



Business performance update – 1Q.2020

15th May 2020



Content

Business overview

Profit and loss

Sales by Business unit

Performance and plan by Business Unit

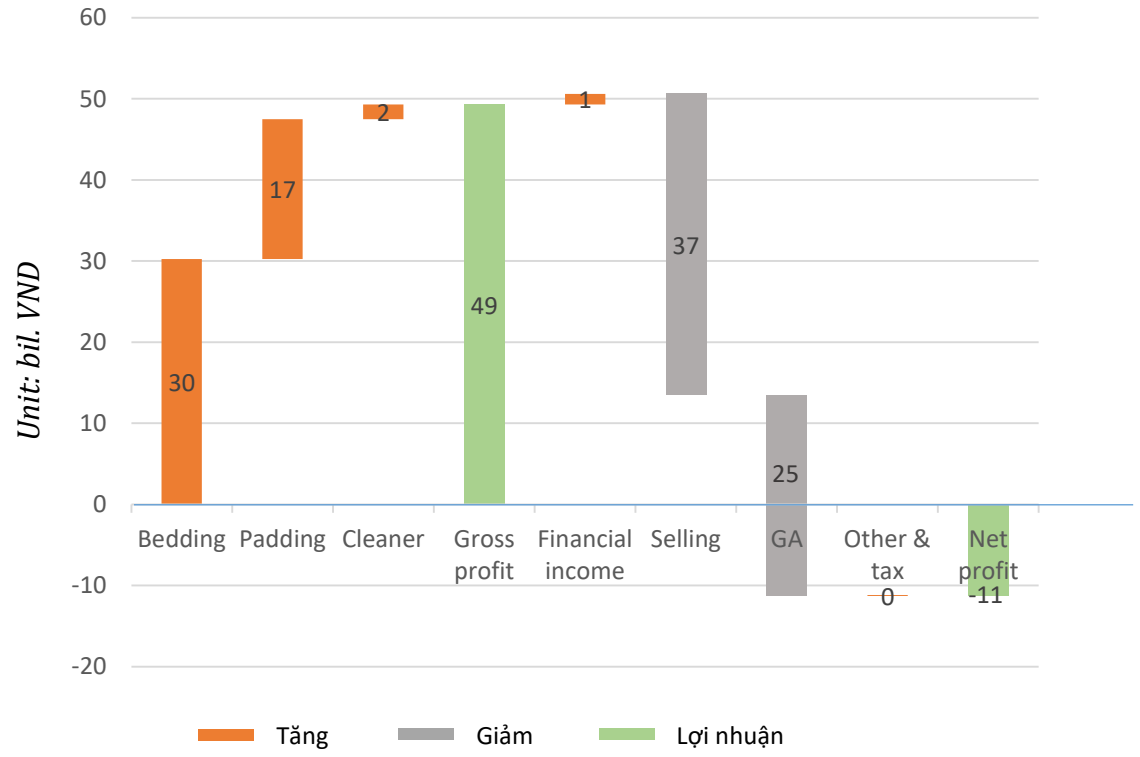
Bedding

Padding

Cleaner

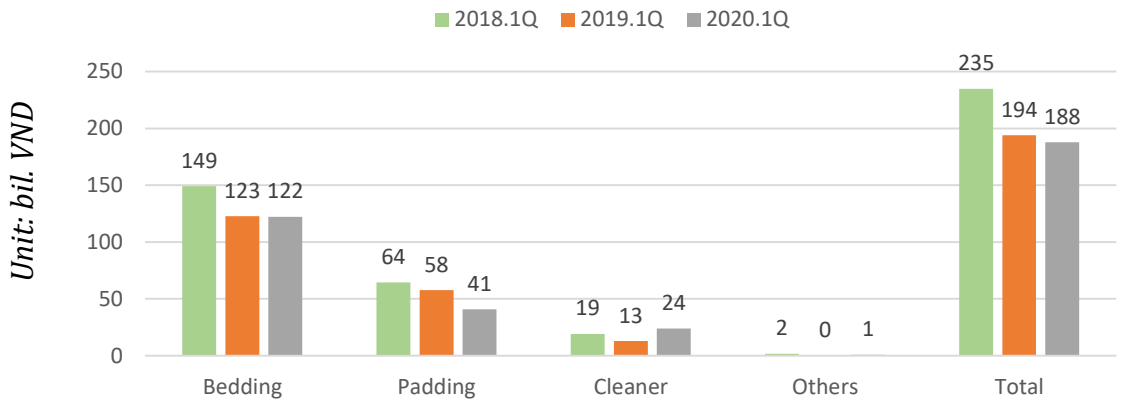
Business overview

◆ Profit breakdown

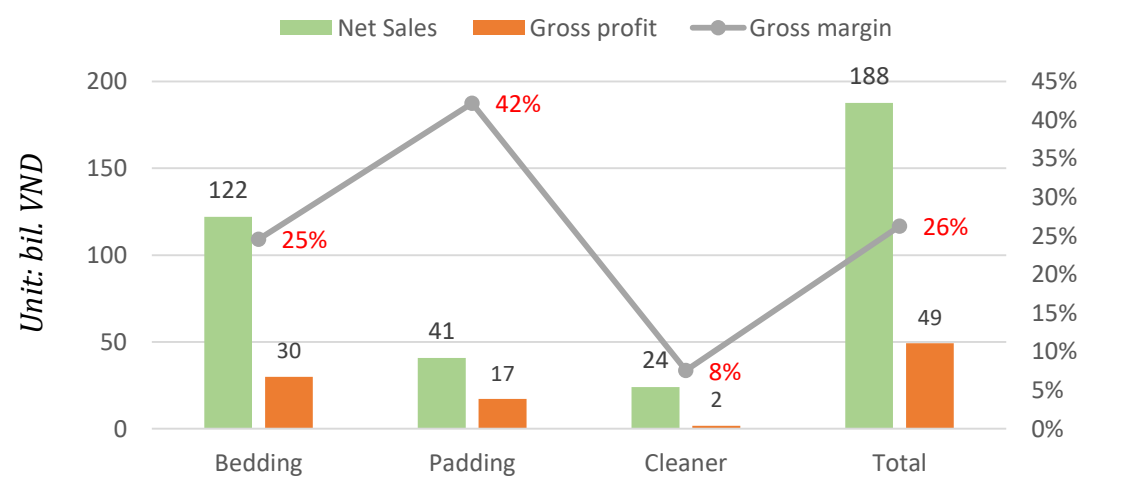


◆ Sales and profit by BU

Sales by BU in 03 years



Sales & profit by BU 1Q2021



Performance

B2C

B2C sales increased by 9% yoy (*in which online sales up by 38%*) as the result of investment in digital marketing beforehand, and the shifting to online shopping trend

B2B

B2B sales declined by 53% yoy due to the weak market demand impacted by the pandemic

Export

BD export sales boosted up by 59% yoy thanks to the increasing reputation of EVE, while Covid's impact was not yet intensive over the globe.

Plan

MKT

- (i) promote digital MKT as the key advertising tool
- (ii) optimize available FTAs to expand export markets and strengthen supply chain

R&D

- (i) research new premium fabric for new collection 2021
- (ii) set up Merchandise team to strengthen merchandising activities

Distribution

- (i) expand retail distribution network in the South
- (ii) focus on 4-5 star luxury hotels and provide product in package
- (iii) utilize the diverse product portfolio for the corporate gift segment

Performance

PD

Padding sales down by 29% yoy due to weak demand amid pandemic (major), and the demand transition from padding to other materials (partial) for outdoor fashion

Cleaner

Cleaner sales enlarged by 61% yoy thanks to the export market expansion to Asia (+10%) and tri-fold domestic sales due to rising demands for hygiene products 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



Please direct any questions to:

Planning team

info@everon.com

Thank you!