

2015 Q2 Investor Conference

Strategic Marketing
Jacky Chou



Product Strategy

Mobile display

Industrial & Automotive display

SOC

Mobile
Display
Driver IC

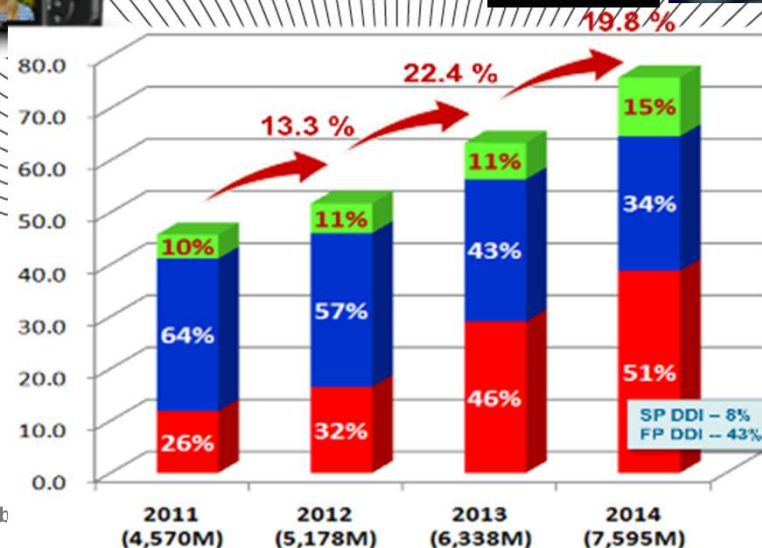
Industrial
Display
Driver IC

Automotive
Display
Driver IC

Touch
Controller IC



Subsidiaries
FORCELEAD (89.97%)



Subsidiaries
mCore (87.12%)
infinno (45.76%)
sensortek (69.53%)

Mobile Display Driver IC

Small size DDI :

QQVGA(160x120) - Zero Cap.

QCIF(220x176) - Zero Cap.

QVGA(320x240) - Zero Cap.

WQVGA(400x240) - Zero Cap.

2014 → > 450M pcs



Wearable / health care / sports devices / IOT ...

Smartphone DDI :

WVGA_800x480 (13Q4 MP)

2014 → > 30M pcs



Smartphone DDI – 2015 :

HVGA_480x320 (14 Q4 MP) - Zero Cap.

WVGA_800x480 (13 Q4 MP)

HD720_1280x720 (14 Q4 MP)



Industrial & Auto Display Driver IC

Industrial DDI :
2014 → > 250M pcs

2014 → > 250M pcs

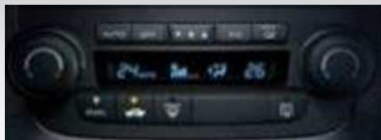


Medical devices
Health care products
Wearable & sport devices



Automotive DDI :

< 6 inch display



7~ 9 inch display



SOC

Touch Products

Industrial

Automotive

Smartphone

Supports touch + DDI total solution

C-Touch

- CID
- Audio
- Rear-Seat Entertainment Systems

STN / Mono TFT

- Audio
- Dashboard

Color TFT

- Central Information Display (CID)
- Navigation
- Rear-Seat Entertainment Systems

In-cell touch → TDDI

- Smartphone display driver with touch

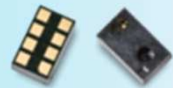
SOC



-- Light relative sensors



Ambient Light Sensor
CMOS Circuit



Proximity Sensor
CMOS circuit



2012 Q4 (MP)

Smartphone market → > 80M (2014)

2 in 1 P-sensor for smartphones:

Standard P-sensor

ALS + P-sensor (IR LED)

P-sensor with motion gesture control

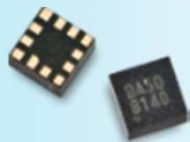
ALS + P-sensor with gesture (IR LED)

→ supports 2D gesture control

→ supports 4D gesture control

P-sensor with small sensor hole

ALS + P-sensor (Laser)



Accelerometer
CMOS Circuit
MEMS Process

2013Q4(MP)

Tablet PC market

→ > 20M pcs (2014)

2014Q4(MP) ~ 2015
Smart phone market

Internet of things (IOT)

Smart Home → STN / TFT driver IC / **ABL sensor** / **P-sensor**

Smart Grid (Electric / water / Gas meter) → TN / STN driver IC

Wearable devices → STN / TFT driver IC / **ABL sensor** / **G-Sensor**

Internet of Vehicles → TN / STN / mono TFT / color TFT display driver IC



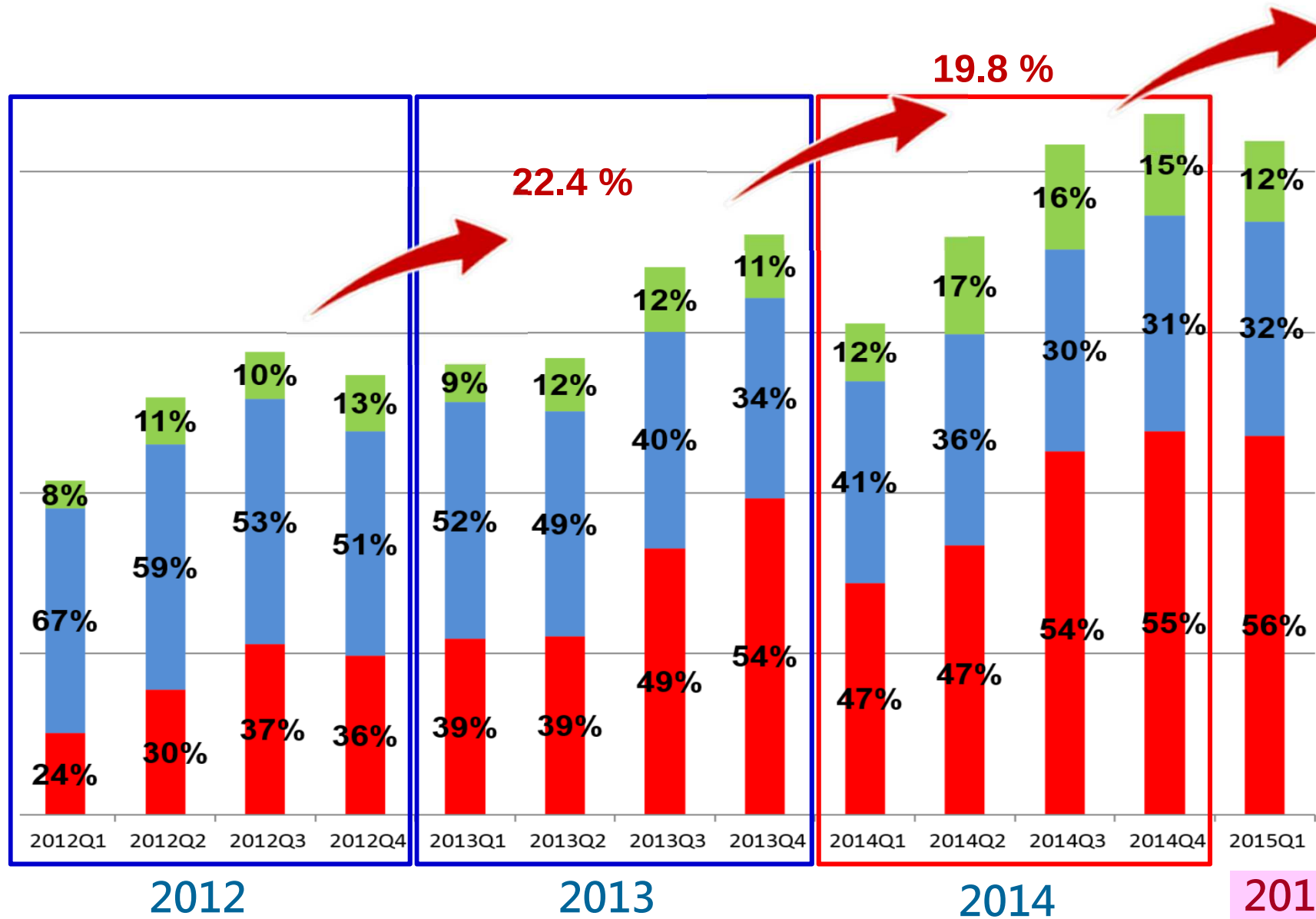
Application penetration by product line

Product line	Consumer	Industrial	Automotive
STN DDI	V	V	V
s-TFT DDI	V	V	V
m-TFT DDI	V	V	V
Touch controller	V	V	-
Power IC	V	V	-
MCU / DSP	V	-	-
Light sensor	V	-	-
MEMS sensor	V	-	-

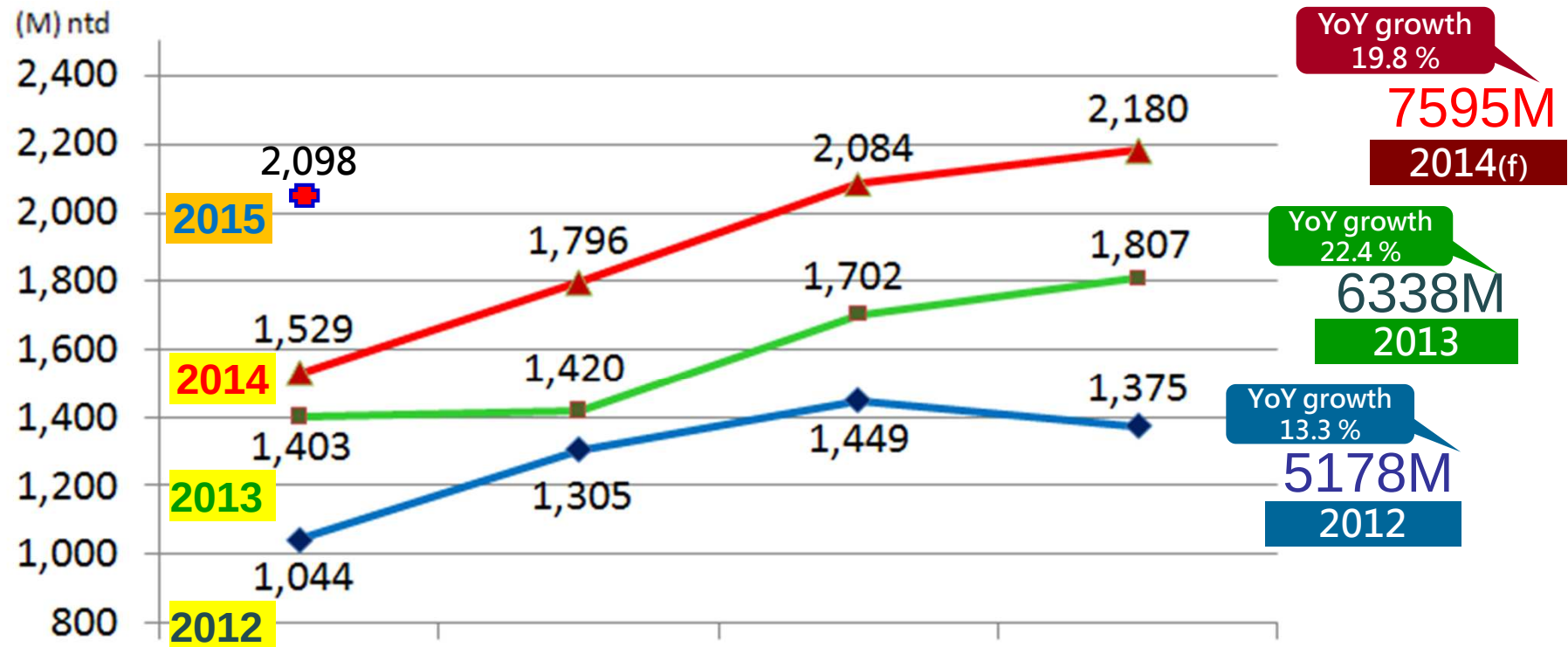
2014 - 2015 Monthly Revenue

(K) ntd	2013	Quarterly amount	2014	YoY Month	Quarterly amount	2015	YoY Month	Quarterly amount	YoY Quarter
1	481,202	1,404,609	553,150	15.0%	1,530,254	790,106	42.8%	2,098,675	37.1%
2	360,529		416,200	15.4%		528,502	27.0%		
3	562,878		560,904	-0.4%		780,067	39.1%		
4	514,822	1,421,849	612,759	19.0%	1,798,491	737,812	20.4%	2,082,764	15.8%
5	470,939		610,847	29.7%		641,564	5.0%		
6	436,088		574,885	31.8%		703,388	22.4%		
7	533,193	1,703,466	632,679	18.7%	2,085,032				
8	559,603		689,981	23.3%					
9	610,670		762,372	24.8%					
10	611,181	1,807,739	739,879	21.1%	2,181,372				
11	587,379		700,228	19.2%					
12	609,179		741,265	21.7%					
Total	6,337,663		7,595,150	19.8%					25.6%

Revenue by product (Quarterly)

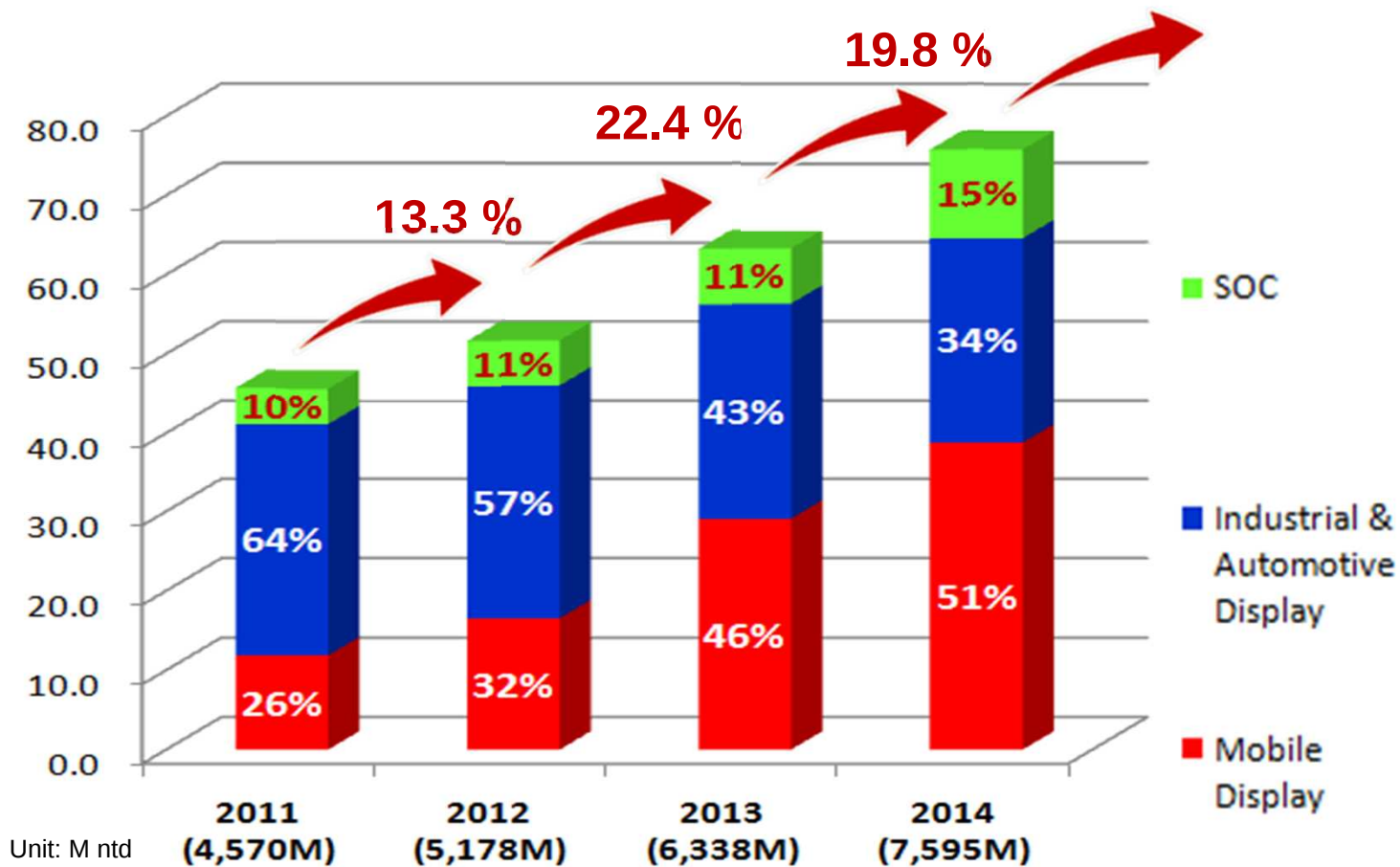


2012 - 2014 Revenue & EPS



Year	Q1		Q2		Q3		Q4		Annual	
	EPS	GM	EPS	GM	EPS	GM	EPS	GM	EPS	GM
2015	1.65	29%								
2014	1.22	29%	1.23	27%	1.60	26%	1.97	27%	6.02	27%
2013	0.72	24%	0.77	26%	0.99	24%	1.15	23%	3.63	24%
2012	0.61	29%	0.87	26%	0.78	24%	0.74	24%	3.01	25%

2015 Growth: Mobile DDIs & Sensors



	2011	2012	2013	2014
Gross Margin	26%	25%	24%	27%
EPS	2.48	3.01	3.63	6.02
High cash dividend	2	2.5	3	4.5

Thank you



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2015Q1 Consolidated income statement

Item	1Q15		4Q14		3Q14		2Q14		1Q14		2014 Total	
	Results		Results		Results		Results		Results			
Net Sales (營業收入淨額)	2,098,675		2,181,372		2,085,033		1,798,491		1,530,254		7,595,150	
Gross Profit (銷貨毛利)	609,386	29%	591,124	27%	539,932	26%	497,039	27%	437,647	29%	2,065,742	27%
Operating Expense (營業費用)	366,214	18%	385,002	18%	335,410	16%	311,214	17%	285,622	19%	1,317,248	17%
Operating Income (營業淨利)	243,172	11%	206,122	9%	204,522	10%	185,825	10%	152,025	10%	748,494	10%
Income before Tax (稅前淨利)	241,853	12%	269,520	12%	231,901	11%	177,955	10%	168,400	11%	847,776	11%
Net Income (淨利)	197,709	9%	237,017	11%	195,579	9%	146,576	8%	139,402	9%	718,574	10%
EPS(元)	1.65		1.97		1.60		1.23		1.22		6.02	

2015

2014

Accounting standard: IFRS

2015Q1 Consolidated Balance Sheet

Item	2015/3/31	2014/12/31	2014/9/30	2014/6/30	2014/3/31
Total Assets (資產總計)	6,788,601	6,322,702	5,428,314	5,350,411	5,422,818
Current Assets (流動資產)	5,058,980	4,626,392	4,140,921	4,102,502	4,167,250
Cash & Equivalents (現金及約當現金)	1,285,325	1,198,436	1,461,285	839,208	1,232,547
AR (應收帳款)	994,373	913,775	894,974	753,387	707,720
Inventory (存貨)	1,317,271	1,048,468	935,256	1,213,008	1,332,576
Total Liability (負債總計)	2,509,965	2,232,944	1,607,721	1,698,321	1,575,554
AP (應付帳款)	1,054,514	964,759	812,049	675,301	794,596
Shareholder Eqt. (股東權益)	4,278,636	4,089,758	3,820,593	3,652,090	3,847,264

註:採用 IFRS編制基礎。

Accounting standard: IFRS