

新天地

New Palace International Co., Ltd. • 2020 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

About New Palace | Company History

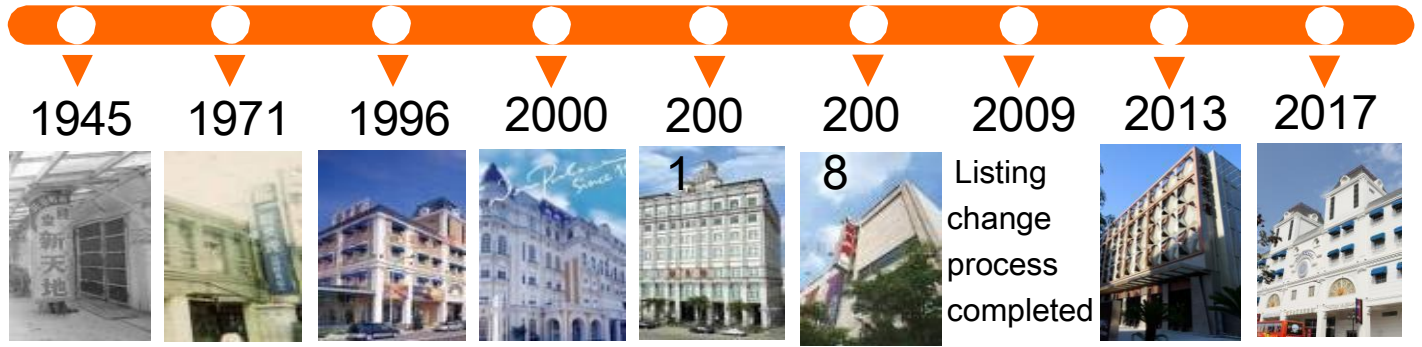








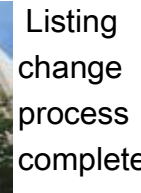


New Place Group is a restaurant chain in Taiwan. Founded in 1945, founders Mr. Ou Youcai and Mrs. Ou Cai Duet started the business in seafood delicacy in Wuqi Town, Taichung County (now Wuqi district, Taichung City), and established the name of "New Palace Restaurant" with the business philosophy of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

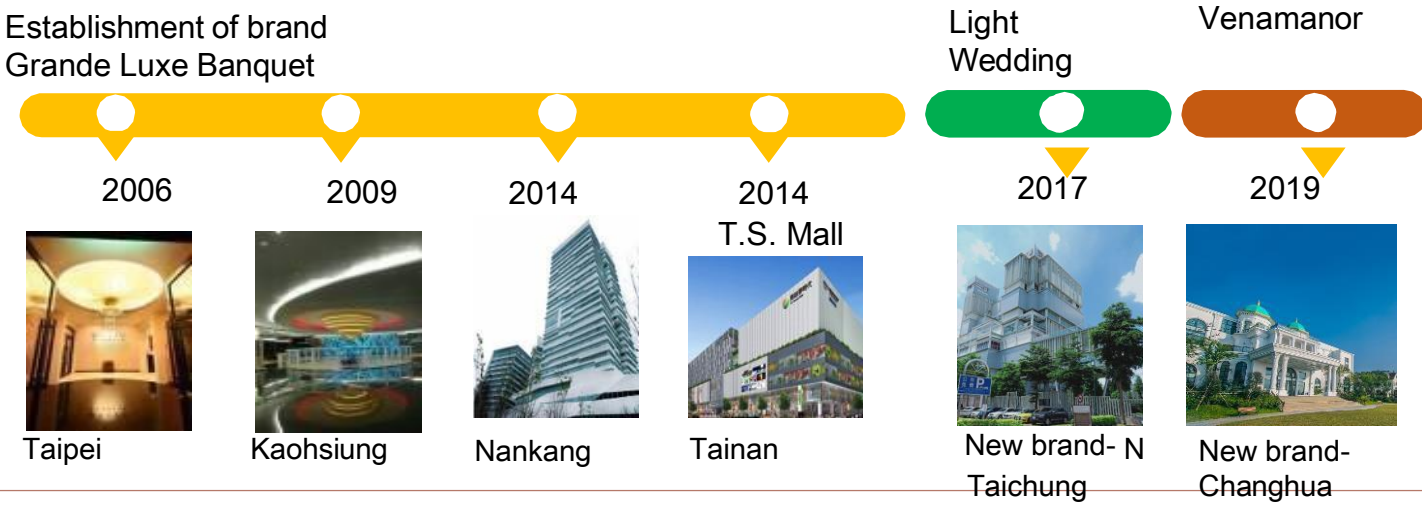








New Palace - Wuqi Original Store

About New Palace | Company History



1945	1971	1996	2000	2001	2008	2009	2013	2017
								
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



2006	2009	2014	2014	2017	2019
					
Establishment of brand Grande Luxe Banquet Taipei	Establishment of brand Grande Luxe Banquet Kaohsiung	Establishment of brand Grande Luxe Banquet Nankang	Establishment of brand Grande Luxe Banquet Tainan T.S. Mall	Light Wedding New brand- N Taichung	Venamamor New brand- Changhua

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

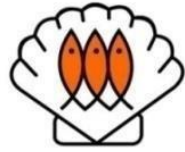


About New Palace | Categories of Brand

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

瀚熙軒
新台菜飲茶餐廳

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
200	421	206	130
Grande Luxe Banquet Nankang	Grande Luxe Banquet Kaohsiung	Grande Luxe Banquet Tainan	Venamanor
89	155	131	150

2. Business Performance

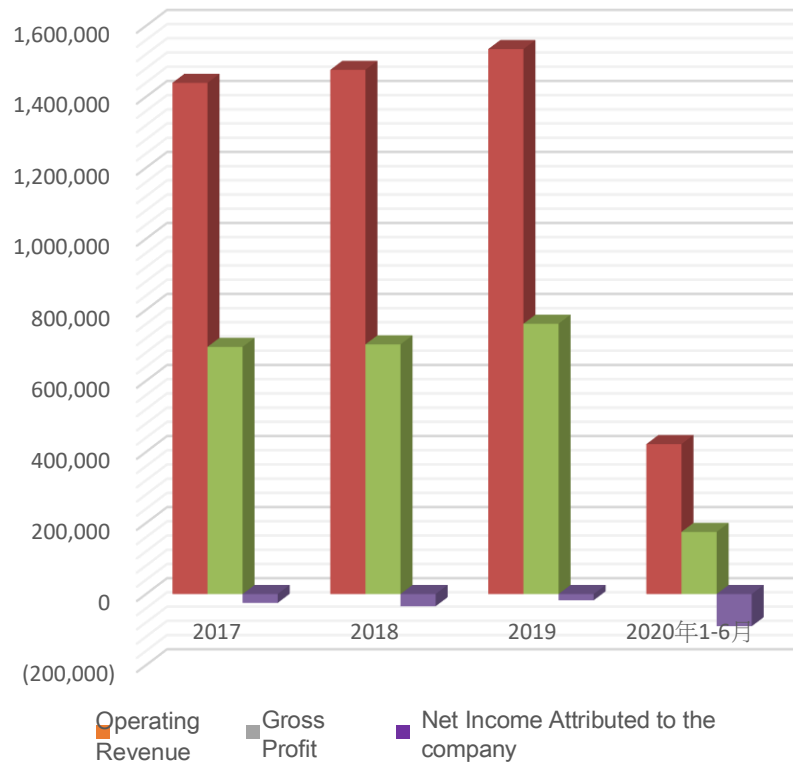
Operating Performance/Profitability/Competitive Advantage



Business Performance | Operating Performance

In NTD thousand

Operating Performance



Consolidated Business Performance	2017	2018	2019	2020 Jan-June
Operating Revenue	1,439,192	1,475,792	1,534,327	422,014
Gross Profit	695,437	702,505	760,622	174,776
Net Income Attributed to the company	(24,933)	(34,544)	(17,569)	(90,582)



Business Performance | Profitability

Year	2017	2018	2019	2020 Jan- June
EPS	(0.37)	(0.51)	(0.26)	(1.34)



Business Performance | Competitive Advantage

+Leading creative and Satisfying cuisine



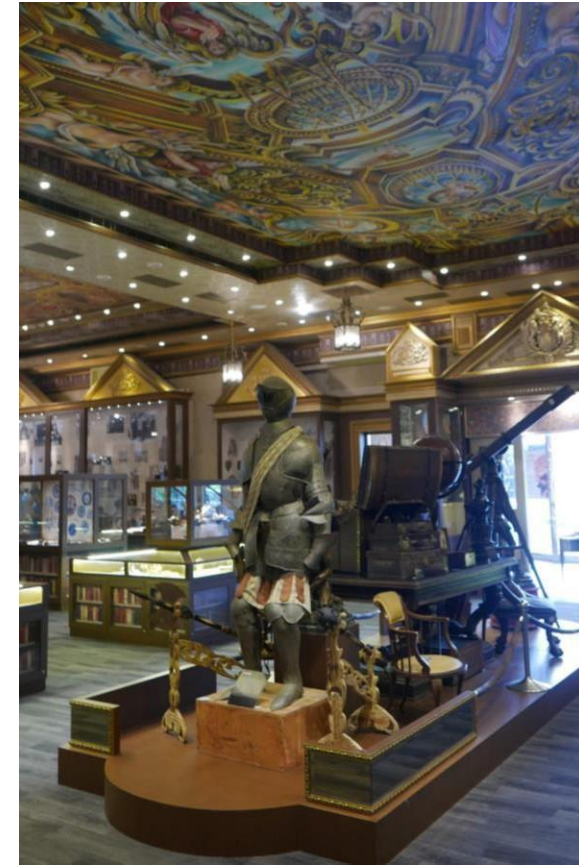
+Strengthening management team to meet market changes



+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 | Classic Recreated

Develop business-oriented gatherings during weekdays to improve venue utilization



Development Plan | Classic Recreated



大玩台中-臺中觀光旅遊局
2天 · 🌐

【不用出國，在台中就能感受歐洲宮廷的奢華】
在皇宮內用餐可是許多人的夢想，今天就讓小編幫你實現願望吧👉
經營多家知名婚宴會館的老闆，為了與大家分享多年來由各大拍賣會取得的珍藏，在旱溪旁打造了一座西洋博物館🏰。
館內滿是18、19世紀歷史文物，歐洲瓷器、茶具組、風琴相機、珐瑯鐘、圖畫、盔甲等各式藝品，收藏之稀有、藝品之精細絕對讓你大開眼界！……更多

還有3張



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.



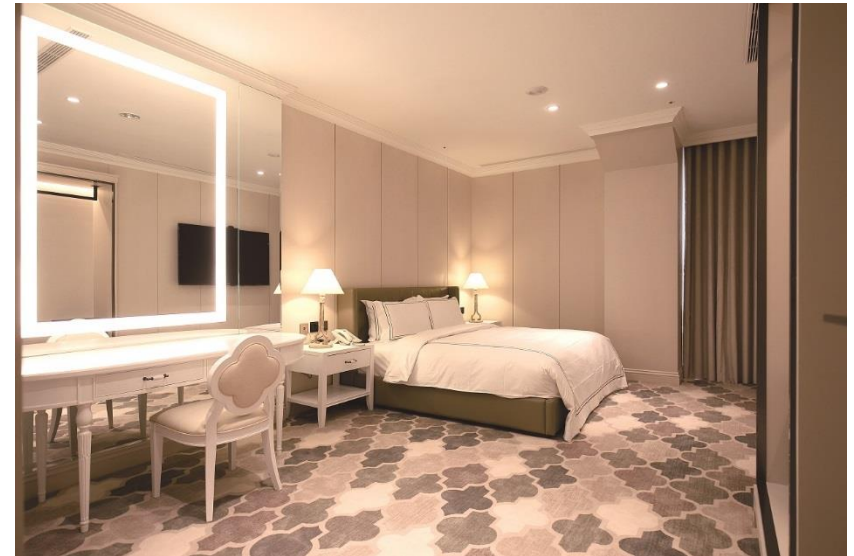
Vision | New Brand



LIGHT WEDDING 萊特薇庭



Leading the trend and recreating the legend



Vision | New Brand

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.

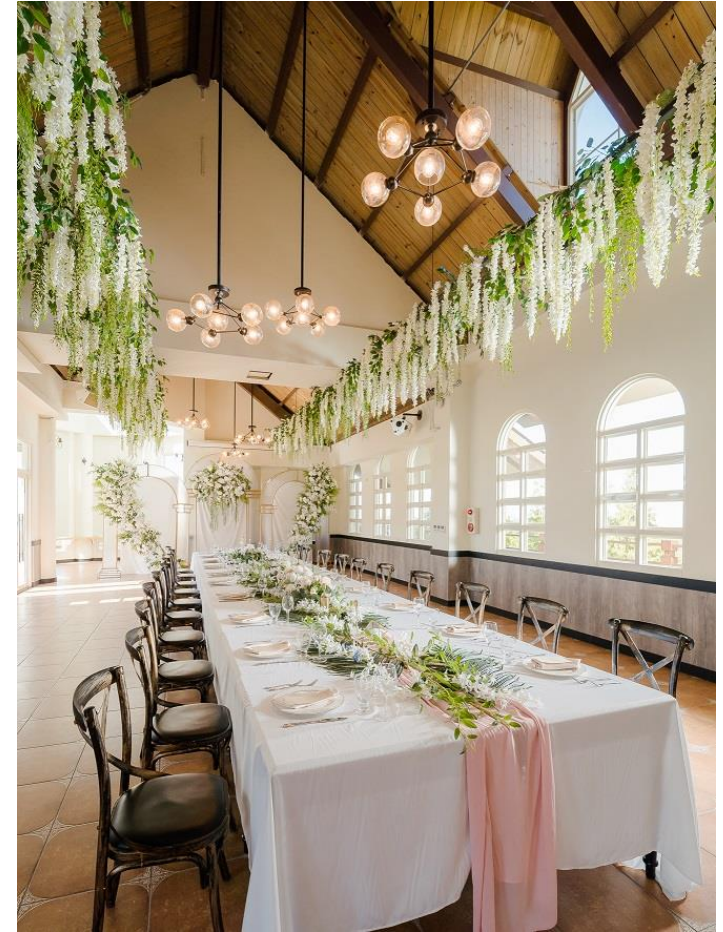


Town halls for western-style ceremonies Realizing romantic dreams for couples



Vision | New Brand

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





Thank you for participating!