

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)

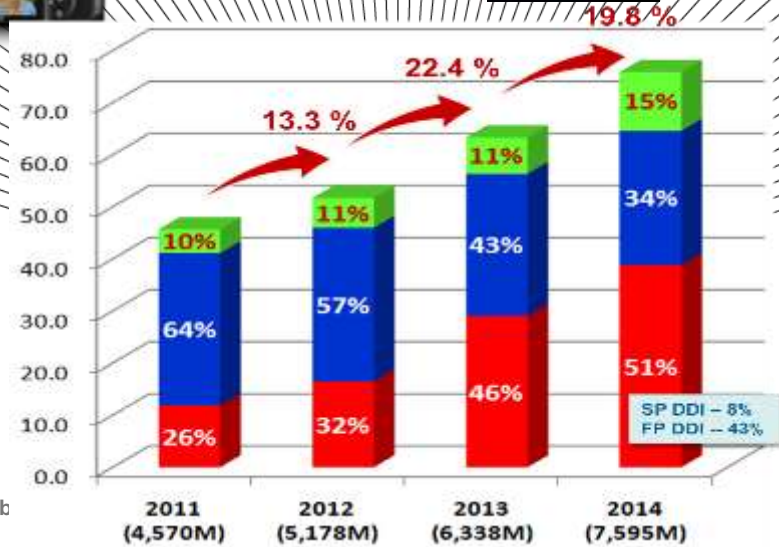
Industrial Display Driver IC
(工控顯示器)

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%)

Mobile Display Driver IC update

小尺寸顯示器驅動 IC :

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 ...

智慧型手機顯示器驅動 IC :

WVGA_800x480 (13Q4 MP)

2014 → > 30M pcs



智慧型手機顯示器驅動 IC – 2015 :

HVGA_480x320 (14Q4 MP) - Zero Cap.

WVGA_800x480 (13Q4 MP)

HD720_1280x720 (14Q4 MP)



I & A Display Driver IC update

工控顯示器 DDI:
2014 → > 250M pcs



Medical devices
Health care products
Wearable & sport devices



車載顯示器 DDI:

< 6 inch display



7~ 9 inch display



SOC

Touch Products (觸控產品線)

工控應用

車載應用

智慧手機應用

提供觸控 + 顯示驅動 IC
整合方案

電容觸控 IC

- 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

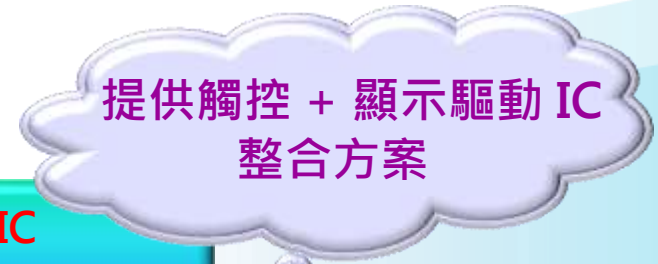
- 車用音響顯示 (Audio)
- 車載儀表顯示 (Dashboard)

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



-- **Light relative sensor** (光傳感器)



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



Proximity Sensor
(距離傳感器)
CMOS circuit



2012Q4 (MP)

智慧型手機市場 → > 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** (微機電傳感器)



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

2013Q4(MP)

平板電腦市場

→ > 20M pcs (2014)

2014Q4(MP) ~ 2015

智慧型手機市場

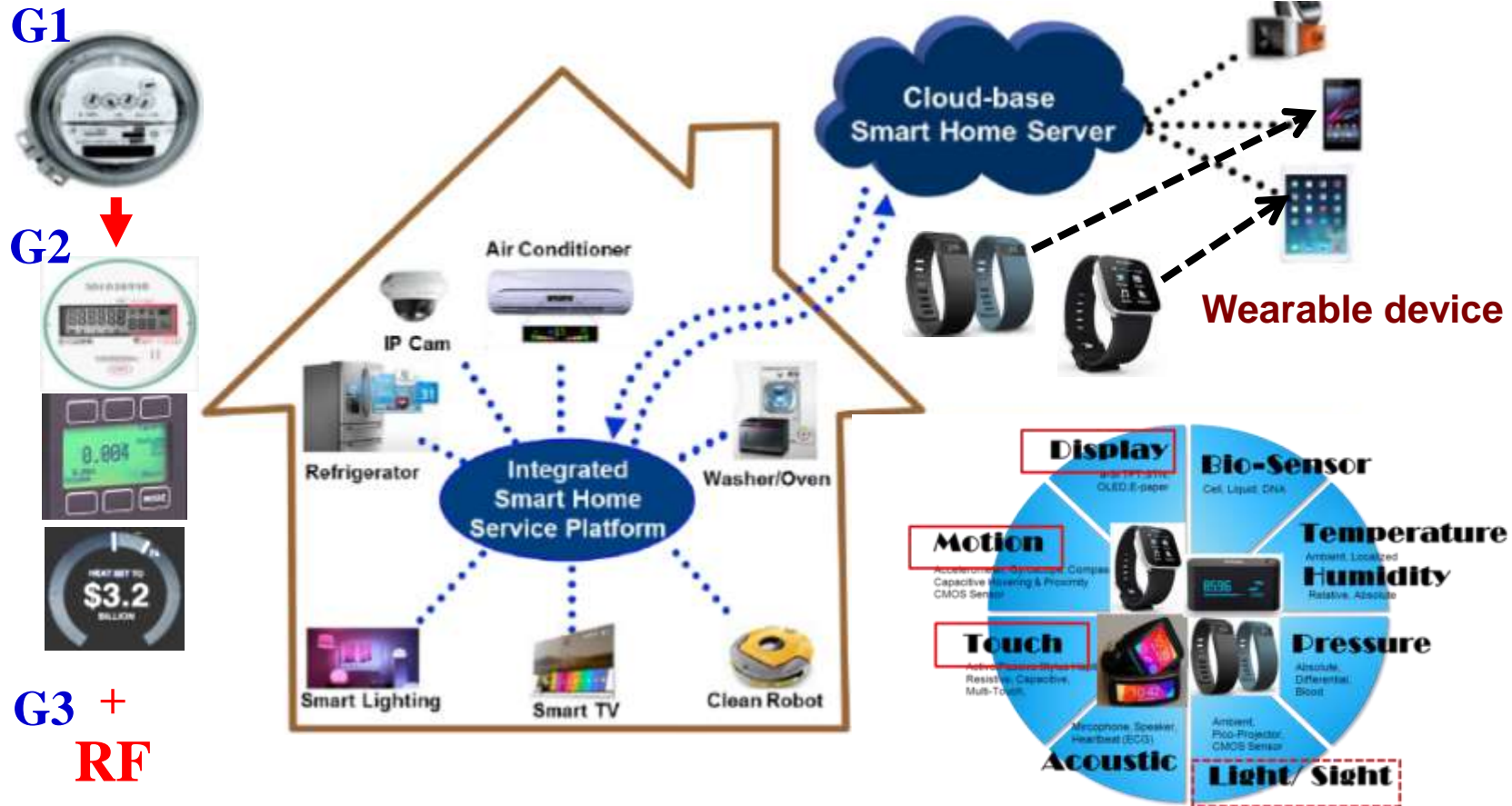
Internet of things (IOT) _ 物聯網相關應用

智慧居家應用 → STN / TFT driver IC / ABL sensor / P-sensor

智慧電表應用 (電錶 / 水錶 / 瓦斯錶) → TN / STN driver IC

穿戴式終端應用 → STN / TFT driver IC / ABL sensor / G-Sensor

車聯網應用 → TN / STN / mono TFT / color TFT display driver IC



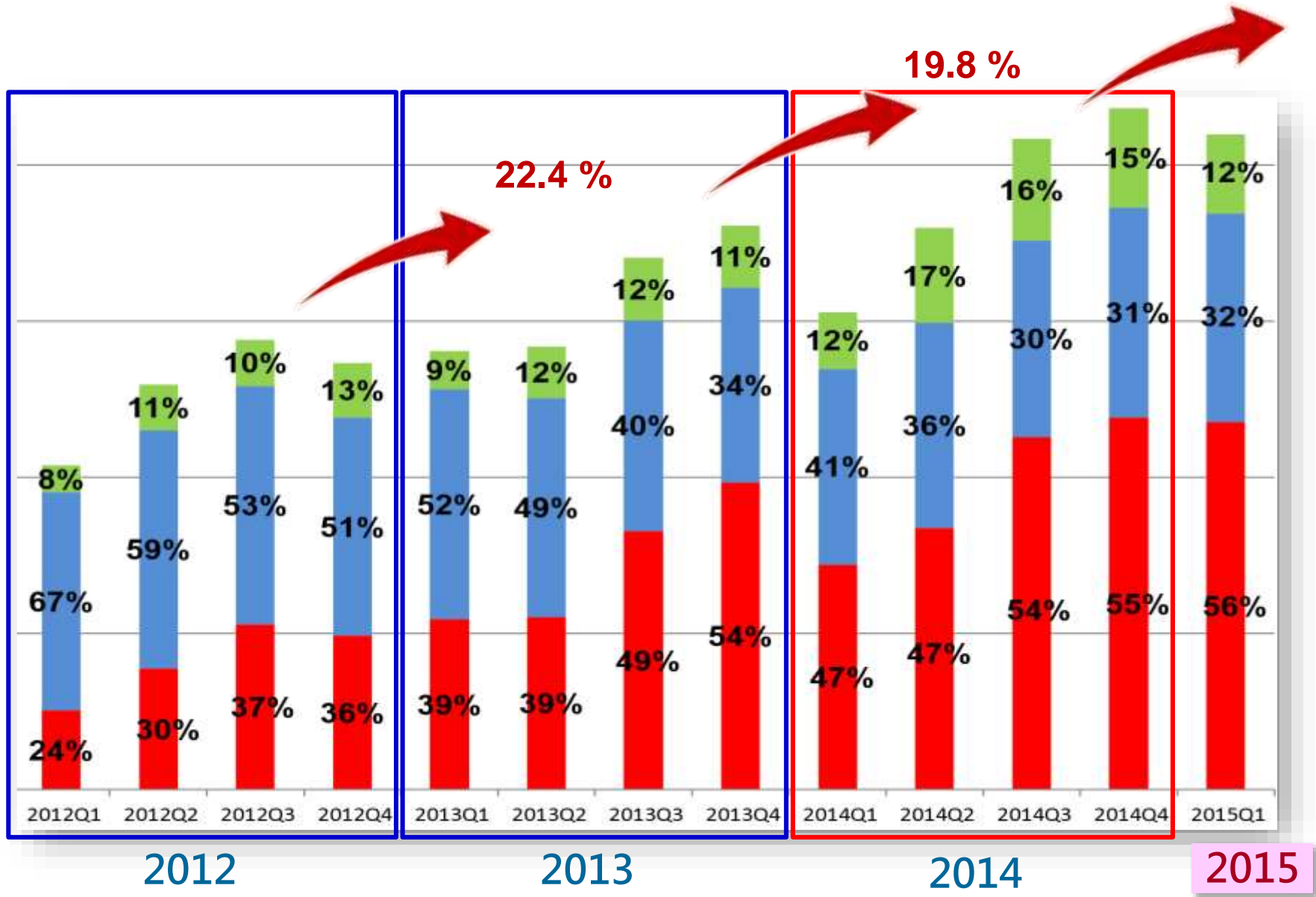
產品線 → 在各種應用類別現況

產品線	消費性產品	工業應用	車載應用
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	-	-

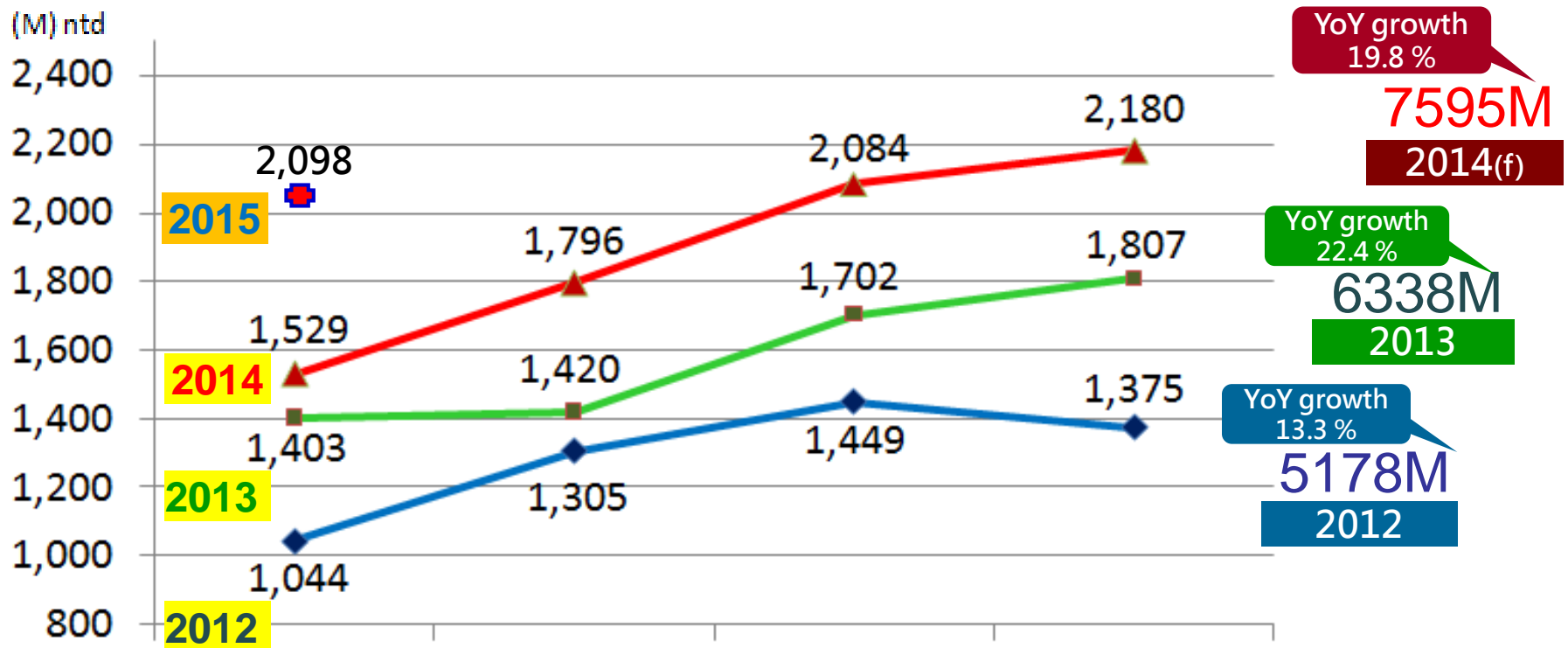
2014~2015 月營收狀況

(K) ntd	2013	Quarterly amount	2014	YoY Month	Quarterly amount	2015	YoY Month	Quarterly amount	YoY Quarter
1	481,202		553,150	15.0%		790,106	42.8%		
2	360,529		416,200	15.4%		528,502	27.0%		37.1%
3	562,878	1,404,609	560,904	-0.4%	1,530,254	780,067	39.1%	2,098,675	
4	514,822		612,759	19.0%		737,812	20.4%		
5	470,939		610,847	29.7%		641,564	5.0%		15.8%
6	436,088	1,421,849	574,885	31.8%	1,798,491	703,388	22.4%	2,082,764	
7	533,193		632,679	18.7%					
8	559,603		689,981	23.3%					
9	610,670	1,703,466	762,372	24.8%	2,085,032				
10	611,181		739,879	21.1%					
11	587,379		700,228	19.2%					
12	609,179	1,807,739	741,265	21.7%	2,181,372				
Total	6,337,663		7,595,150	19.8%					26.1%

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

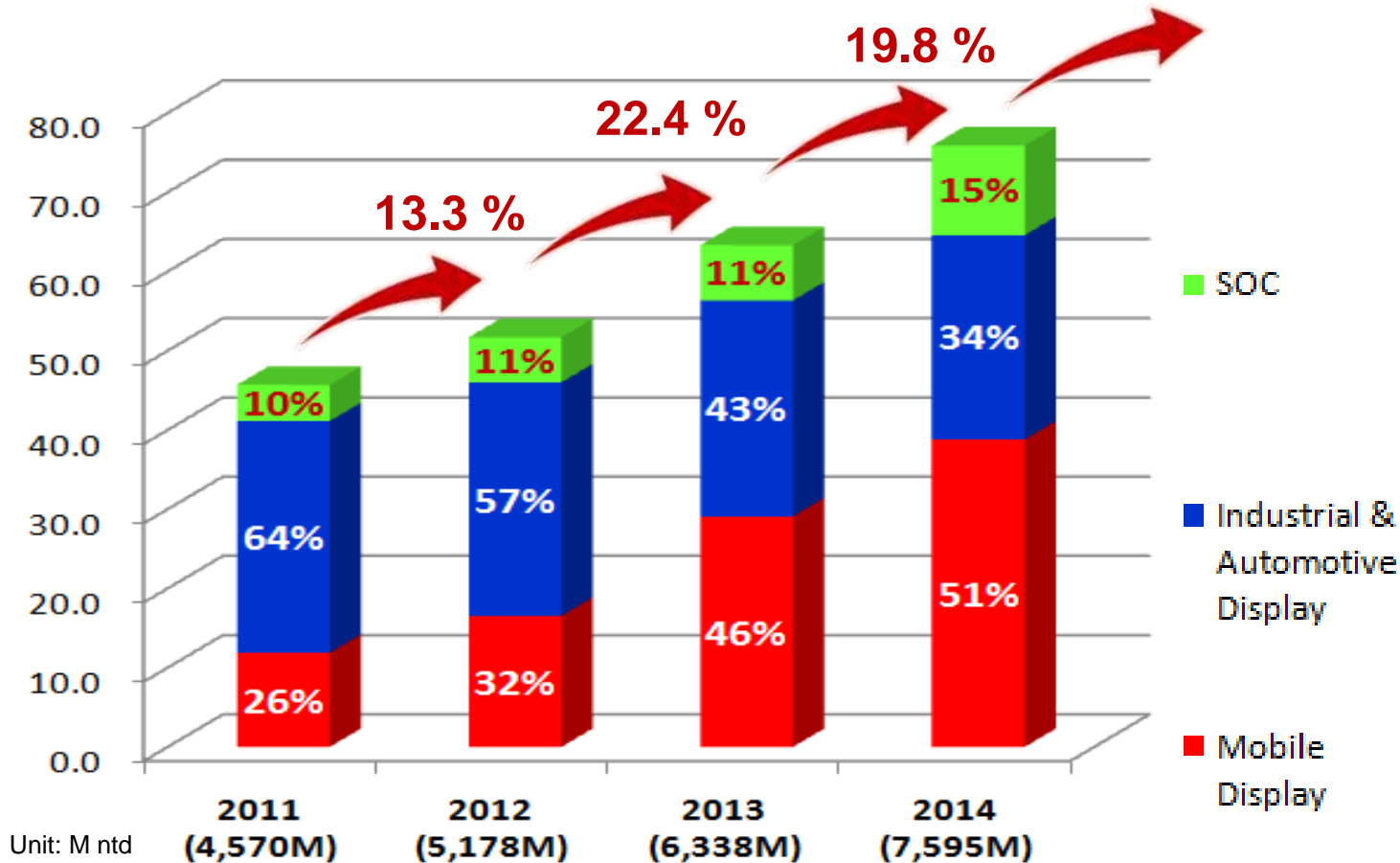


2012~2015 營收 & EPS 資訊彙整



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 成長動能 → 手機顯示驅動 IC + SOC (Sensor)



	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 (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。