

HERAN Co.,LTD

2022 Invenstor Conference



Briefer: Danny Lei

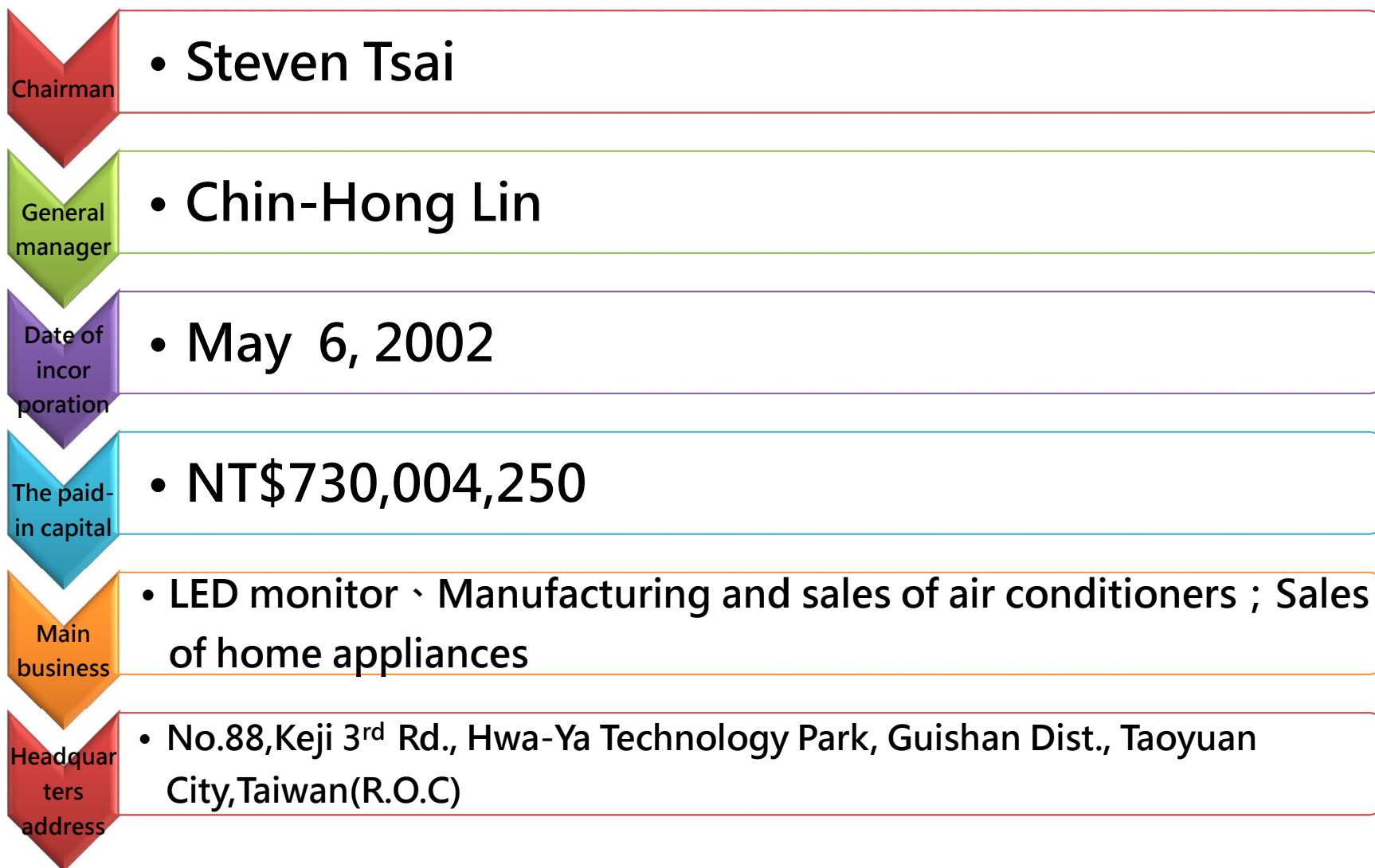
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用心 · 創新 · 安心 健康 · 節能 · 智慧

Disclaimer

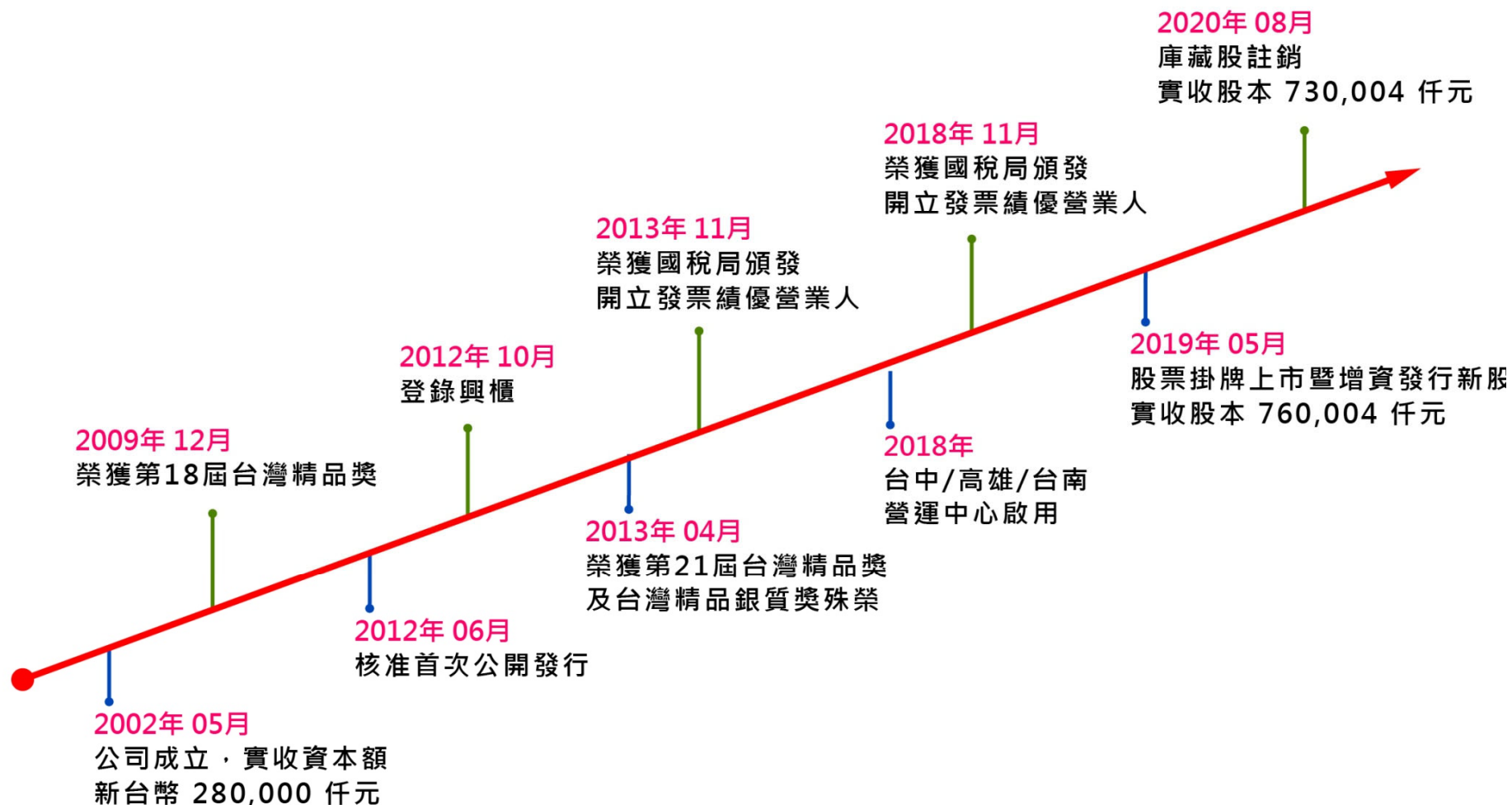
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- ◆ We are not obliged to update the statement of future prospects in response to the generation of new information or future events, except as required by law.

Basic information

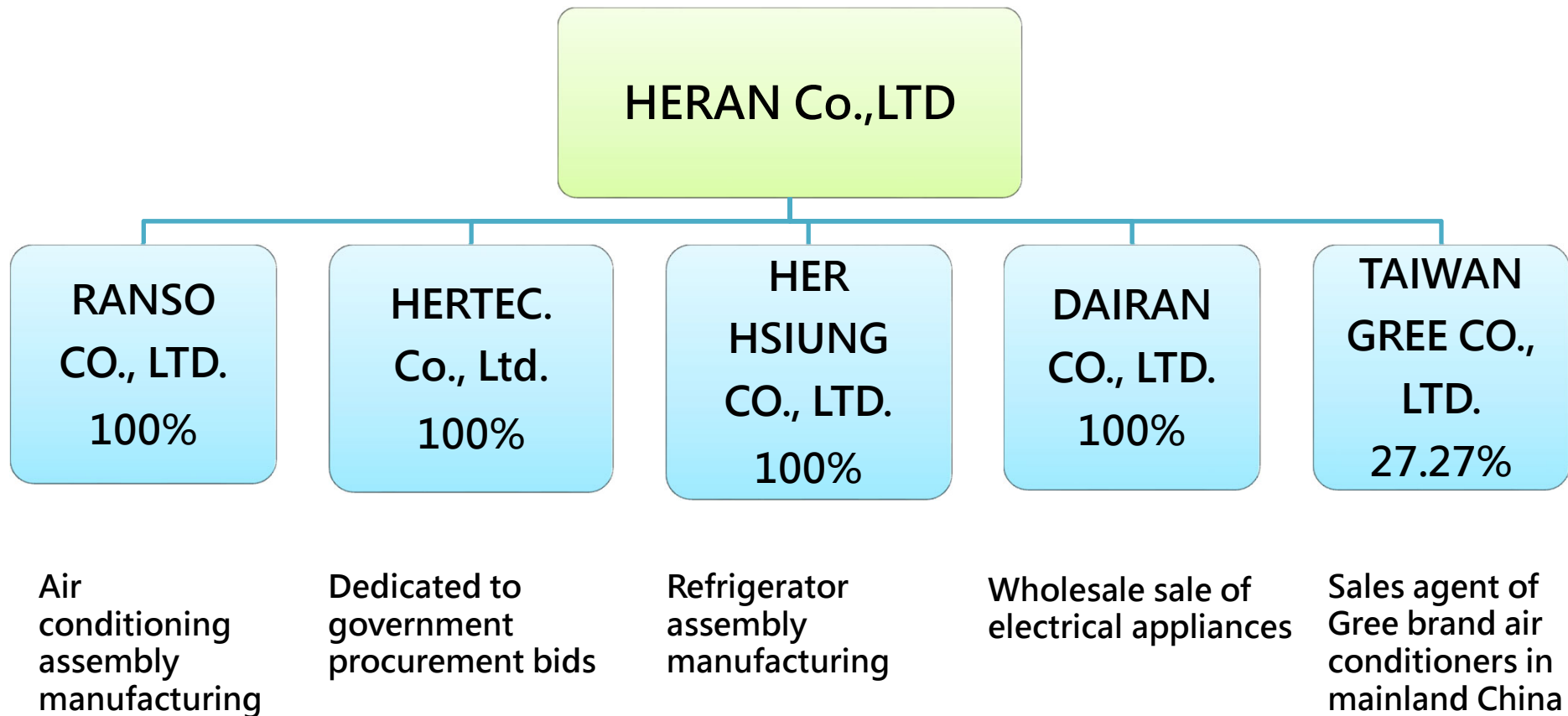




Company History



Investment structure



Branch office



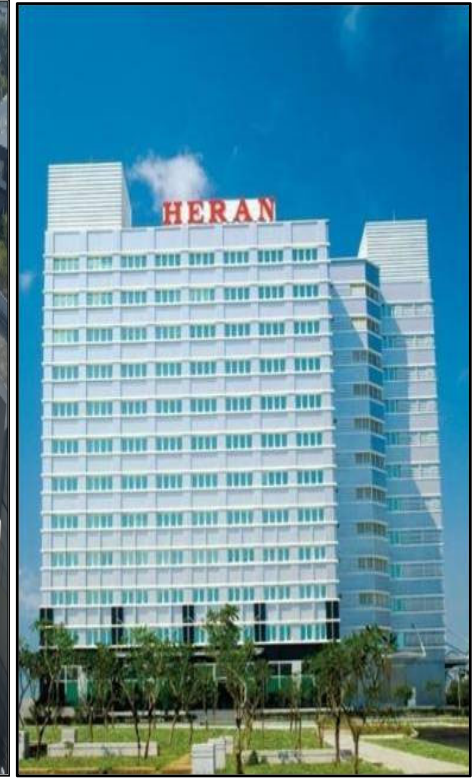
Kaohsiung office



Tainan office

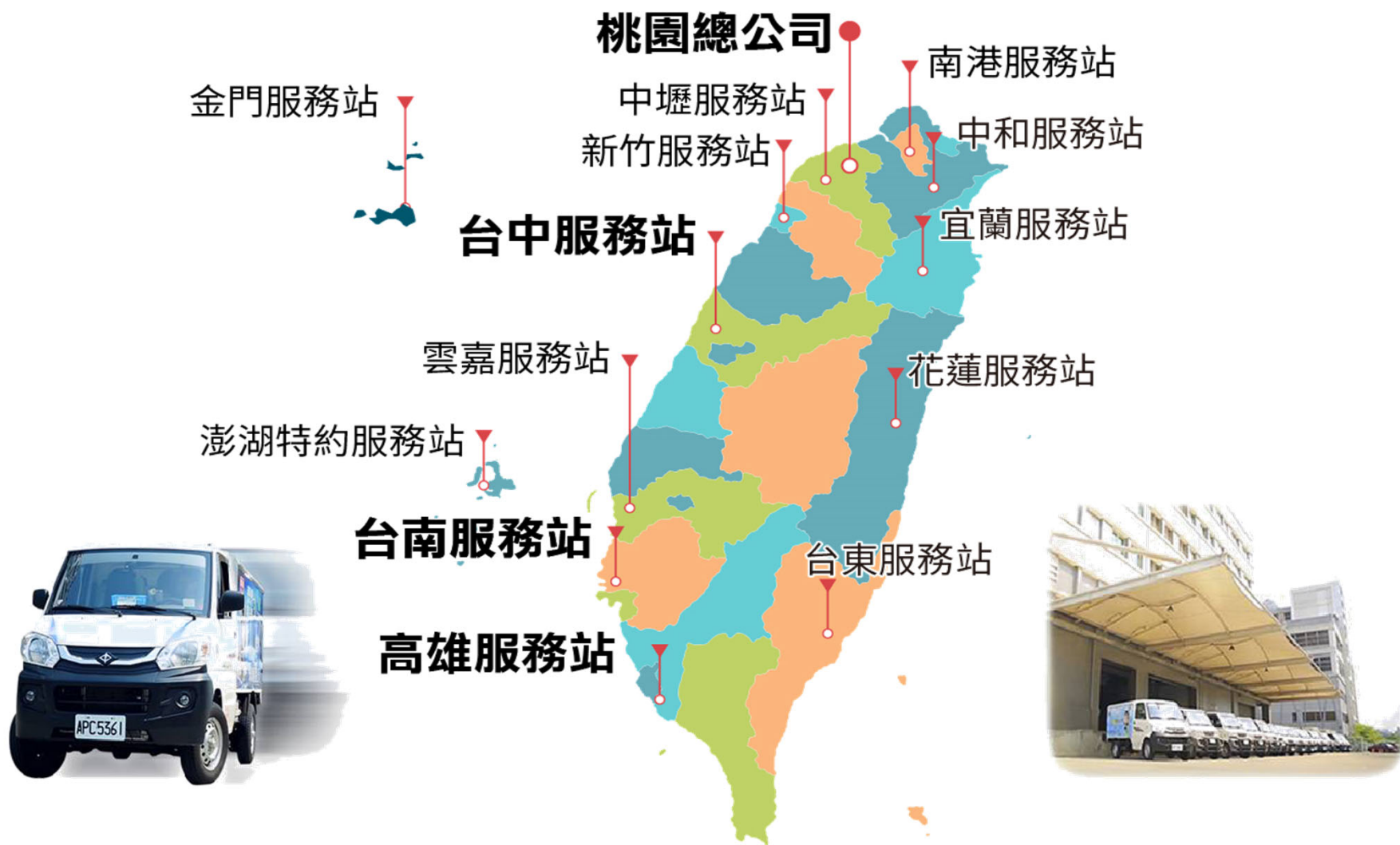


Taichung office





Taoyuan Headquarter

Service stations

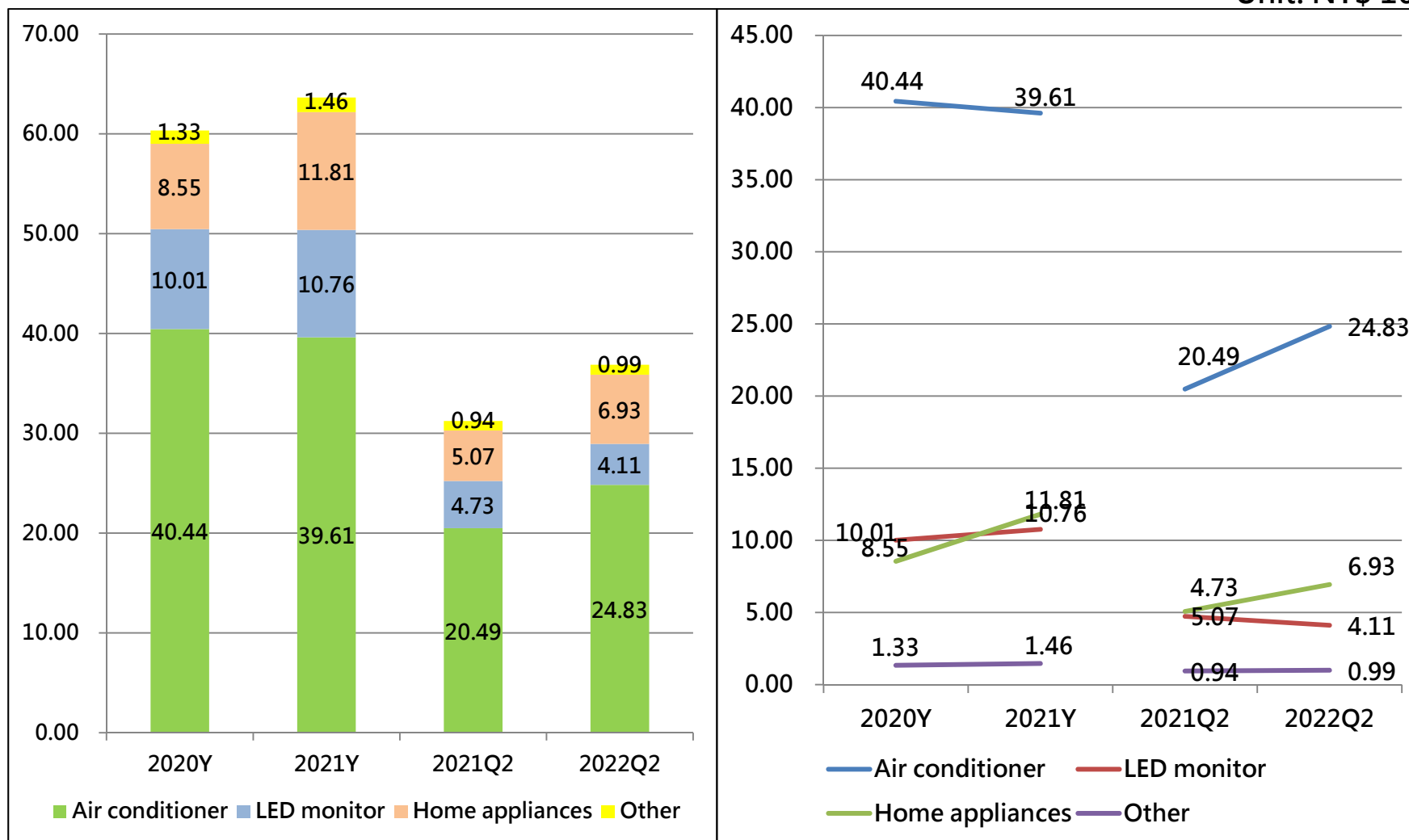


Sales Channel

Category	Q2,2022Y Revenue ratio	Major Clients
Distributor	52.71%	More than 2000 Individual Distributors
Wholesale 3C	24.76%	
TV / Online Shopping	16.11%	
Others	6.42%	Retail and Bidding Projects

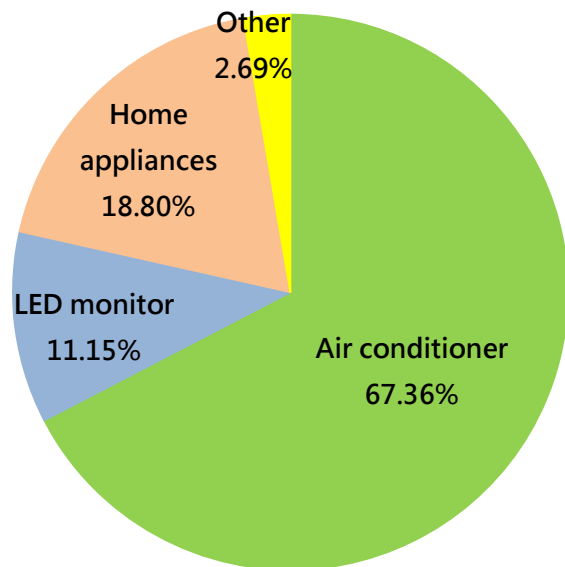
Revenue comparison by product

Unit: NT\$ 100M

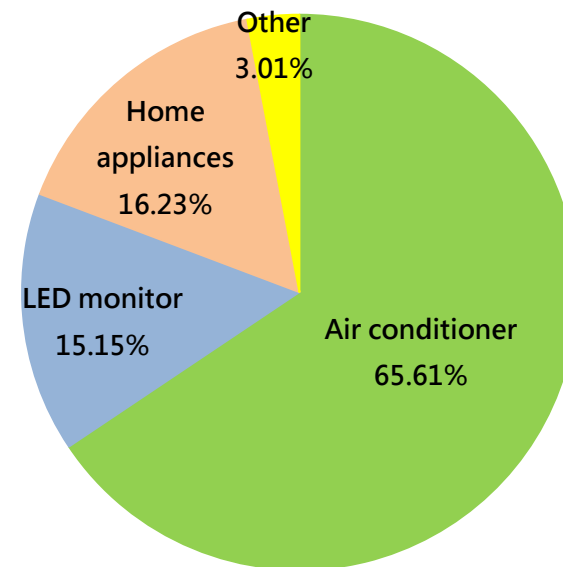


Revenue proportion by product

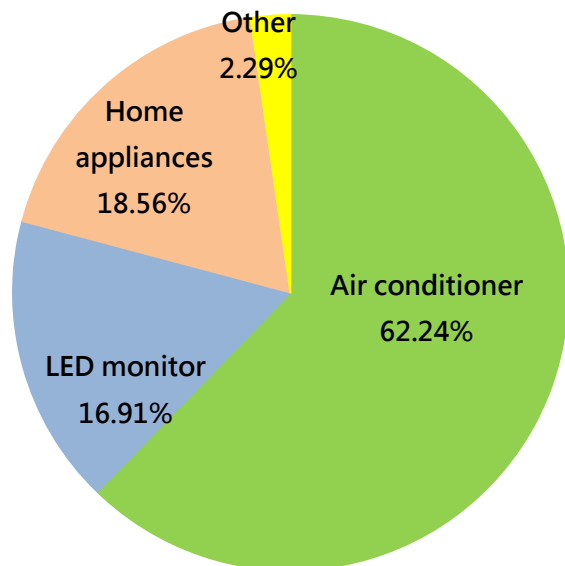
2022Q2



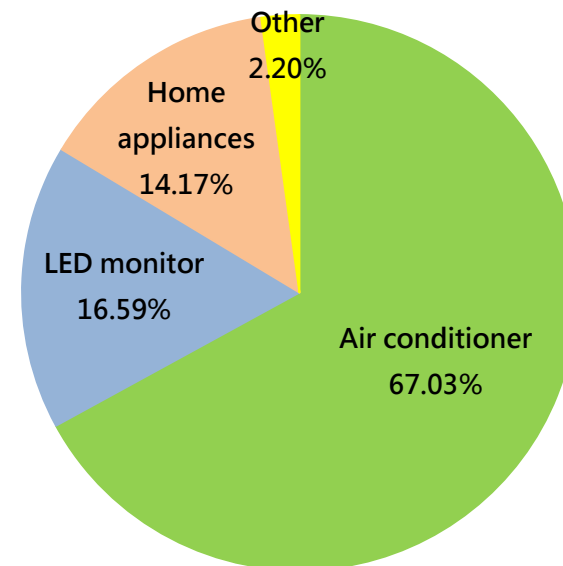
2021Q2



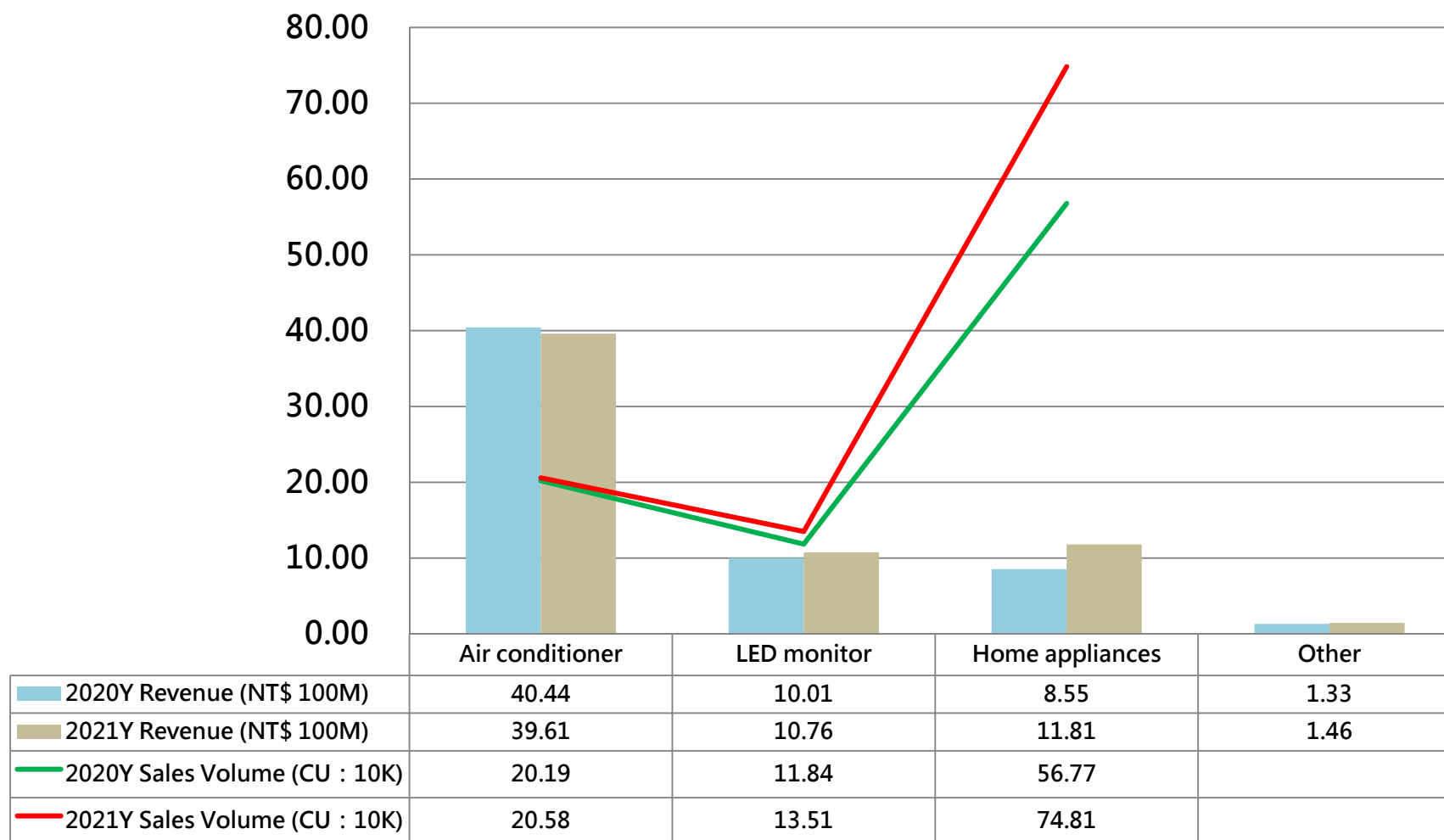
2021Y



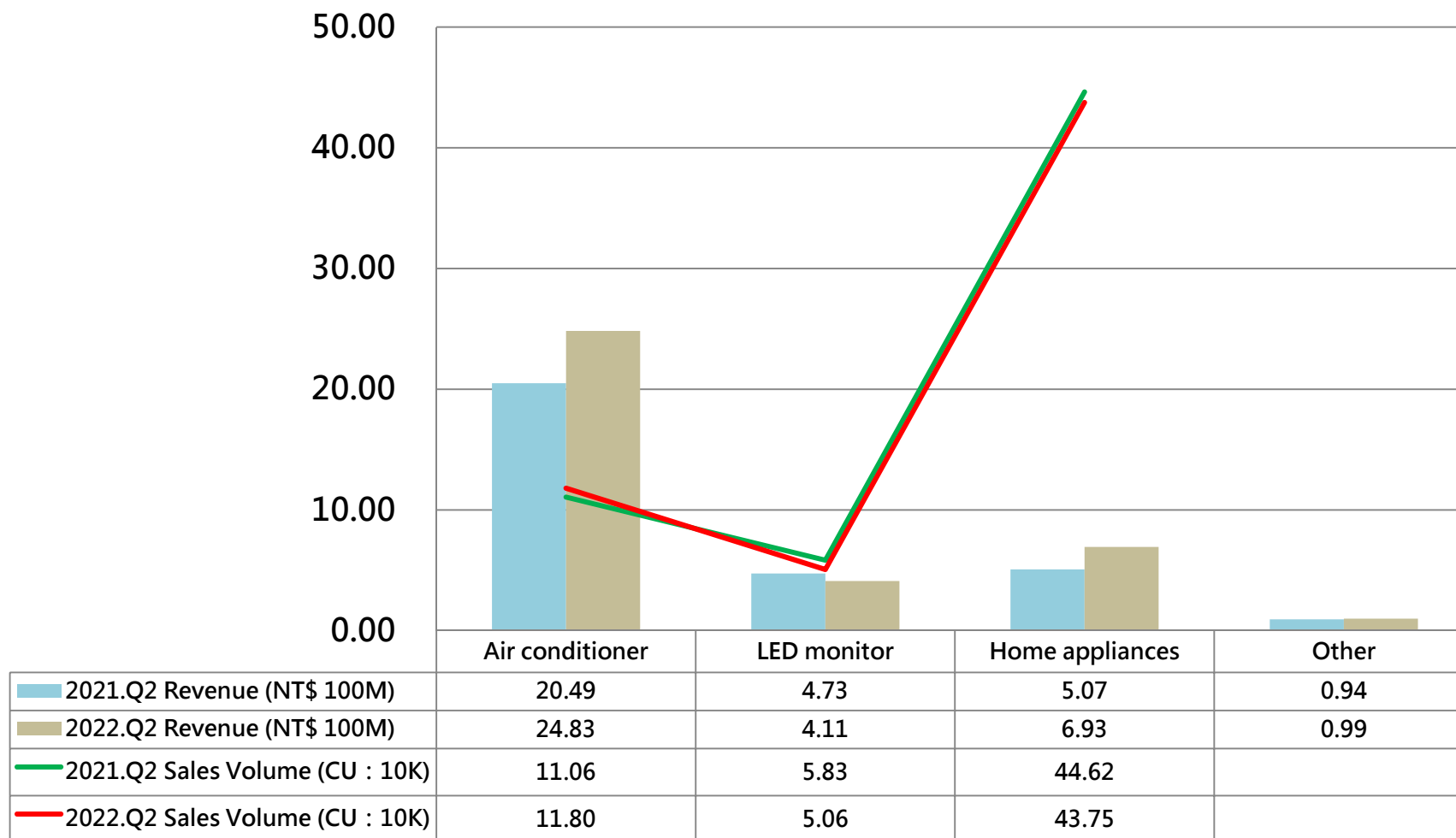
2020Y



Product comparison



Product comparison



Income Statement

Unit: NTD Thousands

Project / year	Q2,2021	Q2,2022	2020Y	2021Y
Operating revenue	3,123,342	3,686,549	6,032,747	6,363,088
Gross Profit	1,179,904	1,185,088	2,359,310	2,306,137
Gross margin	38%	32%	39%	36%
Operating Income	469,269	427,386	1,097,065	839,723
Operating Income profit margin	15%	12%	18%	13%
Profit before income tax	540,306	518,128	1,174,540	953,586
Net profit	434,662	420,040	940,023	780,140
Profit ratio	14%	11%	16%	12%
Earnings per share	5.95	5.75	12.73	10.69

Balance Sheet

Unit: NTD Thousands

Project / year	Q2,2021	Q2,2022	2020Y	2021Y
Current Assets	4,881,078	4,788,916	3,816,298	4,203,163
Noncurrent Assets	2,003,285	1,884,526	1,748,314	1,822,131
Total Assets	6,884,363	6,673,442	5,564,612	6,025,294
Current Liabilities	2,810,216	2,415,004	1,674,736	1,935,955
Noncurrent Liabilities	83,458	86,099	41,847	45,039
Total Liabilities	2,893,674	2,501,103	1,716,583	1,980,994
Liabilities ratio	42%	37%	31%	33%
Capital Stock	730,004	730,004	730,004	730,004
Capital Surplus	825,306	825,306	825,306	825,306
Legal reserve	549,625	627,653	499,650	593,092
Unappropriated earnings	1,885,754	1,989,376	1,793,069	1,895,898
Treasury Stock	-	-	-	-
Total equity	3,990,689	4,172,339	3,848,029	4,044,300
Earnings per share	54.67	57.16	52.71	55.40

Nearly 4 years stock dividend status

Unit: NTD

Project /year	2018Y	2019Y	2020Y	2021Y
EPS	12.13	10.73	12.73	10.69
Allotment of dividends				
Stock dividend	-	-	-	-
Cash dividend	9	8	8	8
Total dividends	9	8	8	8
Dividend allotment rate	74%	75%	63%	75%

The Future Development Plan

Product Innovation

- Make consumers satisfied by continuously investing in product innovation and R&D.

Smart IoT Appliances

- Continue to innovate artificial intelligence technology.
- Construct a full range of Internet of Things home appliance ecological chain and create a smart home product system.

Improve Efficiency

- Expand service bases and improve service efficiency.
- Expand warehousing space and speed up the delivery of goods.

Deeply Plough Taiwan Market

- Continue to invest in HERAN brand management.
- High-quality and differentiated products differentiate market competition and grasp key competitive advantages.

Q & A

