

華碩電腦

2018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

- 2018年第2季財務結果
- 營運狀況摘要
- 策略與展望
- 問與答

2018年第2季財務結果

2018年第2季自結品牌損益

(unaudited brand consolidated financials)

in NT\$ Mn	2018 2Q	2018 1Q	QoQ	2017 2Q	YoY
Net Revenue	80,525	90,056	-11%	86,546	-7%
COGS	(70,291)	(77,480)	-9%	(76,549)	-8%
Gross Profit	10,234	12,577	-19%	9,997	2%
Operating Expenses	(7,411)	(8,517)	-13%	(8,252)	-10%
Operating Profit	2,823	4,060	-30%	1,746	62%
Non-OP Items*	(996)	(760)	31%	718	-239%
Pre-Tax Profit	1,827	3,300	-45%	2,463	-26%
Tax	(496)	(920)	-46%	(453)	9%
Net Profit	1,332	2,380	-44%	2,010	-34%
EPS	1.8	3.2		2.7	
Gross Margin %	12.7%	14.0%		11.6%	
Operating Margin %	3.5%	4.5%		2.0%	

2018年第2季自結品牌業外損益

(unaudited brand consolidated financials)

Non-OP Items	2018 2Q	2018 1Q	QoQ	2017 2Q	YoY
Interest Income (net)	391	300	30%	265	48%
Investment Income	(161)	(144)	-12%	10	-1664%
<i>Askey</i>	(612)	(505)	-21%	(166)	-270%
<i>Others</i>	451	361	25%	176	156%
Exchange Gain/(Loss)	(1,407)	1,173	-220%	509	-376%
Other Income (net)	178	(2,089)	108%	(72)	348%
Total Non-OP items	(996)	(760)	-31%	718	-239%

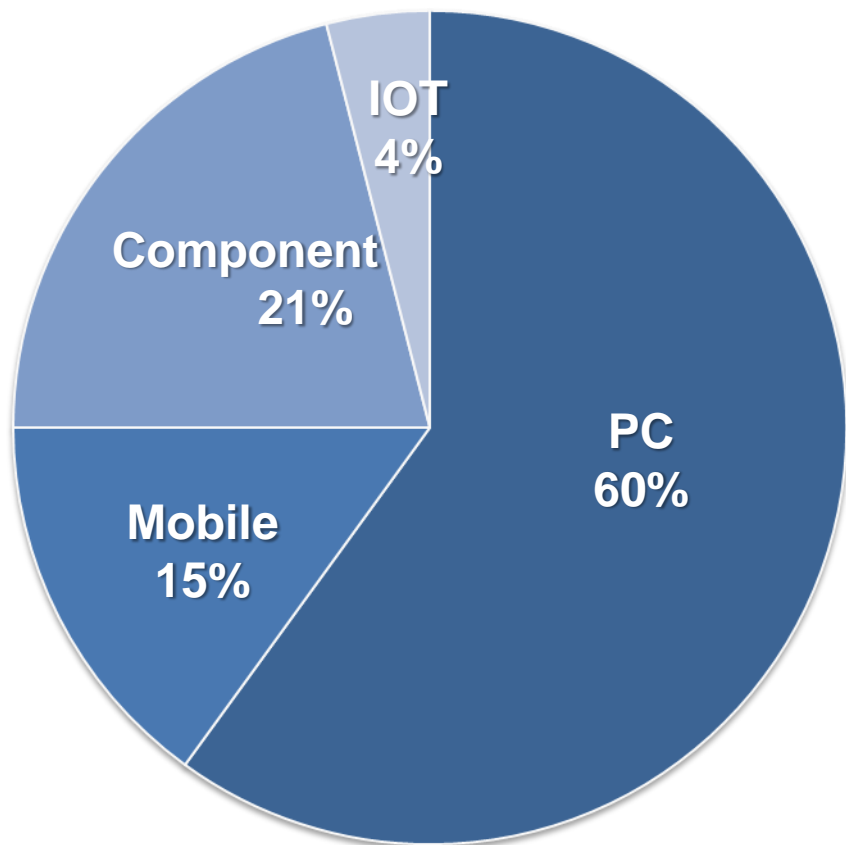
2018年第2季自結品牌資產負債表

in NT\$ Mn	Jun 30, 2018	Mar 31, 2018	QoQ	Jun 30, 2017	YoY
Cash & equivalents	71,864	70,783	2%	65,250	10%
Accounts receivable	69,830	65,917	6%	70,361	-1%
Inventories	79,400	77,983	2%	88,813	-11%
Current Assets	230,875	222,896	4%	231,496	-0.3%
Long-term investments	66,973	72,997		80,795	
Fixed assets	10,715	10,031		9,240	
Total Assets	323,097	321,416	1%	335,191	-4%
Accounts payable	51,020	47,733	7%	56,298	-9%
Current Liabilities	147,005	133,001	11%	151,262	-3%
Total Liabilities	158,211	144,259	10%	161,355	-2%
Paid-in capital	7,428	7,428		7,428	
Stockholders' equity	164,885	177,157	-7%	173,835	-5%
Avg. Days of Inventory	102	91		102	
Avg. Days of AR	77	72		75	
Avg. Days of AP	68	60		71	
Avg. CCC Days	111	102		106	

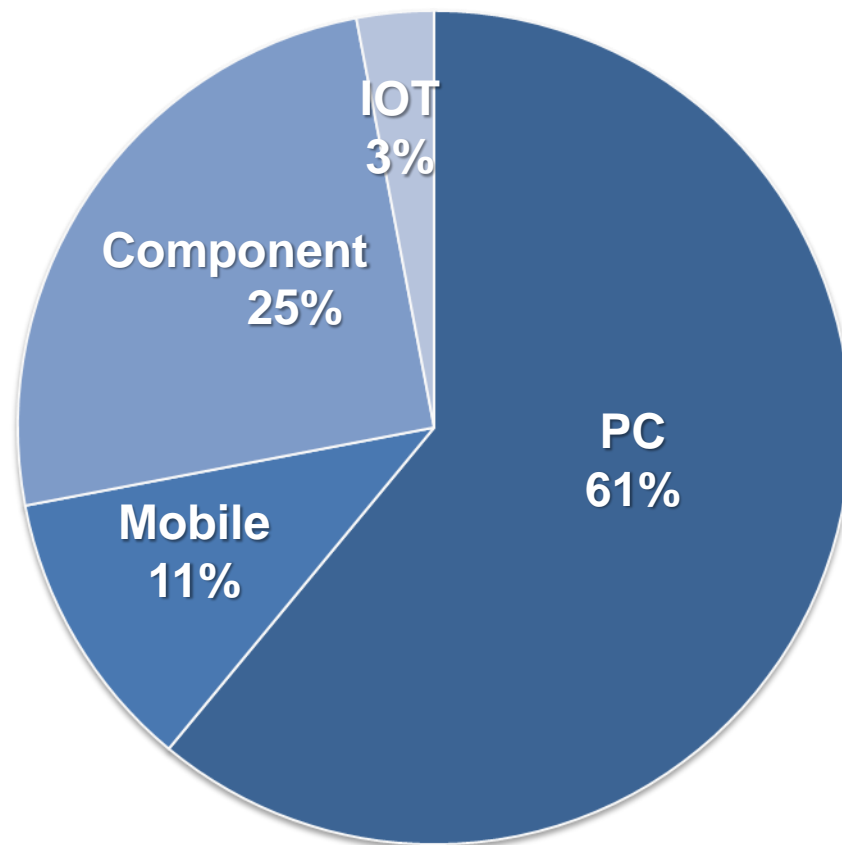
營運狀況摘要

2Q 2018 營收組合

2Q 2018

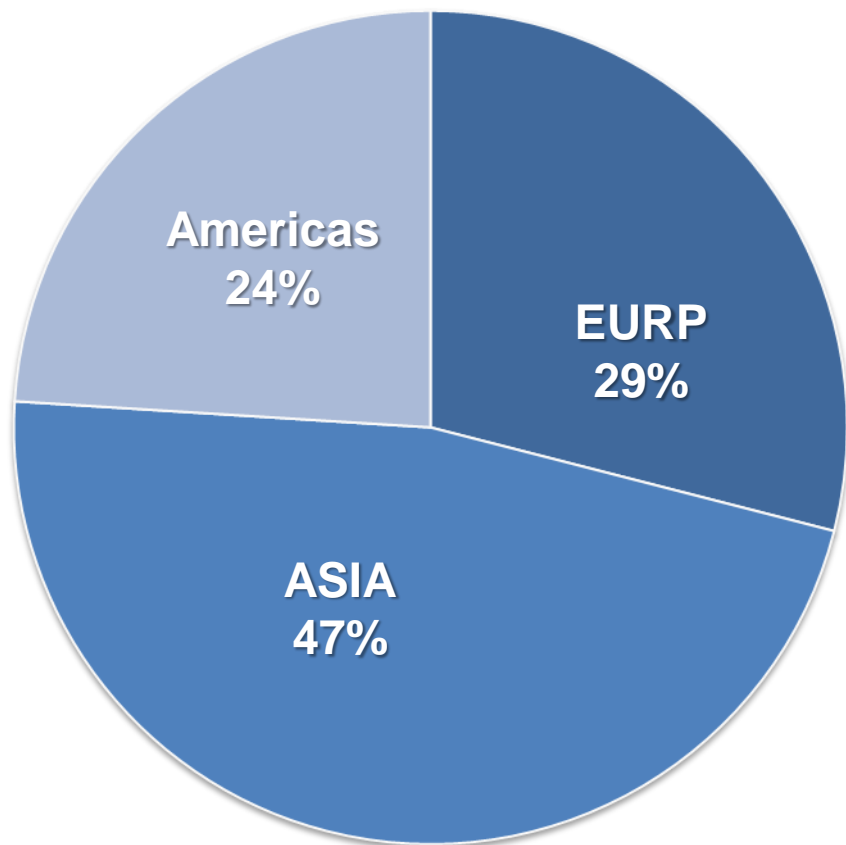


1Q 2018

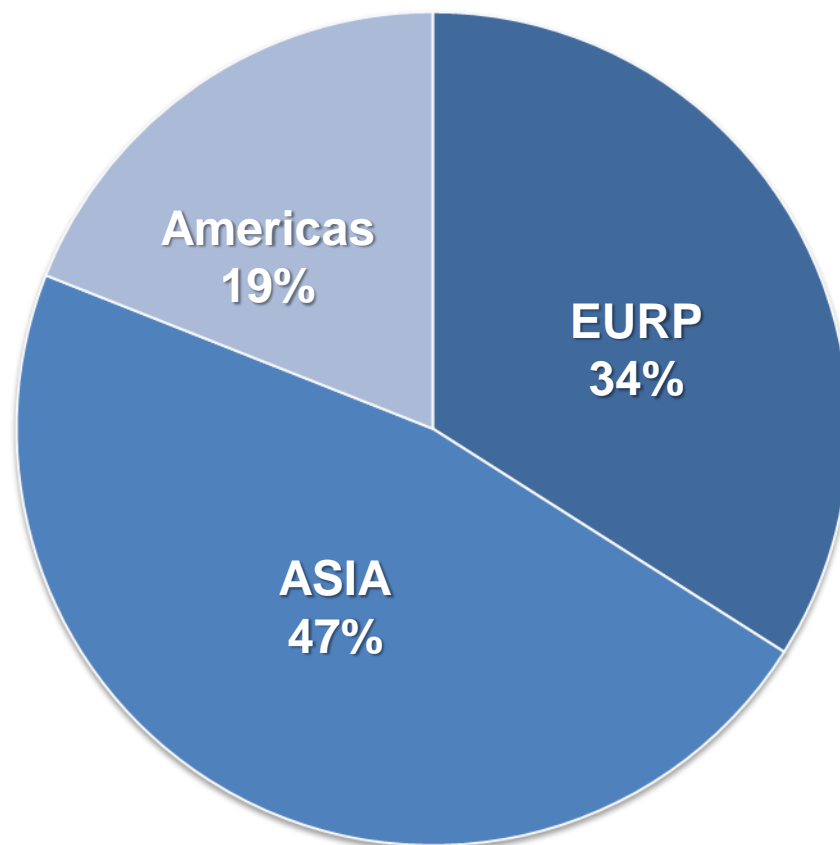


2Q 2018 區域組合

2Q 2018



1Q 2018



3Q 2018 營運展望

- **PC QoQ +20% \pm 5%**
- **Mobile QoQ +50% \pm 5%**
- **Component QoQ +10~15%**

策略與展望

The ASUS logo is rendered in a bold, white, sans-serif font. It is positioned in the upper right quadrant of the slide, above the main slogan. The background of the entire slide 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



2018 PC
Innovation • Design • Performance

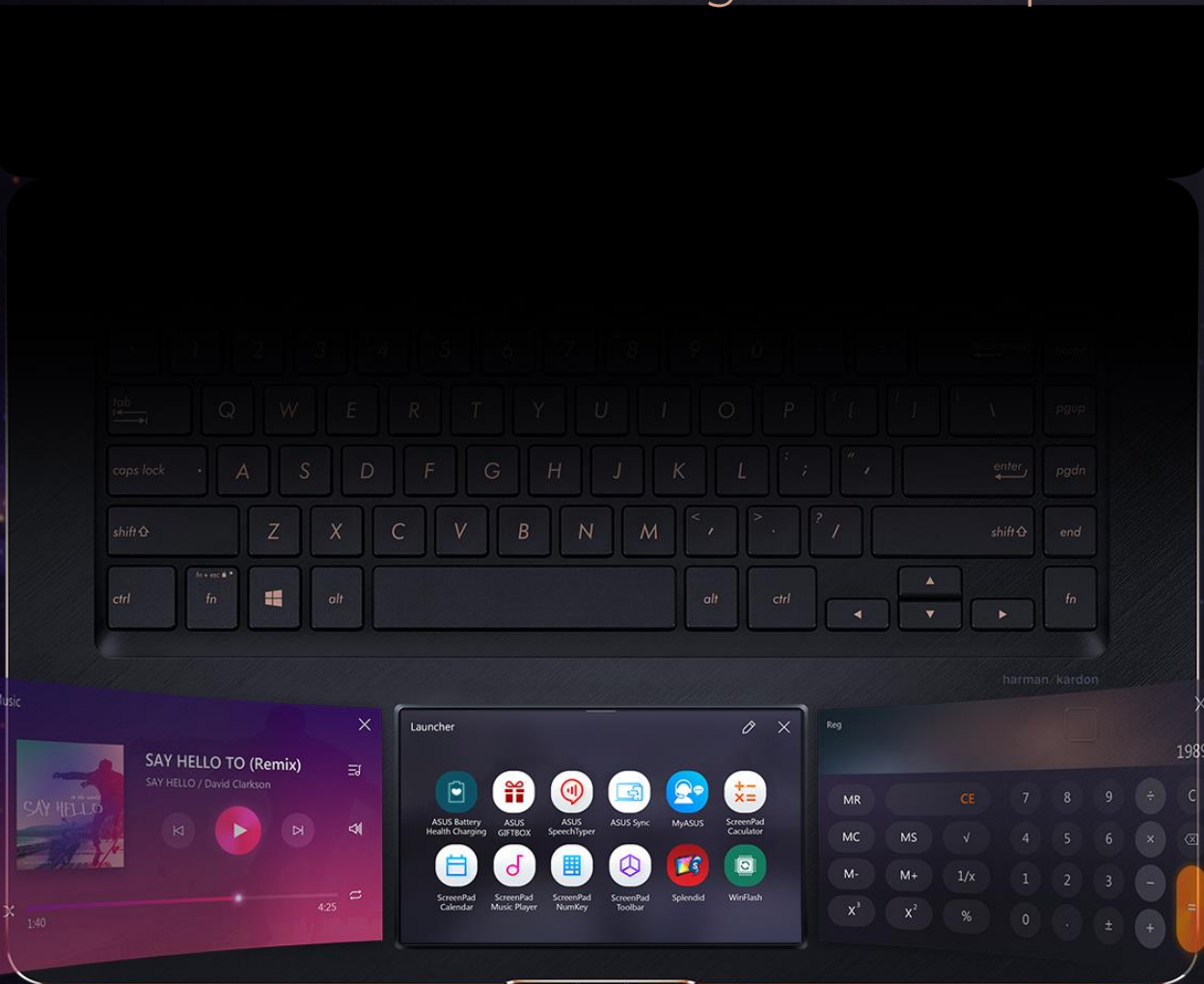
ASUS Rev YoY 0~-10%

Better Position (ASP↑)

(TAM YoY 0~-5%)

(PC) ScreenPad™

The world's 1st intelligent touchpad



PROJECT PRECOG PC



AI Face Recognition • AI Object Recognition • AI Keyboard • AI Charging
Stand Model • Tent Mode • Flat Mode • Book Mode

Commercial PC

Leading • Mobile • Durable

Desktop



Performance

Chromebook



Leading

Laptop



Thin & Light

Commercial PC

Focus • Profitable Growth

2018 Profit YoY > 15%

ROG (2018)

Trade off ? (Revenue • Profit)

Rev YoY > 10%



Pursuit of Leadership



**LITE
LETHAL**

**CORE i9
BEAST**

**SWIFT
DISPLAY**

**PLAY IT
COOL**

**FUTURI-
STIC**

Empowering Luxury For Everyone

Rog Phone



ROG PHONE

Ultimate Luxury



Zenfone **5z**

Premier Luxury



Zenfone Max Pro **M1**

Hero Model • Hero Country

2018 Phone

Qty YoY 15~20%

Profitable in Q4

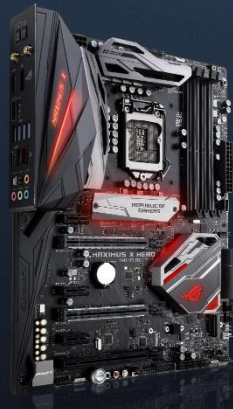
Revenue Growth (MB)

2018 Rev YoY > TAM
(TAM YoY -4%)

World No.1 motherboard brand



ROG Strix



ROG MAXIMUS



PRIME Z370-A



Z370 Plus

Best-selling • Easy to use • Stable • Trusted

Revenue Growth (VGA)

2018 Rev YoY > TAM
(TAM YoY 0~1%)

Design for ASUS Future

轉型 · 傳承

Transformation · Development