



必應創造股份有限公司

B'IN LIVE CO., LTD.

— 6 6 2 5 股票代號 —

# Investor Conference

2021.12.21

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# Outline

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**1. Introduction of the company**

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**2. Operation performance**

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**3. Financial overview**

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**4. Future prospect**





我們是誰？  
Who We Are?



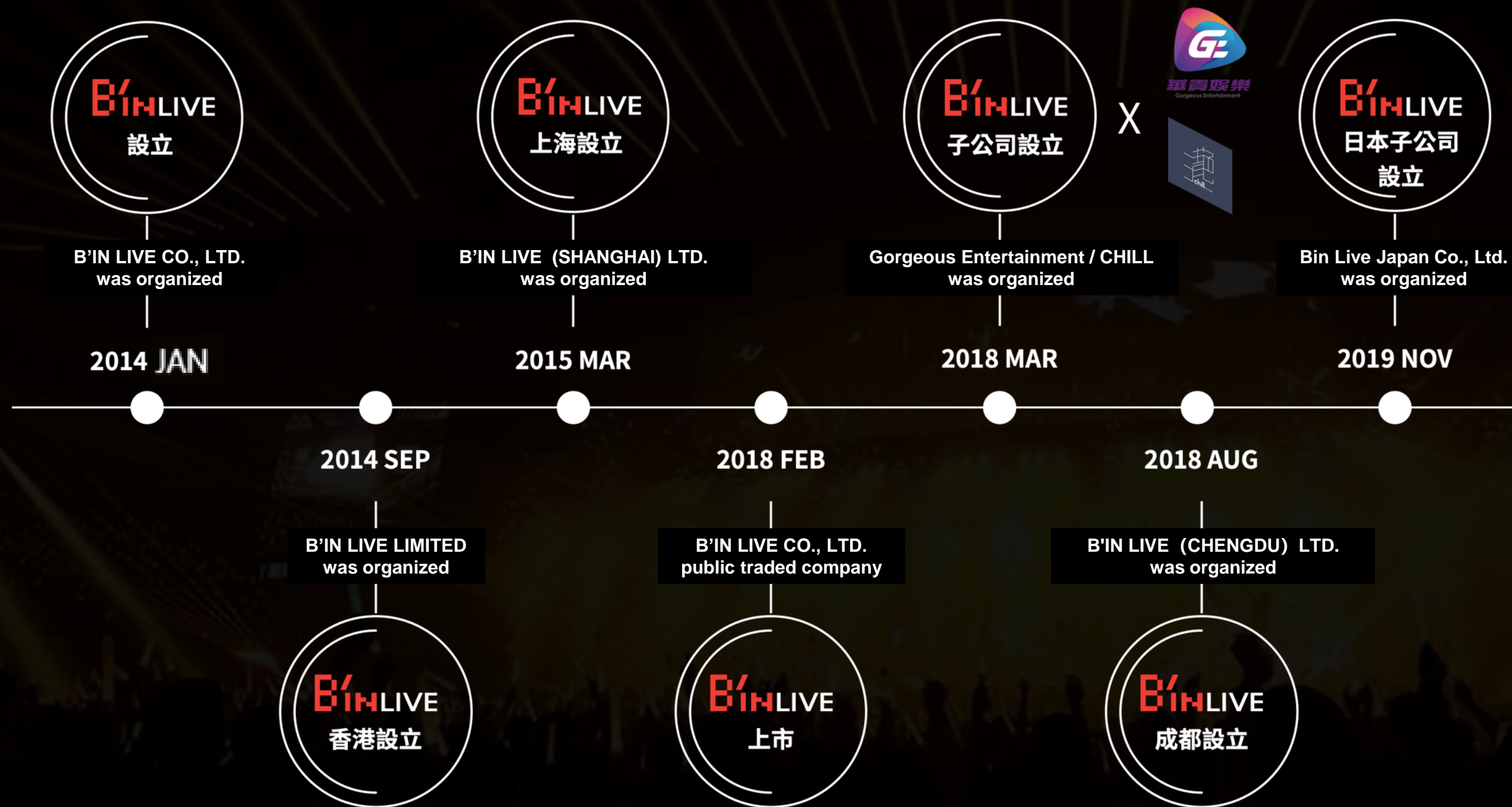
# From a Microphone To a Stage

B' IN LIVE is one of the few professional teams in Taiwan that can effectively produce concerts and award ceremonies. B' IN LIVE specializes in blending musicality with entertainment, and has the courage to research and innovate, thus effectively integrating creativity, execution, and software and hardware programming to create unique and innovative content for its clients and bring audiences a stunning and moving sensory experience. Our team is composed of creative, insightful, and committed performance professionals who have brought together their decades of experience in the industry to produce nearly 10,000 events of all sizes, and have been involved in performances throughout the world, everyday, there are sure to be performances of which B' IN LIVE takes part in, not only gaining the praise of record companies and labels, but also the trust and praise of performers, as well as producing numerous iconic touring concerts for the Chinese music industry, setting a brilliant record of bringing original Taiwanese productions to the Beijing National Stadium, where 100,000 people gathered.

The team has a worldview of excellence and upholds the belief of operating with integrity and rigor. In recent years, we have been cooperating with outstanding software and hardware companies from all over the world, with the aim in respecting intellectual property rights, mutual reciprocity and promoting better and more exhilarating concerts to the world.



# Company Timeline

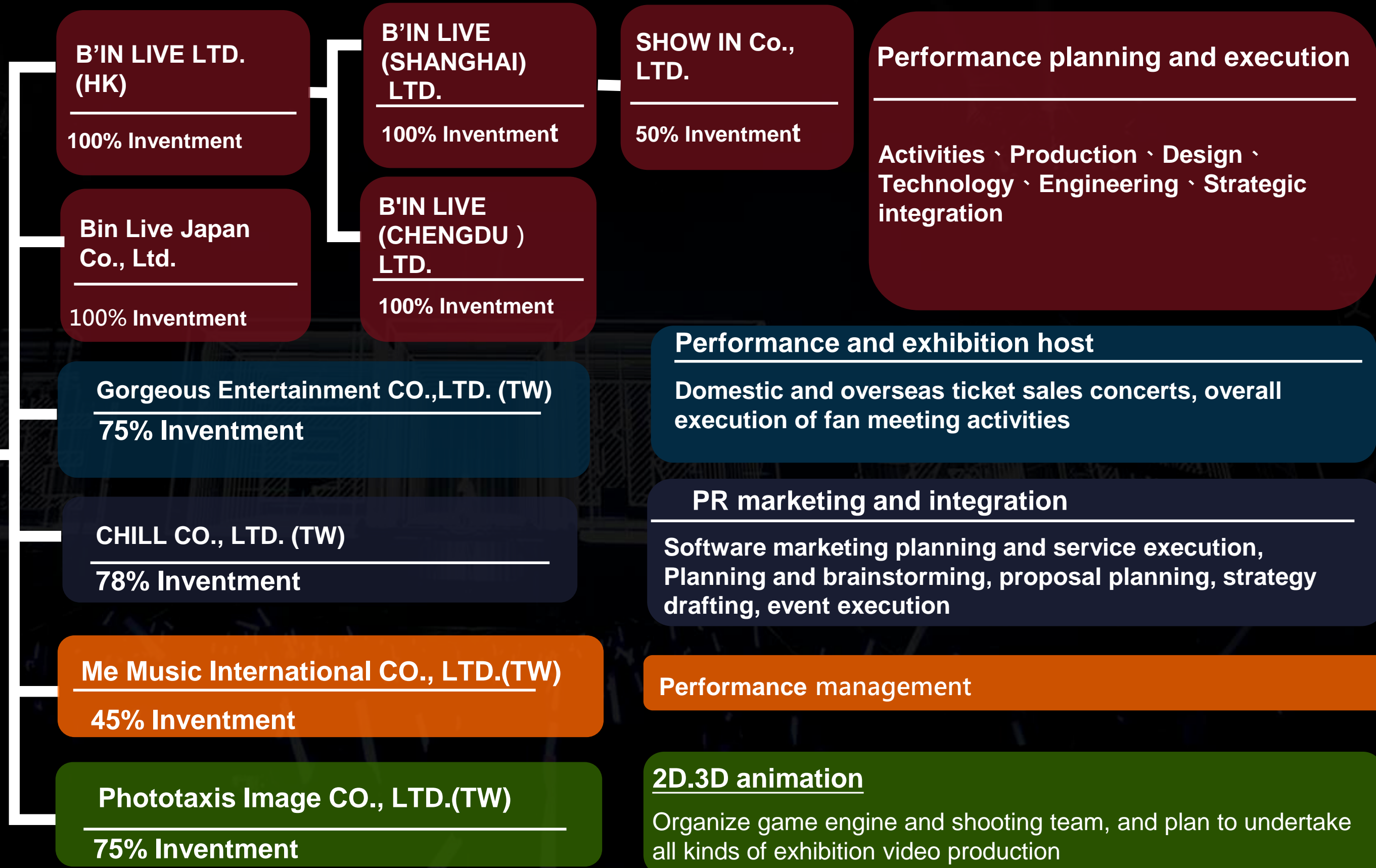


# Company Timeline





# Group Structure





A person is shown in silhouette, wearing glasses and holding a tablet. The tablet screen displays a complex data dashboard with multiple panels, including a table of numbers, a bar chart, and a line graph. The background is dark with numerous out-of-focus light sources, creating a bokeh effect. The overall mood is professional and technological.

我們做什麼?  
What We Do?

As Long As It's a **Performance** Its Within B'IN's **Services**



Concerts / Musical Festivals



Themed Exhibitions And Forums



TV Production Studio Related Equipment



Galas / Awards Ceremonies

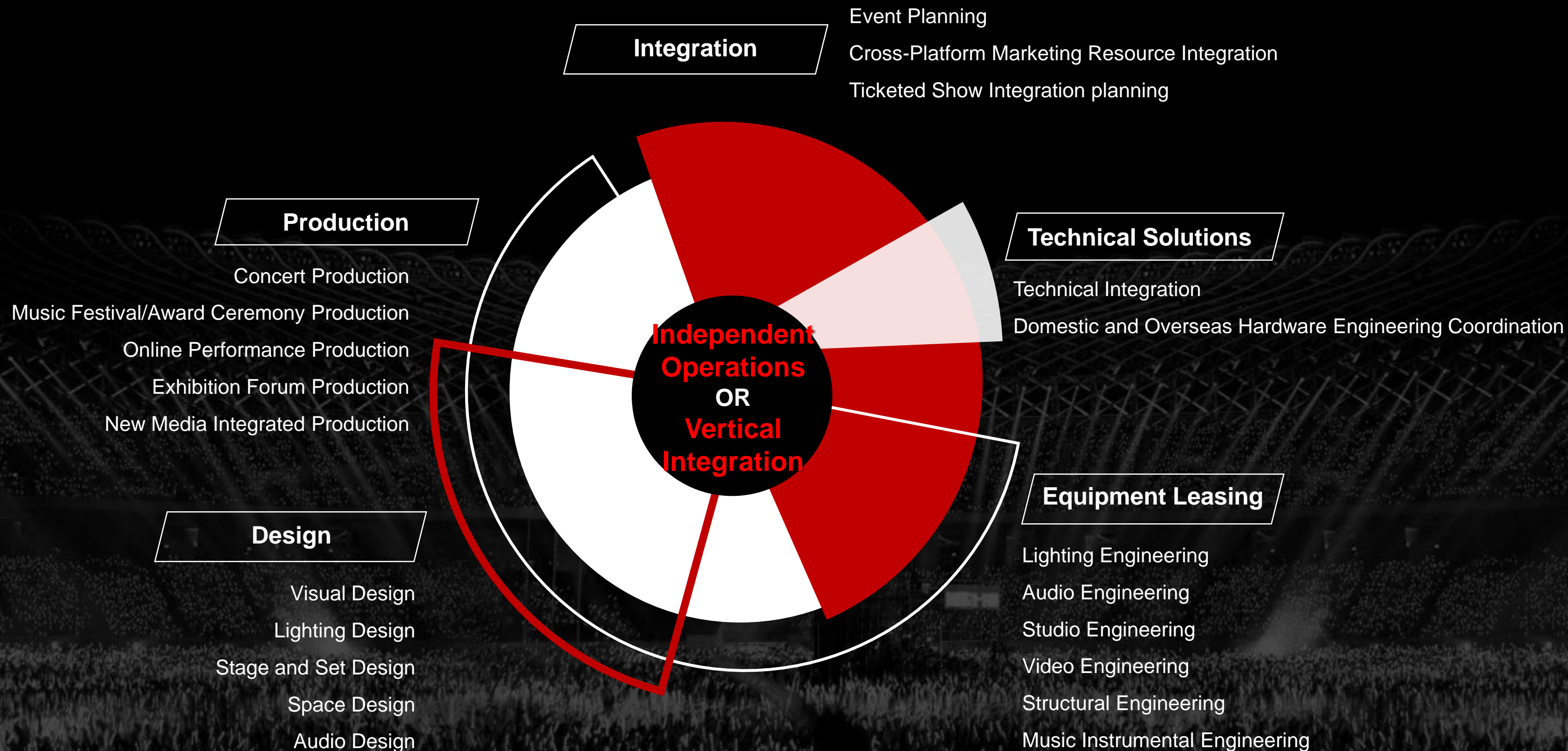


Integration



Event Organizing





# Operation performance



# 2021年 演出規劃暨執行 (列出部分)

## 演唱會類製作

告五人【在這座城市遇見了你】巡迴演唱會  
光良「今晚，我不孤獨」巡迴演唱會  
宇宙人「明天留給我」線上直播演唱會  
五月天 [ 好好好想見到你 ] Mayday Fly to 2021 演唱會  
周華健[少年俠客]巡迴演唱會  
薛之謙[天外來物]巡迴演唱會  
雞丁「底片裡的夏卡爾」演唱會  
林俊傑\_After The Rain Concert  
李宗盛「有歌之年」巡迴演唱會  
吳汶芳「生存現場」演唱會  
五月天 [ 好好好想見到你 ] Mayday Fly to 2022 演唱會

## 演唱會類硬體服務

玖壹壹 不確定會不會巡迴演唱會-北流  
謝金燕『Trun口罩』演唱會-台北小巨蛋  
伍佰 2021 Rock Star 演唱會-台中圓滿戶外劇場  
坧娜「愛是自由Free To Love」演唱會-TICC  
『打勾勾·下次見』線上畢業演唱會-高流  
RO線上演唱會-中視A棚  
騰訊TMEA音樂娛樂盛典-壹電視  
許富凱「拾歌」演唱會-台北小巨蛋  
徐佳瑩【ON LIVE】線上演唱會-松菸  
蔡依林 UglyBeauty2021巡迴演唱會  
2021年大港開唱-駁二特區  
木曜跨界演唱會 - Awakening

## 棚內錄影節目

第三季聲林之王	台灣NO.1
大嘻哈時代	超級紅人榜
一袋女王	小明星大跟班
綜藝大熱門	醫次搞定
歡樂智多星	全民星攻略
超級紅人榜	36題愛上你
小明星大跟班	天才衝衝衝
一字千金	綜藝大集合



# 2021年 演出規劃暨執行 (列出部分)

## 頒獎典禮類

2021 觀光節慶祝大會頒獎典禮  
2021 金點設計獎頒獎典禮  
110年度金視獎頒獎典禮  
第56屆廣播金鐘獎頒獎典禮  
第58屆金馬獎頒獎典禮  
2021 台北電影節頒獎典禮  
110年度護士節頒獎典禮  
第10屆金采獎頒獎典禮  
第31屆醫療奉獻獎頒獎典禮  
第29屆金石獎頒獎典禮  
2021 騰訊頒獎典禮

## 音樂晚會類

2021 紅白藝能大賞  
2021 「雙11 PChome來了」演唱會  
「百年追求」臺灣文化協會100週年紀念音樂會  
2021 「謝謝你做好事We Together」公益演唱會  
《THE BEST FIVE CONCERT 全方位男團成團演唱會》  
2021 「Good Day 有愛大聲唱」公益演唱會  
2021 北流日落趴演唱會  
2021新北歡樂耶誕  
臺北最 HIGH 新年城 2022 跨年晚會  
2022 桃園跨年晚會「Meet遇見桃園」  
2022 花蓮跨年晚會「2021-2022太平洋觀光節」  
2022 虎彩繽紛 閃耀台中跨年夜

## 運動及其他

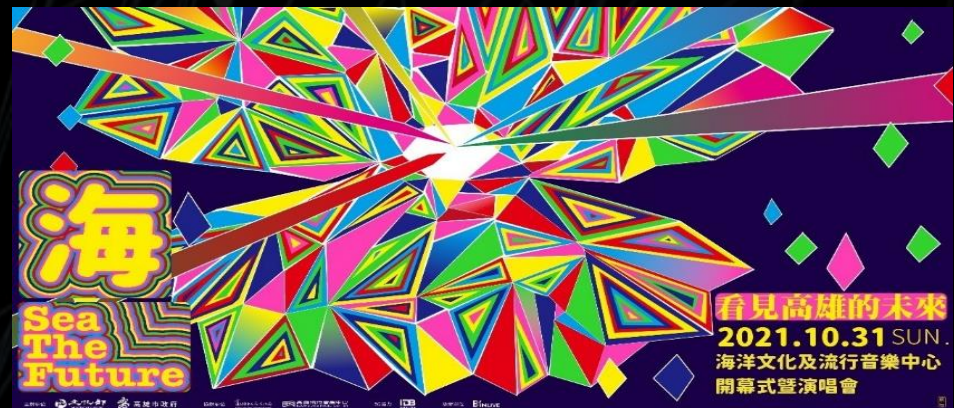
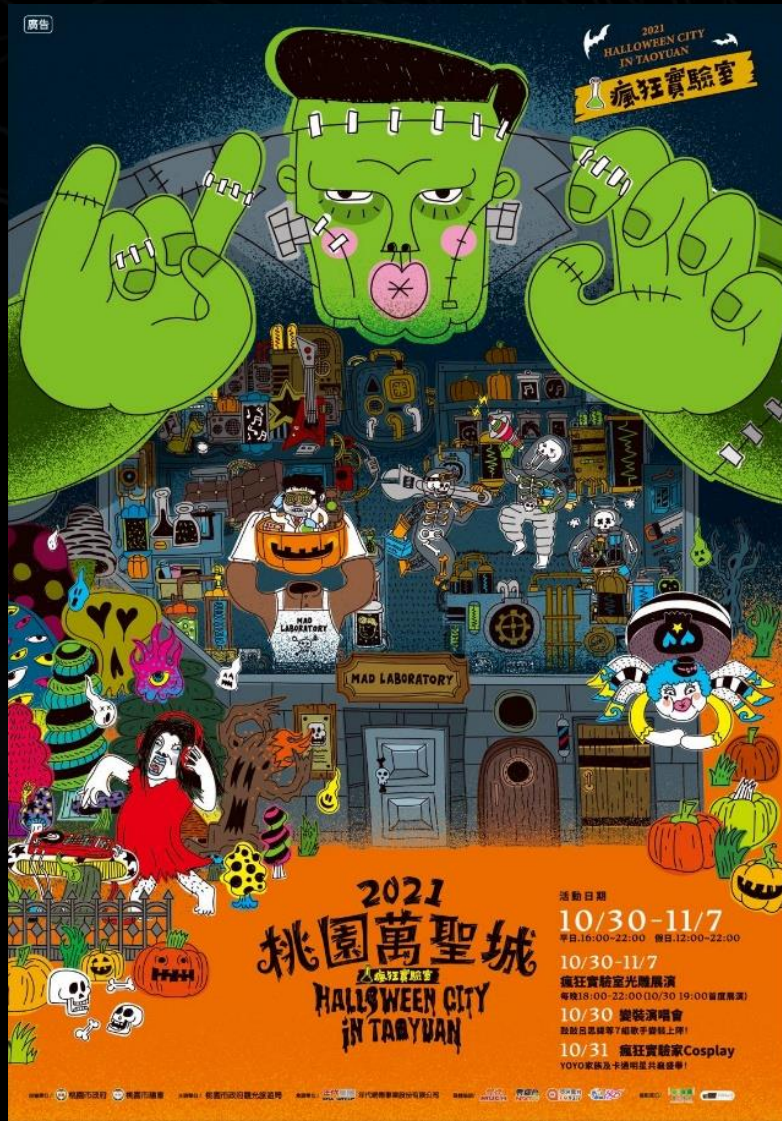
2021 臺北馬拉松  
2021 台北時裝週  
110年全中運  
第十屆全國原住民族語戲劇競賽  
P.LEAGUE 籃球熱身賽  
T1聯盟 中信特攻隊主場賽事  
2021 寶島夢想家挑戰賽  
2021 英雄聯盟世界賽  
2021 生策會  
第二季全明星運動會冠軍賽  
2021 WSBL女子超級籃球聯賽  
2021 HBL冠軍賽



# 2021年作品

## 行銷整合 & 活動執行

- RO仙境傳說 一週年線上慶生演唱會
- 原文會聯合趨勢發表會
- 2021 台灣文博會
- 2021 新竹光臨藝術節
- 海洋文化及流行音樂中心 開幕式暨演唱會
- 2021 臺北音樂不斷電
- Gogoro 策略合作發表會
- 2021 大稻埕情人節
- 臺北最 HIGH 新年城 2022 跨年晚會
- 2021 桃園萬聖城(滌滌)
- 2021 BMW TOURING EVENT
- 全民運動整體行銷(滌滌)
- 告五人【在這座城市遇見了你】巡迴演唱會
- 秋天藝術節—神不在地小鎮
- 臺灣文化協會一百週年紀念





# 2021年作品

## • 見面會/演唱會主辦

- 木曜跨界演唱會 - Awakening 《木曜4超玩六週年特別企劃》







必應榮耀

Award Winning



**Germany Red Dot Design Award 2019**  
**LOVE Kaohsiung Lumière Festival**



**Brands and Communication  
Design Award  
Red Dot Award  
in the Fair Stands**

**Golden Pin Design Award**  
**2095 Rebirth**



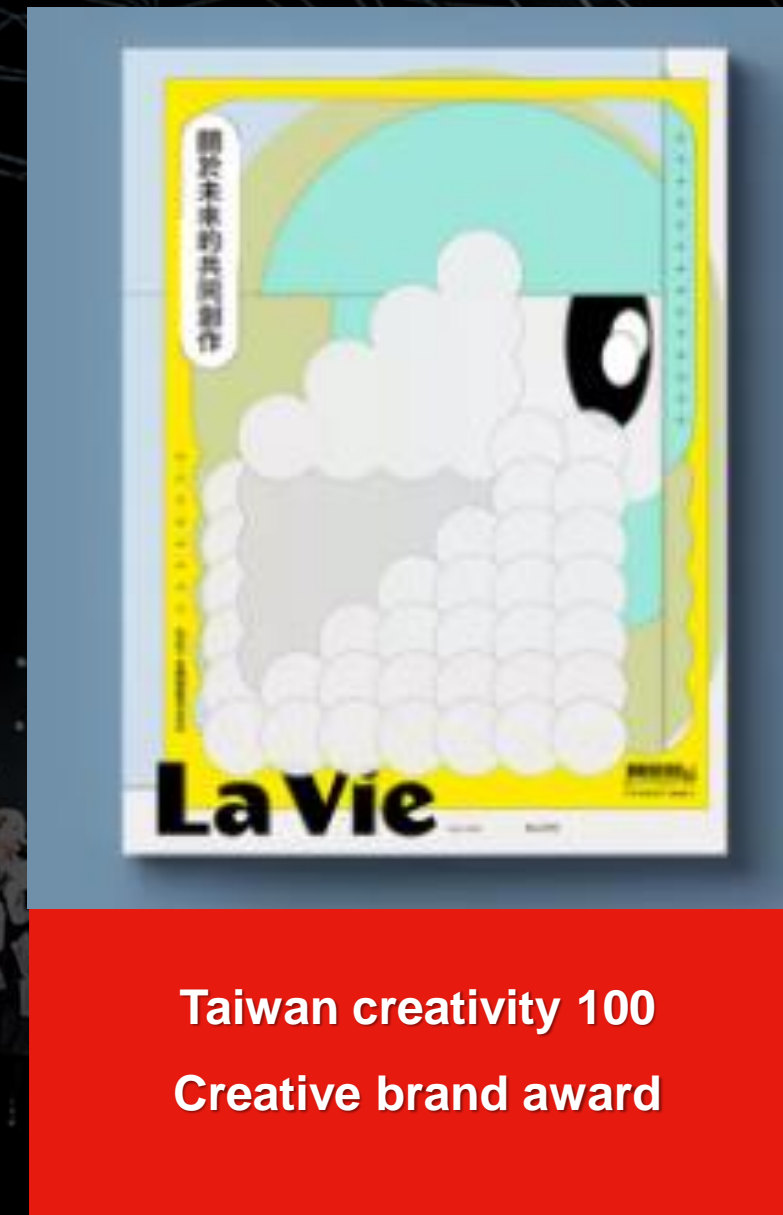
**Integrated Design Category  
Ambient experience  
Finalist 【Medallion Winner】**



## Shopping Design B' IN LIVE



## 2021 La Vie台灣創意力100 必應創造

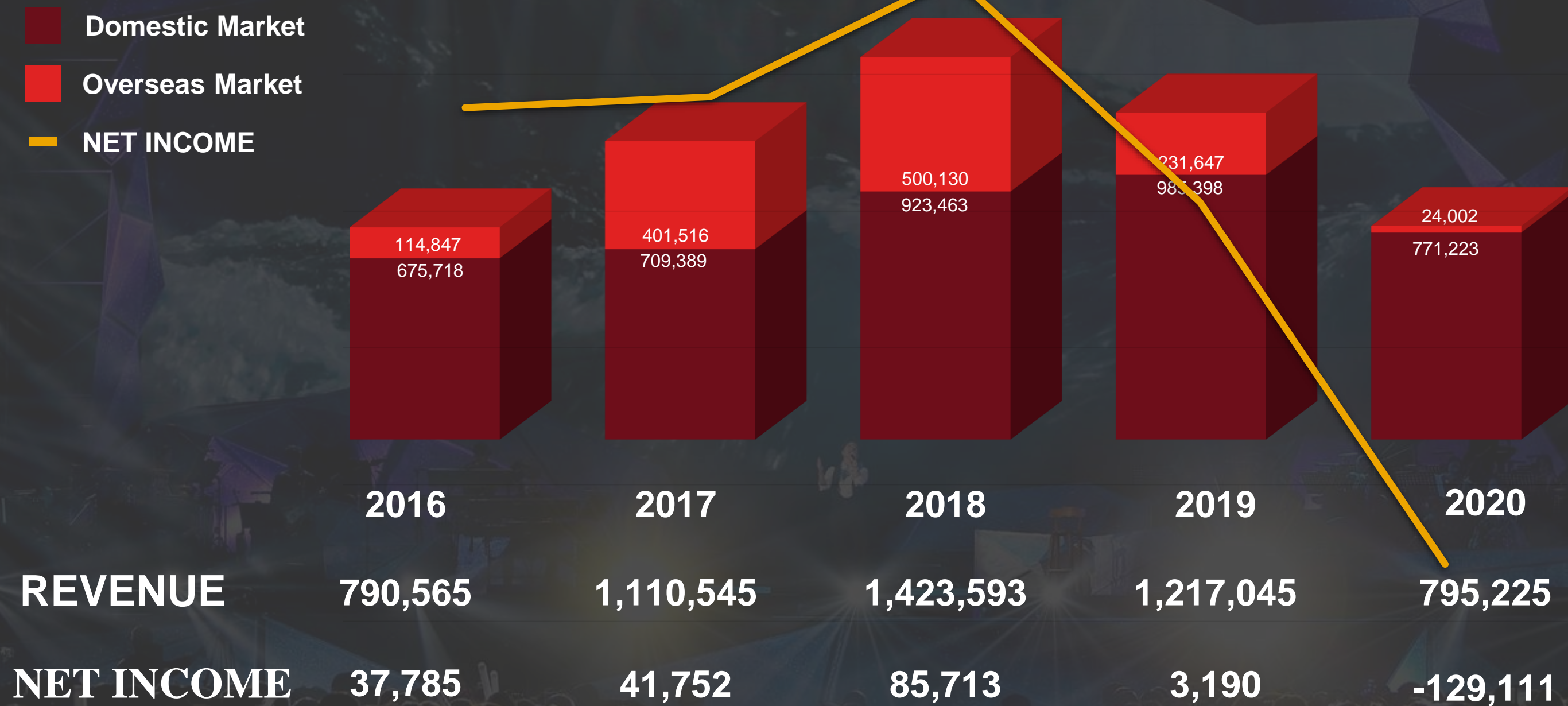


# Financial overview



# Revenue and Profit

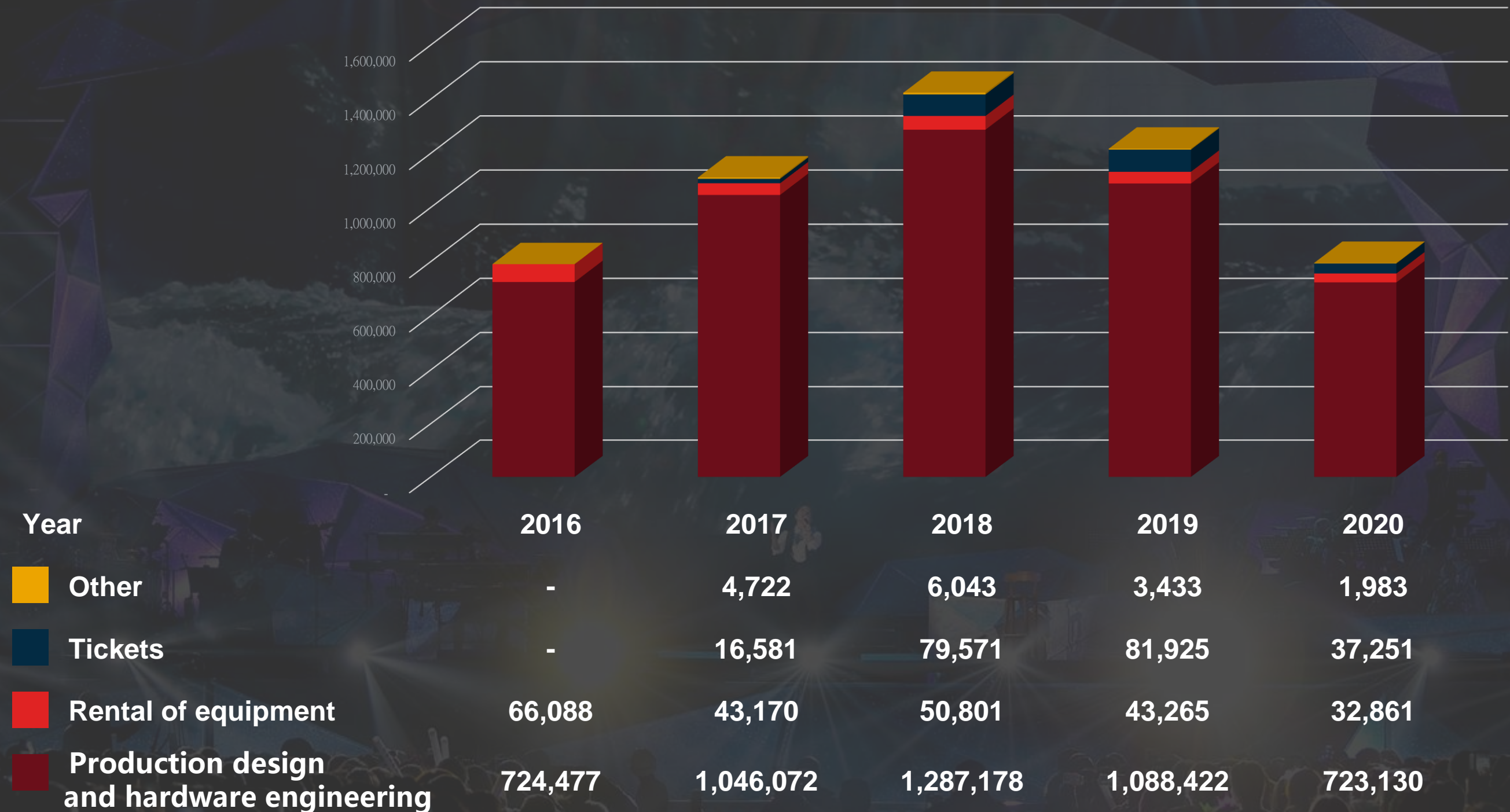
Unit : NTD thousand





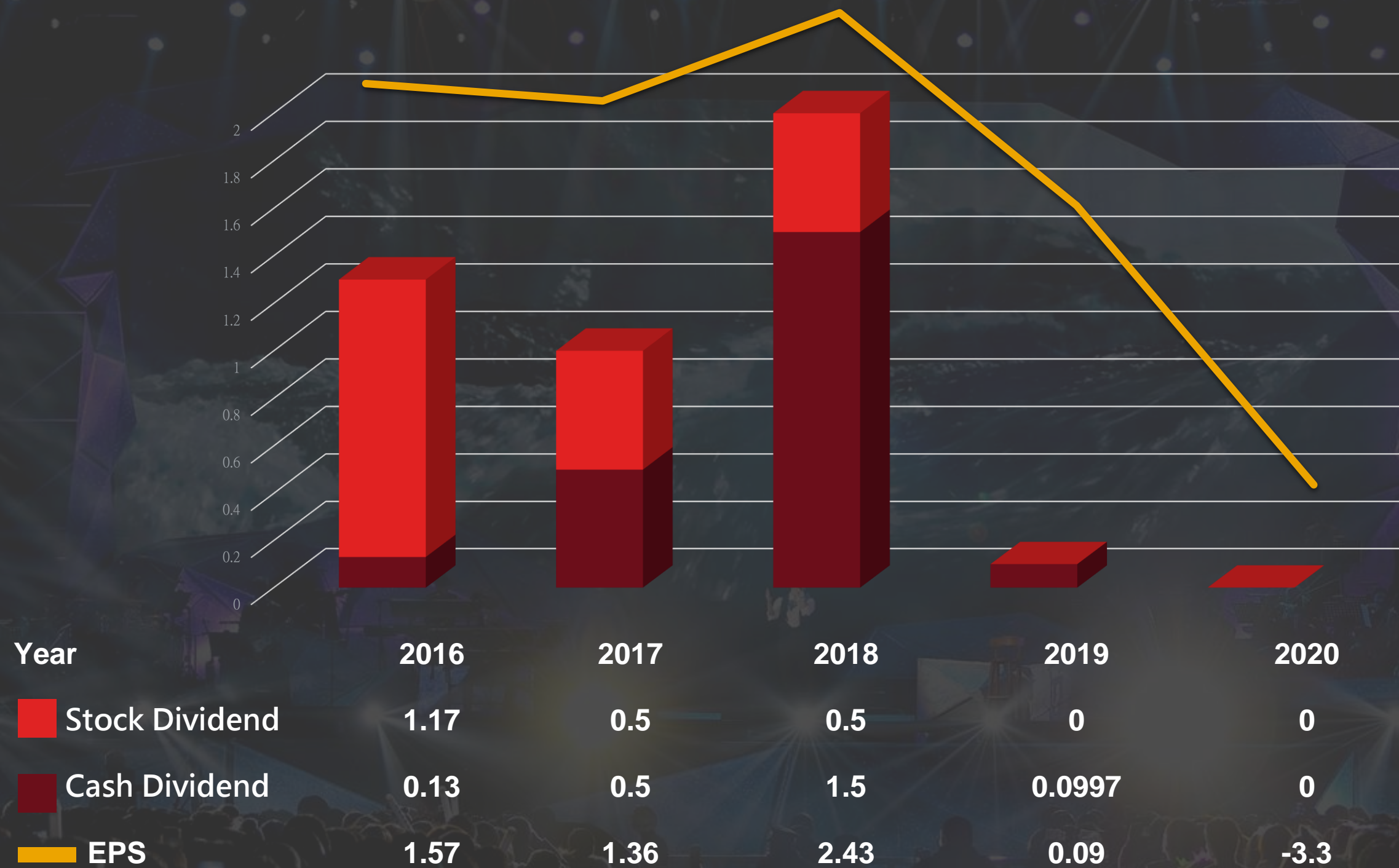
# Revenue Items

Unit : NTD thousand





# Dividend

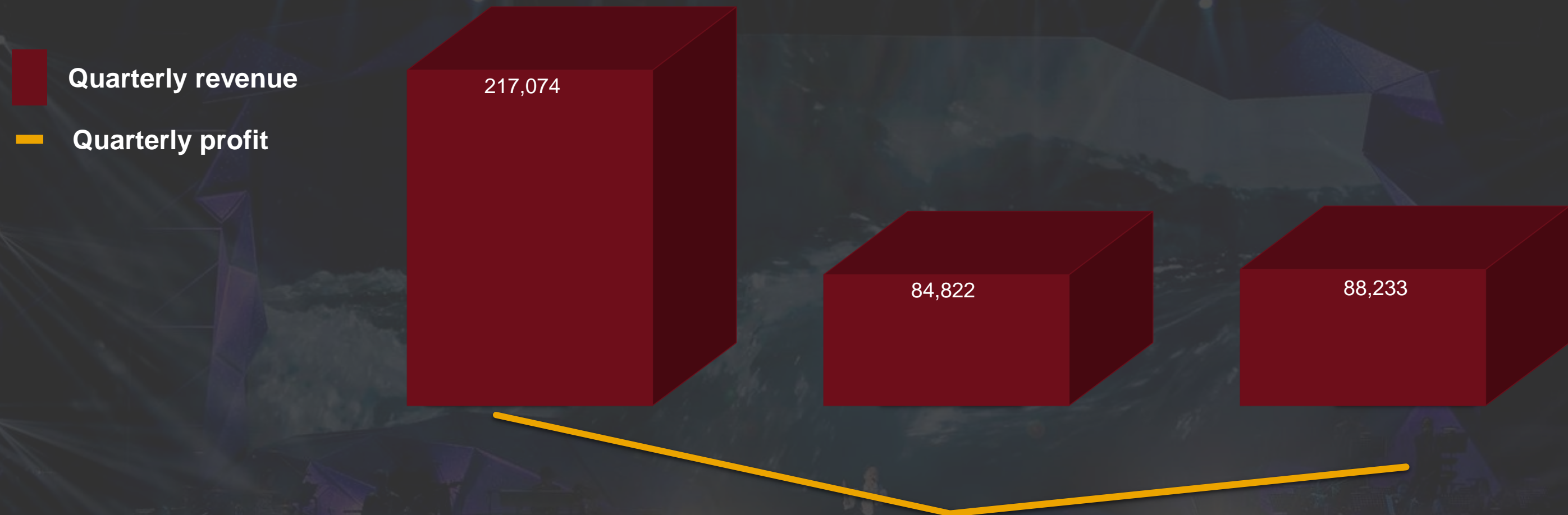


Unit : NTD



# Revenue and Profit of 2021

Unit : NTD thousand



Quarterly revenue

217,074

84,822

88,233

Quarterly profit

-6,970

-70,395

-40,368



# Statement of Comprehensive Income

Unit : NTD thousand, except Earnings Per Share

Item	For the Nine Months Ended September 30, 2021	For the Nine Months Ended September 30, 2020	Annual Growth Rate
REVENUE	390,129	453,415	-14 %
GROSS PROFIT	-4,745	1,949	-343 %
<b>GROSS PROFIT RATIO</b>	<b>-1.22%</b>	<b>0.43%</b>	
OPERATING EXPENSES	125,404	128,734	-2.6 %
LOSS FROM OPERATIONS	-130,149	-126,785	-2.7 %
<b>Operating Profit Ratio</b>	<b>-33%</b>	<b>-28%</b>	
NET LOSS	-117,733	-106,571	-10.5 %
BASIC EARNINGS PER SHARE	-2.68	-2.77	3.2 %

# Future prospect

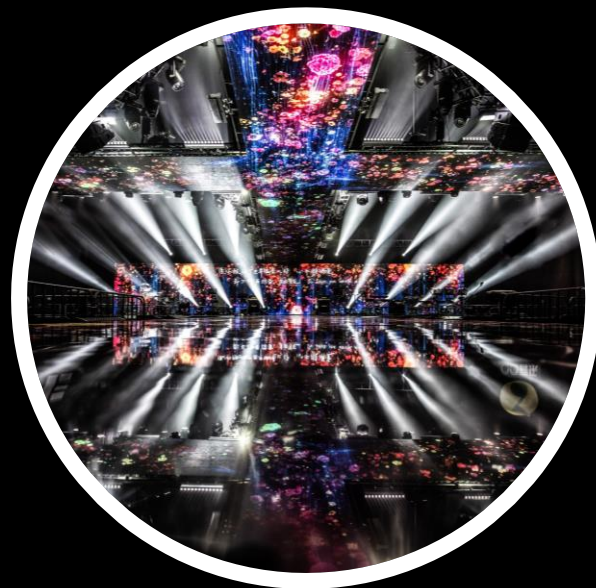


# Core development and potential

In response to change, we upgrade and evolve, then create infinite possibility



Large-scale event planning



Overseas business expansion



Live events organization



Technology upgrade



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