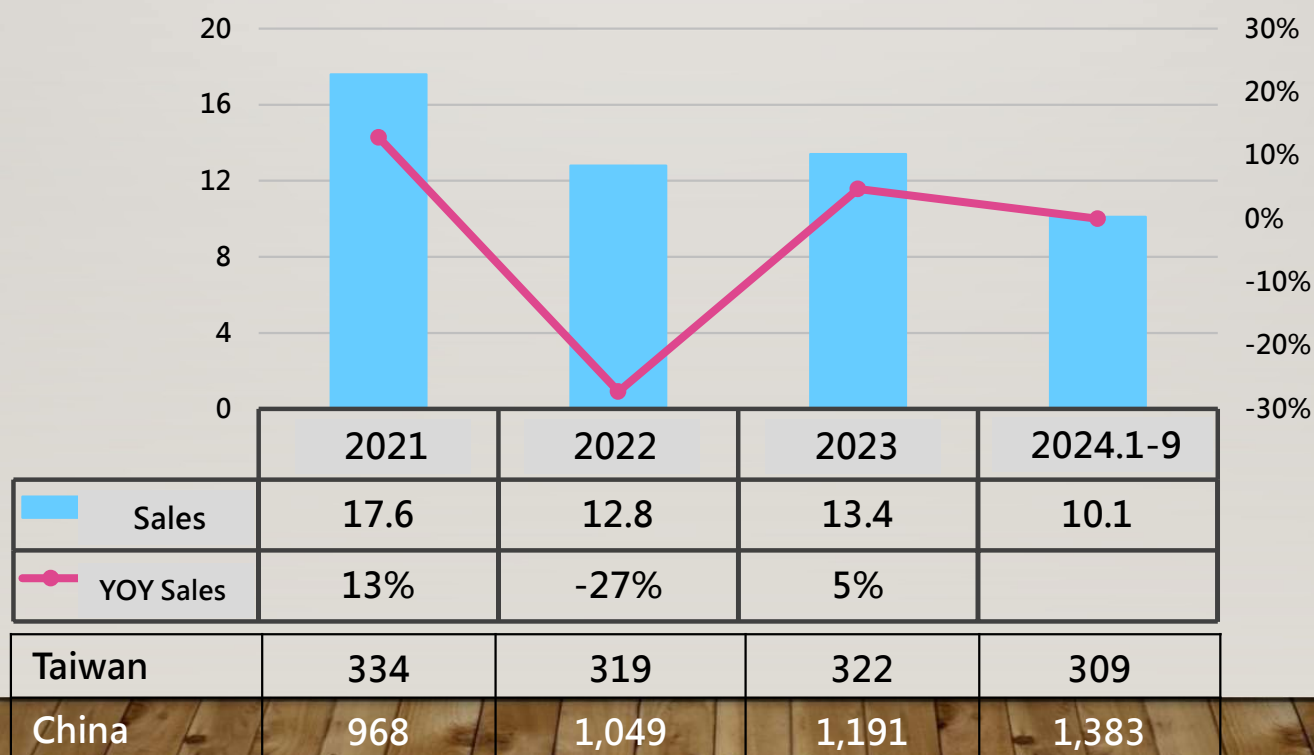
Operated by Eastern Shopping, the food courts at the Veterans General Hospital's Evergreen Tower and the Second Outpatient Building offer a variety of dining brands from different regions. To better meet customer needs, Eastern Shopping has also introduced Eastern Natural Beauty and Xingyi Pharmacy, providing professional health and beauty products. This allows the public to enjoy not only delicious food but also the convenience and pleasure of life.

Investment Business -Natural Beauty(NB)

AI Technology · Beauty Industry · Big Health

In 2024, Taiwan HI's performance grew by 19% year-on-year (YOY), with pre-tax net profit increasing by 6%. This growth was primarily driven by the effectiveness of a multi-channel sales strategy and the introduction of new technological instruments, which boosted sales. Natura Beauty is actively expanding in the mainland China market, with a significant increase in store numbers this year. In 2024, it launched the 46-acre Shanghai Fengxian East Forest Natura Beauty Technology R&D and Production Center, confident in the future demographic dividend of the mainland Chinese market.

Sales and Income before Tax Margin of NB in Taiwan



EMG Development Strategy

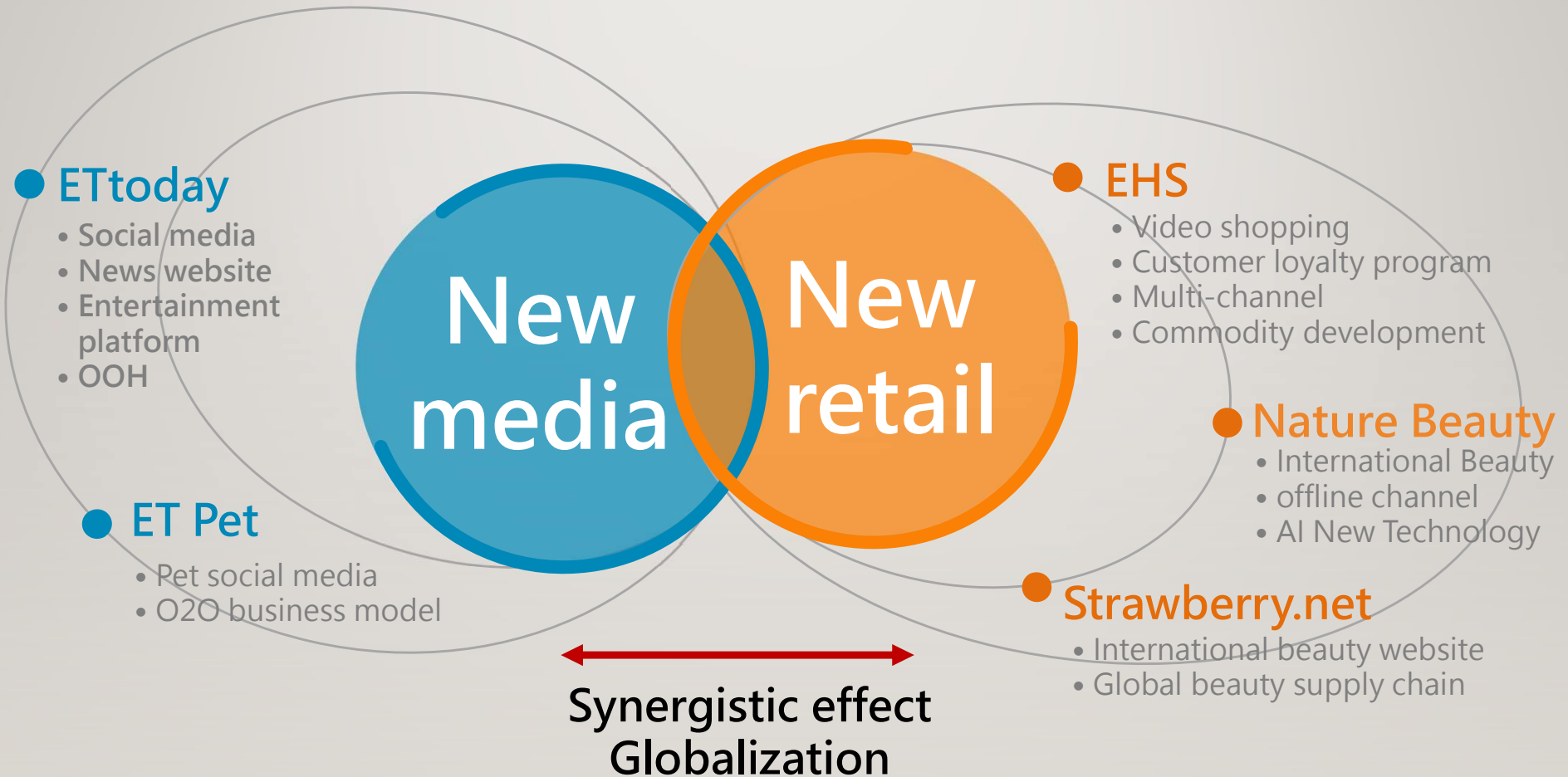
2026 Making LinKou an new Landmark

- Build the entertainment and media industries in line with internationalization:
Making Linkou an important place with an entertainment and media industry that is in line with internationalization, and creating business opportunities of people flow, realizing new media technology and linking with OMO, and holding various international events. Combining the resources of ETtoday, committing to becoming the most active entertainment resort in Taiwan.
- Planning to apply for Diamond-level 'Smart Building' and 'Green Building' certifications
The 'Eastern Media Park' will obtain Diamond-level Smart Building and Green Building certifications. The park plans to have over 10,000 square meters of AI smart offices and shared spaces, and with a 100 million NT donation for park adoption, it will bring a richer recreational environment and greenery to the neighborhood.
- Silks X hotel, AI Technology Gym
Eastern Group has partnered with Regent Hotels to launch a new brand 'Silks X hotel,' offering 160 deluxe rooms, a banquet hall, gym, and swimming pool. It introduces Michelin restaurants from Japan, France, and Italy to meet the needs of both business and leisure travelers. Additionally, it brings the international-level UFC GYM Taiwan and integrates the latest AI fitness technology, becoming the largest and most innovative tech-driven gym, providing the most advanced sports experience for local office workers and residents.



▲ Eastern Group Global Operations Headquarters Grace Building Topping Ceremony

EMG Value Creation



EMG GROUP

Build a one-stop OMO ecosystem !

EMG Corporate Social Responsibility



Economic Governance

Received TCSA Corporate ESG Report
**Trading and Consumer Goods
Category-Gold Award in
Category 1**



Media business ranked as the new media business
with the **highest** reach and trustworthiness in
Taiwan by Oxford University for
six consecutive years



Ranking in tenth (2023) Corporate Governance Evaluation:
Top **6-20%** (second tier) in industry category
(companies with a market value of NT\$5-10 billion)



Warehousing business received **ship stevedore
operator Golden Ship Award**
from Taiwan International Ports Corporation in 2023



Media business and pet business received
"Best Product Category" awards from
the 20th **National Brand Yushan Award**

Media business received **"Journalist Impact Award merit award,"
"Taiwan Pulitzer Prize," "News Pioneer Award," and
"Bright Society News Reporting Awards"**



EMG Corporate Social Responsibility

Environmental



EMI participated in the second ESG Logistics Sustainability Award for the first time in 2023 and received the **Corporate Gold Award in the "Energy Utilization Sustainability Group"**



Warehousing business invested **NT\$20.1976 million** in energy-saving equipment in 2023, reducing electricity usage by **446,090 kWh** and reducing carbon emissions by **221,660 kgCO₂e**.



Warehousing business Taichung and Kaohsiung Operations Management Office established **"Sustainable Innovation Team"**



Warehousing business has completed **ISO 14064-1** Greenhouse Gas Inventory, **ISO 50001** Energy Management System, and **ISO 14001** Environmental Management System verifications



Pet business and media business completed **ISO 14064-1** Greenhouse Gas Inventory verifications for the first time

Social

EMI received 8th **"I Sports Enterprise certificate"** from the Ministry of Education Sports Administration



EMI Group again received the 1111 Job Bank **Happy Enterprise Gold Award**

Taichung and Kaohsiung Operations Offices of warehousing business received **Badge of Accredited Healthy Workplace** from the Ministry of Health and Welfare Health Promotion Administration



Warehousing business completed **ISO 45001** Occupational Health and Safety Management System verification



Continued to provide Love Breakfasts for 17 years, cumulatively benefiting more than **35,000** schoolchildren

Love the Earth Action! Natural Beauty Bottle Recycling Program



Eastern Natural Beauty actively joins the effort to protect the Earth, encouraging beauty-conscious consumers to realize that the bottles they use daily can contribute to environmental protection through the simple act of 'recycling.' This initiative not only helps achieve Earth-loving benefits but also offers shopping discounts in return. Consumers can find the most suitable, gentle, and effective skincare products for their skin types, starting with simple everyday actions like reducing waste and recycling.



The beauty industry leads the green revolution! Carbon Footprint Certification shines with environmental brilliance.

From product design to packaging, continuous innovation is made to enhance the green image. Three of its products have been awarded the Environmental Protection Administration's Product Carbon Label Certificate, putting green consumption into practice.



Investment Business Development Strategy- Natural Beauty(NB)



Partnering with Taipei Medical University to strongly support telemedicine, making love and care limitless.

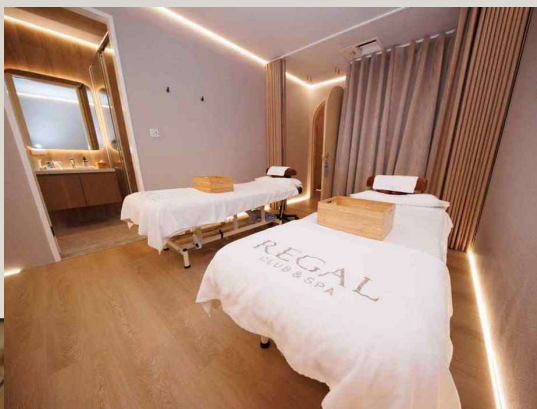
Eastern donated 1 million NT dollars to Taipei Medical University Hospital to fund its 'Telemedicine Center and Telemedicine Services 2.0 Program Fund.' By integrating medical care, information and communication technology, and electronic medical equipment through cross-disciplinary expertise, the goal is to provide remote health care and preventive services in the familiar home or community environment. This aims to realize the concept of 'aging in place,' allowing patients to receive necessary medical and care services without having to move.

Five-time winner of the 'National Brand Yushan Award' for Best Beauty Product.

In recent years, continuously pursuing innovative skincare technology and excellent product quality, always adhering to the philosophy of 'people, products, and science as proof,' dedicated to providing the most professional and effective anti-aging skincare solutions for global consumers. In recent years, with the goal of 'AI technology, beauty industry, and holistic health,' the brand has demonstrated its 'forward development,' ensuring that Eastern Natural Beauty remains up-to-date with its products and skincare treatments.



Eastern REGAL Beauty and Biotechnology Center Unveiled – AI Equipment Leading the New Generation of Beauty in Taiwan



Given the global rise in health and beauty trends, the Eastern Natural Beauty brand has proactively developed the 'Eastern REGAL Beauty and Biotechnology Center.' Through hydrating courses, hyaluronic acid, and AI equipment, beauty enthusiasts can enjoy the top-tier skincare treatments and precise maintenance results offered by Eastern REGAL. The Eastern REGAL Beauty and Biotechnology Center is not only a beauty care space but also an important milestone for Eastern Forest's advancement toward 'comprehensive health management.'

Rewards and Highlights in 2024

EMI



1. 2024 TCSA(17th) ESG Report-**Gold Award**
2. 2024 Happy enterprise Awards- **Service Golden Award**
3. 2024 (2nd) ESG Logistics Sustainability Award- **Gold Award**

ETtoday



1. **The Award of Bight Side in Society Report**
ETtoday won the Excellent Award for print report for three consecutive years.
2. **Journalist Impact Award**
ETtoday won the Merit Award for print and digital report.
3. **Innocence Project Annual News Award**
ETtoday's podcast program 'I Am at the Crime Scene' won the award.
4. **Digital News Report Award**
ETtoday won Taiwan's most used and trusted digital media based on the Digital News Report for seven consecutive years.
5. **Excellence in Suicide Prevention Media Reporting Award**
ETtoday won the Excellent Award and the Honorable Mention Award for New Media Report.
6. **2024 Happy Enterprise Awards- Gold Award**

ET Pets



The National Brand Yushan Award (21st) Product Award
For three consecutive years, three products from the pet herbal health care series have won the **Best Product Award**.



Rewards and Highlights in 2024

EHS



1. 2024 Happy enterprise Awards-
Service Golden Award
2. 2024 TCOSA(17th) ESG Report-
Gold Award
3. 2024 Taiwan Service Industry Awards-
Gold Award in E-commerce Category
4. 2024 Taiwan Customer Service
Center Awards- **Gold Award in Digital
Media Shopping Category**

NB



1. The National Brand Yushan
Award (21th)-**Product Award**
2. 2024 Happy enterprise Awards-
Service Golden Award
3. Carbon Footprint Certification,
Product Carbon Label Certificate
**A total of three products have
received certification**



Thank you

Q&A

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