

**BIODERMA**  
LABORATOIRE DERMATOLOGIQUE

貝 膚 黛 瑪

**EC TRADE PLAN FOCUSES**

# E-COMMERCE 5-Yr Strategy

## 1. Learn & build: Foundation establishment / Setting up RIGHT 4Ps+1S→

- a. Pricing
- b. Assortment (product)
- c. Platform selection (place)
- d. Promotion offer
- e. Shopper data base (co-work with e-customer)
- g. Market place / E-Retailer integration

## 2. Grow: Brand own website / Engage with Top tier platform→

- a. Management of channel balance
- b. Customer segmentation with differentiation offer
- c. CRM integration with brand website to drive loyalty

## 3. Accelerate & Maximize business→

- a. Market share
- b. online-offline integration
- c. Maximize profitability
- d. PI kick out from ECOMM

  
**2019 -  
2020(2021)**

**Minor platform**

  
**2022-  
2023**

**Official online-store +  
1<sup>st</sup> stage of top tier  
platform**

  
**2021-2022**

**2<sup>nd</sup> stage of top  
tier platform**



# Taiwan ECOMMERCE Main Players

85%

Taiwan  
EC Market

30 Billion

20 Billion

5 Billion

1 Billion



Only 2  
profitable

## MOMO

1. Y18 : +14% at revenue result.
2. No.1 position, 8.2m members.
3. Media resource to maintain high traffic of MOMO EC platform.

## BOOKS

1. Y18 : Revenue result on par vs. Y17
2. Incredible member numbers with 7m registration, and integrated CRM program to engage loyal member to purchase more.



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# Rationale of the E-COMMERCE partner selection

1

momo  
Shop

Top Derma Brand:  
La Roche Posay  
DR.WU  
VICHY  
For Beloved one

42 Billion

- ✓ No.1 sales EC platform in TW
- Notorious as a price killer
- Parallel importer problem

2

PChome  
24h shopping

Top Derma Brand:  
DR.WU  
Neogence  
VICHY  
Laroche Posay

34.6 Billion

- ✓ Qualified delivery service
- Gender not match→M:F-6:4
- Price killer
- Parallel importer problem

3

Yahoo!  
Shopping Center

Top Derma Brand:  
La Roche Posay  
DR.WU  
Neogence  
AHC, VICHY

25 Billion

- ✓ Brand protect - Will kick out parallel importer
- ✓ Strong in skin care category
- CSM & WAT already stationed
- traffic loss(used to be top1)

4

Shopee  
B2C/24hr/C2C

Top Derma Brand:  
La Roche Posay  
DR.WU(outlet)  
Neogence

NA

- C2C seller unable to control
- CSM,WAT &HCP already stationed
- Parallel importer, counterfeit
- Fastest grow

5

Books

Top Derma Brand:  
La Roche Posay  
Avene  
A-DERMA

9.2 Billion

- ✓ Price stability
- ✓ Quality, reliable content
- ✓ Qualified Delivery
- ✓ Member loyalty
- ✓ Shopper profile matches to Bioderma

# Priority of marketplace select

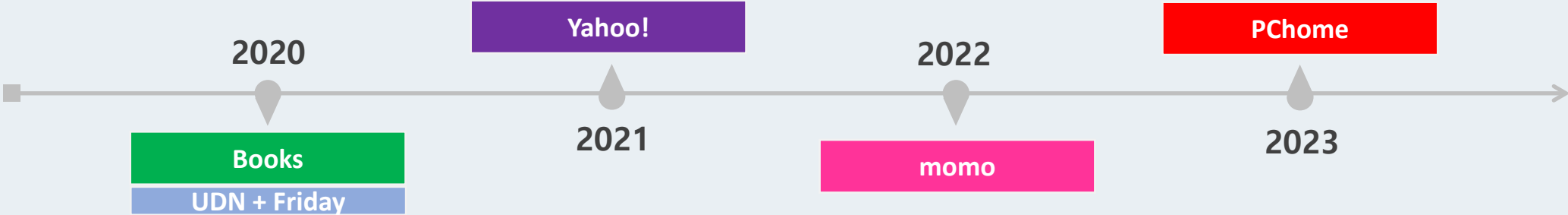
- 100% parallel importer control
- Bioderma as exclusive seller

Strong in  
skin care category

Bioderma flagship shop  
for brand identity

**Bioderma**  
Brand Reputation  
as  
1st consideration






# 5 Years EC channel scope – 2020 BP version



Year/Channel	2020	2021	2022	2023
Marketplace	<div>            博客來         </div> <div>            friDay購物 好買 · 好逛 · 好好玩         </div> <div>            買東西 udn shopping         </div>	<div>            YAHOO! 奇摩         </div> <div>            購物中心         </div>	<div>            momo         </div> <div>            購物網         </div>	<div>            PChome ONLINE 24h 購物         </div>
Official Online Shop	<div>            BIODERMA         </div> <div>            貝膚黛瑪         </div> <div>            LABORATOIRE DERMATOLOGIQUE         </div>			
E-Retailer	<div>            COSMED 康是美         </div>		<div>            watsons         </div>	





	Y19	Y20	Y21	Y22	Y23
Business expansion	Launch preparation	Launch 1st E-customer (Jan.) Launch 2,3 E-customer (Oct.)	Launch 1st top tier E-customer	Launch 2nd top tier E-customer	Kick off 3rd top tier E-customer business
Customer					
NAOS Taiwan Growth %		22%	22%	18%	13%
NAOS Taiwan ECOMM Weight %	3%	6%	10%	16%	20%
NAOS Taiwan ECOMM Growth %	18%	146%	104%	89%	40%

Market Place					
Books					
FriDay & UDN					
Yahoo Shopping					
momo					
PChome 24h					

Sales Amount (2018 \$ sell-in)	 LA ROCHE-POSAY LABORATOIRE DERMATOLOGIQUE	 BIODERMA LABORATOIRE DERMATOLOGIQUE Estimation (Parallel importer sales currently)
 購物網	\$60,000,000	
 購物中心	\$27,000,000	
 購物	\$21,000,000	

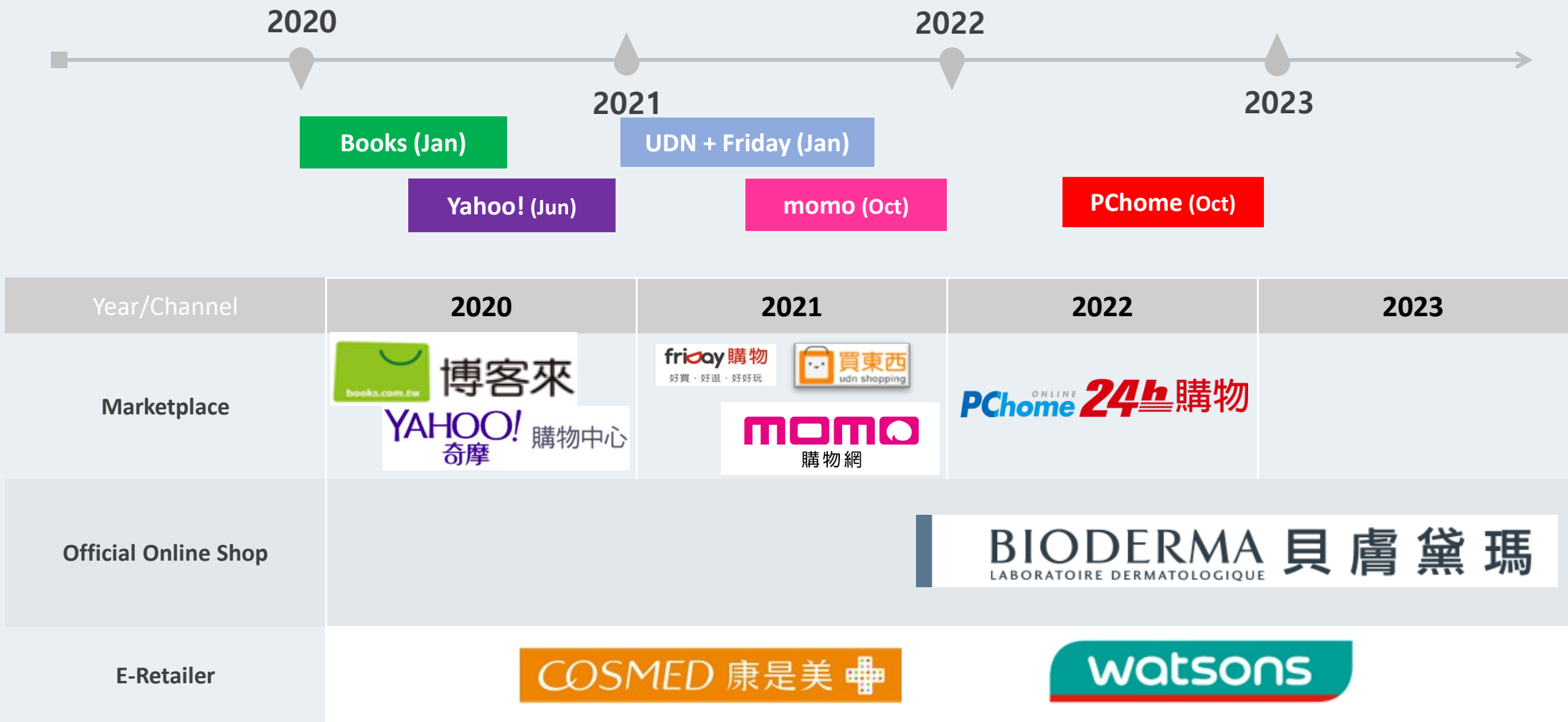




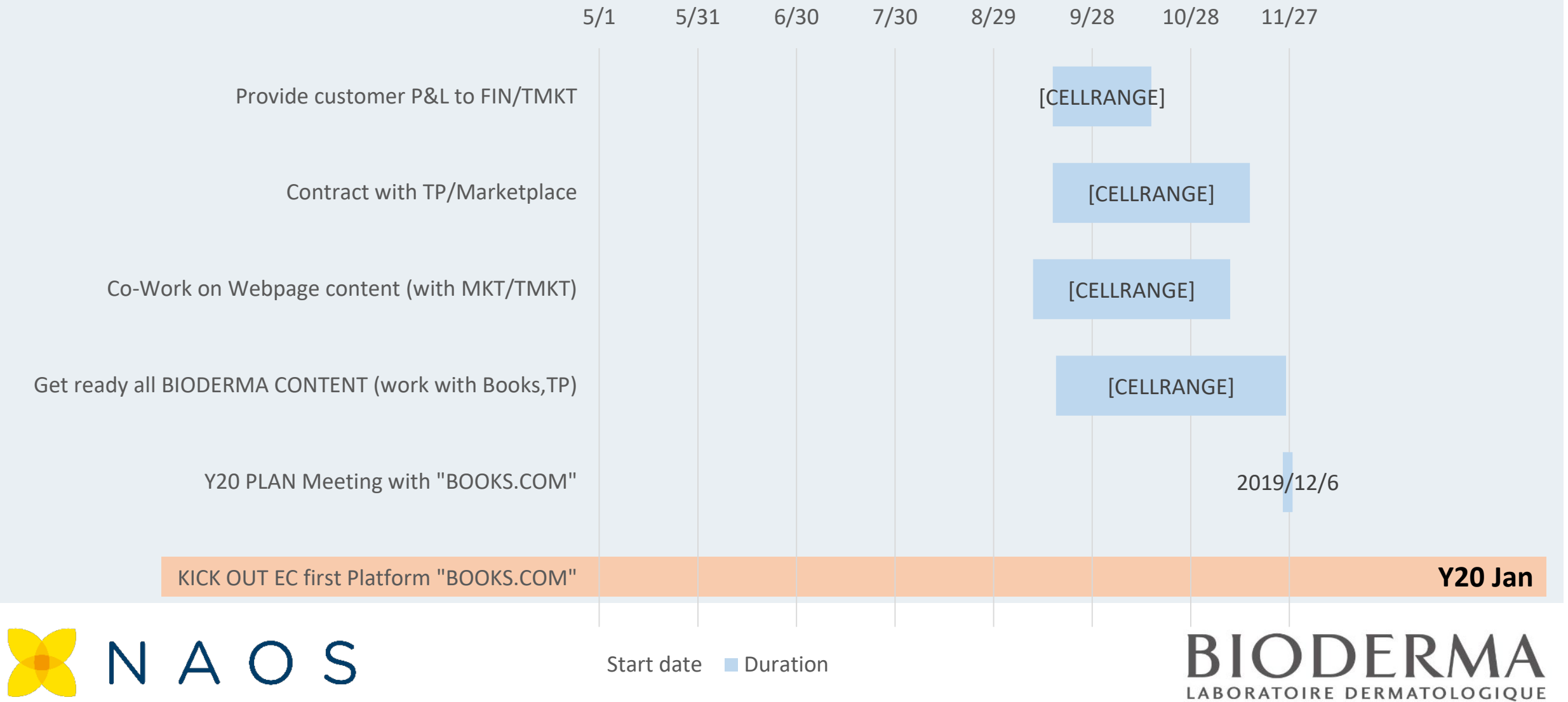
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Market Place					
Books		6,208,125	6,208,125	6,208,125	7,000,000
FriDay & UDN		700,874	2,000,000	2,000,000	2,000,000
Yahoo Shopping			6,000,000	6,000,000	6,000,000
momo				11,000,000	17,000,000
PChome 24h					7,000,000
Total		9,909,000	18,208,125	36,208,125	42,700,000
E-retailers					
Watsons	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Cosmed	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Online pharmacy	600,000	500,000	600,000	700,000	800,000
Total	6,000,000	6,200,000	6,400,000	7,000,000	8,000,000
Own-EC (BIODERMA)				6,000,000	6,700,000
Total				6,000,000	6,700,000
Total ECOMM	6,000,000	12,400,000	21,708,125	42,208,125	57,400,000



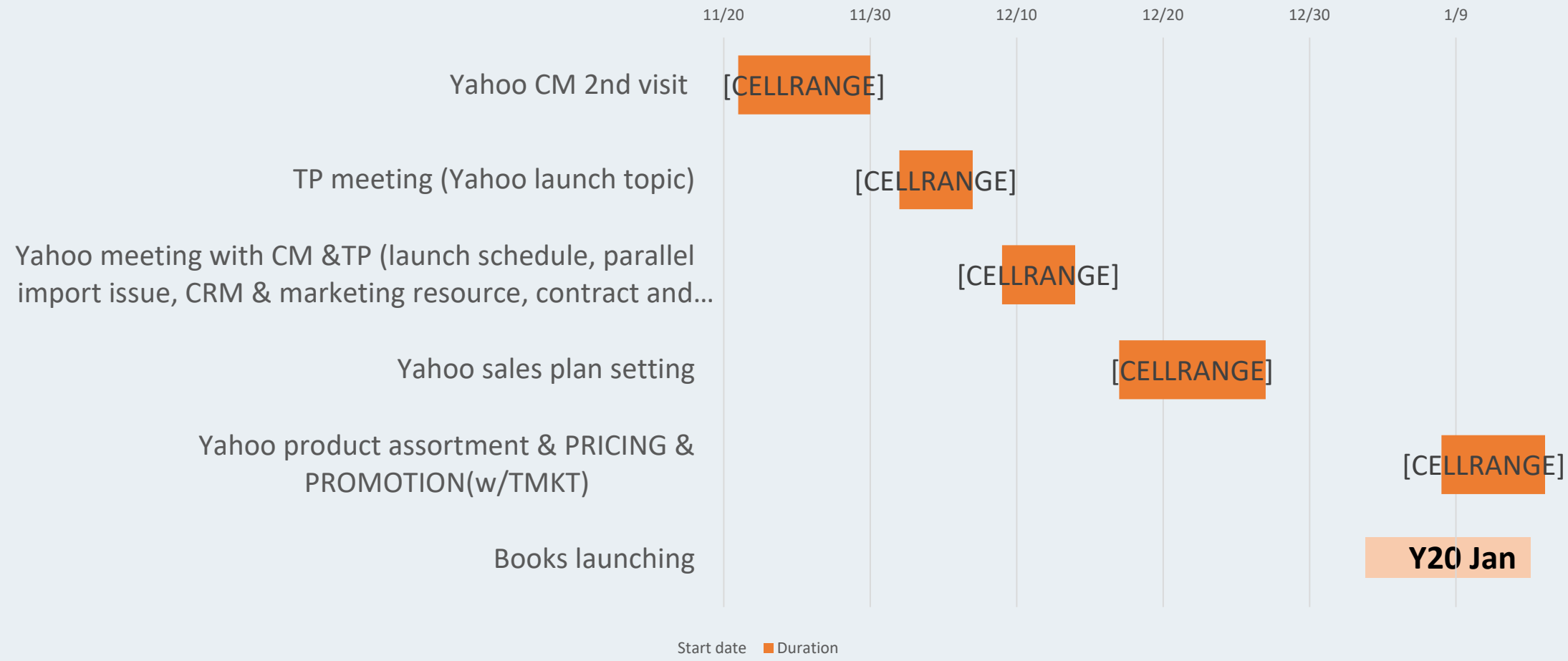
# 5 Years EC channel scope – 2020 P1 version(TBC)



# EC launch Schedule



# EC launch Schedule (Yahoo Preparation)



THANK YOU

