

卓越 成功

PROGRESS

49 KNOWLEDGE

股票代號 2496

72 EXPERIENCE

EDUCATION





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01

Success Prime Corporation Overview





Group Introduction

Company Name	Success Prime Corporation
Date of Establishment	June 15, 1991
Headquarters Location	22F-11, No. 50, Sec. 1, Zhongxiao W. Rd., Zhongzheng Dist., Taipei City
Industry Category	Education Service
Main Products and Services	Teaching of K-12 preparatory courses, Education platform operation, Teacher and curriculum management, Digital teaching services
Paid-in Capital	NTD 191,004,400
Number of Employees	218 people
Main Offices/Locations Across Taiwan	Taipei, New Taipei, Hsinchu, Taichung, Tainan, Kaohsiung





History

1991	Company established
2002	Successfully listed on the TWSE
2012	Officially renamed to "Success Prime Corporation"
2017	Acquired 100% equity of Chen Li Education Co., Ltd.
2018	Established a joint venture, Success Education Consulting Co., Ltd., with a shareholding of 51%
2019	Acquired 100% equity of Creative Digital Technology Co., Ltd., and renamed to "Chen Li Elm Co., Ltd." The listed industry category on the TWSE was changed from Communications Network to Other
2020	Jointly established Li-Ren Education Co., Ltd., with a 60% shareholding ratio. Acquired 49% equity of Success Education Consulting Co., Ltd., increasing the shareholding ratio to 100%, and changed its company name to "Here Enterprise Co., Ltd."
2022	Stepped into adult vocational education, acquiring a 47.43% stake in Xuemi Co., Ltd.
2023	Chen Li Education partnered with FarHugs to participate in the capital increase of Mediot Co., Ltd.
2024	Expanded into the international Chinese-language market, establishing a joint venture, Prime Global Co., Ltd., with a shareholding of 75%. Disposed of a 27.43% stake in Xuemi Co., Ltd., with the remaining shareholding at 20%
2025	Jointly established "PT Prima Dunia Indonesia (PDI)" in Indonesia, with a 99.9% shareholding



02

Operating Results



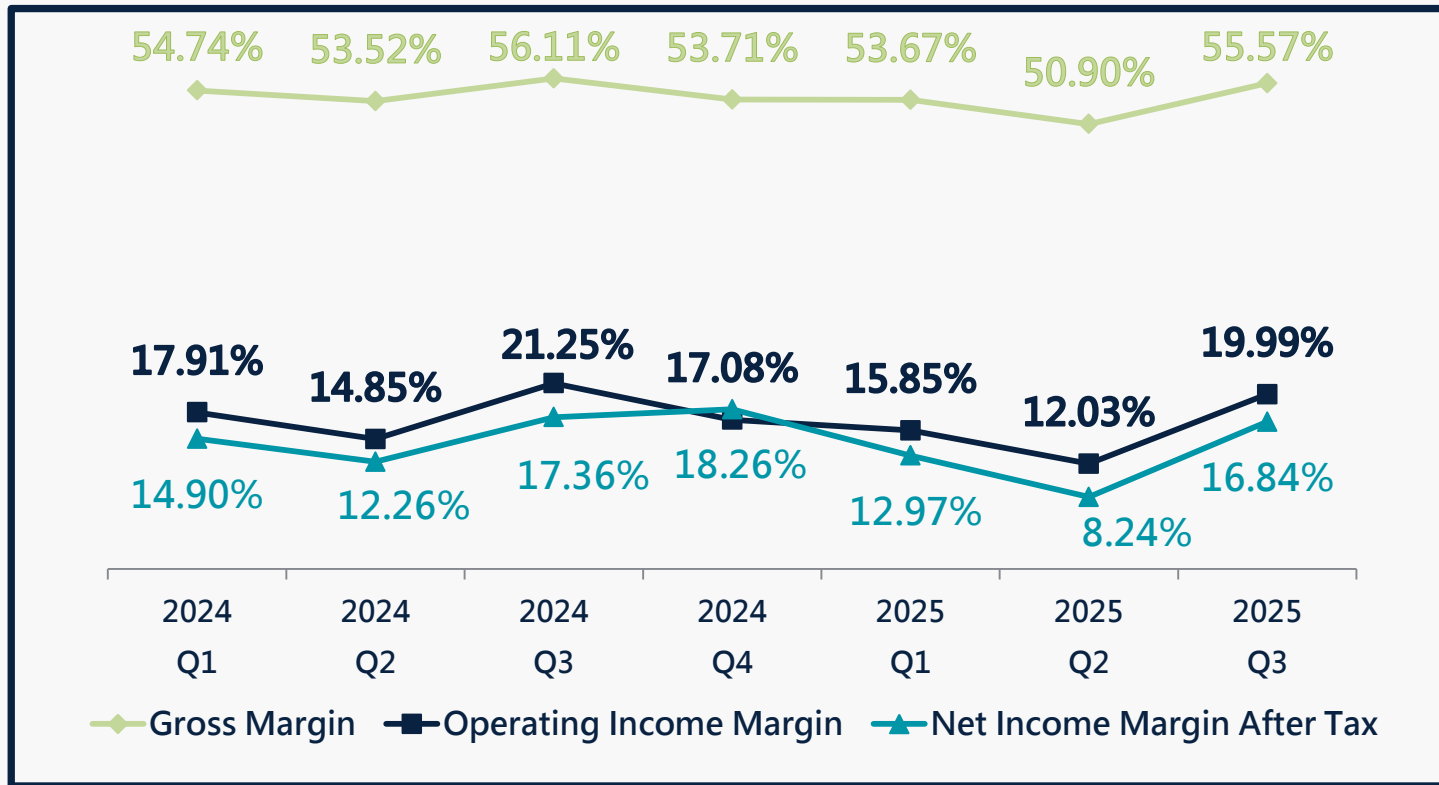


Condensed Income Statement · ::::

	1-3Q/2025	1-3Q/2024	YoY	2024
Operating Revenue	638,467	615,013	3.81%	835,832
Operating Costs	297,048	277,646	6.99%	379,872
Gross Profit	341,419	337,367	1.20%	455,960
Gross Margin	53.47%	54.86%	—	54.55%
Operating Expenses	238,415	225,651	5.66%	306,520
Operating Income	103,004	111,716	(7.80%)	149,440
Operating Income Margin	16.13%	18.16%	—	17.88%
Non-Operating Income and Expenses	2,053	4,260	(51.81%)	14,507
Net Income After Tax	82,114	92,043	(10.79%)	132,359
Net Income Margin After Tax	12.86%	14.97%	—	15.84%
Attributable to the Company	83,219	92,200	(9.74%)	132,849
EPS (NTD)	4.36	4.87	(10.47%)	7.02



Profitability





Quarterly Revenue & EPS

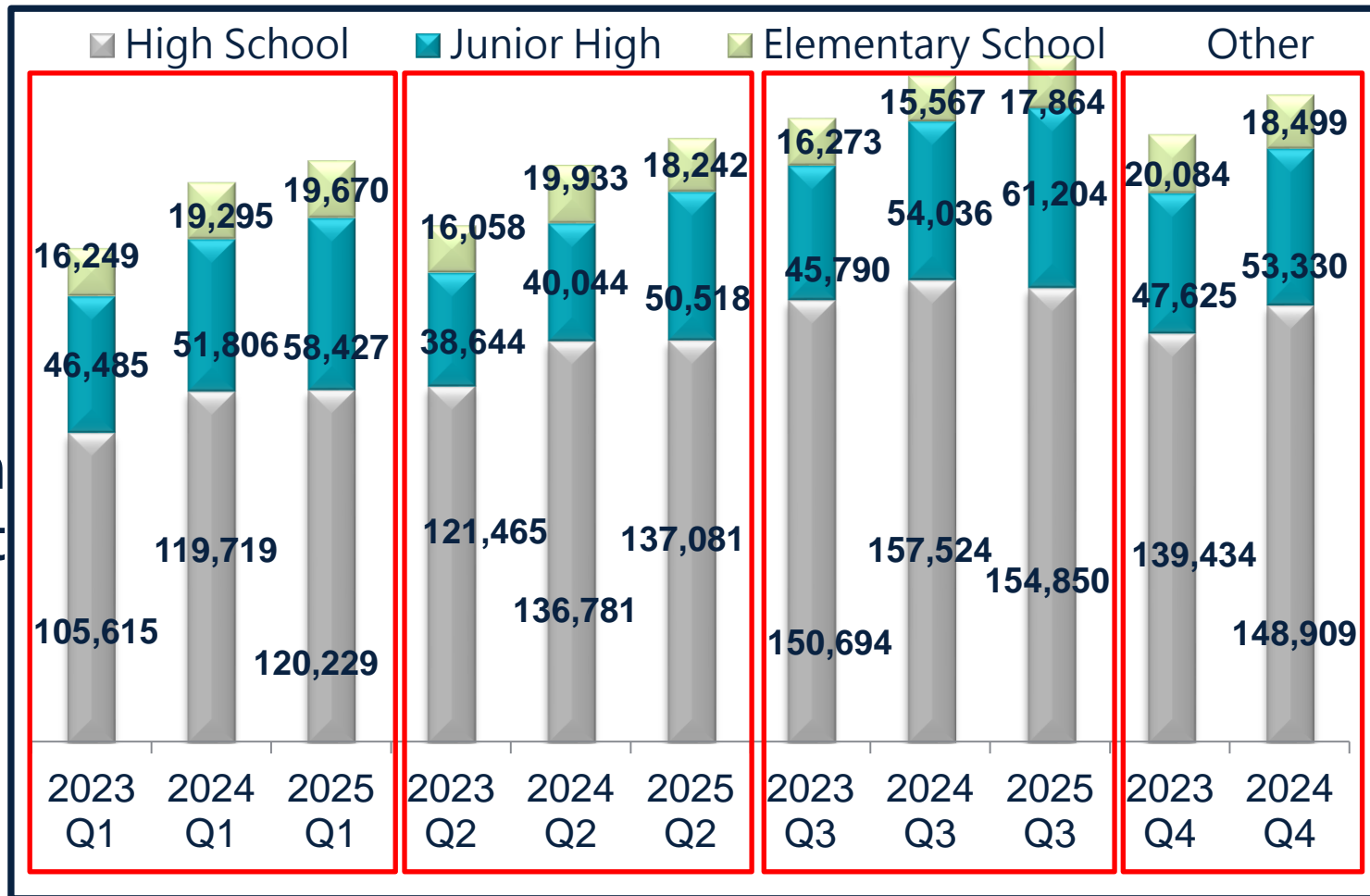
Revenue [NT\$ Thousand]	Q1	Q2	Q3	Q4	Year
2025	198,444	206,010	234,013		638,467
2024	190,893	196,835	227,285	220,819	835,832
2023	168,417	176,258	212,862	207,278	764,815

EPS	Q1	Q2	Q3	Q4	Year
2025	1.37	0.91	2.09		4.36
2024	1.51	1.27	2.09	2.15	7.02
2023	0.96	0.93	1.79	1.80	5.48



Revenue Distribution by Segment

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Dividend Policy

	2022	2023	2024	2025 H1
EPS	4.16	5.48	7.02	2.28
Stock Dividend	-	-	-	-
Cash Dividend	3.30	4.68	5.68	1.50
Total Dividend Payout	3.30	4.68	5.68	1.50
Payout Ratio	79%	85%	81%	66%
Return on Equity (ROE)	9.90%	12.43%	15.09%	-
Return on Assets (ROA)	6.40%	7.83%	9.57%	-



03

Future Prospects





Implementing ESG



Environmental Aspect

Implement energy saving and carbon reduction processes and achieve goals, Environmental and safety/fire prevention corporate training



Social Aspect

Inject education resources into remote towns, Advocate for STEM education, Donate to children's sensory empowerment classrooms, Mental health public welfare consultation



Corporate Governance

Introduce information systems, Optimize management processes, Enhance brand value, Employee care, Strengthen marketing, AI empowerment, Professional development, Goal achievement





Brand Value-add, Recreating Value

Brand Maximization : Externally strengthen public relations
packaging, Internally focus on overall marketing

- Following the direct operation demand of Chen Li Math, Li Zhe Chemistry, Zhang Yang Physics, Liyan Chinese
- Expand market share of Jiang Mengxi Yin Qin Science and Prime English
- Venture into external cooperation with Junior High and Elementary Schools
- Utilize external channels to create new growth momentum





Expanding Junior High and Elementary School Segments

- Expand Junior High market share
- Deeply cultivate Elementary School competency camps
- Strive to boost revenue and student numbers at new locations
- Perfect the K12 education end-to-end ecosystem





Chen Li Education High School, Junior High, and Elementary School Expansion Plan

2024

- Zhubei Zhuangjing
(High School)
- Taichung Dadun
(Junior High & High School)

2025

- Hsinchu Sanmin
(Junior High & Elementary School)
- Neihu + Kangning
(Junior High & Elementary School)
- Xinzhuang Xingfu
(Junior High & High School)
- Zhubei Chenggong
(Junior High & Elementary School)

2026

- Shilin
(Junior High & Elementary School)
- Xindian
(Junior High & Elementary School)
- Tainan
(Junior High & Elementary School)



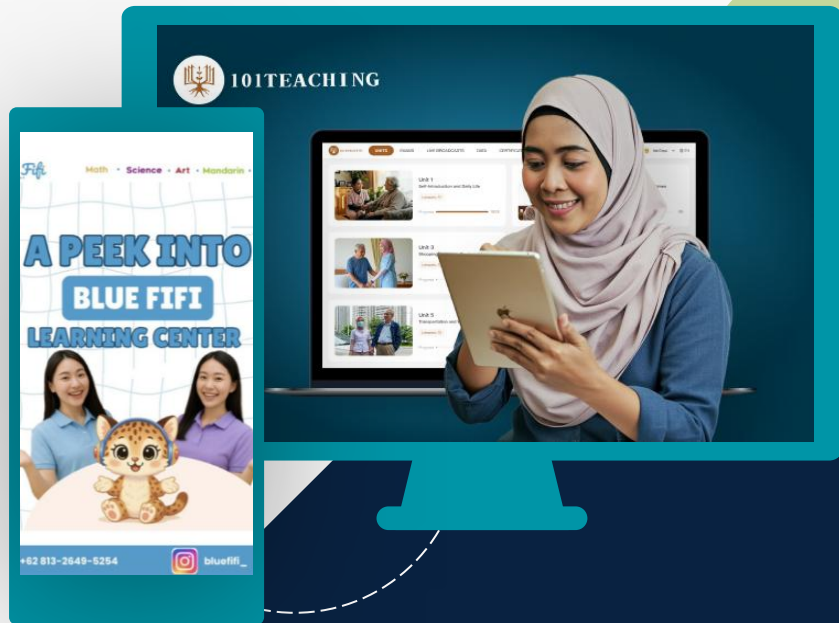


Establish a Chinese Language Platform System Brand for Southeast Asian Caregivers and Migrant Workers

Indonesia Market Fully Launched with Three-Pronged Approach

1. Chinese Language Caregiver Certification
2. A1A2 Chinese Language Certification (Junior Year Intern Project)
3. K12 Demonstration School and Franchise System OMO (Online-Merge-Offline)

Parallel Operation Creating another growth engine for the Group





A1 Online Chinese Language Course - Collaboration with Universities



RafflesJakarta
Design Institute | Business School
in Collaboration with

New Year, New Skill

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**CLASS STARTS IN
JANUARY
2026**
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Junior Year Intern Chinese Language Project for Coming to Taiwan Launched





Bluefifi K12 Current Status





THANK YOU

2025.12.16