

寶成   
國際集團
POUCHEN
GROUP

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Table of Contents



01

Pou Chen's Profile

P. 3

02

Business Overview

P. 5

03

Footwear Business – Yue Yuen

P. 7

04

Retail Business – Pou Sheng

P. 11

05

Financial Highlights

P. 15

Pou Chen's Profile



To benefit healthy lives by providing the most valuable solutions in the sports industry and beyond.

- Founded in 1969; listed on the TWSE in 1990
- Paid in Capital: NT\$29,468 mn
- Market Cap.: NT\$108,736 mn (@NT\$36.90 as of 2024/12/31)
- Revenue: NT\$263,818 mn (FY2024 Consolidated Revenue)
- Business Mix: Footwear 68.5%, Retail 31.1%, Others 0.4% (FY2024 Consolidated Revenue)
- **Footwear Business**
 - Customers: Leading international brands such as Nike, adidas, Asics, New Balance and Salomon
 - Volume: Shipped 255.3 million pairs in FY2024; shipped 218.3 million pairs in FY2023
- **Retail Business**
 - Target Market: The Greater China Region
 - B&M Network: 3,448 Directly Operated Stores (as of 2024/12/31)

Group Structure



(Updated: 2024/12/31)

⁽¹⁾ Pou Chen through its 51.36% owned subsidiary Yue Yuen indirectly held 32.13% ownership (=51.36% × 62.55%) of Pou Sheng.

⁽²⁾ Retail business is via Yue Yuen's 62.55% owned subsidiary, Pou Sheng, to operate an integrated sportswear retail network in the Greater China Region.

Business Overview



Segment Revenue

Pou Chen (Consolidated)	FY2021		FY2022		FY2023		FY2024		YoY
	(NT\$m; %)		(NT\$m; %)		(NT\$m; %)		(NT\$m; %)		(%)
Footwear	137,660	57.4%	184,653	69.0%	157,726	63.9%	180,734	68.5%	+14.6%
Retail	101,485	42.3%	81,993	30.7%	87,973	35.7%	82,158	31.1%	-6.6%
Others	739	0.3%	851	0.3%	935	0.4%	926	0.4%	-0.9%
Total	239,884	100%	267,497	100%	246,634	100%	263,818	100%	+7.0%

⁽¹⁾ Pou Chen has three reportable segments:

- Footwear business: manufacturing of shoes, soles and components
- Retail business: sporting goods retail and wholesale business
- Other business.

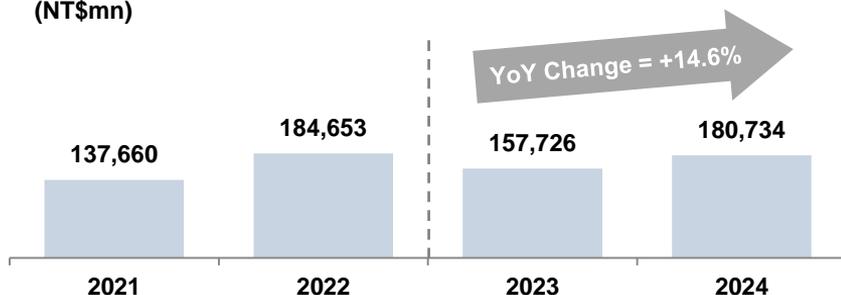
Business Overview



Pou Chen's 2M2025 unaudited consolidated sales increased Y-o-Y by 7.1% to NT\$45.2 bn.

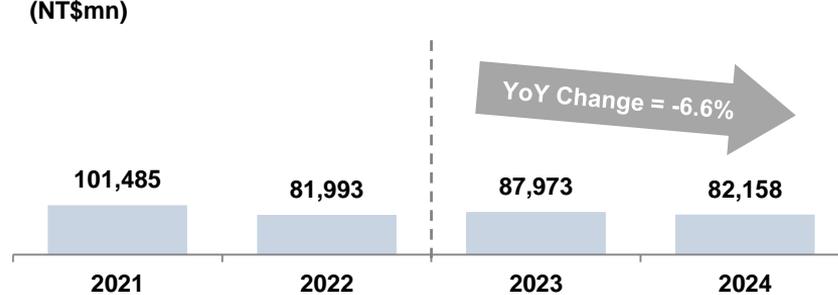
Revenue – Footwear

(NT\$m)



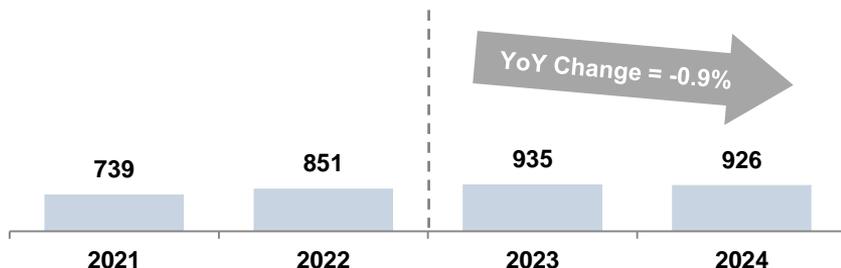
Revenue - Retail

(NT\$m)



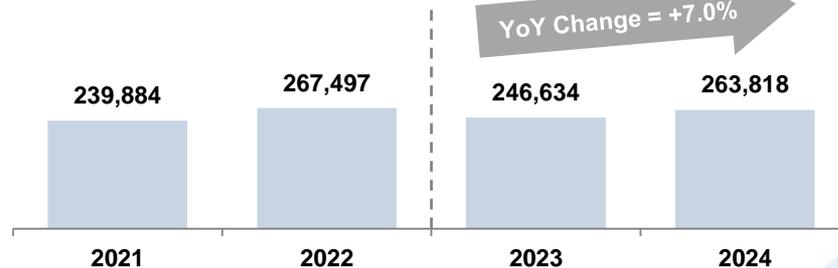
Revenue – Others

(NT\$m)



Revenue - Total

(NT\$m)



Footwear Business – Yue Yuen



- A global leader in the manufacture of athletic, athleisure, casual and outdoor footwear
- Diversified portfolio of brand customers and production sites
- Responsiveness, flexibility, innovation, design and development capabilities, and superior quality

Area		% of Volume	
		FY2023	FY2024
	Mainland China	12%	11%
	Vietnam	34%	31%
	Indonesia	49%	54%
	Others ⁽¹⁾	5%	4%
Million pairs of shoes shipped		218.3	255.3



⁽¹⁾ Others include Bangladesh, Cambodia & Myanmar.

Yue Yuen – Financial Highlights



Product Category

	FY2021		FY2022		FY2023		FY2024		YoY
	(US\$m; %)		(US\$m; %)		(US\$m; %)		(US\$m; %)		(%)
Shoes ⁽¹⁾	4,451	52.2%	5,707	63.6%	4,657	59.0%	5,169	63.2%	+11.0%
Soles, Components, Others	463	5.4%	496	5.5%	402	5.1%	452	5.5%	+12.4%
Pou Sheng	3,619	42.4%	2,767	30.9%	2,831	35.9%	2,561	31.3%	-9.5%
Total	8,533	100.0%	8,970	100.0%	7,890	100.0%	8,182	100.0%	+3.7%

⁽¹⁾ Including athletic/outdoor shoes, casual shoes and sports sandals.

Financial Highlights

	FY2021		FY2022		FY2023		FY2024		YoY
	(US\$m; %)		(US\$m; %)		(US\$m; %)		(US\$m; %)		(%)
Revenue	8,533		8,970		7,890		8,182		+3.7%
Gross Profit	2,048		2,137		1,925		1,993		+3.5%
Gross Margin	24.0%		23.8%		24.4%		24.4%		+0.0 pp
Net Income ⁽¹⁾	115		296		275		392		+42.8%
Net Margin	1.3%		3.3%		3.5%		4.8%		+1.3 pp

⁽¹⁾ Net income attributable to owners of the Company, excluding “non-controlling interests”.

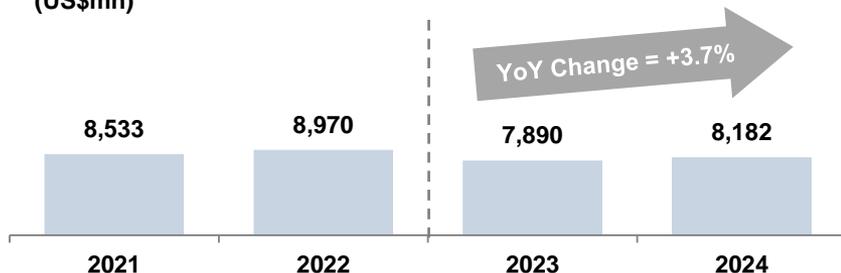
Yue Yuen – Financial Highlights



Yue Yuen's 2M2025 unaudited sales increased Y-o-Y by 2.2% to US\$1.4 bn.

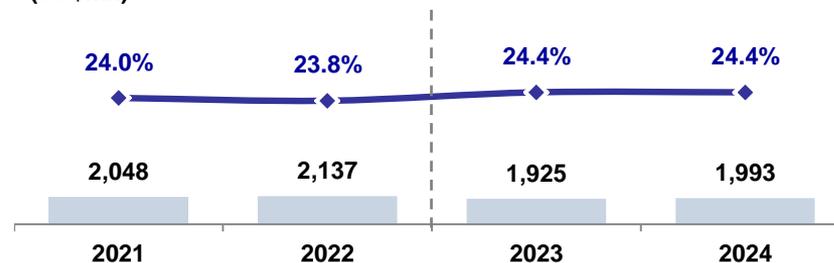
Revenue

(US\$mn)



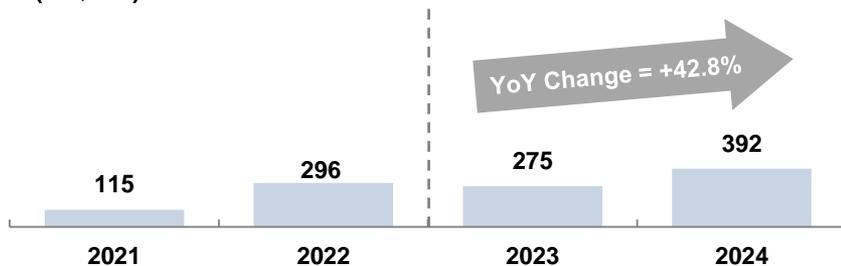
Gross Margin

(US\$mn)

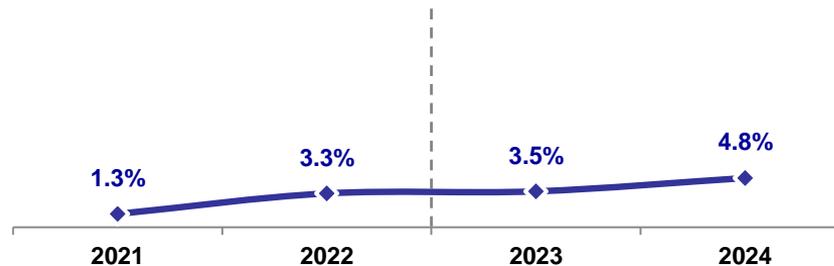


Net Income⁽¹⁾

(US\$mm)

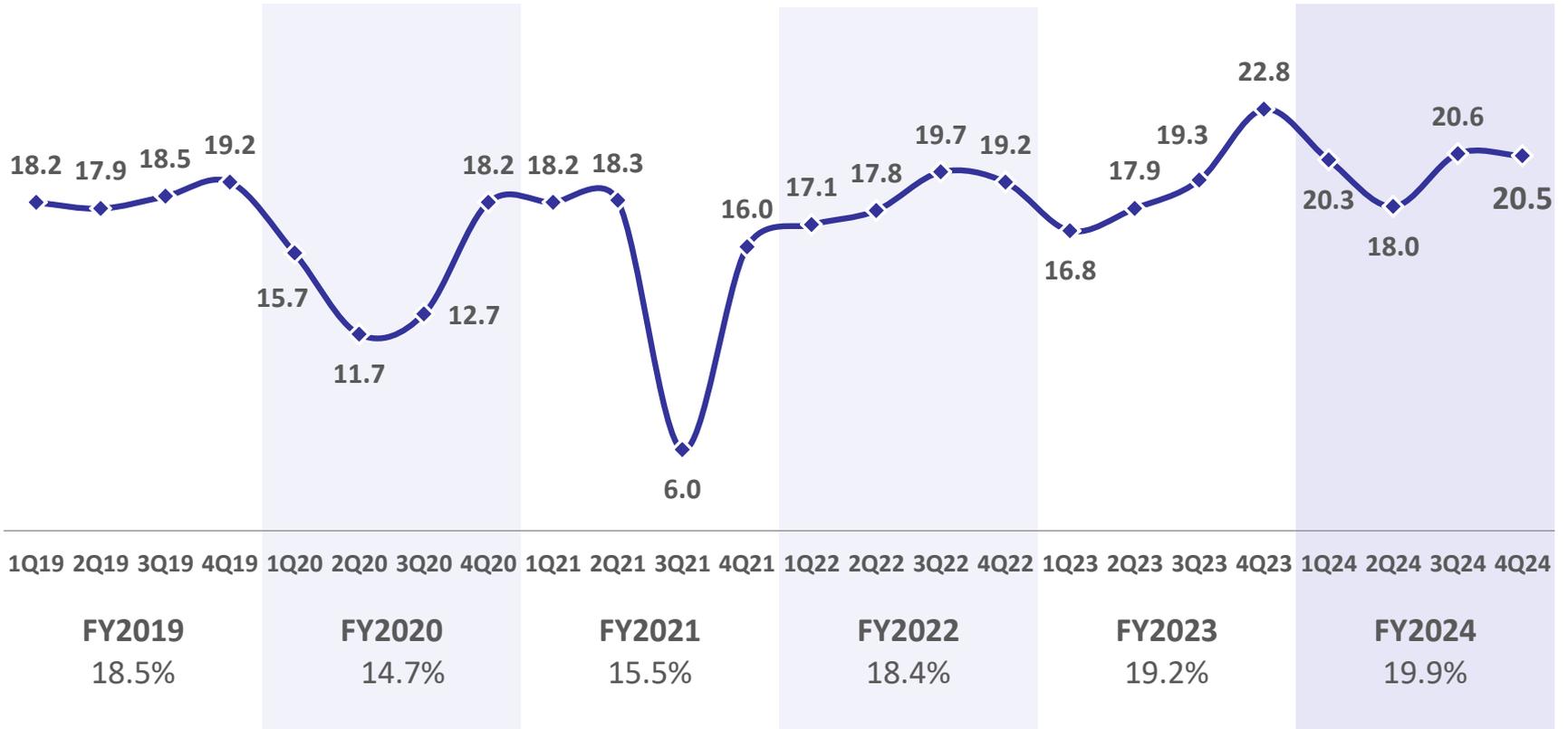


Net Margin



⁽¹⁾ Net income attributable to owners of the Company, excluding “non-controlling interests”.

Footwear Business – Gross Margin Trend



Retail Business – Pou Sheng



- One of the largest integrated retailers and distributors for sportswear brands in the Greater China region
- Brand Partner: Nike, adidas, Skechers, Puma, Under Armour and Converse
- Channel Mix: Brick & Mortar Retail 72%; Omni-Channel 28% (FY2024 Pou Sheng Revenue)
- Brick & Mortar Retail
 - A critical & irreplaceable sales touch point for consumers
 - Directly Operated Stores & Sub-Distributors
- Omni-Channel, consisted of B2B & B2C, while B2C contains:
 - Public Domain: Authorized mono or multi brand stores on T-Mall, JD and other platforms
 - Private Domain: Pan-WeChat Ecosphere & Membership Program

***Pan-WeChat Ecosphere:** covering WeChat stores, Douyin live-streaming, and Shopping mall membership platforms, to deliver better conversion rates, more full-price in-season and higher repeat purchases.*



Pou Sheng – Financial Highlights



Financial Highlights

	FY2021	FY2022	FY2023	FY2024	YoY
	(RMB mn; %)	(RMB mn; %)	(RMB mn; %)	(RMB mn; %)	(%)
Revenue	23,350	18,638	20,064	18,454	-8.0%
Gross Profit	8,299	6,688	6,756	6,309	-6.6%
Gross Margin	35.5%	35.9%	33.7%	34.2%	+0.5 pp
Operating Income	928	415	736	709	-3.6%
Operating Margin	4.0%	2.2%	3.7%	3.8%	+0.1 pp
Net Income ⁽¹⁾	357	89	490	491	+0.2%
Net Margin	1.5%	0.5%	2.4%	2.7%	+0.3 pp

⁽¹⁾ Net income attributable to owners of the Company, excluding “non-controlling interests”.

Directly Operated Stores

	2023/12/31	Net Change	2024/12/31
Number of Stores	3,523	-75	3,448

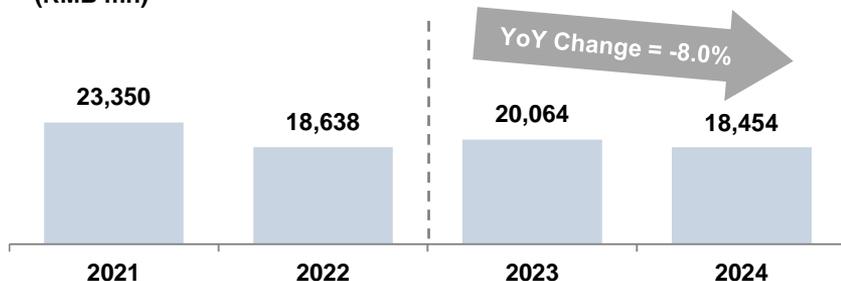
Pou Sheng – Financial Highlights



Pou Sheng's 2M2025 unaudited sales decreased Y-o-Y by 4.3% to RMB3.7 bn (US\$0.5 bn).

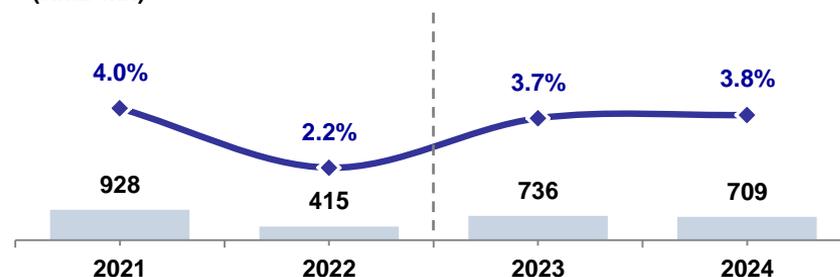
Revenue

(RMB mn)



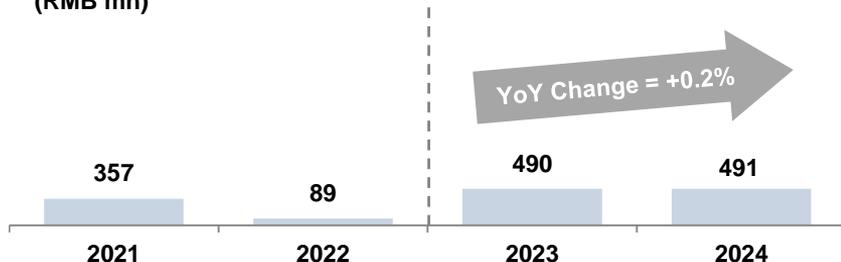
Operating Margin

(RMB mn)

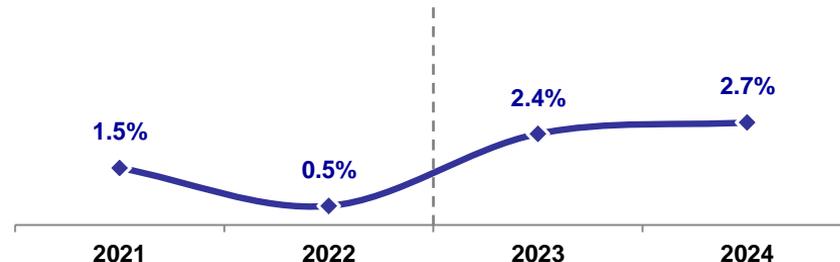


Net Income⁽¹⁾

(RMB mn)

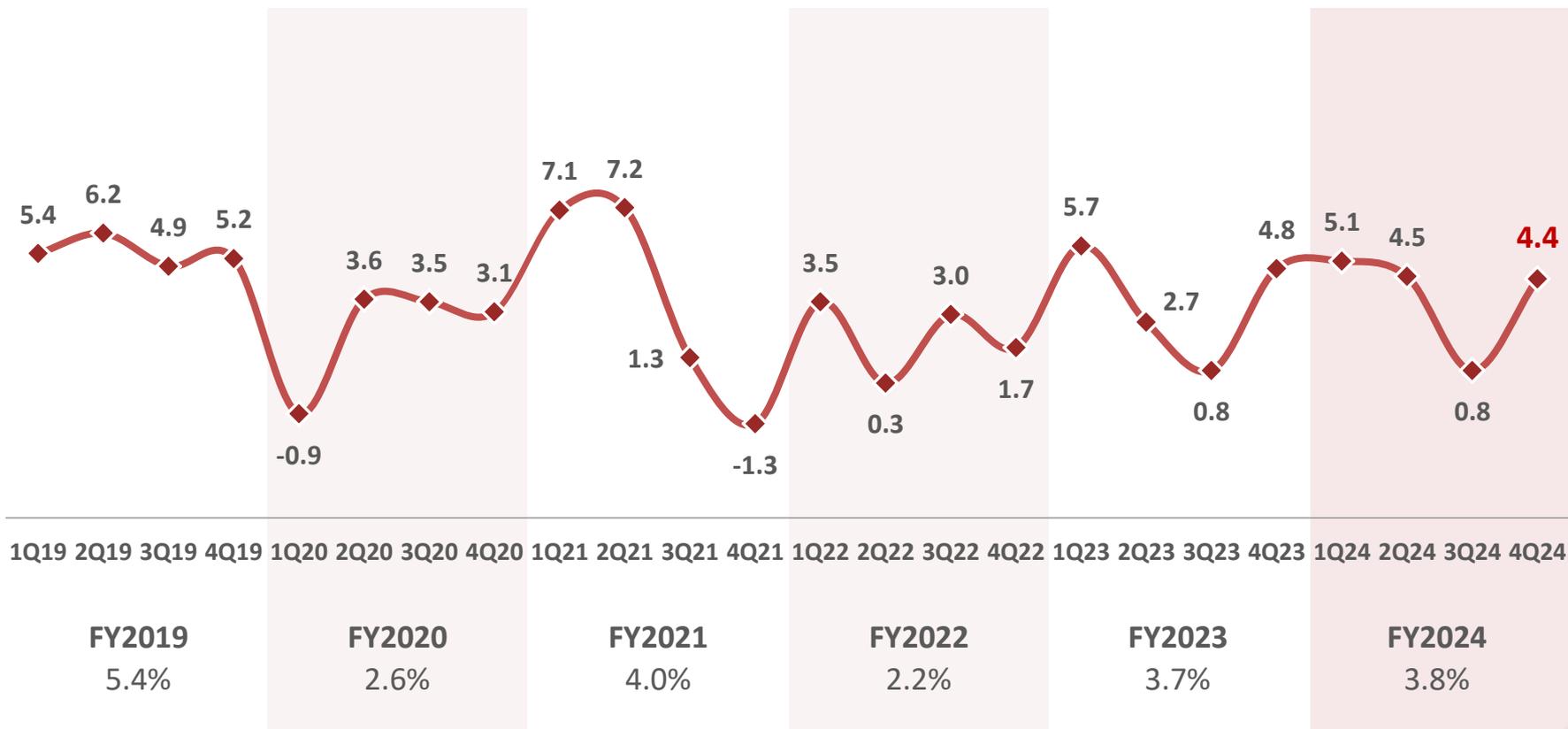


Net Margin



⁽¹⁾ Net income attributable to owners of the Company, excluding “non-controlling interests”.

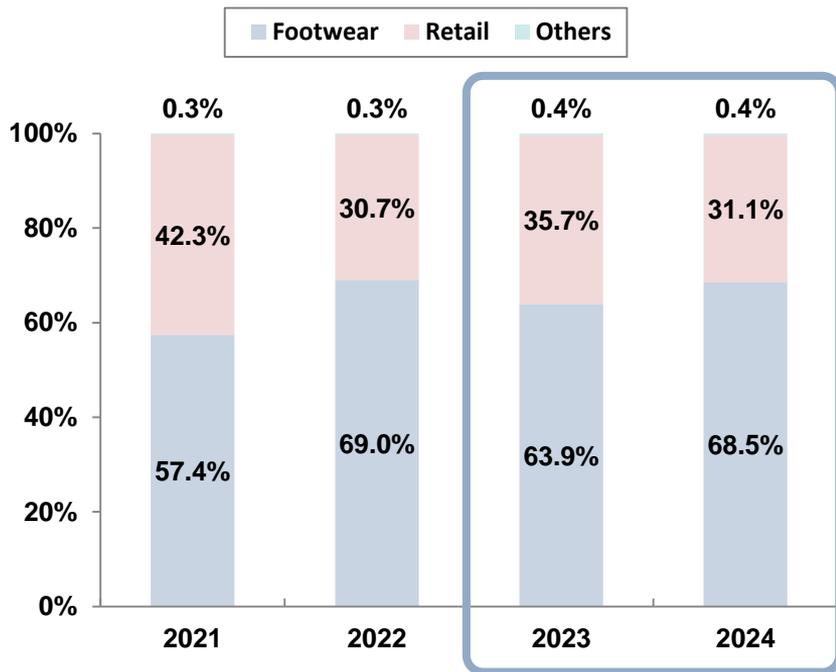
Pou Sheng – Operating Margin Trend



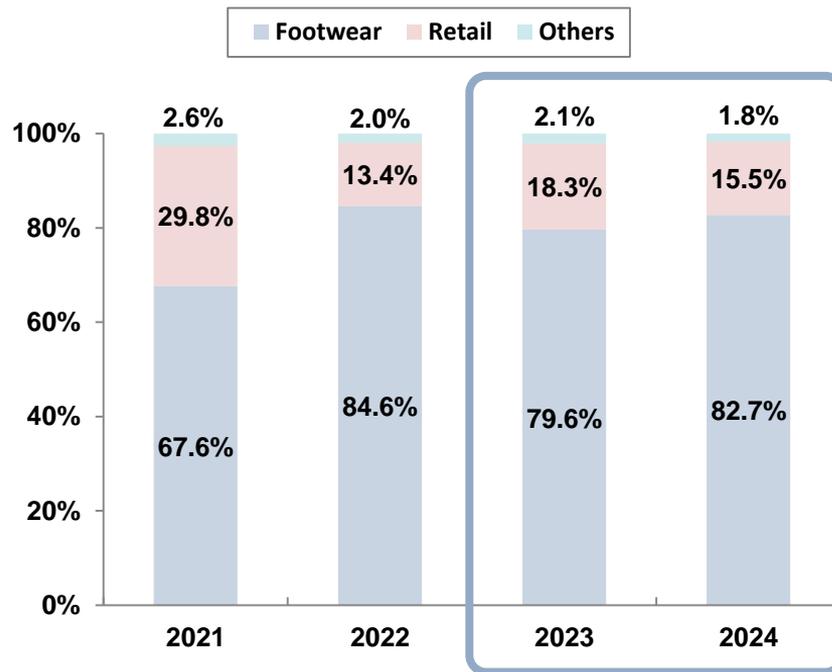
Financial Highlights – Pou Chen (Consolidated)



Segment Revenue



Segment Income⁽¹⁾



⁽¹⁾ Pou Chen identified “Footwear business”, “Retail business” and “Other business” as its three reportable segments. Besides, “Segment Income” represented the profit before income tax earned by each segment without allocation of administration costs, remuneration of directors, interest income, other income, other gains and losses, net loss on derecognition of financial assets at amortized cost, finance costs and share of profit of associates and joint ventures.

Financial Highlights – Pou Chen (Consolidated)



(NT\$m)	FY2021	FY2022	FY2023	FY2024	YoY
Revenue	239,884	267,497	246,634	263,818	+7.0%
Gross Profit	58,223	64,606	61,111	65,175	+6.7%
Gross Margin	24.3%	24.2%	24.8%	24.7%	-0.1 pp
Operating Expenses	55,747	54,010	50,895	49,221	-3.3%
Operating Income	2,476	10,596	10,216	15,954	+56.2%
Operating Margin	1.0%	4.0%	4.1%	6.1%	+2.0 pp
Non-operating Income, net	14,681	10,836	9,251	13,772	+48.9%
Profit before taxation	17,157	21,432	19,467	29,726	+52.7%
Income Tax Expense	554	4,542	3,493	6,290	+80.1%
Net Income ⁽¹⁾	14,439	12,645	10,624	16,036	+50.9%
Net Margin	6.0%	4.7%	4.3%	6.1%	+1.8 pp
EPS (NT\$)	4.90	4.29	3.61	5.44	

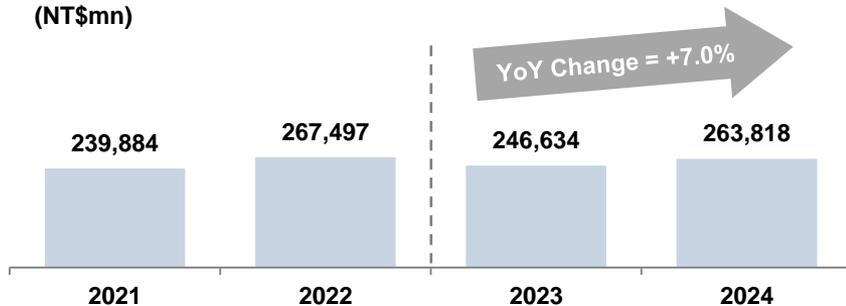
⁽¹⁾ Net income attributable to owners of the Company, excluding “non-controlling interests”

Financial Highlights – Pou Chen (Consolidated)



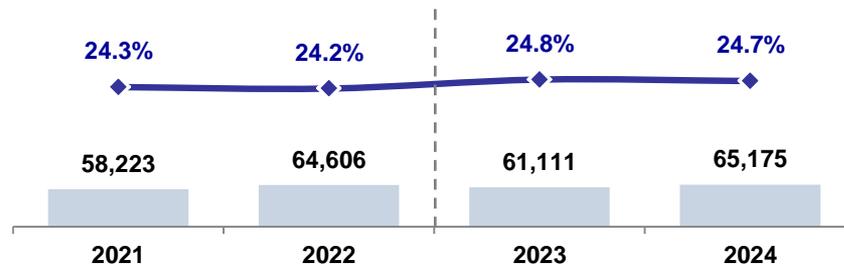
Revenue

(NT\$m)



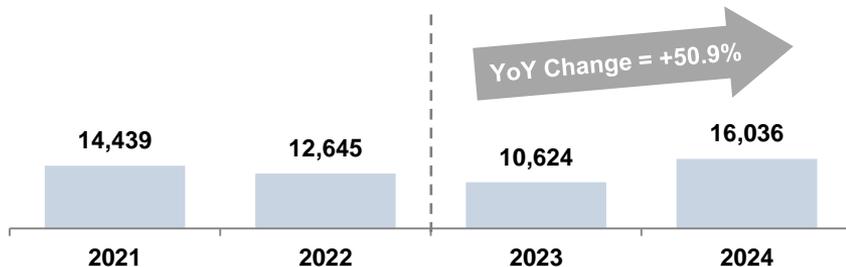
Gross Margin

(NT\$m)



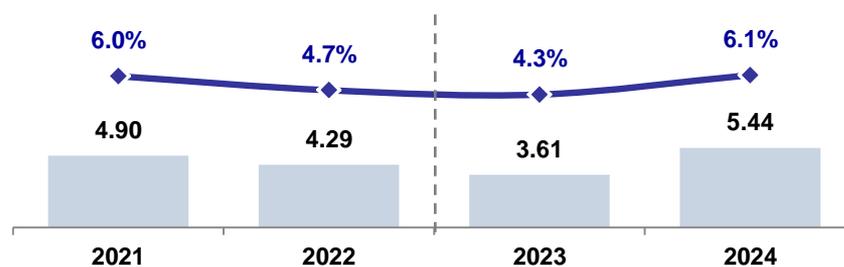
Net Income⁽¹⁾

(NT\$m)



Net Margin / EPS

(NT\$)



⁽¹⁾ Net income attributable to owners of the Company, excluding “non-controlling interests”.

Dividend Policy



	FY2020	FY2021	FY2022	FY2023	FY2024
Dividend / Per Share					
- Pou Chen (NT\$)	0.50 (Cash 0.50)	1.50 (Cash 1.50)	1.30 (Cash 1.30)	1.10 (Cash 1.10)	TBA
- Yue Yuen (HK\$)	<i>n/a</i>	0.20 (Final 0.20)	1.10 (Interim 0.40 / Final 0.70)	0.90 (Interim 0.20 / Final 0.70)	1.30 (Interim 0.40 / Final 0.90)
- Pou Sheng (HK\$)	<i>n/a</i>	0.016 (Final 0.016)	<i>n/a</i>	0.0305 (Interim 0.0185 / Final 0.0120)	0.03 ⁽²⁾ (Interim 0.02 / Final 0.01)
Cash Dividend Yield ⁽¹⁾					
- Pou Chen	1.6% (@NT\$31.40)	4.5% (@NT\$33.15)	3.8% (@NT\$34.20)	3.6% (@NT\$30.90)	TBA
- Yue Yuen	<i>n/a</i>	1.5% (@HK\$13.04)	10.0% (@HK\$10.96)	10.4% (@HK\$8.64)	7.5% (@HK\$17.40)
- Pou Sheng	<i>n/a</i>	1.4% (@HK\$1.14)	<i>n/a</i>	4.5% (@HK\$0.68)	6.0% (@HK\$0.50)
Cash Dividend Payout Ratio					
- Pou Chen	30.5%	30.6%	30.3%	30.5%	TBA
- Yue Yuen	<i>n/a</i>	35.9%	76.6%	67.5%	68.7%
- Pou Sheng	<i>n/a</i>	20.0%	<i>n/a</i>	29.2%	29.8%

⁽¹⁾ The cash dividend yield was divided by the market closing price at the end of 2020, 2021, 2022, 2023 and 2024.

⁽²⁾ Except for the 2024 interim & final dividends, Pou Sheng declared special dividends of HK\$0.02 for 1H2024 and HK\$0.01 for the full year.



The World's Only FLA-Accredited Footwear Manufacturer, upholding the obligations of FLA's participating suppliers by actively participating in various projects and supporting relevant industry initiatives, including singing the "**Responsible Recruitment**" jointly promulgated by FLA and American Apparel & Footwear Association, as well as committing to "**Fair Compensation.**"

What is the FLA (Fair Labor Association) ?



FLA is a non-profit organization dedicated to protecting workers' rights around the world. "The FLA Workplace Code of Conduct" defines labor standards that aim to achieve decent and humane working conditions. For more details, please refer to: <http://www.fairlabor.org>

~ 58 %

Female
Management

~ 96 %

Collective
Bargaining
Agreements

100 %

Fair
Compensation
checks

(1) Source: PCC 2023 Sustainability Report



With 2019 as the base year, the target of **Zero carbon emissions growth** is expected to be achieved by 2025, while further following the brand customers' commitment to Science-Based Target initiative (SBTi) to achieve a goal of **46.2% reduction** in emissions by 2030, as compared to the base year of 2019.

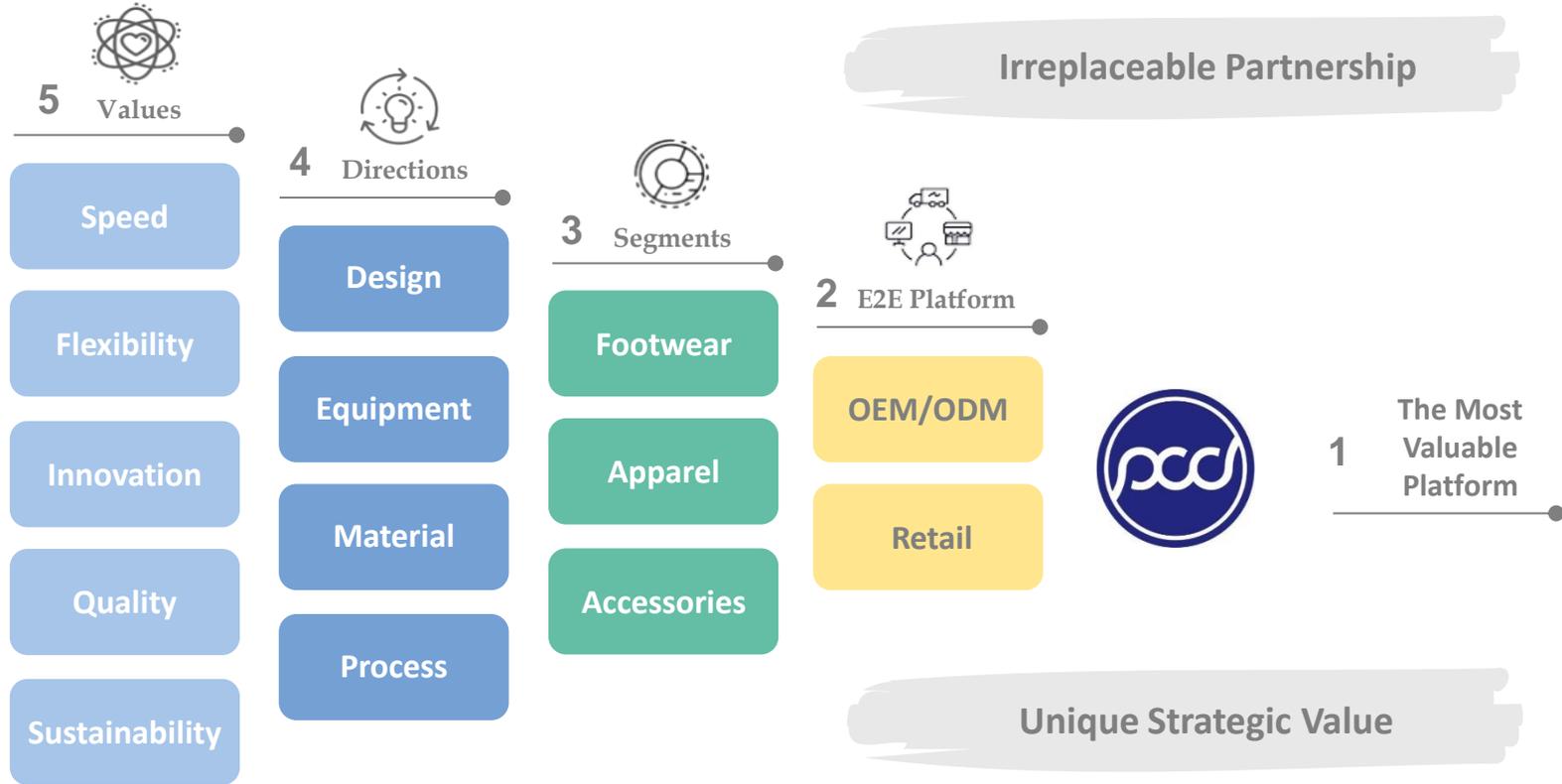


A constituent of **FTSE4Good Emerging Index** as of today and was firstly included in June 2015. The Company is also a constituent of FTSE4Good TIP Taiwan ESG Index, which is jointly issued by Taiwan Index Plus Corporation and FTSE Russell since December 2017.



Excellent results for ten consecutive years and has been ranked as **The Top 5%** of listed companies in Corporate Governance Evaluation conducted by Taiwan Stock Exchange for six times. (FY2014, FY2016~FY2020.)

Growth Strategy



THANK YOU Q&A

