



**CHING FENG**  
HOME FASHIONS

# Investor Conference

2024.05.31

9935.TW

# AGENDA

- Company Introduction/  
Operating Results
- Development Strategy
- Q&A

# Disclaimer

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# 1 | Company Introduction/ Operating Results



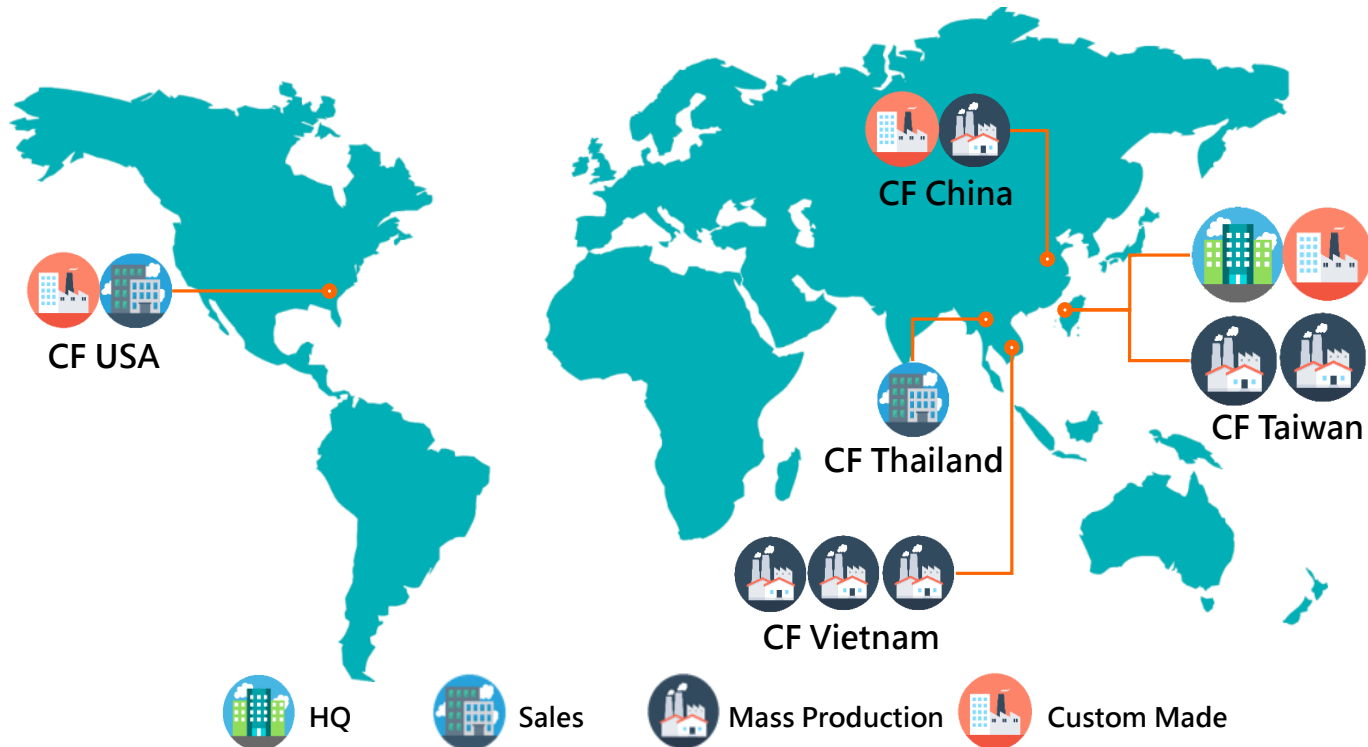
# Company Introduction

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Foundation :1974  
Capital: NTD\$ 1,738M

2024Q1 Revenues:  
NTD\$ 1,118M

Employees :  
About 2,000 People



# Consolidated Income Statement

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Unit : NT\$ million

Item \ Year	2022	2023	1Q24
Operating Revenues	5,287	4,547	1,118
Gross Profit	921	910	256
Operating Expenses	659	666	168
Operating Income	262	244	88
Net Income Before Tax	281	154	126
Net Income	221	104	88
EPS(NT\$)	1.28	0.60	0.50
<b>Profitability</b>			
Gross Margin	17%	20%	23%
Net Margin	5%	5%	8%
<b>Dividend Distribution</b>			
Total Dividend per share(NT\$)	0.90	0.50	
Dividend Payout Ratio (Excluding Capital Surplus)	70%	83%	

# Consolidated Balance Sheet

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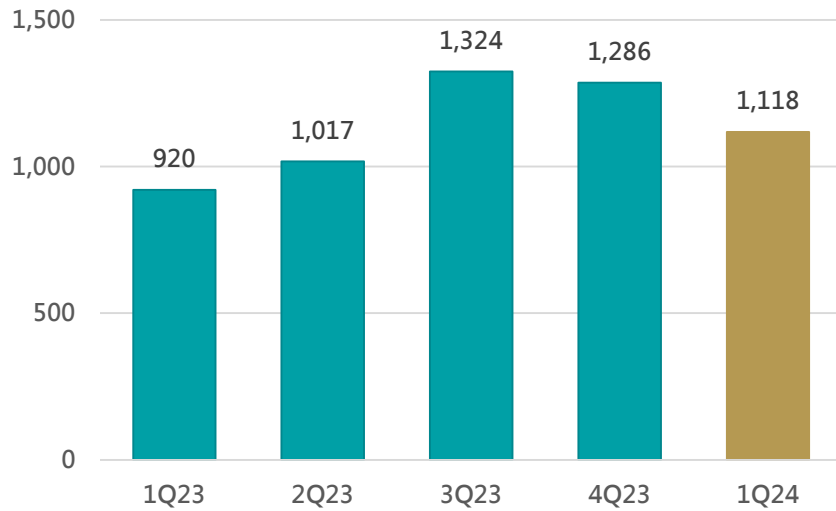
Unit : NT\$ million

Item \ Year	2022	2023	1Q24
<b>Total Assets</b>	<b>7,144</b>	<b>6,653</b>	<b>7,048</b>
Cash and cash equivalents	539	497	577
Notes and accounts receivable	1,656	1,199	1,391
Inventories	960	905	981
Property, plant and equipment	2,322	2,320	2,320
Other assets	1,667	1,732	1,779
<b>Total Liabilities</b>	<b>4,865</b>	<b>4,399</b>	<b>4,725</b>
Short-term and long-term loans	3,718	3,243	3,526
Notes and accounts payable	676	676	576
Other liabilities	471	480	623
<b>Total Equity</b>	<b>2,279</b>	<b>2,254</b>	<b>2,323</b>
A/R Turnover Days	102	120	106
Inventories Turnover Days	77	94	98
Liabilities to Assets Ratio	68	66	67
Current Ratio	247	232	200
Quick Ratio	180	163	139

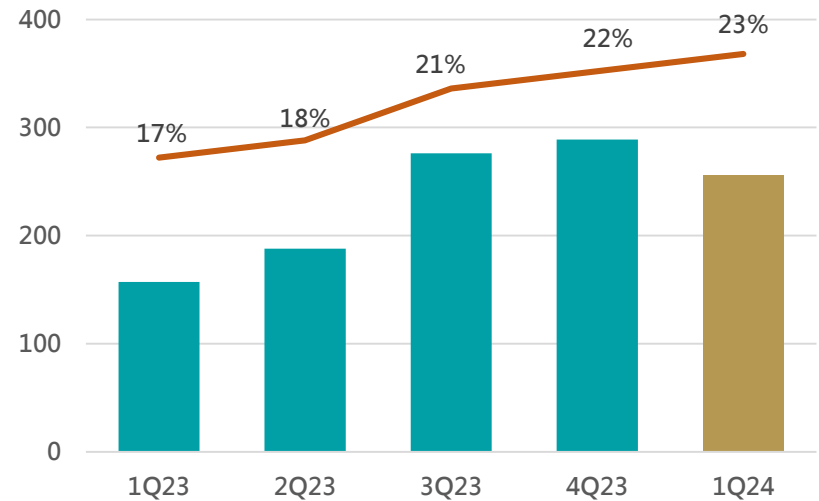
# Current Financial Performance

Unit : NT\$ million/%

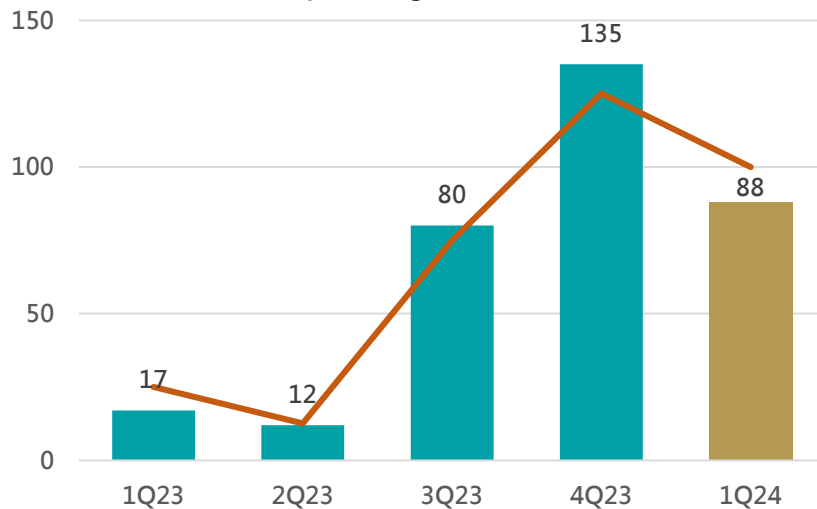
### Operating Revenues



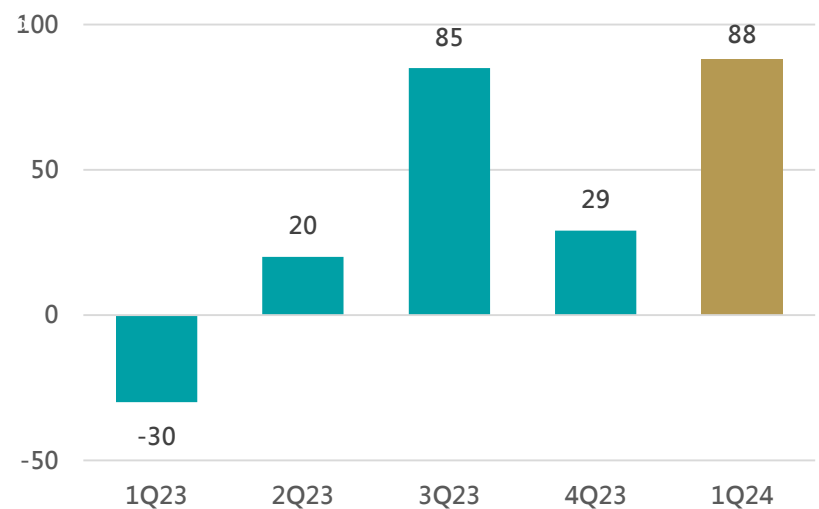
### Gross Profit/Gross Margin



### Operating Income



### Net Income





## Window Coverings Supply Chain

1. **CF Taiwan and CF Vietnam** : Mass producing five major window covering products for the North American market.
2. **CF China** : Transformed into IKEA-exclusive facility for global supply.
3. **CF Taiwan and CF USA** : Customizing cordless and smart window covering products, targeting North American and Asian markets.

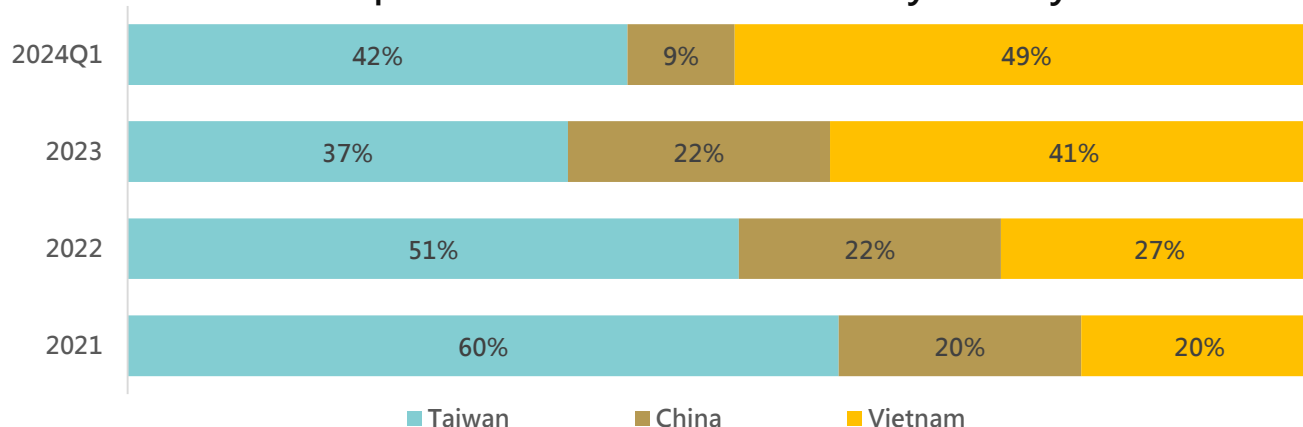


## Home Textiles Supply Chain

1. **CF China** : Enhancing automated production.
2. **CF Vietnam** : Supply European and American markets by 2025.



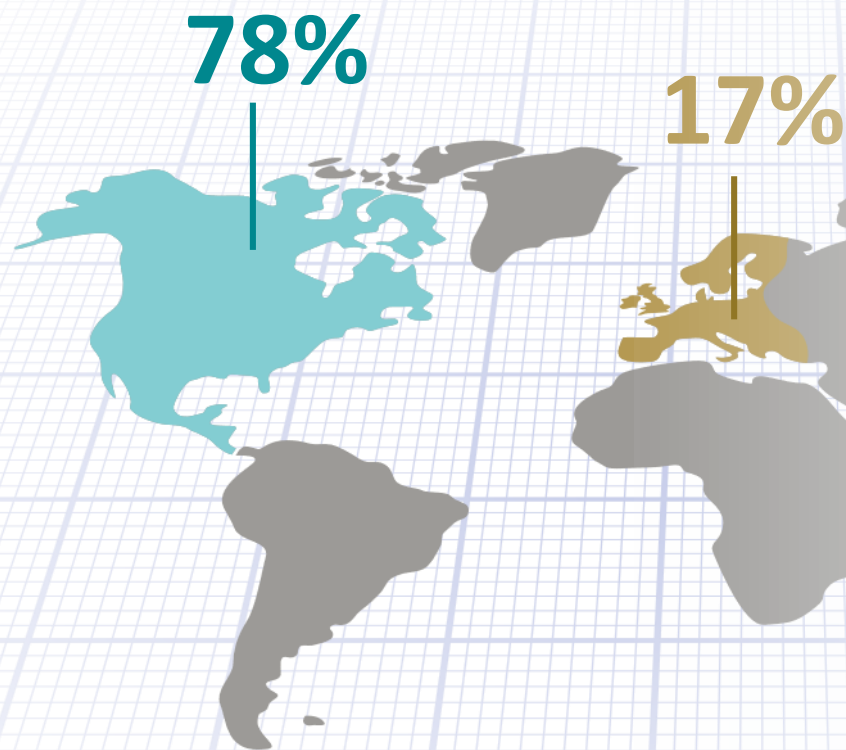
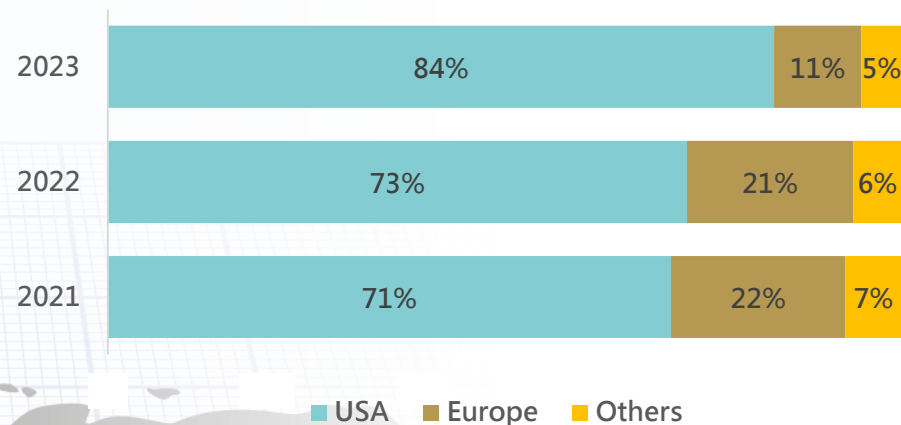
Proportion of Production Value by Factory



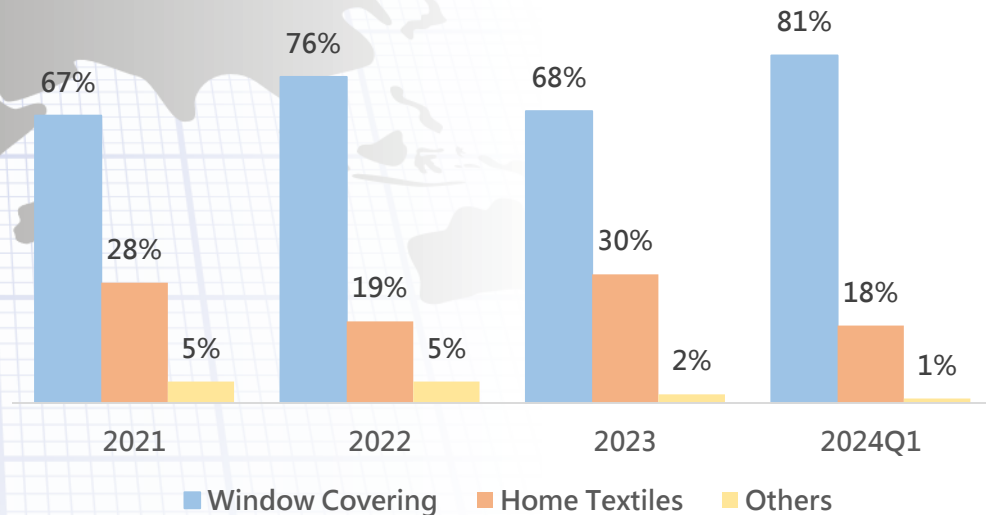
# Regional / Product Distribution

## 2024 Q1

### Proportion of Regional Revenues

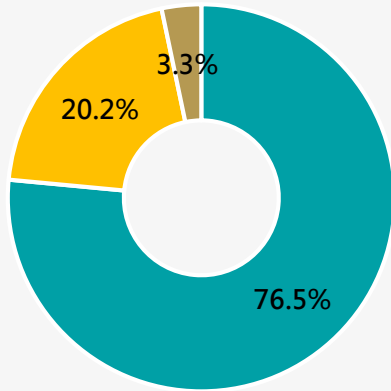


### Proportion of Main Products

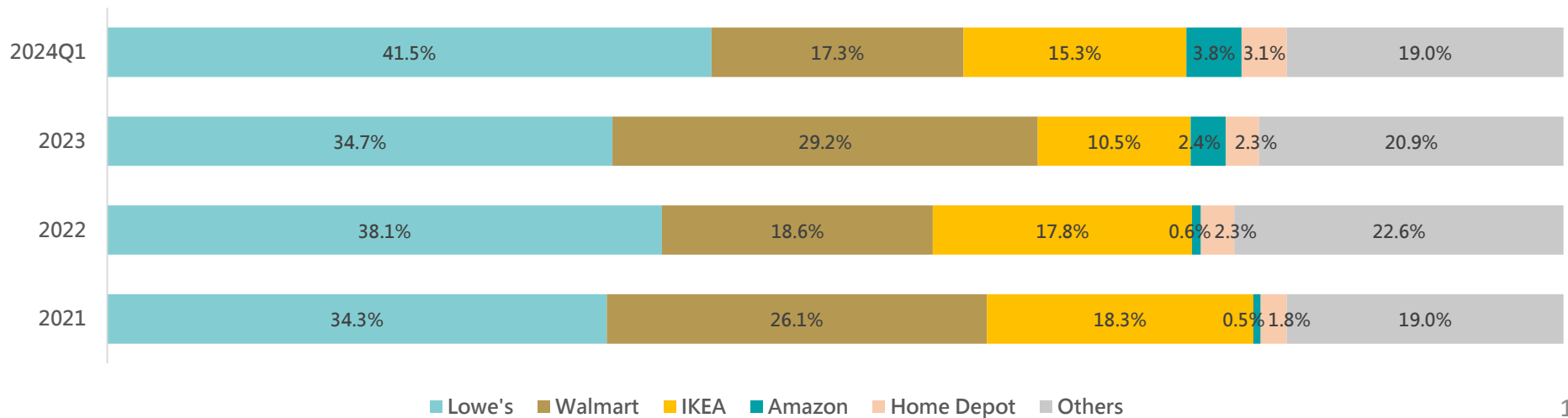


# Main Channels and Clients

Proportion of Channels-2024Q1



■ Retail ■ E-Commerce ■ Pro Market



■ Lowe's ■ Walmart ■ IKEA ■ Amazon ■ Home Depot ■ Others

## 2 | Development Strategy



# Window Coverings Market Analysis

## Retail Sales of Hard Window Coverings in the U.S.

Source : Sundale

Category \ Year	2022 (\$Millions)	2023 (\$Millions)	Annual % Change	2028(Est) (\$Millions)	AVG. Annual Growth Rate
Mini Blinds	805	700	-13.0%	770	1.9%
Vertical Blinds	1,135	1,005	-11.5%	1,150	2.7%
Pleated Shades	1,475	1,350	-8.5%	1,925	7.4%
Wood Blinds	1,335	1,210	-9.4%	1,580	5.5%
Roller Shades	510	470	-7.8%	660	7.0%
Curtain and Drapery Hardware	2,000	1,815	-9.3%	2,245	4.3%
Total	7,260	6,550	-9.8%	8,330	4.9%

## Distribution of Hard Window Covering Sales in the U.S.

Channel \ Year	2022 Share of Market	2023 Share of Market	2024(Est) Share of Market	2028(Est) Share of Market
Specialty Stores	32.0%	32.1%	32.1%	32.3%
Mass Merchants and Clubs	25.5%	25.6%	25.7%	25.3%
Home Improvement Centers	23.1%	22.9%	22.8%	22.5%
E-Commerce	10.0%	10.5%	10.8%	12.0%
Catalogs	3.5%	3.2%	3.0%	2.6%
Department Stores	2.4%	2.4%	2.3%	2.2%
All Others	3.5%	3.3%	3.3%	3.1%

# Store V.S. E-Commerce

## Store



### Pros

- Physical product experience
- Timely access to products
- Instant customer service interaction

### Cons

- Limited space, focusing on sales per square foot
- Subject to traffic and operating hour limitations

## E-Commerce



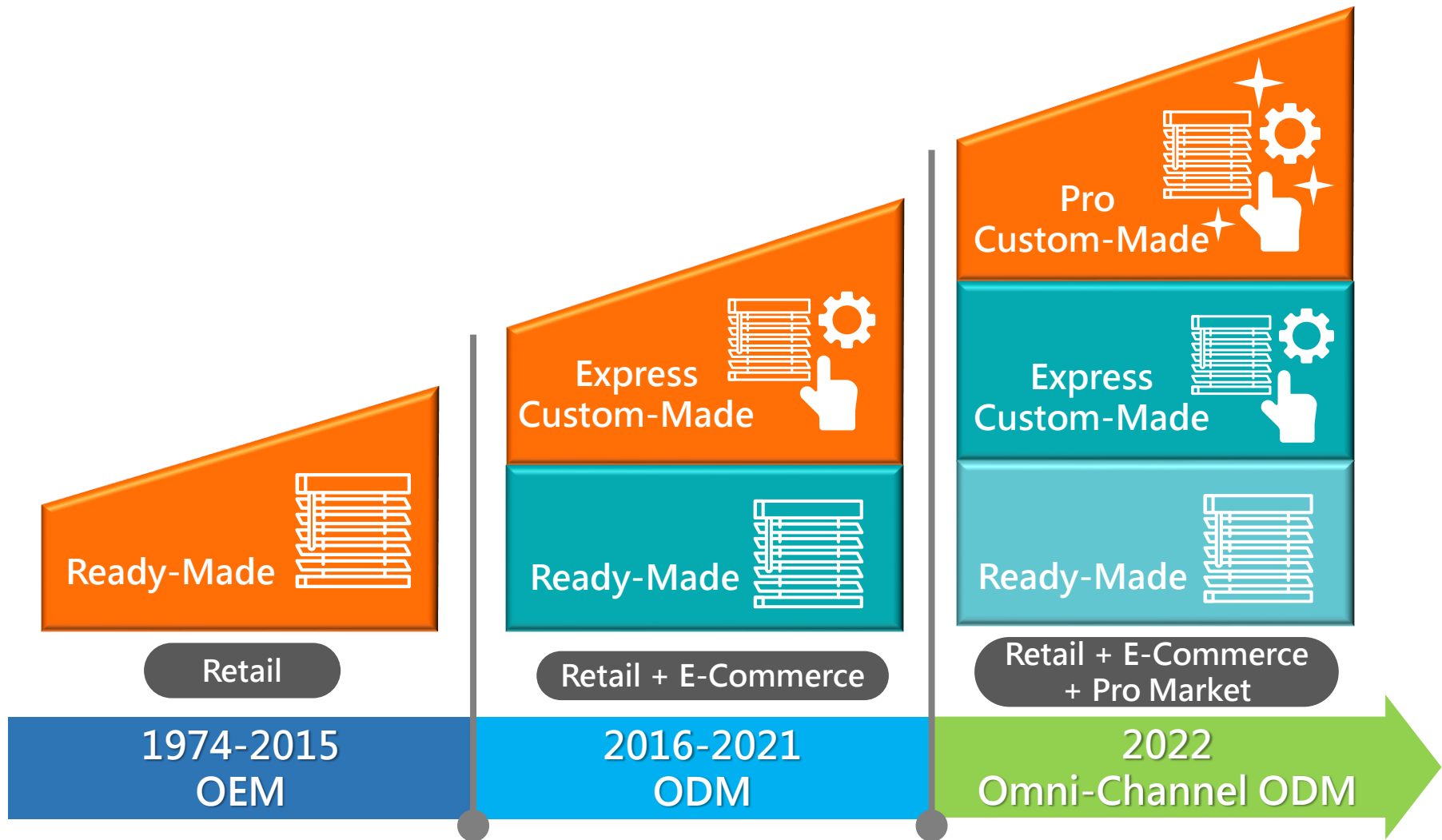
### Pros

- Unlimited space, maximizing product variety
- Customers can shop on the website anytime, anywhere
- Easy shopping with price comparison
- Continuous customer service

### Cons

- Unable to physically experience products
- Requiring shipping time

# Business Model Milestone



# Ching Feng B2B Business Model

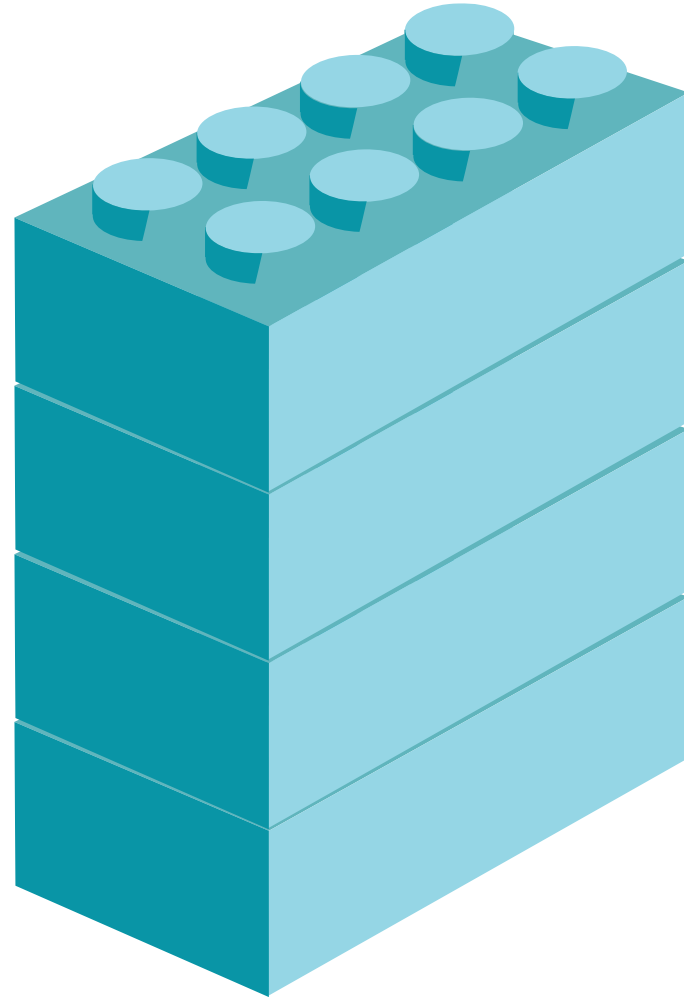
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After-Sales Customer Service

To B Logistics Management

Mass Production

Product Design

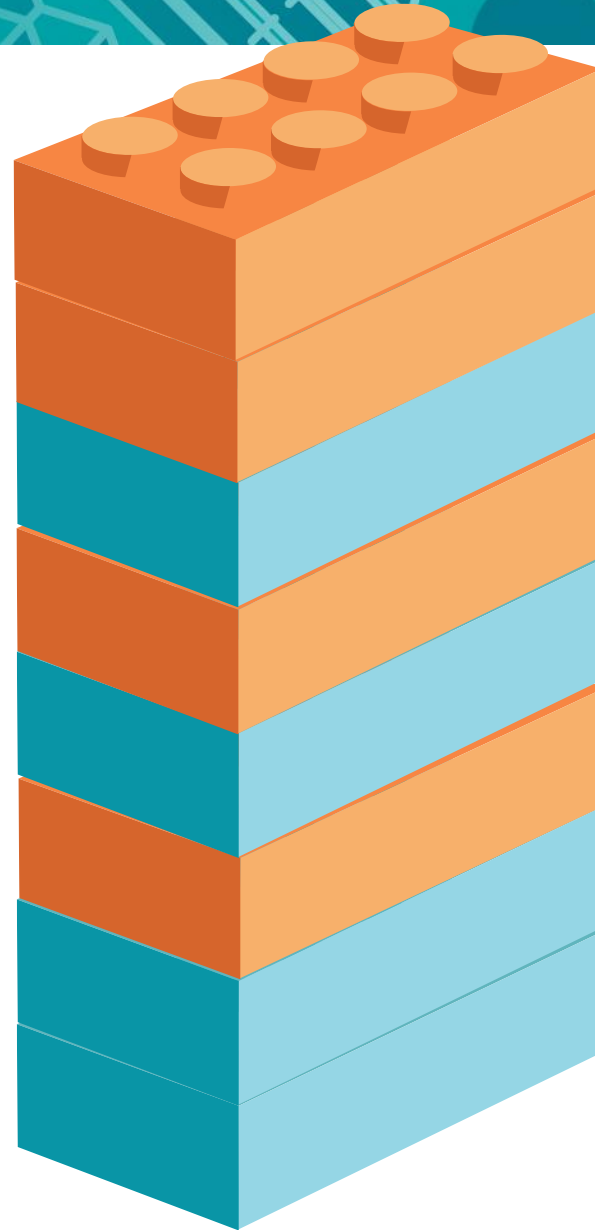




# Enhancing B2B2C Business Model

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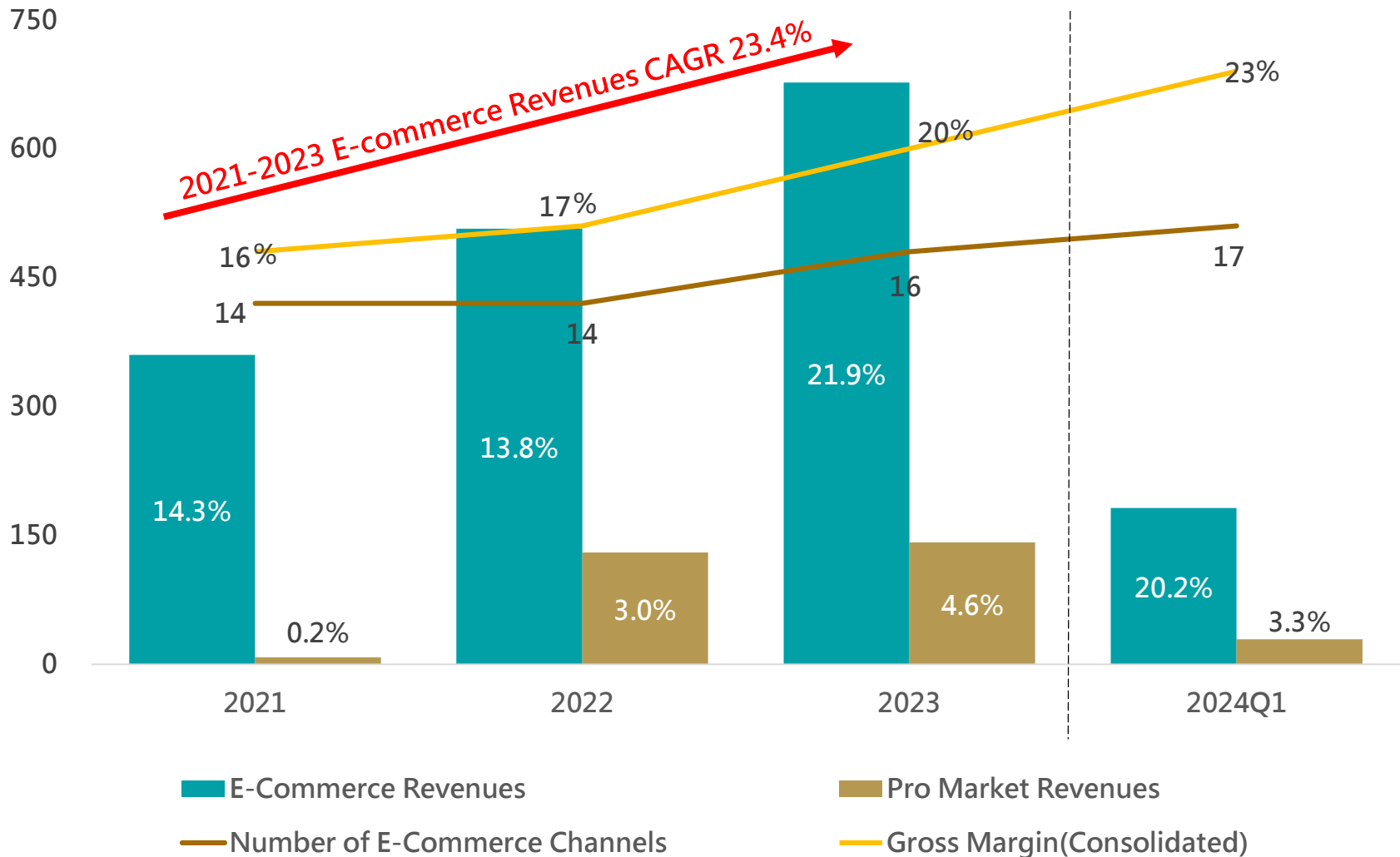
OMO Sales Strategy  
Digital Marketing  
After-Sales Customer Service  
To C Logistics Management  
To B Logistics Management  
Custom-Made Production  
Mass Production  
Product Design



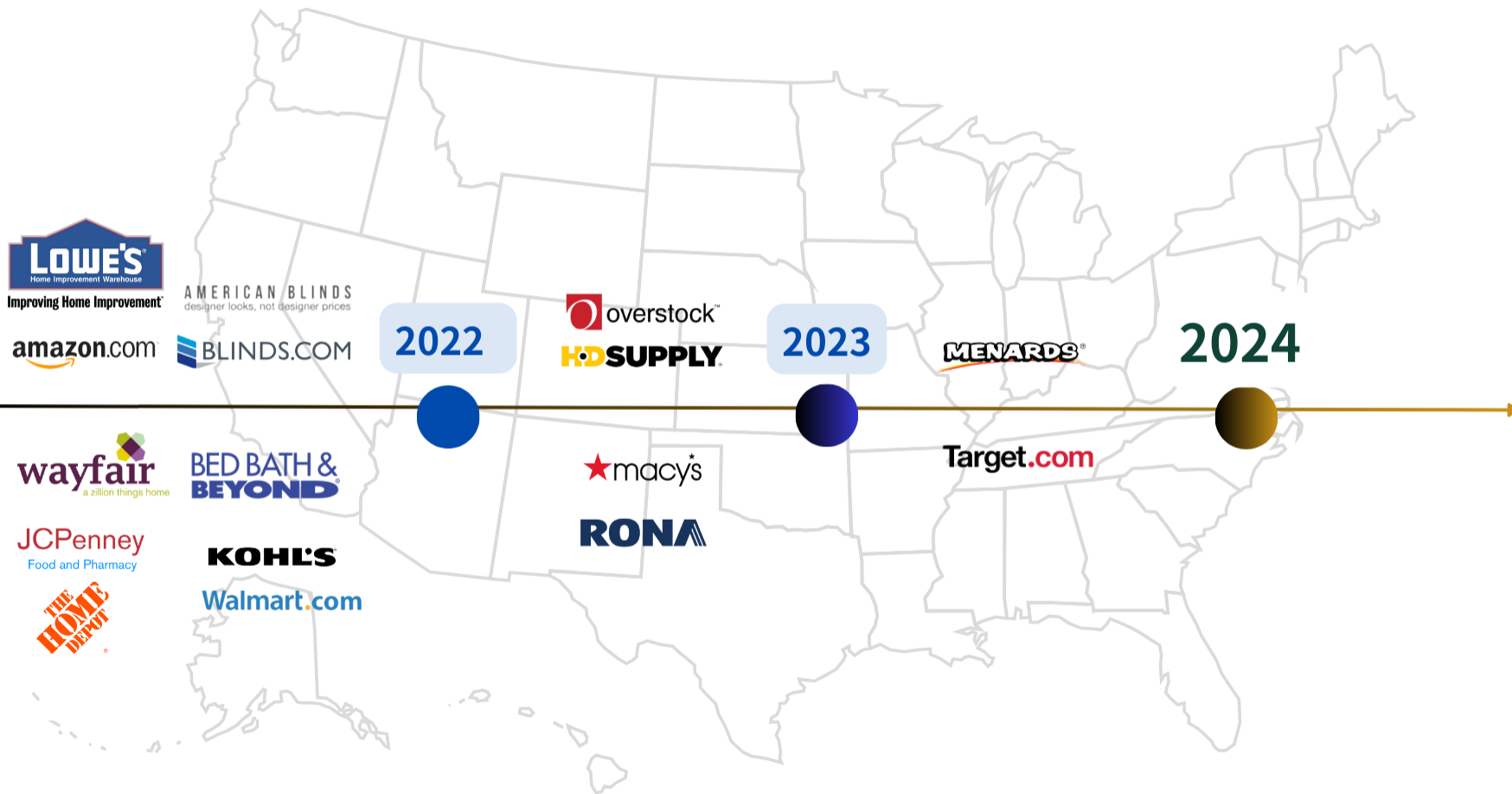
# Revenues Analysis

Unit : NT\$ million/%

## Revenues Analysis of E-Commerce and Pro Market

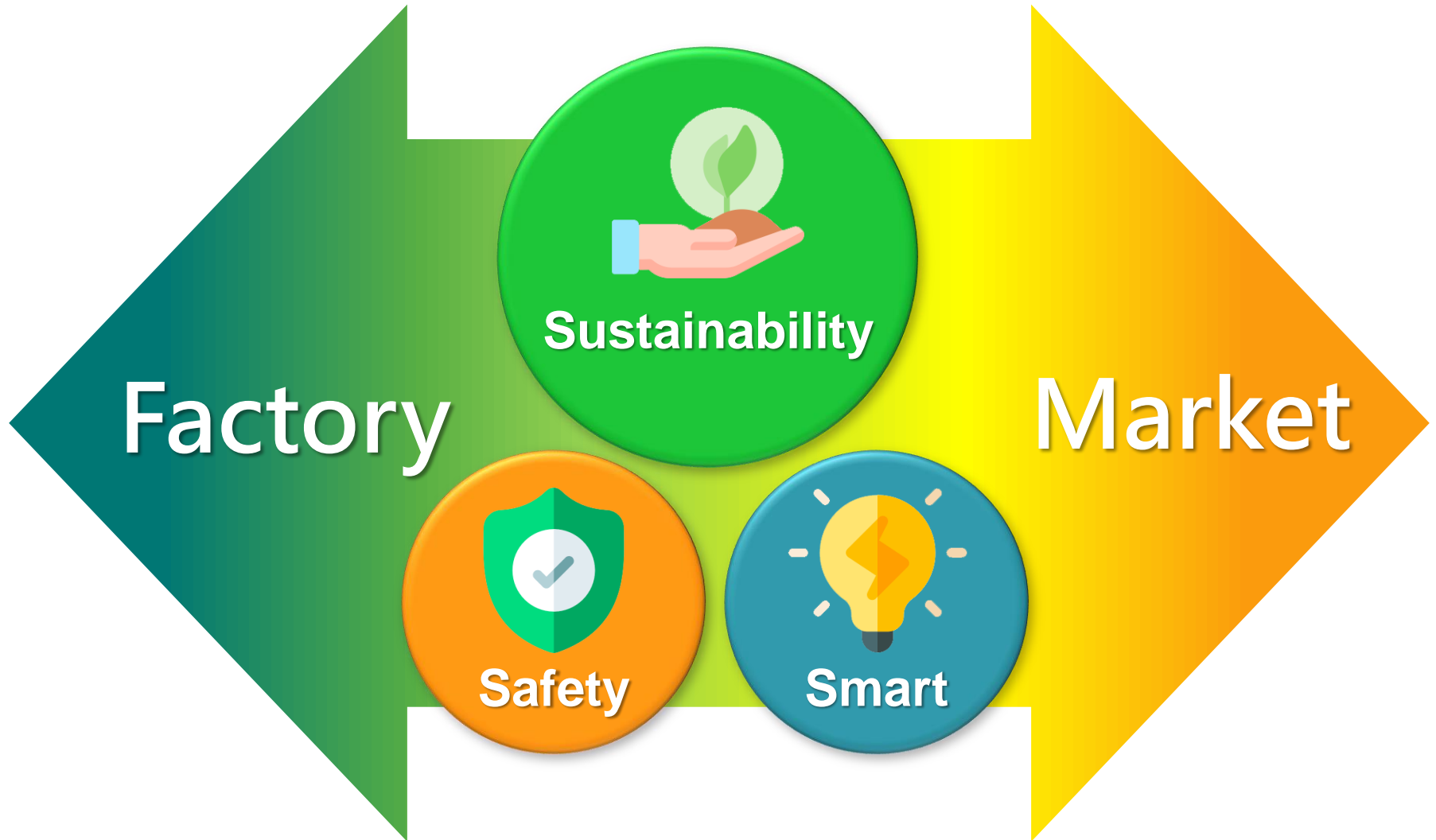


# B2B2C Expansion



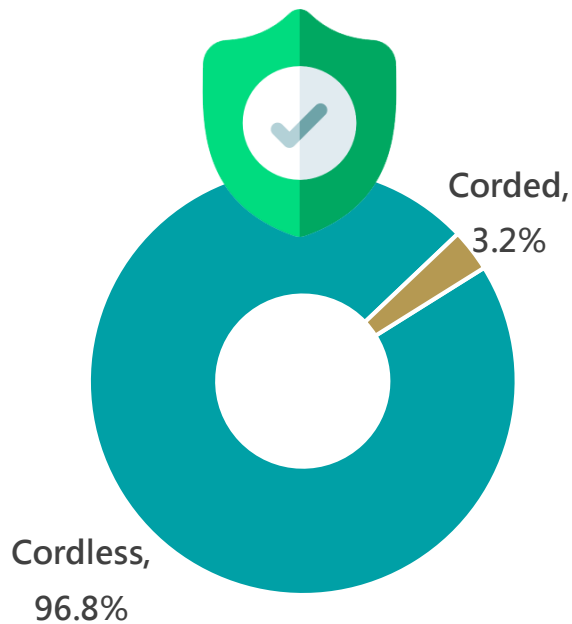
# SSS Innovation Strategy

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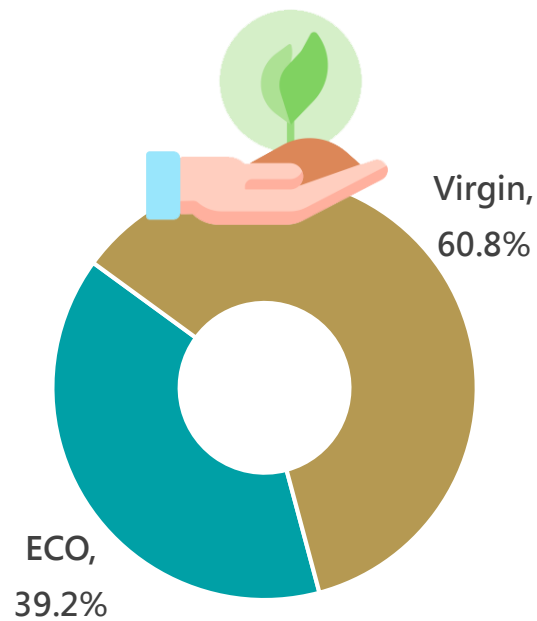


# SSS Revenues Analysis

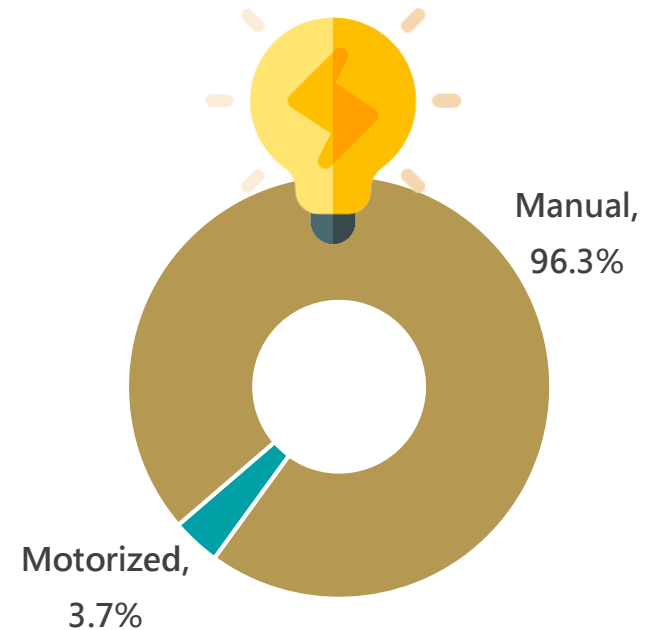
## Proportion of 3S Window Covering Products-2024Q1



**Safety**



**Sustainability**



**Smart**

# Operational Highlights

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Continuous Enhancing  
Omni-Channel Business Model

Expanding Traffic Channels  
E-Commerce/Pro Market

Expanding Customer Product Lines  
Window Covering/Home Decor



3 | Q&A



**Achieving Safe, Sustainable, and Smart Blinds.**

**Empowering Environmental Sustainability Through  
Consumer Action.**

**Preserving the Enjoyment of Life for Generations to Come.**

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**Enrich Your Living Aesthetics**

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