

A Reachable future of eCommerce

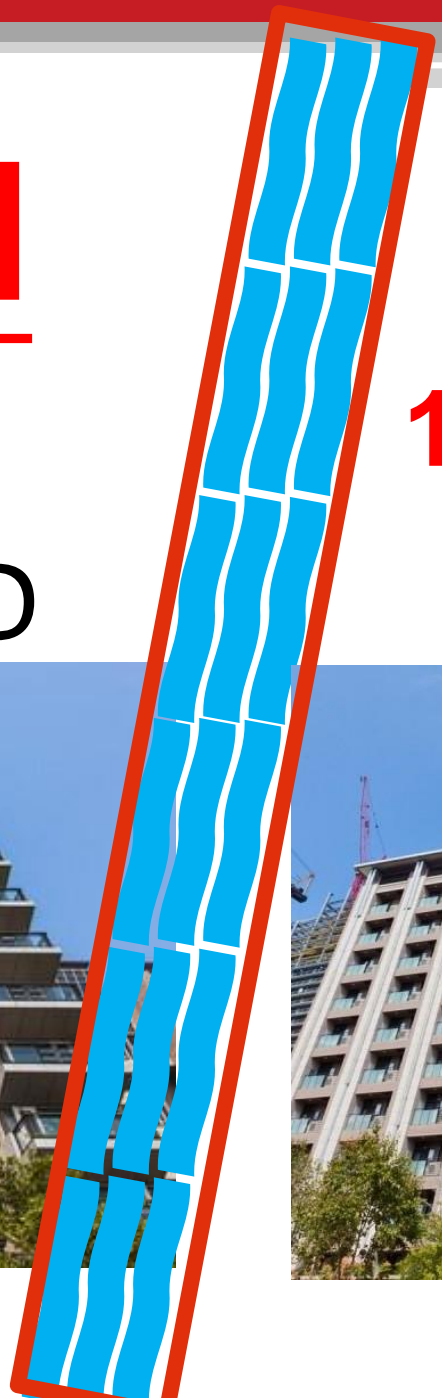
Sam Tsai

COO at PChome (Thailand) Co., Ltd.

Knowledge is Power

+ 40M } **50M**
↑
10M TWD





+ 10M } **15M**
↑
5M TWD





TAIPEI
Always More Delights!

Referenceable Knowledge

	eCommerce Ratio in Retailing			
				8%
				
				
				

Taiwan experience

could be more suitable for

Thailand

No.1 in the world – more than 10,000 CVS in TW



Too convenient = NO eCommerce?

An eCommerce island happens

B2C

(Amazon model)

PChome ONLINE **24h** 購物

5M listings
TWD 25B Rev

B2BC

(Rakuten model)

PChome ONLINE 商店街! STORE

100M listings
24K SMEs

C2C

(eBay model)

露天 拍賣

Ruten
Marketplace

143M listings
TWD 255B GMV

Do what we are good with

PChome ONLINE



PChome ONLINE 線上購物!

Order transferring model, like ADs

TWSE (8044-tw)



USD 1B capital value



The Amazing 24H delivery

PChome ONLINE **24h** 購物

\$100 for Delay



99.68% On time



Everything is changing

/Business model

/User behaviors

/Technologies

/Generations



A life style is changing

If you are offline

If you are offline

Get your business online

If you wanna do new business

Do an online business



Seeing Unicorns in Thailand

Thank you