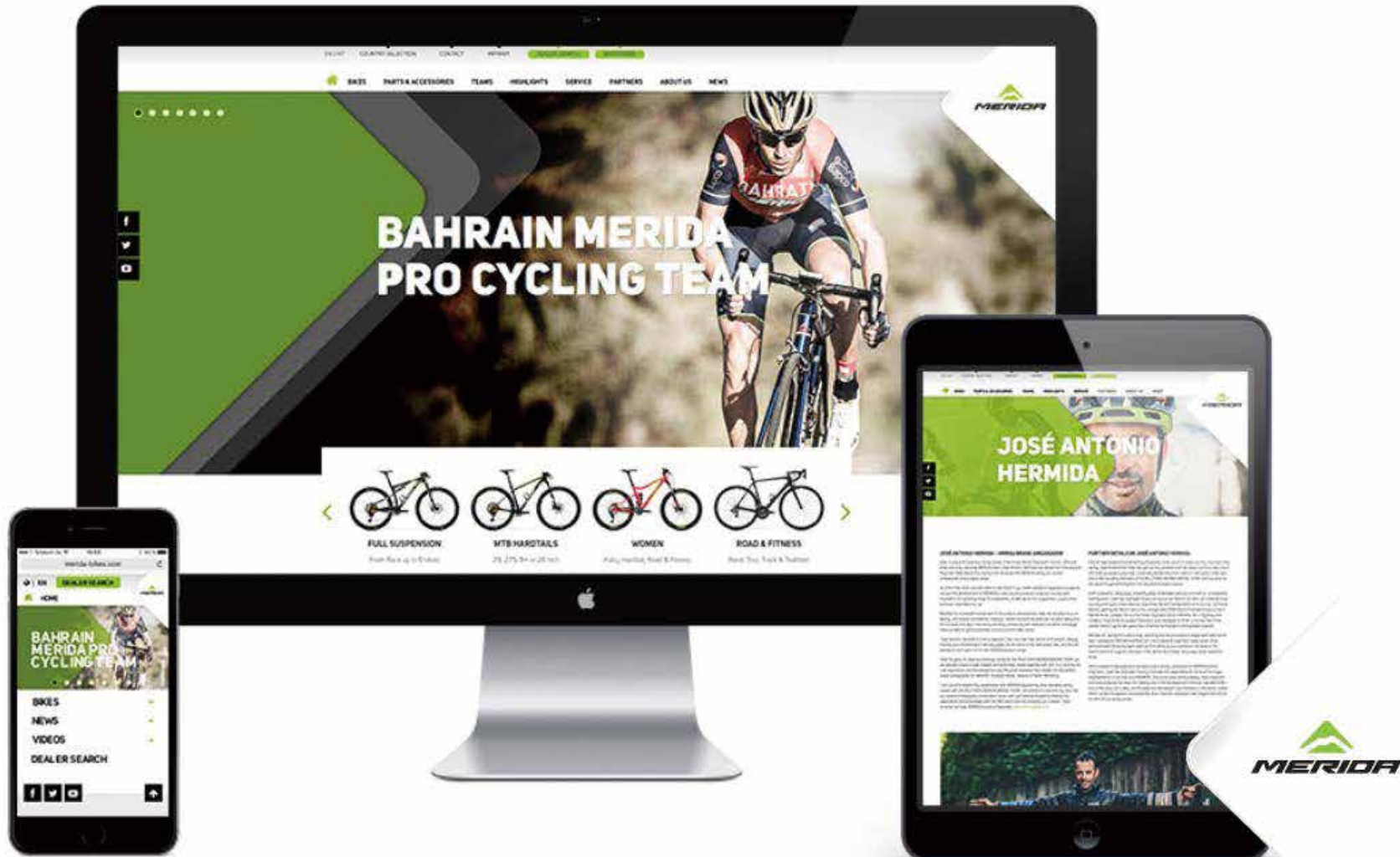


2019 美利達法說會簡報

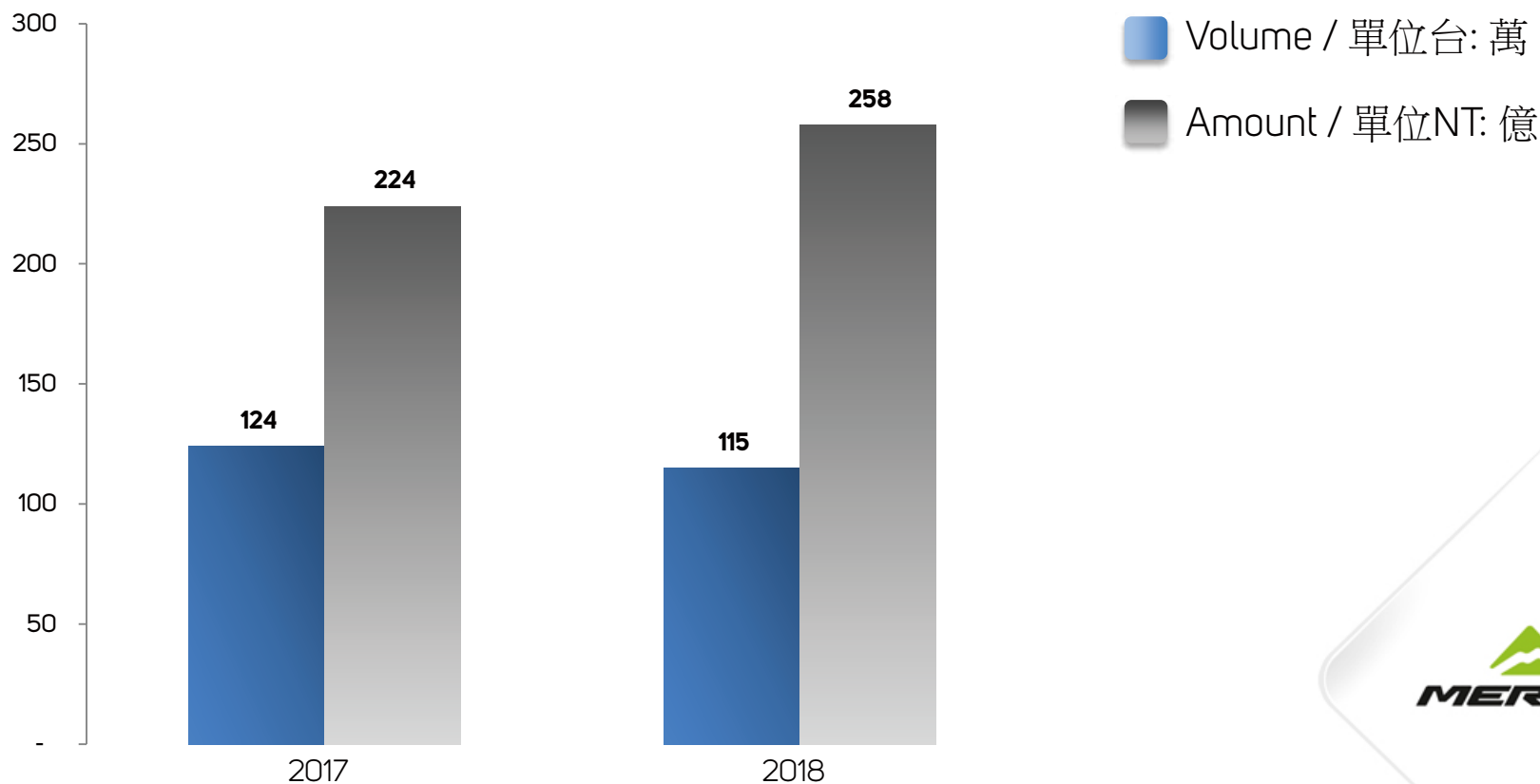
INVESTOR CONFERENCE



MERIDA 2017 / 2018

SHIPMENTS VOLUME vs AMOUNTS

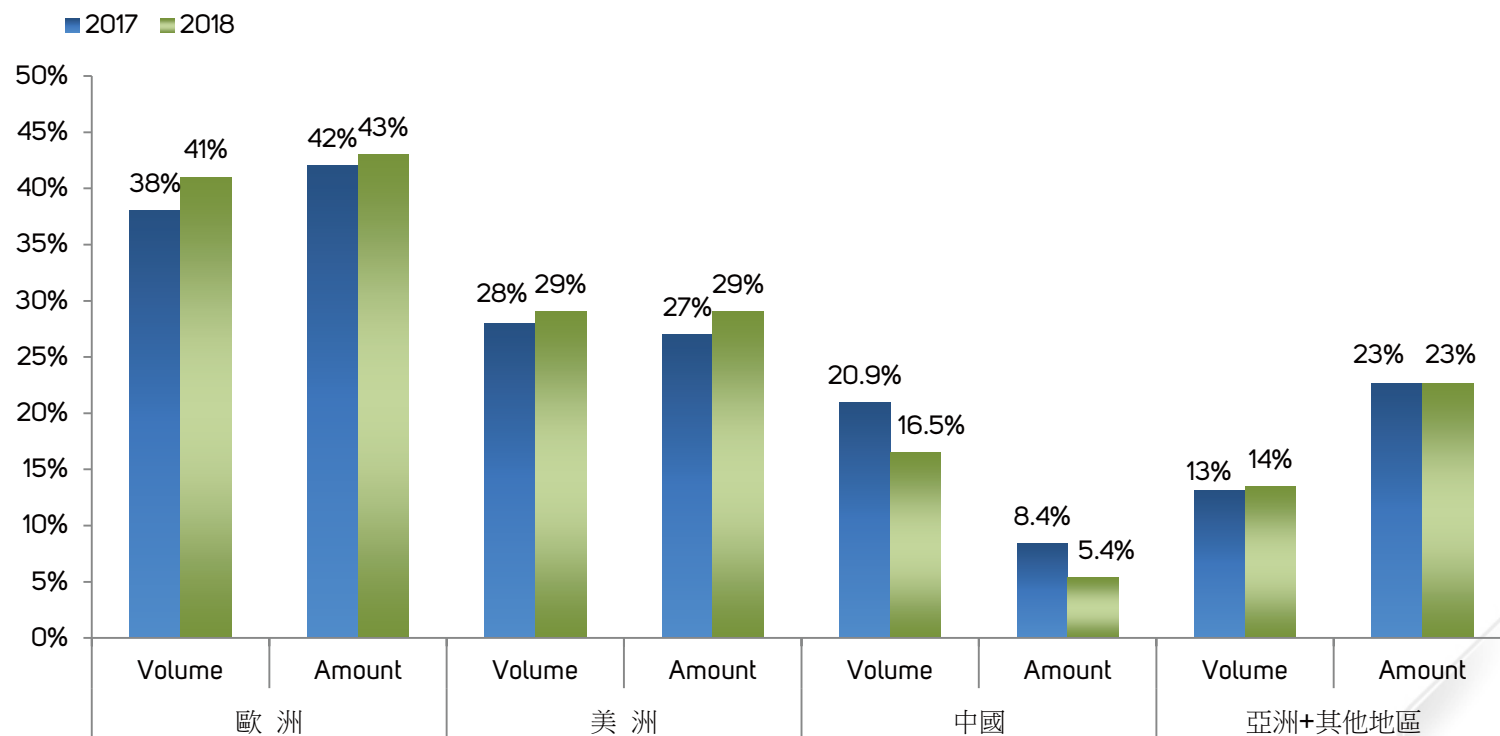
美利達17'/18'年銷售數量與金額比較



MERIDA 2017 / 2018

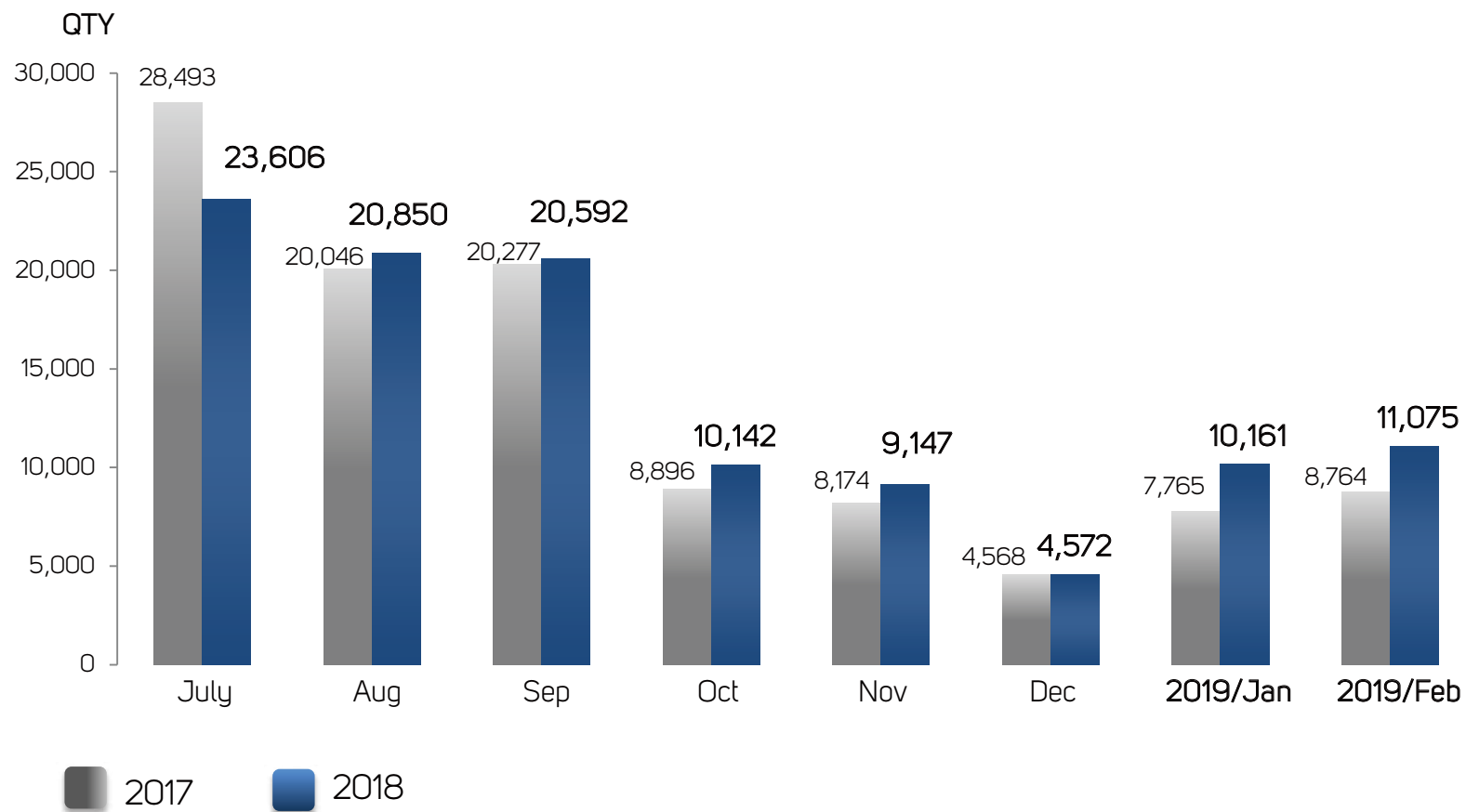
SHIPMENTS VOLUME% vs AMOUNTS%

美利達17'/18'年銷售數量與金額%比較



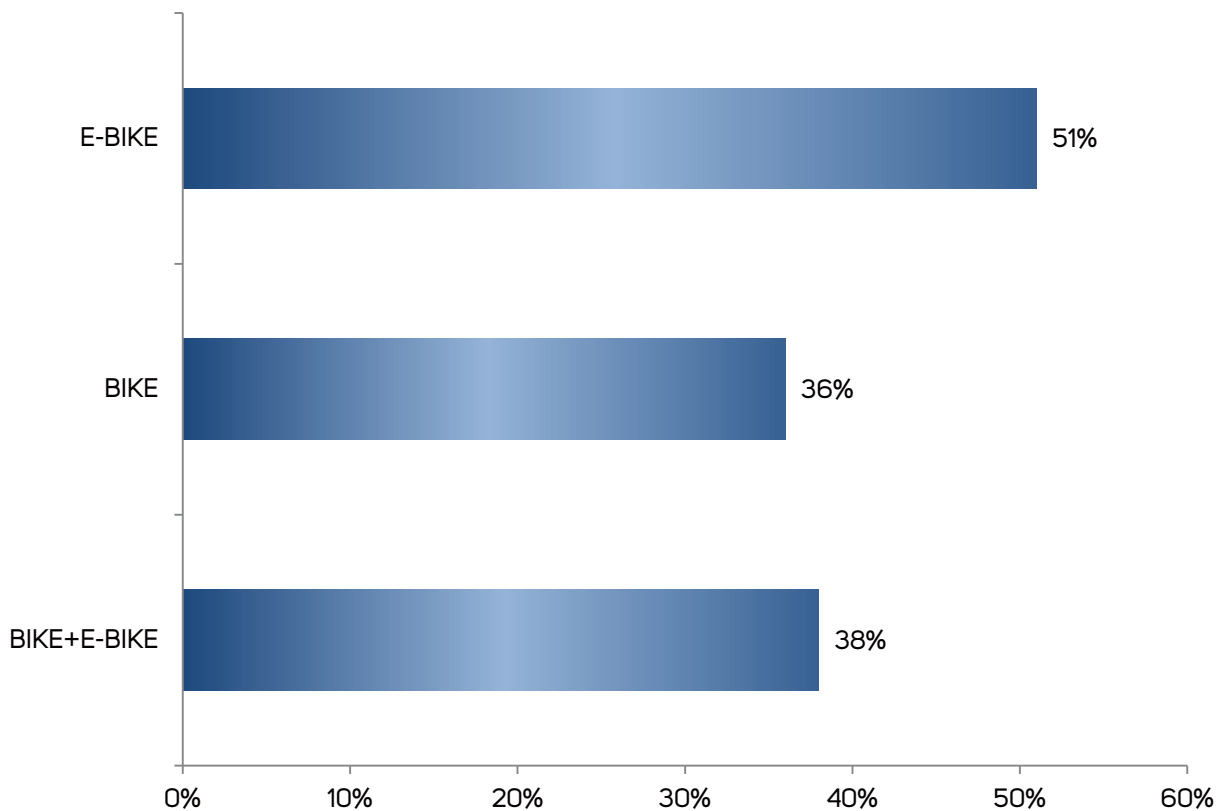
MERIDA CHINA BOTTOM OUT

美利達中國 內銷觸底轉正



EXPORT QTY BY % MERIDA vs TBA (2018)

美利達出口台數相對於TBA-台灣自行車產業之總體出口佔比



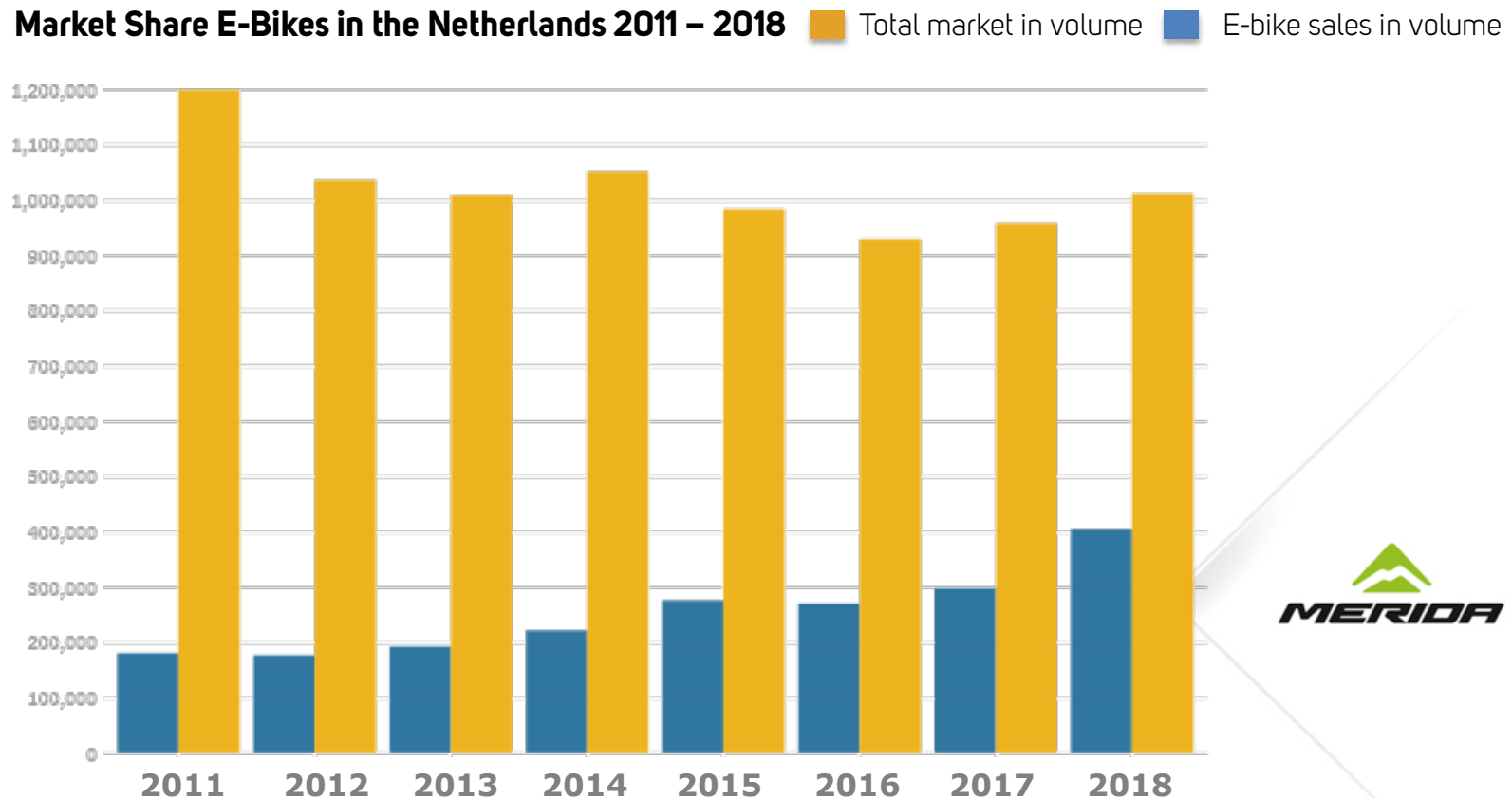
E-BIKE STRONGER THAN EXPECTED



E-BIKE NOW BIGGEST CATEGORY

sales and trends news article by **BIKE europe**

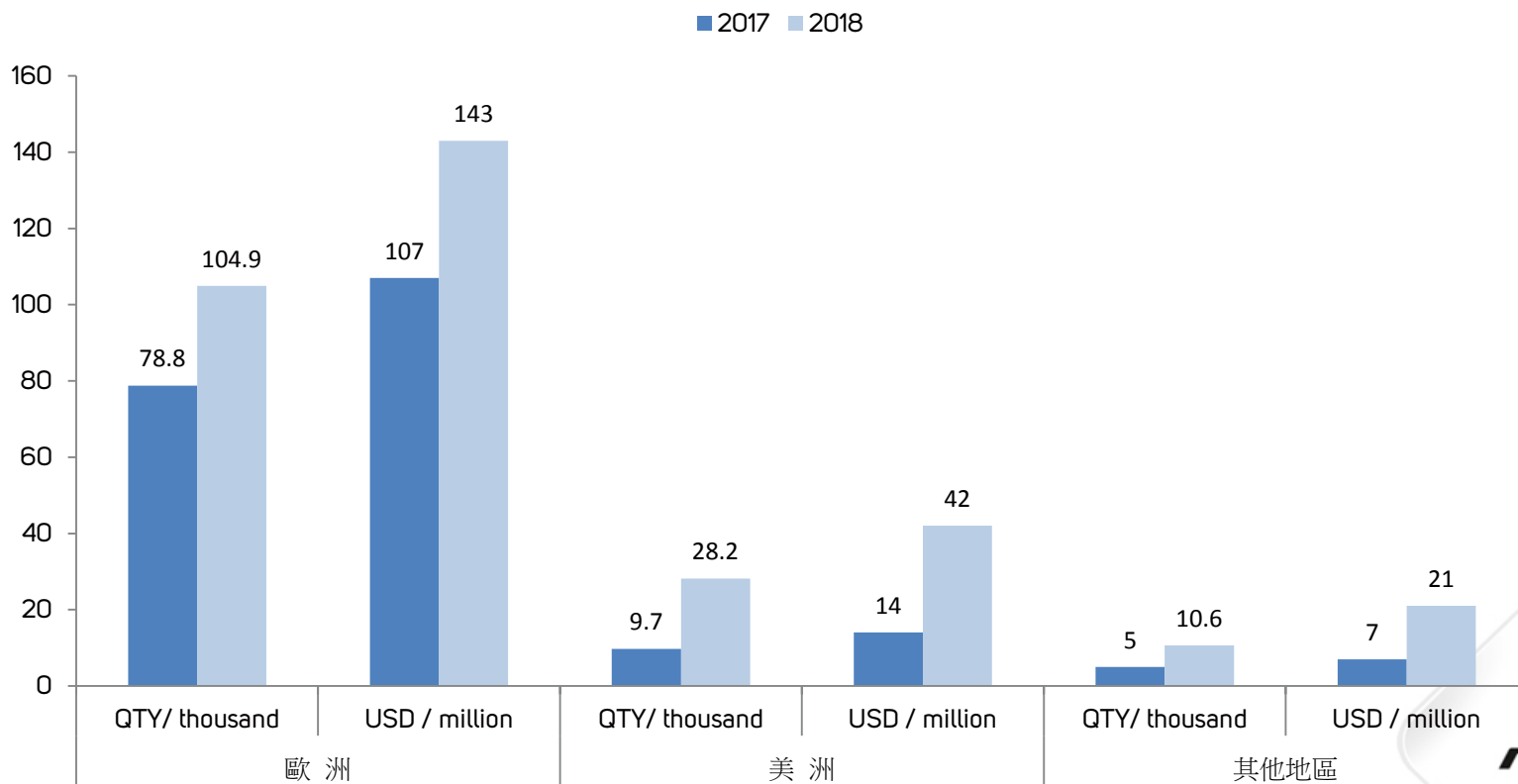
電動自行車產業報導: 電動自行車成長強勁, 以歐洲荷蘭為例, 市佔率躍昇到 40%.



STRONG AND STEADY GROWTH

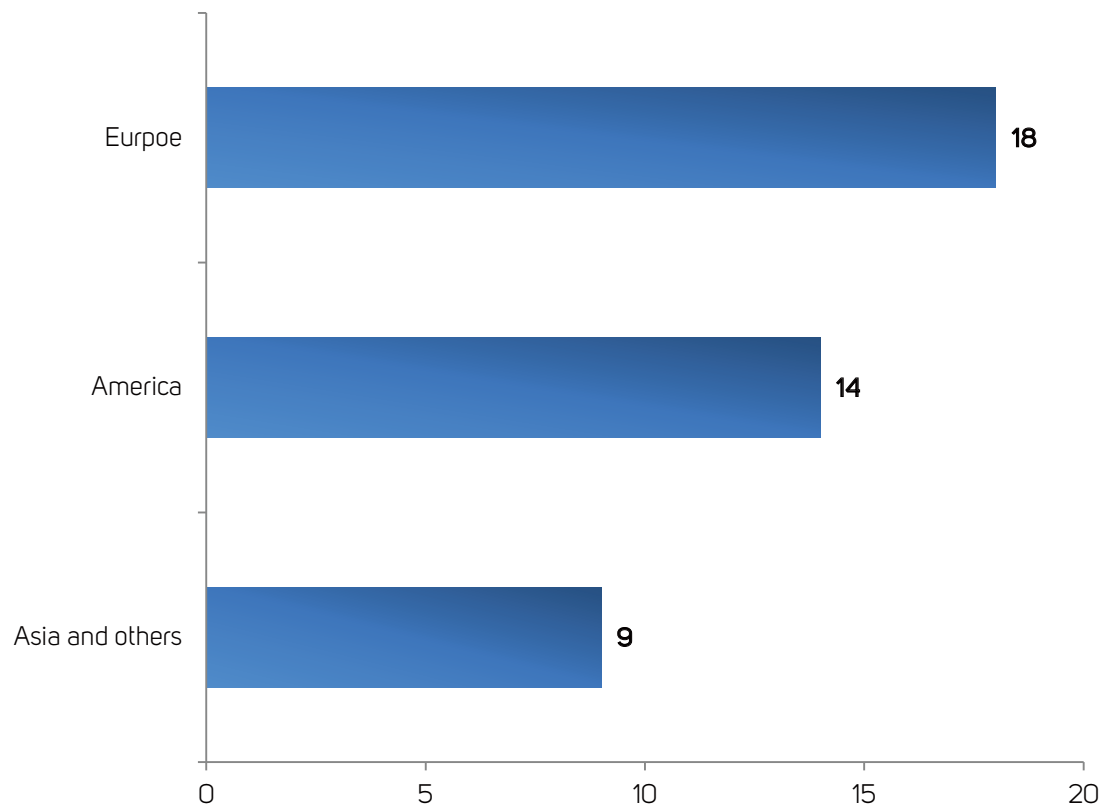
E-BIKE SHIPMENTS VOLUME vs AMOUNTS BY REGION

美利達電動車17'-18'出口數量與金額比較: 區域別



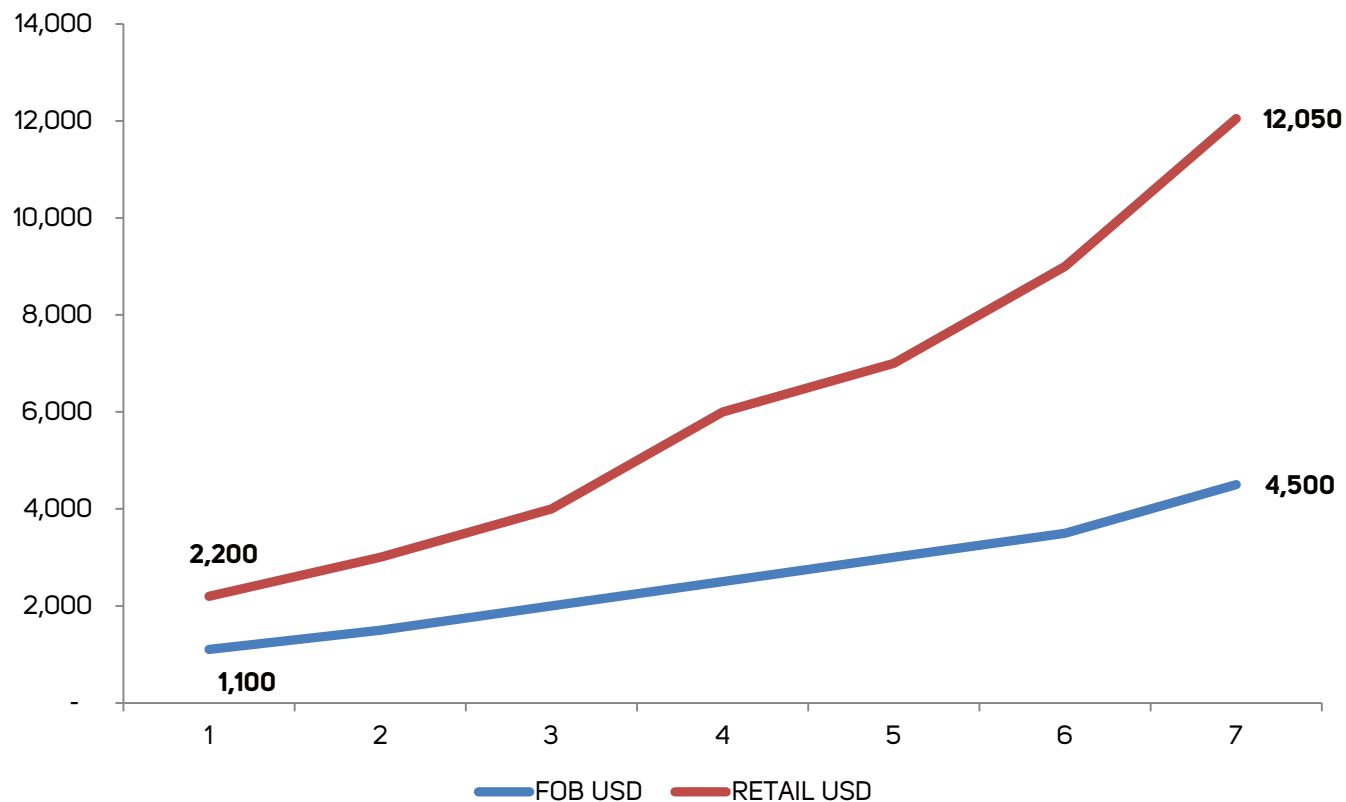
E-BIKE EXPORT COUNTRIES 41 COUNTRIES

美利達電動車出口國家數: 區域別



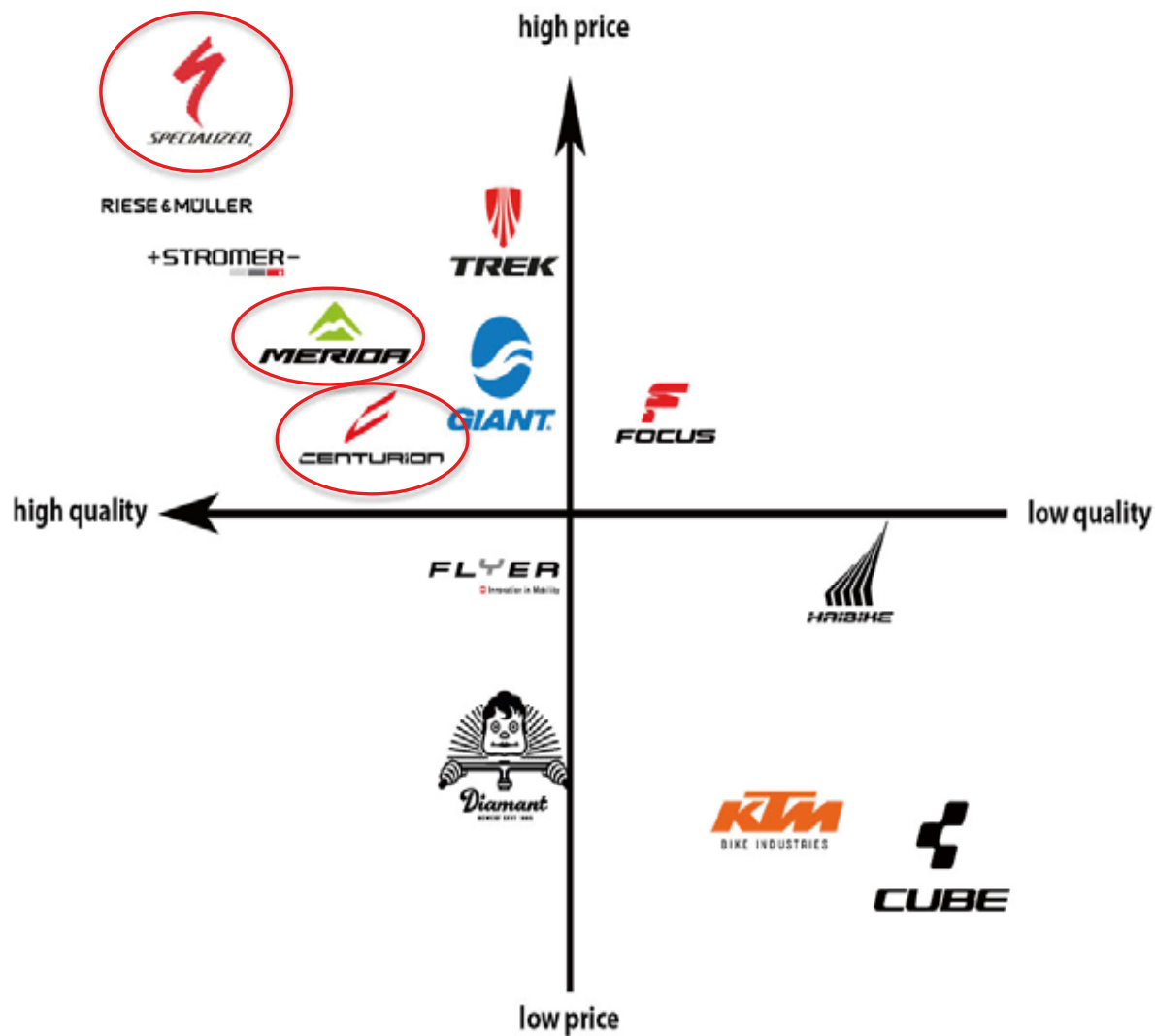
E-BIKE PRICE RANGE FOB vs RETAIL PRICES (USD)

美利達電動車出口價vs零售價



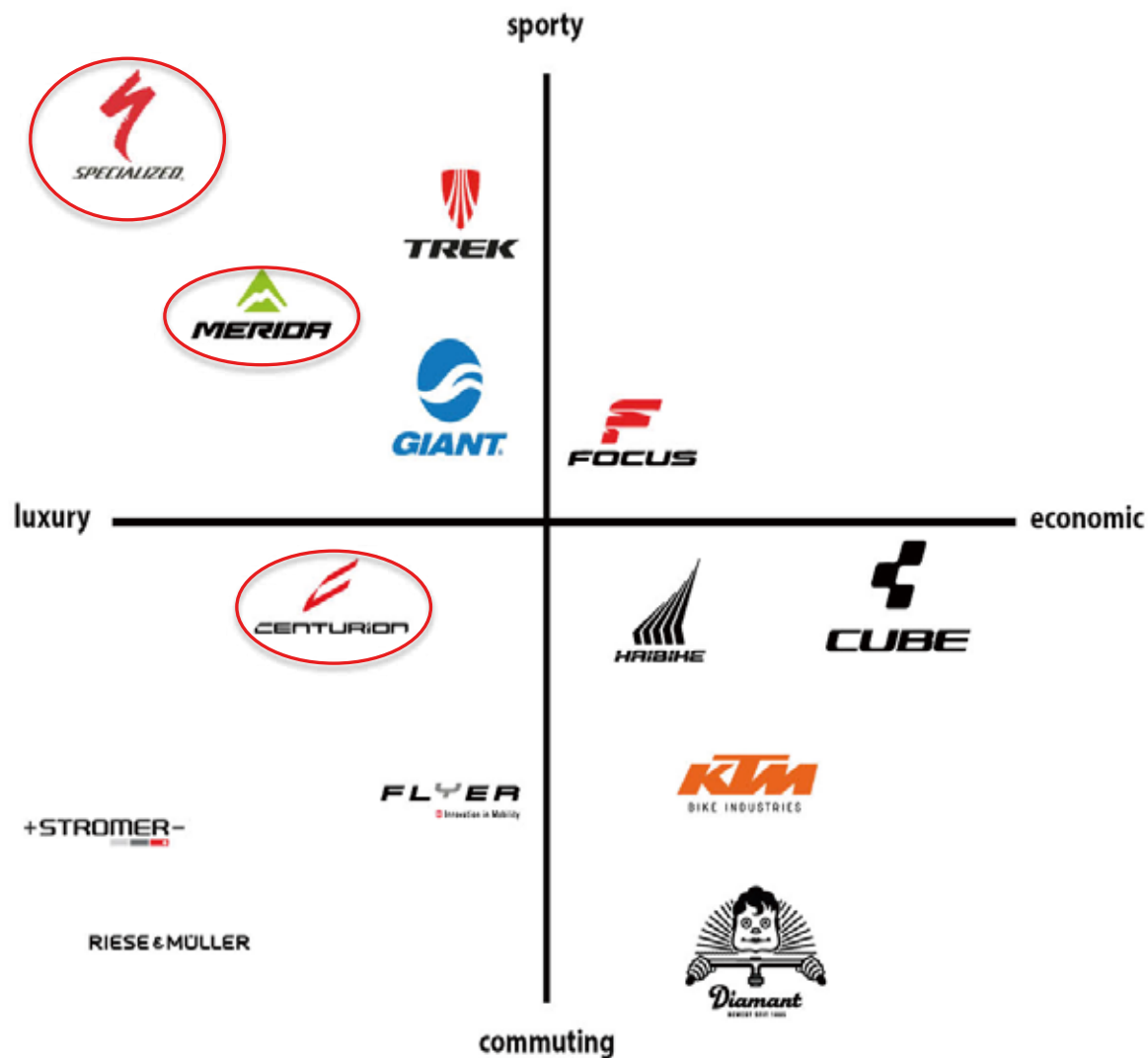
E-BIKE BRAND POSITION

電動自行車市場品牌定位圖



E-BIKE BRAND POSITION

電動自行車市場品牌定位圖



E-BIKE DEVELOPEMENT

電動自行車新型態的設計



E-BIKE MY19 CATEGORY: CITY

城市車



E-BIKE ADVANCED INTUBE DESIGN

城市車: 新型態一體式設計



E-BIKE MY19 CATEGORY: MTB

登山車



E-BIKE ADVANCED INTUBE DESIGN

登山車: 新型態一體式設計



E-BIKE MODELS MY19 CATEGORY: FULL SUSPENSION

全避震登山車



E-BIKE ADVANCED INTUBE DESIGN

全避震登山車: 新型態一體式設計



E-BIKE ADVANCED INTUBE DESIGN

全避震登山車: 新型態一體式設計



E-BIKE ADVANCED INTUBE DESIGN

公路車: 新型態一體式設計



GERMANY ENGINEERING & DESIGN CENTER

德國研發中心



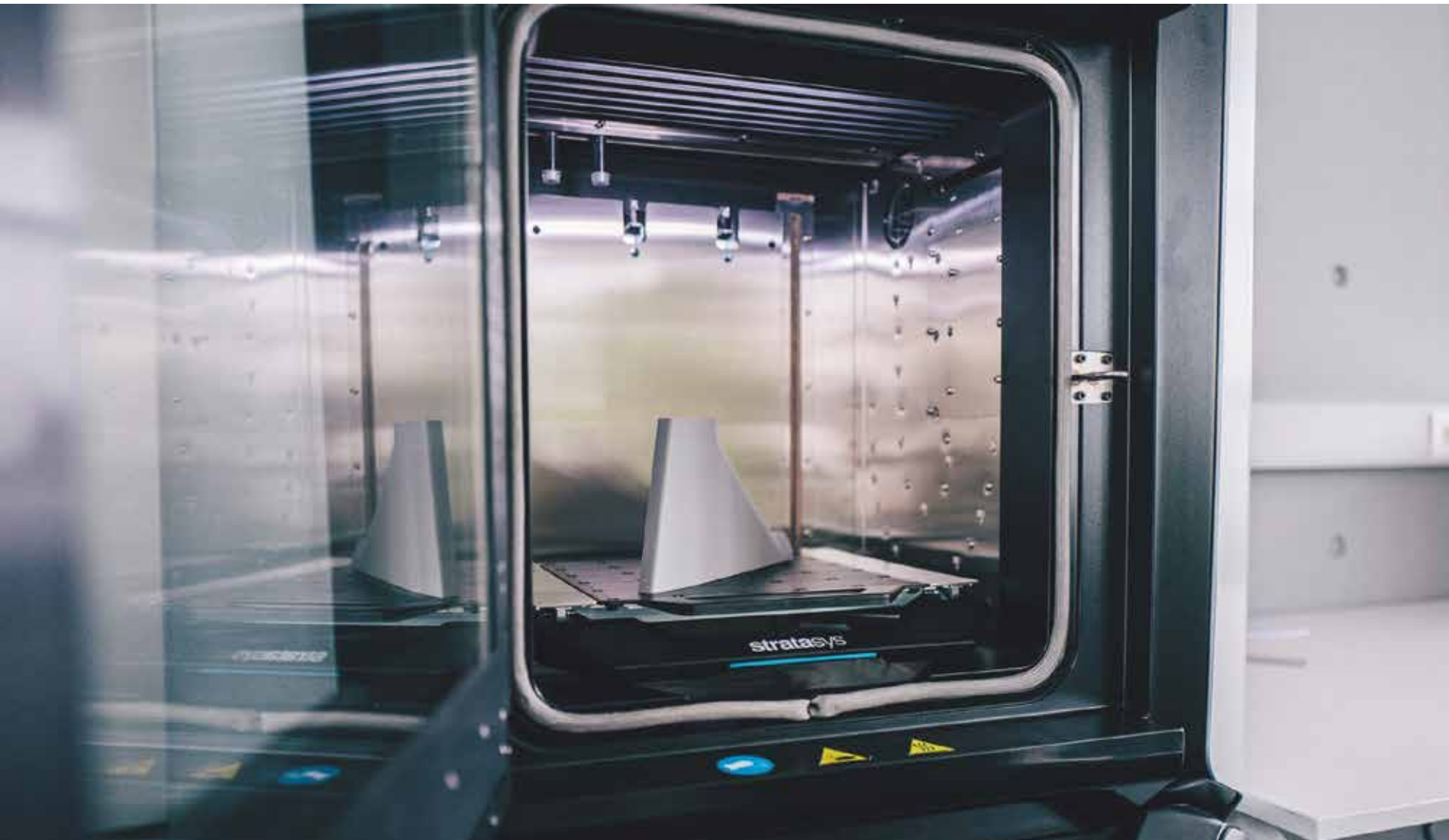
HIGHER INVESTMENT E-BIKE CE HOMOLOGATION & LAB-TEST

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



TEAM BAHRAIN MERIDA

運動行銷: 持續贊助一級職業車隊



GLOBAL TV PERFORMANCE 2018

全球電視廣告績效



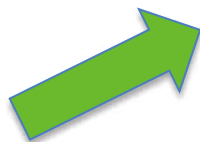
2017 KEY FACTS

3,94 bil

TV Audience

87.962 hours

TV Coverage



2018 KEY FACTS

3,3 bil

TV Audience

91.310 hours

TV Coverage

世界大賽全球轉播時數總計9萬1千小時
累積接觸觀眾: 33億

GLOBAL TV PERFORMANCE 2018

全球電視廣告績效




2017

Exposure [hh.mm.ss]
569.33.17

100% Media Value
€ 18.237.246

2018

Exposure [hh.mm.ss]  +25%
760.13.09

100% Media Value  +29%
€ 25.567.476

美利達品牌電視曝光時數總計超過760小時
媒體成本超過2千5百萬歐元。



NEW PARTNER 2019

車隊合資夥伴

McLaren

The McLaren logo features the word "McLaren" in a bold, black, sans-serif font. To the right of the text is a red, stylized wing or blade shape that curves upwards and to the right.





THANK YOU



MERIDA