



中鴻鋼鐵

CHUNG HUNG STEEL

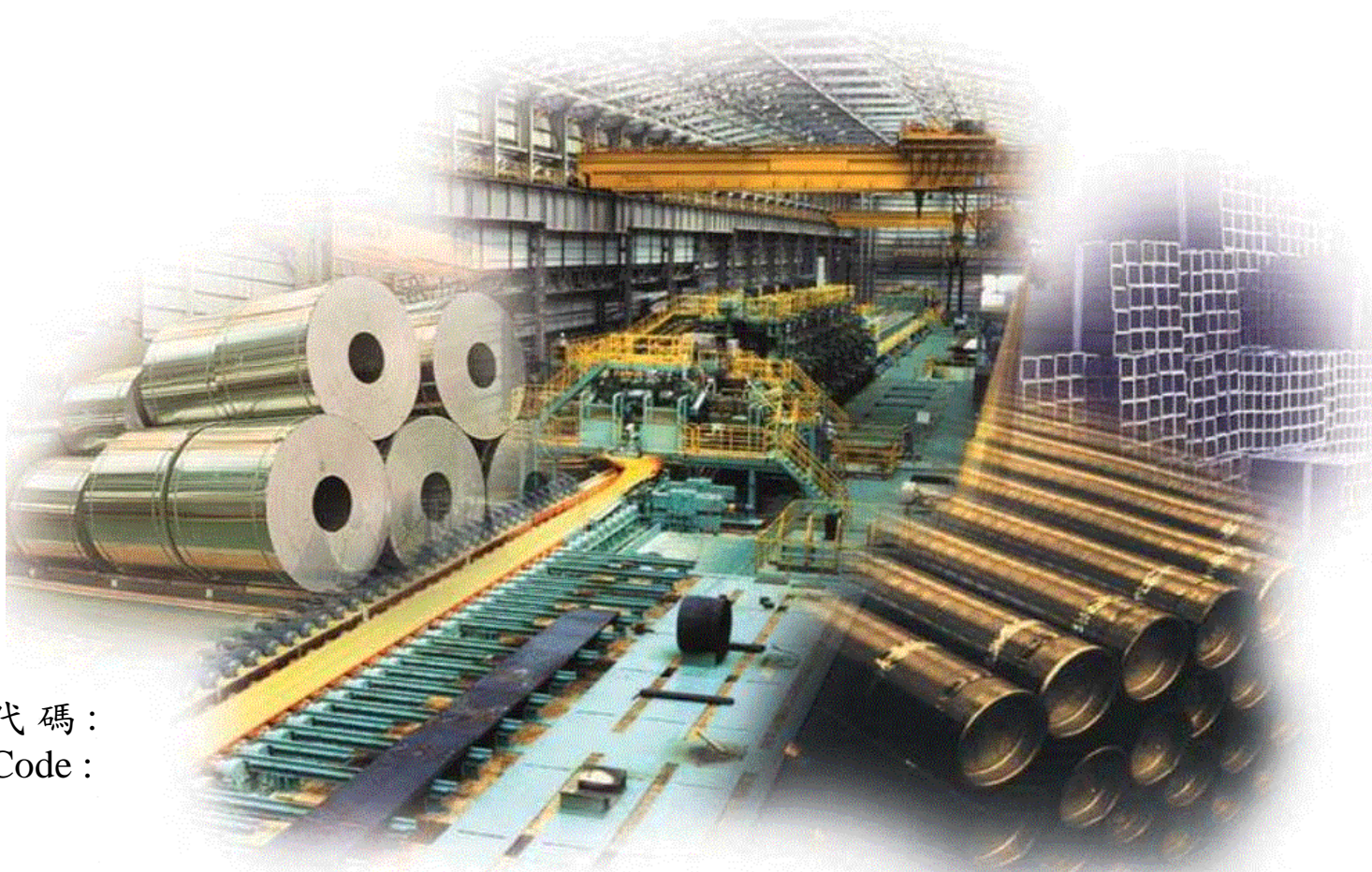
member of CSC Group 中鋼集團



# 中鴻鋼鐵股份有限公司

## CHUNG HUNG STEEL CORPORATION

2017.10.27



股票代碼：

Stock Code：

**2014**

中鴻堅持正派經營，努力打造成為一個持續發展、值得信賴、樂於交往的鋼鐵公司

Competence  
Honesty  
Service



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## 公司簡介

## Company Overview

中鴻鋼鐵股份有限公司（原名燁隆企業股份有限公司，2004年7月14日正式更名，以下簡稱中鴻）成立於1983年9月，基於國內鋼鐵上下游整合，中鴻於1999年底與中鋼公司策略聯盟，2000年正式成為中鋼集團一員。

Chung Hung Steel Corporation (originally named Yieh Loong Enterprise Co., Ltd., was renamed on July 14th, 2004, known as “CHSC” for short) was established in September 1983. For observing the integration of upstream and downstream steel companies in Taiwan, CHSC formed a strategic alliance with CSC at the end of 1999, and officially became a member of the CSC Group in 2000.



## 公司簡介 Company Overview

中鴻主要產品有熱軋鋼捲、酸洗塗油鋼捲、酸洗退火球化鋼捲、冷軋全硬鋼捲、冷軋調質鋼捲、鍍鋅鋼捲、碳鋼鋼管(CNS/JIS/ASTM)、鍍鋅鋼管、PE包覆鋼管、API輸油管、API油井套(導)管。產品銷售以供應國內為優先，產品廣泛運用在五金、建材、汽車、家電、運動器材、鋼製傢俱等眾多產業。

CHSC's main carbon products include hot-rolled steel coils, pickled & spheroidized annealed steel coils, cold-rolled full hard steel coils, cold-rolled tempered steel coils, galvanized steel coils, carbon steel pipes ( CNS/ JIS/ ASTM), galvanized steel pipes, PE-coated steel pipes, API oil pipelines and API pipes for casing and tubing. The products are widely used to manufacture hardware, building materials, cars, household electric appliances, sport equipment, steel furniture and so on. They are primarily prioritized for domestic sales.





## 公司簡介 Company Overview

中鴻有四個生產廠區，其中熱軋廠（年產能240萬公噸）、冷軋廠（年產能45萬公噸）及鋼管廠大發廠區（年產能4.8萬公噸）三個廠區皆位於高雄市；另2012年於彰化縣彰濱工業區（鹿港區）新建一座年產能20萬公噸鋼管廠，設置2~4英吋及4~14英吋製管產線，主要生產高附加價值石油相關用管，銷售於國際石油氣鋼管市場。

CHSC has had four factories so far, three of which are located in Kaohsiung City, Taiwan. They are the hot-rolled coil factory with the annual capacity of 2.4 million metric tons, the cold-rolled coil factory with the annual capacity of 450,000 metric tons, the steel pipe factory with the annual capacity of 48,000 metric tons, and the new ERW steel pipe factory, established in 2012, located in the Chang Hua Coastal Industrial Park in Lukang, Chang Hua County, Taiwan. With 2~4 inch and 4~14 inch pipe forming lines, the factory primarily manufactures high value added pipes used in the oil industry for the international oil and gas tubular market.



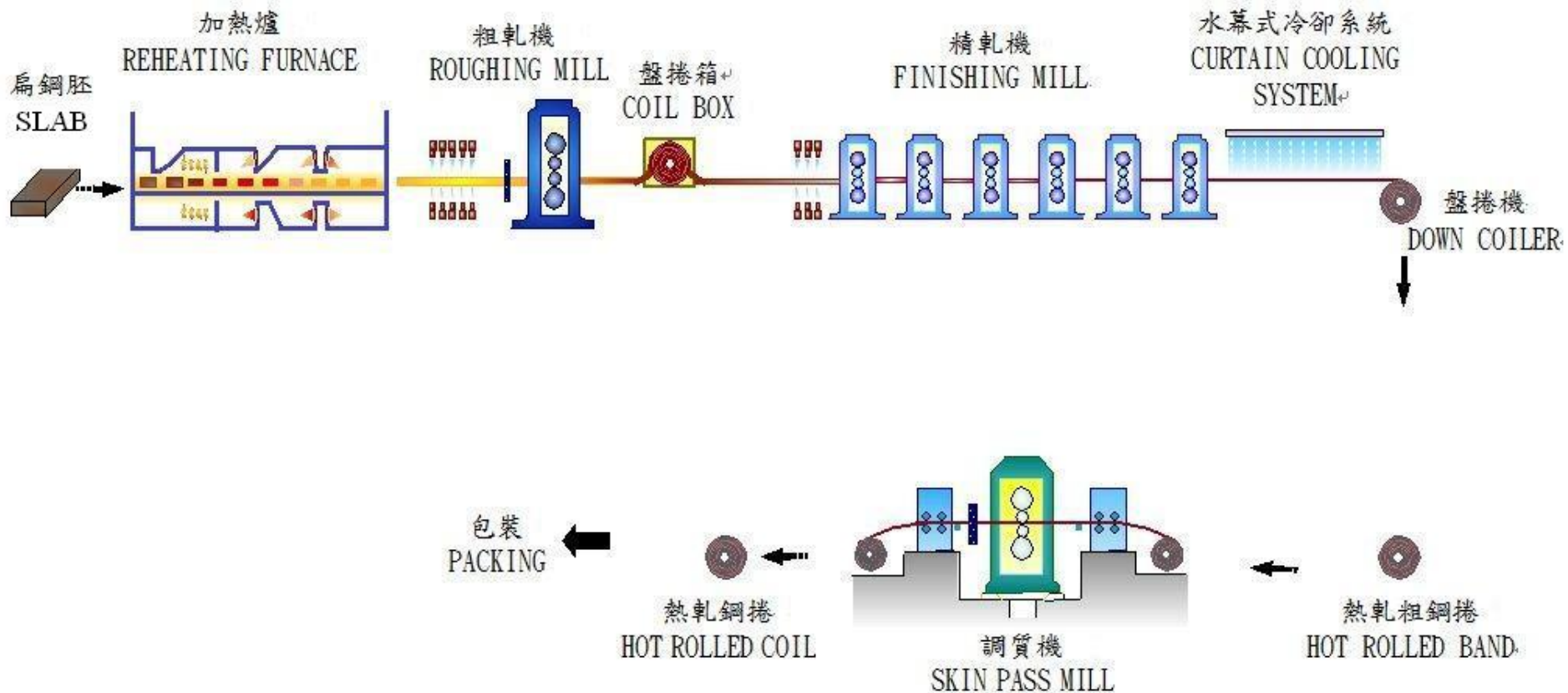
## 公司簡介 Company Overview

以市場需求為導向，發揮靈活彈性特長，持續提升產品附加價值及開發利基產品，追求穩健獲利，一向是中鴻的經營策略及目標，為追求永續發展、強化內部管理及客戶服務，本公司積極取得外部相關驗證，各廠已通過品質、環保、能源及職安衛之ISO 9001、ISO 14001、ISO 50001、OHSAS 18001、TOSHMS等各項管理系統驗證，另為消除國家貿易障礙，各產品已取得JIS MARK認證，熱軋產品已通過印尼SNI、馬來西亞SIRIM、泰國TIS及新加坡FPC認證。

With a market-oriented, demand-conscious, and flexible view, CHSC always aims to optimize the added values of its products, develop niche products, and stably make profits. To pursue its sustainable development and to enhance its internal management as well as customer services, CHSC has aggressively obtained external certification, such as ISO 9001, ISO 14001, ISO 50001, OHSAS 18001, and TOSHMS. To eliminate the obstacles in international trade, it has also obtained the JIS MARK certificate for all of its products and the SNI (Indonesia), SIRIM (Malaysia), TIS (Thailand), and FPC (Singapore) certificates for its hot-rolled products.

# 產製流程 Manufacturing Processes

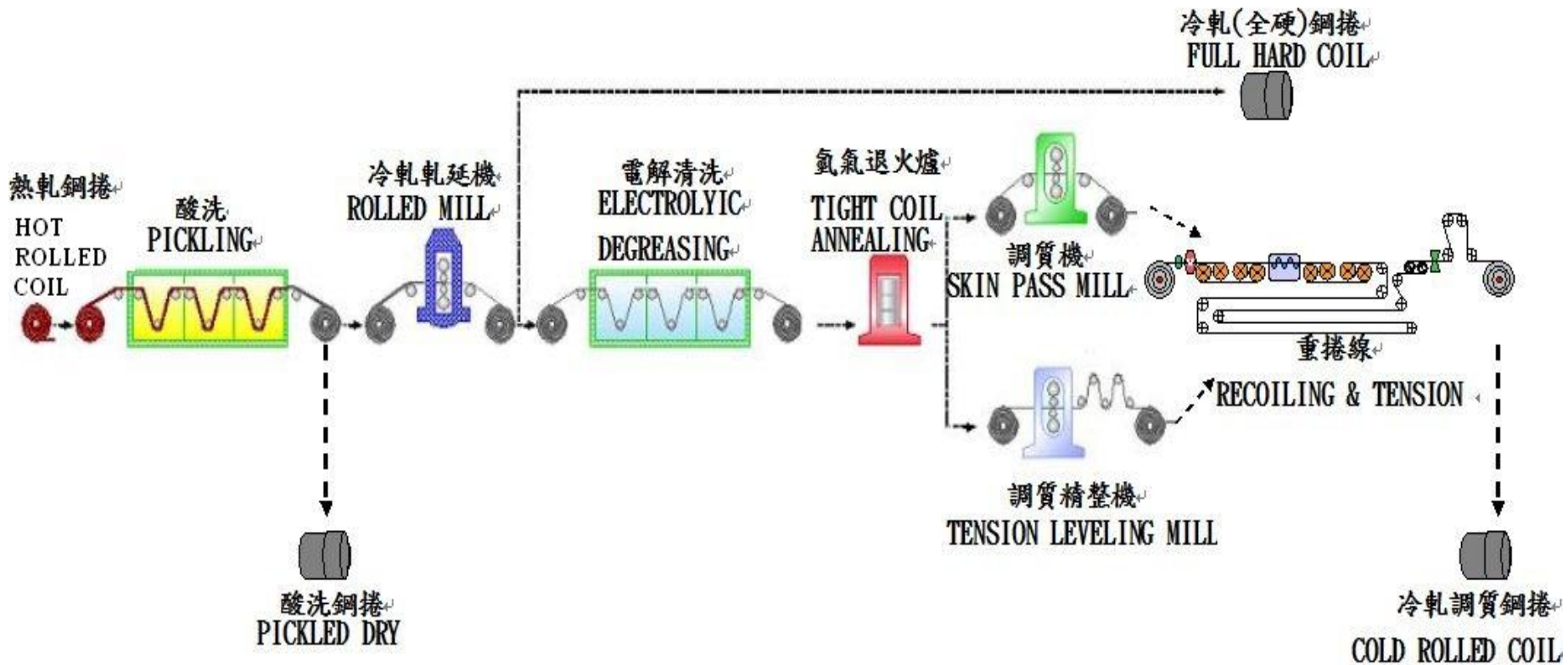
## 熱軋鋼捲 Hot Rolled Coil



# 產製流程

# Manufacturing Processes

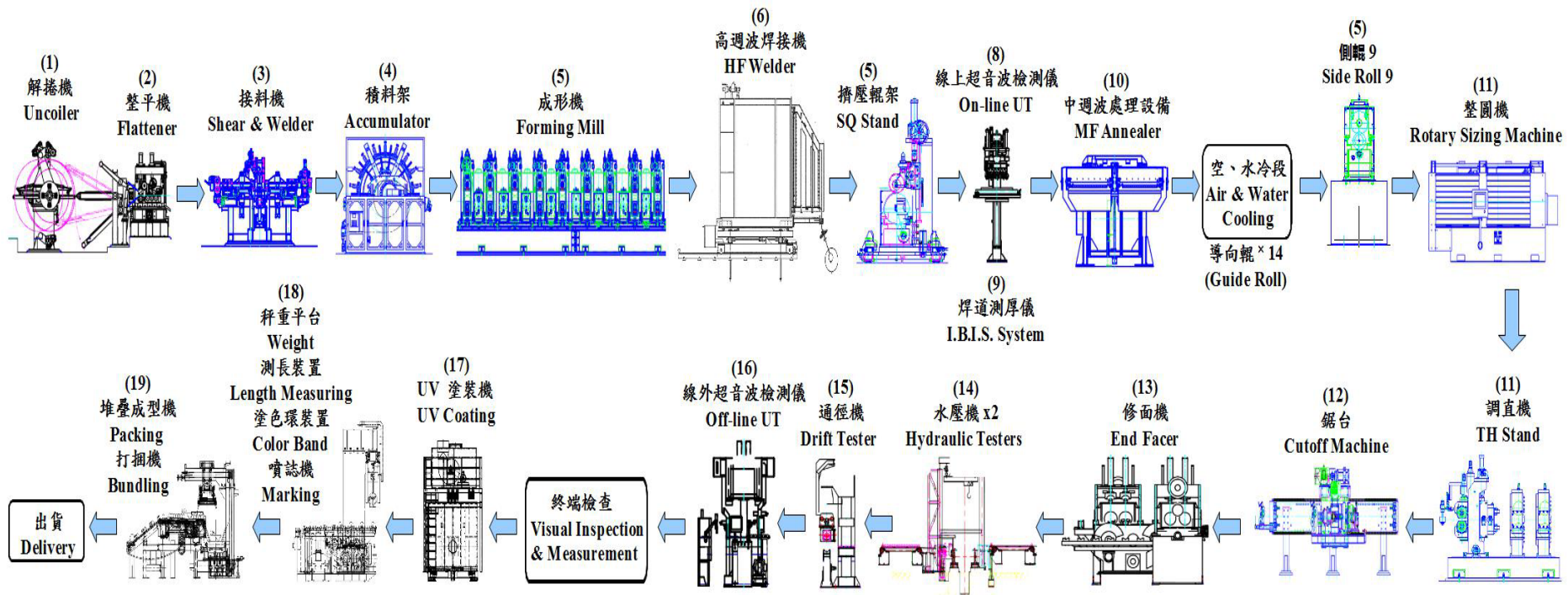
## 冷軋鋼捲 Cold Rolled Coil





# 產製流程 Manufacturing Processes

## 鋼管 Steel Pipe & Tube



## 獲獎事蹟

## Awards and Honours



2016年11月熱軋及冷軋廠同獲台灣鋼鐵公會104年度工安績效評比「特優獎」

November, 2016

The Hot Rolling Mill and the Cold Rolling Mill were both given the 2015 excellent performance awards of Occupational safety by Taiwan steel and Iron Industries Association.



2017年2月中鴻參與脫貧自立計畫達13年獲頒感謝狀

February, 2017

CHS has sponsored the social program of helping underprivileged students out of poverty for thirteen years, and thus received the certificate of appreciation from Kaohsiung City government .



# 銷售分析 外銷分析 Export Sales Analysis

2016

排名 Ranks	銷售國家 Country	銷售金額(百萬元) Amount (NTD million)	銷售量(噸) Volume(MT)	外銷比率(金額) Export sales ratio
1	越南 Vietnam	2,668	233,667	22%
2	韓國 Korea	2,154	171,546	18%
3	馬來西亞 Malaysia	2,119	164,185	17%
4	菲律賓 Philippines	1,084	75,597	9%
5	泰國 Thailand	1,036	78,345	9%
6	美國 America	918	52,631	8%
7	中國 China	582	36,044	5%
8	澳大利亞 Australia	512	32,686	4%
9	西班牙 Spain	367	32,334	3%
10	巴基斯坦 Pakistan	140	10,635	1%
11	其他 Others	585	43,247	4%
合計 Total		12,165	930,917	100%

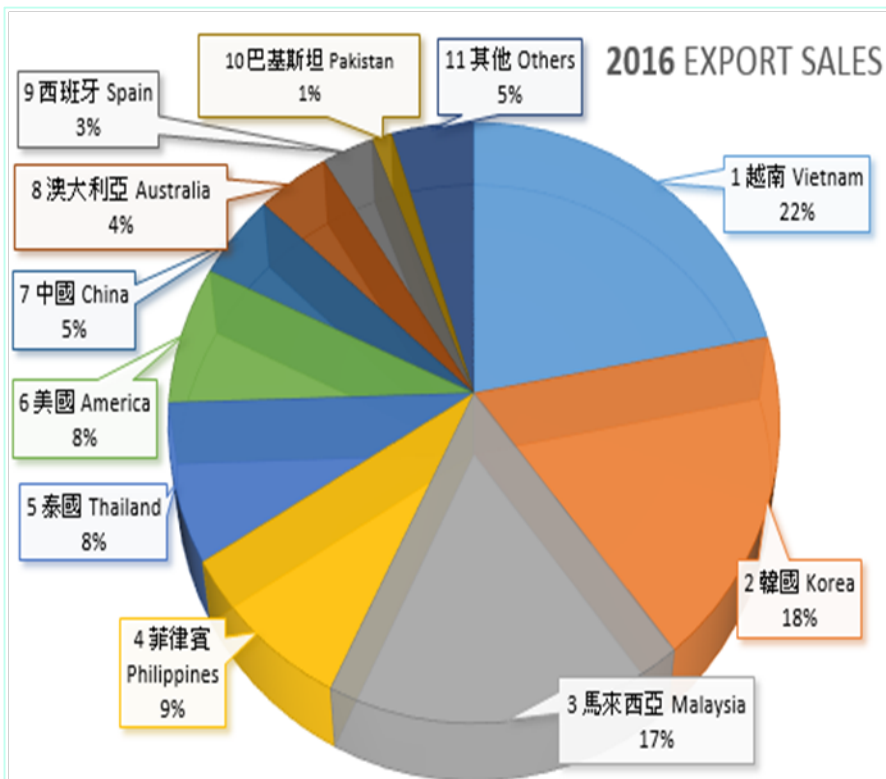
# 銷售分析 外銷分析 Export Sales Analysis

2017.1~6

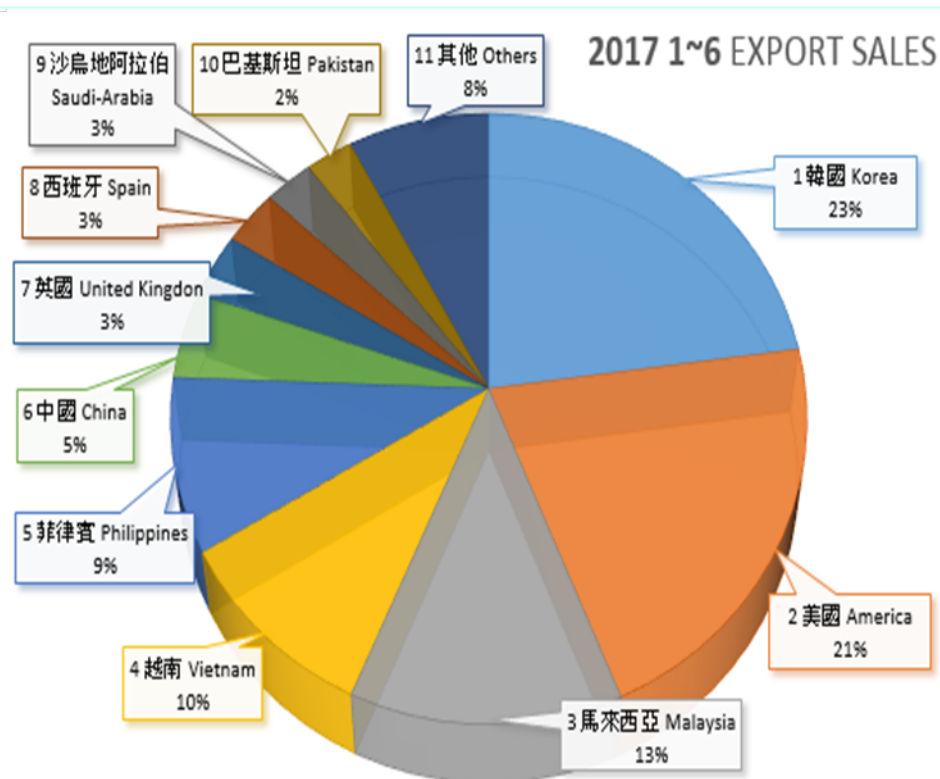
排名 Ranks	銷售國家 Country	銷售金額(百萬元) Amount(NTD million)	銷售量(噸) Volume(MT)	外銷比率(金額) Export sales ratio
1	韓國 Korea	1,650	101,765	23%
2	美國 America	1,509	72,856	21%
3	馬來西亞 Malaysia	913	54,782	13%
4	越南 Vietnam	717	43,731	10%
5	菲律賓 Philippines	663	36,735	9%
6	中國 China	334	16,402	5%
7	英國 United Kingdom	251	15,262	3%
8	西班牙 Spain	221	14,600	3%
9	沙烏地阿拉伯 Saudi-Arabia	196	12,565	3%
10	巴基斯坦 Pakistan	188	13,288	3%
11	其他 Others	570	33,852	7%
合計 Total		7,212	415,838	100%



# 銷售分析 外銷分析 Export Sales Analysis



2016年外銷銷售量達93萬噸  
2016 Export sales volume totaled 0.93 million metric tons



2017.1~6外銷銷售量達42萬噸  
2017.1~6 Export sales volume totaled 0.42 million metric tons



# 產銷量值表

## Production and Sale Statistics

單位：新台幣千元

Unit : NTD Thousands

年度 Year	2017/1~6			2016/1~12		
產品 Products / MT	產能 Capacity	產量 Output	產值 Amount	產能 Capacity	產量 Output	產值 Amount
熱軋鋼捲 Hot Rolled coil	2,400,000	1,032,022	14,247,373	2,400,000	2,307,024	24,310,844
冷軋鋼捲 Cold Rolled coil	450,000	203,910	3,772,193	450,000	375,425	4,753,910
鋼管 Steel Pipe	248,000	72,727	1,485,073	248,000	54,198	1,195,938
鍍鋅鋼捲 Galvanized Steel Coil	-	-	-	-	-	-
其他 Others	-	-	-	-	-	-
合計 Total	3,098,000	1,308,659	19,504,639	3,098,000	2,736,646	30,260,692

年度 Year	2017/1~6				2016/1~12			
內/外銷 Domestic / Export	內銷 Domestic		外銷 Export		內銷 Domestic		外銷 Export	
產品 Products	量 Quantity	值 Amount	量 Quantity	值 Amount	量 Quantity	值 Amount	量 Quantity	值 Amount
熱軋鋼捲 Hot Rolled Coil	506,561	8,212,365	281,182	4,518,952	1,101,748	13,521,034	727,310	8,923,206
冷軋鋼捲 Cold Rolled Coil	150,200	2,817,550	63,730	1,257,840	338,001	5,029,031	121,741	1,883,743
鋼管 Steel Pipe	5,143	118,132	62,229	1,275,389	11,246	222,673	43,995	747,748
鍍鋅鋼捲 Galvanized Steel Coil	27,983	562,585	8,697	159,638	82,686	1,392,657	37,871	609,941
其他 Others	-	-	-	-	-	-	-	-
合計 Total	689,888	11,710,633	415,838	7,211,820	1,533,682	20,165,394	930,917	12,164,638



# 財務概況

# Financial Review

單位：千元

Unit : NTD Thousands

項目 Item	期間 Period	2017/1~6	2016/1~12
營業收入淨額 Net Sales		19,487,002	33,440,122
營業成本 Operating Costs		17,821,995	30,154,398
營業毛利 Gross Profit(Loss)		1,665,007	3,285,724
營業費用 Operating Expenses		629,934	1,240,847
營業淨利(損) Profit (Loss) from Operations		1,035,073	2,044,877
營業外收(支) Non-operating income(Expenses)		26,297	131,399
稅前淨利(損) Profit (Loss) Before Income Tax		1,008,776	1,913,478
稅後淨利(損) Net Profit For The Period		1,007,375	1,913,119

## 策略 Strategy

中鴻堅持正派經營，努力打造成為一個持續發展、值得信賴、樂於交往的鋼鐵公司。

We persist in operating uprightly and devote ourselves to sustainable development and winning stakeholders' trust and friendship.

### 業務目標 Commercial

#### 1. 掌握客戶需求

Aim for customers demands

#### 2. 保持靈活彈性銷售策略

Maintain the flexible sales strategy

#### 3. 確保通路穩定

Ensure stable sales channels

#### 4. 提昇市場競爭力

Increase the market competitiveness

### 生產目標 Production

#### 1. 持續開發重點產品

Sustain development of key products

#### 2. 提昇產品品質及製程技術

Improve product quality and technology

#### 3. 朝向產品差異化

Toward product differentiation

#### 4. 精進利基產品

Enhance niche products

#### 5. 創造市場優勢

Create market advantage

### 財務目標 Financial

#### 1. 內部管理確實

Complete Internal Management

#### 2. 降低營運成本

Implement operating cost reduction





## 未來展望 Prospects

中鴻未來將持續提昇產品品級及品質，全員加強客戶服務，建立良好客戶夥伴關係，創造產品差異化，並積極推動節能減廢，善盡企業社會責任。

In the future, CHSC will upgrade the quality and grades of its products, focus on enhancing customer services, establish good partner relationships with customers, create product differentiation, proactively conserve energy and reduce carbon emissions, and fulfill its corporate social responsibility.



中鴻鋼鐵

CHUNG HUNG STEEL

member of CSC Group 中鋼集團



感謝聆聽!

Thanks for your attention.

Competence  
Honesty  
Service

中鴻堅持正派經營，努力打造成為一個持續發展、值得信賴、樂於交往的鋼鐵公司