

# Q4 2015 Investor Conferences

Strategic Marketing Director

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# Product Strategy

## Mobile display

Mobile Display Driver IC  
(手機顯示器)

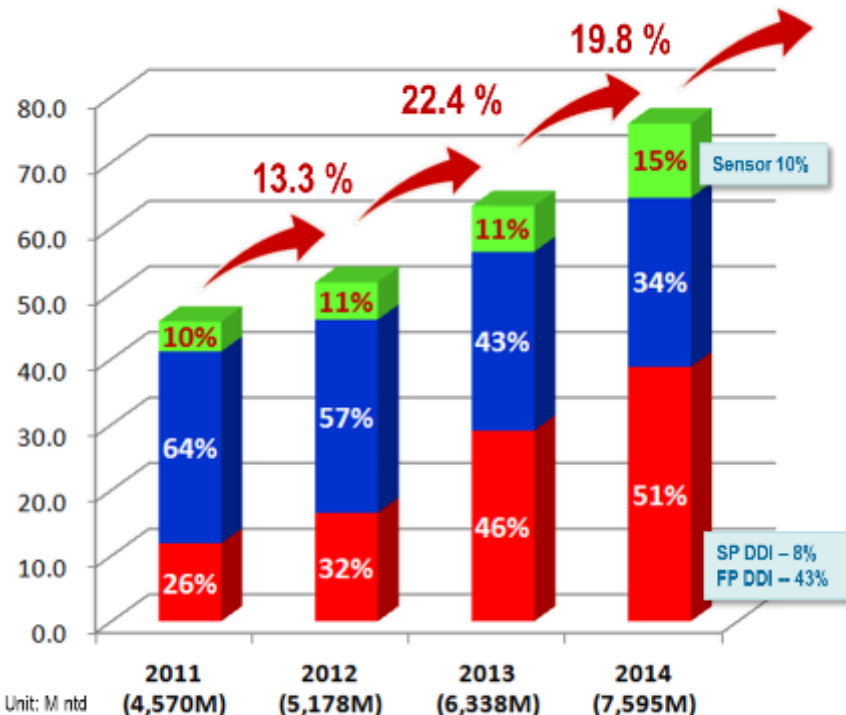


**Subsidiaries**  
**FORCELEAD** (71.43%)

## Industrial & Automotive display

Industrial Display Driver IC  
(工控顯示器)

Automotive Display Driver IC  
(車載顯示器)



## SOC

Touch Controller IC  
(觸控 IC 及其他非顯示器 IC)



**Subsidiaries**  
**mCore** (87.12%)  
**INFINNO** (45.76%)  
**sensortek** (63.89%)

# Mobile Display Driver IC updates

## Small size DDI :

**QQVGA**(160x120) - Zero Cap.

**QCIF**(220x176) - Zero Cap.

**QVGA**(320x240) - Zero Cap.

**WQVGA**(400x240) - Zero Cap.

2014 → > 450M pcs

90% oversea market



Wearable / health care / sports devices / IOT ...

## Smartphone DDI :

**WVGA\_800x480** (13Q4 MP)

2014 → > 30M pcs

## Smartphone DDI – 2015 :

**HVGA\_480x320** (14Q4 MP) - Zero Cap.

**WVGA\_800x480** (13Q4 MP)

**HD720\_1280x720** (14Q4 MP)

80% oversea shipment



# I & A Display Driver IC updates

## Industrial DDI :

2014 → > 250M pcs



Medical devices  
Healthcare products  
Wearable & sports devices



## Automotive DDI :

< 6 inch displays



7~9 inch displays



SOC

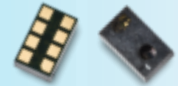


50% overseas market

# -- Light relative sensor



**Ambient Light Sensor**  
(環境光傳感器)  
CMOS Circuit



**Proximity Sensor**  
(距離傳感器)  
CMOS circuit



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 (手勢偵測/控制\_應用)

**ALS + P-sensor with gesture (IR LED)**

→ supports 2D gesture control (2方向手勢控制)

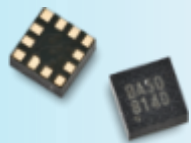
→ supports 4D gesture control (4方向手勢控制)

P-sensor with small sensor hole (小孔徑\_應用)

**ALS + P-sensor (Laser)**



# -- MEMS sensors



**Accelerometer**  
(加速度傳感器)  
CMOS Circuit  
MEMS Process

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

- 中央資訊顯示器 (CID)
- 車載音響導航顯示器 (Audio)
- 後座娛樂顯示器 (Entertainment)

#### STN / Mono TFT

- 車用音響顯示 (Audio)
- 車載儀表顯示 (Dashboard)

#### Color TFT

- 中央資訊顯示器 (CID)
- 車載音響導航顯示器 (Navigation)
- 後座娛樂顯示器 (Entertainment)

#### In-cell touch → TDDI

- Smartphone display driver with touch



# 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 devices → STN / TFT driver IC / ABL sensor / G-Sensor / Touch IC

Internet of Vehicles → TN / STN / mono TFT / color TFT display driver IC

G1



G2



G3 + RF



Wearable devices



# 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	-	-



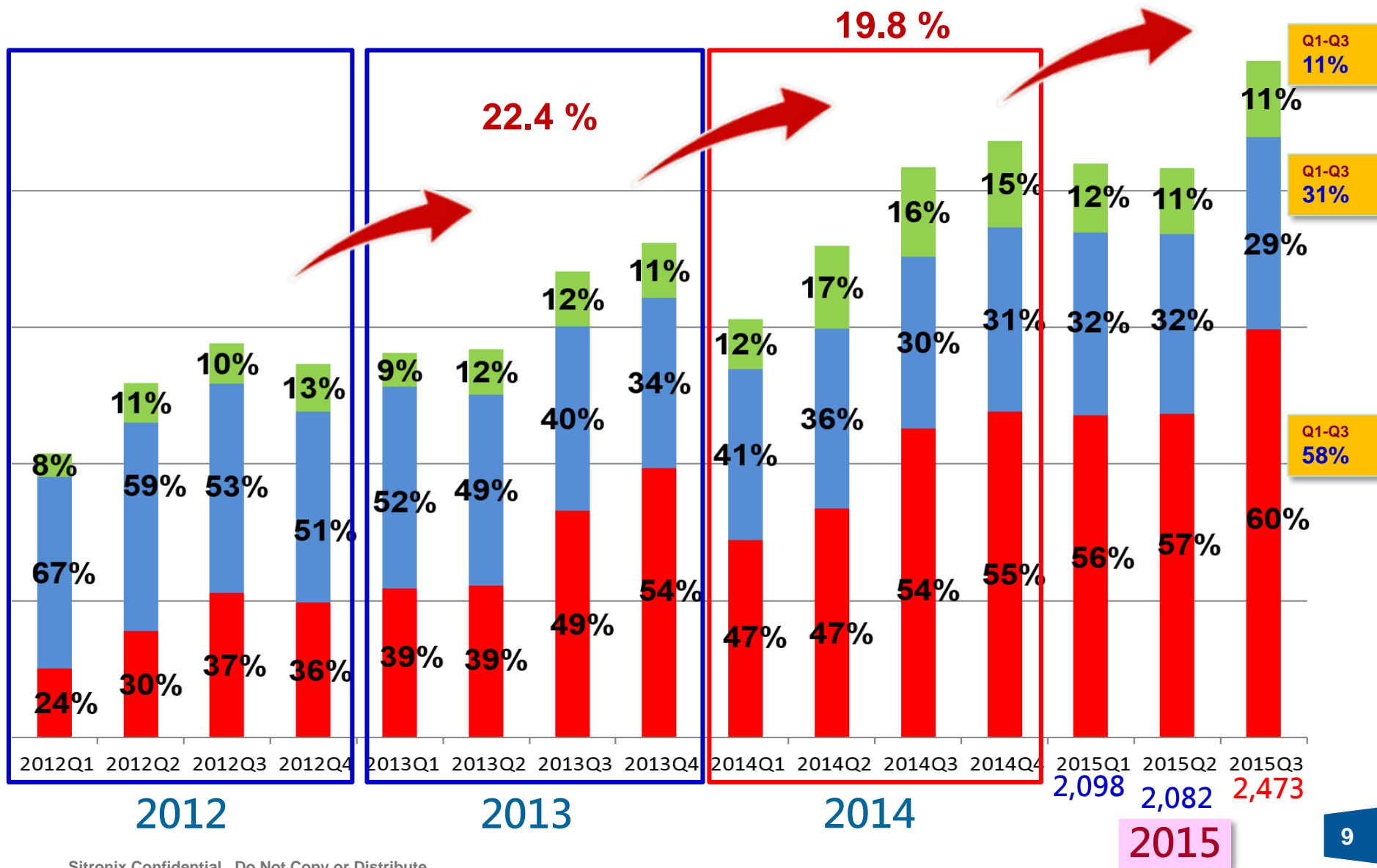
# Monthly revenue, 2013 - 2015

(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%		18.7%
9	610,670	1,703,466	762,372	24.8%	2,085,032	891,903	17.0%	2,473,988	
10	611,181		739,879	21.1%		851,738	15.1%		
11	587,379		700,228	19.2%					
12	609,179	1,807,739	741,265	21.7%	2,181,372				
<b>Total</b>	<b>6,337,663</b>		<b>7,595,150</b>	<b>19.8%</b>		<b>7,507,165</b>		Jan. - Oct.	<b>22.0%</b>

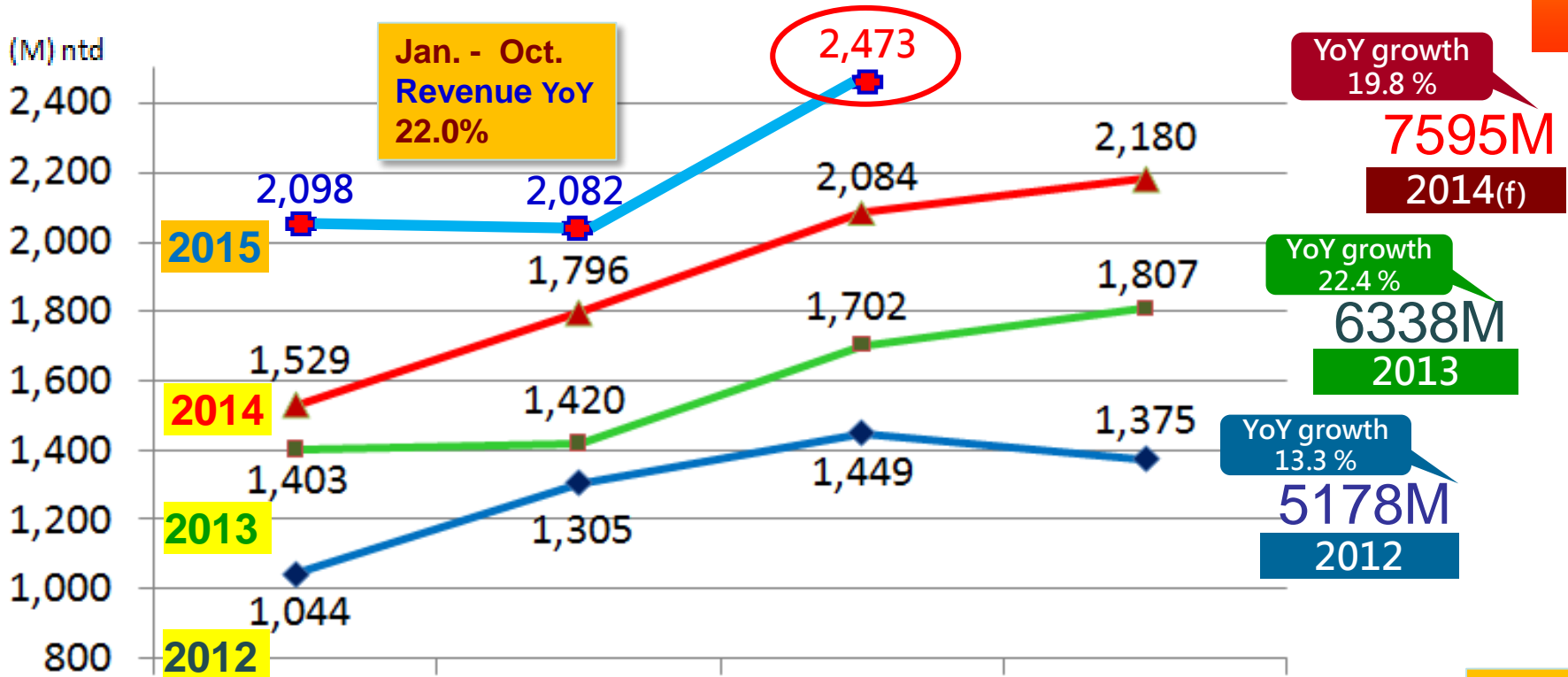
Unit: NTD thousand  
Accounting standard: IFRS

Jan. - Oct.  
Revenue YoY  
22.0%

# Revenue by product type (quarterly) 季營業額依產品別



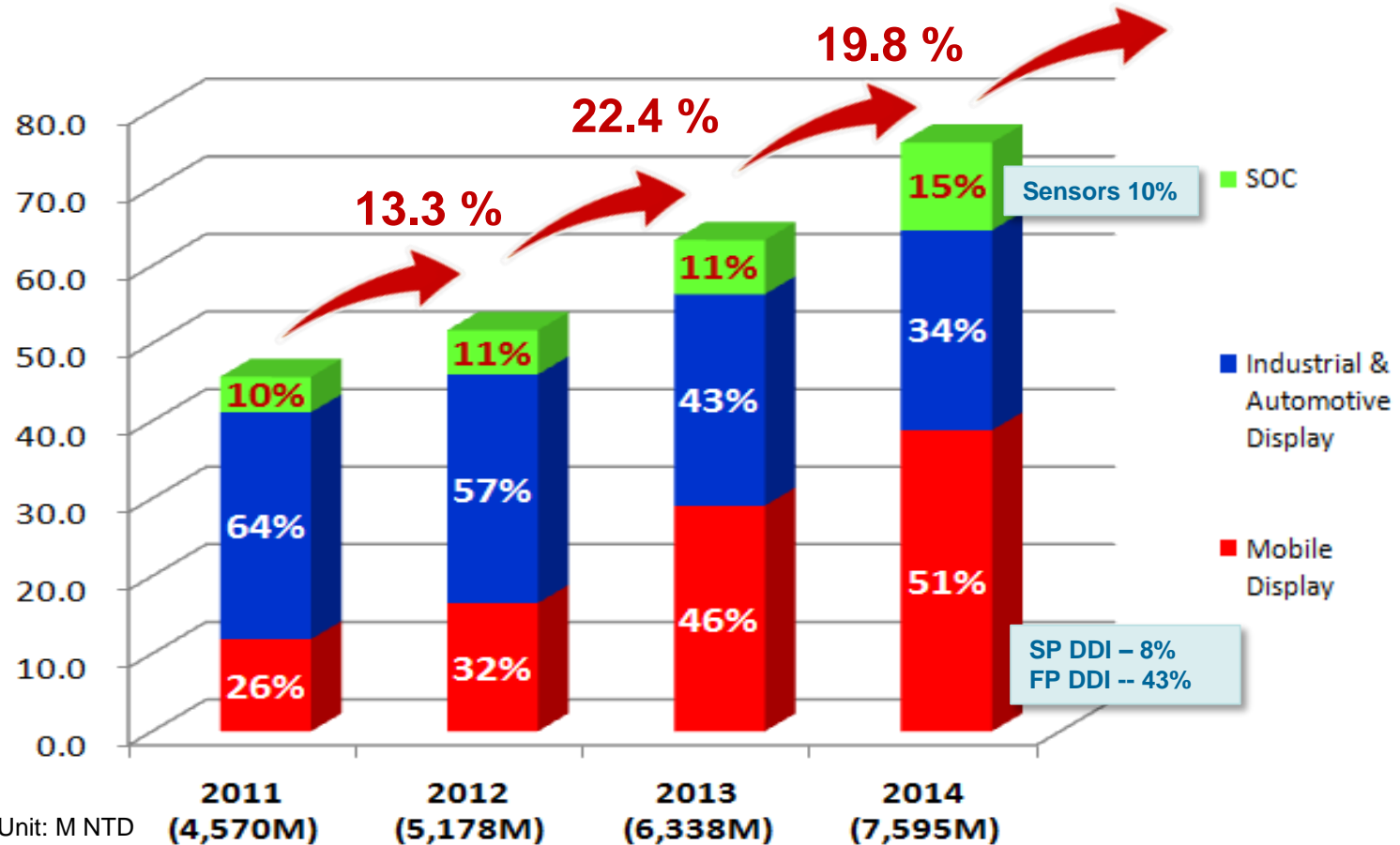
# Revenue & EPS review, 2012 - 2014



Year	Q1		Q2		Q3		Q4		Annual	
	EPS	GM	EPS	GM	EPS	GM	EPS	GM	EPS	GM
2015	1.65	29%	1.33	25%	1.97	26%			4.95	27%
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%

Q1-Q3  
EPS  
YoY  
22.2%

# 2015 Growth → Mobile DDI + SOC ( P + G sensors )



	2011	2012	2013	2014
<b>Gross Margin</b>	26%	25%	24%	27%
<b>EPS</b>	2.48	3.01	3.63	6.02
<b>High cash dividend</b>	2	2.5	3	4.5

# Thank you

## Investor Relations Officer

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# DDI - new product development

## Small size DDI (2015)

Feature phone



## Small size DDI update:

Medical / Health care products /  
Wearable / sports / IOT devices ....

## Smartphone DDI (2015)

HVGA 480x320 (Q4 14 MP) - Zero Cap.  
WVGA 800x480 (Q4 13 MP)  
HD720 1280x720 (Q4 14 MP)



## Smartphone DDI update:

HVGA 480x320 (Q4 14 MP) - Zero Cap.  
WVGA 800x480 (Q4 13 MP)  
WVGA 800x480 (Q4 15) - Zero Cap.  
HD720 1280x720 (Q1 16) - Zero Cap.  
FHD 1920x1080 (Q4 15) - Zero Cap.

Industrial DDI → <5 inch



> 6 inch display driver

Automotive DDI → <6 inch

7 ~9 inch display driver

# Different display technologies for a wide range of applications

## Mobile Phone DDI



## Automotive DDI



## Small-size Color TFT DDI

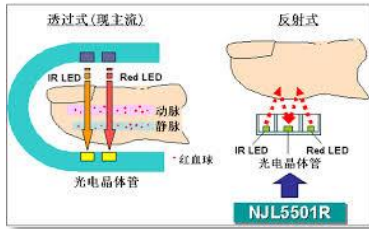


## Industrial DDI

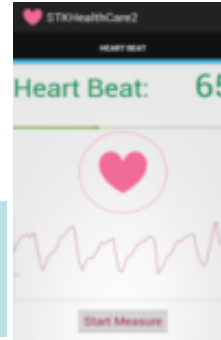


# Sensors: new applications

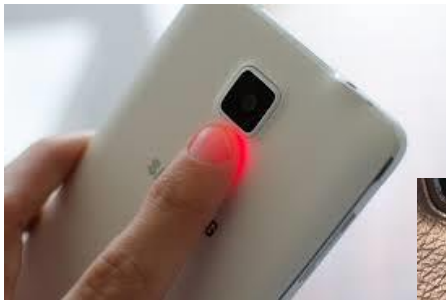
## Heartbeat detection (心率偵測)



app UI  
(Android OS)



## Blood oxygen detection (血氧飽和濃度偵測)



Samsung Galaxy Note 4

Display 1440\*2560, 515ppi, 5.7 inch

Others 指紋辨識  
心律偵測 (Heart beat detection)  
血氧飽和濃度偵測 (Blood Oxygen detection)  
紫外線偵測 (UV detection)



### Light sensor (2015)

ALS + P-sensor (IR LED)  
ALS + P-sensor with gesture (IR LED)  
ALS + P-sensor (Laser)

### MEMS sensor (2015)

G-sensor → Tablet PC + Smartphone



### Light sensor (2016)

ALS + P-sensor (IR LED)  
ALS + P-sensor with gesture (IR LED)  
ALS + P-sensor with small sensor hole (2.4x1.2 m/m)  
ALS + P-sensor with small sensor hole (2.0 m/m)  
ALS + P-sensor with small sensor hole (1.6 m/m)

### MEMS sensor (2016)

G-sensor (2 x 2) → Smartphone  
G + e-Compass, Q1 16 → Smartphone



SOC

# mCore (鈇創) Products

-- DSP (digital audio)

8/16/32 bit MCU



-- Card reader (e-Payment)



SOC

# inFINNO (極創) Products

-- AC side power management & PWM IC

Power Management IC



# Q3 2015 consolidated income statement (合併營收季報)

Item	3Q15		2Q15		1Q15		2015 1-9	4Q14	3Q14	2Q14	1Q14	2014 Total	
	Results		Results		Results			Results	Results	Results	Results		
Net Sales (營業收入淨額)	2,474,988		2,082,764		2,098,675		6,656,427	2,181,372	2,085,033	1,798,491	1,530,254	7,595,150	
Gross Profit (銷貨毛利)	651,189	26%	525,675	25%	609,386	29%	1,786,250	591,124	539,932	497,039	437,647	2,065,742	27%
Operating Expense (營業費用)	405,156	16%	350,335	17%	366,214	18%	1,121,705	385,002	335,410	311,214	285,622	1,317,248	17%
Operating Income (營業淨利)	246,033	10%	175,340	8%	243,172	11%	664,545	206,122	204,522	185,825	152,025	748,494	10%
Income before Tax (稅前淨利)	300,896	12%	179,122	8%	241,853	12%	721,871	269,520	231,901	177,955	168,400	847,776	11%
Net Income (淨利)	242,063	10%	153,078	7%	197,709	9%	592,850	237,017	195,579	146,576	139,402	718,574	10%
EPS(元)	1.97		1.33		1.65		4.95	1.97	1.60	1.23	1.22	6.02	

2015

2014

# Q3 2015 consolidated balance sheet (合併資產負債表)

Item	2015/9/30	2015/6/30	2015/3/31	2014/12/31	2014/9/30	2014/6/30	2014/3/31
Total Assets (資產總計)	6,515,668	7,299,798	6,788,601	6,322,702	5,428,314	5,350,411	5,422,818
Current Assets (流動資產)	4,808,743	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)	1,127,178	1,260,175	1,285,325	1,198,436	1,461,285	839,208	1,232,547
AR (應收帳款)	1,056,958	943,147	994,373	913,775	894,974	753,387	707,720
Inventory (存貨)	1,486,743	1,759,585	1,317,271	1,048,468	935,256	1,213,008	1,332,576
Total Liability (負債總計)	2,385,566	3,487,090	2,509,965	2,232,944	1,607,721	1,698,321	1,575,554
AP (應付帳款)	972,241	1,293,716	1,054,514	964,759	812,049	675,301	794,596
Shareholder Eqt. (股東權益)	4,130,102	3,812,708	4,278,636	4,089,758	3,820,593	3,652,090	3,847,264

# Company Overview

Company Name	<b>Sitronix Technology Corp.</b>
Established	<b>July 9, 1998</b>
Market capitalization	<b>350M USD</b>
Chairman and CEO	<b>Vincent Mao</b>
President	<b>William Wang</b>
Employees	<b>320 (Group: 520)</b>
Headquarters	<b>Hsinchu, Taiwan</b>
Sales office	<b>Taipei, Shenzhen, Shanghai</b>
IPO Listing	<b>December 25, 2003</b>



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

## Subsidiaries



# Welcome to our new Taipei office

台北市內湖區瑞光路608號6樓



Reception / lobby



Meeting rooms



Gym



Break out area



Break out area