



INVESTOR

CONFERENCE

2022

fullerton

Fullerton Technology Co., Ltd.

Agenda

- 1. Company Profile**
- 2. Major Investment**
- 3. Products and Services**
- 4. Operation Structure and Prospect**
- 5. Actions to Covid-19**
- 6. Financial Result**

The logo for Fullerton, featuring the word "fullerton" in a lowercase, sans-serif font. The "fuller" part is in red and the "ton" part is in black.

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1. Company Profile

Fullerton

Digital Platform Service Company

Established **1992.04**

2002.01 / 2003.8

Major Business **ezDing (Movie Ticketing) 、
SIM Card 、
Digital Imagery Provider 、
IOT Solutions Distributor**

Capital **NT\$ 1.155 Billion**

Chairman / CEO **Richard Wu**

Employees **78**

Fun for Life Full of Joy !!

Provide Life Entertainment Platform • Create Joy!

MISSION

We provide the life enjoyment platform to create users' happiness

THEORY OF BUSINESS

We provide platform service to create happiness for customers, set up a happy environment, create ideals and steady success on operating for colleagues, and make profits for shareholders.

CULTURE

Being open-freedom and innovation.
Disciplines-teams and efficiency.

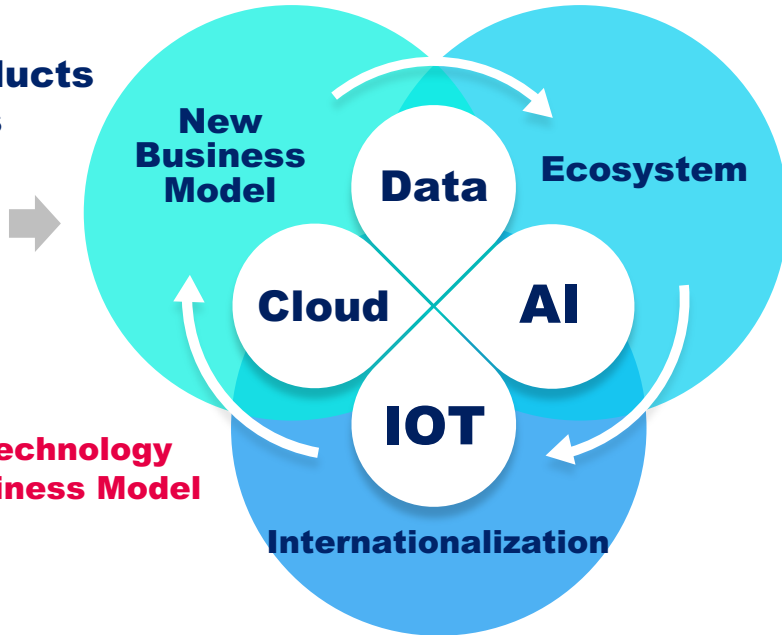
Business Model:

B2C / B2B2C → Develop B2B & Subscription Services

SI Valued Platform

Suppliers

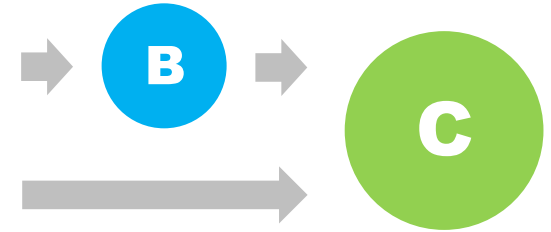
- Physical Products
- O2O Services
- Information Services



Upgrade Digital Technology
Develop New Business Model

Massive Traffic

Channel · Payment · Telecom ·
Bank · Film studio



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2. Major Investment

Major Investment

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**No.1 Global
Semiconductor
Distributor**



**Asia Pacific
Leading
Creativity Center**



**AI & GCP
Cloud**



**Instant booking
platform of urban
entertainment**

NT\$ 778.6 Billion / 2021

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The section header "3. Products and Services" is written in a large, bold, dark blue sans-serif font. A light green diamond shape is positioned behind the number "3".

3. Products and Services

**Life and
Entertainment
Platform**

ez Ding Movie

**Communication
Services**

SIM Card

**Digital
Image**

IMAGEMORE®
富爾特數位影像

IOT

**Internet
of Things**

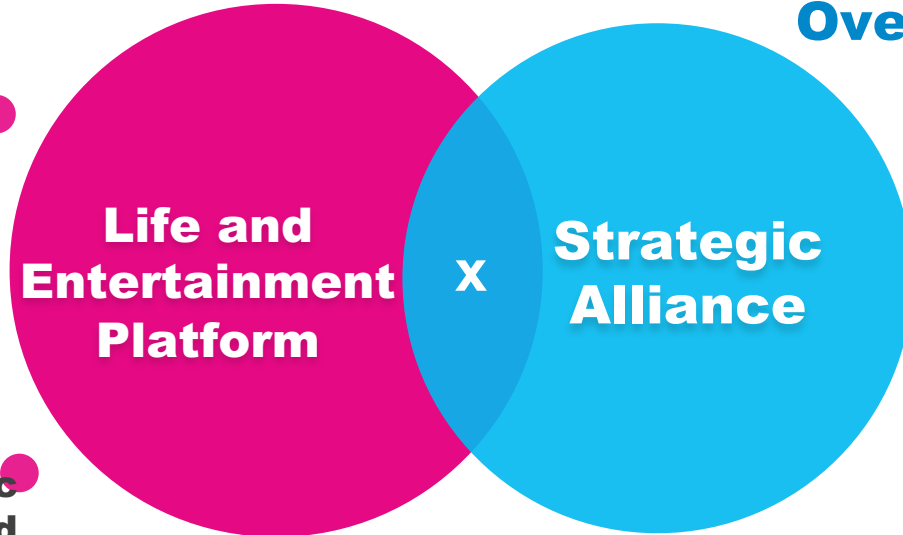
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4. Operation Structure and Prospect

Life and Entertainment Platform - Development Strategy

Taiwan

Overseas Market



Plan for Strategic alliance

Increase collaborations within the life-style industry

Collaborate with big traffic partners

Seize post-epidemic rebound

Strategic alliance with partners to develop Southeast Asia market

Plan for collaborations within the life-style industry



Operation Structure & Future Development



Operation Performance

Cooperated Cinemas
Market Share
Over 65%

Members
over 2M



**Online Movie
Ticketing Platform**

APP Downloads
Over 3M

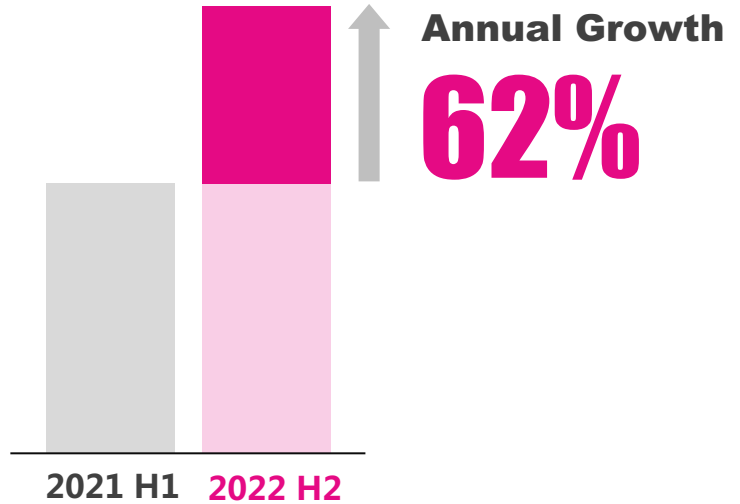
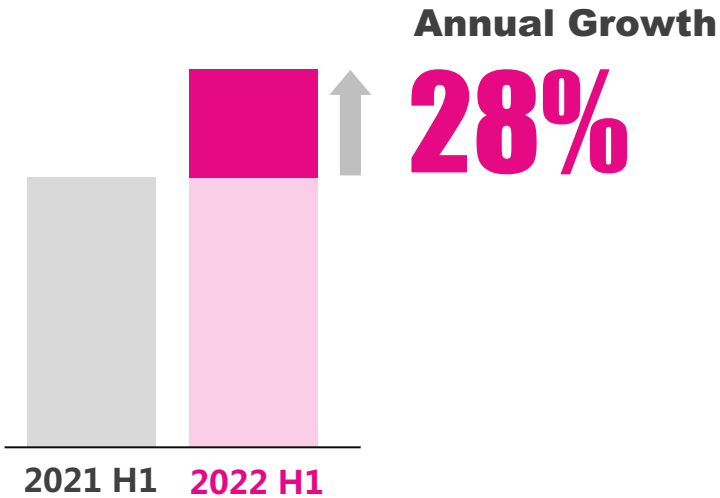
Tickets Sold
over 7M

2022 H1 Ticketing Market Overview



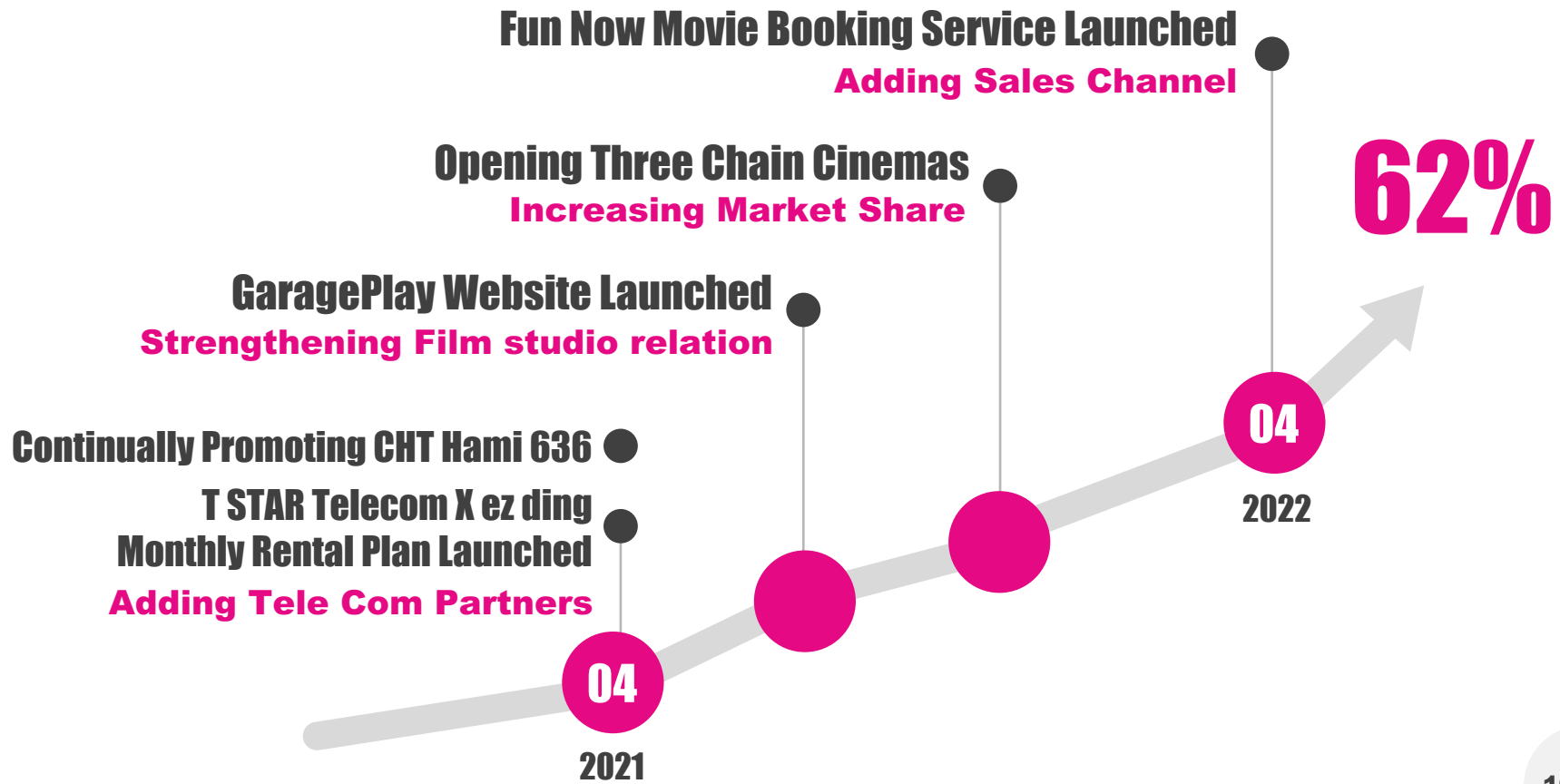
Taiwan Cinema Box Office

Ticketing Sales



Source : Taiwan Film & Audiovisual Institution
<https://www.tfi.org.tw/BoxOfficeBulletin/weekly>

Key Growth factors



Future Development

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**Continually
Expanding
Cinemas &
Channels**

**Increasing
Market
Share**

**More
Features**

**Launching Forum
& Social Features**



**New
Opportunity**

**Film Studio:
Premiere Screening
Digitalization Data Mining**

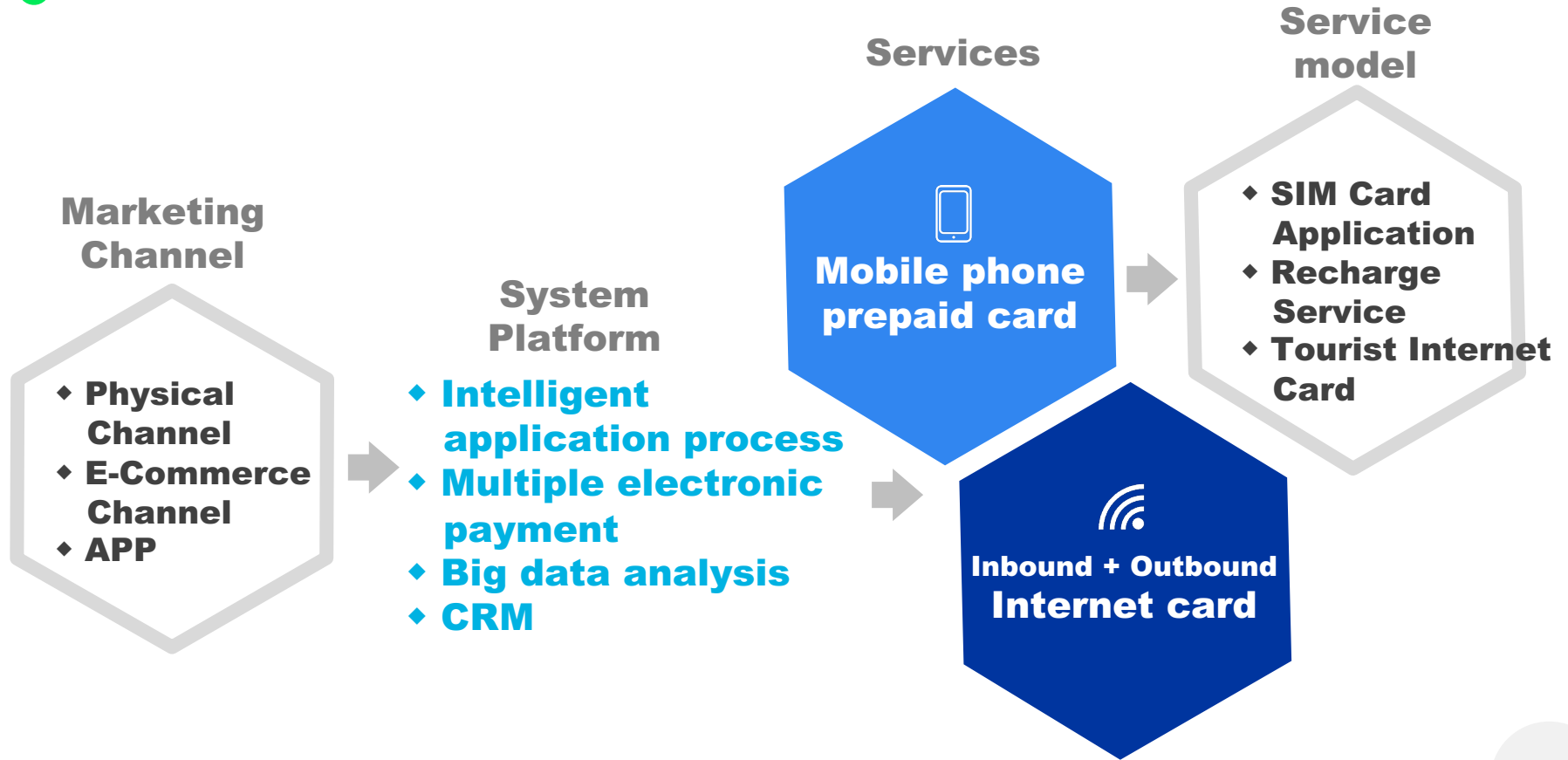
**Cinemas:
Official Website Production
Service**

**Seeking Opportunity
in Southeast Asia
Movie Market**

**Overseas
Development**

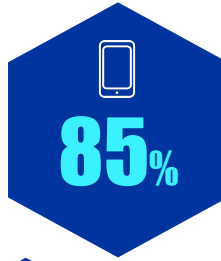
Communication Services

Operation Structure



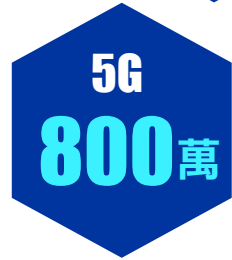
Market Trend

Mobile internet rate remains at 85% unaffected by the epidemic (2021 H2)



Merging with telecom companies leads to a rebound in tariff

In 2022, the number of national 5G users is expected to hit 8 millions.



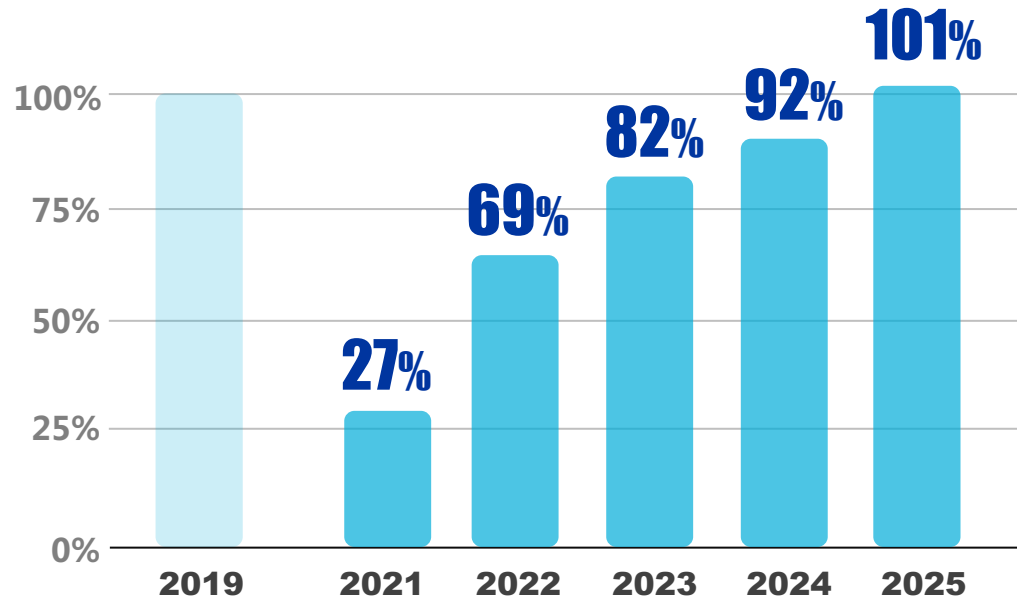
Penetration rate reaching 30%. World ranking at 4th.



3G fade out in 2024. Taiwan's telecom market enter into VolTE era.

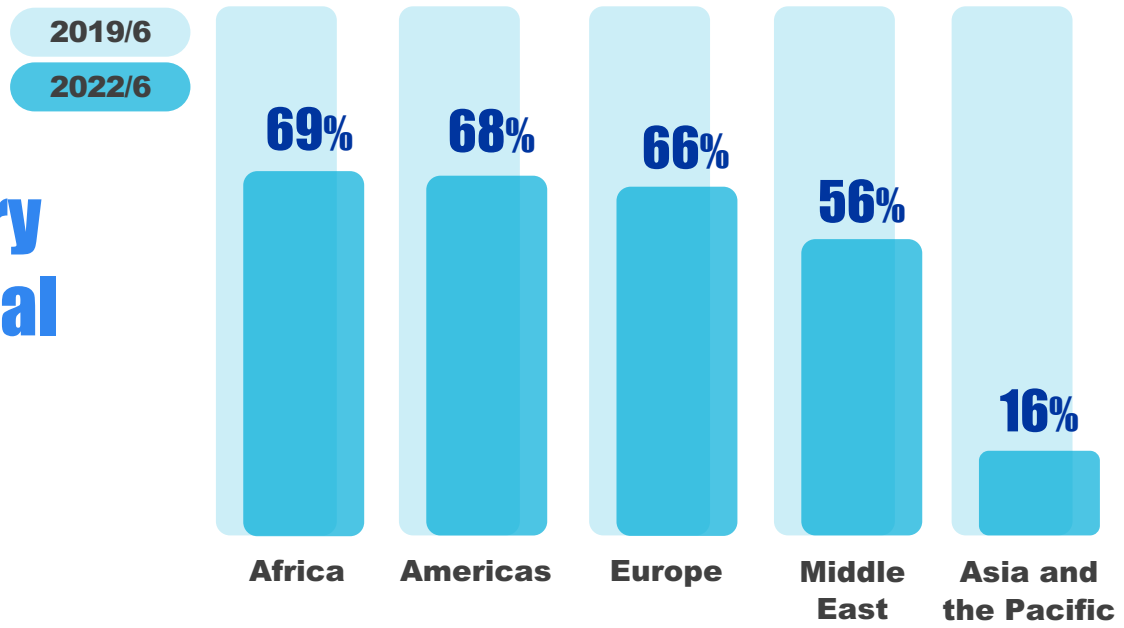
The developing trend of international tourism during post-epidemic

Estimated number of international passengers worldwide



The recovery trend of international tourism during post-epidemic

**Tourism recovery
rated in five global
regions**



Use big data Precision marketing

Use the new network platform Service member

Expand 5G business opportunities

Innovative Technology
Expand business model



Expanding Inbound+Outbound Internet card business in Asia during post-epidemic





- **Produce Oriental & Chinese cultural Stock photos based on our own creative team & copyright**
- **Develop customized services- such as merchandise licensing and commercial photography**
- **Sharing economy-Studio Rental**

Chinese Culture · Festival · Food



Asian People



Still Life. Aerial view



Metaverse.NFT



Create our own Works

Produce Oriental & Chinese Culture Photography and fine art works, including photos, Chinese paintings, illustrations, videos, aerial photographs...etc.
For marketing advertising, web pages, self-media... and other applications

Merchandise Licensing

Value-added for Merchandises

Lifestyle : Cup , Plate, Photo Frame, Mask, Phone Case, Mouse Pad...

Home accessories / Clothing : Painting, Pillow, Curtain , Wall stickers , T-shirt , Hat, Bag...

Stationery / Publications : Postcard , Calendar , Photo book , Notebook...

Template, Software/APP : Game, Templates for web, Blog, Presentation, Name Card...etc.

Commercial Photography

- **Product Shooting** : Make-up / Gourmet/All industries
- **Portrait/ Pet photography**
- **Personal portrait**
- **Event photography**





Commercial Usage

Still/Motion Shot、Merchandise AD、MV...

- **Minimalist style** : Three-sides Lighting
- **Romantic style** : Flower Wall 、 Green Wall
- **Literary style** : Nostalgia Brick Wall



Site Usage

270°Super Beauty View of Bitan

- **Meeting、Dining、Class、Proposed、Travel**
- **Colleague /Family/ Schoolmate / Fellowship**
- **Gathering、Photographing**

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5. Actions to Covid-19

Actions to Covid-19

- **Early Preventive Measures**

Early preventive measures ensures the health of all colleagues.



- **Increase Income & Decrease expenditure**

Open up new overseas markets .
Cut down on the costs.

- **Reduce Losses**

Adjust each business to reduce losses.

COVID-19



- **Rebuild Platform**

Investing communication platform rebuilding can help with enhancing competitiveness after the epidemic.

- **Resource Integration**

Cross-platforms human resources integration improves operating efficiency and professional training.

- **Strengthen Strategic Alliances**

Strengthen strategic alliances and cooperation with other platforms, and expand the breadth and scale of the platform.

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6. Financial Result

2022 H1 Summary of Performance

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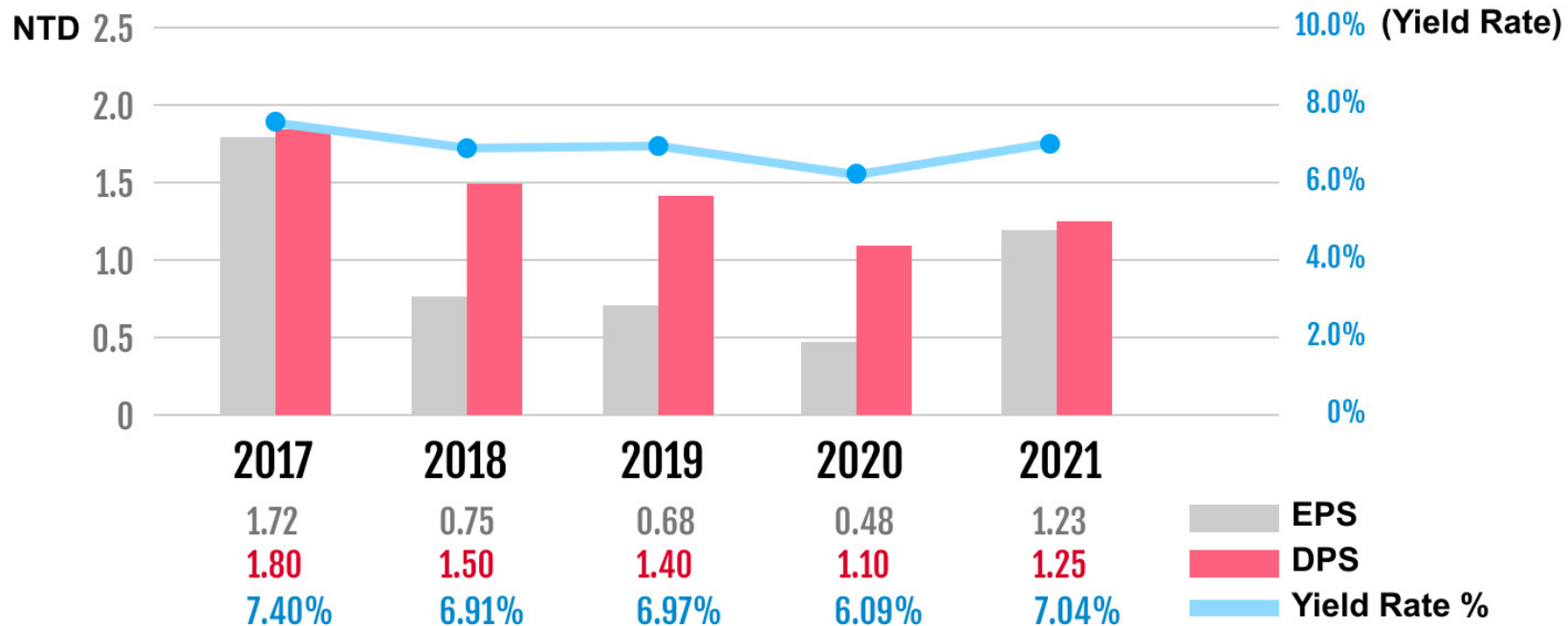
2022H1 Summary of Performance

Unit: NT\$ thousand, except for EPS

Income Statement	2022H1	%	2021H1	%	YoY	YoY%
Operating revenue	245,612	100.00%	305,261	100.00%	(59,649)	(19.54%)
Operating income (loss)	(19,875)	(8.09%)	(16,754)	(5.49%)	(3,121)	(18.63%)
Non-operating income and expenses	14,634	5.96%	5,684	1.86%	8,950	157.46%
Income before Income Tax	(5,241)	(2.13%)	(11,070)	(3.63%)	5,829	52.66%
Net Income	(6,153)	(2.51%)	(11,480)	(3.76%)	5,327	46.40%
EPS (after-tax)	(0.06)		(0.10)		0.04	40.00%

Balance Sheet	2022.6.30	%	2021.12.31	%	2021.6.30	%
Cash and cash equivalents	290,147	9.00%	343,752	10.91%	382,779	12.77%
Total current assets	626,928	19.45%	889,163	28.23%	885,416	29.53%
Non-current financial assets at fair value through other comprehensive	2,314,145	71.79%	2,031,687	64.51%	1,875,330	62.56%
Total non-current assets	2,596,608	80.55%	2,260,345	71.77%	2,112,459	70.47%
Total Assets	3,223,536	100.00%	3,149,508	100.00%	2,997,875	100.00%
Total Liabilities	248,813	7.72%	108,651	3.46%	213,080	7.11%
Total Equity	2,974,723	92.28%	3,040,857	96.54%	2,784,795	92.89%

Dividend Policy



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Thank You

