



2020年法人說明會簡報



Vision Innovation Passion

2020/11/24

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。



公司經營理念 -

經營理念：

「無止盡地追求世界第一的管理、品質創新、速度、服務。

堅守誠信、勤儉、務實的正道。

積極培育、珍惜、關懷員工，讓利奇人盡情地發揮最高潛力。

晉升世界級的綠色高效能製造領導群，對人類社會環境真正做出貢獻。」

- **本公司經營穩健，財務體質良好，公司成立至今，均秉持創辦人以「無借貸」「無負債」自有資金經營的理念，財務透明度高，對於景氣各種變化能妥善因應。**

公司核心競爭力-



媒體報導

https://www.youtube.com/watch?v=vTC3dv5c0pY&list=L6EJ_TxPE1hadP_FkdeOIm9w&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



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For the most up to date distributor listing, please visit promaxcomponents.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

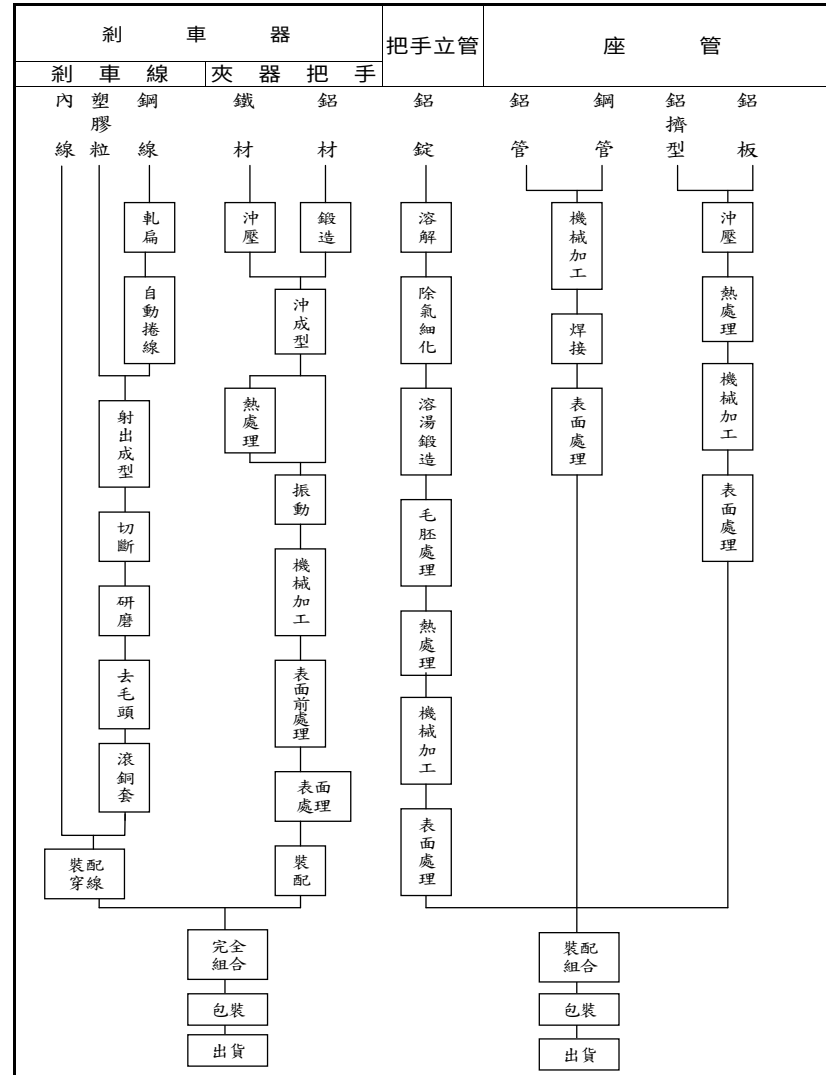
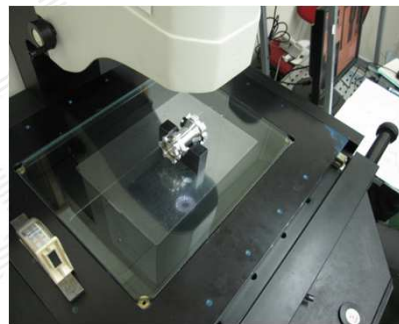


生產技術與服務

產線：沖床、壓鑄、加工、裝配、實驗室、倉儲等



生產技術與服務 - 產品製造流程



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1500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。

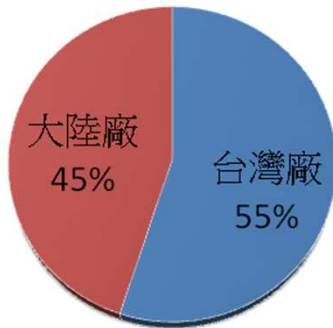
- 1) 優質的辦公環境
 - 2) 員工餐廳及休閒育樂室
 - 3) 員工宿舍
 - 4) 員工專屬停車場
 - 5) 哺乳室/工安訓練教室
 - 6) 重視職業安全衛生，設置勞安室及職醫職護
- 等……



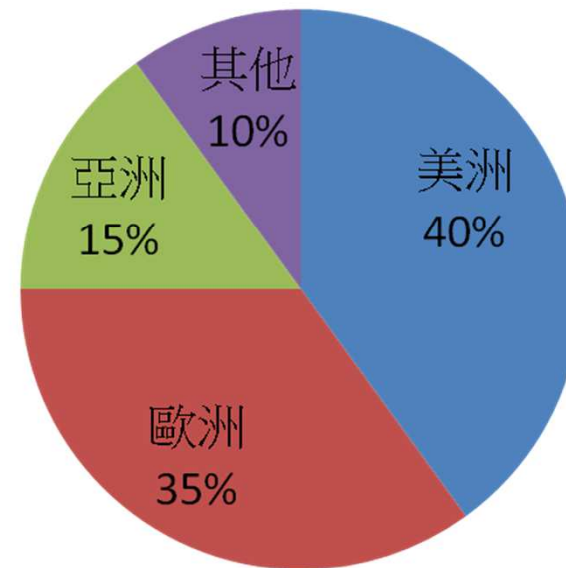
財務資訊 - 各區域生產及銷售比重

自有及代工營收佔比

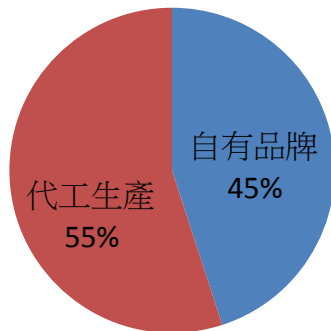
各廠產能分配



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

	2015	2016	2017	2018	2019	2020 至Q3
營業收入 (千元)	3,472,526	2,851,336	2,813,640	2,995,946	2,999,007	2,291,776
營業毛利 (%)	14.14	11.86	13.92	9.14	11.00	13.76
營業利益 (千元)	114,742	-57,435	-6,152	-151,377	-83,234	51,893
稅後淨利 (千元)	153,737	10,387	-49,106	91,840	15,965	33,803
每股盈餘 (元)	0.61	0.06	-0.18	0.41	0.06	0.16
股利分配 (元)	0.5	0.2	0.2	0.25	0.2	



感謝聆聽
謝謝指教

Vision Innovation Passion

