



# FORMOSA OPTICAL Investor Conference

【Stock Code : 5312】



## Stakeholder contact information

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112/12/11

# Subject Index

- I. Company Profile
- II. Financial Performance
- III. Market Profile
- IV. Business Development



# Company Profile



FORMOSA OPTICAL TECHNOLOGY CO.,LTD.

Chairman : Tsai Kuo-Chou

Vice Chairman : Tsai Kuo-Ping

General Manager: Tsai Yi-Shan

Operations :Optical chain stores

Capital stock:600 Million

Total number of employees: 1,400

Number of direct sales stores: 347





# History of Formosa Optical



1976

1999

2001

- The first "Formosa Optical shop" was set up in Sanchong District, New Taipei City.
- FORMOSA OPTICAL was listing in Taiwan Exchange.
- The group appointed Tsai Kuo-chou as chairman of Formosa Optical.

2003

2004

2011

2017

- Acquired Wen Hsiung chain stores and expanded into the sub-brand pathway period.
- Acquired KING COME chain stores.
- Lutein and other health foods were Launched to advance towards all-round vision care.
- Expending La Mode business territory to catch sunglasses opportunities in the department stores.

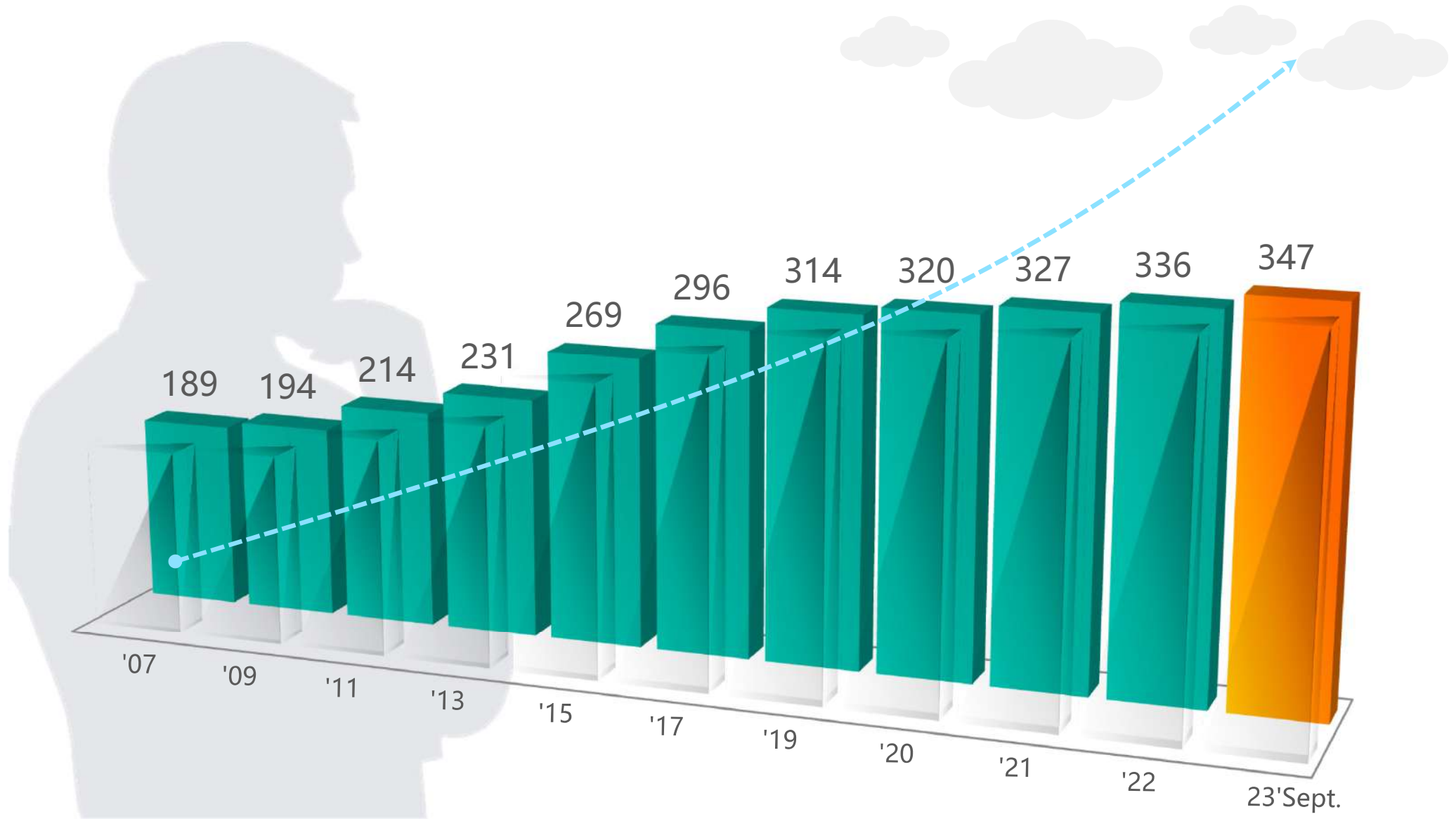
2018

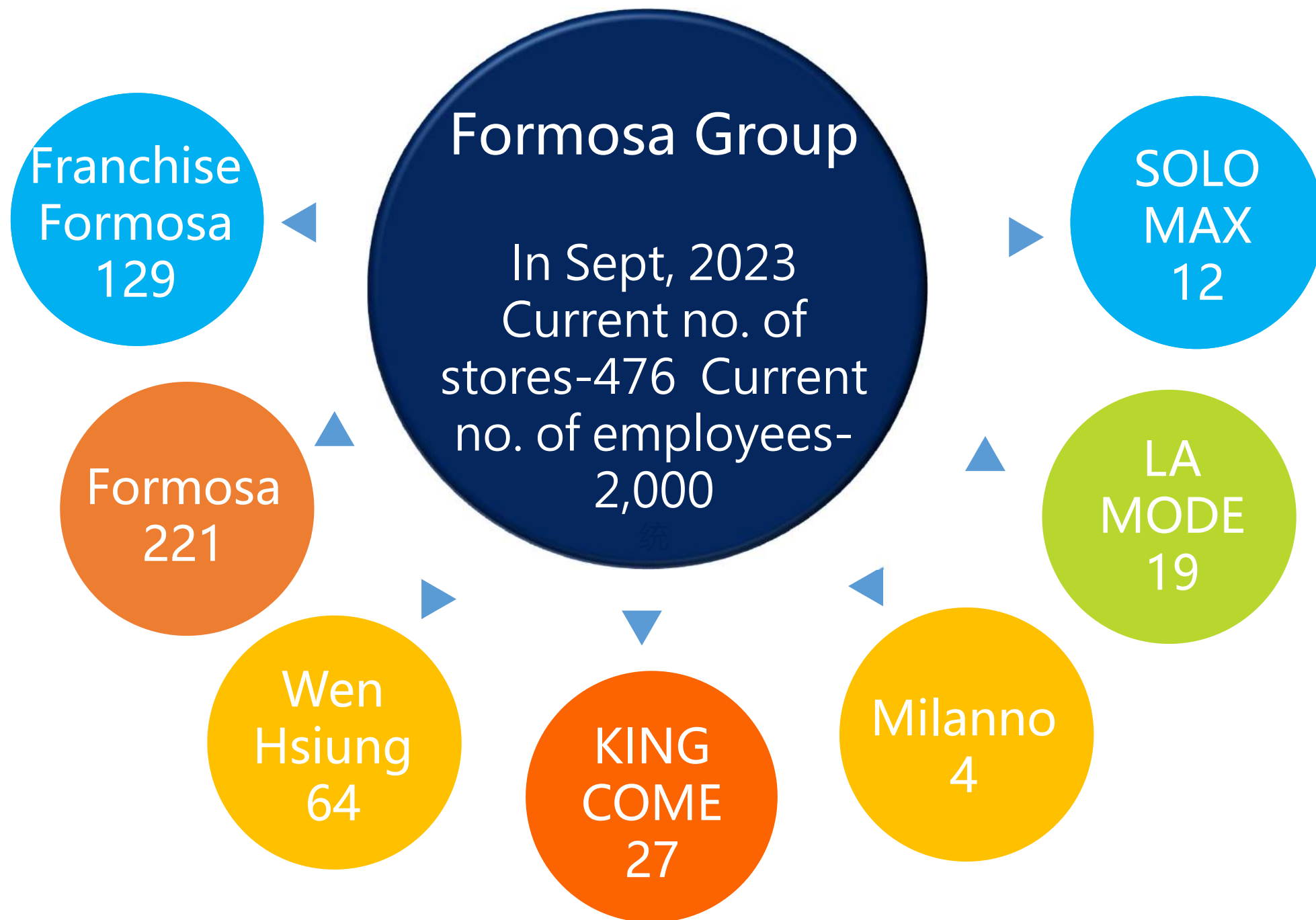
2019

2022

- SOLO MAX was set up in ATT4FUN and Shin Kong Mitsukoshi Nanxi Store, leading the trend of fast fashion.
- Create a wonderful consumer experience and omnichannel marketing plan to promote the digitalization of stores.
- Established Baoanshi Technology Co., Ltd., responsible for ophthalmology-related business.

# Stores expansion

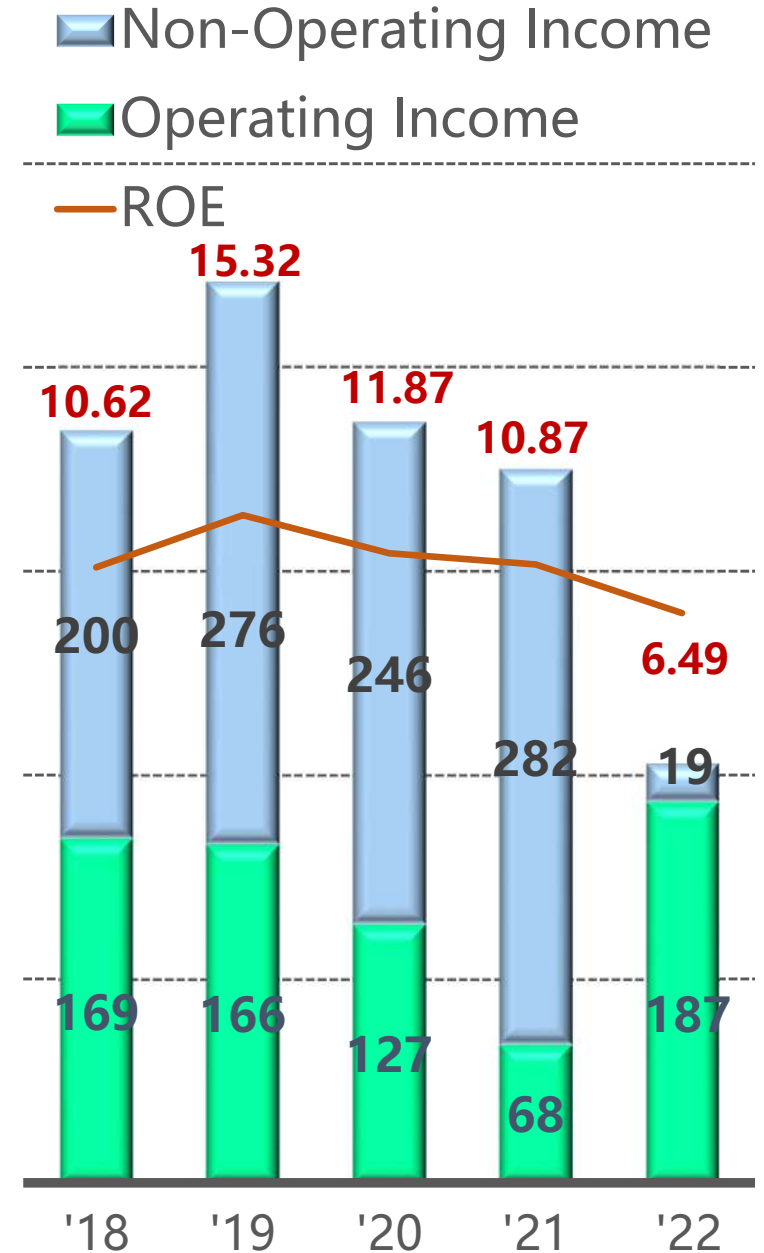
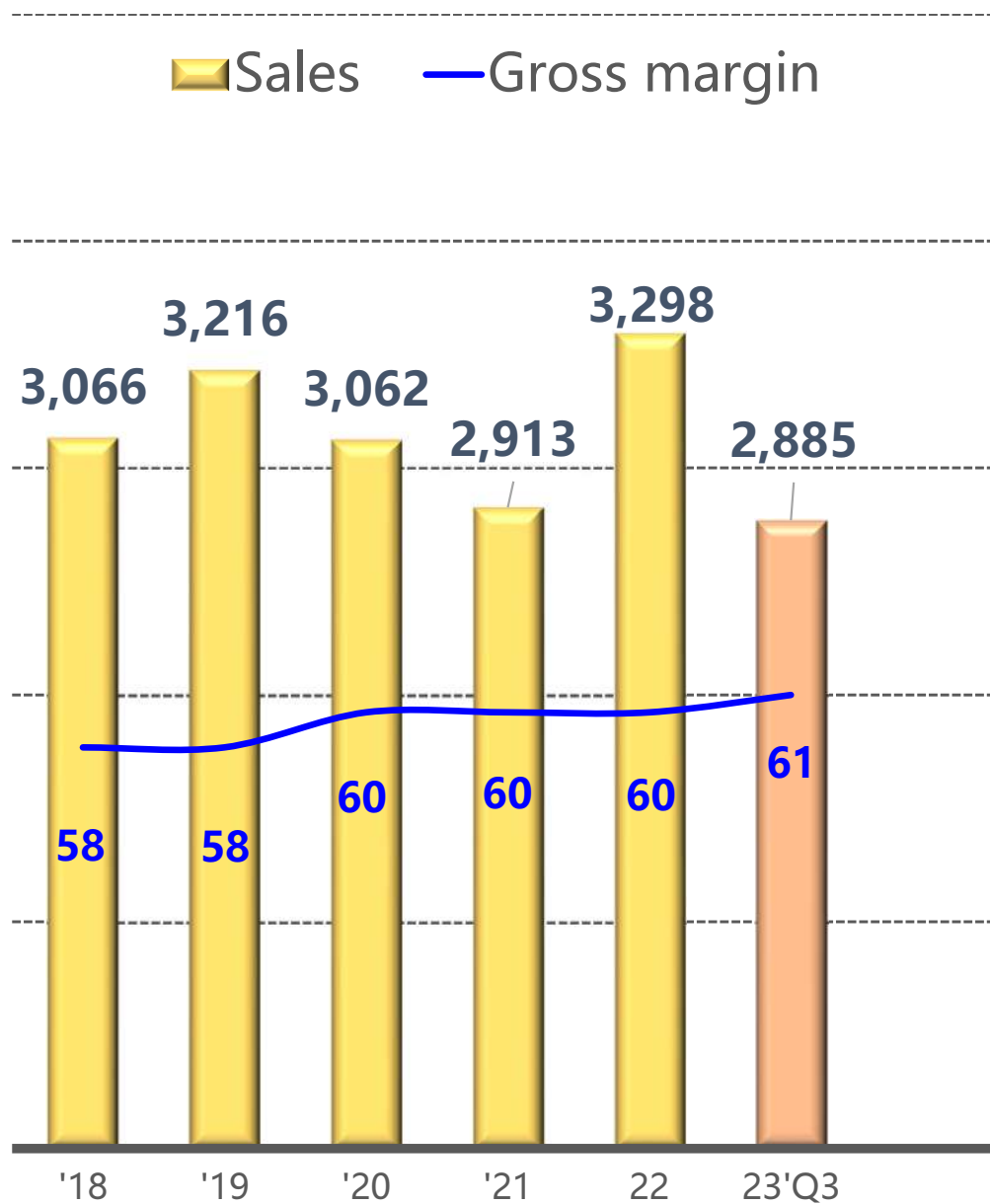




# Financial performance of the previous

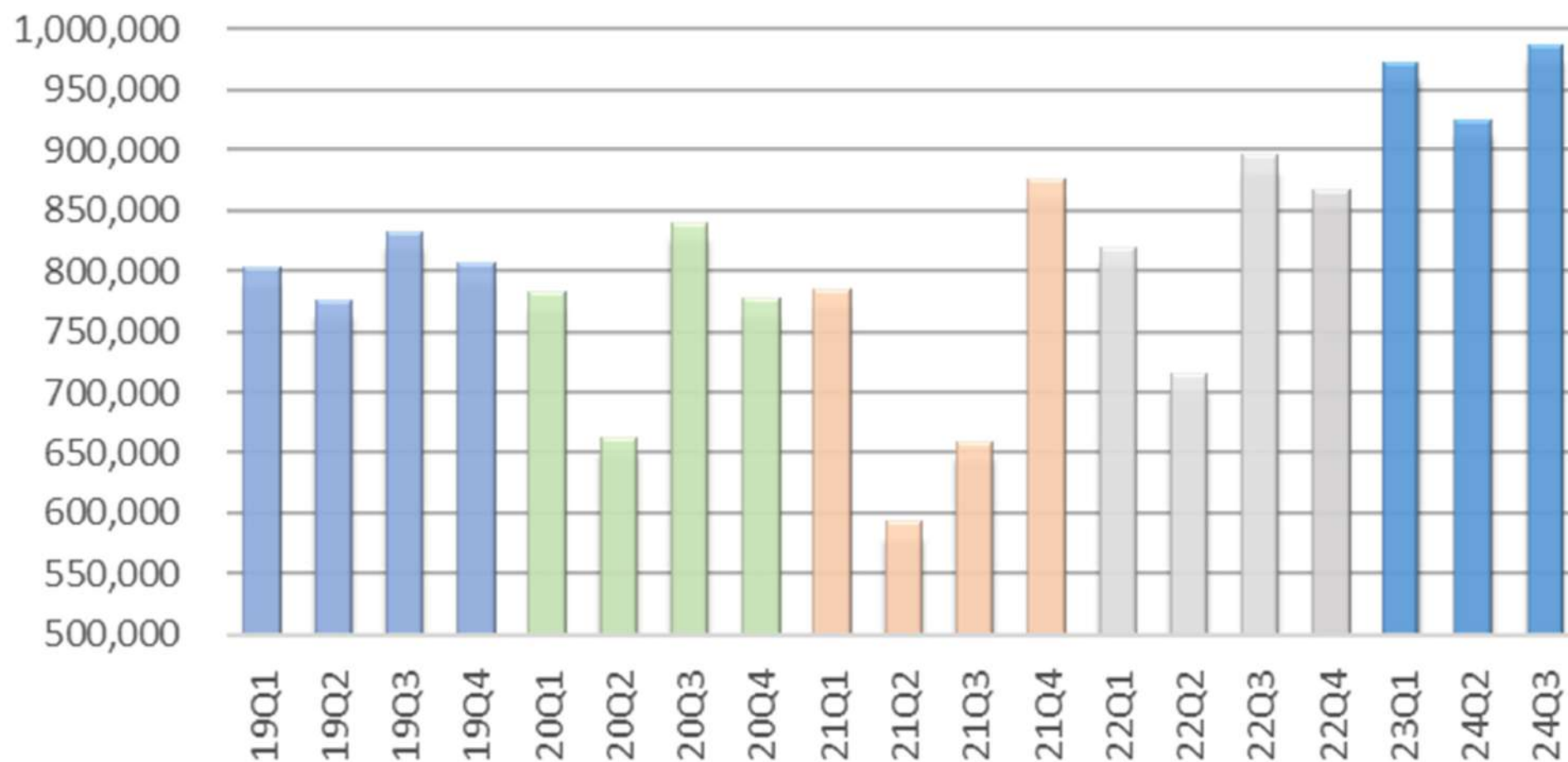


unit: million NT



Unit: NT\$k

## Sales





# Consolidated Financial Statement

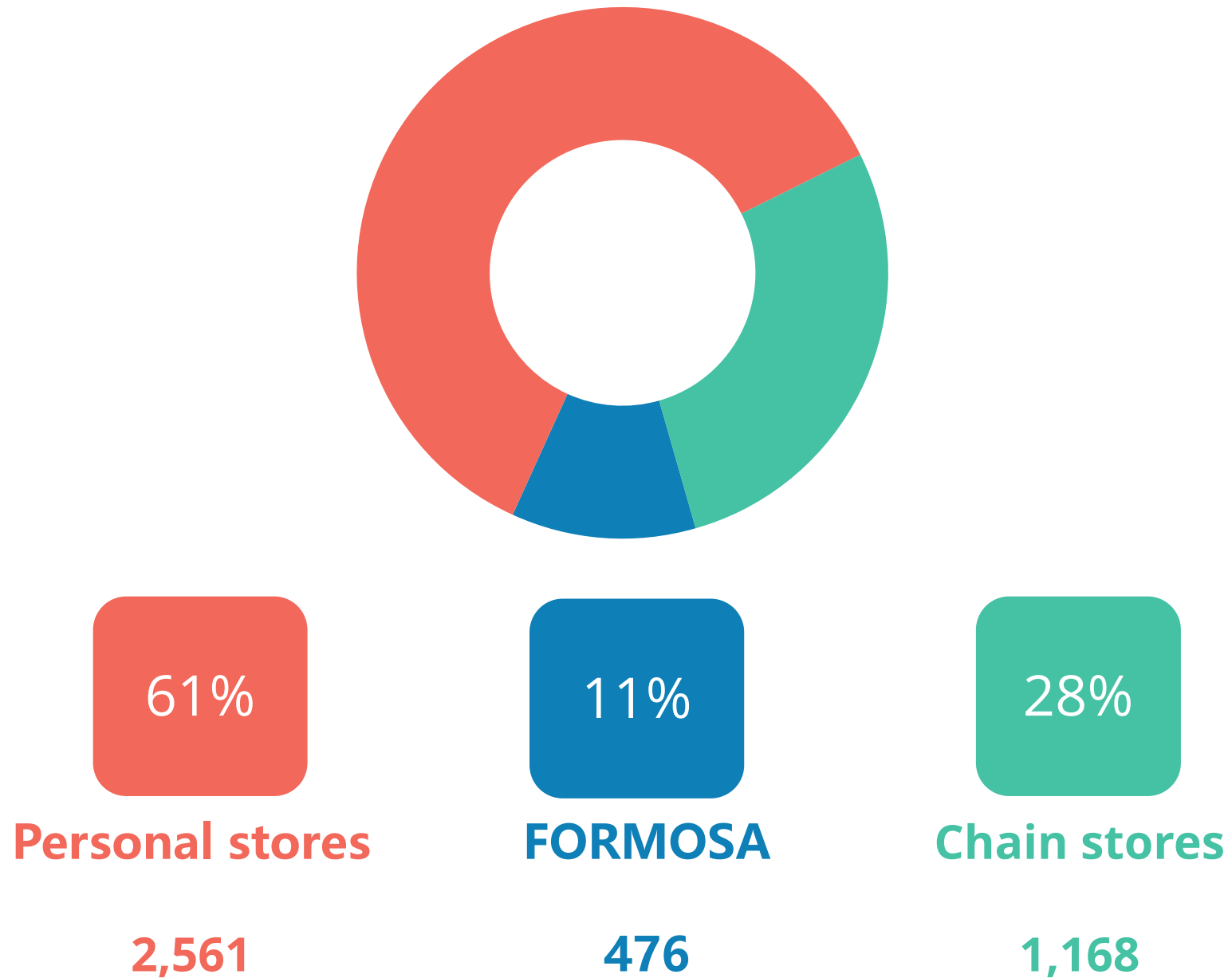


| Unit: NT\$k          | 112Q3   | 111Q3   | 112<br>Q1~Q3 | 111<br>Q1~Q3 | Q1~Q3<br>Diff |
|----------------------|---------|---------|--------------|--------------|---------------|
| Operating Revenue    | 987,453 | 895,576 | 2,884,732    | 2,431,109    | 453,623       |
| Gross Profit         | 602,833 | 549,342 | 1,771,483    | 1,486,444    | 285,039       |
| Gross margin         | 61.05%  | 61.34%  | 61.41%       | 61.14%       | 0.27%         |
| Operating Expenses   | 525,745 | 475,160 | 1,522,281    | 1,362,823    | 159,458       |
| Operating Income     | 77,088  | 74,182  | 249,202      | 123,621      | 125,581       |
| Non-Operating Income | 51,542  | 42,983  | 124,499      | 49,871       | 74,628        |
| Income before Tax    | 128,630 | 117,165 | 373,701      | 173,492      | 200,209       |
| Tax Expense          | 10,088  | 23,483  | 54,731       | 35,027       | 19,704        |
| Net Income           | 118,542 | 93,682  | 318,970      | 138,465      | 180,505       |
| EPS                  | 1.97    | 1.56    | 5.31         | 2.31         | 3.01          |

# Dividend History



| Year of the dividend | Cash dividend | Stock dividend | Total dividends | EPS  | Payout Ratio (%) |
|----------------------|---------------|----------------|-----------------|------|------------------|
| 2022                 | 4.3           | 0              | 4.3             | 2.83 | 152              |
| 2021                 | 4.3           | 0              | 4.3             | 4.83 | 89               |
| 2020                 | 4             | 0              | 4               | 5.13 | 78               |
| 2019                 | 4             | 0              | 4               | 6.31 | 63               |
| 2018                 | 3.8           | 0              | 3.8             | 4.22 | 90               |
| 2017                 | 3.8           | 0              | 3.8             | 5.06 | 75               |
| 2016                 | 3.6           | 0              | 3.6             | 5.98 | 60               |

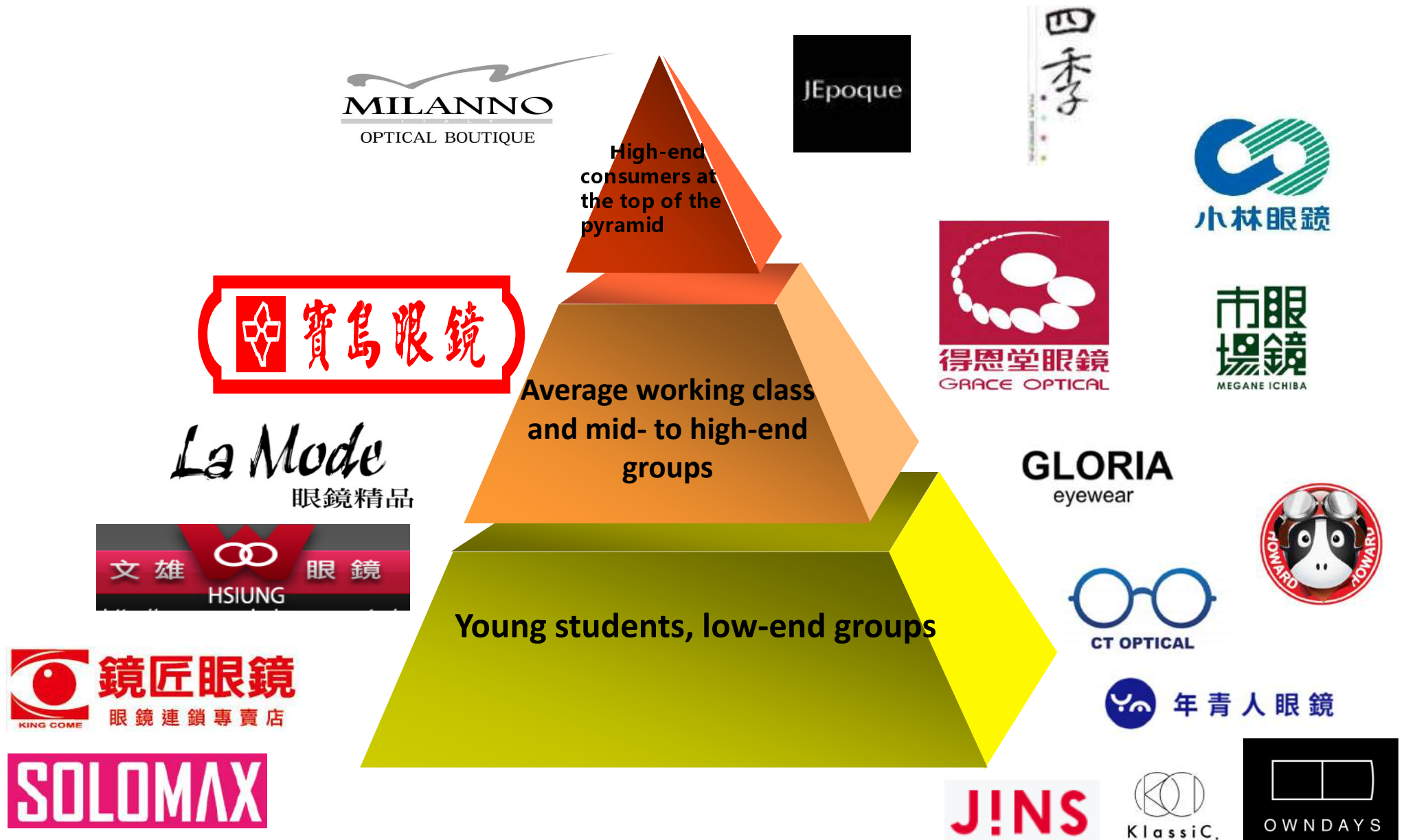


# Location of the store



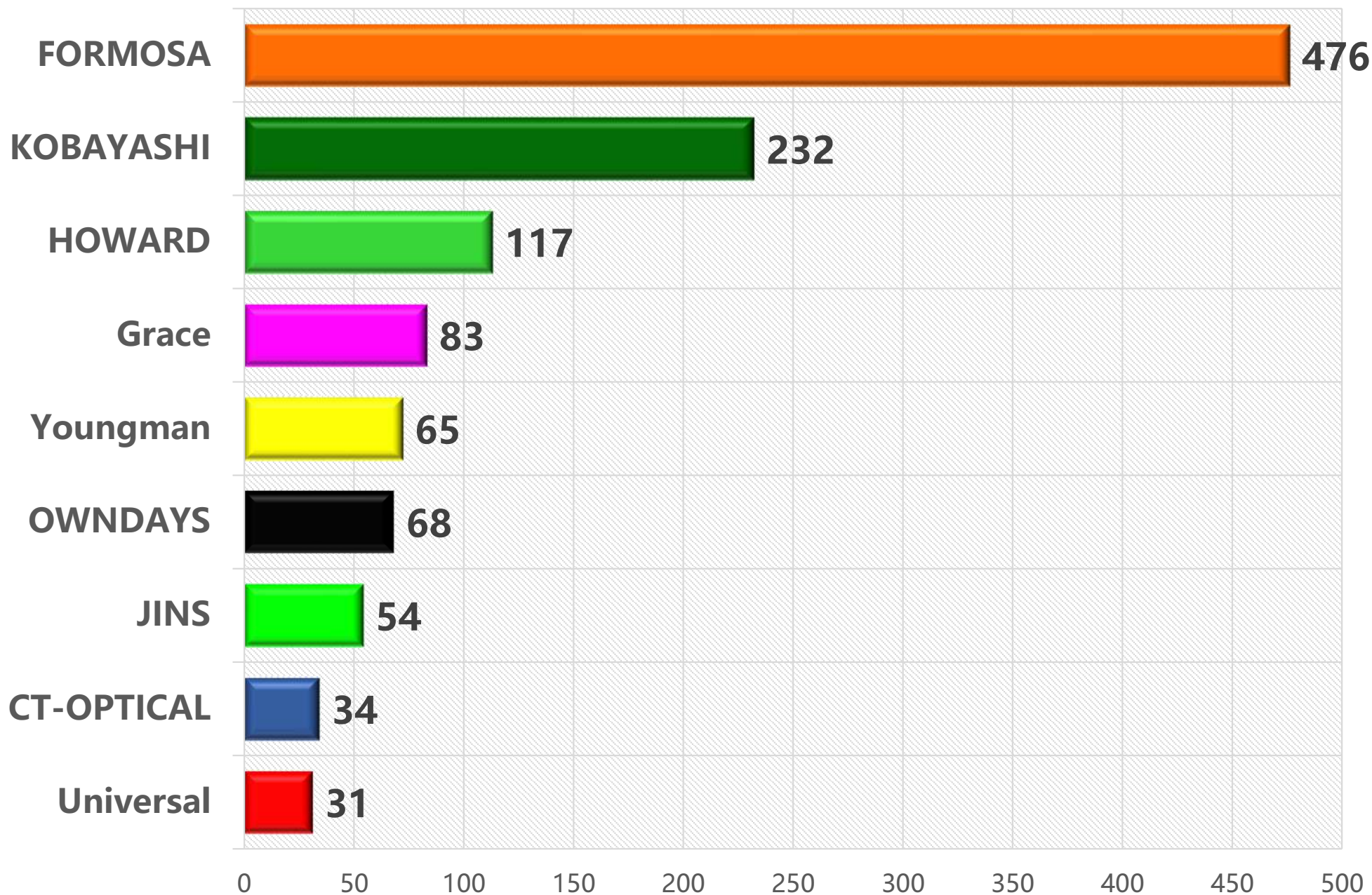


# Market Position

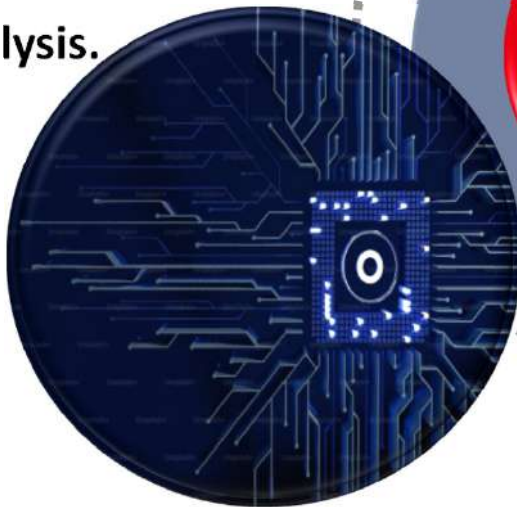




# Comparison of chain stores in Taiwan



✓ Digital transaction 、  
Big data analysis.



✓ The fashion function  
of glasses has been  
improved.



✓ The law of  
optometrists was  
implemented,  
and the quality of  
personnel  
required to rise.

# Future development -Business strategy



## Strengthen the management

1. Enhance Brand value
2. Strength the value of services
3. Improve product quality
4. Fulfill technical training



## virtual reality integration

Integrate various social tools to guide members to the physical stores and promote loyalty of members.



## Compound goods

Transform into all-channel wisdom retail and make good use of digital tools and add electronics payment

## Compound goods

1. lutein
2. facial mask
3. Soda water

# Business strategy- SWOT analysis



## SO Strategy

Utilize years of accumulated experience and data to leverage the powerful business opportunities of the data economy through big data analysis and intelligence.

- More than 40 years of rich information
- Huge channels all over Taiwan
- Multi-brand operation and high market share
- Diversified management

### Strengths

- Glasses gradually become one of fashionable accessories
- Due to regulatory restrictions, the continuity of physical channels and virtual channels is low

### Weaknesses

## WO Strategy

- Use big data for precise marketing
- Establish smart customer service and improve service quality

## ST Strategy

- Provide customer-specific services through big data analysis
- Teach employees how to operate new services through complete education and training

### Opportunities

- Leading the industry in digitalization
- Complete educational training
- Information transparency
- Taiwan has the highest rate of myopia in the world

### Threats

- The population of contact lens wearers increases and the glasses market is saturated
- The Optometric Personnel Act laws was passed, and the store cost increased

## WT Strategy

- Experience economy
- Emphasize differentiated services
- Strengthen professional and industry-university cooperation



## Happy enterprise 、 Outstanding store manager selection

隱藏版的好工作！這產業穩定調薪又有獎金



根據世界衛生組織 (WHO) 調查，各國近視率約介於8-62%之間，台灣光是18歲以下的近視率就高達85%，成為另類的「全球第一」。身處「人手一機」的世代，近視問題日益嚴峻，2016年《驗光人員法》正式上路，讓配鏡不再是單純的買賣行為，更是法律認證的醫事專業，帶動視光產業蓬勃發展。

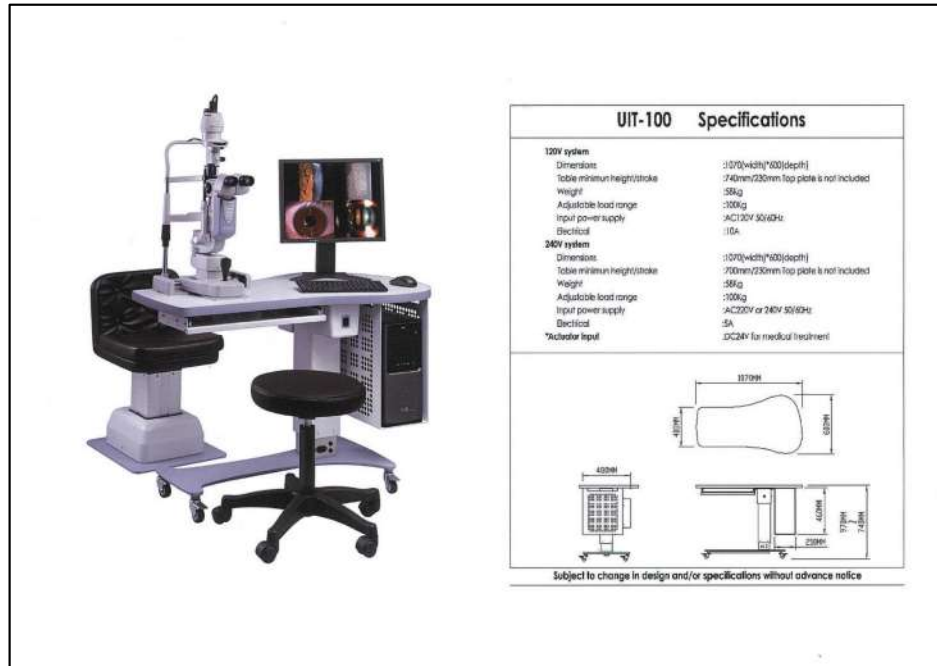
因應趨勢，全球最大華人眼鏡連鎖集團「寶島眼鏡」推動轉型，近年積極招募相關人才，除與大專院校視光學系進行產學合作外，更推出「就學輔導方案」，協助非本科生在職進修，員工習得一技之長的同时，公司亦增添專業形象，創造雙贏局面。

寶島眼鏡人資長周克倫指出，視光產業的性質其實相當特殊，因其具有證照制度，相較於一般零售業，求職相對容易且穩定，而作為醫事人員的一份子，亦是少數得以進行銷售行為，並因此獲得額外報酬者，可說是集雙方優點於一身。





# Business strategy - Professional upgrade program

| UIT-100 Specifications      |   |
|-----------------------------|---|
| <b>100V system</b>          |   |
| Dimensions                  | 1070(W)×1420(D)×820(H)                  |
| Table minimum height/stroke | 745mm/230mm (top plate is not included) |
| Weight                      | 58kg                                    |
| Adjustable load range       | 100kg                                   |
| Input power supply          | AC100V 50/60Hz                          |
| Electrical                  | 10A                                     |
| <b>240V system</b>          |   |
| Dimensions                  | 1070(W)×1420(D)×820(H)                  |
| Table minimum height/stroke | 700mm/230mm (top plate is not included) |
| Weight                      | 58kg                                    |
| Adjustable load range       | 100kg                                   |
| Input power supply          | AC200V or 240V 50/60Hz                  |
| Electrical                  | 5A                                      |
| *Inclinator Input           | DC24V for medical treatment             |

Subject to change in design and/or specifications without advance notice

ESSILOR

SEEING THE WORLD BETTER

## WAM 700前導波7合1測量儀

All-in-one(七合一)的全自動像差測量儀，提供0.01精度驗光、角膜地圖儀、角膜厚度測量儀、眼壓計的詳細測量結果。可多螢連接及迅速匯出或列印完整檢查報告。

快速全自動的測量流程

• 自動追蹤測量 •



### Optional Accessory: PC-505

**PC-505**  
Print Chart

Expanded Application of NB-505 For Your Daily Use

Daily Use - Videos on how to use NB-505 for your daily use.

Print Chart

### Compu Vision CV-5000

**Specifications**

|                    |                |
|--------------------|----------------|
| Power supply       | AC100V 50/60Hz |
| Printer            | Standard       |
| Printer cable      | Standard       |
| Printer ink        | Standard       |
| Printer paper      | Standard       |
| Printer resolution | Standard       |
| Printer speed      | Standard       |
| Printer weight     | Standard       |
| Printer dimensions | Standard       |
| Printer interface  | Standard       |
| Printer software   | Standard       |
| Printer warranty   | Standard       |

**System Chart**

TOPCON

### Computerized Lensmeter CL-300

TOPCON



## Eye-Ruler2 極智焦距定位儀

極智焦距定位儀、全方位諮詢服務、近視加老花問題一次搞定！

眼睛的構造很複雜，若因為眼睛焦點驗配位置偏差，會影響配戴眼鏡的舒適度及清晰度，所以配眼鏡這件事，不是只有量度數這麼簡單，一定要量身訂製！

而您知道嗎？臉的形狀、耳朵高低、眼睛位置、頭部的傾斜角度以及鏡框戴在鼻樑上的位置，都必須經過精密量測後和鏡片相互匹配，才能擁有最精確舒適的視覺。因此全台灣最大眼鏡通路龍頭-寶島眼鏡特別引進配鏡最新科技Eye-ruler2極智焦距定位儀，希望提供消費者更專業且精確的智能配鏡體驗。



# Business strategy - Applied technology



1. Professional optometry equipment and auxiliary equipment system application.
2. Strengthen professional product inspection and promotion.
3. Electronic Medical Record System.

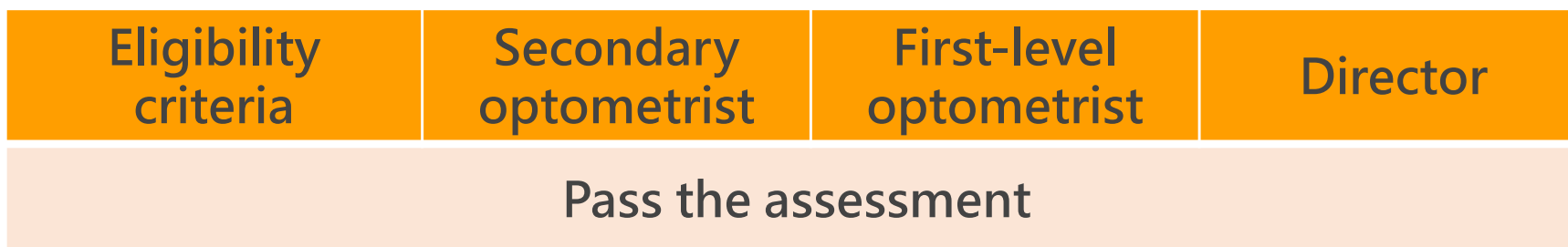
experience zone of progressive lenses



# Business strategy - Rooted technology



Annual achievement



# Optometry license counseling project

Scholarship  
system

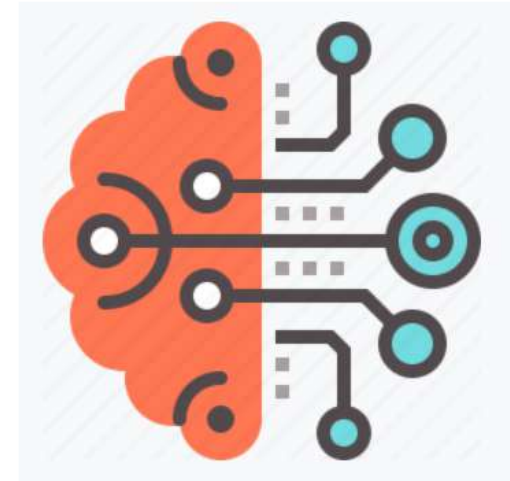
Encouraging  
advanced studies

Schools offer  
special classes

Store  
internship



Student loans



Cooperative college  
graduates are  
preferred

Internship Forum  
and  
Employment briefing



# Business strategy -Virtual reality integration



**Develop smart retail channels**



**Strengthen the operation of the  
online community platforms**



**Mobile payment EYE-PAY**



**Member management**

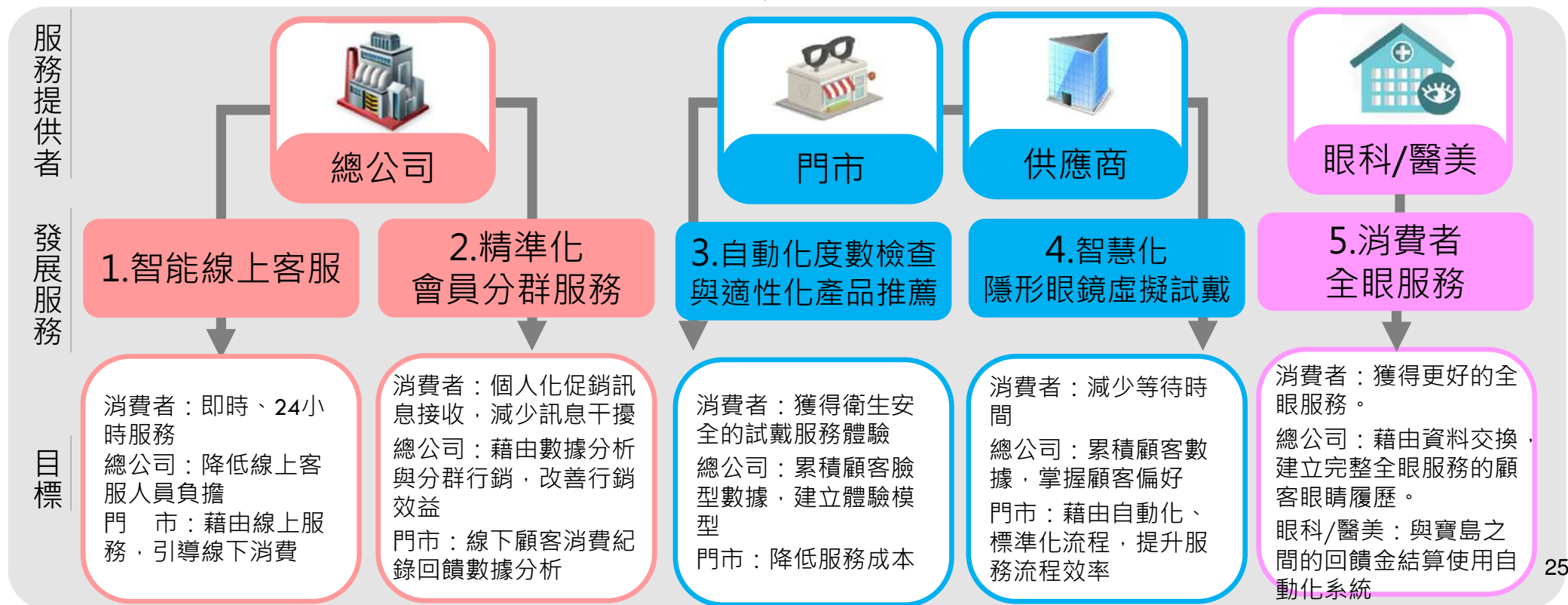


## 計畫目標

- 結合資通訊科技發展以顧客消費體驗為主的智慧服務。
- 整合線上、線下服務，發展創新營銷模式。
- 建立國內眼鏡零售業創新的購物服務應用典範。
- 串整水平與垂直異業，帶動供應鏈發展。

## 極智配鏡體驗與全通路智慧引客服務計畫

服務對象



# Business strategy - Joint goods

寶島眼鏡以台灣在地的領導品牌，融合了永續、環保精神與在地年輕設計師進行聯名合作，並將特殊環保材質運用在此次合作的商品和贈品上，此外更提供重複性購物袋以取代一次性塑膠袋，以減少對環境的影響，實踐環保精神並承諾永續發展。



## 寶島眼鏡 × 台灣設計師 聯名系列商品

留言抽好禮  
把聯名側背包+親筆畫版帶回家





# Business strategy - Facebook operation



いくいく小高潮色計事務所 · 追蹤  
7月27日下午7:15 · 公開

\寶島眼鏡大fun送！/\

\* 寶島眼鏡贴心的提供「10個側袋包」要送給色貝\*

① 只要在本篇貼文留言，最喜歡這次聯名的哪個周邊？

EX: 我最喜歡「超音波清洗機」

② 抽獎活動至8/19截止！會抽出10名！

③ 將在8/23於此貼文留言串中，統一公布得獎名單。

\再分享一次這次聯名的完整資訊 /

① 整付配到好1,980元起

② 買就送地球好朋友組(專屬配件組+環保購物袋+再生筆記本)

③ 憑學生證免費升級濾藍光(價值\$1,000)

④ 下載APP升級鏡片現折500元

⑤ 超級實用的聯名週邊：側袋包 / 超音波清洗機

\* 詳情或更多款式可以找寶島眼鏡門市人員

- 官網：<https://bit.ly/46JElmf>

- 主打款鏡框：<https://bit.ly/3PR3bdN>

- 聯名系列商品：<https://bit.ly/46KX3K8>

#寶島眼鏡台灣設計師聯名系列

#寶島眼鏡讓你BE\_YOURSELF

#小高潮色計事務所



許雷文和其他3,031人

1,011則留言 454次分享

阿滴英文 · 7月20日 · 公開

大家都知道「眼鏡」才是我的本體  
眼鏡一脫掉大家就會認不出來我是誰🤪  
眼鏡對我來說除了是裝飾  
更代表創作者的身份！  
不過阿滴眼鏡從2015年一直用到現在  
是時候讓它休息一下，換點新氣象！

這次#寶島眼鏡 跟四位台灣設計師跨界合作  
邀請台灣在地設計師同時推出聯名眼鏡設計~  
有 包大山 Kingjun いくいく小高潮色計事務所  
還有我朋 Cherg 的 #馬來猴 設計款！  
超優秀的！一定要支持一下~~~



李俊霖和其他4,848人

385 96

Attractive joint products and good advertising make people share the article to each other.



# Business strategy -KOL operation



**jiroushanshan** • 追蹤  
台北市

**jiroushanshan** 4週  
媽媽我人生第一次當寶島眼鏡的model了!!! 😍😍😍

#寶島眼鏡  
翻譯年糕

**michelle\_850625** 4週  
好帥 羨望山山來台灣常常開開心的❤️

2個讚 回覆 翻譯年糕  
— 查看全部1則回覆

**donehannah** 4週  
近視?

2個讚 回覆  
— 查看全部1則回覆

1.1萬個讚  
7月24日



**dodo\_loraaaa** • 追蹤

**dodo\_loraaaa** 21週  
#文末有折扣  
寶島眼鏡跟SOU-SOU第三彈聯名來啦!  
SOU-SOU是一個我很喜歡的日本文創品牌,這次的系列鏡框和周邊商品真的超可愛的0'-0

我這支是圓框,鏡腳上還有許多小巧思  
鏡圈呈現出充滿文青風格的咖啡色調,而鼻樑、橋頭和鏡腳則散發著閃耀的玫瑰金光芒👉鏡腳更是別出心裁,上面雕刻了經典的繩梯子圖案,分別為純淨的白色、典雅的灰色,以及精緻的鏤空款式,充分展現了設計師的巧思,甚至鼻墊上也印有SOU-SOU的logo,這種細節設計更是讓人驚豔不已。

這此種細節設計的小細節,難得見得

cycletango和其他人都說讚  
3月24日

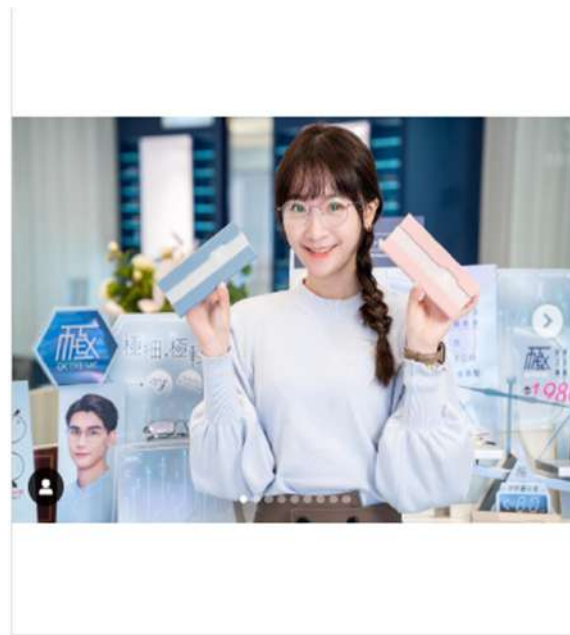


**54lin\_a** • 追蹤  
寶島眼鏡南門店

**54lin\_a** 6天  
#  
每到夏天都會想挑戰新造型👉  
寶島眼鏡讓我對眼鏡的搭配有了新的改變和想法的  
在寶島配眼鏡  
不僅是為了檢測視力  
更是一次新增小常識的體驗

寶島眼鏡南門店  
環境非常舒適明亮  
他們不僅提供各式各樣時尚的眼鏡款式  
還有專業的配鏡師提供的專業建議  
店內哥哥姊姊服務講解都超清楚  
確保我能找到最適合我風格和臉型的  
眼鏡❤️  
不僅讓我找到適合的眼鏡  
更讓我找回了自信呢!  
每次戴上新眼鏡

neil\_960313和其他人都說讚  
6天前



**wv\_0107** • 追蹤  
寶島眼鏡南門店-台南德安路司數位前鎮

**wv\_0107** 已編輯 • 25週  
-  
認識我的朋友都知道我有近視,但因為度數很輕所以不常戴眼鏡🙄

其實我除了有近視之外,還有散光  
ZZZ  
想到之前去學開車的時候,因為是晚上的時間,視線有點受到影響。  
(part.)\*。

可能不要借戴眼鏡,有時候配戴請問

nicole.yeh.0415和其他人都說讚  
2月12日

留言.....

# Accelerating digitization



- 1.Members managements.
- 2.Simplify and optimize platform and tools.
- 3.Implement various operations.  
(APP.EYE-SMART.EYE+PAY)
- 4.Application of the Big data analysis.
- 5.Points marketing.







既有服務加深、擴展

創應用

拓異業

擴同業



Online

- 智能線上客服

Online Offline

- 精準化會員分群服務
- 自動化度數檢查與適性化產品推薦


Offline

- 智慧化隱形眼鏡虛擬試戴
- 消費者全眼服務




- 智慧引客 
- 便利支付 
- 數據應用 

- 醫美/眼科診所
- 點數業者
- 零售電商
- 支付業者



WENHSIUNG



鏡匠眼鏡

# Business strategy - Member management



## Social communication tool

- APP breaks through 2.35 million downloads
- LINE@ friends more than 500,000 people

## Member management status

- More than 4 million members
- Nearly 70% of the member annual repurchase rate



## Expand publicity and activate membership points

- Advance corporate and campus activities to actively reach out to members
- Cross-industry cooperation to import more high-spending members

## Accurate marketing

- Successfully awakened 35% of old customers back to the store



# Future development -Second generation store



- The number of newly renovated stores increased to 155, accounting for 44% of the total number of stores.
- 100% of consumers liked the new decoration more than the original decoration in the market survey. More than 60% of consumers would like to go inside when pass by.



# Future development - Optometry Experience Center





# Future development - Wen Hsiung





# Future development - KING COME





Future development  
-Department store counter



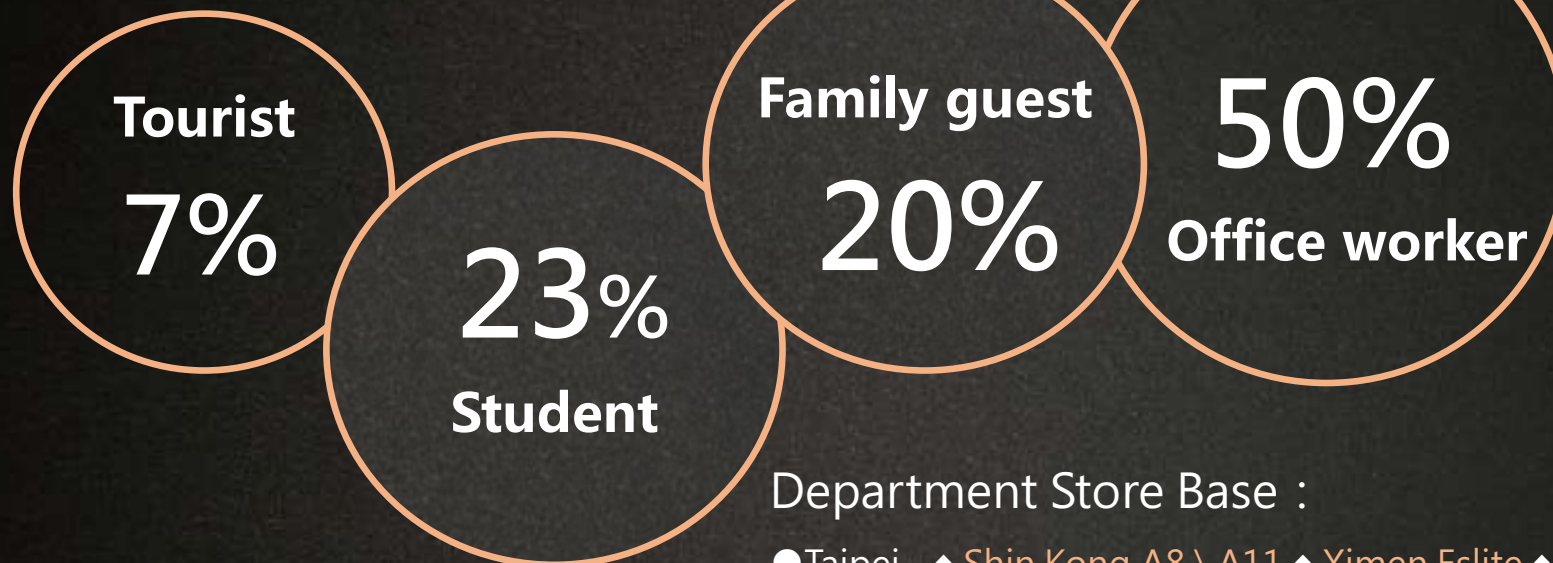
*La Mode*



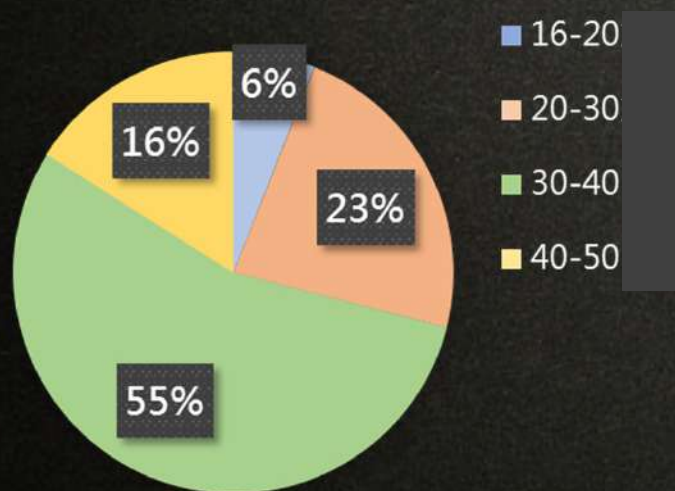
# Future development -Department store counter



## Target Customer Analysis



## Customer Age Analysis



## Department Store Base :

- Taipei - ◆ Shin Kong A8 \ A11 ◆ Ximen Eslite ◆ NanXi Eslite ◆ Yulong City ◆ Nangang Citylink ◆ HONHUI PLAZA ◆ Banqiao Eslite
- Taoyuan Hsinchu Miaoli- ◆ Zhongli SOGO ◆ Hsinchu SOGO
- Taichung- ◆ Park Lane by CMP ◆ TIGER CITY ◆ TAROKO MALL ◆ MITSUI OUTLET PARK ◆ Taichung Lihpao ◆ Showtime Live Taichung Wenxin Store ◆ 480 Taichung Eslite
- Kaohsiung- ◆ E SKY LAND
- Pingtung- Pacific Department Store Ping Tung



# Future development -Department store counter



## Counter display



台中大魯閣新時代

Future development  
-Fast Fashion



SOLOMAX

快 時 尚 眼 鏡 2 代 店





## E SKY LAND

DESIGNED BY SOLOMAX TEAM





# Future development - La Mode x SOLOMAX



480台中誠品



ESG-Environment、Social、Governance



 寶島眼鏡

寶島眼鏡與您一起  
展現綠色行動力!





*Glasses made of environmentally friendly materials*



*Charitable activities in remote areas*



*Employee Stock  
Ownership Trust (ESOT)*







**Thank You**



**Q&A**