



DACOME GROUP



About Us



Dacome was incorporated in February 2000 and became an OTC-listed company (9960) in December 2004.

Specializing in sales of world-renowned golf product series, Dacome devoted its initial efforts to establishing online channels and building its online brand reputation before developing physical distribution channels. As a rare example of success in the integration of e-commerce with physical distribution, it has become the leading supplier of golf products in Taiwan.

Dacome made its first move into the Hong Kong, Macau and China markets in June 2005, as it obtained exclusive distribution rights for NIKE GOLF in these areas and established two subsidiary companies, MDC SPORTS INT'L LTD. and Ming Jiang Enterprise (Shenzhen) Limited. It achieved remarkable results in operation and profitability in 2006, and successfully expanded the market share of NIKE GOLF in China, marking Dacome's first success in the China market.

In July 2008, Dacome officially expanded its distribution channels in China by establishing Tong Mai Enterprise (Beijing) Limited and acquiring 10 golf retail stores in Beijing, Shanghai, Kunshan, Suzhou and other cities, with the goals of proactively expanding the golf retail market in China and developing Dacome into the largest golf distributor in the Chinese-speaking market.

In September 2009, Dacome founded another subsidiary company, PENG BO ENTERPRISE LIMITED, for reinvestment purposes and established a distribution channel for its second golf brand: SANLIKE GOLF, which aims to promote high class golf-related leisure activities and enjoyment of life.

Dacome was granted distribution rights in China, Hong Kong and Macau for the Japanese brand PRGR, as well as ECCO, a golf shoe brand in Denmark, in March and April of 2010, respectively. It also established two subsidiary companies, Dacome (HK) and Ju Jiang Enterprise (Shenzhen) Limited, in order to commit its efforts to multi-brand distribution and operation in China's vast market.

With many years of experiences in operating distribution channels in the United States and Asian countries, Dacome is familiar with the market positioning strategies and directions of every international golf brand. It is capable of accurately distinguishing the characteristics and competitive edge between American and Japanese brands, thereby rapidly and efficiently penetrating the China market, creating unfaltering brand loyalty and accomplishing its preset goals.

Company History (Major Events)

- February 2000
DACOME INTERNATIONAL LTD. was incorporated.
- April 2000
Dacome's golf website (www.GolfShop.com.tw) was launched to develop its e-commerce.
- December 2000
Dacome became a public company with the approval of the Securities & Futures Institute.
- September 2001
Dacome established its first physical distribution channel to integrate its online channel and physical shop, as well as to expand its operations.
- December 2004
Dacome's stocks were officially traded over the counter(stock code: 9960)
- January 2002 – June 2010
Hundreds of franchise and regular chain stores as well as distribution shops were opened one after the other in the greater China area.
- June 2005
Dacome obtained exclusive distribution rights for NIKE GOLF in China, Hong Kong and Macau.
- July 2008
Tong Mai Enterprise (Beijing) Limited was established.
Dacome officially entered the China market with its golf distribution channels.
- September 2009
PENG BO ENTERPRISE LIMITED was founded.
SANLIKE GOLF began its operation.
- March 2010
Dacome gained the exclusive distribution rights for PRGR in China, Hong Kong and Macau.
- April 2010
Dacome garnered the distribution rights for ECCO GOLF in China (central and southern regions).



Dacome distributes the world's leading golf brands (United States and Japan) through its distribution channels



Having cultivated the market in Taiwan for a decade, Dacome initiated its business online before establishing a physical distribution channel. Dacome is currently the No. 1 golf chain business operator in Taiwan, as well as the only OTC-listed golf distributor (9960) in Taiwan.

Dacome sells world-renowned golf product series that completely meet the American and Japanese standards. It also provides comprehensive after-sales services and 0800 customer service hotline that enables clients to access its information services at anytime.

Dacome operates based on the three commitments: most professional services, most complete product lines and most favorable prices. According to the survey results, Dacome has achieved the greatest reputation and the highest level of satisfaction among golfers in Taiwan.

In order to deliver the most up-to-date and abundant golf information, Dacome launched the ultimate Chinese website for golf: www.GolfShop.com.tw, which has attracted the most subscribers among all of the golf websites in Taiwan. In addition to online shopping and detailed product descriptions, this website offers a variety of services, such as the most populated golf forum in Taiwan, bidding for golf equipment, favorable golf course booking service, excellent domestic and overseas golf tour packages, golf lessons and explanation of the handicap system.





Dacome's retail stores (Taiwan): rich experiences in distributing the world's leading golf brands



Designated sales counters for each major brand in Dacome's retail stores throughout Taiwan





Dacome's retail stores (Taiwan): the chain stores that have received the utmost recognition from golfers in Taiwan





Dacome established a distribution channel for its second golf brand: SANLIKE GOLF (Taiwan), through reinvestment in its subsidiary company, PENG BO ENTERPRISE LIMITED.

SANLIKE GOLF positions itself as a brand that supplies golf clothes, accessories and boutique items in more popular and relaxing styles, in order to cover a wider range of golf community requirements. It acquired three retail stores in central and northern Taiwan during the initial stage, and aims to set up sales counters at major department stores in the future.

SANLIKE GOLF, a golf distribution channel aiming at golf-related leisure styles and the enjoyment of life



It's not only golf, it's living plus.



Dacome's retail stores (China): scattered across Beijing, Shanghai, Kunshan, etc. to develop the most complete distribution network in the greater China area.



:: NIKE GOLF 

Exclusive distributor in China, Hong Kong and Macau

- MDC SPORTS INT'L LTD (HK)
- Ming Jiang Enterprise (Shenzhen) Limited



MDC, the distributor for NIKE GOLF, continuously achieved remarkable sales in China, helping the brand to obtain a predominant position in the golf market. This success proved the significant effectiveness of MDC's operation in building a professional sales channel and an excellent brand image. The successful market penetration strategies plus complete product lines contributed to the continual sales growth of NIKE GOLF in China.

Despite an unfaltering position in China's golf market at present, MDC and NIKE GOLF will develop more diverse peripheral products, such as golf equipment for Asians (that meet Japanese standards), golf bags, clothes and accessories, in order to continue to boost sales and coverage.

Operating and growing at a steady and gradual pace, MDC has received numerous requests for cooperation from international famous brands. It will continue to dedicate its efforts to expanding the potential golf market in China, as well as setting up more retail stores and seeking dealers across China.



:: NIKEGOLF

Exclusive distributor in China, Hong Kong and Macau

- MDC SPORTS INT'L LTD (HK)
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Image and exclusive shops of NIKE GOLF in China



:: NIKE GOLF

Exclusive distributor in China, Hong Kong and Macau

- MDC SPORTS INT'L LTD (HK)
- Ming Jiang Enterprise (Shenzhen) Limited

Dacome's professional experiences in the golf industry have helped NIKE GOLF to successfully penetrate the China market.

SUMO LAUNCH & DEALER APPRECIATION EVENT MISSION HILLS GOLF CLUB · CHINA.



NIKE GOLF's new product launch event, where the global president, director of sales, director of golf equipment design and general manager of Asia from NIKE, as well as MDC chairman, were interviewed by domestic and foreign journalists.



TOM STITES, NIKE's director of golf equipment design explained the product design.



The clients in China, Hong Kong and Macau as well as media journalists attended the release conference held by Dacome at Guanlan Lake, Shenzhen.



Nike Golf player Paul Casey press conference in 2009 HSBC WGC Tournament in Shanghai.



NIKE GOLF's long shot competition



Road Show



:: NIKEGOLF BEI JING GOLF EXPOSITION

MDC planned and organized large exhibitions in Beijing, and achieved a breakthrough in northern China.



PRGR

Exclusive distributor in China, Hong Kong

- DACOME (HK)
- Ju Jiang Enterprise (Shenzhen) Limited (China)

In 2010, DACOME organized a highly professional exposition for PRGR in Shenzhen, in order to proactively seek business opportunities. It aims to increase the overall market share in the greater China area through a large-scale, professional operation model.

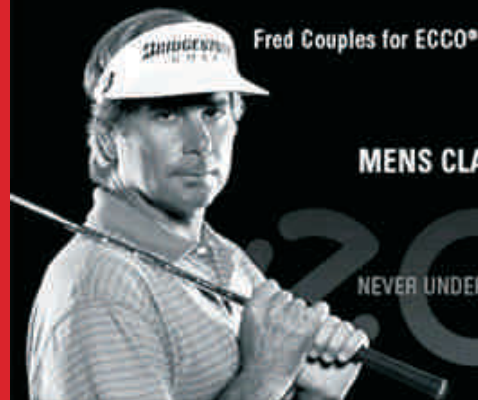


ECCO® GOLF

Distributor in China

- Ming Jiang Enterprise (Shenzhen) Limited

In 2010, DACOME proactively promoted the No. 1 brand in Denmark to introduce high-class golf footwear into China's high-end market!



MENS CLASSIC SERIES

NEVER UNDERESTIMATE THE POWER OF COMFORT



Hydromax Classic Saddle



Classic Crossfire Saddle



GTX Classic Saddle



Major Future Plans of the Dacome Group

As the golfing population in China rapidly increases along with China's economic growth, Dacome will adopt a more proactive and careful attitude in furthering its business expansion in China. In addition to continuing to consolidate its retail chain business in Taiwan, Dacome will be more active in expanding and reorganizing the golf market across the Strait. With the valuable experiences in distributing a variety of brands, the ability to detect market trends based on its retail experiences, a dealer network throughout China and continual improvement in its brand promotion models, Dacome aims to build a more extensive distribution network for golf products in the greater China area and become the most professional golf supply group among Chinese suppliers.

The distribution channels of Dacome in the greater China area (including the exclusive shops and dealer shops of NIKE GOLF)



The provinces of China where the exclusive shops and distribution shops of NIKE GOLF are located



The provinces of China where the distribution shops of PRGR are located



The provinces of China where the distribution shops of ECCO are located



The regular chain stores of Dacome in China



The regular chain stores of Dacome in Taiwan



The regular chain stores of SANLIKE GOLF in Taiwan

