




PROMAX



利奇機械工業股份有限公司
113年法人說明會簡報

2024/12/09

Vision . Innovation . Passion

公司組織

利奇機械組織圖

彰化石牌廠

南投南崗廠

蘇州昆山廠



公司簡介

- **公司沿革：**

設立於民國62年5月，主要營業項目為自行車零件與一般機械之製造、加工及買賣。
於84年11月於 台灣證券交易所掛牌買賣，股票上市代碼為1517。

- **公司治理：**

本公司內控內稽、財務報表及資訊揭露均符合主管機關規範，設置發言管道對外溝通，
已取得ISO- 9001、ISO- 14001、OHSAS- 18001、TOSHMS及AS- 9100等各項管理系統認證。

- **穩健經營：**

本公司歷經40多年來的產業變化及景氣波動，經營力求穩健，財務體質健全。



公司核心競爭力



深耕品牌
及 產品行銷

產品研發
及 持續創新

財務健全
及 獲利穩健

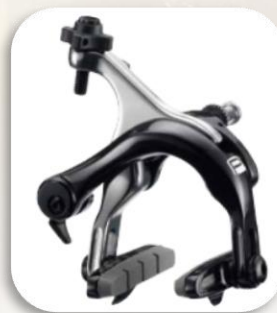
先進製程
及 客製服務

媒體報導

https://www.youtube.com/watch?v=vTC3dv5c0pY&list=LL6EJ_TxPE1hadPFkdeOIm9w&index=5&t=0s

產品研發

主要產品：自行車剎車器組、座立管、車把、花鼓、快拆及鍛造件等



持續創新

EUROBIKE AWARD & TAIPEI CYCLE d&i awards

Crafty Post

Crafty Post



Award WINNER 2017
Category Bike Components
Company Leechi Enterprise Co., Ltd.



[GO TO PORTRAIT >](#)

Its adjustable height provides comfort under various riding conditions for mountain, city and E-bike. The identification system with built-in lighting and a personal design plate provides both safety and uniqueness features. A patented push mechanism is a key function to provide two adjustment speeds for improving rider safety. The modular gas spring provides an easy solution for riders to replace the old ones, ensuring constant performance of your personal post.

Outstanding in the following evaluation criteria

- Functionality
- Design

Jury Statement

This fully integrated saddle support system with light and number plate is an intelligent way of increasing the options for adjusting seat height. The Crafty Post thus offers genuine added value.



V-POINT SEAT POST

Promax V-Point Seatpost



Award WINNER 2015
Category Bike Components
Company Leechi Enterprise Co., Ltd.



[GO TO PORTRAIT >](#)

The Promax V-Point Seatpost was inspired by the company's award-winning Click V-Point brake levers, which feature the patented V-Point mounting system that allows the user to put the same lever on the right or left side of the bars. Using this mounting system as a starting point, the designers and engineers at Promax developed a first-of-its-kind seatpost with independent fore-and-aft and seat-angle adjustability, as well as a patented, super-simple rail clamping system that requires only one Allen key to operate and never has to be disassembled or removed from the post to mount a saddle. Mounting a saddle to the post is a simple process, involving one Allen key and one set of hands.

Outstanding in the following evaluation criteria

- Degree of innovation
- Functionality

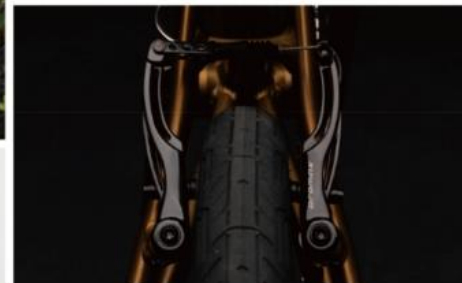
Jury Statement

Many bikers have long wished for a solution that allows easy assembly of the saddle. The clever design of this saddle attachment responds to this very wish. A by-product of this design is that the tilt of the saddle is comparatively easy to adjust.



深耕品牌及產品行銷

以自有品牌“PROMAX”在歐美中高階自行車市場經營超過25年，具一定品牌知名度及消費認同。



銷售通路與服務-全球銷售及補修



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wps.com

For the most up-to-date distributor listing, please visit promaxcomponents.com/distributors



品牌行銷-賽事/車隊贊助及展覽



品牌行銷-贊助車手/車隊佳績

the UCI Elite Women BMX

World Championships : Alise Willoughby

the UCI Elite Women DH

Overall Championships : Tracey Hannah

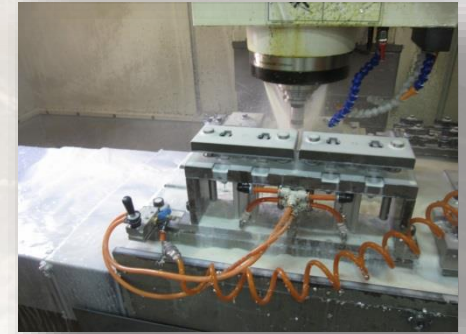
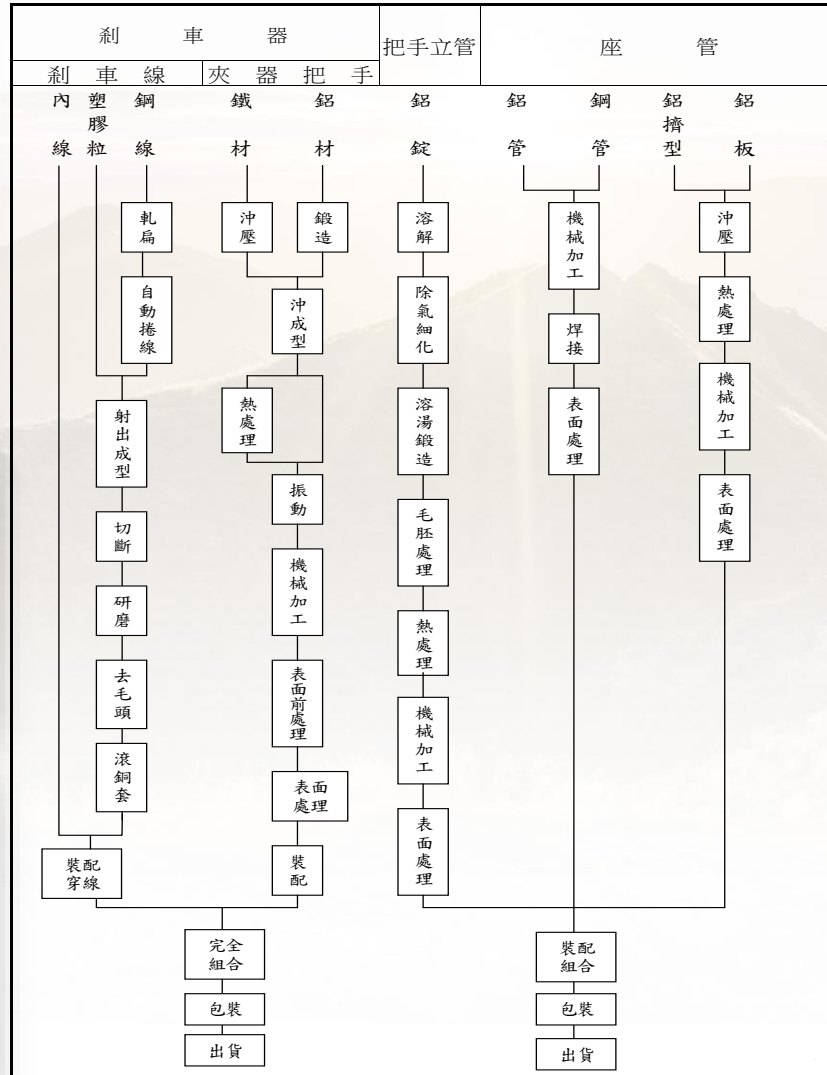
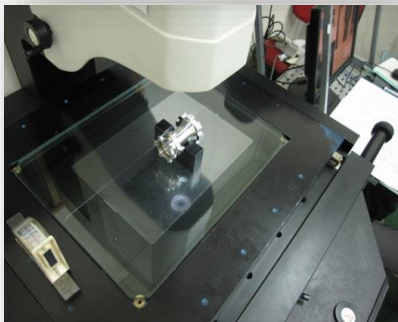


生產技術與服務

產線：沖床、壓鑄、加工、裝配、實驗室、倉儲等



生產技術與服務-產品製造流程



ESG永續-淨零轉型，永續同行

公司將朝落實企業社會責任以

一、永續目標：『最佳職場、環境保護、供應鏈管理、社會參與』

二、五大經營理念：『以踏實追究卓越、以人利發揮群力、以品質滿足客戶、以成果分享員工、以創新開拓未來』

相互結合，祈做到落實公司治理、發展永續環境、致力社會公益，深入至每位利害關係人之中，達到『淨零轉型，永續同行』之目標。



[永續報告書下載 - 企業社會責任 - 利奇機械工業股份有限公司 \(leechi.com.tw\)](http://leechi.com.tw)

ESG永續-環境保護

1. 推動綠能，廠區建置太陽能發電系統及購置使用綠電
2. 廠區持續綠化，已購置鄰地並持續種植超過1500棵樹，友善環境
3. 廠區持續推動節能，如採用節能燈具、設備變頻馬達、隔熱或降溫設備
4. 注重維護廠區週邊環境，友善鄰里
5. 落實廠區垃圾減量、分類及回收
6. 減少石化燃料使用，持續汰舊換新，換購新能源效率汽車或電動車輛/堆高機
7. 投入空污設備升級，改善污染製程
8. 建置廢水處理設備，落實水排放減量及再利用
9. 確保廠區廢棄物依法處理，做好回收及再利用



ESG永續-企業社會責任

本公司重視企業社會責任，依據上市上櫃公司企業社會責任實務守則，在落實公司治理、發展永續環境、維護社會公益、加強資訊揭露、社區回饋等項目，均長期實踐。



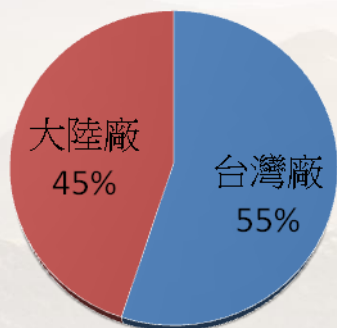
ESG永續-公司治理

本公司重視企業永續，因應國際永續發展趨勢，強化公司ESG資訊揭露，本公司均長期實踐。

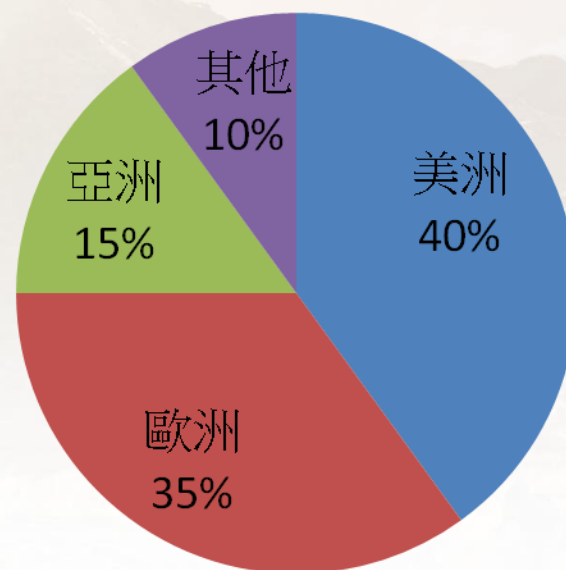
- 1.訂定並揭露公司治理實務守則
- 2.維護股東權益，設立發言人及公司網站，並由專人負責股務相關事宜。
- 3.強化董事會組成及職責
- 4.設置薪資報酬委員會及審計委員會
- 5.設置公司治理專責單位及公司治理主管
- 6.落實與利害關係人溝通管道，設立股東及訊息投資人服務窗口
- 7.提升資訊公開，架設網站揭露財務業務及公司治理等訊息
- 8.落實員工關懷，重視管理及雙向溝通，創造良好工作環境及福利。

財務資訊-生產/銷售及營收佔比

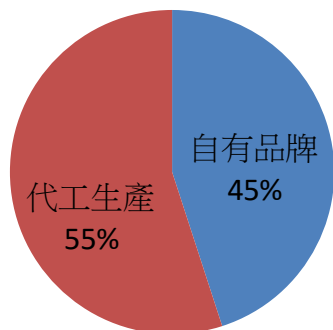
各廠產能分配



主要市場銷售佔比



自有品牌及代工營收佔比



財務資訊-合併簡易損益表

	2019	2020	2021	2022	2023	2024至Q3
營業收入 (千元)	2,999,007	3,383,919	4,879,953	5,084,564	1,892,415	1,459,665
營業毛利 (%)	11.00	15.39	18.73	19.76	2.68	2.10
營業利益 (千元)	-83,234	136,845	455,533	597,955	-308,510	-237,324
稅後淨利 (千元)	15,965	202,305	494,023	555,205	-158,341	-45,001
每股盈餘 (元)	0.06	0.76	2.00	2.55	-0.75	-0.28
股利分配 (元)	0.2	0.35	0.8	0.9	0.2	-



THANK YOU

