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MARX

MARX BIOTECH GROUP.

MARX Biotech Group

October 23rd 2024

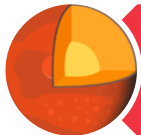
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Company Overview



Core Strength & Strategy



Brands & Brand Development Plan



Financials

No.1 Innovative Health Brand Planet

Why Does MARX Stand Out?

MARX is the integrator of brands and channels



- By continuously **pursuing channel integration**, MARX aims to penetrate various distribution channels and maximize the efficiency of its brands.
- MARX is deeply rooted in both online and offline channels, actively integrating small to medium-sized health supplement brands from Taiwan and other regions, **with the goal of acquiring 3-10 brands annually.**

MARX is experiencing rapid growth



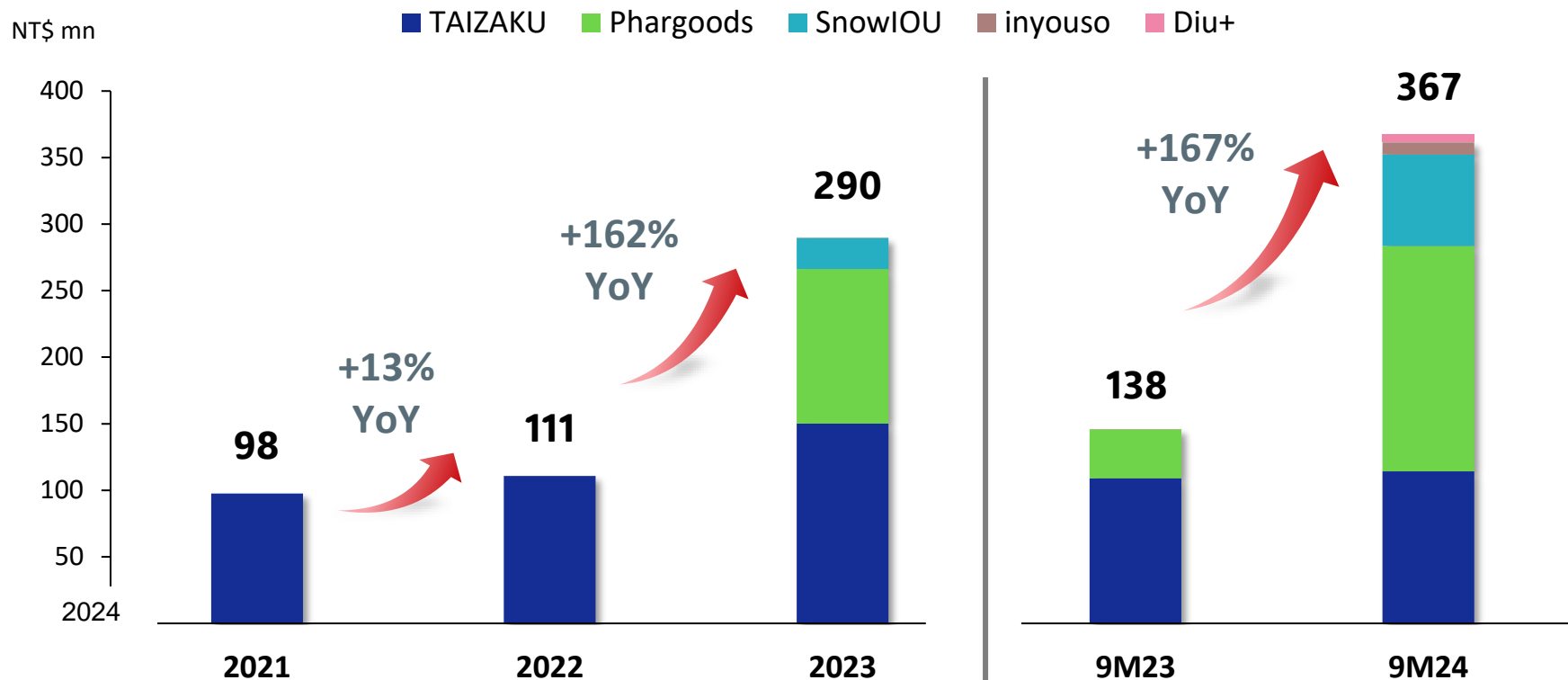
- **MARX achieved a revenue growth of 162% in 2023, followed by an impressive 167% growth in revenue for first nine months of 2024**, showcasing remarkable performance.
- MARX is currently expanding its **overseas distribution channels, live streaming and brand portfolio**, aiming to become a leader in the field of wellness and health.

Everyone has

3 brands

in mind

Explosive Revenue Growth



*Phargoods was consolidated in 2023/7 and SnowIOU was consolidated in 2023/10



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Financials

Leveraging OMO to Forge the Multi-Channel Ecosystem



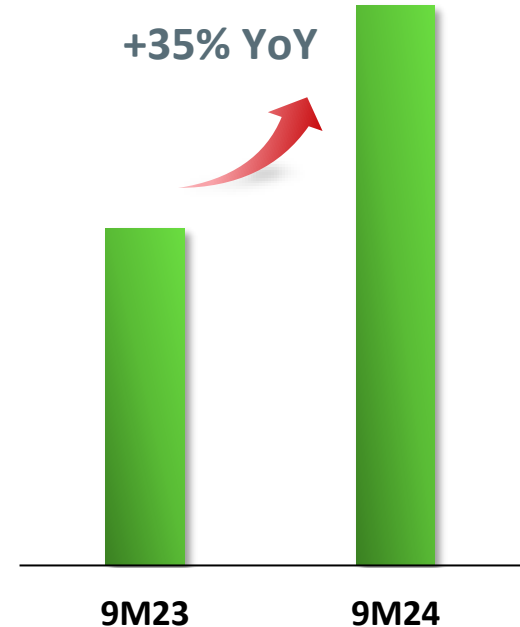
Leverage active and proprietary **B2B system**, deeply rooted in **3,400** physical pharmacies across Taiwan, collaborate extensively with chain and independent pharmacies to expand market reach.

PharBuy System Locked-in over 1/3 of Pharmacies in Taiwan

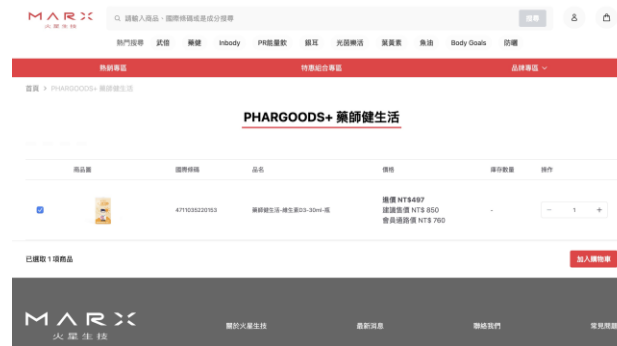
- Taiwan has 10,782 pharmacies, with total revenue of NT\$176bn in 2023 and a CAGR of 6.5%.
- MARX has already locked in 3,400 pharmacies, through its exclusive PharBuy system, representing **32%** of the total number of pharmacies in Taiwan.

Revenue of Phargoods

+35% YoY



PharBuy FrontPage



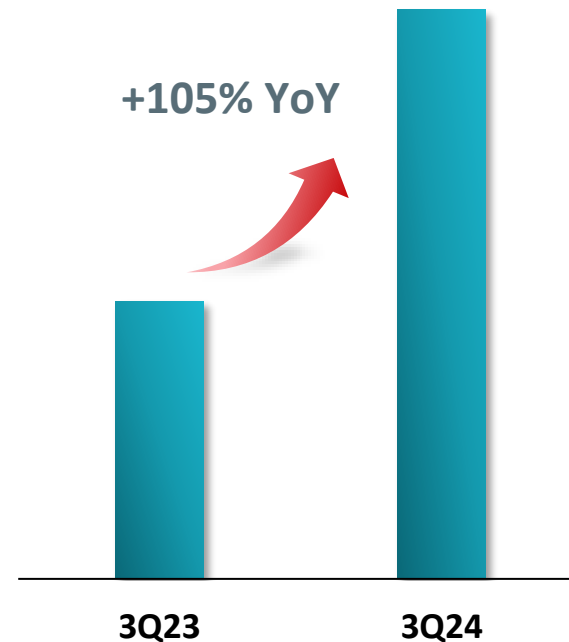
Pharmacies Order Page

Live Streaming Drives Robust Revenue Growth

- Since July, MARX has conducted live streaming with Diudiu 33, significantly boosting SnowIOU's revenue growth.



■ Revenue for SnowIOU



Boost Repurchase Rate and After-sales Services by Acquiring ANB

- Following the acquisition of ANB, the call center has expanded from **10** to **24** members.
- Each team member can make an average of **2,000** sales calls per month, with the conversion rate expected to increase **15%**.

TAIZAKU 藥師健生活
PHARGOODS+

樹飛雪 Snow10U inyouso Diu

dr.hold+ reDance
PROFESSIONAL SKINCARE

580K Membership Data

Member list



Customer Service Management System

Customer Service Training

KPI Management

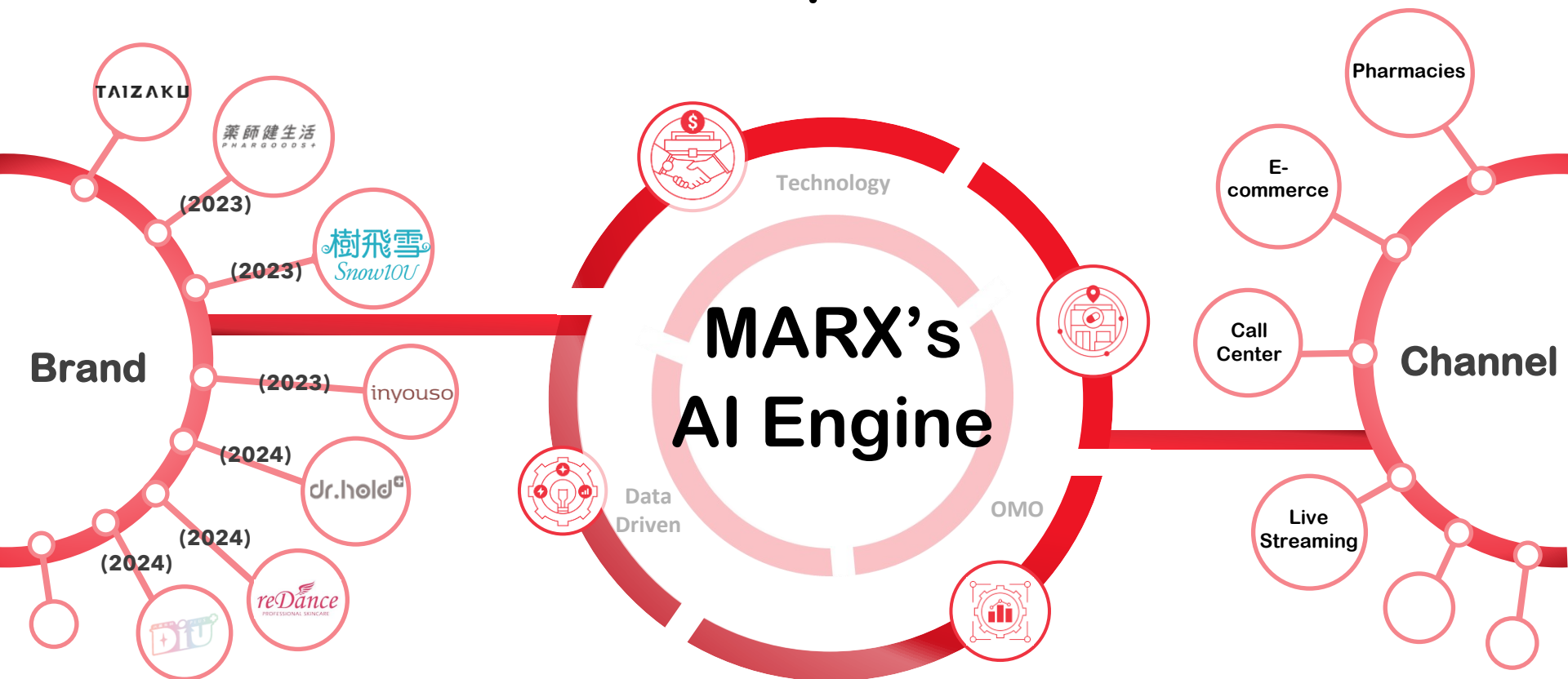
Team Expansion

Consumers who have not made a purchase in the past 6 months

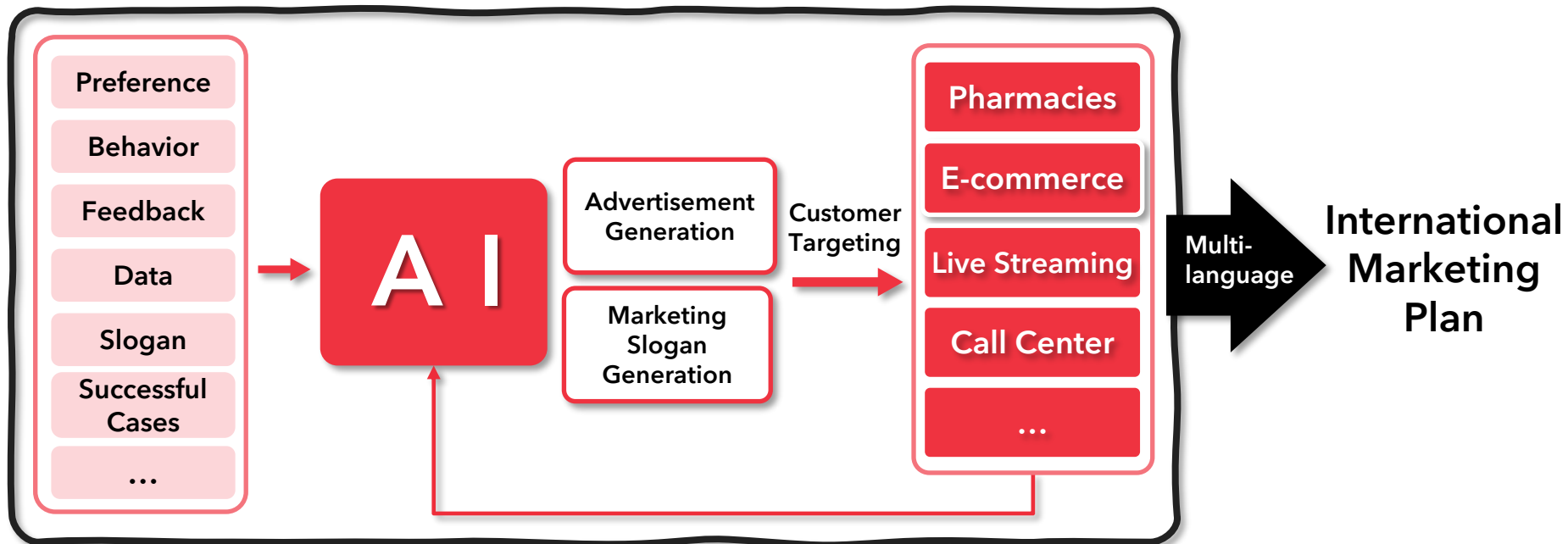


Experienced Telemarketing Team

The Multi-Channel Brand Amplifier Framework



AI is the Next Growth Engine



MARX's Methodology of Finding the Right Acquisition Targets

Potential M&A Targets

- Focusing on the **wellness** retail sector (Brand/Channel)



Evaluation

- Identify potential targets

Leading Brand

Channel

Customer Base

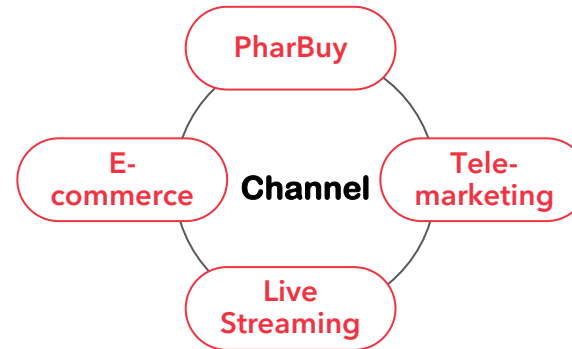
Marketing Capability

High Margin

R&D Capability

Sharing Group Channels

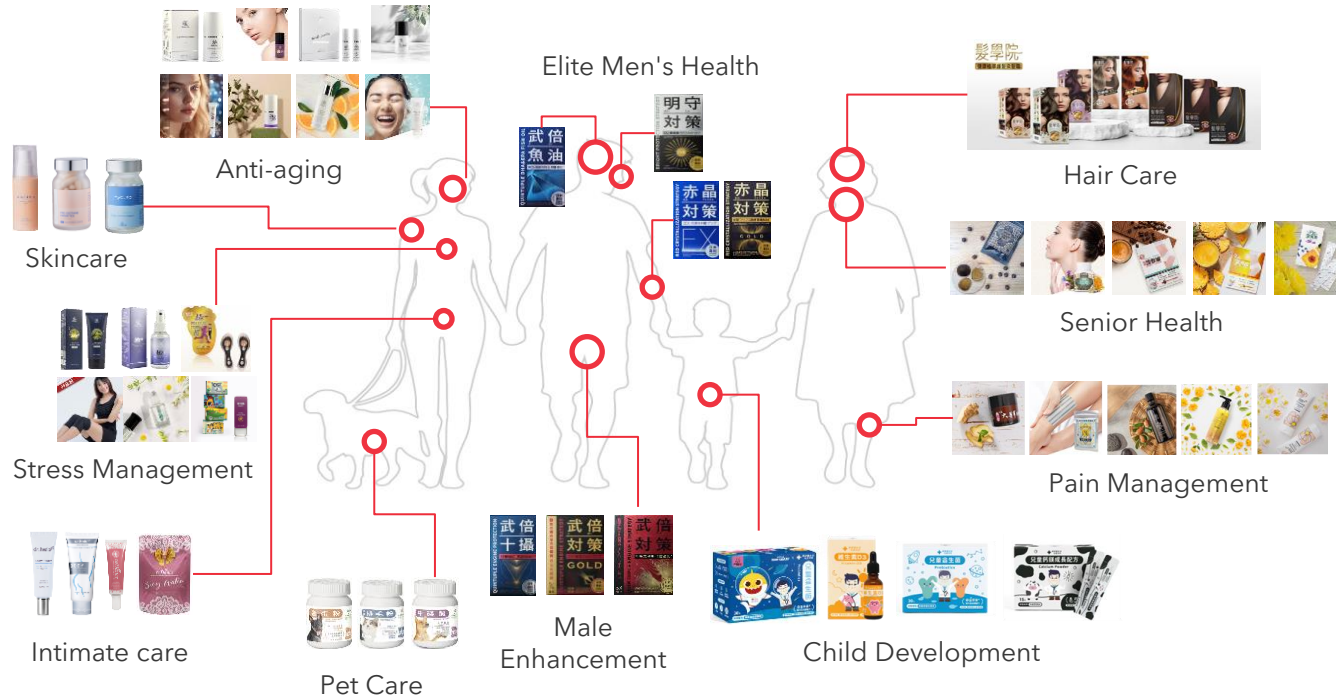
- 6 to 12 months market testing



Data Analysis



Keep Integrating Brands and Aim to Become the Synonym in Each Category



3-10

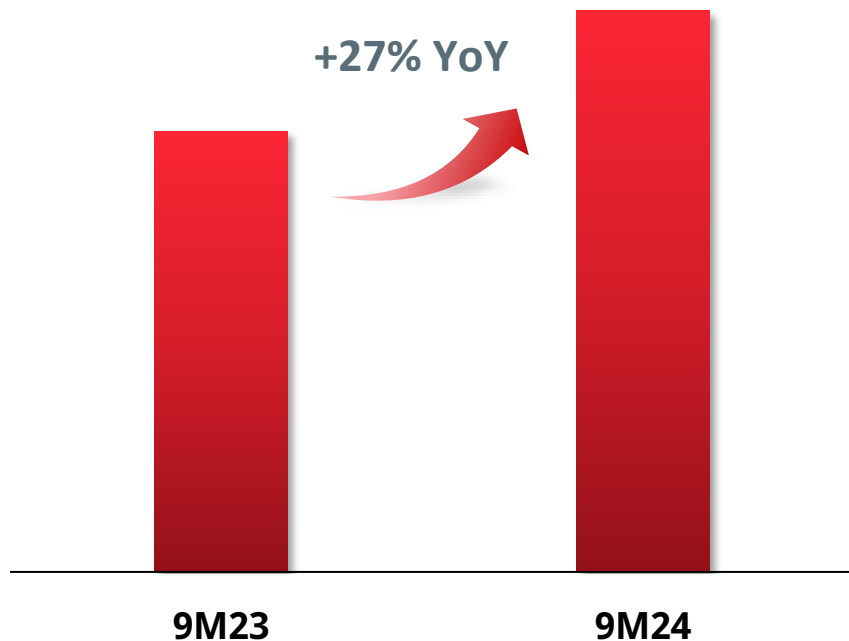
New brands /
channels per year

3-10

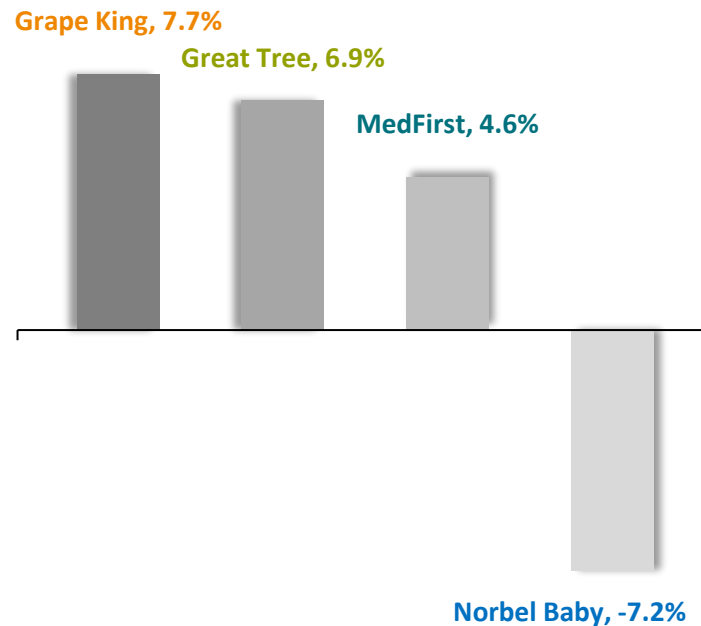
New products
per brand per year

Revenue Growth of Acquired Brands Outperforms Industry Median

■ Revenue of Brands Acquired in 2023

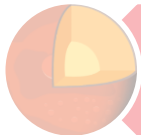


9M24 Revenue Growth





Company Overview



Core Strength & Strategy



Brands & Brand Development Plan



Financials

TAIZAKU

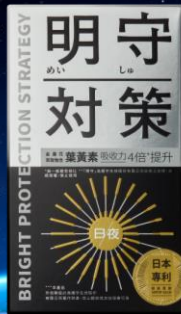
A premium men's health brand with Japanese sensibilities and high-end fashion appeal

| Men, ages **25-45** | creating products that truly resonate through meticulous science

*Eye
protection*

Red Crystallization Strategy

Men's Health



| Ages 20-55 | Fitness Enthusiasts, Health-conscious, Child Care, E-sports community

Curated under the supervision of Pharmacist Tsai, and blending elements of 'fitness' and 'wellness', we craft products tailored to health-conscious consumers' daily needs.

Fitness and Health



Child Care



VIIDA Pharkids (co-branded)



Pet Care



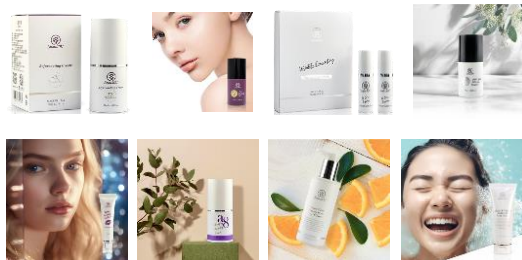
| Women, ages **35-65** | Tailored specifically for **mature women**

Catering to the daily needs of mothers and ladies, to design **haircare/ skincare/ healthcare** products

Youth-Restoring Hair Dye (Dye / Wash / Haircare)



Anti-Aging Skincare



Body Pain Relief & Care



Senior Health



Magnesium Series Emotional Wellness and Stress Relief



Seasonal health product



inyouso

A new venture crafted by professional nutritionists and food technologists, from NTU and NTNU
Leveraging extensive research, professional expertise, and technology,
we create products that provide two-way optimization for healthy skin



Pro-Soothing series



Pro-Lighting series





The only skincare brand in Taiwan focused on **intimate care**, offering consumers a range of products including oral supplements and topical applications.

Leading brand in medical-grade intimate care products

女人的秘密需求
黛后知道

專業團隊共同研發

品牌總監
徐采滢 Sara

私密專科權威
鄭嘉琪 醫師

Intimate Care



Facial Care



DIU PLUS

跟我一起 ⁺¹
變漂亮

咕嚕 咕嚕

超纖酵素



《直播女王》丟丟妹
李明珊

大力推薦!!

Health Supplement



Diu+ GuLu GuLu
Complex Enzyme



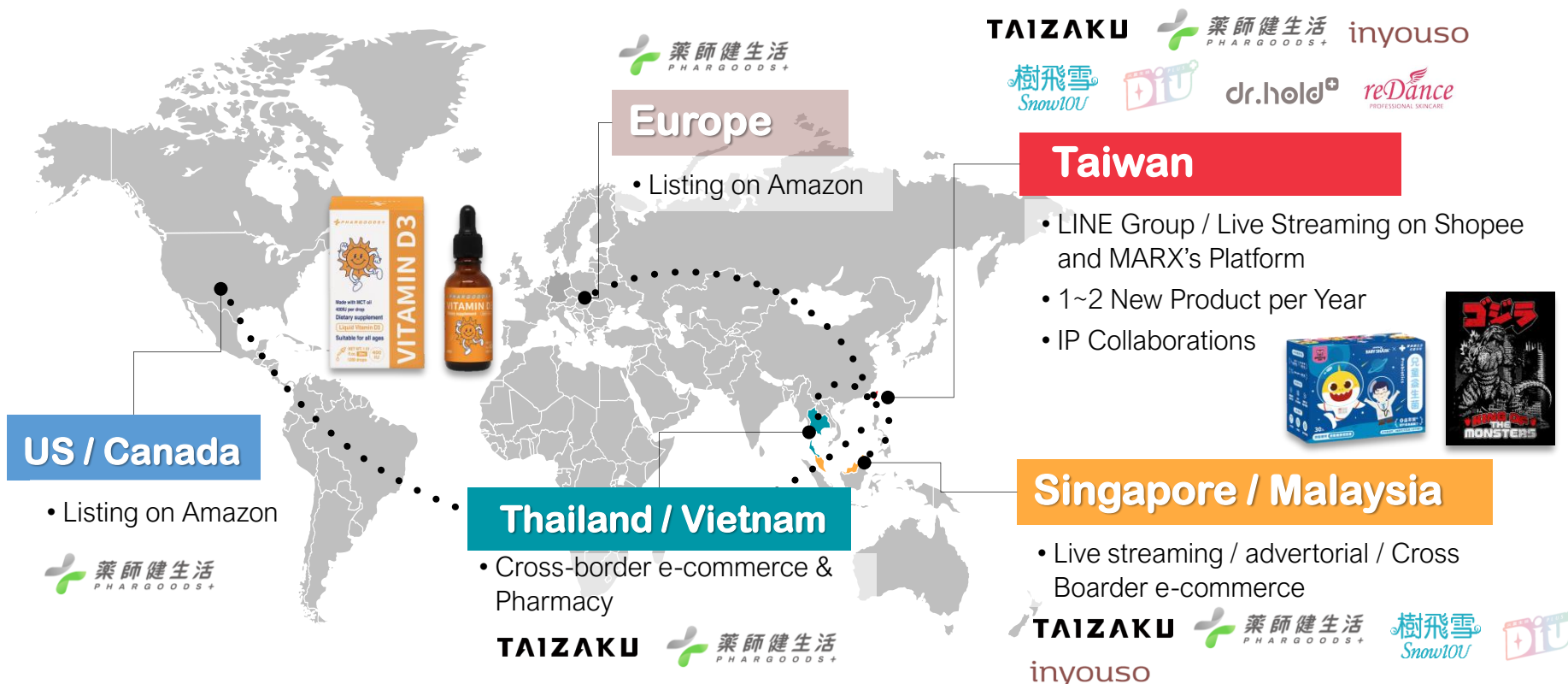
Diu+ Oil-free Tea
(Barley Mint/Roselle/Pineapple)

Cosmetic



Diu+ GHK-Cu Skin Care Collection

Market Expansion Plan



US / Canada

- Listing on Amazon

Europe

- Listing on Amazon

Thailand / Vietnam

- Cross-border e-commerce & Pharmacy

Taiwan

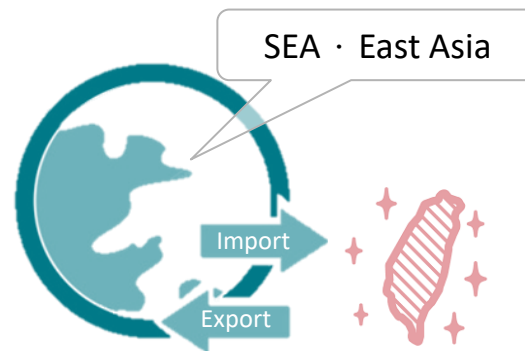
- LINE Group / Live Streaming on Shopee and MARX's Platform
- 1~2 New Product per Year
- IP Collaborations

Singapore / Malaysia

- Live streaming / advertorial / Cross Boarder e-commerce

Overseas M&A Strategy

Discover valuable brands like **TAIZAKU**



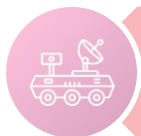
Brands

Channel

Revenue

Resource

ImPLY our successful experience!



Company Overview



Core Strength & Strategy



Brands & Brand Development Plan



Financials

3-year Balance Sheet

NT\$ Million	2021	2022	2023	1H24	Growth (%)		
					2022	2023	1H24
TOTAL ASSETS	91.1	103.2	394.9	413.5	13.3	282.7	108.1
Cash	16.1	27.7	152.8	94.5	72.0	451.6	(24.1)
NR & AR	58.5	54.9	98.4	131.5	(6.0)	83.5	209.2
Inventory	9.0	12.0	70.0	92.0	33.3	483.3	333.8
Fixed Asset	0.5	0.9	2.4	4.7	80.0	166.7	267.4
TOTAL LIABILITIES	25.5	42.5	101.9	167.2	66.7	139.8	243.8
Bank Loans	-	10.0	-	-	-	-	-
NP & AP	6.3	5.3	23.7	14.1	16.4	224.7	34.1
TOTAL EQUITY	65.6	60.7	293.0	246.2	(7.5)	382.7	64.1
A/R turnover days	-	187.2	96.5	97.7			
Inventory turnover days	-	145.2	198.7	275.1			
A/P turnover days	-	79.9	70.2	64.2			
ROE(%)	44.9	7.7	-	-			
ROA(%)	42.8	5.0	-	-			

3-year Income Statement

NT\$ Million	2021	2022	2023	1H24	Growth (%)		
					2022	2023	1H24
Sales Revenue	97.6	110.6	289.9	214.3	13.3	162.0	256.9
Gross Profit	74.8	84.2	214.6	160.7	12.6	154.8	237.8
Operating Profit	15.1	0.9	-16.9	-46.5	(94.0)	-	-
Income before Tax	17.6	4.9	-15.5	-51.0	(72.1)	-	-
Net Income to Parent	13.8	2.8	-12.9	-51.8	(79.7)	-	-
EPS(NT\$)	0.2	0.0	-0.1	-0.1	(88.9)	-	-

Key Financial Ratio(%)

Gross Margin	76.6	76.1	74.0	75.0
OPEX Ratio	(61.2)	(75.3)	(79.8)	(96.7)
Operating Margin	15.4	0.8	(5.8)	(21.7)
Net Margin	14.1	2.6	(4.5)	(24.2)

To The MARX

We hold a quarterly "To the MARX" event, with the main objective of attracting high-quality retail brands to join us. MARX Biotech plays a role in "brand acceleration," leveraging the group's robust operational resources, precise strategic guidance, and the support of a team with rich execution experience to accelerate the operational growth of brands, expanding into global markets.

If you are interested in landing on MARX, please feel free to contact us!

