

華碩電腦

2018年第1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

- 2018年第1季財務結果
- 營運狀況摘要
- 策略與展望
- 問與答

2018年第1季財務結果

2018年第1季自結品牌損益

(unaudited brand consolidated financials)

in NT\$ Mn	2018 1Q	2017 4Q	QoQ	2017 1Q	YoY
Net Revenue	90,056	103,944	-13%	98,206	-8%
COGS	(77,480)	(89,719)	-14%	(85,055)	-9%
Gross Profit	12,577	14,225	-12%	13,151	-4%
Operating Expenses	(8,517)	(10,257)	-17%	(9,342)	-9%
Operating Profit	4,060	3,969	2%	3,809	7%
Non-OP Items*	(760)	1,114	-168%	855	-189%
Pre-Tax Profit	3,300	5,083	-35%	4,664	-29%
Tax	(920)	(1,037)	-11%	(1,013)	-9%
Net Profit	2,380	4,046	-41%	3,651	-35%
EPS	3.2	5.4		4.9	
Gross Margin %	14.0%	13.7%		13.4%	
Operating Margin %	4.5%	3.8%		3.9%	
Recurring Profit	4,471	4,046	11%	3,651	22%

* Including a provision of €65 million for EU investigation

2018年第1季自結品牌業外損益

(unaudited brand consolidated financials)

Non-OP Items	2018 1Q	2017 4Q	QoQ	2017 1Q	YoY
Interest Income (net)	300	219	37%	241	25%
Investment Income	(144)	(206)	30%	(9)	-1453%
<i>Askey</i>	(505)	(455)	-11%	(137)	-268%
<i>Others</i>	361	250	44%	128	182%
Exchange Gain/(Loss)	1,173	963	22%	495	137%
Other Income (net)	(2,089)	137	-1621%	129	-1725%
Total Non-OP items	(760)	1,114	-168%	855	-189%

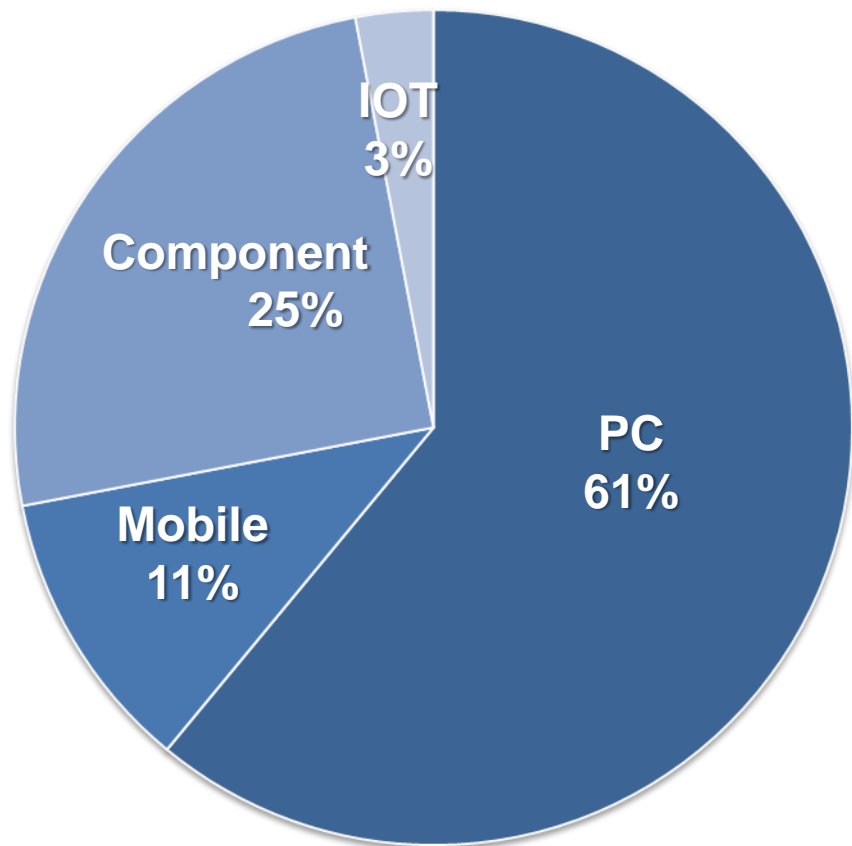
2018年第1季自結品牌資產負債表

in NT\$ Mn	Mar 31, 2018	Dec 31, 2017	QoQ	Mar 31, 2017	YoY
Cash & equivalents	70,783	67,377	5%	68,304	4%
Accounts receivable	65,917	75,223	-12%	72,207	-9%
Inventories	77,983	76,110	2%	82,961	-6%
Current Assets	222,896	227,154	-2%	229,275	-3%
Long-term investments	72,997	72,547		81,971	
Fixed assets	10,031	9,695		8,659	
Total Assets	321,416	323,911	-1%	334,295	-4%
Accounts payable	47,733	49,138	-3%	55,450	-14%
Current Liabilities	133,001	137,923	-4%	137,305	-3%
Total Liabilities	144,258	148,766	-3%	147,461	-2%
Paid-in capital	7,428	7,428		7,428	
Stockholders' equity	177,157	175,144	1%	186,833	-5%
Avg. Days of Inventory	91	82		88	
Avg. Days of AR	72	68		69	
Avg. Days of AP	60	56		69	
Avg. CCC Days	102	94		87	

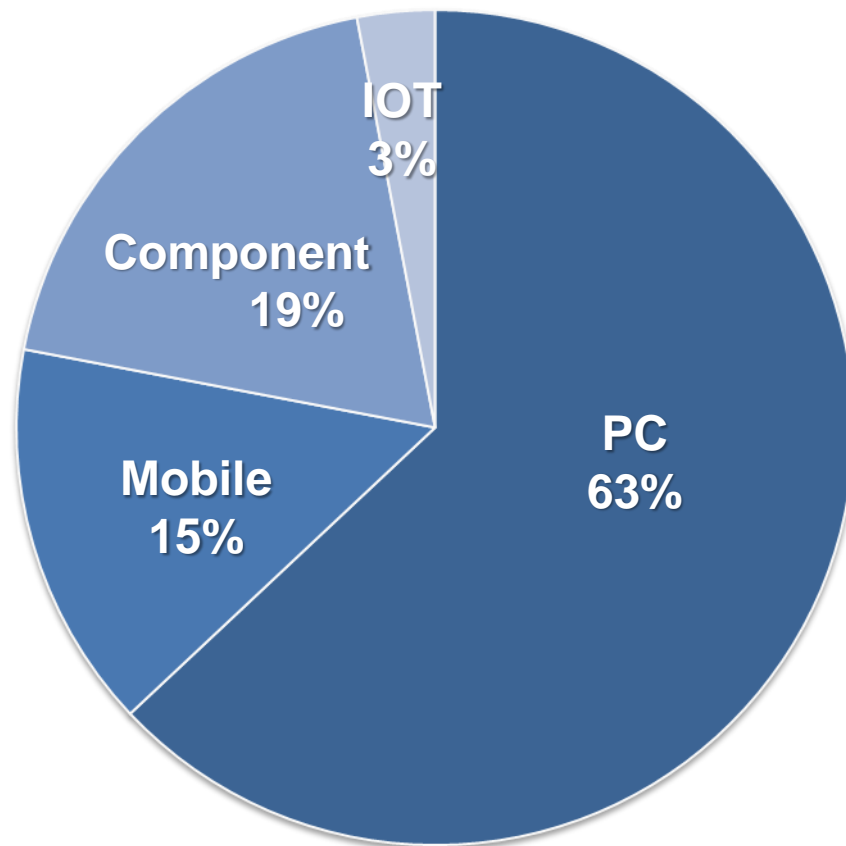
營運狀況摘要

1Q 2018 營收組合

1Q 2018

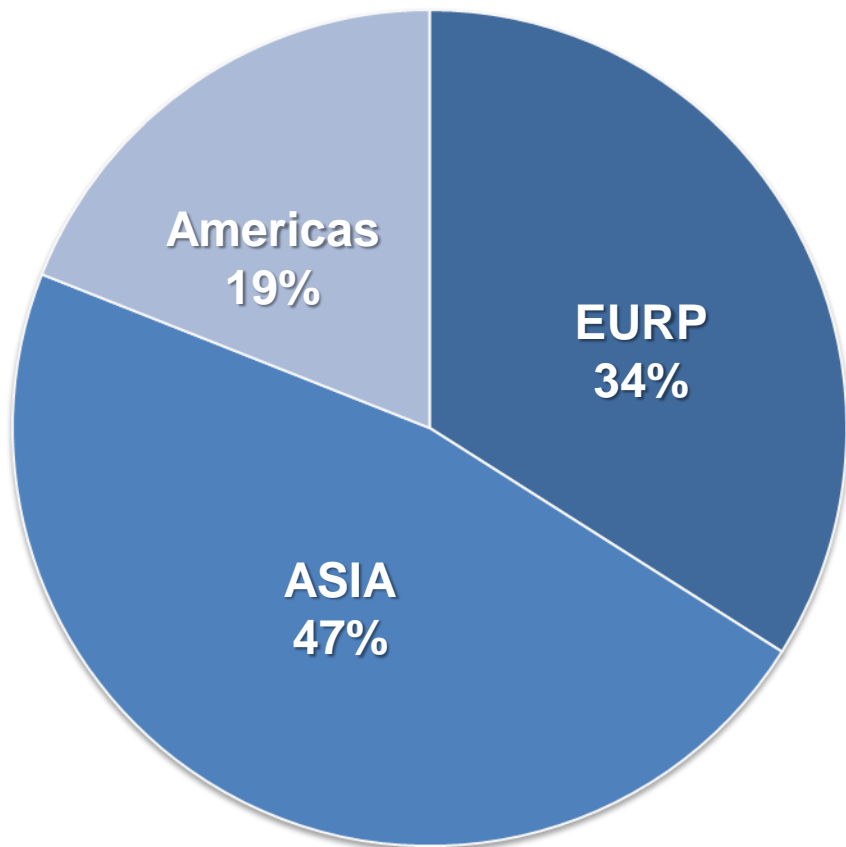


4Q 2017

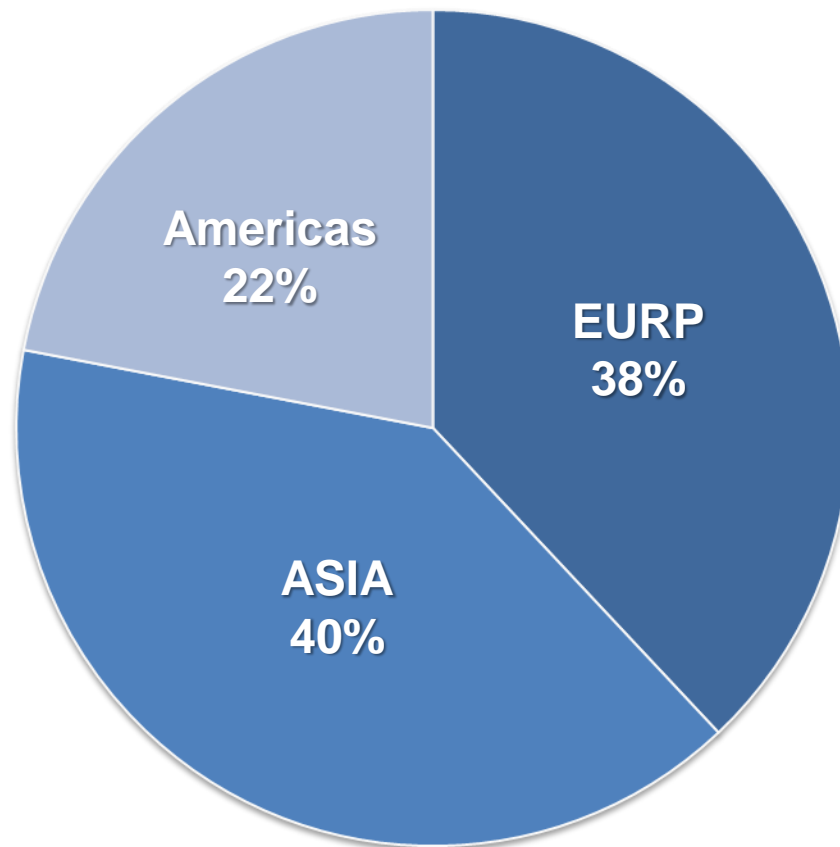


1Q 2018 區域組合

1Q 2018



4Q 2017



2Q 2018 營運展望

- **PC QoQ -10% \pm 2.5%**
- **Mobile QoQ +30% \pm 5%**
- **Component QoQ -20% \pm 5%**

策略與展望

The ASUS logo is rendered in a white, bold, sans-serif font. It is positioned in the upper right quadrant of the image, above the main slogan. 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 data-driven environment.

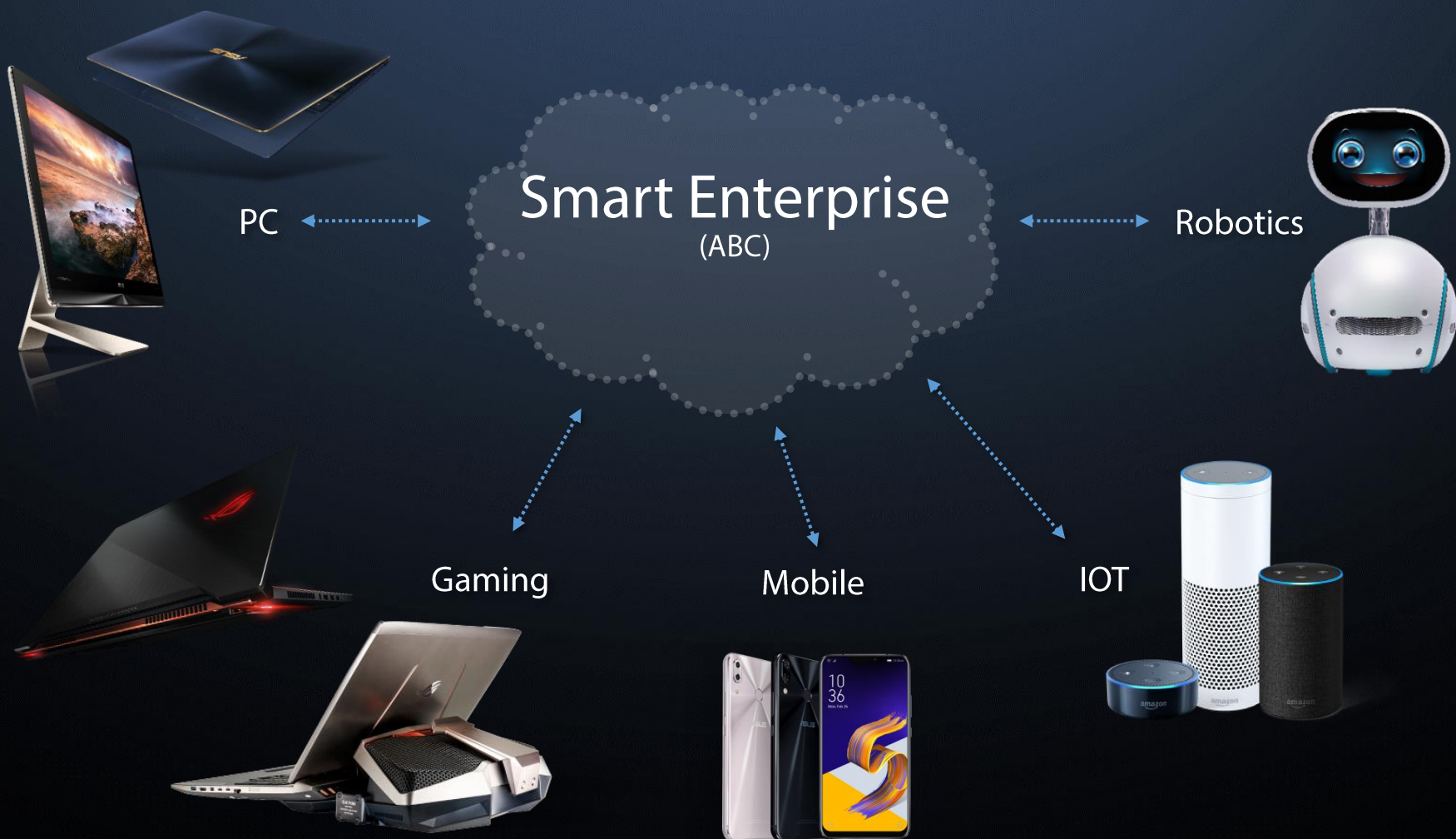
ASUS

創新 快速

Innovation · Agility

Connected Service & New Retail

與世界接軌



Modern PC

Fashion • Performance • Experience

ZenBook

2in1

VivoBook

X Series



Brand Position + Profitable Growth

Sustaining by attacking

Leading Innovation • WOW Experience

Profitable Growth (PG)

ASUS Rev YoY > 5%

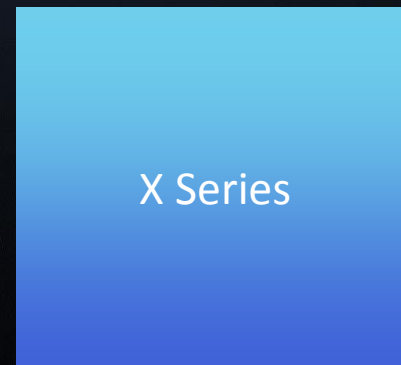
(TAM YoY 0~1%)

Position Building

Brand Position + Profitable Growth

Sustaining by attacking

2016	17 %	83 %
2017	25 %	75 %
2018	35 %	65 %



Fashion

- Thin
- Light
- **Narrow Bezel**
- Expressive Color
- Ergonomic Hinge Design



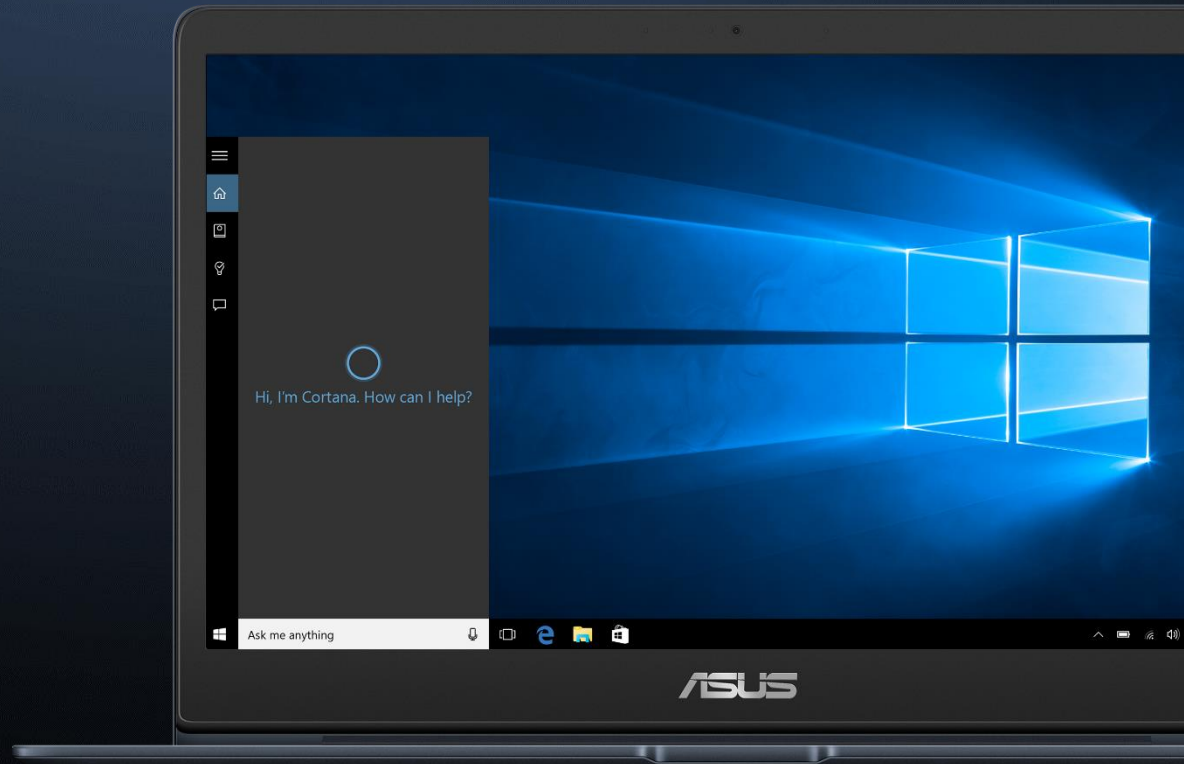
Performance

- SSD (PCIe x4)
- Gaming-Grade GPU
- Optane Cache
- Fast Charging
- 5G (mmWave)



Experience

- Windows Hello
- Cortana
- Stylus
- Incredible Audio
- Cool & Quiet
- Always Connected





Gaming

Product

- Gaming Ecosystem Hardware
- 8 Product Lines
- Aura sync (Software)

People

- Join The Republic
- Gaming Team (RW)
- Gaming Community



Gaming BU

Profitable Growth

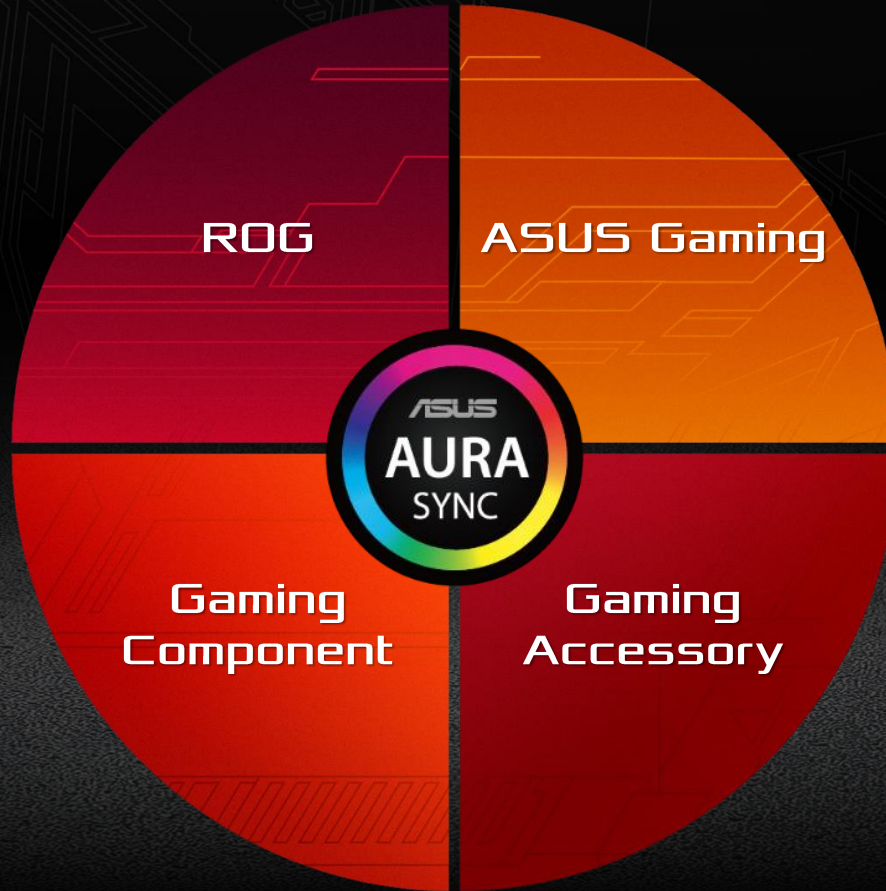
ASUS Rev YoY > 10% ~ 30%



Gaming Ecosystem Hardware

- Build ecosystem

- Motherboard
- VGA
- Display
- Router



- Volume driver

- Keyboard
- Mouse
- Headset
- T-shirt
- Hat
- Chair
- Bag
- ...

Gaming Seamless Integration

AURA Sync



Gaming Seamless Integration

AURA Sync



MB



Display



Mouse



Notebook



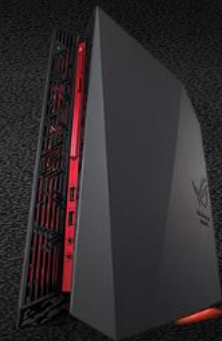
VGA



Network

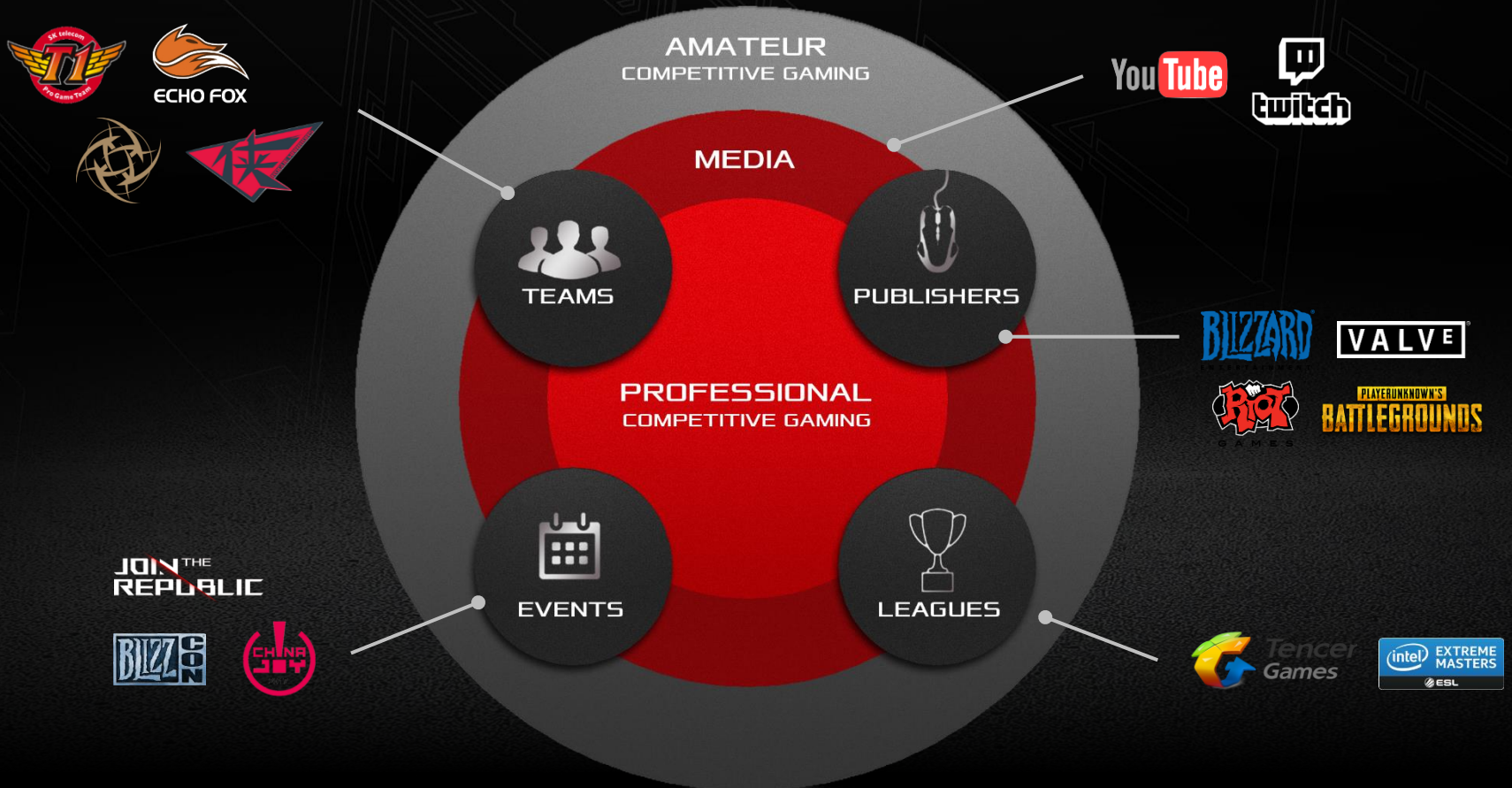


Keyboard



Desktop

Gaming Esport lifestyle



大中華區 LPL 戰隊 Rogue Warriors (RW)



大中華區LPL春季季後賽聯盟前四強
進入2018洲際賽

北美區 LCS 戰隊

Echo Fox



HUNI



DARDOCH



FENIX



ALTEC



ADRIAN



ALLORIM



THEODD
ORANGE



DAMONTE



LOST



PAPACHAU

2018 NA LCS Spring Playoffs No.3

PUBG 預備隊

Rogue Warriors (RW)



RWT(PUBG) 戰隊首次參與(虎牙天命杯·絕地求生) 賞金賽

隊伍排名第一

Phone

Ultimate Luxury

Zenfone 5z



Premier Luxury

Zenfone 5



Empowering Luxury
for Everyone

Zenfone Max Pro (M1)



Phone (TW)

狂賀!!!
感謝支持!

上市24小時
突破「12000」台



1st **12K** sold in
24 Hours!!

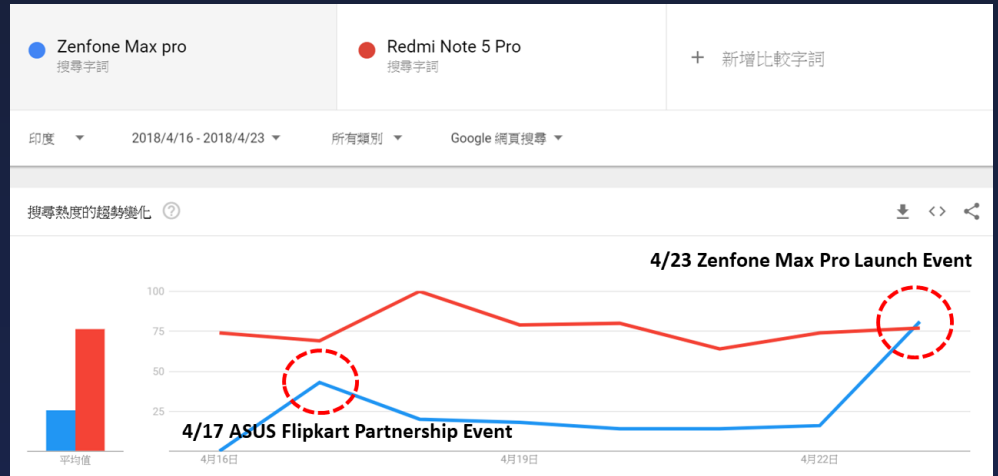
No.1 Smartphone in TW

WE  PHOTO

Phone (India)



Strong Partnership with Flipkart



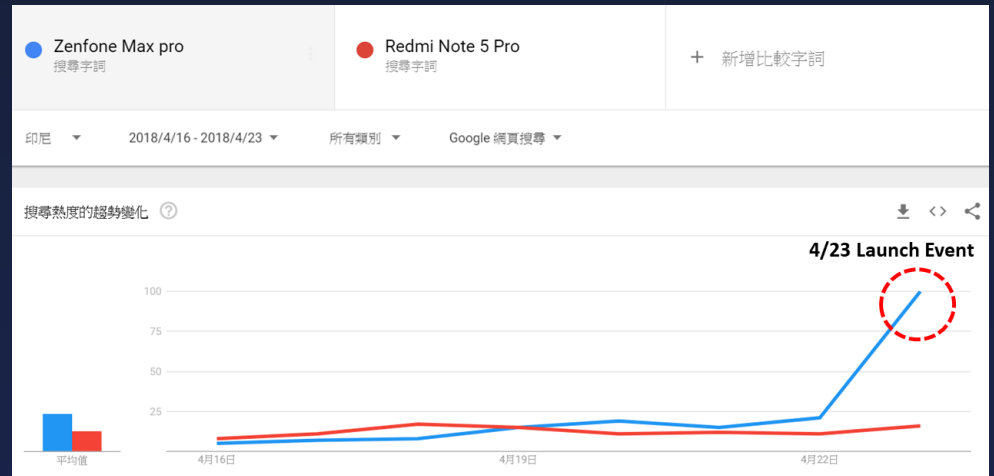
Google Trend in India

1st 30K sold in 2 minutes!!

Phone (Indonesia)



Strong Partnership with Lazada



Google Trend in Indonesia

1st 4K sold in 30 seconds!!

ROG Phone

REDEFINE your Gaming Expectations



COMING SOON in Computex

華碩電腦

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