

# 華碩電腦

2023年第2季投資人說明會

# 聲明

本簡報及同時發佈之相關訊息內含有從公司內部與外部來源所取得的預測性資訊。

本公司未來實際所發生的營運結果、財務狀況以及業務展望，可能與這些預測性資訊所明示或暗示的預估有所差異，其原因可能來自於各種本公司所不能掌控的風險。

本簡報中對未來的展望，反應本公司截至目前為止對於未來的看法。對於這些看法，未來若有任何變更或調整時，本公司並不負責隨時提醒或更新。

# 議程

- 2023年第2季財務結果
- 策略與展望
- 問與答



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# 2023年第2季財務結果

# 2023年第2季自結品牌損益

in NT\$ Mn	2023 2Q	2023 1Q	QoQ	2022 2Q	YoY
<b>Net Revenue</b>	<b>107,488</b>	<b>102,376</b>	<b>5%</b>	<b>115,210</b>	<b>-7%</b>
COGS	(94,040)	(94,128)	0%	(101,153)	-7%
<b>Gross Profit</b>	<b>13,448</b>	<b>8,247</b>	<b>63%</b>	<b>14,056</b>	<b>-4%</b>
Operating Expenses	(12,229)	(11,900)	3%	(12,087)	1%
<b>Operating Profit</b>	<b>1,219</b>	<b>(3,653)</b>	<b>-133%</b>	<b>1,970</b>	<b>-38%</b>
Non-OP Items	1,202	1,703	-29%	450	167%
<b>Pre-Tax Profit</b>	<b>2,421</b>	<b>(1,950)</b>	<b>-224%</b>	<b>2,420</b>	<b>0%</b>
Tax	165	268	-38%	(524)	-132%
<b>Net Profit</b>	<b>2,586</b>	<b>(1,682)</b>	<b>-254%</b>	<b>1,896</b>	<b>36%</b>
<b>EPS</b>	<b>3.5</b>	<b>(2.3)</b>		<b>2.6</b>	
<b>Gross Margin %</b>	<b>12.5%</b>	<b>8.1%</b>		<b>12.2%</b>	
<b>Operating Margin %</b>	<b>1.1%</b>	<b>-3.6%</b>		<b>1.7%</b>	
<i>Sales allowances</i>	-17.7%	-16.0%		-9.3%	
<i>Inventory allowances</i>	2.6%	0.9%		-7.5%	

# 2023年第2季自結品牌業外損益

in NT\$ Mn	2023 2Q	2023 1Q	QoQ	2022 2Q	YoY
Interest Income (net)	571	482	18%	120	375%
Investment Income	351	290	21%	562	-38%
<i>Askey</i>	<i>(118)</i>	<i>(49)</i>	<i>-142%</i>	<i>(1)</i>	<i>-8109%</i>
<i>Others</i>	<i>469</i>	<i>339</i>	<i>38%</i>	<i>564</i>	<i>-17%</i>
Exchange Gain/(Loss)	<i>(73)</i>	990	-107%	<i>(699)</i>	90%
Dividend Income	2	9	-71%	7	-64%
Other Income (net)	351	<i>(67)</i>	623%	459	-24%
<b>Total Non-OP items</b>	<b>1,202</b>	<b>1,703</b>	<b>-29%</b>	<b>450</b>	<b>167%</b>

# 2023年第2季自結品牌資產負債表

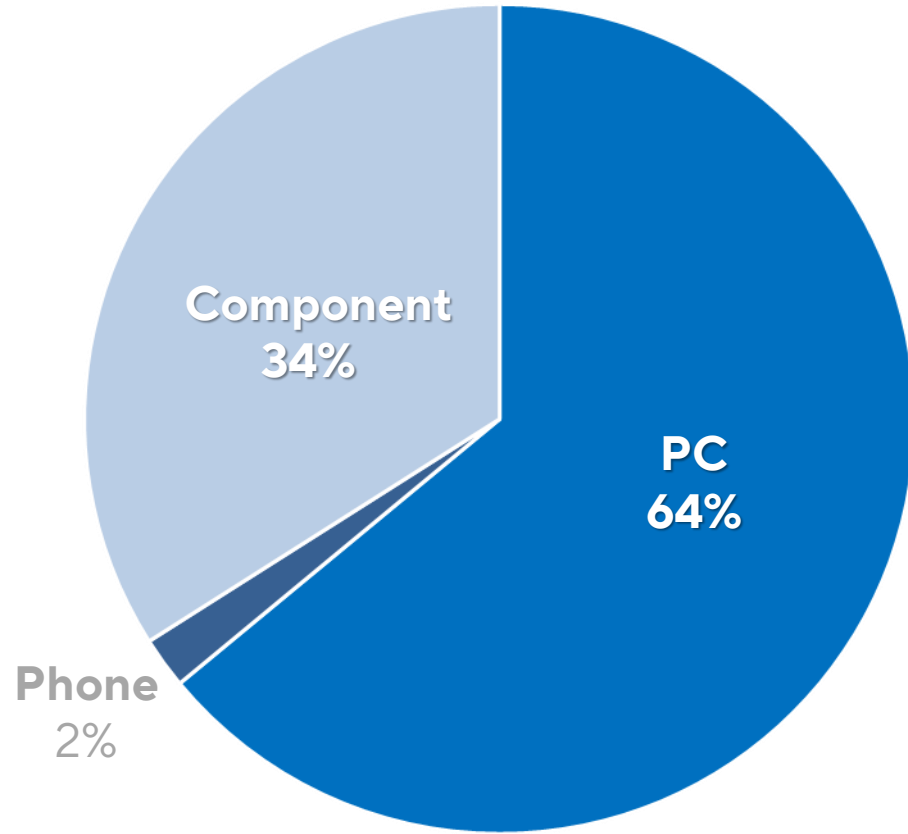
in NT\$ Mn	Jun 30, 2023	Mar 31, 2023	QoQ	Jun 30, 2022	YoY
Cash & equivalents	54,704	58,829	-7%	27,299	100%
Accounts receivable	91,352	86,539	6%	92,629	-1%
Inventories	117,520	115,845	1%	206,170	-43%
<b>Current Assets</b>	<b>277,642</b>	<b>275,101</b>	<b>1%</b>	<b>340,814</b>	<b>-19%</b>
Long-term investments	115,245	107,611	7%	97,531	18%
Fixed assets	14,500	14,450	0%	14,322	1%
<b>Total Assets</b>	<b>437,651</b>	<b>427,370</b>	<b>2%</b>	<b>479,568</b>	<b>-9%</b>
Accounts payable	62,780	56,113	12%	64,992	-3%
<b>Current Liabilities</b>	<b>197,660</b>	<b>187,857</b>	<b>5%</b>	<b>251,955</b>	<b>-22%</b>
<b>Total Liabilities</b>	<b>218,341</b>	<b>208,237</b>	<b>5%</b>	<b>270,227</b>	<b>-19%</b>
Paid-in capital	7,428	7,428		7,428	
<b>Stockholders' equity</b>	<b>219,311</b>	<b>219,132</b>	<b>0%</b>	<b>209,341</b>	<b>5%</b>
Avg. Days of Inventory	103	108		180	
Avg. Days of AR	71	66		72	
Avg. Days of AP	55	46		71	
<b>Avg. CCC Days</b>	<b>119</b>	<b>128</b>		<b>182</b>	

(unaudited brand consolidated financials)

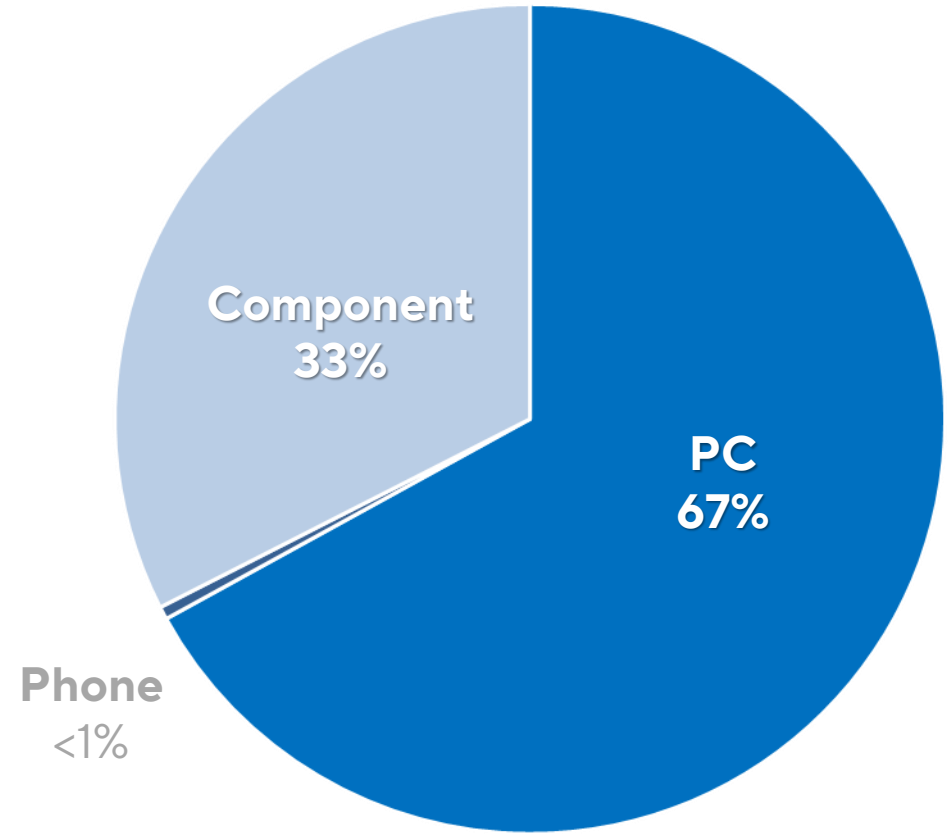


# 營收產品組合

2Q 2023



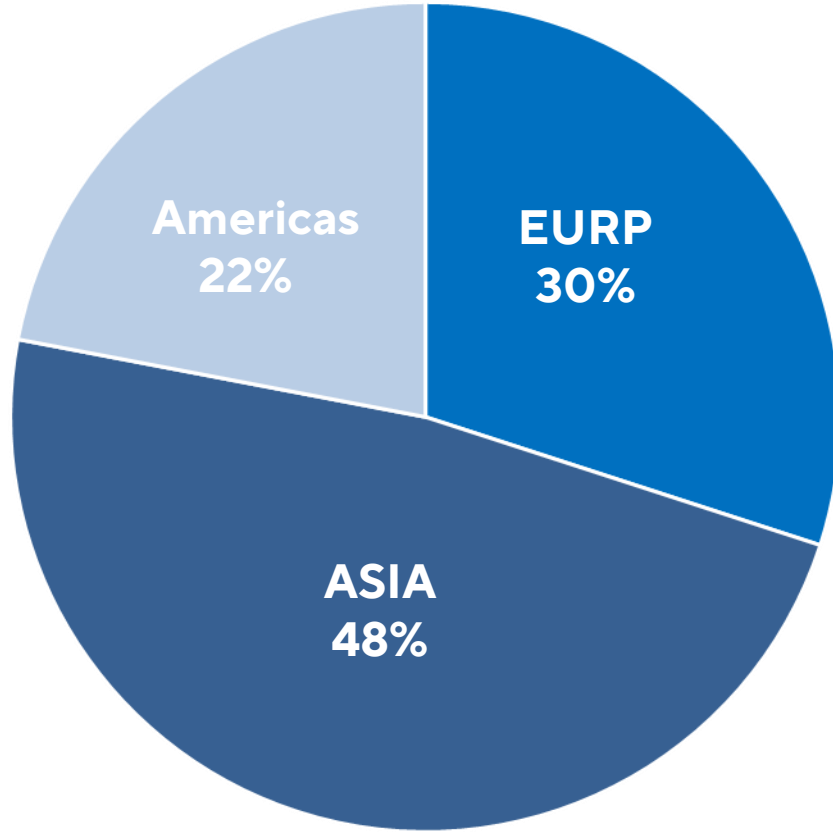
2Q 2022



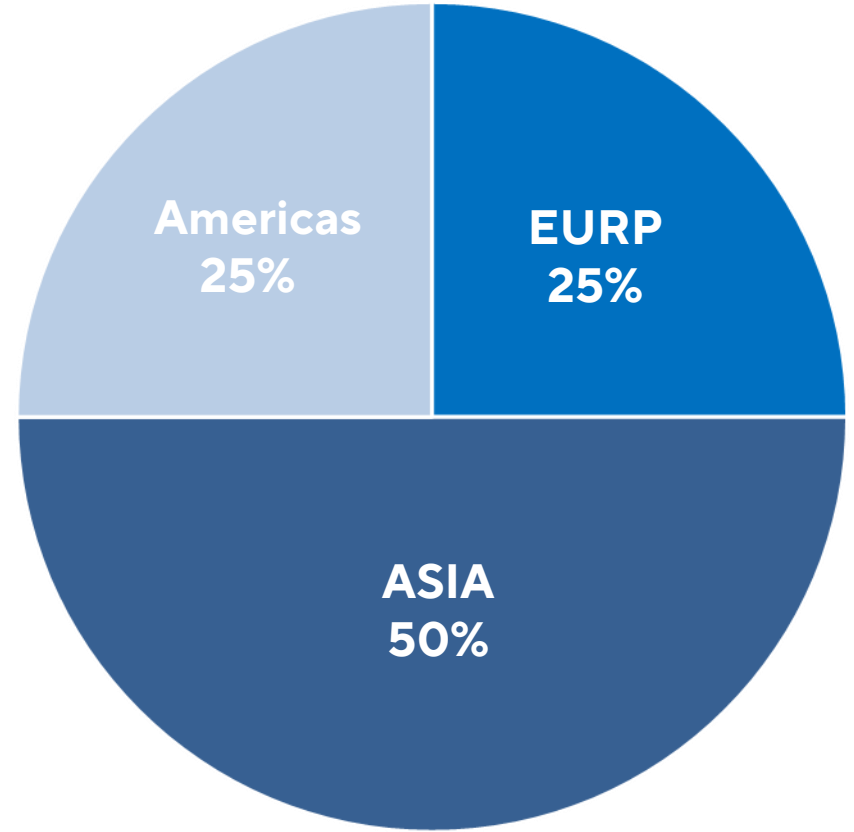


# 營收區域組合

2Q 2023



2Q 2022



# 3Q 2023 營運展望

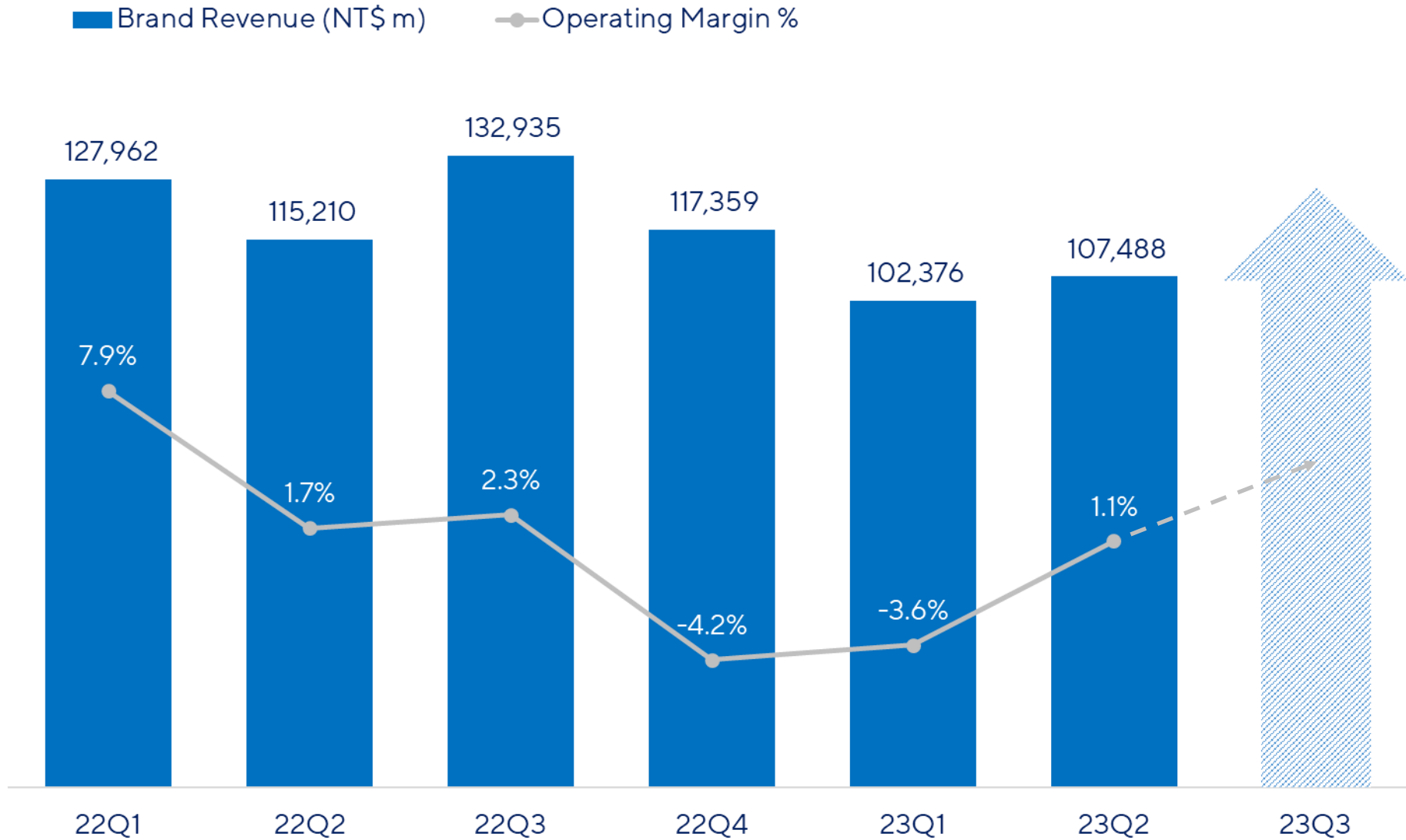
- PC QoQ +20%
- Component QoQ +10%



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# 策略與展望

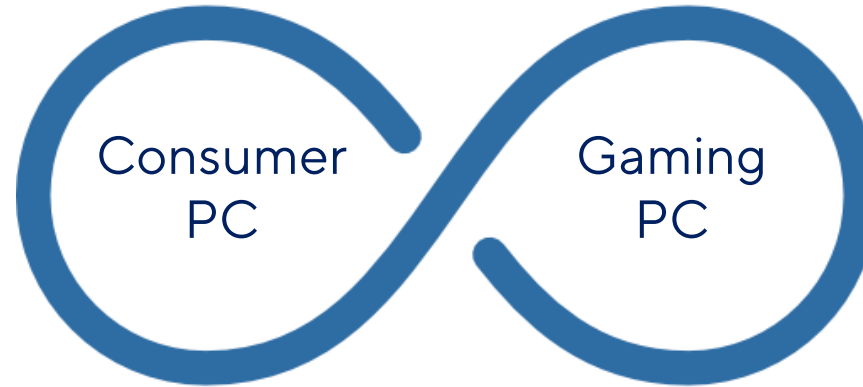
# Business Stabilization



# ASUS One PC Strategy

## Consumer Business Unit

Leadership



Agile and Synergistic Organization

Value Stream Maximization

## Commercial Business Unit

Expansion



Empowered Strategy Execution

# Powering the Next Generation of Computing

## AI Server

HPC Infrastructure

## Platform Service

AIHPC as a Service

## On-premise Solutions

Turn-key Solution  
for Enterprise GAI

## AI at the Edge

Enabling Real-time Insights

## AI on the PC

Redefining the PC with AI

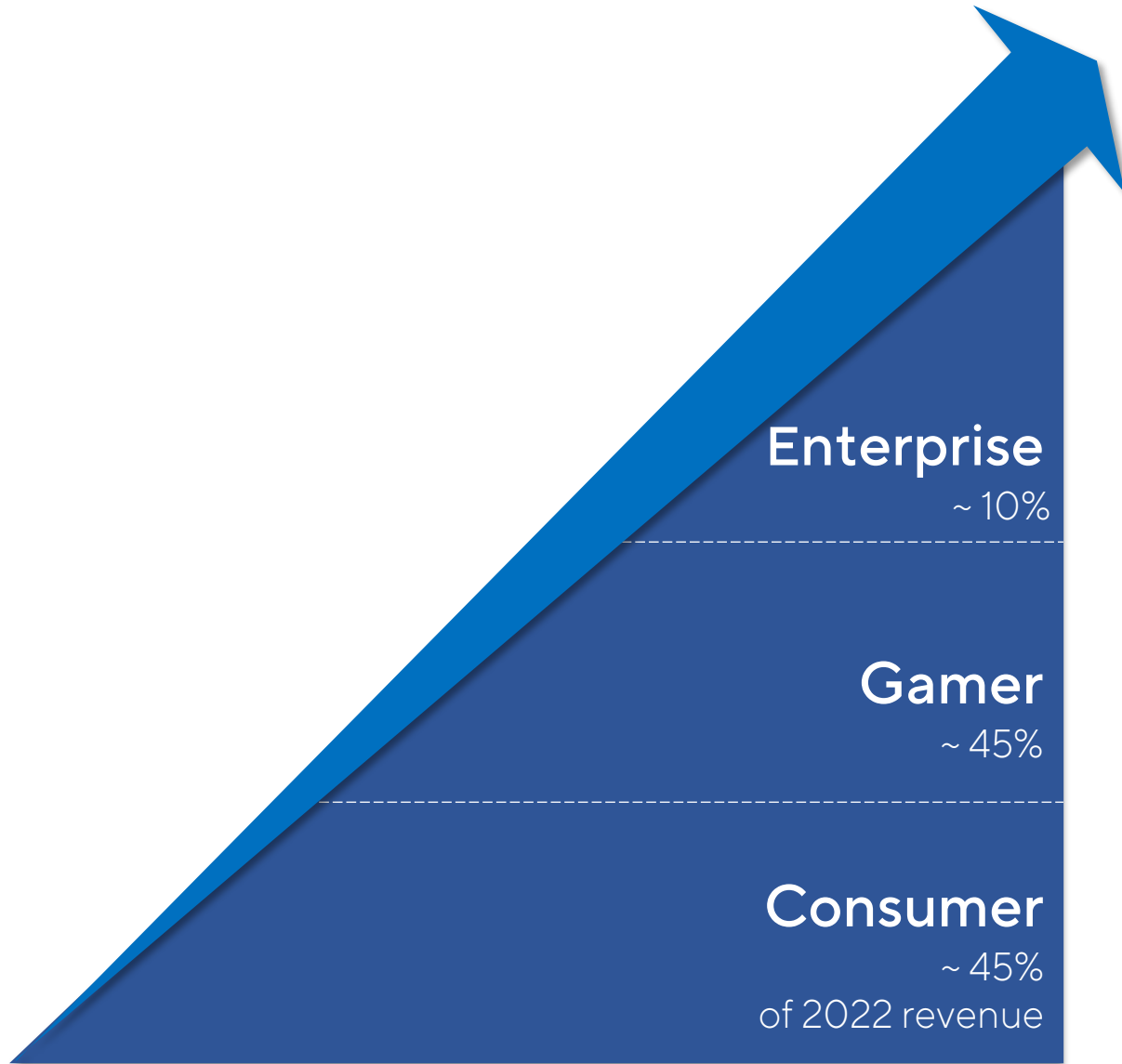


A True Total Solutions Provider

Technology Capabilities &  
Synergistic Partnership

Embrace the Opportunity

# Growth Enterprise Transformation



## Multiple Drivers

Commercial PC

\* 2X ↗

AIoT,  
Server, AI Server,  
AIHPC

\* 5X ↗

Gaming PC,  
ROG Ally

Robust Growth ↗

AI PC,  
ProArt Creator

Innovation  
& Product Leadership

Motherboard

Brand Position  
& User Value

\* from 2022 to 2027

# System Business Group

## 2023 Q2 Performance



## Business Highlights

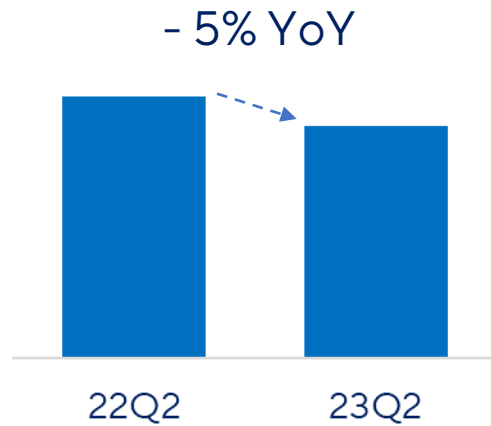
- ASUS One PC Strategy: transforming into a more agile and synergistic organization with dual focus on consumer and commercial products
- Solidifying leadership with worldwide No. 1 gaming NB market share
- Pioneered brand of AI-powered PC: unveiling a whole new realm of productivity & entertainment



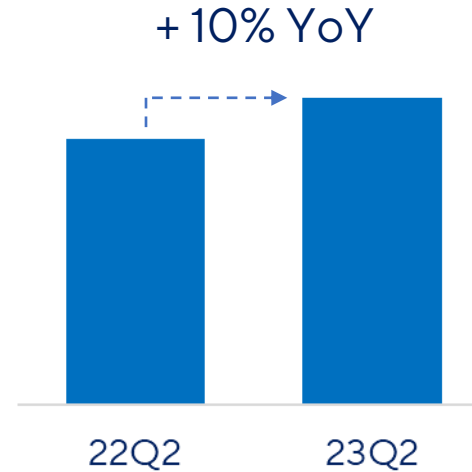
# Open Platform Business Group

## 2023 Q2 Performance

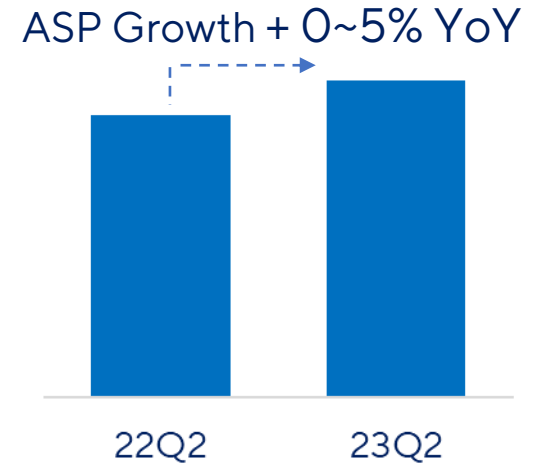
23Q2 Revenue



Motherboard Shipment Growth



Enhanced Graphics Card Product Mix

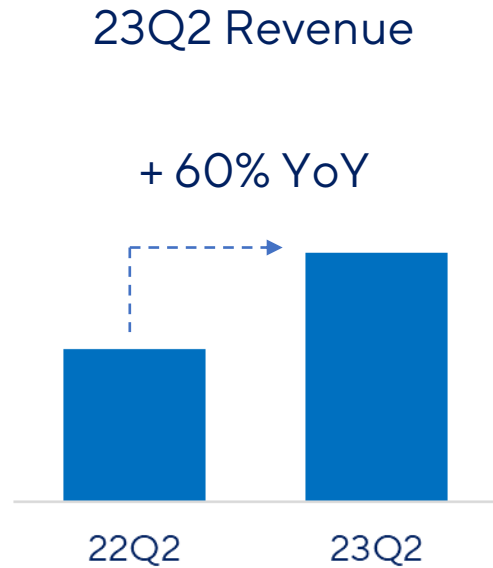


## Business Highlights

- No. 1 motherboard and graphics card: expanding gaming and ProArt creator lineups
- ASUS received PCMag's *The Best of COMPUTEX 2023* awards for graphics card and networking categories (ROG Matrix GeForce RTX 4090 and ASUS ExpertWiFi EBA63)
- Server business revenue grew over 40% YoY in Q2 2023; aiming to achieve 5X growth over 5 years

# AIoT Business Group

## 2023 Q2 Performance



5G + AIoT  
Smart Manufacturing Upgrades



Introducing Co-Winning Approach to  
ASUS AIoT Partner Alliance



Uniting over 60 solution providers

## Business Highlights

- Fostering smart manufacturing upgrades through innovative 5G + AIoT solutions, including factory war room and AR glasses system
- ASUS IoT introduced Co-Winning approach for the ASUS AIoT Partner Alliance Program, shaping the future of AI and IoT with expertise from its ecosystem partners

# No.1 Gaming Brand and Ecosystem



## LEADERSHIP

- The No. 1 choice of gamers and enthusiasts around the world
- No. 1 Gaming NBs and RTX 40 series high-end NBs



- The gaming handheld ROG Ally was ranked No. 1 in PC Gaming sales at major 3C channels in North America
- Launched ROG Matrix RTX 4090 graphics card with world's first 4.0 GHZ OC record



ROG ALLY



## INNOVATION

## DIVERSITY

- Driving integration of gaming, entertainment, sports, music, and lifestyle



# Sustaining an Incredible Future

## ASUS 2025 Sustainability Goals

### Circular Economy



- Promote sustainable procurement and increase the use of environmentally friendly materials in products and packaging by 100%

### Responsible Manufacturing



- Achieve labor and human rights goals by completing 100% of RBA third-party audits of key suppliers and ensuring any necessary corrective actions are taken
- Use responsible minerals by sourcing 100% of tantalum, tin, tungsten, gold, and cobalt from qualified smelters

### Climate Action



- Key products 30% above ENERGY STAR efficiency
- Key suppliers cut carbon intensity 30% by 2025
- 100% renewable energy use in Taiwan by 2030, globally by 2035

### Value Creation



- Intensify digital transformation and innovation efforts with the goal of a 100% increase in sustainable value creation
- Strengthen industry/academia cooperative projects to cultivate more than 1,000 talents

# Sustaining an Incredible Future

## Transparency and Accountability



Recognition by  
*Asia-Pacific Climate Leaders*  
for the Second Consecutive Time



Three Consecutive Years of  
Recognition by the  
*Asia Sustainability Reporting Awards*



2022 Sustainability Report



TCFD Report  
(Task Force on Climate-related  
Financial Disclosures Report)



EP&L Report  
(Environmental Profit and Loss)



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# 問與答