

華碩電腦

2017年第2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

- 2017年第2季財務結果
- 營運狀況摘要
- 策略與展望
- 問與答

2017年第2季財務結果

2017年第2季自結品牌損益

(unaudited brand consolidated financials)

in NT\$ Mn	2017 2Q	2017 1Q	QoQ	2016 2Q	YoY
Net Revenue	86,546	98,206	-12%	93,938	-8%
COGS	(76,549)	(85,055)	-10%	(81,355)	-6%
Gross Profit	9,997	13,151	-24%	12,583	-21%
Operating Expenses	(8,252)	(9,342)	-12%	(8,820)	-6%
Operating Income	1,746	3,809	-54%	3,762	-54%
Non-OP Items	718	855	-16%	1,542	-53%
Pre-Tax Income	2,463	4,664	-47%	5,305	-54%
Tax	(453)	(1,013)	-55%	(1,179)	-62%
Net Income	2,010	3,651	-45%	4,125	-51%
EPS	2.7	4.9		5.6	
Gross Margin %	11.6%	13.4%		13.4%	
Operating Margin %	2.0%	3.9%		4.0%	

2017年第2季自結品牌業外損益

(unaudited brand consolidated financials)

Non-OP Items	2017 2Q	2017 1Q	QoQ	2016 2Q	YoY
Interest Income (net)	265	241	10%	194	36%
Investment Income	10	(9)	211%	145	-93%
<i>Askey</i>	(166)	(137)	-21%	(6)	-2736%
<i>Others</i>	176	128	38%	151	17%
Exchange Gain/(Loss)	509	495	3%	942	-46%
Dividend Income	5			4	41%
Other Income (net)	(72)	129	-156%	258	-128%
Total Non-OP items	718	855	-16%	1,542	-53%

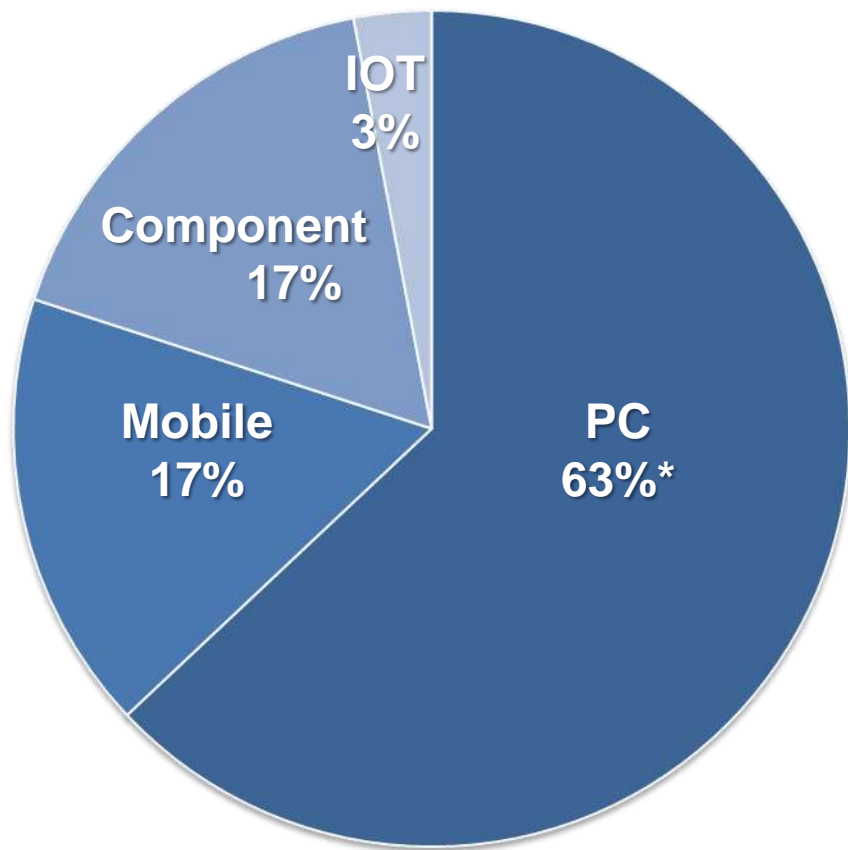
2017年第2季自結品牌資產負債表

in NT\$ Mn	Jun 30, 2017	Mar 31, 2017	QoQ	Jun 30, 2016	YoY
Cash & equivalents	65,250	68,304	-4%	60,329	8%
Accounts receivable	70,361	72,207	-3%	69,362	1%
Inventories	88,813	82,961	7%	81,463	9%
Current Assets	231,496	229,275	1%	220,751	5%
Long-term investments	80,795	81,971		71,471	
Fixed assets	9,240	8,659		4,317	
Total Assets	335,191	334,295	0%	307,306	9%
Accounts payable	56,298	55,450	2%	40,569	39%
Current Liabilities	151,262	137,305	10%	133,130	14%
Total Liabilities	161,354	147,461	9%	142,352	13%
Paid-in capital	7,428	7,428		7,428	
Stockholders' equity	173,835	186,833	-7%	164,954	5%
Avg. Days of Inventory	102	88		94	
Avg. Days of AR	75	69		70	
Avg. Days of AP	71	69		48	
Avg. CCC Days	106	87		116	

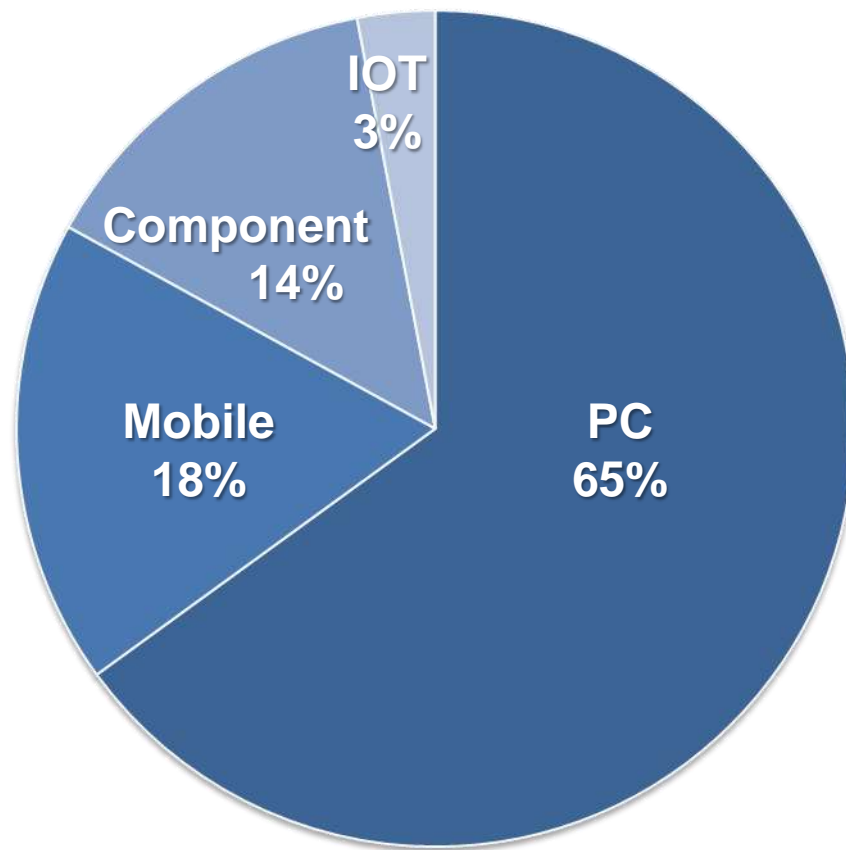
營運狀況摘要

2Q 2017 營收組合

2Q 2017



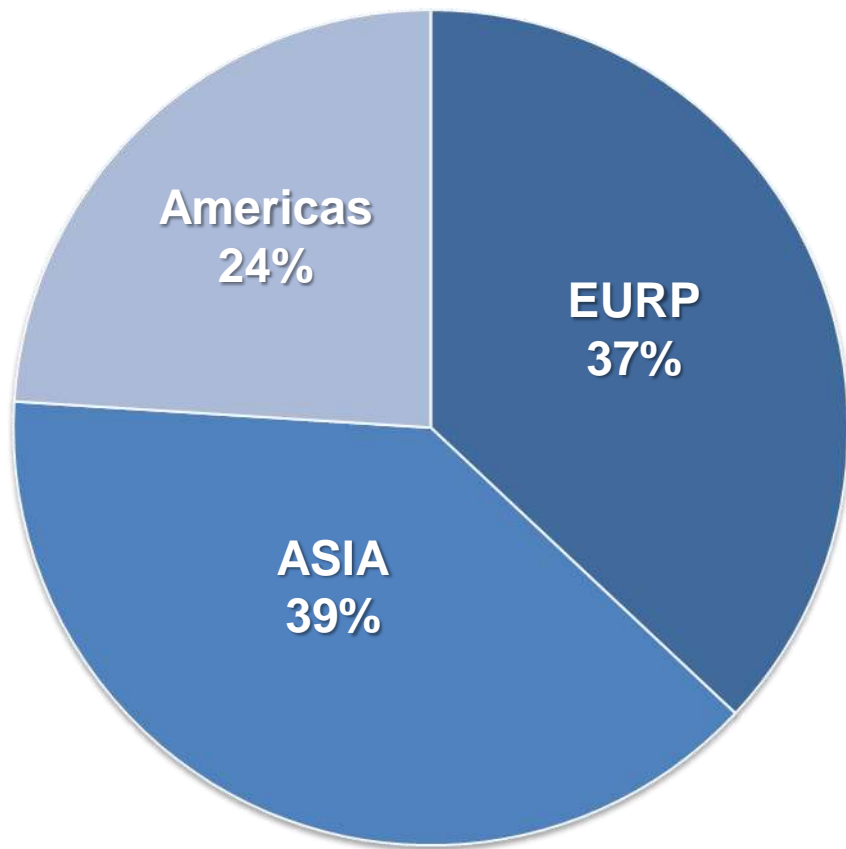
2Q 2016



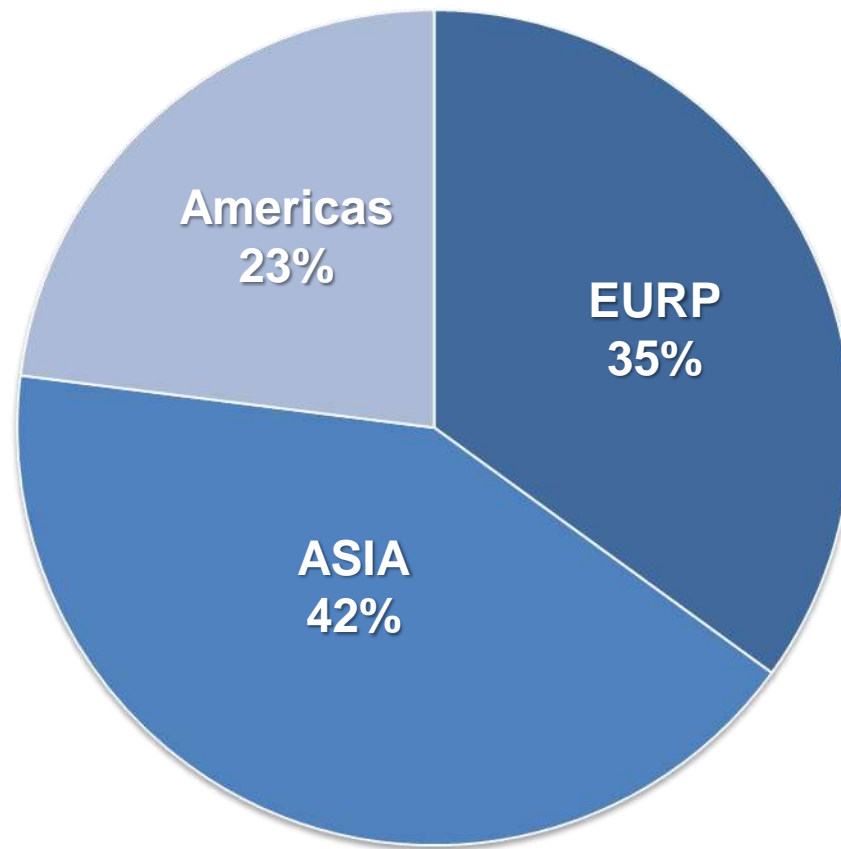
* Gaming PC accounts for 20%~25% of PC revenue

2Q 2017 區域組合

2Q 2017



2Q 2016



2Q 2017 營運展望

- **PC QoQ +10% ~ +20%**
- **Mobile QoQ +20% ~ +30%**
- **Component QoQ +5% ~ +10%**

策略與展望

The ASUS logo is positioned in the upper right quadrant of the image. It consists of the letters 'ASUS' in a bold, white, sans-serif font. The background of the entire image is a dark blue, abstract digital landscape with glowing, curved lines and a grid pattern, suggesting a high-tech or futuristic environment.

ASUS

創新迎戰 變中求勝

Evolution · Revolution

EVOLUTION • REVOLUTION

Technology Roadmap

ID Roadmap

Product Roadmap
Marketing Roadmap



Reinforce Value Stream

Consolidation • Focus

Profit & Position

PC



Stable Growth

Gaming



Ecosystem

Smartphone



Breakthrough

PC Strategy

Leading Innovation • WOW Experience

ZenBook



[More Resources](#)

2in1



VivoBook



[Focus Hero](#)

PC Hero Model

Ultimate Luxury



UX370

10.9mm 2in1



UX550

1050Ti Zenbook

Empowering Luxury
for Everyone



Vivobook Pro

1050P Vivobook

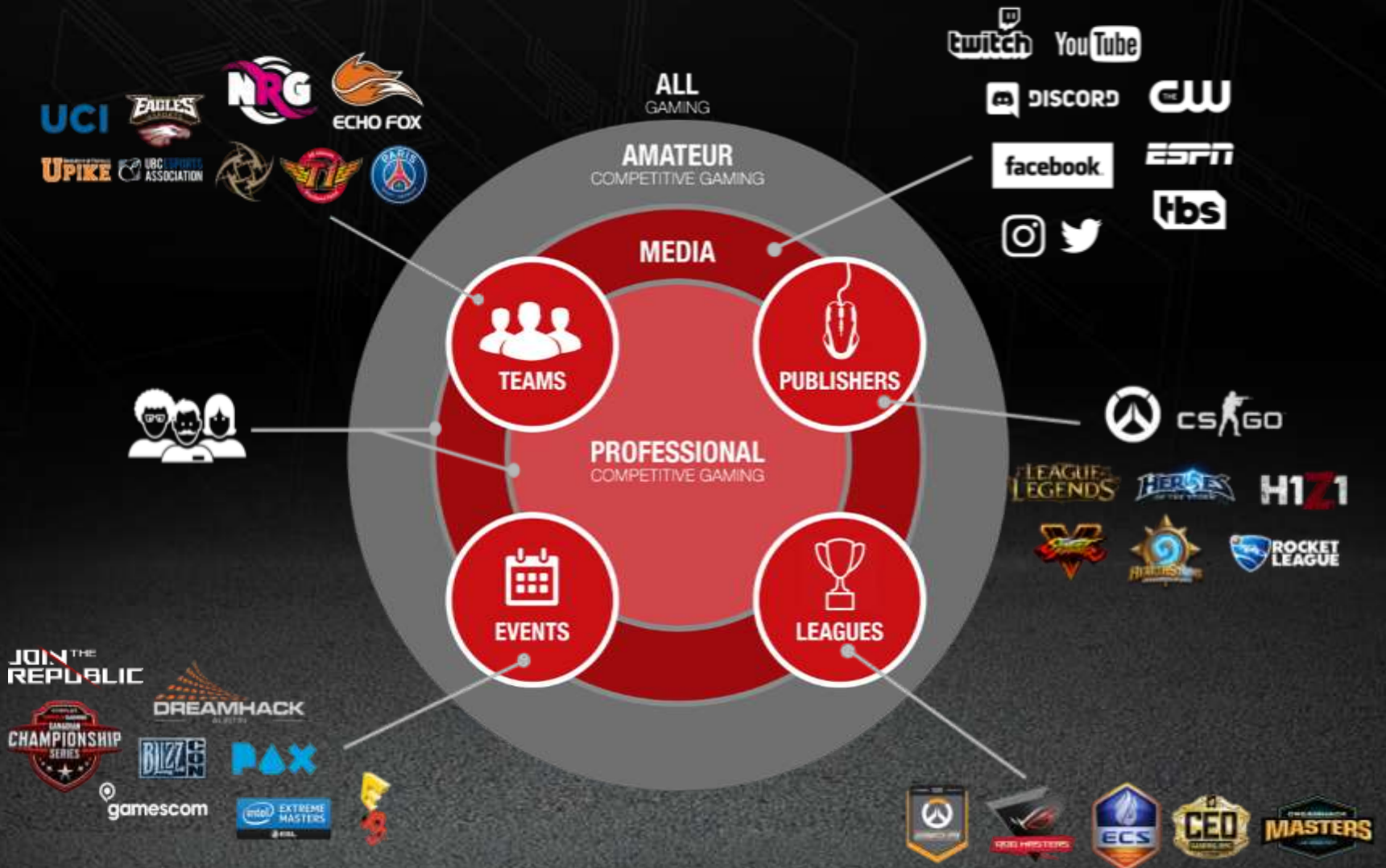


REPUBLIC OF
GAMERS

ASUS ROG



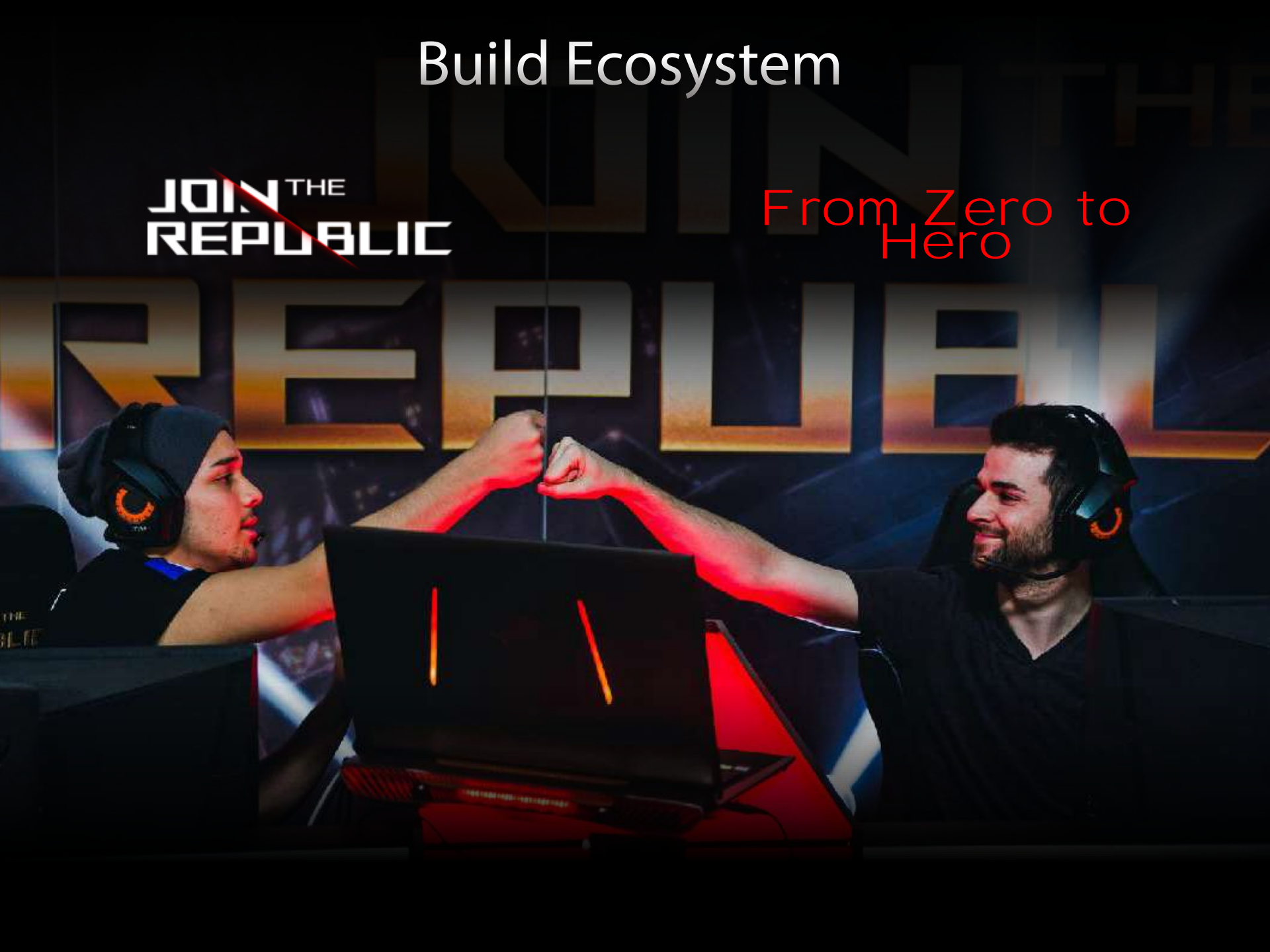
ROG - Ecosystem



Build Ecosystem

JOIN ^{THE}
REPUBLIC

From Zero to
Hero



Build Ecosystem



Professional
World-class Tournament
OR
Live Your esports Dream



Build Community

1

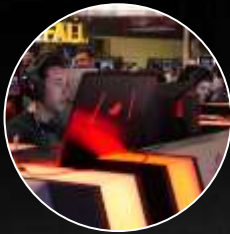
JOIN THE
REPUBLIC



Global

Launch global leagues for professionals and amateurs. Align with organizations that feature the highest level of play.

2



Local

Host and sponsor local LAN events. Sponsor top teams per region and invest in collegiate orgs. Acquire top streamers and deliver localized content.

3



Personal

Engage with fanbase on a personal level through communication at retail and pre/post sales interaction through social media.



REPUBLIC OF
GAMERS

ROG Innovation

GX501



Premium • Thin • Light • Cool • Quiet •
GTX1080



ROG Innovation

GX501

"Gaming laptops will never be the same again"

- Engadget.

"The Zephyrus is a revolutionary gaming-laptop design"

- Computer Shopper.

"It's the best performing 15.6-inch notebook we've ever tested"

- Hot Hardware.



ROG Innovation GX800

NO.1
Performance
Hydro Overclocking System



ROG Innovation



ROG
GX800

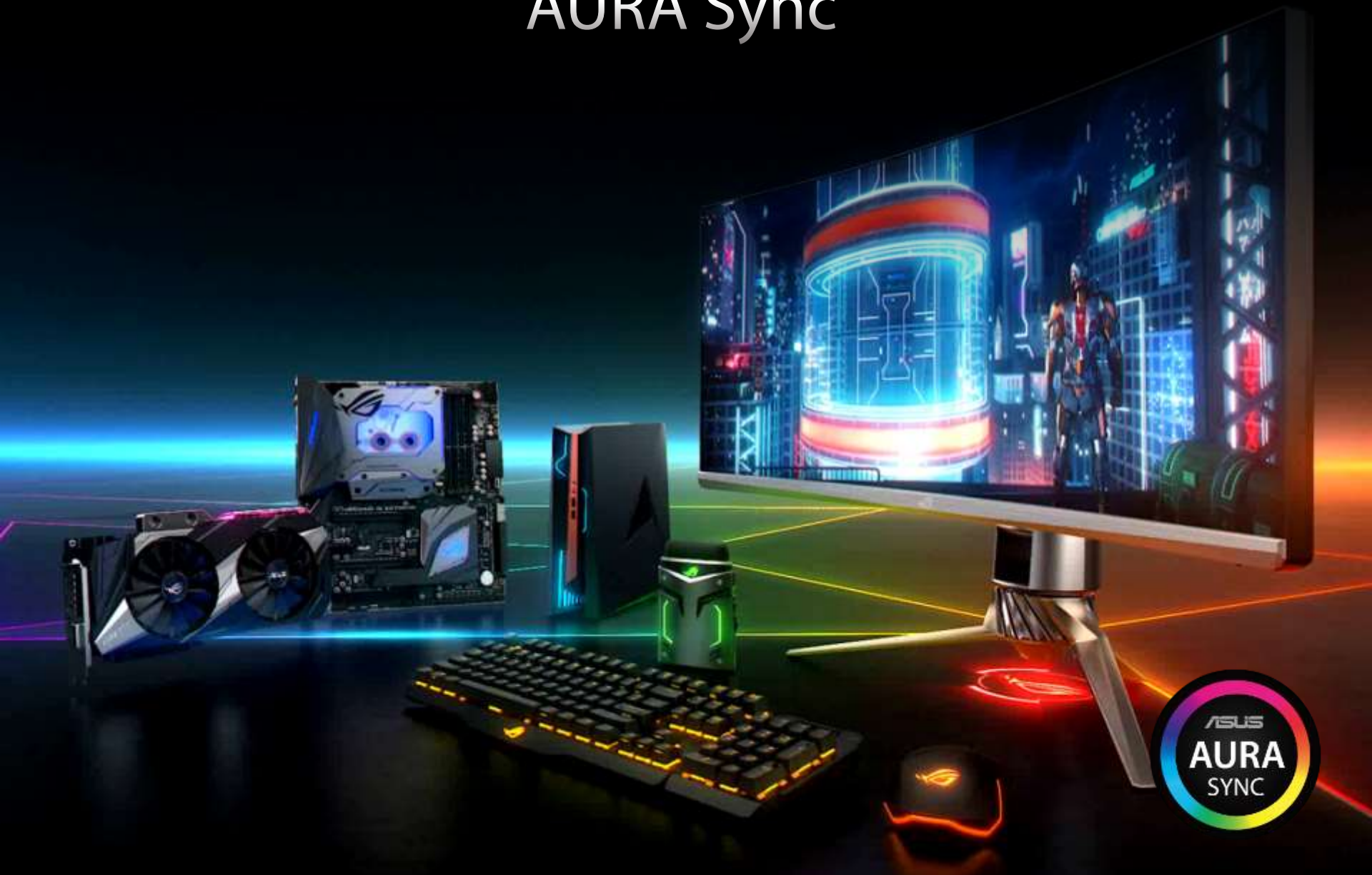
"The Asus ROG GX800 is the craziest computer I've ever used...you absolutely don't need one, but will want one all the same." – Trusted Reviews

ROG Integrated Experience



COMING SOON
2017 IFA

ROG Integrated Experience AURA Sync



ROG Integrated Experience

AURA Sync



MB



Display



Mouse



PC



VGA



Network

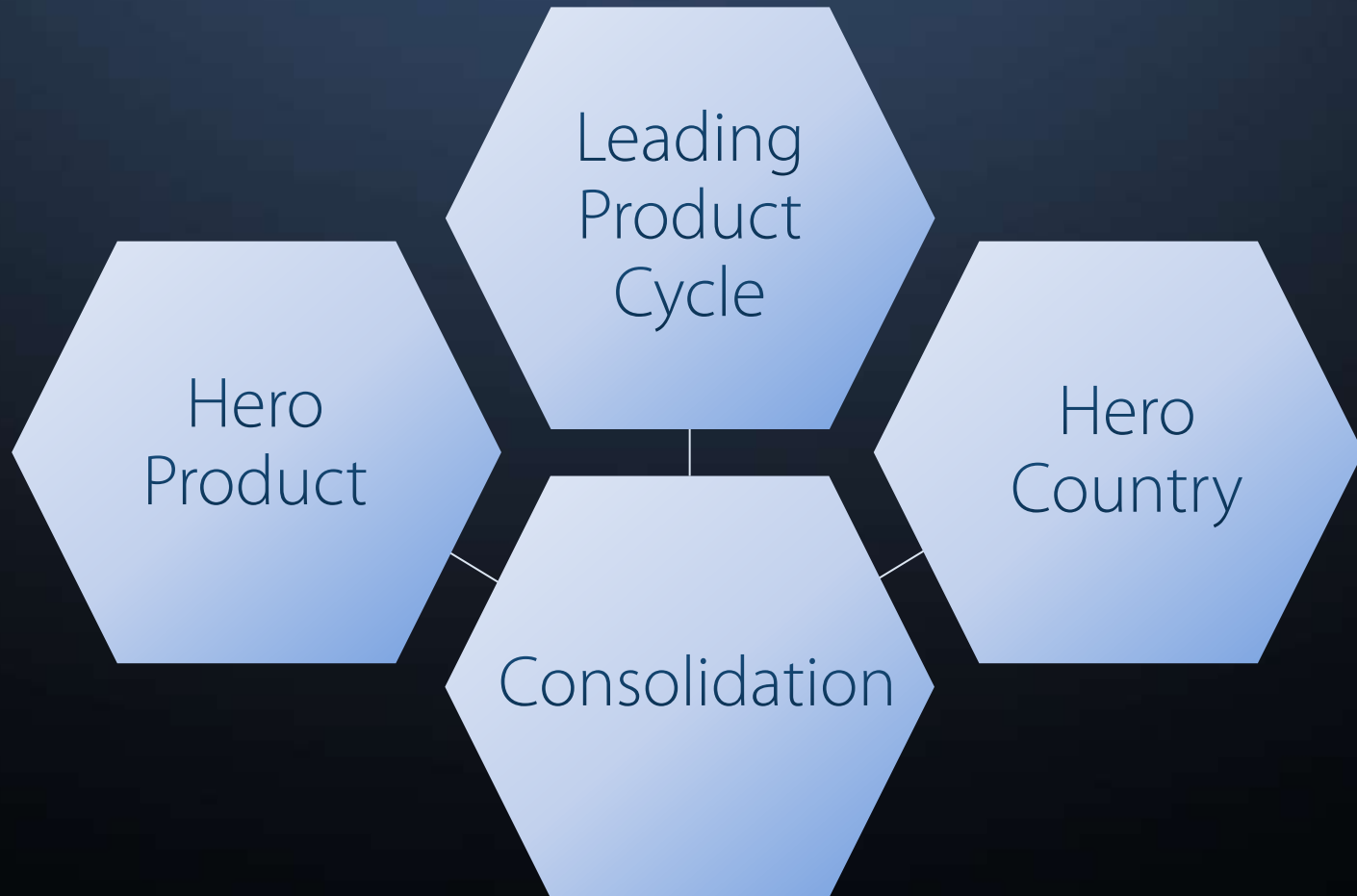


Keyboard



Desktop

Phone



To be somebody in selected countries

Phone

ASP Up , Volume Up



Tough Country : China, India

Phone

Ultimate Luxury

Premier Luxury

Empowering Luxury
for Everyone

Zenfone AR Zenfone [4] Pro

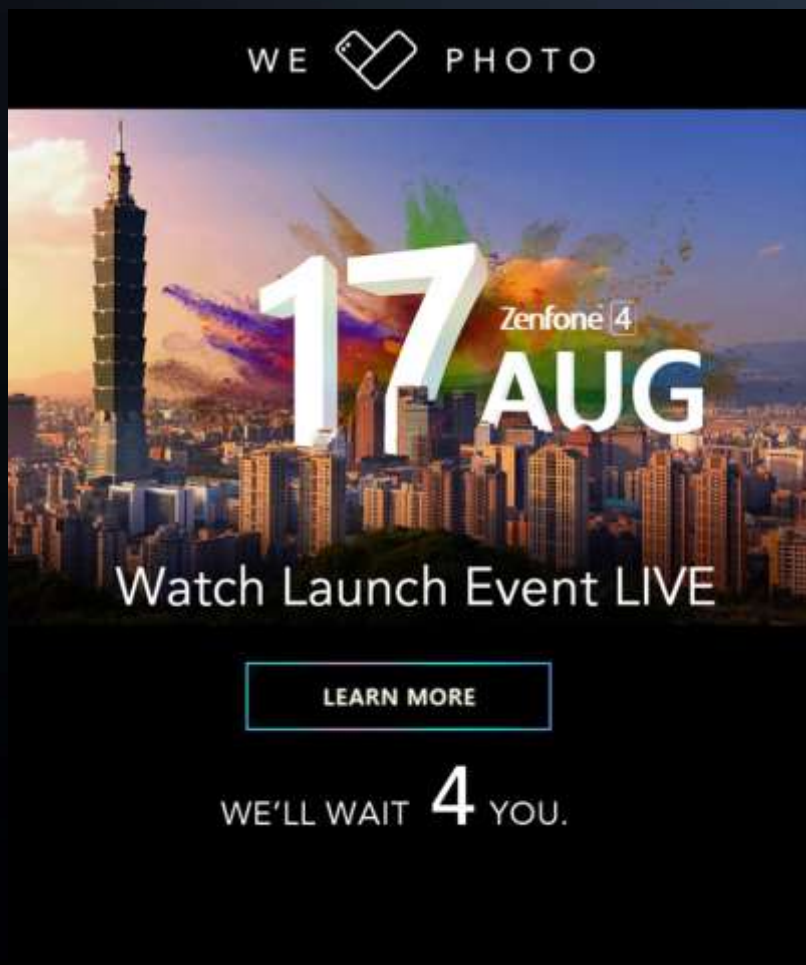
Zenfone [4]

Zenfone [4] Max



WE  PHOTO

華碩 ZenFone 4系列智慧型手機 8.17盛大登場



時間: 8/17 16:00 線上直播

與會國家：

台灣、馬來西亞、香港、印尼、
菲律賓等亞太國家

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