2024 Investor Conference

REXON INDUSTRIAL CORP., LTD.

/ Stock Symbol：1515

Outline

/ 01 Company Introduction

/ 02 Business Achievements

/ 03 Future Prospects

REXON

COMPANY INTRODUCTION

Overview

Foundation Date

1973/04/30

Capital

$56.88M USD

Employee

1,000

Listed Date

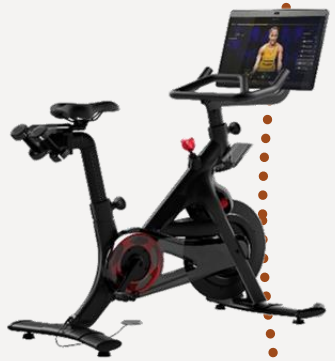
1995/02/04

Headquarter

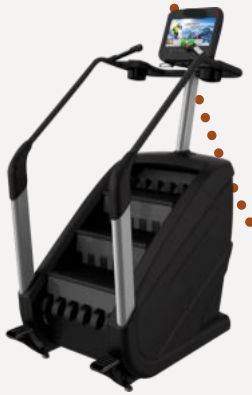
Chairman **Rex Wang**

No. 261, Jen Hwa Road,
Tali, Taichung 41279,Taiwan

Major Products

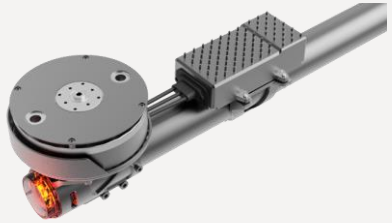


FITNESS EQUIPMENT



POWER TOOLS

LOW-CARBON NEW PRODUCT



REXON

Best Partner

DEWALT

StanleyBlack&Decker

PRECOR

CRAFTSMAN

HILTI

RYOBI

BOSCH

PELOTON

LifeFitness

TRUE

TECHNOGYM

PORTER CABLE

FREEMOTION

HiKOKI

Milwaukee

metabo HPT

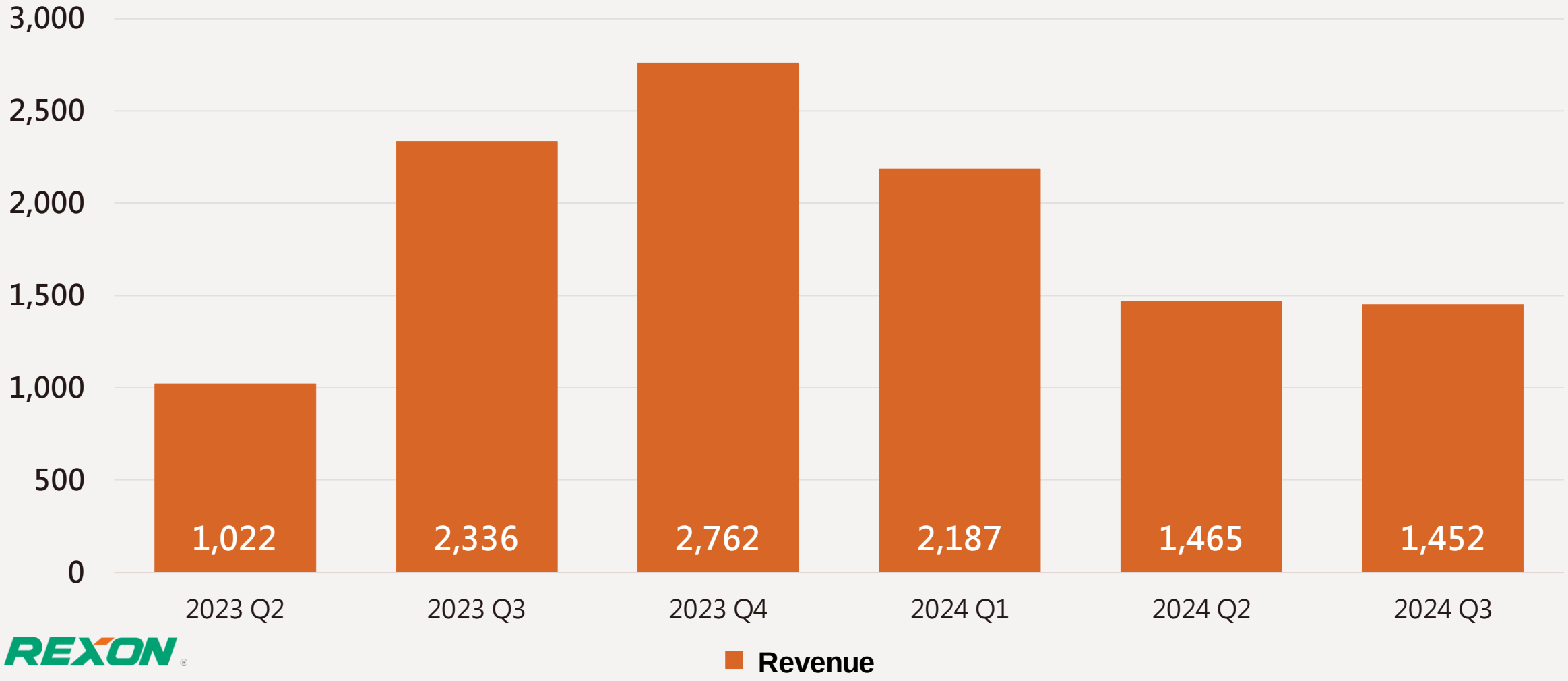
KOBALT

REXON

BUSINESS ACHIEVEMENTS

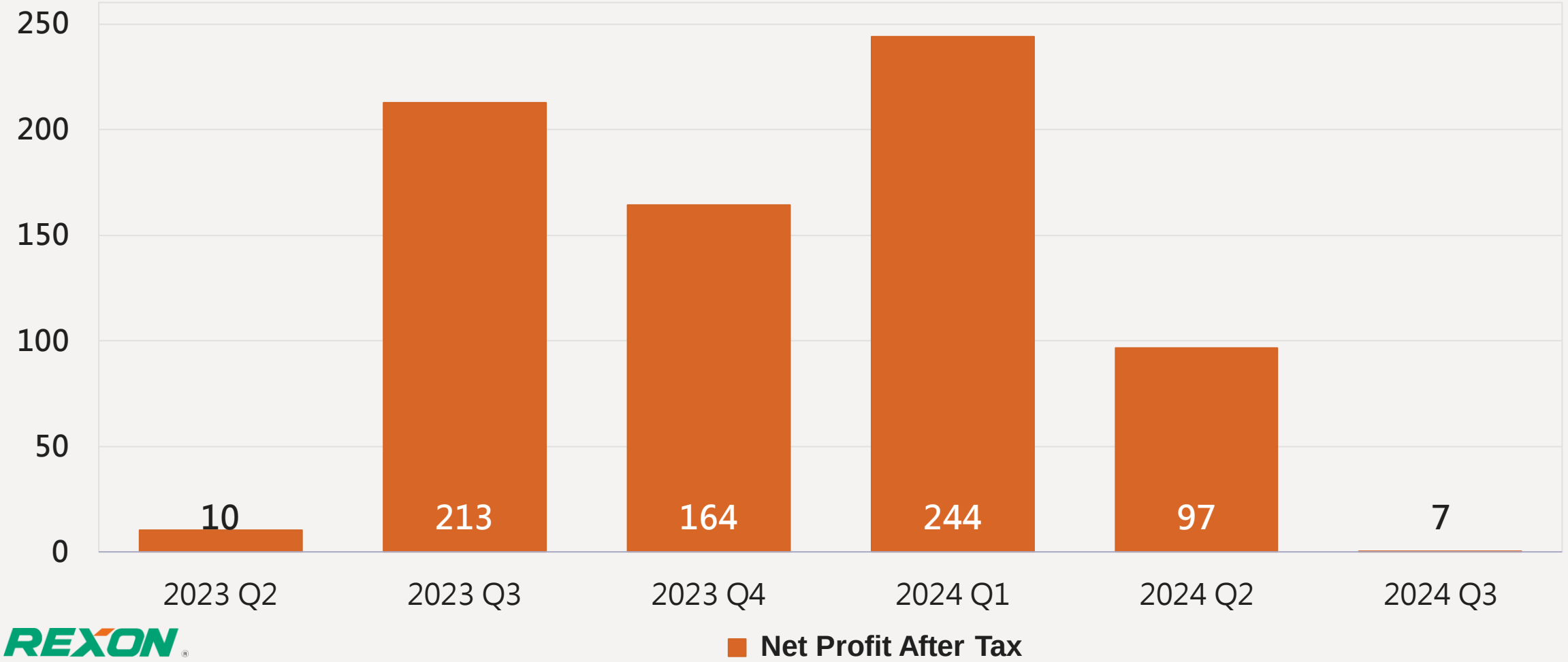
Revenue

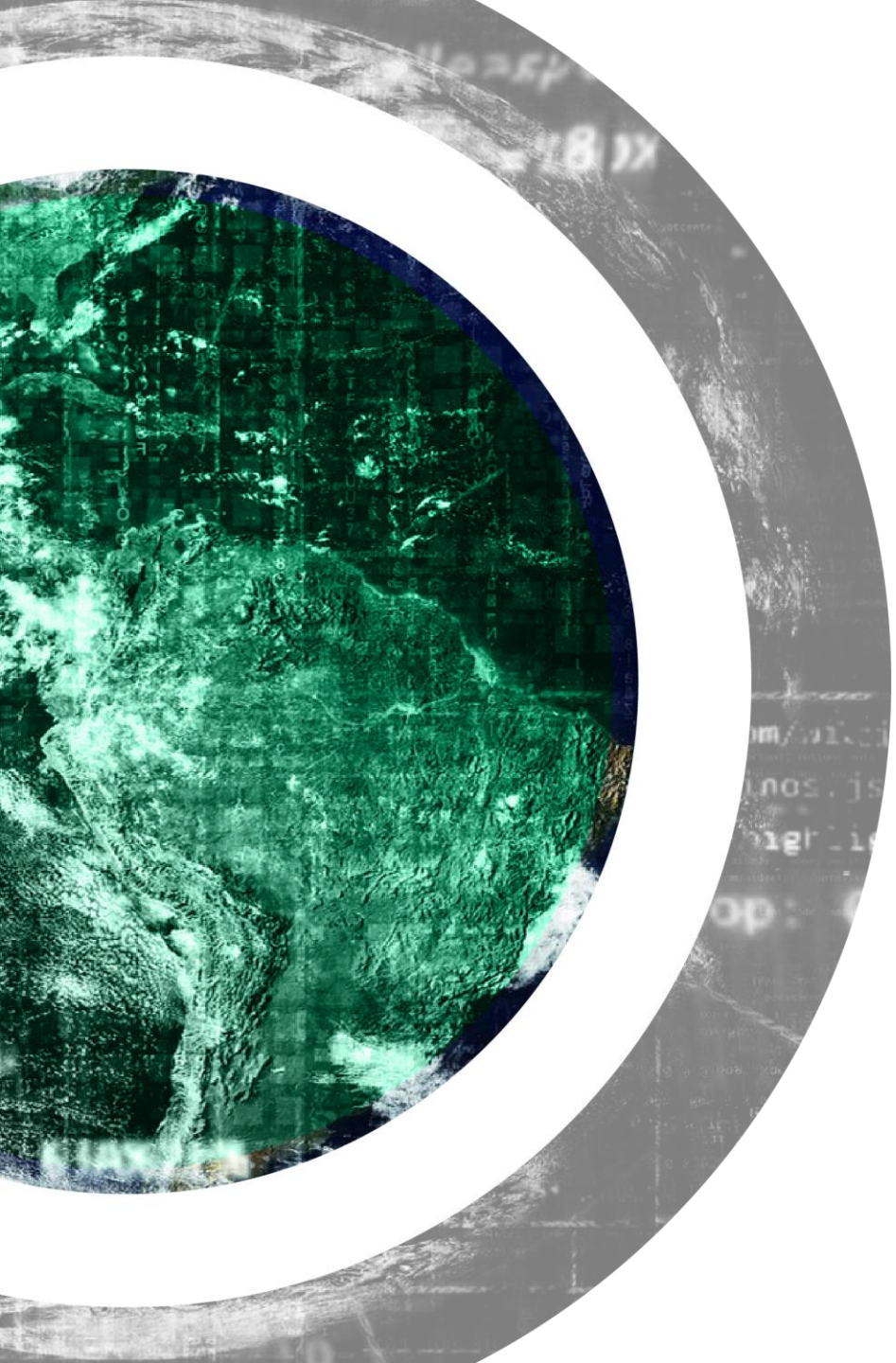
Unit：Million NTD



Profitability

Unit：Million NTD





FUTURE PROSPECTS

Power Tool

Current Status

1. North America is a mature and stable market, benefiting in the short term from increased demand due to hurricanes.
2. Inflation has led to a decrease in disposable income, which has delayed demand from the DIY crowd.
3. The tariff policy between China and the U.S. is 25% + 10%.

Future Plan

1. Align with customer needs and accelerate model development
2. Thailand JV factory enhances sourcing diversity and cost competitiveness.

REXON

Fitness Equipment

Current Status

1. The Trends in sports and Fitness remain unchanged.
2. After the pandemic restrictions were lifted, inventory clearance is underway, and the commercial series is starting to recover.
3. The consumer series is still affected by inflation.
4. The strength training market is gradually growing.

Future Plan

1. Actively collaborate with commercial clients on Fitness equipment development projects
2. Development of strength training products.

REXON

New Business

Current Status

Future Plan

E-Bike & E-Cargo

1. The market is still in the process of clearing inventory.
2. E-Cargo products have a high exposure rate at European exhibitions and are gradually becoming a trend.

1. Motors are the focus of development, driving the competitive advantage of E-Cargo through power efficiency.
2. Collaborating with Taiwanese bicycle strategic partners.

Drones

1. The overall demand is high, and the market and specifications are being integrated.
2. There is significant growth potential, but regulations in various countries are gradually being established, and the application development is ongoing.

1. Entering the Market in collaboration with strategic partners.
2. Customer samples have already started to be submitted.

REXON

REXON

THANK YOU