

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. 2014:

- (1).“Ride CF Team”: won 22nd (2014) Silver Medal of Taiwan Excellence
- (2). 「BIG SEVEN」 : won 22nd (2014) Taiwan Excellence Awards.
- (3).The Company won the 19th place in the Survey of Taiwan’s Innovative Enterprises in 2014 organized by MOEAIDB, executed by China Productivity Center and jointly organized by BCG
- (4).The Company won the 8th place and valued USD 347 million in the Survey of International Brand Value in Taiwan in 2014 organized by Bureau of Foreign Trade, undertaken by Business Next and international brand consultant firm Interband.
- (5).Organized a series of activities such as “Chuanghua Classic 100” and “MERIDA CUP & BIKE FESTIVAL” to continuously promote cycling.
- (6).In June 2014, Merida Bicycle (China) Co., ltd. won the first place in “China’s Top 100 Light Industry Growth Enterprises in 2013” and the second place in “Top Ten Enterprises in China’s Light Industry Bicycle Industry in 2013”.

2. 2015:

- (1).”Reacto Team-- World Tour”: won the gold medal of 23rd (2015) Taiwan Excellence Awards.
- (2).“One twenty Team” won the silver medal of 23rd (2015) Taiwan Excellence Award:
- (3).“Reacto Team-E LTD”: won 4th TAIPEI CYCLE & i Awards 2015
- (4).The Company won the 8th place and valued USD 385 million in Survey of International Brand Value in Taiwan in 2015 organized by MOEAIDB, executed by Chung-Hua Institution for Economic Research and undertaken by Interbrand, the global authoritative brand value survey organization.
- (5).Gunn-Rita Dahle Flesjaa, 42-year-old woman of Merida International

Mountaineering Team, won the 10th World Championship (Marathon) and the 29th World Cup single-stop championship, which is the highest in history.

(6).Team Lampre-MERIDA won seven single-stop Championships in the three major competitions of the Tour Italia, the Tour de France and the Tour Spain in 2015.

(7).Organized a series of activities such as “Chuanghua Classic 100” and “MERIDA CUP & BIKE FESTIVAL” to continuously promote cycling.

(8).Merida Bicycle (China) Co., ltd. won the “Top Ten Enterprises in China’s Light Industry Bicycle Industry in 2015”.

(9).The air quality purification zones of “Garden Agricultural and Industrial Eco-Park” and “Sanhua Park” fostered by the Company were selected as excellent fostering units of the National Air Quality Purification Zone of the EPA for two consecutive years in 2014 and 2015.

(10).The Company’s new e-bike plant and production line will be completed in the fourth quarter.

(11).Sponsored the film “To The Fore”

3. 2016:

(1).“Ninety Six Team”: won the gold medal of 24th (2016) Taiwan Excellence Award.

(2).“Scultura 9000”: won silver medal of 24th (2016) Taiwan Excellence Award.

(3).“Scultura Team” and “Ninety-Six.7 Team”: won the 5th TAIPEI CYCLE d&i awards 2016

(4).The Company won 8th place and was valued at USD 400 million in Survey of International Brand Value in Taiwan in 2016 organized by MOEAIDB, executed by Chung-Hua Institution for Economic Research and undertaken by Interbrand, the global authoritative brand value survey organization.

(5).SCULTURA 6000 was awarded “LIGHTWEIGHT BIKE OF THE YEAR” by Cycling Weekly, an authoritative professional magazine with a history of 100 years in Britain.

(6).Sponsored the newly world-class professional highway fleet **BAHRAIN MERIDA PRO CYCLING TEAM**

(7).Huang Ting-Yin, a long-term sponsored excellent cyclists in Taiwan, won two single-race Championships in the UCI Women World Tour Class I Professional Competition around Chongming Island in mainland China, and was also the first domestic cyclist to win the first prize in the Class I Competition.

(8).The chairman of the Company was selected by Harvard Business Review as one of the top 50 CEOs in Taiwan in 2016.

(9).Organized a series of activities such as “Chuanghua Classic 100” and “MERIDA CUP & BIKE FESTIVAL” to continuously promote cycling.

(10).Continued to sponsor the “1919 Go” charity fundraising cycling activity.

(11).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 2016.

4. 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 third place in GIRO and the second 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.

5. 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.