



中鴻鋼鐵

CHUNG HUNG STEEL

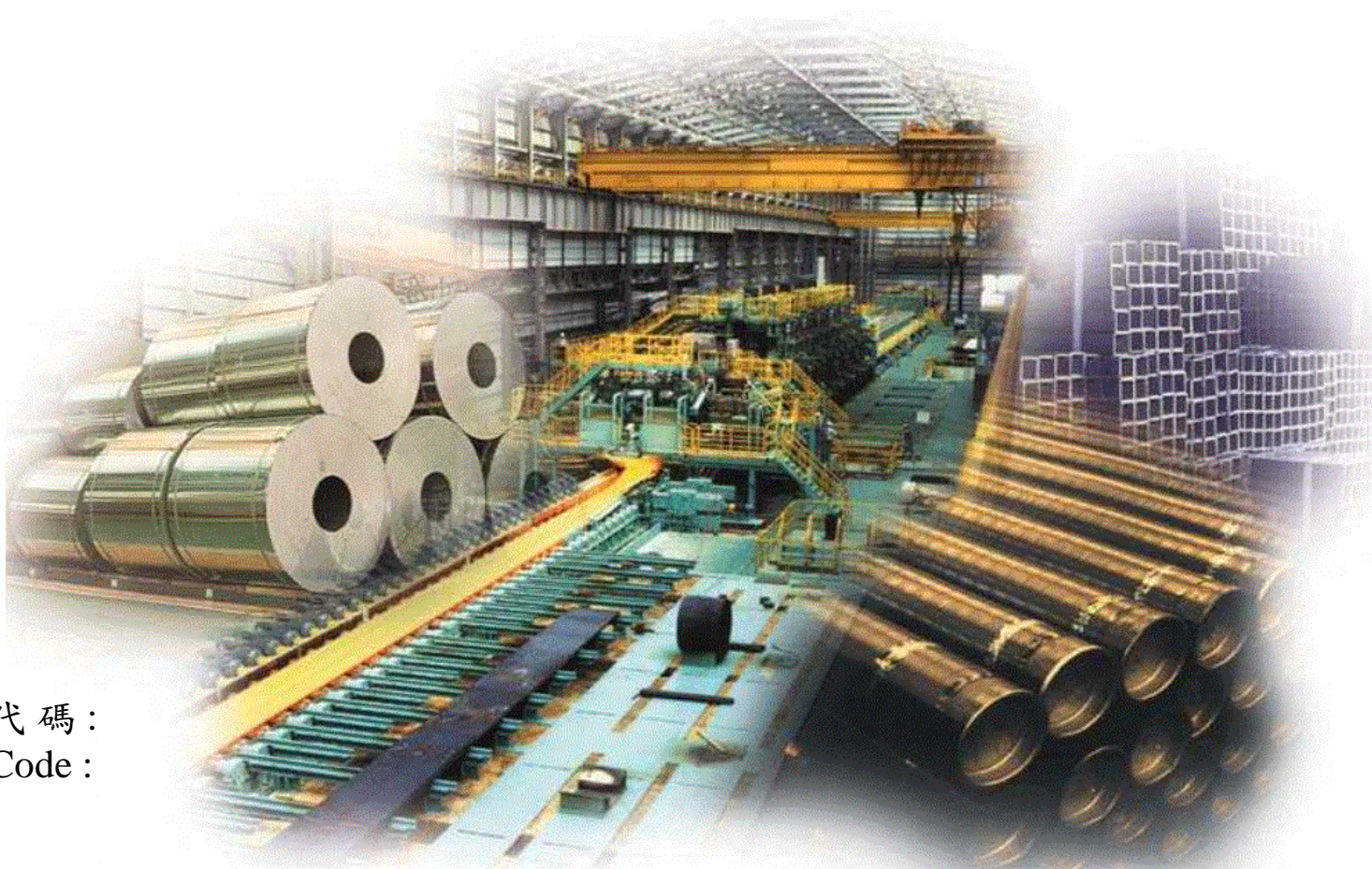
member of CSC Group 中鋼集團



# 中鴻鋼鐵股份有限公司

## CHUNG HUNG STEEL CORPORATION

2021.02.26



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，主要生產石油相關用管，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 the annual capacity of 200,000 metric tons, the factory primarily manufactures pipes used in the oil industry for the international oil and gas tubular market.



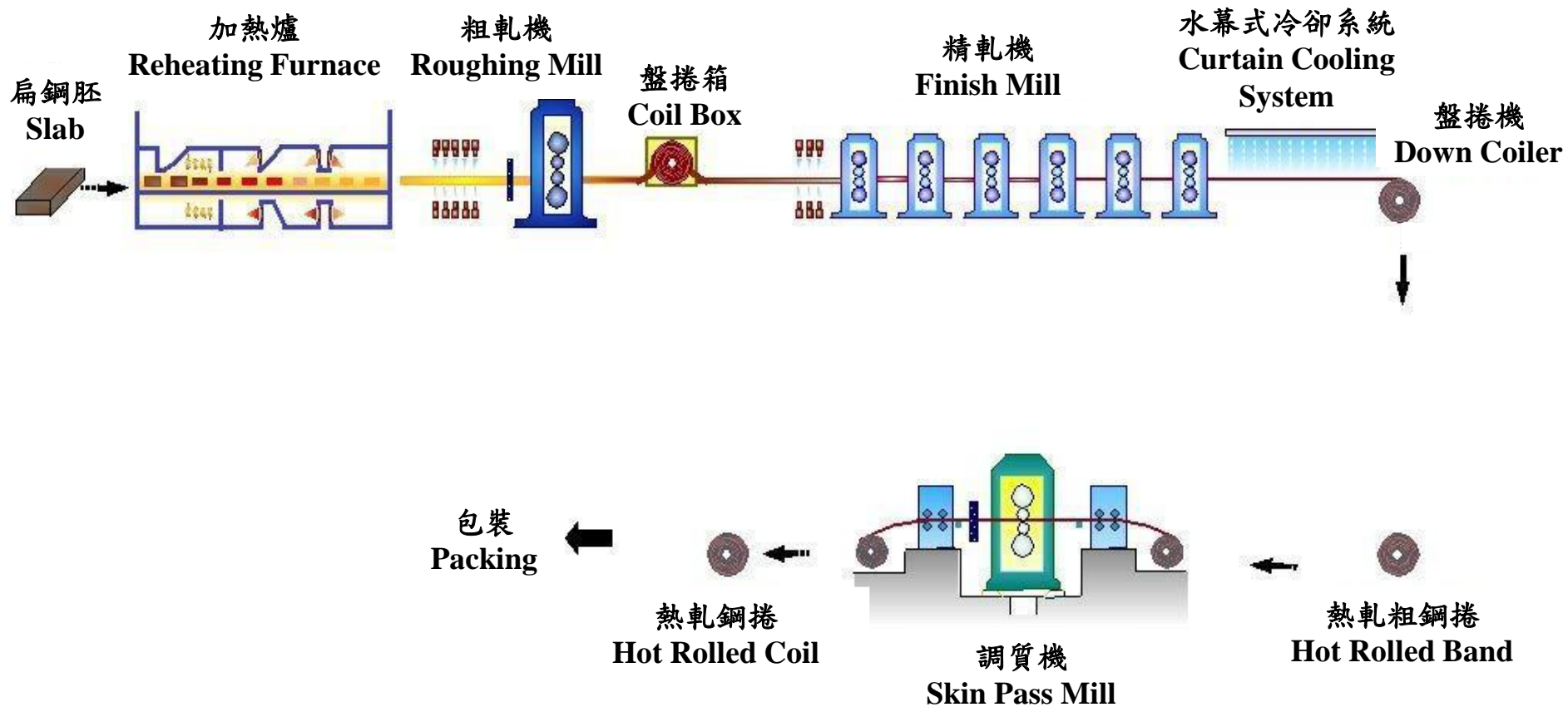
## 公司簡介 Company Overview

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 14001、ISO 45001、ISO 50001、CNS 45001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，酸洗產品通過IATF 16949汽車用鋼認證。

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 14001, ISO 45001, ISO 50001, and CNS 45001. To eliminate the obstacles in international trade, it has also obtained the JIS MARK certificate for each product and the SNI (Indonesia), SIRIM (Malaysia), TIS (Thailand), FPC (Singapore) certificates for hot-rolled products, and IATF 16949 certificate for pickling products.

# 產製流程 Manufacturing Processes

## 熱軋鋼捲 Hot Rolled Coil

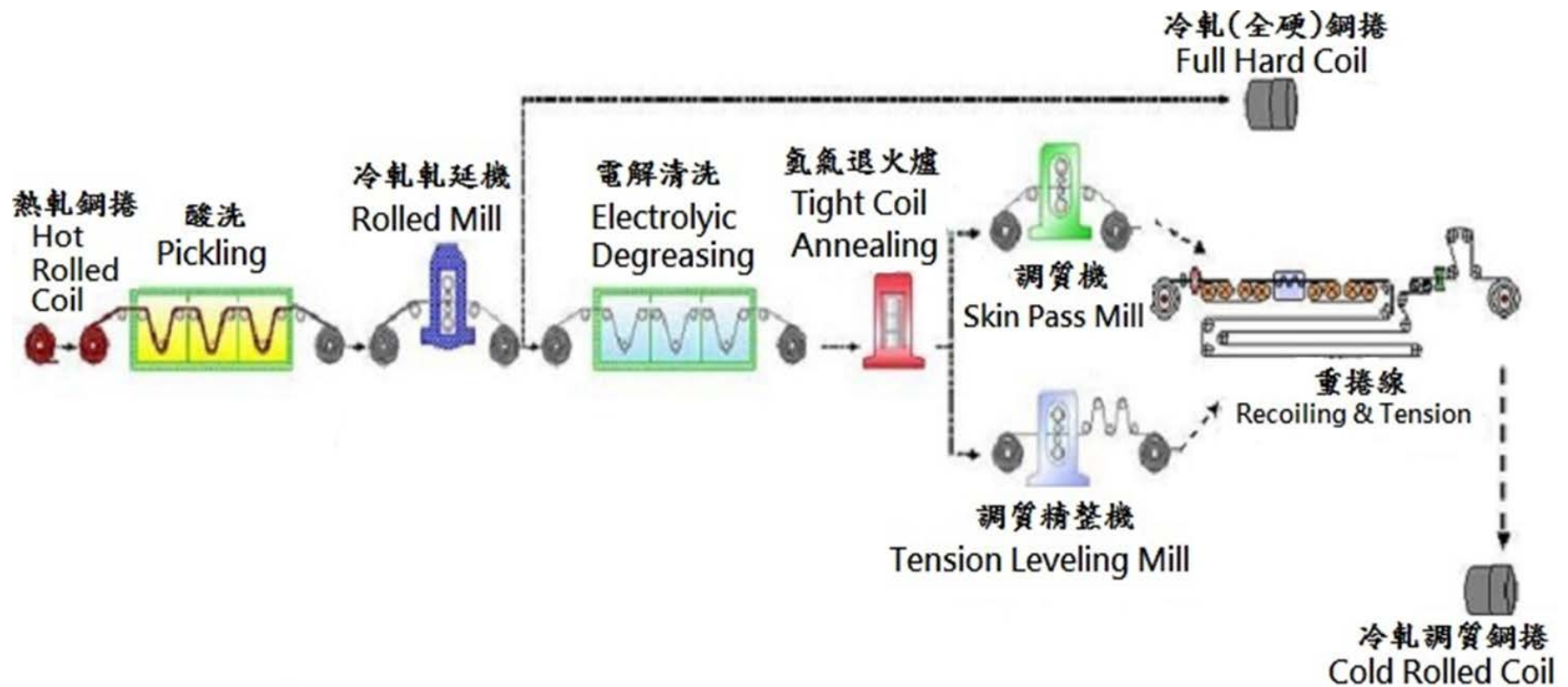




## 產製流程

## Manufacturing Processes

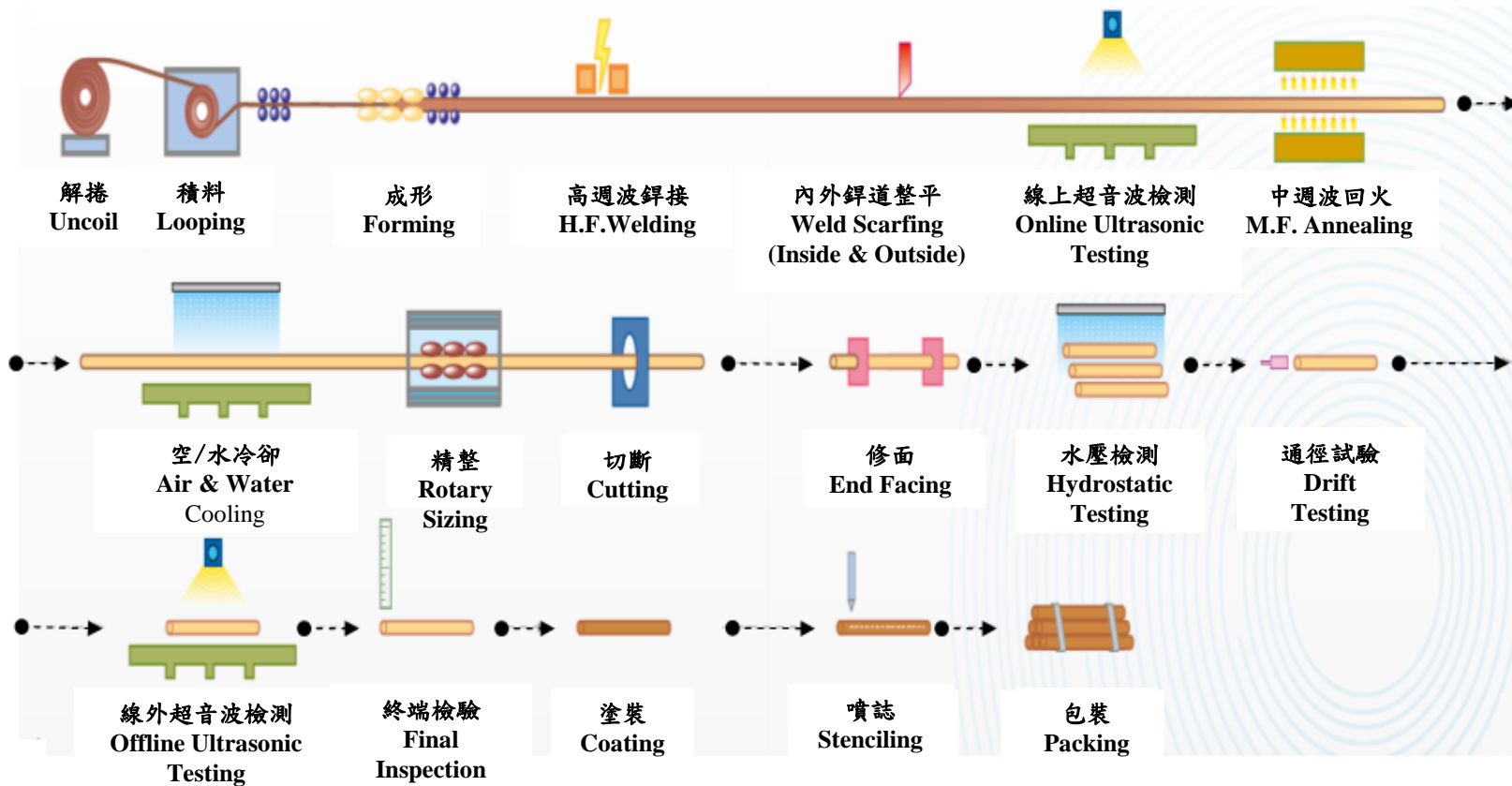
### 冷軋鋼捲 Cold Rolled Coil



# 產製流程

## Manufacturing Processes

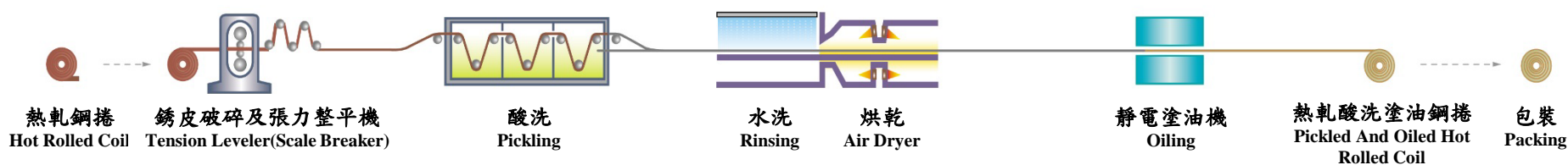
### 鋼管 Steel Pipe & Tube



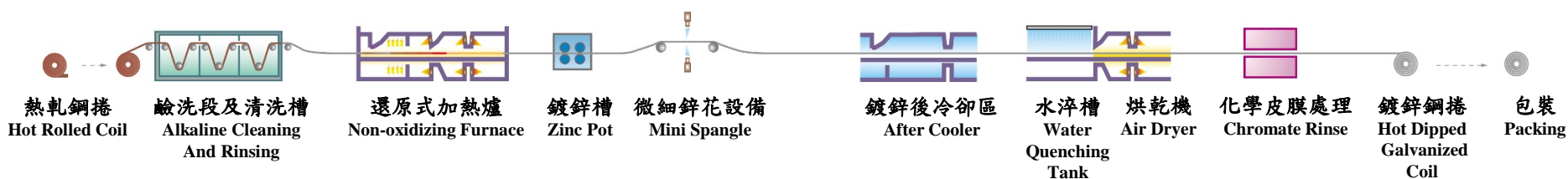
# 產製流程

# Manufacturing Processes

## 酸洗 Pickling



## 鍍鋅 Galvanizing



# 外銷區域分析Export Sales Analysis

2019年1~12月

排名 Ranks	銷售國家 Country	銷售金額(百萬元) Amount(NTD million)	銷售量(公噸) Volume(MT)	外銷(金額)比率 Export ratio
1	越南 Vietnam	5,327	341,069	25%
2	美國 America	3,278	120,630	15%
3	馬來西亞 Malaysia	2,457	149,232	12%
4	韓國 Korea	2,367	147,594	11%
5	巴基斯坦 Pakistan	1,670	107,859	8%
6	泰國 Thailand	1,529	89,749	7%
7	菲律賓 Philippines	1,096	63,470	5%
8	孟加拉 Bangladesh	845	51,145	4%
9	其他 Others	2,698	147,023	13%
合計 Total		21,267	1,217,771	100%

## 外銷區域分析Export Sales Analysis

2020年1~12月

排名 Ranks	銷售國家 Country	銷售金額(百萬元) Amount(NTD million)	銷售量(公噸) Volume(MT)	外銷(金額)比率 Export ratio
1	越南 Vietnam	3,999	299,183	29%
2	中國 China	2,395	173,127	18%
3	韓國 Korea	1,888	135,474	14%
4	馬來西亞 Malaysia	1,842	122,971	14%
5	美國 America	757	39,013	6%
6	菲律賓 Philippines	597	38,310	4%
7	澳大利亞 Australia	530	27,611	4%
8	孟加拉 Bangladesh	529	34,851	4%
9	其他 Others	1,075	71,006	7%
合計 Total		13,612	941,546	100%



# 產銷量值表 Production and Sales Statistics

單位：新台幣千元、公噸  
Unit : NTD Thousands、mt

期間 period	2020.1~12			2019.1~12		
產品 Products	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	2,179,523	28,498,111	2,400,000	2,091,091	31,874,580
冷軋鋼捲 Cold Rolled coil	450,000	271,435	4,663,506	450,000	262,834	5,272,745
鋼管 Steel Pipe	248,000	58,242	1,188,934	248,000	136,756	3,016,435
鍍鋅鋼捲 Galvanized Steel Coil	300,000	26,434	487,205	300,000	14,009	285,985
合計 Total	3,398,000	2,535,635	34,837,756	3,398,000	2,504,690	40,449,746

期間 period	2020.1~12				2019.1~12			
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	1,137,823	16,473,061	822,885	11,399,705	748,795	12,152,605	1,013,280	16,272,199
冷軋鋼捲 Cold Rolled Coil	234,935	4,207,002	43,481	766,325	222,391	4,178,197	64,332	1,277,102
鋼管 Steel Pipe	11,131	240,397	52,860	1,013,013	10,126	271,653	128,859	3,464,883
鍍鋅鋼捲 Galvanized Steel Coil	105,998	1,873,640	22,320	432,899	105,273	2,061,136	11,300	252,752
合計 Total	1,489,887	22,794,100	941,546	13,611,942	1,086,585	18,663,591	1,217,771	21,266,936



## 產業概況 Industry Overview

受到新型冠狀病毒(Covid-19)疫情的影響，世界鋼鐵協會(WSA)於2020年10月發佈的鋼鐵需求預測指出，2020年全球鋼鐵需求量將萎縮-2.4%，下降至17.251億公噸；但2021年全球鋼鐵需求量則將恢復至17.951億公噸，較2020年上升4.1%。目前國際鋼市走勢稍顯分歧，歐洲行情進入高位整理，中國及東南亞地區受春節因素影響鋼材需求，然美國鋼價則持續衝高，且全球主要國家製造業PMI多保持擴張，預計下游產業需求仍將穩定成長。

隨著新冠疫苗陸續問世，加上美歐日再啟經濟刺激計劃，預計2021年全球景氣及鋼鐵需求復甦動能將顯著提升。而中鴻主力產品以熱軋底材為核心，占總產銷量7成以上，並可做為直接原料供應公司下製程生產產品後銷售，相較於下游鋼鐵加工業者，更具有主導及競爭優勢。此外，中鴻近年持續嚴管各項產銷效益，並逐步強化原料採購及產品差異化，及對內/外銷售比重調配更靈活敏銳，加上臨近之東南亞地區用鋼需求持續成長，整體營運強韌度將持續提升。



## 產業概況 Industry Overview

Due to the impact of COVID-19 pandemic, global steel demand of 2020 is expecting to shrink by -2.4% to 1,725.1 million tons; but grow by 4.1% to 1,795.1 million tons in 2021, according The World Steel Association's prediction announced in June, 2020.

The current trend of the international steel market is slightly divergent. The European market has entered a high level and moved sideways. China and Southeast Asia are affected by Chinese new year. However, the steel price in the United States continues to rise, and the manufacturing PMI of major countries in the world continues to expand. The downstream industry demand is expected to grow steadily.

With the advent of COVID-19 vaccine and the re-launch of economic stimulus plans in the United States, Europe and Japan, it is expected that the recovery momentum of the global economy and steel demand will increase significantly in 2021.

Main product of Chung Hung Steel (CHS) is hot rolled base materials, which is about 70% of the total production and sales, also could be used as raw materials for its own production line. By comparison with downstream steel manufactures, CHS has more dominant and competitive advantage. In addition, CHS has been controlling strictly the efficiency of business operations in recent years, also strengthen on raw materials procurement and product differentiation, as well as much flexible and sensitive on adjusting the ratio of domestic and exporting sales. Meanwhile, the steel demand of nearby Southeast Asia region is growing continuously, Chung Hung Steel will keep improving operating resilience.



## 財務概況

## Financial Review

單位：千元

Unit : NTD Thousands

項目 Item	期間 Peroid	2020/1~12	2019/1~12
營業收入淨額		36,790,154	40,470,129
Net Sales			
營業成本		35,335,654	39,225,201
Operating Costs			
營業毛利		1,454,500	1,244,928
Gross Profit			
營業費用		1,116,288	1,462,517
Operating Expenses			
營業淨利(損)		338,212	-217,589
Profit (Loss) from Operations			
營業外收(支)		190,053	228,474
Non-operating income(Expenses)			
稅前淨利		528,265	10,885
Profit Before Income Tax			
稅後淨利		528,260	10,791
Net Profit For The Period			



## 股利政策

## Dividend Policy

本公司年度決算如有盈餘，於完納稅捐，彌補累積虧損後，依法提列法定盈餘公積，但法定盈餘公積已達本公司實收資本額時，得不再提列，其餘再依法令規定提列或迴轉特別盈餘公積；如尚有餘額，併計上年度未分配之盈餘作為可供分配盈餘，由股東會決議分派股利或保留之。

每年就可供分配盈餘提撥不低於30%分配股東股息紅利，惟累積可供分配盈餘低於實收股本3%時，得不予分配。

本公司產業發展成熟，故前項股東紅利之分派，將採現金股利及股票股利適度比例發放，其中現金股利額度不低於百分之五十。

In the event of surplus earnings after closing of annual accounts, due taxes shall be paid, and losses incurred in previous years shall be compensated. Upon completion of the preceding actions, the remainder surplus shall be allocated as statutory reserve in accordance with the law. However, in the event that the accumulated statutory reserve is equivalent to or exceeds the Company's total paid-in capital, such allocation may be exempted. The remainder may be set aside or reversed as special surplus reserve in accordance with laws and regulations. The remaining profit, if any, shall be included in the earnings available for distribution along with previous years' undistributed earnings, and the shareholder's meeting shall determine whether to distribute dividends or retain the earnings.

The Company shall allocate no less than 30% of the distributable earnings for shareholder dividends and bonuses each year. However, the distribution may be canceled if the accumulated earnings available for distribution are less than 3% of the paid-up capital.

The development of the Company's industry has matured. Therefore, the distribution of the shareholder dividends specified above shall be distributed with appropriate ratios of cash dividends and stock dividends. Cash dividends shall be no lower than 50%.



## 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。

Chung Hung maintains ethical business operations and strives to become a sustainable, reliable, and approachable steel company.

### 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. 提升市場競爭力

Increase the market competitiveness

### 生產目標 Production

#### 1. 持續開發重點產品

Sustain development of key products

#### 2. 提升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

中鴻未來將持續提升產品品級及品質，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 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

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