

# 華碩電腦

2019年第3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

- 2019年第3季財務結果
- 營運狀況摘要
- 策略與展望
- 問與答

# 2019年第3季財務結果

# 2019年第3季自結品牌損益

(unaudited brand consolidated financials)

in NT\$ Mn	2019 3Q	2019 2Q	QoQ	2018 3Q	YoY
<b>Net Revenue</b>	<b>88,467</b>	<b>71,272</b>	<b>24%</b>	<b>93,771</b>	<b>-6%</b>
COGS	(74,955)	(61,410)	22%	(82,814)	-9%
<b>Gross Profit</b>	<b>13,512</b>	<b>9,862</b>	<b>37%</b>	<b>10,958</b>	<b>23%</b>
Operating Expenses	(9,150)	(8,852)	3%	(8,716)	5%
<b>Operating Profit</b>	<b>4,362</b>	<b>1,010</b>	<b>332%</b>	<b>2,242</b>	<b>95%</b>
Non-OP Items	2,643	1,183	123%	2,174	22%
<b>Pre-Tax Profit</b>	<b>7,005</b>	<b>2,193</b>	<b>219%</b>	<b>4,416</b>	<b>59%</b>
Tax	(1,372)	(513)	167%	(1,073)	28%
<b>Net Profit</b>	<b>5,633</b>	<b>1,680</b>	<b>235%</b>	<b>3,343</b>	<b>69%</b>
<b>EPS</b>	<b>7.6</b>	<b>2.3</b>		<b>4.5</b>	
<b>Gross Margin %</b>	<b>15.3%</b>	<b>13.8%</b>		<b>11.7%</b>	
<b>Operating Margin %</b>	<b>4.9%</b>	<b>1.4%</b>		<b>2.4%</b>	

# 2019年第3季自結品牌損益 (擬制報表 - 排除手機損益)

(unaudited brand consolidated financials)

in NT\$ Mn	2019 3Q	Phone		W/O Phone
		old models	new models	
<b>Net Revenue</b>	<b>88,467</b>	<b>2,395</b>	<b>2,099</b>	<b>83,973</b>
COGS	(74,955)	(3,294)	(2,373)	(69,288)
<b>Gross Profit</b>	<b>13,512</b>	<b>(899)</b>	<b>(273)</b>	<b>14,685</b>
Operating Expenses	(9,150)	(195)	(900)	(8,055)
<b>Operating Profit</b>	<b>4,362</b>	<b>(1,095)</b>	<b>(1,174)</b>	<b>6,630</b>
Non-OP Items	2,643	(18)	40	2,621
<b>Pre-Tax Profit</b>	<b>7,005</b>	<b>(1,112)</b>	<b>(1,134)</b>	<b>9,251</b>
Tax	(1,372)	271	196	(1,838)
<b>Net Profit</b>	<b>5,633</b>	<b>(841)</b>	<b>(938)</b>	<b>7,413</b>
<b>EPS</b>	<b>7.6</b>	<b>(1.1)</b>	<b>(1.3)</b>	<b>10.0</b>
<b>Gross Margin %</b>	<b>15.3%</b>	<b>-37.6%</b>	<b>-13.0%</b>	<b>17.5%</b>
<b>Operating Margin %</b>	<b>4.9%</b>	<b>-45.7%</b>	<b>-55.9%</b>	<b>7.9%</b>

# 2019年第3季自結品牌業外損益

(unaudited brand consolidated financials)

Non-OP Items	2019 3Q	2019 2Q	QoQ	2018 3Q	YoY
Interest Income (net)	292	335	-13%	298	-2%
Investment Income	44	137	-68%	(496)	109%
<i>Askey</i>	(40)	(57)	29%	(777)	95%
<i>Others</i>	84	194	-57%	282	-70%
Exchange Gain/(Loss)	(141)	311	-145%	(279)	49%
Dividend Income	2,301	2	99924%	2,479	-7%
Other Income (net)	148	398	-63%	171	-14%
<b>Total Non-OP items</b>	<b>2,643</b>	<b>1,183</b>	<b>123%</b>	<b>2,174</b>	<b>22%</b>

# 2019年第3季自結品牌業外損益

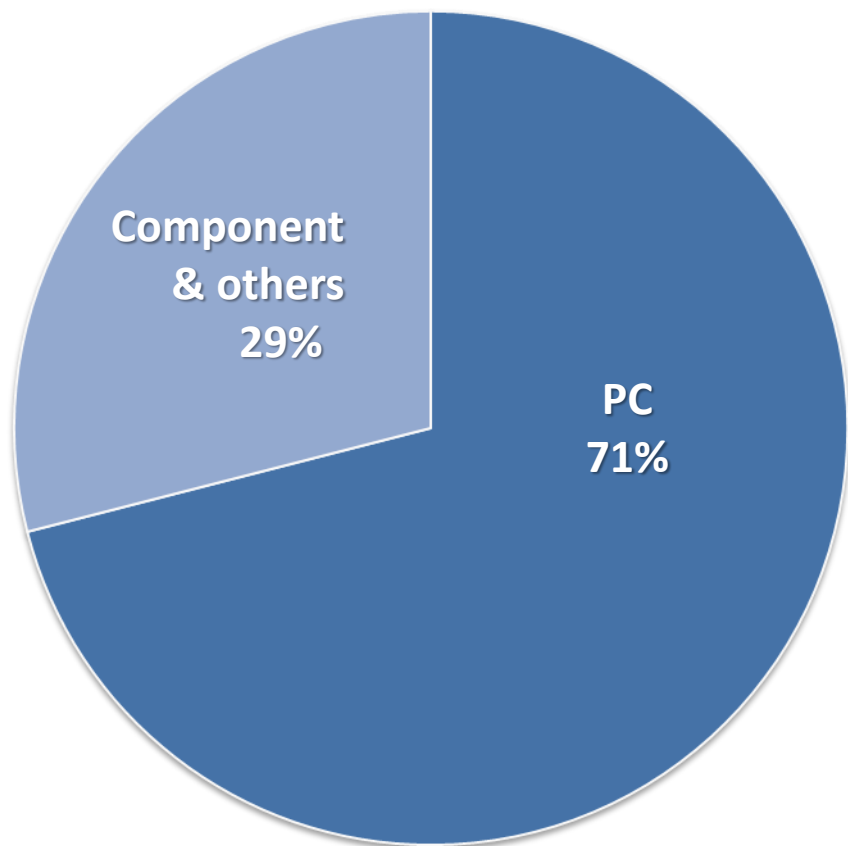
in NT\$ Mn	Sep 30, 2019	Jun 30, 2019	QoQ	Sep 30, 2018	YoY
Cash & equivalents	58,993	61,703	-4%	62,449	-6%
Accounts receivable	68,883	62,949	9%	82,717	-17%
Inventories	73,452	75,039	-2%	85,618	-14%
<b>Current Assets</b>	<b>212,462</b>	<b>208,186</b>	<b>2%</b>	<b>238,396</b>	<b>-11%</b>
Long-term investments	69,232	68,072		69,237	
Fixed assets	17,282	15,580		11,036	
<b>Total Assets</b>	<b>315,340</b>	<b>308,902</b>	<b>2%</b>	<b>333,526</b>	<b>-5%</b>
Accounts payable	50,658	42,126	20%	66,418	-24%
<b>Current Liabilities</b>	<b>136,194</b>	<b>136,508</b>	<b>-0.2%</b>	<b>152,781</b>	<b>-11%</b>
<b>Total Liabilities</b>	<b>147,831</b>	<b>148,132</b>	<b>-0.2%</b>	<b>164,066</b>	<b>-10%</b>
Paid-in capital	7,428	7,428		7,428	
<b>Stockholders' equity</b>	<b>167,508</b>	<b>160,770</b>	<b>4%</b>	<b>169,460</b>	<b>-1%</b>
Avg. Days of Inventory	90	116		91	
Avg. Days of AR	68	86		74	
Avg. Days of AP	61	70		69	
<b>Avg. CCC Days</b>	<b>98</b>	<b>132</b>		<b>96</b>	



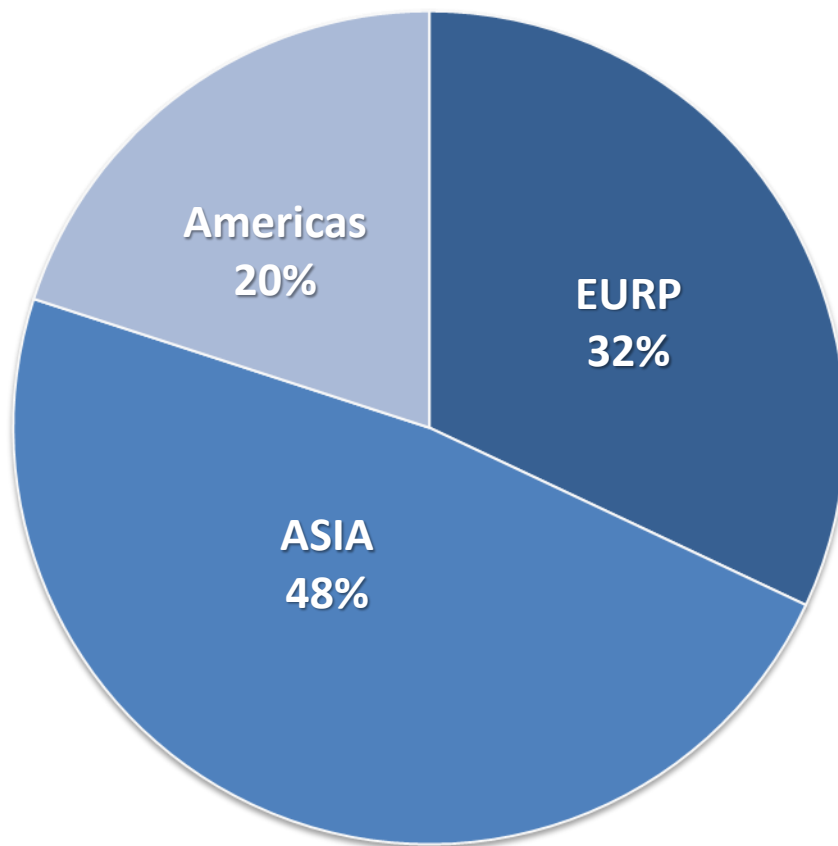
# 營運狀況摘要

# 3Q 2019 營收組合

## By Product Group



## By Region



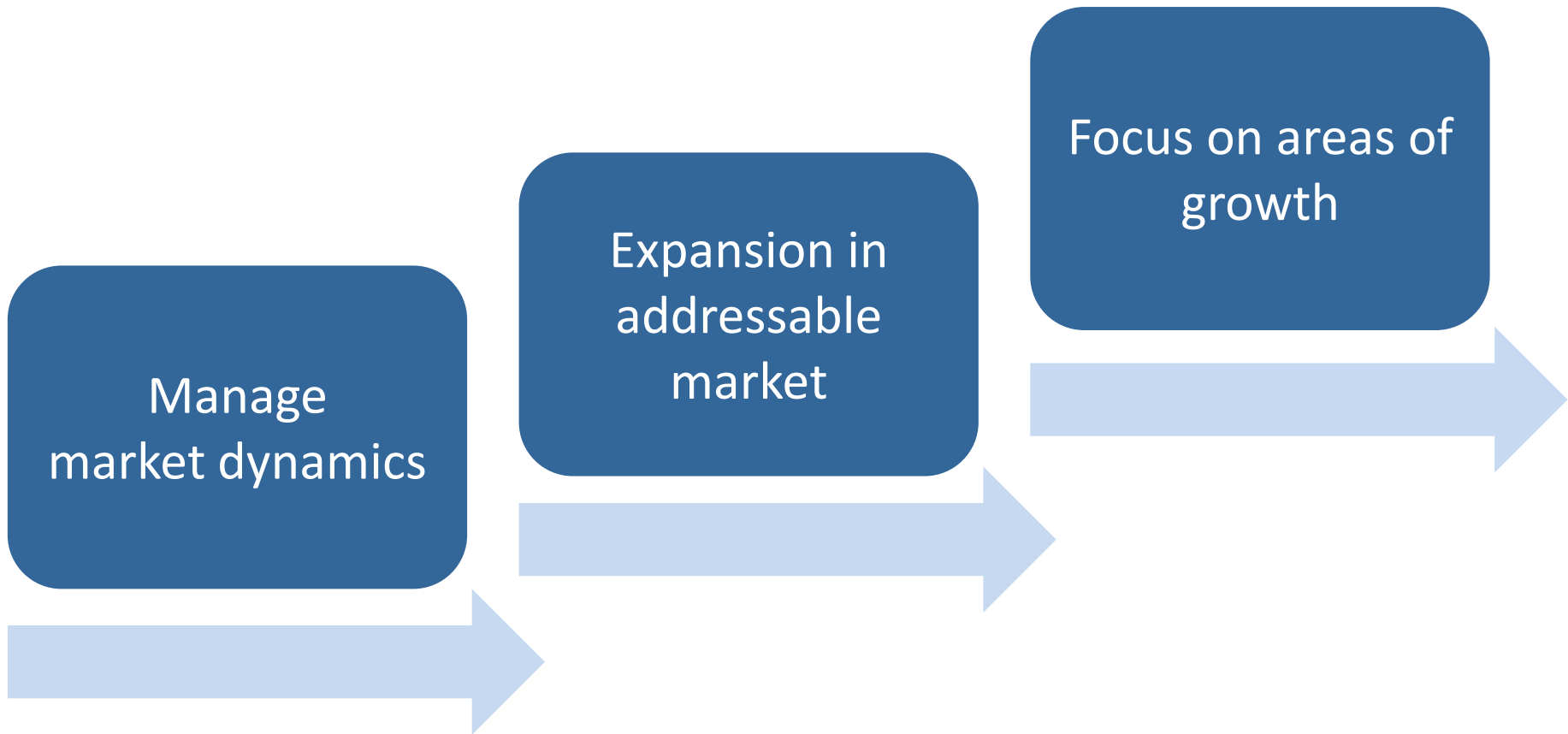
\* Excluding revenue of smartphones

# 4Q 2019 營運展望

- PC QoQ 0% ~ -5%
- Component QoQ -5%

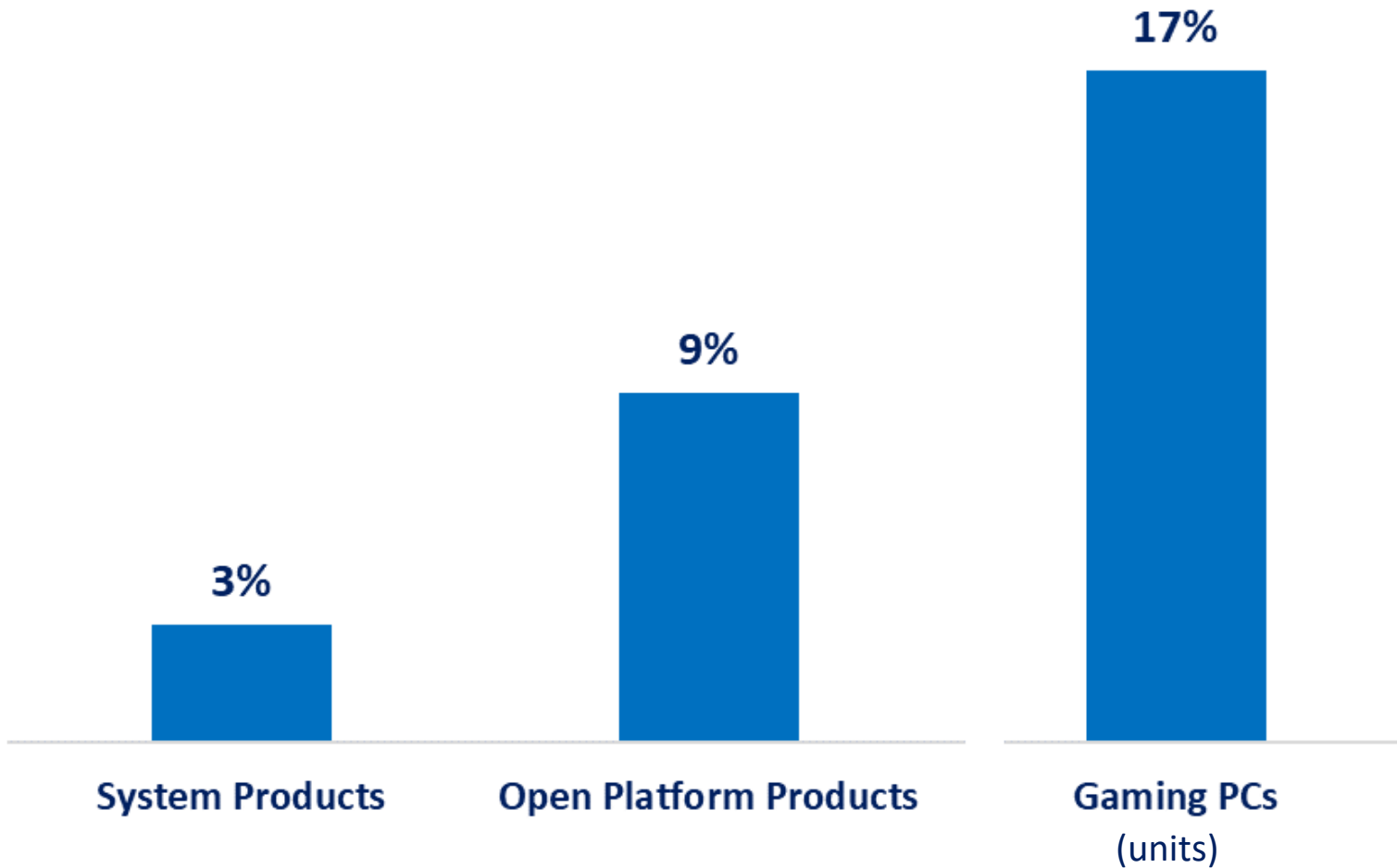
# 策略與展望

# Key Business Objectives



# Business Growth

YoY growth by product in Q3 2019



# Key Objectives By Products

**Open  
Platform**

**No.1 brand and consistent market share growth**

**PC**

**Deliver profitable growth**

**Gaming**

**No. 1 brand for gamers**

**Creator/  
Commercial**

**Expand PC horizons**

**Phone**

**Pioneer to create new smartphone categories**

# ASUS ProArt

To meet the evolving needs of professionals, ASUS has developed an all-new lineup of ProArt products that provide solutions for content creators, business professionals, health and fitness enthusiasts, and gamers.





# Transform PC Industry

Define Laptop of tomorrow : Dual Screen



ScreenPad 2.0



ScreenPad Plus  
ZenBook Pro Duo

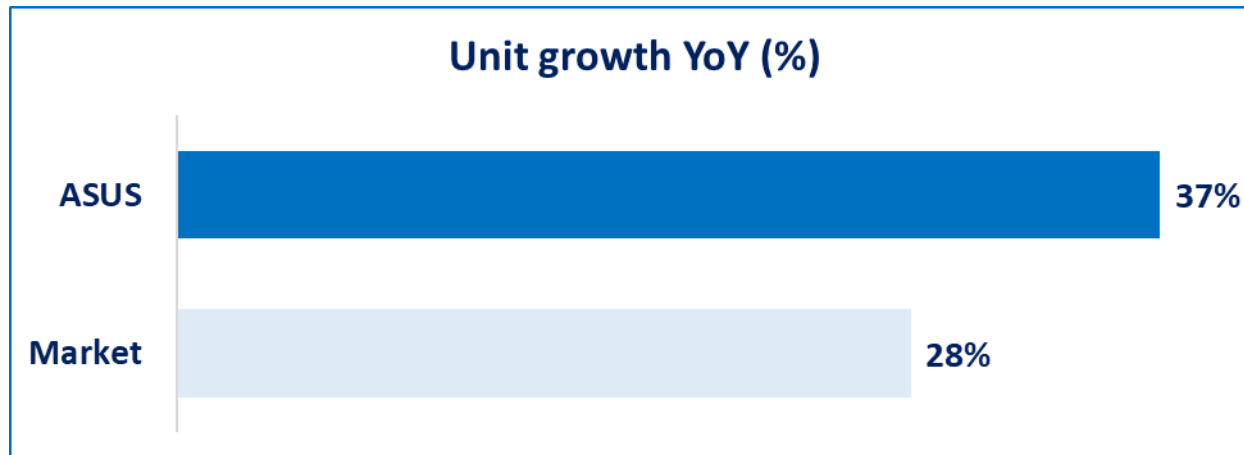
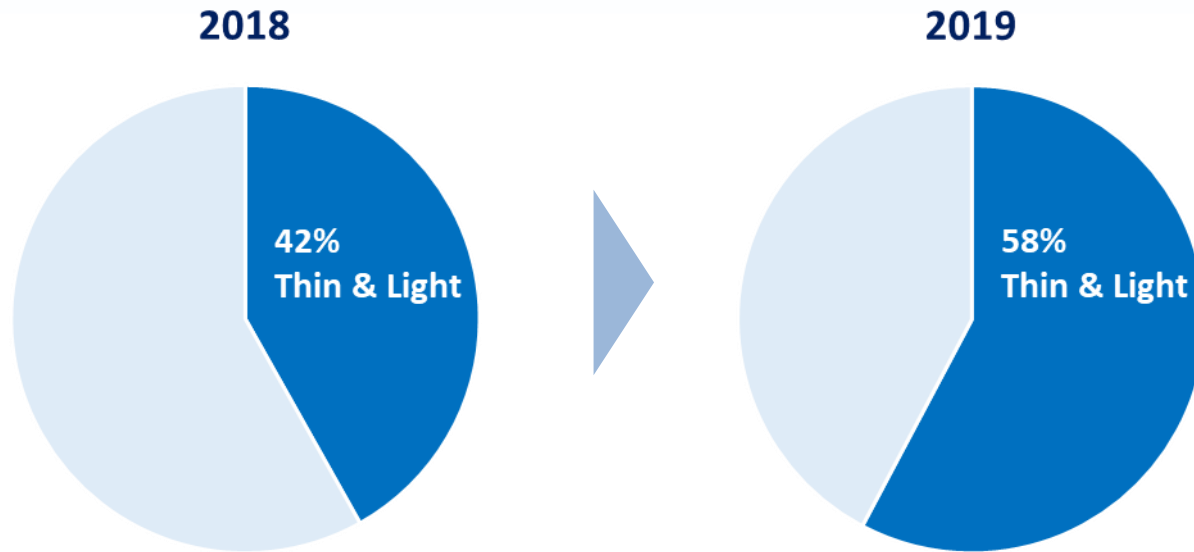


ScreenPad Plus  
ZenBook Duo



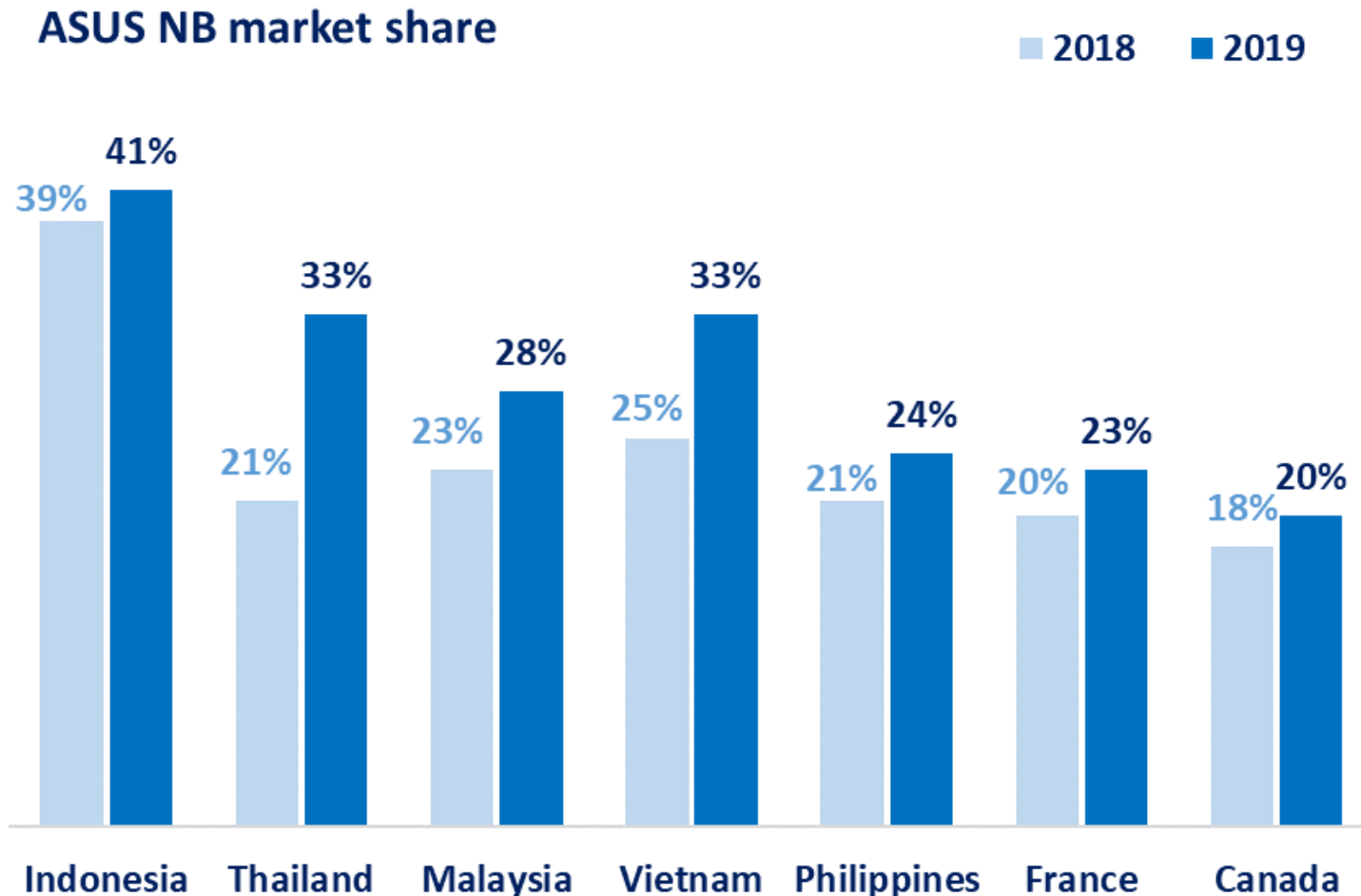
Precog Duo Screen

# Thin & Light NB Growth Q1-Q3

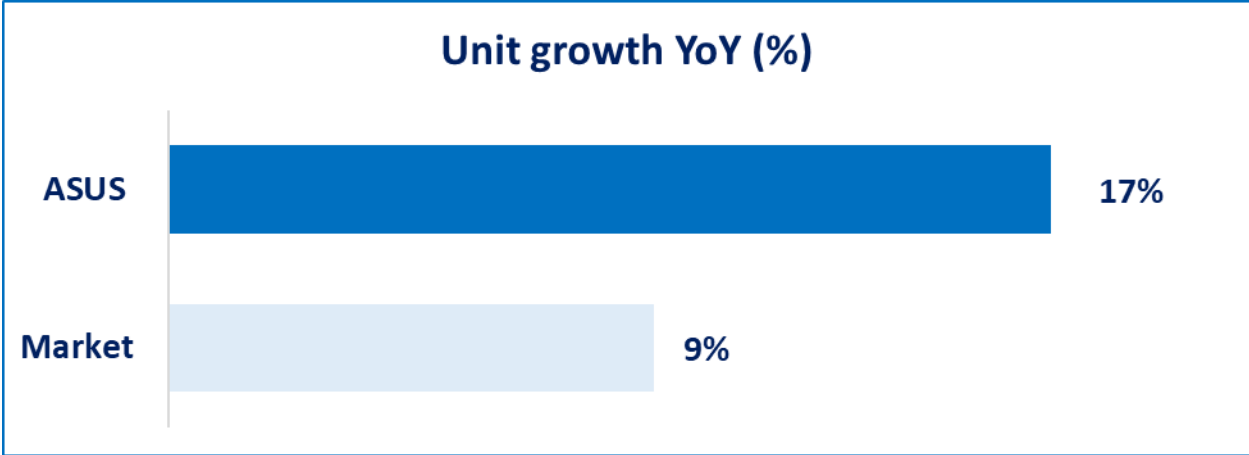
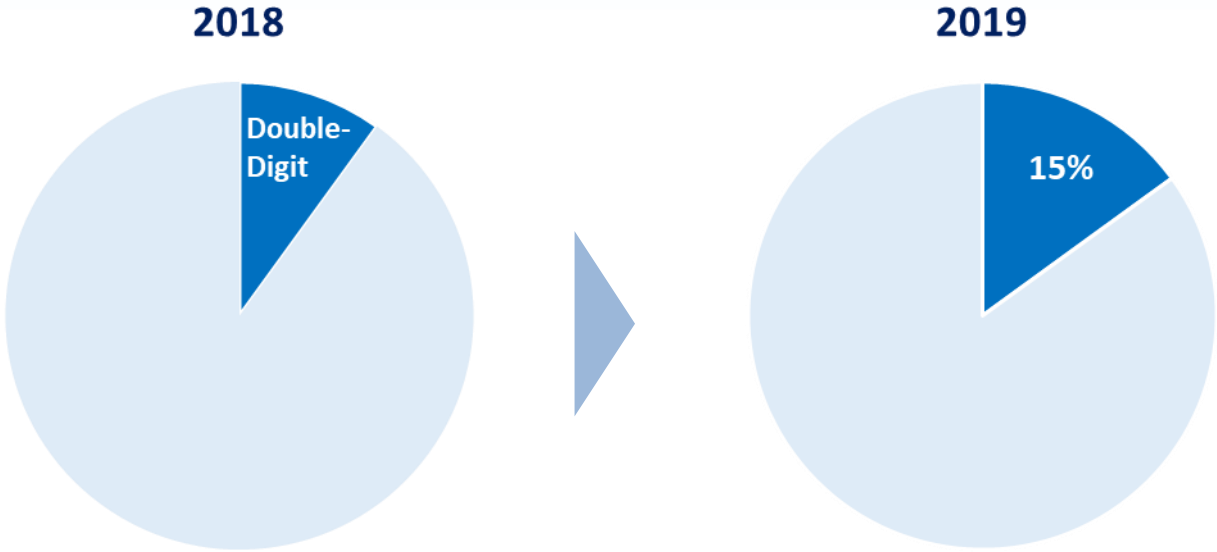


# ASUS NB Growth

- ASUS NB delivered strong market share growths in selected countries.

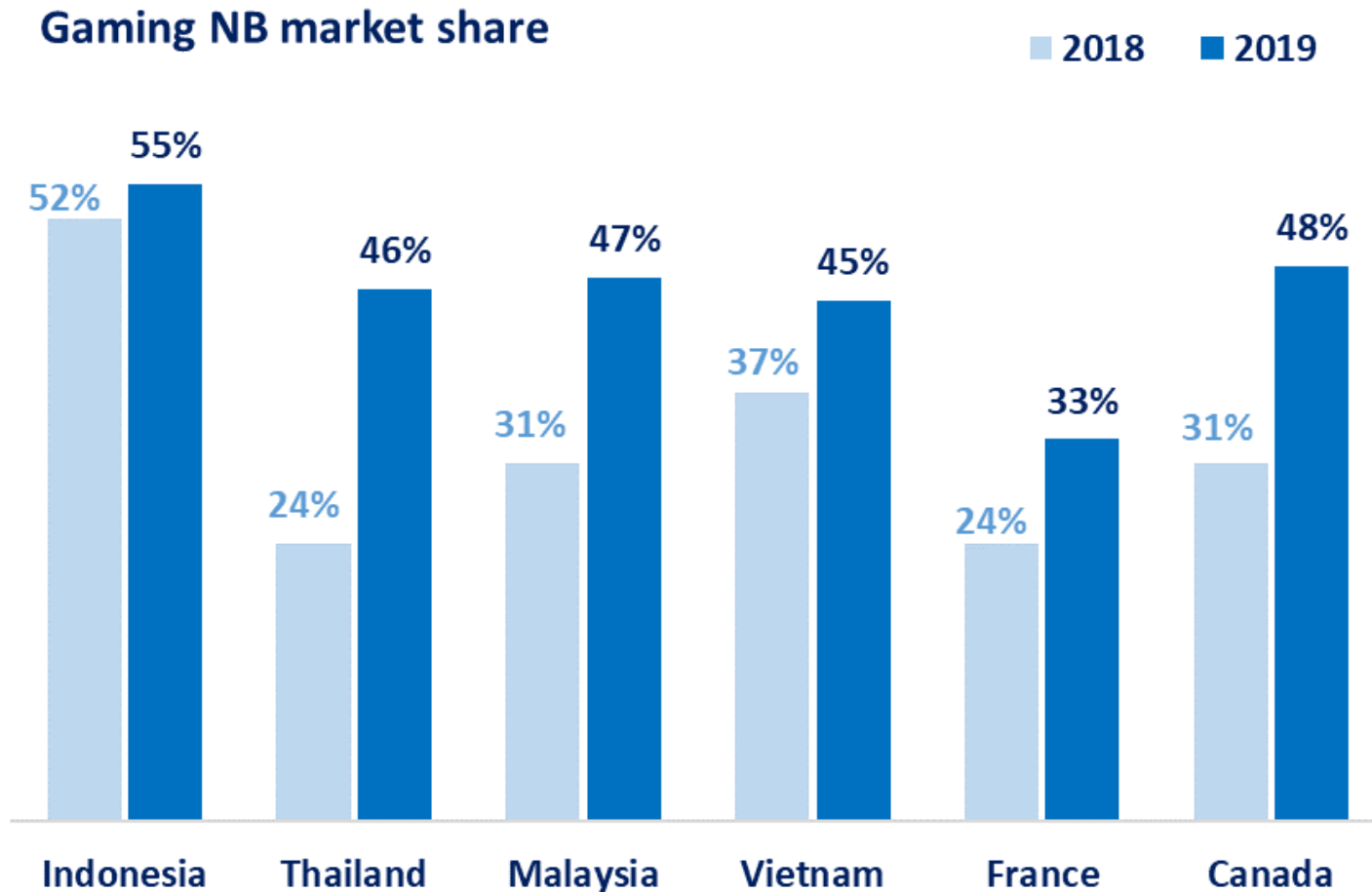


# Gaming NB Growth Q1-Q3



# Gaming NB Growth

- Gaming NB delivered double-digit year-over-year unit growth in all regions.



# 問與答

1. How does the reversal of inventory write-down impact on the gross margin in 3Q 2019?
2. What is your view on the deterioration of the gross margin/operating margin of smartphone business in 3Q 2019? What's the target setting on the smartphone business?

3. What is the revenue contribution target of creator PCs in 2020?
4. What is the proportion of revenue and profit contribution from gaming PCs? What is the shipment target in 2020?
5. How is the shipment situation of smartphone? Is there any problem on the demand fulfillment? If so, how should it be improved in the future?



6. What is status of CPU shortage issue? Will the shortage persist throughout the first half of 2020? What is the gap of the shortage and the respond of the company?
  
7. Regarding the US China trade war, what is the percentage of ASUS shipments to the US? And what is the current plan on shifting the production bases?

8. The smartphone business is still making losses. When does the company expect to turn it profitable?
9. The losses on Askey is shrinking. When is it expected to return profitable?
10. The gross margin of the new smartphone business is negative in 3Q 2019. What is the company's pricing strategy in the future? How to make it profitable when the pricing strategy is so aggressive? Is there any further control for the cost of the new smartphone?

11. What is the progress on the development of commercial PCs and Chromebook business and the outlook in 2020/2021? Is the margin of commercial PCs and Chromebook higher than the regular PCs?
  
12. Despite the losses of smartphone business, ASUS operating margin has reached 4.9% in 3Q 2019, which is the highest since 2014. Is there any other important factor besides the improvement of the product mix? Does the company expect that the price competition pressure from the market has slowed down?

13. What is main reason for the slow progress of AMD's CPU in the notebook market? Is there any overheating problem on AMD's CPU?
  
14. When do you expect to complete the adjustment and the downsizing of old smartphone business?
  
15. What is the operating margin outlook in 4Q 2019 and 2020?