



建大工業股份有限公司 法人說明會

發言人 劉桂君
代理發言人 楊雅婷

免責聲明 Safe Harbor Notice

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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!

公司沿革 Company History

- 1962年創辦人楊金豹先生創立本公司於台灣員林鎮。
KENDA was found by Mr. Yang Chin Pao in Yuan-lin, Taiwan.
- 1972年開始外銷。
Expanded overseas market.
- 1982年增建雲林工廠。
Established 2nd plant in Yunlin, Taiwan.
- 1990年股票正式掛牌上市。
KENDA stock was listed on Taiwan Stock Exchange.
- 1990年中國第一座工廠在深圳成立。
Established first China plant in Shen-zen.
- 1994年開始在北美市場成立裝配廠。
Starting wheel assembly operation in US.
- 1997年成立越南工廠。
Established 1st plant in Dong-nai, Vietnam.
- 2007年建大集團營業額突破新台幣200億元。
KENDA GROUP revenue reached NTD 20 billion.



公司沿革 Company History

- ❑ 2015年美國研發中心正式成立。
KENDA American Technical Center was established.
- ❑ 2016年設立印尼工廠。
Established Indonesian plant.
- ❑ 2017年設立越南第二工廠及併購STARCO EUROPE A/S。
Established 2nd plant in Vietnam and acquired STARCO EUROPE A/S.
- ❑ 2018年於德國漢堡成立研發中心。
KENDA European Technical Center was established in Hamburg.
- ❑ 2022年成立六十年，營業額持續升高。
60th Anniversary. New sales record.
- ❑ 2024年Starco Europe A/S更名為Kenda Europe A/S整合歐洲資源。
Name of Starco Europe A/S changed to Kenda Europe A/S.



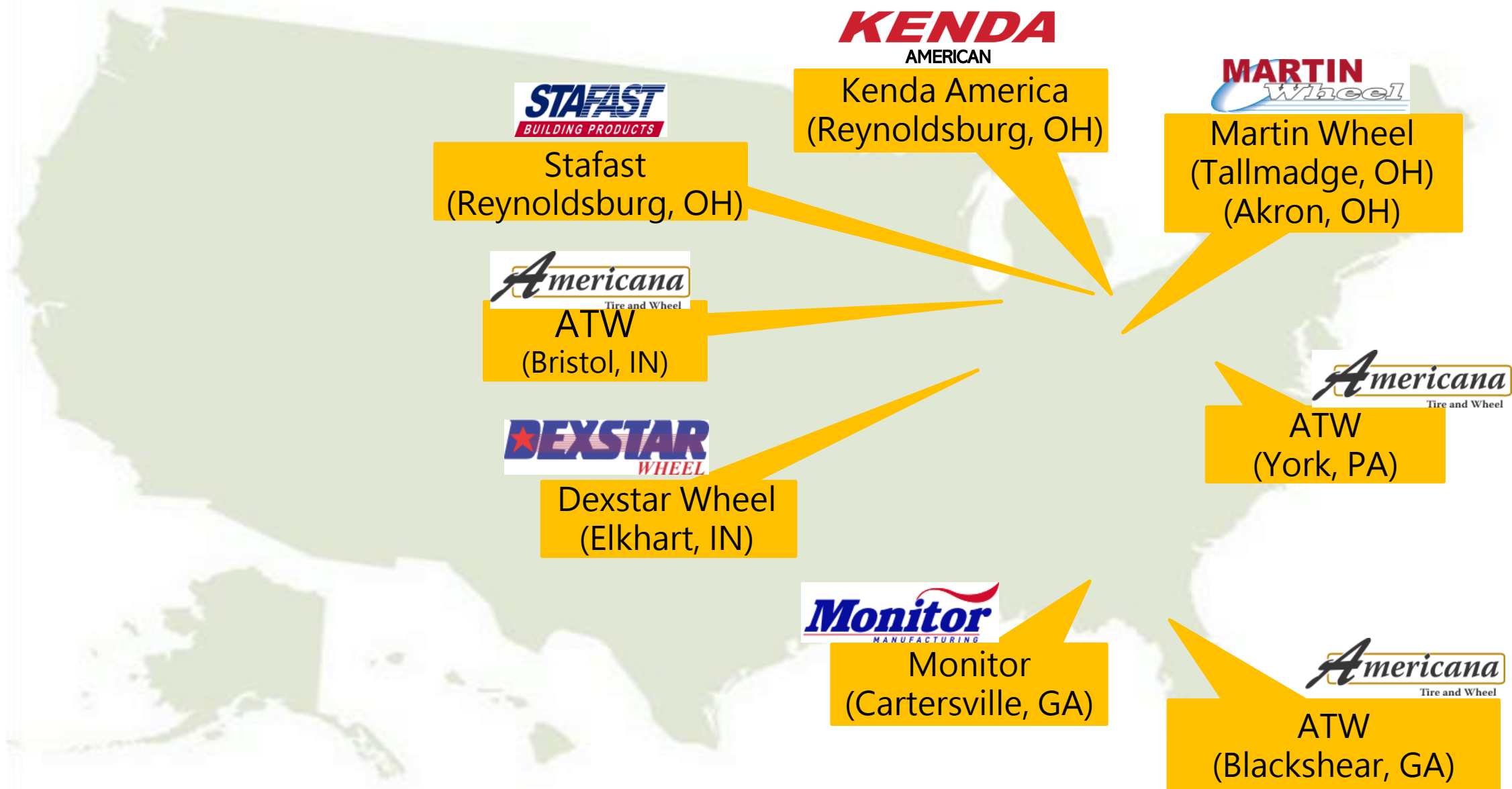
據點分佈 Operational location



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.



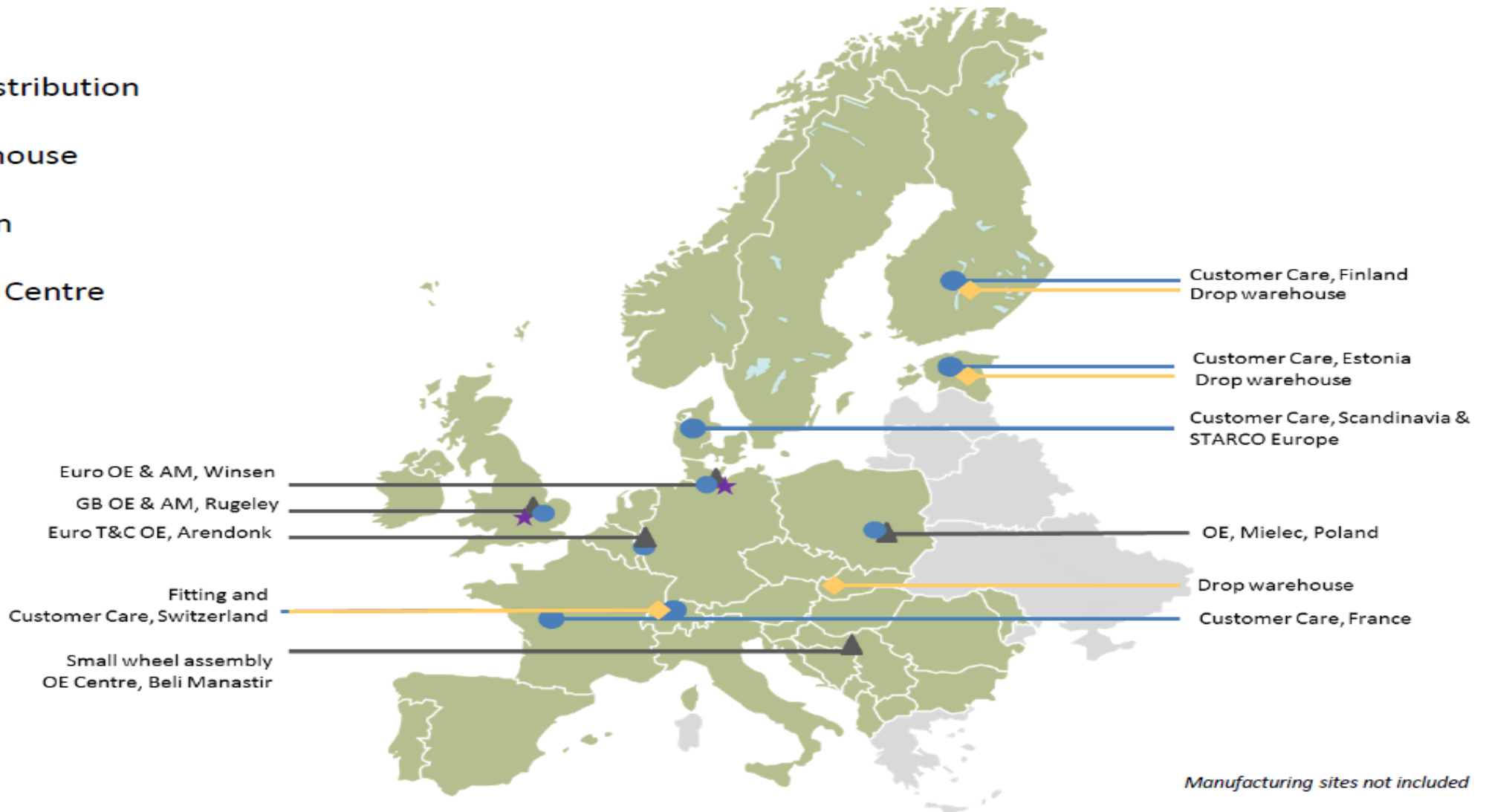
歐洲子公司 Subsidiaries in Europe

▲ OE Fitting & Distribution

◆ OE Drop Warehouse

★ AM Distribution

● Customer Care Centre



研發中心 Technology Centers



PLM導入升級計畫 PLM Implementation Plan

- 導入全球領先產品生命週期管理系統(PLM)，整合台灣研發總部、美國研發中心、歐洲研發中心及中國研發中心等專案開發，使研發團隊的每位成員可以在同一個平台上，獲得最即時的資料，避免數據的不連續導致重工和成本損失，加速新產品上市。

The Company is introducing the world 's leading Product Lifecycle Management System(PLM) to integrate R&D resources of technology centers in Taiwan, US, Europe, and China. The system allows each R&D staff to get the real-time data on the same platform to avoid rework and to speed up product development.



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.
- ❑ 響應政府「以大帶小」的推動政策，與供應商組成碳管理示範團隊。
Form a carbon management demonstration team with suppliers in response to the government's promotional strategy of "Large companies leading small enterprises to a low carbon and smart manufacturing transformation."
- ❑ 成立市售廢內胎(post-consumer products)再利用專案。
Establish a post-consumer waste inner tube recycling project.
- ❑ 發展包裝材料減量措施，如減少捲粒及收縮膜包裝、縮減外胎貼紙面積及打包繩材質PP材質改為碳酸鈣材質等。
Develop packaging material reduction measures, such as reducing the amount of roll and pallet packaging and the size of tire stickers and changing the materials of the packing rope from PP materials to calcium carbonate materials.



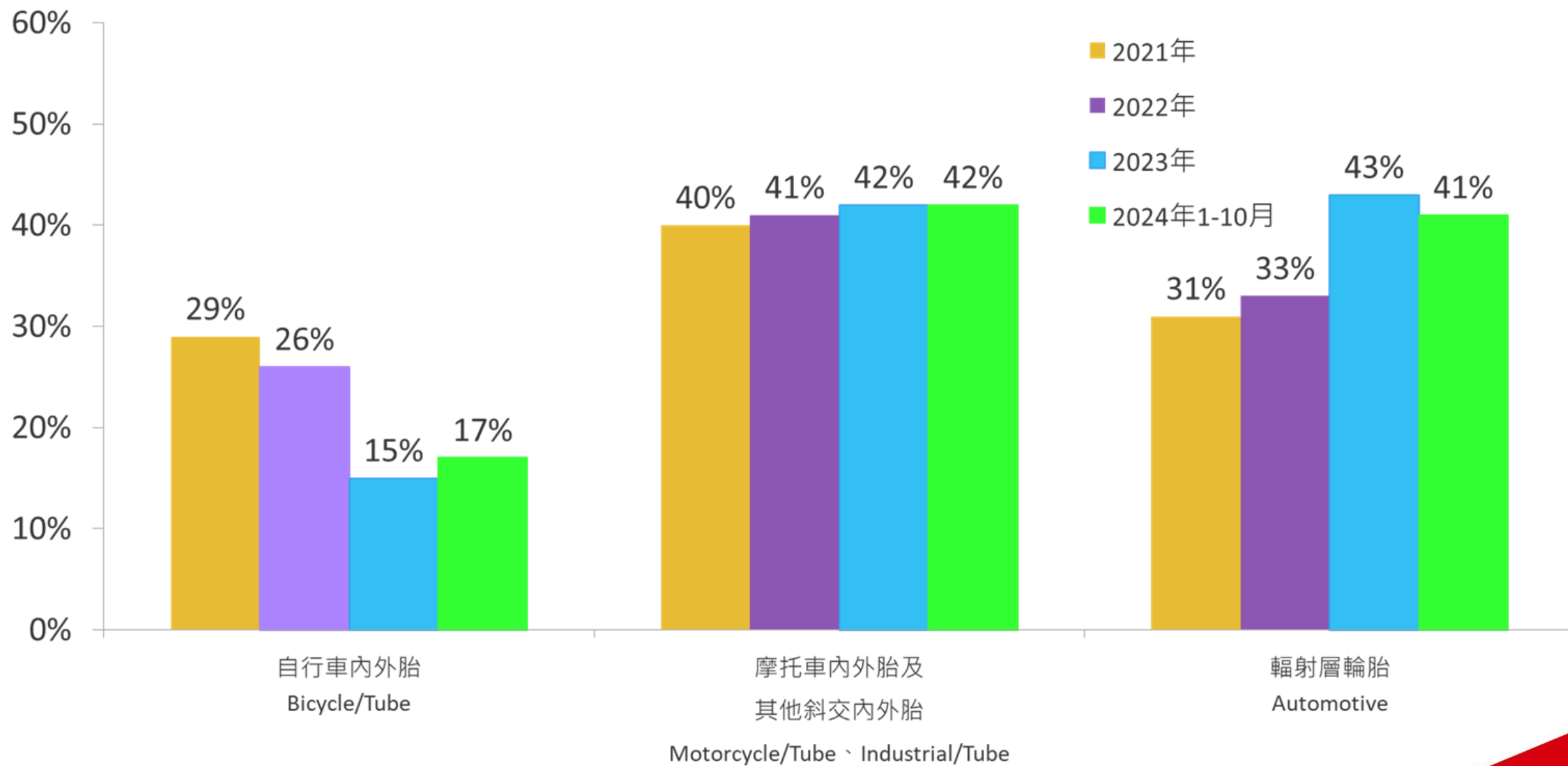
- 再生及生質材料運用：植物性大豆油材料導入轎車胎Kenetica Pro KR210。
Application of Renewal and Biomass Materials: Implementation of vegetable soybean oil into the Kenetica Pro KR210 passenger car tire.
- 2024年FTSE Russell ESG等級為2.5(0-5, 5級最佳)，較2023年上升0.2等級。
The 2024 FTSE Russell ESG rating is 2.5 (on a scale of 0-5, with 5 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.
- 2023年公司治理評鑑上市公司排名級距為21%-35%，較2022年度上升一級距。
In 2023, the ranking in the Corporate Governance Evaluation is 21%~35%, improved by one level from 2022.



各胎別營運

Operation by Product Types

各胎別銷售比較 Sales Breakdown by Product Category





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
四季深溝胎
K1225

全地形
越野機車胎
K6342/F

商業用割草機
多功能用車胎
K505

硬式層
車用備胎
K801

半熱熔競技
賽車用胎
KR20A



 KENDA

 KENDA

□ 轎車胎



汽車胎

Automotive Tire

□ 休旅車
/4x4 輕卡車



□ 商用貨卡
/Mini Van



汽車胎 Automotive Tire

2021年美國對越南/台灣/韓國/泰國實施進行反傾銷、反補貼調查說明

U.S. AD and CVD Investigations on PCR and LTR TIRES Originated in Korea, Taiwan, Thailand, and Vietnam in

2021

台灣	初判稅率	終判稅率
南港 (Nankoang)	98.44%	101.84%
正新 (Cheng Shin)	33.33%	20.04%
其他企業	84.82%	84.75%

越南(反補貼)	初判稅率	終判稅率
賽輪 (Sailun)	6.77%	6.23%
錦湖 (Kumho)	7.79%	10.08%
其他企業	6.77%	6.46%

因應泰國輸美輪胎雙反降稅，本公司積極因應如下：

1. 提升高獲利產品銷售量
2. 積極擴大各地客戶群
3. 多元化經營，充實各工廠實力以增加生產彈性
4. 密切注意國際情勢變化，調動生產線

韓泰 (Kumho)	27.81%	21.74%
耐克斯 (Nexen)		
其他企業		

越南(反傾銷)	初判稅率	終判稅率
建大 (Kenda)	0.00%	0.00%
賽輪 等共4家(註)	0.00%	0.00%
其他企業	22.30%	22.03%

註：包含賽輪、普利司通、東洋、錦湖共4家

泰國	初判稅率	終判稅率	2023年複審 複審稅率
住友 (Sumitomo)	13.25%	14.62%	6.16%
玲瓏 (LLIT)	22.21%	21.09%	4.52%
其他企業	16.66%	17.08%	4.52%

越南	初判稅率	終判稅率
建大 (Kenda)	6.77%	6.46%
賽輪 (Sailun)	6.77%	6.23%
錦湖 (Kumho)	7.79%	10.08%
其他企業	29.07%	28.49%

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



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



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



新四季型公路自行車胎– All-Weather Road Tires 4TITUDE K1225

- Design Concepts :
 - ◆ Kenda designs the road tire for " All Weather" to reduce the need to replace tires due to different road conditions, also pursue the highest quality stability and extend the tire life by testing of rigorous conditions, effectively reducing the waste of frequent replacement of tires.
 - ◆ The Kenda All Weather Road Bike tire has a smooth center tread with a simple, contemporary siping pattern that comes into contact only under load. The compound is both fast rolling and have superior grip, especially in wet (and/or cold) weather.





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
Airation Bicycle Tube

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



KENDA

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



國家品牌玉山獎
THE NATIONAL BRAND YUSHAN AWARD



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 海外臺商精品

 **KENDA**

營運成果

Operating Results

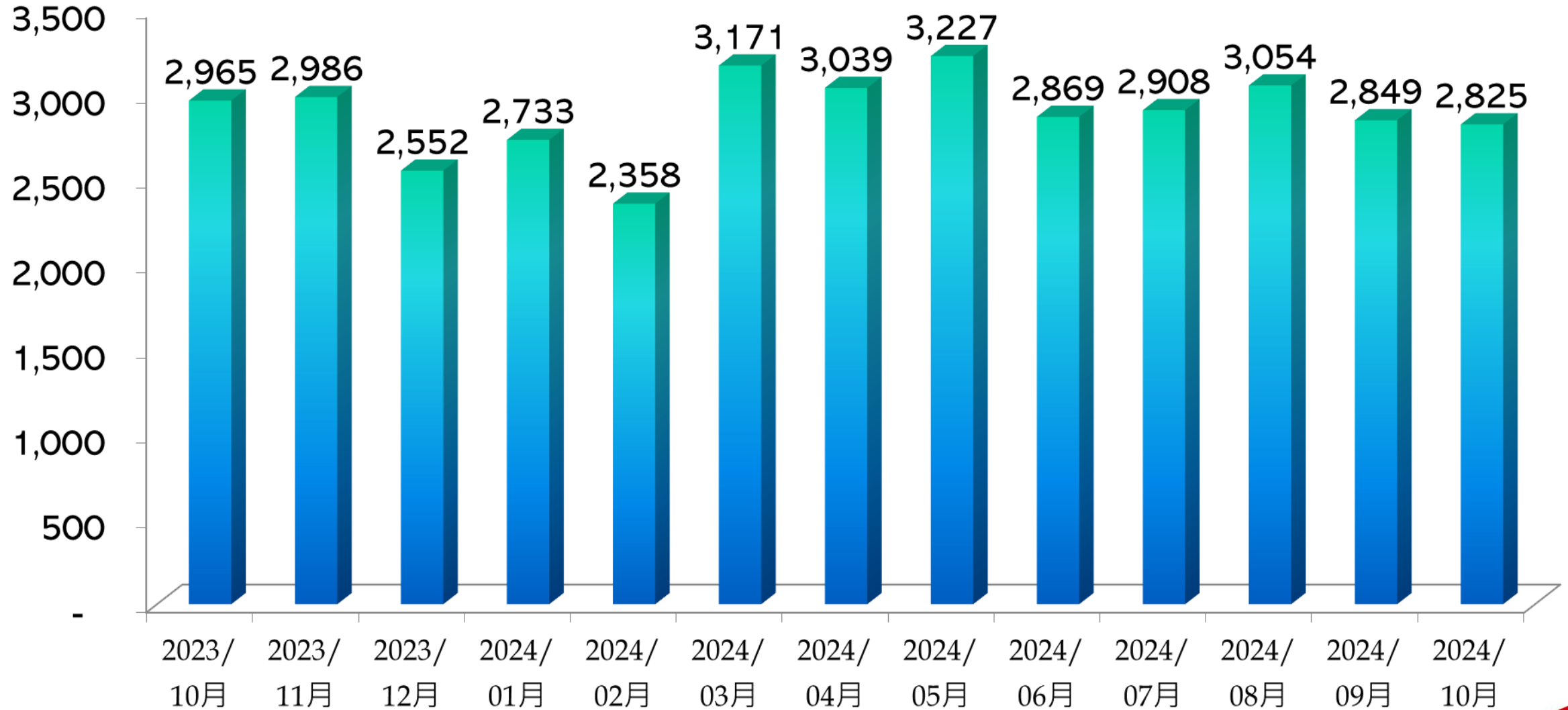
合併綜合損益表(季) Quarterly Consolidated Income Statement

	2023年7~9月		2023年10~12月		2024年1~3月		2024年4~6月		2024年7~9月	
NT\$: 佰萬元 (Unit: Millions)	金額 (Amount)	%	金額 (Amount)	%	金額 (Amount)	%	金額 (Amount)	%	金額 (Amount)	%
營業收入(Net revenues)	8,956	100	8,564	100	8,265	100	9,122	100	8,820	100
營業成本(Cost of good sold)	(6,986)	(78)	(6,514)	(76)	(6,310)	(76)	(7,069)	(78)	(6,905)	(78)
營業毛利(Gross profit)	1,970	22	2,049	24	1,955	24	2,052	22	1,915	22
營業費用(Operating expenses)	(1,392)	(16)	(1,407)	(16)	(1,401)	(17)	(1,564)	(17)	(1,565)	(18)
營業淨利(Operating profit)	577	6	642	7	554	7	488	5	350	4
業外收支(Non-operating gain & loss)	6	0	(123)	(1)	25	0	70	1	(84)	(1)
稅前淨利(Income before tax)	583	7	519	6	579	7	558	6	266	3
本期淨利(Net income)	430	5	443	5	436	5	426	4	175	2
每股盈餘(EPS in NT dollar)	0.45		0.46		0.46		0.44		0.18	

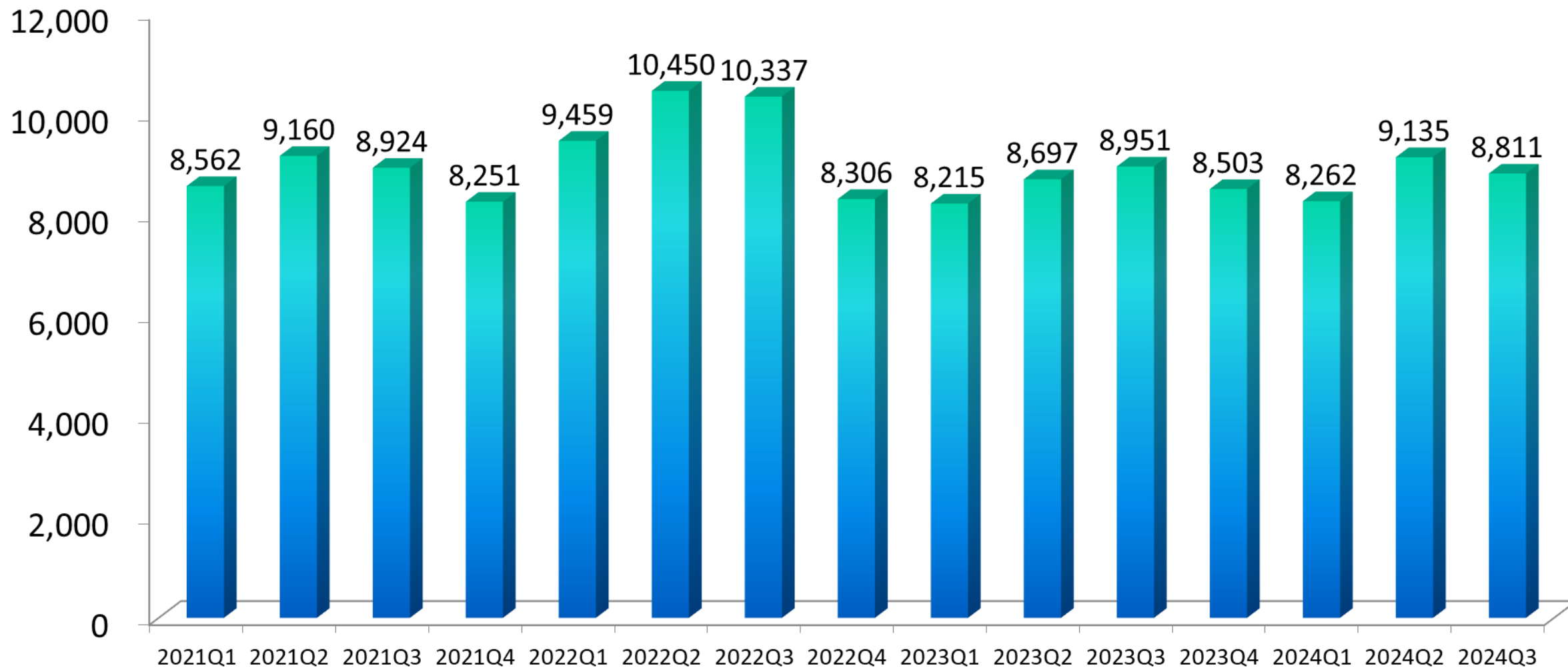
合併綜合損益表 Yearly Consolidated Income Statement

	2021年		2022年		2023年		2024年Q3	
NT\$: 佰萬元 (Unit: Millions)	金額 (Amount)	%	金額 (Amount)	%	金額 (Amount)	%	金額 (Amount)	%
營業收入 (Net revenues)	34,896	100	38,618	100	34,444	100	26,207	100
營業成本(Cost of good sold)	(27,746)	(80)	(32,947)	(85)	(27,771)	(81)	(20,284)	(78)
營業毛利 (Gross profit)	7,150	20	5,670	15	6,673	19	5,923	22
營業費用(Operating expenses)	(5,409)	(15)	(5,440)	(14)	(5,378)	(16)	(4,531)	(17)
營業淨利 (Operating profit)	1,741	5	231	1	1,295	4	1,392	5
業外收支(Non-operating gain & loss)	(58)	(0)	481	1	10	0	11	0
稅前淨利(Income before tax)	1,683	5	711	2	1,305	4	1,403	5
本期淨利 (Net income)	918	3	338	1	881	3	1,037	4
每股盈餘(EPS in NT dollar)	1.01		0.37		0.92		1.09	

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

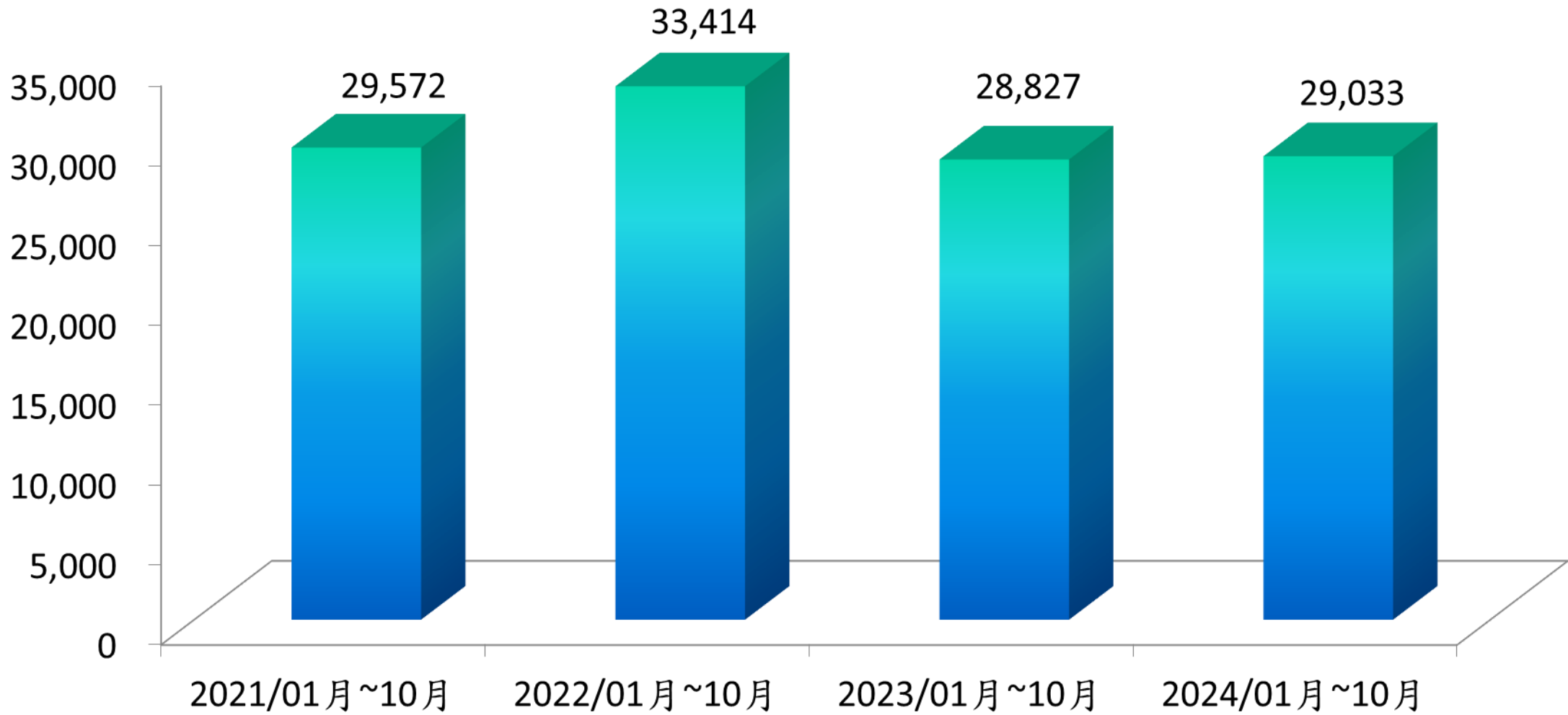


集團合併營業收入 Group Consolidated Net Revenue 季度比較

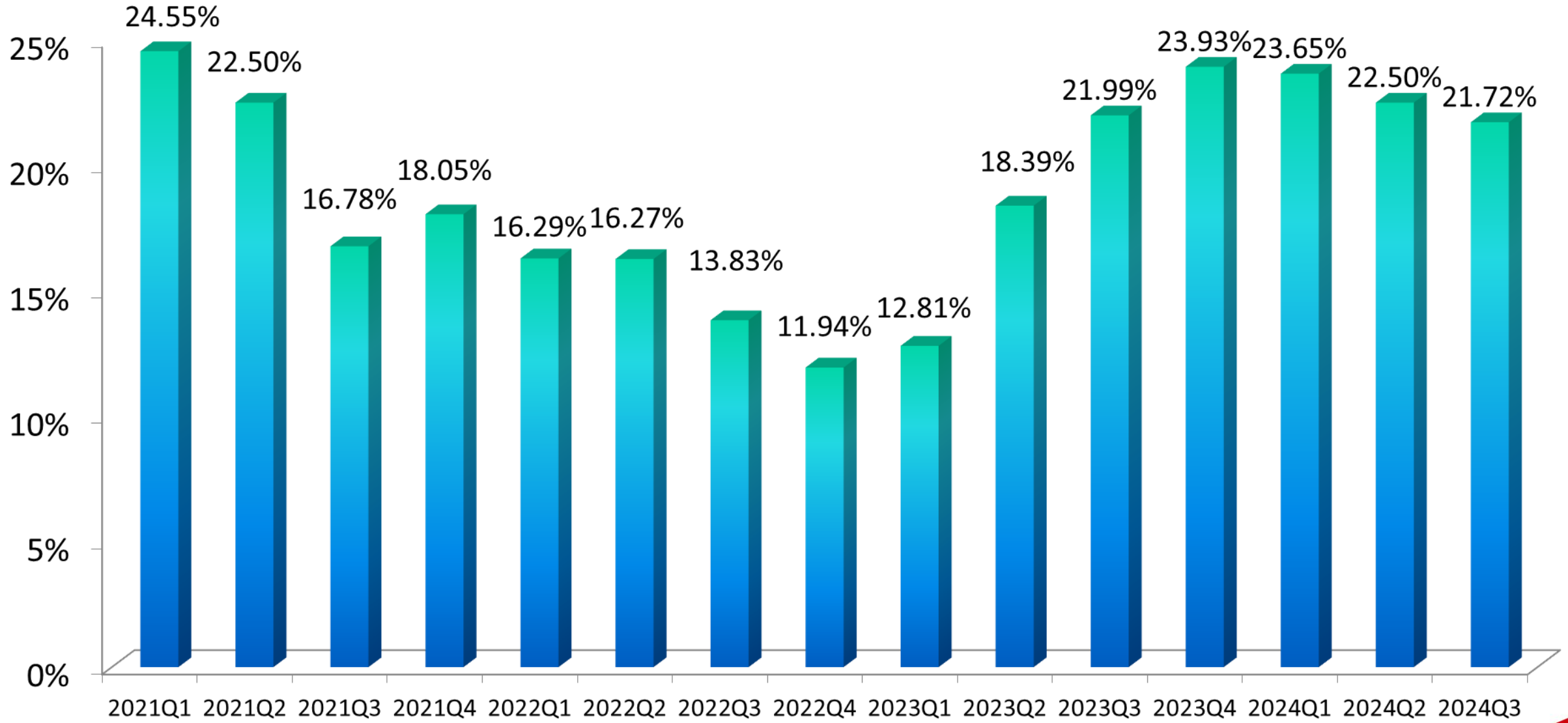


集團合併營業收入 Group Consolidated Net Revenue 同期比較

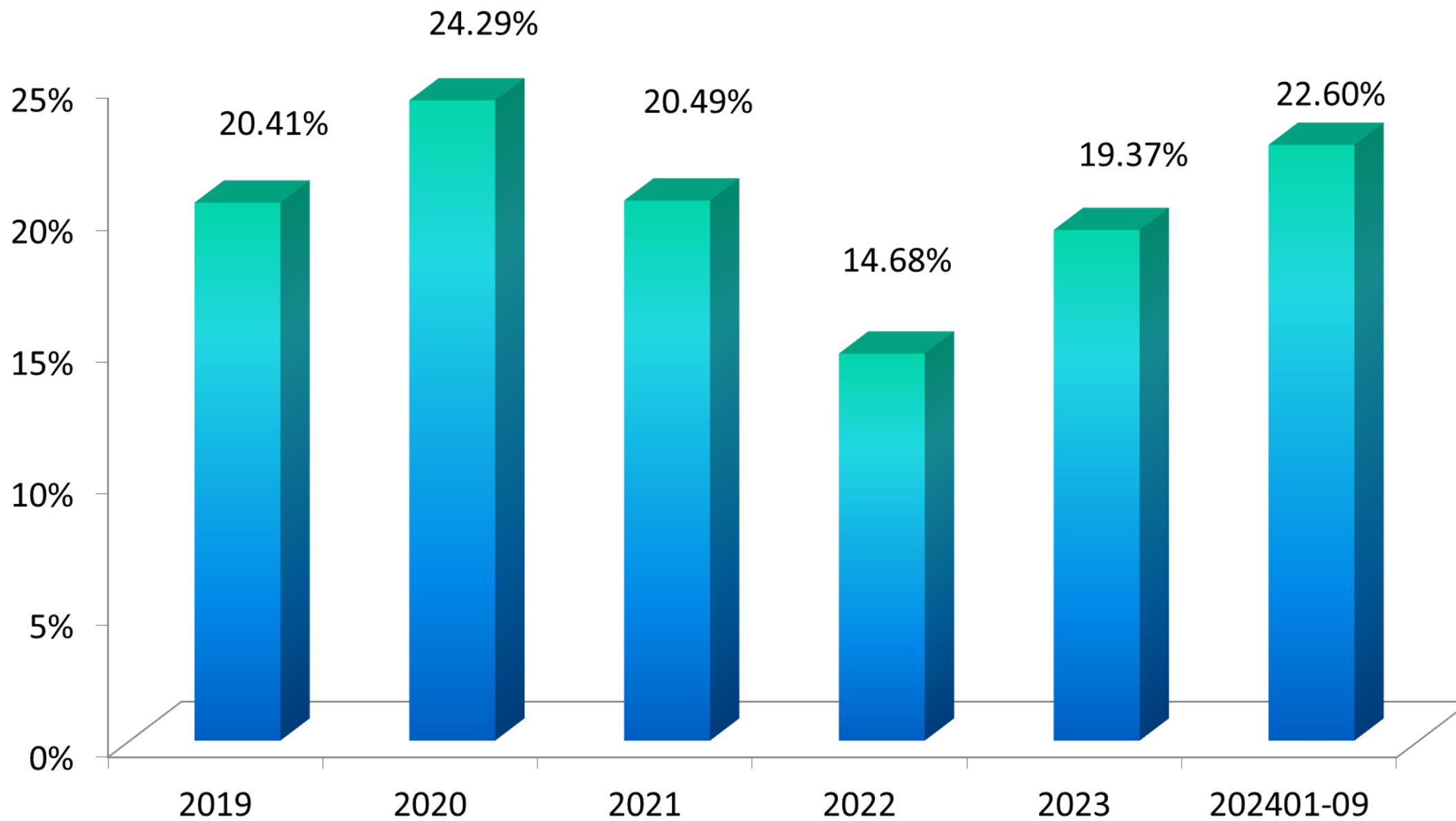
NT\$: 佰萬元
(Unit: M)



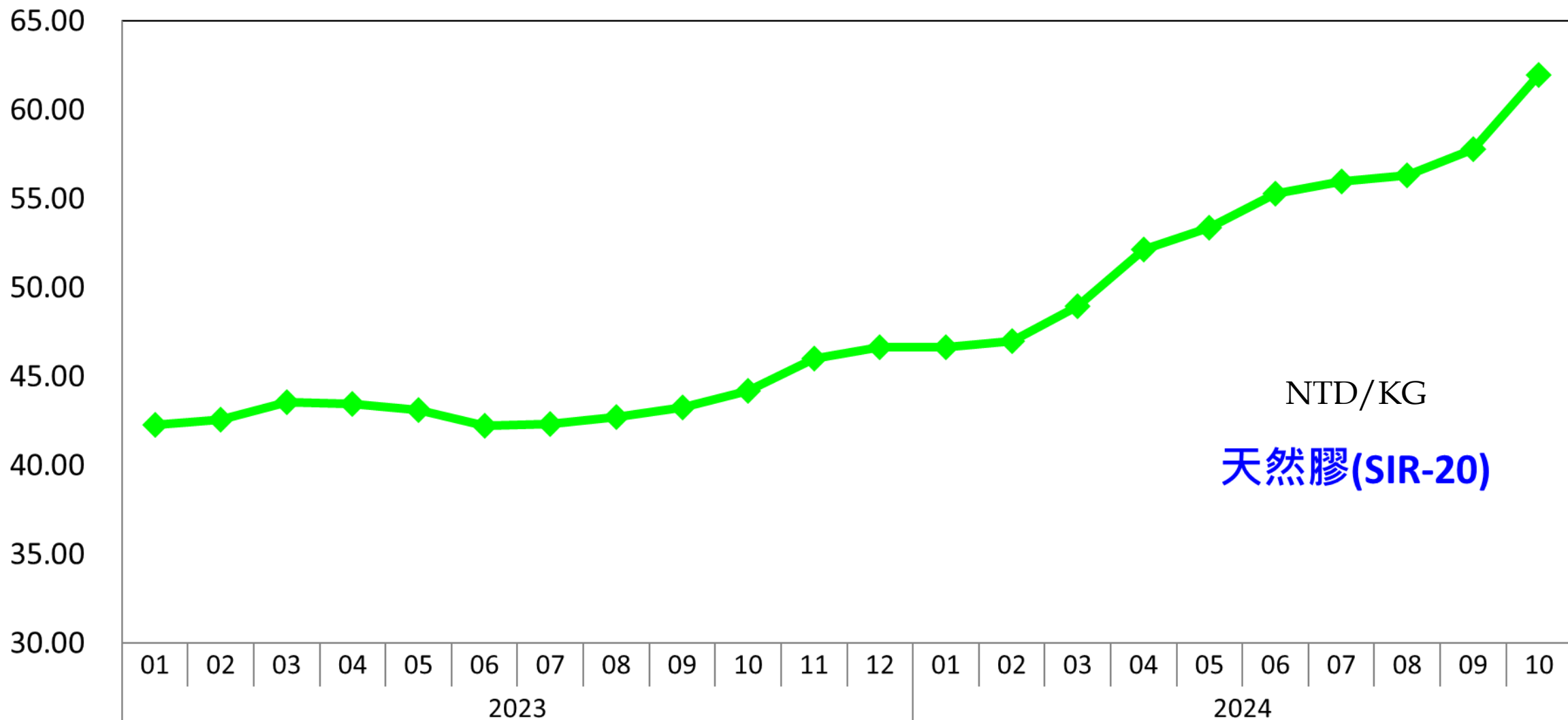
合并毛利率(季) Quarterly Consolidated Gross Margin



合并毛利率(年) Yearly Consolidated Gross Margin

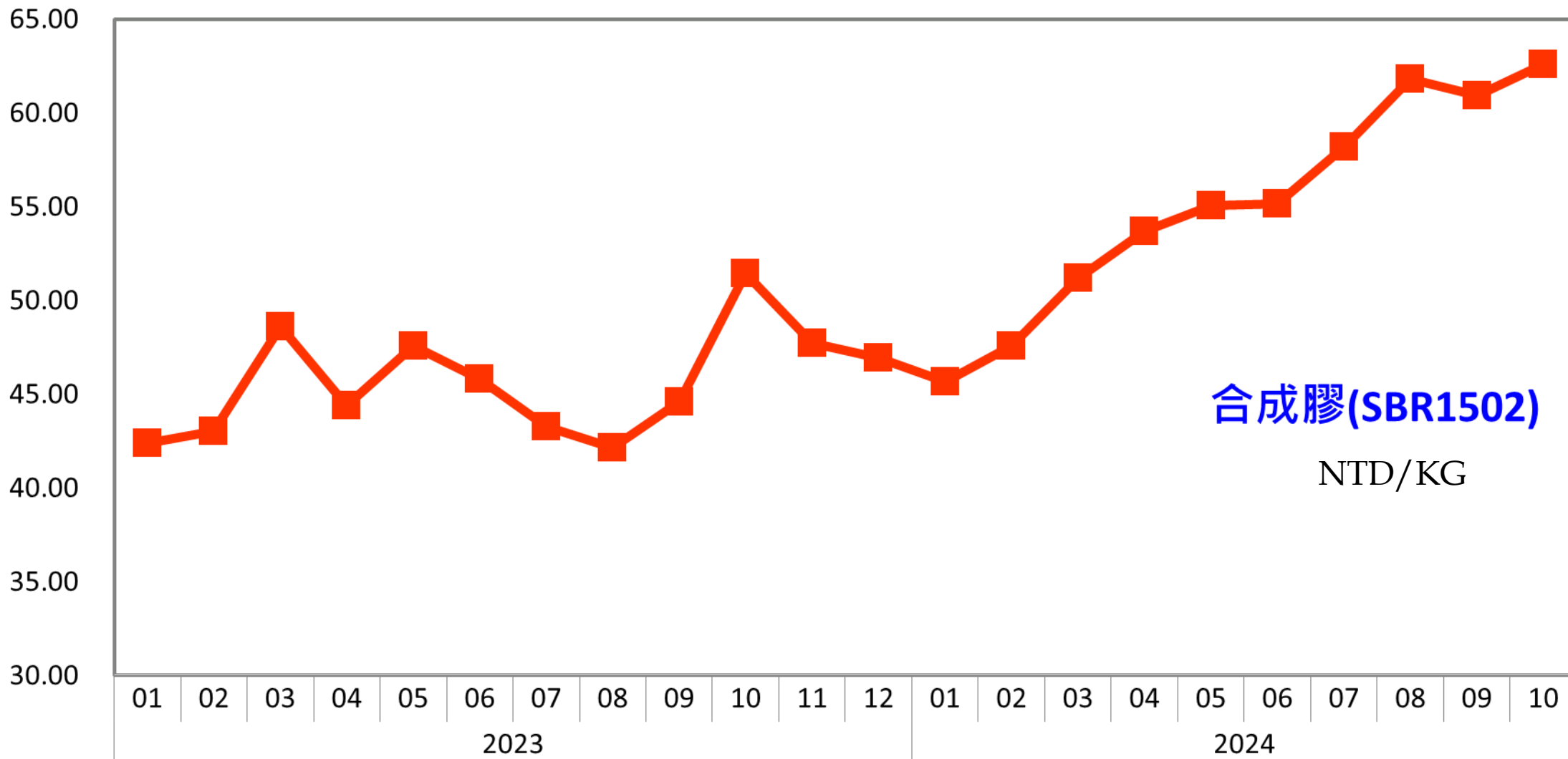


橡膠原料價格趨勢 Trend for Raw Material Cost



天然膠(SIR-20)	42.2	42.5	43.5	43.4	43.1	42.2	42.3	42.7	43.2	44.2	46.0	46.6	46.6	46.9	48.9	52.1	53.3	55.2	55.9	56.3	57.8	61.9
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橡膠原料價格趨勢 Trend for Raw Material Cost



合成膠(SBR1502)	42.3	43.0	48.5	44.3	47.5	45.8	43.2	42.1	44.6	51.4	47.7	46.9	45.6	47.5	51.1	53.7	55.0	55.1	58.1	61.8	60.9	62.5
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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

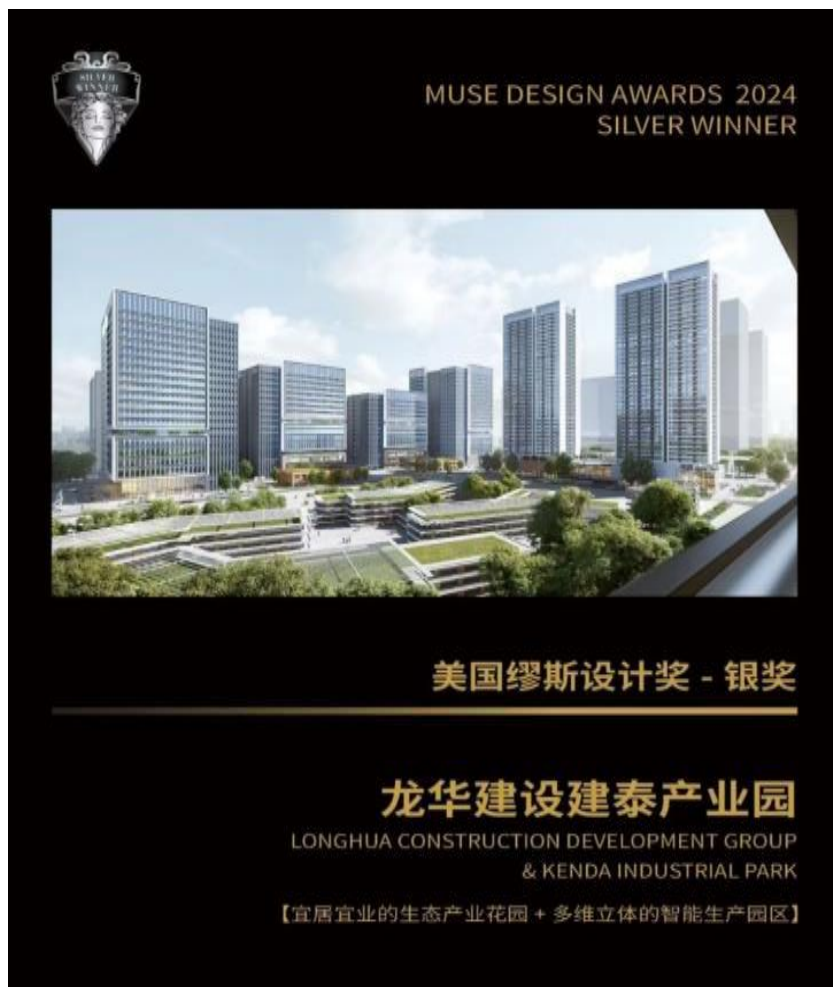
項目 Item	工作階段 Work Phase
1	取得計畫立項批複 Obtain the approval of the plan
2	取得專項規劃批複 Obtain special planning approval
3	完成搬遷補償協議簽訂 Sign relocation compensation agreement
4	實施主體確認 Implementation project confirmation
5	物業拆除 Property demolition
6	取得建設用地規劃許可證 Obtain construction land planning permit
7	土地出讓合同簽訂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



10/21首棟樓封頂儀式



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



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







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DESIGNED FOR YOUR JOURNEY

**謝謝聆聽！
敬請指教！**