

- (2) Solid reputation: momo TV Shopping Channel has cultivated the market for many years, building a strong brand image that not only enhances consumer confidence, but also increases brand licensing and partnership willingness. This approach expands product diversity and differentiation, reinforcing competitive strength.
- (3) Strong support from the group: Backed by group resources, momo has strong advantages in areas such as digital convergence, mobile platform development, mobile payment, smart warehousing and AI integration. The Company is also investing in retail media advertising, personalized recommendations and intelligent logistics to further consolidate its market leadership.

4. Opportunities and challenges

Favorable factors

- (1) The proportion of online shoppers in Taiwan continues to increase, with digital consumption habits deeply embedded in daily life, driving steady growth in the e-commerce market.
- (2) Advancements in logistics technology and the widespread adoption of payment tools provide favorable conditions for the expansion of the e-commerce industry.

Unfavorable factors

- (1) High product homogeneity and intensifying market competition have led to margin pressure.
- (2) Risk management of product quality and food safety is increasingly important as momo's scale increases.

Countermeasures

- (1) momo has an extensive system of suppliers and a professional product development team, extending its products' life cycles and boosting sales volume. These also create product differentiation, thereby strengthening its competitive advantages.
- (2) momo continues to optimize customer experience through its mobile shopping app, bolstering its position in the mobile commerce market. Through interactive features such as limited-time deals and live streaming, the Company proactively delivers promotional messages, combining immediacy and convenience to increase purchase frequency among consumers.
- (3) momo has set up a quality control team to visit new suppliers' factories, outsource product testing to reduce food safety risks and filter out controversial products to ensure compliance with relevant regulations and standards. Through a clear responsibility segregation mechanism, the Company provides consumers with a safe place to shop.

Main features and production process of major products:

1. Main features of major products:

The Company provides wireless/fixed-line telecom services, digital TV subscription, cable broadband, e-commerce/TV home shopping, and integrated information and communication services.

2. Production process of major products:

Not applicable as the Company is not a manufacturer

Supply of raw materials:

Not applicable as the Company is not a manufacturer

Major suppliers and customers in the past two years

- A supplier/customer that accounts for at least 10% of consolidated procurement/revenue

1. Major suppliers

Unit: NT\$'000

2024				2025			
Company	Procurement amount	As a % of 2024 total net procurement	Nature of relationship	Company	Procurement amount	As a % of 2025 total net procurement	Nature of relationship
Company A	15,921,981	11	Third party	Company A	17,144,657	12	Third party
Others	124,462,594	89		Others	121,011,555	88	
Total	140,384,575	100		Total	138,156,212	100	

2. Major customers:

Not applicable as the Company's revenue from a single customer did not exceed 10% of its consolidated operating revenue.

3. Reasons for variation

Procurements from suppliers varied as the Company purchased handsets from different vendors to meet its business development needs and market demand.

Human Resources

Employee statistics in the past two years up to the publication date

Year		2024	2025	2026(as of January 31)
Number of employees	Consolidated	10,645	10,578	10,634
	Stand-alone	4,527	4,554	4,565
Educational attainment	Ph.D.	0.16%	0.16%	0.15%
	Master's	12.76%	13.08%	13.06%
	University	62.32%	62.06%	62.12%
	College	12.45%	12.21%	12.17%
	Others	12.31%	12.49%	12.50%
Average age		39.49	40.29	40.18
Average years of service		8.76	9.10	9.15