



2018

# INVESTOR CONFERENCE



Vision Innovation Passion

2018/10/23



# Company Structure

## LEECHI GROUP

**Taiwan**

**Changhua Factory**



**Taiwan**

**Nantou Factory**



**China**

**Kunshan Factory**



# Company Overview

- **Our History :**

LEECHI was founded in May 1973. Our business includes design and manufacturing of bicycle components as well as other industrial parts.

In Nov 1995, LEECHI went IPO and was listed in Taiwan Stock Exchange, with the listing code “1517”.

- **Corporate Governance :**

LEECHI follows worldwide management policy, including regular internal/external audit, and standardized financial reports. With the setup of company spokesman and effective communication methods, the board and corporate officers recognize that the long term interests of the company are advanced when they are responsive to the voices of customers, suppliers, employees and shareholders. Throughout the years, LEECHI has also acquired certification for ISO- 9001、 ISO- 14001、 OHSAS- 18001、 TOSHMS & AS- 9100.

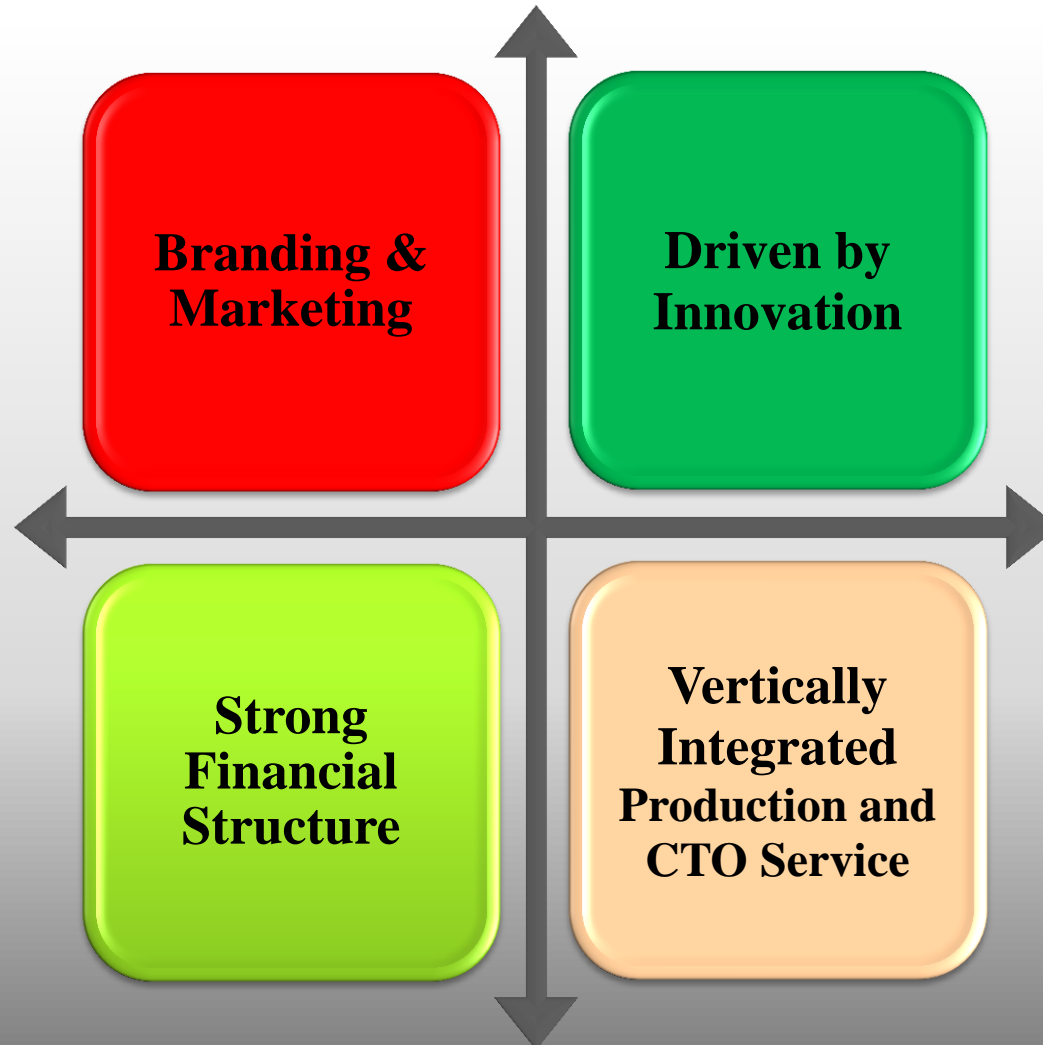
# Company Overview cont'd

## • Company Principles :

The management team understands the need to change and the need for stability. With this philosophy, LEECHI has weathered through multiple industry cycles and continues to grow with sustainability.

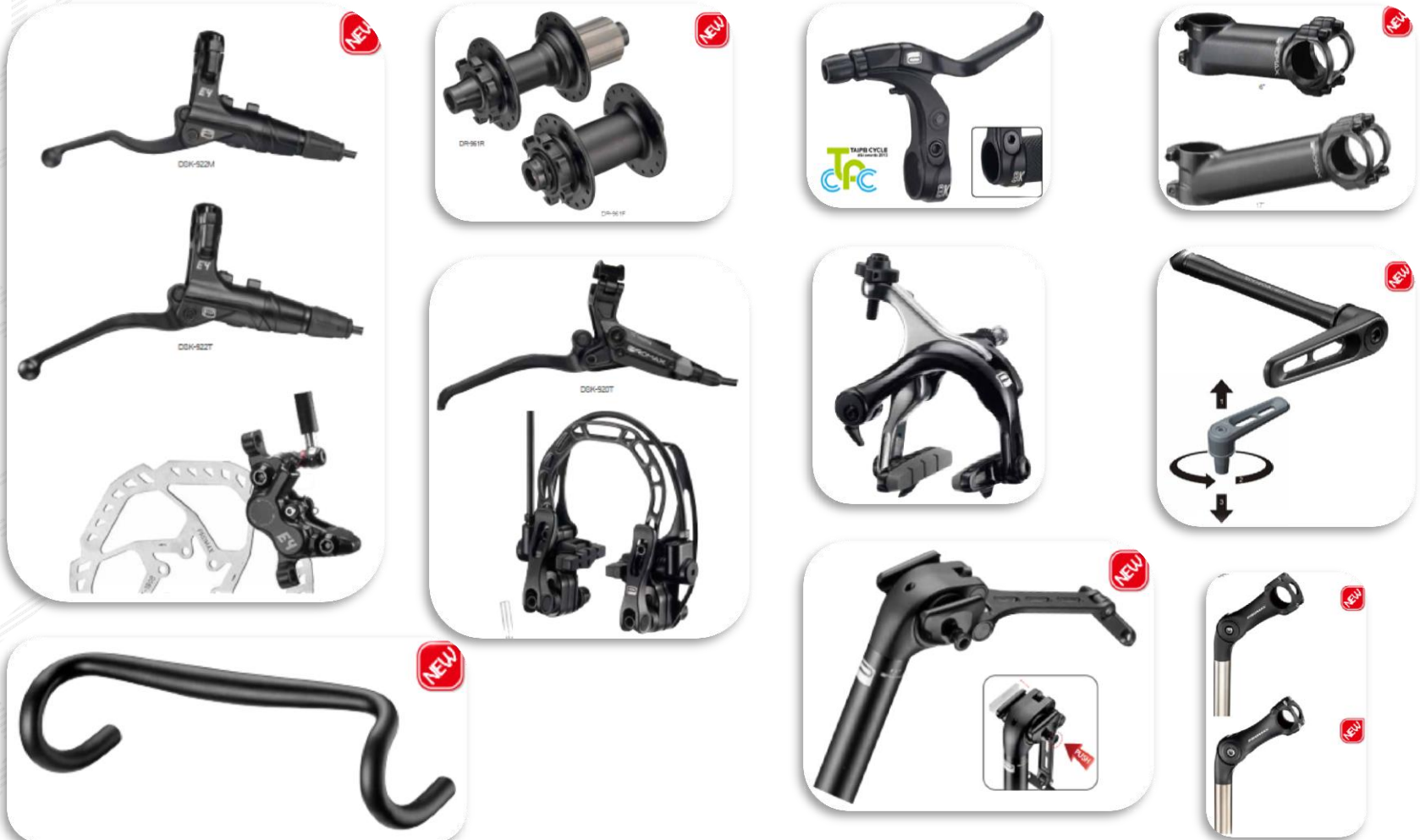


# Company Strength



# Product Offering

-Products include Brake & Lever, Seat Post, Stem, Handle Bar, Hub, Forged parts & more.






# Innovation and Awards

## EUROBIKE AWARD & TAIPEI CYCLE d&i awards

### Crafty Post

Crafty Post



**Award** WINNER 2017  
**Category** Bike Components  
**Company** Leechi Enterprise Co., Ltd.

**PROMAX**

[GO TO PORTRAIT >](#)

Its adjustable height provides comfort under various riding conditions for mountain, city and E-bike. The identification system with built-in lighting and a personal design plate provides both safety and uniqueness features. A patented push mechanism is a key function to provide two adjustment speeds for improving rider safety. The modular gas spring provides an easy solution for riders to replace the old ones, ensuring constant performance of your personal post.

**Outstanding in the following evaluation criteria**


- Functionality
- Design

**Jury Statement**

This fully integrated saddle support system with light and number plate is an intelligent way of increasing the options for adjusting seat height. The Crafty Post thus offers genuine added value.

### V-POINT SEAT POST

Promax V-Point Seatpost



**Award** WINNER 2015  
**Category** Bike Components  
**Company** Leechi Enterprise Co., Ltd.

**PROMAX**

[GO TO PORTRAIT >](#)

The Promax V-Point Seatpost was inspired by the company's award-winning Click V-Point brake levers, which feature the patented V-Point mounting system that allows the user to put the same lever on the right or left side of the bars. Using this mounting system as a starting point, the designers and engineers at Promax developed a first-of-its-kind seatpost with independent fore-and-aft and seat-angle adjustability, as well as a patented, super-simple rail clamping system that requires only one Allen key to operate and never has to be disassembled or removed from the post to mount a saddle. Mounting a saddle to the post is a simple process, involving one Allen key and one set of hands.

**Outstanding in the following evaluation criteria**

- Degree of innovation
- Functionality

**Jury Statement**

Many bikers have long wished for a solution that allows easy assembly of the saddle. The clever design of this saddle attachment responds to this very wish. A by-product of this design is that the tilt of the saddle is comparatively easy to adjust.

### TAIPEI CYCLE d&i awards 2017

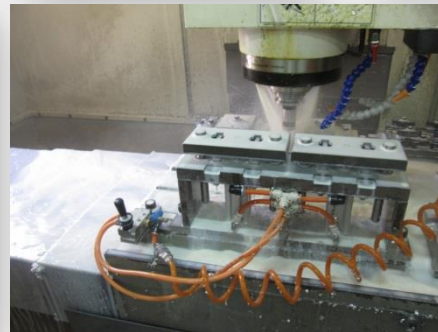
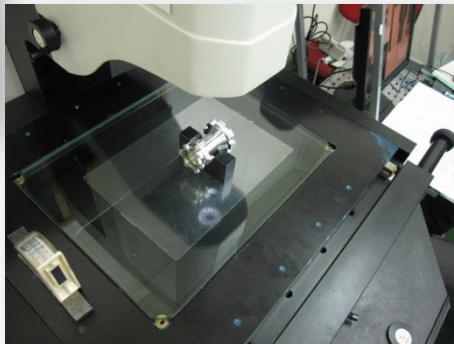
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# Core Competence – Production & Service

Various Processes : forging, die-casting, precision CNC, heat-treatment, composite forming, etc.





# Distribution Channels & Services



## CONTACT INFORMATION



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For the most up-to-date distributor listing, please visit [promaxcomponents.com/distributors](http://promaxcomponents.com/distributors)

# Sponsorship & Marketing





# Sponsorship & Marketing cont'd

- The 2017 UCI BMX World Championships : Elite Women

Alise Post (USA)



- Polygon UR team



# Branding

The self-owned brand “PROMAX” has been recognized globally as a popular choice in mid-high end bicycle consumer market for over 25 years.





# CSR & Community engagement

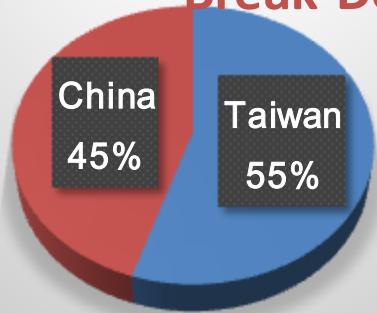
By giving our time, resource and talent , Leechi and its employees are dedicated to contributing back to the society, fulfilling the cycle of sustainability.



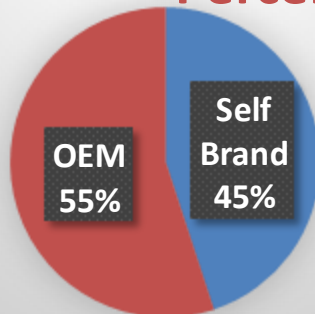


# Operation Highlights

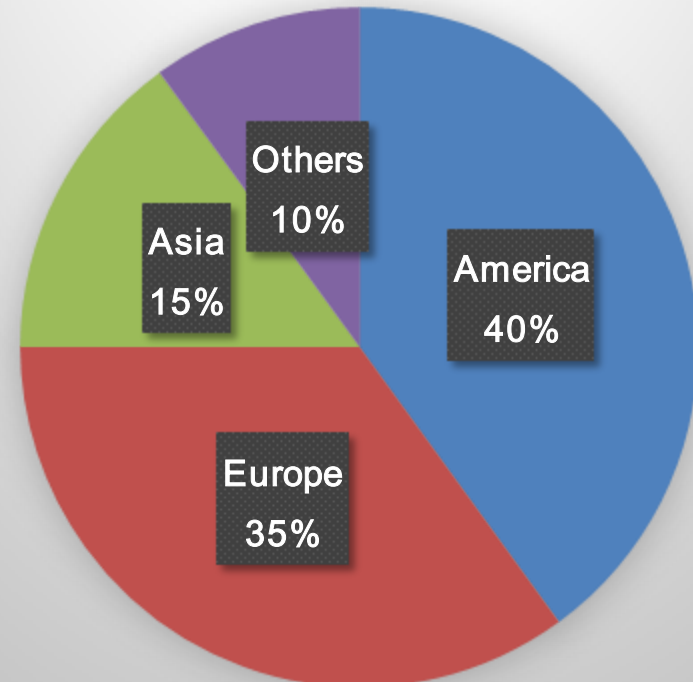
**Production Capacity  
Break-Down**



**Self Brand & OEM  
Percentage**



**Sales Break-Down**



# Financial Highlights

## Consolidated Income Statements

Unit: NTD(thousands)

	2013	2014	2015	2016	2017
Sales Revenue	3,876,161	3,882,822	3,472,526	2,851,336	2,813,640
Gross Margin(%)	16.18	15.15	14.14	11.86	13.92
Operating Income	292,596	240,837	114,742	-57,435	-6,152
Net Income	393,796	265,157	153,737	10,387	-49,106
EPS (NT\$)	1.52	1.01	0.61	0.06	-0.18
Cash Div.(NT\$)	0.5	0.5	0.5	0.2	0.2

# 2018 2<sup>rd</sup> Consolidated Financial Statements

Unit: NTD(thousands)

	1/1/2018~6/30/2018	%	1/1/2017~6/30/2017	%	+/-%
Sales Revenue	1,428,685	100%	1,391,762	100%	4%
Gross Margin(%)	117,218	8%	209,520	15%	-7%
Operating Income	-82,360	-6%	25,647	2%	-8%
Profit from continuing operations	92,425	6%	68,818	5%	1%
Loss from discontinued operations	-698	-%	-132,135	-9%	-%
Net Income	91,727	6%	-63,317	-4%	10%
EPS from continuing operations	0.4		0.34		
Total basic earnings per share	0.4		-0.24		



**Thank You**

Vision Innovation Passion

