

# 客思達股份有限公司

## 2017年第3季

### 財務業務說明會

財務長 潘敏行博士 主講



**客思達 COASTER**  
INTERNATIONAL CO., LTD

COASTER (2936 TT)

# COASTER and U.S. Furniture Industry Introduction

客思達及美國家具產業簡介

# COASTER® Fine Furniture

## COMPANY INTRODUCTION:

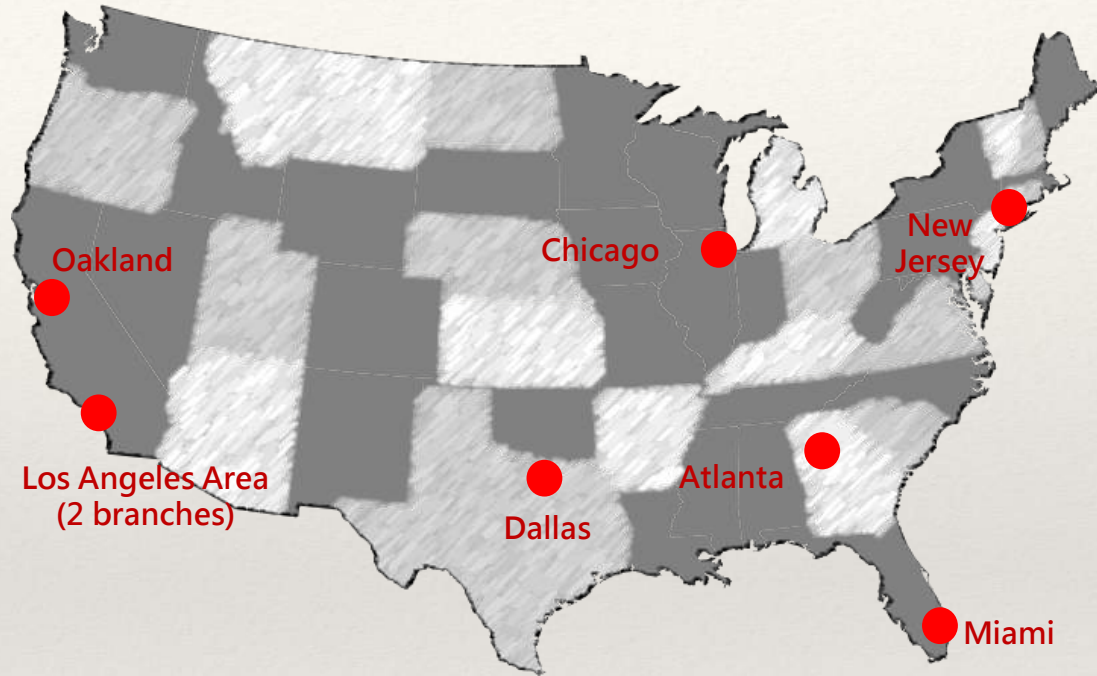
### 公司簡介

- ❖ Coaster International Co, Ltd., (CIC, or “Coaster”) is the group holding company.
- ❖ In 1981, COA Inc. was established in California; it is the major distribution arm of Coaster group in North America.
- ❖ The group has over 800 Coaster employees perform global supply chain management functions in the U.S., Canada, China, Malaysia, Vietnam, and Taiwan.
- ❖ Coaster offers both in-house or factory designed furniture products, and warehouses over 4,000 SKU’s of home furnishing items.
- ❖ In supporting E-commerce, Coaster’s EDI platform enables electronic data interchange with E-retailers for order placing, order confirmation, and special labeling/packing.
  
- ❖ 1981年成立於美國加州, 集團全球員工人數超過800人
- ❖ 從事室內家具之產品設計, 採購, 行銷與供應鏈管理
- ❖ 行銷4000+品項家具予美國主流電商, 零售商及美國中小型實體家具零售商



# COASTER® Fine Furniture

COMPANY INTRODUCTION:  
公司簡介



More than 200 qualified suppliers, managed by Asia subsidiaries and professional QC team.

8 branches, over 3 million sq. feet storage space, to service over 8,000 furniture retailers.



MARKET SHARE:

市場地位

In 2017, 《Furniture Today》 : Ranks Coaster on The top 10 Furniture Suppliers List.  
Key Sources for US Furniture by 《Furniture Today》

USD million			
Rank (2016)	Company	Estimated U.S. furniture shipments	
		2016	2015
1	Ashley Furniture Inds.	\$4,721.9	\$4,363.6
2	La-Z-Boy	\$1,165.9	\$1,125.3
3	Dorel Inds.	\$610.0	\$542.6
4	Sauder Woodworking	\$545.3	\$536.8
5	Hooker Furniture (Merger)	\$530.2	\$525.2
6	Flexsteel Inds.	\$451.1	\$466.0
7	Man Wah Holdings	\$425.4	\$488.2
8	Samson Holding	\$402.7	\$397.3
*9	<b>Coaster Company</b>	\$372.1	\$359.3
10	Standard Furniture Manufacturing	\$362.6	\$322.4
11~20	.....		
Total		\$11,766.9	\$11,279.1
Source : FurnitureToday.com ( May 2017)			

## 2017 1H FINANCIAL PERFORMANCE: 2017 上半年財務表現

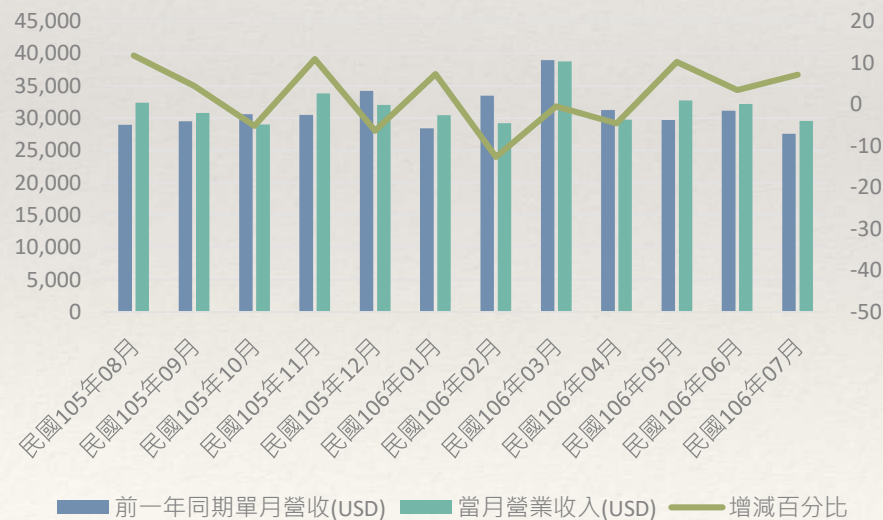
NT\$'000

Year Item	Financial Information in Recent 5 years					2016 1H	2017 1H
	2012 (Pro forma)	2013 ( Pro forma )	2014 ( Pro forma )	2015	2016		
<b>Operating revenues</b> 營業收入	10,691,628	10,511,756	10,761,683	11,655,099	12,200,847	6,309,454	5,913,469
<b>Gross profit</b> 營業毛利	2,689,660	2,895,581	3,125,147	3,405,279	3,771,925	1,905,317	1,820,064
<b>Gross margin ratio</b> 毛利率	25%	28%	29%	29%	31%	30%	31%
<b>Profit for the year</b> 本期淨利	94,316	173,814	163,834	177,584	348,815	170,911	133,964
<b>Net Profit Ratio</b> 淨利率	0.88%	1.65%	1.52%	1.52%	2.86%	2.71%	2.27%
<b>EPS</b> 每股盈餘(元)	-- ("USD shares")	-- ("USD shares")	-- ("USD shares")	2.67	5.03	2.57	1.75
<b>Retrospective Adjustment to EPS</b> 追溯調整每股盈餘 (元)	1.60	2.90	2.72	-	-	-	-

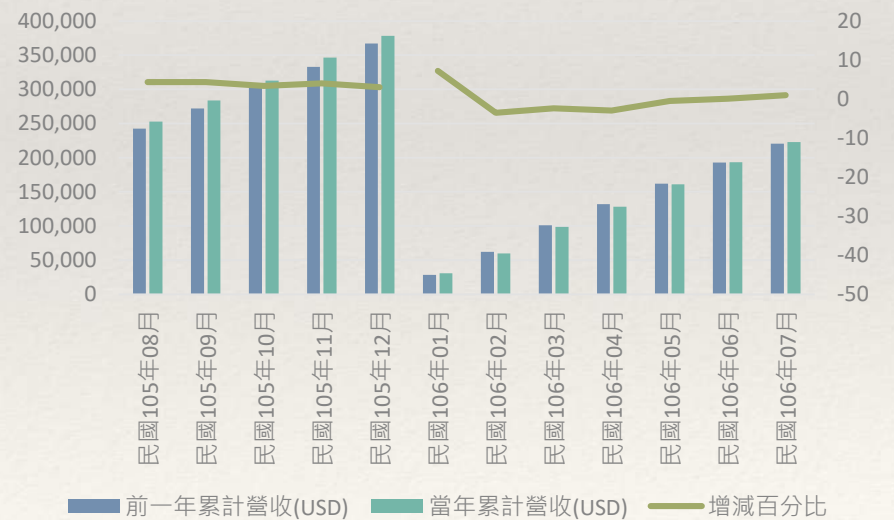
## 2017 1H FINANCIAL PERFORMANCE: 2017 上半年財務分析

- ❖ 本公司2017年上半年換算為台幣之合併營收下滑，主要受到2017年起，台幣相對美元升值約 6%之影響 (以2016/12/31及2017/6/30臺灣銀行即期匯率收盤價估算)。
- ❖ 本公司功能貨幣為美金，2017年5~7月以美金計算之合併營收均較去年同期成長，2017年上半年本集團之美金營收較去年同期持平，2017年7月單月合併營收較去年同期成長7%。

單月合併營收變化 (美金千元)



累計合併營收變化 (美金千元)



## 2017 1H FINANCIAL PERFORMANCE:

### 2017 上半年財務分析

- ❖ 本公司毛利率較去年同期微幅上升, 受益於電商銷售比重持續成長
- ❖ 2017年上半年本期淨利及淨利率下滑, 受到營業費用增加所致
  - (1) 開發新品牌Scott Living, 致使推銷費用上升
  - (2) 因拓增產品線所增加存貨備置量, 倉儲端作業人工費用支出增加
- ❖ 預計於2017年第四季及2018年新系列Scott Living在各通路銷售後, 挹注營收, 提升淨利率。

NT\$'000

Item	Year	Financial Information in Recent 5 years					2016 1H	2017 1H
		2012 (Pro forma)	2013 ( Pro forma )	2014 ( Pro forma )	2015	2016		
Gross margin ratio 毛利率		25.16%	27.55%	29.04%	29.22%	30.92%	30.20%	30.78%
Operating expenses 營業費用	Operating expenses - Marketing 營業費用-推銷	1,733,458	1,782,481	1,950,073	2,170,940	2,201,498	1,106,723	1,121,108
	Operating expenses - Management 營業費用-管理	731,240	810,353	891,996	905,024	1,036,200	513,269	508,873
	subtotal 合計	2,464,698	2,592,834	2,842,069	3,075,964	3,237,698	1,619,992	1,629,981
Net Profit Ratio 淨利率		0.88%	1.65%	1.52%	1.52%	2.86%	2.71%	2.27%
EPS 每股盈餘(元)		1.6	2.9	2.72	2.67	5.03	2.57	1.75



# COASTER<sup>®</sup>

*Fine Furniture*

U.S. FURNITURE INDUSTRY:

美國家具產業已從2008年金融海嘯中復甦

Per 《FurnitureCore.com》, with the recovery of U.S. economy, total furniture and bedding products sold in the U.S. reached to USD 92.07 billion in 2015, which represents a 5% increase from that of 2014.



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Fine Furniture

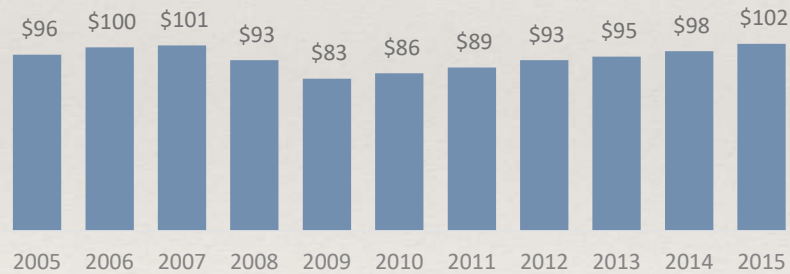
U.S. FURNITURE INDUSTRY:

美國家具銷售與房屋建材及裝修材料之銷售, 有高度連動性

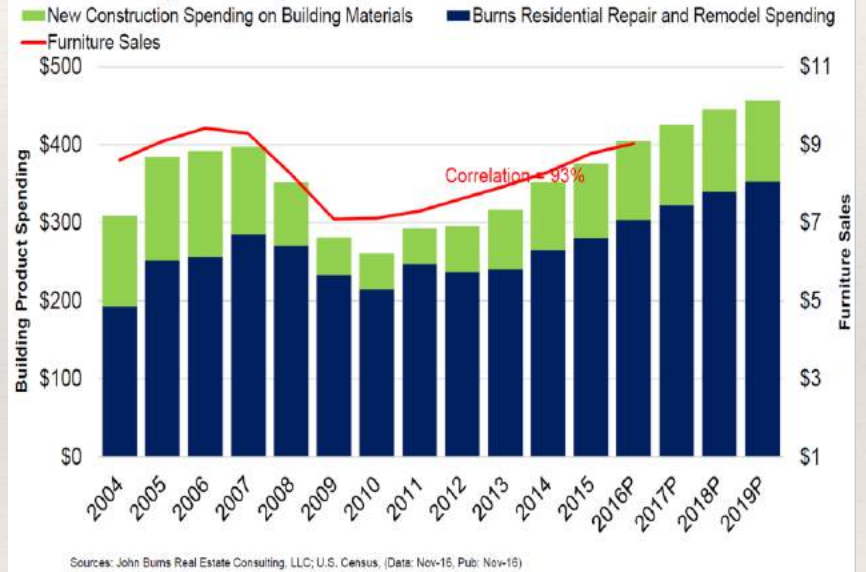
## Furniture & Bedding Industry Revenue

(\$ in billions)

2009 ~ 2015 3.5% CAGR



## Burns Building Product Spending and Furniture Sales - \$Billions



註：本圖引用John Burns Real Estate Consulting, LLC圖表, 惟參考U.S. Census原始資料, 圖表右方標籤區間應放大10倍, 為\$10~ \$110 (billions).

Source : Furniture Today 2016 Retail Planning Guide, IBISWorld 2016, Bureau of Economic Analysis.

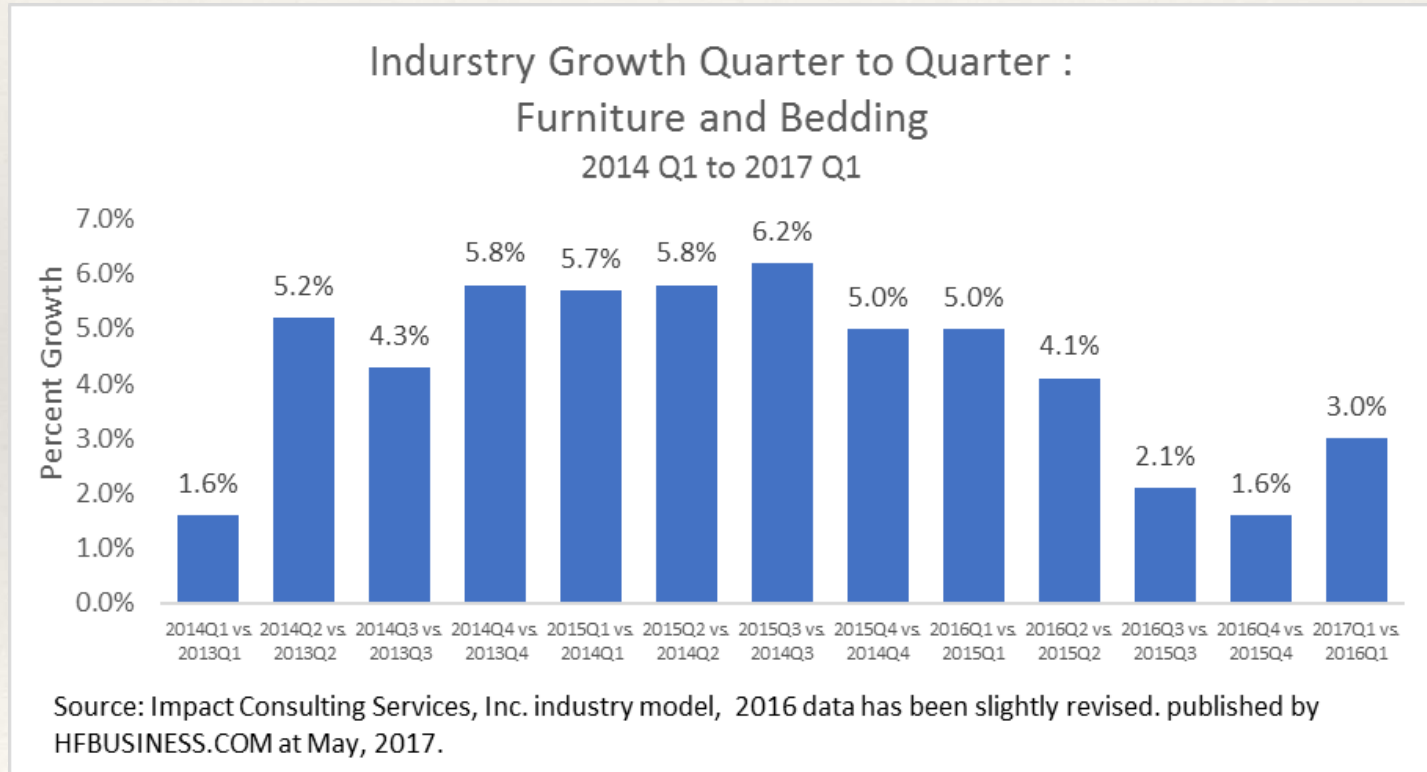
# COASTER®

*Fine Furniture*

U.S. FURNITURE INDUSTRY:

美國家具產業2016年第三季與第四季較前一年度成長率趨緩, 但從2017年開始有回溫跡象.

Per HFBUSINESS report (May, 2017), U.S. furniture industry grew 3% in the first quarter of 2017 over that of the prior year.



# Marketing and Product Strategies:

行銷及產品開發策略:

## Co-Branding and Influencers

時尚領袖行銷

Marketing and Product Strategies:  
Co-Branding and Influencers  
新媒體, 網路 與 社交媒體行銷模式




Influencers:

- Influencers are individuals who have influence over potential buyers and are a powerful form of marketing.
- \$2.2 trillion retail dollars are influenced by digital/social media.
- Influencers with large numbers of YouTube or Instagram followers can bring in even millions of sales annually.
- 時尚領袖品牌是近年來發展快速的行銷通路, 社群媒體行銷已強勢取代部分傳統行銷通路
- 其主要媒介為Youtube, Instagram 等社群媒體, 並發展出具有針對性, 擴散快, 行銷效果強等特質

Source: 2017 Retail Industry Outlook, Moss-Adams, June 8, 2017

# Donny Osmond - Flamingo Las Vegas Hotel



A photograph of Donny Osmond performing on stage. He is wearing a dark blue suit and tie, singing into a microphone. To his right, another performer in a grey hoodie is also singing. The background is dark with stage lighting.

## About Donny Osmond

- ✓ Donald Clark “Donny” Osmond (born December 9, 1957) is an American singer, actor, radio personality, and former teen idol.
- ✓ For over thirty-five years, he and younger sister Marie have gained fame as Donny & Marie, they also did a 1998–2000 talk show and have been headlining in Las Vegas since 2008.
- ✓ Donny Osmond是美國知名歌手, 演員以及音樂創作者
- ✓ Donny與妹妹Marie活躍於樂壇超過30年, 1998年起在拉斯維加斯固定演出, 長期蟬聯拉斯維加斯頭號主打明星.

**DONNY OSMOND** home™  
BY DONNY & DEBBIE OSMOND

**COASTER**®  
15 Fine Furniture



Donny Osmond  
Home  
專訪影片

## About DOH (Donny Osmond Home)

- ✓ Donny Osmond Home is a celebration of life and love. Debbie and I consider Home and Family to be the most important aspects of our lives. Because we are so committed to these values, we are excited to share Donny Osmond Home with you and your family.
- ✓ DOH系列家居是愛與生活的展現, 家庭與家人第一優先是DOH系列家居的承諾.
- ✓ Our Home collection offers a casual, comfortable point of view, encouraging family togetherness with its warm, welcoming style. We understand 21st Century living is beyond busy, which is why we are absolutely committed to designing contemporary products that make it easy to make time for what matters most.
- ✓ DOH系列家居從隨興舒適出發, 為忙碌的現代人, 創造與家人共處的溫暖迷人情調.





## Marketing and Product Strategies: Donny Osmond Home

# COASTER<sup>®</sup>

*Fine Furniture*



Donny Osmond Home is a genuine story. It is derived from five decades of memories.

Donny Osmond Home inspires a renaissance of home and family. It celebrates Donny's 50 years as beloved entertainer and icon of home and family by blending transitional pieces with eclectic accents. The design story is as versatile and timeless as Donny's own.

The Donny Osmond Home collection delivers a fresh take on old meets new with textured neutrals, wood trims, metallic finishes, and colorful accents. Heritage-inspired pieces boast modern flair with clean lines and streamlined silhouettes. Oversized statement pieces add dimension to the chic, casual point of view.

DonnyOsmond.com includes suggestions for creative celebrations, family traditions, holidays, and ideas for spending quality time together.

**DONNY OSMOND** home<sup>™</sup>  
BY DONNY & DEBBIE OSMOND

DONNY  
OSMOND

home™

BY DONNY & DEBBIE OSMOND

COASTER®  
Fine Furniture



**5PC DINING SET - SUGGESTED RETAIL - \$1299**

DONNY  
OSMOND

home™

BY DONNY & DEBBIE OSMOND

COASTER®  
Fine Furniture



**4PC BEDROOM - SUGGESTED RETAIL - \$2499**

DONNY  
OSMOND

home™

BY DONNY & DEBBIE OSMOND

COASTER®  
Fine Furniture



**2PC SOFA/LOVE- SUGGESTED RETAIL - \$1899**

## Marketing and Product Strategies: Donny Osmond Home

Coaster於2015年開發DOH

(Donny Osmond Home)系列家具,

2016年正式開賣並受到廣大好評,

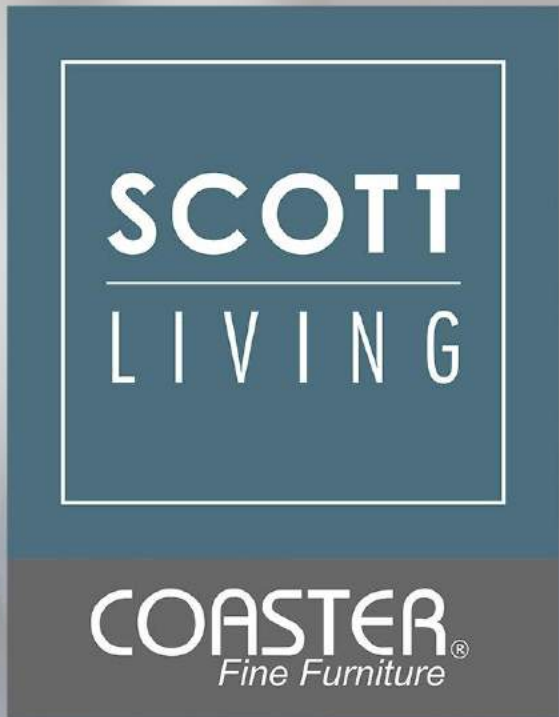
2017年推出改版新款已取得亮眼成績,

目前Coaster團隊已積極籌備

2018年新版DOH家具, 希望再創佳績.



**DONNY OSMOND** home  
BY DONNY & DEBBIE OSMOND



## About Scott Living

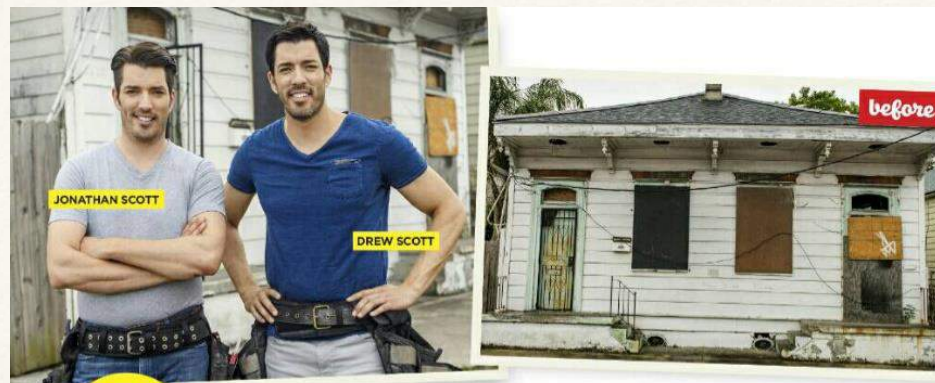
- ✓ Coaster 累積DOH系列家具成功經驗, 2016年著手開發Scott Living系列家具
- ✓ Scott Living與Coaster合作具有相當市場震撼力, 為本公司帶來重量級銷售通路 美國家庭裝修材料連鎖零售龍頭 Lowe's.
- ✓ 經過一年的準備, Scott Living系列已準備就緒, 2017年8月起已率先在Lowe's網路商店上架, 預計9月底前在實體通路開賣.



## HGTV Scott Brothers snapshot

Scott Brothers 為美國主流媒體HGTV家居裝潢節目之翹楚, 擁有廣大觀眾及粉絲

- ◆ Property Brothers are one of top-rated programs on HGTV.
- ◆ Scott Brothers have 4 of the top 10 shows on HGTV, more households and viewers than any other personality .
- ◆ More than 18 million total viewers watch at least one Property Brothers series every month.
- ◆ Scott Brothers reach over 6 million across all social media platforms, over 1 Million on Facebook and 605K! 730 K on Twitter.



tune in!  
Brothers Take New Orleans premieres on HGTV on Wednesday, November 23, at 9 p.m. ET.

# the bros' big little reno

Drew and Jonathan Scott are taking on the Big Easy! Here's a peek at their four-episode series, *Brothers Take New Orleans*.



**the scott brothers** love a heated competition, and now they're sweating it out over who can add more value to their half of a duplex near New Orleans' French Quarter. After a call from SBP, a disaster recovery nonprofit dedicated to rebuilding homes, Drew and Jonathan flew to New Orleans to get to work overhauling the Hurricane

Katrina-ravaged structure for two SBP-sponsored families. Renovating these historic shotgun-style homes has been incredibly tricky, to say the least. The brothers had to deal with years of neglect, plus a previous reno attempt that had gone all wrong. Jonathan says, "This transformation is unlike anything we've ever done."

16 HGTV Magazine

	2016 Households	2016 Viewers	On-Air Hours
<b>Scott Brothers (4 Series)</b>	<b>61M</b>	<b>86M</b>	<b>2580</b>
Tarek & Christina (Flip or Flop)	58M	78M	870
Chip & Joanna (Fixer Upper)	51M	68M	1020

# CO-BRANDING : SCOTT LIVING & COASTER

**COASTER**<sup>®</sup>  
Fine Furniture





UPGRADE TO DESIGNER LIVING  
WITHOUT PAYING DESIGNER PRICES!



August 23, 2017 客思達 (2936 TT)

SCOTT  
LIVING

COASTER<sup>®</sup>  
Fine Furniture

6PC DINING - SUGGESTED RETAIL - \$1499 26

SCOTT  
LIVING

COASTER<sup>®</sup>  
Fine Furniture



**6PC SECTIONAL - SUGGESTED RETAIL - \$2299**

27

SCOTT  
LIVING

COASTER<sup>®</sup>  
Fine Furniture

4PC BEDROOM - SUGGESTED RETAIL - \$1899

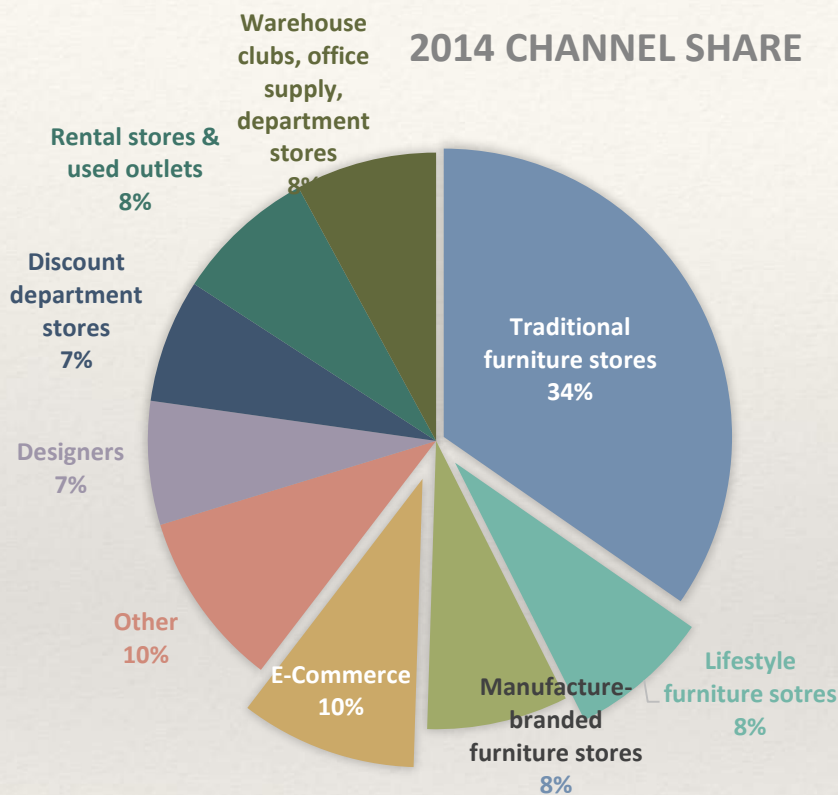
# E-COMMERCE CHANNEL

## 電子商務通路

## E-Commerce Represents 10% Channel Share and Has Been Growing Rapidly

快速成長的電子商務通路

**COASTER**<sup>®</sup>  
Fine Furniture



- ✓ 電商通路已成為美國家具零售的主要通路之一(10%)
- ✓ 傳統家具零售店(34%)與生活品味主導零售店(8%)依然扮演重要角色
- ✓ Coaster對於行銷通路發展趨勢精準掌握, 已擬定具體方案並逐步推行.

Source : Furniture Today 2016 Retail Planning Guide.

# Challenges

- High shipping costs, especially reverse logistics (returns)
- Size constraints / shipping handling difficulties
- Customers need to touch / feel / experience product
- High return rates difficult to manage returns
- High value item with low purchase frequency

## E-COMMERCE CHANNEL

客思達已在家具電商供應鏈中發展出成熟有效率的營運模式

**COASTER**<sup>®</sup>  
Fine Furniture



Coaster is one of the leading home furnishings drop-ship providers for the largest e-commerce companies in North America. Coaster has made investments in better detail images, product information, and packaging solutions to provide a turn key program to e-commerce dealers.

Coaster為美國主流電商(室內家具領域)之領先供應商

Coaster uses state of the art re-packing machines and a fulfillment model that is geared to provide 24/48 hour lead times. With its nationwide warehouse model, Coaster provides some of the quickest and cost efficient shipping models for home furnishings in the U.S.

除持續開發適合電子商務銷售之商品, 亦持續提升商品包裝及出貨效率

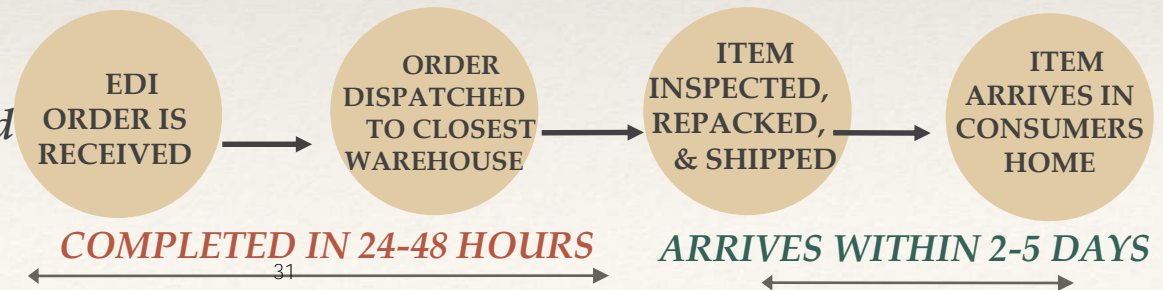
This business channel continues to grow 20+% yearly for Coaster. Consumers are becoming more comfortable purchasing large ticket items online. With the continued improvement in technology and rich web content, Coaster is expected to continue expanding this channel.

本公司電子商務通路銷售成長亮麗, 為本公司帶來可觀之收入及利潤



*2000+ packages per day are inspected and repacked at our facilities nationwide.*

August 23, 2017 客思達 (2936 TT)



E-COMMERCE CHANNEL  
客思達供貨的電子商務通路：Amazon.com

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Fine Furniture

amazon  
Try Prime

All ▾  🔍

Save big on Back to School

Departments ▾

Your Amazon.com Today's Deals Gift Cards & Registry Sell Help

EN

Hello. Sign in  
Account & Lists ▾

Orders

Try Prime ▾

0 Cart

Coaster Home Furnishings

Like 8.8K

Follow @coastercompany

882 followers

**COASTER**<sup>®</sup>  
Fine Furniture



Coaster Home Furnishings



Browse All Coaster Products



Coaster Accent Furniture



Coaster Living Room Furniture



Coaster Bedroom Furniture



Coaster Dining Room Furniture





## E-COMMERCE CHANNEL 客思達供貨的電子商務通路：Wayfair

# COASTER<sup>®</sup>

*Fine Furniture*



Departments

Room Ideas

Sale

Find anything for your home...



Account



Cart

Browse By Brand / Coaster

### COASTER<sup>®</sup>

*Fine Furniture*

At Coaster their vision is to be a global enterprise, recognized throughout the world as distinguished by their employees, customers, and competitors. They will set the standard by which other home furnishing businesses measure their performance. Their hallmark will be the innovations, initiative and teamwork of their people, and their ability to anticipate and effectively respond to change and opportunity. Their mission is to be the best furniture distributor in America by way of exceeding customer expectations. They will offer the best value in merchandise and the finest service to their customers.



E-COMMERCE CHANNEL  
 客思達供貨的電子商務通路：Walmart.com

**COASTER**<sup>®</sup>  
 Fine Furniture


Gift Cards | Registry & Lists | Weekly Ads | Store Finder | Track Orders | Reorder Items | Credit Card | Help | Grocery Pickup

**Walmart** 

All  Search 

Hello, Sign In My Account 

All Departments  School Essentials My local store Pick it up TODAY Tips & Ideas Shop school supplies

- Departments** 
- Coaster Beds
  - Coaster Sofas, Loveseats & Sectionals
  - Coaster Headboards
  - Coaster Accent Tables
  - Coaster Dining Room Tables
  - Coaster Living Room Chairs
  - Coaster Dressers
  - Coaster Kids' Beds & Headboards
  - Coaster Mirrors
  - Coaster Collection

**Coaster**

**Coaster Beds**

[See All >](#)



**\$663.99** Was \$1,694.49  
 Save \$1,030.50  
 Coaster Twin Daybed in Oak Finish (Box 1 of 3)  
 ★★★★★ 1



**\$1,525.99** Was \$3,885.98  
 Save \$2,359.99  
 Coaster Carlsbad King Storage Bed with Headboard  
 ★★★★★



from **\$169.00**  
 Coaster Bella Full Youth Metal Bed, White  
 ★★★★★



**\$393.99** Was \$1,349.49  
 Save \$955.50  
 Coaster Singleton Queen Iron Bed in White  
 ★★★★★



**\$499.00**  
 Save \$499.00  
 Coaster Bunks Twin-Over-Full Bunk Bed with Storage  
 ★★★★★



**\$714.99**  
 Save \$1,314.99  
 Coaster J Bunk Bed  
 ★★★★★


**Coaster Sofas, Loveseats & Sectionals**

[See All >](#)



# E-COMMERCE CHANNEL


## 客思達供貨的電子商務通路：Lowe's



a place to UNWIND  
SHOP LIVING ROOM

Flop into products with soul, where memories are made of quality and functionality.


**BEDROOM LOOKS**



a place to DREAM  
SHOP BEDROOM


Reflect on a day well-spent, where authenticity leads to individuality in a world of sameness.

**OFFICE LOOKS**      **BATHROOM LOOKS**



a place to CONNECT  
SHOP OFFICE

Link to individual connections through modern design.




a place to REFRESH  
SHOP BATHROOM

Wash away the dust of design with the essential balance of new elements.

SCOTT LIVING FURNITURE FROM HGTV'S PROPERTY BROTHERS


August 23, 2017 客思達 (2936 TT)



**LOWE'S** Welcome to Lowe's Find a Store **COASTER** Fine Furniture mylowes Sign in

Departments Search for it here...

### Scott Living Home Furnishings and Décor




SCOTT LIVING HOME FURNISHINGS & DÉCOR

Jonathan and Drew Scott bring their keen eye for design and attainable luxury to Lowe's with Scott Living Home Furnishings. Shop looks and find pieces to match your personal style.


KITCHEN / DINING      LIVING ROOM      BEDROOM      BATHROOM      HOME OFFICE

### KITCHEN & DINING LOOKS



a place to GATHER  
SHOP KITCHEN / DINING

Collect shareable moments where thoughtful design is the backdrop of personal stories told.



# Online To Offline

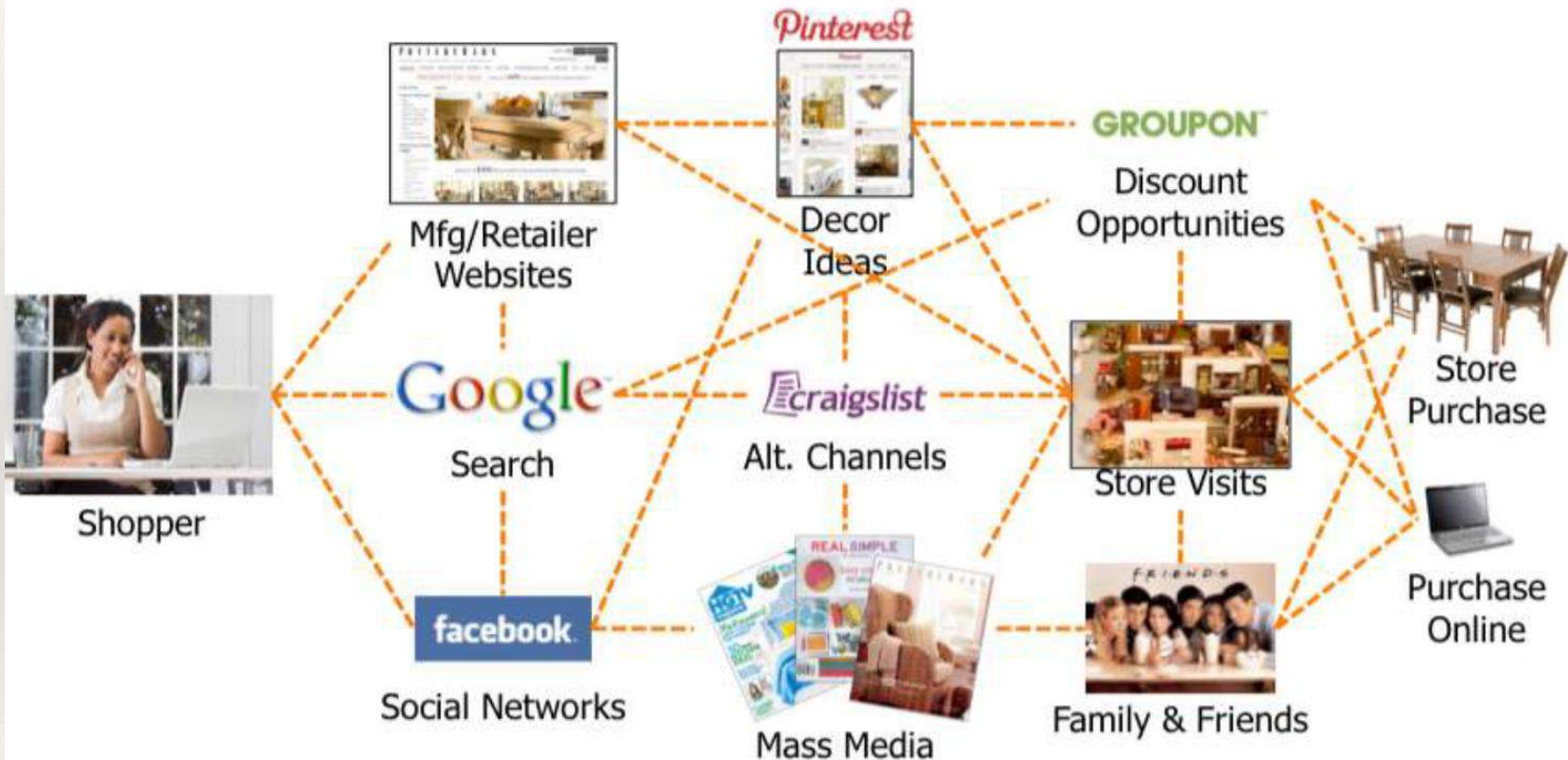
從線上到線下

## Coaster Retail Connect (CRC)

# Online To Offline

從線上到線下：現代人如何採購家具家飾用品

## Today's 'Path' to Purchase



Source: ThinkWay Strategies

## Online To Offline

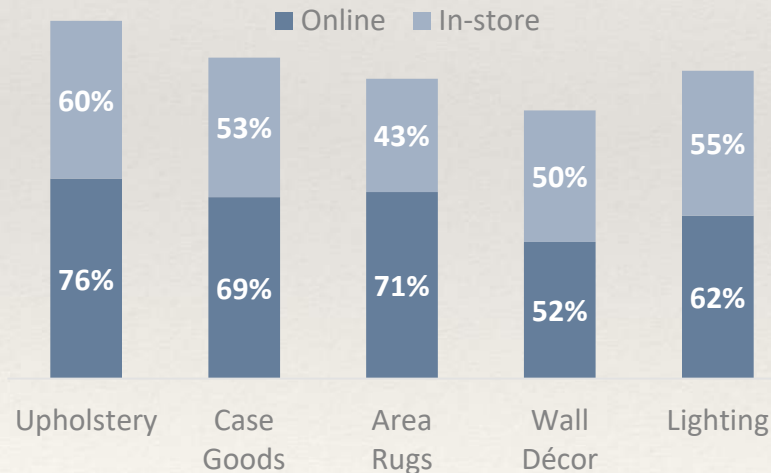
從線上到線下：現代人如何採購家具家飾用品

- ✓ 美國消費者在採購室內家具過程中，已能充分整合網路(線上)與實體店面(線下)資訊，進行採購。
- ✓ 著眼於此，Coaster自行開發系統，結合市場行銷功能以及後端龐大的資訊平台，掌握虛擬與實體結合的無窮商機。

## Where Consumers

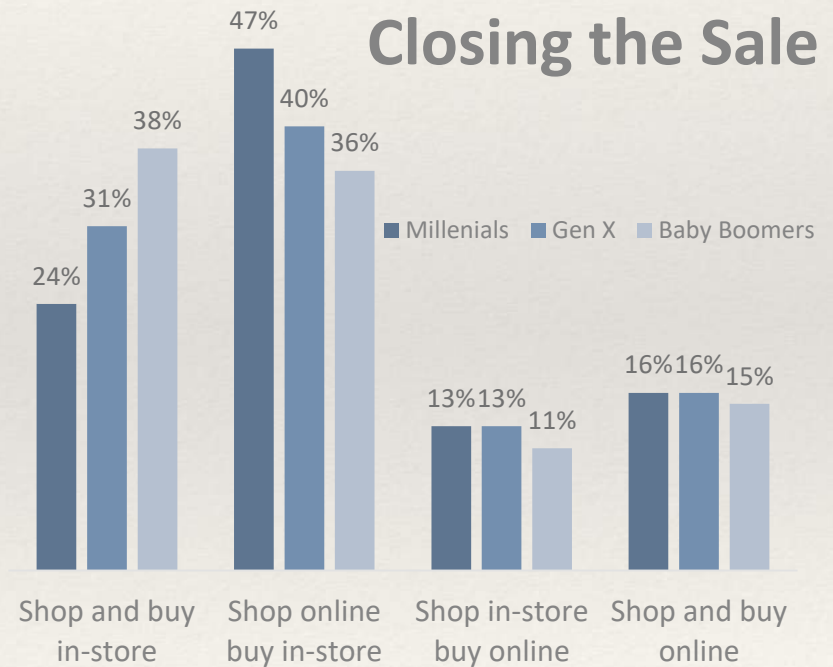
### Research

### Pre-Purchase



Source : Furniture Today & Apartment Therapy 2016 Home Decorating Survey

### Closing the Sale



Source : Furniture Today & Apartment Therapy 2015 Consumer Views Survey

# COASTER® Fine Furniture

## COASTER RETAIL CONNECT (CRC)

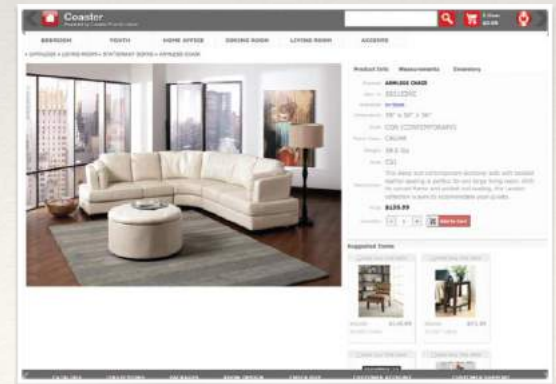
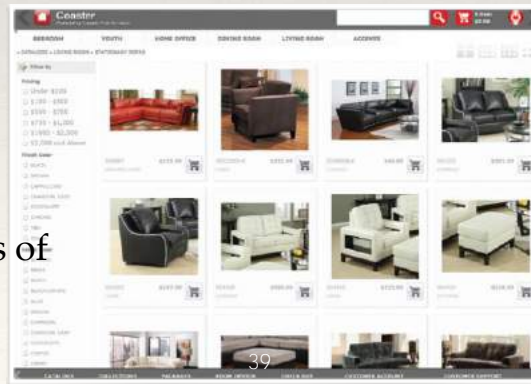
本公司自行研發的“O2O”線上線下整合零售系統

Furnish your house with a click of the mouse!

- ❖ CRC empowers Coaster dealers with the ability to increase their showroom space with very little investment in floor space, floor samples or warehouse inventory.
- ❖ Small retailers now have the ability to showcase thousands of products, giving them the ability to compete with the larger stores in their trading area.

- Web-Based Cloud Technology
- Live Inventory/Product information.
- It enables thousands of CRC dealer members to become virtual franchisees of Coaster.

August 23, 2017 客思達 (2936 TT)



# COASTER® Fine Furniture

LIVE  
INVENTORY

Custom e-commerce  
storefront

CUSTOM  
PRICING

Consumers can  
shop entire  
product line

DELIVERY







# CRC SHOWROOM GALLERY - 400 SQ. FT

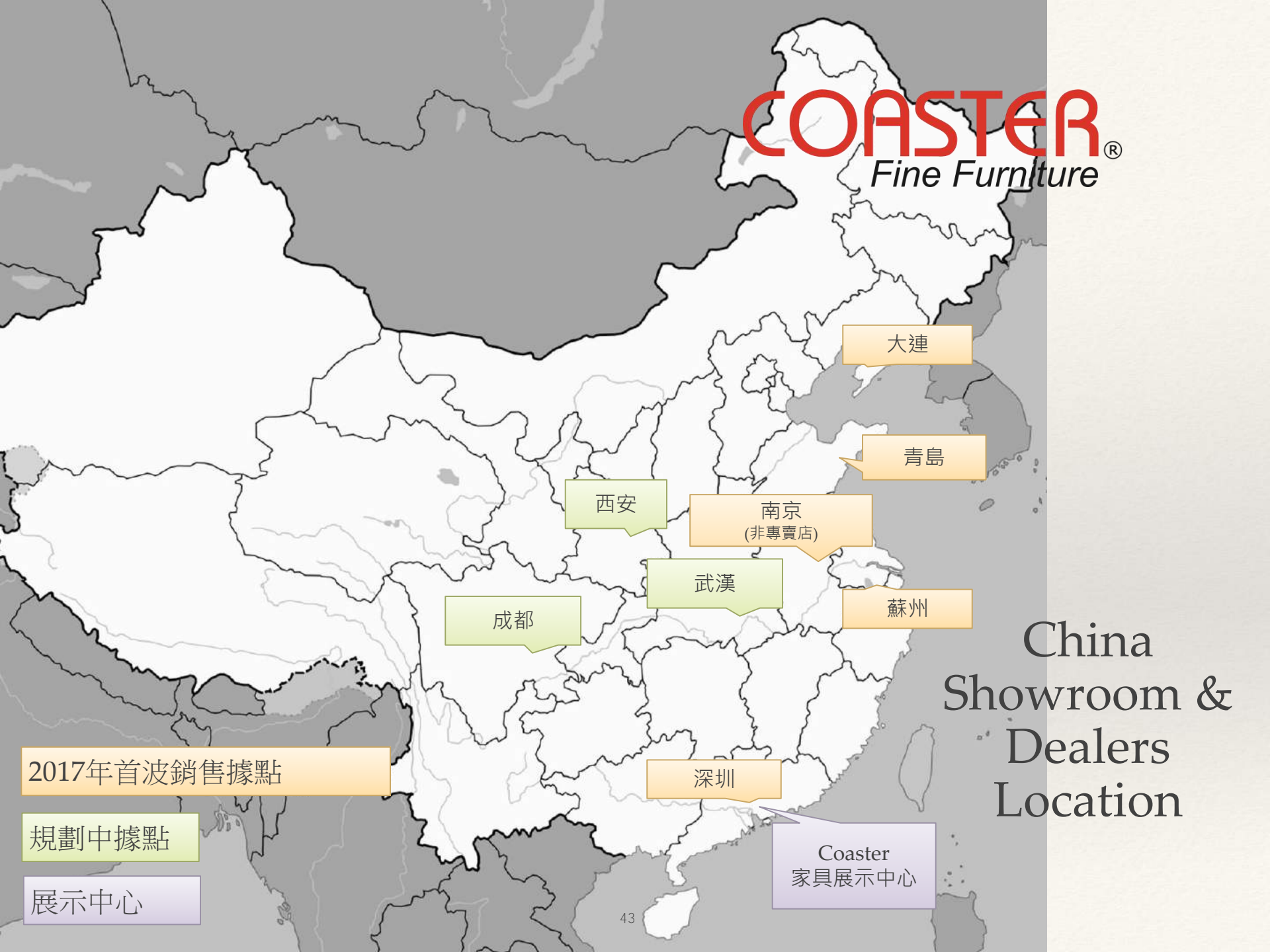
August 23, 2017 客思達 (2936 TT)

# Market Expansion:

業務拓展

## China Showroom and Dealers' Location

客思達中國展示中心與  
首波開賣城市



大連

青島

西安

南京  
(非專賣店)

武漢

蘇州

成都

深圳

Coaster  
家具展示中心

China  
Showroom &  
Dealers  
Location

2017年首波銷售據點

規劃中據點

展示中心



**COASTER**<sup>®</sup>  
*Fine Furniture*

Coaster Exhibition Hall,  
Longgang, China

客思達中國家具展示中心  
深圳 龍崗

展示空間 700 m<sup>2</sup>  
約212坪















**COASTER**<sup>®</sup>  
Fine Furniture

Shenzhen,  
China

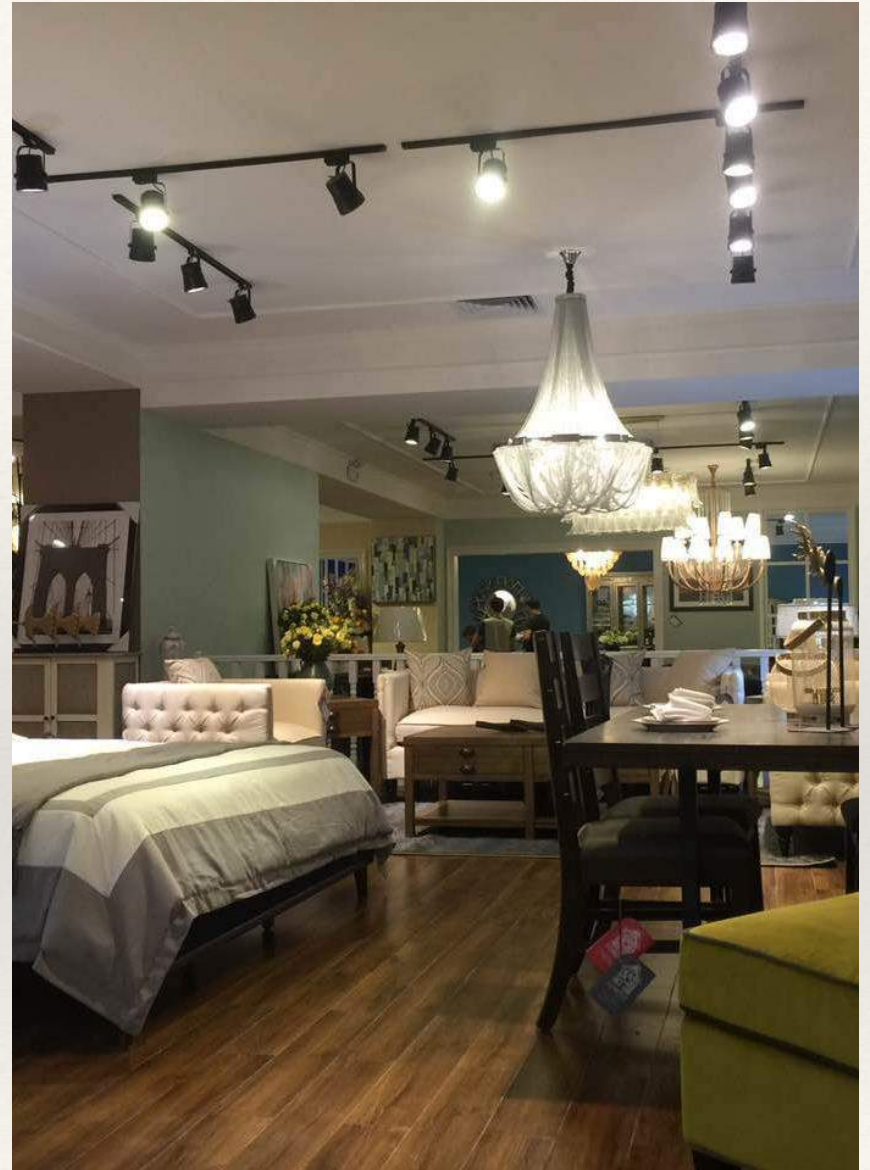
中國 深圳

展示空間 300 m<sup>2</sup>  
約 90坪





August 23 , 2017 客思達 (2936 TT)





Dalian,  
China  
中國 大連

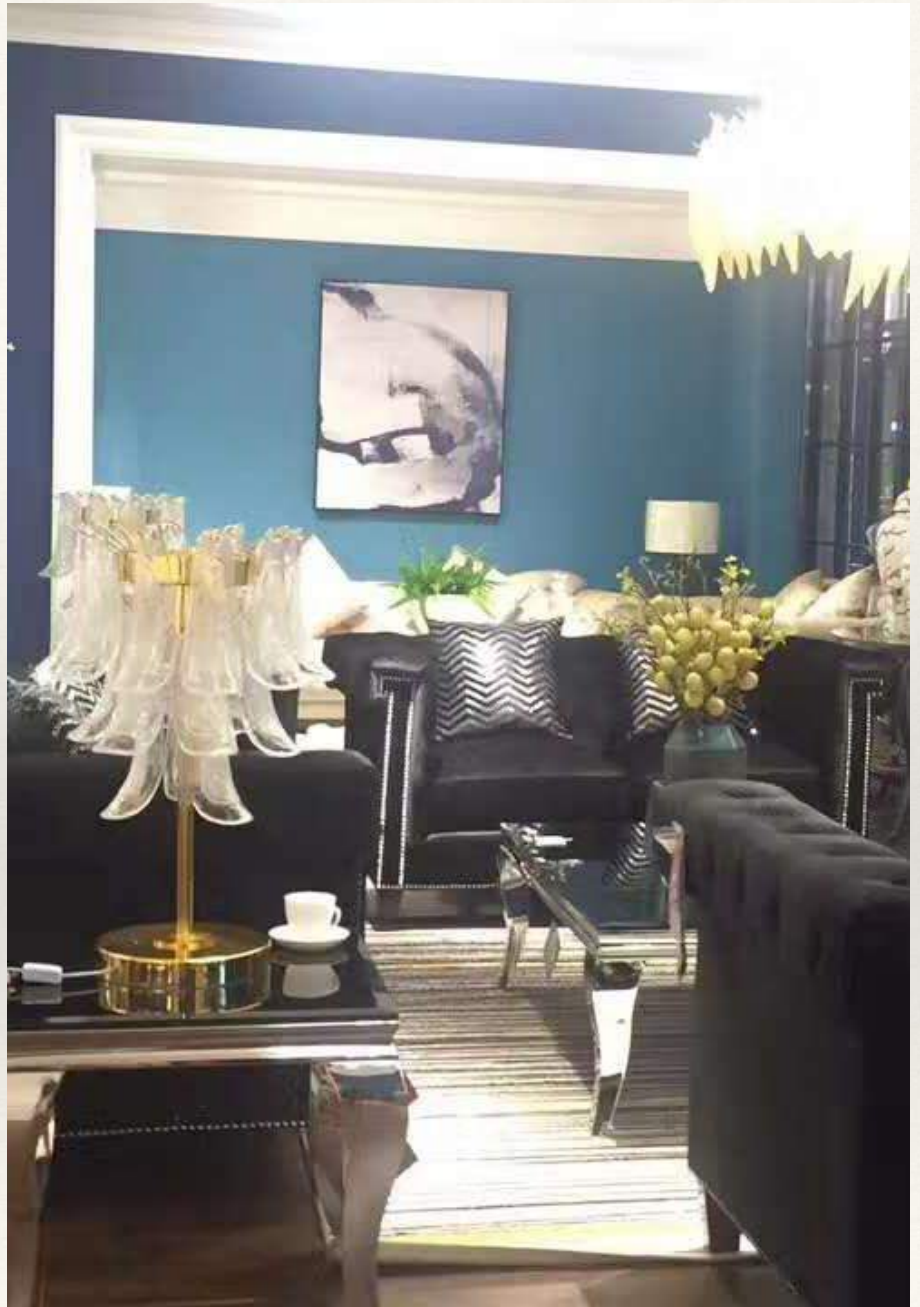
展示空間 600 m<sup>2</sup>  
約 180坪



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*Fine Furniture*

Q/A



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客思達投資人中文網頁

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*Fine Furniture*

COASTER Fine Furniture  
美國官方網頁

COASTER  
客思達集團網頁連結

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