



建大工業股份有限公司 法人說明會

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公司簡介

Company Profile

經營理念 Core Value

☐ 誠信 Honesty

☐ 服務 Service

☐ 品質 Quality

☐ 創新 Innovation

經營目標 Operating Objectives

立足台灣，放眼全球。 Based in Taiwan, Keeping eye on the World!

關於建大 About Kenda

Today, Kenda is one of the five largest bicycle tire manufacturers in the world.



Kenda produces 800,000 tires and tubes per day.



Kenda has seven production plants across Asia.



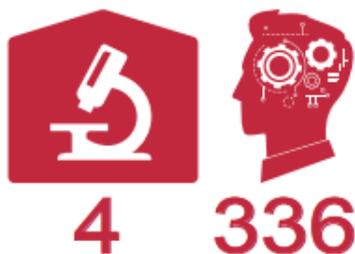
The annual turnover amounted to more than 1 billion US dollars in 2024.



In total, Kenda has a workforce of more than 12,000 employees worldwide.



In total, 336 engineers work on the development of new products in three research and development centers (USA, Europe, Taiwan, China).



With the help of a 3D printer, a new tread pattern can be printed in about six hours.



Every prototype needs to pass nine laboratory and at least two field tests before getting approved for mass production.



汽車胎
Automotive
Tire



自行車胎
Bicycle Tire



機車胎
Motorcycle Tire



工業用胎
Industrial
Tire



榮獲2024金點設計獎
Golden Pin Design Award
產品設計類-年度標章

超保氣自行車用內胎
Airlution Bicycle Tube

公路車四季練習胎-K1225
All-Weather Road Tire - 4titude



K KENDA



榮獲第21屆國家品牌玉山獎
2024 THE NATIONAL BRAND YUSHAN AWARD
最佳產品類-免充氣輪胎



TAIWAN PRIME
2022 海外零商精品

K KENDA



榮獲美國IDA國際設計獎
The International Design Awards (IDA)



4倍超保氣自行車內胎
Airlution Bicycle Tube



越野摩托車輪胎
MX TIRE -WASHOUGAL III
K7102/F



四季公路車練習胎
All-Weather Road Tire -
4titude K1225



K KENDA



台灣精品 2025
TAIWAN EXCELLENCE

創新臺灣 精彩世界

電動物流自行車
保氣內胎

公路車
四季練習胎
K1225

全地形
越野機車胎
K6342/F

商業用割草機
多功能車胎
K505

硬刺簾
車用備胎
K801

半熟扇殼
碟車用胎
KR20A



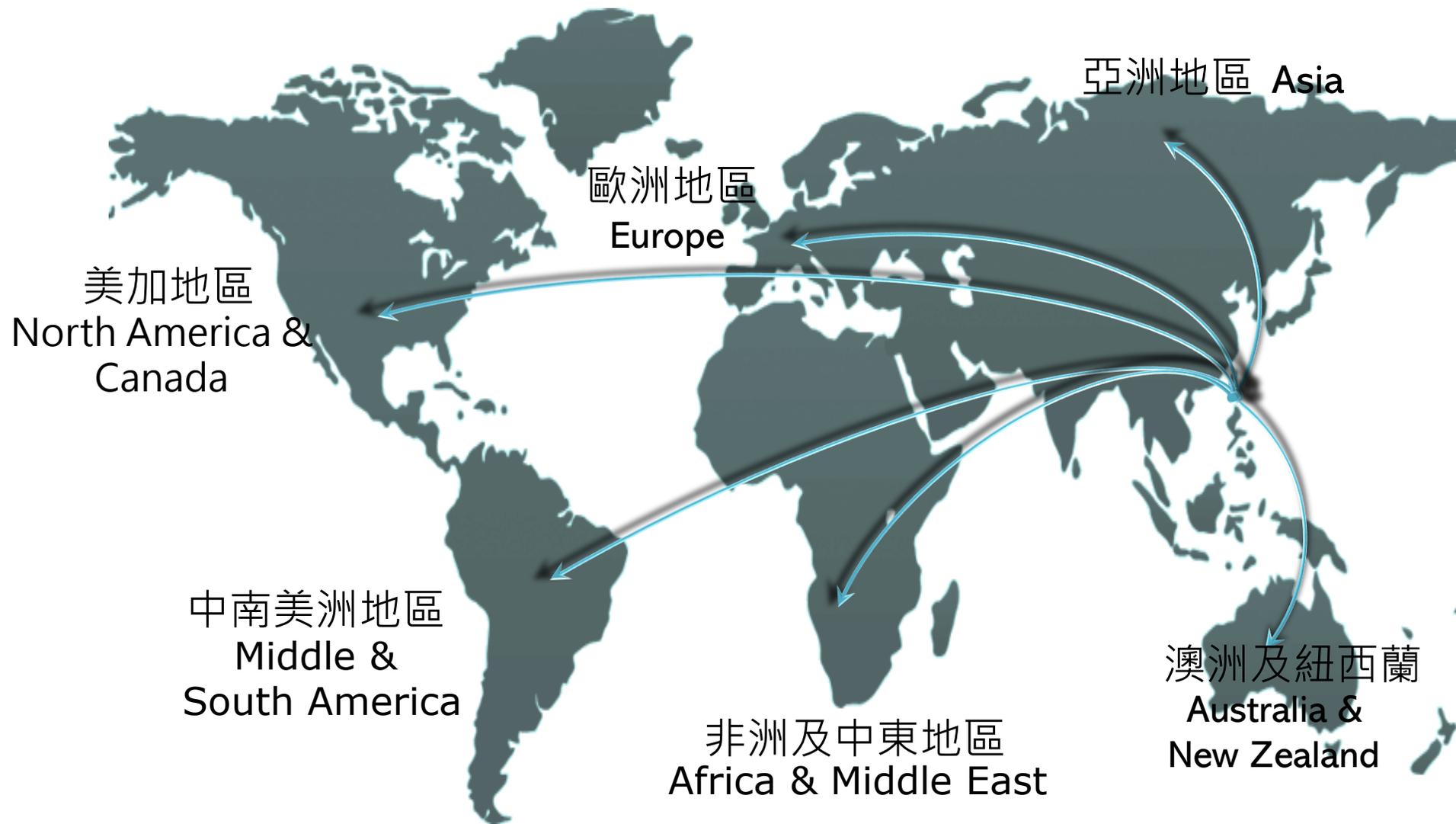
K KENDA

K KENDA

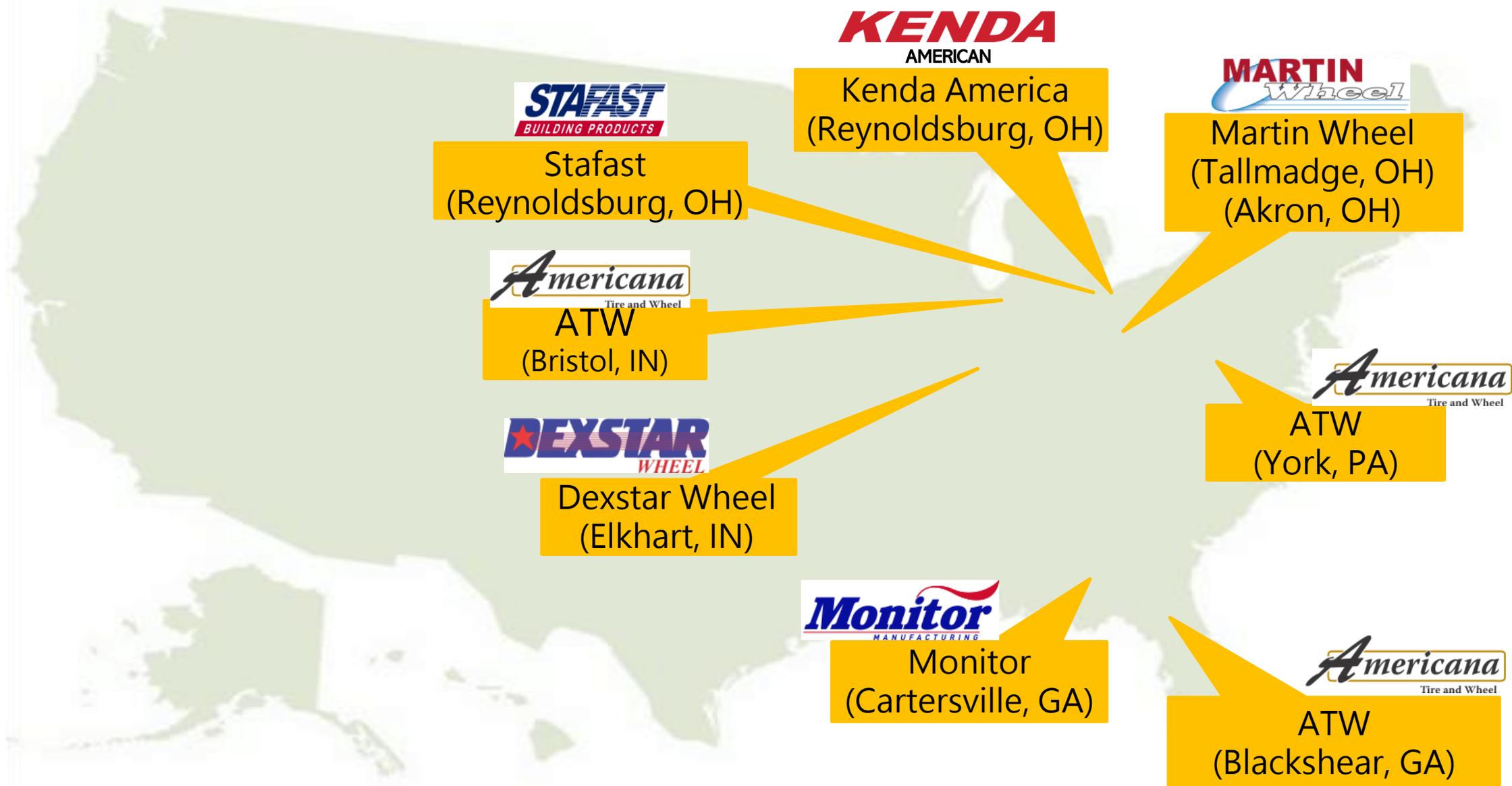
據點分佈 Operational location



集團銷售分佈 Group Sales -Area



美國子公司 Subsidiaries in America



美國子公司 Subsidiaries in America

- Martin Wheel 於俄亥俄州AKRON新建輪圈工廠：為因應在北美持續擴張的輪圈及輪胎配套營運規模，本公司之子公司ADI(Martin Wheel)於美國俄亥俄州阿克倫(Akron, OH)新建輪圈工廠，預計2025年中啟用。

Martin Wheels builds new rim factory in Akron, Ohio: In response to the continued expansion of rim and tire assembling business in North America, Martin Wheels has built a new rim factory in Akron, Ohio, USA. The plant is expected to open in mid-2025.



研發中心 Technology Centers



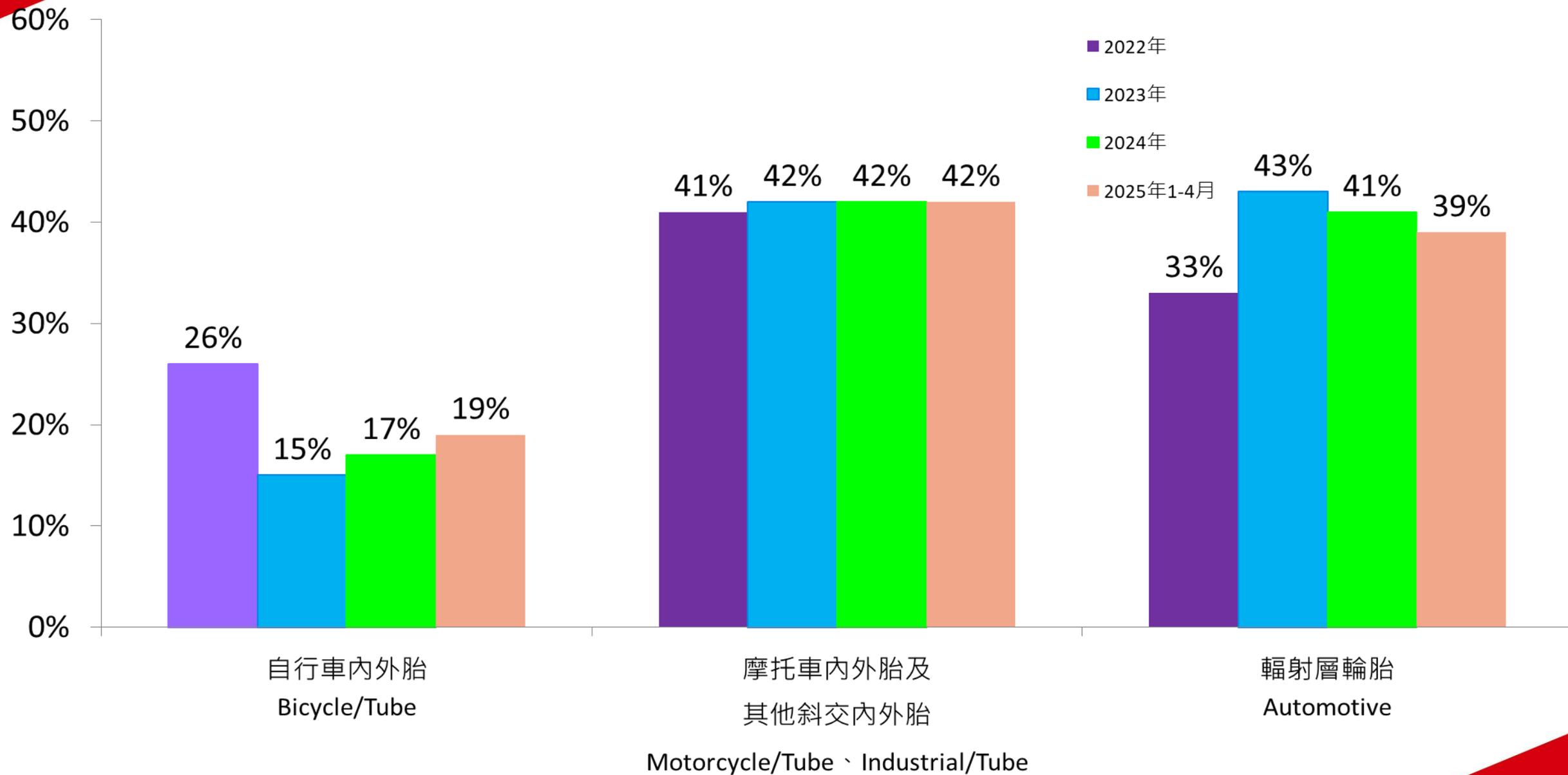
永續發展 Sustainability

- ❑ 減碳目標為「每年減碳3%，至2030年減碳25%」。
“Carbon reduction by 3% per year and by 25% in total by 2030.”
- ❑ 輪胎生產廠總碳排放量2023年度較2022年度減少約10%。
The total greenhouse gas emissions in tire factories in 2023 decreased by approximately 10% compared to 2022.
- ❑ 輪胎生產廠總水資源耗用密集度2023年度較2022年度減少超過10%。
The total water use intensity of tire factories in 2023 decreased by over 10% compared to 2022.
- ❑ 評估各廠區屋頂及停車場設施，預設三期設置太陽能設備。預估三期設置完成後，太陽能用電將達總用電量16.72%，減碳量達34,833噸/年。
The rooftops and parking facilities of each factory will be evaluated, and the solar equipment is expected to be installed in three phases. After the completion of the third phase of the project, solar power generation will account for 16.72% of the total power generation, and the annual carbon reduction will reach 34,833 tons.
- ❑ 2024年FTSE Russell ESG等級為2.5(0-5, 5級最佳)，較2023年上升0.2等級。
The 2024 FTSE Russell ESG rating is 2.5 (on a scale of 0-5, with 5 being the best), an increase of 0.2 from 2023.
- ❑ 2024年S&P Global ESG評分為37(0-100, 100分最佳)，較2023年上升8分。
The 2024 S&P Global ESG score is 37 (on a scale of 0-100, with 100 being the best), an increase of 8 points from 2023.
- ❑ 2024年公司治理評鑑上市公司排名級距為21%-35%，較2023年度持平。
In 2024, the ranking in the Corporate Governance Evaluation is 21%~35%, stayed at the same level as 2023.

各胎別營運

Operation by Product Types

各胎別銷售比較 Sales Breakdown by Product Category



美國加徵關稅稅率及時間軸一覽表

3/12	對鋼鐵鋁產品加徵 25% 關稅	232條款
4/3	對所有進口汽車加徵 25% 關稅	232條款
4/5	對全球加徵 10% 基準關稅	
4/9	對全球57國加徵對等關稅	宣佈暫緩90天實施
5/3	對所有進口汽車零組件加徵 25% 關稅	232條款

資料來源：經濟部國際貿易署/美國關稅懶人包

連結：<https://www.trade.gov.tw/Pages/List.aspx?nodeID=5112>

美國對等關稅 Reciprocal Tariffs



Reciprocal Tariffs

Country	Tariffs Charged to the U.S.A. <small>Including Currency Manipulation and Trade Barriers</small>	U.S.A. Discounted Reciprocal Tariffs
China	67%	34%
European Union	39%	20%
Vietnam	90%	46%
Taiwan	64%	32%
Japan	46%	24%
India	52%	26%
South Korea	50%	25%
Thailand	72%	36%
Switzerland	61%	31%
Indonesia	64%	32%
Malaysia	47%	24%
Cambodia	97%	49%
United Kingdom	10%	10%
South Africa	60%	30%
Brazil	10%	10%
Bangladesh	74%	37%
Singapore	10%	10%
Israel	33%	17%
Philippines	34%	17%
Chile	10%	10%
Australia	10%	10%
Pakistan	58%	29%
Turkey	10%	10%
Sri Lanka	88%	44%
Colombia	10%	10%



Reciprocal Tariffs

Country	Tariffs Charged to the U.S.A. <small>Including Currency Manipulation and Trade Barriers</small>	U.S.A. Discounted Reciprocal Tariffs
Peru	10%	10%
Nicaragua	36%	18%
Norway	30%	15%
Costa Rica	17%	10%
Jordan	40%	20%
Dominican Republic	10%	10%
United Arab Emirates	10%	10%
New Zealand	20%	10%
Argentina	10%	10%
Ecuador	12%	10%
Guatemala	10%	10%
Honduras	10%	10%
Madagascar	93%	47%
Myanmar (Burma)	88%	44%
Tunisia	55%	28%
Kazakhstan	54%	27%
Serbia	74%	37%
Egypt	10%	10%
Saudi Arabia	10%	10%
El Salvador	10%	10%
Côte d'Ivoire	41%	21%
Laos	95%	48%
Botswana	74%	37%
Trinidad and Tobago	12%	10%
Morocco	10%	10%

Subject to change

對等關稅一秒懂

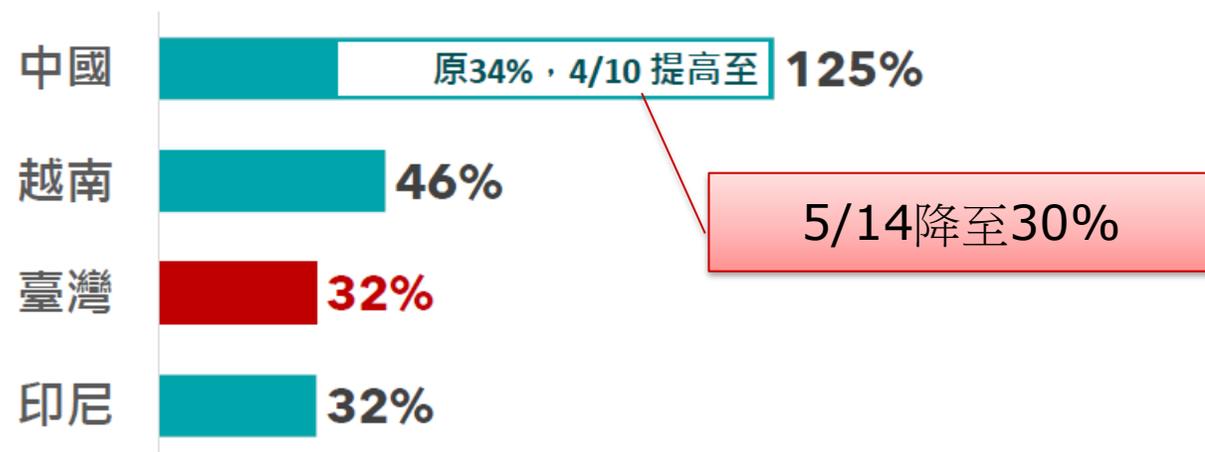
4/5 對全球加徵**10%**基準關稅

4/9 對**57國**加徵對等關稅

4/9最新宣布：對等關稅暫緩90天實施，維持全球加徵**10%**基準關稅（中國除外）

哪些國家被加徵了對等關稅？

共57國被加徵對等關稅，其餘國家則維持加徵10%基本關稅



資料來源：經濟部國際貿易署/美國關稅懶人包

連結：<https://www.trade.gov.tw/Pages/List.aspx?nodeID=5112>

- ❑ 美國232條款措施，是依據美國的1962年貿易擴張法第232條規定(Section 232 of the Trade Expansion Act of 1962)，以調查與認定特定產品之進口是否影響美國國家安全。
- ❑ 232措施的調查機關是美國商務部產業與安全局 (Bureau of Industry and Security, Department of Commerce)，倘認定進口產品造成美國國安威脅，美國總統具有對該產品之進口採取調整措施之裁量權，包括提高關稅、設定配額或採取其他非貿易措施。
- ❑ 美國政府已於2025年3月12日、4月3日對鋼鐵鋁製品和汽車加徵25%；並於5月3日對汽車零組件加徵25%關稅。

資料來源：經濟部國際貿易署/美國關稅懶人包

連結：<https://www.trade.gov.tw/Pages/List.aspx?nodeID=5112>

美國關稅整理 US Tariffs

胎別	自行車胎		摩托車胎/工業車胎		轎車胎		
區域	其他地區	中國	其他地區	中國	越南	台灣	中國
基礎關稅(4%)	V	V	V	V	V	V	V
對等關稅	V	V	V	V			
貿易擴張法232條款					V	V	V
1974年貿易法301條款		V		V			V
反傾銷關稅							V
反補貼關稅							

- 1、提高終端市場售價
- 2、擴充各胎別輪圈之規格與品項。
- 3、持續投資美國輪圈生產廠，配合「美國製造」
- 4、及時掌握正確資訊，迅速因應，搶先佈局。

□ 轎車胎



汽車胎

Automotive Tire



□ 休旅車
/4x4 輕卡車



□ 商用貨卡
/Mini Van



電動車專用輪胎 – Emera 616EV(Asian/summer/SUV)

- Features :
 - ◆ With the new generation of asymmetric pattern design and silica compound, it provides better wet braking, handling, and lower noise.
 - ◆ Balanced fuel efficiency, lower noise, better grip and higher comfort meet consumer demand.
- Testing vehicle : Tesla Model Y(高階市場)
- 2025Q1已上市



電動車專用輪胎 – Vezda UHP A/S 2 EV (American A/S EV tire)

- Design Concepts :
 - ◆ The product not only focus on range, noise, or dynamic handling/traction, but also address mileage to offer the customer 2X to 3X the real world treadwear of O.E. offerings, with 90% of driving range as a planned trade-off.
- Testing vehicle : Tesla Model 3 (高階市場)
- 預計2026Q1-Q2上市。



自行車胎 Bicycle Tire

▣ 越野登山車



▣ 公路車



▣ 城市/旅行/電動車



自行車胎

Bicycle Tire

▣ 摺疊車/童車



Kenda E-Venture – K1271

- Key Features
 - ◆ New-gen exceptional puncture resistance
 - ◆ Inspiring handling on varied surfaces
 - ◆ Lighter & faster than KENDA K-Shield+
 - ◆ ECE-R75 certified
- Advanced compound for
 - ◆ Optimal grip, speed, durability
 - ◆ High-performance tread & protective base layer
 - ◆ Anti-cracking high-quality SW rubber



機車胎 Motorcycle Tire

□ 速可達

□ 重型街車

□ 輕檔車

□ 越野摩托車
/ATV



機車胎

Motorcycle Tire



ADV機車專用胎– Trakmaster DTR K6342系列

- Feature:
 - ◆ Aggressive shoulders and stepped biting edges providing exceptional control in the dirt.
 - ◆ Uncompromised performance on any surface and in any terrain.
 - ◆ Predictable traction on wet and dry paved surfaces.
 - ◆ Proprietary rubber compound for the perfect blend of off-road traction and mileage performance.



工業車胎 Industrial Tire

□ 高爾夫球車

□ 割草機

□ 堆高機/拖車



工業車胎

Industrial Tire

營運成果

Operating Results

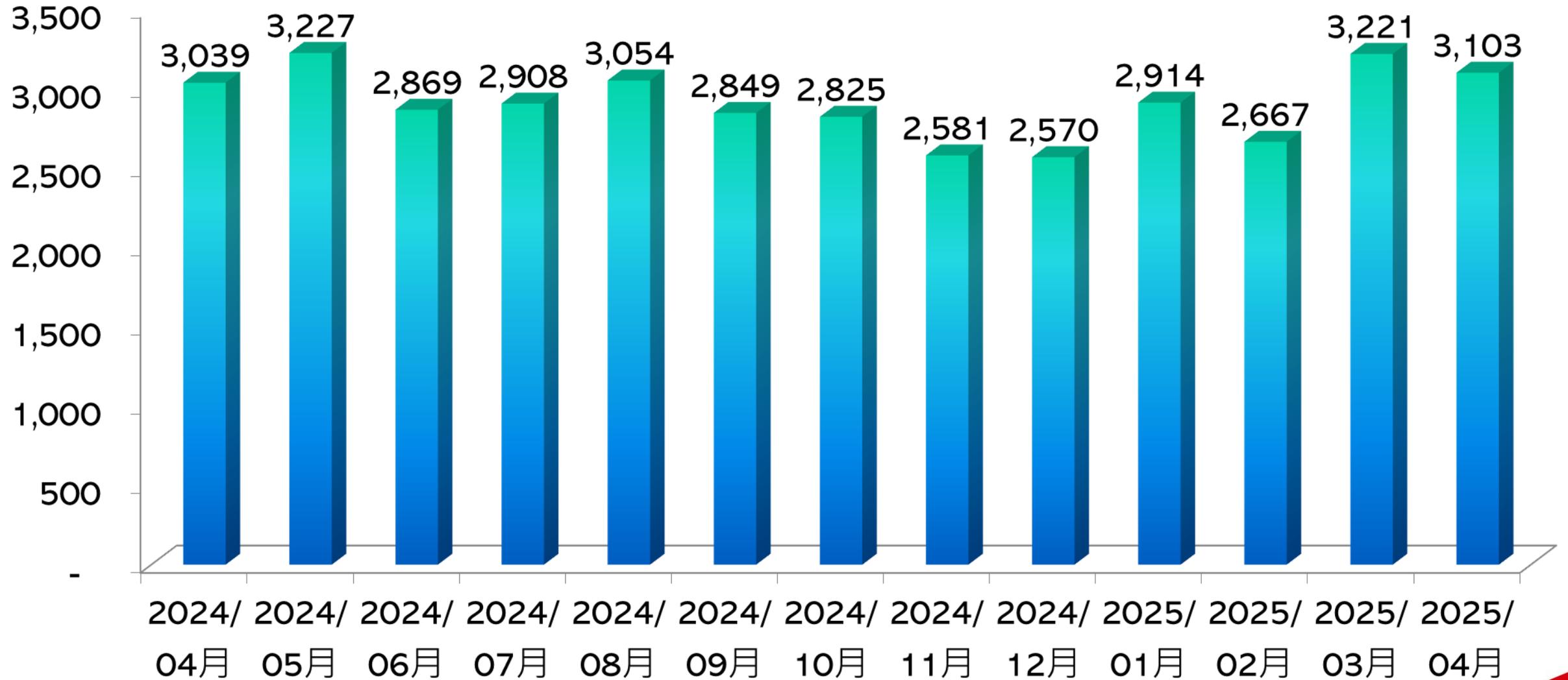
合併綜合損益表(季) Quarterly Consolidated Income Statement

	2024年1~3月		2024年4~6月		2024年7~9月		2024年10~12月		2025年1~3月	
NT\$: 佰萬元 (Unit: Millions)	金額 (Amount)	%								
營業收入(Net revenues)	8,265	100	9,122	100	8,820	100	7,995	100	8,808	100
營業成本(Cost of good sold)	(6,310)	(76)	(7,069)	(78)	(6,905)	(78)	(6,379)	(80)	(7,161)	(81)
營業毛利(Gross profit)	1,955	24	2,052	22	1,915	22	1,617	20	1,647	19
營業費用(Operating expenses)	(1,401)	(17)	(1,498)	(16)	(1,554)	(16)	(1,533)	(19)	(1,520)	(17)
其他收益及費損 (Other income & expenses)	0	0	(66)	(1)	(11)	(0)	(6)	(0)	0	0
營業淨利(Operating profit)	554	7	488	5	350	4	78	1	127	1
業外收支(Non-operating gain & loss)	25	0	70	1	(85)	(1)	170	2	20	0
稅前淨利(Income before tax)	579	7	558	6	265	6	247	3	148	2
本期淨利(Net income)	436	5	425	4	175	2	204	3	70	1
每股盈餘(EPS in NT dollar)	0.46		0.44		0.18		0.21		0.07	

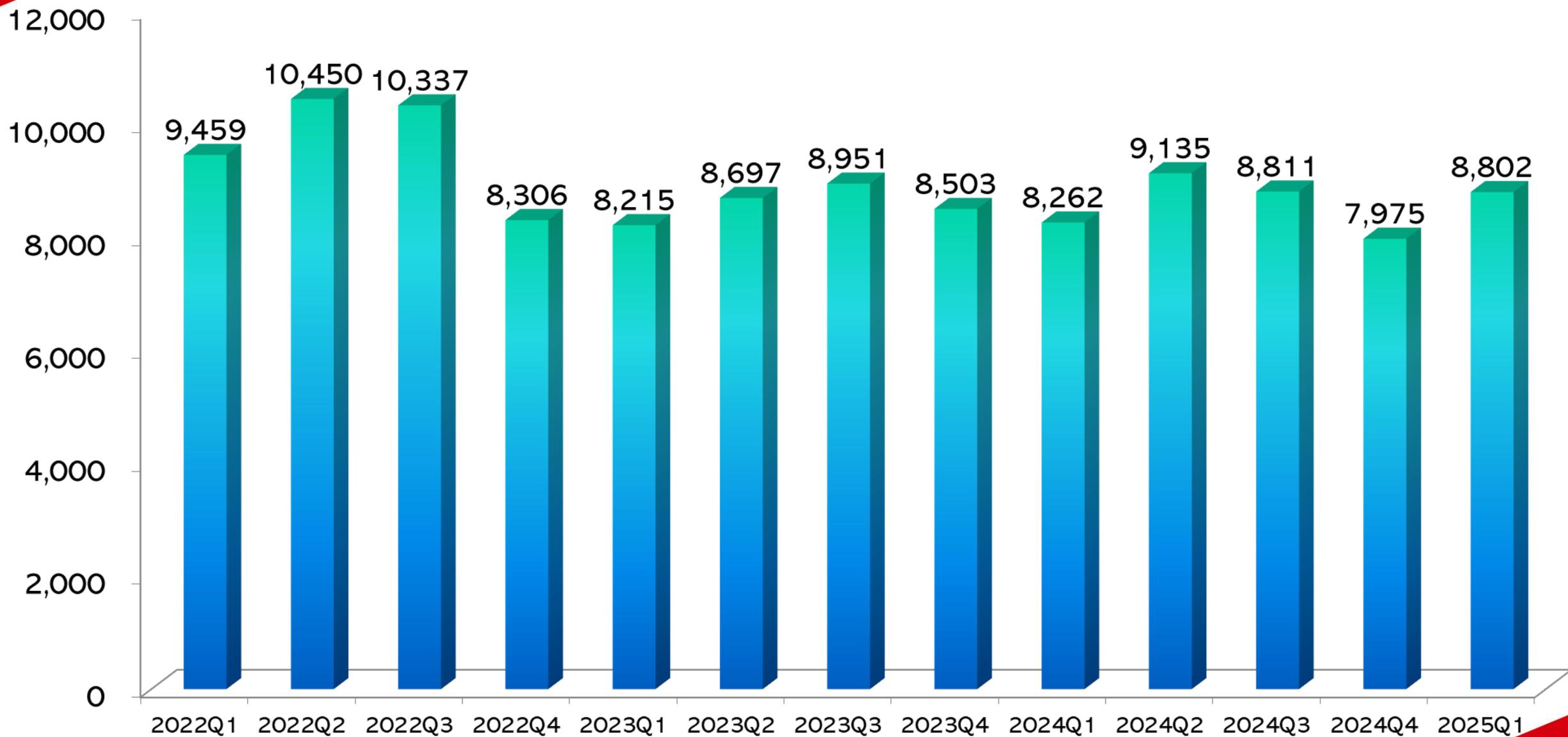
合併綜合損益表 Yearly Consolidated Income Statement

NT\$: 佰萬元 (Unit: Millions)	2021年		2022年		2023年		2024年	
	金額 (Amount)	%						
營業收入 (Net revenues)	34,896	100	38,618	100	34,444	100	34,203	100
營業成本(Cost of good sold)	(27,746)	(80)	(32,947)	(85)	(27,771)	(81)	(26,663)	(78)
營業毛利 (Gross profit)	7,150	20	5,670	15	6,673	19	7,540	22
營業費用(Operating expenses)	(5,407)	(15)	(5,440)	(14)	(5,378)	(16)	(5,986)	(18)
其他收益及費損 (Other income & expenses)	(2)	(0)	0	0	0	0	(84)	(0)
營業淨利 (Operating profit)	1,741	5	231	1	1,295	4	1,470	4
業外收支(Non-operating gain & loss)	(58)	(0)	481	1	10	0	180	1
稅前淨利(Income before tax)	1,683	5	711	2	1,305	4	1,650	5
本期淨利 (Net income)	918	3	338	1	881	3	1,241	4
每股盈餘(EPS in NT dollar)	1.01		0.37		0.92		1.30	

集團合併營業收入 Group Consolidated Net Revenue 各月比較

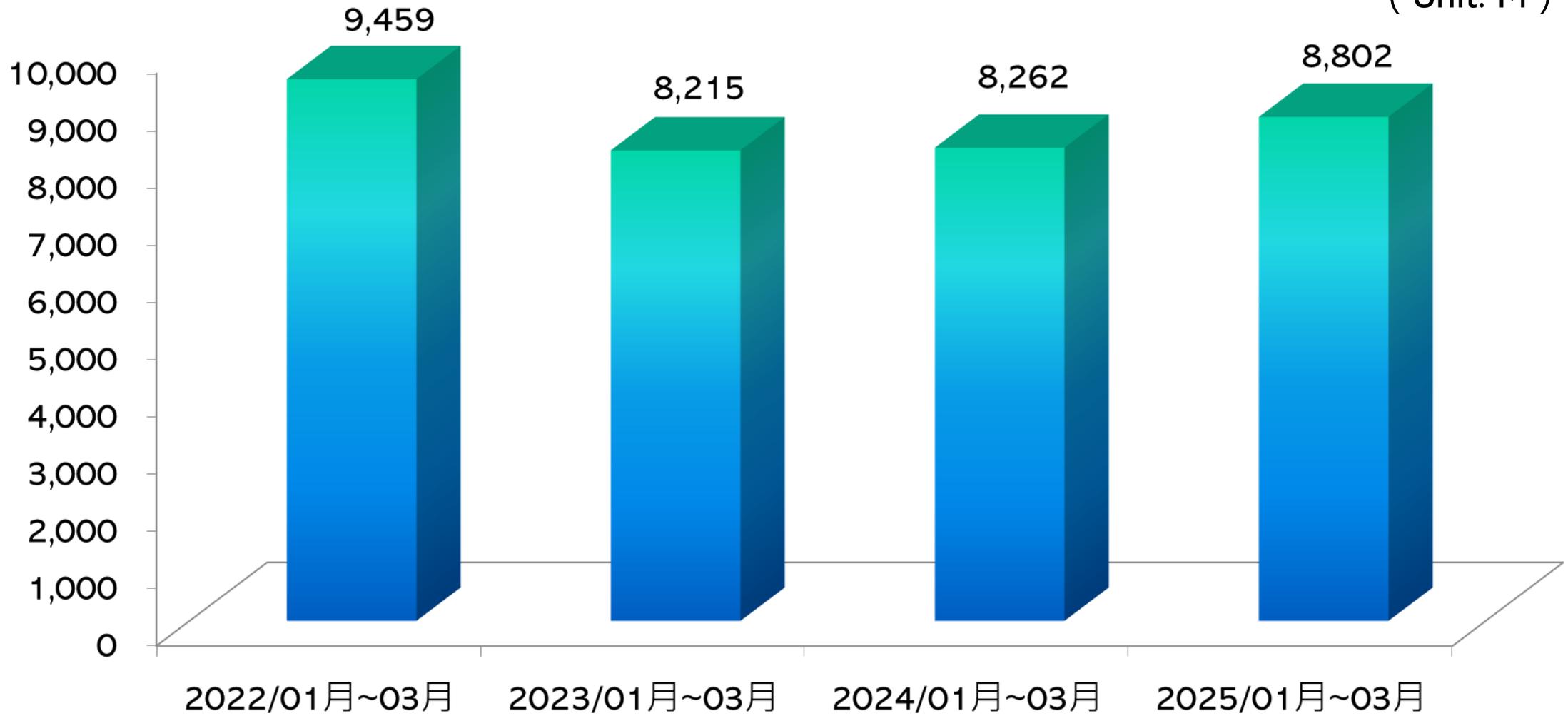


集團合併營業收入 Group Consolidated Net Revenue 季度比較

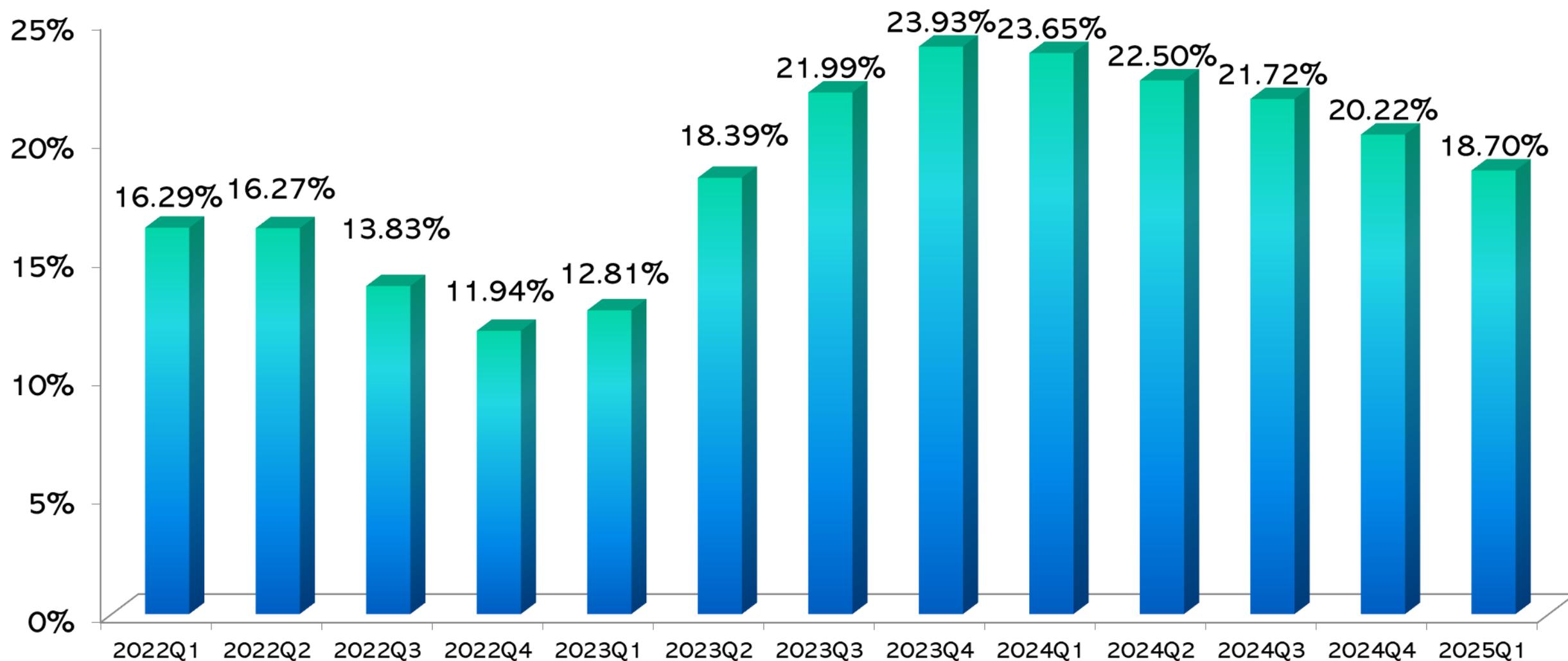


集團合併營業收入 Group Consolidated Net Revenue 同期比較

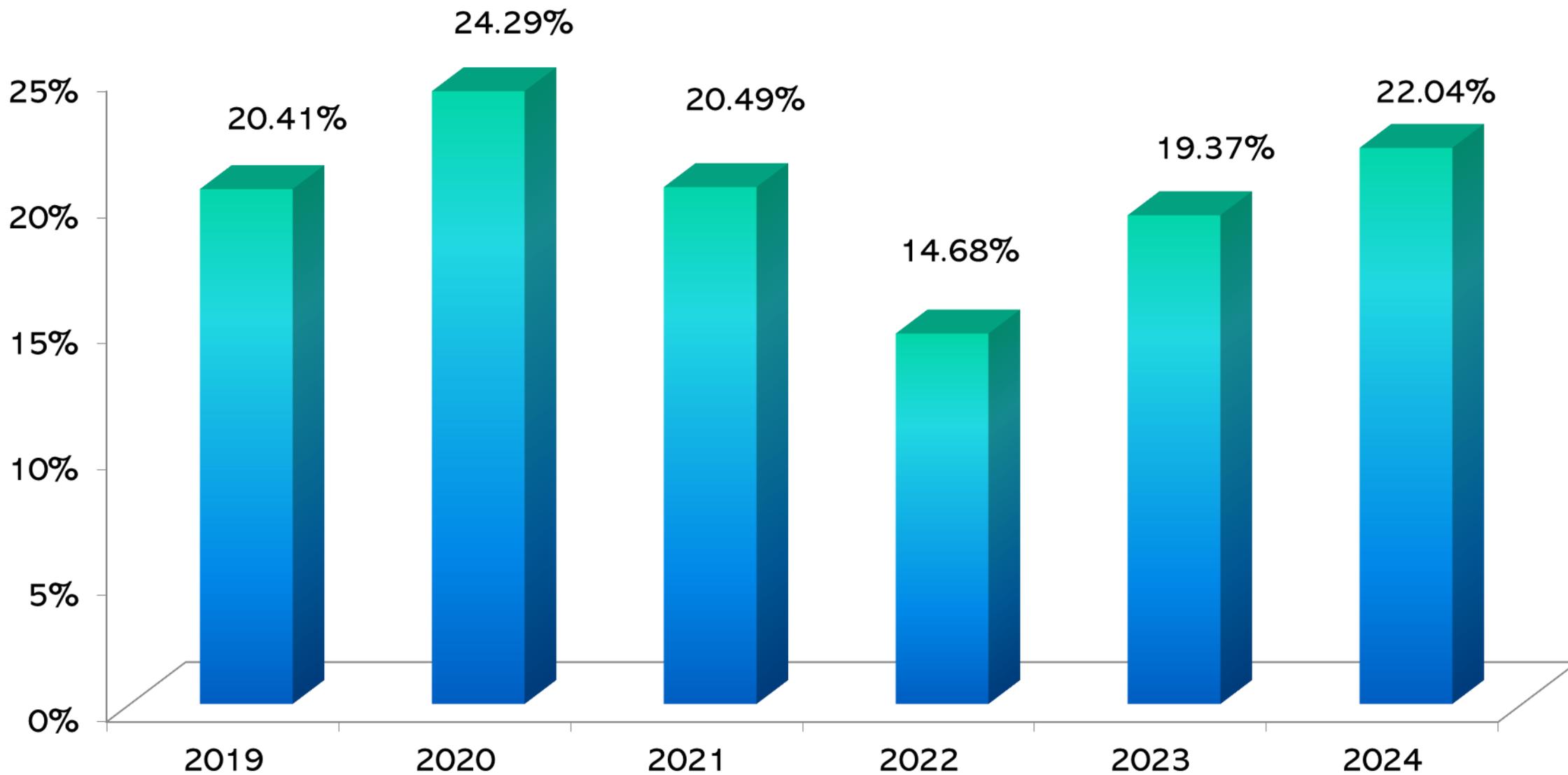
NT\$: 佰萬元
(Unit: M)



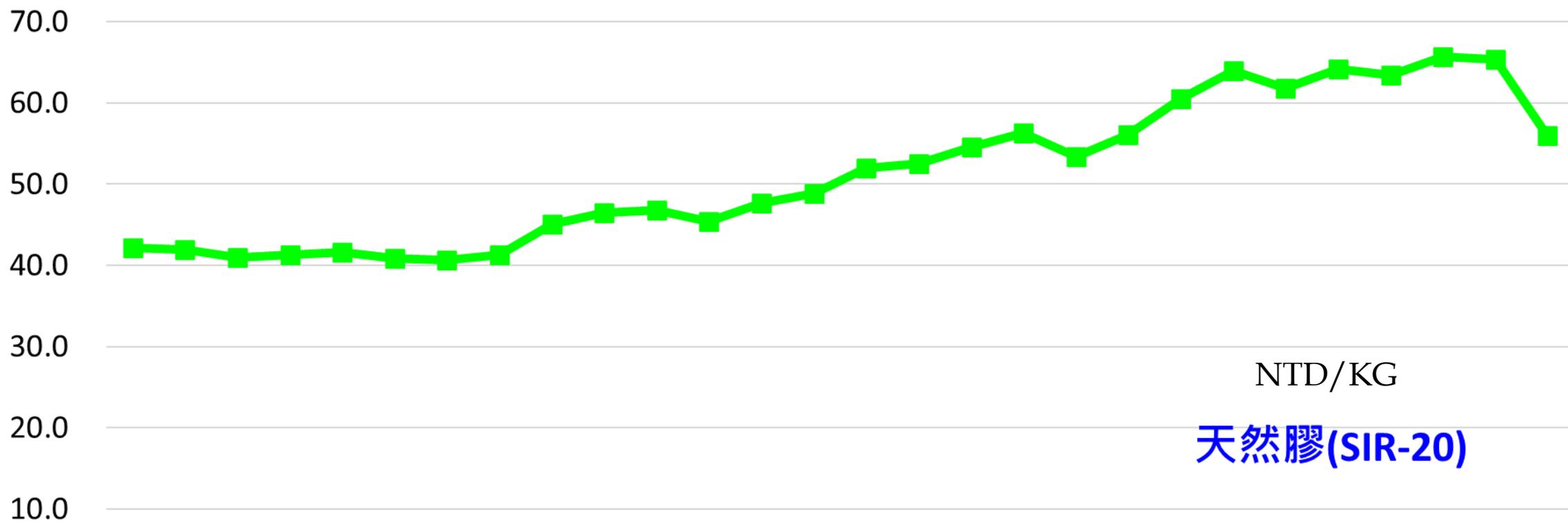
合併毛利率(季) Quarterly Consolidated Gross Margin



合併毛利率(年) Yearly Consolidated Gross Margin

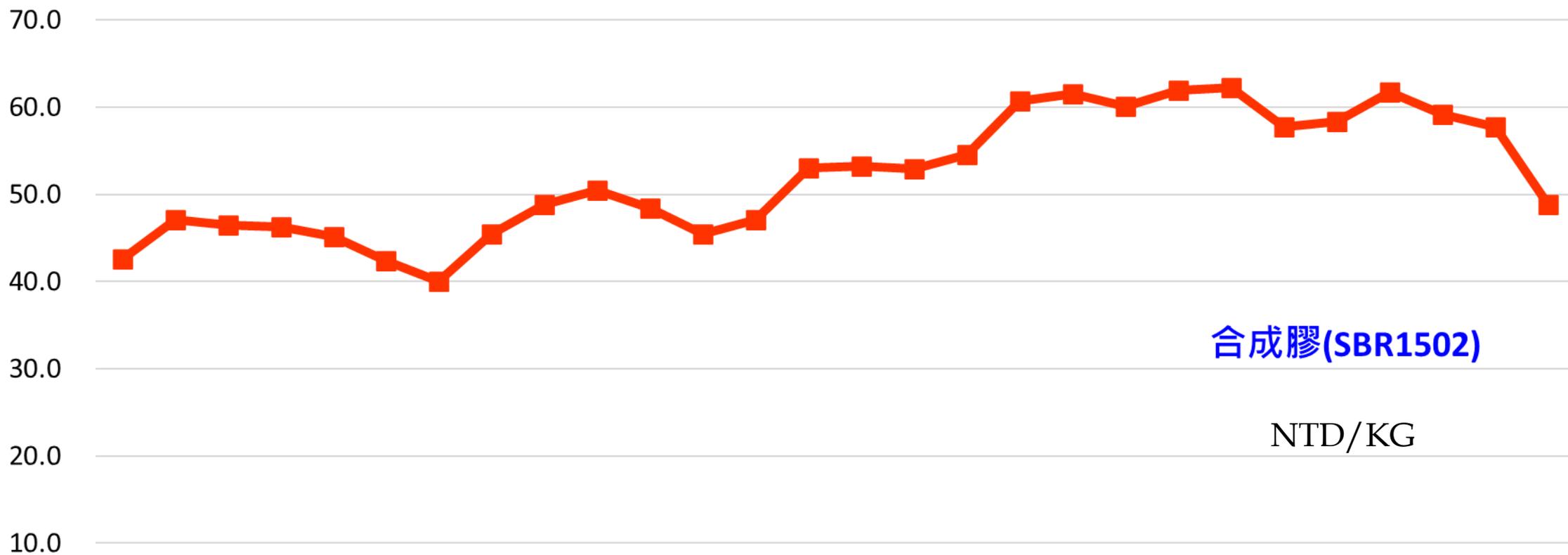


橡膠原料價格趨勢 Trend for Raw Material Cost



	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04
	2023												2024												2025			
天然膠(SIR-20)	42	41	41	41	41	40	40	41	45	46	46	45	47	48	52	52	54	56	53	56	60	64	61	64	63	65	65	55

橡膠原料價格趨勢 Trend for Raw Material Cost



	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04
	2023												2024												2025			
合成膠(SBR1502)	42	47	46	46	45	42	40	45	48	50	48	45	47	53	53	52	54	60	61	60	61	62	57	58	61	59	57	48

深圳廠土地開發案

Shenzhen Plant Land Development

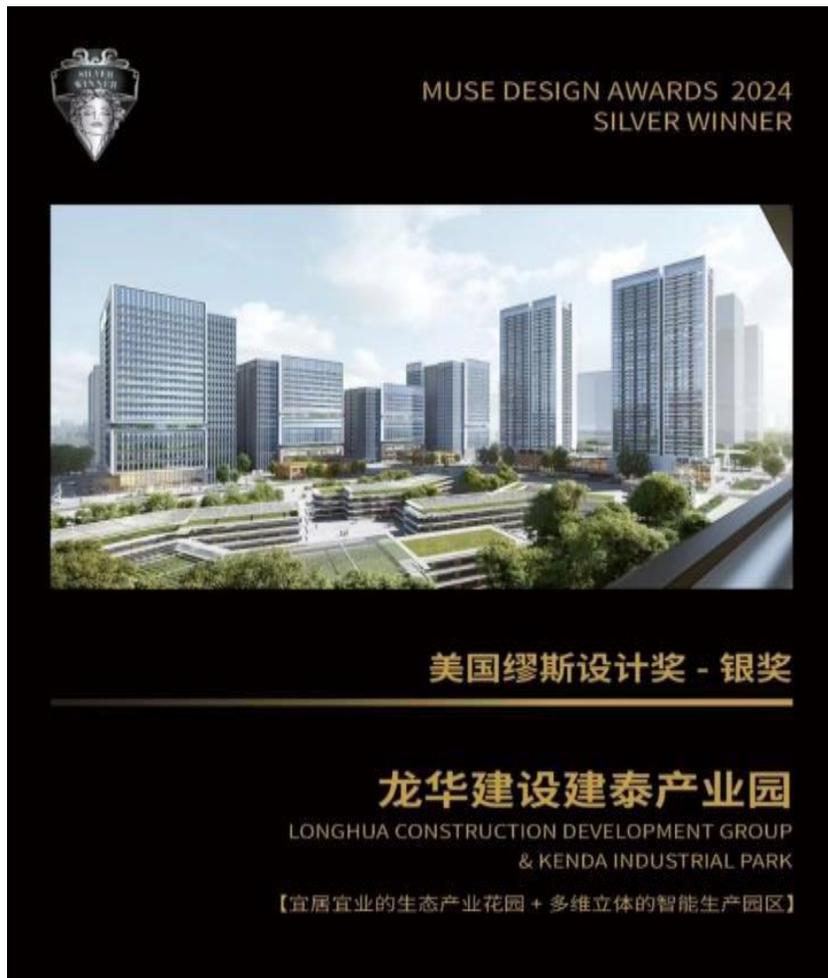
第一期
開發案建築外觀
Phase I
Building Appearance



深圳廠城市更新 Shenzhen Plant Urban Renewal 規劃建築面積分配 Planning Construction Area Allocation	第一期 規劃面積m² Phase 1 Total Area (m ²)	建大(m²) KENDA area (m ²)	和居置業(m²) Heju Real Estate area (m ²)
廠房(寫字樓) Plant (office building)	231,980	100,911	131,069
配套宿舍(商務公寓) Apartment	84,340	36,688	47,652
小型商業服務設施(商舖) Retail Shops	10,000	4,350	5,650
合計total	326,320	141,949	184,371

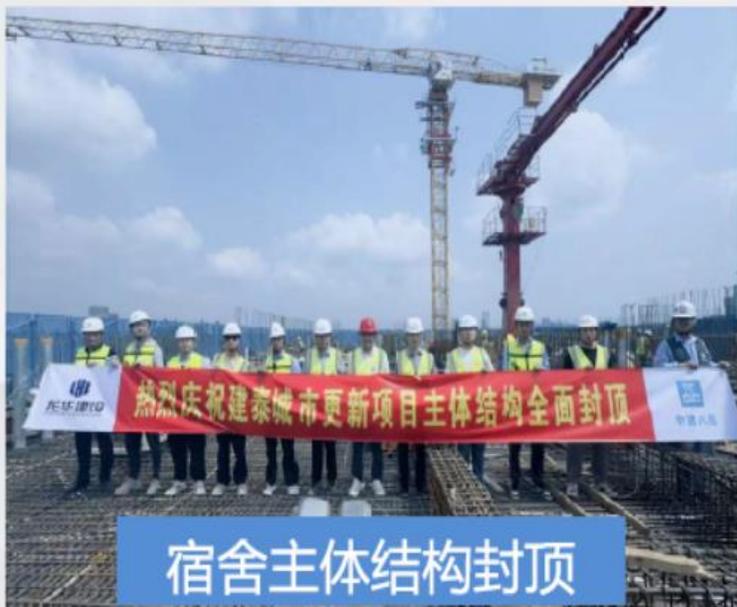
項目 Item	工作階段 Work Phase
1	取得計畫立項批複 Obtain the approval of the plan
2	取得專項規劃批複 Obtain special planning approval
3	完成搬遷補償協議簽訂 Sign relocation compensation agreement
4	實施主體確認 Implementation project confirmation
5	物業拆除 Property demolition
6	取得建設用地規劃許可證 Obtain construction land planning permit
7	土地出讓合同簽訂 Sign the land transfer contract
8	報建建設 Construction date
9	物業回遷移交 Property relocation

- 榮獲2024年美國繆斯設計獎-銀獎 MUSE Design Awards 2024 SILVER WINNER





深圳廠土地開發案 Shenzhen Plant Land Development



第二期
開發案建築外觀
Phase II
Building Appearance







建大夢想 守護前行
DESIGNED FOR YOUR JOURNEY

**謝謝聆聽！
敬請指教！**