



Investor conference

2022.06.10

AGENDA

- **Financial Performance**
 - **Operation analysis**
 - **Growth Strategy**
 - **Conclusion**
 - **Q&A**
- 

Disclaimer

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Financial Performance



Consolidated Income Statement YoY

NTD in Million

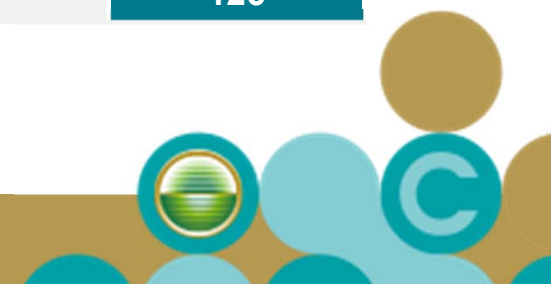
ITEM \ YEAR	2017	2018	2019	2020	2021	YoY(%)				
						2017	2018	2019	2020	2021
Net Revenue	4,111	4,454	5,665	6,022	4,967	17	8	27	6	-18
Gross Profit	835	819	1,000	1,255	779	32	-2	22	26	-38
Operating Expenses	580	514	608	656	595	14	-11	18	8	-9
Income from operation	254	305	391	599	184	108	20	28	53	-69
Income before tax	232	276	315	480	124	154	19	14	52	-74
Net Income	194	225	253	364	78	205	16	12	43	-79
EPS(Dollar)	1.26	1.43	1.5	2.15	0.46	200	13	5	43	-79
Profitability analysis										
Gross Profit Margin	20%	18%	18%	21%	16%					
Net Profit Margin	4%	5%	5%	6%	2%					



Consolidated Income Statement QoQ

NTD in Million

ITEM	YEAR				
	1Q21	2Q21	3Q21	4Q21	1Q22
Net Revenue	1,195	1,282	1,166	1,324	1,179
Gross Profit	247	207	108	217	159
Operating Expenses	152	132	137	174	164
Income from Operation	95	75	-29	43	-5
Income before tax	91	38	-39	33	11
Net Income	78	33	-44	12	-7
EPS(Dollar)	0.46	0.19	-0.26	0.07	-0.04
Financial Ratio Analysis(%)					
Gross Profit Margin	21	16	9	16	14
net profit margin	7	3	-4	1	-1
Debt Ratio	67	68	67	67	68
Current ratio	191	184	196	179	176
Quick Ratio	139	134	139	128	126



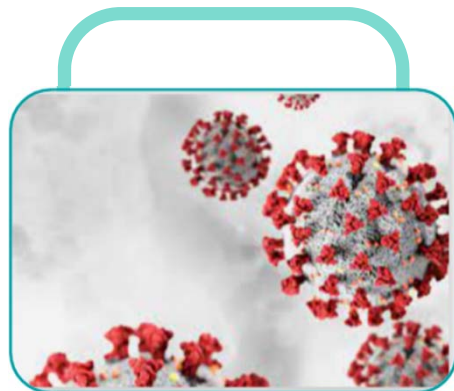
Consolidated Balance Sheet

NTD in Million

ITEM \ YEAR	2017	2018	2019	2020	2021	1Q2022
Total Assets	3,957	4,480	5,732	6,204	6,126	6,234
Cash	334	393	595	514	375	393
A/R & N/R	969	1,148	1,175	1,403	1,147	1,356
Inventories	581	711	703	911	894	904
PP&E	1,019	1,086	1,779	2,087	2,066	2,154
Total Liabilities	2,691	2,685	3,755	4,064	4,103	4,252
bank loan	1,687	1,693	2,370	2,704	3,014	3,156
A/P & N/P	787	826	997	878	695	599
Total Equity	1,266	1,795	1,977	2,140	2,023	1,982
Days Sales Outstanding	72	87	75	78	94	96
Inventory Turnover Days	63	65	55	62	79	79



Operation Analysis



COVID-19



**Port
Congestion**



**Client Inventory
Adjustment**



**Increase in raw
material cost**

**Multi-region
supply**

**Product Portfolio and
Specification Optimization**

**Negotiate price
increases with
customers**

Action Plan





Operation analysis



Product Milestone



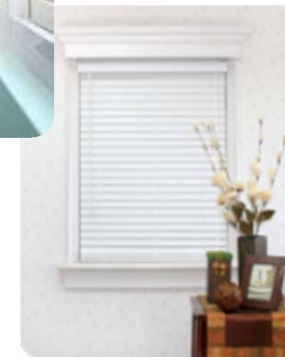
2021-2022
Develop Smart,
customized
and environmental
sustainable blind.



2011-2020
Specializing in cordless
And safe non-toxic
blind industry.



1977-2010
1977: CHING FENG started as a
Bamboo Roll-up Blind manufacturer.
1978-1999: Introducing Fabric Roman &
Pleated Shades.
2000-2010: Home Textile such as blankets
and shower curtains.



Major Client



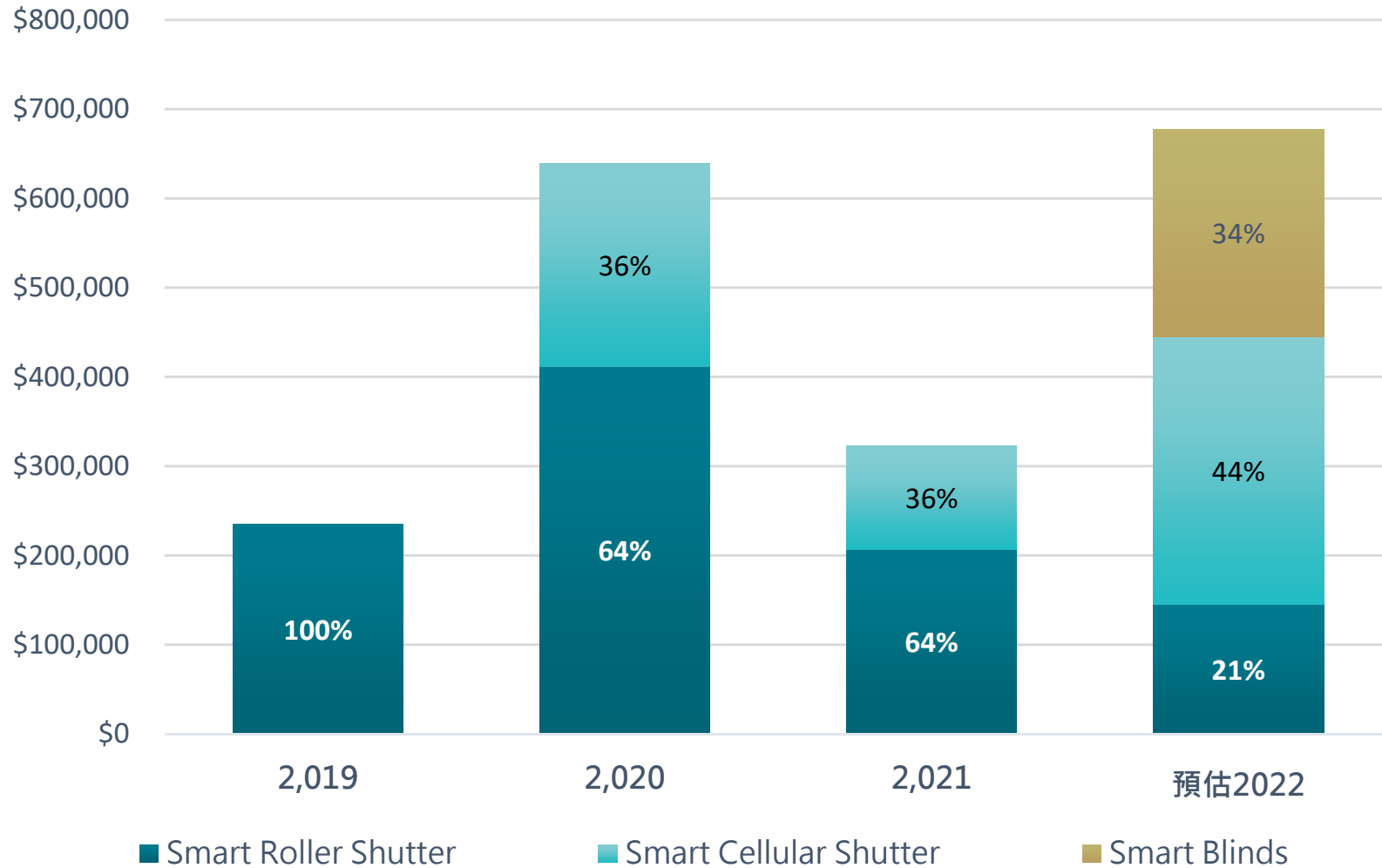
2019-2022 sales Portfolio

Year ITEM	2019	2020	2021	2022(Forecast)
Business Type	Window Covering :68%	Window Covering :70%	Window Covering :69%	Window Covering :74%
	Home Textiles :28%	Home Textiles :27%	Home Textiles :30%	Home Textiles :26%
	Home Textiles :4%	Home Textiles :3%	Home Textiles :0.36%	Home Textiles :0.2%
Product Category	Cordless : Corded =96:4 Customization : 8.5% Smart Blinds : 7% Eco-friendly : 10%	Cordless : Corded = 95:5 Customization : 10.8% Smart Blinds: 16% Eco-friendly : 12.5%	Cordless : Corded = 94:6 Customization : 14% Smart Blinds: 12% Eco-friendly : 14%	Cordless : Corded = 95:5 Customization : 19% Smart Blinds: 16% Eco-friendly : 20%
Region	America:61% Europe:26% Others:13%	America:67% Europe: 22% Others:11%	America:73% Europe:21% Asia:6%	America:78% Europe:19% Asia:3%



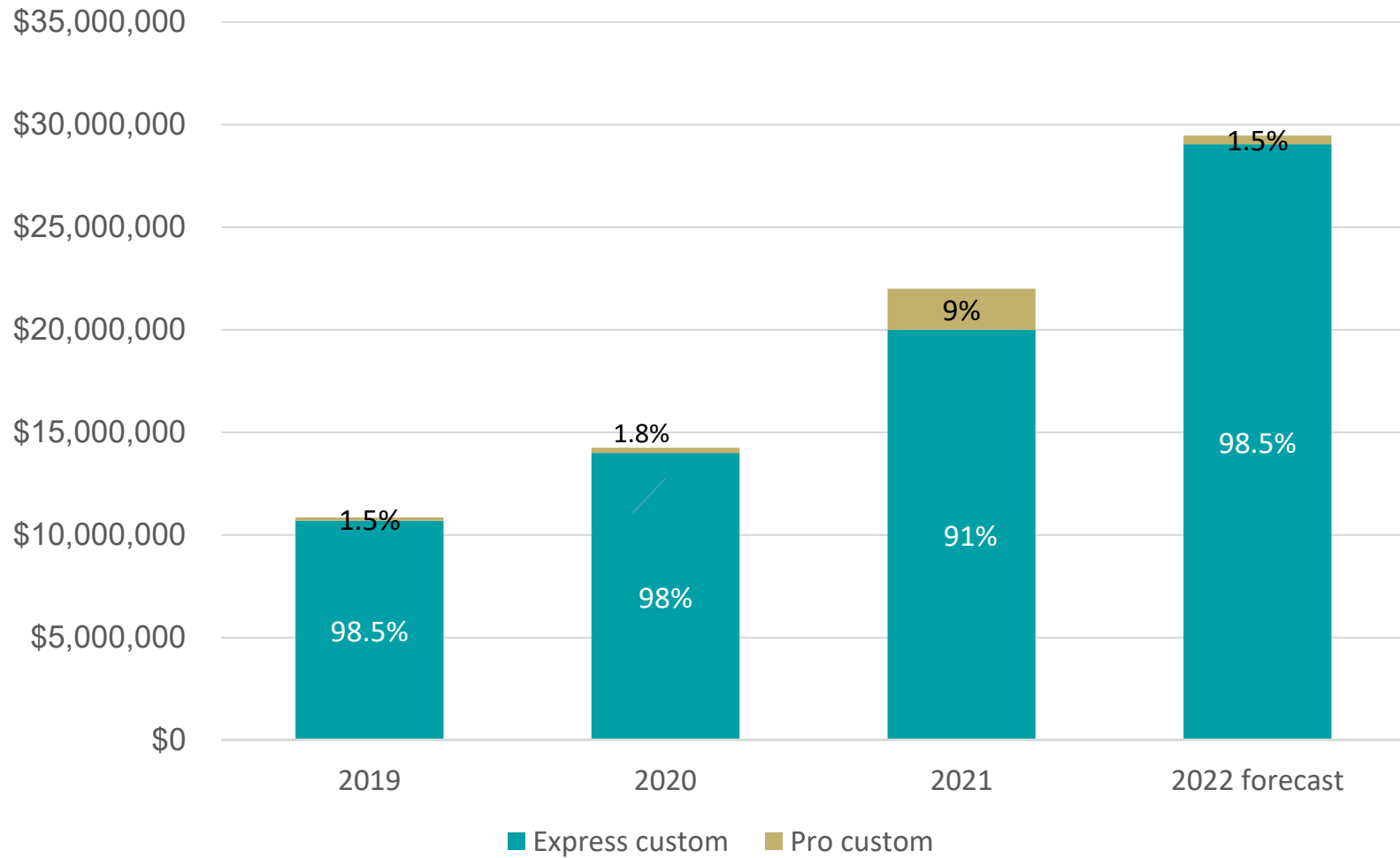


Smart Shades sales chart





Customized Shades sales chart



Operating locations

-  Headquarters
-  Sales office
-  Mass production area
-  Customized production area

1974
TW
CHING FENG

1992
U.S.A.
All Strong

1994
CHINA
Grand Top

2008
VIETNAM
SUN Ocean

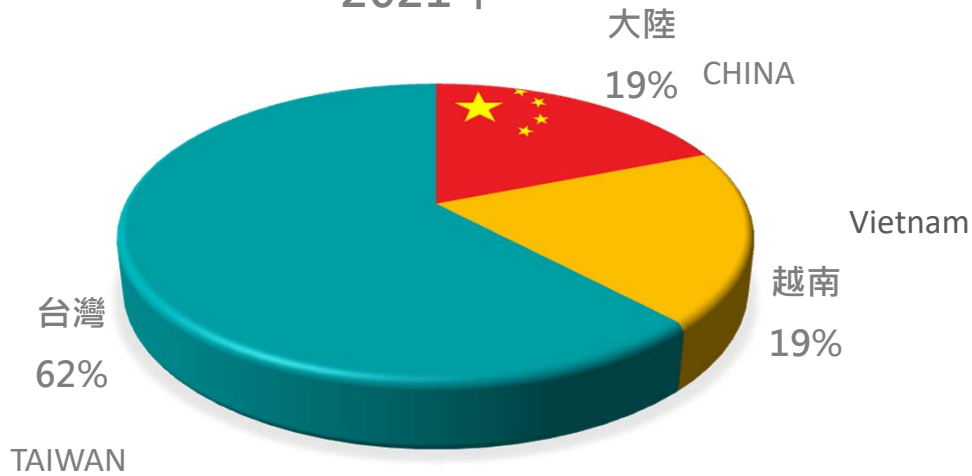
2020 Q1
● TAIWAN ZhangBin
Factory
● VIETNAM CFV Factory





Curtain sales ratio of each factory

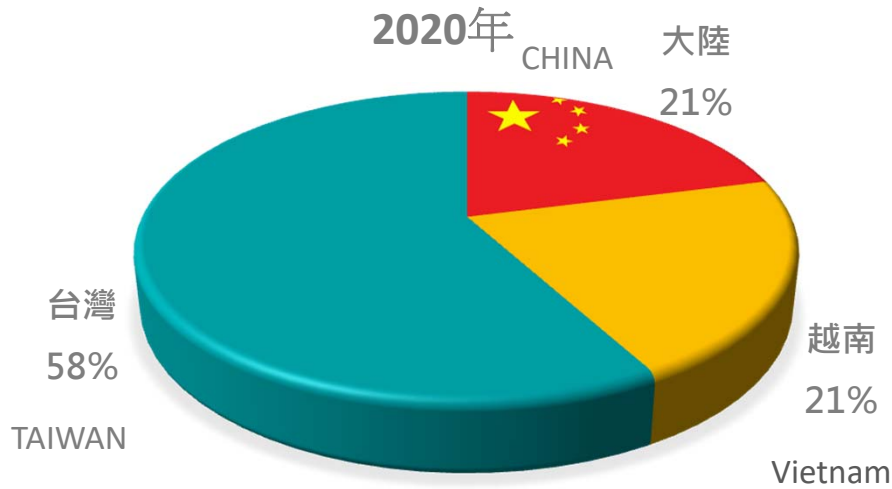
2021年



2022年



2020年



Multi-region supply strategy

	China	Out of China
Advantage	Complete Supply Chain	Preferential tariff
Region	China. South East Asia. Europe	America. Japan. Europe
Product	Cellular shade 、 Roller shade 、 Venetian blind	Cellular shade 、 Roller shade 、 Venetian blind 、 Smart blind 、 Roman shade

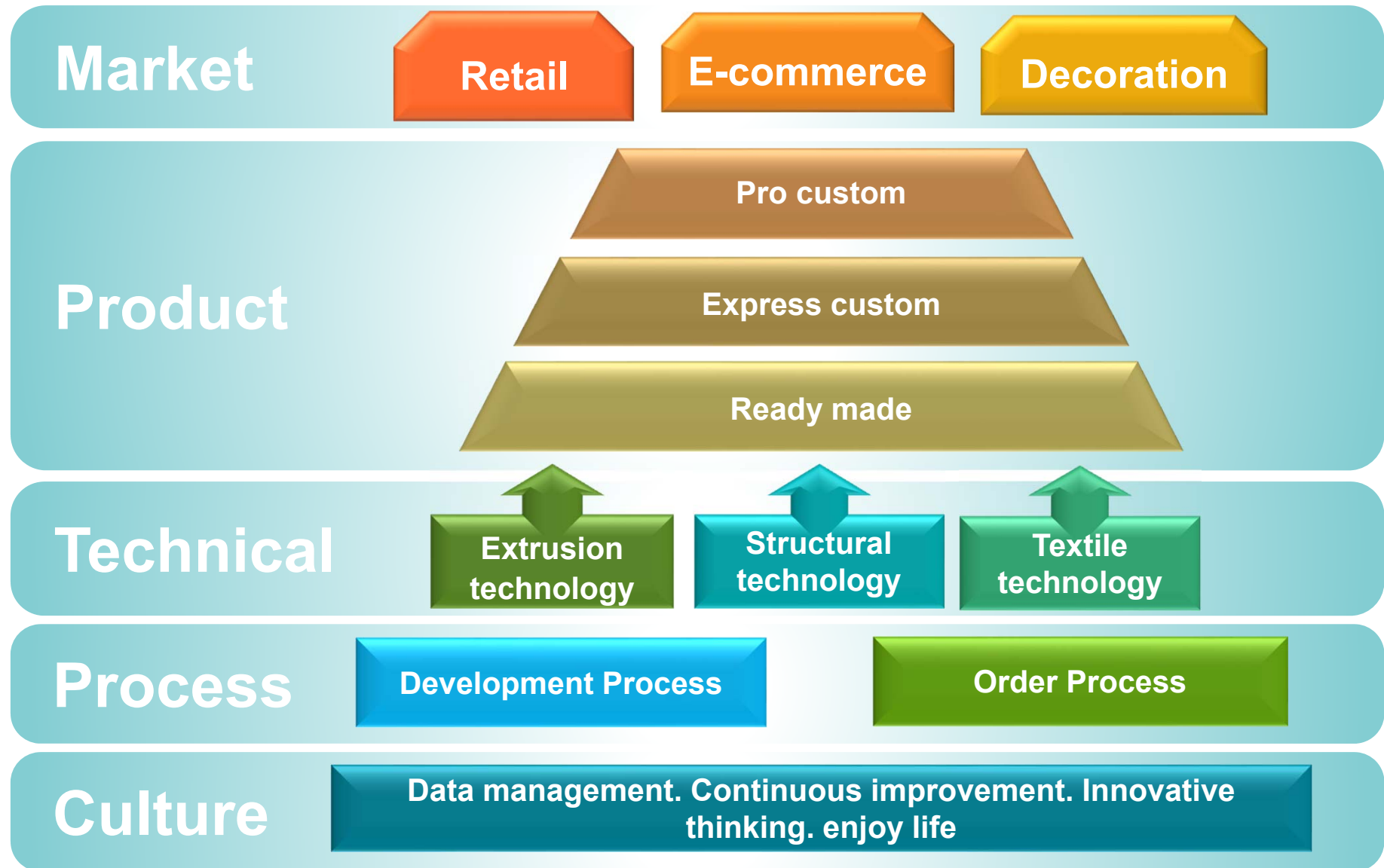




Growth Strategy



Strategic framework



Business Strategy in 2019-2022

Price



- Lightweight design
- AIO structural design

Quality



- Product Tolerability
- Smart System Enhancement

Logistic



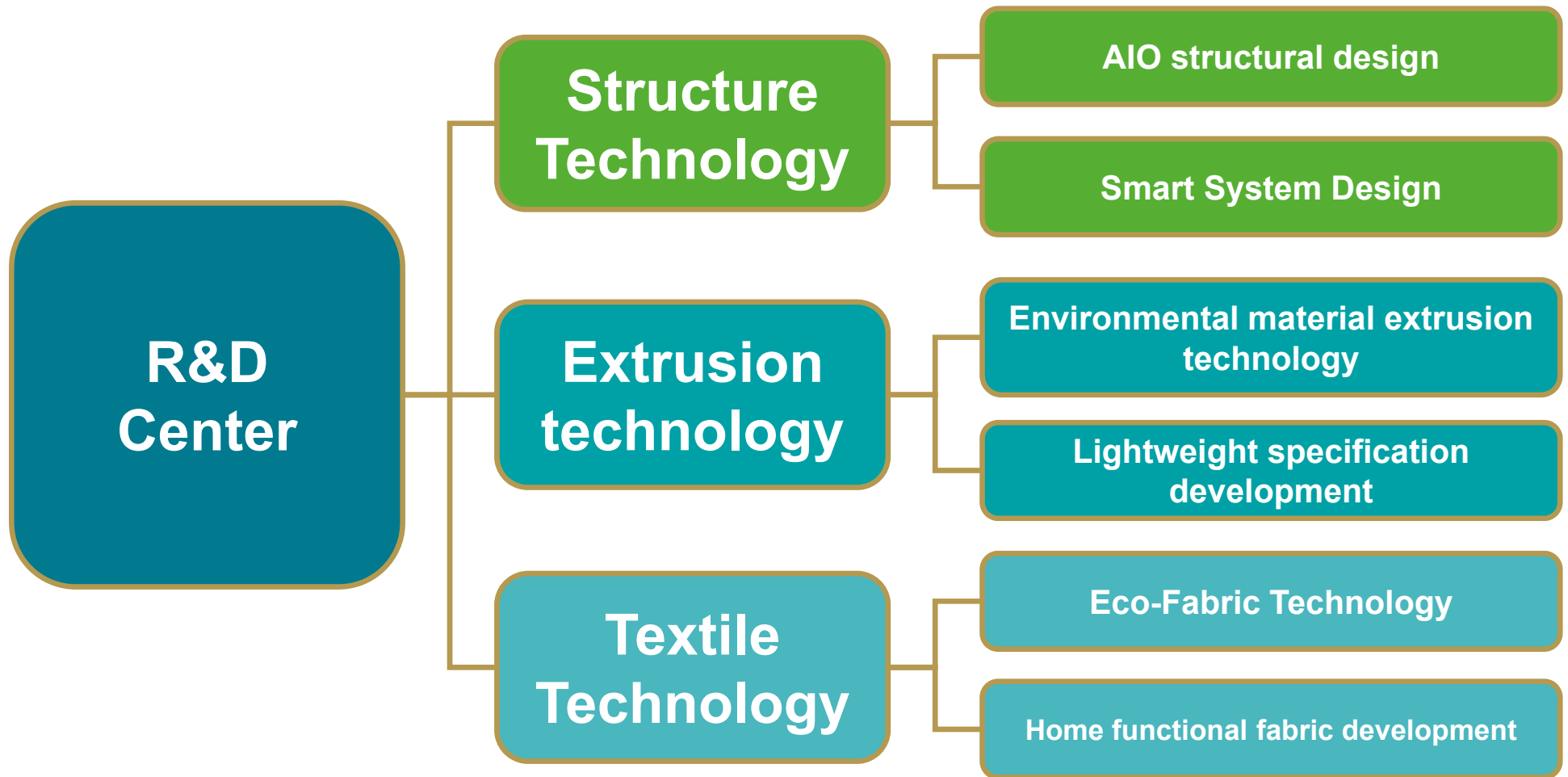
- Logistics systemization
- Customized Logistics

Stainability (ESG)



- Carbon cycle improvement
- Water cycle improvement
- Textiles rPET

R&D Center





Product Map - Development Process for DIY Market

Program	Cellular	Roman	Roller	Venetian	Vertical
Home Smart	✓	✓	✓	✓	
Remote Control	✓	✓	✓	✓	Developing
Cordless	✓	✓	✓	✓	✓
Corded	✓	✓	✓	✓	✓



ESG (Energy Saving. Low Air Pollution)

 **Japan Textile Products Quality and Technology Center**
TEST REPORT

22th may 2020

APPLICATION

Test Applicant : CHING FENG HOME FASHIONS
 Test Sample : Shade fabric
 Cordless Light Filtering Cellular Shade(100% Recycle polyester)
 CD7420426~9 コードレスハニカムサージュ 2 WH
 Test Item : Heat Retaining Property Test
 Date of Application : 7th May 2020

TEST RESULTS

Exposed Time (min.)	Temperature Decrement (°C)	
	Blank Test	Cordless Light Filtering Cellular Shade
0	0.0	0.0
5	-0.5	-0.2
10	-1.6	-0.5
15	-3.3	-1.2
20	-4.9	-2.1
25	-6.5	-3.1
30	-7.9	-4.1
35	-9.2	-5.1
40	-10.3	-5.9
45	-11.2	-6.6
50	-11.9	-7.3
55	-12.5	-7.8
60	-13.0	-8.3
Difference in temperature (°C)	---	4.7

**Products tested to
UL's highest
standards for low
organic gas VOC
emissions**



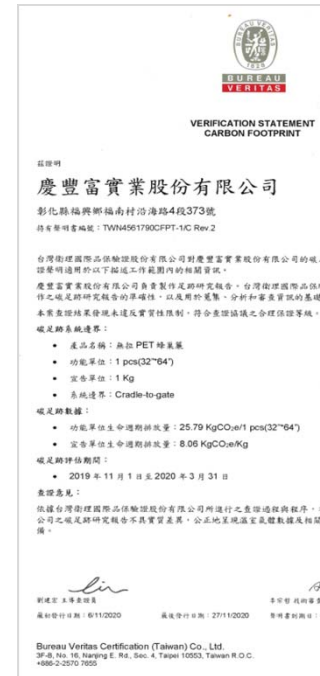
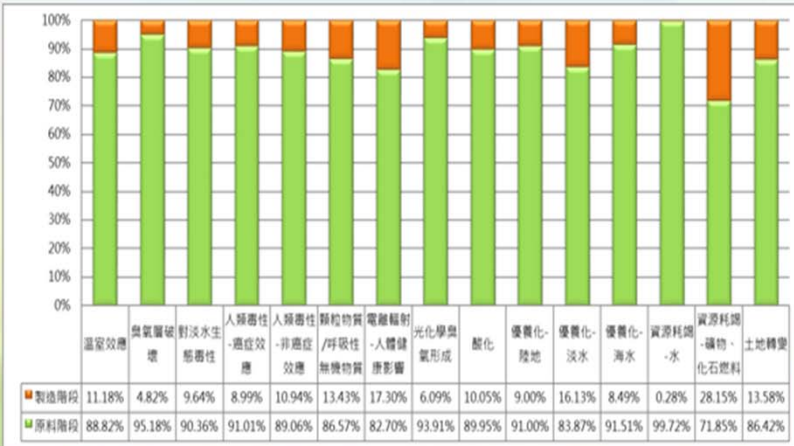
➔The blinds have been tested by a third-party testing organization to reduce the temperature by 4.7 degrees Celsius over a long period of time.

➔Users can reduce the use of air conditioning (energy saving)



ESG(Carbon Footprint. Energy saving. Sustainable Materials)

Results & Benefits



Reduction Targets and Future Planning

原物料階段環境衝擊熱點

PVC、塑膠粉、RPET

PVC、塑膠粉、RPET為主要原料，建議廠內未來可先進行物質流成本會計系統導入，先行探討如何減少原料消耗與廢餘物的產出，以近年工業局輔導導入物質流成本會計系統之輔導成效來看，預期廠內導入後能減少5%至20%左右之物質損失，同時可降低原物料所造成之環境衝擊。

製造階段環境衝擊熱點

電力

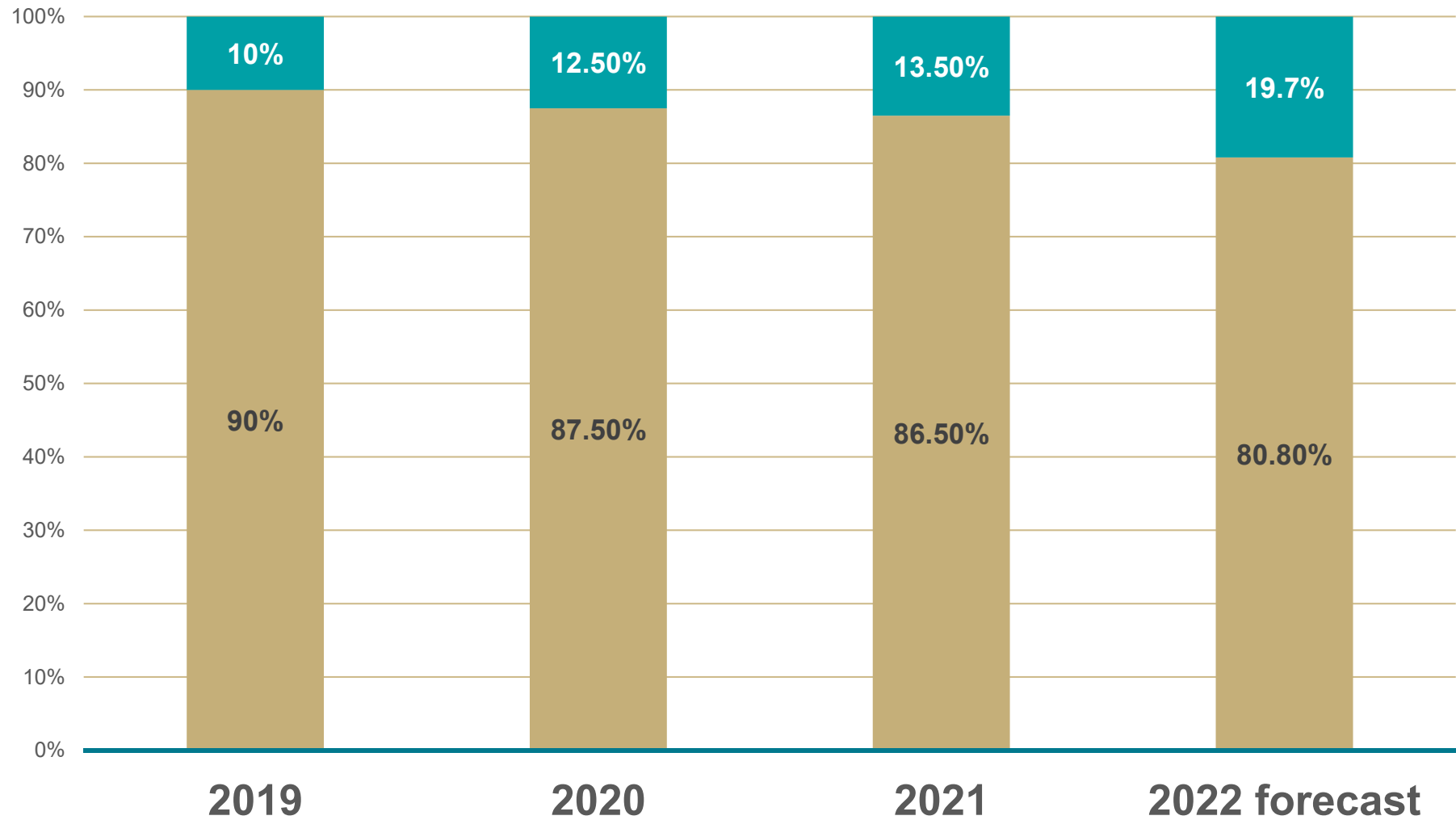
製造階段環境足跡衝擊主要來源為電力，建議廠內可評估導入能源管理系統，盤點各設備能耗使用情況後，再針對廠內高耗能設備重點進行改善，依照工業局製造業能源管理示範輔導計畫多年協助百家工廠導入ISO 50001能源管理系統，並實際進行改善行動方案之輔導成效來看，預計工廠每年能減少1.95%電力使用量，同時降低製造階段所產生之環境足跡衝擊。

【經由財團法人成大研究發展基金會輔導完成產品環境足跡並獲BV頒發ISO 14067 查證聲明書】

Obtained and manufactured RPET products and blankets with BV carbon footprint and RE 100 certification from an international testing company



ESG-Proportion of environmental materials used



4

Conclusion



Conclusion



1

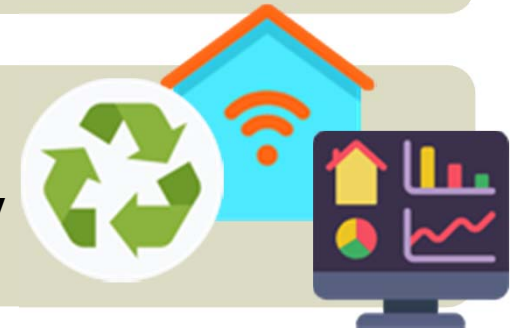
Industry positioning:

Ching Feng is the top three leading supplier of blinds in North America.

2

Future R&D goals:

Application of Smart structure and environmentally sustainable materials to all items ◦



3

Future market goals :

Developing DIY smart blinds market.
Crossover from retail to e-commerce and professional decoration market.



4

Future Operation goals :

Activate flexible production and Multi-region supply ;
informatization of logistics





Q&A





CHING FENG

Thank You

Enrich Your Living Aesthetics

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