



2019年法人說明會簡報



Vision Innovation Passion

2019/12/24

PROMAX PROMAX PROMAX PROMAX PROMAX PROMAX PROMAX PROMAX PROMAX PROMAX

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，已取得 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-



媒體報導

https://www.youtube.com/watch?v=vTC3dv5c0pY&list=L6EJ_TxPE1hadPFkdeOIm9w&index=5&t=0s

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



持續創新 -

EUROBIKE AWARD & TAIPEI CYCLE d&i awards

Crafty Post

Crafty Post



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



[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.



[GO TO PORTRAIT >](#)

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.



深耕品牌及產品行銷

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。



銷售通路與服務 - 全球銷售及補修



CONTACT INFORMATION

DISC BRAKE SERVICE CENTER

- A Argentina**
MAJ Distribution
282 100 9179
Buenos Aires, Argentina
Tel: 02 614 385 913
maj@romax.com.ar
- Australia**
Advance Traders (Australia) Pty Ltd.
7 Simel Street Abbots
Melbourne, VIC 3060
Australia
Tel: +61 (0) 4 1437 2279
advtraders@advance-traders.com.au
advtraders@advance-traders.com.au
- B Belgium**
Maybo Bikes
Tendrienvoer 23
SAGE OUV Verviers
Notre-Dame
Tel: +31 462 32 08 10
info@maybo.nl
maybo.nl
- Bolivia**
Cervini Bolivia
Av. 16 de Julio #1300
Edificio Avenida, P.O. 1710
08011 La Paz, La Paz
Bolivia
cervini@romaxbolivia.com
cervini@romax.com
- Brazil**
BMX Parts Brazil
Rua Henrique Arthur
272-284 780
Avenida São Paulo Brasil
Tel: 321 883 1280
brazil@romax.com.br
- Pro BMX**
Tel: 05 011 8377 6222
ventas@probm.com.br
probm.com.br
- Canada**
Distribution West
7400 Cassiar Hwy
Richmond, BC V6X1G0 Canada
Tel: 604 645 5452
sales@distributionwest.com
- Scandinavia Agency Distribution**
9418-47 St.
Edmonton, Alberta T6A 2A7
Canada
Tel: 780 495 8672
sagerca@shaw.ca
- Jagger Sports Co.**
5866 Howe-Grove West
Richmond, British Columbia V6X 1Y1
Canada
Tel: 604 693 6377
info@jaggersports.com
jaggersports.com
- Colombia**
Republica BMX
Carrera 47 No 3 08
Cali, Valle 80000
Colombia
Tel: 57 302 710 1106
www@romaxcolombia.com
romaxcolombia.com
- Costa Rica**
Costa Rica BMX Supply
Avenida 3533-1000
San Jose, Costa Rica
Tel: (506) 8338 7836
info@romaxcosta.com
- Curacao**
Yes BMX Curacao
Tel: +599 216 8845
romaxcuracao@gmail.com
- Denmark**
Lorsoft Cycles
c/o "Forsyde 10"
2000 Høvedskovvej
Copenhagen, Denmark
Tel: +45 32 29 11 40
info@lorsoftcycles.dk
lorsoftcycles.dk
- Eurobike**
København 42
8270 Klampenborg
Denmark
Tel: +45 20 84 79 74
eurobike@eurobike.dk
eurobike.dk
- Dominican Republic**
Al Paflo con Alfredo
c/Alameda Panoramica 2 Casa #1
Santo Domingo, D.N. 10300
Tel: 829 681 1108
alfredo@romaxdominican.com
alfredo@romax.com
- Ecuador**
Base Extreme
Manabí, Baños
Parque Pichincha 2-130 y
Madruga Teniente
Capitán Alvaro Ojeda 01001
Cuenca
Pichincha@baseextreme.com.ec
baseextreme.com.ec
- France**
Race Company
Christophe Meyers
Quartier St-Jean La Cuvée
94009 Paris
France
Tel: +33 4 90 54 40 68
romax@race-company.com
race-company.com
- Germany**
Messingchäpfer GmbH & Co.
Hauptstraße 40,
02614, Braunschweig, Germany
Tel: +49 5 544 844 445
info@messingchaepfer.com
messingchaepfer.com
- Trafic GmbH**
Rindow-Str. 12
58103 Köln
Germany
Tel: +49 (0) 221 50807 23
trafic.de@trafic.com
- Greece**
Ikeidas Sport EPE
Macedonia Hellas
Kifissos 20100
Tel: 30467727272
ikeidas@ikeidas.com
- Hong Kong**
BMX Evolution
HK JC International DMK Park
91 Kaka Hei Street
Shek O Street, Kowloon, Hong Kong
Tel: +852 6 807 9653
info@bmxevolution.com
bmxevolution.com
- Hungary**
Messingchäpfer GmbH & Co.
Hauptstraße 40,
02614, Braunschweig, Germany
Tel: +49 5 544 844 445
info@messingchaepfer.com
messingchaepfer.com
- Indonesia**
PI Biker
J. Sarungga KM 3/3
Pekalongan, Lampung, 34112, Lampung
Griuk, East Java 61116 Indonesia
Tel: +62 31 869404
info@piindonesia.com
- Ireland**
Moore Large & Co., Ltd.
Orange, Enniskillen
Slinn Lane, Inverness City
Slinn, UK
Derty Cycles DE24 90L
Tel: +44 1342 274 252
sales@moorelarge.co.uk
moorelarge.co.uk
- Italy**
Azzulino Antonio Rullo
Via S. Marcella 380
22076 Cassina Riccio (CO) Italy
Tel / Fax: +39 031 834 573
info@romaxitalia.com
- Giancarlo Gatti S.R.L. (Agent)**
Via del Molinaccio 5
22076 Cassina Riccio
Como, Italy
Tel: +39 031 86379635
info@giancarlo.com
- Ciclomotofarmure Mondell Spa**
Via Tommaso Grossi
20841 Carate Brianza (MI) Italy
Tel: +39 0362 1717920
mondell@mondell.net
- Japan**
Kuwahara International Co., Ltd.
11-122-Chomei, Chiyoda-ku, Chiyoda, Tokyo, 100-8513, Japan
Tel: +81 6 6371 1805
info@kuwahara-intl.com
kuwahara-intl.com
- Luxembourg**
Maybo Bikes
Tendrienvoer 23
SAGE OUV Verviers
Notre-Dame
Tel: +31 462 32 08 10
info@maybo.nl
maybo.nl
- Mexico**
Beñor Bikes S.A. De C.V.
Vestido Guerrero 90-75
Carretera Aguascalientes-Zamora
Jalisco 45205, Mexico
Tel: 812 223 226 1160
sales@benor.com.mx
- Conecta 777**
Classe Vilaqueiro
Distrito 777 Costa Azul
Zona Hotel, Buarque Marques, 22030
Maringá,
Tel: 546 178 5432
info_777@romax.com
- Extreme Rider**
Enxà Maricó
Plaça Agaçó #160
C/da. Jardim de São Marçal,
Município de 14210
Tel: 706319877
extremarider@romax.com
- Netherlands**
Maybo Bikes
Tendrienvoer 23
SAGE OUV Verviers
Notre-Dame
Tel: +31 462 32 08 10
info@maybo.nl
maybo.nl
- New Zealand**
Action Down Under
14 Kanaka Place
Te Rapa, Hamilton 3241
New Zealand
Tel: +64 7 849 5493
actiondownunder.co.nz
- Norway**
Sundhus Distributør AS
Lørenveien 75
4013 Sandness
Tel: 41375867
info@sundhus.no
sundhus-rytter@as.no
- Peru**
Diego Yateque S.A.C.
Yaly Medina Sanchez
J. José Gálvez 134-198
Mapleline del Mar, Lima L17
Peru
Tel: 51 27222454
info@diego-yateque.com
- Peru**
Diego Yateque S.A.C.
Yaly Medina Sanchez
J. José Gálvez 134-198
Mapleline del Mar, Lima L17
Peru
Tel: 51 27222454
info@diego-yateque.com
- Singapore**
Chloe Aho Pvt / kohli
Block 829
State Tower #02-1106
Singapore, Singapore 479205
chloe.ah@gmail.com
info@chloe.com.sg
- Slovakia**
Slovakies S.R.O.
Cestná 1, 01000 Bratislava, Slovakia
0170 81 Bratislava
Slovakia
Tel: +421 42 4421596
ev@romaxsk.com
romaxsk.com
- Slovenia**
Inverted SI
Tel: +386 (0) 44 265 211
info@inverted.si
inverted.si
- Spain**
Tabletop Bikes S.L.
Calle Serrano, 610-612,
Las Rozas de Madrid, 28202
Spain
Tel: +34 91 610 4536
info@tabletopbikes.com
tabletopbikes.com
- Race Company**
Christophe Meyers
Quartier Saint-Jean La Cuvée
94009 Paris
France
Tel: +33 4 90 54 40 68
romax@race-company.com
race-company.com
- South Africa**
Zion Bikes PTY (Ltd)
94 Stuart Close
Somerset Eastman Park,
Somerset West
Cap Town, Western Cap 7138
South Africa
Tel: 1 21 72517560
info@zionbikes.co.za
- Sweden**
Blue and Yellow
(Actionspot Store)
Åsängsgården 1,
202 73 Angelholm,
Sweden
Tel: +46 70 628 11 68
Berg@blueandyellow.se
blueandyellow.se
- United Kingdom**
Moore Large & Co., Ltd.
Orangean Buildings
Slinn Lane Industrial Estate,
Slinn, UK
Derty Cycles DE24 90L
Tel: +44 1342 274 252
sales@moorelarge.co.uk
moorelarge.co.uk
- United States**
Cycle Group Inc.
8024 Cornerstone
9880 N. Orangeburg Way
Alpharetta, GA 30201
Tel: 770 488 9197
info@romaxusa.com
romaxusa.com
- Bicycle Technologies Int.**
Tel: 804 473 1810
arouso@bicycle.com
bicy.com
- JD Cycle Supply**
12201 Ash Road, #1
Fwy 207
Coral Springs, FL 33065
Tel: 954 815 1120
jfd@jdcycle.com
- Quality Bicycle Products**
Tel: 800 345 0804
info@qbp.com
qbp.com
- Torcano Industries**
20311 Lake Forest Drive
Bellaire 77418
Lake Forest, CA 92630
Tel: 949 944 2644
info@torcanobikes.com
info@torcanobikes.com
- Western Power Sports**
Tel: 800 999 3300
info@westernpower.com
westernpower.com

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

品牌行銷-賽事/車隊贊助及參與展覽



品牌行銷-贊助車手/車隊獲得佳績

the 2019 UCI Elite Women BMX

the 2019 UCI Elite Women DH

World Championships : Alise Post

Overall Championships : Tracey Hannah



- Polygon UR team

https://www.youtube.com/watch?time_continue=13&v=oWm_gyxVe1U&feature=emb_logo



生產技術與服務

產線：沖床、壓鑄、加工、裝配、實驗室、倉儲等



企業社會責任 -

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。



企業社會責任-環境友善

近年投入環保、降低污染，已陸續投入：

- 1) 廠區建置太陽能發電系統
- 2) 廠區綠化並種植超過1000棵樹
- 3) 廠區均採用LED/省電照明燈具
- 4) 空調/空壓機等設備採用變頻馬達，降低耗能
- 5) 以屋頂隔熱或負壓風扇降低室度，減少空調耗能
- 6) 建制滯洪池及水土保持設施，加強區域防洪排水
- 7) 設立員工餐廳並使用環保餐具，降低一次性餐盒使用
- 8) 廠內堆高機電動化，減少柴油使用
- 9) 投入製程空污設備升級
- 10) 建置廠區廢水處理設備
- 11) 落實廠區廢棄物回收及再利用



企業社會責任 - 員工照護

本公司重視人性管理及與員工之雙向溝通，勞資關係和諧。未來將持續造就良好之工作環境，增進員工福利。

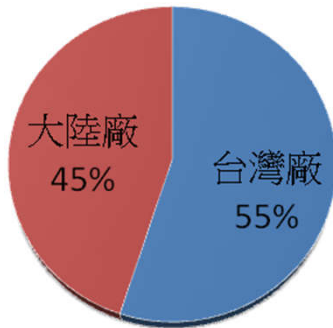
- 1) 優質的辦公環境
 - 2) 員工餐廳及休閒育樂室
 - 3) 員工宿舍
 - 4) 員工專屬停車場
 - 5) 哺乳室/工安訓練教室
 - 6) 重視職業安全衛生，設置勞安室及職醫職護
- 等……



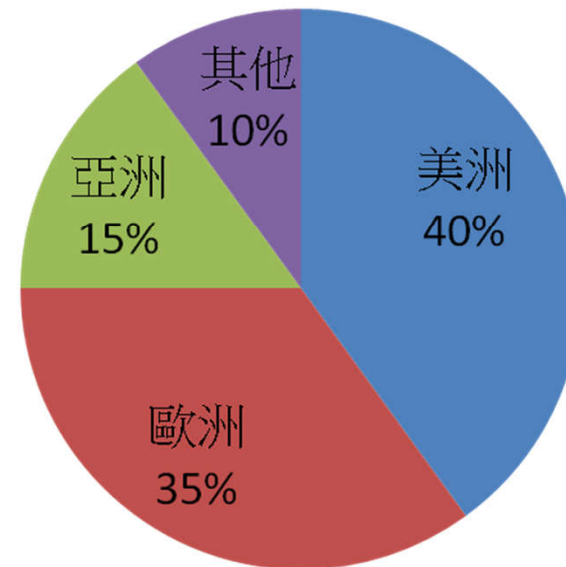
財務資訊 - 各區域生產及銷售比重

自有及代工營收佔比

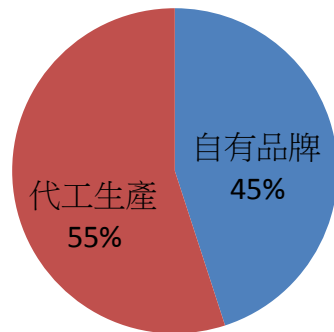
各廠產能分配



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

	2014	2015	2016	2017	2018
營業收入 (千元)	3,882,822	3,472,526	2,851,336	2,813,640	2,995,946
營業毛利 (%)	15.15	14.14	11.86	13.92	9.14
營業利益 (千元)	240,837	114,742	-57,435	-6,152	-151,377
稅後淨利 (千元)	265,157	153,737	10,387	-49,106	91,840
每股盈餘 (元)	1.01	0.61	0.06	-0.18	0.41
股利分配 (元)	0.5	0.5	0.2	0.2	0.25



PROMAX

感謝聆聽
謝謝指教

Vision Innovation Passion

PROMAX PROMAX PROMAX PROMAX PROMAX PROMAX PROMAX PROMAX PROMAX PROMAX

