

The background of the slide is a scenic photograph of a mountain range at sunset. The sun is low on the horizon, creating a warm, golden glow and long shadows across the mountain ridges. In the lower right foreground, three cyclists are riding along a dirt path on a grassy slope. The overall mood is one of adventure and achievement.

**PROMAX**

Lee Chi Enterprises Co., Ltd.  
**INVESTOR CONFERENCE for 2025**

2025/12/18

**Vision . Innovation . Passion**

# Corporate Structure

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- **Global Production Layout**

Through the flexible configuration of three factories across Taiwan and Mainland China (Changhua, Nangang, Kunshan), we create optimal production advantages and actively support customers' regional production demands.

## **Changhua factory**

(Taiwan, Head Office & R&D Center  
And Production base)



## **Nangang factory**

(Taiwan, Production Base)



## **Kunshan factory**

(China, Production base)



# Company Overview

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- **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.



# Core Competitiveness

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- **Technology and Innovation**

Focusing on metal manufacturing processes, we have obtained AS-9100 aerospace-grade precision machining technology and quality management system certification. Our technological capabilities have expanded to include metal processing for automotive parts, aerospace, and IT products, giving us the strength to venture into high-tech metal processing.

- **Brand and Marketing**

With our own brand PROMAX, we have cultivated the European and American markets for 25 years, possessing brand recognition and value. As consumer demand for high-quality bicycle parts increases, we leverage our brand advantage to expand market share and optimize our product mix and gross profit margin.

- **Finance and Management**

Through a sound financial structure, we maintain stable operations and control costs and expenses. We integrate the capacity of our production sites and seek optimal supply advantages to enhance competitiveness and supply resilience.

- **Sustainability and Service**

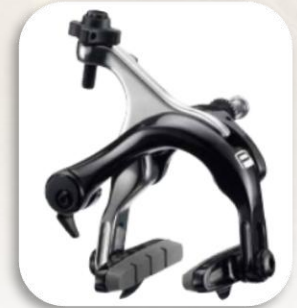
We continuously implement ESG goals, committing to green processes and a low-carbon supply chain. In line with company development and customer needs, we continuously upgrade our technology and invest in equipment to ensure product quality and stable supply through complete processes.



[Company  
Annual Report](#)

# Key Products and Innovation

-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**

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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

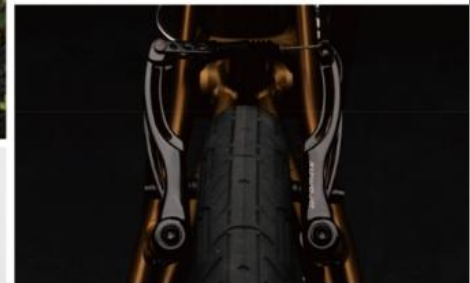
Many bikers have long wished for a solution that allows easy assembly of the saddle. The clever design of this saddle attachment responds to this very wish. A by-product of this design is that the tilt of the saddle is comparatively easy to adjust.





# Deepening Brand Cultivation & Product Marketing

Our proprietary brand, "PROMAX," has been operating in the European and American mid-to-high-end bicycle markets for over 25 years, enjoying established brand awareness and consumer recognition.





# Distribution Channels & Services



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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

World Championships : Alise Willoughby



- the UCI Elite Women DH

Overall Championships : Tracey Hannah





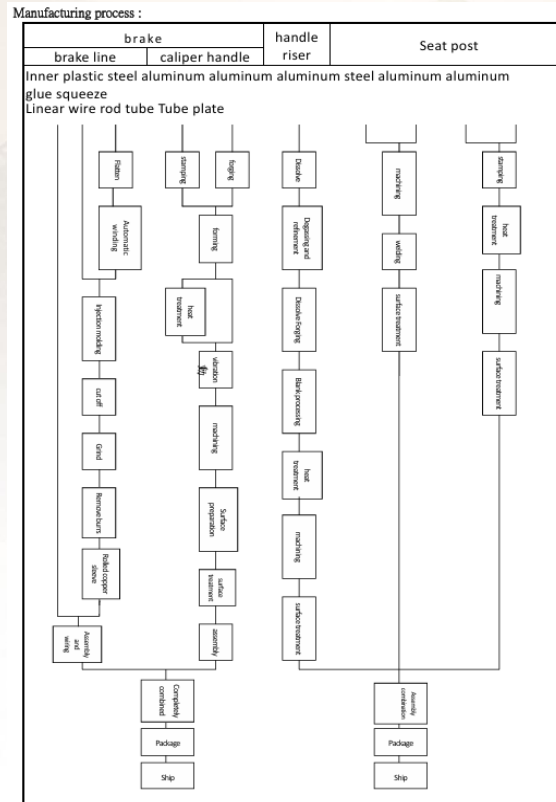
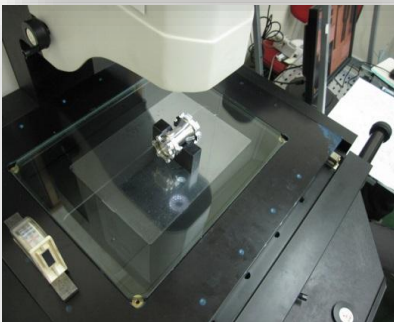
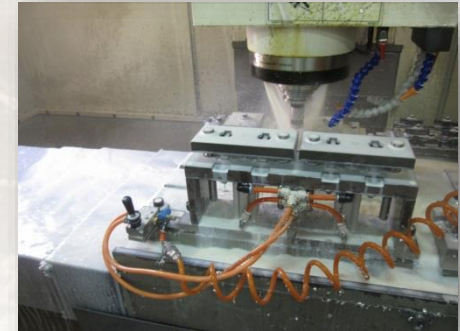
# Production & Technology

Complete production lines, including Stamping, Die-Casting, Machining, Assembly, Laboratory, and Warehousing.



# Production & Technology

- Integrating complete processes from Forging, Casting, CNC Machining, and Surface Treatment to finished product assembly and shipment, providing comprehensive and swift service to meet customer needs.





# ESG-Sustainability

The Company aims to fulfill its Corporate Social Responsibility (CSR) by:

1. **Sustainability Goals:** "Optimal Workplace, Environmental Protection, Supply Chain Management, Social Engagement"
2. **Five Management Philosophies:** "Pursue excellence through diligence, Harness synergy through harmony, Satisfy customers through quality, Share success with employees, Create the future through innovation. "

Integrating these principles to implement corporate governance, develop a sustainable environment, commit to social welfare, engage with every stakeholder, and achieve the goal of "Net-Zero Transition, Sustainable Together."



[2024 ESG REPORT\\_ENG.pdf](#)



# Sustainable Performance and Highlights

## (2024 Performance Overview )

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### • Environmental Protection

1. Installed solar panels with a capacity of 933.46KW.
2. Renewable electricity generation : 612,808 kWh.
3. Purchase green electricity 1,074,070 degrees.
4. Power saving rate 3.25%.

### • Social Inclusion

1. Talent cultivation and promotion of education and culture.
2. Implement the principle of community-based social welfare and combine social resources to jointly promote catering services for the elderly.
3. Adopt Shipai Park , assist in cleaning up the environment and keep the community clean.

### • Corporate Governance

1. Average attendance rate of board meetings is 100%.
2. Average attendance rate of the Audit Committee is 100%.
3. Average attendance rate of the Remuneration Committee is 100%.
4. Continuous promotion and implementation (ISO9001 , AS9100 , ISO14001 , ISO45001 , ISO14064-1).

### • Innovation Value

1. 8 patent applications and 10 patent certificates.
2. The product has begun to use recycled aluminum and plans to use low-carbon aluminum.

# Financial Information –

## Sales Mix

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- **Global Production Layout**

55% of production capacity is allocated to the Taiwan plant, and 45% to the mainland China plant. The company continues to integrate production capacity across the Taiwan Strait, enhancing supply chain resilience and leveraging different production advantages to serve customers.

- **Market Distribution**

40% to the Americas, 35% to Europe, 15% to Asia, and 10% to other regions. This diversified market and customer distribution facilitates global marketing.

- **Brand Revenue Distribution**

45% comes from its own brand, PROMAX, while 55% comes from OEM clients. The company continues to invest in brand marketing, leveraging the PROMAX brand advantage to capture the high-end automaker (OE) and aftermarket (AM) markets.

# Financial Highlights

## Consolidated Income Statements

Unit: NTD(thousands)

	2020	2021	2022	2023	2024	2025至Q3
Sales Revenue	3,383,919	4,879,953	5,084,564	1,892,415	2,033,762	1,525,561
Gross Margin(%)	15.39	18.73	19.76	2.68	3.90	3.66
Operating Income	136,845	455,533	597,955	-308,510	-286,789	-226,196
Net Income	202,305	494,023	555,205	-158,341	-92,121	-143,355
EPS (NT\$)	0.76	2.00	2.55	-0.75	-0.42	-0.66
Cash Div.(NT\$)	0.35	0.8	0.9	0.2	0.2	-





THANK YOU

