

Company Info

i. Date of Incorporation: September 29, 1972

ii. Company History:

The Company was established in September 1972, its main business is the processing, manufacturing and sales of bike and its components. Over the past 40 years, the Company has been continuously investing in the expansion of plant, equipment and setting up subsidiaries overseas to expand marketing channels.

The Company was approved by the TAIWAN SECURITIES ASSOCIATION, the Ministry of Finance on March 19, 1990 to reissue shares for public offering. It was approved by Taiwan Stock Exchange on July 7, 1992 and officially listed on September 30 of the same year. The important records of the recent five years of the Company are as follows:

1. 2017:

- (1) “Scultura Disc”: won the gold medal of 25th (2017) Taiwan Excellence Award.
- (2) “eONE-SIXTY 900-E”: won the silver medal of 25th (2017) Taiwan Excellence Award.
- (3) “eONE-SIXTY 900-E”: won the gold medal of 6th TAIPEI CYCLE d&i awards 2017.
- (4) The Company won the 11th place and valued USD 359 million in Survey of International Brand Value in Taiwan in 2017 organized by MOEAIDB, executed by Chung-Hua Institution for Economic Research and undertaken by Interbrand, the global authoritative brand value survey organization.
- (5) In 2017, Vincenzo Nibali, star racer of the Merida Team sponsored by Merida, won the 3rd place in GIRO and the 2nd place in Vuelta, Champion of Il Lombardia.
- (6) Star player Vincezo Nibali was invited by Merida to participate in the Merida Cup and won the championship in “Taiwan KOM Challenge”, an international road racing with record-breaking results.
- (7) Organized a series of activities such as “Chuanghua Classic 100” and “MERIDA CUP & BIKE FESTIVAL” to continuously promote cycling.
- (8) The air quality purification zones of “Sanhua Park” fostered by

the Company were selected as excellent fostering units of the National Air Quality Purification Zone of the EPA in 2017.

2. 2018:

- (1) “Silex CF”: won the silver medal of 26th (2018) Taiwan Excellence Award.
- (2) “Reacto Team Disc-E”: won the silver medal of 26th (2018) Taiwan Excellence Award.
- (3) “ONE-Twenty”: won the gold medal of 7th TAIPEI CYCLE d&i awards 2018.
- (4) The Company won the 11th place and valued USD 328 million in Survey of International Brand Value in Taiwan in 2018 organized by MOEAIDB, executed by Chung-Hua Institution for Economic Research and undertaken by Interbrand, the global authoritative brand value survey organization.
- (5) The Bahrain Merida Team star driver Vincenzo Nibali, sponsored by Merida, won the milano-san Remo championship, one of the five classical races, in 2018.
- (6) Organized a series of activities such as “Chuanghua Classic 100” and “MERIDA CUP & BIKE FESTIVAL” to continuously promote cycling.
- (7) The air quality purification zones of “Sanhua Park” fostered by the Company were assessed and selected as excellent unit for fostering and maintaining air quality in air qualification zone by Changhua County Government in 2018.

3. 2019:

- (1) “120 Full suspension mountain bike ONE-Twenty”: won the gold medal of 27th (2019) Taiwan Excellence Award.
- (2) “Time Warp TT”: won the silver medal of 27th (2019) Taiwan Excellence Award.
- (3) The Company won the 11th place and valued USD 354 million in Survey of International Brand Value in Taiwan in 2019 organized by MOEAIDB, executed by Chung-Hua Institution for Economic Research and undertaken by Interbrand, the global authoritative brand value survey organization.
- (4) In 2019, Vincenzo Nibali, star racer of Bahrain Merida Team sponsored by Merida, won the 2nd place in GIRO d’Italia, one of the three Grand Tournaments.

- (5) SILEX 700 was named as the bike of the year by well-known professional media ROAD.CC; Both cyclocross bike MISSION CX and full-suspension bike ONE-TWENTY won the German Design & Innovation Award.
- (6) Organized a series of activities such as “Chuanghua Classic 100” and “MERIDA CUP & BIKE FESTIVAL” to continuously promote cycling.
- (7) The air quality purification zones of “Yuanlin Agricultural and Industrial Vocational High School Eco-Park” and “Sanhua Park” fostered by the Company were assessed and selected as high distinction and excellent unit respectively for fostering and maintaining air quality in air qualification zone by Changhua County Government in 2019.
- (8) The Company was selected as excellent fostering unit of the National Air Quality Purification Zone of the EPA in 2019.

4. 2020:

- (1) The new generation sport electric (auxiliary) mountain bike eONE-SIXTY: won the 28th (2020) Taiwan Excellence Silver Award.
- (2) MISSION CX, the new generation cross-country sports car: won the 28th (2020) Taiwan Excellence Award.
- (3) The new generation sport electric (auxiliary) mountain bike eONE-SIXTY: won the Gold Award in the 8th Taipei International Cycle Show Innovation Design Awards (TAIPEI CYCLE d&i awards) in 2020.
- (4) "2020 Taiwan International Brand Value Estimation", organized by the Industrial Development Bureau of the Ministry of Economic Affairs and commissioned by the Taiwan Institute for Economic Research, Merida was ranked 10th with a brand value of USD402 million by Interbrand.
- (5) Merida's fourth-generation REACTO Team (RACTO. Fleet Edition), an all-purpose aerodynamic road bike, was selected as Cyclingnews, a leading professional media in the UK, as its 2020 Gear of the Year and CyclingWeekly Editor's Choice, with a perfect 10/10 rating.
- (6) Merida's BIG.NINE XT (Big 9 XT) won first place in the professional media test by UK's MBUK.
- (7) Held the "Changhua Classic 100K" series of activities to

continue to promote cycling.

- (8) The air quality purification zone of "Yuanlin Agro-Industrial Eco-Park", which is adopted by our company, has been awarded as superior by Changhua County Government in 2020 for enterprise adoptions and maintenance of air quality purification zone.

5 2021:

- (1) "All-Around Aero Bike REACTO Team-E" awarded "TAIPEI CYCLE d&i Gold Award", top accolade in the Taipei Cycle Show 2021.
- (2) "All-Around Aero Bike REACTO" awarded Silver Award in the 29th (2021) Taiwan Excellence Award.
- (3) "Cross & Down-Country Mountain Bike NINETY-SIX" awarded in the 29th (2021) Taiwan Excellence Award.
- (4) Road Bike SCULTURA 5 TEAM awarded "TAIPEI CYCLE d&i Gold Award", top accolade in the Taipei Cycle Show 2022.
- (5) Italian cycling powerhouse Sonny Colbrelli (phonetically similar to Relli the Terrible in Mandarin) of Team Bahrain Victorious sponsored by the Company clinched the champion in the 118th event of the historical Paris-Roubaix, enabling wider recognition of Merida bikes around the world.
- (6) The Company was ranked 10th with a brand value of USD 448 million, as valuated by the global brand value survey authority Interbrand under commission of Taiwan Institute for Economic Research in "2021 Taiwan International Brand Value Estimation" organized by the Industrial Development Bureau, Ministry of Economic Affairs.
- (7) Held the "Changhua Classic 100K" event as a part of continued promotion of cycling.
- (8) Continued sponsorship to the "1919 Go" Charity Fundraising Cycling.
- (9) The air quality purification zones of "Sanhua Park" fostered by the Company were assessed and selected as excellent unit for fostering and maintaining air quality in air qualification zone by Changhua County Government in 2021.