

新天地

New Palace International Co., Ltd. • 2019Q1-Q3 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

### 2.Business Performance

Operating Performance/Profitability/Competitive Advantage

### 3.Development Plan and Future Outlook

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

Number of employees: 387



## About New Palace- Company History



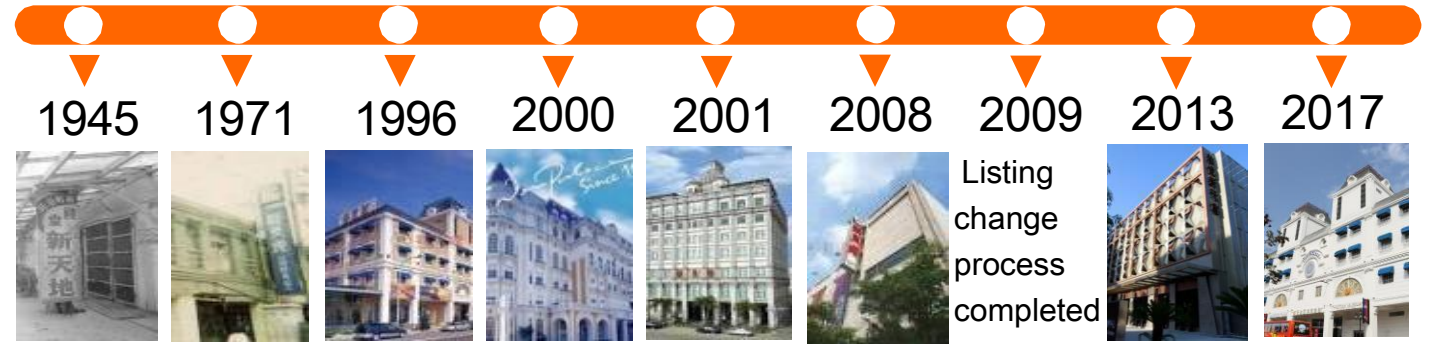
New Place Group is a restaurant chain in Taiwan. Founded in 1945, founders Mr. Ou Youcai and Mrs. Ou Cai Duet started the business in seafood delicacy in Wuqi Town, Taichung County (now Wuqi district, Taichung City), and established the name of "New Palace Restaurant" with the business philosophy of 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



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

Listing change process completed

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



Light Wedding

Venamanor

2006

2009

2014

2014

2017

2019

Taipei

Kaohsiung

Nankang

Tainan

New brand- N Taichung

New brand- Changhua



## About New Palace• The King of Catering



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 • The King of Catering

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



**雅悅新天地**

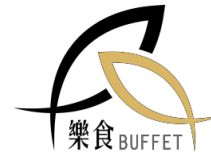
Grande New Palace Banquet & Convention Centre Insertional banquet in Shanghai Bringing together eight major cuisines



## 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 and Shanghai



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

Wuqi	Flagship	Eastern district	Yuanlin	Light Wedding
200	421	206	80	130
Grande Luxe Banquet Nankang	Grande Luxe Banquet Kaohsiung	Grande Luxe Banquet Tainan	New Palace Shanghai	Venamanor
89	155	131	400	150

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



## 2. Business Performance

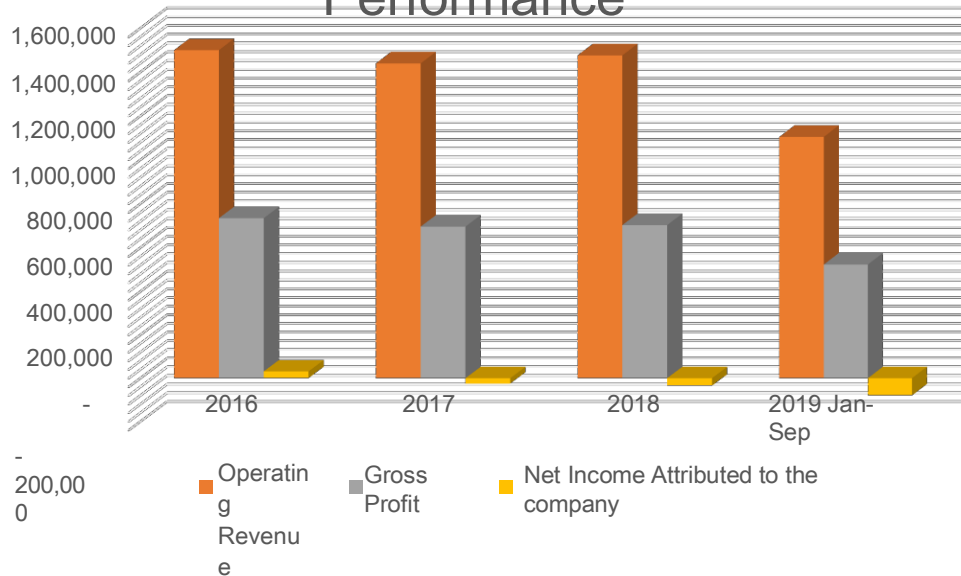
Operating Performance/Profitability/Competitive Advantage



## Business Performance · Operating Performance

In NTD thousand

### Operating Performance



Consolidated Business Performance	2016	2017	2018	2019 Jan-Sep
Operating Revenue	1,499,705	1,439,192	1,475,792	1,104,335
Gross Profit	733,966	695,437	702,505	522,993
Net Income Attributed to the company	31,482	(24,933)	(34,544)	(79,786)





## Business Performance • Profitability

Year	2016	2017	2018	2019 Jan- Sep
EPS	0.47	(0.37)	(0.51)	(1.18)



## Business Performance • Competitive Advantage

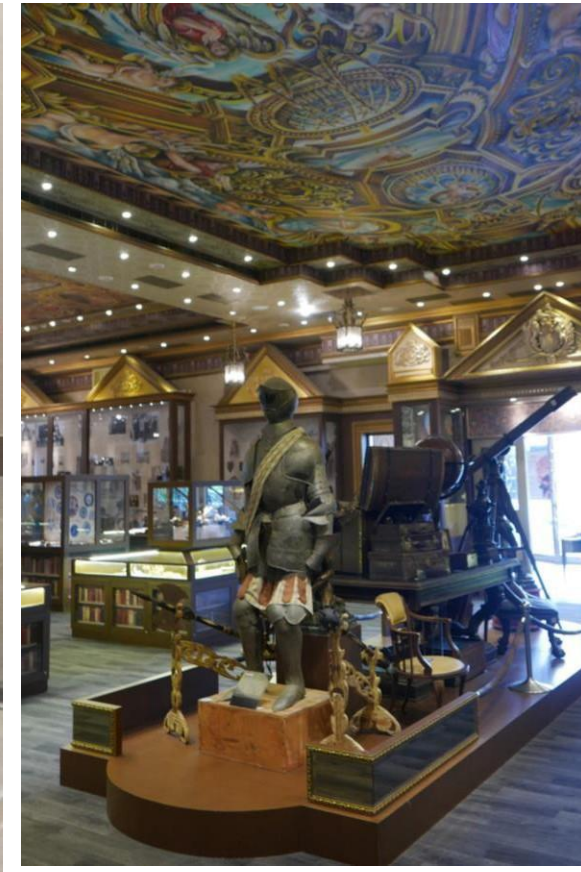
+Leading a new wave of dining to both sides of the Taiwan Strait  
+Strengthening management team to meet market changes



+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

多元運用打造最佳排場  
創造互動與樂趣  
將活動注入動感氣氛



## 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 time and space. The LED screen creating a moving and romantic moment to showcase the superstar like demeanor of the newly weds.





## Development Plan • The Big Wedding Show

**New Palace Group XOPEN CHAN** The one and only special theme wedding  
The first major fashion boutique wedding banquet brand on both sides of the Taiwan Strait –New Palace Group, has more than 70 years of rich cuisine experience and has brought to over tens of thousands of newly weds a joyful wedding



Open Chan Momo  
Chan themed  
wedding



The collaboration between New Palace Group and Uni-President, obtained the exclusive authorization of OPEN Chan, has brought the first OPEN-Chan-themed top-level wedding. The OPEN Chan family exclusive to New Palace Group was designed by a Japanese designer will be integrated into the weddings and will be happily enjoyed by both adults and children.

Development Plan •Classic Recreated



## 雅悅新天埏

Grande New Palace Banquet  
&Convention Centre  
Insertional banquet in  
Shanghai  
Bringing together eight major  
cuisines



Occupying a total area of  
eight thousand pings. 12  
theme halls, ceremony hall  
wedding reception ALL IN  
ONE.



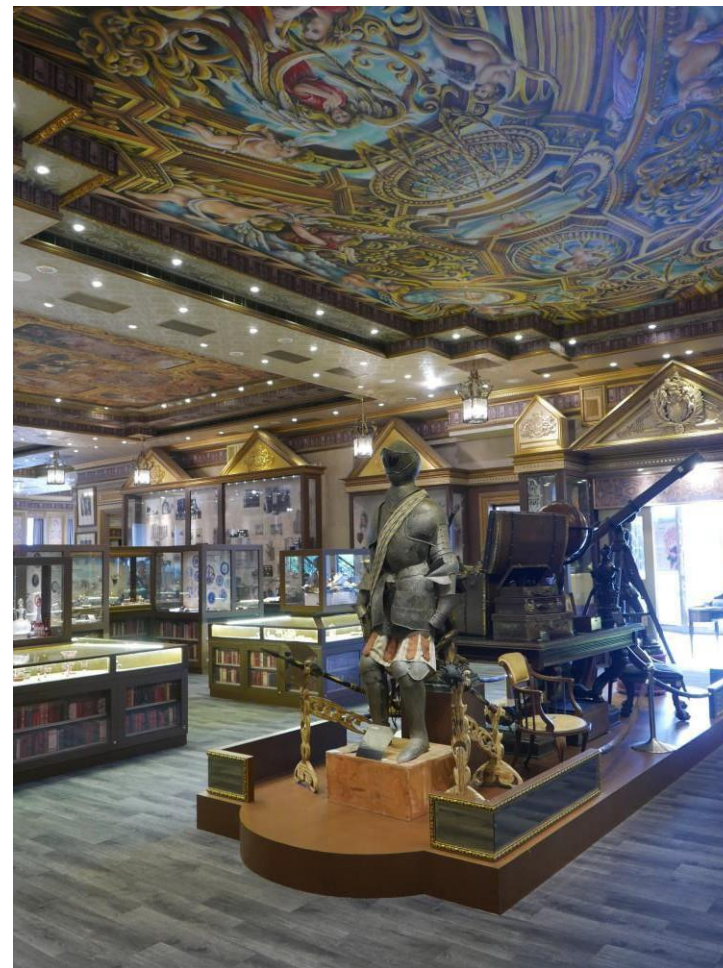
## Development Plan •Classic Recreated

Develop business-oriented gatherings during weekdays to improve venue utilization





## Development Plan • Classic Recreated



新天地西洋博物館  
WESTERN MUSEUM  
NEW PALACE 1945



A new attraction in Taichung! Just like a palace "New Palace Western Museum"

Innovation highlights Classic recreated Rich educational significance Activation of history



# Future Outlook • Activation of Chains



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



## Future Outlook • Activation of Chains

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





## Future Outlook • Operations of new brands



LIGHT  
WEDDING



Leading the trend and recreating the legend

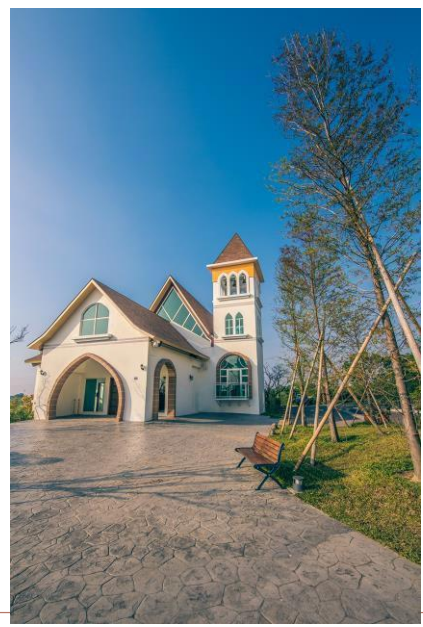
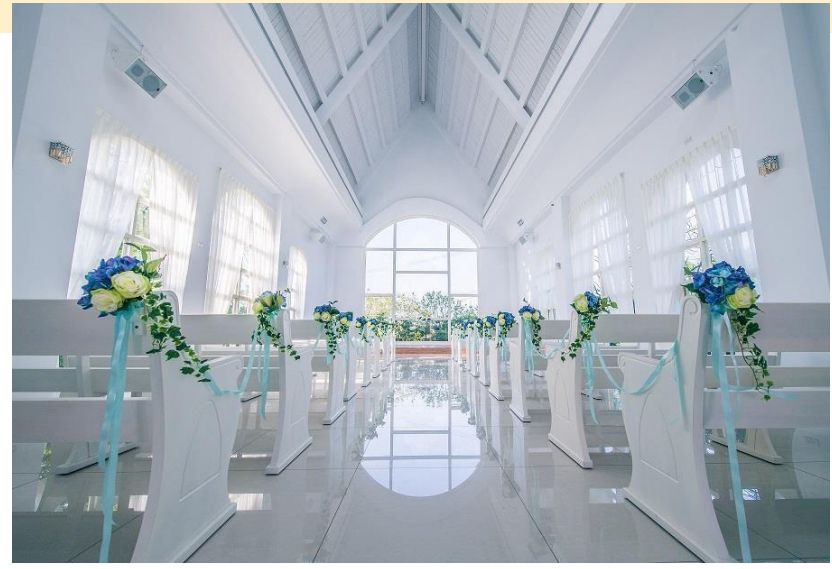




# Future Outlook • Operations of new brands

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

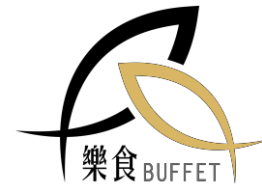
The four-hectare European-style manor to meet the dream of outdoor weddings for new couples and traditional wedding banquets to meet the demands of elders!



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







Thank you for participating!