



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

2018.11.14

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Outline

1. Introduction of the company

2. Operation performance

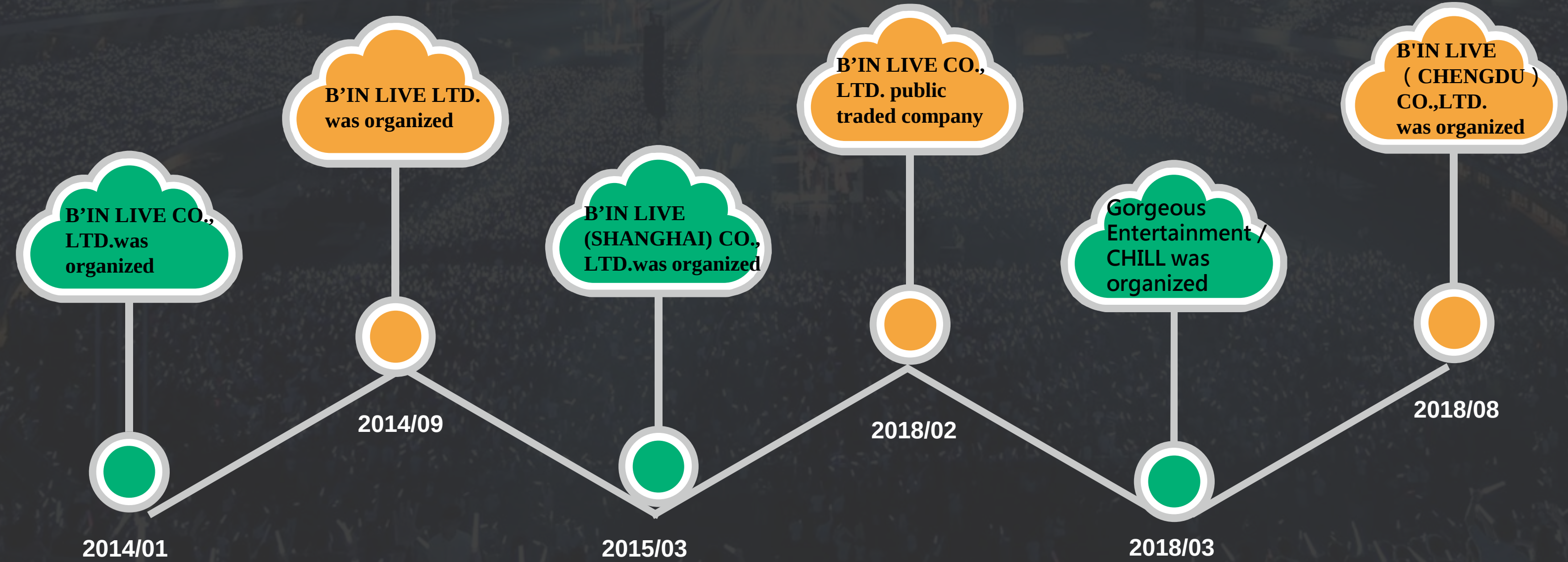
3. Financial overview

4. Future prospect

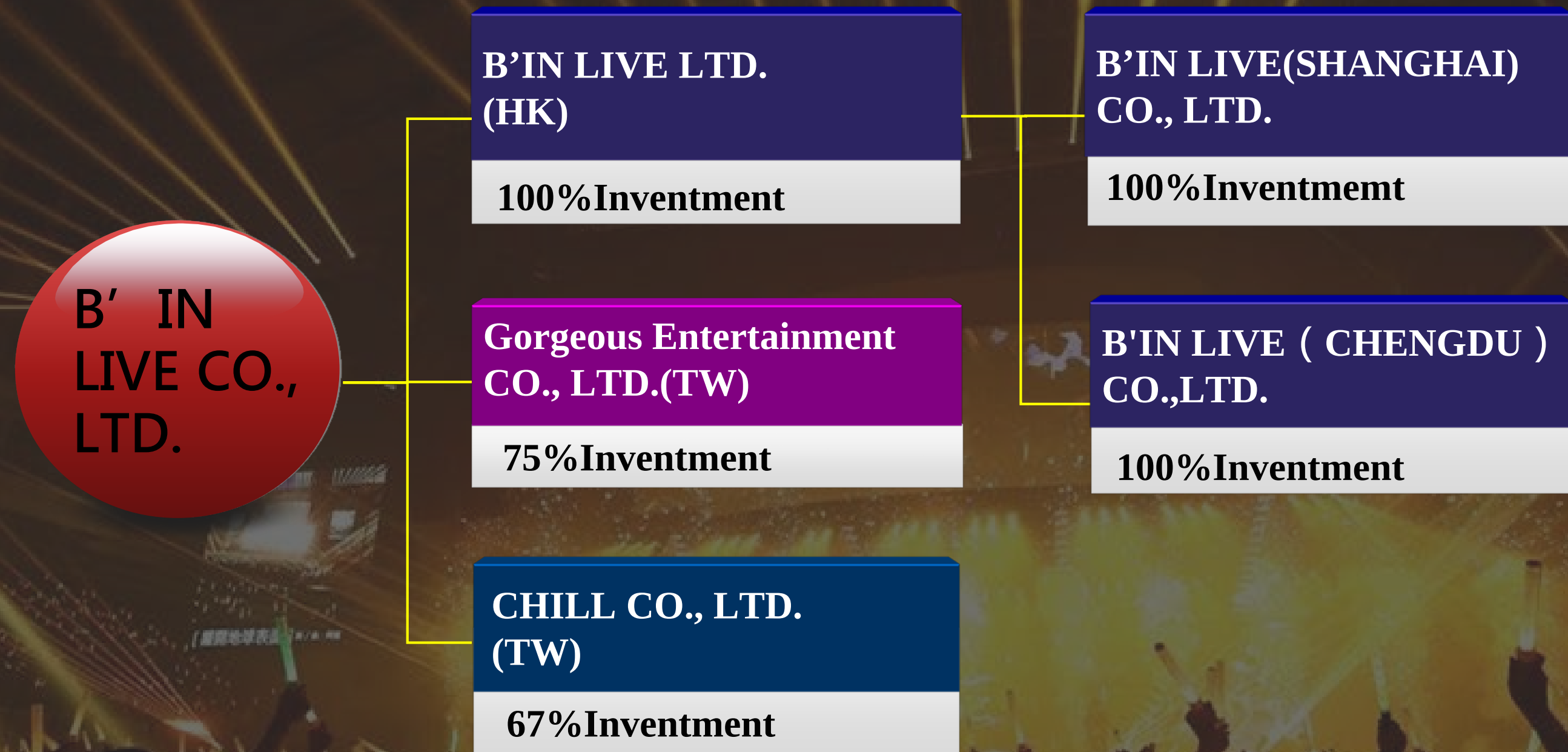
Introduction of the company

Company Timeline

Capital NTD \$355 Million



group structure



Scope of service

Performance planning and execution

- Production
- Design
- Technology
- Engineering
- Strategic integration

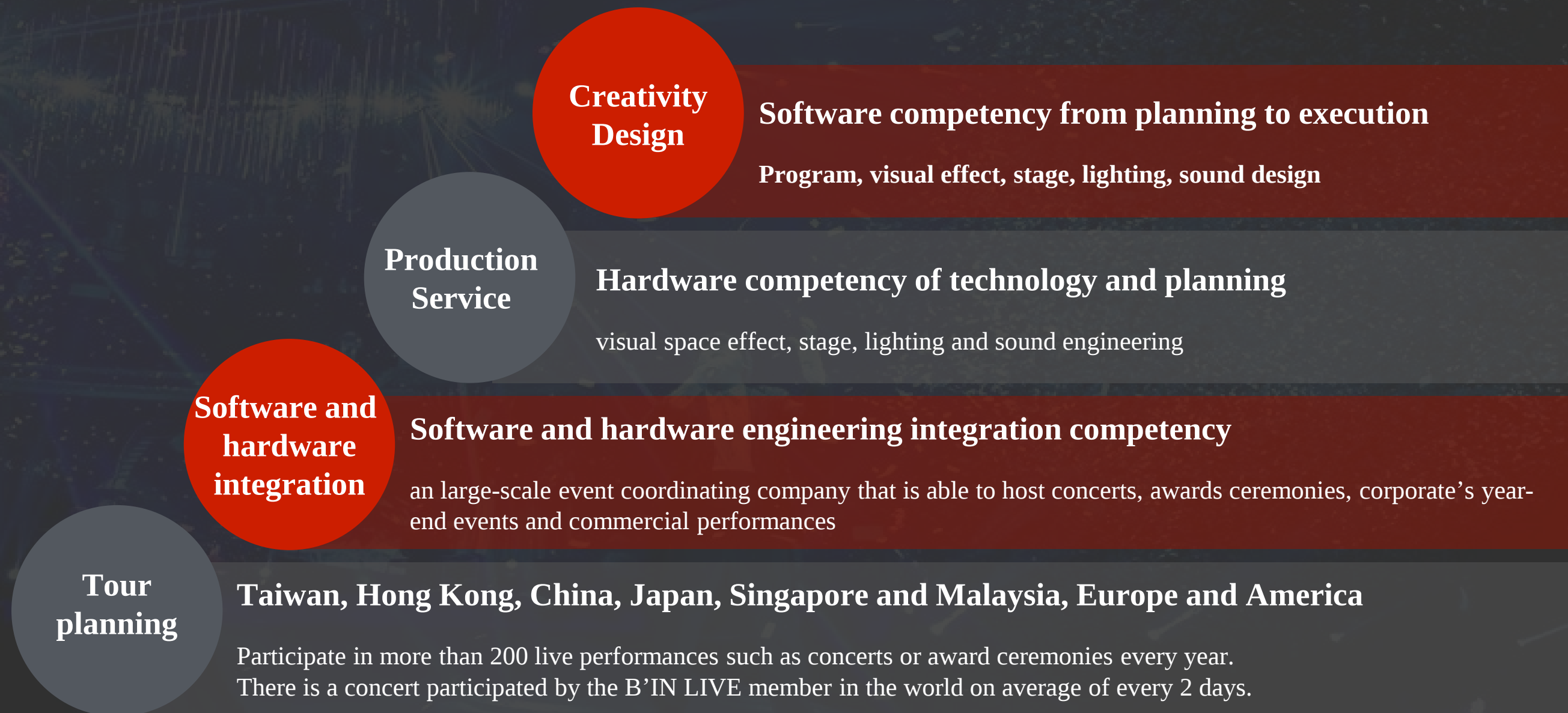
Performance and exhibition host

- Domestic and overseas ticket sales concerts, overall execution of fan meeting activities
- Self-made IP
- 8 booland exhibition

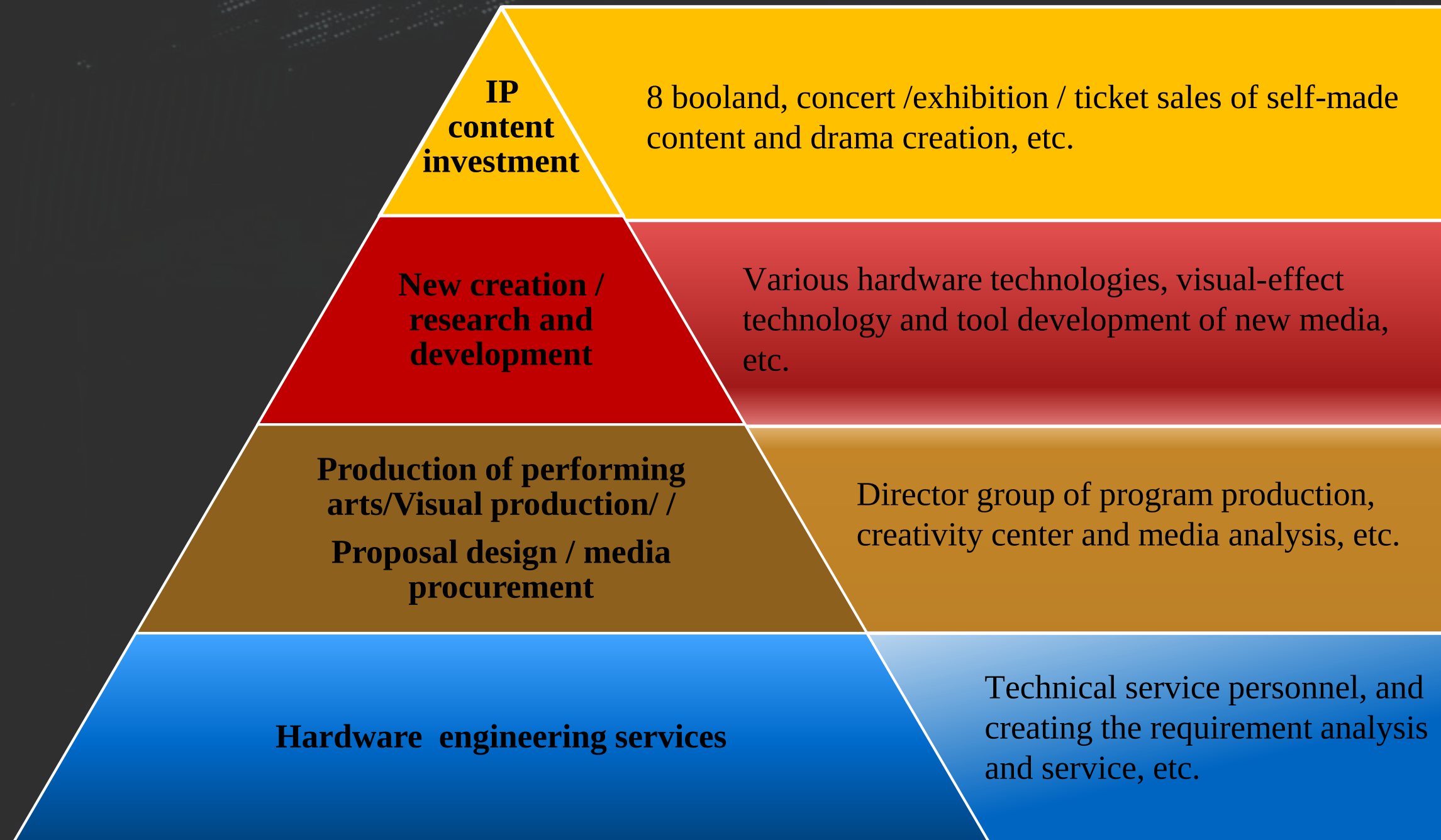
PR marketing and integration

- Software marketing planning and service execution
- Planning and brainstorming, proposal planning, strategy drafting, event execution, topic creation, media integration, shaping of corporate image, business event recruitment and follow-up beneficial analysis, etc.

Competitive edge



Core of B'IN LIVE



Operation performance

2018年 演出規劃執行

(列出部分)

演唱會類製作

- ✓ 五月天 LIFE『人生無限公司』世界巡迴演唱會
- ✓ 羅大佑『當年離家的年青人』巡迴演唱會
- ✓ 李宇春『流行』巡迴演唱會
- ✓ 光良『今晚我不孤獨』世界巡迴演唱會
- ✓ SHE 17週年演唱會
- ✓ 許如芸《綻放的綻放的綻放》巡迴演唱會
- ✓ 吳宗憲Jacky Wu 台北小巨蛋 演唱會

演唱會類硬體服務

- ✓ ONE OK ROCK AMBITIONS ASIA TOUR 2018
- ✓ 2018 Katy Perry Witness The Tour Concert in Taipei
- ✓ SBS SUPER CONCERT IN TAIPEI
- ✓ Guns N' Roses Not In This Lifetime Tour Live In Taiwan
- ✓ BTS WORLD TOUR LOVE YOURSELF TAOYUAN
- ✓ 瑪麗亞凱莉MARIAH_CAREY2018台北演唱會
- ✓ 頑童幹大事演唱會 2018
- ✓ 三毛 齊豫 潘越雲【回聲】演唱會

棚內錄影節目

- ✓ 聲林之王
- ✓ 超級夜總會
- ✓ 一呼百應
- ✓ 小明星大跟班
- ✓ 麻辣天后傳
- ✓ 天才衝衝衝
- ✓ 一字千金
- ✓ 台灣NO.1
- ✓ 超級紅人榜
- ✓ 綜藝大熱門
- ✓ 綜藝非常讚
- ✓ 明星便利店
- ✓ 17金麥克
- ✓ 男神女神在身邊

頒獎典禮類

- ✓ 2018 第13屆KKBOX風雲榜
- ✓ 2018 Hito流行音樂獎
- ✓ 2018 觀光節慶祝大會頒獎典禮
- ✓ 第42屆金鼎獎頒獎典禮
- ✓ 2018 第九屆金音創作獎
- ✓ 2018 咪咕匯頒獎典禮
- ✓ 2018 金視獎頒獎典禮

音樂晚會類

- ✓ 2018 花蓮太平洋觀光節
- ✓ 2018 紅白藝能大賞
- ✓ 雙11 PChome來了
- ✓ 台新VIP之夜
- ✓ Real Me — 2018來電之夜
- ✓ 2018 超硬電司趴
- ✓ 2018 體育表演會

- ✓ 2018 流行音樂跨界論壇
- ✓ 2018 高雄大港開唱
- ✓ 2018 年超犀利趴9
- ✓ 第一屆高雄TAKAO ROCK音樂祭
- ✓ 2018 音樂BNAD BAND BAND
- ✓ 2018 台北河岸音樂季-大稻埕

運動及其他

- ✓ 2018 臺灣文博會開幕暨交流晚宴
- ✓ Holyland校園電競公開賽
- ✓ 2018 國際萬金石馬拉松博覽會
- ✓ 2018 葡眾表揚大會巡迴
- ✓ 2018 HBL冠軍賽
- ✓ 2018 Garena 傳說對決競賽
- ✓ 淘寶達人之夜

2018~2019年 演出展覽主辦

(列出部分)

自製IP 8呎



2018年8呎的搞怪樂園夏日派對



2019年8呎展覽樂園

演唱會主辦製作方



2018 李昇基 台北見面會



2018 李鍾碩crank up 台北見面會



2019 Since 5566 台北演唱會



吳宗憲Jacky Wu 台北小巨蛋 演唱會

2018 PR marketing integration

"The overall project planning and execution"

Venue decoration, stage performance and event execution



- ★Event Planning
- ★Program design
- ★Venue decoration
- ★Image reinforcement



Financial overview

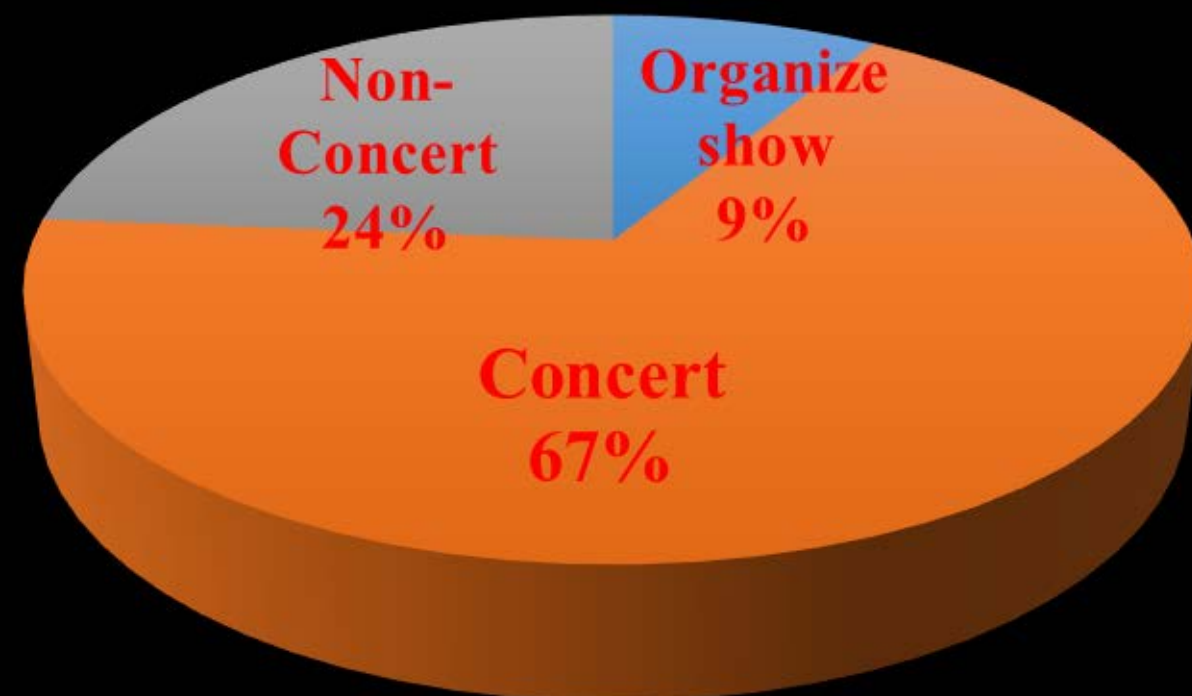
Statement of Comprehensive Income

Unit : NTD thousand

Item	YT3Q18	YT3Q17	Annual Growth Rate
REVENUE	943,788	750,577	26%
GROSS PROFIT	172,970	97,494	77%
GROSS PROFIT RATIO	18%	13%	
OPERATING EXPENSES	96,131	73,648	31%
INCOME FROM OPERATIONS	76,839	23,846	222%
Operating Profit Ratio	8%	3%	
NET INCOME	54,952	12,017	357%
BASIC EARNINGS PER SHARE	1.57	0.37	324%

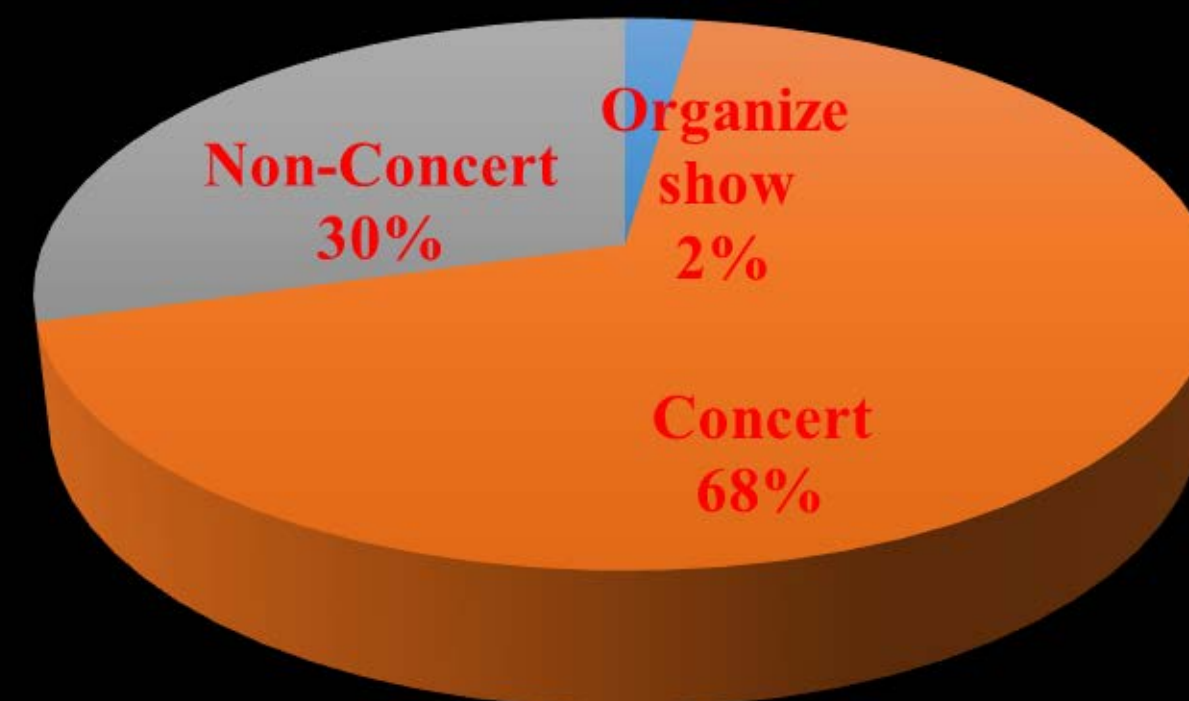
Revenue

YT3Q18



■ Organize show ■ Concert ■ Non-Concert

YT3Q17



■ Organize show ■ Concert ■ Non-Concert

Future prospect

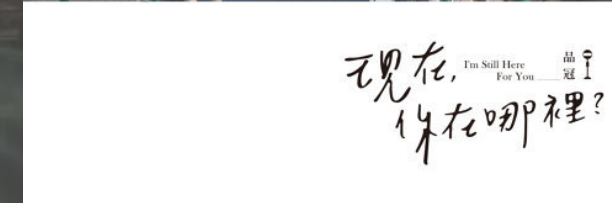
Future prospect

Speed up the Overseas Market Arrangement

- Development of base resources in Chengdu and Western China.

IP Content Investment

- Concert IP development.
- Functional drama creation and filming.
- 8 booland IP licensing promotion.



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Live in live