

Stock Code: 8284

Mitake Information Corporation

2023 Earnings Call

August 30, 2023

Speakers : 林志鴻 Vice General Manager
鄭雅倫 Finance Department -Associate

Disclaimer

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Outline

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- 1 Company Profile
- 2 Main products
- 3 Business Performance / Competitive Advantages
- 4 Achievements / Future Orientation
- 5 Corporate Governance / Corporate Responsibility
- 6 Financial Overview



Company Profile

B a s i c I n f o r m a t i o n | O r g a n i z a t i o n | H i s t o r y

Basic Information

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Company Name	Mitake Information Corporation
Date of Establishment	May 30, 1991
Chairman	邱宏哲
Paid-up Capital	TWD 400 million
Head Office	11F., No.39, Sec. 2, Xincheng N. Rd., Zhongshan Dist. Taipei City

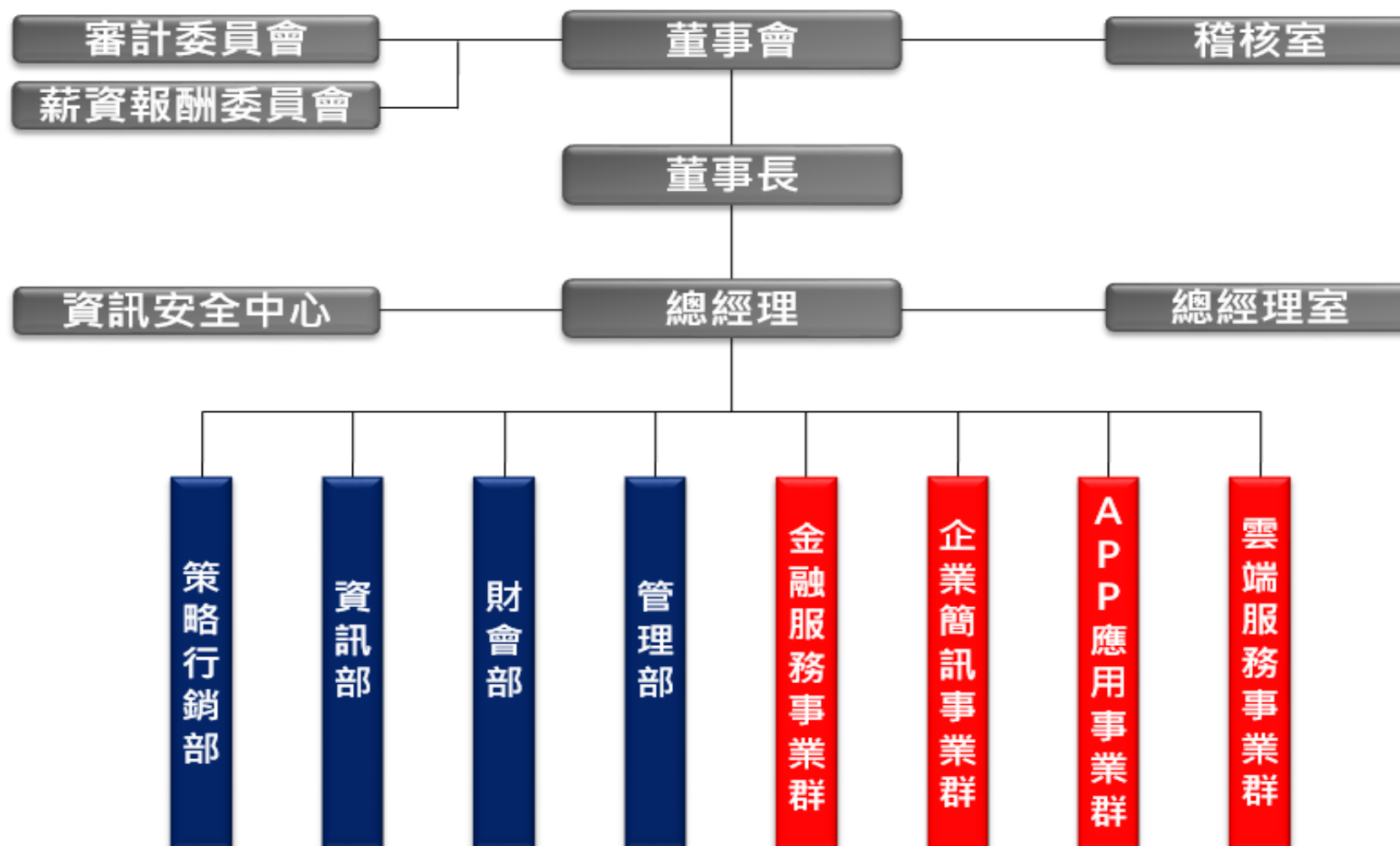
Development History of
Mitake Financial Information
Products



B.B.Call → WAP → JAVA → PDA → Smart Phone
Handheld Quotation Handheld Quotation

Organization

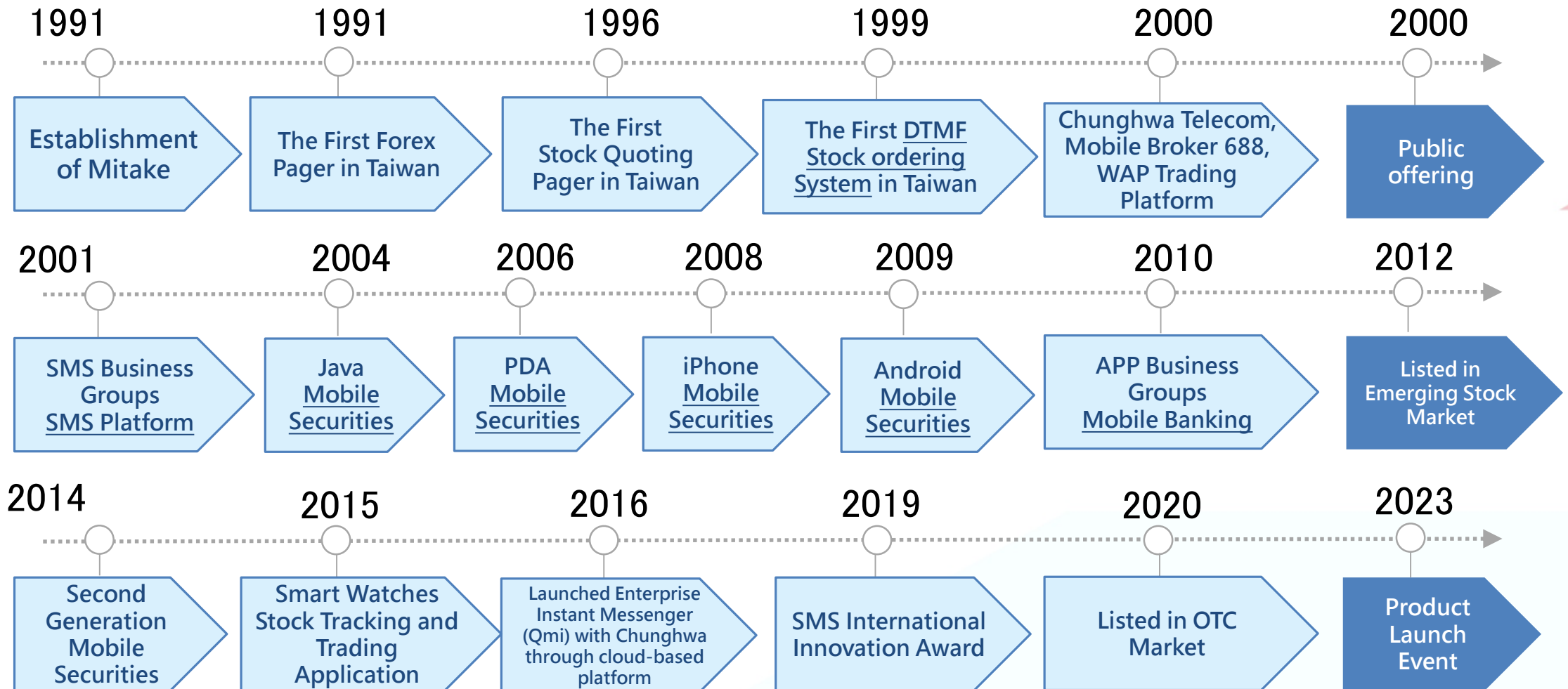
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The number of employees is 350

History

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2

Main Products

Mobile Stock Tracking Apps | SMS |
Apps Development | Enterprise Instant Messenger

Main Products

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SMS Sending



75.76% of Revenue

- **Enterprise SMS**
Membership authentication / OTP
Dynamic Password / Card notification / Shipping and Delivery Notifications, etc.
- **Marketing SMS**
Image and Text Ads / LBS
SMS/Big Data Marketing
SMS(Data Mining)

Stock Tracking Application



21.8% of Revenue

- Mobile Stock Tracking/Trading Applications
- SDK Mobile Stock Tracking
- AP Stock Tracking Software
- Mitake Stock Selection Application
- DTMF Stock Ordering
- Mitake Stock APP
- Smart TV Stock Tracking Application

Mobile Application Development



2.31% of Revenue

Custom App Development
for Government, Banks, Life
Insurance Companies, and
Major Enterprises

Enterprise Instant Messenger



0.13% of Revenue

Enterprise Internal
Instant Messaging
Software

SMS



Enterprise SMS

Enterprise
Notification to
Own Members

-Sending SMS to Company's Own Contact List
-Providing AP/WEB/API Three Sending Interfaces

- Bank Transfers - OTP Dynamic Password
- Credit Cards - Card Notification
- Online Account - Authentication
- Online Shopping - Convenience Store Delivery Notification
- E-commerce - Order Confirmation
- Election Notifications

87% of SMS Revenue



Marketing SMS

Development
of New
Members

Collaboration with the Five Major telecommunication operators and Happy Go, targeting specific customer criteria to identify the target audience for delivering advertising SMS.

- SMS Image and Text Advertisement SMS
- LBS Regional Marketing SMS (Location Based Service)
- Big Data Digital Marketing

13% of SMS Revenue

Mobile Market Tracking and Trading Service

1 Domestic Stock Tracking / Trading

Providing **domestic stocks, futures, and warrent** to investors to view market trends and trade through mobile phones, tablets, and other devices

Existing clients: Yuanta, Fubon, and **44** other brokerage firms.

2 Foreign Stock Tracking / Trading

Providing **foreign securities sub-brokerage** to investors to view market trends and trade through mobile devices.

Existing clients: KGI, Fubon, and **19** other brokerage firms.

3 Foreign Futures Tracking / Trading

Providing **foreign futures** to investors to view market trends and trade through mobile devices.

Existing clients: Capital Futures, SinoPac Futures, and **13** other futures brokers.

SDK Mobile Stock Tracking

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By providing SDK, we make it easier for brokerage firms to develop apps, effectively enhancing product development efficiency and speeding up the launch process. Brokerage firms can use SDK to extract the necessary data and design their own UI/UX, which offers more autonomy compared to other development methods. Moreover, it eliminates the maintenance costs of building and maintaining quote-related software/hardware. This is the optimal development approach!

Existing Clients: SinoPac, Fubon, E.SUN, and other brokerage firms.



Brand-New Standalone Quote System

By restructuring the existing quote server framework and adopting an entirely new data center architecture for standalone quoting, the system is able to provide even faster quotes.



Legal Patent Usage

Legitimate use of 212 financial platform patents.



Consultative Services

With extensive experience in implementation, Mitake assists in overcoming development challenges and provides consultative services.



Rapid Development

Well developed quote information service, eliminating the need for extensive system planning and reducing Study specification documents.

AP Stock Tracking Software

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We offer securities and futures firms the capability to provide investors with services such as viewing quotes, after-hours information, and performing functions like placing orders and checking accounts through computer-based platforms.

Global Trading All In One: Support multi-market quote and trading AP.

Self-Quality Assurance: Pre-launch source code scanning service.

Existing Clients: Mega, Shin Kong, President Securities, Waterland Securities, and other 12 brokerage firms.



- Portable software is free to install and easy to use.
- Plentiful technical indicator charts /Personalized chart annotations
- Support for multi-monitor output /Quick setup via direct drag and drop
- Six-grid bull-bear diagnosis, comprehensive analysis in three dimensions

Mitake Stock Selection

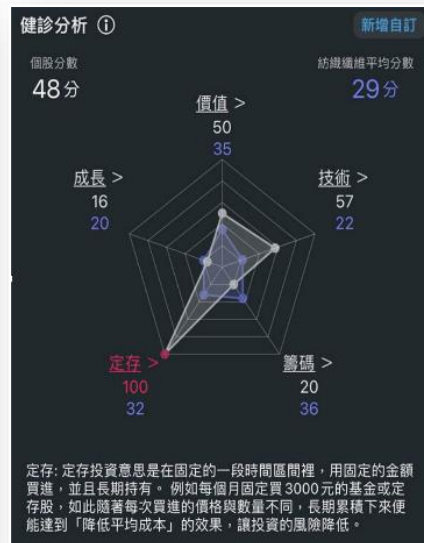
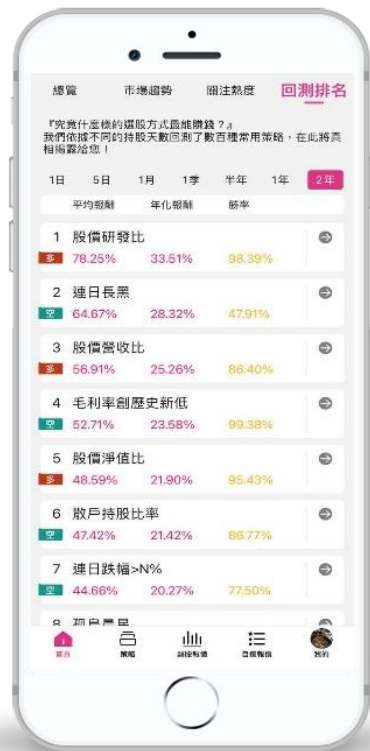
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We offer securities and futures firms the capability to provide investors with services such as viewing quotes, after-hours information, and performing functions like placing orders and checking accounts through computer-based platforms.

All-Round Stock Selection APP: Offering multi-faceted stock selection features encompassing technical, chip-related, and financial aspects, along with a variety of strategies and diagnostic analytical information.

Flexible Cooperation Solutions: Offering three collaboration options-- standalone app/SDK/modular.

Existing clients: Fubon, SinoPac, and E.SUN, and other 5 brokerage firms.



● Professional Team

We have dedicated research and development teams, consisting of members who have graduated from reputable universities in Taiwan, with backgrounds in finance, computer science, and related fields. Our team specializes in advanced financial engineering functionalities.

● Latest Platform

Different from the original app (Mitake Stock), our young and innovative team has meticulously crafted a fresh design, catering to the monitoring demands of the younger generation with an interface tailored to their preferences.

● Function Modularization

Our approach involves modular design for functionalities, enabling flexible customization and combination of any features according to individual preferences.

Securities-DTMF Stock Ordering

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We offer brokerage firms the ability to provide investors with services such as accessing quotes, placing orders, and account inquiries via telephone keypad inputs. Currently, the primary service is offered through the Asia Pacific Telecom 405's nationwide voice sharing platform."

Existing clients: KGI, SinoPac, and other 21 brokerage firms.



Mitake Mobile Stock

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iPhone/iPad/Android

The key distinctions from the broker version primarily lie in offering a more extensive range of real-time international financial quotes and richer after-hour information. Additionally, provides news collections from over 20 financial media outlets. Furthermore, it offers various market-tracking modes that can be customized, making it suitable for people of all ages, from young to old.

5 million downloads

Prevision

1. **Multi-brokers Trading:** Revenue includes brokerage commission split or channel fees
2. **Expanding Financial Ecosystem:** Revenue includes content service provider listing fees or sales split.
3. **Promotion of Mobile Advertising:** Revenue includes advertising fee income.

Functionality differences (compared with broker's version)

Robotic Stock Selection

Live Financial Radio

News Collection (More than 20 media outlets)

Dow Jones/Nasdaq Indices

Technology Trends

Net Institutional Buying/Selling

Buyer and Seller Count Difference

Major Shareholders' Holding Ratio

Mitake Stock - Smart TV Tracking and Trading Application



Verified by Google

The only smart TV stock tracking and trading application in Taiwan



Supports all Android TV platforms

LG CHIMEI SONY SKYWORTH TCL TECO PHILIPS 大大寬頻 TATUNG Home+ 中嘉寬頻
Panasonic 小米 EPSON BANDOTT JVC realme TBC SAMPO benq TOSHIBA SHARP NVIDIA.

✓ Smart TV ✓ TV Box ✓ Cable TV

Video Market-Tracking · Voice-Direct Operation · Multi-Brokerage Trading

Every household has its dedicated stock broker

Specially designed for Smart TVs and TV Boxes, offering users the broadest market-tracking experience. Leveraging the advantages of the platform, it develops convenient features such as voice-direct searching and voice-direct trading. It also integrates live streaming and on-demand channels, providing a brand-new experience that combines financial management and entertainment.

- Existing Client: President Securities (multiple brokerage firms in preparation)

APP Development

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We provide customized app development services for government agencies, banks, insurance companies, and large enterprises. With specialized teams, we provide system development according to various industry needs, meeting the customized requirements of different sectors.



- 1 Customized Apps
- 2 Enterprise Process Mobilization
- 3 RWD/UI/UX solutions
- 4 Enterprise Marketing System (Product)
- 5 Push notification Systems(Product)

Representative Cases



TDCC's
集保e手掌握



Chunghwa
Post's Mobile
Post Office



Hua Nan Bank's
企業行動+



Allianz's
安聯e服務



Taiwan
Secom



Home Products,
Commercialization and
Sales Support Platform



Mitake's Push
Notification
System

Enterprise Instant Messenger (CoLine)

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- **Internal Bulletins**

Facebook-style Dynamic Wall Posting Feature.

- **Instant Messenger**

Similar as LINE features, individual and Group Chats.
Emoji and Sticker Features

- **Free Calling**

VOIP Internet Phone, video Calls, Video Conferencing.

- **Administration**

Featuring an exclusive management backend with comprehensive functions for announcements, notifications, voting, tasks, and other administrative functions.

- **Information Security**

Based on enterprise's data privacy requirements, both public cloud and enterprise private cloud are available for choosing.

- **Multi-National Patents**

Having numerous invention patents in Taiwan, the United States, and China.



Name-based Administration



Cloud Computing and Storage



Public Cloud, Private Cloud, SDK



Complies with national-level information security

(Already passed the National Instant Messaging Security inspection under the Ministry of Economic Affairs)



Business Performance and Competitive Advantages

Customer Amounts by Product |
Business Philosophy | Competitive
Advantages

Operating Achievements I

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SMS



30 Thousand

Enterprise/E-commerce
246million call counts per month



Mobile Securities



44 Brokerage Firms

3000 to 3500 thousand people per month



Mitake Stock



5 million downloads



TV Stock Market Tracking Application



31

Television
Broadcaster



Operating Achievements I

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DTMF-Stock
Ordering



21

Brokerage Firms



Telecom
Value-Added
Services



3

Telecom
Companies



APP
Development



52

Large Enterprises

(10 banks, 6 life insurance
companies, etc ...)



Enterprise
Instant
Messenger



40

Large Enterprises



Business Philosophy

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Sustainability, Integrity, Technological Innovation

Mitake has been committed to the mobile application field for over two decades, achieving stable growth and receiving recognition from various sectors. Looking ahead, we will continue our efforts to deepen our presence. Guided by the principles of sustainability, integrity, and technological innovation, we aspire to remain a leading technology provider, and create more opportunities for the future.

SMS Competitive Advantages

Ranked **No. 1** in the field with a monthly successful delivery amount of over **246** million messages

1

Equipped with **dual off-site backups** (Shihlin/Sanchung), **dual host redundancy**, and **multiple telecom redundancies** (mainly Chunghwa/TWM/Far EasTone/APT/T Star)

3

7 major application modes: OTP Dynamic Password, Real-time Card Notification, System Alerts, Bulk Marketing, Instant Shopping Notifications, Verification Messages, Two-way Interaction

7

Highly recognized by **21** banks: E.SUN, CTBC, Fubon, Cathay United, Taishin, SinoPac, Yuanta, American Express, KGI...etc.

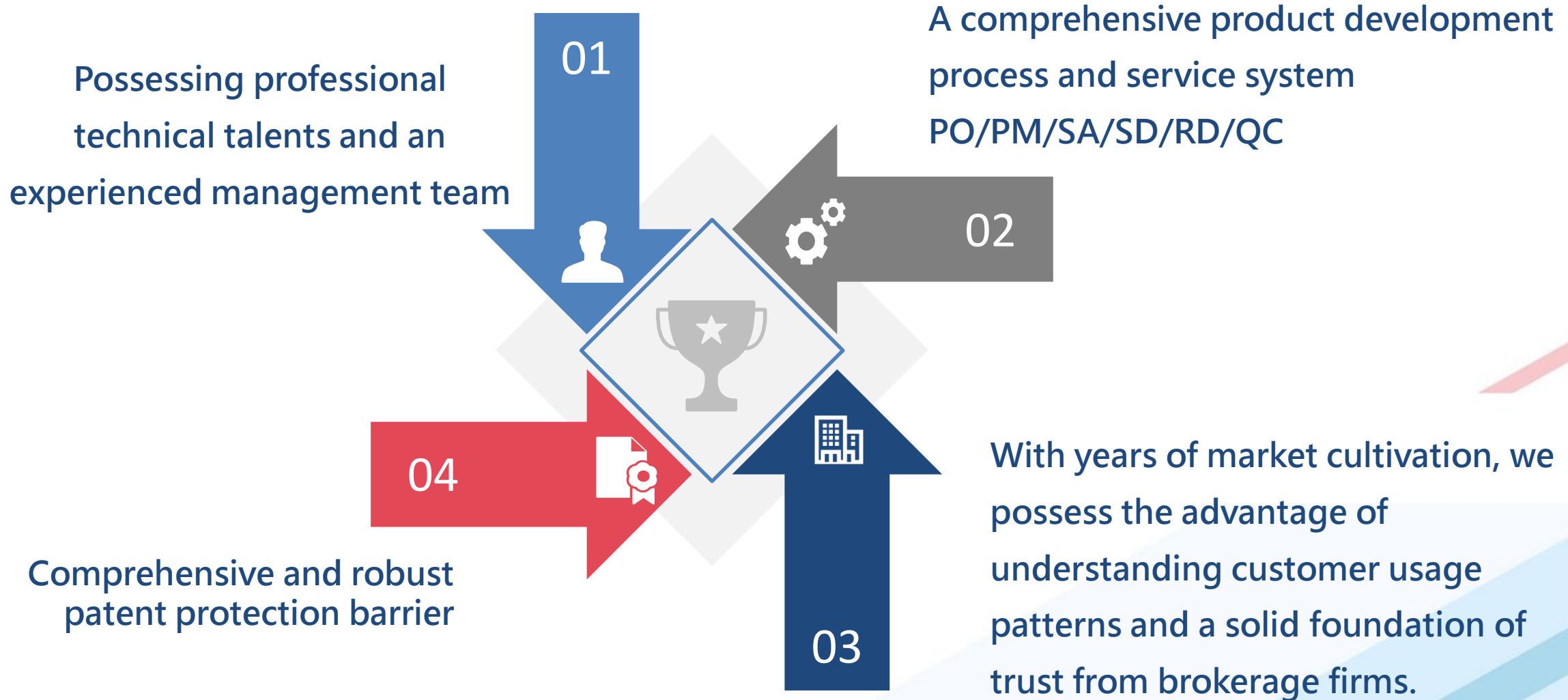
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Dedicated **24-hour** system monitoring, proactive reporting: 24/7 on-call mobile phone

24

Competitive Advantages in Financial Services

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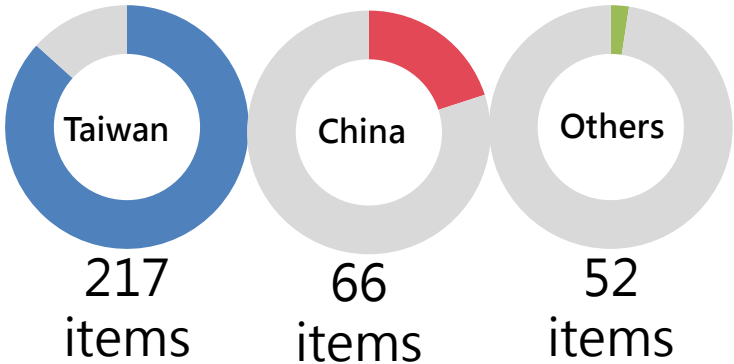
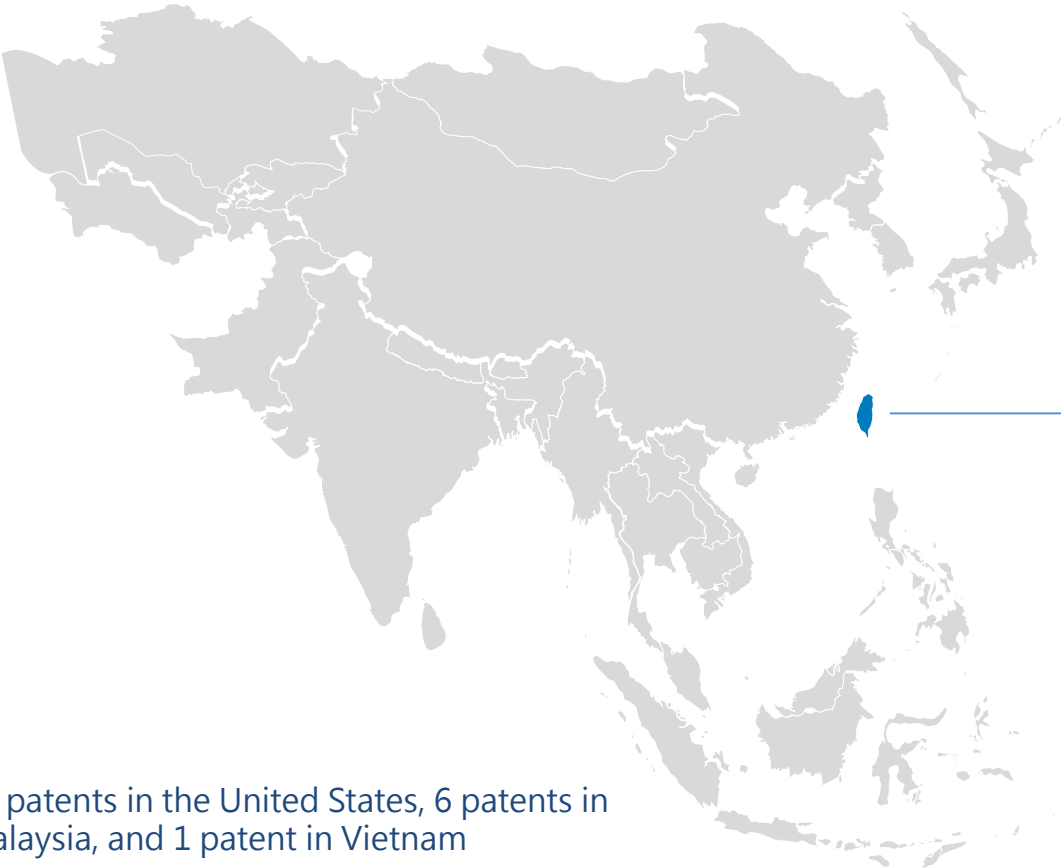
Achievements and Prospects

Number of Patents | Research and Development
Achievements | Future Products and Plans | Future
Orientation

Number of Patents

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- Mitake has collectively acquired **335** patents encompassing various inventions and designs.
- The patent achievements are the highest in quantity among national financial information software field.



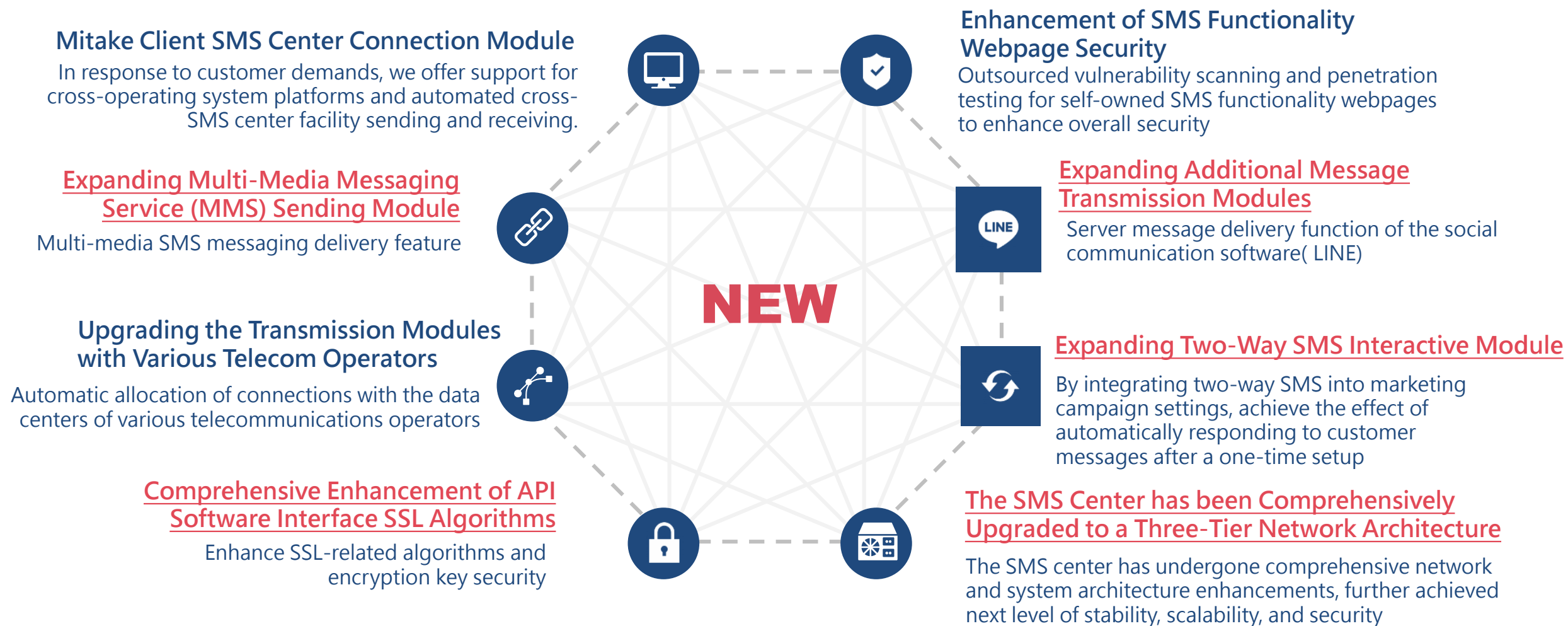
Total

According to progress:

By category:
(Already obtained)

Already obtained	In progress
335 items	55 items
Invention	Design
193 items	142 items

SMS Sending - Research and Development Achievements



Financial Market Analysis - Research and Development Achievement

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1. Third-Generation Quote Functionality



Provide multi-mode of market-tracking interface for all age investors.

2. Modularization of New Market Data and Interfaces



Third-generation new data center, modular proactive reporting, native trend analysis, native after-hours functionality, three major institutional investors in futures

3. Robotics Stocks



Diversified stock selection strategies, customizable stock selection criteria intersection

4. Intelligent Trading



Real-time price optimization performance enhancement, dynamic switching backup mechanism

5. Behavioral Analysis



Data reception, data analysis, statistical report management backend (for Brokerage)

6. News Collection



Integrate news collection from over 20 media sources, news uploading mechanism

7. Tick-by-Tick Trading



Successfully integrated the middle and back offices of 47 brokerage firms, and the I/G dual platform went online as scheduled

Future Outlook

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- 1 Evolution of SMS Sending System (RCS, more applications for two-way SMS)
- 2 Third-generation Mobile Securities Market Analysis and Trading System
- 3 Securities Desktop Market Analysis and Trading System
- 4 Securities' AI Investment Decision System
- 5 Stock Market Forum Community Interactive System (Instant Messaging)
- 6 Mobile Behavior Analysis System
- 7 Cloud-based Options and Futures Trading System
- 8 Second-generation Android TV Market Analysis and Trading System
- 9 Modular Programming for Enterprise Instant Messenger (CoLine)

Outlook for SMS

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Continuously Strengthening AI Anti-Fraud Mechanism

In response to the ever-changing and adaptable nature of fraudulent SMS content, we continue to strengthen the AI anti-fraud mechanism, implementing multi-layered filtering, inspection, and prevention against fraud.

MMS Webpage and API Functionalities are now online

In 2023, full-service MMS webpage and API capabilities have been provided, which improved message sending.



Replacing Outdated Data Centers

The old data center will be replaced at the end of 2023, and the new data center will be established in Xinzhuang to ensure proper SMS data center operations.

Developing New Types of SMS Applications

We continue to invest in the technical development and application of new communication services (such as RCS, LINE PNP, etc.), as well as the two-way SMS applications development.

Financial Business Group Future Outlook

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Continued Development of Financial Product Differentiation

We are striving to integrate additional value-added service information content. Our product development will focus on modularity, customization, and selectable upgrades, offering options that are modular and customizable.

Enhancement of Information Security Level

By collaborating with cybersecurity service providers (Mobile Application Basic Security-MAS), we assist various brokerage firms in conducting cybersecurity audits and related operations. Through the accumulation of extensive market experience, we continuously enhance the information security strength of the brokerage firms' platforms.



Increasing Customer Stickiness

By implementing promotions across various platforms including voice, mobile, desktop, and television versions, as well as diversified product offerings, our collaboration with brokerage firms achieves a more all-encompassing scope, leading to a broader coverage of user demographics.

Product and Service Enhancement

We have enhanced the third-generation product by maintaining a steadfast emphasis on customer workflows and feature presentation, while continuously collecting customer requirements and feedback suggestions. In the upcoming phases, we will progressively support brokerage firms in transitioning to the third-generation product. Our objective is to augment functionality and services, catering to the demands of a wider spectrum of professional investors and extending our reach to a broader array of market users.



Corporate Governance and Corporate Responsibility

Corporate Governance |
Corporate Social Responsibility

Corporate Governance

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Shareholder Equity

- The operation of the shareholders' meeting is conducted in accordance with the 'Shareholders' Meeting Rules.' The Chairman personally presides over the meeting, and the entire proceedings are fully recorded.
- The Company has established a spokesperson system.
- Our official website features dedicated sections for 'Stakeholders' and 'Investors'.

Functions of the Board of Directors

- The operation of the Board of Directors is carried out in accordance with the 'Board Meeting Regulations.'
- There are seven directors, including three independent directors.
- The duties of the independent directors are exercised in accordance with the 'Regulations on the Scope of Responsibilities of Independent Directors.'

Audit Committee / Compensation Committee

- The Company has established an Audit Committee with the three independent directors, replacing the role of the supervisor.
- The Company has a Compensation Committee and Audit Committee.

Information Transparency

- Announcements and declarations are made within the prescribed deadlines as stipulated by relevant laws and regulations.
- The Company's official website is established to provide corporate governance information, financial information, and business-related information for the reference of shareholders and stakeholders.

Internal Audit and Internal Control System

- The Company conducts internal control and internal audit operations in accordance with relevant laws and regulations.
- The internal audit report of the Company is submitted to the Audit Committee by the end of the month following the completion of the audit operation.
- The Head of Internal Audit attends the Audit Committee and regular Board of Directors meetings to present audit reports.

2022 Corporate Social Responsibility

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2023 Corporate Social Responsibility

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Financial Overview

I n c o m e S t a t e m e n t | B a l a n c e S h e e t

Income Statements for the Past Three Years

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Unit: Thousand (TWD)	2020	2021	2022	YoY (2021-2020)	YoY (2022-2021)
Net Sales Revenue	1,887,185	2,205,773	2,477,669	16.88%	12.33%
Gross Profit	473,668	510,241	590,832	7.72%	15.79%
Operating Expenses	310,773	280,287	311,940	(9.81%)	11.29%
Operating Income	162,895	229,954	278,892	41.17%	21.28%
Non-Operating Income and Expenses	(10,694)	(412)	69,305	96.15%	16,921.60%
Profit Before Tax	152,201	229,542	348,197	50.82%	51.69%
Net Profit After Tax	121,926	188,299	286,649	54.44%	52.23%
Basic Earnings Per Share (in New Taiwan Dollars)	2.75	4.06	6.19	47.64%	52.46%
Gross Margin	25.10%	23.13%	23.85%	(1.97%)	0.71%
Operating Profit Margin	8.63%	10.43%	11.26%	1.79%	0.83%
Net Profit Margin	6.46%	8.54%	11.57%	2.08%	3.03%

2023 First Half of the Year

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Unit: Thousand (TWD)	2022 First Half of the Year	2023 First Half of the Year	YoY
Net Sales Revenue	1,189,663	1,224,043	2.89%
Gross Profit	299,668	277,647	(7.35%)
Operating Expenses	153,691	165,534	7.71%
Operating Income	145,977	112,113	(23.20%)
Non-Operating Income and Expenses	40,351	5,234	(87.03%)
Profit Before Tax	186,328	117,347	(37.02%)
Net Profit After Tax	152,392	89,752	(41.10%)
Basic Earnings Per Share (in New Taiwan Dollars)	3.29	1.94	(41.03%)
Gross Margin	25.19%	22.68%	(2.51%)
Operating Profit Margin	12.27%	9.16%	(3.11%)
Net Profit Margin	12.81%	7.33%	(5.48%)

Balance Sheet

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Unit: Thousand (TWD)	December 31, 2020		December 31, 2021		December 31, 2022		December 31, 2023	
Cash and Cash Equivalents	682,070	45%	651,273	40%	916,733	49%	1,093,178	56%
Financial Assets Measured at Amortized Cost - Current	216,928	14%	252,263	16%	187,718	10%	3,368	—
Net Accounts Receivable	221,799	15%	281,711	17%	269,816	14%	304,937	16%
Property, Plant, and Equipment	217,447	14%	218,628	14%	233,154	12%	229,752	12%
Net Investment Property	32,334	2%	32,129	2%	93,169	5%	92,835	5%
Total Assets	1,522,441	100%	1,614,163	100%	1,872,617	100%	1,960,660	100%
Accounts Payable	344,986	23%	299,500	19%	399,598	21%	385,494	20%
Other Payables	93,051	6%	109,174	7%	122,896	7%	291,728	15%
Total Liabilities	522,155	34%	532,202	33%	643,033	34%	826,692	42%
Total Equity	1,000,286	66%	1,081,961	67%	1,229,584	66%	1,133,968	58%
Average Collection Days	42		42		41		44	
Accounts Payable Turnover Days	83		70		68		71	
Current Ratio	237.1		248.54		235.28		192.88	

Thank You



永續、誠信、創新