

2015Q1 Investor conference

Strategic marketing
Jacky Chou (周德雲)

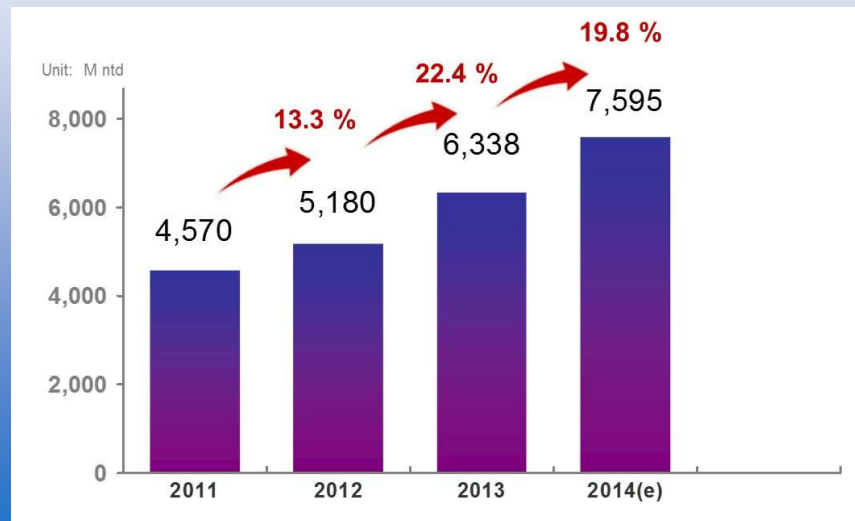


Brief Company Overview

Company Name	Sitronix Technology Corp.
Established	July 9, 1998
Market capitalization	410M USD (USD/TWD=29)
Chairman and CEO	Vincent Mao
President	William Wang
Employees	320 (Group: 500)
Head office	Hsinchu, Taiwan
Sales office	Taipei, Shenzhen, Shanghai
IPO Listing	December 25, 2003



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



Sitronix product strategy



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)

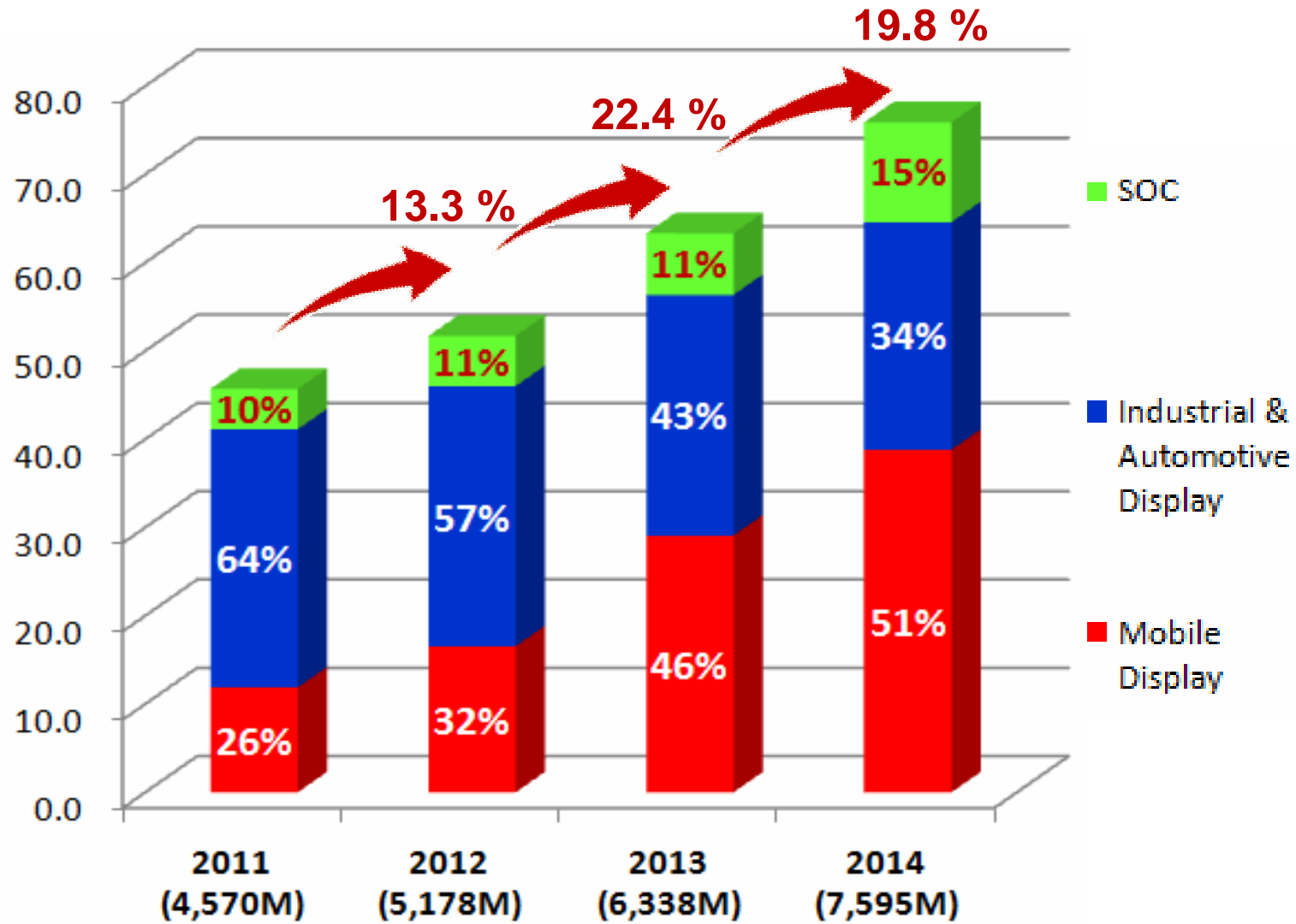


Subsidiaries
FORCELEAD

Sitronix

Subsidiaries
mCore
infinno
sensortek

Revenue by product mix (營業額_依產品組合)



Mobile display driver IC (手機顯示器)

Feature phone → Wearable / Health care / Sports devices



Feature phone DDI :

QQVGA / QCIF / QVGA / WQVGA

→ 400M / pcs (2013) → > 450M / pcs (2014)

Smartphone → more Smartphone



Smartphone DDI – 2013 / 2014 :

WVGA(13Q4) → >30M / pcs (2014)

Smartphone DDI – 2015 :

HVGA (14Q2) / WVGA(13Q4) / HD720 (14Q2)

Industrial display driver IC (工控顯示器)

Office Automation /
Home automation

Industrial Instruments

Portable medical devices /
Health care products /
Wearable & sport devices

Industrial Driver IC shipment :
20M~25M pcs / month (2013 ~ 2014)



Automotive display driver IC (車載顯示器)

< 6 inch display



Segment TN

Character TN

Graphic STN

Mono TFT

Color TFT



7~ 9 inch display



SOC

mCore (鈦創) Products

8/16/32 bit MCU



-- DSP (Digital audio)



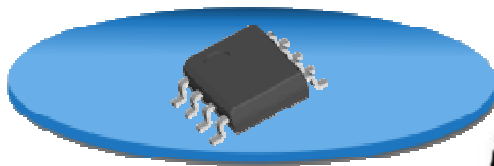
-- Card reader (e-Payment)



SOC

infinno (極創) Products

Power Management IC



-- AC side Power management & PWM IC



SOC

sensortek (昇佳) Products - I

-- Light relative sensor

2012Q4

Smartphone market (MP) → >80Mpcs (2014)



Ambient Light Sensor

(環境光傳感器)

CMOS Circuit

Optical Coating

Clean Compound



3 in 1 P-sensor for smartphone :

ALS + PS + IR LED

→ support Heart beat detection (心率偵測)



Proximity Sensor

(距離傳感器)

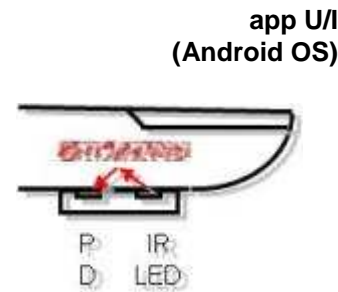
CMOS circuit

Optical Coating

Clean Compound

Black Compound

With IR LED



app U/I
(Android OS)



Motion gesture control solution (手勢偵測/控制_應用方案)

ALS + PS 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)



SOC

sensortek (昇佳) Products - II

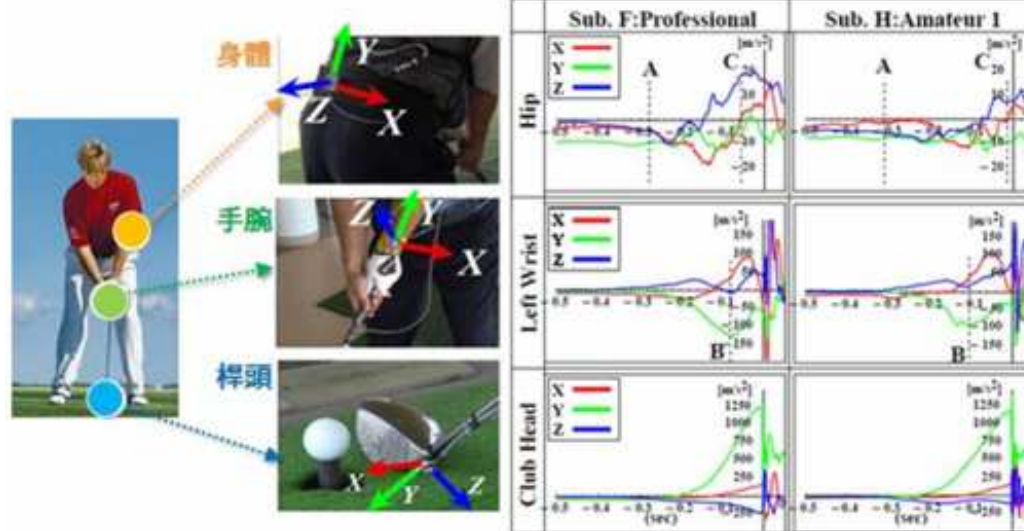
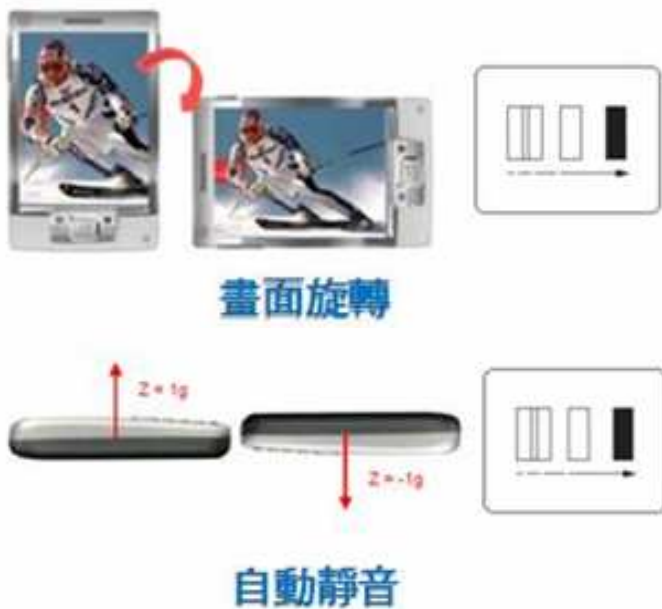
-- MEMS sensors



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



2013Q4
Tablet PC market (MP) → MP
2014Q4
Smart phone market → MP

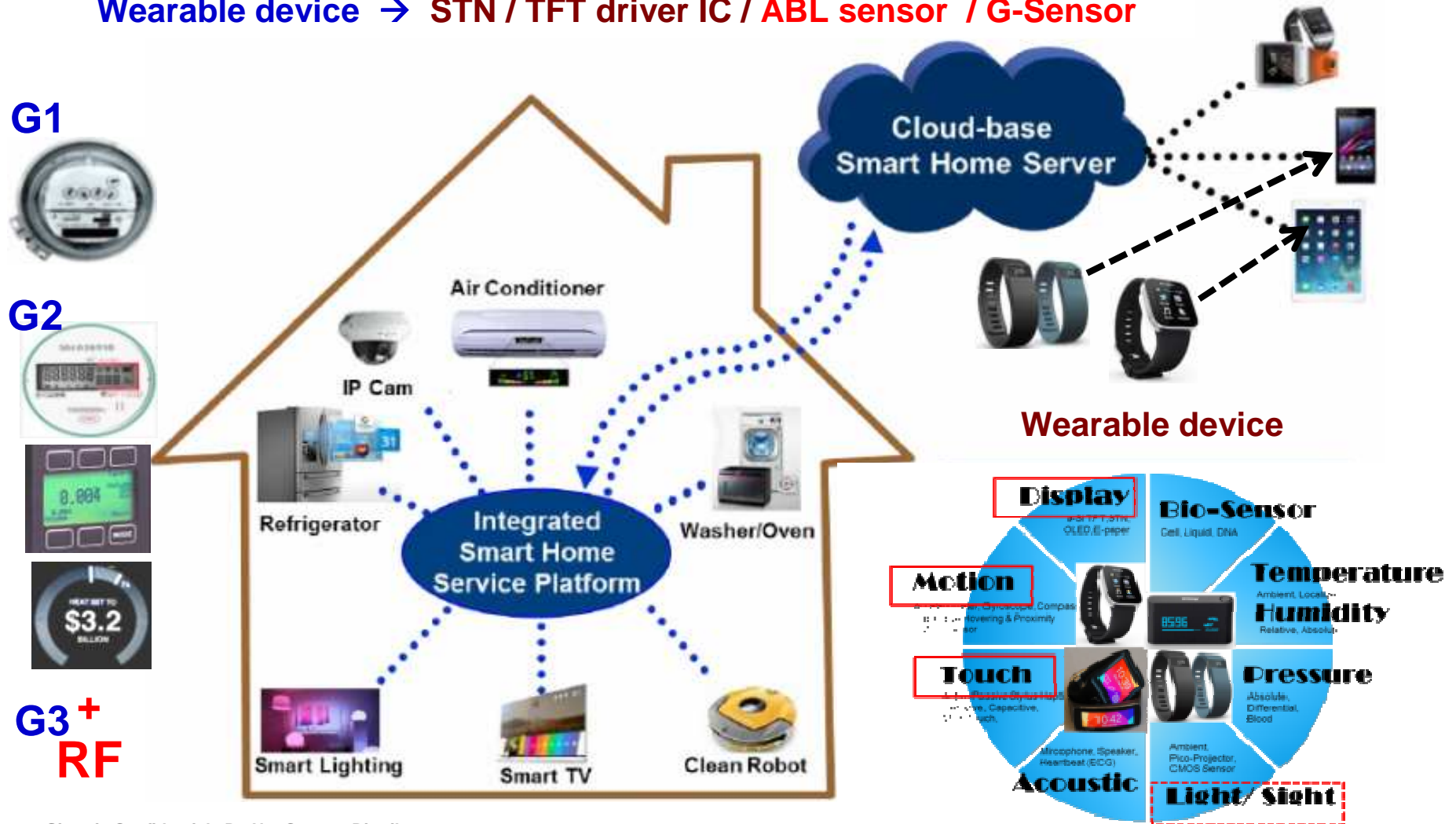


Internet of things (IOT) _ 物聯網相關應用

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

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

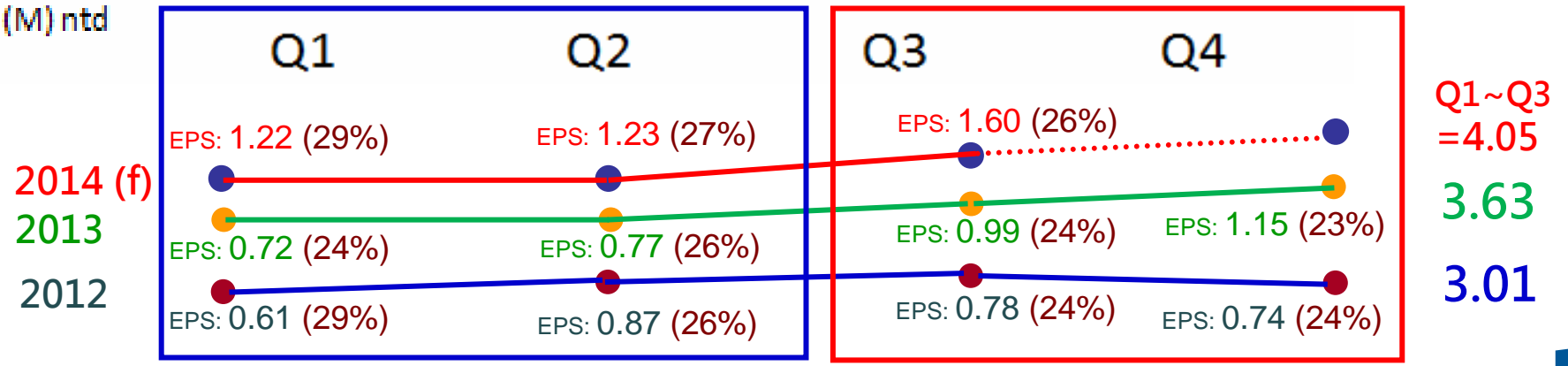
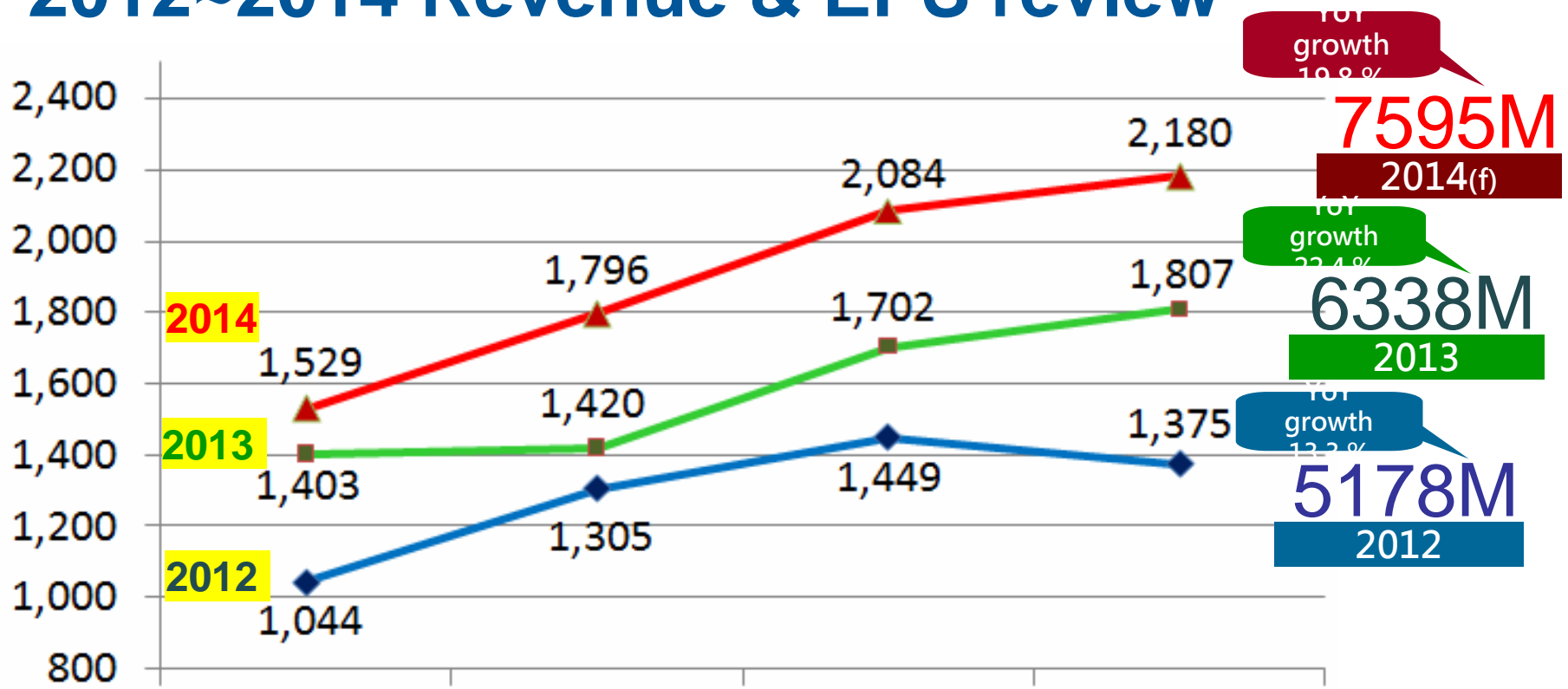
Wearable device → STN / TFT driver IC / ABL sensor / G-Sensor



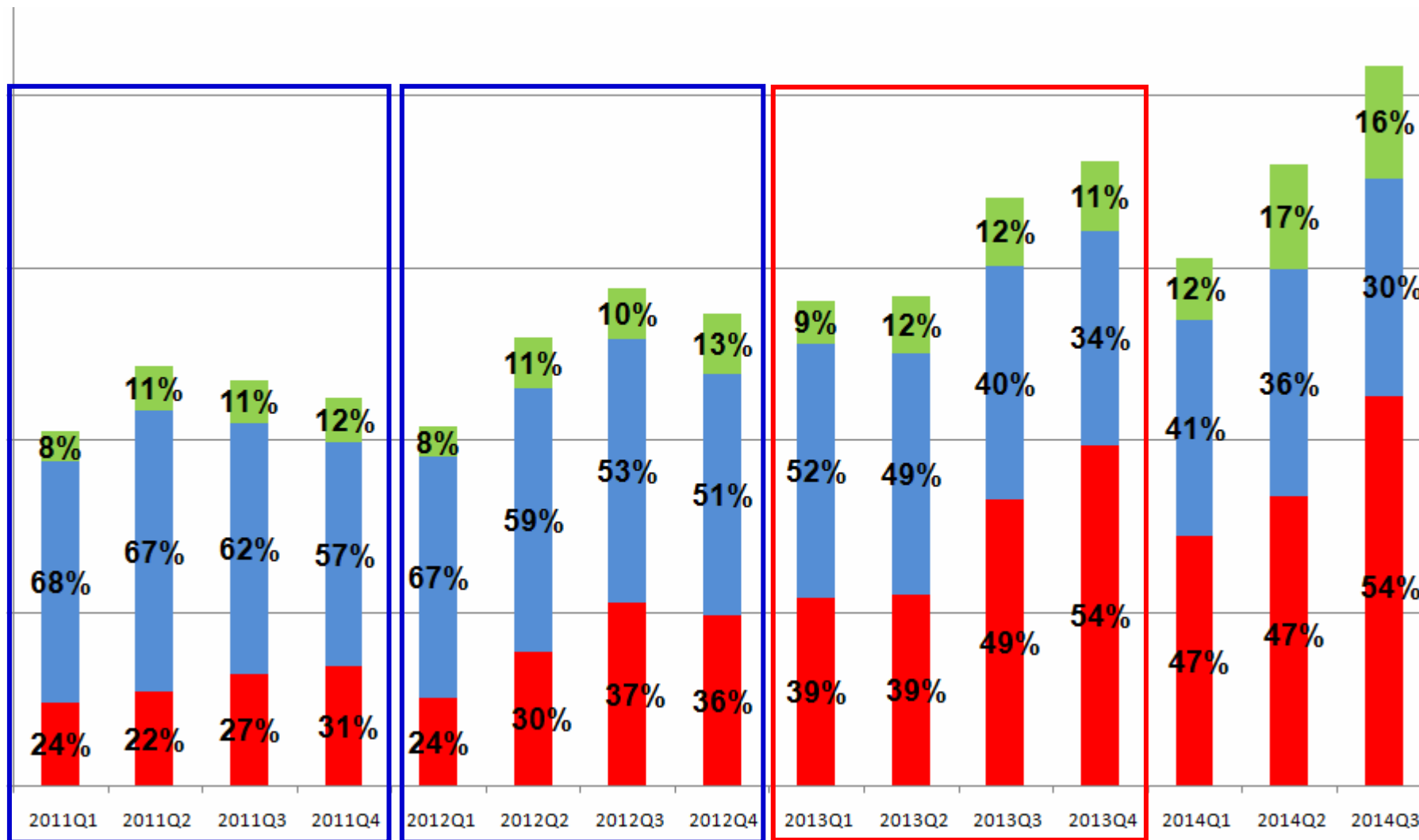
2014~2015 Monthly revenue review

(K) ntd	2013	Quarterly amount	2014	YoY Month	Quarterly amount	2015	YoY Month	Quarterly amount	MoM
1	481,202		553,150	15.0%		790,106	42.8%		6.6%
2	360,529		416,200	15.4%					
3	562,878	1,404,609	560,904	-0.4%	1,530,254				
4	514,822		612,759	19.0%					
5	470,939		610,847	29.7%					
6	436,088	1,421,849	574,885	31.8%	1,798,491				
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%					

2012~2014 Revenue & EPS review



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



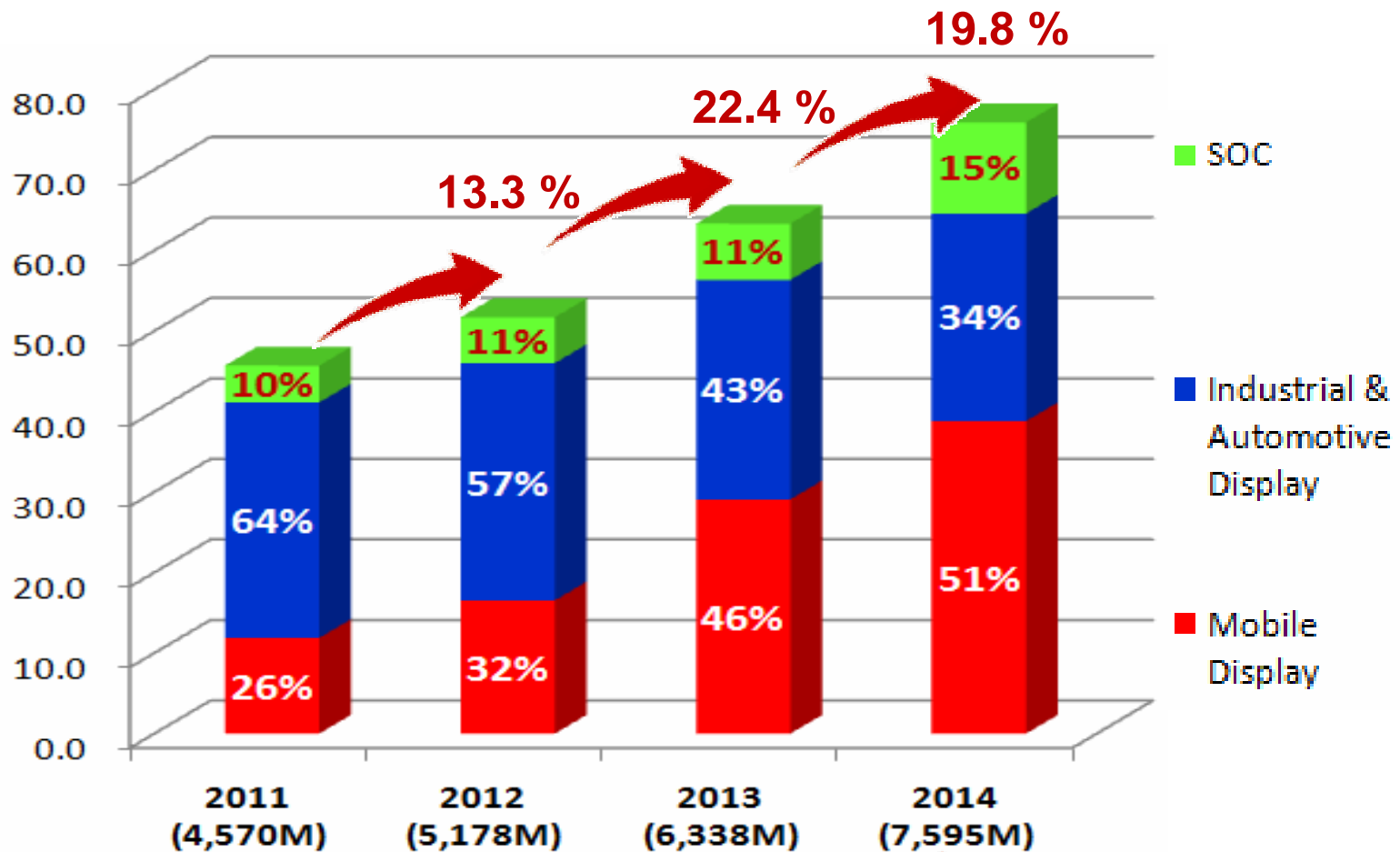
2011

2012

2013

1530M
1798M
2085M
2014

2014/5 Growth energy → Mobile DDI + SOC



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

Q1~Q3 = 4.05

2014 (f)

Thank you



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