

2015Q1 Investor conference

Strategic marketing
Jacky Chou (周德雲)

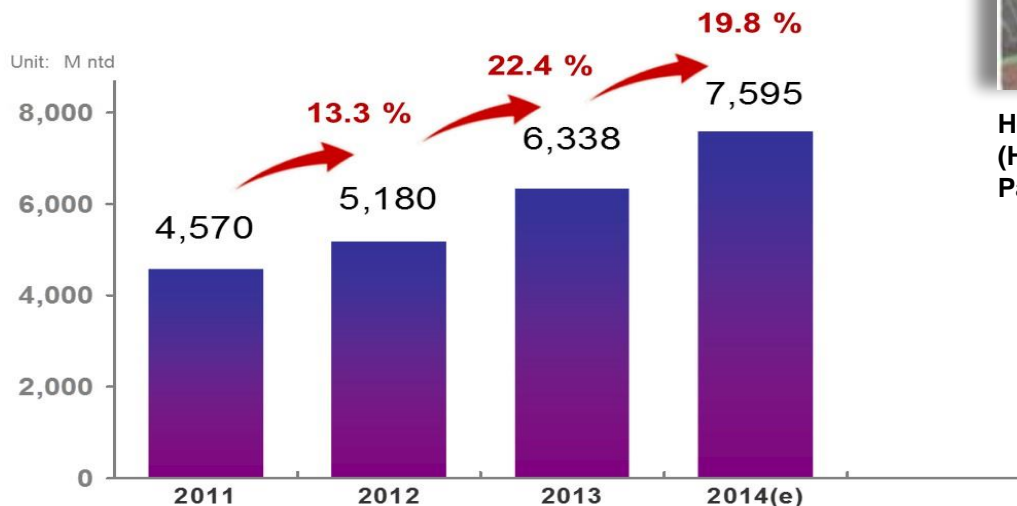


Brief Company Overview

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

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



Sitronix

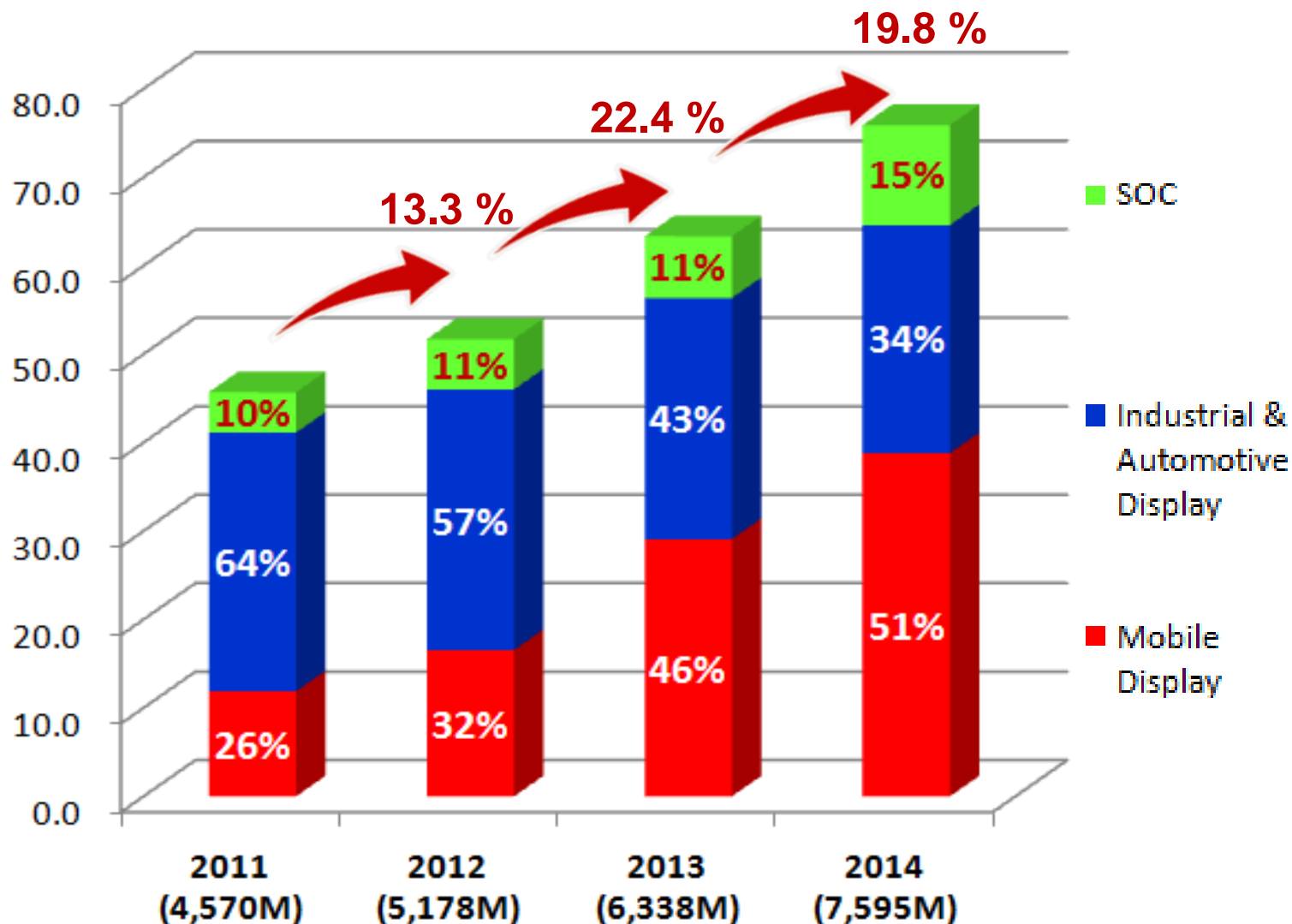
Subsidiaries

mCore

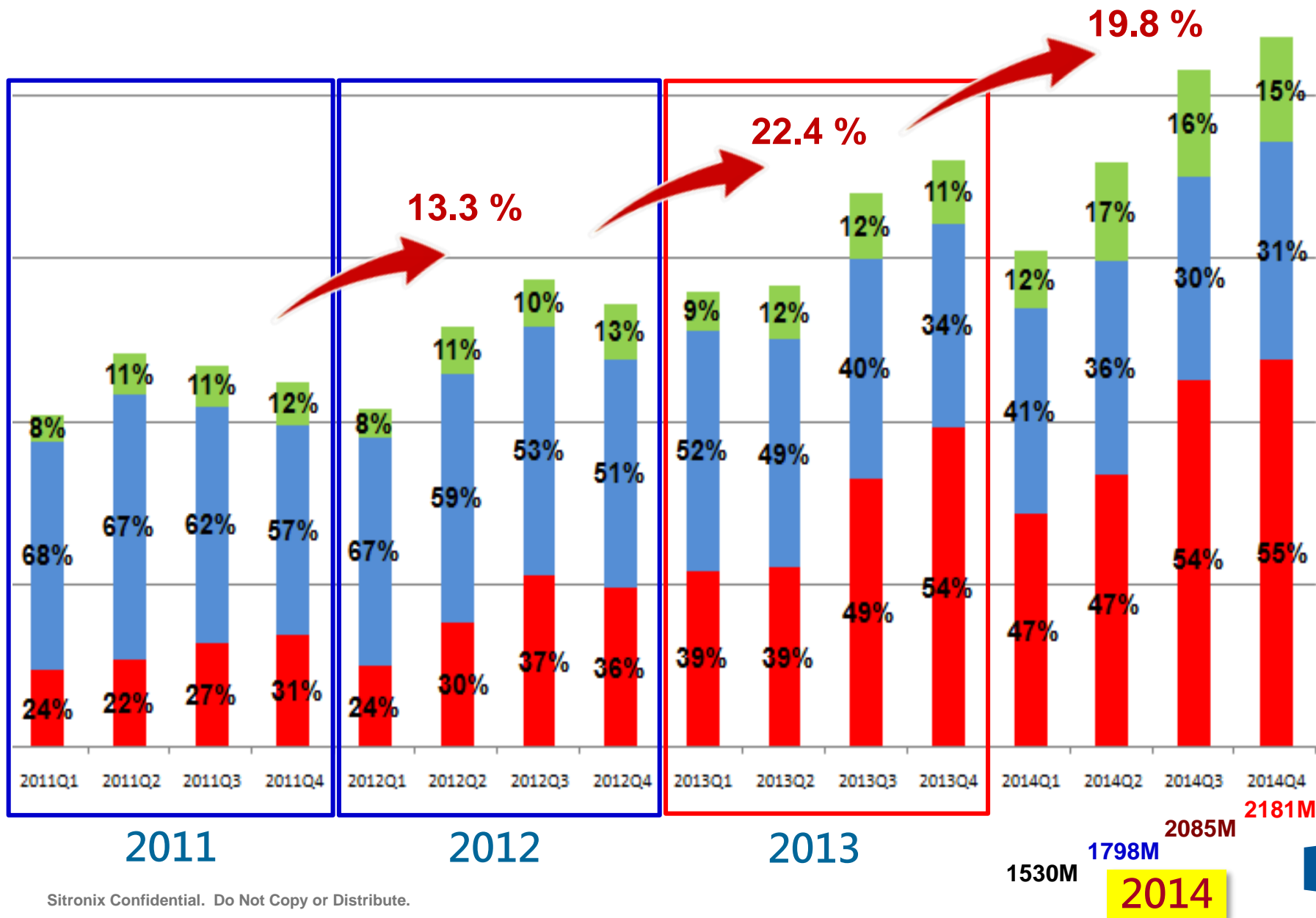
infinno

sensortek

Revenue by product mix (營業額_依產品組合)



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



Mobile display driver IC (手機顯示器)

Feature phone → Wearable / Health care / Sports devices



Small size DDI :

QQVGA(160x120) / **QCIF**(220x176) / **QVGA**(320x240) / **WQVGA**(400x240)
→ 400M /pcs (2013) → > 450M /pcs (2014)

Smartphone → more Smartphone



Smartphone DDI – 2014 :

WVGA(13Q4) → >30M / pcs (2014)

Smartphone DDI – 2015 :

HVGA_480x320 (14Q4 MP)
WVGA_800x480 (13Q4 MP)
HD720_1280x720 (14Q4 MP)

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 (鈺創) Products

8/16/32 bit MCU



-- DSP (Digital audio)



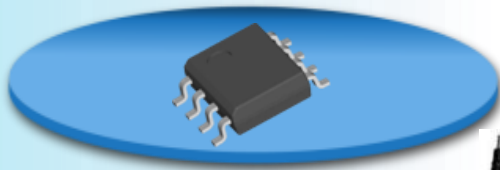
-- Card reader (e-Payment)



SOC

inFINNO (極創) Products

Power Management IC



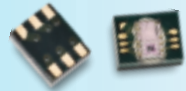
-- AC side Power management & PWM IC



SOC

sensortek (昇佳) Products - I

-- Light relative sensor



Ambient Light Sensor

(環境光傳感器)

CMOS Circuit

Optical Coating

Clean Compound



Proximity Sensor

(距離傳感器)

CMOS circuit

Optical Coating

Clean Compound

Black Compound

With IR LED



2012Q4 (MP)

Smartphone market

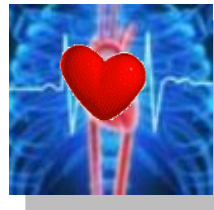


>80Mpcs (2014)

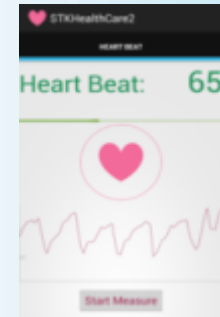
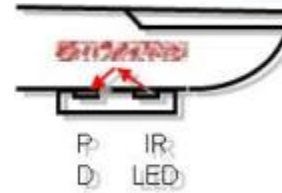
3 in 1 P-sensor for smartphone :

ALS + PS + IR LED

→ support Heart beat detection (心率偵測)



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
2014Q4
Smart phone market → MP

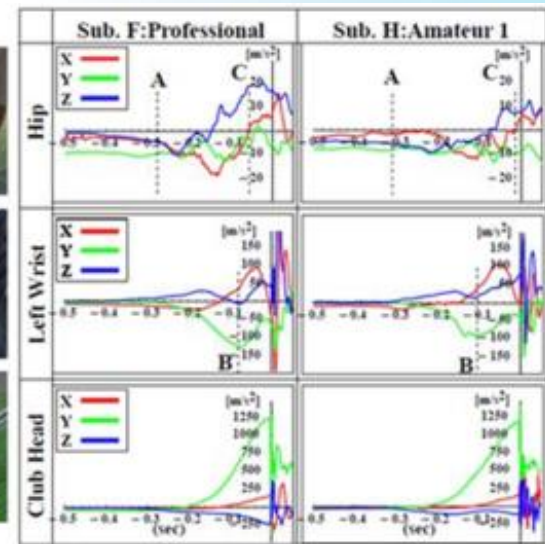
畫面旋轉

自動靜音

The diagrams show a smartphone screen rotating from portrait to landscape mode. Below, a diagram shows a smartphone lying flat with a red arrow pointing up labeled $Z = 1g$ and a red arrow pointing down labeled $Z = -1g$. To the right are two bar charts showing the Z-axis acceleration levels.

Diagram illustrating a golfer's motion with 3D coordinate systems (X, Y, Z) at different body points:

- 身體 (Body)
- 手腕 (Wrist)
- 桿頭 (Club Head)



Internet of things (IOT) _ 物聯網相關應用

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

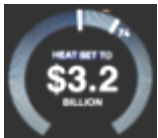
Smart Grid (Electric / water / Gas meter) → TN / STN driver IC

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

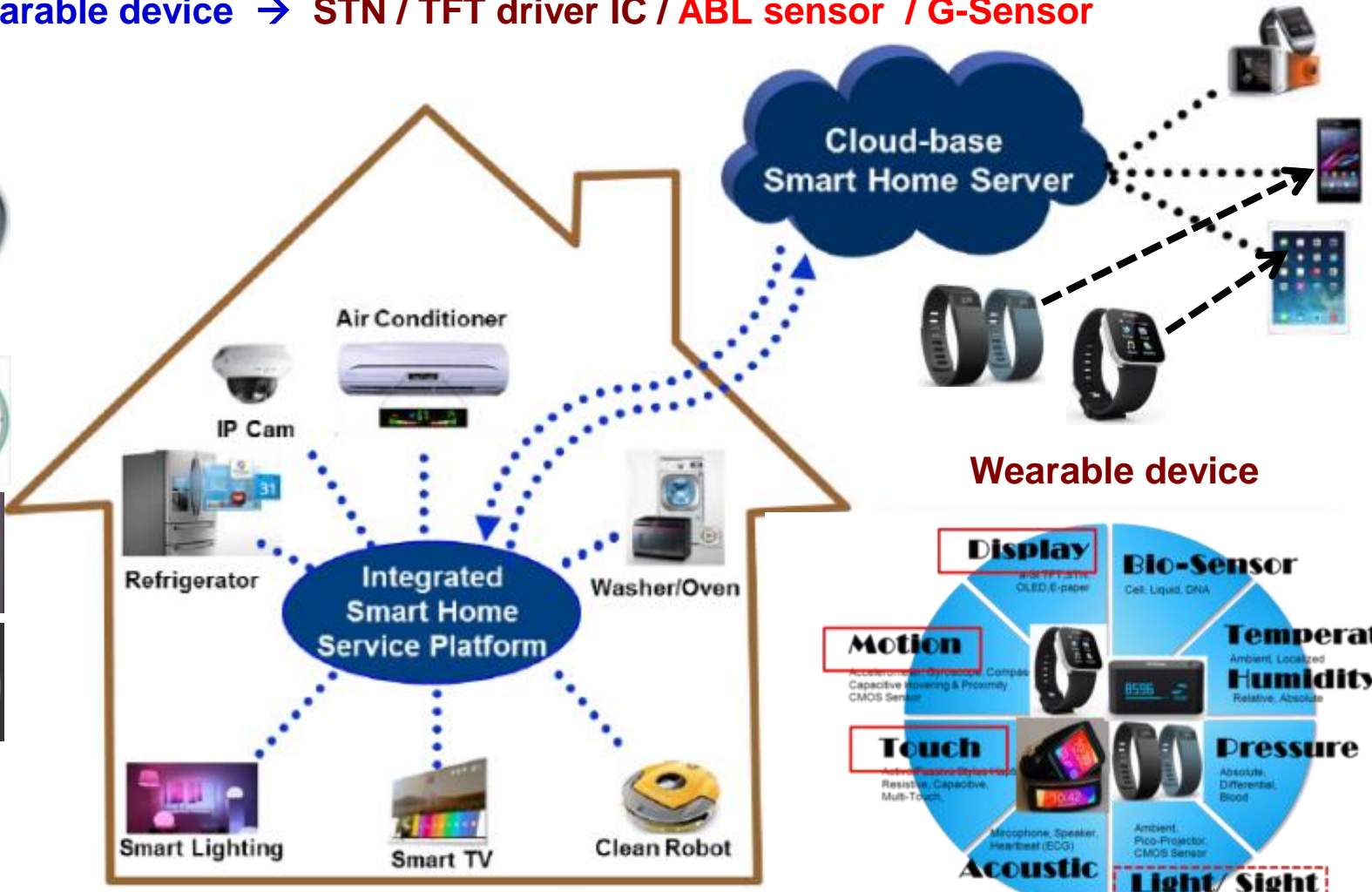
G1



G2



G3+
RF



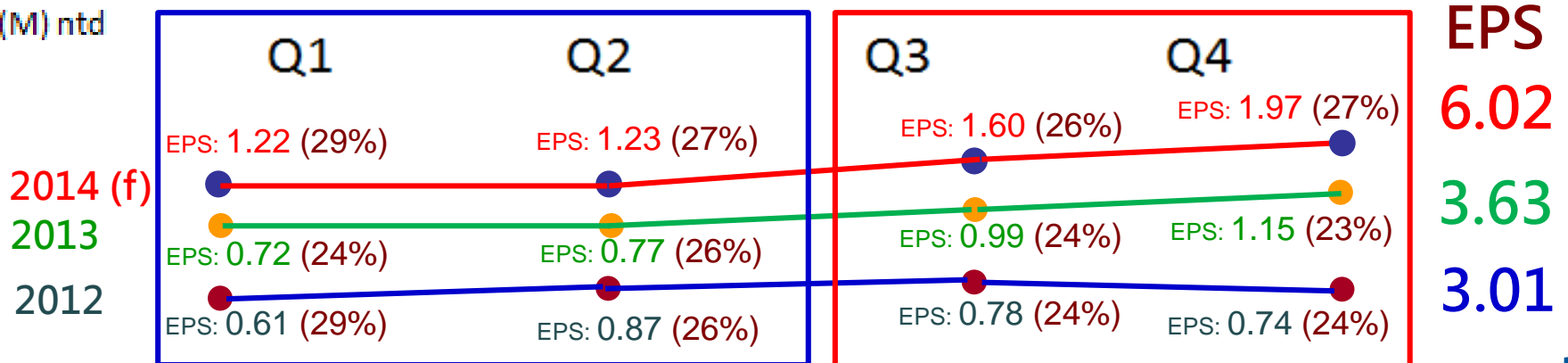
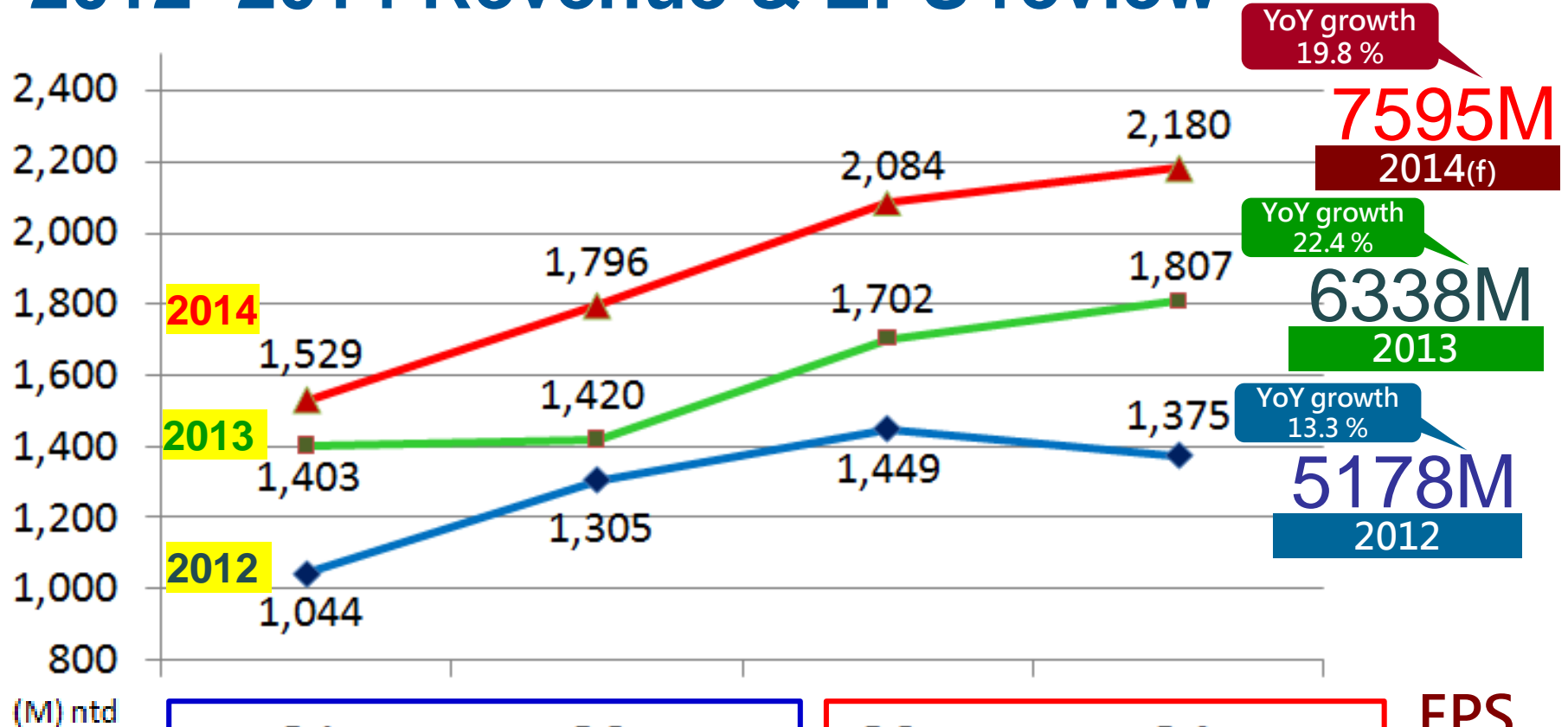
Wearable device



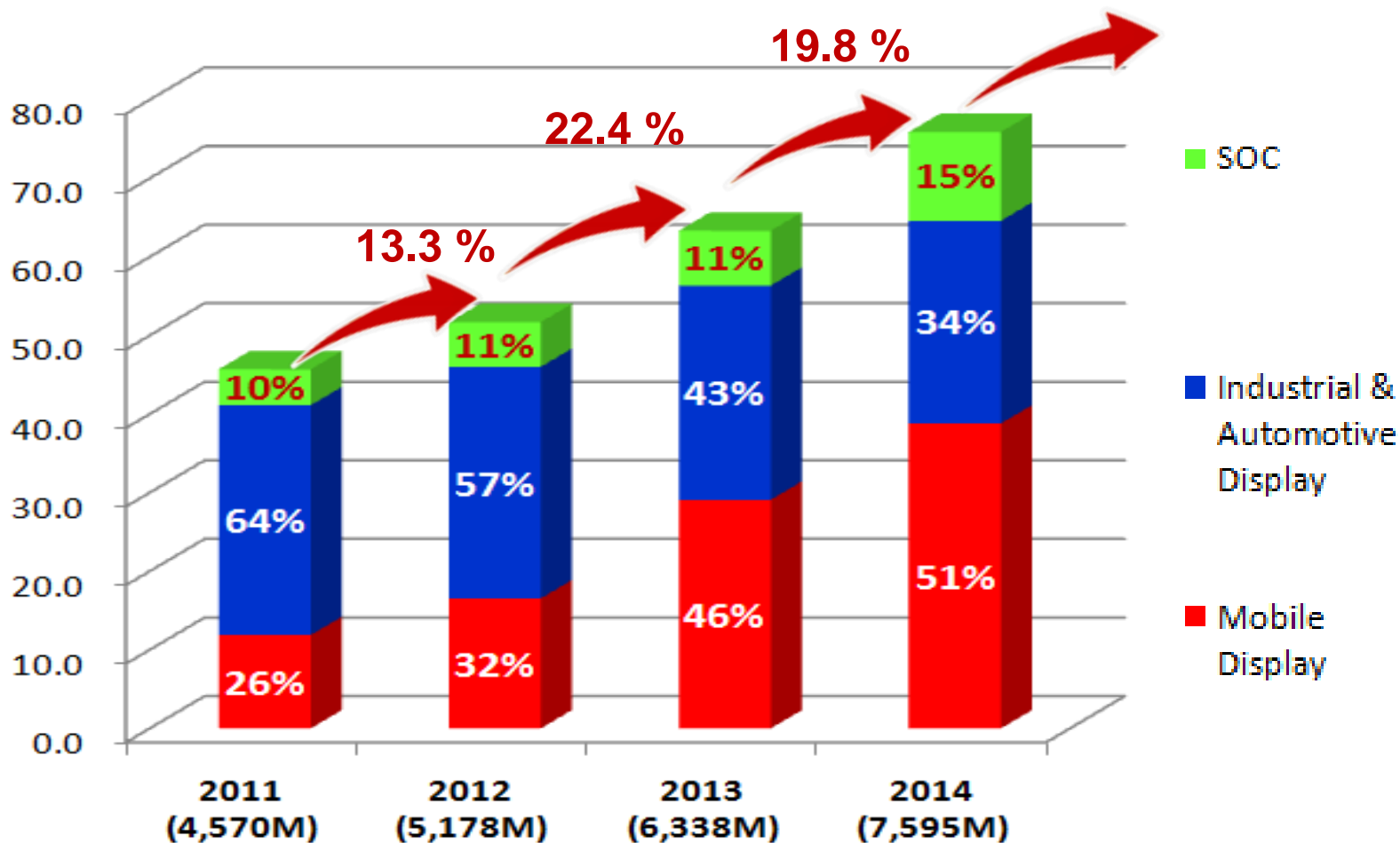
2014~2015 Monthly revenue review

(K) ntd	2013	Quarterly amount	2014	YoY Month	Quarterly amount	2015	YoY Month
1	481,202	1,404,609	553,150	15.0%	1,530,254	790,106	42.8%
2	360,529		416,200	15.4%		528,502	27.0%
3	562,878		560,904	-0.4%			
4	514,822	1,421,849	612,759	19.0%	1,798,491		
5	470,939		610,847	29.7%			
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%			

2012~2014 Revenue & EPS review



2014/5 Growth energy → Mobile DDI + SOC



	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



Strategic marketing:

Jacky Chou (周德雲)

Tel: +886-2-2659 1276 Ext: 2206

Mobile phone : +886 922 443 880

E-mail: jacky_chou@sitronix.com.tw

Web site: <http://www.sitronix.com.tw>



2014Q4 Consolidated income statement (合併營收季報)

單位:新台幣仟元(K ntd)

Item	4Q14		3Q14		2Q14		1Q14		2014 Total		4Q13		3Q13		2Q13		1Q13		2013 Total	
	Results		Results		Results		Results		Results		Results		Results		Results		Results		Results	
Net Sales (營業收入淨額)	2,181,372		2,085,033		1,798,491		1,530,254		7,595,150		1,807,739		1,703,466		1,421,849		1,404,609		6,337,663	
Gross Profit (銷貨毛利)	591,124	27%	539,932	26%	497,039	27%	437,647	29%	2,065,742	27%	412,950	23%	405,975	24%	364,254	26%	334,658	24%	1,517,837	24%
Operating Expense (營業費用)	385,002	18%	335,410	16%	311,214	17%	285,622	19%	1,317,248	17%	287,518	16%	278,217	16%	275,136	19%	269,137	19%	1,110,008	18%
Operating Income (營業淨利)	206,122	9%	204,522	10%	185,825	10%	152,025	10%	748,494	10%	125,432	7%	127,758	7%	89,118	6%	65,521	5%	407,829	6%
Income before Tax (稅前淨利)	269,520	12%	231,901	11%	177,955	10%	168,400	11%	847,776	11%	169,662	9%	144,429	8%	99,255	7%	86,962	6%	500,308	8%
Net Income (淨利)	237,017	11%	195,579	9%	146,576	8%	139,402	9%	718,574	10%	130,271	7%	107,960	6%	81,523	6%	73,636	5%	393,390	6%
EPS(元)	1.97		1.60		1.23		1.22		6.02		1.15		0.99		0.77		0.72		3.63	

2014

2013

註:採用 IFRS 編制基礎。

2014Q4 Consolidated Balance Sheet (合併資產負債表)

單位:新台幣仟元(K ntc)

Item	2014/12/31	2014/9/30	2014/6/30	2014/3/31	2013/12/31	2013/9/30	2013/6/30	2013/3/31
Total Assets (資產總計)	6,322,702	5,428,314	5,350,411	5,422,818	4,941,364	4,828,529	5,129,868	5,116,294
Current Assets (流動資產)	4,626,392	4,140,921	4,102,502	4,167,250	3,697,184	3,538,688	3,761,806	3,739,648
Cash & Equivalents (現金及約當現金)	1,198,436	1,461,285	839,208	1,232,547	979,279	689,088	706,933	1,082,328
AR (應收帳款)	913,775	894,974	753,387	707,720	748,912	749,082	715,027	761,190
Inventory (存貨)	1,048,468	935,256	1,213,008	1,332,576	1,099,663	1,446,562	1,573,619	1,040,876
Total Liability (負債總計)	2,232,944	1,607,721	1,698,321	1,575,554	1,276,364	1,301,225	1,695,243	1,498,342
AP (應付帳款)	964,759	812,049	675,301	794,596	606,823	668,812	843,900	923,313
Shareholder Eqt. (股東權益)	4,089,758	3,820,593	3,652,090	3,847,264	3,665,000	3,527,304	3,434,625	3,617,952

註:採用 IFRS 編制基礎。