



2018年法人說明會簡報



Vision Innovation Passion

2018/10/23



公司簡介 -

利奇機械組織圖

台灣

彰化石牌廠



台灣

南投南崗廠



中國

蘇州昆山廠



公司簡介 -

• 公司沿革：

設立於民國62年5月，主要營業項目為自行車零件與一般機械之製造、加工及買賣。於84年11月於台灣證券交易所掛牌買賣，股票上市代碼為1517。

• 公司治理：

本公司內控內稽、財務報表及資訊揭露均符合主管機關規範，設置發言管道對外溝通，取得ISO- 9001、ISO- 14001、OHSAS- 18001、TOSHMS及AS- 9100等各項管理系統認證。

• 穩健經營：

本公司歷經40多年來的產業變化及景氣波動，經營力求穩健，財務體質健全。



公司核心競爭力-



產品研發 -

主要產品：自行車剎車器組、座立管、車把、花鼓、快拆及鍛造件等



產品創新 - 獲獎記錄

EUROBIKE AWARD & TAIPEI CYCLE d&i awards

Crafty Post

Crafty Post



Award WINNER 2017
Category Bike Components
Company Leechi Enterprise Co., Ltd.

PROMAX

[GO TO PORTRAIT >](#)

Its adjustable height provides comfort under various riding conditions for mountain, city and E-bike. The identification system with built-in lighting and a personal design plate provides both safety and uniqueness features. A patented push mechanism is a key function to provide two adjustment speeds for improving rider safety. The modular gas spring provides an easy solution for riders to replace the old ones, ensuring constant performance of your personal post.

Outstanding in the following evaluation criteria

- Functionality
- Design

Jury Statement

This fully integrated saddle support system with light and number plate is an intelligent way of increasing the options for adjusting seat height. The Crafty Post thus offers genuine added value.

V-POINT SEAT POST

Promax V-Point Seatpost



Award WINNER 2015
Category Bike Components
Company Leechi Enterprise Co., Ltd.

PROMAX

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The Promax V-Point Seatpost was inspired by the company's award-winning Click V-Point brake levers, which feature the patented V-Point mounting system that allows the user to put the same lever on the right or left side of the bars. Using this mounting system as a starting point, the designers and engineers at Promax developed a first-of-its-kind seatpost with independent fore-and-aft and seat-angle adjustability, as well as a patented, super-simple rail clamping system that requires only one Allen key to operate and never has to be disassembled or removed from the post to mount a saddle. Mounting a saddle to the post is a simple process, involving one Allen key and one set of hands.

Outstanding in the following evaluation criteria

- Degree of innovation
- Functionality

Jury Statement

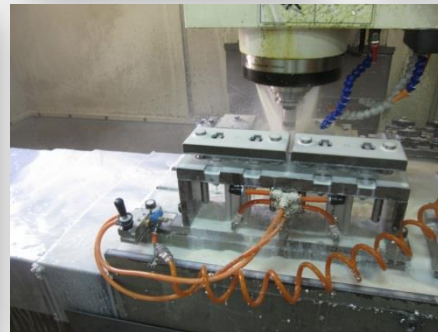
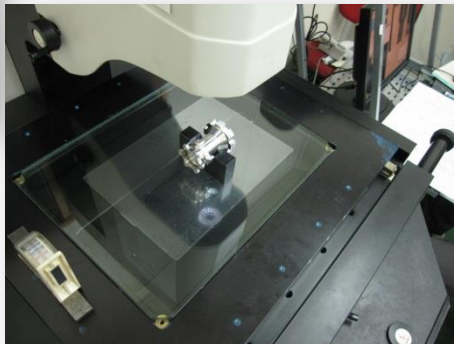
Many bikers have long wished for a solution that allows easy assembly of the saddle. The clever design of this saddle attachment responds to this very wish. A by-product of this design is that the tilt of the saddle is comparatively easy to adjust.



競爭核心-生產技術與服務

各式生產設備：

鍛造沖床、壓鑄機、精密CNC、精密鍛造機、熱壓成型機等



銷售通路與服務 -

PROMAX

PROMAX

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For the most up-to-date distributor listing, please visit promaxcomponents.com/distributors

PROMAXCOMPONENTS.COM

運動行銷 -



運動行銷 -

- the 2017 UCI BMX World Championships : Elite Women Alise Post (USA)



- Polygon UR team



品牌及產品行銷發展

以自有品牌“PROMAX”在歐美中高階自行車市場經營超過25年，具一定品牌知名度及消費認同。



企業責任、環境友善及員工照護

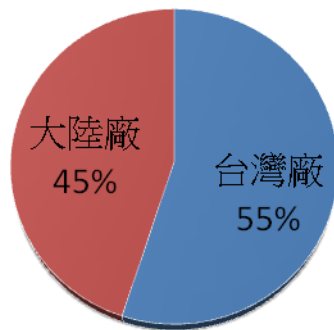
本公司重視企業社會責任，依據上市上櫃公司企業社會責任實務守則，在落實公司治理、發展永續環境、維護社會公益、加強資訊揭露、社區回饋等項目，均長期實踐。



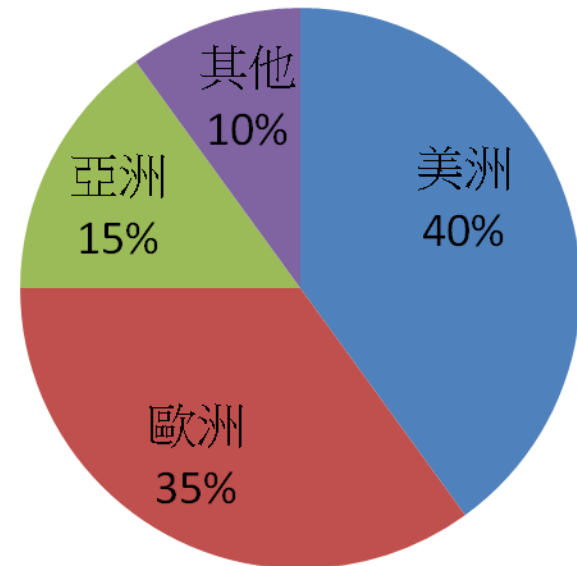
財務資訊 - 各區域生產及銷售比重

自有及代工營收佔比

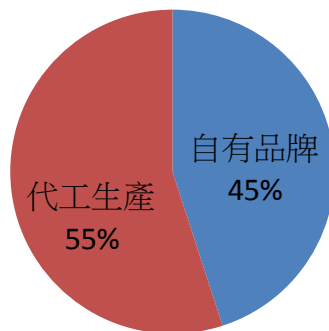
各廠產能分配



主要市場銷售佔比



自有品牌及代工營收佔比



財務資訊 - 合併簡易損益表

	2013	2014	2015	2016	2017
營業收入 (千元)	3,876,161	3,882,822	3,472,526	2,851,336	2,813,640
營業毛利 (%)	16.18	15.15	14.14	11.86	13.92
營業利益 (千元)	292,596	240,837	114,742	-57,435	-6,152
稅後淨利 (千元)	393,796	265,157	153,737	10,387	-49,106
每股盈餘 (元)	1.52	1.01	0.61	0.06	-0.18
股利分配 (元)	0.5	0.5	0.5	0.2	0.2

2018第二季合併簡易損益表

單位：千元

	1/1/2018~6/30/2018	%	1/1/2017~6/30/2017	%	+/-%
營業收入	1,428,685	100%	1,391,762	100%	4%
營業毛利(%)	117,218	8%	209,520	15%	-7%
營業利益	-82,360	-6%	25,647	2%	-8%
繼續營業單位本期淨利	92,425	6%	68,818	5%	1%
停業單位損失	-698	-%	-132,135	-9%	-%
本期淨利(淨損)	91,727	6%	-63,317	-4%	10%
每股盈餘 來自繼續營業單位	0.4		0.34		
每股盈餘	0.4		-0.24		



感謝聆聽
謝謝指教

Vision Innovation Passion