



# Eastern Media International Corporation

Investor Conference (Symbol: 2614)

December 26, 2025


 東森寵物

 東森自然美  
NATURAL BEAUTY

ETtoday  
新聞雲



ET Mall

 慈愛寵物

 Strawberrynet™  
fresh beauty

  
東森國際



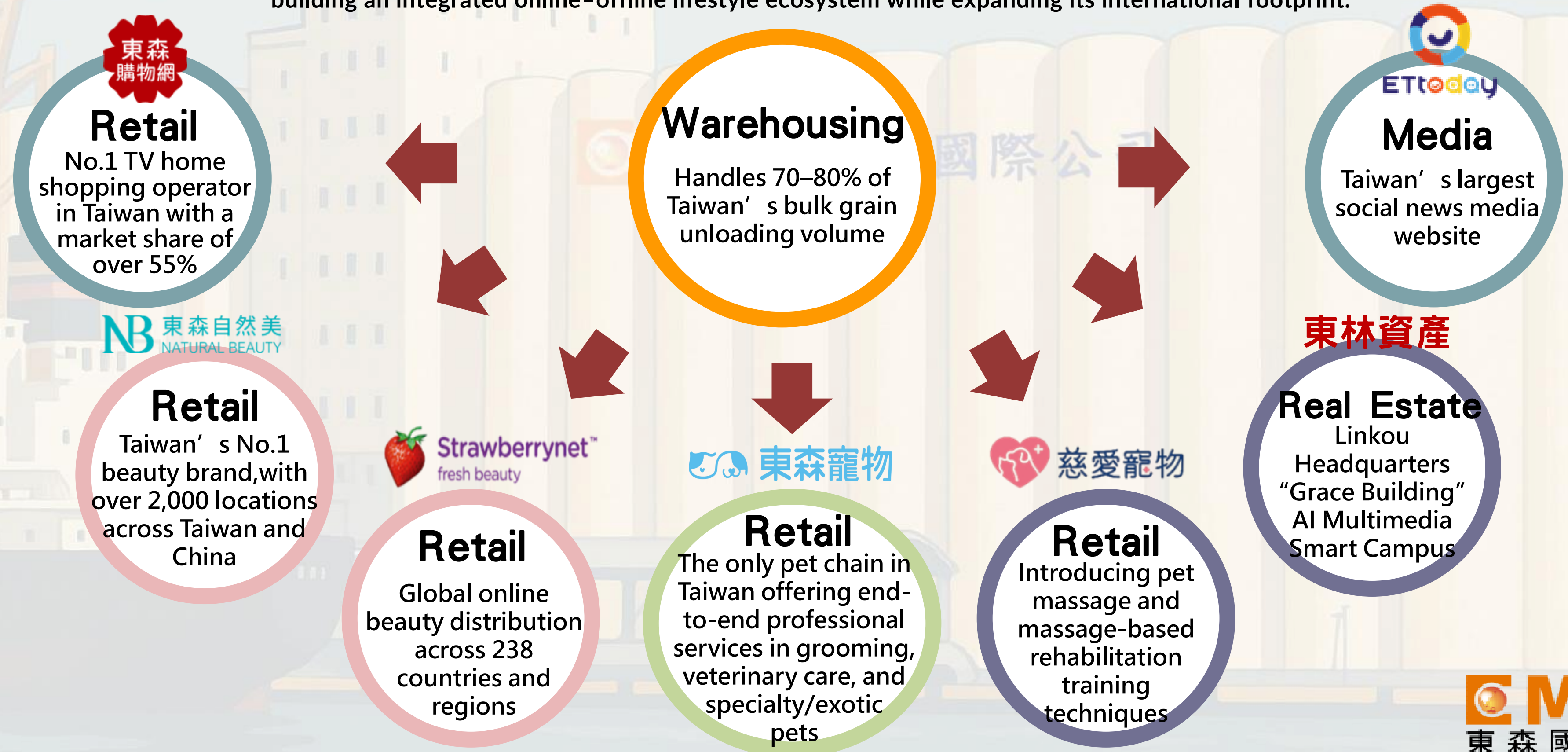
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# EMI's Diversified Operations Deliver Solid Results

Originating from warehousing and shipping, the Group has evolved into a diversified operator investing in retail, media, and pet businesses, building an integrated online-offline lifestyle ecosystem while expanding its international footprint.





# Main Segment Entities



## Warehousing

A leading professional operator of bulk grain storage at domestic ports, the Company launched the “AI-Enabled Grain Silo Operations Project” in 2024. Partnering with the Industrial Technology Research Institute (ITRI), we are building on our existing automation foundation to introduce AI-driven decision-making and energy-saving innovations.

We have planned six major smart-upgrade initiatives, including:

- Implementation of an equipment lifecycle management system;
- Automated deployment of RFID and license-plate recognition for grain outbound operations;
- Development of a remote-control system for skid-steer loaders (Bobcat);
- Development of a remote-control system for grain suction/unloading machines;
- Introduction of an AI-based visual inspection platform for smart structural inspection of grain silos;
- Installation of automated equipment for cleaning silo inner walls.

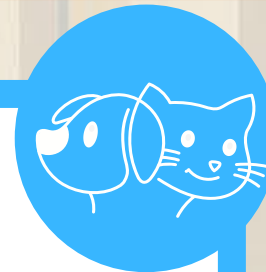
Through these equipment upgrades, we enhance operating efficiency and reduce costs, supporting simultaneous growth in both revenue and profit, and creating win-win outcomes for the Company and our customers.



## Other financial leasing

## New Retail (Trading)

Targeting Taiwan’s NT\$58 billion pet economy, ETPet is the leading brick-and-mortar pet retail brand in the domestic market. The Company continues to expand through new store openings, acquisitions, and strategic partnerships to build a comprehensive pet lifestyle ecosystem, integrating products, grooming, veterinary services, insurance, and pre-need funeral plans for pets in cooperation with Gobo Pet, across its OMO (online-merge-offline) service model. By developing its own private-label brands, ETPet further enhances customer experience and improves profitability.



## New Media (Media)

ET New Media (ETtoday) is Taiwan’s most influential news website, ranked No.1 in both traffic and digital advertising revenue. By integrating online and offline channels, ETtoday operates the largest transit media network in Taiwan, combining building media and bus street-furniture advertising to provide one-stop advertising campaign solutions.





# Balance Sheet Overview ( Consolidated )

(NT\$million)	2025Q3		2024Q3	
Balance Sheets	Amount	%	Amount	%
<b>Current Assets</b>	<b>4,281</b>	<b>21.8%</b>	<b>4,045</b>	<b>21.7%</b>
Cash & cash equivalents	2,569	13.1%	2,173	11.6%
<b>Non-current Assets</b>	<b>15,368</b>	<b>78.2%</b>	<b>14,611</b>	<b>78.3%</b>
Investments (equity method)	1,386	7.1%	1,403	7.5%
Property, plant and equipment	7,531	38.3%	5,743	30.8%
Right-of-use asset	5,758	29.3%	6,367	34.1%
<b>Total Assets</b>	<b>19,649</b>	<b>100.0%</b>	<b>18,656</b>	<b>100.0%</b>
<b>Current Liabilities</b>	<b>3,601</b>	<b>18.3%</b>	<b>4,283</b>	<b>23.0%</b>
Account payable	1,122	5.7%	1,157	6.2%
Current lease liabilities	1,080	5.5%	973	5.2%
<b>Non-current liabilities</b>	<b>10,248</b>	<b>52.2%</b>	<b>9,478</b>	<b>50.8%</b>
Long-Term Loans	5,330	27.1%	3,867	20.7%
Non-current lease liabilities	4,905	25.0%	5,535	29.7%
<b>Total Liabilities</b>	<b>13,849</b>	<b>70.5%</b>	<b>13,761</b>	<b>73.8%</b>
<b>Total Equity</b>	<b>5,800</b>	<b>29.5%</b>	<b>4,894</b>	<b>26.2%</b>



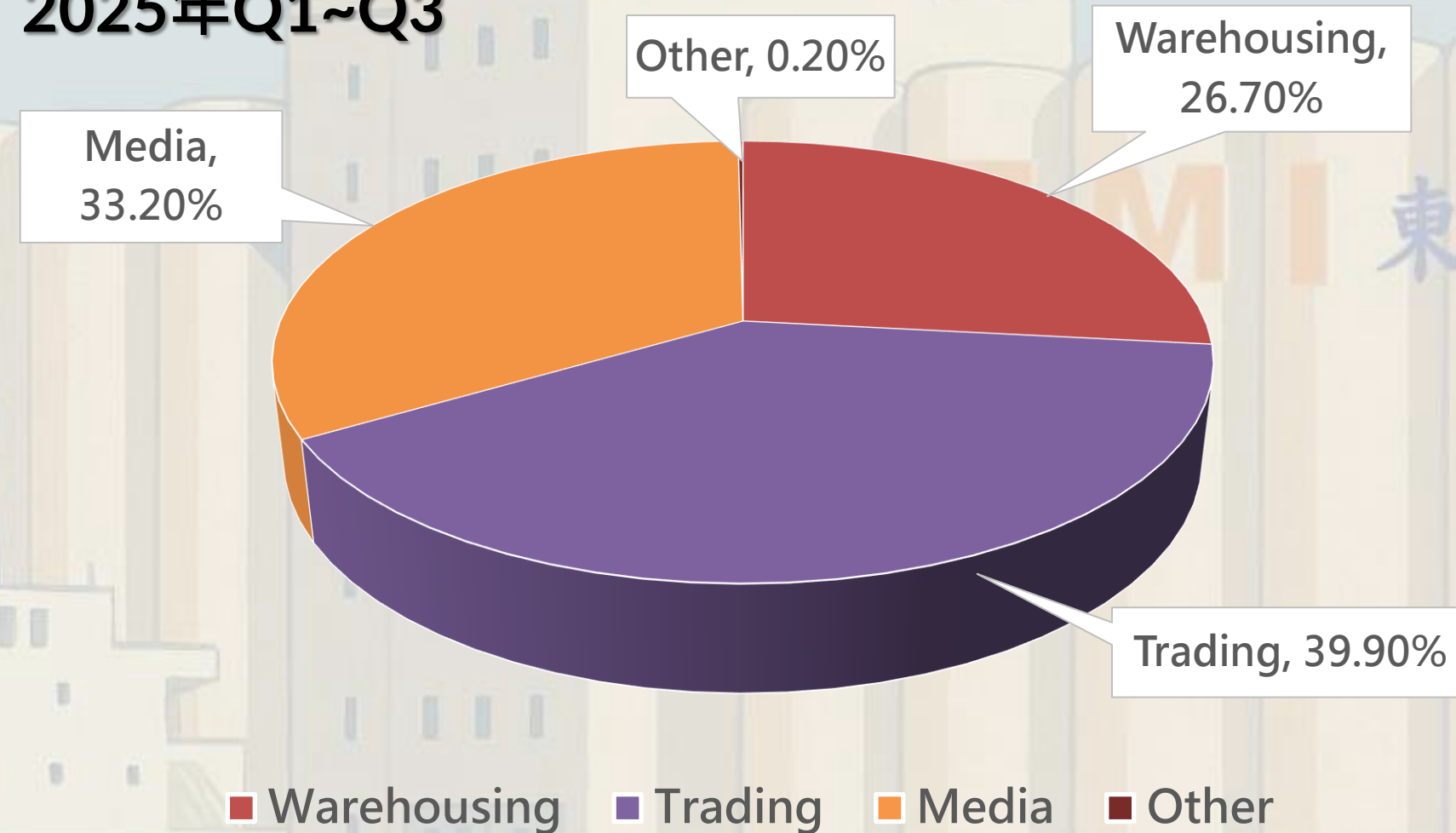
# Income Statements Overview (Consolidated)

(NT\$million)	2025 Q1~Q3	2024 Q1~Q3	%chg
Operating revenues	4,039	4,254	(5.03%)
Operating costs	2,689	2,882	(6.70%)
<b>Gross profit from operations</b>	<b>1,350</b>	<b>1,372</b>	<b>(1.54%)</b>
Operating expenses	1,015	1,110	(8.62%)
Net operating income	336	261	28.57%
Non-operating income & expenses	125	(95)	230.61%
<b>Profit</b>	<b>423</b>	<b>147</b>	<b>188.01%</b>
Other comprehensive income, net	(52)	36	(247.32%)
Total comprehensive income	371	182	103.23%
<b>Profit , attributable to owners of parent</b>	<b>464</b>	<b>194</b>	<b>139.41%</b>
Basic earnings per share	1.42	0.59	
<u><b>Key Indices</b></u>			
<b>Gross Profit Margin</b>	<b>33.43%</b>	<b>32.24%</b>	
<b>Net Profit Margin</b>	<b>10.48%</b>	<b>3.45%</b>	



# Revenue by Segment

2025年Q1~Q3



Total revenue declined by 5.03% year-on-year. The warehousing business recorded a 6.67% decrease, while the media equity-investment business was negatively impacted by lower traffic due to algorithm changes, leading to a drop in advertising revenue. The trading-based pet business is currently optimizing and adjusting its store network. Looking ahead, we aim to enhance operating performance through continuous development of new business models, resource integration, and the deployment of new technologies.

	(NT\$million)	2025 Q1~Q3	%	YOY	2024 Q1~Q3	%
1	Warehousing	1,080	26.70%	-6.67%	1,158	27.20%
2	Trading	1,613	39.90%	-6.18%	1,719	40.40%
3	Media	1,340	33.20%	-2.18%	1,369	32.20%
4	Other	7	0.20%	-12.23%	8	0.20%
5	Total Revenue	4,039	100%	-5.03%	4,254	100%



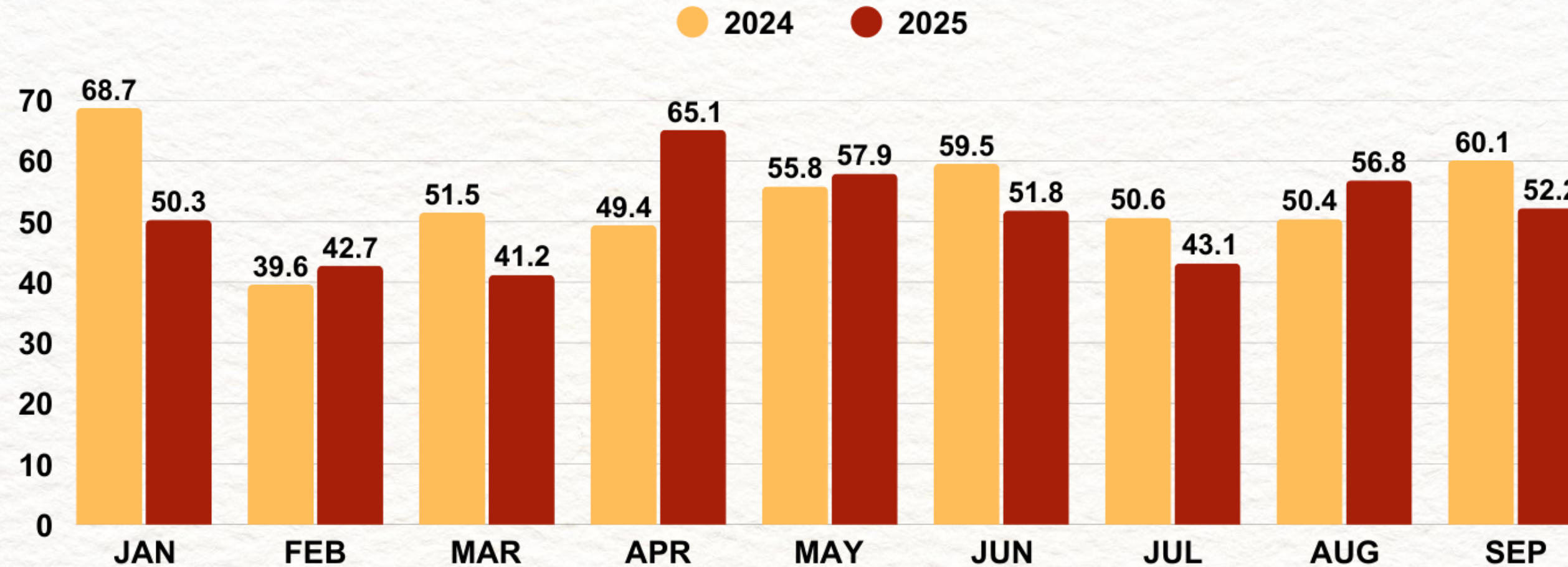


## — Segments Overview —





# Warehousing-Highlights

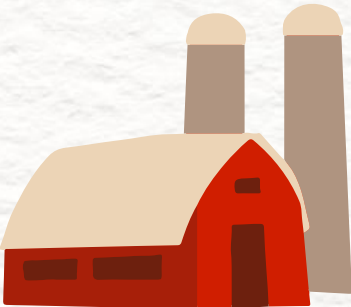
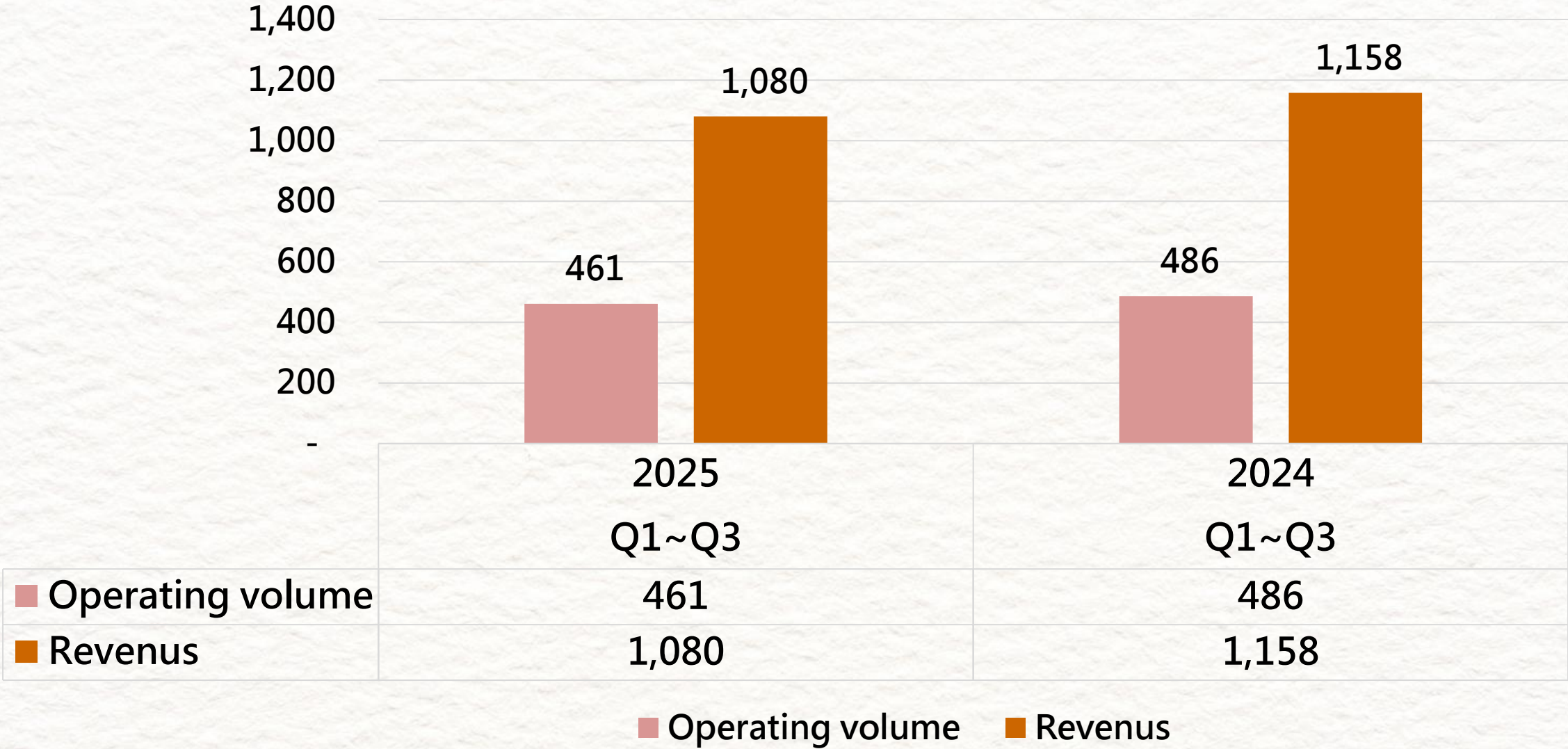


Our warehousing business is a specialized operator of bulk grain storage at domestic ports, focusing on automated operations for imported bulk grain, including vessel unloading into silos, in-silo storage, and outbound loading to trucks and railcars. We operate four automated grain terminals in Taichung and Kaohsiung with total storage capacity of 330,000 metric tons; our bulk unloading volume accounts for around 70–80% of Taiwan's total grain imports, or approximately 6.0–6.5 million metric tons per year.

The Company is committed to replacing aging equipment, installing energy-saving facilities, increasing the level of automation, and optimizing operating processes, which not only enhances service quality but also delivers tangible power-saving benefits. In the first three quarters, warehousing business throughput declined by 5.1% year-on-year, and revenue decreased by 6.7%, mainly due to the impact of U.S. tariff policies under the Trump administration and disease- and disaster-related factors that significantly reduced the hog population. Currently, around 8.5% of pigs in Taiwan are fed with kitchen waste, with approximately 1,324 tons of food waste used as pig feed per day. Under the government's new policy to phase out food-waste pig feeding, 2026 has been designated as a transition year, and a full ban will take effect in 2027. Over the long term, this is expected to be positive for bulk grain shipment volumes.



# Warehousing-Volume



Year Unit: 10,000 Tons	Operating volume	Bulk		Bulk & Container	
		Import volume	Market share	Import volume	Market Share
2025 1~3Q	461	461	100 %	617	75%
2024 1~3Q	486	486	100%	625	78%



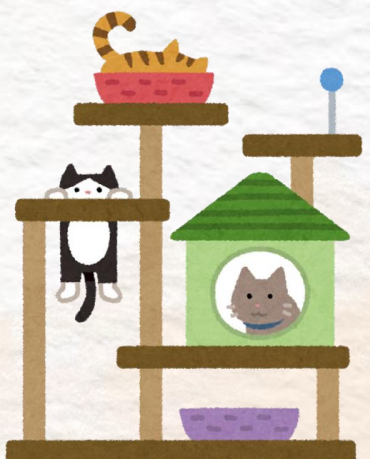
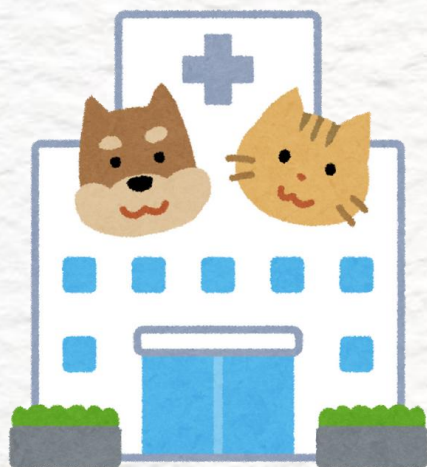
# Trading- ET Pet's 2025

## Offline pet retail network with diversified store formats and locations

- **116** professional pet retail outlets and **18** partner veterinary medical clinics
- 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.

## Building a diversified suite of member services

- Serving over 200,000 customers per month
- Acquire 10,000+ paid Pet Gold Card members
- Creating diverse spaces for living and leisure.
- Professional health products and services for pets and humans (Recipient of the National Yushan Award for Products)





# Key development trends in the pet market

## 1. Steadily expanding market size with post-pandemic acceleration

From 2020 to 2024, the number of pets in Taiwan increased by 42%, while pet-related sales grew by 43%.

## 2. “Humanization + premiumization” driving value growth

Global pet care value growth continues to be driven primarily by premiumization rather than volume expansion.

## 3. Health and functional benefits becoming the main battleground

Nutrition, functional treats, supplements, and science-based evidence

## 4. Ongoing expansion of the “cat economy”

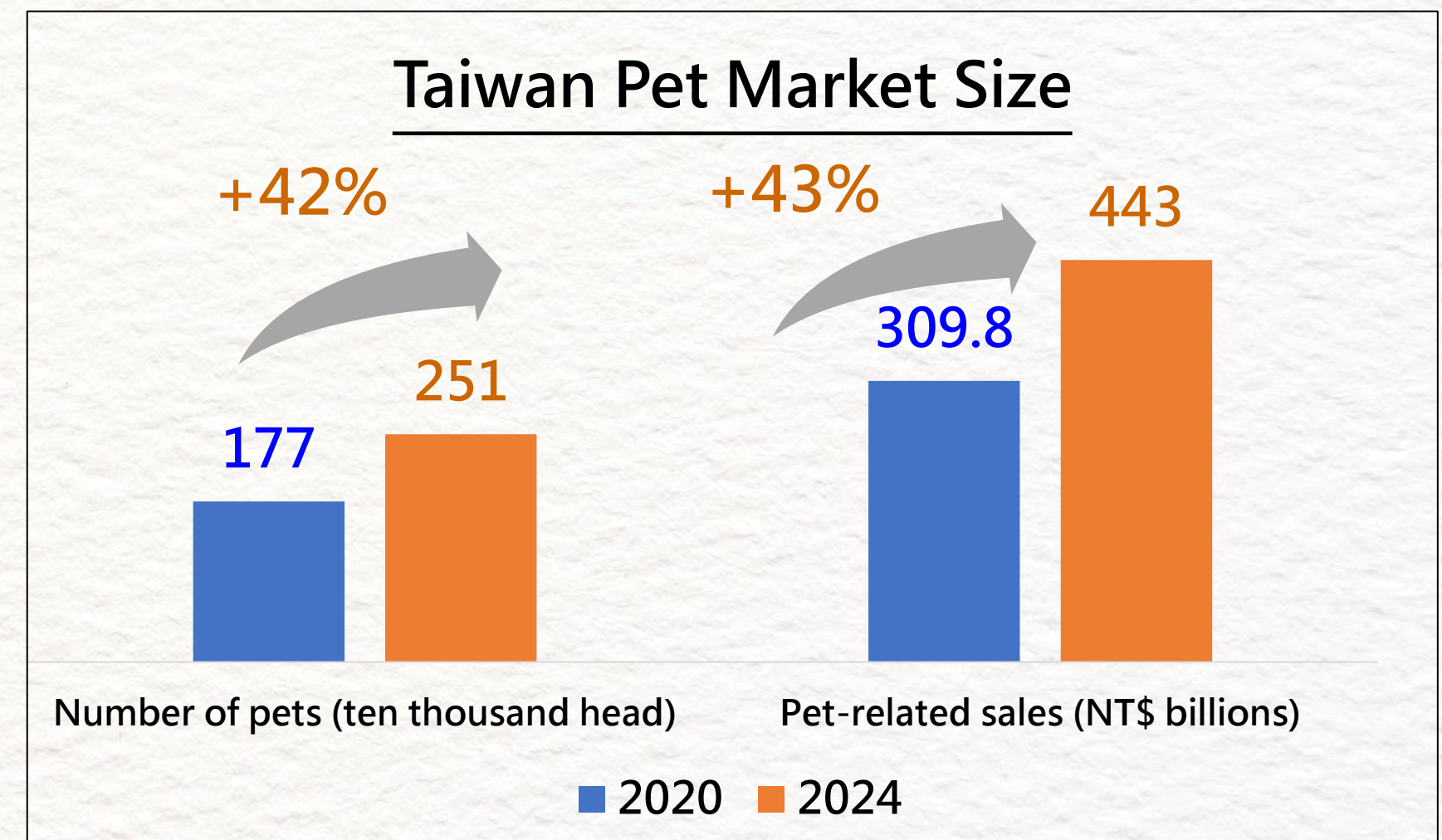
The number of cat-owning households is rising, and the proportion of multi-cat families is increasing, driving growth in categories such as cat litter, wet food, functional treats, and home cleaning/deodorizing products.

## 5. Sustainability and ingredient transparency

Traceability, eco-friendly packaging, and animal welfare) have become key “value-add” differentiators.

## 6. Channel restructuring: online migration and strengthening of professional channels

Strengthening professional channels (specialty stores and veterinary channels) Shift in experience: from buying products to buying services and care Rapid expansion of service offerings: grooming, daycare and boarding, training, veterinary services, and high-value care





# Trading - ET Pet's 2026 Operation Goals

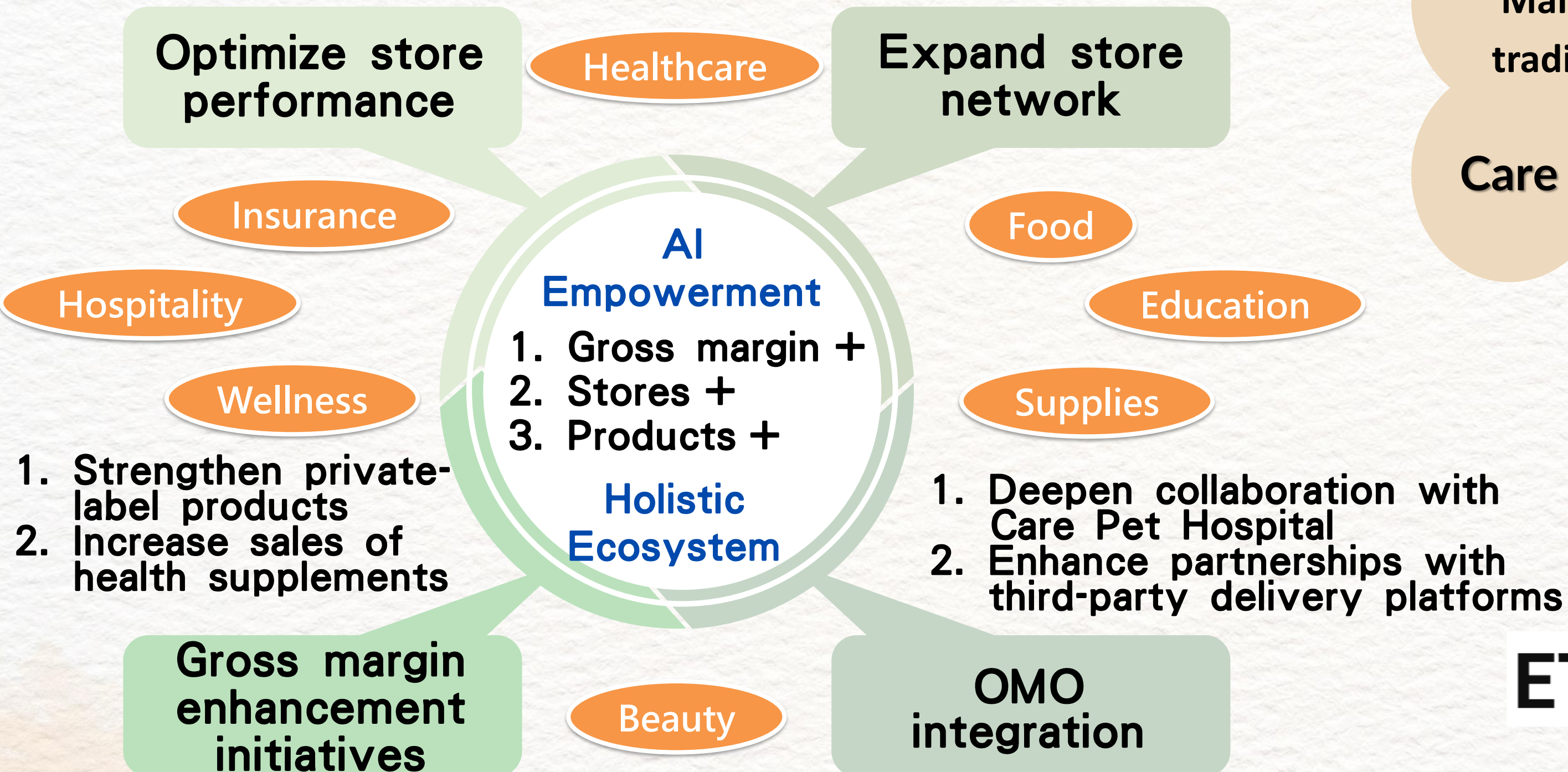
1. Nationwide coverage
2. Phase out weaker stores and retain strong performers

1. Cross-industry collaboration - launch shop-in-shop formats
2. AI-driven site selection and store-opening evaluation system

Main operating entities of the trading business – subsidiaries:  
**ET Pet Co., Ltd.**  
**Care Pet Bio-Tech Company**



**ETtoday寵物雲**





# New Media-ETtoday 2025

## Leading New Media in TAIWAN

Pageviews

17.44million

FB Fans

26 million

DAU

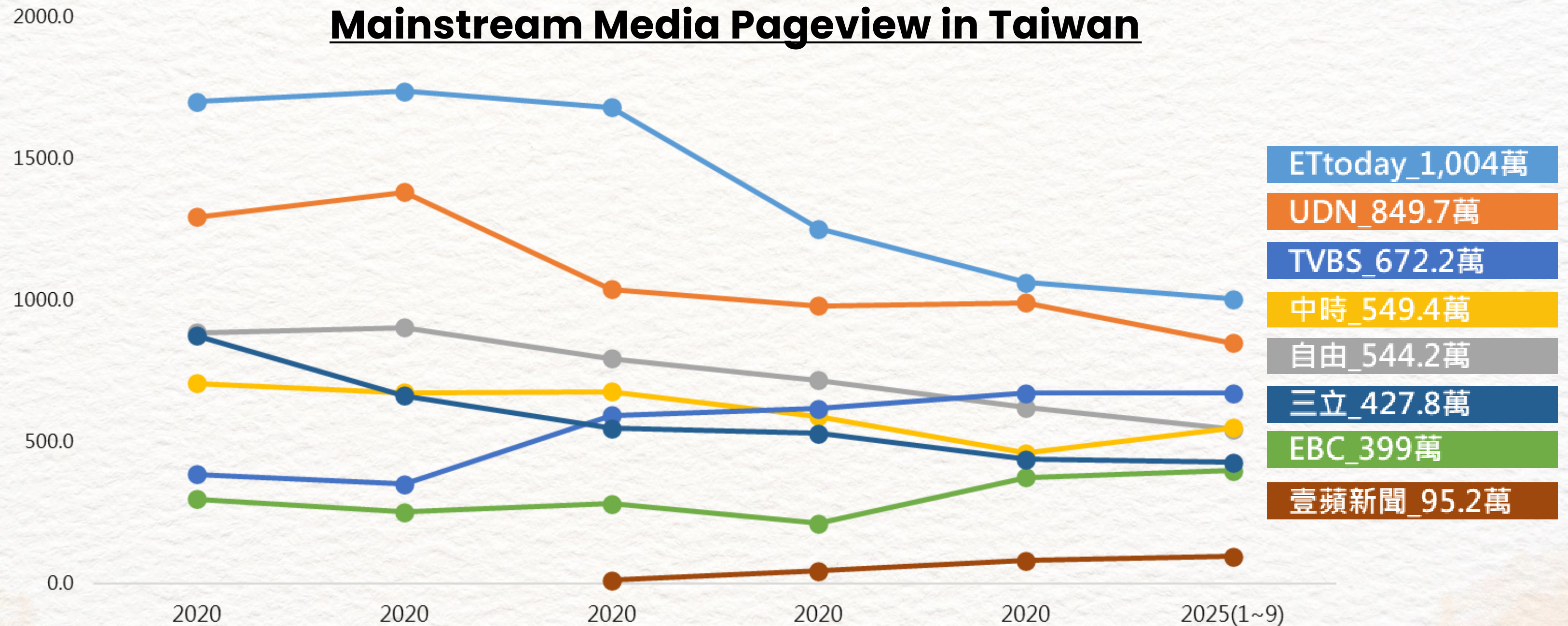
4.26 million

APP

Pageviews

3.19million

## Mainstream Media Pageview in Taiwan



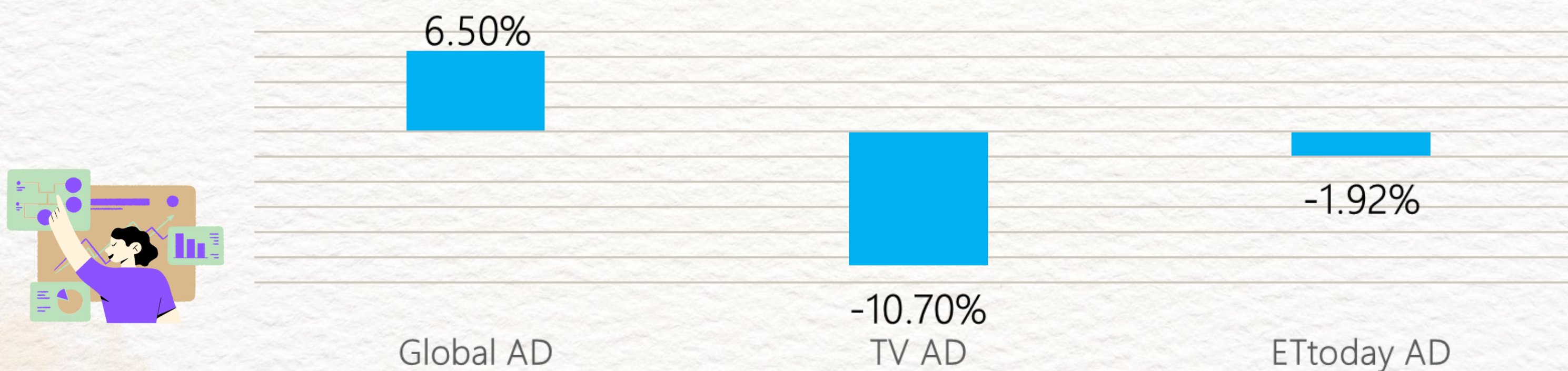
Source : GA, Comscore



# New Media-ETtoday 2025

1. The global AD revenue is on an upward trajectory, growing by a promising 6.50% in 2025. However, Taiwan's TV AD revenue is expected to decline by 10.70% to NT\$17.8 billion.
2. ETtoday provides digital and Out-of-Home (OOH) advertising services, integrating digital media platforms with OOH advertising channels such as 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 1.92%, a testament to our company's resilience.

The Growth rate of mainstream media AD revenue in 2025

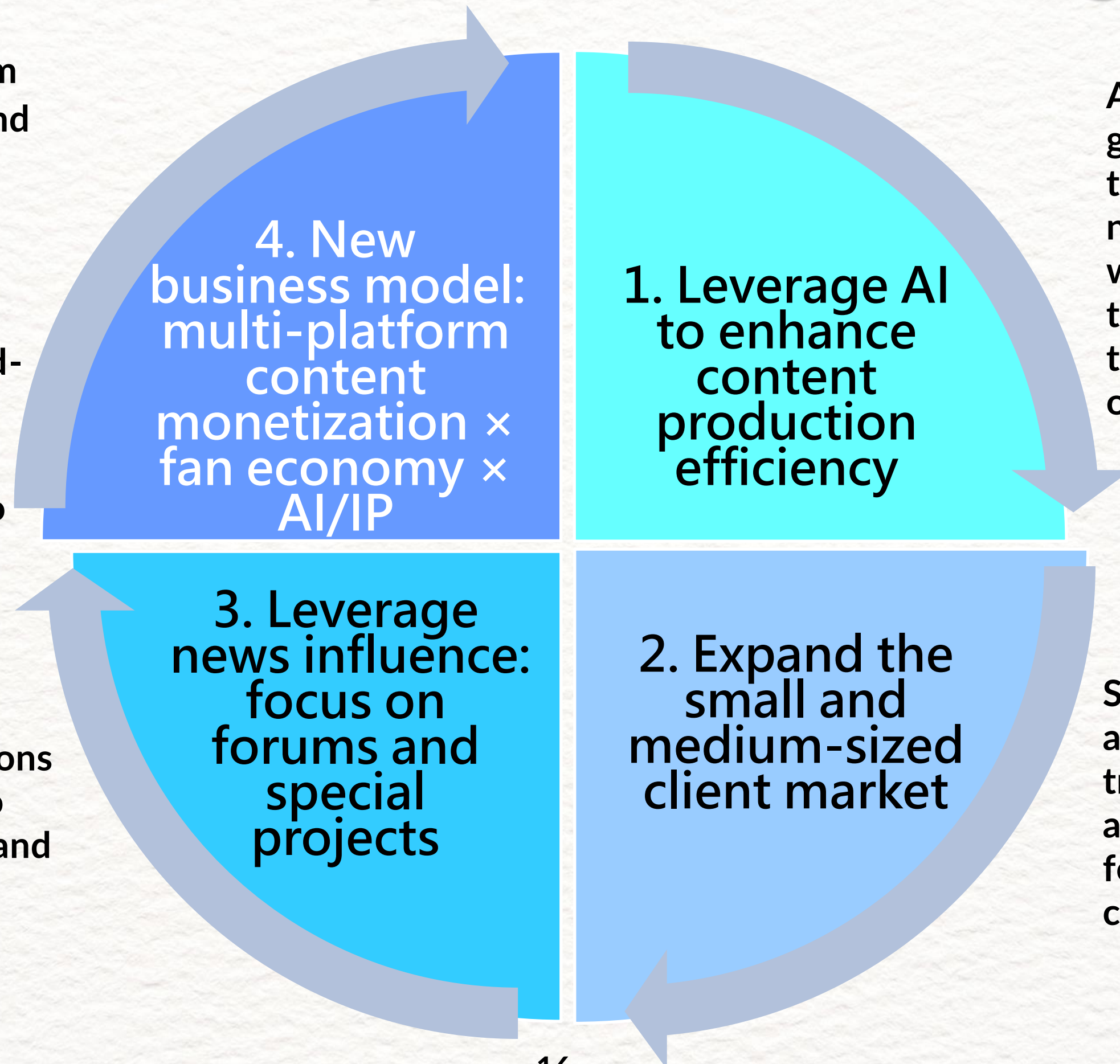




# ETtoday- Future Strategy

1. Strengthen cross-platform distribution, using premium content to drive and expand revenue from platform sharing and licensing
2. Deepen engagement with Gen Z and younger audiences to build a closed-loop fan economy
3. Introduce AI-generated content and A/B testing to rapidly scale music and video output

Introduce customized solutions and forum-based projects to increase project unit prices and contribution margins, while cultivating long-term high-potential clients.



Actively adopting AI-generated content technologies to automate news production processes while upholding accuracy, trust, and journalistic ethics, thereby enhancing operational efficiency.

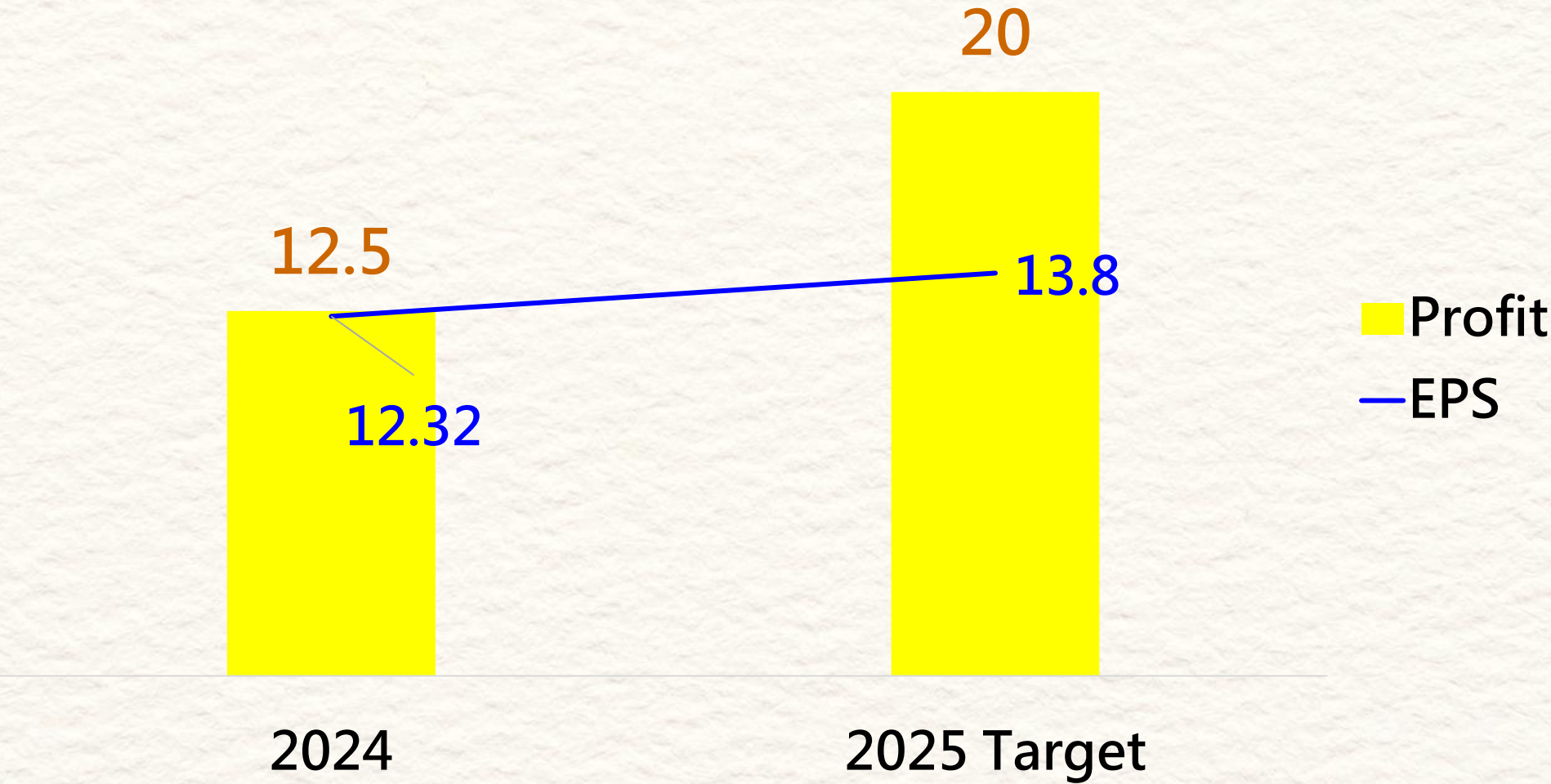
Shifting from a large key-account focus to a “dual-track strategy” by building an incubation mechanism for small and medium-sized clients.



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

The consolidated revenue of E.H.S. from January to October achieves NT\$ 13.6 billion and generates EPS NT\$10.45 !

Eastern Home Shopping – Profitability Performance



Source: Consolidated financial statements of EHS





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



AI empowerment  
Big data

## ONLINE

1. 26 years of membership management
2. High-value mature members

Long-term member trust –  
addressing care needs in an aging society

“450 Taiwan Eye”  
Observation Deck

ABOVEE Health  
Management  
Center

REGAL CLUB  
& SPA

Private-label products:  
1. Beauty products  
2. Health supplements

## OFFLINE

1. New members
2. Experience economy
3. OMO

Eastern  
Plaza

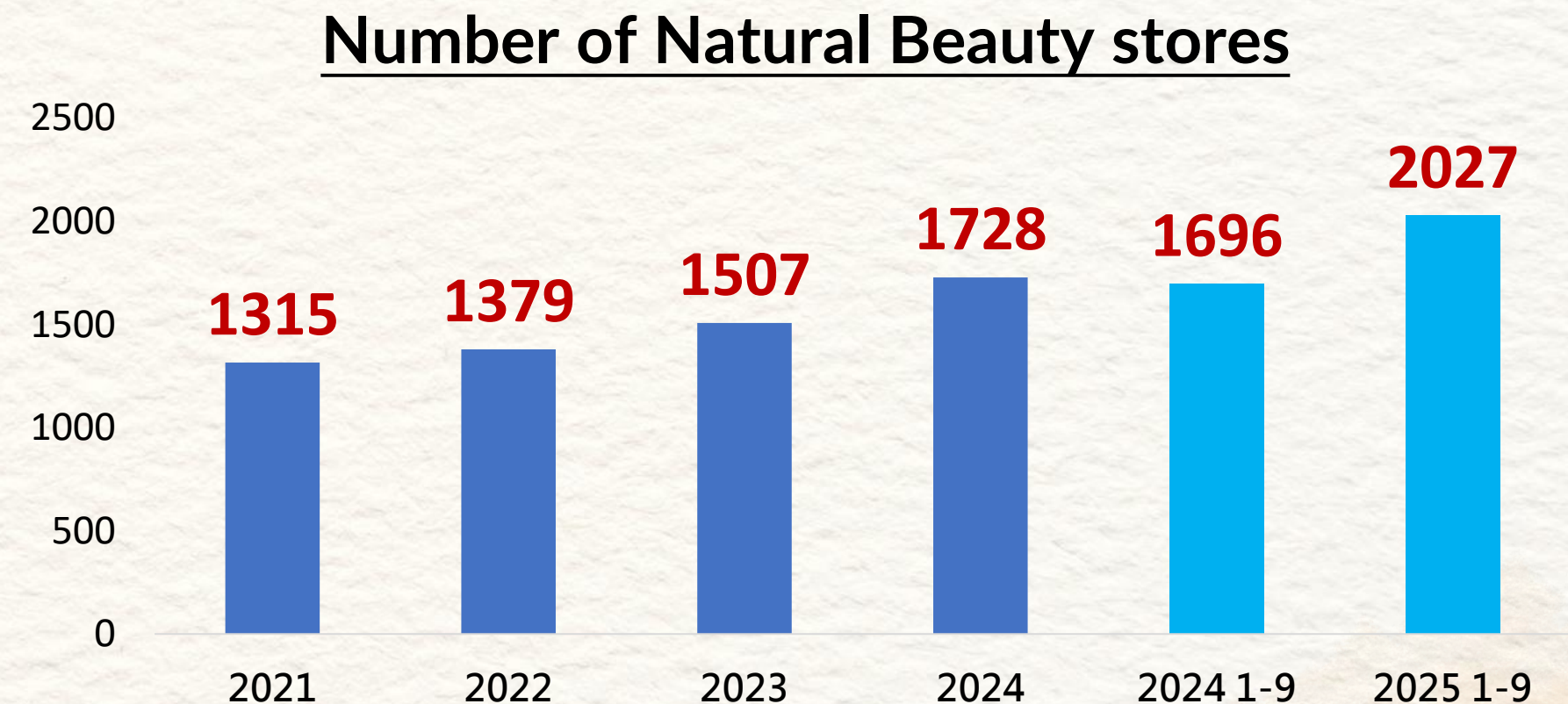
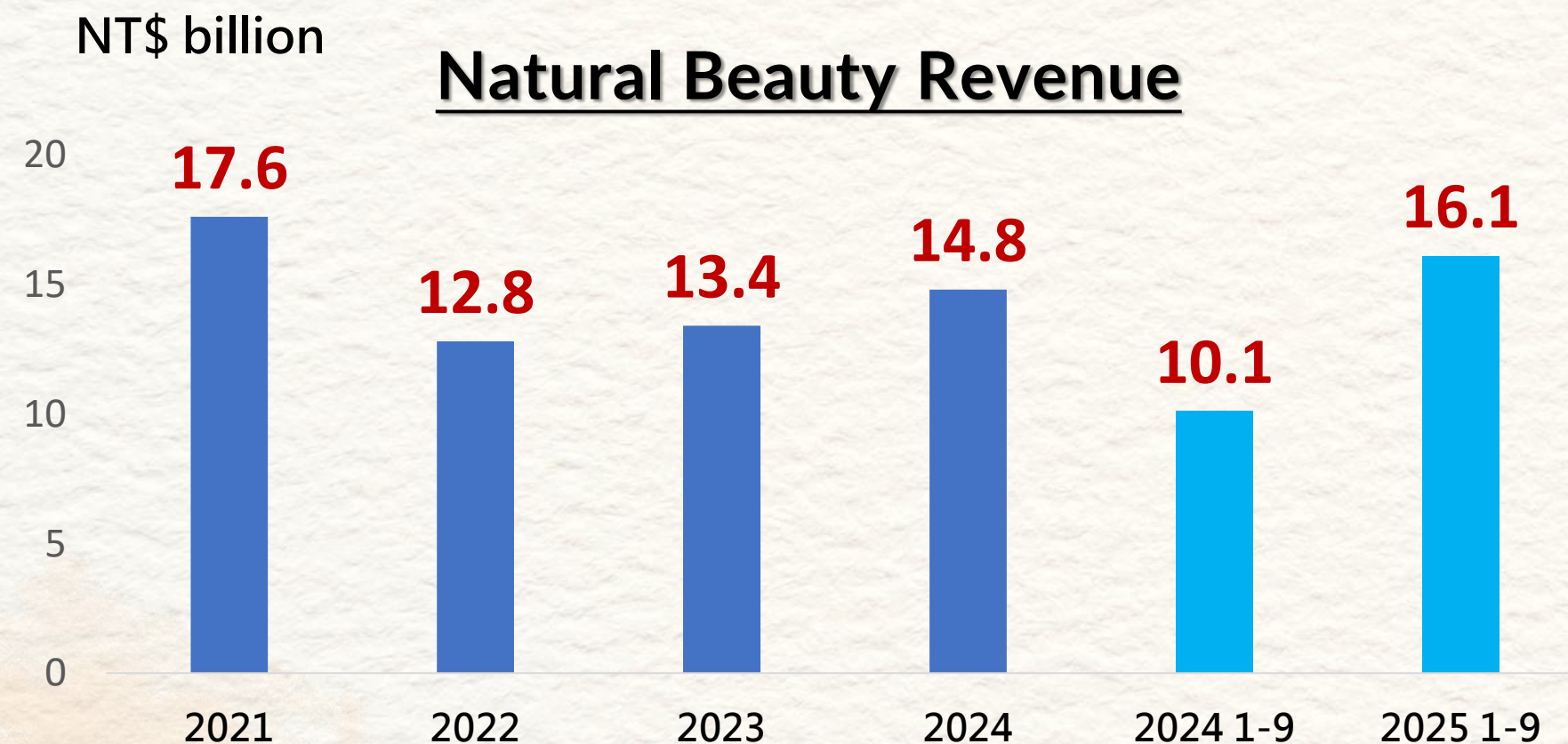
- Eastern Plaza – Zhonghe
- Eastern Plaza – Taipei Veterans General Hospital 2nd Outpatient Food Court
- Eastern Plaza – Zone K Underground Mall



# Investment Business - Natural Beauty(NB)

➤ Revenue +59% YoY

➤ Number of stores  
+331 YoY (+19.5%)





# Investment Business - Natural Beauty 2025 Highlights



+ NTU–Eastern Biotech & Biomedical R&D Center

## Natural Beauty Biotech Tourism Factory

was officially transformed into a tourism factory in 2025 and certified by the Ministry of Economic Affairs. It is Taiwan’ s first tourism factory themed around beauty and spa, integrating **AI technology × skincare R&D × educational guided tours × aesthetic experiences.**

2025 Q1~Q3	
China revenue	1,334 (NT\$ million)
YOY	84.46%



China revenue for the first three quarters of 2025 increased by 84.46% year-on-year, driven by the introduction of a distributor-based expansion and partnership model that builds a **standardized operating system + full-chain support system.**



+ Fanhai International School of Finance, Fudan University

## Shanghai Fengxian Global R&D Headquarters and Production Center

The Eastern Natural Beauty Fengxian R&D Center covers 43 mu with a total investment of RMB 300 million. It is equipped with 7 production lines and 2 auxiliary lines, with an annual designed capacity of approximately 6.91 million finished product units.

## Cost control



1. Cost control + channel optimization + AI deployment: While revenue continues to grow, productivity has improved significantly through organizational streamlining, ERP automation, and the adoption of AI tools.
2. Cost reductions are not only driven by better raw-material purchasing terms, but more importantly by the integrated effect of three key strategies: product mix optimization × channel optimization × cost control. Supported by AI-driven inventory data analytics, we effectively reduce slow-moving inventory and minimize provision risks.



# Investment Business - Natural Beauty: 2026 Strategy

## AI Technology · Beauty Industry · Big Health

Product promotion  
via ET-owned  
channels

ET Mall / Strawberrynet

Product promotion  
via franchise  
channels

Natural Beauty / PS LAB /  
department store counters

Product  
promotion via  
other channels

Cross-industry alliances /  
overseas markets in  
Southeast Asia

AI  
Technology

Devices / Skin Data

Integrate holistic  
healththrough joint  
marketing

ABOVEE Longjiang Clinic  
ABOVEE Jing'an Clinic  
(opening in July 2026)

Enhanced  
industry -  
academia R&D

NTU/CMU/Fudan/  
CACMS/ECUST





# A New Landmark in Linkou by 2026

Eastern Media International is investing in the development of the Eastern Media Park, which will include: Eastern Group's Global Headquarters, the "450 Taiwan Eye" (a new landmark in New Taipei City with a total building height of 199 meters and an elevation of 450 meters), a performance hall, shopping mall, a Silks-branded hotel, premium restaurants, a UFC gym, and more, creating an integrated complex that combines lifestyle, business, cultural and creative functions, and entertainment. Located next to Mitsui Outlet Park and the Linkou A9 station, the project targets high-spending consumers in the Greater Taipei-Taoyuan metropolitan area, with a total investment of approximately NT\$13 billion.





# Rewards and Highlights in 2025



- 2025 TCSA (17th) ESG Report **Gold Award**
- 2025 Happy Enterprise Awards **Service Golden Award**
- 2025 (2nd) ESG Logistics Sustainability Award **Gold Award?**
- In 2025, awarded the **Golden Ship Award – Stevedoring Contractor Category** and the **Port Sustainability Golden Ship Award** by Taiwan International Ports Corporation.
- National Outstanding Healthy Workplace **Active & Dynamic Award**
- Taichung and Kaohsiung Operations Centers received the **Workplace Health Promotion Certification**.



# Rewards and Highlights in 2025



- Partnered with Taipei/New Taipei employment offices and the Nangang Senior Talent Center to run workplace experience programs for middle-aged and senior participants.
- At the FCI World Pet Grooming Championship, our Chiayi-area grooming team leader won second place.
- Completed **ISO 14064-1 greenhouse gas inventory verification**
- 2025 Happy Enterprise Awards – **Gold Award in General Lifestyle Services Category**



- Silver Power News Awards **recognized for 3 consecutive years**  
**Print & Online (Text)–Breaking News Award: Honorable Mention**  
**Print & Online (Text)–Feature Reporting Award: Honorable Mention**
- nDX Taiwan News Digital Innovation Program **two-time award recipient**  
**Impact Grant Project**
- “Positive Side of Society” News Reporting Awards **recognized for 4 consecutive years**  
**Print Media – Member Group: Merit Award**
- **Recognized for 8 consecutive years** in the University of Oxford’s Digital News Report  
**Ranked No.1 in Taiwan in online news media usage and trust**
- Quality Media Reporting Award for Suicide Prevention  
**New Media Reporting – Winner and Honorable Mention**
- 2025 Happy Enterprise Awards **recognized for 2 consecutive years**  
**Gold Award in the Mass Communication, Education & Social Welfare category**





# Rewards and Highlights in 2025



- 2025 Happy Enterprise Awards – **Gold Award** in General Lifestyle Services Category
- Awarded “**Friendly E-commerce**” recognition in November 2025
- 2025 The 50th Geneva International Exhibition of Inventions (Switzerland) – **Gold Medal** for “Yanmei Active Ampoule”
- 2025 – EHSN donated 38,000 packs of sanitary pads to support menstrual equity in Keelung, in response to International Day of the Girl Child.



- In 2025, participated in the flagship UK Global Green Beauty Awards and won one **Gold** and one **Silver** for two products
- 2025 National Brand Yushan Award (22nd) – **Best Product Award**
- 2025 Happy Enterprise Awards – **Silver Award in General Lifestyle Services category**
- In 2025, the Shengkeng plant launched an AI-based MES manufacturing support system, marking a key step toward smart manufacturing while simultaneously enhancing GMP digitalization and ESG performance
- **2025 Cross-Strait Carbon Neutrality Excellence Award**







Breaking conventions, acting swiftly, integrating resources, and contributing proactively  
**Integrity • Innovation • Sharing • Caring**

- Over the years, Eastern has leveraged integrated Group resources and an innovative management mindset to continuously create outstanding results in new businesses.
- We value talent and are operated by professional teams, enabling rapid growth and outperforming industry peers.
- Despite market volatility, we effectively control risks and uphold rigorous corporate governance to protect shareholders' rights and interests.
- We focus on long-term investment and sustainable development with the aim of enhancing overall corporate value.
- We have long been committed to social welfare and community engagement, giving back to society and earning a strong corporate reputation.



**THANK YOU**

**Q & A**

