

Fullerton Technology Co., Ltd.

INVESTOR CONFERENCE

TSE:6136

2018.09

Agenda

- Company Profile
- Major Investment
- Products and Services
- Operation Structure and Prospect
- Financial Result

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Company Profile



Fullerton-Digital Software Service Company

Established 1992.4

IPO in TPEX/TPEX to TWSE 2002.1 / 2003.8

Major Business 4G Prepaid Card, Movie Ticketing,
Experience and Activities,
Digital Imagery Provider

Capital NT\$ 1.155 Billion

Chairman / CEO Richard Wu

Employees 116

Fun for Life Full of 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.

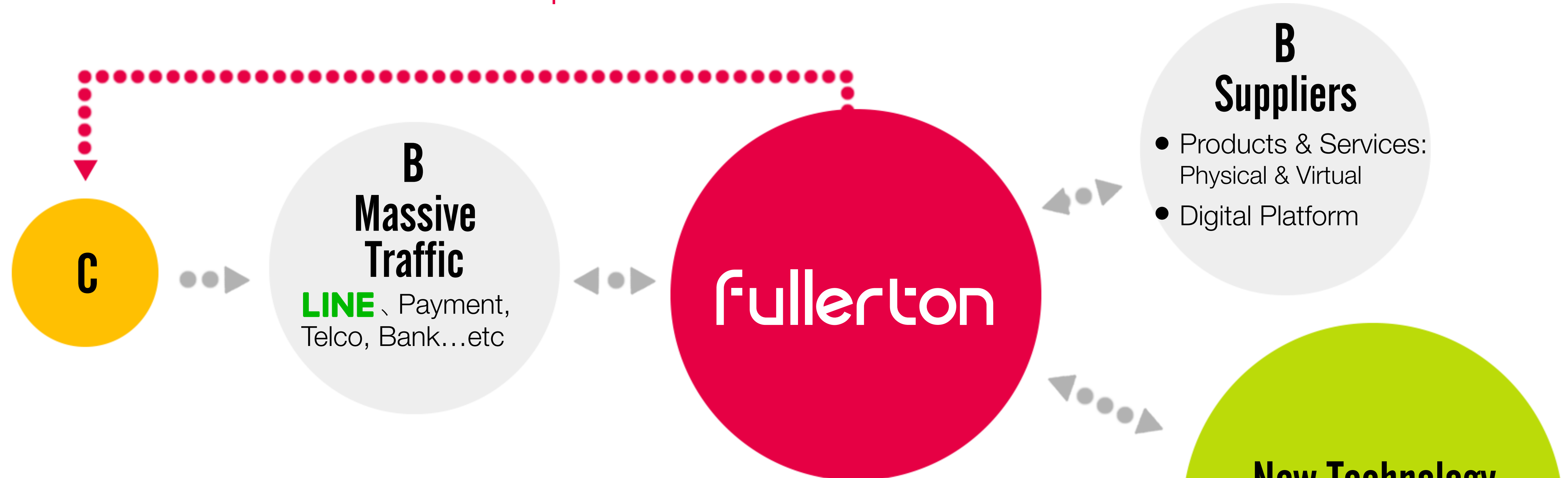


Culture

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

Business Model:

B2C/B2B2C → Develop B2B B2B



Upgrade Digital Technology
Develop New Business Model

Role :
SI Valued Platform

Core Competence

- Technology, Commercialization
- New Business Model, Funds
- Team Efficiency, Internationalization

Industrial Ecosystem

- More focusing

New Technology

AI, Big Data + IOT,
Smart Speakers

2017&2018

2018

2018

Continuously invest in IT & Engineering, Improve operational efficiency

Invest in Chatbot & AI development

Strengthen digital imagery IP protection in Taiwan and China

- ezDing platform: update completed in Q1, 2019
- Niceday platform: Continuous update and improvement
- Communication platform: Continuous update and improvement

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Major Investment



Major Investment



大聯大控股
WPG Holdings

No.1 Global
Semiconductor Distributor

NT\$5,325 Billion / 2017



**Leader Asia Pacific
Creativity Center**

The first high-tech media post-production
company in Taiwan

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Products and Services

Business Group

**Life and
Entertainment
Platform**



**Communication
Services**

4G Prepaid Card



**Digital
Image**



Digital Imagery Provider

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Operation Structure and Prospect

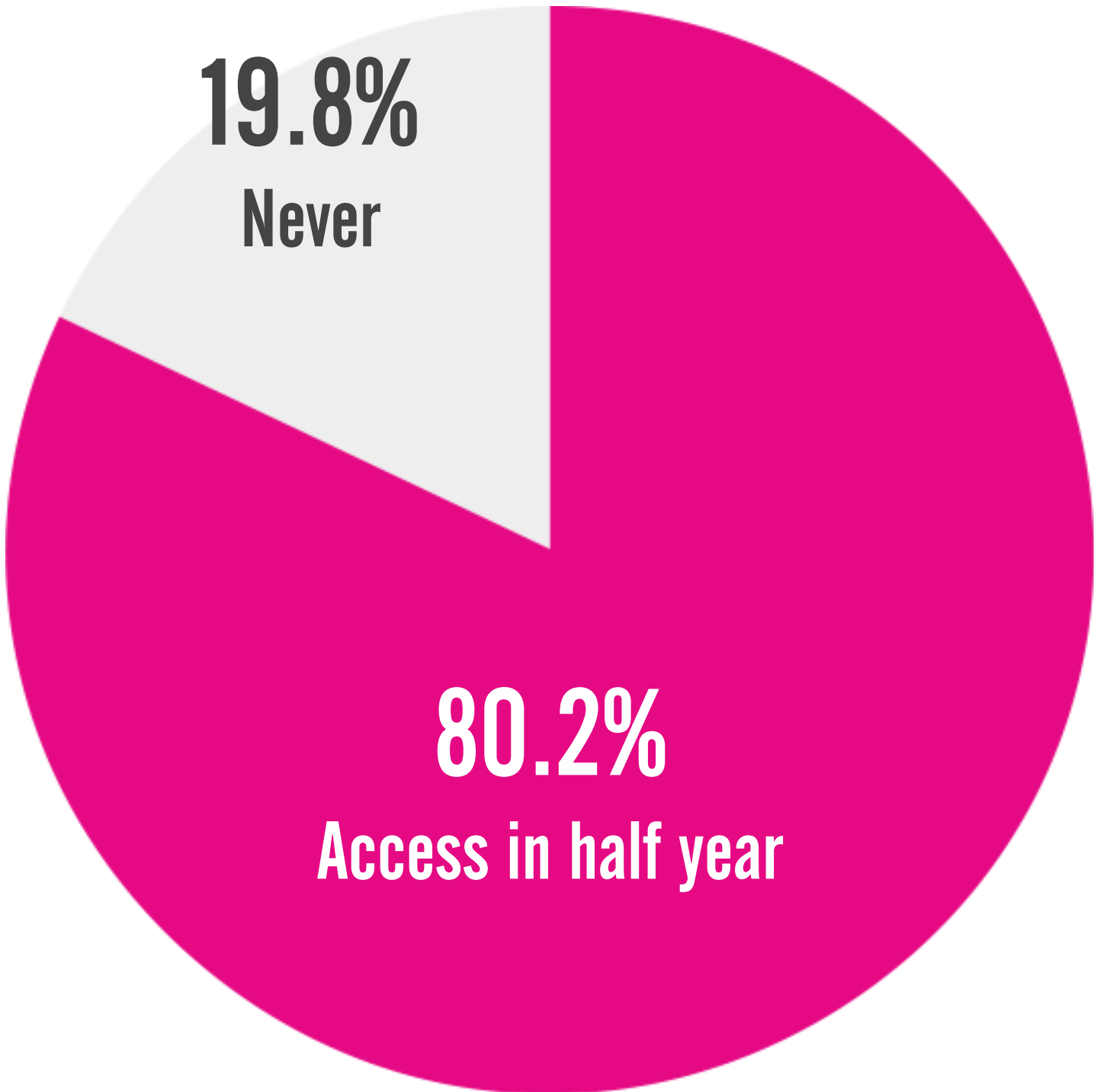


Movie

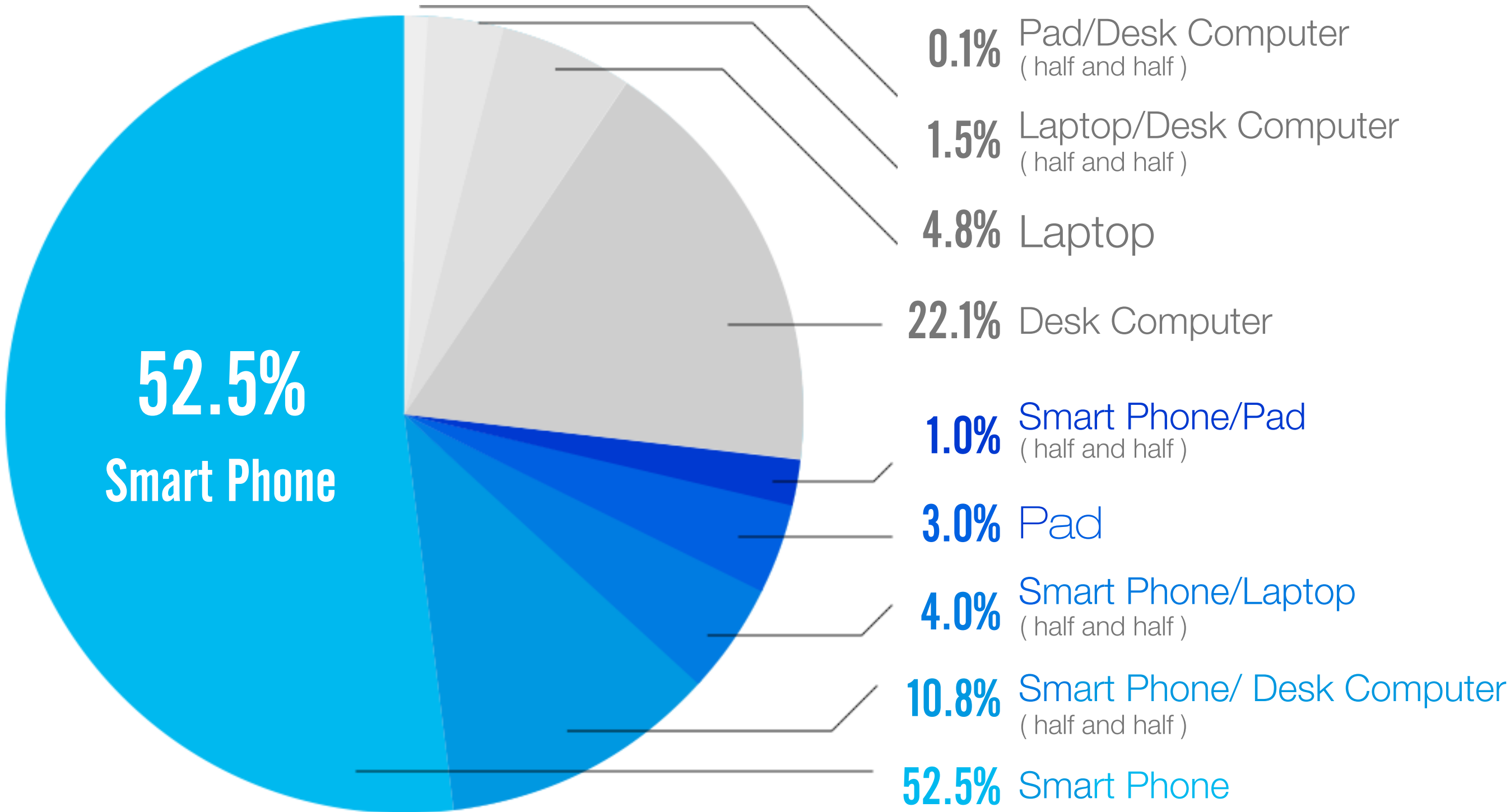


Market Trend

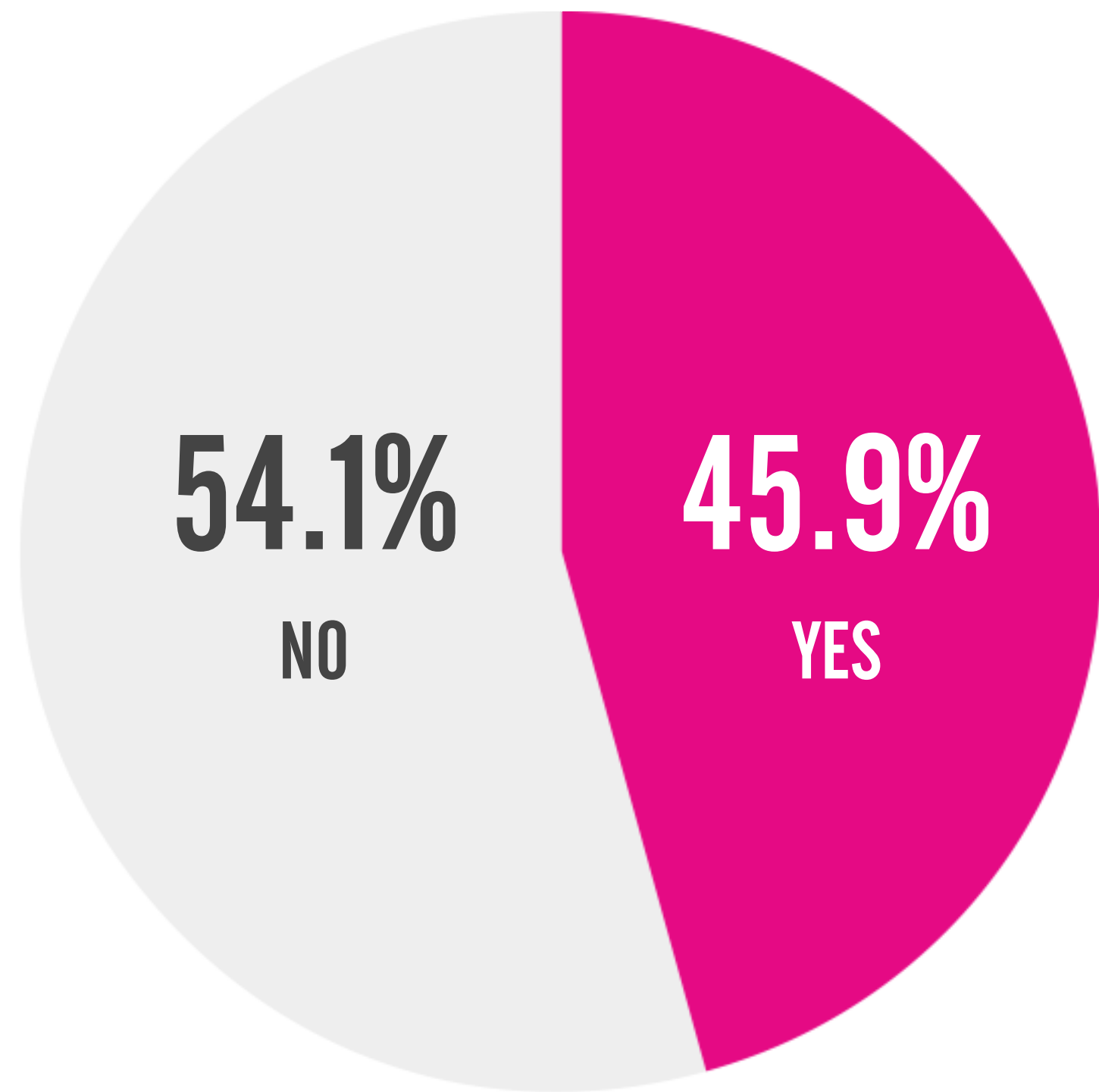
Market Trend: Internet usage in Taiwan



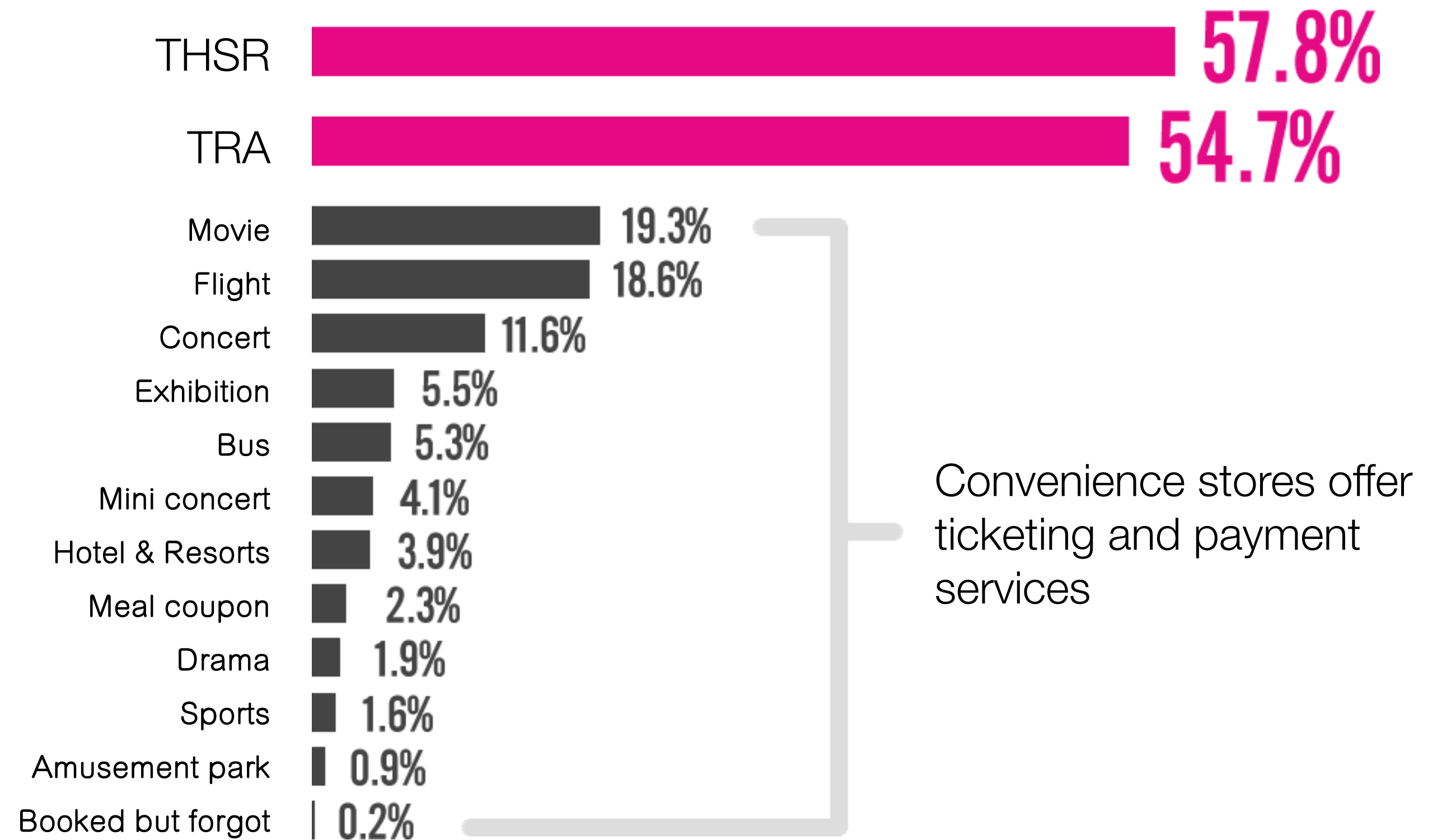
Number of Internet Users **18.5M**



Mobile Device **71.3%**

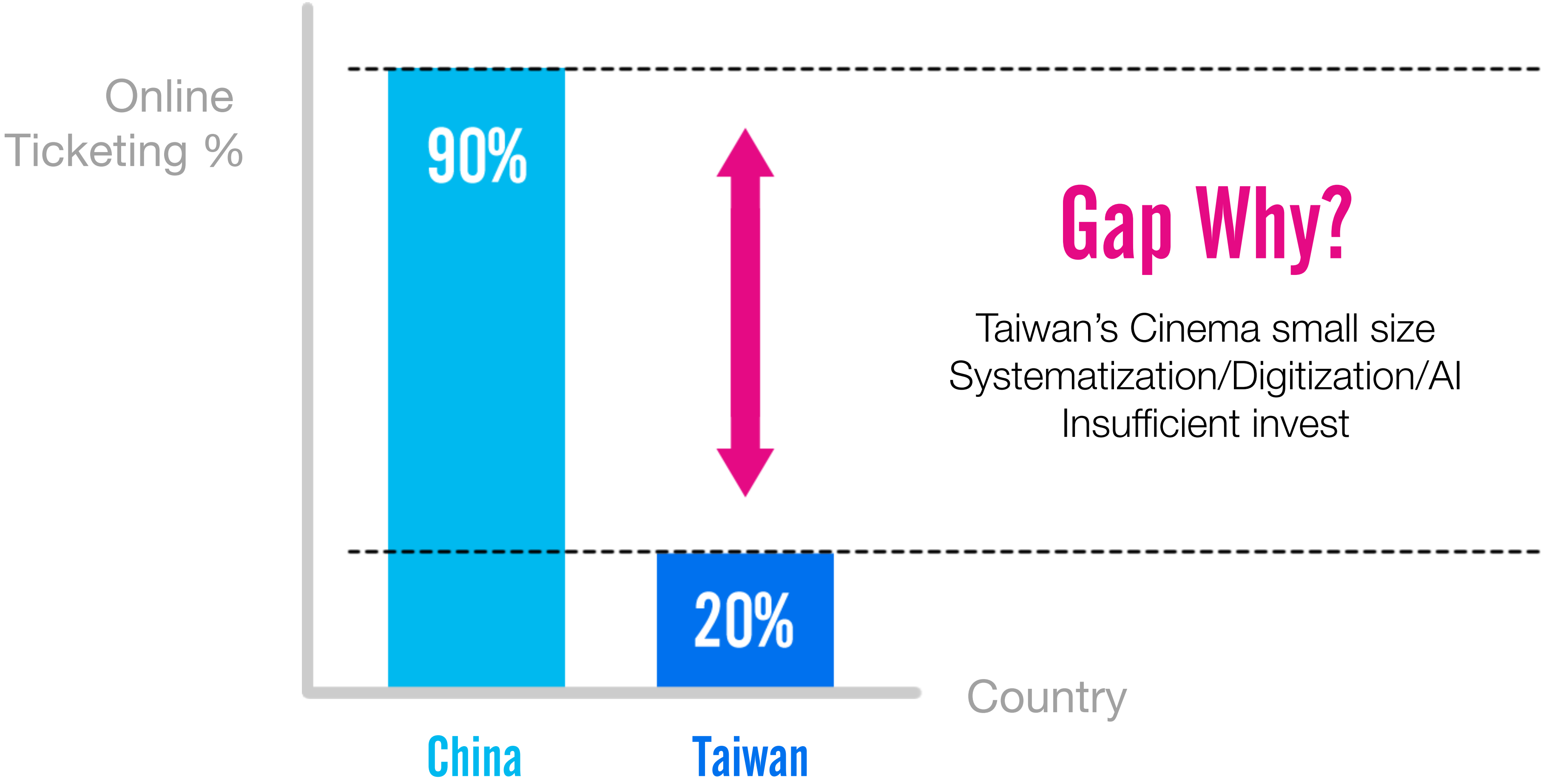


45.9% of population used online-ticketing



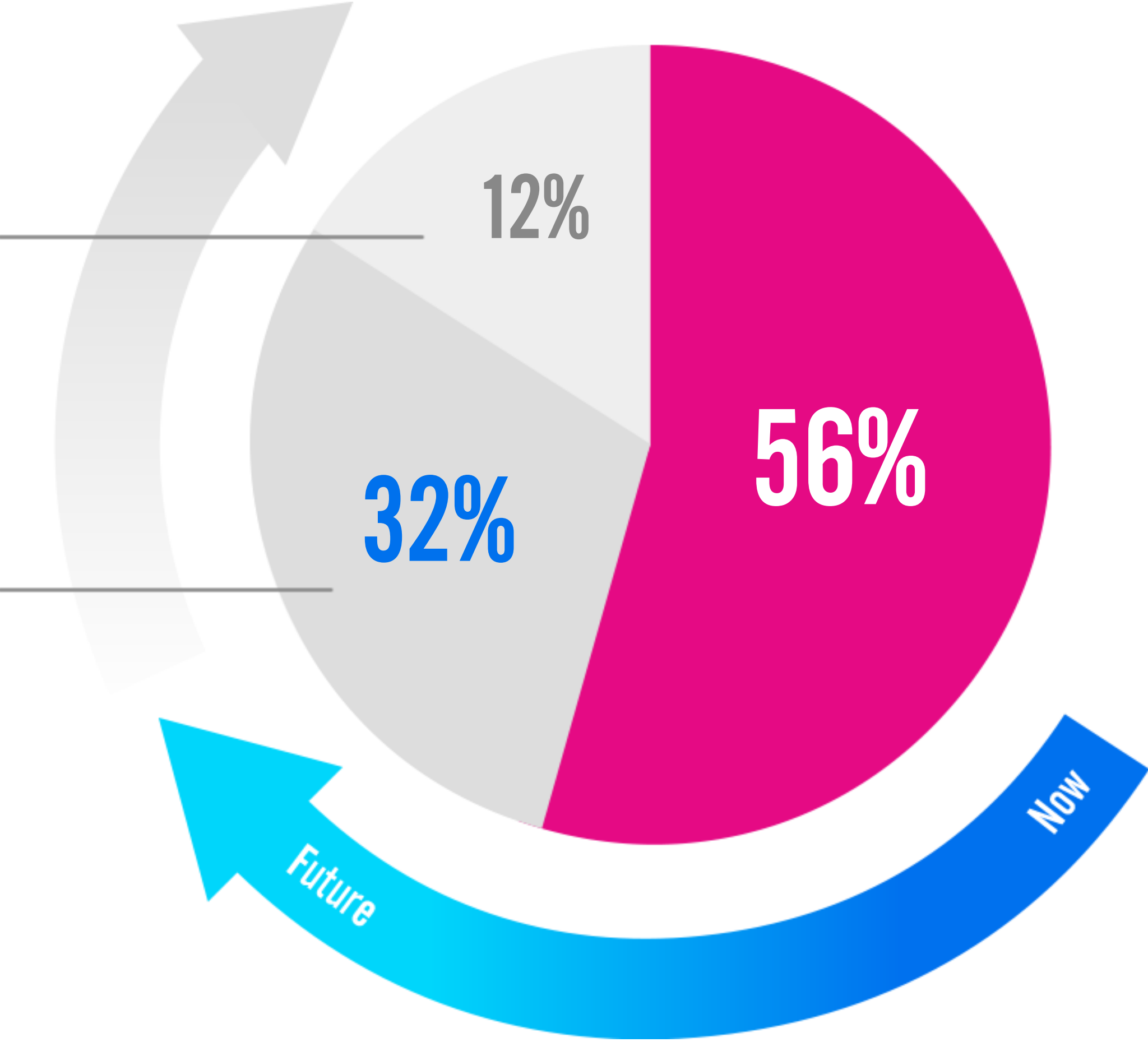
THSR / TRA the highest proportion

Market Trend: Comparison of online movie booking in Cross-Strait



Market Trend: ezDing- Cinemas development strategy

Market share%



45 cinemas
Seeking to cooperate
Traditional-independent

26 cinemas
Seeking to cooperate
Digitization in 3 years

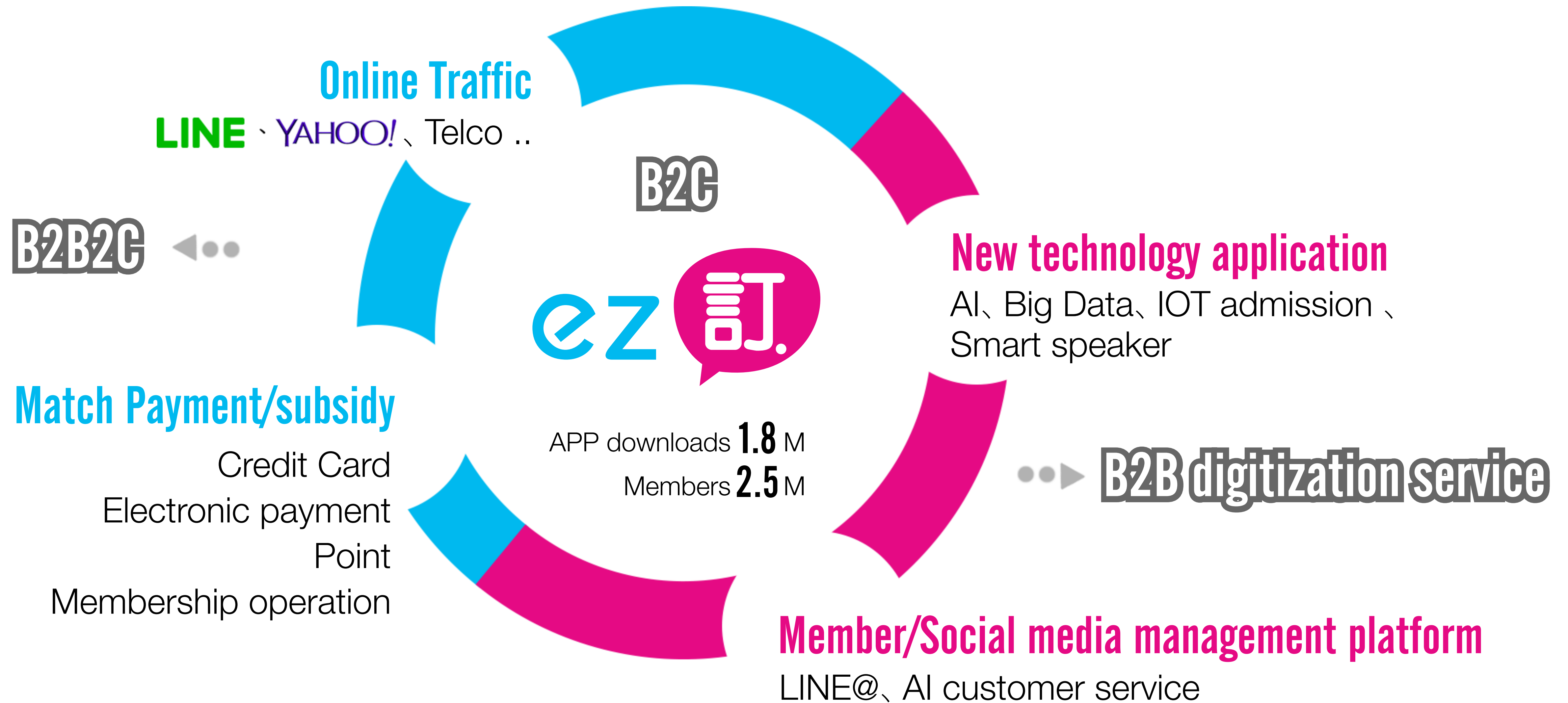
36 Cooperated cinemas

Chain cinemas expand locations in mid-south area / second tier city
ezDing devotes B2B digitization service to cinemas



Operation Structure

Operation Structure



Channel Partner Cooperative Banks

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2,237 million

Effective Credit Cards issued

78%

Market share



Channel Partner



Teleservice



Portal / News



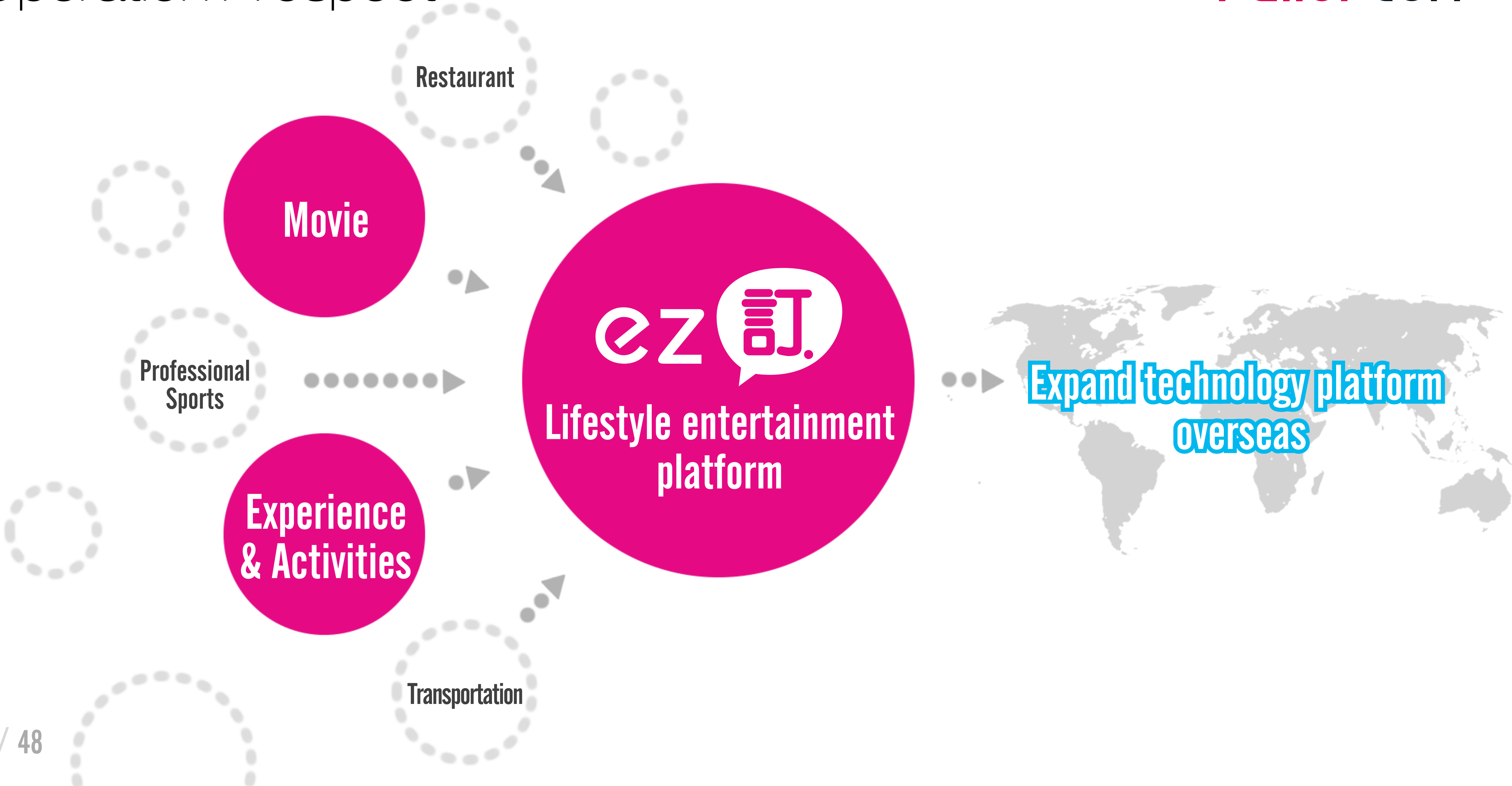
APPS / Websites



Life style



Operation Prospect



Niceday

Experience & Activities

Niceday
Market Trend

Experience & Activity Market Trend



Strong growth on online booking.



Significant growth on mobile booking



More distinctive and well-designed experiences (light aircraft, indoor skiing, etc.) on the market, And Life-style experiences are popular.



Strong growth on parent-kid activities demand; the parents are willing to invest more on their children.



Special experiences fit young generation's demand for social media exposure.

Parent-kid Experience & Activities Market Trend

Parents value more on activity quality due to fewer children.



Parents are willing to spend more money on parent-kid activities.

Parents want to have different educational method for kids from the traditional textbook, so special summer camps are getting popular.



Niceday has 100% growth on summer camp sales and 50% growth on per customer transaction.

Technology field (programming education) will be included in curriculum guidelines from 2019.



STEAM related activities are getting popular.



13 少子化掀寵愛商機 親子旅遊市場需求增

記者周坤秀 / 攝影陳育輝 / 洪景斌 / 編輯李育潔 報導 © 2017/11/13 15:02

全球旅遊人次在2016年突破一百億，台灣旅遊市場也不小，2016年國人旅遊以國內旅遊占九成三，總人次高達7.9億次，平均每人旅遊超過九次，每次停留1.44天，因為少子化，家長們願意帶孩子旅遊的數量反而提升，業者指出，連來親子旅遊來客數量，逐年成長約有一成多，在許多景點都占了六到七成的客群。

親子旅遊 培養感情

看準國內小旅行商機，反應靈敏的業者針對親子設計內容，像是成立15年的海洋公園為了小小貴客，表演內容刪去可能造成驚嚇的爆破，增加歡樂氣氛，海洋公園總經理沈建勳：「(一年)來客數大概落在55萬到58萬之間，其中有帶小朋友來的話，大概是會在六成左右，像娃娃車好了，我們以前可能準備一百台就夠了，現在大概要兩百台到三百台才會夠，免費兒童的數量也有上升，(每年)大概都是一成到兩成左右的一個上升速度。」

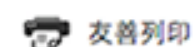
亞洲少子 寵愛商機

www.fullerton.com.tw

108課綱「科技領域」：師資、教材、設備問題如何解決？



教育文化 | 張訓譯 | 發佈於 7 月 15, 2018



明年108課綱就要開始實施，除了教育部的審查進度落後以及教科書來不及編審之外，新課綱將原本的生活科技與資訊科技合併成「科技領域」，目的是為了要跟上世界潮流，也就是目前教育界最流行的STEAM(科學、技術、工程、數學與藝術)跨領域學習能力以及工業4.0所帶來的網路應用。

Niceday
Operation Structure

Search  Customer
experiences & activities online

O2O

Online booking

Quality experiences & activities
Real time online booking

Niceday

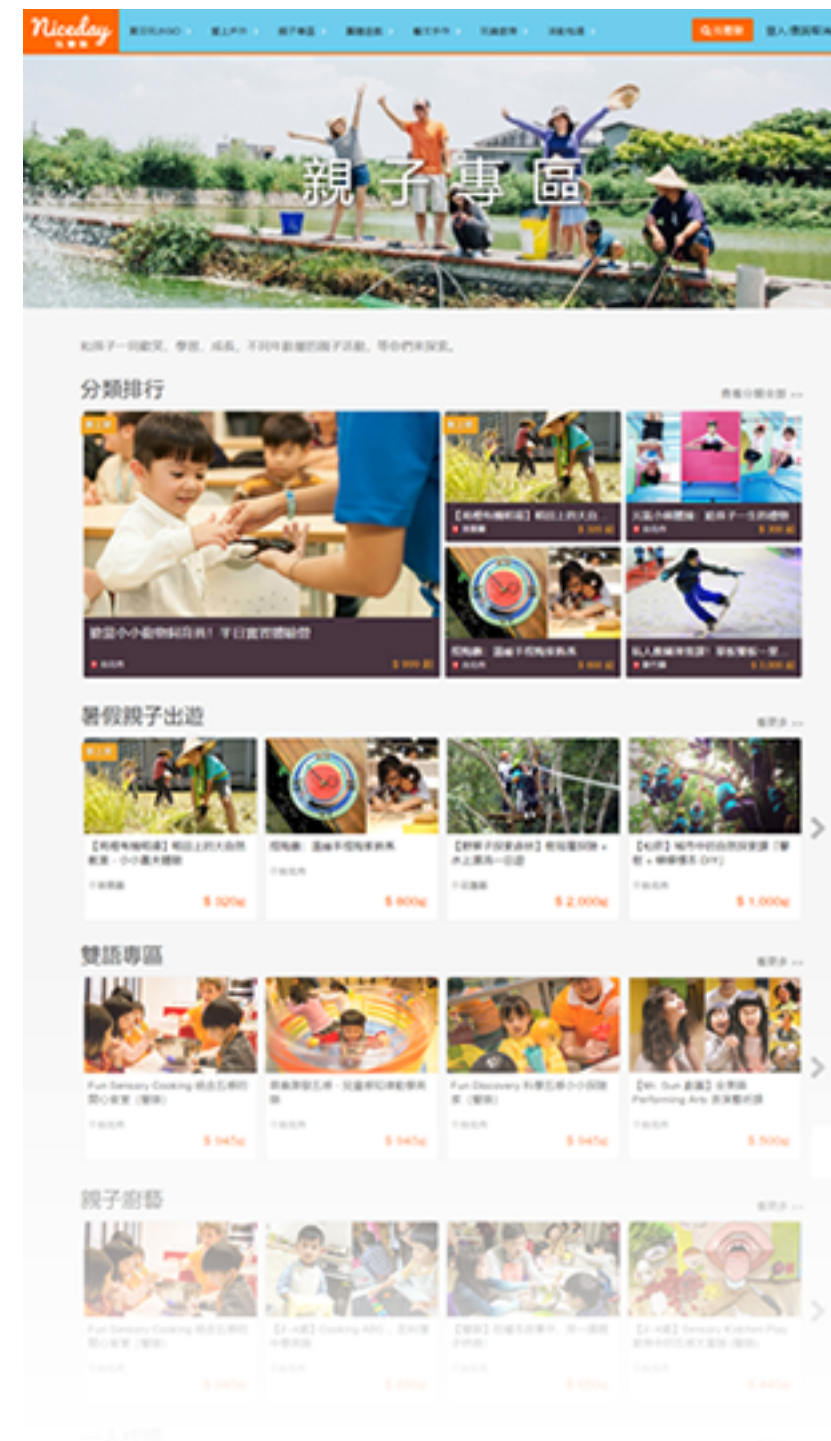


Experiences & activities on-site

Quality Experience Development



Web Platform Development



Data Analytics

Niceday Growth in 2018 (YTD):

- GMV growth **30%**
- Conversion rate growth **20%**
- ROAS growth **200%**

Niceday
Operation Prospect

Niceday

Real time
online booking
Quality experience
& activities



Customers



Professional team building consultant service
One-stop window
Professional consulting
Variety of experiences

Experience and
Activity Ecosystem

Niceday
ECOSYSTEM

Content Marketing

Original content
Unique experience
Digital marketing



Vendors



Vendors
White-label
Booking website
Time slot management

Vision: Be the favored experience platform in Asia

Development Strategy

Focus on Parent-Kid Experience and Activities:

Develop more parent-kid activities and STEAM related activities



Improve Platform User Experience:

Improve mobile user experience and implement chatbot service on the platform



Develop Quality Experience and Activities:

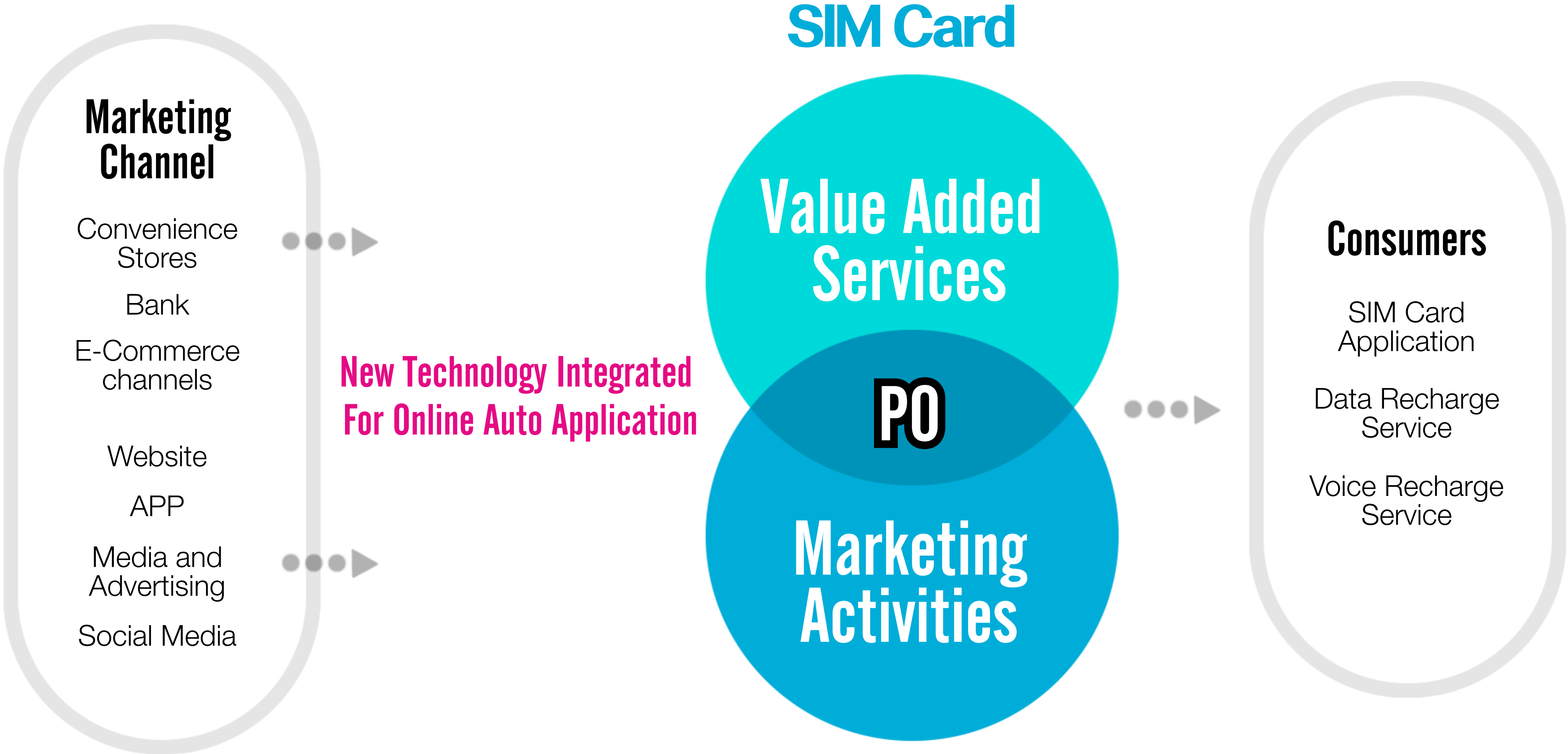
Develop more distinctive and well-designed life-style experience and activities

Strengthen data analytics ability:

Integrate the group resources to increase data volume and analysis ability

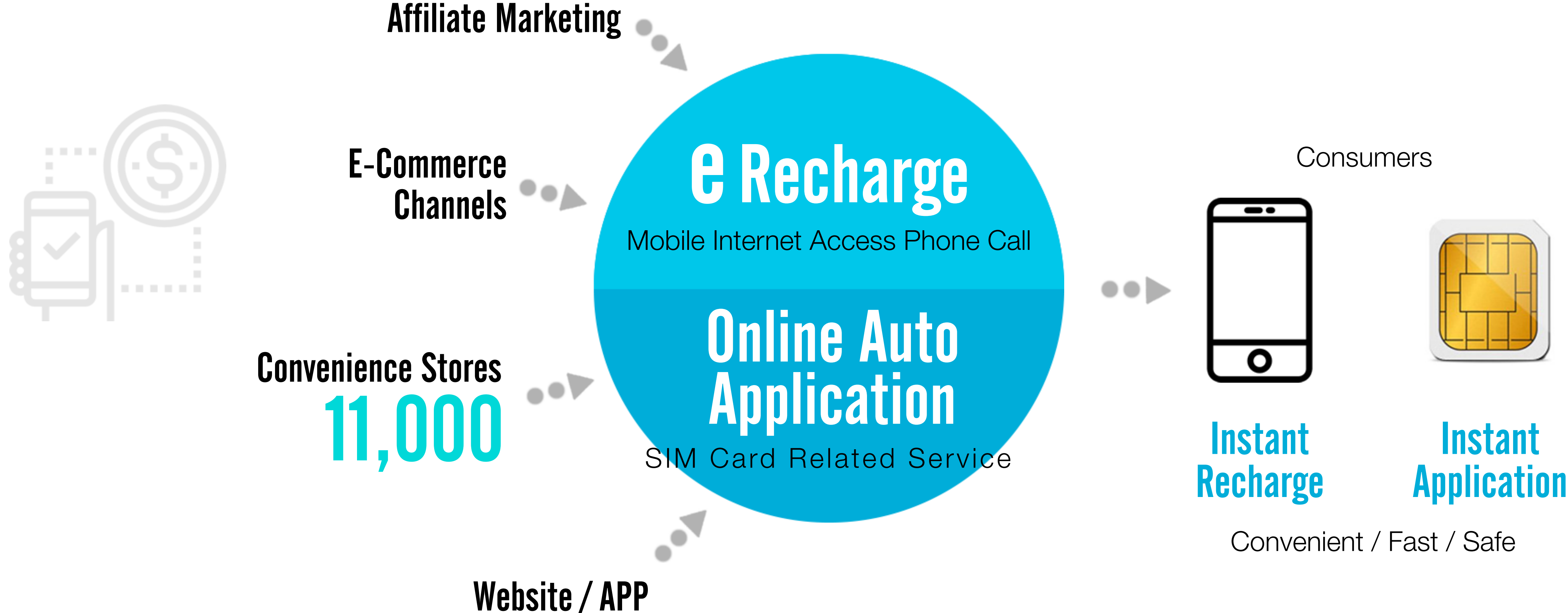
Communication Services

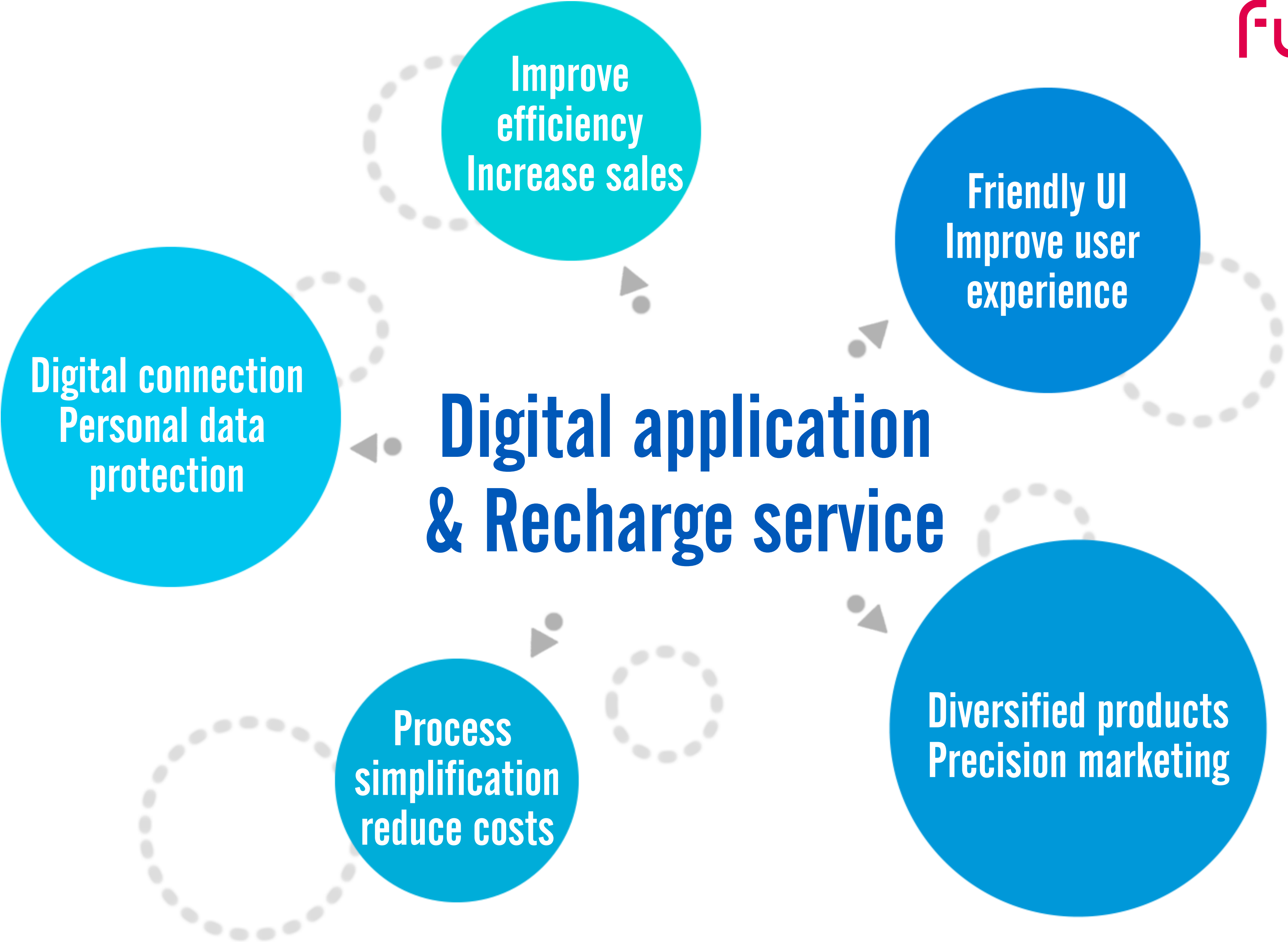
Business Model



Operation Prospect

On-line Recharge Service





Channel Partner

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FamiPort



Life-ET



中華電信



玉山銀行



中國信託銀行
CTBC BANK



第一銀行
First Bank



元大銀行
Yuanta Bank



Fubon Bank
富邦銀行



國泰世華銀行
Cathay United Bank



合作金庫銀行
TAIWAN COOPERATIVE BANK



上海商業儲蓄銀行
THE SHANGHAI COMMERCIAL & SAVINGS BANK, LTD.



台新銀行



日盛金控
日盛銀行



Digital Image



Consumption model Changing

Rental film → Physical
CD/DVD → On-line
Download...

Usage Demands Increasing

- 1 Newspaper, Magazine, TV, Marketing AD, Book, Outdoor Board...
- 2 Web Page, Online AD, E-book...
- 3 Social Media & the Micro business Platform (Weibo, wechat, FB, Line) , Wemedia...

Resources Diversing

- 1 From Professional Image Stock Companies
- 2 From Professional Creators
- 3 From Individual

Mainland China Market

- 1 Lots of copyright infringements
- 2 China to Adopt Stricter IPR (intellectual property rights) Protection Regulation : the Protection of the Right to Communicate Works to the Public over Information Networks (come
- 3 Copyrights protected management
- 4 Enterprise cooperation service program

Home Brand Producing

Asian Creative Image Stock

Oriental characters / Chinoiserie
Medical / Health / Lifestyle
Tech / Finance
Chinese Painting
Concepts / CG...



imagemore.com
Professional Creative Imagery Web
Downloadable **10+** millions



The World's Leading Image Stock Companies

Greater China TW / CN / HK
Asia JP / KR / SEA
USA / Canada
Europe

Publishing

Premium Creative
Low Budget
Editorial



Sound Effect
Motion



Greater China Target Customers

Advertising
Enterprises
Government / School
Publishing Companies / Media
Others



Stock Photo Copyright Licensing Service



Stock photo Licensing Authorization Stock photo Distribution Creators Licensing Cooperation Co-branding Alliance

Related Business Opportunities



Studio Rental / Merchandise Licensing Commercial Shooting / Cultural & Creative Products Published works / Stickers / Others

Copyright Management



Copyright Verification Copyright Tracking Copyright Protected Service

Channel Partner

The world's leading Image Stock Companies

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Greater China



Asia

amanaimages

imagenavi

imazins

ayless images

Af1o

MIXA

MAKUNOUCHI
HIGH QUALITY STOCK PHOTO COLLECTION BY FAYLESSEPAGE

TOPIC
CLASSIC VERSION

SOURCENEXT.

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The world's leading Image Stock Companies



US / Canada

gettyimages blend SUPERSTOCK

 **MONKEY BUSINESS**
IMAGES **FOTOSEARCH**[®]

 **imageprotect**

Europe

CAIA **INGRAM**
IMAGE

 **COPYTRACK**

agie[®]
FOTOSTOCK

alamy

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Financial Result



2018 H1 Summary of Performance

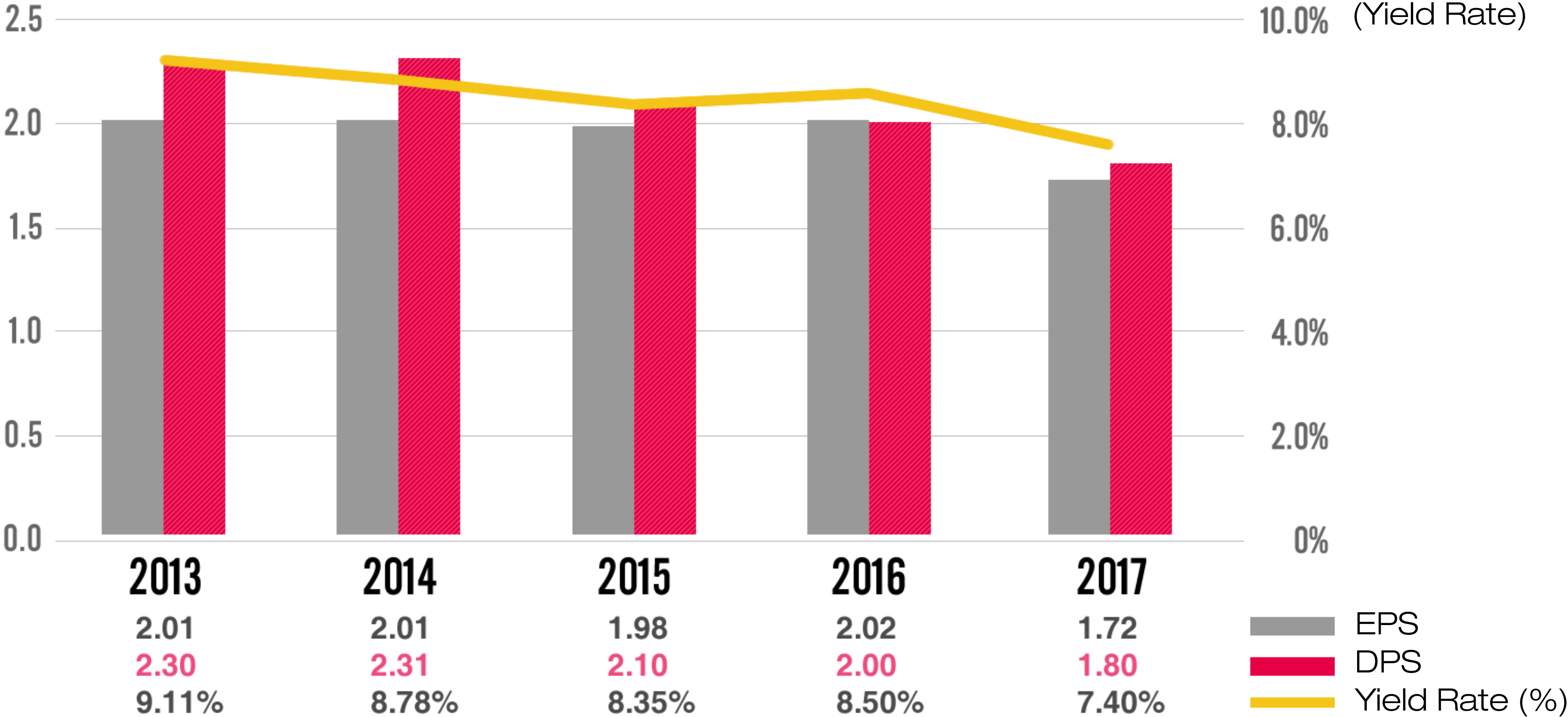


Unit: NT\$ thousand, except for EPS

Income Statement	2018H1	%	2017H1	%	YoY	YoY%
Operating revenue	304,670	100.00%	359,520	100.00%	(54,850)	(15.26%)
Operating income (loss)	(4,274)	(1.40%)	(9,559)	(2.66%)	5,285	55.29%
Non-operating income and expenses	7,687	2.52%	86,200	23.98%	(78,513)	(91.08%)
Income before Income Tax	3,413	1.12%	76,641	21.32%	(73,228)	(95.55%)
Net Income	951	0.31%	71,436	19.87%	(70,485)	(98.67%)
EPS (after-tax)	-		0.61			

Balance Sheet	June 30, 2018	%	December 31, 2017	%	June 30, 2017	%
Cash and cash equivalents	592,740	18.14%	628,780	20.31%	689,384	21.06%
Total current assets	1,082,285	33.12%	1,165,506	37.65%	1,290,610	39.42%
Non-current financial assets at fair value through other comprehensive	1,953,299	59.78%	-	-	-	-
Non-current available-for-sale financial assets	-	-	1,695,256	54.76%	1,744,224	53.27%
Total non-current assets	2,184,999	66.88%	1,930,086	62.35%	1,983,534	60.58%
Total Assets	3,267,284	100.00%	3,095,592	100.00%	3,274,144	100.00%
Total Liabilities	336,151	10.30%	124,002	4.01%	343,305	10.48%
Total Equity	2,931,133	89.70%	2,971,590	95.99%	2,930,839	89.52%

Dividend Policy



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THANK YOU!

