

# 91APP

6741.TWO  
1Q23

Contact : [ir@91app.com](mailto:ir@91app.com)

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# 91APP is leading the D2C OMO SaaS retail market.

The market size of Taiwan retail industry is around NT\$ 4 trillion, and BMR (brick-and-mortar retailers) account for 90%, ONLY 10% from e-Commerce.

- 1. D2C is the mega-trend for the retail industry in the future. The estimated D2C market size in the future is projected to be 30% of brick-and-mortar retail market (around NT\$ 1 trillion), indicating significant potential growth for brick-and-mortar e-commerce.**
- 2. 91APP provides dual solutions (Commerce Solution & Marketing Solution), effectively assisting retail brands and channels in rapidly and successfully achieving digital transformation.**
- 3. 91APP has a significant competitive advantage in the retail SaaS industry, and the major clients are mid-to-large brick-and-mortar retail brands and channels.**

D2C: Direct-to-Consumer

# Agenda

01

Company Overview

02

Financial Highlights

03

Q&A

**01**

## Company Overview

# 2022 Taiwan Retail Market – D2C vs. B2C

	NT\$ bn	2021	%	2022	%	YoY%
Brick-and-mortar Sales		3,541	89%	3,789	88%	7%
EC Sales		444	11%	493	12%	11%
<b>Total Retail Sales</b>		<b>3,985</b>	<b>100%</b>	<b>4,282</b>	<b>100%</b>	<b>7%</b>

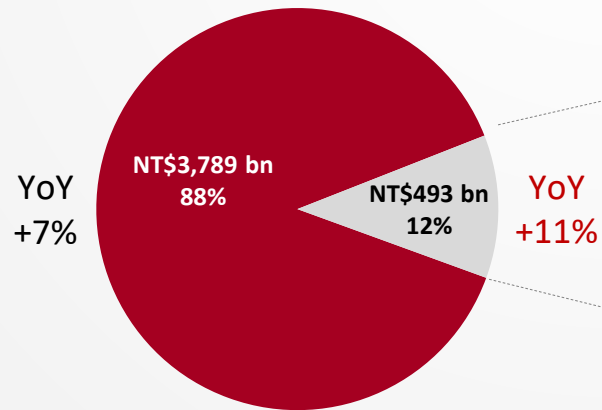
  

	NT\$ bn	2021	%	2022	%	YoY%
<b>D2C</b> Brick-and-mortar EC Sales		136	31%	159	32%	17%
<b>B2C</b> Regular EC Sales		308	69%	334	68%	8%
<b>Total EC Sales</b>		<b>444</b>	<b>100%</b>	<b>493</b>	<b>100%</b>	<b>11%</b>

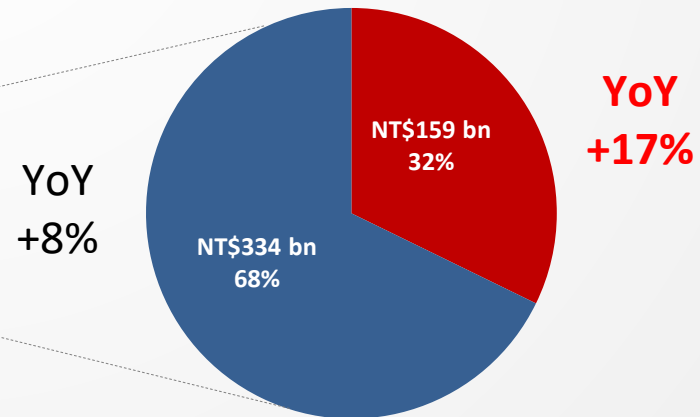
Source: Ministry of Economic Affairs – Department of Statistics

\* BMR: Brick-and-mortar retailers

2022 Taiwan Retail Market



2022 Taiwan EC Market



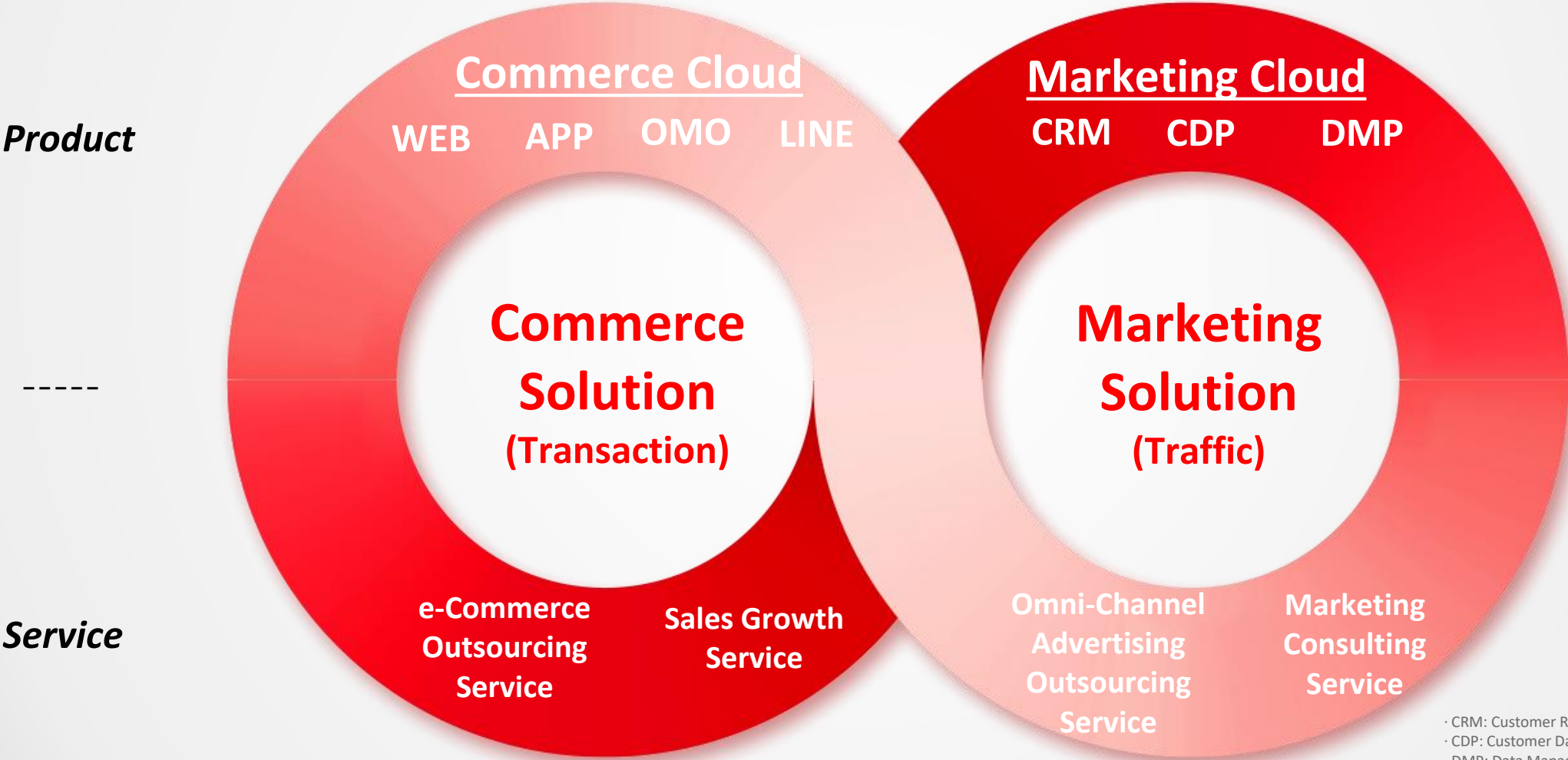
■ Brick-and-mortar Sales ■ EC Sales

■ Brick-and-mortar EC Sales ■ Regular EC Sales

# Unique Dual Solutions Create Synergies:

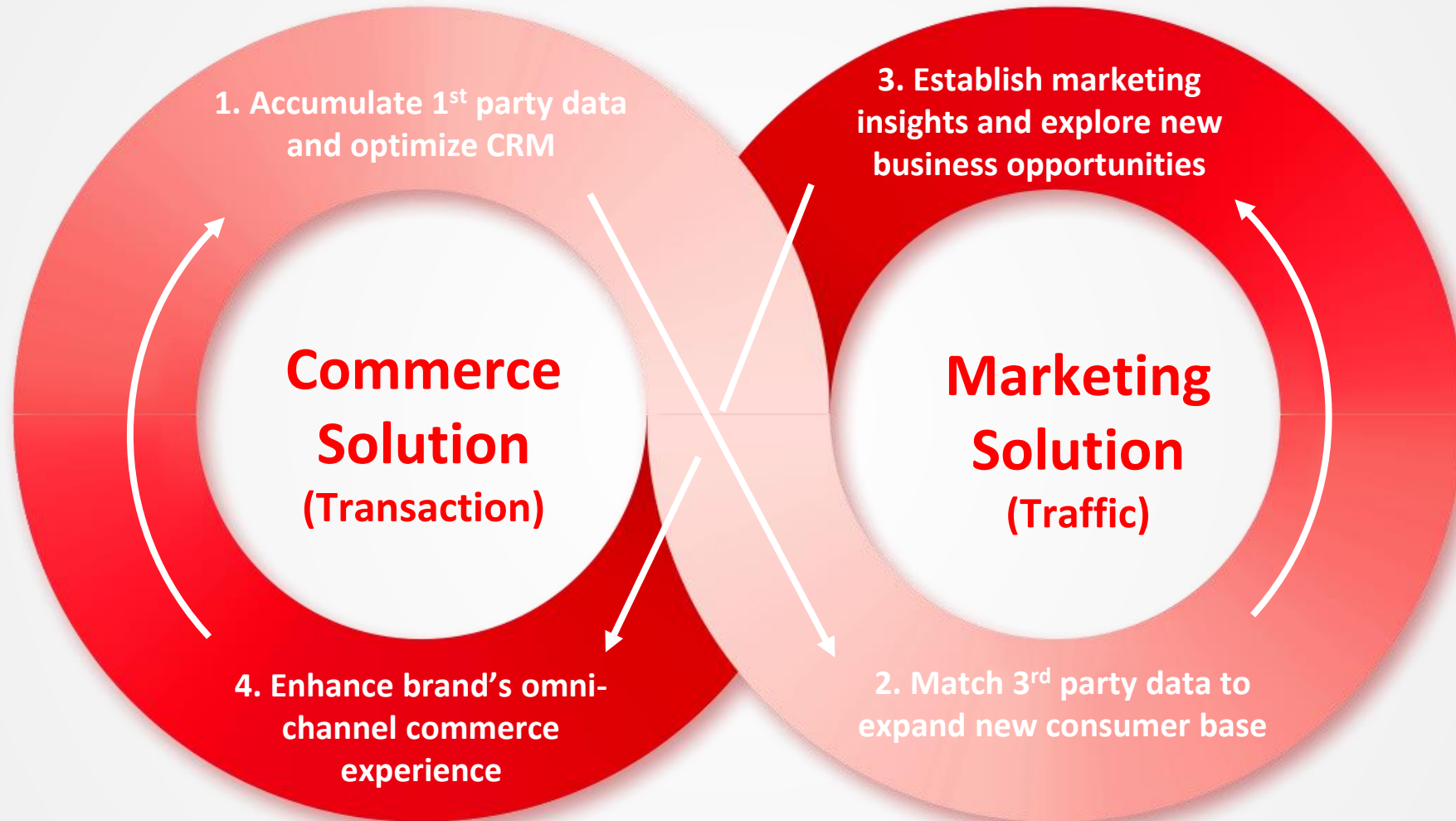
Efficient transaction & conversion  
Omni-channel experience optimization

Precise traffic  
Customer lifetime value enhancement



· CRM: Customer Relationship Management  
· CDP: Customer Data Platform  
· DMP: Data Management Platform

# Commerce x Marketing Dual Growth Engines



**The business cycle grows continuously by integrating into the brand's shopping journey**  
instead of starting the transformation after multiple layers of loss

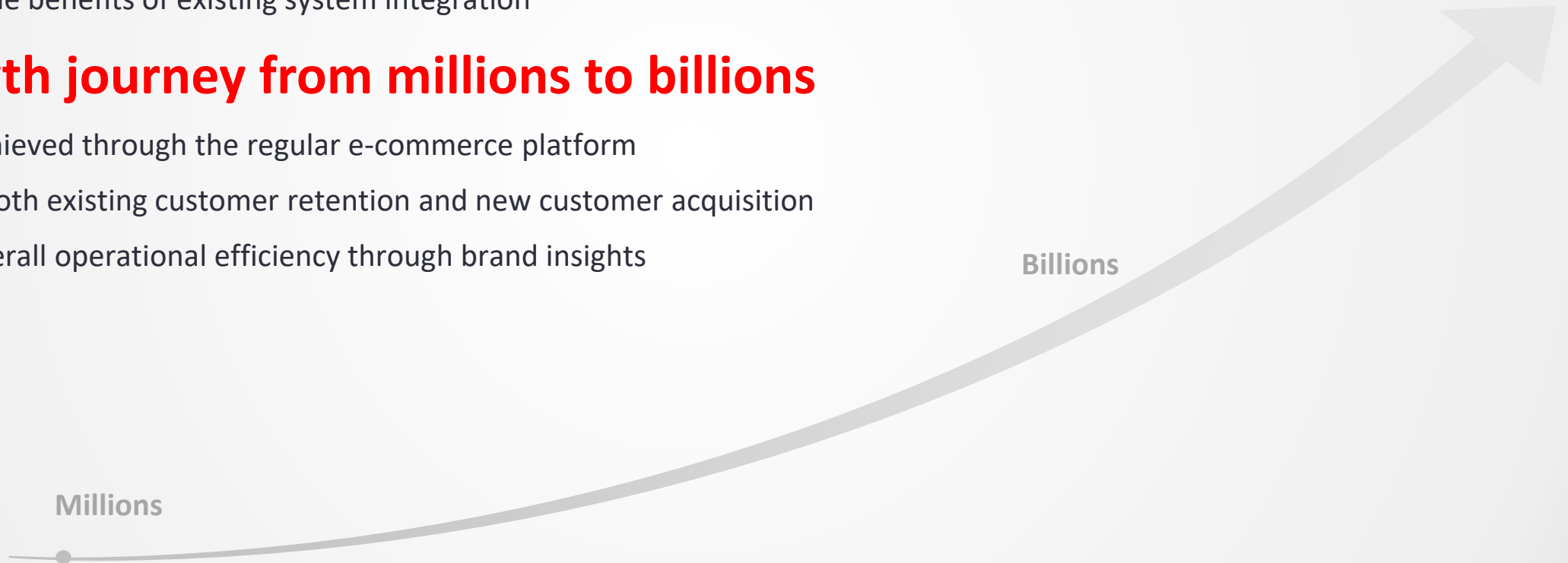


## Commerce x Marketing Dual Growth Engines

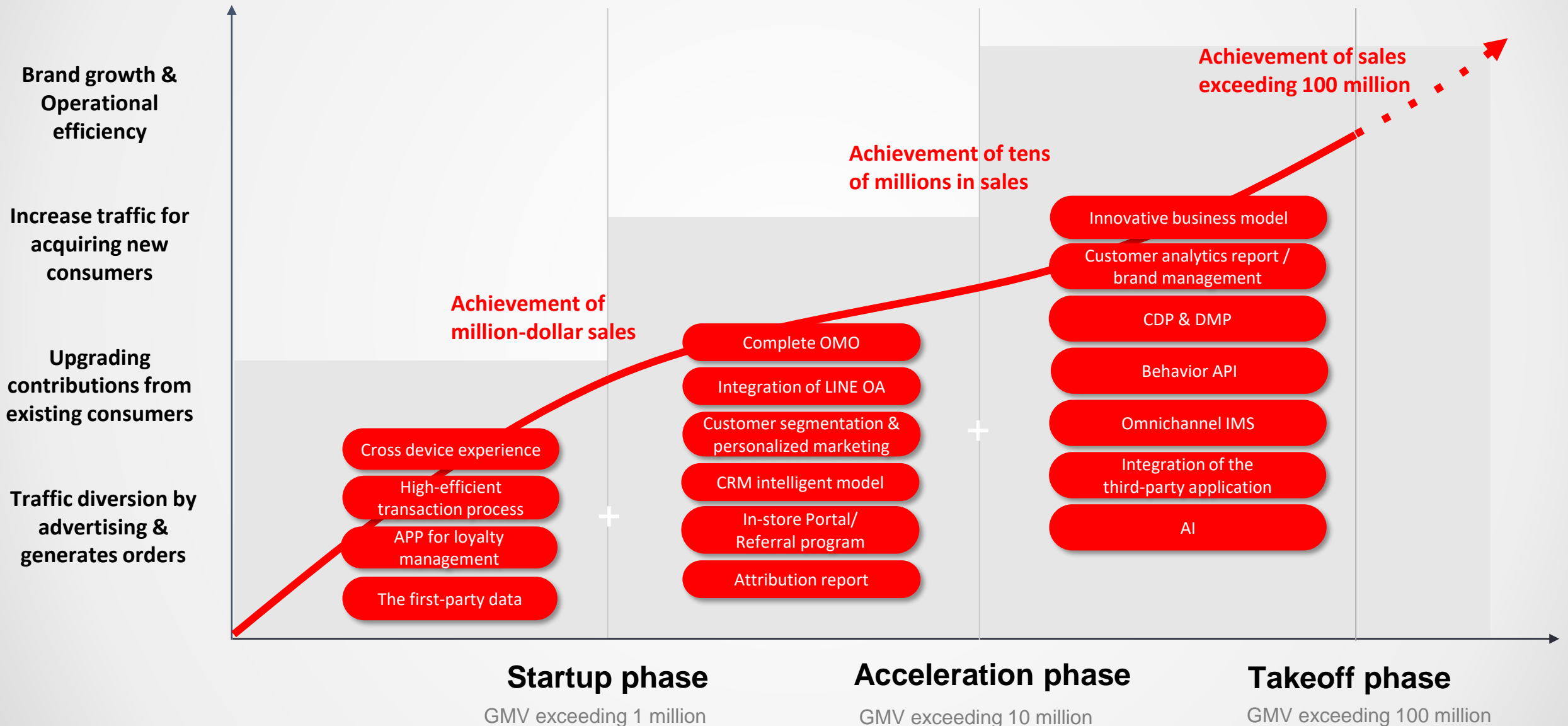
- 1. Efficient conversion and effective communication
- 2. Integration of the first-party data with third-party data
- 3. Maximizing the benefits of existing system integration

## The growth journey from millions to billions

- 1. Cannot be achieved through the regular e-commerce platform
- 2. Considering both existing customer retention and new customer acquisition
- 3. Enhancing overall operational efficiency through brand insights



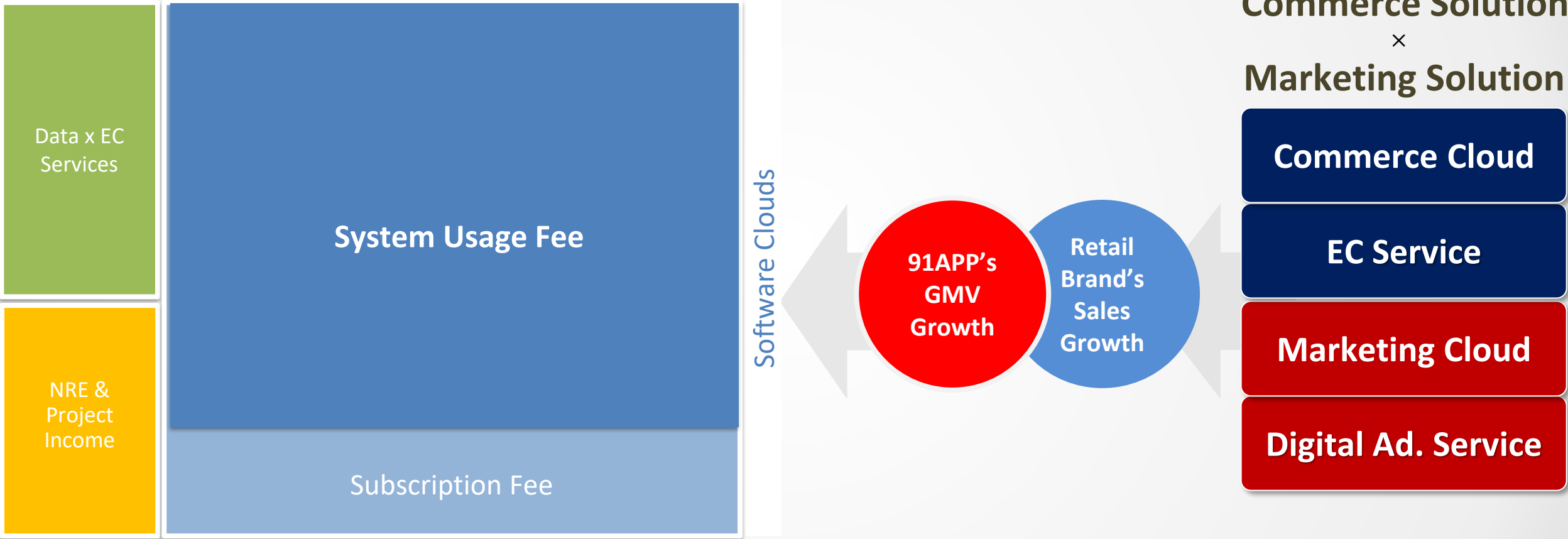
# Flexible expansion mechanism to accelerate digital transformation 91APP



**02**

## **Financial Highlights**

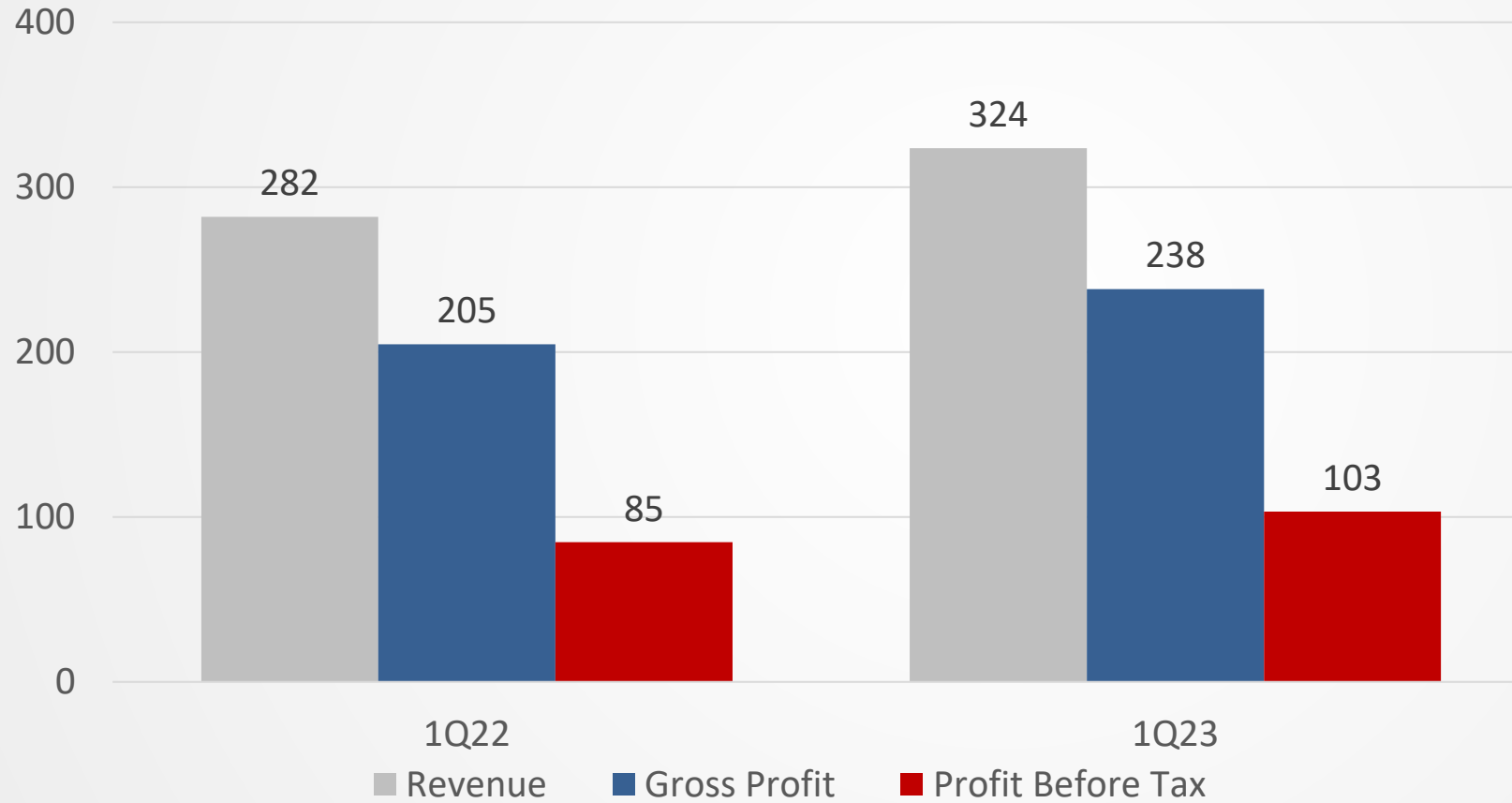
# Revenue Model: Grow with Merchant Success



Software Clouds: Subscription Fees + System Usage Fee  
System Usage Fee: GMV x Fixed Rate  
Data x EC Services: EC Outsourcing & Ad. Outsourcing Service

# 1Q23 Consolidated P&L Analysis

Unit: TWD M



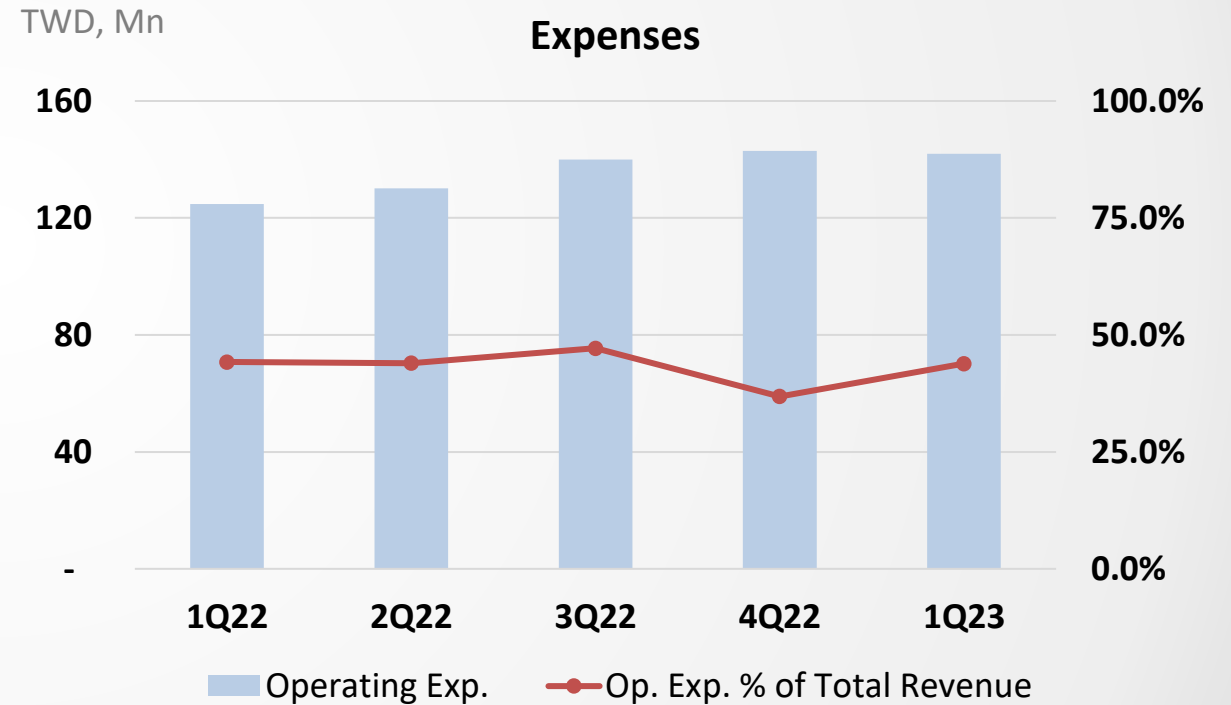
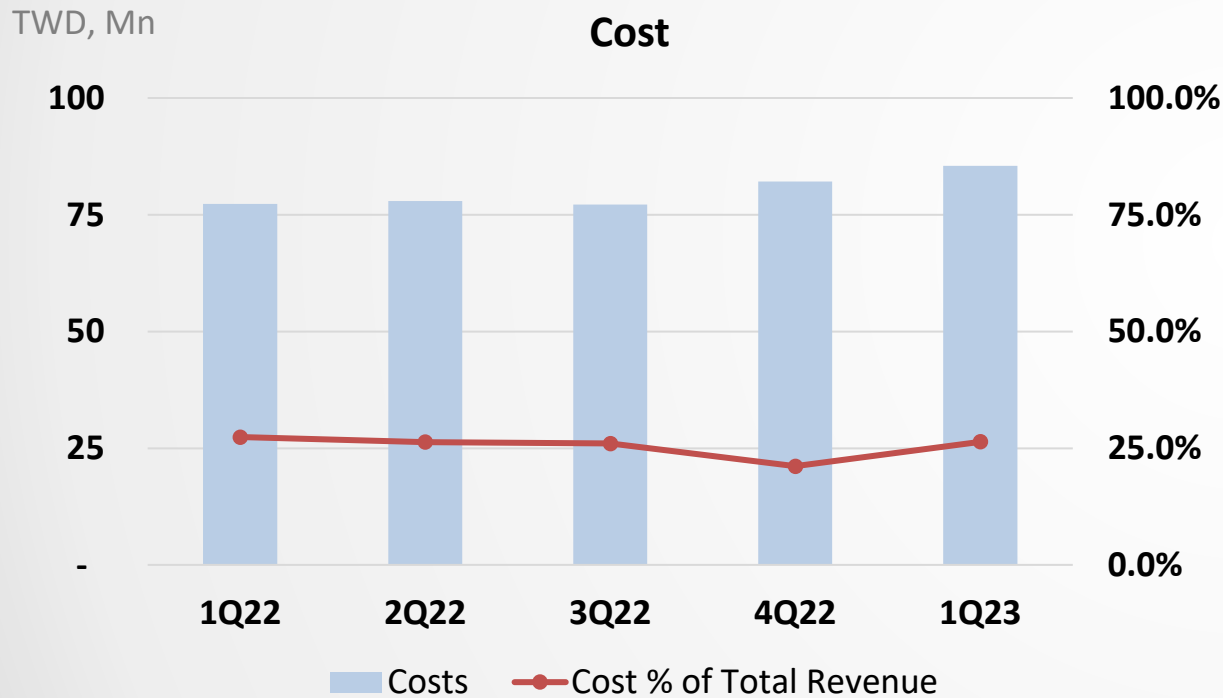
**Sales Rev. YoY**  
**14.7%**

**G. P. YoY**  
**16.3%**

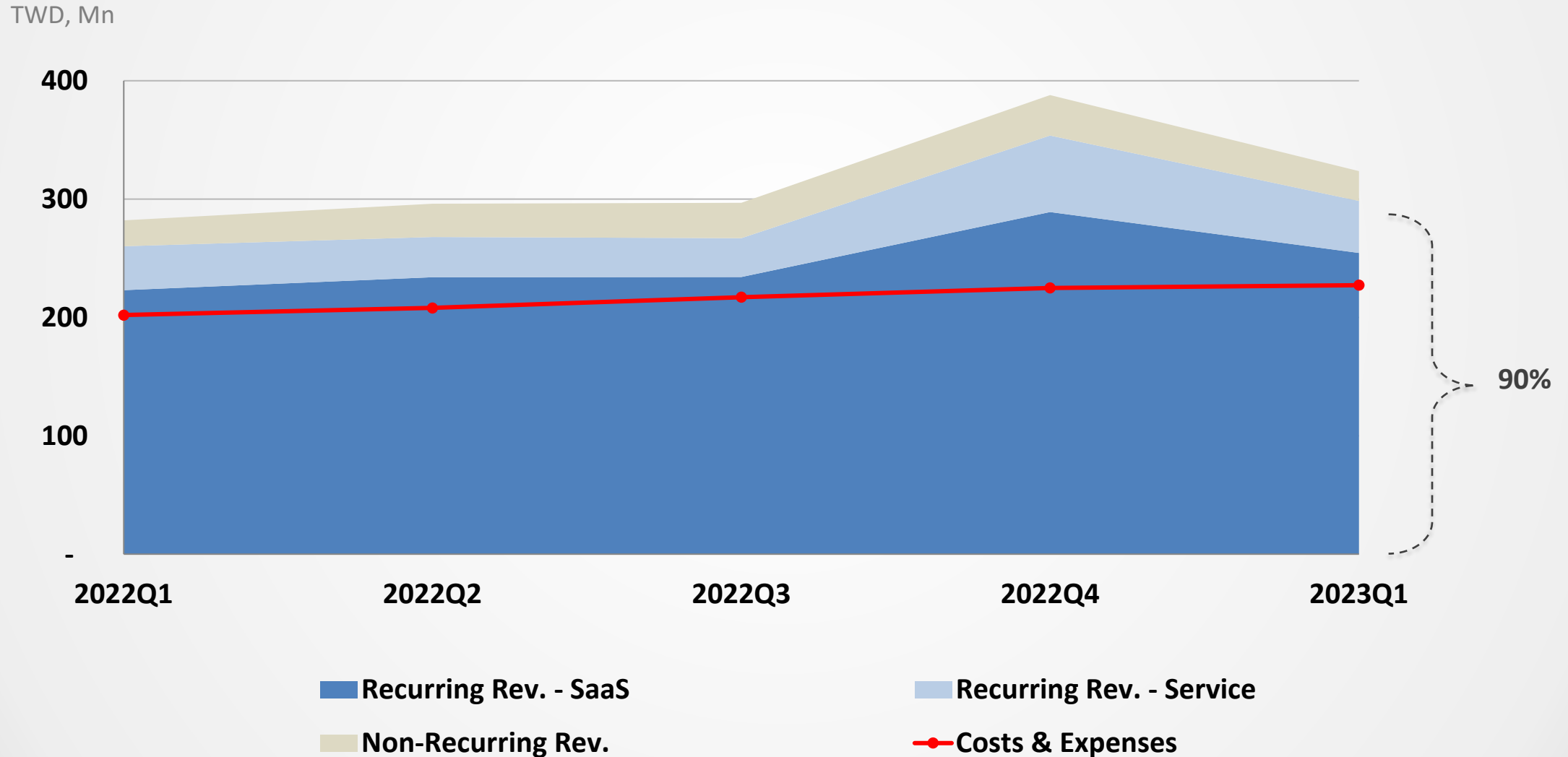
**PBT YoY**  
**22.0%**

\* Net Profit: Net profit belong to parent company

# Costs & Expenses



# 90%+ Recurring Revenue forms Solid Foundation



**03**

Q & A