

Value Creator Behind the Retail Industry



Keysheen





Keysheen Cayman Holdings Co., Ltd.

Investor Presentation



2015/11/26



Agenda

Company Introduction

Product and Marketing Strategy

Business Strategy

Financial Information

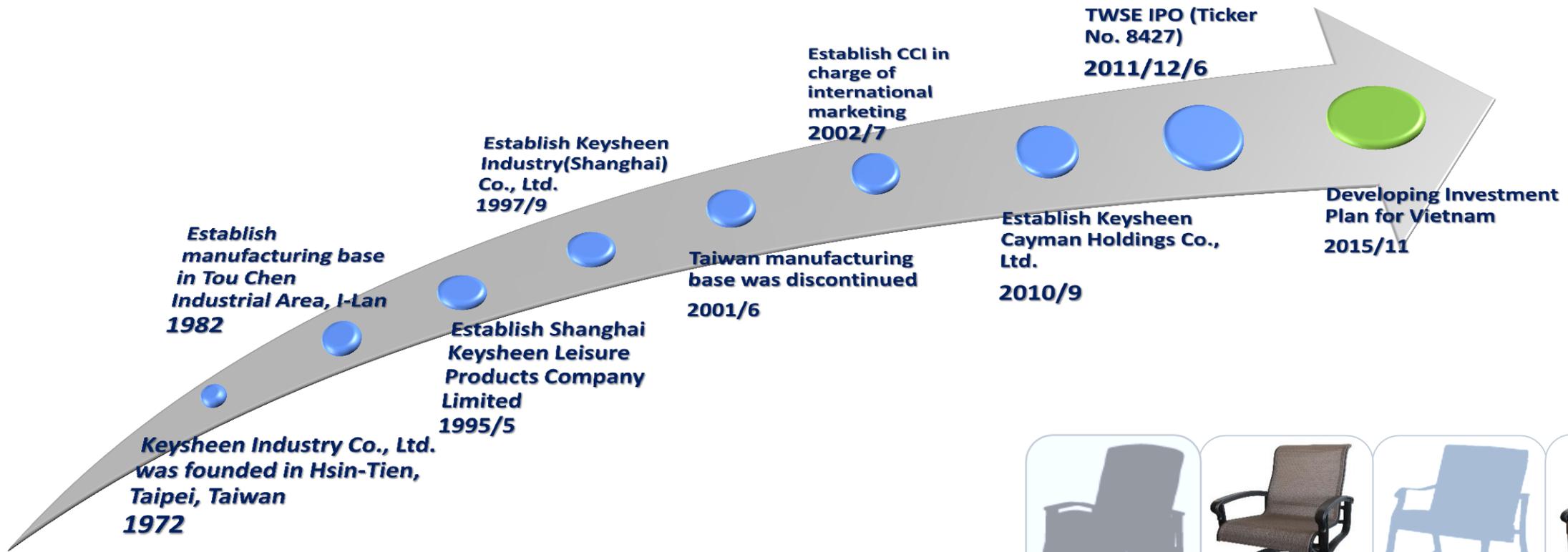
Shareholder Commitment

Future Prospects





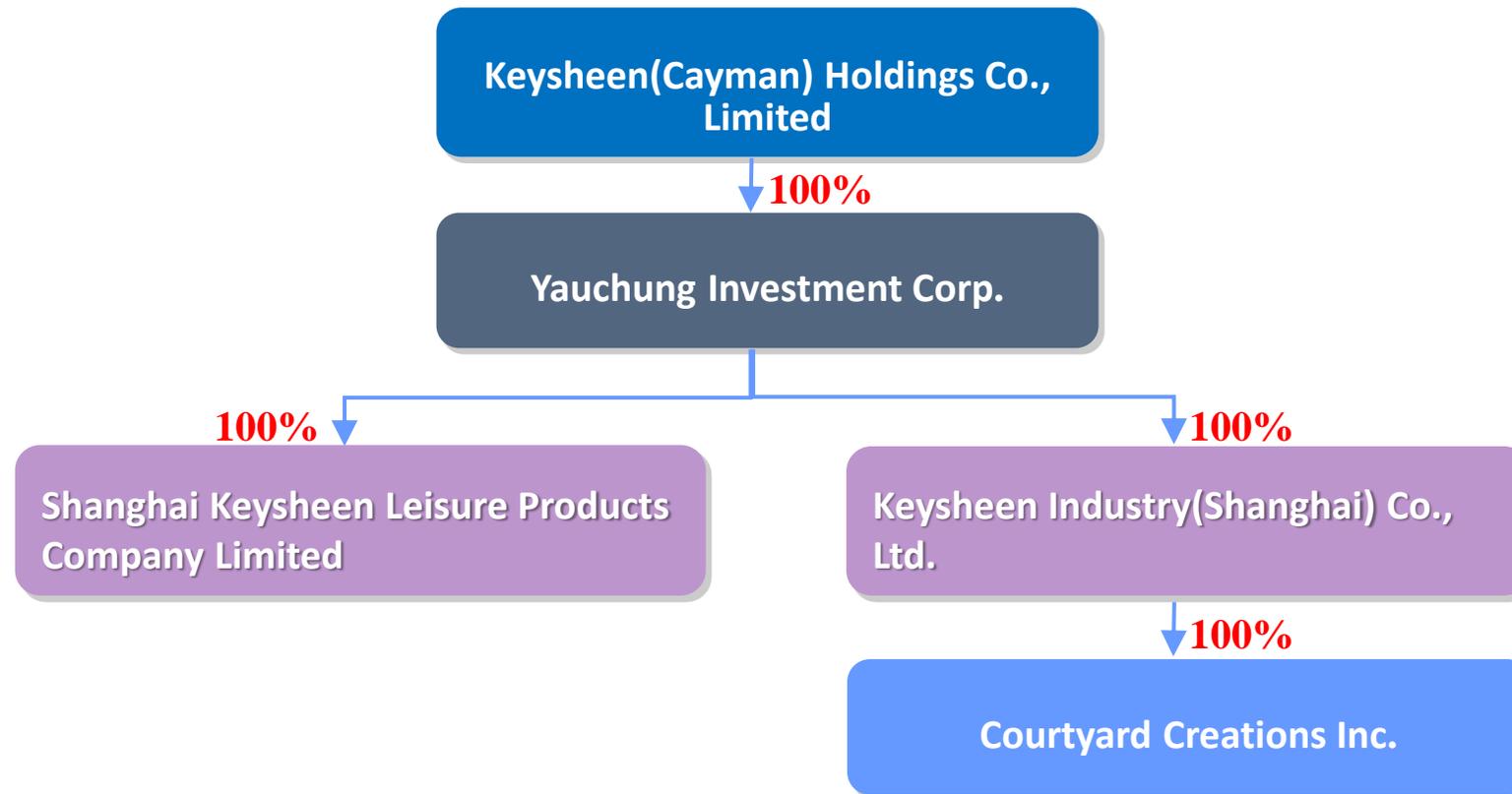
Company Introduction Milestone





Company Introduction

Group Structure





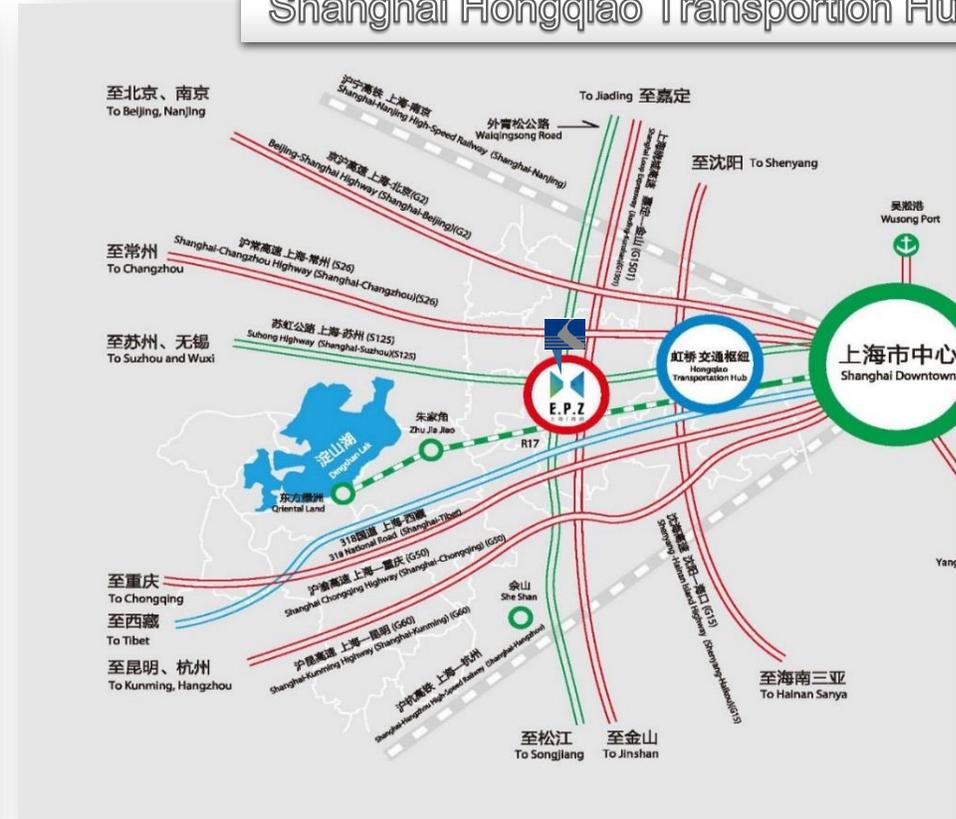
Company Introduction

Manufacturing Location

Shanghai Qingpu Industrial Zone



Shanghai Hongqiao Transportation Hub





Company Introduction

Factory Profile

Item	Keysheen Leisure Products Company	Keysheen Industry	Total
Total Investment(USD Million)	1,140	9,500	10,640
Registered Capital(USD Million)	830	5,600	6,430
Land Area : (m ²)	104,186	325,546	429,732
Red Pass(m ²)	104,186		104,186
Blue Pass(m ²)		325,546	325,546
Factory Area: (m ²)	100,010	228,373	<u>328,383</u>
Self-constructed(m ²)	78,355	228,373	306,728
Rent(m ²)	21,655	0	21,655
Available Building Area(Million m ²)		23.5	



Product and Marketing Strategy

Products

Patio  **Petite**
Limited Space. Unlimited Possibilities.

pat·i·ol·og·y
(pāt-ē-ōl'ə-jē) *noun*
The science of relaxation.



Mass Merchant



Urban



Specialty Store



Product and Marketing Strategy

Market Segmentation

MASS MERCHANT

- Major market for long-term management
- Customized products
- Customized products

URBAN

- Launching onto the market in 2012
- Focusing on storage capability
- Focusing on storage capability

SPECIALTY STORE

- High-quality products
- High gross-profit products
- High gross-profit products

Patio Petite
Limited Space. Unlimited Possibilities.



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The science of relaxation.





Product and Marketing Strategy

Marketing Strategy

Engagement in new product development with clients

Customer-oriented sales and pricing strategies

Innovative design and composite material development

Diversified products for customer demand and market segmentation

Perfect offshore logistics distribution and after-sales service system





Product and Marketing Strategy

Major Customers / North America





Product and Marketing Strategy

Major Customers / Europe & Other Areas

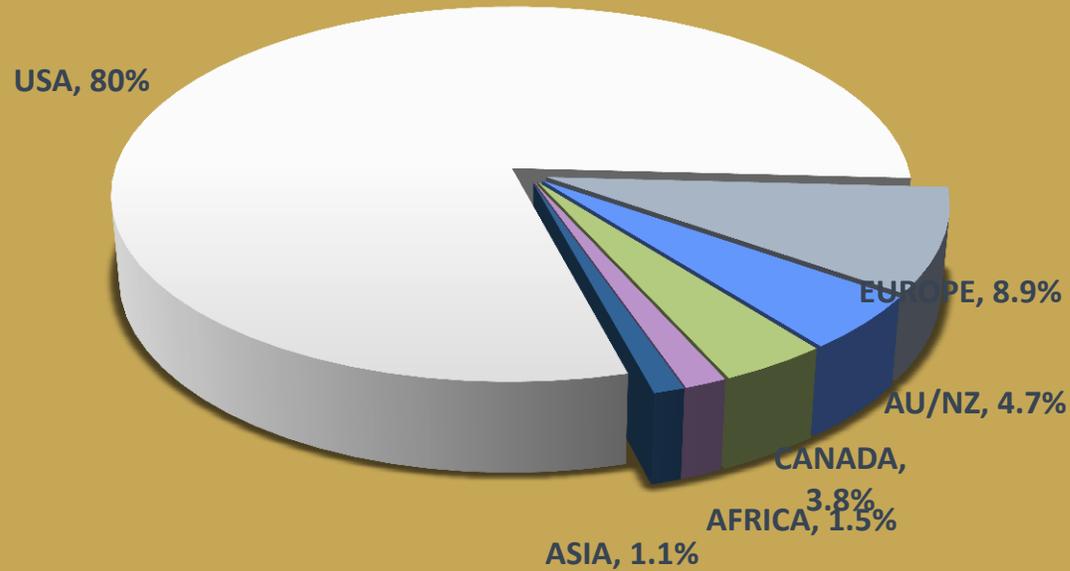




Product and Marketing Strategy

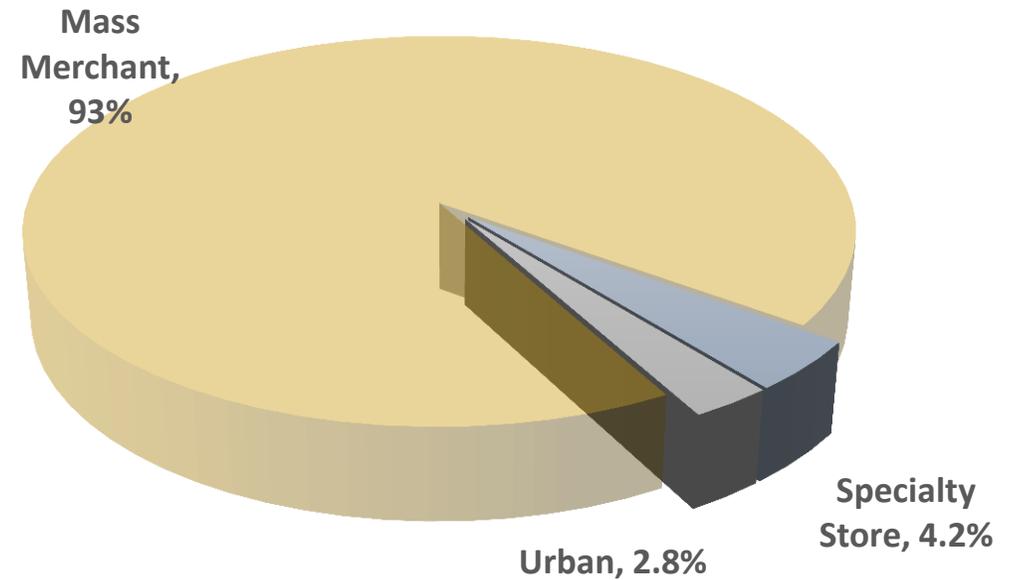
Market and Product Sales Mix

Market Sales Mix



2015 H1

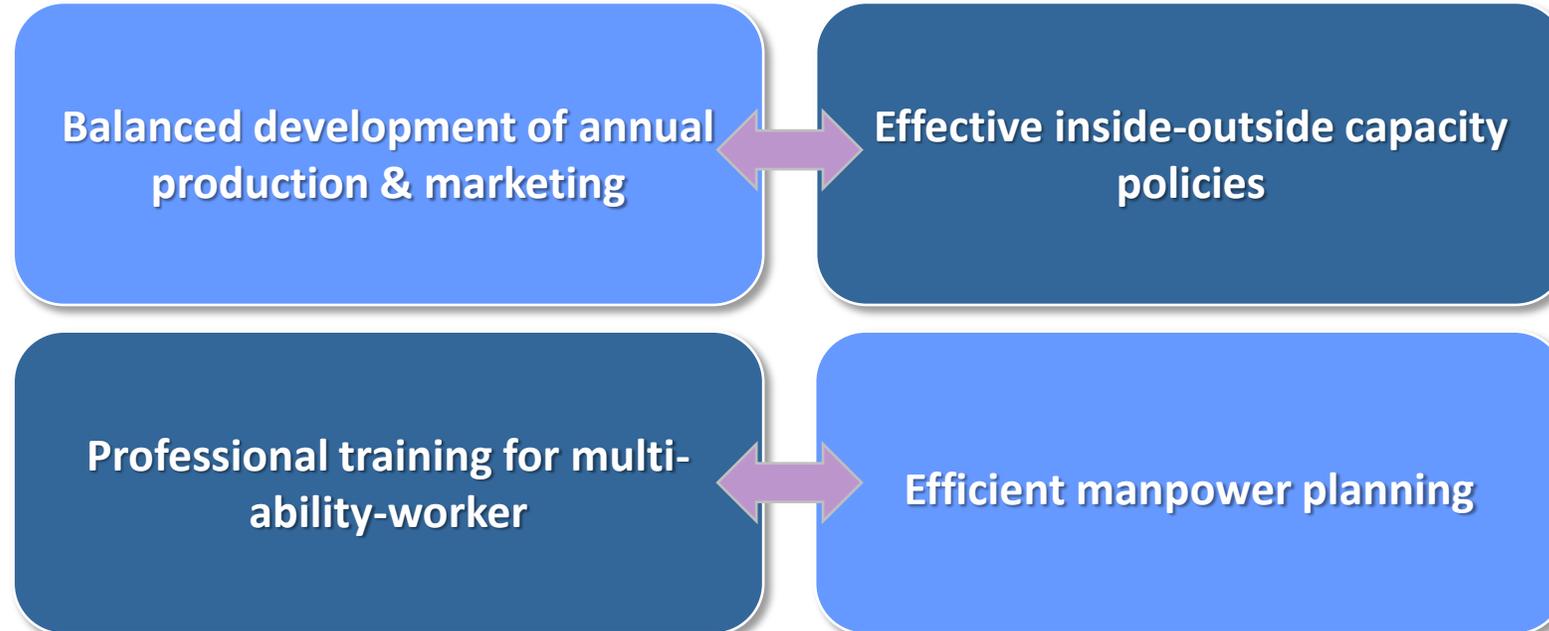
Product Sales Mix



2015 H1



Business Strategy





Financial Information

Five-Year Income Statement

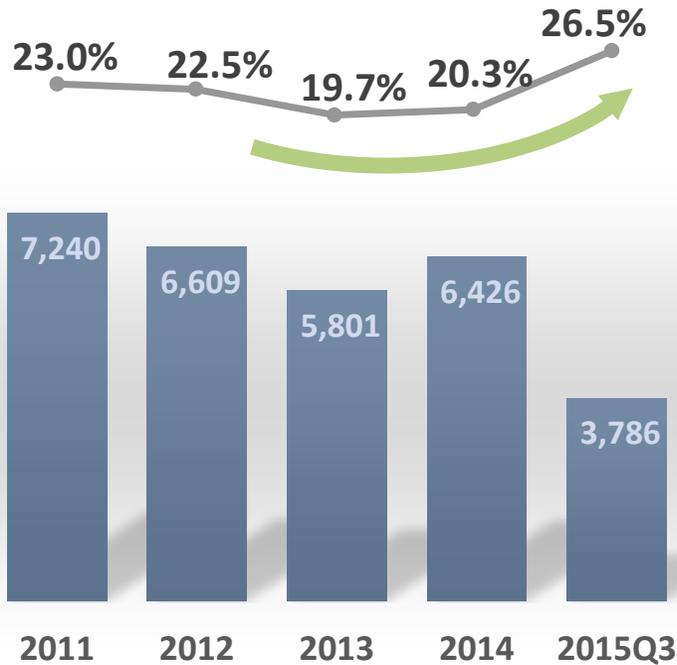
NTD Million	2011	2012	2013	2014	2014/Q3	2015/Q3
Sales Revenue	7,240	6,609	5,801	6,426	4,289	3,786
COGS	5,573	5,125	4,657	5,121	3,606	2,782
Gross Profit	1,666	1,484	1,144	1,305	683	1004
Operating expense	933	980	972	1,129	821	767
Operating Profit	733	504	172	176	(138)	237
Income before Tax	856	588	350	(5)	(327)	458
Net Income	724	435	231	(19)	(239)	307
EPS(NTD)	8.95	4.02	2.14	(0.18)	(2.22)	2.88
Gross Margin	23.01%	22.45%	19.72%	20.31%	15.92%	26.52%
Operating Margin	10.12%	7.63%	2.97%	2.74%	-3.20%	6.26%
Net Margin	10.00%	6.58%	3.98%	-0.30%	-5.58%	8.11%
Sales Revenue YoY	-5.90%	-8.72%	-12.23%	10.77%		-11.72%
Operating Profit YoY	-30.72%	-31.24%	-65.87%	2.33%		272.31%
Net Profit YoY	-16.97%	-39.92%	-46.90%	-108.23%		228.29%



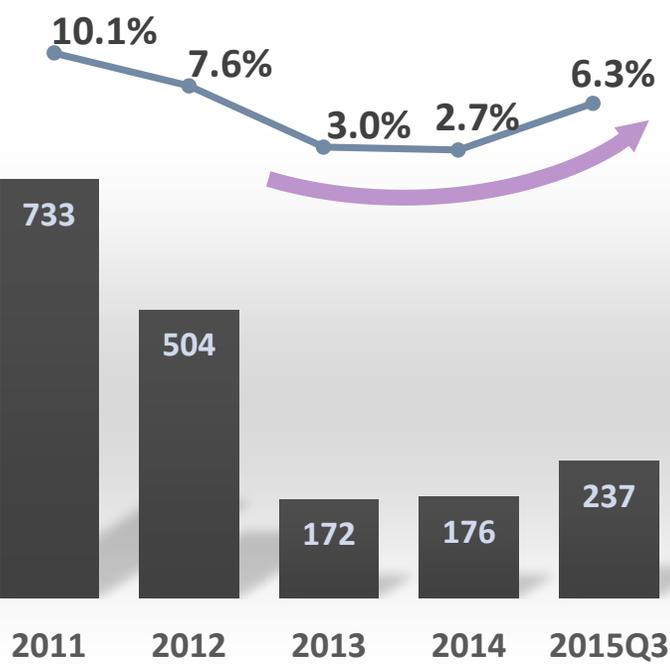
Financial Information

Annual Indicators

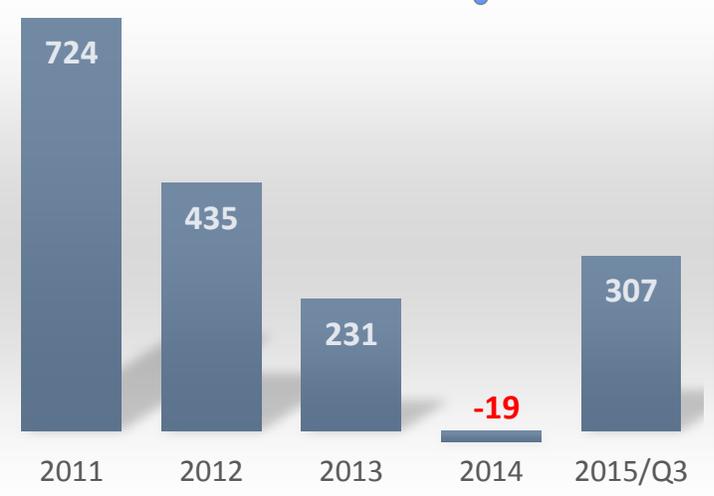
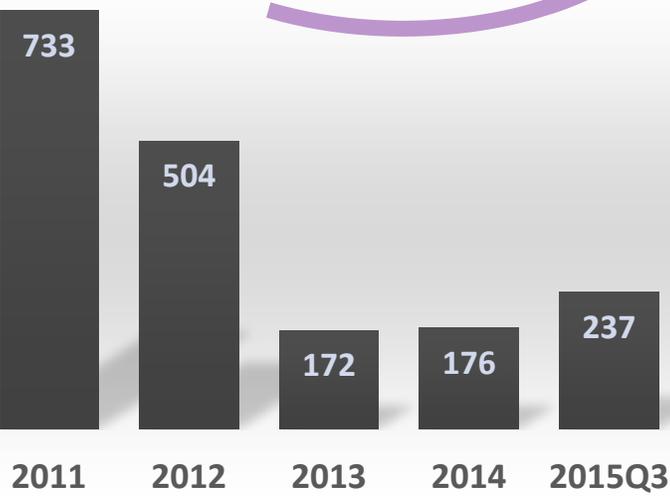
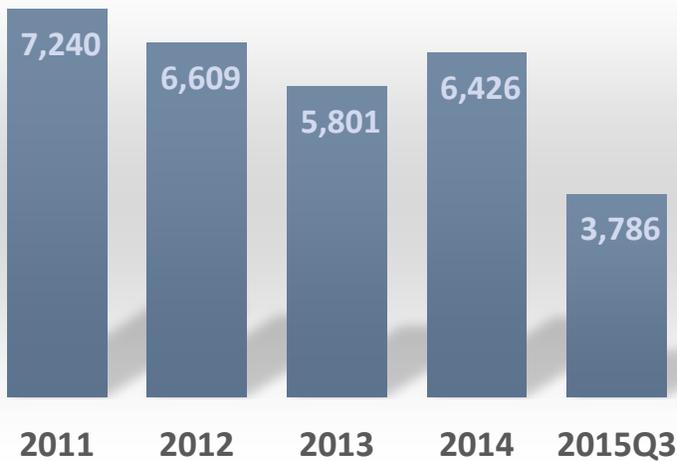
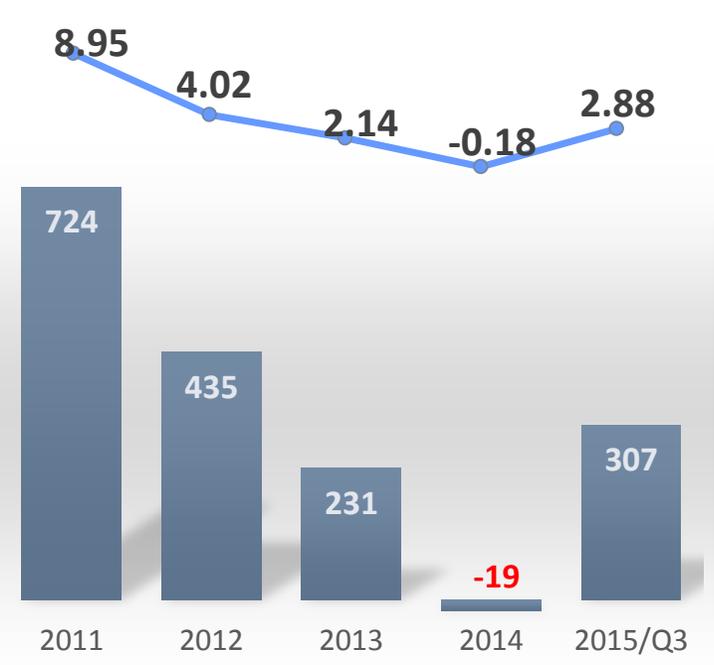
Gross Margin(%)



Operating Margin(%)



EPS(NTD)



Sales Revenue(NTD Million)

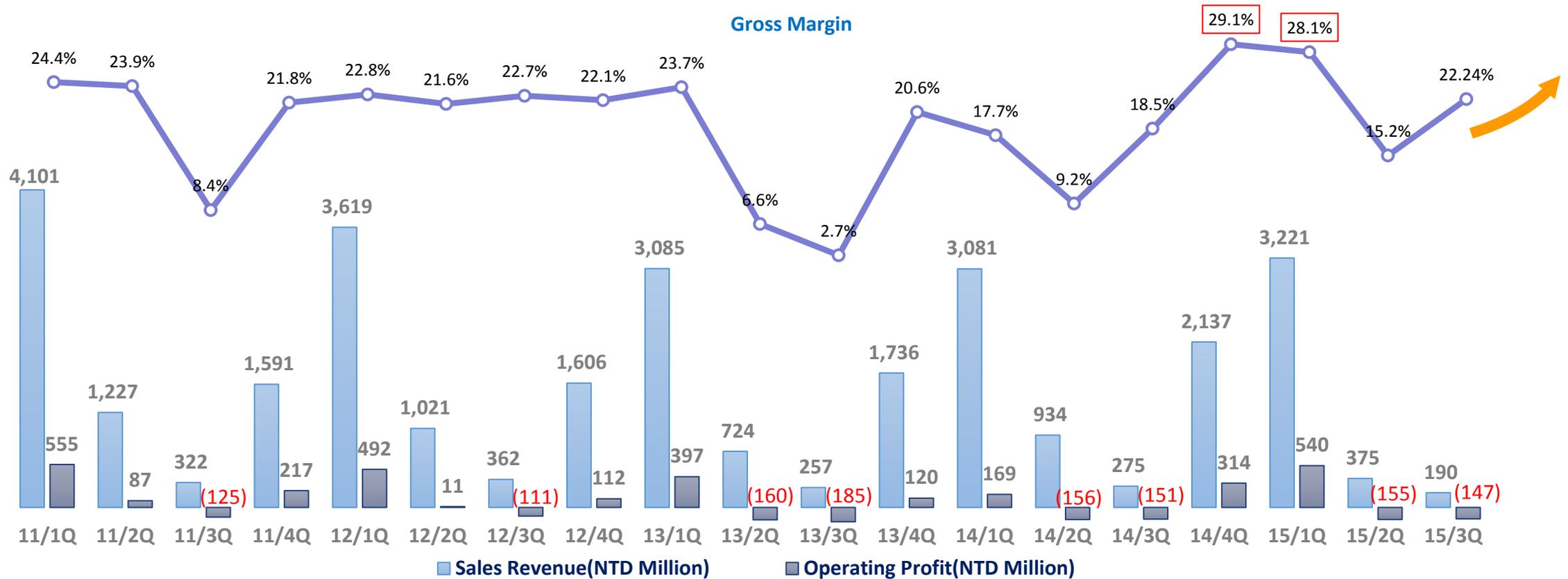
Operating Profit(NTD Million)

Net Profit(NTD Million)



Financial Information

Quarterly Indicators





Shareholder Commitment



Solid financial structure



Increasing capacity 20% in 3 years



High payout ratio policy



Shareholder Commitment

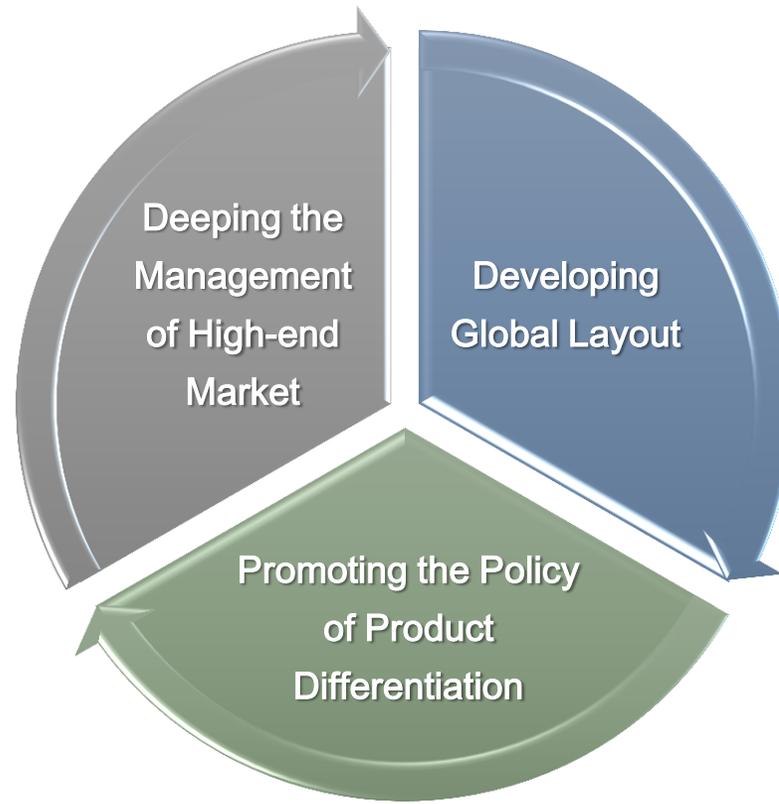
Dividend Policy - High Payout Ratio

Year	Cash Divident per Share(NTD)	Stock Divident per Share(NTD)	Divident per Share(NTD)	EPS(NTD)	Payout Ratio(%)	Cash Divident Yeild(%)*
2014	1.5	0	1.5	-0.18	N/A	3.21
2013	1.9	0	1.9	2.14	88.79	3.88
2012	3.5	0	3.5	4.02	87.06	5.54
2011	3	2	5	8.96	33.48	3.63

*Cash dividend yield is based on Keysheen's closing stock price on the day before ex-dividend day



Future Prospects





Q&A

Thank You for Your Attention

