

新天地

New Palace International Co., Ltd. · 2021 Performance Presentation of Livelihood Consumption



## New Palace Operational Report

### 1.About New Palace

Company Overview/Company History/The King of Catering/The Categories of Brand/The Best in Taiwan

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Operating Performance/Profitability/Competitive Advantage

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Banquet boutique/The Big Wedding Show/Classic Recreated/Activation of Chains/Operations of new brands

## 1. About New Palace

Company Overview/Company History/The King of Catering/The Categories of Brand/Best in Taiwan





## About New Palace | Company Overview

Company Name: New Palace International Co., Ltd.  
(8940) Date of Incorporation: July ,1993  
Date of Listing: May , 2009

Chairman: Wang Yu Yun General  
Manager: Ou Min Xiong Capital  
Stock: 675 million

Main products : Chinese cuisines and feasts, New Cuisine in Taiwan and Dim Sum, Buffet and Group Meals for Enterprises, Other Cuisines

## About New Palace | Company History

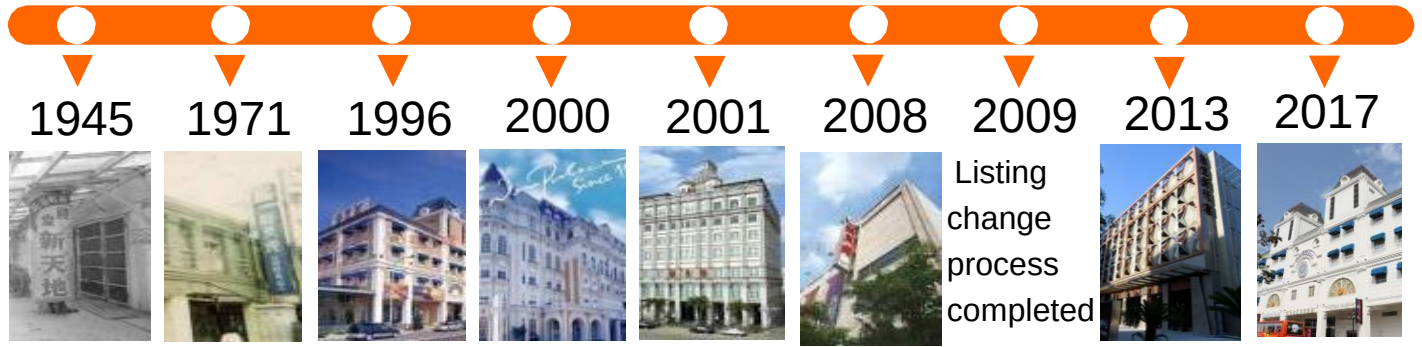









New Place Group is a restaurant chain in Taiwan. Founded in 1945, founders Mr. Ou Youcai and Mrs. Ou Cai Duei started the business in seafood delicacy in Wuqi Town, Taichung County (now Wuqi district, Taichung City), and established the name of "New Palace Restaurant" with the business philosophy of freshness, deliciousness and fair price, and develop business operations with its well known delicious and fresh seafood dishes~



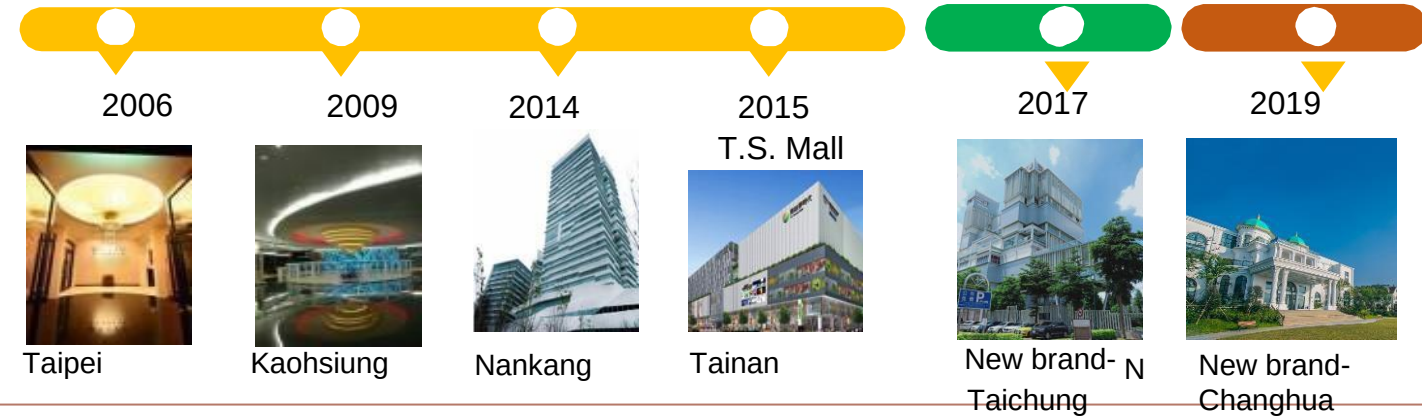
New Palace - Wuqi  
Original Store

# About New Palace | Company History



1945	1971	1996	2000	2001	2008	2009	2013	2017
						Listing change process completed		
Pioneering period- New Palace Wuqi	Start-up period- New Palace- Wuqi original store	New Palace of eastern district	New Palace flagship store	Establish of new building of Wuqi original store	New Palace-Yuanlin		Grand opening of Shanghai Ya-Yue New Palace	New Palace of eastern district changed to New Palace Western Museum

Establishment of brand Grande Luxe Banquet



# About New Palace | Catering expert



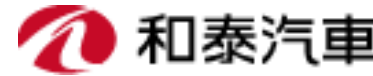
New Palace has rich experience in catering large year-end banquets and serving foreign guests with high quality.

Thank you to all the businesses that have chosen New Palace as the catering king of Formosa.



# About New Palace | Catering expert

Thank you to over one hundred businesses for supporting New Palace through the years





# About New Palace | Categories of Brand

Distinctive character of group brands, diversified market management and shared resources



## Wedding Banquet: International Exhibition Hall



**新天埤**

The original Taiwanese seafood master  
Authentic, classic and creative



**雅悅會館**

Grande Luxe Banquet  
Wedding banquet boutique  
Fashion appeal



Light Wedding  
Elegant, luxurious  
Introduction to high end branding



Outdoor weddings introducing western-style ceremonies



## Creative: Restaurant Brand



Taiwanese cuisine and dim sum for the craftsmanship.  
Experience the color, flavor and taste of the dishes



Diversified Chinese and Western Buffet.  
Fresh and delicious



# About New Palace | The Best in Taiwan

The only restaurant in Taiwan equipped with a banquet hall now in northern, central and southern Taiwan .



Client Capacity Summary of Every Shop in Group (table/store)

Wuqi	Flagship	Eastern district	Light Wedding
180	300	250	130
Grande Luxe Banquet Nankang	Grande Luxe Banquet Kaohsiung	Grande Luxe Banquet Tainan	Venamanor
89	155	131	150

Freshness, deliciousness and fair price brought to you from Wuqi since 1945

## 2. Business Performance

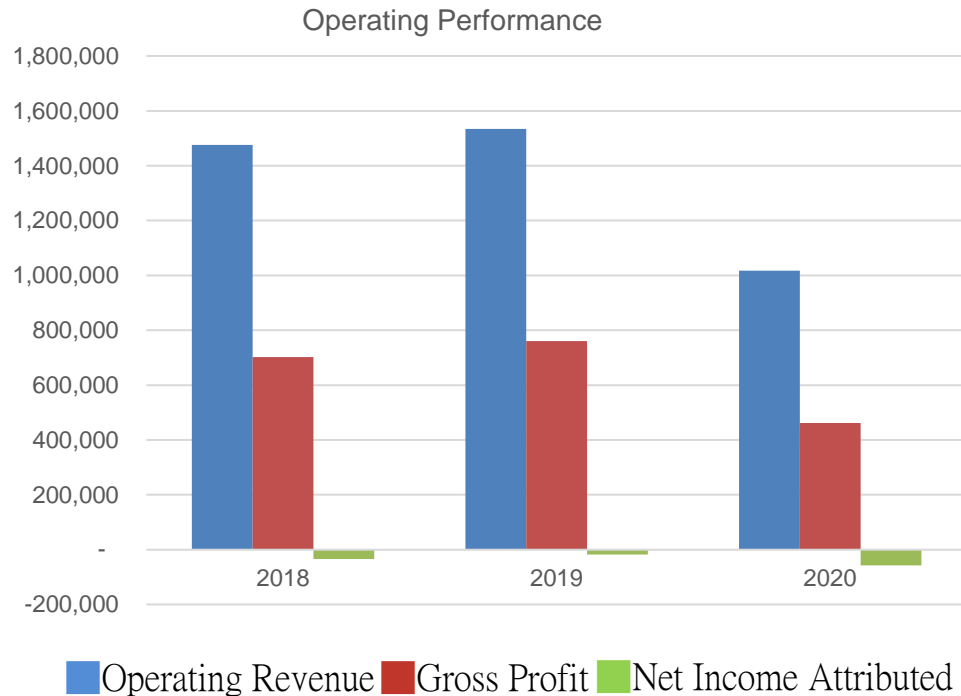
Operating Performance/Profitability/Competitive Advantage



## Business Performance | Operating Performance

### Operating Performance

In NTD thousand



Consolidated Business Performance	2018	2019	2020
Operating Revenue	1,475,792	1,534,327	1,017,093
Gross Profit	702,505	760,622	461,581
Net Income Attributed to the company	(34,544)	(17,569)	(58,000)



## Business Performance | Profitability

Year	2018	2019	2020
EPS	(0.51)	(0.26)	(0.86)



## Business Performance | Competitive Advantage

+Leading creative and Satisfying cuisine



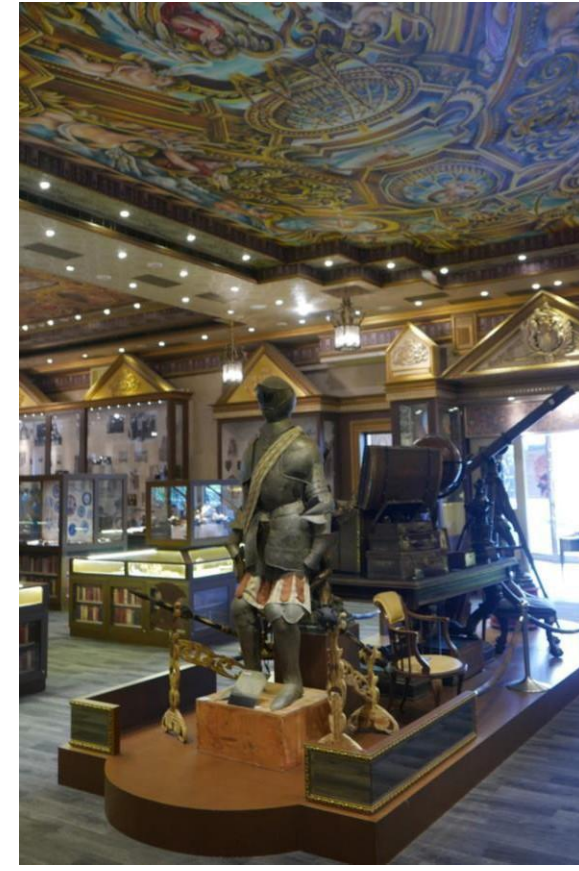
+Strengthening management team to meet market changes



+Banquet room modified to improve competitiveness



+ Multi-brand operation occupying market share



### 3. Development Plan and Future Outlook

Banquet boutique/The Big Wedding Show/Classic Recreated/Activation of Chains/Operations of new brands





# 巨型LED 互動式屏幕

多元運用打造最優排場  
創造互動與樂趣  
將活動注入新穎氣氛



## Development Plan | Banquet boutique

The first interactive KPOP video screen in Taiwan to achieve wedding entertainment



Sometimes with tears, sometimes with laughter, the atmosphere will let the free spirit run through to me and space. The LED screen creating a moving and romantic moment to showcase the superstar like demeanor of the newly weds.



## Development Plan | Classic Recreated

Develop business-oriented gatherings during weekdays to improve venue utilization



Development Plan | Classic Recreated Winning Taiwanese Cuisine Restaurant Award and Inheritance of Taiwanese Cuisine Award



## Development Plan | Activation of Chains



- Challenging new businesses
- Supervision ready
- Providing you employee catering for both quantity and quality

# Development Plan | Activation of Chains

Actively participate in tourism exhibitions, jointly launch meal vouchers for the marketing of New Palace cuisine to boost store



## Development Plan | Brand Recreate

Focus on creating a Unique Wedding Experience by Incorporate Outdoor elements and Western Style Wedding Trends.



## Development Plan | Brand Recreate

We create a one and only wedding themed firework show , at night the sky becomes a canvas for fireworks to spark in the sky. There is no other venue that could compete with this stunning outdoor landscape.



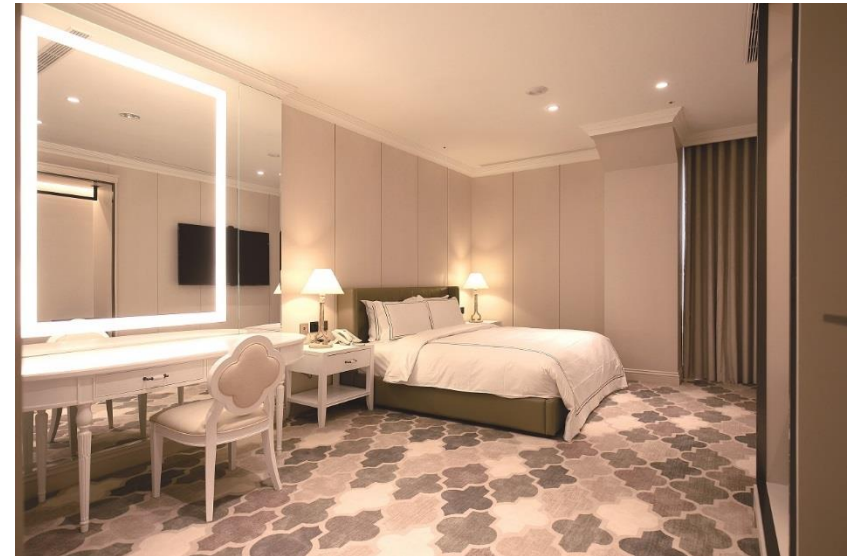
## Vision | New Brand Operation



## LIGHT WEDDING 萊特薇庭



Leading the trend and recreating the legend



## Vision | Brand Operation

Manor House Wedding Venue in Changhua City  
Combines outdoor spaces to create unique wedding ceremonies

The eight-hectares European-style manor offers newly weds gorgeously landscaped grounds for a perfect wedding experience. A beautiful garden in front of our main building welcomes each of newly weds' honored guests. Our outdoor wedding ceremony space and our town hall provides romantic set ups for newly weds to exchange vows . Dine and raise your glass for a toast in our banquet hall.



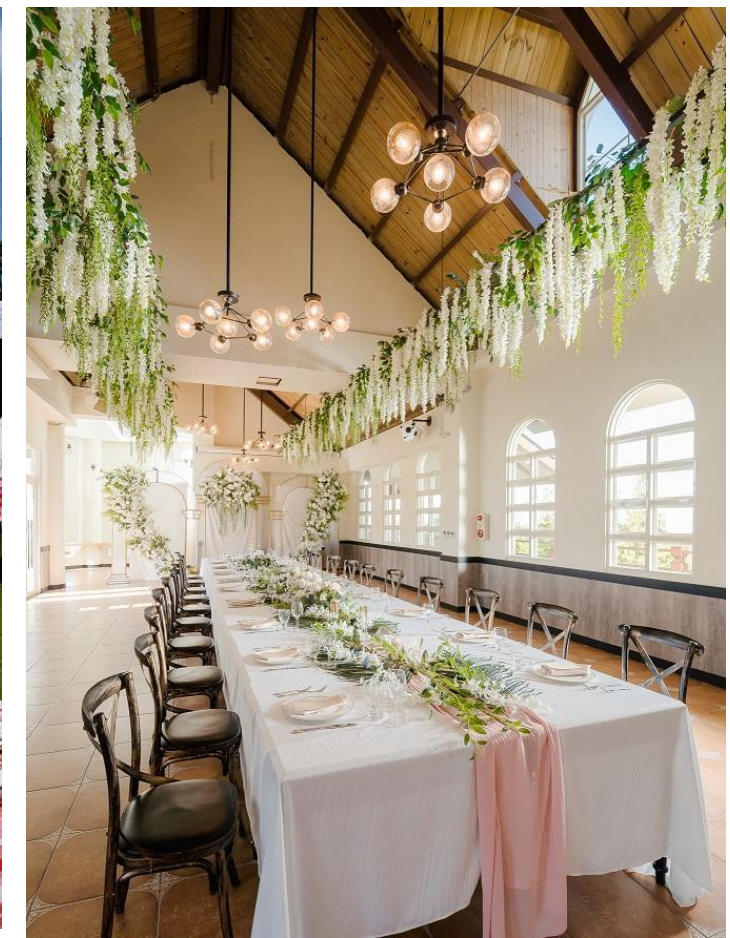
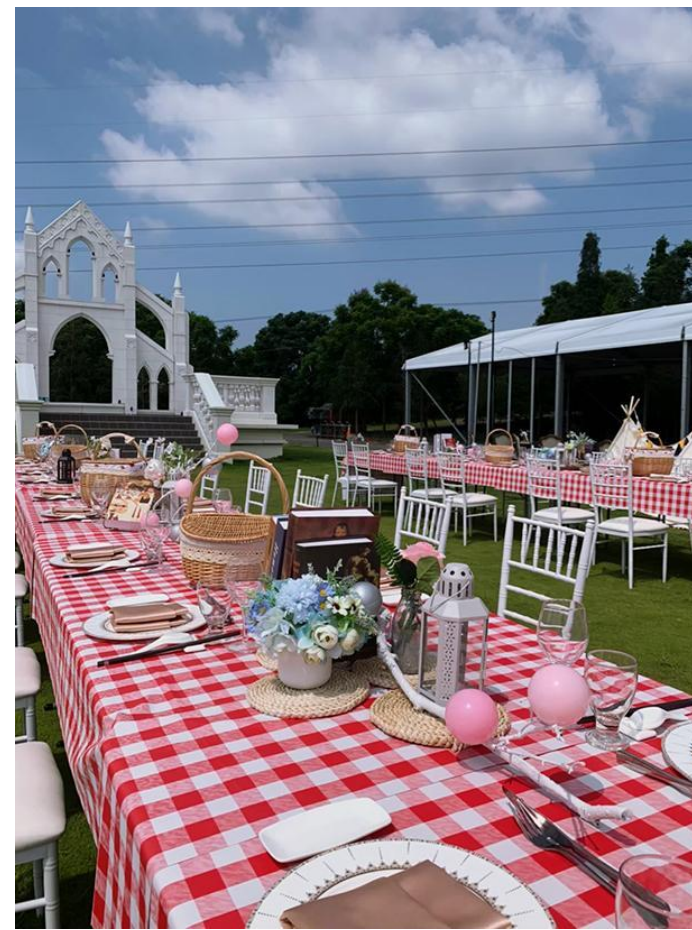
Town halls for western-style ceremonies Realizing romantic dreams for couples





## Vision | Brand Operation

We plan to create unique wedding experiences towards modern western style of trends. During day time, our outdoor spaces are best for chic open-spaced weddings.





Thank you for participating!