

# 華碩電腦

2017年第4季投資人說明會

# 問與答

# Arthur Liao, Fubon-Analyst

- Although better OPM, what's causing the gross margin to be worse than expected?
- ODM is expecting YoY PC growth. In the past, 15% decline is expected for the seasonality, and you are guiding for 10% decline. Are you expecting a better PC year for 2018? Can you comment on your views for 2018 PC?
- Can we assume a better PC market this year?
- Given better PC outlook and mobile on schedule, can you comment on 2018 revenue guidance, gross margin, and operating margin? Perhaps, assuming a positive outlook for smartphone?
- From your perspective, is it a good indication to look for 14% in gross margin or at least, better than last year?

# Patrick Chen, Nomura-Analyst

- What's the reason behind 1Q guidance, given the flexibility and buffer for the guidance range?
- Given what we're seeing with other PC brands also eyeing in the mainstream price segment, is this the overall growth trend for the gaming market? And with more intense competition in this segment, where do we stand in terms of product competition and capability?

# Angela Hsiang, KGI-Analyst

- Are we on schedule to getting the operations back to normal? When can we expect to see 4% OPM? What changes did you made? And these changes impact our cost restructure or expenses?
- Can you give us some colors on 2017 smartphone sales revenue range? Range for the smartphone losses? What's the smartphone target for 2018? Expecting turn around?
- If we are focusing on the price segment NTD4,000~15,000, still very crowded, what's your selling point? How does your product differentiate against the competitors?
- Expecting a slight growth for 2018 NB, can you comment on the gaming units goals or expected sales growth?
- Can you highlight the responsibilities of the newly appointed COO?