

# 華碩電腦

2016年第3季投資人說明會

# 聲明

本簡報及同時發佈之相關訊息內含有從公司內部與外部來源所取得的預測性資訊。

本公司未來實際所發生的營運結果、財務狀況以及業務展望，可能與這些預測性資訊所明示或暗示的預估有所差異，其原因可能來自於各種本公司所不能掌控的風險。

本簡報中對未來的展望，反應本公司截至目前為止對於未來的看法。對於這些看法，未來若有任何變更或調整時，本公司並不負責隨時提醒或更新。

# 議程

- 2016年第3季財務結果
- 營運狀況摘要
- 策略與展望
- 問與答

# 2016年第3季財務結果

# 2016年第3季自結品牌損益(與前一季及去年同期比較)

(unaudited brand consolidated financials)

in NT\$ Mn	3Q 2016	2Q 2016	QoQ	3Q 2015	YoY
<b>Net Revenue</b>	<b>107,507</b>	<b>93,938</b>	<b>14%</b>	<b>110,985</b>	<b>-3%</b>
COGS	(92,535)	(81,355)	14%	(95,081)	-3%
<b>Gross Profit</b>	<b>14,972</b>	<b>12,583</b>	<b>19%</b>	<b>15,904</b>	<b>-6%</b>
Operating Expenses	(10,695)	(8,820)	21%	(10,877)	-2%
<b>Operating Income</b>	<b>4,277</b>	<b>3,762</b>	<b>14%</b>	<b>5,027</b>	<b>-15%</b>
Non-OP Items	3,327	1,542	116%	109	2948%
<b>Pre-Tax Income</b>	<b>7,604</b>	<b>5,305</b>	<b>43%</b>	<b>5,136</b>	<b>48%</b>
Tax	(1,626)	(1,179)	38%	(921)	77%
<b>Net Income</b>	<b>5,979</b>	<b>4,125</b>	<b>45%</b>	<b>4,215</b>	<b>42%</b>
<b>EPS</b>	<b>8.0</b>	<b>5.6</b>		<b>5.7</b>	
<b>Gross Margin %</b>	<b>13.9%</b>	<b>13.4%</b>		<b>14.3%</b>	
<b>Operating Margin %</b>	<b>4.0%</b>	<b>4.0%</b>		<b>4.5%</b>	

# 2016年第3季自結品牌業外損益

(unaudited brand consolidated financials)

<b>Non-OP Items</b>	<b>3Q 2016</b>	<b>2Q 2016</b>	<b>QoQ</b>	<b>3Q 2015</b>	<b>YoY</b>
Interest Income (net)	163	194	-16%	30	438%
Investment Income	161	145	11%	321	-50%
<i>Askey</i>	<i>(52)</i>	<i>(6)</i>	<i>-797%</i>	148	<i>-136%</i>
<i>Others</i>	214	151	42%	174	23%
Exchange Gain/(Loss)	55	942	-94%	<b>(2,286)</b>	102%
Dividend Income	2,821	4	80495%	1,826	54%
Other Income (net)	127	258	-51%	217	-41%
<b>Total Non-OP items</b>	<b>3,327</b>	<b>1,542</b>	<b>116%</b>	<b>109</b>	<b>2948%</b>

# 2016年第3季自結品牌資產負債表

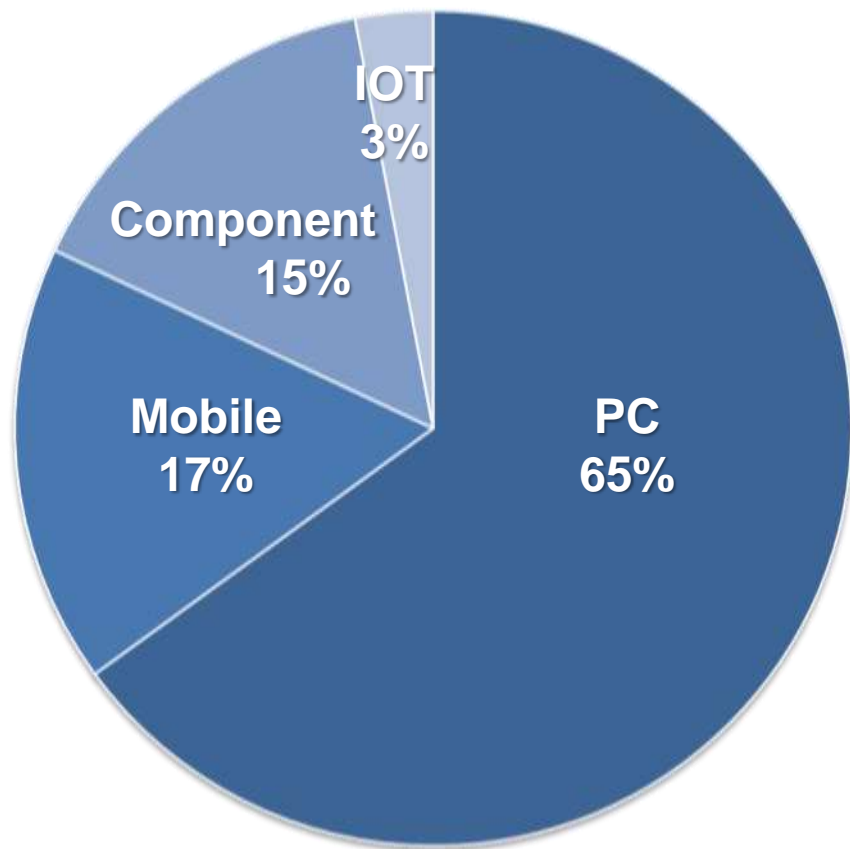
in NT\$ Mn	Sep 30, 2016	Jun 30, 2016	QoQ	Sep 30, 2015	YoY
Cash & equivalents	64,810	60,329	7%	59,343	9%
Accounts receivable	73,253	69,362	6%	76,889	-5%
Inventories	74,965	81,463	-8%	93,192	-20%
<b>Current Assets</b>	<b>220,243</b>	<b>220,751</b>	<b>-0.2%</b>	<b>238,804</b>	<b>-8%</b>
Long-term investments	79,449	71,471		77,647	
Fixed assets	8,177	4,317		3,632	
<b>Total Assets</b>	<b>322,522</b>	<b>307,306</b>	<b>5%</b>	<b>330,097</b>	<b>-2%</b>
Accounts payable	52,683	40,569	30%	67,114	-22%
<b>Current Liabilities</b>	<b>136,608</b>	<b>133,130</b>	<b>3%</b>	<b>155,169</b>	<b>-12%</b>
<b>Total Liabilities</b>	<b>145,550</b>	<b>142,352</b>	<b>2%</b>	<b>162,620</b>	<b>-10%</b>
Paid-in capital	7,428	7,428		7,428	
<b>Stockholders' equity</b>	<b>176,970</b>	<b>164,954</b>	<b>7%</b>	<b>167,478</b>	<b>6%</b>
Avg. Days of Inventory	77	94		89	
Avg. Days of AR	61	70		59	
Avg. Days of AP	50	48		70	
<b>Avg. CCC Days</b>	<b>88</b>	<b>116</b>		<b>78</b>	

# 營運狀況摘要

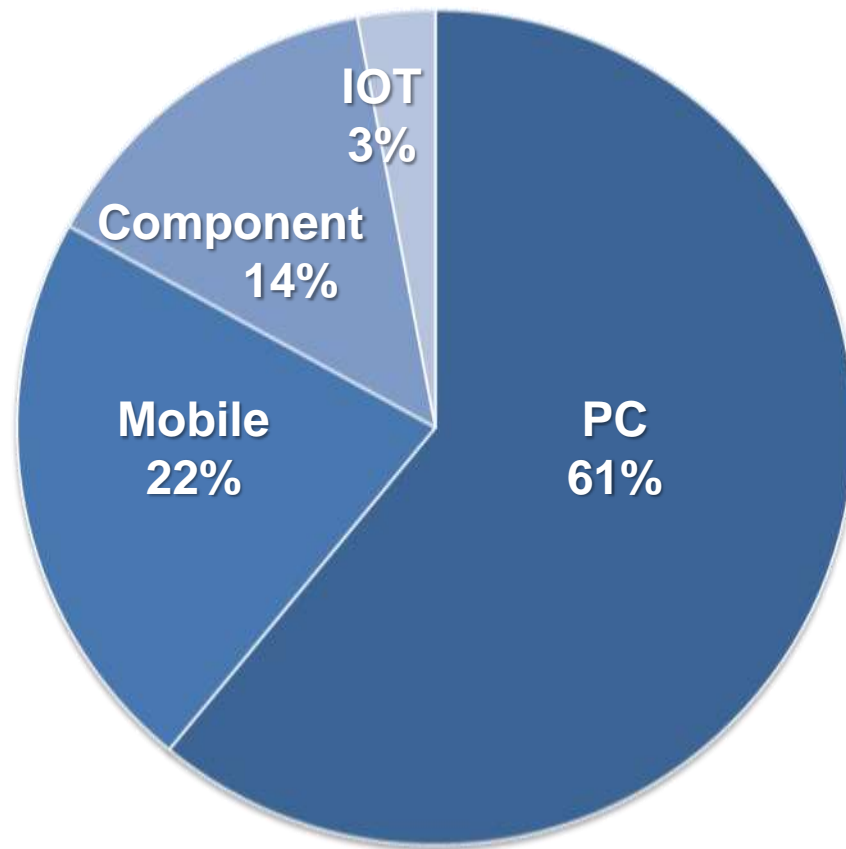


# 3Q 2016 營收組合

## 3Q 2016

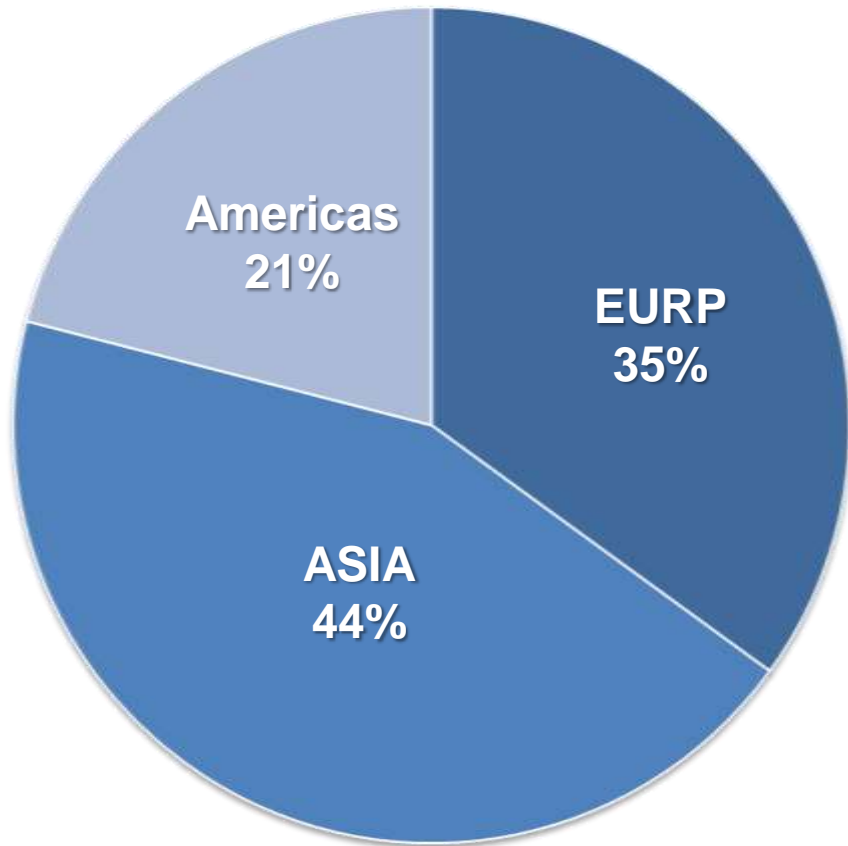


## 3Q 2015

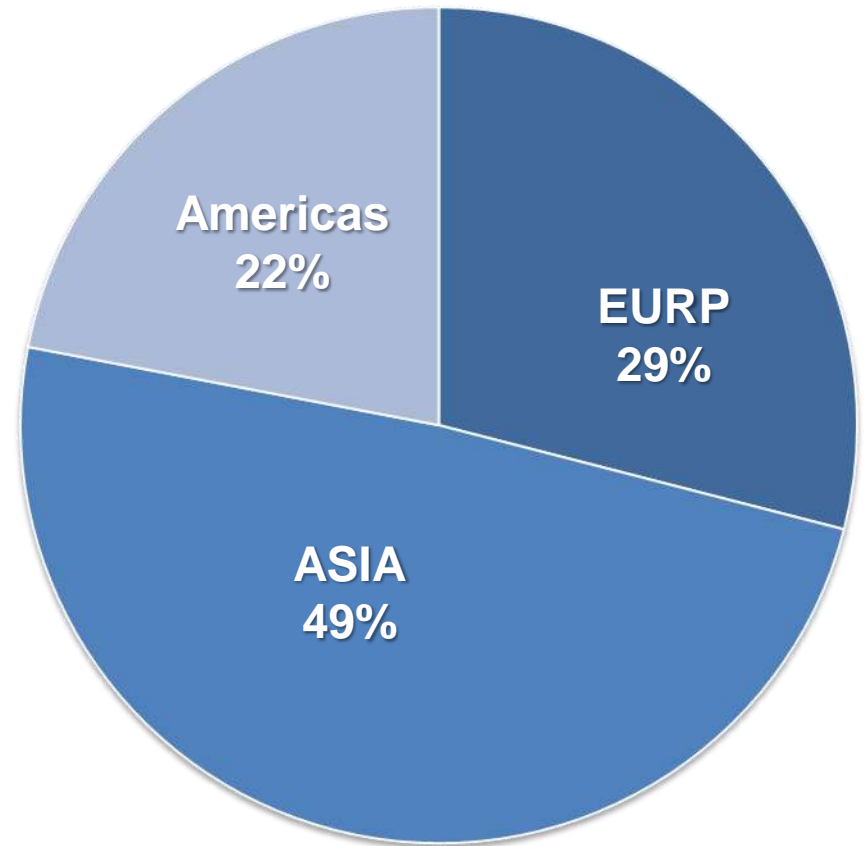


# 3Q 2016 區域組合

3Q 2016



3Q 2015



# 4Q 2016 營運展望

- **Brand revenue to be ~NT\$ 105bn  $\pm$  5bn**
  - PC revenue QoQ +0%~5%
  - Mobile revenue QoQ +10%~+20%
  - Component revenue QoQ -5%~-10%
- **Gross profit margin to be ~13%  $\pm$  1%**
- **Operating profit margin to be ~4.0%  $\pm$  0.25%**

# 策略與展望

# Ubiquitous Computing

Evolution. Revolution



# New Ubiquitous Computing Era

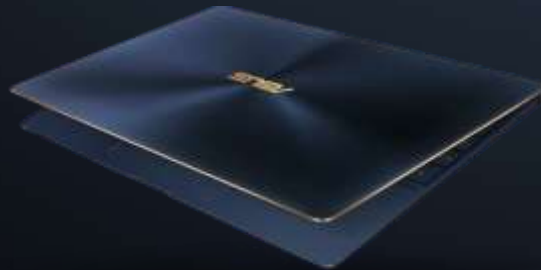


# ASUS NB Growth Engine

2 in 1

ZenBook

GAMING



Leading Innovation • Wow Experience



# Gaming since 2006



**YoY > 60%** in 2016(e)





Gaming Notebook won

**1,175** award globally



reddot  
design award

2016

ROG GX700VO | ROG G752 | ROG GL502



# Gaming



*"Never reviewed a PC – desktop or laptop – that runs games faster."*



*"As new gaming laptops with 1070 GPUs come out this fall, the G752V OC has set a higher bar for what other laptop makers will have to beat."*



*"I put the G752 up against some of this year's fastest notebooks and it consistently came out on top, sometimes by a country mile."*



*"Born for 4K. Asus GX800 is definitely a very impressive device."*





REPUBLIC OF  
GAMERS

# GX800

**NO. 1**  
**Performance**





# New Gaming Model

Compact • Slim • Powerful

COMING SOON  
2017 CES



# ZenBook



YoY > 40% in 2016 (e)

# The Best Zenvolution Journey

ZenBook won **1147** awards globally



## ASUS ZenBook 3 Praised by Prestigious Media across the World



*"Fast, slim, and handsome, Asus' Zenbook 3 is the super-slim laptop to beat."*

– DIGITAL TRENDS



*"Asus ZenBook 3 is a stylish and capable ultra-thin laptop."*

– THE STRAITS TIMES DIGITAL EDITOR'S CHOICE



*"The ZenBook 3 meets or exceeds our expectations for premium ultraportable laptops."*

– PCMAG.COM EDITORS' CHOICE



*"If you're looking for an extremely portable laptop that's also capable of serious work, the ZenBook 3 is tough to argue against."*

– COMPUTER SHOPPER EDITORS' CHOICE



# 中國ZenBook 3 華碩靈耀電商首發



华硕灵耀3采用第七代智能英特尔®酷睿™ i7处理器  
英特尔®，让性能更超凡

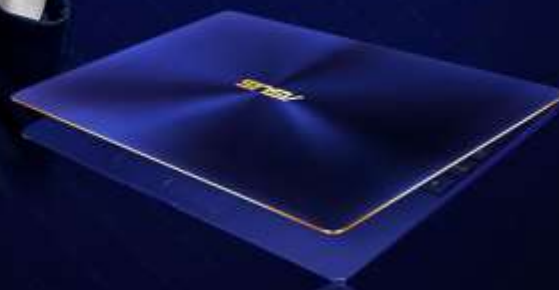


## 华硕灵耀 3

薄然心动 **9.26京东强势首发**

- ☑ 移动端首发享好价
- ☑ 购买送好礼
- ☑ 晒单返E卡
- ☑ 白条6期免息

 井柏然  
华硕轻薄笔记本代言人



靈耀3首發戰報 首批到貨當日全部售罄

預約量：**39,557** 台

# NB Trend

- Thin • Light • Slim-bezel
- Gaming
- Always connected ( LTE, 5G )
- Immersive ( VR/AR )
- Windows Hello • Windows Ink • Cortana



Zenfone

Empowering Luxury  
for Everyone

Hero model • Hero country

# Zenfone Core Competence

Design

Camera

Audio & Video



Zenfone 3



Zenfone 3 Ultra



Zenfone 3 Deluxe



Zenfone 3 Max



Zenfone Go

# Design

## Pure Metal Technology

World's 1st invisible antenna design

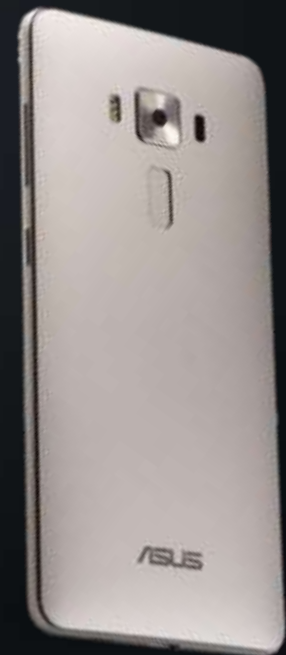
## Perfect symmetry

Dual 2.5D Glass, Slim metal frame

Zenfone™ 3



Zenfone™ 3 Deluxe



380 International awards 2001- now



113



137



80



15

# Camera

- Dedicated camera team from da Vinci Lab
- State-of-the-art camera technology
  - 0.03 sec tri- tech auto focus
  - OIS / EIS
  - 4K video recording
  - Pre ISP
  - Zoom
  - Dual camera
  - VR/AR

# PixelMaster 3.0 Camera – 20 Modes



Auto



Manual



HDR Pro



Beautifica-  
tion



Super  
Resolution



Children



Low Light  
(4M)



QR code



Night



Depth of  
Field



Effect



Selfie



GIF  
Animation



Panorama



Miniature



Time  
Rewind



Smart  
Remove



All Smiles



Slow  
motion



Time Lapse

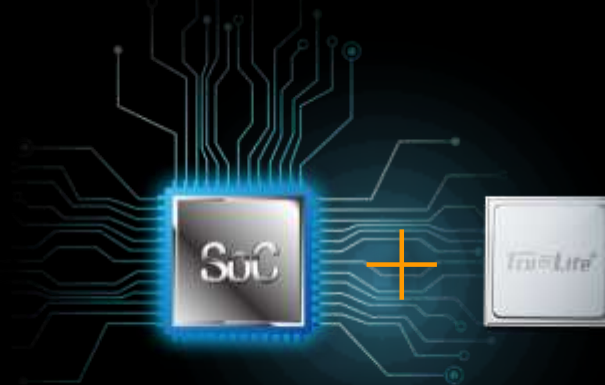
# Video

## ASUS Tru2Life+ Technology

Other brands



ASUS Tru2Life+ Technology



Contrast & Sharpness

Blur-Free Motion

Outdoor Readability

# Audio

New 5-magnet speaker with Smart AMP

14% low-frequency extension

12% less distortion

400% Higher Output power



# Zenfone™ 3 Deluxe

All Metal • Pure Beauty

World's 1st  
Invisible Antenna Design

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World's 1st  
Snapdragon 821 2.4GHz

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World's 1st  
6GB RAM +  
256GB UFS 2.0 ROM





# Zenfone™ 3

Built for Photography

OIS/EIS

optical / electronic  
image stabilization

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0.03s TriTech AF

ultrafast and precise  
auto-focus

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4K Videos

With ultra-long  
recording time



# Zenfone™ 3 Max

Big battery • Mega pixel



4100 mAh  
with reverse charging

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0.03s Laser AF / PDAF  
16MP camera

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EIS  
Steady video recording

# Amazing Journey • Incredible Achievement



Zenfone™ won **721** award globally

Amazing Journey • Incredible Achievement

## Zenfone™ **3** Series **praised by Prestigious Media**

**Forbes**

*“ASUS ZenFone 3 Deluxe redefines Android superphone category”*

**engadget**

*“ASUS’s ZenFone 3 looks and feels twice its price”*



*“ASUS ZenFone 3 crams plenty of great features into a new glass-clad chassis”*

**THE VERGE**

**BGR**

**Stuff**



indiatoday **in** tech

Zenfone™ **3**

# Hero Country



# Zenfone 3 Breakthrough

Zenfone™ **3** Max

Zenfone™ **3**

Zenfone™ **3** Deluxe



Empowering Luxury  
For everyone

Premier Luxury

Ultimate Luxury



**IN SEARCH OF  
INCREDIBLE**

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謝謝