



PROMAX

利奇機械工業股份有限公司 114年法人說明會簡報

日期：2025/12/18

Vision . Innovation . Passion

公司組織

- 全球化生產佈局：

透過兩岸三廠（彰化、南崗、昆山）的彈性配置，創造最適生產優勢，積極配合客戶的區域化生產需求。

彰化廠

(台灣，總部研發中心
及生產基地)



南崗廠

(台灣，生產基地)



昆山廠

(中國大陸，生產基地)



公司簡介

- **公司沿革：**

設立於西元1973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。
於西元1995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50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

技術與創新：

- 專注於金屬製造工藝，取得AS-9100 航太級的精密加工技術與品質管理體系認證。
- 技術門檻拓展至汽機車零件、航太及資訊科技產品之金屬加工，具備跨足高科技金屬加工的實力。

品牌與行銷：

- 以自有品牌PROMAX 深耕歐美市場25年，具備品牌認同及價值。
- 消費者對高品質自行車零件需求增加，利用品牌優勢擴大市佔，優化產品組合與毛利率。

財務與管理：

- 透過良好財務體質，以穩健經營、控制成本及費用。
- 整合生產據點之產能，並尋求最適供應優勢，提升競爭及供應韌性。

永續與服務：

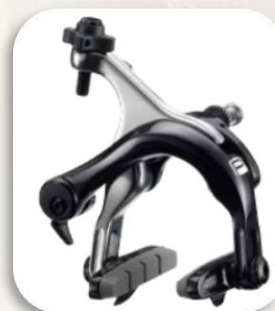
- 持續落實 ESG 目標，致力於綠色製程與低碳供應鏈。
- 配合公司發展及客戶需求，持續技術升級及設備投入，以完整製程確保生產品質與供貨穩定。



[公司年報 - 投資人關係 - 利奇機械工業股份有限公司](#)

產品研發

主要產品為自行車剎車器組、座立管、車把、花鼓、快拆及鍛造件等，擁有百件國內外專利。



持續創新

透過創新研發，屢獲國內外各項產品設計獎項

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

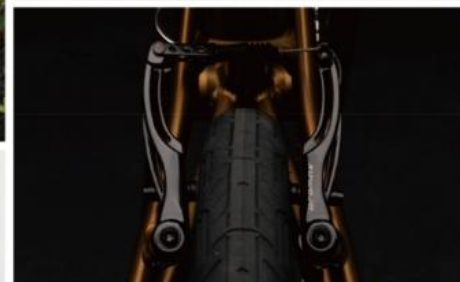
Many bikers have long wished for a solution that allows easy assembly of the saddle. The clever design of this saddle attachment responds to this very wish. A by-product of this design is that the tilt of the saddle is comparatively easy to adjust.



PROMAX

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 www.promaxcomponents.com/distributors

品牌行銷-賽事/車隊贊助及展覽



品牌行銷-贊助車手/車隊佳績

- the UCI Elite Women BMX

World Championships : **Alise Willoughby**



- the UCI Elite Women DH

Overall Championships : **Tracey Hannah**



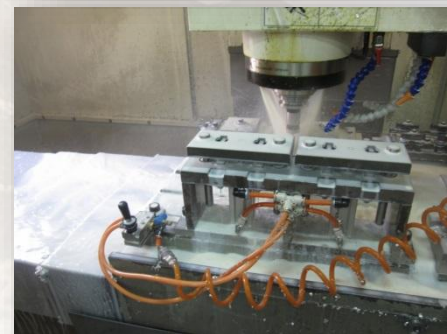
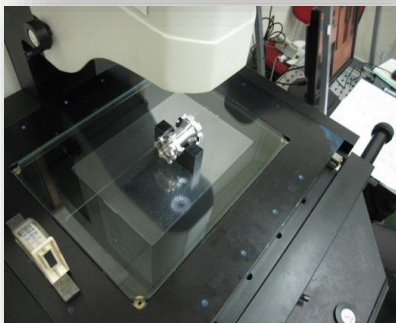
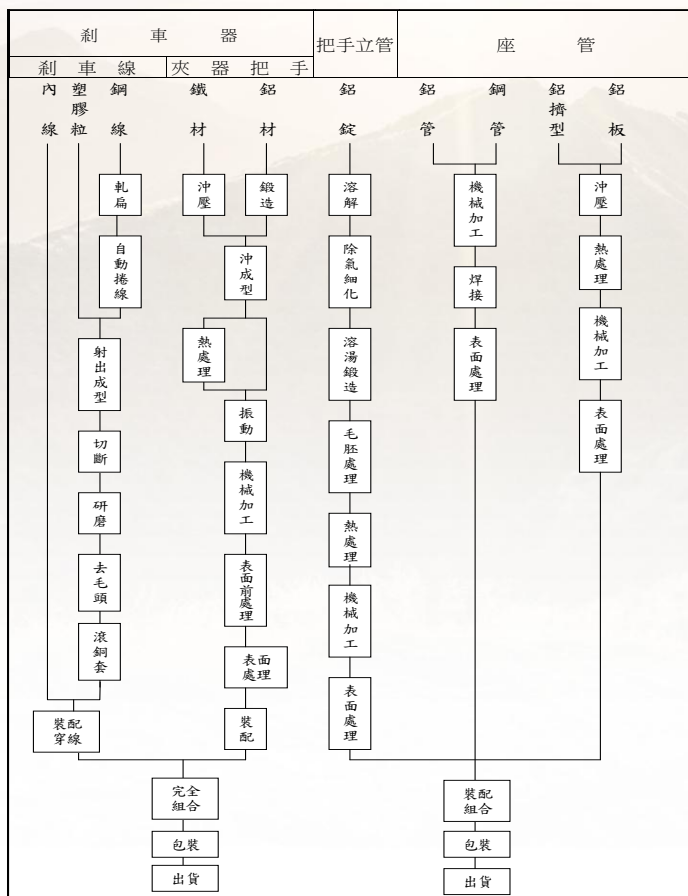
生產技術與服務

產線完整，包含沖床、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

- 整合鍛造、鑄造、CNC加工、表面處理至成品組裝出貨等完整製程，全面並快速服務客戶需求。



ESG永續-淨零轉型，永續同行

公司將朝落實企業社會責任以

一、永續目標：『最佳職場、環境保護、供應鏈管理、社會參與』

二、五大經營理念：『以踏實追求卓越、以人和發揮群力、以品質滿足客戶、以成果分享員工、以創新開拓未來』

相互結合，祈做到落實公司治理、發展永續環境、致力社會公益，深入至每位利害關係人之中，達到『淨零轉型，永續同行』之目標。



永續報告書下載 - 企業社會責任 - 利奇機械
工業股份有限公司 (leechi.com.tw)

ESG永續-2024績效

| 永續績效與亮點(2024績效總覽)

環境保護	建置太陽能板 933.46KW	再生發電量 612,808度	購買綠電 1,074,070度	節電率3.25%
社會共融	人才培育及推廣 教育文化	認養石牌公園， 協助清理環境共 同維護社區整潔	落實社會福利社區化原則，結合社會資源共同推動照顧年長者餐飲服務	
公司治理	董事會平均出席 率100%	審計委員會平均 出席率100%	薪酬委員會平均 出席率100%	持續推動與執行 (ISO9001、AS9100、 ISO14001、ISO4500 1、ISO14064-1)
創新價值	專利申請8件及專利領證10件		產品已開始使用再生鋁並規劃採用低碳鋁	

財務資訊-生產/銷售及營收佔比

- **全球生產佈局：**

台灣廠產能佔比 55% 與 大陸廠產能佔比 45%，持續整合兩岸產能，提升供應鏈韌性，運用不同生產優勢來服務客戶。

- **銷售市場分佈：**

美洲佔比 40%、歐洲佔比 35%、亞洲佔比 15%、其他區域佔比 10%，分散市場及客戶分布，全球行銷。

- **品牌營收分布：**

自有品牌PROMAX佔比 45%，代工客戶佔比 55%，持續投入品牌行銷，利用 PROMAX 品牌優勢，搶佔高階組車廠 (OE) 及修補市場 (AM)。

財務資訊-合併簡易損益表

	2020	2021	2022	2023	2024	2025至Q3
營業收入 (仟元)	3,383,919	4,879,953	5,084,564	1,892,415	2,033,762	1,525,561
營業毛利 (%)	15.39	18.73	19.76	2.68	3.90	3.66
營業利益 (仟元)	136,845	455,533	597,955	-308,510	-286,789	-226,196
稅後淨利 (仟元)	202,305	494,023	555,205	-158,341	-92,121	-143,355
每股盈餘 (元)	0.76	2.00	2.55	-0.75	-0.42	-0.66
股利分配 (元)	0.35	0.8	0.9	0.2	0.2	-



THANK YOU

