華碩電腦

2016年第四季投資人說明會

IN SEARCH OF INCREDIBLE

問與答

Patrick Chen, Nomura-Analyst

- Can you share the channel inventory level for PC and smartphone and the breakdown of inventory on the Company's balance sheet?
- Can you share your views on the 2017 sales growth contribution from the five categories?
- When's the next smartphone launch?

Arthur Liao, Fubon-Analyst

- Based on Intel's roadmap, the market is not expecting much differentiations from the new processors. How will this impact the PC industry?
- Amazon Echo is a big hit in the US market. What's your views on Zenbo's sales contribution for this year?
- If 2017 smartphone revenue mix is about 25% for this year, can we expect a positive growth on GM and OPM ?
- President Trump's policy emphasizes on "Made in USA," how will this impact the Company if we can't do it?

Jenny Lai, HSBC-Analyst

- In regards to the component prices increase in 2017, the Chinese players are increasing their prices to reduce their impact. What’s your strategy to soften the impact?
- Can we assume ASP increase for this year? Can you give us an idea for the ASP target this year?
- In regards to the NB target growth, are you referring to the shipment growth or the sales growth?

Angela Hsiang, KGI-Analyst

- Can you provide the margin guidance for 1Q17 and for the full year 2017? Are we expecting to secure the OPM at 4%, or can we expect improvement from product mix to help the margin as well?
- If we are expecting margin improvement in 2H17, is it coming from the product mix and/or the turnaround business?
- As we are moving the product-lines toward high-end, can you share any views on the smartphone profitability from last year? Are you still looking for shipment growth or sales growth? What's your mobile target for 2017?
- Can you share the smartphone shipment for 2016?

William Yang, Citi-Analyst

- The chip giant is limiting its resources in the PC segment while the other chip vendor is very aggressive. Can you comment on the impacts on this?
- Are you looking for growth in the ASEAN market? What are the Company’s opportunities and challenges? How do you feel about the competitive landscape and the impact for the Company?

Edward Yen, UBS-Analyst

- As you mentioned that the company's internal target is looking for growth better than the market growth. Can you share your PC strategy for the commercial and the consumer segments? As we are still small on commercial, will this end up to be a more of a negative impact on the PC?
- What's the commercial NB driver in Taiwan and China? Can you share the feedbacks?

Willie Shih, HSBC Global Asset Management

- What's the current situation of the investigations regarding the suspected anti-competitive practices? What's your view on it?