

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	NT\$ 536 million
Employee	65
Subsidiaries	Newlogistics Co., Ltd. Highgogo Co., Ltd.

2C



Industry Overview

Trend 1: Rebound in the Overall Retail Market, Omnichannel Integration, and Localization of Cross-Border Demand

◆ Retail Recovery and Rebound in E-Commerce Momentum:

After reaching an economic trough in 2025 with total retail sales at NT\$4.8448 trillion (a YoY decline of 0.2%), a clear turnaround arrived in 2026: In 2026 Q2, online sales surged 12.1% YoY (a 4-year high), overall retail sales grew 6.1% (a 3-year high), and e-commerce penetration rate steadily remained at a historic high of 13.86%.

◆ Business Opportunities in "Localization of Demand" Amid the Cross-Border Direct Shopping Boom:

Monthly traffic on Amazon Japan in Taiwan reached 2 million visitors, while Rakuten Market and Mercari also exceeded 1 million visitors, indicating strong demand for Japanese lifestyle goods and high-quality products. Entering the market through "upstream master distributorships" can effectively intercept cross-border overseas spending, converting it into revenue for local physical distribution and online D2C channels.

Industry Overview

Trend 1: Rebound in the Overall Retail Market, Omnichannel Integration, and Localization of Cross-Border Demand

◆ Seamless Omnichannel Integration:

With purely online acquisition costs rising (local TOP15 e-commerce traffic fell 2.7% YoY), the retail industry is entering a dual-track framework: "Online D2C for brand building, and offline B2B wholesale distribution," building an omnichannel safety net with high gross margins and high inventory turnover.

Trend 2: AI-Powered Intelligent Enablement and Precision Marketing Break Through Traffic Dividend Bottlenecks

◆ Hyper-Personalization Driven by Algorithms:

Facing contraction pressures caused by traffic concentration in small-to-medium e-commerce, the retail industry is fully adopting Agentic AI and machine learning. This enables precise audience tagging, dynamic content recommendations, and Marketing Automation, effectively lowering Customer Acquisition Cost (CAC).

◆ AI-Enabled Smart Supply Chain and Inventory Forecasting:

By combining historical sales data, seasonal fluctuations, and market big data, AI autonomously conducts sales forecasting and multi-warehouse replenishment recommendations. It delivers precise inventory management for long-lifecycle products (such as lifestyle goods) and high-turnover categories (such as food and groceries), reducing the risk of obsolete inventory.

Industry Overview

Trend 2: AI-Powered Intelligent Enablement and Precision Marketing Break Through Traffic Dividend Bottlenecks

◆ Dynamic Pricing and Gross Margin Optimization:

Algorithms monitor competitor pricing and channel supply-demand dynamics in real time, allowing companies to flexibly adjust channel pricing strategies and promotional bundles to ensure overall gross margin remains at a high level.

Industry Overview

Trend 3: Restructuring Consumer Value, Focusing on "Vertical High-Growth Categories" and "Instant Fulfillment Experiences"

◆ Precision Targeting of High-Potential Vertical Sectors:

While traditional large durable furniture declined due to real estate market fluctuations (-2.3%), specialty cultural and educational entertainment products (11.5% penetration rate, highest across all sectors; +6.4% online sales), pet supplies (+8.0% industry growth, market size exceeding NT\$80 billion), and food and beverages (+4.4%~8.0% growth) achieved high growth against the trend.

◆ Price Point Gap and Business Opportunities in Gifting and Self-Use:

A significant supply gap exists in the market within the NT\$800–3,000 price range. Demand for high-quality lifestyle goods and hospitality soft furnishings—tailored for "personal upgrades and decent gifting"—is strong, offering competitive advantages such as "non-standardized products, price incomparability, and defensible gross margins."

Trend 3: Restructuring Consumer Value, Focusing on "Vertical High-Growth Categories" and "Instant Fulfillment Experiences"

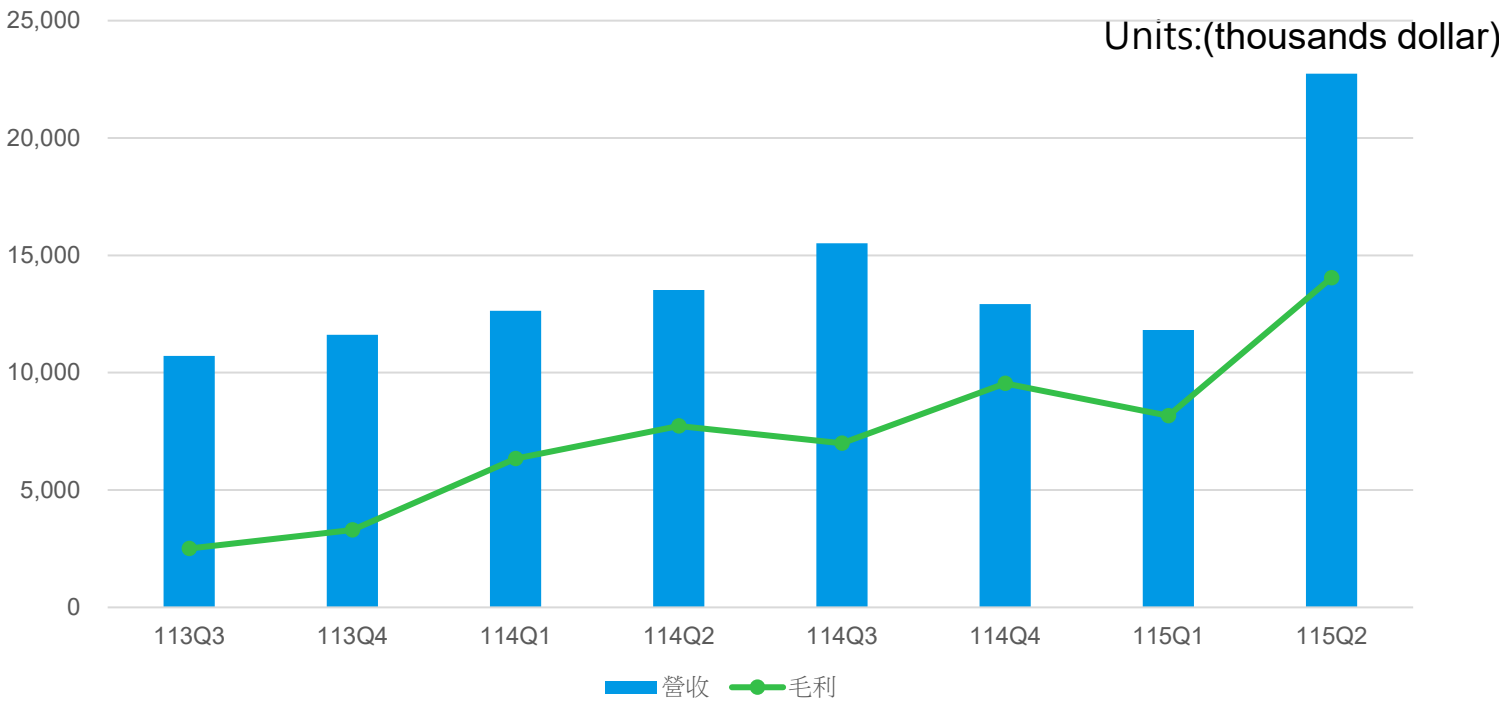
◆ Seamless Fulfillment and Generational Segment Preferences:

Consumers show extremely high retention for "instant delivery, transparent package tracking, and streamlined returns/exchanges." Gen Z prefers social content-driven shopping and IP collaborations, while mature generations prioritize physical store trust and premium post-sales service, necessitating differentiated operations across omnichannel Touchpoints.



Financial Overview

Financial Overview



Focusing on Core Operations: 2026 Q1 and Q2 focused on ticketing and warehousing services, delivering significant growth in profitability.

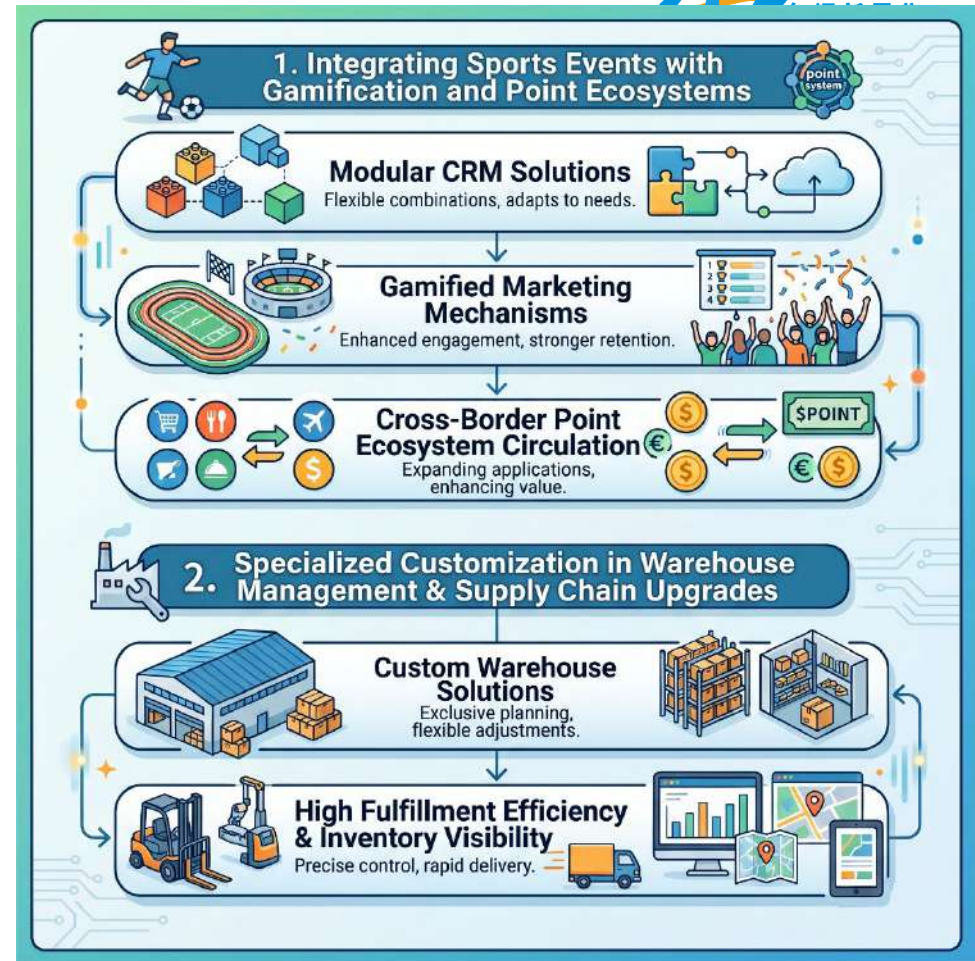


Business Model and Outlook

Operations Outlook

1. Modularization and Gamification of CRM Marketing Features

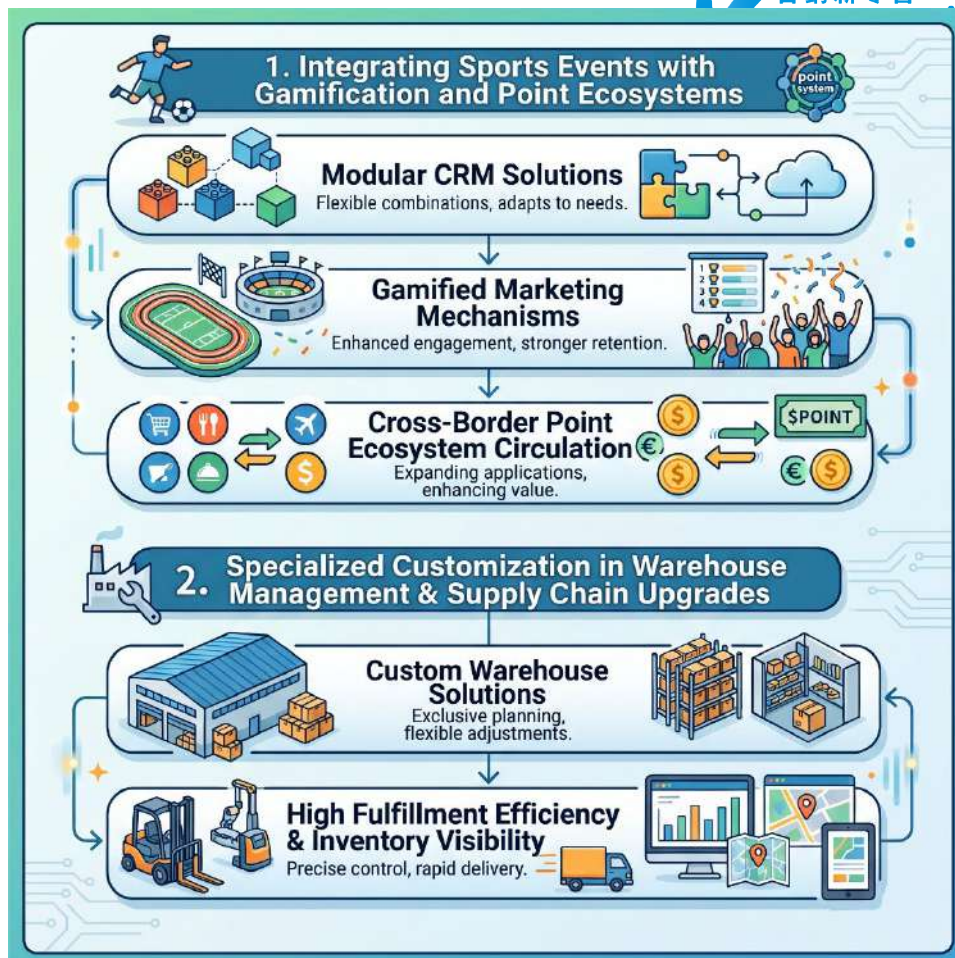
- **Modular CRM Solutions:** By modularizing customer tags, automated marketing journeys, and AI data analytics tools, it provides clients across various industries (such as food & beverage, retail, and sports & leisure) with a highly flexible, plug-and-play membership operations architecture.
- **Sports Events Combined with Gamified Marketing:** Integrating fan interaction, task unlocking, real-time predictions, and digital badge mechanics significantly enhances sports community activity and membership retention.
- **Cross-Industry Circulation in the Points Ecosystem:** Continuously driving cross-industry reward point exchanges and partner-channel redemptions to build a high-conversion value circulation ecosystem.



Operations Outlook

2. Refined Customization in Warehouse Management and Supply Chain Upgrades

- Customized Warehousing Solutions: Will continue to expand services for special product categories, offering dedicated sorting, customized packaging, and multi-warehouse dispatching services.
- High Fulfillment Efficiency and Inventory Visibility: Implementing smarter inventory management methods to help brand clients accurately track safety stock levels, reduce deadstock risks, and optimize reverse logistics experiences.



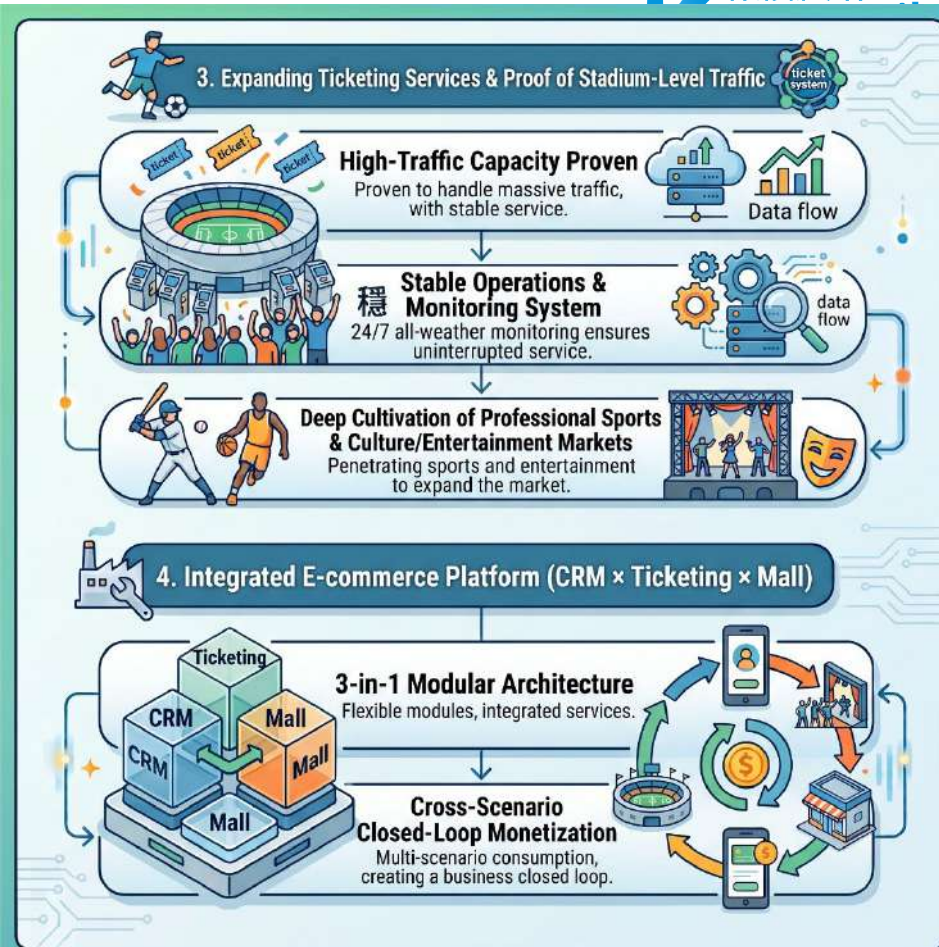
Operations Outlook

3. Expansion of Ticketing Services and Dome-Level Traffic Validation

- **High-Traffic Handling Track Record:** Featuring cloud scalability and a stable architecture, the ticketing system has successfully passed testing by large-scale sports events and high-concurrency traffic at the scale of Taipei Dome this year, and will continue to challenge more application scenarios in the future.
- **Deep Cultivation in Professional Sports and Entertainment Markets:** Expanding partnerships with more sports teams, while actively extending high-traffic ticketing solutions to major concerts, exhibition events, and theme venues.

4. Integrated E-Commerce Platform (CRM × Ticketing × Online Store)

- **3-in-1 Modular Architecture:** Deeply integrating core modules including "Member CRM," "Ticketing Retail," and "Online Store" to provide brand merchants with a one-stop digital retail operations solution.
- **Cross-Scenario Closed-Loop Monetization:** Creating a seamless consumption experience of "Ticket Purchase - Merchandise Add-on - On-Site Experience - Member Points Earned - Online Repurchase." This establishes a cross-scenario consumption flywheel to help brands maximize Average Order Value (AOV) and Lifetime Value (LTV) per member.



THANK YOU

For listening

