

華碩電腦

2016年第四季投資人說明會

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4季財務結果
- 營運狀況摘要
- 策略與展望
- 問與答

2016年第4季財務結果

2016年第4季自結品牌損益

(unaudited brand consolidated financials)

in NT\$ Mn	4Q 2016	3Q 2016	QoQ	4Q 2015	YoY
Net Revenue	117,229	107,507	9%	123,989	-5%
COGS	(100,971)	(92,535)	9%	(107,199)	-6%
Gross Profit	16,258	14,972	9%	16,789	-3%
Operating Expenses	(11,601)	(10,695)	8%	(11,212)	3%
Operating Income	4,658	4,277	9%	5,577	-16%
Non-OP Items	867	3,327	-74%	333	160%
Pre-Tax Income	5,525	7,604	-27%	5,911	-7%
Tax	(588)	(1,626)	-64%	(1,367)	-57%
Net Income	4,937	5,979	-17%	4,544	9%
EPS	6.6	8.0		6.1	
Gross Margin %	13.9%	13.9%		13.5%	
Operating Margin %	4.0%	4.0%		4.5%	

2016年第4季自結品牌業外損益

(unaudited brand consolidated financials)

Non-OP Items	4Q 2016	3Q 2016	QoQ	4Q 2015	YoY
Interest Income (net)	267	163	64%	122	119%
Investment Income	425	161	163%	124	243%
<i>Askey</i>	129	(52)	346%	(53)	345%
<i>Others</i>	296	214	38%	177	67%
Exchange Gain/(Loss)	(7)	55	-112%	2	-381%
Dividend Income		2,821			
Other Income (net)	182	127	43%	85	114%
Total Non-OP items	867	3,327	-74%	333	160%

2016年第4季自結品牌資產負債表

in NT\$ Mn	Dec 31, 2016	Sep 30, 2016	QoQ	Dec 31, 2015	YoY
Cash & equivalents	83,883	64,810	29%	51,394	63%
Accounts receivable	76,008	73,253	4%	75,546	1%
Inventories	80,468	74,965	7%	98,729	-18%
Current Assets	247,887	220,243	13%	234,515	6%
Long-term investments	76,653	79,449		70,625	
Fixed assets	8,746	8,177		3,576	
Total Assets	347,636	322,522	8%	319,174	9%
Accounts payable	66,234	52,683	26%	52,529	26%
Current Liabilities	155,584	136,608	14%	142,575	9%
Total Liabilities	166,149	145,551	14%	151,822	9%
Paid-in capital	7,428	7,428		7,428	
Stockholders' equity	181,485	176,970	3%	167,352	8%
Avg. Days of Inventory	70	77		82	
Avg. Days of AR	58	61		56	
Avg. Days of AP	58	50		55	
Avg. CCC Days	71	88		82	

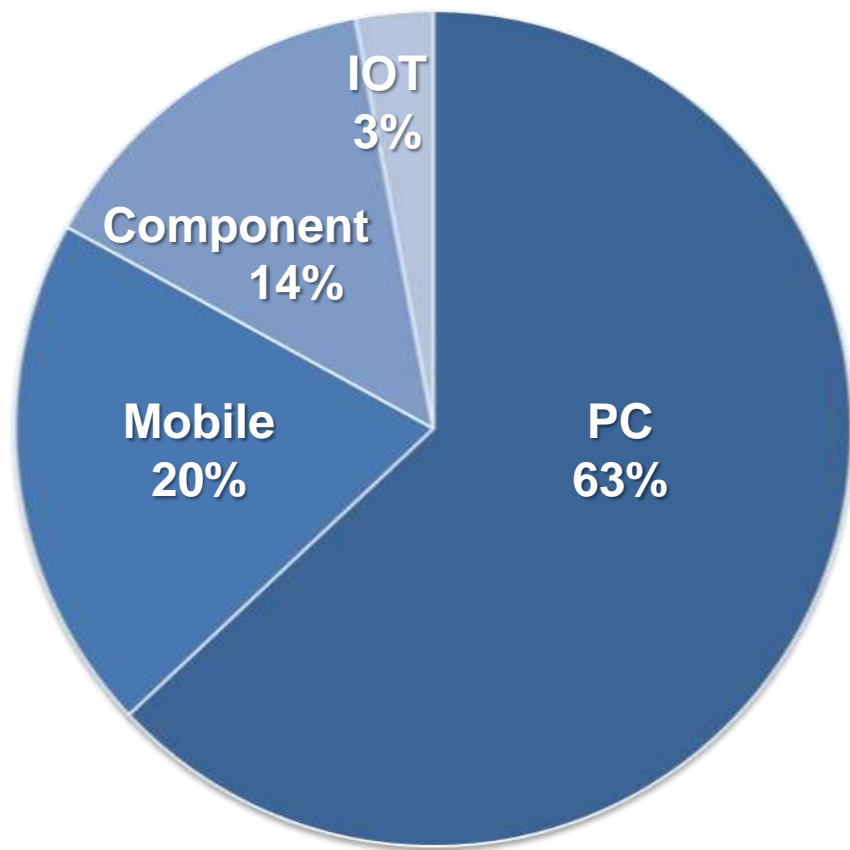
2016年全年自結品牌損益

in NT\$ Mn	2016	%	2015	%	YoY
Net Revenue	428,725	100.0%	436,520	100.0%	-2%
COGS	(370,543)	(86.4%)	(376,117)	(86.2%)	-1%
Gross Profit	58,182	13.6%	60,403	13.8%	-4%
Operating Expenses	(40,787)	(9.5%)	(40,357)	(9.2%)	1%
Operating Income	17,395	4.1%	20,046	4.6%	-13%
Non-OP Items	6,296	1.5%	1,853	0.4%	240%
Pre-Tax Income	23,691	5.5%	21,899	5.0%	8%
Tax	(4,488)	(1.0%)	(4,801)	(1.1%)	-7%
Net Income	19,203	4.5%	17,097	3.9%	12%
EPS	25.9		23.0		12%
Non-OP Items	2016	%	2015	%	YoY
Interest Income (net)	776	0.2%	280	0.1%	177%
Investment Income	912	0.2%	853	0.2%	7%
Exchange Gain / (Loss)	1,070	0.2%	(2,202)	-0.5%	149%
Dividend Income	2,824	0.7%	2,375	0.5%	19%
Other Income (net)	715	0.2%	548	0.1%	30%
Total Non-OP items	6,296	1.5%	1,853	0.4%	240%

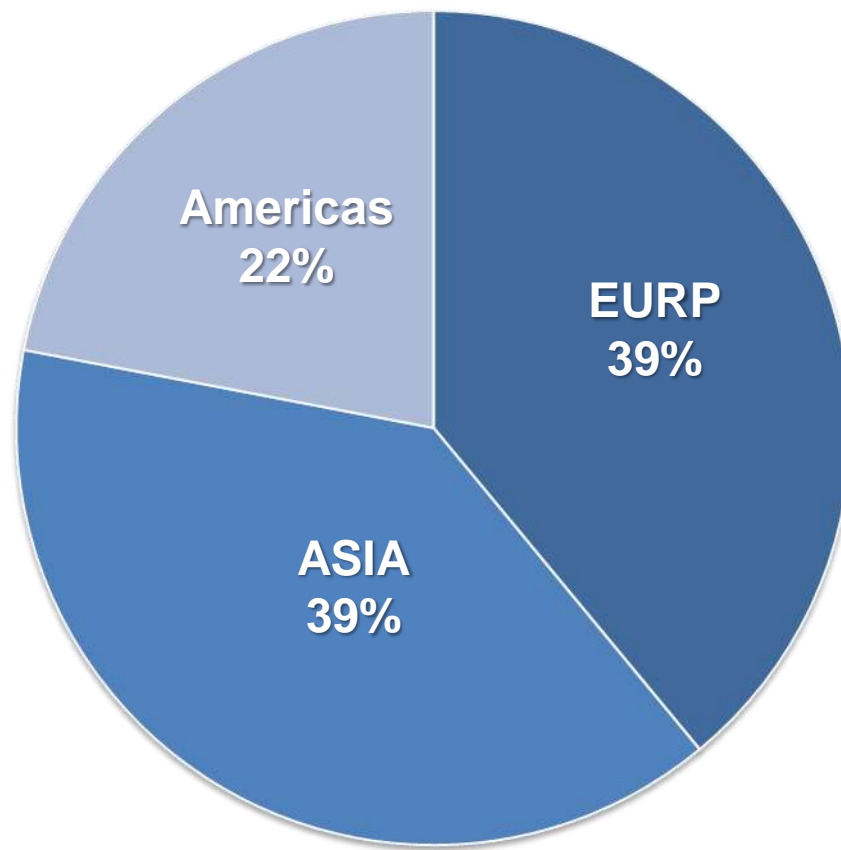
營運狀況摘要

4Q 2016 營收組合

產品別

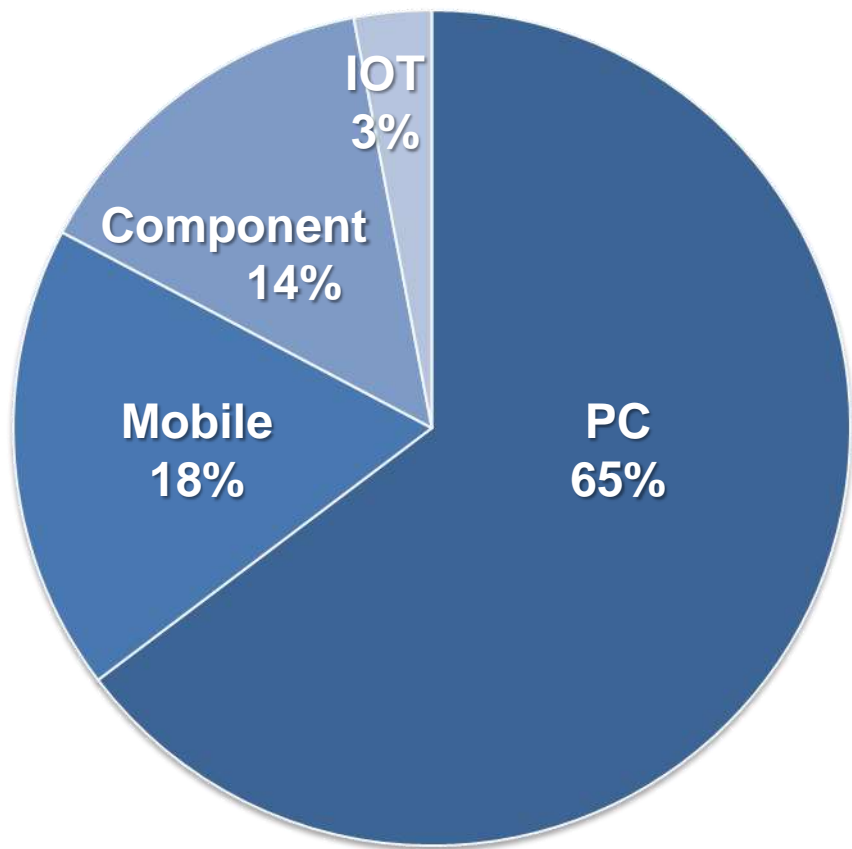


區域別

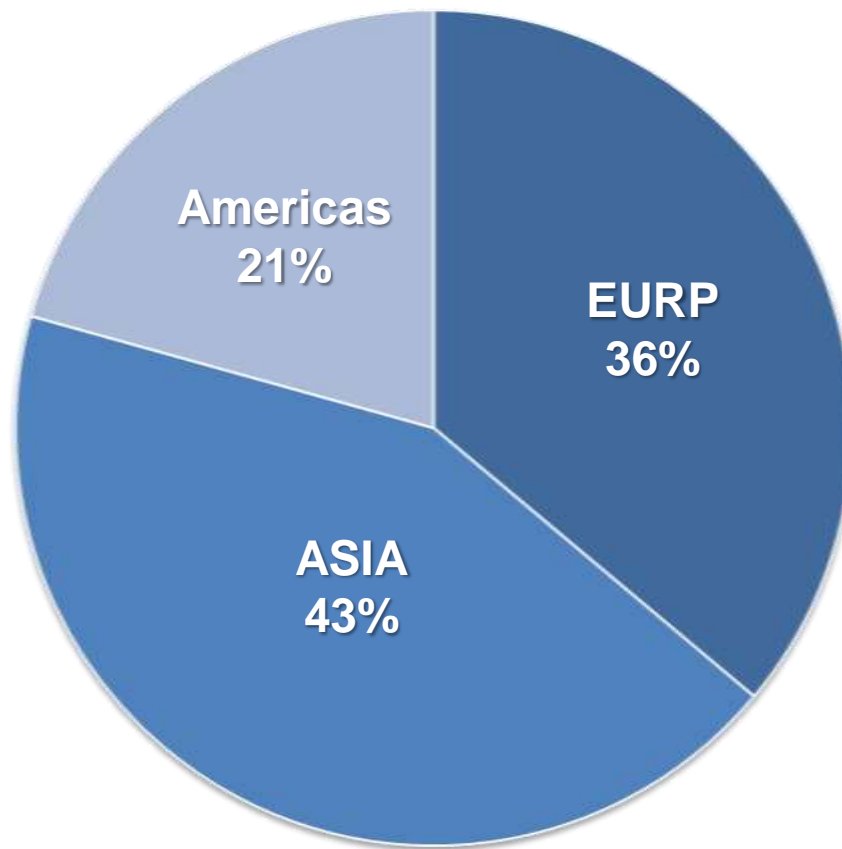


2016 營收組合

產品別



區域別



1Q 2017 營運展望

- PC QoQ -15% ~ -20%
- Mobile QoQ -10% ~ -15%
- Component QoQ 0% ~ -5%

策略與展望

Ubiquitous Computing

Evolution. Revolution



New Ubiquitous Computing Era



ASUS NB Growth Engine

2 in 1

Performance PC

ZenBook

Commercial

Gaming



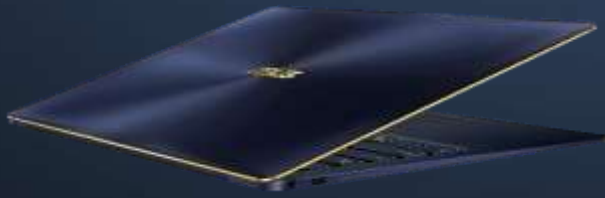
Leading Innovation • Wow Experience

NB Breakthrough

	<u>2016 Rev YoY</u>	<u>2017 Rev YoY(e)</u>
ZenBook	40 %	40 %
Gaming	50 %	40 %
2in1	10 %	40 %

Revenue Contribution **40%** in 2016 **>50%** in 2017 (e)

New Hero in Q2



UX490



Gaming



Vivobook S



Vivobook Pro



ZenFlip UX370



ASUS

Exclusive Technology

Hydro Overclocking System

Active Aerodynamic System



REPUBLIC OF
GAMERS

GX800

NO. 1
Performance
Hydro Overclocking System





Ultra-thin Gaming Laptop with Uncompromised Performance

Active Aerodynamic System

COMING SOON



ZenBook Deluxe



World's most prestigious NB

2 in 1 NB



Convertible 2in1



Detachable 2in1



Zenfone

Empowering Luxury

Hero model • Hero country

New Hero in Q1

Zenfone 3 Go



Livestream beautifully

Zenfone 3 Zoom



Catch the Moment

Zenfone AR



Built for augmented reality

Zenfone Core Competence

Design

Camera / Selfie / Live

Audio

AR/VR



Zenfone 3 Zoom



Zenfone 3 Go



Zenfone 3 Max



Zenfone AR

Amazing Journey • Incredible Achievement



Zenfone™ won **860** award globally

Q4 Breakthrough Growth



Taiwan · Hong Kong · Philippine · Japan · Brazil
Russia · France · Spain · Portugal



Zenfone™ AR

Built for augmented reality

World's first AR & VR

Tango enabled & Daydream-ready phone

ASUS TriCam™ System

23MP / Motion Tracking /
Depth Sensing cameras

Snapdragon 821 processor
/ 8GB RAM

Extreme power built for AR & VR

5.7" WQHD Super AMOLED

Immersive 2K VR experiences

ZenFone AR – Quotes from the Media

Reviewed.com

"CES 2017 Editors' Choice Award Winner - ZenFone AR"



ANDROID AUTHORITY

"Best of CES 2017 - The ZenFone AR shines as the first truly high-end Tango device."



"The Best of CES 2017 - Zenfone AR actually feels like a phone you'd want to use, even if you never augment your reality."

techradar.

"Best Smartphone in CES 2017 - Asus has taken an early lead in this year's smartphone race with its Zenfone AR at CES 2017."

engadget

"Best of CES 2017 - It's more than just an AR machine too: It also supports Google's Daydream VR platform."



Zenfone™ 3 Zoom

Catch The Moment

2.3x Optical Zoom & $f/1.7$
Dual Lens Camera



Zenfone™ 3 Zoom

Catch the Moment

Dual Lens Camera

f/1.7 SONY IMX362 Camera
2.3x Optical Zoom Camera

Dual Image Processor

SD625 & SuperPixel™ Engine
for 2.5x Light Sensitivity*

Double Battery Life**

5000mAh Battery
6.4 hrs 4K Video Recording

* Compared with iPhone 7 Plus.

** Compared with iPhone 7 on
4K Video Recording.





Zenfone™ 3 Go

Livestream beautifully

Beautification with Facebook
& YouTube – Live!

Large 1.4 μ m
pixels

Soft LED Flash
for brighter selfies

Dual MEMS Mics
for clearer chat & less noise

Five-Magnet Speaker
with smart amp

AR/VR

PC VR (PC + HMD)



Collaborate with Microsoft
& Oculus (ROG)

Mobile VR (HMD w/ Phone)



Zenfone AR
(Tango enabled & Daydream-ready)

AR/VR

AIO VR (Standalone HMD)



2017 will launch

AR



Zenfone AR
(Tango enabled & Daydream-ready)



Zenbo

Your Smart Little Companion

- ✓ Sweet Little Companion
- ✓ Fun and Educational Playmate
- ✓ Smart household helper

Home Robot Solution



Sweet Little Companion

- Guided digital life for seamless and intuitive experiences
- Proactive reminder for calendar events and medicine consumption
- Watchdog and first respondent in case of emergency



Fun and Educational Playmate

- Interactive storyteller
- Smart tutor and learning companion
- Kid-friendly programming apps to encourage logical and creative thinking

Smart household helper

- Smart home manager and security guard
- Hands-free kitchen assistant
- Family photographer
- Entertainment provider
- Mobile home computer and stereo



Customer's happiness is always the most important thing



Zenbo

Your Smart Little Companion



**IN SEARCH OF
INCREDIBLE**

華碩電腦

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