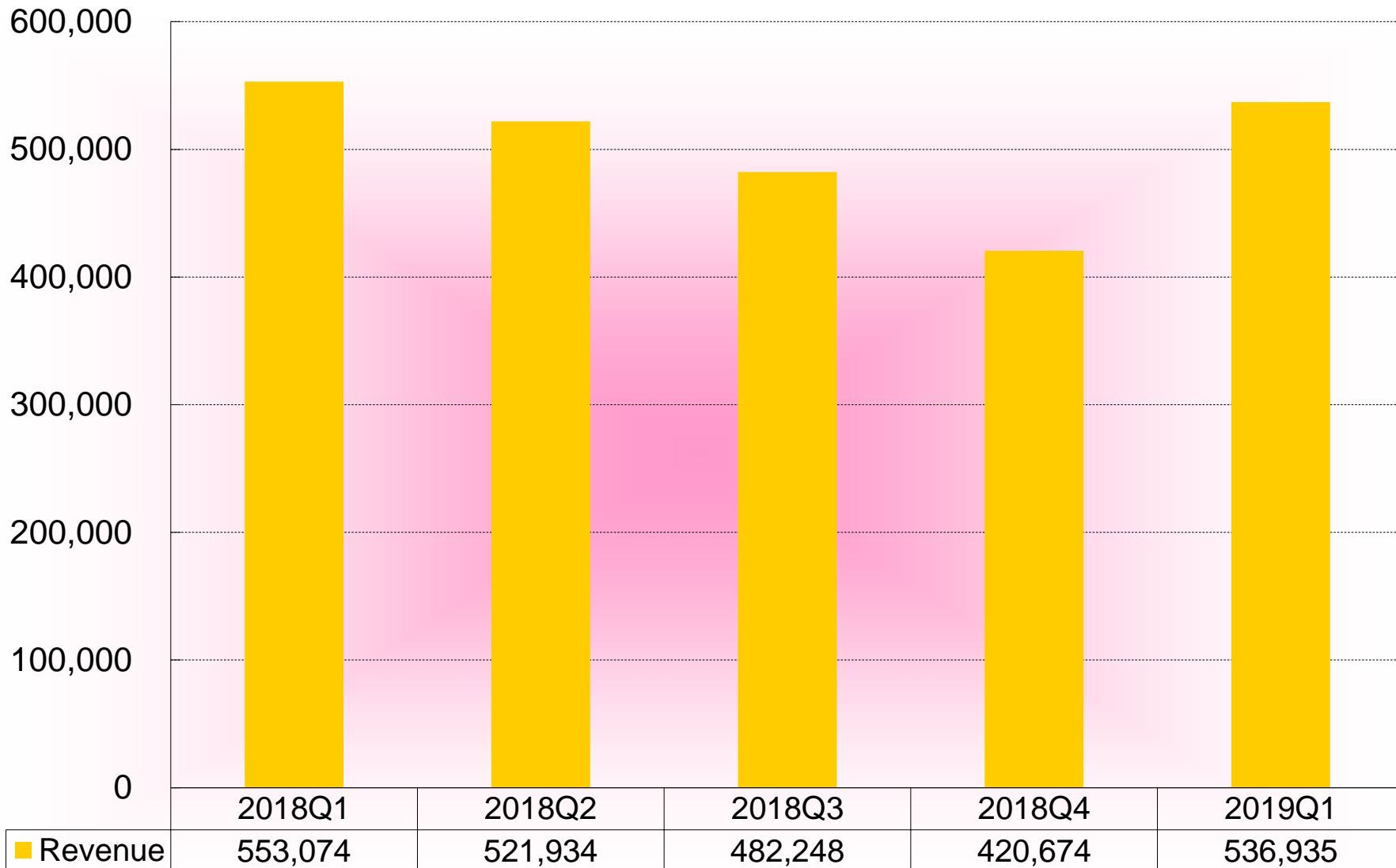


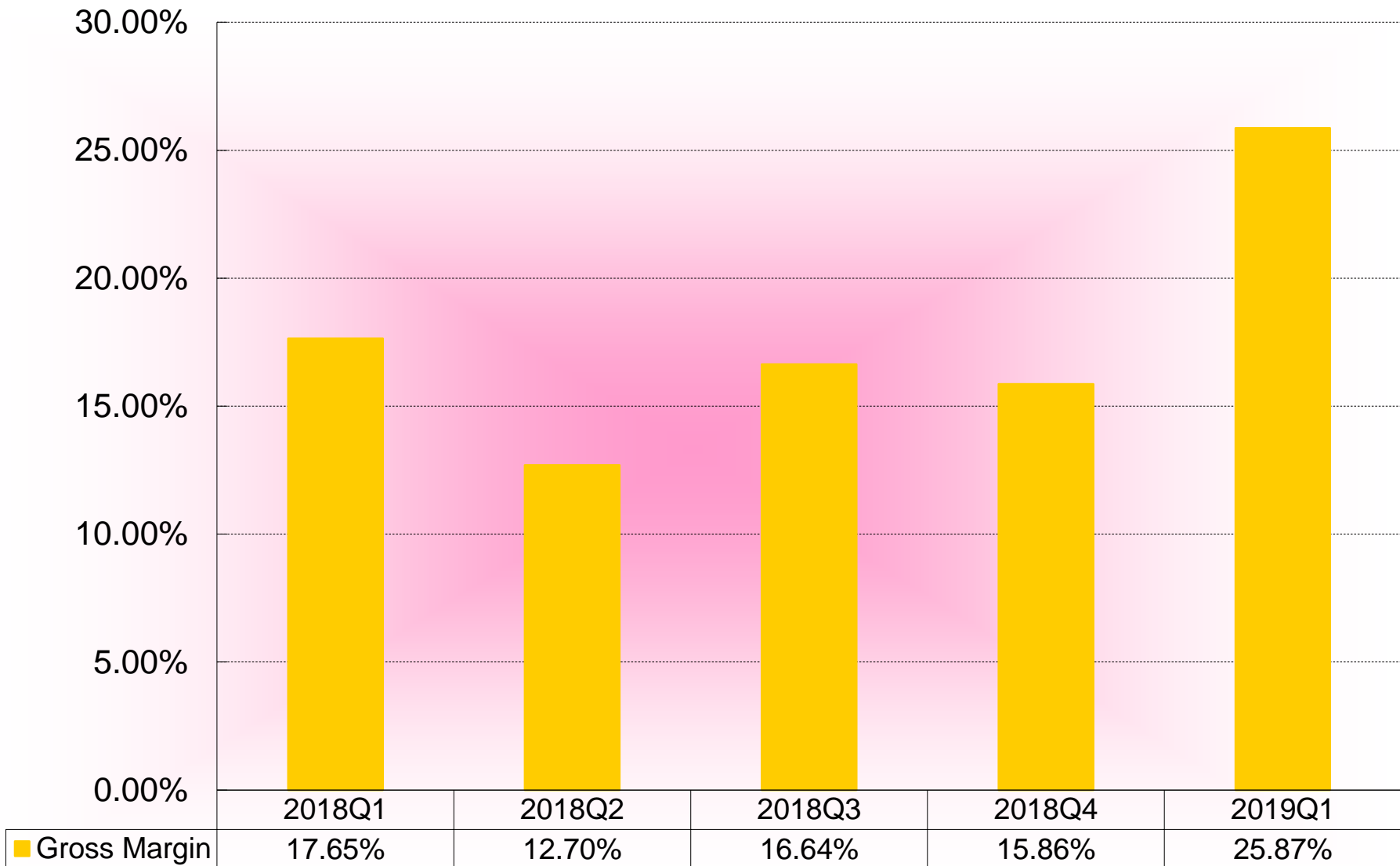
# E-LEAD ELECTRONIC CO., LTD.



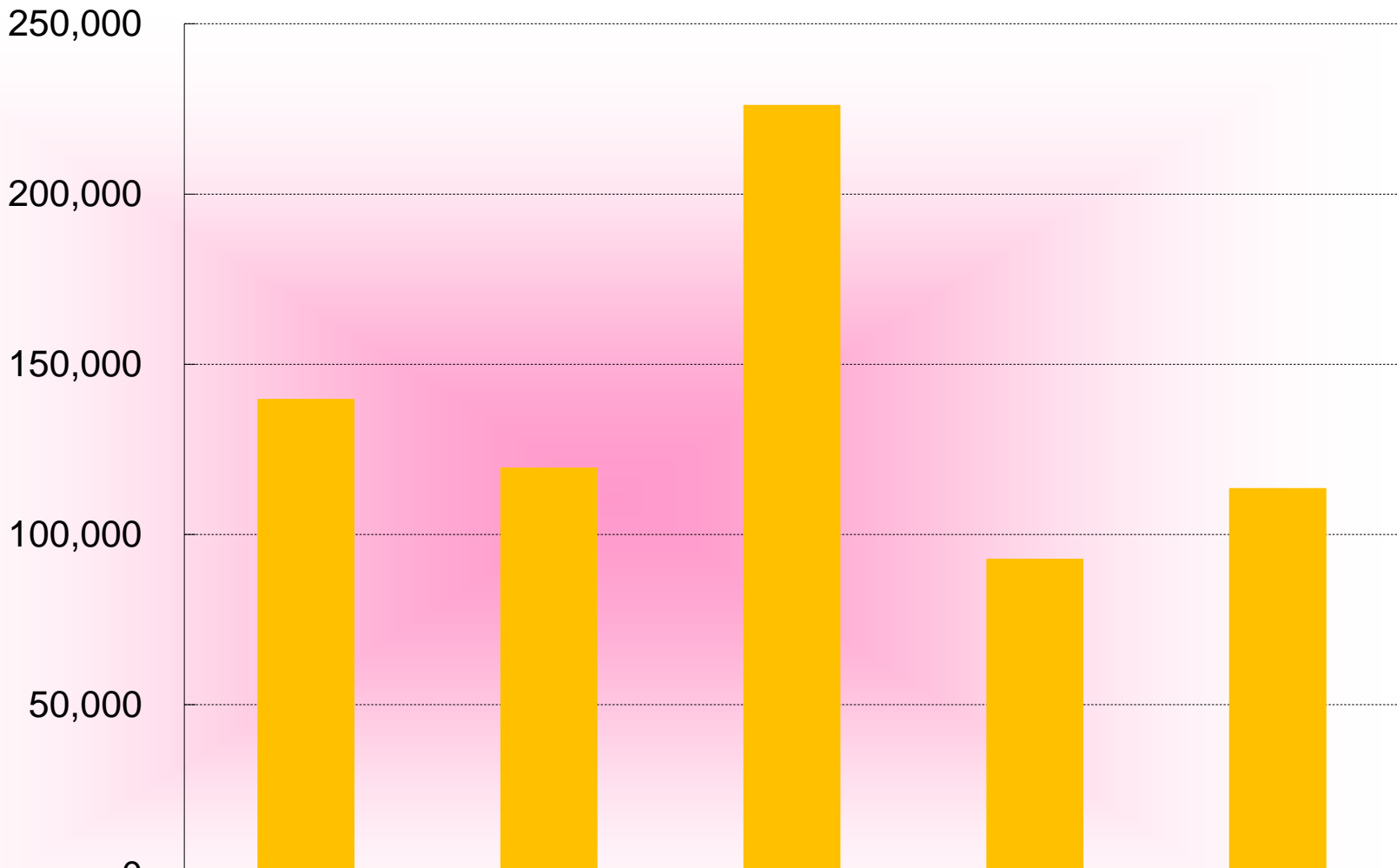
- E-LEAD Electronic's statement of its current expectations are forward-looking statements which are subject to significant risks and uncertainties. Actual results may differ materially from those contained in any forward-looking statements.
- The numbers of the presentation are prepared under IFRS.

UNIT: NT\$ thousand



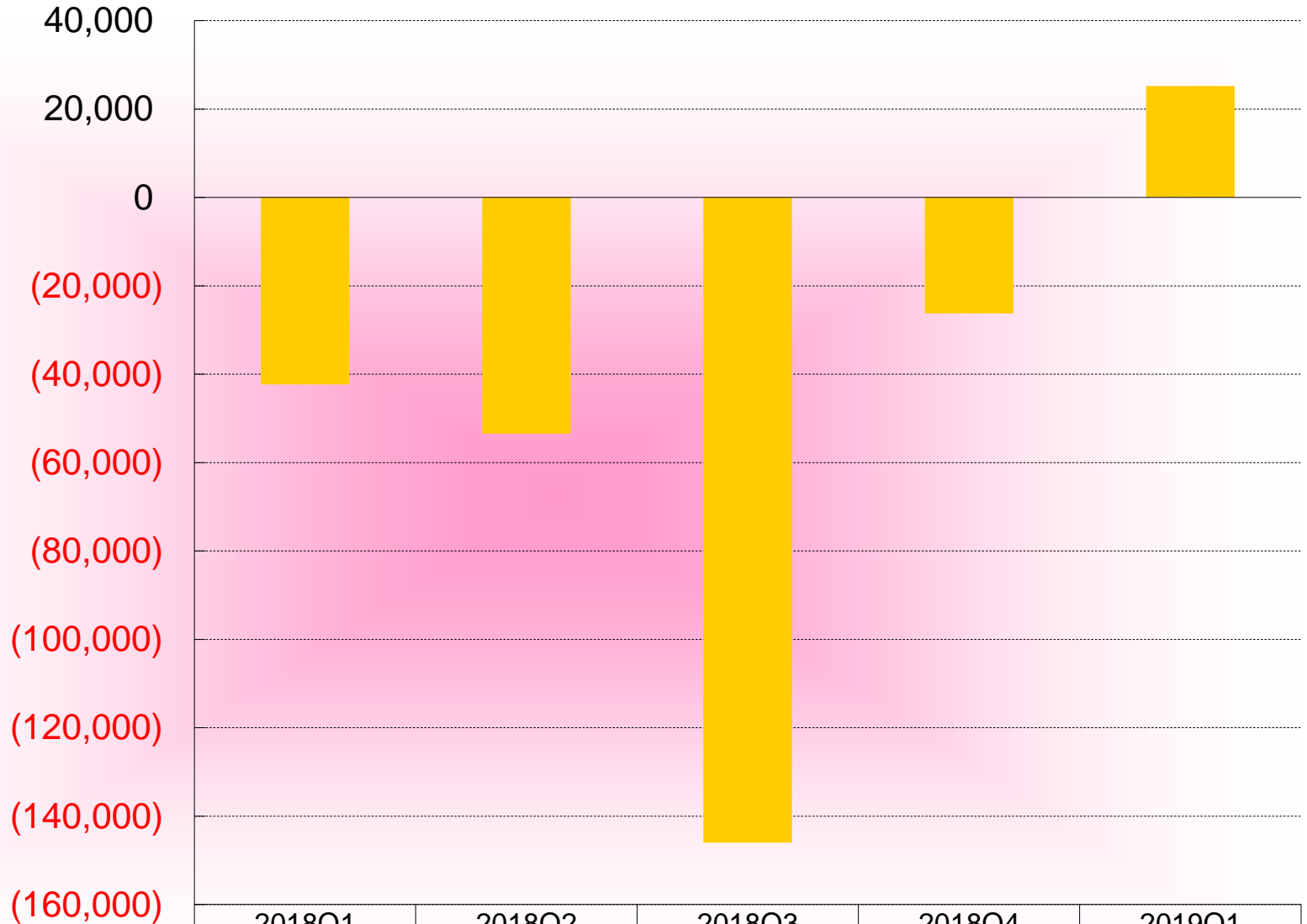


UNIT: NT\$ thousand



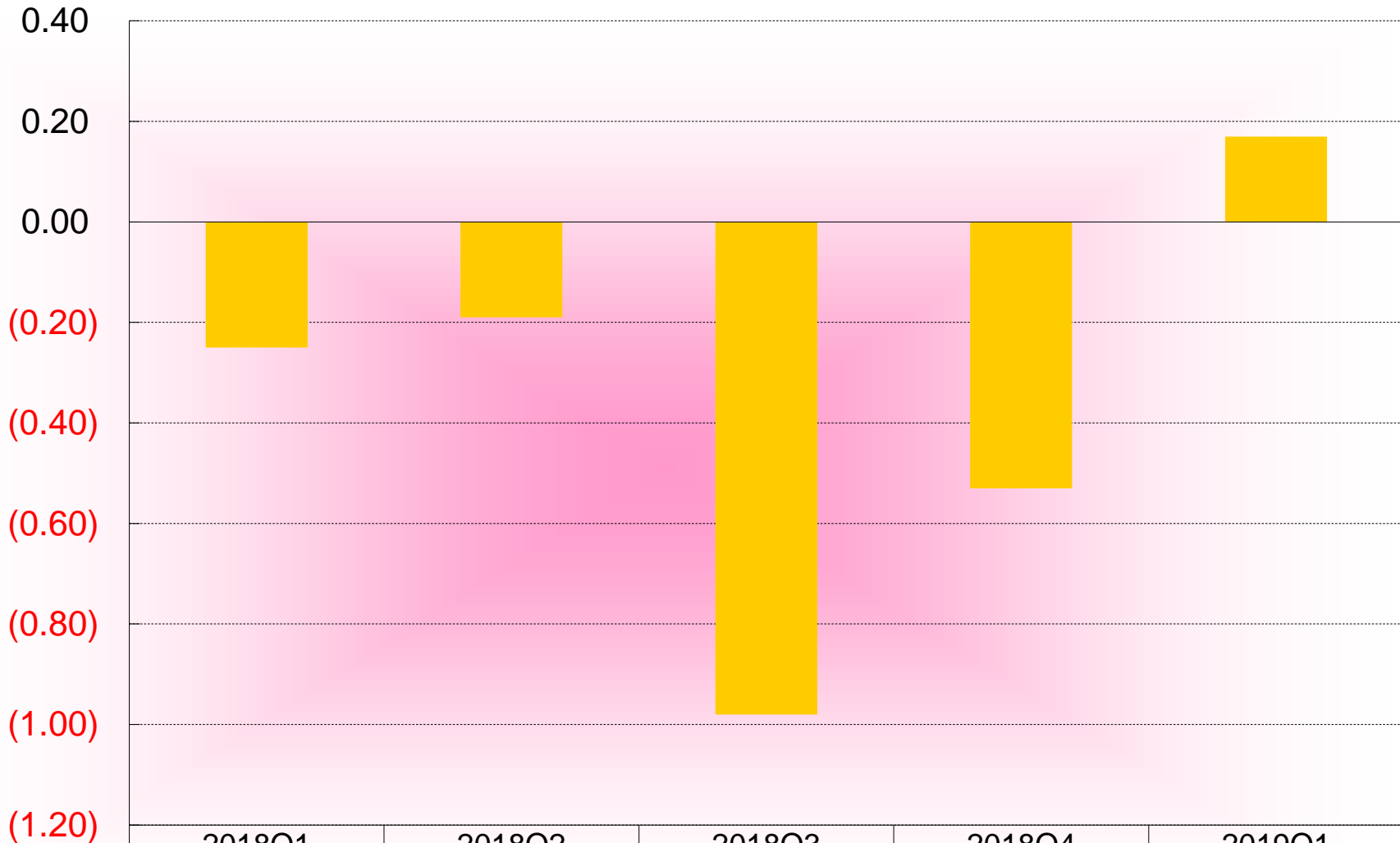
■ Operating Expenses	2018Q1	2018Q2	2018Q3	2018Q4	2019Q1
	139,904	119,739	226,204	92,894	113,650

UNIT: NT\$ thousand



■ Operating Profit(Loss)	2018Q1	2018Q2	2018Q3	2018Q4	2019Q1
	(42,277)	(53,441)	(145,977)	(26,193)	25,233

UNIT: NT\$



■ Basic EPS

2018Q1

2018Q2

2018Q3

2018Q4

2019Q1

(0.25)

(0.19)

(0.98)

(0.53)

0.17

## TAIWAN

### Headquarters

#### R&D:

ID,ME, EE-1, EE-2

SMT line x 2

Assembly line x 8

#### Certificated:

IATF16949 ISO 26262

ISO 14001 ISO 17025

ISO 45001

FORD Q1

### Changhua Site R&D Center & Factory

Assembly line x 10

#### Certificated:

- IATF16949

- ISO 14001

- ISO 45001

### Chuan-Hsin Site Optical Mirror

Mirror line x 4

- Flat Mirror

- Convex Mirror

- Free Form Mirror



ADAS、BSD、AVM、  
Multimedia

HUD、ADAS、  
Accessories

Optical  
related merchandises

## CHINA

R&D: engineer x 57

SMT line X 2

Assembly line x 8

#### Certificated:

IATF16949

ISO 14001

ISO 45001



HUD、ADAS、Multimedia

## THAILAND

Assembly line x 8

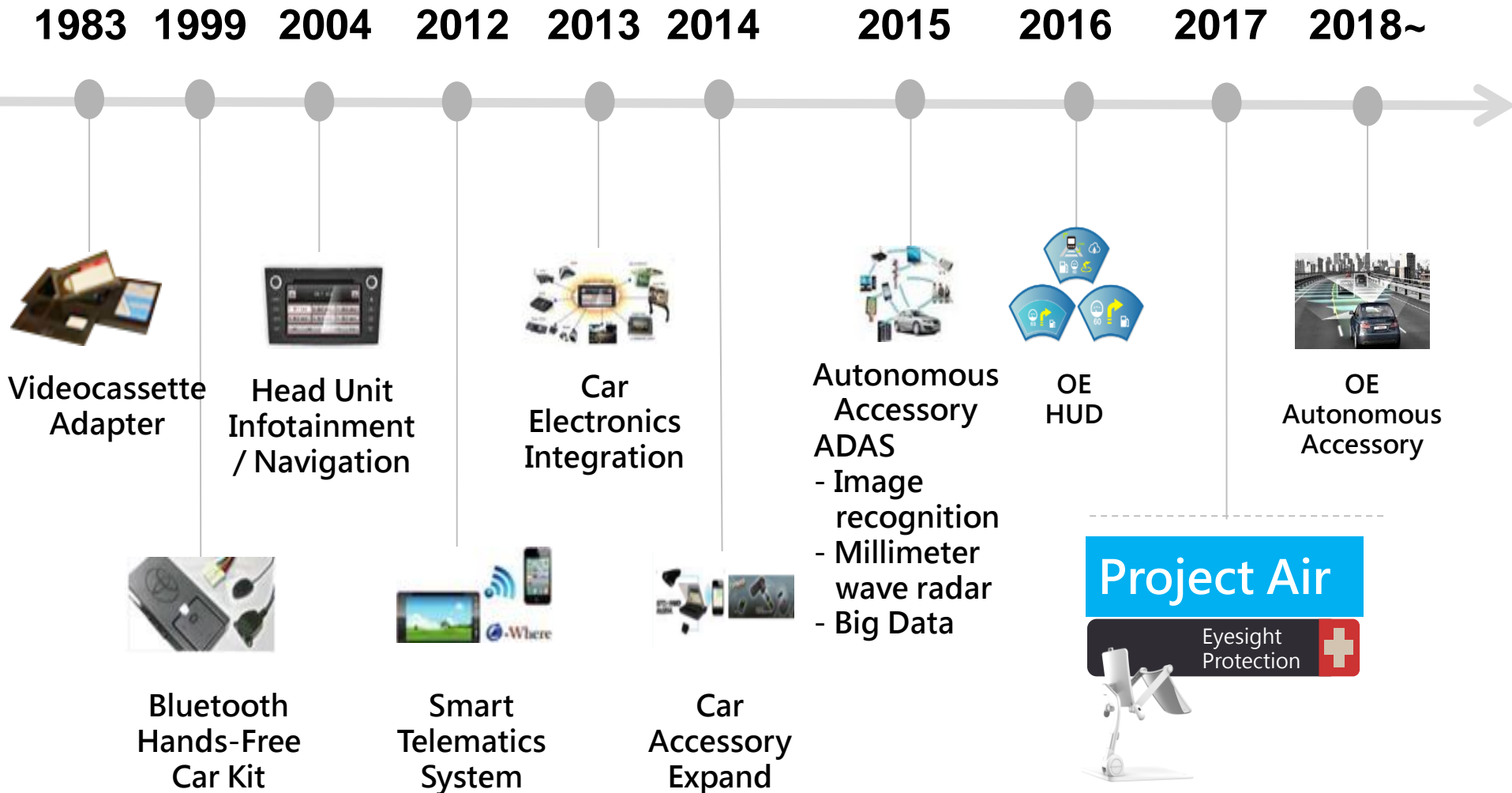
#### Certificated:

IATF16949



AVM、Multimedia  
Dash CAM、RSE、Wireless  
Charger





- **Inconsistent of material quality by supplier resulting in the lost of middle East order.**
- **The profit margin is reduced due to the fact that severe competition of Infotainment System market.**
- **The mainstream is now focusing on three major platforms, Apple CarPlay, Android Auto, and CarLife, as a result of prevalence of smartphone use.**
- **To rebuild new core technology and expand in HUD and ADAS filed.**

**AVN**

Product line  
shift to

- **HUD**
- **ADAS**

Development timeframe for  
OEM is longer.

**OES**

Customer Type

**OE for  
Automakers**

To focus on mid-term and long-term growth and effectiveness by cooperating and developing parts with OEM.

## HUD



- Virtual image 5 times enlarge
- Optical virtual image 2-2.5m away
- Exclusive technology resolve double-image problem
- AR HUD to apply in Autonomous

## ADAS



- AVM
- Dash CAM
- BSD
- Digital Instrument Cluster
- USB/Wireless Charger

## AVN



- Focus on Apple CarPlay, Google Android Auto, Baidu CarLife

## RSE



- DLNA
- Miracast
- Flat touch screen design



- E-LEAD has conducted technical exchanges and prototypes in major car manufacturers in China, Europe and the United States.
- Due to its excellent technical capabilities and sample imaging quality, it has high reputation and favorable reputation in various car factories around the world.

## C HUD



On the front of the steering wheel on the instrument panel, there is a clamshell translucent reflector to project information.

Projection distance of about 1.2 meters, gradually withdraw from the market.

## W HUD



The HUD unit is mounted under the instrument panel to project information directly through the front windshield.

The projection distance is 2.0 ~ 4.0 meters, and it is gradually spreading to entry and mainstream cars.

## AR HUD



The AUHUD unit is mounted under the instrument panel and directly projects guidance and information through the front glass.

The projection distance is more than 8 meters, corresponding to the actual street scene more than 40 meters, which is the mainstream of HUD in the future.

## Multi-countries Patents Applied

- **Cost advantage better than China comp**

Parts homemade, automated assembly, cost advantages surpass Chinese manufacturers, price advantage to maintain market leadership.

- **Performance exceeds global manufacturers**

Cost, volume, imaging distance, imaging quality, innovative technology is better than global manufacturers, strive for international automakers and wait for opportunity to replace the original supplier.



- **According to the market analysis data of ITRI 2017/9, the demand for automotive HUD is estimated to be 10 million units worldwide in 2020, and will grow to a market size of 50 million units in 2025.**
- **CHUD is fading out of the market, WHUD will be developed towards larger display sizes, ARHUD occupancy will slowly increase and will become the mainstream of the market. ARHUD is considered to be the most suitable display device for autonomous driving, semi-automatic driving and driving assistance systems (ADAS), and is planned to be equipped for each car manufacturer. It is expected to be standard.**

Thank you



Q & A