



Stock Code: 1256

# 永續經營 Corporate Social Responsibility (CSR)

## 鮮活控股股份有限公司

Sunjuice Holdings Co., Limited

Presenter : Gary Huang, President

Date: 31 May 2018





# Presentation Agenda

- I 、 **Company Profile Overview**
- II 、 **Catering Industry & Market Overview**
- III 、 **Financial Performance**
- IV 、 **Competitive and Advantages**
- V 、 **Business Report**
- VI 、 **Future Development Strategy**
- VII 、 **Corporate Social Responsibility**





# I、Company Profile Overview - Factory Fact



## Kunshan

- **Land Area:** 32,636 Sq. Meters
- **Factory Area:** 16,600 Sq. Meters
- **Staff:** 399 employees
- **Capacity:** 55,000 MT/Year

## Tianjin

- **Land Area:** 33,329 Sq. Meters
- **Factory Area:** 5,945 Sq. Meters (rental)
- **Staff:** 107 employees
- **Capacity:** 10,000 MT/Year

## Guangdong

- **Land Area:** 35,675 Sq. Meters
- **Factory Area:** 4,846 Sq. Meters (rental)
- **Staff:** 106 employees
- **Capacity:** 10,000 MT/Year



# I、Company Profile Overview - History

- Feb 1998** Fresh Life (Kunshan) Food Industry Co., Ltd. was established at Kunshan City, Suzhou, China.
- May 2010** Being one of the qualified supplier providing raw materials to World Expo restaurants of customized drinks.
- Dec 2010** Established a joint venture company with Jiangang Village Economic Cooperation named Kunshan Jiangang Ecological Agriculture Science & Technology Development Co., Ltd. at Zhangpu, Kunshan.
- Mar 2011** Officially relocated to the new plant at JuJin Road, Zhangpu Township, Kunshan, Suzhou.
- Sept 2012** Sunjuice Holdings Co., Ltd. was officially listed at Taipei Exchange (TPEX).
- Dec 2013** Fresh Juice certified as Jiangsu Province's "Agricultural Science and Technology Enterprise".
- Dec 2014** Awarded "Carbon Footprint Certification" by China Quality Certificate Center (CQC).
- Jan 2015** Fresh Juice Industry (Tianjin) awarded QS certification.
- Jun 2015** Guangdong Fresh Juice Biotechnology Co., Ltd. awarded QS certification.
- Mar 2016** Sunjuice Holdings Co., Ltd. was officially listed at Taiwan Stock Exchange (TWSE) .
- Dec 2016** Awarded "Top 100 of Chinese Corporate Social responsibility in Food industry" and "Staff Care Award" .
- Apr 2017** Suzhou Sunjuice I International Ltd. was established at Kunshan City, Suzhou, China.
- Aug 2017** Awarded CSR Corporate Giant Little Giant by Taiwan Common Wealth Magazine for 3 consecutive years.
- Aug 2017** Awarded the honor of "Kunshan Labor Relations harmonious Enterprise" issued by the Kunshan Municipal Party Committee and the Municipal Government.
- Nov 2017** Accredited to Industrialization of Jiangsu Province's Leading Agricultural Businesses.
- Feb 2018** Awarded "2016-2017 Top 10 Safety Production Business" in Kunshan City, Suzhou





# I、Company Profile Overview - Core Products

Our variety of products e.g. concentrated juice, flavor syrup, fruit pulp, and fruity powder, etc. , mainly supply to **Food & Beverage Chain System** & **Food Processing Company** as raw materials for non-packed & prepared juice drinks.

## 一、果汁類產品 Concentrated Juice

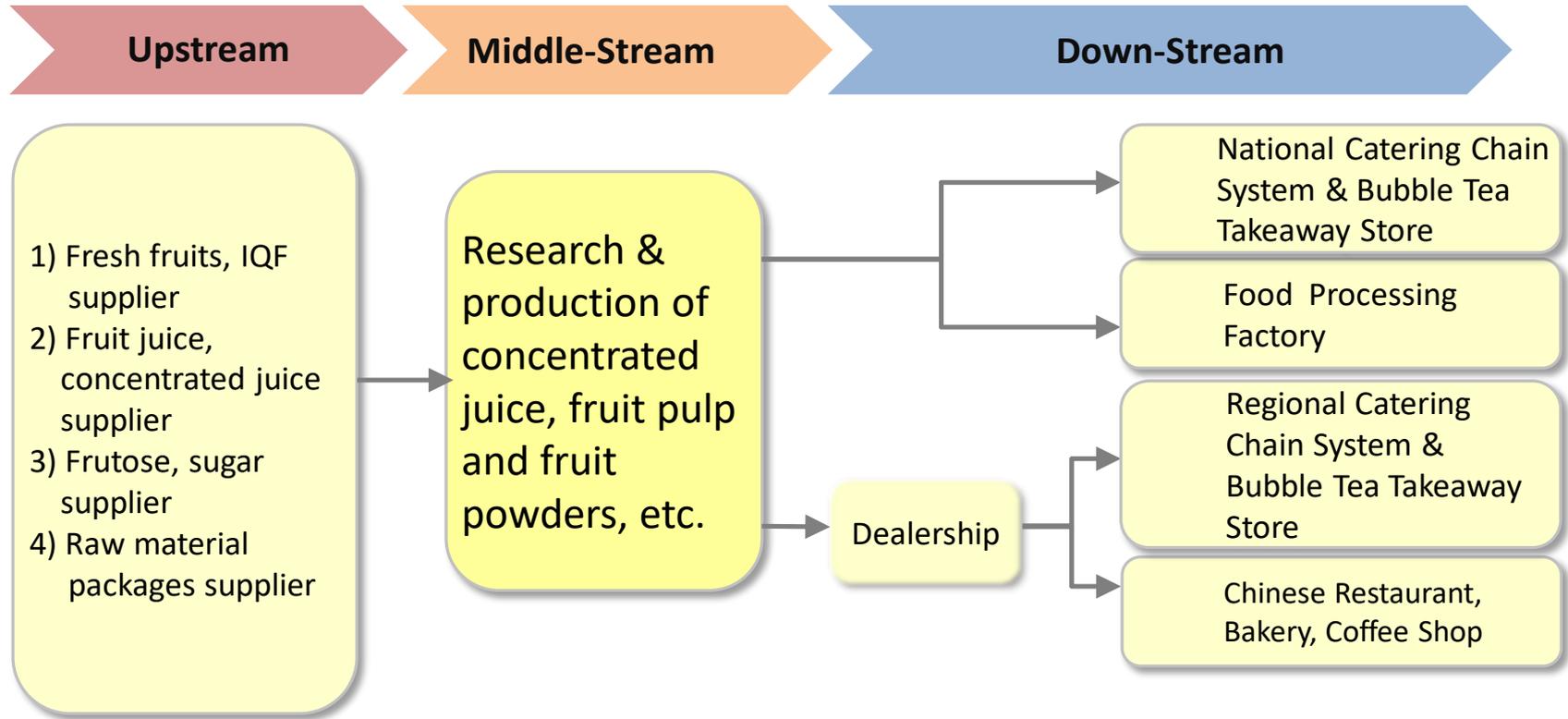


## 二、果粒類產品 Fruit Jam/Pulp



## 三、果粉類產品 Fruit Powder



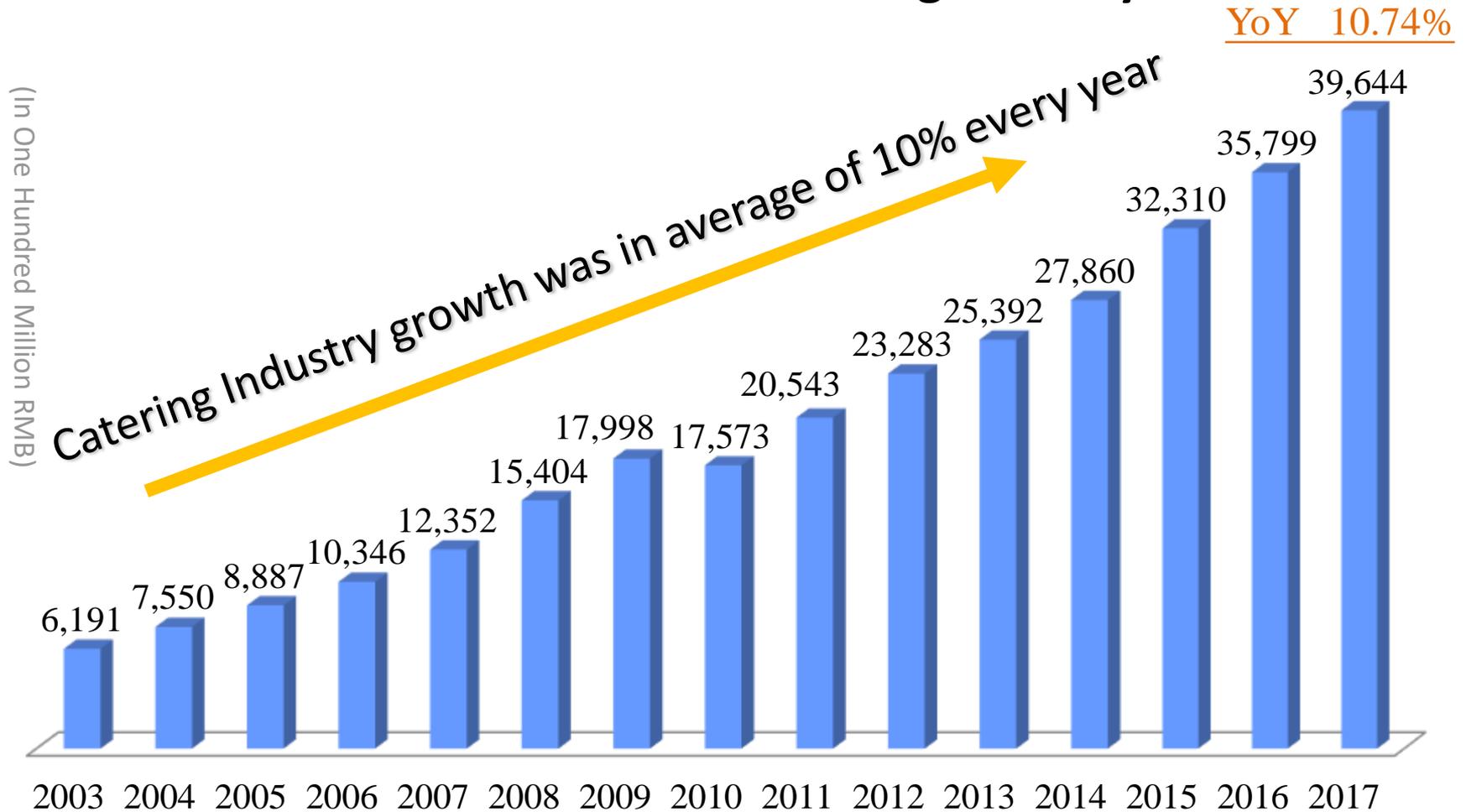


■ Our company is located in Middle Stream. As a raw materials supplier for non-packed & prepared juice drinks other than packed juice drink for end consumer market.



## II 、 Catering Industry & Market Overview

### Annual Scale Growth of China's Catering Industry

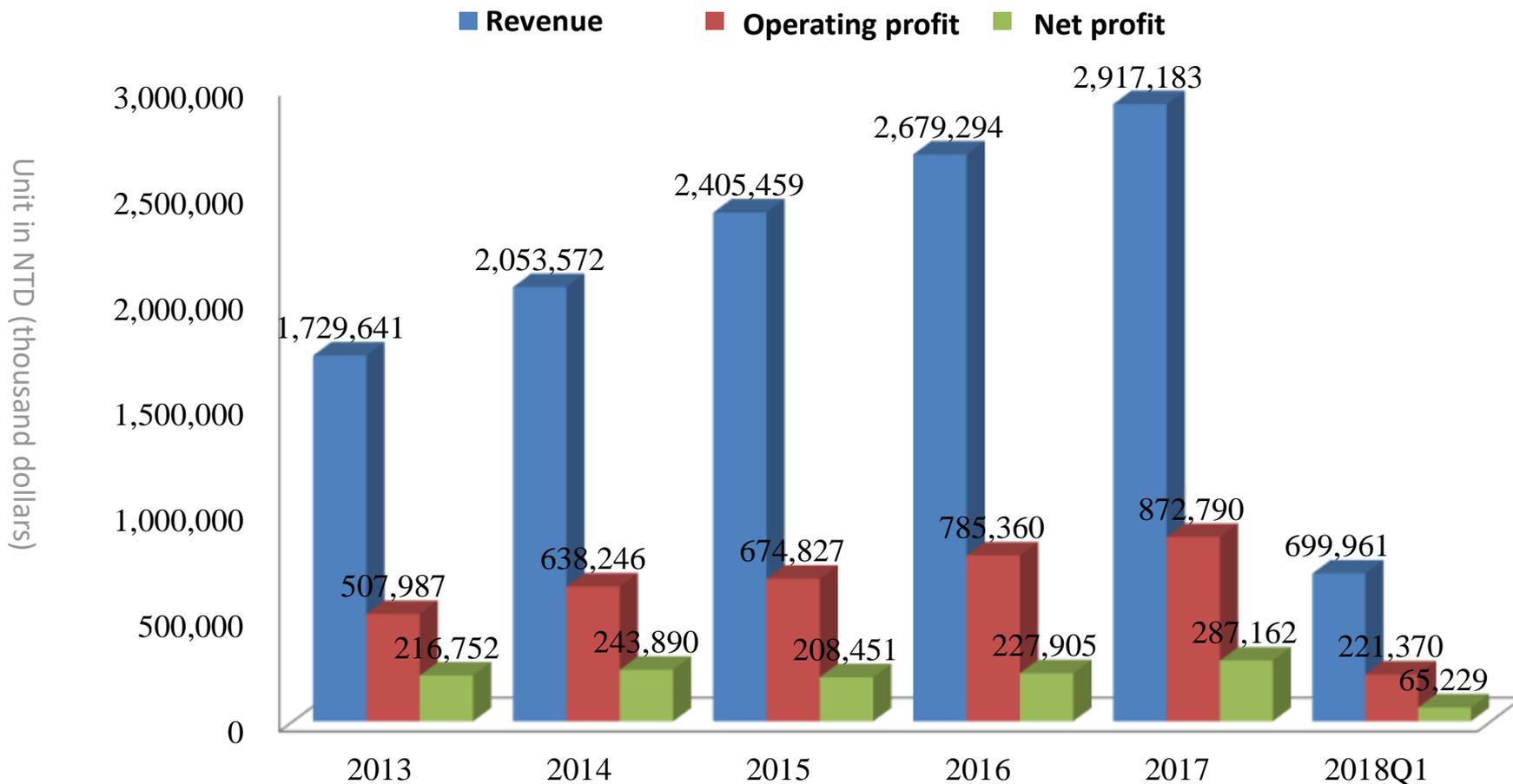


Source : National Bureau of Statistics of China, China Cuisine Association (China)  
[http://www.sohu.com/a/217615951\\_656910](http://www.sohu.com/a/217615951_656910)

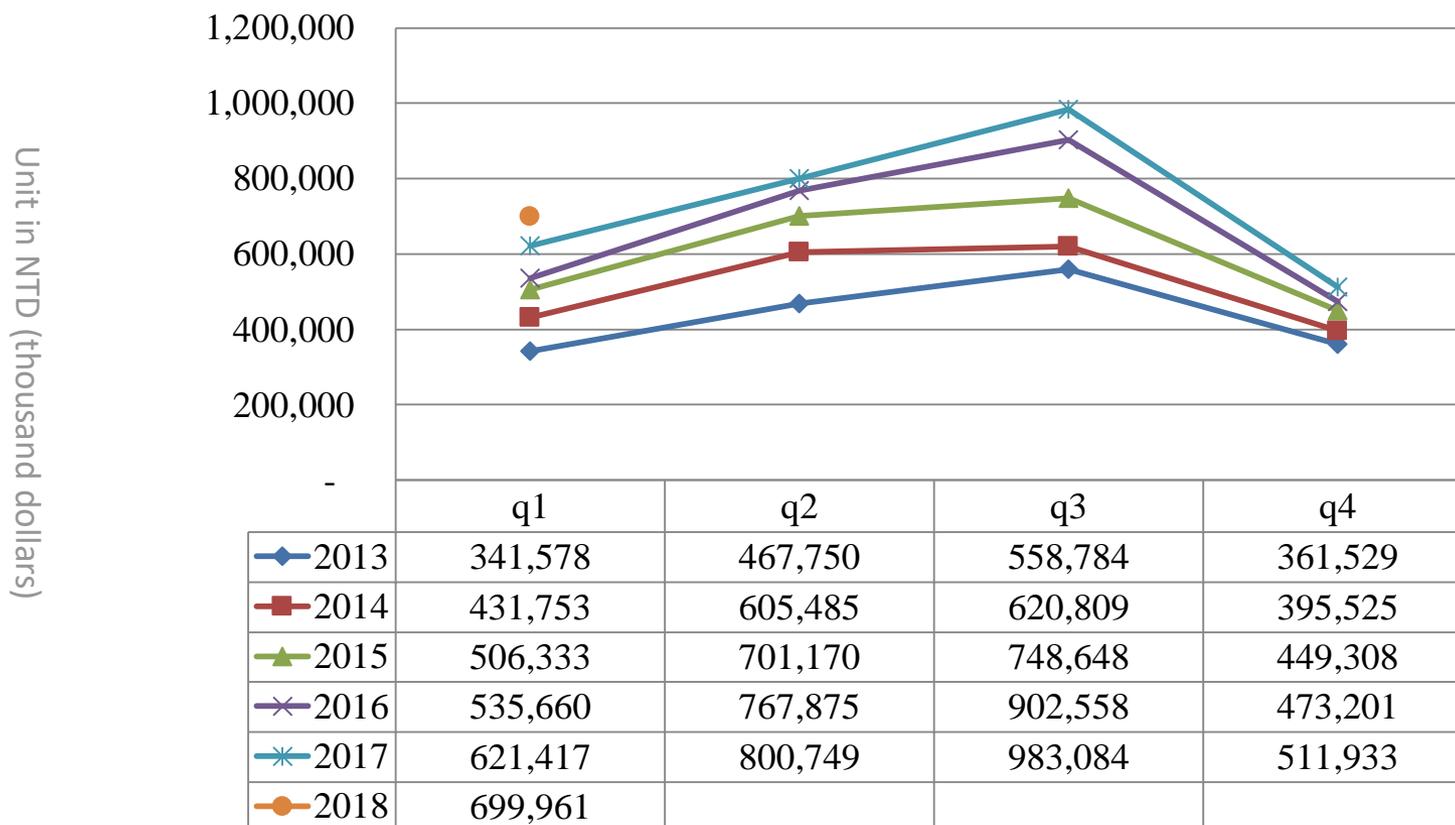


# III 、 Financial Performance

## Recent Years' Revenue, Operating Profit & Net Profit



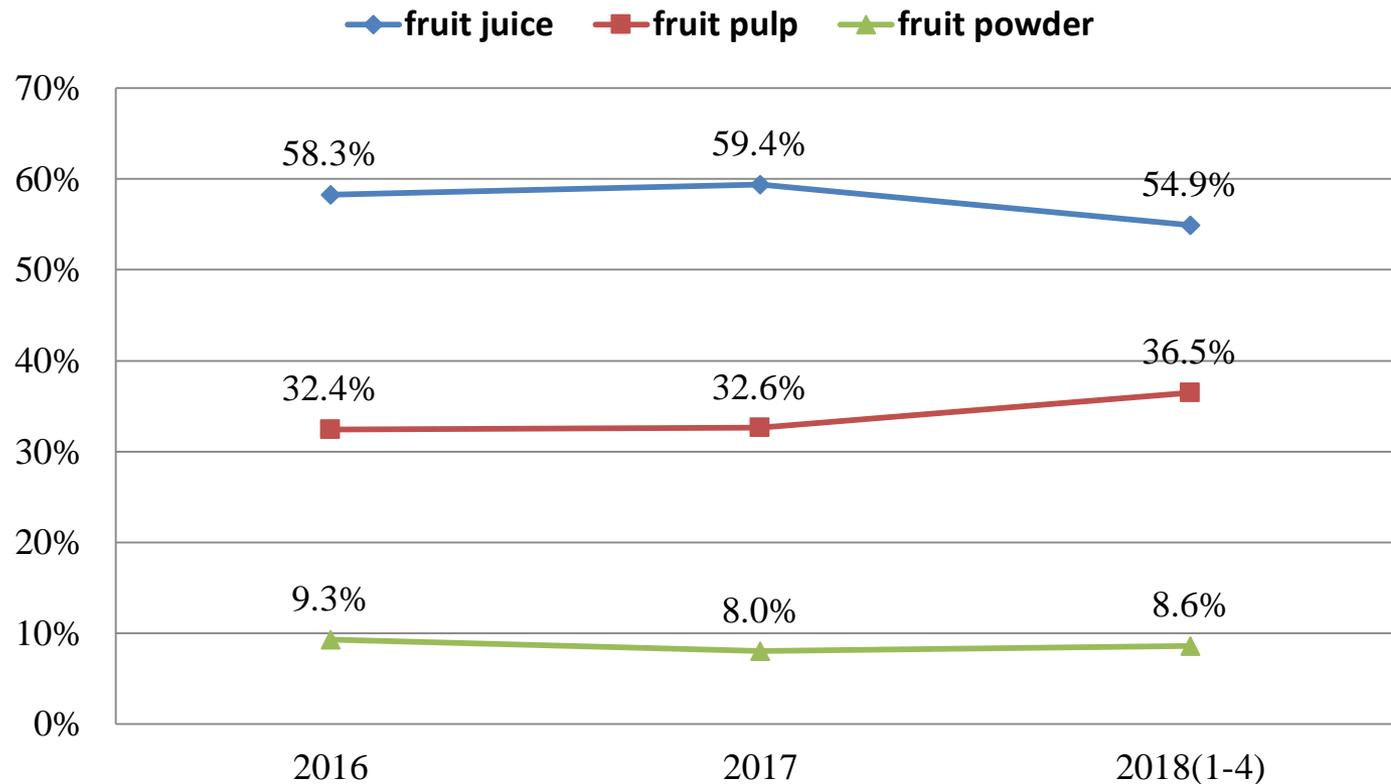
## Recent Years' Revenue Growths (quarterly)





# III 、 Financial Performance

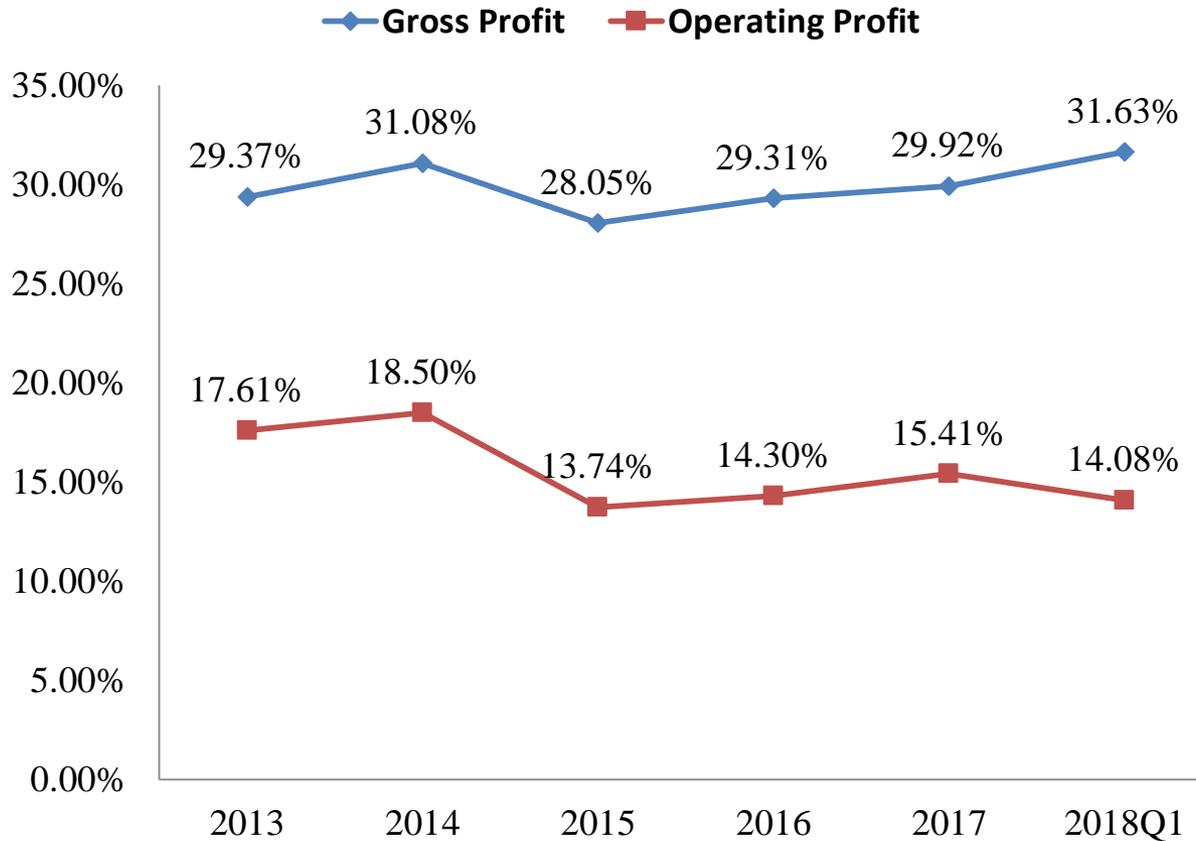
## Recent 2 Years' Revenue Growth (product category ratio)





# III、Financial Performance

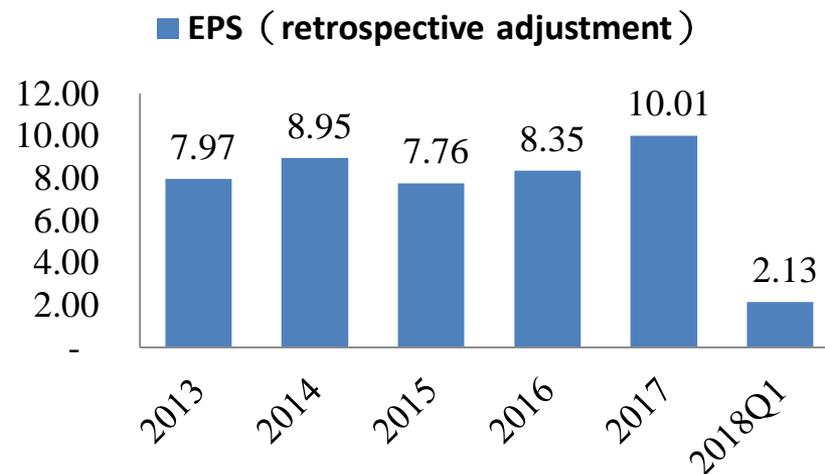
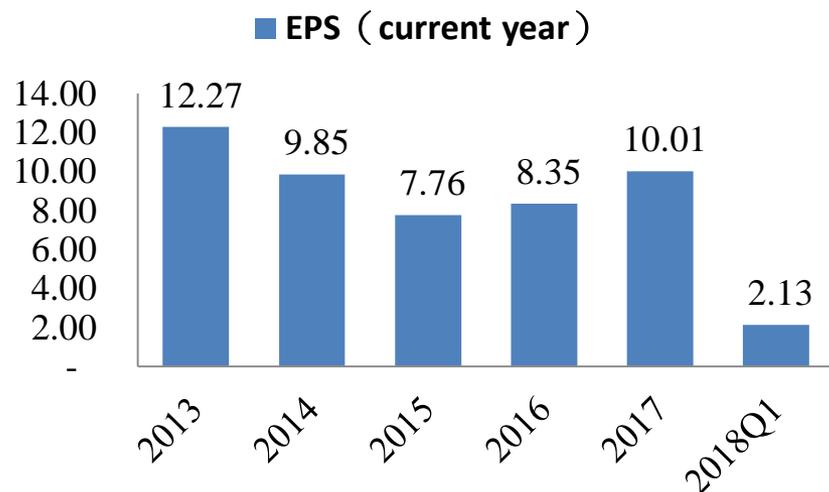
## Recent 5 Years' Gross Profit & Operating Profit





# III 、 Financial Performance

## Recent Years' EPS



Weighted average number of shares issued for the year

Year	2013	2014	2015	2016	2017	2018Q1
Number of shares(Thous ands of shares)	17,640	24,696	27,166	27,166	28,645	30,766

Weighted average number of issued shares (retrospective adjustment)

Year	2013	2014	2015	2016	2017	2018Q1
Number of shares(Thous ands of shares)	27,166	27,166	27,166	27,166	28,645	30,766

## Accounts Receivable Analysis & Proportion

With effective accounts receivable control & perfection of dealership management system, we have the actual occurrence of bad debt accounts for a small proportion of the last five years.

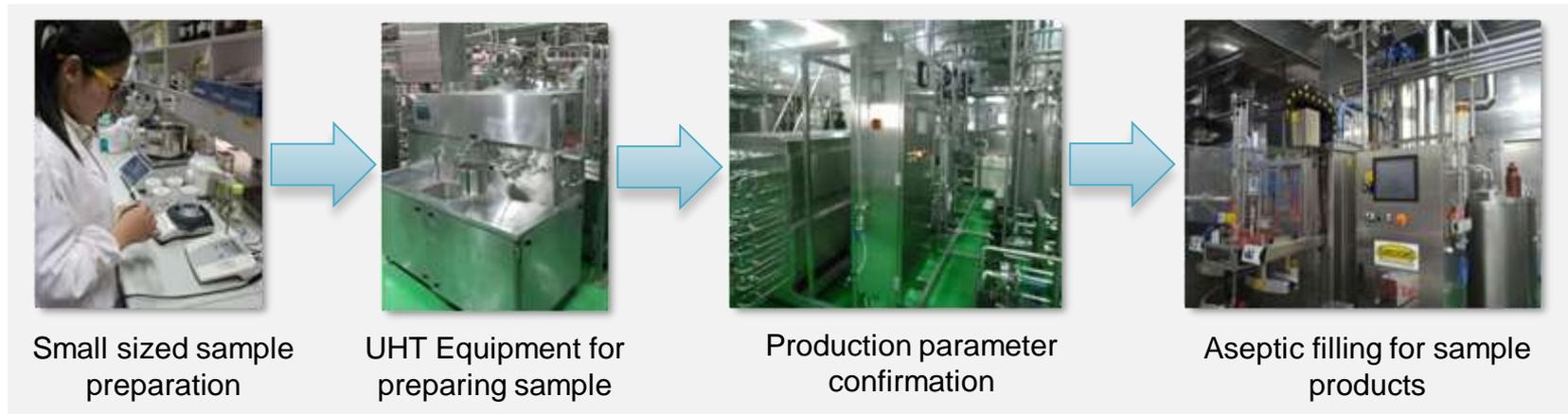
Unit in NTD (thousand dollars)

Item	2013	2014	2015	2016	2017	2018Q1
<b>Net Sales</b>	1,729,641	2,053,572	2,405,459	2,679,294	2,917,183	699,961
<b>Bad Debts</b>	0.00%	0.00%	0.00%	0.00%	0.01%	0.00%

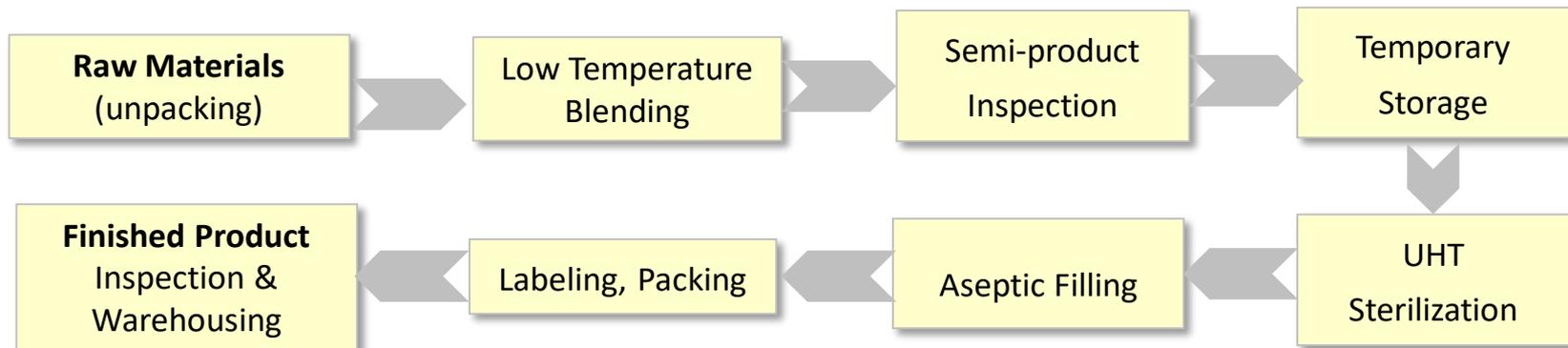


### Research and Development Innovation ability and patented Technology

1、A one-stop pilot plant for innovative ideas, cost analysis and product completion in 24 hours



2、Aseptic Filling Standardized Production Process

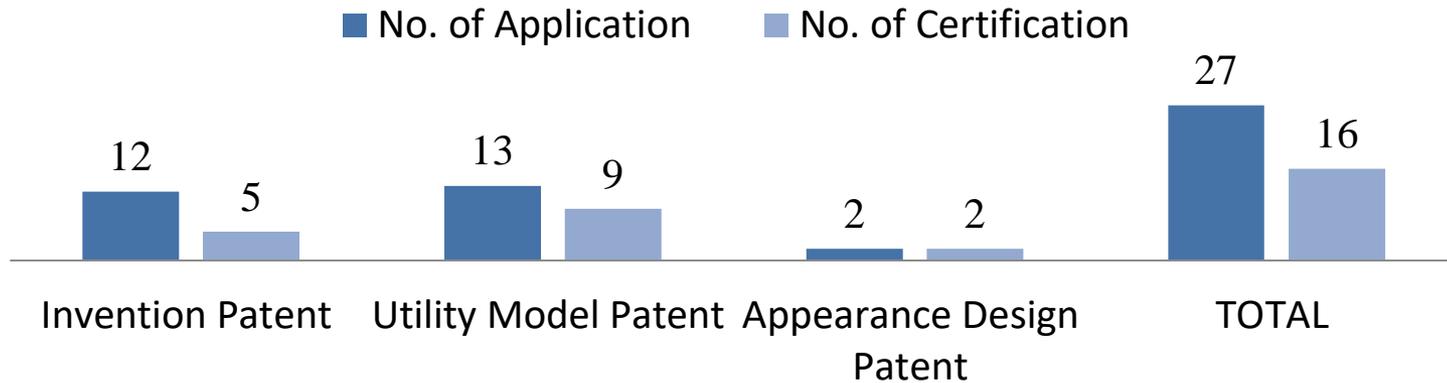




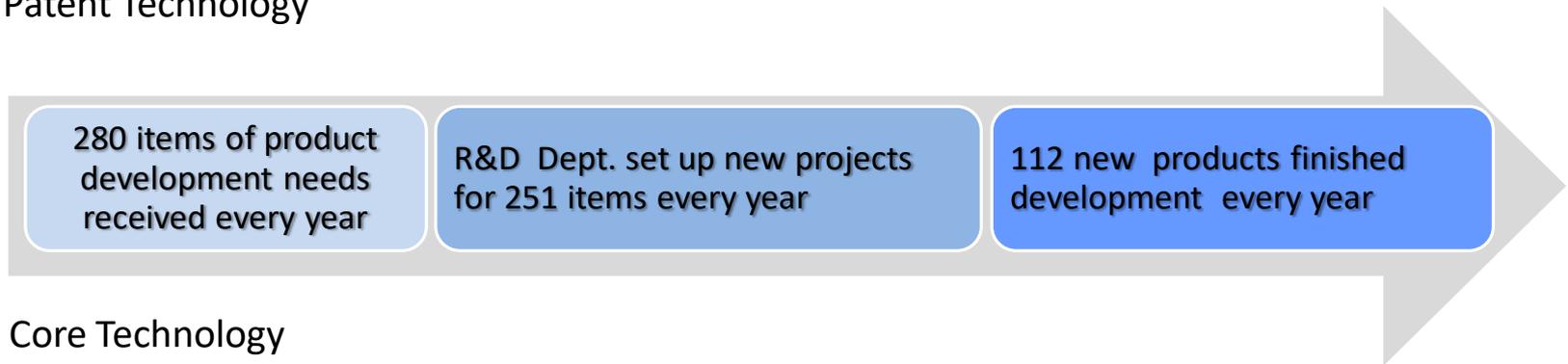
# IV 、 Competitive and Advantages

## – R&D and Patent

### 3 、 Patent Technology



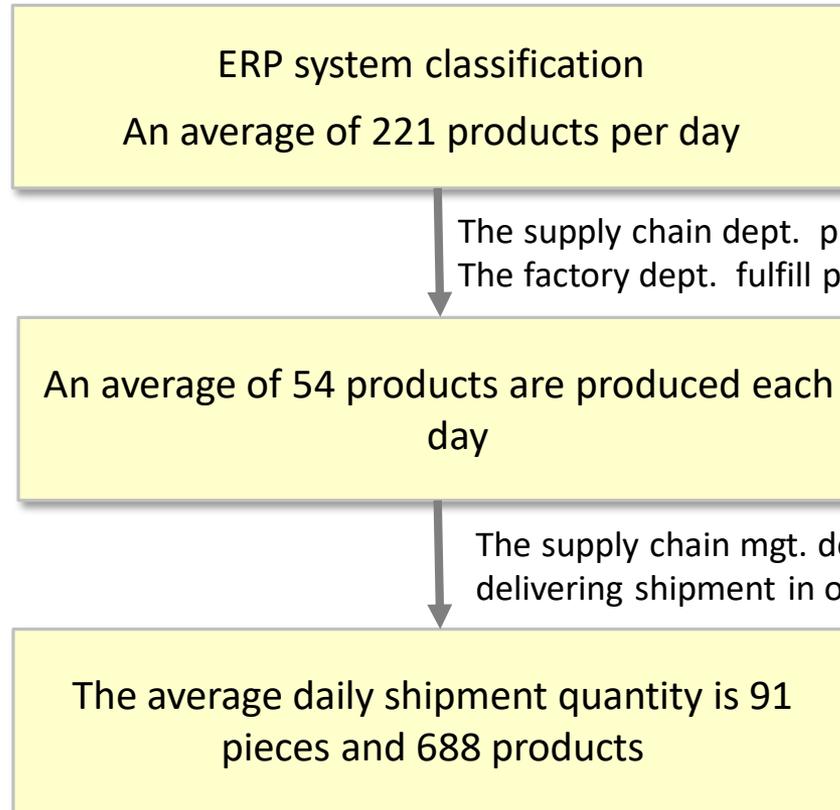
### 4 、 Patent Technology



### 5 、 Core Technology

2016	2017	2018
MRP & Product Traceability System	Mouthfeel Particles Technology Upgrade	Upgrading of Microemulsion Technology

### ■ Customization and diversified product structure



The supply chain dept. prepare materials in two days.  
The factory dept. fulfill production in two days.

The supply chain mgt. dept. prepare delivering shipment in one day.



Average monthly order and shipment status

Note: the above is the shipment statistics of the Fresh juice kunshan factory in 2017



# IV、Competitive and Advantages – Production System

## High cleanliness and safety production system

Lean Manufacturing Plant (Toyota Production System)

- Kanban Management – raising employee's independence, E-Kanban enhancing flexibility
- ERP system analysis – build up standardized quality standards & production management performance indicators
- Introducing MRP system , elevating production scheduling in 4 hours for delivery order efficiency
- Establishment of Traceability & Product Resume System by applying barcode technology

### Using barcode & QR code for product traceability management



1. Labelling product barcode

2. Online product scanning

3. Automatic data generation in database

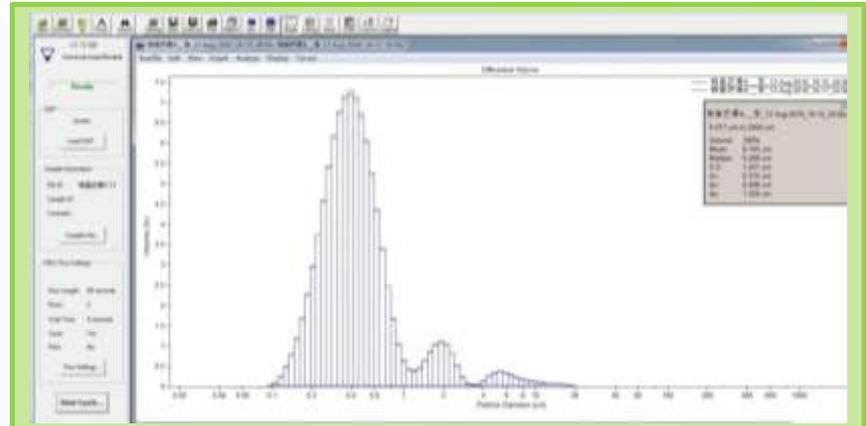
4. Network searching for the traceable product

## Set up Laboratory for Food Safety Inspection

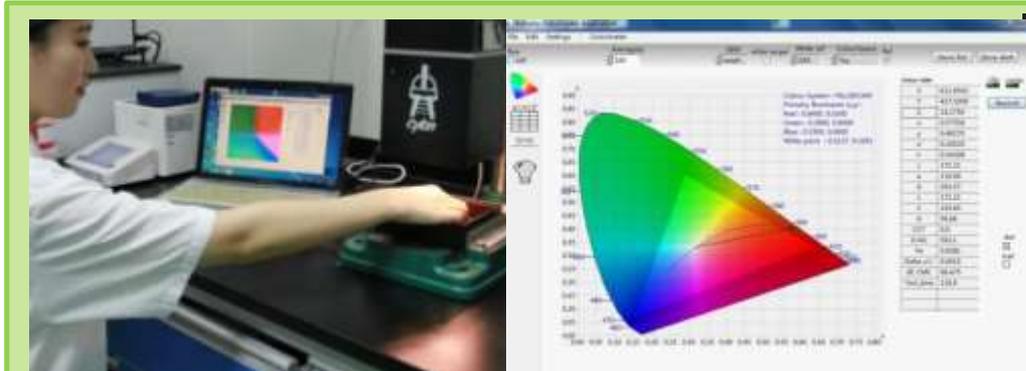
Self inspection & systemized safety evaluation for products and raw materials



(1) Chromatography chamber – Inspection ingredient for Pesticide residue and auxiliary materials



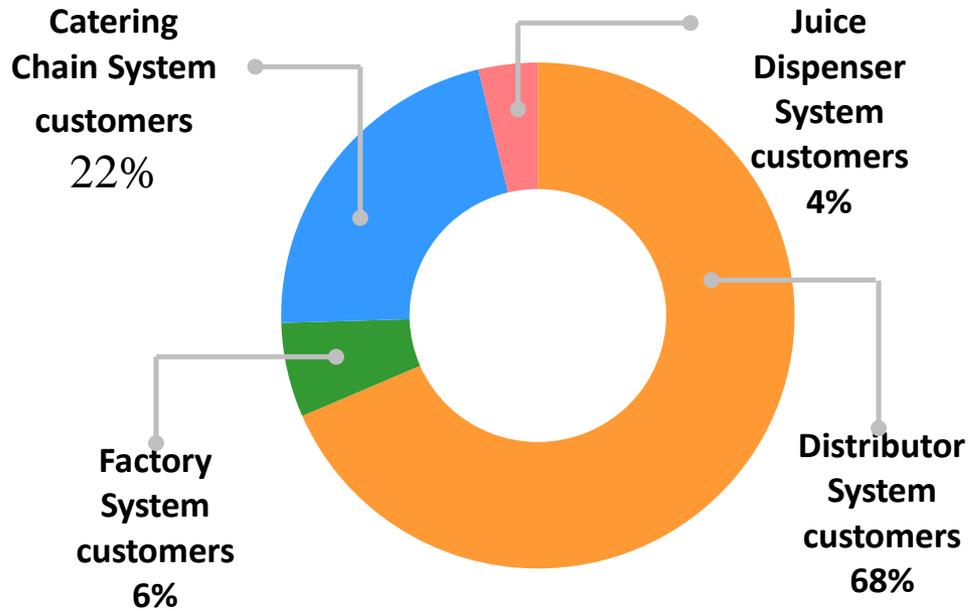
(2) Particle size distribution instrument – monitoring product's homogeneous status and size allocation



(3) Color difference meter – measured product's color



### ■ Perfection of China's Sales Network System



Major customer patterns in 2017

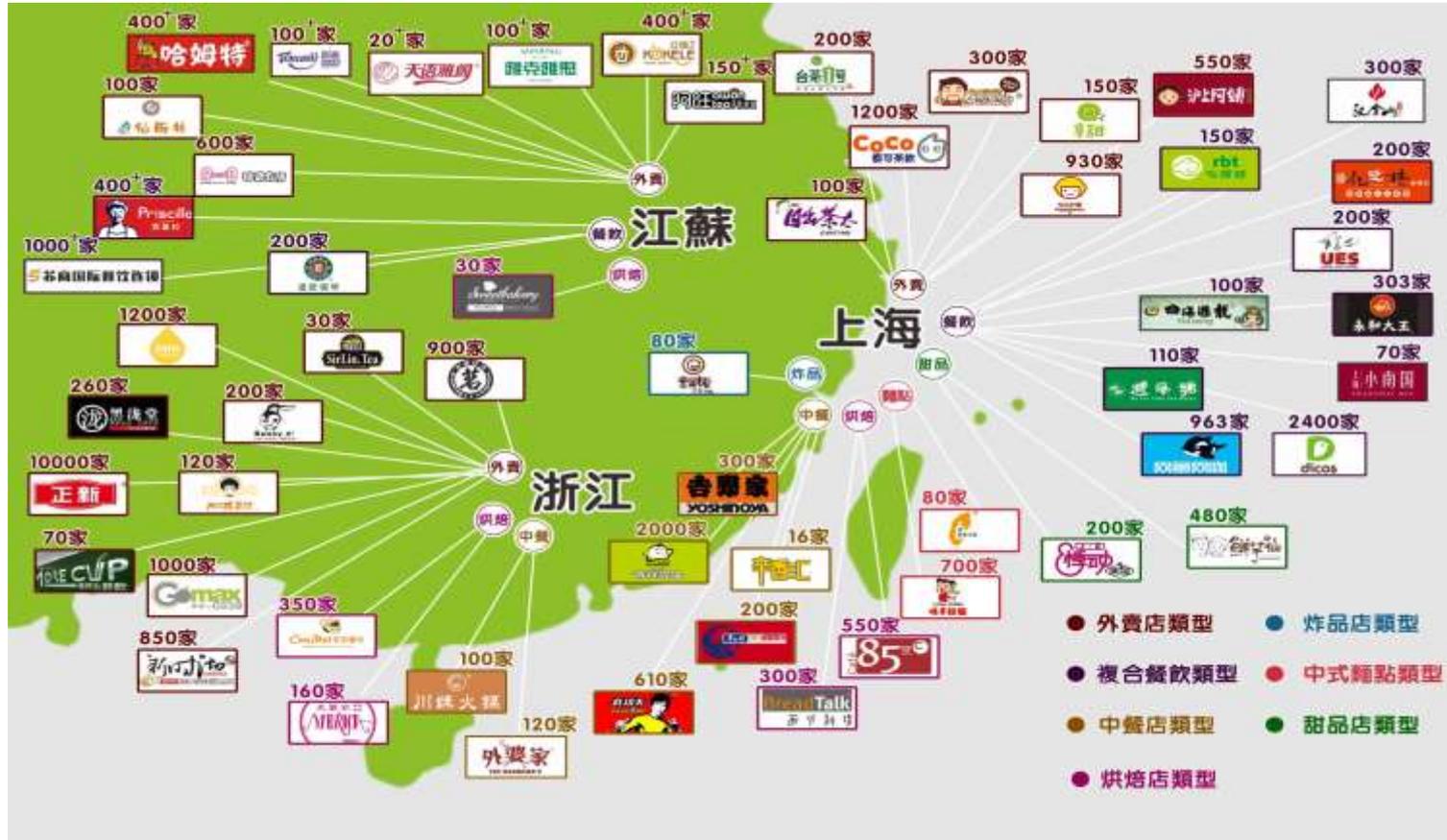




# V、Business Report

## – Catering Chain System customers

- The growth of the customers of catering chain system and popular Catering Market **90 brands with over 30,000 stores**



National Catering Chain System customers



# V、Business Report

## — Factory system customer

### Deep cultivation of Factory System customers

#### 1、Accredited certification from food processing factory



#### 2、Product upgrade strategy drive focus on raw materials selection with high quality standards, better serving local brands







# V、Business Report

## – Distributor System customers

### 2018 franchiser customer layout technology exchange promotion fair

#### 昆山戰區 Kunshan

場次:32 (鄂湘豫、蘇皖、浙贛)



#### 天津戰區 Tianjin

場次:25 (黑吉遼、冀晉魯、京津蒙、陝青寧新甘)



#### 廣東戰區 Guangdong

場次:25 (閩粵瓊、滇黔桂、川渝藏)



#### 新品技術交流會

New products technical exchange fair



The summer promotion fair has completed 52 times and it is expected to complete 30 times in winter.



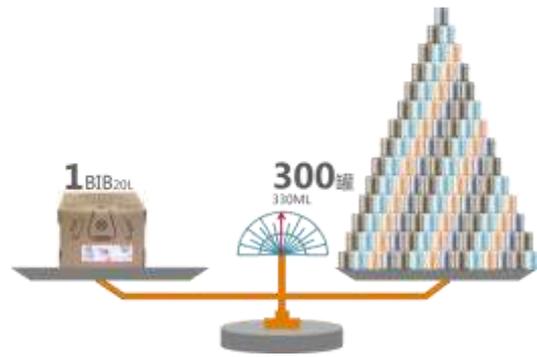
# V、Business Report

## — Juice Dispenser System customer

光裕堂飲品

### Business Model of Shanghai Sense Beverage

Fresh Juice



Manufacturing of Juice related Products

Standardized Drinks Solution via Automatic Machine

SENSE



Total drink solution design and food safety control

- End user protection for food safety issue
- High efficiency in standardization of drinks
- Interactive screen to elevate brand influence by generating higher profits

Catering Chain System



Buffet/Fast food/Chinese Restaurant/Hotel



光裕堂飲品

# V、Business Report

## — Juice Dispenser System customer

### Total Drinks Solution with 360 Degree Drink Safety Concept



Strategic partners



Marmon Group is one of Berkshire Hathaway company

- - Warren Buffett's world largest financial institution
- - Ranking No.3 as "Fortune World's Most Admired Companies"

Marmon Group covers total solution of food technology, drink technology and water technology



### The 5<sup>th</sup> contractual strategic partners

- Sharing food safety concept as international brands like McDonald.
- Elevating higher level of food safety management by upgrading automatic machine.



光裕堂飲品

# V、Business Report

## — Juice Dispenser System customer

The dual system design of absolute isolation of cooling water and drinking water fundamentally eliminates food safety hazards

### World Patent

*Electronic ice bank control 電子冰控*  
5163298

*「To achieve automatic adjusting of ice bank」*

*Device for introducing additive fluids into a primary fluid 液體混流裝置 20100147875*

*「Innovative multi-flavor valve technology」*

High grade seal treatment process to reduce exposure to air



Strong and stable refrigeration capacity fundamentally ensures the temperature of the drink

Third Party Service-ZNNT  
Service provider for McDonald and Burger King in China



Built-in water stabilizer system ensures system reliability and product quality

A nationwide third-party maintenance network

### ■ Cold Brew Coffee (Tea)

From the research and development of raw materials, baking, extraction and application, it creates unique taste experience for customers



Strategic partners



At least 12 hours of manual extraction in stores

### Store operating model



### Customization + Standardization + Commercialization business model

- Support rapid business development
- Assurance of food safety
- Stable quality and supply





# VI、Future Development Strategy

## - Expansion Plan

### ■ Kunshan Phase II expansion plan

–New logistic warehouse and automatic warehouse system

Land area : 32,636

Construction area : 15,677 m<sup>2</sup>





# VI、Future Development Strategy - Expansion Plan

## ■ Tianjin Phase II expansion plan

Land area: 33,329 m<sup>2</sup>    Construction area: 17,413 m<sup>2</sup>  
Capacity planning: 20,000 tons in 2019 and 30,000 tons in 2020





# VI、Future Development Strategy - Expansion Plan

## ■ Guangdong Phase II expansion plan

Land area: 35,675 m<sup>2</sup>    Construction area: 24,401 m<sup>2</sup>

Capacity planning: 20,000 tons in 2019 and 30,000 tons in 2020





# VI、Future Development Strategy – Product Value Upgrade

## NFC+Fruit juice and frozen fruit

Innovative supply chain platform for natural drinks in catering industry

- Cultivated Fruit Base Management, equipment upgrade, production process optimization, supply chain transformation



NFC+ Juice

### Full utilization on soybean powder

- Elevate traditional soybean milk production process to fully utilize soybean dregs and absorb the nutrition in soybean by human body.
- Zero bean dregs emission : zero hazardous waste water, solvent, waste residue and waste gas, reduce carbon emissions
- Bi-product soybean hull is processed and upgraded as feed for recycling use



Sustainable production model, reduce resource consumption and improve the efficient use of resources, reduce waste generation

UN sustainable development goals  
(SDGs)



#### Soybean dregs issue

The amount of soybean residue produced by "traditional way" is more than that of raw material.



Use bean powder as raw material to make bean products without waste residue discharge



富與貴，是人之所欲也，  
不以其道得之，不處也。  
《論語》

永續經營  
(CSR)

“Riches and honors are what men desire. If they cannot be obtained in the proper way, they should not be held. Poverty and meanness are what men dislike. If they cannot be avoided in the proper way, they should not be avoided.”

~The Analects of Confucius~

### Construct a food safety supply chain

With QR code management from raw materials production, processing, circulation and sales, constructing a real time food safety product resume.



Upgrading infrastructure, enhancing sustainability, improving resource efficiency and promoting innovation.

UN sustainable development goals  
(*SDGs*)



### ■ Sustainable production cycle

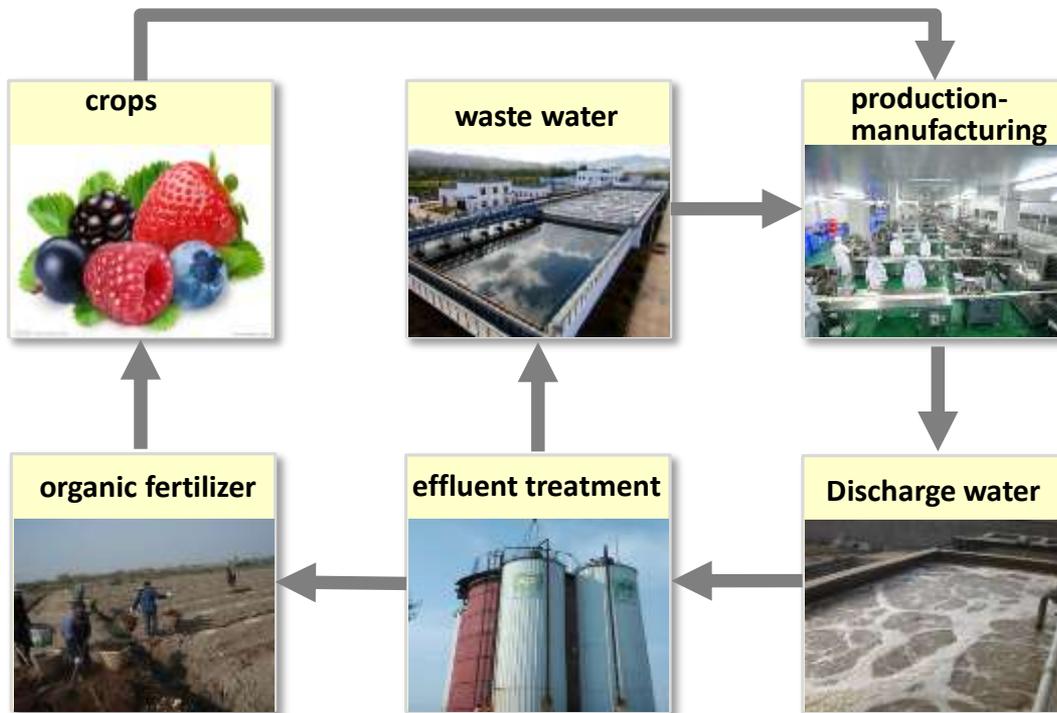
Annual production of 50000 tons of syrup, fruit juice, jam, at the same time will produce 55000 tons of industrial water (including domestic water), through industrial water circulation and processing, all hit the government's reuseable water standards emissions, and 100 tons of organic fertilizer in farm use.



Sustainable development of production mode, reduce resource consumption and improve resource utilization, reduce waste generation.

UN sustainable development goals

(SDGs)



■ Deep farming community blueberry base farm

*Integrate the comprehensive and coordinated development of economy, society and environment*



Sustainable development of production mode, reduce resource consumption and improve resource utilization, reduce waste generation.

UN sustainable development goals  
*(SDGs)*



- Create value and income for local farmer
- Sightseeing picking
- Improve soil for green ecology plantation
- Environment Protection and original ecology lake



mulberry

May



blueberry

June



yellow peach

June-Aug

July

Aug

Aug-Oct



blackberry



white peach



fig

# VII、Corporate Social Responsibility

天下企業公民  
Excellence in Corporate Social Responsibility

Awarded CSR Corporate Giant Little Giant for 3 years

Food Safety  
Products

Profits Earning

Training, Benefits and  
Health

Responsible Supply  
Chain

Sustainable  
Environment Protection

Customer  
Interaction

Fresh Juice



里仁為美

《論語》

“It is virtuous manners which constitute the excellence of a neighborhood.”

~The Analects of Confucius~

平安富足

Peaceful & Abundant

# Thank you for your Listening!

NATURAL

天然

HEALTH

健康

SAFETY

安全

DELICACY

美味

