

Q3 2015 Investor Conferences

Strategic Marketing Manager

Jacky Chou 周德雲

Investor Relations Officer

Vivian Mao 毛廷方



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: 540)**

Head office **Hsinchu, Taiwan**

Sales office **Taipei, Shenzhen, Shanghai**

IPO Listing **December 25, 2003**



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

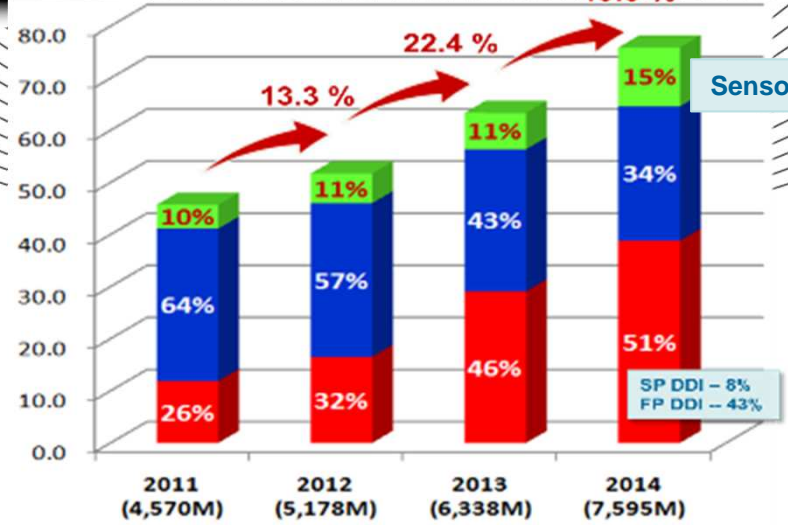
Subsidiaries



Product Strategy



Subsidiaries
FORCELEAD (89.97%)



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

SP DDI - 8%
 FP DDI - 43%

Mobile Display Driver ICs

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 :

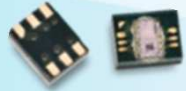
HVGA_480x320 (14 Q4 MP) - Zero Cap.
WVGA_800x480 (13 Q4 MP)
HD720_1280x720 (14 Q4 MP)



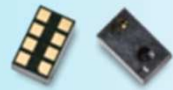
SOC



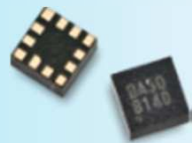
-- Light relative sensors



Ambient Light Sensors
CMOS Circuit



Proximity Sensors
CMOS circuit



Accelerometers
CMOS Circuit
MEMS Process

Q4 2012 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)



-- MEMS sensors

Q4 2013 MP

Tablet PC market

→ > 20M pcs (2014)



Q4 2014 MP → 2015
Smart phone market

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 drivers with touch



Industrial & Auto Display Driver ICs

Industrial DDI :

2014 → > 250M pcs



Medical devices
Health care products
Wearable & sports devices



Automotive DDI :

< 6 inch displays



7 - 9 inch displays



The 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



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 controllers	V	V	-
Power ICs	V	V	-
MCU / DSP	V	-	-
Light sensors	V	-	-
MEMS sensors	V	-	-

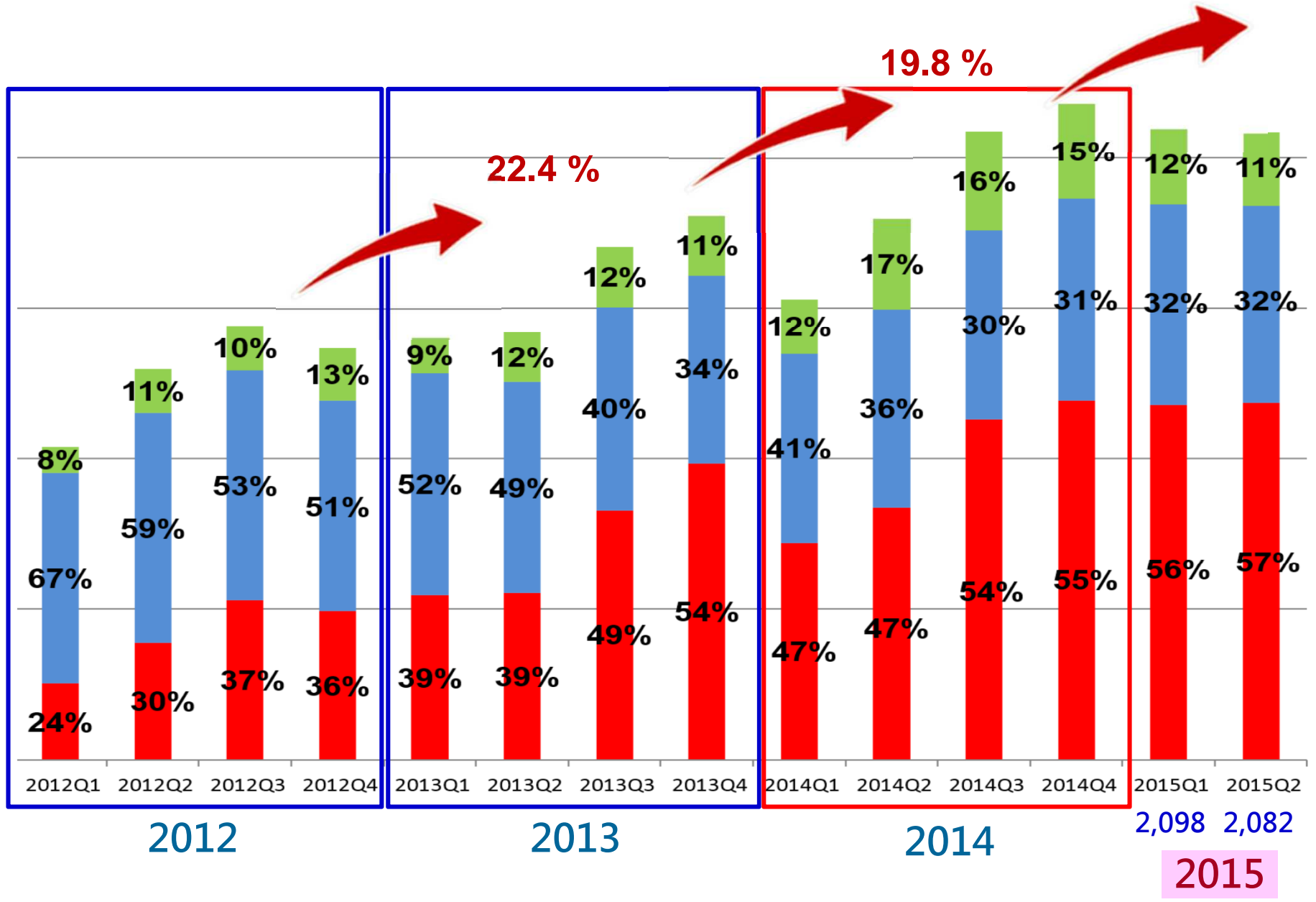
2014 - 2015 monthly revenue

(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%		811,272	17.6%		
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%		5,763,524		Jan.~Aug.	23.9%

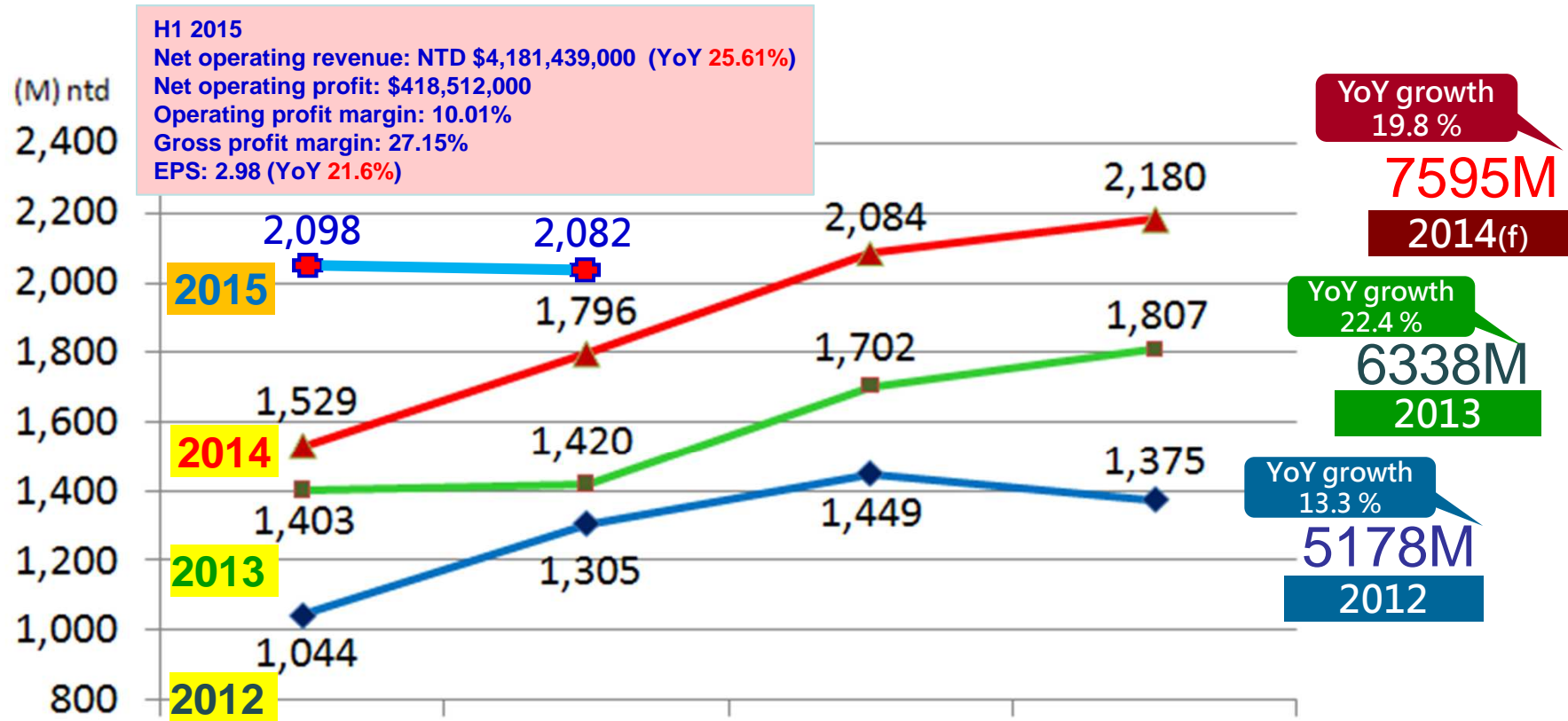
Unit: NTD thousand

Accounting standard: IFRS

Revenue by product (quarterly)

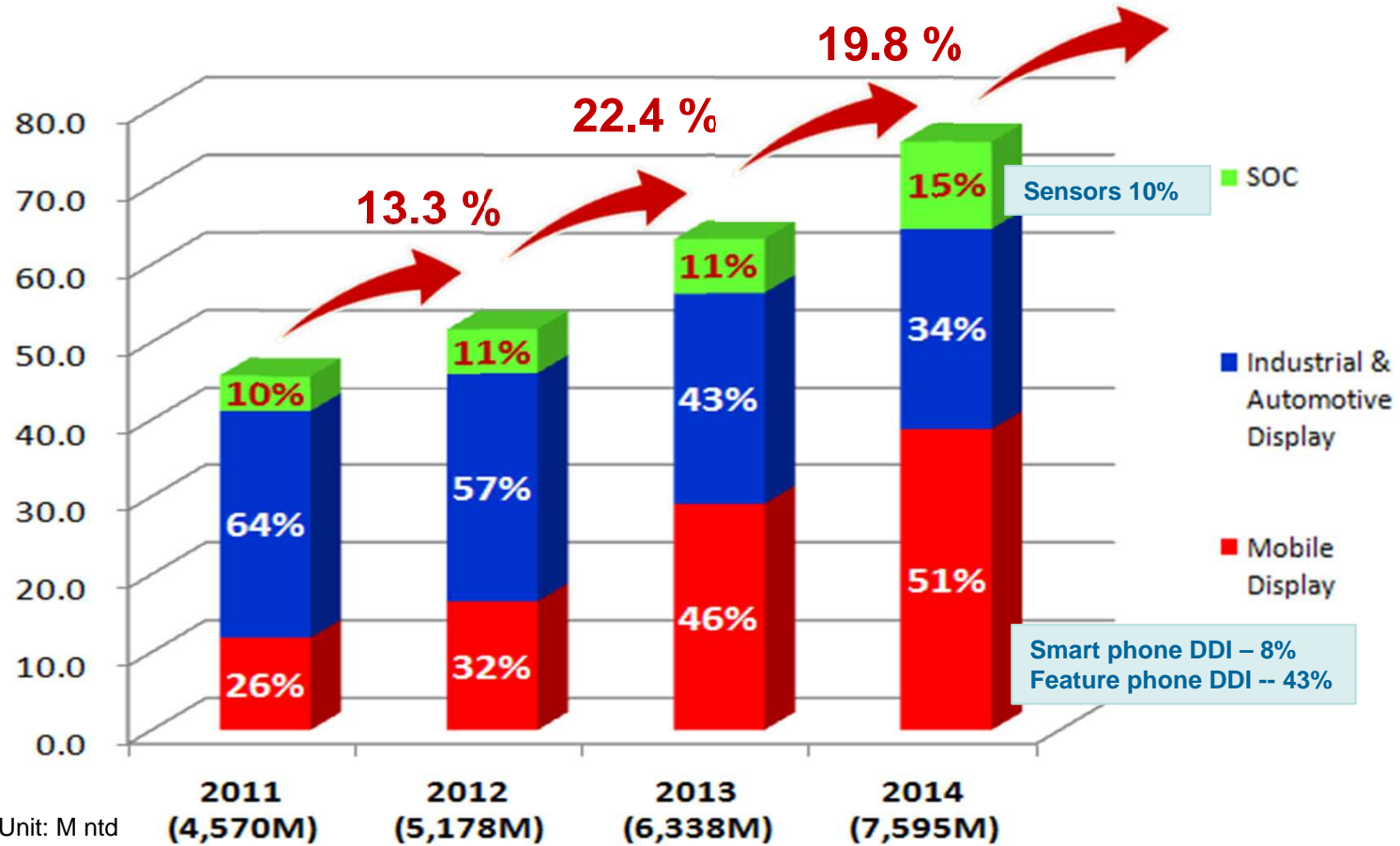


2012 - 2014 Revenue & EPS



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

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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 Eq. (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

mCore

-- DSP (Digital audio)

8/16/32 bit MCU



-- Card reader (e-Payment)



SOC

INFINNO

-- AC side power management & PWM ICs

Power Management ICs

