



# TAIWAN TAXI CO., LTD.

Earnings Conference | December 29, 2025

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# PRESENTATION AGENDA

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## COMPANY OVERVIEW

55688 Group basic information and market position

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## CORE BUSINESS

Service scope and business operations

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## OPERATING PERFORMANCE

Financial results and operational achievements

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## FUTURE OUTLOOK

Strategic planning and growth opportunities

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## Q&A SESSION

Questions and answers

# COMPANY OVERVIEW

**2002**

**FOUNDED**

Officially established August  
29

**593M**

**CAPITAL**

New Taiwan Dollars

**2640**

**STOCK CODE**

Listed on TPEX

**1,000+**

**GROUP EMPLOYEES**

Continuously expanding

**29,000+**

**FLEET MEMBERS**

Largest scale, 47.5% market  
share

Industry: Digital Cloud Service Platform

# MARKET LEADERSHIP IN DISPATCH SERVICES

Taiwan's highest market coverage and dispatch rate



📄 Total registered taxis: 92,840 | Overall dispatch coverage: 65.8% | Market share: 47.50%



# COMPREHENSIVE SERVICE ECOSYSTEM

## TRANSPORTATION

Smart dispatch, chauffeur services, airport transfers, customized mobility

## LOGISTICS

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

## LIFESTYLE

Home cleaning, repairs, car maintenance, laundry services

## MEDIA

Vehicle interior/exterior ads, smart screens, cinema advertising

Through integrated platform strategy, 55688 is committed to becoming Taiwan's leading digital lifestyle service provider

# FIVE KEY BUSINESS OPTIMIZATION AREAS



## CHAUFFEUR SERVICES

Comprehensive upgrade enhancing user experience, safety, and efficiency



## EXPERT SERVICES

Expanding expert database for professional consultation



## PERSONAL EXPRESS

Accelerating delivery network, exploring emerging markets



## MEDIA ADVERTISING

Integrating cross-platform resources, enhancing ad effectiveness



## AIRPORT TRANSFER

Optimizing booking process, premium transfer experience

# EXPERT SERVICES PLATFORM

## ONE-STOP LIFESTYLE SERVICE PLATFORM

Integrating professional service providers to create a convenient lifestyle ecosystem. From home cleaning to business consulting, easily search and book various professional services.



# DIVERSE PROFESSIONAL SERVICE CATEGORIES



## FITNESS & EXERCISE

Personal trainers, yoga, Pilates - professional guidance to achieve health goals



## BEAUTY & STYLING

Professional makeup, hair styling, nail art, eyelash extensions, massage spa



## EDUCATION & COMPANIONSHIP

Subject tutoring, cooking lessons, children's reading companion services



## ERRAND SERVICES

Document delivery, shopping assistance, queue management - save valuable time



## PROFESSIONAL CONSULTING

Business consulting, legal advisory, design services



## HOME SERVICES

Home cleaning, renovation projects, organization and storage



# INTEGRATED TRANSPORTATION RESOURCES

## COMPREHENSIVE SOLUTIONS FROM AIRPORT TRANSFER TO PERSONAL EXPRESS

### AIRPORT TRANSFER UPGRADE

Combining taxi and rental car capacity, providing real-time and scheduled airport pickup services

- 24-hour availability
- Multiple vehicle options
- Professional drivers
- Easy app booking

### PERSONAL EXPRESS SERVICE

Integrating motorcycle courier capacity for instant personal item delivery

- Real-time tracking
- Fast delivery
- Secure handling
- Flexible scheduling

# MOBILE MEDIA DOMINANCE



## DUAL MEDIA CHANNELS

Vehicle exterior wraps and interior screens working together



## ISLAND-WIDE COVERAGE

Every vehicle is a brand ambassador



## PARTNER FLEET EXPANSION

Integrating partner fleet resources to expand advertising reach

- ❏ Taiwan Taxi Fleet: Nearly 50% dispatch market share, 95.5% media reach rate for interior and exterior advertising - leading exposure effectiveness across Taiwan





# DIVERSE ADVERTISING MEDIA DEPLOYMENT

## MOBILE LED ADVERTISING REVOLUTION

- High-resolution LED panels: Latest LED technology, clear visibility day and night
- 24-hour exposure: Flexible deployment to target areas, continuous ad播放
- Targeted precision marketing: Specific area demonstrations, reaching target audiences

## EXCLUSIVE CINEMA PARTNERSHIP

- Sole exclusive agent: Ambassador and ShowTime Cinemas advertising resources nationwide
- Highly focused audiences: Reaching movie enthusiasts and specific demographics
- Immersive experience: Big screen and surround sound creating memorable impact



# GLOBAL LUXURY BRAND PARTNERSHIP MILESTONE Q3 2025 MAJOR BREAKTHROUGH

55688 advertising media business achieved first-time collaboration with Boucheron, a French luxury brand with 167 years of history

## PREMIUM BRAND RECOGNITION

Chopard, Cartier, Tiffany & Co.  
- recognition from world's top  
jewelry brands marks elevated  
market position

## COMPREHENSIVE MEDIA SERVICES

Integrated online/offline  
promotion for flagship store  
openings and high-end event  
planning

## LUXURY EXPERIENCE

VIP client events, exclusive brand experiences, enhancing brand  
value and customer loyalty

# AIRPORT TRANSFER SERVICE

## STARTING FROM NT\$700



### COMPETITIVE PRICING

Starting from NT\$700, affordable travel



### 24-HOUR SERVICE

Book anytime, instant dispatch



### PROFESSIONAL DRIVERS

Rigorous training, safe and reliable



### MULTIPLE VEHICLE TYPES

Meeting diverse needs



### APP BOOKING

One-click solution, fast and convenient

# OPERATING PERFORMANCE



# 2025 FIRST THREE QUARTERS FINANCIAL PERFORMANCE

## STEADY REVENUE GROWTH, CONTINUOUS PROFITABILITY IMPROVEMENT

**2.31B**

Q1-Q3 REVENUE

New Taiwan Dollars

**386M**

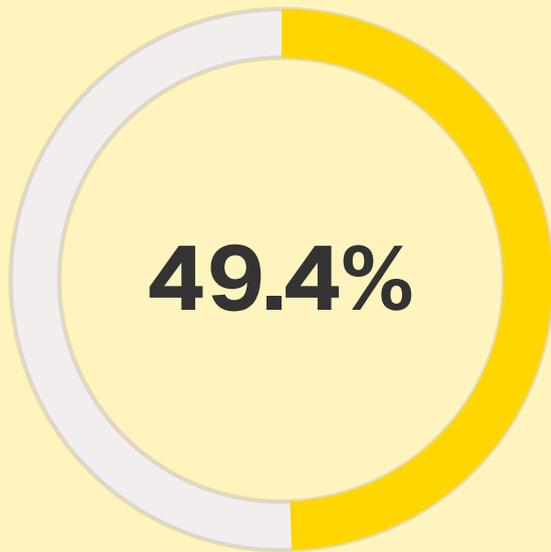
NET PROFIT AFTER TAX

Stable profitability

**6.51**

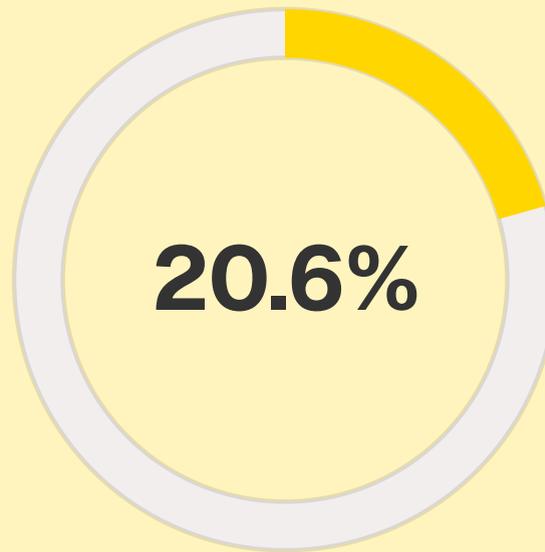
EARNINGS PER SHARE

Shareholder value enhancement



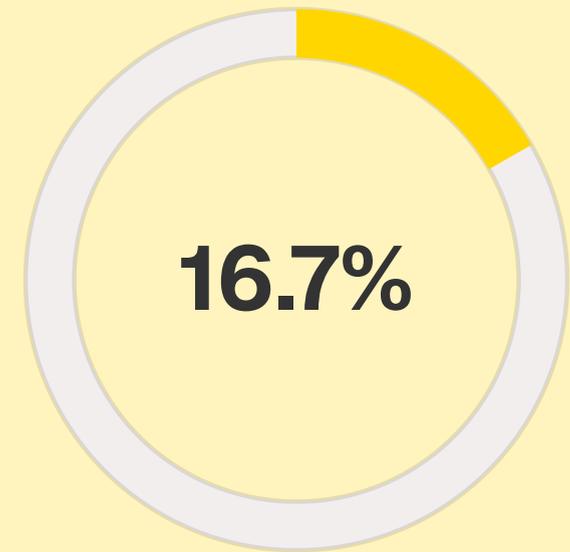
GROSS MARGIN

Maintaining high margin levels



OPERATING MARGIN

Excellent operational efficiency

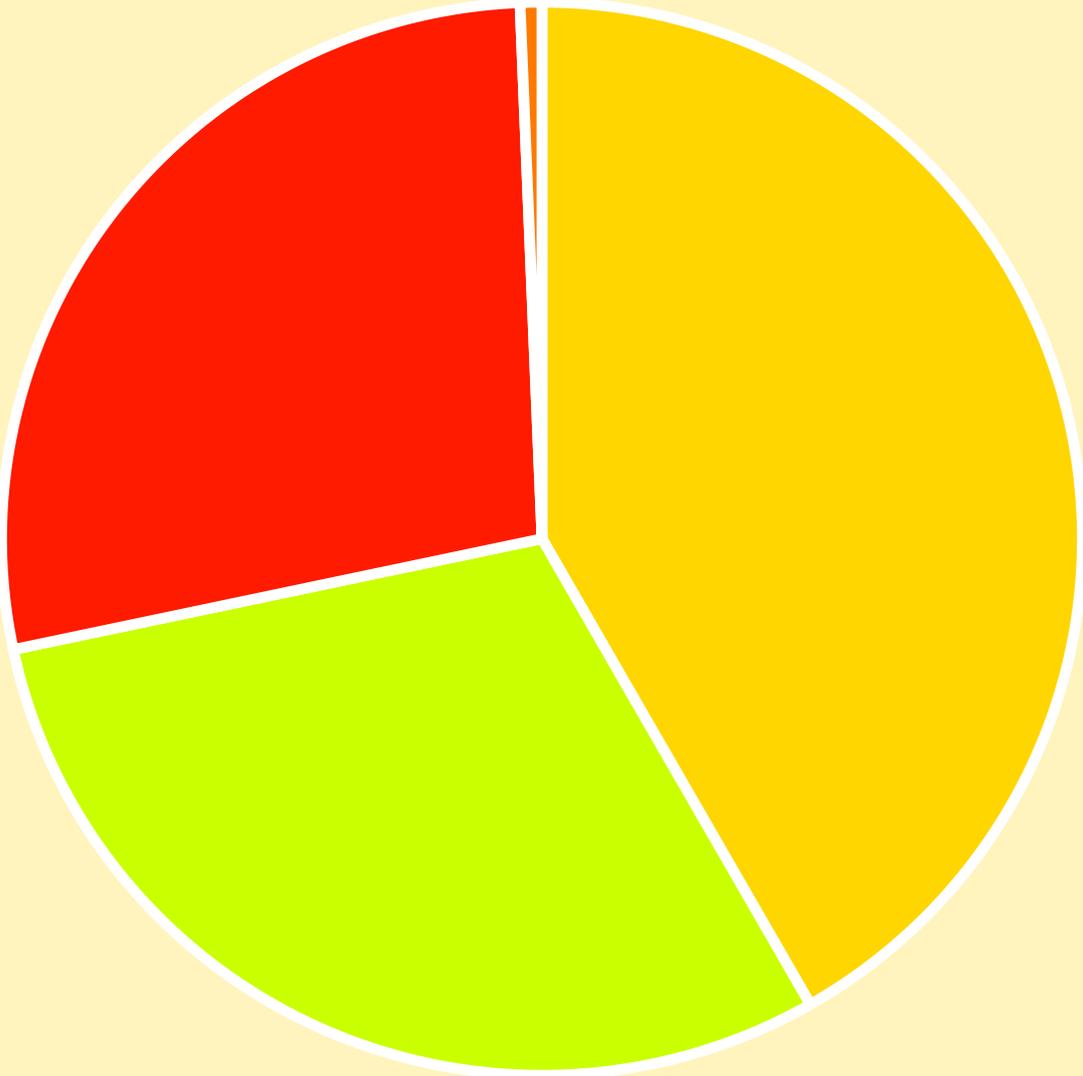


NET MARGIN

Stable profit growth

# DIVERSIFIED REVENUE STRUCTURE

## ENSURING STEADY GROWTH



■ Transportation Matching   ■ Platform Peripheral Sales   ■ Lifestyle Matching   ■ Other Business

Three core businesses developing in balance, effectively diversifying operational risks and creating stable cash flow

# CONSOLIDATED GROSS MARGIN BY BUSINESS CHANNEL



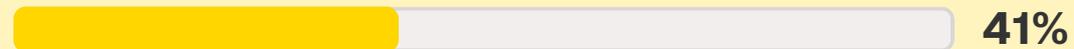
## TRANSPORTATION MATCHING

Taxi, diversified taxi, car rental, and ride-sharing services showing high profitability



## PLATFORM PERIPHERAL SALES

Vehicle advertising, in-car media, partner marketing, and merchandise sales with steady margins



## LIFESTYLE MATCHING

Delivery, express, home cleaning, laundry, and chauffeur services demonstrating diversified profitability



## OTHER INCOME

Technology licensing, data analytics, fintech partnerships with exceptional margin performance

# KEY FINANCIAL INDICATORS Q1-Q3 2025

## 55688 GROUP VS. DIGITAL CLOUD INDUSTRY AVERAGE

### RETURN ON ASSETS

55688: **9.46%**

Industry Avg: 4.98%

Superior asset utilization efficiency

### RETURN ON EQUITY

55688: **17.50%**

Industry Avg: 11.04%

Significantly higher shareholder returns

### OPERATING MARGIN

55688: **20.64%**

Industry Avg: 11.47%

Outstanding core business profitability

### GROSS MARGIN

55688: **49.35%**

Industry Avg: 43.89%

Competitive advantage in cost control

### CASH DIVIDEND YIELD

55688: **4.61%**

Industry Avg: 1.67%

Higher cash dividend returns

### DEBT-TO-ASSET RATIO

55688: **47.45%**

Industry Avg: 53.96%

Relatively stable financial structure



# FUTURE OUTLOOK

# CONSOLIDATING MARKET LEADERSHIP

## TAXI SERVICE MARKET DOMINANCE

### MARKET SHARE

47.5% leading position in taxi services

### USER BASE

10+ million service users providing convenient lifestyle choices



### SPECIALIZED SERVICES

Carbon-reduction fleet, IP collaborations, guaranteed availability and booking functions



### BRAND EXPANSION

55688 main brand expansion, growing partner fleet network



# STRATEGIC GROWTH INITIATIVES

## TECHNOLOGY INNOVATION

AI-powered dispatch optimization, smart routing algorithms, enhanced user experience through mobile app improvements

## MARKET EXPANSION

Growing partner fleet network, exploring new geographic markets, building strategic partnerships

1

2

3

4

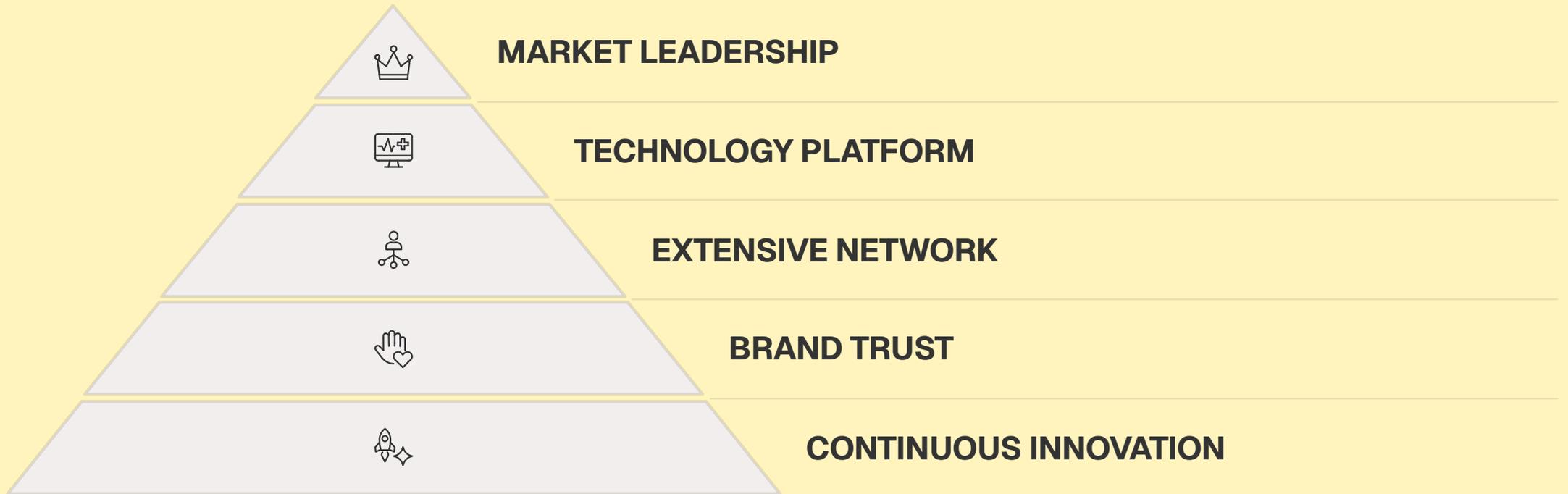
## SERVICE DIVERSIFICATION

Expanding lifestyle services, strengthening expert platform, developing new revenue streams in logistics and media

## SUSTAINABILITY FOCUS

Carbon-reduction initiatives, electric vehicle integration, environmental responsibility programs

# COMPETITIVE ADVANTAGES



Building on strong foundations to create sustainable competitive advantages in the digital mobility ecosystem

# INVESTMENT HIGHLIGHTS

1

## STRONG FINANCIAL PERFORMANCE

Consistent revenue growth, high profitability margins, and superior returns compared to industry peers

2

## MARKET DOMINANCE

47.5% market share in taxi dispatch services with 95.5% media reach across Taiwan

3

## DIVERSIFIED REVENUE STREAMS

Balanced portfolio across transportation, logistics, lifestyle services, and media advertising

4

## GROWTH POTENTIAL

Expanding service offerings, technology innovation, and strategic partnerships driving future growth

5

## SHAREHOLDER VALUE

Attractive dividend yield of 4.61% and strong commitment to delivering shareholder returns



# **Q&A SESSION**

## **QUESTIONS AND ANSWERS**

Thank you for your attention. We welcome your questions and look forward to discussing our performance and future strategy.