

The image features a large yellow circle at the top containing the '55688' logo and the tagline 'Make Your Life Easier'. Below this, a grey arc connects five smaller colored circles, each representing a different service: an orange circle with a credit card icon, a purple circle with a key icon and the text '55688 代駕 DESIGNATED DRIVER', a blue circle with a document icon and the text 'Ad', a yellow circle with a cat face icon and the text 'iLINK', and a red circle with a person running icon and the text 'Global Express'.

55688

Make Your Life Easier

55688

Earnings Conference

Taiwan Taxi Co., Ltd. 15 Sep 2025

Taiwan's leading digital cloud service platform, an innovative enterprise focused on mobile services and lifestyle matching.



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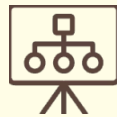
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Presentation Outline



Company Overview

Basic information on the
55688 Group



Core Business

Core business scope and
services



Operating Performance

Financial performance and
operational results



Future Outlook

Strategic planning and
growth opportunities



Q&A

Questions and Answers



Company Overview



2002

Founding Year

Officially established on August 29

593M

Capital

NTD (New Taiwan Dollar)

2640

Stock Code

Listed on Taipei Exchange (TPEX)

1000+

Group Employees

Continuously expanding

29K

Fleet Members

Largest scale nationwide

Industry: Digital Cloud Service Platform

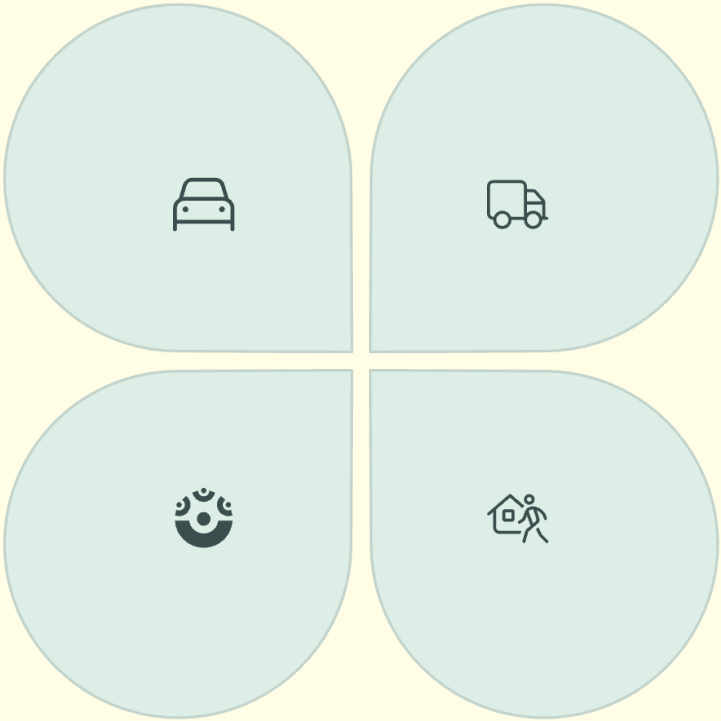


Main Business

Comprehensive Service Ecosystem

Transportation

Smart ride-hailing, various designated driving services, airport transfers, customized mobility services



Media

In-car/out-car advertising, TOLiFE smart interactive screens, MRN traffic monetization, nationwide cinema media advertising

Logistics

Business, e-commerce, new retail, global international express delivery services

Life Services

Home cleaning and maintenance, accommodation booking, car maintenance, business, personal laundry services

Through an integrated platform strategy, 55688 is committed to becoming Taiwan's leading digital lifestyle service provider, creating a more convenient and smarter life experience for users.



Competitive Advantages - Market Leadership

200+

Prime Location Services

Physical and virtual dispatch points at prime business districts, leisure and tourist spots, hotels, and department stores.

4

Major Transportation Hub

Transfers

Serving major High-Speed Rail stations including Taoyuan, Miaoli, Taichung, and Tainan, providing transfer services at transportation hubs.

7.2M+

Member Ride Services

Meeting diverse mobility needs for 4,500+ well-known corporate members across various industries & 7.2 million+ platform members.

24H

24/7 Online Customer Service

150+ professional customer service team members ensuring a quality ride experience.



AI Hotspot Prediction - Technology Innovation Performance Metrics

Breakthroughs in Machine Learning Model Technology

Utilizing Big Data Analytics and Deep Learning Algorithms to Accurately Predict Ride-Hailing Demand Hotspot Distribution

96%

Ride-Hailing Hotspot Accuracy Rate

AI Prediction Model Accuracy

29K

Service Vehicles

Largest Fleet Scale in Taiwan

1 HR

Reduced Empty Vehicle Time

Average Daily Savings

5000+

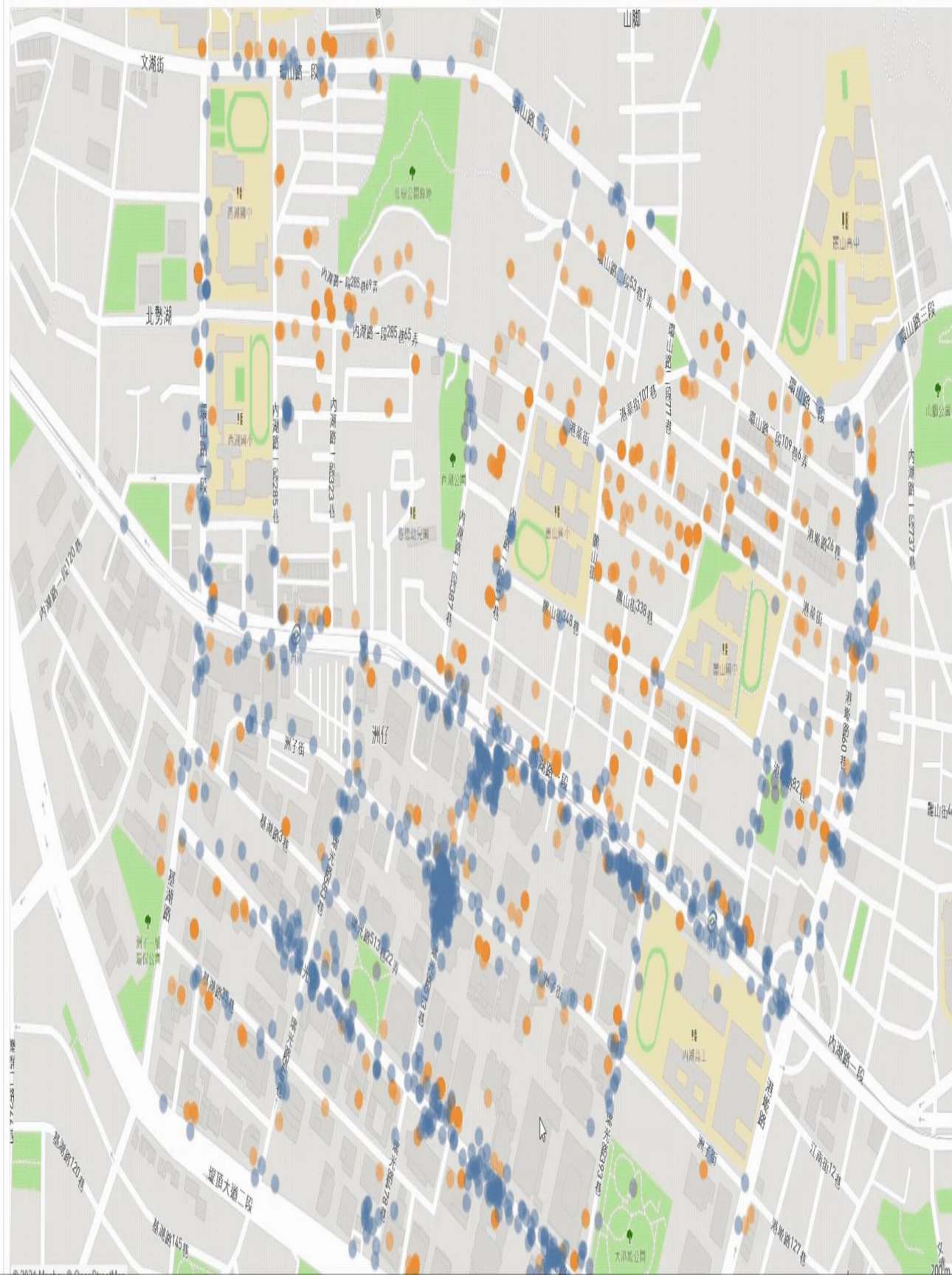
Fuel Cost Savings

NTD per vehicle per month

1,851 LBS

Reduced Carbon Emissions

Monthly Environmental Benefit



AI Hotspot Prediction – Passenger and Driver Locations

Through real-time data analysis, the AI system can dynamically track and predict passenger demand distribution, while optimizing driver location dispatch. This achieves optimal supply-demand balance, significantly enhancing matching efficiency and service quality.

Technical Advantages

Combines GPS to build an intelligent dispatch decision system, leveraging positioning, historical data analysis, and machine learning algorithms.

司機位置
叫車位置

Introducing "Find an Expert" Service - Offering Thousands of Professional Services

"Find an Expert" Feature



Smart Search



Demand Matching



One-Stop Lifestyle Services Platform

Integrates professional service providers to create a convenient lifestyle service ecosystem for users.

Through the "Find an Expert" platform, users can easily search for and book various professional services, ranging from home cleaning to business consulting, all readily available.

千種服務全搞定

生活從此更便利



想找服務？



居家清潔



冷氣清洗



主管司機



綁定送300



水電行



運動塑身



代收垃圾



家教伴讀



按摩服務



搬家



寵物服務



美容美體

更多生活服務 **1000** 項 ➤

找不到您要的服務？

Diverse Professional Service Categories



Sports & Fitness Courses

Personal trainers, yoga, Pilates, and various physical training courses, with professional guidance to help achieve health goals.



Education & Companion Services

Tutors for various subjects, in-home cooking classes, children's tutoring services, offering customized learning and care solutions.



Professional Consulting Services

Business consulting, legal advisory, design services, and other high-level professional services to help solve complex problems.



Beauty & Styling Services

Professional makeup and hair styling, nail and eyelash services, massage and SPA, to enhance personal image and promote physical and mental relaxation.



Errand & Agency Services

Document delivery, personal shopping, queueing, and other convenient services, saving valuable time.



Home & Lifestyle Services

Home cleaning, renovation projects, organization services, and other lifestyle management services to create a comfortable living environment.



Integrated Mobility Resources - Comprehensive Airport Pick-up and Express Delivery Services

By integrating diverse mobility resources, we provide customers with comprehensive transportation solutions, from airport transfers to personal express delivery.



Upgraded Airport Transfer Service

Combining taxi services for immediate and pre-booked airport pick-up options with rental car capacities.



Personal Express Delivery Service

Integrating motorcycle courier capabilities to launch an immediate personal item delivery service.



讓 55688 載你一程吧！

🕒 現在 想去哪裡？

下車點



敦化南路四段77號
台北市大安區



住家
台北市大安區敦化南路四段77號



新增公司地點

路過下車點，開始叫車 →

精選服務

代駕服務

安全駕駛，一路平安



機場接送

專業司機，旅程放心



即時快遞

隨時送達，方便不間斷

Lifestyle Integration Strategy - Continuously Innovating Service Experience

Core Philosophy: Driving service upgrades through technological innovation to build a comprehensive lifestyle service ecosystem

Strategic Partnership Expansion

Systematic cooperation with R-brand vehicles, launching high-quality airport transfer services, and establishing a complete airport pick-up service ecosystem.

Designated Driver Service Extension

Building on the foundation of nighttime designated driver services, expanding into daytime executive chauffeur services to meet the professional transportation needs of business professionals.

"Find a Pro" Platform Expansion

Continuously enriching service offerings, currently providing thousands of professional services covering various aspects of daily life.

Logistics Service Innovation

Launching personal immediate courier services, filling the last-mile delivery gap in the market.



Three Key Development Areas for Service Innovation

01

Comprehensive Driver Services Upgrade

Building on nighttime designated driver services, expanding to daytime executive chauffeur services, offering high-end customized transportation solutions.

02

Deepening "Find an Expert" Services

Continuously enriching the platform's service offerings, now featuring over a thousand professional service categories to meet diverse user needs.

03

Expanding Personal Express Delivery Market

Launching instant personal item delivery services, combining existing transportation resources to provide fast and convenient last-mile delivery solutions.



Operating Performance



Profit Performance - 2025.H1 vs 2024.H1

(Unit: NTD Thousands)

1,540,862	750,453	314,120	257,276
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Operating Revenue	Gross Operating Profit	Operating Income	Net Income Attributable to Parent Company
2024 H1: 1,473,888	2024 H1: 686,413	2024 H1: 286,603	2024 H1: 233,341
YoY Growth: +4.54%	YoY Growth: +9.33%	YoY Growth: +9.61%	YoY Growth: +10.25%

Consolidated Revenue by Operating Channels - 2025.H1 vs 2024.H1

(Unit: NT\$ Thousand)



Transportation Ride-Hailing Service

2025.H1: NT\$ 634,685 Thousand

2024.H1: NT\$ 604,723 Thousand

YoY Growth: +4.72% (+NT\$ 29,962 Thousand)

Market Leadership - Taiwan Taxi Co., Ltd. maintains the largest fleet, continuously consolidating core competitive advantages, resulting in steady revenue growth.



Platform Ancillary Sales

2025.H1: NT\$ 465,846 Thousand

2024.H1: NT\$ 457,606 Thousand

YoY Growth: +1.77% (+NT\$ 8,240 Thousand)

Strategic Adjustment - Optimizing advertisement media and vehicle service portfolios, improving profit quality, leading to modest revenue growth.



Life Application Matching Services

2025.H1: NT\$ 429,496 Thousand

2024.H1: NT\$ 402,113 Thousand

YoY Growth: +6.38% (+NT\$ 27,383 Thousand)

Deepening Development - Focusing on core service quality, enhancing the value of the 55688 APP platform, resulting in outstanding revenue performance.



Other Business Income

2025.H1: NT\$ 10,835 Thousand

2024.H1: NT\$ 9,447 Thousand

YoY Growth: +12.81% (+NT\$ 1,388 Thousand)

Stable contributions from real estate leasing and government agency project administrative income, showing significant growth.



Consolidated Gross Profit Margin by Business Channel

- 2025.H1

Ride-hailing & Transportation Matching Services

Consolidated Gross Profit Margin: 55.00%

Core business operations, including yellow taxi and diverse vehicle dispatch services, and related financial transactions.

Matching Platform Peripheral Sales

Consolidated Gross Profit Margin: 46.50%

Diversified services including merchandise sales, advertising and media marketing, vehicle rental and sales, and auto maintenance.

Lifestyle Application Matching Services

Consolidated Gross Profit Margin: 41.00%

Services include "Da Guan Jia" (household management), "Find an Expert" matching, various designated driving services, corporate and personal laundry, and express logistics.

Other Income

Consolidated Gross Profit Margin: 80.00%

Real estate rental income, other non-operating income, and administrative income from government projects.



55688 Group Key Financial Indicators - 2025 H1

Return on Assets

55688 Group: 3.17%

Digital Cloud Industry Average: 1.23%

The Group significantly outperforms peers in asset utilization efficiency.

Operating Profit Margin

55688 Group: 20.46%

Digital Cloud Industry Average: 9.23%

Core business operating profitability is superior to the industry average.

Debt-to-Asset Ratio

55688 Group: 50.10%

Digital Cloud Industry Average: 57.31%

The Group's financial structure is more stable, with lower risk.

Net Profit Margin

55688 Group: 16.48%

Digital Cloud Industry Average: 6.83%

The Group demonstrates stronger ultimate profitability.

Gross Profit Margin

55688 Group: 49.44%

Digital Cloud Industry Average: 43.36%

The Group's products and services have a more advantageous gross profit margin.

Return on Equity

55688 Group: 6.52%

Digital Cloud Industry Average: 2.76%

Return on equity performance is outstanding, creating higher value.



Future Outlook



Continuously Consolidating Taxi Service Market Leadership Position

Yellow Taxi Business Registration Count:93,152

Diversified Taxi Business Registration Count:35,430

32%

Market Share

Leadership Position in Taxi Service Sector

7.2M+

Service Users

Providing Convenient Lifestyle Choices

Specialized Diversified Services

- 13,000 Carbon-Reduction Fleet Vehicles
- IP Partnerships to Enhance Brand Visibility
- Guaranteed Vehicle/Reservation Function

Brand Expansion

- 6 brands total including 55688 main brand and sub-brands
- Expanding partner fleets to increase service differentiation competitive advantages



Future Development Strategy



Expand Domestic Market
Strengthen regional partner fleets, Eastern branch officially operational, Yilan branch in preparation



Explore Overseas Opportunities
Overseas fleet partnerships to expand international markets



Technology Innovation
Investing in AI and data talent, monitoring autonomous vehicle development trends



Revenue Diversification
Continuously generating traffic to increase advertising revenue



Three Core Advertising Platforms

Building Taiwan's most influential multimedia advertising ecosystem, achieving 95.5% high penetration coverage through innovative mobile media platforms, creating unlimited business opportunities for brands.

Taiwan Taxi: Mobile Media Leader



Island-wide Mobile Coverage
Taiwan's largest fleet, 95.5% market share, every vehicle is a brand ambassador

Dual In-car and Out-car Media
Car sticker advertising and in-car screens working together to maximize brand exposure effectiveness

Partner Fleet Expansion
Integrating partner fleet resources to expand advertising scale and reach


Mobile AV Vehicles: Mobile LED Advertising Revolution



High-Resolution LED Panels
Equipped with latest LED technology, clearly visible day and night, dual audio-visual impact

24-Hour All-Weather Exposure
Flexible deployment to target areas, continuous ad playback, maximizing ROI

Targeted Precision Marketing
Precise targeting in specific areas, diverse media formats reaching target audiences



Ambassador & ShowTime Cinemas

Exclusive Agency Advantages

01

Highly Focused Target Audience

Focused and immersive viewing experience, precisely reaching high-spending demographics, enhancing advertising conversion effectiveness

02

Stunning Audio-Visual Effects

Large screen high-definition visuals combined with surround sound, comprehensive sensory experience creating deep brand memories

03

Deepening Brand Impression

Combining multi-channel promotional strategies to deepen audience resonance and brand awareness during prime time

Taiwan's only exclusive agent for Ambassador Cinemas and ShowTime Cinemas advertising resources, capturing key moments in the consumption decisions of premium moviegoing demographics.



寶詩龍全新精品店盛大開幕

法國高級珠寶世家寶詩龍全新精品店正式進駐新光三越Diamond Towers一館1F，敬邀蒞臨鑑賞。

即刻預約

行程資訊

上車點
住家

取消叫車

Global Luxury Brand Partnership Milestone

Q3 2025 Major Breakthrough



Top-tier Brand Recognition

Becoming the chosen partner for luxury jewelry brands at the same level as Chopard, Cartier, and Tiffany & Co.



Comprehensive Media Services

Providing complete advertising solutions for the opening of Shin Kong Mitsukoshi Diamond Towers boutique

55688's advertising media business collaborates with global top luxury jewelry brands for the first time, gaining favor from Boucheron, a French luxury brand with 167 years of history. This partnership marks 55688's official entry into the high-end luxury brand market, demonstrating our professional expertise and market position in precision marketing.



Q&A

Unlock your team's potential

[Schedule a demo](#)[Explore features](#)