

# KENDA

Designed for Your Journey

建大與您攜手同行

董事長 楊啟仁

Chairman Jimmy Yang



/Kenda Taiwan



/KendaTires



KendaTire.com

## 免責聲明 Disclaimer

本簡報是建立於本公司從各項來源所取得之資訊。未來若有變更或調整時，請以公開資訊觀測站公告資訊為主要依據。

The information in this document was acquired from sources available to the company and is subject to change. The information from TSE MOPS shall take precedence in case of discrepancies.

前言 Introduction

公司簡介 Company Profile

營運成果 Operating Results

營運方向 Operating Direction

問題與回答 Q & A

# 前言

Introduction

## 公司格言 Company History

# 1962~2019

- ❑ 1962年創辦人楊金豹先生創立本公司。 1962 - KENDA was found by Yang Chin-Pao.
- ❑ 1972年開始外銷。 1972 - Expanded overseas market.
- ❑ 1974年成功開發自行車反光車胎，為台灣第一家反光車胎製造廠。 1974 - Successfully developed bicycle tire with reflective tape and became the first bicycle tire with reflective tape manufacturer in Taiwan.
- ❑ 1990年股票正式掛牌上市。 1990 - KENDA stock was listed on Taiwan Stock Exchange.
- ❑ 2007年建大集團營業額突破新台幣200億元。 2007 - KENDA GROUP revenue reached NTD 200 billion.
- ❑ 2015年美國研發中心正式成立。 2015 - KENDA American Technical Center was established .
- ❑ 2017年，建大工業股份有限公司宣告併購STARCO Europe A/S。 2017 - KENDA acquired STARCO EUROPE A/S.
- ❑ 2018年於德國漢堡成立研發中心。 2018 - KENDA European Technical Center was established

舊廠房 Old factory buildings

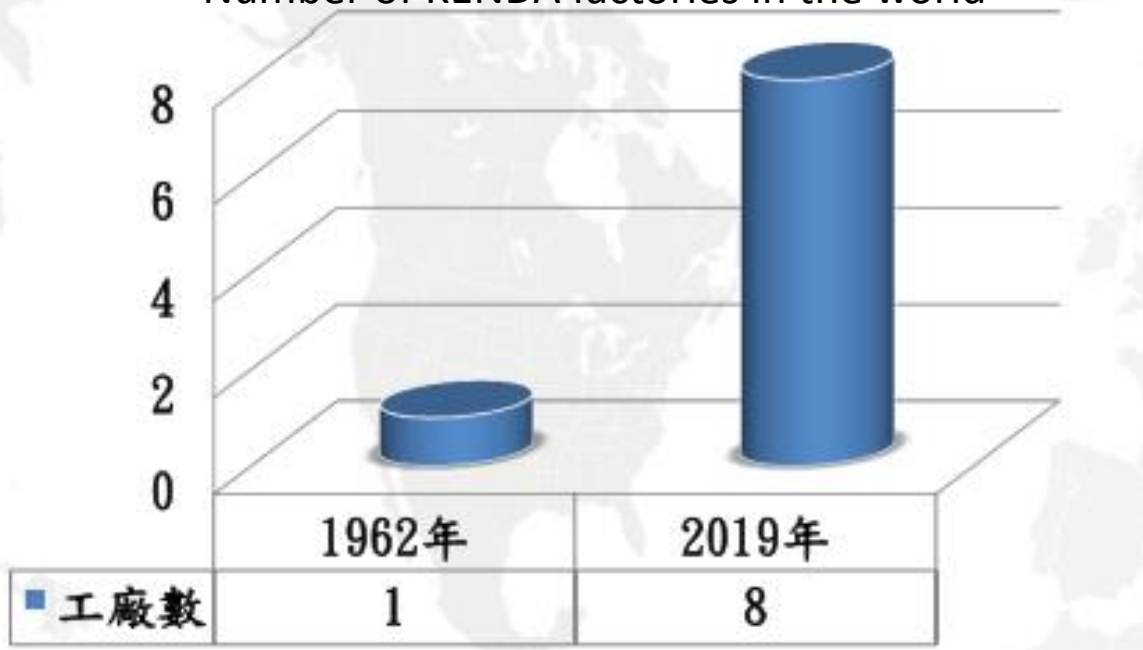


現今大樓 Current buildings



## 建大全球工廠數

Number of KENDA factories in the world



# 公司格言 Company History

## 生產產品發展

Product Development



自行車胎

Bicycle tire



機車胎

Motorcycle tire



工業車胎

Industrial tire



轎車胎

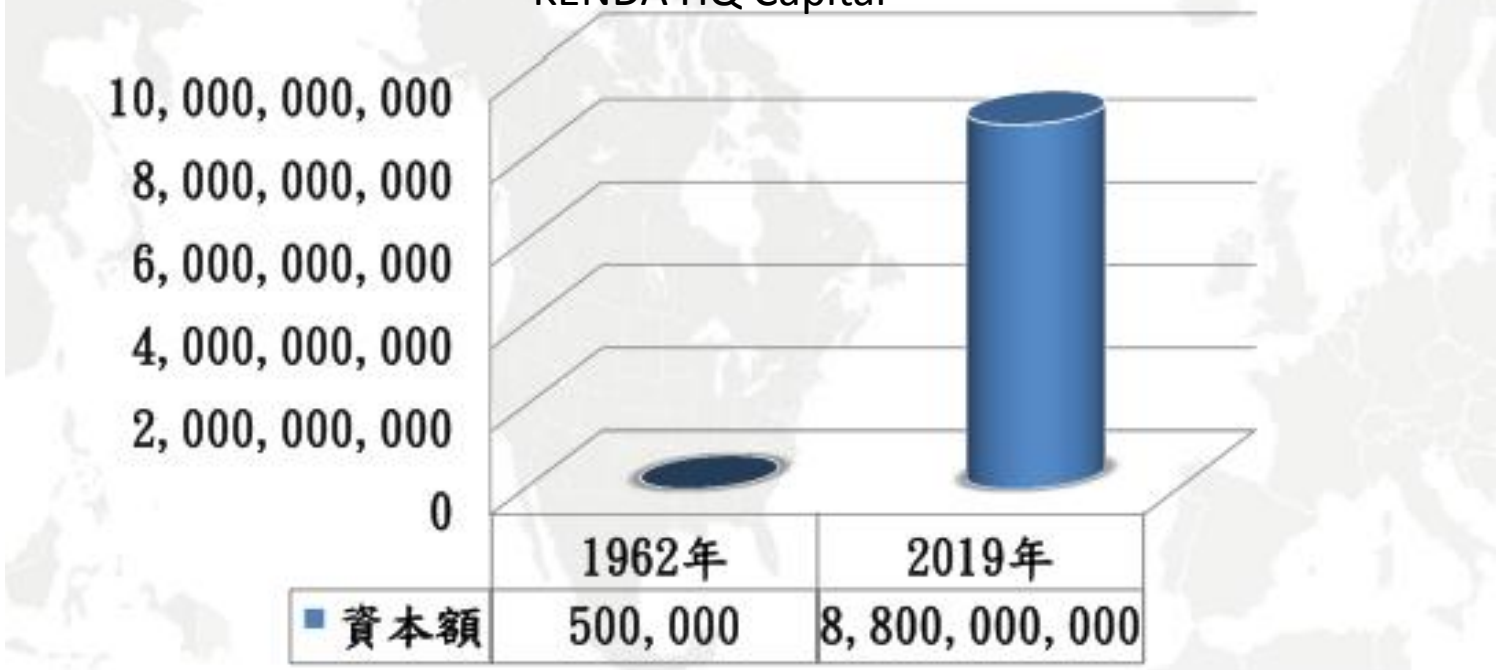
Passenger tire



# 公司格言 Company History

## 建大資本額

KENDA HQ Capital

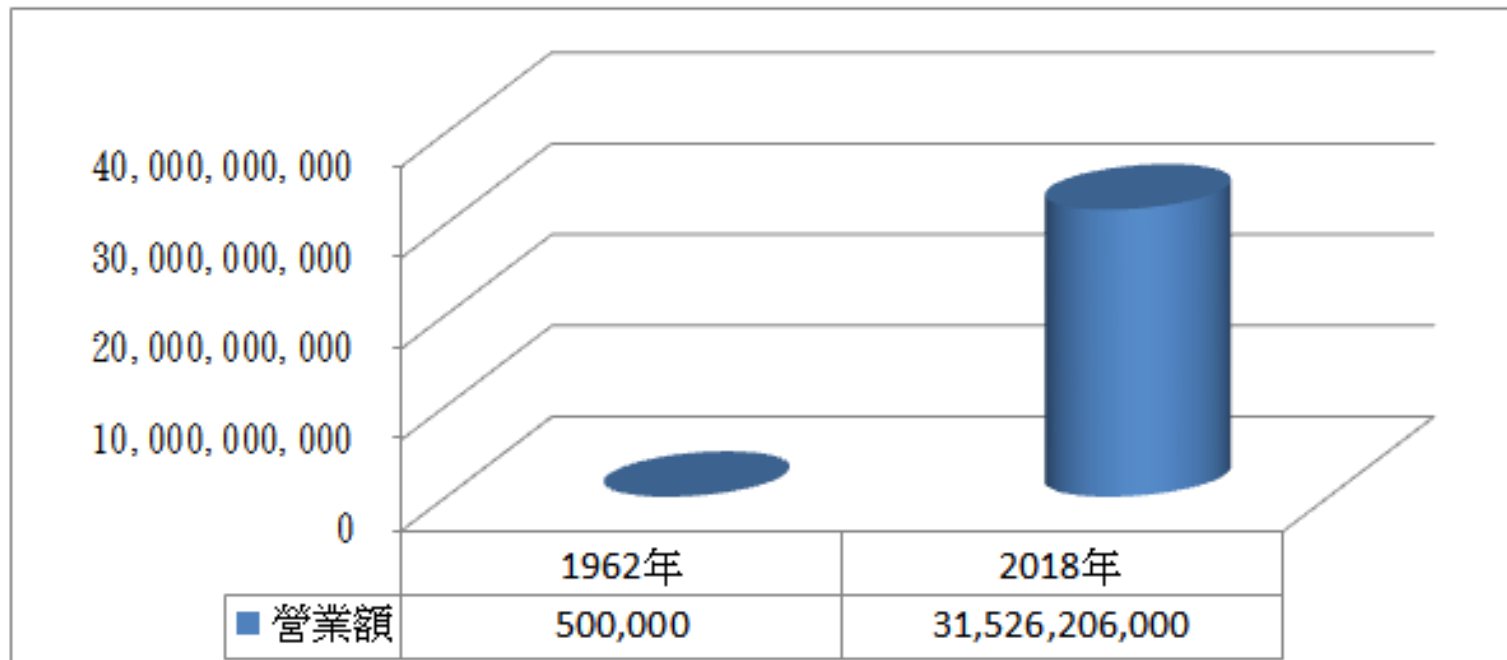


■ 資本額	500,000	8,800,000,000
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# 公司沿革 Company History

## 建大全球營業額

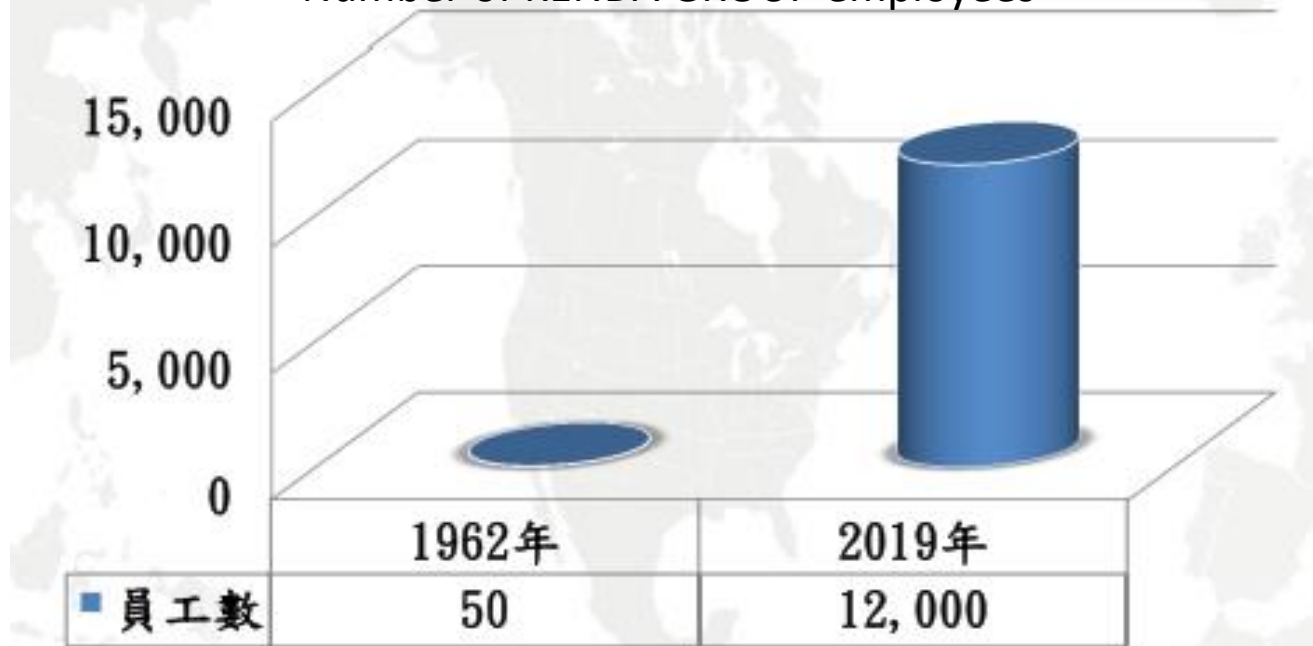
KENDA GROUP Revenue



# 公司沿革 Company History

## 建大全球員工數

Number of KENDA GROUP employees

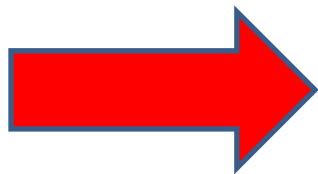


## 建大全球從事人員分佈

KENDA GROUP Employee Distribution

1962 ■ 台灣

2019



- |                    |                  |
|--------------------|------------------|
| ■ 台灣 Taiwan        | ■ 丹麥 Demark      |
| ■ 中國 China         | ■ 法國 France      |
| ■ 越南 Vietnam       | ■ 波瀾 Poland      |
| ■ 印尼 Indonesia     | ■ 克羅埃西亞 Croatia  |
| ■ 美國 United States | ■ 荷蘭 Netherlands |
| ■ 德國 Germany       | ■ 印度 India       |
| ■ 比利時 Belgium      | ■ 拉托維亞 Latvia    |



建大車胎

建大輪胎



***KENDA***

建大輪胎

# 公司簡介

## Company Profile

# 經營方針 Operating Policy

## 經營理念 Operating Philosophy

- 誠信 Honesty
- 品質 Quality
- 服務 Service
- 創新 Innovation

## 經營目標 Operating Objectives

- 立足台灣，放眼全球。 Based on Taiwan, look at the world

# 發展歷史 Development History

## 1960's

- 於1962年3月創立。◦ Founded in March,1962.
- 雇用人數約50人。◦ Employed 50 people.
- 製作腳踏車輪胎及內胎。◦ Produced bicycle tires and tubes.

## 1970's

- 向海外市場發展。◦ Expanded overseas market.
- 製作摩托車、農業車具用輪胎及內胎。◦ Produced motorcycle and agricultural tires and tubes.

## 1980's

- 於台灣建立第二座工廠。◦ Completed 2<sup>nd</sup> plant in Taiwan.
- 資產增至美金兩千九百萬元。◦ Increased capital to US\$29 million.
- 公司股票公開發行。◦ Initial Public Offering (IPO)
- 建大美國公司成立。◦ Established Kenda USA sales office



# 發展歷史 Development History

## 1990's

- 1990年,於深圳設立中國第一間工廠。 Completed 1<sup>st</sup> plant in Shenzhen, China.
- 1991年,於美國及香港設立辦公室。 Established American and Hong Kong offices.
- 1994年,中國昆山廠成立。 Established Kunshan plant, China.
- 1997年,於同奈設立越南的第一間工廠。 Established 1<sup>st</sup> plant in Dong-Nai, Vietnam.

## 2000's

- 2001年,於中國昆山廠生產汽車胎。 First radial tire production in Kunshan plant, China
- 2005年,於中國深圳設立二廠。 Expanded 2<sup>nd</sup> plant in Shenzhen, China.
- 2008年,於中國天津設立一廠。 Established 1<sup>st</sup> plant in Tianjin, China.
- 2012年,於中國天津設立以汽車胎生產為主的二廠。 Established 2<sup>nd</sup> plant in Tianjin, China.

## 2010's

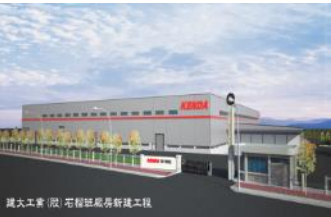
- 2013年,歐洲銷售辦公室成立。 Established European sales office.
- 2014年,於印尼雅加達設立工廠。 Established Indonesian plant.
- 2015年,建大美國技術研究中心成立於阿克隆。 Established Kenda American Technical Center.
- 2016年,於同奈越南二廠動土興建。 Established 2nd plant in Dong-Nai, Vietnam.
- 2017年,併購STARCO EUROPE A/S。 Acquired STARCO EUROPE A/S.
- 2018年,建大歐洲技術研究中心成立於德國漢堡。 Established Kenda European Techncl Center.

# 營運方向

## Operating Direction

# 經營四大元素 Four Elements of Operating

## 生產 Production



廣大工業(股)有限公司廠房新建工程

## 研發 R&D



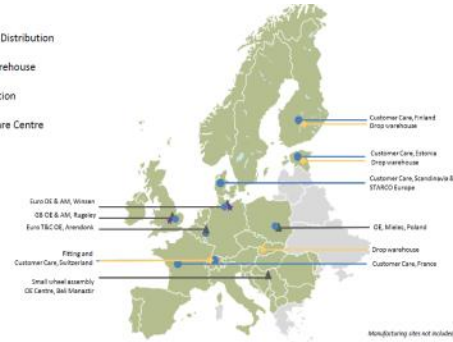
## 品牌 Brand



## 通路 Distribution Channel



- ▲ OE Fitting & Distribution
- OE Drop Warehouse
- ★ AM Distribution
- Customer Care Centre



Manufacturing sites not included

# 工廠一覽

Production/Capacity

# 據點分佈 Location distribution



**3** 中國工廠  
China factories

**2** 台灣工廠  
Taiwan Factories

**2** 越南工廠  
Vietnam Factories

**1** 印尼工廠  
Indonesian Factory

美國關聯公司(輪圈  
生產、組裝、倉庫等)  
Subsidiaries in USA (including  
wheel factories and  
warehouses etc.)

**7**

**9**  
歐洲關聯公司  
(輪圈、生產、  
組裝、倉庫等)  
Subsidiaries in  
Europe(including  
wheel factories and  
warehouses etc.)

# 輪胎生產廠 Tire Factory



1962 總公司 / 員林工廠  
Headquarters / Yuanlin plant



1990 深圳第一工廠  
1<sup>st</sup> Shenzhen plant



1985 雲林工廠  
Yunlin plant



2005 深圳第二工廠  
2<sup>nd</sup> Shenzhen plant

# 輪胎生產廠 Tire Factory



1994 昆山廠  
Kunshan plant



2008天津第一工廠  
1<sup>st</sup> Tianjin plant



1997 越南廠  
Vietnam plant

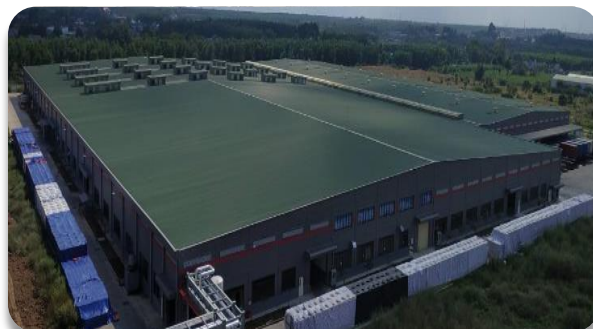


2012天津第二工廠  
2<sup>nd</sup> Tianjin plant

# 輪胎生產廠 Tire Factory



2016 越南第二工廠-PCR  
2<sup>nd</sup> Vietnam plant



2016 越南第二工廠-IC  
2<sup>nd</sup> Vietnam plant



2016 越南第二工廠-空拍  
2<sup>nd</sup> Vietnam plant



2017 台灣斗六廠  
DouLin plant



2014 印尼廠  
Indonesian plant



# 輪胎生產廠 Tire Factory

越南第二工廠 2<sup>nd</sup> Vietnam plant



# 集團產能 Group Capacity

工廠 Plant	成立年分 Establishment	土地面積 Square Meters	員工人數 Employees	生產產品線 Product	
總公司員林廠	KY	1962	49,000m <sup>2</sup>	1,103	自行車胎, 摩托車胎, 農工業用車胎 & 各式內胎
雲林廠	KU	1985	79,000m <sup>2</sup>	858	摩托車胎, 汽車備胎, 農工業用車胎, 汽車胎
深圳廠	KS	1990	160,000m <sup>2</sup>	1,741	自行車胎, 摩托車胎, 農工業用車胎 & 內胎
上海廠	KC	1994	500,000m <sup>2</sup>	2,968	自行車胎, 摩托車胎, 農工業用車胎, 汽車備胎, 汽車胎 & 內胎
天津一廠、天津二廠	KT	2008、2012	590,000m <sup>2</sup>	1,041	自行車胎, 摩托車胎, 農工業用車胎 & 內胎, 汽車胎
越南一廠	KV1	1997	58,000m <sup>2</sup>	1,566	自行車胎, 摩托車胎 & 內胎
越南二廠	KV2	2016	420,000m <sup>2</sup>	1064	汽車胎 & 工業車胎
印尼廠	KI	2014	300,000m <sup>2</sup>	870	自行車胎, 摩托車胎 & 內胎
總數合計			2,156,000m <sup>2</sup>	11,211	

# 研究與發展

Research and Development

# 研發中心全球擴展計畫 Global R&D Center Expansion Plans



# 建大全球研發中心分佈

Kenda Global R&D employee distribution

美國研發中心  
USA  
45人

歐洲研發中心(德國)  
Germany , Europe  
3人

中國研發中心  
China  
41人

台灣研發本部  
Taiwan  
140人

# 建大美國研究發展中心 KATC

5801 Mayfair Road  
North Canton, Ohio



- 50,000平方英尺(sq ft)
  - 18,000平方英尺(sq ft)辦公室 office
  - 32,000平方英尺(sq ft)工廠 WH
- 預計雇用 60 人。Intended to employ 60 people
- 現雇員數 45 人。Current employment is 45 people.
- 於2015年設立。Founded in 2015
- 內建完整的設計及測試區域。Will include full design & testing functions.
- 設立成分實驗室及輪胎測試設施。Currently adding compound lab and tire testing equipment

# 建大美國研究發展中心新品 New Produce of KATC



**KENDA**  
SINCE 1962 **TIRES**

**REGOLITH** K1214  
BE VERSATRIL

**REGOLITH Pro** SCT

The Kenda Regolith is an all-new all-round mountain bike tire developed to set a new benchmark in versatility. It's the perfect choice for people who want to ride a single tire that excels in many aspects.

- New dual tread compound - fast rolling center compound and good gripping shoulder compound.
- Available for E-mountain bikes with ECE-R75 certification.

f KendaEUROPE  
KendaTiresUSA bicycle.kendatire.com



**KENDA**  
SINCE 1962 **TIRES**

**BOOSTER** K1227  
THE NEW RACE STANDARD

**BOOSTER Pro** SCT

The new Booster is a World Cup proven XC race tire that is aggressive enough to push traction to new limits. On top of that, it is also one of the fastest and lightest XC tires on the market. You no longer want to choose between a XC tire that is either fast and light, or provides great traction? The all new Booster combines the best of both worlds and is your first choice when looking for the perfect race tire with a broad scope of use and superior predictability.

f KendaEUROPE  
KendaTiresUSA bicycle.kendatire.com



**KENDA**  
Designed for Your Journey

# 建大美國研究發展中心新品 New Produce of KATC

## KENETICA 4S | KR202

Top summer performance –  
Safe on snow and ice

Kenda's KENETICA 4S combines the qualities of a high-performance summer tire with the safety requirements of a modern winter tire.

The directional profile with water drainage grooves and the stiff siped tread blocks offer year-round safety.

This means no compromises in winter, because the KENETICA 4S is particularly convincing with its short braking distances and high traction on snow. Also on ice it offers the best possible safety.

Short braking distances and safe handling on dry and wet roads make the KENETICA 4S a first-class all-rounder.



## KENDA

### Designed to perform

KENDA's commitment to offering its customers safe quality tires at affordable prices is highlighted by its management philosophy: "Honesty, Quality, Service and Innovation". This quality is ensured through performance tests carried out by independent European test engineers during the development process. We use elastic filler material silica for our tire compound so that KENDA tires offer better handling and greater safety on wet roads.

## KENDA

ALL-SEASON TIRE



## KENETICA 4S KR202



KENDA RUBBER INDUSTRIAL CO. EUROPE GMBH

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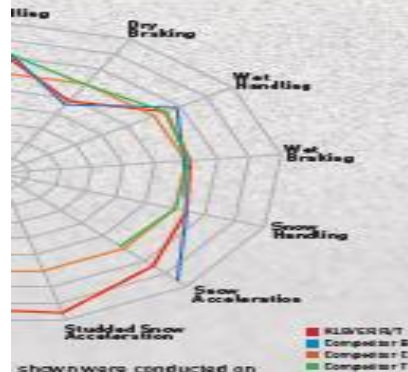
# KENDA

Designed for Your Journey



# 建大美國研究發展中心新品 New Produce of KATC

isn't care and it is not willing  
 it is! The Kenda Klever  
 ir Rough Terrain without  
 fort of an A/T tire. Combining  
 wall for exceptional  
 yling, an optimized tread  
 leather compound makes  
 ition for 4x4 owners on the  
 iff-road environment.  
 ir off-road conditions and  
 strong upper sidewall tread  
 difficult mud, sand and gravel  
 struction provides long  
 e ride and noise on-road.  
 ting!



shown were conducted on  
 don Avenue Engineering.

Tire Automotive.KendaTire.com



## TRIPLE THREAT SIDEWALL

- 3 full carcass plies of polyester ensure the best amount of protection from impact damage and punctures
- Aggressive sidewall tread not only gains you traction but protects against cutting, tearing and abrasions
- Robust bead protector shields the bead area and rim from close encounters with trail obstacles

- Interlocking center tread for aggressive off-road performance
- Large groove volume for hydroplaning resistance and mud traction
- High sipe density for ice, and wet traction
- Stud-able for improved performance in icy conditions

**KENDA**  
 Designed for Your Journey

# 建大美國研究發展中心新品 New Produce of KATC



## Klever X/T K3204R

- The lightest steel belted 10 ply UTV tire on the market.
- Based off our popular light truck tire, the Klever RT K491
- Studdable design for winter snow and ice riding
- Smooth ride quality with low rolling resistance and exceptional traction on all surfaces
- Robust bead protector to shield wheel from rocks
- D.O.T. approved

SIZE	USAGE
20x11-R14	FRONT
20x11-R14	FRONT
26x12-R14	FRONT/REAR
30x13-R14	FRONT/REAR
30x13-R14	FRONT/REAR
30x13-R15	FRONT/REAR



## 全球性指標

提供研究與開發的資源，以讓建大成為汽車廠的合格輪胎供應商，並供應修補市場高品質的輪胎產品。

To provide the Research and Development resources to enable Kenda to be a global supplier to OEM organizations, and supply Tier Two quality replacement tire products.

## 美國研發中心指標

- 為北美市場開發新產品  
Develop products specifically for the North American Market
- 幫助國際市場拓展  
Assist with global development efforts.
- 以下列指標來加速開發進度：  
Improve development processes to:
  - 縮短開發時程 Shorten development timelines
  - 改善產品性能 Improve product performance
  - 加強產品品質 Enhance product quality

# 建大全球行銷策略

## Marketing

# 世界名牌，來自台灣

Building a World Class Brand

Coming from Taiwan

# 品牌識別 Brand Recognition

中華職棒統一獅贊助商

Sponsored CPBL Uni-President 7-Eleven Lion



# 品牌識別 Brand Recognition

台灣SBL 超級籃球聯賽贊助商  
Sponsored Taiwan SBL



**KENDA**  
Designed for Your Journey



# 品牌識別 Brand Recognition

## TLPGA / 女子高爾夫球贊助

2019

**KENDA Tire TLPGA OPEN**  
 台灣女子職業高爾夫巡迴賽  
**建大輪胎盃**

正式比賽：  
 2019/9/25 (三) ▶ 27 (五)  
 比賽球場：台豐高爾夫球場  
 總獎金：新台幣400萬元



盧曉晴  
 Luo-Xiaoqing YCH

2016奧運國手  
 盧曉晴 龔怡萍

**KENDA**  
 WWW.KENDATIRE.COM



建大輪胎與您一起為  
 中華隊前進里約奧運加油!

高球新秀 郭艾榛



沈穩揮動  
 完美駕駛

高球女將 葉欣寧



協辦單位：教育部體育署 台灣女子職業高爾夫協會 建大工業股份有限公司 台豐高爾夫俱樂部



**KENDA**  
 Designed for Your Journey

# 品牌識別 Brand Recognition

## 建大盃 鐵馬逍遙遊



# 品牌識別 Brand Recognition

## 統一獅活動



## 建大輪胎 武嶺盃



# 品牌識別 Brand Recognition



盧曉晴 - LPGA



Ben Curtis –  
PGA/歐洲巡迴賽



# 品牌識別 Brand Recognition

NBA布魯克林籃網隊贊助商  
Sponsored NBA Brooklyn Nets



MLB克里夫蘭印地安人隊贊助商  
Sponsored MLB Cleveland Indians



# 品牌識別 Brand Recognition



# 品牌識別 Brand Recognition



# 品牌識別 Brand Recognition

## 義大利足球甲級聯賽 Lega Series A





# 品牌識別 Brand Recognition

## 法國 Bihr Adventure



# 品牌識別 Brand Recognition

## 日本甩尾賽- Formula Drift Japan



# 品牌識別 Brand Recognition



# 銷售與通路

Distribution

# 集團經銷通路分佈

# Group Sales Distribution-Area



# 美國子公司 Subsidiaries of KA



約克，賓夕法尼亞州  
York, Pennsylvania  
埃爾克哈特，印第安納州  
Elkhart, Indiana  
馬什菲爾德，密蘇里州  
Marshfield, Missouri  
布莱克希爾，喬治亞州  
Blackshear, Georgia



亞特蘭大，喬治亞州  
Augusta, Georgia



哥倫布市，俄亥俄州  
Reynoldsburg, Ohio



阿克隆，俄亥俄州  
Akron, Ohio



埃爾克哈特，印第安納州  
Elkhart, Indiana



哥倫布市，俄亥俄州  
Reynoldsburg, Ohio

# AMERICAN KENDA & STAFAST



# 輪圈廠 KENDA WHEEL DIVISIONS



Americana Tire and Wheel Division



Monitor Division



Martin Wheel Division



Dexstar Wheel Division





# WHEEL MANUFACTURING & TIRE AND WHEEL ASSEMBLIES

European Division



European-based STARCO partners with original equipment manufacturers and is market leading in some markets, such as the trailer and caravan segment across Europe. Kenda acquired STARCO in October 2017.

STARCO has been a pioneering force in the tire and wheel industry for more than 55 years. Today, 550 STARCO-nians make up a great team bound by a passion to develop, manufacture and deliver wheel solutions. STARCO's specialty is low and high volume standard and custom complete wheels for a wide range of applications – from the smallest wheelbarrow or trailer, to large agricultural or industrial machines.

Being headquartered in Denmark and having factories in the UK, Croatia and China, as well as eight sales and distribution locations across Europe, STARCO offers a widespread distribution network to its customers.



STARCO partners with manufacturers of various applications – for instance compact tractors, dumpers, ride-on-mowers and tool carriers. The company serves the replacement market where it supports the OEM-business, and partners with national distributors mainly to market special made-to-measure wheels and dual wheel systems. STARCO offers solutions within these applications and market segments:



## RESEARCH & DEVELOPMENT

STARCO's unique insight into the use of applications combined with tire and wheel performance gives their customers a strong development partner. STARCO's engineering expertise covers the entire tire and wheel solution – including the tire, tubes, valves and any other component around the solution, such as caps and axles.

The majority of STARCO's technical team is located in Rugeley, England. Besides running extensive field test with customers, STARCO uses the cornering fatigue test machine to validate wheels up to 50", the wheel dynamometer to run burst test as well as leakage testing.

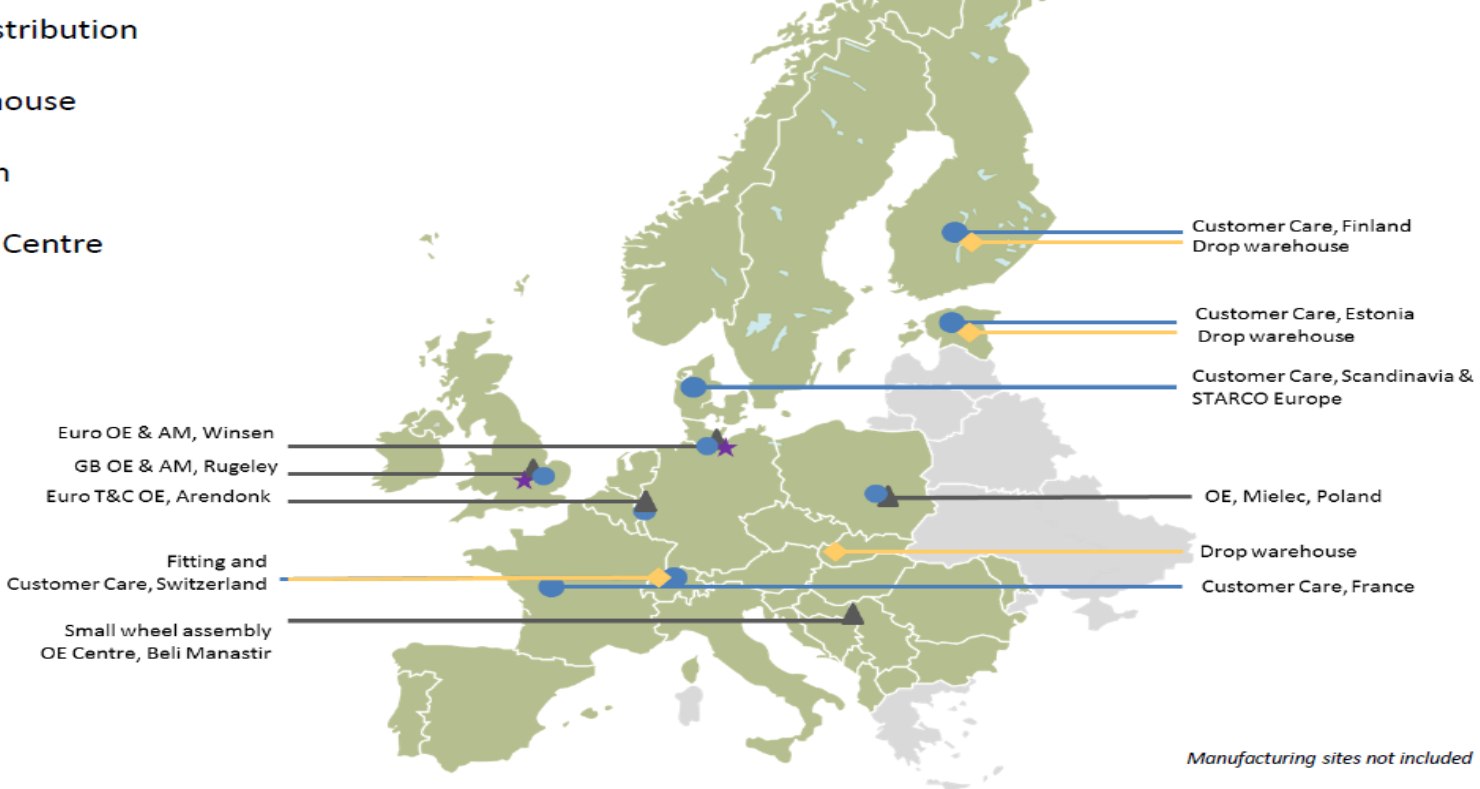
To ensure a close link between design, development and manufacturing, STARCO has a special engineering team based at the Croatian steel wheel factory. The team in Croatia is specialized in made-to-measure wheels, dual wheels and technical product documentation.

Besides being a material and mould expert, the STARCO DML team has a very close collaboration with the steel wheel factory in Croatia. Together they are able to generate component designs incorporating tool making and polymer processing expertise with their steel wheel manufacturing capability.

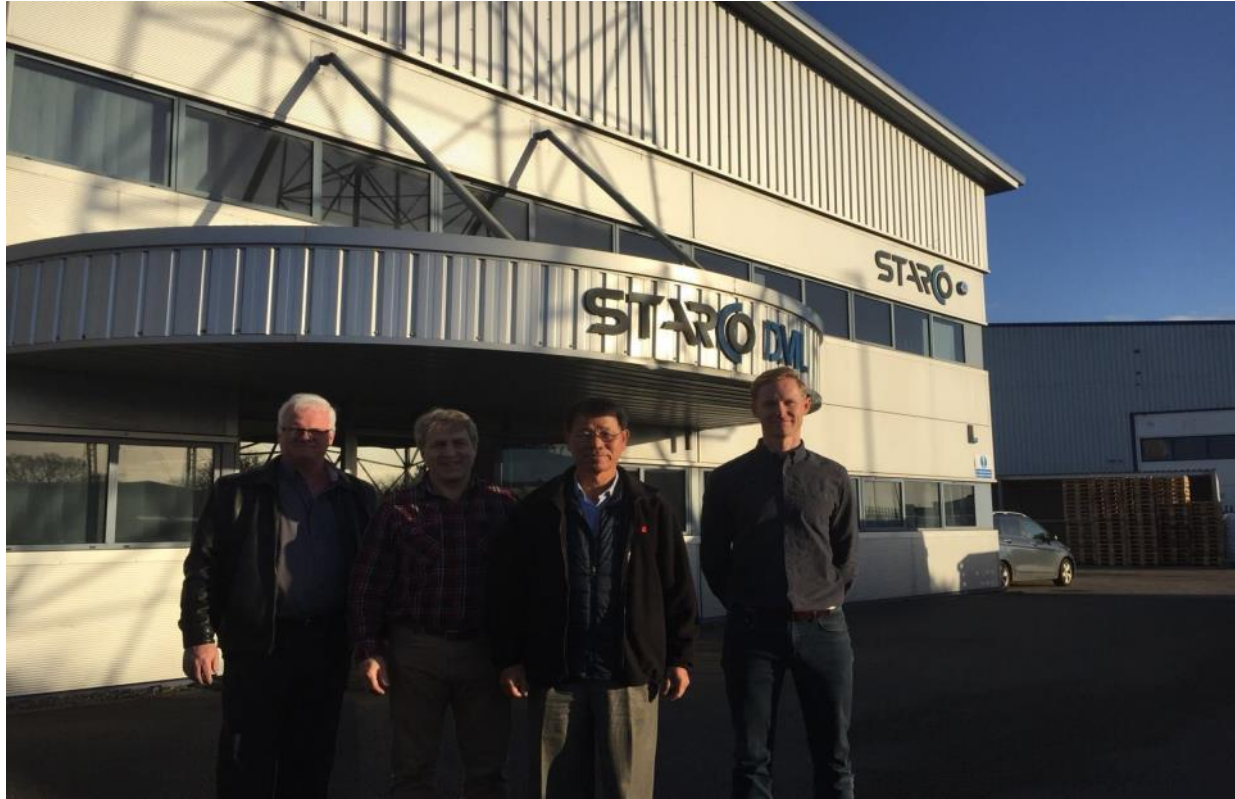


# FOOTPRINT AND FUTURE MARKETS

- ▲ OE Fitting & Distribution
- ◆ OE Drop Warehouse
- ★ AM Distribution
- Customer Care Centre



# STARCO UK FACTORY



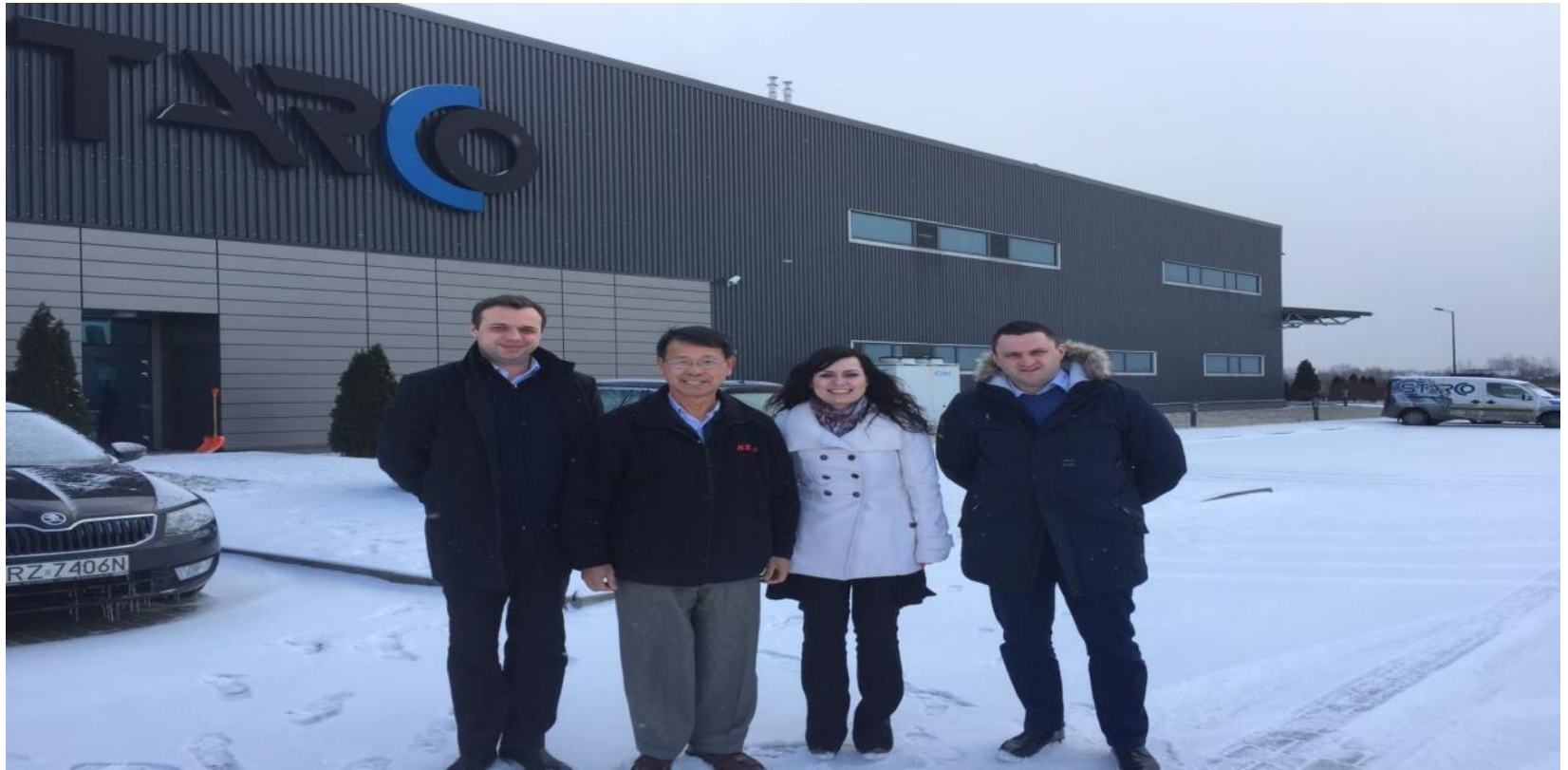
# STARCO UK FACTORY



# STARCO GERMANY



# STARCO POLAND



# STARCO SWITZERLAND



# STARCO CROATIA





# STARCO CROATIA



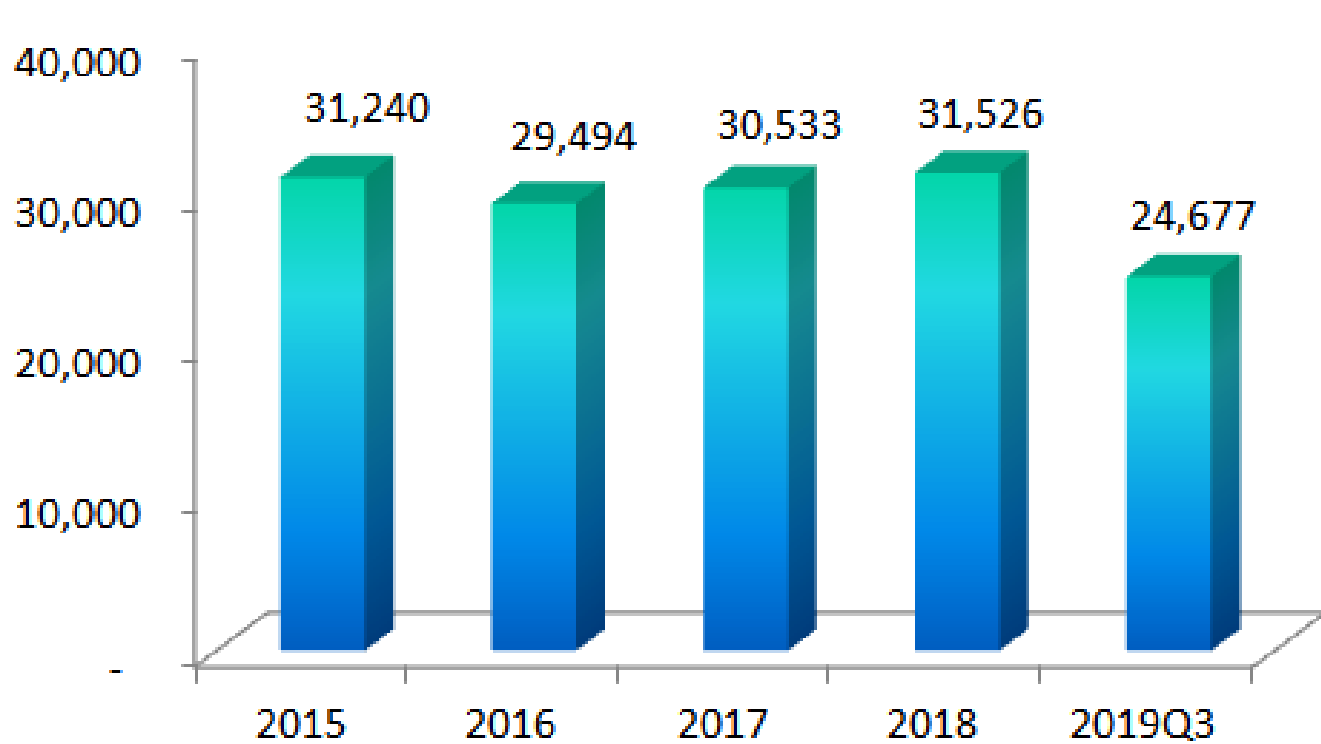
# 營運成果

## Operating Results

# 集團合併綜合損益表 Statements of Comprehensive Income Overview

NT\$: 佰萬元 (Unit: M)	2017年1-9月		2018年1-9月		2019年1-9月	
	金額 (Amount)	%	金額 (Amount)	%	金額 (Amount)	%
營業收入(Net revenues)	22,673	100	24,046	100	24,677	100
營業成本(Cost of good sold)	(18,120)	(80)	(19,777)	(82)	(19,717)	(80)
<b>營業毛利(Gross profit)</b>	<b>4,553</b>	<b>20</b>	<b>4,269</b>	<b>18</b>	<b>4,961</b>	<b>20</b>
營業費用(Operating expenses)	(3,543)	(16)	(3,798)	(16)	(3,941)	(16)
<b>營業淨利(Operating profit)</b>	<b>1,010</b>	<b>4</b>	<b>471</b>	<b>2</b>	<b>1,019</b>	<b>4</b>
業外收支(Non-operating gain & loss)	(377)	(2)	509	2	238	1
稅前淨利(Income before tax)	633	3	980	4	1,257	5
<b>本期淨利(Net income)</b>	<b>340</b>	<b>1</b>	<b>605</b>	<b>3</b>	<b>948</b>	<b>4</b>
<b>每股盈餘(EPS in NT dollar)</b>	<b>0.39</b>		<b>0.69</b>		<b>1.08</b>	

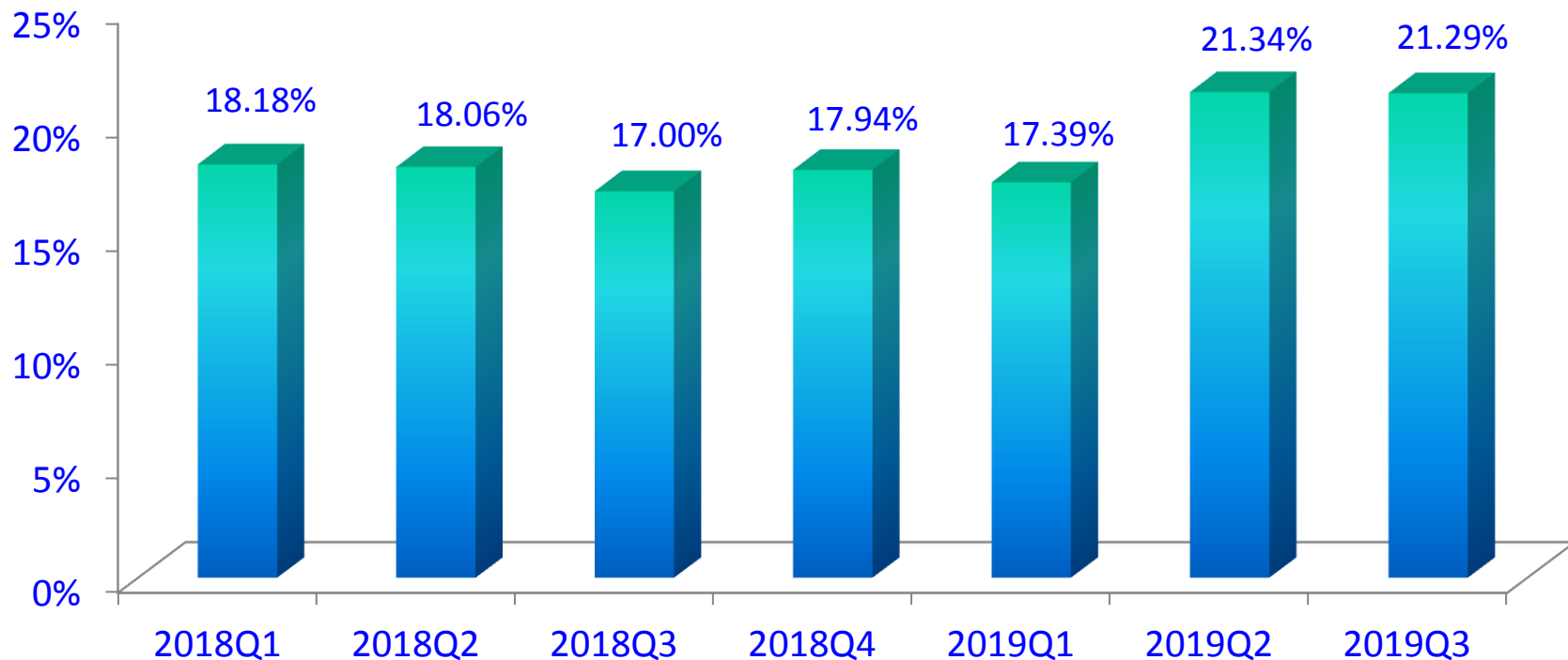
# 集團合併營業收入 Group Combined Net Revenue



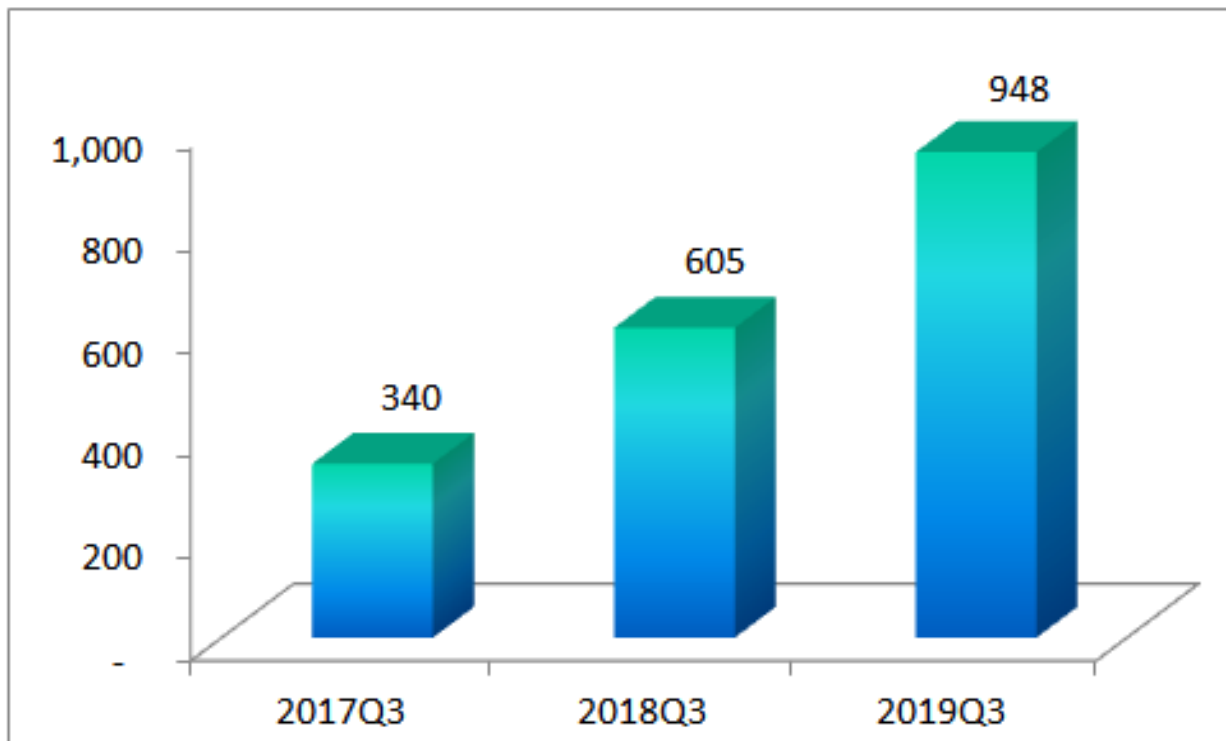
# 集團合併毛利率(年) Group Combined Gross Margin(Year)



# 集團合併毛利率(季) Group Combined Gross Margin(Quarter)

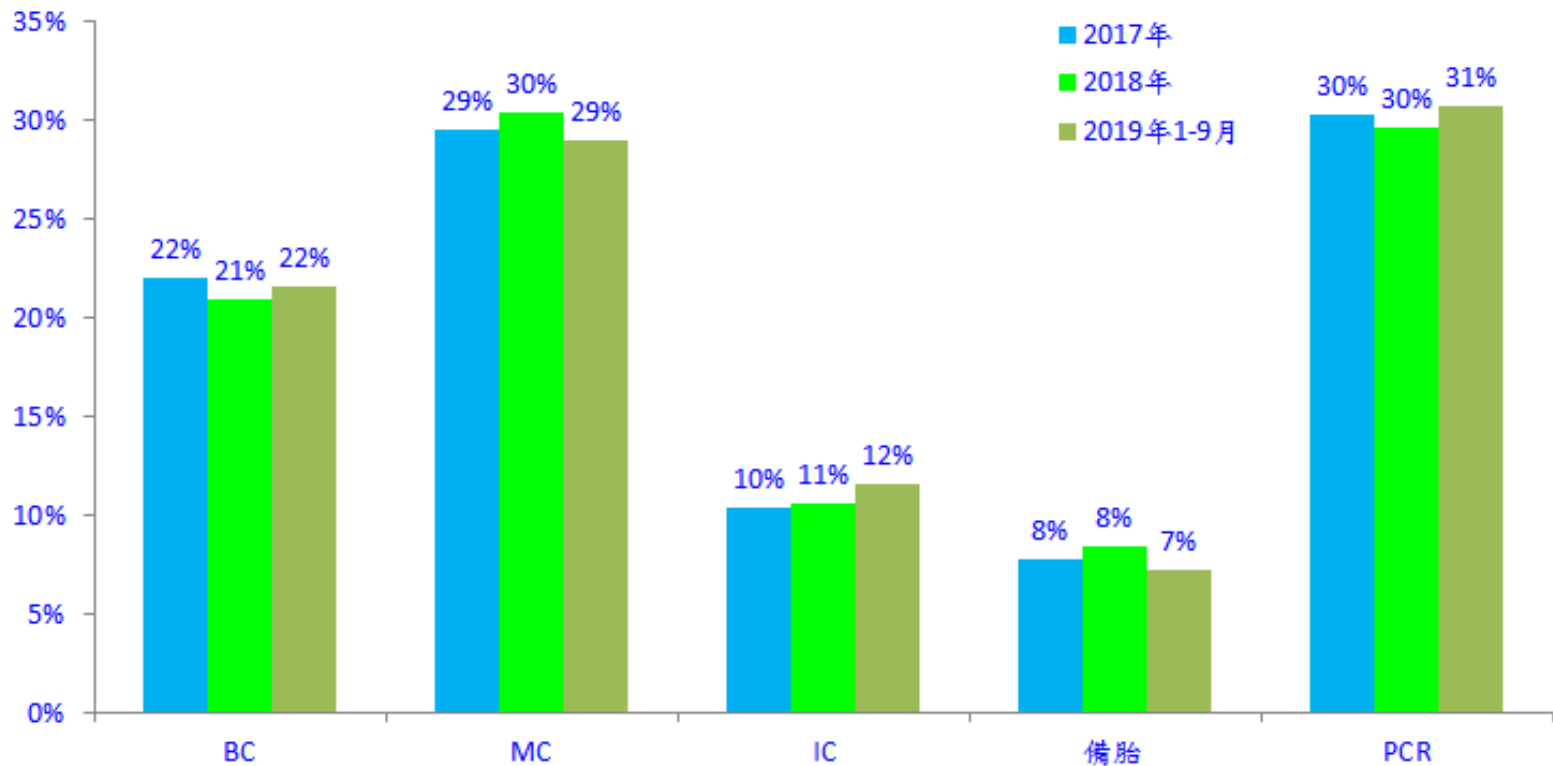


# 集團稅後損益(年)Group Net Income(Year)



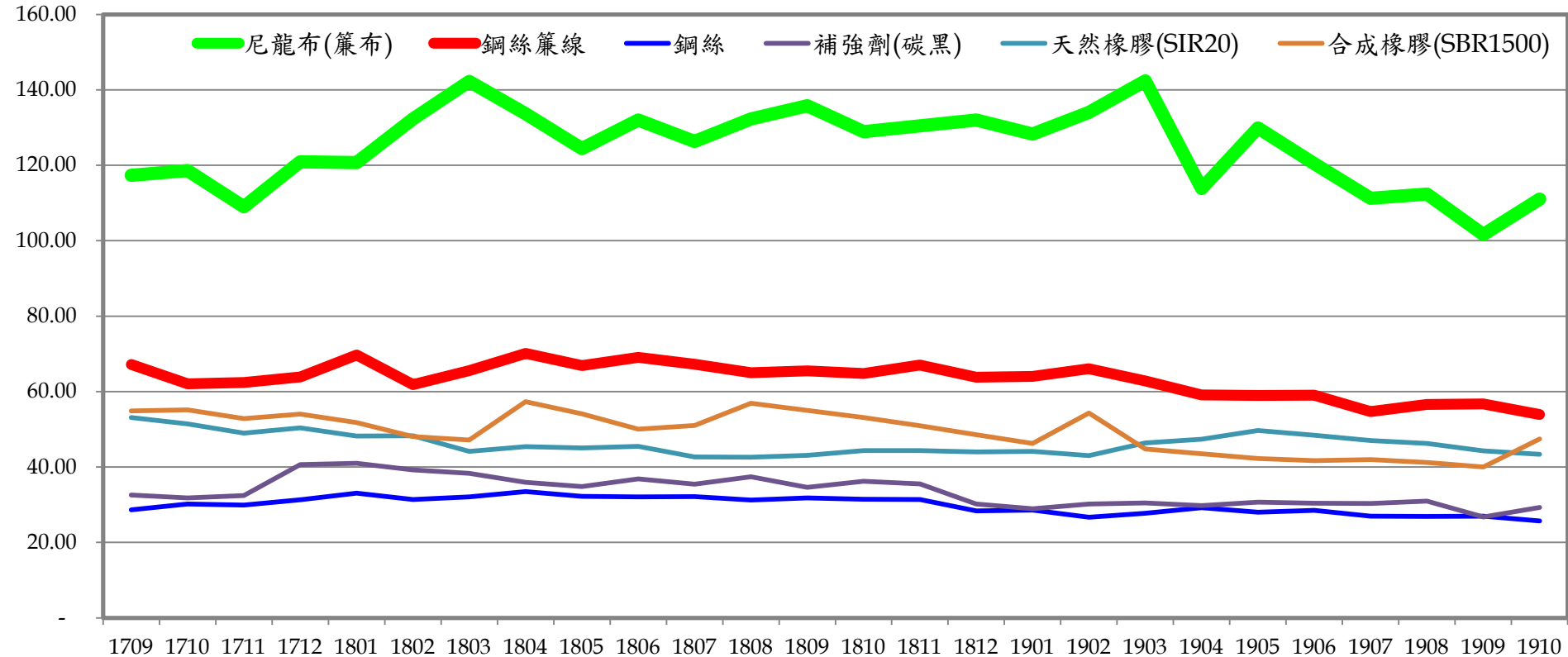
NT\$: 佰萬元  
(Unit: M)

# 各胎別銷售比較 Sales Breakdown by Tire Types

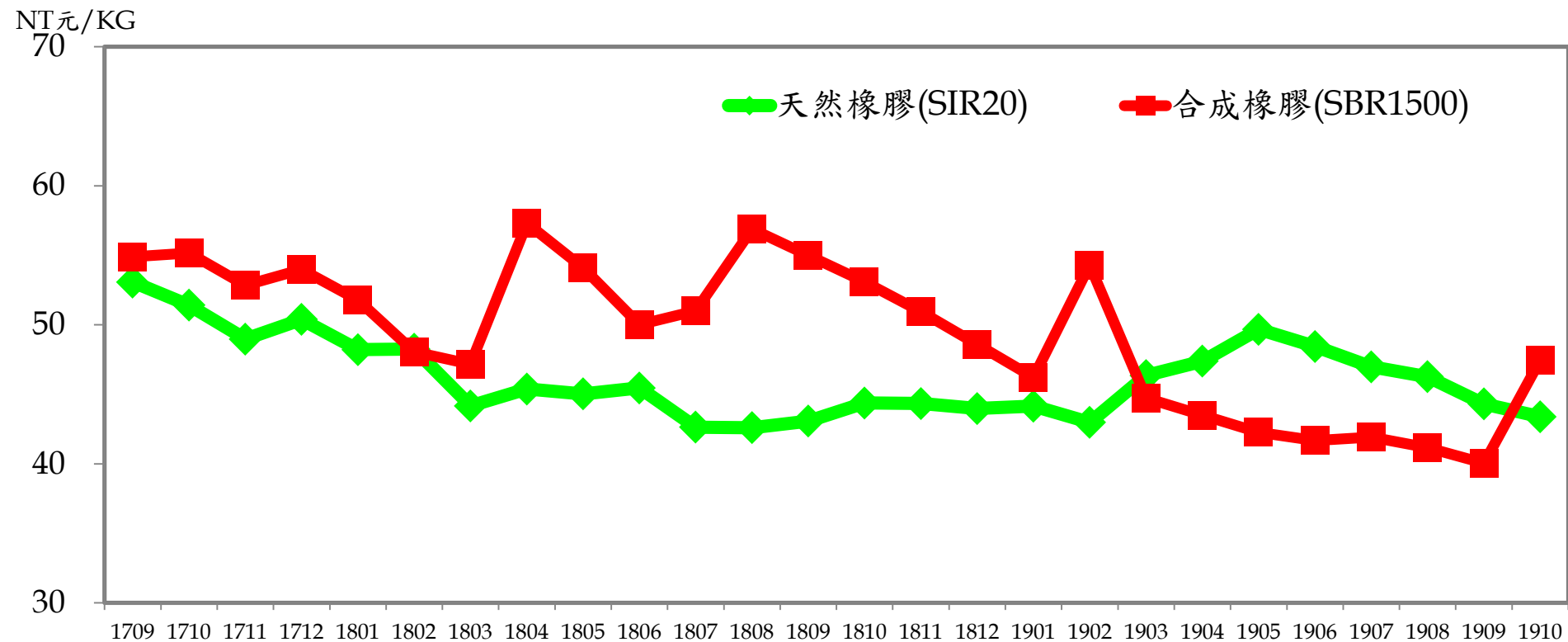




# 橡膠原料價格趨勢Tire Raw Material Price Trend

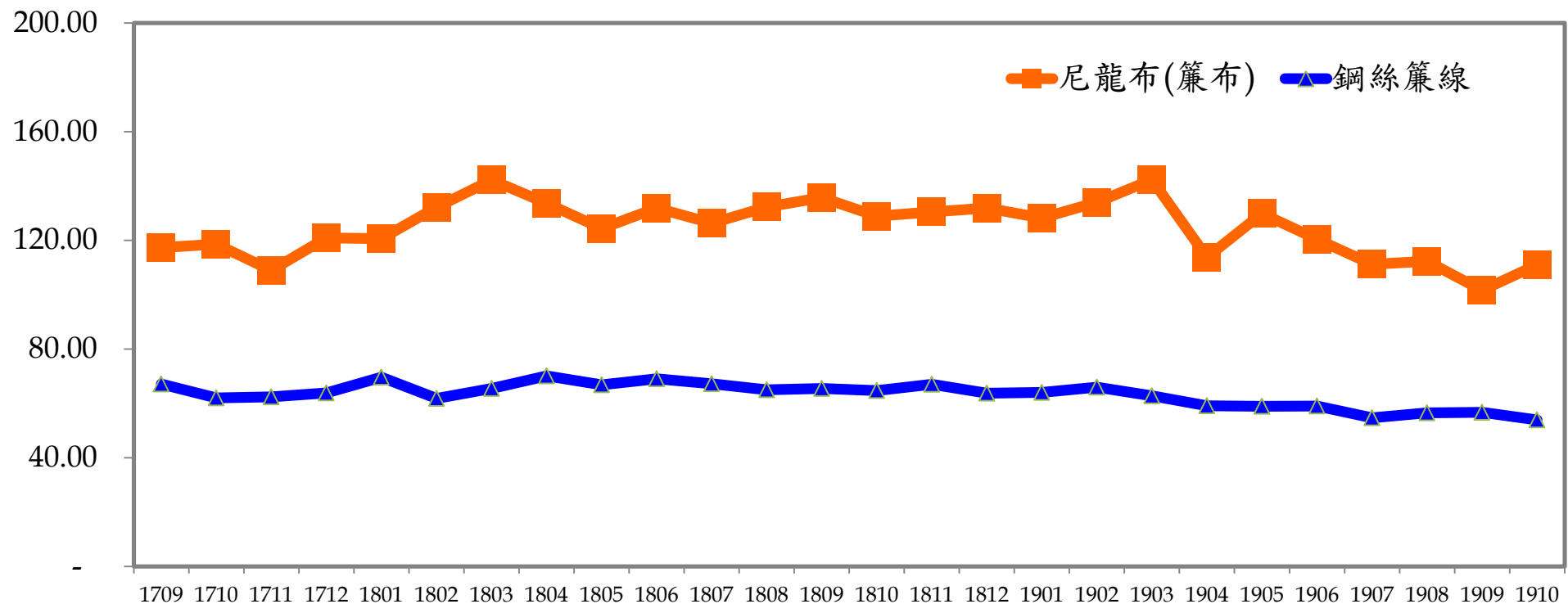


# 橡膠原料價格趨勢 Tire Raw Material Price Trend

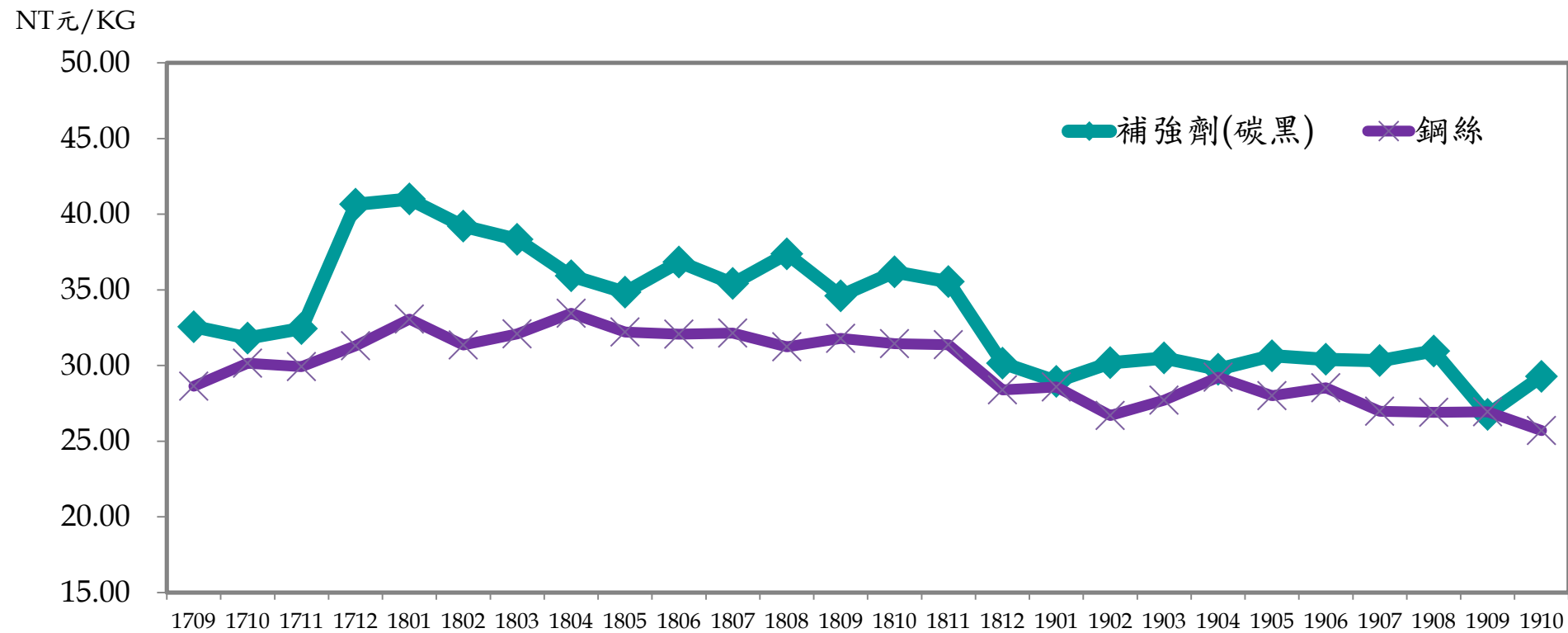


# 橡膠原料價格趨勢 Tire Raw Material Price Trend

NT元/KG



# 橡膠原料價格趨勢Tire Raw Material Price Trend





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美元強 Strong Dollar

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