

FORMOSA OPTICAL Investor Conference

[Stock Code: 5312]





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Company Profile



FORMOSA OPTICAL TECHNOLOGY CO.,LTD.

Chairman: Tsai Kuo-Chou

Vice Chairman: Tsai Kuo-Ping

President: Lin Chun-Hsiung

Operations : Optical chain stores

Capital stock:600 Million

Total number of employees: 1,200

Number of direct sales stores: 292



History of Formosa Optical



2018

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SOLO MAX was set up in East District Underground Stores leading the trend of fast fashion.

2017

Expending La Mode business territory to catch sunglasses opportunities in the department stores.

2016

Started selling Japanese RIONET hearing aid.

2011

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■ Lutein and other health foods were Launched to advance towards all-round vision care.

2004

Acquired KING COME chain stores.

2003

Acquired Wen Hsiung chain stores and expanded into the sub-brand pathway period.
 2001

■ The group appointed Tsai Kuo-chou as chairman of Formosa Optical.

1999

- FORMOSA OPTICAL was listing in Taiwan 1576
 - The first "Formosa Optical shop" was set up in Sanchong District, New Taipei City

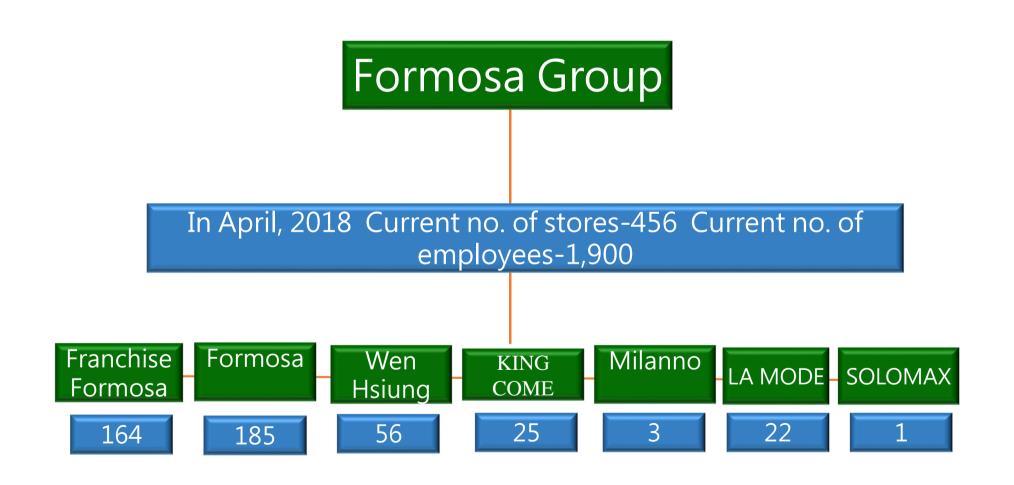
Stores expansion





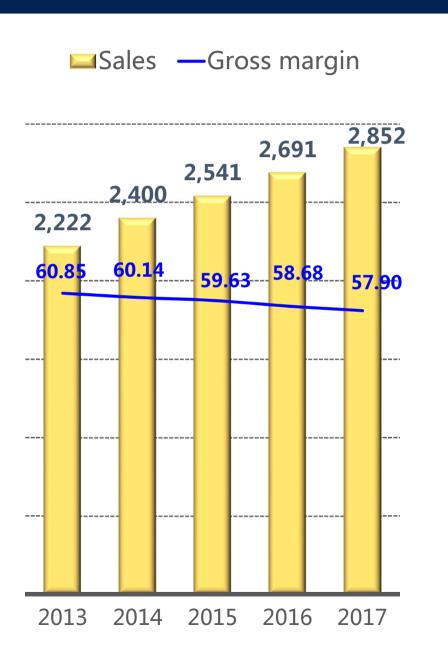
Organization

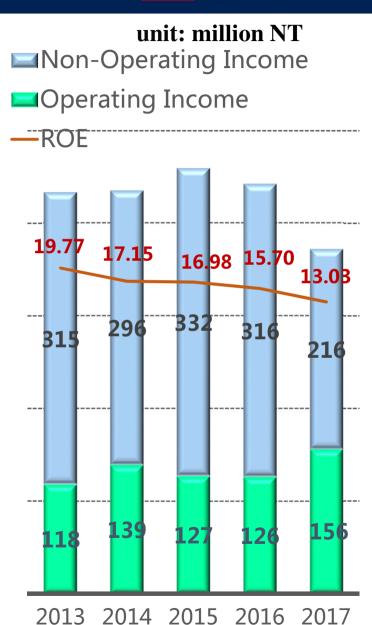




Financial performance of the previous 🏻 🏺 實 隽 暖 鏡

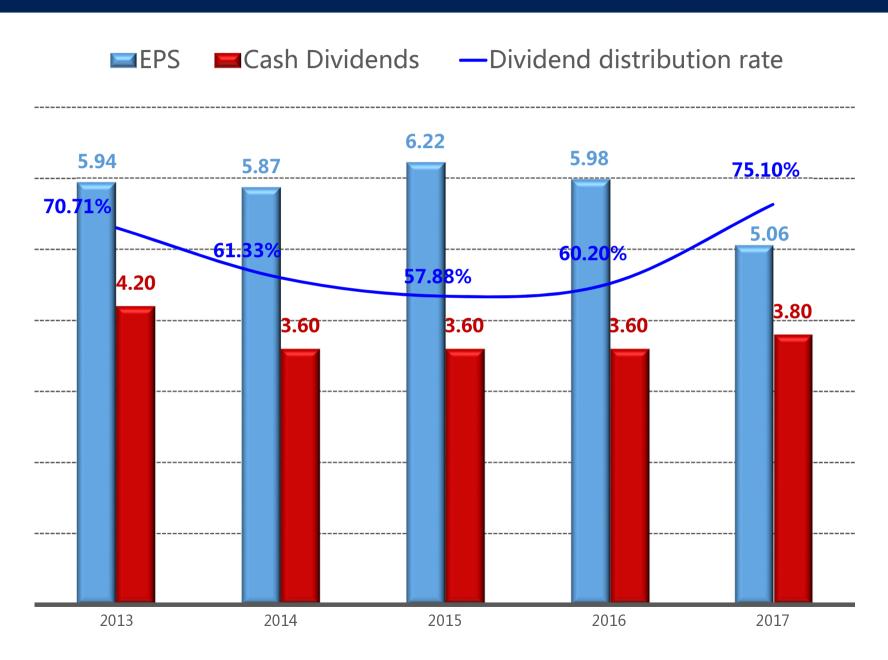






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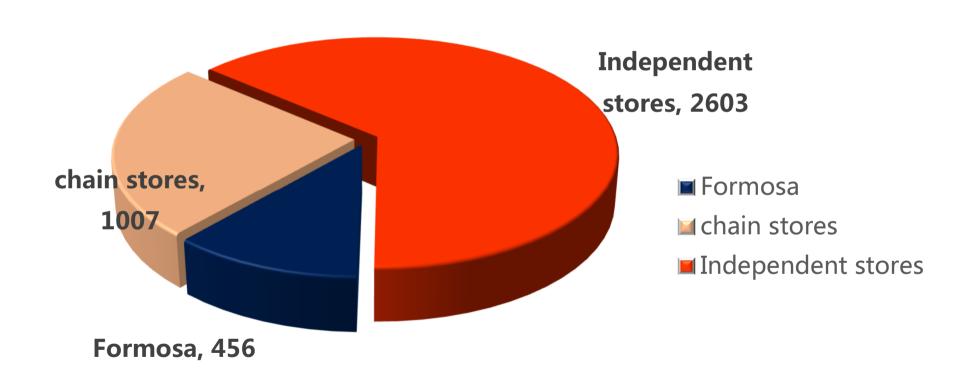
Consolidated Financial Statement



Unit: NT\$k	2018Q1	2017Q1
Operating Revenue	740,544	722,126
Gross Profit	423,266	423,711
Gross margin	57.16%	58.68%
Operating Expenses	385,786	379,834
Operating Income	37,480	43,877
Non-Operating Income	58,299	80,047
Income before Tax	95,779	123,924
Tax Expense	63,618	21,793
Net Income	32,161	102,131

Eyewear Market in Taiwan









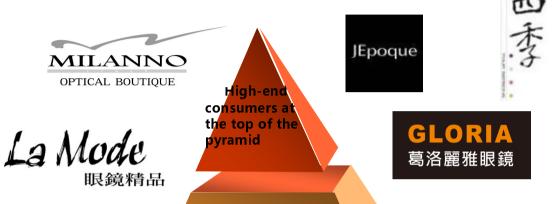






Market Position







Average working class and mid- to high-end groups





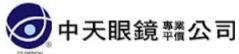












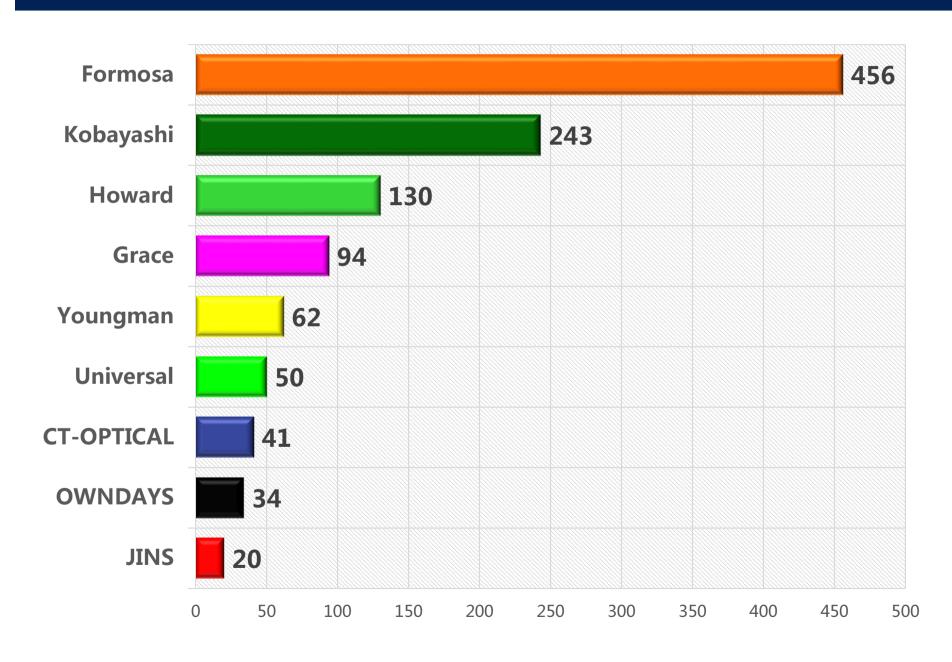






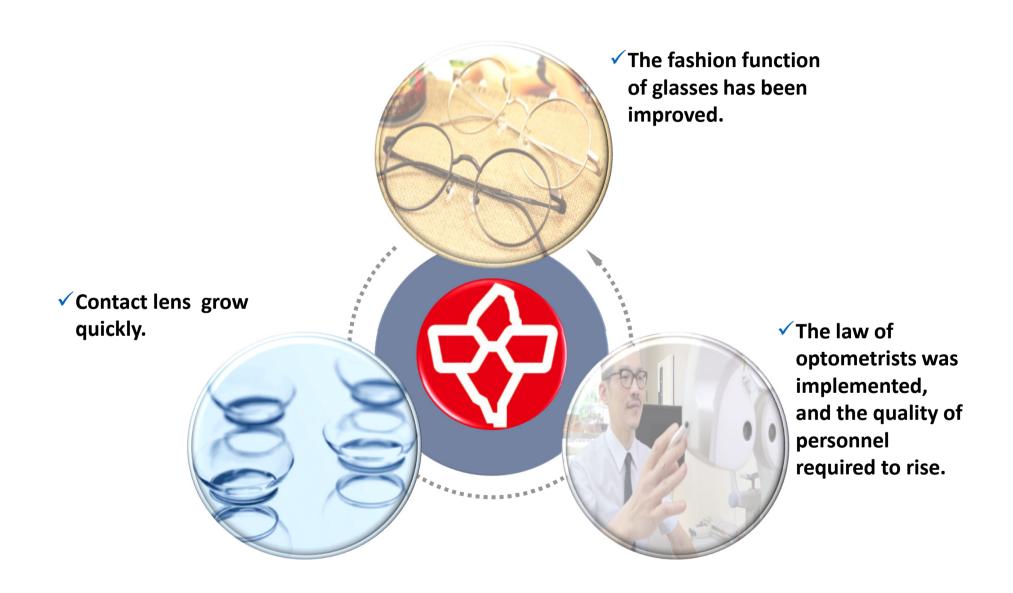
Comparison of chain stores in Taiwan





Industry trends





Future development -SWOT analysis



- Advantage of channel of scaleGood company system and transparency
- Value of brand image
- Advantage of supply chain integration
- Complete education, training system and facilities
- Strong marketing and merchandising ability
- Standardized operation

Strengths

Opportunities

- Insist on providing high qualities of goods, so it cost more than other trades
- Spend more cost than other trades because we pay attention to the education of staff

Weaknesses

satisfy the needs of customers at all levels

Strengthen regional

- marketing to enhance competitiveness

 Strengthen the member management and the network marketing, achieve the
- virtual reality integration
 Commodity benefit development, stimulate consumption
 The formulation and implementation of
- the law of optometrist
- The development of Asia
 Combination of production and marketing

Threats

- Laser surgery is increasingly mature and convenient
- Trade poaching
- Consumer demand changing the product portfolio
- The development and future prospect of business circle in Taiwan

Future development -Business strategy





management

2. Strength the value of

每月5號

virtual reality integration

Integrate various social **Enhance Brand value**

tools to guide members

to the offline stores and

promote loyalty of members. 3. Improve product

Overseas development

Compound

goods

1. Asian market

- 1. lutein
- 2. facial mask
- 3. Hearing AIDS
- 4. Soda water

quality

services

4. Fulfill technical training

Thank You

Q&A

專注細節 成就完美

