

Q2 2015 Investor Conference

Strategic Marketing
Jacky Chou



Brief Company Overview

Company Name **Sitronix Technology Corp.**

Established **July 9, 1998**

Market capitalization **300M USD**

Chairman and CEO **Vincent Mao**

President **William Wang**

Employees **320 (Group: 520)**

Head office **Hsinchu, Taiwan**

Sales office **Taipei, Shenzhen, Shanghai**

IPO Listing **December 25, 2003**



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

Subsidiaries



Product Strategy

Mobile display

Industrial & Automotive display

SOC

Mobile
Display
Driver IC

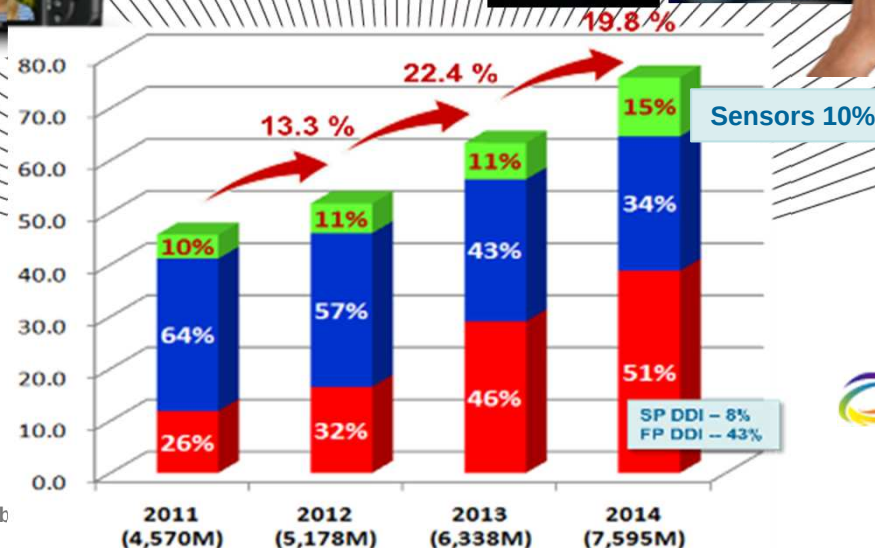
Industrial
Display
Driver IC

Automotive
Display
Driver IC

Touch
Controller IC



Subsidiaries
FORCELEAD (89.97%)



Subsidiaries
mCore (87.12%)
infino (45.76%)
sensortek (69.53%)

Mobile Display Driver IC

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 (14 Q4 MP) - Zero Cap.

WVGA_800x480 (13 Q4 MP)

HD720_1280x720 (14 Q4 MP)



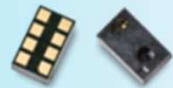
SOC



-- Light relative sensors



Ambient Light Sensor
CMOS Circuit



Proximity Sensor
CMOS circuit



2012 Q4 (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

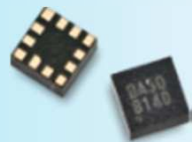
ALS + P-sensor with gesture (IR LED)

→ supports 2D gesture control

→ supports 4D gesture control

P-sensor with small sensor hole

ALS + P-sensor (Laser)



Accelerometer
CMOS Circuit
MEMS Process

2013Q4(MP)

Tablet PC market

→ > 20M pcs (2014)

2014Q4(MP) ~ 2015
Smart phone market

Industrial & Auto Display Driver IC

Industrial DDI :
2014 → > 250M pcs

2014 → > 250M pcs



Medical devices
Health care products
Wearable & sport devices



Automotive DDI :

< 6 inch display



7~ 9 inch display



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	-	-

Internet of things (IOT)

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



Wearable applications -- Smart watch display



Android wear OS
supported display resolution

240x240 -- QVGA

320x320 -- HVGA

0 Cap

QQVGA, QCIF+, QVGA, WQVGA, HVGA

Size 1.6 inch

Display 240*240 / TFT

CPU MT2502 (MTK)

OS Supported iOS & Android

Pirce ¥600 rmb

Zero Cap solution



0 components on FPC

Conventional LCD module



2~20 components on FPC

Zero Cap advantage :

- Competitive BOM cost
- Low processing cost
- Short lead time
- high reliability

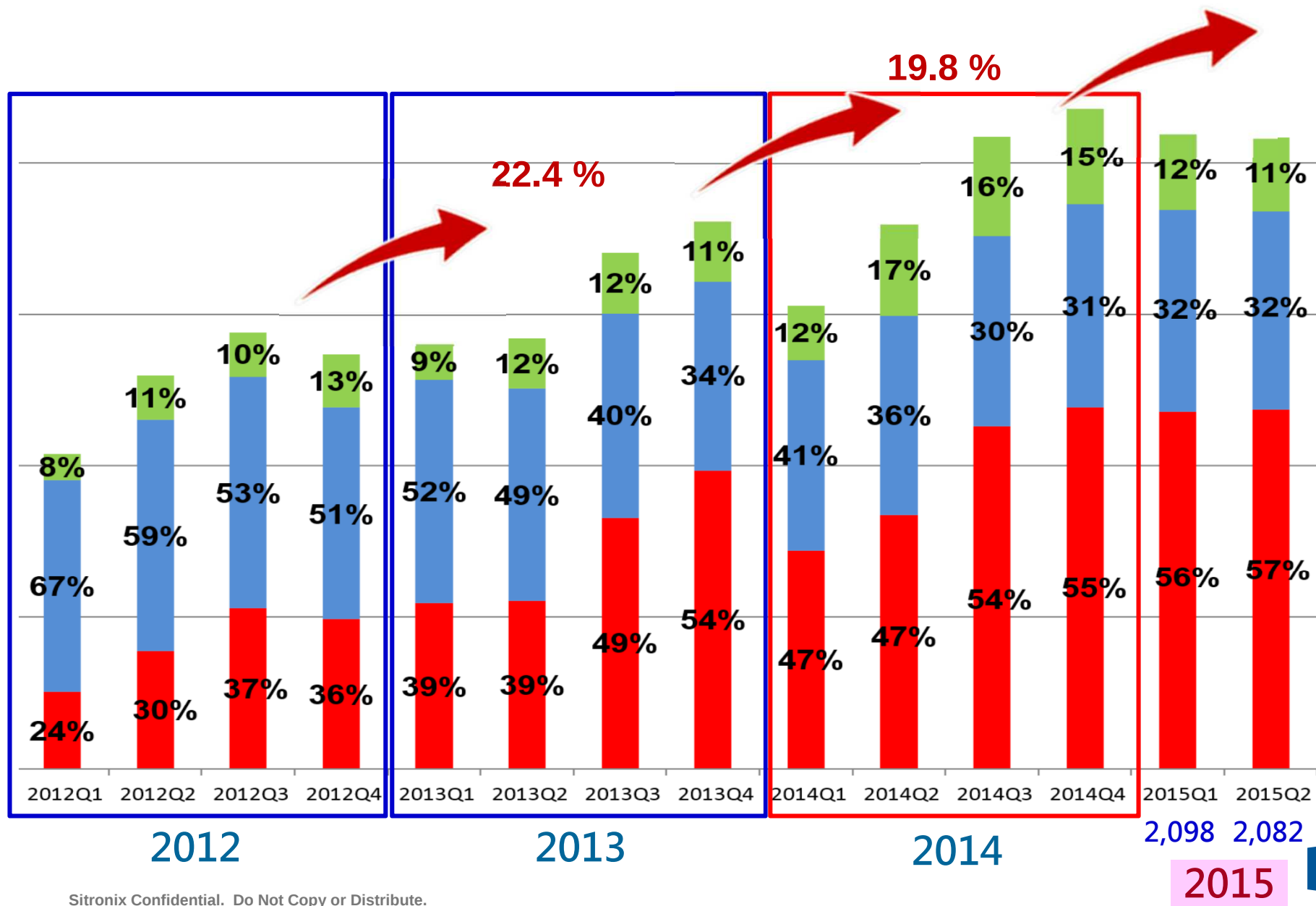
2014 - 2015 monthly revenue

(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%		770,813	21.8%		
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%				Jan. ~ Jul	25.0%

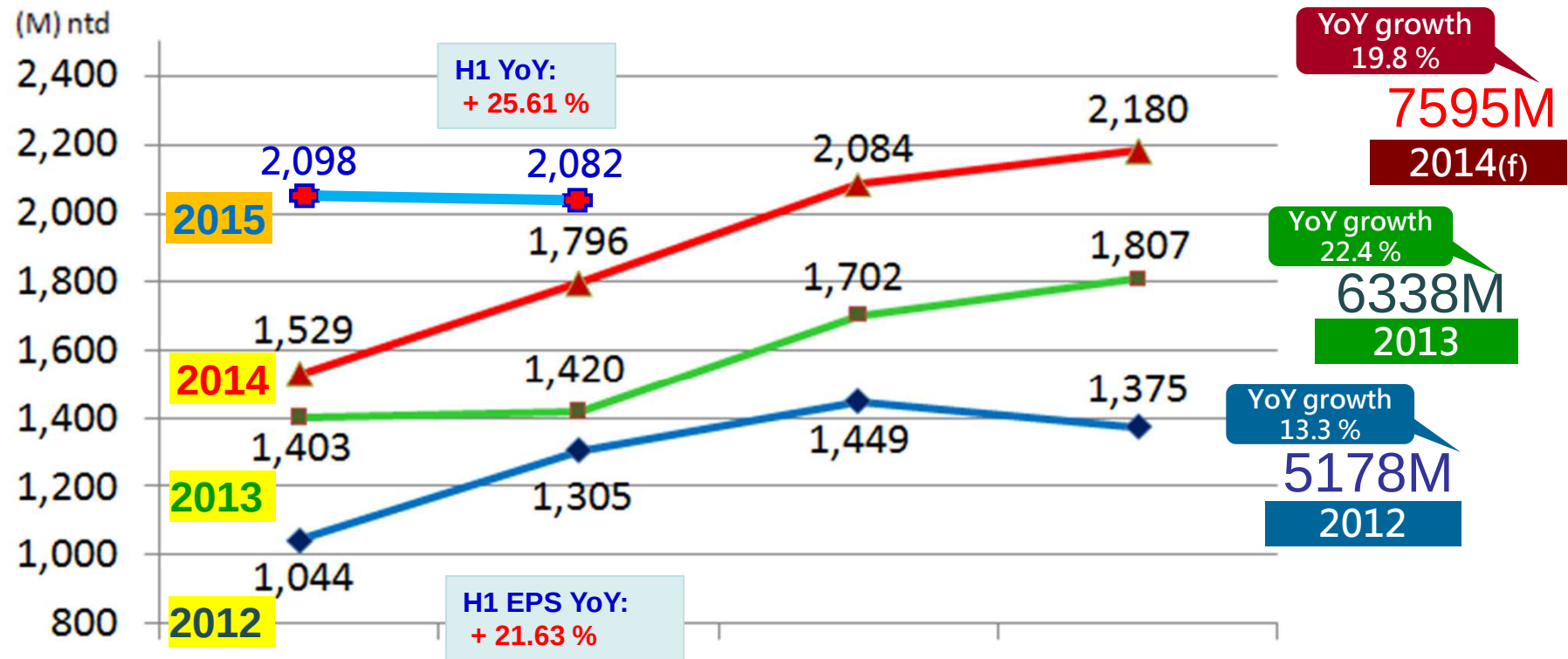
Unit: NTD thousand

Accounting standard: IFRS

Revenue by product (quarterly)

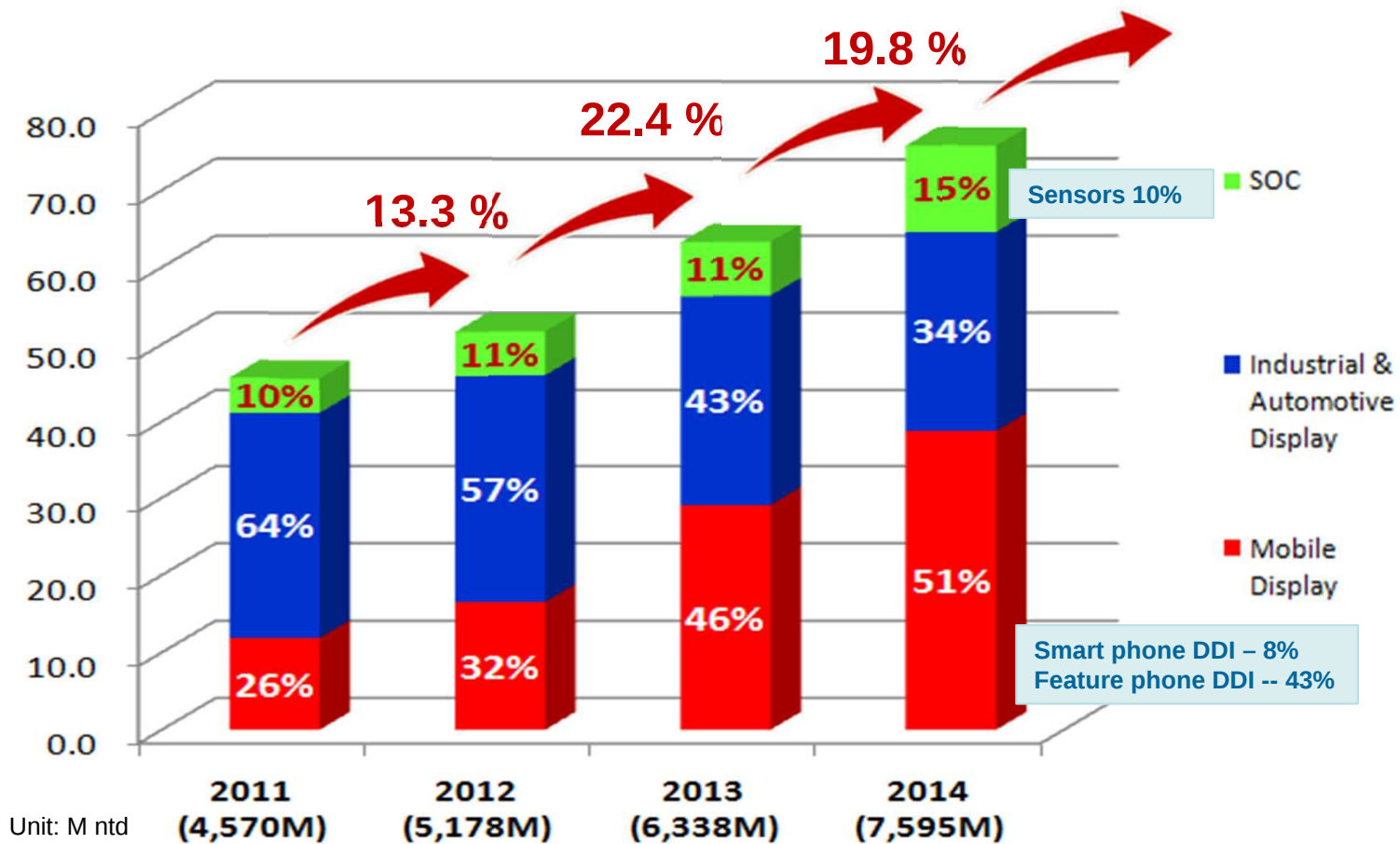


2012 - 2014 Revenue & EPS



Year	Q1		Q2		Q3		Q4		Annual	
	EPS	GM	EPS	GM	EPS	GM	EPS	GM	EPS	GM
2015	1.65	29%	1.33	25%						
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 (P + G sensors)



	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

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Q2 2015 consolidated income statement

Item	2Q15		1Q15		2015 1-6	4Q14		3Q14		2Q14		1Q14		2014 Total	
	Results		Results			Results		Results		Results		Results			
Net Sales (營業收入淨額)	2,082,764		2,098,675		4,181,439	2,181,372		2,085,033		1,798,491		1,530,254		7,595,150	
Gross Profit (銷貨毛利)	525,675	25%	609,386	29%	1,135,061	591,124	27%	539,932	26%	497,039	27%	437,647	29%	2,065,742	27%
Operating Expense (營業費用)	350,335	17%	366,214	18%	716,549	385,002	18%	335,410	16%	311,214	17%	285,622	19%	1,317,248	17%
Operating Income (營業淨利)	175,340	8%	243,172	11%	418,512	206,122	9%	204,522	10%	185,825	10%	152,025	10%	748,494	10%
Income before Tax (稅前淨利)	179,122	8%	241,853	12%	420,975	269,520	12%	231,901	11%	177,955	10%	168,400	11%	847,776	11%
Net Income (淨利)	153,078	7%	197,709	9%	350,787	237,017	11%	195,579	9%	146,576	8%	139,402	9%	718,574	10%
EPS(元)	1.33		1.65		2.98	1.97		1.60		1.23		1.22		6.02	

2015

2014

Unit: NTD thousand (except EPS)
Accounting standard: IFRS

Q2 2015 consolidated balance sheet

Item	2015/6/30	2015/3/31	2014/12/31	2014/9/30	2014/6/30	2014/3/31
Total Assets (資產總計)	7,299,798	6,788,601	6,322,702	5,428,314	5,350,411	5,422,818
Current Assets (流動資產)	5,614,364	5,058,980	4,626,392	4,140,921	4,102,502	4,167,250
Cash & Equivalents (現金及約當現金)	1,260,175	1,285,325	1,198,436	1,461,285	839,208	1,232,547
AR (應收帳款)	943,147	994,373	913,775	894,974	753,387	707,720
Inventory (存貨)	1,759,585	1,317,271	1,048,468	935,256	1,213,008	1,332,576
Total Liability (負債總計)	3,487,090	2,509,965	2,232,944	1,607,721	1,698,321	1,575,554
AP (應付帳款)	1,293,716	1,054,514	964,759	812,049	675,301	794,596
Shareholder Eqt. (股東權益)	3,812,708	4,278,636	4,089,758	3,820,593	3,652,090	3,847,264

註:採用 IFRS編制基礎。

Unit: NTD thousand
Accounting standard: IFRS

SOC

Touch Products

Industrial

Automotive

Smartphone

Supports touch + DDI total solution

C-Touch

- CID
- Audio
- Rear-Seat Entertainment Systems

STN / Mono TFT

- Audio
- Dashboard

Color TFT

- Central Information Display (CID)
- Navigation
- Rear-Seat Entertainment Systems

In-cell touch → TDDI

- Smartphone display driver with touch

SOC



(鈇創)

Products

8/16/32 bit MCU



-- DSP (Digital audio)



-- Card reader (e-Payment)



SOC



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Products

Power Management IC

