

# 2015Q2 Investor conference

Strategic marketing  
Jacky\_Chou (周德雲)



# Sitronix product strategy (產品策略)

Mobile display

Industrial & Automotive display

SOC

Mobile Display Driver IC  
(手機顯示器)

Industrial Display Driver IC  
(工控顯示器)

Automotive Display Driver IC  
(車載顯示器)

Touch Controller IC  
(觸控 IC 及其他非顯示器 IC)



Subsidiaries  
**FORCELEAD** (89.97%)

Subsidiaries  
**mCore** (87.12%)  
**INFINNO** (45.76%)  
**sensortek** (69.53%)

# Display driver IC update

## Industrial DDI :

2014 → > 250M pcs



Medical devices  
Health care products  
Wearable & sport devices

## 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



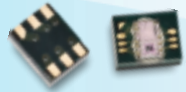
## Smartphone DDI – 2015 :

HVGA\_480x320 (14Q4 MP) - Zero Cap.

WVGA\_800x480 (13Q4 MP)

HD720\_1280x720 (14Q4 MP)

-- **Light relative sensor**



**Ambient Light Sensor**  
(環境光傳感器)  
CMOS Circuit



**Proximity Sensor**  
(距離傳感器)  
CMOS circuit



2012Q4 (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 (手勢偵測/控制\_應用)

**ALS + P-sensor with gesture (IR LED)**

→ support 2D gesture control (2方向手勢控制)

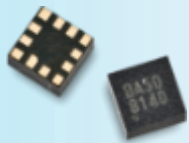
→ support 4D gesture control (4方向手勢控制)

P-sensor with small sensor hole (小孔徑\_應用)

**ALS + P-sensor (Laser)**

.....

-- **MEMS sensors**



**Accelerometer**  
(加速度傳感器)  
CMOS Circuit  
MEMS Process

2013Q4(MP)

Tablet PC market

→ > 20M pcs (2014)



2014Q4(MP) ~ 2015

Smart phone market

# SOC

## Touch Products

Industrial

Automotive

Smartphone

Support touch + DDI total solution

### C-Touch

- 中央資訊顯示器 (CID)
- 車載音響導航顯示器 (Audio)
- 後座娛樂顯示器 (Entertainment)

### STN / Mono TFT

- 車用音響顯示 (Audio)
- 車載儀表顯示 (Dashboard)

### Color TFT

- 中央資訊顯示器 (CID)
- 車載音響導航顯示器 (Navigation)
- 後座娛樂顯示器 (Entertainment)

### In-cell touch → TDDI

- Smartphone display driver with touch





# Internet of things (IOT) \_ 物聯網相關應用

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

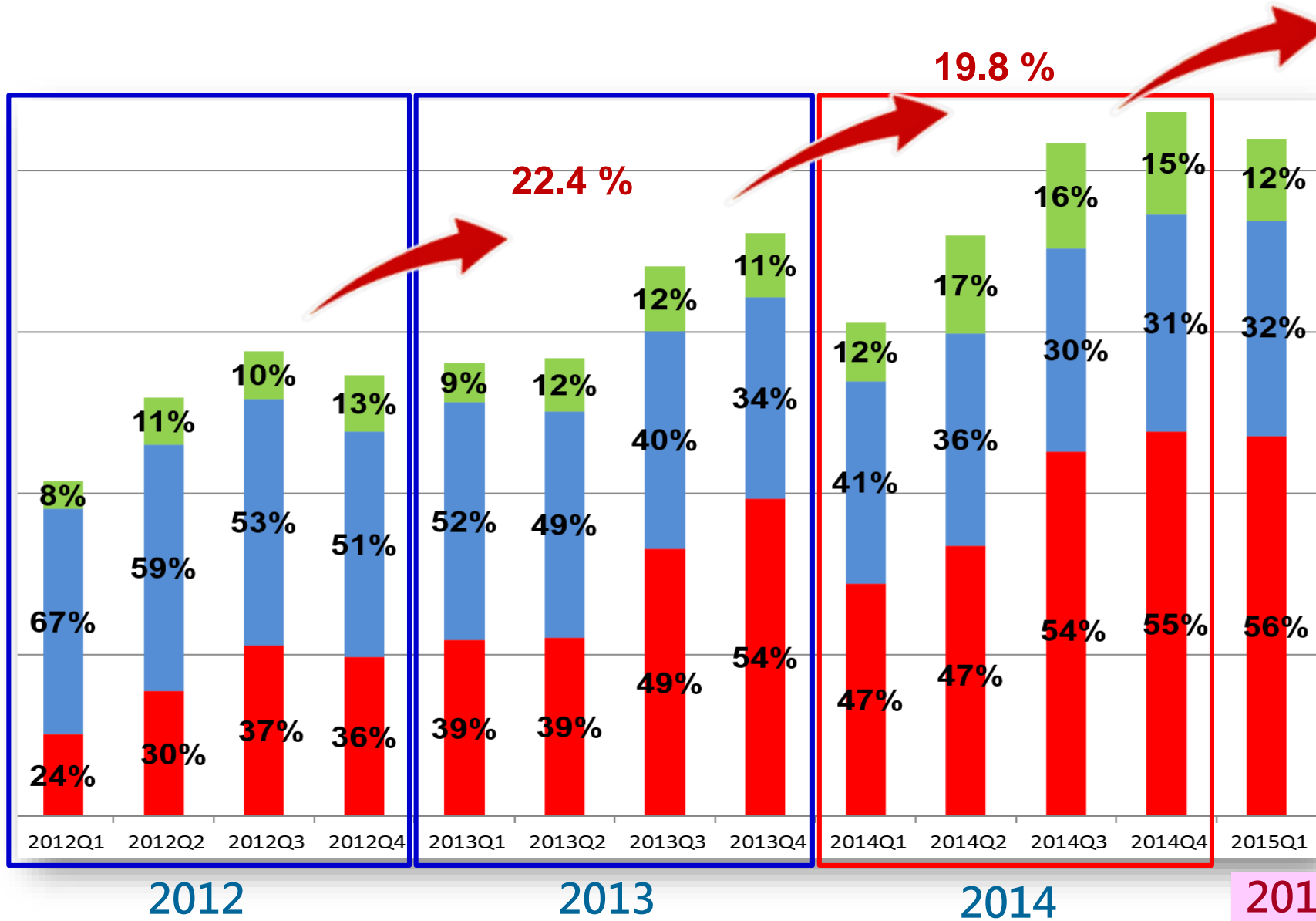
Product line	Consumer	Industrial	Automotive
STN DDI	V	V	V
s_TFT DDI	V	V	V
m-TFT DDI	V	V	V
Touch controller	V	V	-
Power IC	V	V	-
MCU / DSP	V	-	-
Light sensor	V	-	-
MEMS sensor	V	-	-

# 2014~2015 Monthly revenue review

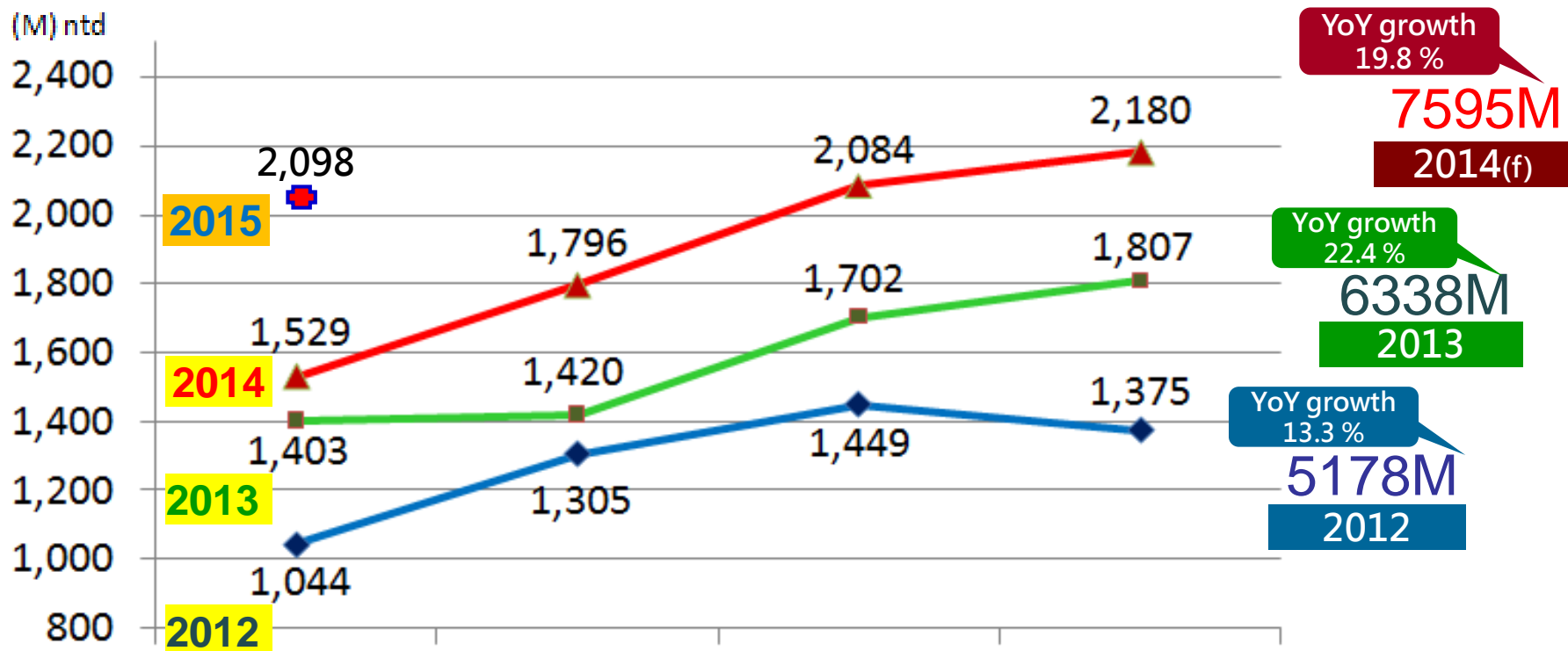
(K) ntd	2013	Quarterly amount	2014	YoY Month	Quarterly amount	2015	YoY Month	Quarterly amount	YoY Quarter
1	481,202	1,404,609	553,150	15.0%	1,530,254	790,106	42.8%	2,098,675	37.1%
2	360,529		416,200	15.4%		528,502	27.0%		
3	562,878		560,904	-0.4%		780,067	39.1%		
4	514,822	1,421,849	612,759	19.0%	1,798,491	737,811	20.4%		
5	470,939		610,847	29.7%		641,564	5.0%		
6	436,088		574,885	31.8%					
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%					



# Revenue by product mix (Quarterly) 季營業額依產品別

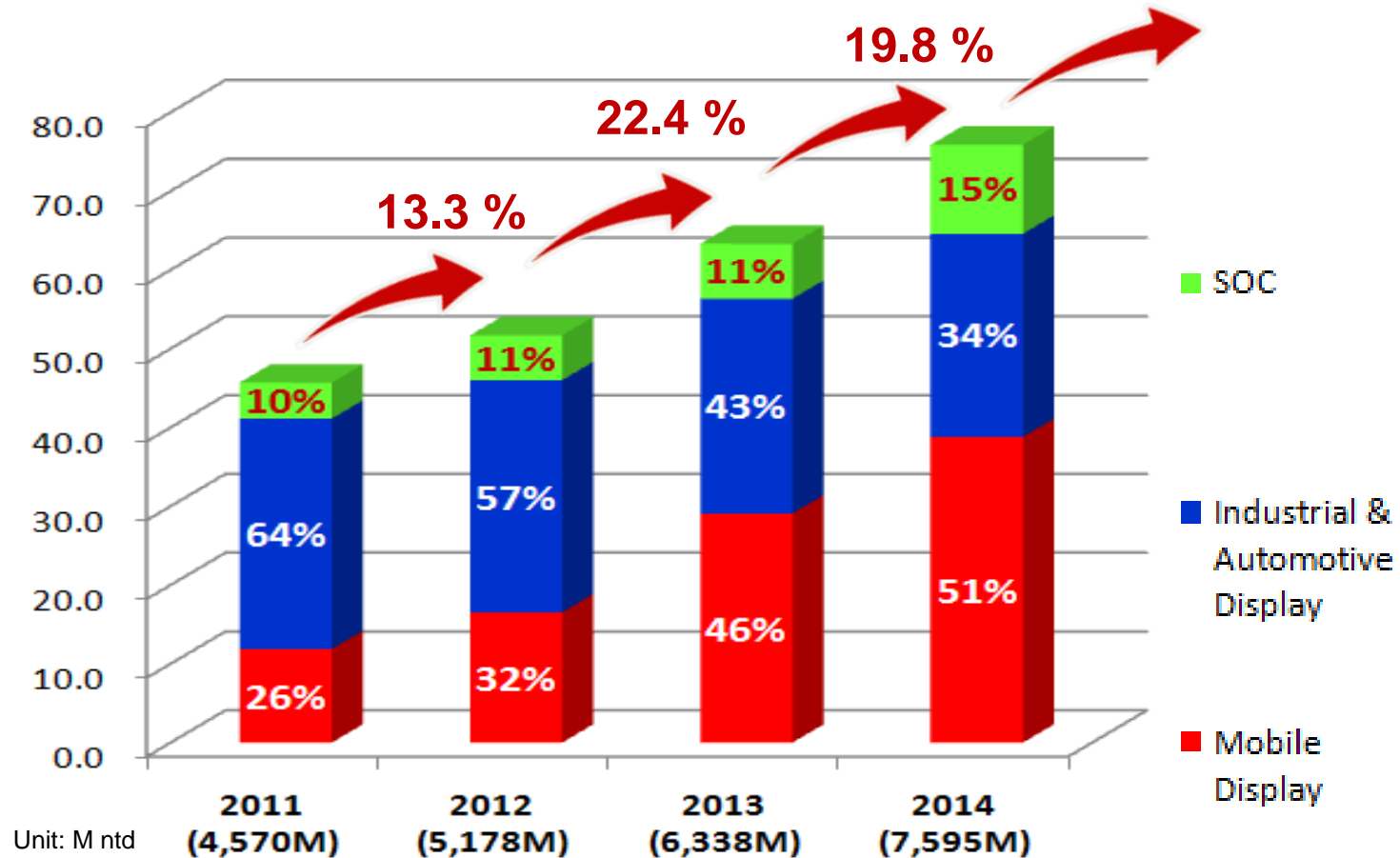


# 2012~2014 Revenue & EPS review



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 DDI + SOC (sensor)



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

# Thank you



**Strategic marketing:**

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# 2015Q1 Consolidated income statement (合併營收季報)

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

註:採用 IFRS 編制基礎。

# 2015Q1 Consolidated Balance Sheet (合併資產負債表)

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 Eq. (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。