



CHAMPION BUILDING MATERIALS CO., LTD.

Stock Code : 1806

2017 INVESTOR CONFERENCE

December 19 , 2017



Disclaimer

CHAMPION does not release any financial forecast. However, the statement of the company's business, finance condition and Q&A in this presentation may differ from future actual results. This causes from market demand, prices fluctuations, competitions behavior, global economic situations, exchange rate fluctuations, supply chain and other factors or risks beyond the company's control.

Future prospects in this presentation reflects the company perspective based on the condition until now. If any change or adjustment of viewpoints occurs later in the future, the company undertakes no obligation to update.



Agenda

I. Company Profile

II. Operating Results

III. Future Outlook

IV. Q & A



I . Company Profile

Established Year : 1972

Year of Listing : 1992

Capital : TWD 4,373,350,780

Group Employees : 2,000+

Main Product : Tile

Subsidiaries :

GUAN ZHONG TRADING

(安心居, Taiwan)

CHAMPION HIGHWEALTH

(冠軍欣業, Taiwan)

SINYIH CERAMICS(CHINA)

(Kunshan factory, China)

SINYIH CERAMICS(Penglai)

(Penglai factory, China)

Campion Building Materials(Anhui)

(Anhui factory, China)



• Company History

- 1972 Founded in Taiwan.
- 1992 Listed on the Taiwan Stock Exchange.
- 1996 Achieved the first 「ISO-9001」 certification in the field.
- 2006 Achieved the first 「ISO-14001」 certification in the field.
- 2010 Achieved the first 「MIT」 certification in the field.
- 2011 Achieved the only 「Best Taiwan 100 Brands」 in the field.
- 2012 Achieved the only 「EU Ecolabel」 in the field.
- 2013 Achieved the first 「Green Factory Label」 in the field.
- 2014 Achieved the first 「ISO-50001」 certification in the field.
- 2015 Won the first 「National Golden Seal Awards」。
- 2016 Won 「台灣居家用品理想品牌大賞」 for 7 years running.



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• Our Brands

Brands	Description
 <p>冠軍磁磚</p>	To become the only choice of life.
 <p>MARCOBELLI 馬可貝里磁磚 ITALY</p>	Holding Italy style to beautify our life.
 <p>安居 Marvelous Living</p>	Offering all-round service with European fashion design.
 <p>CHAMPION 冠軍欣業</p>	Providing new building materials.

Marketing Channel(Taiwan)



11 Distributors in Taiwan

230+ Retailers



Construction

House Repairing

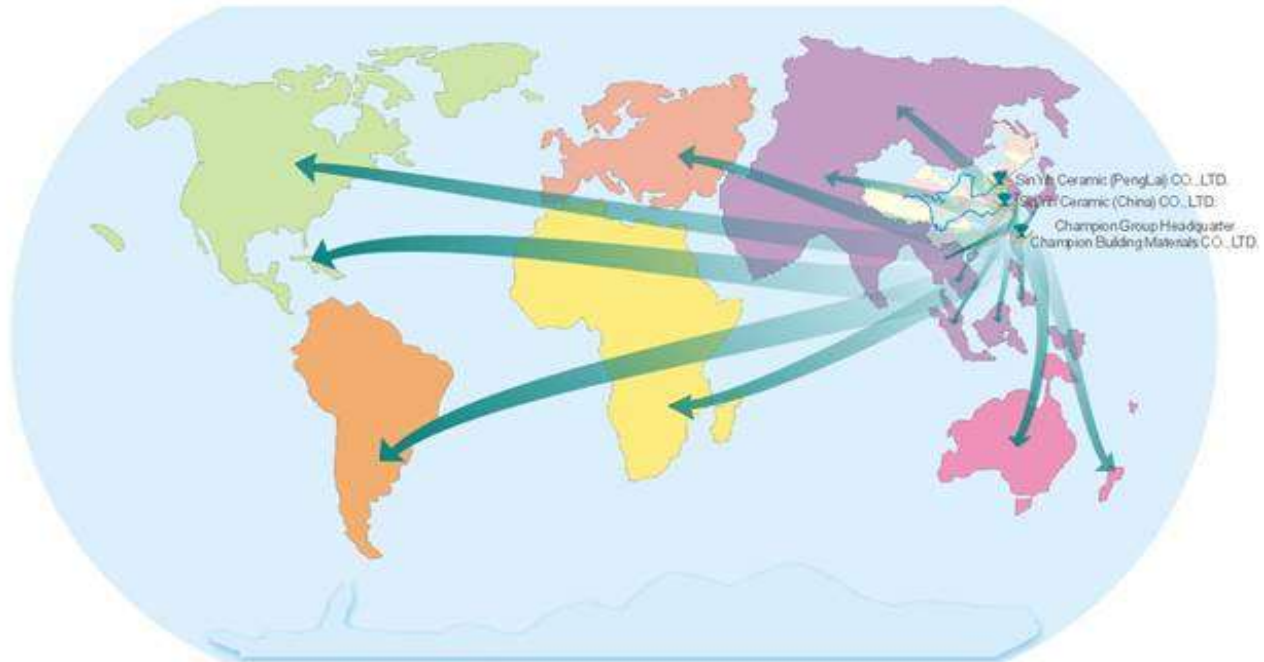
Building Company

Architects

Retails

Designers

• Global Marketing



- 244 registered trade marks in Taiwan, China, France, Italy and America.
- Champion Group owns 449 retail shops in Asia and these products are exported to Europe, America, Australia, Africa, Japan and Korea.

• One-stop Shopping

Item	Purpose
External Wall Tile	Used in the external wall.
Wall Tile	Used in the indoor wall.
Floor Tile	Used in the indoor ground.
Gres Porcelain	Used in the ground or the wall.
Polished Porcelain Tile	Used in the indoor ground.

• Our Advantages

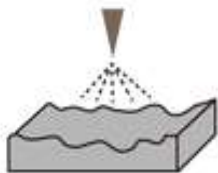
◎ Digital Inkjet Printing

Traditional Printing



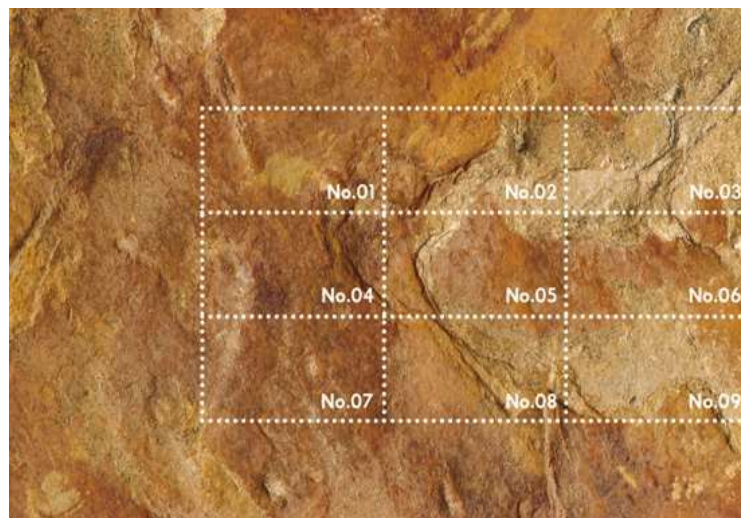
- 傳統滾筒印刷只能印達 **2mm**。
- 圖紋解析度約 **120dpi** — 清晰度較一般。
- 紋理不重疊的印刷範圍 **1.44m** — 圖案設計受限。

Digital Inkjet Printing



- 印刷凹面可達 **9mm** — 紋理效果表現佳，實現各種凹凸面和斜角面紋理。
- 圖紋解析度達 **360x960 dpi** — 清晰度更高，紋理層次更好。
- 紋理不重疊的印刷範圍 **15m** — 打破重複紋理的限制，圖案連續不中斷。

■ Champion first adopts digital inkjet printing in Taiwan.



極緻美學

360dpi
High resolution



片片創新

Innovation
&
Diversity



立體印刷

Dimension Printing



紋色天然

Represent
Natural
Texture



至臻品質

Colorful &
High Quality



環保減廢

Environmental
Protection

• Customer Service

Offer all-round service.

First offer 15-year warranty in Taiwan.

Strengthen customer relationship.



15-year warranty



Assistant sales App



Drip coffee bag

Awards

CHAMPION has received numerous awards for its finest products and professional service.



2011百大品牌獎狀



歐盟證書1



歐盟證書2



臺灣多層次備編入選證書



歐盟環保標章 PCFV023 PAS 2050 碳足跡驗證



BSI



14001



綠建築標章證書-綠標之館



金質獎



奈米標章使用證書



綠建築標章證書-竹南企業總部大樓



CNS正字標記



全國第一家榮獲ISO9001標章



MIT微笑標章



綠建材標章



環保標章



台灣精品獎

• Reduce CO2 emissions

◎ Heat recovery system



窯爐熱風回收



電力系統改善

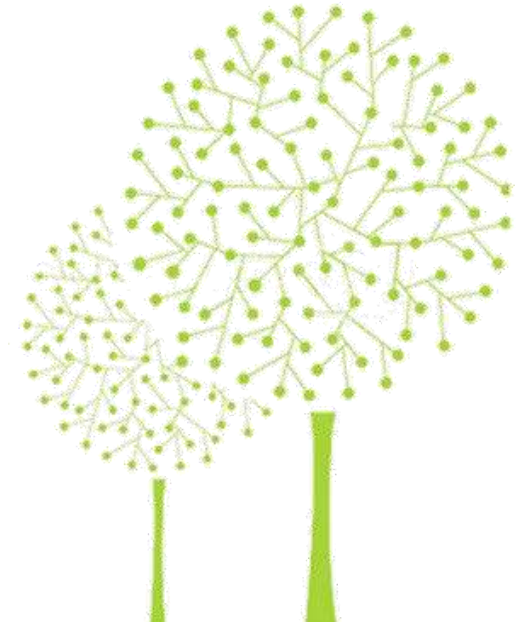


水資源回收再利用



磚料回收

- Saving energy and reducing emission.
- Recovery and recycling of used resources.

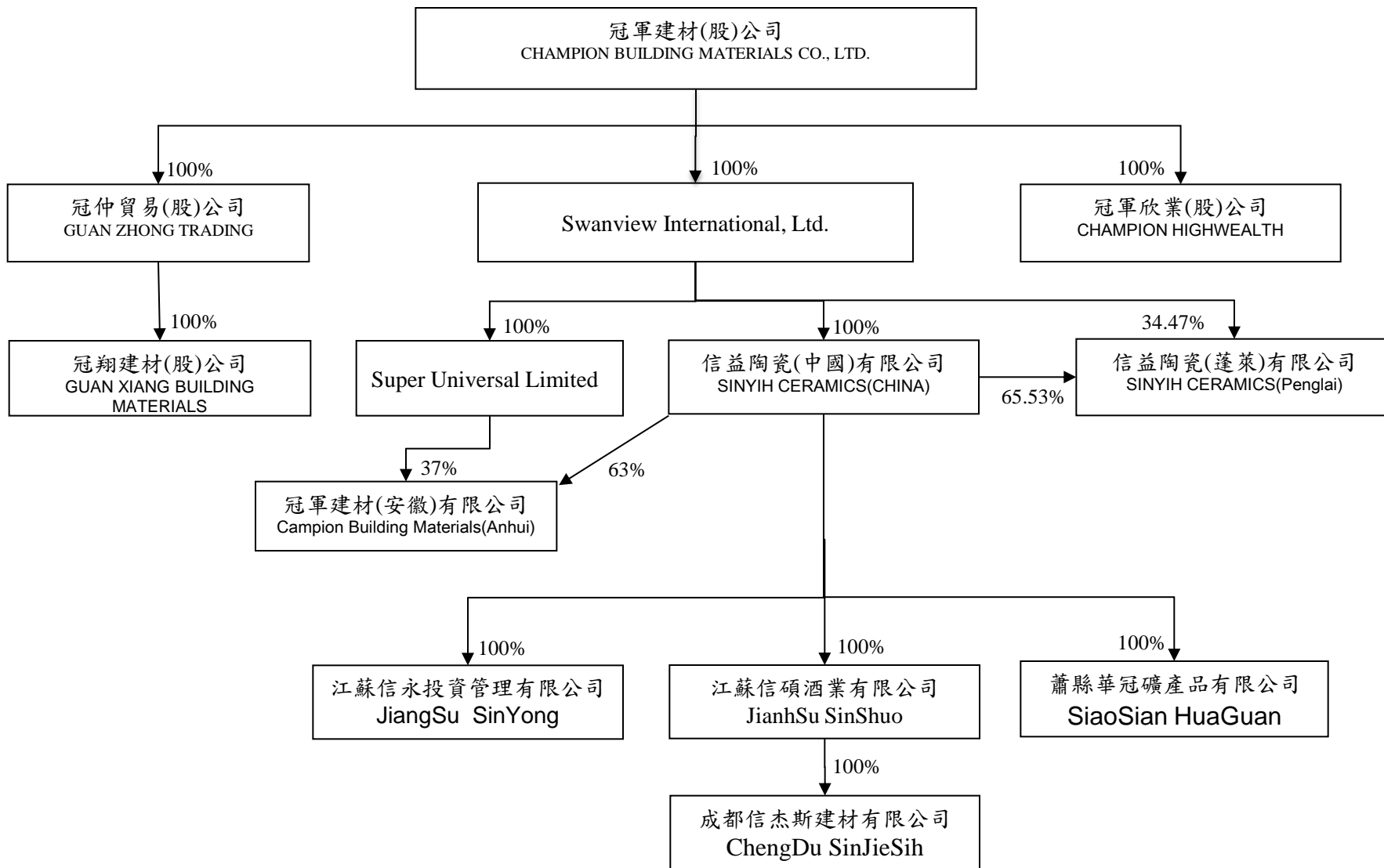


• Corporate Social Responsibility

- For many years, CAMPION has been committed to charity.
- CAMPION has provided about NT\$ 100 million to the disadvantaged since 1996.



• Organization



- Zaociao Factory, Taiwan



9 production lines are now in Zaociao factory, with annual capacity of 10,640,000m², focusing on domestic sales.

- Kunshan Factory, China



Kunshan Factory sells all kinds of building materials. Anhui Factory and Shandong Factory are major suppliers of SinYih Ceramics(China).

- Penglai Factory, China



6 production lines are now in Penglai Factory, with annual capacity of 6,150,000m², focusing on China market and foreign trade.

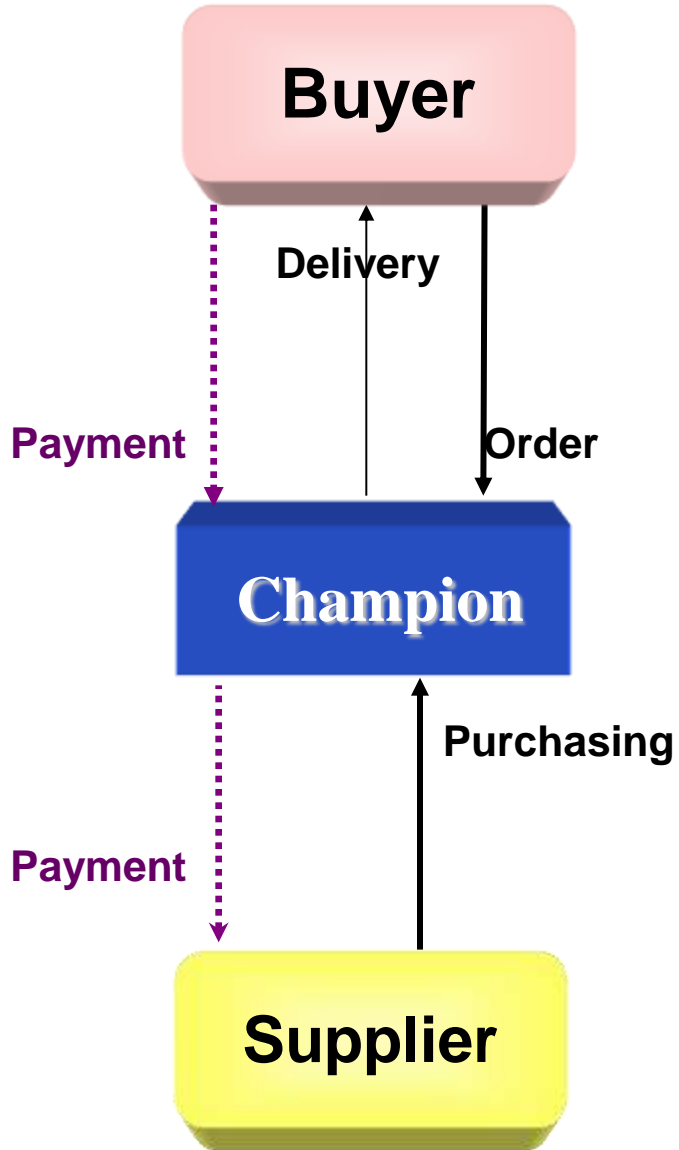
- Anhui Factory, China



In March 2014 , 3 production lines were installed in Anhui Factory, increasing the production capacity to 6,590,000m² per year.

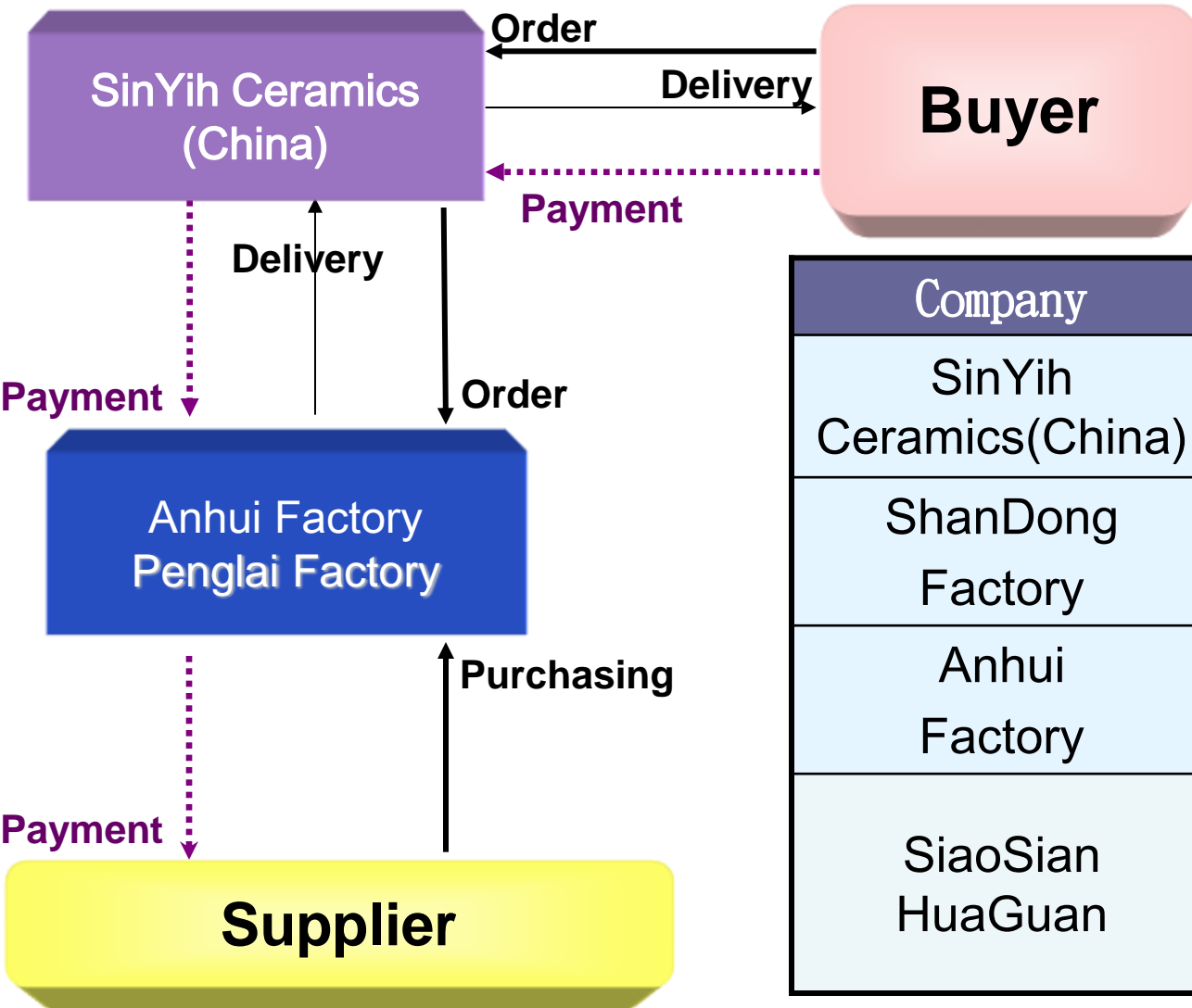
Anhui Factory is a major supplier of SinYih Ceramics (China).

• Business Model (Taiwan)



Company	Function
CHAMPION BUILDING MATERIALS	Tile manufacturing, sales, and foreign trade.
GUAN ZHONG TRADING	Tile and building materials sales.(import)
GUAN XIANG BUILDING MATERIALS	Tile and building materials sales.(retail)

• Business Model (China)



Company	Function
SinYih Ceramics(China)	Tile manufacturing and sales.
ShanDong Factory	Tile manufacturing and sales.
Anhui Factory	Tile manufacturing and sales.
SiaoSian HuaGuan	Kaolin,Feldspar,and Silica sales.

• Business Model

Taiwan

11 Distributors in Taiwan	Contractor (73%~75% of Revenue in Taiwan)
	Retail (including imported product / 236 retailer)

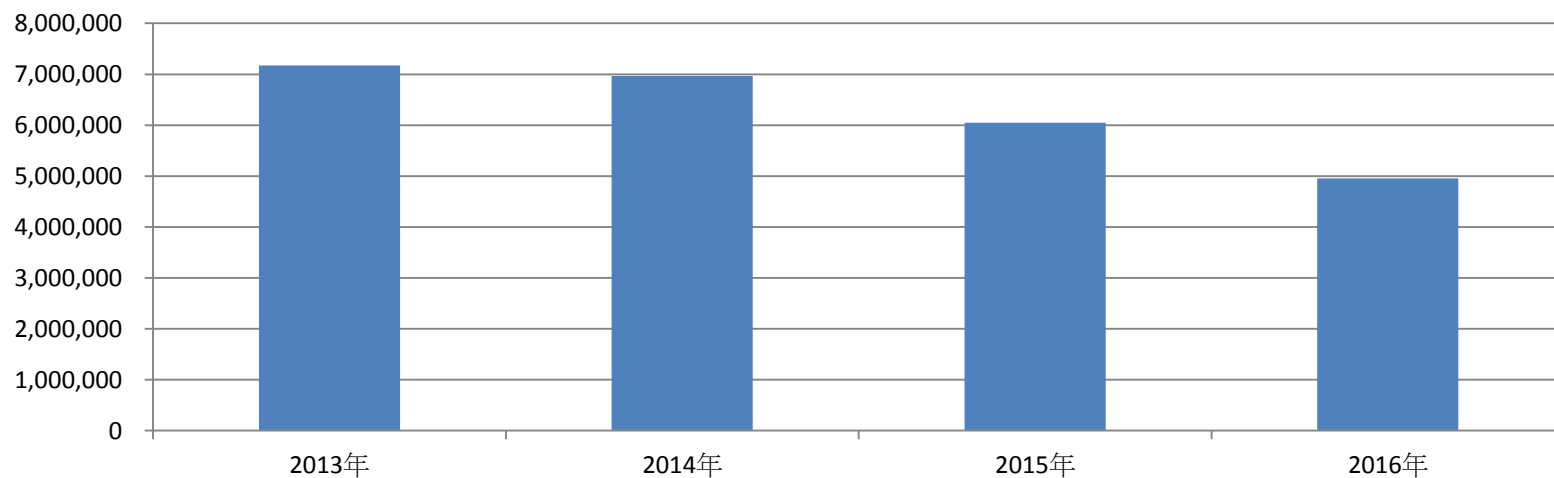
China



• Consolidated Financial Data

	NT\$ Thousands			
	2013	2014	2015	2016
Revenue	7,174,876	6,963,352	6,048,154	4,951,908
Gross Profit	2,225,530	2,088,846	1,895,748	1,537,790
Operating Profit	439,275	311,149	239,628	88,219
Net Income	279,441	(501,008)	(72,808)	34,210

Revenue

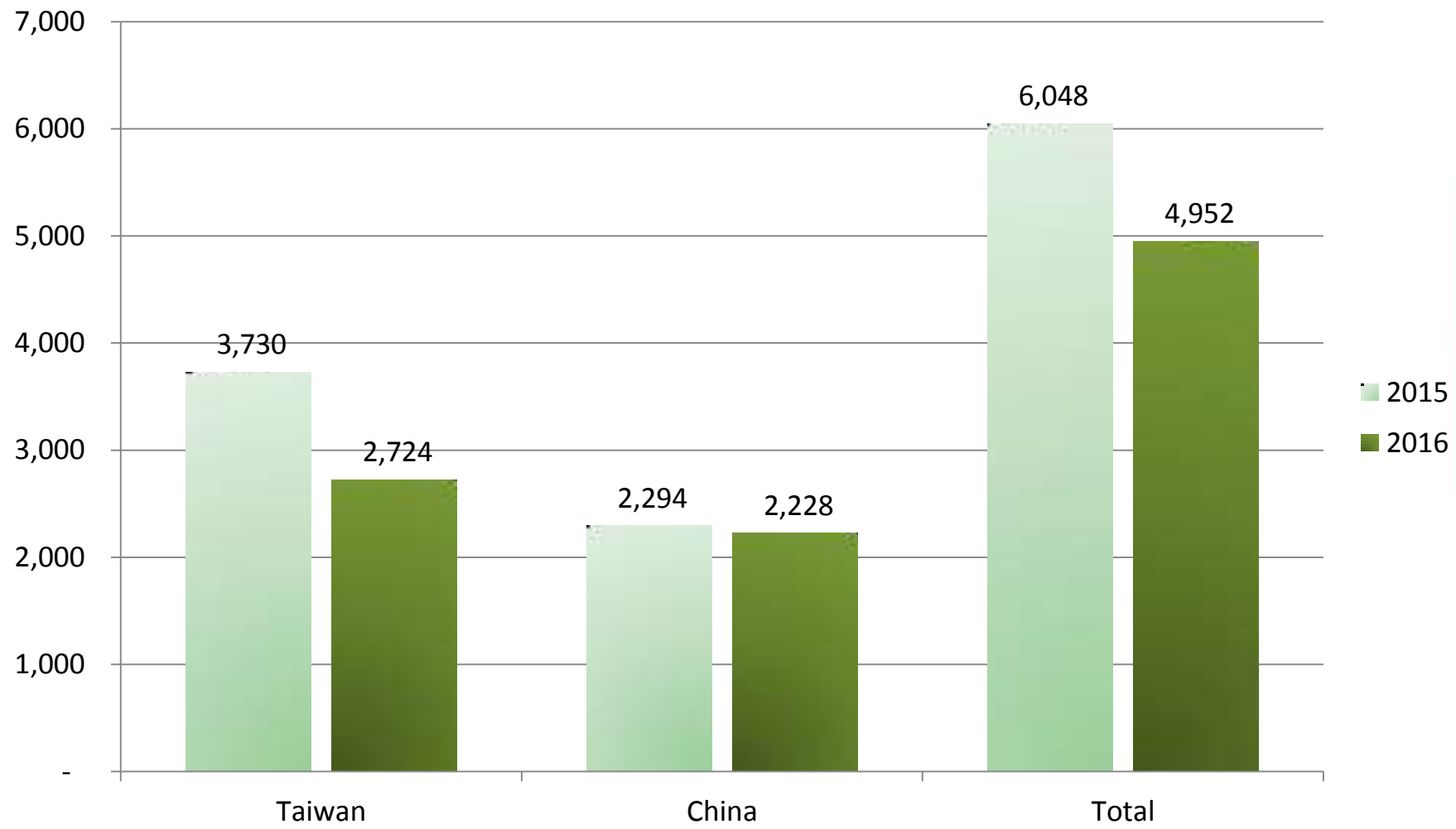


• Consolidated Financial Data(2017)

	NT\$ Thousands					
	2017Q3	2016Q3	Growth rate (%)	Sep.30,2017	Sep.30,2016	Growth rate (%)
Revenue	1,396,683	1,293,111	8.01	3,606,095	3,670,589	(1.76)
COGS	983,158	946,664	3.86	2,641,527	2,534,732	4.21
Gross Profit	413,525	346,447	0.19	964,568	1,135,857	(15.08)
Operating Exp.	341,272	370,421	(7.87)	981,785	1,123,858	(12.64)
Operating Profit	72,253	(23,974)	--	(17,217)	11,999	--
Non-Operating Income and Exp.	3,161	11,892	(73.42)	(49,384)	24,846	--
Pre-Tax Income	75,414	(12,082)	--	(66,601)	36,845	--
Tax	15,542	15,770	(1.45)	28,915	44,240	(34.64)
Net Income	59,872	(27,852)	--	(95,516)	(7,395)	1191.63

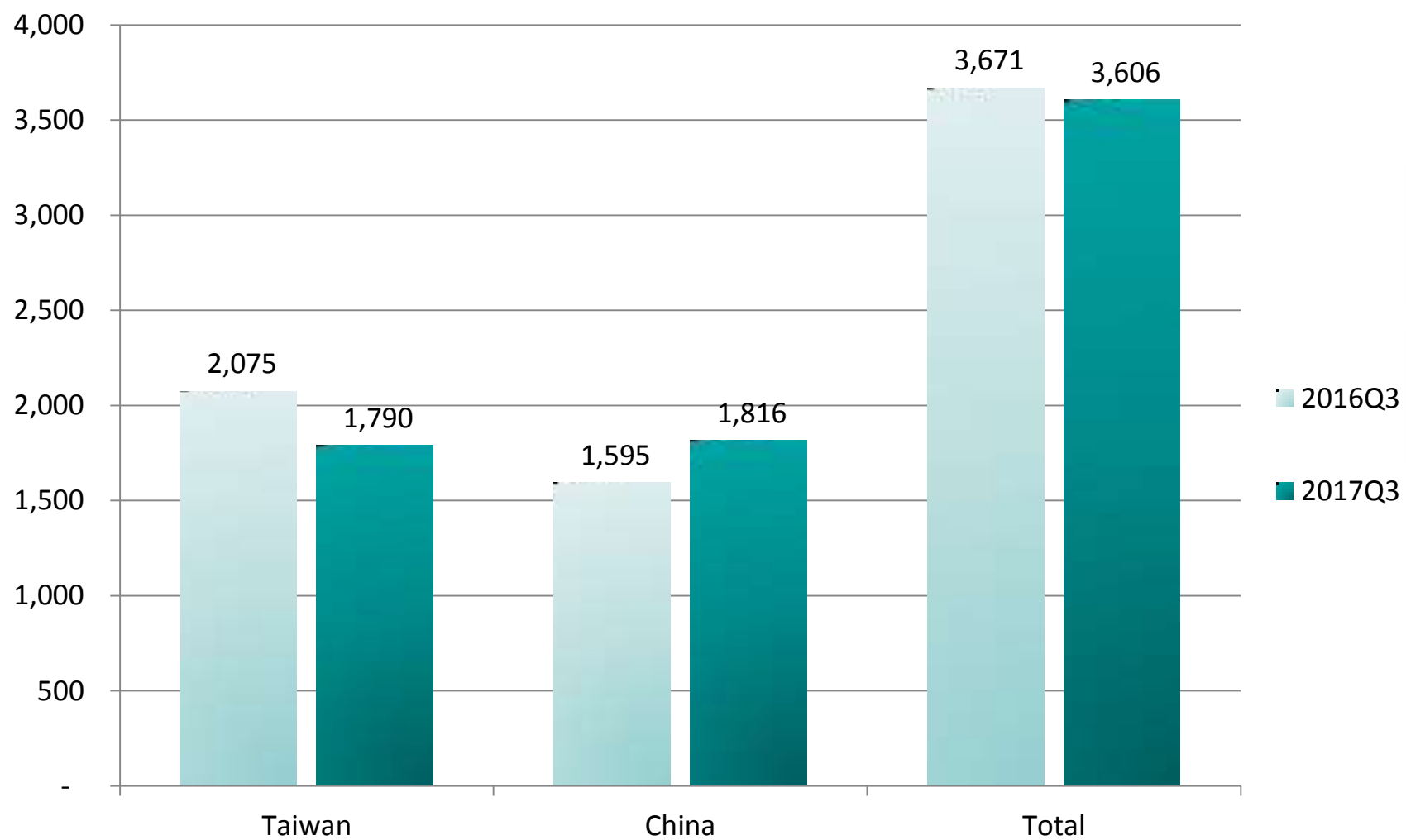
•Revenue Analysis(by Segment)-1

Unit : NTD Million



•Revenue Analysis(by Segment)-2

Unit : NTD Million



III. Future Outlook

- The application of environment protection building material technology.
- Developing the international market.
- Research &. Innovation.
- Developing multiple brands.



CHAMPION

冠軍建材集團



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冠軍建材

穩健 · 超越 · 精緻 · 共享