




歐化國際有限公司


Ulferts International Limited

Company Profile

Three Main Business Lines

Retail

 Carries over 50 furniture brands, some of which are international brands such as himolla, Gamma, MIDJ, Bonaldo and egoitaliano

 Comprehensive sales network covering physical shops (@30 Sep 2022: 28 POS) and online platforms



Furniture Stores



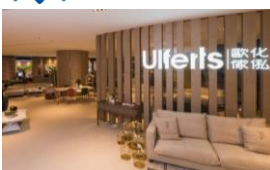
Retail of various luxury branded furniture, targeting high-end customers

 (1 POS)



www.ulferts.com.hk

 (4 POS)



www.ulferts.com.hk



Retail of furniture targeting mid-range customers

 (5 POS)



www.athome.com.hk

Mattresses & Bedding Products Specialty Stores



斯林百蘭



Retail of British mattress brands – “**Slumberland**” targeting high-end customers and “**VONO**” targeting mid-range customers


 (6 POS)



www.slumberland.com.hk



Retail of “**Ulfenbo**” products, targeting mid-range customers

 (12 POS)



www.ulfenbo.com.hk

Wholesale



Distribute mattresses, sofas and bedding products through over 200 dealers, under self-owned brand, “**Ulfenbo**”



斯林百蘭 Distribute “**Slumberland**” and “**Vono**” mattresses and bedding products through over 100 dealers

Special Projects



Mainly planning, designing, procuring custom-made furniture installation for corporate customers



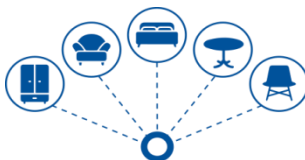


Competitive Advantages

Core Competitiveness



Strategic
Retail Locations



Diversified
Product Portfolio



Comprehensive
Distribution Channel



Ample
Stock



Strong Brand
Recognition



Excellent
Customer Services



Proficient
Management Team

Diversified Product Portfolio



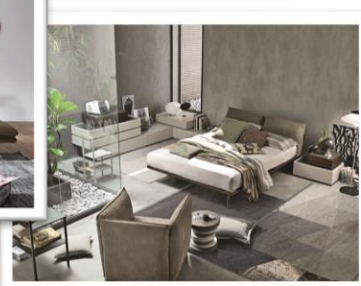
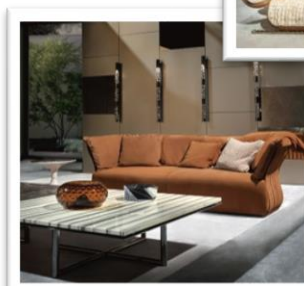
Offers a wide spectrum of products (catergorised into living room, dining room, bedroom and study collections)



Imported from different suppliers in Europe and Asia



“Ulferts Signature” offers custom-made quality and luxury-ended furniture





歐化國際有限公司
Ulferts International Limited

Competitive Advantages

Diversified Product Portfolio

at•home



Slumberland

斯林百蘭

英國特級護脊床褥



Ulfenbo® 歐化寶



DORMiRE

多眠樂



Excellent Customers Shopping Experience



“Ulferts Signature” and “Ulferts” showrooms are spacious, displaying full range of products for physical touch and feel by customers



Dedicated interior design for harmonious and home-like comfort



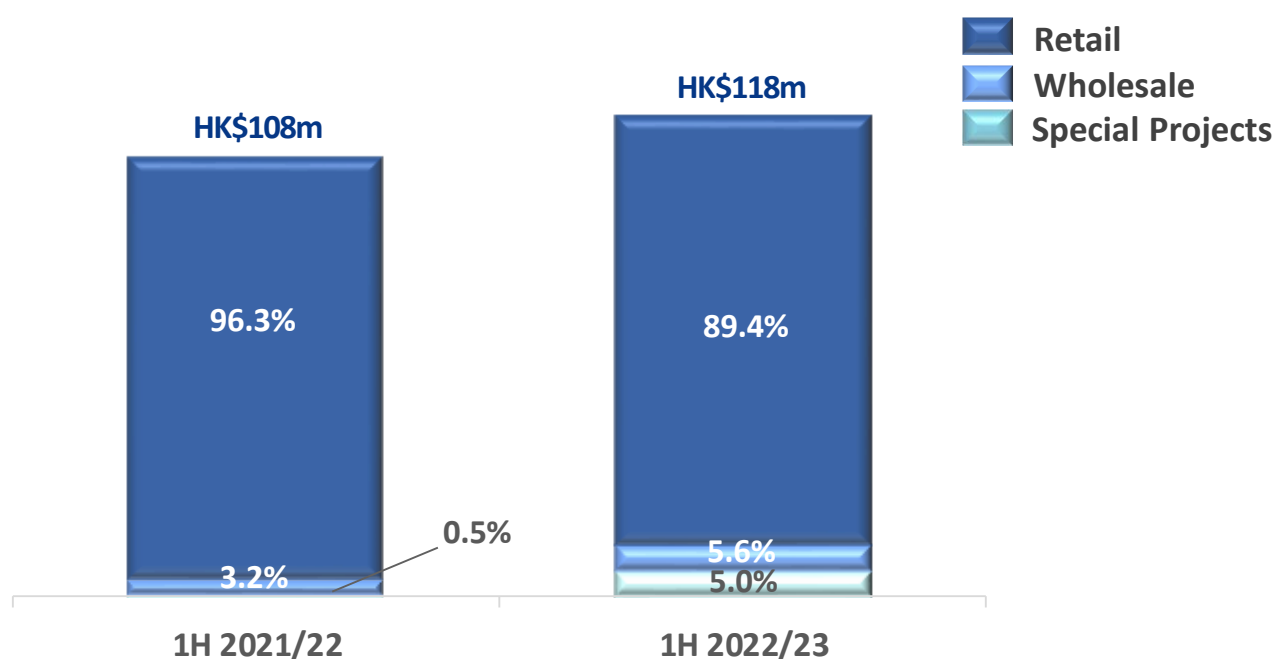


Financial Summary

Financial Review

HK\$'000	Six months ended 30 September	
	1H 2021/22	1H 2022/23
Revenue	107,821	118,140
<i>Retail</i>	103,826	105,613
<i>Wholesales & Special Projects</i>	3,995	12,527
Gross Profit	69,332	72,762
Net Profit	562	509
Basic Earnings Per Share	HK0.07 cent	HK0.06 cent

Total Revenue Breakdown





Financial Summary

Retail Revenue Mix (By Retail Lines)

	1H 2021/22		1H 2022/23	
	(HK\$'000)	Mix (%)	(HK\$'000)	Mix (%)
Total Retail Sales	103,826	100.0	105,613	100.0
<i>Ulferts / Ulferts Signature</i>	67,477	65.0	60,259	57.1
<i>at · home</i>	20,236	19.5	19,952	18.9
<i>Slumberland / Ulfenbo / Dormire</i>	16,113	15.5	25,402	24.0

Cost Analysis

% of Total Revenue	1H 2021/22	1H 2022/23
Store Rents	23.1%	24.7%
Store and Logistics Staff Cost	14.9%	13.1%
Office Staff Cost	6.9%	6.8%
Advertising and Promotion Expenses	4.4%	3.5%

Key Balance Sheet Items

	@31 Mar 2022	@30 Sep 2022
Cash on Hand and Time Deposits (HK\$'000)	76,804	76,173
Bank Borrowings (HK\$'000)	Nil	Nil
Gearing Ratio (Debts/Total Equity)	Zero	Zero
Inventory (HK\$'000)	57,833	48,297
Stock Turnover (Days)	255	194



Retail Network

Comprehensive Retail Sales Channels

Total POS as of 17 Nov 2022: 28



Size: 21,700 ft²

- 1) 275 Chatham Road North, Hung Hom



Size: ~ 3,810-16,750 ft²

- 1) Park Towers, Tin Hau
- 2) Hong On Street, Kornhill
- 3) Telford Plaza, Kowloon Bay
- 4) HomeSquare, Shatin



Ulfenbo® 歐化寶

DORMiRE
多眠樂

Size: ~ 420-2,150 ft²

- 1) Domain, Yau Tong
- 2) Pioneer Centre, Mongkok
- 3) Amoy Plaza, Kowloon Bay
- 4) Temple Mall South, Wong Tai Sin
- 5) FitFort, North Point
- 6) D-PARK, Tsuen Wan
- 7) Wo Che Plaza, Shatin
- 8) MCP Central, Tseung Kwan O
- 9) * Sincere, Dragon Centre, Sham Shui Po
- 10) * Citistore, Yuen Long
- 11) ** Fortune City One, Shatin
- 12) ** Chelsea Heights, Tuen Mun



Size: ~ 2,330-10,750 ft²

- 1) Fashion Walk, Causeway Bay
- 2) MegaBox, Kowloon Bay
- 3) D-PARK, Tsuen Wan
- 4) HomeSquare, Shatin
- 5) The LOHAS, Tseung Kwan O



Slumberland

斯林百蘭

Size: ~ 180-850 ft²

- 1) *** Telford Plaza, Kowloon Bay #
- 2) * SOGO, Causeway Bay
- 3) * Wing On, Sheung Wan
- 4) * Wing On, Jordan
- 5) * Wing On, Tsim Sha Tsui East
- 6) * Sincere, Dragon Centre, Sham Shui Po #

* Representing sales counter in department store

** Representing pop-up store

*** Representing store-within-a-store

Opened in 1H2022/2032



Future Strategies

Medium-term Prospects

Gain market exposure by segment differentiation

High-end



Strives to solidify its presence by offering luxurious furniture products and masterpieces

Mid-range



Continues to open specialty stores or department store counters for gaining market share

Appointed the new sole agent of the prestigious British brand  , expand customer base and increase market share in the mattress market

Undertake brand building campaigns for **at home** and 

Cautiously look for potential store expansion, as well as enhancing the online sales platform

Diversified Marketing Strategies



- Social media engagements
- Printed advertisements
- Online advertisements
- Outdoor billboards
- Pop-up exhibitions



Advertising

Social media



Others



Special Promotions

- Joint promotions and reward programmes with banks and other renowned institutions
- Periodic discounts such as seasonal sale, annual sale and stock clearance sale





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Other Information

Shareholding Structure



Awards



Best Lifestyle Furniture Brand 2022
iMoney



No.1 The Best Furniture Brand 2022
Headline Daily



Yahoo Asia Big Idea Chair Awards 2021 – Merit of Best Search Company
Yahoo



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2022 Quality Service Retailer of the Year – Furniture & Home Accessories Category
Quality Service Programme of Hong Kong Retail Management Association



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Quality Service Leader Seasonal Award – Furniture & Home Accessories Category (Apr-Jun 2022)
Quality Service Programme of Hong Kong Retail Management Association



at•home

Quality Service Leader Seasonal Award – Furniture & Home Accessories Category (Jul-Sep 2022)
Quality Service Programme of Hong Kong Retail Management Association

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