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# JIA WEI Lifestyle Investor Conference

3557.TW

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# 1. Sustainable Operations



# Global Presence





Main Entrance

# Vietnam Factory Intro

## Features:

- Elegant white exterior
- Zones: Office, Production, Warehouse, Showroom
- Shipment in bulk started in July 2025

## Information :

	Factory	Units	Remark
Land area	85,764	4,086	m <sup>2</sup>
Construction area	149,777	15,438	m <sup>2</sup>
Machinery	200	<b>ALL IN PLACE</b>	Set (Estimated)
Staff	600	Person	(Estimated)



Storage Zone



Production Area



Showroom

# 2. Financial Overview



# 1. Income Statement

Thousand(NTD)

	2025.01~09	2024.01~09	YoY
Operating Revenue	3,351,734	4,484,666	-25%
Gross Profit	1,149,073	1,679,770	-32%
Operating Income	113,247	596,319	-81%
Non-operating Income and Expenses	(122,759)	(13,165)	832%
Income Before Tax	(9,512)	583,154	-102%
Income Tax Expense	(13,179)	(125,366)	-89%
Net Income Attributable to Owners of the Parent	(22,691)	457,788	-105%
Basic Earnings Per Share (NTD)	(0.27)	5.43	-105%
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Gross Margin	34.28%	37.46%	-3.17%
Operating Margin	3.38%	13.3%	-9.92%
Net Profit Margin	-0.68%	10.2%	-10.88%

## 2. Balance Sheet

Thousand(NTD)

	2025.9.30	2025.6.30	QoQ	2024.9.30	YoY
Cash and Cash Equivalents	380,257	434,704	-13%	258,332	47%
Accounts Receivable, Net	530,770	622,779	-15%	996,676	-47%
Inventories	616,745	538,372	15%	831,132	-26%
Property, Plant and Equipment	2,357,297	1,972,351	20%	1,489,374	58%
Total Assets	5,654,814	5,287,557	7%	5,234,371	8%
Short-term Borrowings	1,147,325	696,368	65%	1,089,913	5%
Notes and Accounts Payable	107,694	90,756	19%	206,418	-48%
Long-term Borrowings	1,418,137	1,185,405	20%	654,630	117%
Total Liabilities	3,248,985	2,813,327	15%	2,601,268	25%
Total Equity	2,405,829	2,474,230	-3%	2,633,103	-9%
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Days Sales Outstanding (DSO)	64	56	8	60	4
Days Inventory Outstanding (DIO)	110	87	22	84	26
Days Payables Outstanding (DPO)	27	21	5	23	4
Cash Conversion Cycle (CCC)	147	121	25	121	26
Debt Ratio	57%	53%	4.25%	50%	7.76%

### 3. Statement of Cash Flows

Thousand(NTD)

	2025.1.1~9.3	2024.1.1~9.30	Variance
Net Cash Provided by (Used in) Operating Activities	639,936	446,264	193,672
Net Cash Provided by (Used in) Investing Activities	(860,233)	(508,587)	(351,646)
Net Cash Provided by (Used in) Financing Activities	224,527	(235,070)	459,597
Capital Expenditures (CapEx)	(878,560)	(549,926)	(328,634)
Free Cash Flow (FCF)*	(238,624)	(103,662)	(134,962)

\*Free Cash Flow = Net Cash Provided by Operating Activities — Capital Expenditures

# 1. Forward-Looking Strategy



# Headwinds and Challenges

## Supply Chain Disruption & Retail Market Structural Shift

### Tariffs & Supply Chain Disruption Impacting Shipments

- 150% China tariffs + delayed subsidy plan (45–60 days)
- Uncertain US tariff negotiations → adopt inventory-holding strategy
- Retailers paused imports for 2–3 months

### Customers remain cautious on seasonal orders

- Order placement pushed to late 2025 or even 2026 spring
- Uncertainty from tariffs delaying seasonal purchasing
- 2025 Q4 volume affected due to shipment timing changes
- Reduction or cancellation of non-core seasonal orders (Halloween, BTC, Christmas)

### Shift to Domestic Importers with National Brands → Inventory Risk Transfer

- Retailers are actively moving business back to US suppliers to mitigate Tariff Risks.
- Commodity plastics can be reshored in some areas.
- Retailers are strategically moving the programs to other COP's (i.e. India) to mitigate the supply chain risks

### Deflationary Pressure

- COP changes have decreased order volumes in China resulting in increased competition for purchase orders.
- Covid drove inflation which benefited factories, tariffs and COP changes are forcing cost pricing down leading to deflation in order volumes despite consistent units.

# Embracing Challenges ↗

**Action:** Strengthen the Supply Chain and Expand Brands and Categories

## Key Points

- Diversify production locations (mainly Vietnam) to build a competitive advantage.
- Improve U.S. warehousing flexibility with systems like NetSuite.
- Grow key brands (Jessie James Decker, Beautiful, Hallmark, FCI).
- Expand into new categories (pet, food storage, baking).
- Use data analysis to identify the right categories and products quickly.

# Future Strategy

**Goal:** Upgrade the Sales Process and Strengthen Capabilities

## Key Points

1. New sales process to improve efficiency and customer engagement
2. Offering factory-direct sourcing, US warehousing, diversified production, and brand capabilities.
3. FDG supports brand buildings, supply chain flexibility, and data-driven operations.



**FDG is the key force driving Jia Wei's transformation and future growth.**

# Why FDG's Business Model Works for the New Model

## **Who we are:**

FDG (First Design Global Inc) — U.S. subsidiary of Taiwan's public company Jia Wei Lifestyles.  
We focus on brand licensing + flexible logistics for the changing retail market.

## **Our brands:**

- Hallmark — very strong U.S. recognition; big opportunity in seasonal & holiday categories (where retailers are cutting private label).
- French Culinary Institute (FCI) — smaller brand, but long-term value allows us to build a premium kitchen brand and sell multi-channel.

## **Why FDG is positioned to win:**

- We offer brands that fit U.S. consumer demand.
- We reduce retailer risk through our supply-chain, storage, and flexible order model.
- We can sell across channels (retail + online) and build sales data to support new programs.
- We match exactly what retailers want today: low risk, strong brands, and flexible logistics.

## ***Simple message:***

FDG provides what the new U.S. retail market needs: brands + flexibility + low risk.

## Hallmark = Immediate Wins / FCI = Long-Term Growth

### Hallmark: Short-Term Easy Wins

- Very strong U.S. brand recognition.
- Helps FDG gain market share quickly with existing retail partners.
- Opens doors to new customers we have never worked with.
- Seasonal & holiday categories give fast sell-through and low retailer risk.
- Ideal for quick wins, faster PO cycles, and near-term revenue.

### FCI: Long-Term Strategic Growth Plan

- FCI needs time to grow but becomes a long-term revenue engine.
- Requires building:
  - Brand awareness
  - Online strategy + sales data
  - Retail channel strategy
  - Product development
- With long-term of steady investment, FCI becomes a multi-channel, scalable brand.

### ***Simple message:***

Hallmark drives growth now.

FCI builds our future foundation.

## Jia Wei + FDG: Winning in Logistics Today

### Our U.S. Infrastructure Creates Real Customer Value

- FDG's U.S. warehouse and entity allow us to manage logistics, customs, storage, and delivery domestically.
- This reduces cost, removes risk from the customer, and positions FDG as a long-term strategic partner.

### Customer Conversions (Proof of Success)

#### **Burlington**

- Converted to FDG vendor agreement.
- Using MDDP import Incoterms through FDG USA.
- Customer saves in tariffs.

#### **HomeGoods**

- Converted to FDG under a DDP import model.
- FDG manages logistics and risk; customer gets a clean, fully landed solution.
- Creates strong opportunity for expansion into more programs and categories.

### Why This Matters

- We remove logistics and tariff risk from retailers.
- We improve retailer margins and cashflow.
- We create more opportunities for business growth.
- This logistics advantage supports our brand strategy—once the supply chain is solved, we can add Hallmark and FCI products to further reduce retailer risk.

### Simple message:

FDG's logistics strength is winning customers today and building a strong platform for future brand expansion.

## Hallmark Opportunities 2026: Sam's Club



**Innovative Treat Container with Glitter Lid**  
**Placement in store on the end cap position**  
**Final decision will be in December timeframe**

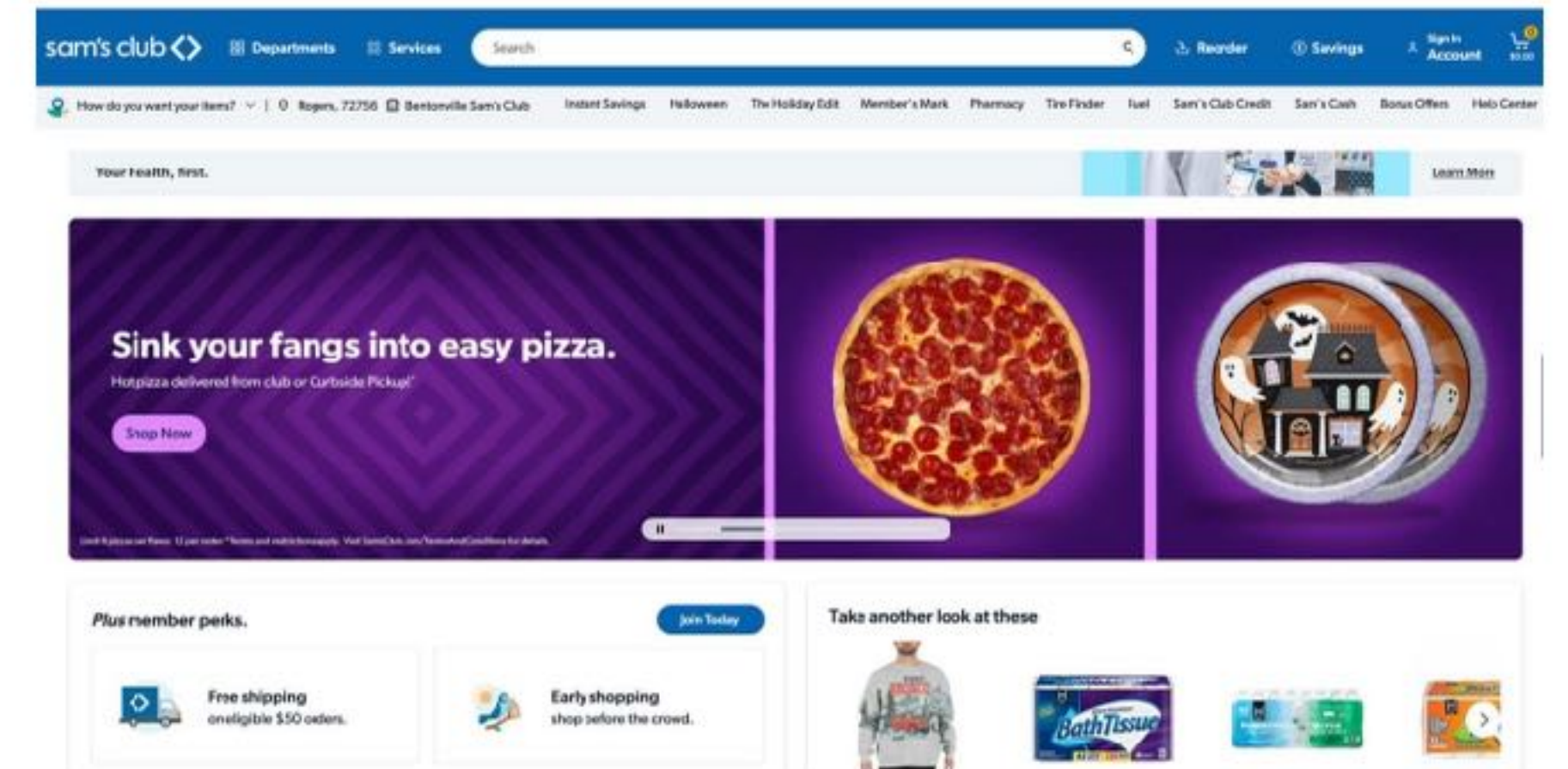
# Hallmark Opportunities 2026: Sam's Club



**Bowl Set with Lids**



**Sipper Tumbler 4 Pack**



**Exclusive to Sam's Website - Fulfilled using FDG Houston Warehouse**



## Hallmark Opportunities: Michael's 2026



900-1400 Stores



**Store with a Store**  
**Prominently in the main aisle of the store**

# Hallmark Opportunities: QVC 2026



HOME FOR THE HOLIDAYS | TABLETOP



**Online and on TV - Ship for July on Air**

### Business Opportunities



HOME FOR THE HOLIDAYS

TABLETOP



Working on creating connections with CVS/Walgreens with the help of the Hallmark internal team.

# THE FRENCH CULINARY INSTITUTE

Kitchen Gadgets tested by professionals for your home kitchen adventures.



## Alumni



Jacque Torres



Bobby Flay



David Chang

# Jessie James Decker

## Walmart Program in Store & Online for 2026



# 4. Q&A





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Thank You

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