



Lee Chi Enterprises Co., Ltd.
INVESTOR CONFERENCE for 2022



Vision Innovation Passion

2022/11/25

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-

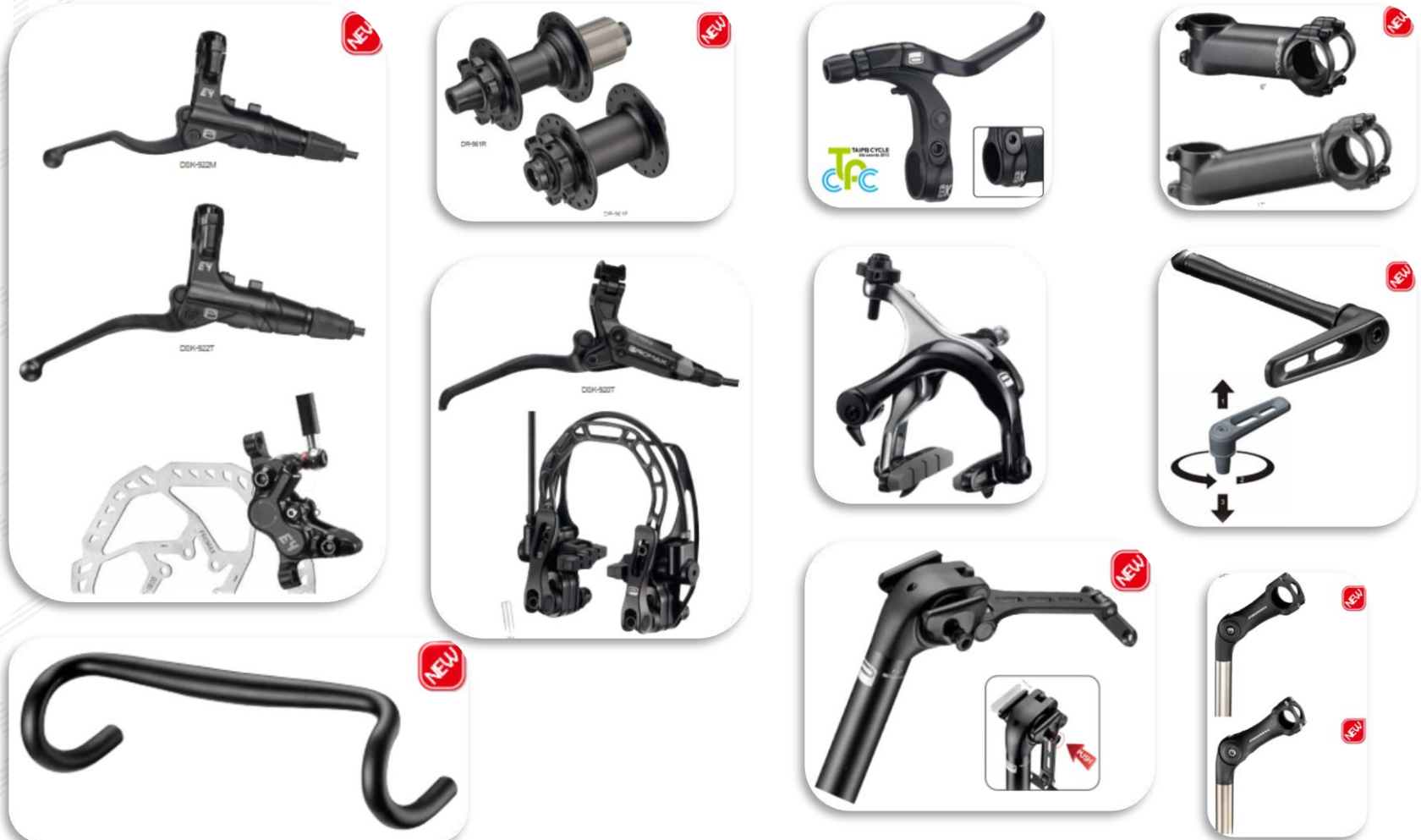


News

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

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.

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

[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.

TAIPEI CYCLE d&i awards 2017

by **if**





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



Argentina

MAJ Distribution
282 Santa Fe
Buenos Aires, Argentina
Tel: 02 614 365 943
maj@majdistribucion.com



Australia

Advance Traders (Australia) Pty Ltd.
7 Dumbell Street Auburn
Brisbane, QLD 4070
Australia
Tel: +61 (0) 4 1437 7276
info@advancetraders.com.au
advancetraders.com.au



Belgium

Maybo Bikes
Tendrechtstraat 25
3422 SW Veenendaal
Netherlands
Tel: +31 482 32 58 10
info@maybo.nl
maybo.nl



Bolivia

Gravity Bolivia
Av. 18 de Julio #1500
Sucre, Avenida, P.O. #10
08011 La Paz, La Paz
Bolivia
info@gravitybolivia.com
gravitybolivia.com



Brazil

BMX Parts Brazil
Rua Henrique Arthur
272 São Paulo
Americana São Paulo, Brazil
Tel: 321 853 1290
bmxpartsbrasil@gmail.com



Canada

Distribution West
7400 Cowan Way
Richmond, BC V6X 1G5 Canada
Tel: 604 645 5422
sales@distributionwest.com

Scandinavian Agency Distribution

9413 41 St.
Calgary, Alberta T2B 2A7
Canada
Tel: 780 455 6872
agency@scad.ca

Jagger Sports Co.

2880 Route 104
Montreal, Quebec H4C 1T1
Canada
Tel: 514 835 6377
info@jaggersports.com
jaggersports.com



Colombia

República BMX
Carretera 47 No 3108
Cali, Valle 80000
Colombia
Tel: 57 352 710 108
ventas@republicabmx.com
republicabmx.co



Costa Rica

Costa Rica BMX Supply
Avenida 3133-1000
San José, Costa Rica
Tel: 2060 3338 7008
sebastian.chavez@costaricabmx.com



Curacao

Yess BMX Curacao
Tel: +599 526 8845
curacao@yessbmx.com



Denmark

Londorf Cykler
vib. Fælledvej 107
2000 Frederiksberg
Copenhagen, Denmark
Tel: +45 32 20 11 10
info@londorfcyklar.dk
londorfcyklar.dk

Eurobike

Kasselerstrasse 62
62534 Alzenau
Germany
Tel: +49 63 20 64 70 74
eurobike@eurobike.de
eurobike.de



Dominican Republic

Al Porto con Alfredo
Oficina: Pinarero 2 Casa #1
Santo Domingo, D.R. 10306
Tel: 829 681 1108
alfredo@alporticonalfredo.com
alporticonalfredo.com



Ecuador

Base Extreme
Mariscal Rold
Paseo del Pezón 5 130 y
Paseo del Tamariz
Cuenca, Azuay 01001
Guatemala
info@baseextreme.com.ec
baseextreme.com.ec



France

Race Company
Christiane Morera
Quartier St-Jean Le Chêne
94010 Paris
France
Tel: +33 4 90 54 40 68
info@racecompany.com
racecompany.com



Germany

Messingchlag GmbH & Co.
Hallenstraße 45
10649 Berlin, Germany
Tel: +49 30 544 844 645
info@messingchlag.com
messingchlag.com

Trafic GmbH

Rheinland-Donau-Str. 12
50109 Köln
Germany
Tel: +49 221 508057 23
trafic-distribution.com



Greece

Ideales Resort EPE
Moussa Kafaloula Greece
Kafaloula 26100
Tel: 30667 717777
www.idealesresort.com



Hong Kong

BMX Evolution
116 JC International Bldg, Pk 5
21 Kowloon Street
Gee, District 1, Kowloon, Hong Kong
Tel: +852 6 807 9853
info@bmxevolution.com
bmxevolution.com



Hungary

Messingchlag GmbH & Co.
Hallenstraße 45
10649 Berlin, Germany
Tel: +49 30 544 844 645
info@messingchlag.com
messingchlag.com



Indonesia

PI Riker
Jl. Beringin KM 30
Pondok, Lembang, West Java
Gresik, East Java 61111 Indonesia
Tel: +62 31 7550414
info@pi-riker.com



Ireland

Moore Large & Co., Ltd.
Orange, Enniscorthy
Smith Lane Industrial Estate
Smith Lane
Dorset, Dorset DT24 3QL
Tel: +44 1302 224 252
sales@moorelarge.co.uk
moorelarge.co.uk



Italy

Audax Antonio Rolo
Via S. Maurizio 360
22078 Cassina Ripetta (CO) Italy
Tel: +39 031 534 573
info@audaxantonio.com

Giancarlo Gatti S.R.L. (Agent)

Via del Marone 5
20176 Lodi 0119
Como, Italy
Tel: +39 031 8637063
info@giancarlo.it

Cotomofurniture

Mondel Igo
Via Tommaso Grossi
20841 Carate Brianza (MI) Italy
Tel: +39 0362 170780
mondel@mondel.it



Japan

Kuwahara International Co., Ltd.
11-22 Chino, Chinoabashi,
Higashimura, Osaka, 537-0813,
Japan
Tel: +81 6 6371 1805
info@kuwahara.co.jp
kuwahara.co.jp



Luxembourg

Maybo Bikes
Tendrechtstraat 25
3422 SW Veenendaal
Netherlands
Tel: +31 482 32 58 10
info@maybo.nl
maybo.nl



Mexico

Beñor Bikes S.A. De C.V.
Carretera Cuernavaca No. 78
Col. Agua Blanca Zócalo
Juchitán 68200, Mexico
Tel: 9152 332 236 1160
www.benorbikes.com

Caneco 777

Clayton Velezquez
Dorado 777 Costa Rica
Turkey, Dorado 22010
Mexico
Tel: 548 175 5432
info@caneco.com

Extreme Rider

Enka Marini
Paseo Aguas #100
Col. Jardines de la Marini,
Mexico DF 14210
Tel: 79653 18677
extremarider@gmail.com



Netherlands

Maybo Bikes
Tendrechtstraat 25
3422 SW Veenendaal,
Netherlands
Tel: +31 482 32 58 10
info@maybo.nl
maybo.nl



New Zealand

Action Down Under
14 Karama Place
Te Kaha, Hamilton 3241
New Zealand
Tel: +64 7 849 5420
actiondownunder.co.nz



Norway

Sandnes Traktorfabrik AS
Løkkenveien 75
4313 Sandness
Tel: 47275067
info@sandnesfabrik.no
sandnes-ryktfabrik.no



Peru

Diego Yafique S.A.C.
Yafu Medina Sanchez
A. José Salas 184-188
Magdalena del Mar, Lima 1, 17
Peru
Tel: 51 27722454
info@diego-yafique.com



Singapore

Choke Asia Pte / kofit
Block G29
Dorbin Reserve #12-1504
Singapore, Singapore 479201
choke.asia@gmail.com
choke.asia.com



Slovakia

Slovakia S.R.O.
Cestovná 1, 01000 Bratislava
670 81 Bratislava Slovakia
Slovakia
Tel: +421 2 44211100
info@slovakia.sk
slovakia.sk



Slovenia

Inverted S
Tel: +386 01 43 26 211
info@inverted.si
inverted.si



Spain

Tabletop Bikes S.L.
Calle Tavera Chafiz, S.O. 402,
Las Rozas de Madrid, 28252
Spain
Tel: +34 91 010 4536
info@tabletopbikes.com
tabletopbikes.com



Race Company

Christiane Morera
Quartier St-Jean Le Chêne
94010 Paris
France
Tel: +33 4 90 54 40 68
contact@racecompany.com
racecompany.com



South Africa

Zion Bikes PTY (Ltd)
54 Stuart Close
Dorchester Business Park,
Dorchester, Dorset
Dorchester, Dorset DT10 1TB
South Africa
Tel: 27 22515500
info@zionbikes.co.za



Sweden

Blue and Yellow
(Action Sport Store)
Åkersgatan 10
202 73 Angered,
Sweden
Tel: +46 70 626 10 68
info@blueandyellow.se
blueandyellow.se



United Kingdom

Moore Large & Co., Ltd.
Orange, Enniscorthy
Smith Lane Industrial Estate
Smith Lane
Dorset, Dorset DT24 3QL
Tel: +44 1302 224 252
sales@moorelarge.co.uk
moorelarge.co.uk



United States

Cycle Group Inc.
3033 Commonwealth
1080 N. Orangeburg Way
Austin, Ca. 78761
Tel: 713 688 8107
info@cyclegroup.com
cyclegroup.com

Bicycle Technologies Int.

Tel: 924 471 1818
info@bicycle-tech.com
bicycle-tech.com

JD Cycle Supply

12201 NW 88th St
Ray 307
Coral Springs, FL 33065
Tel: 954 815 7135
info@jdcycle.com

Quality Bicycle Products

Tel: 800 345 0004
www.qbp.com
qbp.com

Torcano Industries

2030 Lake Forest Drive
Bala 918
Lake Forest, CA 92640
Tel: 949 364 2444
info@torcanobikes.com
torcano@torcanobikes.com

Western Power Sports

Tel: 800 999 3308
info@westernpower.com
westernpower.com

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

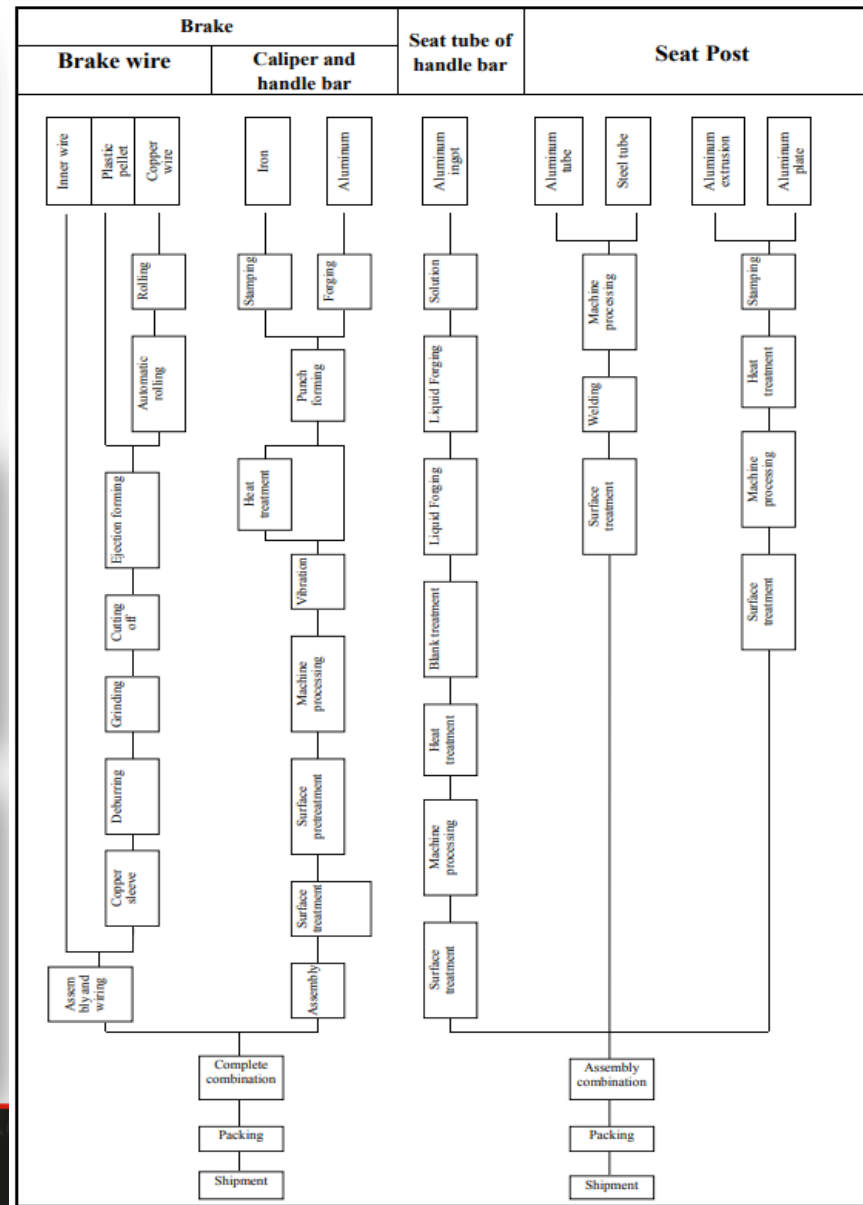
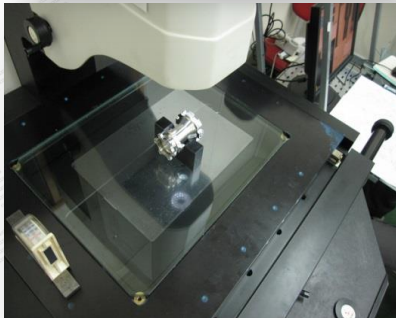
https://www.youtube.com/watch?time_continue=13&v=oWm_qyxVe1U&feature=emb_logo



Core Competence –

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





ESG-Environment

1. The company continues to promote green energy, build solar power generation systems in the factory area ,and evaluate the purchase and use of green electricity.
2. The company continues to promote the greening of the factory area, purchasing adjacent land and planting more than 1,500 trees.
3. The company continues to promote energy saving, such as adopting energy-saving lamps, frequency conversion equipment ,heat insulation ,or cooling equipment.
4. The company pays attention to the maintenance of the surrounding environment of the factory area and actively takes good care of the neighborhood.
5. The company implements waste reduction, classification and recycling in the factory area
6. The company reduces the use of fossil fuels by replacing old less energy efficient vehicles with new ones ,some of which are electric.
7. The company invested in the upgrading of air pollution equipment to improve the pollution process.
8. The company builds wastewater treatment equipment to implement water discharge reduction and reuse.
9. The company ensures that the waste in the factory area is disposed of in accordance with the law, and the recycling and reuse are done well.



ESG-Social Responsibility

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



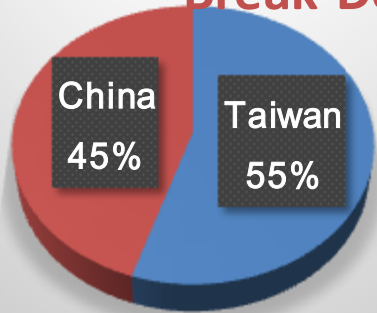
ESG-Corporate Governance

The company treats corporate governance with great importance. In response to the international sustainable development trend, we continue to strengthen company's information disclosure on all level and maintain a transparent operation.

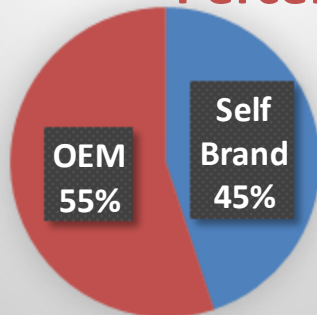
1. The Company has established a good corporate governance system, the Company drafted the “Governance Best Practice Principles”, control and review the implementation status.
2. The Company has established a spokesperson system, the Company's website has established a shareholder information investor service window, and a dedicated person is responsible for matters related to stock affairs.
3. The company has improved the composition and responsibilities of the board of directors.
4. The company has established the Remuneration Committee and Audit Committee, according to the law.
5. The Company has set up full-time (part-time) personnel to handle corporate governance-related matters and appointed the head of corporate governance to be responsible for supervision to strengthen the functions of the Board of Directors.
6. Stakeholders can communicate with the Company and make suggestions to protect their legitimate rights and interests.
7. A shareholder information investor service window has been set up on the Company's website to appropriately respond to important corporate social responsibility issues of concern to stakeholders.
8. The company has implemented employee care, attaches importance to management and two-way communication, and creates a good working environment and benefits

Operation Highlights

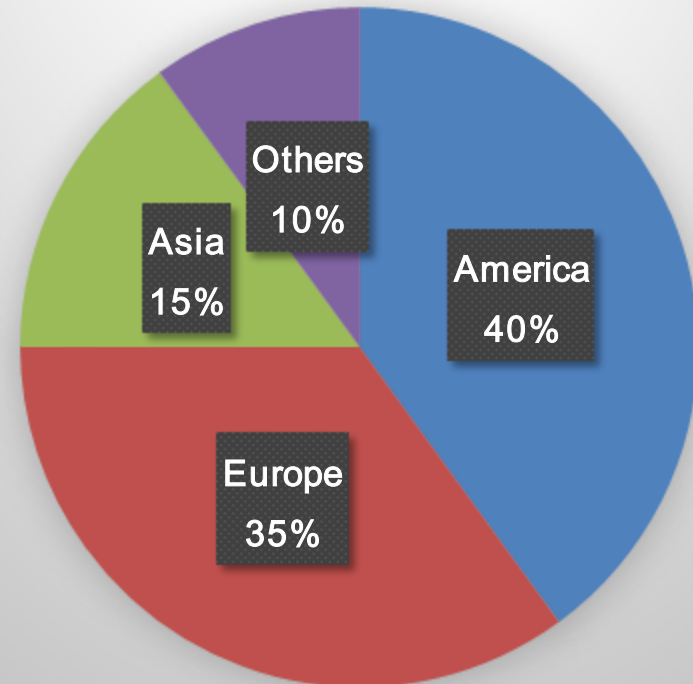
**Production Capacity
Break-Down**



**Self Brand & OEM
Percentage**



Sales Break-Down



Financial Highlights

Consolidated Income Statements

Unit: NTD(thousands)

	2017	2018	2019	2020	2021	2022 Q1~Q3
Sales Revenue	2,813,640	2,995,946	2,999,007	3,383,919	4,879,953	4,125,189
Gross Margin(%)	13.92	9.14	11.00	15.39	18.73	20.50
Operating Income	-6,152	-151,377	-83,234	136,845	455,533	528,532
Net Income	-49,106	91,840	15,965	202,305	494,023	514,369
EPS (NT\$)	-0.18	0.41	0.06	0.76	2.00	2.37
Cash Div.(NT\$)	0.2	0.25	0.2	0.35	0.8	



Thank You

Vision Innovation Passion

