

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



DA, 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 2
Assembly line x 12



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

E-LEAD India

Project-Based Office

Sales, FAE, ME, EE, PE



WHUD / ARHUD, E-Mirror,
Around View Monitoring
System (AVM), Car Wireless
Charger, DVR

Tong Yah Electronic

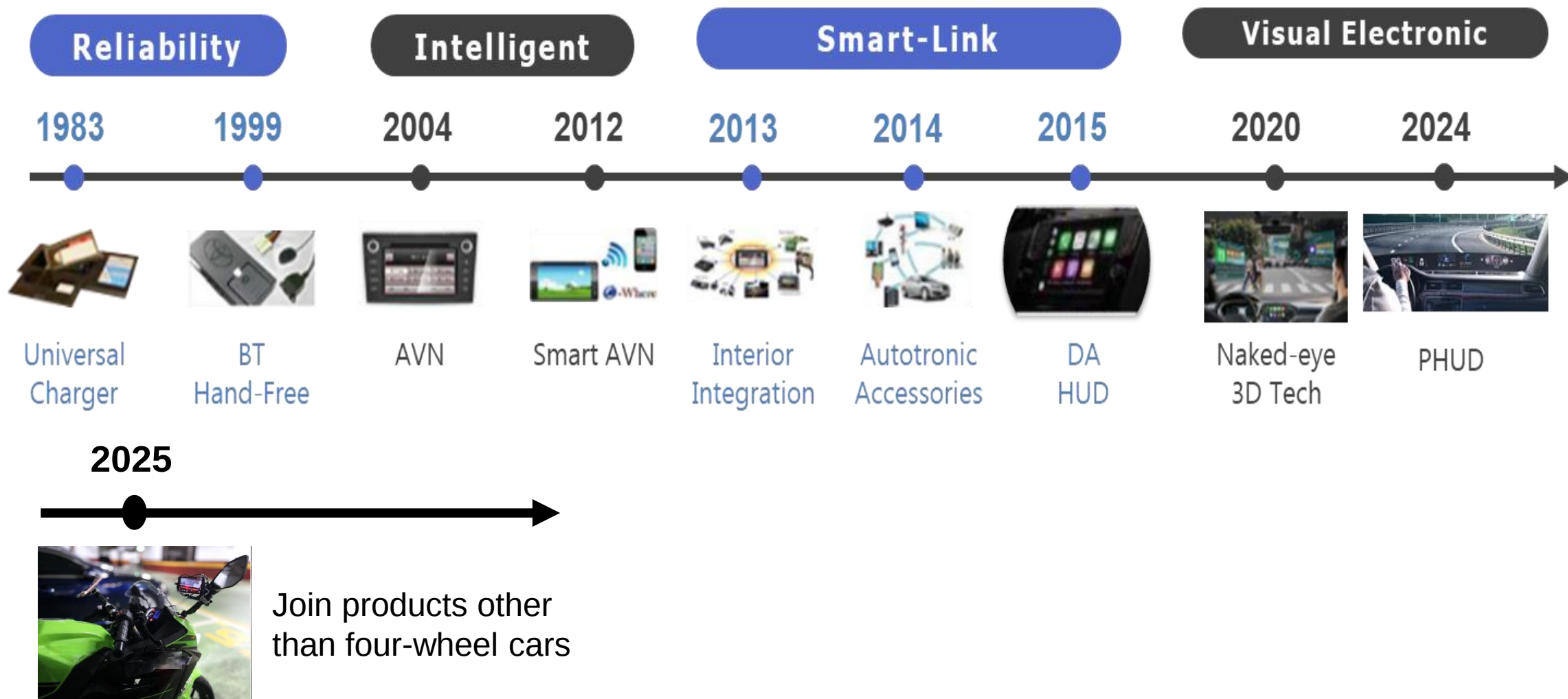
Tainan

R&D:
ID,ME, EE

Electronics Manufacturer
Mechanical Manufacturer



Digital dashboard, Lights, Heated
grips, Electronic instruments,
UAV accessories, Special vehicle
electrical components



- Consolidate our leadership in AR-HUD
- Deepen cross-domain product expansion — extending our technology to motorcycles, special-purpose vehicles, and UAV
- Capture the upside of the "non-Red supply chain" and "emerging markets"

AR-HUD
Supplier Ranking
2026 Jan. to Jun.

E-LEAD →
Foryou →
New Vision →



- Mainland China Market **(TO GLOBAL MARKET)**
WHUD / 2D ARHUD / 3D Spatial Vision HUD / VPA / PHUD
- Taiwan, Southeast Asia + India Market **(TO GLOBAL MARKET)**
INFOTAINMENT / ADAS / WHUD / 2D ARHUD / ACCESSORIES /
Two-wheeler & Special Purpose Vehicle Electronics and Accessories
- Europe & United States Market **(TO GLOBAL MARKET)**
WHUD / 2D ARHUD / 3D Spatial Vision HUD / PHUD / ACCESSORIES /
Two-wheeler & Special Purpose Vehicle Electronics and Accessories



Automotive Electronics



Motorcycles



Special-Purpose Vehicles





HUD



INFOTAINMENT



ADAS



ACCESSORIES

Dashboard_R&D Technology Roadmap



Lighting_R&D Technology Roadmap

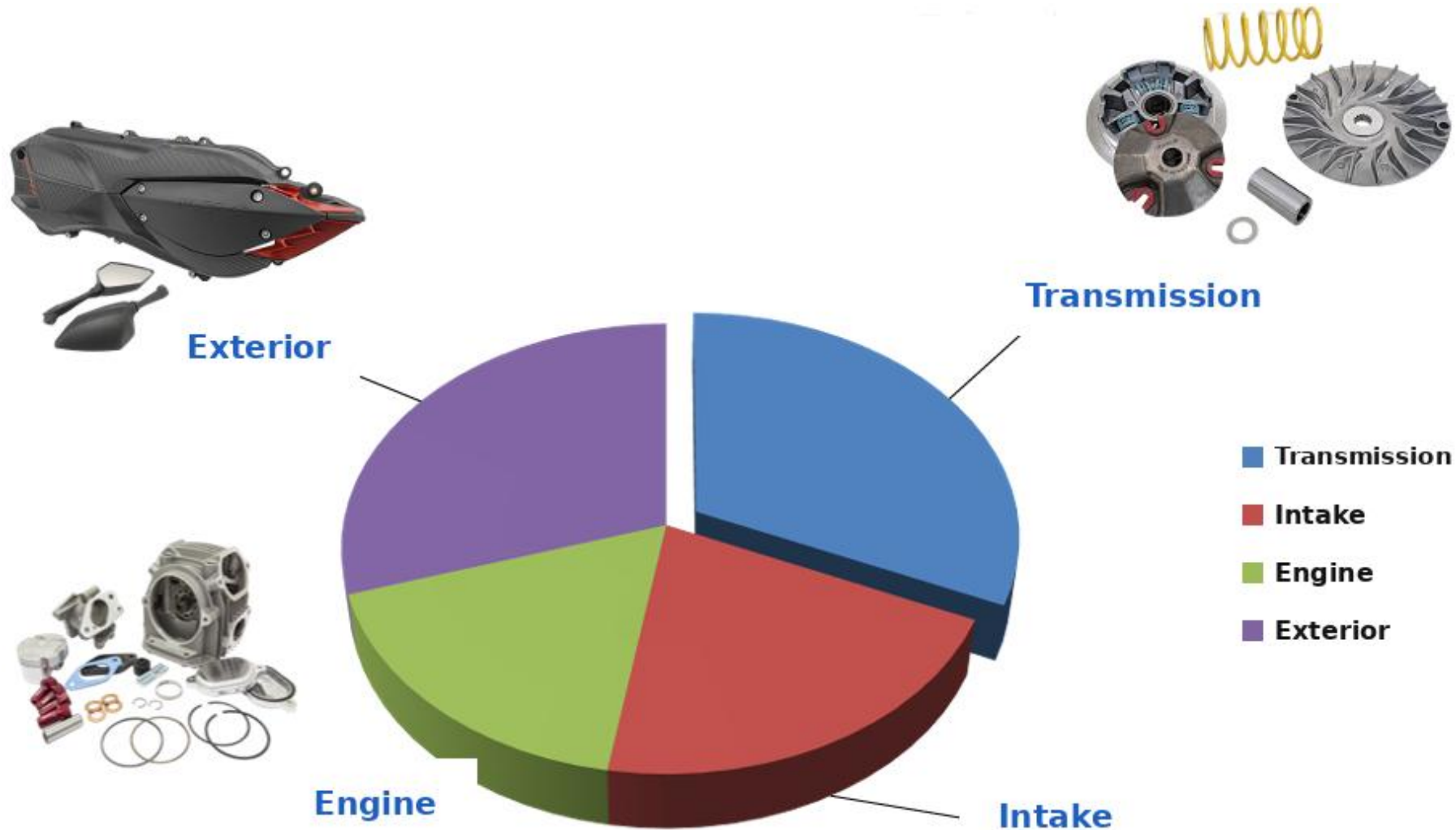


Heater _R&D Technology Roadmap



Electronics _R&D Technology Roadmap







APP



儀表

Dashboard



鏡頭

Camera



盲點
偵測

Blind spot
detection



防盜

Anti-theft



Key
Less



感測器

Sensor



通訊
連線

Communication
connection



無線
傳輸

Wireless
transmission



按鍵
開關

Handlebar
switch



操作桿

Control lever



頭燈

Head lamp



方向燈

Indicator light



加熱
握把

Heated grips



加熱
手套

Heated gloves



尾燈

Tail lights



後視鏡

Rearview mirror



閃爍器

Flasher



USB
充電

USB charger



手機架

Phone mount



加熱
坐墊

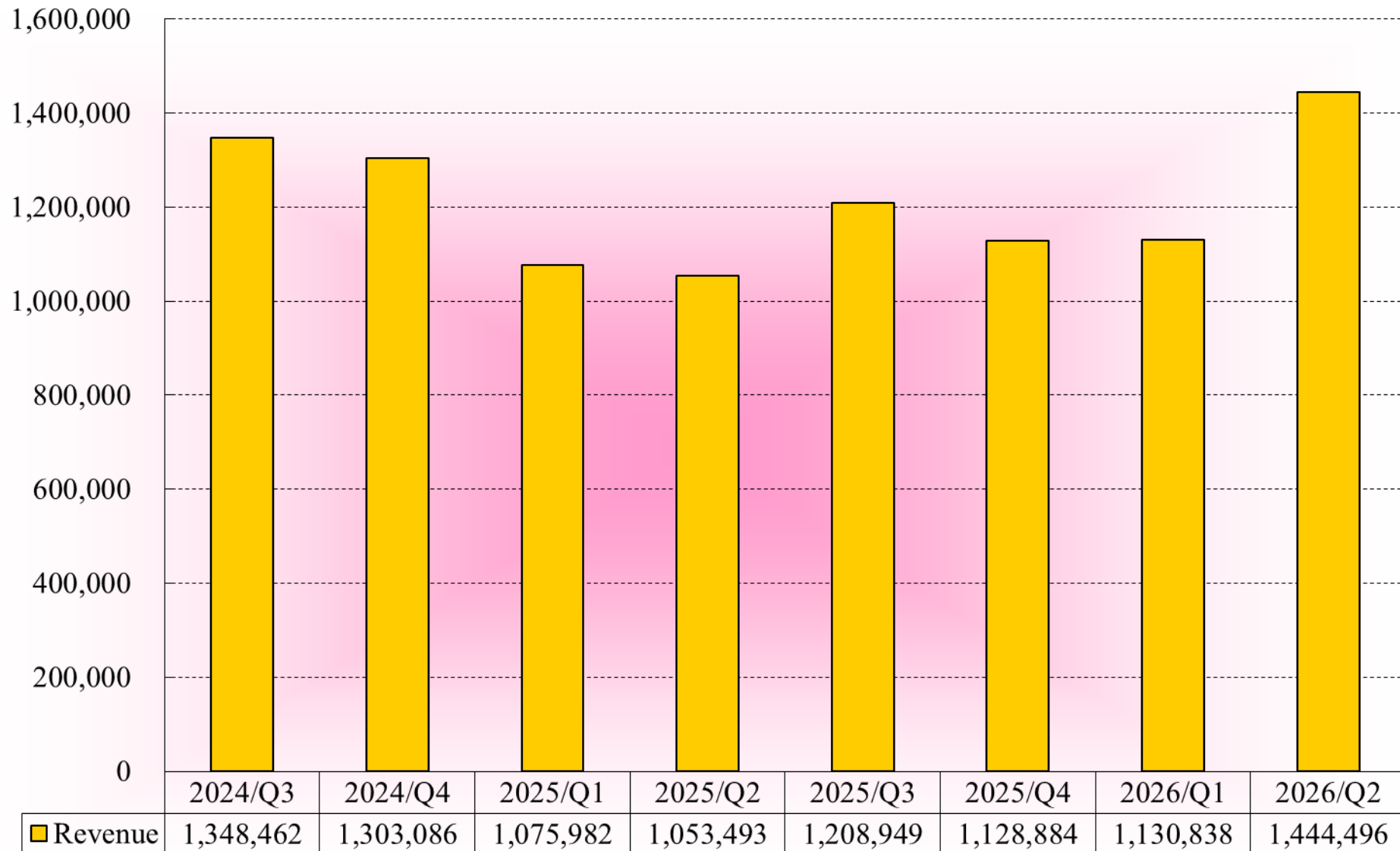
Heated seat



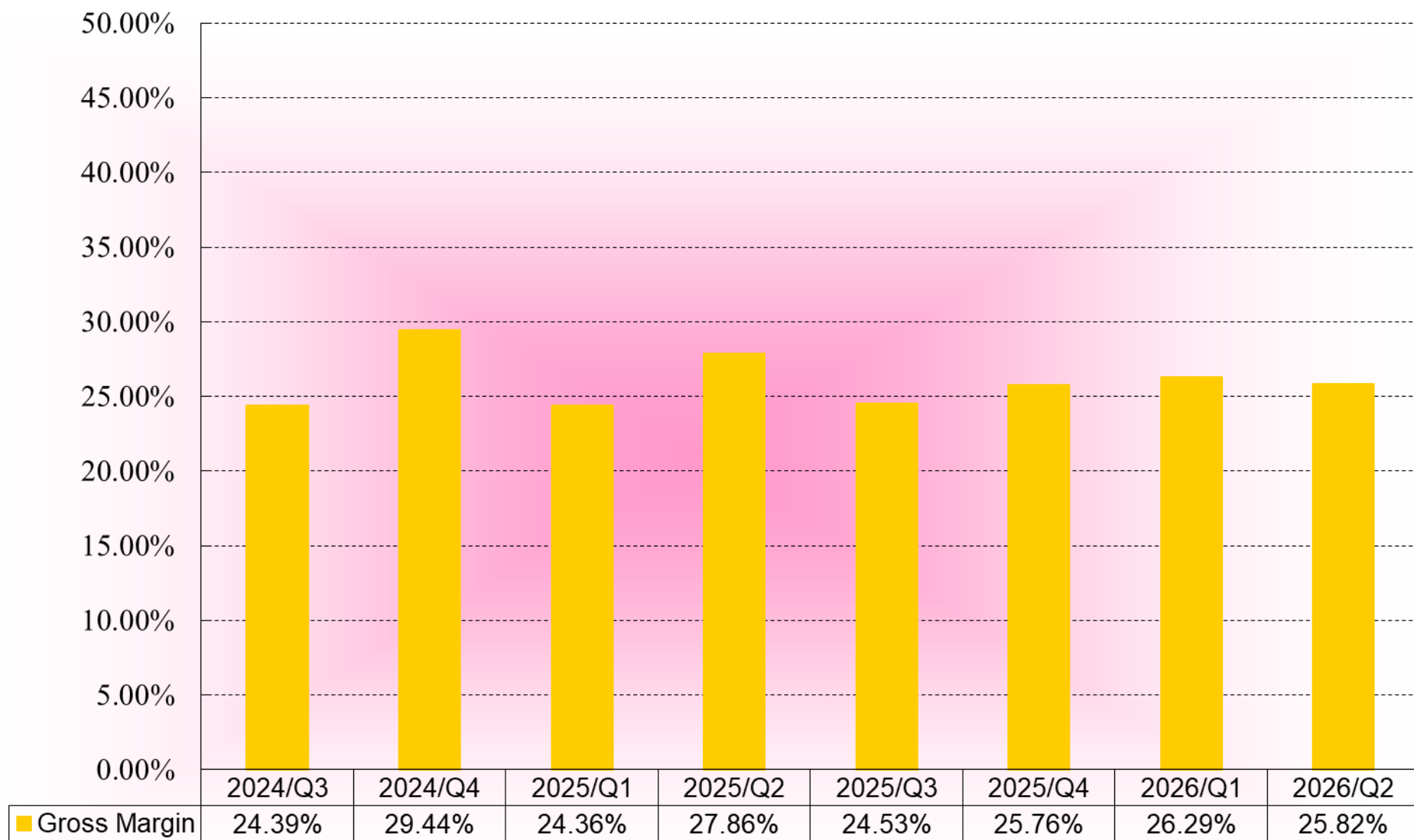
加熱
方向盤

Heated steering
wheel

UNIT: NT\$ thousand

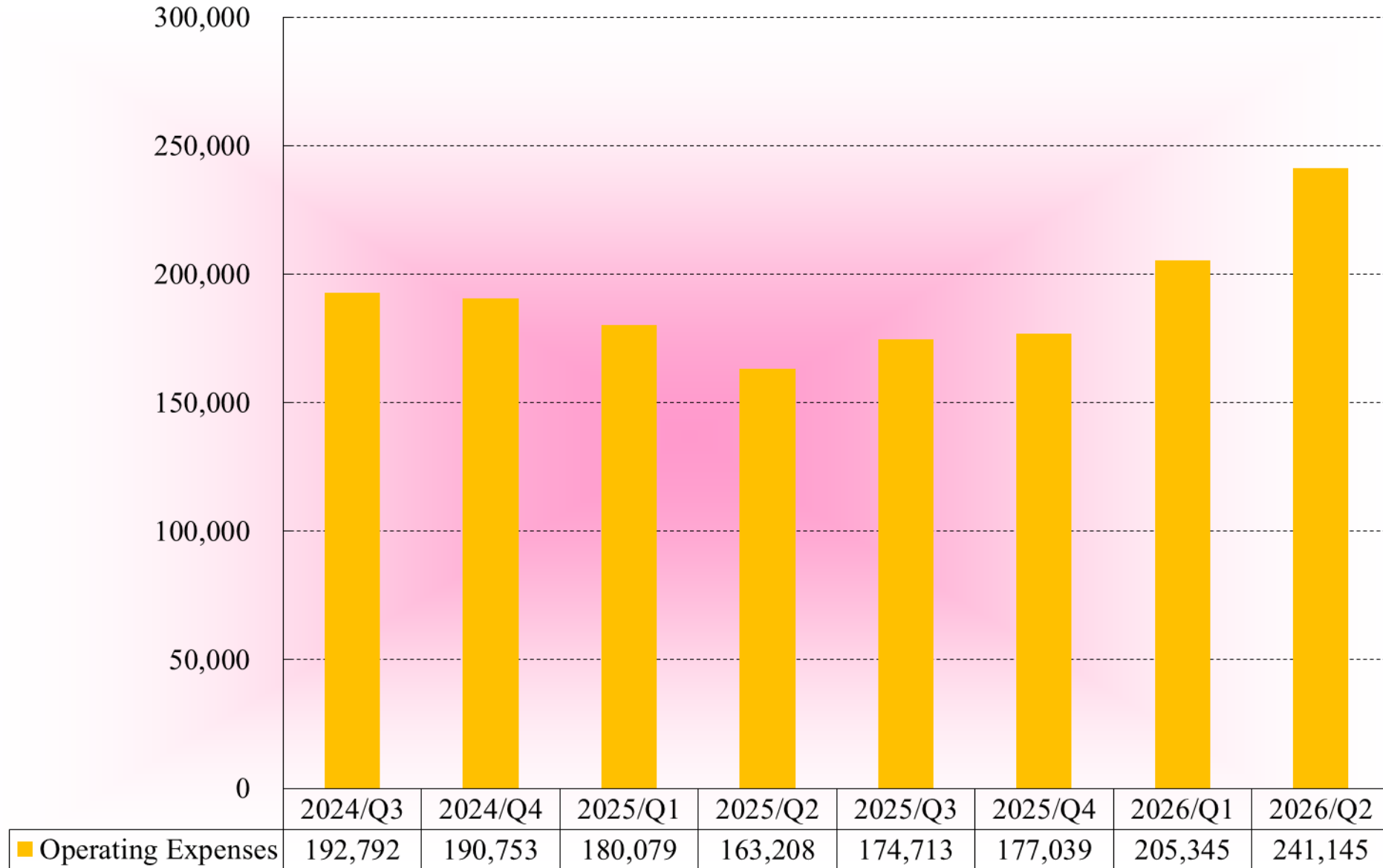


Financial Status – Gross Margin



Financial Status – Operating Expenses

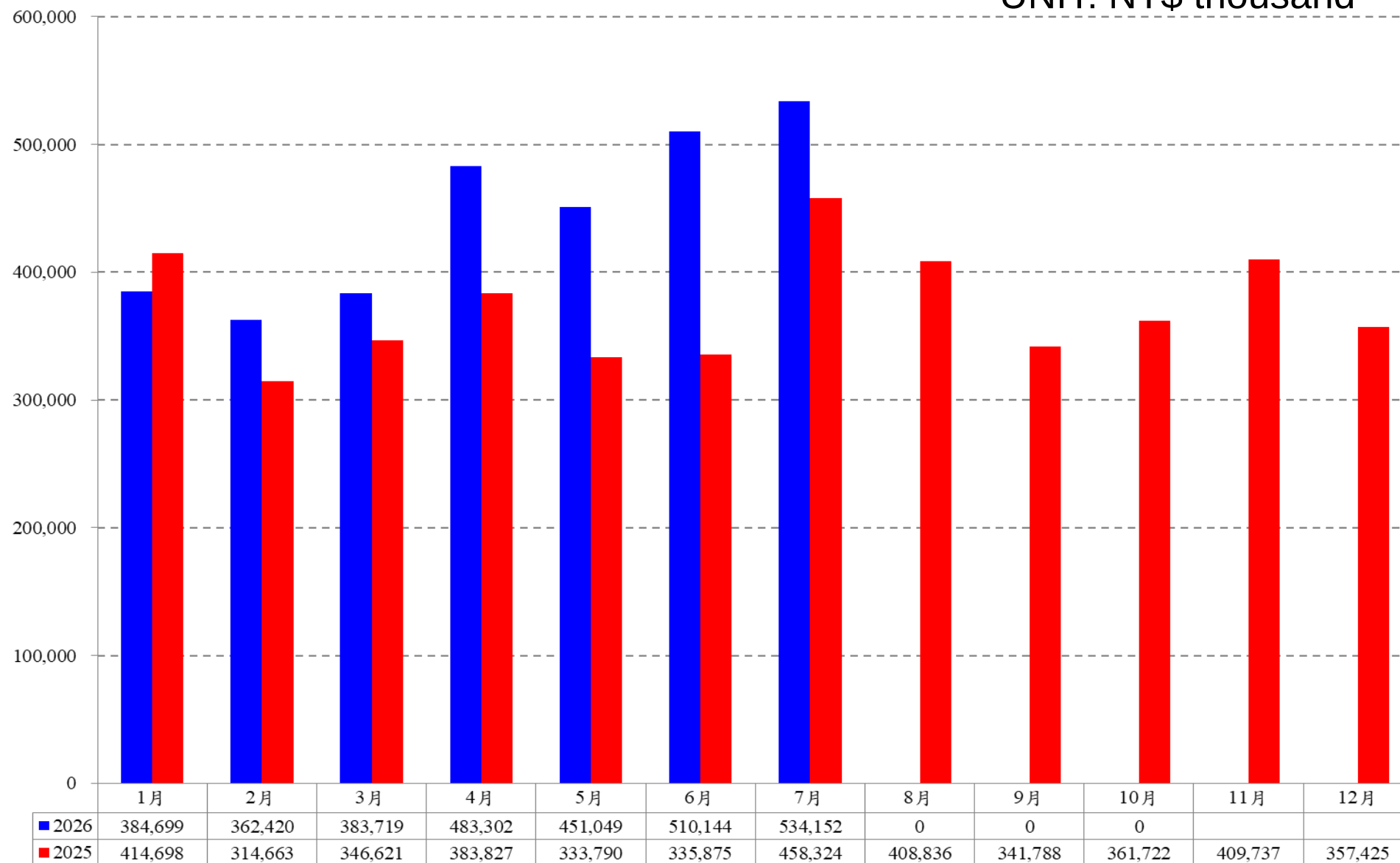
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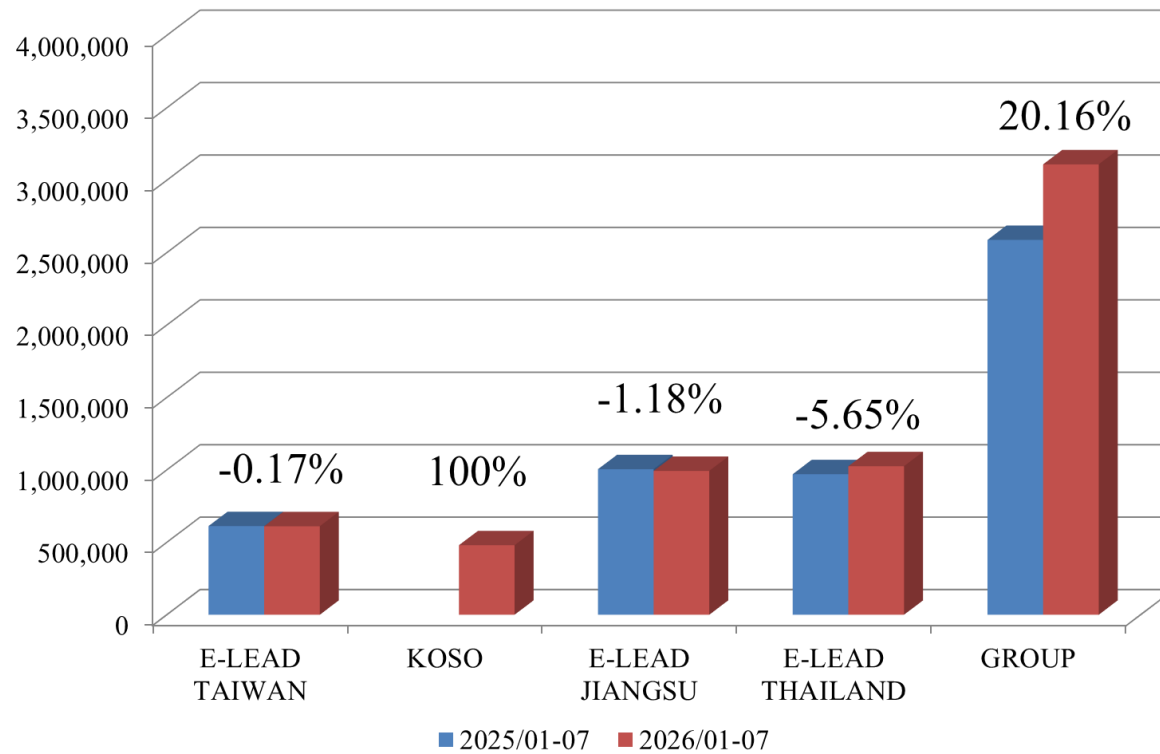
UNIT: NT\$



UNIT: NT\$ thousand

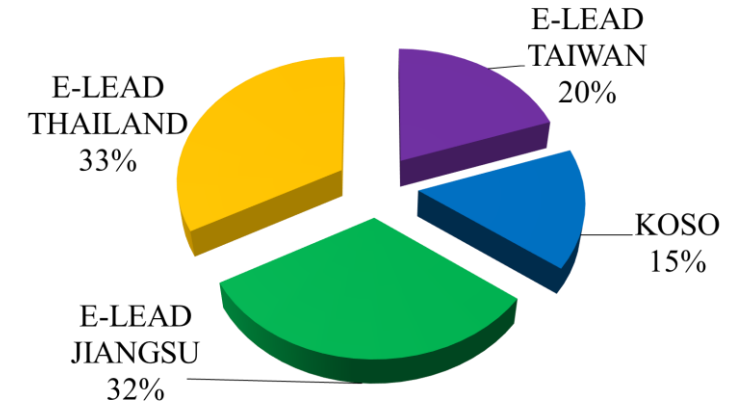


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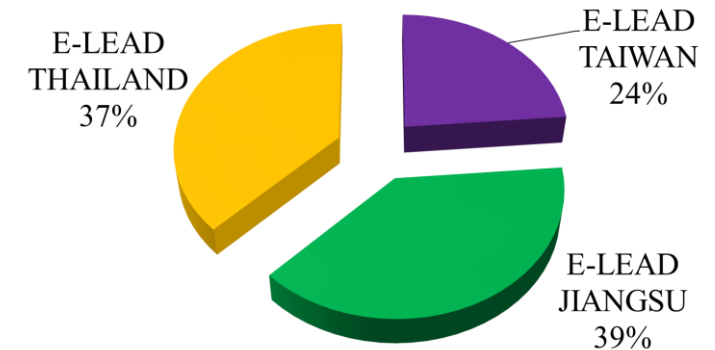


RATIO

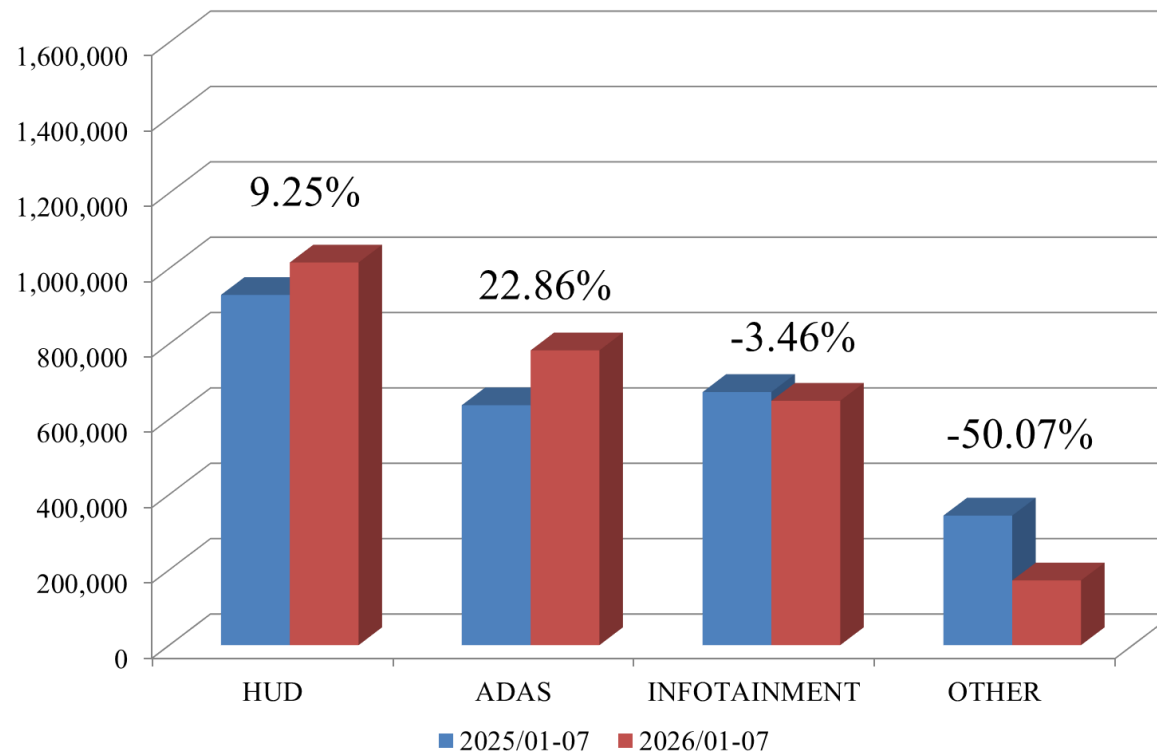
2026/01-07 REVENUE BY BU



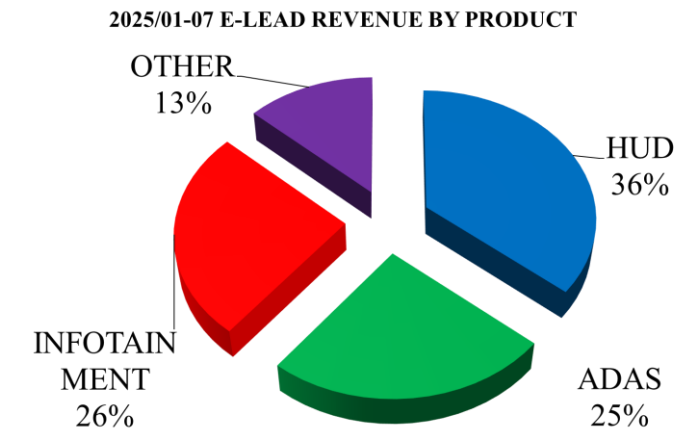
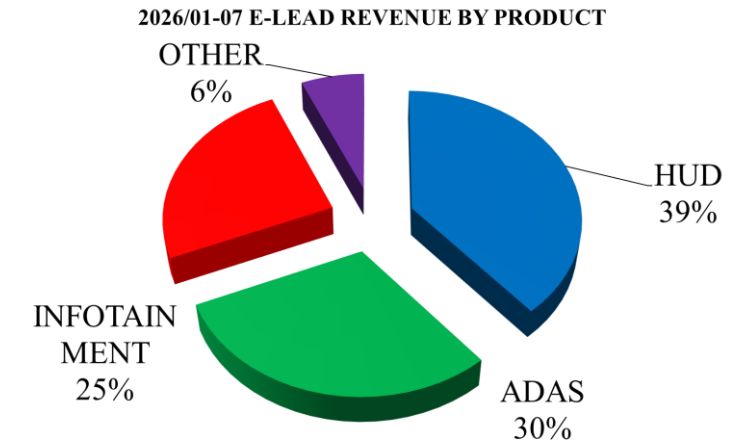
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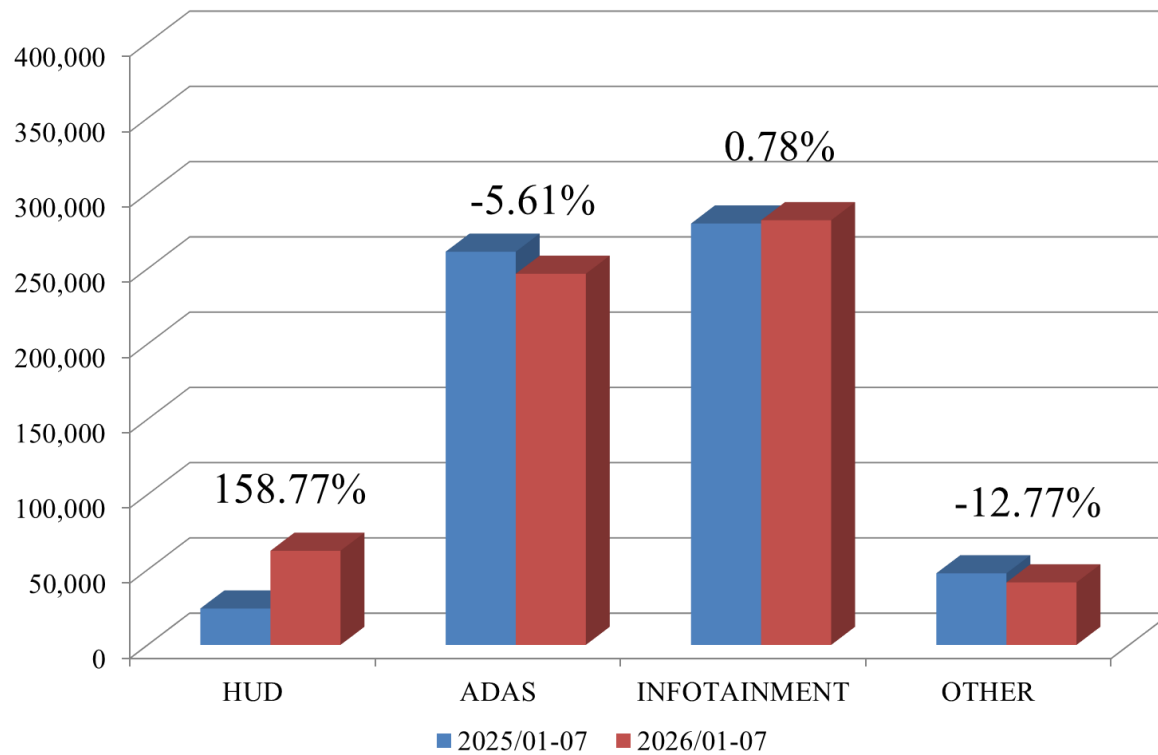
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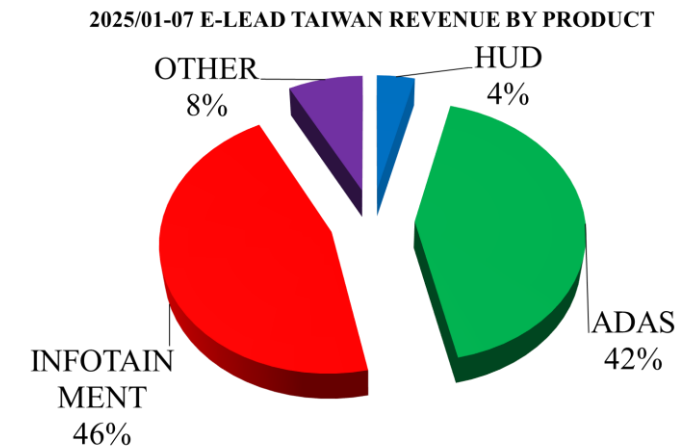
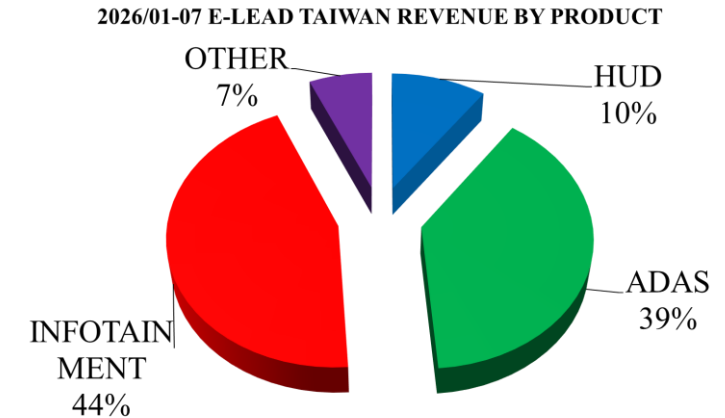
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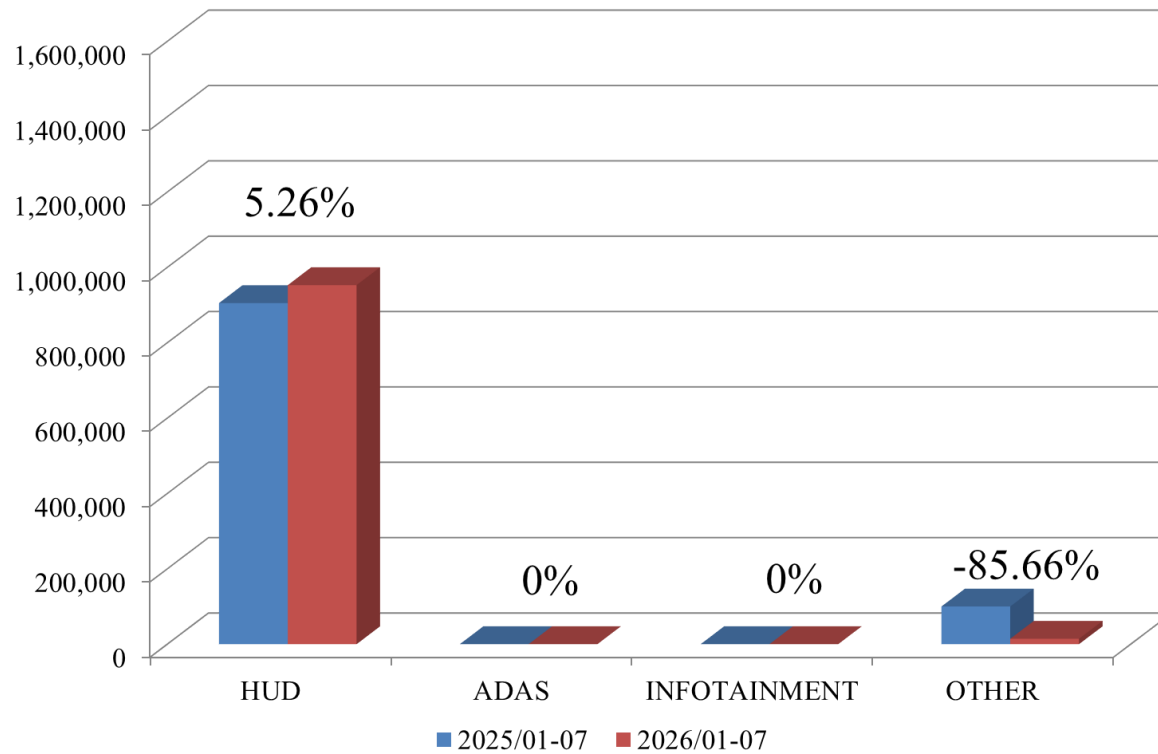
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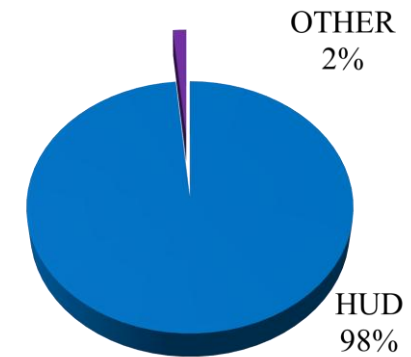


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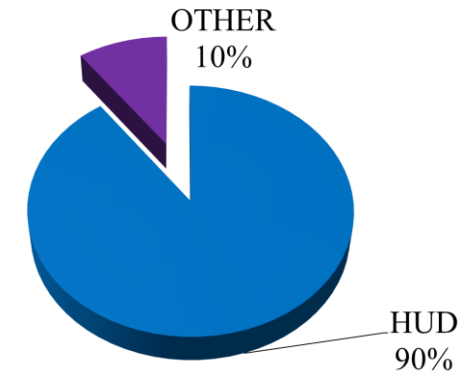


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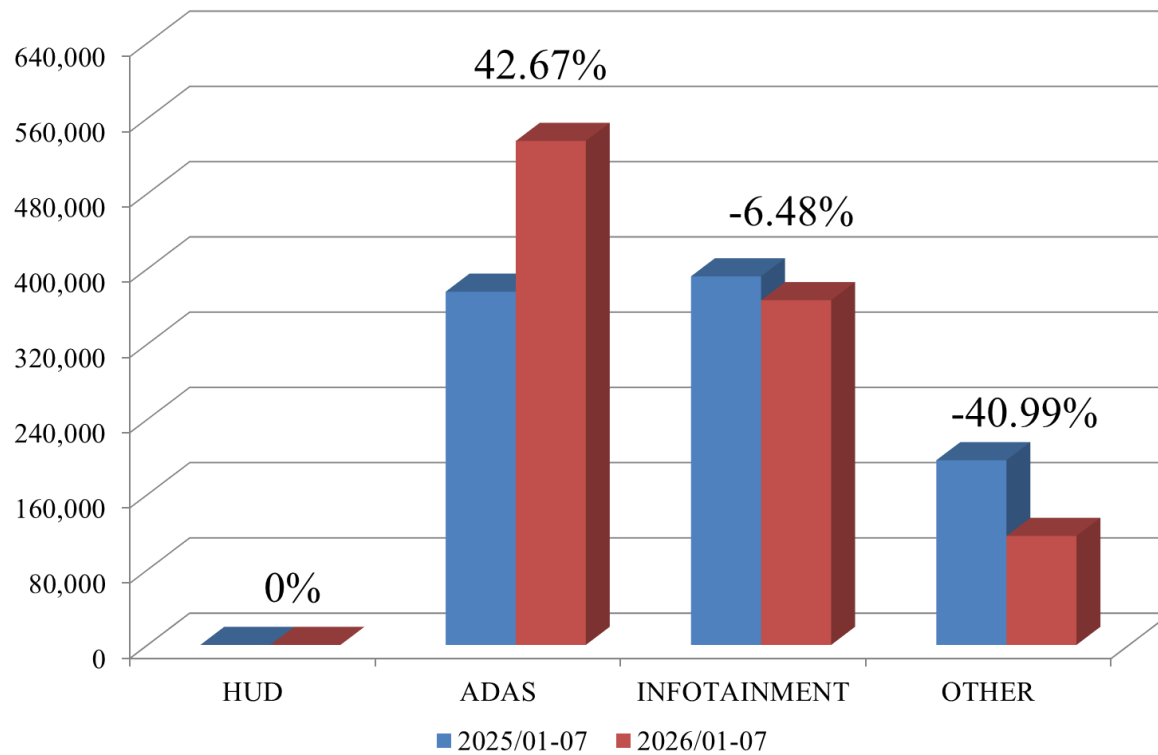
2026/01-07 E-LEAD JIANGSU REVENUE BY PRODUCT



2025/01-07 E-LEAD JIANGSU REVENUE BY PRODUCT

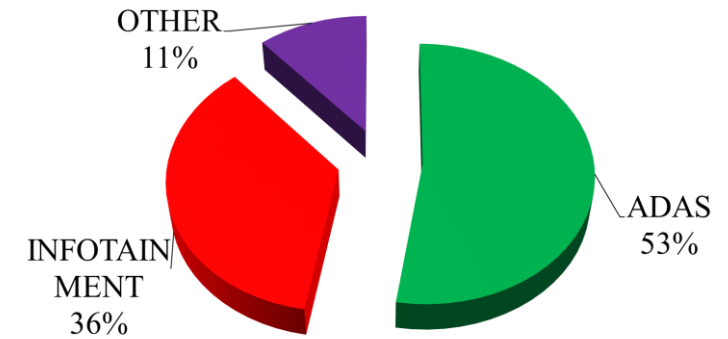


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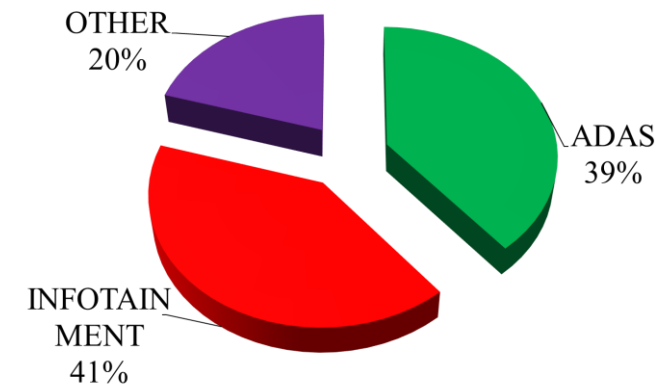


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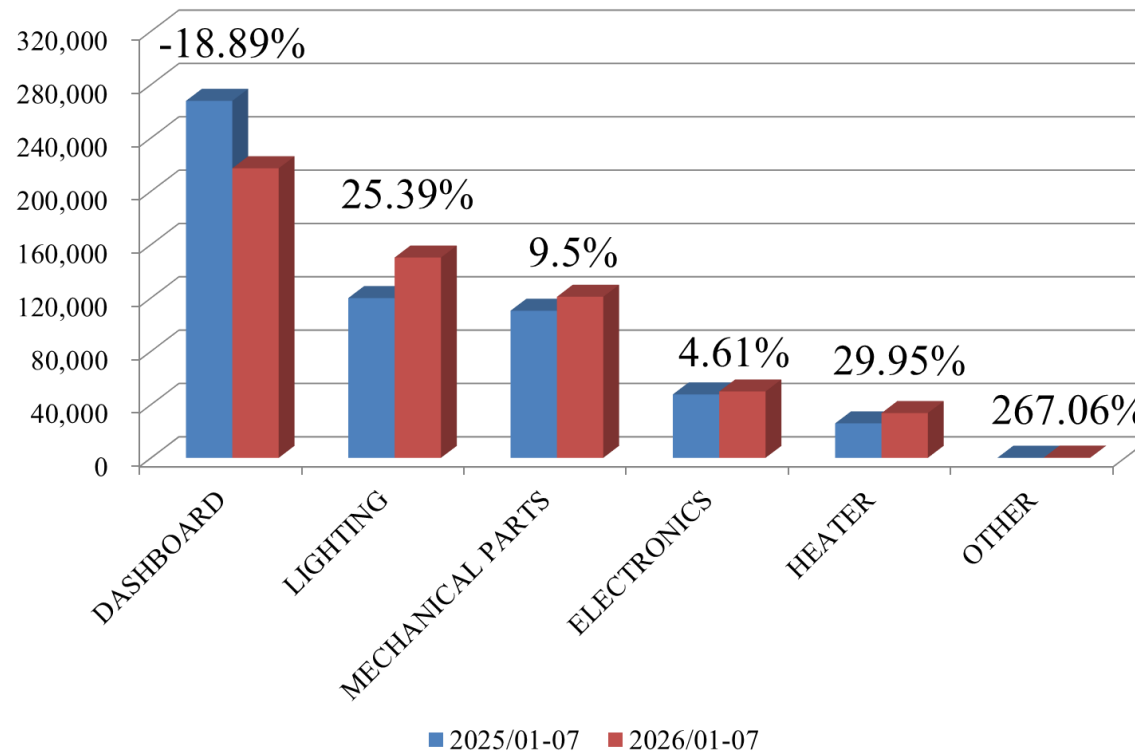
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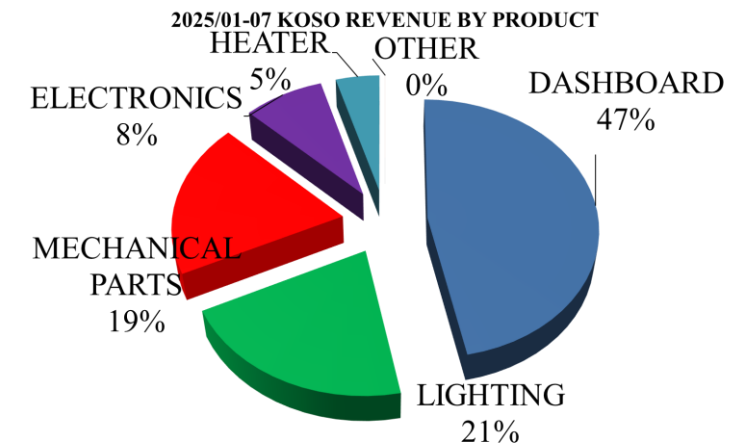
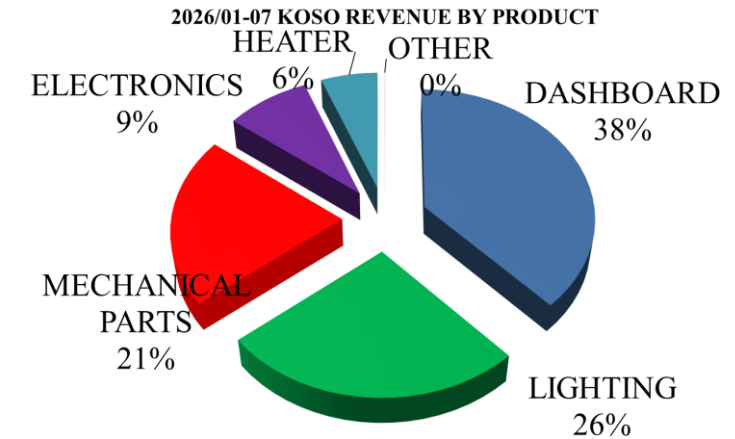
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TREND



RATIO



Thank you



Q & A