



Lee Chi Enterprises Co., Ltd.  
**INVESTOR CONFERENCE for 2021**



Vision Innovation Passion

2021/11/17



# Company Structure

**Lee Chi GROUP**

**Taiwan**

**Changhua Factory**

**Taiwan**

**Nantou Factory**

**China**

**Kunshan Factory**



# Company Overview

- **Our History :**

Lee Chi was founded in May 1973. Our business includes design and manufacturing of bicycle components as well as other industrial parts.

In Nov 1995, Lee Chi went IPO and was listed in Taiwan Stock Exchange, with the listing code “1517”.

- **Corporate Governance :**

Lee Chi follows worldwide management policy, including regular internal/external audit, and standardized financial reports. With the setup of company spokesman and effective communication methods, the board and corporate officers recognize that the long term interests of the company are advanced when they are responsive to the voices of customers, suppliers, employees and shareholders. Throughout the years, Lee Chi has also acquired certification for ISO- 9001、 ISO- 14001、 OHSAS- 18001、 TOSHMS & AS- 9100.

# Company Overview cont'd

## • Company Principles :

The management team understands the need to change and the need for stability. With this philosophy, Lee Chi has weathered through multiple industry cycles and continues to grow with sustainability.



# Company Strength-

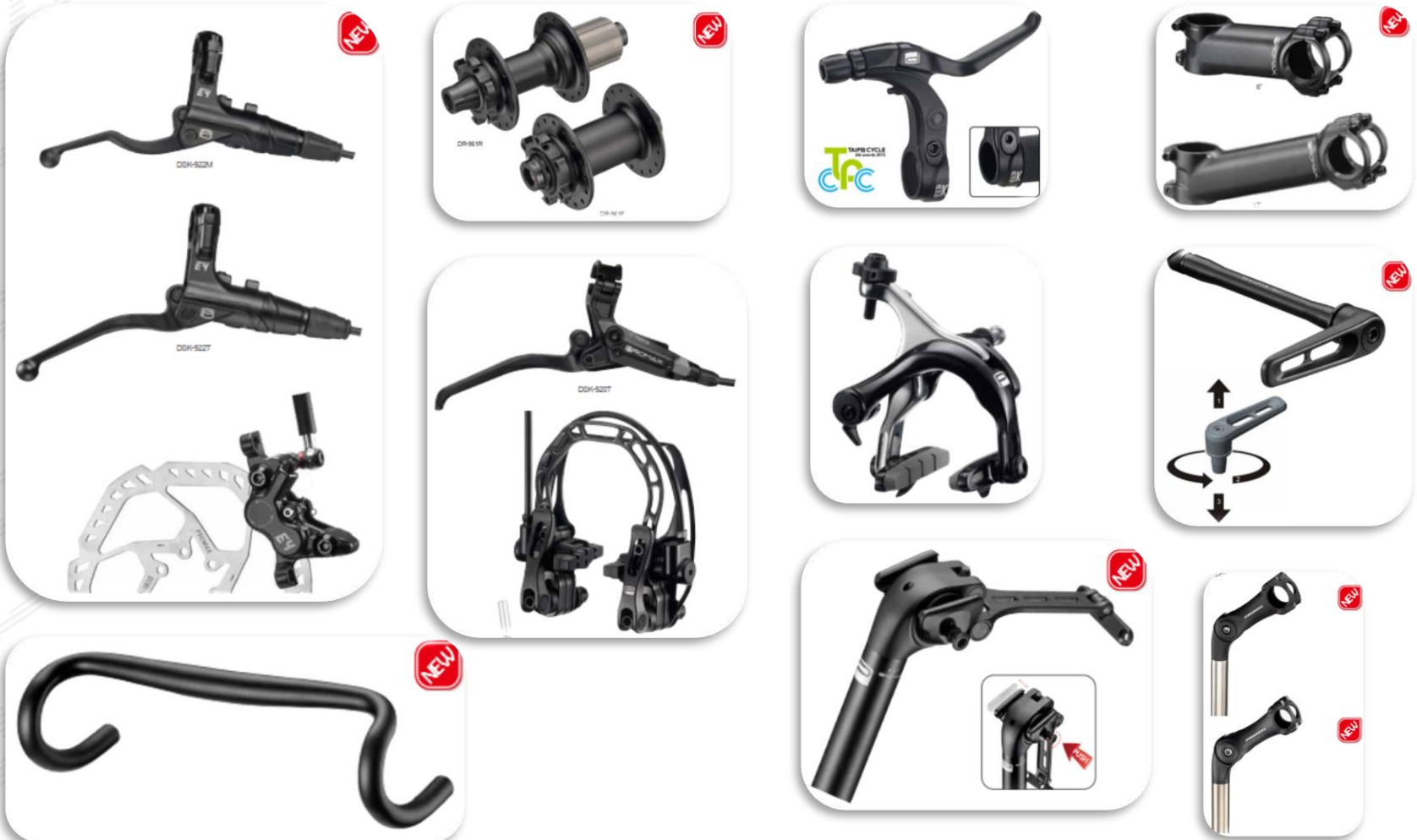


## News

[https://www.youtube.com/watch?v=vTC3dv5c0pY&list=L6EJ\\_TxPE1hadPFkdeOIm9w&index=5&t=0s](https://www.youtube.com/watch?v=vTC3dv5c0pY&list=L6EJ_TxPE1hadPFkdeOIm9w&index=5&t=0s)

# Product Offering

-Products include Brake & Lever, Seat Post, Stem, Handle Bar, Hub, Forged parts & more.







# Innovation and Awards


## 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.



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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.



# Branding-

The self-owned brand “PROMAX” has been recognized globally as a popular choice in mid-high end bicycle consumer market for over 25 years.





# Distribution Channels & Services-



## CONTACT INFORMATION



- A Argentina**  
MAJ Distribution  
282 Santa Fe  
Buenos Aires, Argentina  
Tel: 02 614 385 913  
maj@maj.com.ar
- Australia**  
Advance Traders (Australia) Pty Ltd.  
7 Dumbell Street Alton  
Melbourne, QLD 4070  
Australia  
Tel: +61 08 4 1437 7279  
info@advancetraders.com.au  
advancetraders.com.au
- B Belgium**  
Meybo Bikes  
Tendelvenstraat 25  
1420 St. Verbeke  
Netherlands  
Tel: +31 482 32 58 10  
info@meybo.nl  
meybo.nl
- Bolivia**  
Gentify Bolivia  
Av. 18 de Julio 1500  
Suñido Avenida, P.O. #18  
08011 La Paz, La Paz  
Bolivia  
info@gentifybolivia.com  
gentifybolivia.com
- Brazil**  
BMX Parts Brazil  
Rua Henrique Afonso  
272-304 190  
Americana São Paulo Brazil  
Tel: 321 883 3260  
brazilparts@brazil.com
- Pro BMX**  
Tel: 55 011 8377 6202  
ventas@probx.com.br  
probx.com.br
- Canada**  
Distribution West  
7 6300 Cooney Way  
Richmond, BC V6X1K6 Canada  
Tel: 604 646 6462  
sales@distributionwest.com
- Saudians Agency Distribution**  
9419-41 St.  
Calgary, Alberta T2B 2A7  
Canada  
Tel: 780 495 6072  
sagency@stak.ca
- Jagger Sports Co.**  
2885 Bown Green Street  
Mississauga, Ontario M4C 1T1  
Canada  
Tel: 514 833 6377  
info@jaggersports.com  
jaggersports.com
- Colombia**  
República BMX  
Carretera #7 No 3308  
Cali, Valle 03000  
Colombia  
Tel: 57 302 710 108  
sales@republicabmx.com  
republicabmx.com
- Costa Rica**  
Costa Rica BMX Supply  
Avenida 3535-1000  
San José, Costa Rica  
Tel: 0050 6338 7006  
sebastianchavez@trmsal.com
- Curacao**  
Yess BMX Curacao  
Tel: +5999 526 8865  
carriesschaal@curacao.com
- Denmark**  
Lønloft Cykler  
c/o Postboks 107  
2000 Høveltebjerg  
Copenhagen, Denmark  
Tel: +45 22 11 10  
info@lonloftcykler.dk  
lonloftcykler.dk
- Eurobike**  
Kasselerparken 42  
6230 Kassel  
Germany  
Tel: +49 20 64 70 74  
eurobike@eurobike.de  
eurobike.de
- Dominican Republic**  
Al Parlo con Alfredo  
c/Alfonso Parrota #1 Casa #1  
Santo Domingo, D.N. 52006  
Tel: 829 681 1108  
alfredo@parlocconalfredo.com  
parlocconalfredo.com
- Ecuador**  
Base Extreme  
Marcelo Rold  
Paseo de la Piedad 5.130 y  
Avenida Tanager  
Cuenca, Azuay 010201  
Ecuador  
info@baseextreme.com.ec  
baseextreme.com.ec
- France**  
Race Company  
Christiane Marner  
Quarter Sullyman Le Chêne  
34000 Apt  
France  
Tel: +33 4 90 54 40 40  
info@race-company.com  
race-company.com
- Germany**  
Messinghäger GmbH & Co.  
Hallenstraße 46  
026164, Braunschweig Germany  
Tel: +49 5 544 844 445  
info@messinghaeger.com  
messinghaeger.com
- India**  
Infini GmbH  
Rohini-Ring-Str. 12  
58020 Köln  
Germany  
Tel: +49 20 221 90807 23  
sales@infini.com
- Greece**  
Ideasport Retail EPE  
Mikrolia Kafitonia Greece  
Kafitonia 26100  
Tel: 36667272723  
www.ideasport.gr
- Hong Kong**  
BMX Evolution  
118 JC International 800, Park  
91 Kowloon Street  
Shek O, Kowloon, Hong Kong  
Tel: +852 8 607 9663  
info@evolutionbmx.com  
evolutionbmx.com.hk
- Hungary**  
Messinghäger GmbH & Co.  
Hallenstraße 46  
026164, Braunschweig Germany  
Tel: +49 5 544 844 445  
info@messinghaeger.com  
messinghaeger.com
- Indonesia**  
PI Biker  
Jl. Baranangsih KM 3/3  
Pekayon, Lembang, West Java  
Gresik, East Java #111 Indonesia  
Tel: +62 31 8964934  
info@pi-biker.com
- Ireland**  
Moore Large & Co., Ltd.  
Oranmore Dublin 9  
Série Lane Industrial Estate  
Série Lane  
Derry City/Derry DC24 9QL  
Tel: +44 1 322 224 252  
sales@moorelarge.co.uk  
moorelarge.co.uk
- Italy**  
Assistenza Antonio Rulo  
Via S. Marconi 360  
22818 Cassina Riccarda (CO) Italy  
Tel / Fax: +39 031 834 573  
info@antoniorulo.com
- Giancarlo Gatti S.R.L. (Agent)**  
Via del Moroscano 5  
22818 Lomazzo  
Como, Italy  
Tel: +39 031 8637963  
info@giancarlo.it
- Ciclomotofarmure Mandelli Spa**  
Via Tommaso Grossi  
20841 Carate Brianza (MI) Italy  
Tel: +39 0362 170700  
mandelli@mandelli.it
- Japan**  
Kowahara International Co., Ltd.  
11-12-2 Chino, Chinoabashi, Higashimurayama, Osaka, 537 0813, Japan  
Tel: +81 6 6971 1855  
info@kawahara-intl.com  
kawahara-intl.com
- Luxembourg**  
Meybo Bikes  
Tendelvenstraat 25  
1420 St. Verbeke  
Netherlands  
Tel: +31 482 32 58 10  
info@meybo.nl  
meybo.nl
- Mexico**  
Beñor Bikes S.A. De C.V.  
Vivienda Cuernavaca No. 79  
Calle Agua Caliente Zócalo  
Juchitán 65206, México  
Tel: 9152 202 236 1180  
sales@benor-bikes.com
- Camera 777**  
Calle Vialpaz  
Delegado 777 Cuauhtémoc  
Ciudad de México, México 06700  
México  
Tel: 566 178 5432  
info\_camera777@gmail.com
- Extreme Rider**  
Enxà Mariscal  
Paseo de la Libertad #190  
Calle Carretera de los Mariscales  
México DF 14210  
Tel: 7065318877  
extremarider@gmail.com
- Netherlands**  
Meybo Bikes  
Tendelvenstraat 25  
1420 St. Verbeke  
Netherlands  
Tel: +31 482 32 58 10  
info@meybo.nl  
meybo.nl
- New Zealand**  
Action Down Under  
14 Karama Place  
Te Rapa, Hamilton 3241  
New Zealand  
Tel: +64 7 849 5493  
actiondownunder.co.nz
- Norway**  
Sandnes Tøstetfabrik AS  
Løstetveien 75  
4313 Sandness  
Tel: 41275667  
sales@tostetfabrik.no  
sandnes-eyestabfabrik.no
- Peru**  
Diego Yafteque S.A.C.  
Yafu Medina Sanchez  
A. Joses (Calle) 184-188  
Magdalena del Mar, Lima L17  
Peru  
Tel: 51 2772494  
yafu@diego-yafteque.com
- Singapore**  
Chofe Asia Pte / kofei  
Block G29  
Straits Residence #C2-1104  
Singapore, Singapore 479206  
chofe.asia.singapore@gmail.com  
hario@kofe.com.sg
- Slovakia S.R.O.**  
Cestná 1, 020 004 Bratislava III  
810 01 Bratislava (near Vajnorská  
Staviska)  
Tel: +421 2 48 421 1150  
info@skobikes.sk  
skobikes.sk
- Slovenia**  
Inverto SI  
Tel: +386 05 44 266 211  
info@inverto.si  
inverto.si
- Spain**  
Tabletop Bikes S.L.  
Calle Gavarró Oribe, S/O-81,  
Las Rozas de Madrid, 28232  
Spain  
Tel: +34 91 010 4534  
info@tabletopbikes.com  
tabletopbikes.com
- Race Company**  
Christiane Marner  
Quarter Sullyman Le Chêne  
34000 Apt  
France  
Tel: +33 4 90 54 40 40  
contact@race-company.com  
race-company.com
- South Africa**  
Zan Bikes PTY (LTD)  
94 Stuart Close  
Dorchester Business Park,  
Dorchester Road  
Cap Town, Western Cap T10  
South Africa  
Tel: 1 21 72517565  
info@zambikes.co.za
- Sweden**  
Blue and Yellow  
(Actionsport Store)  
Åsangergatan 9  
202 73 Angerhusen,  
Sweden  
Tel: +46 8 626 10 68  
Berg@blueandyellow.se  
blueandyellow.se
- United Kingdom**  
Moore Large & Co., Ltd.  
Oranmore Dublin 9  
Série Lane Industrial Estate  
Série Lane  
Derry City/Derry DC24 9QL  
Tel: +44 1 322 224 252  
sales@moorelarge.co.uk  
moorelarge.co.uk
- United States**  
Cycle Group Inc.  
8033 Compton  
3180 N. Orange Blossom Way  
Aurora, Ca. 92007  
Tel: 714 688 8167  
info@cyclegroup.com  
www.cyclegroup.com
- Bicycle Technologies Int.**  
Tel: 801 471 1818  
info@bte.com  
bte.com
- JD Cycle Supply**  
12201 NW 98th St.  
P.O. 207  
Coral Springs, FL 33065  
Tel: 954 815 7335  
info@jdcyclesupply.com
- Quality Bicycle Products**  
Tel: 800 348 0004  
www.qbp.com  
qbp.com
- Torcano Industries**  
2031 Lake Forest Drive  
Bain 918  
Lake Forest, CA 92630  
Tel: 949 948 2444  
info@torcanobikes.com  
info@torcanobikes.com
- Western World Sports**  
Tel: 800 999 3306  
info@westernworldsports.com  
westernworldsports.com

For the most up-to-date distributor listing, please visit [promaxcomponents.com/distributors](http://promaxcomponents.com/distributors)

# Sponsorship & Marketing-





# Sponsorship & Marketing cont'd

the UCI Elite Women BMX

the 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=mb\\_logo](https://www.youtube.com/watch?time_continue=13&v=oWm_gyxVe1U&feature=mb_logo)



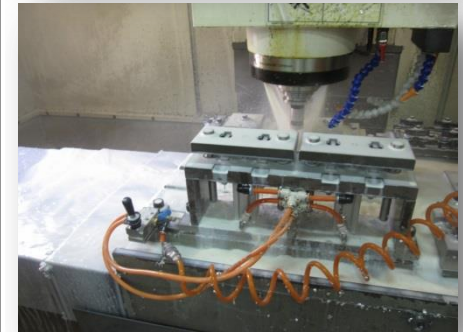
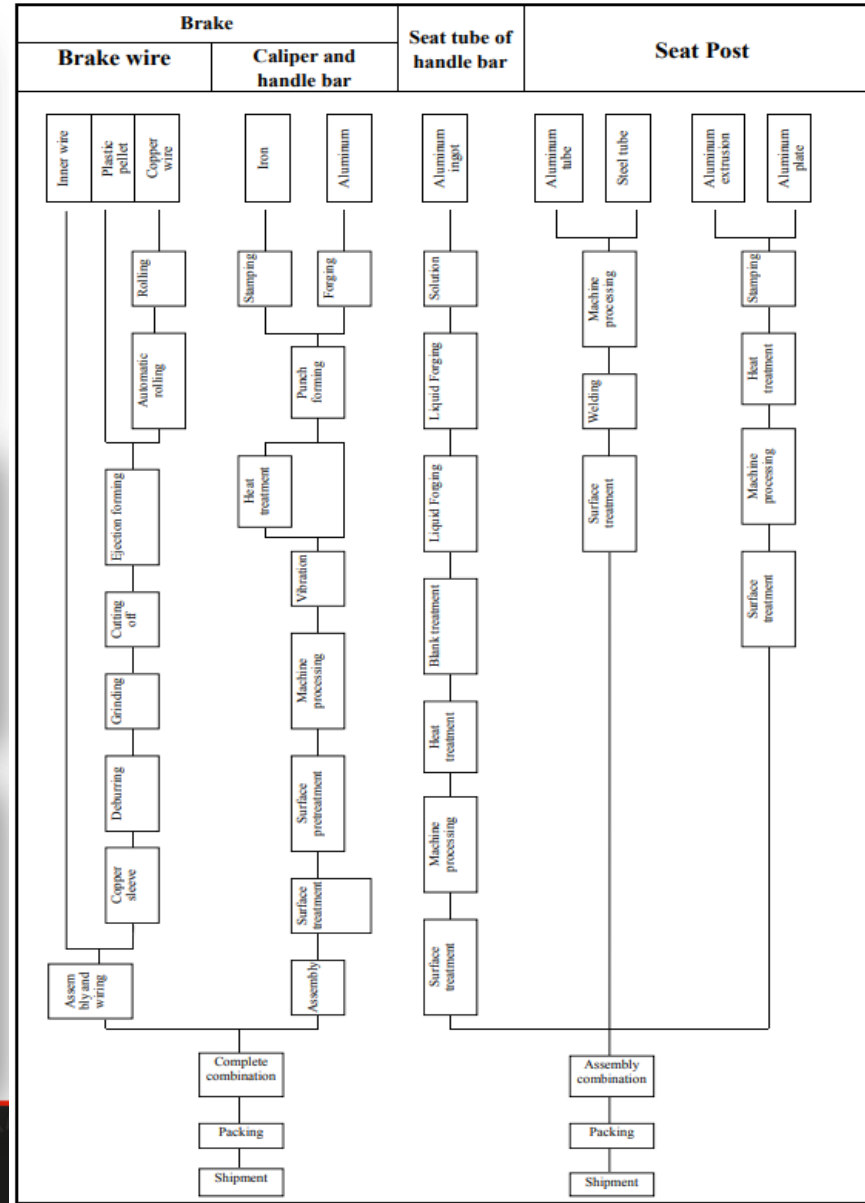
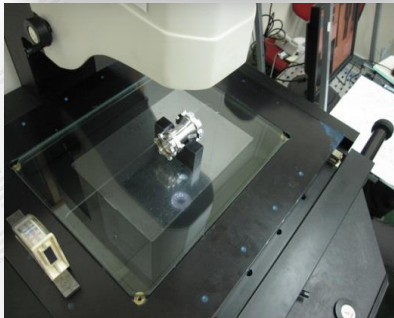


## Core Competence –

**Various Processes : forging, die-casting, precision CNC, heat- treatment, composite forming, Assembly , laboratory etc.**



# Core Competence – Product manufacturing process





# Corporate Social Responsibility-

By giving our time, resource and talent , Lee chi and its employees are dedicated to contributing back to the society, fulfilling the cycle of sustainability.



# The Green Initiative-

## Present perfect :

- 1 ) Built a solar farm to contribute to the green electricity effort
- 2 ) Planted over 1.5K trees
- 3 ) Increased the amount of energy saved through company-wide use of LED lighting
- 4 ) Upgraded the AC of the office and manufacturing floor to grade 1 energy saving system
- 5 ) Applied high grade heat insulation coating on existing / new buildings to keep the heat out and save energy
- 6) Built an underground water detention chamber to increase flood-resist capability of the neighborhood
- 7) Built a employee cafeteria to enhance the dining experience and reduce the use of one-time food/beverage container
- 8 ) Converted the fork-lifters from the traditional diesel type to electric type to reduce air pollution
- 9 ) Improved the air treatment system for casting
- 10 ) Installed a water treatment system for assorted coolant and mold separator liquid to realize clean/clear water emission
- 11 ) Reduce the plastic wrappings and bags used during the production / logistic





# Employee Care-

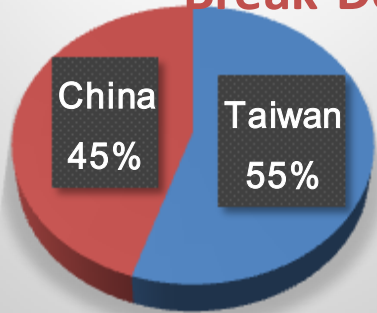
The company values humanity management and communication with employees. In the future, we will continue to create a good working environment and promote employee rights.

- 1) Quality office
  - 2) Staff restaurant and entertainment room
  - 3) Staff quarters
  - 4) Exclusive parking for employees
  - 5) Safety and Health Education and Training
  - 6) Health and safety management
- Etc.

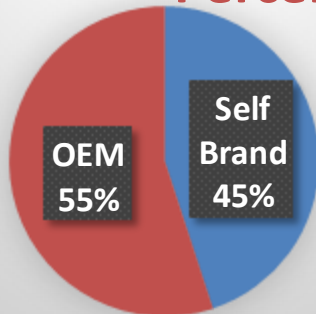


# Operation Highlights

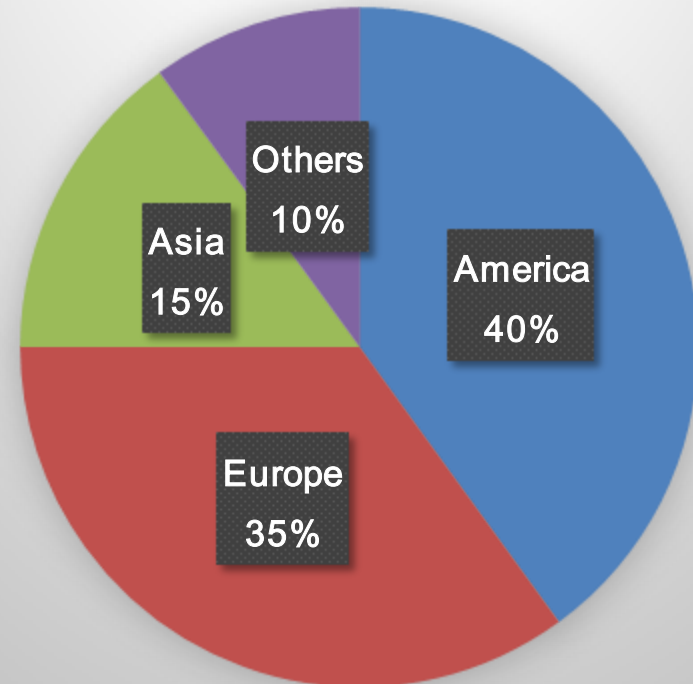
**Production Capacity  
Break-Down**



**Self Brand & OEM  
Percentage**



**Sales Break-Down**



# Financial Highlights

## Consolidated Income Statements

Unit: NTD(thousands)

	2016	2017	2018	2019	2020	2021 Q1~Q3
Sales Revenue	2,851,336	2,813,640	2,995,946	2,999,007	3,383,919	3,464,040
Gross Margin(%)	11.86	13.92	9.14	11.00	15.39	18.87
Operating Income	-57,435	-6,152	-151,377	-83,234	136,845	350,775
Net Income	10,387	-49,106	91,840	15,965	202,305	352,177
EPS (NT\$)	0.06	-0.18	0.41	0.06	0.76	1.46
Cash Div.(NT\$)	0.2	0.2	0.25	0.2	0.35	





**Thank You**

Vision Innovation Passion

