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Operational Highlights

- P&L Analysis
- Revenue Analysis
- EBITDA Analysis
- Balance Sheet Analysis
- Cashflow Analysis

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Consolidated P&L

P&L (NT\$ mn)	3Q24	3Q23	YoY	9M24	9M23	YoY
Revenue **	25,552.9	25,074.7	1.9%	79,087.8	76,407.1	3.5%
Gross profit	3,474.9	3,525.3	(1.4%)	10,689.9	10,949.6	(2.4%)
Operating costs	(1,195.5)	(1,202.9)	(0.6%)	(3,446.0)	(3,463.7)	(0.5%)
Gross profit from operations	2,279.4	2,322.3	(1.8%)	7,243.9	7,485.8	(3.2%)
EBITDA	1,154.1	1,220.6	(5.4%)	3,870.6	3,887.8	(0.4%)
OPEX **	(1,490.6)	(1,440.1)	3.5%	(4,481.2)	(4,598.5)	(2.6%)
Net other income and expenses	33.8	30.9	9.3%	101.4	118.4	(14.4%)
Operating profit	822.6	913.2	(9.9%)	2,864.2	3,005.8	(4.7%)
Income from LT investments	(6.6)	1.4	(557.4%)	(5.7)	2.5	(325.5%)
Other non-op income >>	18.3	21.5	(14.8%)	72.3	78.9	(8.4%)
Pretax profit	834.3	936.1	(10.9%)	2,930.7	3,087.3	(5.1%)
Tax	168.1	186.3	(9.8%)	586.6	606.2	(3.2%)
Net income	666.2	749.9	(11.2%)	2,344.1	2,481.1	(5.5%)
Less minorities	0.1	(0.1)	168.8%	0.7	(0.2)	409.2%
Net income to parent	666.1	750.0	(11.2%)	2,343.4	2,481.3	(5.6%)
Adjustments	0.0	0.0		0.0	0.0	
Recurring net income to parent	666.1	750.0	(11.2%)	2,343.4	2,481.3	(5.6%)
Basic EPS	2.64	2.97	(11.1%)	9.29	9.83	(5.5%)
Take rate **	13.6%	14.1%	(0.5%)	13.5%	14.3%	(0.8%)
Gross margin from operations	8.9%	9.3%	(0.3%)	9.2%	9.8%	(0.6%)
EBITDA margin	4.5%	4.9%	(0.4%)	4.9%	5.1%	(0.2%)
Operating margin	3.2%	3.6%	(0.4%)	3.6%	3.9%	(0.3%)
Pretax margin	3.3%	3.7%	(0.5%)	3.7%	4.0%	(0.3%)
Net margin	2.6%	3.0%	(0.4%)	3.0%	3.2%	(0.3%)

****Starting from Aug 2023, adjustments were made to account for mo-coins. The changes have no material impact on the overall profits and the impact on 3Q24 revenue was less than 0.8%. Using the same accounting practice before Aug 2023, 3Q24 company revenue growth YoY would have been higher at 2.4%, and company take rate would have been higher at 14.3% vs. 14.4% in 3Q23. Consequently, OPEX YoY would be at 11%.**

Quarterly Revenue Performance

- Achieved NT\$25.55 billion in consolidated revenue, reflecting a 1.9% year-over-year growth, with adjusted figures reaching 2.4% under prior accounting practice and e-commerce growth of 3%.
 - The overall retail industry growth was sluggish in 3Q24.
 - High outbound travel demand during the summer vacation redirected consumer spending towards travel-related expenses, reducing interest in luxury, cosmetics, and domestic spending.
 - Revenue recognition for 3P new business was commission-based, and a structural decline in TV shopping also impacted revenue growth rate.
- **Key customer metrics indicated steady growth**, showing stronger customer acquisition, purchasing frequency, and retention.

A 10% year-over-year increase in active customers, the highest in six quarters, driven by effective promotional efforts and enhanced engagement.

Financial Metrics and Profitability

- The profitability of TV shopping declined due to the structural downturn in cable TV industry.
- **Increased operating expenses reflected our investment in new business development and marketing.**
 - Increased marketing promotions to boost new business growth.
 - R&D investments in new business initiatives to drive future growth and innovation.

I. Revenue Analysis

Figure 1 – Consolidated Revenue Breakdown

(NT\$ mn)	3Q24	3Q23	YoY	9M24	9M23	YoY
EC	24,730.2	24,103.0	2.6%	76,321.7	73,409.4	4.0%
Media	809.8	961.5	(15.8%)	2,731.5	2,969.5	(8.0%)
Others	13.0	10.2	27.6%	34.6	28.2	22.4%
Total Revenue	25,552.9	25,074.7	1.9%	79,087.8	76,407.1	3.5%

Other revenue consists of revenue from 76.7%-held Fubon Gehua (Beijing), 96.1%-held BÉBÉ POSHÉ, 73.62%-held Prosperous Living, and 100%-held supporting business units (travel agency, insurance distribution agent, logistics, and wholesaler subsidiary).

E-commerce Revenue Growth:

- E-commerce revenue growth slowed to 2.6% year-over-year. If the same accounting practice before August 2023 were applied, growth would reach 3%. Increased outbound travel this summer further led to decreased demand for high-priced domestic goods, while **lower-priced products saw increased demand and a rising share of sales.**

Category Performance:

- Stronger growth in **Sports & Leisure** and **3C Electronics & Home Appliances** categories outpaced other segments, driven by consumer demand for leisure activities and tech-upgrade products. However, peak summer travel redirected spending toward tourism and foreign-related expenses, reducing local demand for **cosmetics, apparel, and luxury goods.**

Customer Engagement:

- Key customer metrics showed steady growth**, with good performance in customer acquisition, repeat purchase, and retention. **Quarterly active users increased by 10% year-over-year**—the highest in the past six quarters.

Launch of mo Plus Subscription Service:

- In early September, we introduced **mo Plus, a membership program** at NT\$2,399 per year, aimed at enhancing customer engagement and loyalty. Members receive a base 4% cashback in mo-coins, with an additional 4% cashback from 100 top brands, plus two more benefits such as exclusive cross-platform discounts and member-only coupons. More than **10,000** customers have already signed up to this program.

II. EBITDA Analysis

Figure 3 – EBITDA Breakdown

EBITDA (NT\$ mn)	3Q24	3Q23	YoY	9M24	9M23	YoY
EC	1,100.4	1,121.3	(1.9%)	3,591.6	3,541.3	1.4%
Media	39.2	69.6	(43.6%)	225.5	250.4	(9.9%)
Others*	14.5	29.8	(51.4%)	53.5	96.2	(44.4%)
Total EBITDA	1,154.1	1,220.6	(5.4%)	3,870.6	3,887.8	(0.4%)
EBITDA margin	3Q24	3Q23	YoY	9M24	9M23	YoY
EC	4.4%	4.7%	(0.2%)	4.7%	4.8%	(0.1%)
Media	4.8%	7.2%	(2.4%)	8.3%	8.4%	(0.2%)
Others*	111.7%	293.2%	(181.5%)	154.7%	340.5%	(185.8%)
EBITDA margin	4.5%	4.9%	(0.4%)	4.9%	5.1%	(0.2%)

*Others EBITDA includes 76.7%-held

Fubon Gehua (Beijing), 96.1%-held

BÉBÉ POSHÉ, 73.62%-held

Prosperous Living, and 100%-held

supporting business units (travel

agency, insurance distribution

agent, logistics, and wholesaler

subsidiary).

III. Balance Sheet Analysis

Figure 4 – Balance Sheet

NT\$ mn	3Q24	3Q23	YoY%	2Q24	QoQ%
Cash & cash equivalents	3,332.4	4,570.5	(27.1%)	7,605.4	(56.2%)
Accounts receivables	459.1	423.6	8.4%	525.3	(12.6%)
Other receivables	1,796.2	1,944.3	(7.6%)	2,481.0	(27.6%)
Inventories	4,893.9	4,852.7	0.8%	4,112.5	19.0%
Other current assets	856.3	389.8	119.7%	606.7	41.1%
Current assets	11,337.9	12,180.9	(6.9%)	15,331.0	(26.0%)
Long term investments	620.0	488.3	27.0%	617.0	0.5%
PP&E	8,780.0	7,741.8	13.4%	8,608.6	2.0%
Other non-current assets	5,346.1	3,979.3	34.3%	4,980.2	7.3%
Total non-current assets	14,746.1	12,209.4	20.8%	14,205.9	3.8%
Total Assets	26,084.0	24,390.3	6.9%	29,536.9	(11.7%)
Short term borrowings	0.0	0.0		0.0	
Accounts payable	10,126.2	9,707.8	4.3%	10,590.9	(4.4%)
Other payables	1,088.3	1,073.1	1.4%	4,699.5	(76.8%)
Other current liabilities	2,762.5	2,211.6	24.9%	2,814.5	(1.8%)
Non-current liabilities	3,092.1	2,382.4	29.8%	3,012.8	2.6%
Total Liabilities	17,069.1	15,374.8	11.0%	21,117.6	(19.2%)
Common stock	2,523.6	2,403.4	5.0%	2,403.4	5.0%
Capital surplus	1,849.8	1,969.9	(6.1%)	1,849.8	0.0%
Retained earnings	4,630.0	4,700.0	(1.5%)	3,966.3	16.7%
Other equity items	11.6	(57.9)	120.0%	199.8	(94.2%)
Shareholders' equity	9,014.9	9,015.5	0.0%	8,419.2	7.1%

*Other Current Assets: Increased by

119.7%YoY, primarily driven by an

increase in other financial assets.

*Long term investments accounted

for using the equity method,

representing momo's investment in

Fubon Green Power Co., Ltd (holding

less than 5%).

* Other Current Liabilities: Refers to

amounts collected on behalf of

merchants that are expected to be

remitted to them.

IV. Cashflow Analysis

Figure 5 – Cashflow

NT\$ mn	3Q24	3Q23	YoY	9M24	9M23	YoY
(+) Pretax profit	834.3	936.1	(10.9%)	2,930.7	3,087.3	(5.1%)
(+) D&A	331.6	307.4	7.8%	1,006.5	882.0	14.1%
ΔWC * (-1) (during the period)	(4,104.4)	(965.4)	(325.2%)	(30.7)	(1,774.6)	98.3%
Others	3,148.2	(398.6)	889.9%	(994.6)	(1,037.3)	4.1%
Operating cashflow	209.7	(120.4)	274.2%	2,911.9	1,157.4	151.6%
Capex	(494.2)	(327.5)	(50.9%)	(1,273.4)	(801.9)	(58.8%)
FCF	(284.6)	(447.9)	36.5%	1,638.6	355.6	360.8%
Investing cashflow	(681.0)	(327.3)	(108.1%)	(1,590.3)	(787.3)	(102.0%)
Financing cashflow	(3,801.7)	(196.2)	(1837.2%)	(4,267.2)	(3,844.1)	(11.0%)
Change in cash	(4,272.9)	(643.9)	(563.6%)	(2,945.6)	(3,473.9)	15.2%

*9M24 Operating Cash Flow

increased by 151.6% YoY, primarily

driven by increase in other

receivables, accounts receivable from

related parties and other current

liabilities.

*9M24 Capex amounted to

NT\$1.27bn, comprising NT\$500mn

for SDC construction and automated

equipment expenditure, NT\$250mn

for CDC construction expenditure,

NT\$200mn for warehouse facilities,

NT\$180mn for IT equipment

expenditure.