TWSE Stock No. : 8480 (Taisun-KY)

# TAISUN INT'L (HOLDING) CORP.

DATE : 2<sup>nd</sup> SEPTEMBER, 2020

### Safe Harbor Notice

This presentation is based on the information obtained from various sources which the Company believes to be reliable. But at some points in the future, there are a variety of factors which could cause actual results to differ materially from those statements. Therefore, please refer to the information on the MOPS website for basis on any adjustments that have been made.

(http://mops.twse.com.tw)

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CSR/ESG

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# **01 GROUP OVERVIEW**



### **GENERAL INFORMATION**

 Established in February 2014 (Taisun Vietnam HQ was established in February 2001)

Chairman and General Director: Mr. Tai Chao Rong

Paid-in capital: NT \$ 393 million

Headquarters: Ho Chi Minh City, Vietnam

Employees: 849 employees (July 2020)

### **Board Members**



### **Management Team**



## **Key Economic Data of ASEAN**



*Source:* <u>https://thumbs.dreamstime.com/z/asean-economic-community-aec-31019073.jpg</u>; <u>https://www.adb.org/countries/viet-nam/economy</u>; <u>http://thoibaotaichinhvietnam.vn/pages/thoi-su/2020-08-06/amro-du-bao-tang-truong-kinh-te-viet-nam-2020-dat-31-90588.aspx</u>

## Major Operational Bases

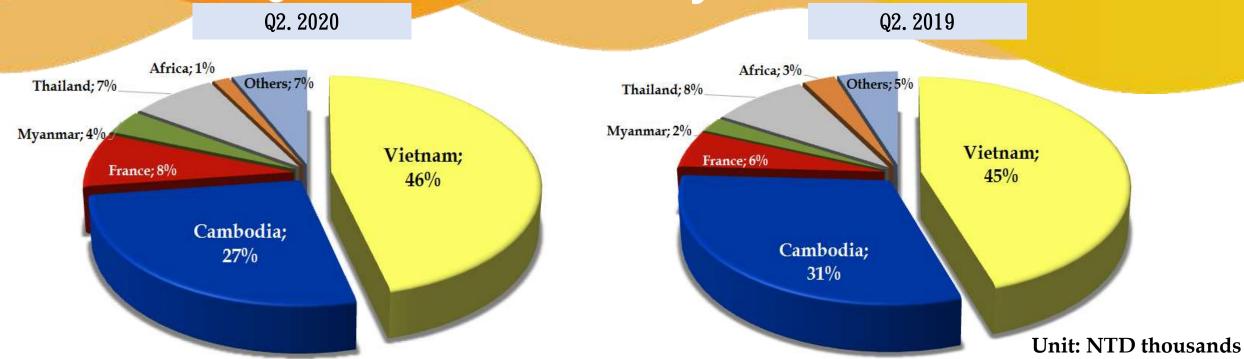


### Main Markets

#### TAISUN HAS BUSINESSES in MORE THAN 20 NATIONS around the world

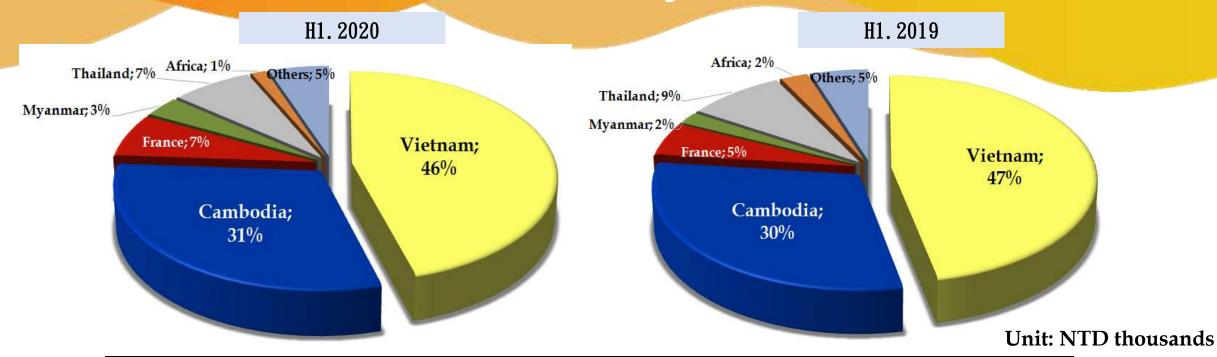


### Q2.2020- Sales by Countries



Areas	2020Q2		2019Q2		Var.	
	Amount	%	Amount	%	Amount	%
Vietnam	197,506	46.13%	208,065	45.01%	(10,559)	-5.07%
Cambodia	114,619	26.77%	142,319	30.79%	(27,699)	-19.46%
France	34,292	8.01%	25,538	5.52%	8,754	34.28%
Myanmar	15,364	3.59%	10,168	2.20%	5,196	51.10%
Thailand	32,097	7.50%	39,007	8.44%	(6,910)	-17.72%
Africa	6,059	1.42%	12,927	2.80%	(6,868)	-53.13%
Others	28,229	6.59%	24,272	5.25%	3,957	16.30%
Total	428,165	100.00%	462,295	100.00%	(34,130)	-7.38%

## H1.2020 - Sales by Countries



Area	H1. 2020		H1.2019		Var.	
Alta	Amount	%	Amount	%	Amount	%
Vietnam	423,561	45.70%	432,662	46.85%	(9,101)	-2.10%
Cambodia	281,632	30.39%	277,631	30.06%	4,001	1.44%
France	62,380	6.73%	48,121	5.21%	14,258	29.63%
Myanmar	30,150	3.25%	17,811	1.93%	12,338	69.27%
Thailand	66,840	7.21%	78,496	8.50%	(11,656)	-14.85%
Africa	12,434	1.34%	22,181	2.40%	(9,747)	-43.94%
Others	49,846	5.38%	46,626	5.05%	3,220	6.91%
Total	926,842	100.00%	923,528	100.00%	3,313	0.36%

02

# Product Portfolio



# **QUALITY PRODUCT PORTFOLIO**

# **Baby Care**







Baby Diaper, Baby Pants, Newborn Baby Diaper

The guardians of your greatest treasure from birth to growth



### **Adult Care**





Adult care

#### **TOP 2 TRUSTED BRANDS IN VIETNAM**

Adult Pants, Adult Diaper, Insert Pad, and Under Pad

Complete range of products to serve our customers on all levels of incontinence

### Lady Care

Comfort

sunfree

Soft & Thin for confidence

Soft

Seu Thấm Siếu Em

Leak Prevention

Day use/ Night use/ Extra
Ultra thin/ Super dry
3D standing safeguard

## Wet Wipes

# Unifresh.

Antibacterial No Parabens Pure Water

Baby Use

Family Medical

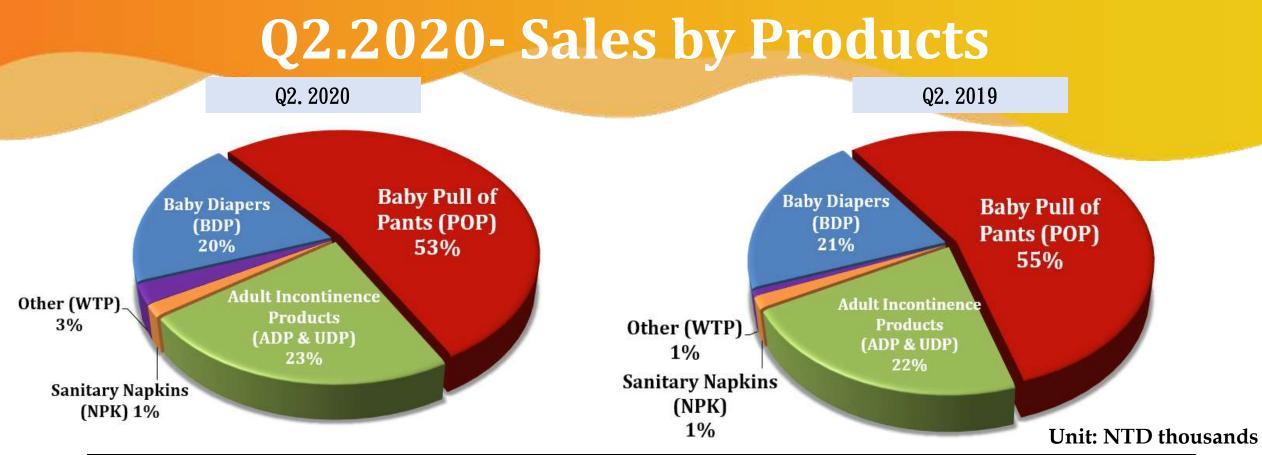
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Purity

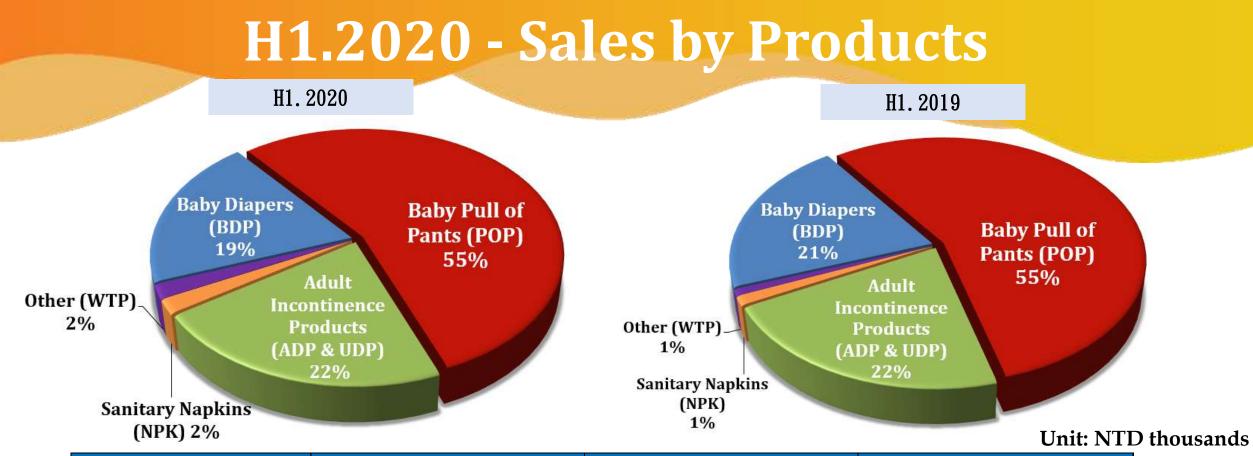
All Clean

Use Care

Skin Care



Product	2020Q2		2019Q2		Var.	
Troduce	Amount	%	Amount	%	Amount	%
Baby Diapers (BDP)	83,895	19.59%	95,324	20.62%	(11,429)	-11.99%
Baby Pull of Pants (POP)	225,896	52.76%	254,932	55.14%	(29,036)	-11.39%
Adult Incontinence Products (ADP & UDP)	100,616	23.50%	101,993	22.06%	(1,377)	-1.35%
Sanitary Napkins (NPK)	6,644	1.55%	6,826	1.48%	(182)	-2.67%
Other (WTP)	11,114	2.60%	3,219	0.70%	7,895	245.26%
Total	428,165	100.00%	462,295	100.00%	(34,130)	-7.38%



Products	H1. 2020		H1. 201	.9	Var.	
Tiotucio	Amount	0⁄0	Amount	%	Amount	%
Baby Diapers (BDP)	181,682	19.60%	190,776	20.66%	(9,094)	-4.77%
Baby Pull of Pants (POP)	509,139	54.93%	513,372	55.59%	(4,233)	-0.82%
Adult Incontinence Products (ADP & UDP)	201,944	21.79%	200,561	21.72%	1,383	0.69%
Sanitary Napkins (NPK)	17,211	1.86%	11,104	1.20%	6,107	55.00%
Other (WTP)	16,866	1.82%	7,716	0.84%	9,150	118.58%
Total	926,842	100.00%	923,528	100.00%	3,314	0.36%

# Business Performance

03

### **Q2.2020- Income Statement**

#### **Unit: NTD thousands**

Profit & Loss		2019					2020		
rionit & Loss	Q1	Q2	Q3	Q4	Year 2019	Q1	Q2	H1. 2020	
Net Sales	461,233	462,295	498,809	555,029	1,977,366	498,677	428,165	926,842	
Gross profit	126,151	133,854	165,790	186,885	612,680	187,306	153,515	340,821	
Gross margin (%)	27.35	28.95	33.24	33.67	30.98	37.56	35.85	36.77	
Operating expenses	67,302	69,068	76,738	84,563	297,671	89,581	75,898	165,479	
Operating expenses (%)	14.59	14.94	15.38	15.24	15.05	17.96	17.73	17.85	
Operating income	58,849	64,786	89,052	102,322	315,009	97,725	77,617	175,342	
Operating income (%)	12.76	14.01	17.85	18.44	15.93	19.60	18.13	18.92	
Total non-operating income and expenses	13,481	14,505	19,029	18,253	65,269	16,931	26,072	43,003	
Profit before Income Tax	72,330	79,291	108,081	120,575	380,278	114,656	103,689	218,345	
Net income	65,167	72,503	98,085	109,408	345,164	103,760	91,383	195,143	
Net income (%)	14.13	15.68	19.66	19.71	17.46	20.81	21.34	21.05	
Earnings per share	1.66	1.85	2.49	2.79	8.79	2.64	2.33	4.97	

#### Note: Consolidated financial statements are audited by Deloitte

### Q2.2020- Income Statement

#### **Unit: NTD thousands**

				V	ar.			
Profit & Loss	2020Q2	2019Q2	20120Q1	Q2.2020 vs. 2019	Q2 vs. Q1 .2020	H1. 2020	H1. 2019	YOY
Net Sales	428,165	462,295	498,677	-7.38%	-14.14%	926,842	923,528	0.36%
Gross profit	153,515	133,854	187,306	14.69%	-18.04%	340,821	260,005	31.08%
Gross margin (%)	35.85	28.95	37.56		- 11	36.77	28.15	-
Operating expenses	75,898	69,068	89,581	9.89%	-15.27%	165,479	136,370	21.35%
<b>Operating expenses (%)</b>	17.73	14.94	17.96			17.85	14.77	-
Operating income	77,617	64,786	97,725	19.80%	-20.58%	175,342	123,635	41.82%
<b>Operating income (%)</b>	18.13	14.01	19.60			18.92	13.39	-
Total non-operating income and expenses	26,072	14,505	16,931	79.74%	53.99%	43,003	27,986	53.66%
Profit before Income Tax	103,689	79,291	114,656	30.77%	-9.57%	218,345	151,621	44.01%
Income Tax Expense	12,306	6,788	10,896	81.29%	12.94%	23,202	13,951	66.31%
Net income	<b>91,383</b>	<b>72,503</b>	103,760	<b>26.04</b> %	-11.93%	195,143	137,670	41.75%
Net income (%)	21.34	15.68	20.81	-	-	21.05	14.91	-

#### Note: Consolidated financial statements are audited by Deloitte

### **Key Financial Indicators-1**

1,977,366 1,744,175 40.00% 1,500,010 1,600,000 37.56% 35.85% 35.00% 1,400,000 31.38% 30.98% **29.89%** 30.00% 1,200,000 25.00% 1,000,000 21.34% 20.81% 20.00% 800,000 17.46% 16.92% 17.13% 15.00% 600,000 498,677 428,165 10.00% 400,000 5.00% 200,000 0.00% 2017 2018 2019 **2020Q1** 2020Q2 Net sales -Net income ratio Gross margin

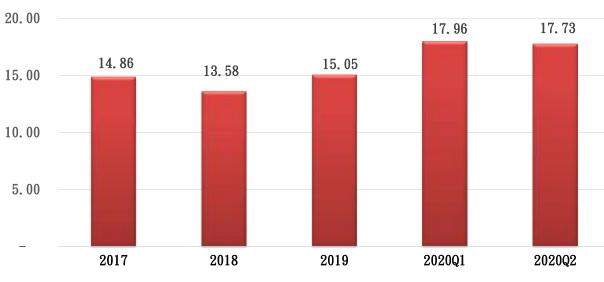
Note: Consolidated financial statements are audited by Deloitte

**Unit: NTD thousands** 

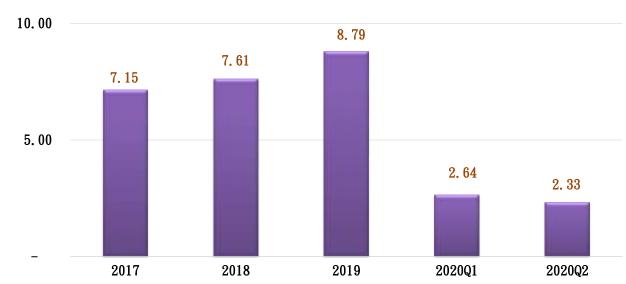
### **Key Financial Indicators-2**

35.00

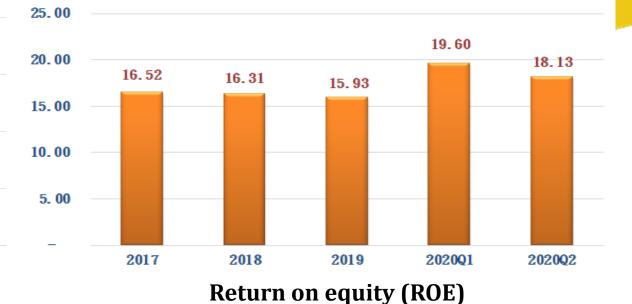
#### **Operating expenses ratio**

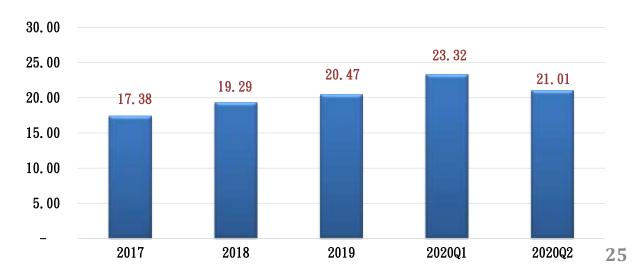


**Earnings per share (EPS)** 



**Operating income ratio** 





#### **Unit: NTD thousands**

## **Dividend Policy**

#### **Dividend policy**: over 70% of NPAT and 100% Cash

**Unit: NTD** 

		Year 2016	<b>Year 2017</b>	<b>Year 2018</b>	Year 2019
EPS		8.06	7.15	7.61	8.79
Cash		6.00	4.00	5.30	6.2
Dividend	Stock	-	1.00	-	-
Dividend payout ratio (%)		74.44%	69.93%	69.65%	70.53%
Dividend yield (%)		4.62%	3.05%	4.1%	4.75%

### **Company Features and Highlights**

01 <sup>F</sup> i

First baby diaper manufacturing company in Vietnam and Cambodia

ASEAN concept stock, our main operating locations and 90% of our revenue come from rapidly developing ASEAN countries

**03** Average NPAT has exceeded 20% in the past 4 quarters, making us a top performing hygiene products company in ASEAN



Stable distribution of cash dividends every year, high yields and returns on shareholders' equity

**05** FMCG has high demographic dividend within ASEAN, giving us steady revenue growth and stable cash inflow from operating activities



Locally operated and full transparency, to being repeatedly awarded the best trade union and extinguished enterprise in HCM City

#### Corporate Core Competitiveness (Compared to Leading Brands Internationally)

High C/P value products, targeting middle-income families

Our product price is 15% ~20% lower than our main competitors, but quality remains highly competitive. This gives us perfect position within the fast-growing middle-class population Immediate & Flexible decision making, fast product development

The management team has been operating in the local markets for many years, with flexible and immediate responses to market changes, we can quickly launch new products Highly localized team, solid local distributor channel system

Possesses a highly localized operational and sales team, and has been cultivating the market for decades to establish a strong local distributor channel system throughout the country



# CSR & ESG

# CSR / ESG



# 05 Strategies

Projects

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# Outlook for the 2<sup>nd</sup> half of 2020

Regarding the outlook for the 2<sup>nd</sup> half of the year 2020, the positive and negative factors assessments are as follows:

#### **Positive factors:**

•••

- Except for Thailand, the main markets of Vietnam and Cambodia have gradually recovered, the consolidated revenue for the 3<sup>rd</sup> quarter is expected to increase month by month, can expect growth to recover in the 4<sup>th</sup> quarter.
- 2. Non-woven fabrics main raw material price has fallen from its high point, although gross margin reduced slightly in the first half, it will likely remain at a high rate.
- **3. Production of medical face masks is expected to launch during the 4<sup>th</sup> quarter.**

### Outlook for the 2<sup>nd</sup> half of year 2020

#### **Negative factors:**

- 1. Second wave of outbreak of COVID-19 may affect the recovery of the ASEAN consumer goods market and increase raw materials price.
- 2. The continued devaluation of the U.S. dollar affects the company's revenue and profit.
- In summary, the company is conservatively optimistic that it can achieve double-digit revenue and profit growth targets in 2020.

## **Outlook for 2021**

Regarding the outlook for the year 2021, the positive and negative factors assessments are as follows :

#### **Positive factors:**

- 1. Possible end to the pandemic and complete recovery of ASEAN and global consumer markets
- 2. ASEAN countries are expected to benefit from the restructuring of the international supply chain, in turn the economy will return to high growth, which will directly drive the market demand for consumer goods.
- 3. Growth opportunities brought about by the development and investment in markets (Taiwan, Myanmar, France, etc.) and niche products (anti-bacterial, medical).

# **Outlook for year 2021**

#### **Negative factors:**

- 1. Exchange rates are unstable, which affects the company's revenue and profit.
- 2. Increasing competition due to attractive growth of target markets
- 3. In the post-pandemic era, economies will recover slowly, affecting the end consumer market.
- In conclusion, the company assesses that positive factors outweigh the negative factors, thus setting the goal of double-digit growth in revenue and profits in 2021.

### Five-year Growth Plan (2021 ~ 2025)

#### **Current Market and Products Development (Hygiene Products)**

Growth

- Increase market share
- Secondary market development strategy



- Decomposable non-toxic/ production via green energy
- Enter mature markets

100% growth in revenue and profits in 5 years 15% compound annual growth rate

#### New Investment Projects (Key Raw Materials)

- Self-manufacturing increase to 50%
- Venture into medical products supply chains

New Business Development (Medical products)

• Medical mask/protective garment

Goals

 Huge market potential from ASEAN & other overseas markets

#### **2025 Market Share Goals in Main Markets**



#### Vietnamese market target



Rank top 3 in baby care products



Rank 1<sup>st</sup> in adult care products



#### Cambodian market target

- Rank 1<sup>st</sup> in baby care/adult care products
- Rank top three in sanitary napkins products











Rank top 3 in baby care products



Rank 1st in adult care products



# **5-Year Strategy for Secondary Markets**

#### Taiwan & Thailand market



# Rank top three In market share for adult products



Rapid increase in aging population



Huge potential for adult care products market



Mainly focusing on adult care products





#### **France market**

baby and adult

# Rank 1<sup>st</sup> in market share for

products in specific regions





- Planned partnerships with existing OEM customers
- Focusing on adult/baby/medical products in pharmacy channels





# Become one of the leading brands in Bangalore and Mumbai



Bangalore and Mumbai as development centers



Continue to invest in market research and brand establishment



Identifying mainly with baby products, and using adult products as compliments



# **Marketing Strategies**



	Vietnam's market								
Product	Baby	Adult	Female						
Market share (2019)	11.5% (No.4)	30.3% (No.2)	2% (No.5)						
Competitors	Unicharm - Bobby (40% - No.1) KC – Huggies (29% - No.2) P&G - Pampers (13% – No.3)	Unicharm – Caryn (57% - No.1) Kyvy – Kyhope (10% - No.3)	Unicharm - Diana (41% - No.1) KC – Kotex (39% - No.2) Local – Thach Thao (5% – No.3) Kao – Laurier (3% - No.4)						
Market's opportunities	<ol> <li>Low penetration rate (Baby &lt; 40%)</li> <li>High economic growth rate and consumption rate is also increasing year by year</li> <li>High demographic dividend &amp; steady annual growth in market size</li> </ol>	<ol> <li>Low penetration rate (Adult &lt; 10%)</li> <li>High economic growth rate and consumption rate is also increasing year by year</li> <li>High demographic dividend &amp; steady annual growth in market size</li> </ol>	<ol> <li>Chance to enter high-end markets</li> <li>Niche products still have potential for development</li> </ol>						
Market's challenges	<ol> <li>Market competition is becoming increasingly fierce</li> <li>Marketing channel is gradually changing (traditional channel → modern trade channel)</li> </ol>	<ol> <li>Market size still small</li> <li>Mainly saturated with lower-end products</li> </ol>	<ol> <li>Saturated market, leading brands are oligopolistic, and high barriers to entry</li> <li>Must respond to rapidly changing consumer behaviors</li> </ol>						

# **Marketing Strategies**



	Vietnam's market									
Product	Baby	Adult	Female							
Market strategies	<ol> <li>Strengthen distribution channels in Central and Northern regions</li> <li>Increase physical retail channel from 30,000 to 60,000 locations</li> <li>New product development – Premium and upgraded baby diapers and more</li> <li>Strengthen development and operations of eCommerce channels</li> <li>Precision brand marketing through digital integration (AI, Big data)</li> </ol>	<ol> <li>Strengthen the penetration of physical channels</li> <li>Introduce products related to adult care</li> <li>Proactively seeking medical channel (hospital, pharmacy, ect.)</li> <li>Enhance brand investment and product promotional learning.</li> </ol>	<ol> <li>Develop niche high-end products</li> <li>Engage in e-commerce and online channels</li> <li>Design social media marketing campaigns</li> </ol>							

## **MARKET STRATEGIES**



	Cambodia Market								
Product	Baby	Adult	Female						
Market share (2019)	45% (No. 1)	60% (No. 1)	N/A						
Competitors	SCA - Drypers (20%) Unicharm - Bobby(15%)	Unicharm - Lifree DSG - Certainty	Local - 77777 Unicharm - SOFY SCA - Libresse Local - MIMI						
Market's opportunities	<ol> <li>Low penetration rate (Baby &lt; 25%)</li> <li>High economic growth rate and consumption rate is also increasing year by year</li> <li>High demographic dividend &amp; steady annual growth in market size</li> </ol>	<ol> <li>Extremely low penetration rate (Adult &lt; 3%)</li> <li>The Taisun brand has been in Cambodia for the longest</li> </ol>	<ol> <li>Our solid distribution channels in baby care products enable fast market penetration with ease</li> <li>The market still has capacity for growth (Penetration rate &lt; 65%)</li> <li>Local brands lack professionalism and competitive edge</li> </ol>						

# **Marketing Strategies**



Cambodia Market						
Product	Baby	Adult	Female			
Market Challenges	<ol> <li>Constant influxes of Chinese OEMs for local brand products</li> <li>Law-abiding companies are subjected to more regulations</li> </ol>	<ol> <li>Smaller market size due to younger population</li> <li>Limited retail outlets that sell adult care products</li> </ol>	<ol> <li>Female consumers are more reluctant to switch to a different brand of products</li> <li>Penetration rate is already high</li> </ol>			
Market Strategies	<ol> <li>Maintain our lead and continue to invest in marketing and brand image</li> <li>Increase our retail outlets from 17,000 to 25,000 locations</li> <li>Continue to expand modern channels</li> <li>Open the path to more premium segments of baby diaper market</li> </ol>	<ol> <li>Increase adult product retail channels.</li> <li>Set up more promotion or activities to educate our consumers on adult care product usage</li> </ol>	<ol> <li>Joined forces between feminine care and baby care products</li> <li>Explore middle-class and metropolitan markets for women</li> <li>Elevate investments in advertising and marketing.</li> </ol>			

#### **Five-year Expansion Projects**

#### **Key raw materials**

(Medical, Environmental protection, Organic materials)





#### **Logistic** (Delivery fleet Warehouse )

Hygiene products

(Peers)

#### Medical products ( Mask, Protective

garment)



#### **Emerging channels**

(E-commerce , Convenience store chains , Pharmacies , Supermarkets)

#### New investment arrangement - Key raw materials



#### Key raw materials production

Target relevant revenue to reach USD 30 Million by 2025



#Secure source of key raw materials #Self-produced key raw materials to take up 50%

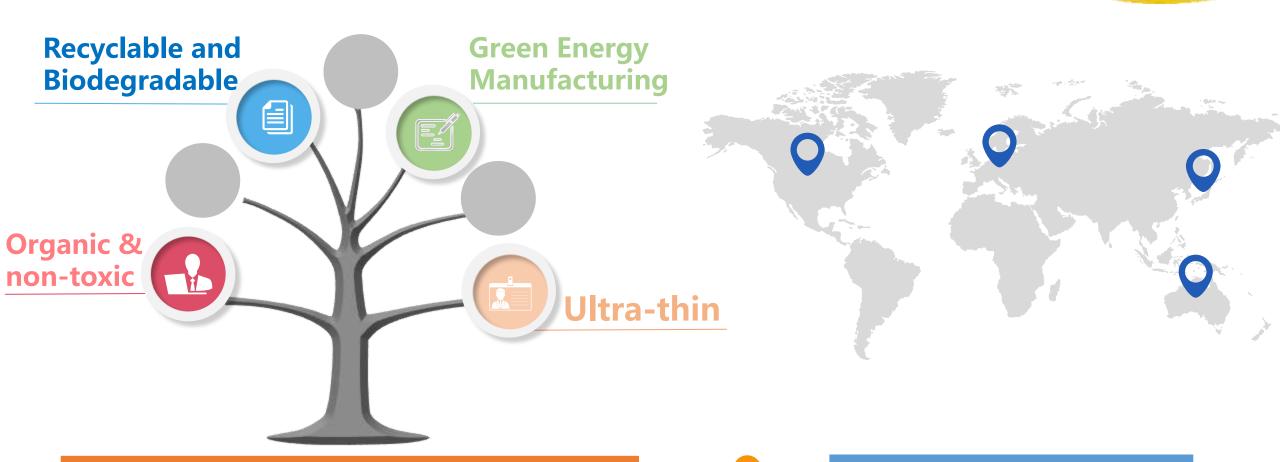
#### Medical products



#### Channel integration

#Medical masks/protective garment etc. #Tremendous market potential in ASEAN & overseas market

#### Major R&D Plans – Eco-Friendly Materials



Eco-certified products account for more than 20% of the product portfolio, and 50% are manufactured by green energy



Entering Mature Markets

#### INVESTOR RELATIONSHIP'S CONTACT: Taisun Int'l (Holding) Corp.

TOM LIN — Finance Director Tel:+886-988 395 938 (Taiwan) +84-908 186 871 (Vietnam) Email: ir@taisun.com.vn Everyday, we serve millions of consummers around the world with high quality service and care. This is not only a great honor but also our responsibility!

TAISUN

Growing Together