

2022 夏季報告 summer report
Merida Group



INFLATIONARY SPIKE 通澎影響

DEMANDS OF HIGH-END BIKE & EBIKE STILL REMAIN STRONG
高階自行車及電動自行車需求仍大於供給

DIFFERENT TARGET AUDIENCE
消費客群不同

BRAND AWARENESS
品牌認知度

FY22 OUTLOOK 展望

PRODUCTION MIX ADJUSTMENT (TAIWAN PLANT)

台灣廠產品組合調整

GROSS MARGIN IMPROVED (TAIWAN PLANT)

台灣廠毛利率改善

REVENUE GROWTH (TAIWAN PLANT)

台灣營收成長

- ◆ EXCHANGE RATE 匯率
- ◆ COST 成本
- ◆ SAP ERP 作業系統

REVENUE GROWTH (CHINA)

中國內銷營收成長

SHIPPING TIGHTNESS

船運吃緊

**PORT CONGESTION IN THE WEST COAST REMAINS
美西塞港未解**

**SHIPPING TIGHTNESS STILL REMAIN
船運依然緊**

**LONGER WAITING TIME FOR BIKES
TO BE ON BOARD
台灣已生產成車待上櫃天數拉長**



Production
Store

7 days

Before pandemic (疫前)

14+ days

After pandemic (疫後)



MERIDA

COVID LOCKDOWN IN CHINA

中國封城

NO BIG IMPACT AS FEWER SUPPLIER NOW
無重大影響，僅少數廠商位於封鎖區域

ALTERNATIVE AVAILABLE
替代品可尋



FY22/Q1 RESULT 成果分享

EPS: 4.04





TOUR de france 2021

THANK YOU

LA VUELTA 21

SANTIAGO DE COMPOSTELA