

法說會簡報

美利達行銷本部副總兼發言人
鄭文祥





**MORE
PASSION
熱情**



**MORE
INNOVATION
創新**



**MORE
SUCCESS
成功**



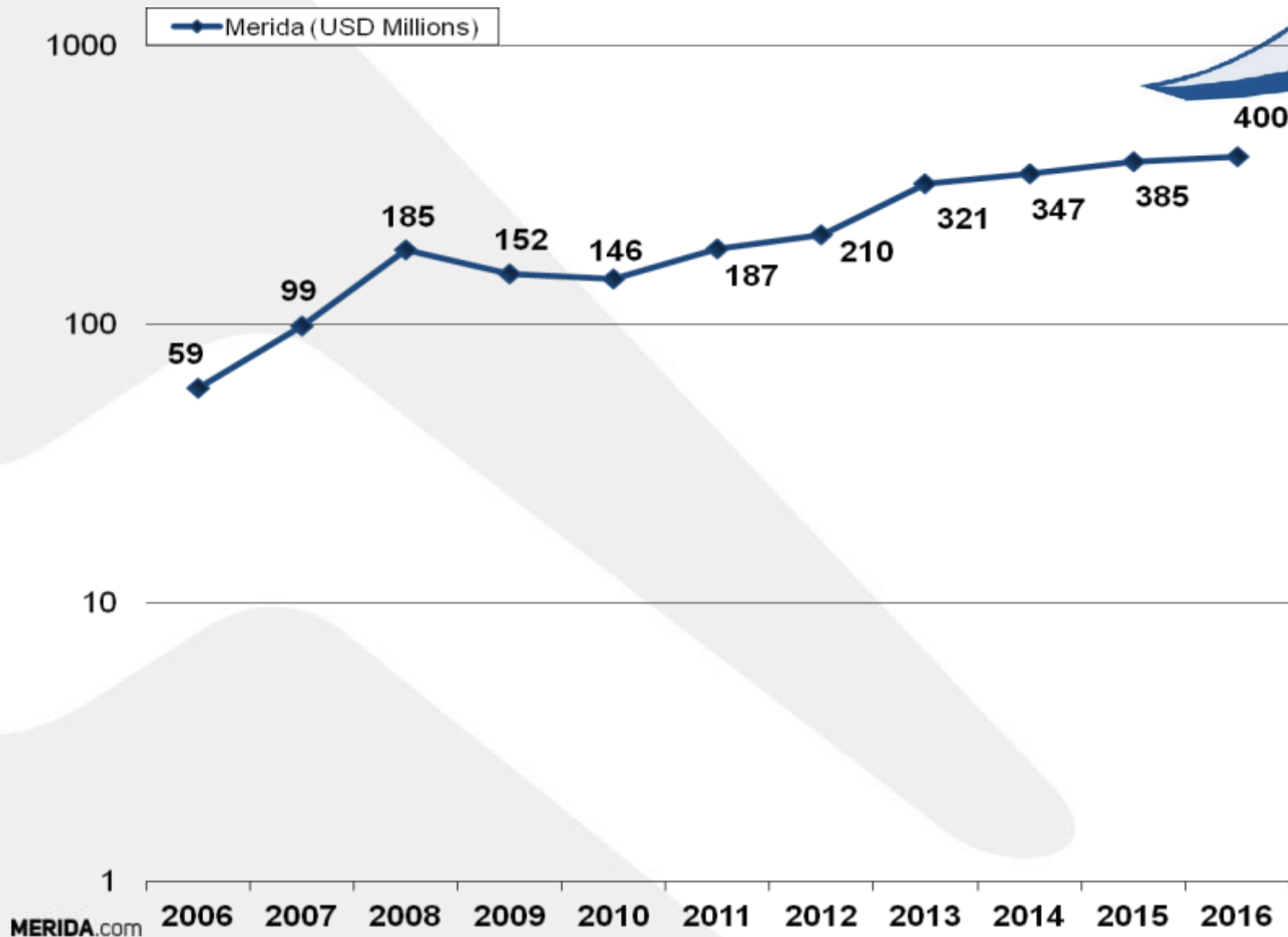
TAIWAN TOP 10 GLOBAL BRAND

8 times in TOP 20

4 times in TOP 10



Brand Value



Sponsorship

BAHRAIN MERIDA PRO CYCLING
TEAM

MULTIVAN MERIDA BIKING TEAM

MERIDA Brand Ambassadors

Gravity team



Sponsorship

WORLD TOUR BAHRAIN MERIDA PRO CYCLING TEAM



Sponsorship

MULTIVAN MERIDA BIKING TEAM



Sponsorship

MERIDA Brand Ambassadors 2017



Sponsorship

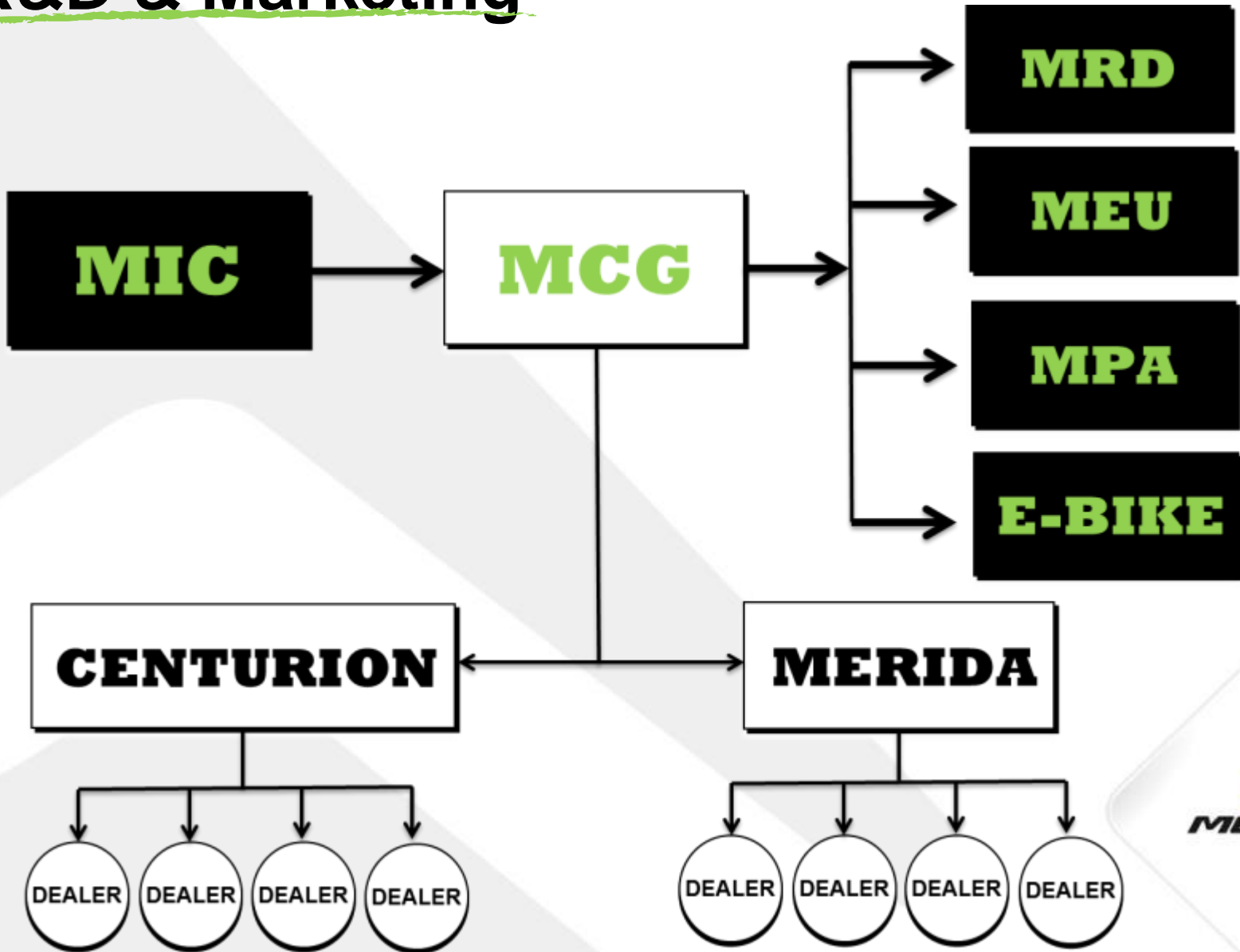
Gravity team



R&D & Marketing



R&D & Marketing



MAG JIANGSU, CHINA 2012

Workforce: 400

Production Capacity: 200,000



MIC CHANGHUA, TAIWAN 1972

Workforce: 1200

Production Capacity: 800,000



Manufacture

MBC SHUMCHUN, CHINA 1990

Workforce: 400

Production Capacity: 300,000



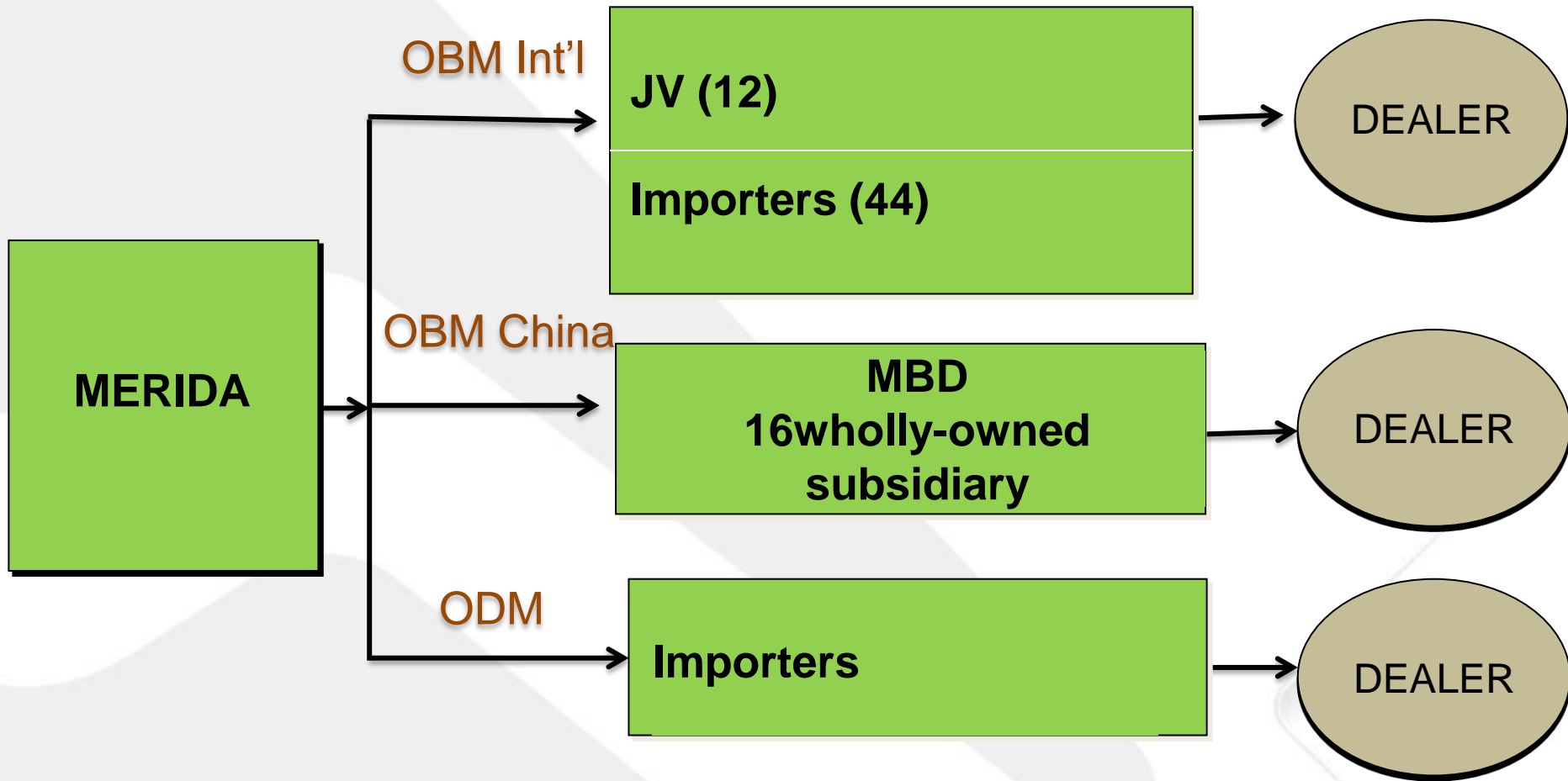
MSD SHANTUNG, CHINA 2007

Workforce: 500

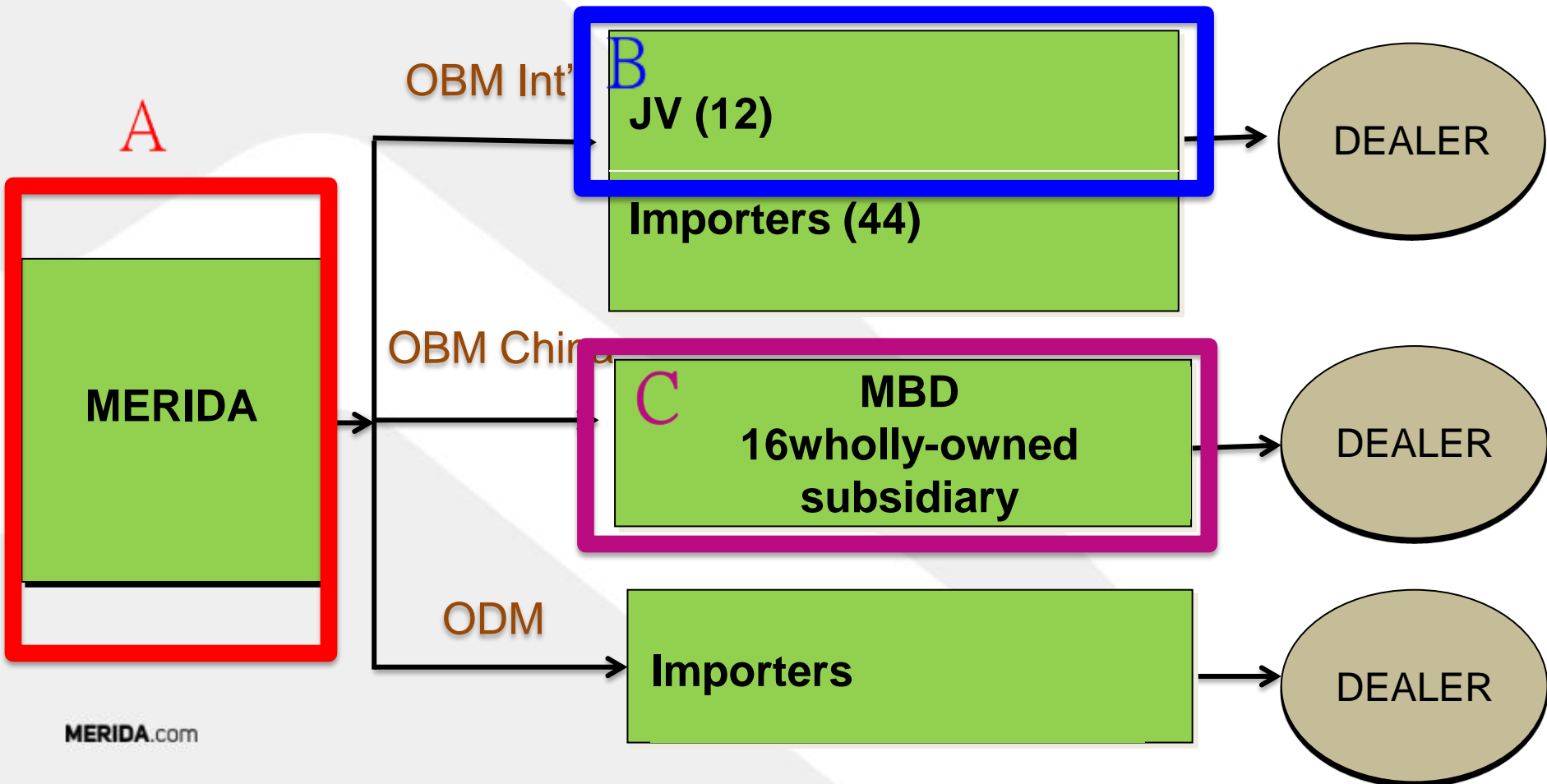
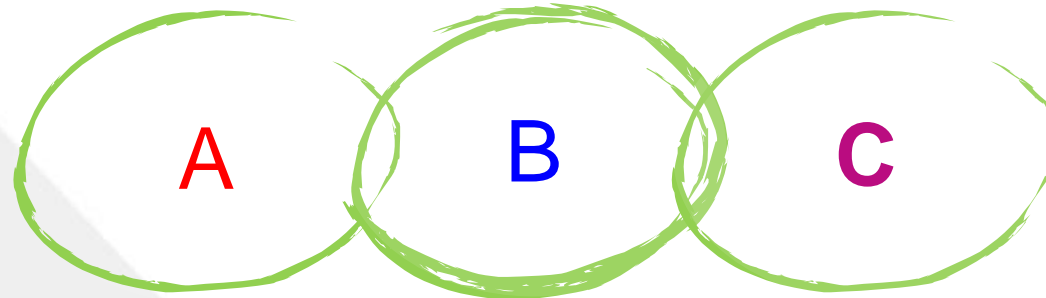
Production Capacity: 250,000



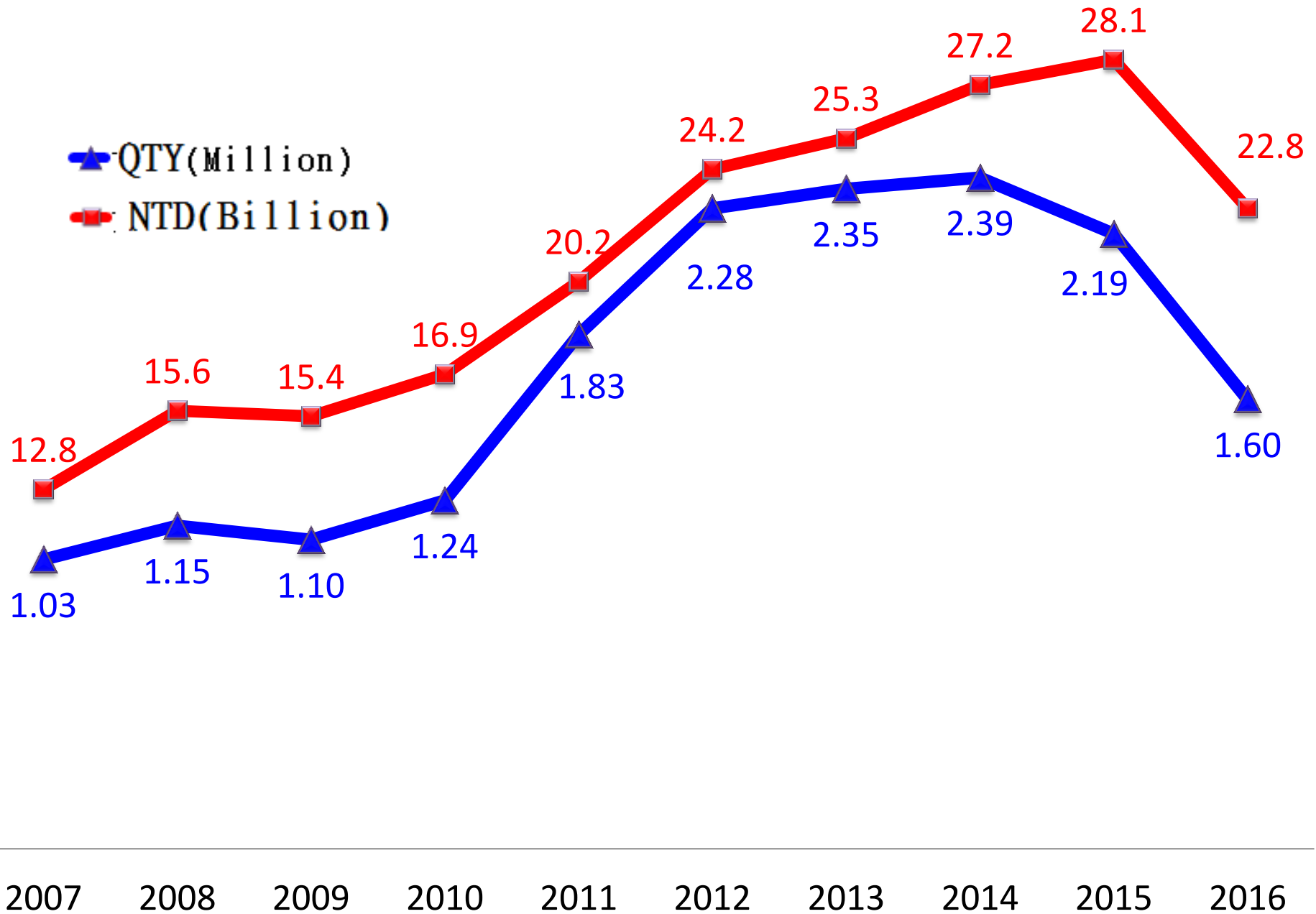
Sales network



Consolidation

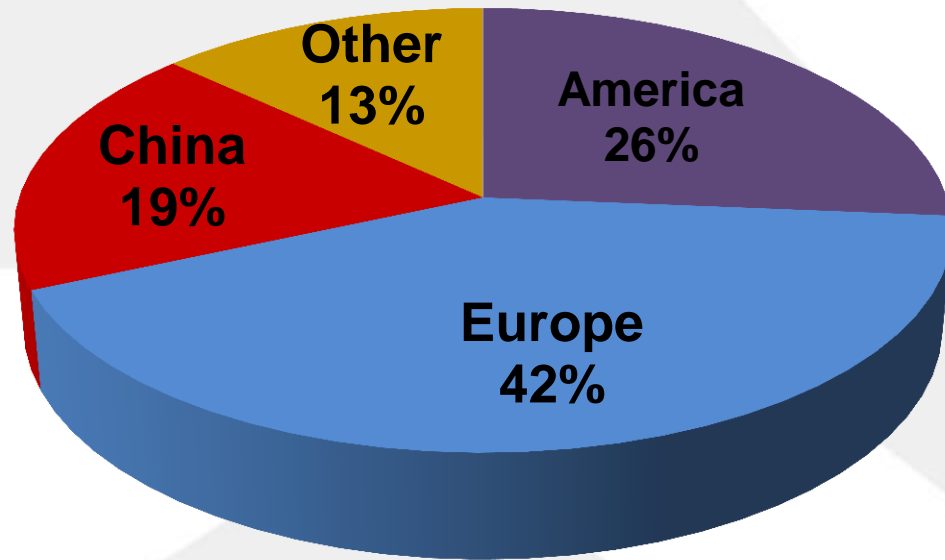


Revenue

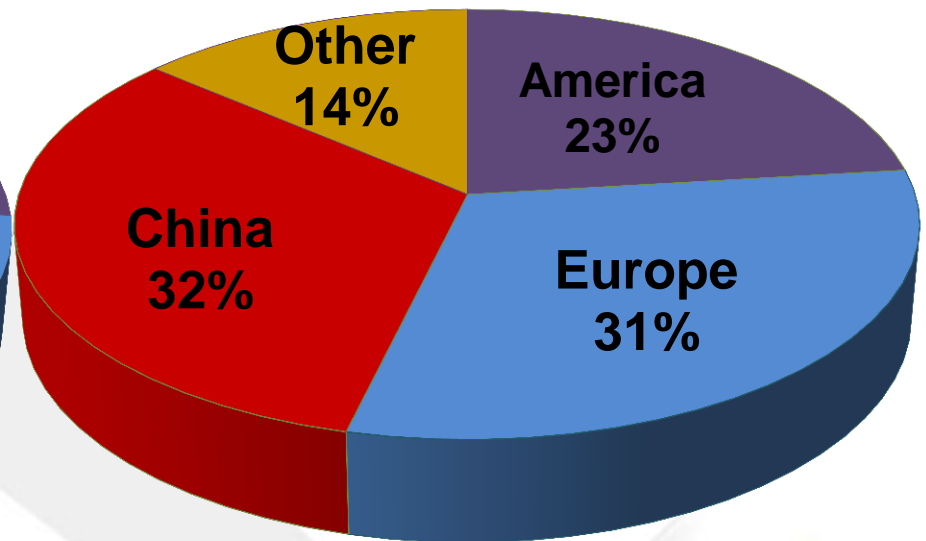


2016 Revenue (by region)

NTD
\$22.8 billion

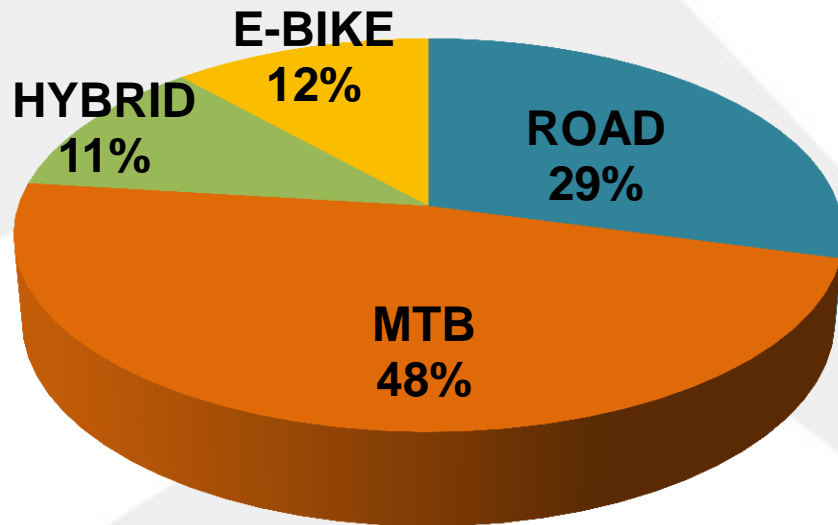


QTY
1.6 million

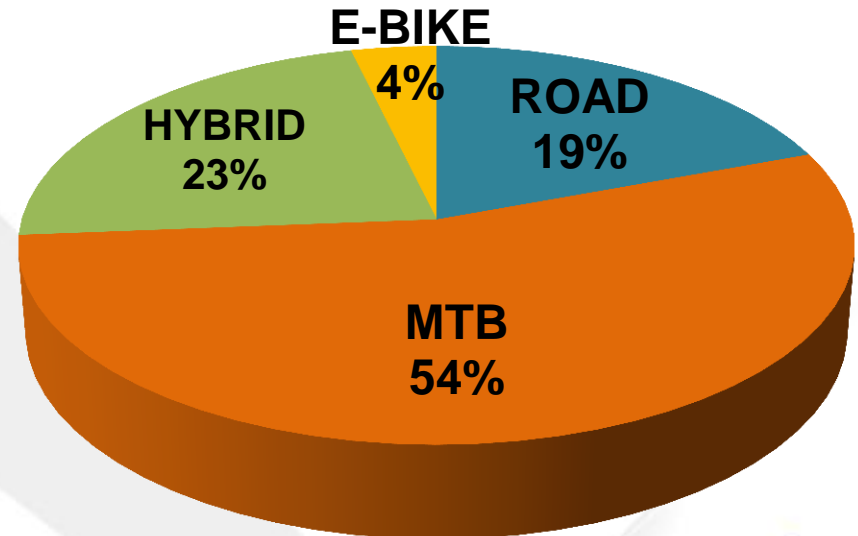


2016 Revenue (by category)

NTD
\$22.8 billion



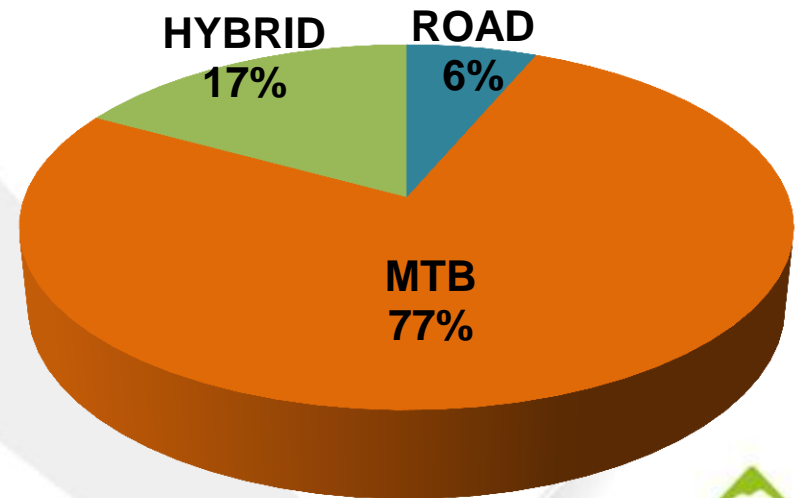
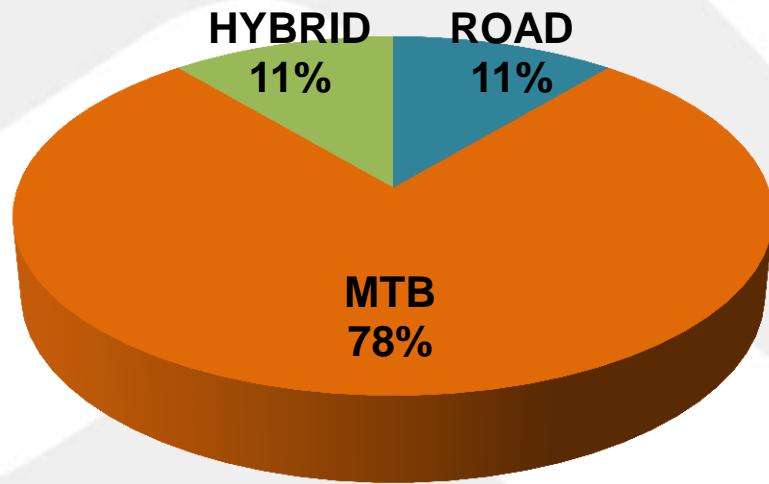
QTY
1.6 million



2016 China Revenue (by category)

NTD
\$3.6 billion

QTY
470K



THAK YOU!

Challenges make us better

MERIDA

