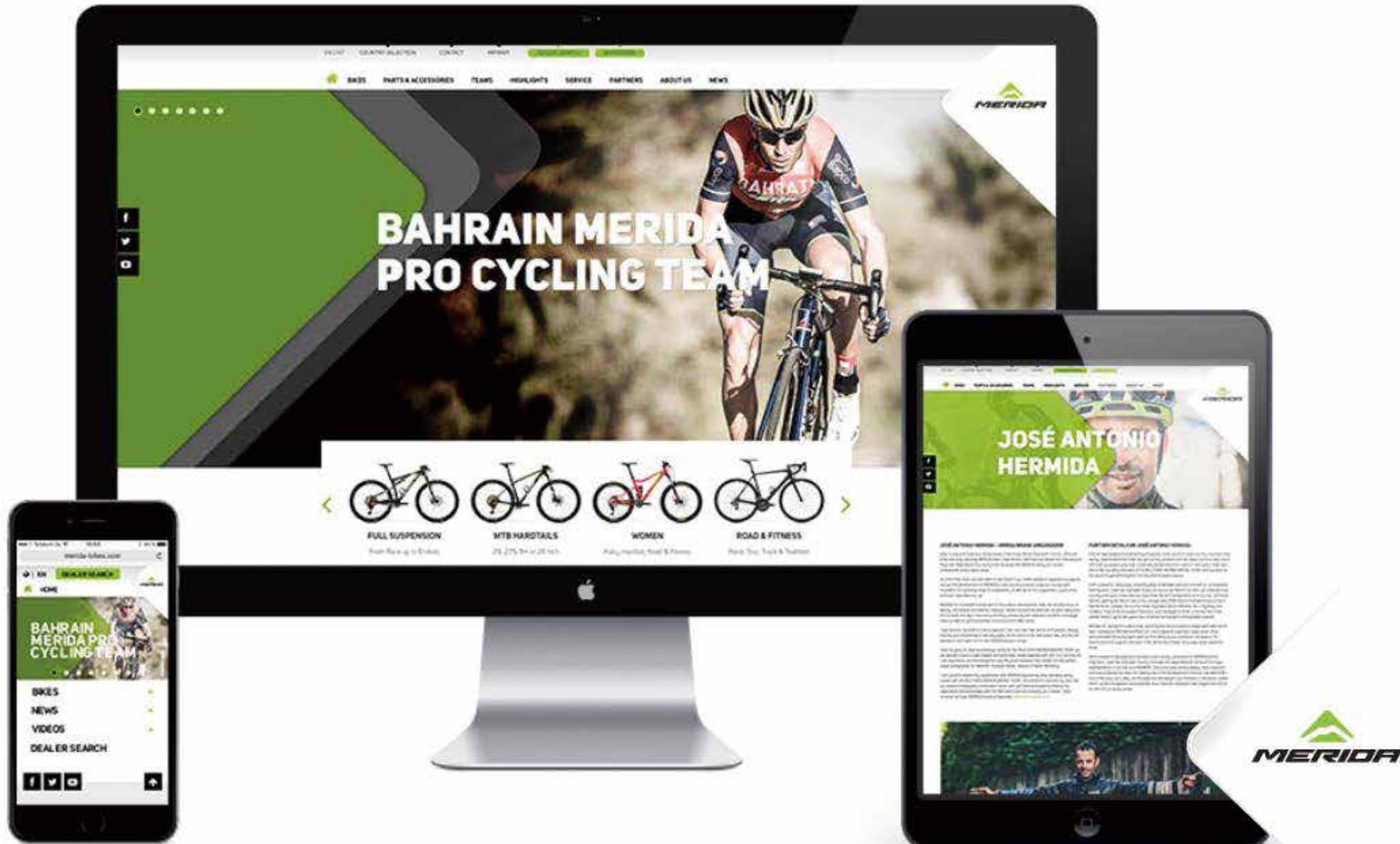


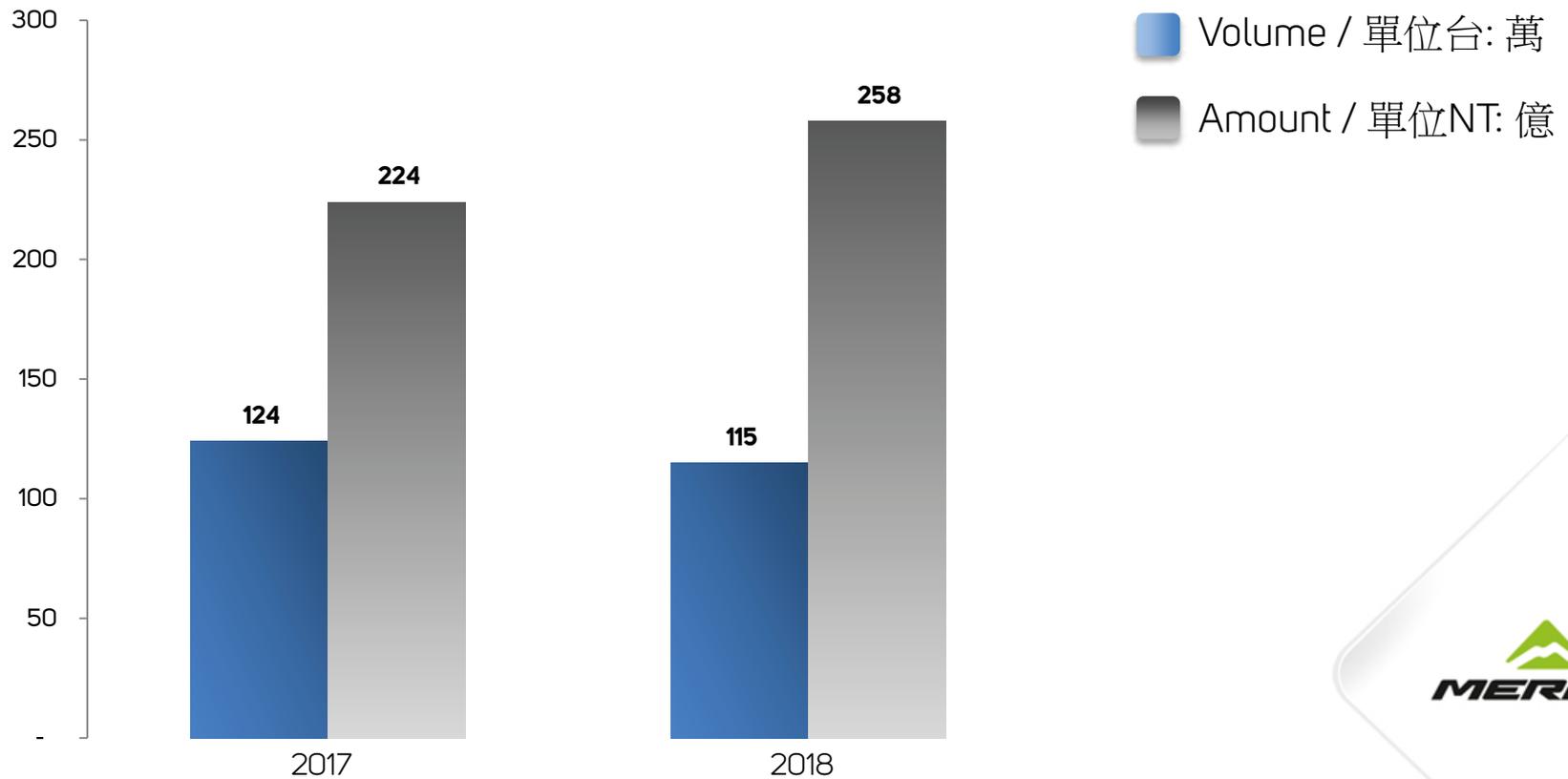
# 2019 美利達法說會簡報

## INVESTOR CONFERENCE



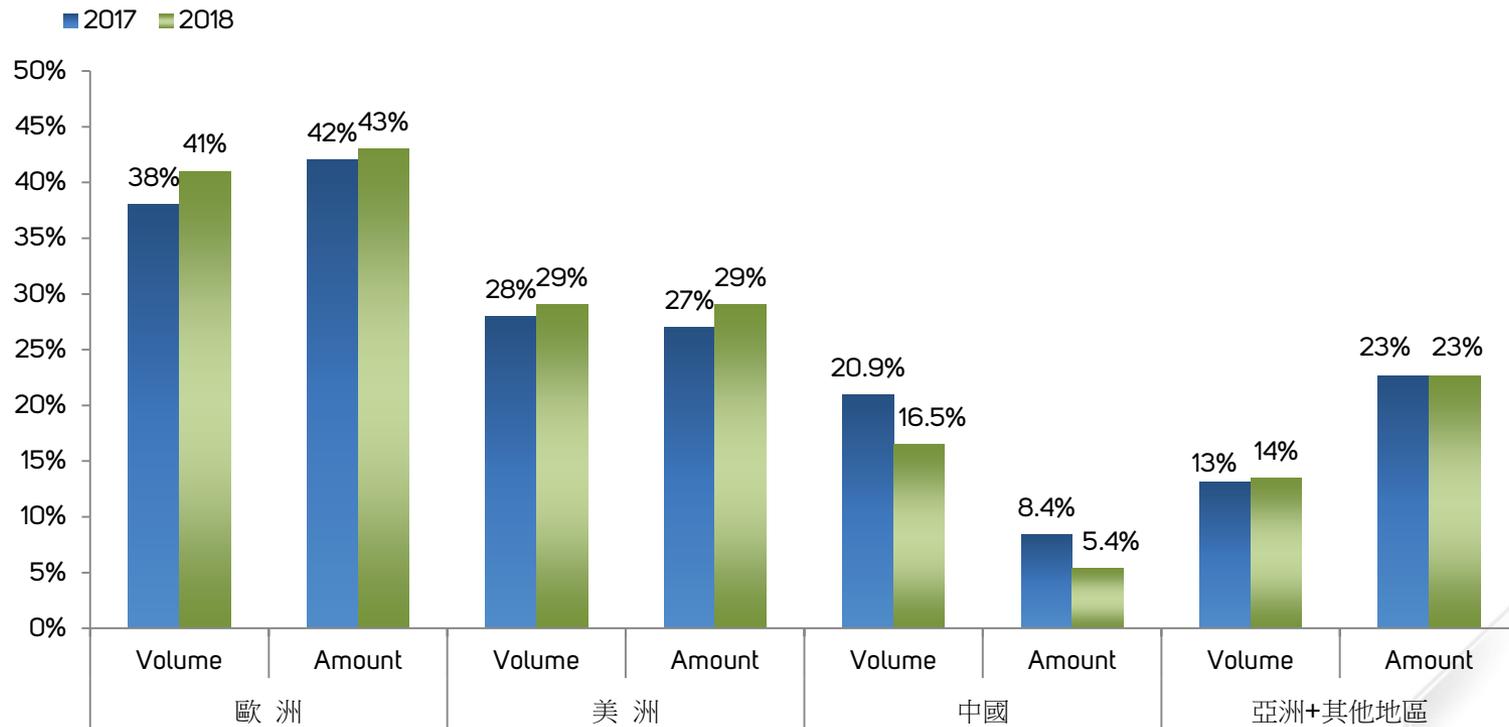
# MERIDA 2017 / 2018

## SHIPMENTS VOLUME vs AMOUNTS

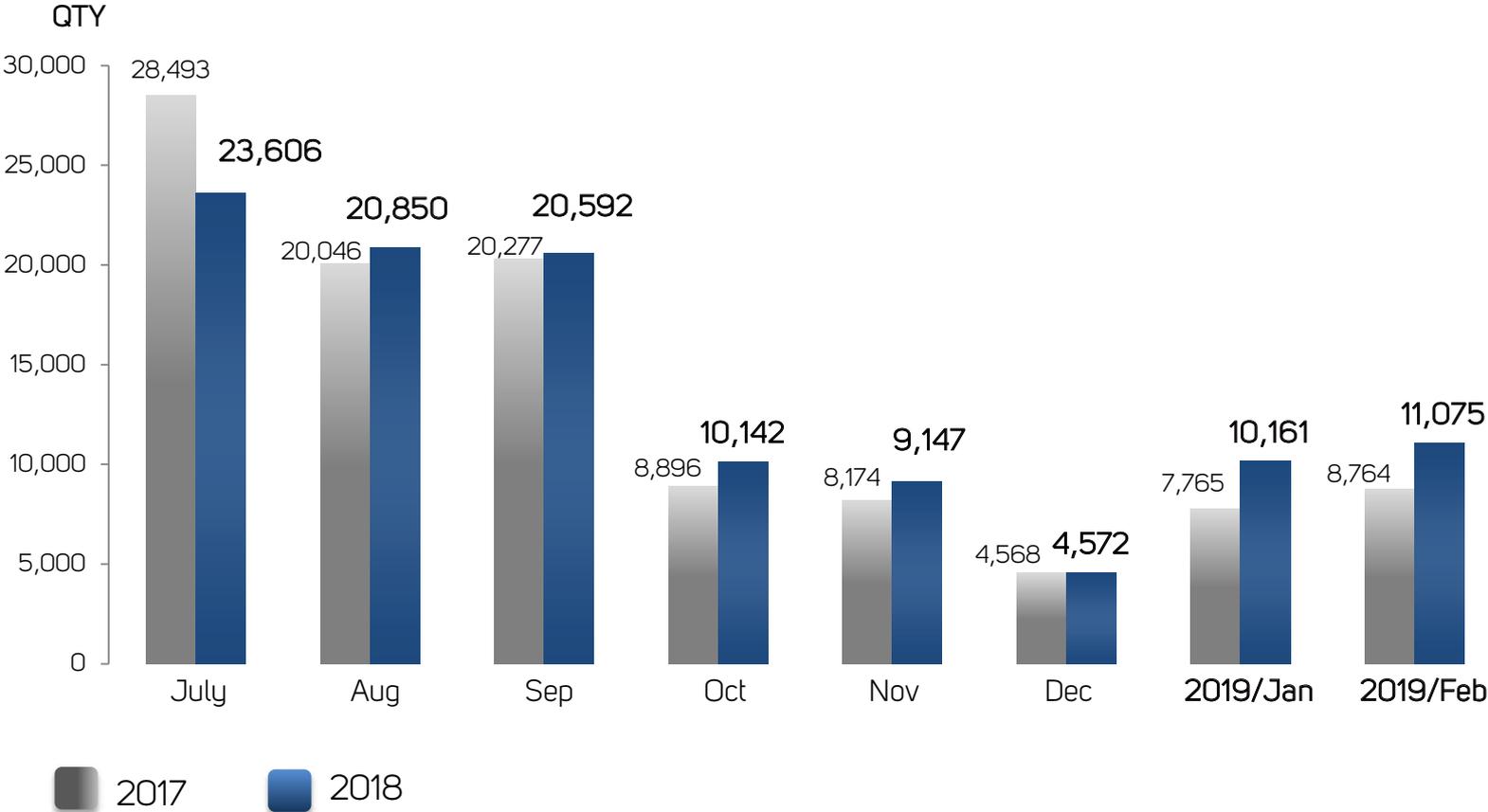


# MERIDA 2017 / 2018

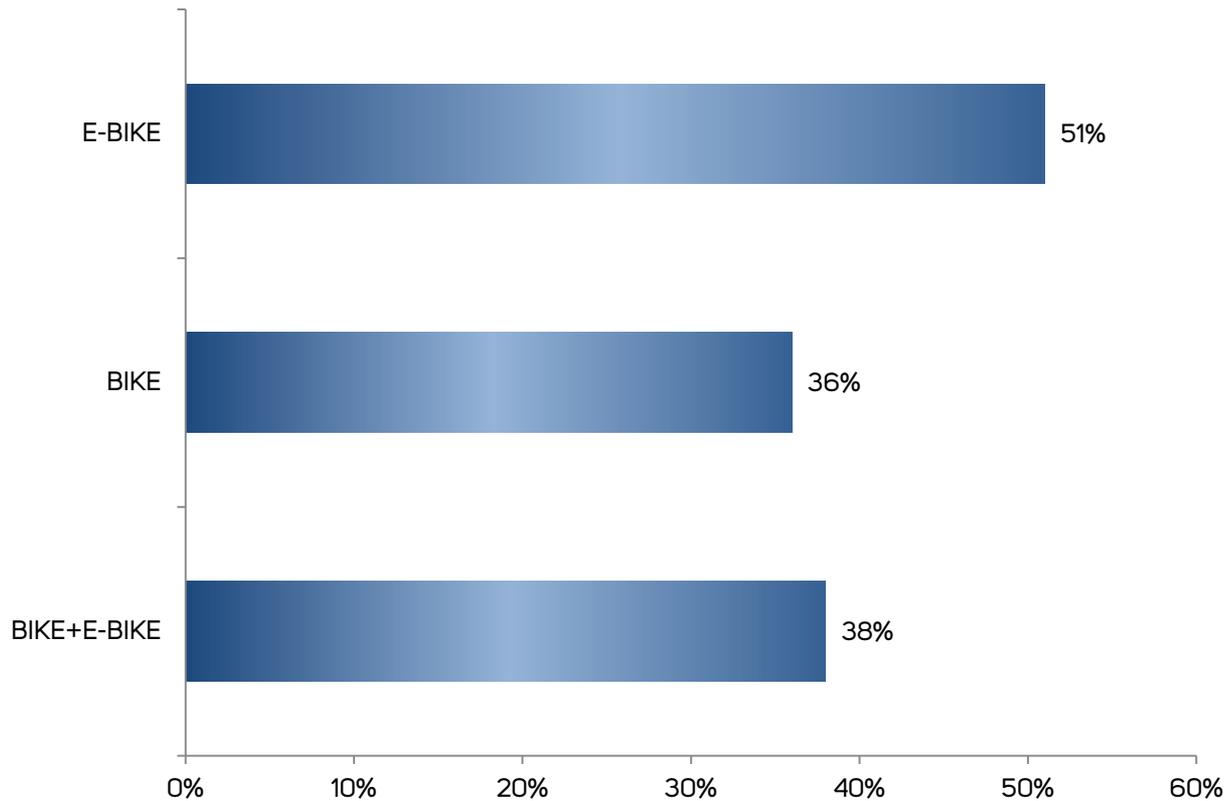
## SHIPMENTS VOLUME% vs AMOUNTS%



# MERIDA CHINA BOTTOM OUT



# EXPORT QTY BY % MERIDA vs TBA (2018)



# E-BIKE STRONGER THAN EXPECTED



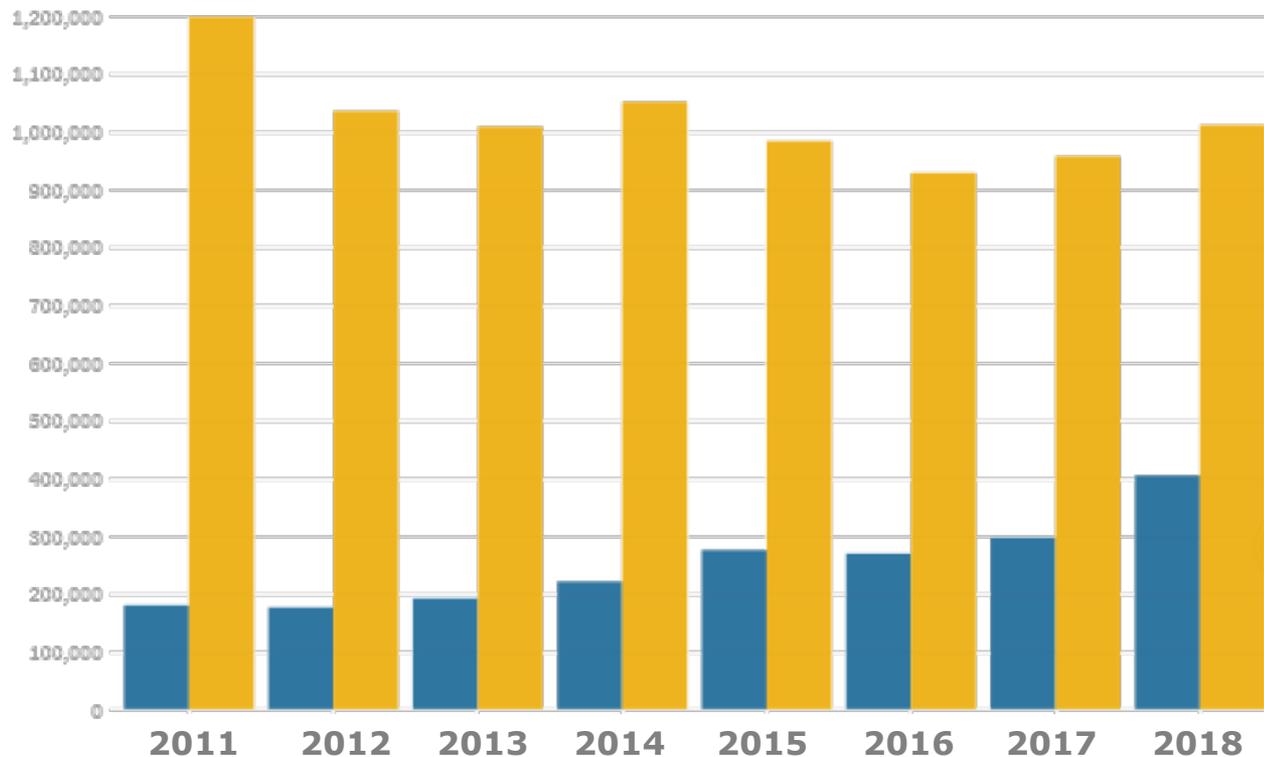
# E-BIKE NOW BIGGEST CATEGORY

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

The e-bike's market share jumped from 31% to 40% while the total market volume increased by 5.7%. In value, the Dutch market reached historical high levels...

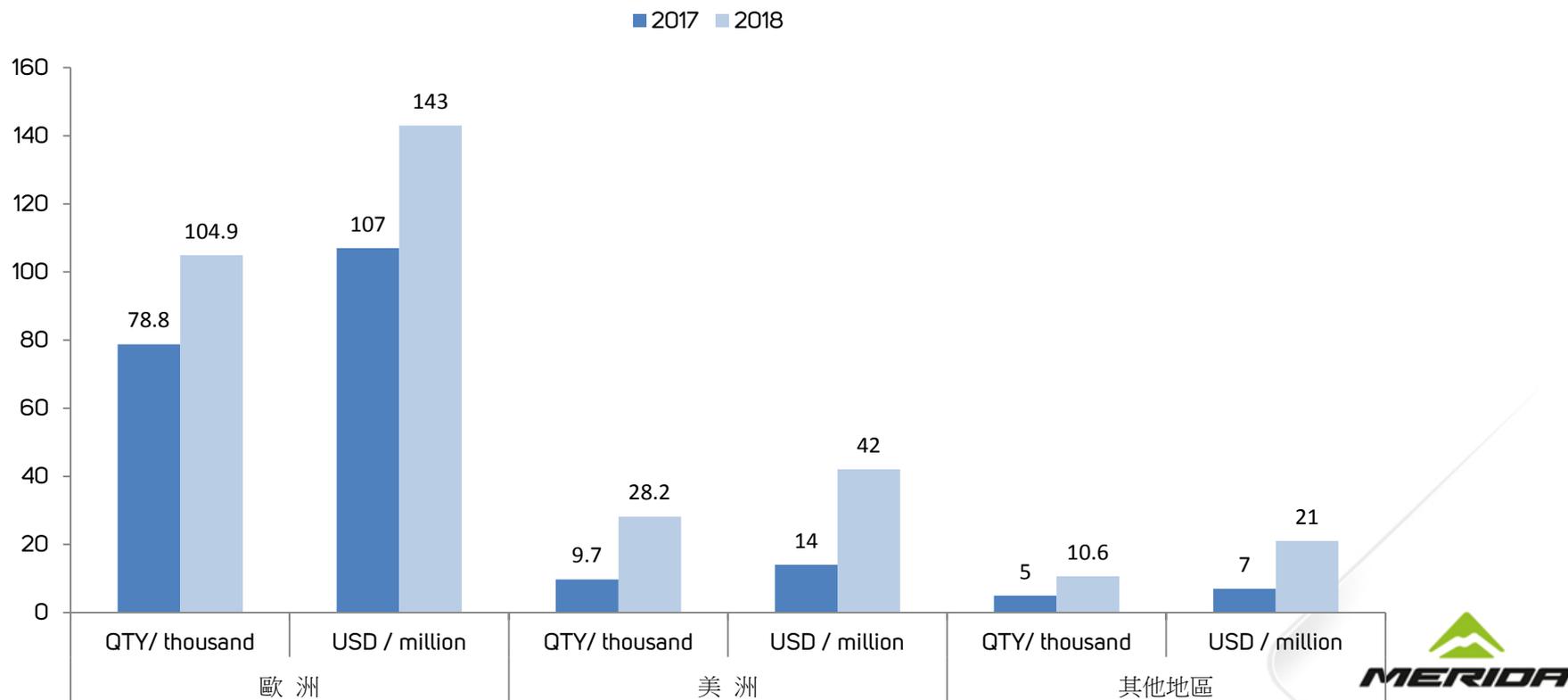
...Experts who claimed three years ago that e-bike sales had reached saturation levels in the Netherlands proved to be wrong. While the e-bike's market share hovered around 30% in the past years, sales jumped to 40% in 2018.

**Market Share E-Bikes in the Netherlands 2011 – 2018** ■ Total market in volume ■ E-bike sales in volume



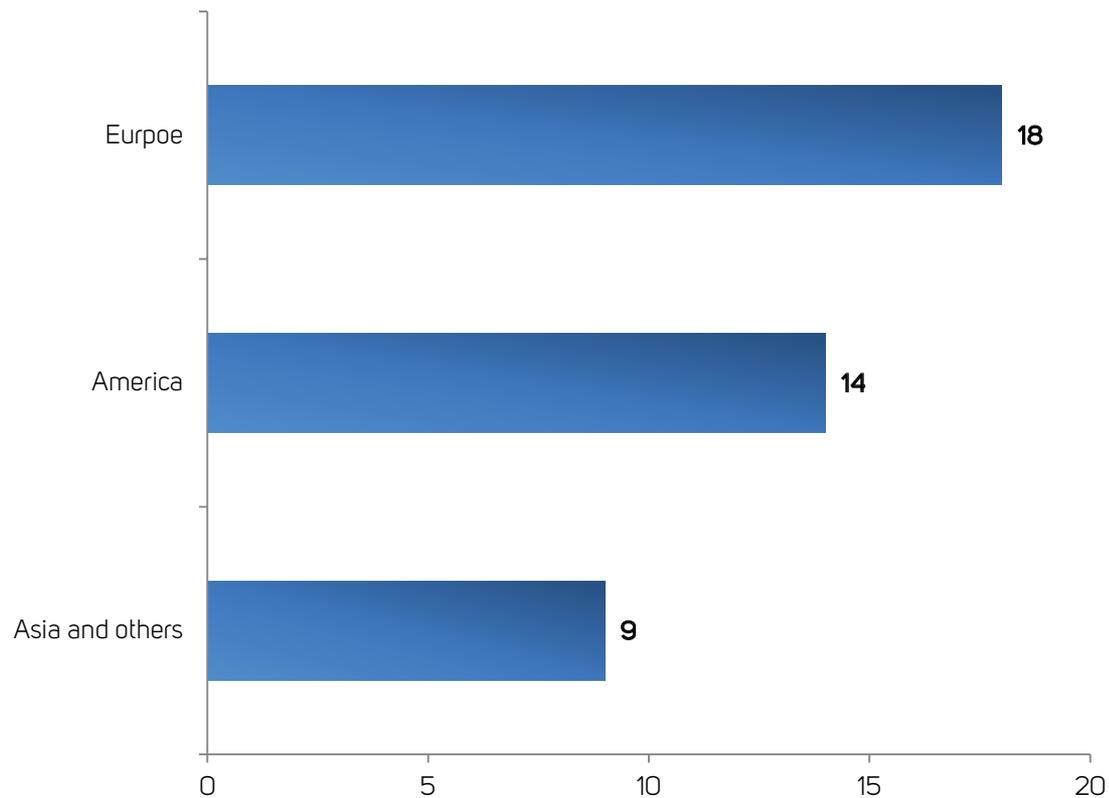
# STRONG AND STEADY GROWTH

## E-BIKE SHIPMENTS VOLUME vs AMOUNTS BY REGION

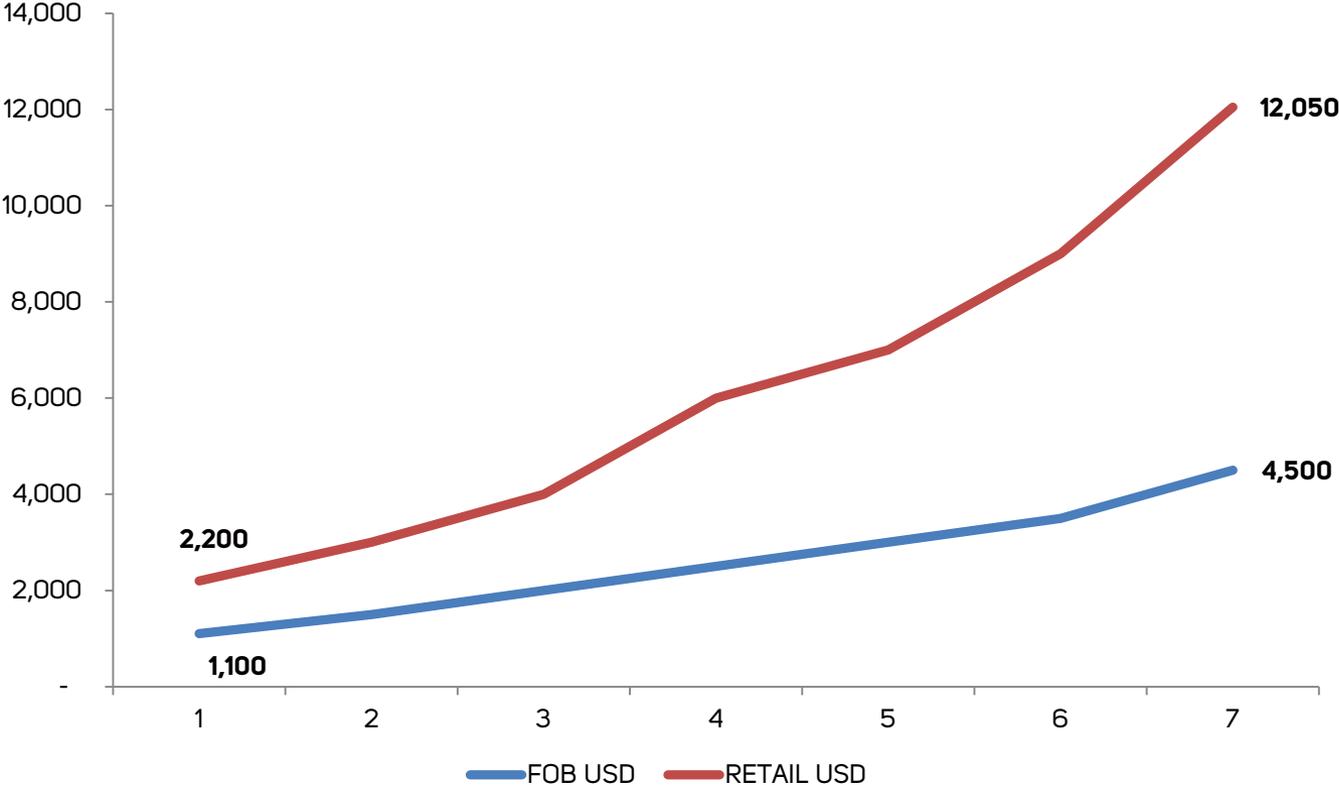


# E-BIKE EXPORT COUNTRIES

## 41 COUNTRIES

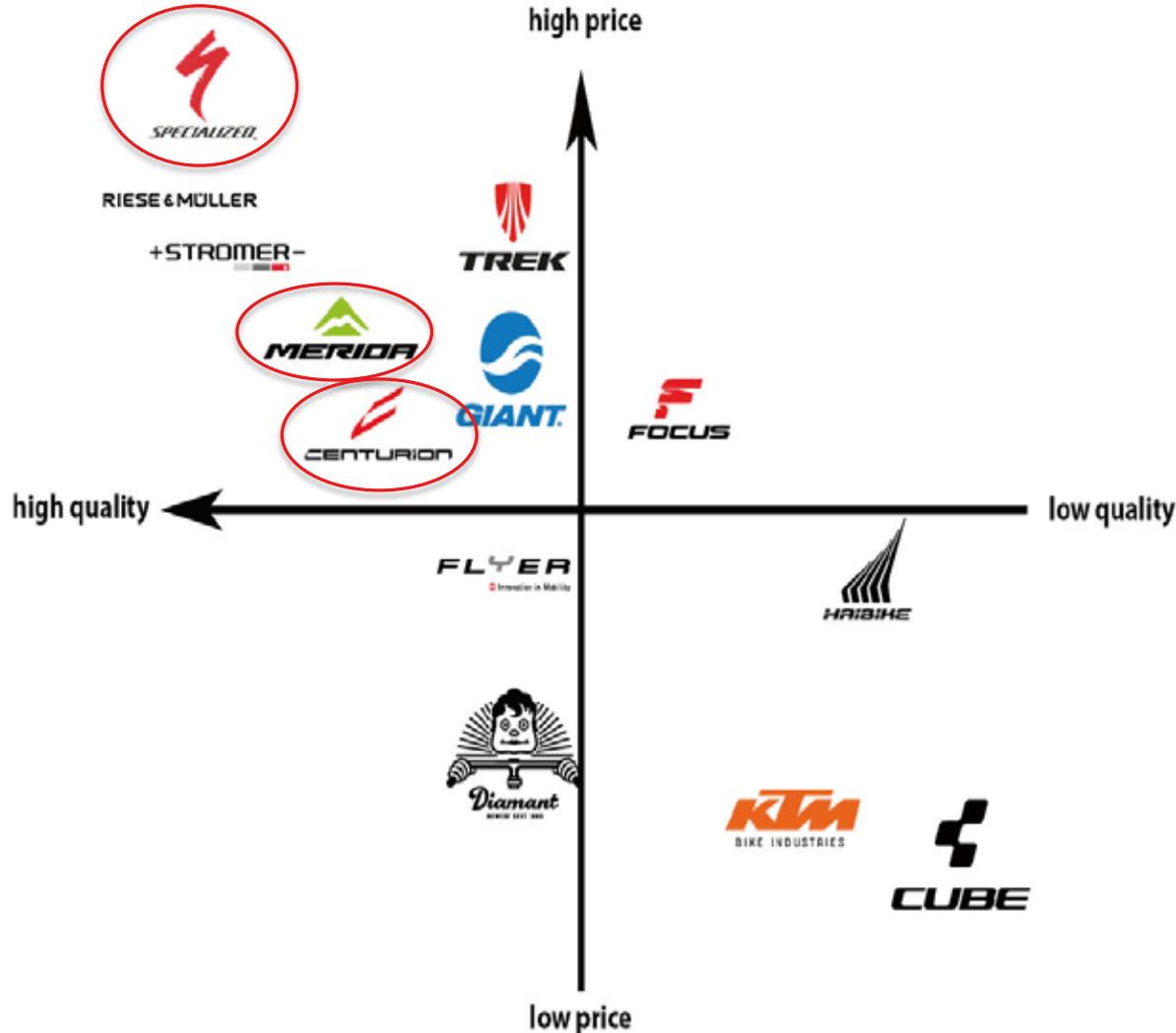


# E-BIKE PRICE RANGE FOB vs RETAIL PRICES (USD)



# E-BIKE BRAND POSITION

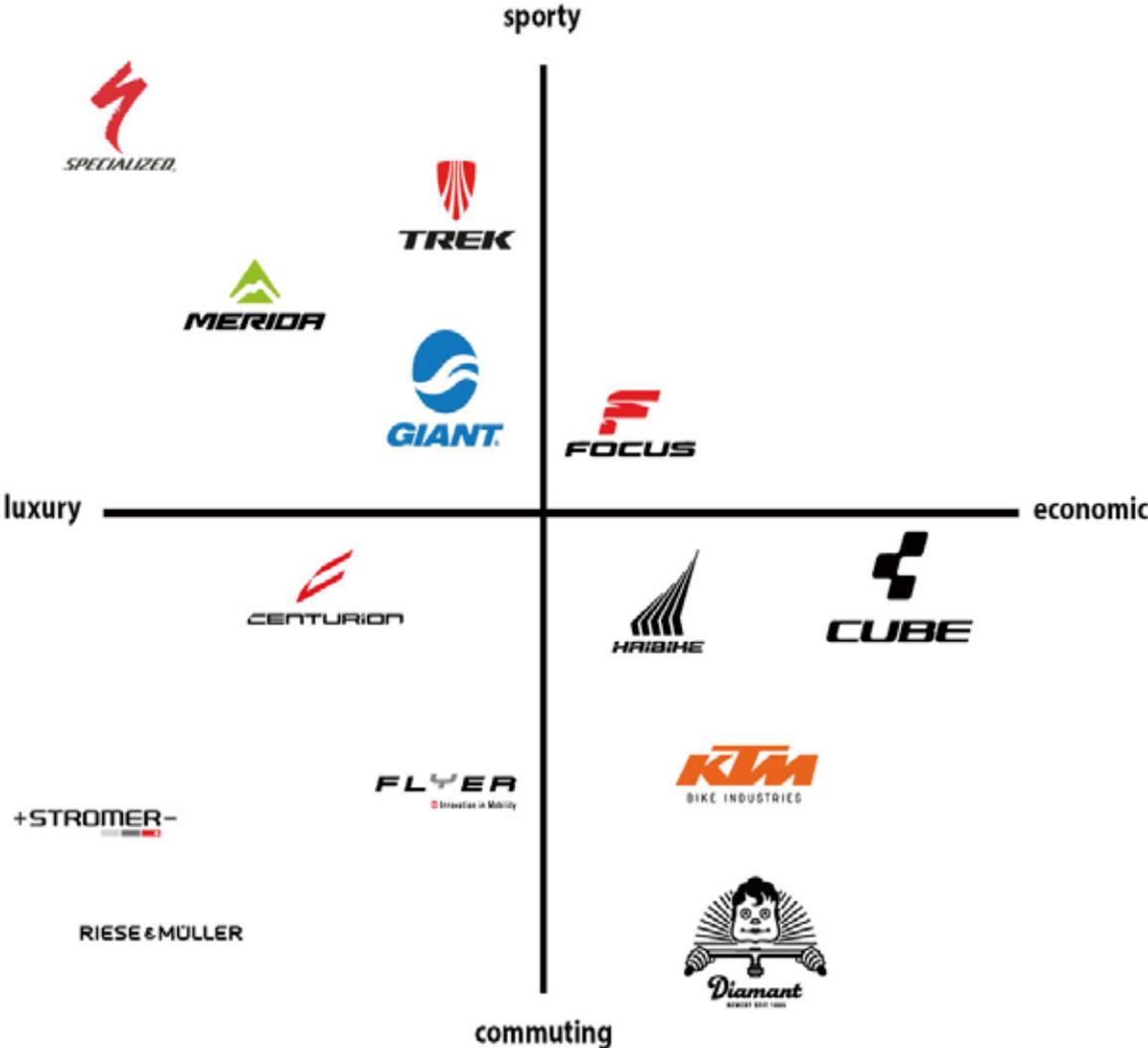
in terms of average quality and retail price



# E-BIKE BRAND POSITION

in tern

on



# E-BIKE DEVELOPEMENT ADVANCED DESIGN



# E-BIKE MY19

## CATEGORY: CITY



# E-BIKE ADVANCED INTUBE DESIGN CATEGORY: CITY



# E-BIKE MY19

## CATEGORY: MTB



# E-BIKE ADVANCED INTUBE DESIGN

## CATEGORY: MTB



# E-BIKE MODELS MY19

## CATEGORY: FULL SUSPENSION



# E-BIKE ADVANCED INTUBE DESIGN CATEGORY: FULL SUSPENSION



# E-BIKE ADVANCED INTUBE DESIGN CATEGORY: FULL SUSPENSION



# E-BIKE ADVANCED INTUBE DESIGN CATEGORY: ROAD



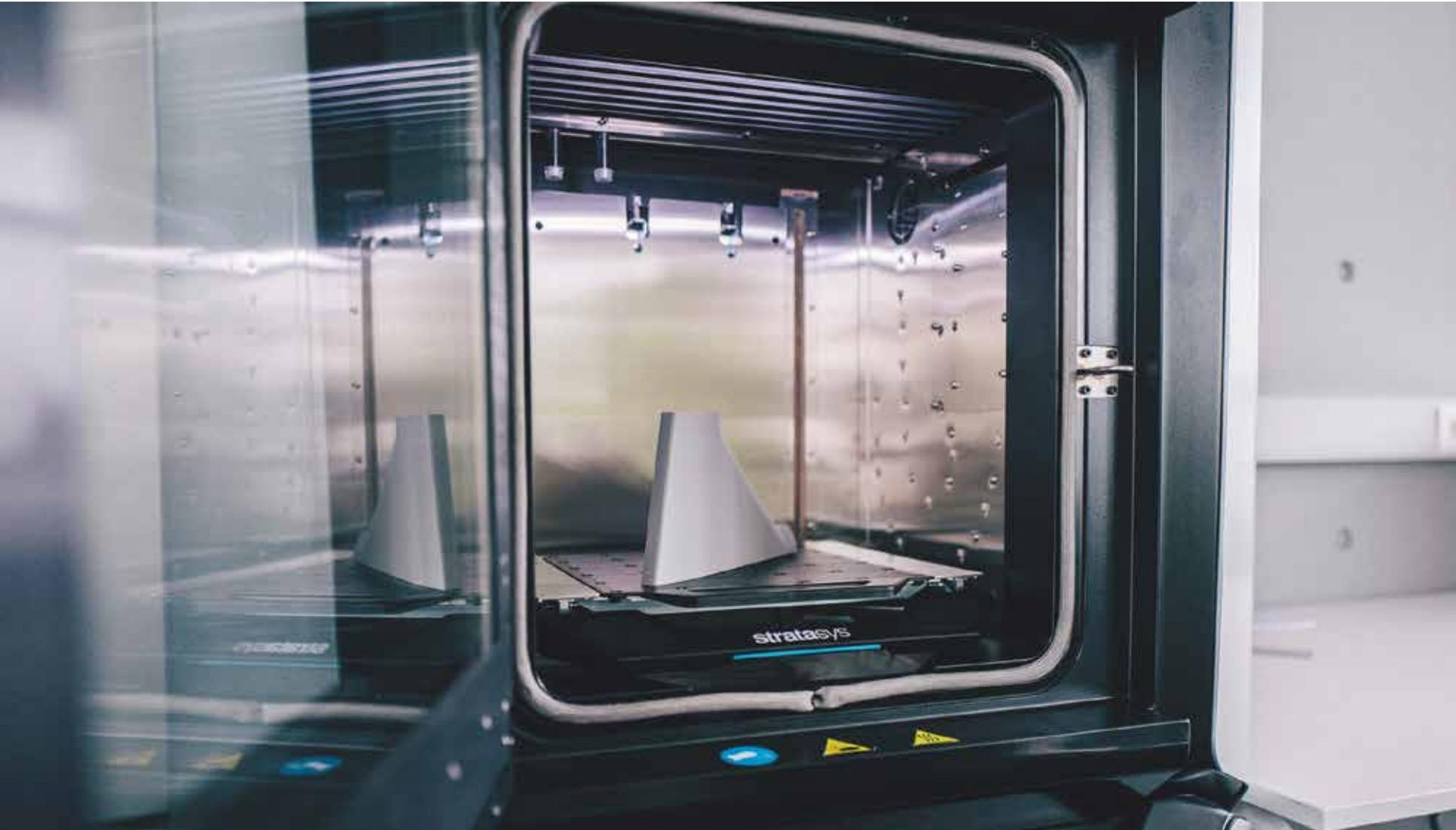
# GERMANY ENGINEERING & DESIGN



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



# HIGHER INVESTMENT RAPID-PROTOTYPING 3D-PRINTER



# WIND-TUNNEL TEST IN GERMANY



# SPORT MARKETING TEAM BAHRAIN MERIDA



# GLOBAL TV PERFORMANCE 2018



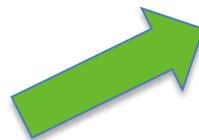
## 2017 KEY FACTS

**3,94** bil

TV Audience

**87.962** hours

TV Coverage



## 2018 KEY FACTS

**3,3** bil

TV Audience

**91.310** hours

TV Coverage

# GLOBAL TV PERFORMANCE 2018



**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



**NEW PARTNER 2019**

**McLaren** 







**THANK YOU**



**MERIDA**