

# **E-LEAD ELECTRONIC CO., LTD.**



- The information contained in this document has been prepared by E-Lead Electronic Co. Ltd. (the "Company") and the content information does not denote nor imply in the representation, nor any warranties as to, or in relation to, reliability, accuracy, completeness of the information or any revision thereof. The information is made available to public as to the nearest dynamic changes at the time of publication created, the liability therefore is expressly disclaimed. Accordingly, neither the Company nor any of its shareholders, agents, or representatives take any responsibility for, or will accept any liability (whether errors of omissions or negligence) for any of the content information or the information contained herein to howsoever arising, from the use of this Presentation.
- This Presentation includes certain statements that may be deemed “forward-looking statements” and expectation with vision. All statements and outlook in this discussion address future activities, events or developments that the Company expects are based on the uncontrollable pre-conditions. Thus, any interested party or its advisers shall understand factors that could cause actual results to differ materially from those in forward-looking statements.

## E-LEAD Taiwan

### Headquarters R&D Center

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

SMT line x 2  
Assembly line x 8

### Changhua Site Factory

Assembly line x 10

### Chuan-Hsin Site Optical Mirror

Mirror line x 4

- Flat Mirror
- Convex Mirror
- Free Form Mirror



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

Car  
Accessories

Optical  
related merchandises

## E-LEAD Jiangsu

### Suzhou

R&D

SMT line X 2

HUD Circle Assembly  
line x 2



WHUD / ARHUD

## E-LEAD Thailand

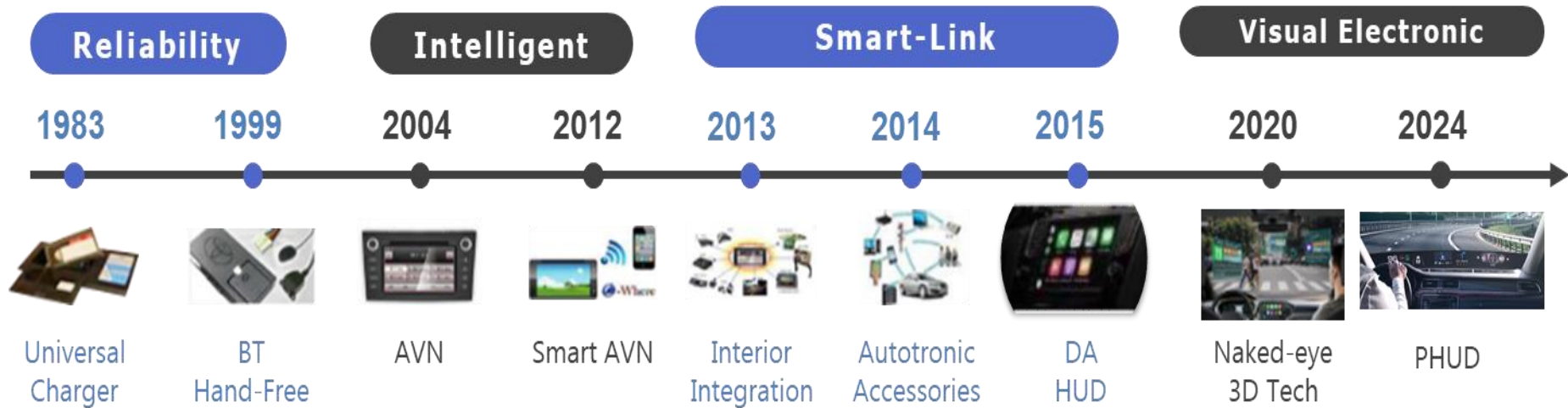
### Thailand

SMT line X 1

Assembly line x 12



HeadUnit, Rear Seat  
Entertainment, Around View  
Monitoring System (AVM),  
Rear Camera, WHUD / ARHUD,  
Blind Spot Monitoring(BSM),  
Car Wireless Charger, DVR, E-  
Mirror



Category	Original Issue Date	Certification(Audit) Unit
ISO 9001	Oct. 1999	LRQA
ISO 14001	Aug. 2001	LRQA
IATF 16949 (ISO/TS 16949)	May 2018 Oct. 2004	LRQA
ISO 45001 (OHSAS 18001)	Oct. 2018 Mar. 2004	LRQA
Ford Q1	Jun. 2004	FORD
VW 6.3 (POT Analysis)	Feb. 2017	VW
VDA 6.3 process auditor 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**



**INFOTAINMENT**



**ADAS**



**ACCESSORIES**

- Mainland China

WHUD / 2D ARHUD / 3D Spatial Vision HUD (POC) / VPA (POC) / PHUD

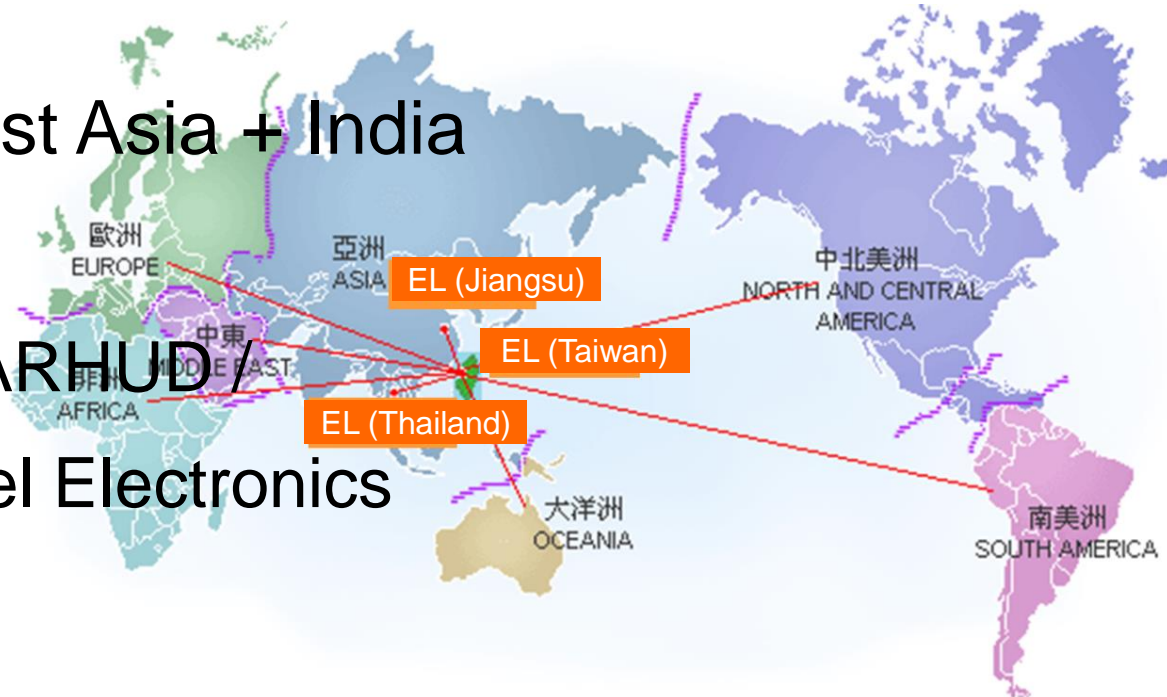
Chinese branding → Chinese branding + Co-branding

- Taiwan & South East Asia + India

INFOTAINMENT /

ADAS / WHUD / 2D ARHUD /

Accessories / 2 Wheel Electronics



- Europe & America

WHUD / 2D ARHUD / 3D Spatial Vision HUD(POC) / PHUD 7

Universal Type

OES Customized Reflective/C/W HUD

OE Design-in W/AR-HUD Lite

Innovative 3D Spatial Vision Tech

2011  
Accessory



2012  
OES  
HUD



2015  
OES  
CHUD



2016  
OES  
WHUD



2017~2022  
OE WHUD/AR HUD



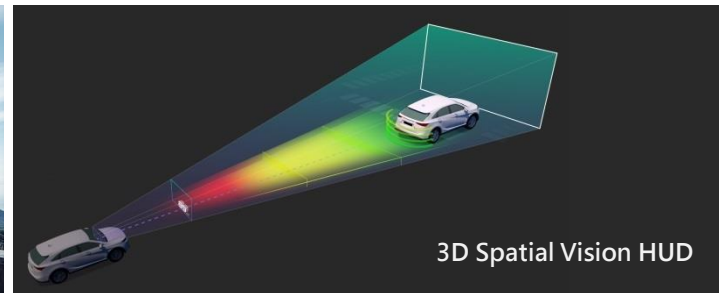
2024~  
Future  
Trend





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

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



## 3D Spatial Vision HUD



## Smart Cockpit



## VPA (AI)

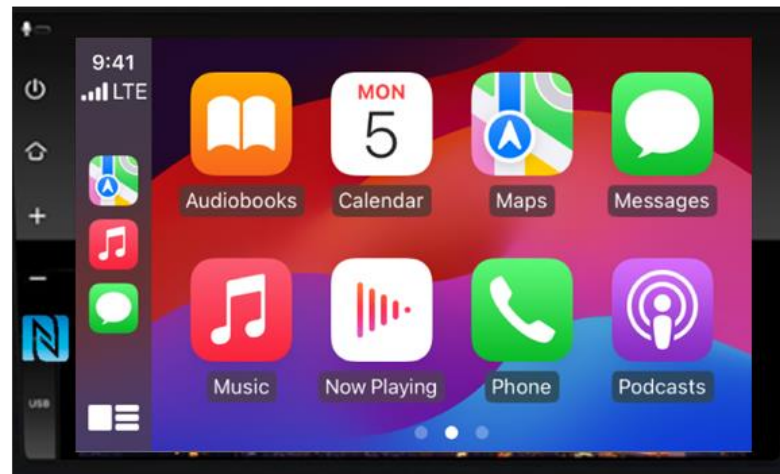


## Panoramic Display (PHUD)

- By NFC on DA, automatically wake up WiFi for Apple CarPlay and Android Auto connection



By NFC for  
WiFi pairing





LCD Size	10.1"	10.25"	12.3"
Resolution	WXGA (1280 × 800), IPS	Wide-HD (1920 × 720), IPS	Wide-HD (1920 × 720), IPS
Aspect Ratio	16 : 10	8 : 3	8 : 3

## Security

- ISO 21434 Cyber Security supported

## Large Display

- Demand for supporting higher resolution TFT

## Connectivity

- Wired/wireless Weblink smartphone mirroring supported



weblink host app



## Advanced

- PVM computing power ready

## Value-added

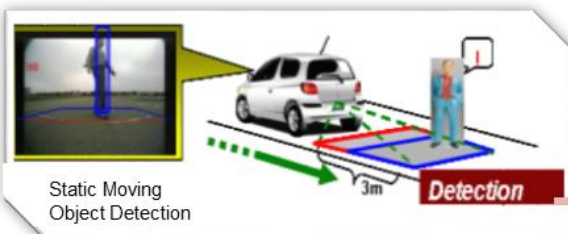
- ADAS option with no additional hardware cost by utilizing the PVM cameras with high performance SoC



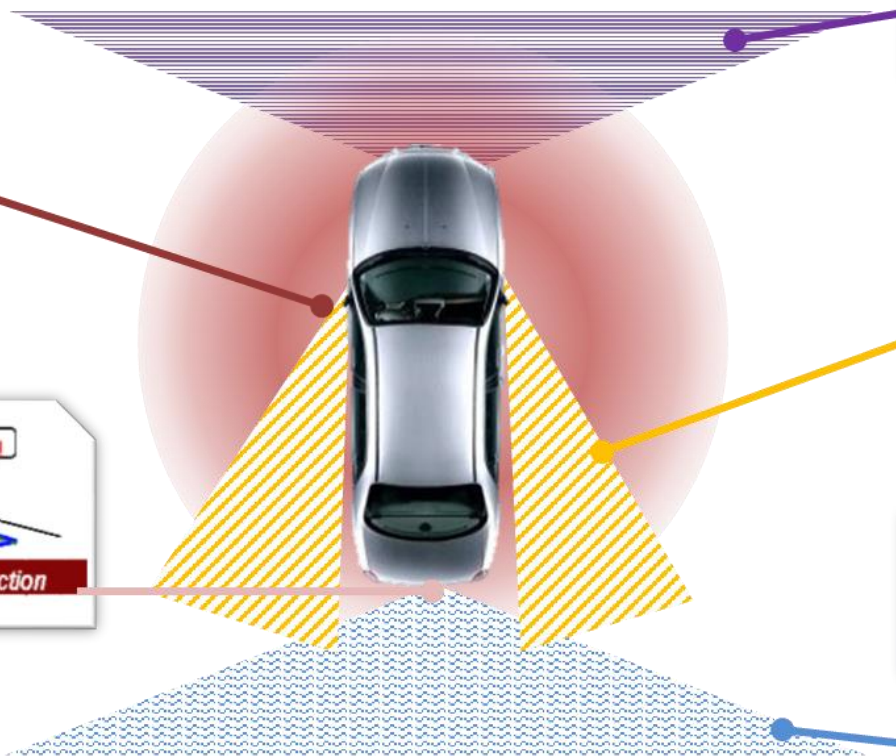
Utilize PVM cameras & new SOC computing power  
→ No extra hardware cost needed.



**PVM**



**S-MOD**



**LDW**



**BSD**



**RCTA**

2025

## 13.3" High Definition Display

- Resolution: FHD 1920 x 1080
- Support:
  - Wi-Fi – Miracast
  - USB mirroring for both Android & iOS
- HDMI input
- External connection for USB/AV IN



2026

## Ultra Wide Angle RSE

- Display size: Customized



## HDMI Input



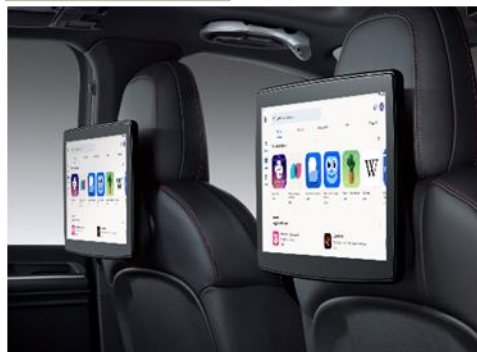
- High-definition video output
- Connectivity to various devices
- Clearer, more vivid visual experience

## Wireless Mirroring



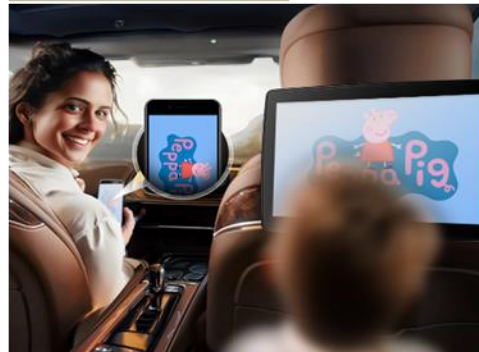
- Watch video / Browse photos / Play media seamlessly
- iOS / Android compatible

## Google Play



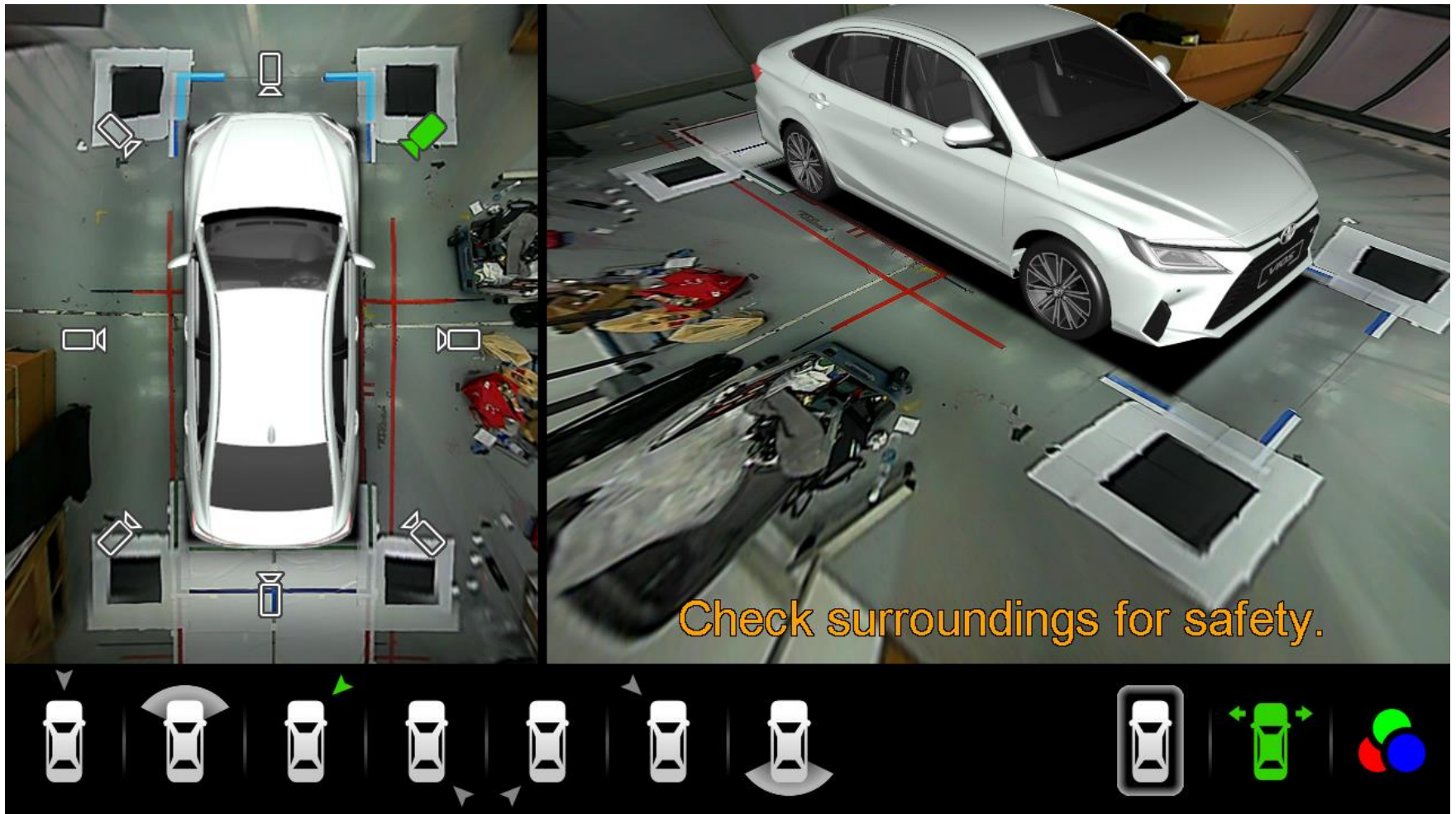
- Easy access to apps, games or multimedia
- Personalized entertainment experience

## Remote Control

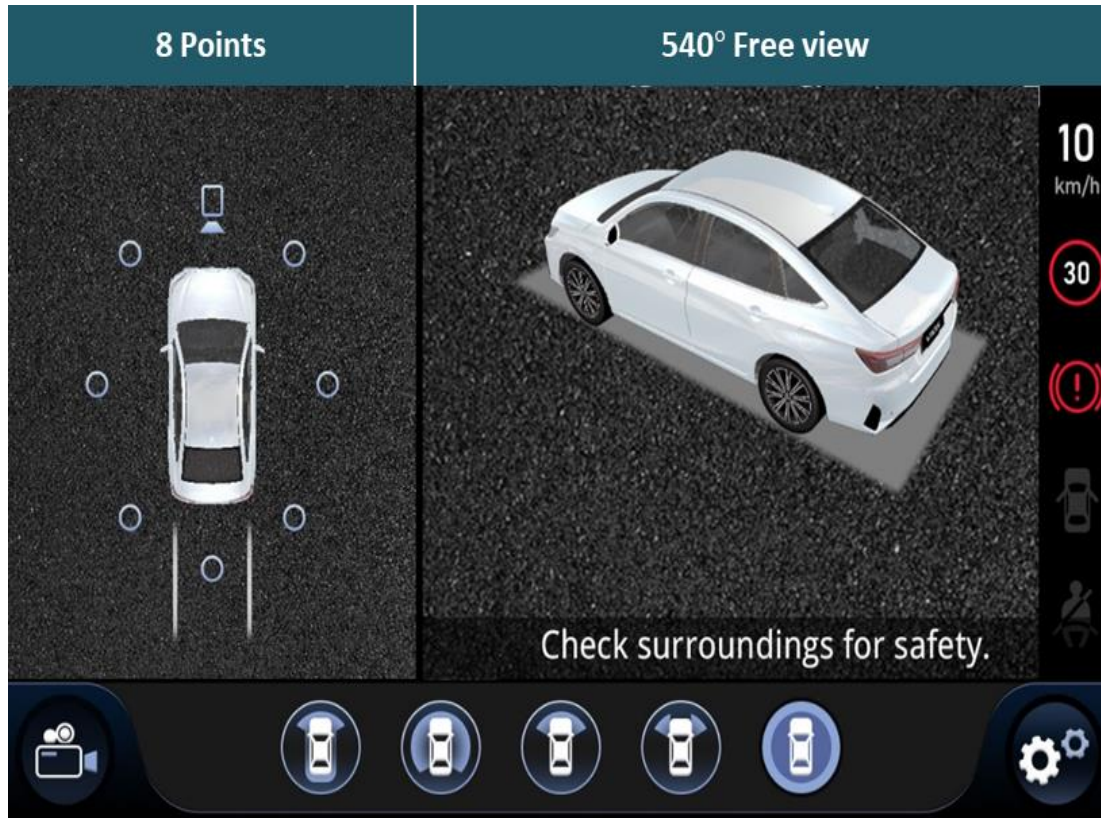


- Parents are allowed to control remotely with mobile phone
- This function required mobile phone with apps downloaded in App Store or Google Play





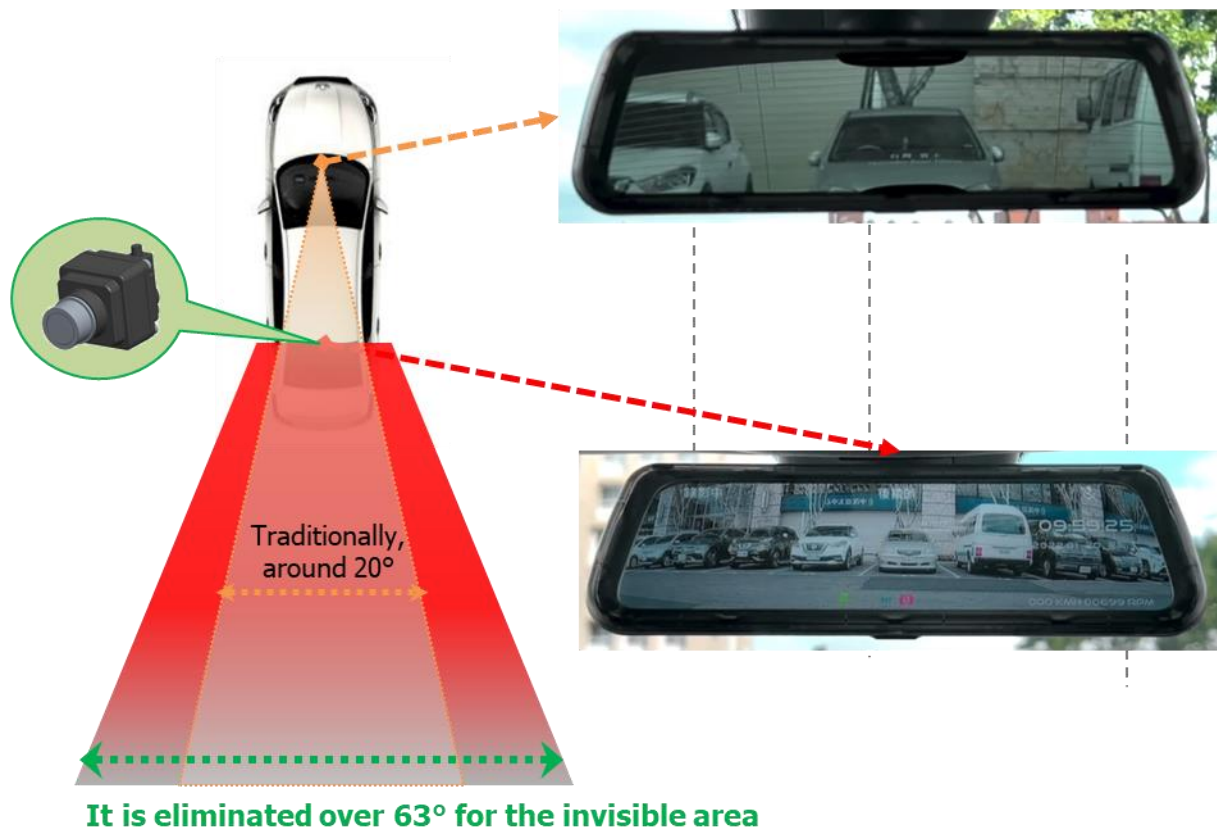




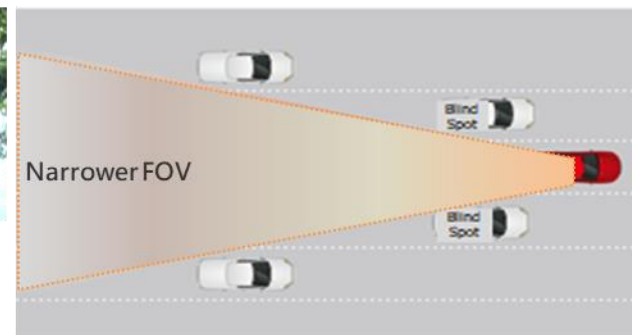
**When sliding the 3D view at a 540-degree angle, you can touch on any of the eight points on the 2D interface at any time to reset the screen to a fixed position.**

**The appearance of digital rearview mirror is small**  
It is beneficial to shuttle through narrow alleys and  
effectively reduce the dead angle of the A-pillar of the body

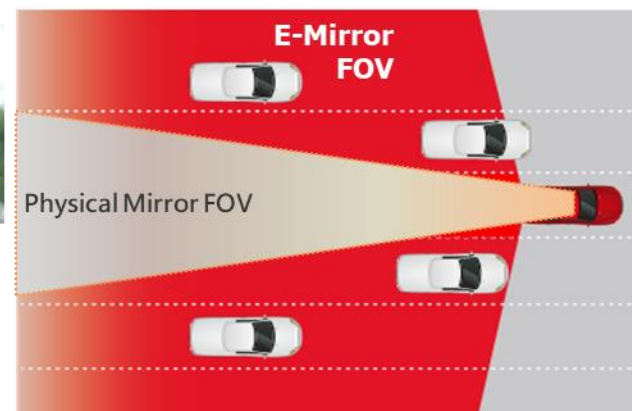




Traditional IRVM FOV



E-Mirror FOV







①Smart App



②Set-up



③Sensing



④Warning



⑤Video to Cloud



⑥Notification



⑦Live viewing





## ULTIMATE UTILIZE DESIGN

**Utilize Function** – Provides charging for both the driver and passenger

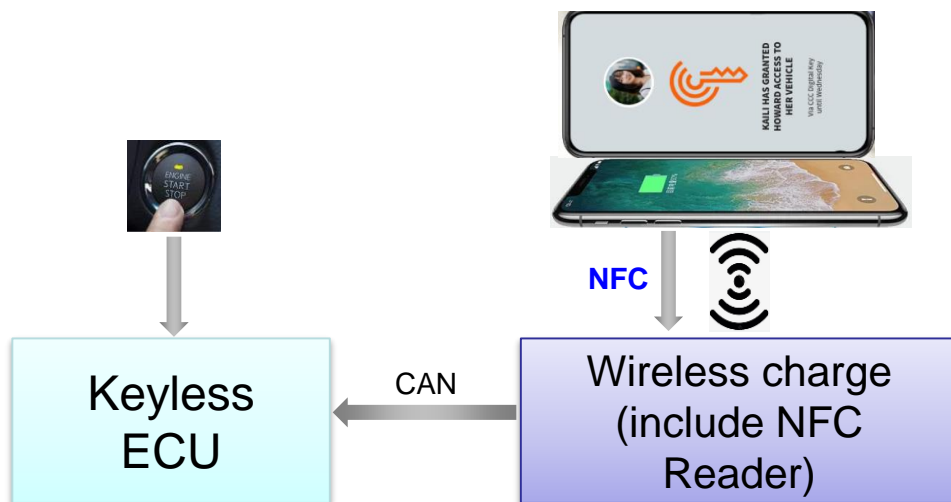
### Benefit

The design aims to be utilize function and more apply usage

- Maximum usage - Charging 2 phones at one time
- Time Save! - Only one single time require for development and Qi2.0 certificate



# Wireless Charger

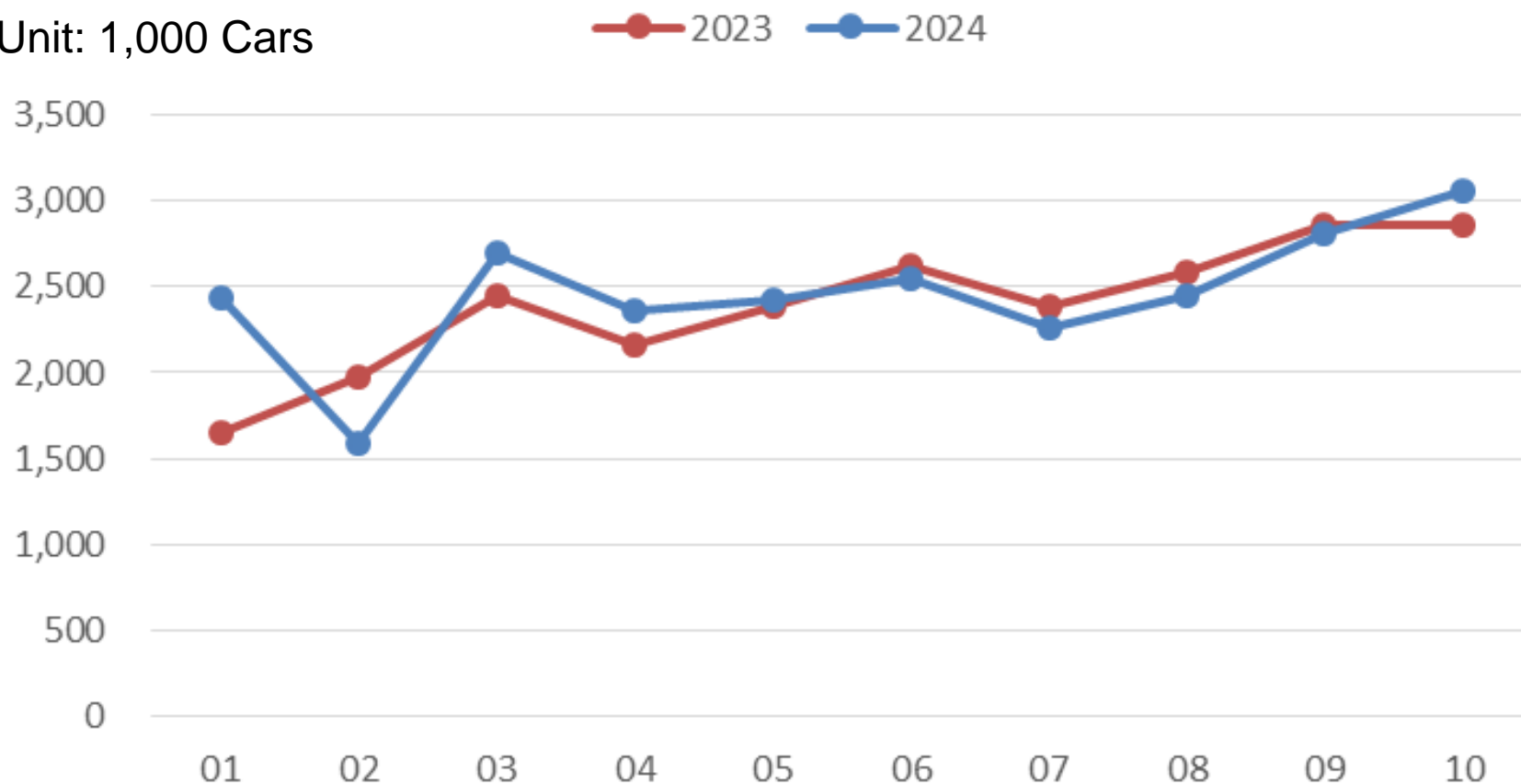


During the wireless charging process, the smartphone acquires the NFC ID code, then sends the ID code to the Keyless ECU through CAN. Once the ECU verifies the ID as OK, it allows the user to start the engine.



## Automobile Sales Volume in Mainland China, January to October 2024

Unit: 1,000 Cars

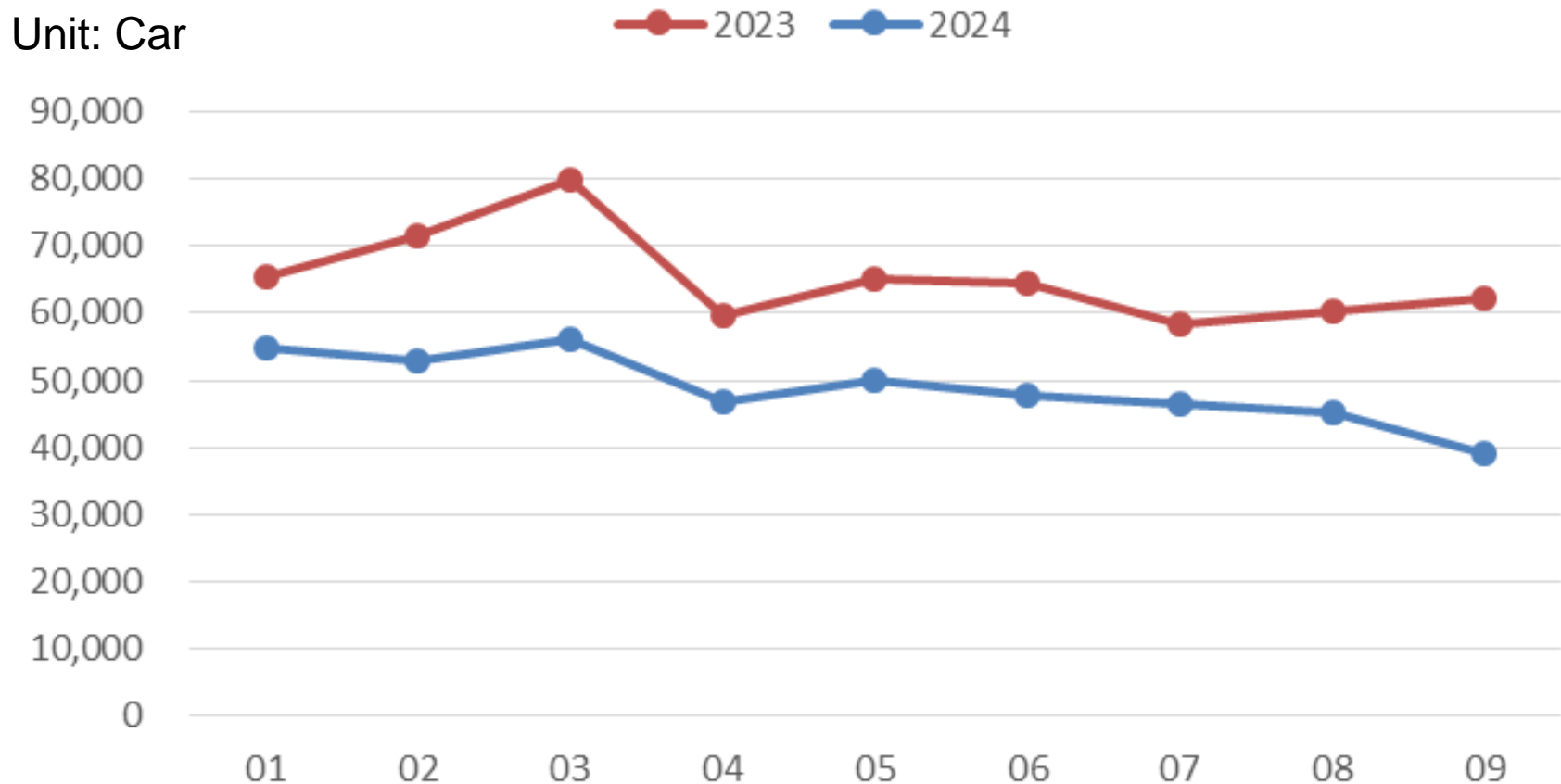


Source : [https://www.marklines.com/cn/statistics/flash\\_sales/automotive-sales-in-china-by-month](https://www.marklines.com/cn/statistics/flash_sales/automotive-sales-in-china-by-month)

MARKLINES

## Automobile Sales Volume in Thailand, January to September 2024

Unit: Car



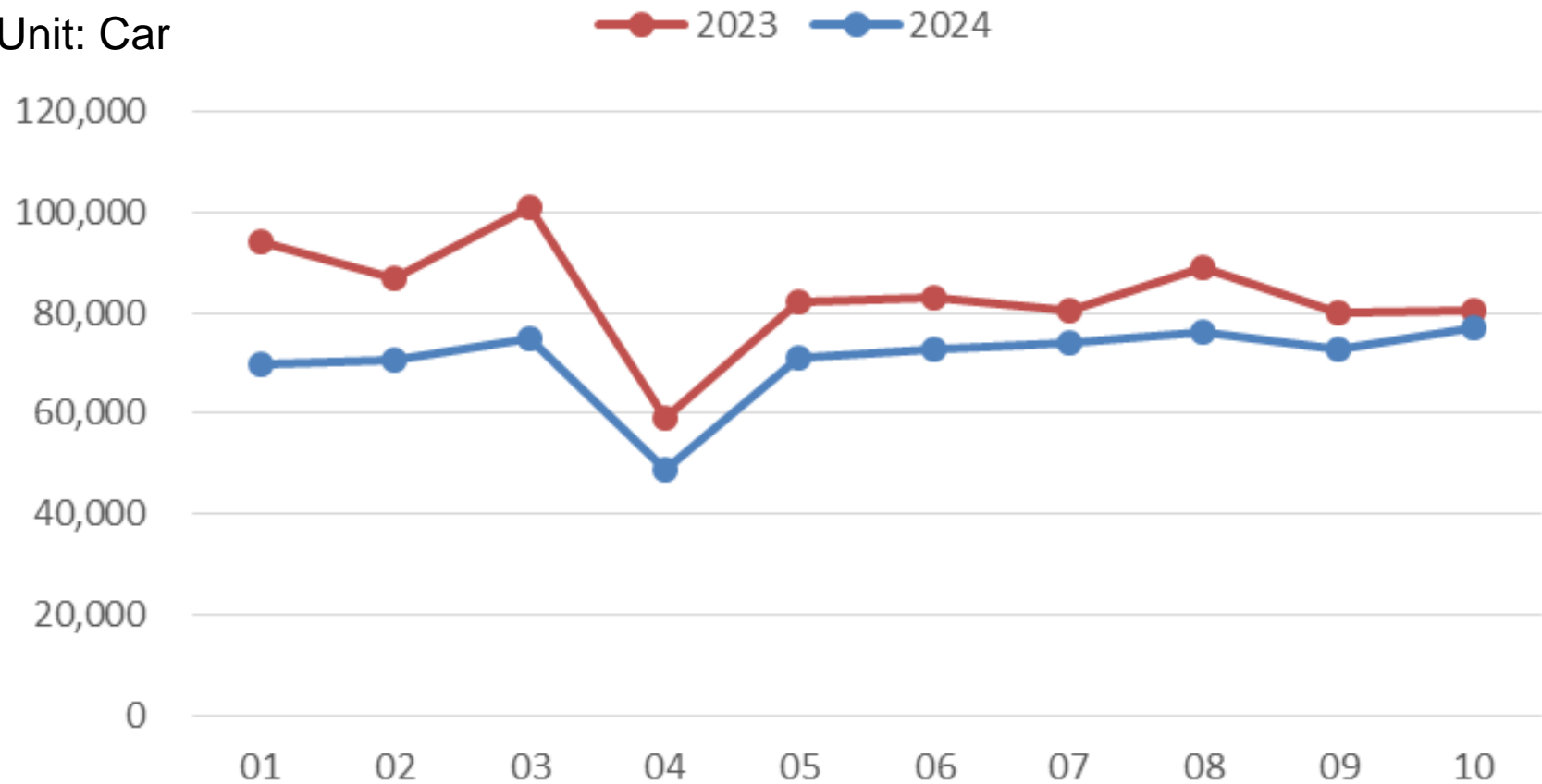
Source : [https://www.marklines.com/cn/statistics/flash\\_sales/automotive-sales-in-thailand-by-month](https://www.marklines.com/cn/statistics/flash_sales/automotive-sales-in-thailand-by-month)

MARKLINES



## Automobile Sales Volume in Indonesia, January to October 2024

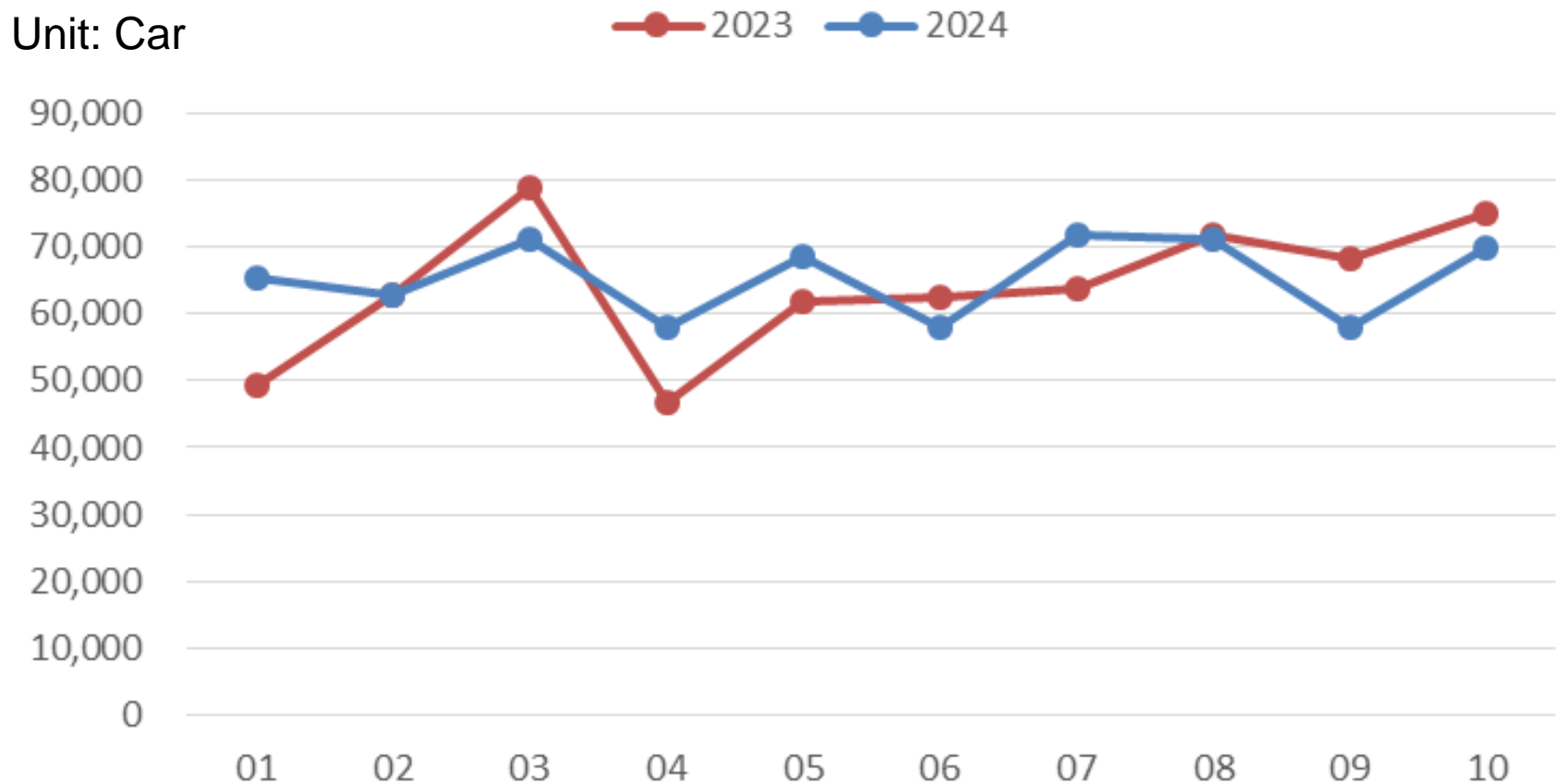
Unit: Car



Source : [https://www.marklines.com/cn/statistics/flash\\_sales/automotive-sales-in-indonesia-by-month](https://www.marklines.com/cn/statistics/flash_sales/automotive-sales-in-indonesia-by-month)  
MARKLINES

## Automobile Sales Volume in Malaysia, January to October 2024

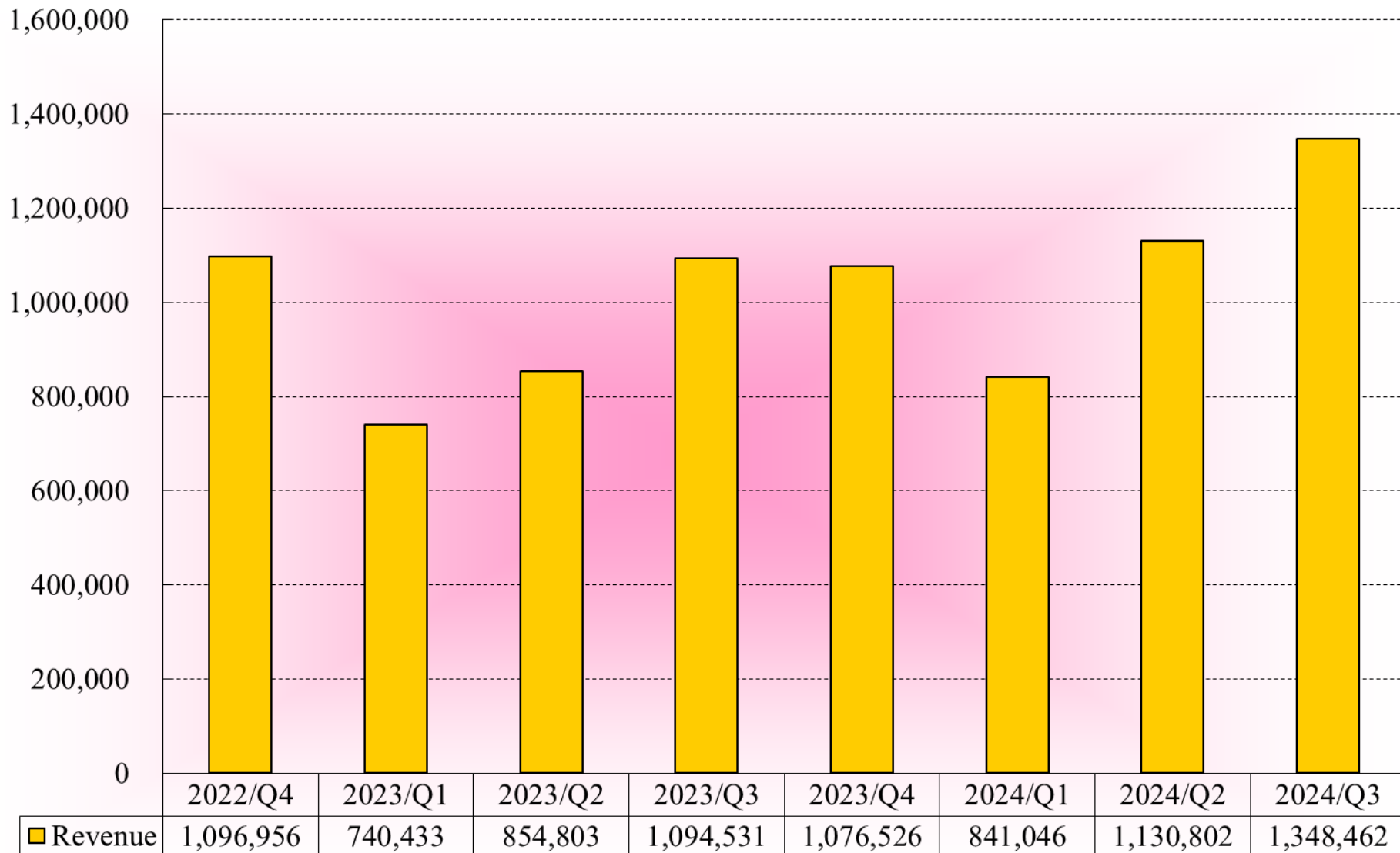
Unit: Car



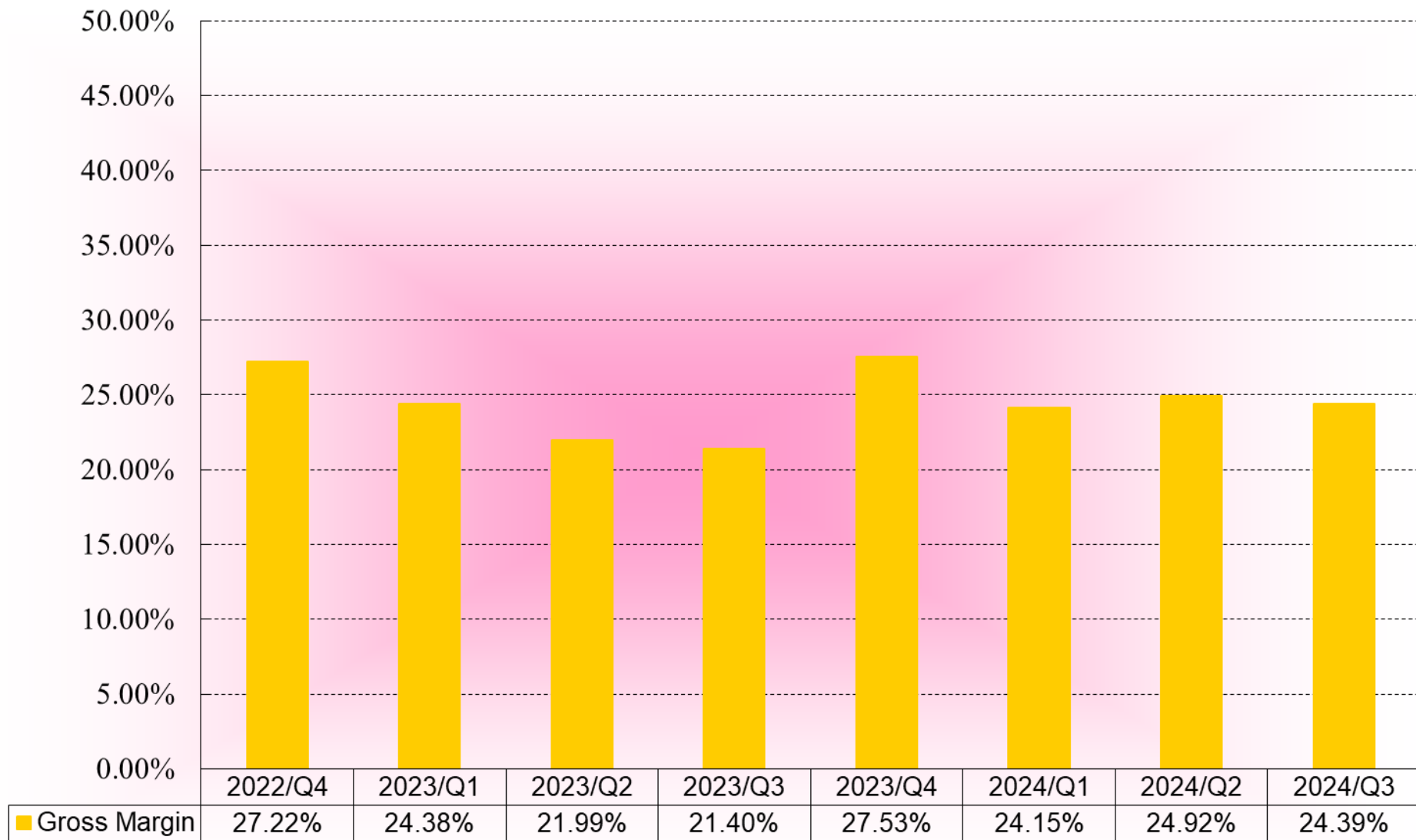
Source : [https://www.marklines.com/cn/statistics/flash\\_sales/automotive-sales-in-malaysia-by-month](https://www.marklines.com/cn/statistics/flash_sales/automotive-sales-in-malaysia-by-month)

MARKLINES

UNIT: NT\$ thousand





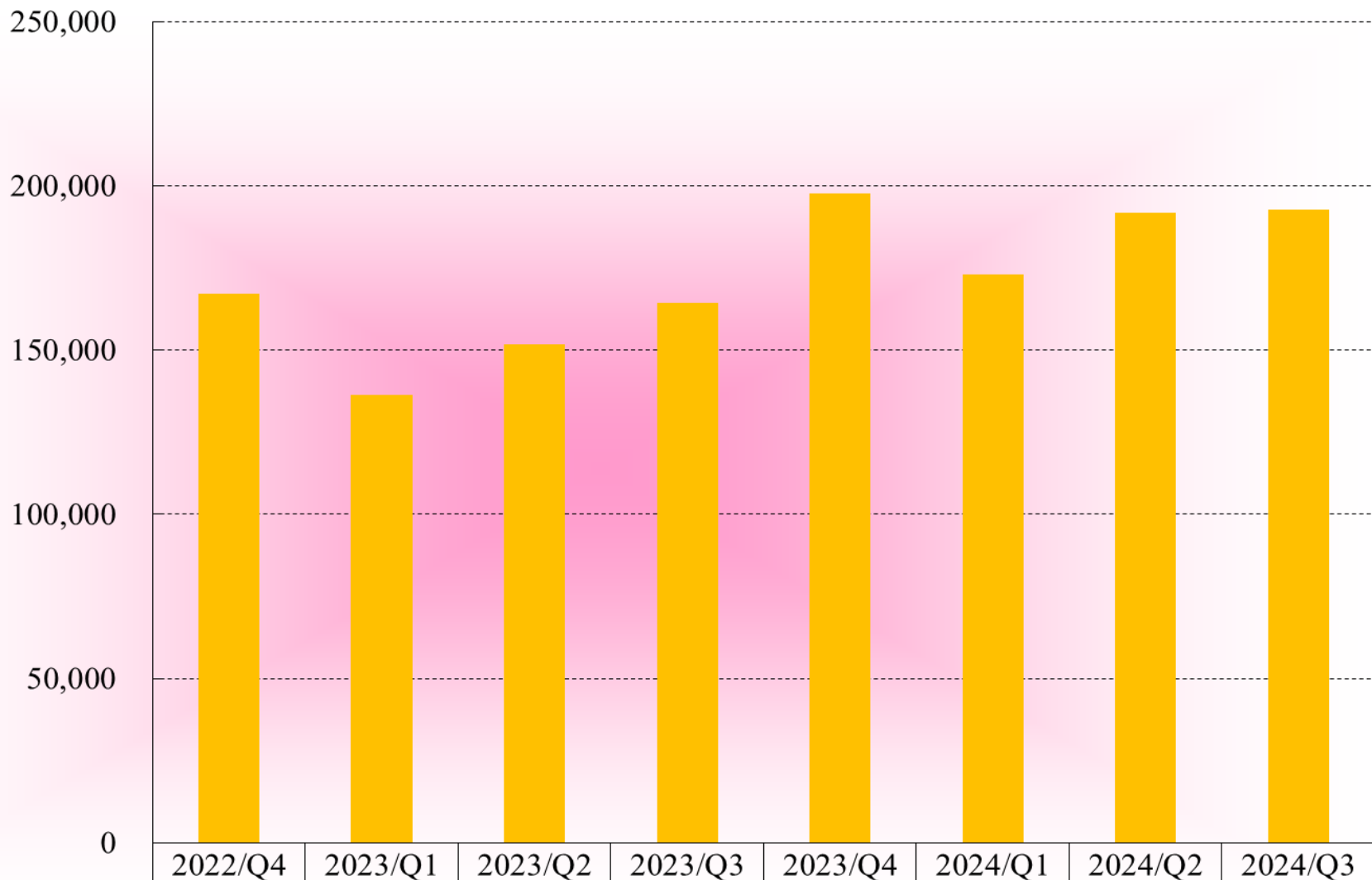




**E-LEAD**

# Financial Status – Operating Expenses

UNIT: NT\$ thousand



■ Operating Expenses

2022/Q4

2023/Q1

2023/Q2

2023/Q3

2023/Q4

2024/Q1

2024/Q2

2024/Q3

167,241

136,248

151,662

164,465

197,631

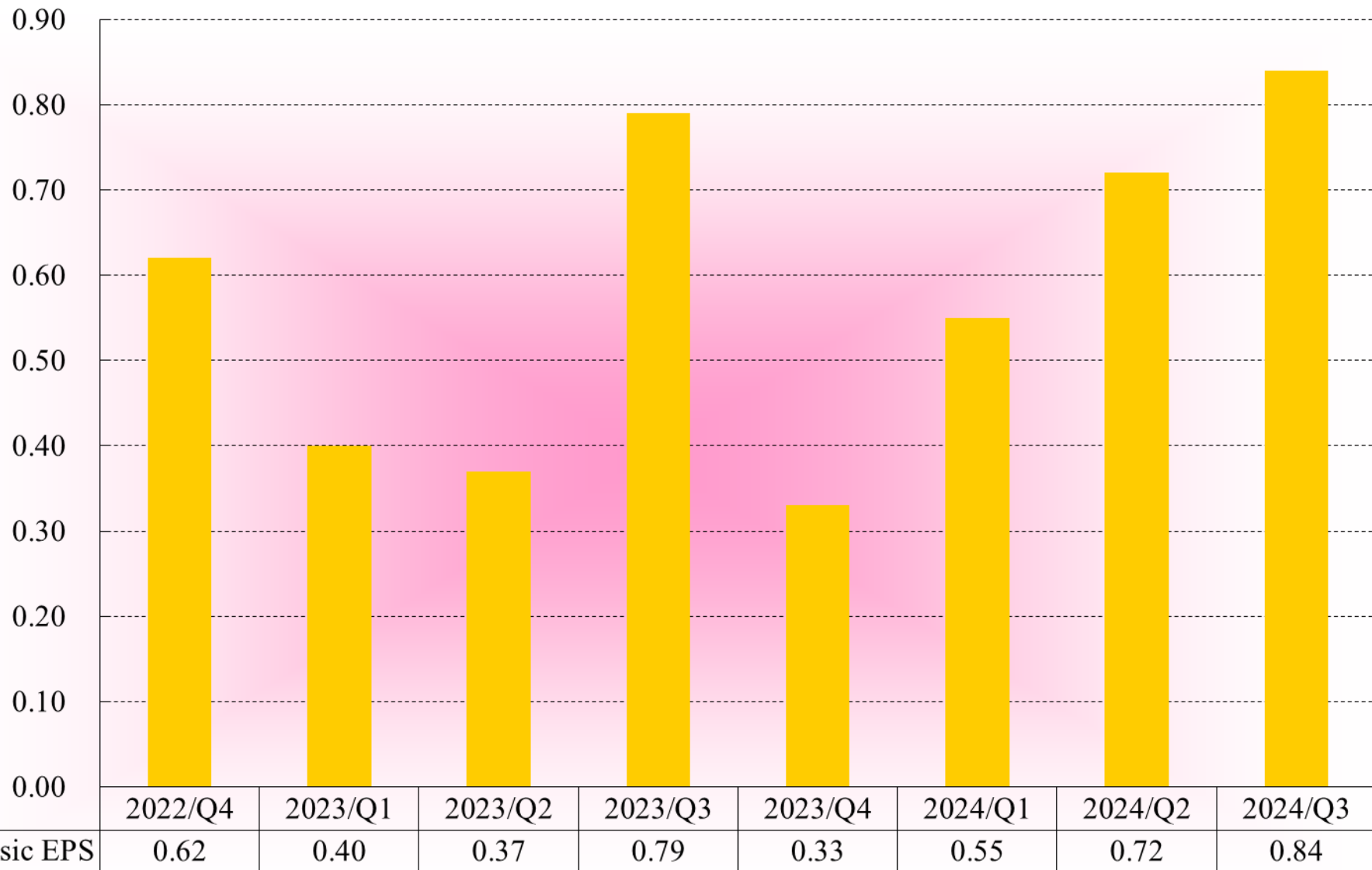
173,135

191,852

192,792

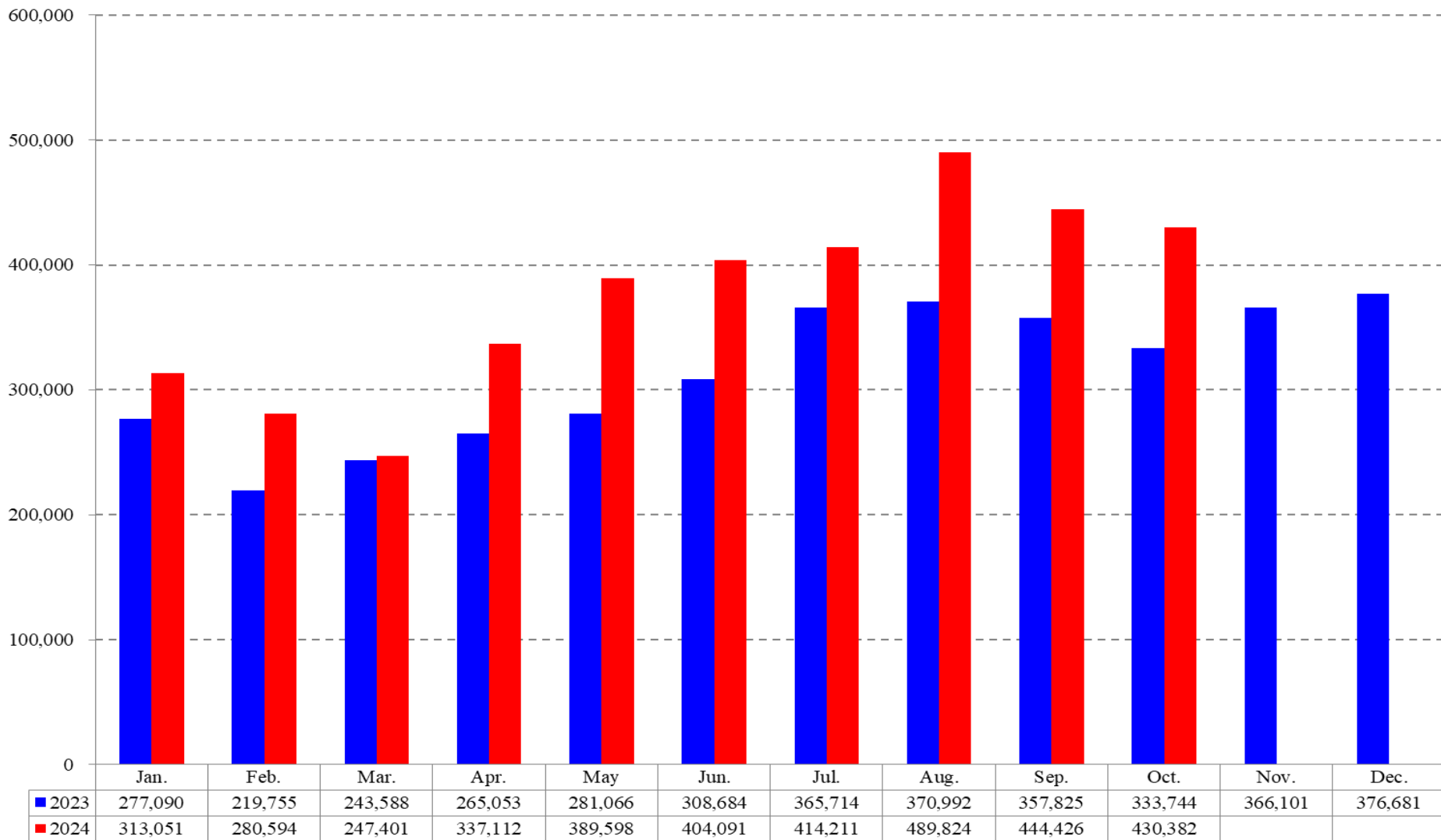
# E-LEAD Financial Status – Basic EPS

UNIT: NT\$

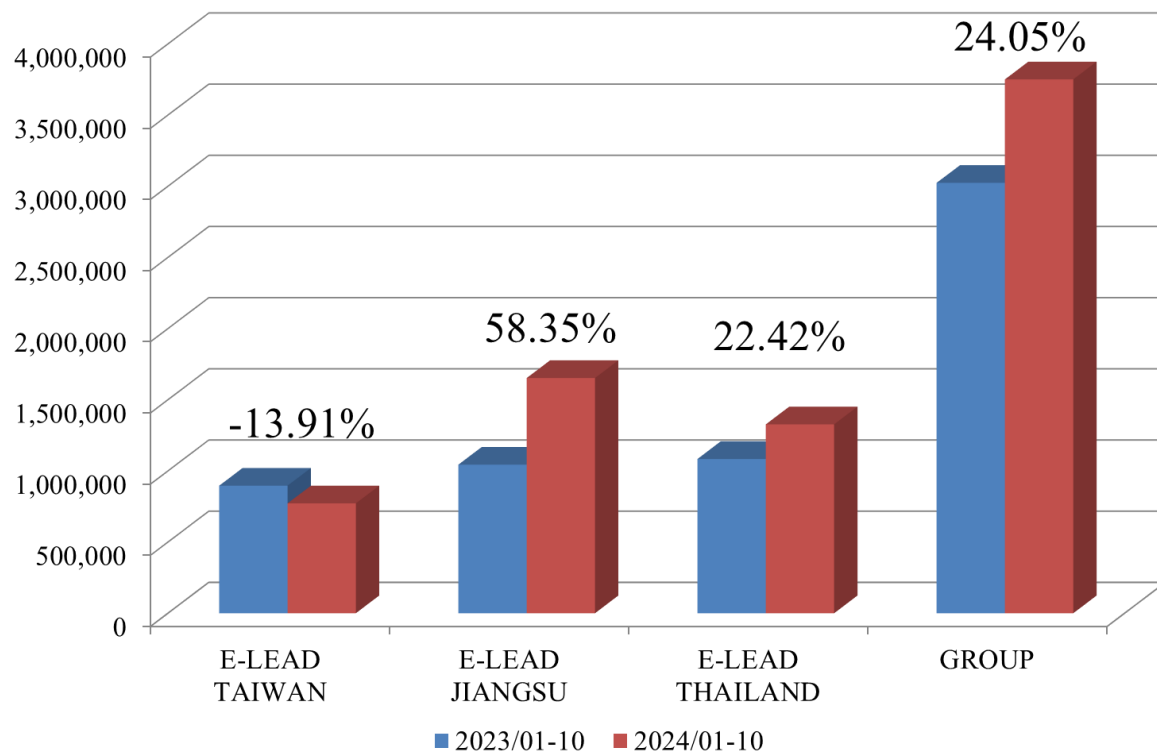




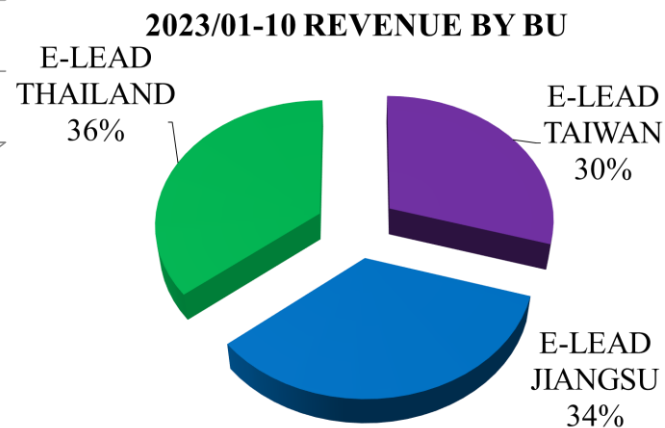
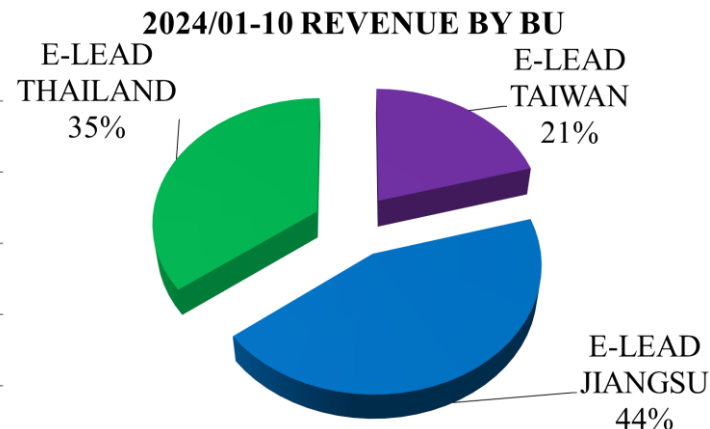
UNIT: NT\$ thousand



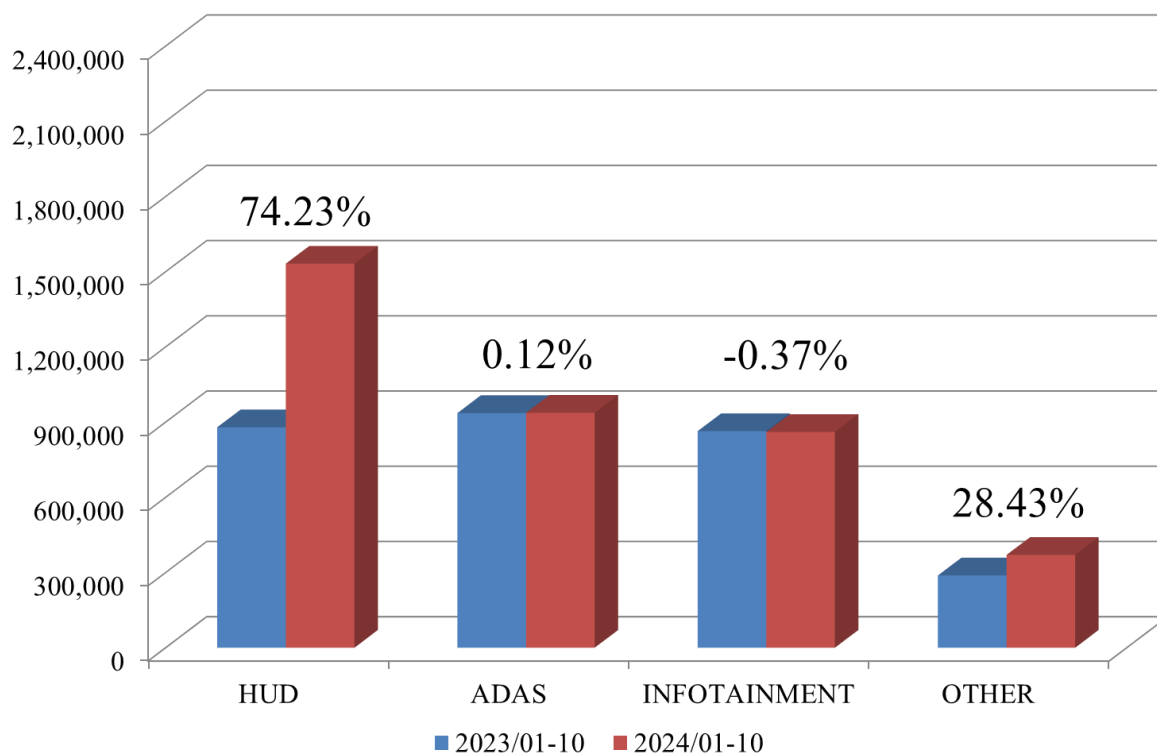
## TREND



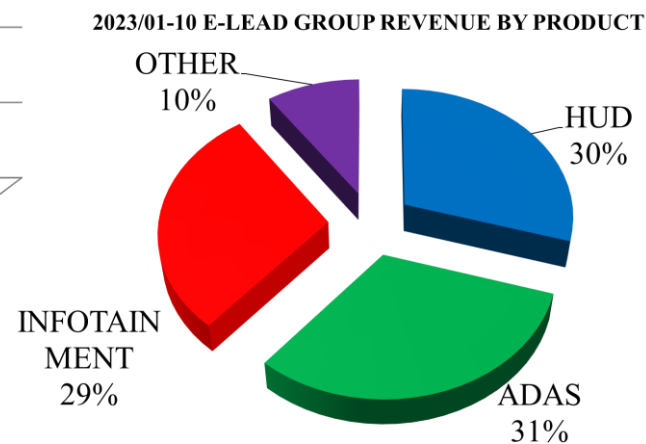
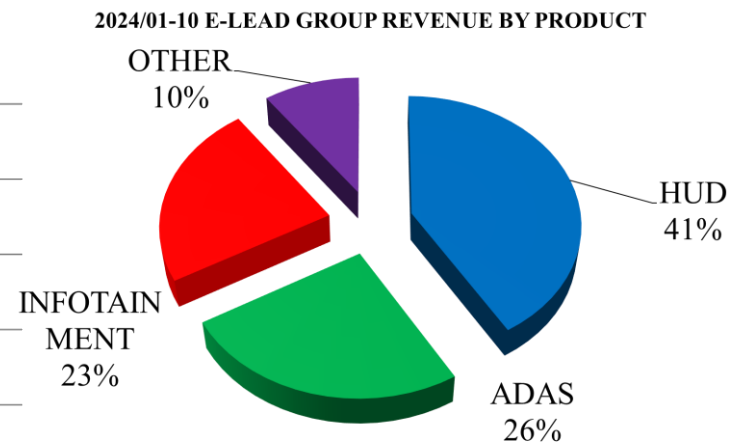
## RATIO



## TREND

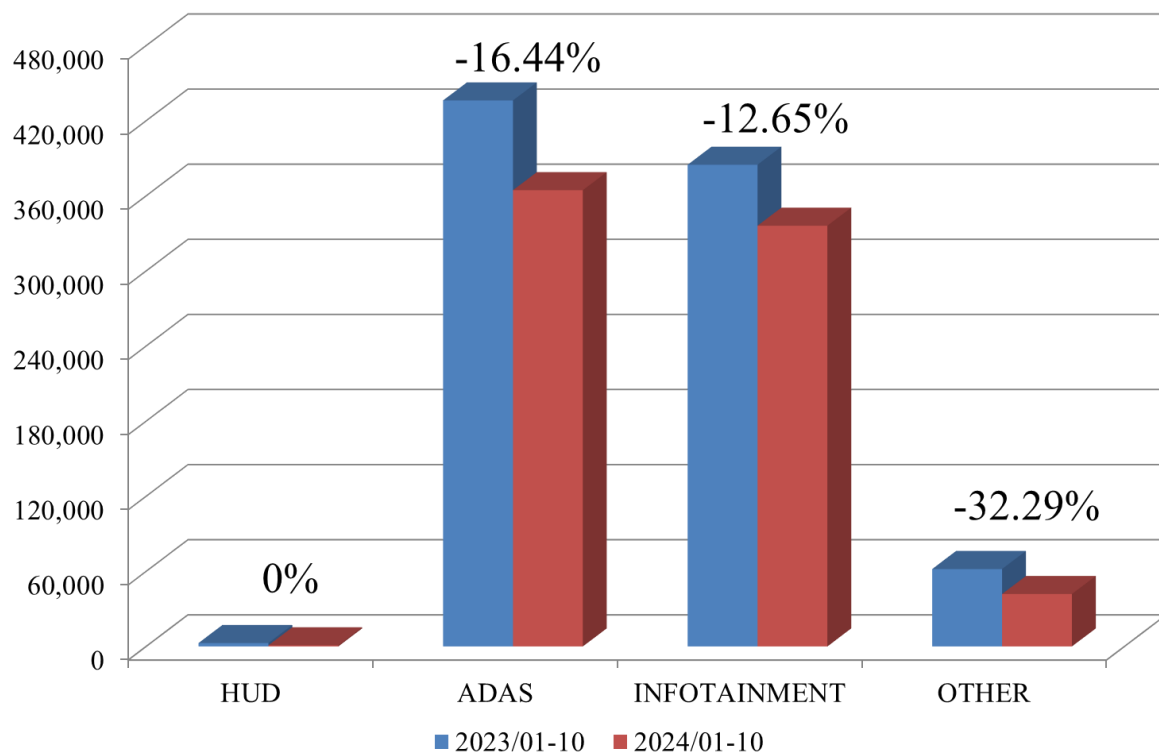


## RATIO

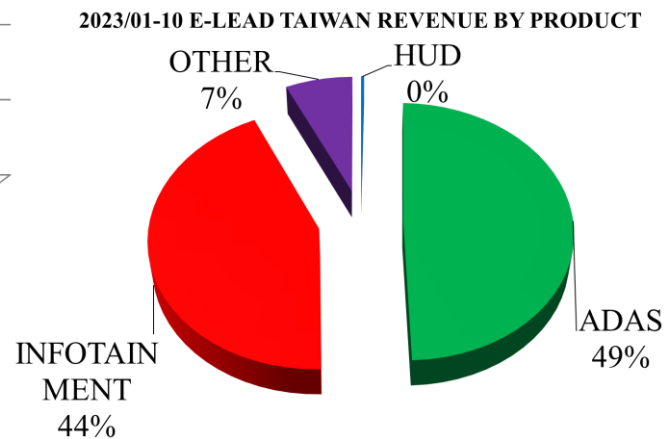
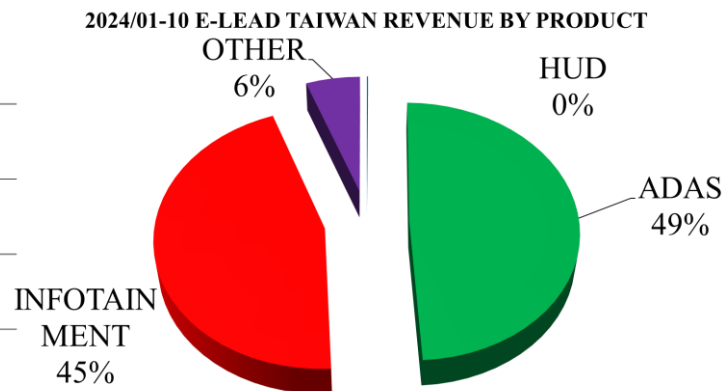




## TREND



## RATIO

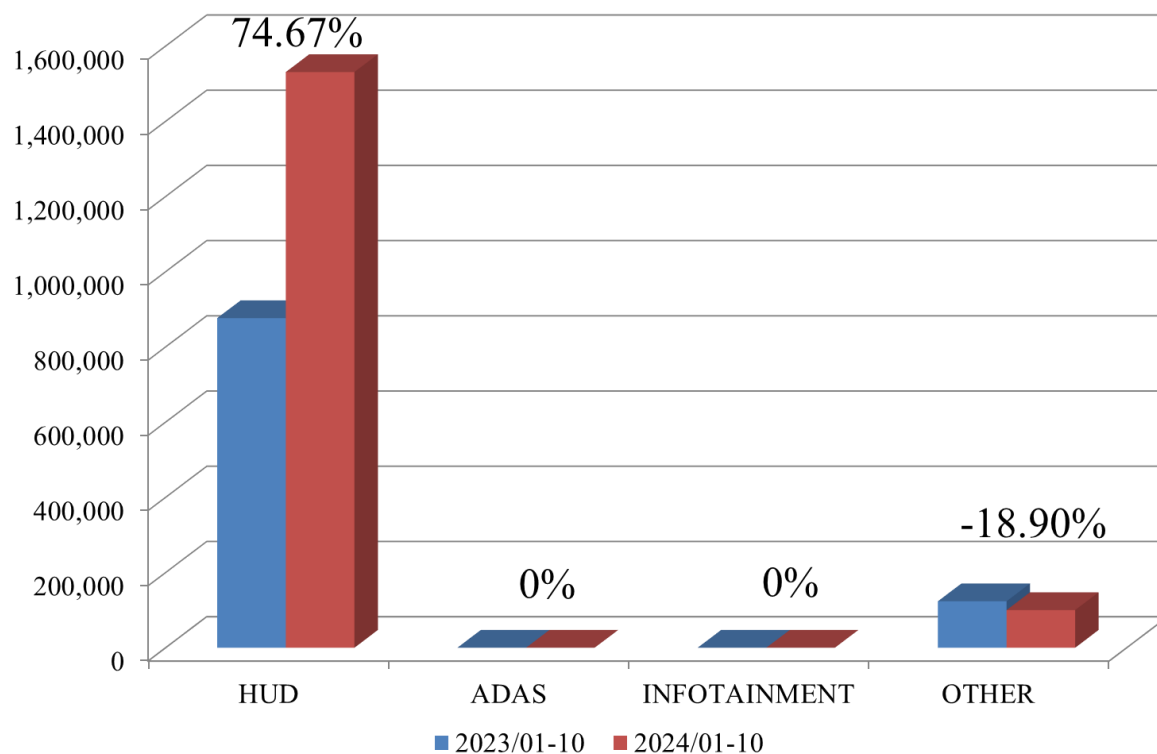




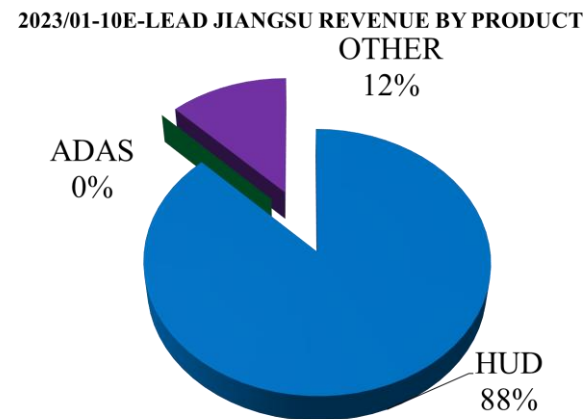
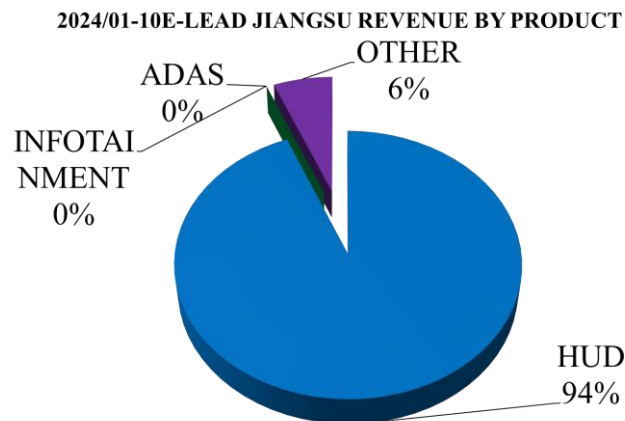
E-LEAD

# E-LEAD JIANGSU Sales Portfolio

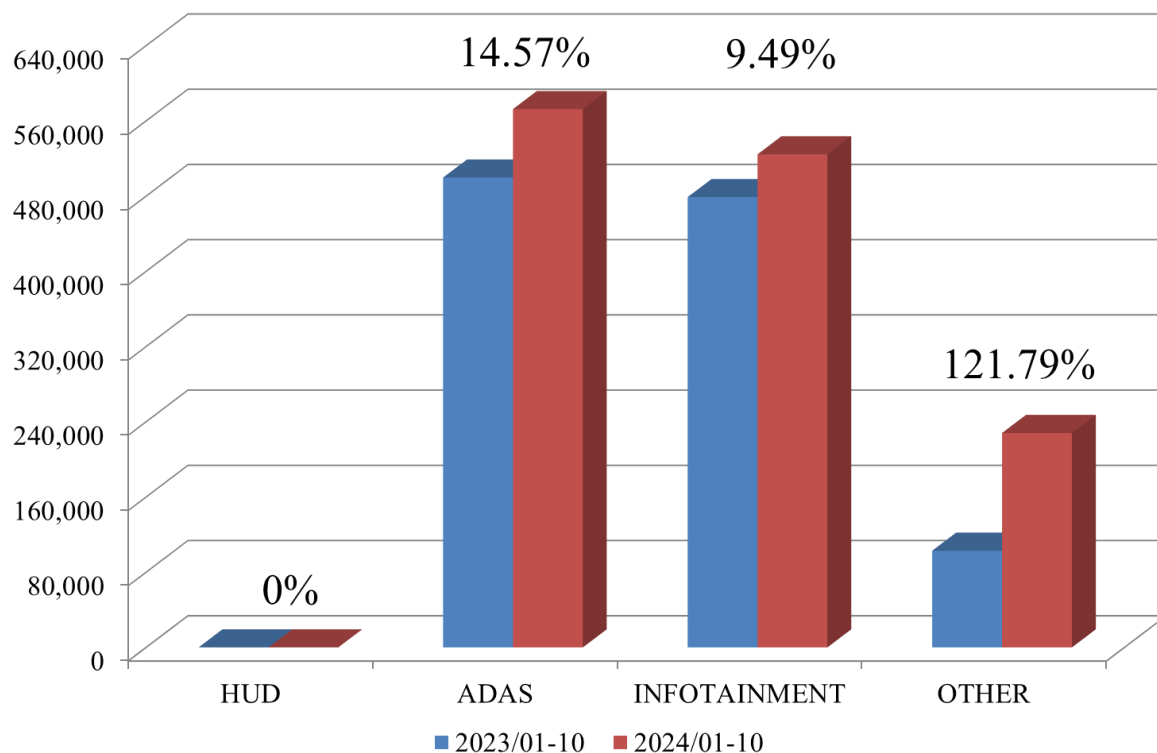
## TREND



## RATIO

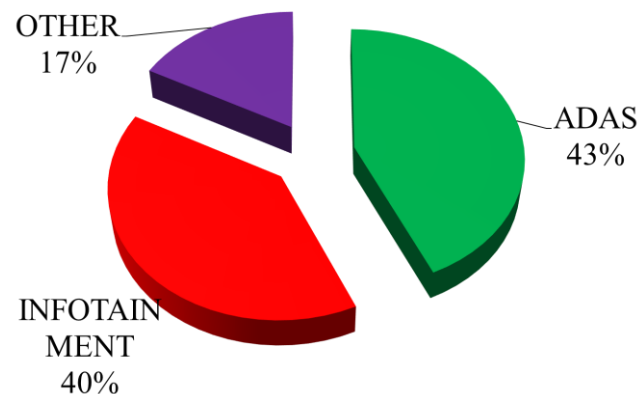


## TREND

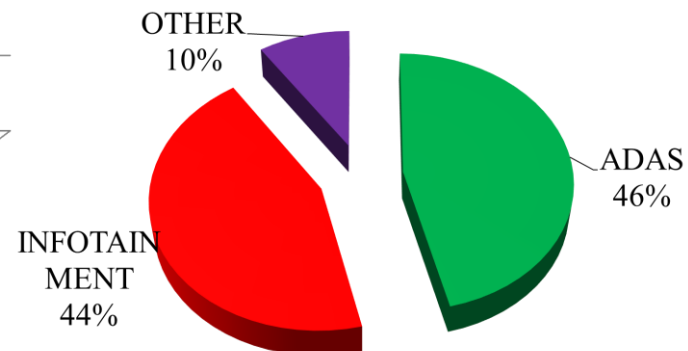


## RATIO

2024/01-10 E-LEAD THAILAND REVENUE BY PRODUCT



2023/01-10 E-LEAD THAILAND REVENUE BY PRODUCT





Thank you



Q & A