



**PROMAX**

Lee Chi Enterprises Co., Ltd.  
**INVESTOR CONFERENCE for 2024**

2024/12/09

**Vision . Innovation . Passion**

# Company Structure

## Lee Chi GROUP

**Changhua Factory**

**Nantou Factory**

**Kunshan Factory**



# Company Overview

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- **Our History :**

Lee Chi was founded in May 1973. Our business includes design and manufacturing of bicycle components as well as other industrial parts.

In Nov 1995, Lee Chi went IPO and was listed in Taiwan Stock Exchange, with the listing code “1517”.

- **Corporate Governance :**

Lee Chi follows worldwide management policy, including regular internal/external audit, and standardized financial reports. With the setup of company spokesman and effective communication methods, the board and corporate officers recognize that the long term interests of the company are advanced when they are responsive to the voices of customers, suppliers, employees and shareholders. Throughout the years, Lee Chi has also acquired certification for ISO- 9001、 ISO- 14001、 OHSAS- 18001、 TOSHMS & AS-9100.

# Company Overview cont'd

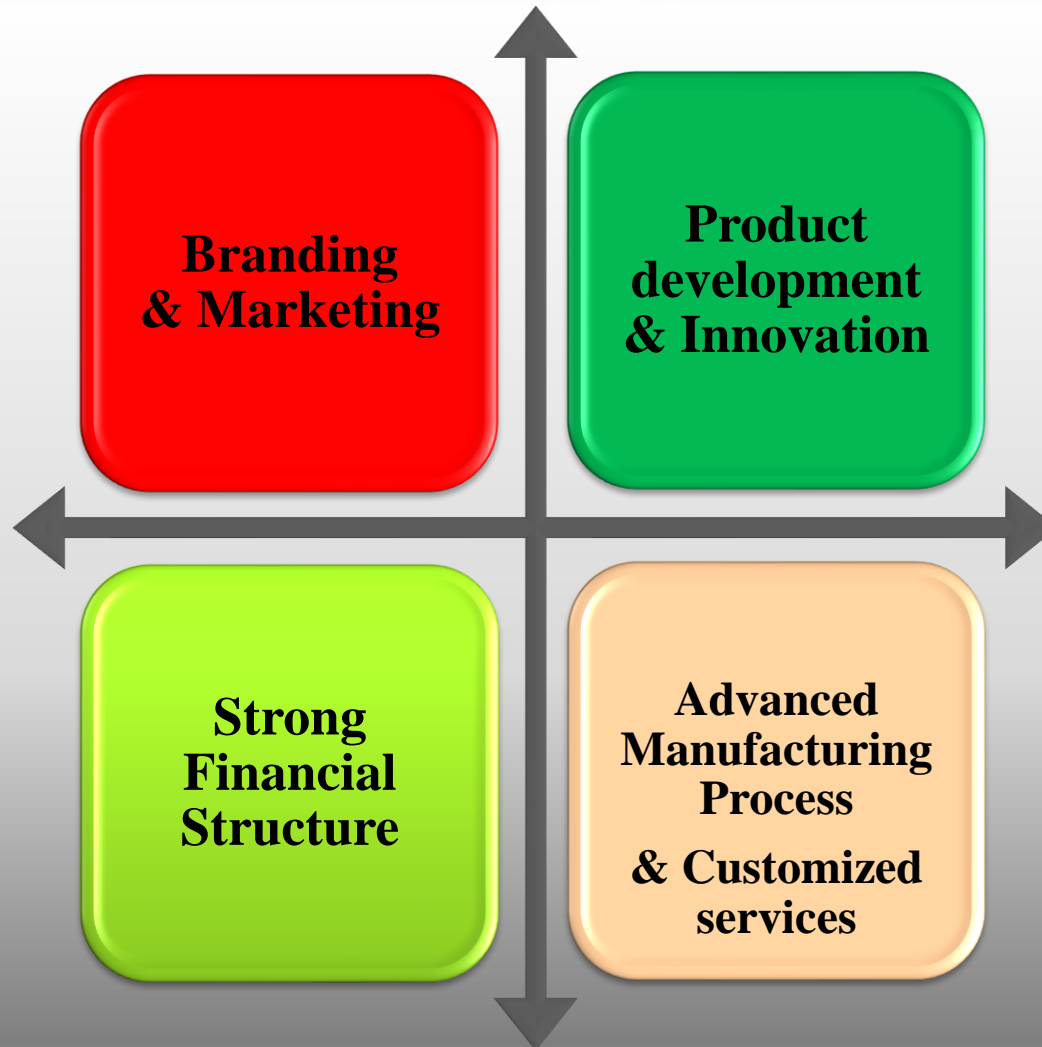
## • Company Principles :

The management team understands the need to change and the need for stability. With this philosophy, Lee Chi has weathered through multiple industry cycles and continues to grow with sustainability.



# Company Strength

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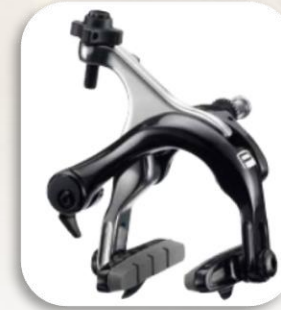


## News

[https://www.youtube.com/watch?v=vTC3dv5c0pY&list=L6EJ\\_TxPE1hadPFkdeOIm9w&index=5&t=0s](https://www.youtube.com/watch?v=vTC3dv5c0pY&list=L6EJ_TxPE1hadPFkdeOIm9w&index=5&t=0s)

# Product Offering

-Products include Brake & Lever, Seat Post, Stem, Handle Bar, Hub, Forged parts & more.



# Innovation and Awards

## EUROBIKE AWARD & TAIPEI CYCLE d&i awards

### Crafty Post

Crafty Post



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

**PROMAX**

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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.

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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.



# Branding

The self-owned brand “PROMAX” has been recognized globally as a popular choice in mid-high end bicycle consumer market for over 25 years.







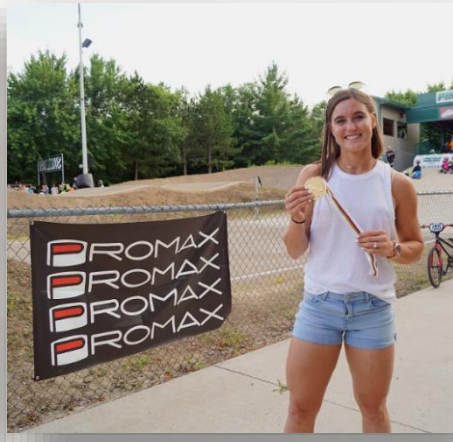
# Sponsorship & Marketing



# Sponsorship & Marketing cont'd

the UCI Elite Women BMX

World Championships : Alise Willoughby



the UCI Elite Women DH

Overall Championships : Tracey Hannah

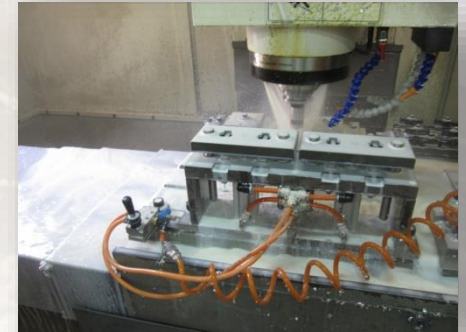
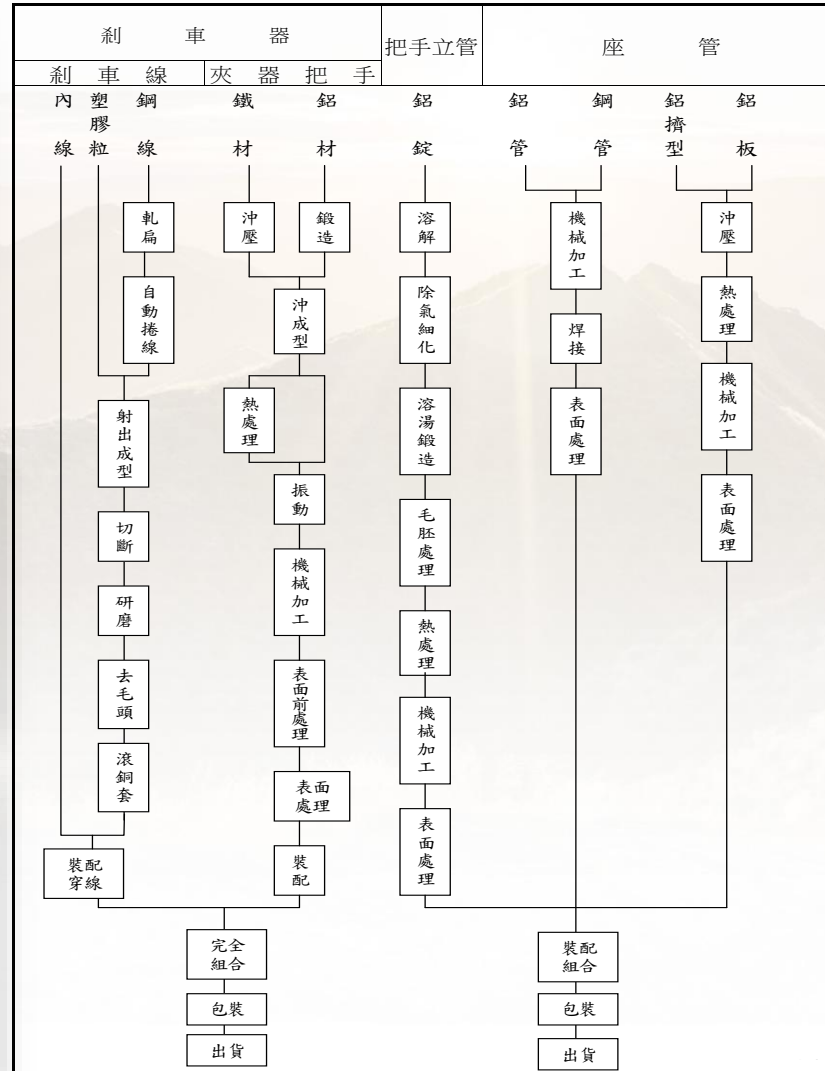
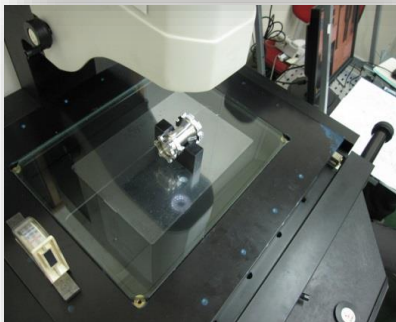


# Core Competence

Various Processes : forging, die-casting, precision CNC, heat- treatment, composite forming, Assembly , laboratory etc.



# Core Competence – Product manufacturing process



# ESG-Sustainability

The company will strive to implement corporate social responsibility through:

1. Sustainable goals: "Best workplace, environmental protection, supply chain management, social engagement."
2. Five core business principles: "Pursue excellence with diligence, unleash collective power for mutual benefit, satisfy customers with quality, share achievements with employees, innovate for the future."

These elements are intertwined, aiming to achieve effective corporate governance, foster a sustainable environment, and contribute to social welfare. The goal is to deeply involve every stakeholder and achieve the objective of "Net Zero Transformation, Sustaining Together."



[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-Environment

1. The company continues to promote green energy, build solar power generation systems in the factory area, and evaluate the purchase and use of green electricity.
2. The company continues to promote the greening of the factory area, purchasing adjacent land and planting more than 1,500 trees.
3. The company continues to promote energy saving, such as adopting energy-saving lamps, frequency conversion equipment, heat insulation, or cooling equipment.
4. The company pays attention to the maintenance of the surrounding environment of the factory area and actively takes good care of the neighborhood.
5. The company implements waste reduction, classification and recycling in the factory area.
6. The company reduces the use of fossil fuels, by replacing old less energy efficient vehicles with new ones, some of which are electric.
7. The company invested in the upgrading of air pollution equipment to improve the pollution process.
8. The company builds wastewater treatment equipment to implement water discharge reduction and reuse.
9. The company ensures that the waste in the factory area is disposed of in accordance with the law, and the recycling and reuse are done well.



# ESG-Social Responsibility

Through time, resource and talent devotion, Lee chi and its employees are dedicated to contributing back to the society, fulfilling the cycle of sustainability.





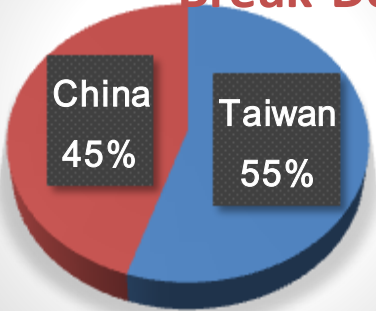
# ESG-Corporate Governance

The company treats corporate governance with great importance. In response to the international sustainable development trend, we continue to strengthen company's information disclosure on all level, and maintain a transparent operation.

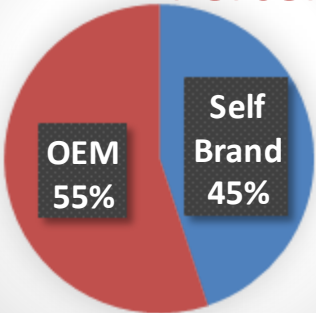
1. The Company has established a good corporate governance system, the Company drafted the “Governance Best Practice Principles”, control and review the implementation status.
2. The Company has established a spokesperson system, the Company's website has established a shareholder information investor service window, and a dedicated person is responsible for matters related to stock affairs.
3. The company has improved the composition and responsibilities of the board of directors.
4. The company has established the Remuneration Committee and Audit Committee, according to the law.
5. The Company has set up full-time (part-time) personnel to handle corporate governance-related matters and appointed the head of corporate governance to be responsible for supervision to strengthen the functions of the Board of Directors.
6. Stakeholders can communicate with the Company and make suggestions to protect their legitimate rights and interests.
7. A shareholder information investor service window has been set up on the Company's website to appropriately respond to important corporate social responsibility issues of concern to stakeholders.
8. The company has implemented employee care, attaches importance to management and two-way communication, and creates a good working environment and benefits

# Operation Highlights

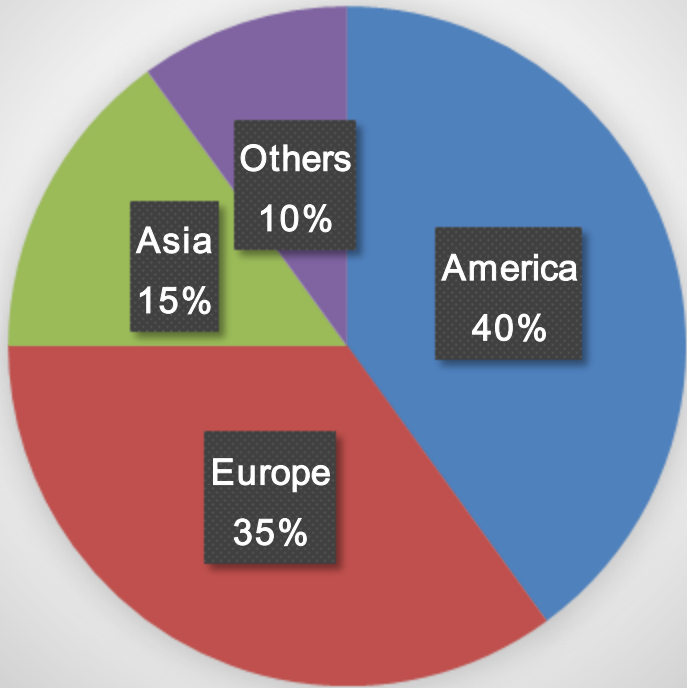
### Production Capacity Break-Down



### Self Brand & OEM Percentage



### Sales Break-Down



# Financial Highlights

## Consolidated Income Statements

Unit: NTD(thousands)

	2019	2020	2021	2022	2023	2024 Q1~Q3
Sales Revenue	2,999,007	3,383,919	4,879,953	5,084,564	1,892,415	1,459,665
Gross Margin(%)	11.00	15.39	18.73	19.76	2.68	2.10
Operating Income	-83,234	136,845	455,533	597,955	-308,510	-237,324
Net Income	15,965	202,305	494,023	555,205	-158,341	-45,001
EPS (NT\$)	0.06	0.76	2.00	2.55	-0.75	-0.28
Cash Div.(NT\$)	0.2	0.35	0.8	0.9	0.2	-



THANK YOU

