

E-LEAD ELECTRONIC CO., LTD.



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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

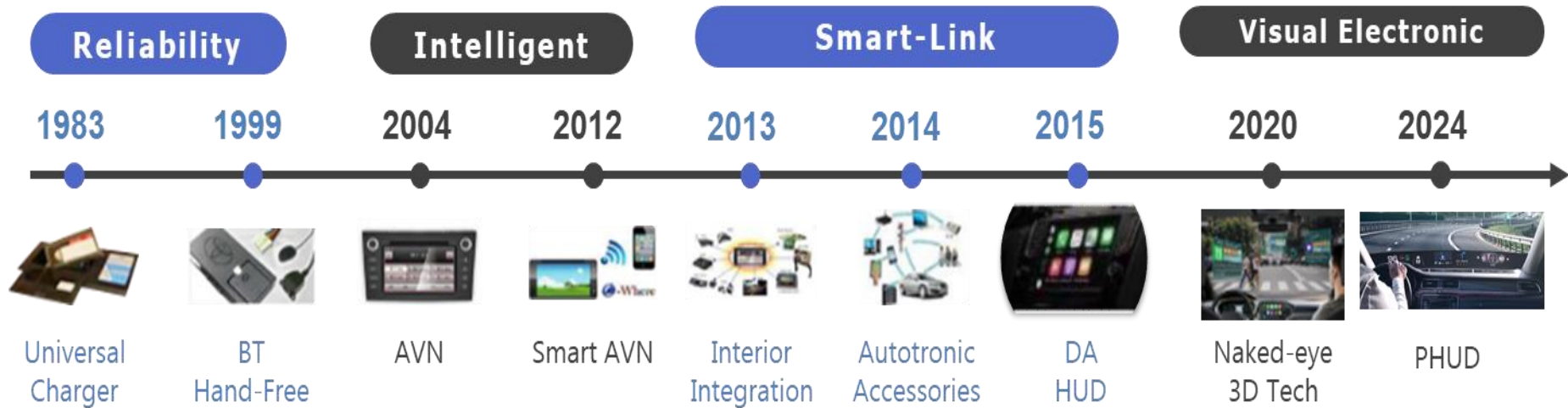
Thailand

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(ISO/IEC 330xx)	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

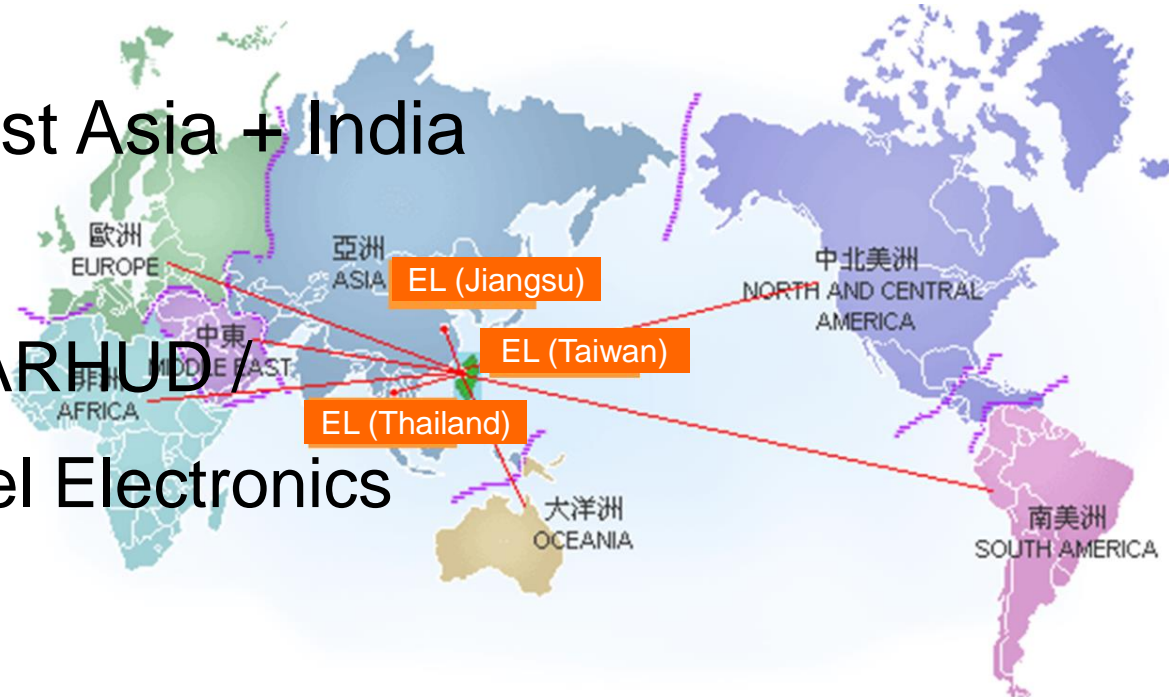
Chinese branding → Chinese branding + Co-branding

- 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

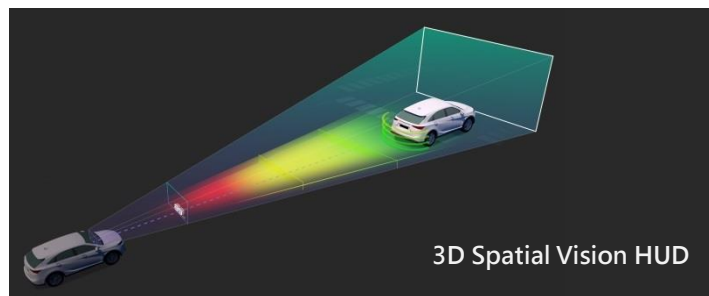


2024~
Future
Trend



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)

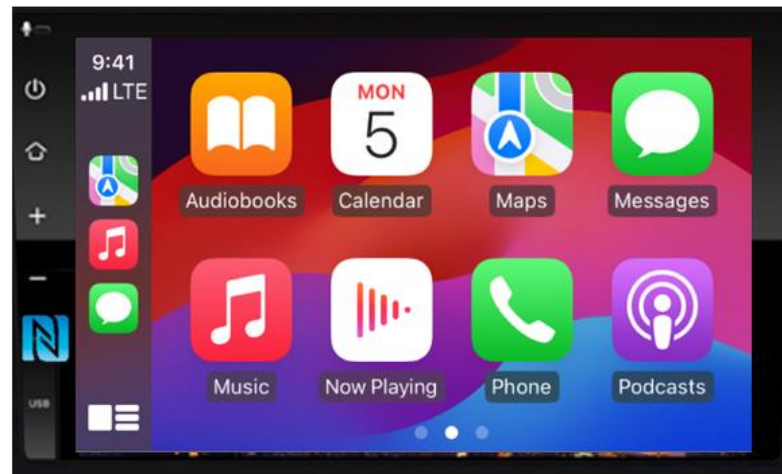


Panoramic Display (PHUD)

- 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



Advanced

- PVM computing power ready

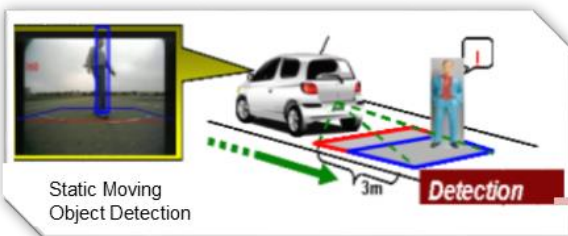
Value-added

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

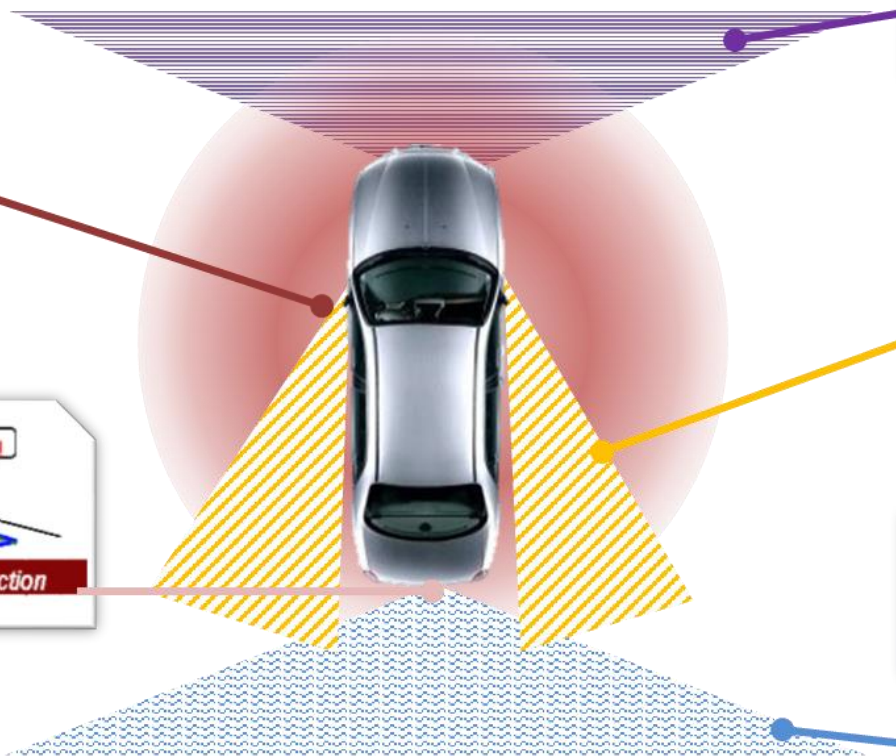
Utilize PVM cameras & new SOC computing power
→ No extra hardware cost needed.



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



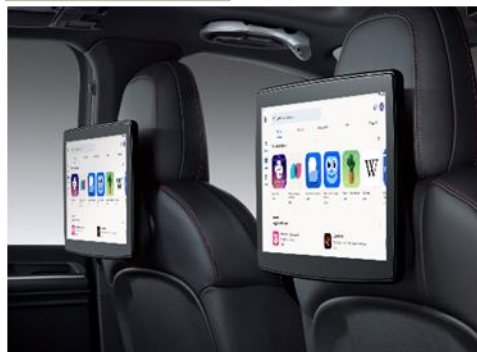
- High-definition video output
- Connectivity to various devices
- Clearer, more vivid visual experience

Wireless Mirroring



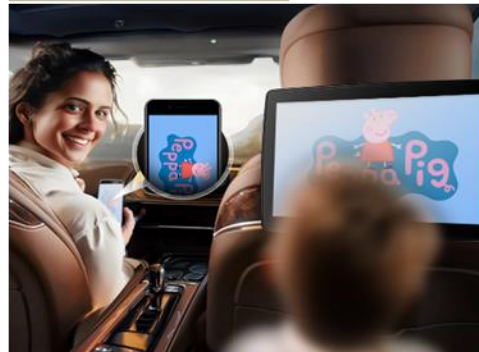
- Watch video / Browse photos / Play media seamlessly
- iOS / Android compatible

Google Play

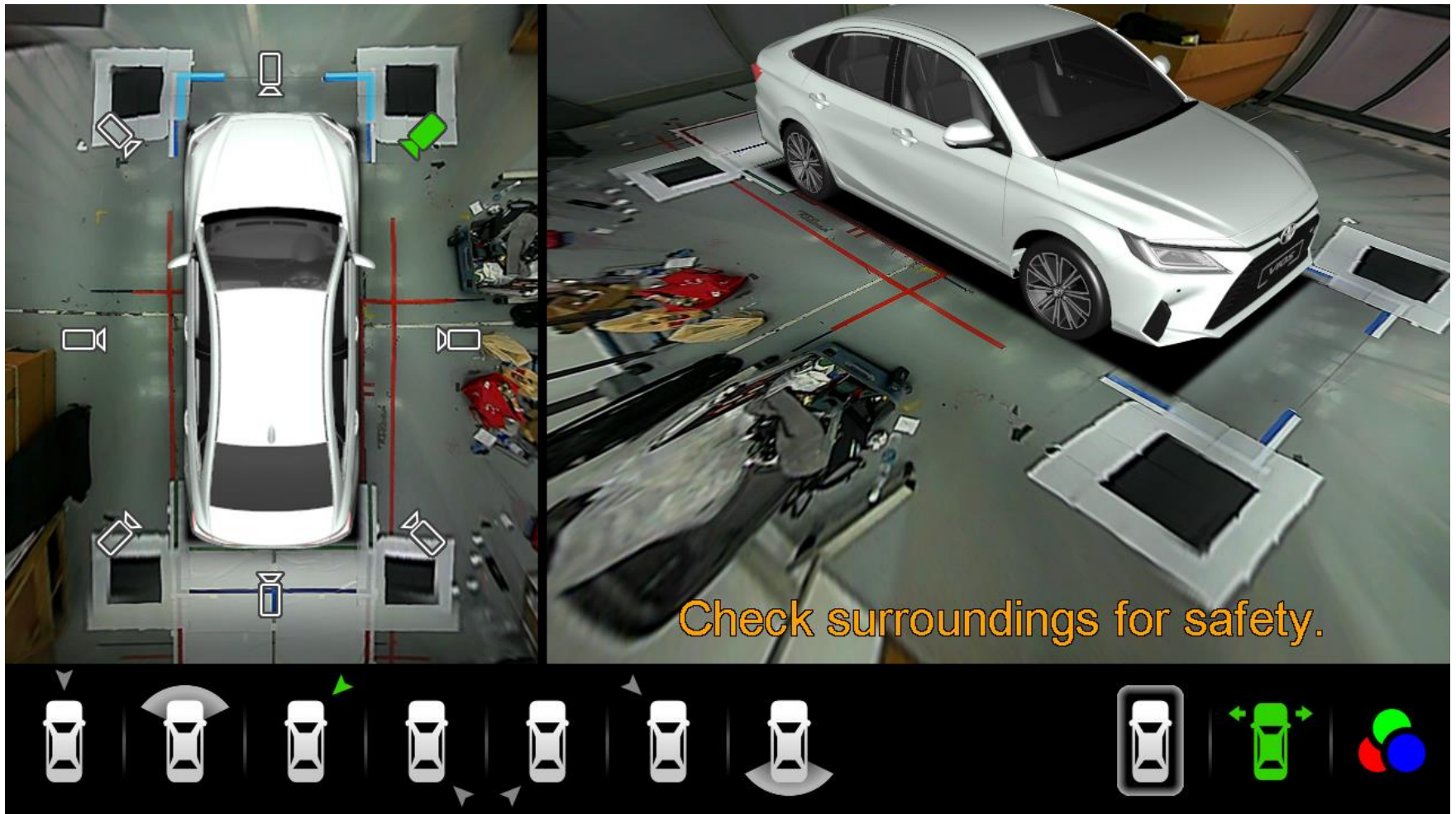


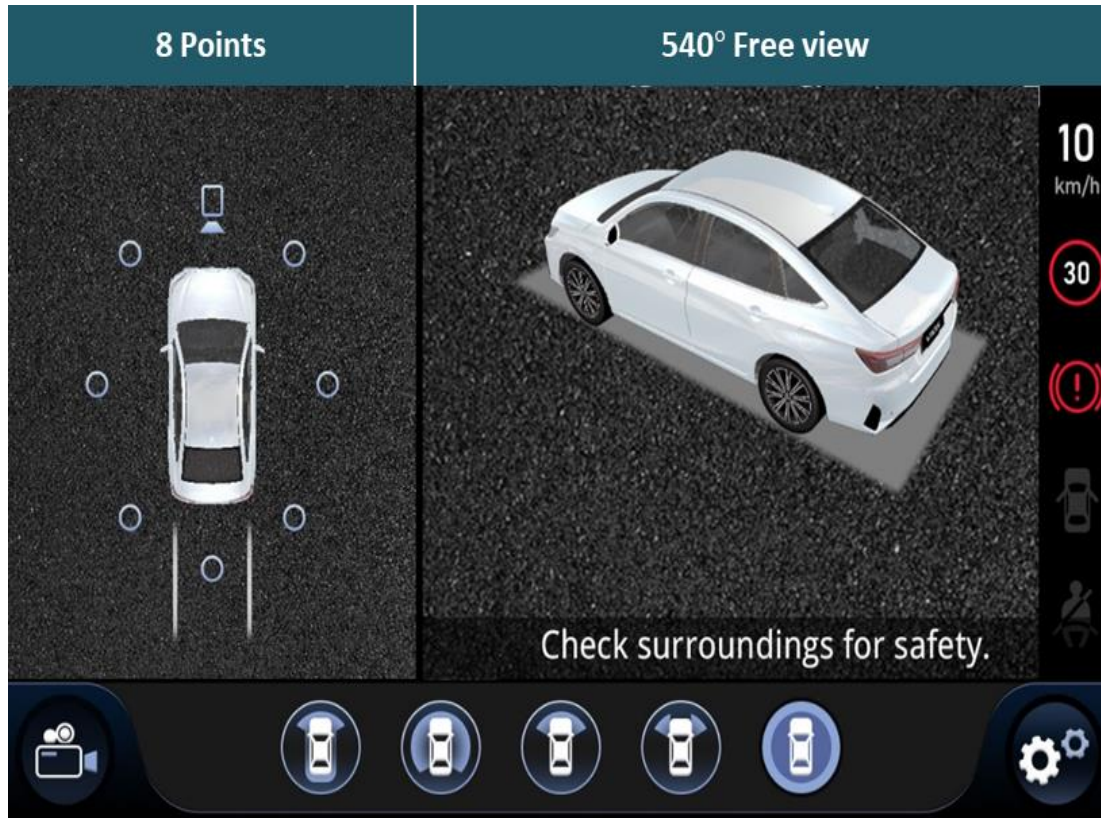
- Easy access to apps, games or multimedia
- Personalized entertainment experience

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

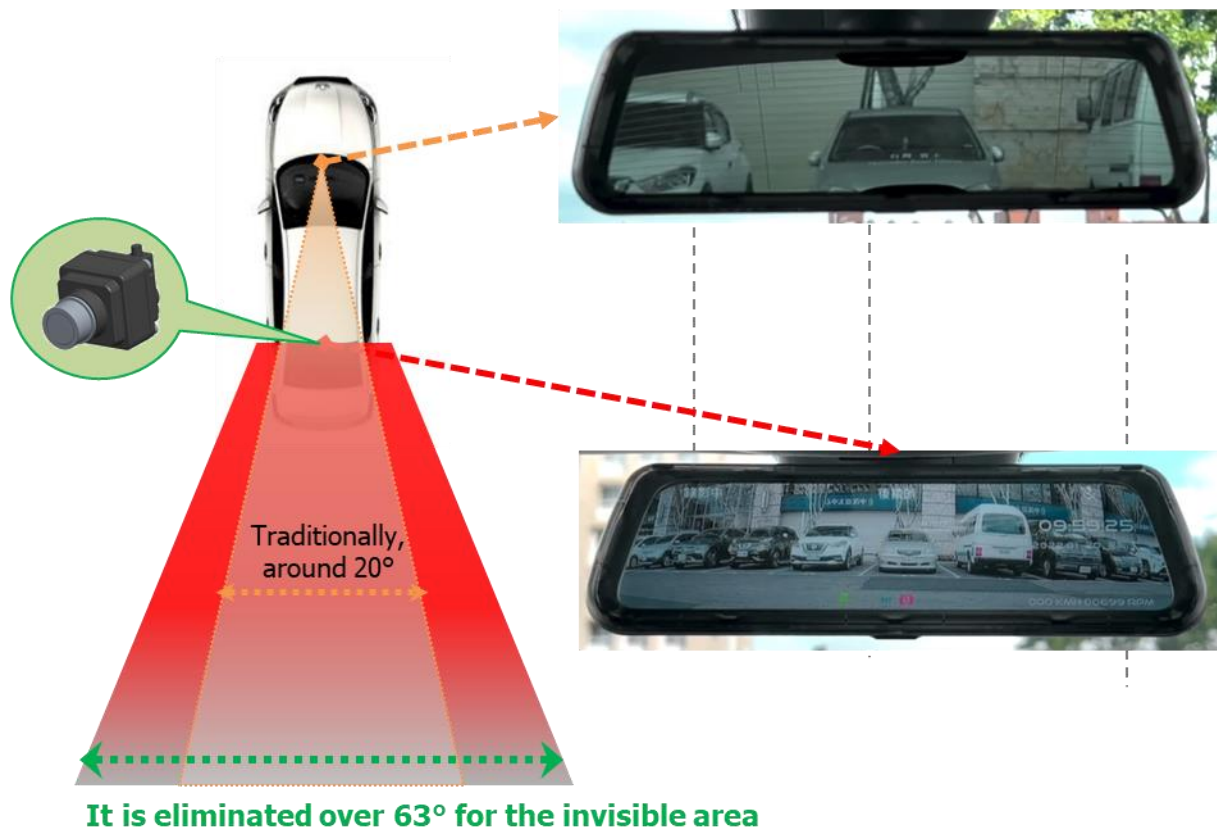




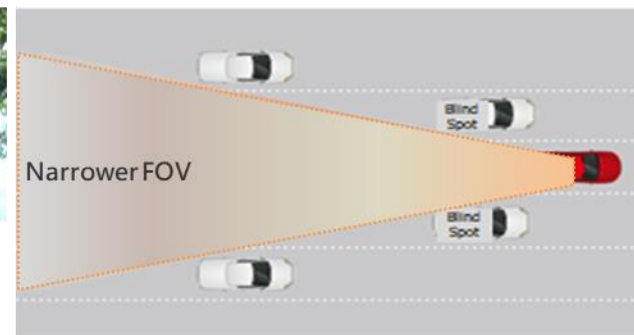
When sliding the 3D view at a 540-degree angle, you can touch on any of the eight points on the 2D interface at any time to reset the screen to a fixed position.

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

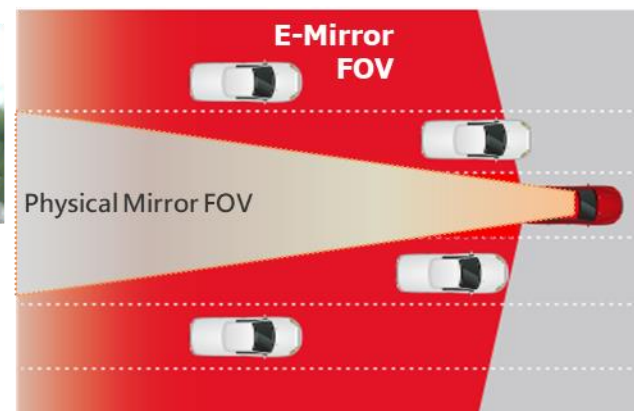




Traditional IRVM FOV



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

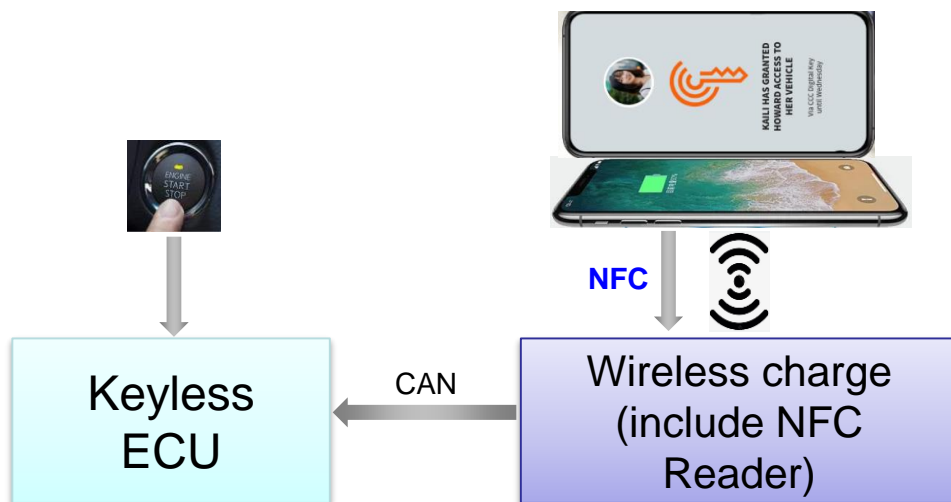
Benefit

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



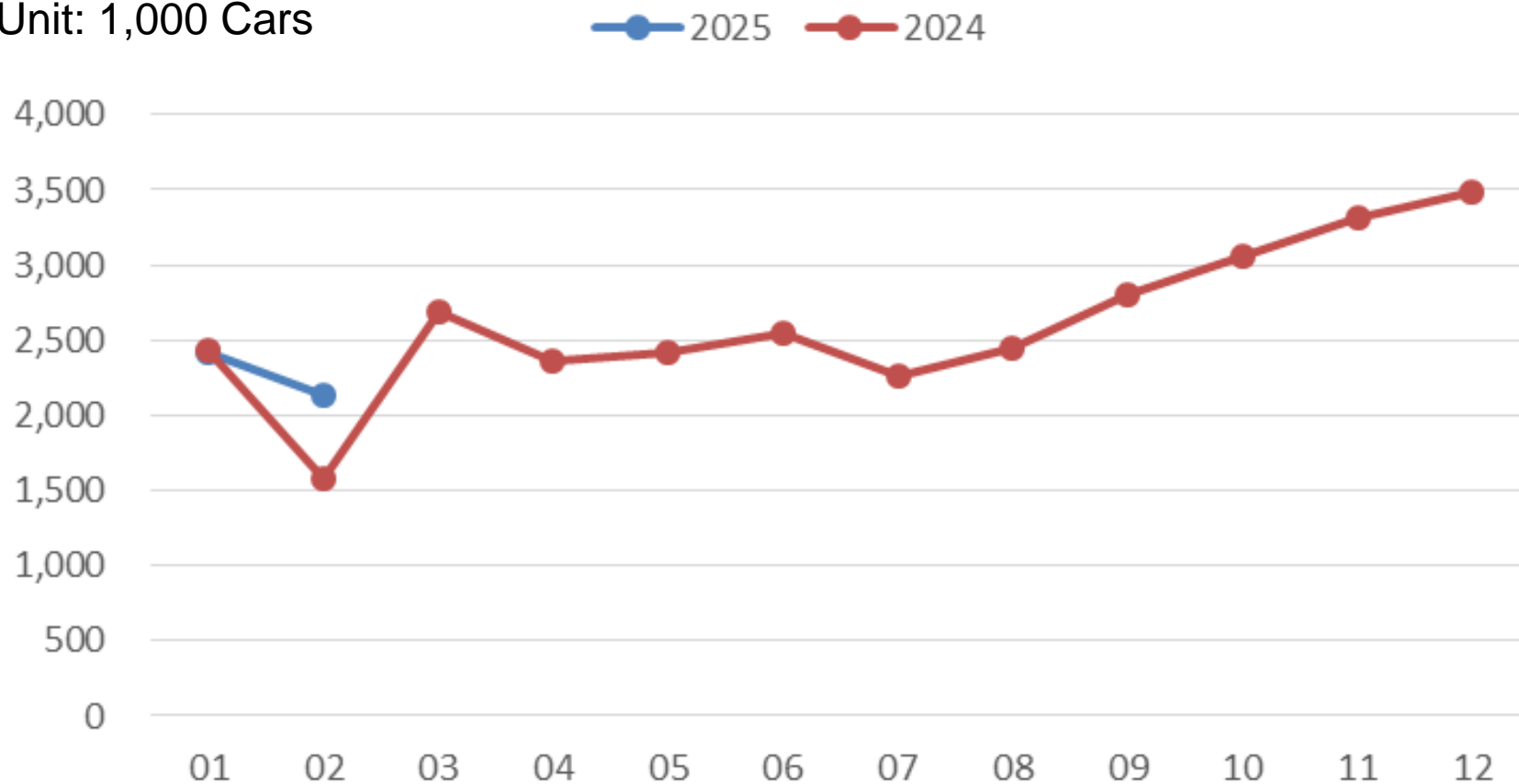
During the wireless charging process, the smartphone acquires the NFC ID code, then sends the ID code to the Keyless ECU through CAN. Once the ECU verifies the ID as OK, it allows the user to start the engine.



Automobile Sales Overview – Mainland China

Automobile Sales Volume in Mainland China, Jan. to Feb. 2025

Unit: 1,000 Cars

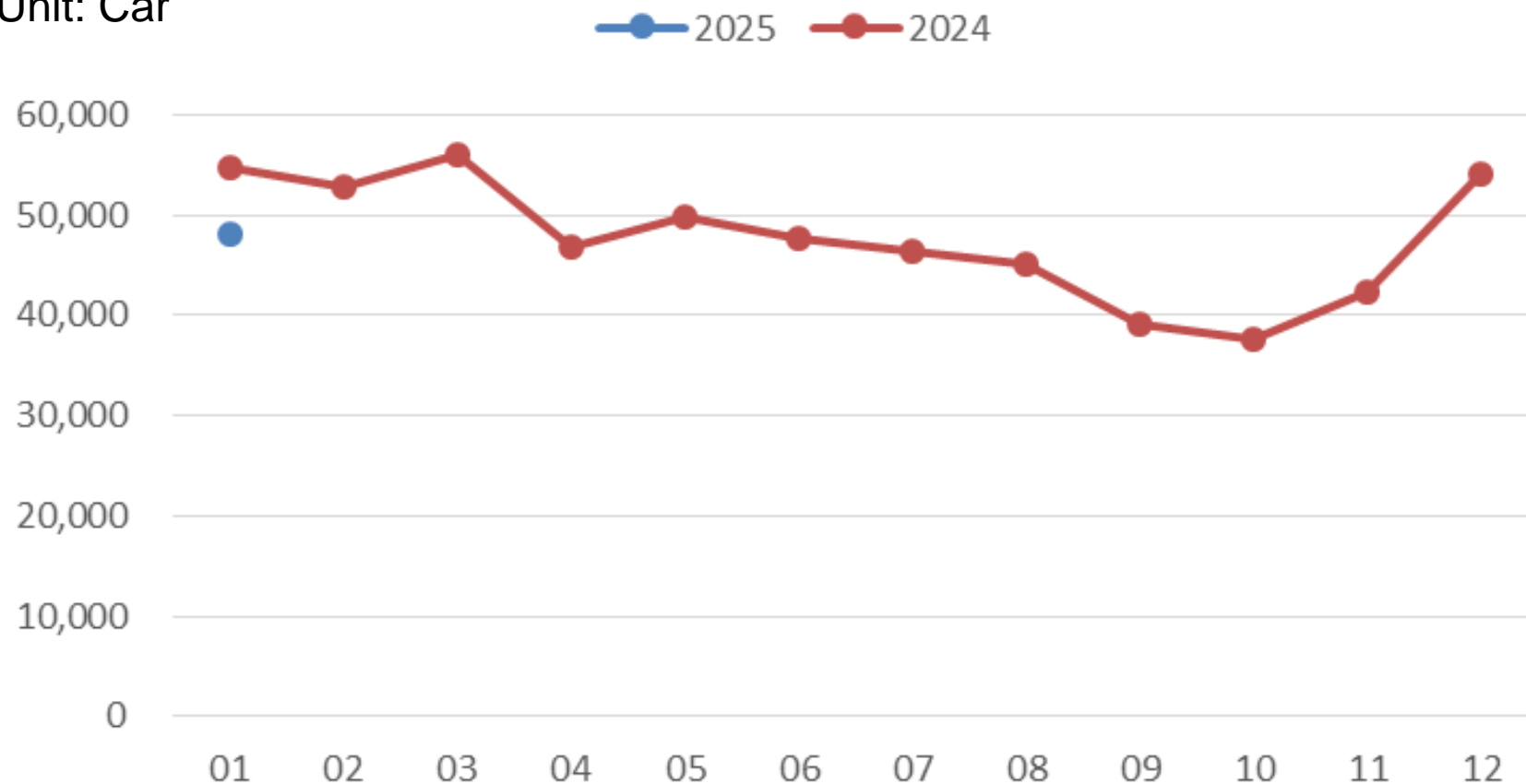


Source : https://www.marklines.com/cn/statistics/flash_sales/automotive-sales-in-china-by-month

MARKLINES

Automobile Sales Volume in Thailand, January 2025

Unit: Car

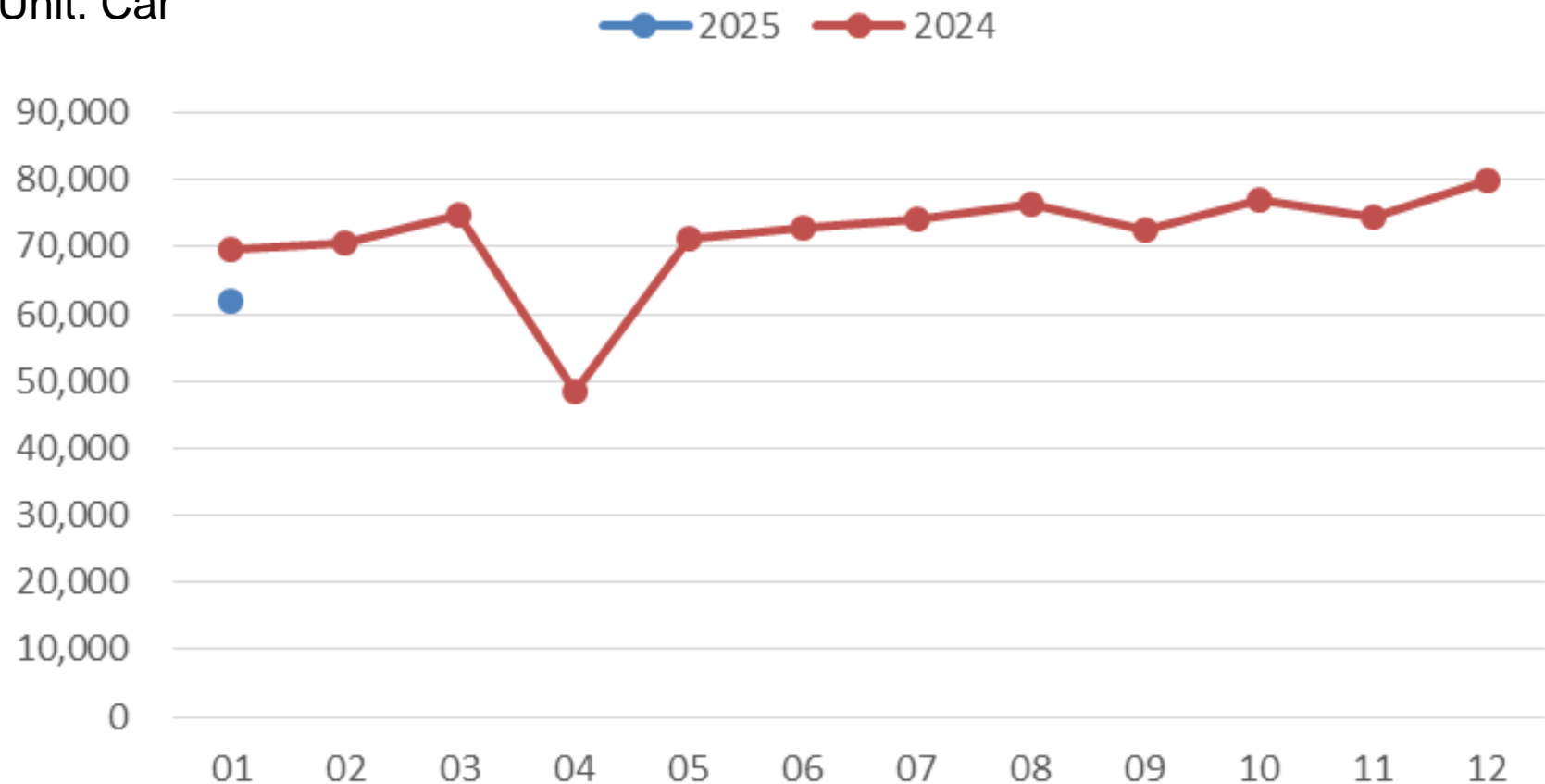


Source : https://www.marklines.com/cn/statistics/flash_sales/automotive-sales-in-thailand-by-month

MARKLINES

Automobile Sales Volume in Indonesia, January 2025

Unit: Car

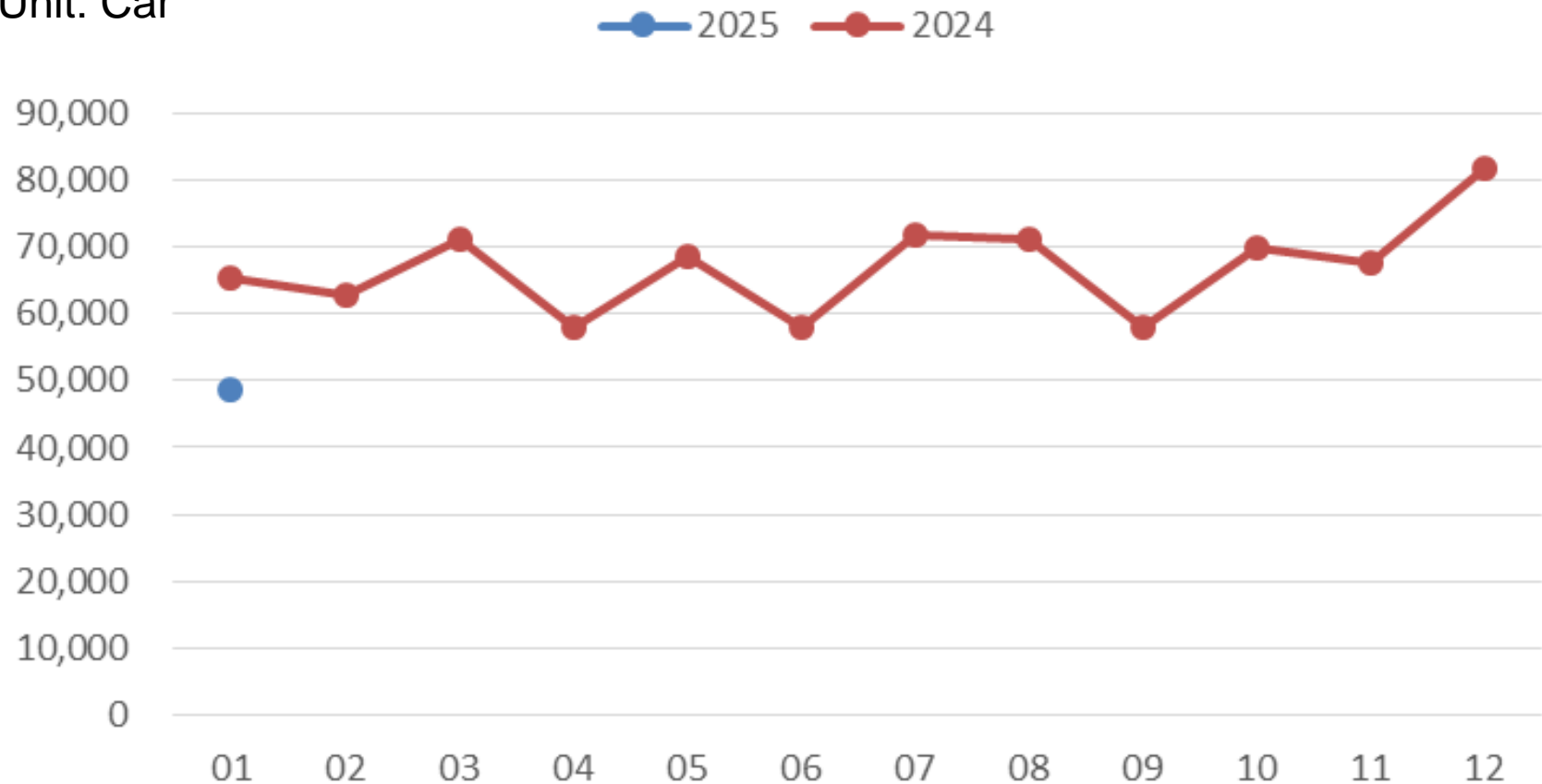


Source : https://www.marklines.com/cn/statistics/flash_sales/automotive-sales-in-indonesia-by-month

MARKLINES

Automobile Sales Volume in Malaysia, January 2025

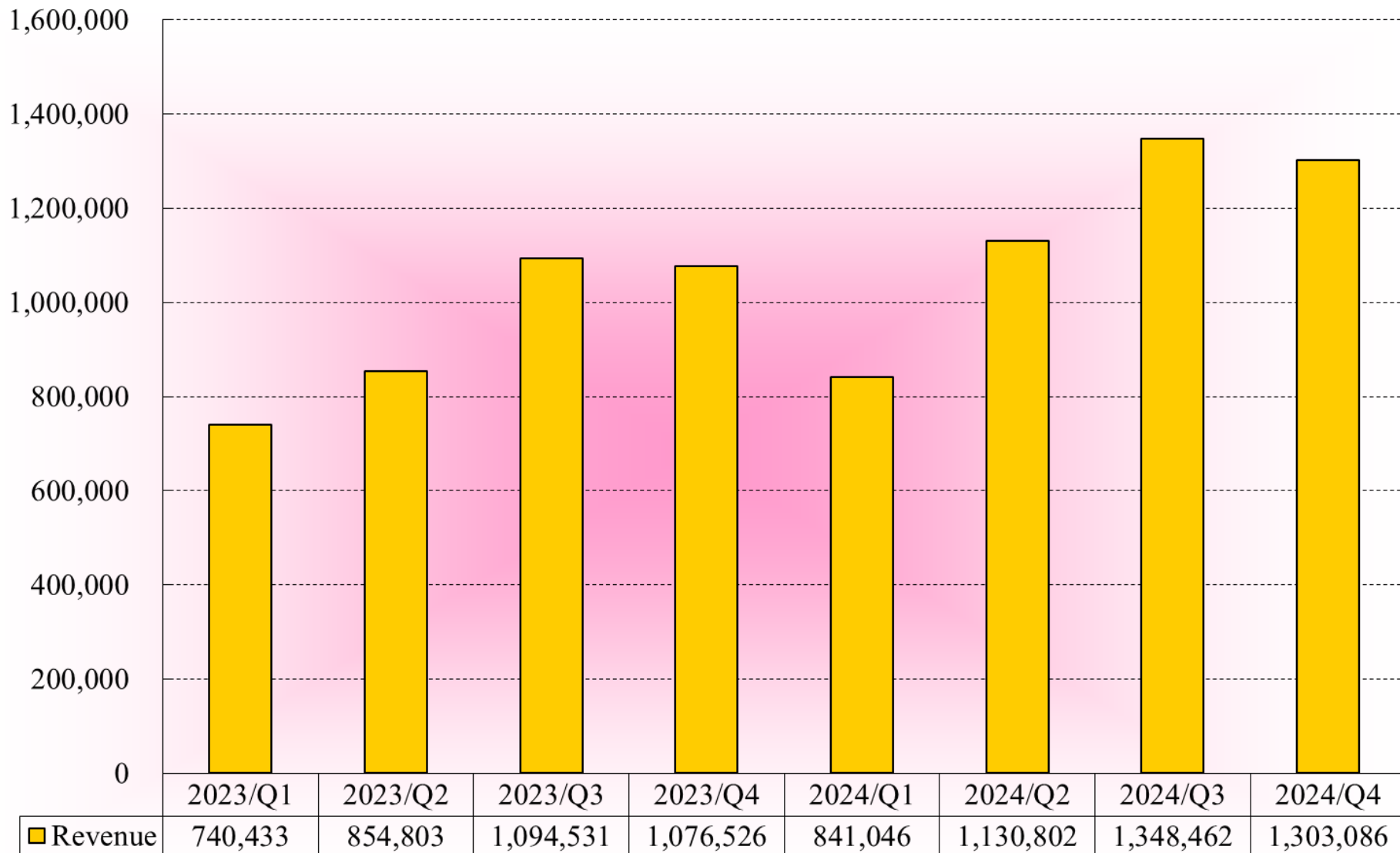
Unit: Car

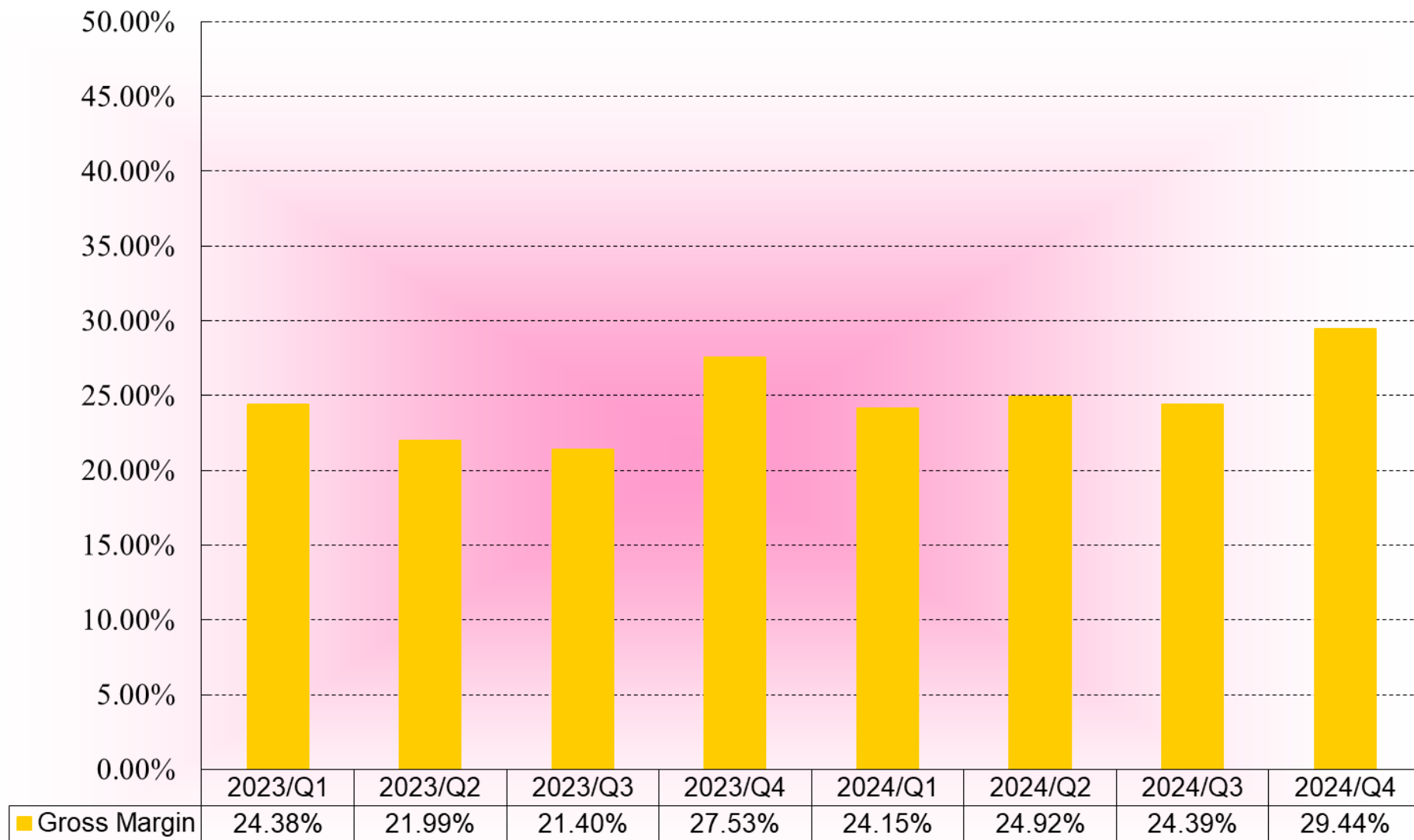


Source : https://www.marklines.com/cn/statistics/flash_sales/automotive-sales-in-malaysia-by-month

MARKLINES

UNIT: NT\$ thousand



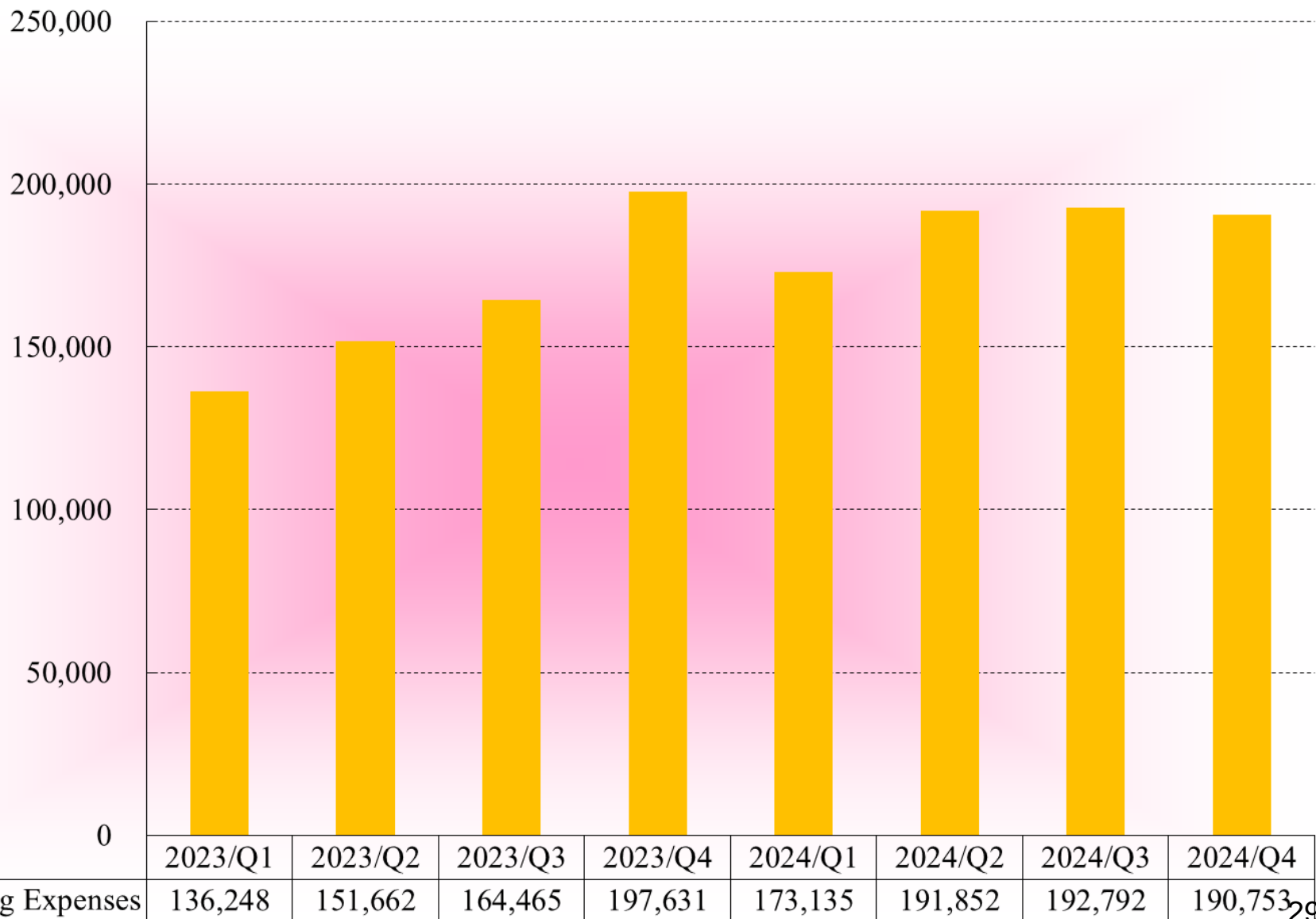




E-LEAD

Financial Status – Operating Expenses

UNIT: NT\$ thousand

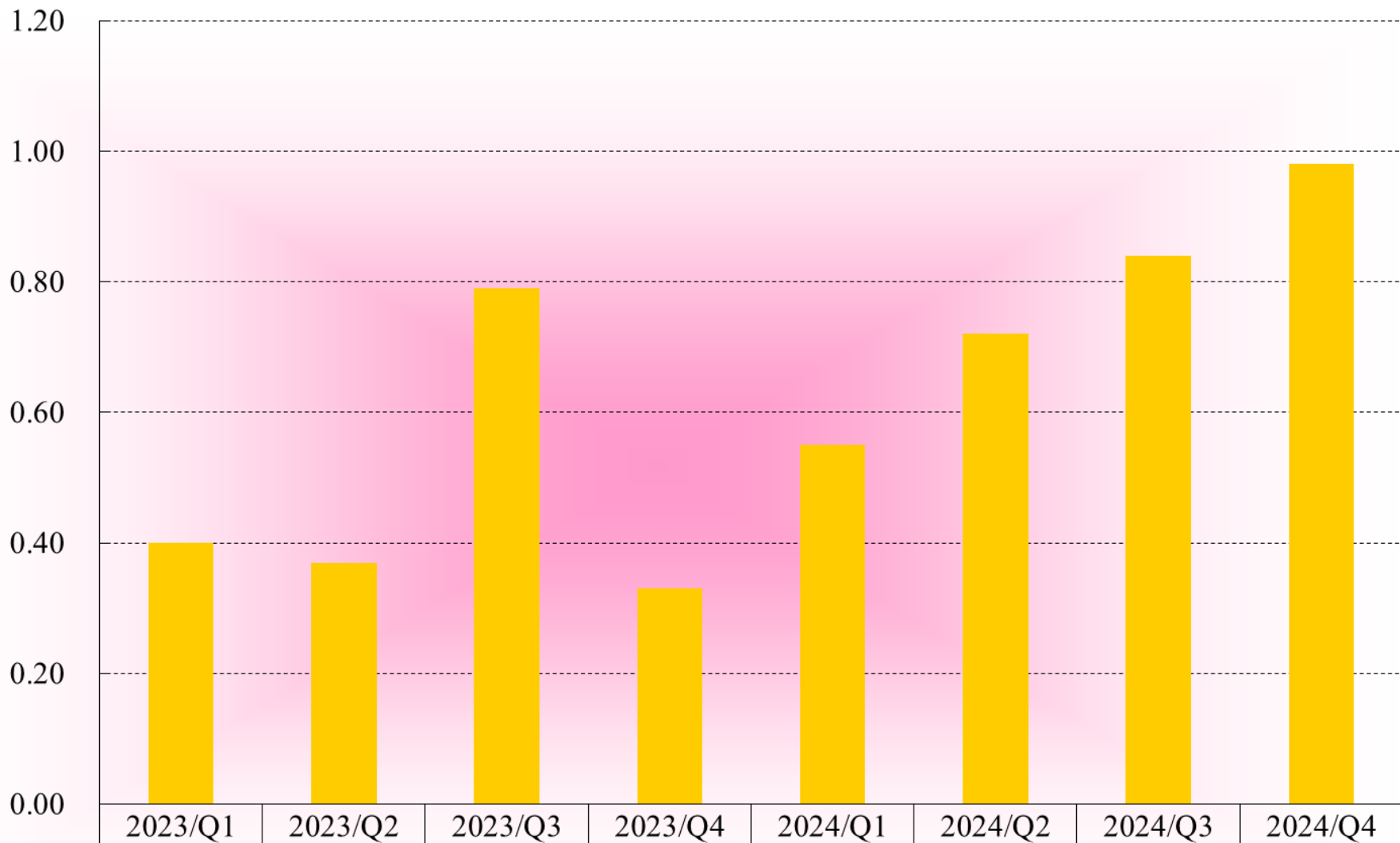




E-LEAD

Financial Status – Basic EPS

UNIT: NT\$



■ Basic EPS

0.40

0.37

0.79

0.33

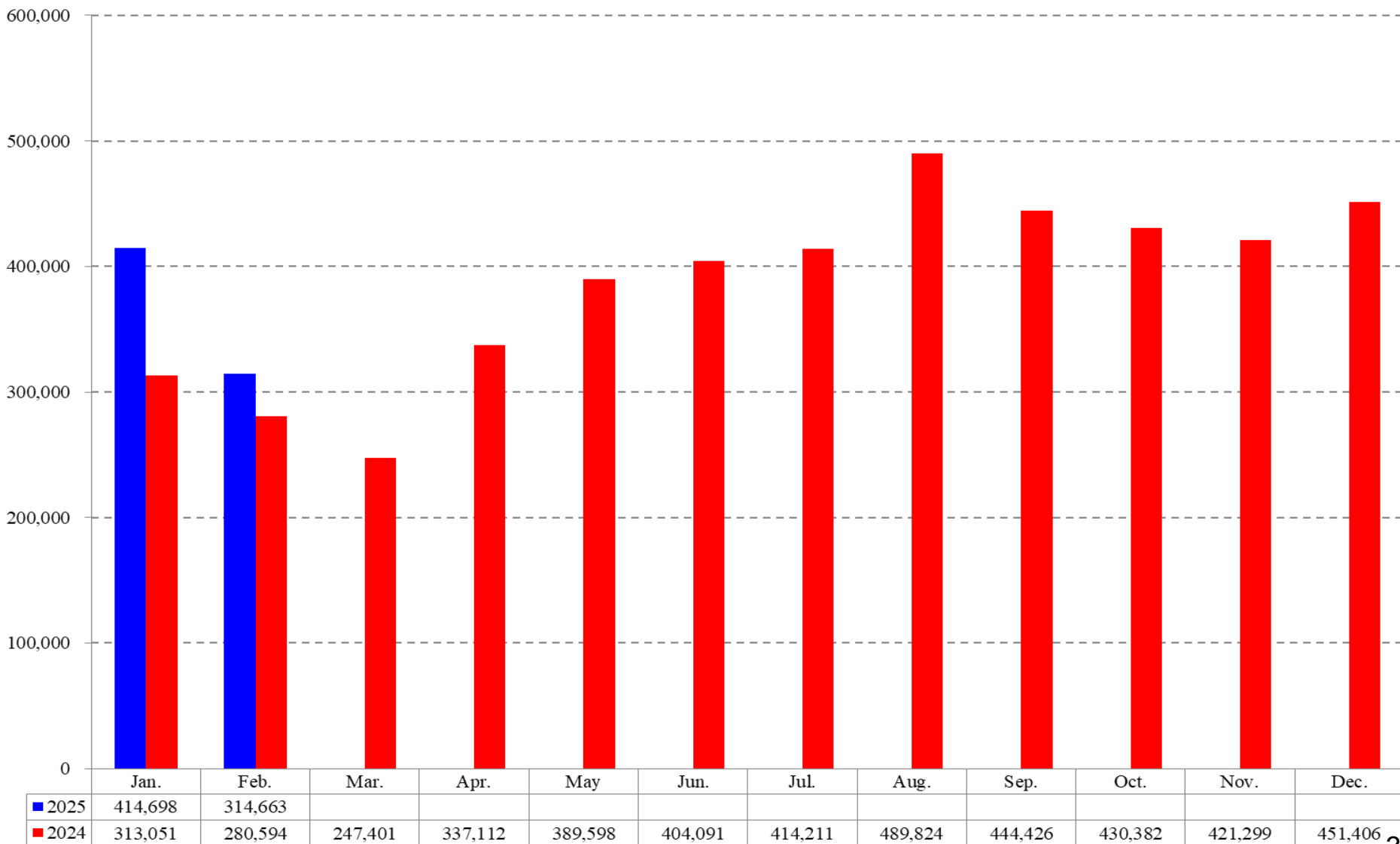
0.55

0.72

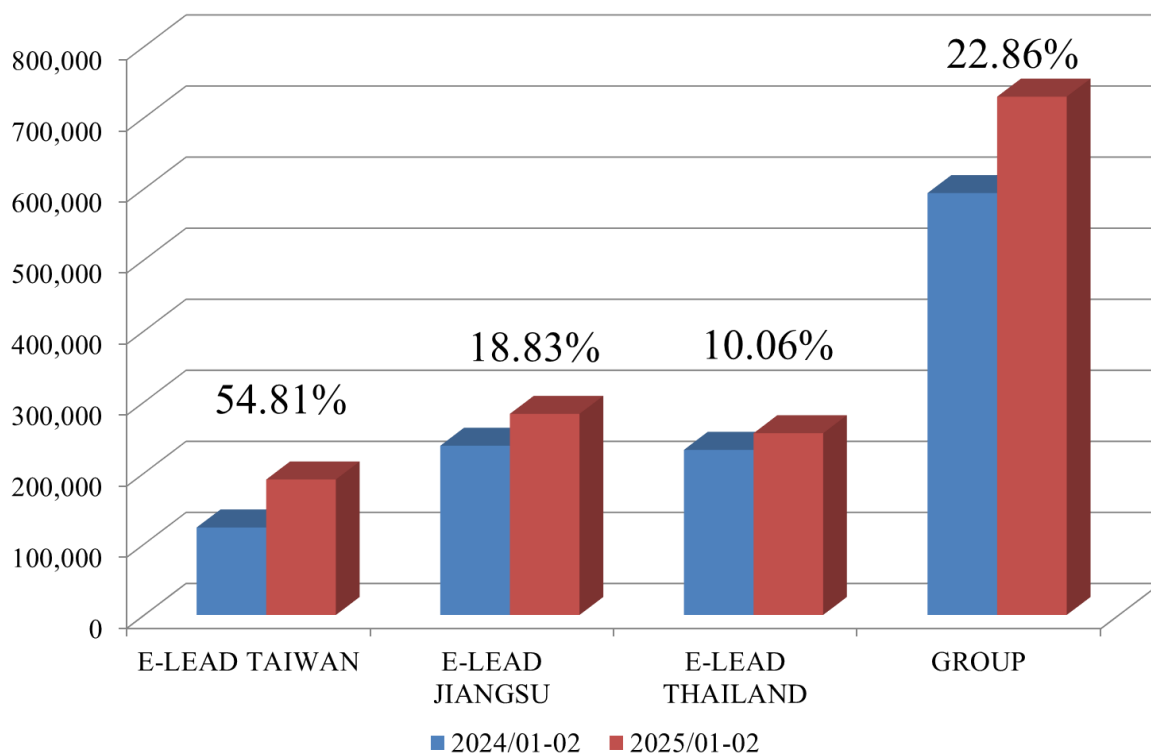
0.84

0.98

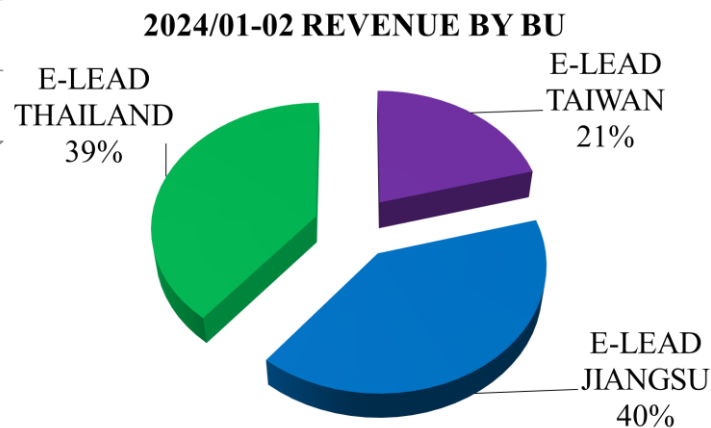
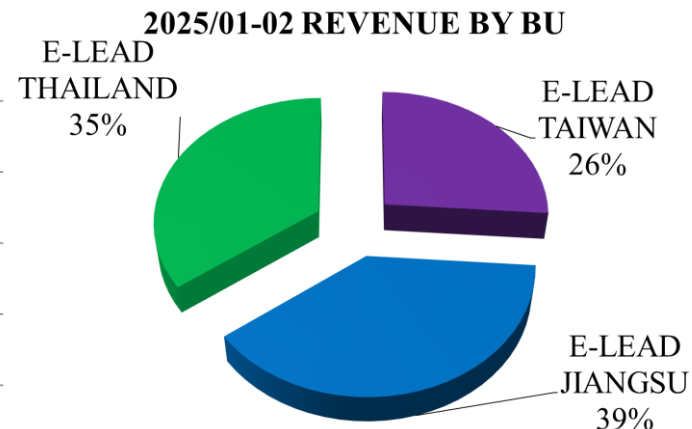
UNIT: NT\$ thousand



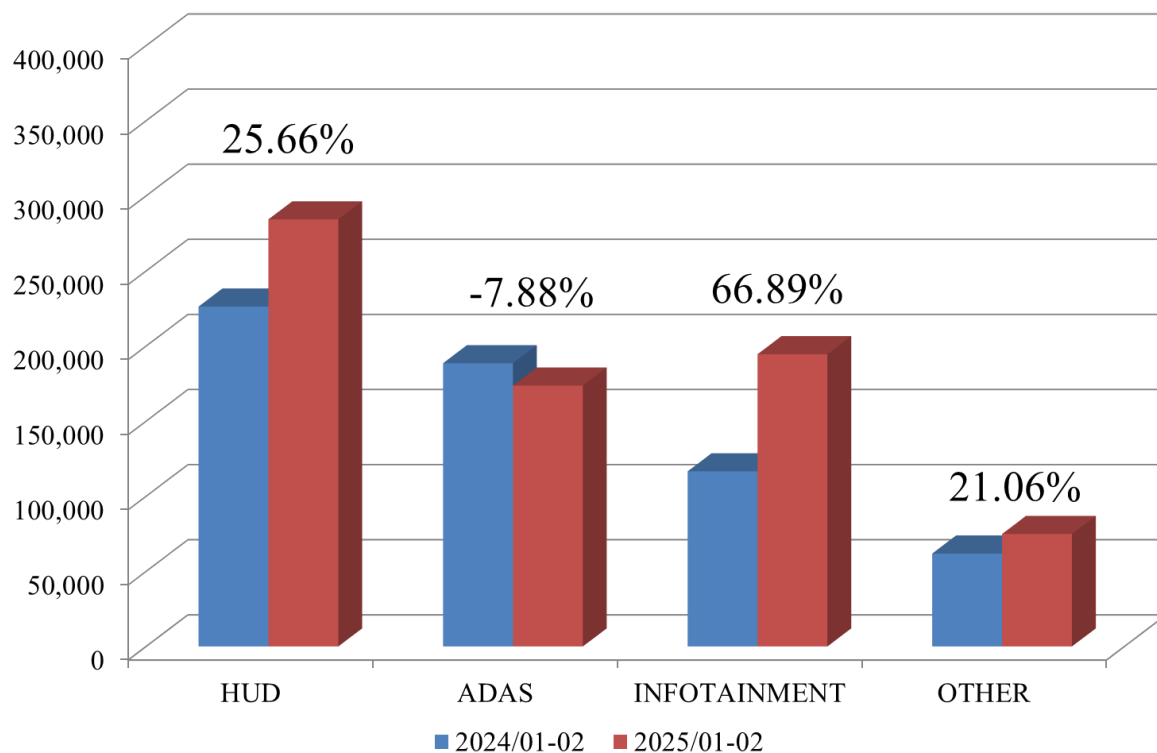
TREND



RATIO

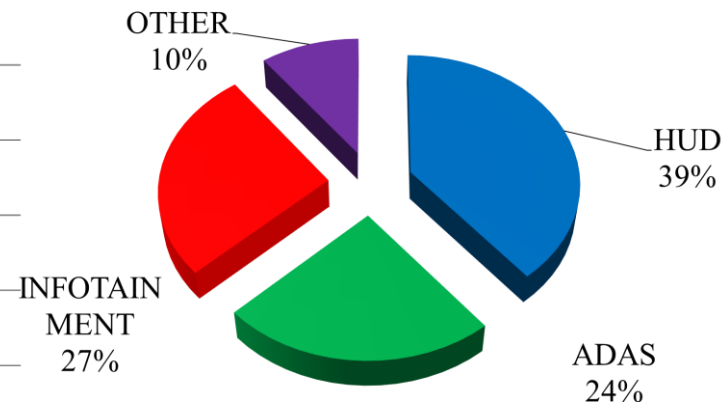


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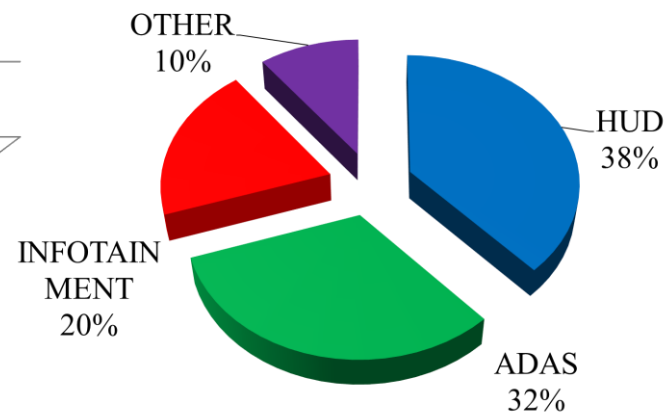


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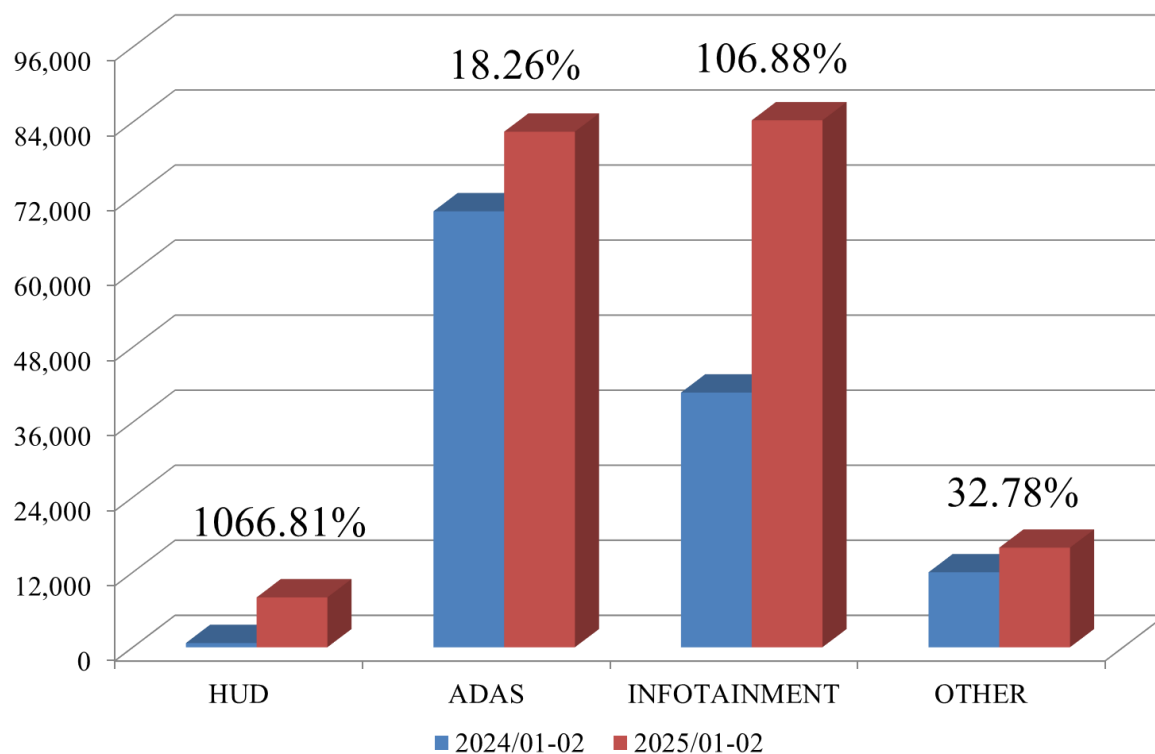
2025/01-02 E-LEAD GROUP REVENUE BY PRODUCT



2024/01-02 E-LEAD GROUP REVENUE BY PRODUCT

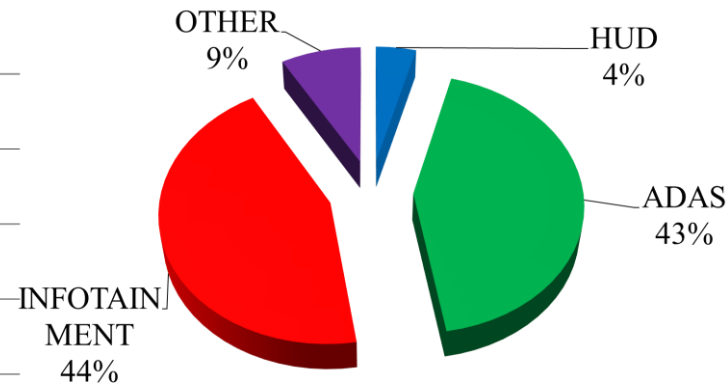


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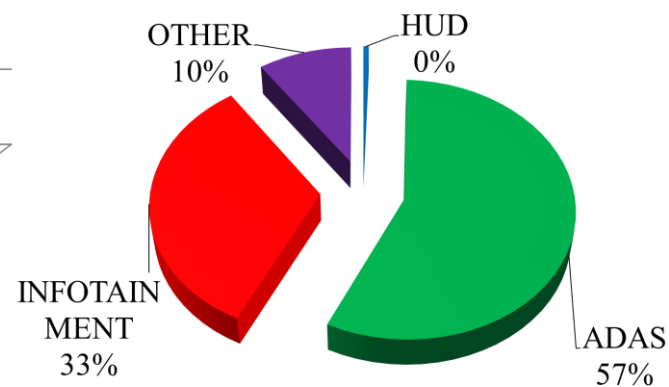


RATIO

2025/01-02 E-LEAD TAIWAN REVENUE BY PRODUCT



2024/01-02 E-LEAD TAIWAN REVENUE BY PRODUCT

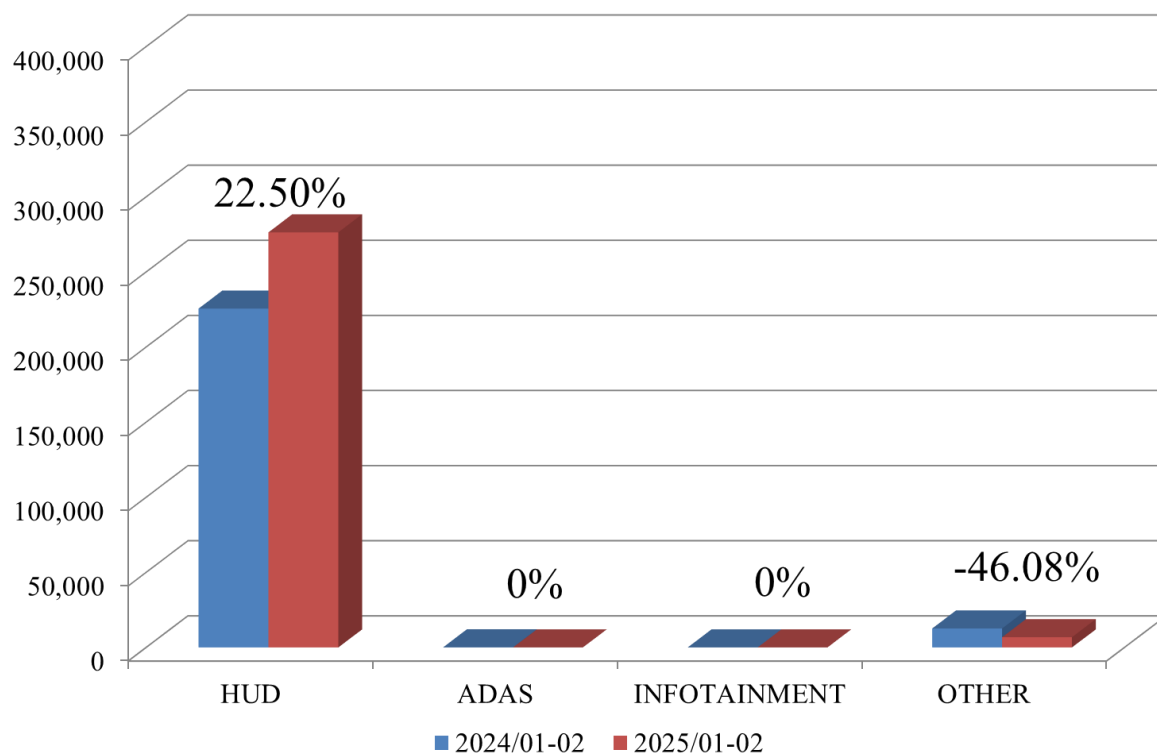




E-LEAD

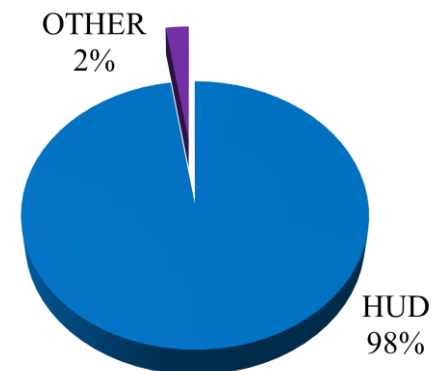
E-LEAD JIANGSU Sales Portfolio

TREND

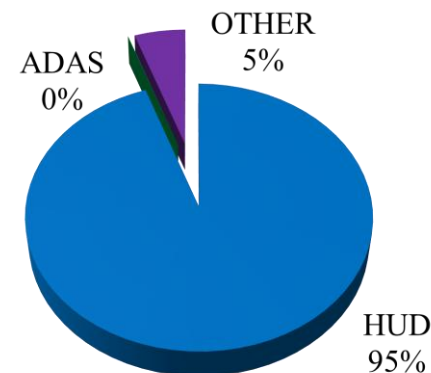


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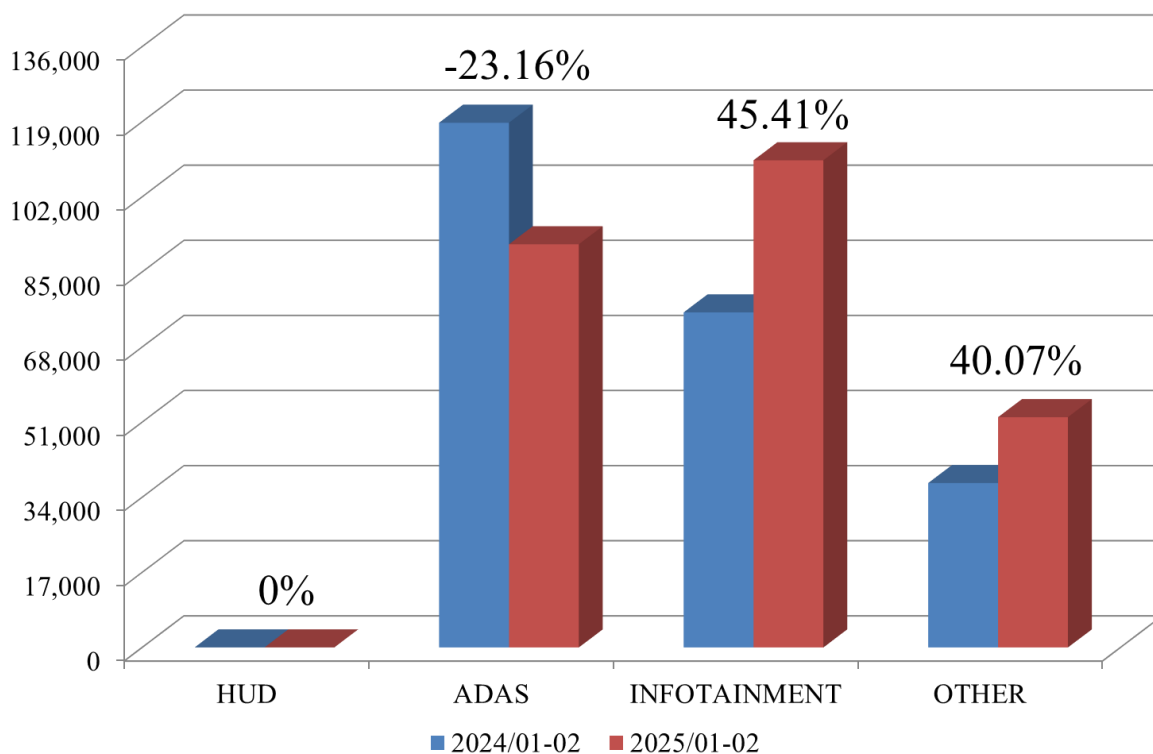
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2024/01-02 E-LEAD JIANGSU REVENUE BY PRODUCT

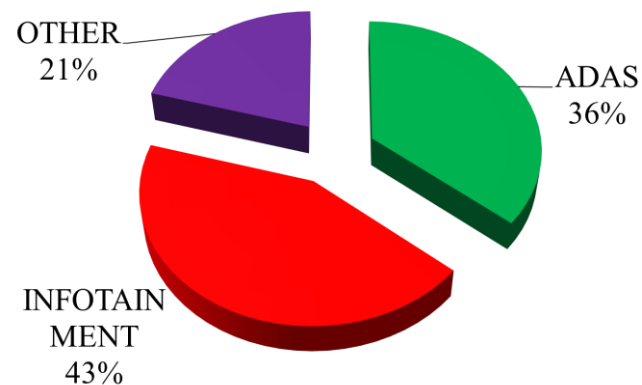


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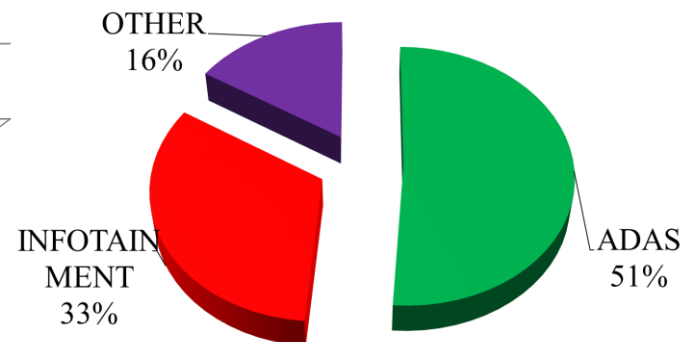


RATIO

2025/01-02 E-LEAD THAILAND REVENUE BY PRODUCT



2024/01-02 E-LEAD THAILAND REVENUE BY PRODUCT



Thank you



Q & A