

# China Times Publishing Company

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(8923)



# Outline

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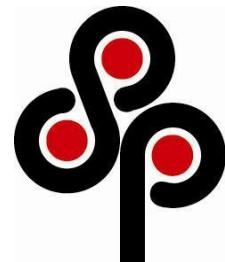
06

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Conclusion

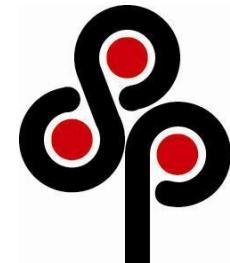
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# Disclaimer

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 materially from those predictive information in these forward-looking statements.

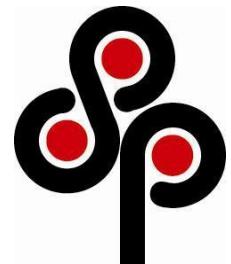
The prospects or predictive contents in this presentation are only reflected to the assessments of future to date, but not expressed, implied nor assurance to the accuracy, completeness and reliability of the forward-looking statements. China Times Publishing Company undertakes no obligation to update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



01

## Company History

- Establishment
- History Introduction





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

# History Introduction



Established Publishing  
Limited Company



IPO



1975      Established Publishing  
Department



1995      Converted to Company  
Limited by Shares



1999

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

新聞是為  
歷史作紀錄  
而文化傳承  
則必須由  
出版事業  
來負擔

一九五五年余紀忠先生創立  
時報出版公司  
而成為夏吉海川余先生敬書  
時報出版公司  
理念

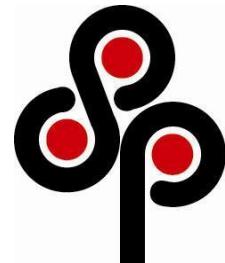


Corporate Value :  
Respect for Wisdom and Creativity

02

## Industry status

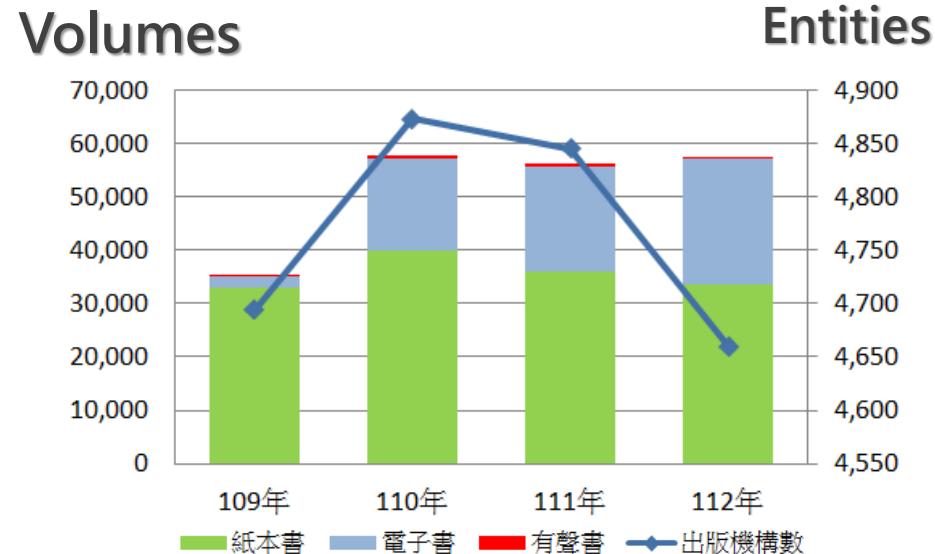
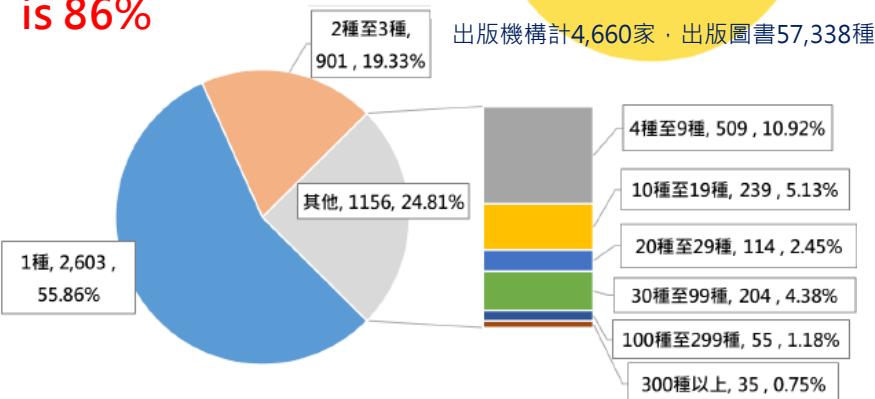
- Publishing vs. Reading
- Current Situation



# 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%

# 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 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 Preference 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

年齡層	112年		111 年 比例	近兩年 相較
	排行	借閱冊數 (單位：萬)		
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 analysis: above 4 titles).
  - The book is often priced in NTD \$300~399 .

# Publishing Industry Crisis In Taiwan



# Content Selection Dilemma

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

01

Local  
Author

Authors earning decline with sales drop.

Foreign  
Books

02

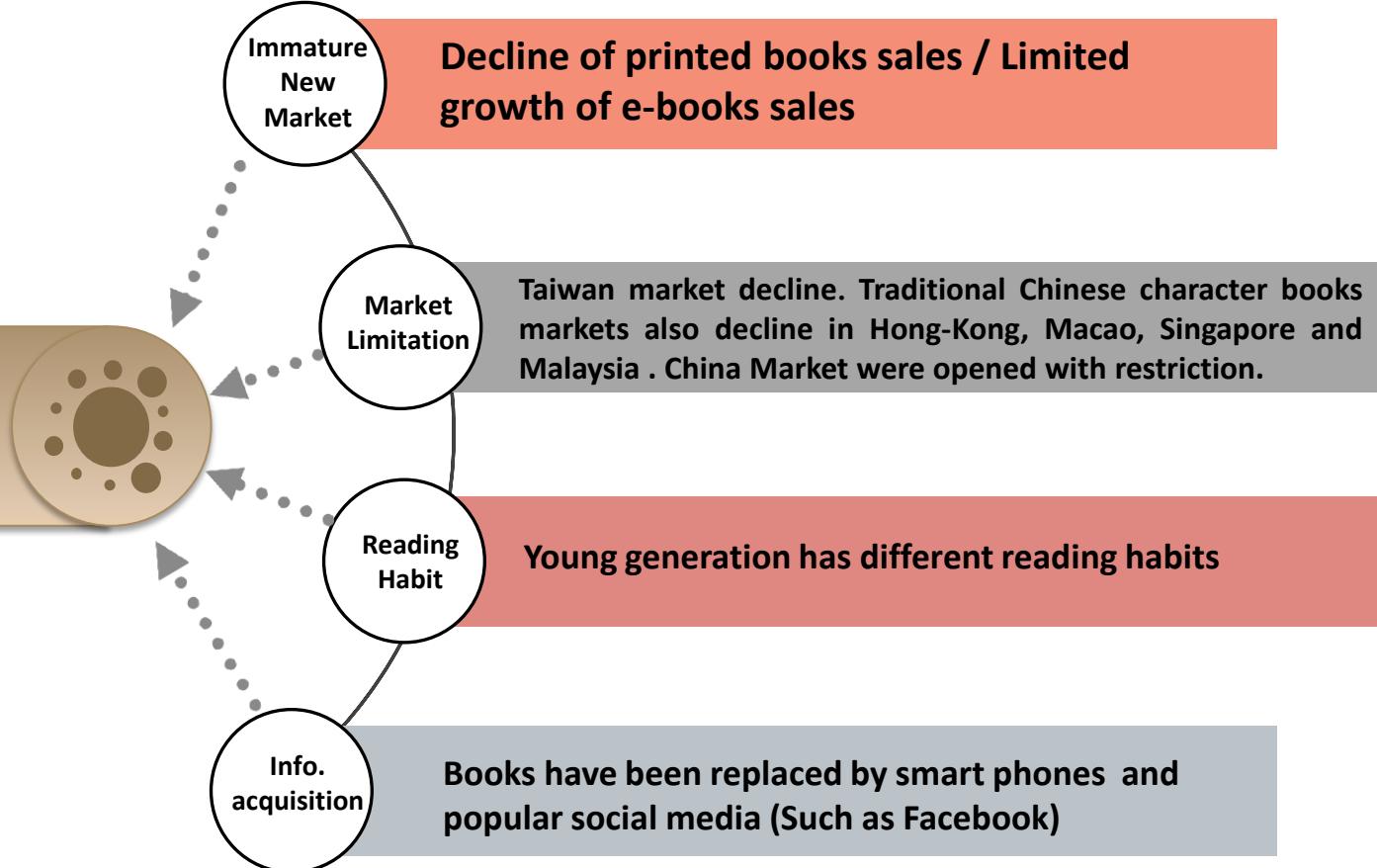
Internet  
Celebrity

03

Publishing content changes, as well as qualities and standards.

## Current Situation

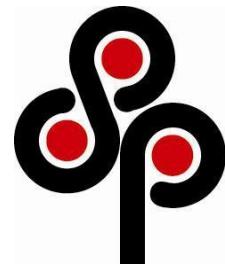
# Publishing Industry Crisis In Taiwan



03

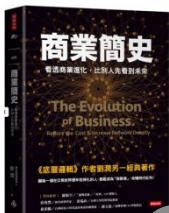
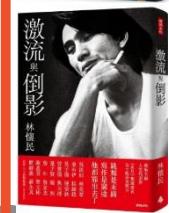
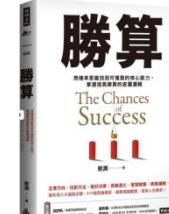
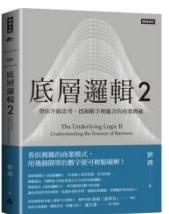
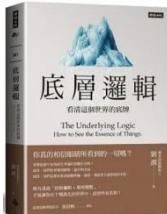
## Bestsellers

- Bestsellers
- Book Awards





# Recent Bestsellers



2021

2022

2023

2024.01~06

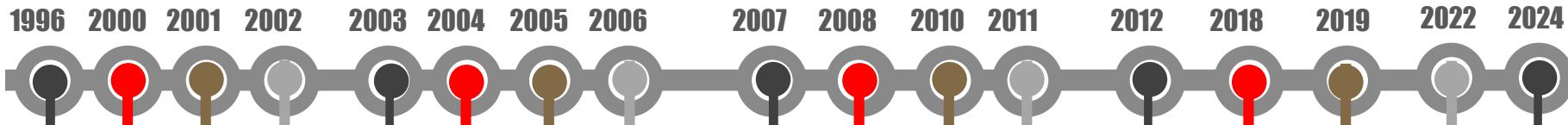
# All-Time Bestsellers

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



Every title has sold more than 200k copies.

# All-time Book Awards



《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

《十年一覺電影夢》  
《25°C的咖啡之戀愛幸福》  
獲優良圖書推薦。

《甜心澀女郎》《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

《台北爸爸，紐約媽媽》  
獲獎。《醫23事》  
《命根子終極解密》入圍

《炭空》獲獎。  
《開箱臺灣史》  
入圍

《珍藏美麗島》  
《百年思索》  
《亞當的秘密》獲獎

《熊秉元漫步法律》  
《御獸園》  
《梁山伯與祝英台》獲獎

《絕對小孩》最佳漫  
畫書獎《天安門》入  
圍

《袒露的心》  
文學圖書金鼎獎  
《像我這樣一個記者》  
優良推薦

《悲傷茱麗葉》  
《農莊共和國》  
獲獎

《什麼事都在發生》獲獎

《人人身上都是一個時代》  
獲獎  
《我的小革命》入圍

《禮物》  
優良推薦

《郭芝苑-沙漠中盛  
開的紅薔薇》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

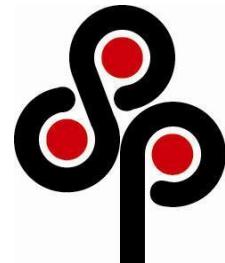
《一次看懂自然科學》獲獎  
《三世人》入圍

《馴羊記》  
《俗女日常》  
優良出版品圖書類

# 04

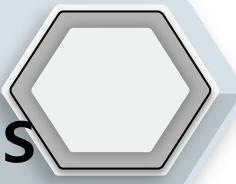
## Annual Plans

- 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

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 .



# Production Strategies



# 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.

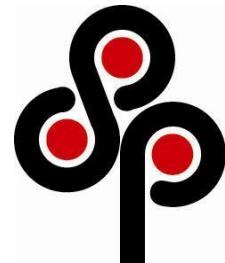
## 4. Develop the cultural creative business

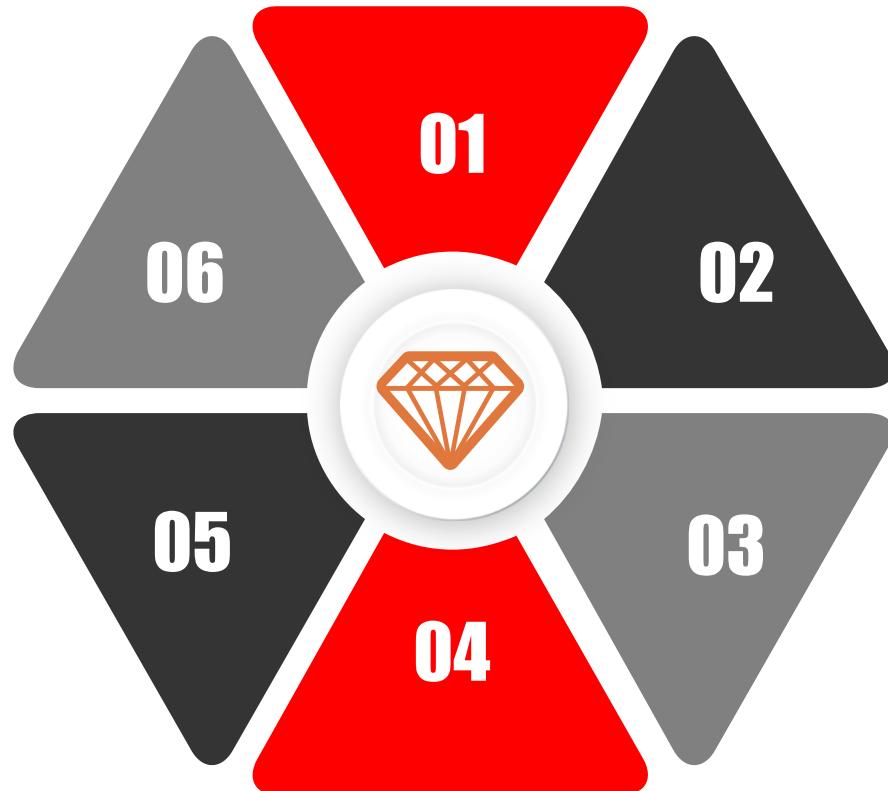
Develop the non-books products, and build up the relative and derivative business system.

# 05

## Strategy

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





## 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.



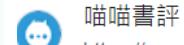
# Fundamentals Reinforcement



# 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)



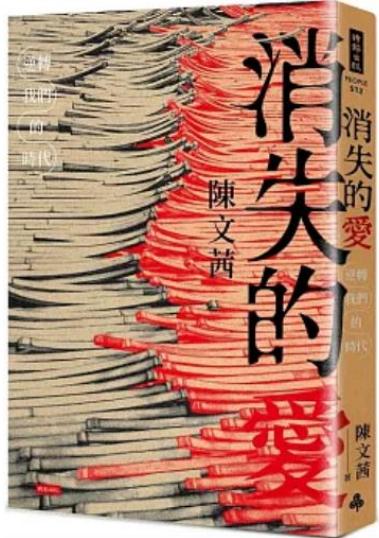
善最好的禮物 靜思心靈小語



## Readers' sharing session



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



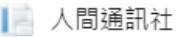
## News Report



盛治仁 / 鑑往知來 一窺「消失的愛」



以色列強攻拉法 陳文茜：滅絕人性的黑暗，永不消失的愛



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

## Readers' sharing session

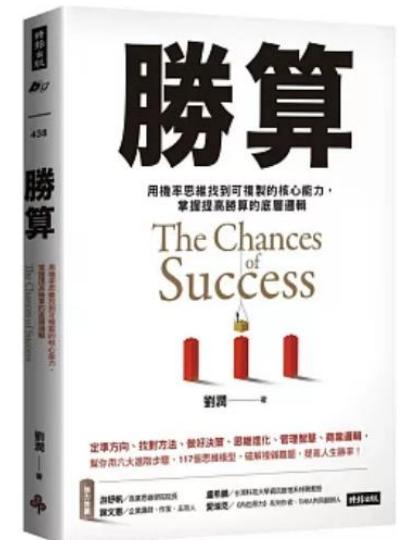


## YouTube

(節錄自【佛光山惠中寺】)



# 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

C 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】)



迷誠品 EP328 | 《勝算》

誠品 eslite 教你掌握人生的底層邏輯，停止盲目努力

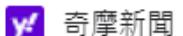
## Book Channel



# Book Launch and Events : 雨揚老師《四神天地魔法書：你專屬的居家辦公風水創意學》



## News Report



奇摩新聞  
結合風水學與AI科技全新體驗 雨揚老師率四神獸開啟命理新視野



www.thenewslens.com  
雨揚老師《四神天地魔法書》：匯聚天時地利人和的新概念  
四神與二十八星宿性格分析



TVBS新聞網  
3生肖桃花超旺！「這1種人」走財運還有戀情 雨揚老師大解析

## Social Media

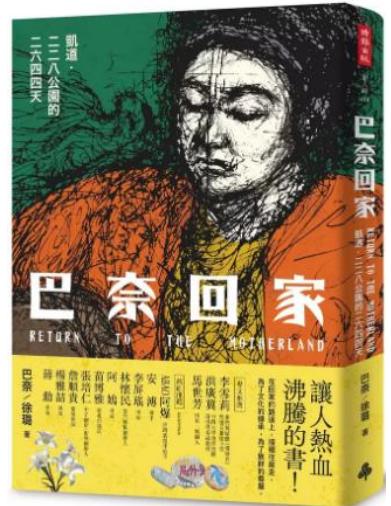
(節錄自【中廣流行網 i like radio 綺麗世界】)



## Readers' sharing session



# 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



巴奈自傳發表會細數7年抗爭心路 盼落實原民正義



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】)



【蘭萱時間】訪《巴奈回家》作者 巴奈 Panai Kusui

## Readers' sharing session



# Main Traditional Channels

1

## Top 3 Channels

Books.com.tw

Eslite (over 40 stores)

Kingstone (over 30 stores)

2

## Traditional Bookstore:

Traditional bookstores  
(over 80 stores)

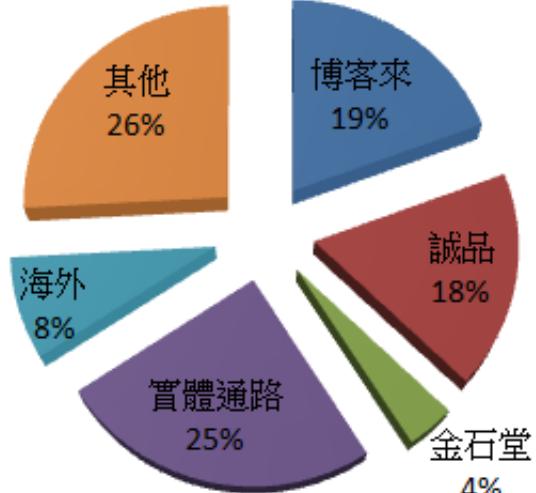
Independent bookstores  
(over 10 stores)

3

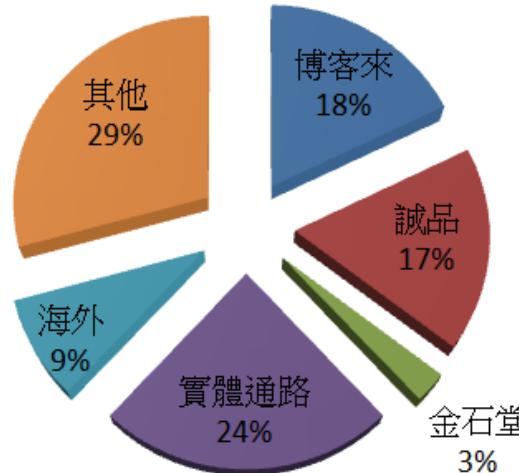
## Overseas Market

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

2024

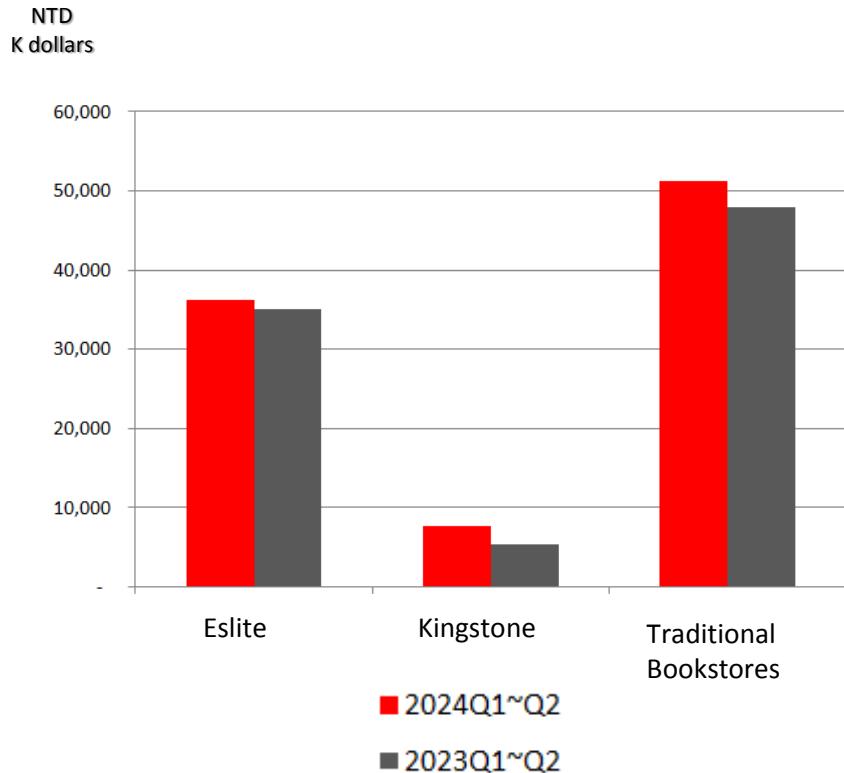


2023



Q1~2 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

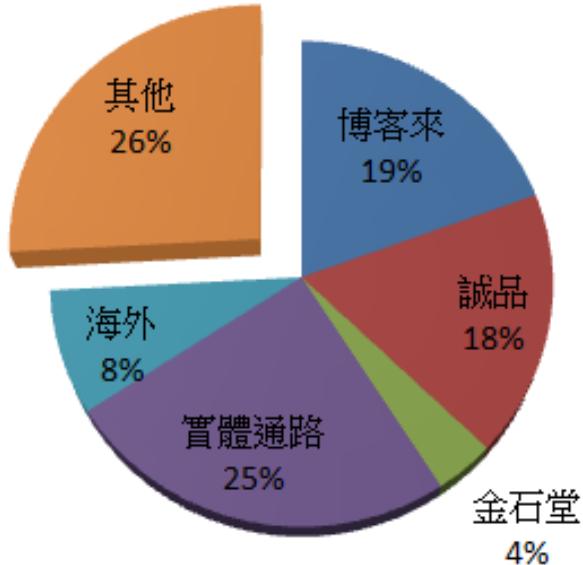
2024-07-08 12:29

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 Channels**

- Libraries
- Schools procurements
- Government bids

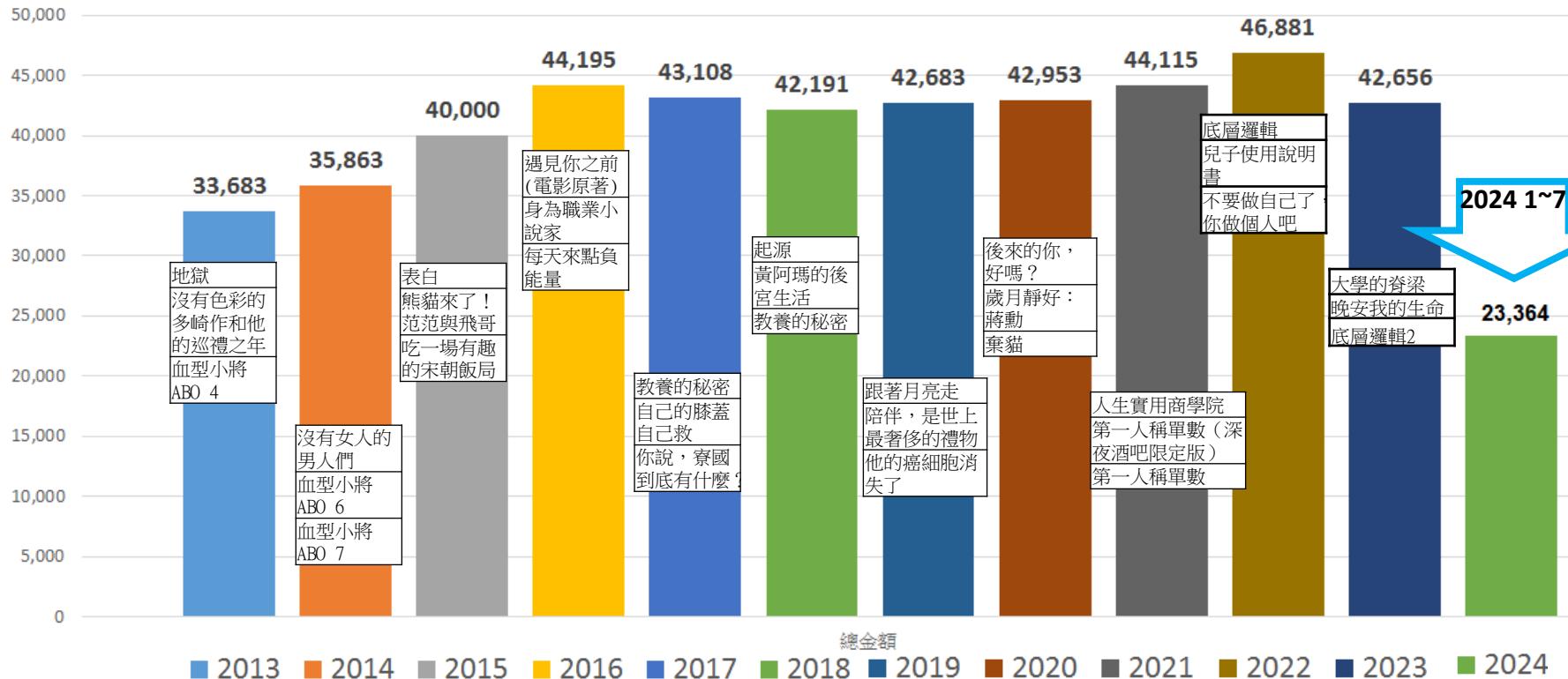
- **Others**

- e-Books
- re-authorize
- Editorial/ Publicity Service
- Own bookstores
- / Independent bookstores



# The Sale Trend in 12 years

單位：萬元



## Sales Channels Expansion

# Run Our Own Bookstore

- Some times Café (時報本舖)



時報本舖 4/23 世界閱讀日 / 版權日  
4月23日 · 在閱讀的時光，探索美好驚喜



時報本舖 #季節甜點 夏季到了☀️  
4月18日 · 本舖限定時間甜點



Sometimes Book Café

有時。聚聚。

時報本舖·咖啡·文創

營業時間：11:00-19:00 (週日公休)

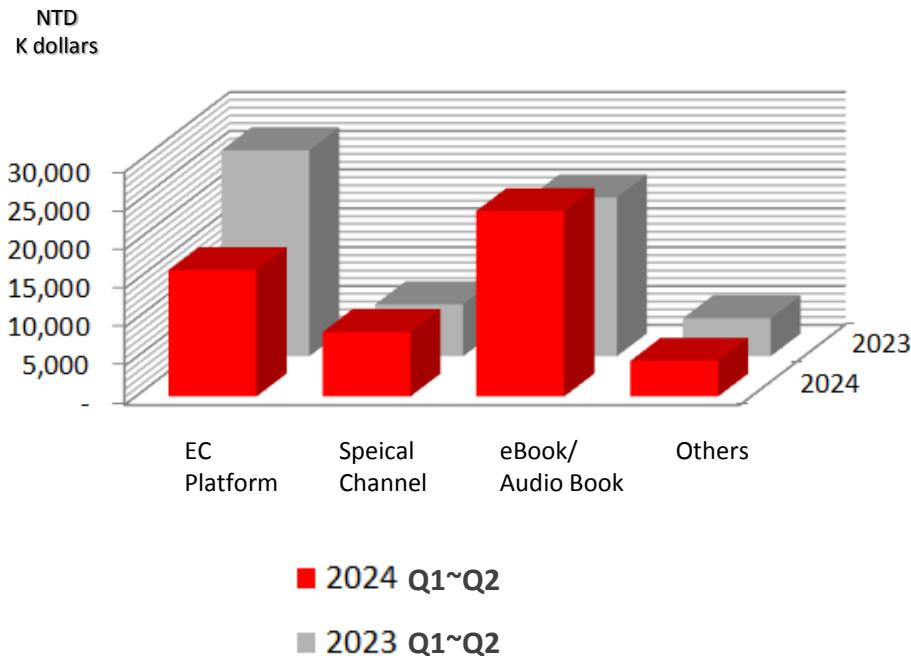
Sales Channels  
Expansion



Through  
Our Own  
Stores  
Enhance Readers  
Service



# E-commerce Platform Growth Trend



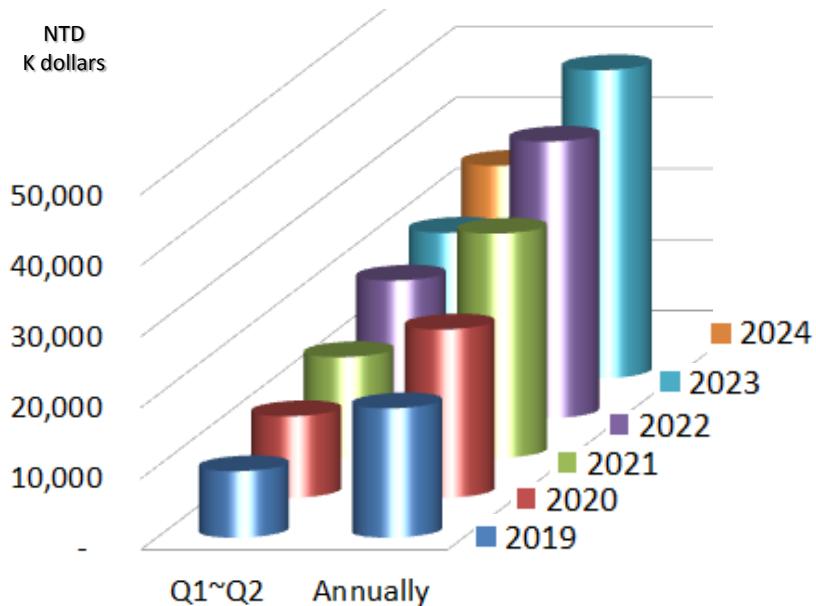
- The market share of E-commerce Platform is decreasing 39%, especially MOMO.com.tw (-50%) in 2024 Q1~2.
- The growing rate of eBooks & audio books is growing 17% in 2023 Q1~2.
- The traditional bookstores (including independent bookstores) is growing 24% in 2024 Q1~2.



2024年3月18日

「台人不打折不買書」折扣戰後書籍銷量下滑

# 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 launching sales promotion.
- Reinforce cooperation with e-book platforms.

- Develop other digital publications.

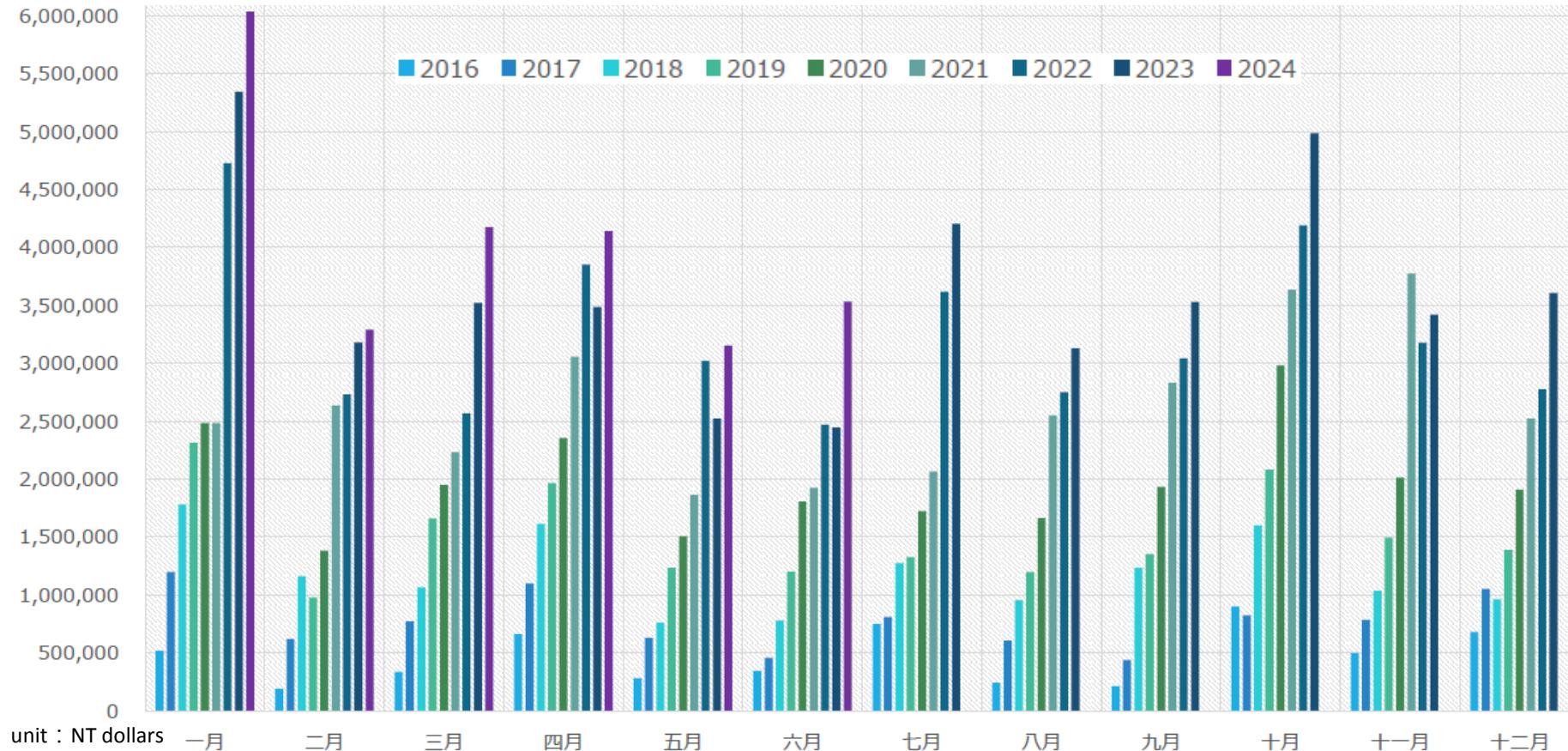
Q1~2

↑ 19%

Y

↑ 11%

# E-books monthly Sales



# Digital Publishing Development

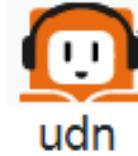
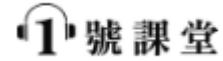
## Our Partners



博客來



Kobo



台灣大哥大



電子書城

Pubu



iRead



readmoo



HyRead

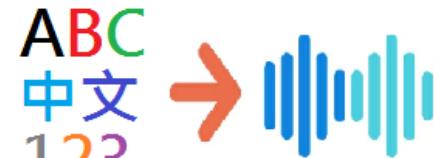


amazon



## 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)



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

#### 課程七大重點

594 11 16  
分 章節 內容

#### 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	性質	平台名稱
大宗 / 大宗	Pubu	零售	Amazon
	UDN		Google
	凌網		Hami
	華藝		Kobo
大宗 / 計次	台灣雲端		MOMO
	凌網		Pubu
月租包	Boka		Readmoo
	Hami		UDN
	Kobo		台灣漫讀
	MOMO		杰思
	博客來		凌網
專案採購	Hami	文化部計次	博客來
點擊	Pubu		Pubu
	UDN		台灣雲端
	點閱串		凌網
斗內	文策院		

# Audio Books On Shelves (Product / Platform)

Rakuten kobo



亂世醫生

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]

范柏睿

HYREAD



【有聲書】巴奈回家：凱  
道·二二八公園的二六四四

一刻鲸选



# Cultural & Creative Content Products



Joint  
development  
with authors

Acquire  
merchan-  
dizing  
rights



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





# 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



## 曉劇場藝術進駐計劃

★時間: 2023/12/9 13:00~15:00

★地點：時報本鋪書店

就在本週六 !! <https://reurl.cc/1G66dm>



# 到出版社玩初版 活版鉛字印刷體驗



## 2024 到出版社玩初版

### 活動日期

7/3、7/6、7/7、7/13、7/20  
7/21、7/25、7/27、7/28、7/30、7/31  
8/4、8/7、8/10、8/11、8/15、8/17  
8/20、8/21、8/24、8/27

### 活動對象

國小高年級生 可獨立參加  
幼兒園生～國小中低年級 需家長陪同

### 報名方式

至時報本鋪FB填寫線上報名表單

### 活動費用

體驗價 450元 / 人

- 含導覽、鉛字排版印刷體驗、作品、活動體驗證書
- 費用以小朋友為單位計算

### 活動地點

時報本鋪書店

02-2306-6370

營業時間 11:00-18:00

台北市和平西路三段240號

近捷運龍山寺站 2號出口



書是如何印製的？

你知道印刷有哪些步驟嗎？  
你知道是誰發明印刷術嗎？



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

2024 時報出版夏令營

# 繪本故事 創作營

活動對象  
國小生  
(分齡分組)

活動梯次  
周一至周五，一梯共五天  
7/1-7/5 7/8-7/12 7/15-7/19  
7/22-7/26 7/29-8/2 8/5-8/9 8/12-8/16

活動費用  
原價 \$7500  
早鳥優惠 \$6600  
優惠至 6/14

學習設計

針灸初期接觸寫作或喜歡繪畫創作的的國小學生設計，結合繪本、遊戲活動及故事創作，培養孩童接觸書本及閱讀能力，發揮專注學習的習慣，透過學習互動，促進人際群組互動。創作可促進的想像力及觀察力更豐富，以創意啟發為主，課程不設定標題，只有範圍提示，延伸小朋友想像力及創意，自由發揮不同的故事書形式，讓小朋友們繪本的世界中大玩創意遊戲。

營隊內容

挑選各種主題繪本，分享讀書，引領學員進入繪本的段落，提取簡譜與樂章，結合活動的活動，在故事與互動中，學會創作圖文故事。

「手工書創作」在創作過程中學習，透過手做消磨時間，培養專注力，結合美學、文學、生活、紀憶與個人想法，藉著練習自己的手工書創作，提升兒童閱讀的趣味性，更貼近生活主題的探討，擴展閱讀的視野。

成果作品 手工繪本書一本

星期一 星期二 星期三 星期四 星期五

早安 報到 8:00起可提前到書店閱讀

星期一	星期二	星期三	星期四	星期五
一起畫故事 想像力開發 故事編寫練習	文字萬花筒 走進故事小徑 創造一本故事	考思向逆 無厘頭不學 開拓開創意 編織這一頁	想像力製造所 圖畫書故事 繪一本書	書的禮學 獨一無二 裁剪拼貼
午餐 / 午休 12:00 - 13:30				
玩烘焙 用心做點心 麵包出爐了！	花園裡探險 拜訪奶奶的 香草花草	東南西北 一張紙開啟一 自然知識遊戲	開箱旅行 老外真有趣 百年甘甜滋味 (童年文創旅)	一本書的誕生 我的創作夢 紙黏黏奇 我的手工繪本書
桌遊不思議 遊戲交流 我是超級玩家	國藝小學堂 花藝造紙 手工紙DIY	主角就是你 麻吉夢想故事 書會進行式	好多好多 好奇的童心 寫作、繪畫 紀錄美好回憶	我是說書人 誰說說故事 故事萬華鏡
下課後可在書店閱讀等家長到 18:00				

地點: 台北市中正區忠孝西路三段240號1樓(近捷運市府捷運站)  
電話: 02-2306-6376 分機8102



Editorial/ Publicity  
Service



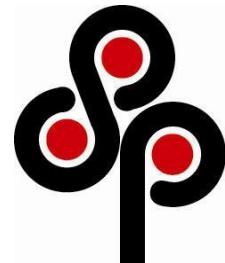
Value-added  
Integration  
Service  
co-publication



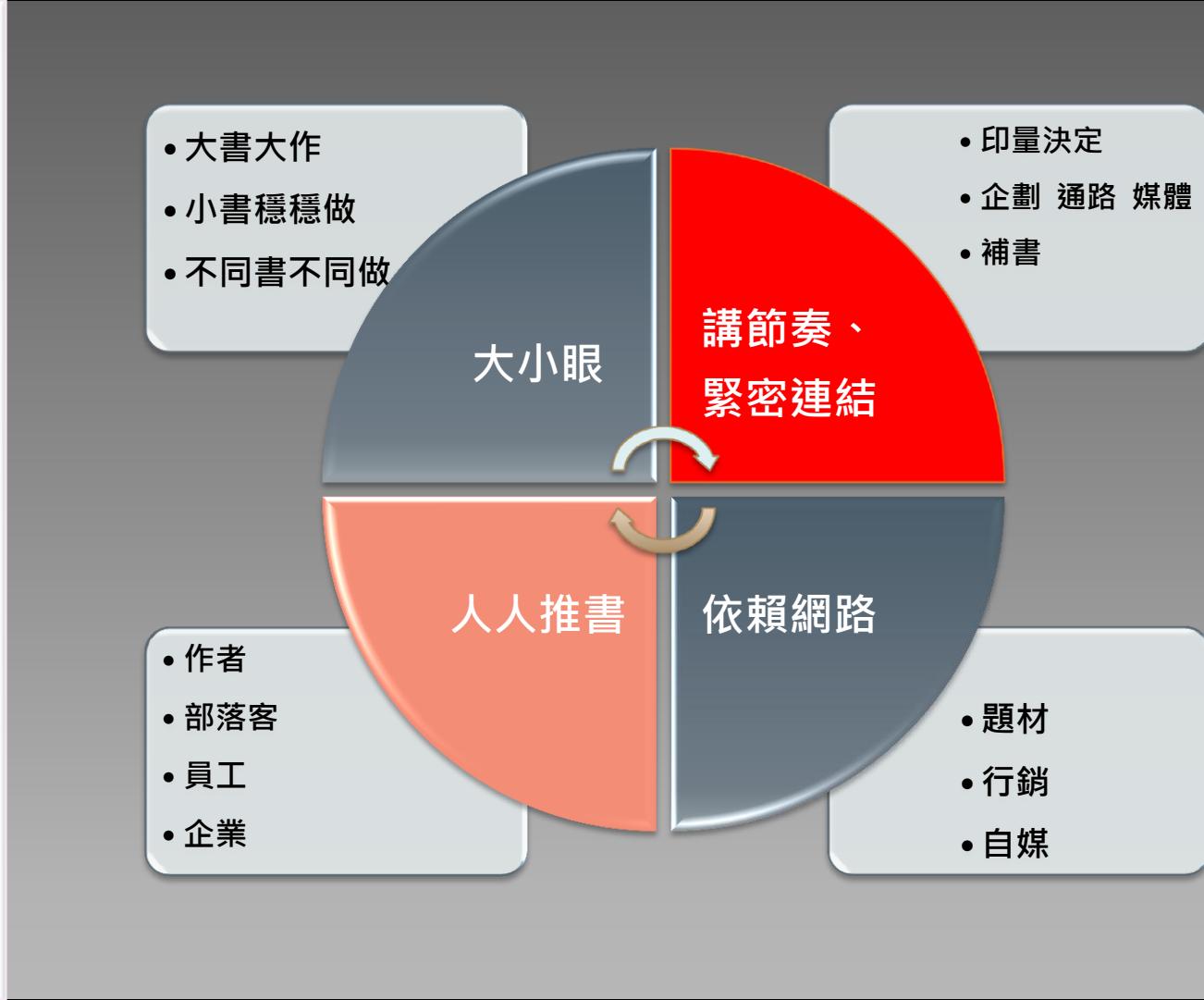
06

## Prospect

- Future Thinking
- Publishing Revival



# Publishing Process Reinforcement



# 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

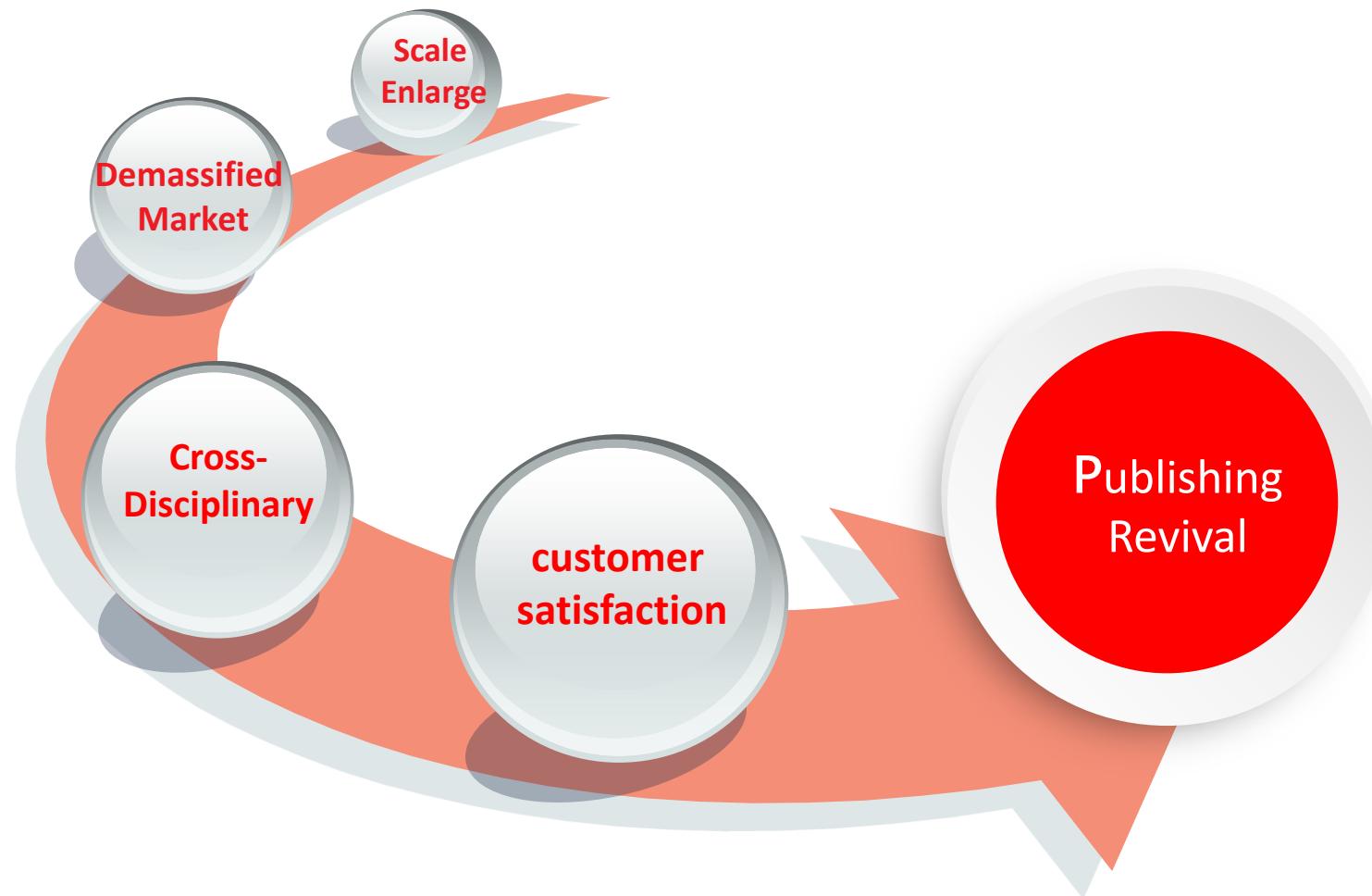
## 不只賣書、也賣作者

滿足讀者需求欲求的、不只是書

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

# Publishing Platforms Operating

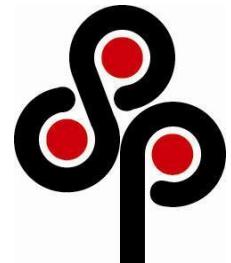




07

## Financial Update

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



Unit: NTD K dollars

# Balance Sheet

(IFRS-  
consolidated)

NTD' 000

Accounting Title	2024/6/30		2023/12/31		2023/6/30	
	Amount	%	Amount	%	Amount	%
Current Assets	556,585	0.66%	560,950	0.66%	553,218	65.83%
Non-Current Assets	292,078	0.34%	292,960	0.34%	287,168	34.17%
Total Assets	848,663	1%	853,910	1%	840,386	100%
Current Liabilities	364,207	0.43%	357,129	0.42%	358,460	42.65%
Non-Current Liabilities	44,629	0.05%	47,698	0.06%	50,304	5.99%
Total Liabilities	408,836	0.48%	404,827	0.47%	408,764	48.64%
Common Stock	303,758	0.36%	303,758	0.36%	303,758	36.15%
Capital Surplus	12,800	0.02%	12,800	0.01%	12,800	1.52%
Retained Earnings	131,980	0.16%	141,937	0.17%	124,891	14.86%
Other Equity	-8,711	-0.01%	-9,412	-0.01%	-9,827	-1.17%
Consolidated Equity Attributed to Stockholders of the Company	439,827	0.52%	449,083	0.53%	431,622	51.36%
Total Stockholders' Equity	439,827	0.52%	449,083	0.53%	431,622	51.36%
Book Value per Share (dollar)	14.48	0.00%	14.78	0.00%	14.21	

# Income statement

(IFRS-consolidated)

NTD' 000

Unit: NTD K dollars

Accounting Title	Q1~Q2		Q1~Q2		Diff
	Amount	%	Amount	%	
Revenue	205,153	100%	200,419	100%	4,734
Cost of Goods Sold	110,377	54%	111,714	56%	-1,337
Gross Margin ( Loss )	94,776	46%	88,705	44%	6,071
Gross Margin ( Loss ) net	94,776	46%	88,705	44%	6,071
Operating Expense	82,025	40%	79,962	40%	2,063
Operating income(Loss)	12,751	6%	8,743	4%	4,008
Net Non-Operating income(Loss)	3,497	2%	2,457	1%	1,040
Net income(Loss) before tax	16,248	8%	11,200	6%	5,048
Tax Expense(income)	1,905	1%	1,314	1%	591
Income(Loss) from Continuing Operation-net	14,343	7%	9,886	5%	4,457
Net income(Loss) after tax	14,343	7%	9,886	5%	4,457
Other comprehensive income-net	701	0%	-305	0%	1,006
Total comprehensive income	15,044	7%	9,581	5%	5,463
Profit (loss), attributable to:Stockholders of the Company	14,343	7%	9,886	5%	4,457
Comprehensive income(loss), attributable to:Stockholders of the Company	15,044	7%	9,581	5%	5,463
Basic earnings per share(dollar)	0.47	0%	0.32		0.15

08

# Conclusion



Don't blame readers for not  
reading books.

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

New Publishing Era





Thank You

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