



Eastern Media International Corporation Investor Conference (Symbol: 2614)

December 30, 2021

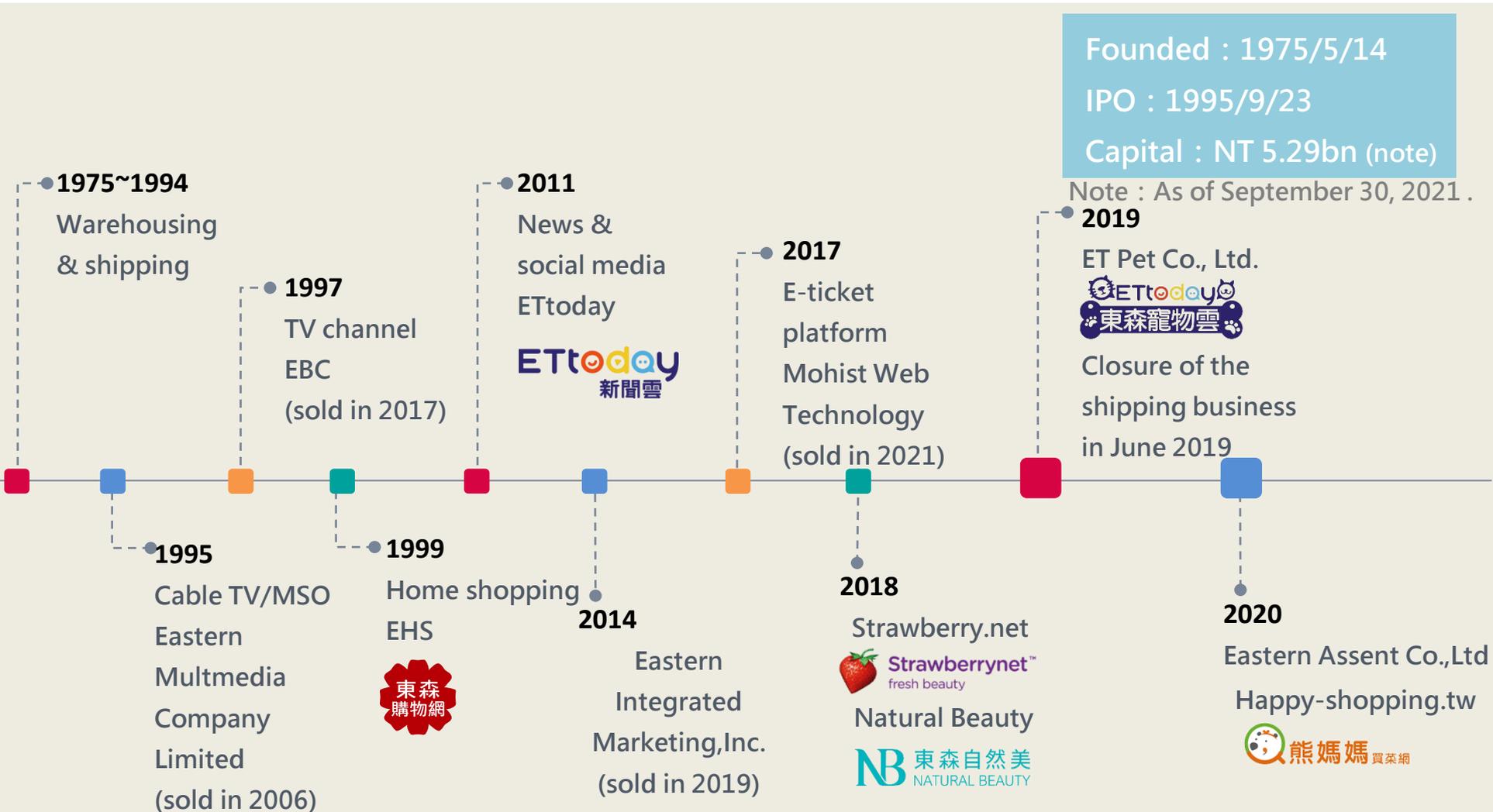


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EMI Development course



Main Segment Entities



Income Statements Overview (Consolidated)

(NT\$million)	1-3Q21	1-3Q20	%chg
Operating revenues	3,999	3,398	17.7%
Operating costs	2,819	2,286	23.3%
Gross profit	1,180	1,112	6.1%
Operating expenses	1,070	1,063	0.7%
Net operating income	110	49	124.5%
Non-operating income & expenses	502	156	221.8%
Profit	651	343	89.8%
Other comprehensive income	(41)	(45)	8.9%
Total comprehensive income	610	298	104.7%
Profit attributable to parent	650	366	77.6%
Basic earnings per share	1.18	0.66	

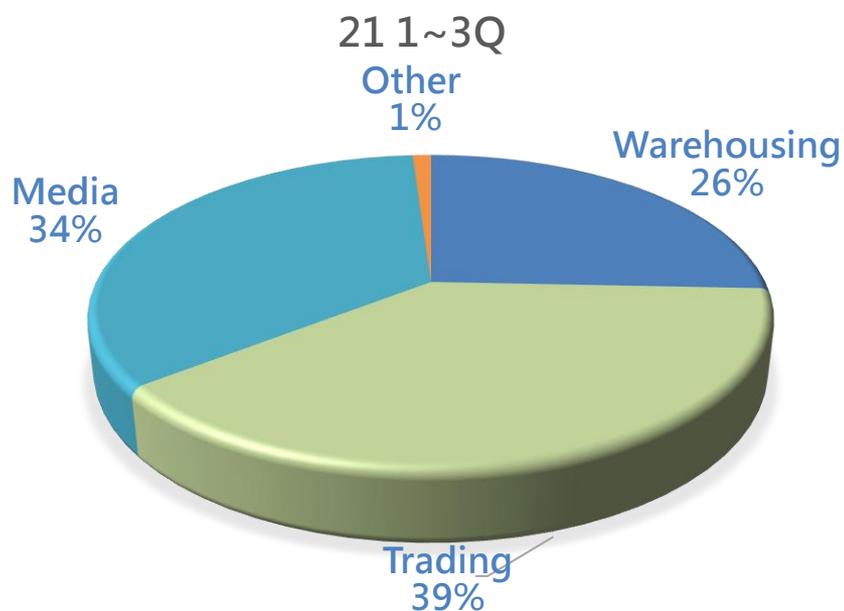
Balance Sheet Overview (Consolidated)

(NT\$ million)	3Q21		3Q20	
Balance Sheets	Amount	%	Amount	%
<u>Current Assets</u>	3,348	21.3%	2,888	18.3%
Cash & cash equivalents	1,772	11.3%	1,421	9.0%
<u>Non-current Assets</u>	12,371	78.7%	12,935	81.7%
Investments (equity method)	2,392	15.2%	2,406	15.2%
Property, plant and equipment	1,751	11.1%	1,631	10.3%
Right-of-use asset	6,525	41.5%	7,326	46.3%
Total Assets	15,719	100.0%	15,823	100.0%
<u>Current Liabilities</u>	2,607	16.6%	2,391	15.1%
Account payable	580	3.7%	548	3.5%
Lease liabilities	1,110	7.1%	1,090	6.9%
<u>Non-current Liabilities</u>	6,496	41.3%	6,833	43.2%
Lease liabilities	5,459	34.7%	6,312	39.9%
Total Liabilities	9,103	57.9%	9,224	58.3%
Total Equity	6,616	42.1%	6,599	41.7%
Value per share (NT\$)	11.65 ^[note1]		11.00	
Key Indices				
Current ratio %	128%		121%	
Quick ratio %	111%		101%	
Debt ratio %	58% ^[note2]		58% ^[note2]	

Note1 :The number of shares issued after the capital reduction is 528,950,395 in the third quarter of 2021.

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

Revenue by Segment



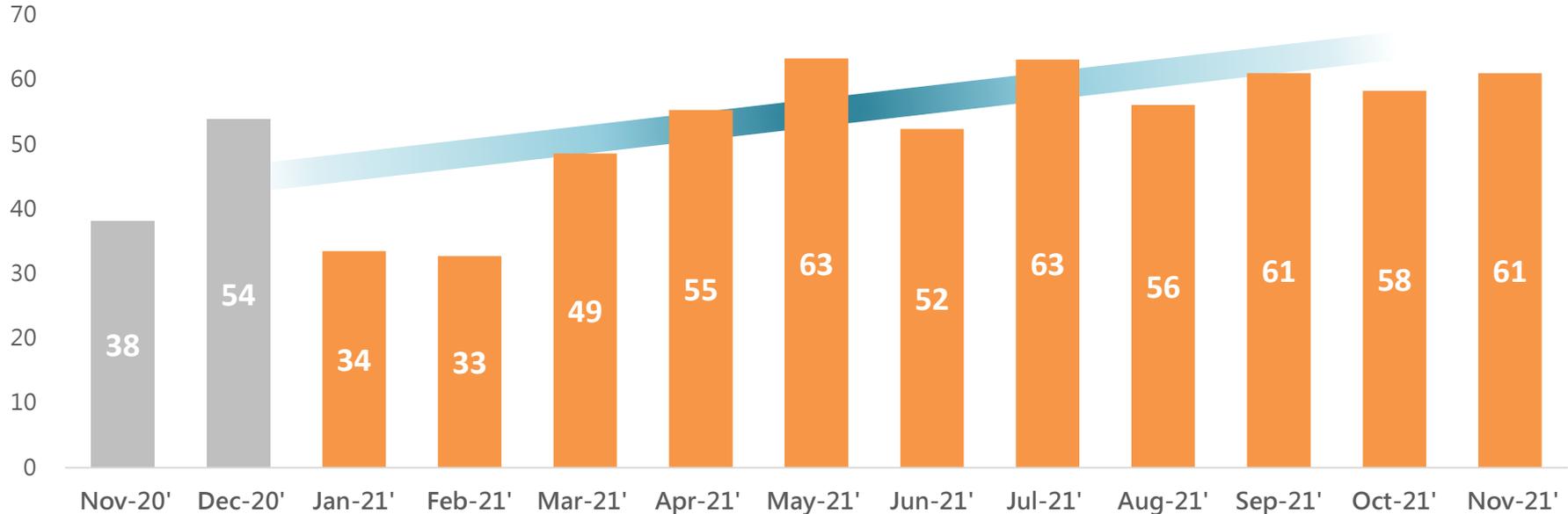
	(NT\$m)	21 1~3Q	%	20 1~3Q	%
1	Warehousing	1,026	26%	1,036	31%
2	Trading	1,548	39%	1,340	39%
3	Media	1,383	34%	947	28%
4	Other	42	1%	75	2%
5	Revenue	3,999	100%	3,398	100%

Segments Overview

Warehousing-Volume

Unit : 10,000 Tons

Operating volume



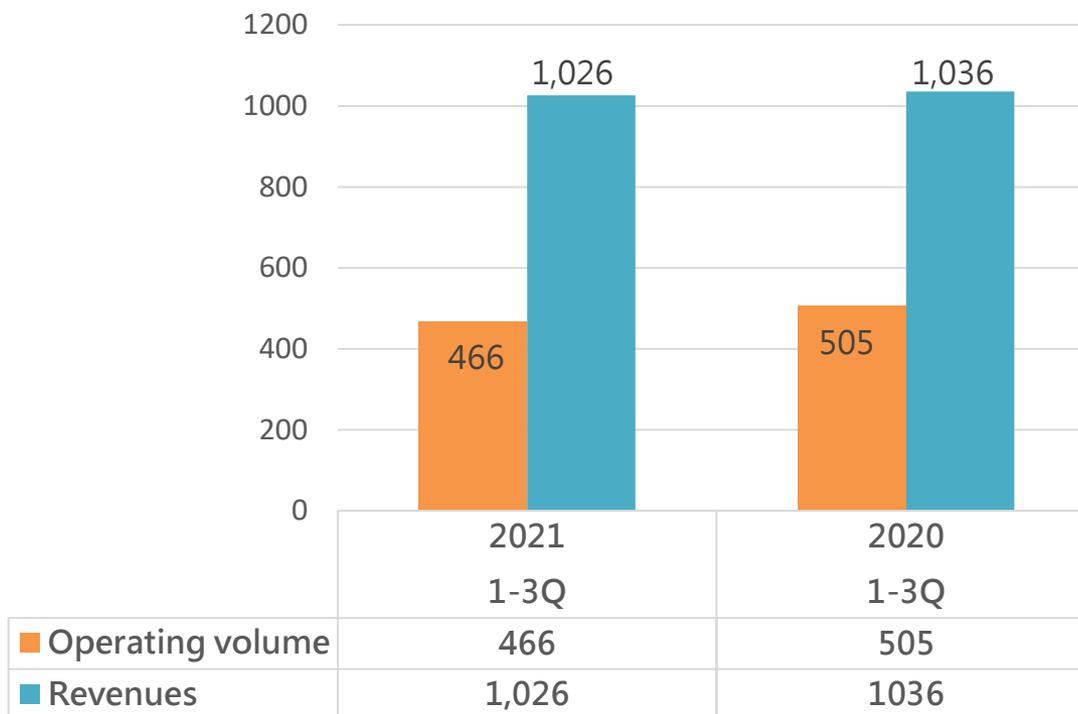
- The warehousing business is mainly engaged in automated granaries operations, such as in bulk grain unloading, grain storage and truck/train loading and unloading .
- EMI is the professional port warehouse operating company in Taiwan.

- 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.

- The effective management of the warehousing division in replacing old pneumatic unloaders, upgrading machinery and equipment, and improving operational efficiency.

Warehousing-Highlights

Unit : 10,000 Tons/ NT\$m



Note : COVID-19 pandemic in the operating volume and revenue declines .

Year Unit: 10,000 Tons	Operating volume	Bulk		Bulk & Container	
		Import volume	Market share	Import volume	Market share
2021 1~3Q	466	466	100%	629	74%
2020 1~3Q	505	505	100%	647	78%



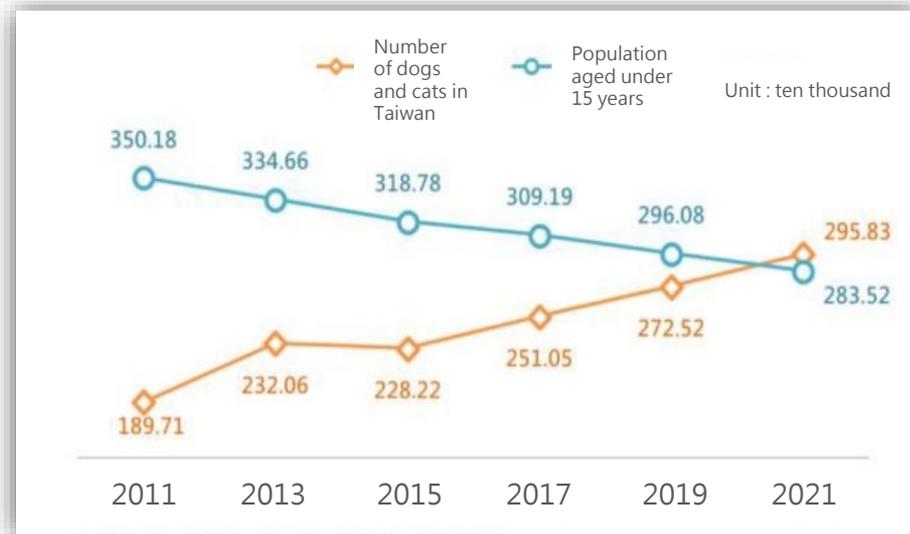
- The main operating entity of the Trading Division is a subsidiary: ET Pet Co.,Ltd.
- Combined with the largest pet fan group in Taiwan (1.77 million fans on ETtoday Pet Cloud), leveraging power of social media marketing.
- The number one brand in Taiwan's pet industry with 119 stores and a combined revenue market share of 10%
- Develop self-owned products and become distributor of global brands, strengthen product lines, establish product differentiators, and expand cooperation between industry and academia.
- Multi-channel sales deployment strategy: Integrate online and offline channels and expand external channels.
- Enhance member management, propel innovative business models and merchandise services, and complete the ET Pet Cloud ecosystem.

Trading –Pet Markets

Number of pet dogs and cats in Taiwan is growing at an annual rate of 10%.

In 2021, the number of dogs and cats in Taiwan will exceed the number of children under the age of 15, reaching 2.95 million!

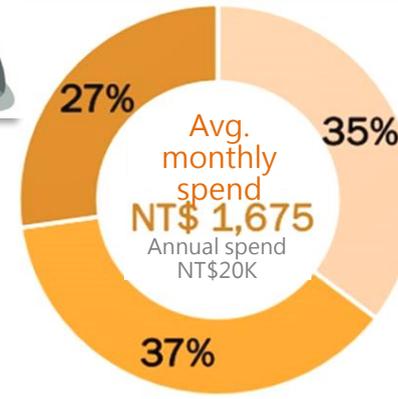
According to the Pet Registration Information System website, the number of registered dogs and cats in Taiwan from January to November 2021 has reached 203,021, 45% more than the total number of newborns in Taiwan from January to November 2021 (139,693) according to the Ministry of the Interior.



■ ≤ NT\$1,000
 ■ NT\$1,001~NT\$2,000
 ■ ≥ NT\$2,001

Taiwan's pet market continues to grow in size

GO SURVEY market research consultants analyzed the results of a survey on domestic pet ownership, and estimated that the total combined market value of dogs and cats in the pet market will exceed NT\$50 billion in 2021, based on an average annual spending of about NT\$21,000 for dogs and \$20,000 for cats.

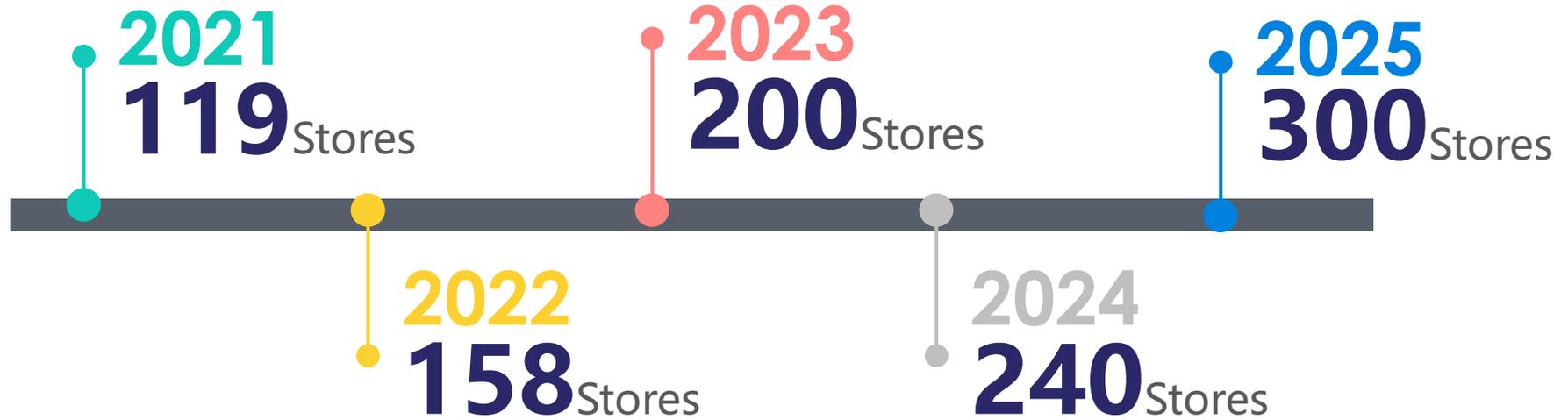


■ ≤ NT\$1,000
 ■ NT\$1,001~NT\$2,000
 ■ ≥ NT\$2,001

source :

1. Pet Registration Management Information Network & Ministry of the Interior, R.O.C.
2. <https://karos-brand.com/2021pets/>
3. https://magazine.feg.com.tw/magazine/tw/magazine_detail.aspx?id=12573

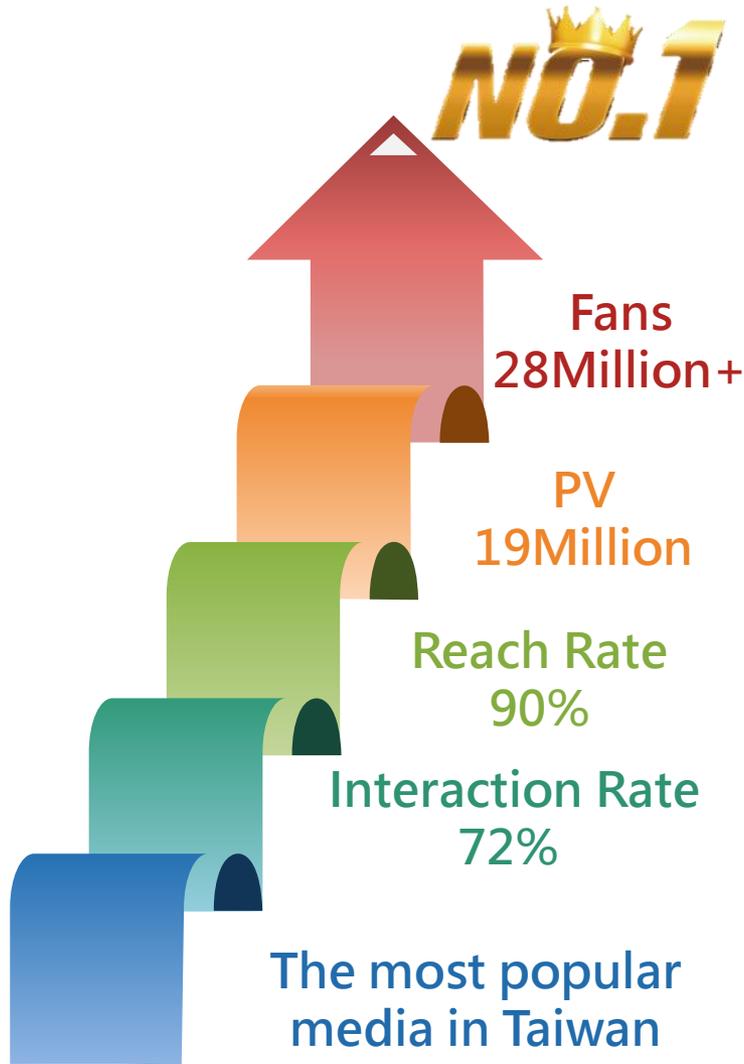
Retails Stores in the Next 4 Years: Expected growth in market share and Bargaining powers of suppliers



ET Pet
1st in Market Share

Physical Sales Channel will contribute 10% to MRR





1. PV and website visit No.1!

2. The most trustworthy media in 4 consecutive years !

3. The most popular media in Taiwan !

4. The social media interaction rate No.1 !

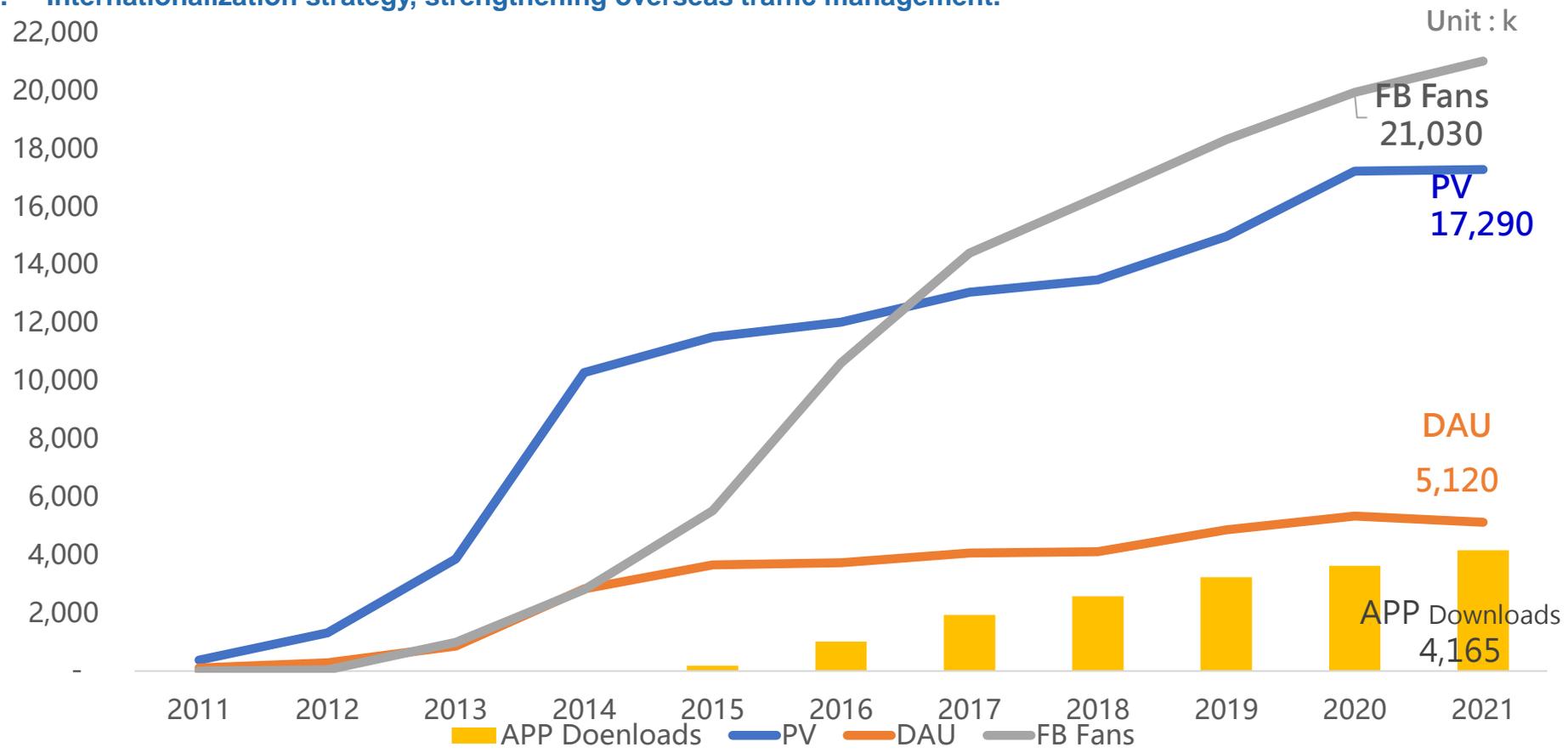
5. The Fans number, royalty No.1 !

source : 1.comScore / 2. 2021 Digital News Report / 3. 2021 H1 Media Insights / 4.CrowdTangle

ETtoday –Key Indicators

ETtoday has jumped to the number one position in digital media in Q3 2019, and continues to be the leading news website. With strong media influence, social media reach, strong interaction and high stickiness, ETtoday will continue to move towards:

1. Realize new business model by leveraging internet traffic.
2. Develop own IP content (“Jungle Voice” Season 3; “CooKing” Season 2) .
3. Develop KOL livestreaming platform/podcast, increase content products and expand reach to young consumers.
4. Creative ads and service enhancement .
5. Internationalization strategy, strengthening overseas traffic management.

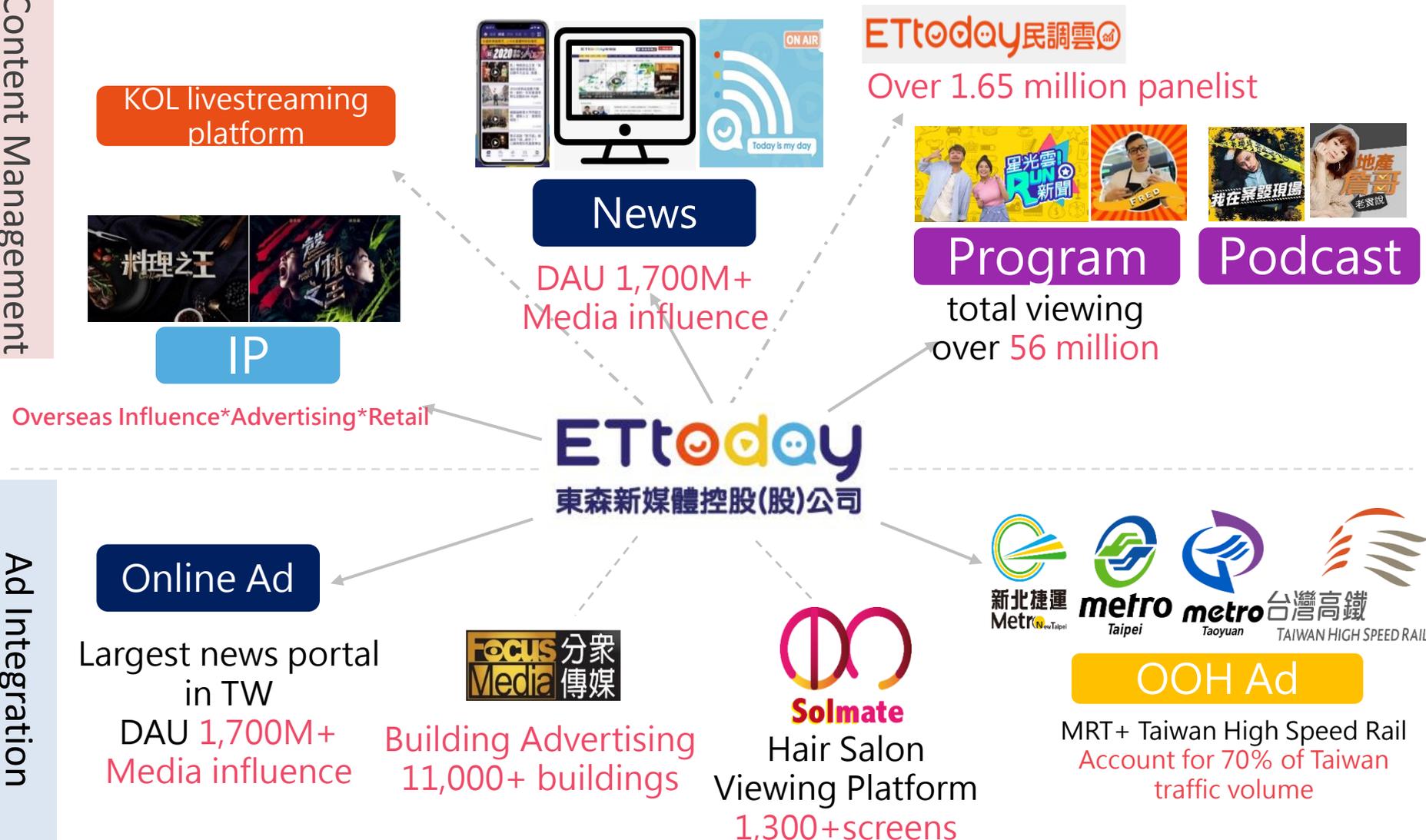


source : (1) Crowd tangle
(2) GA

Traffic x O2O AD Integration x New business model

Content Management

Ad Integration



Content

Offline ad expansion

DOOH/

Outdoor Display Network
/building advertising/street
furniture/hair salon mirror

Podcast/KOL livestreaming /short videos

Bid Data AI

Technological innovation and upgrade

ASUS AI Tech Collaboration/
Facial recognition search for images/
Precision marketing

Growth Strategy

Internationalization of Major IPs

IP/KOL

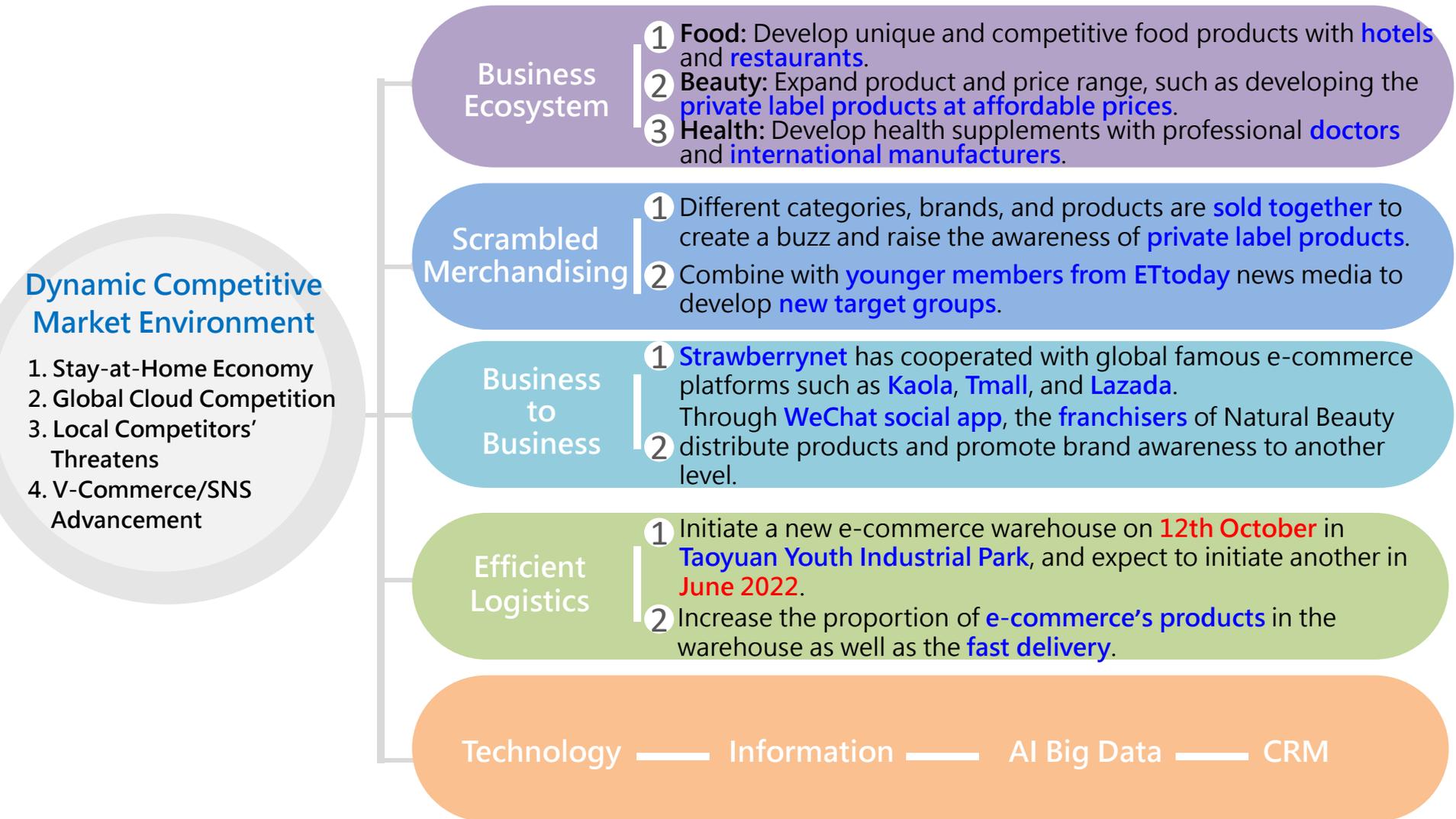
With the trend of 5G
「the Jungle Voice」
「Cooking」

Combine merchandise to
promote new business models

Enhanced Ad Services

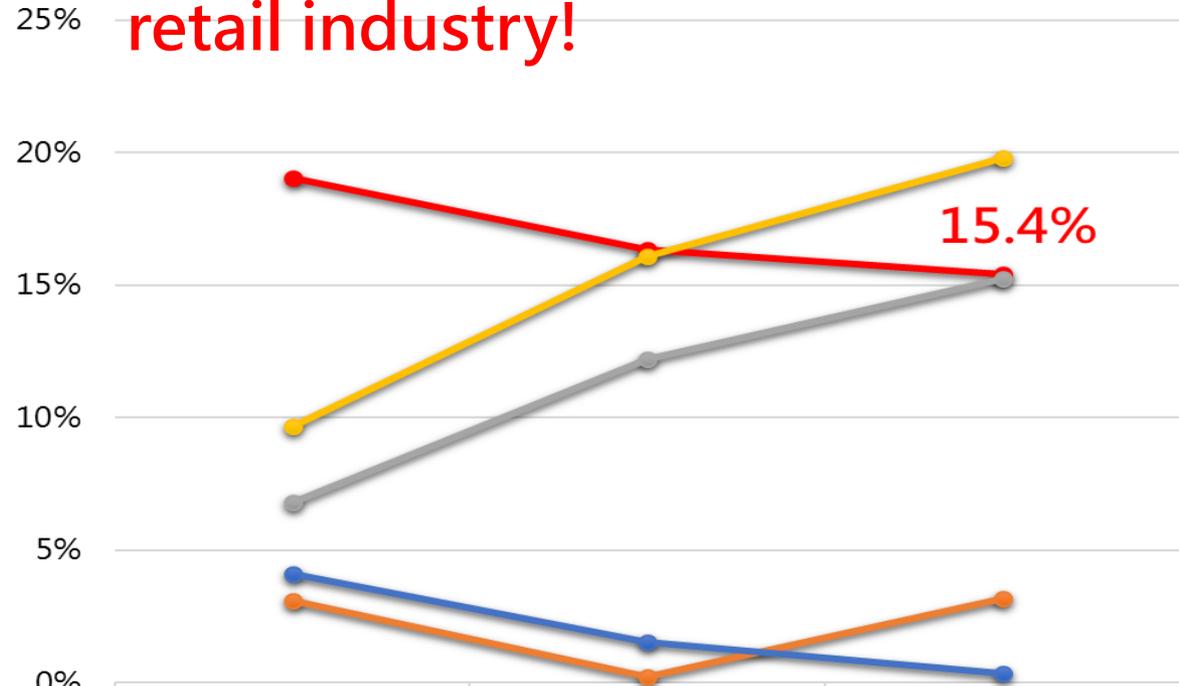
One-Stop exclusive service
Creative ad proposals

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



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

The revenue growth of E.H.S. is above the physical retail industry!



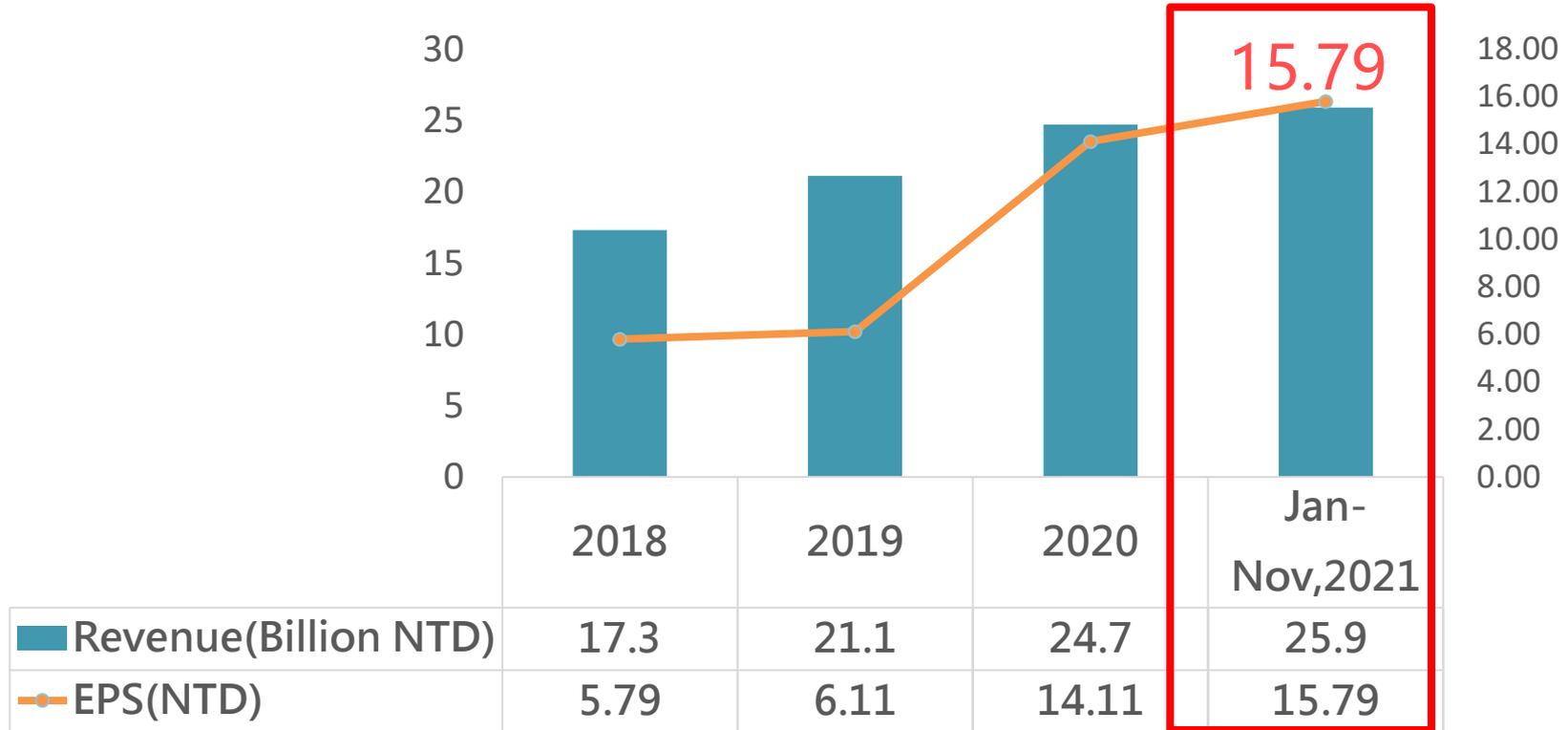
	2019	2020	Jan-Nov, 2021
EHS	19.0%	16.3%	15.4%
Retailing	3.1%	0.2%	3.2%
Retail Sale of Other Integrated	4.1%	1.5%	0.3%
Retail Sale (No Storefront)	6.8%	12.2%	15.3%
E-Commerce & Mail-Order	9.7%	16.1%	19.8%

Source: Consolidated financial statements of EHS ; Above retailing figures are based on the research from department of statistic in Taiwan.
Note: Retail revenue growth rate will be updated to November after the announcement on 12/23(Thu).

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

The consolidated revenue of E.H.S. from January to November achieves **NT\$ 25.86 billion**, represents a **16.6% growth YoY**, and generates **EPS NT\$15.79** !

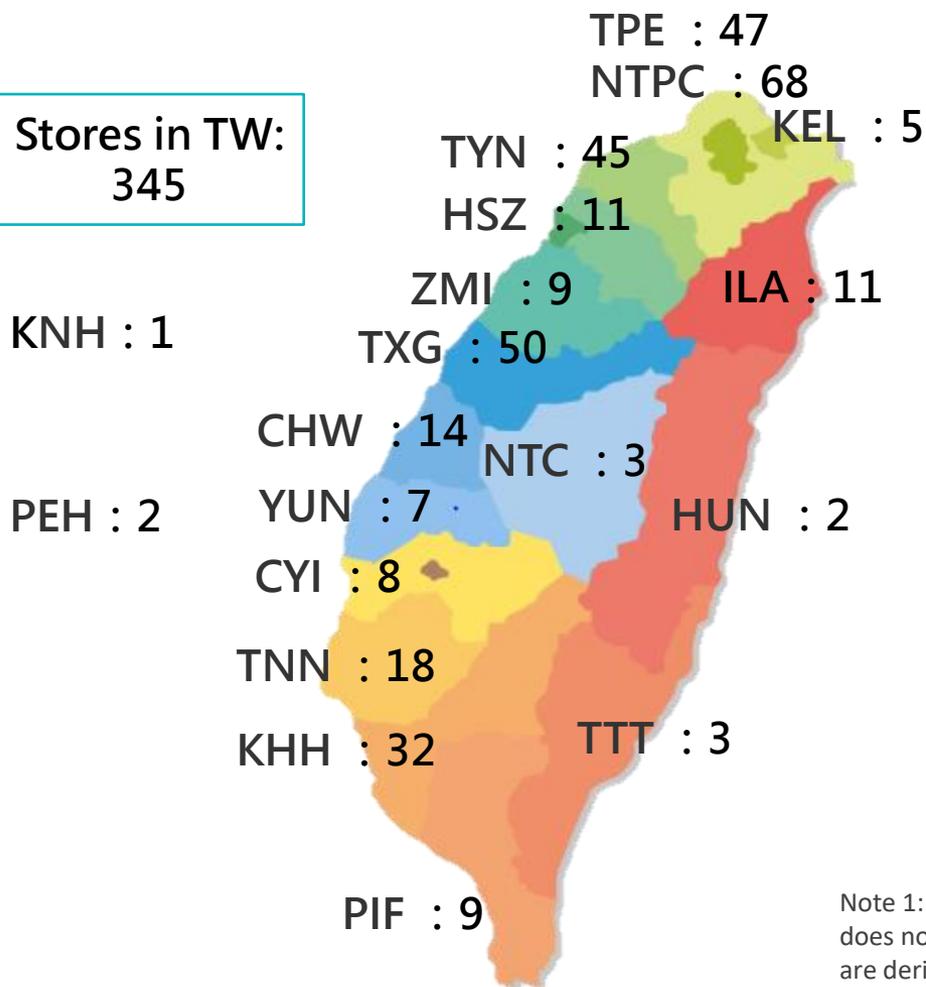
Annual Revenue and EPS of EHS



Source: Consolidated financial statements of EHS

Investment Business Development Strategy— Natural Beauty(NB)

Natural Beauty adds 12 new stores despite the impact of the COVID-19 epidemic



In 2021, the beauty salon industry was affected by the COVID-19 epidemic, and business was suspended from June to July. During the subsequent restriction of business, many chain operators reduced their scale, and many small and medium-sized operators were unable to sustain losses and closed down. The overall number of stores decreased by around 2%.

The number of Natural Beauty stores in Taiwan was not affected by the epidemic, with the number of stores increasing by 12 in 2021, reaching 345 in total, maintaining the crowning glory as the largest SPA operator in Taiwan, and widening the gap with the second largest operator!

Note 1: The above market value includes beauty, body care, and slimming treatments, and does not include aesthetic medicine channels. Growth in turnover and number of stores are derived from the Ministry of Finance's financial statistics database.

Note 2: The number of stores is calculated up to 2021/11/30.

Investment Business Development Strategy— Natural Beauty(NB)

Competitive Strategy

1. Leveraging the Group' s Online Channel Influence

- ① The Group has leveraged its strengths in **online channels**, with its self-owned brand products accounting for over **60% of online revenue** in the first half of 2021, leading the beauty industry.
- ② In addition to the main brands "Natural Beauty" and "S+Remark", the Group has developed new brands "BIO UP" and "eCL" to fill the gap in the **affordable and Gen Z** product line, which is selling well in online channels.

2. Software and Hardware Upgraded at Flagship Stores to Target VIP Clientele

- ① Lead the industry by providing **professional skin examination and consultation** by doctors, and offer precise beauty courses and products according to customers' skin conditions.
- ② In an opulent residential building in Taichung' s 7th Redevelopment Zone, the **flagship Natural Beauty biotech and aesthetics center in Taichung** is expected to open in Q1 2022, providing the most prestigious services to the top of the pyramid.
- ③ Big data OMO precisely targets VIPs, successfully increasing the number of visitors and average spend amount of customers.

3. OMO for Overseas Markets for Continued Expansion

- ① Overseas market integration of physical stores and StrawberryNet cross-border e-commerce channels and products, while continuing to expand to Mainland China, Hong Kong, Macao and Southeast Asian markets, for a global deployment strategy.

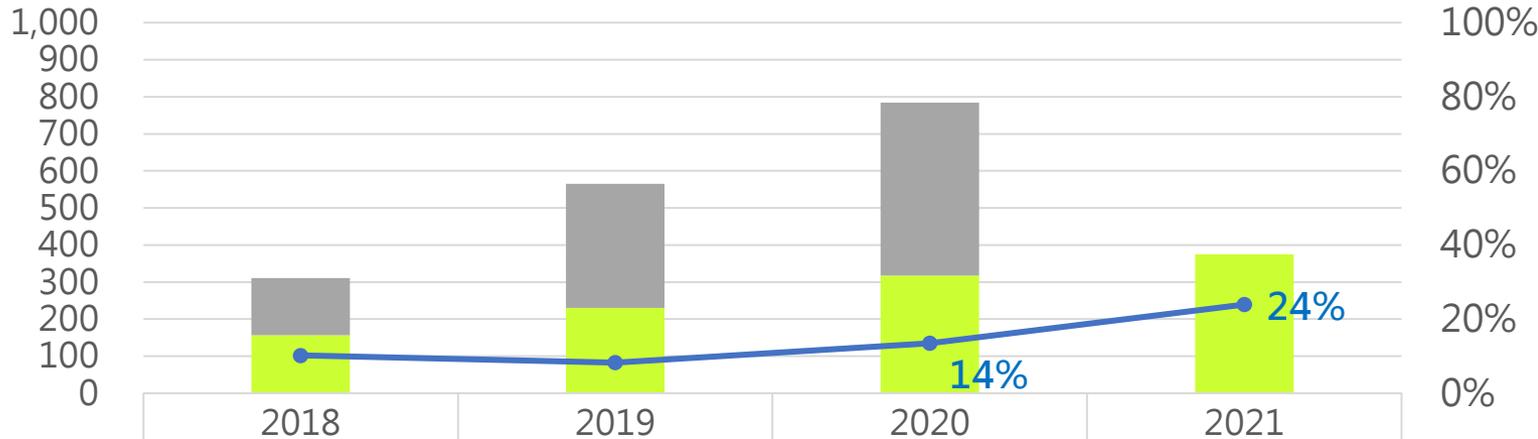
Investment Business Development Strategy— Natural Beauty(NB)

Natural Beauty Revenue Growth Steady in Taiwan

In 2018, EMI took over Natural Beauty, and its diversified model and multi-channel sales strategy in the Taiwan market have worked, along with its deep engagement with members, resulting in steady growth in revenue and pre-tax net profit. 2020 revenue reached NT\$784 million, up 39% annually, and in the first half of 2021, revenue continued to grow steadily, up 18% compared to the first half of 2020, and net margin also increased to 24%.

Sales and Income before Tax Margin of Natural Beauty in Taiwan

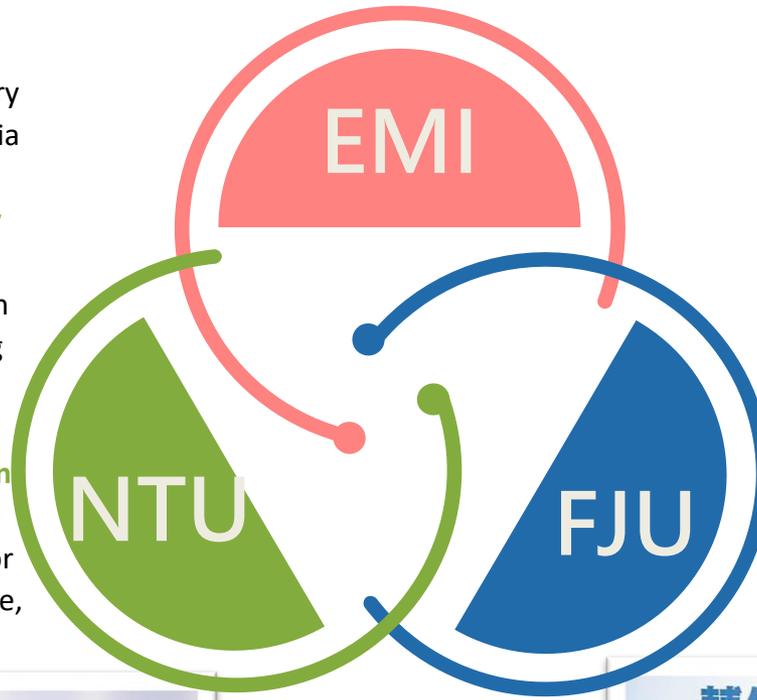
Unit : NT\$m



	2018	2019	2020	2021
Sales	311	566	784	
2H Sales	154	335	467	
1H Sales	157	230	318	375
YoY Sales	-9%	82%	39%	
Income before Tax Margin	10%	8%	14%	24%

EMI Partners with National Taiwan University and Fu Jen Catholic University for Prosperity in Industry-University Cooperation

- **NTU-EMI signed a letter of intent for industry-academia cooperation:**
To promote national biotechnology development, implement cross-disciplinary integration, and deepen industry-academia cooperation.
- **Established the "NTU-EMI Biotechnology and Biomedical Research Center":**
Invested at least NT\$10 million annually in product development and product testing to provide members and consumers with better value products.
- **Cooperate with NTU's veterinary team on a veterinary medical tour:**
NTU's veterinary team visits rural areas for medical checkups, assists in wildlife rescue, and delivers supplies collected from the public to animal protection units.



- **Fu Jen Catholic University and EMI sign an industry-academia cooperation agreement:**
- **Establishment of the "Fu Jen Catholic University EMI Lohas health Industry-Academia Center":**
Health food products, medical and aesthetic products, and a health care center, will be built respectively.
- **Establishment of "Fu Jen Catholic University EMI Smart Data Center"**
Fu Jen Catholic University and EMI New Media assists EMI Poll Cloud to analyze data to meet the needs of targeted customer groups.



EMI Partners with Silk Hotel Group to Develop Leisure Travel Market

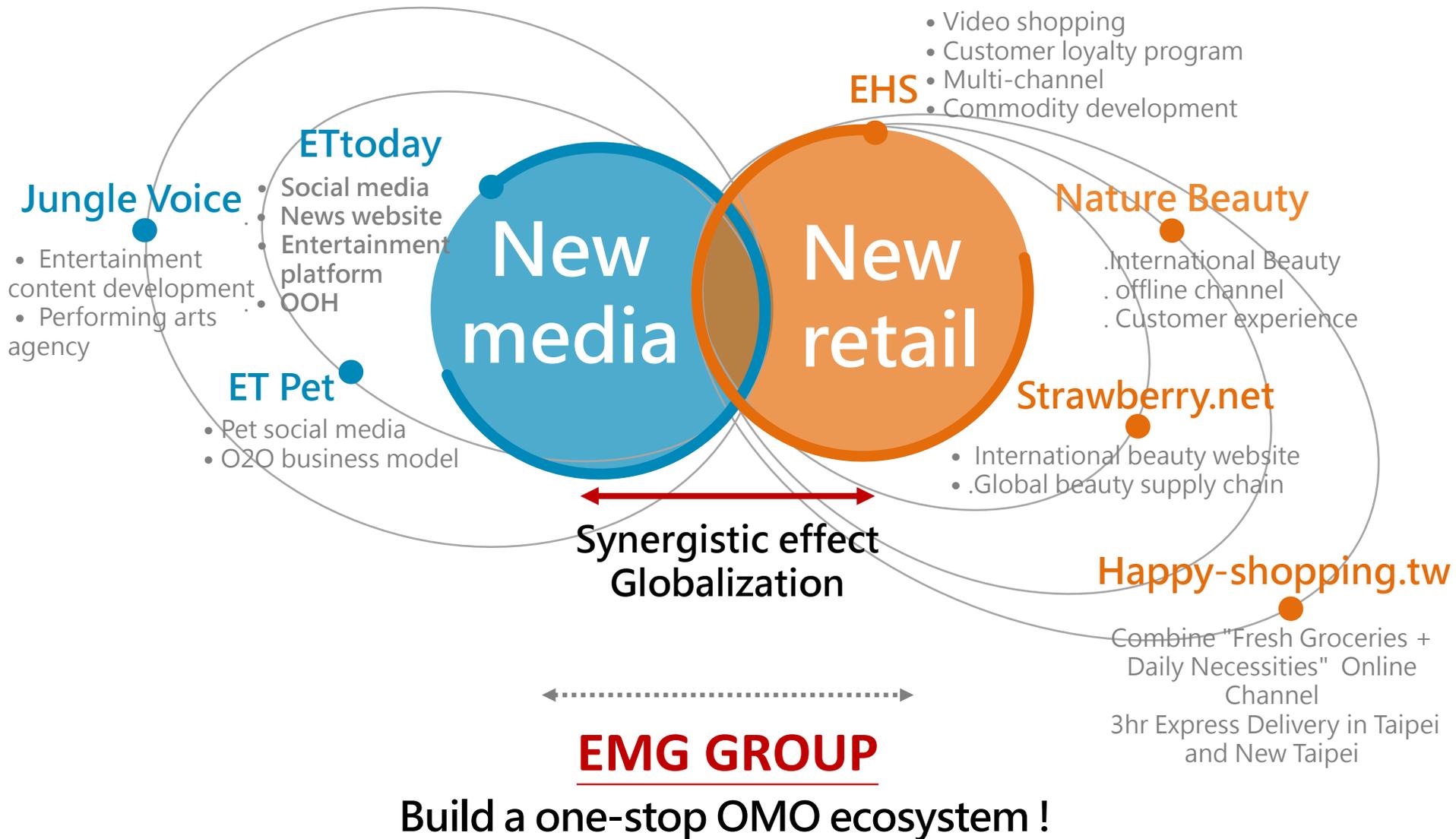
- Established new brand "Silks X" business hotel.

In light of the expanding living circle around Greater Taipei and Taoyuan, as well as the arrival of international tourists, together forming a 1 million+ visitor market in Taiwan, the 29-36F of EMI's HQ in Linkou Media Park has been planned into a hotel. EMI Hotel Group was established with a capital of NT\$1.5 billion, and its new brand "Silks X" was appointed to operate the hotel. Initially, the hotel will provide 160 rooms of different levels of accommodation, a large banquet hall of 3600sqm in size, Chinese and Western restaurants as well as other services. The hotel is expected to open in 2026.

- Relaunching "Eastern Hotels & Resorts" . The renovation project is expected to start in 2022 and will be completed and opened in September 2024. It will operated and managed by Silk Hotel Group under the brand name "Wellspring by Silks".

In 2020, EMI obtained the bid for Base B of Linkou Media Park in New Taipei City, and at the same time will jointly establish the Linkou Media Park in conjunction with the bid for Base A by Mitsui and the bids for Bases C and D by SET.





Rewards and Highlights in 2021





1. Taiwan Corporate Sustainability Awards(14th)- Corporate Sustainability Report _**Golden Award**
2. Taiwan Sustainability Action Awards(1st)- Economic development_**Bronze Award**
3. 2021 "Happy Enterprise Award" Livelihood Service **Category-Golden Award**
4. In 2021, ranked **23rd** in the "Top 200 Tough Companies" and **3rd** in the service industry, and was also ranked **11th** in the 50 fastest growing companies in the service industry.





1. Golden Torch Awards(16th)
-Top 10 Enterprises of the Year_**Customer Satisfaction Award**
2. Oxford Digital News Report, **the most trustworthy and popular media** .
3. **The Consumer Rights Reporting Awards.**
4. **The best OOH agency Awards.**

EHS



1. Taiwan Corporate Sustainability Awards(14th)- Corporate Sustainability Report _ **Golden Award**
2. 2021 "Happy Enterprise Award" Livelihood Service Category-**Golden Award**
3. Golden Torch Awards(16th)
-Top 10 Enterprises of the Year_**Customer Satisfaction Award**
4. **Presented with the Excellent Performance Award** for Electronic Invoicing
5. 2021 Common Wealth Magazine "Top 2,000 Survey" - **No.9 in Physical Retail Industry**

NB



1. 2021 Asian-Pacific Award for Quality in the Beauty **Industry-Quality Excellence Award**
2. 2021 Asia Pacific Enterprise Awards-**Inspirational Brand Award**
3. 2021 Monde **Selection-Golden and Silver Awards**
4. 2021 Asian Pacific Health and Biotechnology Award-**Quality Excellence Award**
5. National Brand Yu-Shan Award(18th)
-**Best Product Award**
6. Certified in Symbol of national Quality (SNQ) _**Bronze Award**



Thank you

Q&A

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