

# 91APP

3Q23

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**01**

**Market  
Outlook**

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**Operational  
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**Financial  
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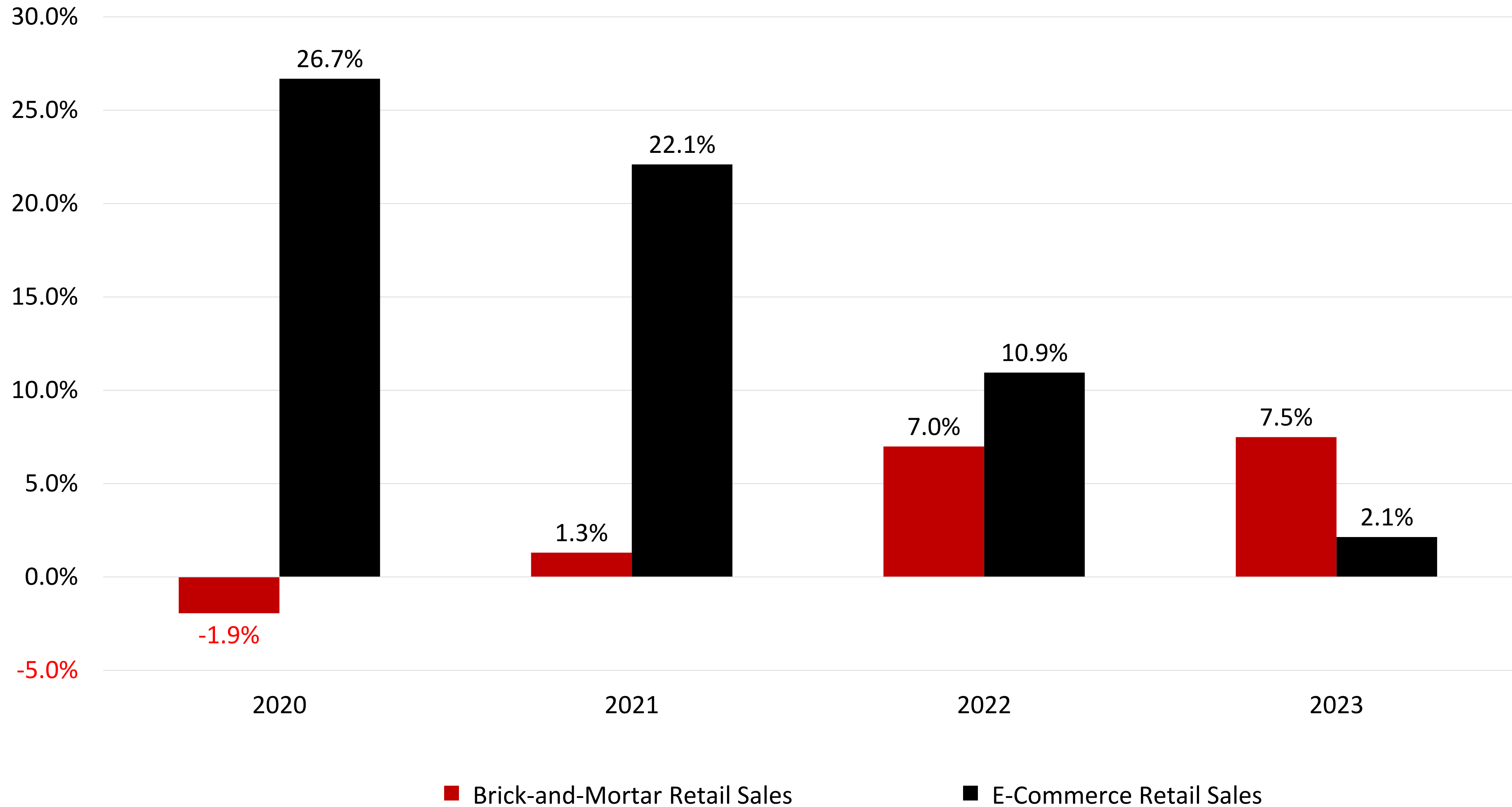
**Q&A**

AGENDA

# 01 Market Outlook

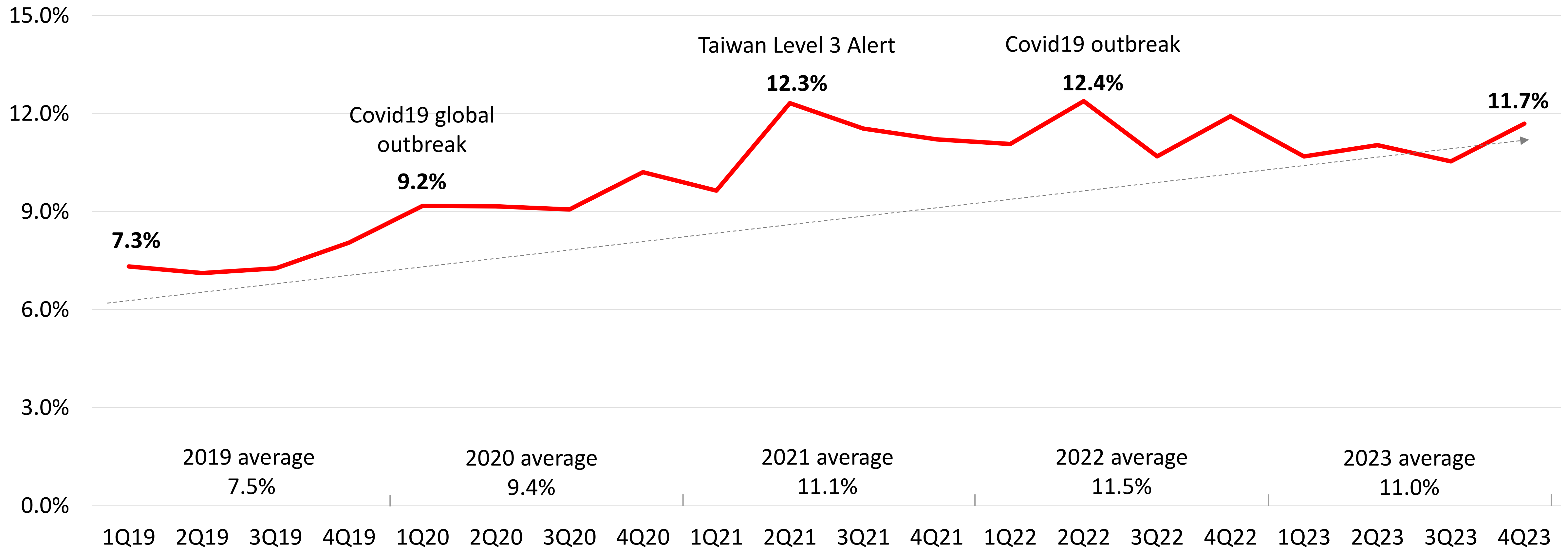
**Taiwan e-Commerce continues to rise.**

# 2019-2023 Taiwan Retail Market YoY



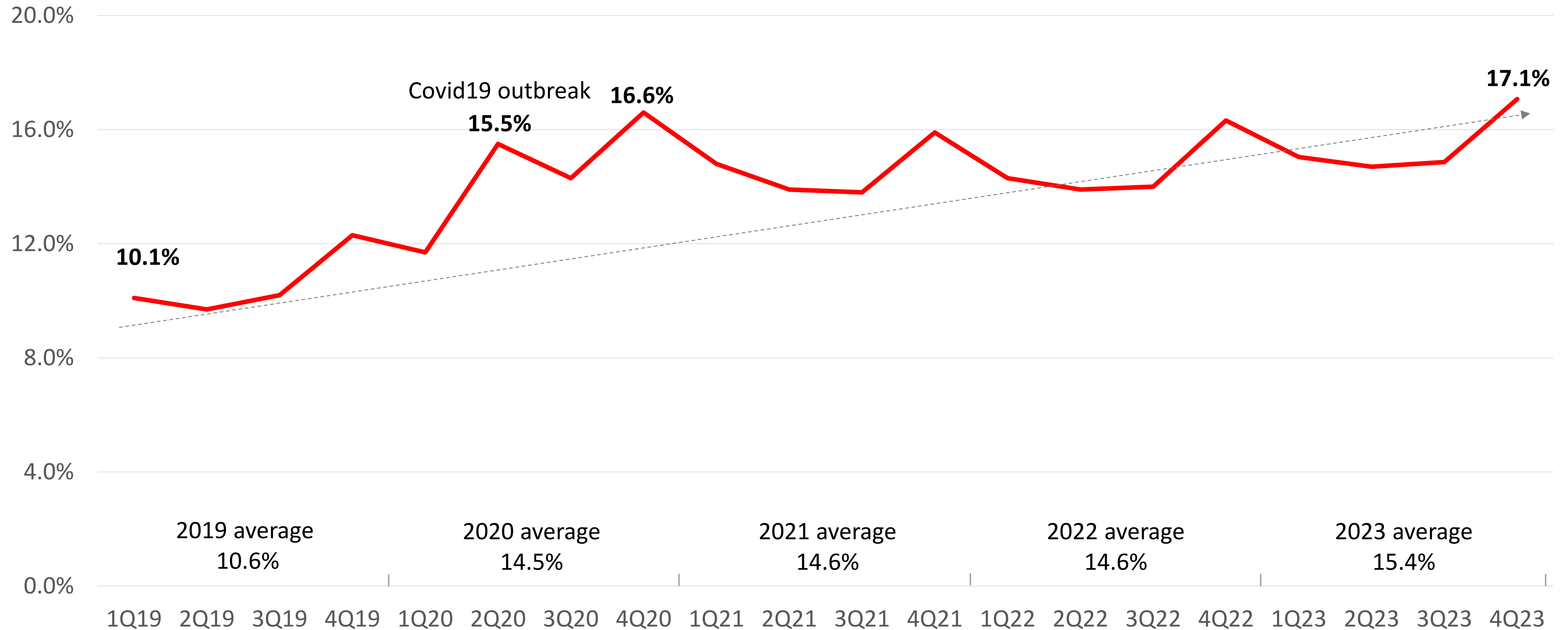
# Taiwan: e-Commerce Penetration Rate

The year 2023, the first year after the pandemic, posed challenges for the e-Commerce industry. However, Taiwan's e-Commerce penetration rate rebounded to a peak of 11.7% in 4Q23.



# U.S.: e-Commerce Penetration Rate

After the reopening post-pandemic and the recovery of brick-and-mortar retail in the United States, the overall e-Commerce penetration rate continues to steadily rise. In 4Q23, the e-Commerce penetration rate in the United States reached a new high of 17.1%. Based on the trends in the U.S. e-commerce market, the upward trend in the Taiwan e-Commerce market can be realized in the near future.



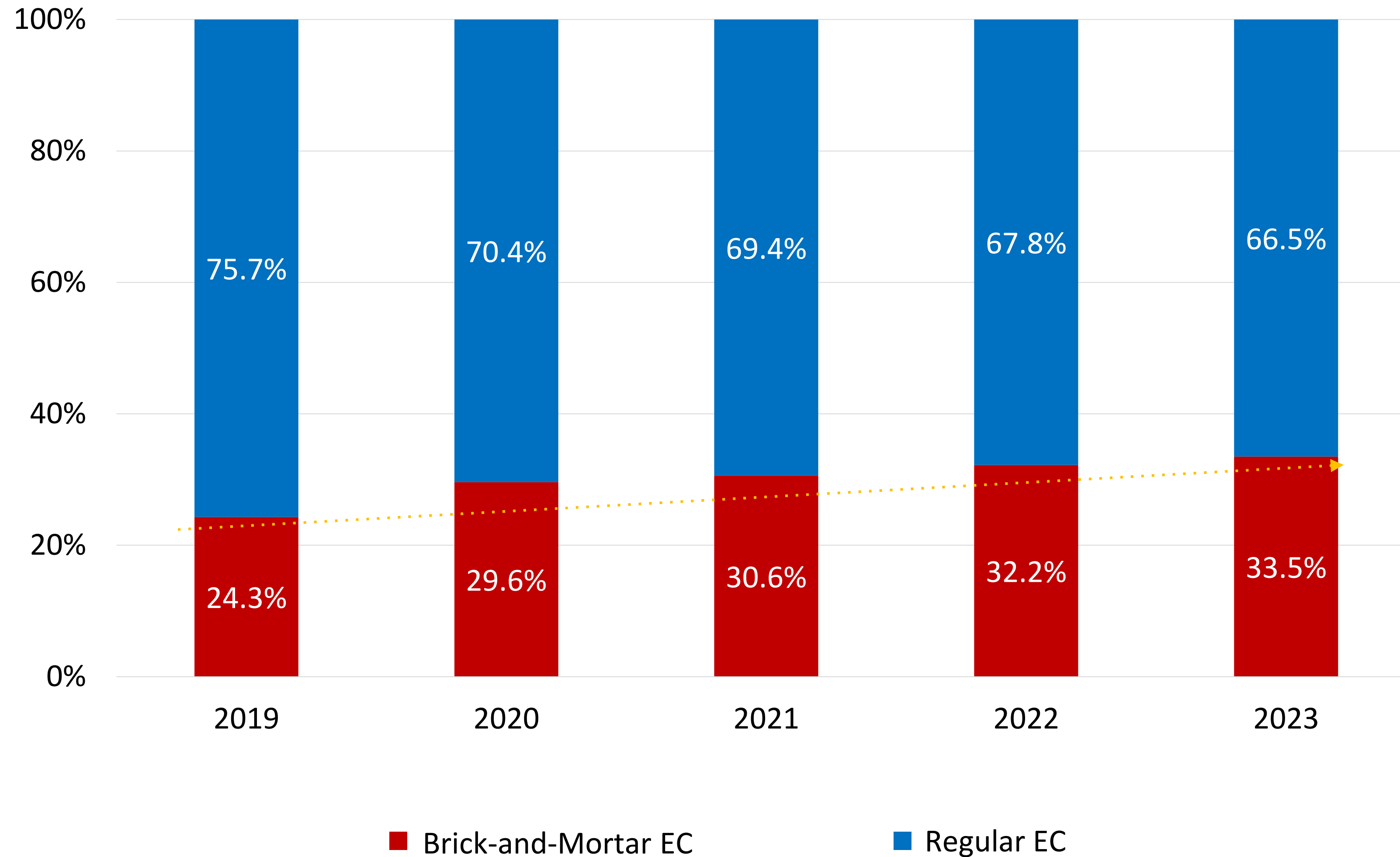


**Brick-and-Mortar e-Commerce  
is the major growth driver.**

# Brick-and-Mortar e-Commerce YoY

YoY	2020	2021	2022	2023
Regular EC Sales	18%	20%	8%	0%
Brick-and-Mortar EC Sales	54%	26%	17%	6%

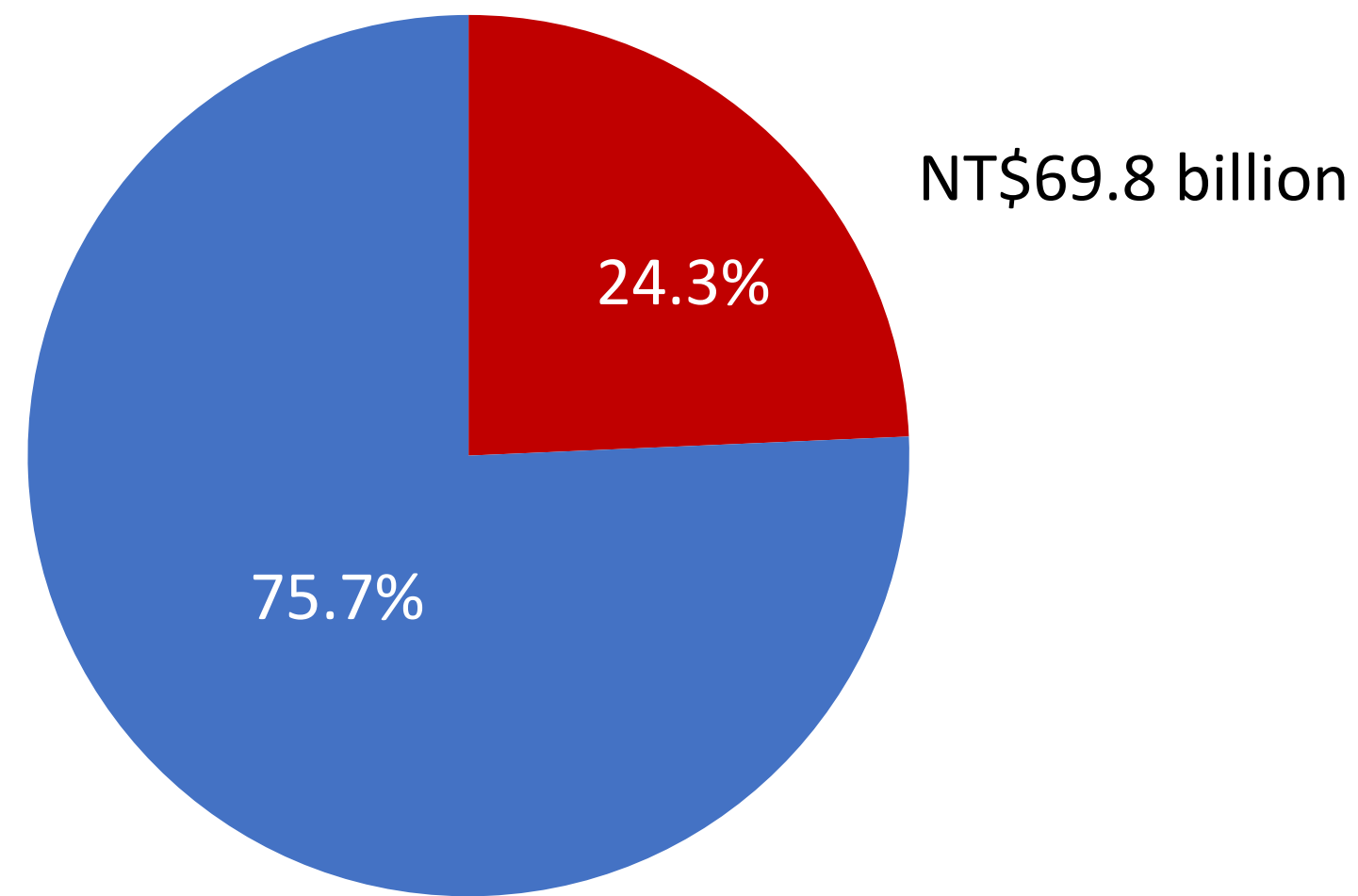
# % of Brick-and-Mortar e-Commerce to Total e-Commerce 91APP



# Brick-and-Mortar e-Commerce Market Size

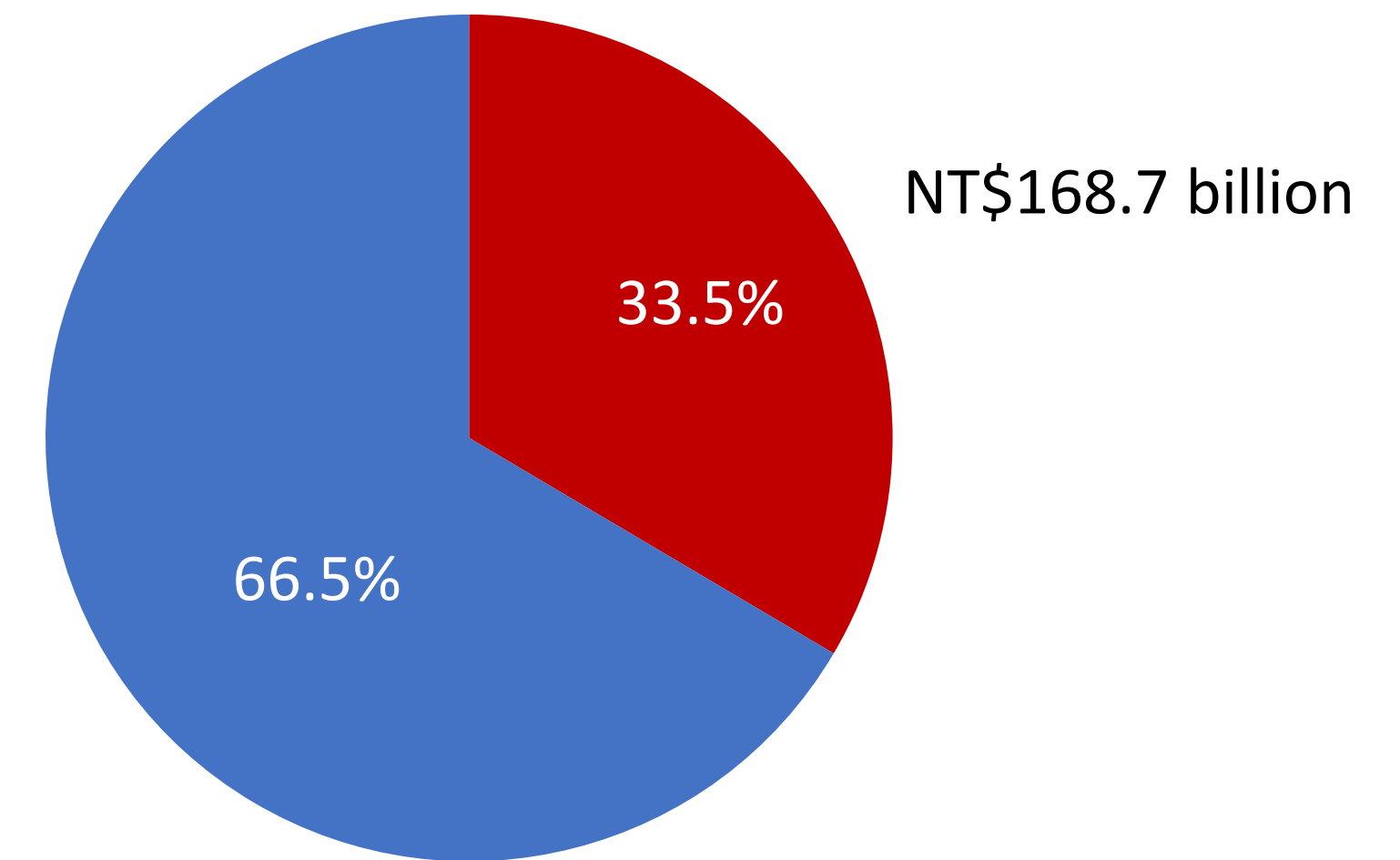
From 2019 to 2023, Taiwan brick-and-mortar EC market grew from NT\$69.8 billion to NT\$168.7 billion (2.4x), and the proportion of brick-and-mortar EC sales within the total e-Commerce sales rose by almost 10ppts from 24.3% to 33.5%, demonstrating that D2C is the mega trend.

### 2019 EC Sales



■ Brick-and-Mortar EC ■ Regular EC

### 2023 EC Sales



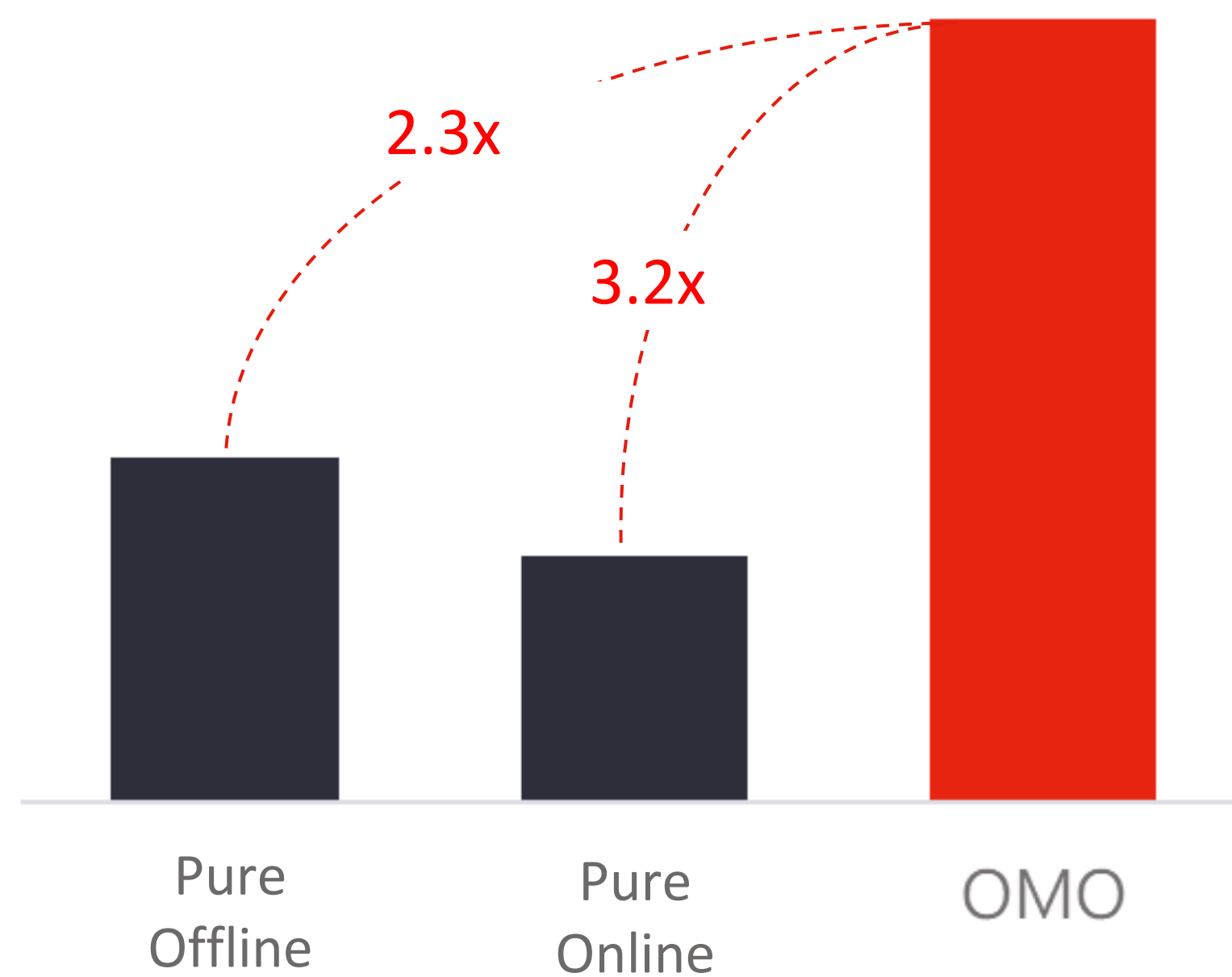
■ Brick-and-Mortar EC ■ Regular EC

**The key to Brick-and-Mortar e-Commerce  
is OMO.**

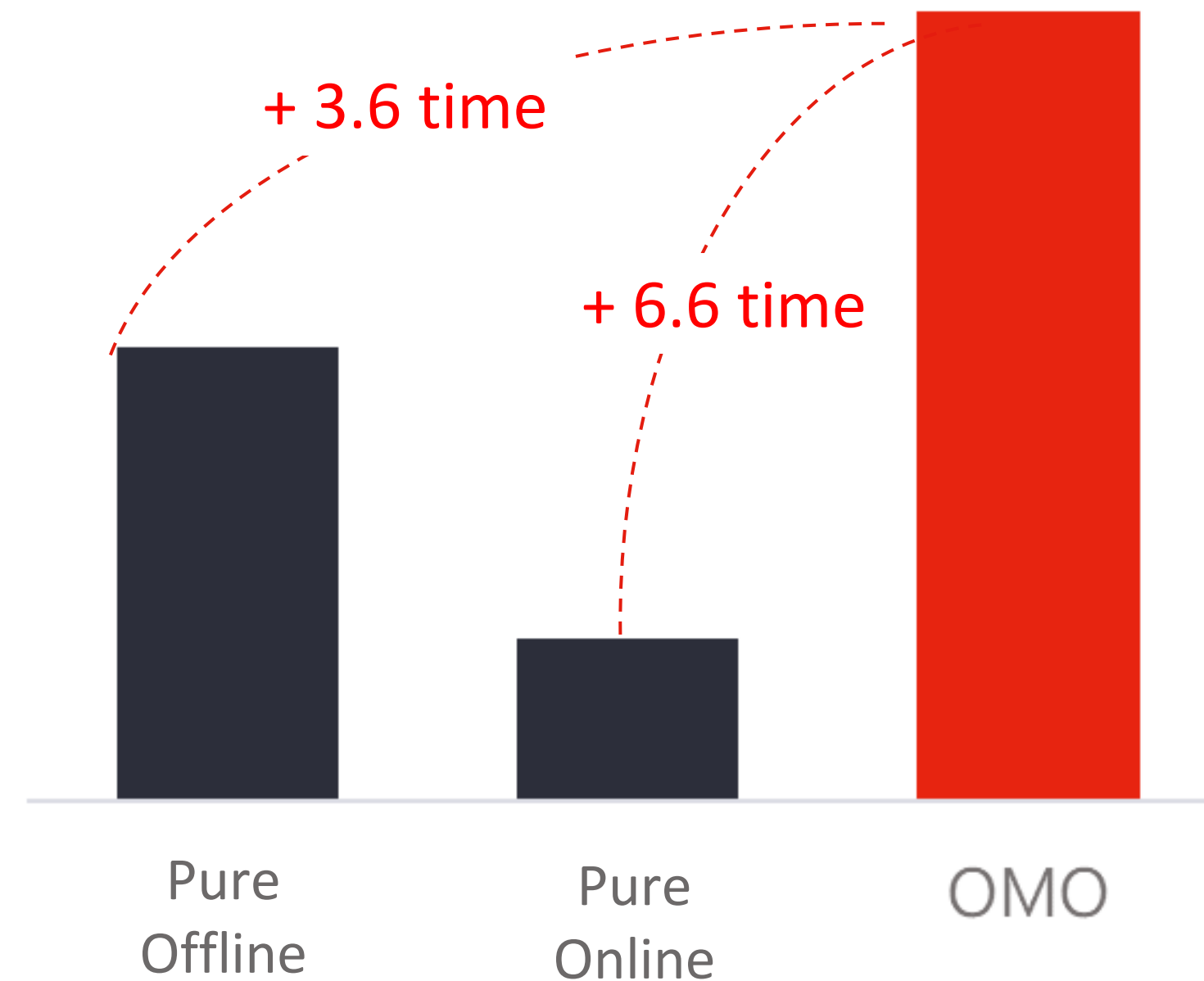
# OMO consumers bring high value to brands

Compared to consumers who only shop through a single channel, OMO members who transact in both e-commerce and brick-and-mortar bring more significant benefits to brands.

### Per Capita Contribution Amount



### Per Capita Purchase Frequency

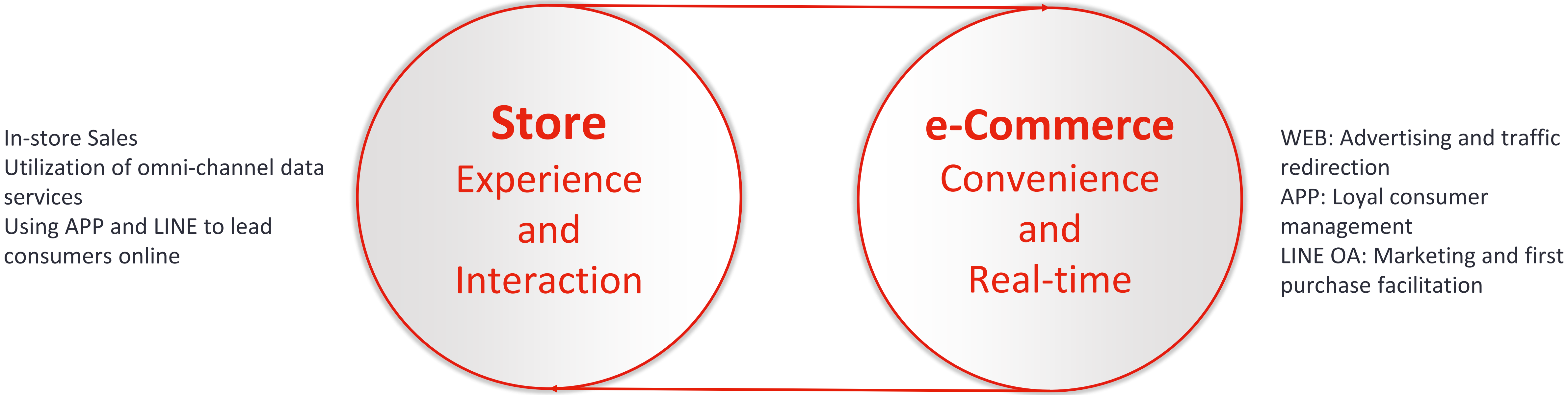


\* OMO: Offline-Merge-Online / Online-Merge-Offline / Offline and Online Merge Together,

Source: 91APP Research, The effectiveness mean value of OMO consumers compared to single-channel consumers. Period: 2022/4/1- 2023/3/30

# OMO Strategy: Leveraging Attributes and Merging Advantages

With retail thinking at its core, to integrate clients' existing IT systems and incorporate D2C e-Commerce models into their operational framework without sacrificing upfront investment costs, leading to higher efficiency in OMO retail operations.

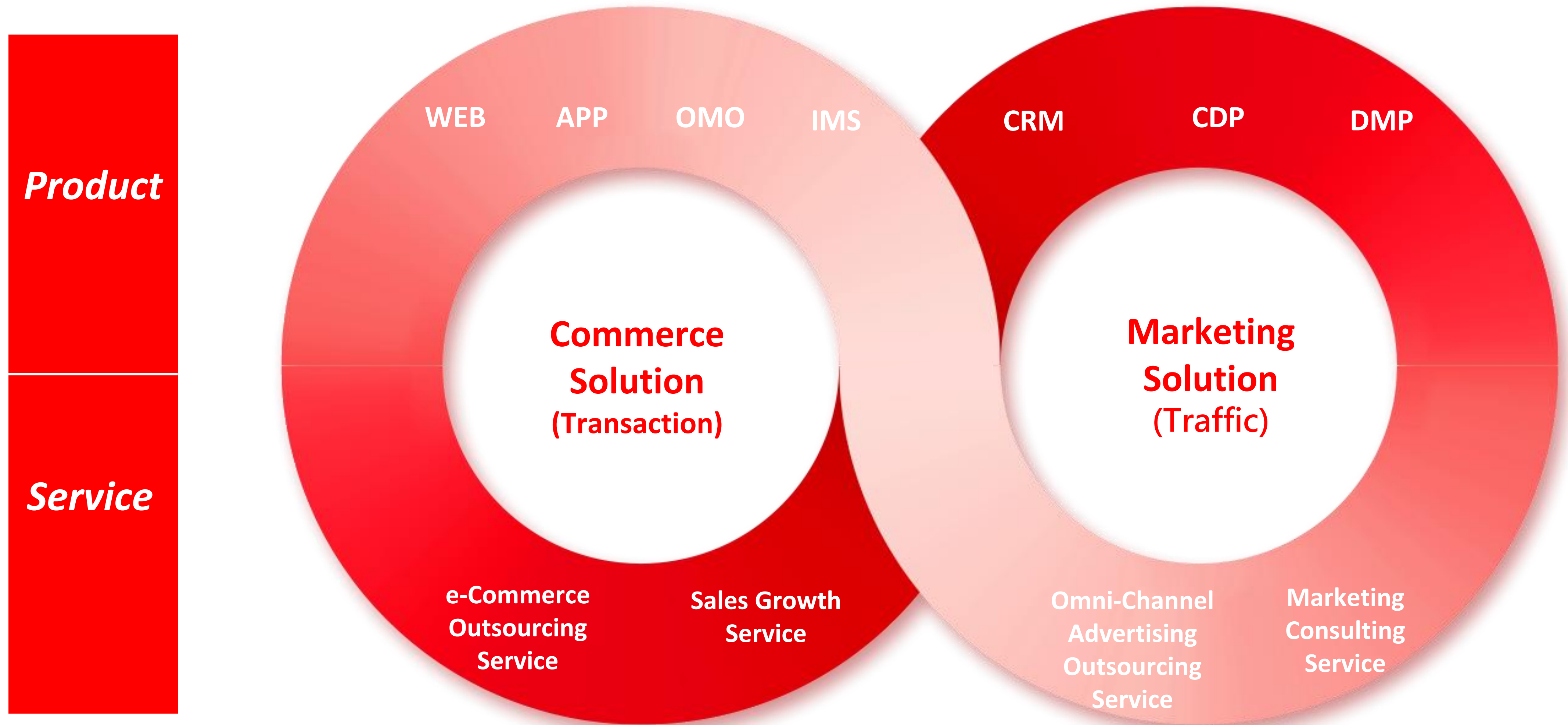


- 1. Taiwan e-Commerce continues to rise.**
- 2. Brick-and-Mortar e-Commerce is the major growth driver.**
- 3. The key to Brick-and-Mortar e-Commerce is OMO.**



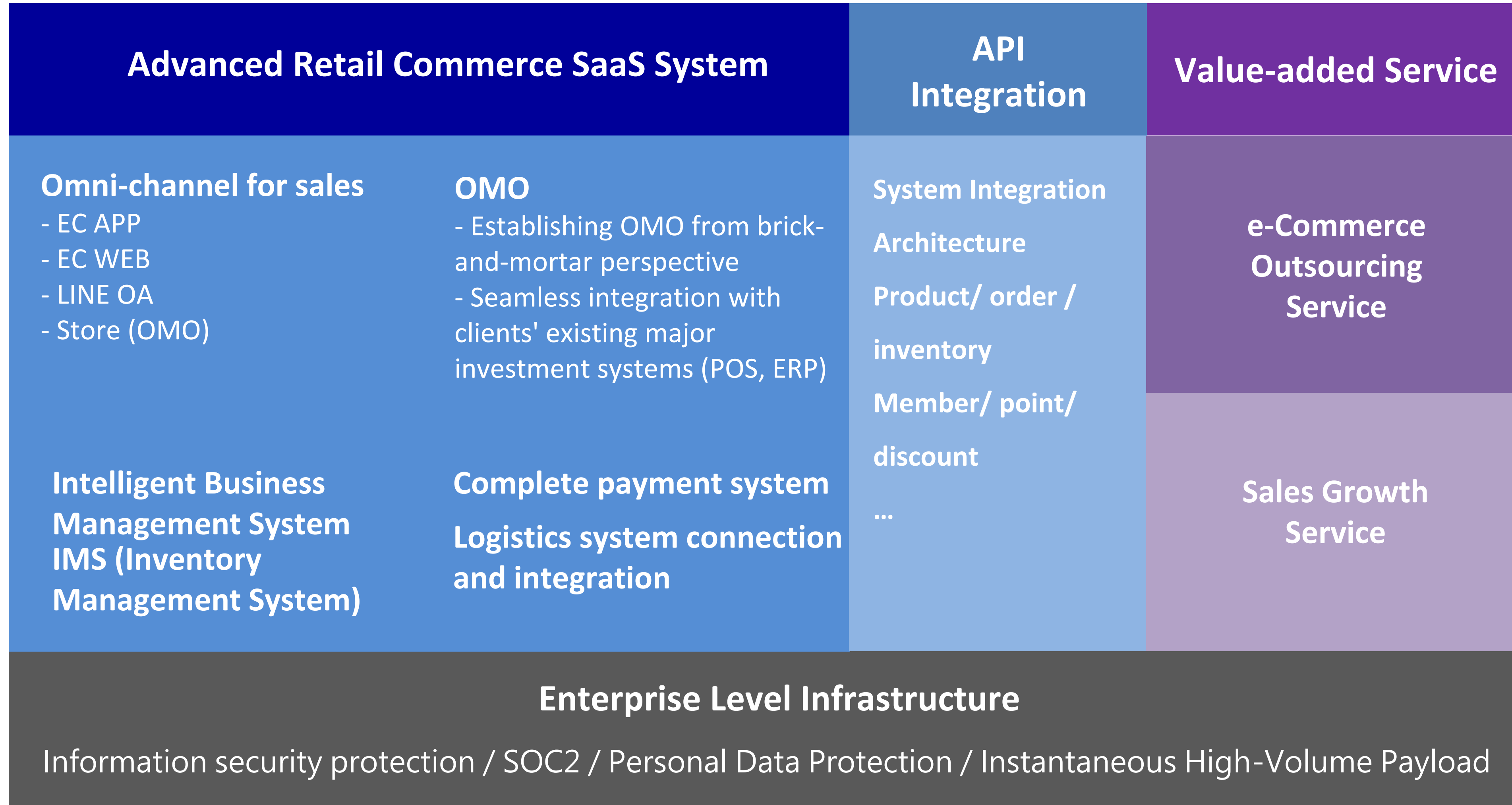
# 02 Operational Highlights

# Unique Dual Solutions Create Synergies

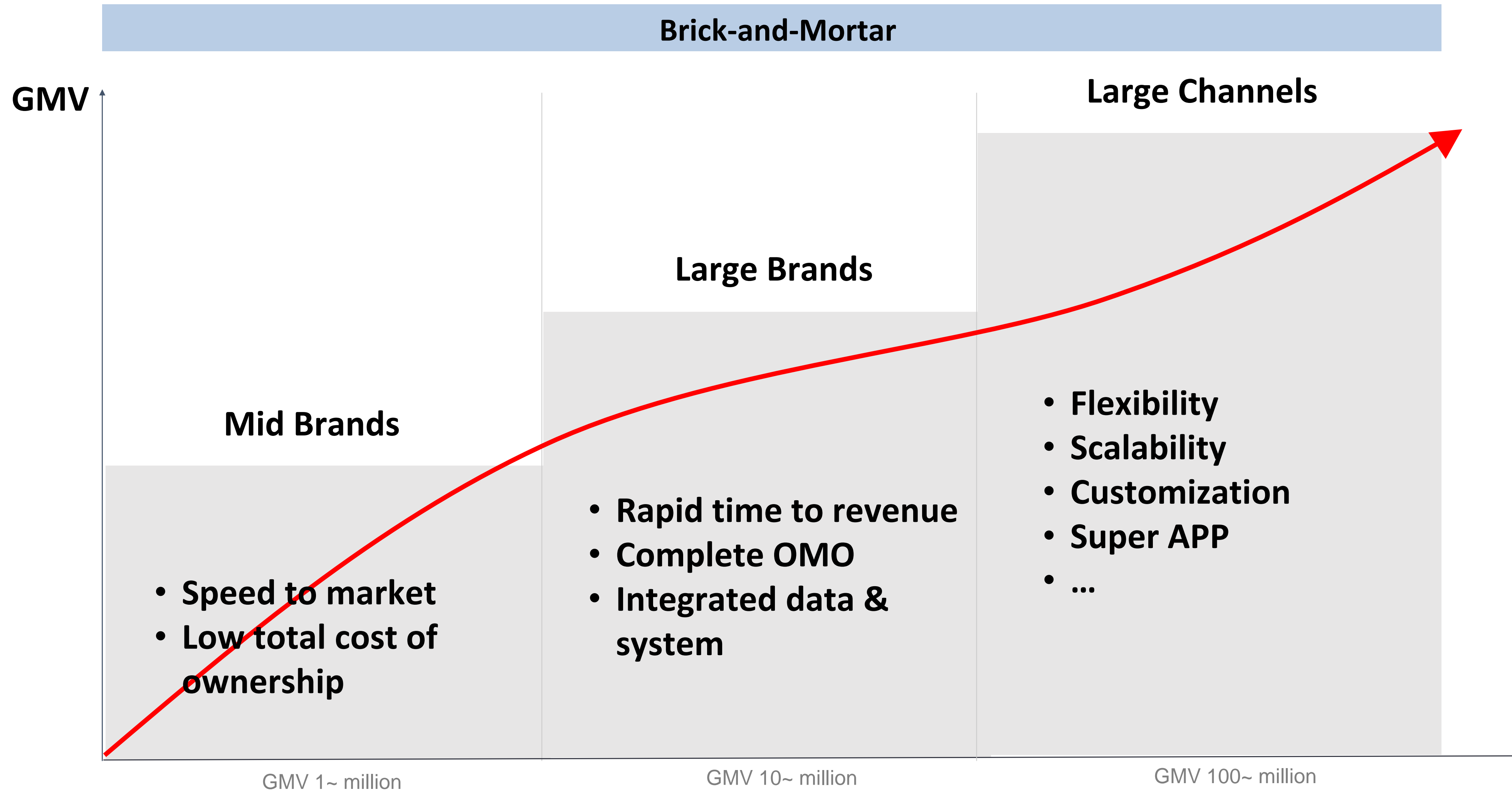


- IMS: Inventory Management System
- CRM: Customer Relationship Management
- CDP: Customer Data Platform
- DMP: Data Management Platform

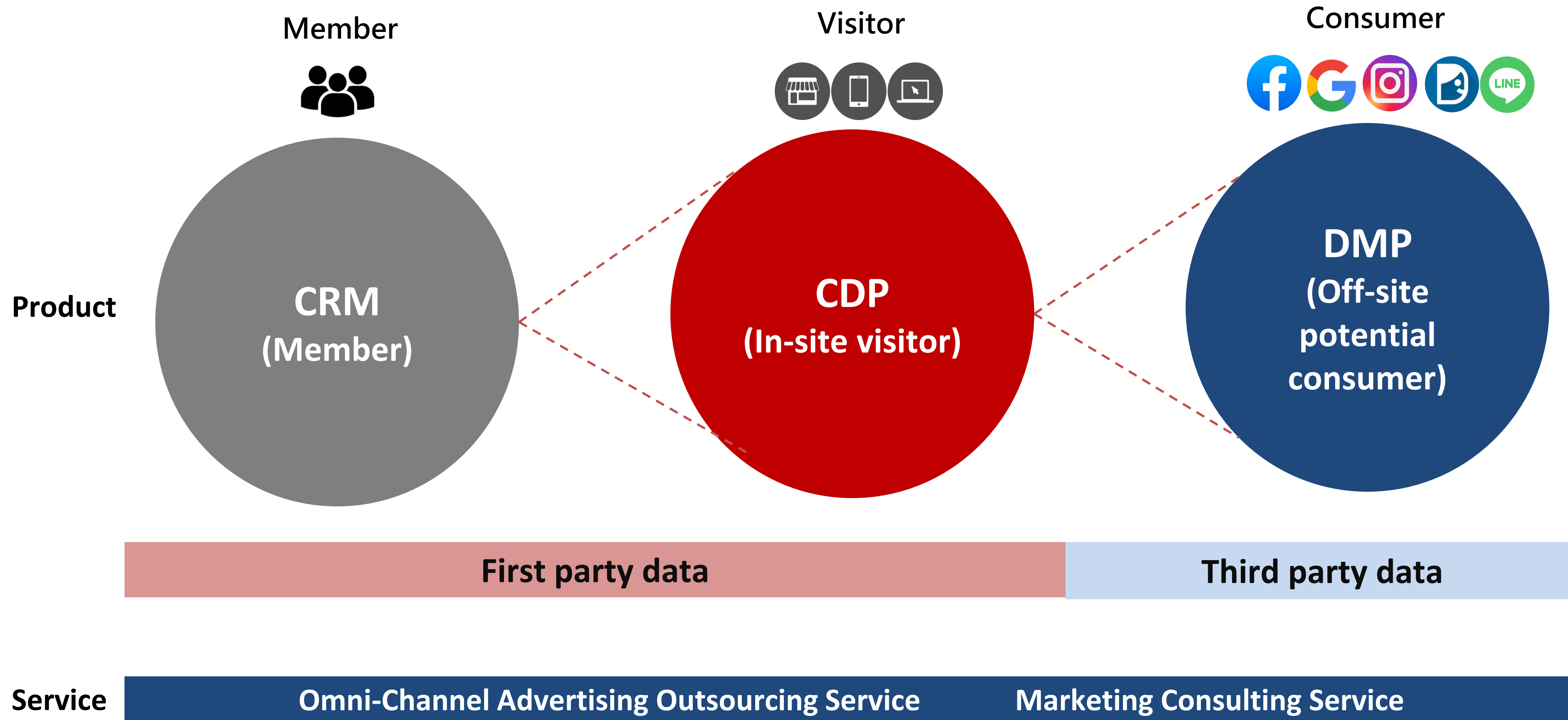
# Commerce Solution



# Advanced Commerce Solution to accelerate digital transformation 91APP



# Marketing Solution



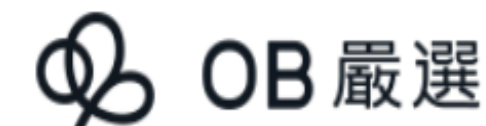
# Enterprise-Level Brands & Channels as Target Clients

	Brand	Channel
<b>Brick-and-Mortar</b>		
<b>EC</b>		

# Global Retail Clients



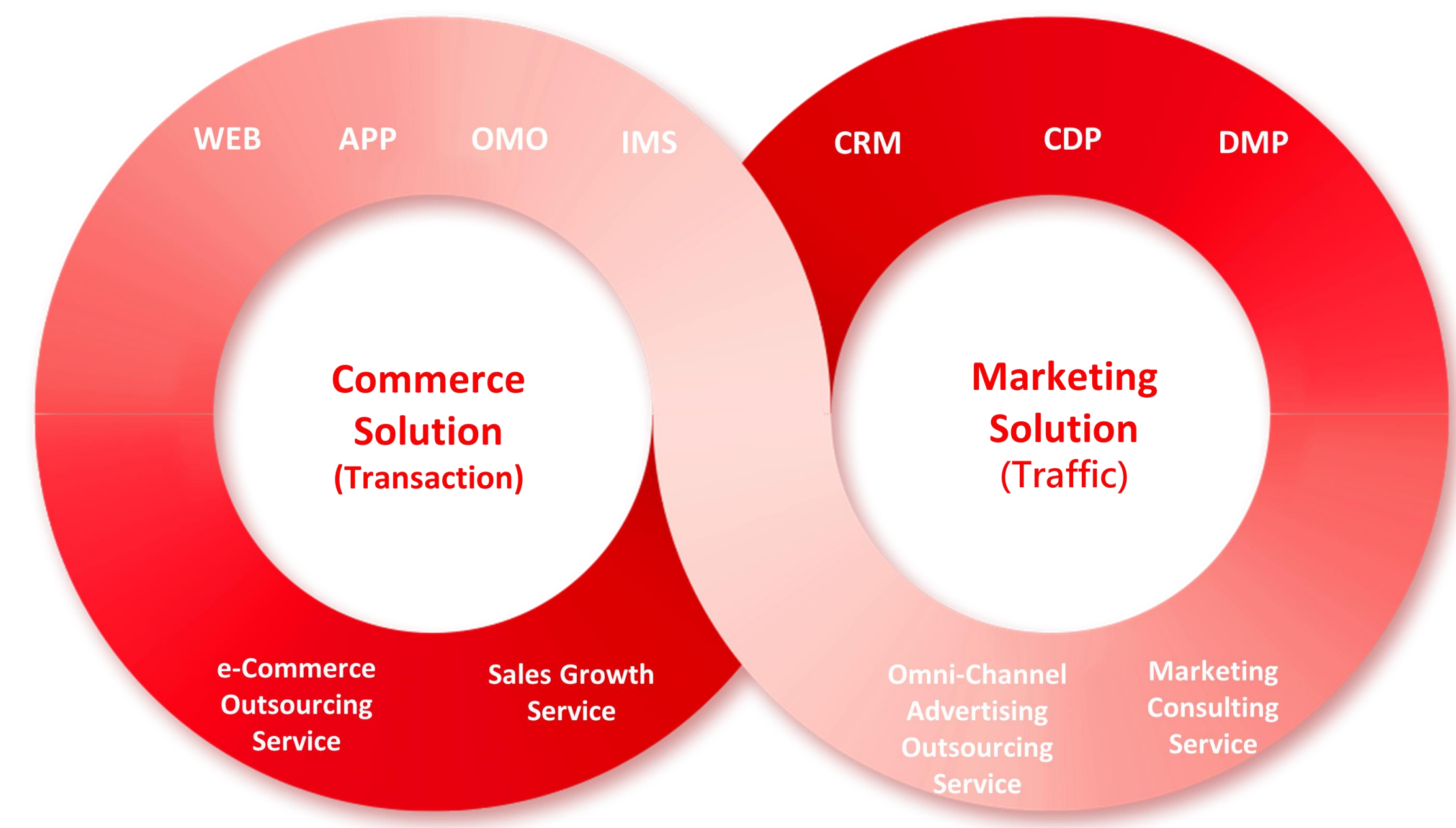
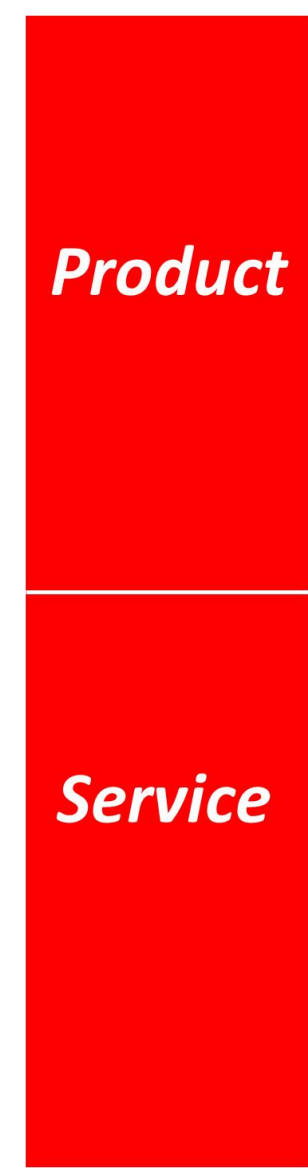
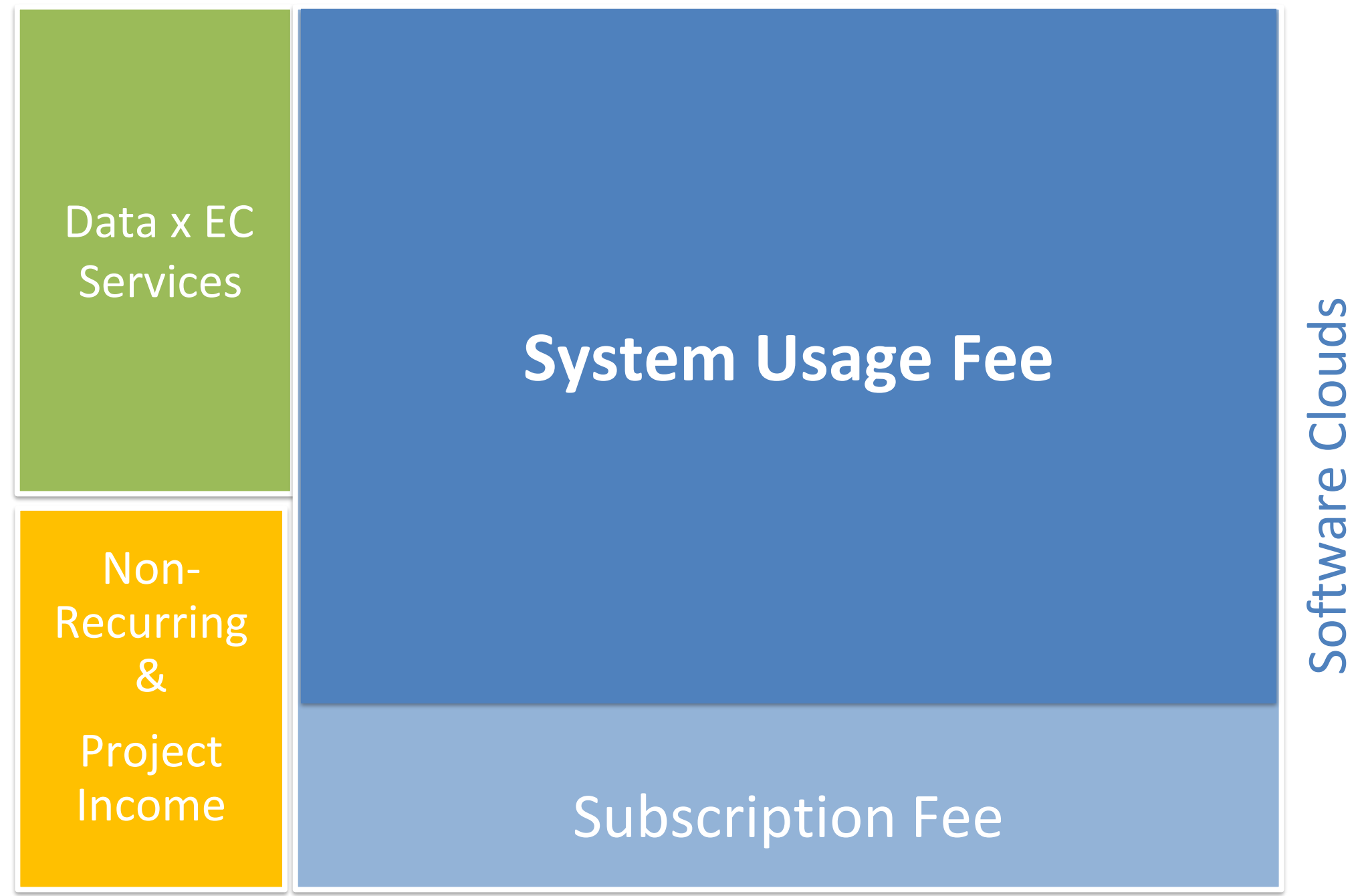
# Taiwan Retail Clients





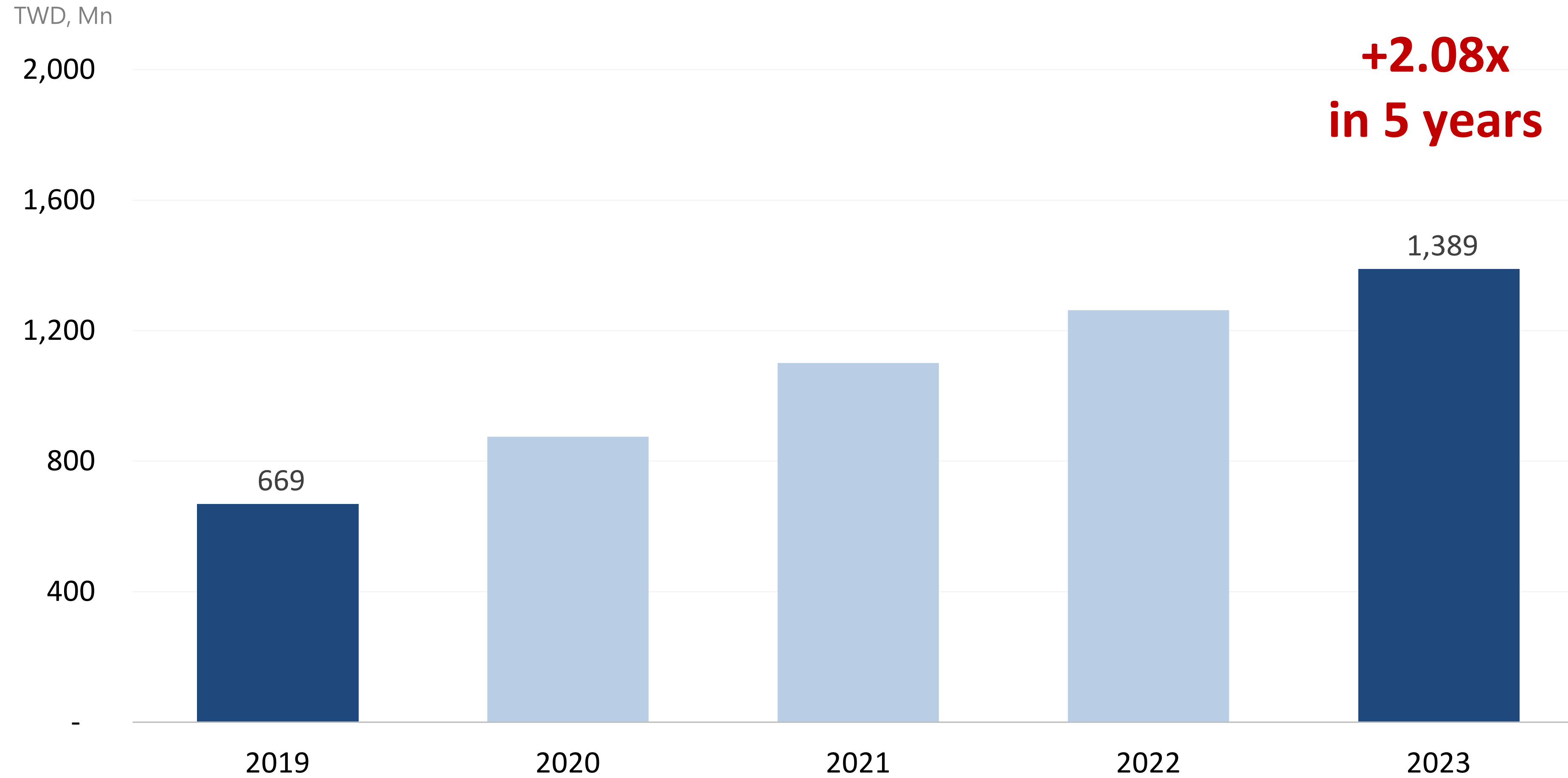
# 03 Financial Highlights

# Revenue Model



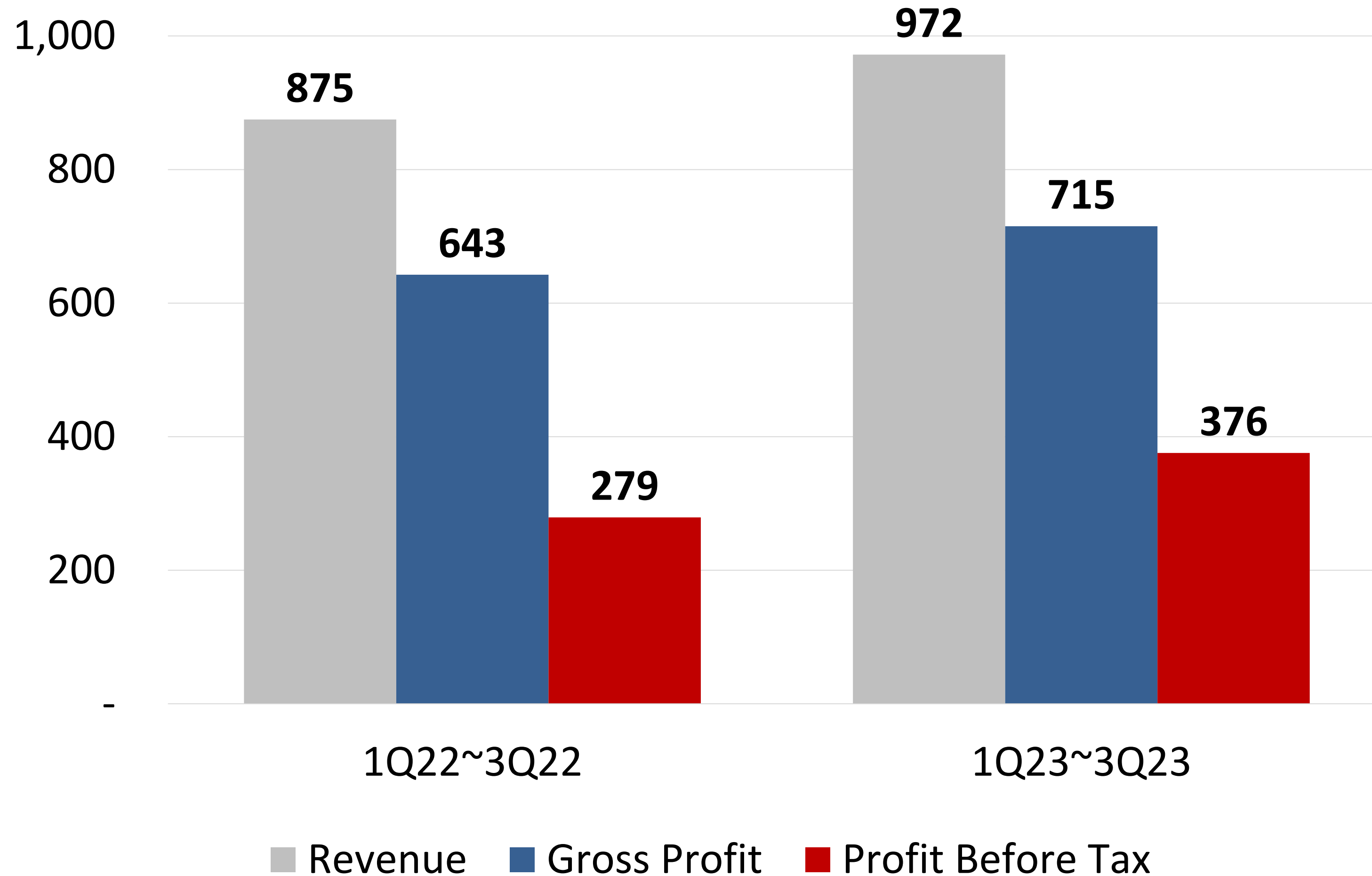
Software Clouds: Subscription Fees + System Usage Fee  
 System Usage Fee: GMV x Fixed Rate  
 Data x EC Services: EC Outsourcing & Ad. Outsourcing Service

# 2019~2023 Consolidated Revenue



# 1Q23~3Q23 Consolidated P&L Analysis

TWD, Mn

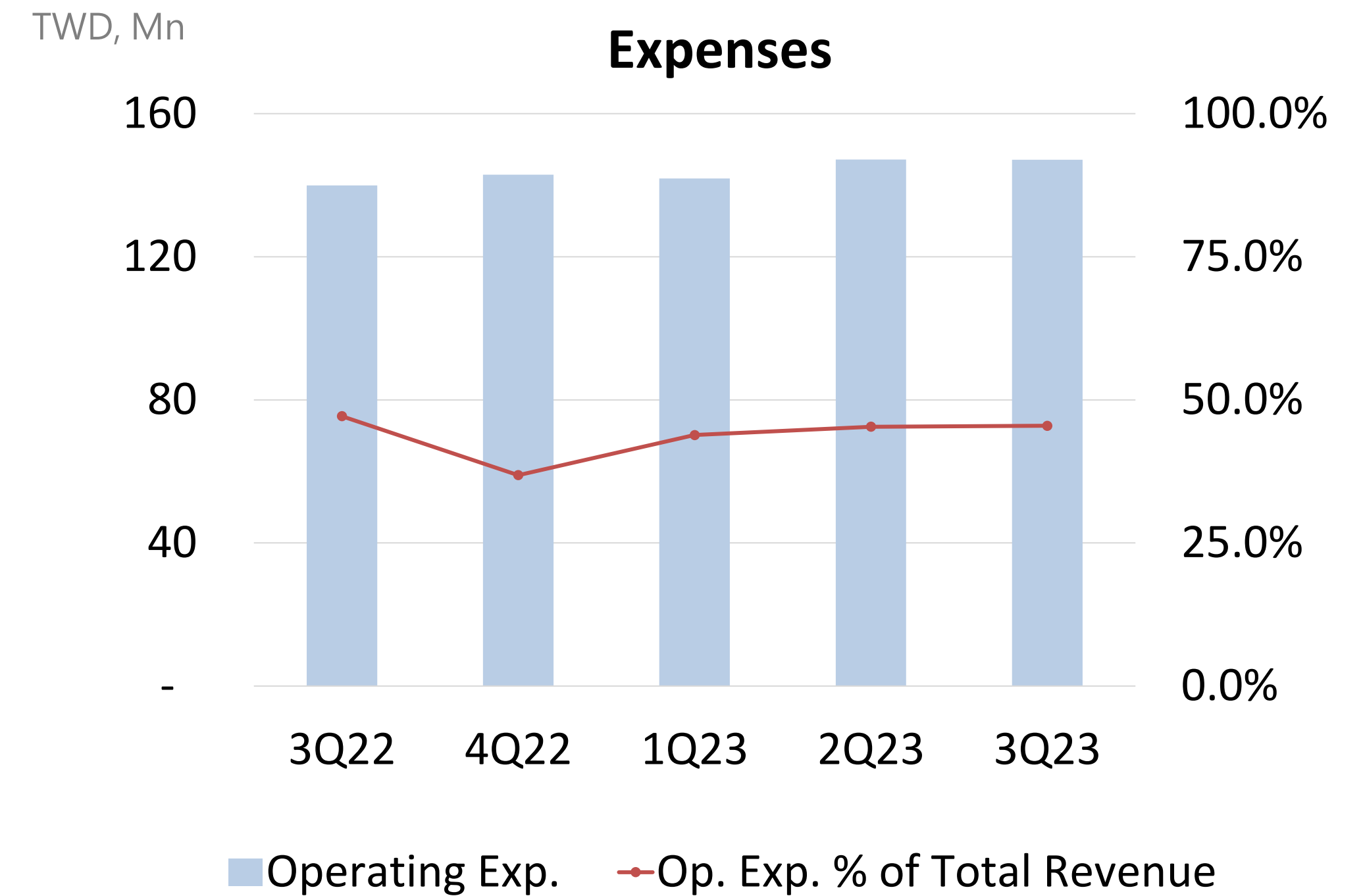
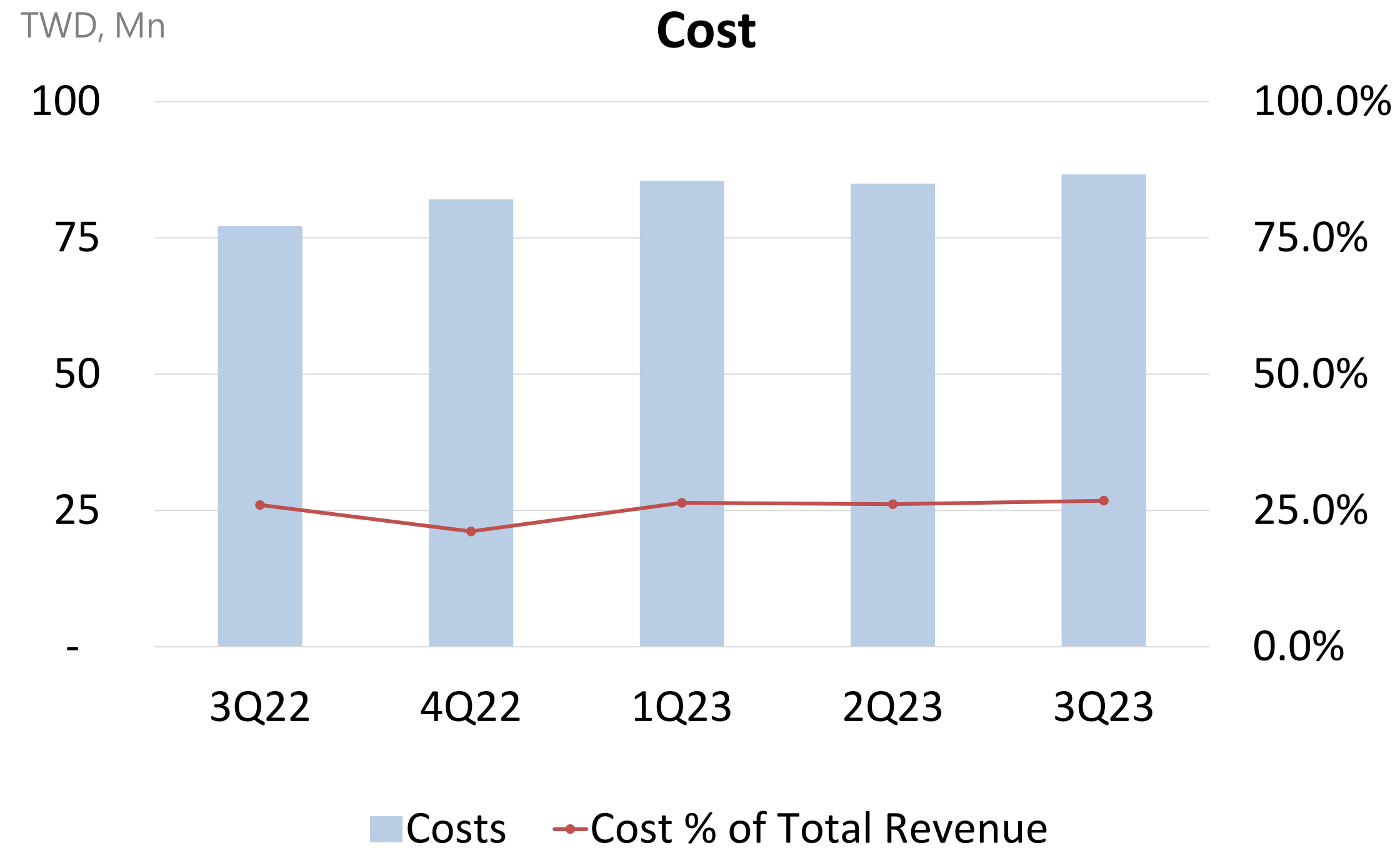


Sales Rev. YoY  
**11.1%**

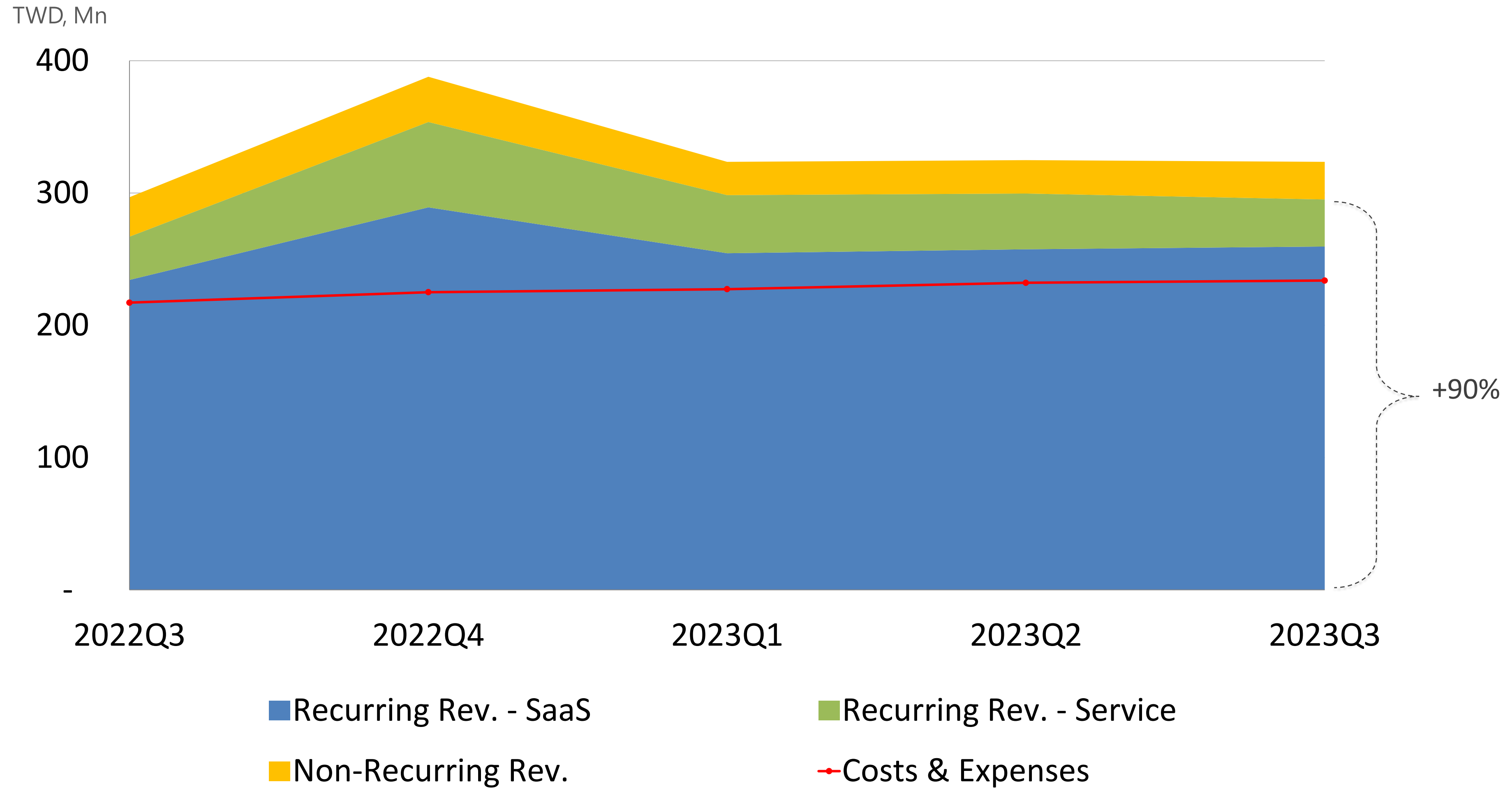
G. P. YoY  
**11.3%**

PBT YoY  
**34.6%**

# Cost & Expenses



# 90%+ Recurring Revenue forms Solid Foundation



# 04 Q&A

**91APP**

**OMO EMPOWER RETAIL BRAND**

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