



**CHING FENG**  
**HOME FASHIONS**  
SINCE 1977

6<sup>th</sup>

Taiwan CEO Day  
Nov 25-26, 2019  
Singapore



# AGENDA

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- 1 Company Profile
- 2 Growth Strategy
- 3 Financial Performance



# 1 | Company Profile



# Ching Feng Group Profile

Headquarter : Changhua, Taiwan

Established: 42 years

Chairman: Mr. Jimmy Hsu

General Manager: Mr. Melo Hsu

Total Group Employees : 1,790

Total Taiwan Employees : 500

Sales in 2019Q3: NT\$ 4.1 billion

Rank as

# 645 in 2016,

# 588 in 2017,

# 577 in 2018,

by Common Wealth Magazine's top  
2000 Taiwan manufacturers

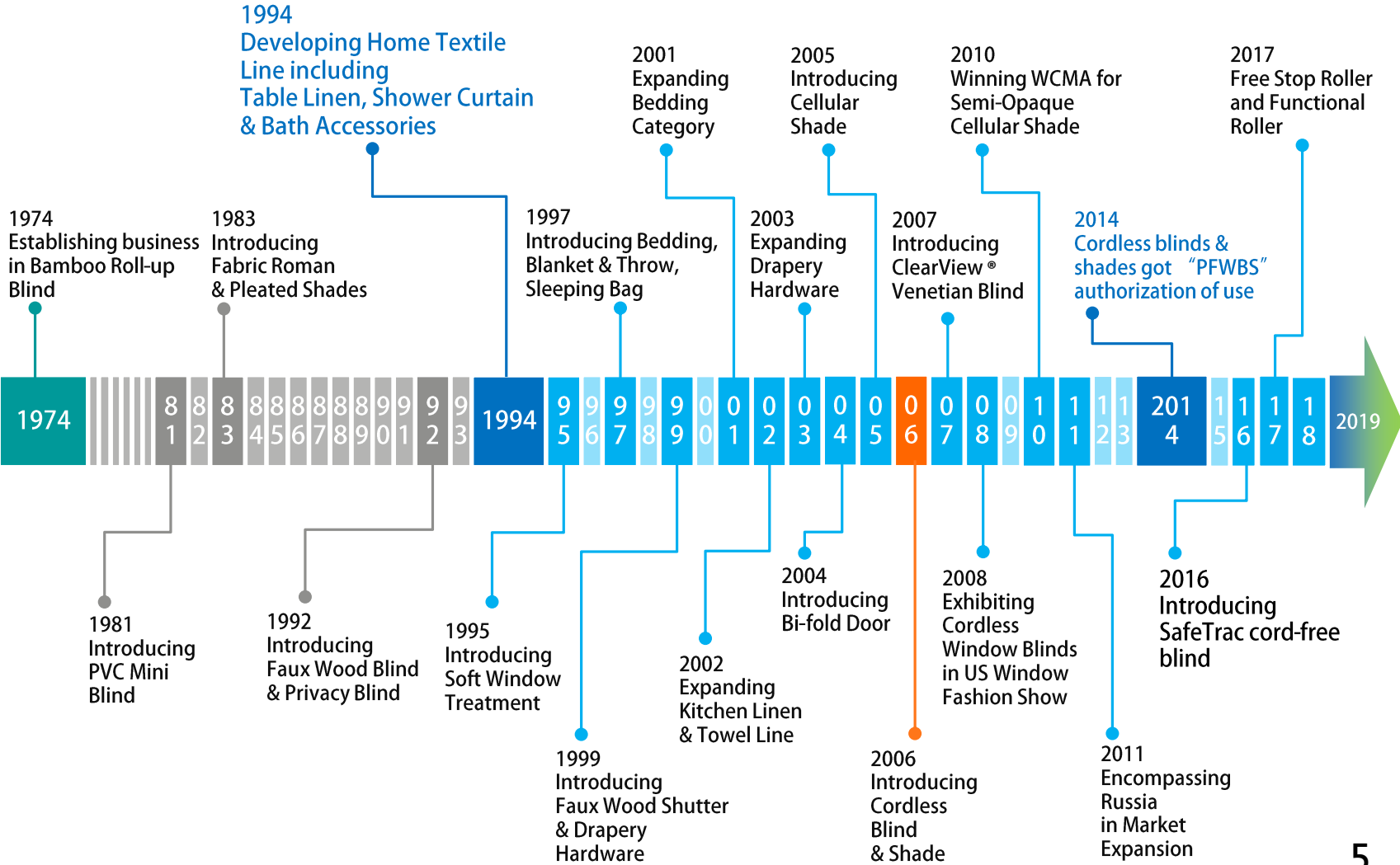


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Company profile



# Products Milestones



# Products Design

1

Company Profile



Cellular Shade



Roman Shade



Pleated Shade



Aluminum Blind



Faux Wood Blind



Coral Blanket

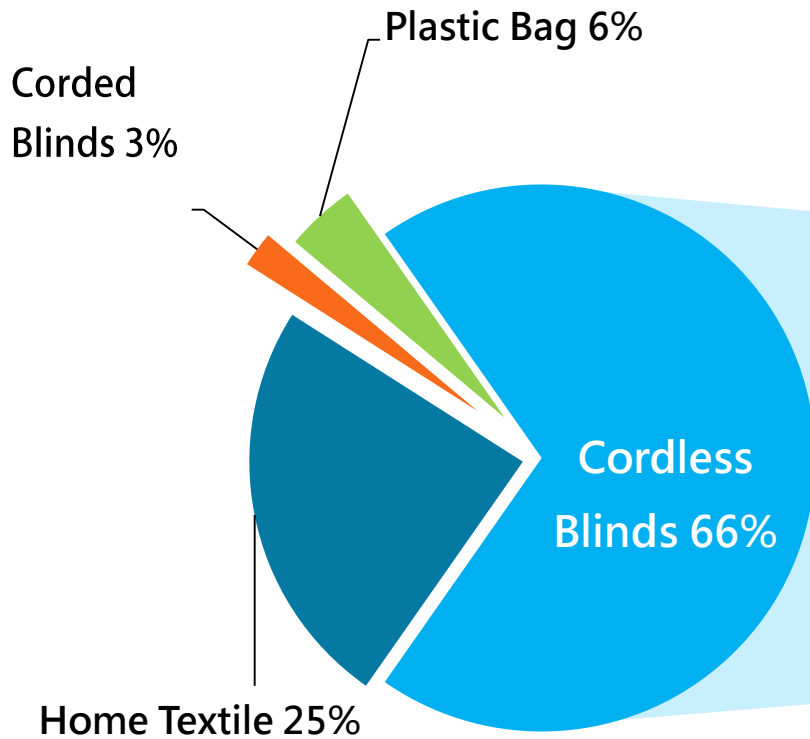


Flannel Blanket

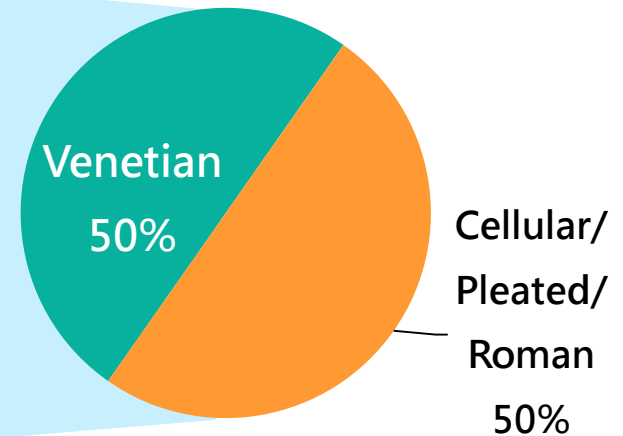
# Sales Breakdown by Product

1

Company Profile



**Category % of 1H19  
Total Sales**



**Assortment % of  
Cordless 1H19  
Total Sales**

# Sales Breakdown by Factory

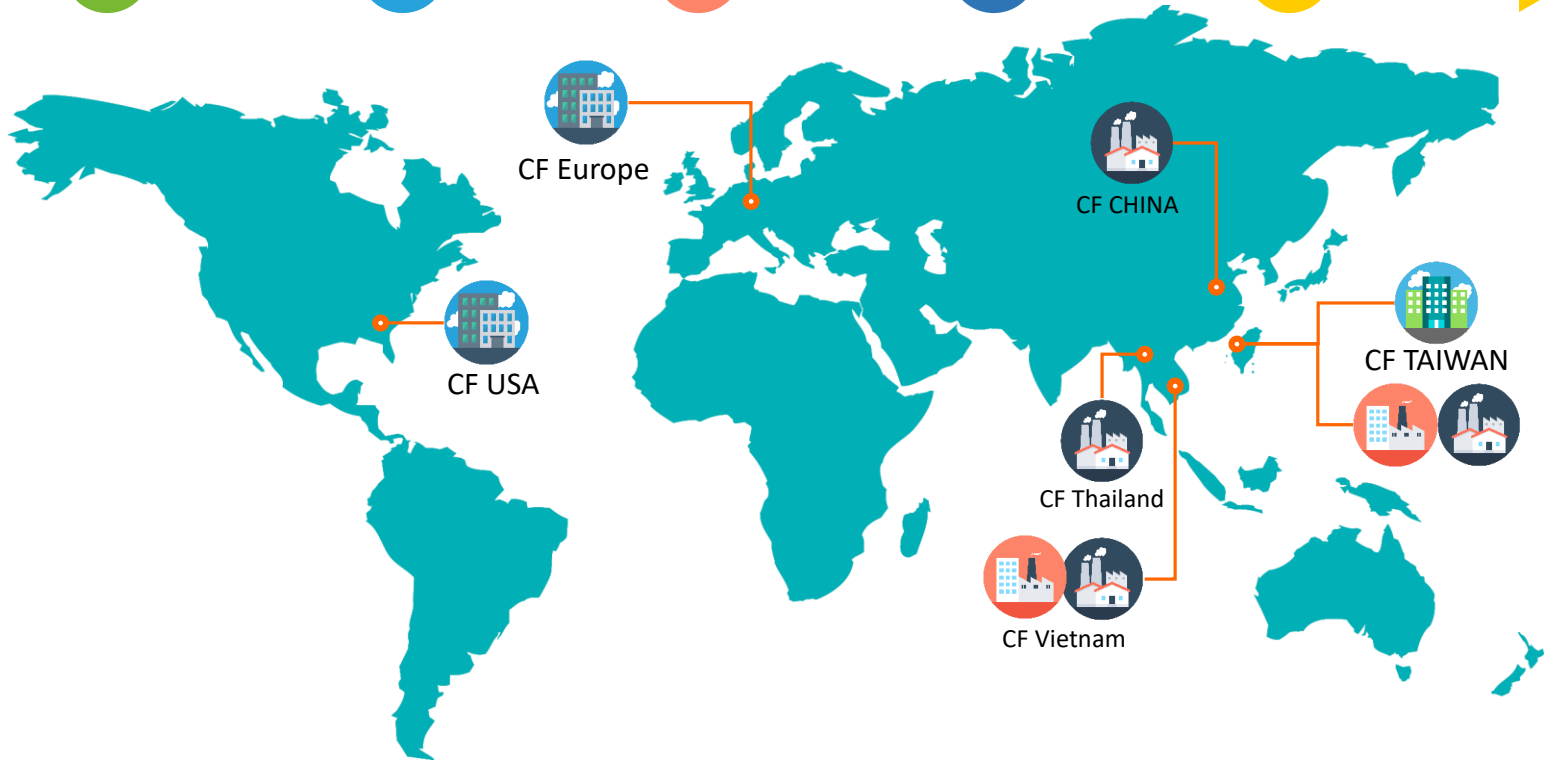
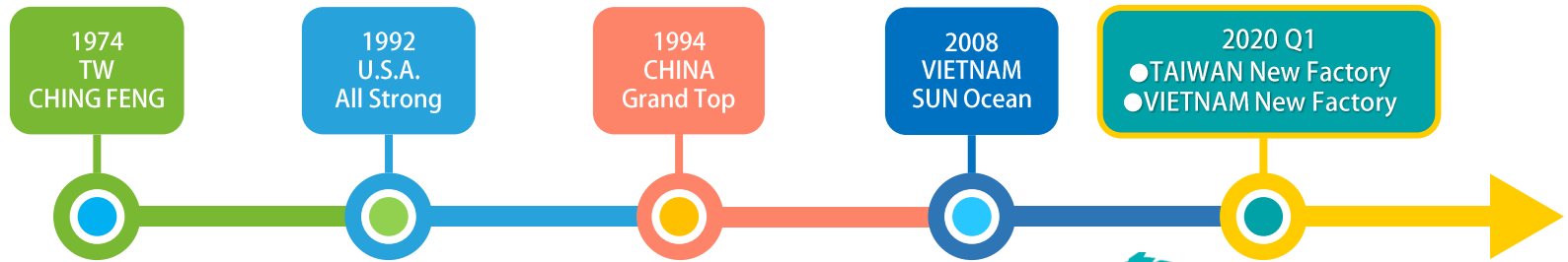
Factory	2019 H1	2018
CF(TW)	35%	35%
GT(CN)	16%	17%
SO(VN)	13%	8%
PHI(TH)	6%	6%
AS(US)	6%	4%
Home Textile (CN)	25%	30%

1

Company Profile



# Capacity Extension Plan



# 2 | Growth Strategy



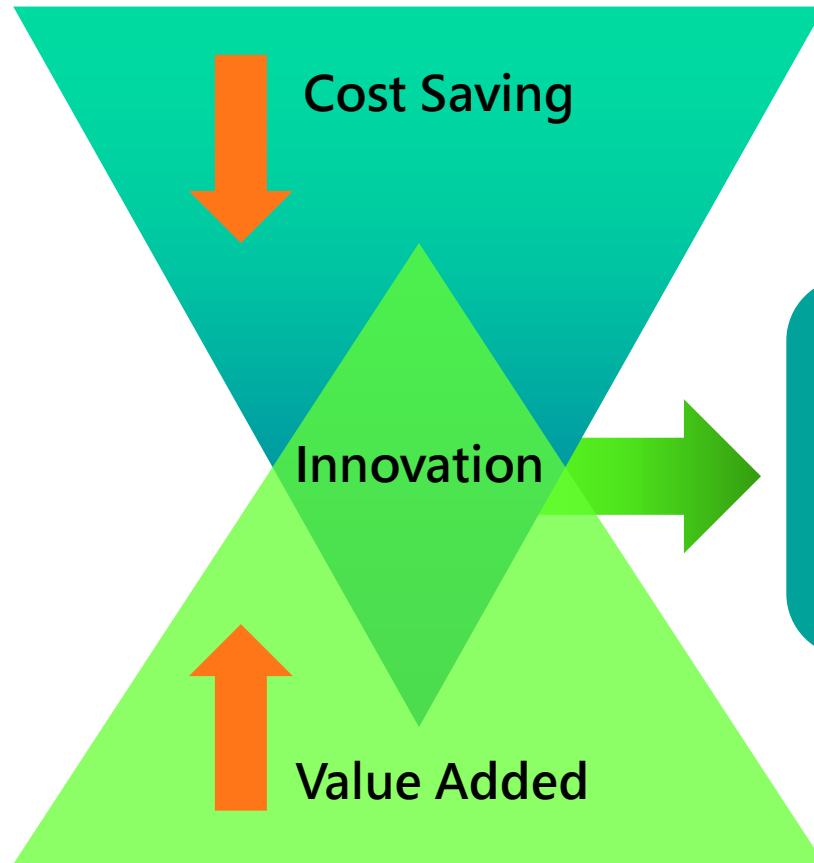
# Main Customers

2

Growth Strategy



# Market share Expansion Through Cost Saving and Innovation



## Expand Market Share

1. More Affordable Price.
2. Dual Function
3. Custom Made for personalized style
4. Sustainable Material , Eco-Friendly

2

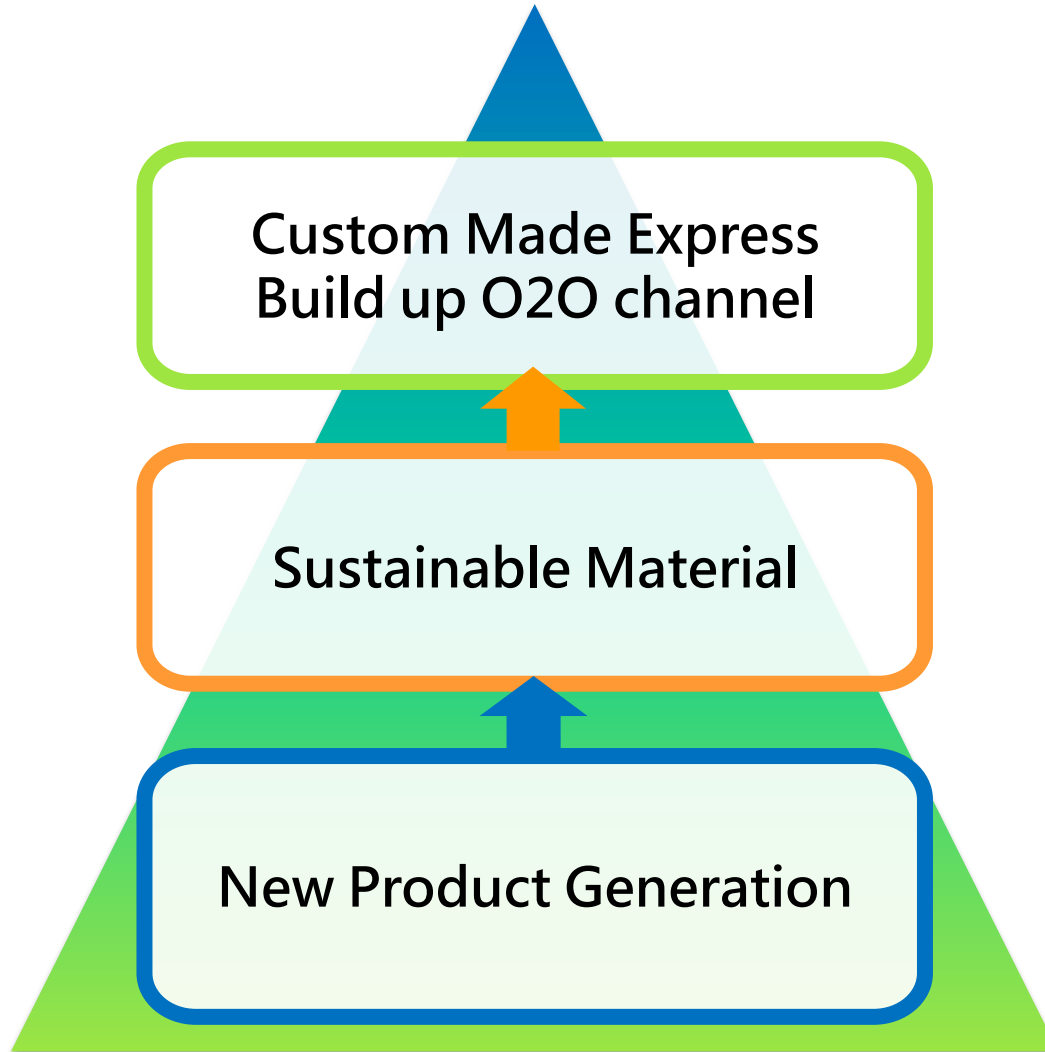
Growth Strategy

# Marketing Model

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2

Growth Strategy





# 2018-2020 sales mapping

2

Growth Strategy

ITEM \ YEAR		2018	2019	2020
		Business Type	Window Covering :60%	Window Covering :69%
Home Textiles :30%	Home Textiles :25%		Home Textiles :24%	
Others :10%	Others :6%		Others :5%	
Product Category	Corded :Cordless=85:15 Customization : 8%	Corded : Cordless=96:4 Customization : 9.1%	Corded : Cordless= 96:4 Customization : 12%	
Region	America:63% Europe:25% Asia:12%	America:61% Europe:26% Asia:13%	America:57% Europe:28% Asia:15%	

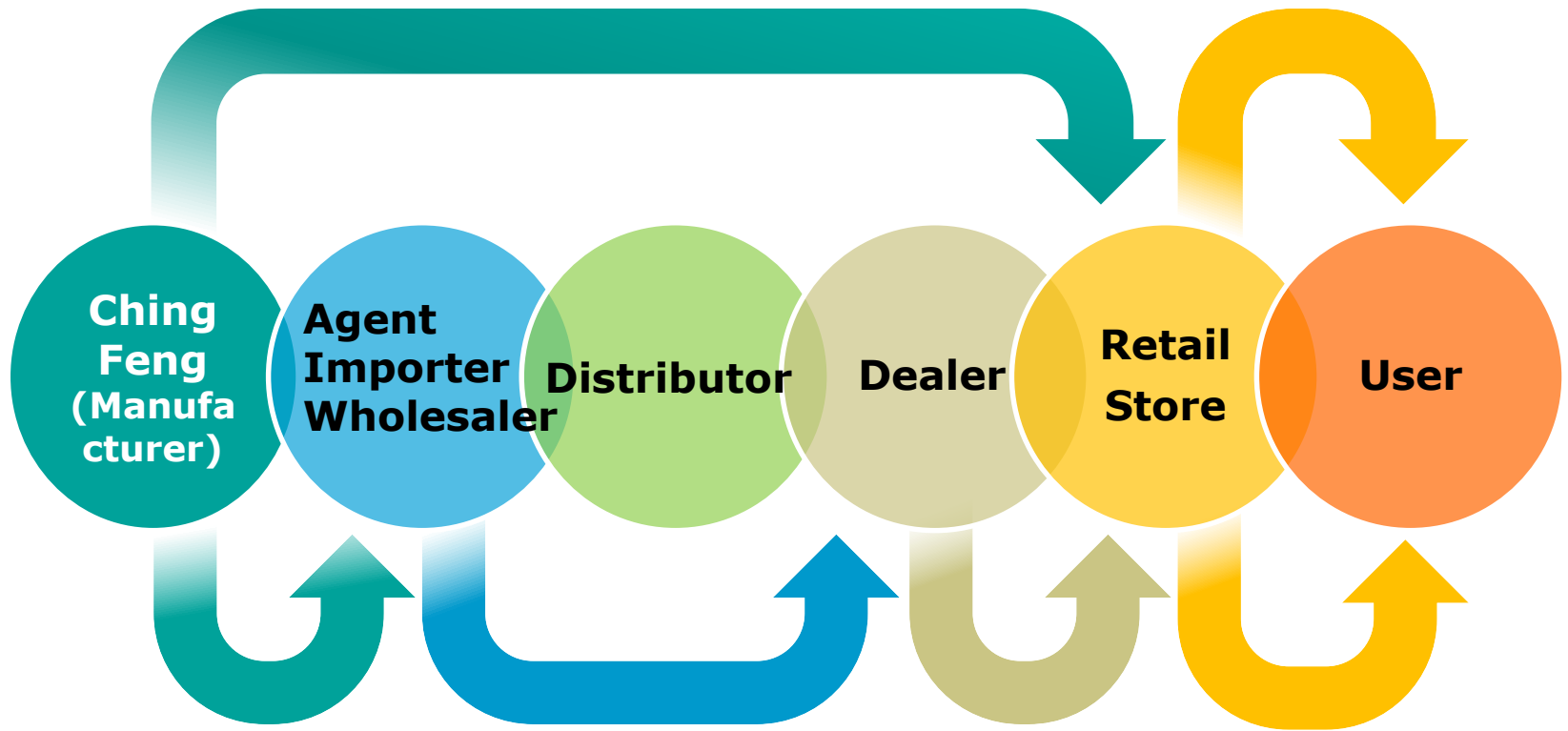
# Business Strategy in 2018-2022

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Growth Strategy



# Shortening The Channel To Achieve Higher Gross Margins

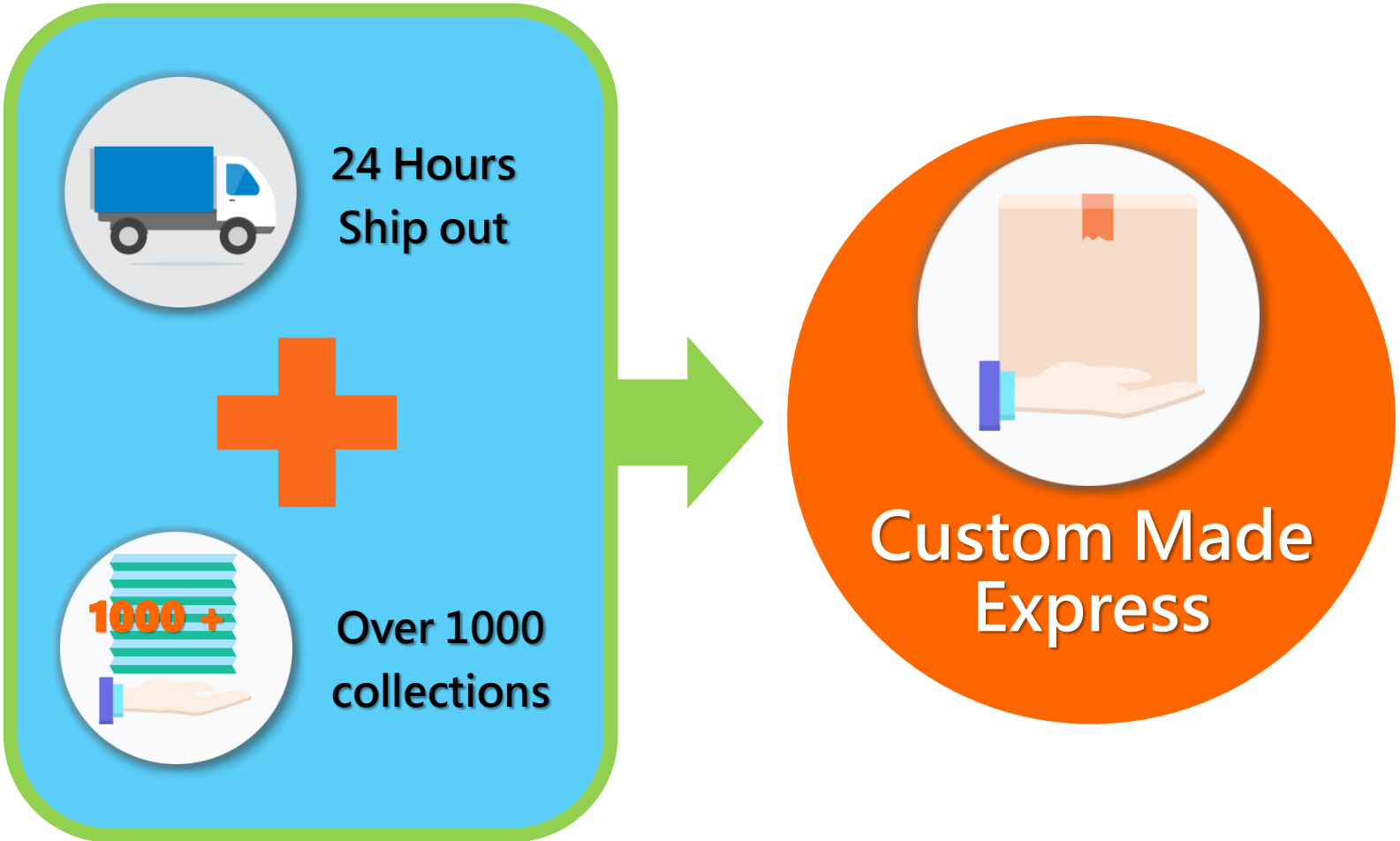


**Original sales channel**

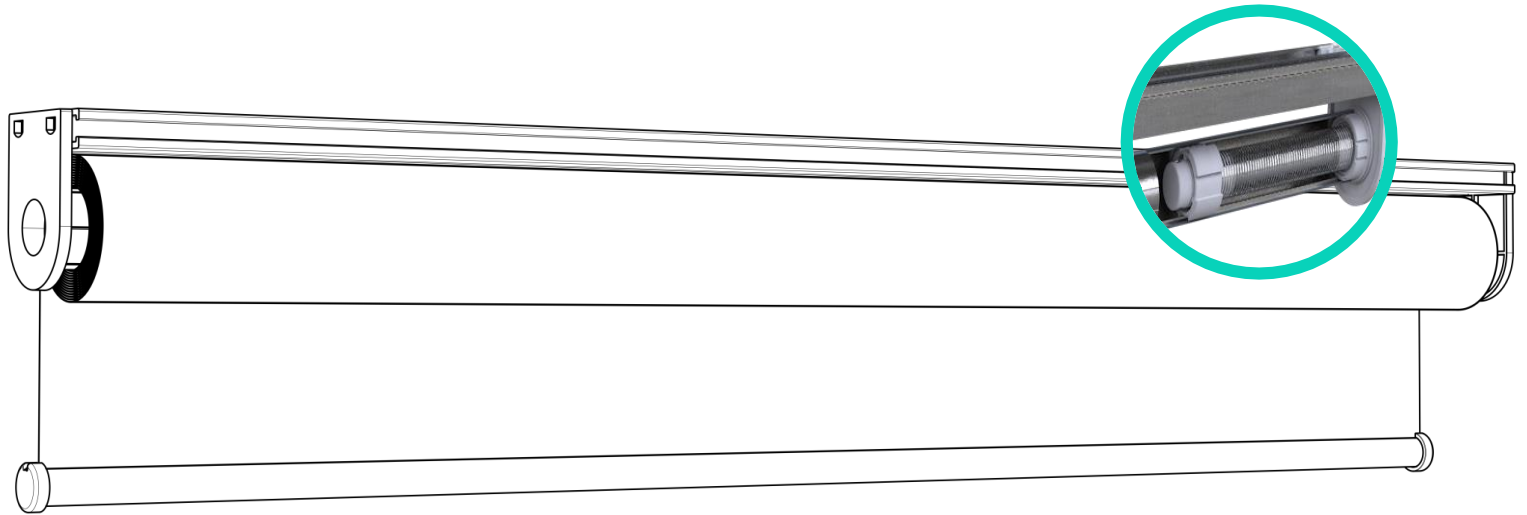
# Our Innovative Custom Express Strategy

2

Growth Strategy



# Chingfeng Target in future



Cordless  
Mechanism



Motorized  
Mechanism



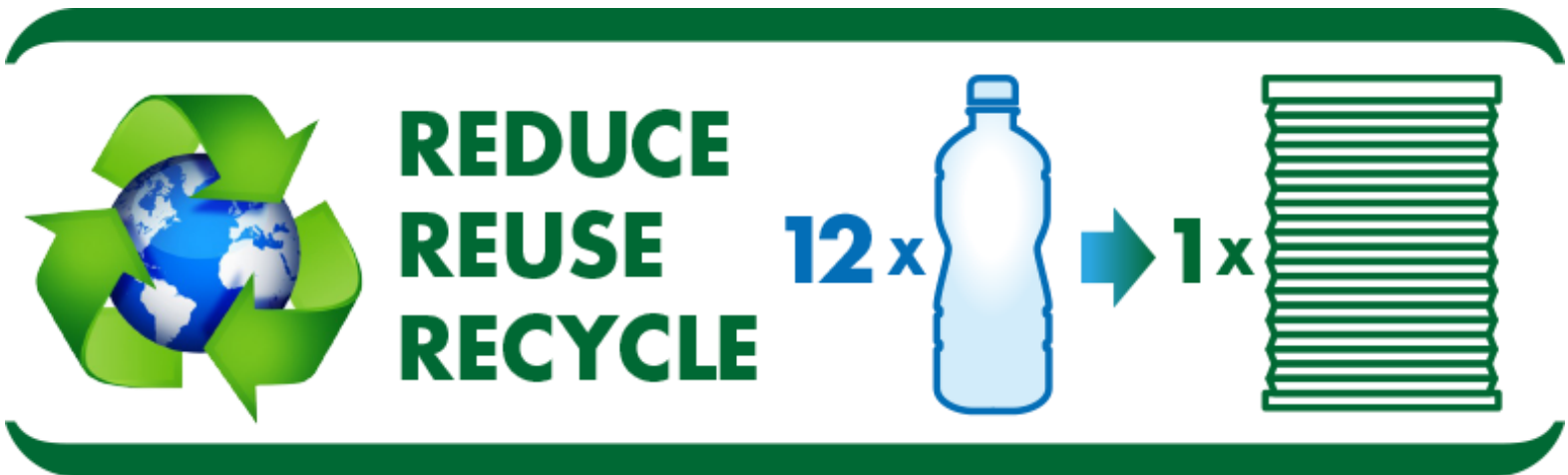
Smart  
Blind with  
affordable  
price

2

Growth Strategy



# Circular Economy Initiative



- There are 1 million pcs water bottles produced in a minute.
- Ching Feng plan to reuse over 40 million bottles in 2020.



Financial Performance

# Analysis Of Income Statement And Profitability In Recent Years

UNIT : 1MTWD

ITEM \ YEAR	2015	2016	2017	2018	2019 YTD*	YoY(%)			
						2016	2017	2018	2019 YTD*
Net Revenue	3,273	3,507	4,111	4,454	4,148	7	17	8	26
Gross Profit margin	537	630	835	819	778	17	32	-2	27
Operating Expenses	455	507	580	514	451	11	14	-11	21
Operating Income	81	122	254	305	326	50	108	20	37
Net Non-Operating Income	-9	-30	-22	-28	-42	220	-28	29	153
Pre-Tax Income	71	91	232	276	283	27	154	19	28
Net Income	70	63	194	225	227	-9	205	16	27
Earnings Per Share	0.5	0.42	1.26	1.43	1.34	-16	200	13	15
Profitability analysis									
Gross Profit Ratio	16%	18%	20%	18%	19%				
Net Profit Margin	2%	2%	4%	5%	6%				
EBITDA	265	276	419	442	432				

\*YTD:1-9M

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Financial Performance

# Financial Position

UNIT : 1MTWD

YEAR ITEM	2015	2016	2017	2018	2019 YTD*
Cash	220	250	279	393	539
A/R & N/R	461	652	986	1,148	1,347
Inventory	696	555	580	711	822
Fixed Assets	849	821	1,019	1,150	1,655
Total Assets	3,512	3,422	3,957	4,480	5,661
Bank loan	1,519	1,521	1,687	1,694	2,102
A/P & N/P	640	569	786	826	1,182
Total liabilities	2,422	2,289	2,691	2,685	3,668
Total Equity	1,090	1,133	1,266	1,795	1,993
<b>Financial Ratio</b>					
ROA (%)	3	3	7	6	7
ROE (%)	8	6	16	15	16
CCC Days	50	60	60	57	63

\*YTD:1-9M

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Financial Performance



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HOME FASHIONS

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