

華碩電腦

2017年第1季投資人說明會

問與答

Arthur Hsieh, UBS-Analyst

- Based on your 1Q results, How come the growing on gaming segment didn't reflect profitability improvement? How should we view this? In the near term, what other factors are expected to impact the profitability and the product mix?
- Looks like the pressure from mainstream pricing competition and profit is larger than positive contribution from the gaming segment, has this situation ended yet? Or is it still ongoing?
- What kinds of impact are we expecting to see on major component pricing trend?

Jeff Ohlweiler, Macquarie-Analyst

- Now that we are toward the end of Zenfone 3 life, can you talk more about the Zenfone 3 in terms of total units compared to the prior generation. What you expect for the next generation in terms of units and a little about the profitability for the next generation as well?
- To the fair, you said Zenfone will launch June or July? Is that correct?
- Can you disclose the shipment units for Zenbo?

Patrick Chen, Nomura-Analyst

- Since everyone else is also offering thin/slim gaming NB, what's your positioning vs the competitors'? E.g. active aerodynamic system vs thermal fans system.
- Is this positioned for high-end?

Richard Liu, 信昕產研投資-Analyst

- The supply-chains commented that some peers are delaying their product launch for implementing new spec (18x9 screen display), are we seeing this from our end?
- For everyone else who is launching new models in the 2H2017, can you share any views on this?

Melrose Chiu, Morgan Stanley-Analyst

- Can you share with us on 2017 product shipment, outlook, ASP trend?
- You mentioned about adjusting prices for new launch products, and it's the same tactic as used by other peers. If everyone is doing the same, do you worry about the end-demand?

Arthur Liao, Fubon-Analyst

- What contribution are you expecting from AR/VR function products?
- How will ASUS stand out from shrinking consumer PC market?
Any views on the commercial side?

Richard Liu, 信昕產研投資-Analyst

- It's difficult to tell whether or not Oppo, Vivo, and Xiaomi are profitable for their products because they are not public listed companies. How do you view the profitability from those competitors? What competitive advantages do we have against those players?

Webcast Questions

- Winnie Tao, Citi-RA: In responds to the component price hike, is like likely that the company will de-spec models? If so, when can the consumers expect to see this?
- Richard Chen-AIA: Could you comment more on why ASUS's gaming GTX outpace peers in 1Q17 and how you see gaming industry in following years? Where is the growing area? What is the target gaming contribution in late 2017 and 2018 given its growth is faster than other products. How is the blended margin for gaming products? Will it lift the average margin going forward?