

# 2018 美利達法說會簡報

## INVESTOR CONFERENCE

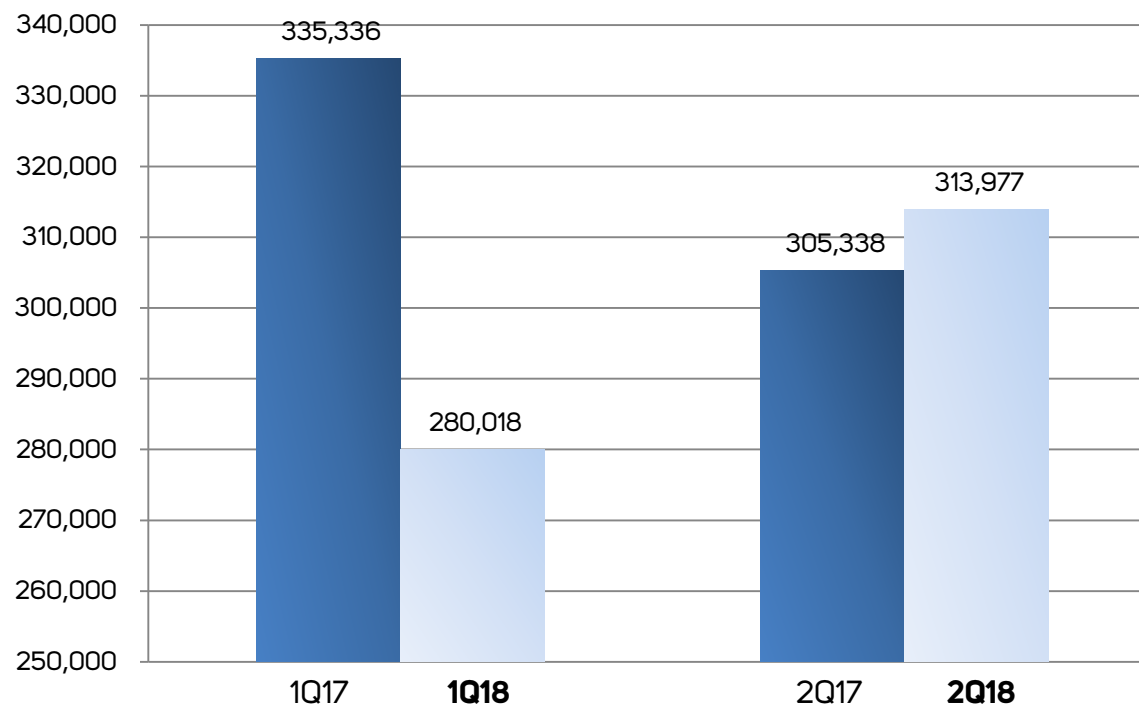


# MERIDA PEDALLING IN POSITIVE DIRECTION



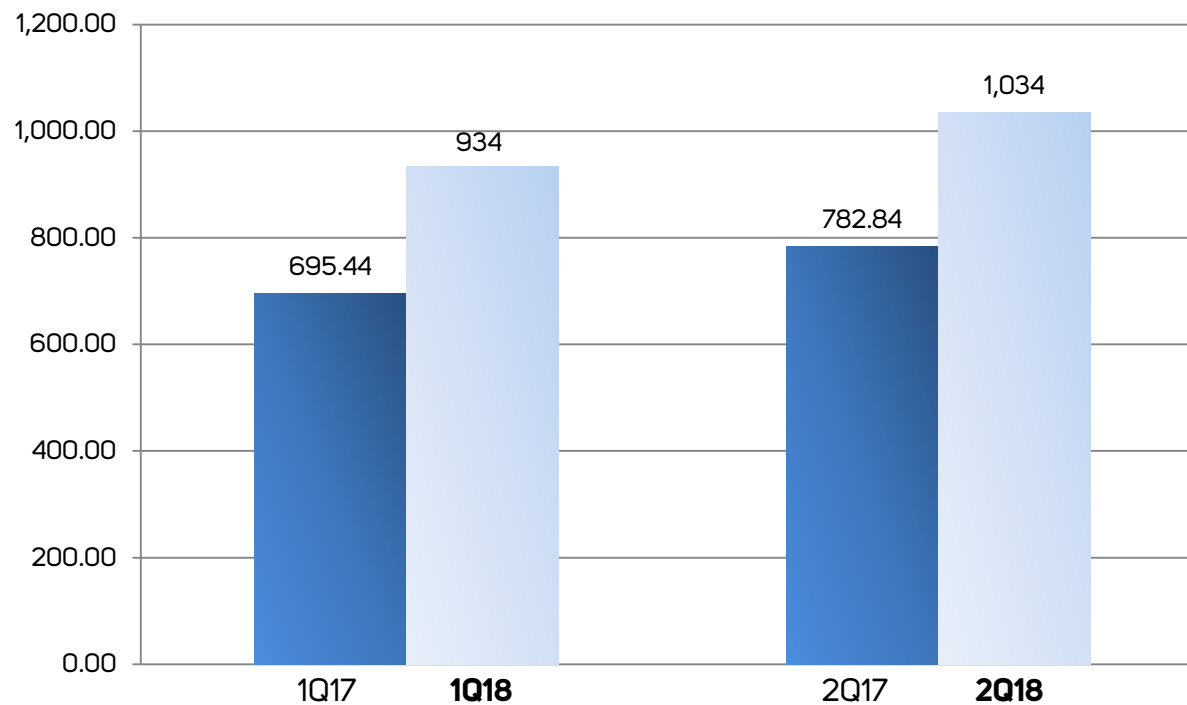
# MERIDA SHIPMENTS VOLUME (1Q vs 2Q)

美利達第一季及第二季銷售數量比較



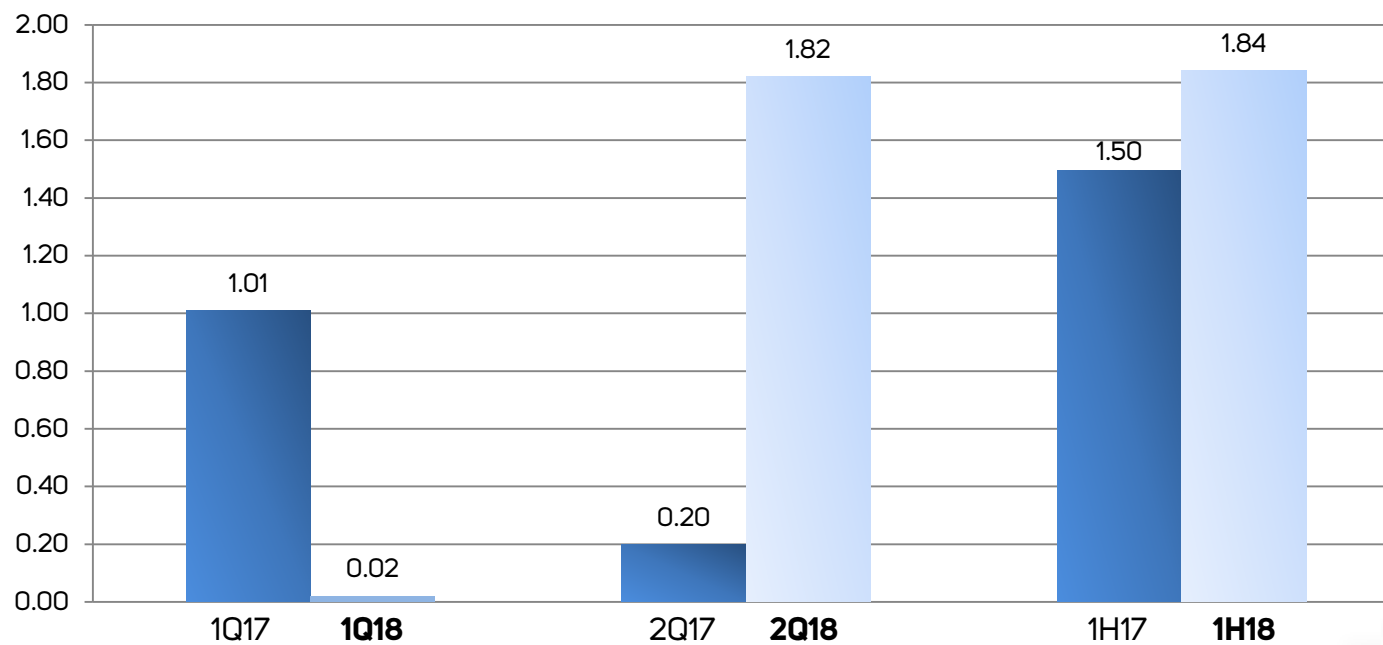
# MERIDA ASP (MIC)

美利達第一季及第二季平均單價比較 (USD)



# MERIDA EPS

## 美利達第一季及第二季EPS比較



# E-BIKE STRONGER THAN EXPECTED BRING EVERYONE TOGETHER



# HELP MORE PEOPLE CYCLING HELP PEOPLE CYCLE MORE

## Why do people use e-bikes?

Portland State Transportation Research and Education Center



60% of respondents indicated that one of the main reasons was because they live or work in a hilly area.



55% of people rode bikes at least weekly before getting an ebike...

U.S. cities face transportation challenges related to traffic congestion, injury and loss of life from road crashes, local air quality, climate change, obesity and physical inactivity, economic burdens, and international supplies of oil. Shifting people out of cars to other modes of transportation, such as bicycling, can help address these challenges. By overcoming barriers to cycling such as distance, age and disability, e-bikes can help more people cycle and help people cycle more.

65% said replacing car trips was a main reason to get an e-bike



73% rode an e-bike to a different destination than a standard bike

...93% did after.



People with disabilities rode e-bikes even though 59% had reduced ability to ride a standard bike.



59%

67% said they need a shower after a standard bike trip but...

...74% didn't need a shower after an e-bike trip.



# GREATER DEMAND FOR E-BIKES

## 電動車需求續強

以德國市場為例

2011預測: 2020年自行車銷售量達60萬

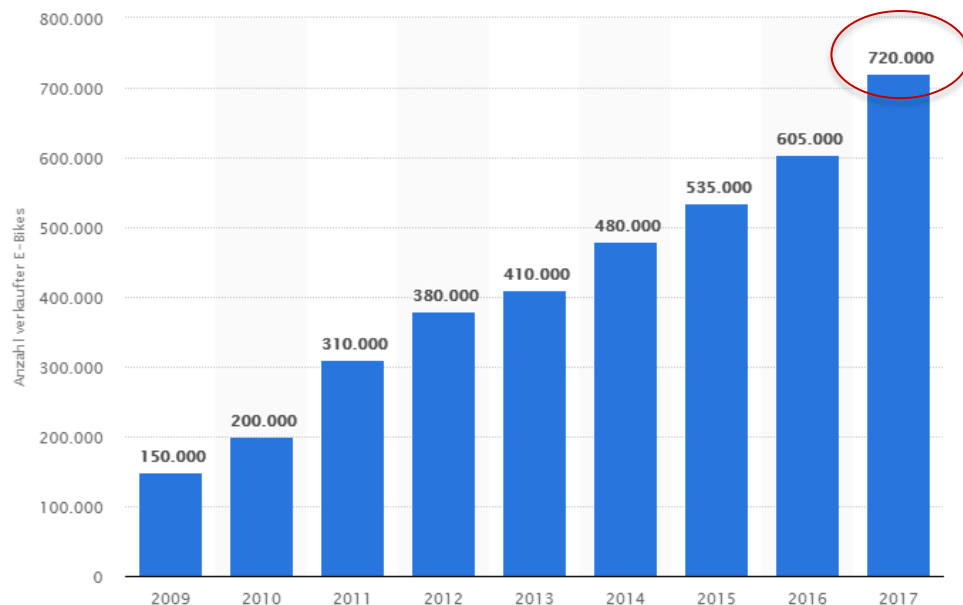
2017年僅e-bike的銷售量已達72萬

### Der Markt startet durch

80% aller Deutschen über 18 Jahren besitzen mindestens ein Fahrrad – Tendenz steigend. Das gilt nicht nur für herkömmliche Fahrräder, sondern auch für E-Bikes. Seit 2007 hat sich ihr Marktvolumen mehr als verfünffacht.

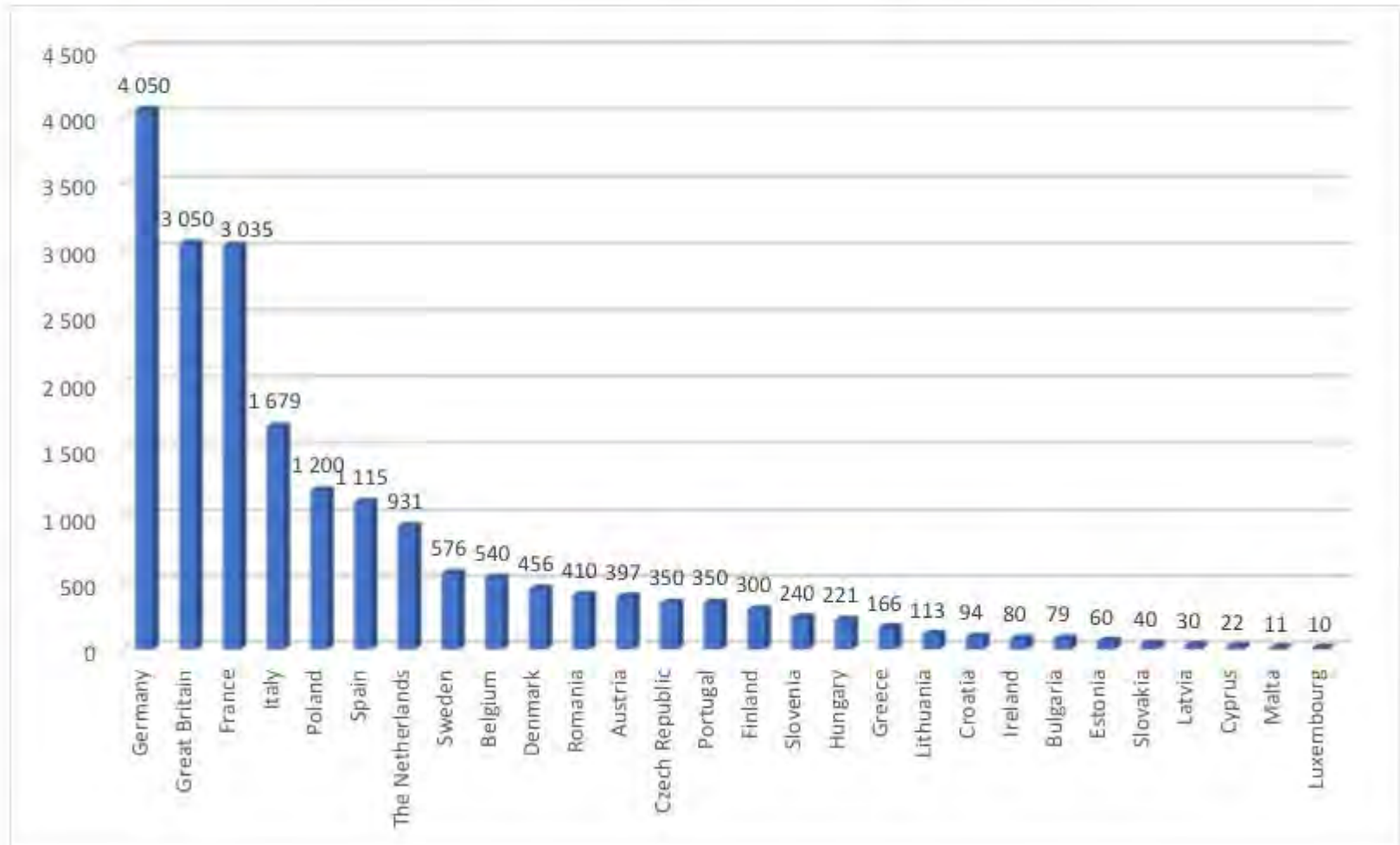


### Absatz von E-Bikes in Deutschland von 2009 bis 2017





## 2016 EUROPEAN BICYCLE SALES<sup>12</sup> (EU 28) COUNTRY RANKING (1,000 units)



# MERIDA E-BIKE MODELS

美利達電動車產品



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美利達電動車產品



# MERIDA E-BIKE MODELS

美利達電動車產品



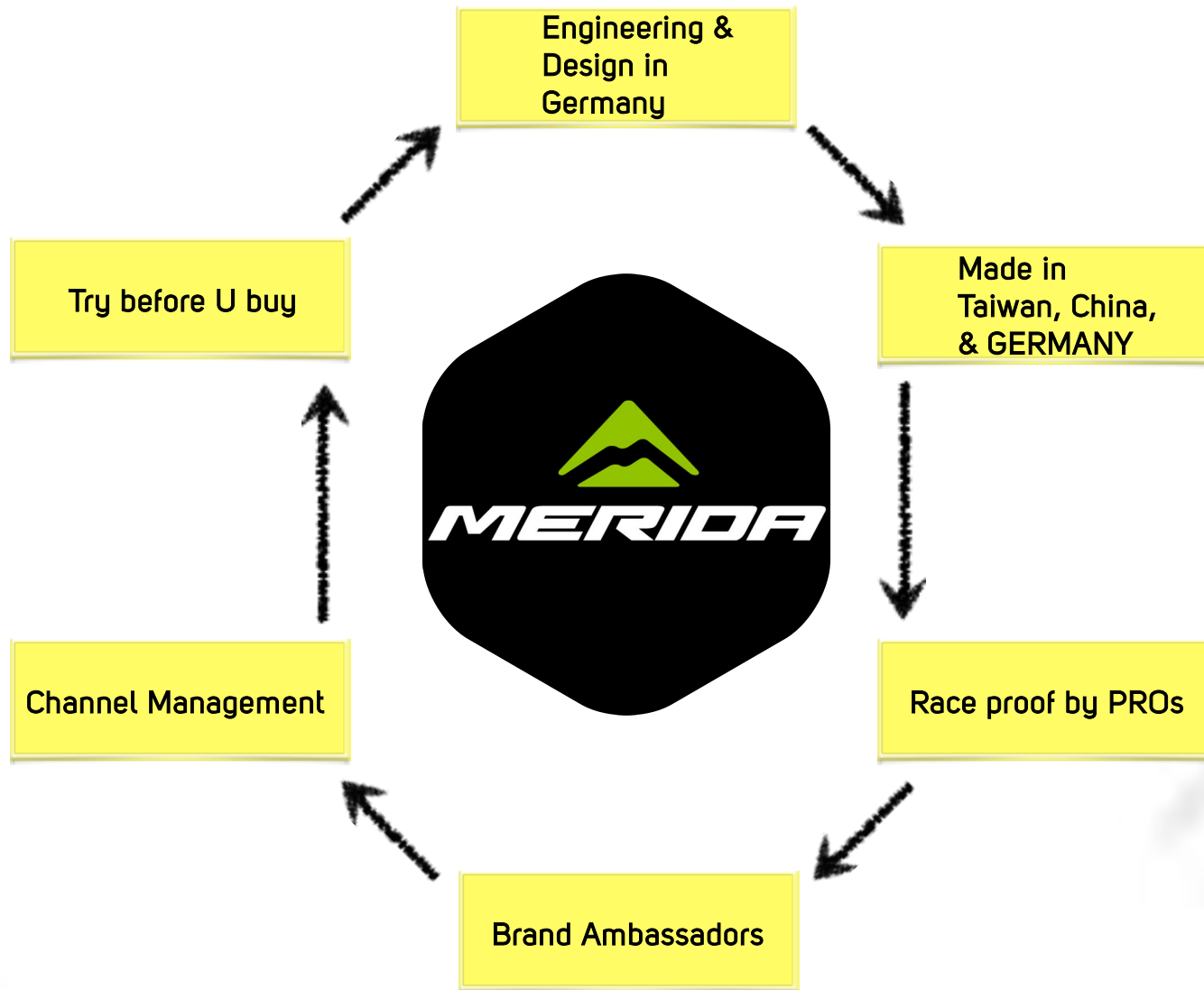
# MERIDA E-BIKE MODELS

美利達電動車產品



# GROWTH MAP

成長動能



# GERMANY ENGINEERING & DESIGN CENTER

德國研發中心



# HIGHER INVESTMENT E-BIKE CE HOMOLOGATION & LAB-TEST

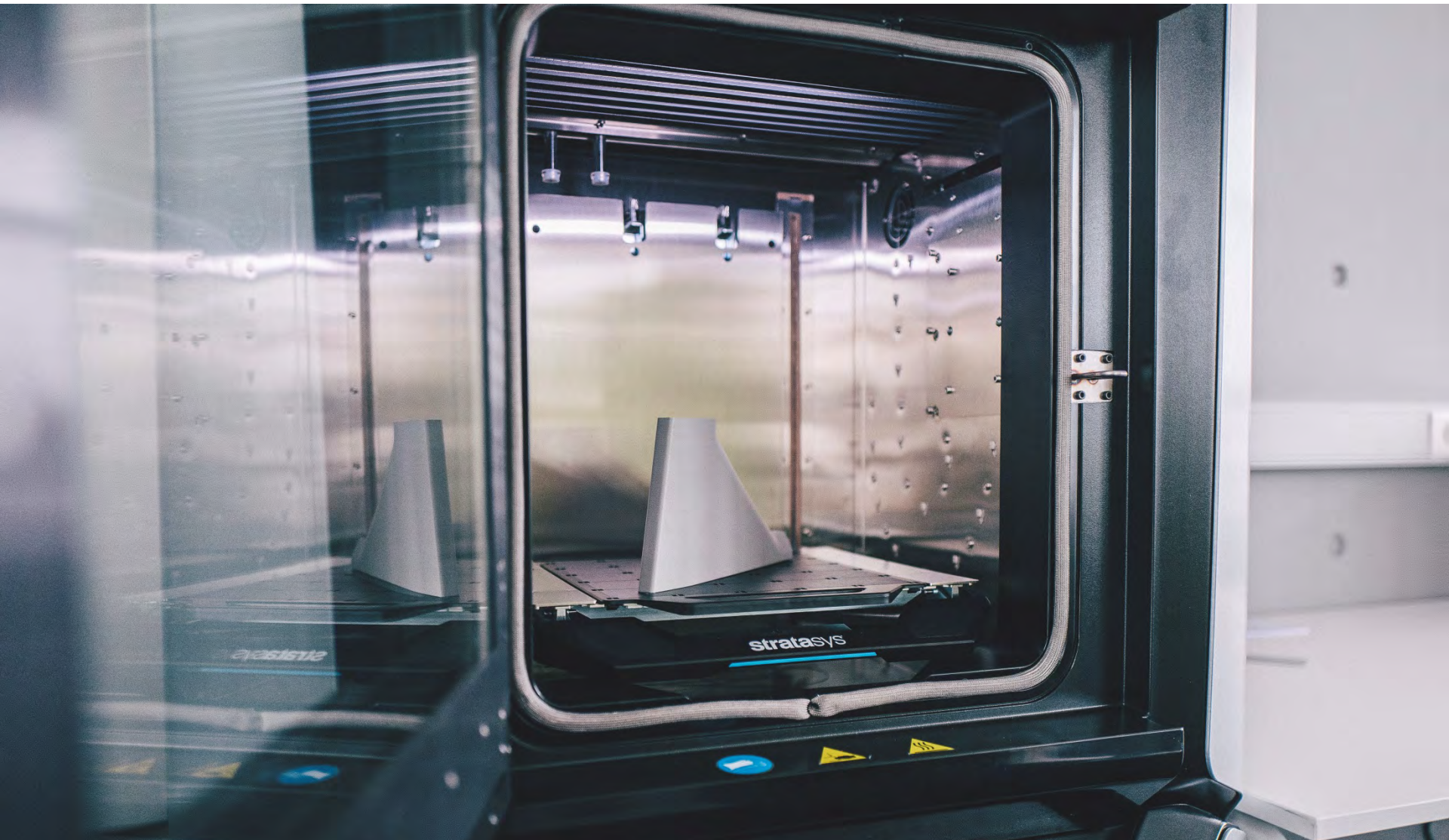
百萬投資電動車CE 檢測設備





# HIGHER INVESTMENT RAPID-PROTOTYPING 3D-PRINTER

快速實現精密設計的E-BIKE開發案



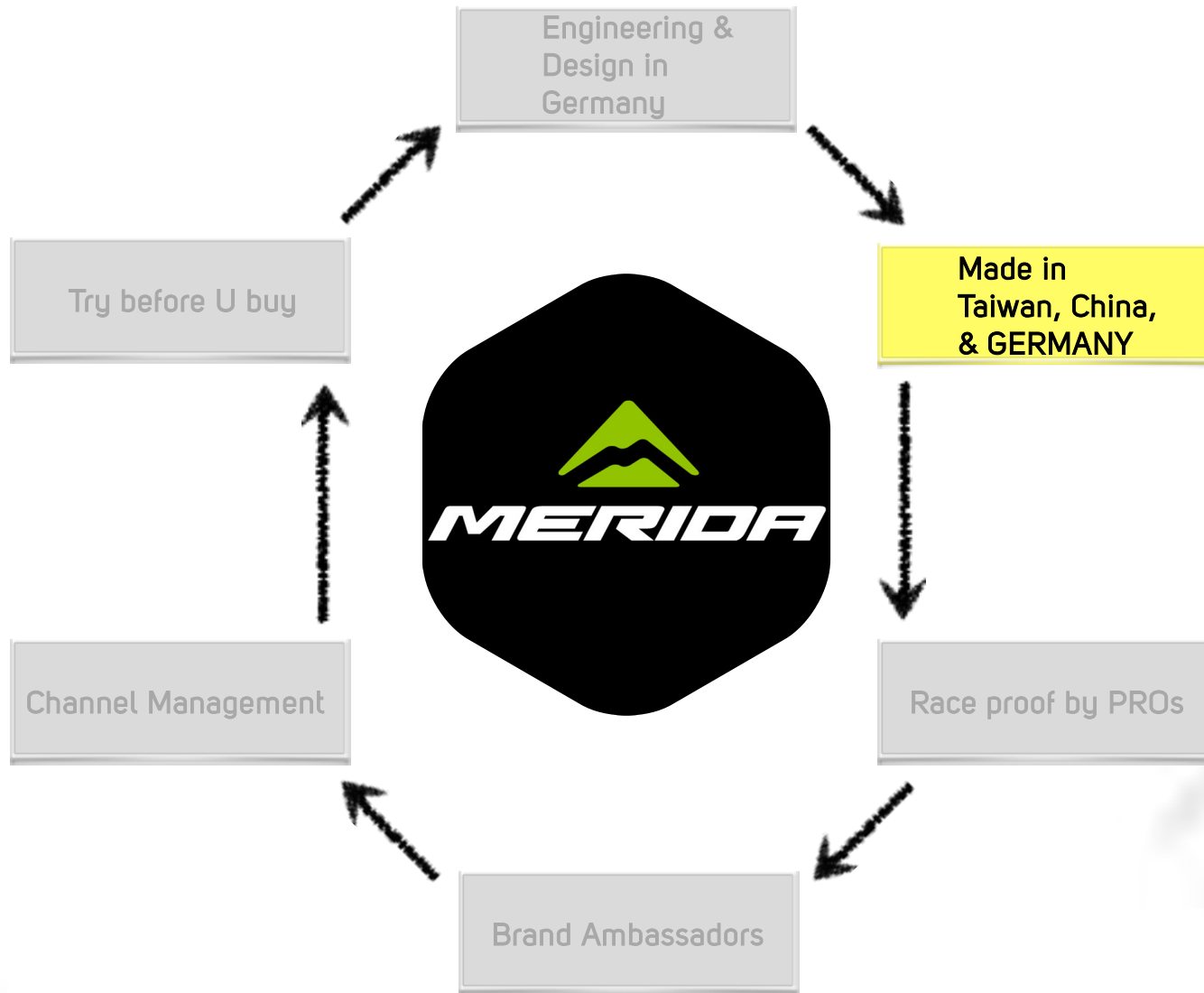
# WIND-TUNNEL TEST IN GERMANY

與航太工業同實驗室的風洞測試



# GROWTH MAP

成長動能



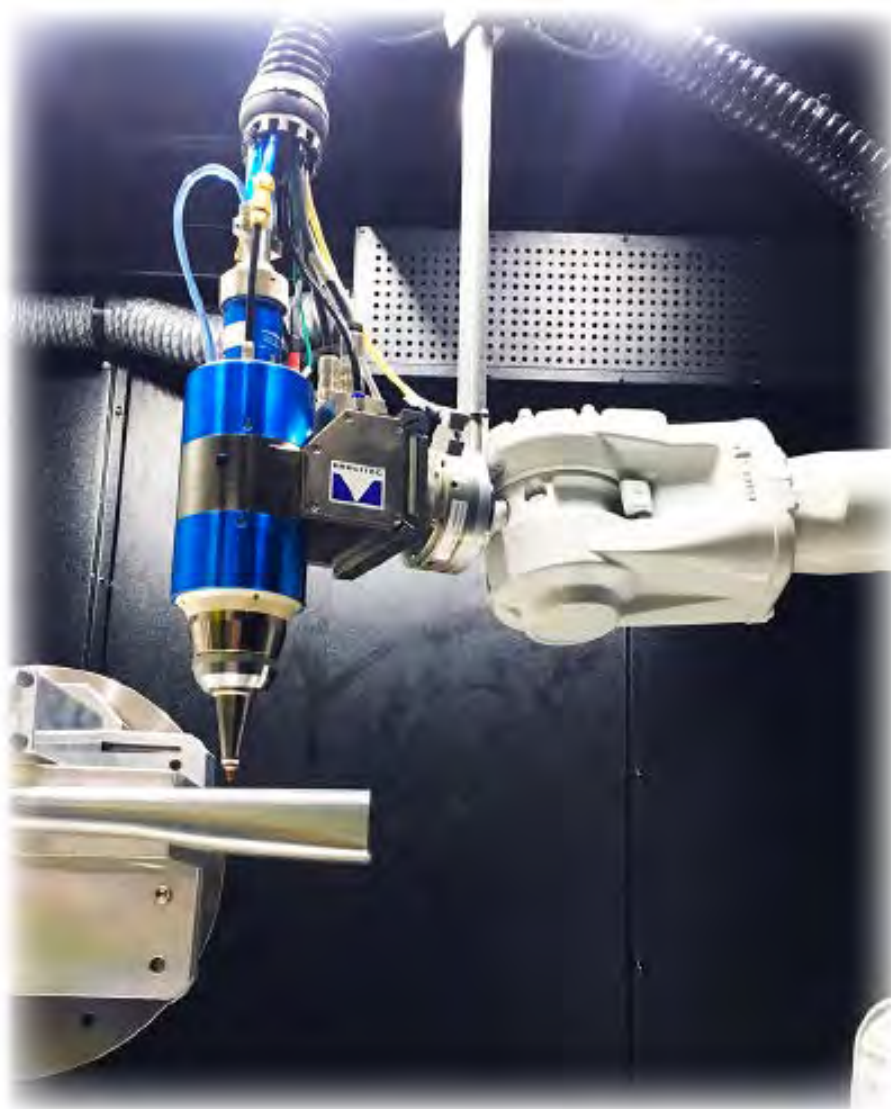
# EXPANDED E-BIKE PRODUCTION CAPACITY IN TAIWAN

台灣廠電動車產能擴增



# MERIDA AUTOMATION INDUSTRY 4.0

台灣廠工業4.0製造



IMPROVED PRECISION AND EFFICIENCY



COST AND LABOR FORCE EFFECTIVE SOLUTIONS

# E-BIKE PRODUCTION AT HILDBURGHAUSEN, GERMANY

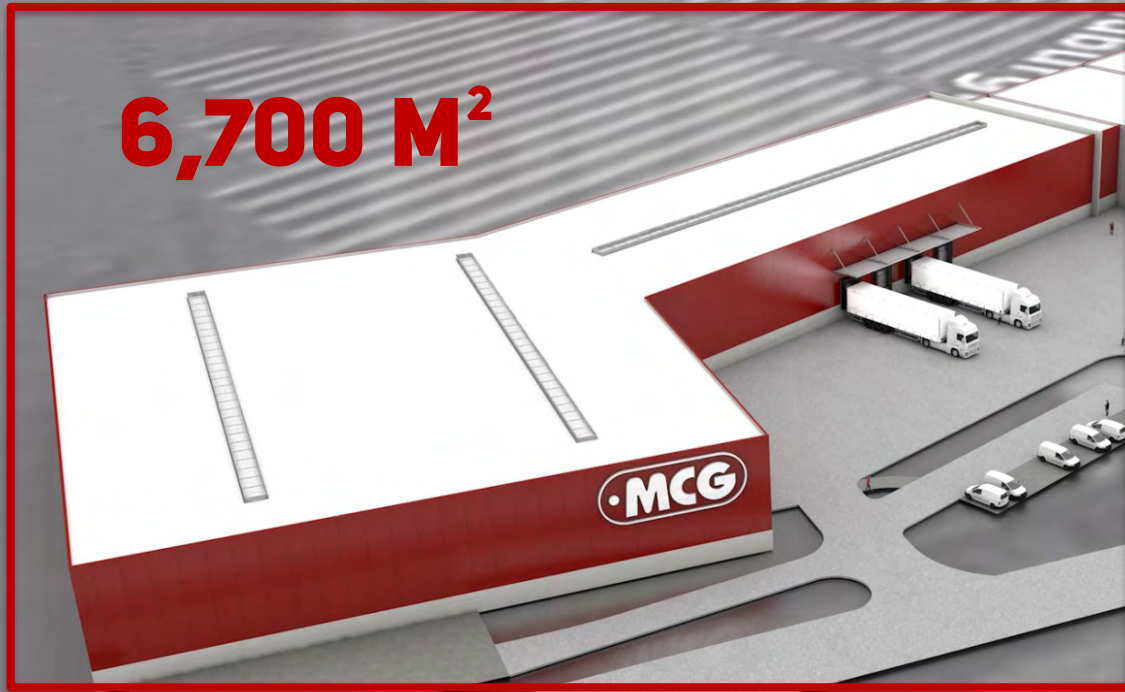
電動車德國廠



# EXPANDED E-BIKE PRODUCTION CAPACITY (STEP 1)

德國廠電動車產能擴增 (第一期)

**6,700 M<sup>2</sup>**



# EXPANDED E-BIKE PRODUCTION CAPACITY (STEP 2)

德國廠電動車產能擴增 (第二期)

**11,465 M<sup>2</sup>**

Gesamtfläche Neubau Step II  
ca. 11.465 m<sup>2</sup>

Gesamtfläche Neubau Step I  
ca. 6.700 m<sup>2</sup>

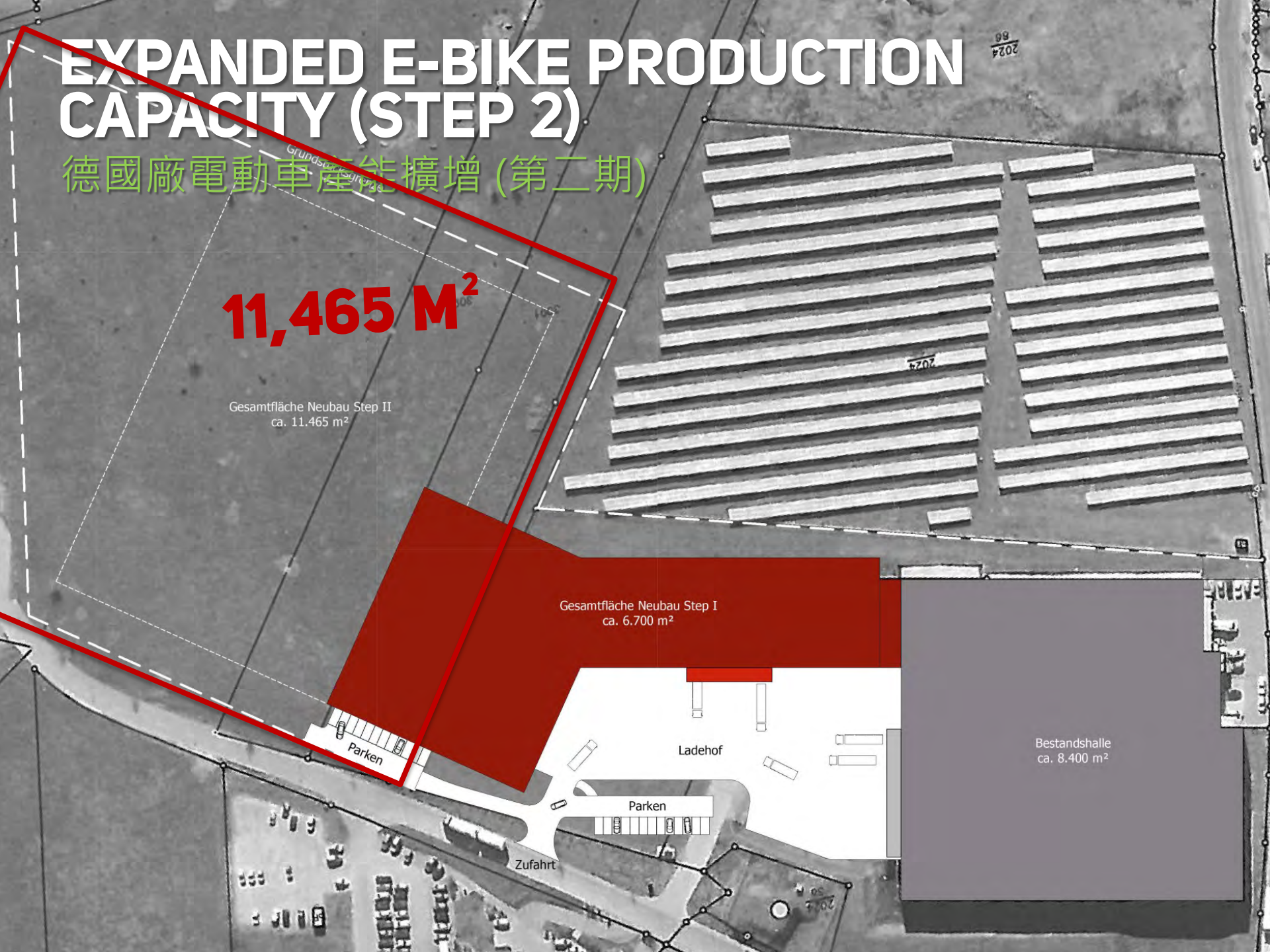
Bestandshalle  
ca. 8.400 m<sup>2</sup>

Parken

Ladehof

Parken

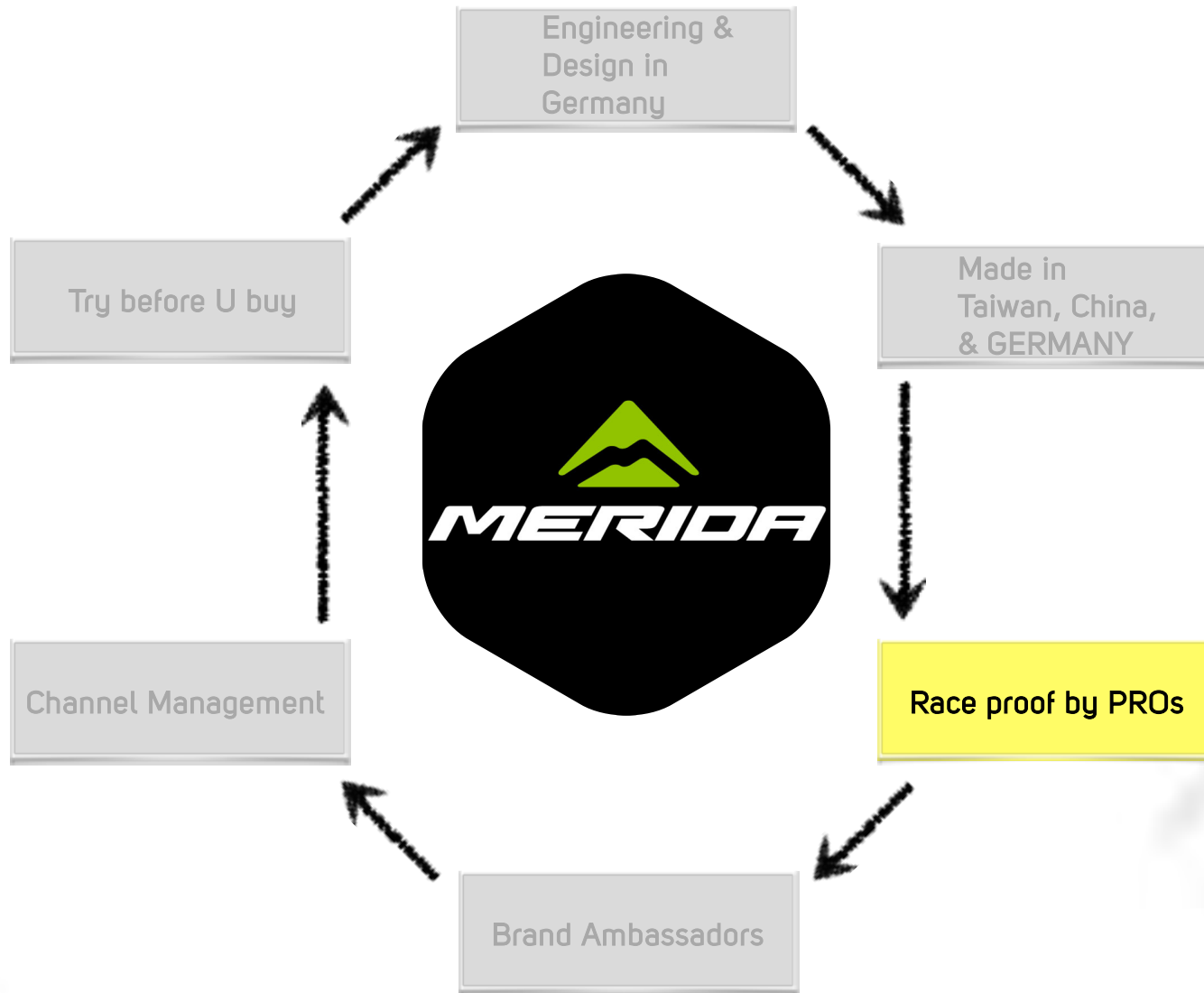
Zufahrt





# GROWTH MAP

成長動能



# TEAM BAHRAIN MERIDA

運動行銷：持續贊助一級職業車隊



# TEAM BAHRAIN MERIDA

一級職業車隊



# GLOBAL TV PERFORMANCE 2017

產品及品牌曝光率

## KEY FACTS

**3,94 bil**

TV Audience

**87.962 hours**

TV Coverage



# MERIDA TV PERFORMANCE 2017

Tool	Sequences [#]	Exposure [hh.mm.ss]	100% Media Value [EUR]
Total	581.917	569.42.33	€ 18.249.663

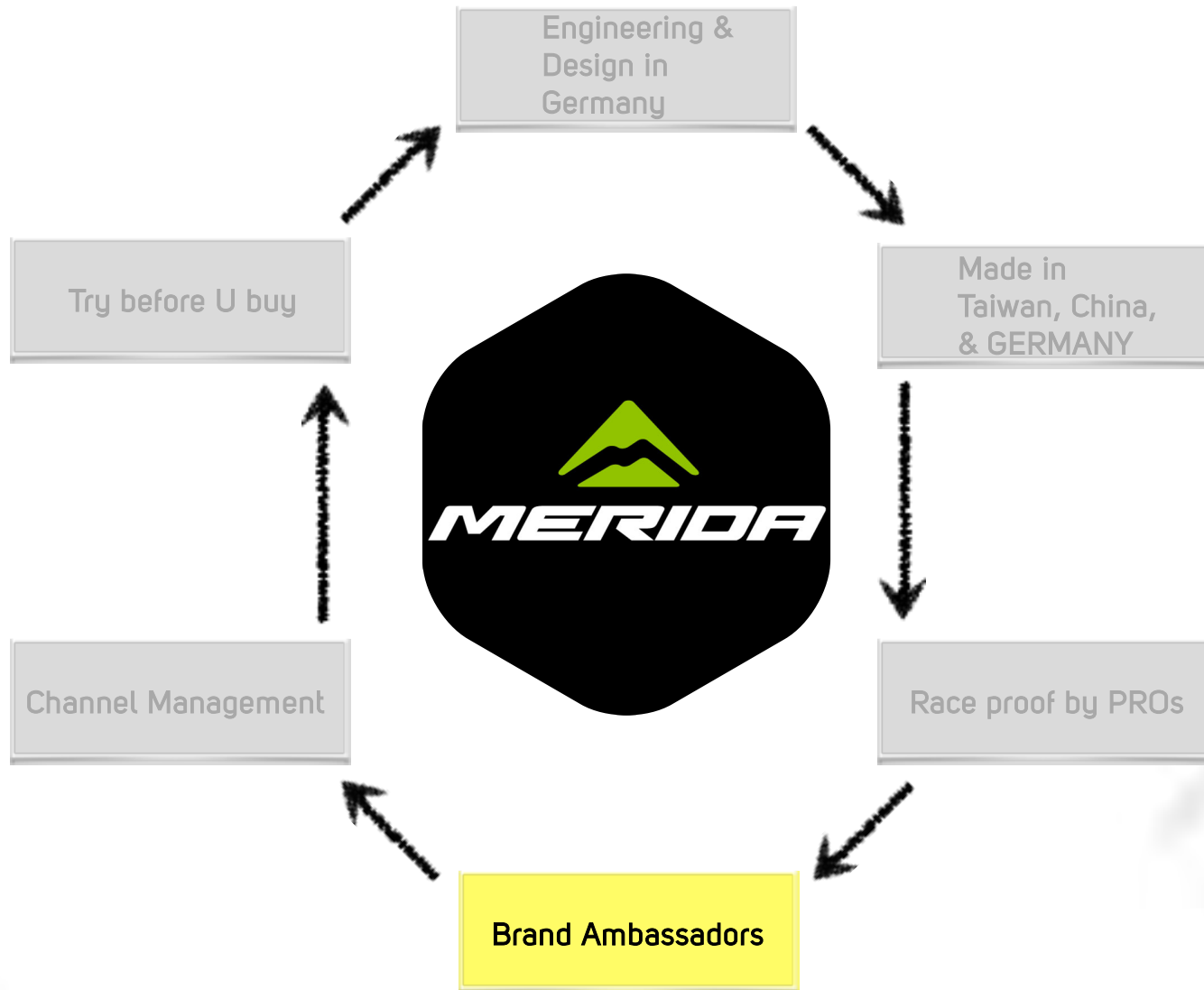
Exposure [hh.mm.ss]  
569.33.17

100% Media Value  
€ 18.237.246



# GROWTH MAP

成長動能



# BRAND AMBASSADORS

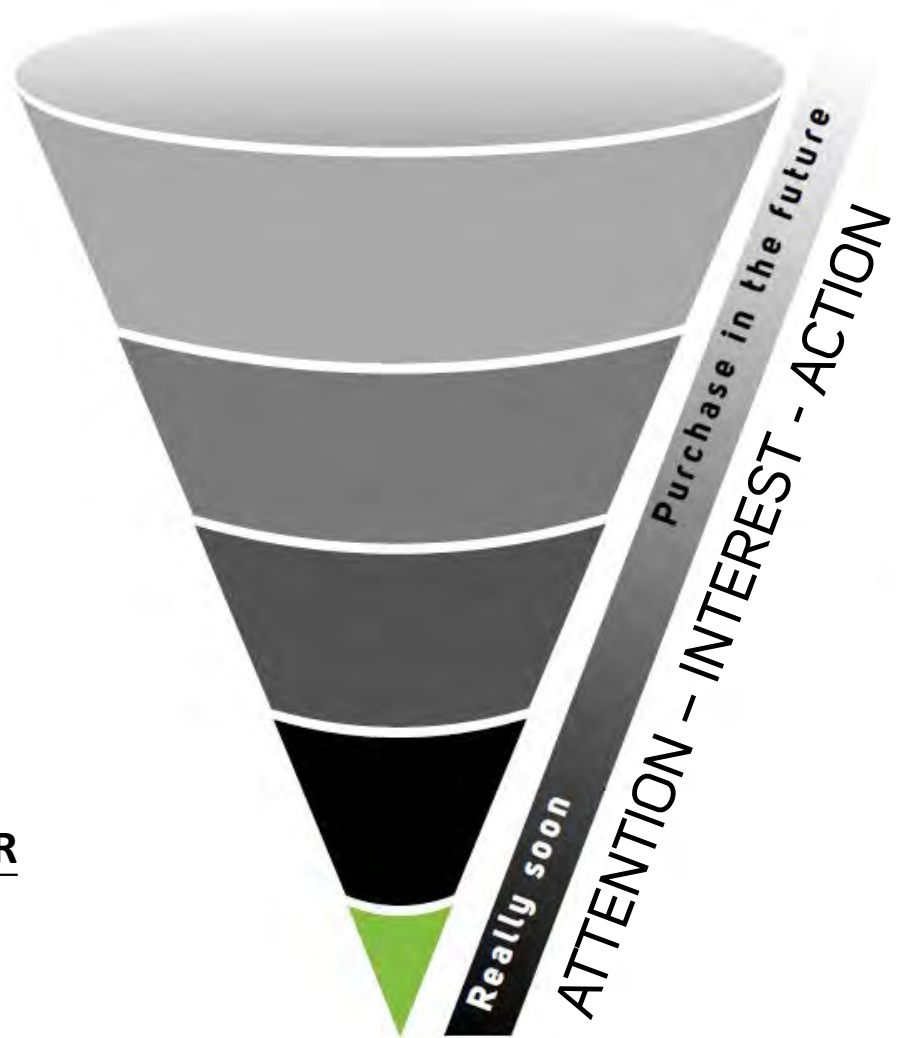
品牌大使推廣自行車騎乘文化



MEDIA

GLOBAL LAUNCH

END CONSUMER



# ATHLETES

品牌大使推廣自行車騎乘文化

GUNN-RITA  
DAHLE FLESJÅ



TONI  
FERREIRO



CLEMENS  
KAUDELA





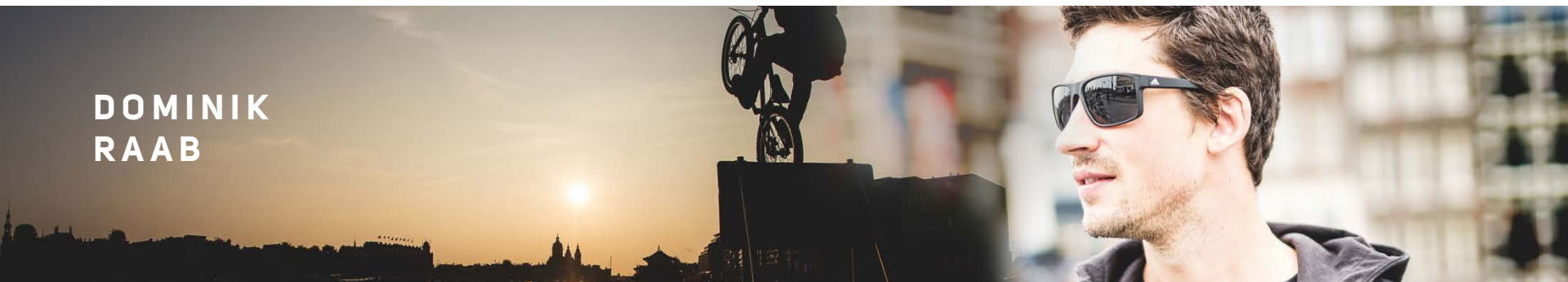
**ALBAN  
AUBERT**



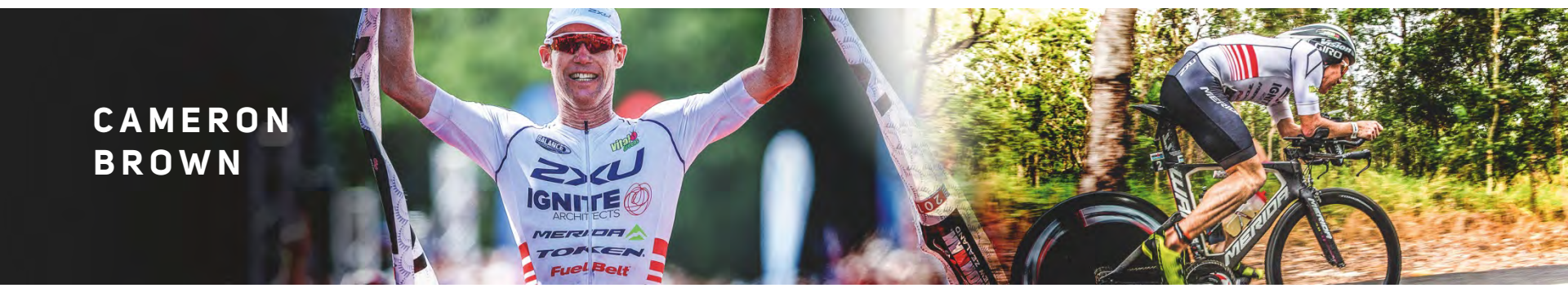
**HANNES  
KLAUSNER**



**DOMINIK  
RAAB**



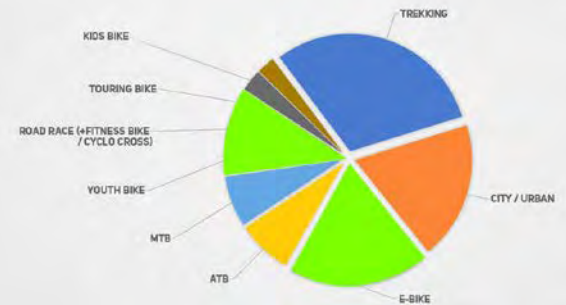
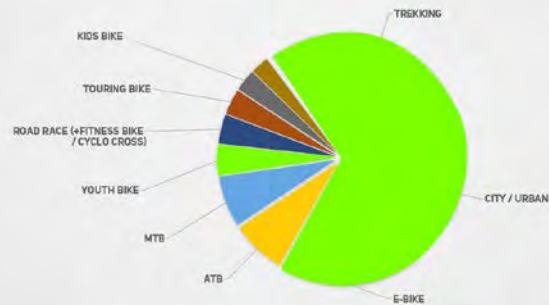
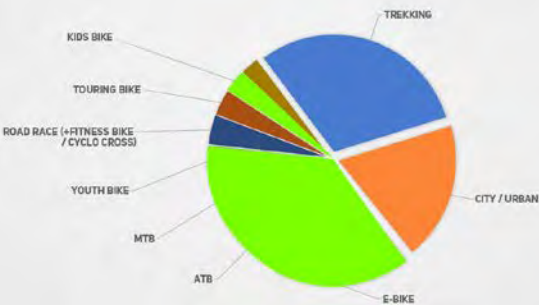
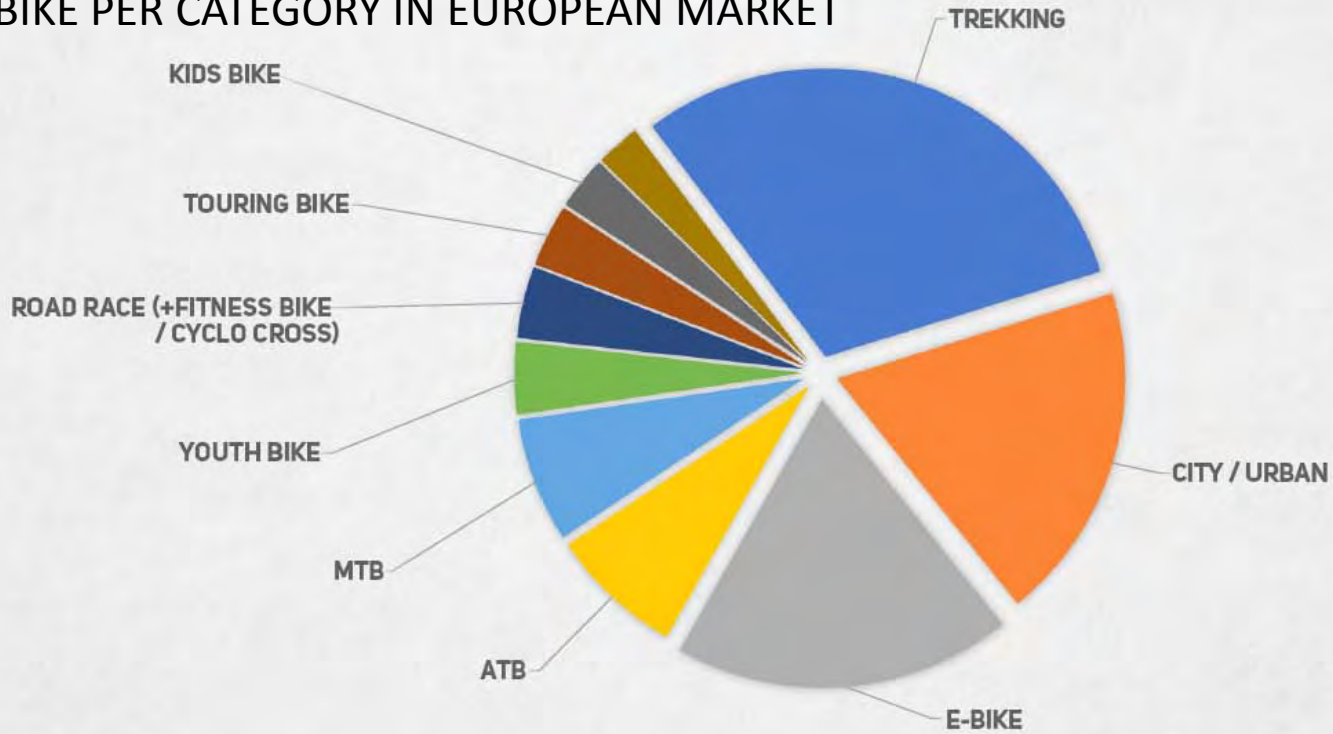
**CAMERON  
BROWN**



# ATHLETES PRODUCT PORTFOLIO MATRIX

嚴選品牌大使傳遞自行車文化

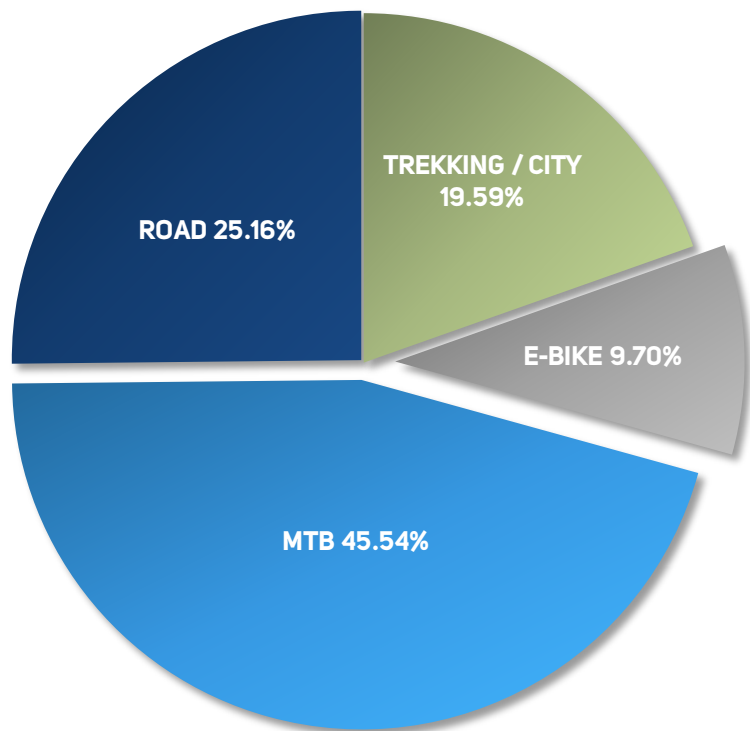
SOLD BIKE PER CATEGORY IN EUROPEAN MARKET



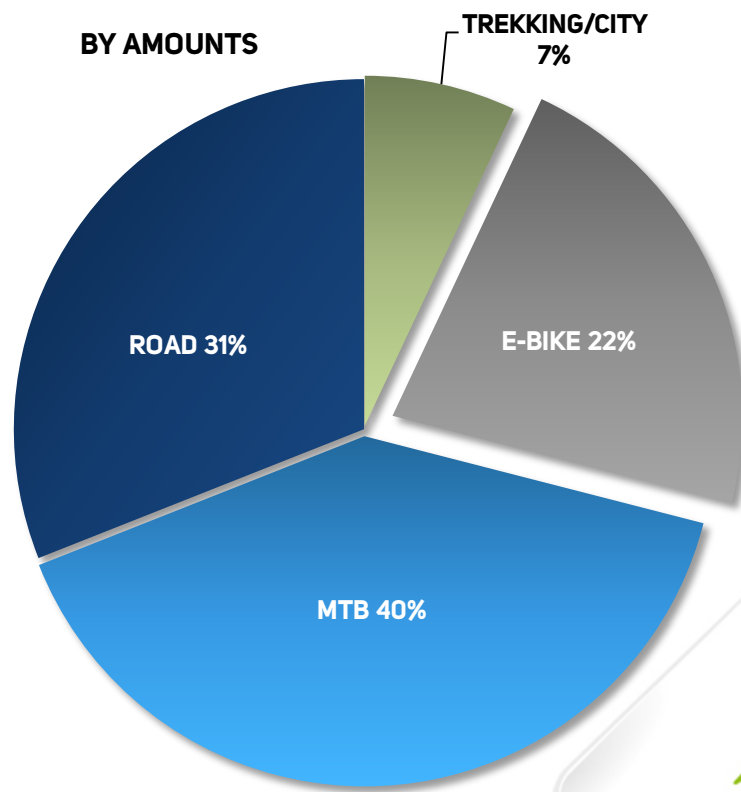
# MERIDA PRODUCT MIX

2017美利達產品組合銷售比例

BY QUANTITIES

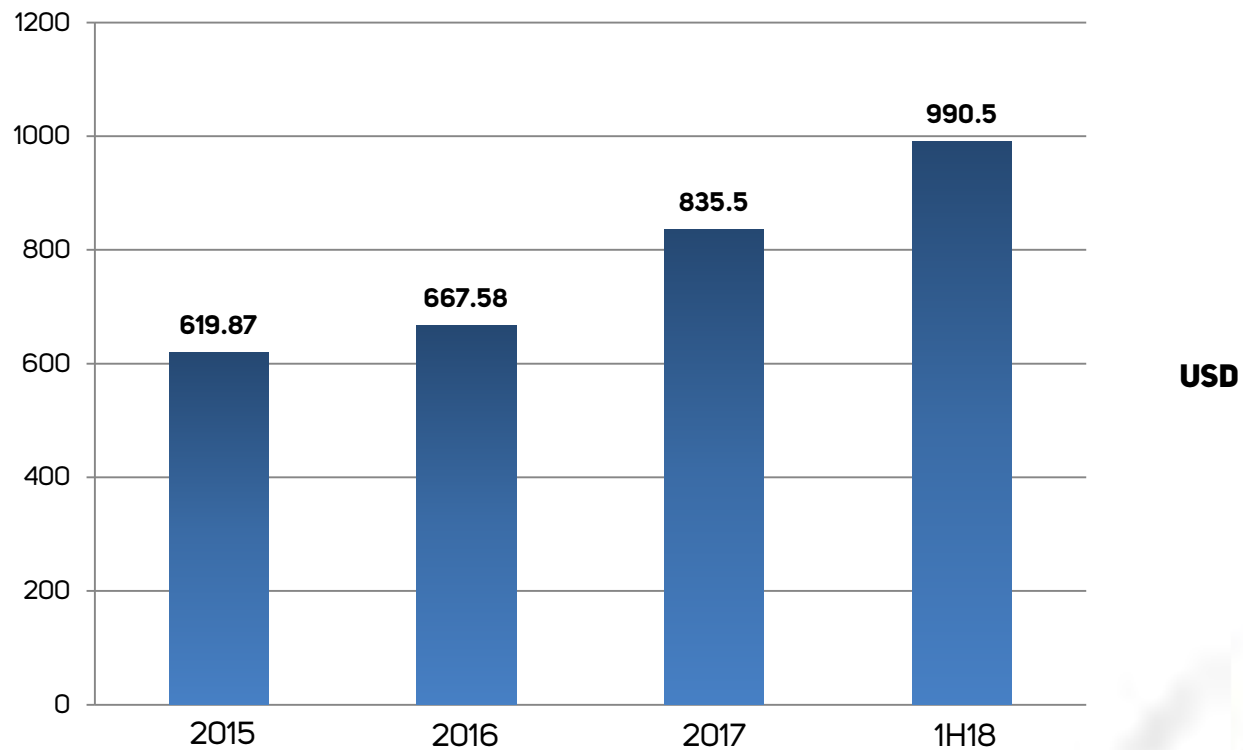


BY AMOUNTS



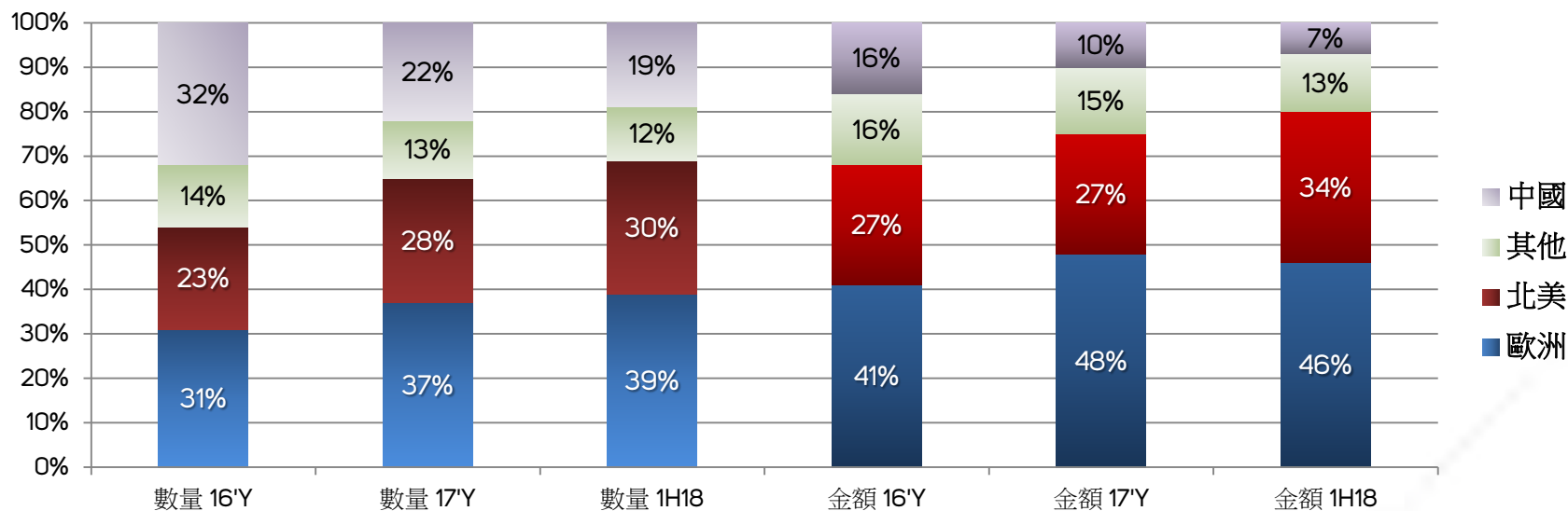
# MERIDA ASP TRADITIONAL + E-BIKE (2015-2018)

美利達平均單價



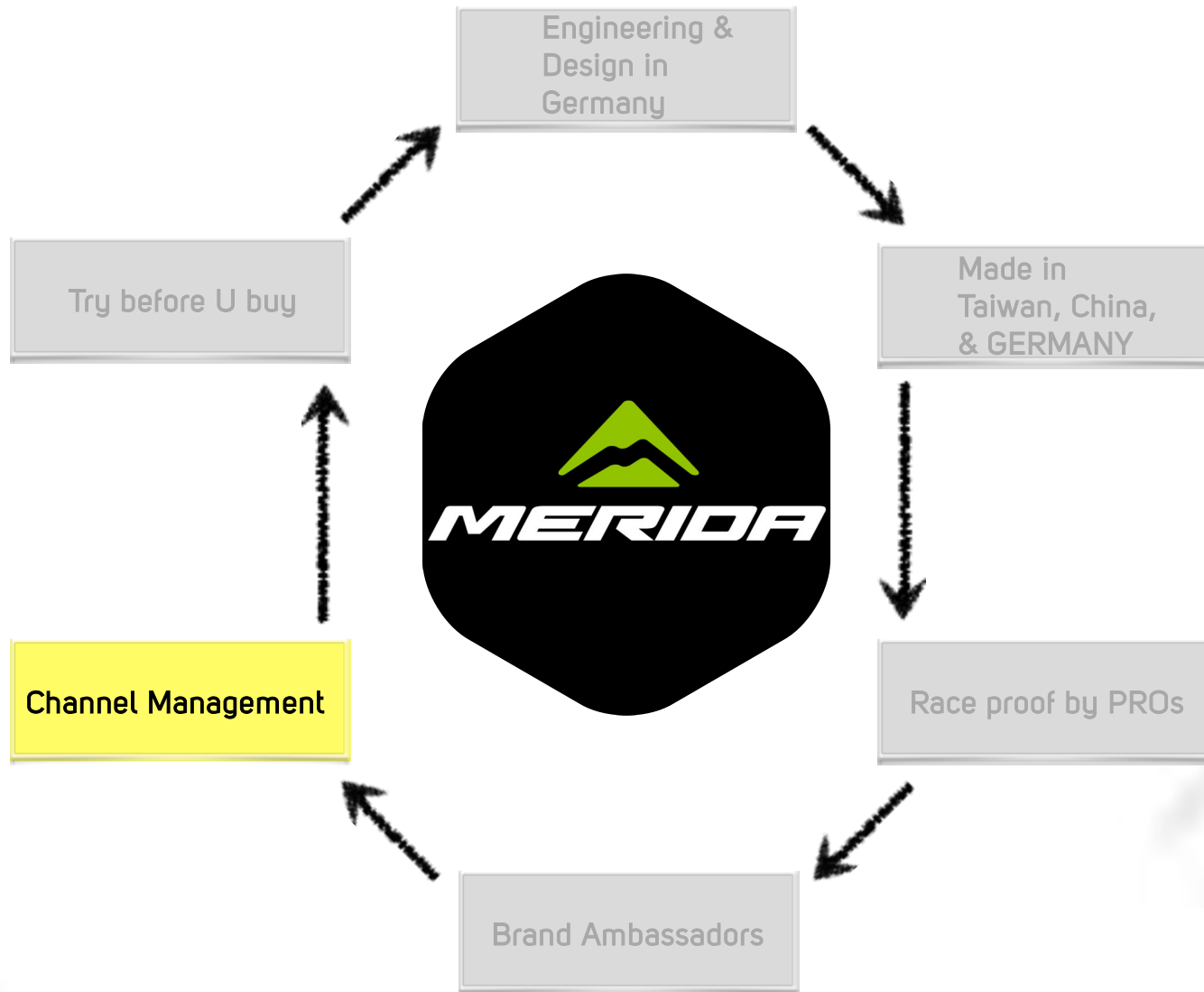
# MERIDA EUROPE AND AMERICA SALES GROWTH (16'-17' YoY, 1H18)

美利達區域銷售數量與金額佔比



# GROWTH MAP

成長動能



# 13- SUBSIDIARY COMPANIES

## 40 DISTRIBUTORS

### 76 COUNTRIES



Norway  
Stians Sport AS



Austria  
Sail & Surf GmbH



Benelux  
Merida Benelux B.V.



Japan  
MIYATA CYCLE



Sweden  
Merida Sweden



UK  
Merida Bicycles



Czech  
Merida Czech



Germany  
Merida & Cunturion



Italy  
Merida Italy



Poland  
Merida Polska



Spain  
Merida Bikes SWE



Korea  
Merida Korea

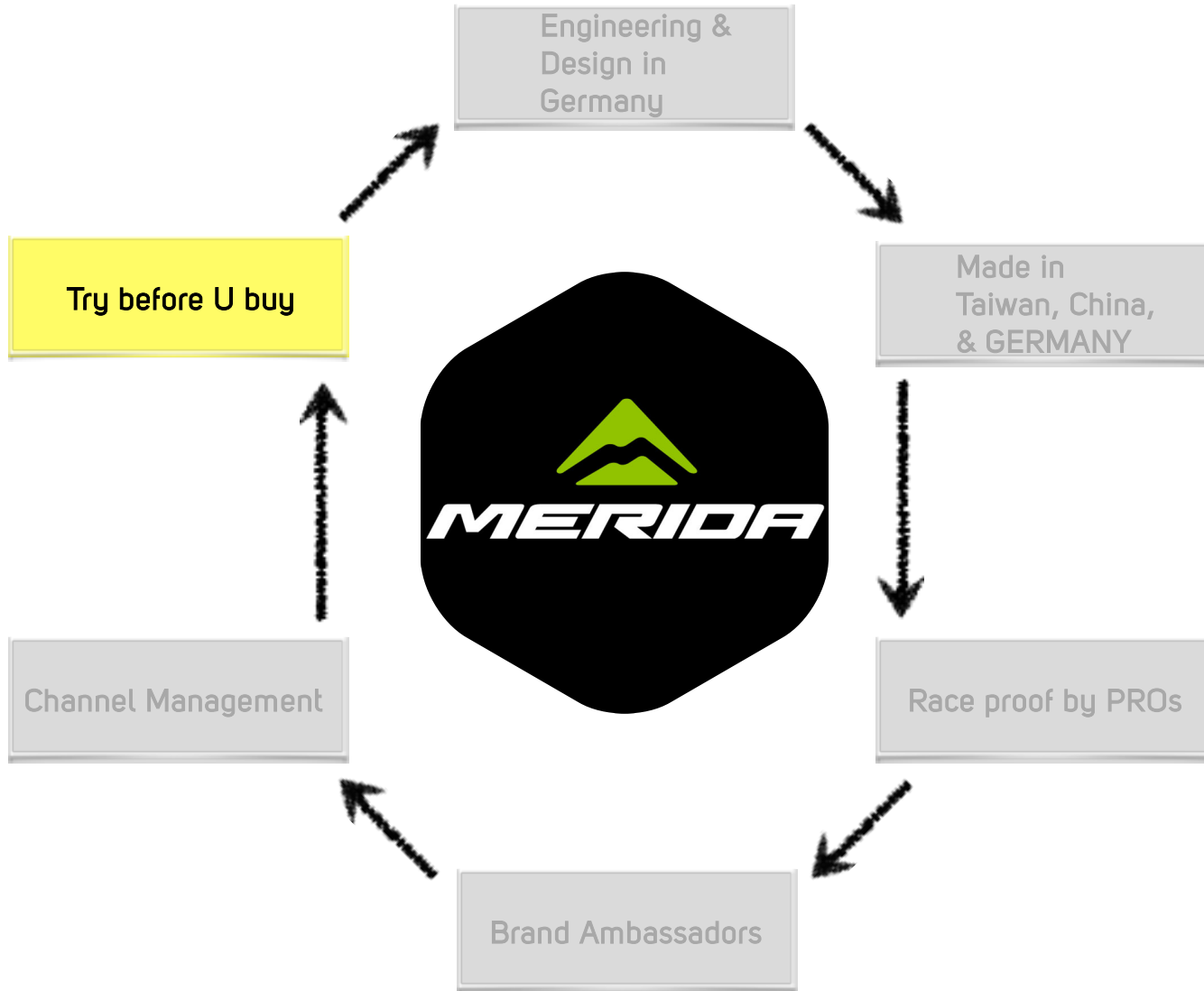


Slovakia  
Merida Slovakia



# GROWTH MAP

成長動能





# TRY BEFORE U BUY STARTED IN EUROPE

高單價車零售通路銷售策略



Holland



Norway



Germany



Hungary



# TRY BEFORE U BUY – EXPANDED TO ASIA TOKYO, JAPAN



**THANK YOU**

