

# 華碩電腦

2023年第3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3季財務結果
- 策略與展望
- 問與答



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# 2023年第3季財務結果

# 2023年第3季自結品牌損益

in NT\$ Mn	2023 3Q	2023 2Q	QoQ	2022 3Q	YoY
<b>Net Revenue</b>	<b>126,236</b>	<b>107,488</b>	<b>17%</b>	<b>132,935</b>	<b>-5%</b>
COGS	(104,305)	(94,040)	11%	(117,526)	-11%
<b>Gross Profit</b>	<b>21,932</b>	<b>13,448</b>	<b>63%</b>	<b>15,409</b>	<b>42%</b>
Operating Expenses	(13,490)	(12,229)	10%	(12,352)	9%
<b>Operating Profit</b>	<b>8,442</b>	<b>1,219</b>	<b>592%</b>	<b>3,057</b>	<b>176%</b>
Non-OP Items	4,903	1,202	308%	4,132	19%
<b>Pre-Tax Profit</b>	<b>13,345</b>	<b>2,421</b>	<b>451%</b>	<b>7,189</b>	<b>86%</b>
Tax	(2,248)	165	-1461%	(1,000)	125%
<b>Net Profit</b>	<b>11,097</b>	<b>2,586</b>	<b>329%</b>	<b>6,189</b>	<b>79%</b>
<b>EPS</b>	<b>14.9</b>	<b>3.5</b>		<b>8.3</b>	
<b>Gross Margin %</b>	<b>17.4%</b>	<b>12.5%</b>		<b>11.6%</b>	
<b>Operating Margin %</b>	<b>6.7%</b>	<b>1.1%</b>		<b>2.3%</b>	
<i>Sales allowances</i>	-15.4%	-17.7%		-10.4%	
<i>Inventory allowances</i>	3.1%	2.6%		-3.8%	

# 2023年第3季自結品牌業外損益

in NT\$ Mn	2023 3Q	2023 2Q	QoQ	2022 3Q	YoY
Interest Income (net)	500	571	-12%	(60)	931%
Investment Income	446	351	27%	841	-47%
<i>Askey</i>	(66)	(118)	44%	185	-136%
<i>Others</i>	512	469	9%	656	-22%
Exchange Gain/(Loss)	1,023	(73)	1506%	(24)	4377%
Dividend Income	2,847	2	114532%	3,083	-8%
Other Income (net)	88	351	-75%	292	-70%
<b>Total Non-OP items</b>	<b>4,903</b>	<b>1,202</b>	<b>308%</b>	<b>4,132</b>	<b>19%</b>

# 2023年第3季自結品牌資產負債表

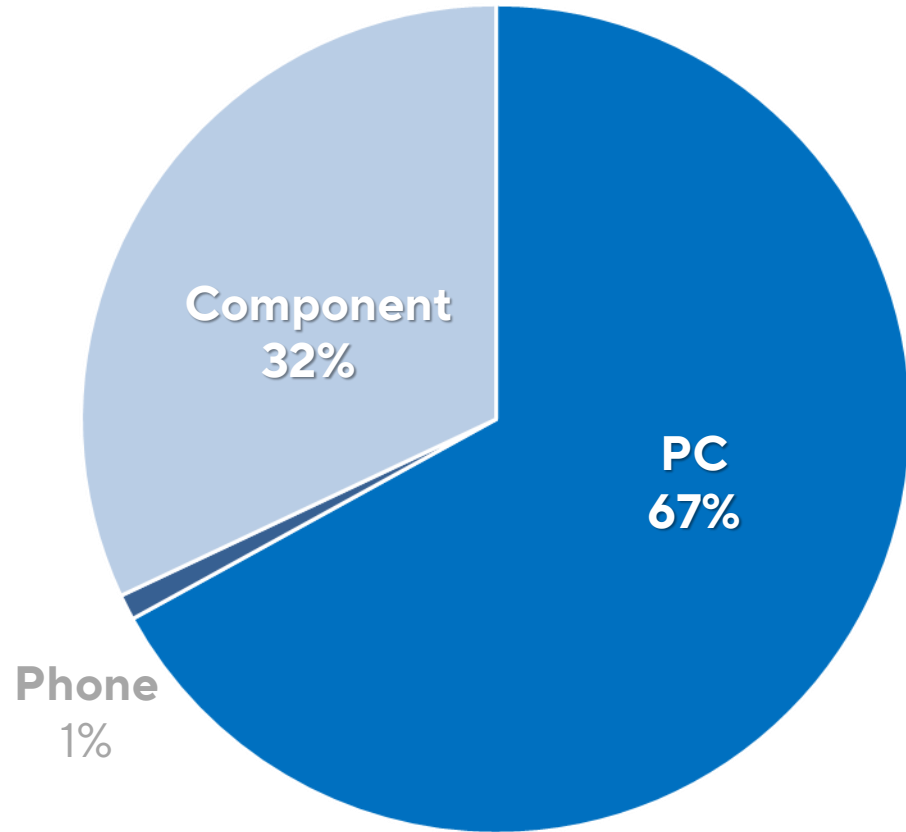
in NT\$ Mn	Sep 30, 2023	Jun 30, 2023	QoQ	Sep 30, 2022	YoY
Cash & equivalents	58,407	54,704	7%	35,585	64%
Accounts receivable	96,826	91,352	6%	98,972	-2%
Inventories	120,296	117,520	2%	174,506	-31%
<b>Current Assets</b>	<b>290,896</b>	<b>277,642</b>	<b>5%</b>	<b>324,328</b>	<b>-10%</b>
Long-term investments	113,785	115,245	-1%	95,017	20%
Fixed assets	14,652	14,500	1%	14,479	1%
<b>Total Assets</b>	<b>449,816</b>	<b>437,651</b>	<b>3%</b>	<b>460,651</b>	<b>-2%</b>
Accounts payable	60,389	62,780	-4%	57,957	4%
<b>Current Liabilities</b>	<b>195,536</b>	<b>197,660</b>	<b>-1%</b>	<b>225,239</b>	<b>-13%</b>
<b>Total Liabilities</b>	<b>216,938</b>	<b>218,341</b>	<b>-1%</b>	<b>244,216</b>	<b>-11%</b>
Paid-in capital	7,428	7,428		7,428	
<b>Stockholders' equity</b>	<b>232,878</b>	<b>219,311</b>	<b>6%</b>	<b>216,435</b>	<b>8%</b>
Avg. Days of Inventory	108	103		148	
Avg. Days of AR	76	71		66	
Avg. Days of AP	59	55		49	
<b>Avg. CCC Days</b>	<b>125</b>	<b>119</b>		<b>164</b>	

(unaudited brand consolidated financials)

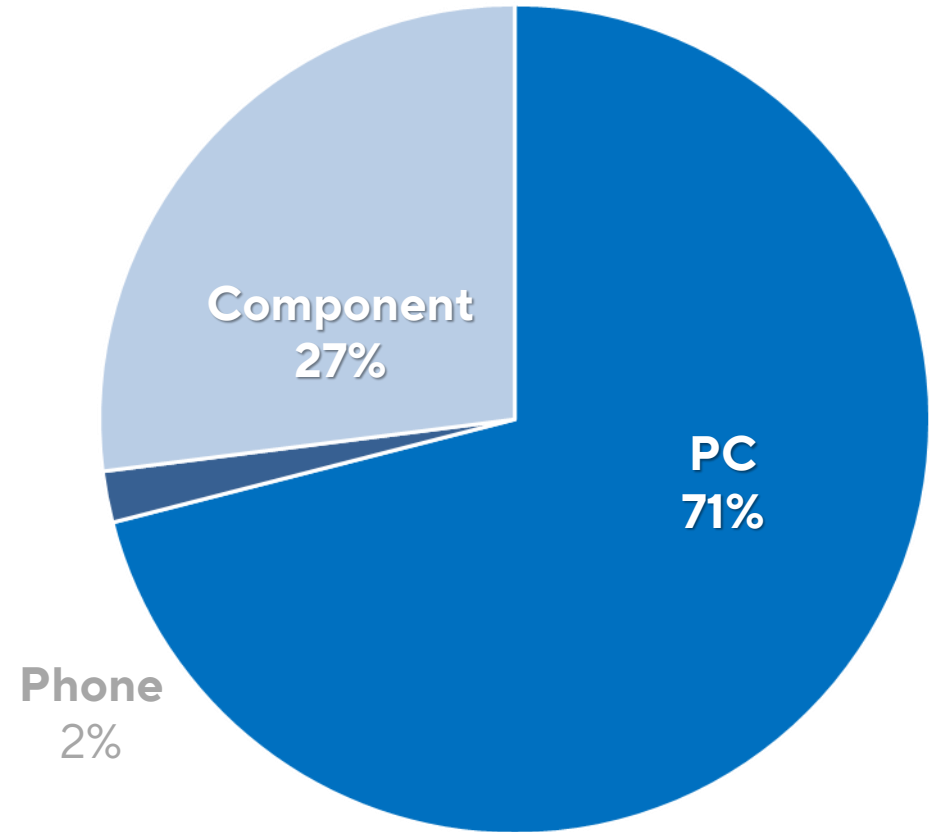


# 營收產品組合

3Q 2023



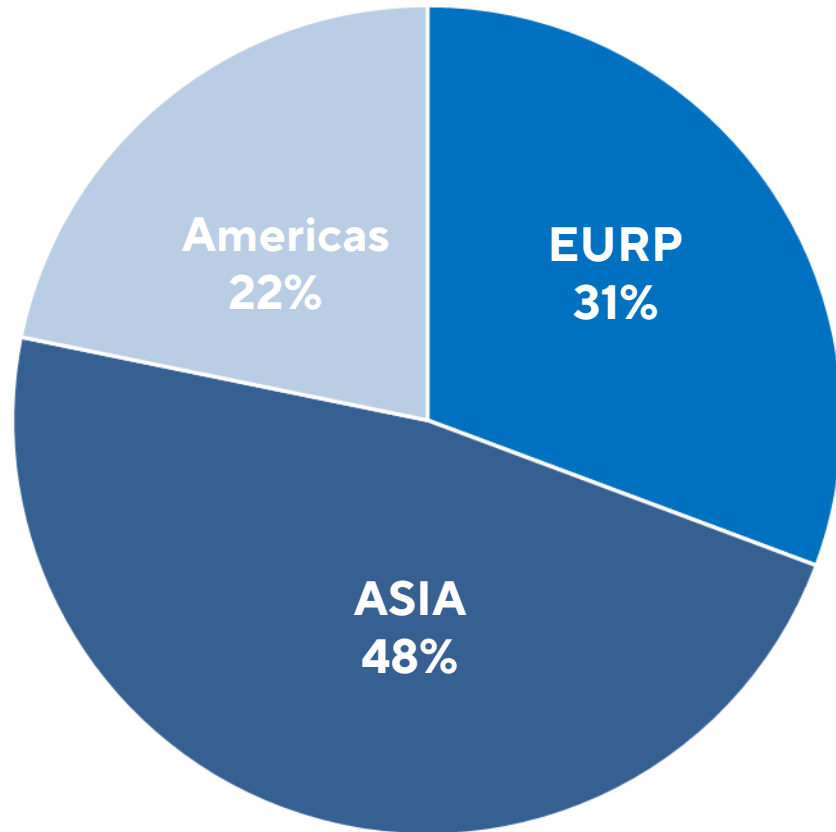
3Q 2022



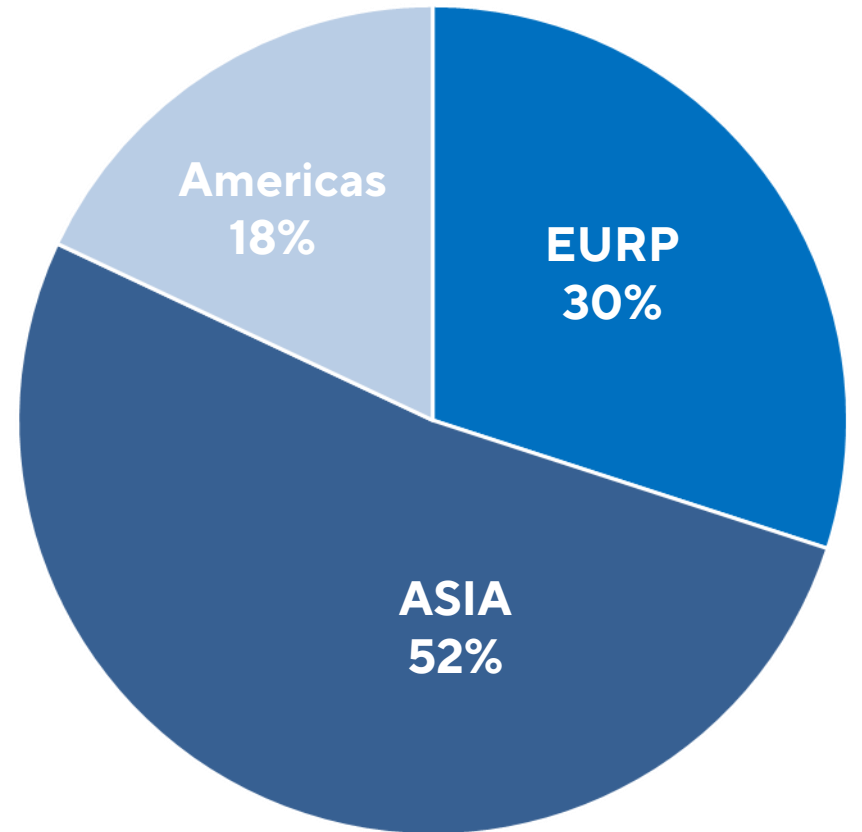


# 營收區域組合

3Q 2023



3Q 2022



# 4Q 2023 營運展望

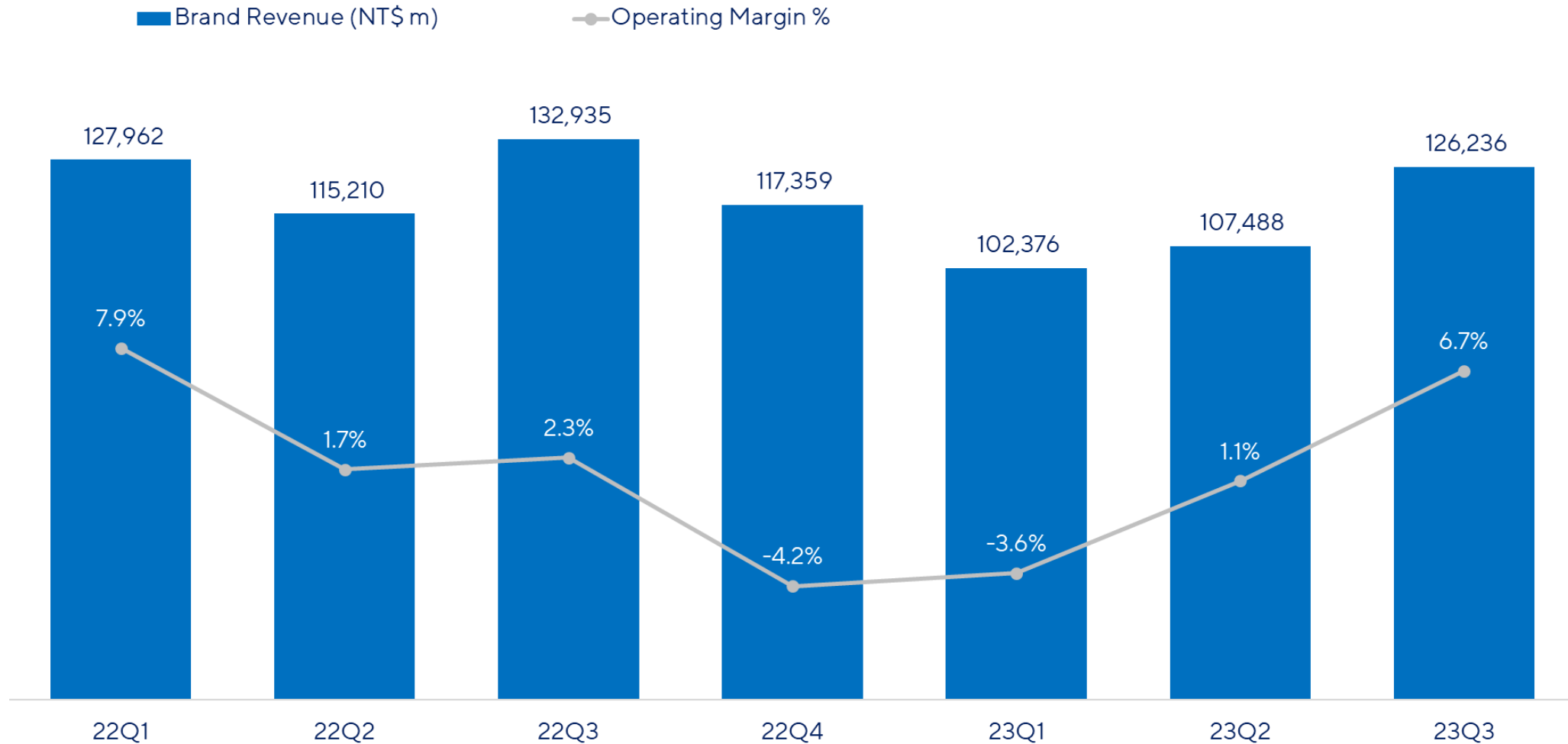
- PC QoQ -15%
- Component QoQ +5%



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# 策略與展望

# Substantial Operational Enhancement



# 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

# ASUS as a Total Data Center Solution Provider

## Infra



## Devices & Solutions



## AIHPC Services



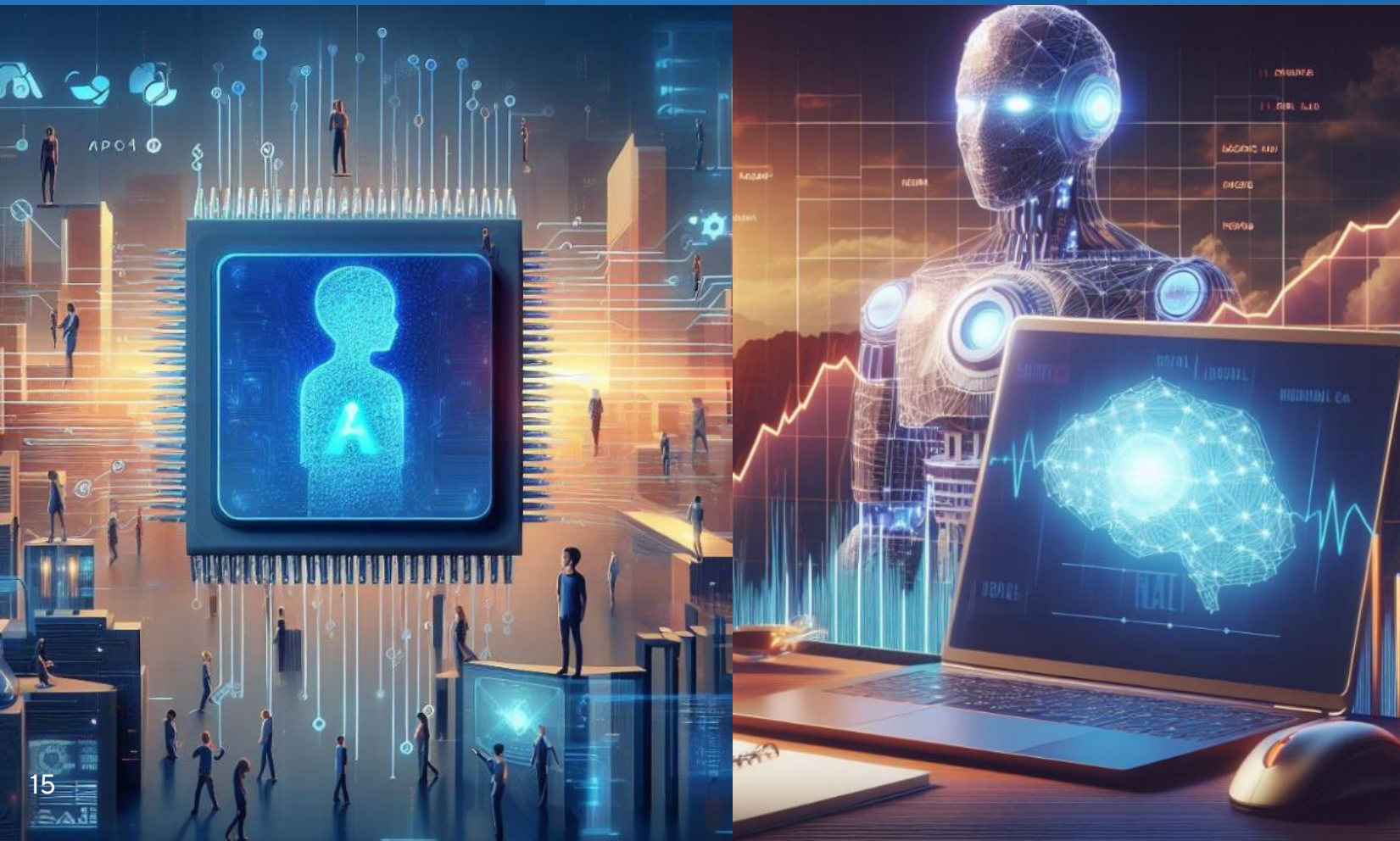
# Redefining the PC with AI

Personalized  
AI Assistant

Productivity  
Leap Forward

Instant and  
Responsive

Security  
and Privacy



# ASUS Pushes the PC Industry into New Territory

Pioneering  
Inhouse R&D



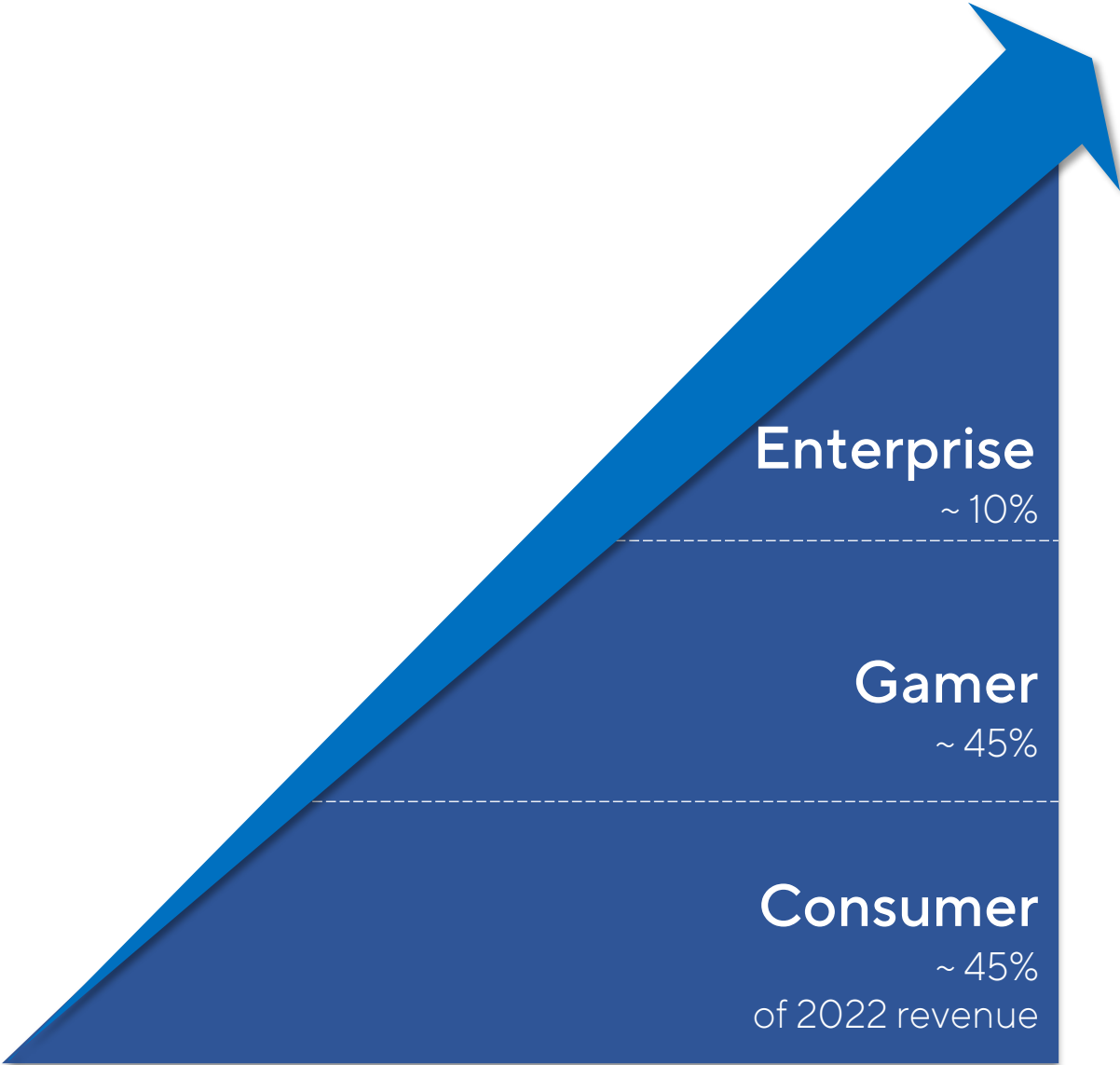
Successful  
Track Record



Rapid Technological Advancements in the Era of AI PC



# Growth Enterprise Transformation



## Multiple Drivers

Commercial PC  
\* 2X ↗

AIoT,  
Server, AI Server,  
AIHPC  
\* 5X ↗

Gaming PC,  
ROG Ally  
  
AI PC,  
ProArt Creator  
  
Innovation  
& Product Leadership

Graphics Card  
  
Robust Growth ↗

Motherboard  
  
Brand Position  
& User Value

\* from 2022 to 2027



# System Business Group

## 2023 Q3 Performance

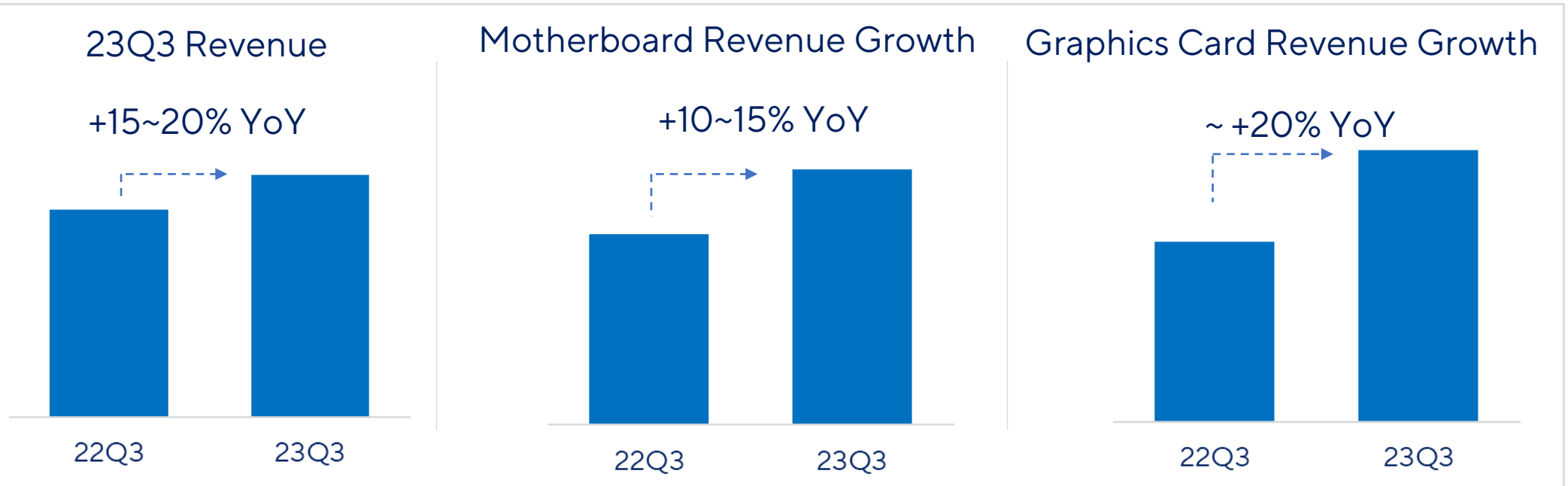


## Business Highlights

- ASUS One PC Strategy: topnotch PC brand leader in both brand position and market share
- Worldwide No. 1 gaming market share, achieving +12% YoY shipment growth YTD
- Pioneered Brand of AI-powered PC: targeting to introduce the world's first AI PC

# Open Platform Business Group

## 2023 Q3 Performance

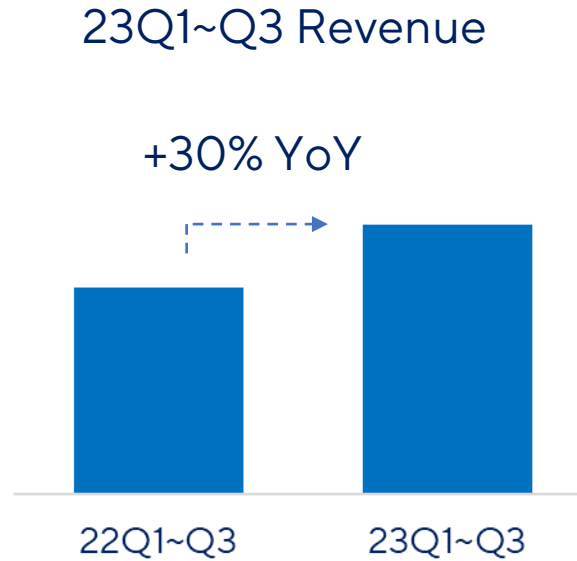


## Business Highlights

- Best Motherboards, Best Graphics Cards, Best Gaming Monitors, and Best Routers by EHA (European Hardware Association) READER AWARDS
- Server business revenue grew over 40% YoY in Q3 2023; aiming to achieve 5X growth over 5 years

# AIoT Business Group

## 2023 Q3 Performance



ASUS Officially Takes Over  
Intel NUC Product Lines



## Business Highlights

- Expanded in ASUS NUC business, focusing on gaming, prosumer, commercial, and industrial markets
- ASUS handheld ultrasound solution achieved >50% market share in Taiwan
- ASUS AI-powered demonstration factory exemplifies commitment to advancing AIoT transformation and upgrade

# No.1 Gaming Brand and Ecosystem

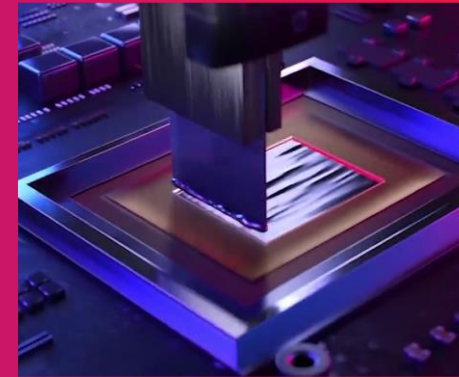


## LEADERSHIP

- The No. 1 choice of gamers and enthusiasts around the world
- Worldwide media recommendations and community awards



- ROG has set an extremely high standard for its exclusive technologies: Nebula display and Intelligent cooling, to meet a strict set of requirements that guarantee the world's ultimate gaming laptops



## INNOVATION

## DIVERSITY

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



# Sustaining an Incredible Future



SCIENCE  
BASED  
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

BUSINESS  
AMBITION FOR **1.5°C**  

**ASUS has near-term science-based emission reduction targets validated by SBTi and has committed to long-term goals in line with limiting global warming to 1.5 °C and reaching net-zero by 2050**

Recognized as an  
**EPEAT Climate+ Champion**  
highlighting dedication to climate change  
mitigation



ASUS ExpertBook B9  
(B9403CV)



ASUS Zenbook S 13 OLED  
(UX5304V)



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# 問與答