



台灣百大品牌  
大田精密工業股份有限公司  
O-TA PRECISION INDUSTRY CO., LTD.



# O-TA Precision Industry Co. Ltd.

**OTC #8924**

## Investor Conference

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2023/3/17



**ALLTAS** Stainless Excellence  
不銹鋼水龍頭精品



台灣百大品牌



台灣百大品牌  
大田精密工業股份有限公司  
O-TA Precision Industry CO.,LTD.

# Outlines

- ✓ Company Profile
- ✓ Operational Performance
- ✓ Industry Status
- ✓ Future Development

**O-TA Design**  
研發力 | 生產力 | 軟實力

★ est. 1988 ★

MANAGEMENT R & D IDEA TECHNOLOGY

創新設計 | 品質至上 | 永續經營

www.o-ta.com.tw

屏東縣內埔工業區建富路8號  
(No.8 Chien-Fu Rd, Nei-Pu Industrial Zone, Pingtung County, R.O.C)  
Phone : +886-8-778-3855 Fax : +886-8-779-2922



# Company Profile

- Founded : 1988. July
- Capital : NT\$ 838 Millions
- Chairman: Lee Kung-Wen,
- Vice Chairman : Bill Lin
- General Manager : Justin Hsu
- Main Business :
  - ✓ Golf Head/Shaft/club assembly
  - ✓ Carbon Bike
  - ✓ Stainless Steel Hardwares
  - ✓ Creative Design of Stainless Steel
- **Top 1000 Taiwan Listed company (Common Wealth Magazine)**
- **Top 5000 Outperformed Enterprise in Taiwan by CRIF**
- **Listing date : Feb. 9, 2000 (stock symbol :8924)**
- Company Location : Ping-Tung Industrial Zone, Taiwan
- China Factories : Ganzhou, Jiangxi ; **VGT Composite: Guangdong, Huizhou**





O-TA GOLF

# Design

研發力 | 設計力 | 生產力



誠信務實  
Honesty Pragmatic



研發創新  
Innovative R & D



永續經營  
Sustainable Operation

ESG

- 環境保護
- 社會責任
- 公司治理

## O-TA's Mission

Pursuing sustainability,  
to be the most creative company  
in living boutique product and  
sports equipment.

Providing the uppermost values  
and best services to customers,  
shareholders, employees, and the  
society.

# O-TA Division

From Core technology expansion to **continuous Innovation**





# Our Customers

Offer variety of services (OEM/ODM/IDM) · co-design with customers · output innovative products !



**PXG · TITLEIST · TOUR EDGE ...**



**AKIRA · BRIDGESTONE · HONMA · JAPANA · KASCO · MAJESTY  
· MITSUBISHI (shaft-Diamana) · MIZUNO · ROMARO · TSURUYA  
· YAMAHA · YONEX...**





# Advantages of O-TA

**\*Continually create high value products to be irreplaceable on the market!**

**Customer-oriented · offering “custom” one stop shopping”service!**

**Serving multiple customers with flexibility!**

✓ Flexible EPS rapid production system.

✓ Providing custom production line/floor/building **One Stop shopping**

- Custom service of golf heads, shafts, and assembled clubs with strong R&D capability.

✓ Strong R&D Team

✓ Customers comfortably place orders to O-TA!

**{Design[(Manufacture)Service]}**

**OEM → ODM → IDM**

# Product Technology Development

(Golf Head → Composite Sports Equipment → Creative Product)

Year 1973

Year 1990

Year 1993

Year 2003 · 2009 · 2015

Year 2018 ~ 2023

✓ Traditional Casting

✓ Forge

Stainless steel replaced wooden head

Ti plate applied on head and  
Ti Wood launched and replaced SS on  
Wood market

Ex. Driver woods were replaced by casting  
titanium, fairway woods remained due to  
tungsten nickel weight application

Ti alloy · SS+Carbon Combined  
Bike brand (VOLANDO) · SS Faucet  
(ALLTAS) · Creative Design...

Entire Carbon  
Head

✓ Cast-Forge combined

✓ Innovation period of material, construction,  
and manufacturing process

✓ Joint Venture with Mitsubishi Rayon in Composite Material

✓ Carbon Composite Material combined with Ti and Stainless Steel  
in one head

✓ Extend the composite technology from golf head to bike

✓ Develop Creative Businesses :Stainless Steel Boutique Faucets, creative design....

✓ Innovative Products → replace metal-dominated products

◆ SS Casting → Ti Casting → Forge → Cast+Forge Combined → Ti alloy · SS+Carbon Combined → **Entire Carbon Head**

◆ Shaft → Assembly → **One- Stop Shopping**

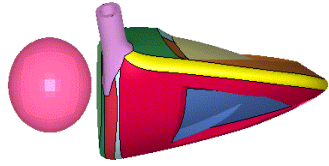
◆ Develop Composite Materials → Hockey stick · BIKE · other Composite Equipments





LS-DYNA USER INPUT  
Time = 0

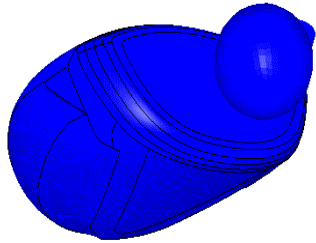
## Simulation for COR



### COR Simulation

LS-DYNA USER INPUT  
Time = 0  
Contours of Maximum Principal Stress  
max ipt. value  
min=0, at elem# 1  
max=0, at elem# 1

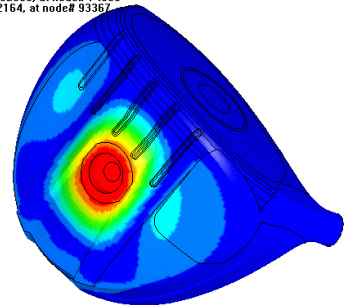
## Simulation for Stress



### Stress Simulation

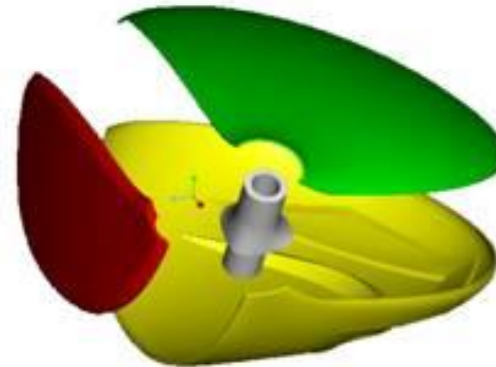
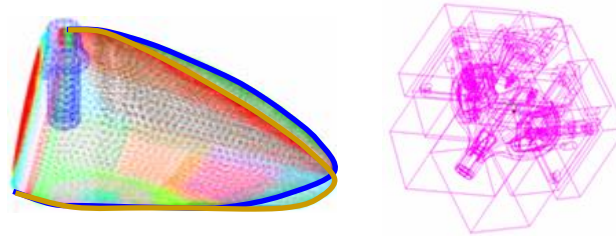
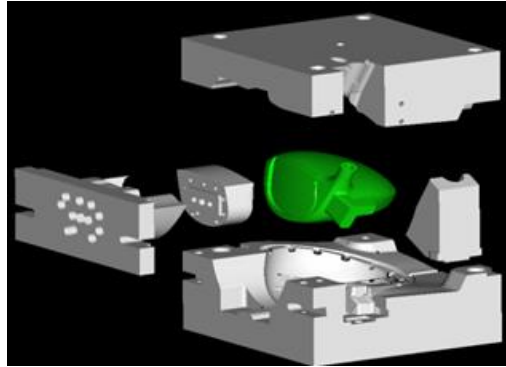
## Simulation for Vibration

LS-DYNA eigenvalues at time 1.00000E-0  
Freq = 1883.1  
Contours of Resultant Displacement  
min=0.0232859, at node# 74938  
max=8.92164, at node# 93367



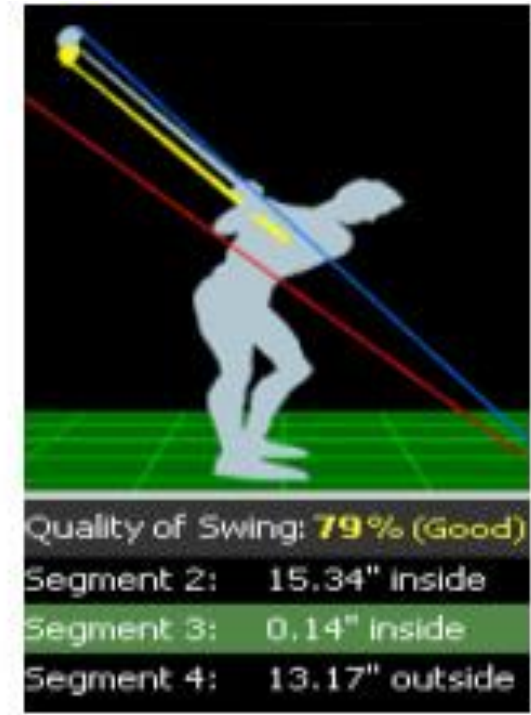
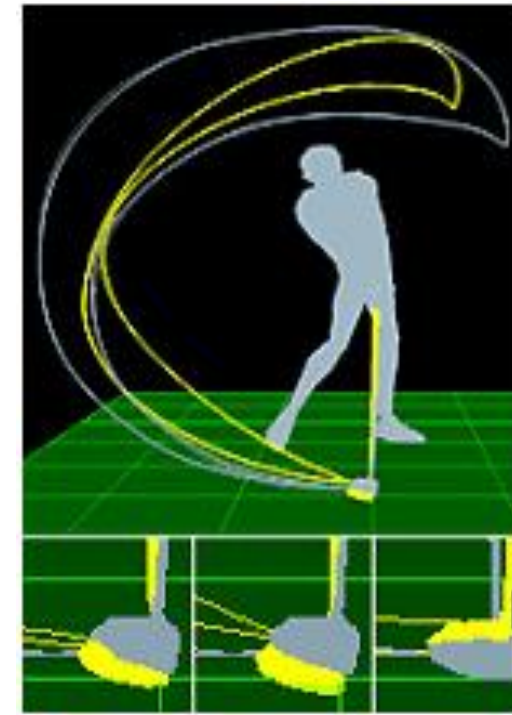
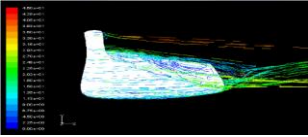
### Vibration Simulation

Fringe Levels  
0.000e+00  
0.000e+00  
0.000e+00  
0.000e+00  
0.000e+00  
0.000e+00  
0.000e+00  
0.000e+00  
0.000e+00  
0.000e+00



# Advanced R&D ~CAE

## Computer Aided Engineering (CAE) on Golf Head

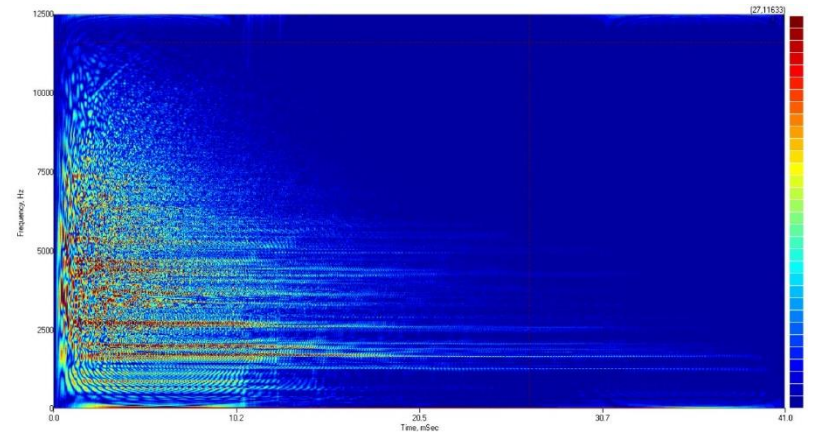
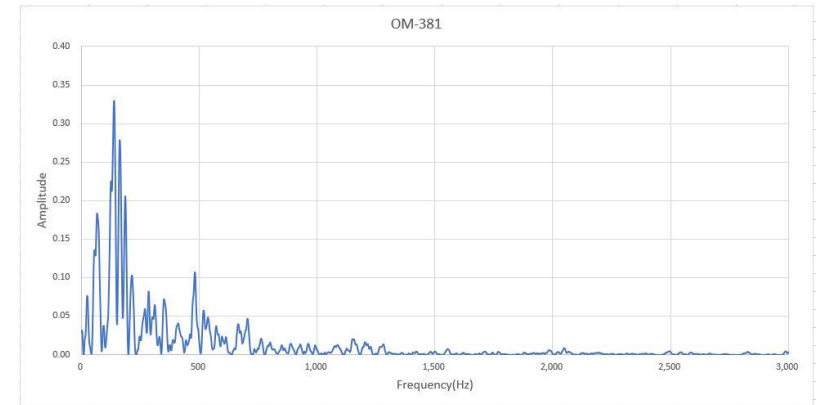
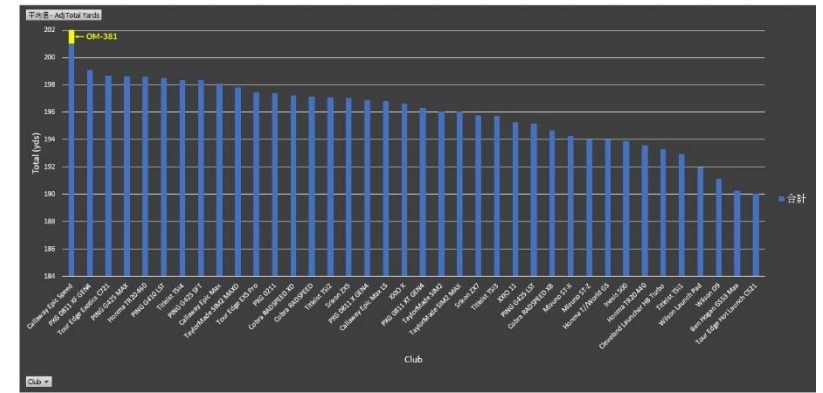
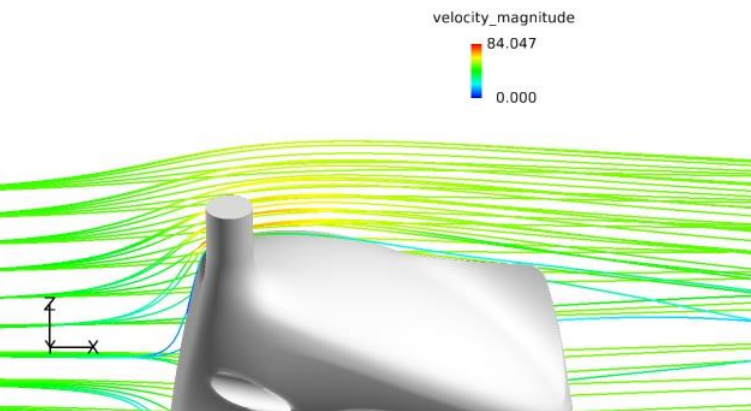
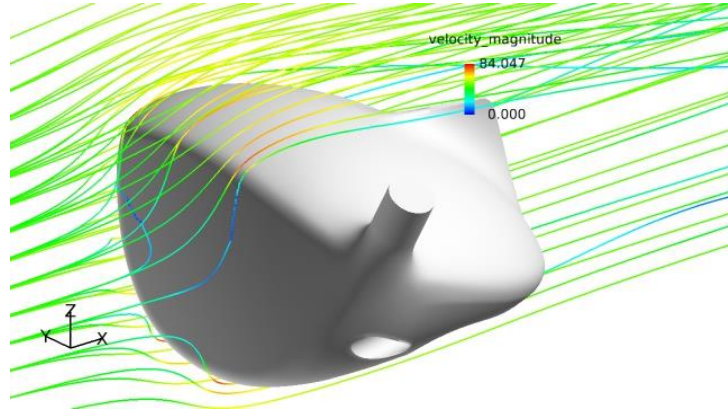


Quality of Swing: **79% (Good)**  
Segment 2: 15.34" inside  
Segment 3: 0.14" inside  
Segment 4: 13.17" outside



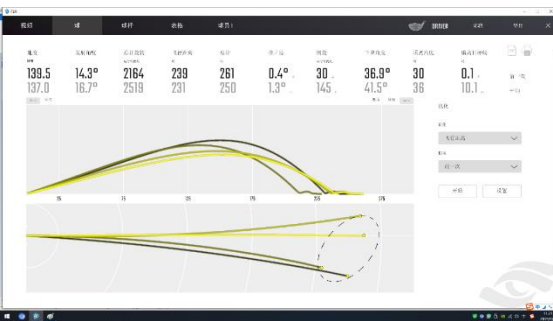
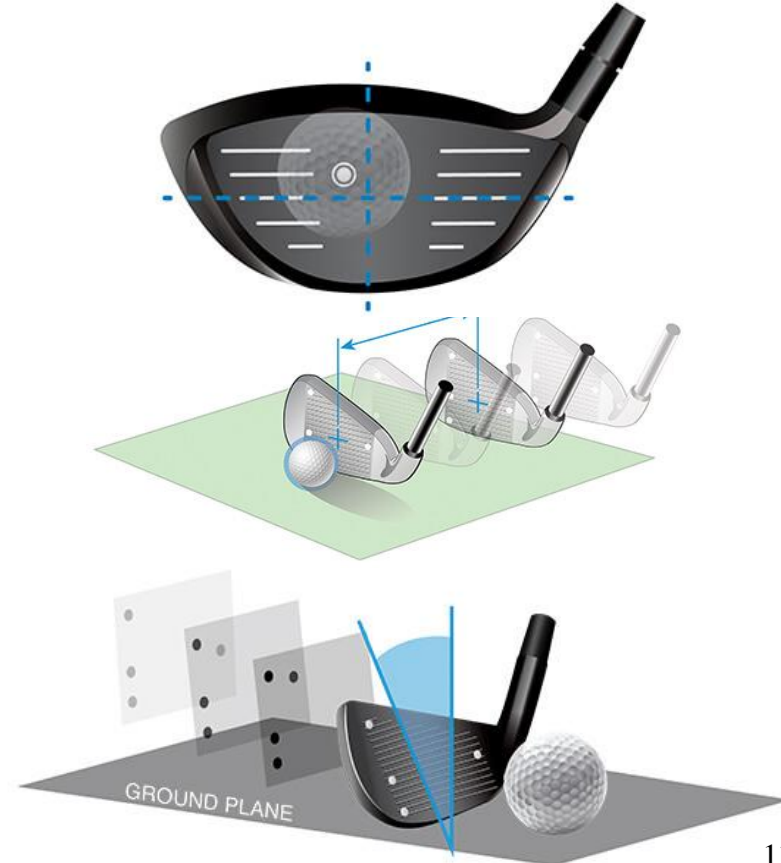
# Hitting Test Analysis

O-TA R&D, including CAD (Computer Aided Design), RE (Reverse Engineering), RP (Rapid Prototyping), CAM (Computer Aided Manufacturing), CAE (Computer Aided Engineering), ROBOT/Track Man hitting test...etc , are the combination of high-standard and high-tech software and hardware applications.



# Golf Simulation Room

1. Increase the integrity of the ball head test and provide various data reports.
2. Increase the diversity of guest activity choices.
3. Improve the knowledge and performance of the ball head for the relevant designers.
4. Promote golf.



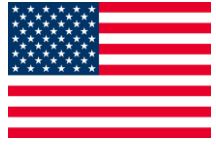


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<https://mygolfspy.com/best-golf-drivers-2023/>

# BEST DRIVERS FOR HIGH SWING SPEEDS FEB. 13 2023



USA



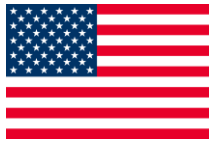
TRUTH DIGEST  
**MYGOLFSPY**

## TOP 5 DRIVERS: FORGIVENESS



# Golf Digest

## HOT LIST 2023



USA

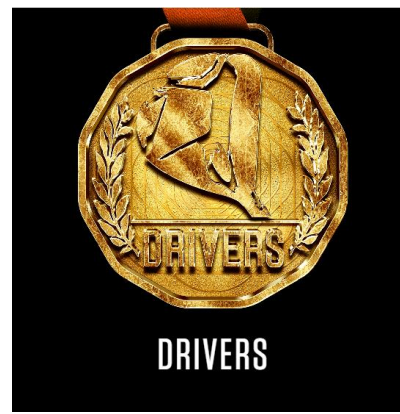
### HOT LIST 2023

What's better than getting new equipment? Getting the best clubs for you. The Hot List is here to help.

#### GO BUILD YOUR PERFECT HOT LIST BAG

A diagnosis of your game will help determine which of the 138 clubs on the Golf Digest Hot List are right for you.

TRY OUR QUIZ



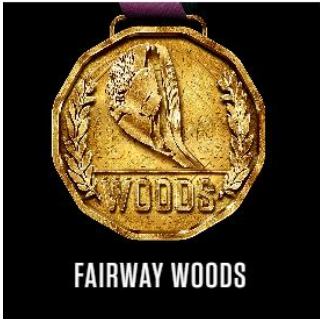
DRIVERS



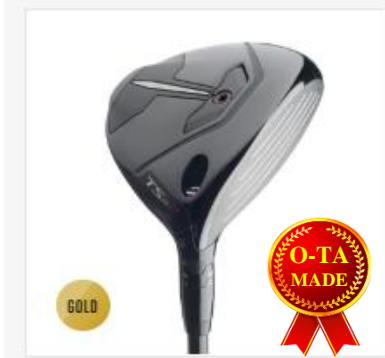
Mizuno ST-Z 230 / ST-X 230 / ST-X 230 PLTNM



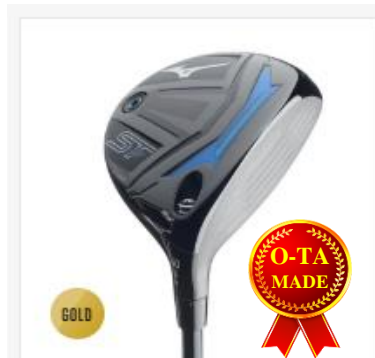
Tour Edge Exotics C723/E723



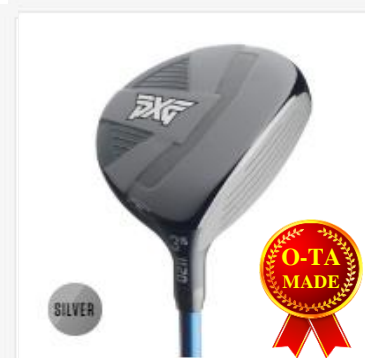
FAIRWAY WOODS



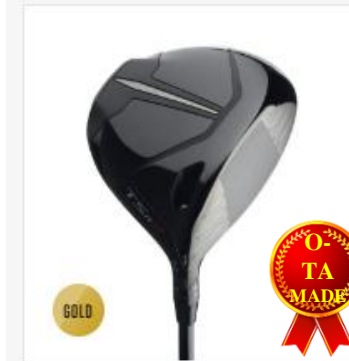
Titleist TSR1 / TSR2 / TSR2+ / TSR3



Mizuno ST-Z 230



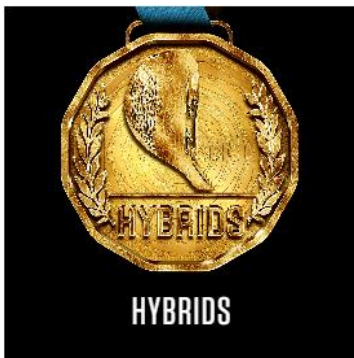
PXG 0211



Titleist TSR1 / TSR2 / TSR3 / TSR4



O211



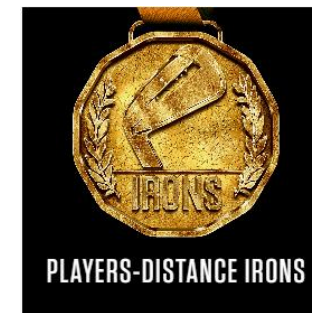
HYBRIDS



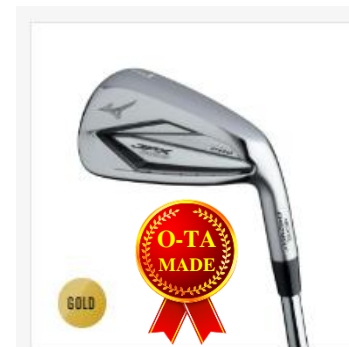
Mizuno ST-Z 230



PXG 0211



PLAYERS-DISTANCE IRONS



Mizuno JPX923 Hot Metal Pro



# Golf Digest

## HOT LIST 2023



USA

### HOT LIST 2023

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**GO**  
**BUILD YOUR PERFECT HOT LIST BAG**

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**TRY OUR QUIZ**

**MALLET PUTTERS**

**GOLD**

**O-TA MADE**

PXG Battle Ready

**BLADE PUTTERS**

**GOLD**

**O-TA MADE**

PXG Battle Ready

**WEDGES**

**GOLD**

**O-TA MADE**

Titleist Vokey Design SM9

**SILVER**

**O-TA MADE**

PXG 0311 3X

**GAME-IMPROVEMENT IRONS**

**GOLD**

**O-TA MADE**

Mizuno JPX923 Hot Metal

**GOLD**

**O-TA MADE**

Titleist T300

**GOLD**

**O-TA MADE**

PXG 0211 XCOR2

**SUPER-GAME-IMPROVEMENT IRONS**

**GOLD**

**O-TA MADE**

Mizuno JPX923 Hot Metal HL

**GOLD**

**O-TA MADE**

PXG 0211 Z

**SILVER**

**O-TA MADE**

Nexgen NS210



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# PXG

PARSONS XTREME GOLF





# PXG

PARSONS XTREME GOLF







*Titleist*<sup>®</sup>



TITLEIST IS THE #1 BALL, DRIVER, HYBRID, UTILITY IRON, IRON, AND WEDGE AT THE OPEN CHAMPIONSHIP

**70%**  
GOLF BALLS  
NEAREST COMPETITOR 14%

**31%**  
DRIVERS  
NEAREST COMPETITOR 26%

**36%**  
HYBRIDS  
NEAREST COMPETITOR 32%

**35%**  
UTILITY IRONS  
NEAREST COMPETITOR 23%

**28%**  
IRONS  
NEAREST COMPETITOR 21%

**43%**  
WEDGES  
NEAREST COMPETITOR 18%



# Titleist





**B**  
**BRIDGESTONE**  
**GOLF**

右に逃さず、  
つかまえて飛ばす。

B2

右に逃さず、  
つかまえて飛ばす。

B2



「B」新。

左を恐れず、  
狙って飛ばす。

B1



**B1、B2、誕生。**

圧倒的な飛びと直進性、しかも、やさしく。  
今、ドライバーショットに求められる絶対条件を、  
すべてのゴルファーへ。



第3の「B」、現る。



古江彩佳  
LPGA 蘇格蘭 公開賽冠軍

すべてのゴルファーへ。

# Our Customers





# Chrome Molybdenum Steel Extreme Casting Technique



<https://www.youtube.com/watch?v=IPq7241Llg8>



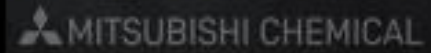


<https://www.youtube.com/watch?v=IPq7241LIg8>





## Our Customers



Once joint-venture (Dia Composite Co. Ltd.)  
with Mitsubishi Rayon Japan in ShenZhen to  
manufacture premium golf shafts.

Players including Tiger Woods used it.

Long-term cooperation with Mitsubishi Rayon

**High Quality shafts favored by golfers**

## DIAMANA



DIAMANA® SERIES





## O-TA Jiangxi Factory (Ganzhou, Jiangxi)

- ✓ Optimize China factory for production
- ✓ Build smart factory (AI Automation)
- ✓ The new plant is about to expand
- ✓ Source management 、 speed 、 competitiveness

Core Technology Control 、  
Process Enhancement /  
Practicability 、 Automation 、  
Technology 、 Efficiency







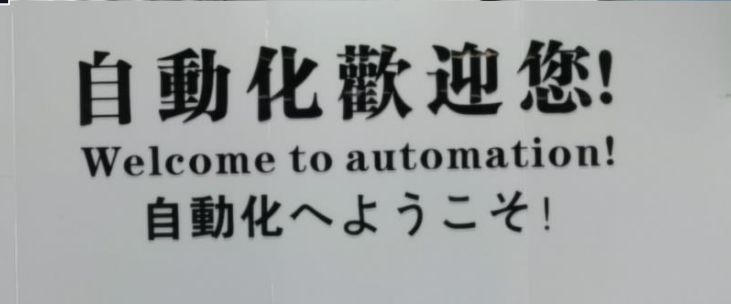
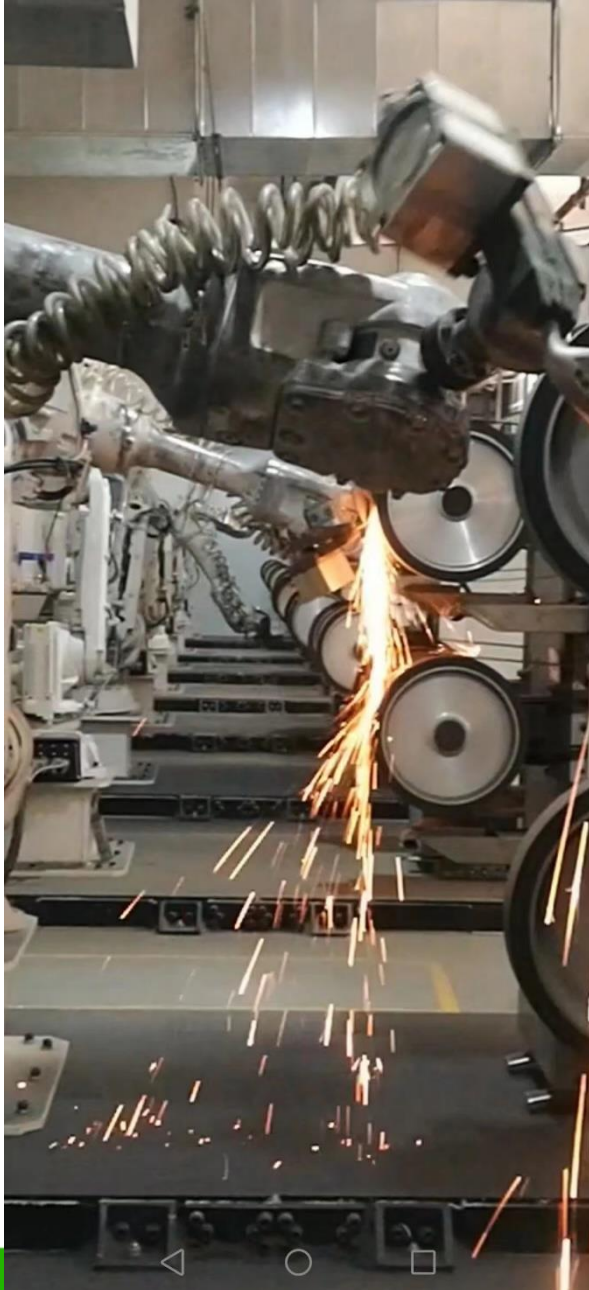
# Cultivating Jiangxi O-TA\_Ganzhou

**already built long-term competition advantages**

- ✓ **Stable Human Resource , Sufficient electricity, natural gas... etc.**
- ✓ **Integrated Surrounding Supply Chain**
  - Enterprise Privilege under China Policy :
    - Reduce the impact of US-China trade war on exporting companies (ex. Ganzhou Enterprise Income Tax 15%, Export Rebate rate, Social Security Payment...etc.)
- ✓ **Focus on Cost & Technology Management**

# Smart Automation Performance

- Polishing Automation
- Automation of Dipping、Cutting、Gating、Welding、Polishing、Painting...





# Benefits of Automation

※ improve manufacturing cost & shortage of labor

※ Production Stability, Quality Assurance, Manufacturing Efficiency and Effectiveness

✓ Examples for Efficiency & Yield Rate :

## Auto Shelling System

- Stable Casting Quality 、 Higher Yield Rate
- Lower Workload of Labor
- Consistent Operation Quality
- Stable Quality for later processes of Manufacturing
  - Better castings, polishing decrease, repairing decrease, cost decrease, efficiency....etc.

**Future : Automation for all processes and technology breakthrough**

# Honors and Awards of O-TA JiangXi



# Golf Industry-Academy Cooperation and Bike Donation Events

\* Industry-Academy Cooperation and Strategic Alliances with NPTU on Nov. 17, 2022.

\*Boutique Bike Donation:  
12/28 NPTU  
12/30 NPUST





**ALLTAS** Stainless Excellence  
不鏽鋼水龍頭精品



安心·水資源



愛心·關懷您



用心·綠環保

Save, Water Resources

Love, Care for you

Living, Green Promotion





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# ALLTAS Stainless Excellence

不鏽鋼水龍頭精品

無鉛龍頭。安心選擇 / 居家 X 設計 X 樂事分享

嚴格採用  
食品級 304 不銹鋼  
符合國家標準



WWW.ALLTAS.COM.TW




 品質至上

 創新設計

 健康傳承

 永續經營

 安心首選

 **無鉛無毒** 飲水用水龍頭  
全國首家通過經濟部標準檢驗局應施檢驗  
R74267 飲水用水龍頭性能試驗100%合格廠商！



安心·水資源



愛心·關懷您



用心·綠環保



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大田精密工業股份有限公司  
O-TA Precision Industry CO.,LTD.

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領航複材科技(惠州)有限公司  
VGT COMPOSITE TECHNOLOGY(HUIZHOU)CO., LTD.



**O-TA Precision Industry Co. Ltd.**

大田精密工業股份有限公司  
複材事業部

**Composites Division**

**領航复材科技(惠州)有限公司**

VGT Composite Technology (Huizhou)Co., LTD

**Company Profile**



**The Application, Design and  
Manufacturing of Composites**



# Company Profile – VanGuard Composite Technology

- Founded : March, 2018 ; **Mass Production since March, 2020**
- Capital : US\$ 4,000,000.00
- Chairman : Kong-Wen, Lee
- Team Leader : Eagle/Davis
- Main Business :

✓ Composite **e-Bike** Cycling Parts

✓ Composite Full Suspension Bike/Mountain Bike/Road Racing Bike Cycling Parts

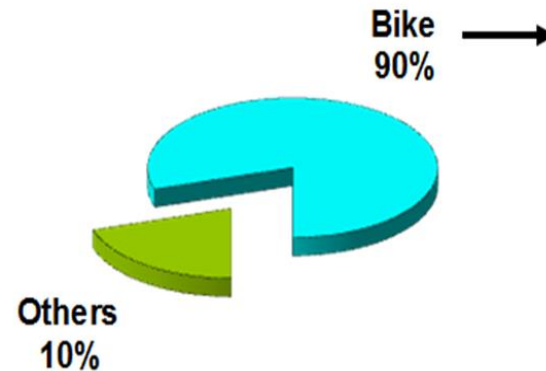
✓ Composite Ice hockey/Field hockey Sticks and Parts

✓ Composite Parts of Rim, Robot Arm.....

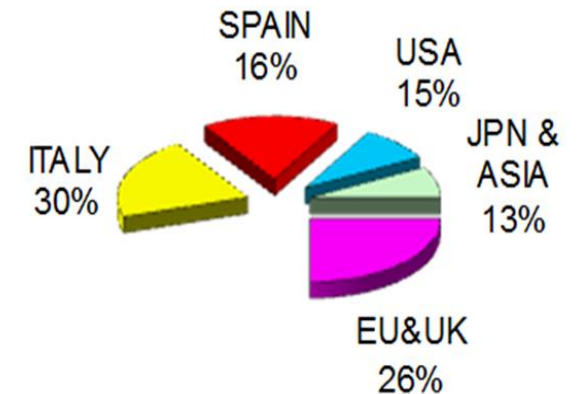
- Company Location : Ping-Tung Industrial Zone, Taiwan

- **VGT Factory in China : Huizhou, China**

Sales Ratio of Main Products

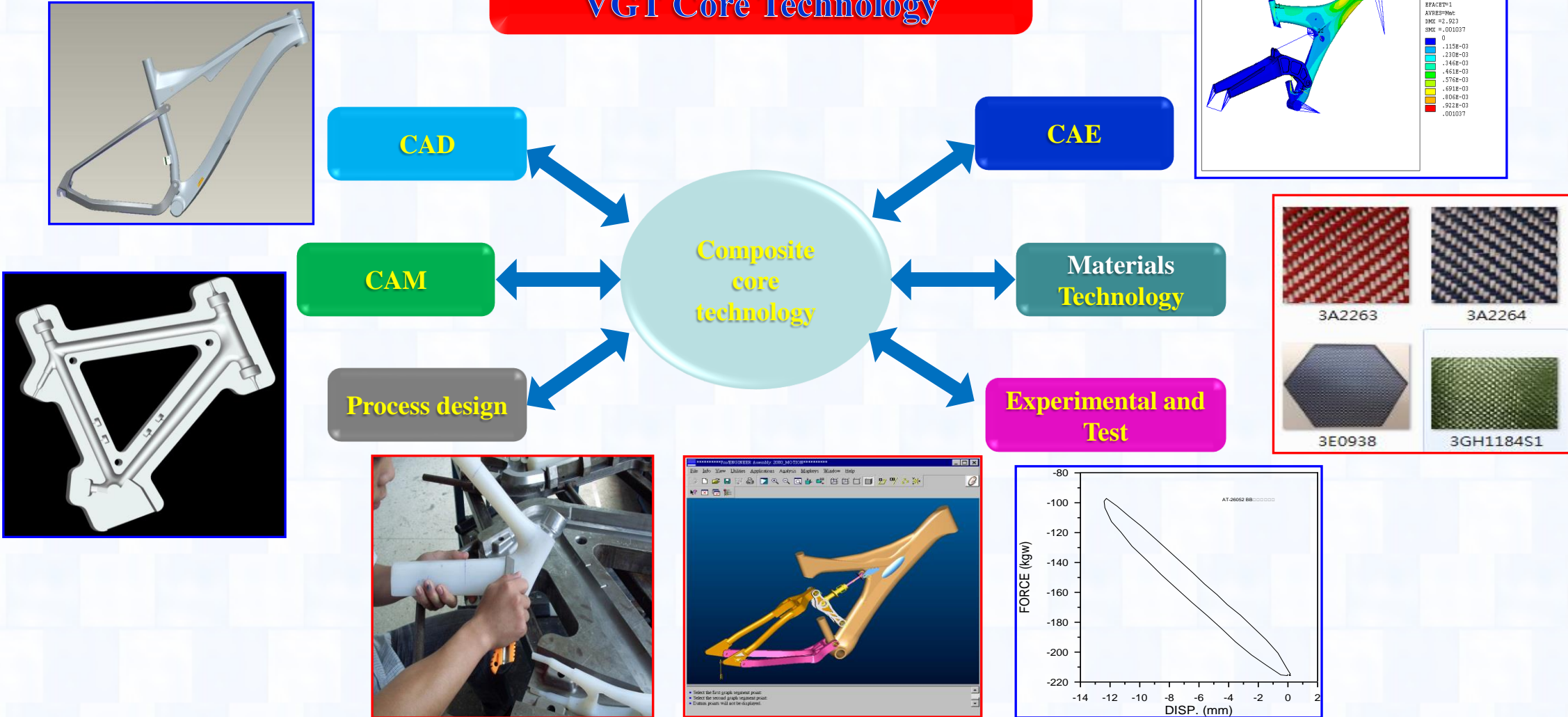


Sales Ratio(Area) of Composite Cycling Parts



# ◎ VGT - Composite Core Technology

## VGT Core Technology





## VGT TECHNOLOGIES- Since 2003 INDA ~ VGT

Year	Weight (gram) Road Frame	Technology	Composite Materials	★ Achievement
2003-2005	1,200 grams	Bladder Molding Process	24T/T700	*Mass Production of ONIX/Spain
2006-2010	1,000 grams	Bladder Molding Process	24T/T700 + 30T/T800	*UCI Champion -2007 *Olympic Champion-2008
2011-2013	850 grams	BMP+PU Shell	30T/T800 + 46T/M46JB	*Mass Production of CENTO UNO/Italy
2014-2018	700 grams	BMP+EPS+PU	30T + 46T + 65T	*Mass Production of Smart NDR Bikes/Italy
2019-2020	<b>600 grams</b>	<b>EPUS<sup>**</sup></b>	30T + 33T + 46T + 80T	*Mass Production of Composite e-bikes
<b>2021-2023</b>	<b>Super Lite Suspension e-bike (less than 1.5 kgs)</b>	<b>EPSPULX2/Advanced EPS+PU+LATEX+Vaccum Process</b>	30T + 33T + 46T + Pitch Super High Modulus	*Bike of the year 2022 in Japan

## ⊕ Our Customers

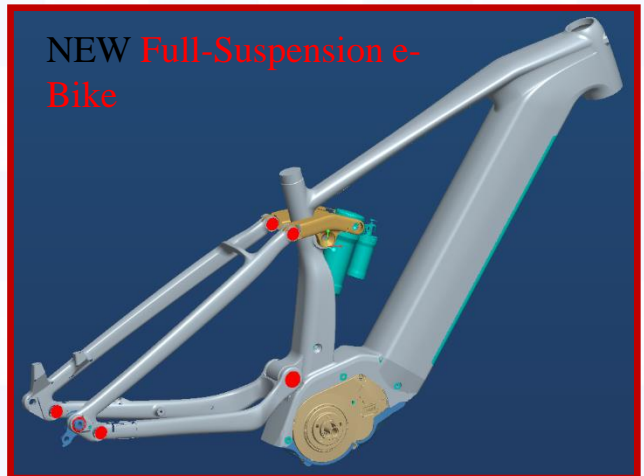
- ✓ EU   
- ✓ WILIER 、 ORBEA 、 DE ROSA 、 CARRERA 、 DT-SWISS  
、 GPRAG 、 CINELLI 、 MSC 、 VDB 、 INTERSENS 、  
BATTAGLIN 、 FANTIC 、 GUERCIOTTI ...
- ✓ JP & US 
- ✓ BRIDGESTONE 、 PODIUM 、 INTERMAX 、 HATTORI
- ✓ IBIS 、 FELT



# ◎ VGT - Main Products: Carbon Bike Parts



**NEW Composite Electric Bike**



**NEW Full-Suspension e-Bike**



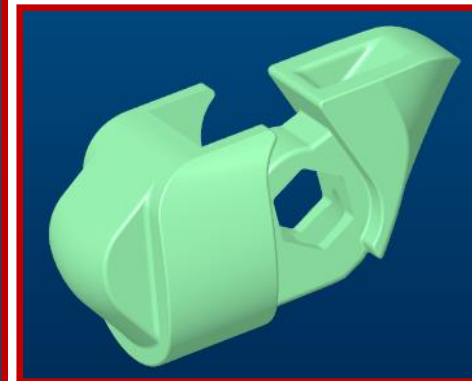
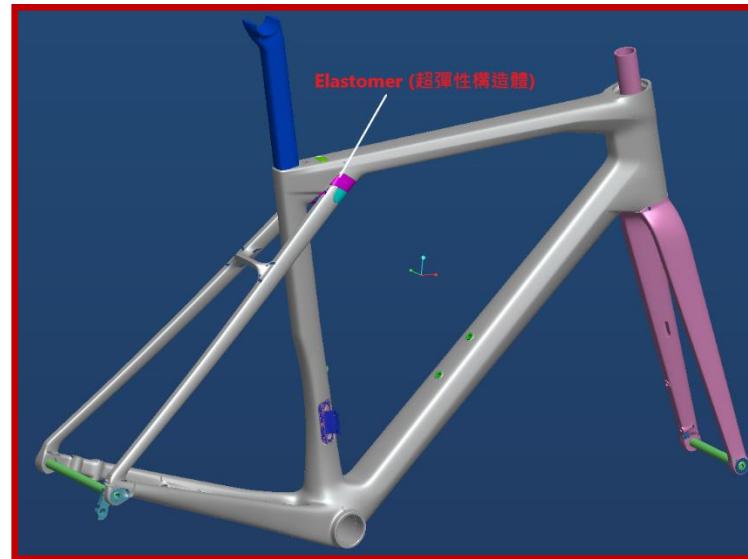
**NEW HYBRID Suspension e-Bike**

**NEW Lite Full Suspension Composite e-Bike**



**\*SUPER LITE  
SUSPENSION e-Bike  
\*FRAME (weight) ----  
1,490 grams**

**NEW Comfortable (Elastomer) Composite Bike**



**\*Ultra-lightweight  
and comfortable car  
(super-elastic  
structure developed  
using new material  
technology)  
\*New Material &  
Construction ---  
Special Elastomer**



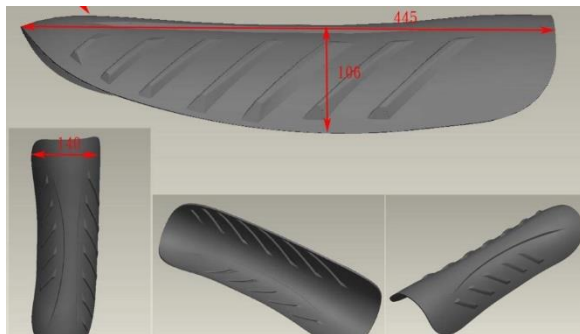
## ◎ Honor Pride: **Bike of the year 2022 in Japan**

Model 1: ANCHOR/RP9 ---- BSC (JAPAN)

Model 2: PHIBRA DISC ---- CARRERA (ITALY)



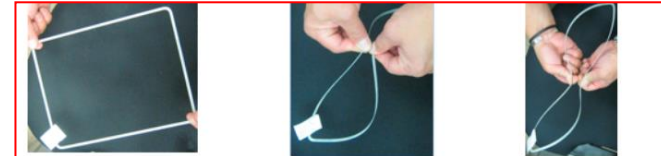
# Ice hockey products



# 3C products



## iPAD B40 Frame



Configuration 4:

Pinching other opposite corners of fiberglass frame.

Bending towards oneself until opposing corners touch

Bending away from oneself until opposing corners touch





## \*\* EPUS <O-TA Composites Division-VGT Future Development>

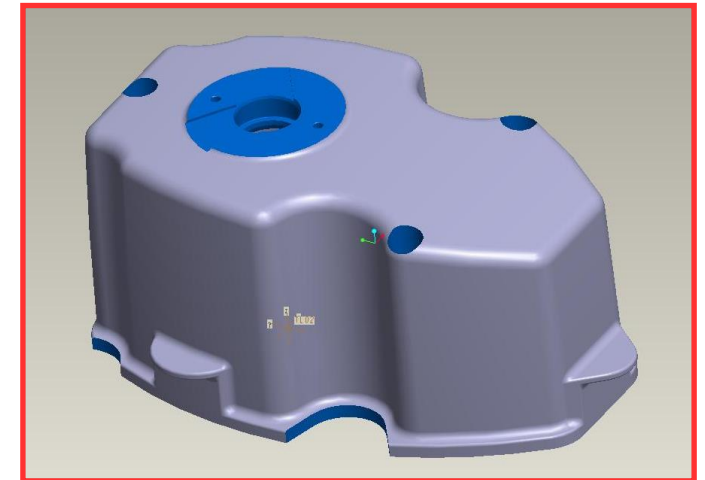
- ✓ Innovative research and development (new EPUS process), continuous improvement to enhance business performance, and strengthen production efficiency and competitiveness.
- ✓ Step into the automobile-aviation insulation composite material/composite material auxiliary equipment/industrial pressure equalizing ring/AV composite material(Kimball Piano/USA) °



Composite parts for Automobile



NEW PROCESS-EPSPULX2



Composite Case for  
Cylinder Head Cover



# Operating Performance



# Overview of past 5-year Operations

■ Operating Revenue (NT\$100 million)    
 ■ Net Income(NT\$100 million)    
 — EPS(NT\$dollar)



<span style="color: blue;">■</span> Operating Revenue (NT\$100 million)	37.42	39.21	39.33	78.80	77.00
<span style="color: orange;">■</span> Net Income(NT\$100 million)	0.31	4.87	5.45	16.88	17.93
<span style="color: red;">—</span> EPS(NT\$dollar)	0.30	5.81	6.50	20.15	21.40



## Fast Growing 100 company on CommonWealth Magazine (Issue 754)

★ in 2021, OTA was the ~

No. 5 fast growing in Sales Revenue

No. 6 fast growing in EPS

### • O-TA Precision\_Invisible Champion 2.0

- Established 1988
- Chairman: Lee, Kung-Wen
- Main Business: Golf ODM Manufacturing
- 2021 Sales Revenue: 7.88 Billion NT 、 Net Profit: 1.69 Billion NT
- 2022 No. 70 Fast growing Company in Comprehensive evaluation
- **Focus on small volume with variety and high-added value products**
- **Continue investing in R&D and Automation °**

### 小金雞豐收、證券大賺

#### 快速成長營收十強

排名	公司名稱	產業別	2021 營業收入 (億元)	快速成長一百強 排名	2019~21 營收複合成長率 (%)
1	世紀鋼鐵結構	製造業	99.35	8	103.37
2	采鈺科技	製造業	90.29	34	63.06
3	申豐特用應材	製造業	81.62	45	57.96
4	安聯證券投資信託	金融業	81.40	77	46.84
5	大田精密工業	製造業	78.80	70	48.82
6	力智電子	製造業	59.51	87	45.40
7	嘉威生活	服務業	53.02	21	77.12
8	台新綜合證券	金融業	52.16	81	46.27
9	富世達	製造業	50.20	5	140.90
10	海韻電子工業	製造業	50.18	68	49.61

#### 快速成長獲利十強

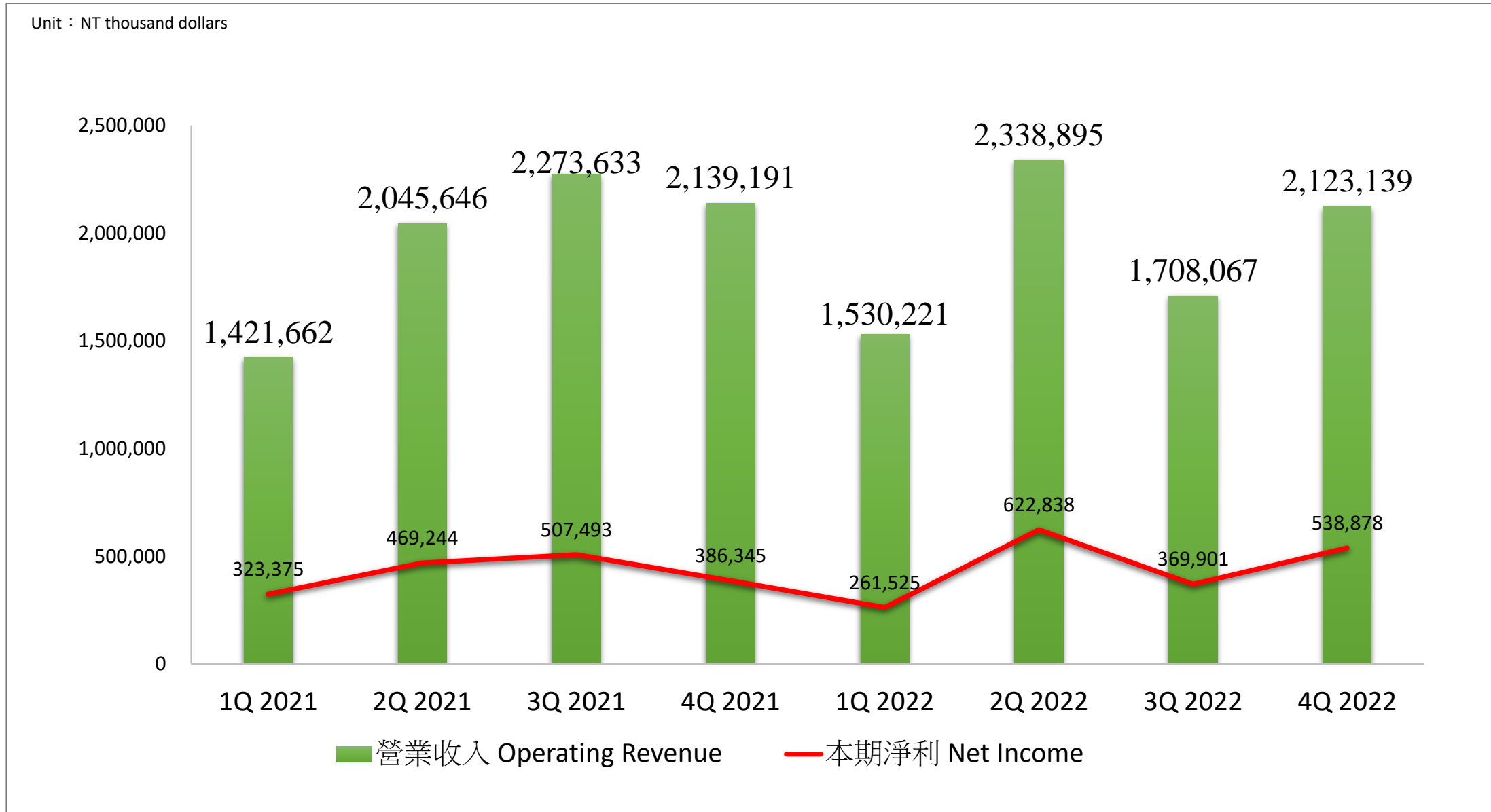
排名	公司名稱	產業別	2021 稅後純益 (億元)	快速成長一百強 排名	2019~21 營收複合成長率 (%)
1	申豐特用應材	製造業	34.76	45	57.96
2	新加坡商瑞銀證券台北分公司	金融業	27.21	37	61.19
3	摩根大通證券	金融業	26.36	13	87.40
4	采鈺科技	製造業	21.65	34	63.06
5	台新綜合證券	金融業	17.85	81	46.27
6	大田精密工業	製造業	16.88	70	48.82
7	玉山綜合證券	金融業	16.86	44	58.23
8	第一金證券	金融業	14.96	50	56.33
9	新光證券	金融業	14.79	31	64.22
10	中國信託創業投資	金融業	14.19	9	98.67



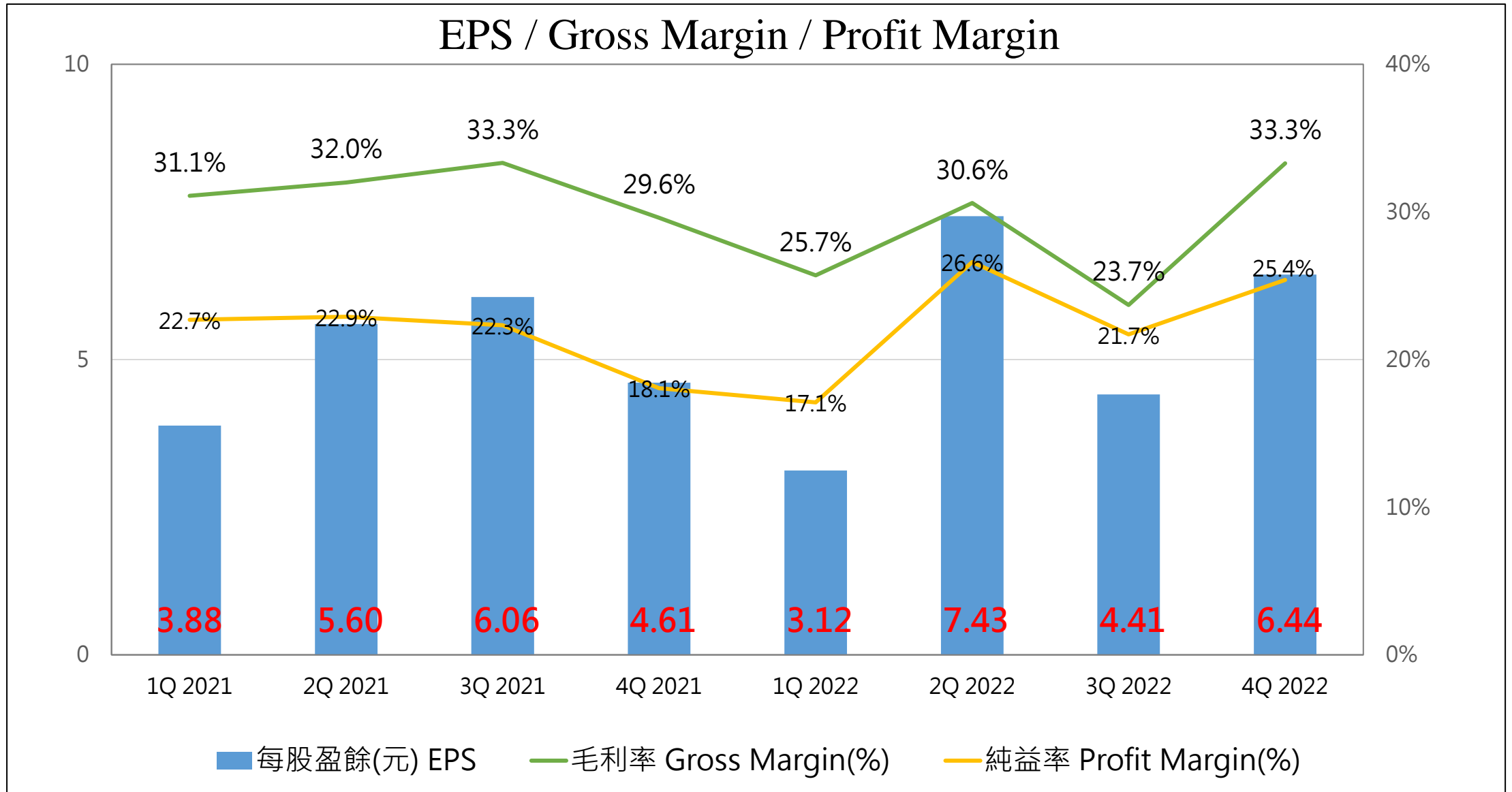
# O-TA Consolidated Income Statement

Expressed in Thousands of New Taiwan Dollars, Except for Earnings Per Common Share	1/1~12/31 (For the Nine Months Ended September 30)				差異 diff.	
	1/1~12/31, 2022		1/1~12/31, 2021			
	金額 Amount	%	金額 Amount	%	金額 Amount	%
營業收入 Operating Revenue	7,700,322	100.0%	7,880,132	100.0%	-179,810	(2.3%)
營業毛利 Operating Margin	2,220,926	28.8%	2,487,575	31.6%	-266,649	(10.7%)
營業費用 Operating Expenses	442,437	5.7%	489,543	6.2%	-47,106	(9.6%)
營業利益 Operating Income	1,778,489	23.1%	1,998,032	25.4%	-219,543	(11.0%)
繼續營業單位本期淨利 Continuing operating income after tax	1,793,142	23.3%	1,690,175	21.4%	102,967	6.1%
停業單位稅後損益 Discontinued operation income	0	0.0%	(3,718)	(0.0%)	3,718	100.0%
本期淨利 Net Income	1,793,142	23.3%	1,686,457	21.4%	106,685	(6.3%)
母公司(損)益 Parent Co. Income (Loss)	1,793,142	23.3%	1,688,279	21.4%	104,863	6.2%
繼續營業單位每股盈餘(元) EPS on continued operations (dollar)	21.40		20.17		1.23	
停業單位每股盈餘(元) EPS on discontinued operations (dollar)	0.00		(0.02)		0.02	
每股盈餘(元) Earnings Per Share (dollar)	21.40		20.15		1.25	

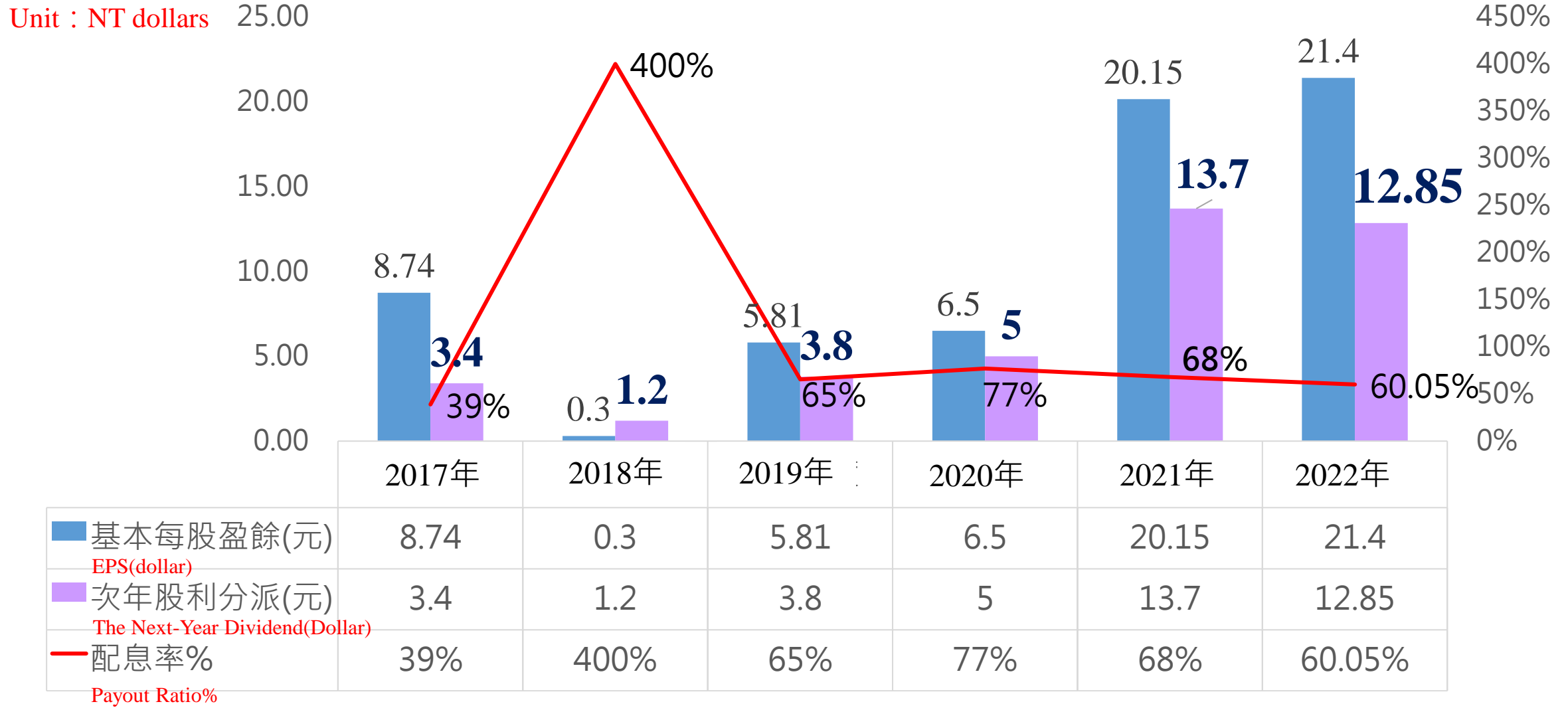
# Operating Revenue VS Net Income



# O-TA 8924 Profit profile



# 2017-2022 EPS and Dividends



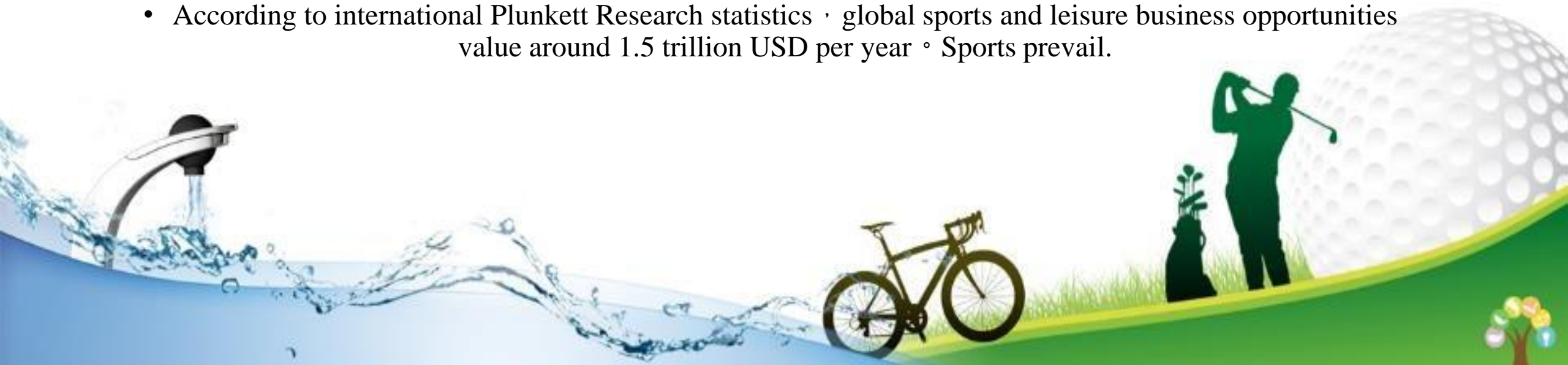




# Industry Overview

## • Health topics increase business opportunities

- According to international Plunkett Research statistics · global sports and leisure business opportunities value around 1.5 trillion USD per year ° Sports prevail.



# Golf Industry Status

## ➔ Post-epidemic life style change !Go Go golfing!

✓ **GOLF is a safe outdoor activity**

✓ **According to the NGF statistics ,**

**the construction of golf population**

**changed in the second quarter of 2020.**

## ➔ Back to the growing trend & benign competitiveness

## ➔ Golf Back to Olympic Games - Demand Increase

## ➔ Product in custom differentiation, light weight, and small-volume with variety

**to satisfy customers' needs**

## ➔ New products with short life cycles ∨ Brand customers launch in different time.

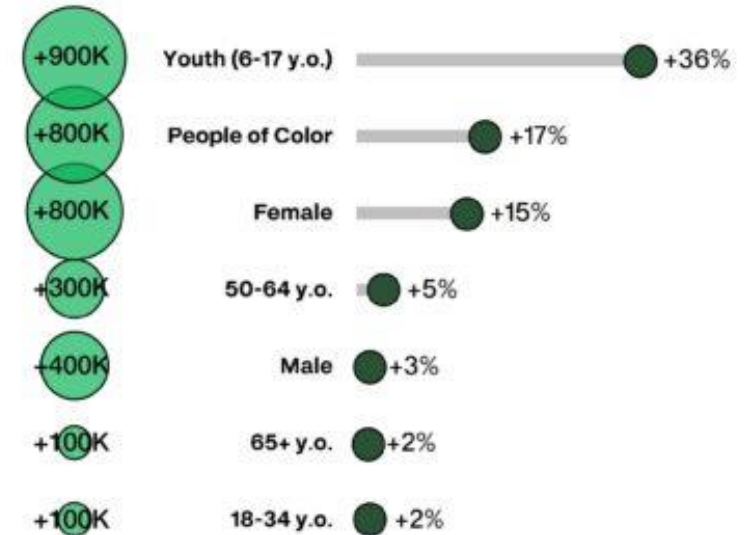
## Golf's Biggest Participation Jump

February 23, 2023

### On-Course Golfer Growth Segments

Since 2019

● Volume Growth (2022 vs. 2019)  
 ● Percentage Growth (2022 vs. 2019)



Source: Physical Activity Council (PAC) activity survey and NGF's Participation and Engagement Survey (PES) February 2023

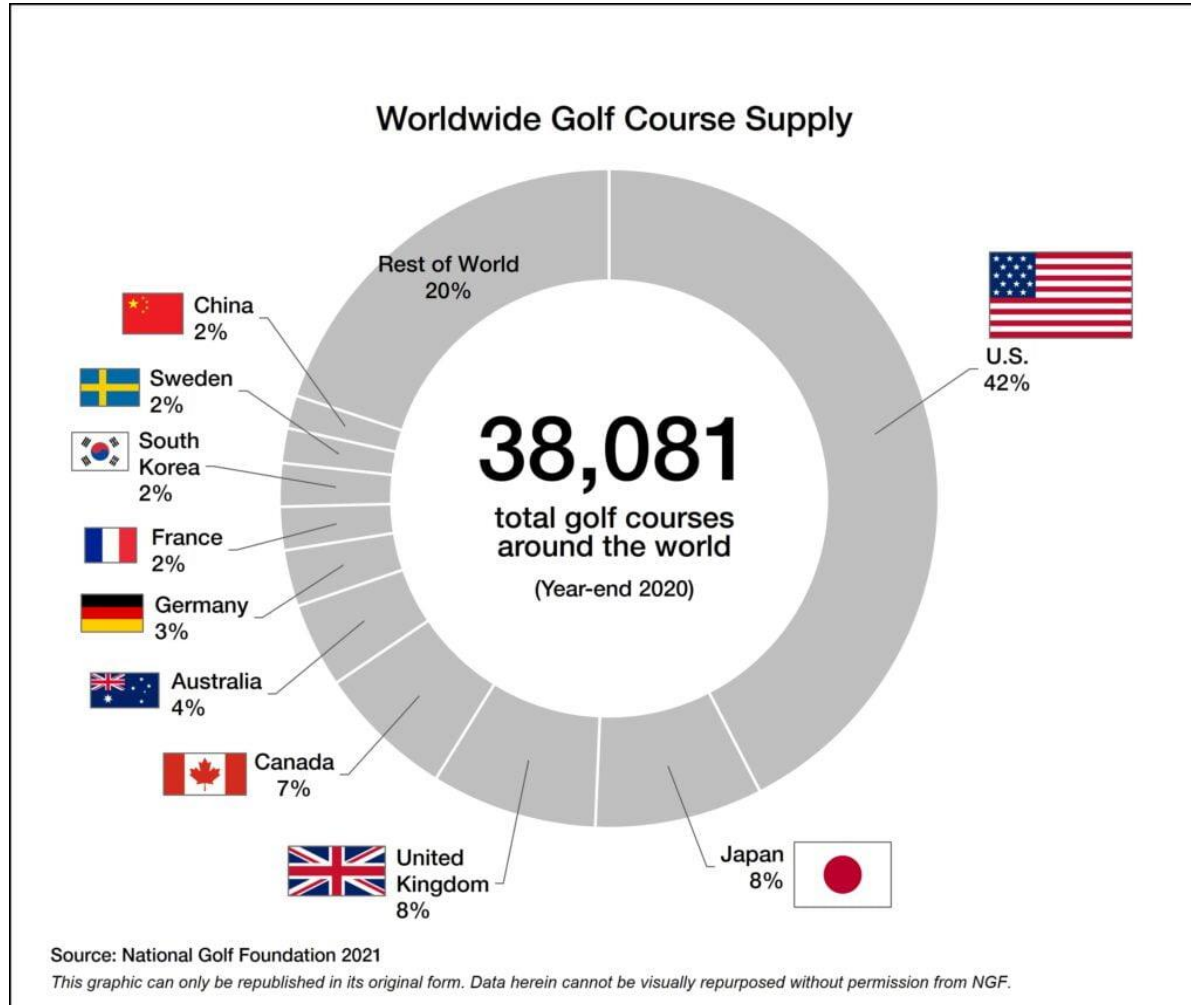
This graphic can only be republished in its original form. Data herein cannot be visually repurposed without permission from NGF.

**NGF**

# Golf Around the World

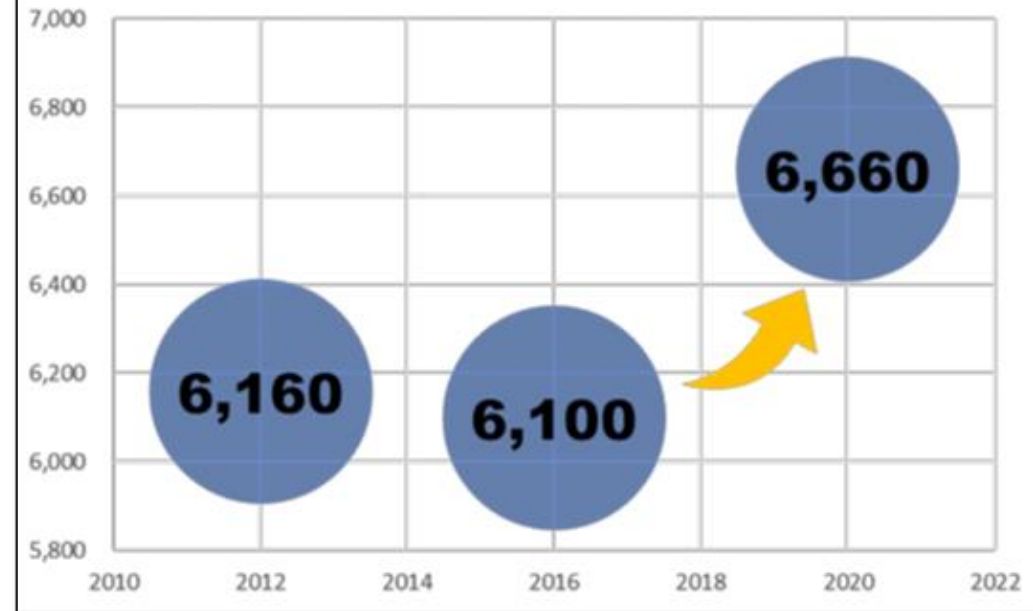


GLOBAL



## Golf player

世界のゴルフ人口 (万人) R&A



There are 66.6 million golf players in the world, according to the latest stats posted by the R&A and Sports Marketing Survey in December 2021.

Did you know that 82% of countries worldwide have golf courses – from American Samoa to Zambia?

Or that there are more than 38,000 courses globally? Only 7-Eleven and Subway have more physical business locations around the world, although they reach far fewer countries.

While golf is widely dispersed, it also remains highly concentrated, with 80% of courses in the top 10 best-supplied countries.

Home to 42% of world supply, the U.S. is far and away the global leader with 16,000+ golf courses. Japan (3,140) and the U.K. (3,101) are neck and neck in second and third place.

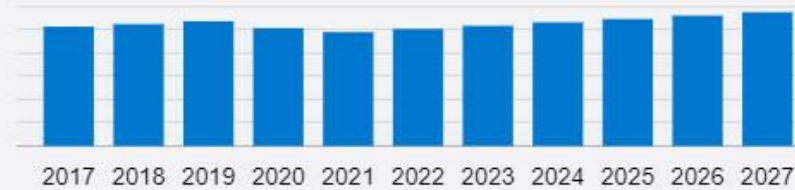
<https://www.prnewswire.com/news-releases/golf-clubs-market-2023-2027-a-descriptive-analysis-of-five-forces-model-market-dynamics-and-segmentation---technavio-301727930.html>



GLOBAL

## Global Golf Clubs Market 2023-2027

### Market Size Outlook (USD Million)



2017 : **5112.04**



Year-over-Year growth rate of 2023



CAGR 2022-2027



Growth Momentum



### CUSTOMER LANDSCAPE

- Drivers of price sensitivity
- Adoption lifecycle
- Importance in the customer purchase basket
- Adoption rates
- Key purchase criteria

#### Key purchase criteria




#### Drivers of price sensitivity

Driver	Impact
Purchases are undifferentiated	Low
Purchase is a key cost to the buyer	Low
Quality is not important	Low
<b>Price Sensitivity</b>	<b>High</b>

#### Adoption lifecycle



17000+ Reports covering niche topics. Read them at 

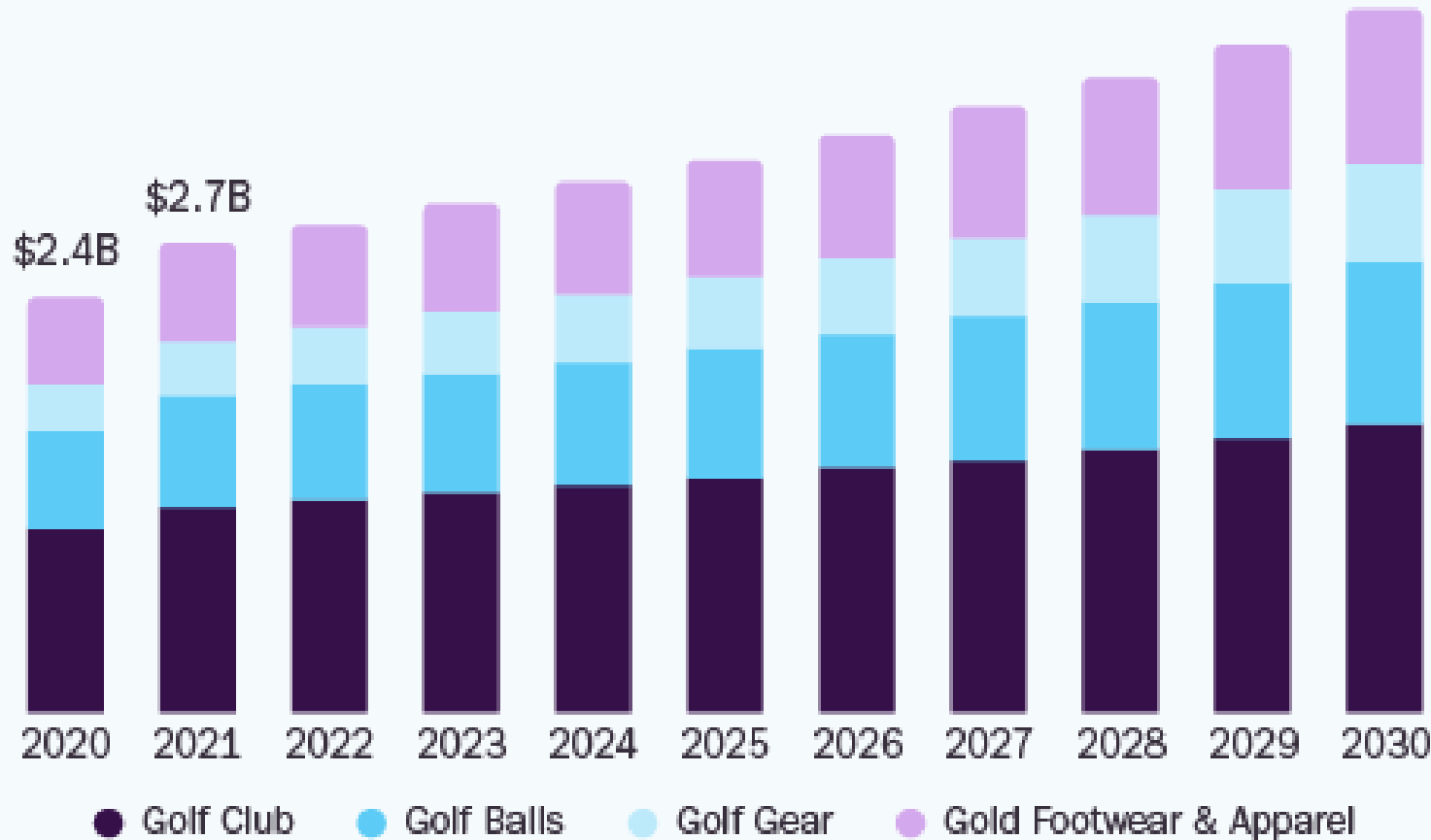
# Optimistic Future Development in US Market

<https://www.grandviewresearch.com/industry-analysis/golf-equipment-market>



## U.S. Golf Equipment Market

size, by product, 2020 - 2030 (USD Billion)

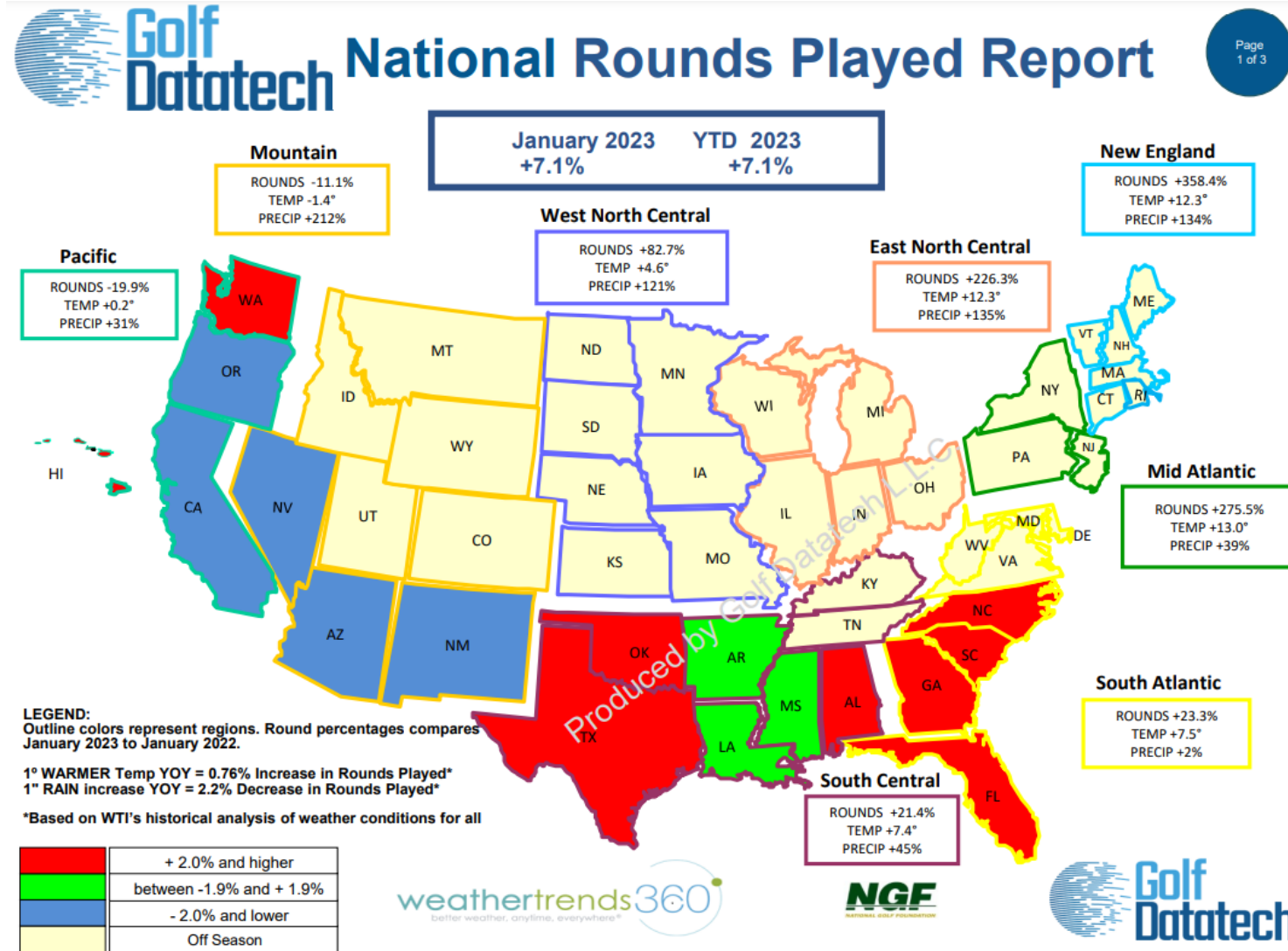


**4.6%**

U.S. Market CAGR,  
2022 - 2030

Source:  
[www.grandviewresearch.com](http://www.grandviewresearch.com)

# Optimistic Future Development in US Golf Market





# Japanese Market Optimistic View

## ✓ Demand > Supply

- Due to COVID-19, demand exceeded supply in 2020, but hard to see if stricter regulations can increase the golf participation
- Less price war, less discount, sales trend in higher price not in quantity
- **Cheaper clubs** ↓ **Expensive clubs** ↑
- Golf participation during pandemics : **810,000 golfer increase in Japanese market**, especially female golfers → **female golfers increase from 20% to 40.5%**.  
(Golfing is not in confined space)
- **More golfers in than out** , so demand exceeded supply ° (estimated 70,560 golfer decrease in 2022 , first survey showed 2,646,000 golfer decrease)



# Japanese Market Optimistic View



✓ How to remain the 810,000 golfers and get more new golfers :

- **No price war, sound profit, direct sale trend**

- Decrease personal dedicated club-testing service to increase profit; Big data application can find the right club for individuals.

- **「Experiencing」 business opportunity\_golfing in a tour**

- Half or a day tour · training → simulation → practice → 3-hole experience in an hour → gift or snack giveaway → home °

- **Create opportunities**\_ golf range · free club-testing · golf course activities, or pro video recommendation...etc.

- Individual → leisure 、 health 、 family... °

Quoted from Yano Research Institute (with credibility in Japan), in a Golf Industrial Briefing under Covid-19





# Future Development





O-TA GOLF

# Design

研發力 | 生產力 | 軟實力

R&D

Productivity

Soft Power

ESG

環境保護 • 社會責任 • 公司治理



誠信務  
Honesty

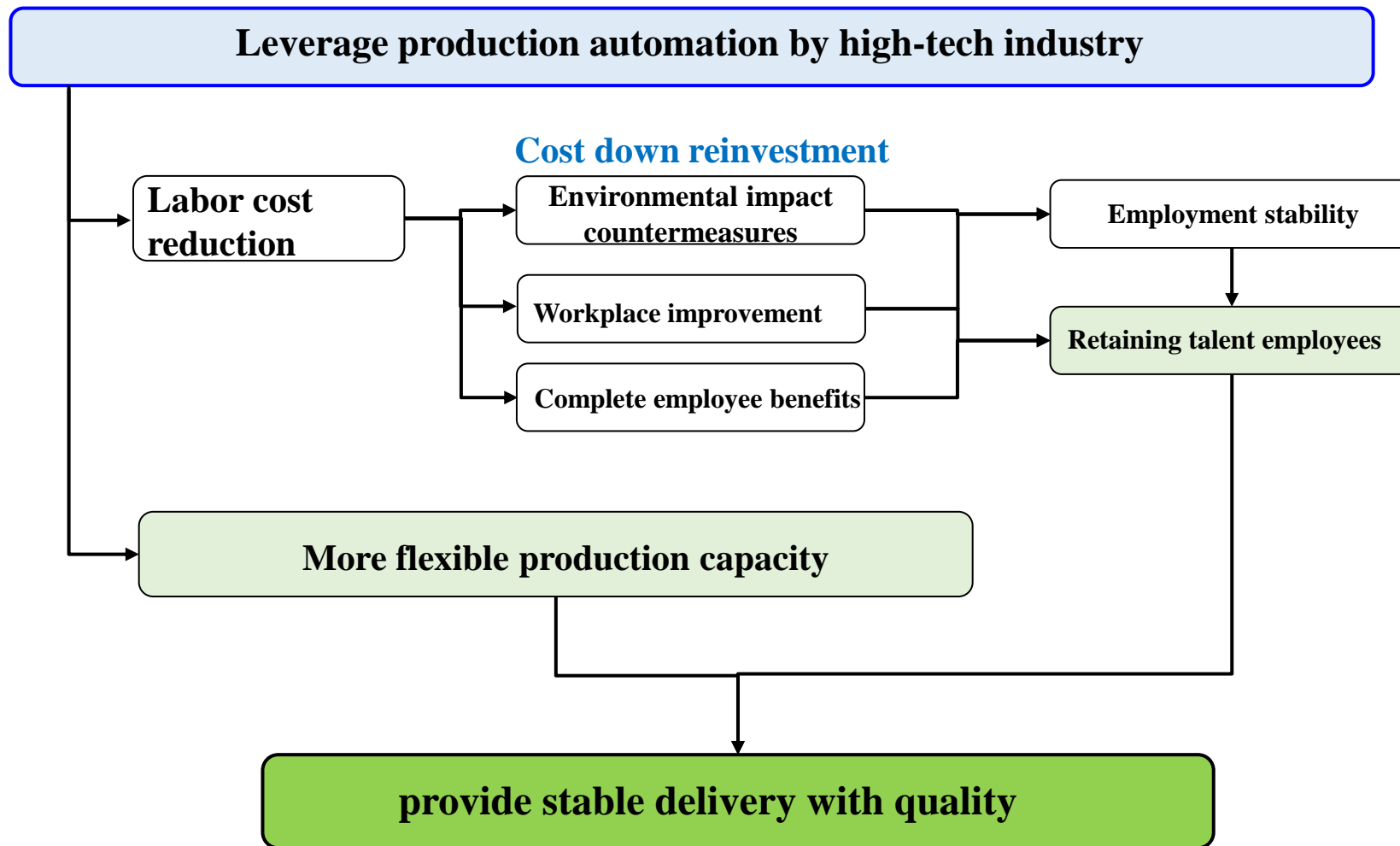
✓ Continuous collaboration with customers、 performance simulation、 high added value custom fitting **design and manufacturing service.**

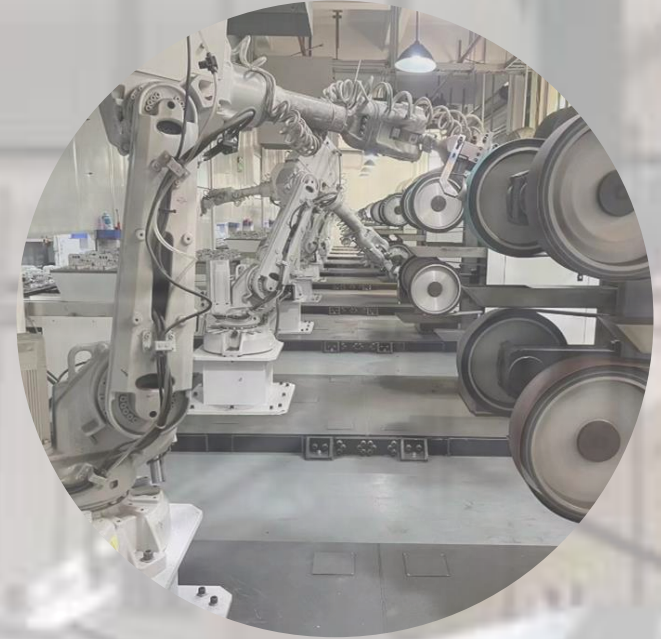


OTA Commit to innovation, high tech materials, and construction design !  
The highest ethical standards in business operation and customer services!



# Growth Strategy Automation Evolution





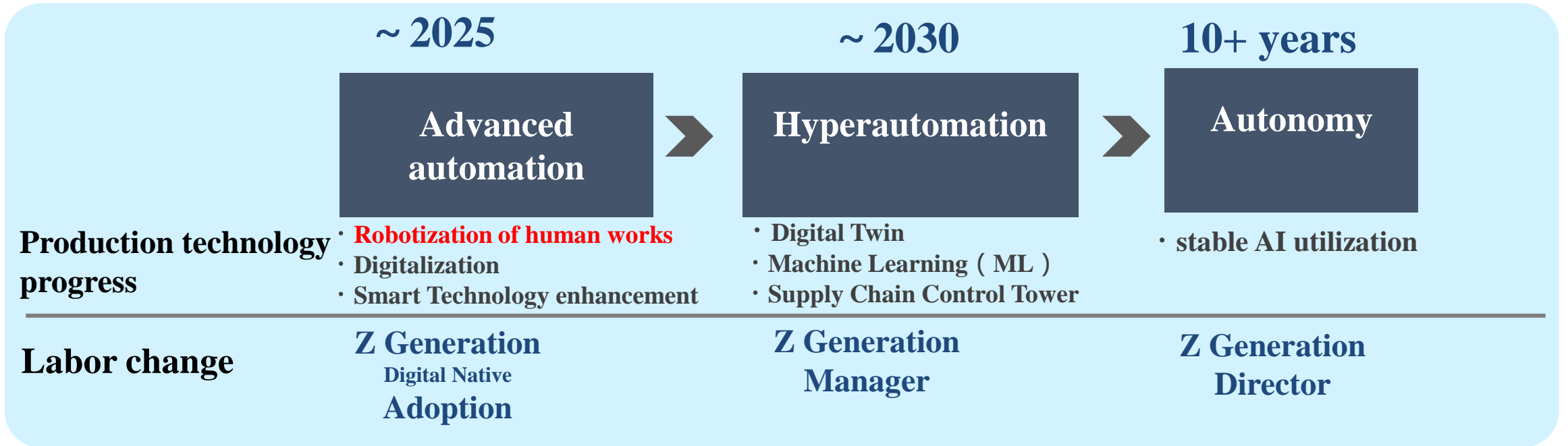
✓ **Ensure high gross margin !**

**Lean Management, Automation, Cost reduction,**

**Lead-time improvement 、 Efficiency & Effectiveness elevation**

# O-TA Growth Strategy

## Smart Manufacturing from Automation to Autonomy

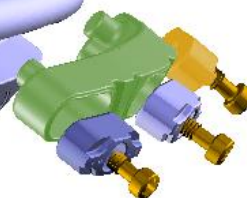
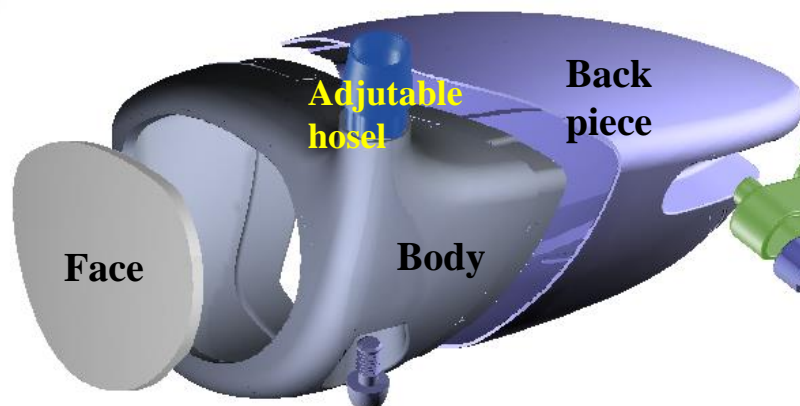
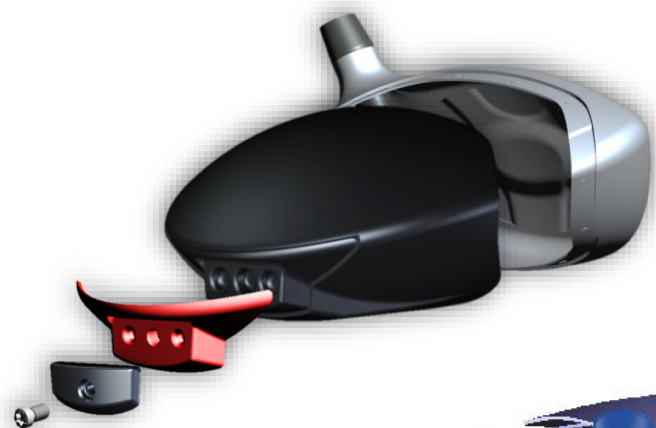


	Automation	Autonomy
executable	Continuous operation according to pre-determined optimal conditions	Operation adjustment according to changing conditions in the environment
Plant application	<ul style="list-style-type: none"> <li>Consistently produce the same product</li> </ul>	<ul style="list-style-type: none"> <li>produce products with variety</li> <li>handle products with uneven shape and quality</li> </ul>



## Current Developments :

1. New Materials
2. New Construction, new Design
3. Simulation Experiment Analytic System
4. 12 granted patents + 11 patents in application
5. Open models



Weight Trough  
Weight plug  
screw

Hosel screw



**Will launch innovative new product to replace current hot heads on the market (patented technology)**

**New Generation:**  
 Composite material golf Club head

- A revolutionary alternative to titanium alloys.
- Patented invention in Taiwan & Japan.  
 Patent pending in USA & China.



O-TA GOLF  
**Design**  
 R & D | Productivity | Soft Power

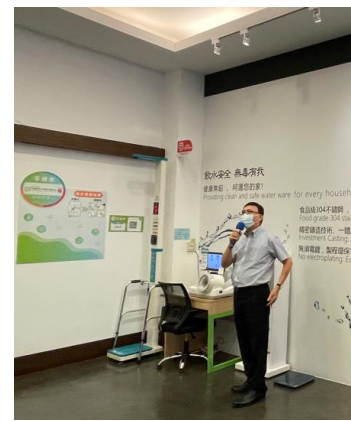




# ESG Highlights:

(E · environment) (S · social) (G · governance)

- **O-TA Stable Operation** → Brand Customer Trust & Appreciation → Sales NT\$7.7Bn. High base\_Net Profit NT\$1.79Bn. · **EPS 21.4** · Profit rate 23% → Profit Record High
- **Sustainable Development Committee**
  - Sustainable Environment, Social Welfare, Governance, Product Responsibility
- **Promote Positive Culture & Art aesthetics management** : Care Share Grateful Cherish
- **Friendly & Happy Workplace** : encouragement of sports, exercises, health, covid care...
- **Solar photovoltaic parking lot** → local advantages and employee benefits
- **Promote Green Life** → 「low carbon · veggie · energy saving · plastic reduction · waste reduction」 environmental protection, love the earth → green consuming → local sustainability & green safety food
- **Energy Saving and Carbon Reduction Measures** :
  - ✓ **Green R&D** → R&D, Production Processes → 「decrease · recycle · alternative」 → energy saving · carbon reduction · pollution decrease
  - ✓ **Energy Management** : 80% usage · Office paperless · energy saving equipments · light-out lunch time
- **Local Sustainability** : local procurement 70% up · 80% local labors in JianXi





TOP 100



台灣百大品牌

大田精密工業股份有限公司

O-TA Precision Industry CO.,LTD.

## 綠色生活

環保愛地球，節能減碳，人人皆可做~



精實管理、降低成本、提高性能、客戶滿意





*Thanks for your attention*

簡報完畢，恭請指教

