

BONNY WORLDWIDE LIMITED

Bonny



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Bonny Profile

Digital Sports Industry Chain
&
Sports Ecosystem

President JIN-SAN, HONG

- Brand Founder
- President of Bonny Sports
- President of PRO KENNEX
- Senior Badminton Coach
- Visiting Instructor of Tunghai University
- President of Taichung Toastmasters International Club
- Founding Member of The Fengyuan Southwest Rotary Club



Badminton player career plus manufacturing experience of carbon fiber composite industry – 100 years integration of spirit and technology leads to ultimate output of the products.



Best Seller in Ice Hockey Sticks with **50%** Market Share



Aim to be the World's Best Badminton Court



Won the First "2019 GoldenBoat Award"



Won the First "2021 Harvard Business Review Digital Transformation Award"

Group Structure



Awards



China High-Tech Enterprise Certification

First Prize of Taiwan-Funded Enterprise Cultural Construction

Excellence Growing Business Award in Tongxiang City

2023 Strengthen SME Project Enterprise in Tongxiang City

2023 Specialized and Sophisticated Enterprise that Produces New and Unique Products in Zhejiang Province

A group of people, including a woman in the foreground with glasses, are gathered around a large world map. The map is overlaid with several orange location markers, primarily concentrated in East Asia and Southeast Asia. The background shows a city skyline through a window.

Initially Complete China Sales Layout and Expand Overseas Market Simultaneously

Main Products



Ice Hockey Sticks



Ice Hockey Helmets



Badminton Rackets
Tennis Rackets



Carbon Fiber
Composite Wheel



Composite Substructure
Components &
Interiors



Squash Rackets



Badminton Shoes



Sports Accessories

Patents of Carbon Fiber Composite

Molding



Weaving Yarn



Endurance Test



Frame Pressure Test



The World's Lightest Hockey Stick

Envoyé : Monday, January 29, 2018 10:15 AM

À : Lst-Bauer.All <Lst-Bauer.All@bauer.com>

Objet : ADV Stick Launch

Team,

This past weekend was the launch of our most revolutionary stick in our 90 year history; the Bauer Vapor ADV Stick.

The launch was a huge success. Early indication from across the globe is we are around 65-70% sold thru in 2 days! The social networks have been buzzing since the launch on Saturday am. We have heard stories of line ups outside in the cold waiting for stores to open, people camping out over-night just to get their hands on this stick and some kids were purchasing 2 to 3 sticks at once. Crazy.... The good news is they are definitely going to the NHL.

I think what was most impressive was how Bauer came together as a team. We were firing on all cylinders for this launch.

- It starts with product. Product is king. Without a WOW product there is nothing to get behind and rally. The RD&D stick team delivered an unbelievable stick weighing a mere 355g. It is the LIGHTEST stick on the market today. The graphics, the details, the richness is incredible. IT is a game changer. But just wait to see what is next....
- The global sales and customer service teams executed 100% sell-in with our elite partners with limited qty's of 3000 units globally and only 12 units per door. We have created a positive supply and demand dynamic that we haven't seen in a while.
- Our supply, sourcing and distribution teams delivered the product to store ahead of launch with 100% fill rate.
- The brand and marketing teams created some fantastic creative content that engaged our core consumer and brought a nice shot of adrenalin to our brand. We also executed a very cool in-store POP display to showcase the stick collection in a very impactful way.
- As another energy point our Elite Athlete Services team were able to place sticks with some of the most elite athletes that were showcased on display at this past weekend's All-Star game in Tampa.
- 99% of our Retailers got behind this launch and followed all the guidelines and kept it quiet with the guidance from our channel teams.

Our end goal:

- We wanted to make a statement in the market as the true innovators in the category....CHECK.
- Become a little less unpredictable, and create launch excitement for our customers and consumers....CHECK.
- Put a first stake in the ground to claim the #1 stick manufacturer in the industry.... CHECK.

We have attached some of the feedback from consumers and customers.

Enjoy....

Congratulations on a great team effort.

Brad James
Sr Director of Brand Management
Bauer Hockey Inc.

the launch of our most revolutionary stick in our 90 year history

#VaporADV

These are so sick! And sooo light!! Amazing! 🤩

lucasek3 to bauerhockey, lucas... 9s

Got the stick. Froze my as. down in ct at pure hockey for hours

krenzer.nolan I copped its sexy as hell
6m 1 like Reply

Congrats to Bauer; one of the best hockey related marketing campaigns in awhile (or ever?)

ikesHockey Dealer's Source For Sports #GOALIE

But can the Tandy's get some love... An advanced Carbon version of the 2S? Sign me up

I got it and it's sick!!

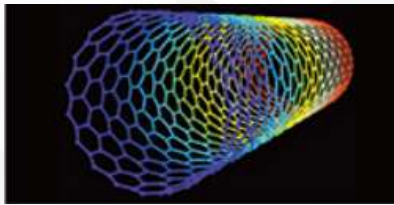
View photo

Yeah. Shot with It, things shoots rockets

Yeah

And i have 2 1x lite

Characteristics of Badminton Rackets



Special Construction of Carbon Nanotube



Special High Stiff Shaft



Nano Technology



Carbon Fiber T Throat



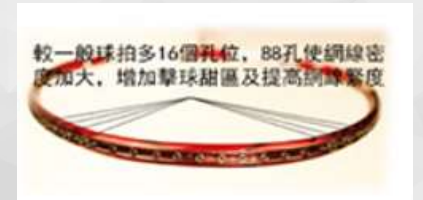
Perfect Carbon Technology



Flexibility



Fiber Film



088 Compact Technology

Differentiation Advantage

- ◆ Carbon Fiber Composite & Lightweight Technology
- ◆ The First to Launch the World's Lightest Badminton Rackets



Carbon Fiber Composite Wheel



Carbon Fiber Rim with Bolted-In Aluminum Spokes

- ◆ Weight: Only 70% of Forged Aluminum Alloy

Advantage of Carbon Fiber: Light, High Strength

- ◆ Weight: Only 20%~30% of Steel

- ◆ Hardness: More than Ten Times of Steel



Product Testing

【German TÜV Testing】

- ① May 10, 2019: 19-inch 8.5J carbon fiber two-piece wheels pass German TÜV testing in CWIC.
- ② May 21, 2019: 20-inch 8.5J carbon fiber two-piece wheels pass German TÜV testing in CWIC.
- ③ April 21, 2020: 20-inch 9.5J carbon fiber two-piece wheels pass German TÜV testing in CWIC.
- ④ April 21, 2020: 20-inch 10.5J carbon fiber two-piece wheels pass German TÜV testing in CWIC.

【American SAE J2530 Testing】

- ① September 19, 2019: 20-inch 8.5J carbon fiber two-piece wheels pass SAE testing in Smithers.
- ② January 20, 2021: 20-inch 9.5J carbon fiber two-piece wheels pass SAE testing in Smithers.
- ③ April 13, 2021: 20-inch 10.5J carbon fiber two-piece wheels pass SAE testing in Smithers.
- ④ June 8, 2021: 21-inch 9.5J carbon fiber two-piece wheels pass SAE testing in Smithers.
- ⑤ June 8, 2021: 21-inch 10.5J carbon fiber two-piece wheels pass SAE testing in Smithers.
- ⑥ December 9, 2021: 18-inch 8.0J carbon fiber two-piece wheels pass SAE testing in Smithers.
- ⑦ May 31, 2022: 18-inch 9.0J carbon fiber two-piece wheels pass SAE testing in Smithers.



Capacity

【Extreme Cold-Weather Road Testing】

Start extreme cold-weather road testing in Northeast China in January 2019 and pass the testing in May 2019.

【Extreme Road Testing】

20-inch 8.5J carbon fiber two-piece wheels were tested on bumpy, muddy, steppe and gravel roads around Chengdu, Lhasa and Chongqing for 5,375 km and passed the testing in June 2019.

【IATF 16949】

Bonny Composite-Tech (Tongxiang) Ltd. obtained certificate of registration of IATF 16949 in July 2019 and January 2023.

【Capacity】

- ① September 2016: refit the existing machine.
- ② July 2019: complete the second machine installation.
- ③ November 2019: complete two machines installation and start pilot run.
- ④ Late July 2020: complete six machines installation, a total of ten machines with an annual capacity of 24,000 pieces.

Production Area





Patents

Name	Type	Patent No.	Status
Automotive Wheel-Forming Device	Utility Model Patent	ZL201821082957.5	Obtain
Carbon Fiber Reverse Wheel Rim Forming Mold	Utility Model Patent	ZL201920070611.1	Obtain
Carbon Fiber Rim Outer Circle Grinding Equipment	Utility Model Patent	ZL201920070606.0	Obtain
Wheel Hub Molding and Smoothing Fixture	Design Patent	ZL201930668833.9	Obtain
Spray Painting and Turning Device for Wheel Hubs	Utility Model Patent	ZL201922222030.8	Obtain
Central Plate Mounting Surface Structure for Carbon Fiber Wheel Hubs	Utility Model Patent	ZL202020263911.4	Obtain
Carbon Fiber Rim and Preparation Method	Invention Patent	ZL201910040382.3	Obtain
Sandblasting Machine for Wheel Hubs	Utility Model Patent	ZL202122608501.6	Obtain
Spray Painting Shelf for Wheel Hubs	Utility Model Patent	ZL202122586837.7	Obtain
Sanding Machine for Wheel Hubs	Utility Model Patent	ZL202122608480.8	Obtain
Automotive Wheel	Design Patent	ZL202330400712.2	Obtain
Central Plate Mounting Surface Structure for Carbon Fiber Wheel Hubs	Invention Patent	ZL202010149912.0	Substantive Examination

Flagship Store in China—LS Power Style



Flagship Store in China—Shenzhen Wanpan Jingguang Super Cars



2023/3 CIMP AutoEcosystems Expo



2021/4 TAIPEI AMPA



Distributors in Taiwan



RJ MOTOR



噬道車房



駿輝汽車



TOP ONE
IDEAS FOR CAR



制動 改



承泰底盤定位



Advanced Composite R&D Center





Advanced Composite R&D Center

【Aerospace Industrial Development Corporation】

Bonny has established an exclusive partnership with Aerospace Industrial Development Corp. in specific composite projects since 2019 and passed its supplier evaluation S-400 on Feb. 5, 2024.

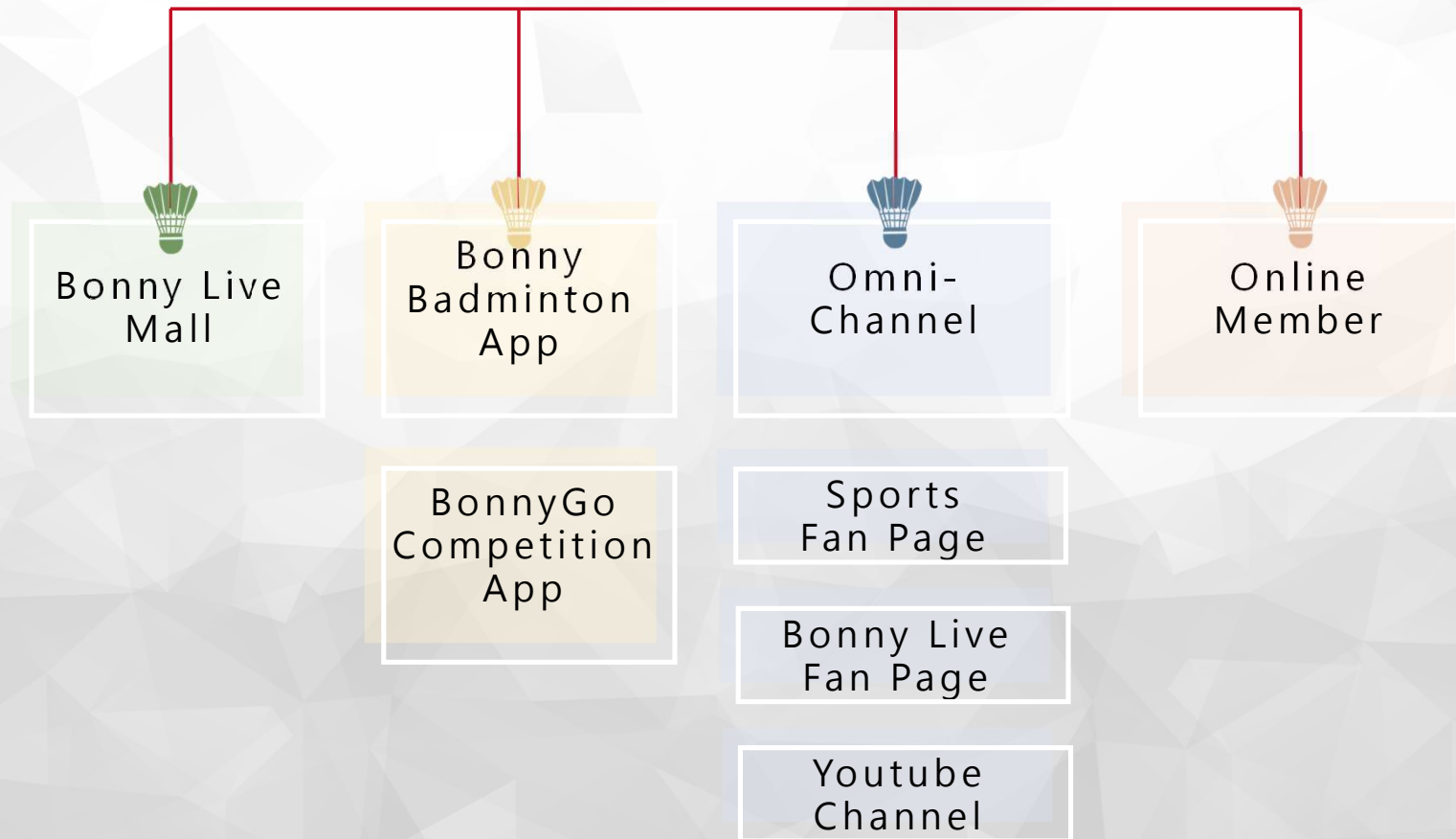
【ISO 9001 and AS9100】

Bonny obtained ISO 9001 and AS9100 aerospace quality system certification in April 2022. Certification maintenance and remains validated in April 2024.

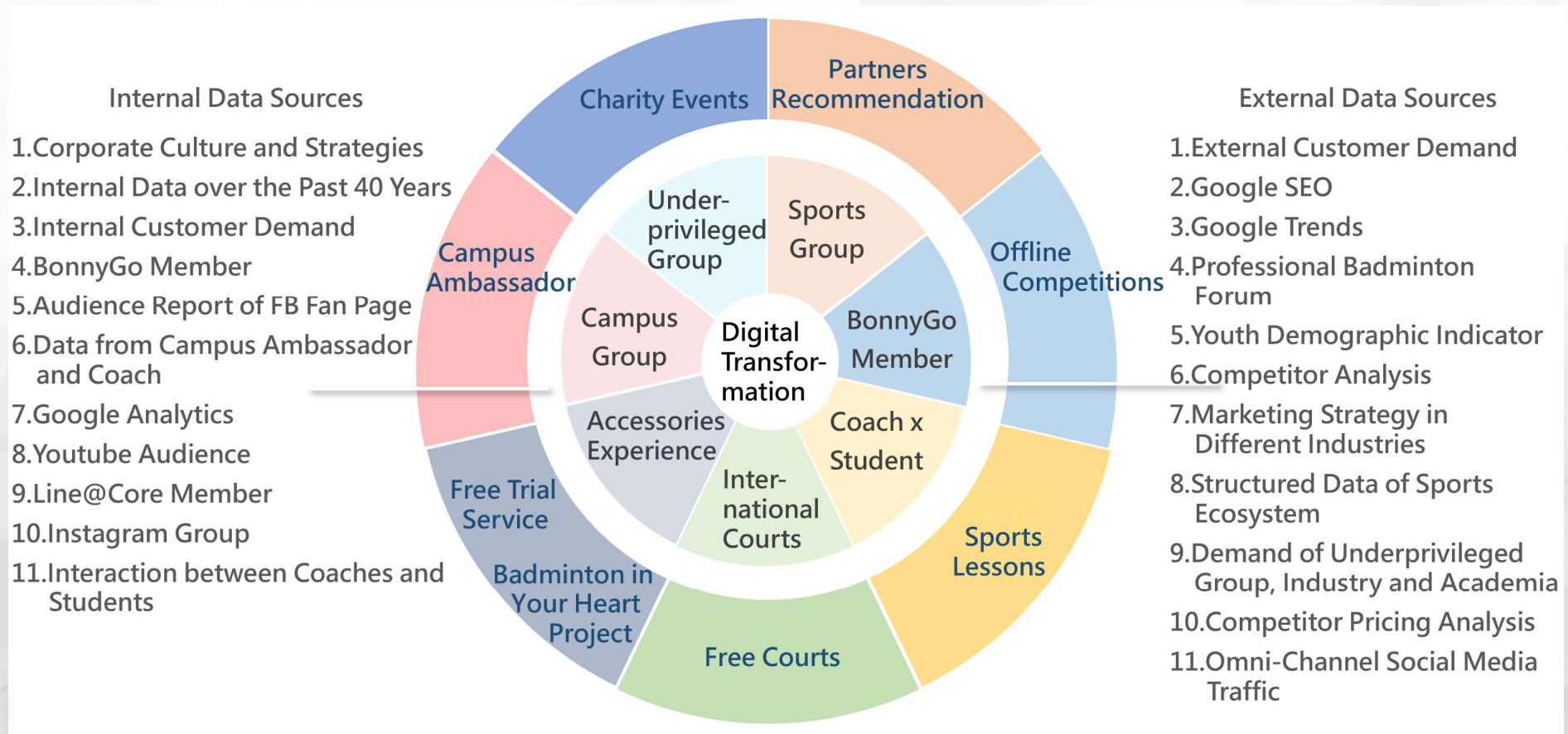
【Airbus SE - Composite Substructure】

- ① April 2023: Airbus audited Bonny advanced composite R&D center.
- ② July 2023: Bonny obtained the Supplier ID code from Airbus. The filing of the Transfer Notification Form (TNF) has been initiated. The Transfer of Work Methodology for Supplier Driven Transfers encompasses four phases.
 - Phase 1: G0-G2 Feasibility Gates
 - Phase 2: G2-G5 Preparation Gates
 - Phase 3: G5-G7 Industrialization Gates
 - Phase 4: G7-G9 Ramp-UP/Ramp-Down Gates
- ③ November 2023: The progression is in phase 2. The production of composite substructure components is expected to commence before the fourth quarter of 2024.

Bonny Digital Business Model 1.0



Bonny Digital Business Model 2.0



Bonny Business Model Achievements

Growth in Market Share

Online Market Share of High-End Badminton Rackets
Phase 1.0 : 0% → 3%
Phase 2.0 : 3% → 30% → 42%
Overall market share grew from 2% to 12%.

New Products

Badminton in Your Heart Project
Bonny Badminton App
Free Trial Service
Ambassador Group
Ambassador's Endorsement
Campus Ambassador

New Business Model

Free Trial before Purchase
Badminton in Your Heart Project
Live Streaming
Sports Competitions
Coach Lessons
Courts Recommendation

Awards

2019 Innovative Business Model Development Enterprise-Academic Collaboration Project of Ministry of Science and Technology

Awards

2020 Innovative Business Model Development Enterprise-Academic Collaboration Project of Ministry of Science and Technology

Awards

The First GoldenBoat Award of General Chamber of Commerce of the Republic of China
The only winner in the sports industry

Bonny Business Model Awards



恭賀榮膺首屆金舶獎

加州椰子國際股份有限公司

台灣皇朝飲食股份有限公司

光動能生物科技股份有限公司

吉合科技租賃股份有限公司

波力環球企業股份有限公司

系誠土外致山西竹股份有限公司公司

黑沃餐飲股份有限公司

輕適能運動顧問股份有限公司

麗源光電股份有限公司

櫻桃服務股份有限公司

十兆創新創業
品牌金舶獎

2021 哈佛商業評論

| 全球繁體中文版 |

數位轉型

鼎革獎

Shortlist

Chinatrust Securities

L'ORÉAL Taiwan

Bonny Worldwide Ltd

Easyrent

DBS Bank (Taiwan)

Silks Hotel Group

HSBC Bank (Taiwan)

TVBS Media

DIVECUBE combination of Diving & Hotel



DIVECUBE
Asian No.1 Diving Hotel
for Sports & Leisure

BonnyGo (Related Company)

Sports Information



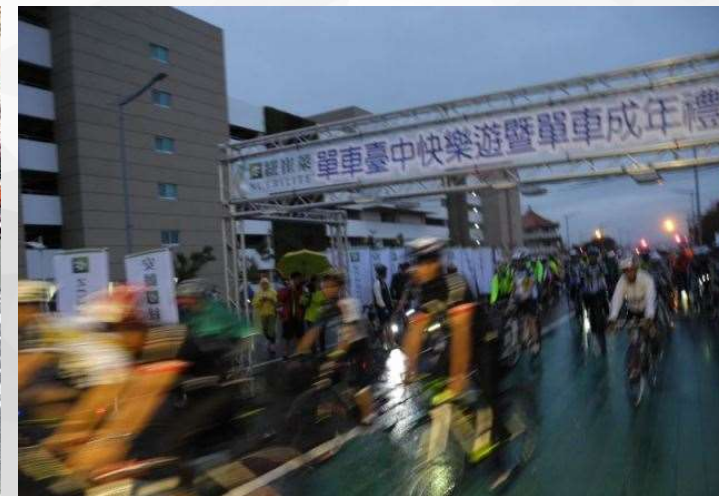
Popular Races

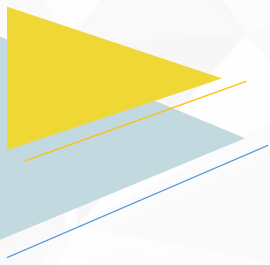


Sports Column



- 自行車
- 登山/健行
- 游泳鐵人
- 球類運動
- 路跑
- 其他活動





Metropolitan Badminton Arena (Alliance Partner)

High Quality Mats
for International Competitions



Jingmao



Fuhua



Yongchun



大都會羽球館不惜重資
打造優質的PVC國際比賽級地墊

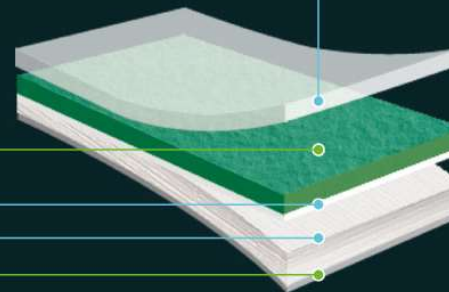
TPU處理層 TPU Treatment Layer

耐磨層 Wear Layer

穩定層 Glass Fiber Stable Layer

發泡底 Foam Bottom

六菱形蜂窩底紋 Honeycomb Bottom



Chongde

Bonny ESG



Metropolitan Badminton Arena Free Treatment

波力羽球 抗疫期間與你蓮心
招待場地 助眾鄉親舒懷抗疫



波力大都會羽球館
歡迎所有鄉親&各地同好
自組運動x自主健康！



波力大都會羽球館 招待活動

Bonny

波力羽球 抗疫期間與你蓮心
招待場地 助眾鄉親舒懷抗疫

免費招待「國際比賽級地膠」羽球場域，
助鄉親及各地同好們盡情暢打，舒懷抗疫！



ESG DABOCUP(2024/4/7)



Financial Statements

In thousands of NTD, except for EPS

Year	2021	2022	2023
Net Revenue	1,410,821	1,955,578	1,988,058
Gross Profit	466,343	736,741	778,564
Gross Margin	33.1%	37.7%	39.2%
Operating Expenses	(330,998)	(343,614)	(365,080)
Operating Income	135,345	393,127	413,484
Operating Margin	9.6%	20.1%	20.8%
Net Income Before Income Tax	132,711	485,505	451,929
Income Tax (Expense) Benefit	(35,189)	(79,890)	(67,123)
Net Income	97,522	405,615	384,806
Basic EPS	1.98	8.21	7.69



Thank

You