

Jia Wei Lifestyle

Investor Conference



Nov 27, 2024

3557.TW

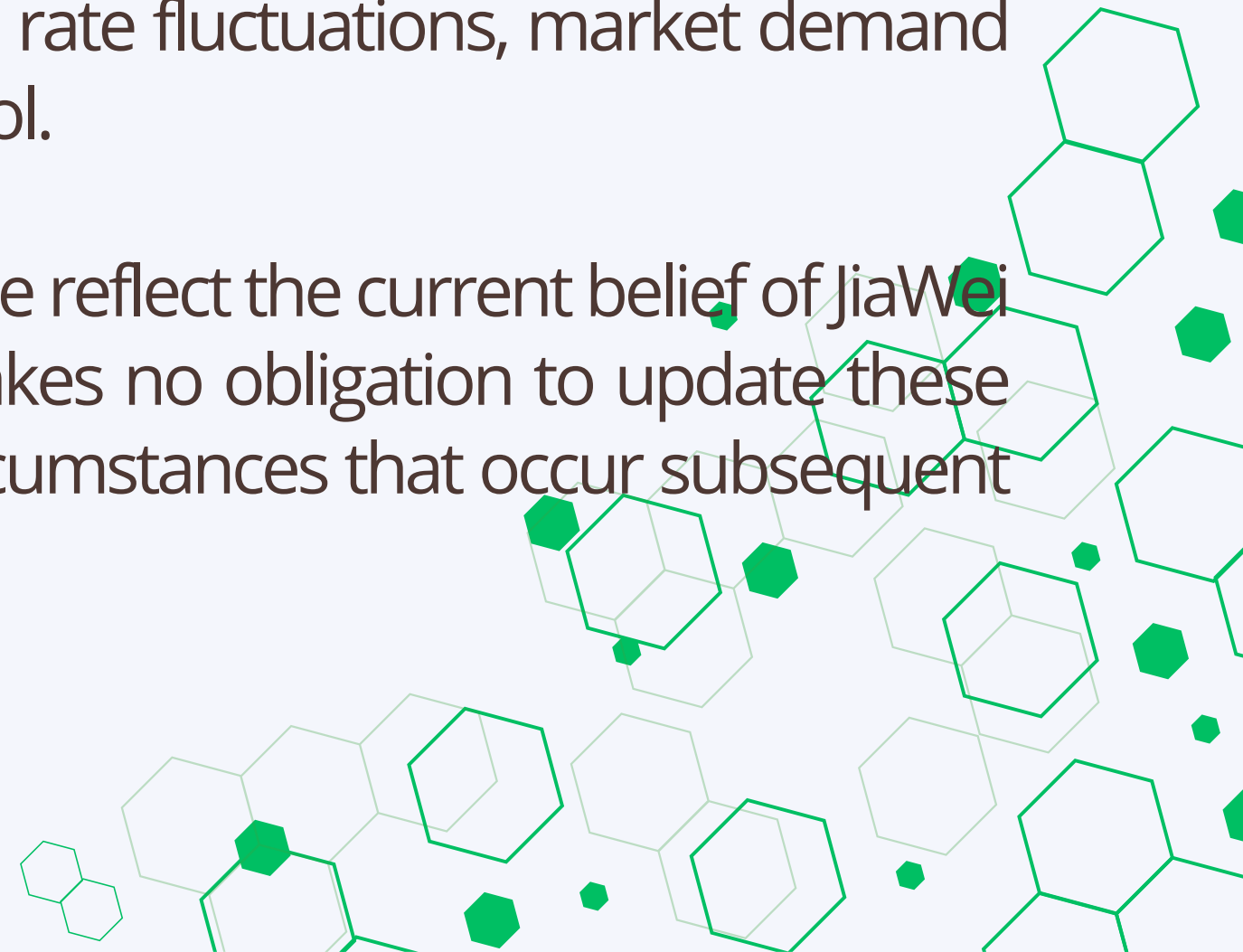


Disclaimer Statement

This presentation and release contain “forward-looking statements” which may include projections of future results of operations, financial condition or business prospects based on our own information and other sources.

Our actual results of operations, financial condition or business prospects may differ from those expressed or implied in these forward-looking statements for a variety of reasons, including but not limited to price fluctuations, competition, international economic conditions, exchange rate fluctuations, market demand and other risks and factors beyond our control.

The forward-looking statements in this release reflect the current belief of JiaWei as of the date of this release. JiaWei undertakes no obligation to update these forward-looking statements for events or circumstances that occur subsequent to such date.





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1. Innovation & Sustainability

2. Operation Overview

3. Future Developments

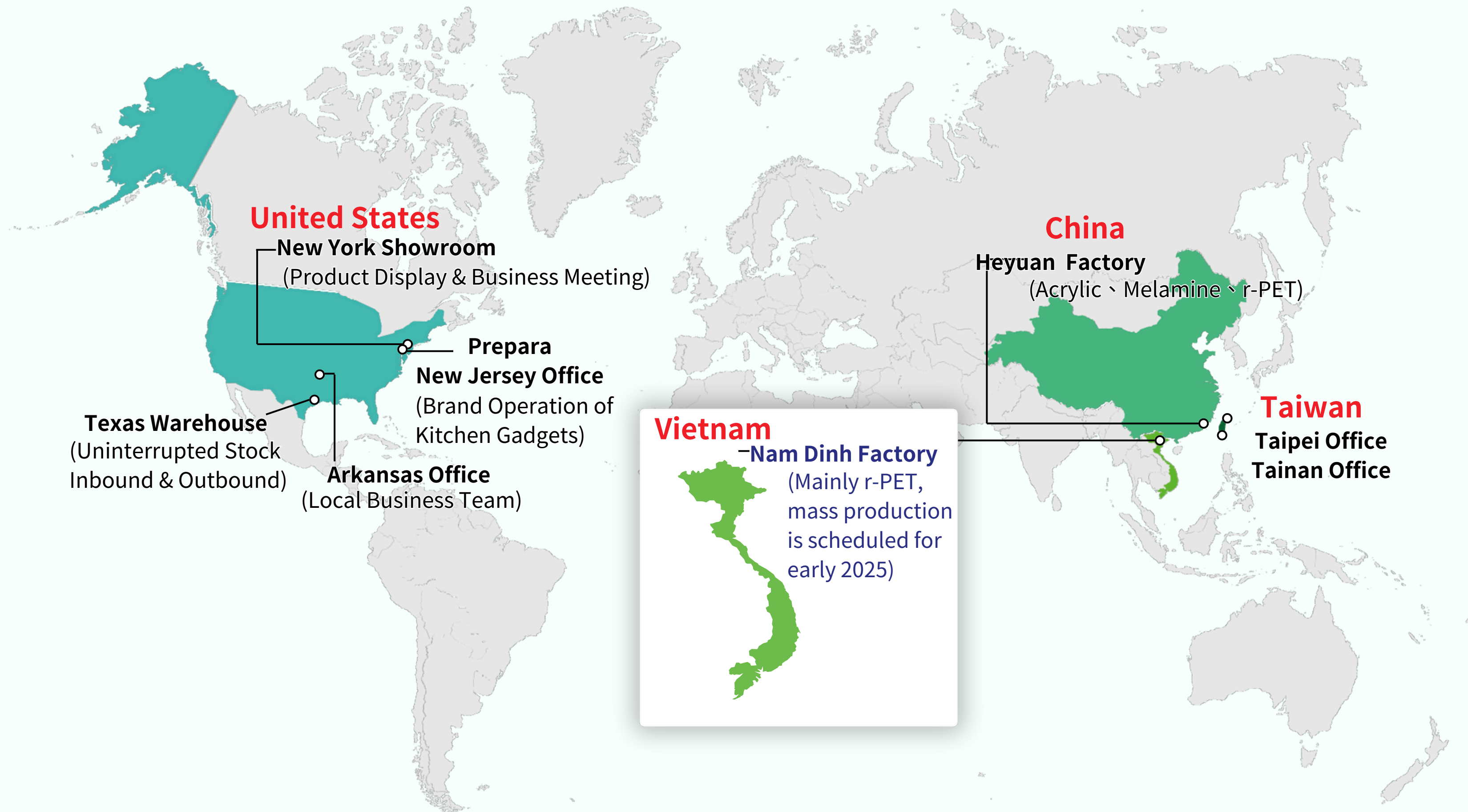
4. Q&A



PART 1

Innovation & Sustainability







Top View

Top View (A)

Office Building

PART 1



Investment in Vietnam

Progress of Factory Construction:

- October 05: Factory & Office Building Reached Sixth Floor.
- October 01: Acquiring Machinery & Equipment.
- July 13: Beam-Raising Ceremony.

Factory Info.

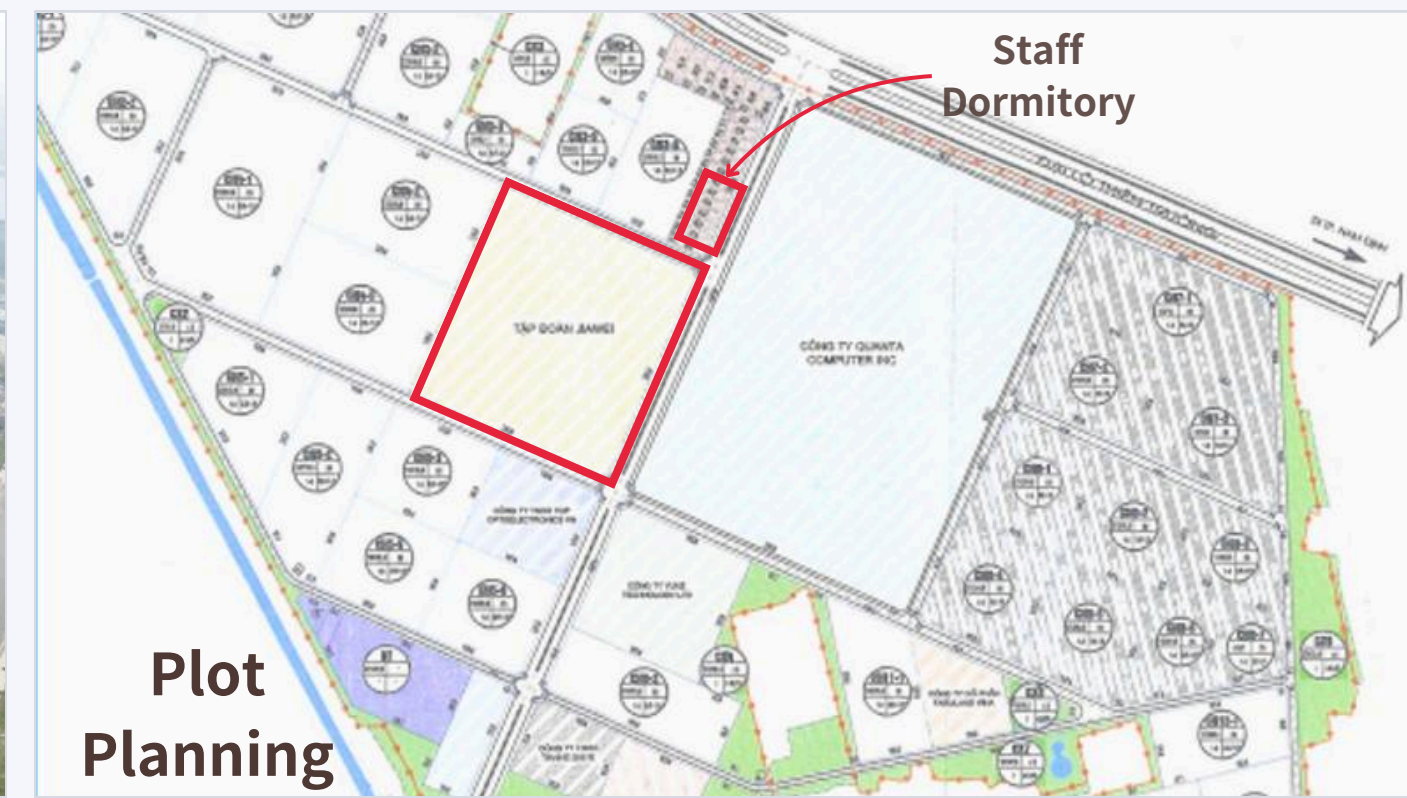
	Factory	Dormitory	Units	Remark
Land	85,764	4,086	m2	
Building	149,777	15,438	m2	
Machinery	200		set(est.)	100 sets acquired
Personnel	1,500			



Office Building



Top View(A)-Factory Complex

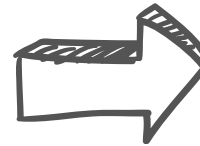


Plot Planning

Circular Economy



Higher Demand of r-PET from EU!



Current Focus is on Improving PET Recycling



Aligning with Walmart's Goal of Sustainability

• Quality Assurance



符合永續供應



產品符合 FDA標準



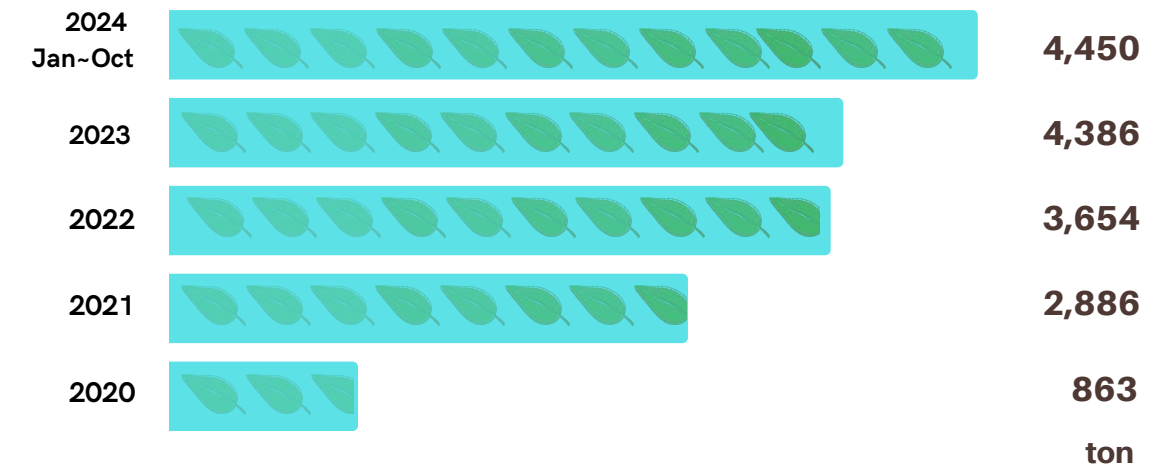
評價結果為 中上等級

r-PET “Re-Creation”

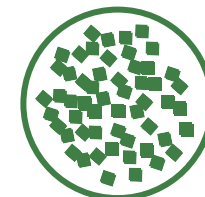
ECO METER

Sustainable Material

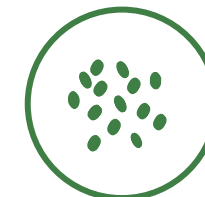
Volume of Usage



PET Bottle Recycle



Cleaning & Grinding (Flake)



Compound Granule



Sustainable Use





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PART 1

Jia Wei Lifestyle won following awards in 2024

National Brand Yushan Award



PART 2

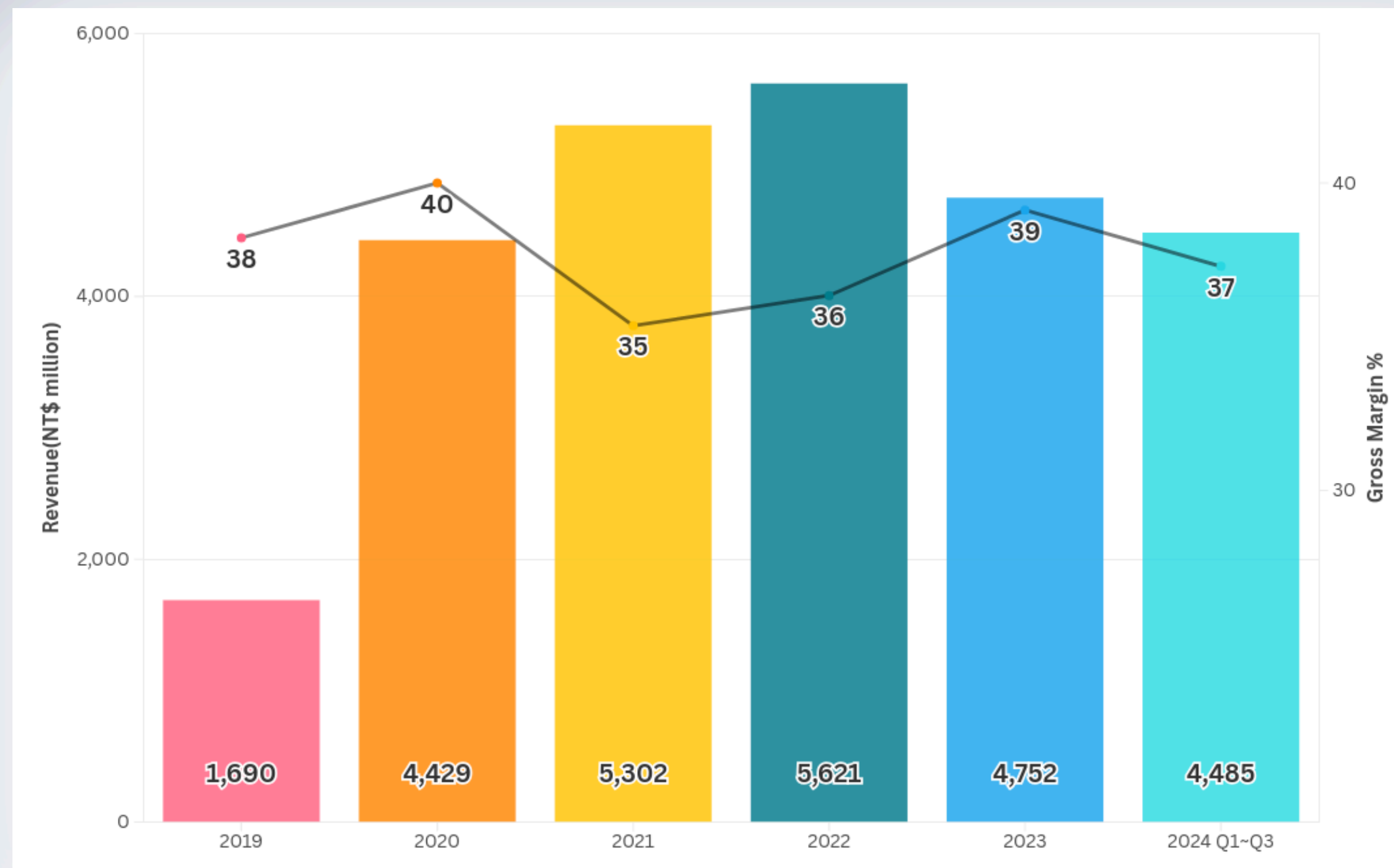
Operation Overview



PART 2

Business Results

Momentum



PART 2

Dividend Policy

Sharing



Before



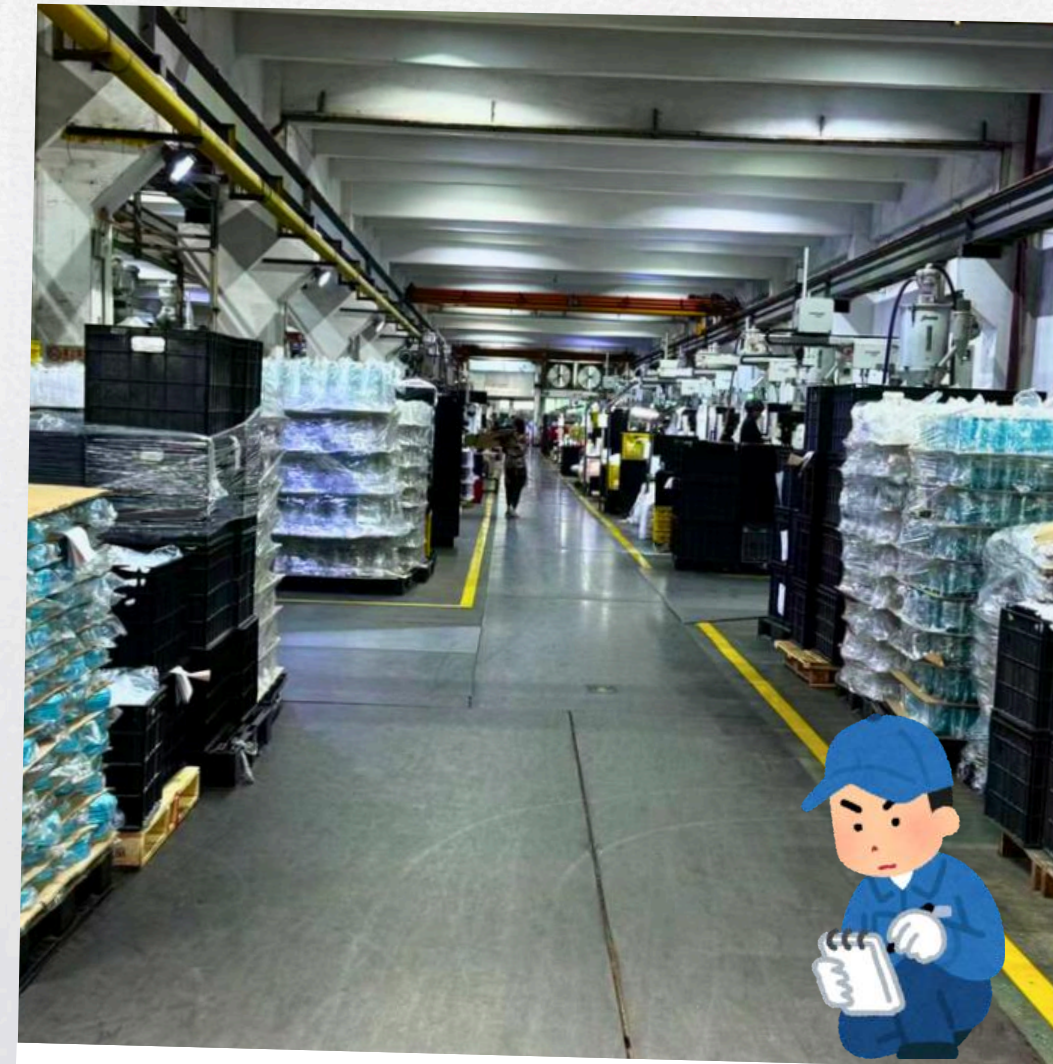
PART 2

Factory
Management



Heyuan Factory, China

January 2019



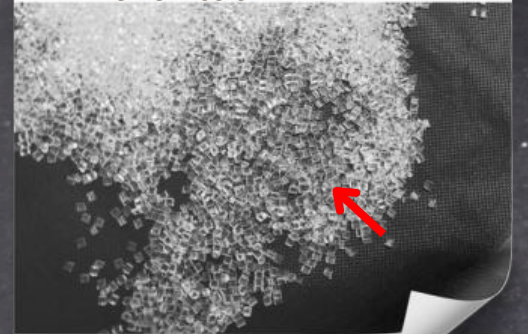
Heyuan Factory, China

October 2024



Workplace
Inspection

✓ No Acrylic Pellets on the Floor



✓ Tidy Arrangement



After.

PART 3

Future Developments



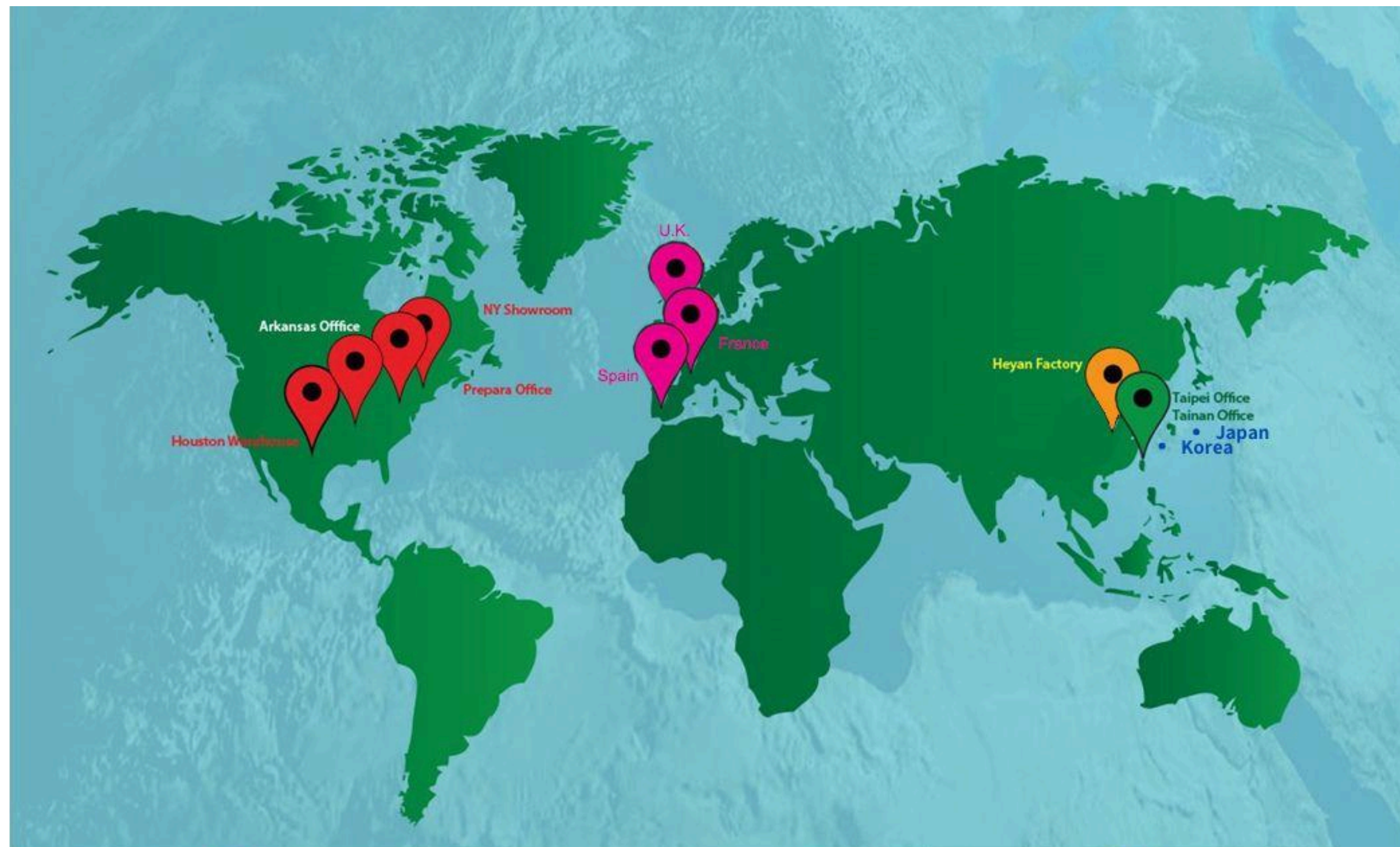
Jia Wei Lifestyle,
Inc.

**Business Strategy and
Future Projections**





Jia Wei Global Business Locations: China, Taiwan, USA, Europe, Japan, Korea



USA

New York Showroom: 41 Madison Ave. 3rd FL
Arkansas Office: 2111 E. Central Ave.
Suite 2 Bentonville, AR 72712
Texas Warehouse: 8850 N Sam Houston PKWY
Houston, Texas 77064
Prepara Office: 151 Forest Street Unit H
Montclair, NJ 07042

Taiwan

Tainan Office: No.5, Lane 38, JhongYu 1st Street,
Rende Township, Tainan, Taiwan R.O.C.
Taipei Office: 6F., No. 296, Sec. 4, Xinyi Rd.,
Da An Dist., Taipei, Taiwan 10679

China

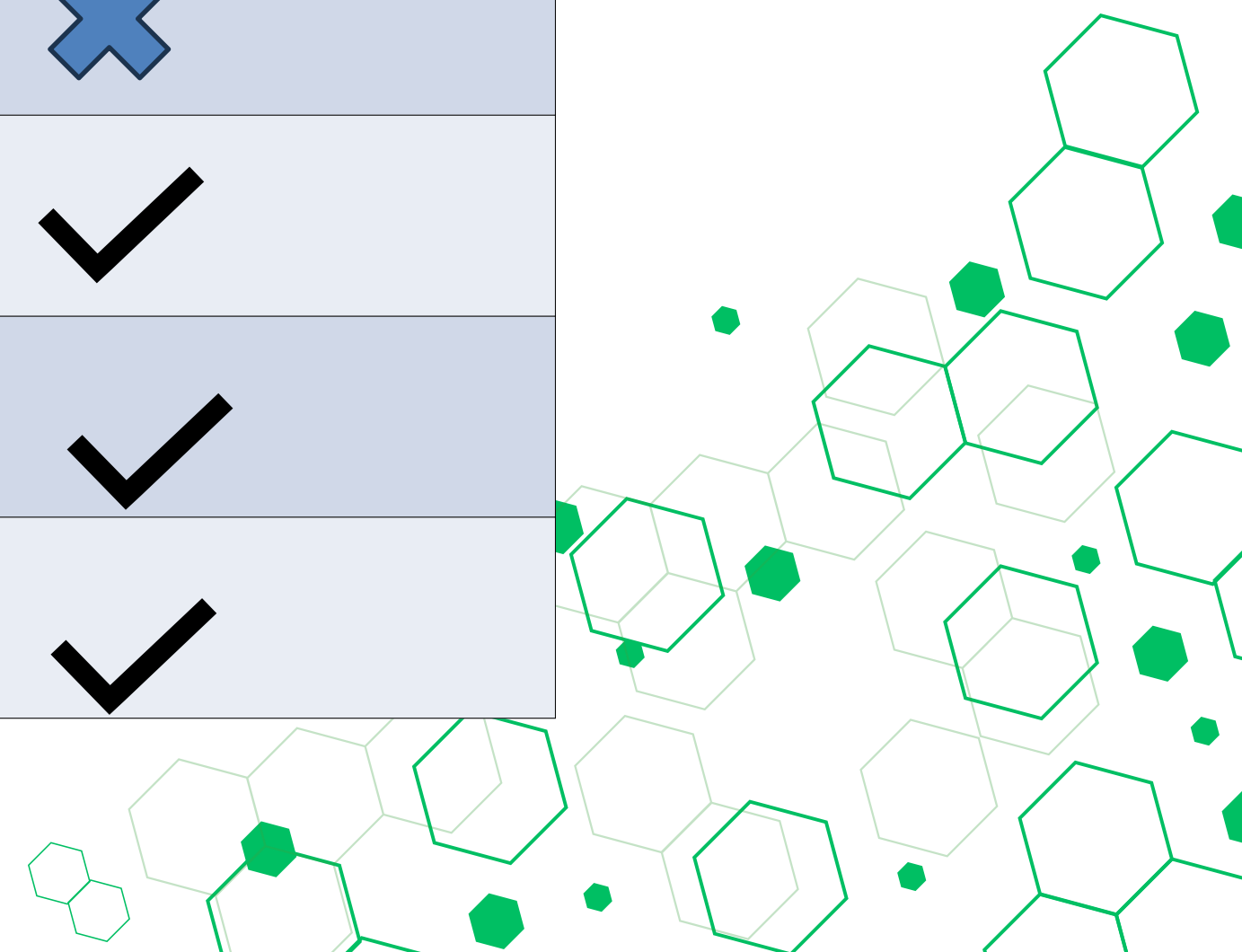
Heyuan Factory: Li Wang Ave., Pearl Industry
Park, Heyuan City Guangdong, China

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Country of Origin Diversification Plan – Vietnam and China Factory production

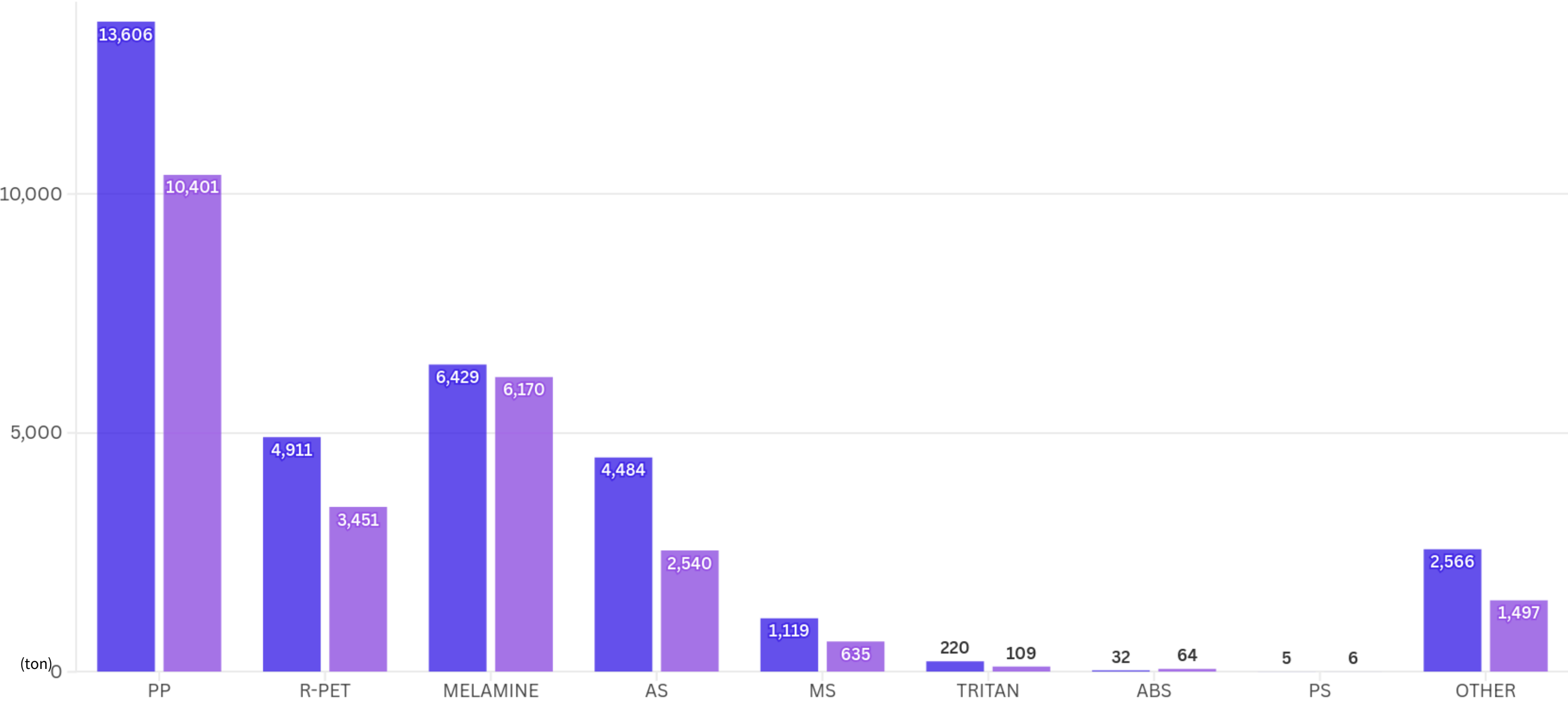
Material	China	Vietnam
Ecoluxe(r-PET)	✓	✓
Polypropylene	✓	✓
Melamine	✓	✗
Tritan	✓	✓
Methyl Methacrylate-Styrene Copolymer (MS)	✓	✓
Styrene-Acrylonitrile Copolymer (SAN)(AS)	✓	✓



Annual Sales in Volume of Material



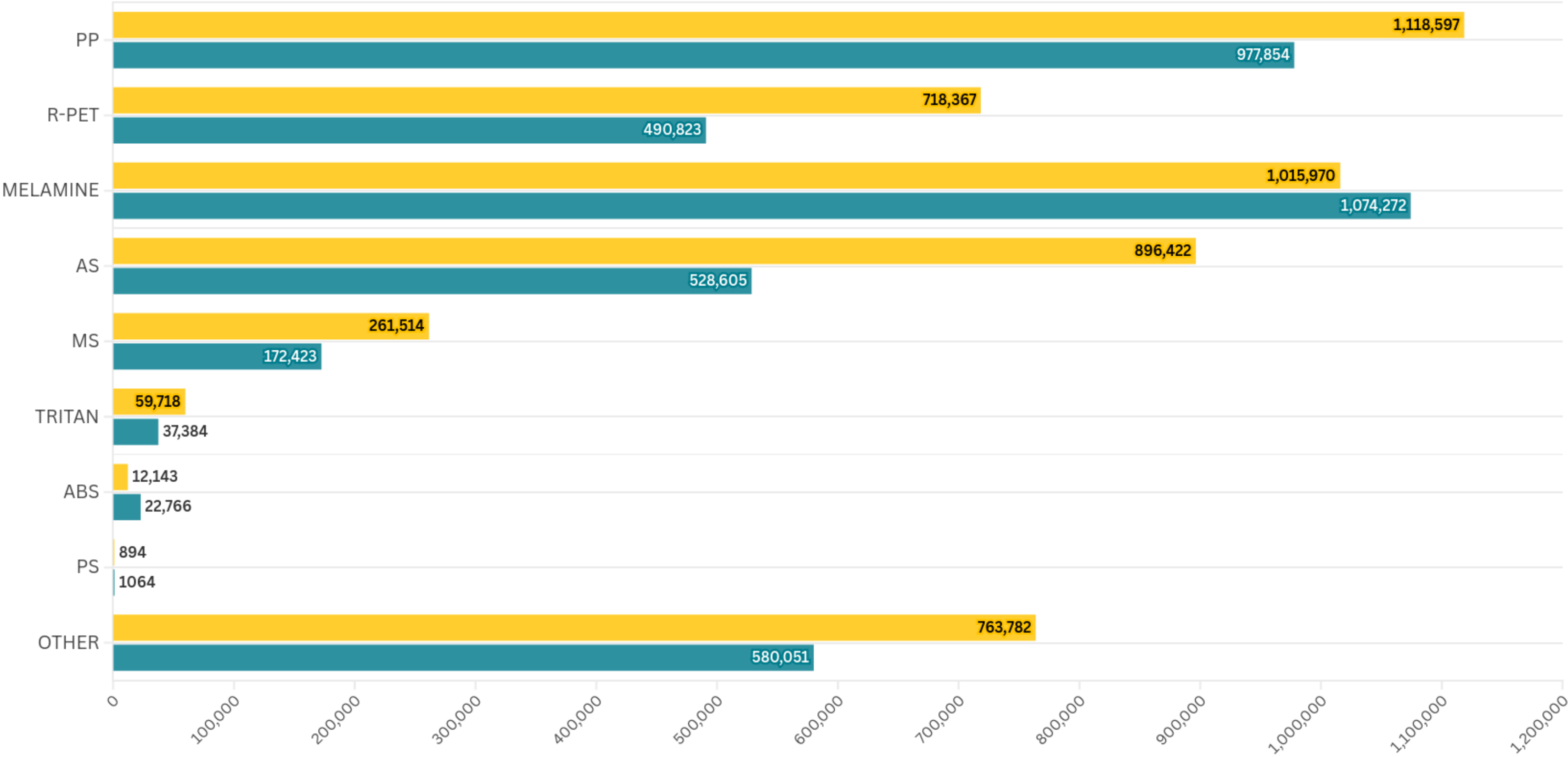
2024.01-10 2023.01-10



Annual Revenue (By Material)

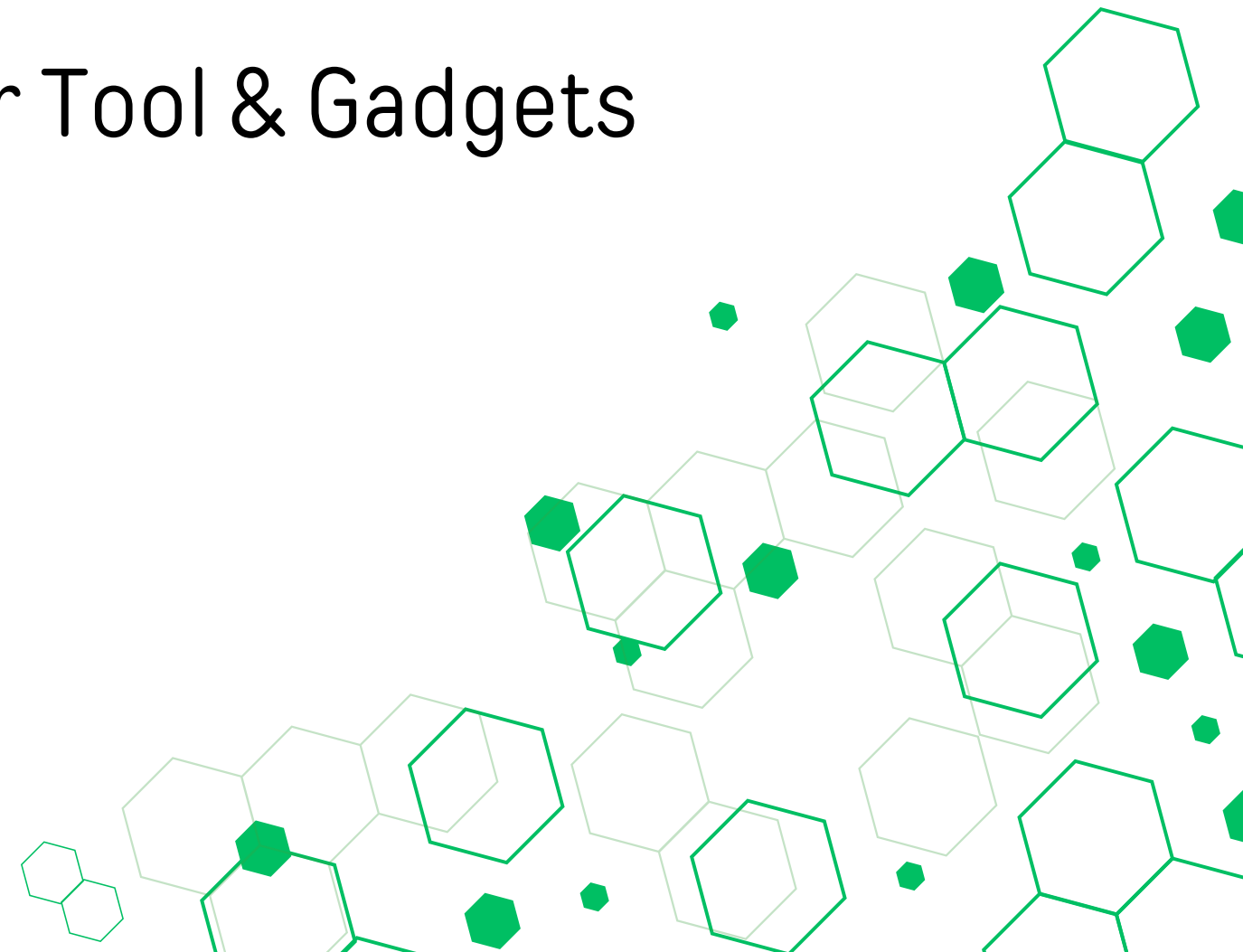
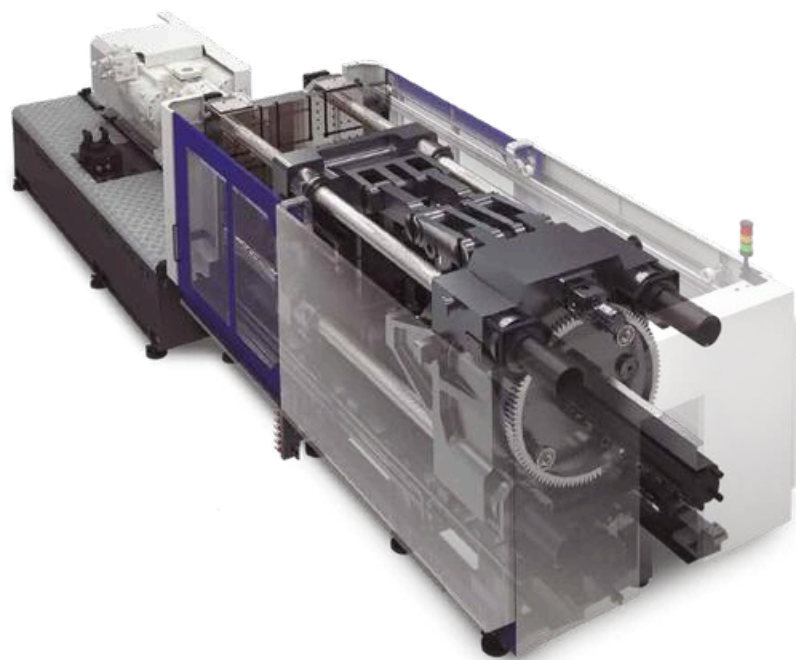


2024.01-10 2023.01-10 (NT\$ thousand)



Vietnam Factory 5 Year Plan: Expand capabilities, focus on sustainable materials.

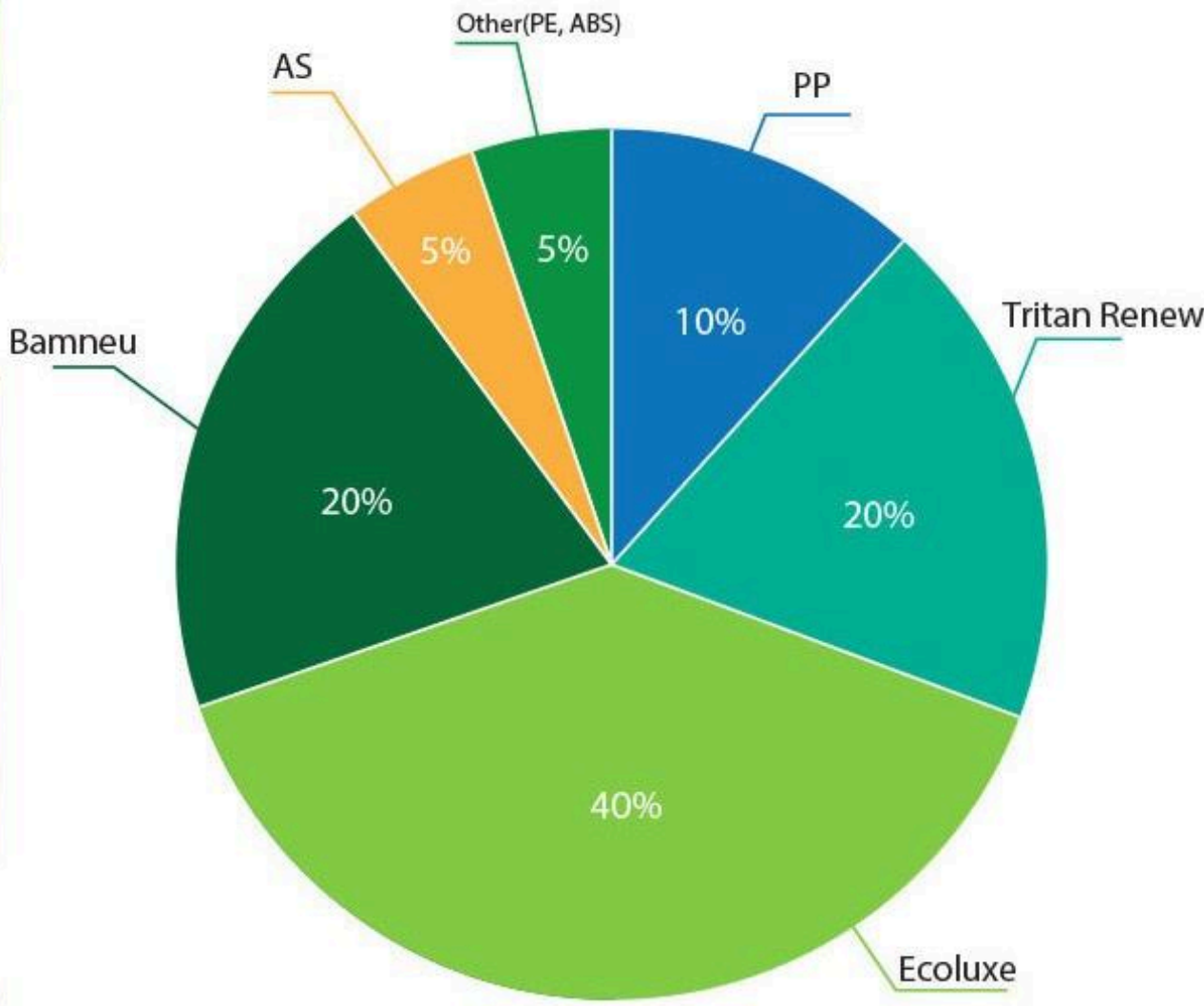
- Expanding into Sustainable Single Use Products: Straws, Food Packaging
- Food Grade Materials – Non-Plastic, Plastics
- Expand Decoration Capabilities – Decal for Ecoluxe RPET
- Vertical supply chain for RPET Raw Material
- Expand supply chain for Wood & Stainless for Tool & Gadgets



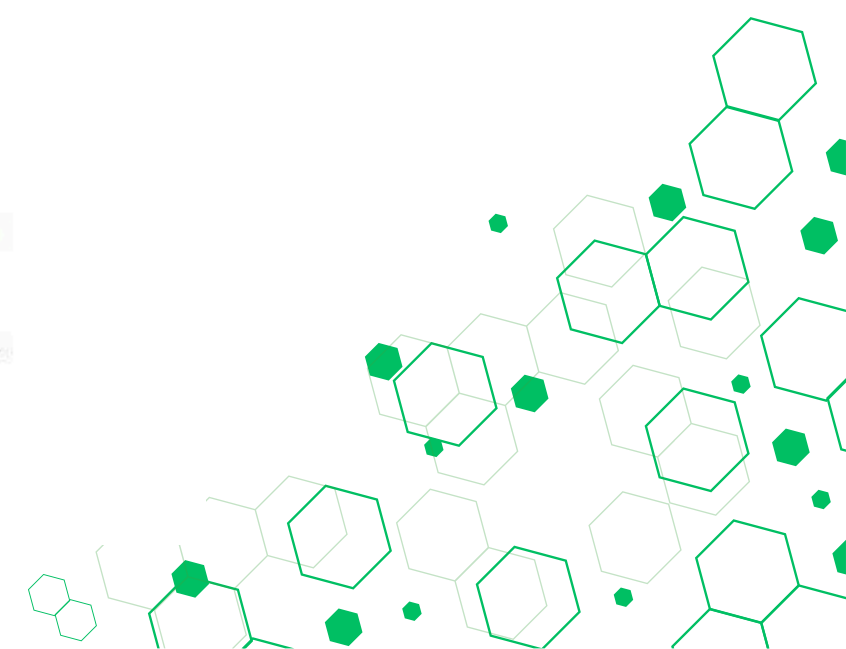
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Jia Wei Sustainability

WE ARE PRACTICING BEING BETTER TO OURSELVES, KINDER TO OTHERS AND THE EARTH



2025 Outlook on Shift to Primarily Sustainable Material Usage





Jia Wei Ecoluxe® Recycled PET bottles for microwave safe, shatter-proof products

SAVING OUR OCEANS
ONE BOTTLE AT A TIME...



ecoluxeTM

Solving a Problem the Green Way

Ecoluxe Products Feature



Eco-Friendly Manufactured
From 80% Post-Consumer
Recycled PET Bottles



Microwave Safe
Heat /Reheat



Refrigerator &
Freezer Safe



Shatter Proof



BPA Free



Heavy weight material
looks and feels like melamine
and is more durable
than other plastics.



Dishwasher Safe



Meets or Exceeds FDA
Standards for Food Safety

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Ecoluxe – Decal

MADE FROM
RECYCLED
WATER BOTTLES



RECYCLED PLASTIC
WITH THE LOOK OF
CERAMIC

STYLISH
SUSTAINABLE
NO COMPROMISE



**FULL
DECAL
TECHNOLOGY**

jw
JiaWei
**RECYCLED
PLASTIC**
HAS NEVER LOOKED
THIS GOOD!



ecoluxe
MADE FROM RECYCLED PLASTIC BOTTLES.



Areas of Expertise



TABLETOP



**TOOLS &
GADGETS**



**FOOD
STORAGE**



WASTE CANS



CAMPING



MUGS



HYDRATION



KIDS



BATH



BAKEWARE



PETS



**CUTTING
BOARDS**



CUTLERY



**LUNCH TO
GO**



BBQ



**SPORT
BOTTLES**

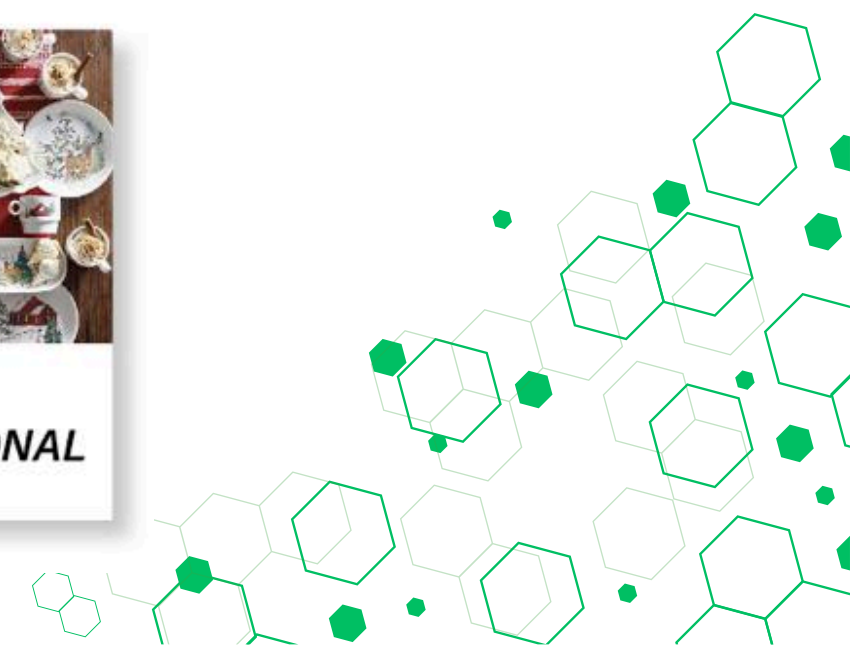


BARWARE



SEASONAL

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Leaning into Brands, Marketplace, Social Media Influencers, Sourcing, and Domestic Fulfillment



Our Story: A Legacy of Excellence, Innovation and Expansion

Since its founding as Peter Kump's Cooking School in 1975, the Institute of Culinary Education has garnered praise and acclaim as one of America's best training grounds for those looking to pursue a career in the hospitality and culinary fields.

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USA Partners



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Europe Partners

ZARA

ZARA
HOME

Stradivarius

UTERQÜE



DEPARTMENT STORES
SPAIN & PORTUGAL

INDITEX



OYSHO

Massimo Dutti

PULL&BEAR

Bershka

falabella.

M&S

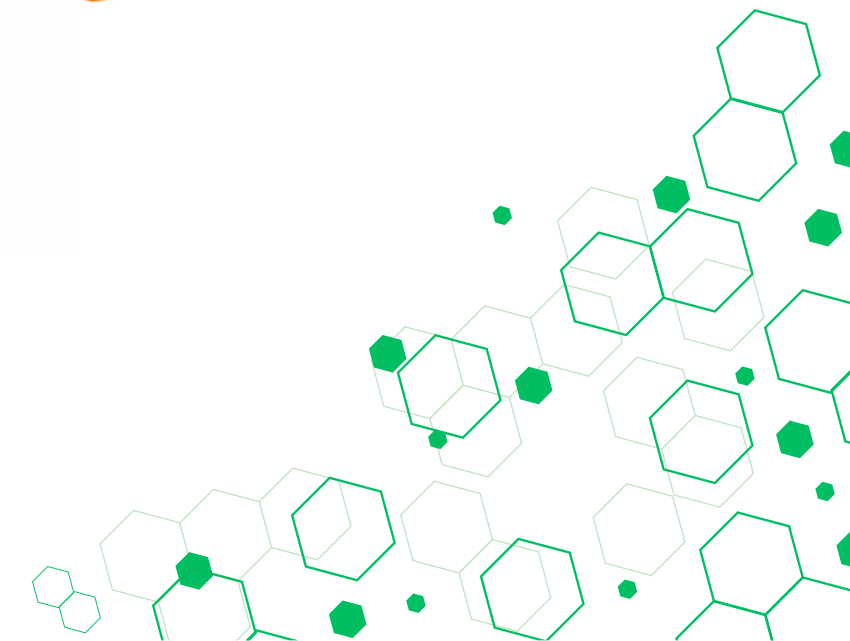
EST. 1884

TESCO

Sainsbury's
next

guzzini

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LOUNGE V

프리파라 브루클린 밀폐용기

상상

220ml 460ml
x2 x4

개당 NS가격17,000 개당 NS가격25,000

1,000ml 1,500ml
x2 x2

개당 NS가격39,000 개당 NS가격44,000

2,200ml 3,400ml
x2 x1

개당 NS가격49,000 개당 NS가격106,000

쿨러백 제조원: YIWU JOEN
BAG MFG CO.,LTD





Multi-Million Dollar Investment: Houston Warehouse

Centrally Located in Houston, Texas

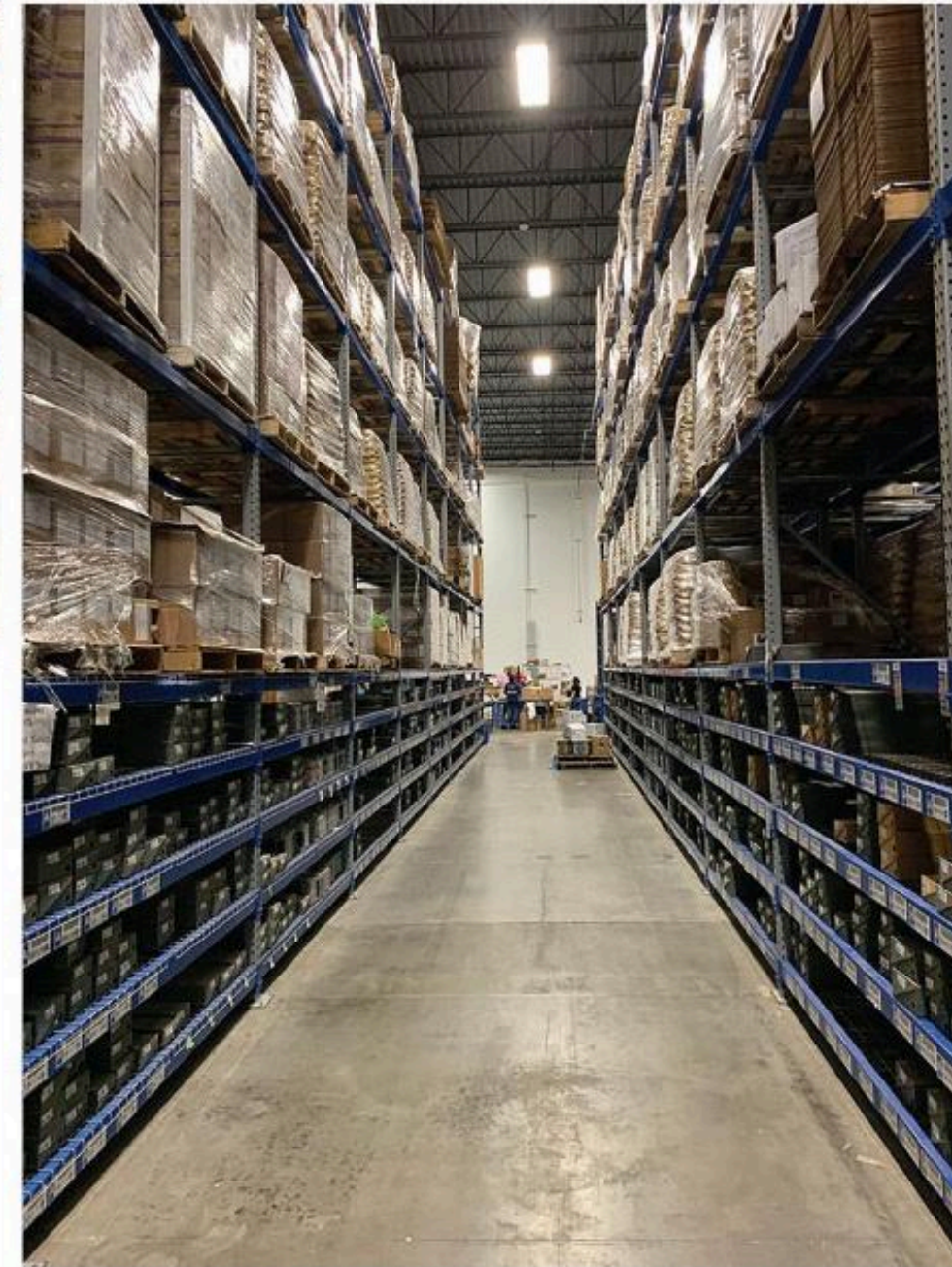
Fulfilling Orders :

Walmart Dotcom 1P
Walmart Marketplace 3P
Walmart Domestic Store Business
Sam's Club Dotcom Dropship
Other Customers Dropship
Other Customers Domestic Store Business



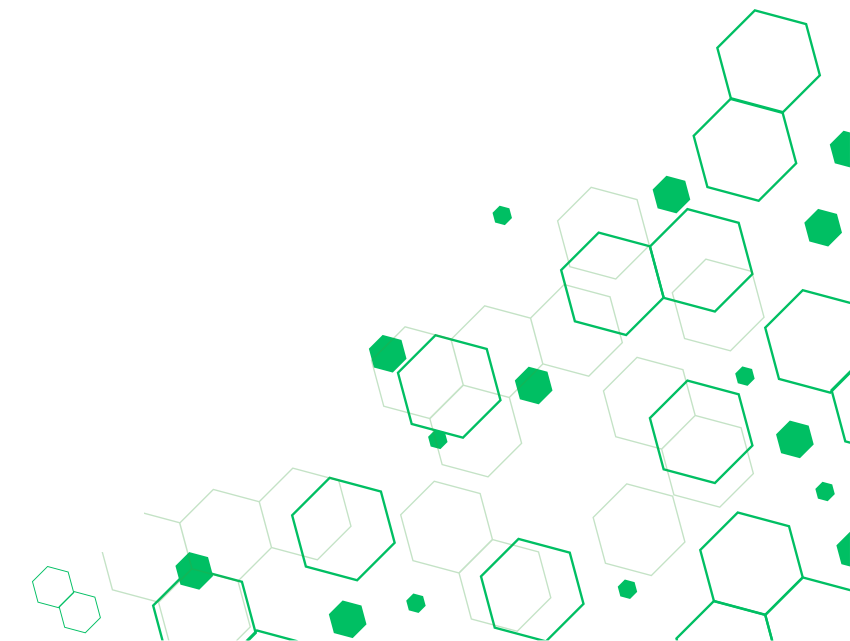
Capabilities

- Domestic Shipments
Palletized - Routing - Labeling
- Drop Shipping
Pick and Pack - Custom Packaging
- Storage
500,000 sq ft Storage Space



First Design Global is a subsidiary of Jia Wei - In House Fulfillment

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LOGISTICS FOR ECOMMERCERCE

Jia Wei owns First Design Global – a wholly owned subsidiary that runs a full USA Warehouse.

Located in Houston Texas
Central Location for expedited shipping times

Warehouse Capabilities

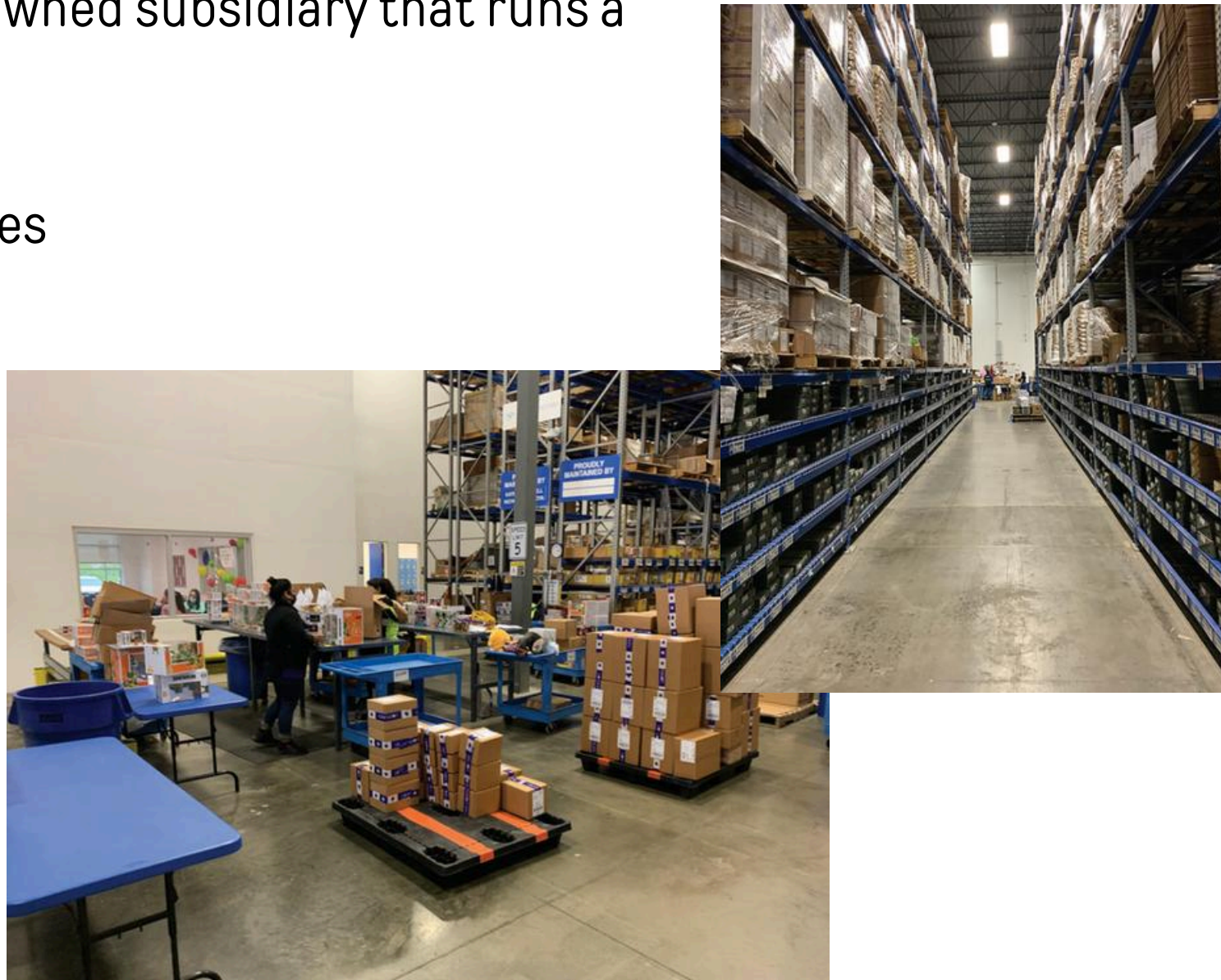
- Domestic Retail Shipments
- Palletized – Routing – Labeling

Drop Shipping

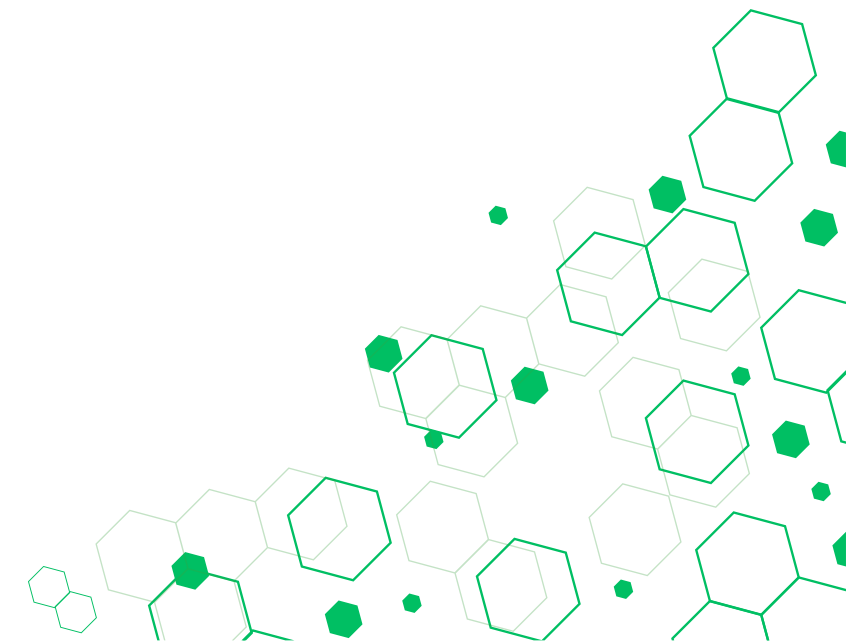
- Pick and Pack
- Custom Packaging
- Multiple Carriers
 - USPS
 - UPS
 - Fedex

Storage

- 500,000 sqft of Storage Space



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LOGISTICS FOR ECOMMERCERCE



Systems

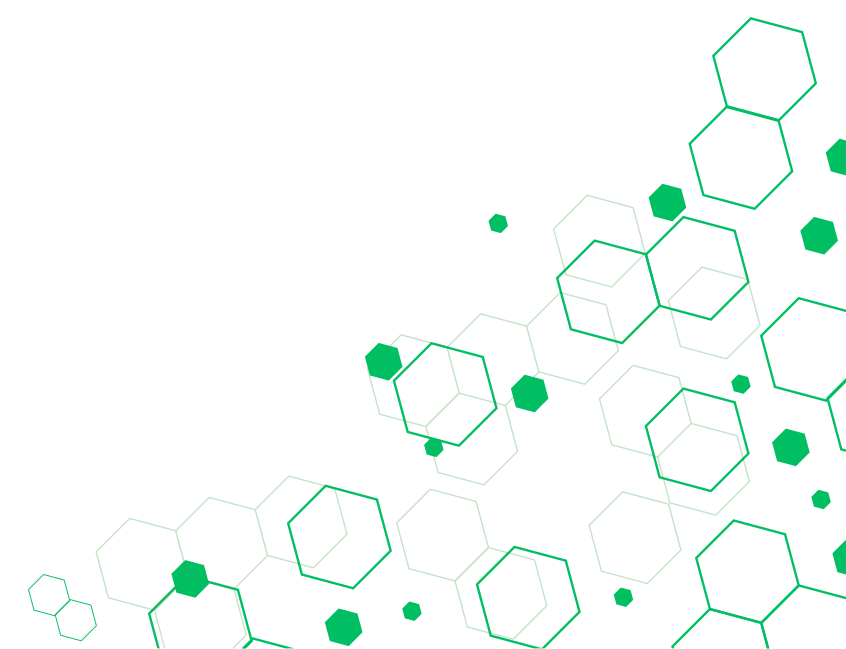
First Design Global is currently using Netsuite by Oracle for Inventory and Shipment Management

This allows for EDI integration with retailers for seamless data transfer
Important for timeliness and accuracy

Work Flow:

1. Order is automatically populated with relevant information
2. Order is picked and packed by FDG workers
3. Order weight and size uploaded
4. Automated Shipping Labels Produced
5. All information about the order including the tracking is transmitted to the retailer platform.

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Walmart Sustainability

[About](#)[News](#)[Purpose](#)[Investors](#)[Suppliers](#)[Careers](#)[Ask Walmart](#)

Walmart Sets Goal to Become a Regenerative Company

Sept. 21, 2020

1 Min. Read

[Sustainability](#)

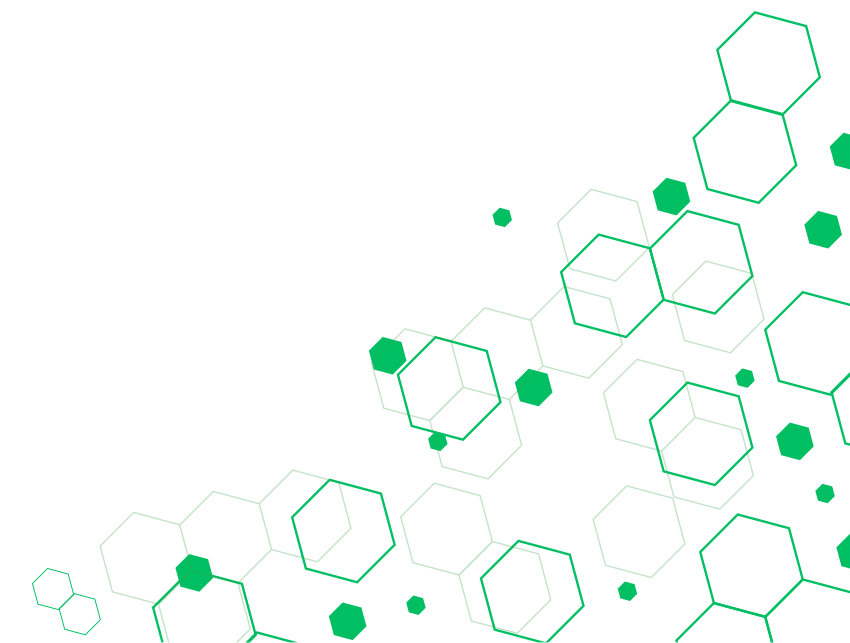


We want to play an important role in transforming the world's supply chains to be regenerative. We face a growing crisis of climate change and nature loss, and we all need to take action with urgency. For 15 years, we have been partnering to do the work and continually raising our sustainability ambitions across climate action, nature, waste and people. The commitments we're making today not only aim to decarbonize Walmart's global operations, they also put us on the path to becoming a regenerative company – one that works to restore, renew and replenish in addition to preserving our planet, and encourages others to do the same.

Doug McMillon, President and CEO – Walmart



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From Transactional to Strategic Partner

- Strategic Direct Factory Partnership since 2011
- 2011– \$30mm annual turnover at retail, to 2024 over \$240mm annual turnover at retail
- Over 1400 yearly sku's across all Walmart countries and over 20 different departments
- We are a 1p supplier and 3p supplier
- We believe in experimentation and innovation through 3p and bringing data and market analysis for 1p solutions
- We are engaged and active with Walmart Marketplace, WFS, and Luminate

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MEET JESSIE

Jessie James Decker is a singer, songwriter, TV personality, fashion designer, beauty and lifestyle influencer, entrepreneur, and two-time New York Times best-selling author.

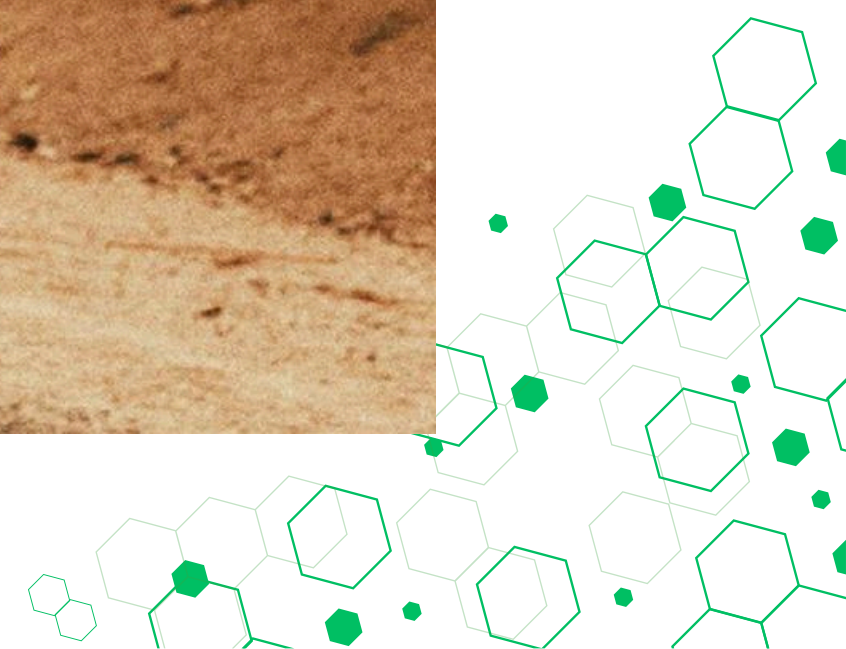
FROM CREATING A MASSIVE RETAIL BRAND TO HOSTING CLASSIC TELEVISION SPECIALS, THERE TRULY IS **NOTHING** JESSIE HAS NOT ACCOMPLISHED.

Singer, songwriter, TV personality, fashion designer, beauty and lifestyle influencer/entrepreneur and 2x New York Times best-selling author, JESSIE JAMES DECKER has emerged as a multi-platform juggernaut juggling fashion brands like her personally designed Kittenish line with four retail stores and growing, along with her television hosting duties. Signed to Warner Music Nashville, Jessie's passion for music has made the multi-talented artist one of music's true breakout firebrands. The singer's authentic style immediately captivated listeners everywhere on her 2009 self-titled debut. She continued to keep it real with her second studio album, 2017's Southern Girl City Lights, which debuted at #1 on Billboard's Top Country Albums chart. Jessie lives with her husband, retired NFL player Eric Decker, and their four children, in Nashville, Tennessee.

WAVE



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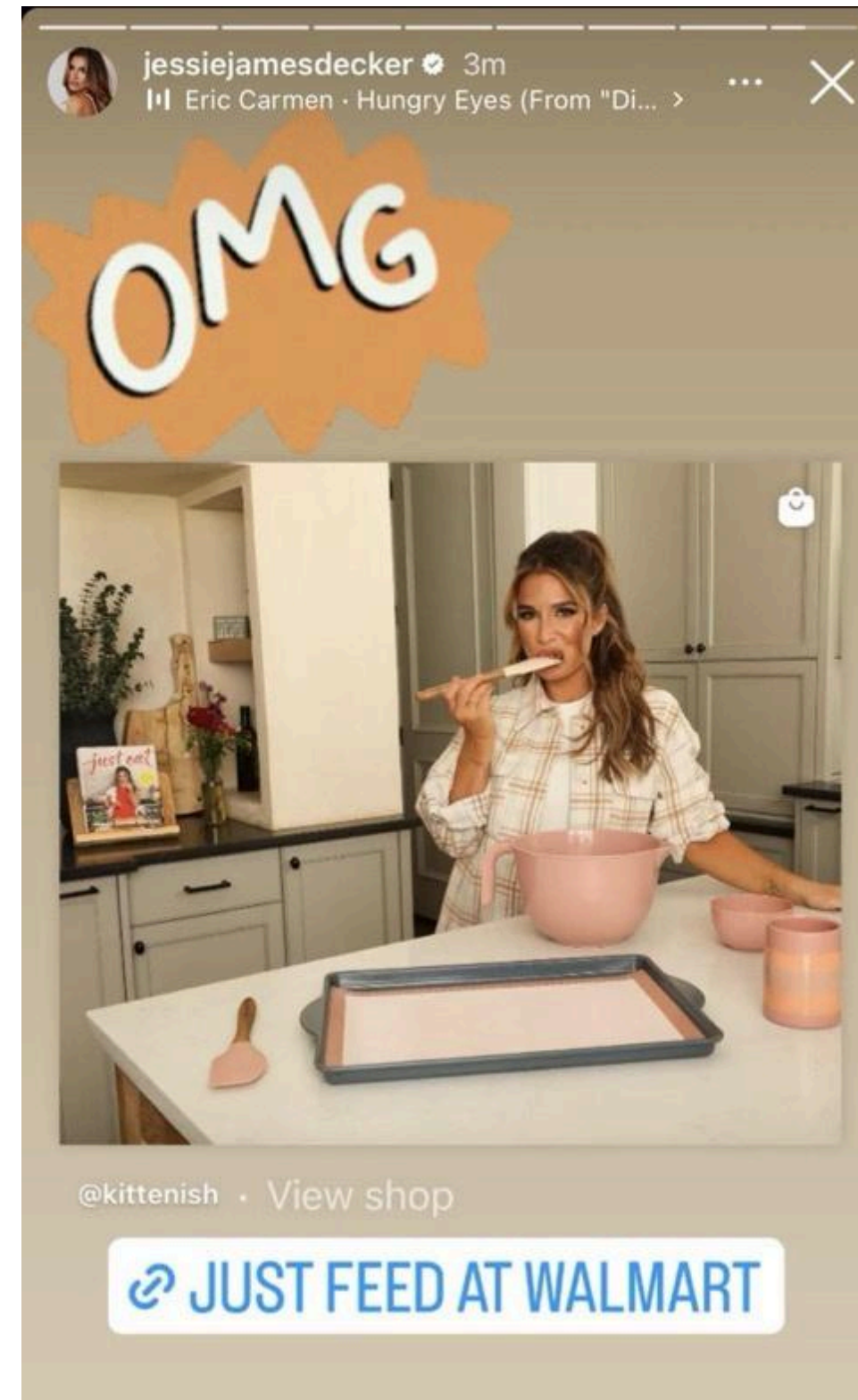
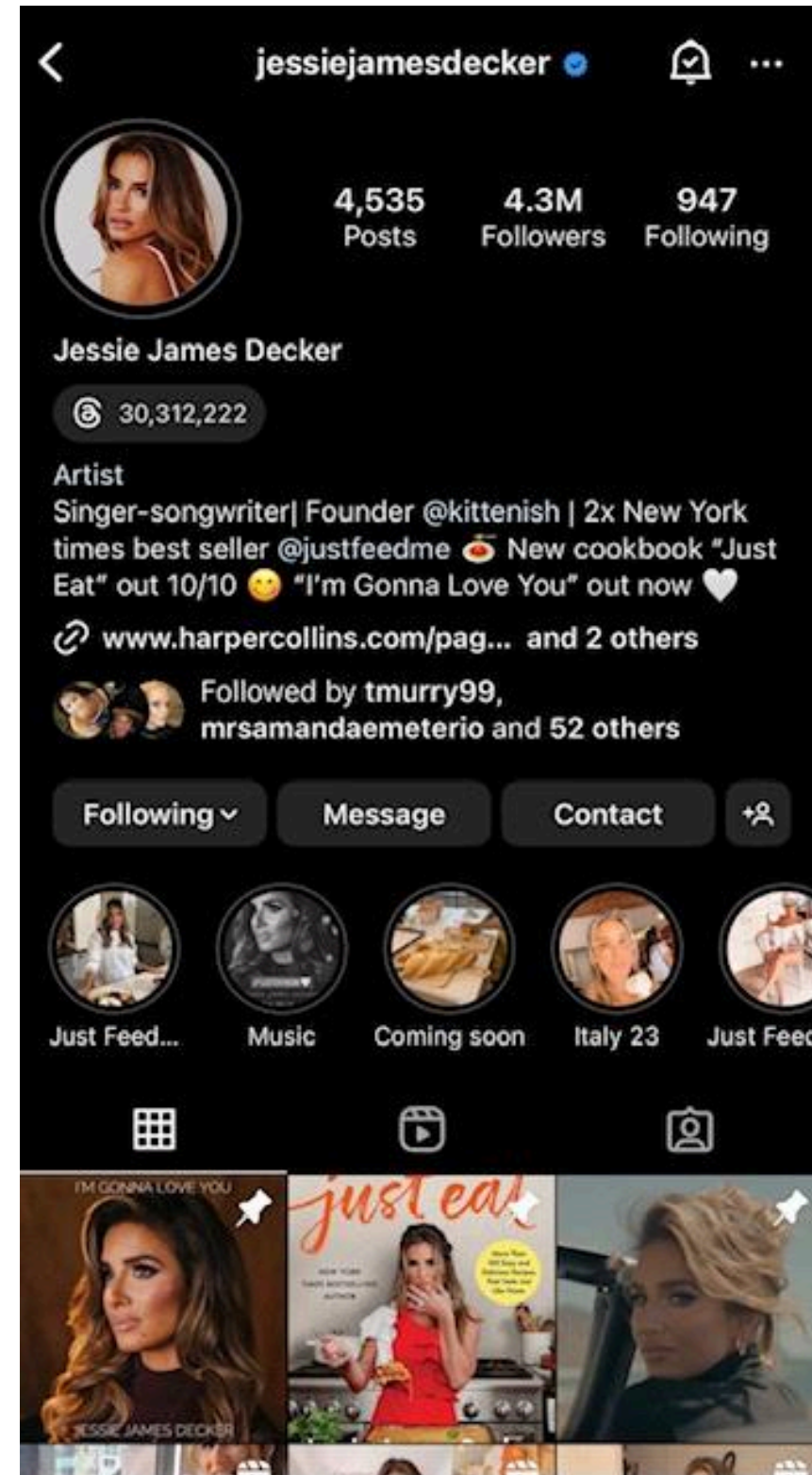
The Power of Brands – driving traffic to Walmart



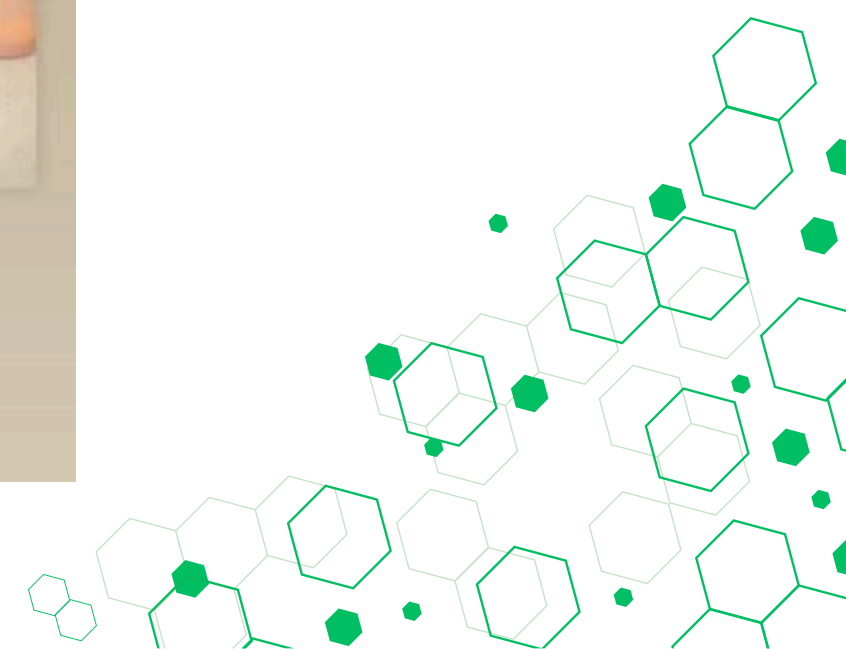
Instagram
Reach

4.3M Followers
86M
Impressions
per month

!!Traffic Driver
to WMT.com!!

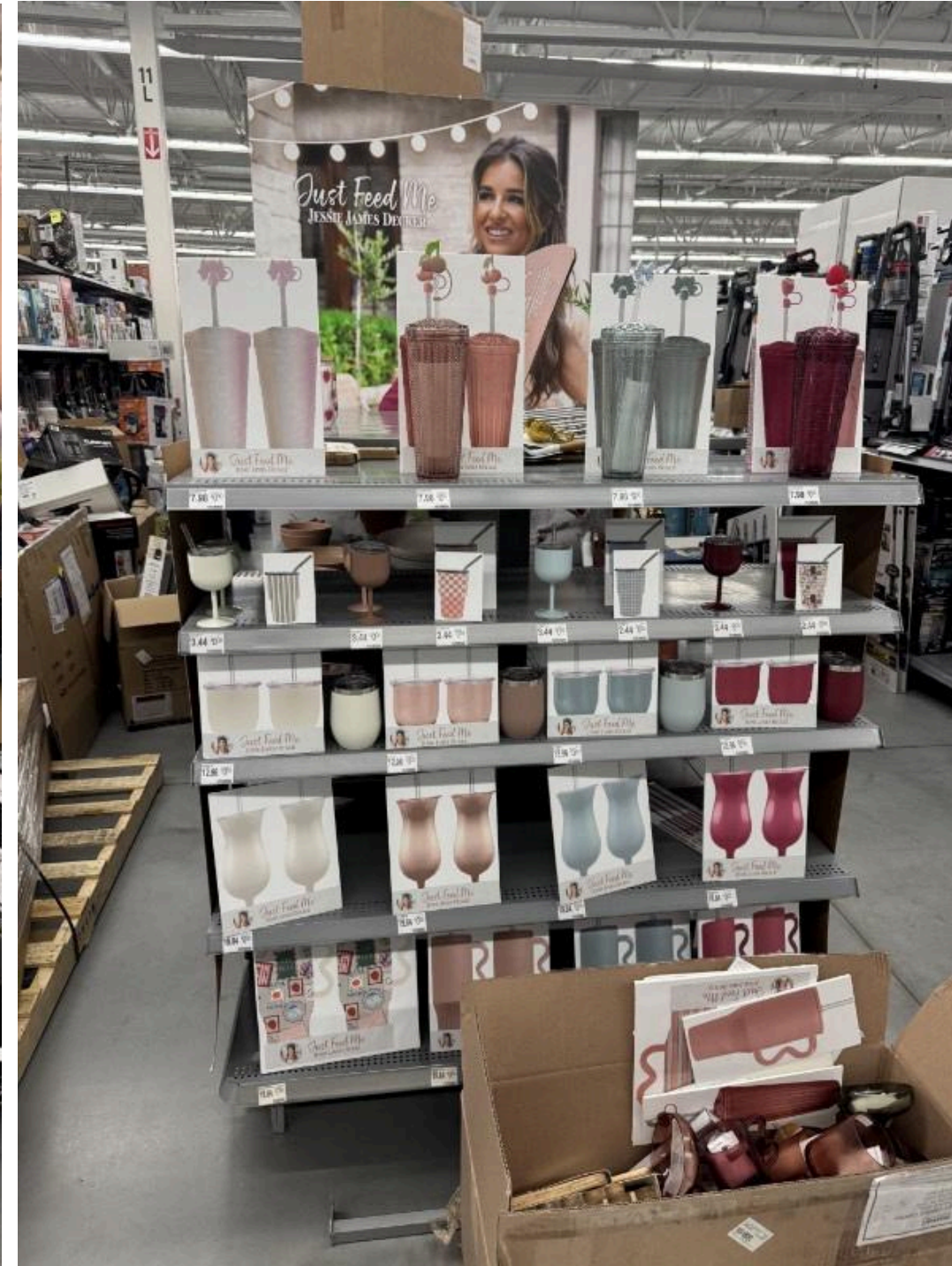


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Jessie James Decker In Store Experience



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Jia Wei is a strategic partner with Target selling diversified assortments in 8+ departments across a range of product categories.

- 1,956 US Store Locations (2nd Largest Brick & Mortar Retailer for \$ Volume)
- Jia Wei is a Certified Partner in Design and an Accredited Technical Partner.
- 10 Years of Double-Digit Compound Growth
- Diversified business in nine departments including: Tabletop, Kitchen, Hearth & Home, Kids, Baby, Celebrations, Pet, Bath, & Storage.
- Category expansion provides continued substantial growth opportunities.
- Target continues to lead with strong Private Brand development, fashion forward merchandise and a diversified grocery business.
- Jia Wei's Vietnam Factory and our use of Eco Materials are critical elements to the continued success and expansion of our partnership with Target.



The Hybrid Mass Grocer is an important growth market for Jai Wei. Grocers use a “win with food” strategy leveraging the foot traffic of the grocery store to draw traffic to the hardlines areas.

Kroger is the second largest Grocery Store in the US and Loblaw is the largest Grocery Store in Canada.

Jia Wei is a important partner in home and kitchen with all of the key players in this distribution channel.

The Kroger logo is displayed in a large blue font. It features a stylized 'K' with a semi-circular arch over the top, followed by the word 'roger' in a sans-serif font. A registered trademark symbol (®) is located at the bottom right of the 'K'.

2,719
Stores

2,455
Stores

The Loblaw logo is shown in a large, bold, black sans-serif font.

C O M P A N I E S L I M I T E D





Jia Wei is a leading tableware and kitchenware partner with TJX Companies

- 4,700 Store Worldwide including US, Canada & Europe
- Jia Wei is a partner with all division of TJX Corp including TJX Maxx, Marshalls, Home Goods, TK Maxx, Winners & Home Sense.

- The Off-Price sector continues to be a bright spot in the brick & mortar retail landscape utilizing a treasure hunt strategy to offer broad, shallow assortments of products that excite consumers in finding deals and encouraging frequent store visits.
- Category expansion provides continued substantial growth opportunities. Eco Materials are less important to the off-price consumer, but the demand continues to increase.
- TJX is the largest off-price retailer and the leader in their distribution channel.



WILLIAMS SONOMA

WSI Group Operates 518 stores worldwide under a wide portfolio of brands including:

- Williams Sonoma
- Williams Sonoma Home
- Pottery Barn
- Pottery Barn Kids
- PBteen
- West Elm
- Mark and Graham
- Rejuvenation



WSI is the leading retailer of specialty high end home and kitchenware products.

- Jia Wei has supplied WSI for over 20 years and is the leading supplier of Outdoor Tableware and Kids Dinnerware.
- We have expanded our assortments into Kitchenware and are working with our partners to develop programs in Storage, Organization, Pet and Décor.
- The specialty business continues to thrive, offering more affluent consumers well designed, curated product assortments from trusted brands.
- The specialty consumer has greater price elasticity than other market segments allowing unique and exciting products to be developed and sold.

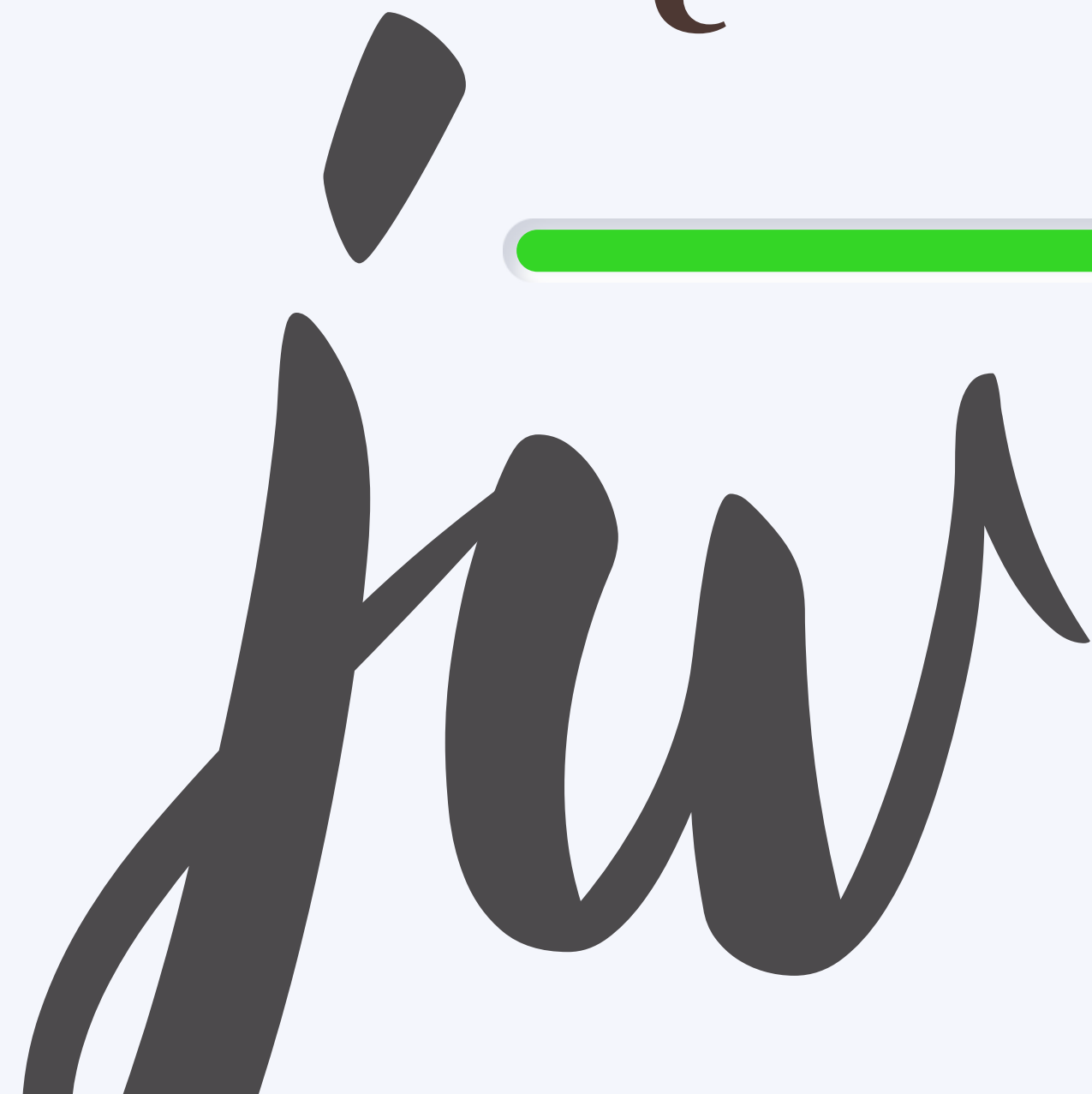
POTTERY BARN



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PART 4

Q&A





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Thank you for your listening.

Contact us if there is any question.

