



華碩電腦

2024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

- 2024年第1季財務結果
- 策略與展望
- 問與答



IN SEARCH OF INCREDIBLE

2024年第1季財務結果

2024年第1季自結品牌損益

in NT\$ Mn	2024 1Q	2023 4Q	QoQ	2023 1Q	YoY
Net Revenue	114,106	111,943	2%	102,376	11%
COGS	(97,153)	(94,660)	3%	(94,128)	3%
Gross Profit	16,953	17,283	-2%	8,247	106%
Operating Expenses	(12,317)	(14,943)	-18%	(11,900)	3%
Operating Profit	4,636	2,341	98%	(3,653)	227%
Non-OP Items	1,666	3,251	-49%	1,703	-2%
Pre-Tax Profit	6,302	5,591	13%	(1,950)	423%
Tax	(855)	(1,664)	-49%	268	-419%
Net Profit	5,447	3,927	39%	(1,682)	424%
EPS	7.3	5.3		(2.3)	
Gross Margin %	14.9%	15.4%		8.1%	
Operating Margin %	4.1%	2.1%		-3.6%	

2024年第1季自結品牌業外損益

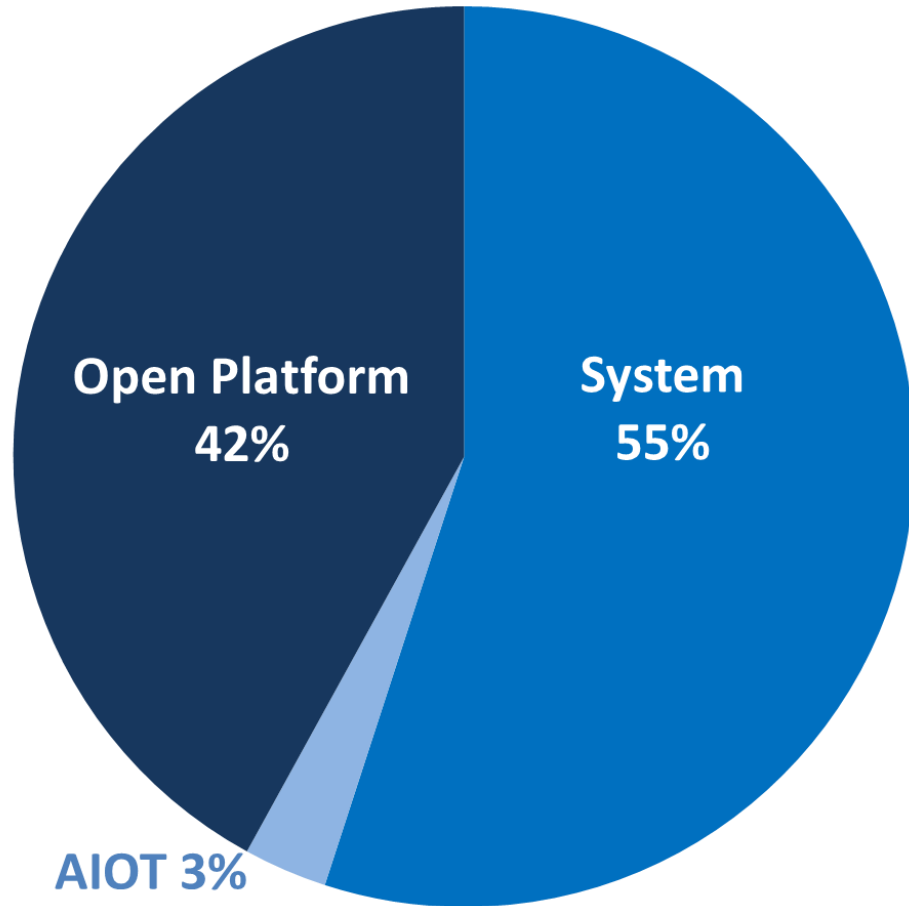
in NT\$ Mn	2024 1Q	2023 4Q	QoQ	2023 1Q	YoY
Interest Income (net)	694	696	0%	482	44%
Investment Income	286	605	-53%	290	-1%
<i>Askey</i>	<i>(376)</i>	<i>(222)</i>	<i>-70%</i>	<i>(49)</i>	<i>-670%</i>
<i>Others</i>	<i>663</i>	<i>827</i>	<i>-20%</i>	<i>339</i>	<i>96%</i>
Exchange Gain/(Loss)	578	1,411	-59%	990	-42%
Dividend Income	13				-
Other Income (net)	95	538	-82%	<i>(67)</i>	241%
Total Non-OP items	1,666	3,251	-49%	1,703	-2%

2024年第1季自結品牌資產負債表

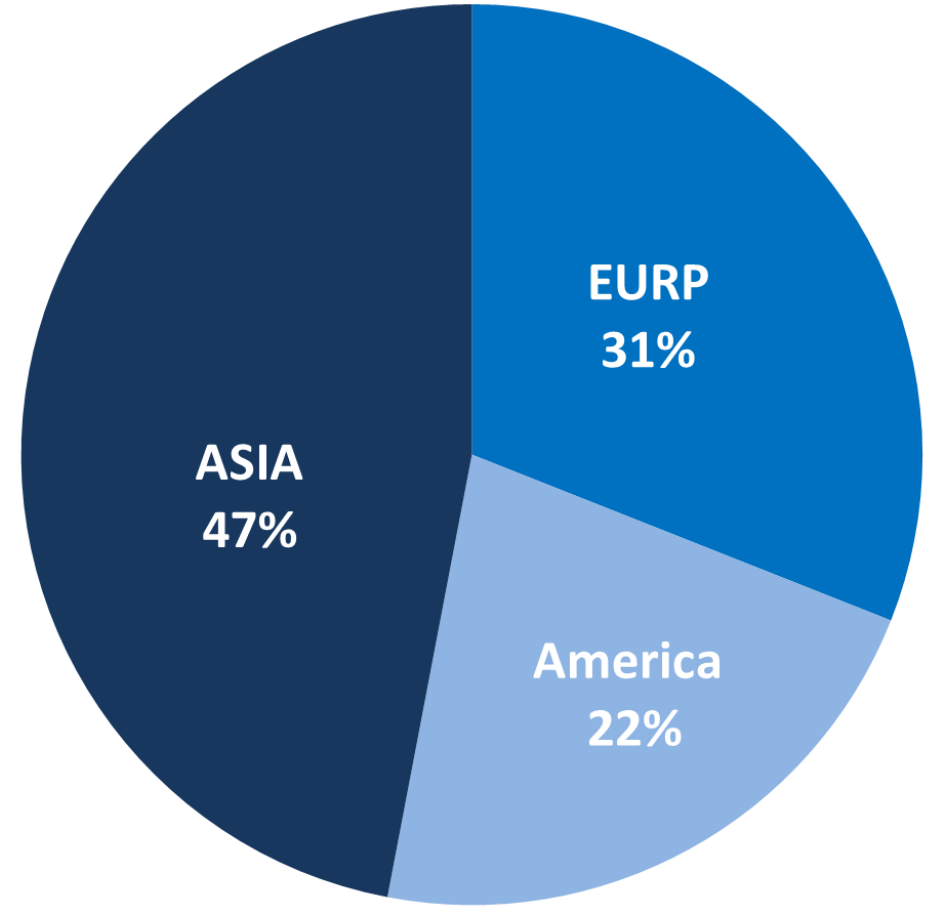
in NT\$ Mn	Mar 31, 2024	Dec 31, 2023	QoQ	Mar 31, 2023	YoY
Cash & equivalents	58,355	66,399	-12%	58,829	-1%
Accounts receivable	80,835	81,519	-1%	86,539	-7%
Inventories	128,251	116,388	10%	115,845	11%
Current Assets	284,539	278,975	2%	275,101	3%
Long-term investments	134,992	122,314	10%	107,611	25%
Fixed assets	14,628	14,540	1%	14,450	1%
Total Assets	461,624	443,052	4%	427,370	8%
Accounts payable	52,805	52,992	-0%	56,113	-6%
Current Liabilities	178,812	181,453	-1%	187,857	-5%
Total Liabilities	201,542	203,236	-1%	208,237	-3%
Paid-in capital	7,428	7,428		7,428	
Stockholders' equity	260,082	239,816	8%	219,132	19%
Avg. Days of Inventory	114	112		108	
Avg. Days of AR	64	73		66	
Avg. Days of AP	52	56		46	
Avg. CCC Days	127	128		128	

2024年第1季營收組合

Business Group



Region



System BG: PC & smartphone

AIOT BG: Mini PC, IPC & AI solution

Open Platform BG: MB, Graphic Card, Server & more component products

2024年第2季營運展望

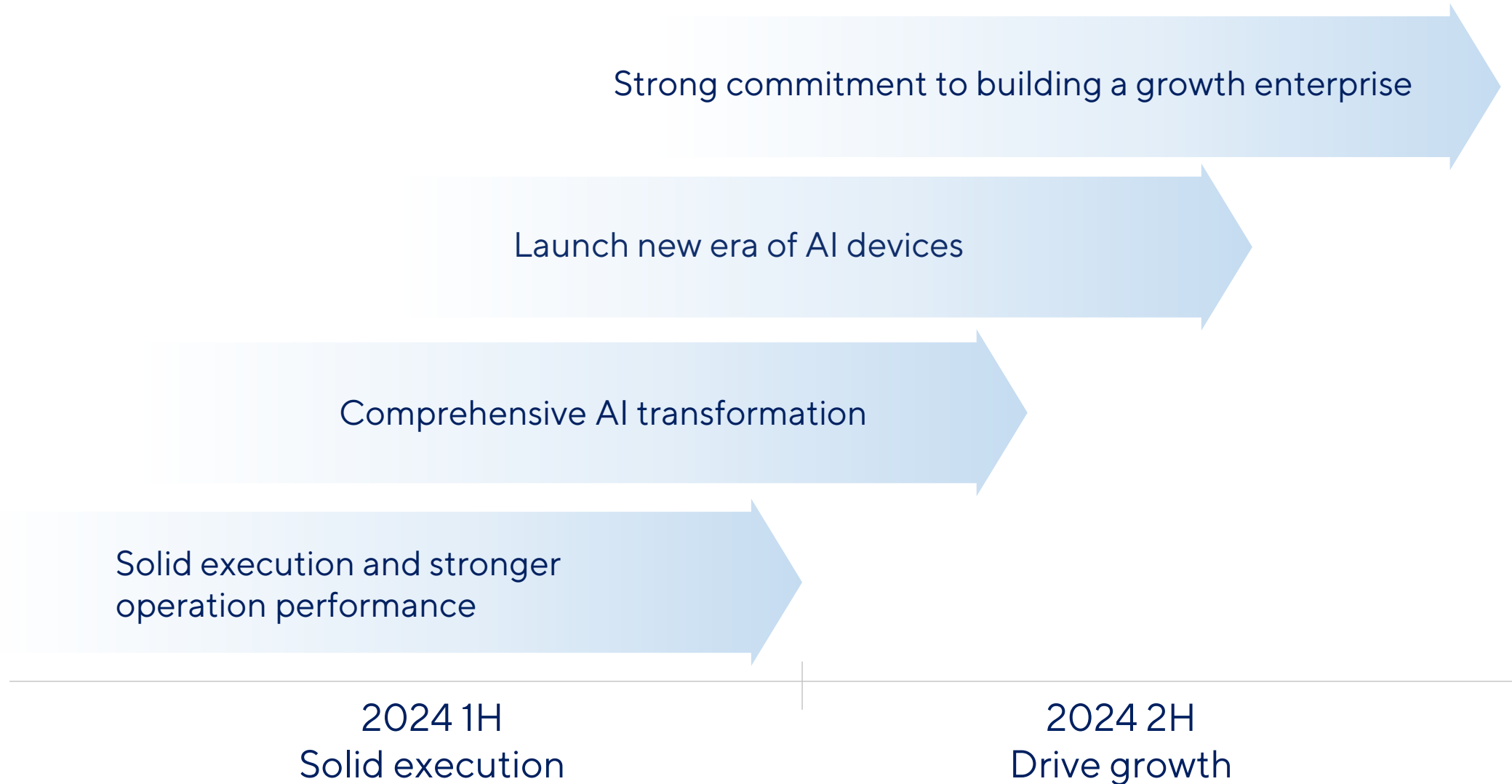
- PC QoQ +10%~15%
- Component QoQ Flattish



IN SEARCH OF INCREDIBLE

策略與展望

2024 Business Outlook



The Most Comprehensive AI Solution



AI Cloud

AI Server



AI on Personal Client

AI PC, AI Smartphone



AI on the Edge

IPC, AIoT



ASUS' Key Initiatives in the AI Era

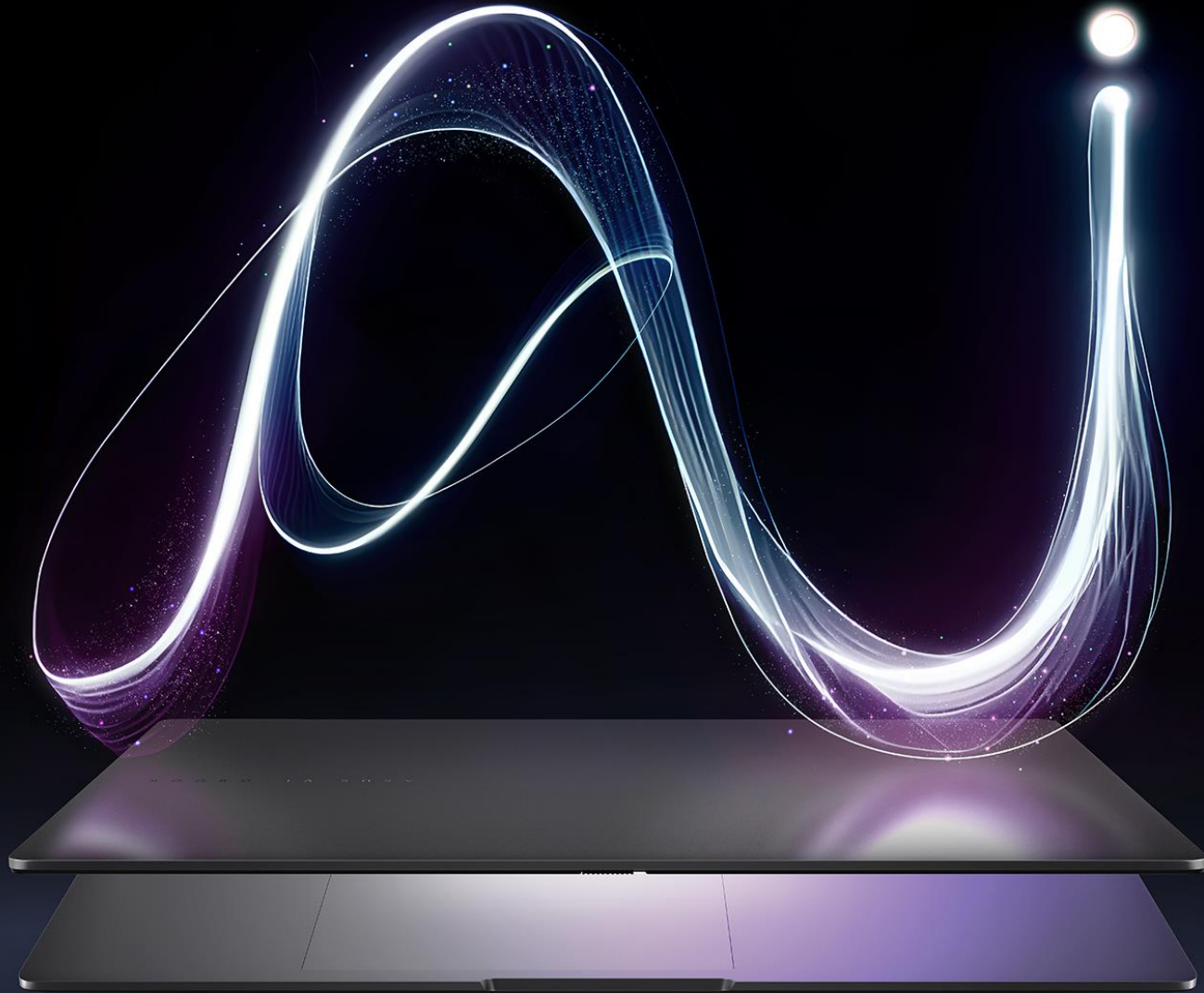
Design Thinking

Ubiquitous AI



Time to Innovation

Ecosystem Architect

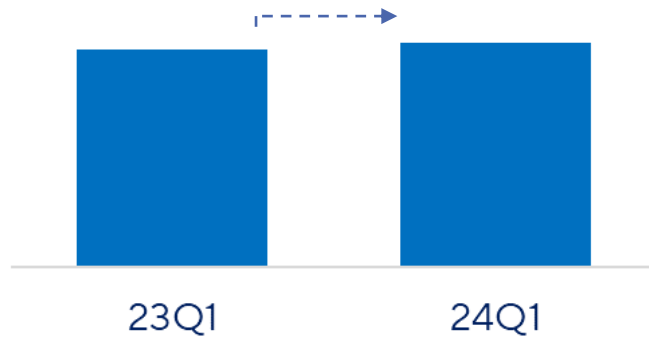


**Next Level.
AI Incredible.**

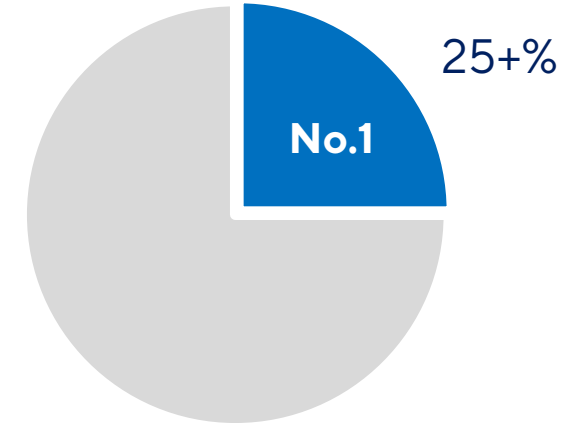
System Business Group

2024 Q1 Performance

24Q1 Revenue
+ 0~5% YoY



Gaming NB Leadership



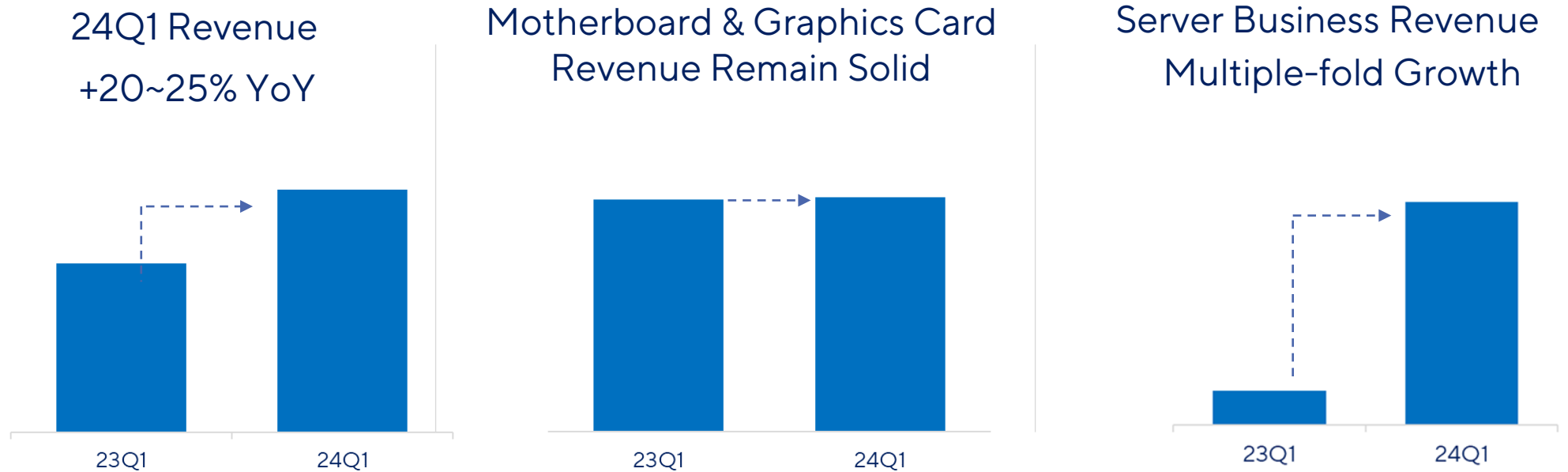
Market Share

Business Highlights

- ASUS continues to excel as the top gaming notebook brand.
- With the launch of AI PC, the PC industry is entering a long-term growth phase.
- ASUS is ready to shape this new era and become the leader in AI PC .

Open Platform Business Group

2024 Q1 Performance

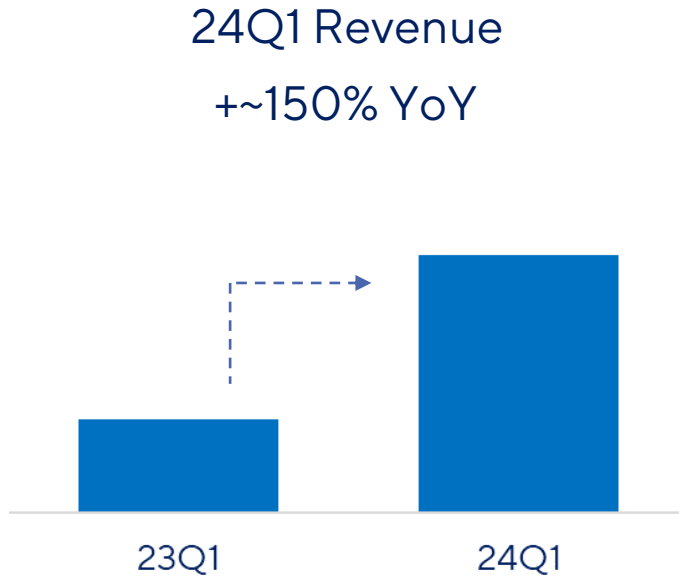


Business Highlights

- Solid leadership in motherboards and graphics cards with No.1 market share in the global market.
- Continuously expanding the ASUS gaming ecosystem with incremental revenue streams.
- ASUS's server business has achieved greater recognition and stronger business traction.

AIoT Business Group

2024 Q1 Performance



ASUS Handheld Ultrasound LU800 Honored
with National Medical Quality Award



Business Highlights

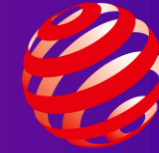
- ASUS introduced new NUC products to the market and various verticals.
- The ASUS Handheld Ultrasound LU800 receives a National Medical Quality Award for its exceptional product design, aiming to be the premier diagnostic tool for doctors.

No.1 Gaming Brand and Ecosystem



LEADERSHIP

- ROG Zephyrus gaming laptop reached around 60% market share in the thin & light gaming segment. (Feb, 2024)
- ROG products have been recognized with multiple design awards including iF and Red Dot awards.



reddot winner 2024

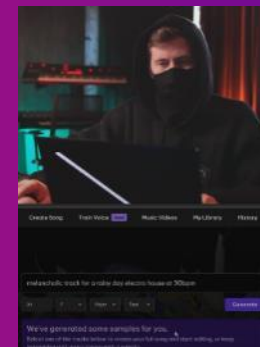
- ROG Zephyrus G16 is the first 16" laptop featuring OLED display with G-Sync support, tailor-made for gaming perfection.
- With AI-driven pattern recognition, the ROG Phone 8 series features powerful gaming capabilities to aid gamers in achieving triumph.



INNOVATION

DIVERSITY

- Driving integration of gaming, entertainment, sports, music, and lifestyle.





IN SEARCH OF INCREDIBLE

問與答