

# Investor Conference

Let your public welfare actions  
drive sustainable cycles



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# Company Overview

基本資料	
Established	1995
Stock Code	3085
Chairperson	Lee Yun Chin
Capital	6.9億元
Employee	65
Subsidiaries	Newlogistics Co., Ltd. Highgogo Co., Ltd.





# Industry Overview

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## Trend 1: Online-Offline Retail Integration

- ◆ The main goal of online-offline retail integration is to leverage technology and data to break down the boundaries between online and offline channels. This enables customers to enjoy a more convenient and personalized shopping experience, while allowing retailers to operate more efficiently and competitively.
- ◆ Through the synergy of “**online breadth, offline depth**”, cross-channel promotions create added value and expand business opportunities.
  - **Online Breadth:**  
Utilize digital platforms and marketing tools to expand brand visibility and market coverage. This includes social media advertising, search engine optimization (SEO), and content marketing to attract a wider base of potential customers.
  - **Offline Depth:**  
Provide immersive product experiences and customer services through physical stores or dedicated experiential spaces.  
This allows consumers to directly experience product quality, functions, and usage, thereby strengthening their purchasing decisions.

# Industry Overview

## Trend 2: AI Empowering Retail Sales and Operations

Artificial Intelligence (AI) can significantly enhance the accuracy of consumer demand forecasting, which is highly valuable for retailers. Below are some of the key applications of AI in retail demand prediction and operations:

- **Personalized Recommendations & Purchase Suggestions**  
AI analyzes consumers' purchase history, browsing behavior, and social media interactions to predict products or services they may be interested in.  
→ Improves customer satisfaction and increases conversion rates.
- **Demand Forecasting & Inventory Management**  
By leveraging big data analytics, AI can predict demand levels and trends for specific products or services.  
→ Helps optimize inventory, prevent overstock or shortages, and maximize sales opportunities.

# Industry Overview

- **Dynamic Pricing**  
AI adjusts product pricing in real time based on market demand, competition, and consumer behavior.  
→ Enhances revenue generation and competitiveness.
- **Market Trend Analysis & Competitive Intelligence**  
AI continuously tracks emerging trends, shifting consumer preferences, and competitor actions.  
→ Supports agile market strategies and rapid response.
- **Impact:**  
The application of AI in retail not only improves forecast accuracy and decision-making efficiency, but also delivers a better customer experience and stronger business performance. These technologies enable retailers to respond flexibly to market changes and enhance overall competitiveness.

# Industry Overview

## Trend 3: Changes in Consumer Habits

Convenience and a seamless after-sales experience continue to be major factors influencing consumer purchasing decisions.

After the pandemic, consumers' shopping behavior underwent significant changes. One of the most obvious trends is that more and more people have begun to value the convenience, efficiency, and ease brought by online shopping.

- Over 80% of respondents stated that they prioritize convenience when shopping, considering home delivery (81%), free shipping (76%), and real-time package tracking (68%) to be the most important services.
- Nearly four in ten (38%) consumers are willing to pay for more convenient or better value-added services, such as purchasing rare or limited edition products, enjoying same-day or fast delivery, receiving free samples, or accessing membership reward programs.
- Consumers who became accustomed to online shopping during the pandemic now tend to prefer e-commerce platforms that offer a fast, simple, and easy-to-use shopping experience. For consumers, whether it is product selection, placing an order, payment, or the subsequent return and customer service process, any overly complicated procedure can directly affect their purchase intention and behavior.
- Therefore, businesses should cultivate a loyal customer base by focusing on the convenience of consumer shopping and returns, as well as personalized service.

# Industry Overview

## Trend 3: Changes in Consumer Habits

### Social Media and Generational Preferences Determine Brand Engagement

Another key trend is the increasing prevalence of "generational preferences." Different generations of consumers show distinctly varied preferences in how they receive marketing messages and product information.

- Generation Z (Gen Z):

Their preference for the digital realm is particularly evident. According to the survey, nearly seven in ten (70%) Gen Z consumers actively interact with brands online, and over four in ten (40%) discover new brands through social media, with 51% through TikTok and 40% from Instagram.

- Baby Boomers:

They place higher importance on physical interaction and are the age group with the highest willingness to shop in physical stores. 53% prefer to visit the store in person to select items, and up to 60% of their purchasing decisions are influenced by traditional physical channel experiences.

To maintain competitiveness and market attractiveness, businesses must deeply understand and master the media consumption habits and behavioral patterns of each generation, and flexibly adjust their marketing strategies across digital and physical channels. Especially in digital marketing, there is a need to strengthen content design and interactive mechanisms to effectively reach and engage the target audience.



# Business Model and Outlook

# Operations Outlook

## 1. CRM System and Integrated Services

- System Upgrade and Optimization
  - Integrate AI for data analysis and precision marketing
  - Develop potential customers in: Catering, Leisure and Sports industries
- Introduction of Points Economy
  - Establish a points exchange center
  - Promote cross-industry alliances to become a hub for value circulation/exchange

## 2. Provision of Warehousing and Logistics Services

- Establish a high-efficiency warehousing and distribution network
- Provide comprehensive back-end supply chain solutions for resident/platform merchants



# Operations Outlook

## 3. Apparel Sales

- Design and Production/Sales of Fan Apparel (Support/Cheering Apparel)
  - TAKAO Family Apparel Co-branding

## 4. Online Mall and Dedicated Ticketing Section

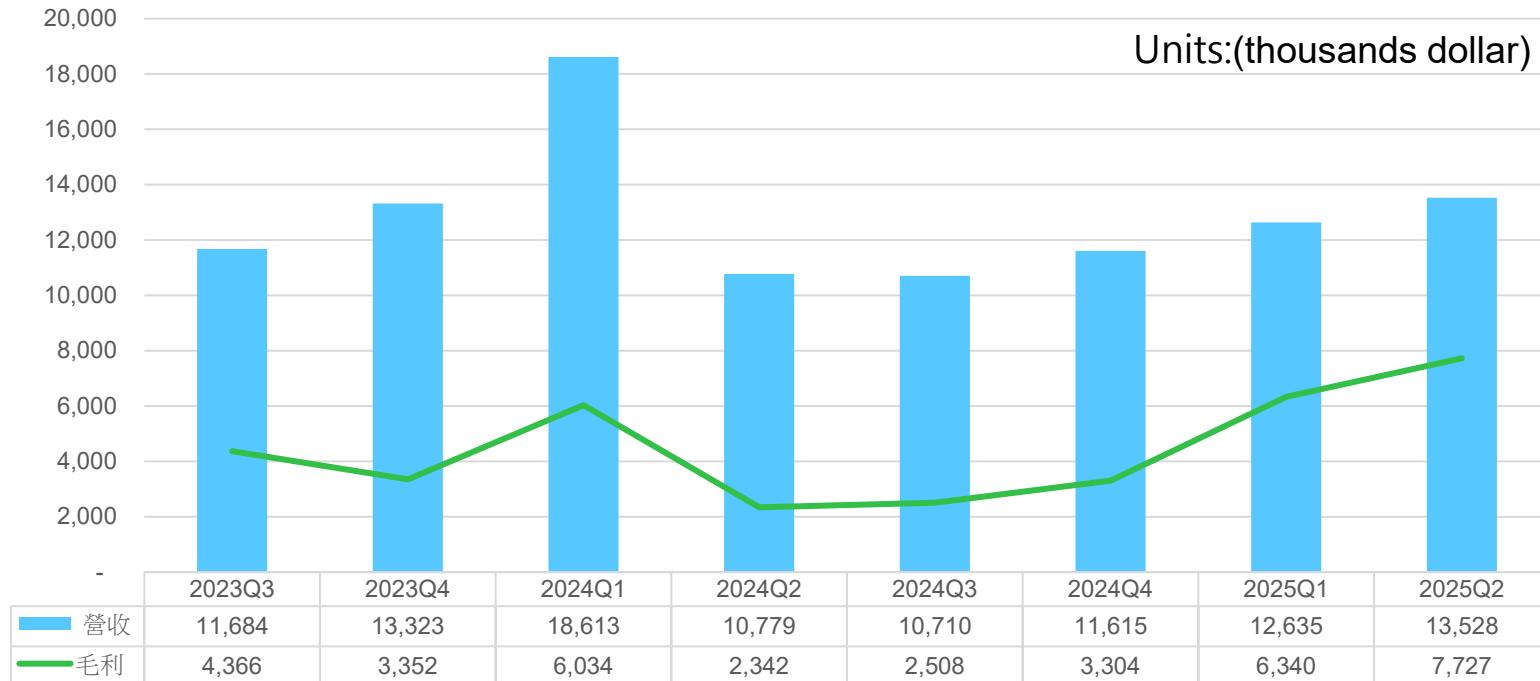
- Sports Event Tickets
  - Exclusive sales of home game tickets for TSG Hawks (basketball) and Celestial Ball Games (often referring to a specific baseball team's games, e.g., TSG Group's baseball team in Kaohsiung).
- Limited Edition Merchandise Add-on Service
  - Exclusive sales of limited peripherals and IP (Intellectual Property) merchandise.





# Financial Overview

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**Focus on key businesses: Focus on clothing, health food sales and warehousing services, and gradually improve the company's profitability.**

# THANK YOU

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For listening

