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NEW FOCUS AUTO TECH HOLDINGS LIMITED

新焦點汽車技術控股有限公司*

(于開曼群島註冊成立的有限公司) (股份代號:360)

海外監管公告

本公告是由新焦點汽車技術控股有限公司(「本公司」)根據香港聯合交易所有限公司證券上市規則第13.09(2)條而作出。

以下所附是本公司依臺灣證券交易所股份有限公司規定於二零一三年一月二十七日在臺灣證券交易所股份有限公司網頁刊發的公告。

承董事會命 新焦點汽車技術控股有限公司 主席 洪偉弼

香港,二零一三年一月二十七日

於本公佈刊發日期,本公司董事會包括以下董事:執行董事—洪偉弼、洪瑛蓮、張瑞展、Douglas Charles Stuart FRESCO 及Edward B. Matthew;非執行董事—許明全及張安黎;以及獨立非執行董事—杜海波、周太明、汪啓茂及張天誌。

* 僅供識別



新焦点汽车技术控股有限公司 公司介绍

2013年1月

仅供新焦点集团于新闻发布会上使用•严禁转载



公司概況



新焦点集团简介:集团概览



新焦点集团(港股代码: 0360; 台股代码: 9106)是大中华地区首屈一指的汽车售后服务业者,目前在两岸三地已有超过百家的直营服务零售据点。主要提供服务包含汽车基础保养,精洗美容,快修快保,钣金喷漆与百货配件销售。除了直营服务据点之外,新焦点也拥有制造及批发业务,与众多国内外厂商合作,销往北美与欧洲市场

服务零售

- 新焦点集团业务重心
- 于两岸三地已经拥有 100+的服务零售门店:
 - 一站式门店:提供 完整的套装服务
 - 精洗美容专门店
 - 与大润发RT-mart及 其他业者合作,预 计开发100+新门店
- 主要业务板块包含∶精 洗美容,快修快保,钣 金喷漆与百货商品销售

批发(B2B)业务

- 横跨国内八城市& 三大体系:皆经由收购 陆续纳入集团旗下
 - 浙江欧特隆
 - 湖北欧特隆
 - 辽宁新天成
- 主要客户包含:国 内大型4S店,小型一 站式服务连锁店与小 型路边私营店

制造业务

- 于1989年创立,曾是 新焦点集团主业务来源
- 负责制造与销售汽车 电子类与电源类配件
- 目前生产商品超过 80%皆为外销,主要客 户分布于北美洲,包含 Canadian Tires,

Costco, Autozone and Walmart

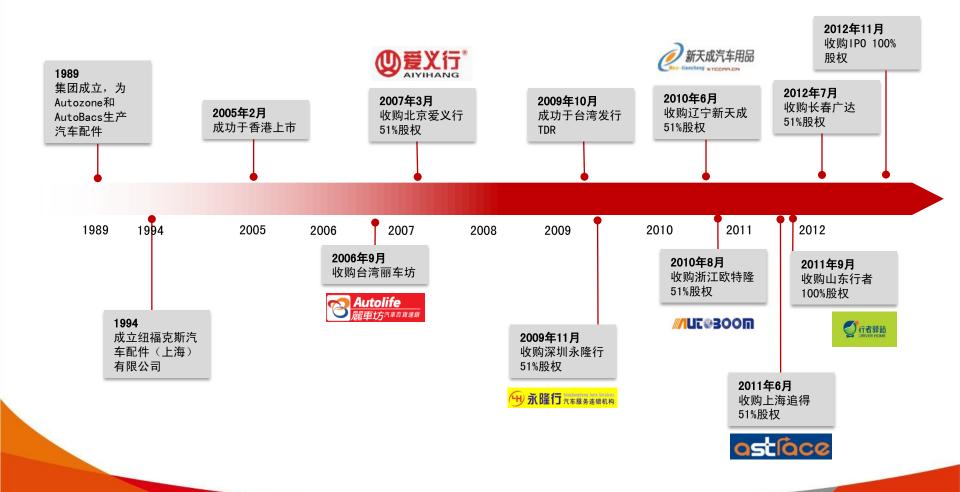
全方位解决方案 业务:上海追得

- 于2003年创立,专注 于玻璃贴膜领域,拥有 领先的核心技术,确保 同类产品的最优性能与 性价比
- 以品牌运营、系统终端支持能力与创新能力见长
- 提供全方位解决方案以及客制化服务



新焦点集团简介:主要发展及里程碑

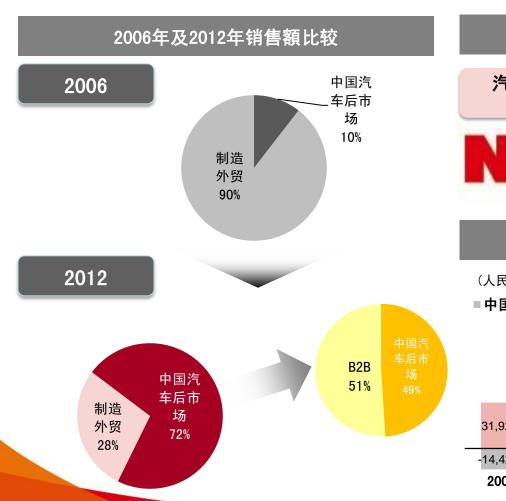
从制造业者,转型成功并以建立"一站式服务零售体系"为目标





由出口型制造业成功转型为致力于大中华市场的零售服务业

零售服务业对集团利润作出巨大贡献







新焦点核心竞争力

1

极具潜力的产业前景: 中国汽车市场增长迅速且市场尚未成熟



拥有广泛分销网络的市场领导者: 中国及台湾市占率最高的汽车后市服务连锁零售业者

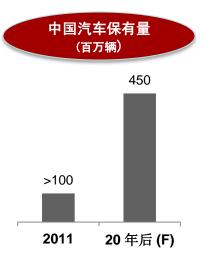
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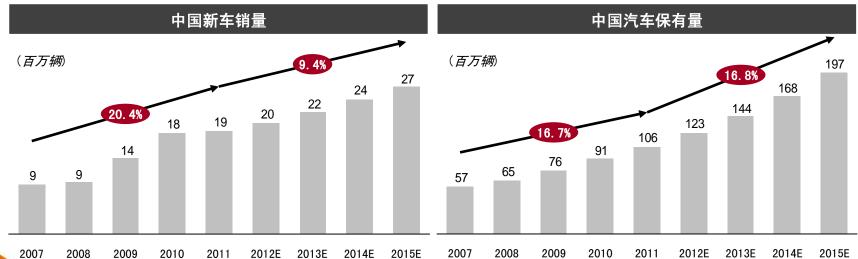
提供国内客户优质服务的一站式连锁企业: 广泛的零售服务门店提供便捷及高质量的服务

● 极具潜力的产业前景:中国市场

中国汽车市场增长迅速,市场尚未成熟

- 2007-2011年,中国新车销量年均复合增长率20.4%
 - 预计中国汽车新车销量在第十二期五年计划期间年均复合增长率可达9.4%,到2015年底新车销量可达到2,700万辆
- 中国汽车市场渗透率低
 - 中国汽车/人口比例仅为8%而美国为90%,日本为63%
 - 随着中国人均GDP的提高,预计中国与发达国家在汽车渗透率方面的差距将逐步缩小





数据来源:统计局、中国汽车工业协会、凯富利分析



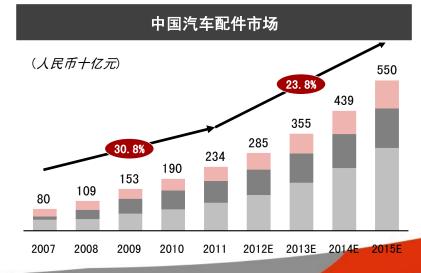
极具潜力的产业前景:中国市场(续)



- 2007-2011年,中国汽车配件、维修保养和汽车保险 行业年均复合增长率分别达到30.8%、15.9%和27.5%
- 与2010年美国汽车后市场的1,860亿美元的市场规模相比,中国的汽车后市场增长潜力巨大。预计中国该市场于第十二期五年计划期间以19.2%的年均复合增长率增长,到2015年达到人民币16,970亿

数据来源:统计局、中国汽车工业协会、凯富利分析

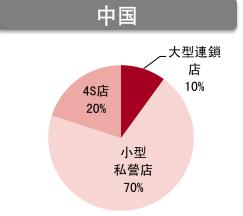


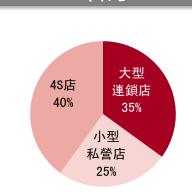


● 极具潜力的产业前景(续)

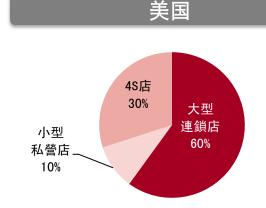
汽车后市场发展潜力巨大

<u>汽车后市场</u>分布比较:中国大陆、台湾和美国





台湾



中国大陆及台湾

- 在中国,一站式连锁店的品牌知名度尚低:
- 4S店: 大部分市场份额被4S店占有。成本虽高但服务质量较有保证
- 小型路边私营店: 提供之服务相对低端,标准化困难
- 预计在中国,目前仅有10%市占率的连锁店将迅速增长,中国汽车后市场的竞争态势与组成将逐渐改变

多数发达国家

- 成熟的汽车后市场组成:
- 规模大、一站式连锁门店是行业的领导者:提供成本效益高、品牌价值大及标准化的服务
- 连锁门店占市场份额的60%,小型路边私营店占10%
- 顾客中25%愿意购买服务,75%自助服务

数据来源:统计局、中国汽车工业协会、凯富利分析



● 极具潜力的产业前景(续)

广大消费者的心态与习惯将逐渐成熟

特定国家的汽车年度开支及车龄



车龄不断上涨: 临界点即将到来

在美国,一辆车龄11年的车每年平均花费633美元

- 中国逐渐老化的乘用车预计将为汽车后市场的增长作出进一步贡献
 - 车龄增长后车辆维修及养护的频率及费用都将提升
- 平均车龄(截至2011年): 美国10.8年, 加拿大8.5年,台湾8.1年,日本8年,中国3.2年

数据来源: NPD Car Care Trac Consumer Research December 2010 / NPD Data Center March 2012 and newsrun 注*:截止2012年7月



新焦点核心竞争力

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拥有广泛分销网络的市场领导者: 中国及台湾市占率最高的汽车后市服务连锁零售业者

3

提供国内客户优质服务的一站式连锁企业: 广泛的零售服务门店提供便捷及高质量的服务



2 拥有广泛分销网络的市场领导者

新焦点是中国及台湾市占率最高的连锁零售体系

竞争状态

美国:均未涉及中国及台湾市场





日本参与者:



(目前在中国有六家店)

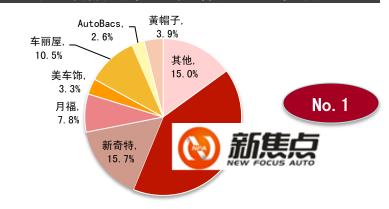


(目前在中国有四家店)

其他参与者

成千上万的街边小店

中国及台湾一站式服务市场市场分布 (依门店数量为基础,截止2012年9月)



中国市场	NFA	其他本地竞争者
一站式 服务门店	拥有85家门店, 分布在北京、 上海、济南、 深圳、成都及 台湾	 新奇特:福建、江苏及浙江, 共24家门店 月福:北京,共12家门店 美车饰:上海,共5家门店 车丽屋:台湾,共16家门店 成千上万的街边小店
批发门店	拥有17家门店, 分布与浙江、 苏州、安徽、 河北、辽宁、 江西及吉林	几百家当地小规模竞争者



新焦点核心竞争力

1

极具潜力的产业前景: 中国汽车市场增长迅速且市场尚未成熟



拥有广泛分销网络的市场领导者: 中国及台湾市占率最高的汽车后市服务连锁零售业者

3

提供国内客户优质服务的一站式连锁企业: 广泛的零售服务门店提供便捷及高质量的服务



③ 提供国内客户优质服务的一站式连锁企业

门店改进:旧店布局vs. 新店布局



配件

改进前

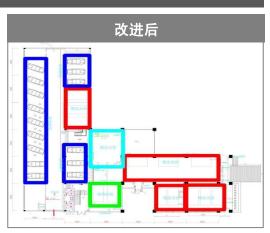


门店面积调整

据管理层讨论,各部分面 积将按照理想的营业收入 结构进行调整:

■ 机洗: 11% ■ 精洗: 17% ■ 贴膜: 10% ■ 维修保养: 55%

型 15 15 75 配件: 7%



各部分面积调整							
平方米	总面	积:1, 482平方米					
1600 —		↓ 72%					
1400		>	180				
1200	635	↓19% <u>-</u> 7	105				
1000		1,1,2,1,1					
800	130		717				
600		1 00%					
400	450	1 80%>					
200			480				
0 +	267						
	IΒ		新				

财务前后对比	旧店平均	新店平均	Δ%
营业收入/平米/天	11.9	17.0	†43 %
收支平衡时长 (月)	18	6	↓67%
现金流回收时长(月)	42	25	↓40%



③ 提供国内客户优质服务的一站式连锁企业 *零售服务连锁门店提供便捷及高质量的服务*







2012年12月 平均每日来客量: 388 辆车

洗车

专业精洗 ____美容

改装

快修快保 车身修理

百货

平均每日 来客量

163

35

20

130

40



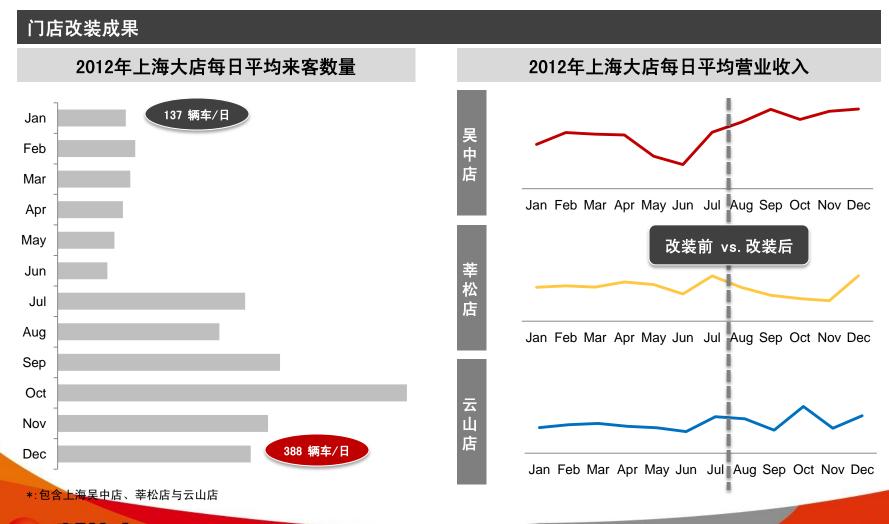


吴中店改装后的门店模式



③ 提供国内客户优质服务的一站式连锁企业

成功的门店改造与独创的营运模式





2013年 - 2015年战略展望



2013年 - 2015年战略展望

新焦点,市场的领导者及先驱者

市场领先地位 及强有力的盈利能力

(2015年300家门店)



完全整合的服务连锁, 统一品牌,统一管理, 统一系统:



"相同的形式、外观和感觉"

优异的财务表现, 重视盈利及现金流



五大挑战

保持行业第一优势

1

如何将100家店扩张至 300家?

5

如何通过高质量的 产品及服务维持 竞争优势?



2

如何提高门店的 透明度以降低对门店 管理者的依赖度?

4

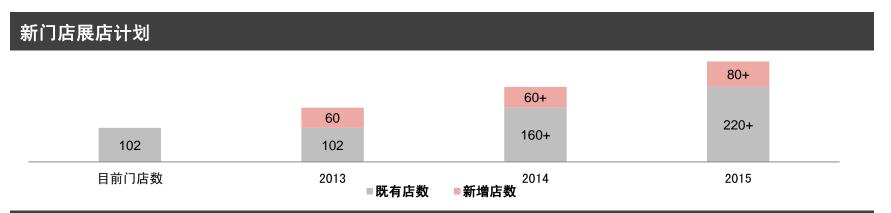
如何对300家门店 进行整合并使其外观及 顾客感受保持一致? 3

在提升整体效率及控制日益 上涨的人力成本时,如何招 聘、培训、提升员工素质及 维持充足的员工数量?



● 如何将100家店扩张至300家?

积极的展店计划以及与市场领导者合作



与策略伙伴建立合作关系











无法比拟的优势及 强劲势头

- 目前大润发于全国有超过200家门店,第一阶段新焦点将陆续在其华东区14个营运据点开设高端汽车 快修快保及专业精洗美容服务据点
- 稳定的客源:
 - ✓ 每天约8,000客流量,其中1/3有车
 - ✓ 计划将大润发现有会员转换为新焦点会员



如何提高门店的透明度以降低对门店管理者的依赖度?

车牌识别系统和全面的客户数据基础

从机洗开始,我们为每位客户建立综合档案,其 中的数据可供进一步销售服务



第一步:识别车牌

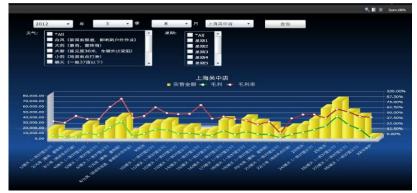
第二步:建立客户档案、检查记录及消费喜好

第三步:保存记录供再销售及分析之用



完整的数据库提供全面性的门店营运总览





① 在提升整体效率及控制日益上涨的人力成本时,如何招聘、培训、提升员工素质及维持充足的员工数量?

专业技能及企业价值认同

- 培训中心的数量
- 针对不同工种的员工制定培训计划
- 通过持续稳定的培训计划提高技能水平并进一步强调新焦点的企业文化







如何对300家门店进行整合并使其外观及顾客感受保持一致? 与业界领军品牌创造品牌协同效应



品牌主导+独家合作

- _ 加强合作
- 提升专业化水平
- 盈利能力最大化





如何对300家门店进行整合并使其外观及顾客感受保持一致? 整改计划实施

	上海	深圳	台湾	北京+济南	东北
品牌整合	✓	(2012. 12月)	(2012.11月)	2013. 3月前	2013. 3月前
系统升级	✓	(2012. 11月)	(2012. 10月)	2013. 6月前	2012. 12月- 2013. 2月前
门店改造	(2012年底)	(深圳最大的3家门店: 2012年年底;其余所 有店面于2013年上半 年全部改造完毕)	(2012年年底前完成10家门店改造; 成10家门店改造; 其余所有店面于 2013年上半年全部 改造完毕)	2013年上半年完成 30%门店改造;剩 余70%的门店于 2013年年底前完成	2013年上半年完成 30%门店改造,剩 余70%的门店于 2013年年底前完成
统一外观及感受					



5 如何通过高质量的产品及服务维持竞争优势?

技术改进

- 专有的汽车精洗美容化学溶剂
- 目前产品批发至马来西亚、香港、日本、印度 尼西亚、澳大利亚及美国
- 以下产品的独家分销代理:
 - ✓ 大中华区及马来西亚美国抛光品牌 "Fire Glaze"
 - ✓ 德国品牌"AR MARKETING GROUP"
- 分别在台湾及中国的26家、9家特许经营门店设立汽车美容中心及汽车保养系统 (在台湾台北开设3家精洗美容直营门店)



在台湾增加专业精洗美容服务

益处:

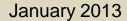
- 服务范围扩张
- 更高的毛利
- 形象提升,尤其是高端客户群
- 门店总体财务及营运表现提升





New Focus Auto Tech Holdings Ltd.

Company Presentation





Company Overview



Overview of NFA Group



New Focus Auto (HKEX ticker: 0360, TWSE ticker: 9106) is the leading automobile after-sales service provider in Greater China, providing basic automobile maintenance, car wash, professional detailing, modifications, body repairs services, and the sales of auto accessory products. In addition to directly-owned stores, New Focus also manufactures, wholesales & distributes various auto accessory products throughout Greater China and other North American & European markets

Retail

- Core business of NFA
 Group
- 100+ retail service chain stores in China and Taiwan:
- Stand-alone store: providing full-scope of package services
- Detailing store
- Co-work with RT-Mart and other hypermarket operators, plan to open another 100+ new stores

Wholesale

- Operations crossing
 8 cities in China,
 composed of 3 major
 units: all acquired
 partially by NFA Group
 - Zhejiang Autoboom
 - Hubei Autoboom
 - Liaoning
 Xintiancheng
- Key customers: 4S stores, small sized chain stores and moms&pops

Manufacturing

- Once the major revenue generator of NFA Group
- Focusing on automotive electronics and power-related parts
 accessories
- Export accounts for over 80% of its, mainly to North American customers such as Canadian Tires, Costco, Autozone and Walmart

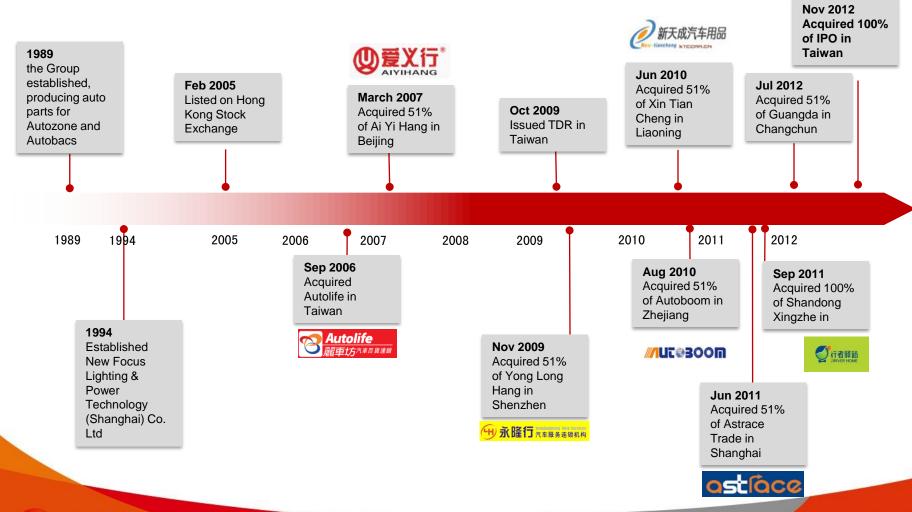
Total Solution Provider: Astrace

- Specializing at glass
 tinting films, has leading
 core technology and can
 ensure the best
 performance of products
 Innovative and
 supportive to meet end-customer demand
- Professional service package, able to offer total solution and tailormade design



Overview of NFA Group (con't)

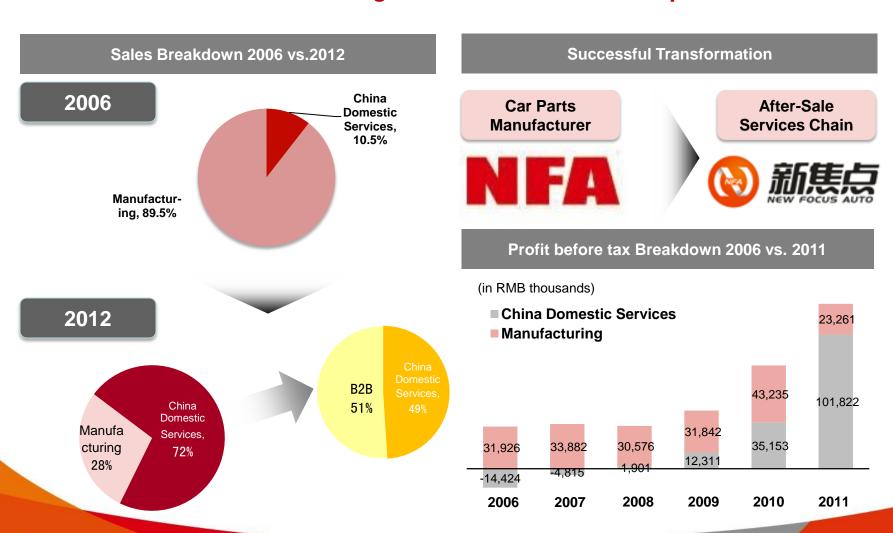
Key developments and milestones since establishment in 1989





Overview of NFA Group (con't)

Service business shows strong contribution to the Group's P&L





Core Competences of NFA

1

Favorable Industry Outlook: China Market
Fast growth and low penetration in China Auto Market



Market Leader with Extensive Distribution Network: The largest automobile after-sale services provider in Greater China Region

3

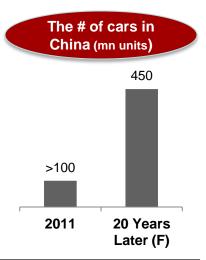
Continuous Transformation to Build Up World-Class Service Chain: Retail services chain provides convenience & best quality of services

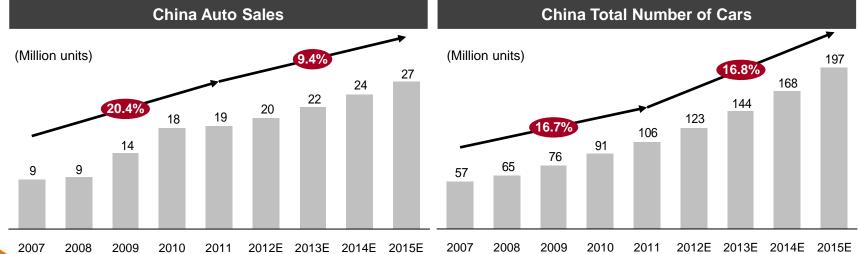


Favorable Industry Outlook: China Market

Fast growth and low penetration in China Auto Market

- China's new auto sales: 20.4% CAGR (2007-2011)
 - China's new auto sales: expected to grow at a CAGR of 9.4% in the 12th
 Five-Year-Plan and to reach 27mn units in 2015
- Low auto penetration ratio in China
 - The # of cars to population ratio is only 8% in China (vs. 90% in US and 63% in Japan)
 - China's penetration gap compared with developed countries: expected to narrow due to increasing per-capita GDP



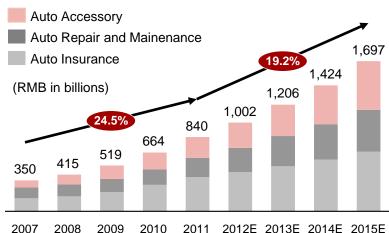


Source: State Information Center, NBS, CAAM, Ivory Capital Analysis



Favorable Industry Outlook: China Market (con't)



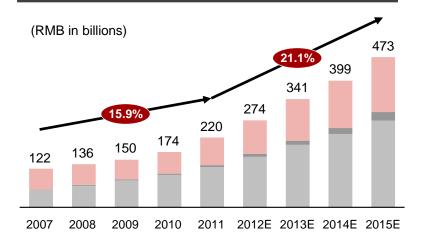


*China's auto after-sales market includes auto accessories, repair and maintenance, and insurance

- Auto accessories, repair and maintenance, and insurance posted a CAGR of 30.8%, 15.9%, and 27.5%, respectively from 2007 to 2011
- Compared with the US market of US\$186bn as of 2010, China's auto after-sales market has huge growth potential: expected to grow at a CAGR of 19.2% in the 12th Five-Year-Plan and to reach RMB 1,697bn in 2015

Source: NBS, CAAM, Ivory Capital Analysis

China Auto Repair and Maintenance Market



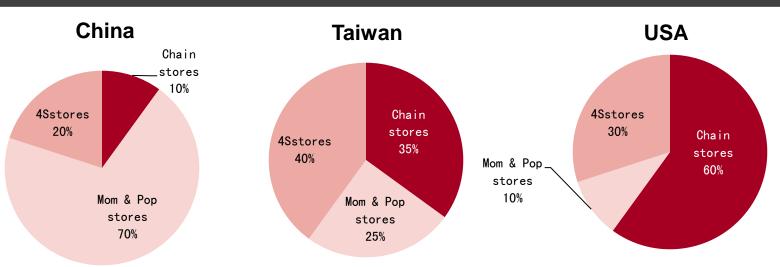
China Auto Accessory Market (RMB in billions) 550 23.8% 439 355 285 30.8% 234 190 153 109 2007 2008 2009 2010 2011 2012E 2013E 2014E 2015E



Favorable Industry Outlook (con't)

After-sales market demonstrates significant potential

Auto After-Sales Market Share Comparison: China, Taiwan and US



China and Taiwan

- In China, the brand recognition of the one-stop chain stores is not yet established:
- 4S stores: most market shares are captured by 4S stores which bear high cost but guarantee low quality
- Random Mom & Pop stores: relatively low-end, non-standardized services
- Chain stores (only capture 10% of the current market share) is expected to grow rapidly in an increasingly matured auto after-sales market

Most developed countries

- More matured auto after-sales market: large sized, one-stop chain stores are the market leaders – providing cost efficiency, brand value and standardized services
- Chain stores captured ~60% market share, and Mom & Pop stores get 10%
- Buyer types of mass merchant channels can be separated into 25% of DIFM ("Do It For Me") and 75% of DIY ("Do it Yourself")

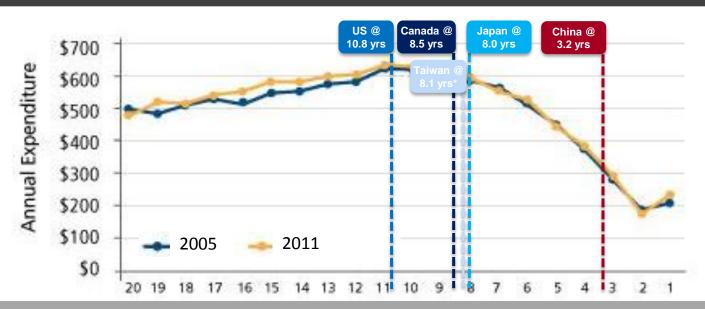
Source: NBS, CAAM, Ivory Capital Analysis



Favorable Industry Outlook (con't)

Consumer & shoppers: Consumer's mindset

Annual Expenditures and Average Age of Automobiles in Selected Countries



In US, Spending curve peaks at \$633 for an 11 year old vehicle...

Vehicle age continues to go up: the tipping point is coming

- The aging of passenger vehicles in China is expected to contribute further to the growth of the after-sales market because the frequency and overall cost of repair and maintenance generally increases with vehicle age
- Average vehicle age (as of 2011): US @ 10.8 years, Canada @ 8.5 years, Taiwan @ 8.1 years, Japan @ 8.0 year and China @ 3.2 years

Source: NPD Car Care Trac Consumer Research December 2010 / NPD Data Center March 2012 and newsrun Note*: As of July 2012



Core Competences of NFA



Favorable Industry Outlook: China Market
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Continuous Transformation to Build Up World-Class Service Chain: Retail services chain provides convenience & best quality of services



Market Leader with Extensive Distribution Network

We are undoubtedly the largest player in China & Taiwan market

Competition

American Players: All Left China & Taiwan Market





Japanese Players:



(Currently owns: 6 stores in China)



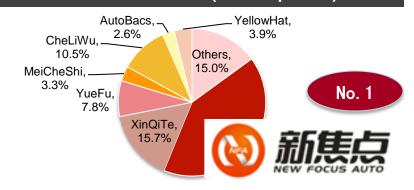
(Currently owns: 4 stores in China)

Other Players

Millions of Mom & Pop stores

Source: NFA forecast

One-Stop Service Market Breakdown by # of stores in China and Taiwan (as of Sep. 2012)



China Market	NFA	Other Local Players
One-stop service	85 stores in Beijing, Shanghai, Jinan, Shenzhen, Chengdu and Taiwan	 XinQiTe: 24 stores in Fujian, Jiangsu and Zhejiang YueFu: 12 stores in Beijing MeiCheShi: 5 stores in Shanghai CheLiWu 16 stores in Taiwan Millions of Mom & Pop stores
Wholesale	17 stores in Zhejiang, Jiangsu, Anhui, Hubei, Liaoning, Jiangxi and Jilin	Hundreds of smaller regional competitors



Core Competences of NFA



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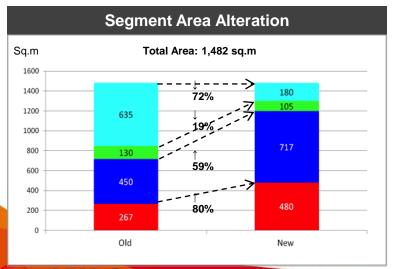
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Continuous Transformation to Build Up World-Class Service Chain: Retail services chain provides convenience & best quality of services



Continuous Transformation to Build Up World-Class Service Chain

Store Revamping: Old Store vs. New Store Layouts Machine wash **Before Revamping After Revamping** (no inside area required) Ideal Revenue Mix: Machine wash: 11% Professional Detailing: 17% Tinting: 10% detailing M&R: 55% Maintenance & **Store Area** Accessories: 7% **Body Repair Adjustment Tinting** Accessories



Financial Improvements	Old Store Avg.	New Store Avg.	Δ %
Rev per sq.m per day	11.9	17.0	†43%
Break-even period (month)	18	6	↓67%
Cash-back period (month)	42	25	↓40%



Ontinuous Transformation to Build Up World-Class Service Chain

Retail services chain provides convenience & best quality of services







Avg. Total Daily Traffic in Dec. 2012: 388 cars

Machine and Hand Wash Professional Detailing

Modification

Maintenance and Body Repair

Accessories

Avg. Daily Traffic

163

35

20

130

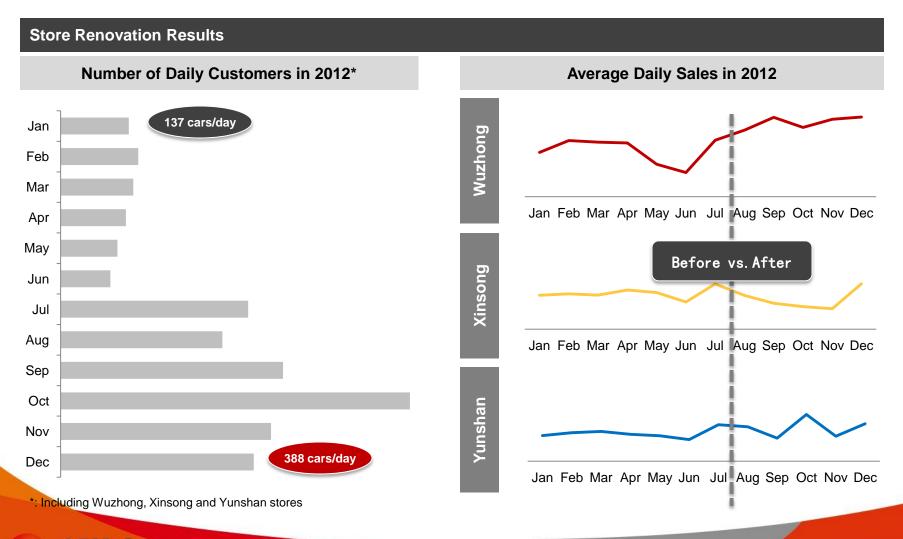
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Renovated layout of Wuzhong Store

Continuous Transformation to Build Up World-Class Service Chain







2013 – 2015 Strategic Visions



2013 – 2015 Strategic Visions

New Focus Auto, the market leader and pioneer

Leading market position & path to great profitability

(300 stores by 2015)



Fully integrated service chain under one brand, one management and one system:



"Same store format, look & feel"

Superior financial performance with strong emphasis on bottom-line earnings and cash flow



Five major challenges

Maintain the 1st-mover advantages

1

How to scale from 100 to 300 stores?

5

How to sustain competitive advantage via improved quality and services?



2

How to have more transparency on store level and reduce dependency on store managers?

4

How to integrate and provide same look and feel throughout all 300 stores?

3

How to recruit, train, upgrade and retain sufficient workforce while improve overall productivity and control escalating HR costs?



1 How to scale from 100 to 300 stores?

Entering into strategic alliance and Strong organic growth

Strategic partnership with Market Leaders







Existing



Incremental

Unique advantages and strong momentum

- We plan to provide high maintenance and professional detailing services at RT-Mart supermarkets, initially starting with at least 14 stores located in East China and then spreading to RT-Mart's 200+ operation sites through out China
- Stable customer source:
 - ✓ Roughly 8,000+ daily customers, 1/3 vehicle traffic
 - ✓ Aim to transfer the existing RT-Mart membership to NFA membership



2 How to have more transparency on store level and reduce dependency on store managers?

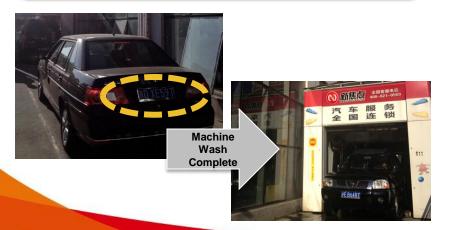
Comprehensive customer data base and in-depth store analysis

Maintain customer data on a timely basis

Step 1: Capture the car plate number

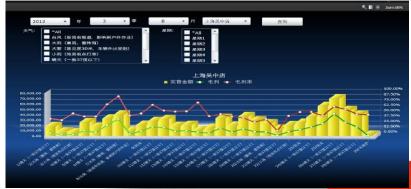
Step 2: Customer profile build-up, automobile check-up status and customer shopping preference

Step 3: Keep the record to support future upsales and to conduct detailed analysis



Full-scope data base to provide detailed store performance for further analysis







3 How to recruit, train, upgrade and retain sufficient workforce while improve overall productivity and control escalating HR costs?

Professional skillset and corporate value recognition

Numbers of training centers all over China

Customized training programs for different types of workers

Continuous and sustainable training programs to enhance skill sets and emphasize the corporate

culture of NFA







4 How to integrate and provide same look and feel throughout all 300 stores?

Create brand synergy with leading industry brands



Portray brand leadership + Exclusive partnership

- Strengthen partnership
- Enhance professionalism
- Maximize profitability







4 How to integrate and provide same look and feel throughout all 300 stores? (con't)

Renovation plan to be implemented

	Shanghai	Shenzhen	Taiwan	Beijing +Jinan	Northeast China
Brand	✓	(Dec. 2012)	(Nov. 2012)	Mar. 2013	Mar. 2013
System Upgrade		(Nov. 2012)	(Oct. 2012)	Jun. 2013	Dec. 2012 – Feb. 2013
Storefront Renovation	(All stores in Shanghai: by end of 2012)	(3 largest stores in Shenzhen: by end of 2012; all stores by 1H 2013)	(10 major stores in Taiwan: by end of 2012; all stores by 1H 2013)	30% of the stores by 1H 2013; the remaining 70% by end of 2013	30% of the stores by 1H 2013; the remaining 70% by end of 2013

Same Look & Feel of all NFA stores



6 How to sustain competitive advantage via improved quality & services?

Technology Improvements

- Proprietary car detailing chemical solutions
- Currently wholesaling products to Malaysia, HK,
 Japan, Indonesia, Australia and US
- Sole distribution agents of:
 - American polish brand "Fire Glaze" in Greater China and Malaysia
 - ✓ German brand "AR MARKETING GROUP"
- Established car beauty center and car care system with 26 franchise stores in Taiwan & 9 in China (directly operating 3 wash and detailing stores in Taipei, Taiwan)



Add Professional Detailing Services in Taiwan

Benefits:

- Expand service scope
- Higher gross profit
- Image enhancement, especially among high-end customers
- Improve overall financial and operational performances of stores



