China Times Publishing Company

(8923)

Outline

Disclaimer

The forward-looking statements contained in this presentation including operational prospect, financial position and business expectation are subject to risk, inferences and uncertainties, actual results may differ materiality from those predictive information in these forward-looking statements.

The prospects or predictive contents in this presentation are only reflected to the assessments of future to date, but not expressed, implied nor assurance to the accuracy, completeness and reliability of the forward-looking statements. China Times Publishing Company undertakes no obligation to update this information, whether as a result of new information or future events.

01

Company History

- Establishment
- History Introduction

Establishment

China Times Publishing Company was founded by YU, JI-ZHONG（余紀忠) the founder of China Times.

During the past 49 years, our publications span the fields of literary fiction, commercial fiction, humanities, pop science, business, lifestyle, self-improvement, trend, fashion, etc..

China Times Publishing Building
Location:Wanhua District,Taipei City

Company History

History Introduction

1975 Established Publishing Department

1985 Established Publishing Limited Company

1995 Converted to Company Limited by Shares

1999 IPO

2008 Separated from China Times Group

Was once an important member of China Times Group.
(The Group contains newspapers, magazine, television, internet and publishing)

November 2008, the China Times Group was sold to the Want Want Holdings Limited but not including Publishing Company.

The top selling publishing company in Kingstone, Eslite bookstores and Books.com.tw for many years in a row.

Steady Operation, Well-Profit, Assured Quality and Quantity , Excellent Brand Image

Corporate Value :

Respect for Wisdom and Creativity

02

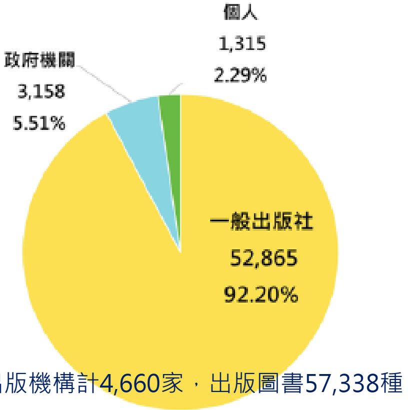
Industry status

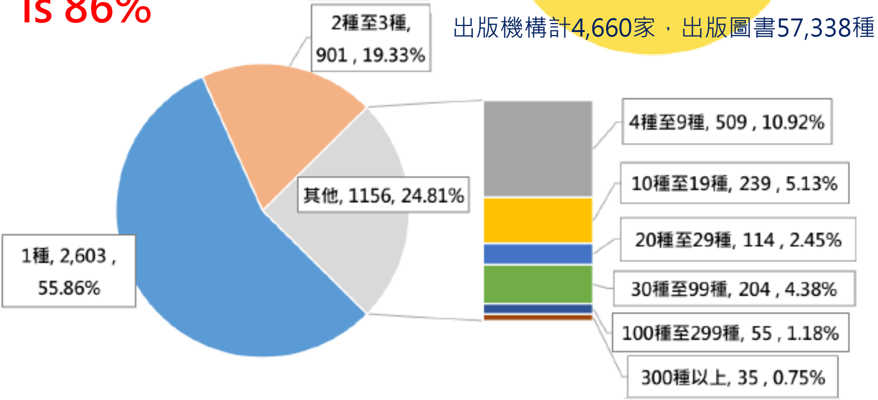
- Publishing vs. Reading
- Current Situation

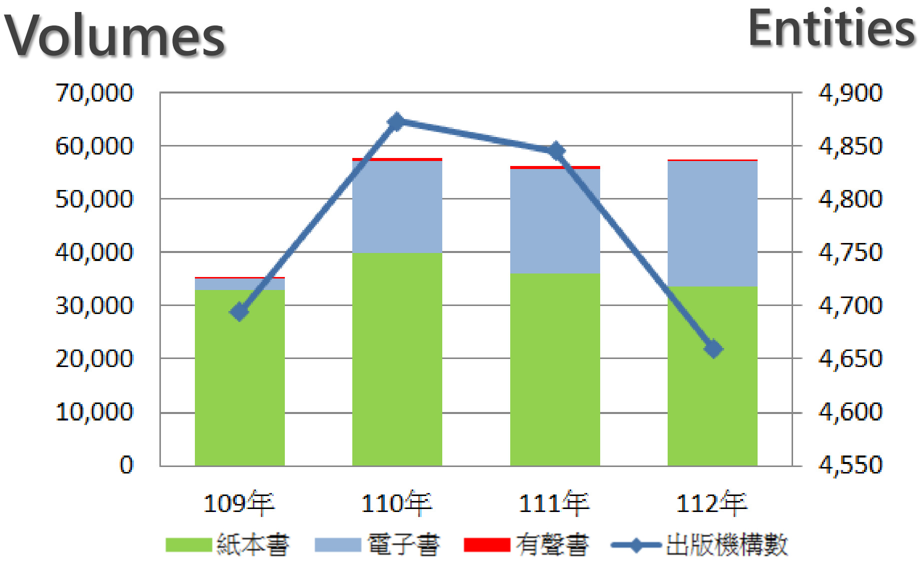
Publication Volumes VS. Publishing Entities

*The marketshare of publishing from general publishing houses is 92.20%.

*Publishing titles per entity: below 10 titles. is 86%







The volume of new titles is growing 2.17% in 2023

(National Central Library-2023 Analysis of Current Situation and Trends of Publishing in Taiwan)

Publication VS. Reading

指標項目	110 年	111 年	112 年	111-112 增加量	近兩年相較
進館總人次	5,859	8,631	10,837	2,206	▲ (25.55%)
借閱總人次	1,890	2,998	3,528	530	▲ (17.67%)
借閱總冊數	7,783	9,244	12,723	3,479	▲ (37.63%)
紙本圖書借閱總冊數	6,977	9,311	11,732	2,421	▲ (26.00%)
電子書借閱總冊數借閱總冊數	806	933	991	58	▲ (6.21%)
累計辦證數	1,926	2,002	2,100	98	▲ (4.89%)
網站資源使用次數	55,529	66,792	80,414	13,622	▲ (20.39%)

（單位：萬，含國立圖書館數據）

Borrowing books rate: the paper books is growing to 26.00% ,and the ebook is growing to 6.21%.

(National Central Library-2023 Analysis of Current Situation and Perference of Reading in Taiwan)

排行	類別	百分比	近兩年相較
1	語言文學	53.81%	▼ (5.97%)
2	應用科學	8.32%	▲ (0.51%)
3	自然科學	7.44%	▲ (0.38%)
4	社會科學	6.67%	▲ (0.70%)
5	史地	5.88%	▲ (0.93%)
6	藝術	5.55%	▲ (1.00%)
7	哲學	5.16%	▲ (1.10%)
8	總類	3.67%	▲ (0.53%)
9	宗教	3.51%	▲ (0.83%)

註：僅含紙本圖書借閱數據。

The language & literature is still the favorite topics for all readers.

年齡層	112年			111 年比例	近兩年相較
	排行	借閱冊數（單位：萬）	比例		
35-44 歲	1	2,654	22.62%	26.56%	
6-11 歲	2	2,417	20.60%	16.38%	▲(4.22%)
45-54 歲	3	1,782	15.19%	17.84%	
55-64 歲	4	936	7.98%	8.76%	
25-34 歲	5	913	7.78%	9.62%	
65 歲 +	6	846	7.21%	5.98%	▲(1.23%)
0-5 歲	7	827	7.05%	4.61%	▲(2.44%)
12-17 歲	8	797	6.79%	6.72%	▲(0.07%)
18-24 歲	9	560	4.77%	3.53%	▲(1.24%)

註：僅含紙本圖書借閱數據。

The best reader is the age of 35~54 years old readers.

2023 Analysis of Current Situation and Trends

- In 2023, the volume of new titles ISBN registered is growing 2.17%, but the paper book is descending 7.01%.
- The Covid-19 disease crisis is gone. It makes the readers back to the real bookstore market . It's good news.
- The eBooks market is still the spotlight, but the audio books market is in chaos in 2023.
- Volume Statistics for new titles in 2023:
  - "Humanities" and "Social Sciences" are the favorite topics (focus on the entities anaylsis: above 4 titles).
  - The book s are often priced in NTD $300~399 .

(National Central Library-2023 Analysis of Current Situation and Trends of Publishing in Taiwan)

Publishing Industry Crisis In Taiwan

Content Selection Dilemma

01 **Local Author**

Authors earning decline with sales drop.

02 **Foreign Books**

As sales drop, reaching the breakeven point become more difficult, Especially novel or historical books。

03 **Internet Celebrity**

Publishing content changes, as well as qualities and standards.

Current Situation

Publishing Industry Crisis In Taiwan

Immature New Market: Decline of printed books sales / Limited growth of e-books sales

Market Limitation: Taiwan market decline. Traditional Chinese character books markets also decline in Hong-Kong, Macao, Singapore and Malaysia . China Market were opened with restriction.

Reading Habit: Young generation has different reading habits

Info. acquisition: Books have been replaced by smart phones and popular social media (Such as Facebook,Youtube…)

03

Bestsellers

- Bestsellers
- Book Awards

Recent Bestsellers

All-Time Bestsellers

1. The Da Vinci Code
2. EQ
3. The Alchemist
4. Angels & Demons
5. 1Q84 (1)(2)(3)
6. The Private Life of Chairman Mao
7. Norwegian Wood
8. 目送
9. On Seeing the 100% Perfect Girl One Beautiful April Morning
10. 每天清除癌細胞
11. 你是說話高手嗎?
12. Don't Sweat the Small Stuff... and It's All Small Stuff

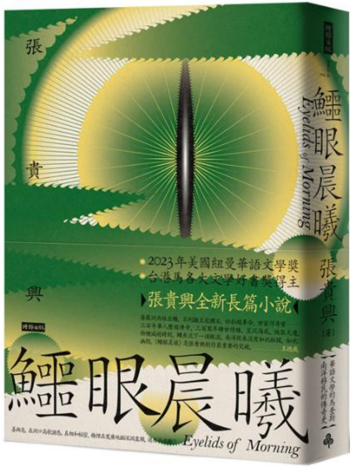
Every title has sold more than 200k copies.

2024 Book Awards

TiBE 台北國際書展 Taipei International Book Exhibition

台北國際書展大獎

Award



作者：張貴興
鱷眼晨曦

金鼎

Award

非文學圖書獎

作者：朱健炫
炭空：追尋記憶深處的煤鄉

金鼎

Shortlist

兒童及少年圖書類

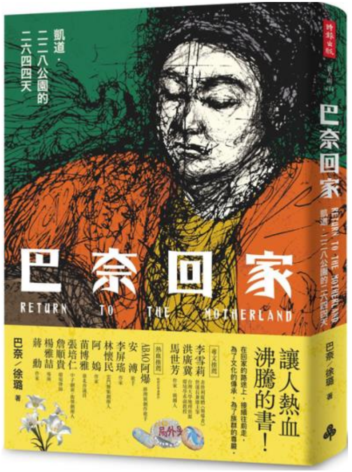
作者：吳宜蓉
開箱臺灣史

Book Awards

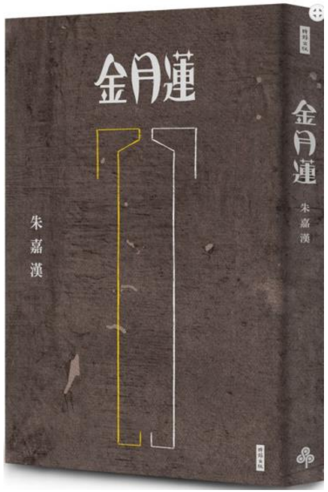
2024 Book Awards

臺灣文學獎
金典獎

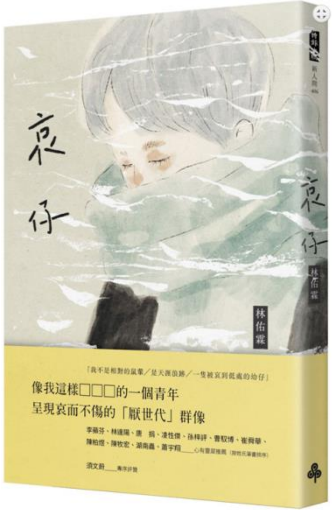
Shortlist



作者：巴奈，徐璐
巴奈回家



作者：朱嘉漢
金月蓮



作者：林佑霖
哀仔

2024 Book Awards

OPEN BOOK

(not yet announced)

【Annual Chinese Books】Shortlist

《我的游離性遺忘》	謝裕民著
《明亮的谷地》	陳允元著
《莫斯科的情人》	白樵　著
《過動公寓》	王和平著

【Annual Translation Books】Shortlist

《自由》	蕾雅．烏琵著	賴盈滿譯
《家在世界的屋宇下》	阿馬蒂亞．沈恩著	邱振訓譯
《細胞之歌》	辛達塔．穆克吉著	莊安祺譯
《最後的使團》	歐陽泰著	黃中憲譯

All-time Book Awards

金鼎獎

1996 2000 2001 2002 2003 2004 2005 2006 2007 2008 2010 2011 2012 2018 2019 2022 2024

《COCO政治漫畫1995-1996》
《喫茶去-茶菜的藝術》
金鼎獎評定優良出版品

《珍藏美麗島》
《百年思索》
《亞當的秘密》獲獎

《悲傷茱麗葉》
《農莊共和國》
獲獎

《郭芝苑-沙漠中盛開的紅薔薇》獲獎

《十年一覺電影夢》
《25℃的咖啡之 戀愛幸福》
獲優良圖書推薦。

《熊秉元漫步法律》
《御獸園》
《梁山伯與祝英台》獲獎

《什麼事都在發生》獲獎

《掉進兔子洞–英倫童書地圖》
《關於上班這件事》獲獎
《憂鬱，為何不就醫？》
《合肥四姊妹》《憂容童子》
《阿咪子故事繪》入圍

《甜心涩女郎》《大崩壞》
《一年甲班34號》獲獎
《宮前町九十番地》
《地下鄉愁藍調》入圍

《絕對小孩》最佳漫畫書獎《天安門》入圍

《人人身上都是一個時代》獲獎
《我的小革命》入圍

《一次看懂自然科學》獲獎
《三世人》入圍

《台北爸爸，紐約媽媽》獲獎。《醫23事》
《命根子終極解密》入圍

《祖露的心》
文學圖書金鼎獎
《像我這樣一個記者》
優良推薦

《禮物》
優良推薦

《馴羊記》
《俗女日常》
優良出版品圖書類

《炭空》獲獎。
《開箱臺灣史》入圍

04

Annual Plans

- Operation Plans
- Production Strategies
- Development Plans

Annual Operation Plans

1. Based on the Paper books , Move towards the digital and cultural creative industry.
2. Adjust the product research model ,change towards profit model
3. Performance management, enforce internal communication

Production Strategies

1. Take the local and international famous authors and their all brands products.
2. Focus the Business Model , and strengthen the digital marketing and sale channels.
3. Build up the B2C platform, and strengthen the customer service system.
4. Dynamic inventory management and optimize the inventory policy.
5. Cross-industry cooperation.
6. Strengthen the digital and audio publishing business .

Development Strategy

1.Strengthen the local authors's publishing

Cooperate with local authors ,publish their good words and relative services.

2.Widen the digital publishing and marketing

Strengthen the e-commerce platform management , and optimize the B2C and social media business.

3. Strengthen the brand effect

Strive for peers or cross-industry cooperation.

4.Develop the cultural creative business

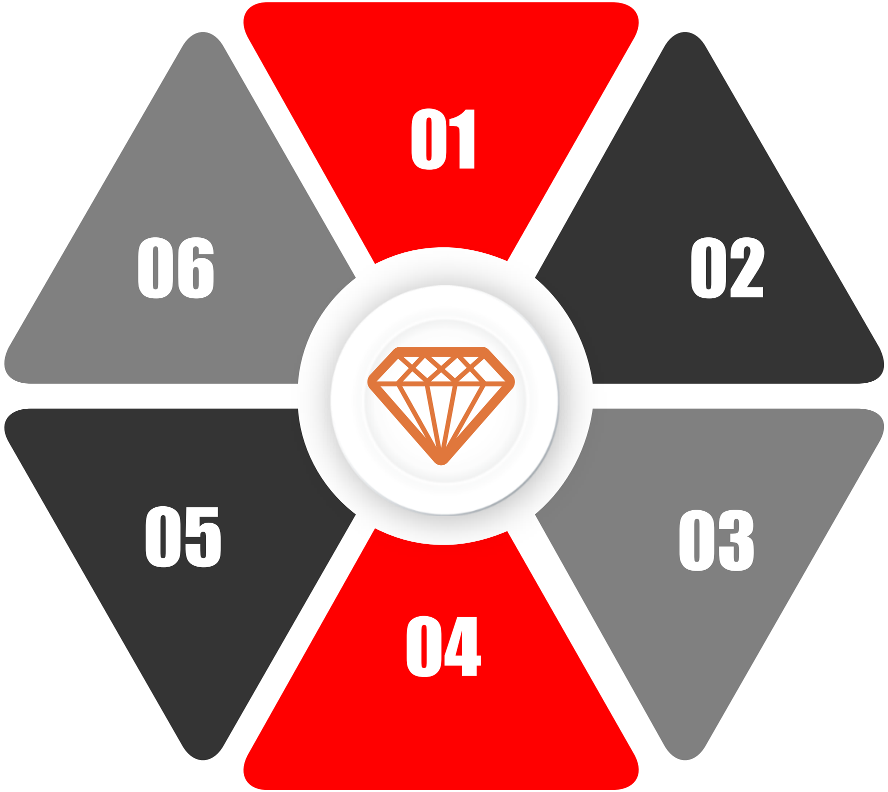
Develop the non-books products, and build up the relative and derivative business system.

05

Strategy

- Publishing Business Reinforcement
- Sales Channels Expansion
- Digital Publishing
- Diversified Cultural & Creative Content
- Seminars/ Events Coordinate
- Editorial/ Publicity Service

Strategy



1. Publishing Business Reinforcement

Reinforce The Fundamentals.

2. Sales Channels Expansion

- Main Traditional Channels
- Other Channels Expansion
- Run Our Own Bookstores

3. Digital Publishing

- Continue to Run Digital Publishing
- Book and Non-book Digital Publishing Development

4. Diversified Cultural & Creative Content

Provide more options for consumers by extending and expanding product lines from books.

5.Seminars/ Events Coordinate

Create opportunities for public and reading can meet and get involved.

6. Editorial Service

Provide professional integration service. To meet individual and corporation need in publishing service.

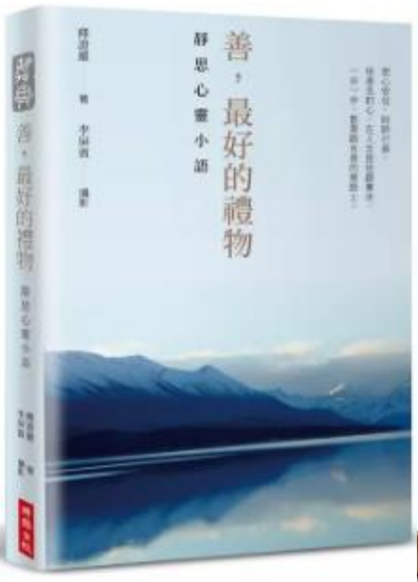
Fundamentals Reinforcement

- Recruit and nurture writers
- Seek international bestsellers
- Stay close to consumers

- Re-develop physical bookstores
- Expand online platforms
- Supply to affiliated stores
- Replenishment service by salesmen

- Traditional and digital media
- In-store displays
- Online communities
- Reading activities and Seminars

Book Launch and Events：釋證嚴《善，最好的禮物：靜思心靈小語》



News Report

喵喵書評
https://meowbooks.tw › book
善，最好的禮物：靜思心靈小語

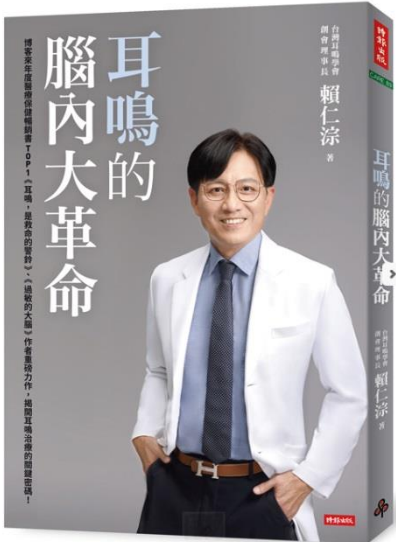
琅琅悅讀
善，最好的禮物：靜思心靈小語

Social Media

(節錄自【靜思書軒全球粉絲頁

Readers’ sharing session

Book Launch and Events：賴仁淙《耳鳴的腦內大革命》



News Report

慈濟全球

名醫談保健 座無虛席覓良方

早安健康

預防暈眩頭痛少吃這些食物有效！醫師教正確喝咖啡時間、劑量也有差

PChome Online 新聞

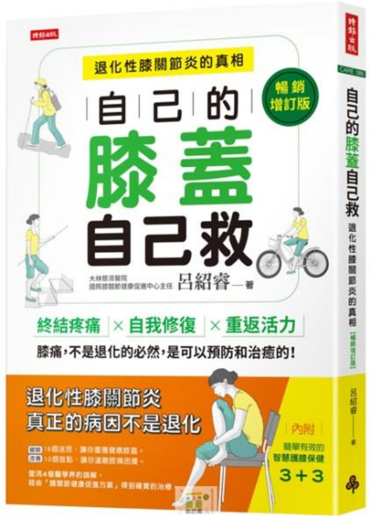
耳鳴的腦內大革命- 生活新聞

Readers’ sharing session

Social Media

(節錄自【中廣流行網 i like radio週末生活通】)

Book Launch and Events：呂紹睿《自己的膝蓋自己救：退化性膝關節炎的真相》



News Report

慈濟全球

名醫開講護膝新觀念 自己膝蓋自己救

民生電子報

世界關節炎日將至，骨科名醫揭祕細胞治療新突破，膝痛不再是終身難題！

健康2.0

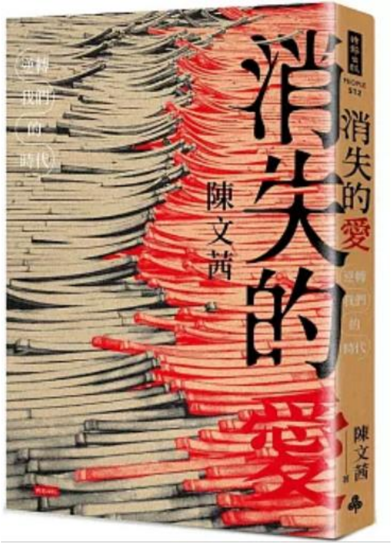
膝關節痛新療法！一次性手術自體軟骨修復技術 膝軟骨磨光也有救

Social Media

(節錄自【九八新聞台 財經起床號】)

Readers’ sharing session

Book Launch and Events：陳文茜《消失的愛：逆轉我們的時代》



News Report

聯合新聞網

盛治仁 / 鑑往知來 一窺「消失的愛」

天下雜誌

以色列強攻拉法 陳文茜：滅絕人性的黑暗，永不消失的愛

人間通訊社

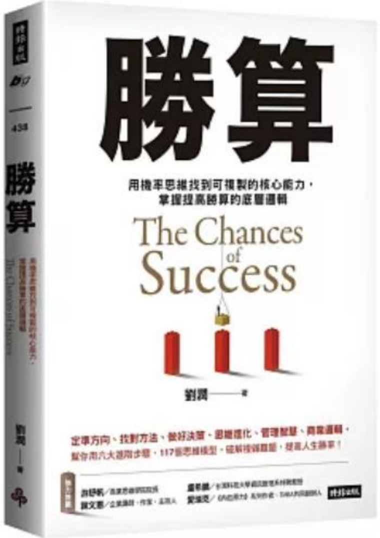
惠中寺未來與希望講座　陳文茜談消失的愛逆境中我們更需要知識

YouTube

(節錄自【佛光山惠中寺】)

Readers' sharing session

Book Launch and Events：劉潤《勝算：用機率思維找到可複製的核心能力，掌握提高勝算的底層邏輯》



News Report

www.thenewslens.com

劉潤《勝算》：管理工具大盤點，「事先有沙盤、事後有復盤」助你實現人生目標

Cheers快樂工作人

根本沒有什麼「向上管理」？劉潤：我認為這世上只有一種能力

Social Media

(節錄自【迷誠品Podcast】)

Book Channel

Book Launch and Events：巴奈、徐璐《巴奈回家：凱道‧二二八公園的二六四四天》

News Report

原住民族文化事業基金會

「巴奈回家」新書發表 書寫街頭抗爭7年歷程

中央社 CNA

巴奈自傳發表會細數7年抗爭心路 盼落實原民正義

端傳媒Initium Media

巴奈專訪：陪蔡英文做總統，住在帳篷抗爭七年的她回家了

Social Media

(節錄自【中廣流行網 i like radio蘭萱時間】)

Readers’ sharing session

Sales Channels
Expansion

Main Traditional Channels

1 **Top 3 Channels**

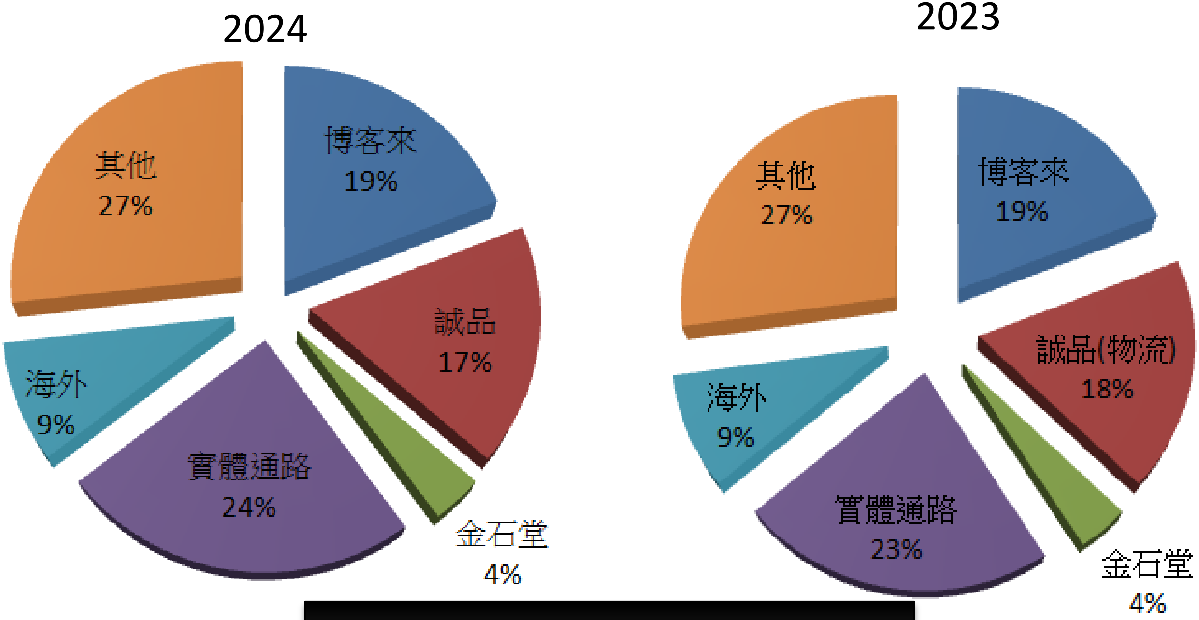
Books.com.tw
Eslite (over 40 stores)
Kingstone (over 30 stores)

2 **Traditional Bookstores**

Traditional bookstores
(over 80 stores)
Independent bookstores
(over 10 stores)

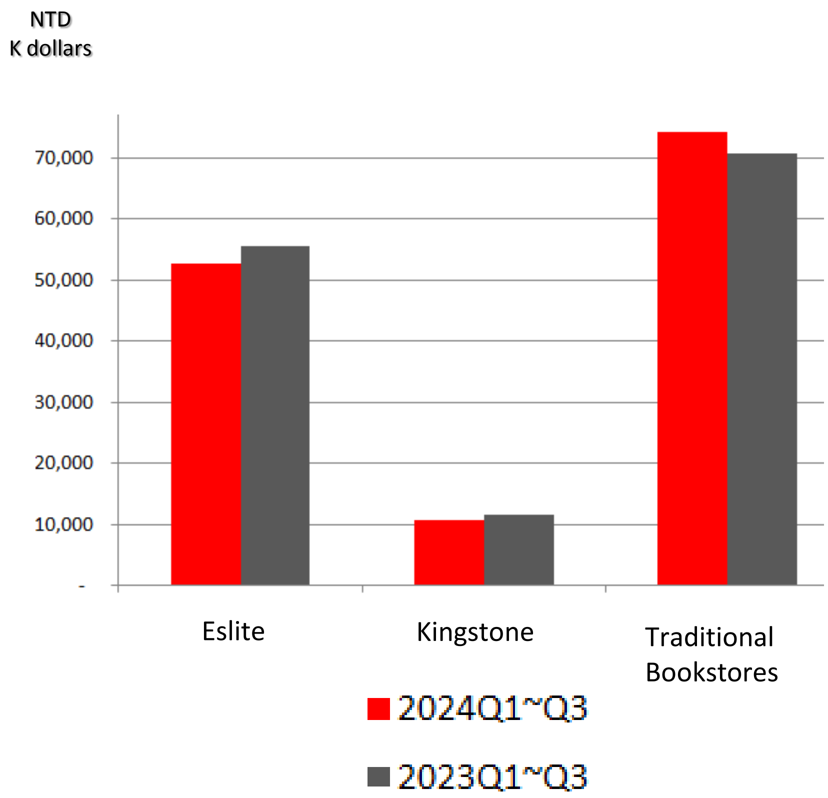
3 **Overseas Market**

China, Hong Kong, Macau,
Singapore, Malaysia,
United States of America



Q1~3 Sales Channels
Market share percentage

Sales Trend of Traditional Sales Channels



The Covid-19 disease is getting less and less in 2024. It's good for the traditional bookstores ,and make the books sale better. But the traditional bookstores are impacted seriously in new technological progress.

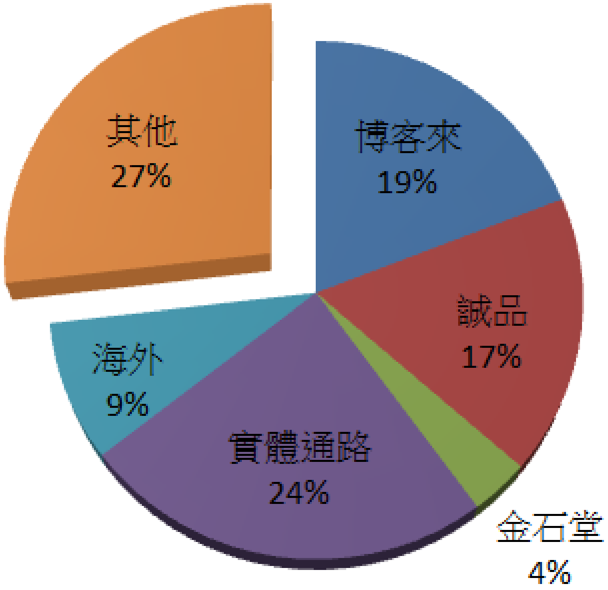
公視新聞網PNN
2024-07-08 12:29

書市經營不易，愛書人仍齊聚分享閱讀美好！

台灣的出版現況嚴峻，有人認為紙本書已屆臨黃昏末日，但還是有一群人致力於推動閱讀的樂趣。資深文化人詹宏志從2021年起，就持續為愛書人創造對話的空間，在台中的中央書局舉辦讀書會，邀請各領域名家為讀者說書，不只帶動閱讀風氣，也讓許多經典書籍重返暢銷作品之列。....

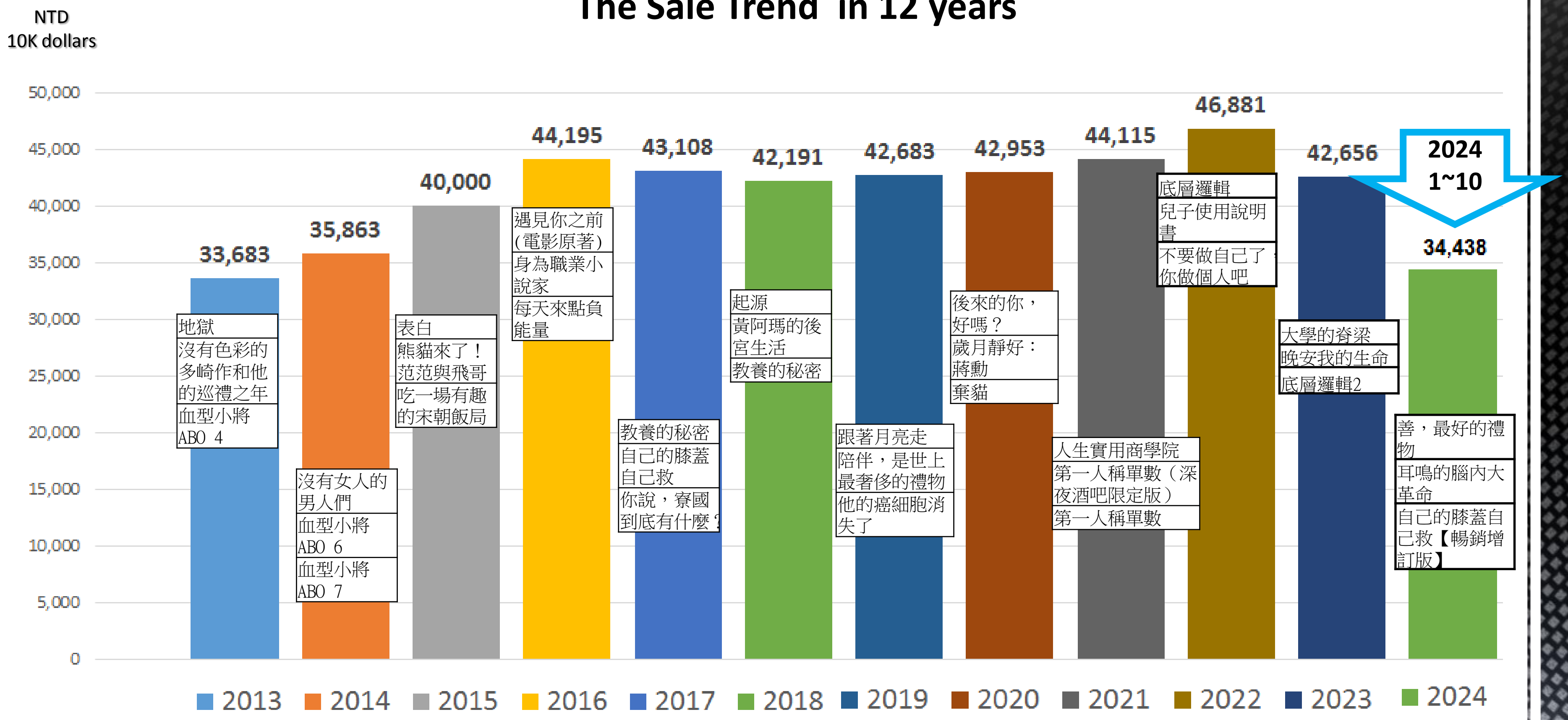
鄭淑文 劉建邦 / 採訪報導　黃心亮 / 整理報導

Other Channels Expansion



- **Online Platforms**
  - Online Shopping platforms
  - Online communities
  - Fan Pages
  - APPs, LINE
- **Special Cannels**
  - Libraries
  - Schools procurements
  - Government bids
- **Others**
  - e-Books
  - re-authorize
  - Editorial/ Publicity Service
  - Own bookstores
  - / Independent bookstores

The Sale Trend in 12 years



Sales Channels
Expansion

Run Our Own Bookstore

- Some times Café
(時報本鋪)

Sales Channels Expansion

Through Our Own Stores

Enhance Readers Service

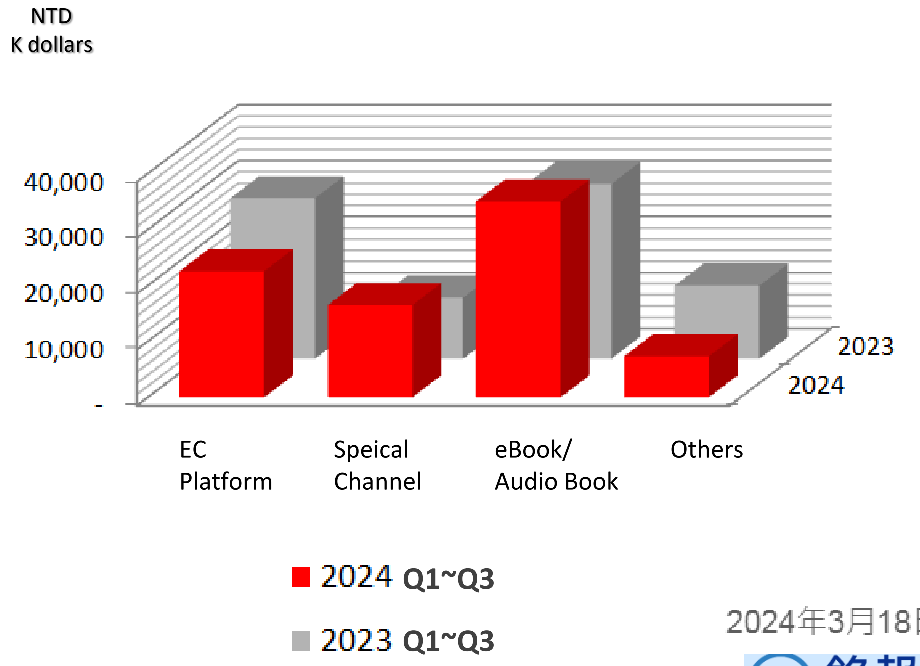
Authors
- *Creative Works Sharing*
- *Proximity to Readers*
- *Peripheral Production Value*

Editors
- Nurture the New Talents
- Meet the Market Demand
- Product innovation

Readers
- Deeper Understanding
- Wide Range of Reading
- Sharing and Interaction

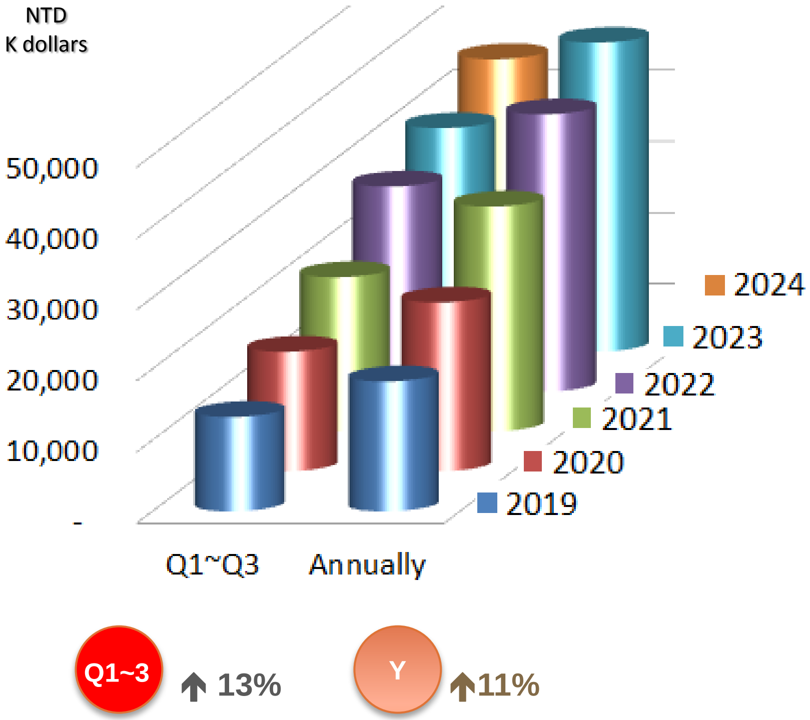
Sales Channels Expansion

E-commerce Platform Growth Trend



- The sale growing rate of E-commerce Platform is decending 21%, especially MOMO.com.tw (-35%) in 2024 Q1~3.
- The sale growing rate of eBooks & audio books is growing 12% in 2024 Q1~3.
- The sale growing rate of the traditional bookstores (including independent bookstores) is growing 51% in 2024 Q1~3.

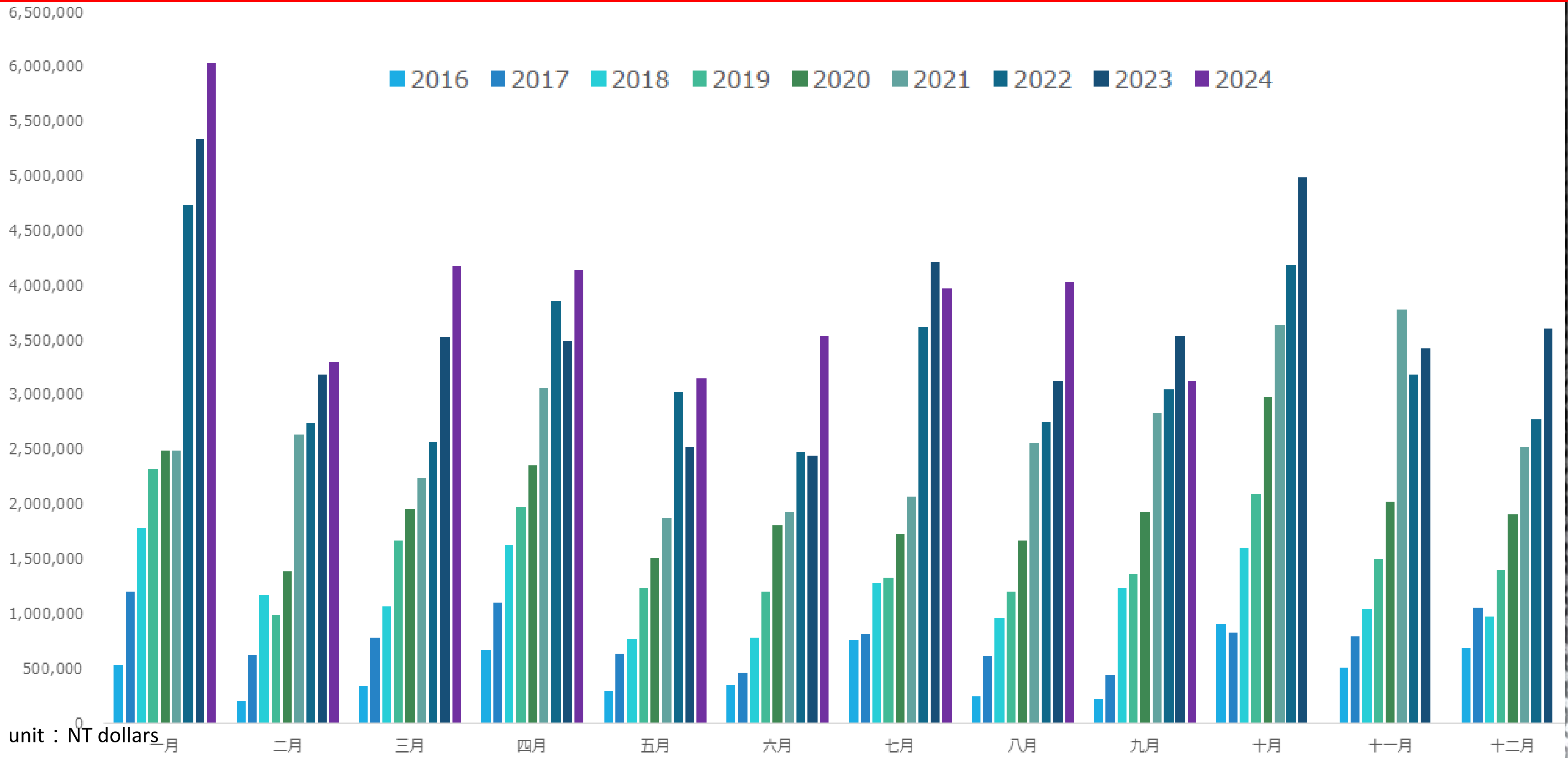
Continue to Run Digital Publishing



- **Continue to run digital publishing**
- **Strategy**
  - Acquire e-book rights of most titles.
  - Aim for selling e-books and printed books simultaneously.
  - Target at different audience based on different preferences and needs of foreign and domestic readers.
  - Direct readers to suitable e-book platforms.
  - Work with all main channels closely by holding book fairs and lunching sales promotion.
  - Reinforce cooperation with e-book platforms.
- Develop other digital publications.

Digital
Publishing

E-books monthly Sales



unit：NT dollars

Digital Publishing Development

Our Partners

博客來

Kobo

1號課堂

udn

台灣大哥大

Pubu

iRead

Hami

readmoo

HyRead

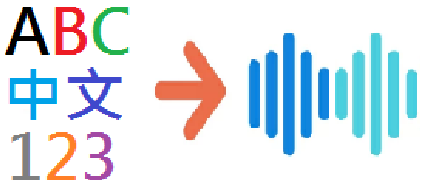
amazon

TAICCA 文化內容策進院

Continue to Produce Digital Publishing Product(audio book)

Audio Book Feature:

- Including audio book, audio class, and audio guided reading
- Transferring format： words → audio format
- Easy reading, easy learning in any time



Sample:Audio class (節錄自 親子天下/線上學校)

親子天下 蔡璧名的《醫道習慣》線上課程

課程七大重點

594 分 | 11 章節 | 16 內容

1. 望診及切診實際操練 - 覺察身體狀態
2. 中醫知識辨別食材藥性 - 建立日常飲食觀
3. 太極武術引導 - 將柔軟的功夫放進身段中
4. 樹立身體中軸 - 走坐臥躺鬆柔身體姿態
5. 老莊經典啟示 - 找回內心安定的力量
6. 凝神練習 - 不受外在影響堅固身心
7. 工具書使用 - 見證越來越好的自己

介紹 | 集數

第一章：醫道習慣總論 | 習慣解構與重構．習慣理想的自己 約 58 分鐘
第二章：凝神與解愛 | 在愛裡學會真愛 約 71 分鐘
第三章：樹立身體姿態 | 在走坐臥躺中養育自然鬆柔的身體姿態 約 51 分鐘
第四章：周身俱要輕靈 | 落實生活的技道心 約 61 分鐘
第五章：陰陽五行說本草 | 把中醫知識帶進廚房及日常飲食 約 93 分鐘
第六章：理想運轉 | 小宇宙中虛實分明的逍遙生活 約 39 分鐘
第七章、望氣色練習 | 增強閱讀自我身體的能力 約 87 分鐘
第八章：切脈練習 | 從身體感脈搏自己的心身習慣 約 52 分鐘
九、彩蛋單元
彩蛋 1：行走的虛實步練習 約 20 分鐘
彩蛋 2：太極拳的起勢練習 約 13 分鐘
彩蛋 3：「安排」：觀察「自然」呼吸的「神凝」練習 約 10 分鐘
彩蛋 4：穴道導引的乾坤自由行 約 30 分鐘
彩蛋 5：如何「坐」出「緣督以為經」的身體質感 約 8 分鐘

Types of Audio Books

Author Speaking

The author transform his / her words to be audio format. it's another choice for the readers.

Expert Guiding

The expert chooses the single topic, and then share his / her personal opinion for the audience.

Audio Book Excerpt

Select the hot topic,and make the audio book excerpt.

Others

ex PODCAST, Audio Channels...

產　品　通　路

性質	平台名稱
大宗 / 大宗	Pubu
	UDN
	凌網
	華藝
大宗 / 計次	台灣雲端
	凌網
月租包	Boka
	Hami
	Kobo
	MOMO
	博客來
專案採購	Hami
點擊	Pubu
	UDN
	點閱串
斗內	文策院

性質	平台名稱
零售	Amazon
	Google
	Hami
	Kobo
	MOMO
	Pubu
	Readmoo
	UDN
	台灣漫讀
	杰思
	凌網
	博客來
	華藝
	讀冊
文化部計次	Pubu
	台灣雲端
	凌網

Audio Books On Shelves (Product / Platform)

Rakuten kobo

乩童醫生

由 蘇上豪

皮拉奈奇

Piranesi

由 蘇珊娜．克拉克

Readmoo讀墨

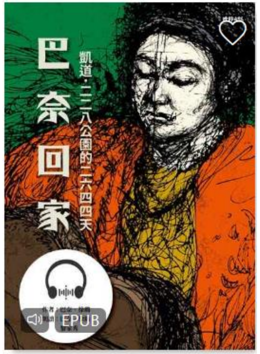
金月蓮（台語版）【有聲書】

朱嘉漢

洗大象的女人【有聲書】

花柏容

HYREAD



【有聲書】巴奈回家：凱道・二二八公園的二六四四

一刻鯨選

Cultural & Creative Content Products

Joint development with authors

Acquire merchandizing rights

Provide more options for consumers by extending and expanding product lines from books.

Seminars/ Events Coordinate

Develop Cultural & Creative seminars

- **Seminars(有時聚聚)**

  In order to stay close to readers and make better progress for both the readers and publishing industry, we've been holding seminars to create opportunities for public and reading can meet and get involved.

新書發表會

閱讀・咖啡香

文創活動場地

2024 萬華大鬧熱｜艋舺有嘻哈

★時間：2024/11 / 16 13:00 - 21:30
★地點：艋舺青山宮前

The Movable type printing Summer Camp

走進書店沉浸在美好閱讀書本時，
曾想過書是如何印製的嗎？

「活版印刷DIY」手腦並用，動手撿鉛字、排版，完成自己的鉛字版，再一起啟動鉛字印刷機，觀察機器如何運作，上墨、送紙、印刷、翻紙，完成將文字印在紙上，體驗鉛字活版印刷創作。

#時報本鋪#

The Summer Camp One

The Summer Camp Two

Editorial/ Publicity Service

Value-added Integration Service

co-publication

06

Prospect

- Future Thinking
- Publishing Revival

Future Thinking

Publishing Process Reinforcement

- 大書大作
- 小書穩穩做
- 不同書不同做

大小眼

- 印量決定
- 企劃 通路 媒體
- 補書

講節奏、
緊密連結

人人推書

- 作者
- 部落客
- 員工
- 企業

依賴網路

- 題材
- 行銷
- 自媒

Future Thinking

Publishing Market Redefine

打破通路　商場、特賣會、連鎖店、自營店、大陸、網路

- **Sales channels**→Independent bookstores, Bookstore Chains, Individual e-commerce websites
- **Distribution system**→Book, Product distribution

多源收益　講座、導讀、商品、影音、經紀、顧問、珍藏品

- **After-Sales Service**→Reading club, Life style club
- **Life Style**→ Consulting service of Reading and exhibition

滿足初心　為讀者做書，不是為作者或編者做書

- **Content Provide**→Books, Non-book, Knowledge production line
- **Product Planning**→Create with the topic we choose Books, Magazines, Self-media and Audio projects

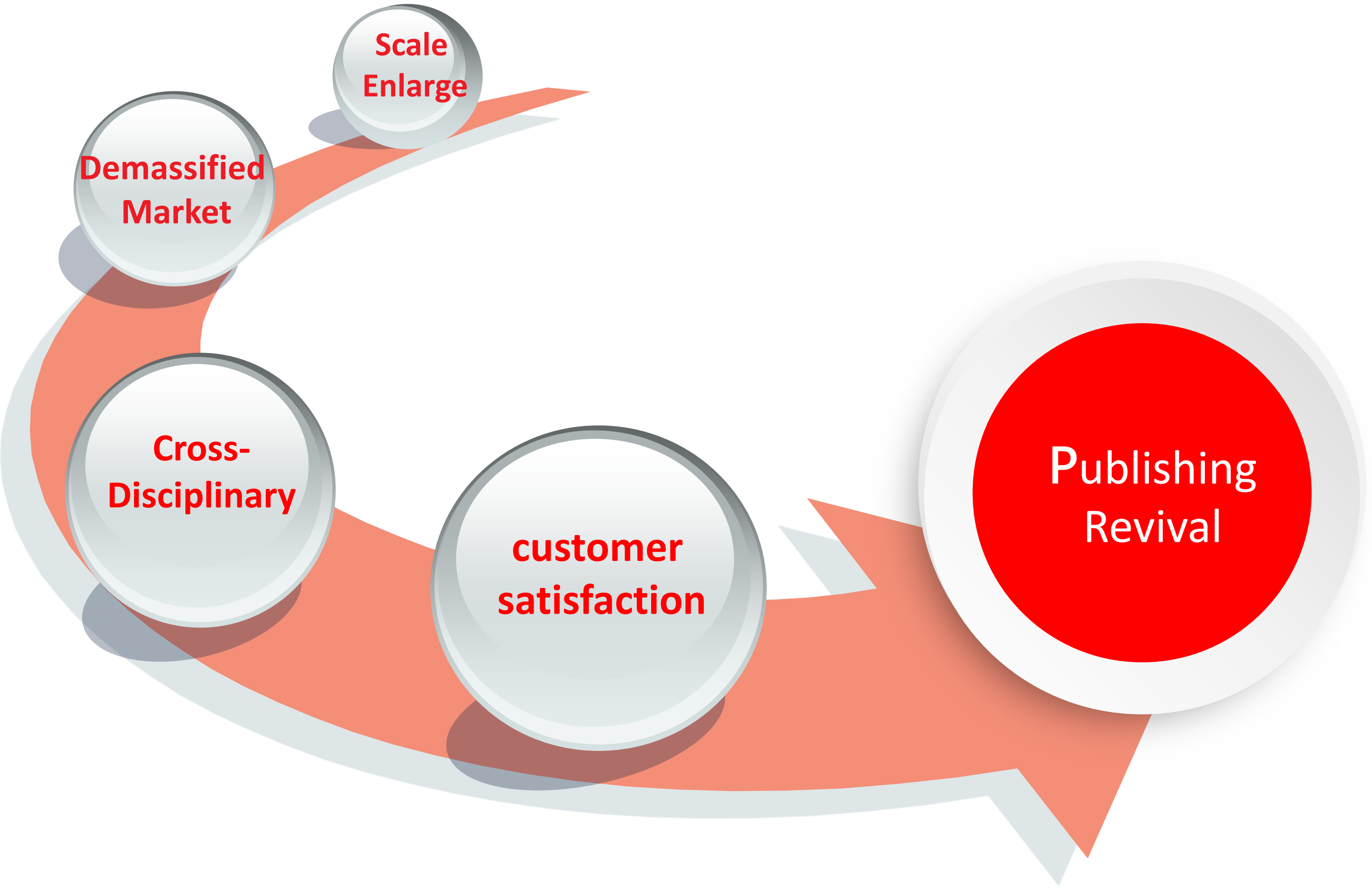
不只賣書、也賣作者　滿足讀者需求欲求的、不只是書

- **Author Interactions**→Seminars, Events coordinate
- **Authors Agent**→Publishing, Product Endorsements, Speaking

Future Thinking

Publishing Platforms Operating

Publishing Revival



07

Financial Update

- Balance Sheet (IFRS-consolidated)
- Income statement (IFRS-consolidated)

Balance Sheet

(IFRS-consolidated)

NTD’ 000

Unit: NTD K dollars

	2024/9/30		2023/12/31		2023/9/30	
Accounting Title	Amount	%	Amount	%	Amount	%
Current Assets	539,639	64.55%	560,950	65.69%	542,329	64.79%
Non-Current Assets	296,368	35.45%	292,960	34.31%	294,761	35.21%
Total Assets	836,007	100%	853,910	100%	837,090	100%
Current Liabilities	348,934	41.74%	357,129	41.82%	349,072	41.70%
Non-Current Liabilities	43,517	5.21%	47,698	5.59%	48,980	5.85%
Total Liabilities	392,451	46.94%	404,827	47.41%	398,052	47.55%
Common Stock	303,758	36.33%	303,758	35.57%	303,758	36.29%
Capital Surplus	12,800	1.53%	12,800	1.50%	12,800	1.53%
Retained Earnings	135,854	16.25%	141,937	16.62%	131,852	15.75%
Other Equity	-8,856	-1.06%	-9,412	-1.10%	-9,372	-1.12%
Consolidated Equity Attributed to Stockholders of the Company	443,556	53.06%	449,083	52.59%	439,038	52.45%
Total Stockholders' Equity	443,556	53.06%	449,083	52.59%	439,038	52.45%
Book Value per Share（dollar）	14.6		14.78		14.45	

Income statement

(IFRS-consolidated)

NTD' 000

Unit: NTD K dollars

	Q1~Q3		Q1~Q3		Diff
Accounting Title	Amount	%	Amount	%	Amount
Revenue	303,271	100%	308,252	100%	-4,981
Cost of Goods Sold	162,913	54%	171,232	56%	-8,319
Gross Margin （Loss）	140,358	46%	137,020	44%	3,338
Gross Margin (Loss) net	140,358	46%	137,020	44%	3,338
Operating Expense	127,134	42%	121,548	39%	5,586
Operating income(Loss)	13,224	4%	15,472	5%	-2,248
Net Non-Operating income(Loss)	7,804	3%	4,099	1%	3,705
Net income(Loss) before tax	21,028	7%	19,571	6%	1,457
Tax Expense(income)	2,811	1%	2,724	1%	87
Income(Loss) from Continuing Operation-net	18,217	6%	16,847	5%	1,370
Net income(Loss) after tax	18,217	6%	16,847	5%	1,370
Other comprehensive income-net	556	0%	150	0%	406
Total comprehensive income	18,773	6%	16,997	6%	1,776
Profit (loss), attributable to:Stockholders of the Company	18,217	6%	16,847	5%	1,370
Comprehensive income(loss), attributable to:Stockholders of the Company	18,773	6%	16,997	6%	1,776
Basic earnings per share(dollar)	0.6		0.55		0.05

08 Conclusion

Don’t blame readers for not reading books.

Blame us for not presenting the right books which readers want to read.

時報出版
CHINA TIMES PUBLISHING COMPANY
尊 重 智 慧 與 創 意 的 文 化 事 業

Thank You