



中鴻鋼鐵

CHUNG HUNG STEEL

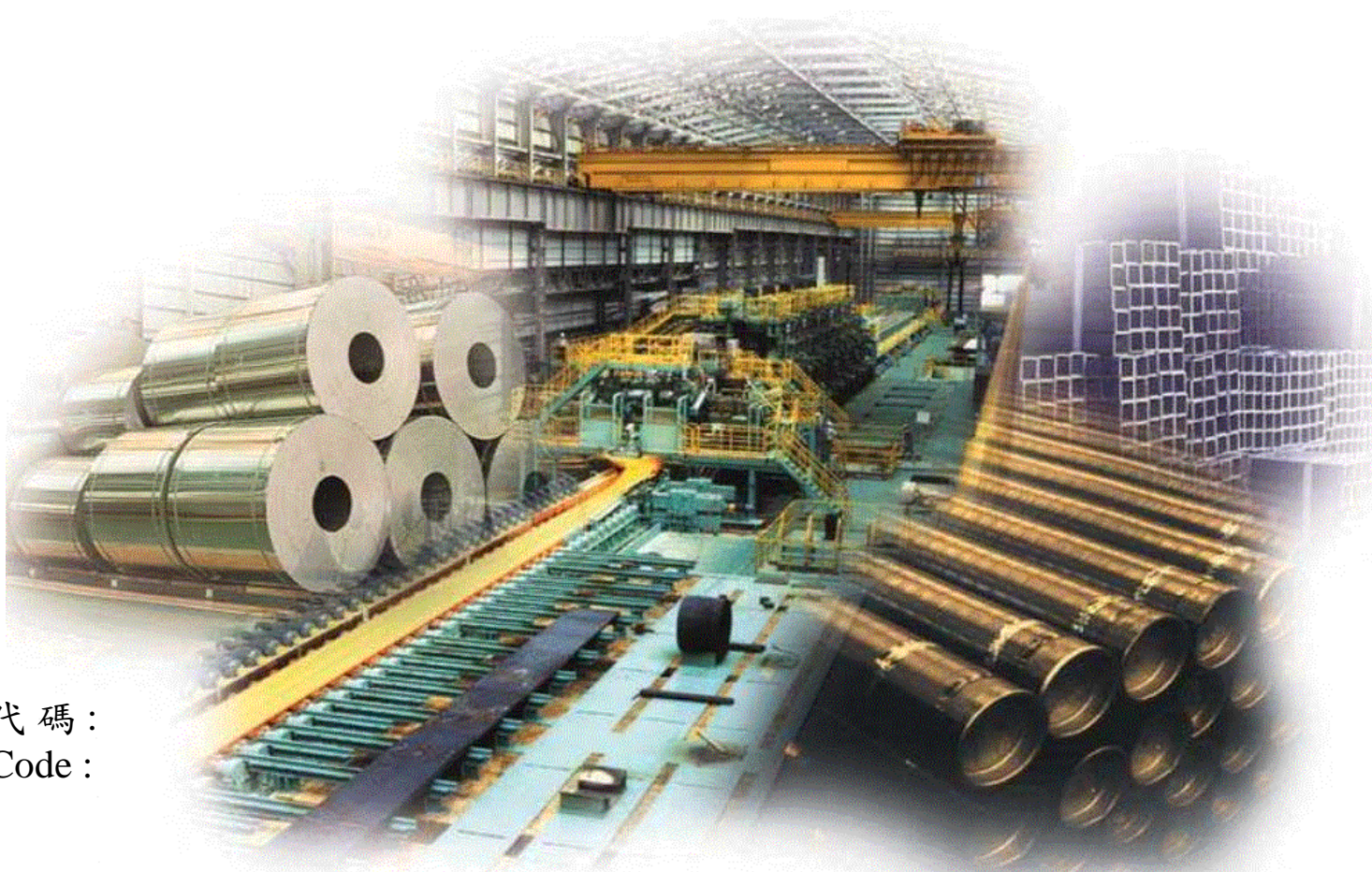
member of CSC Group 中鋼集團



中鴻鋼鐵股份有限公司

CHUNG HUNG STEEL CORPORATION

2018.06.13



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



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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

中鴻有五個生產廠區，其中熱軋廠（年產能240萬公噸）、冷軋廠（年產能45萬公噸）、鋼管廠大發廠區（年產能4.8萬公噸）及酸鍍廠（酸洗線年產能60萬公噸、鍍鋅線年產能30萬公噸）四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 five factories so far, four 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, the pickling and galvanizing factory with the annual capacity of 600,000 metric tons from the pickling line and 300,000 metric tons from the galvanizing line 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

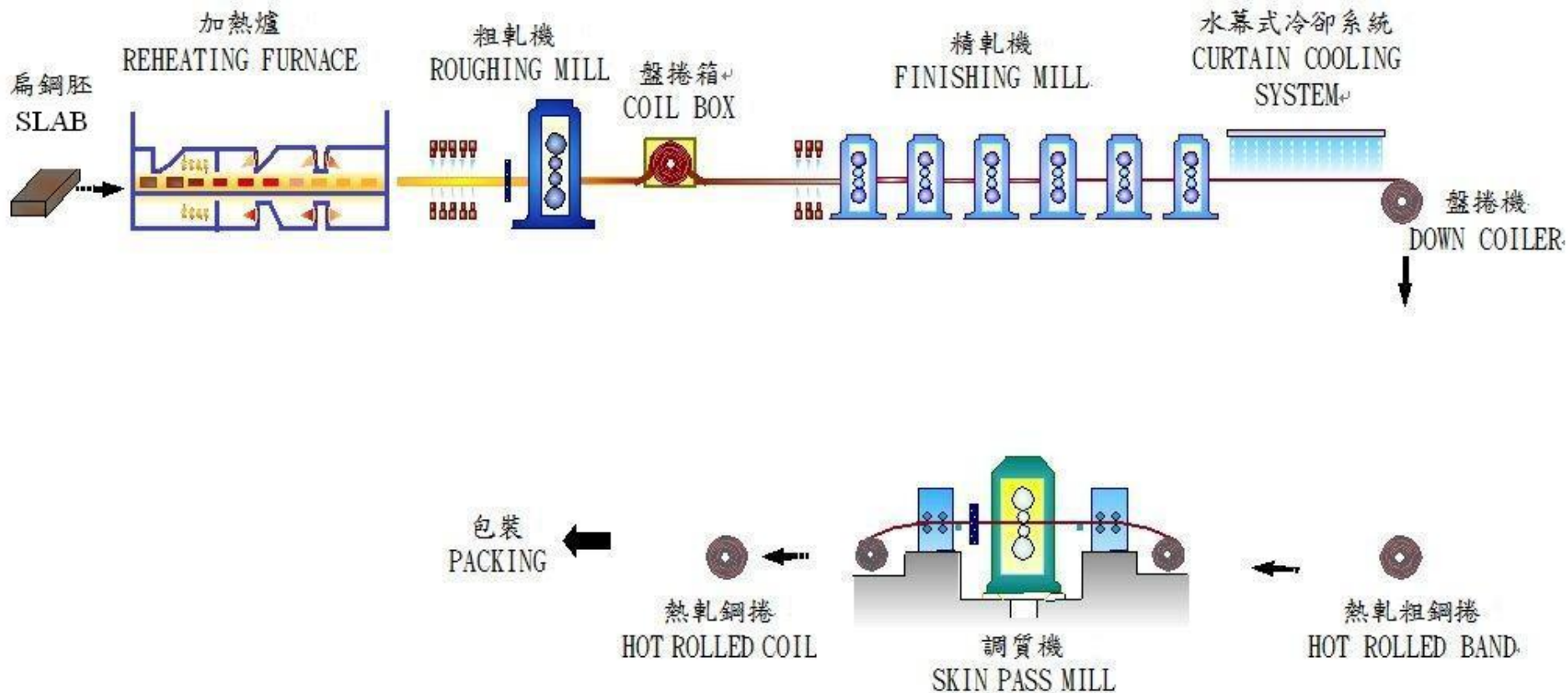
以市場需求為導向，發揮靈活彈性特長，持續提升產品附加價值及開發利基產品，追求穩健獲利，一向是中鴻的經營策略及目標，為追求永續發展、強化內部管理及客戶服務，本公司積極取得外部相關驗證，各廠已通過品質、環保、能源及職安衛之ISO 9001、ISO 14001、ISO 50001、OHSAS 18001、TOSHMS等各項管理系統驗證，另為消除國家貿易障礙，各產品已取得JIS MARK認證，熱軋產品已通過印尼SNI、馬來西亞SIRIM、泰國TIS及新加坡FPC認證。

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

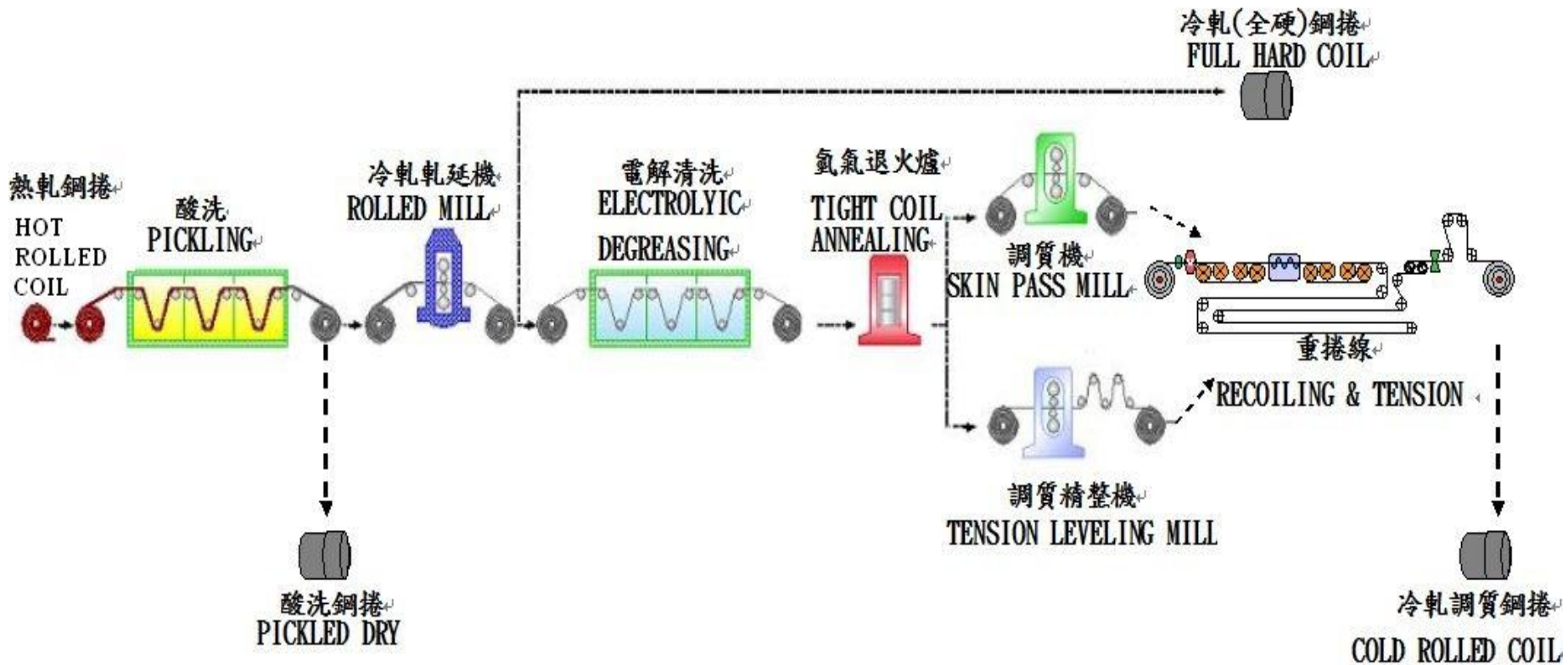
熱軋鋼捲 Hot Rolled Coil



產製流程

Manufacturing Processes

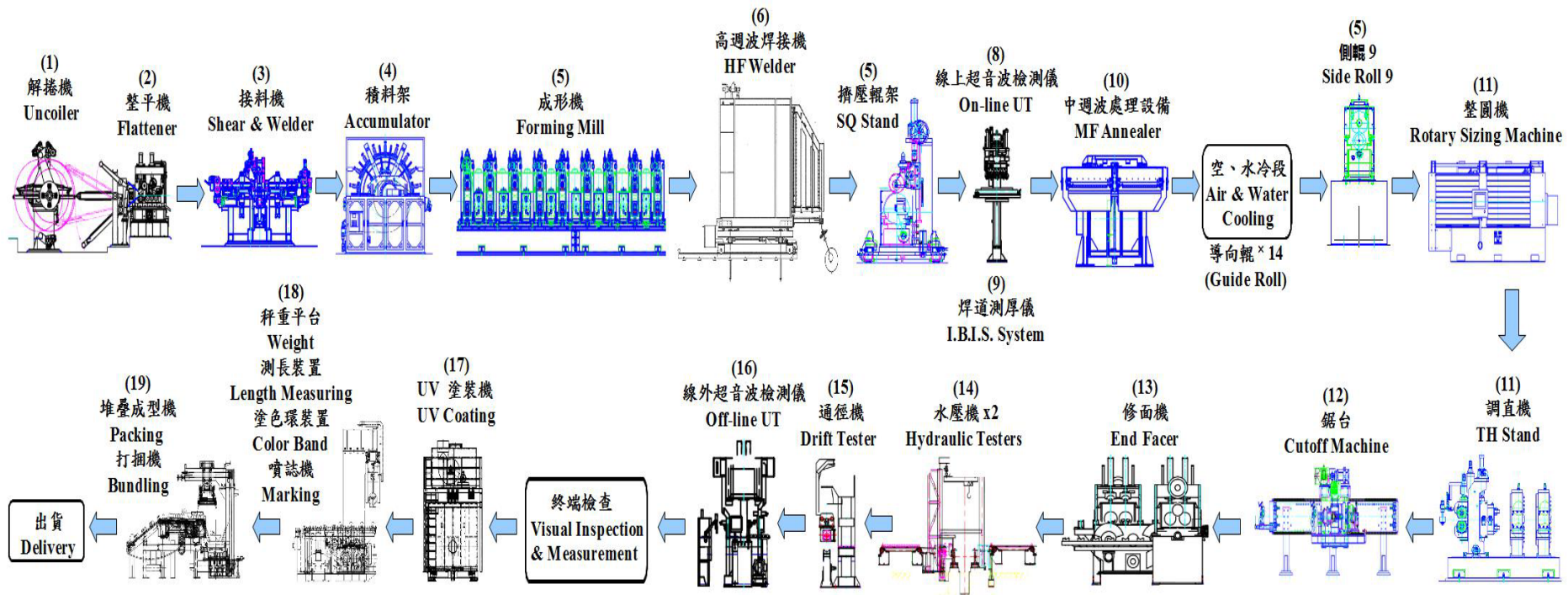
冷軋鋼捲 Cold Rolled Coil



產製流程

Manufacturing Processes

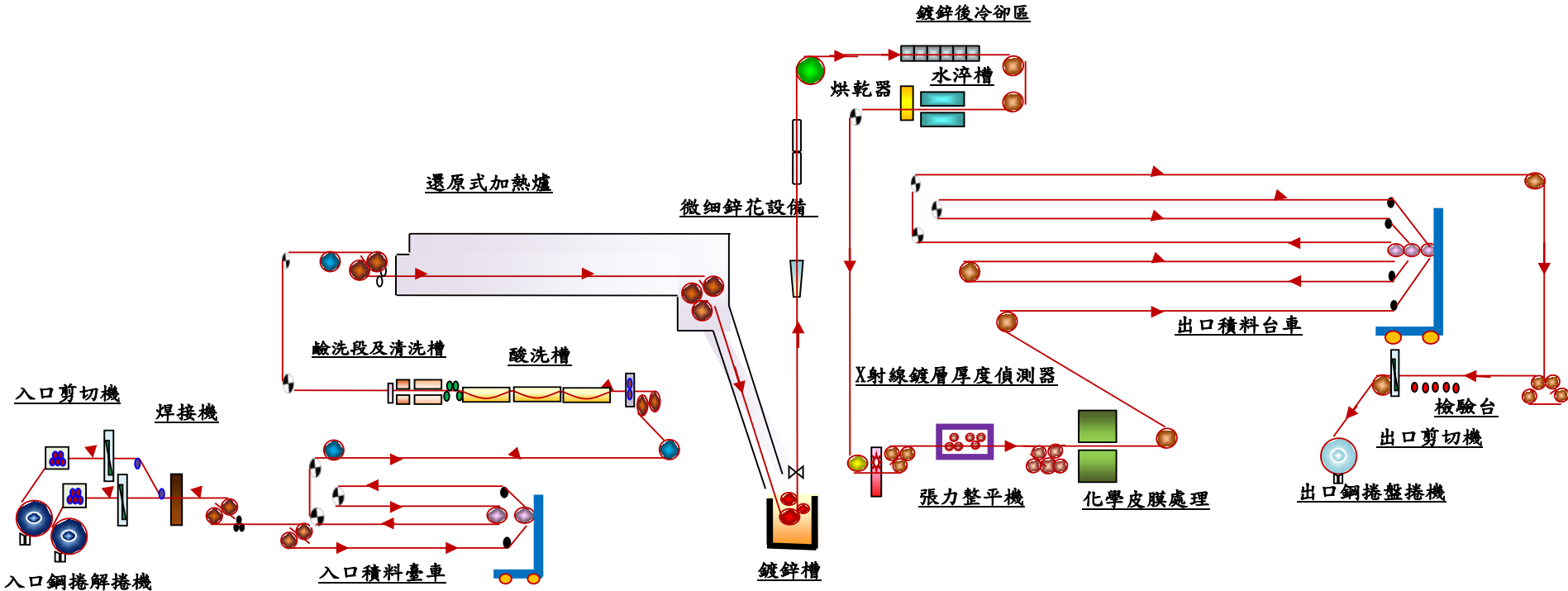
鋼管 Steel Pipe & Tube



產製流程

Manufacturing Processes

酸洗鍍鋅 Pickling & Galvanizing



獲獎事蹟

Awards and Honours



2017年10月中鴻獲頒高雄市好人好事代表

October, 2017

CHS have long term sponsored on educational and suicide prevention projects. Thus, we were recommended for the municipal "good people and good deed" award by Kaohsiung City government .



2018年1月中鴻參與脫貧自立計畫達14年獲頒感謝狀

January, 2018

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

銷售分析 外銷分析 Export Sales Analysis

2017

排名 Ranks	銷售國家 Country	銷售金額(百萬元) Amount(NTDmillion)	銷售量(噸) Volume(MT)	外銷比率(金額) Exportsalesratio
1	韓國Korea	3,374	204,688	21%
2	美國America	3,005	134,345	19%
3	越南Vietnam	2,705	169,813	17%
4	馬來西亞Malaysia	2,010	122,080	13%
5	菲律賓Philippines	997	55,249	6%
6	巴基斯坦Pakistan	819	53,800	5%
7	中國China	647	32,636	4%
8	西班牙Spain	613	40,011	4%
9	英國UnitedKingdon	338	20,752	2%
10	澳大利亞Australia	326	17,523	2%
11	其他Others	1,090	65,443	7%
合計Total		15,924	916,340	100%

銷售分析 外銷分析 Export Sales Analysis

2018.1~3

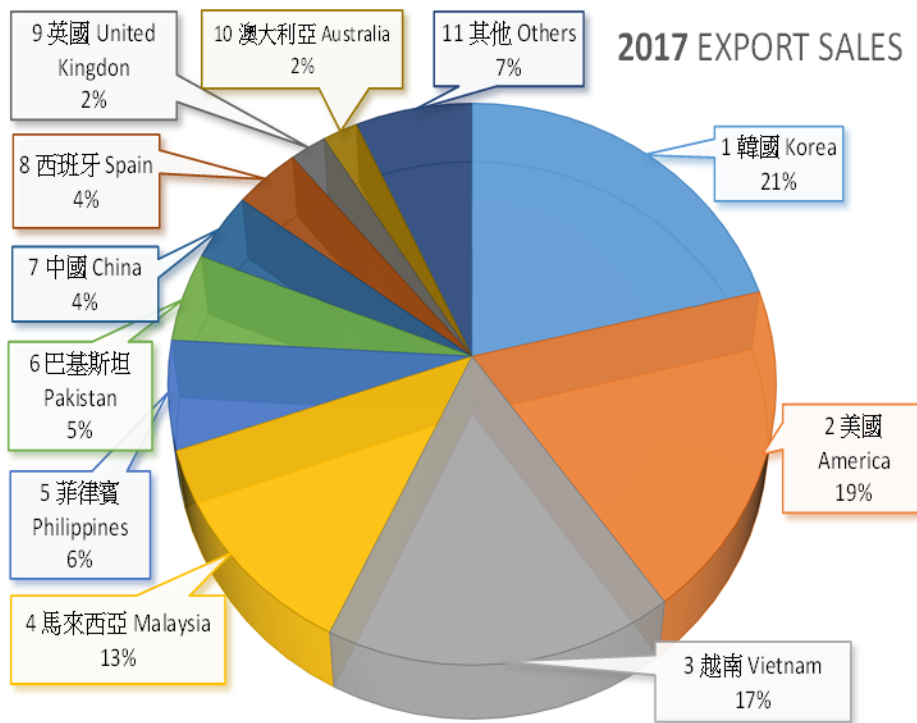
排名 Ranks	銷售國家 Country	銷售金額(百萬元) Amount(NTDmillion)	銷售量(噸) Volume(MT)	外銷比率(金額) Exportsalesratio
1	韓國 Korea	996	57,381	23%
2	馬來西亞 Malaysia	618	35,554	14%
3	美國 America	564	23,388	13%
4	巴基斯坦 Pakistan	411	25,427	9%
5	越南 Vietnam	378	21,764	9%
6	菲律賓 Philippines	323	17,148	7%
7	澳大利亞 Australia	223	10,797	5%
8	西班牙 Spain	170	10,180	4%
9	中國 China	142	6,781	3%
10	印度 India	131	7,893	3%
11	其他 Others	444	25,222	10%
合計 Total		4,400	241,535	100%

銷售分析

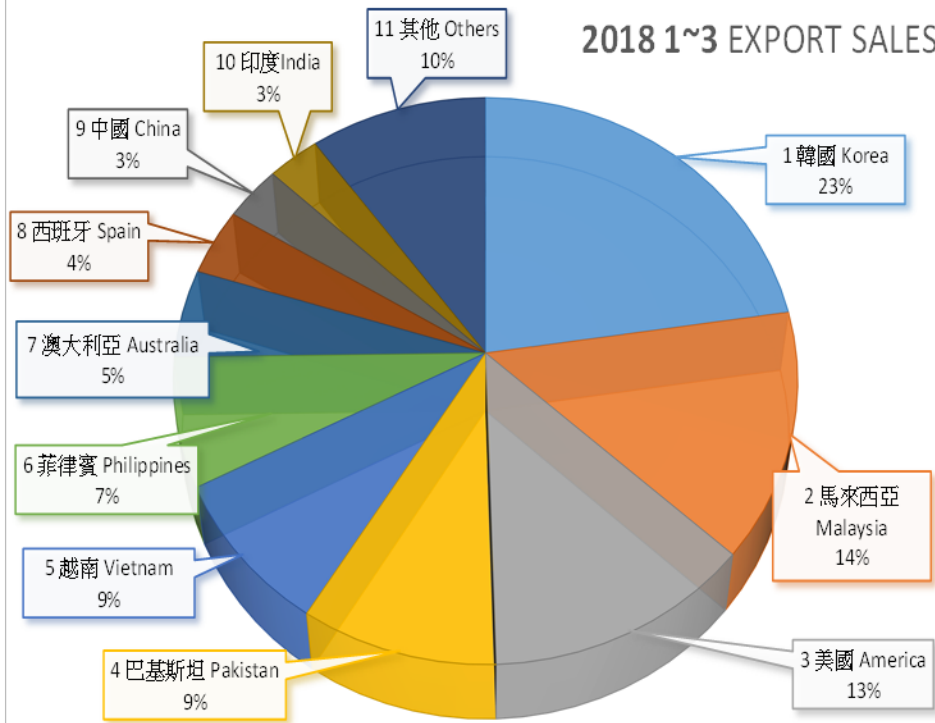
外銷分析

Export Sales Analysis

2017 EXPORT SALES



2018 1~3 EXPORT SALES



2017年外銷銷售量達92萬噸
2017 Export sales volume totaled 0.92 million metric tons

2018.1~3外銷銷售量達24萬噸
2018.1~3 Export sales volume totaled 0.24 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	2018.Q1			2017		
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	561,979	8,462,999	2,400,000	2,234,642	29,672,132
冷軋鋼捲 Cold Rolled coil	450,000	96,307	1,789,267	450,000	402,458	7,380,582
鋼管 Steel Pipe	248,000	36,546	777,686	248,000	130,993	2,736,892
鍍鋅鋼捲 Galvanized Steel Coil	300,000	9,225	31,444	300,000	31,550	103,010
其他 Others	-	-	-	-	-	-
合計 Total	3,398,000	704,057	11,061,396	3,398,000	2,799,643	39,892,616

年度 Year	2018.Q1				2017			
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	261,211	4,501,013	188,210	3,218,997	970,330	15,586,236	670,132	10,785,156
冷軋鋼捲 Cold Rolled Coil	72,365	1,425,514	19,751	402,503	318,045	5,875,402	106,740	2,070,674
鋼管 Steel Pipe	2,491	58,413	22,622	551,707	10,058	224,430	119,935	2,696,110
鍍鋅鋼捲 Galvanized Steel Coil	26,297	555,714	10,952	226,797	103,362	2,066,287	19,532	371,806
其他 Others	1,142	4,302	-	-	4,756	16,996	-	-
合計 Total	363,506	6,544,956	241,535	4,400,003	1,406,551	23,769,351	916,339	15,923,746



財務概況

Financial Review

單位：千元

Unit : NTD Thousands

項目 Item	期間 Period	2018/1~3	2017/1~12
營業收入淨額 Net Sales		11,126,911	40,792,444
營業成本 Operating Costs		10,068,476	36,903,341
營業毛利 Gross Profit(Loss)		1,058,435	3,889,103
營業費用 Operating Expenses		324,983	1,315,363
營業淨利(損) Profit (Loss) from Operations		733,452	2,573,740
營業外收(支) Non-operating income(Expenses)		-4,794	32,563
稅前淨利(損) Profit (Loss) Before Income Tax		728,658	2,606,303
稅後淨利(損) Net Profit For The Period		728,487	2,606,273

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