

Stock Code : 1598



*dyaco* 岱宇國際

Presenter : Melon Huang

# Agenda

- Company overview
- Competitive advantages
- Operating results
- Future outlook



## Basic Information

- Date of Establishment 1990/06/02
- Head Office Taipei, Taiwan
- Factory Changhua, Taiwan  
Dongguan, Jiaxing, China
- Capital NTD 1,341 million
- Main products Fitness equipment
- Chairman LIN ING-GIN
- General Manager CHEN MING-NAN
- No.of Employees 1,500 人
- Brands



## 2019~2021 analysis by brand

Main Market	Home Market	Mass Market			Commercial Market	
Main brands						
Percentage of sales (%)	1Q22 : 49% 2021 : 54% 2020 : 63%	1Q22 : 9% 2021 : 16% 2020 : 12%	1Q22 : 1% 2021 : 1% 2020 : 1%	1Q22 : 19% 2021 : 17% 2020 : 14%	Shipment in succession	
Main Product	Treadmill, Elliptical and Exercise bike				Combat , Strength training, accessories, etc	
Mid Range Product Prices	Treadmill : 1,449 Elliptical : 1,374 Exercise bike : 899	Treadmill : 899 Elliptical : 999 Exercise bike : 599	Treadmill : 699 Elliptical : 499 Exercise bike : 399	Treadmill : 1,959 Elliptical : 2,032 Exercise bike : 1,399	-	
Main Distribution Channels	Exclusive stores, department stores, retail chains, online					

註：以上各品牌營收比重以不含戶外家具收入計算。

# Price of the brand: Market Position

- A full range of brand layout

- ◆ Professional user/Sports fanatic
- ◆ Focus on the quality of products and the experience of users ←
- ◆ Commercial market/Professional Retail Market
  
- ◆ Sports lover
- ◆ Preference for product appearance is higher than performance ←
- ◆ The market of sporting goods
  
- ◆ General user/Beginner ←
- ◆ Public market ←



# Global Distribution Channels

Dyaco's brands cooperates with numerous distributors (which include the largest fitness distributors of North America, Europe, China and etc.)

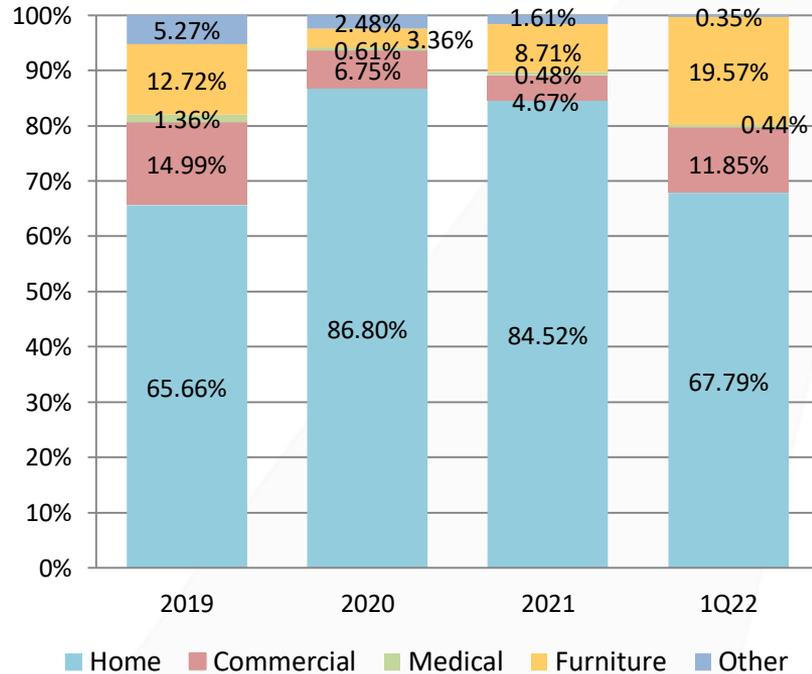


## 2019-2022/1Q Income Statement

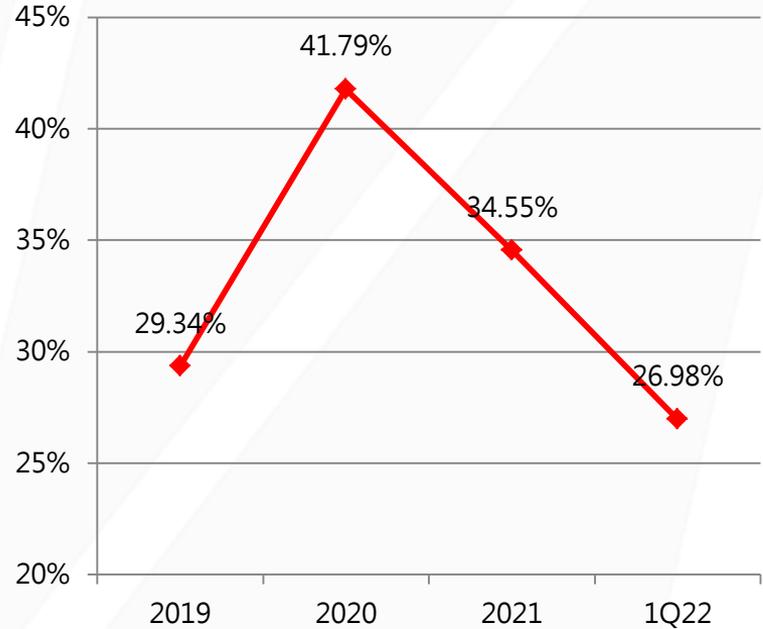
in Thousands of NTD	2022/1Q	2021/1Q	YoY	2021	2020	2019
Operating income	2,260,681	3,838,107	-41.10%	11,742,081	13,123,756	5,850,528
COGS	1,650,703	2,454,600	-32.75%	7,684,679	7,639,437	4,134,129
Gross profit	609,978	1,383,507	-55.91%	4,057,402	5,484,319	1,716,399
Gross margin	26.98%	36.05%	--	34.55%	41.79%	29.34%
Operating expenses	714,668	1,047,581	-31.78%	3,268,732	3,644,573	1,377,363
Operating profit	-104,690	336,091	--	785,830	1,852,910	327,705
Operating profit Margin	--	8.76%	--	6.69%	14.12%	5.60%
Income after income taxes	-42,694	268,192	--	444,190	1,318,056	220,095
EPS	-0.34	2.1	--	3.48	11.69	2.05
Capital(Million)	13.41	13.34	--	1,340	1,327	1,151

# Product Mix & Margin

## Product Mix

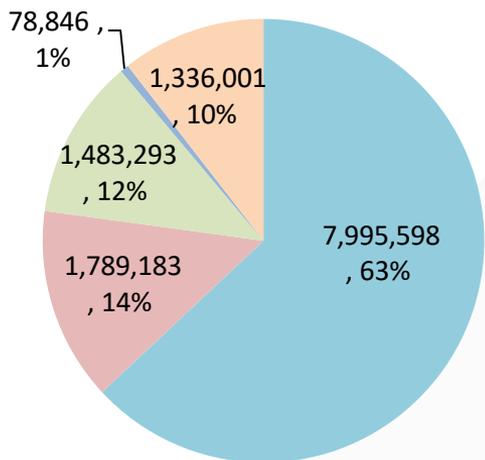


## Margin

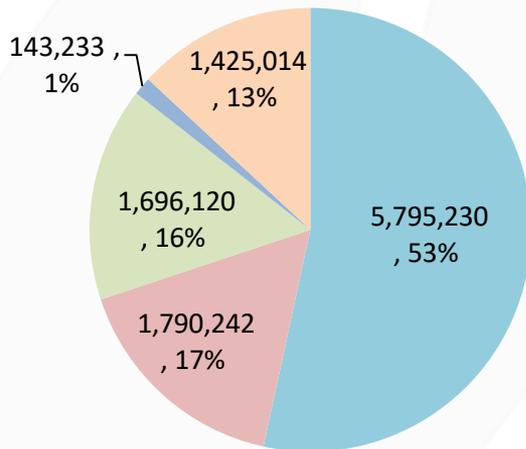


# Brand marketing mix

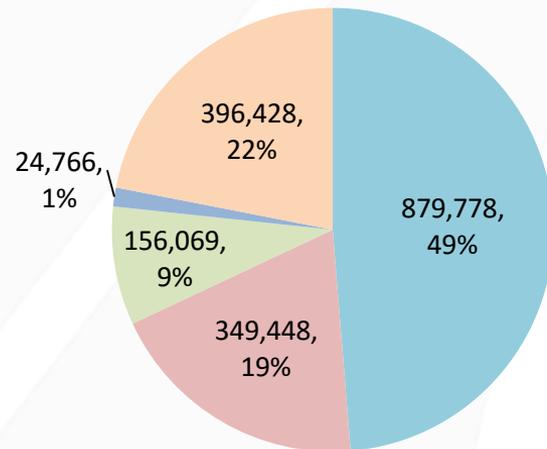
## 2020



## 2021



## 1Q22

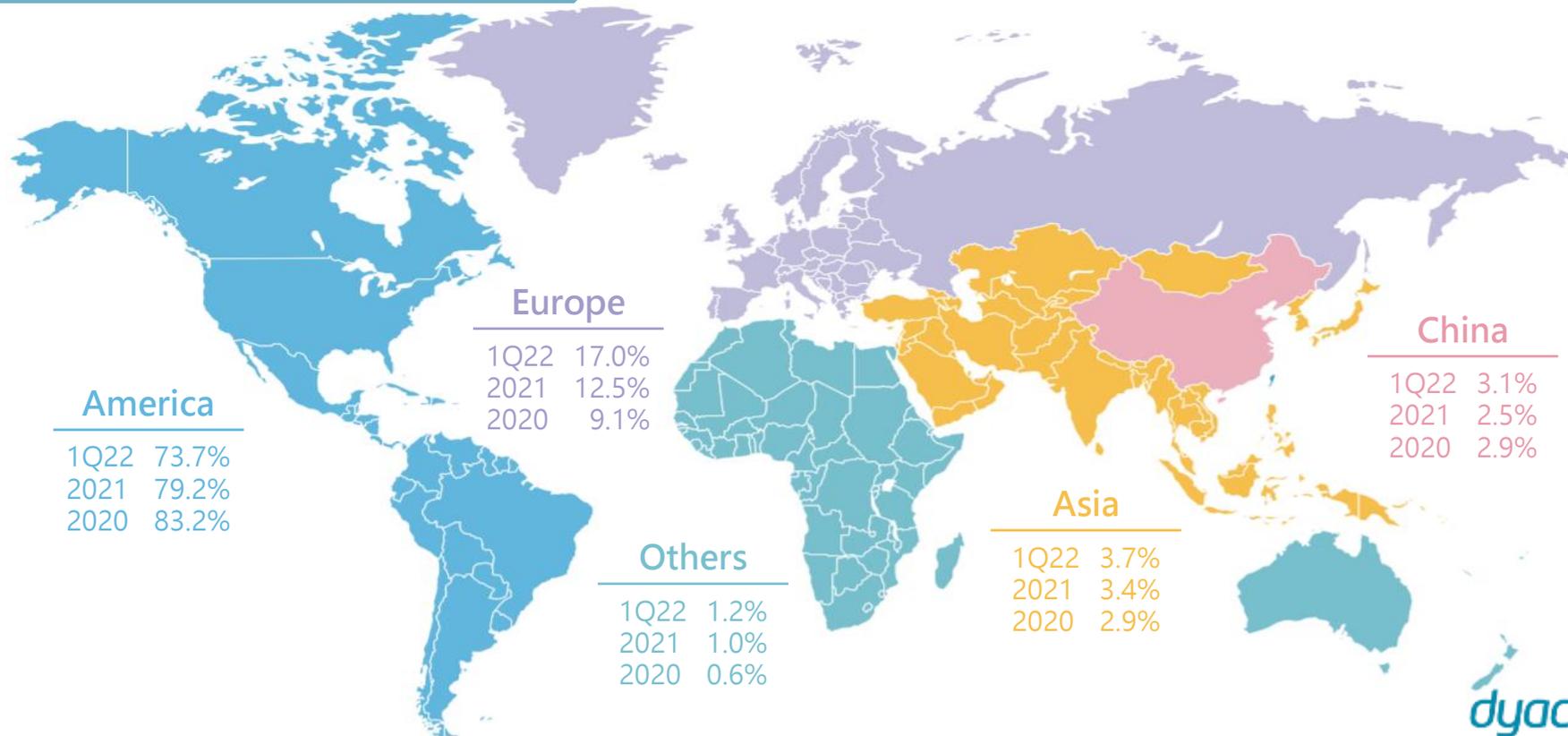


SOLE SPIRIT XTERRA OTHERS FUEL

NT \$1000

註：以上各品牌營收比重以不含戶外家具收入計算。

# Revenue by Region



## Dividend Policy

	2021	2020	2019	2018
EPS	3.48	11.69	2.05	1.2
Cash Dividend	2.5	7.46	1.15	0.35
Stock Dividend	-	-	-	0.35
Dividend Payout Ratio	72%	64%	56%	58%

# Global fitness equipment industry trends

## Worldwide Survey of Fitness Trends for 2022

1. Wearable technology
2. Home exercise gyms
3. Outdoor activities
4. Strength training with free weights
5. Exercise for weight loss
6. Personal training
7. High Intensity Interval Training
8. Body weight training
9. Online live and on-demand exercise classes
10. Health/wellness coaching

- ✓ Due to the prevalence of COVID-19, it is observed that having chronic diseases such as cardiovascular disease and diabetes will increase the probability of severe illness, so consumers gradually increase their health awareness, accelerating the growth of the home fitness equipment market.
- ✓ According to the Mordor Intelligence report, the fitness equipment market is projected to register a CAGR of **5.8%** during 2022-2027, while the global home fitness equipment market is projected to register a CAGR of **2.75%** during 2022-2027.
- ✓ Due to the Worldwide Survey of Fitness Trends for 2022, home fitness and online live classes ranked second and ninth on the list for the first time, showing that consumers' exercise habits have gradually changed due to the catalysis of the epidemic .

# Smarter Cardio Experience

**dyaco** 岱宇國際 X **STUDIO**

## High Quality Fitness Equipment

Dyaco continues to develop and launch excellent products at an affordable price. With its high cost performance, its brands continue to create outstanding sales performance.

## Long-term experience in the home fitness equipment market

Dyaco has long-term experience in home fitness equipment. After acquiring SOLE in 2020, it successfully expanded its market share in home fitness equipment.



## Top-notch Smart Fitness Content Development Technology

NYC-based STUDIO, has top-notch content development technology. Its smart fitness app has a steady growth in the number of subscription members and class fitness classes.

## Monitor various sports indicators and physiological measurement data

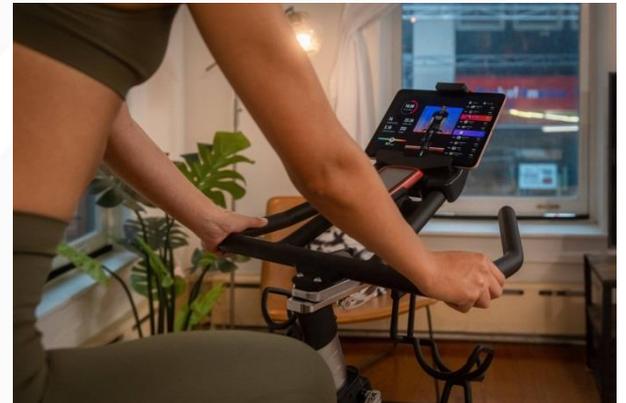
STUDIO's smart fitness APP can accurately record the user's daily exercise indicators and physiological measurement data to help users achieve effective fitness.

Future overlook

# Smarter Cardio Experience

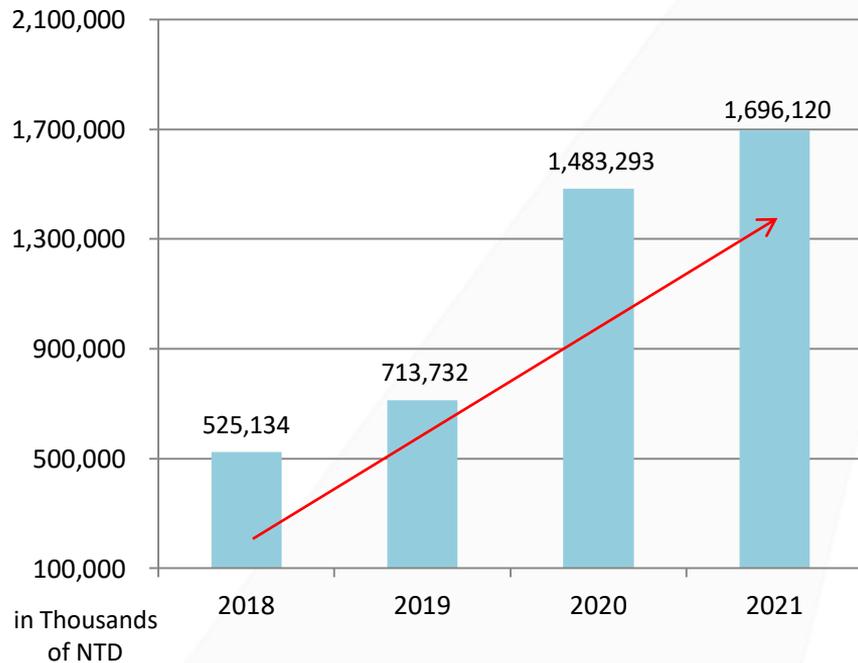


▲ One Of the World's First Connected Elliptical Products

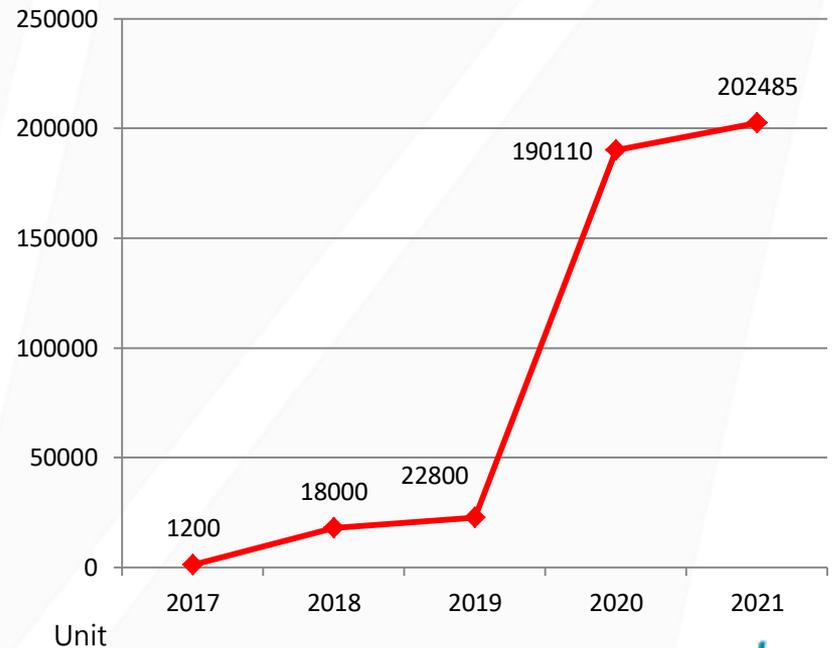


# Consumption habits shift to online trend

## XTERRA Revenue



## Amazon Shipment



# Expand global market share and improve competitiveness



## M&A Distributors

### U.K

- UK home fitness online store
- Will import XTERRA, UFC and other brands for sales

### Thailand

- Thailand physical distributor
- Will focus on expanding its online market in Thailand



## Global Factory Expansion Plan

### Taiwan

- Taichung Dajia Factory
- Increase product line, production and shipping efficiency

### America

- America Jonesboro
- Increase warehouse scale, logistics and after-sales service efficiency

An illustration of a person from behind, wearing a yellow long-sleeved shirt, grey shorts, and blue sneakers, running on a path. The background features diagonal light grey stripes and blue triangular accents in the corners.

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Thank You!