



# **Business performance update – 6M.2020**

*15 August 2020*



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### **Business overview**

Profit and loss

Sales by Business unit

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### **Performance and plan by Business Unit**

Bedding

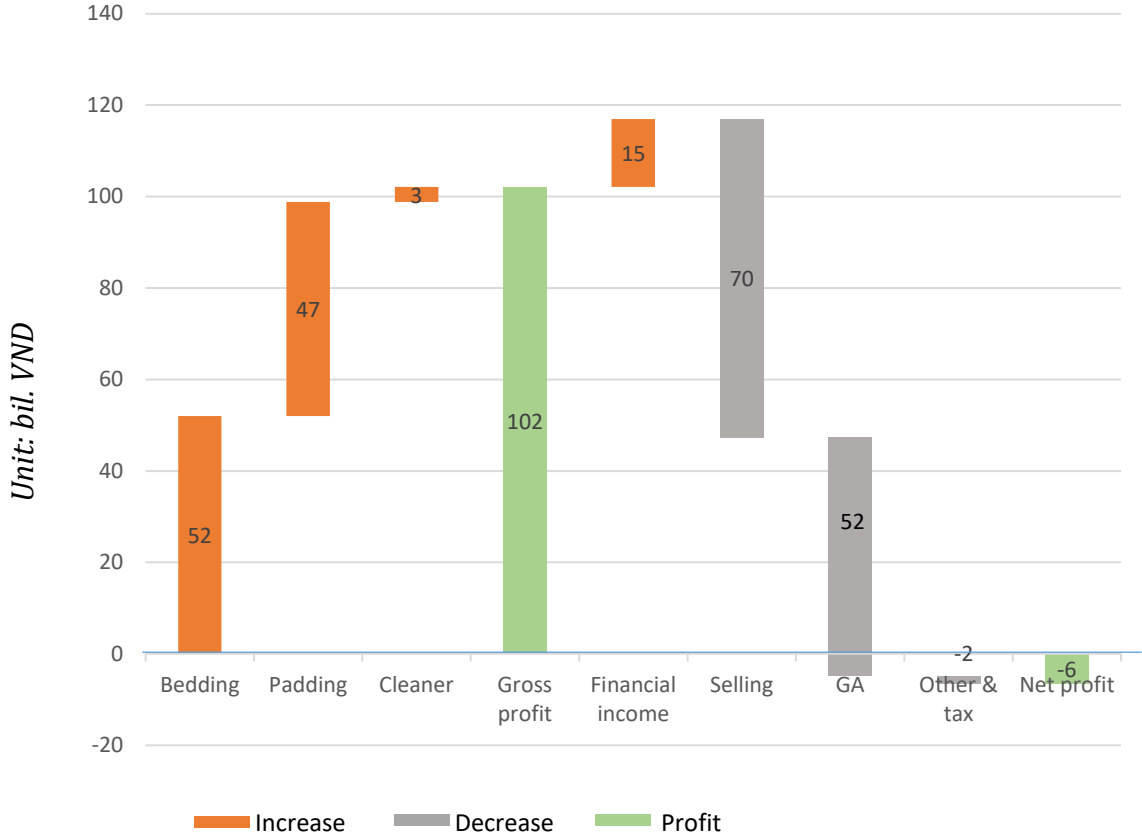
Padding

Cleaner

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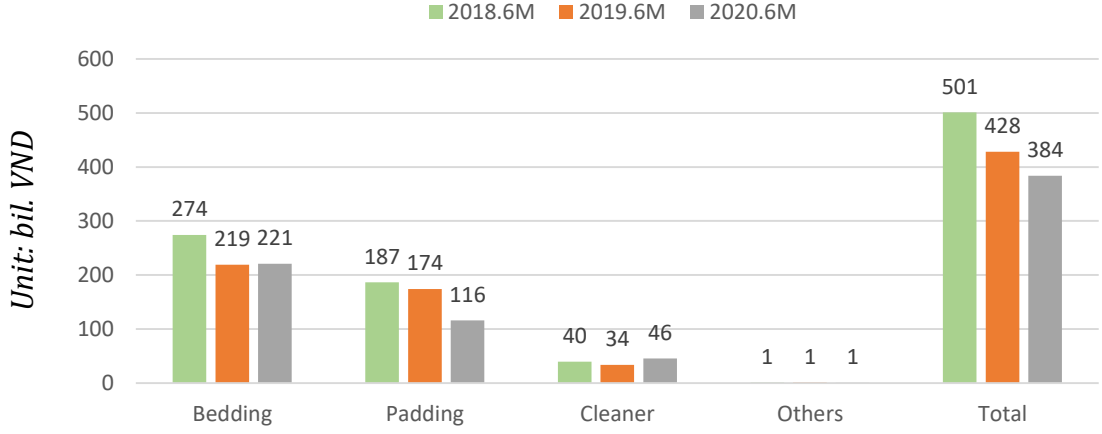
# Business overview

## Profit breakdown

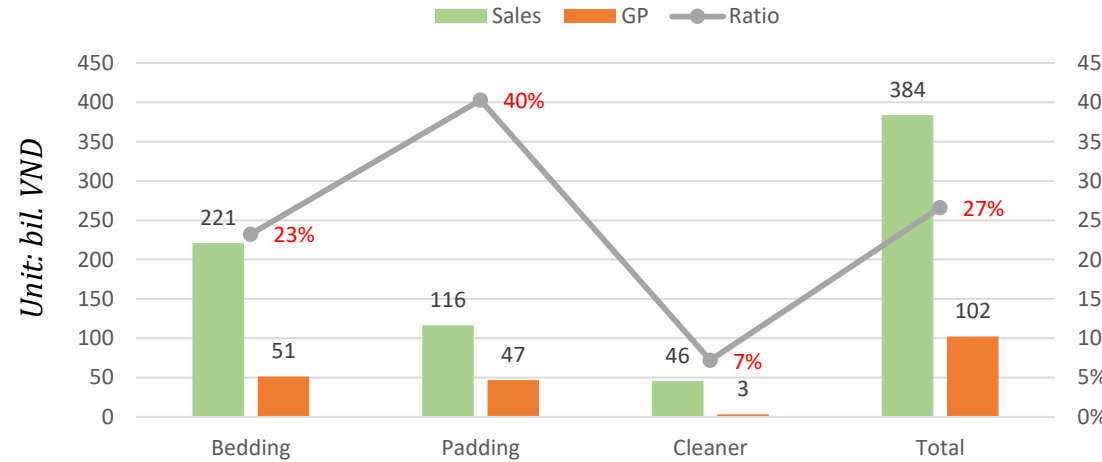


## Sales and profit by BU

Sales by BU in 03 years



Sales & profit by BU 6M.2021



### Performance

#### B2C

**B2C sales** increased by 11% yoy (*in which online sales up by 238%*) despite the lockdown in Apr. due to the strong promotion policy in the North to boost up the demand, and the market domination policy in the South

#### B2B

**B2B sales** declined by 44% yoy due to the affect of Covid 19 on the tourism industry

#### Export

After a flourishing 1Q, **BD export** experienced much more visible impact from Covid in 2Q, when the orders plunged due to the weak consumer demand globally, thus lowered the growth to 36% yoy

### Plan

#### MKT

- (i) Launching new e-commerce website in 4Q to generate orders for agents to take advantage of offline distribution network in online business
- (ii) Differentiate brands for Online/Mart channel
- (iii) Focus on EVFTA & EU market through trade promotion organization

#### Distribution

- (i) expand retail distribution network in the South
- (ii) focus on corporate gift segment
- (iii) Collaborate with the interior suppliers to provide the combo for apartment projects

Performance

PD

**Padding sales** down by 33% yoy Due to the affect of Covid 19 on our key exporting market of US & EU

Cleaner

**Cleaner sales** grew by 36% yoy thanks to the rising demands for hygiene products, and the shifting supply chain out of China amid pandemic

Plan

MKT

- (i) tap on the market opportunities on global sustainability trend, utilize FTAs
- (ii) expand the customer portfolio in various industry

R&D

- (i) reach innovative materials and new products through self R&D or licensing

Produc-tion

- (i) set up detailed plan to achieve sustainability targets
- (ii) apply international standards (GRS, Higg, ISO 14001) to enhance sustainable practices

# Highlighted activities

Store network expansion in the South



Kingkoil Hamony – new line of Kingkoil developed by Everpia





*Please direct any questions to:*

*Planning team*

*[info@everon.com](mailto:info@everon.com)*

Thank you!