

# 2014Q1 產業論壇簡報

2014/0314

***Sitronix***

# 公司簡介

|         |                      |
|---------|----------------------|
| 公司名稱    | 矽創電子股份有限公司           |
| 成立日期    | <b>1998年7月9日</b>     |
| 資本額     | <b>11.9億台幣</b>       |
| 董事長暨執行長 | 毛穎文 (Vincent)        |
| 總經理     | 王崑 (William)         |
| 員工人數    | <b>315 (集團: 480)</b> |
| 總公司     | 新竹, 台灣               |
| 銷售據點    | 台北, 深圳, 上海           |
| 上市日期    | <b>2003年12月25日</b>   |



Head office  
(Hsinchu Tai Yuen Hi-Tech Industrial Park, Taiwan)

# 產品調整概況



## 穩定成長&持續經營

# 矽創電子產品線

行動顯示器

工控 & 車載顯示器

SOC

Mobile  
Display  
Driver IC

Multimedia  
Display  
Driver IC

Medium-size  
TFT-LCD  
Driver IC

Industrial  
Display  
Driver IC

Automotive  
Display  
Driver IC

Projected  
Capacitive  
Touch  
Controller IC



拓展產品應用 &  
調整產品組合

# Mobile Display Driver IC Application

行動顯示器

Feature Phone & Smartphone  
& Wearable device



The world's largest supplier of  
Feature phone Driver IC

Shipment 40 million pcs/month

# Multimedia Display Driver IC Application

行動顯示器

**MFP** (Multi Function Peripheral)

**PMP** (Portable media player)

**DSC** (Digital Still Camera)



# Medium-size TFT-LCD Application

工控 & 車載顯示器

Automotive Display

Tablets

Automation Machine



# Industrial Display Driver IC Application

工控 & 車載顯示器

Office Automation/  
Home automation

Portable Medical Devices /  
Health Care Product

Industrial Instruments





# Automotive Display Driver IC Application

工控 & 車載顯示器



Navigation Display   Headrest Monitor



Full dot  
(Graphic Type)



Character Type



Car Radio



Segment Type



Mono TFT



FS-COLOR

# Projective Capacitance Touch (PCT) Applications

SOC

Medium-size panel

Small-size panel



# 集團子公司及產品應用

拓展產品應用 & 調整產品組合

## SOC

**mCore**

MCU/DSP



BT Boombox



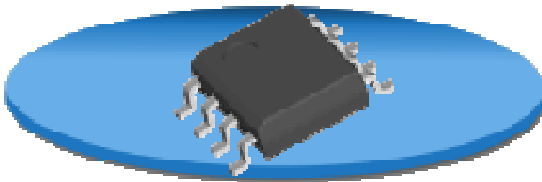
Docking



Soundbar

**infinno**

Power Management IC



**sensortek**

Sensor IC



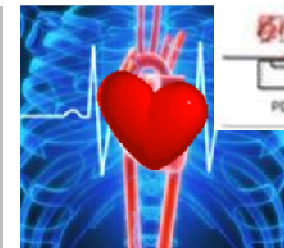
Excellent gesture performance



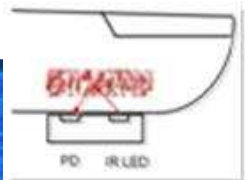
S/W daemon support



Over 99% accuracy rate

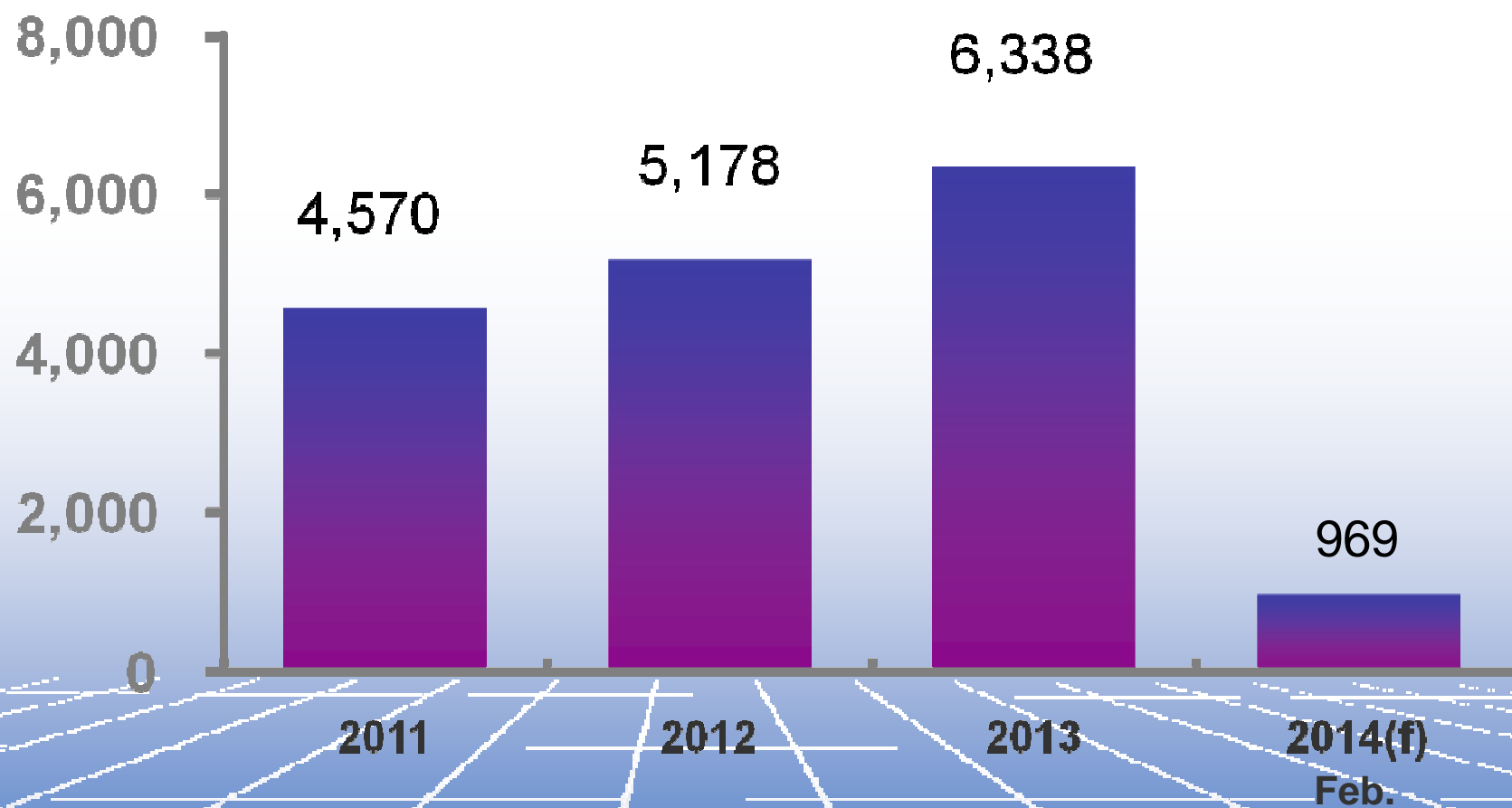


Heartbeat detector



# 矽創電子集團合併營業額

Unit: NT\$ Million



# 2013年每月營收

| (K) ntd      | 2012             | 2013             | Year MoM (%) | Year QoQ (%) |
|--------------|------------------|------------------|--------------|--------------|
| 1            | 266,627          | 481,202          | 80.5%        | 34.4%        |
| 2            | 333,127          | 360,529          | 8.2%         |              |
| 3            | 445,546          | 562,878          | 26.3%        |              |
| 4            | 417,302          | 514,822          | 23.4%        | 8.8%         |
| 5            | 419,977          | 470,939          | 12.1%        |              |
| 6            | 469,663          | 436,088          | -7.1%        |              |
| 7            | 468,403          | 533,193          | 13.8%        | 17.5%        |
| 8            | 498,367          | 559,603          | 12.3%        |              |
| 9            | 483,166          | 610,670          | 26.4%        |              |
| 10           | 448,360          | 611,181          | 36.3%        | 31.4%        |
| 11           | 481,062          | 587,379          | 22.1%        |              |
| 12           | 446,543          | 609,179          | 36.4%        |              |
| <b>Total</b> | <b>5,178,151</b> | <b>6,337,663</b> |              | <b>22.4%</b> |

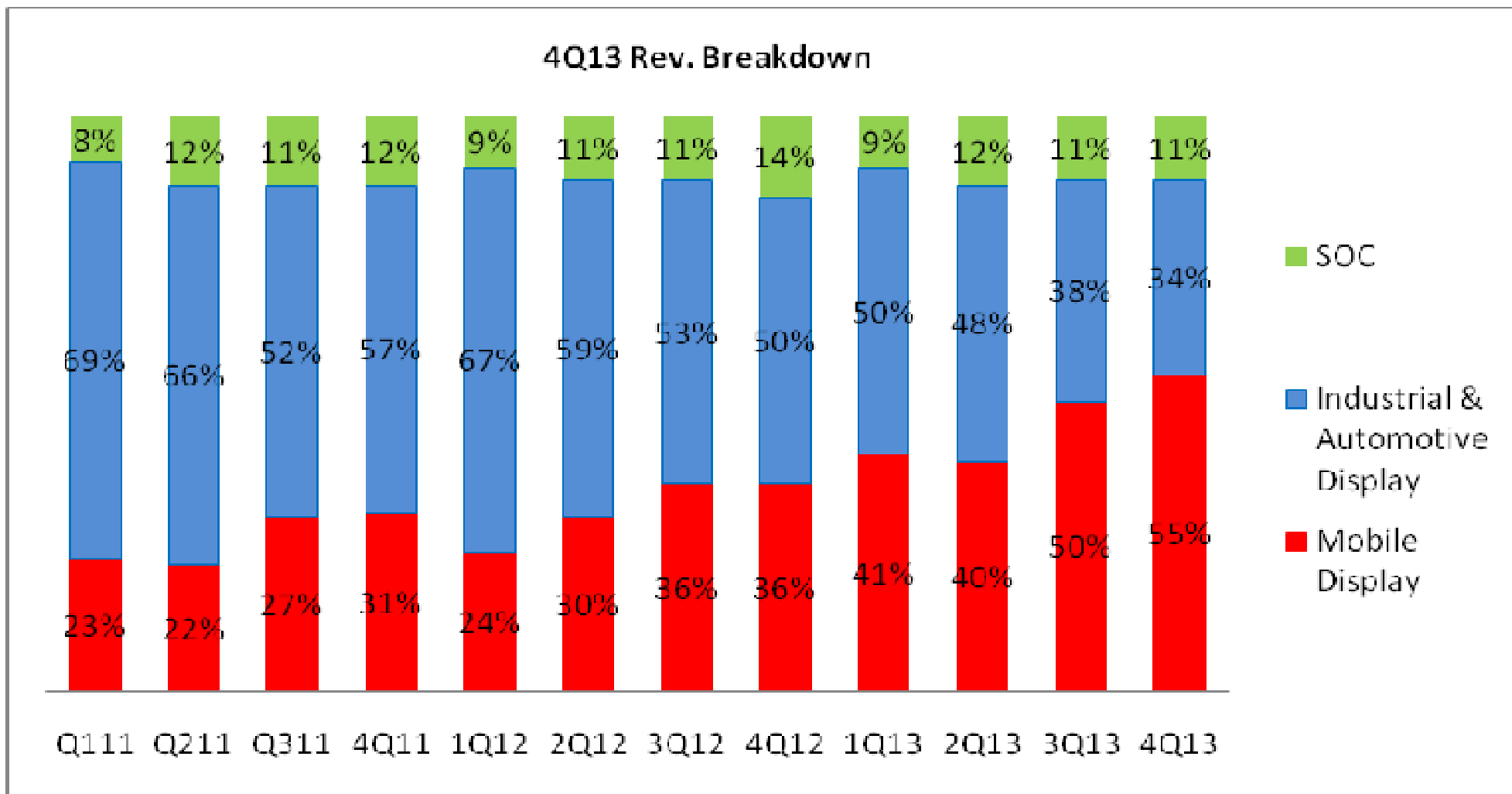
註:採用IFRS編制基礎。

# 2014年每月營收

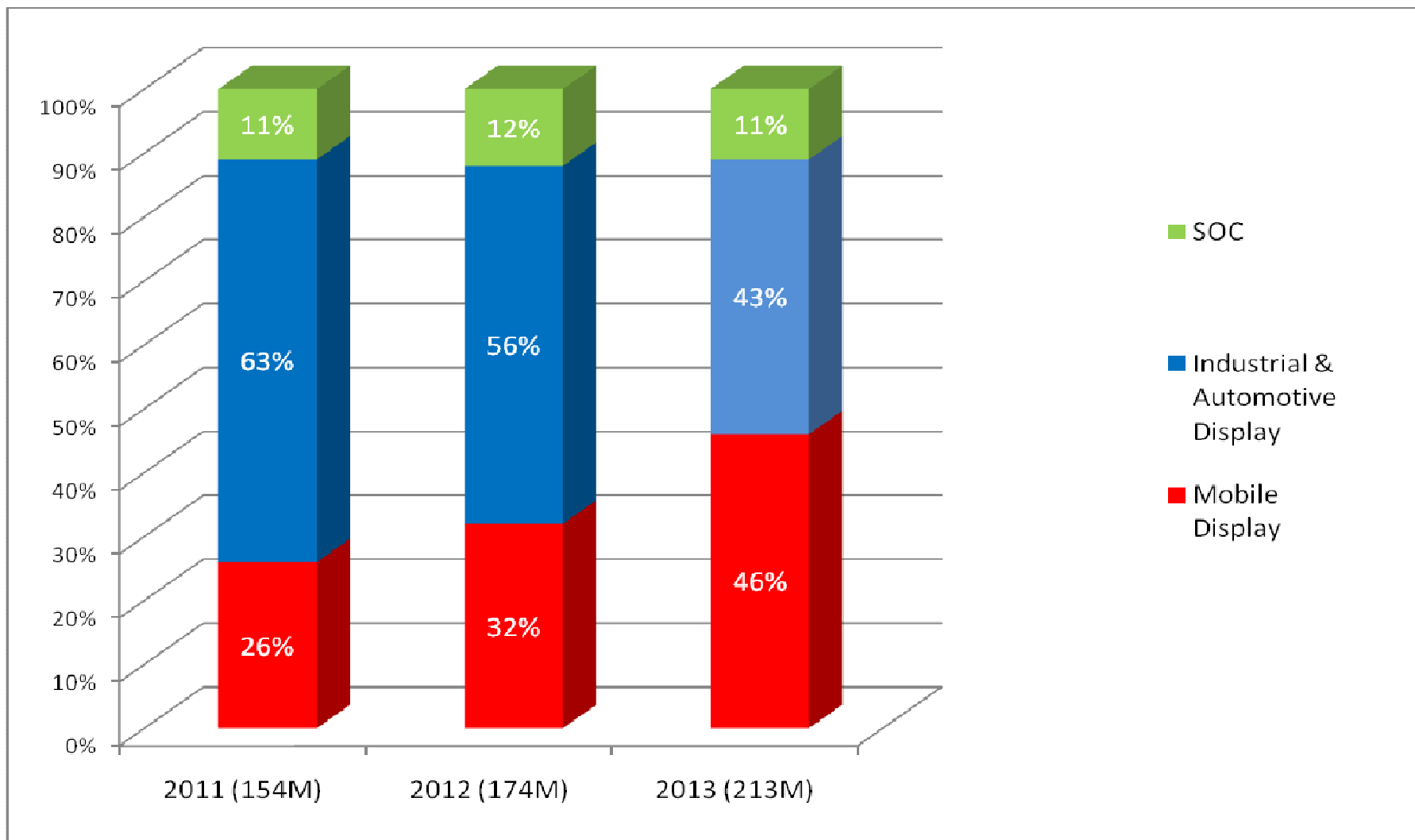
| (K) ntd      | 2013             | 2014           | Year MoM (%) | Year QoQ (%) |
|--------------|------------------|----------------|--------------|--------------|
| 1            | 481,202          | 553,150        | 15.0%        |              |
| 2            | 360,529          | 416,200        | 15.4%        |              |
| 3            | 562,878          | 0              | 0.0%         | 0.0%         |
| 4            | 514,822          | 0              | 0.0%         |              |
| 5            | 470,939          | 0              | 0.0%         |              |
| 6            | 436,088          | 0              | 0.0%         | 0.0%         |
| 7            | 533,193          | 0              | 0.0%         |              |
| 8            | 559,603          | 0              | 0.0%         |              |
| 9            | 610,670          | 0              | 0.0%         | 0.0%         |
| 10           | 611,181          | 0              | 0.0%         |              |
| 11           | 587,379          | 0              | 0.0%         |              |
| 12           | 609,179          | 0              | 0.0%         | 0.0%         |
| <b>Total</b> | <b>6,337,663</b> | <b>969,350</b> |              | <b>0.0%</b>  |

註:採用IFRS編制基礎。

# 分類營收比率 (依季度計算)



# 分類營收比率 (依年度計算)





# 4Q13 合併損益表

|                             |           |     |     |           |         |     |           |     |         |           |     | 單位:新台幣仟元(K ntd) |           |     |            |  |
|-----------------------------|-----------|-----|-----|-----------|---------|-----|-----------|-----|---------|-----------|-----|-----------------|-----------|-----|------------|--|
| Item                        | 4Q13      |     |     | QoQ       | 3Q13    |     |           | QoQ | 2Q13    |           |     | QoQ             | 1Q13      |     | 2013 Total |  |
|                             | Results   |     |     |           | Results |     |           |     | Results |           |     |                 | Results   |     |            |  |
| Net Sales<br>(營業收入淨額)       | 1,807,739 |     | 6%  | 1,703,466 |         | 20% | 1,421,849 |     | 1%      | 1,404,609 |     |                 | 6,337,663 |     |            |  |
| Gross Profit<br>(銷貨毛利)      | 412,950   | 23% | 2%  | 405,975   | 24%     | 11% | 364,254   | 26% | 9%      | 334,658   | 24% |                 | 1,517,837 | 24% |            |  |
| Operating Expense<br>(營業費用) | 287,518   | 16% | 3%  | 278,217   | 16%     | 1%  | 275,136   | 19% | 2%      | 269,137   | 19% |                 | 1,110,008 | 18% |            |  |
| Operating Income<br>(營業淨利)  | 125,432   | 7%  | -2% | 127,758   | 7%      | 43% | 89,118    | 6%  | 36%     | 65,521    | 5%  |                 | 407,829   | 6%  |            |  |
| Income before Tax<br>(稅前淨利) | 169,662   | 9%  | 17% | 144,429   | 8%      | 46% | 99,255    | 7%  | 14%     | 86,962    | 6%  |                 | 500,308   | 8%  |            |  |
| Net Income<br>(淨利)          | 130,271   | 7%  | 21% | 107,960   | 6%      | 32% | 81,523    | 6%  | 11%     | 73,636    | 5%  |                 | 393,390   | 6%  |            |  |
| EPS(元)                      | 1.15      |     |     | 0.99      |         |     | 0.77      |     |         | 0.72      |     |                 | 3.63      |     |            |  |

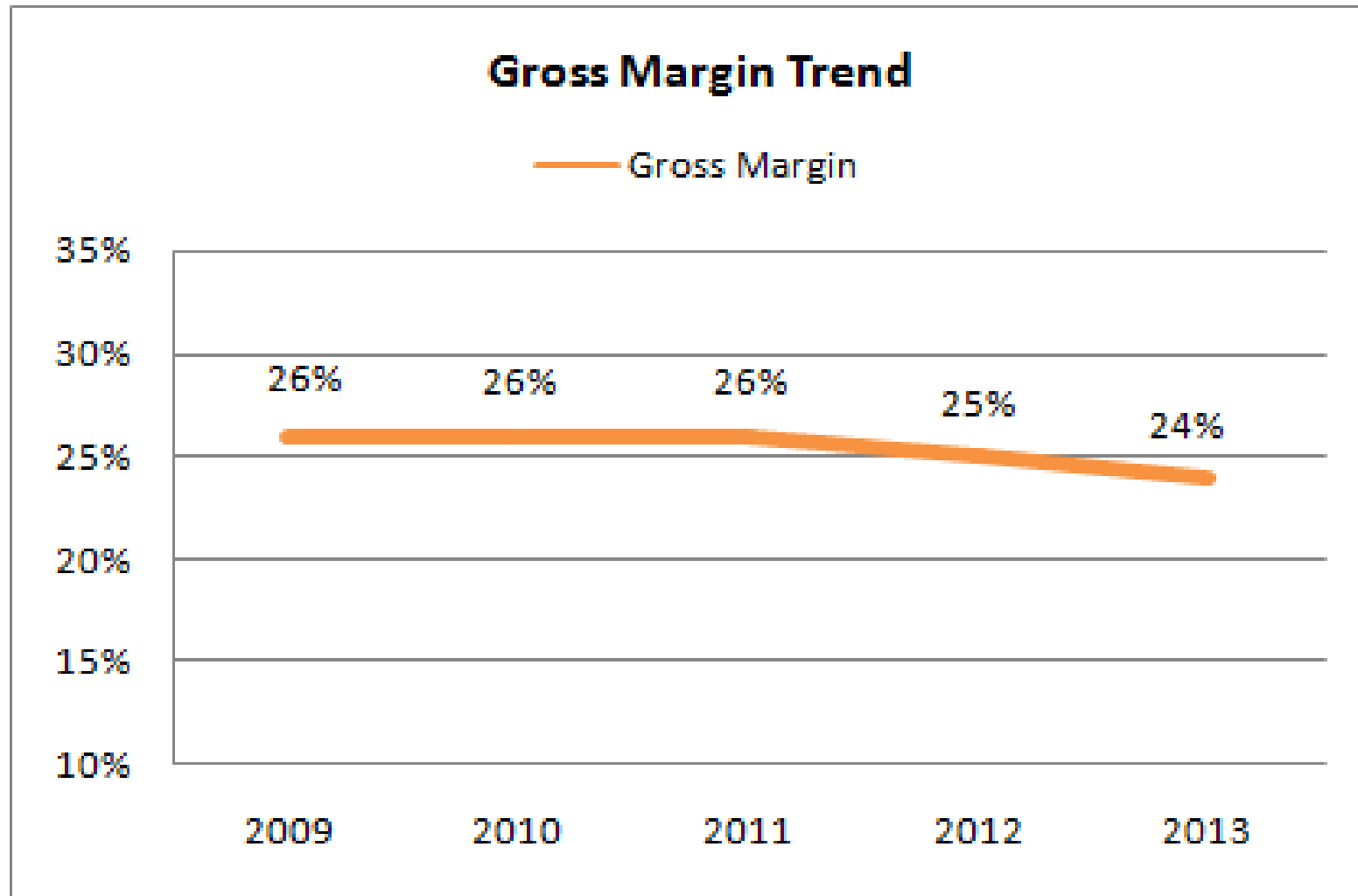
註:採用IFRS編制基礎。

# 4Q13 合併資產負債表

|                                 | 單位:新台幣仟元(K ntd) |           |           |           |            |
|---------------------------------|-----------------|-----------|-----------|-----------|------------|
| Item                            | 2013/12/31      | 2013/9/30 | 2013/6/30 | 2013/3/31 | 2012/12/31 |
| Total Assets<br>(資產總計)          | 4,941,364       | 4,828,529 | 5,129,868 | 5,116,294 | 4,742,545  |
| Current Assets<br>(流動資產)        | 3,697,184       | 3,538,688 | 3,761,806 | 3,739,648 | 3,336,235  |
| Cash & Equivalents<br>(現金及約當現金) | 979,279         | 689,088   | 706,933   | 1,082,328 | 1,273,594  |
| AR<br>(應收帳款)                    | 748,912         | 749,082   | 715,027   | 761,190   | 797,048    |
| Inventory<br>(存貨)               | 1,099,663       | 1,446,562 | 1,573,619 | 1,040,876 | 632,139    |
| Total Liability<br>(負債總計)       | 1,276,364       | 1,301,225 | 1,695,243 | 1,498,342 | 1,232,902  |
| AP<br>(應付帳款)                    | 606,823         | 668,812   | 843,900   | 923,313   | 646,935    |
| Shareholder Eq.<br>(股東權益)       | 3,665,000       | 3,527,304 | 3,434,625 | 3,617,952 | 3,509,643  |

註:採用IFRS編制基礎。

# 毛利率趨勢 - 2009~2012



# 股利政策 - 高現金股利

| NTD          | 2009        | 2010        | 2011        | 2012        | 2013        |
|--------------|-------------|-------------|-------------|-------------|-------------|
| <b>EPS</b>   | <b>3.92</b> | <b>4.19</b> | <b>2.48</b> | <b>3.01</b> | <b>3.63</b> |
| <b>Cash</b>  | <b>2</b>    | <b>2.3</b>  | <b>2</b>    | <b>2.5</b>  | <b>*</b>    |
| <b>Stock</b> | <b>0.2</b>  | <b>0</b>    | <b>0</b>    | <b>0</b>    | <b>*</b>    |
| <b>Total</b> | <b>2.2</b>  | <b>2.3</b>  | <b>2</b>    | <b>2.5</b>  | <b>*</b>    |

\* : 此項目資訊會於3月底發佈

# Q&A

# Thank You

