

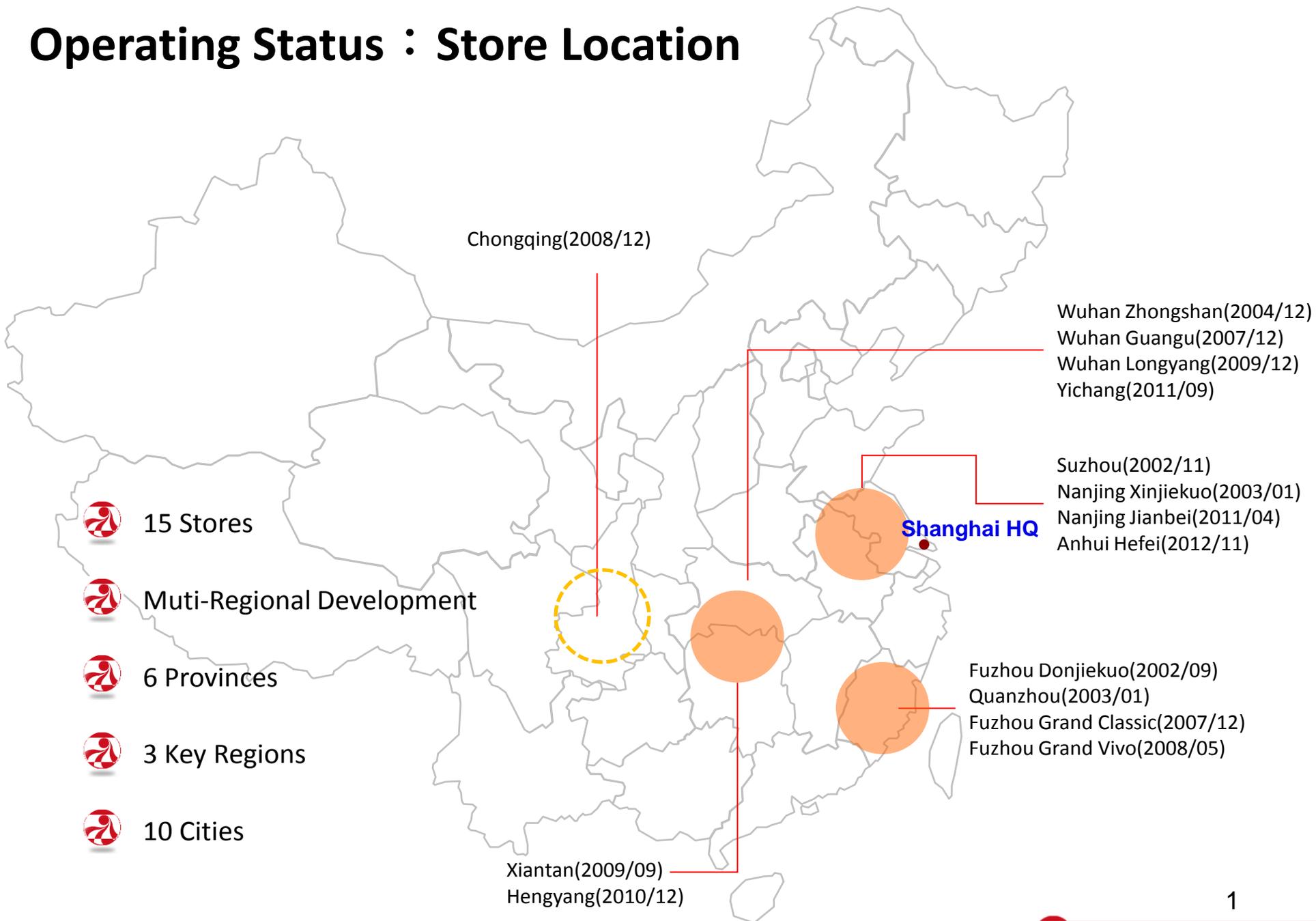
Grand Ocean Retail Group Limited

英屬蓋曼群島商大洋百貨集團控股股份有限公司

2017.06



Operating Status : Store Location



 15 Stores

 Muti-Regional Development

 6 Provinces

 3 Key Regions

 10 Cities

Three Major Brands



大洋晶典

- International Luxury
- Urban high-end customer
- 1 Store, Fuzhou Grand Classic



大洋百貨

- Fashion Store
- Urban mid-high end customers
- 13 Stores



大洋天地

- Lifestyle Store
- Mid-High Family Oriented
- 1 Store, Fuzhou Grand Vivo



Operation Status: Average Store Size 41,949 m²

Province	Store	GFA (m2)	Type	Province /City	Store	GFA (m2)	Type
Fujian	Fuzhou Dongjiekou	29,384	Self-Own	Hunan	Xiantan	43,650	Lease
		9,102	Lease			538	Self-Own
Fujian	Fuzou Grand Classic	38,590	Self-Own	Hunan	Hengyang	43,063	Self-Own
Fujian	Fuzhou Grand Vivo	36,066	Lease	Jiangsu	Nanjin Xinjiekou	48,300	Lease
Fujian	Quanzhou	32,114	Self-Own	Jiangsu	Nanjin Jianbei	40,888	Lease
Hubei	Wuhan Zhongshan	55,186	Lease	Jiangsu	Suzhou	30,336	Lease
Hubei	Wuhan Guangu	41,485	Lease	Chongqing	Chongqing	48,719	Lease
Hubei	Wuhan Longyang	46,000	Lease	Anhui	Hefei	40,500	Lease
Hubei	Yichang	45,320	Lease				

Property	GFA (m2)	%
Total	629,241	100%
Lease	485,552	77%
Self-Own	143,689	23%



Financial Results

Business Operations

Consolidated Income Statement 1Q 2017 (YoY)

(NT \$mn)	1Q 2017		1Q 2016		YoY
Total Revenue	1,559	100.0%	1,883	100.0%	-17.2%
Gross Profit	1,204	77.2%	1,535	81.5%	-21.6%
Operation Expenses	953	61.1%	1,145	60.8%	-16.8%
Operation Income	251	16.1%	390	20.7%	-35.6%
Non-Op Income	-56	-3.6%	-342	18.2%	-
Pre-Tax Profit	195	12.5%	48	2.5%	406.3%
Net Income	95	6.1%	-76	-4.0%	-
EPS (NT\$)	0.52		-0.39		-



Business Strategy

O2O strategy

Online and Offline consolidation for the win-win situation



O2O strategy

Online and Offline consolidation for the win-win situation



Compelling Theme Activities



Mobile Payments

Look forward to the Cash-Free Era

付款
方式

MODE OF
PAYMENT



QQ钱包



微信钱包



支付宝



京东钱包



Apple Pay



百度钱包



银联支付



现金支付



Shopping + dining + experience marketing

=> One-Stop Shopping

Continually lead in the fashion brands



Shopping + dining + experience marketing

=> One-Stop Shopping

Hardware upgrades for the casual shopping environment

01

1F 流线型动线
及专柜设计



02

1F 新增引流入口，
天花、地坪、墙面
全部换新升级



03

2F~8F 加设
公共空间景点
及休息区



04

全新客用洗手间设计：
2F 女性专用卫生间
(带梳妆间和休息区)，
4F 残障人士专用卫生间，
5F 母婴室



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Hardware upgrades for the casual shopping environment

05

7F-8F
新增挑空区及
多功能活动区域



06

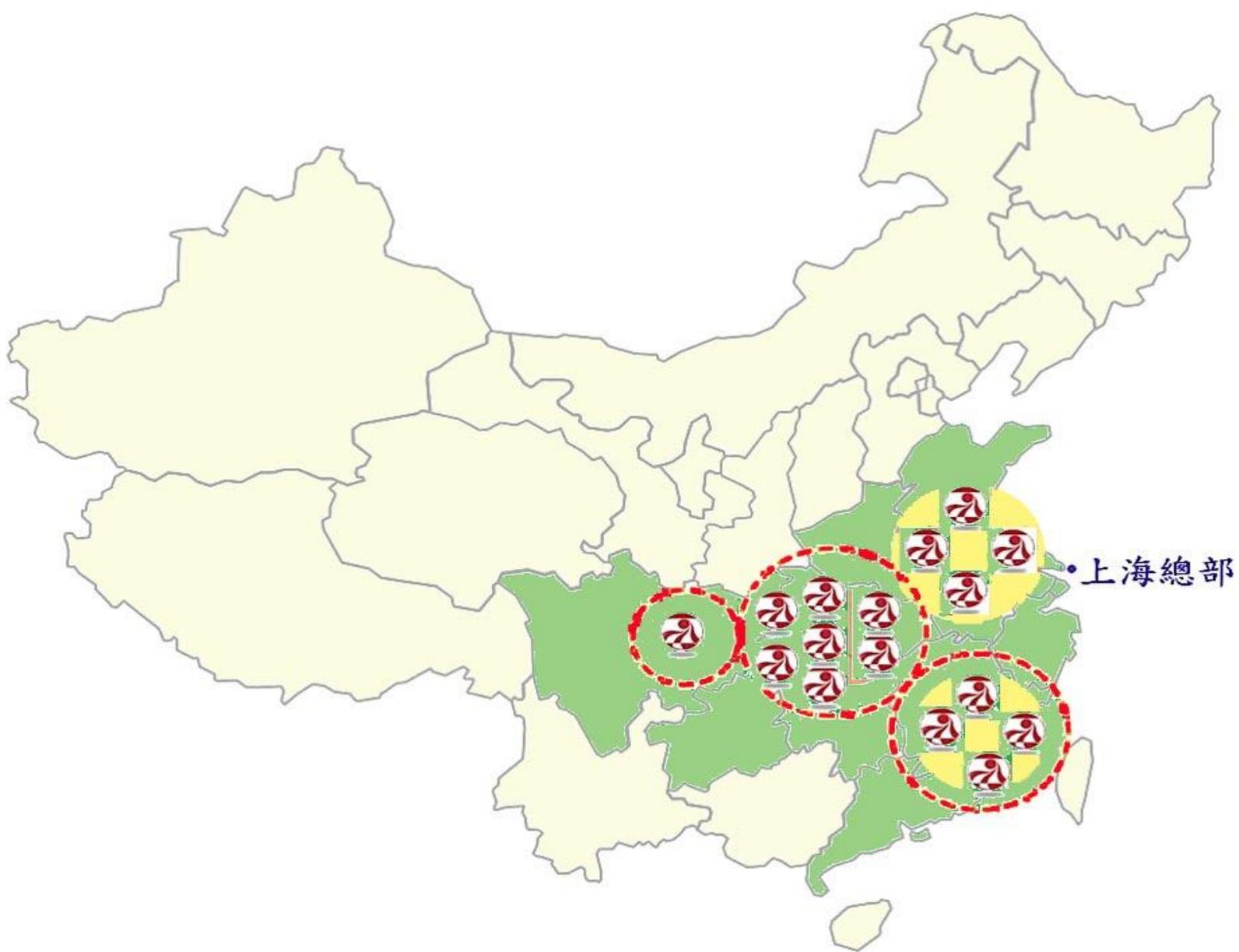
全新的楼层简介
和导视系统



07

8F客服中心
全面升级





Future Prospects

Future Prospects

Shiyan Grand Ocean Modern Shopping Center



Future Prospects

Shiyan Grand Ocean Modern Shopping Center



Future Prospects

Shiyan Grand Ocean Modern Shopping Center





Thank You

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Disclaimer

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