



March, 2013

Disclaimer Statement

Our discussion may include predictions, estimates or other information that might be considered forward-looking. These forward-looking statements generally can be identified by phrases such as "believes," "expects," "anticipates," "foresees," "forecasts," "estimates" or other words or phrases of similar import. Similarly, statements herein that describe the Company's business strategy, outlook, objectives, plans, intentions or goals also are forward-looking statements. While these forward-looking statements represent our current judgment on what the future holds, all such forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those in forward-looking statements and you are cautioned not to place undue reliance on these forward-looking statements, which reflect our opinions only as of the date of this presentation. Please keep in mind that we are not obligating ourselves to revise or publicly release the results of any revision to these forward-looking statements in light of new information or future events. Throughout the presentation, we will attempt to present some important factors relating to our business that may affect our predictions. You should also review our most recent Prospectus and Annual Report for a more complete discussion of these factors and other risks, particularly under the heading "Risk Factors." [For more information, please check the Company's Investor Relations website at eslitespectrum.com.tw]

Agenda

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Company Profile

Founded	September, 2005
Capital	NT\$451.33mn (or US\$15.3mn as of Jan/2013)
Major shareholder	The Eslite Corp. (52%)
Employees	698 worldwide
Business	Branded platform bridging creativity with <ul style="list-style-type: none">● Retail Management (41 stores in Taiwan and 1 in HK; with total floor space over 200,000 sq m)● Food Services● Self-operated hotel (expected to commence in 2013)
Awards & Recognition	<ul style="list-style-type: none">● 1st in Golden Service Awards, 2012 (Common Wealth Magazine)● Global Rankings for Cultural and Creative concept stores (Knack Weekend)

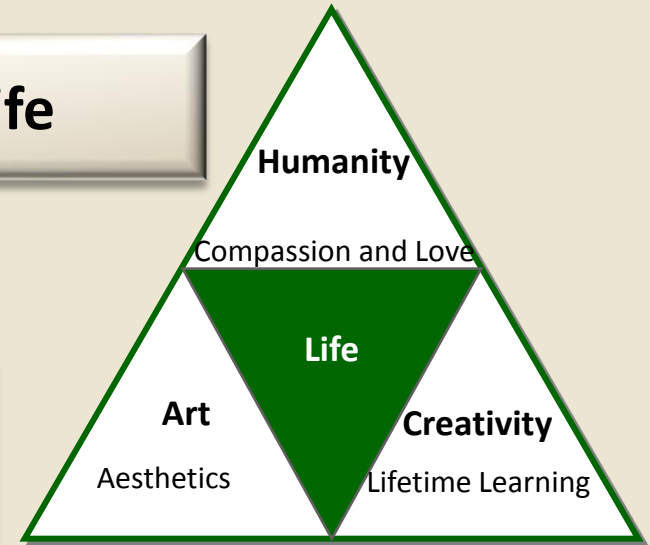
eslite spectrum Value & Vision

- Core Values

Humanity, Art, Creativity to **Life**

Life Value

Compassion, Love , Aesthetics,
Lifetime Learning



- Vision

To be the most influential brand leader in the
Cultural and Creative segment among Chinese communities around the world.
To actively contribute and promote Humanities, Art, Creativity to Life.

Group Organization

誠品生活股份有限公司
The Eslite Spectrum



100%

Galaxy Star Holdings Co.
(Cayman)

100%

香港誠品生活有限公司
The Eslite Spectrum HK

100%

誠品生活商業管理
(蘇州)有限公司
The Eslite Spectrum Suzhou



100%

誠品旅館事業股份有限公司
The Eslite Hospitality Co.



Retail Management

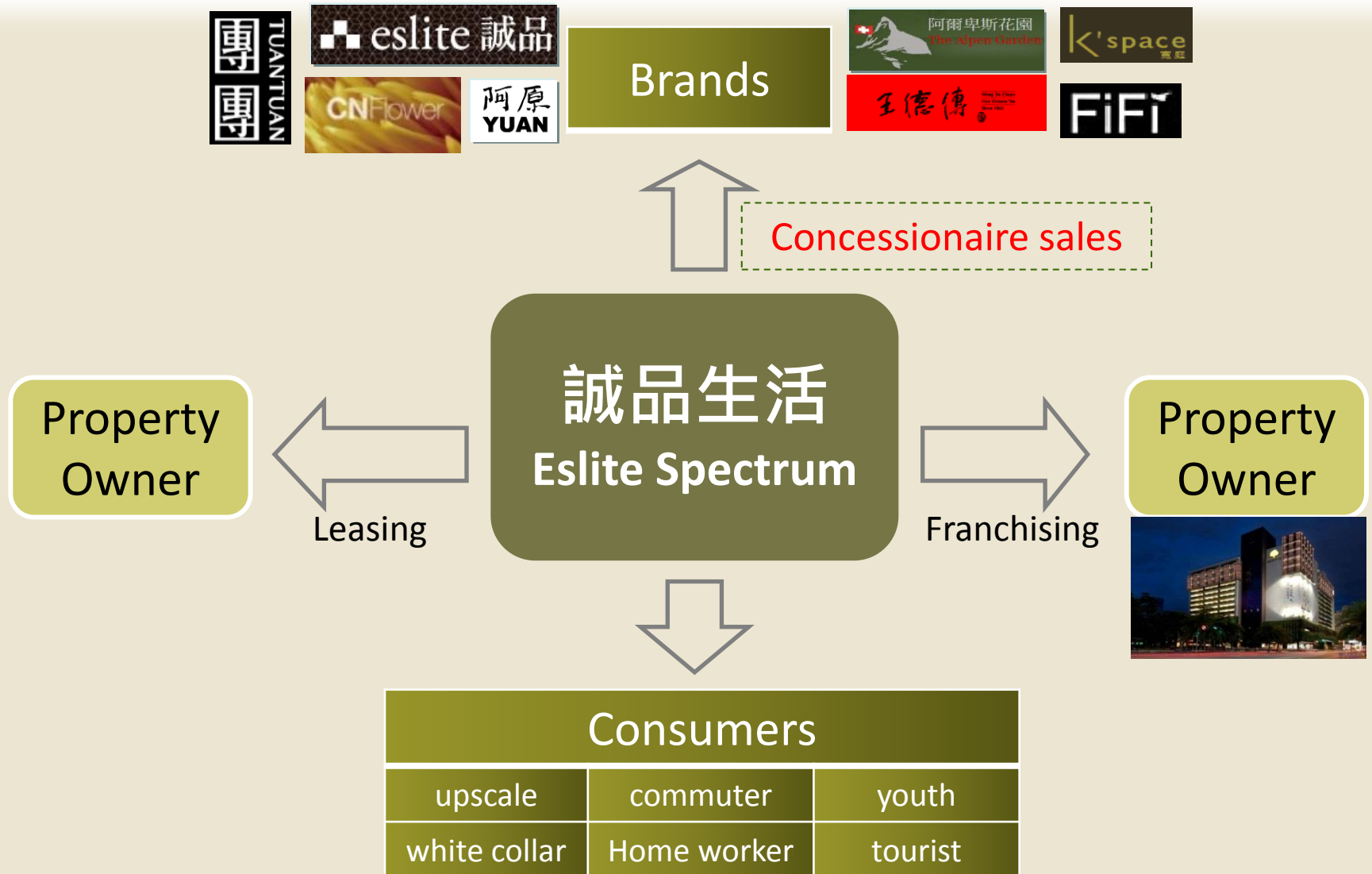
An innovative platform that brings together Humanity Art, Creativity and Life



- Leverages commercial value of Eslite bookstore branding and huge customer flow
- Provides distinctive shopping experience by cultivating humanity, art, creativity into lifestyle
- Caters to chic and expectations of surrounding communities



Flexible Business Model



Retail Management

Total retail floor area: Over 200,000 sq m

Retail sites: 42

Differentiation

A chain in which each link is **UNIQUE**

Wide range of
floor sizes

Variety of
store formats

Diverse target
customers

Flagship

Traffic hub

Shopping Mall

Neighborhood

Campus

Hospital

Department store

.....

Innovation

Lifestyle-related marketing campaign

1,000+
name brands

120Mn+
visitors a year

800K+
TWN members

Publishing

Exhibition

Creativity

Music

Design

Performance

Fashion

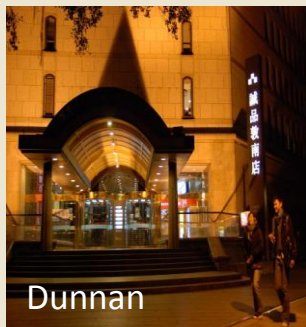
Craft

Entertainment

...

Unique Retail Portfolio

	Store	Focus
Taipei East (3)	Xinyi (flagship) Dunnan, Zhongchen	International visitors, upscale consumers, serious readers, original works, lifestyle, health, family
Taipei West (5)	Wuchang, Ximen, Eslite 116, Banqiao, Xinban	Teenagers, trend setting, fashion
High traffics (4)	Taipei MRT Station, Taipei Train Station, Taiwan U. Hospital Taiwan U. Campus	Commuters, caretakers, convenience, healthcare,
Others (29)	Taichung Park Lane, 8 smaller stores in Taipei 21 in the rest of Taiwan	Customized for local tastes, small-mid size stores
Overseas (1)	Causeway (HK)	



Food Services (FS)

One-stop solution provider for leisure industries converting living experiments to art



- Primary agent for world class brands for specialty kitchen and laundry equipment
- One-stop solution provider
design/planning - installation - maintenance services
- Chic selection for food & beverages, and hospitality supplies
- Self-operated leisure venues: 9 sites covering gourmet restaurants, lounge and fines wine cellars



FS- World Class Brands

Kitchen Equipment



Coffee and Food



Laundry Equipment



Hotel & Restaurant Supplies



FS- Customer Base

Hotels



Corporate Canteens



Fast Food Chains



Hospitals



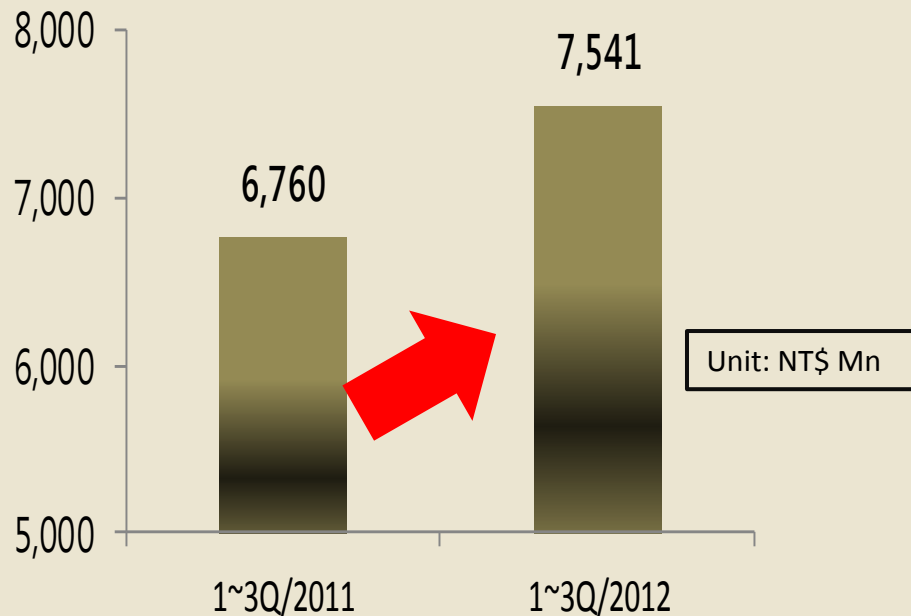
Restaurants



Financial Highlights - YoY

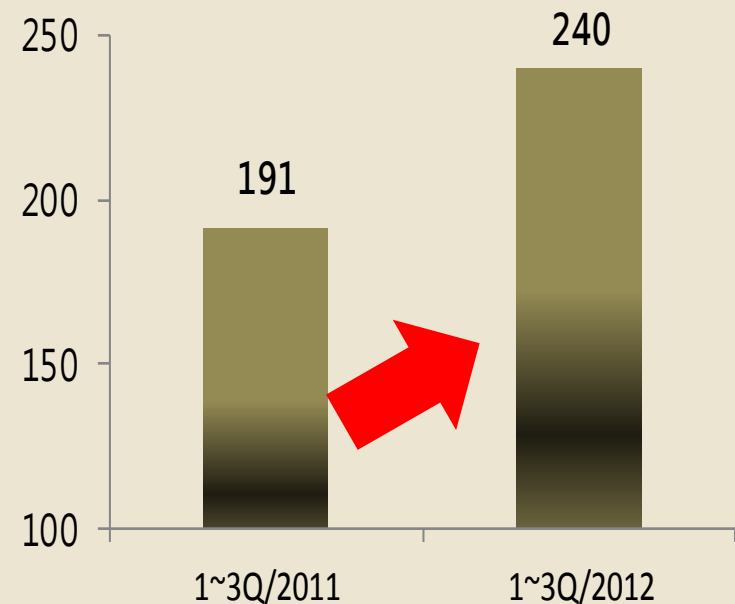
Sales

+12% YoY



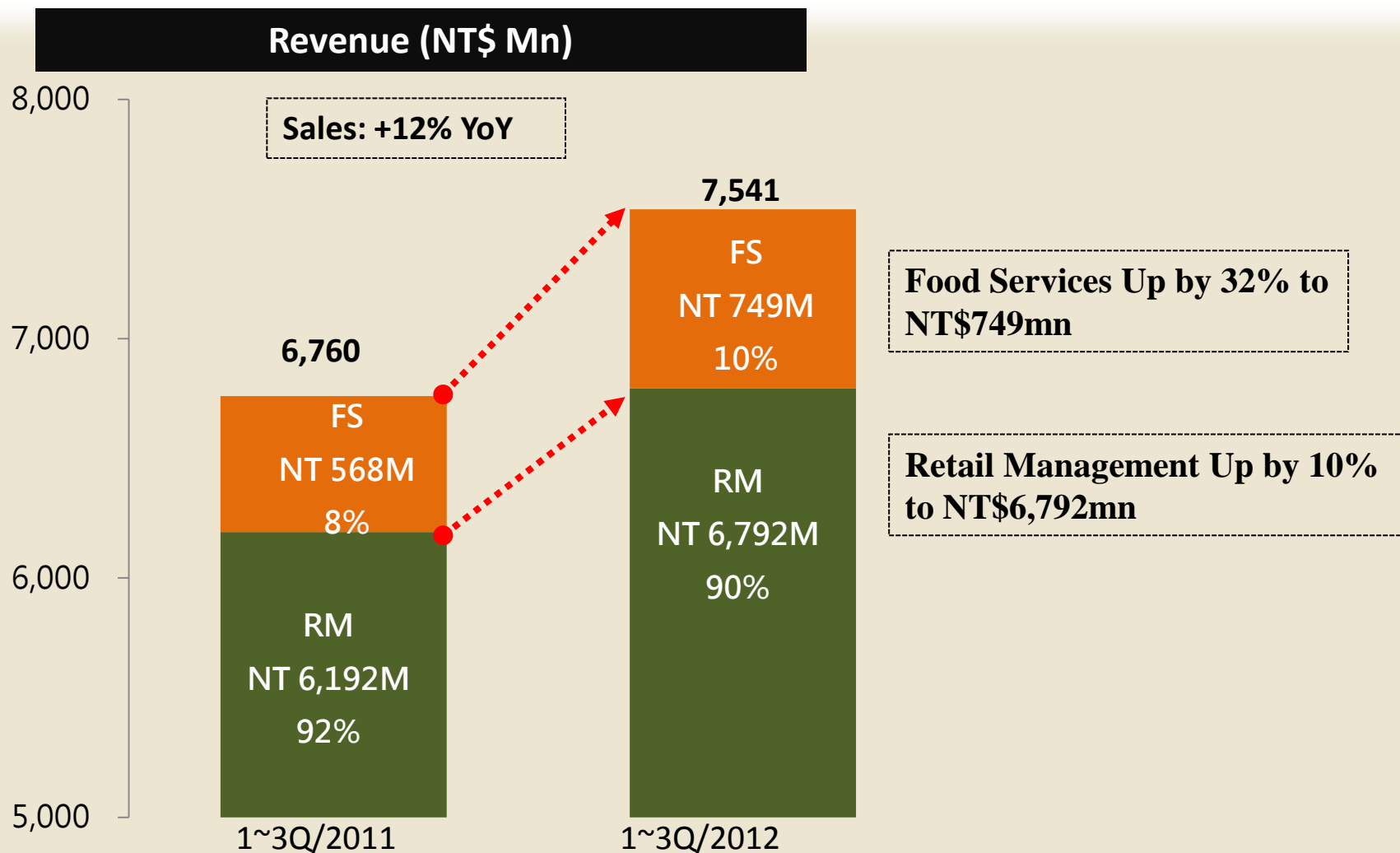
Net Profit

+26% YoY

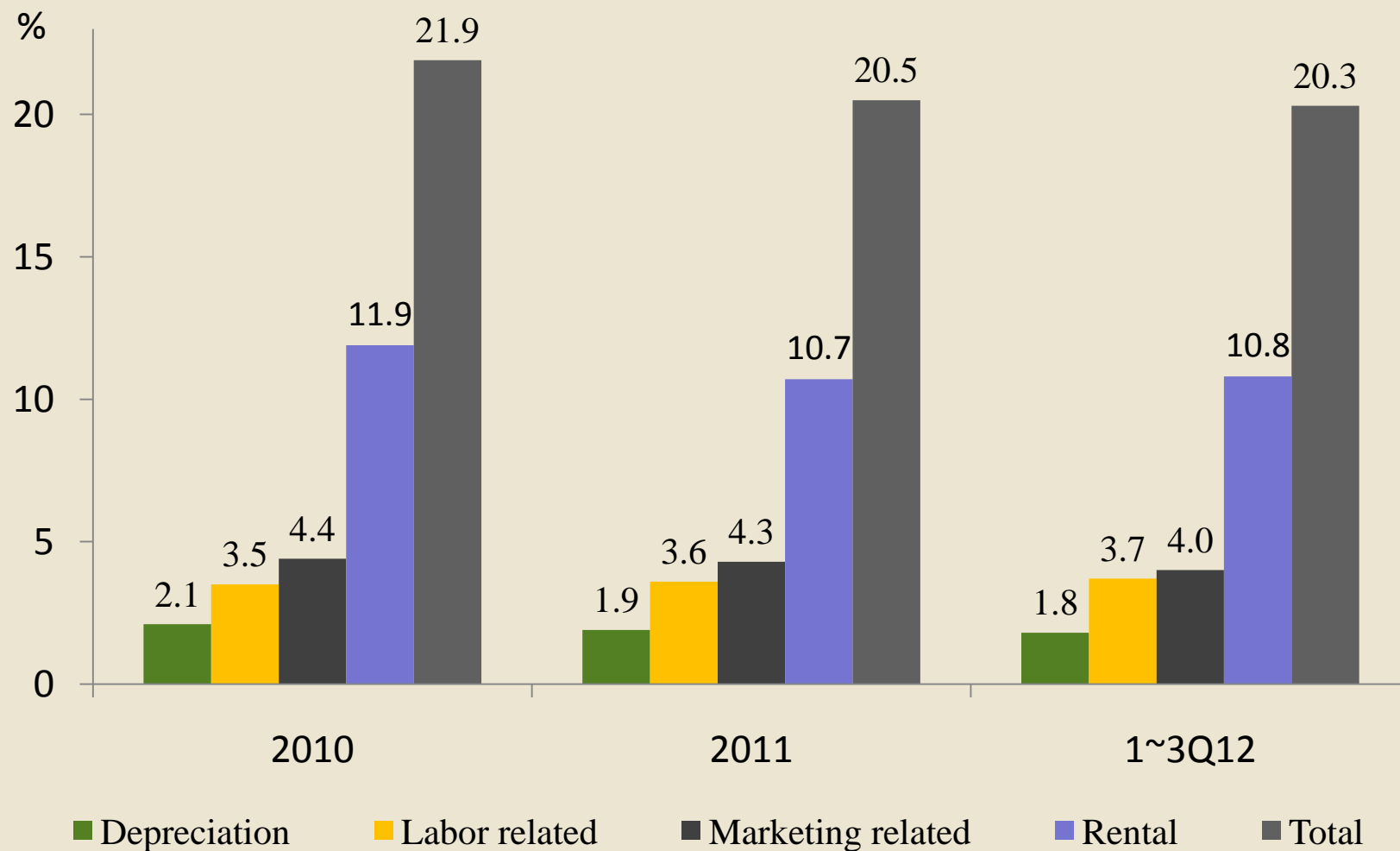


EPS 4.66 and 5.86 for 1~3Q/2011 and 2012 respectively

Revenues Breakdown



Operating Expense Analysis



P&L (1Q-3Q12)

NT\$ Mn	1~3Q/2012	1~3Q/2011	YoY (%)	3Q/2012	2Q/2012	QoQ (%)
Sales	7,541	6,760	11.6	2,578	2,378	8.4
Gross Profit	1,809	1,591	13.7	628	589	6.6
Gross Margin (%)	24.0	23.5	+0.5ppt	24.4	24.8	-0.4ppt
Operating Expense	1,529	1,369	11.8	524	527	-
Operating Profit	280	222	26.1	105	62	69.4
Operating Margin (%)	3.7	3.3	+0.4ppt	4.1	2.6	+1.5ppt
Non-Operating Income	26	22	18.2	0	18	-100.0
Non-Operating Expense	14	13	7.7	0	15	-100.0
Pre-tax Profit	292	231	26.4	105	65	61.5
Taxation	52	40	30.0	18	13	38.5
Net Profit	240	191	25.7	87	52	67.3
Net Margin (%)	3.2	2.8	+0.4ppt	3.4	2.1	+1.3ppt
EPS (NT\$)	5.86	4.66	25.8	2.12	1.26	68.3
Depreciation	135	134	0	41	-	-
CAPEX	93	130	-71	53	-	-

Balance Sheet (3Q12)

Balance Sheet (NT\$ Mn)	Sep. 30 2012	Sep. 30 2011	Dec. 31 2011
Cash & Cash Equivalents	850	355	715
Account & note Receivable	456	410	463
Inventory	276	225	239
Others	165	143	155
Current Assets	1,747	1,133	1,572
Investment	95	46	46
Fixed Assets	773	837	806
Other Assets	206	228	233
Total Assets	2,821	2,244	2,657
Account & note Payable	1,561	1,133	1,578
S-T Debt	0	80	60
Others	352	217	156
Current Liability	1,913	1,430	1,794
Other Liability	63	40	60
Total Liabilities	1,976	1,470	1,854
Total Shareholders' Equity	845	774	803

Outlook and Strategies

Taiwan

Floor space expansion and launching hotel business

- New store in Songshan Cultural and Creative Park (SCCP)
- Opening of art-themed hotel in SCCP

Hong Kong

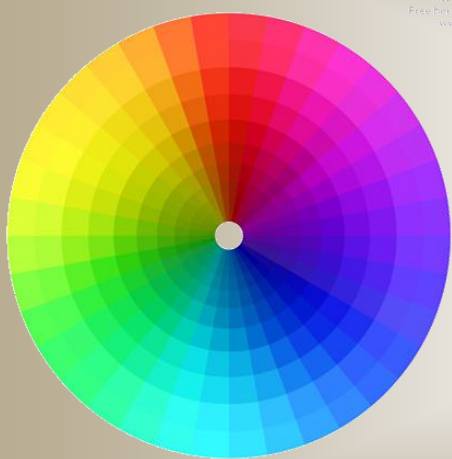
Introducing Taiwan's brand names to the world

- Causeway Bay store (Aug. 2012) & more
- 2~3 new stores in 3 years

China

Growing with China's 12th "Five-year Plan"

- Suzhou Eslite Cultural Complex commerce operation in 2014
- Tier 1 city expansion : Beijing, Shanghai, Wuxi, Nanjing, Hangzhou and Shenzhen



eslite spectrum, your spectrum.

誠品生活 創造你的光譜生活！