



必應創造股份有限公司
— 6 6 2 5 股票代號 —

Investor Conference

2026.10.22

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Outline

1. Introduction of the company

2. Industry Overview

3. Operation performance

4. Financial overview

5. Future prospect

Introduction of the company



我們是誰？
Who We Are?



From a Microphone To a Stage

Who We Are?

B' IN LIVE is one of the few professional teams in Taiwan that can take charge of the production of events such as concerts and award ceremonies. It excels at integrating musicality and entertainment, is bold in research and development, and effectively integrates creativity, execution, and software and hardware planning to create unique and novel program content for customers, bringing shocking and moving sensory experiences to the audience. We are composed of a group of creative, thoughtful and executive performance professionals.

We mainly undertake various performance activities at home and abroad, including concerts, music festivals, commercial performances, etc. We have undertaken more than 10,000 events of all sizes. Every day around the world, there are performances that Bing Creation participates in. Not only has it won praise and recognition from various record companies and partners, it has also received the trust and praise from foreign performance teams visiting Taiwan, and has created many classic concert tour records in the Chinese music scene.

The B' IN LIVE team has a worldview of striving for excellence and adheres to the belief of operating with integrity and acting rigorously. In recent years, we have cooperated with outstanding software and hardware companies in various countries, aiming to respect intellectual property rights, help each other and promote better and more exciting concerts around the world.

Company Timeline



SINCE 2014 JAN.
PUBLICLY TRADED 2018 FEB.

B'IN LIVE (HONG KONG) Since 2014 SEP.
CO., LTD.

B'IN LIVE (SHANGHAI) Since 2015 MAR.
Stage Production Co., Ltd.

B'IN LIVE JAPAN Since 2019 NOV.

SHOWIN(BJ)(GZ) Since 2021 JUL.
CULTURAL COMMUNICATIONS CO., LTD.

ENCHANTING Investment 2025 FEB.
(HONG KONG)
Cultural Entertainment Co., Ltd

Chill-Chill Co., Ltd.

Public relations marketing integration
Software marketing planning service execution / Event planning &
Advertising service

Me Music International Ltd.

Artist Management

PhotoTaxis Co., Ltd.

2D & 3D Animation Production

Empty Shells Pictures Co., Ltd.

Video Production / Media Design

Sheng San San Co., Ltd.

Program Planning & Production / Concert / Visual Packaging /
Video Design

Live In Live Entertainment Ltd.

Produce concerts and other live performances

Victory Steel Structure Ltd.

Stage structure engineering

A black and white photograph showing the silhouette of a person wearing glasses and holding a tablet. The tablet screen displays a complex data dashboard with multiple panels, including a large table of data, a bar chart, and a line graph. The background is dark with numerous out-of-focus light sources, creating a bokeh effect. The text '我們做什麼?' and 'What We Do?' is overlaid on the right side of the image.

我們做什麼?
What We Do?

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

**Independent
Operation**

**Vertical
Integration**

Concerts

Music Festivals

Galas

Awards Ceremonies

Themed Exhibitions And Forums

Original IP Events

IP Licensing

Studio Related Equipment

Event Organizing

Event Producer

Rental of Service

Integration

Event Planning
Cross-Platform Marketing Resource Integration
Ticketed Show Integration planning

Production

Concert Production
Music Festival/Award Ceremony Production
Online Performance Production
Exhibition Forum Production
New Media Integrated Production

Technical Solutions

Technical Integration
Domestic and Overseas Hardware Engineering Coordination

Design

Visual Design
Lighting Design
Stage and Set Design
Space Design
Audio Design

Equipment Leasing

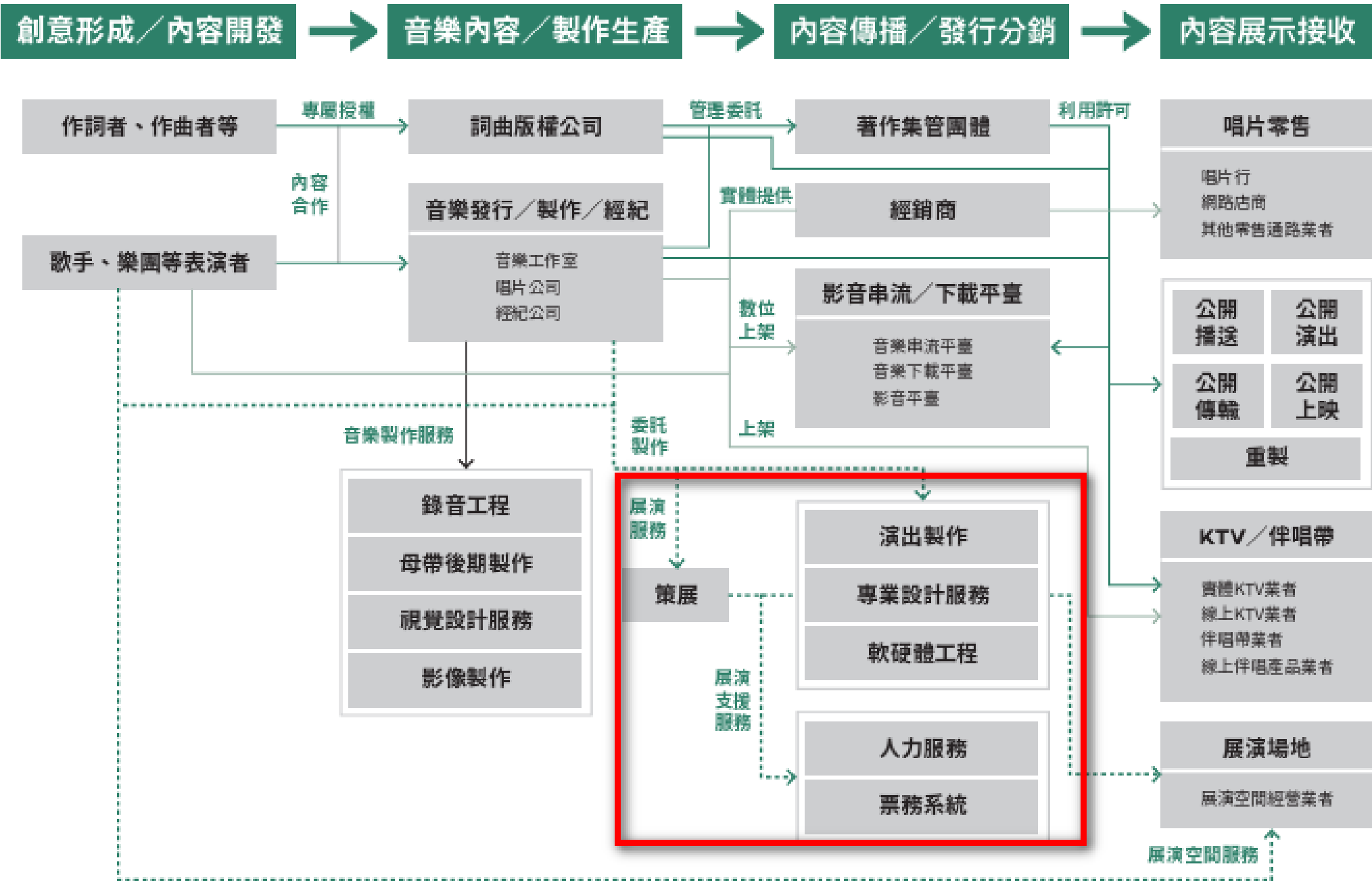
Lighting Engineering
Audio Engineering
Studio Engineering
Video Engineering
Structural Engineering
Music Instrumental Engineering

**Independent
Operations
OR
Vertical
Integration**

Industry Overview

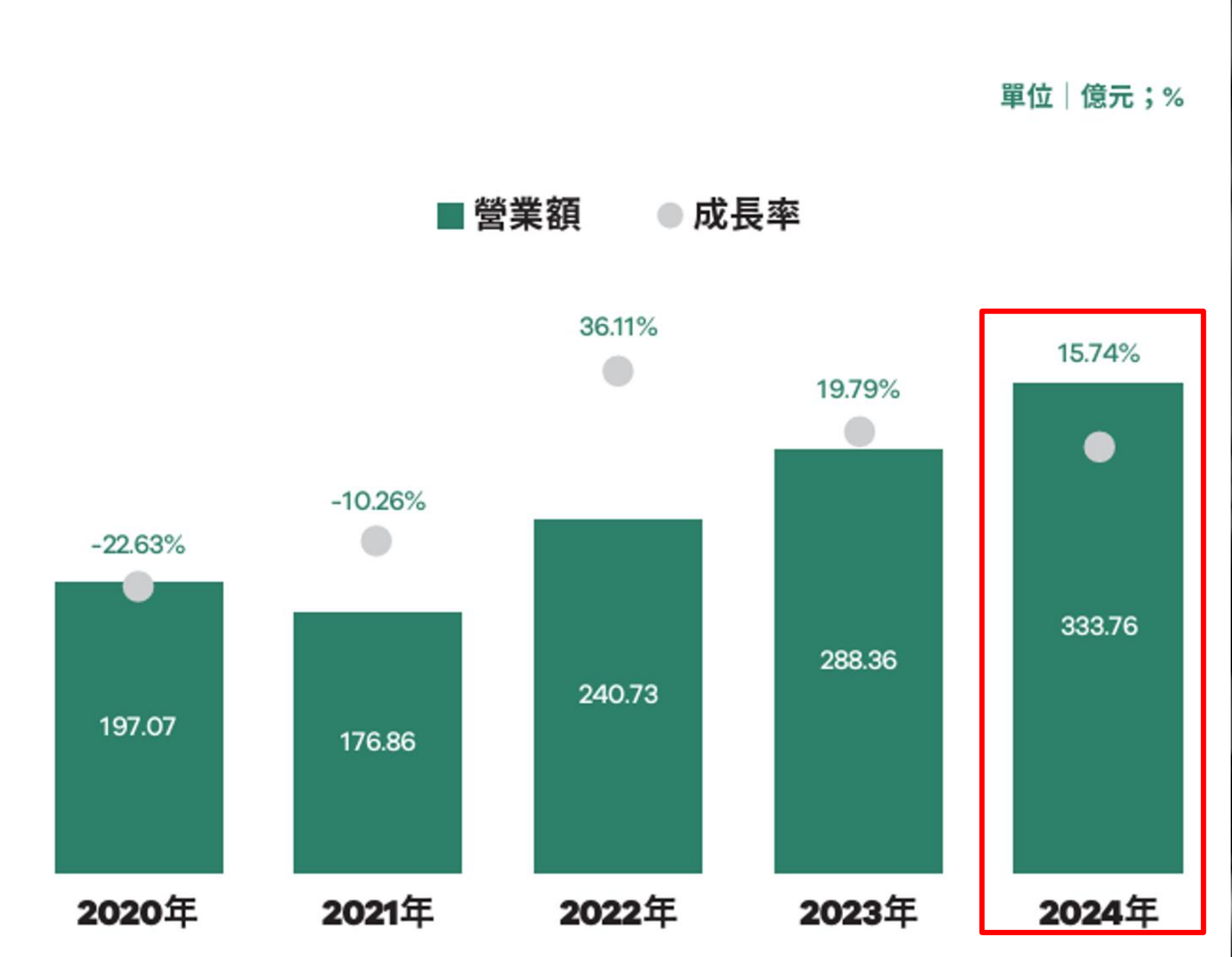
The background of the slide is a dark, atmospheric photograph of a large-scale event, likely a concert or festival. In the foreground, a dense crowd of people is visible, their silhouettes and some glowing elements (possibly light sticks) creating a textured pattern. The middle ground shows a stage area with several bright spotlights directed upwards, creating a dramatic effect. A large, stylized logo, possibly a monogram, is visible on the stage. The overall color palette is dark with highlights from the stage lights.

Popular Music Industry Relationship Diagram



資料來源：2024年台灣文化內容產業調查報告。

Overview of the total revenue of Taiwan's pop music industry



資料來源：2024年台灣文化內容產業調查報告。

Overview of Taiwan's Pop Music Industry's Total Revenue and Domestic/Export Statistics

單位 | 億元；%

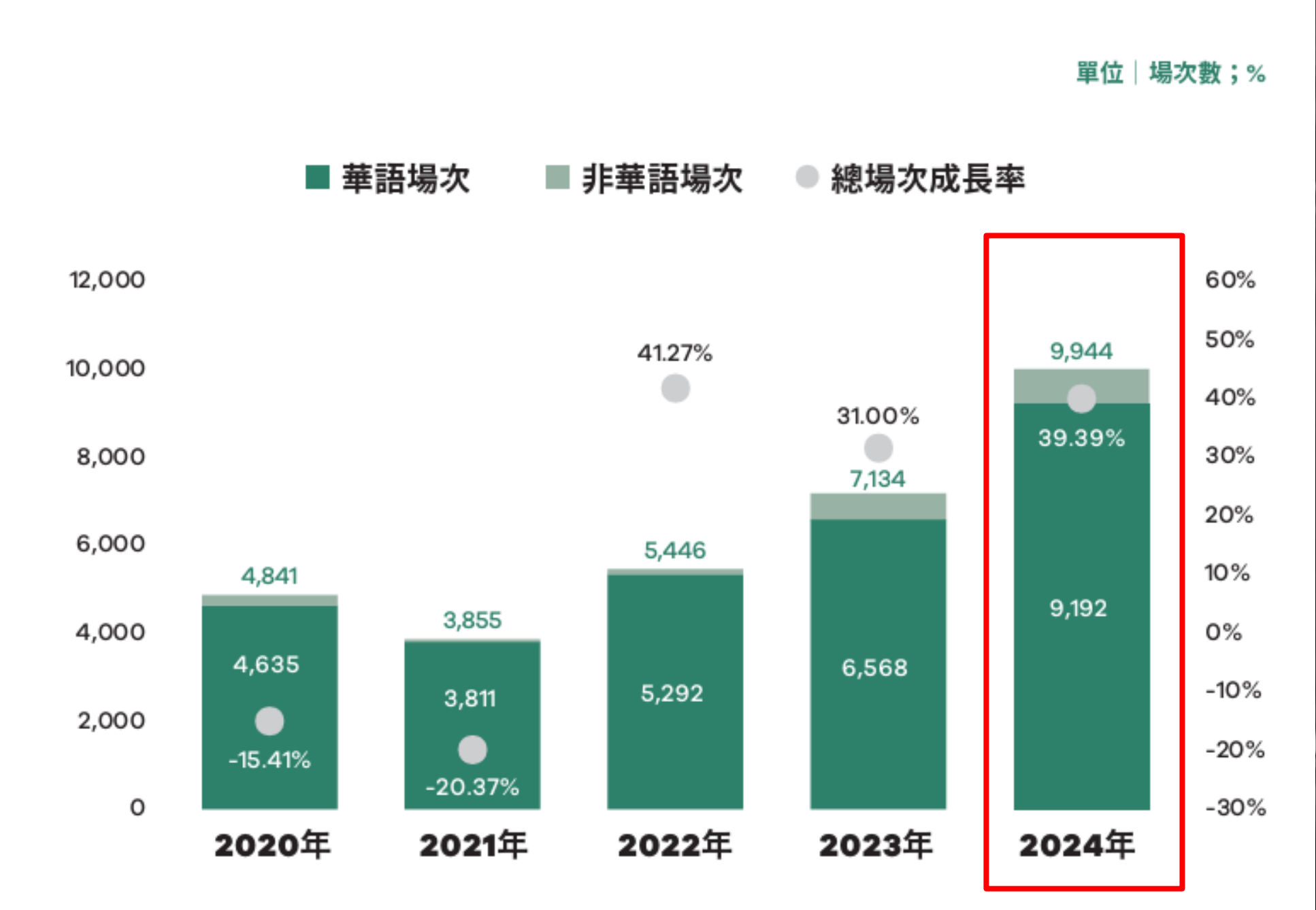
類別	2020 年	2021 年	2022 年	2023 年	2024 年	2023~2024 年變動率
實體唱片銷售業	3.47	2.52	3.00	3.21	3.70	15.26%
音樂製作／發行／歌手經紀業	93.35	95.62	116.38	141.55	160.75	13.56%
集管團體與詞曲經紀業	12.66	12.23	19.06	20.97	24.91	18.79%
音樂串流／下載平臺業	23.19	23.75	22.64	22.71	18.45	-18.76%
KTV 業	1.32	0.99	1.26	1.57	1.68	7.01%
伴唱產品業	2.43	1.44	1.63	1.69	1.70	0.59%
展演活動策劃與製作業	32.01	20.6	41.61	55.35	67.50	21.95%
展演協力業	9.3	6.91	8.97	10.79	17.43	61.54%
展演空間業	3.25	3.99	6.20	6.83	7.27	6.44%
售票業	16.08	8.81	19.99	23.69	30.37	28.20%
總計	197.07	176.86	240.73	288.36	333.76	15.74%

單位 | 金額 %

類別	2022 年		2023 年		2024 年	
	外銷	內銷	外銷	內銷	外銷	內銷
實體唱片銷售業	0.88%	99.12%	0.62%	99.38%	0.81%	99.19%
音樂製作／發行／歌手經紀業	24.96%	75.04%	31.67%	68.33%	28.78%	71.22%
音樂串流／下載平臺業	17.46%	82.54%	13.82%	86.18%	14.11%	85.89%
展演活動策劃與製作業	2.93%	97.07%	2.67%	97.33%	2.94%	97.06%
展演協力業	0.86%	99.14%	0.28%	99.72%	0.80%	99.20%
展演空間業	-	100%	-	100%	0.02%	99.98%
KTV 業	-	100%	-	100%	-	100%
伴唱產品業	0.05%	99.95%	-	100%	-	100%
詞曲經紀業	21.66%	78.34%	18.70%	81.30%	19.22%	80.78%
售票業	0.17%	99.83%	0.19%	99.81%	1.05%	98.95%
總計	13.52%	86.48%	15.52%	84.48%	16.82%	83.18%

資料來源：2024年台灣文化內容產業調查報告。

Overview of Taiwan Pop Music Showcase



In 2024, a total of 9,944 pop music events were held in Singapore (9,912 in Mandarin and 752 in non-Mandarin), representing a 39.39% increase compared to 2023. The number of Mandarin events increased by 2,624, a 40% increase from 2023; the number of non-Mandarin events increased by 186, a 33% increase. The significant increase in the total number of events was mainly due to:

- 1.The launch of new tours by domestic and international musicians after the pandemic;
- 2.The opening of new venues in 2024;
- 3.And the active organization of outdoor events including music performances such as markets and music festivals by government agencies at all levels.

資料來源：2024年台灣文化內容產業調查報告。

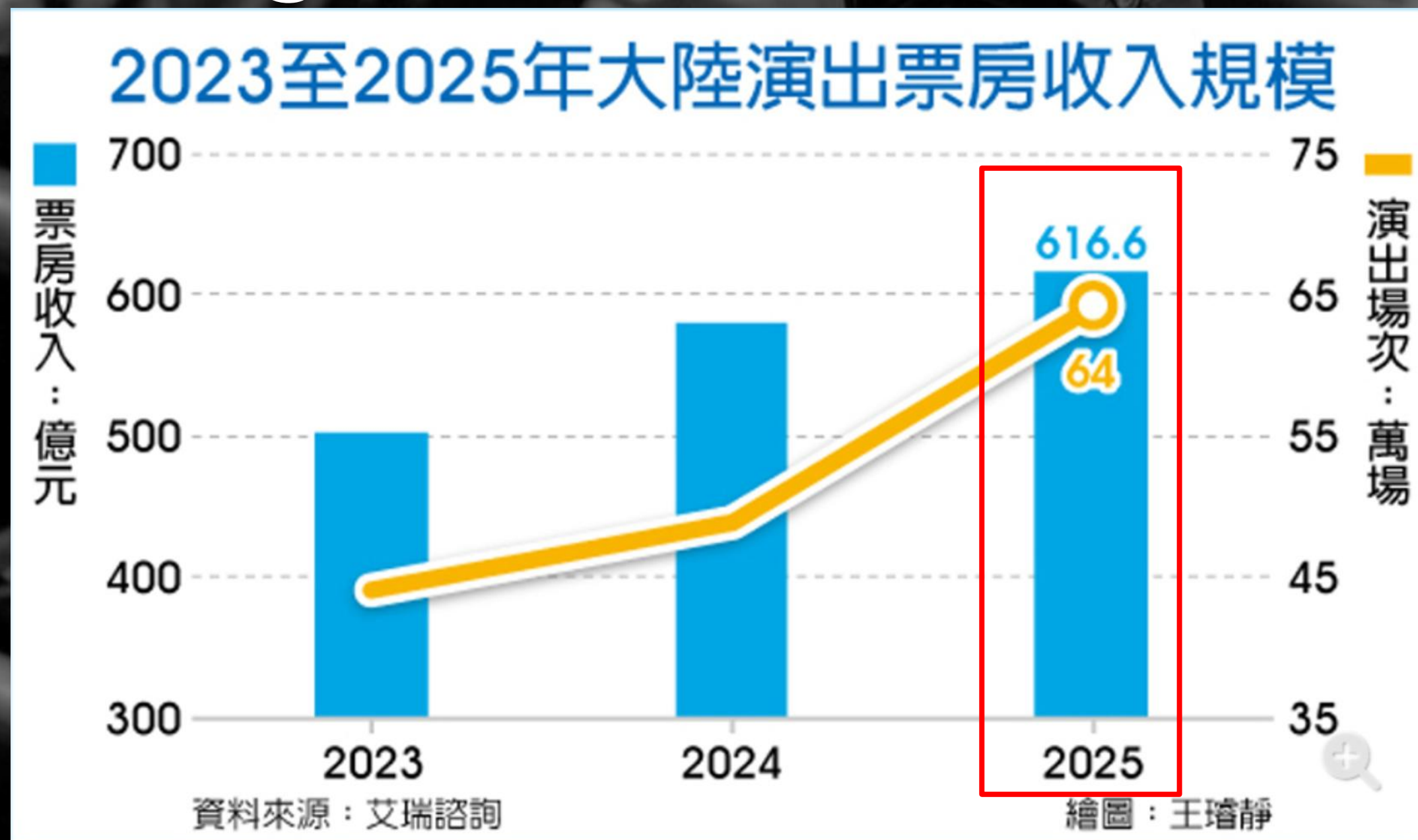
Location distribution of Taiwan performance activities

單位 | 場次數；場次 %

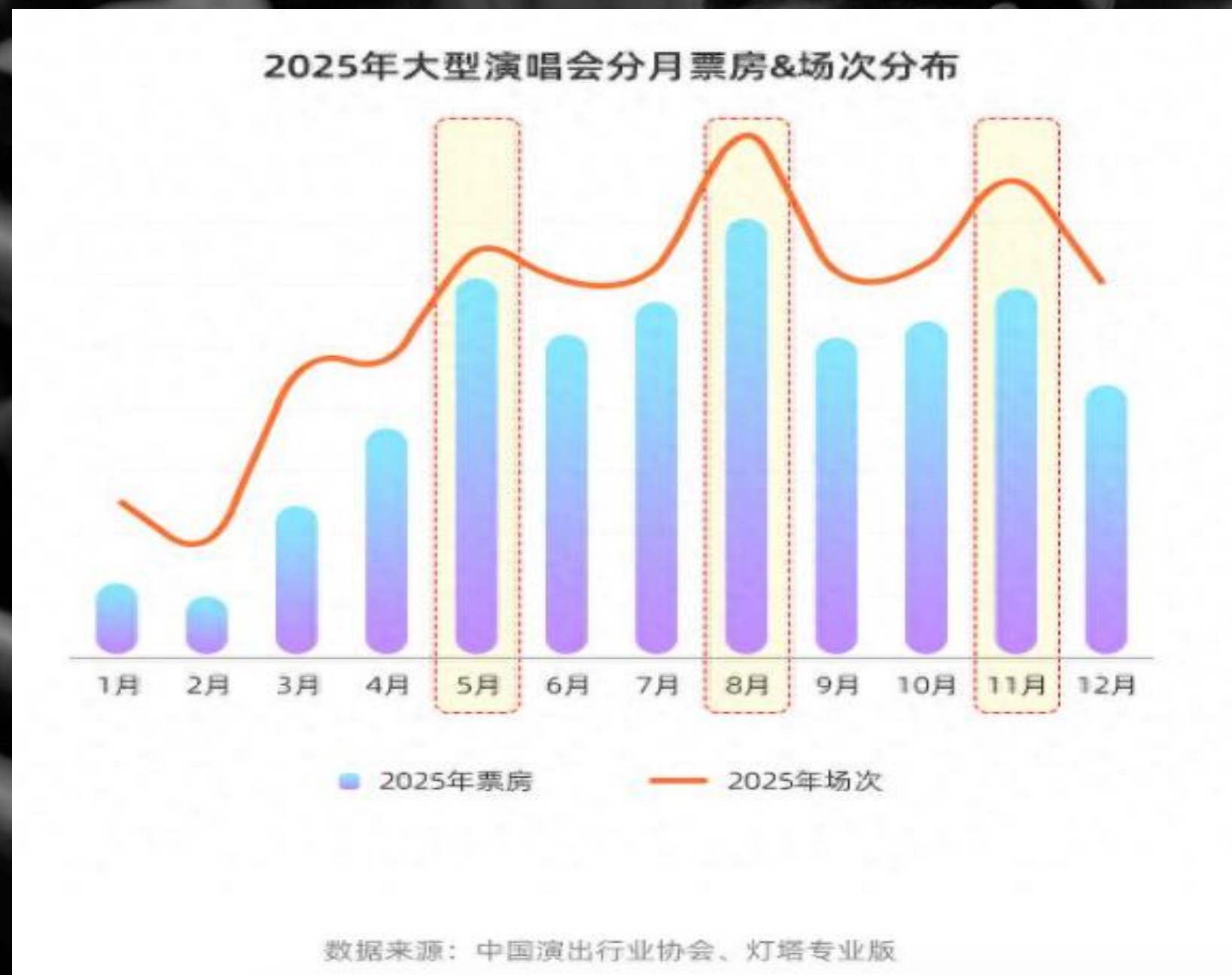
區域		北部	中部	南部	東部	離島	總計
2020 年	場次數	1,789	799	1,608	615	30	4,841
	占比	36.96%	16.50%	33.22%	12.70%	0.62%	100%
2021 年	場次數	1,603	673	1,290	255	34	3,855
	占比	41.58%	17.46%	33.46%	6.61%	0.88%	100%
2022 年	場次數	1,808	1,081	2,087	402	68	5,446
	占比	33.20%	19.85%	38.32%	7.38%	1.25%	100%
2023 年	場次數	2,686	1,272	2,430	671	75	7,134
	占比	37.65%	17.83%	34.06%	9.41%	1.05%	100%
2024 年	場次數	4,247	1,668	3,551	405	73	9,944
	占比	42.71%	16.77%	35.71%	4.07%	0.73%	100%

資料來源：2024年台灣文化內容產業調查報告。

Overall Industry Profile - China's Performing Arts Market



Overall Industry OverviewChina's Performance Market - Large-Scale Commercial Performances



Overall Industry Overview2025 China Performing Arts Market - Large-Scale Concerts

2025年大型演唱会票房热力图



大型演唱会票房TOP10城市

2025年	2024年
上海	上海
北京	北京
杭州	成都
深圳	深圳
南京	杭州
成都	重庆
广州	南京
重庆	武汉
苏州	苏州
贵阳	太原

資料來源：中國演出行業協會 燈塔專業版

China's performance market in the first three quarters of 2026

As of September 2026, over 1,300 large-scale concerts with more than 5,000 attendees have been held nationwide, and the total number is expected to exceed 2,600 for the year, representing a year-on-year increase of approximately 13.06%, with the market size potentially exceeding 100 billion yuan.

The concert market in 2026 will exhibit two significant characteristics:

1. Increased polarization: Top artists will see sold-out shows; mid-to-lower-tier artists may face cancellations or postponements. Approximately 20% of top artists contribute 80% of the ticket revenue. The trend in concerts is that top artists will receive more resources and higher ticket prices, creating a "survival of the fittest" situation; mid-to-lower-tier artists will face more severe market competition, and some projects may be forced to be cancelled or transformed. Price stratification will also become more pronounced: high-priced tickets for top artists will continue, while ticket prices for mid-to-lower-tier artists may see a decline.
2. A concentrated surge in nostalgia: Artists from the memories of those born in the 70s and 80s, such as Xu Huaiyu, Meng Tingwei, and Wang Xinling, will make a concentrated "comeback" performance. To cater to diverse audience needs, the "nostalgia wave" will continue, with tours by artists from the 70s and 80s becoming a new growth driver for the concert market.

For artists, concerts are not only a stage for musical performances but also crucial channels for monetizing commercial value and maintaining fan relationships. The concert market is evolving from a single form of entertainment consumption to a comprehensive consumption system encompassing "food, clothing, housing, transportation, tourism, shopping, and entertainment."

Operation performance

The background image is a dark, atmospheric photograph of a concert stage. In the center, a stage is illuminated by several bright blue spotlights that create a hazy, ethereal glow. A large, dense crowd of people is visible in the foreground, their silhouettes dark against the stage lights. The overall mood is one of a high-energy, professional performance.

2026年專場作品

- 劉若英「飛行日」世界巡迴演唱會
- 周深「深深的」世界巡迴演唱會
- 李榮浩「黑馬」世界巡迴演唱會
- 張靚穎「追」世界巡迴演唱會
- 李宇春 皇后與夢想 巡迴演唱會
- F♦FOREVER恆星之城巡迴演唱會
- 任賢齊「齊跡」世界巡迴演唱會
- 孫燕姿《就在日落以後》世界巡迴演唱
- 李宗盛「有歌之年」世界巡迴演唱會
- 丁噹「夜遊」巡迴演唱會
- 周華健少年的奇幻之旅世界巡迴演唱會
- 王源《宇宙超級無敵大狂歡》巡迴演唱會
- 陸虎「像你這樣的朋友」巡迴演唱會
- A-Lin 歌跡Journey世界巡迴演唱會
- 光良「今晚 我不孤獨」巡迴演唱會
- 理想混蛋「不是因為天氣晴朗才見面」演唱會



2026年專場作品

- TizzyT《流行》巡迴演唱會
- 王俊凱「當潮汐漫溢」巡迴演唱會
- 許嵩「安泊猜想」巡迴演唱會
- 邱鋒澤「Bend The Lines」演唱會
- 蕭景鴻「以我為名」演唱會
- 蕭秉治《活著Alive》演唱會
- 派偉俊「BAD IDEA」演唱會
- Mayday「回到那一天」世界巡迴演唱會
- 陶喆 Soul Power II PLUS世界巡迴演唱會
- 劉芯妤 Roselyn 20Hz : Shine with Starlight
- Energy「全面進擊」演唱會台北小巨蛋
- 宇宙人【Dear You】巡回演唱會
- 曹格【打開耳朵聽我說】巡迴演唱會
- 伍思凱【好久不見】演唱會
- 拍謝少年《噪音特區》演唱會
- 告五人《在這裡》世界巡迴演唱會



2026年專場硬體

- 劉若英「飛行日」世界巡迴演唱會
- 李榮浩「黑馬」世界巡迴演唱會
- F◆FOREVER恆星之城巡迴演唱會
- 孫燕姿《就在日落以後》世界巡迴演唱
- 李宗盛「有歌之年」世界巡迴演唱會
- 丁噹「夜遊」巡迴演唱會
- 周華健少年的奇幻之旅世界巡迴演唱會
- A-Lin 歌跡Journey世界巡迴演唱會
- 光良「今晚 我不孤獨」巡迴演唱會
- 理想混蛋「不是因為天氣晴朗才見面」演唱會
- 蕭景鴻「以我為名」演唱會
- 蕭秉治《活著Alive》演唱會
- 派偉俊「BAD IDEA」演唱會
- Mayday「回到那一天」世界巡迴演唱會
- 陶喆 Soul Power II PLUS世界巡迴演唱會
- Vaundy ASIA ARENA TOUR 2026 "HORO" IN TAIPEI
- 潘越雲「坐看雲起時」演唱會
- Stray Kids World Tour <RUN IT TAIPEI>
- Fujii Kaze Prema World Tour In Kaohsiung
- Mr.Children Tour 2026 "Saturday in the park"



2026年專場硬體

- Energy 「全面進擊」演唱會-台北小巨蛋
- 頑童 OGS台中洲際演唱會-台中洲際及高雄巨蛋
- 西城男孩 A GALA EVENING-高流
- OneRepublic LIVE-台北小巨蛋
- i-dle WORLD TOUR -台北大巨蛋
- Novelbright高雄演唱會-高流
- King Gnu Tour-台北小巨蛋
- TREASURE TOUR-林口體育館
- 鄧紫棋 I AM GLORIA 演唱會-台北大巨蛋
- ONE OK ROCK Tour-台北大巨蛋
- EXO PLANET #6 -台北小巨蛋
- 動力火車《一路向前》巡迴演唱會-台北小巨蛋
- Fromis_9 [TOMORROW GLOW.]@TICC
- T-ARA Fancon 2026@高流
- Tiffany Young 演唱會@台大
- INFINITE FANMEETING@林口
- T.O.P PRE-STUDIO巡迴@林口及高雄巨蛋
- PLAVE [KEEP IT MANIC]巡迴@高雄及林口
- AHOF : THE FIRST SPARK@TICC
- 洪榮宏《舊情綿綿》演唱會@TICC



2026年專場硬體

- 2026 MIXPOP CONCERT 演唱會@高流
- EXID [EXID: EXtra ID] @TICC
- IRENE [I-WILL] 巡迴演唱會@台大
- N.Flying FAN CONCERT@台大體育館
- 2026 K-WONDER 拼盤演唱會@林口
- 蔡健雅 除此之外Into The B-Sides演唱會」-高流
- EPEX 4th CONCERT 〈ECHO〉@WESTAR
- 「喬山五十·動轉未來」慈善演唱會@台北大巨蛋
- CHEN《Arcadia》演唱會@TICC
- 炎亞綸《Ikigai》巡迴演唱會@高流
- Atarayo ASIA TOUR 2026in TAIPEI
- Aespa SYNK : COMPLAeXITY In Taipei
- BTS WORLD TOUR 'ARIRANG' IN KAOHSIUNG
- ON FIRE DAY 2026 滅火器演唱會
- LiVE is Smile Always ~ 15 ~ in Taipei
- DONGHAE巡迴演唱會@高流
- iKON FOUEREVER 演唱會@北流
- 朴志訓演唱會@TICC
- 鄧麗君紀念音樂會@高流
- 告五人《在這裡》世界巡迴演唱會
- 魏如萱《怪奇的珍珠》演唱會@台北小巨蛋



2026年活動專場

- 2026 觀光節慶祝大會頒獎典禮
- 第二屆臺北戲劇獎頒獎典禮
- 「台電80周年」慶祝大會
- IASDR國際研討會表演活動
- 台灣燈會在嘉義智慧城市燈區
- 新一代設計展暨金點新秀頒獎典禮
- 新北三鶯文化展演活動規劃與執行
- 滙豐銀行 YEAR END PARTY
- 臺灣文博會記者會暨開幕
- 放視大賞開幕暨頒獎典禮
- 台灣設計展開幕典禮
- 中華民國各界慶祝115年國慶晚會
- 第三屆教科書設計獎頒獎典禮
- 『新世代運動』宿舍展覽開幕活動
- 國際扶輪年會
- 台東博覽會光雕
- 台肥80周年智慧科技展
- 信義房屋45周年運動會
- 南山人壽115年度榮譽會頒獎典禮暨晚宴
- 信義年會暨歡聚會
- 臺灣花卉科技展



2026年活動硬體

- 2026台肥冬日感恩祭
- 第22屆憶師恩法會
- 花蓮原民演唱會@東大門廣場
- 第63屆金馬獎頒獎典禮@北流
- 台北時裝週@北流
- 第37屆傳藝金曲獎頒獎典禮
- 第61屆金鐘獎頒獎典禮
- 第37屆金曲獎頒獎典禮
- NVIDIA Computex keynote 2026@北流
- Hito流行音樂頒獎典禮
- 屏東三大日音樂節@屏東
- 北士科 成果發表會@北士科 T17-T18
- 紅白藝能大賞@台北小巨蛋
- 「喬山五十·動轉未來」慈善演唱會@大巨蛋
- 第二屆蘋果愛美獎
- 葡眾表揚大會巡迴-高雄.台北
- 「2026斯巴達競賽-淡水」
- 新北市綠生活音樂節
- 打狗祭巡迴活動



2026年活動硬體

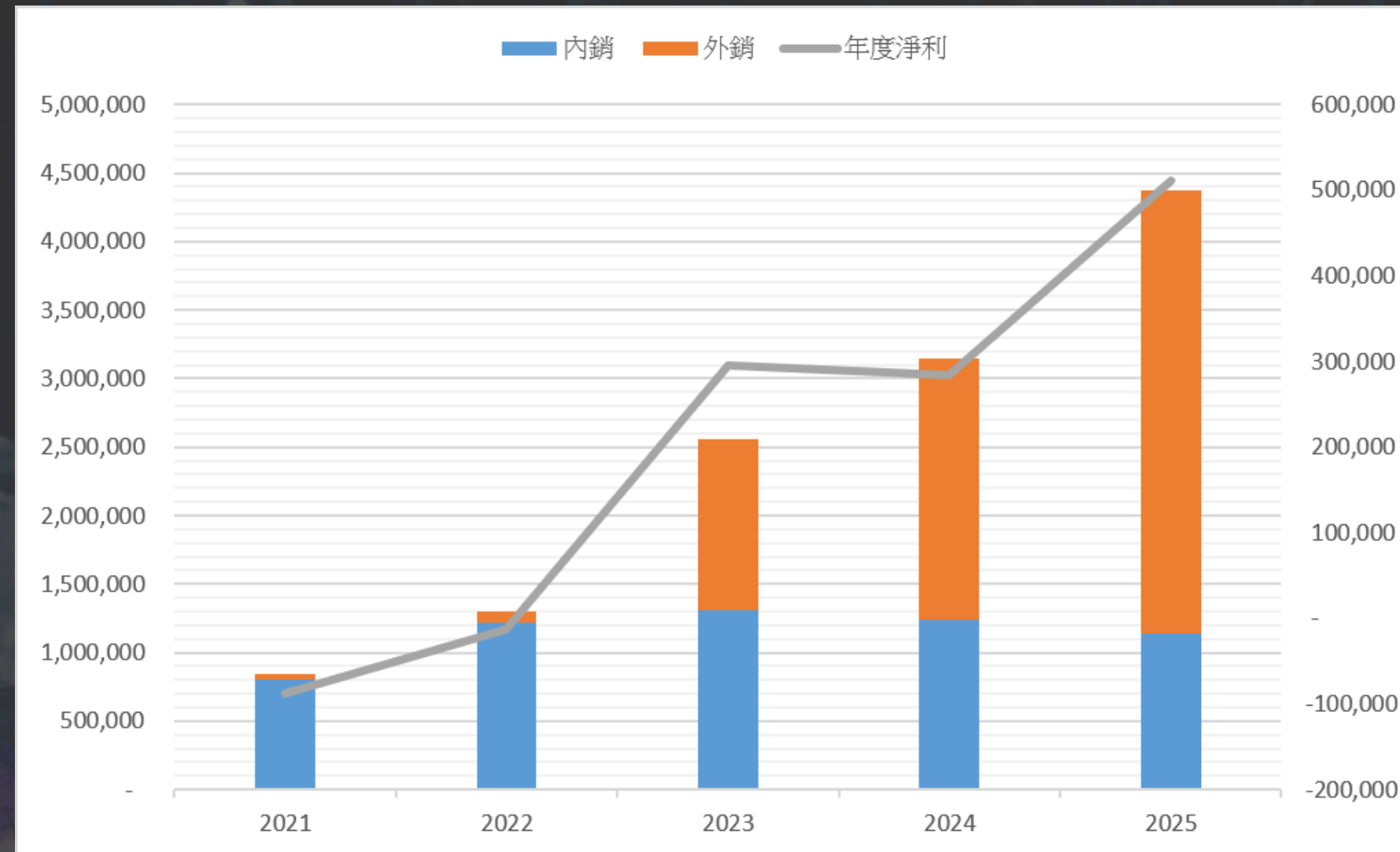
- 「2026 捷運盃街舞大賽」
- TPBL夢想家冠軍賽@台中洲際小蛋
- TPBL夢想家季後賽@台中洲際小蛋
- TPBL台新戰神例行賽
- 高雄啤酒節@高雄夢時代
- 115年全民運動會開幕典禮暨選手之夜
- 高雄櫻花季@高雄夢時代廣場
- 統一愛Sharing系列活動-台南聖誕樹
- 「2026亞洲小動物獸醫師年會」
- 第二十八屆台北電影節頒獎典禮@台北中山堂
- 國立台灣科學實驗高中揭幕儀式
- 火星計畫演說@台北小巨蛋
- 《東！帶我走》出發吧 來台東唱@台東
- 2026 第十八屆聽咱的歌看咱的影@北流
- 未來趴@高流
- open!大氣球遊行@高雄夢時代
- 新北耶誕演唱會@新北市府廣場



Financial overview



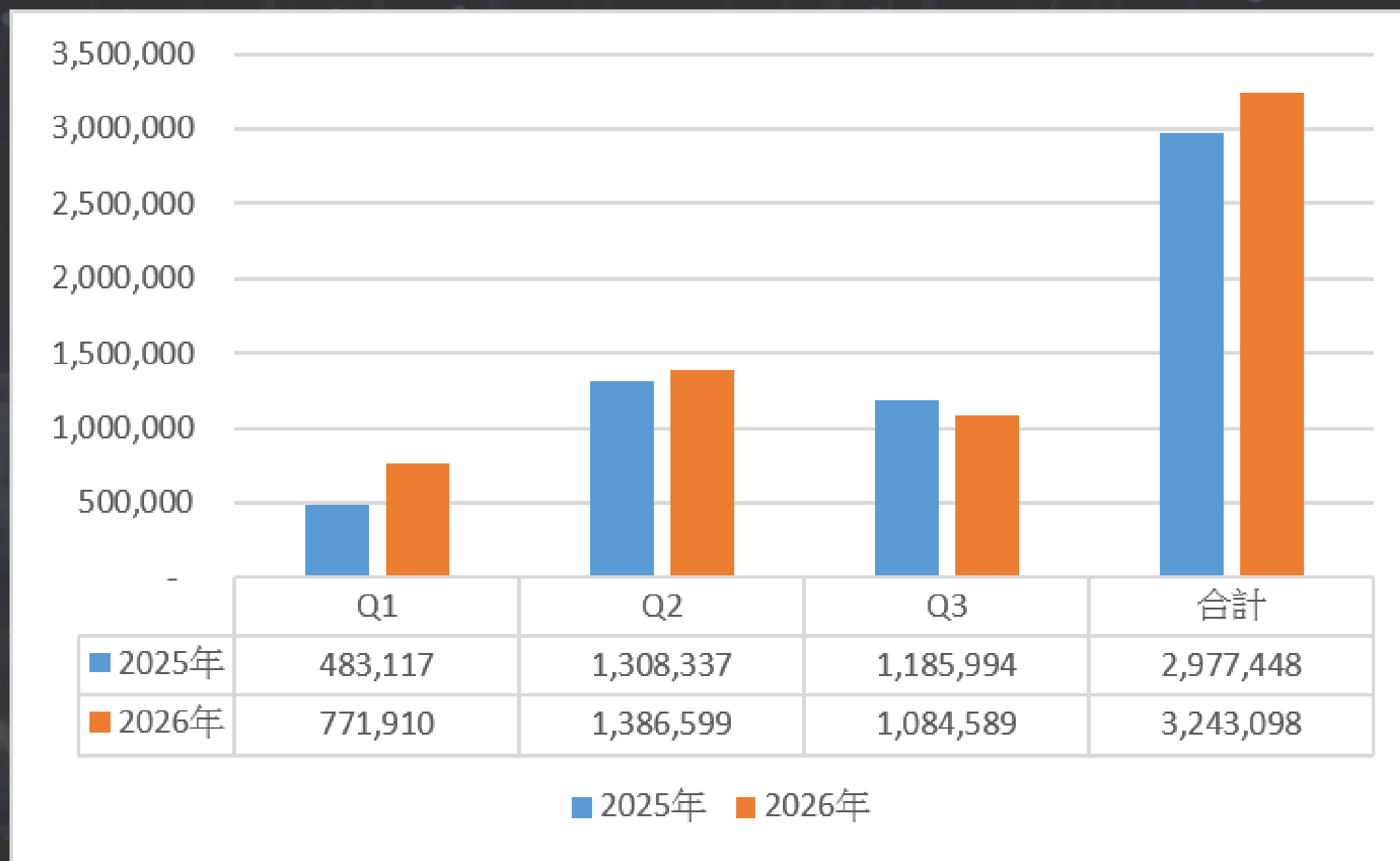
Revenue and Profit



	2021 (pinyin)	2022	2023	2024	2025
REVENUE	838,370	1,302,644	2,558,560	3,146,147	4,372,964
NET PROFIT	-87,820	-13,764	294,797	284,416	511,021

Revenue and Profit of 2026

UNIT:NTD thousand



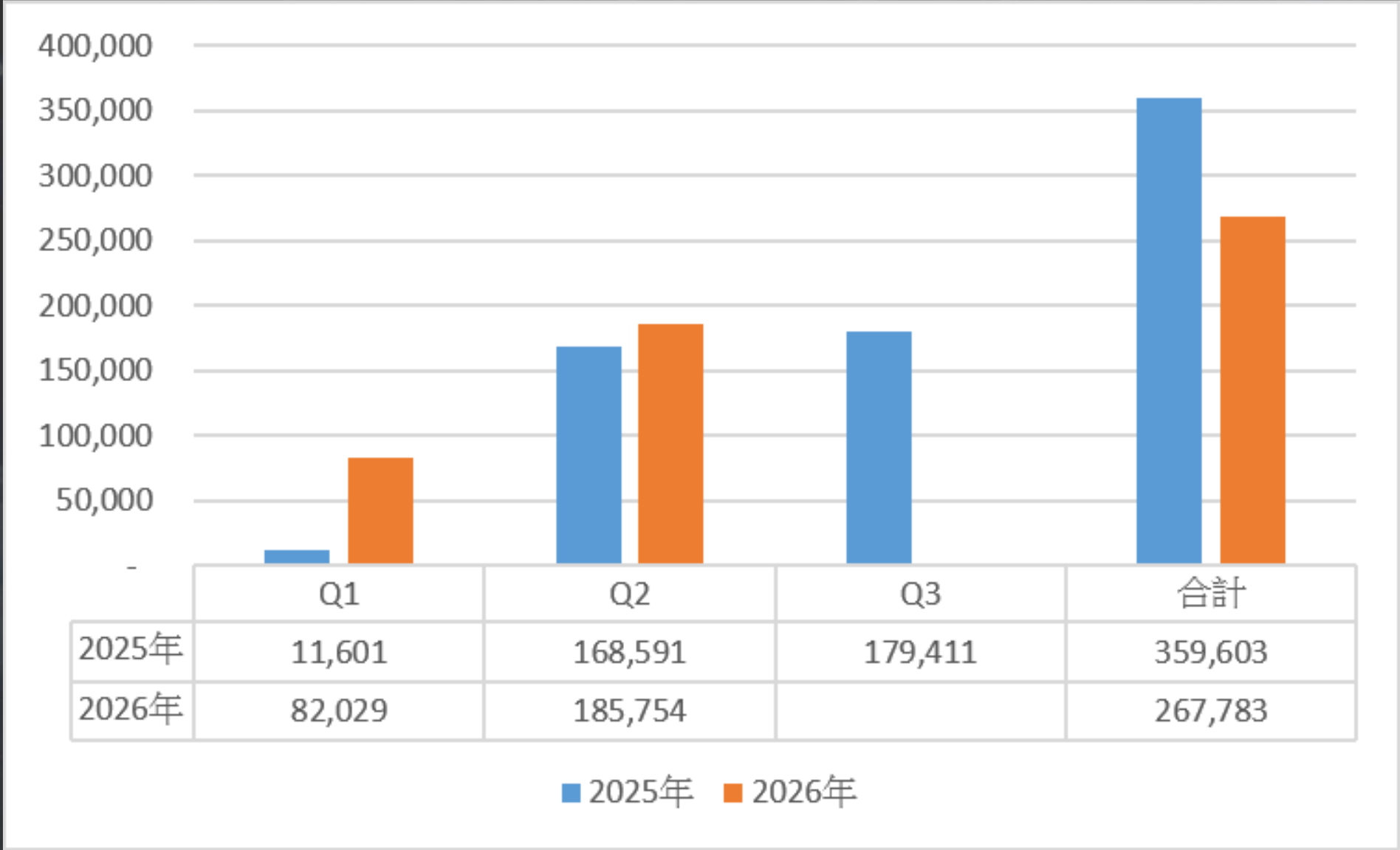
Statement of Comprehensive Income

Unit : NTD thousand

Item	2026 Six months ended June 30	2025 Six months ended June 30	Growth Rate
REVENUE	2,158,509	1,791,454	20.49%
GROSS PROFIT	517,114	300,331	
GROSS PROFIT RATIO	23.96%	16.76%	
OPERATING EXPENSES	139,014	111,622	
PROFIT FROM OPERATIONS	378,100	188,709	
Operating Profit Ratio	17.52%	10.53%	
NET PROFIT	267,783	137,702	94.47%
BASIC EARNINGS PER SHARE	4.63	3.34	38.62%

Quarterly profit of 2026

Unit : NTD thousand



	Q1	Q2	Q3	Q4	Full year
2025	0.23	3.17	3.1	2.63	9.13
2026	1.42	3.21	x	y	4.63+x+y

Future prospect



Core development and potential

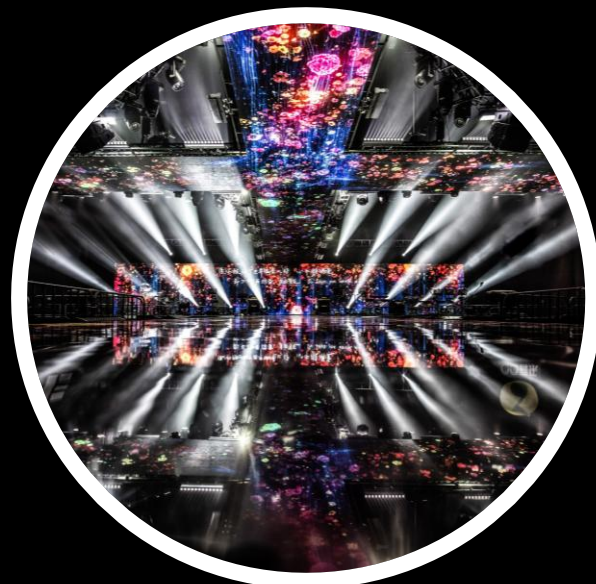
In response to change, we upgrade and evolve, then create infinite possibility



Large-scale
event planning



Live events
organization



Overseas business
expansion



Technology upgrade

