

Ticker: 6165

Jye Tai Precision Industrial Co. Ltd.

Shine Ray Co. Ltd. (Lang Live)

Company Introduction



浪
LIVE

浪星夢實現
最大圓夢平台



Disclaimer

- This presentation material contains forward-looking statements and information, Shine Ray Co., Ltd. (“The Company”) is not held responsible for any updates in accordance with any new events or situations.
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Industry outlook

What is Lang LIVE

What Lang LIVE has achieved

What's ahead of Lang LIVE

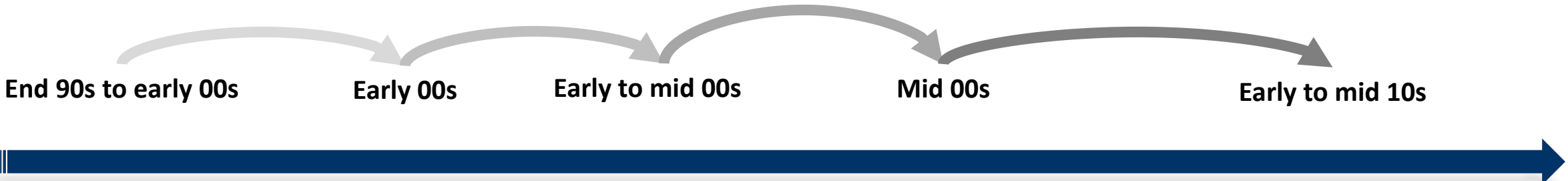
Appendix: Key terms



Live streaming platform, MVP of the internet community



Live streaming platform is the answer to internet monetization



Ex: Yahoo

.COM



Ex: YouTube

Social Media



Ex: Facebook

Streaming Media



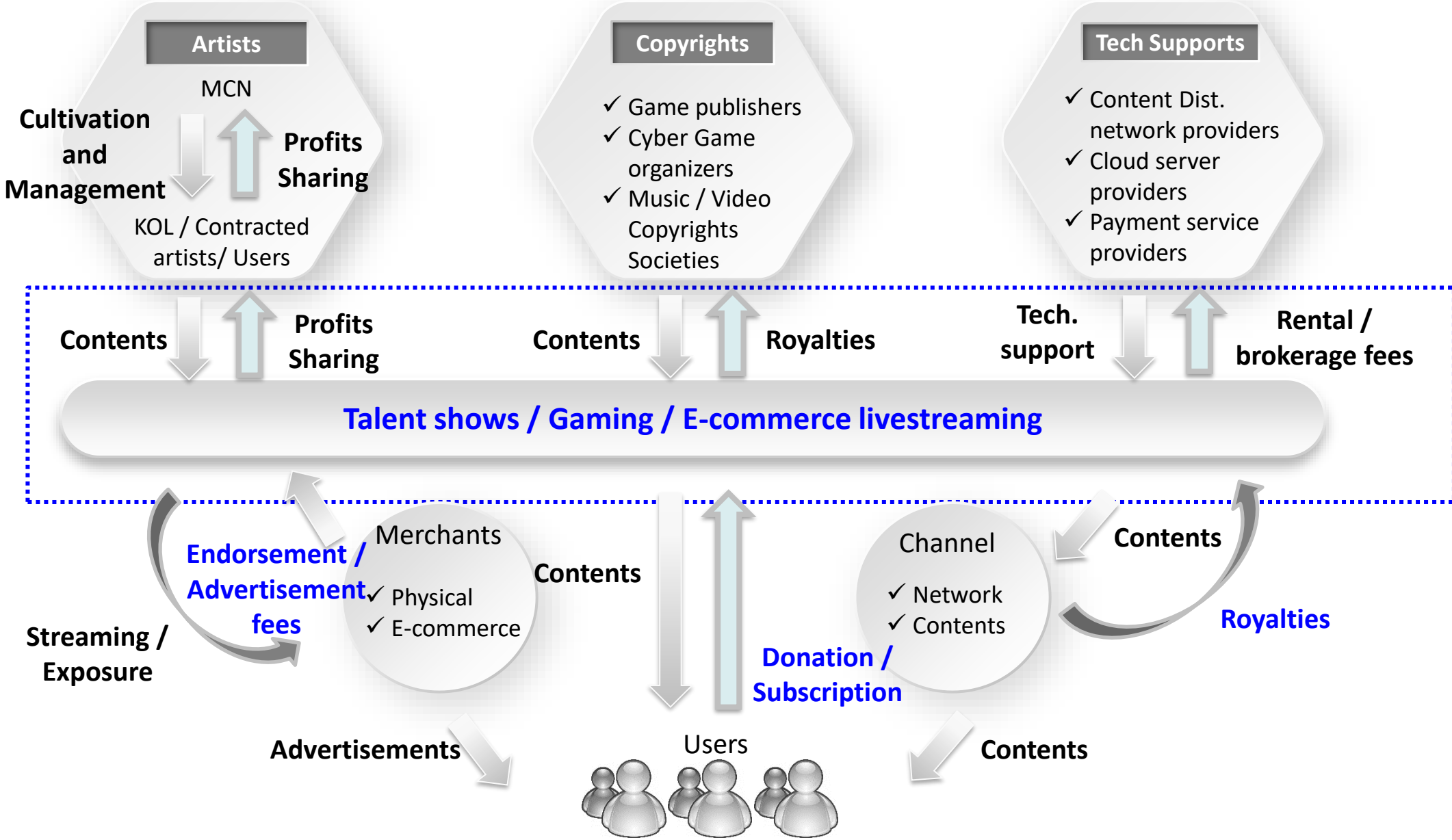
Ex: Tencent, iQiyi, and Netflix



Ex: Twitch, Huya, and Douyu

Live Streaming

Industry outlook of live streaming platform



Industry outlook

What is Lang LIVE

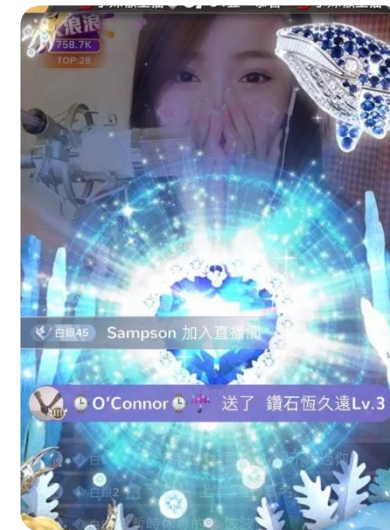
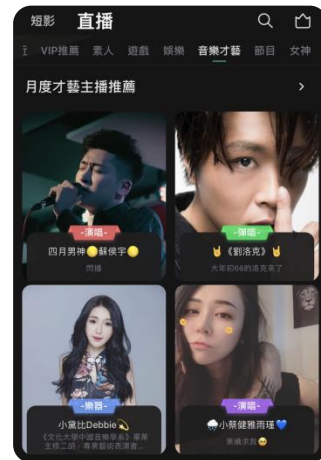
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Lang LIVE, an interactive platform with gaming DNA inside



“Streaming +” demonstrated by a variety of PGC shows



From artists on live to stars on earth



余姿昀 發行單曲
《你愛的我愛你》
國際編曲大師Skot
Suyama陶山製作
作詞人吳易緯填詞

劉玉婷
發行單曲《一冬一工》
全才音樂人 Haor許書豪製作

你愛的我愛你
一冬一工

余姿昀
劉玉婷

浪 LIVE



陳妍如 Lily 發行單曲《了了》
創作女神藍又時製作

了了

陳妍如
LILY

浪 LIVE



From artists on live to stars on earth (cont'd)



Claire

康是美廣告(動態/平面)拍攝



Claire

One Boy活動出席(台中)



享恩

YSL狂野派對出席



范范

七七乳加巧克力廣告試鏡



單元觀看次數前10名

No.1	淋雨都沒在怕！超狂防水粉底實測	311,295次觀看
No.2	精品小包怎麼搭?跟著早秋流行敗一輪	264,350 次觀看
No.3	飾品新寵耳骨夾 無耳洞女孩也能跟風時尚!	250,185 次觀看
No.4	每個都想要♡超療癒生活小物大集合	243,808 次觀看
No.5	七夕送禮不NG! 超閃禮物清單征服女友心	241,080 次觀看
No.6	日本原裝水族館「Xpark」水生公園	218,568 次觀看
No.7	想要擁有水潤肌?女神不藏私推薦入坑	205,518 次觀看
No.8	夢幻獨角獸! 狂殺記憶體的粉紅咖啡廳	193,365 次觀看
No.9	女神素顏犯規肌! 小資女混搭省錢保養術	144,991 次觀看

每集觀看次數

EP1	181,367次觀看
EP2	173,834次觀看
EP3	148,568次觀看
EP4	243,270次觀看
EP5	201,470次觀看
EP6	233,516次觀看
EP7	196,885次觀看
EP8	185,782次觀看
EP9	209,587次觀看
EP10	223,581次觀看
EP11	190,099次觀看
平均觀看次數 198,905	



Lang LIVE's trio to win



Talent shows live streaming APP
- Lang Live



Gaming live streaming Channel
- Lang Play



Short Video APP
- iM



Recognition from statespeople



2020/8/14

Chief whip of DPP
鄭運鵬

Spokesman of DPP
廖泰翔



2020/8/24

Mayer of Taipei City
柯文哲

Deputy spokeswoman of Taipei City
黃瀾瑩



2020/9/30

Mayer of Taoyuan City
鄭文燦

Chief whip of DPP
鄭運鵬



2020/10/8

Congresswoman
賴品妤

Congresswoman
林楚茵

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Operating performance outlook

Geo. focus	Taiwan for now
No. of download	4.6M+
DAU	80,000+
MAU	300,000+
ARPPU	11,000+
No. paying users	16,000+
Conversion Rate (Note 1)	~5.65%
User Engagement (Note 2)	~0.28
No. contracted artists	~6,500人

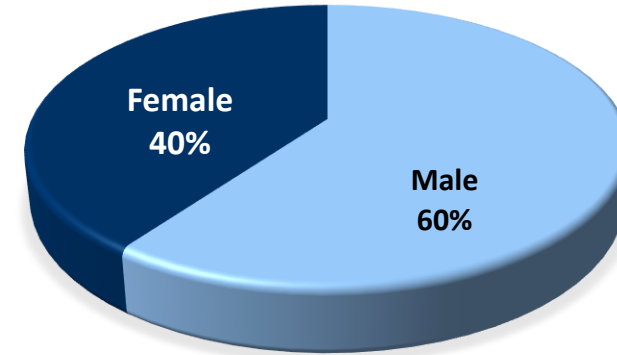
Source: company data as of end of Aug. 2020

Note 1 : Conversion Rate = No. Paying users /MAU

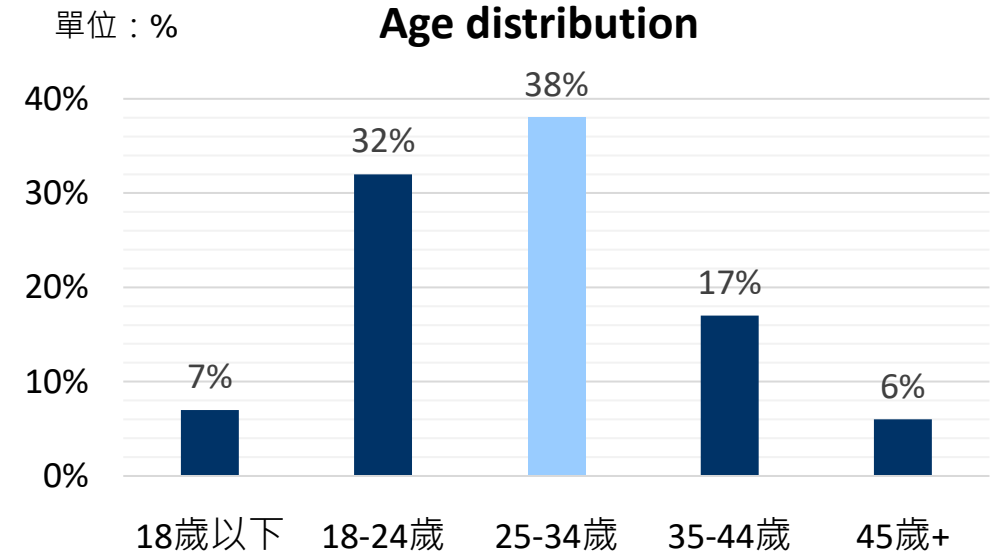
Note 2 : User Engagement : DAU/MAU

Lang's user profile

Gender mix



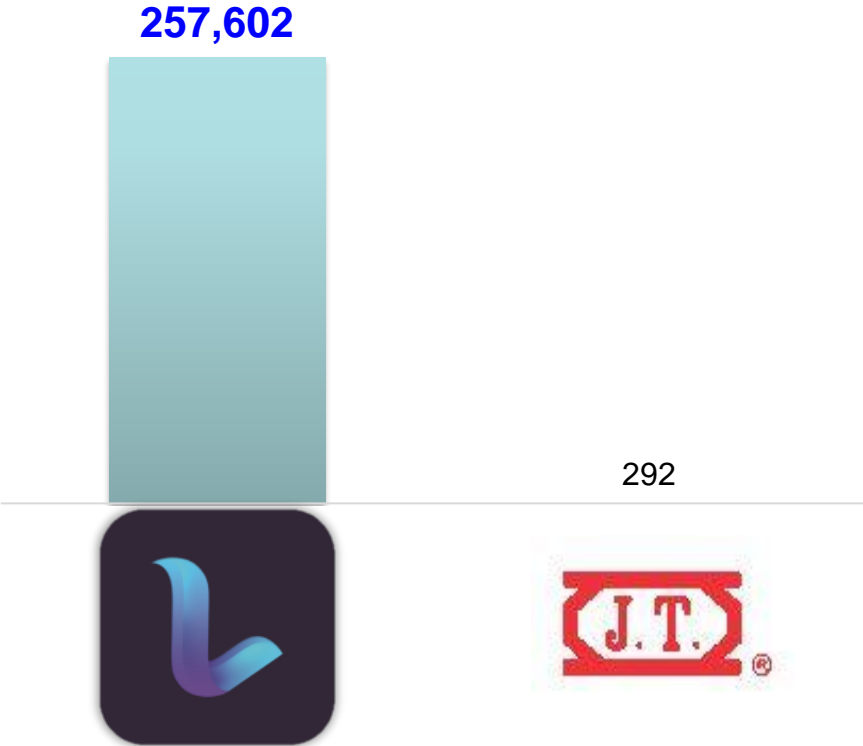
Age distribution



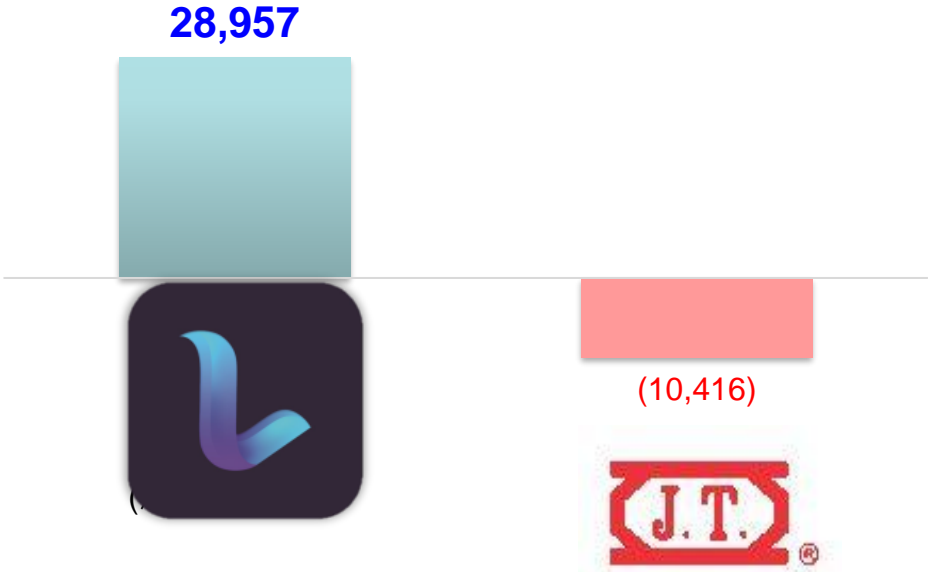
Lang LIVE's contribution to Jye Tai in 3Q20



Revenues Unit: NT\$ 000'



Operating income Unit: NT\$ 000'



Source: 3Q20 FS, MOPS

Industry outlook

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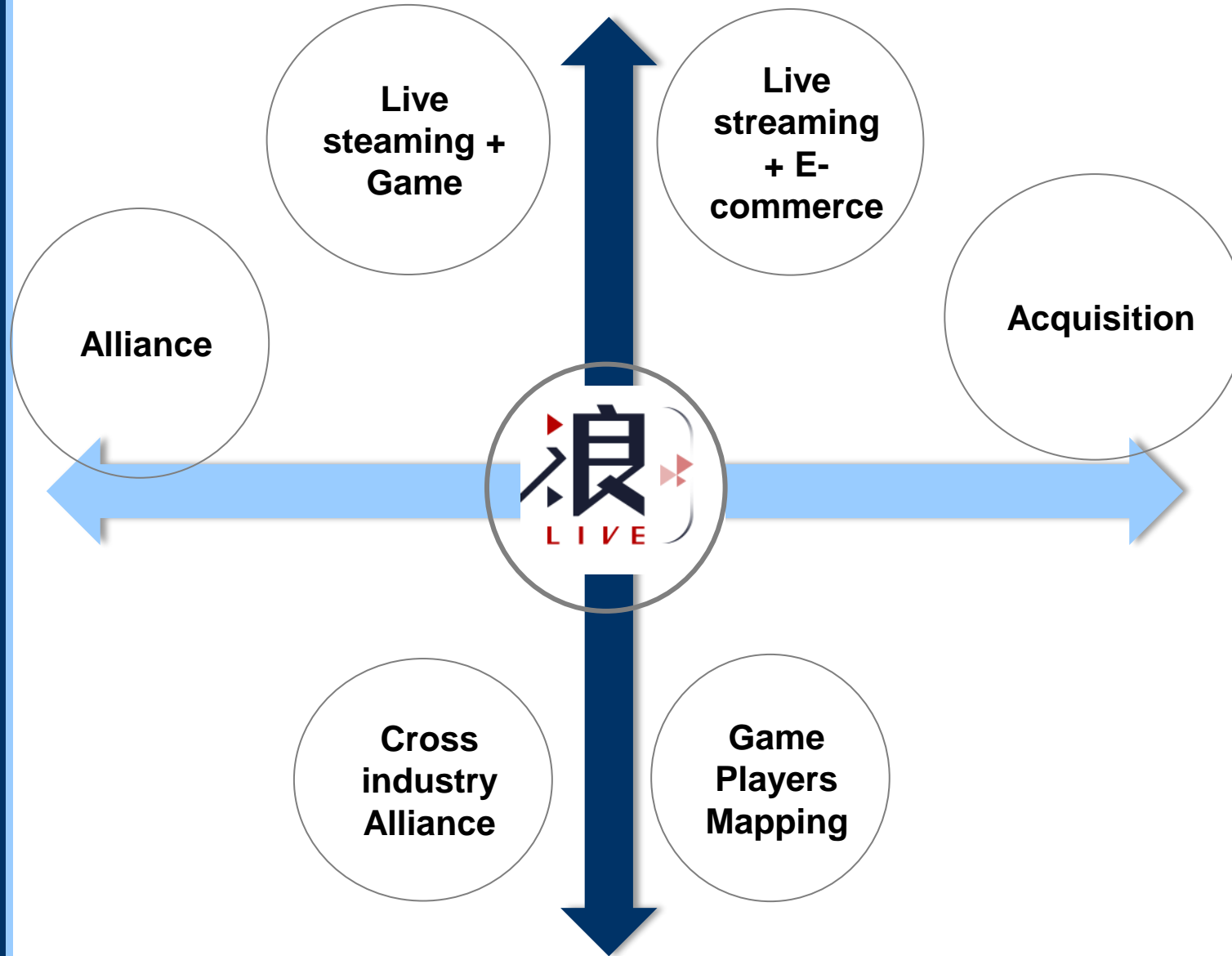
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Development strategies



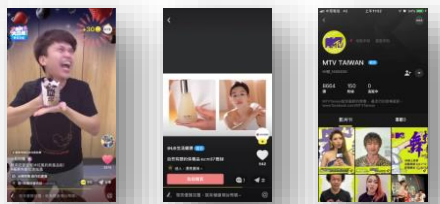
Vertical Integration

- “Live streaming + X”
- To boost profitability

Horizontal Expansion

- To align or to acquire peers
- To optimize return for stakeholders

Reinforce market shares/ profitability at home



Replication to target markets nearby



Live streaming + X

What happen in China



Chinese influencer, aka. "Lipstick Brother No 1"



Douyu to co-op with Taobao



E-commerce streaming at Taobao



Lang LIVE to co-op with ETMall

Lang's water testing



Lang School, a trial version of online learning APP amid Covid 19 pandemic

Thanks

Download to touch the future



<https://www.langlive.com.tw/pc/index.html>

Key terms for live streaming industry

Traffic KPI

- DAU/MAU : Daily/Monthly Active User · No. of users who logged on the APP during the time
- Retention Rate: % of users who continue to log on app over a given period of
- User Engagement: $\text{DAU} \div \text{MAU} > 0.2$ suggests decent level as industry practices

Conversion KPI

- ARPU or ARPPU : Average Revenue Per (Paid) User
- Flow “流水” = $\text{MAU} \times \text{ARPU} = \text{MAU} \times \text{Conversion Rate} \times \text{ARPPU}$

Other terms

- KOL : Key Opinion Leader
- UGC : User Generated Content
- PGC : Professionally Generated Content
- PUGC : Professional User Generated Content