

# 2014Q2 Investor conference

2014Q2

***Sitronix***

# Company overview

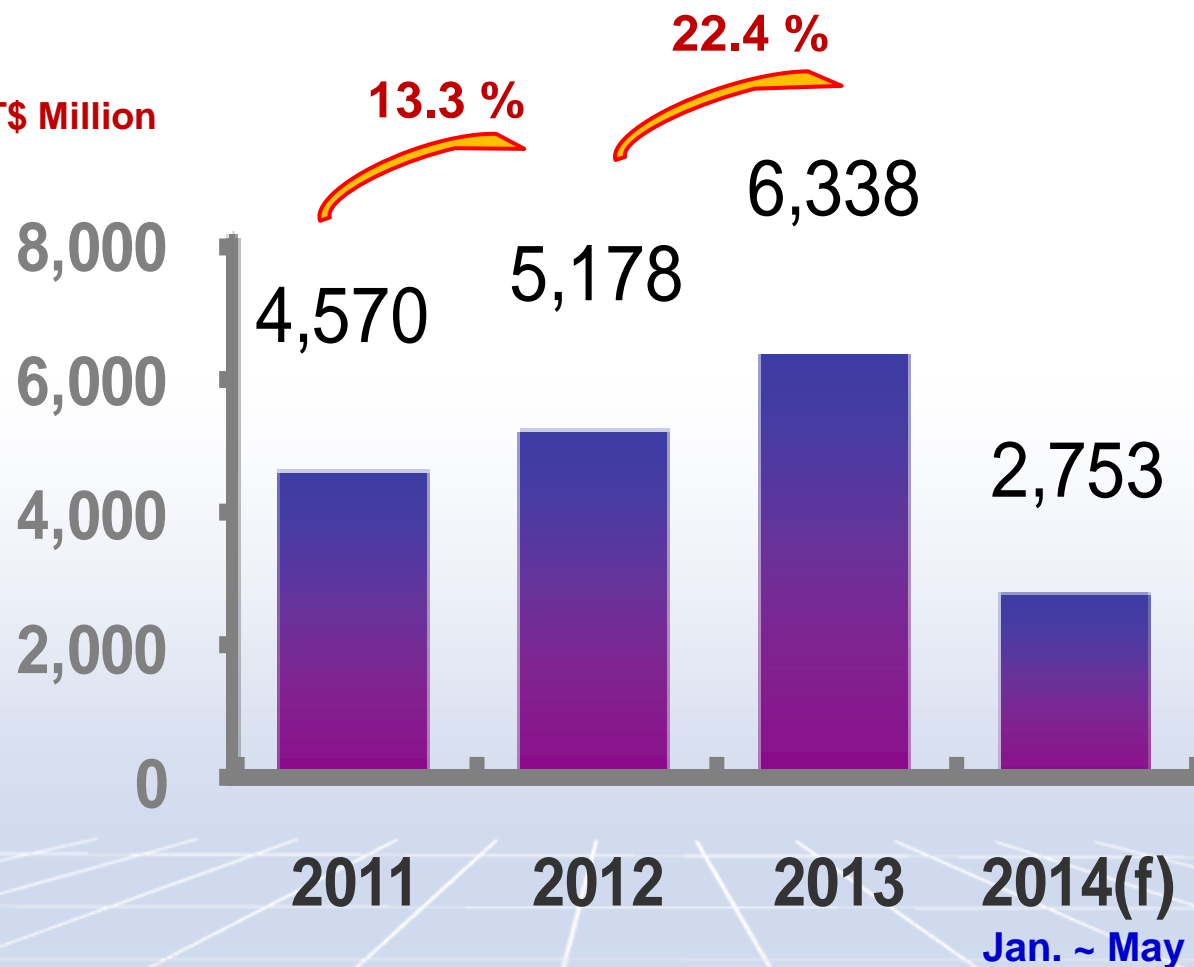
Company Name	<b>Sitronix Technology Corp.</b>
Established	<b>July 9,1998</b>
Capital	<b>41M USD</b> (USD/TWD=29)
Chairman and CEO	<b>Vincent Mao</b>
President	<b>William Wang</b>
Employees	<b>315 (Group: 480)</b>
Head office	<b>Hsinchu, Taiwan</b>
Sales office	<b>Taipei, Shenzhen, Shanghai</b>
IPO Listing	<b>December 25, 2003</b>



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

# Sitronix group revenue

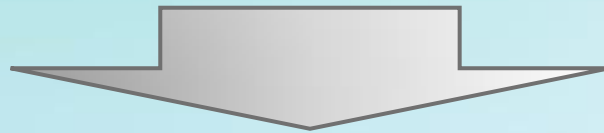
Unit: NT\$ Million



# Product Strategies (產品經營策略)

Expand niche market  
(拓展利基市場)

Control development resources  
(控管主流市場產品研發資源)



Increase profitability  
(提升獲利率)

Reduce market risk  
(降低市場風險)

# Sitronix Product Line

Mobile display

Industrial & Automotive display

SOC

Mobile Display Driver IC



Multimedia Display Driver IC

Medium-size TFT-LCD Driver IC

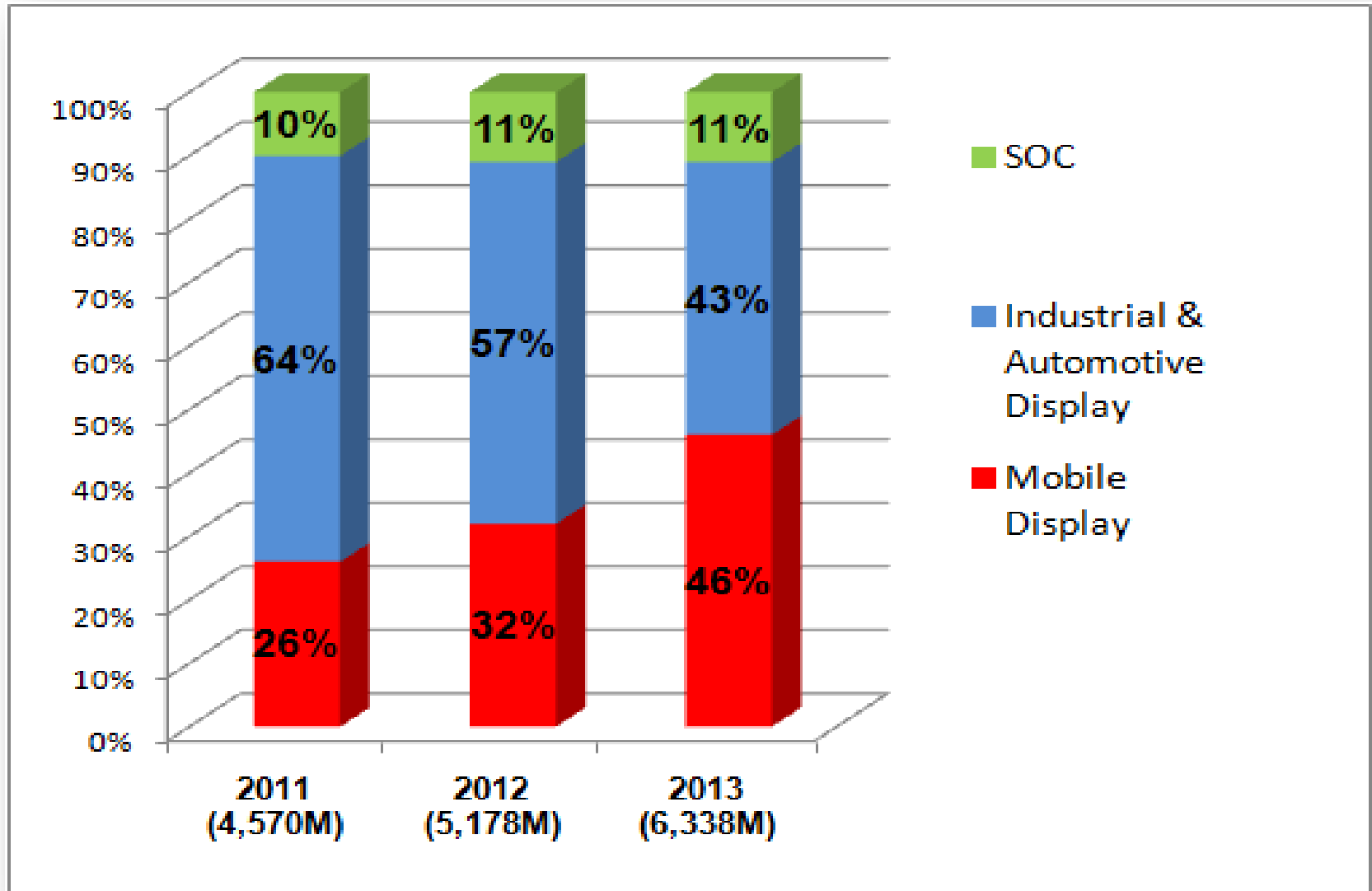
Industrial Display Driver IC

Automotive Display Driver IC

Projected Capacitive Touch Controller IC



# Revenue by product mix (YoY)



# Mobile display driver IC

Feature phone / Smartphone  
/ Wearable device



The world's largest supplier of  
Feature phone Driver IC

Shipment 40 million pcs/month

0 Cap

QQVGA, QCIF+, QVGA, WQVGA, HVGA

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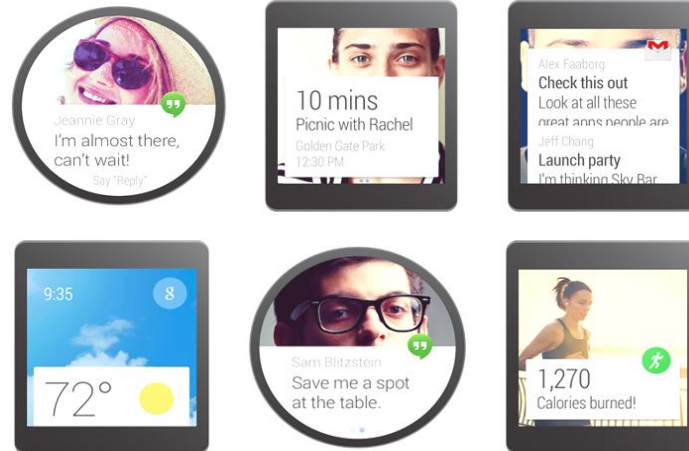


# Design-in projects @ smart watch display

产品类型	尺寸	分辨率	外形	显示技术
TFT	1.39"	240*240	方形	TN(半透反射型)
	1.45"	128*128	方形	TN(全透型)
	1.45"	184*184	方形	TN(半透反射型)
	1.42"	160*160	方形	TN(半透反射型)
	1.60"	240*240	方形	TN(半透反射型)
	2.00"	240*240	方形	TN(半透反射型)
	1.35"	240*240	圆形	TN(半透反射型)
	1.38"	220*220	圆形	TN(全透型)

## Android Wear Display resolution

**240x240 -- QVGA**  
**320x320 -- HVGA**



# 0 Cap

QQVGA, QCIF+, QVGA, WQVGA, HVGA  
σσλσν' σCIL+ σλσν' Mσλσν' Hλσν



# Industrial display driver IC

Office Automation/  
Home automation

Portable Medical Devices /  
Health Care Product

Industrial Instruments



# Automotive display driver IC -- Small size



Full dot  
(Graphic Type)



Character Type



Segment Type

Navigation Display

Headrest Monitor

Car Radio



Mono TFT



FS-COLOR

# Automotive display driver IC -- Medium size

## Automotive Display



## Automation Machine & Tablet





# SOC

# Sitronix subsidiaries & Touch BU

**mCore**

MCU/DSP



BT Boombox



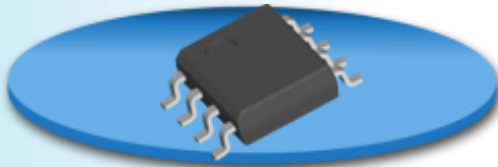
Docking



Soundbar

**infinno**

Power Management IC



**sensortek**

Sensor IC



Excellent gesture performance



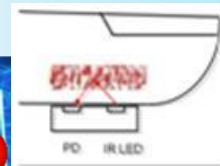
S/W daemon support



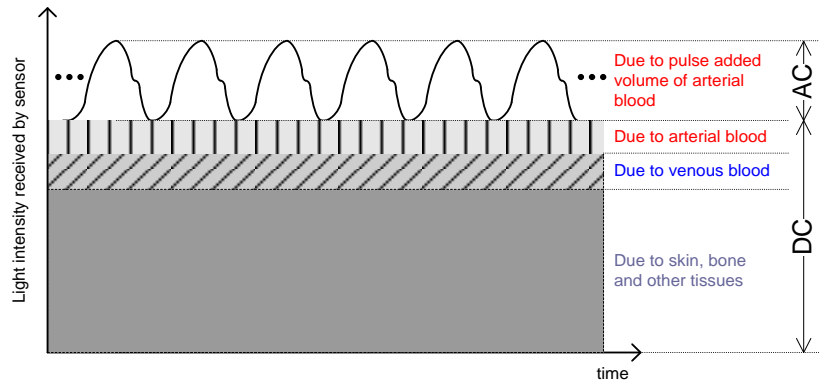
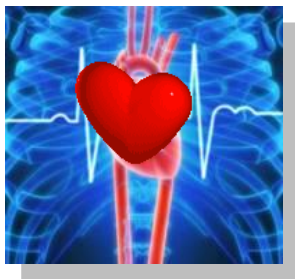
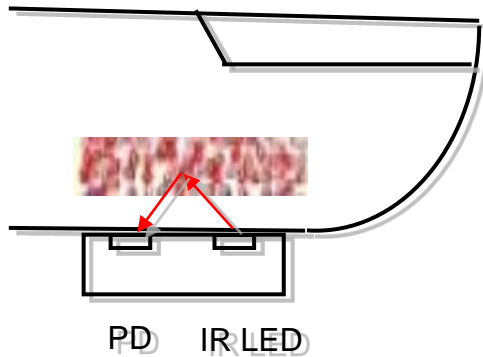
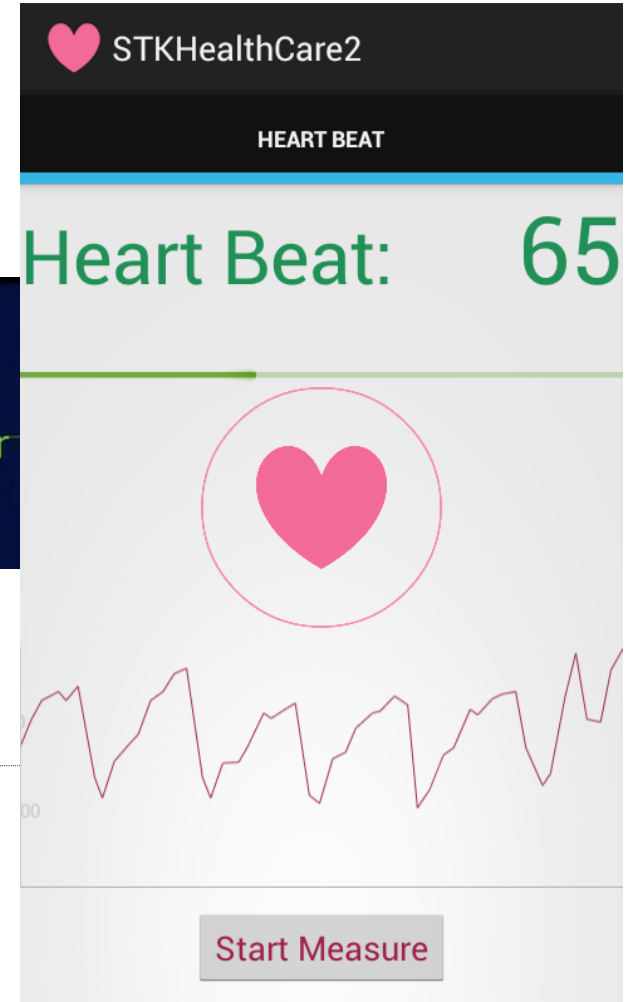
Over 99% accuracy rate



Heartbeat detector



# Heart beat detection by PS sensor



# 2013 monthly revenue

(K) ntd	2012	Quarterly amount	2013	YoY-Month growth	YoY- Month	Quarterly amount	YoY Quarter
1	266,627	1,045,300	481,202	214,575	80.5%	1,404,609	34.4%
2	333,127		360,529	27,402	8.2%		
3	445,546		562,878	117,332	26.3%		
4	417,302	1,306,942	514,822	97,520	23.4%	1,421,849	8.8%
5	419,977		470,939	50,962	12.1%		
6	469,663		436,088	-33,575	-7.1%		
7	468,403	1,449,936	533,193	64,790	13.8%	1,703,466	17.5%
8	498,367		559,603	61,236	12.3%		
9	483,166		610,670	127,504	26.4%		
10	448,360	1,375,965	611,181	162,821	36.3%	1,807,739	31.4%
11	481,062		587,379	106,317	22.1%		
12	446,543		609,179	162,636	36.4%		
<b>Total</b>	<b>5,178,151</b>		<b>6,337,663</b>	<b>1,159,512</b>		<b>YoY</b>	<b>22.4%</b>

註:採用 IFRS 編制基礎。

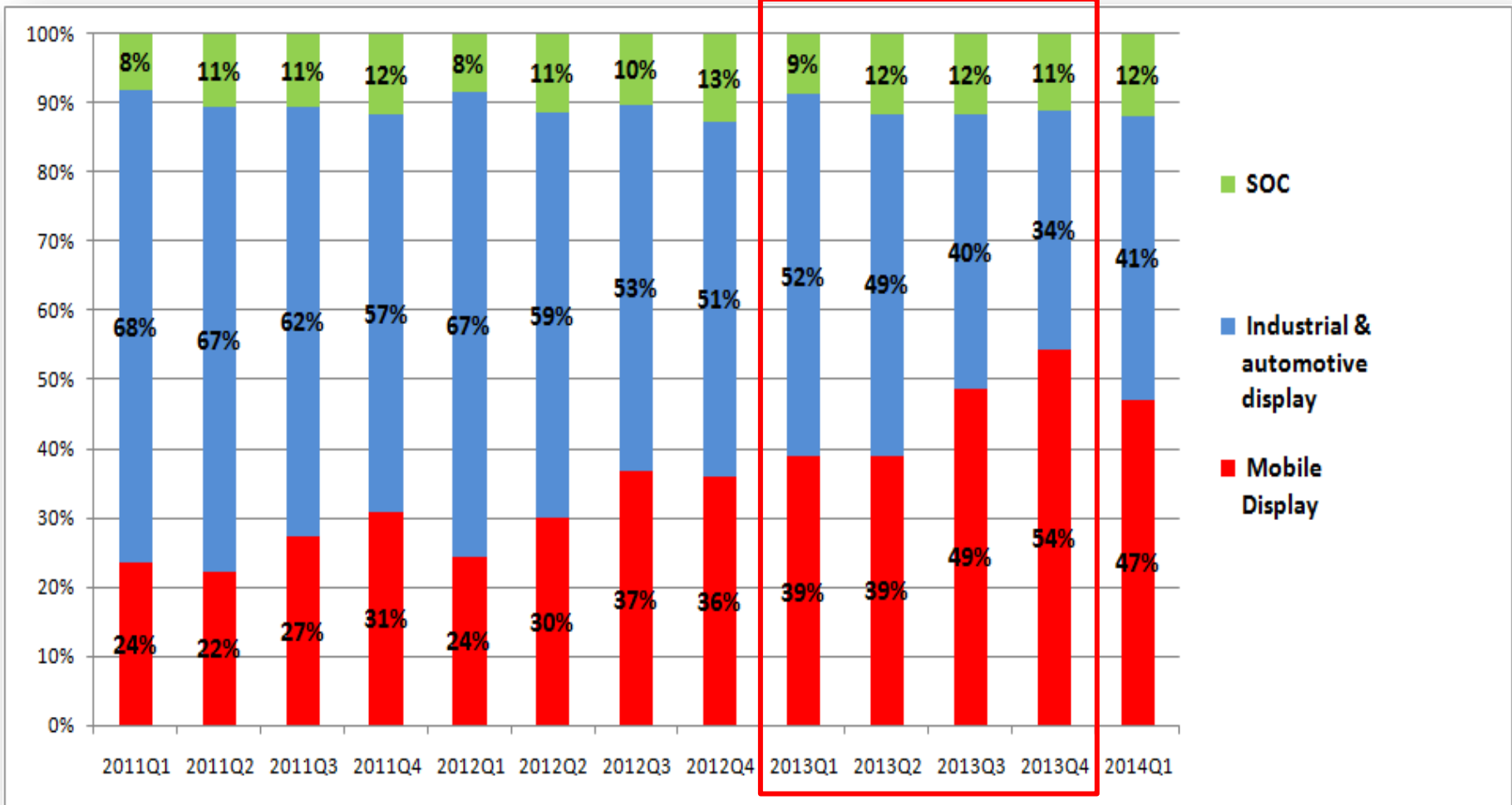
# 2014 monthly revenue

(K) ntd	2013	Quarterly amount	2014	YoY-Month growth	YoY Month	Quarterly amount	YoY Quarter
1	481,202	1,404,609	553,150	71,948	15.0%	1,530,254	8.9%
2	360,529		416,200	55,671	15.4%		
3	562,878		560,904	-1,974	-0.4%		
4	514,822	1,421,849	612,759	97,937	19.0%	0	0.0%
5	470,939		610,847	139,908	29.7%		
6	436,088		0	0	0.0%		
7	533,193	1,703,466	0	0	0.0%	0	0.0%
8	559,603		0	0	0.0%		
9	610,670		0	0	0.0%		
10	611,181	1,807,739	0	0	0.0%	0	0.0%
11	587,379		0	0	0.0%		
12	609,179		0	0	0.0%		
<b>Total</b>	<b>6,337,663</b>		<b>2,753,860</b>			<b>YoY</b>	

註:採用 IFRS編制基礎。



# Revenue by product mix (Quarterly)



# 1Q14 Consolidated income statement

單位:新台幣仟元(K ntd)

Item	1Q14		QoQ	4Q13		QoQ	3Q13		QoQ	2Q13		QoQ	1Q13	
	Results			Results			Results			Results			Results	
Net Sales (營業收入淨額)	1,530,254		-15%	1,807,739		6%	1,703,466		20%	1,421,849		1%	1,404,609	
Gross Profit (銷貨毛利)	437,647	29%	6%	412,950	23%	2%	405,975	24%	11%	364,254	26%	9%	334,658	24%
Operating Expense (營業費用)	285,622	19%	-1%	287,518	16%	3%	278,217	16%	1%	275,136	19%	2%	269,137	19%
Operating Income (營業淨利)	152,025	10%	21%	125,432	7%	-2%	127,758	7%	43%	89,118	6%	36%	65,521	5%
Income before Tax (稅前淨利)	168,400	11%	-1%	169,662	9%	17%	144,429	8%	46%	99,255	7%	14%	86,962	6%
Net Income (淨利)	139,402	9%	7%	130,271	7%	21%	107,960	6%	32%	81,523	6%	11%	73,636	5%
EPS(元)	1.22			1.15			0.99			0.77			0.72	

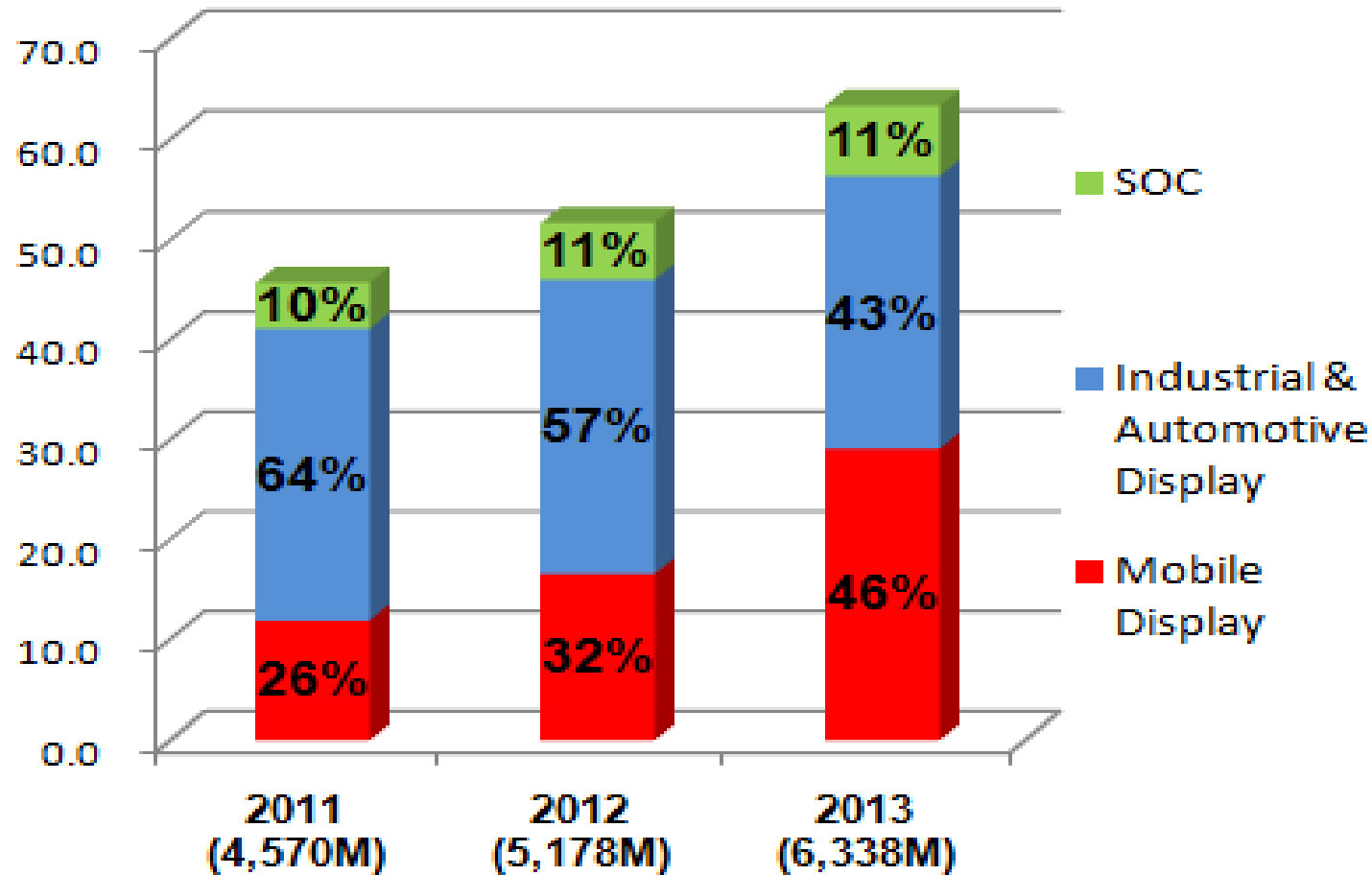
註:採用 IFRS編制基礎。

# Gross margin trend 2009~2012



# Revenue by product mix (YoY)

Unit:  
100M NTD



# Dividend policy - High cash dividend

NTD	2009	2010	2011	2012	2013
EPS	3.92	4.19	2.48	3.01	3.63
Cash	2	2.3	2	2.5	3.0
Stock	0.2	0	0	0	0
Total	2.2	2.3	2	2.5	3.0

# Q&A

# Thank You

