

**2022 Q3
Results**

Gomaji 2.0

**Company
Profile**

Q&A

**GOMAJI (8472)
Investors Conference
2022/12**

Disclaimer

Disclaimer

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Company Profile

GOMAJI

最大吃喝玩樂平台

Date of incorporation : 2010.07.12

Location : Taipei/Taoyuan/Taichung/Kaohsiung

Employee : 200

Major shareholders :

Taiwan Australia International Investment Co., Ltd.	55.00%
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五一零股份有限公司	6.61%
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主要股東



INVESTMENT
澳台國際投資



- 1990 Immigrated to Australia where they developed lanolin products and eventually established Nature's Care which became one of the top 3 supplement brands in Australia.
- 2013 Established Hunter's Dream Estate which kicked off the wine and olive oil business.
- 2018 Returns to Taiwan to begin investing in the promotion of Australian Products.
- 2021 Public tender offer of Gomaji Shares in a goal of building a D2C Farm to Table eco system.

GOMAJI
最大吃喝玩樂平台

GOMAJI Mission



GOMAJI
最大吃喝玩樂平台

Media Reports



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團購市場變天: GOMAJI超越GROUPON台灣, 搶下第一名寶座

數位時代網站 | 撰文者: 鄭緯釜 (Vista) | 發表日期: 2012-07-07

讚 61 個人覺得這很讚。



GoodLife好生活, 針對六月份台灣團購市場現況發佈調查統計, 發現總體業績達到了新台幣3.7億元, 較上月成長了9.2%。其中, 第一名的業者GOMAJI, 營業額達到新台幣1億4千5百萬。

而六月最大的驚奇, 便是前五大團購網之中只有GROUPON的業績下跌, 其他業者都有不錯的漲幅。而這個變化, 也使得GROUPON以近5百萬元的差距, 讓出了新型態團購網開始以來始終保持的王位。

反觀GOMAJI獲勝的關鍵, 主要係來自於餐廳美食及生活項目的大幅成長。雖然GROUPON在這兩項目也增加了800萬的業績, 不過GOMAJI則是有高達2400萬的成長, 使得GROUPON相形失色。



台灣本土團購網站GOMAJI營業額破10億大關 市佔率40%

2012/10/03-莊沛羣

台灣本土團購網站GOMAJI自2010年10月正式開台, 至今已達2年, 到2012年9月底為止營業額超過新台幣10億元大關, 目前共與7,000多家商店合作, 網站會員預估為150萬人, 於台灣總體團購市場市佔率近40%。

2月獲得雅虎奇摩投資的GOMAJI是台灣本土團購廠商, 與國外團購廠商Groupon以收購台灣地圖日記, 並進一步經營Groupon台灣所採取的經營策略有很大不同。

GOMAJI在銷售通路方面, 率先推出信託履約保證、即時線上核銷、手機團購App「我說了」及24小時線上訂位系統等多項創新在地服務, 以有效拉升整體業績。

在行銷策略上, 則與合作廠商共同打造廣告宣傳資源, 企圖讓成功個案業績能越滾越大。像是針對合作商家投注大量廣告行銷預算, 在台灣各大入口網站為每檔合作商品進行宣傳; 並藉自身平台累積的7,000多家圖文資料庫於2011年推出《GOMAJI實體情報誌》, 將與團購相關的吃、喝、玩、樂與住、行等服務都擴展到非網路的使用族群, 擴展線下行銷能力。



狗麻吉

成立: 2010年
董事長: 趙文憲
成績單: 2013年營收31億元
地位: 台灣團購市占率第1名

從「一五」變成「一五」, 這是台灣團購網站數量, 三年以來的變化。二〇一一年, 台灣團購業者高達五千家, 不過因進入門檻低, 競爭激烈, 近年小規模業者陸續關閉, 市占不到百分之五。儘管如此, 但像狗麻吉會最新創電子商務年慶, 如

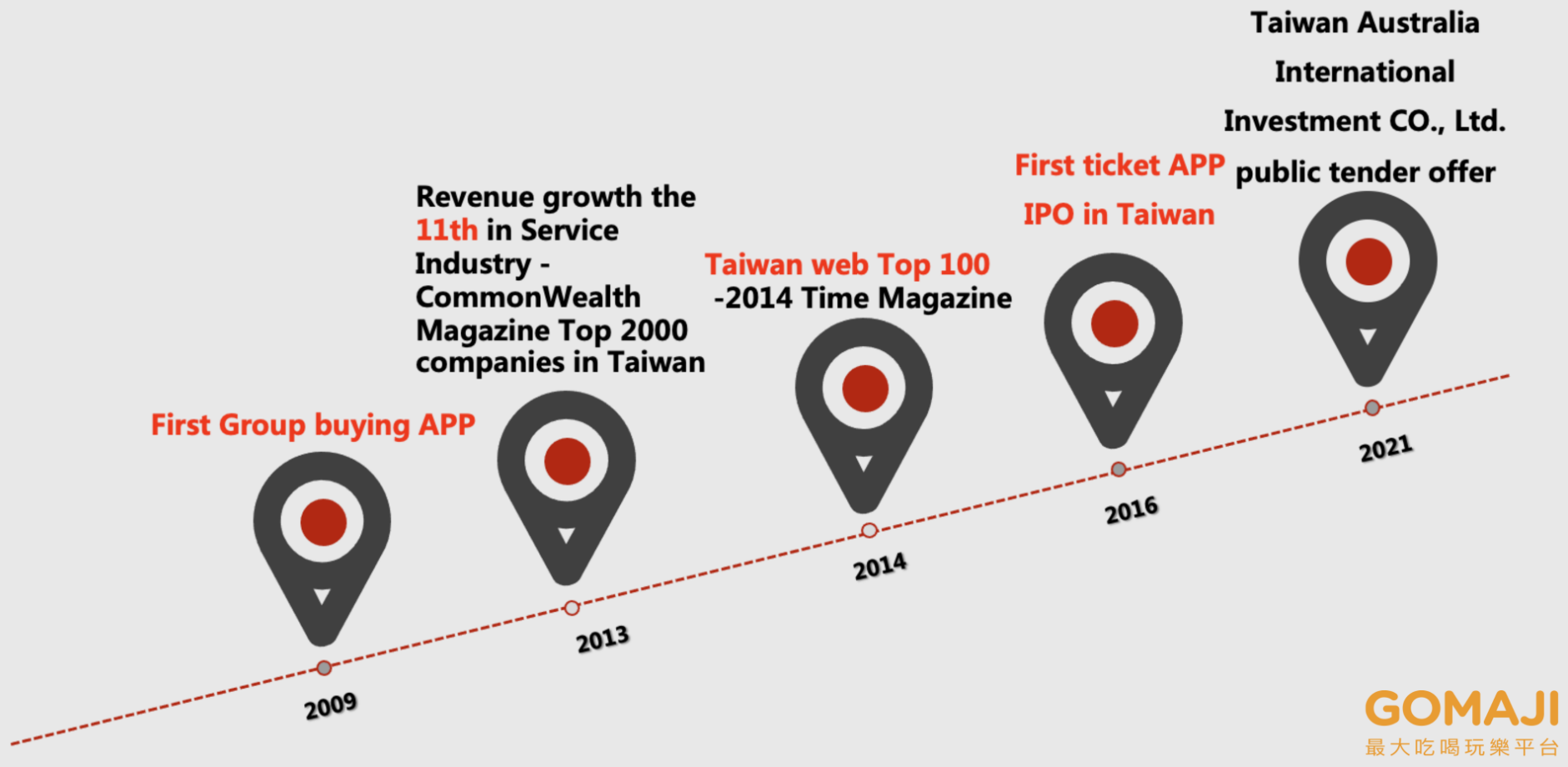
成立最晚的本土團購網, 市占是藍朋三倍
被玩爛的團購 狗麻吉三年救回來

對內資兵, 對外重建形象, 改掉國人心中團購等於「便宜」印象, 讓狗麻吉快速打敗英國團夥藍朋, 於台灣市場佔領先機。

文莊維攝

• 商業周刊 129期 2014.9 • 58

GOMAJI Milestone



Gomaji Competitive Advantages

Business Foundation

Loyal members

GOMAJI active members are more than **5.5 millions**.

Plenty of partners

GOMAJI have tens of thousands of partners, and more than **5 thousands online at the same time**.

Strong sales team

GOMAJI have a strong sales team with 100 employees, can achieve goal rapidly.

Highly experienced management team

Strong management team with deep understanding of the market.

Strategic advantages

Speed to Market

Follow the trend and deal with popular store rapidly.

Lowest price

Strong bargain power with supplier.

A super life app

Members can buy restaurants tickets, salon tickets, and travel tickets in the app.

Diverse strategies

GOMAJI create new strategies with partners and customers to make their experience best.

Ambition to win

Increase Group buying revenue

Increase online partner bases by investing app develop team. Increase members by new channels like KOL and social group buying etc.

Develop new sales growth

Through GOMAJI 5.5 millions members make new business growth rapidly Including online food shopping, B2B and oversea travelling.

Vertical E-Business

Alex & Jina bring Austria skin care products, supplement, and healthy food to Taiwan offer our members more healthy and diverse choices.

GOMAJI
最大吃喝玩樂平台

Gomaji Management Team

Title	Name	Joined Year	相關經歷
CEO	陳素珍(Jina)	2021	Nature' s Care Manufacture Pty Ltd. founder
GM	宋雪美(Amy)	2013	Promaster Technology Corp. senior finance manager LO HONG KA BIRDNESTS CO., LTD. finance director
CSO	吳鎧圳(Michael)	2021	Nature's Care Manufacture Pty Ltd CEO
COO	林瑩嬰(Joan)	2012	CKTI social manager Global digital tech Co. content manager
CHO	李世芸(Kelly)	2011	1111 Job Bank marketing VISION MAN beauty editor
CFO	鄭富瀧(Jason)	2021	Alibaba finance expert TTFB Shanghai manager
CMO	陳柏元(Garica)	2022	BabyHome COO YAHOO EC manager

GOMAJI
最大吃喝玩樂平台

User Traffic

MAU more than 5.5 million !



GOMAJI APP

MAU 3 million



Mobile website

MAU 1.5 million



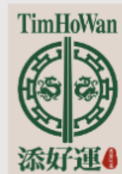
PC website

MAU 1 million



GOMAJI
最大吃喝玩樂平台

Gomaji Partners



GOMAJI
最大吃喝玩樂平台

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111Q3 Operation results

Unit:NTD thousand

	3Q22	3Q21	YoY	9M22	9M21	YoY
OPERATING REVENUE	84,639	49,796	70%	227,817	214,901	6%
COST OF REVENUE	14,661	5,635	160%	32,579	16,001	104%
GROSS PROFIT	69,978	44,161	58%	195,238	198,900	-2%
OPERATING EXPENSES	88,250	57,242	54%	248,768	214,006	16%
INCOME FROM OPERATIONS	(18,272)	(13,081)	40%	(53,530)	(15,106)	254%
NON-OPERATING INCOME AND EXPENSES	(8,778)	(2,677)	228%	(38,666)	18,632	-308%
INCOME BEFORE INCOME TAX	(27,050)	(15,758)	72%	(92,196)	3,526	-2715%
NET PROFIT(LOSS)	(23,578)	(12,310)	92%	(82,588)	7,145	-1256%
EPS	(1.33)	(0.69)	93%	(4.50)	0.40	-1225%

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111Q3 Assets

Unit:NTD thousand

ASSETS	2022/9/30		2021/9/30		Dif	Dif%
	Amount	%	Amount	%		
CURRENT ASSETS						
Cash and cash equivalents	\$109,719	10%	\$165,408	16%	(55,689)	-34%
Financial assets at fair value through profit or loss	67,004	6%	44,874	4%	22,130	49%
Financial assets at amortized cost	59,550	6%	469,220	45%	(409,670)	-87%
Accounts receivables	26,393	2%	17,970	2%	8,423	47%
Prepayments	60,561	6%	59,247	6%	1,314	2%
Other current assets	5,703	1%	4,743	0%	960	20%
Total current assets	328,930	31%	761,462	73%	(432,532)	-57%
NONCURRENT ASSETS						
Financial assets at amortized cost	284,951	27%	181,977	17%	102,974	57%
PP&E	234,592	22%	4,180	0%	230,412	5512%
Right-of-use asset	7,664	1%	14,576	1%	(6,912)	-47%
Investment property	171,221	16%	0	0%	171,221	
Intangible assets	6,230	1%	5,730	1%	500	9%
Deferred tax assets	26,562	2%	17,702	2%	8,860	50%
Other noncurrent assets	5,627	1%	4,299	0%	1,328	31%
Total noncurrent assets	736,847	69%	283,608	27%	453,239	160%
TOTAL	\$1,065,777	100%	\$1,042,926	100%	22,851	2%

111Q3 LIABILITIES AND EQUITY

LIABILITIES AND EQUITY	2022/9/30		2021/9/30		Dif	Dif%
	Amount	%	Amount	%		
CURRENT LIABILITIES						
Contract liabilities	\$128,488	12%	\$149,451	14%	(20,963)	-14%
Accounts payable	205,067	19%	199,469	19%	5,598	3%
Other payables	76,361	7%	47,463	5%	28,898	61%
Refund liabilities	49,361	5%	44,708	4%	4,653	10%
Other current liabilities	12,971	1%	10,314	1%	2,657	26%
Total current liabilities	472,248	44%	451,405	43%	20,843	5%
NONCURRENT LIABILITIES						
Long-term bank loans	159,116	15%			159,116	
Others	16,336	2%	17,721	2%	(1,385)	-8%
Total noncurrent liabilities	175,452	16%	17,721	2%	157,731	890%
Total liabilities	647,700	61%	469,126	45%	178,574	38%
EQUITY ATTRIBUTABLE TO SHAREHOLDERS OF THE PARENT						
Common stock	177,358	17%	177,358	17%	0	0%
Capital surplus	264,174	25%	280,810	27%	(16,636)	-6%
Retained earnings						
Legal reserve	44,528	4%	43,451	4%	1,077	2%
Unappropriated earnings	(67,983)	-6%	19,181	2%	(87,164)	-454%
Total retained earnings	(23,455)	-2%	62,632	6%	(86,087)	-137%
Total equity attributable to owners of the Company	418,077	39%	520,800	50%	(102,723)	-20%
TOTAL	\$1,065,777	100%	\$989,926	95%	75,851	8%

111Q3 Cash flows

	Unit:NTD thousand	
CASH FLOWS	9M22	9M21
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE PERIOD	136,316	183,938
Net cash generated from operating activities	(36,918)	(62,053)
Acquisition of property, plant and equipment	(403,986)	
Other Investing Activities	265,419	93,886
Increase in loans	163,045	
Cash dividends	(9,755)	(44,339)
Other Financing Activities	(4,402)	(6,024)
CASH AND CASH EQUIVALENTS, END OF PERIOD	<u>109,719</u>	<u>165,408</u>

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**Gomaji
Positioning**

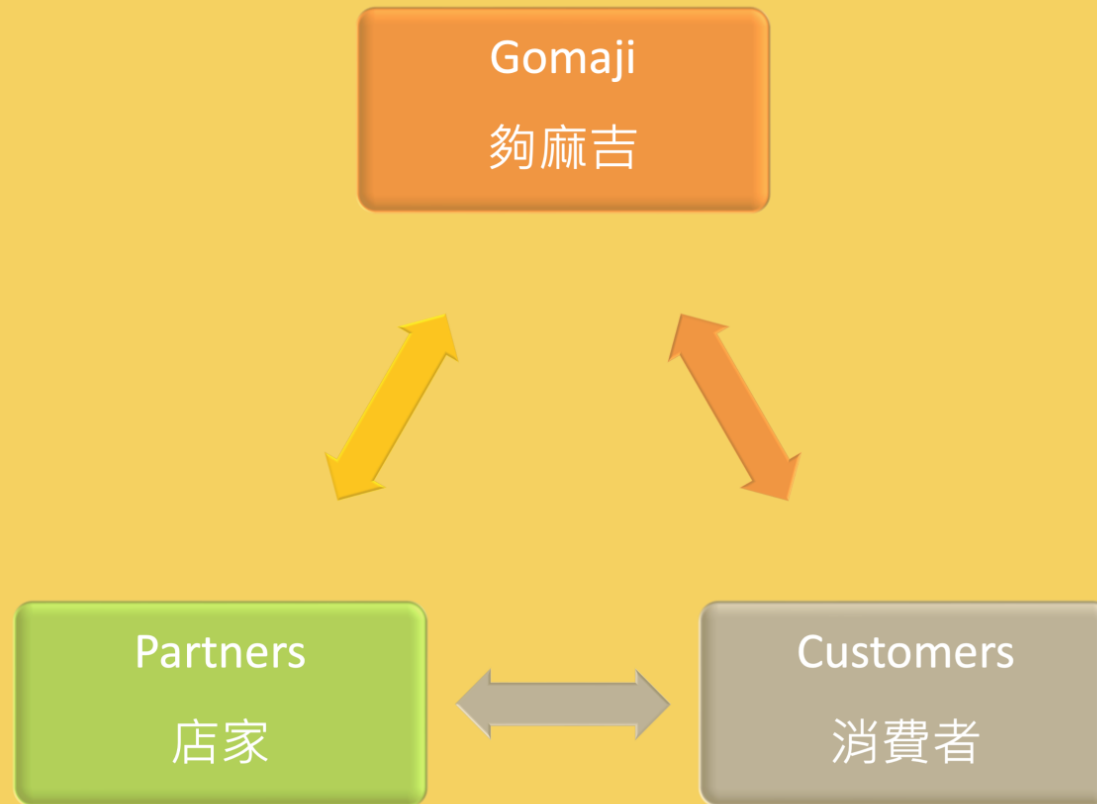
Gomaji 2.0

Using the strong foundations of Gomaji to build a strategies for the future

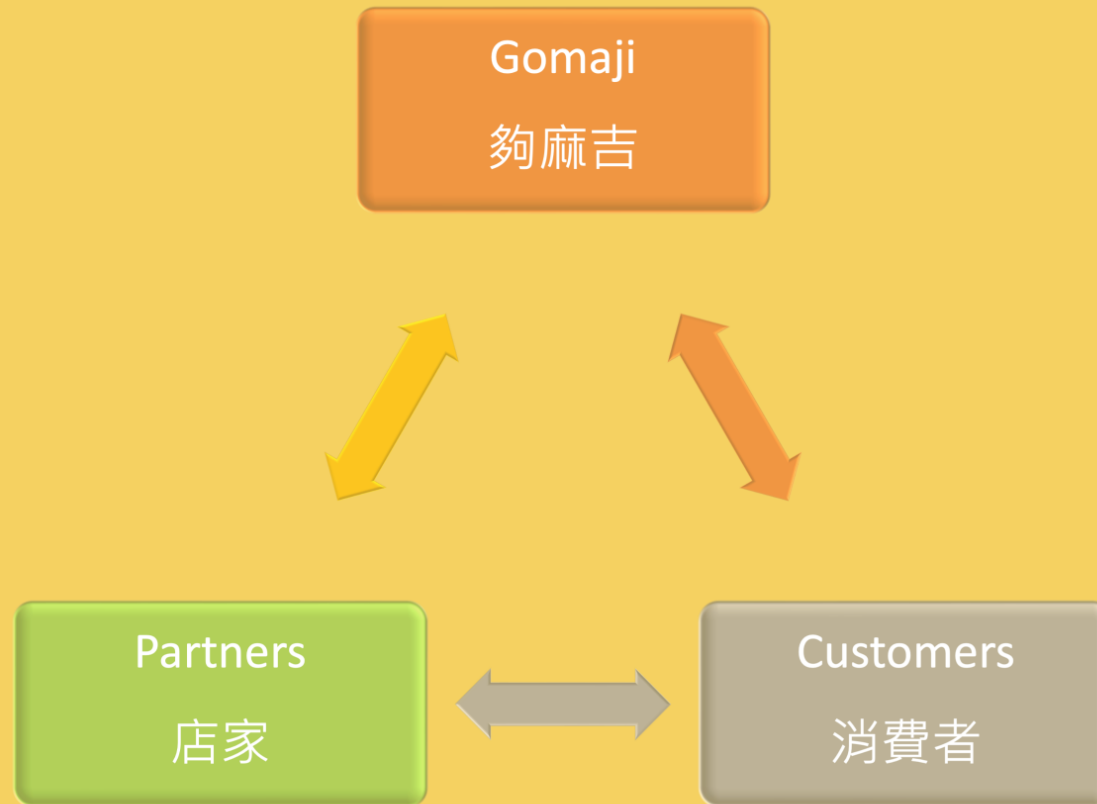
B2B
Vertical Integration

D2C

GOMAJI USP



GOMAJI USP



Gomaji
夠麻吉

Partners
店家

Unique Selling
Proposition
USP

Customers
消費者



Unique Selling
Proposition

USP



**Gomaji
Positioning**

Gomaji 2.0

Using the strong foundations of Gomaji to build a strategies for the future

B2B
Vertical Integration

D2C

B2B Vertical Integration

- And opportunity not previously envisaged
- Gomaji is in the prime seat

Produce
Supply

Beauty

Support
Pillars

Vertical Integration

- Vegetable and Produce Supply
- Meat and Seafood
- Imported Products



Farm

Wholesale

Data

Direct from Source

- Produce Direct from farm
 - Self Operated
 - Third party farmers
- Imported produce
 - Olive Oil
 - Wine
 - Meat
 - Seafood



Vertical Integration

- Vegetable and Produce Supply
- Meat and Seafood
- Imported Products



Farm

Wholesale

Data

Wholesale

- Procurement from wholesalers
- Daily live auctions
- Supply Chain management for restaurants
 - Order before 11pm
 - Receive within 12 hours



Vertical Integration

- Vegetable and Produce Supply
- Meat and Seafood
- Imported Products



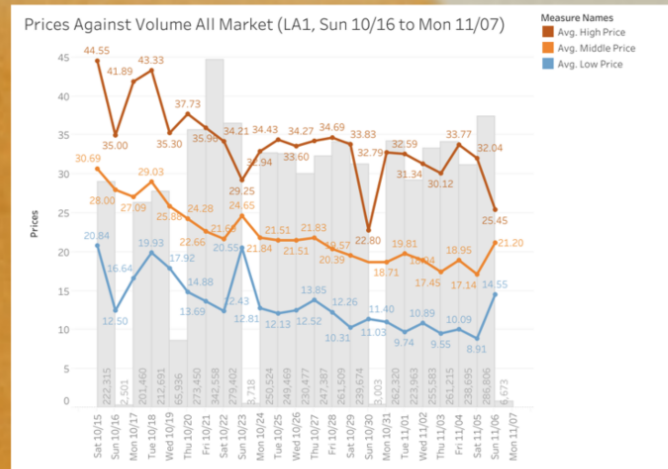
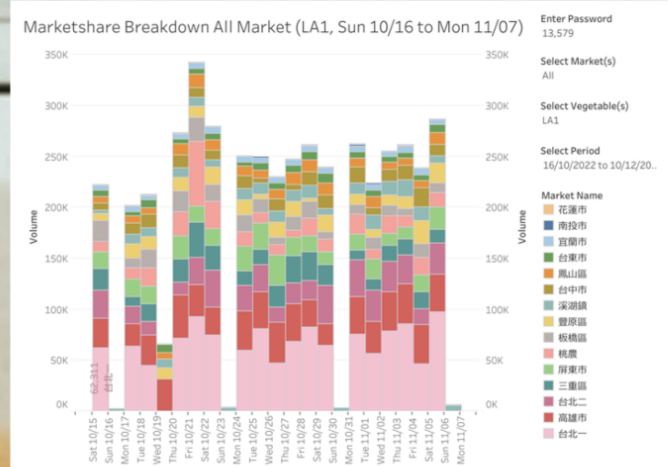
Farm

Wholesale

Data

Data Analytics

- Collection of data
- Understanding the trend
- Anticipating prices
- Developing forecasts



Vertical Integration

- Vegetable and Produce Supply
- Meat and Seafood
- Imported Products



Farm

Wholesale

Data

B2B Vertical Integration

- And opportunity not previously envisaged
- Gomaji is in the prime seat

Produce
Supply

Beauty

Support
Pillars

Beauty Salons

- In store usage
- Equipment purchase or loans
- Development of products
- On sell products (B2B2C)

BELROSE

Nature's Care
AUSTRALIA®



B2B Vertical Integration

- And opportunity not previously envisaged
- Gomaji is in the prime seat

Produce
Supply

Beauty

Support
Pillars

Support Pillars

- Adaptation to new forms of media
- Operation support for our partners
- Allowing our partners to focus on their core business

New Media

Operation
Support

Gomaji Agency

- Establish an in house team
- Content creation
 - Youtube, FB, Tiktok videos
 - PodCasts
- Live Streaming and Broadcasting



Support Pillars

- Adaptation to new forms of media
- Operation support for our partners
- Allowing our partners to focus on their core business

New Media

Operation
Support

Operation Support

- Roll Out of system integration
 - Backend support
 - Better understand of data
- CRM systems at store level
- Providing financing opportunities



Support Pillars

- Adaptation to new forms of media
- Operation support for our partners
- Allowing our partners to focus on their core business

New Media

Operation
Support

B2B Vertical Integration

- And opportunity not previously envisaged
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Produce
Supply

Beauty

Support
Pillars

**Gomaji
Positioning**

Gomaji 2.0

Using the strong
foundations of Gomaji
to build a strategies for
the future

B2B
Vertical Integration

D2C

Direct to Consumer (D2C)

- Direct from factory
- From Farm to Table
- Cross Border Collaborations



**Gomaji
Positioning**

Gomaji 2.0

Using the strong foundations of Gomaji to build a strategies for the future

B2B
Vertical Integration

D2C