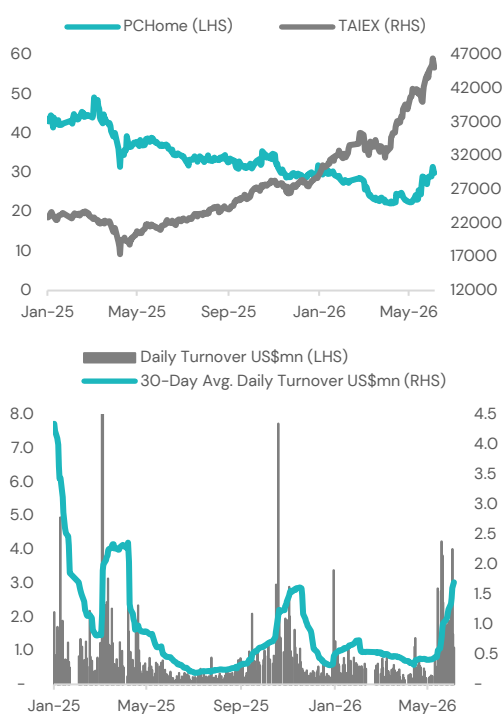


2026/06/07
TruePulse Equity Research
research@truepulsecapital.com

Key Statistics

Ticker:	8044.TW / 8044 TT
Current Price:	TWD 29.90
52-Week Range:	TWD 22.10 - 38.0
Avg. Vol. (30-Day, k share)	1,839.2
Outstanding Shares (MN)	204.8
FINI Holding (%)	5.77
Market Cap (US\$MN)	194.4

Price Performance



Financial Summary

NT\$ mn	2022	2023	2024	2025
Revenue	46,100	41,286	37,563	36,859
Revenue YoY (%)	-5.1	-10.4	-9.0	-1.9
Gross Margin (%)	11.8	12.1	13.0	13.4
OP Margin(%)	-0.1	-1.2	-0.9	-1.4
Net Profit	-53	-660	-576	-921
Net Profit YoY (%)	-	-1,150	12.7	-59.7
Net Margin(%)	-0.1	-1.6	-1.5	-2.5
EPS (NT\$)	-0.41	-5.01	-4.08	-4.62
BPS (NT\$)	49.4	46.0	40.9	33.0
ROE (%)	-0.8	-10.3	-9.4	-14.8
Yield (%)	-	-	-	-
P/E (x)	-	-	-	-
P/B (x)	1.1	1.0	1.1	1.0
P/S (x)	0.2	0.1	0.2	0.2
EV/EBITDA (x)	13.8	30.5	28.3	42.9

PChome Online

Turnaround Signals Emerging; Ecosystem Value Yet to Be Reassessed

Company Overview

PChome Online is one of Taiwan's leading e-commerce and digital consumer platforms, with businesses spanning B2C e-commerce, marketplace operations, FinTech, logistics, and retail media. Its flagship PChome 24h Shopping has a long-standing position in Taiwan's 3C category, supported by supplier relationships and fulfillment capabilities. Through 21st FinTech, the group has expanded into BNPL, payment gateway, Pi Wallet, and merchant services. With Uni-President as a strategic shareholder, PChome is gradually evolving from an online retailer into a broader digital consumer platform integrating e-commerce, FinTech, logistics, and retail ecosystem resources.

Key Points

Operating Turnaround Begins to Emerge: PChome reported 1Q26 revenue of NT\$9.59bn, up 7.1% YoY, with gross margin improving to 15.4% from 13.2% a year ago. Consolidated operating profit turned positive at NT\$79mn, versus a loss of NT\$95mn in 1Q25, while pre-tax profit also recovered to NT\$41mn. Although the group still reported a net loss of NT\$19mn and EPS of -NT\$0.39, losses narrowed meaningfully. We view the quarter as an important milestone, as PChome has moved back above operating and pre-tax breakeven, making the turnaround path more visible.

B2C Losses Narrow as 3C Moat Holds: B2C revenue reached NT\$8.54bn in 1Q26, up 4.6% YoY, while operating loss narrowed to NT\$104mn from NT\$193mn a year ago. Adjusted EBITDA also turned positive at NT\$56mn, marking an important milestone for the core platform. The 3C category remained the key growth driver, with revenue up 8.8% YoY and contribution rising to 71.7% of B2C revenue. Amid rising AI hardware demand and tighter supply conditions, PChome's long-standing supplier relationships and procurement scale continue to support product availability and margin resilience, reinforcing its positioning as a key platform for new 3C product launches.

Uni-President Ecosystem Adds OMO Leverage: PChome continues to deepen OMO initiatives through uniopen membership integration and OPENPOINT redemption, linking Uni-President's (1216 TT) offline consumer touchpoints with PChome's online platform. We believe Uni-President's strategic value extends beyond capital support, with potential upside from member access, loyalty points, retail channels, and higher-frequency consumption scenarios. Together with Express Pickup, double-digit growth in 3PL revenue, and RMN advertising, PChome is building additional monetization streams beyond pure merchandise sales. Over time, this could help improve traffic quality, member retention, and the group's exposure to non-3C daily consumption categories.

FinTech Profit Engine Supports Re-rating: 21st FinTech remained the group's key profit engine in 1Q26, with revenue rising 53.1% YoY to NT\$807mn and operating profit increasing 75.8% YoY to NT\$218mn. While PChome is still largely viewed as a loss-making e-commerce platform, its earnings profile is increasingly shifting toward a dual-engine model driven by B2C recovery and FinTech profitability. Recent share price strength in momo.com (8454 TT) also suggests Taiwan e-commerce platforms can regain market attention when earnings visibility and capital market signals improve. If PChome continues to validate B2C loss reduction, FinTech profit growth, and Uni-President ecosystem execution, its valuation framework could gradually shift toward a digital consumer and FinTech platform model.

PChome 1Q26 Earnings Takeaways

Early Signs of Turnaround After Years of Restructuring

1Q26 marked an important inflection point for PChome after several years of operational restructuring and resource reallocation. The company returned to positive operating profit and pre-tax profit at the consolidated level, while losses in the core B2C e-commerce business narrowed meaningfully. At the same time, the FinTech business continued to scale rapidly and has become the group's most important profit contributor.

In our view, the most important takeaway from the latest earnings call was not simply the improvement in quarterly earnings, but the fact that PChome's multi-year efforts in operating efficiency, supply chain optimization, OMO development, and FinTech expansion are beginning to show through in reported financial results. With the core e-commerce business stabilizing, FinTech profit contribution expanding, and Uni-President ecosystem collaboration gradually taking shape, the group's turnaround path appears clearer than in previous years.

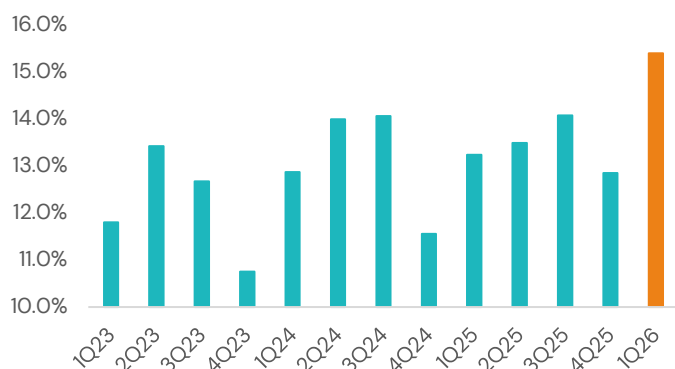
Operating and Pre-Tax Profit Turn Positive

PChome reported 1Q26 consolidated revenue of NT\$9.59bn, up 7.1% YoY, while gross margin improved to 15.4% from 13.2% in 1Q25, reflecting continued improvement in product mix and operating efficiency. Consolidated operating profit turned positive at NT\$79mn, compared with an operating loss of NT\$95mn a year ago, while pre-tax profit also returned to positive territory at NT\$41mn.

Although the group still recorded a small net loss of NT\$19mn and EPS of -NT\$0.39, the loss narrowed significantly from both a YoY and QoQ perspective. Management reiterated that the company will continue focusing on operating efficiency, membership engagement, product differentiation, and resource allocation discipline to further strengthen profitability.

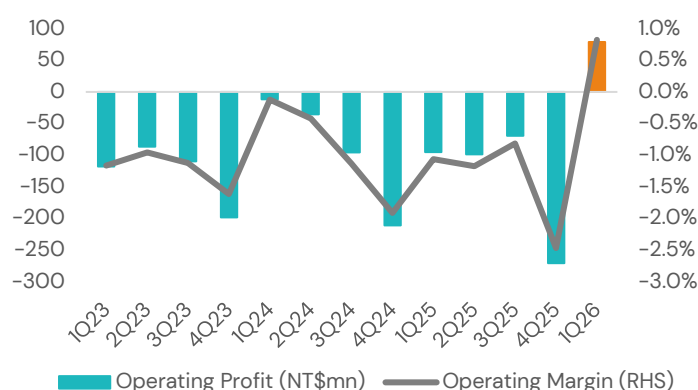
In our view, the key significance of the quarter is that PChome has crossed back above the operating and pre-tax break-even levels. If B2C losses continue to narrow and FinTech maintains its earnings momentum, visibility toward net profit breakeven should gradually improve.

Exhibit 1.1: PChome's Gross Margin Trend



Source: Company Data, TruePulse Equity Research

Exhibit 1.2: PChome's OP Turned Positive in 1Q26



Source: Company Data, TruePulse Equity Research

B2C Losses Narrow Sharply as 3C Moat Remains Intact

The B2C e-commerce business remained the group's largest revenue contributor, with 1Q26 revenue reaching NT\$8.54bn, up 4.6% YoY. While the segment remained loss-making, operating loss narrowed to NT\$104mn from NT\$193mn in 1Q25, representing a meaningful improvement. More importantly, adjusted EBITDA turned positive at NT\$56mn, marking a notable milestone in the profitability recovery of the core platform.

Management attributed the improvement not only to revenue growth, but also to operating structure optimization and better logistics efficiency. B2C operating expenses declined 5.4% YoY, with selling expenses down 5.9% YoY, reflecting tangible benefits from the cost optimization initiatives implemented over the past several quarters.

From a category perspective, 3C remained the key growth driver, with revenue increasing 8.8% YoY and contribution rising to 71.7% of total B2C revenue. Management highlighted that AI-related hardware demand has tightened upstream component supply and created product availability challenges across the market. Against this backdrop, PChome's long-standing supplier relationships and procurement scale have allowed the company to maintain stable supply and reasonable margin levels, reinforcing its positioning as a preferred platform for new 3C product launches.

Uni-President Ecosystem Deepens OMO and Service Revenue Potential

Beyond merchandise sales, PChome has continued to strengthen its OMO strategy to improve membership value, traffic quality, and platform stickiness. Since 4Q25, the company has joined the uniopen membership ecosystem and introduced OPENPOINT redemption on PChome 24h Shopping, enabling consumers to use OPENPOINT for online purchases. This creates a more direct bridge between Uni-President's offline consumer ecosystem and PChome's online platform.

In our view, Uni-President's value as a strategic shareholder goes beyond capital support. The more important implication lies in ecosystem collaboration and consumer scenario expansion. As the partnership gradually extends from equity ownership into membership, loyalty points, retail channels, and consumption touchpoints, PChome could potentially strengthen its exposure to higher-frequency daily consumption categories and improve its competitiveness beyond 3C.

This is particularly relevant given PChome's current category structure. In 1Q26, 3C accounted for 71.7% of B2C revenue and grew 8.8% YoY, while non-3C revenue still declined 4.7% YoY. Uni-President's resources across food, beverage, convenience stores, loyalty points, and offline consumer traffic could provide meaningful strategic support as PChome looks to expand non-3C categories, increase purchase frequency, and deepen OMO services.

In addition, PChome 24h x 7-Eleven's collab "Express Delivery" continued to deliver strong service reliability during peak logistics periods, supporting user engagement and repeat purchases. Meanwhile, third-party logistics and Retail Media Network advertising revenue both delivered double-digit YoY growth. These service-based revenue streams suggest PChome is gradually building more monetization channels from logistics, advertising, membership operations, and ecosystem partnerships, improving the resilience of its overall business model.

FinTech Becomes the Group's Core Profit Engine

FinTech remained the strongest growth driver for the group in 1Q26. 21st FinTech revenue reached NT\$807mn, up 53.1% YoY, supported by continued expansion in BNPL and the consolidation of Japanese payment company Payment for from 4Q25.

From a profitability perspective, the FinTech segment generated operating profit of NT\$218mn, up 75.8% YoY, making it the most profitable business within the group and a key driver of consolidated earnings improvement. Reported net profit for 21st FinTech declined to NT\$126mn from NT\$188mn a year ago. However, management noted that the prior-year figure included approximately NT\$87mn of one-off FX gains. Excluding this non-recurring item,

underlying net profit increased from approximately NT\$101mn to NT\$126mn, indicating continued healthy growth in the core business.

Management also emphasized the growing synergy between FinTech and the core e-commerce business. BNPL installment offerings support sales of higher-ticket 3C products, while Pi Wallet, payment gateway, and other merchant services continue to deepen integration across the PChome ecosystem.

Market Still Values PChome Through a Legacy E-Commerce Lens

On the balance sheet, increases in accounts receivable, long-term receivables, and other current liabilities primarily reflected the expansion of the FinTech business and the consolidation impact from Payment for, rather than deterioration in the underlying health of the core e-commerce business. Cash and cash equivalents reached NT\$4.27bn at quarter-end, up from NT\$3.53bn a year ago, suggesting liquidity remains adequate.

In our view, the key message from 1Q26 is not simply that operating profit turned positive, but that PChome's earnings mix is gradually shifting from a single e-commerce platform model toward a dual-engine structure driven by e-commerce recovery and FinTech profitability. For the past several years, market perception has largely focused on competitive pressure and profitability challenges in the core B2C business. However, the latest results suggest that FinTech has already become the group's most important profit source, while OMO, membership economics, logistics services, and retail media are beginning to provide additional growth optionality.

Uni-President's strategic shareholder role could also become an important factor in how the market reassesses PChome. If collaboration expands beyond loyalty point redemption and membership traffic into product supply, logistics pickup, payment services, and offline consumption scenarios, PChome's positioning could gradually move beyond that of a traditional online retailer toward a broader digital consumer platform combining e-commerce, FinTech, and offline retail ecosystem resources.

Management has not provided a specific timeline for achieving positive net income. However, with B2C losses narrowing, FinTech profit contribution expanding, and Uni-President ecosystem collaboration deepening, PChome's turnaround direction is becoming clearer. Recent share price strength in momo.com has been partly supported by stronger capital market signals from management and local institutional investors buying following inclusion in high-dividend ETF constituents. While PChome and momo differ in fundamentals and investor structure, the case highlights that Taiwan e-commerce platforms can still regain market attention. If PChome continues to validate its operational turnaround, its valuation framework could gradually shift from "loss-making e-commerce" toward a digital consumer ecosystem and FinTech platform model.

Income Statement

NT\$m	2022	2023	2024	2025
Net Sales	46,100	41,286	37,563	36,858
COGS	40,660	36,309	32,676	31,927
Realized profit (loss) from sales	0	0	0	0
Gross Profit	5,440	4,978	4,887	4,932
Selling Expenses	3,860	3,764	3,426	3,403
G&A Expenses	743	716	740	995
R&D Expenses	639	567	530	553
Other Operating Expenses	259	444	545	515
Operating Profit	-60	-513	-354	-534
EBITDA	798	506	564	349
Net Interest Income (Expenses)	-4	-97	-105	-56
Other, Net	-11	112	128	86
EBT Excl. Unusual Items	-76	-498	-331	-504
Gain (Loss) on Sales of Investments	140	-5	-1	11
Gain (Loss) on Sale of Assets	2	7	1	-87
Gain (Loss) on FX	24	12	3	-61
Other Unusual Items, Total	168	19	15	-1
EBT Incl. Unusual Items	257	-464	-313	-642
Income Tax Expense	213	64	116	173
Earnings from Cont. Ops.	44	-528	-428	-815
Discontinued Operations	0	0	0	0
Net Income to Company	44	-528	-428	-815
Minority Interest	96	132	148	106
Net Income to Parent	-53	-660	-576	-921
EPS (NT\$)	-0.41	-5.01	-4.08	-4.62

Source: Company Data, TEJ TruePulse Equity Research

Balance Sheet

NT\$m	2022	2023	2024	2025
Cash & Equivalent	6,850	4,263	3,580	4,132
Trading Asset Securities	0	0	0	0
Short-Term Investment	9	0	0	1,169
AR & NR	3,324	3,379	3,226	4,389
Inventories	1,983	1,753	2,151	1,711
Prepaid Expenses	0	0	0	0
Other Current Assets	2,941	3,203	2,679	5,130
Total Current Assets	15,106	12,598	11,637	16,531
Long-term Investment	1,422	1,799	1,792	1,462
Total property plant and equipment	3,149	6,110	5,693	5,046
Goodwill	5,011	5,011	5,011	6,838
Other intangibles	796	691	673	956
Other Non-Current Assets	1,107	1,246	1,630	2,083
Total Assets	26,592	27,456	26,436	32,915
AP & NP	3,925	3,171	3,139	3,182
Accrued Expenses	4,273	3,715	3,546	7,841
Other Current Liabilities	629	520	428	409
Total Current Liabilities (excl. ST Debt)	8,828	7,406	7,113	11,433
Working Capital Revolver (ST Debt)	5,350	3,935	4,844	5,191
Total Debt (excl. Working Capital Revolver+incl. LT Debt within 1 yr)	3,717	7,445	6,337	6,578
Other Liabilities	258	117	135	980
Total Liabilities	18,152	18,902	18,427	24,182
Total Common Equity	6,378	6,497	5,770	6,697
Common Stock	1,282	1,440	1,440	2,056
Capital Reserve	2,600	3,115	3,115	4,965
Retained Earnings	149	-504	-571	-1,489
Other Adjusted Items	2,347	2,447	1,787	1,164
Total Preferred Equity	0	0	0	0
Minority Interest	2,062	2,056	2,238	2,036
Total Equity	8,440	8,553	8,009	8,734

Source: Company Data, TEJ TruePulse Equity Research

Statement of Cashflow

NT\$m	2022	2023	2024	2025
Net Income	-53	-660	-576	-921
Minority Interest	96	132	148	106
D & A, Total	859	1,019	918	884
Amortization of Deferred Charges	0	0	0	0
Change in Net Operating Assets	-1,531	-1,772	-763	-1,852
Other Non-Cash Items, Total	-128	338	538	759
Other Non-Cash Items, Total (incl. minority profit)	-31	470	686	865
Cash Flow-Operating	-756	-944	265	-1,024
Capital Expenditure	-256	-846	-632	-48
Sales of PP&E	4	12	6	1
Other Investing Activities	-1,496	-489	-98	-2,211
Cash Flow-Investment	-1,748	-1,324	-724	-2,258
Issue/(Retire) of Debt	1,356	-847	-215	1,062
Bank Revolver Draw/(Paydown)	1,099	-407	-436	1,606
LT Debt (Paydown)	257	-440	221	-545
Issue/(Retire) of Common Equity	-133	639	0	2,468
Issue/(Retire) of Preferred Equity	0	0	0	0
Cash dividends paid	-64	0	0	0
Other Financing Activities	48	-104	-2	178
Increase (decrease) in Minority	0	0	0	0
Cash Flow-Financing	1,208	-313	-218	3,708
Foreign Exchange Effects	-1	-6	-7	125
Change in Cash Flow	-1,297	-2,586	-683	552
Beginning Cash	8,147	6,850	4,263	3,580
Ending Cash	6,850	4,263	3,580	4,132

Source: Company Data, TEJ TruePulse Equity Research

Financial Ratios

NT\$m / % / Days	2022	2023	2024	2025
Margins				
Gross margin	11.8%	12.1%	13.0%	13.4%
Op expense ratio	11.9%	13.3%	14.0%	14.8%
Operating margin	-0.1%	-1.2%	-0.9%	-1.4%
EBITDA margin	1.7%	1.2%	1.5%	0.9%
Pretax margin	0.6%	-1.1%	-0.8%	-1.7%
Net margin	-0.1%	-1.6%	-1.5%	-2.5%
Balance sheet ratios				
Receivables	3,324	3,379	3,226	4,389
Inventory	1,983	1,753	2,151	1,711
Payables	3,925	3,171	3,139	3,182
Net working capital	1,382	1,961	2,239	2,918
Receivable days	23.9	29.6	32.1	37.7
Inventory days	16.8	18.8	21.8	22.1
Payable days	35.2	35.7	35.2	36.1
Cash conversion cycle	5.5	12.7	18.7	23.7
Liquidity ratios				
Operating cash flow	-756	-944	265	-1,024
Capex	-256	-846	-632	-48
Free cash flow	-1,013	-1,790	-367	-1,072
Cash & Cash equivalent	6,850	4,263	3,580	4,132
Gross debt	9,066	11,379	11,180	11,769
Net debt	2,208	7,116	7,600	6,468
Gross debt/equity	107%	133%	140%	135%
Net Debt/Equity	26%	83%	95%	74%
Liabilities/Equity	215%	221%	230%	277%
Liabilities/Assets	68%	69%	70%	73%
Return ratios				
ROAE	-0.8%	-10.3%	-9.4%	-14.8%
ROAA	-0.2%	-2.4%	-2.1%	-3.1%

Source: Company Data, TEJ TruePulse Equity Research

Disclaimer

TruePulse Capital Advisory is a corporate and financial advisory firm specializing in capital market solutions. Under the laws and regulations of the Republic of China (Taiwan), TruePulse Capital Advisory is not licensed as a securities broker, securities underwriter, securities dealer, investment bank, underwriter, or securities investment consultant. The articles, research reports, and interviews (collectively, the "Website Materials") are for informational purposes only and should not be construed as an offer, solicitation, provision of analysis, opinions, or recommendations regarding matters relating investment or trading in securities, securities-related products, or other items approved by the Competent Authority in Taiwan.

The content on this website does not constitute professional financial advice and is not a comprehensive analysis of all material facts concerning any company, industry, or security. Investors should consult their own independent financial, tax, and legal advisors before making any investment decisions.

The Website Materials are based on sources recognized by TruePulse Capital Advisory, and provides general and objective information on securities investments. TruePulse Capital Advisory assumes no liability for the accuracy or completeness of such information or third-party websites. This publication is a bona fide, regularly issued informational resource and is not tailored to the specific needs of any individual investor. TruePulse Capital Advisory does not provide personalized investment advice, and any mention of a particular security in this report should not be considered a recommendation of said particular security or any other security-related products.

TruePulse Capital Advisory and its affiliated entities may receive compensation from covered companies for services unrelated to this report, including but not limited to corporate presentations, investor conferences, strategic advisory, and investor relations services. The provision of such ancillary services does not influence the inclusion of any company in TruePulse Capital Advisory's reports.

The Website Materials do not constitute an offer, solicitation, provision of analysis, opinions, or recommendation regarding matters relating to securities, securities-related products, or other items approved by the Competent Authority. TruePulse Capital Advisory assumes no responsibility for ensuring compliance with Taiwan's securities laws by any individual or entities relying on this material.

TruePulse Capital Advisory makes no representation or warranties as to the accuracy, completeness, or timeliness of the information contained in the Website Materials. All information is provided on an "as is" basis. And as such, certain information may become outdated and certain opinions may change. TruePulse Capital Advisory assumes no liability for any direct or indirect losses, including but not limited to investment losses, arising from the use or reliance on the information presented.

All investment information contained herein should be independently verified by the reader or user of this report. For additional information, please visit TruePulse Capital Advisory's official website: <https://www.truepulsecapital.com>