



Keding Enterprises Co., Ltd.

Disclaimer

1. The information of current expectations and estimates are forward looking statements subject to significant known and unknown risks and uncertainties and actual results may differ materially from those contained or implied in the forward-looking statements. These forward-looking statements are not guarantees of future performance and therefore one should not place undue reliance on them.
2. We are under no obligation to update any information according to its future changes or adjustments.

Agenda

01. Company Introduction

02. Product Introduction

03. Financial Results

04. Market Future Outlook



01

Company Introduction

- Company Introduction
- History
- Organizational Chart
- Board Structure
- Corporate Philosophy
- Corporate Social Responsibility
- Affiliates Structure
- Locations



Company Introduction

Keding Enterprises Co., Ltd.

Stock Symbol(TWSE) : 6655

Founded : 2002/7/22

Chairman : Tsao, Hsien-Chang

Capital : NTD 756 million

Number of employees : 1,000

Headquarters : 16F., No.69, Sec. 2, Guangfu Rd., Sanchong Dist., New Taipei City , Taiwan

Production HQ Factory : No.10, Dapumei Yuanqu 5th Rd., Dalin Township, Chiayi County, Taiwan



History

2002

JUL-Founded in Taiwan

NOV-Prefinished veneered panels launched

2003

OCT-Prefinished Paper Backed Veneer launched

2004

DEC-Prefinished veneer with HPL backing launched

2009

OCT-KD Hand-scraped Wood Flooring launched

2010

OCT-Shanghai, China branch established

2013

SEP-Use of low formaldehyde E0 plywood

2017

FEB-Grand opening of Production HQ Factory I

2018

JUL-Grand opening of Production HQ Factory II

NOV-Listed in the Taiwan Stock Exchange (TWSE 6655)

2019

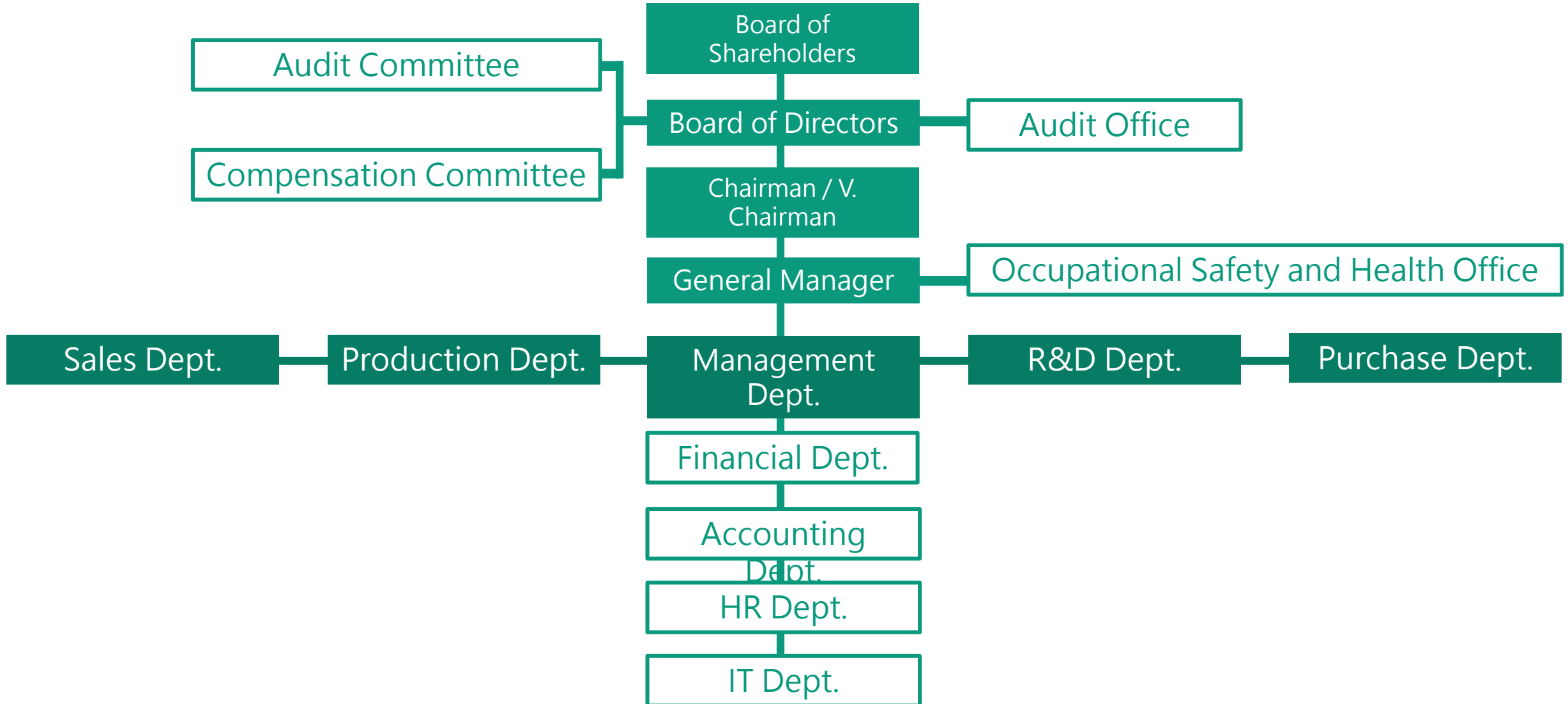
MAR-New product launched: KD 3D-Textured Panels.
Patent No. : M581983

2020

FEB-Wide Plank Wood Flooring launched.

JUN-Grand opening of shop at Eslite Xinyi store;
Tmall online shopping platform launched.

Organizational Chart



Board Structure

Job Title	Name	Experience
Chairman	TSAO, HSIEN-CHANG	<ul style="list-style-type: none"> Yunbang Interior Design & Decoration Keding Enterprises Co., Ltd
Vice Chairman	HUANG, TIEN-HUA	<ul style="list-style-type: none"> Liwei Engineering Ltd Keding Enterprises Co., Ltd
Director	CHEN, MEI-YUN	<ul style="list-style-type: none"> Jouding Investment Co., Ltd.
Director	HUANG, SHU-FEN	<ul style="list-style-type: none"> Ja-Long Technology Co., Ltd. Sungpei Apparel Co., Ltd. Shangjoumei Co., Ltd. Jengyi Investment Co., Ltd
Independent Director	CHENG, CHUN-JEN	<ul style="list-style-type: none"> Taiwan Stock Exchange Sentelic Corporation Anji Technology Co., Ltd Buima Group Inc.
Independent Director	CHENG, HUNG-HUI	<ul style="list-style-type: none"> Deloitte Touche Tohmatsu Ltd. PricewaterhouseCoopers Taiwan Analog Devices Inc. Diyi Accounting Firm Jungshan Accounting Firm Jengda Accounting Firm Mingda Accounting Firm
Independent Director	YANG, HAO-MING	<ul style="list-style-type: none"> Kaiyu Fabric Co., Ltd.

Corporate Philosophy

Keding Believes in the motto: "Value comes first"

Chairman's Promise:

「Share Profits with our team and give back to society」



Corporate Social Responsibility

A fixed amount of profit is gathered as a charity funds yearly, which is used in various charity activities.



2019

- Responding to Forestry Bureau, planted 1500 trees in Zhongpu, Chiayi on Arbor Day.



2018

- Donation of NTD 2 million to assist in Hualien earthquake.
- Planted 2000 trees at Guanyin Coast and cleaned 1500 kgs of garbage.



2017

- Adopted 3500 m² of green space.
- Donation of NTD 5.46 million to sponsor Boyo Children's Foundation.



2016

- Donation of NTD 2 million to as relief effort to Tainan earthquake victims.



2015

- Donation of NTD 1 million for Yunlin Elderly Welfare Foundation.



2014

- Invited singer Julia Peng in advertisement program to raise donations of NTD 3.55 million for TFCF family support services.



2013

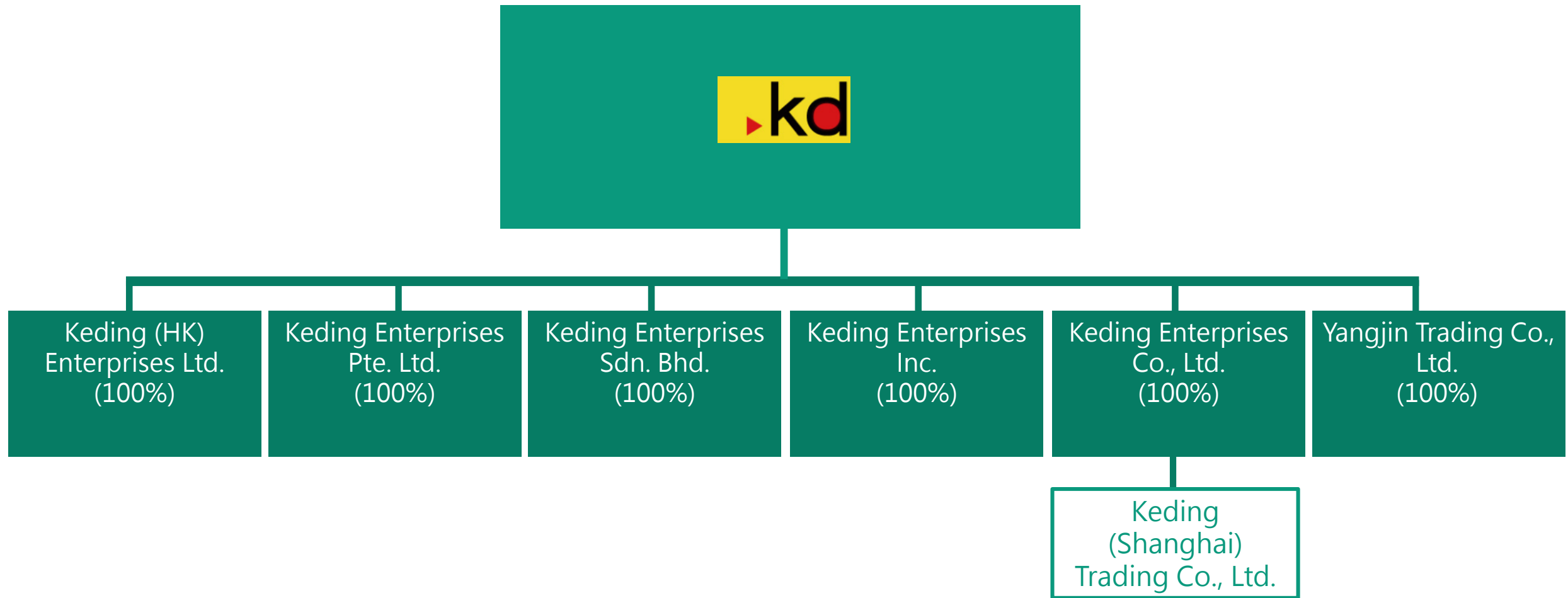
- Invited baseball player Chih Sheng Lin and priest Nalay Piho an a joint advertisement program to raise donations of NTD 5.70 million for TFCF family support services.



2012-2009

- Donation of NTD 1.15 million to Typhoon Morakot victims.
- Donation of NTD 1 million to libraries in remote primary schools in E.SUN Bank's project.

Affiliates Structure



Locations



02

Product Introduction

- Products
- Certificates and Test Reports
- Market Development
- Top 10 Customers of Annual Consolidated Net Revenue
- Applications
- Hospitality
- Competitiveness and Advantages



Products



KD Panels

KD Flooring

Other Products

KD Dining Tables

KD Wooden Accessories



KD Panels

1

- Preventing Controversy
- Real Wood

2

- Time Saving
- Zero-Contamination

3

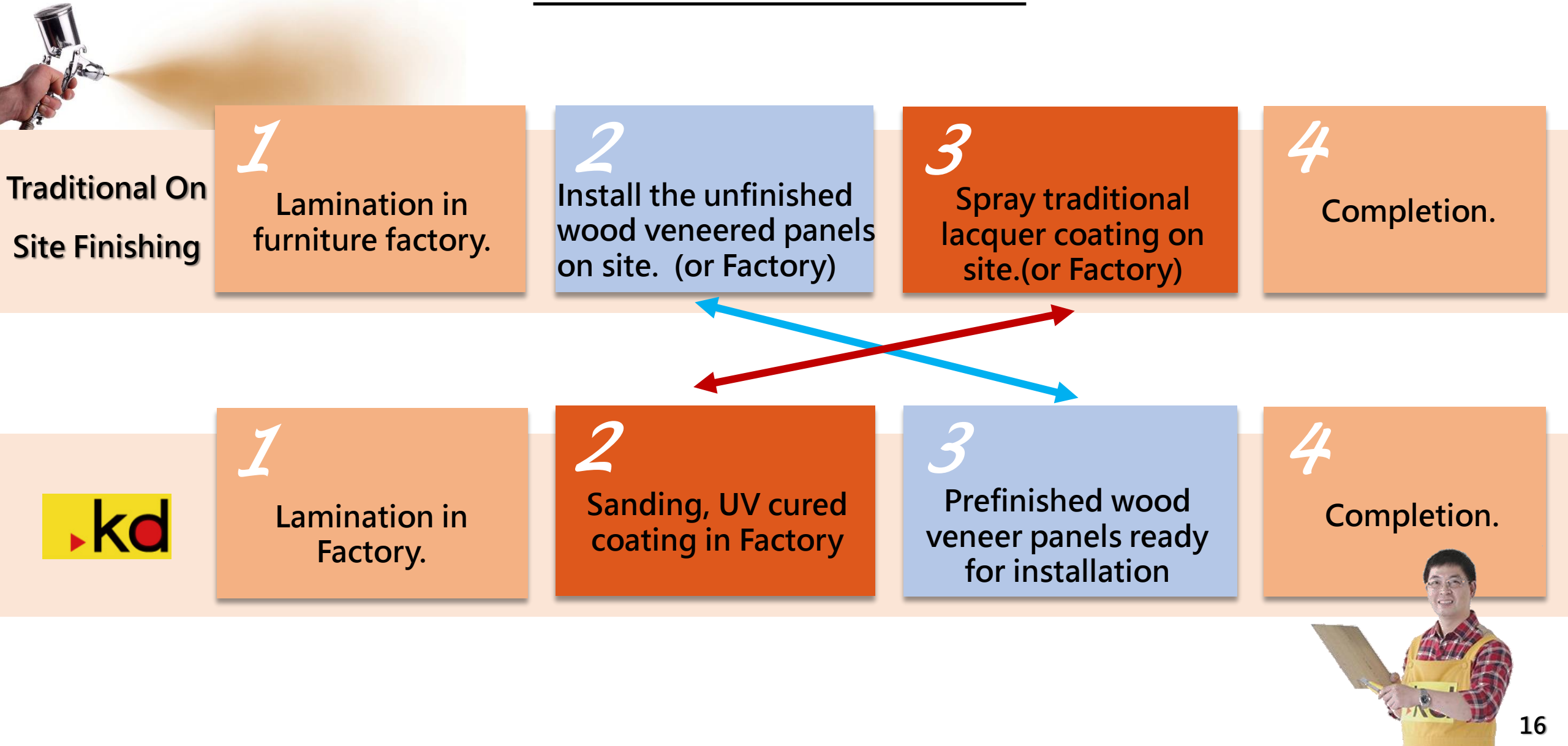
- Durable
- Ease of Maintenance
- Flame Retardant

4

- Non-Toxic
- Healthy Product



Installation Process



Surface Treatment-3D Textured

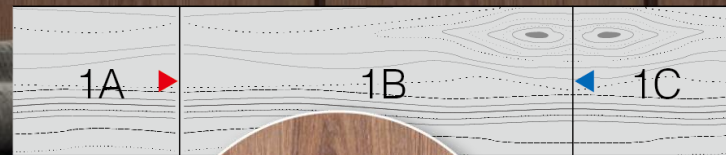
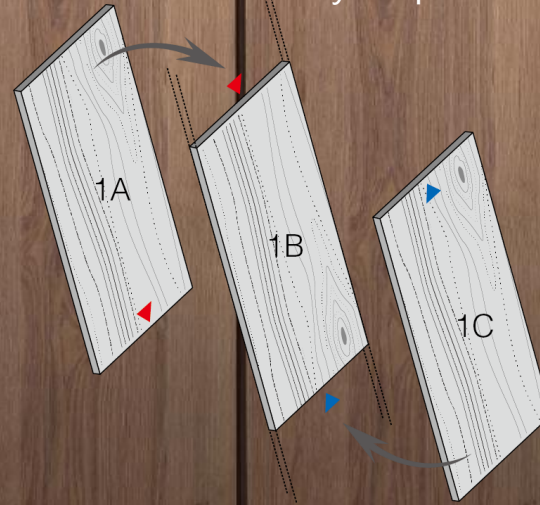
- ✓ Stains are thoroughly applied on the surface, which interact with the natural beauty of each wood grain, which create vivid and colorful appearances.
- ✓ The variation of light and shadows created by this wavy surface showcases different looks when seen from different angles.



Panel Match Methods

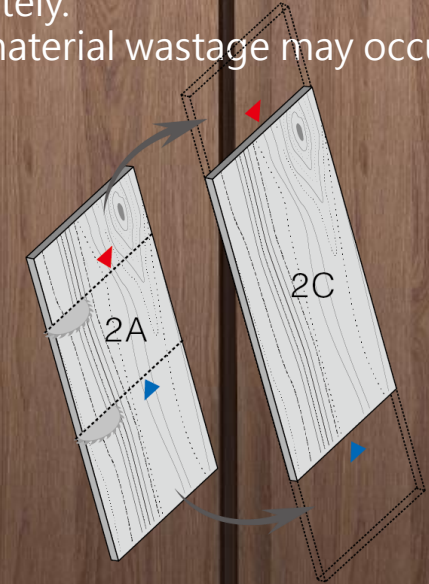
End-Mirror-Matching Method (AB Match)

- KD exclusive mirror effect.
- Grain and color match smoothly, less visible joint lines.
- Slight color variation may be possible.



End-Matching-Method (AA Match)

- Selected veneer with same grain and color.
- Grain and color at the joint may not match completely.
- More material wastage may occur.



Joint Line

Video: Coating Comparison KD Panels & Others



KD Wood Flooring

1

Hand-scraped
Flooring

2

Eco-friendly
Coating

3

Big
Dimensions

4

Natural color
variation

KD Dining Tables

1

Solid Walnut
used as
Structure

2

60-year
Experience &
Workmanship

3

Local R&D
& Production

4

Contemporary
Taiwanese
Brand

KD Wooden Accessories

1

Use of
quality, select
wood

2

Collectible
items

3

Customization
Service
Available

4

Your Choice
For Corporate
Gifts



Certificates and Test Reports



ISO 9001

ISO 9001-
Quality
Management
Certification



ISO 14001

ISO 14001-
Environmental
Management
Certification



Taiwan Green
Building Material
Certification



02300045

Taiwan-made MIT
Smile Product
Certification



2019TGS0041

Taiwan Golden
Select of MIT
Smile Product
Certificate



The mark of
responsible forestry

FSC™ Certification
(KD Panels & KD Flooring)



Japan F☆☆☆☆
Standard Certification



Singapore Green
Labelling Scheme



TAIWAN
EXCELLENCE
2016
Taiwan
Excellence

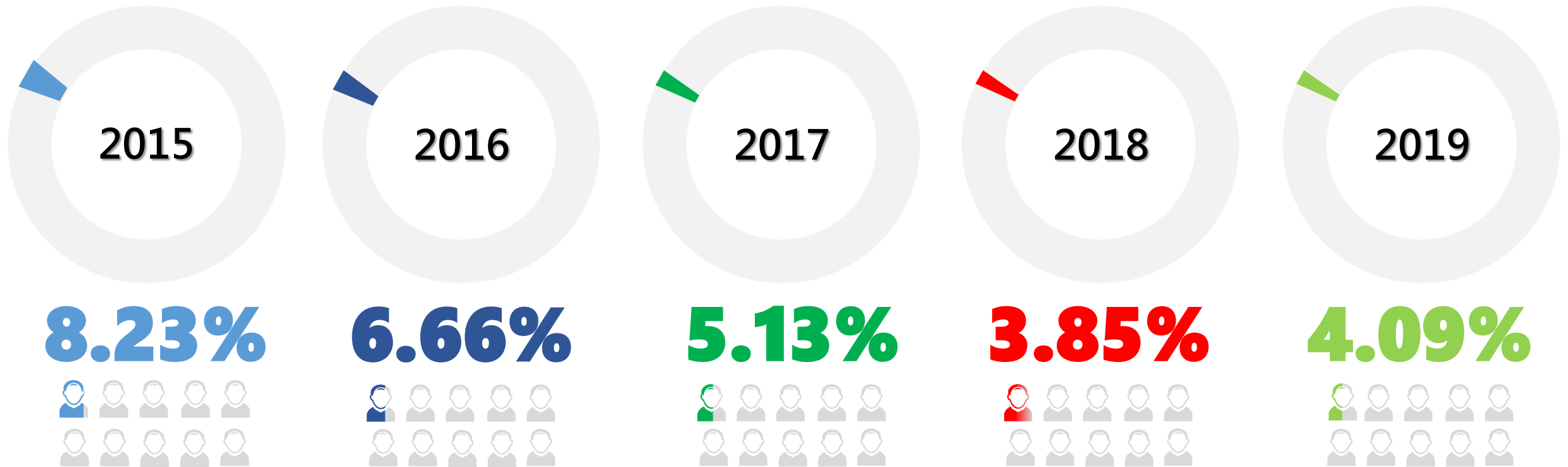


TAIWAN
EXCELLENCE
2019
Taiwan
Excellence

Market Development



Top 10 Customers of Annual Consolidated Net Revenue



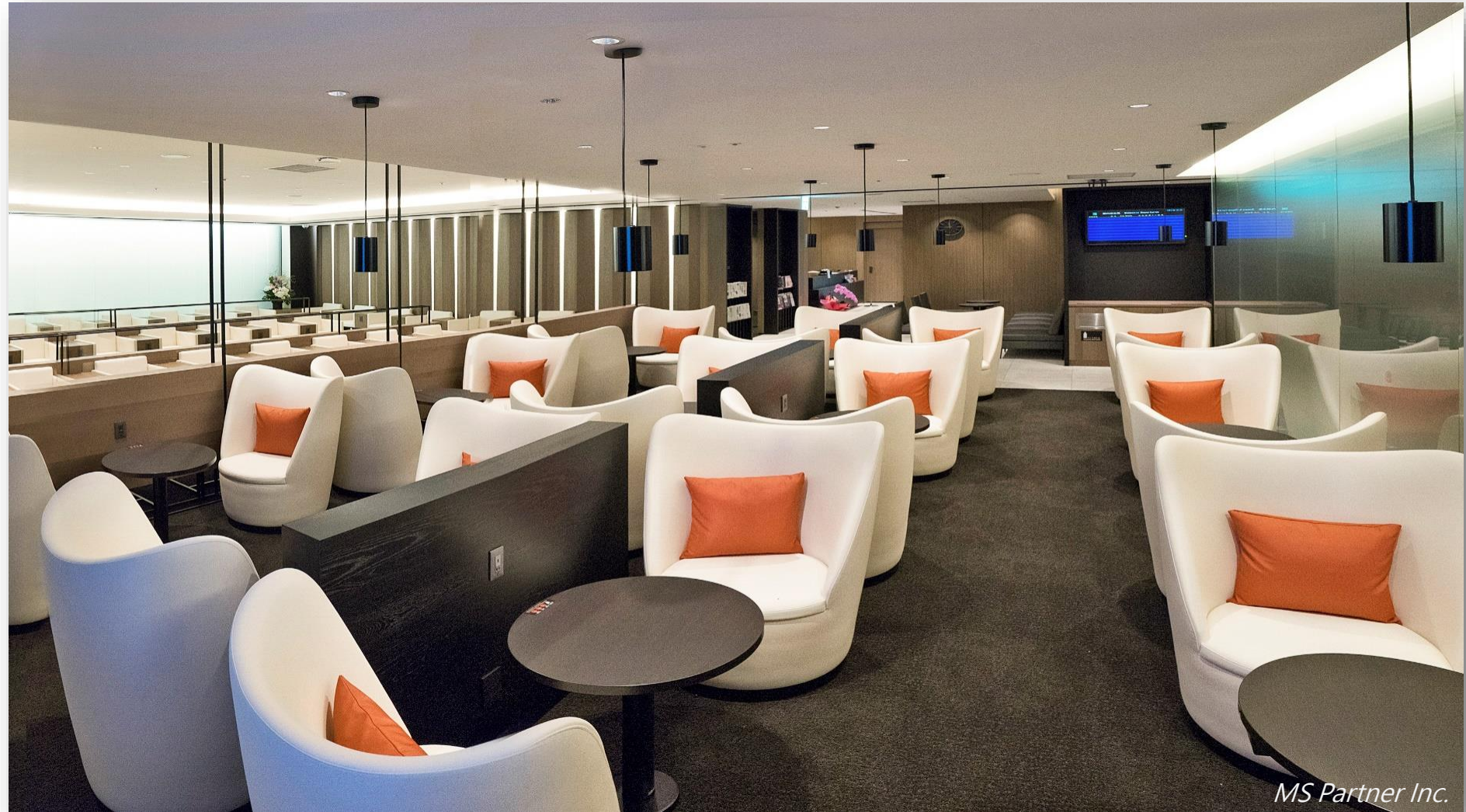
Applications


ST REGIS
MALDIVES • VOMMULI



WOW Architects

Applications



MS Partner Inc.

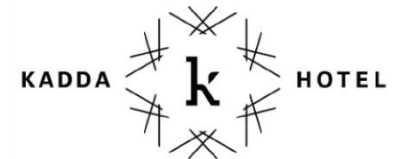
Applications



LAKESHORE
HOTEL
煙波大飯店



Hospitality



Chiayi Production HQ
Area: 110,000m²

Taipei Headquarters
Area: 25,000m²



Competitiveness and Advantages

1. Certified products acknowledged by consumers worldwide
2. Vertical integration from manufacturing to sales
3. Automated Manufacturing System
4. Continuous Product Development
5. Global Sales Network
 - Distributorship Programs



03

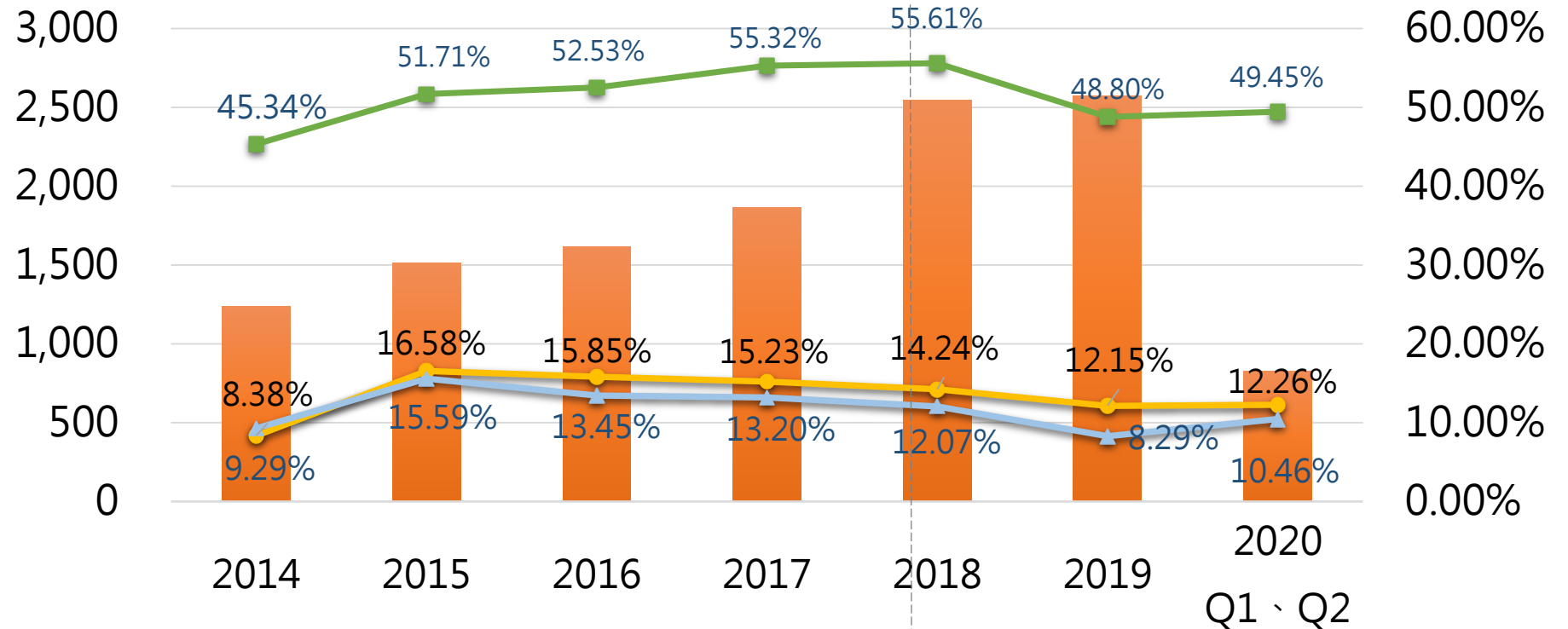
Financial Results

- Operating Performance
- Net Profit Margin
- Quarterly Revenue by Segment
- Quarterly Net Income by Segment
- Dividend Policy
- Annual Sales Breakdown by Product
- Annual Sales Breakdown by Region



Operating Performance

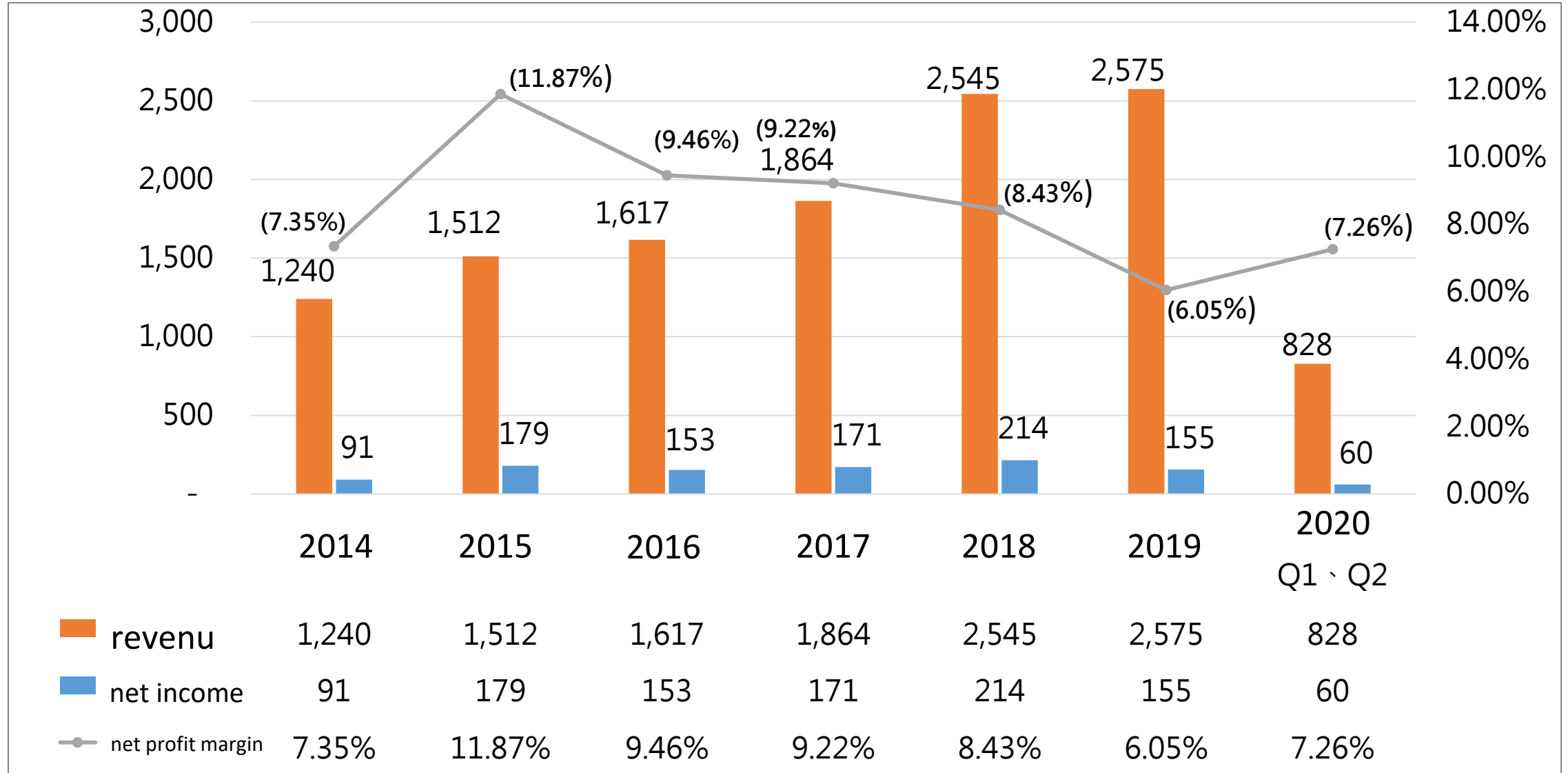
Unit : NT\$ million ; %



Revenue	1,240	1,512	1,617	1,864	2,545	2,575	828
Gross profit	45.34%	51.71%	52.53%	55.32%	55.61%	48.80%	49.45%
Operating profit margin	8.38%	16.58%	15.85%	15.23%	14.24%	12.15%	12.26%
Earnings before tax profit margin	9.29%	15.59%	13.45%	13.20%	12.07%	8.29%	10.46%

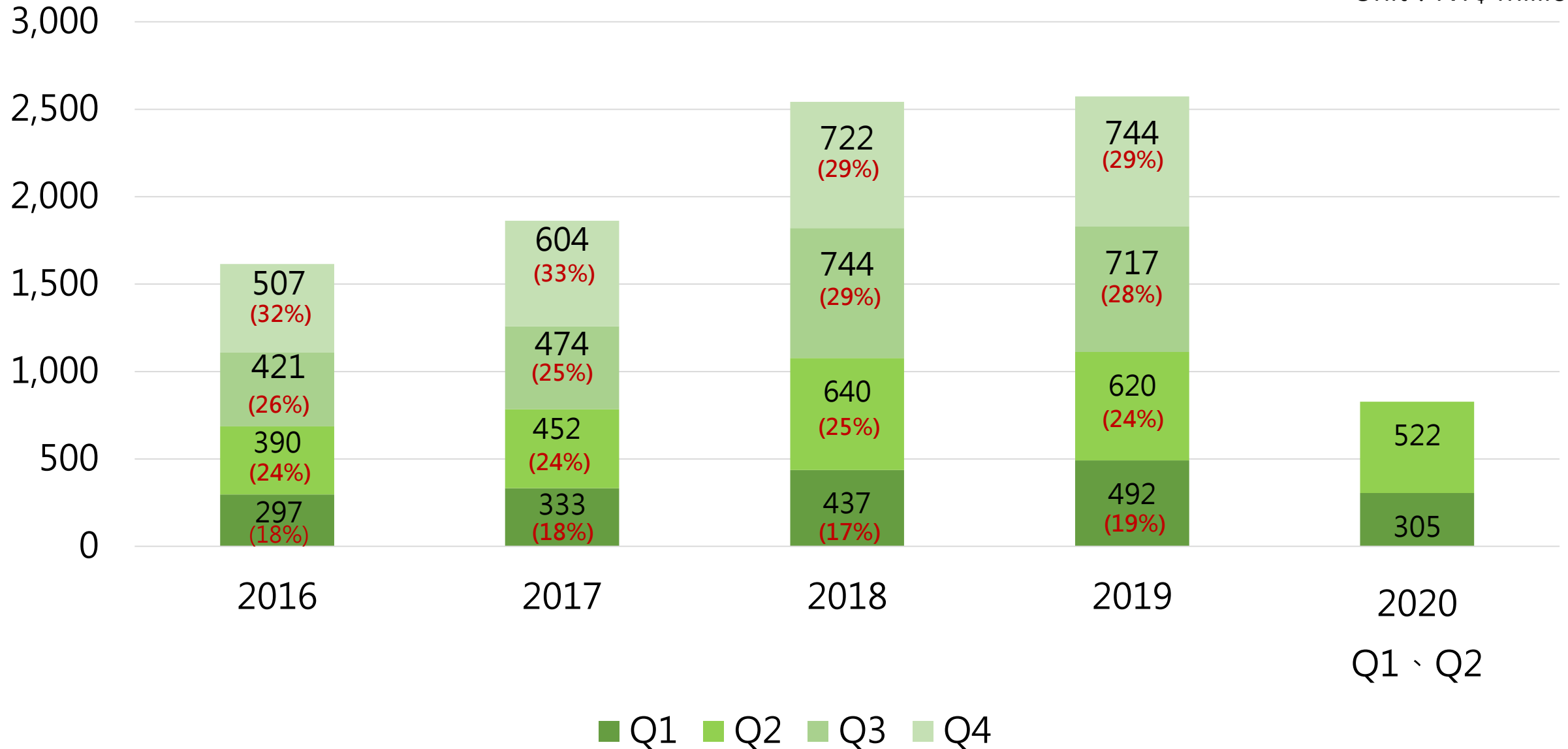
Net Profit Margin

Unit : NT\$ million ; %



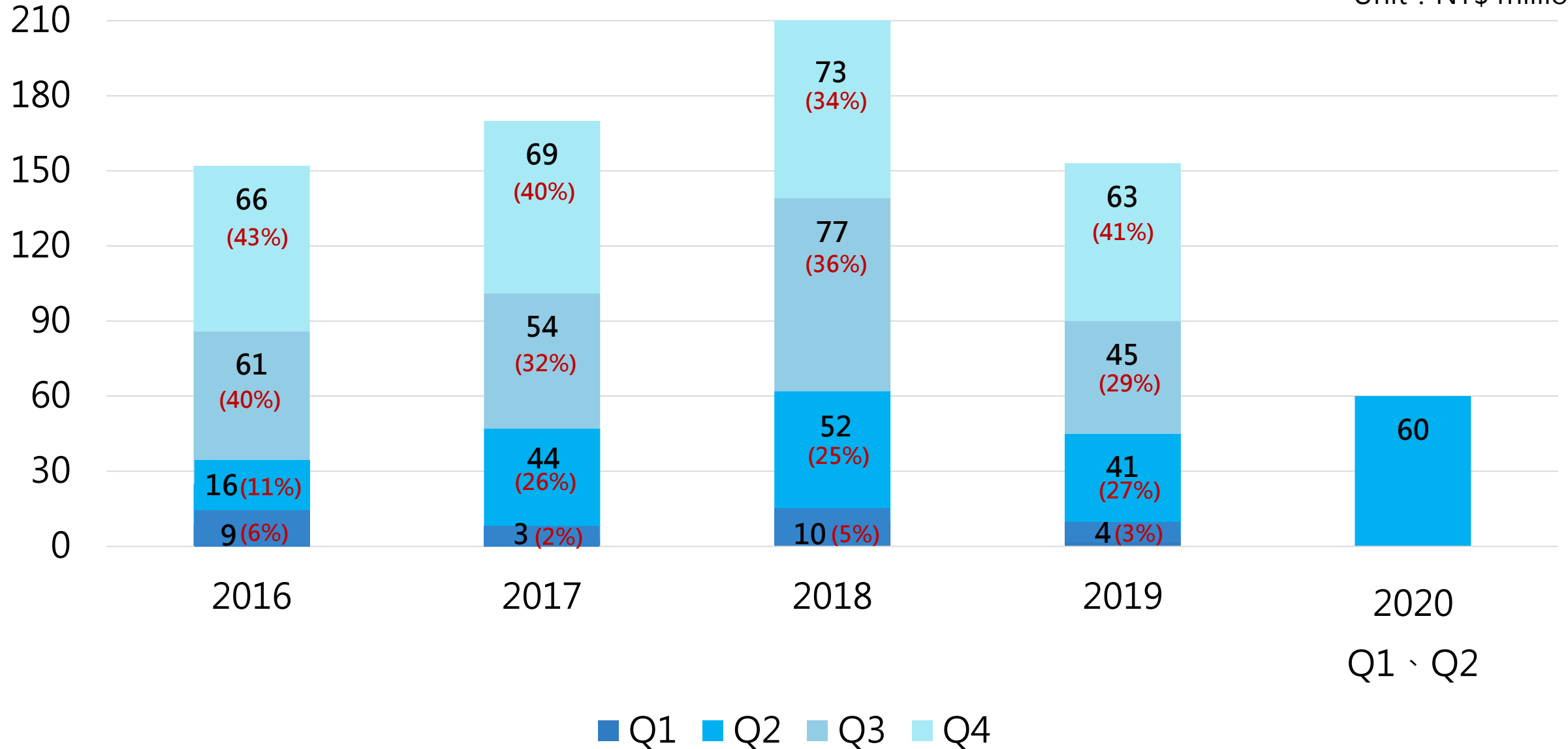
Quarterly Revenue by Segment

Unit : NT\$ million



Quarterly Net Income by Segment

Unit : NT\$ million

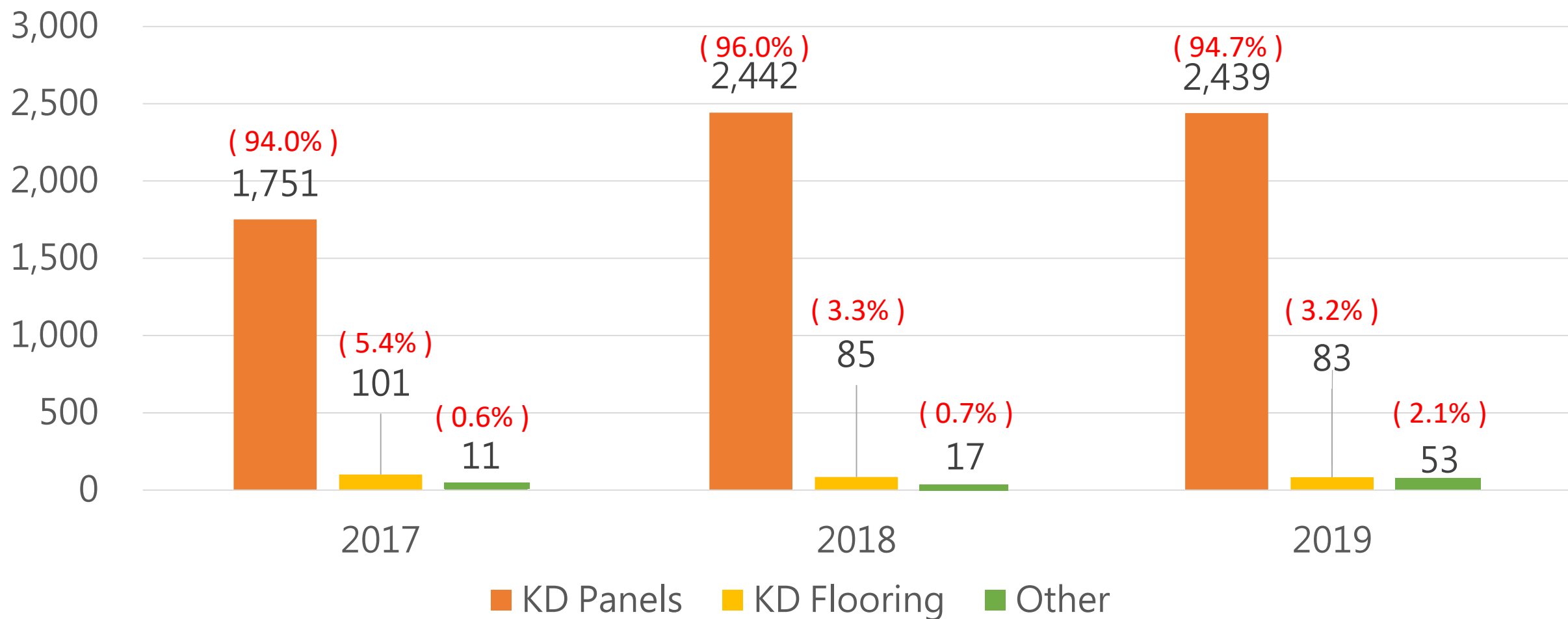


Dividend Policy

		2014	2015	2016	2017	2018	2019
Taxable	Stock	-	-	0.3	-	-	-
	Cash	-	0.2	-	0.8	0.5	0.6
Tax Free	Stock	1	-	-	-	-	-
	Cash	1.2	0.3	2.5	0.8	1.5	1.4
Total Stock Dividend		1	-	0.3	-	-	-
Total Cash Dividend		1.2	0.5	2.5	1.6	2	2
Total Dividend		2.2	0.5	2.8	1.6	2	2
EPS		2.1	3.54	2.82	2.94	3.5	2.25
Dividend payout ratio		105%	14%	99%	54%	57%	89%

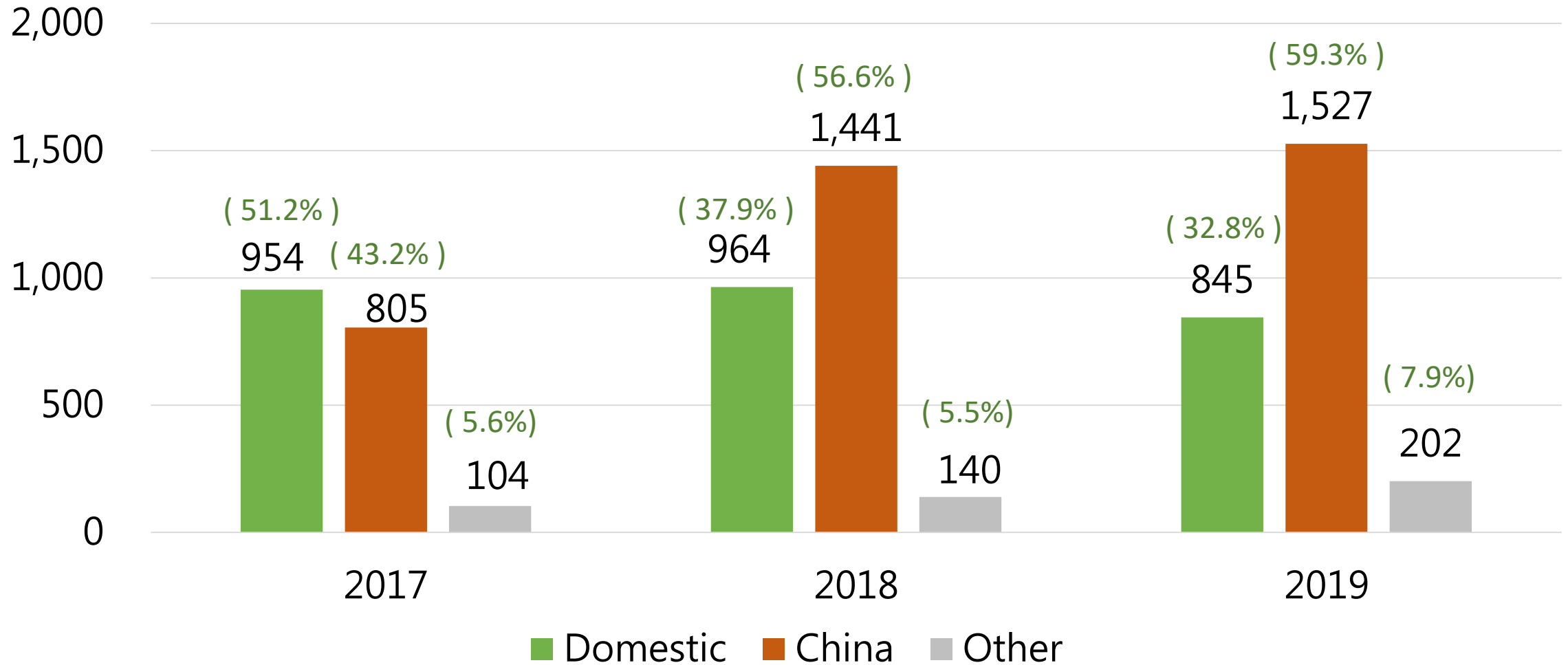
Annual Sales Breakdown by Product

Unit : NT\$ Million



Annual Sales Breakdown by Region

Unit : NT\$ Million



04

Market Future Outlook

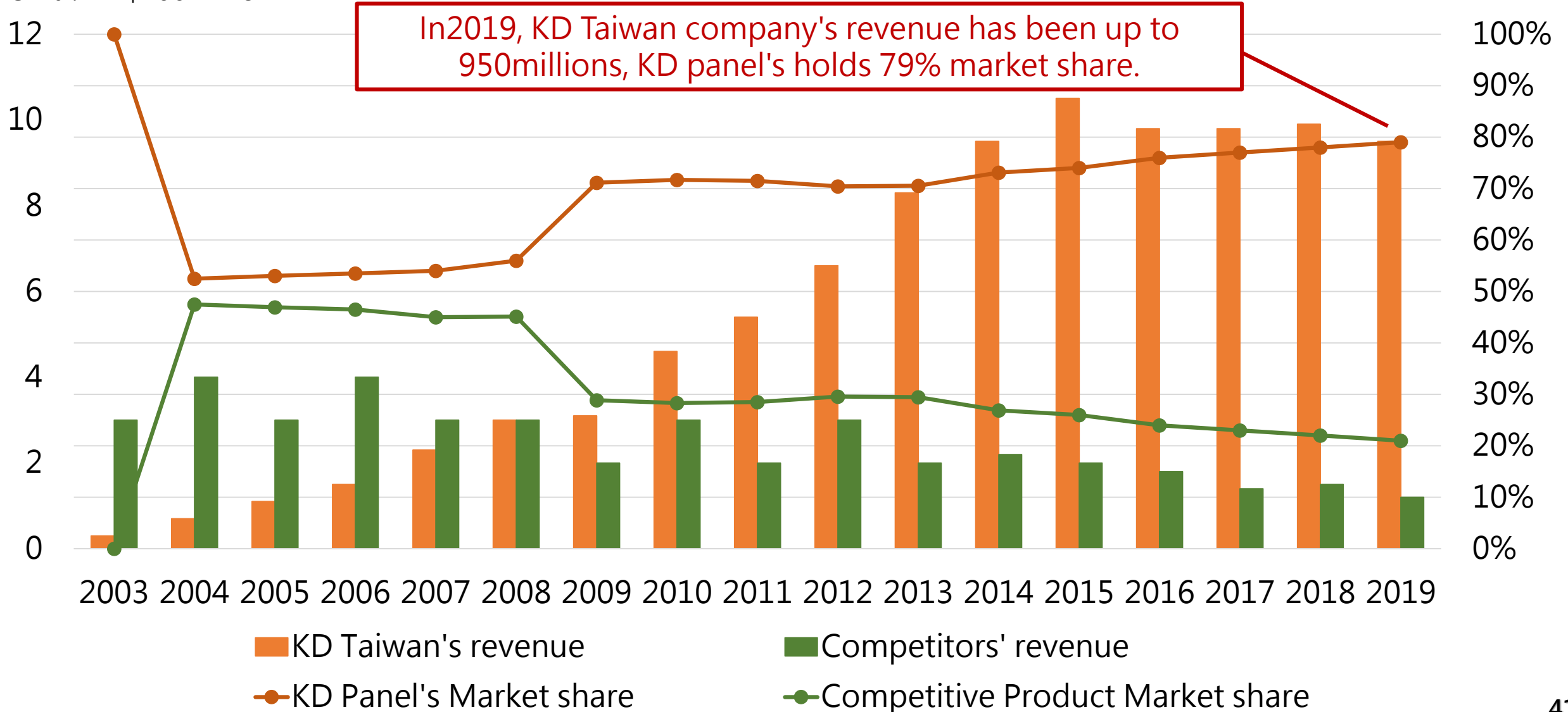
- Taiwan Market Competitive Product Analysis
- International Market Development Program
- Market Outlook



Taiwan Market Competitive Product Analysis

Unit : NT\$100million

Unit : %



International Market Development Program

Location		Projects	Group	Sheet
Vietnam	Tp. Nha Trang	La Luna Hotel	Swisstouches Hotel	6,000
Vietnam	Ho Chi Minh	New World Hotel	New World Development Company Limited	1,300
Vietnam	Phu Quoc Island	Regent Hotels & Resorts	InterContinental Hotels Group plc	20,000
United Arab Emirates	Dubai	Le Meridien Hotel Extension	Marriott International, Inc.	3,700
Indonesia	Nirup Island	Sofitel Hotel	Accor Hotels	2,000
Singapore	Singapore	Marina Bay Sands Casino	Sands Corp	1,000
Cambodia	Phnom Penh	Shangri-La Hotel	Shangri-La Hotels and Resorts	6,000
Cambodia	Phnom Penh	Fairfield Inn Phnom Penh	Marriott International, Inc.	3,000
Macao	Macao	Galaxy Macau	Galaxy Macau	1,000
Philippines	Bohol	South Palm Bohol Resort	South Palm Resorts	1,000

Market Outlook

1. Continue development and logistics network in China Market.
2. Increase global distributor network through exhibitions and local Sales Reps.
3. Be present in e-commerce platforms globally, promote B2C model.





Website
www.twkd.com



Watch Video
Keding Enterprises
Corporate



Watch Video
Coating Comparison
KD Panels & Others



THANK YOU