



# Mercuries & Associates Holding, Ltd.

group profile

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## Chairman's Words



Founded in 1965, Mercuries Corporation started as a trading company. After more than five decades of diversified development, the Company's business scope has grown substantially to include food, clothing, accommodation, education, and entertainment, becoming a general services business group with over 1,400 stores and 10,000 insurance salespeople. This goes to demonstrate Mercuries Corporation's willingness to invest for the future while focusing on corporate sustainability to navigate its journey forward.

The professional management team upholds the traditional spirit and corporate values of Mercuries—freedom, enlightenment, and progress—to create a business group spanning a wide variety of industries, such as catering, retail channels, shoe chains, finance and life insurance, information services, pharmaceutical technology, furniture and decor, mass communication, as well as cultural recreation and entertainment. Mercuries strives put its finger on the pulse and identify consumer trends in a bid to enhance people's convenience and enrich their lives. In recent years, the Company has vigorously improved its management performance and competitiveness. In terms of distribution channels and the catering industry, we have developed and introduced new brand channels, and we have devoted more efforts to the integration of upstream industries, including the expansion of logistics warehouses, central kitchens, and noodle factories. We also bolstered the introduction of independent imported products and private-label products. Concerning financial life insurance, the Company has won numerous awards in the industry over the years including the "Golden Peak Award" and "The National



Brand Yushan Award" for three years in a row from 2020 to 2022. In addition, we continue to reinforce the consolidation of various corporate resources within the group to unleash the group's synergy. The company also continues to enhance various mechanisms such as environmental protection (E), social responsibility (S), and corporate governance (G) to fulfill its corporate social responsibilities.

We should always forge ahead and refrain from being complacent or from resting on our laurels. As our business empire continues to expand and the number of employees continues to increase, we strive to keep an open mind and continue our innovative thinking in the hope of upholding the ideas and vision of our founder and predecessors in the early years of the Company - to make every business unit of Mercuries Corporation the premier choice among Taiwanese consumers.

Looking ahead, Mercuries Corporation will build upon the sound foundation it created for itself over the last half-century to achieve more internationalization and systematic talent cultivation, introduce elements of youth, health, and vigor to let consumers experience new lifestyle trends in food, clothing, accommodation, transportation, education, and entertainment, thereby having a positive impact on society. We will embrace future challenges to become a leading enterprise in the industry through the collective efforts of the management team and all employees so that they will feel a sense of pride in being members of the Mercuries family.

Chairman Shiang-Li Henry Chen

# Mercuries History

- 1964 • George C.S. Wong, Harvey Tang, Chris Kuo co-founded the Mercuries Corporation on Nanjing West Road, mainly exporting handicrafts.
- 1965 • The partnership organization was converted into a limited company with a capital of NT\$500,000, and the Company was relocated to Chang'an East Road.
- 1974 • Established the Taichung Office to expand the export business, and increased the Company's capital to NT\$16 million.
- 1975 • Created the Domestic Department to publish mail order catalogs and handle the mail order service.
- 1976 • Opened the first five Mercuries Department Stores and started the chain store service.
- 1977 • Invested in establishing Mercuries Feimous Ltd.
- 1980 • Mercuries Feimous Ltd. was renamed Mercuries Data Systems (MDS).  
• Joint-founder of "Consumers' Foundation, Chinese Taipei".
- 1981 • Established the Chicago office.
- 1982 • Established the bonded warehouse.  
• Established the Catering Department specializing in Chinese chain restaurant service.
- 1983 • Established the first 4 wholly-owned Mercuries Fast-food Restaurants.  
• Purchased land on Jianguo North Road, Taipei City to prepare for the construction of the Mercuries Building.

- 1984 • Mercuries Fast-food Restaurant was renamed 77 Qiaofu.  
• Groundbreaking of the Mercuries Building.
- 1986 • 77 Qiaofu was renamed Sanshang Qiaofu.  
• The company structure changed from a chairman system to a CEO system, and the first CEO was Harvey Tang.
- 1987 • The Mercuries building was inaugurated and the headquarters was relocated to Jianguo North Road.  
• The first Mercuries Taiwan Masters Invitational Golf Tournament was held.
- 1988 • Established Mercuries Fu Bao.  
• Mercuries & Associates, Ltd. was listed on TWSE with a capital of NT\$802 million.
- 1989 • Sanshang Qiaofu's central kitchen was established in Dayuan to produce ingredients with consistent quality for stores nationwide.  
• Organized the first Mercuries Cup Slow Pitch Softball Competition.  
• Founded the Foundation of Chinese Dietary Culture and officially opened the Chinese Dietary Culture Library.  
• Held the first Chinese Dietary Culture Seminar.  
• Opened the 50th Sanshang Qiaofu store.  
• Held the first Sanshang Qiaofu Cup Charity Road Running Competition.  
• Formed the Mercuries Tigers Professional Baseball Team.
- 1990 • Adopted the two-day weekend system.  
• Established the Food Services Department to distribute and sell alcohol products, and became an agent for Kirin beer.
- 1991 • Established Family Shoes Co., Ltd. with a capital of NT\$190 million to manage the "Family Shoes Mart" chain store and joined Single Shoes Bank.  
• Mercuries Corporation's revenue exceeded the NT\$10 billion mark.  
• Chairman Weng Chao-Hsi was appointed as the first director of TCFA.
- 1992 • MDS and Sun Microsystems signed a contract to become the sole distributor of Sun Microsystems workstations in Taiwan.  
• Established Mercuries General Media Inc. to engage in the media industry.

- 1993
  - MDS Peripheral Systems Department and the U.S. company Data General signed a contract to distribute RAID products.
  - Opened the 50th Family Shoes Mart store.
  - Established Mercuries Life Insurance with a capital of NT\$2.2 billion.
- 1994
  - Opened the 100th Sanshang Qiaofu store.
- 1995
  - CEO Mr. Harvey Tang was appointed as the first Director of CSPA and hosted the first Mercuries Cup Slow Pitch Softball Competition.
  - The Foundation of Chinese Dietary Culture organized the inaugural Hospitality Management Seminar.
  - The Mercuries Tigers Professional Baseball Team set up fan clubs in Taichung and Kaohsiung.
- 1996
  - Mercuries Department Store and CTBC Bank launched co-branded cards.
  - Mercuries Life Insurance and E. Sun Bank launched co-branded cards.
- 1997
  - Established Napoli Pizza.
- 1998
  - Automation of the Mercuries Department Store Nankan warehouse and logistics center completed and inaugurated.
  - Family Shoes Mart launched a VIP card.
  - Mercuries Life Insurance obtained "ISO9002 certification", purchased the Tainan office, and launched a service allowing insurance payments to be made through ATM transfer.
- 1999
  - Napoli Pizza launched Italian fried chicken.
  - MDS became OTC listed .
  - Mercuries Tigers Professional Baseball Team was disbanded.
- 2000
  - Mercuries Life Insurance launched the "Quick Claim Settlement" counter, able to complete the claim settlement process in 20 minutes.
  - MDS became publicly listed.
- 2001
  - Mercuries Life Insurance and MassMutual Financial Group forged a strategic alliance.
  - Invested in SCI Chemicals Co.,Ltd.
  - Forged an alliance with British firm MFI to create Mercuries Furniture, the group's 5th chain store.
- 2002
  - Merged with affiliated company Family Shoe Mart.
  - The Food Service Department began distributing "Kizakura Sake".

- 2003
  - Mercuries Life Insurance launched the first investment-linked insurance policy, "Valuable Universal Life Product (VUL)".
  - SCI Chemicals Co., Ltd. changed its name to SCI Pharmtech, Inc. and became listed on the emerging stock market.
  - Napoli Pizza launched "Napoli Cheese Cake".
  - Mercuries Life Insurance's office building in Kaohsiung was inaugurated and the convenience store insurance payment service was activated.
  - "Nanjing Mercuries DC Financial System Co., Ltd." was established to manufacture proprietary ATMs. "Mercuries Soft" was established, specializing in software OEM.
  - The Food Services Department started distributing Asahi beer.
- 2004
  - SCI Pharmtech, Inc. became publicly listed.
  - Mercuries Life Insurance organized the first Jr. Space Camp program.
  - Mr. Shiang-Li Henry Chen was appointed as the 3rd Chairman of Mercuries Corporation.
- 2005
  - President Chen Shui-Bian awarded the "Father of Slow Pitch Softball" trophy to Mr. Harvy Tang in recognition of his contributions to slow-pitch softball. The trophy was accepted on behalf of Mr. Harvy Tang by Chairman Shiang-Li Henry Chen.
  - Mercuries Life Insurance launched the first universal life insurance policy "UL".
- 2006
  - Mercuries Corporation officially retrieved the management rights of Mercuries Furniture and changed the English trademark to "MH".
  - Mercuries Corporation and PrimeCredit launched the "Mercuries co-branded card".
  - Established "En Route Shoe Store" to import popular branded sports shoes from around the world.
  - Catering Department established "TonKaTsu".
  - Established Simple Mart Retail Co.,Ltd. and launched the "Simple Mart" discount chain store.
- 2007
  - Established Mercuries Bakery to distribute the no.1 donut label in the US, "Dunkin' Donuts" by opening American restaurants.
- 2008
  - Mercuries Bakery officially became a franchise partner of Dunkin' Donuts in China and opened its first store in Shanghai.
  - Co-founded "Asahi & Mercuries Co., Ltd." with Asahi Breweries,Ltd.
  - Established the "Nanjing SCI Pharmtech , Ltd." in Nanjing ,China.
- 2009
  - Established Mercuries School Supplies Department and launched "Sansun Shop", developed the gift stationery chain stores.

- 2010
  - Acquired MassMutual's shares in Mercuries Life Insurance to increase the shareholding ratio from 27.5% to 55.4%.
- 2011
  - Merged with affiliated company "Simple Mart Retail Co., Ltd."
  - Created a new chain restaurant "DonMono", specializing in donburi.
- 2012
  - Mercuries Life Insurance became publicly listed.
  - Created "Sanyou Drugstores Ltd." with Japan's Sumitomo Corp. to launch "Tomod's".
  - Ceased "Dunkin' Donuts" agency rights in Taiwan and China.
- 2013
  - Co-founded "Mercuries MONTEUR Co., Ltd." With Monteur Holdings Co., Ltd. In Japan. Launched the "MONTEUR Café".
  - "Mercuries Department Store" closed business.
- 2014
  - Established a new chain store, "Da-Mei Discount Mart", to launch discount supermarkets.
  - Established a new chain restaurant, "Pin Chuan Lan", specializing in premium beef noodles.
  - Established "Mercuries Food Service Japan, Ltd." in Japan, specializing in "Sanshang Qiaofu" Taiwanese beef noodles.
  - "Sansun Shop" closed business.
- 2015
  - On January 1, 2015, the Company became an investment holding company and changed its name to "Mercuries & Associates Holdings Ltd.", transferring revenues generated outside of the Company's investments to its wholly owned subsidiary, "Mercuries Co., Ltd."
- 2016
  - Established "Simple Mart+", an eco-friendly supermarket.
- 2017
  - Established "BANCO" to manage authentic Neapolitan pizza and homemade pasta Italian restaurants.
  - Mercuries Simple Mart Retail Department was split and transferred to Simple Mart Retail Co., Ltd. on July 1, 2017.
  - Purchased the shares of "Asahi & Mercuries Co., Ltd." from "Asahi Group Holdings, Ltd.", increasing shareholding from 50% to 100%, and renamed the Company "Mercuries Liquor Co., Ltd."
- 2018
  - "Mercuries Liquor Co., Ltd." was renamed "Mercuries Liquor & Food Co., Ltd."
  - "MONTEUR Café" closed business.
  - Simple Mart Retail created the "Go Shopping" online platform.

- 2019
  - Simple Mart Retail created the "Simple CITY Mart", combining catering and retail.
  - Simple Mart Retail unveiled the "Office Mart" unmanned shelves.
  - Mercuries F&B established "Napoli Fried Chicken", selling a variety of deep-fried foods.
- 2020
  - Mercuries Catering Department was split and transferred to Mercuries F&B on January 1, 2019.
  - Sanshang Qiaofu launched a subsidiary brand, "Qiaofu Plus", featuring innovative menus and an ordering process that became an "upgraded version of Sanshang Qiaofu".
- 2021
  - Mercuries F&B launched a new brand, "Tiger Dumplings", a restaurant chain selling Japanese dumplings and vegetable ramen.
  - Purchased shares of "Sanyou Drugstores Ltd." from Sumitomo Corp., reaching 100% share ownership.
  - Mercuries Co., Ltd. and BorNor Co., Ltd. each invested 50% to establish "Sanor" for brand distribution, licensing, and department store counter business purposes.
  - Simple Mart Retail became a listed company on November 30, 2021.
- 2022
  - Invested Framosa Co., Ltd. in NT\$86.25 million, holding 15% of the shares.
- 2023
  - Number of brand chain stores in late December:
    - 168 Sanshang Qiaofu restaurants
    - 189 Family Shoes Mart stores
    - 127 Napoli Pizza and Fried Chicken stores
    - 12 Napoli Fried Chicken shops
    - 26 Mercuries Furniture stores
    - 34 En Route stores
    - 64 TonKaTsu shop
    - 811 Simple Mart stores
    - 20 Sanshang DonMono restaurants
    - 18 Tomod's stores
    - 4 Pin Chuan Lan restaurants
    - 1 Sansyou Koufuku store in Japan
    - 2 Simple Mart+ stores
    - 4 BANCO stores
    - 2 Qiaofu Plus stores
    - 2 Tiger Dumpling restaurants
    - 1 Cloud Kitchen



"The last bowl of beef noodles served by Sanshang Qiaofu before closing may be the first bowl of beef noodles for the customer today." Maintaining the philosophy of "hot soup, chewy noodles, and delicious beef from the first bowl to the last", Sanshang Qiaofu has pursued the highest standards in quality, food safety, taste, and service for nearly four decades.

Opened in 1983, Sanshang Qiaofu is Mercuries F&B's first restaurant chain. It was not only the first fast food chain in Taiwan but is also known as "the largest beef noodle chain brand in the country". By applying the business strategy of "product diversification, operations standardization, and staff specialization", the brand combines the taste of traditional Chinese cuisine with the precision of Western production processes, so that consumers in Taiwan may enjoy products of the same quality in all our restaurants.

Sanshang Qiaofu can be found in urban and rural areas in Taiwan. In recent years, the brand has been introduced to supermarkets and food courts in department stores, as well as in the Freeway Bureau's service areas, science parks, and hospitals, providing consumers with convenient dining locations.

Sanshang Qiaofu has invested considerable manpower and resources in establishing the central kitchen, food R&D office, and QA office to develop new flavors and manage food safety. At present, original flavor and half-tendon-half-beef beef noodles are our staple products. We also serve pork chops with rice, Sukiyaki rice, and an assortment of exquisite side dishes. Besides hygienic, clean food and friendly, fast service, we also offer affordable, great value-for-money products for people dining out. Sanshang Qiaofu also continues to improve the quality of its pickled mustard greens- the perfect garnish for beef noodles- to ensure their radiant luster and crisp texture.

Sanshang Qiaofu has never forgotten that "catering is a conscientious business". Upholding the corporate ideals of "Happiness and Health" and giving back to society, Sanshang Qiaofu began organizing the annual Sanshang Qiaofu Cup Road Running Competition in 1989. In 2011, we invested additional resources to organize the Mercuries Group Cup Charity Road Running Competition to foster running and sports development in the country.

Sanshang Qiaofu employees volunteer to host soup kitchens in schools and orphanages in remote townships every month to warm the stomachs and hearts of underprivileged groups. We continue to engage in educational collaborations with major colleges and universities to provide students with internship opportunities and fulfill our corporate social responsibility.



### Business characteristics

#### Chinese fast food restaurant

The KDS (Kitchen Display System) enhances the food service efficiency in the kitchen and the restaurant. The kitchen will start to prepare the meal after the order is completed so that customers may enjoy their food soon after being seated at the table.

#### Homemade noodles ensure absolute quality

The noodles and meat are prepared by the central kitchen according to SOP, and the ingredients are purchased and centrally managed to guarantee their freshness and quality. Furthermore, the ingredients are subject to regular inspections to ensure the quality of our meals

#### Diverse menus for healthy enjoyment

We regularly develop and launch exclusive products; in addition to the classic beef noodles, pork and chicken dishes are also available to offer diverse flavors, and patrons may choose staples such as noodles or rice to enjoy a healthy, balanced diet.





拿坡里 披薩  
炸雞

Napoli Pizza and Fried Chicken

Catering Business

Pizza and fried chicken  
culinary trendsetter

founded in 1997



Napoli Pizza and Fried Chicken is a 26-year-old restaurant label that still generates hype on social media among the younger generation thanks to its advertising slogan at the time of establishment: Napoli, the first restaurant to deliver pizza and fried chicken to your doorstep.

Napoli Pizza and Fried Chicken was founded in 1997 to offer consumers gourmet, authentic food at affordable prices. It also started the double-enjoyment food trend of "pizza + fried chicken", exerting a profound influence on Taiwan's culinary scene that remains relevant today. Now, whether it is a family, school or company dinner/party, the "pizza + fried chicken" combination has become the preferred choice of patrons.

With the changes in Taiwanese people's eating habits, the pizza and fried chicken combination has evolved from a recreational food to a formal dinner option. Over the last 26 years, various ingredients have undergone a constant transformation, but Napoli Pizza and Fried Chicken has upheld the spirit of "continuous fine-tuning and holding on to the golden ratio" to make adjustments according to the changing weather, ingredients, and raw materials. We strive to maintain consistent quality by applying a professional attitude to managing the restaurant chain.

Taking pizza as an example, we only use naturally fermented dough kneaded on the day in conjunction with our rich, proprietary tomato sauce. For our fried chicken, we only use domestically produced chicken that is deep fried to order every day. By adhering to the principle of "crispy skin, succulent meat, and non-greasy", we strive to serve our customers fried chicken boasting premium quality and texture.

Napoli Pizza and Fried Chicken's time-tested brand over the last 26 years has earned consumers' trust and confidence in terms of food safety. The name Napoli Pizza and Fried Chicken is inspired by Napoli, the seaport in southwestern Italy, which is famed for its stunning bay area. Some people refer to Napoli as "Naples", the city's English name. The most vibrant and hospitable city in Italy is also the cradle of pizza and Italian ketchup – coherent with Napoli Pizza and Fried Chicken's spirit – sanguine and optimistic.

Our brand logo draws inspiration from the tricolor of the Italian national flag, highlighting the origin of pizza. The shape resembles a slice of pizza to further accentuate the visual appeal of the logo, symbolizing our unwavering commitment to ensuring the quality of each slice of pizza. The v-shaped logo also bears the propitious meaning of victory.

In order to endow our patrons with a brand new experience every time, Napoli releases new pizza flavors and a diverse selection of exquisite meals from time to time so that they may enjoy the affordable delicacy, whether it is a single order, set meal, or group purchase.

At Napoli, we will accompany your joyful moments of reunion with delicious food!



### Business characteristics

#### Takeout or delivery - Gourmet enjoyment

Professional oven, gourmet takeout and delivery; targeting the eating out population, the premier choice for providing students, office workers, large families, small families and other meal gatherings with a delightful dining experience.

#### Exquisite ingredients - Incredible value for money

Napoli does not have extravagant advertisements because every dollar we can spare is used to purchase expensive ingredients for our patrons, thereby enriching people's exciting lives with every classic dish







TonKaTsu was founded in 2006 as a Japanese pork chop specialty store. Over the years, TonKaTsu aspires to "Making delicious pork pork chops is something Tonka Tsu has always persisted in. "as well as earn consumers' affirmation and recognition.

Since the last two syllables of the term "pork chop" in Japanese "豚カツ (TonKaTsu)" are pronounced the same as "勝つ (KaTsu)", meaning victory, Japanese people often eat pork chops before attending job interviews or exams for good luck. Driven by a feeling of fullness and joy after eating pork chops, job interviews or exams usually go without a hitch. The meaning of "happiness and luck" also became the inspiration for the name "福勝亭" (TonKaTsu), with "福" (happiness) referring to happy and satisfied customers and "勝" (victory) representing the good luck brought about by eating pork chops.

The belief in "persistence in making delicious pork chops" is put into practice by constantly refining product quality and meeting the dietary needs of consumers of different generations. TonKaTsu only uses the finest pork prepared meticulously by our R&D team to meet the Taiwanese people's taste preferences while upholding the spirit of Japanese cuisine. More than a decade after the brand's establishment, we continue to research the golden ratio between the pork chop and breadcrumbs, endeavoring to present a golden aesthetic appeal that is complemented by an exquisite, crispy texture that is not too hard.

Mouthwatering fried pork chops should be served with delicious white rice. TonKaTsu uses premium white rice from the Jhuoshuei River area in Taiwan to best complement the Japanese pork chops. The crisp and sweet chopped cabbage drizzled with Japanese dressing makes for a refreshing taste, mitigating greasiness and endowing the pork chop with a delectable aroma, creating a meal that is both delicious and healthy.

The miso soup, a quintessential component of Japanese set meals, is prepared with mild, creamy white miso. The soup stock emanates the fragrance of bonito (fish flakes), while tofu and kelp sprouts are added to accentuate the unique sweet flavor of miso.

TonKaTsu adopts a fast food business model where customers place their orders before being seated. Unlike conventional Japanese pork chop restaurants, we provide a fast, affordable, and delicious dining experience to satisfy the needs of modern people. In light of the diverse dining preferences of modern consumers, in addition to deep-fried foods, TonKaTsu also offers set meals with grilled foods such as salt-grilled mackerel and grilled chicken leg with Japanese dressing, as well as don and hotpot alternatives such as Japanese miso Udon.



### Business characteristics

#### Freshly battered and fried to order with free refills of sides

Fresh ingredients are battered and fried to order so that consumers can enjoy fresh, tender, and delicious food. The self-service area offers free refills of sides such as rice, chopped cabbage, and hot miso soup.

#### Relax and enjoy diverse selections

Pork chops, the essence of TonKaTsu, are endowed with diverse flavors, and patrons are free to choose from a wide selection of non-fried delicacies including grilled foods, dons, and hotpots.

#### Exquisite ingredients and rigorous quality control process

With a mission of providing safe and reassuring meals, all ingredients are subject to rigorous selection and procurement processes before being delivered to the restaurants by refrigerated trucks. Furthermore, ingredient management SOPs are also implemented.





# 鮮五井

## Sanshang DonMono

Catering Business

### Exquisite and bold Donburi specialty store

founded in 2011



Fresh, healthy, safe, and delicious, Sanshang DonMono's new take on the Japanese "don" culture aims to please the palates of Taiwanese consumers. We also pay close attention to the source of ingredients, insisting on using local fresh ingredients of the finest quality to create specialty stores serving delicious dons. The first DonMono restaurant opened in November 2011 in the business district near MRT Nanjing Station, providing office workers and families in surrounding business districts with authentic Japanese flavors through affordable, appetizing meals.

Rice is one of the staple foods in Asia. There is a plethora of rice dishes in Taiwan, but in Japan, the word "don" means "rice bowl dish", a highly popular delicacy for the masses. The importance of rice in Asian food culture is evident.

In light of the exquisite and bold folk culture of "don", Sanshang DonMono introduced the authentic Japanese flavor to Taiwan. Based on the premise of "freshness and health", we only select quality ingredients delivered directly from the source to develop "a feast for the five senses- tender, smooth, fresh, crisp and crunchy" via innovative culinary techniques. The cuisine combines rich flavors with aesthetic appeal as well as a variety of ingredients and exclusive dressings to become gourmet, filling dishes. Each order of mains comes with complimentary soup and rice refills. Moreover, we have created bright and spacious dining areas for customers to quickly and conveniently enjoy high-quality meals that are hygienic, reliable, and offer excellent value for money.

The secret to the delicious beef dons at Sanshang DonMono lies in the soft, tender beef belly that is sliced to just the right thickness. This is paired with fresh, sweet onions and the special sauce, creating the smooth, tender texture of the exquisite beef don. The rice is garnished with fresh succulent and sweet chopped green onions. The restaurant uses premium Tainan No. 11 white rice with plump, translucent grains that offer a soft, chewy texture and tantalizing fragrance.

In addition to signature dishes such as beef and pork chop dons, Sanshang DonMono also endeavors to offer consumers diverse menus such as aromatic, spicy Mapo Beef Don, Fried Fish Don topped with golden egg yolk, Grilled Chicken Don with a large serving of fresh, tender chicken leg, and the brand-new Creamy Mushroom and Cheese Chicken Don. We intend to satisfy customers' expectations and needs for dons through the textures of various ingredients.



### Business characteristics

#### Exquisite ingredients and flavors at affordable prices

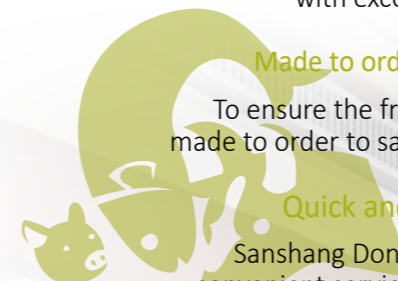
Every ingredient used at Sanshang DonMono is meticulously selected to offer customers delicious dons with excellent value for money.

#### Made to order with innovative flavors

To ensure the freshness of our meals, every don is made to order to satisfy patrons with unique flavors.

#### Quick and outstanding service

Sanshang DonMono strives to provide fast and convenient services, thus regular staff training is conducted to refine the service process of the kitchen staff and the waiting staff in a bid to enhance the restaurant's service quality.





品·川·蘭  
PIN CHUAN LAN

Pin Chuan Lan



founded in 2014

Catering Business

Selected by CNN as one of Taipei's best beef noodles: 8 places to sip 'n' slurp

Founded in 2014, Pin Chuan Lan was selected by CNN as one of "Taipei's best beef noodles: 8 places to sip 'n' slurp" the following year. In addition to the popular beef noodle flavor, the "steak noodle" made from different beef parts such as rib-eye, chuck flap, and blade, is an industry-leading culinary innovation of Pin Chuan Lan.

Taking the authentic elements of "Greater China diet culture" as the brand spirit, the word "Ping (tasting)", meaning the "way of diet", is combined with the purest taste of the beef noodle. The word "Chuan" and "Lan" represents the rich, authentic Sichuan flavor and the classic, light, and sweet taste of Lanzhou cuisine.

At Pin Chuan Lan, our beef noodles emphasize the purity of ingredients and the essence of gourmet flavors unleashed through the painstaking stewing process. The "Sichuan Collection" is prepared with red sugarcane with skin, persimmon tomatoes, beef bones, and various Chinese herbs, creating a soup that has a sweet and mellow character. The "Lanzhou Collection" features broth prepared with roasted beef bones and a variety of fruits and vegetables. The soup has a refreshing, smooth texture complemented by a mild vegetable and fruit flavor that highlights the beef's special aroma. Served with springy noodles and tender beef, the tantalizing dish is the epitome of beef noodles.

Besides traditional Sichuan and Lanzhou-flavored beef noodles, Pin Chuan Lan also pursues innovation by building on traditional elements. We have launched a wide selection of steak noodles, and the first dish on the recommended list is the "Prime Rib-Eye Steak Noodles" featuring steak fried pan-seared until medium rare, where patrons can taste the rich aroma of beef released from the searing process, endowing their palates with new flavors of beef noodles aside from the traditional braised and clear broth alternatives.

In addition to beef noodles, Pin Chuan Lan also drew inspiration from northern noodles to develop another signature dish, the "Handmade Chinese Pancakes" which are freshly rolled and baked every day. Meticulously braised tendons are wrapped in crispy, tender, chewy Chinese pancake wafting with floury fragrance to create the perfect northern snack.

Eating beef noodles does not have to be a clammy and sultry experience. At Pin Chuan Lan, patrons can enjoy beef noodles elegantly. Pin Chuan Lan endeavors to create a beef noodle restaurant fit for "entertaining guests" with a cozy dining environment and good services, where patrons can introduce beef noodles, a Taiwanese specialty cuisine, to their friends from around the world. For Taiwanese consumers who are already familiar with beef noodles, the restaurant is also a dining venue for exploring the exquisite flavors and diverse possibilities of the delicacy.



品·川·蘭 PIN CHUAN LAN



### Business characteristics

#### Exquisite ingredients offer freshness and a gourmet taste

The restaurant only utilizes beef that complies with national import and inspection standards, as well as GMP-certified domestic pork and traceable vegetables, allowing customers to enjoy delicious food with peace of mind.

#### Professional certification and freshly stewed broth

The brand maintains stable quality by applying SOP, and regular employee certification. The broth is stewed every day and the pancake dough is also "rolled" daily, creating Pin Chuan Lan's unique cuisine using exclusive techniques and special sauces.

#### Comfortable environment and attentive services

The elegant decoration comprises three unique red lanterns, an antique Chinese medicine cabinet replica, and long wooden tables to create a comfortable dining environment. Moreover, the waiting staff attentively listens to patrons' needs, thereby allowing them to kick back and dine in a relaxing ambiance.





BANCO was founded in 2017. In the same year, the art of Neapolitan Pizzaiuolo was inscribed on the Representative List of the Intangible Cultural Heritage of Humanity by UNESCO. In October 2019, BANCO became the champion of the Campionato mondiale del Pizzaiuolo in the international division.

BANCO aspires to make the most authentic Neapolitan pizza in Taiwan using traditional Italian culinary methods in order to pass on the knowledge and culture of Italian food.

Authentic Neapolitan pizza must adhere to the STG production process, using dough between 180 and 250 grams, natural sea salt, and fresh wet yeast without adding any grease, spreading the dough out entirely using the palms and fingers, and only drizzling the pizza with olive oil just before placing it into the oven. The pizza is baked in a wood-fired kiln at temperatures of up to 450 °C. Pizza chefs use a long-handled baking board to place the raw pizza into the kiln before quickly removing it within 60 to 90 seconds, creating a pizza crust that is thick on the outside and moist and chewy on the inside. These are the signature features of authentic Neapolitan pizza.

BANCO's brand mission includes "providing a joyful atmosphere", "elevating tastes in the community", and "passing on the Italian food culture". "Providing a joyful atmosphere" emphasizes maintaining a happy, delightful, and positive energy, and creating a joyful dining ambiance; "elevating tastes in the community", on the other hand, is to continuously offer diverse added value to customers. The most important aspect is to "pass on the Italian food culture" by vigorously learning and sharing Italian food and culture-related knowledge.

To protect the most authentic craft of making Neapolitan pizza, BANCO employees regularly go through the Neapolitan pizza chef certification assessment conducted by APN Pizza. Also, pizza kilns are imported from Italy, and our employees travel to Japan from time to time to learn from Italian culinary experts and participate in international competitions in Italy.

Japanese guest chefs are also invited to the pizzeria to impart their skills to the staff. An example includes world pizza champion Akinari Makishima, who personally visited our restaurant to demonstrate the authentic method of making Neapolitan pizza.

## Joy, Taste, Culture

**Homemade raw pasta**



### Business characteristics

#### Baked in wood-fired kiln

The pizza kiln is constructed of solid handmade bricks with a customized smaller opening. Weighing approximately two tons, the outer wall of the kiln is made of volcanic rock and volcanic sand from Mount Vesuvius in Naples, enabling temperatures in the kiln to reach up to 450° C and ensuring that the fire is intense and uniformly distributed throughout the kiln. The thick outer wall of the kiln can retain heat to achieve excellent thermal insulation performance. Authentic Neapolitan pizza with a golden brown and slightly charred crust can be baked within 90 seconds.

#### Homemade raw pasta

Normal dry pasta uses the hot air drying method to remove moisture and the pasta offers a hard texture. Fresh pasta is made with imported vacuum technology to remove air so that moisture is retained and evenly distributed. The pasta is left to rise properly. Since the pasta is not air-dried with hot air, moisture is retained so that the pasta offers a fresh and springy texture.



**Baked in wood-fired kiln**





拿坡里炸雞



Napoli Fried Chicken

Catering Business

Fried food specialty store targeting young consumers

founded in 2018



Napoli Pizza and Fried Chicken created the "pizza and fried chicken combination" dining style in Taiwan over the last two decades. The idea of "fried chicken from a pizzeria" became such hype that consumers and Internet users started to describe the brand as "a fried chicken restaurant camouflaged as a pizzeria" to express their love for Napoli Fried Chicken. Mercuries F&B responded to customers' demand and separated the fried chicken business from the pizzeria in 2018 to create "Napoli Fried Chicken", thereby thrusting fried chicken into the limelight.

Taiwan's fried chicken market is fiercely competitive. From traditional American fried chicken to Korean fried chicken in recent years, the market has undergone volatile and unpredictable changes. Napoli Fried Chicken appeals to customers aged 16-40 with the brand image as a "fried food specialty store", hoping to attract bold, adventurous young consumers through diverse fried chicken flavors and creative dining styles.

Napoli restaurants originally served crispy fried chicken. After two decades of ongoing refinement and transformation, deep-fried chicken drumsticks also became a signature product of Napoli Fried Chicken in addition to crispy fried chicken. Various seasoning powders and sauces are available for customers to create 12 flavors such as Sichuan-style hot pepper, Thai-style tom yum, Southeast Asian curry, and mixed double cheese. In particular, spicy onion and garlic is the most popular option in the restaurant. Through a wide range of fried chicken flavors, Napoli Fried Chicken strives to cater to the eating habits of young people seeking novelty and change.

Surprisingly, the bite-size crispy fried chicken drumsticks became an instant hit among online video gamers. The strong flavors created by seasoning powders and sauces complement beer perfectly.

Since it is a "fried food specialty store", in addition to fried chicken, the 30cm fried-to-order "No. 1" French fries have also evoked customers' interest with over-the-top visual appeal. Fried seasonable vegetables such as baby corn, okra, taro, pumpkin, and green beans are also integral elements of the fried food specialty store, and they go well with fried chicken.

With over two decades of experience in fried chicken and market tastes, Napoli Fried Chicken has stepped into the limelight and continues to pursue the finest quality in fried food today. By introducing innovative changes and localized development and management, we have taken the "fried chicken scene by storm".

"Napoli Fried Chicken" is the culmination of 20 years of gourmet heritage, making it the prime choice for a hearty feast.



### Business characteristics

#### Localized development over the last two decades

Twenty years of refinement have culminated in the hottest flavors. By remaining humble and constantly pursuing excellence in fried food, Napoli Fried Chicken is not only the culmination of 20 years of gourmet heritage but also the prime choice for a hearty feast.

#### Diverse flavors through bold innovation

The brand has invented a plethora of fried food combinations to accommodate the eating habits of patrons seeking novelty and change through diverse fried chicken flavors and creative dining styles!





Applying food and beverage technology to provide more delicious meals and outstanding services has always been the goal of Mercuries F&B. Founded in 2019, Qiaofu Plus has introduced the "quick self-service meal ordering" system in response to the constantly evolving and changing consumer market to make meal ordering more convenient. Customers can also scan the QR code to order online in advance before checking out at the self-service kiosk to save time and make ordering food a much more convenient experience. The service targets the tech-savvy new generation that relies heavily on digital technology and emphasizes dining efficiency.

With the main appeal of "upgraded Sanshang Qiaofu," Qiaofu Plus offers enhanced service and updated menus because many Sanshang Qiaofu customers have requested to be able to enjoy all the brand's product offerings at Qiaofu Plus. 80% of the products at Qiaofu Plus are brand-new products. In addition to retaining the classic beef noodle collection from Sanshang Qiaofu and elevating the rich flavor of its broth, other products such as dry noodles, soup dumplings, and rice foods have also been included to enrich the diversity of the menus.

The highly recommended "Hot Noodles" collection boasts a spicy dressing prepared with four different sauces, offering a rich aroma as well as a savory and spicy taste that is perfect for customers with a craving for spicy food. The "Fried Beef Short Rib Rice" is prepared with beef short ribs fried on a hot iron plate until a caramelized perfection, making it a classic dish with excellent value for money. Additionally, the immensely popular "Traditional Bubble Milk Tea" from Sansyou Koufuku in Japan has also made a "glorious comeback" to Qiaofu Plus restaurants in Taiwan.

"The restaurant self-service experience" is more user-friendly and convenient for office workers and young consumers with heavy phone usage. They can simply scan the QR code with their smartphones to order their meals and check using self-service kiosks in the restaurant. Diverse payment options are available. Pay with mobile payment to minimize the inconvenience of looking for change. Lastly, patrons can collect meals according to their numbers to enjoy food effortlessly.

With years of experience in the food and beverage industry, Mercuries F&B noticed the new technology-driven dining trend. By streamlining restaurant operations and human resource deployment with smart automation systems and integrating online meal ordering services using self-service kiosks, Qiaofu Plus combines the "latest F&B technology" with "diverse menu options" to give birth to the upgraded version of "Sanshang Qiaofu," thereby endowing the distinguished brand with new significance in the new era.



### Business characteristics

#### Business characteristics

Introduction of the "quick self-service meal ordering" system in conjunction with smartphone meal ordering and mobile payment services to facilitate meal ordering and payment.

#### Freedom of mixing and matching – Optional upgrades

In addition to classic beef noodles, other products such as dry noodles, soup dumplings, and rice foods are also provided to enrich the menu's diversity. Product selections can be mixed and matched freely to satisfy different dining needs.





# 虎記餃子

Tiger Dumplings



Catering Business

Crispy fried dumplings with leeks - Crispy, green and succulent - Highly popular among Japanese patrons

founded in 2020

Pot stickers and fried dumplings are common delicacies in Taiwan, while Japanese ramen has also been a longstanding popular dish. However, the Japanese people's habit of ordering fried dumplings at a ramen store has yet to catch on in Taiwan. Having perceived the tremendous potential of the dining trend, Mercuries F&B founded the Tiger Dumplings brand in 2020 to let consumers experience the Japanese dining culture of "fried dumplings + ramen" combo at affordable prices.

Tiger Dumplings is a vibrant community-style "fried dumplings + ramen" brand. Its first store was opened in the busy Xinyi business district of Taipei City, serving NT\$100 Japanese mains. The vision of the Tiger Dumplings brand is to introduce Japanese gastronomy to all corners of Taiwan and become a favorite fast food restaurant among men and women of all ages in the community. The brand's business strategy is to "establish a profitable business model even with small investments."

Tiger Dumplings offers differentiated specialty products such as NT\$50 crispy fried dumplings, affordable vegetable ramen for NT\$100, and NT\$50 frozen fried chicken. The head chef of Tiger Dumplings personally visited Japan to learn culinary techniques from an old ramen store and took over a year to develop flavors and create simple yet authentic fried dumplings with leeks tailored for the Taiwanese market.

Japanese fried dumplings are usually served as a side dish to complement a main dish. This is the unique feature of Tiger Dumplings' crispy fried dumplings compared to other fried dumplings and pot stickers on the Taiwanese market. Tiger Dumplings' vegetable ramen uses authentic Kanto ramen produced under the supervision of the half-a-century-old Japanese ramen store "Manhokutei."

The ramen's unique feature is the stir-fried vegetables that are stewed in a Chinese wok containing kombu chicken bone broth, allowing customers to savor the wok-flavored broth while enjoying the Japanese ramen. Tiger Dumplings' vegetable soy sauce ramen is a fantastic source of dietary fiber; thus, it is highly recommended for the health-conscious modern consumer.

The "Tiger Chicken," prepared by dipping fried chicken wings in the Japanese savory-sweet sauce, is the secret weapon of Tiger Dumplings. Frozen at a temperature of -18 °C, the Tiger Chicken can be enjoyed as a side dish for fried dumplings or ramen, and it is also the ideal beer companion. In Japan, it is a popular choice of souvenirs as well.



## Business characteristics

### Authentic Japanese flavors at affordable prices

With affordable, made-to-order crispy fried dumplings, vegetable ramen, and frozen fried chicken with authentic flavors, Tiger Dumplings strives to serve products that emanate "unique" Japanese flavors.

### Clean environment – Food safety management

The clean, bright dining space is equipped with diverse table configurations for our customers' convenience. The filling and dumpling production area allows for transparency of the production line, thereby bolstering food quality management as well as hygiene and food safety management.

### Fast food restaurant for all customer groups

The meals are made-to-order, where customers can place orders using a self-service meal coupon kiosk. The meals' small portions allow for flexibility when ordering to cater to various dining scenarios such as friend/family gatherings, individual diners, or dine-ins and takeaways.





# 台湾で愛される味。 安さと美味しさを追求した 究極の麺

Sansyou Koufuku Food Service Company Limited (hereinafter referred to as Sansyou Koufuku) is a subsidiary established in Yokohama, Japan on February 28, 2014, by The Mercuries Corporation to promote the beef noodles business of "Sanshang Qiaofu."

Beef has high nutritional value in the culinary lifestyle of the Japanese people, while the slightly sweet soy sauce taste is also the mainstream flavor of various cuisines. In addition, ramen, udon, and soba noodles are the staple and a major source of starch for the people of Japan. Beef noodles are a product that brings together the three elements of "sense of value," "mainstream taste" and "staple food."

Besides "beef noodles," the signature product of "Sanshang Qiaofu," in catering to the culture of "evening drinking" during supper, Sansyou Koufuku also launched a variety of Taiwanese night market side dishes and alcoholic beverages to transform Sansyou Koufuku into not only a Chinese fast food restaurant chain but also Izakaya (gastropub), where consumers can enjoy Sansyou Koufuku's Taiwanese gourmet delicacies and localized food services during different times of the day.

Sansyou Koufuku (Sanshang Qiaofu) hopes to uphold the spirit of "delicacy, speed, affordability" to introduce "beef noodle," a Taiwanese delicacy, and The Mercuries Corporation's private label "Sansyou Koufuku" to Japanese consumers, thereby introducing them to a novel dining experience and facilitating friendship and cultural exchange between the two countries.

それが……三商巧福

台湾名物 TAIWAN GOURMET

## 台湾の国民的ヌードル 台湾牛肉麵

内装は、豪華ではないかもしれない、接客も下手かもしれない、でも、おいしさには自信があります。

台湾の枝豆 ¥260 (税込)  
イカボール ¥260 (税込)  
イカげその唐揚げ ¥260 (税込)  
しめ麺 (麺 1/2) ¥360 (税込)  
お漬物のしめ、味のしめ、味のしめ、味のしめ ¥260 (税込)  
お漬物のしめ、味のしめ、味のしめ、味のしめ ¥260 (税込)

### TAKE OUT MENU

ジャージャン麺 ¥630 (税込)  
とんロース飯 ¥630 (税込)  
タピオカミルクティー ¥280 (税込)





# 鞋全家福

Shoe Chain and Agency Business

Family Shoe Mart

founded in 1991



Since taking over the ownership of "Japanese Shoes Logistics Center" from Marutomi in Japan in 1991, Family Shoe Mart has strived to develop a management model suitable for the domestic market to become the largest chain shoe retailer in the country. After numerous years of hard work, Family Shoes has delivered an outstanding result in terms of the number of stores, turnover, floor space, and product lineup, taking up an important position in the Taiwanese footwear industry.

"Satisfying the footwear needs of the whole family" is the distinguishing characteristic of Family Shoe Mart. With an average floor space of nearly 330m<sup>2</sup>, Family Shoe Mart stores offer a selection of over 2,000 different products including men's shoes, women's shoes, kids' shoes, sports shoes, slippers, socks, insoles, and shoe care products. Besides saving consumers' time, our stores also provide them with more diverse and comprehensive choices.

Unlike traditional shoe stores where shop assistants follow consumers around to offer them service, Family Shoe Mart adopts a semi-self-service approach by offering information such as shoe size and price on product labels for consumers to make their own choices without being bothered. Furthermore, we also offer free insole and shoe care-related consultation services. Family Shoe Mart stores are equipped with shoe lasts to help our customers adjust the width of their shoes. In addition, our customers are entitled to comprehensive aftersales services such as "full refund or replacement" and "nationwide service in any Family Shoe Mart store."

- 門市自取・完全免運
- 同時擁有網路購物的方便及實體門市親切的服務
- 宅配及超商取貨・滿\$499即享免運
- 隨時享有專屬線上線下優惠
- VIP卡會員線上購物同享95折優惠

鞋全家福  
線上購物  
線上購物  
好康攏底家

春と夏 日本女鞋  
新品上市



Apart from proactively engaging in public welfare activities, Family Shoe Mart also joined the "Single-Shoes Bank" since its inception to sell individual shoes for the benefit of people with disabilities. Currently, Family Shoe Mart remains the only shoe chain store to be a member of this initiative, and Taiwan is the only country in the world with such a benefit. In 2009, we created the "Single-Shoes Giveaway Center" to unconditionally offer people with disabilities single shoes free of charge.

Moreover, we conducted cooperative education and in-service training programs with several public/private technical colleges and universities to cultivate future management talent and improve the quality of our store staff, thereby realizing the philosophy of sustainable management. In the future, Family Shoe Mart will continue to elevate our service quality to materialize the spirit of "practicality, hospitality, and advancement." We will also uphold the philosophy of "comfort, health, and eco-friendliness" to fulfill the "footwear needs of the entire family" for our customers.



穿出自我，邁向成功

春と夏 日本女鞋  
新品上市





As people place more emphasis on recreation, a pair of healthy, comfortable, and stylish walking shoes becomes a necessity in life, and it is also a key element to accentuating one's taste. In light of such trends, the label En Route was launched to provide consumers with all-encompassing footwear services.

En Route is "on the way" in French and it means to keep on forging ahead and represents the self-expectation of constant improvement.

**En Route offers dedicated services**

Besides diversified products, we also endeavor to provide attentive, comprehensive pre-sales and after-sales services. From information concerning the latest trends, accurate shoe size measurements, shoe care, and VIP discounts, we sincerely hope to let our customers enjoy their shoe shopping experience. In addition, En Route provides a high-quality shopping environment as well as attentive, friendly, and localized services to demonstrate our respect for our customers and how much we value their patronage.

**International brands with localized services**

Since its founding in March 2006, En Route has selected brands by referring to market research information from an authoritative US marketing research firm to accommodate consumers' needs in form and function. We also provide high-quality, chic, and popular shoes in a one-stop shopping environment. Our high-quality international brands include Timberland, Ecco, Merrell, Clarks, SKECHERS, KEDS, KANGOL, TEVA, Fitflop, KIPLING, and INUK, allowing fashion and comfort-conscious consumers to embrace the latest international footwear trends without traveling abroad.

**Largest international shoe store chain in Taiwan**

We provide service based on four major goals: "internationalization, professionalization, diversification, and good price." Furthermore, we have introduced product categories such as "outdoor recreation, comfort & LOHAS, urban & business, chic & tasteful, and exquisite accessories" to let our customers search for the most suitable shoes and satisfy their diverse needs. Moreover, to cater to consumers' in-depth needs for specific brands, En Route has opened numerous mono-brand specialty stores including Timberland, Fitflop, and KANGOL. Whether it is in terms of brand depth or breadth, we can provide customers with more diverse product selections.



Professional brand distributor,  
licensing management company.

founded in 2021



**Background**

Sanor Co., Ltd. was established on March 1, 2021, as a joint investment between Mercuries and Bornor hence the name "Sanor". We are primarily responsible for brand distribution and operations, as well as brand license development and operations in the Taiwan market. We provide a complete and innovative retail shopping experience for fashion, sport and outdoor products through our flexible and diverse brand management strategies, comprehensive 360° Omni-channel channel management, and excellent market solutions. Furthermore, we have become an important behind-the-scenes driving force for international brands to enter the Taiwan market.

To provide excellent brand experience, we integrate market distributors, visual designers, marketing experts, business sales consultants, E-commerce and retail staff to work closely with brand operations. Moreover, we place a greater emphasis on professionally managing brands and working with our partners to build the best diversified commercial channels.

Through our brand and local professional teams, we have cultivated a unique and loyal customer base with exceptional appreciation skills. We value the long-term relationships that are driven by trust and attention to detail, and we prioritize the values and beliefs of the brands we work with. Additionally, we focus on talent development and company culture, with a mission to become excellent brand creation and management experts while taking care of our employees' growth alongside the company.

Currently, Sanor represents the fashion lifestyle footwear brand UGG, the top one American outdoor brand TEVA, the trendy American footwear brand Kangaroos, and the century-old American biomechanics brand Saucony. From function to fashion, sports to outdoor, Sanor's brands satisfy consumers' needs in all aspects of life. Under Sanor's management, all four brands shine brightly in their respective fields.

**MISSION**

- Sanor Co., Ltd is a professional brand distributor, licensing management company.
- Create the best brand management profits and benefits for the group and shareholders.
- Having diverse brands and both online and offline channels make it easier to grasp market and consumer trends, as well as industry dynamics.

**VISION**

- A professional, digital and internationally-oriented brand agency and licensing company
- Diversified brand management provides employees and consumers with a healthy, leisurely and trendy lifestyle

**VALUES**

- We place great importance on the professionalism of our team and therefore are dedicated to talent training and development.
- We value CRM management and analysis and strive to provide consumers with the best online and offline shopping experience and service.
- We value our partners and stand by our commitments, working together with them towards our goals.

**Brand story**

**[ UGG ]**

UGG started in 1978, when Australian surfer Brian Smith moved to Southern California with a dream. Designing a product unlike any other from his favorite material – sheepskin – the Classic Boot was born. By the mid-80s, UGG became a symbol of SoCal beach culture, gaining

momentum through surf shops from San Diego to Santa Cruz. Adopted by the fashion elite and then the world, the brand has since expanded beyond the icon to design footwear.

Bold, creativity and authentic are the brand position of UGG which is suitable for people looking for creativity, daring to step outside your comfort zone.

We cooperate with creative artists coming from the whole world and attempt to explore, innovate different inspirations via their story.

The innovative design style has surpassed the brand's original series of classic shearling boots and loafers to become the most popular American fashion brand in the world. Innovative and various design styles are the key to lead UGG to grow beyond its iconic series, classic boots and slippers and then become the most popular American fashion brand in the world.

**[ TEVA ]**

The leading American outdoor brand, TEVA first appeared in the Colorado River in 1984. The world's first sports sandal was created by an ingenious river guide that he tied two Velcro straps onto an old pair of flip-flops to prevent his sandals from floating downstream. TEVA is a brand for life enthusiasts who constantly seek freedom, fun, and explorations.

TEVA sent an invitation to the world to "follow your heart and express yourself" and think out of the box. With our iconic straps enduring through the ages, we inspire infinite creativity and celebrate individuality, igniting a new outdoor fashion that reflects the TEVA spirit. TEVA has centered our brand on the commitment to sustainability using 100% recycled webbing in our strap collections since 2020. We are dedicated to raising awareness for environmental protection and inspiring future generations to reduce waste, and to achieve the goal of green energy and reducing plastic usage. We aim to encourage all TEVA followers to continuously reflect and make positive impacts on their communities and the environment.

**[ KangaROOS ]**

American KangaROOS shoes is the first shoes with pockets in the world. In 1979, Robert Gamm, an American architect and running enthusiast, came up with an innovative idea for shoes. He developed a pair of training shoes with a small zippered pocket for carrying the bare essentials while running.

Each pair of KangaROOS shoes has a small pocket resembling a kangaroo's pouch, and the ability of kangaroos to leap forward is used as a symbol of the meaning of moving forward without turning back in the shoe design.

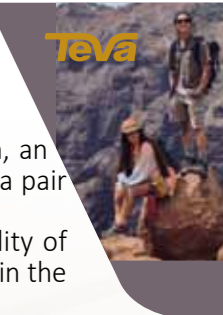
In the mid-1980s, KangaROOS gained recognition from American athletes and was selected as one of the best American products in the world. This trend spread quickly to Europe and became a global renowned sports brand. Nowadays, KangaROOS has become a truly international sports and leisure brand, with its footwear, clothing, and accessories sold in more than 60 countries around the world. As the world's first pocket shoe, KangaROOS embodies the traditions of sports and continues to challenge and pioneer shoe aesthetics to this day.

**[ Saucony ]**

Saucony is a century-old biomechanics brand based in Pennsylvania, USA, and is a globally renowned running brand. Founded in 1898, Saucony has a glorious history of over 120 years and is sold in over 50 countries worldwide, including Asia, America, and Europe.

Saucony is renowned for its high-quality craftsmanship, aesthetic designs, and professional functional technologies, as well as its exceptional reputation within the running community. We run for optimal performance, for our health, and to share a better running experience with other running enthusiasts in our lives.

Saucony is committed to continuously improving and innovating its products, fulfilling its promise to provide trainers that enable runners to push themselves to their limits every day.





Simple Mart is a retail channel of household products, offering products at affordable prices and simple services to the market in a bid to become a great companion for local neighborhoods and introduce happiness to their lives! Simple Mart adopts a three-pronged approach of store Line chat groups, "Office Mart," and the "Go Shopping" online platform. In collaboration with delivery platforms, we have extended our community service distance from 250m to 5km. In 2021, we joined forces with a well-known e-commerce website to provide store-to-store parcel services to generate a steady influx of new customers. In terms of brick-and-mortar stores, we have vigorously expanded to south Taiwan to make the number of stores more evenly distributed in north, central, and south Taiwan. Currently, Simple Mart owns more than 800 stores countrywide.

**Creating a Simple Mart life circle in the community**

• **Delivery service**

Collaborate with a renowned delivery platform to create a cloud grocery store, thereby increasing local service penetration and reaching young consumers through cloud services that offer a swift and convenient experience.

• **Parcel service**

Targeting "one-stop shopping" business opportunities derived from in-store pickup services, we teamed up with online shopping platforms to provide store-to-store delivery services by opening over 100 stores to store Simple Marts, in turn significantly increasing customer numbers and profitability.

**Focus on the home shopping retail business**

• **Build a private brand and commit to product development**

Simple Mart launched its private label in 2008 to provide customers with more diverse products and services. Furthermore, imported products are introduced to enhance product differentiation. By adopting a professional, stringent attitude, we strive to endow our private brand with characteristics such as gourmet flavors, affordable prices, and high quality.

**Simple Life Assistant:** We have selected premium daily necessities such as toilet paper, dishwashing liquid, and laundry detergents to help customers save money while upholding quality. In addition, we have chosen better raw materials to manufacture snacks, biscuits, beverages, condiments, and frozen foods, offering better quality at more reasonable prices. We do not utilize excessive packaging and we also strive to reduce waste and provide more diverse, healthy selections of delicious foods.

**Simple Mart+:** With appeals such as natural, additive-free products without excessive packaging, Simple Mart+ applies the principle of "organic, simplicity, safety, and eco-friendliness" to product selection. Authentic ingredients and simplified processes are used to convey the sentiments of safety and simplicity, as well as remaining true to the aspiration of "living naturally and natural living" to provide customers with natural, safe, and eco-friendly food and necessities to satisfy their everyday needs.

• **Import of exotic products**

We have exclusively imported whiskies, wines, Japanese and Korean wines from Asia, Europe, Australia, and the Americas, as well as popular snacks and biscuits from



Southeast Asia. Simple Mart rigorously monitors the quality of imported products, which must be inspected by the customs authorities, licensed by a clearing agent, and passed through stringent internal quality review before they can be sold in the stores. Our wine selections are supported by social media influencer recommendations to upgrade customers' shopping experience. In addition to high market popularity, our imported products have generated much hype on various major social media platforms!

**Develop a sustainable cause**

The retail market is closely linked to society, and it is imperative to pay more attention to people's quality of life, and environmental conservation, and cherish natural resources to foster the sustainability and competitiveness of nearby communities via a friendly cycle. We have long paid attention to social welfare and environmental issues, and we hope to create a sustainable life circle with our customers by applying our corporate influence. Every year, we voluntarily launch various activities such as taking care of underprivileged groups, preventing food waste, and energy conservation and carbon reduction. We organize the "Mercuries Cup Charity Run" to promote public health and sports for people with visual impairments. In 2022, we collaborated with the Modern Women's Foundation to combat domestic violence, transforming Simple Mart into shelters to fulfill our corporate sustainability responsibilities by taking action.





**From Tokyo, Japan**

Founded in Tokyo in 1993, Tomod's owns over 200 stores in Japan. In 2012, the label was introduced to Taiwan, and now Tomod's owns numerous stores throughout the country, as far as the offshore island of Penghu. Aside from localized products in Taiwan, well-known brands and products from Japan, Korea, Europe, and America are also imported to offer consumers more diverse shopping options. The Company endeavors to provide customers with a "beautiful" and "healthy" lifestyle. In 2021, we opened 50 "Simple Mart and "Tomod's" crossover stores featuring more than 1,000 products to accommodate customers' needs for personal health products besides daily necessities. We sincerely hope to become a part of Taiwanese consumers' lives and their favorite channel for drugstore beauty products.

• "Customer-oriented" product mix

We provide versatile products that conform to the latest seasonal trends, allowing customers to purchase the products they expect and desire. The products are varied according to the location of the store and the shopping scenario, so as to surpass customers' expectations with our product mix.

• "Customer-oriented" services

Provide enthusiastic, responsive, and friendly customer service to encourage customers to come back and enjoy the service again. Apply accurate product knowledge to resolve problems and recommend more suitable products, and customers will naturally feel confident in our services.



• "Customer-oriented" store

The store's bright, clear, clean, and tidy environment allows customers to quickly find the product they want and shop in comfort. The themed product display or product promotional materials help to arouse customers' latent needs and satisfy their shopping desires.





Uphold the philosophy of safety and simplicity to select high-quality natural, safe, and eco-friendly food/products by establishing the four major principles of product selection: "Simple, organic, safe, and eco-friendly." We comply with food safety regulations and implement self-management at all times to ensure product quality for our customers.

Apply the new concept of Grocerant by combining grocery with restaurant to satisfy consumers' needs for convenient, delicious, and healthy food, and shopping. Invite professional chefs to create in-store restaurants and beverage bars by fusing local high-quality ingredients from farm to table, catering to life needs such as buying, shopping, tasting, drinking, food, and recreation in one store. We strive to convey qualities such as safe purchasing and quality food and beverages to let customers appreciate the life concept of "Natural living and living naturally."

Promote the concept of "Appreciating Magnificence" and help consumers understand the food they eat through various land, environmental protection, and humanities-related issues, as well as cultivating their ability to select ingredients and endow them with a more in-depth understanding of agricultural production. These are combined with "Eat Good Food," "DIY Experience," "Taste Cultivation," "Cultural Education," and other topics to create a common good living space.



### Eco-friendly solutions in the store

#### Green plants

Purify the air, regulate the climate, and improve the quality of life.

#### Self-service sharing area

Support tableware recycling, waste classification, and zero waste, avoid occupying shared space for personal use, and speak softly without making excessive noise.

#### Paper reduction

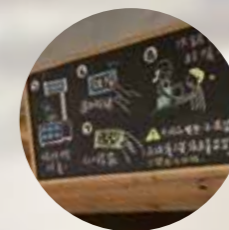
Protect the forest, reduce pollution, decrease waste, and minimize deforestation.

#### Recycle paper bags

Decrease waste, conserve paper resources, and reduce the use of plastic bags.

#### Grocerant life concept

Introduce the European and American life concept of safe, healthy, and delicious food.





"Go Shopping" was launched in 2018 as a virtual "second floor" of Simple Mart, targeting Simple Mart's existing members and collecting their feedback and suggestions to expand our product line. The goal is also to supplement product categories that Simple Mart cannot provide to customers including seasonal products, consumer electronics, and home appliances, as well as recommended stores and products, offering fantastic products at bargain prices through Simple Mart's physical channels. The comprehensive product matrix successfully enables members to enjoy the benefits of online and offline shopping.

Go Shopping is supported by brick-and-mortar store services. Besides offering differentiated products, it has also become a feedback platform exclusive to members of Simple Mart. The amount purchased by Simple Mart members in stores can be accumulated and converted into personal gold coins. Compared to existing bonus points, gold coins offer a higher return ratio and they can be used for redeeming discounts on the Go Shopping online platform. At the same time, diverse electronic payment methods are accepted along with the shopping point accumulation service. The products are delivered directly to consumers' doorsteps with just one click of the mouse. Different shopping scenarios create market segmentation. Harnessing members' willingness to engage in online and offline shopping channels effectively raises their shopping frequency. Every Thursday, they can also receive higher bonus points for online purchases that can be redeemed for discounts on the Go Shopping platform. We strive to turn Go Shopping into a platform of happiness for members!



Virtual "second floor" of Simple Mart



☆ 推薦商品

5/15前 原價\$429  
限時特價★只要\$382

5/19前 原價\$999  
限時特價★只要\$899

5/19前 原價\$509  
限時特價★只要\$488



As the amount of citizens' e-commerce shopping continues to rise, smartphones have become a daily necessity. Simple Mart Retail has capitalized on its existing advantages in retail channels in conjunction with the convenience of e-commerce phone apps to launch a brand-new retail brand – Office Mart. Office Mart is established in office areas for the shopping convenience of office workers. Using the physical channel brand Simple Mart as Office Mart's front warehouse, products are delivered to nearby office buildings' Office Marts according to the app's real-time sales data. At the same time, the app's only payment function allows consumers to purchase freely, thereby completing the last mile of retail.

With phone apps, Simple Mart has expanded its sales channels from community brick-and-mortar stores to nearby office areas. The entire shopping process is supported by electronic payment and self-service checkout to ensure zero contact checkout in the post-pandemic period. The phone apps are equipped with a smart computing mechanism that will contact the nearest satellite Simple Mart store to restock the relevant Office Mart. In 2022, new functions such as group buying and pre-orders were introduced to the app. Simply scan with the app to make payment, allowing busy office workers to enjoy a short break and a slice of happiness.

The installation fee-free "Office Mart" has been successfully introduced to companies and businesses including Far EastOne, iRent, First Financial Holding, MUFG Bank, Horizon Securities, The Garden of Hope Foundation, Kaohsiung Incubation Center, Nankang Incubation Center, CISA, Ruten, Global Mall, and Chi Mei Medical Center. With over 100 store locations countrywide, more Office Marts will be opened in the future to provide office workers with convenient services.

## 美廉便利架

安裝APP利用手機綁定，  
搜尋附近便利架選購，零食就在你附近。



安裝APP立即取購

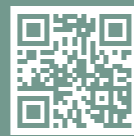
透過辦公場域的空間，設立  
隨選隨買的商品貨架，簡易  
的APP掃描付款。



辦公場域就近  
OFFICE Mart貨架  
消費端商品取購







**"Every home should have a unique aesthetic style."**

Let us experience the new five senses of Mercuries Furniture and the unique taste of its immersive "home life aesthetics." Progressive enhancement of quality to redefine the exclusive beauty of your home. Sculpt exquisite details everywhere through the gentle lines of varying shapes.

**Unwavering commitment to doing the right things**

**"Upholding attentive service while devoting to creating aesthetics."**

For over two decades, Mercuries Furniture has accrued abundant experience in home renovation by appreciating that "people" are the quintessential element in any space and understanding people's expectations towards "home." We strive to simplify complex decoration problems. After listening to customers' needs, we will provide them with attentive, one-stop, and integrated services. Meanwhile, Mercuries Furniture has applied a wide range of cutting-edge digital technology to provide the "720° VR" quality service, allowing you to see 3D renderings of your future interior design. During construction, you may also easily supervise the process via your phone using the "Panoramic Construction Photography System" without being at the construction site. Let users appreciate the realization of "a happy home" and the consistency between implementation and completion.

**"Persisting in our aspiration of helping you to resolve home renovation problems."**

Mercuries Furniture shares the same sentiments as users. We are aware of the problems that may occur during the renovation process, so we try to offer comprehensive solutions coupled with ingenious designs to accommodate customers' needs for storage space. Furthermore, the professional renovation team will monitor every detail of your new home by applying high standards. The consumers' homes are imbued with bespoke "individualized" styles to create their favorite interiors. Our services are managed with an "autonomous" and proactive attitude to envision a "comfortable" home for the entire family.

By choosing Mercuries Furniture as your partner for building your dream home, we offer price transparency, professionalism, and reliability. After your home renovation is completed, we also provide a "comprehensive warranty and after-sales service" for additional peace of mind. Aside from the 15-year warranty for system cabinets, we also provide a 1+4-year decoration warranty service for UK-style upgrade projects, as well as a lifetime warranty for BLUM runners and HETTICH hinges. Our complete brand commitment includes reassuring after-sales warranty and repair services. If you require any assistance for your home in the future, we will always be there.

**"Entrust professional work to professionals; Mercuries Furniture endeavors to create the wonderful residence you desire."**





Mercuries Life Insurance was founded in July 1993 as a subsidiary of Mercuries & Associates Holdings Ltd. (formerly the Mercuries Corporation). In 2001, we forged a strategic alliance with century-old US financial group MassMutual, and was renamed "Mercuries Life Insurance." The company name is still being used today. In addition to financial collaboration, the alliance also laid a solid foundation for Mercuries Life Insurance today in terms of corporate governance, internal audit/control structure, and systems. In 2010, Mercuries Life Insurance ended the decade-long strategic partnership with MassMutual, where the parent group Mercuries Corporation bought out MassMutual's entire shares to demonstrate Mercuries Life Insurance's resolve in developing the insurance market in Taiwan. Subsequently, Mercuries Life Insurance proactively prepared to become a listed company in TWSE, and the goal was achieved two years later in December 2012 by receiving the stock code 2867. At the time, we were the first listed insurance company in 15 years. By the end of Q3 in 2017, our total assets exceeded NT\$1 trillion, officially reaching the milestone of a "trillion-dollar enterprise."

Over the years, Mercuries Life Insurance has continued to build strength and grow steadily. Currently, the Company is headquartered in Taipei City, with five branch offices (Taipei, Taichung, Chiayi, Tainan, Kaohsiung), two service centers (Zhongli and Changhua), six business districts (Taipei, Taoyuan, and Hsinchu, Taichung, Chiayi, Tainan, and Kaohsiung) and 269 communication offices across the country including Hualien, Taitung, Kinmen, Penghu and other regions. Nearly three decades after its inception, the Mercuries Life Insurance headquarters was officially relocated to No. 58, Shitan Road, Neihu District, Taipei City in June 2022. Constructed with "environmental sustainability" in mind, the brand-new corporate headquarters is a green building that complies with the silver standard in terms of indicators such as greening, rainwater conservation, energy conservation, and CO2 reduction, earning it the "silver" mark. The new headquarters not only provides employees with a comfortable workplace but also materializes Mercuries Life Insurance's philosophy of sustainable management.

"Integrity, down to earth, vitality, and innovation" are the unchanging core values of Mercuries Life Insurance. At the same time, combined with steady development made possible through the "dedicated management and steady growth" strategy, since 2007, Mercuries Life Insurance has been ranked among the Top 10 for 16 consecutive years by CommonWealth Magazine's "Top 2,000 Financial Enterprises by Business Earnings," demonstrating Mercuries Life Insurance's sustainable performance in all aspects. In terms of professional performance, Mercuries Life Insurance has received recognition and numerous awards in the industry over the years. These include "Best Quality Awards of Insurance," FSC "Insurance Competition": "Micro Insurance Competition" and "Small Amount Old-age Insurance," as well as the "Faith, Hope, and Love Awards of Insurance" (the Oscars of the insurance industry) including "Insurance Professional of the Year," "Best Product Creativity Award," and "Best Social Responsibility Award." Received the "Golden Peak Award" and "The

National Brand Yushan Award" from 2020 to 2022. Besides pursuing growth and profitability, Mercuries Life Insurance aspires to become a model corporate citizen. We not only promote ball games and sports on a long-term basis but have also received MOE's "Sports Activists Awards" for 14 straight years. At the same time, we strive to support environmental protection and carbon reduction by implementing various digitized services such as mobile insurance, automated online transactions, and electronic forms. In 2017, our "Mobile Project," devised with optimizing policyholders' experience in mind, won the "Customer Service Project Planning Silver Award" of the "Taiwan Exemplary Insurance Award." Since 2013, to improve corporate transparency and accountability, we have published the Corporate Social Responsibility Report, which has received the "Taiwan Corporate Sustainability Awards – Sustainability Award" on numerous occasions.

Looking ahead, Mercuries Life Insurance will capitalize on our substantial management prowess and professional young team to strive for greater and better accomplishments. We will expand our empire with a broader perspective and higher standard in order to care of our client's needs. With the brand spirit of "One commitment – Lifelong friendship," our ultimate aim is to realize the vision of becoming "The most value-creating professional life insurance company!"





Since our foundation, MDS has focused on automated banking system services by acting as agents for well-known brands including Philips, IBM, Siemens, Omron, and Hitachi. In 2010, we purchased Hitachi-Omron's HAT Department in Taiwan to become the sole agent of Hitachi-Omron (now renamed Hitachi Channel Solutions)'s automated banking products in the country. For over three decades, we have made tremendous contributions to promoting automated banking. The Company occupies an influential leadership position in Taiwan's ATM and banking terminal systems sectors. In particular, our cash deposit/recycling ATM firmly occupies the no.1 position in the market with over 70% market share.

In addition to accomplishments in the field of automated banking, MDS is also a renowned domestic system integrator, with successful major systems integration projects such as MRT AFC System, Taiwan Dispatching Radio System, Coastal Surveillance Radar System, Taiwan nationwide Police Radio Communications System Replacement Project, 911 Dispatch System, and Next Generation Spectrum Monitoring System, etc. Furthermore, we have collaborated with major international manufacturers such as Oracle, HP, and Pure Storage to distribute servers and storage facilities as well as providing one-stop sales and maintenance services. MDS's abundant experience in major transportation, ticketing, communication, and radar systems integration applications has formed another bedrock of growth for MDS outside the field of automated banking, making us the perfect partner for government departments and enterprises.

Our complete and intricate service network is the greatest asset of MDS, and we have 14 service centers in north, central, and south Taiwan, and the offshore islands. More than 200 maintenance engineers are ready to offer clients professional and prompt maintenance services. As a result, we have earned the trust of numerous government departments, banks, post offices, telecom operators, and private businesses.

In response to the cloud and mobile digital trend, MDS has applied its 40+ years of maintenance management experience to launch ServiceJDC Mobile Cloud Service in 2015, the first cloud-based field management system in Taiwan. The system is now used by several hundred enterprises, making it one of the best examples of SAAS (Software as A Service).

In terms of overseas market, we established "Mercuries Soft" in Nanjing, China in 2002. The company not only possesses software development and installation capabilities but is also dedicated to introducing standardized international systems engineering. Furthermore, it has

become the first CMMI Level-III-certified company in Jiangsu. Mercuries Soft has developed proprietary gas safety management systems to provide solutions as well as related products and services. We are currently a leader in the enterprise safety management system industry, and we strive to become the leading brand in the Chinese gas company safety management system sector.

Regardless of the field of business, MDS upholds the successful operation cycle of installation, maintenance, and redevelopment to deliver outstanding performance and continuous profit growth for numerous years in a row.



### Service JDC. Best Cloud Services

— 考勤、維修、業務三大管理解決方案



### Intelligent city Innovative Life

— 為生活帶來更便捷更人性化的進步



桃園機場捷運  
自動收費系統

### Professional Team premium Service

— 各領域的專才，服務遍佈全省



### Sustainable Business Constant Innovation



SCI Pharmtech Inc. is a subsidiary of century-old Swiss company Siegfried Ltd founded in Taiwan in 1987. The Company is dedicated to the R&D, production, and sales of pharmaceutical intermediates, APIs, and custom products. In 2001, Mercuries Corporation acquired 80% of SCI Pharmtech Inc.'s shares from Siegfried during operational strategy restructuring to cross over to the biopharmaceutical industry. After becoming a subsidiary of Mercuries Corporation, preparations were underway to transform SCI Pharmtech Inc. into a public company to facilitate its growth. After three years of endeavor, SCI Pharmtech Inc. was recognized as a technology business by MOEAIDB and became listed on TWSE in 2004.

The primary scope of business of SCI Pharmtech Inc. is APIs and custom products, with intermediates and APIs constituting approximately 90% of the overall product sales. The Company's products are sold in the global pharmaceuticals market, achieving an export ratio of 90%. SCI Pharmtech Inc.'s high-quality products and competitive pricing have garnered the recognition of clients consisting of well-known international pharmaceutical companies including Abbott and Roche etc. After several decades in business, SCI Pharmtech Inc. has established proprietary core technologies such as "chemical synthesis," "scale-up," "GMP plant," "GMP production," and "GMP quality system." The Company's chemical synthesis technologies have obtained patents in the US, Japan, and Europe. In addition, endowed with market advantages such as "international market development ability," "international sales channel," "international procurement channel," and "channel to develop a new drug in conjunction with international pharmaceutical companies," SCI Pharmtech Inc.'s development in the pharmaceutical industry will be steadier and more robust.

Inspired by the concept of "Groundbreaking R&D Supported by Quality," SCI Pharmtech Inc. is now an "ISO14001 international environmental management," "ISO9001 international quality management" and "OHSAS18001" certified company that conforms to cGMP regulations. Moreover, the Company's products have passed inspections conducted by MOHW, FDA, EDQM, and other national health authorities.

Driven by constant global population growth and aging, the biopharmaceuticals market is also demonstrating steady growth. In the future, in response to the market trend, SCI Pharmtech Inc. will continue to develop the API industry through innovation. Meanwhile, we will also pursue alternate opportunities for growth and segment market competition in an effort to become a partner of customers looking to develop new drugs, hoping to bolster the Company's operational foundation via a two-pronged approach to generic drugs and

patented drugs. Amid the wave of global supply chain management in the post-COVID-19 pandemic era, SCI Pharmtech Inc. kicked off the construction of the new Guanyin plant in late 2021 to complement the existing production capacity of the Luzhu plant, to provide customers with high-quality products via the two plants. In a plot of land near the Guanyin plant, SCI Pharmtech Inc. partnered with Veolia Environment to establish Framosa Co., Ltd. to engage in the recycling and reuse of solvents used in chemical synthesis and pharmaceuticals. This not only contributes to people's health but also promotes the sustainable development of the earth. It is believed that Framosa will be instrumental in assisting SCI Pharmtech Inc. to take up a prominent position in the global pharmaceutical industry.



# 三商福寶

## Mercuries Fu Bao

Trade Business Mercuries Fu Bao

founded in 1988

Mercuries Fu Bao is committed to selling high-quality imported cigarettes over the past three decades. With its continuous efforts and development, the worldwide known Davidoff cigarettes presented by Imperial Tobacco Group have built a solid foundation in market and are widely accepted by the local customers.

In addition to importing cigarettes, Mercuries Fu Bao plays the role of pioneer in the cigar industry in Taiwan. In 2000, Don Tomas and Panama cigars have been introduced to CVS channels and this facilitates the customers buying the cigar products. Both brands become popular and the market share sustainably goes high. Over twenty years, Mercuries Fu Bao always upholds the sincere and practical spirit to expand the cigar market. The reciprocity, mutual trust and steady business model has increased the good reputation in the industry. As of today, the imported cigar brands which include Candlelight, Harvest, Panter, Balmoral, J. Cortes, Neos are well-known domestically and globally. Moreover, the places of origin encompass Germany, the Netherlands, Belgium, and Dominican; it surely enriches the local consumers' cigar knowledge. The domestic sales channels start being diversified. Not only the traditional channels like tobacco and alcohol shops, but also the CVS and airport duty free shops can the consumers buy the products. Mercuries Fu Bao is now one of the best known cigar importers in Taiwan.

- In the end of 2015, Mercuries Fu Bao has also begun the sale of the whiskies. Currently sold products, including Littlemill, Loch Lomond, Inchmurrin, Inchmoan, High Commissioner and Clansman, are all from the Loch Lomond Group in Scotland.
- In early 2018, the Deetlefs Wine Estate wines from South Arica have been introduced to Taiwan market. This family-owned winery has enjoyed the historical reputation over 190 years. Mercuries Fu Bao now sells Deetlefs red and white wines, Stone Cross red and white wines, as well as Muscat which is made once in every 25 year.
- In 2019, Mercuries Fu Bao ownd brand El Toro has been released to the market. With the sustainable market channel experiences, Mercuries Fu Bao would expand the business cope from the domestic to the foreign markets.



### Business characteristics

#### Pioneer in the cigar Industry in Taiwan

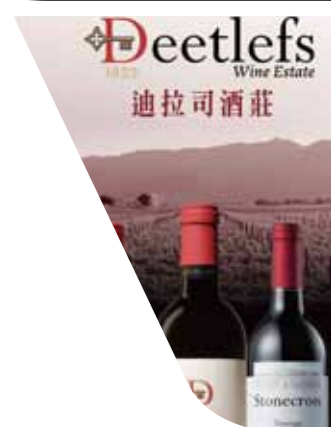
The imported cigar brands which incloud Don Tomas, Panama, Candlelight, Harvest, Panter, Balmoral, J. Cortes, Neos.

#### Whiskies/Red and white wines

Littlemill, Loch Lomond, Inchmurrin, Inchmoan, High Commissioner, Clansman..., along with Deetlefs, Stonecross, Muscat.

#### Owned Brand

Owned brand El toro has been release to markets.





# 三商食品

Mercuries Liquor & Food Co.,Ltd



Trade Business Mercuries Liquor & Food Co., Ltd. founded in 2008

## Background

Mercuries Liquor & Food Co., Ltd. originated from the Food Services Department of Mercuries Corporation in 1990, specializing in the agency and sales of wine and condiments. Many renowned Japanese brands are introduced by Mercuries Liquor & Food Co., Ltd., including Sapporo, Yebisu, iichiko, Kuro Kirishima, Kizakura sake, Koyama Honke sake, and Ozeki sake, etc. Other products include Japanese food seasonings, KEWPIE mayonnaise/salad dressing, BULL-DOG sauce, Kinjirushi wasabi, Japanese Cooking Salt, Hinode Hon Mirin, Marukin soy sauce, etc. In recent years, the Company has expanded its distribution product line to Japanese frozen ingredients such as mentaiko and Japanese wagashi, etc.

To provide improved management performance, Mercuries Liquor & Food Co., Ltd. has opened offices, warehousing, and distribution centers in Taipei, Taoyuan, Taichung, Tainan (office), and Kaohsiung. The company's services have been extended to the offshore island of Penghu. We strive to provide the best service possible through numerous locations.

## Core values

The main business of Mercuries Liquor & Food Co., Ltd. is channel management. Besides wholly owned catering channel services, the Company also collaborates with convenience stores, supermarkets, hypermarkets, e-commerce, and some distributors. We insist on offering outstanding services and product quality. In addition to product sales, the Company also provides professional sales consultation and suggestions, making it a crucial business consultant and strategic partner for restaurants, retail stores, and chain channels.

Mercuries Liquor & Food Co., Ltd. owns five business locations throughout the country and a large sales force, as well as a single-window nationwide distribution and logistics service system. Boasting a multitude of advantages, the Company is the ideal partner for restaurants, retail stores, and chain channels.

Amid rapid changes in the market structure of Taiwan's liquor and food channels, Mercuries Liquor & Food Co., Ltd. consolidated the local resources of Mercuries Corporation and intelligence on foreign manufacturers, hoping to bring consumers and stores together with more professional services, to keep up with the latest global trends, embrace a brighter future, as well as achieving success and prosperity.



有三商食品  
開店如有神助!

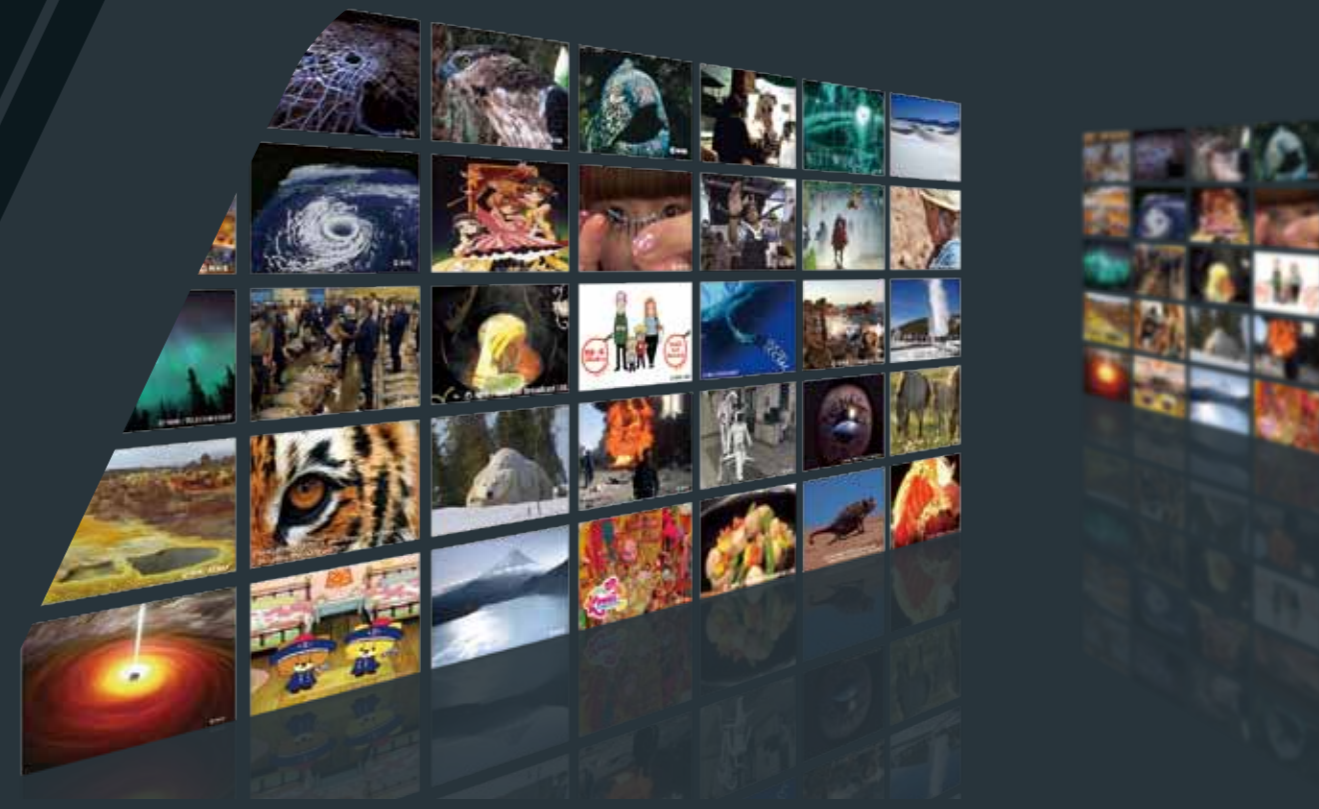


## Six major advantages

- Single window nationwide logistics**  
The logistics network spans four major regions, providing three delivery services daily, six days a week with consistent efficiency. Place your order in Kaohsiung in the morning and receive the package in Taipei in the afternoon of the same day! There is also a well-received toll-free hotline to provide ordering services and act as a complaint channel.
- Professional liquor sales and restaurant management consultant**  
Aside from sales, Mercuries Liquor & Food Co., Ltd. also offers management-related consulting services. We offer a wide range of services from liquor-related knowledge, market information, sales advice, assistance in organizing events such as sake festivals and Japan Weeks, to free equipment rental services such as refrigerators and beer dispensers, as well as design services for promotional materials such as posters, wall stickers, banners, menus, and wine lists, etc.
- Direct sales network**  
The wholly owned restaurants served by Mercuries Liquor & Food Co., Ltd. comprise mainly Japanese dining establishments. The Company can provide customers with high-quality services through a direct understanding of market response and market analysis. Currently, Mercuries Liquor & Food Co., Ltd. serves approximately 5,000 restaurants throughout north, central, and south Taiwan and the offshore island of Penghu.
- Strong business management**  
Mercuries Liquor & Food Co., Ltd. operates five offices nationwide consisting of professional direct sales teams that can respond quickly to the market by considering comprehensive factors. The full suite of bespoke ERP systems accelerates order processing speed. This is complemented by the dispatching of delivery vehicles by the system to expedite the logistics process. The reliable, state-of-the-art logistics system endows frontline sales personnel with versatility and flexibility, demonstrating exceptional business management capability.
- Product price advantage**  
With nearly 20,000 hypermarket, convenience store, supermarket chain, retail store, and restaurant customers, the Company can lower costs significantly and give back to customers through the direct sales network.
- Subsidiary to the Mercuries Corporation**  
Under the rapidly changing channel market structure in Taiwan, Mercuries Liquor & Food Co., Ltd. has joined forces with Mercuries Corporation, which boasts the largest direct sales network in Taiwan, a high degree of product development capability, and professional marketing know-how to provide more diverse services.



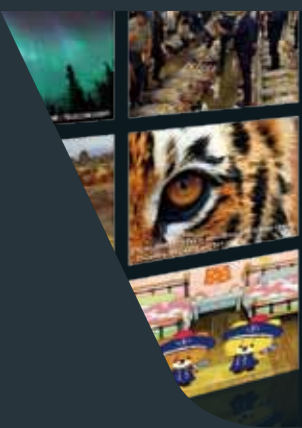
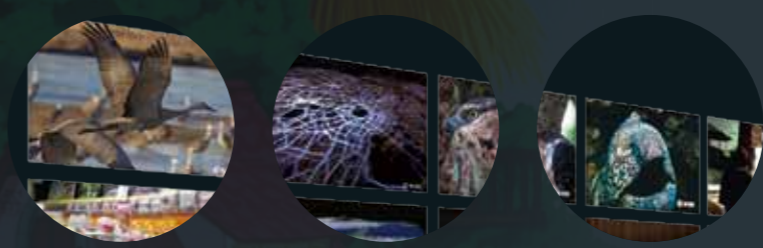
- In 1992, Mercuries Corporation broadened our business scope to the mass media industry by forming "Mercuries Rushui," distributing NHK's programs in Taiwan. In 1994, to publicize the Mercuries Corporation's expertise and commitment to mass media, the company was officially renamed "Mercuries General Media Inc. (MGM)" Popular TV programs that once took Taiwan by storm, including "Oshin," hit cartoon "Azuki-chan," "Cardcaptor Sakura," as well as "Atsuhime," "Gō," and "Aoi Tokugawa Sandai" were all introduced by MGM.
- In 1995, in light of the media internationalization trend, NHK World was introduced to Taiwan to enrich the perspective of the Taiwanese audience. Currently, NHK World is shown by every cable operator in Taiwan, achieving 100% penetration.
- Distribution of NHK's newswire licensing service. Exclusively provides major digital television stations and cable news channels in Taiwan with Japanese news content.
- In 2000, MGM introduced the most popular children's education program in Japan to Taiwan and produced the highly popular children's education show called "YoYo New Paradise" with the domestic children's channel "YOYO TV."
- In 2008, the merchandise for NHK's popular mascot, "Domo," was introduced from Japan, marking MGM's first venture into the merchandise licensing business. In response to the advent of HD TV in Taiwan, we were the first company to introduce NHK's HD digital content, and we were selected as the supplier of Chunghwa Telecom's MOD platform, thereby bolstering MGM's deployment in the digital content industry.
- In 2018, the Company exclusively introduced the theatrical performances of Takarazuka Revue, a Japanese theater troupe with a national treasure status, to Chunghwa Telecom's MOD platform, allowing fans in Taiwan to enjoy the Takarazuka Revue extravaganza.

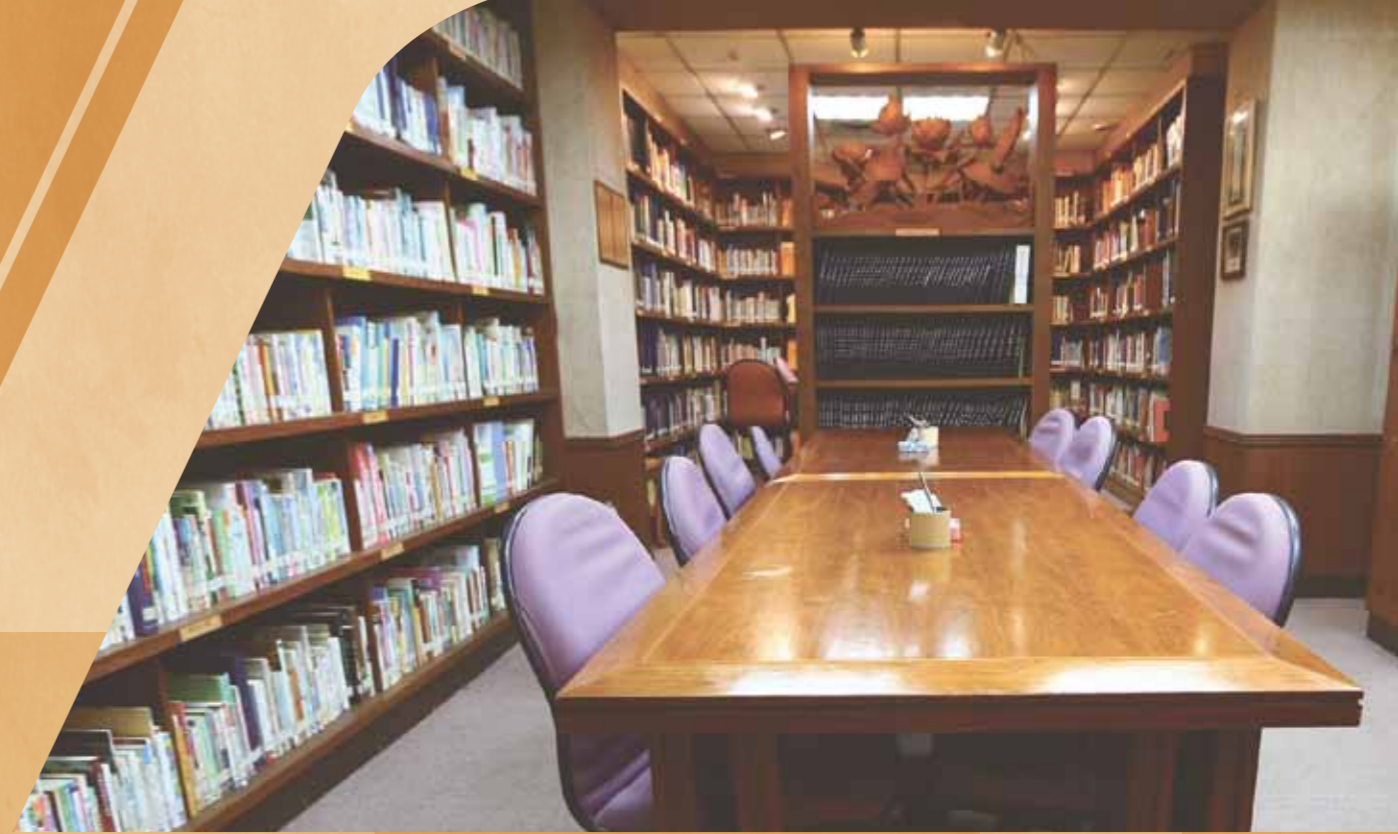


Business characteristics

Currently, MGM's services include:

1. Sole distributor of NHK World Premium and NHK World in Taiwan
2. Sole distributor of NHK programs and videos in Taiwan
3. Sole distributor of Takarazuka Revue's over-the-top (OTT) streaming service in Taiwan





Foundation of Chinese Dietary Culture was founded in 1989 as the first private foundation for the research and transmission of Chinese dietary culture including aspects such as astronomy and geography, history, literature, the arts, archaeology, cultural artifacts, folklore, rituals, folk customs, aesthetics, philosophy, life sciences, life culture, as well as culinary arts and skills. The aim of such exploration and research is to continue the heritage of Chinese dietary culture systematically.

The Foundation's "Chinese Dietary Culture Library" is the only library in the world featuring a comprehensive, invaluable collection of Chinese dietary culture-related information. It is also the Mercuries Corporation's insistence on the philosophy of creating a free, specialized library for the general public as an endeavor to give back to society.

With years of dedication and hard work, the Foundation has garnered the recognition of the public. Since 1989, the Foundation regularly organizes the biennale "Chinese Dietary Culture Seminar" to facilitate the research of Chinese dietary culture and enhance its academic stature. At the same time, the participation of foreign scholars also introduces international research and experience, in turn expanding the horizon of the domestic catering industry.

In addition, we have undertaken numerous government projects, including "Restaurant Certification and Guidance," "Dietary Culture Survey" and "Research & Study" activities to achieve resource interaction and integration.

Currently, the major services of the Foundation are:

1. Chinese Dietary Culture Library.
2. Organize "Chinese Dietary Culture Seminar."
3. Organize "Master's or Ph.D. scholarship and grants," "Academic Publication Subsidy," and "Award Subsidy for Taiwanese Chefs Participating in Overseas Competition."
4. Publish related periodicals, including the semiannual journal of Chinese Dietary Culture and the professional bi-monthly dietary magazine Ryori. Taiwan.
5. Publish dietary culture-related Chinese/English books and dissertations.
6. Organize a variety of dietary culture-related promotional activities.



中華飲食文化國際學術研討會  
International Conference on Chinese Food Culture  
2016, 2022  
Taichung Sun Presidential Library, Taipei, Taiwan







財團法人臺灣名人賽高爾夫運動振興基金會  
*Foundation for Taiwan Masters Golf Tournament*



founded in 1989

Social Welfare Business

Foundation for Taiwan Masters Golf Tournament  
 Taiwan Masters and the Mercuries Golf Invitational Tournament

**Taiwan Masters**

台灣名人賽暨三商杯高爾夫邀請賽  
*Mercuries Taiwan Masters Invitational Golf Tournament*

The Mercuries Golf Invitational Tournament is an important competition founded by the Mercuries Corporation in 1987 by integrating our corporate resources. The annual competition offers generous prize money, and the purpose of the competition is to elevate the standard of golf in Taiwan by cultivating professional golfers. Over the years, the competition has been held every year without hiatus.

In 2000, the Mercuries Golf Invitational Tournament officially joined the Asian Tour to inspire local golfers by allowing them to compete in global competitions via the event. Furthermore, it also provides them with more opportunities to interact and compete against one another. In 2001, it was officially renamed "Taiwan Masters and the Mercuries Golf Invitational Tournament."

The annual tournament is coordinated and organized by the Mercuries Corporation by consolidating internal and external resources. During the tournament, we not only set up Sanshang Qiaofu Beef Noodle, Family Shoes, and Mercuries Liquor & Food stalls, but external suppliers are also invited to sell golf gear and apparel. Furthermore, numerous performances are held including long drive contests between professional baseball players and golfers, as well as freestyle golf performances, etc., to successfully create a carnival-like ambiance.

To give back to the community in Tamsui District, the "NT\$49 Charity Meal Coupon" initiative was launched in 2000, and all the proceeds of the charity bazaar go to the "Tamsui Culture Foundation" to help promote cultural and art activities in Tamsui Town.



In September 2010, the "Foundation for Taiwan Masters Golf Tournament" was established to demonstrate our resolve in the sustainable development of the Taiwan Masters golf tournament. At the same time, the Foundation also facilitates the autonomous and transparent nature of various decision-making and implementation processes.

Over many years of dedicated hard work, the "Taiwan Masters and the Mercuries Golf Invitational Tournament" has not only evolved into the most historic golf tournament sponsored by a single enterprise, but it is now also an important asset of golf in Taiwan sharing a significant stature in the Asian and the international golf industry.



# Company Directory

## Catering Business

### Sanshang Qiaofu / Qiaofu Plus

Headquarters Tel: (02)2503-8111  
Headquarters Address: 5F No.145, Sec.2, Jianguo N. Rd.,  
Taipei City, Taiwan  
Toll-free service hotline: 0800003375  
E-mail: m4015@mfb.com.tw

### Napoli Pizza and Fried Chicken

Headquarters Tel: (02)2503-8111  
Toll-free service hotline: 0800-07-6666  
Headquarters Address: 5F No.145, Sec.2, Jianguo N. Rd.,  
Taipei City, Taiwan  
E-mail: napoli0800@mfb.com.tw

### Tonkatsu

Headquarters Tel: (02)2503-8111  
Headquarters Address: 5F No.145, Sec.2, Jianguo N. Rd.,  
Taipei City, Taiwan  
Toll-free service hotline: 0800822922  
E-mail: t0800@mfb.com.tw

### Sanshang Don Mono

Headquarters Tel: (02)2503-8111  
Headquarters Address: 5F No.145, Sec.2, Jianguo N. Rd.,  
Taipei City, Taiwan  
Toll-free service hotline: 0800555750

### Pin Chuan Lan

Headquarters Tel: (02)2503-8111  
Headquarters Address: 5F No.145, Sec.2, Jianguo N. Rd.,  
Taipei City, Taiwan

### BANCO

Headquarters Tel: (02)2503-8111  
Headquarters Address: 5F No.145, Sec.2, Jianguo N. Rd.,  
Taipei City, Taiwan

### Napoli Fried Chicken

Headquarters Tel: (02)2503-8111  
Headquarters Address: 5F No.145, Sec.2, Jianguo N. Rd.,  
Taipei City, Taiwan  
Toll-free service hotline: 00800-07-6666

### Tiger Dumplings

Headquarters Tel: (02)2503-8111  
Headquarters Address: 5F No.145, Sec.2, Jianguo N. Rd.,  
Taipei City, Taiwan

### Sanshang Qiaofu – Japan

Company Names : 日本三商フードサービス株式会社  
Headquarters Tel: +81-45-909-6833  
Headquarters Address: Aoba-ku, Yokohama City  
Utsukushigaoka 5-1-3 Tamaplaza Center Building,  
second floor, Room D

## Shoe Chain and Agency Business

### Family Shoe Mart

Headquarters Tel: (02)2503-1111  
Headquarters Address: 10F No.145, Sec.2,  
Jianguo N. Rd., Taipei City, Taiwan  
Toll-free service  
hotline: 0800068333

### En Route

Headquarters Tel: (02)2503-1111  
Headquarters Address: 10F No.145, Sec.2, Jianguo N.  
Rd., Taipei City, Taiwan  
Customer service hotline:  
North region: (02)2631-4633  
Central region: (04)2662-7317  
South region: (07)390-8845  
Online store: (02)2503-1111 # 8652

### Sanor

Headquarters Tel: (02)2578-0505  
Headquarters Address: 15F No.145, Sec.2, Jianguo N. Rd.,  
Taipei City, Taiwan

## Retail channel business

### Simple Mart / Tomod's Health Solutions / Simple Mart Plus / Go Simple Mart / Simple Office

Headquarters Tel: (02)2506-1166  
Headquarters Address: B1F, No.4, Sec.3, Minquan E. Rd.,  
Taipei City, Taiwan  
Toll-free service hotline: 0800-426666

## Furniture and interior decoration business

### Mercuries Furniture

Headquarters Tel: (02)2183-1633  
Toll-free service hotline: 0800-203-333  
Headquarters Address: 3F No.145, Sec.2, Jianguo N. Rd.,  
Taipei City, Taiwan

## Financial Services Business

### Mercuries Life Insurance

Headquarters Tel: (02)2345-5511  
Headquarters Tel: 0800-022-258  
Headquarters Address: No.58, Shitan Rd., Taipei City,  
Taiwan  
Website: <http://www.mli.com.tw>

## Information Services Business

### Mercuries Data Systems

Headquarters Tel: (02)2722-5333  
Headquarters Address: 3F, No.2, Lane 150, Sec.5, Xinyi  
Rd., Taipei City, Taiwan

## Pharmaceutical and Chemical Business

### SCI Pharmtech

Headquarters Tel: (03)354-3133~6  
Headquarters Address: NO.61 Lane 309, Haihu N. Rd.,  
Luzhu Dist., Taoyuan City 33856, Taiwan

## Trade Business

### Mercuries Fu Bao

Headquarters Tel: (02)2503-1111  
Headquarters Address: 16F No.145, Sec.2, Jianguo N.  
Rd., Taipei City, Taiwan

### Mercuries Liquor & Food

Headquarters Tel: (02)2299-2733  
Toll-free service hotline: 0800-004-433  
Headquarters Address: No.57, Wuquan Rd., Wugu Dist.,  
New Taipei City, Taiwan

## Leisure and Recreation business

### Mercuries General Media

Headquarters Tel: (02)25039508  
Headquarters Address: 2F No.145, Sec.2, Jianguo N. Rd.,  
Taipei City, Taiwan  
Website: <http://nhk.mercuries.com.tw>

## Social Welfare Business

### Foundation of Chinese Dietary Culture

Tel: (02)2503-1111  
Address: 8F No.145, Sec.2, Jianguo N. Rd., Taipei City,  
Taiwan

### Foundation for Taiwan Masters Golf Tournament

Taiwan Masters and the Mercuries Golf Invitational  
Tournament  
Tel: (02)2503-1111#2305  
Address: 3F No.145, Sec.2, Jianguo N. Rd., Taipei City,  
Taiwan  
Website: [www.taiwan-masters.com.tw](http://www.taiwan-masters.com.tw)