

Stock Code : 1233

# Ten Ren Tea Co., Ltd. Investment Forum

Time	Agenda
15:30-16:00	VIP Check in
16:00-16:30	Overview briefing on operations
16:30-17:00	Exchange of ideas

June 16, 2016

 Natural, healthy, hospitality



# Topic Outline

- **2016 BOARD ELECTIONS**  
**NEW CHAIRMAN'S PROFILE AND FUTURE DEVELOPMENT BLUEPRINT**
- **PROFIT AND LOSS STATEMENT FOR FIRST QUARTER OF 2016**
- **STATE OF OPERATION FOR 2016**
- **CONCLUSIONS**





# 2016 Board elections

**WE HELD SHAREHOLDERS' MEETING OF TEN REN IN THE MORNING ON JUNE 15 TO PASS A RESOLUTION TO PAY A 2 NTD PER SHARE CASH DIVIDEND, AND SUCCESSFULLY COMPLETED THE BOARD ELECTION.**

**NEW DIRECTORS AND SUPERVISORS HELD BOARD MEETING IMMEDIATELY AFTER SHAREHOLDERS' MEETING, AND ELECTED MR. LEE KUO LIN TO BE THE CHAIRMAN TO TAKE UP THE HEAVY RESPONSIBILITY OF LEADING FUTURE MANAGEMENT AND DEVELOPMENT OF TENREN'S TEA.**

**OUTGOING CHAIRMAN LII MING SHING WHO HAS SERVED HIS TERM IN OFFICE FOR 9 YEARS (3 SESSIONS) IS ABOUT TO RETURN TO NEW YORK, AND LEAD THE DEVELOPMENT OF TENREN'S TEA AND TENFU'S TEA IN NORTH AMERICA.**



# Chairman Lee Kuo Lin's Profile

**MR. LEE KUO LIN IS GRADUATED FROM LOS ANGELES CITY COLLEGE OF THE UNITED STATES, HE FOUNDED UNCLE LEE'S TEA INC. IN 1988 UNITED STATES.**

**HE LATER WENT TO CHINA TENFU IN 1998 FOR DEVELOPMENT NEEDS OF THE GROUP, HELPING THE FOUNDER LEE RIE HO IN THE DEVELOPMENT OF BUSINESS IN CHINA.**

**HE IS THE CURRENT EXECUTIVE DIRECTOR AND CHIEF OPERATING OFFICER OF TENFU (CAYMAN) HOLDINGS COMPANY LIMITED, AND CHAIRMAN OF ZHANGZHOU COLLEGE OF SCIENCE & TECHNOLOGY.**

**LEE KUO LIN'S TAKE-OVER OF CHAIRMAN WILL HELP TO PROMOTE ALL ASPECTS OF COOPERATION BETWEEN TEN REN AND TENFU, AND EXPAND THE INTERNATIONAL MARKET.**

# TenRen's future Development blueprint

## 1. ENHANCING THE AWARENESS AND ABILITY OF FOOD SAFETY MANAGEMENT

- SETTING UP FOOD SAFETY MANAGEMENT LABORATORIES, IMPLEMENTING SAFETY CHECKS THROUGH OUTSOURCING INSPECTIONS AND INTERNAL SELF-TESTS ;
- WORKING WITH SGS SAFETY INFORMATION PLATFORM TO PROVIDE CONSUMERS WITH ACCESS TO ALL KINDS OF PRODUCT TEST RESULTS;
- COMPLETING THE CERTIFICATION OF FSSC 22000 (FOOD SAFETY SYSTEM CERTIFICATION) THIS YEAR

**WE AIM TO CONSOLIDATE THE CONFIDENCE AND TRUST FROM CONSUMERS WITH A MORE RIGOROUS ATTITUDE AND A MORE TRANSPARENT PRODUCTION.**



# TenRen's future development blueprint

## 2. CONTINUING NEW STORE OPENINGS OF TENREN'S TEA AND CHA FOR TEA CHAIN SYSTEM

- REGARDING OVERSEAS DEVELOPMENTS, IN 2016 WE OPENED OUR FIRST STORE IN MANILA, PHILIPPINES; OUR OVERSEAS STORES HAVE REACHED UP TO 20 IN HONG KONG THIS YEAR, AND WILL CONTINUE TO GROW IN MACAU, INDONESIA.
- WE EXPECT TO ACHIEVE OUR GOAL TO OPEN 200 CHAIN STORES AT HOME AND ABROAD BEFORE THE END OF SEPTEMBER 2016.



# TenRen's future development blueprint

## 3. PURSUING NEW GENERATION MARKETING AND CONSUMER TRENDS

- **STRENGTHENING THE COMMUNICATION AND INTERACTION WITH EXISTING VIP MEMBERS**
- **ENHANCING SERVICES TO EXISTING CUSTOMERS AND EXPANDING MARKETS THROUGH SEGMENT MARKETING TOOLS INCLUDING ELECTRONIC TICKETS, THIRD PARTIES, AND DATA APPLICATION**



# Expectations of Chairman

**TENREN'S TEA WILL CONTINUE TO HAVE THE BUSINESS PHILOSOPHY "NATURAL, HEALTHY, HOSPITALITY", TO CREATE A BROADER MARKET IN THE WORLD FOR TAIWAN'S TEA INDUSTRY.**







# Profit and loss statement for first quarter of 2016

## Consolidated profit and loss comparison chart

NTD: thousand dollars

Item	2016 / January-March performance	2015 / January-March performance	Growth rate%
Operating income	558,307	565,923	(1.35)
Gross Profit	319,439	335,511	(4.79)
Operating expenses	261,006	264,444	(1.30)
Operating profit	58,433	71,067	(17.78)
Non-operating income and expenses	2,680	1,725	55.36
Pre-tax net income	61,113	72,792	(16.04)
Net income	50,633	60,119	(15.78)
Earnings per share (NTD)	0.55	0.66	(16.67)



# STATE OF OPERATION FOR 2016

**By May 31 this year, the cumulative consolidated operating income has declined by 0.72%, and is expected to turned into positive growth in June. The sales proportion of catering department has exceeded 40% in 2015.**



**Sustainable**  
**Macroscopic**  
**Diligent Dutiful**