



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.
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- Taiwan HQ
 - Capital of NT\$ 1.19 billion
 - Established in 1983
 - Listed on TWSE in 2002
- Su Zhou Plant, China
 - Established in 2000
- Thailand Plant
 - Established in 2006



1983-

Videocassette Adapter



1999-

Bluetooth Hands-Free Car Kit



2004-

Head Unit Infotainment / Navigation



2012-

Smart Telematics System



2013-

Car Electronics Integration



2014-

Car Accessory Expand To AM

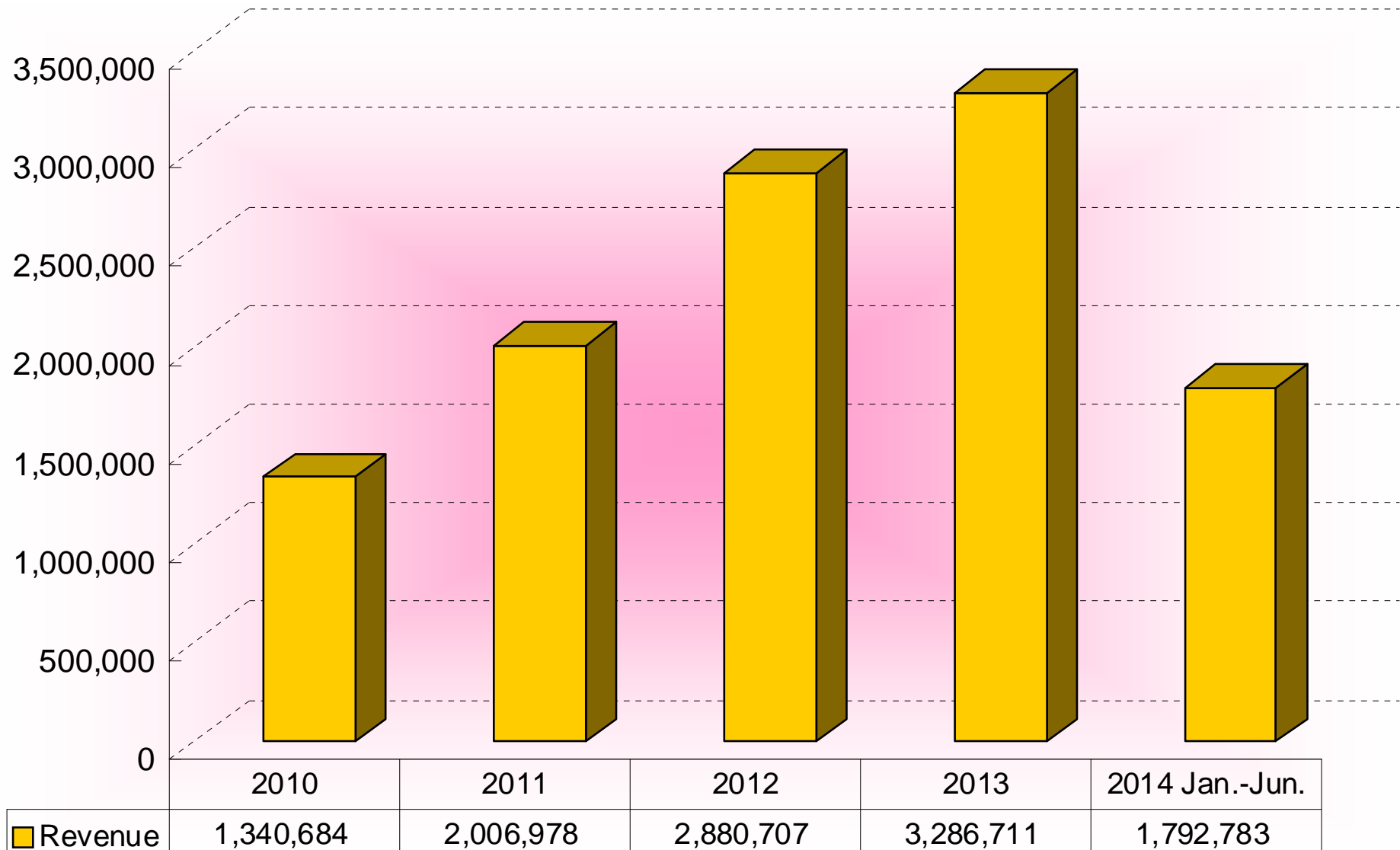






Financial Status – Revenue

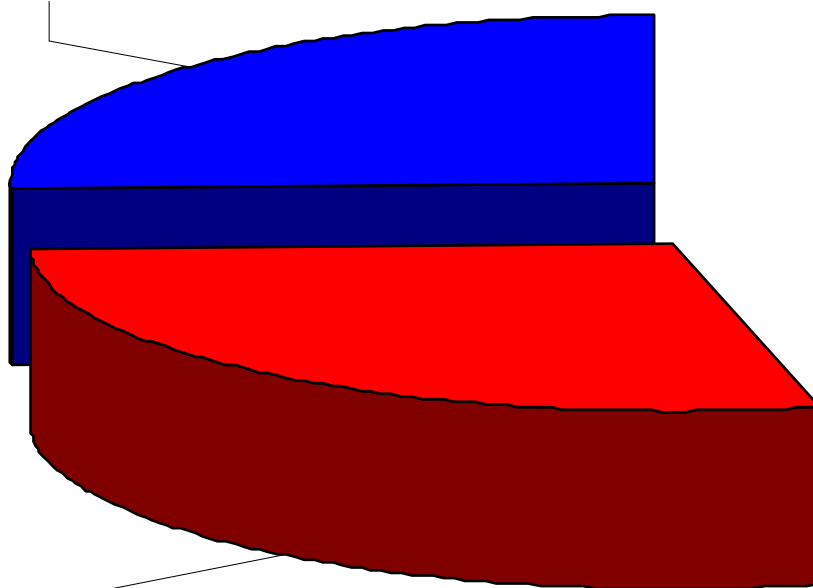
UNIT: NT\$ thousand





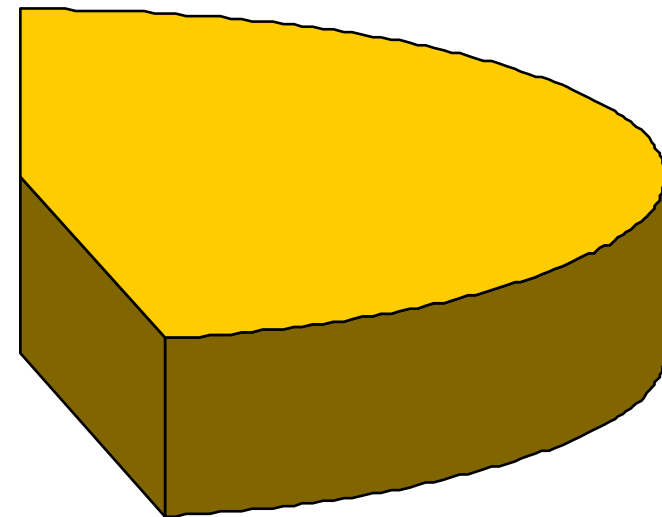
2014 Jan.-Jun. Revenue By BU

E-LEAD Thailand
25.66%



E-LEAD China
27.96%

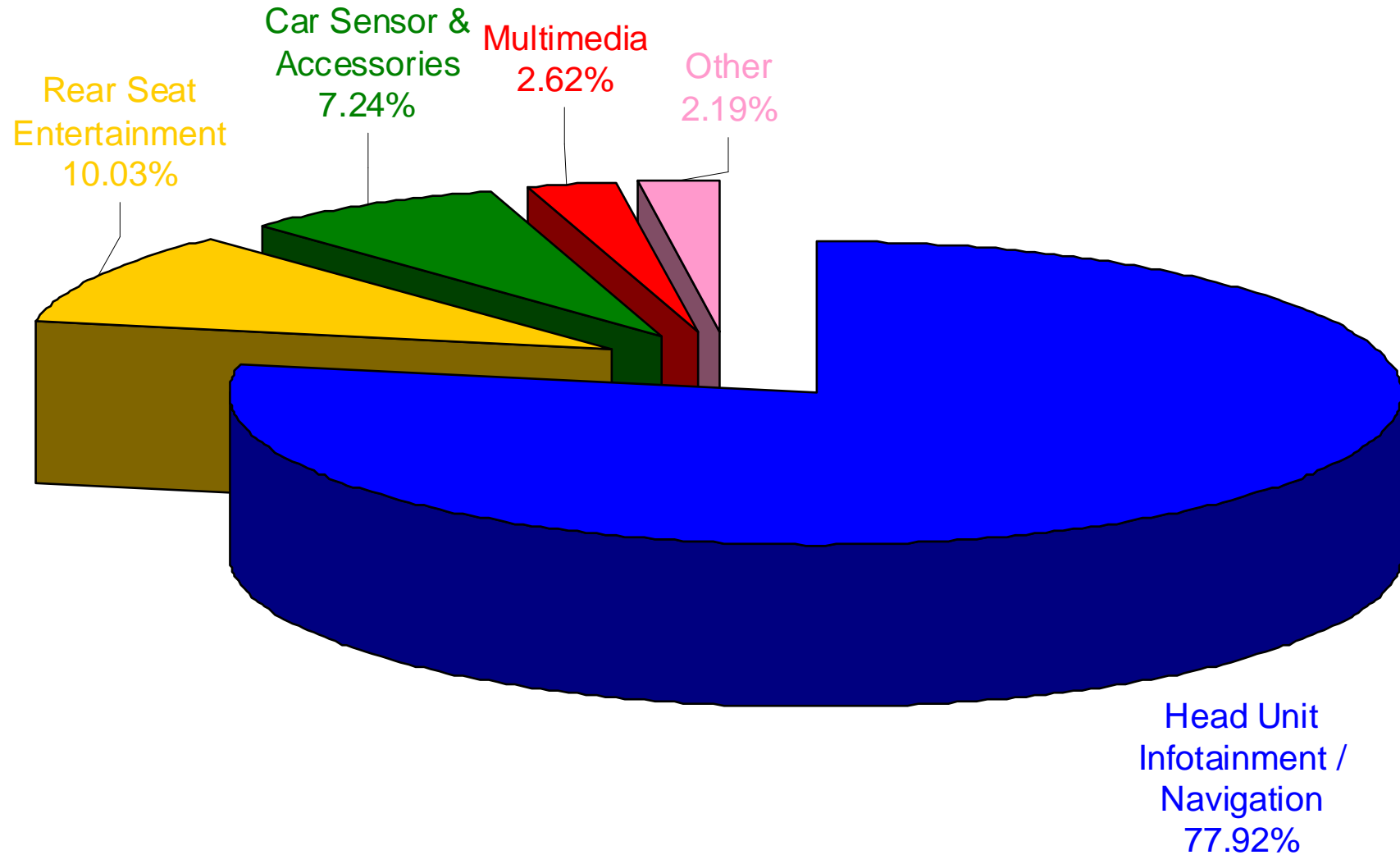
E-LEAD Taiwan
46.38%





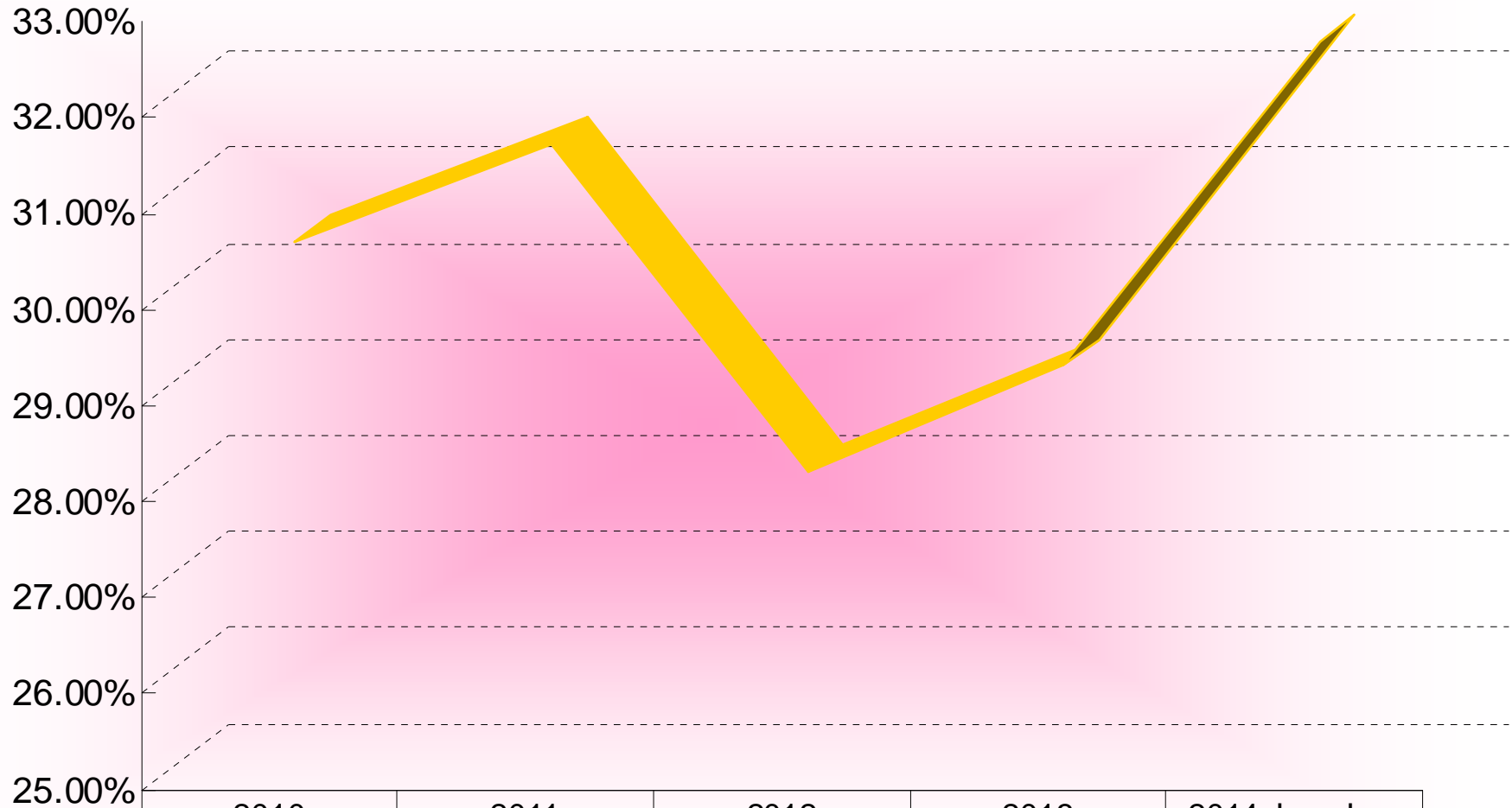
E-LEAD

2014 Jan.-Jun. Revenue By Product





Financial Status – Gross Margin

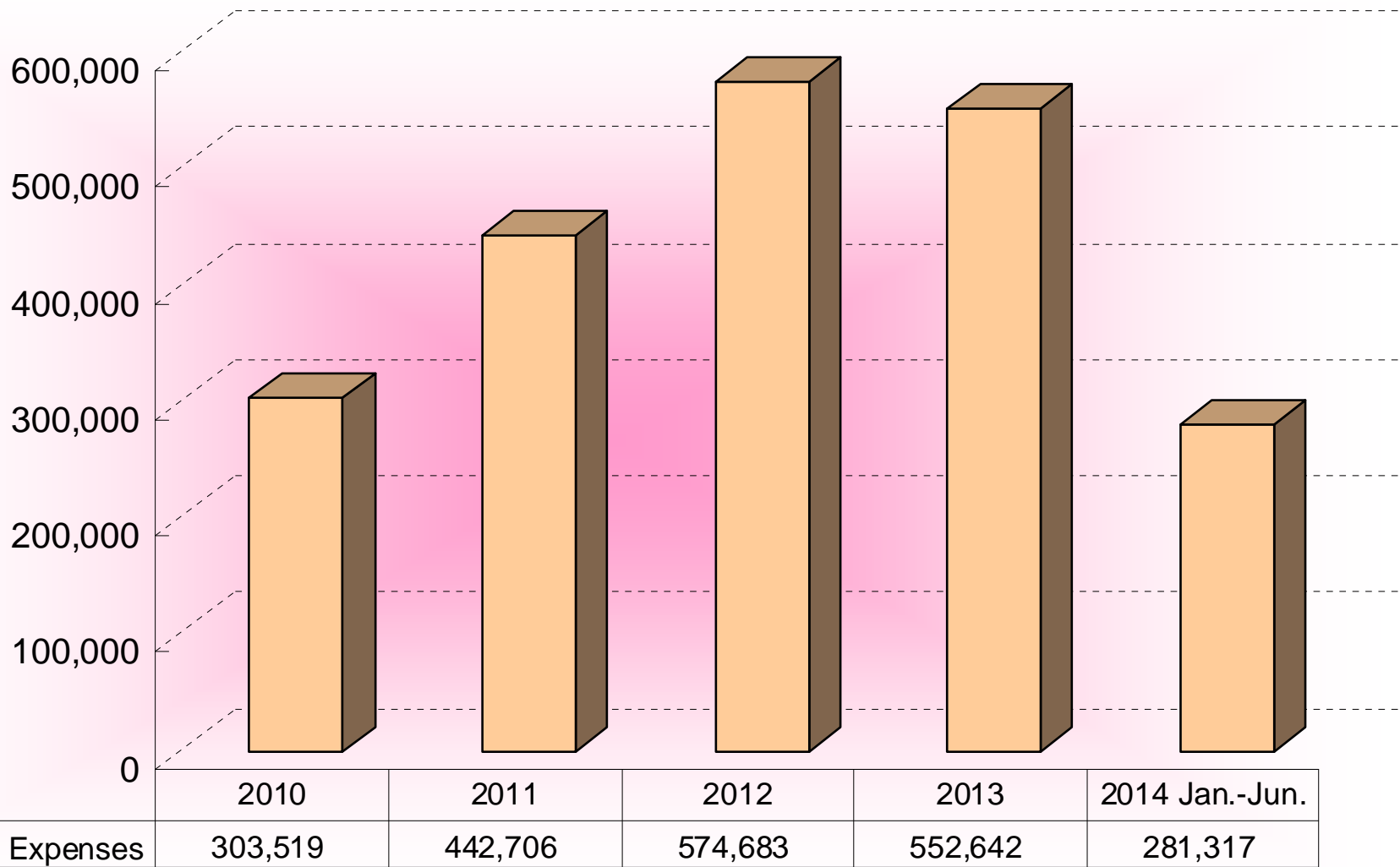


	2010	2011	2012	2013	2014 Jan.-Jun.
■ Gross Margin	30.50%	31.53%	28.10%	29.21%	32.59%



E-LEAD Financial Status – Operating Expenses

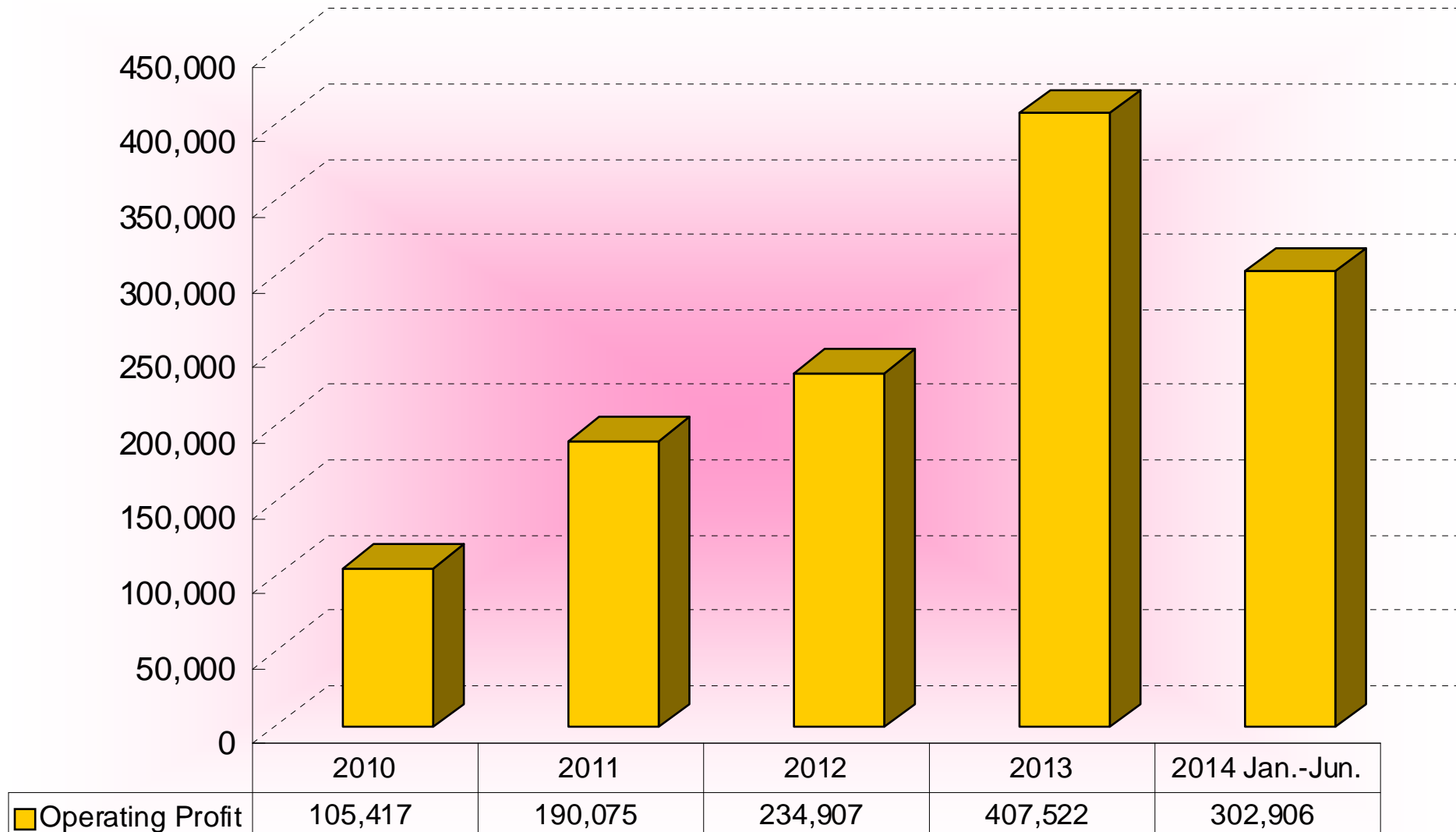
UNIT: NT\$ thousand





Financial Status – Operating Profit

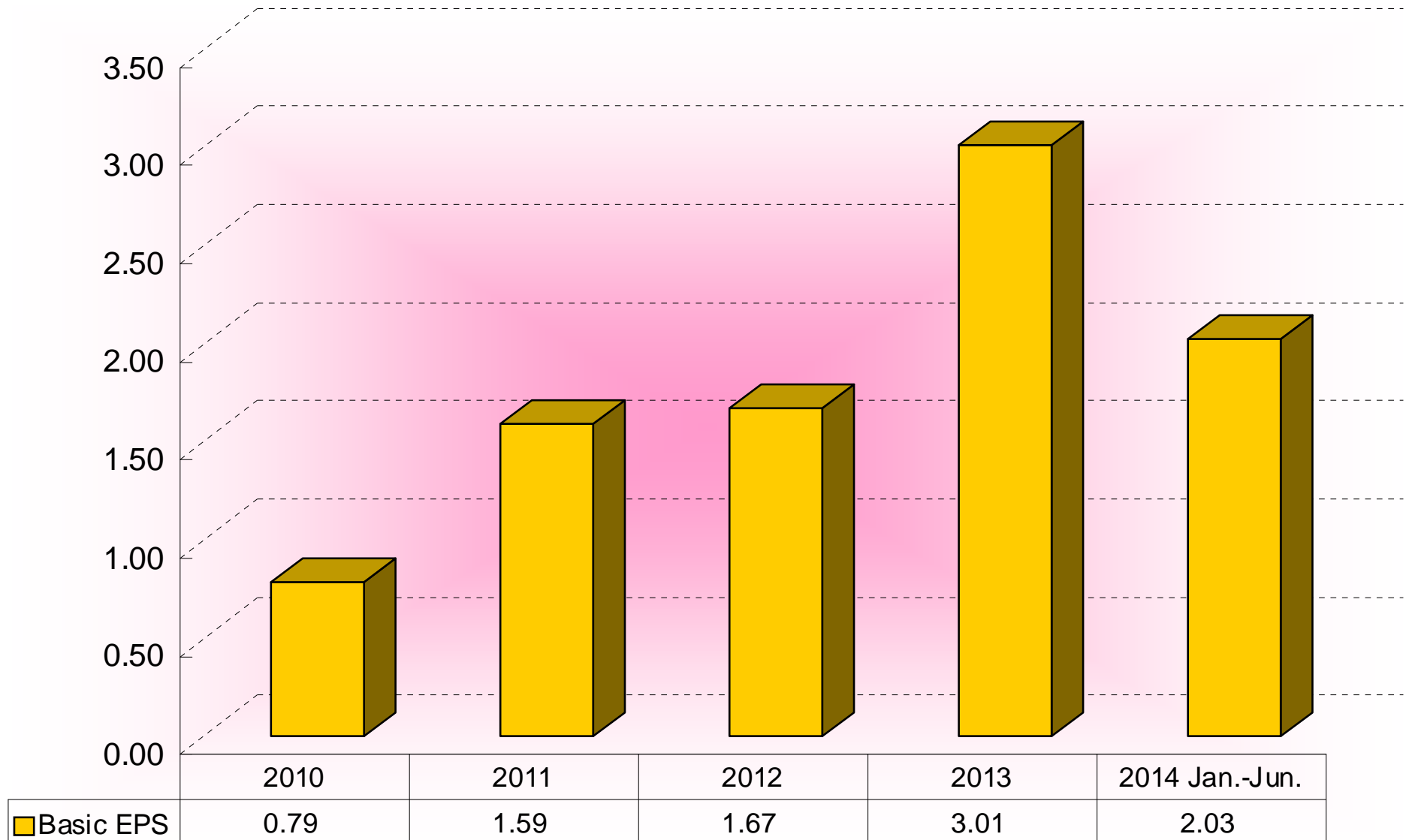
UNIT: NT\$ thousand





Financial Status – Basic EPS

UNIT: NT\$





Development in the Future

一、OE.

Constantly deepen car maker projects and develop value added cloud services.

- ☑ More auto-electronics accessories integrate into multi-media (Head Unit / AVN)
- ☑ Push multi-media sales by accessories connected
- ☑ Develop imaging tech , increase driving safety

二、AM:

Develop new products for the Internet of Vehicles. ◦

- ☑ Smart HUD (Head Up Display)
- ☑ TPMS (Tire Pressure Monitoring System)



OE: Total Solution Tier 1 Supplier





AM: New Product - Smart HUD



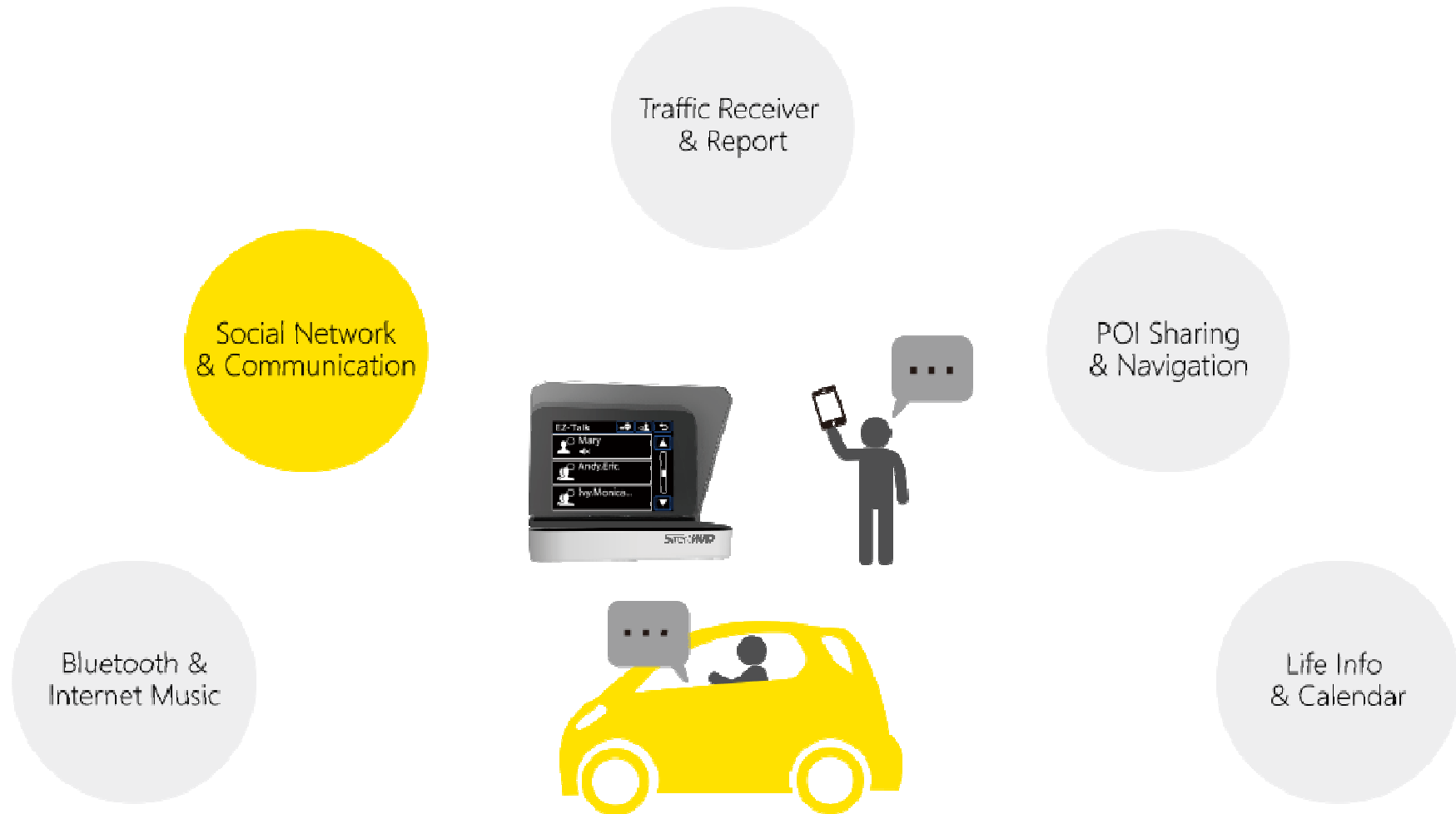
低頭族請抬頭!

Head up! Look ahead!



Smart HUD
抬頭族







AM: New Product - Smart HUD



Smart Phone Connectivity

- 4" standalone full color and high brightness HUD
- New Apps functions via smart phone download
- Pre-setting GPS destinations outside vehicle by smart phone
- Auto link to internet via smart phone

Multi-Operation interface

- Voice Controlled, support iPhone Siri car play
- Smart phone remote controlled
- Knob controlled



HiFi sound quality from car audio speakers

- FM transmitter sending music to car audio



Driving Information Display

- Speedometer
- Road speed limit
- Road name
- Front crossroads(distance and names)



Optional accessories :

- Driving Recorder
- Rear view Camera



Voice Controlled, Support iPhone Siri

Smart HUD APPS in 6 Group Functions



1.Remind—Auto reminder driver when starting engine

- Weather change
- Traffic events nearby
- To do list of today

- ### 2.Driving Add
- GPS navigation
 - Traffic info and sharing
 - Railway time table
 - Parking space
 - Flight



3.Safety & Security

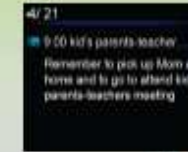
- SOS
- (Option functions)
- Lane Departure Warning
- Front Collision prevention
- Rear camera



4.Social Network & Communication

- Hand free talking
- EZ-talk
- SMS
- E-mail

- ### 5.Life Extension
- News
 - Calendar
 - Stocks list and order
 - Weather information



6.Music player

- SD card music player
- Smart phone music player
- Internet radio



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AM: New Product - TPMS



Standalone Display Unit



Pocket Switch Display Type



Audio Display Type



Metal Sensor



Reinforced Rubber Sensor



Thank you



Q & A
