# E-LEAD ELECTRONIC CO., LTD.

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# Company Profile

## E-LEAD Taiwan

### Headquarters R&D Center

R&D:
ID,ME, EE-1, EE-2

SMT line x 2
Assembly line x 8

HeadUnit, Around View Monitoring System (AVM), Rear Camera, Blind Spot Monitoring(BSM), Car Wireless Charger

### Changhua Site Factory

Assembly line x 10

Car Accessories

### Chuan-Hsin Site Optical Mirror

Mirror line x 4

- Flat Mirror
- Convex Mirror
- Free Form Mirror

Optical related merchandises

## E-LEAD Jiangsu

### Suzhou

R&D

SMT line X 2

HUD Circle Assembly line x 2

WHUD / AR HUD

## E-LEAD Thailand

### Thailand

SMT line X 1

Assembly line x 12

HeadUnit, Around View Monitoring System (AVM), Rear Camera, Blind Spot Monitoring(BSM), Car Wireless Charger

# Products Development

Optical

Intelligent

Smart-Link

Reliability

| 1983 | 1999 | 2004 | 2012 | 2013 | 2014 | 2015~2019 | 2020 ~ 2025 |
|---|---|---|---|---|---|---|---|
| | | | | | | | |
| Video tape Converter | Bluetooth Wireless Handset | Audio Video Navigation (AVN) | Intelligent Telematics System | Automotive Electronics Integration | Auto Cruise Accessories & Parts | OE HUD | Naked-eye 3D Tech |

# Quality System Certified

| Category | Original Issue Date | Certification(Audit) Unit |
|---|---|---|
| ISO 9001 | Oct. 1999 | LRQA |
| ISO 14001 | Aug. 2001 | LRQA |
| IATF 16949<br>(ISO/TS 16949) | May 2018<br>Oct. 2004 | LRQA |
| ISO 45001<br>(OHSAS 18001) | Oct. 2018<br>Mar. 2004 | LRQA |
| Ford Q1 | Jun. 2004 | FORD |
| VW 6.3 (POT Analysis) | Feb. 2017 | VW |
| VDA 6.3 process auditor<br>VDA6.5/PSB | Jun. 2017 | VDA QMC |
| ISO26262 process certification | May 2018 | SGS-TUV Saar |
| ISO 17025 | Feb. 2018 | TAF |
| TISAX Level 3 + Prototype Protection | Dec. 2021 | TUV |
| ASPICE | Mar. 2022 | DEKRA |
| ANSI/ESD S20.20 | Aug. 2023 | SGS |
| CyberSecurity (ISO 21434 ) | Dec. 2023 | DEKRA |

# HUD Product Development

AM Generic Models

Customizing OEM equipped Reflective C/W HUD

OE Design-in W/AR-HUD Lite

Innovative 3D Tech

2011 AM HUD

2012 OES HUD

2015 OES CHUD

2016 OES WHUD

2017~2020 OE WHUD/AR HUD

2021~ Future Trend

# Overview of Sales in the Chinese Automobile Market

According to statistics from the CPCA, the Chinese automobile market has shown a stable growth trend.

| 单位：辆 Unit: Vehicle | | 类别 Type | 产量 Production | 批发 Wholesale | 出口 Export | 零售 Retail |
|---|---|---|---|---|---|---|
| 本月累计 Cumulative This Period | | 狭义乘用车 Passenger Car | 7,450,483 | 7,549,551 | 1,330,022 | 6,366,972 |
| | | 微客 Mini-Bus | 64,002 | 64,522 | 14,658 | 65,536 |
| | | 广义乘用车 | 7,514,485 | 7,614,073 | 1,344,680 | 6,432,508 |
| 同期累计 Cumulative for last period | | 狭义乘用车 Passenger Car | 6,823,888 | 6,829,235 | 979,160 | 5,893,962 |
| | | 微客 Mini-Bus | 86,913 | 82,545 | 16,127 | 84,337 |
| | | 广义乘用车 | 6,910,801 | 6,911,780 | 995,287 | 5,978,299 |
| 累计同比 YOY | | 狭义乘用车 Passenger Car | 9.2% | 10.5% | 35.8% | 8.0% |
| | | 微客 Mini-Bus | -26.4% | -21.8% | -9.1% | -22.3% |
| | | 广义乘用车 | 8.7% | 10.2% | 35.1% | 7.6% |

数据来源：中国汽车流通协会乘用车市场信息联席分会月报表-终稿 Source: CPCA

秘书处 地址：上海市武宁路423号18号楼1103室 电话：021-52680968 邮箱：cpcanews@sxtauto.com.cn 深度分析报告 6

Source: http://www.cpcaauto.com/newslist.php?types=csjd&id=3462

# Overview of Sales in the Chinese Automobile Market

According to statistics from the ASKCI, most major car manufacturers in the Chinese automobile market have experienced year-over-year sales growth.

**2024年1-3月中国汽车厂商零售销量排行榜TOP10**

**The top 10 ranking of retail sales volume for Chinese automotive manufacturers from January to March 2024.**

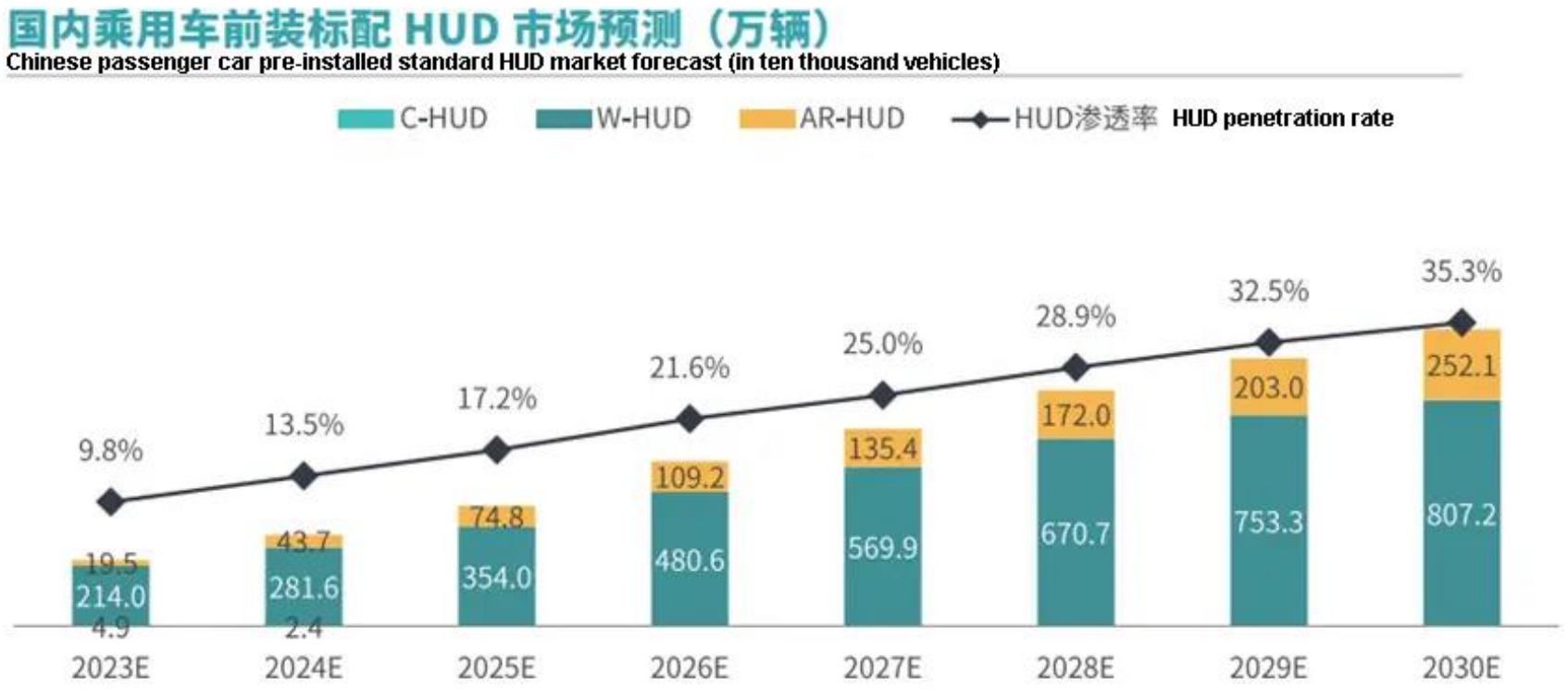
| 排名 Rank | 企业名称 Car Manufacturers | 零售销量（万辆） Retail sales volume (ten thousand vehicles) | 同比增长 YOY | 市场份额 Market Share |
|---|---|---|---|---|
| 1 | 比亚迪汽车 BYD | 58.60 | 15.2% | 12.1% |
| 2 | 一汽大众 FAW | 39.53 | 7.2% | 8.2% |
| 3 | 吉利汽车 Geely | 38.87 | 46.2% | 8.0% |
| 4 | 长安汽车 Changan | 38.46 | 27.0% | 8.0% |
| 5 | 上汽大众 SVW | 26.57 | 11.4% | 5.5% |
| 6 | 奇瑞汽车 Chery | 23.94 | 89.2% | 5.0% |
| 7 | 广汽丰田 GTMC | 17.05 | -9.7% | 3.5% |
| 8 | 上汽通用五菱 SGMW | 16.41 | 8.9% | 3.4% |
| 9 | 华晨宝马 BBA | 15.96 | -2.9% | 3.3% |
| 10 | 东风日产 DONGFENG-NISSAN | 15.75 | 4.0% | 3.3% |

制图：中商情报网（WWW.ASKCI.COM）

Source: https://top.askci.com/news/20240412/10035727128874370045277.shtml

# Overview of Sales in the Chinese Automobile Market

According to a report by China Electronics News, the market for standard factory-installed HUDs in Chinese passenger cars will continue to grow.



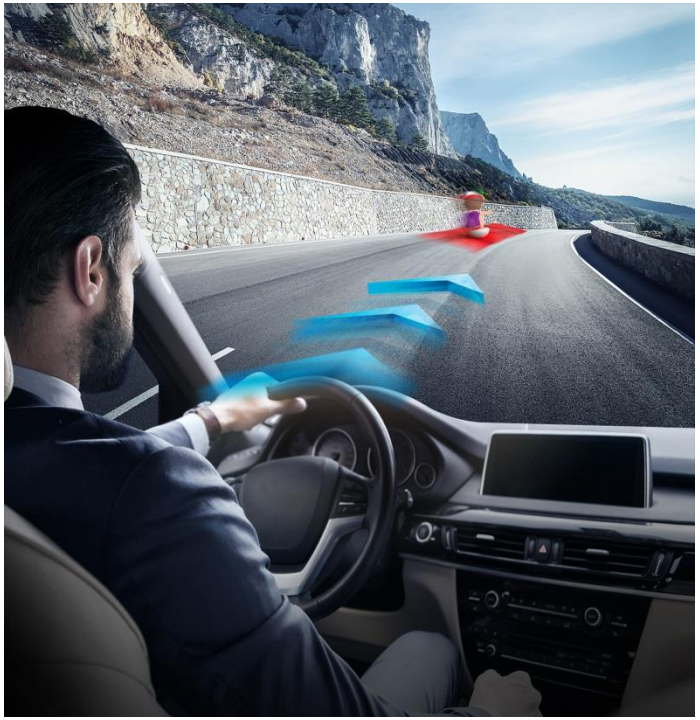

Source：Market Analysis and Consumer Insights of Passenger Car HUD in 2023

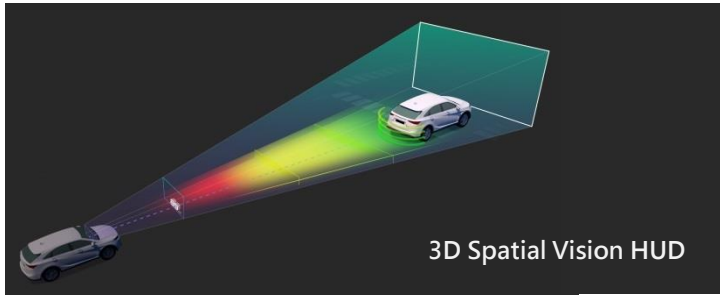
Source: https://db.m.auto.sohu.com/model_7204/a/752350233_121134737

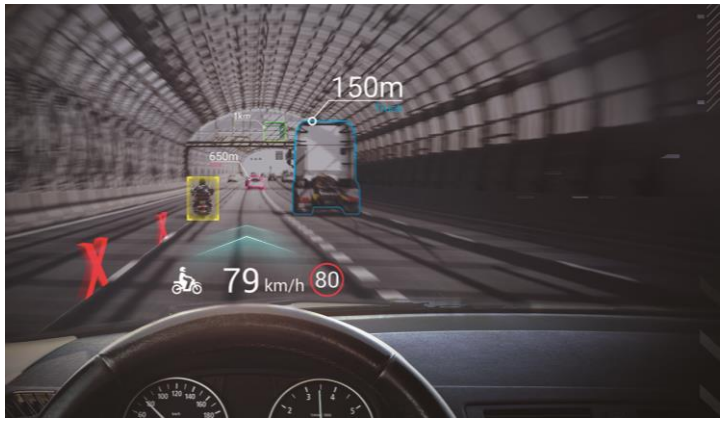
# Future Trend- 3D Spatial HUD Products

The mainstream WHUD products would be replaced by AR HUD, and so is 2D AR HUD, would be replaced by 3D Spatial Vision HUD as well.

Advantages: less in volume, adjustable range for imaging, precision in alignment.





# Overview of Sales in the ASEAN Automobile Market

According to a report by China Zhineng Automobile, the top three markets in the ASEAN automotive market are Indonesia, Malaysia, and Thailand. Sales in 2023 decreased slightly by 2.10% compared to 2022.

| 国家 Country | 2022年销量 Sales Volume of 2022 | 2023年销量 Sales Volume of 2023 | 同比增长 YOY |
|---|---|---|---|
| 印度尼西亚 Indonesia | 104.8 | 100.6 | 10.90% |
| 马来西亚 Malaysia | 72.1 | 80.0 | -0.53% |
| 缅甸 Myanmar | 0.7 | 0.3 | 21.90% |
| 菲律宾 Philippines | 35.3 | 43.0 | -0.09% |
| 新加坡 Singapore | 4.3 | 3.9 | -9.10% |
| 泰国 Thailand | 84.9 | 77.6 | -8.70% |
| 越南 Vietnam | 40.5 | 30.2 | -25.40% |
| 总计 Total | 342.5 | 335.5 | -2.10% |

Source: https://www.eet-china.com/mp/a290295.html

# ADAS Product Line

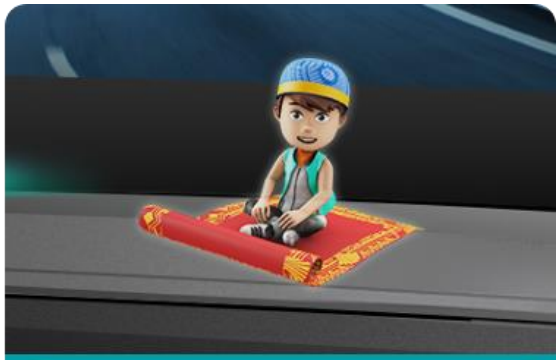
# INFOTAINMENT Product Line

## Driving Assistance

- Digital Cluster
- HUD
- DMS
- E-Mirror
- Dashboard

## Entertainment

- RSE
- Passenger Seat Entertainment
- DA

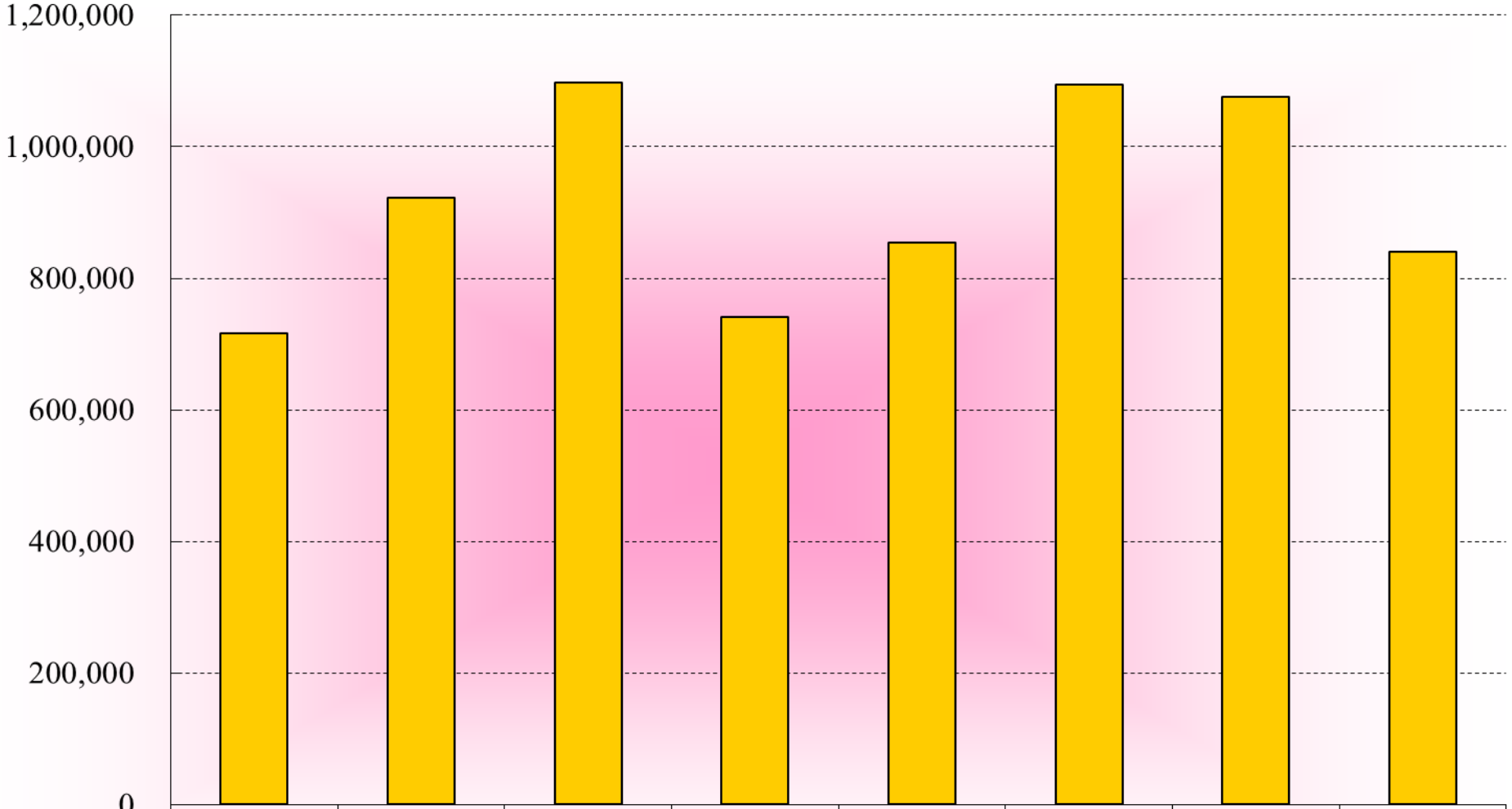


## Virtual Assistant

- VPA
- Driver's Personal Secretary

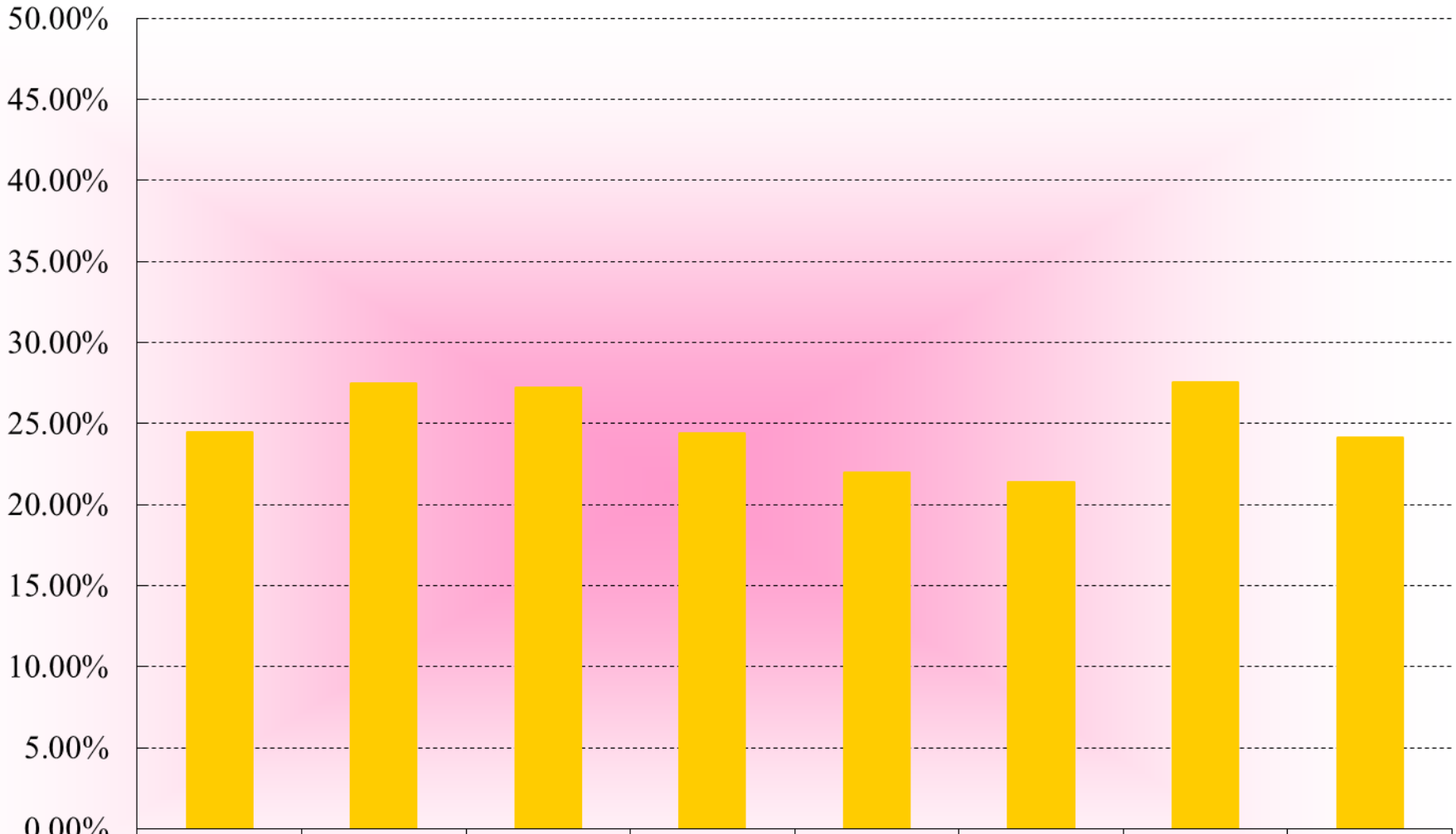
# Financial Status – Revenue

UNIT: NT$ thousand




| | 2022/Q2 | 2022/Q3 | 2022/Q4 | 2023/Q1 | 2023/Q2 | 2023/Q3 | 2023/Q4 | 2024/Q1 |
|---|---|---|---|---|---|---|---|---|
| Revenue | 716,765 | 921,842 | 1,096,956 | 740,433 | 854,803 | 1,094,531 | 1,076,526 | 841,046 |

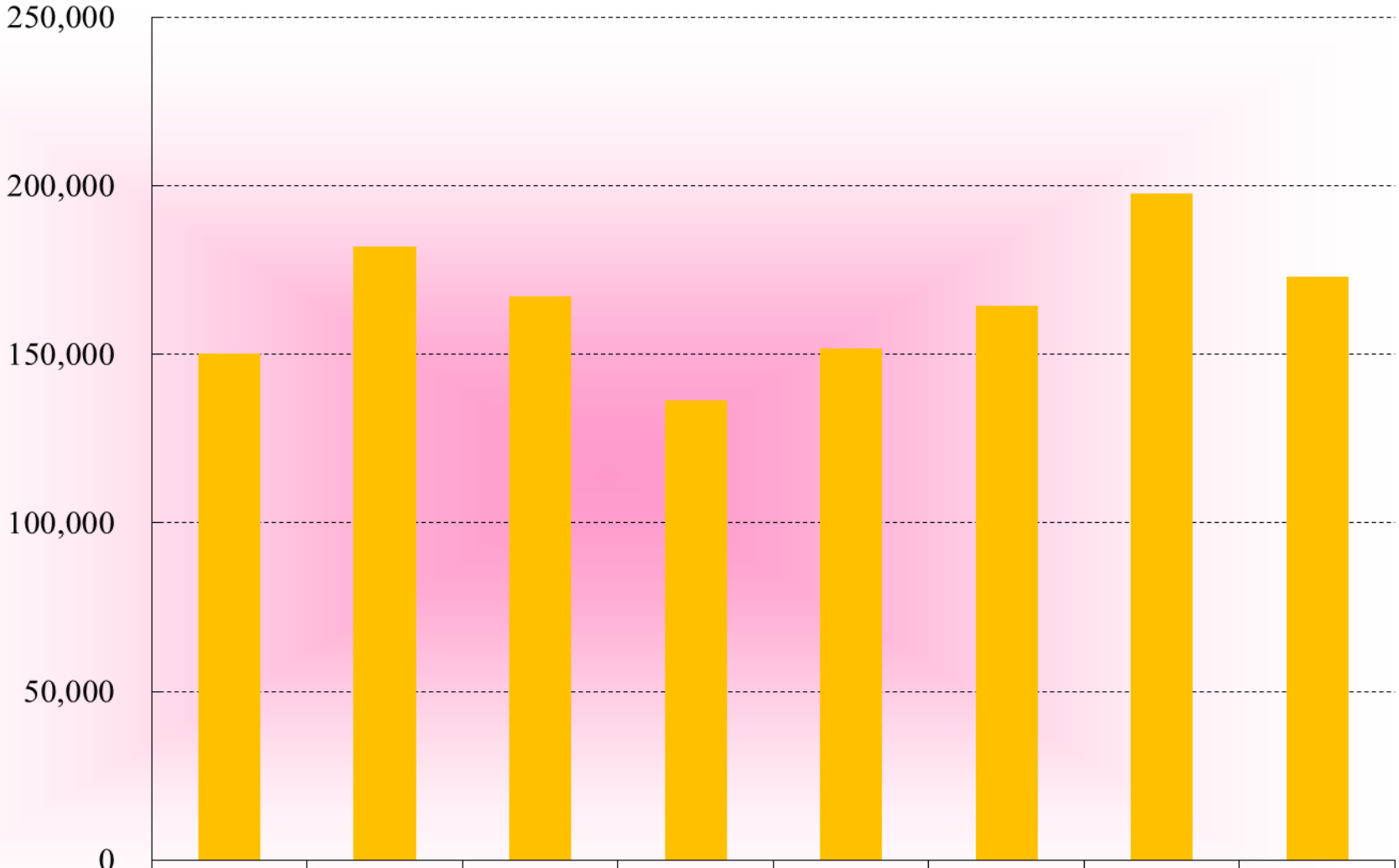
# Financial Status – Gross Margin




| | 2022/Q2 | 2022/Q3 | 2022/Q4 | 2023/Q1 | 2023/Q2 | 2023/Q3 | 2023/Q4 | 2024/Q1 |
|---|---|---|---|---|---|---|---|---|
| Gross Margin | 24.43% | 27.47% | 27.22% | 24.38% | 21.99% | 21.40% | 27.53% | 24.15% |

# Financial Status – Operating Expenses

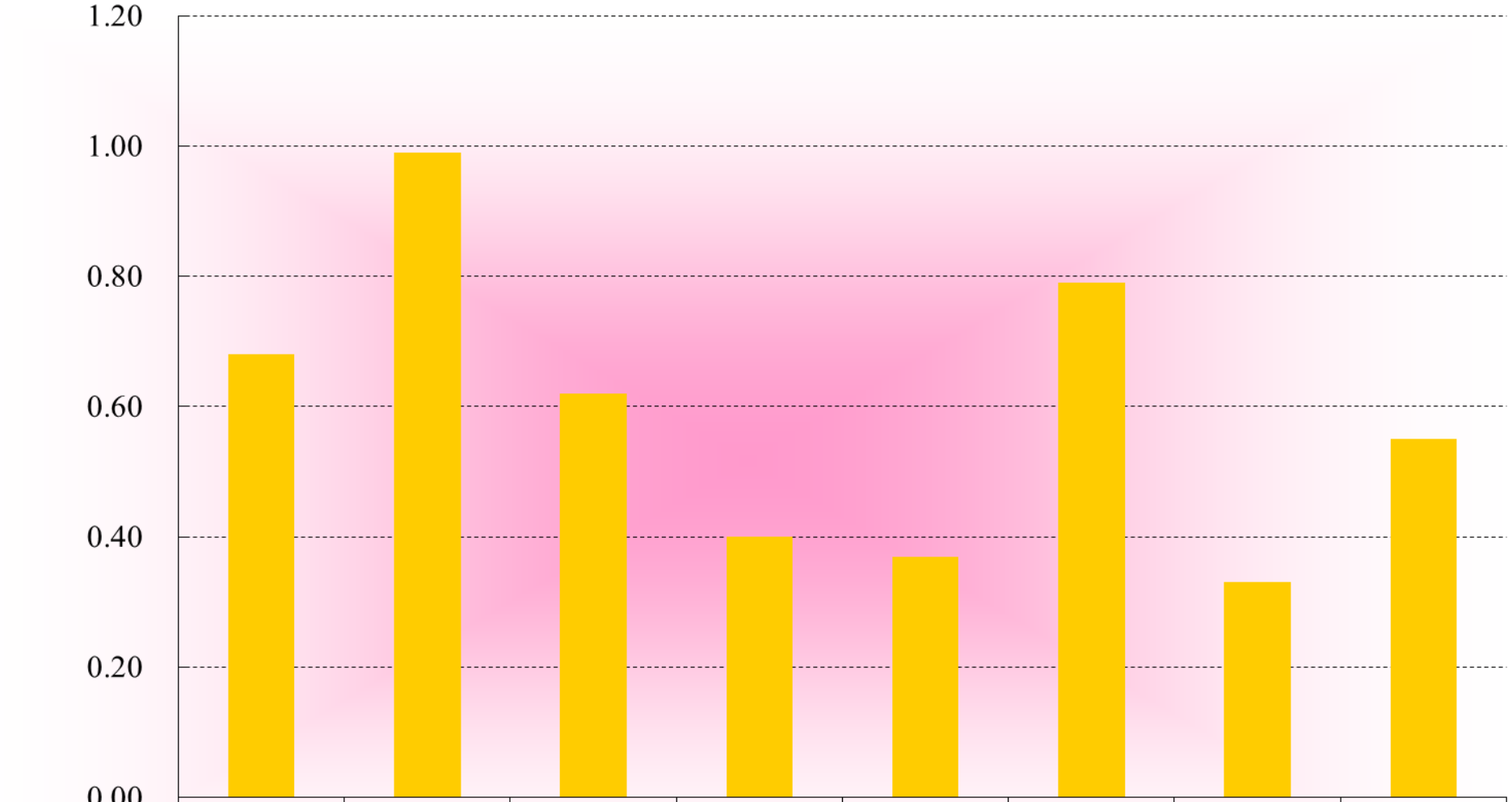
UNIT: NT$ thousand




| | 2022/Q2 | 2022/Q3 | 2022/Q4 | 2023/Q1 | 2023/Q2 | 2023/Q3 | 2023/Q4 | 2024/Q1 |
|---|---|---|---|---|---|---|---|---|
| Operating Expenses | 150,129 | 181,971 | 167,241 | 136,248 | 151,662 | 164,465 | 197,631 | 173,135 |

# Financial Status – Basic EPS

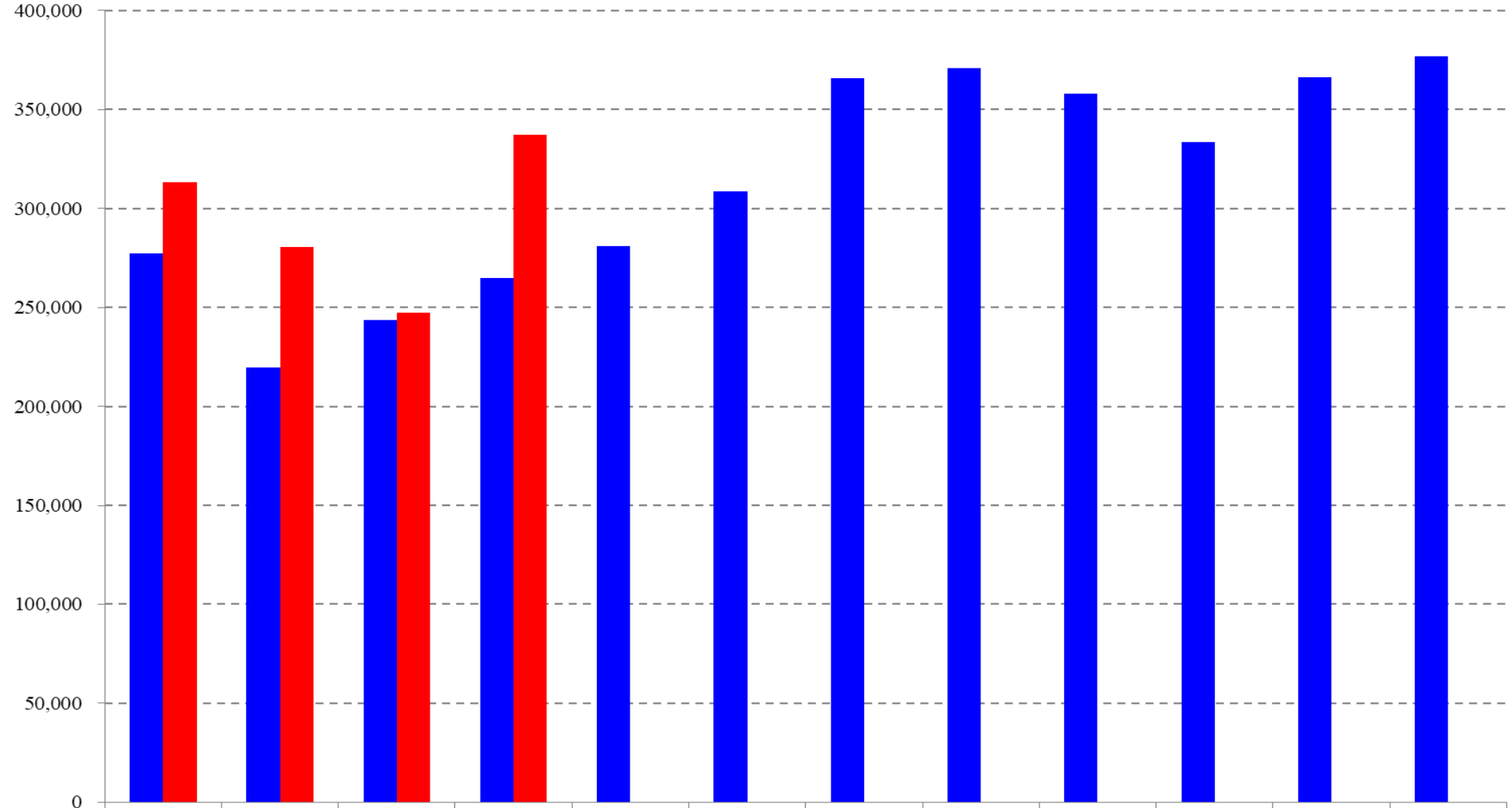
UNIT: NT$




| | 2022/Q2 | 2022/Q3 | 2022/Q4 | 2023/Q1 | 2023/Q2 | 2023/Q3 | 2023/Q4 | 2024/Q1 |
|---|---|---|---|---|---|---|---|---|
| Basic EPS | 0.68 | 0.99 | 0.62 | 0.40 | 0.37 | 0.79 | 0.33 | 0.55 |

# Revenue

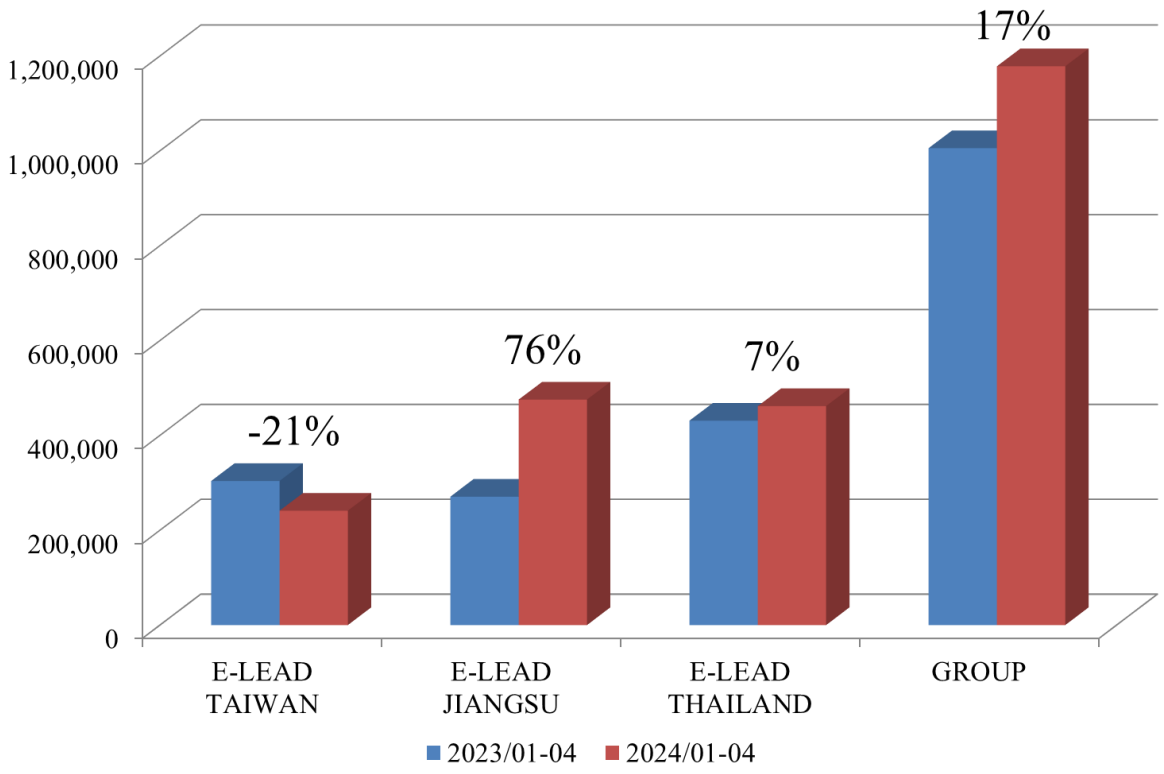
UNIT: NT$ thousand



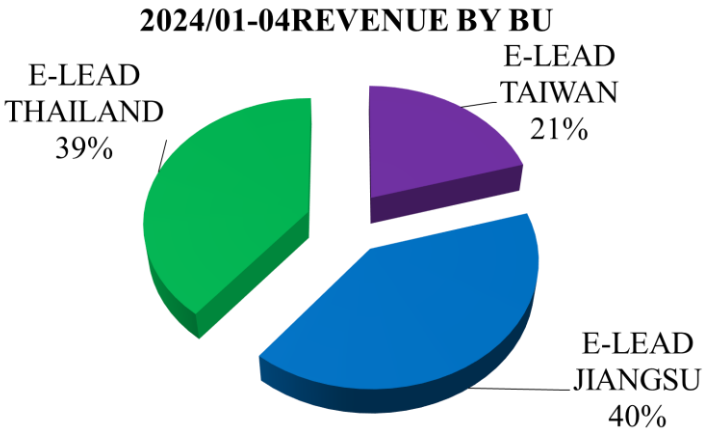

| | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2023 | 277,090 | 219,755 | 243,588 | 265,053 | 281,066 | 308,684 | 365,714 | 370,992 | 357,825 | 333,744 | 366,101 | 376,681 |
| 2024 | 313,051 | 280,594 | 247,401 | 337,112 | | | | | | | | |

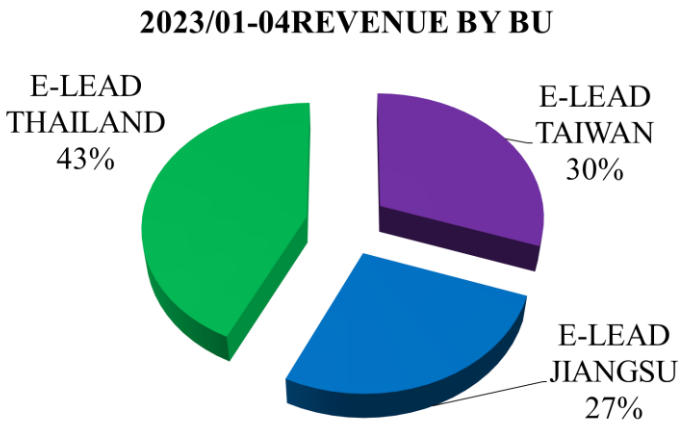
# Revenue By BU

## TREND



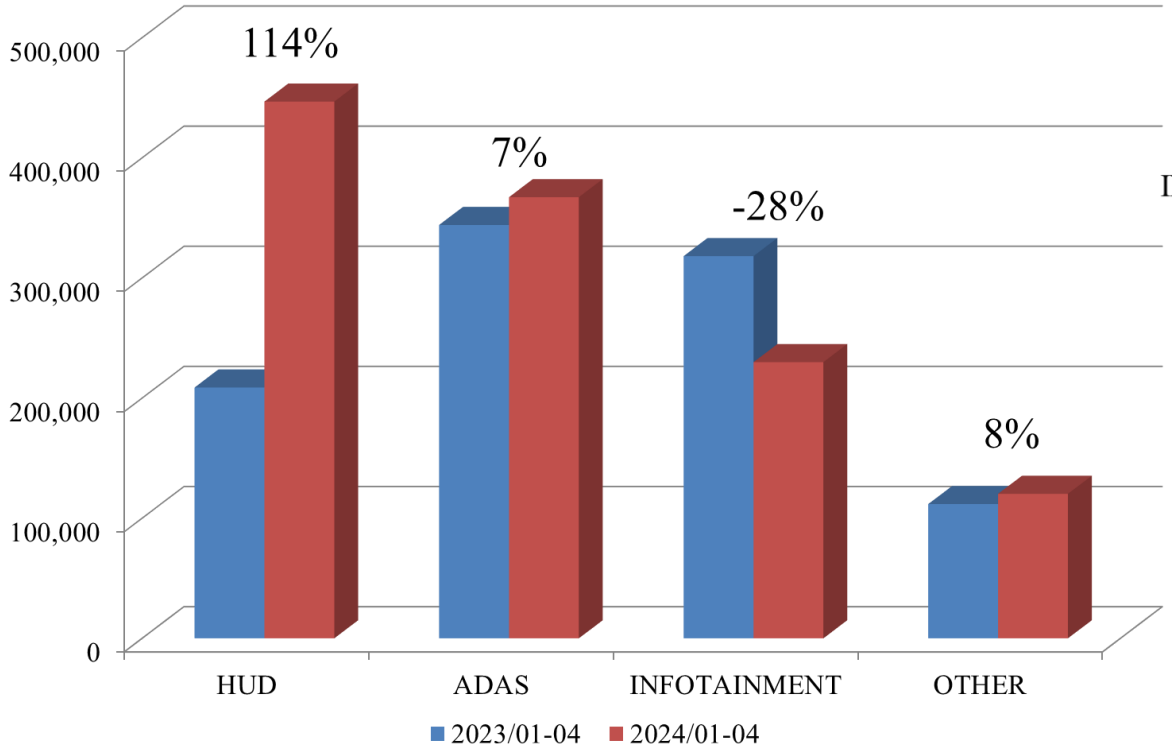

## RATIO



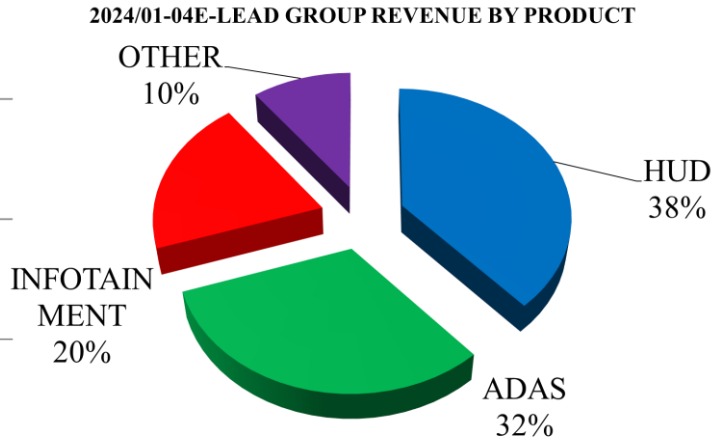



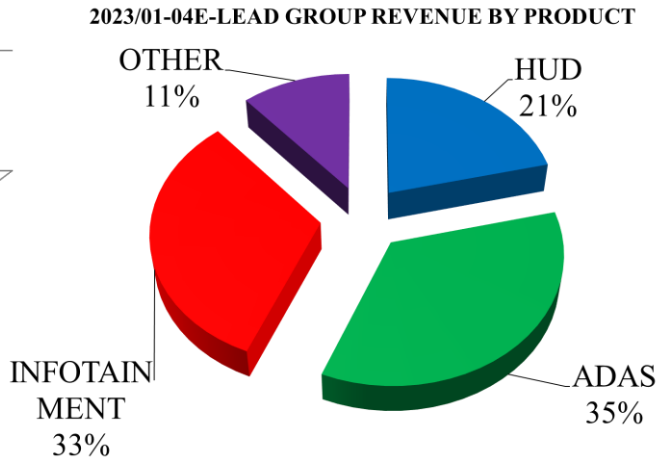
# GROUP Sales Portfolio

## TREND




## RATIO



# E-LEAD TAIWAN Sales Portfolio

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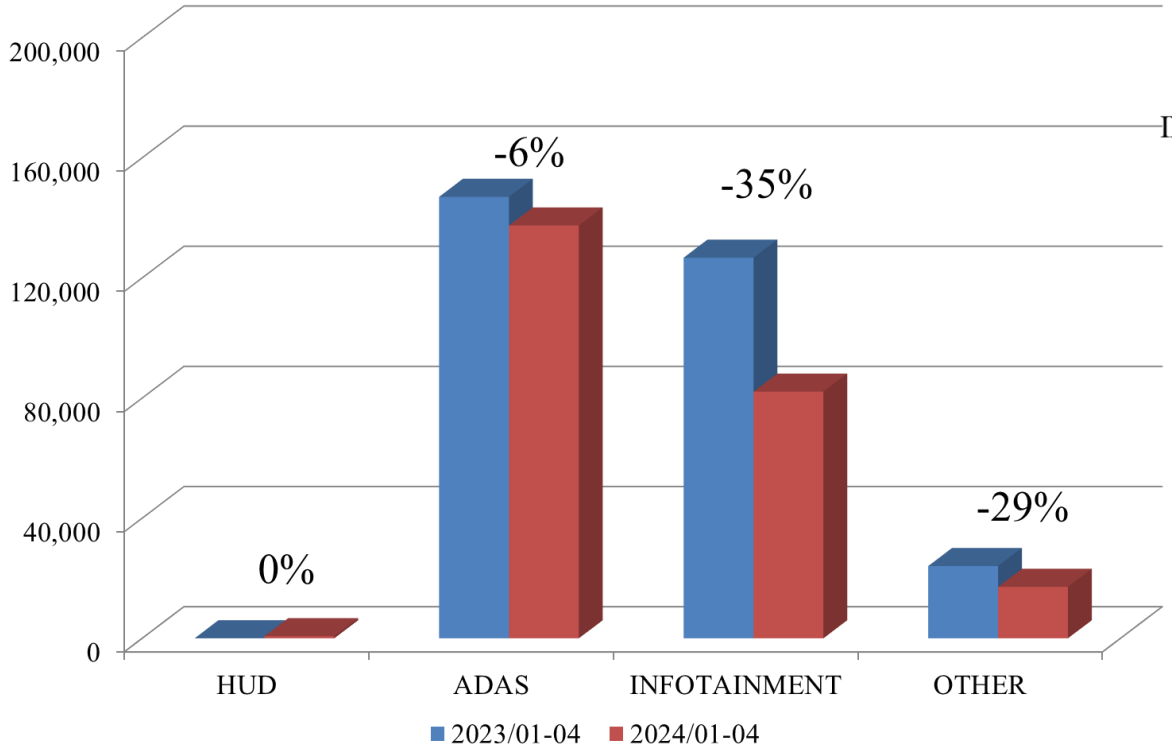
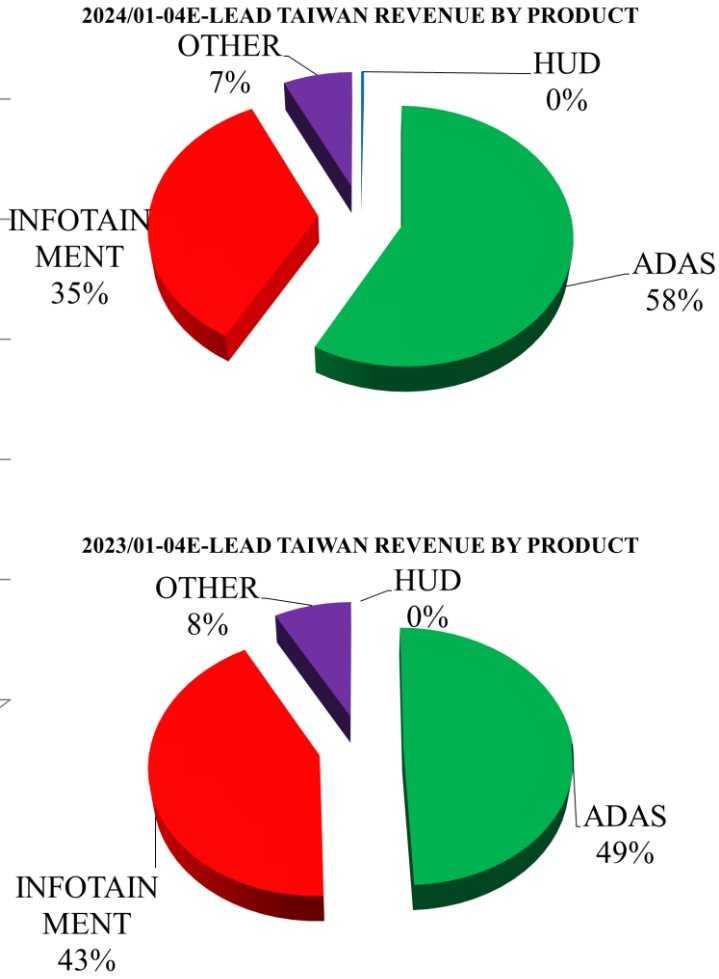



## RATIO



# E-LEAD JIANGSU Sales Portfolio

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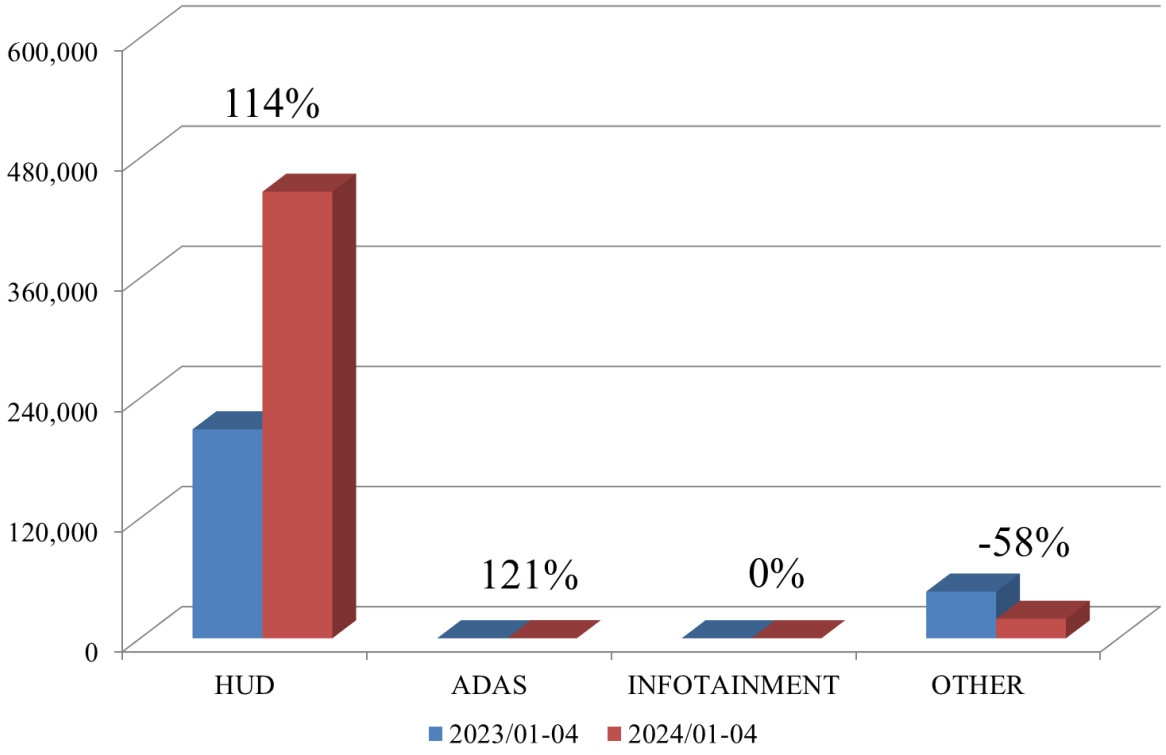
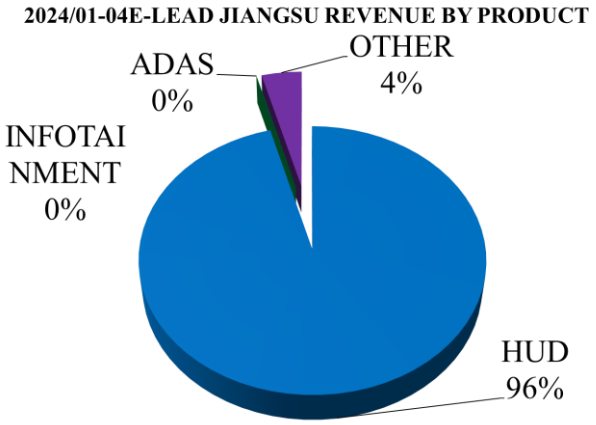
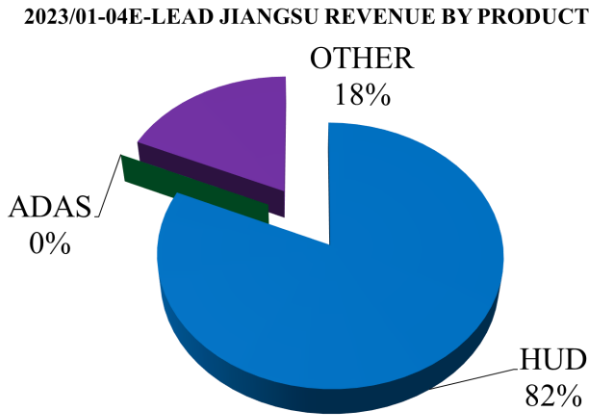


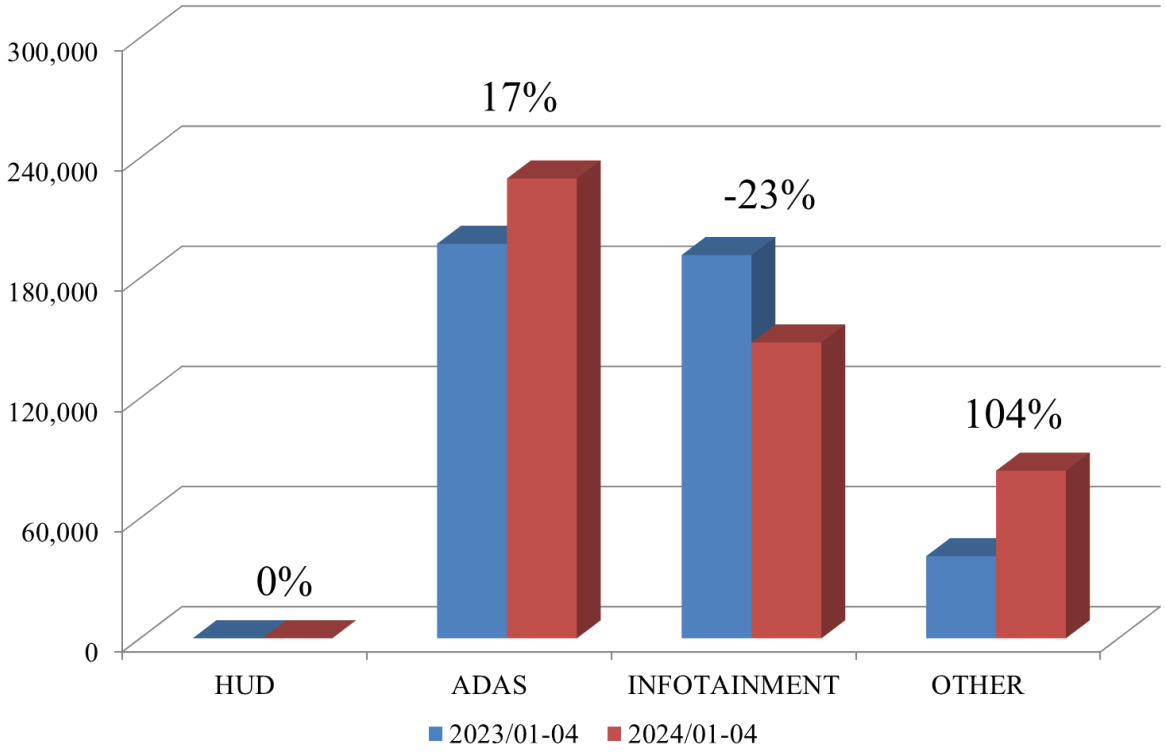

## RATIO



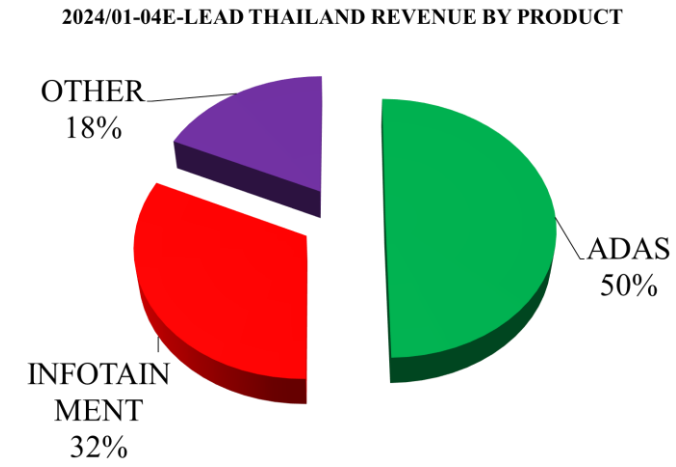



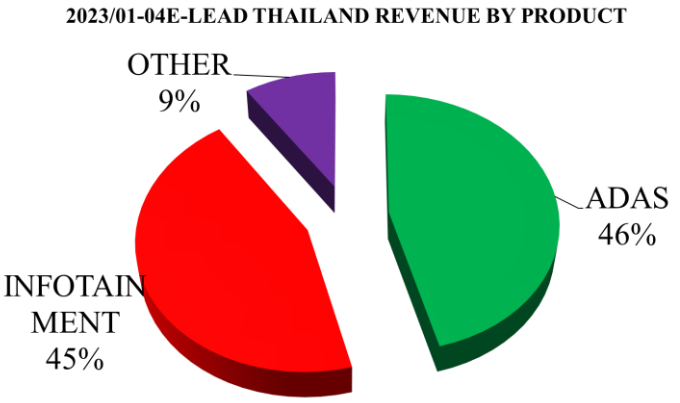
# E-LEAD THAILAND Sales Portfolio

## TREND




## RATIO



# Thank you

## Q & A