



華碩電腦

2022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

- 2022年第3季財務結果
- 策略與展望
- 問與答



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2022年第3季財務結果

2022年第3季自結品牌損益

in NT\$ Mn	2022 3Q	2022 2Q	QoQ	2021 3Q	YoY
Net Revenue	132,935	115,210	15%	130,091	2%
COGS	(117,526)	(101,157)	16%	(105,922)	11%
Gross Profit	15,409	14,053	10%	24,169	-36%
Operating Expenses	(12,352)	(12,093)	2%	(13,374)	-8%
Operating Profit	3,057	1,961	56%	10,795	-72%
Non-OP Items	4,132	459	800%	4,256	-3%
Pre-Tax Profit	7,189	2,420	197%	15,051	-52%
Tax	(1,000)	(524)	91%	(3,721)	-73%
Net Profit	6,189	1,896	226%	11,330	-45%
EPS	8.3	2.6		15.3	
Gross Margin %	11.6%	12.2%		18.6%	
Operating Margin %	2.3%	1.7%		8.3%	

2022年第3季自結品牌業外損益

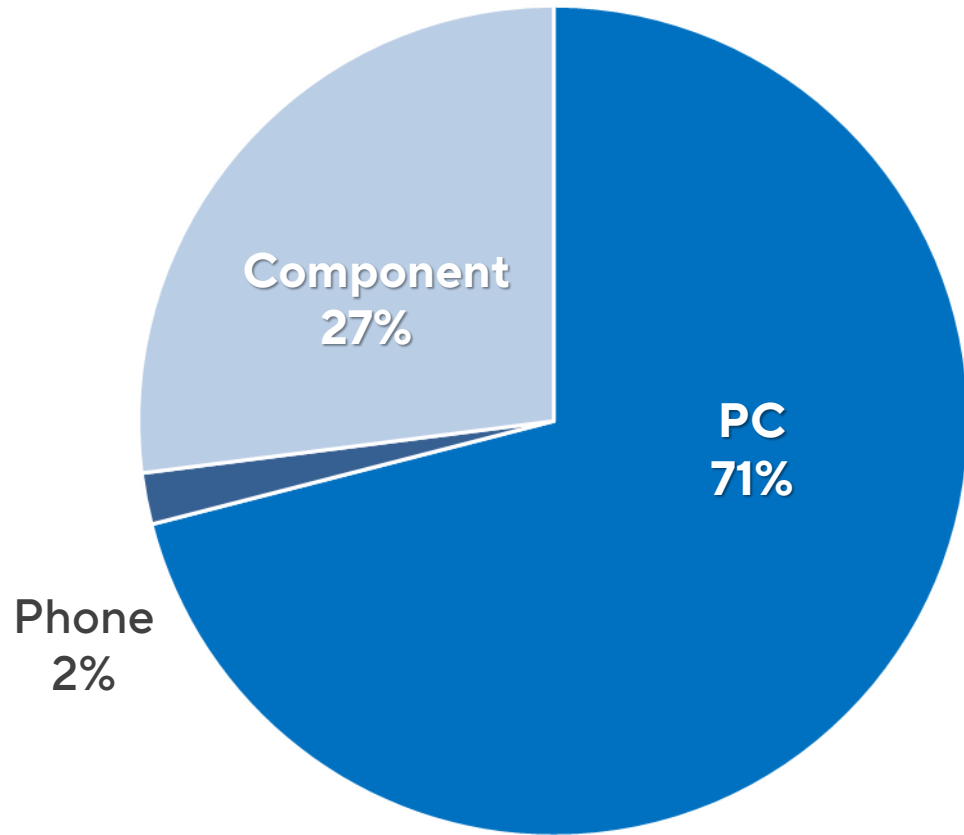
in NT\$ Mn	2022 3Q	2022 2Q	QoQ	2021 3Q	YoY
Interest Income (net)	(60)	120	-150%	87	-169%
Investment Income	841	562	50%	522	61%
<i>Askey</i>	185	(1)	12973%	(180)	203%
<i>Others</i>	656	564	16%	702	-7%
Exchange Gain/(Loss)	(24)	(699)	97%	733	-103%
Dividend Income	3,083	7	44775%	2,818	9%
Other Income (net)	292	469	-38%	96	205%
Total Non-OP items	4,132	459	800%	4,256	-3%

2022年第3季自結品牌資產負債表

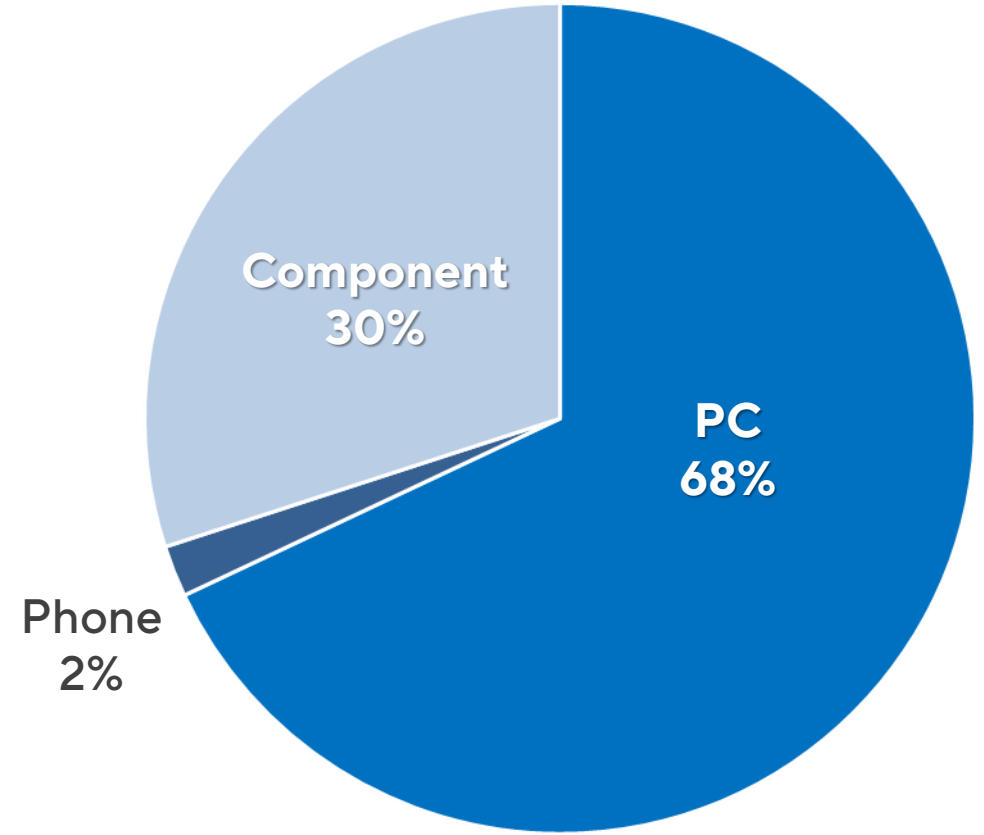
in NT\$ Mn	Sep 30, 2022	Jun 30, 2022	QoQ	Sep 30, 2021	YoY
Cash & equivalents	35,585	24,290	47%	33,386	7%
Accounts receivable	98,972	92,629	7%	86,109	15%
Inventories	174,506	206,193	-15%	150,577	16%
Current Assets	324,328	338,062	-4%	283,253	15%
Long-term investments	95,017	100,533	-5%	102,567	-7%
Fixed assets	14,479	14,335	1%	15,156	-4%
Total Assets	460,651	479,758	-4%	424,715	8%
Accounts payable	57,957	65,015	-11%	74,377	-22%
Current Liabilities	225,239	252,552	-11%	193,205	17%
Total Liabilities	244,216	270,417	-10%	208,370	17%
Paid-in capital	7,428	7,428		7,428	
Stockholders' equity	216,435	209,341	3%	216,345	0%
Avg. Days of Inventory	148	180		121	
Avg. Days of AR	66	72		58	
Avg. Days of AP	49	71		70	
Avg. CCC Days	164	182		109	

營收產品組合

3Q 2022

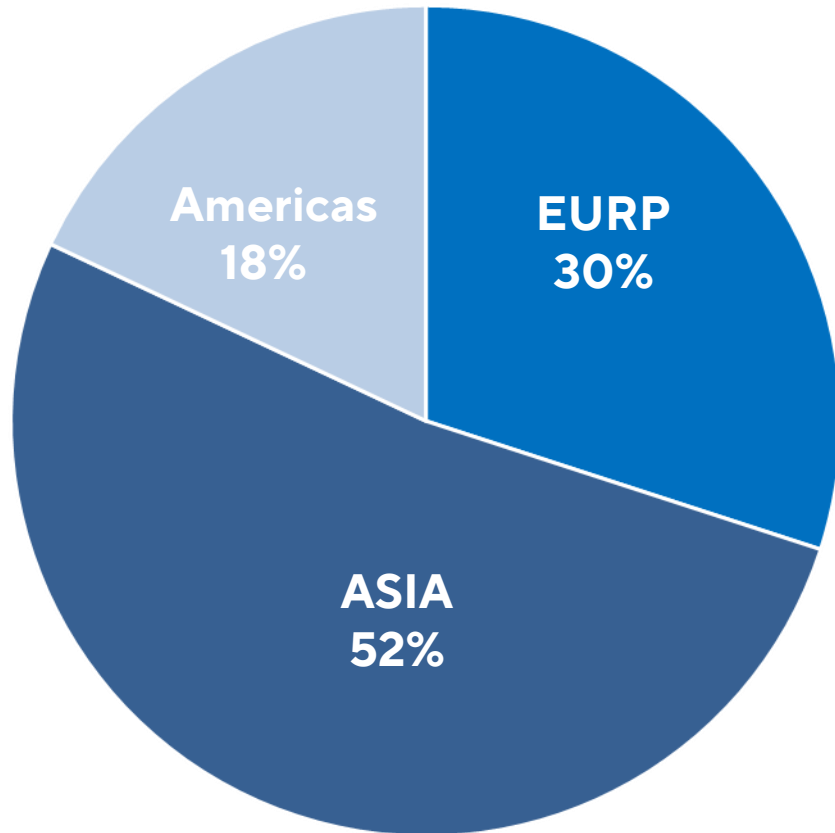


3Q 2021

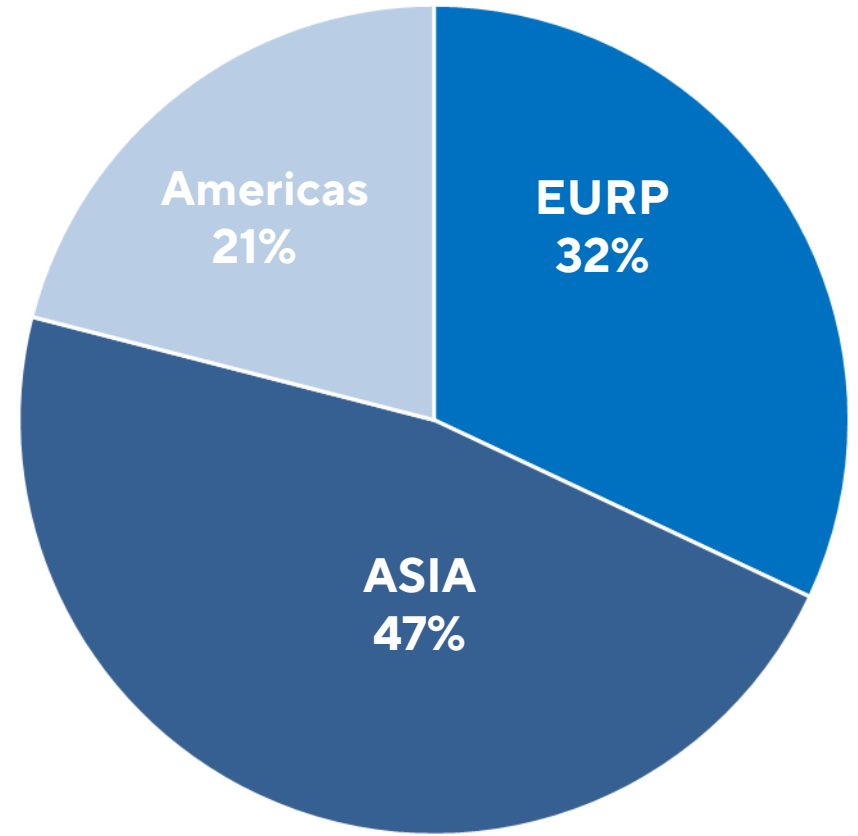


營收區域組合

3Q 2022



3Q 2021



4Q 2022 營運展望

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



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策略與展望

Key Business Objectives

One ASUS

A unified team that trusts in radical truth and transparency, leveraging collective wisdom to achieve synergies across all business segments

Next Era of Innovation

Fostering product, process and operational innovation

Aspirational Targets

Setting aspirational growth targets that are respected by the industry

Executive Summary

Managing Market Dynamics

- Monitor and respond to widening impacts of macroeconomic uncertainties and weakening PC demand in near-term.

Strengthening Competiveness

- Despite macro headwinds, ASUS PC shipments were up 1% YoY in Q1-Q3 2022, outperforming the market by 15%.

Creating Long-term Value

- Execute a proactive expansion strategy to address post-pandemic market.

Business Outlook

- Worse than expected near-term slowdown
- Weaker consumer & channel partner confidence

- **Accelerated corporate transformation and inventory correction**

- **Delivering strong sales and growth momentum**

- **Strengthened product portfolio and increased share of high-value products**

- **Solidly positioned to capture long-term growth opportunities**

Business Outlook

- Worse than expected near-term slowdown
- Weaker consumer & channel partner confidence

- **Accelerated corporate transformation and inventory correction**

4Q INV QoQ -20%

- **Delivering strong sales and growth momentum**

3Q Revenue YoY +2%

- **Strengthened product portfolio and increased share of high-value products**

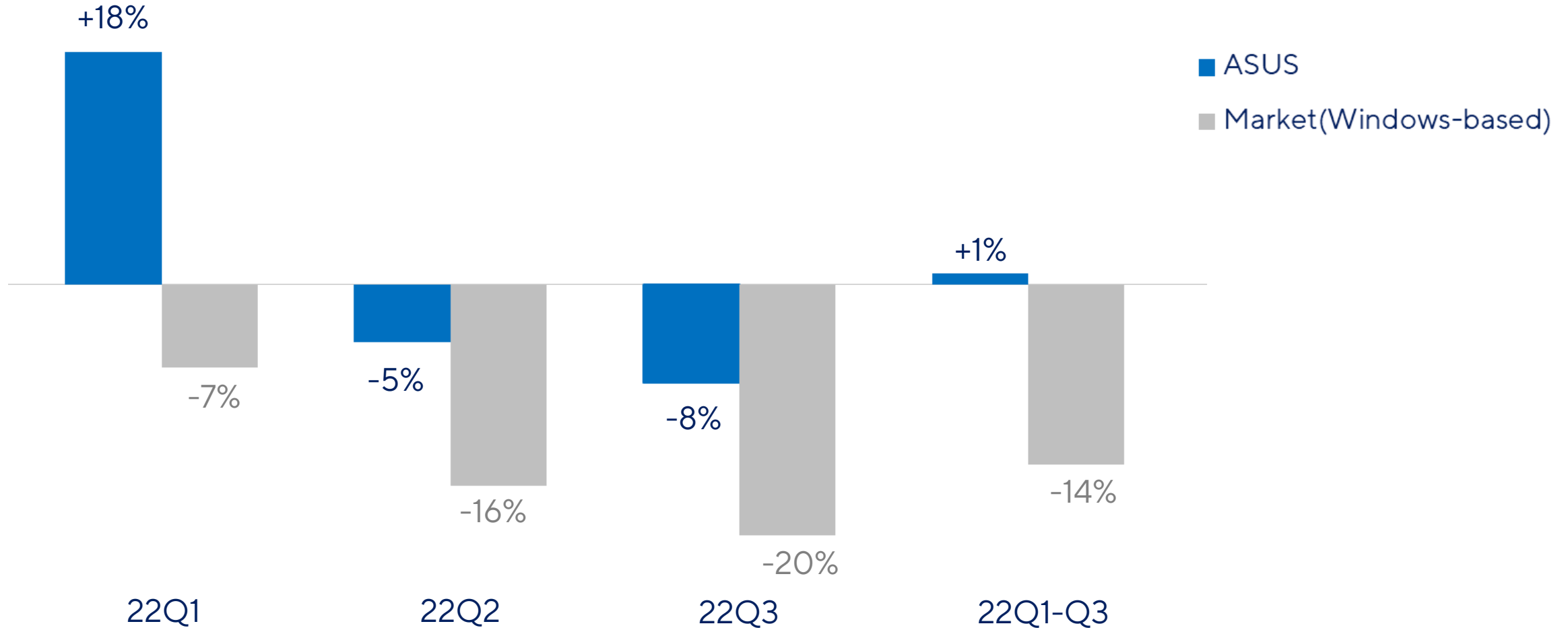
>50% of revenue

- **Solidly positioned to capture long-term growth opportunities**



Consistent Outperformance

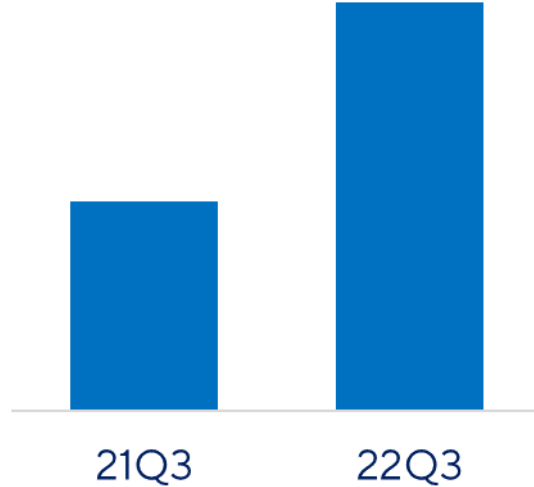
PC Shipments YoY%



AIoT Business Group

2022 Q3 Performance

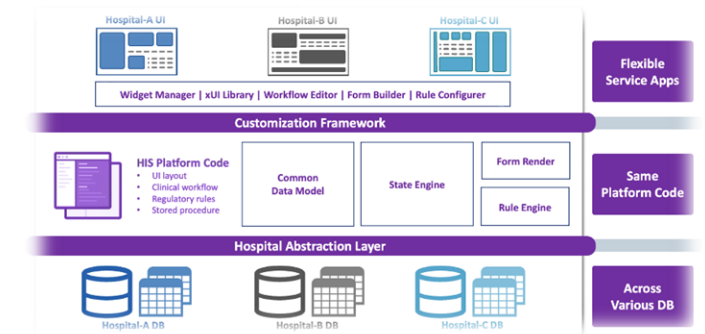
+ ~100% YoY Revenue Growth



Build the Cutting-edge AI-enabled Smart Factory



Smart Healthcare Development in xHIS Platform

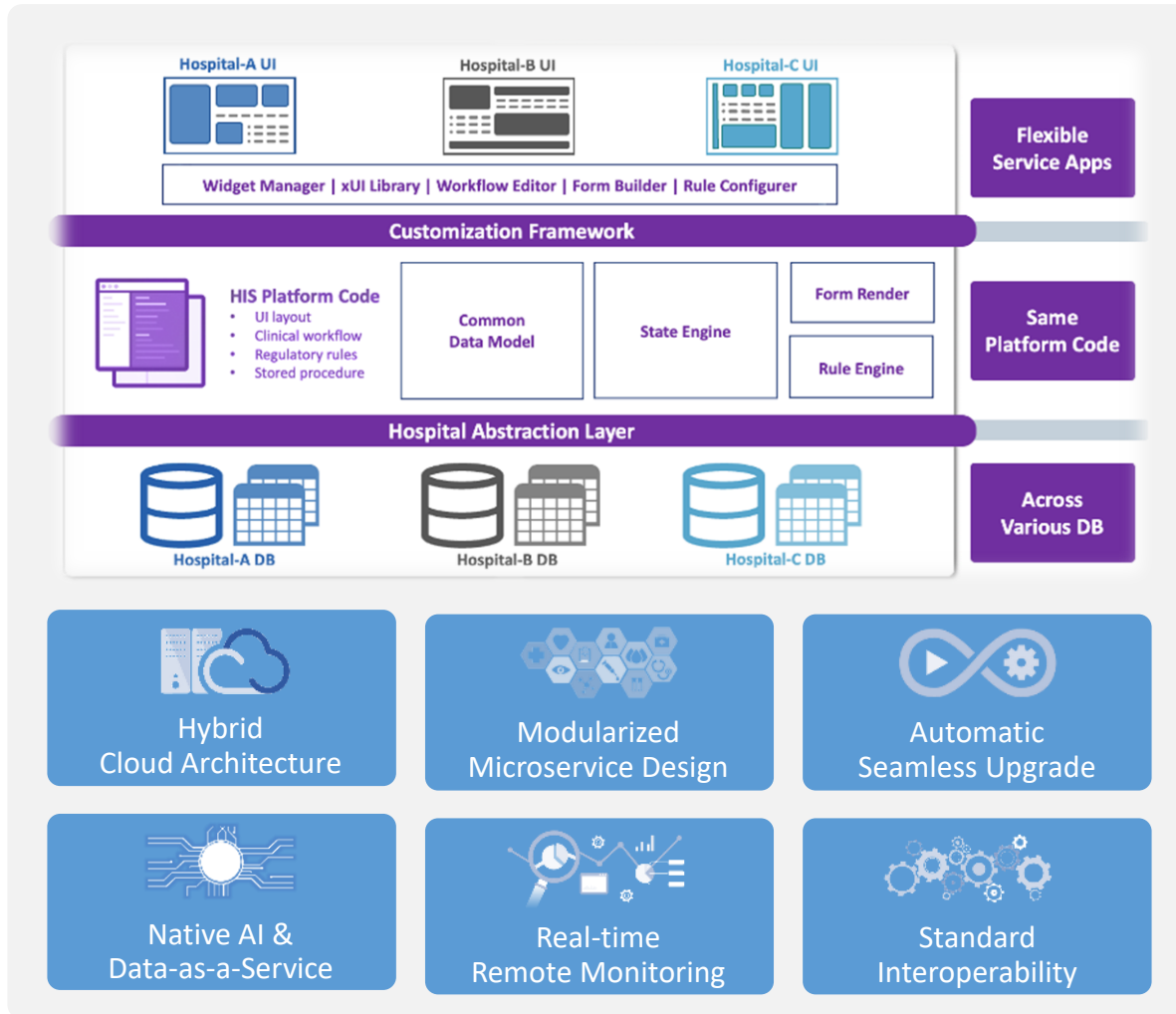


Strategic Drivers

- Increase R&D investment and strengthen domain knowledge to accelerate the advancement of AIoT solutions
- Build an evolving ecosystem with industry partners to create in-depth synergies and value enhancement for customers
- Build AI-enabled smart factory, accelerate the development of industry 4.0 solutions

ASUS xHIS Platform

xHIS Platformization (平台化架構)



ASUS Development

Feature Completed

- ✓ PRD compliant
- ✓ E2E-test passed
- ✓ UX confirmed by users
- ✓ No P1 scenario defect

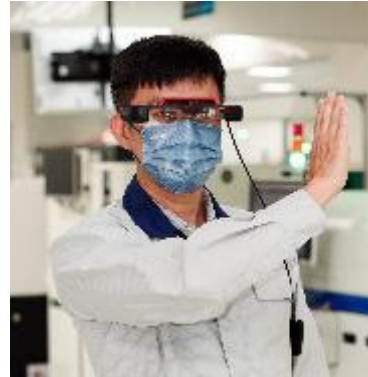
The Smart Medicine Industry-Academy Cooperation Project by NSTC (National Science and Technology Council)

北科生醫健康園區 Beitou Shilin Technology Park (BSTP)

Logos and names of partners: 臺北榮總 (Taipei Veterans General Hospital), 振興醫院 (Zhenxing Hospital), Microsoft, and ASUS.

ASUS Cutting-edge AI-enabled Smart Factory

AI-driven, toward Industry 4.0



- Aim for Low-Volume High-Mix (LVHM) manufacturing and customization services
- Powered by AIoT technologies, including a 3D Digital Twin system, an augmented reality (AR) platform, autonomous mobile robots (AMR) for in-factory logistics, and an AI-driven defect inspection system
- Incorporates IoT and M2M communication technologies, improving product quality while also creating an intelligent and resilient manufacturing environment

Worldwide Recognition



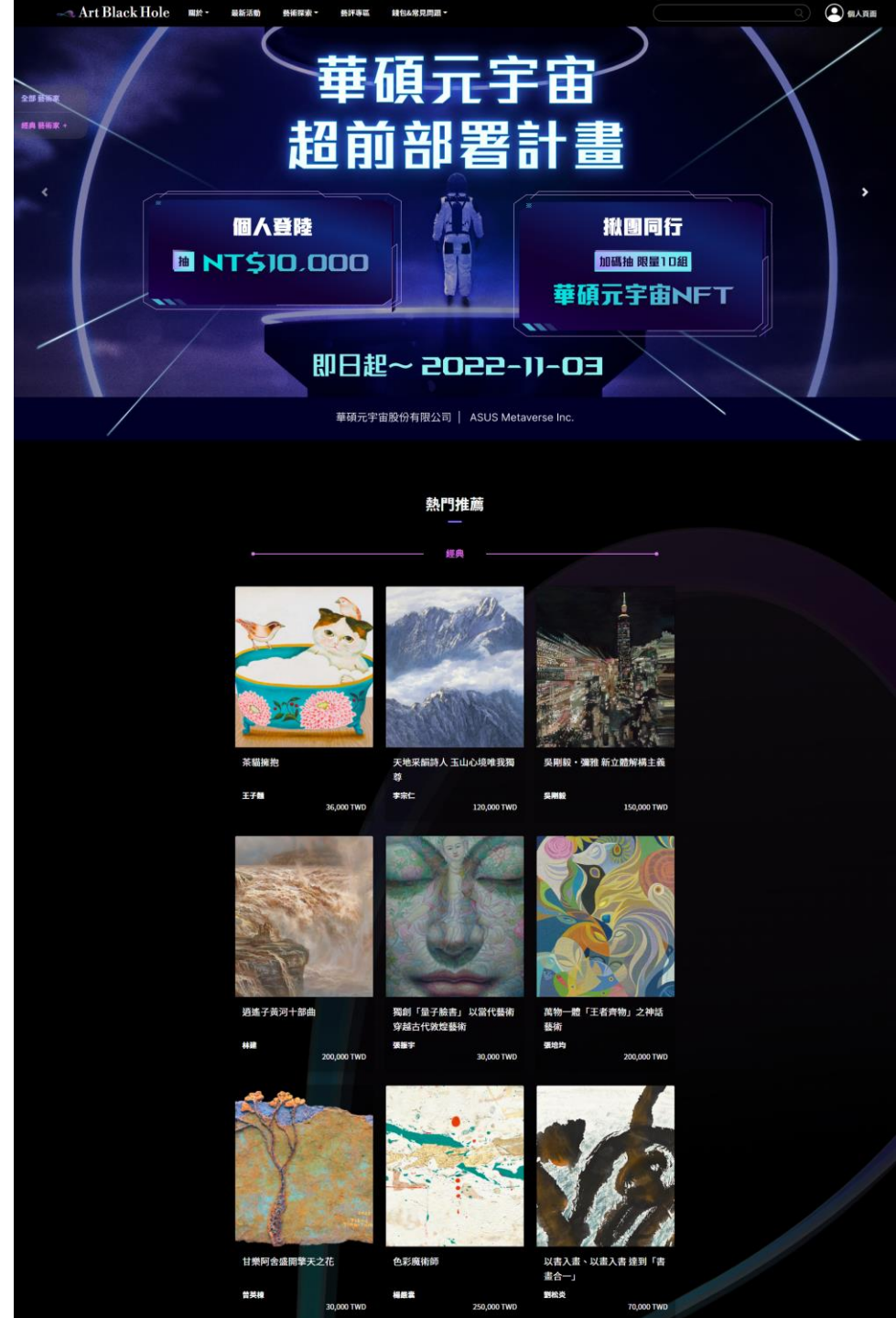
Zenbook 17
Fold OLED(UX9702)



ProArt Display
PA169CDV

ASUS Metaverse

- ASUS announced its first move into Web 3.0 with the launch of "Art Black hole", a new NFT platform
- Powered by the technological expertise of ASUS, especially cloud computing, AI, and the blockchain. ASUS Metaverse aims to create an all-encompassing metaverse experience

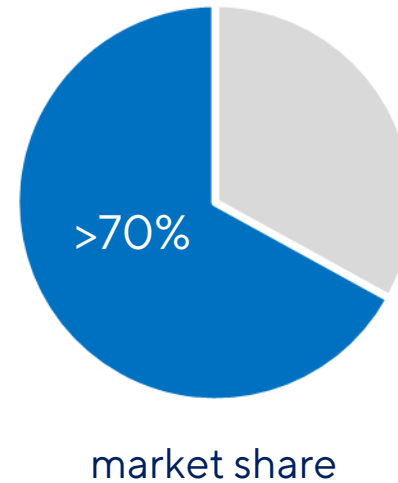


System Business Group

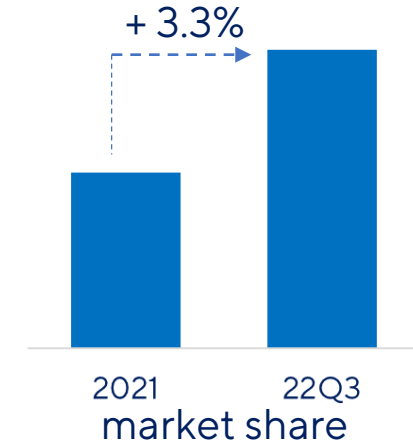
2022 Q3 Performance



No.1 OLED Laptop Brand



Strong Share Gain in Gaming Laptop

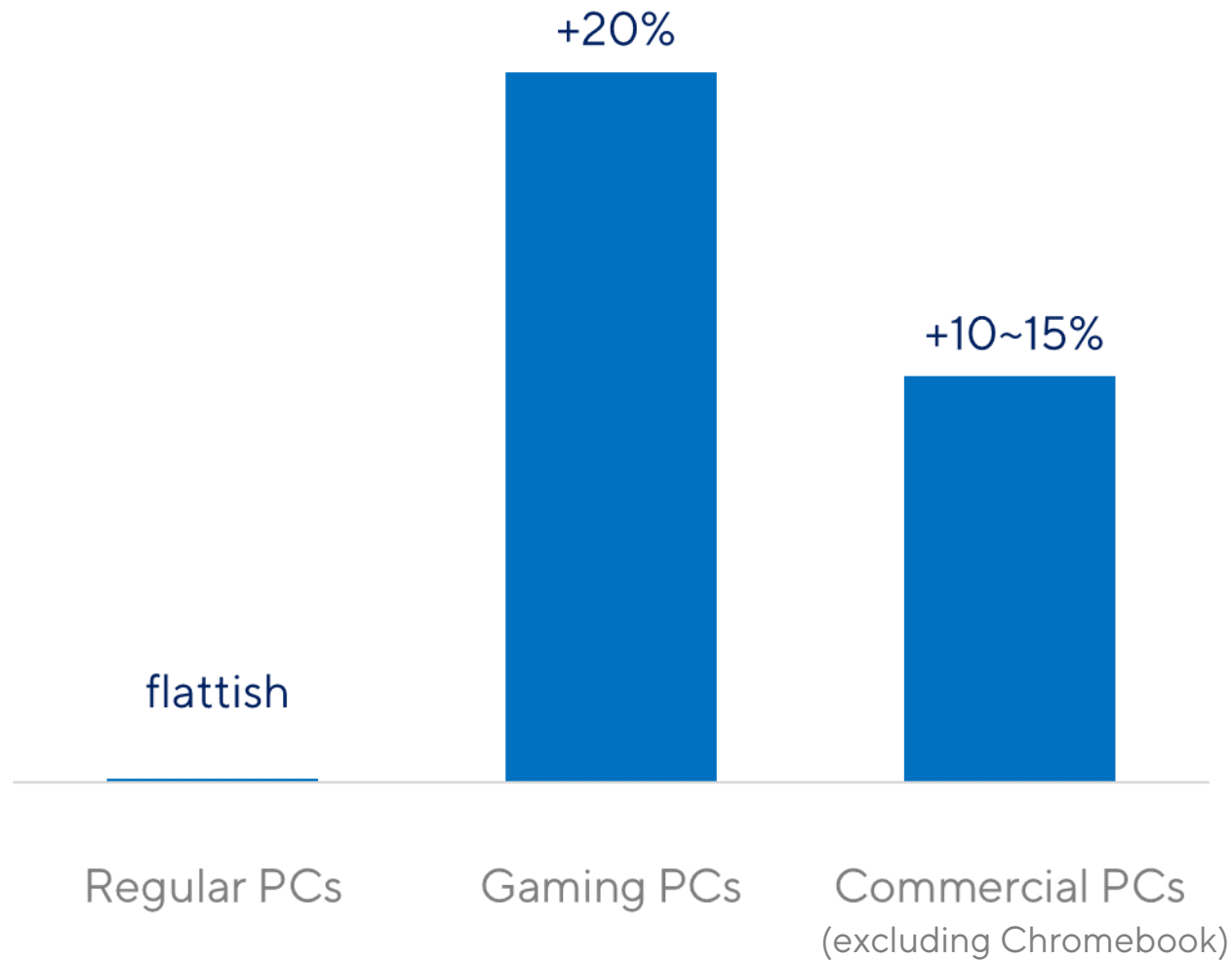


Strategic Drivers

- Sustain our leadership in OLED and creator laptops – NO.1 OLED and creator laptop brand
- Increase mix of premium PCs with double-digits ASP growth
- Expand ASUS gaming ecosystem, execute cross-industry collaboration, and deliver strong market share gain

PC Growth by Segment in 2022 Q3

Revenue Growth YoY %

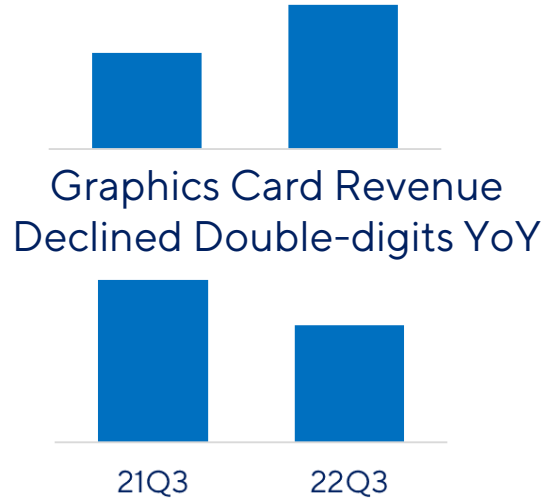


- Regular PC shipments outperformed market, Creator PC revenue up >100% YoY
- Gaming PCs revenue up 20% YoY with strong market share gains in China and North America
- Gaming PCs, Creator PCs, and premium PCs accounted for more than half of PC revenue
- Consistent growth in commercial PCs, achieving double-digits market share in APAC

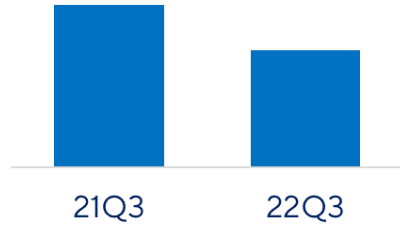
Open Platform Business Group

2022 Q3 Performance

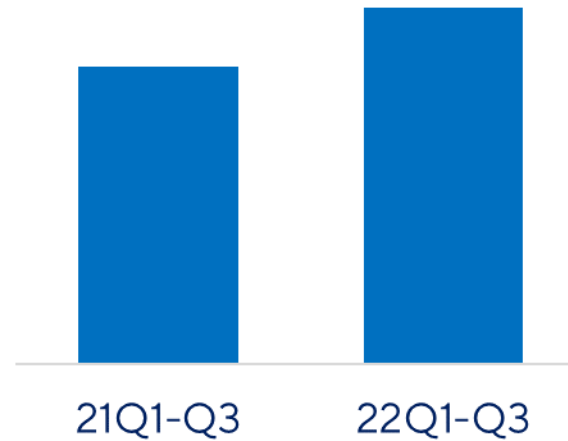
Motherboard Revenue Growth High-teens YoY



Graphics Card Revenue Declined Double-digits YoY



Mid-single digits YoY Motherboard Market Share Gain



Voted Best graphics Card Brand



Strategic Drivers

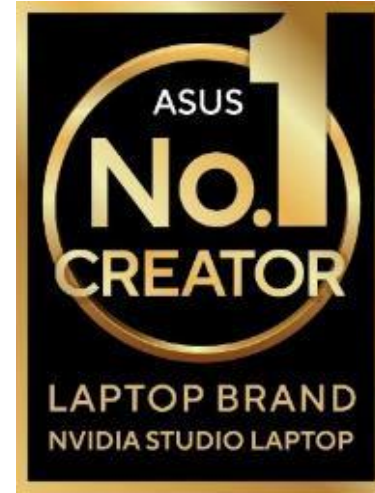
- Sustain our leadership in motherboards and graphics cards with No.1 market share in the global market
- Dominate in recent AMD X670 high-end motherboards with > 50% market share worldwide
- ASUS Z790 motherboard hit overclocking world record, with CPU frequency 8.8GHz & DDR5 frequency 11,130MT/S

ASUS Complete Creator Ecosystem

ProArt Display OLED PA32DC



ProArt Studiobook Pro 16 OLED



No.1 Creator Laptop Brand

- More than 35% market share
- No.1 in EMEA, APAC, LATAM

ProArt X670E-CREATOR WIFI

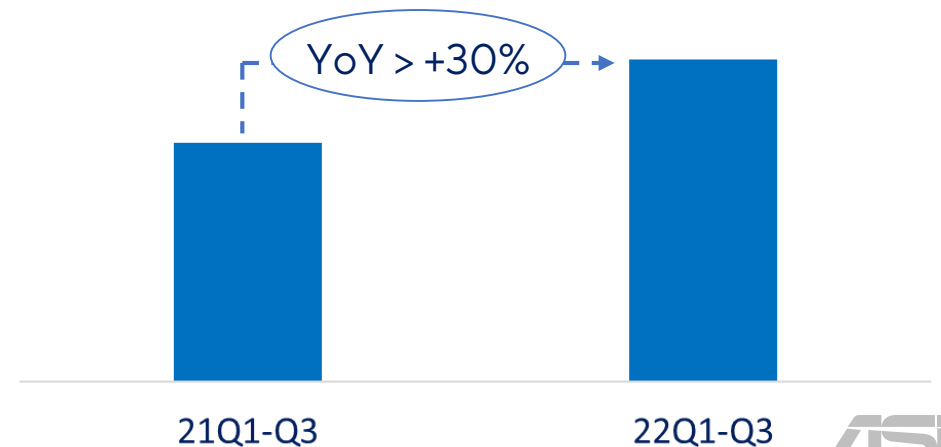


ProArt Projector A1

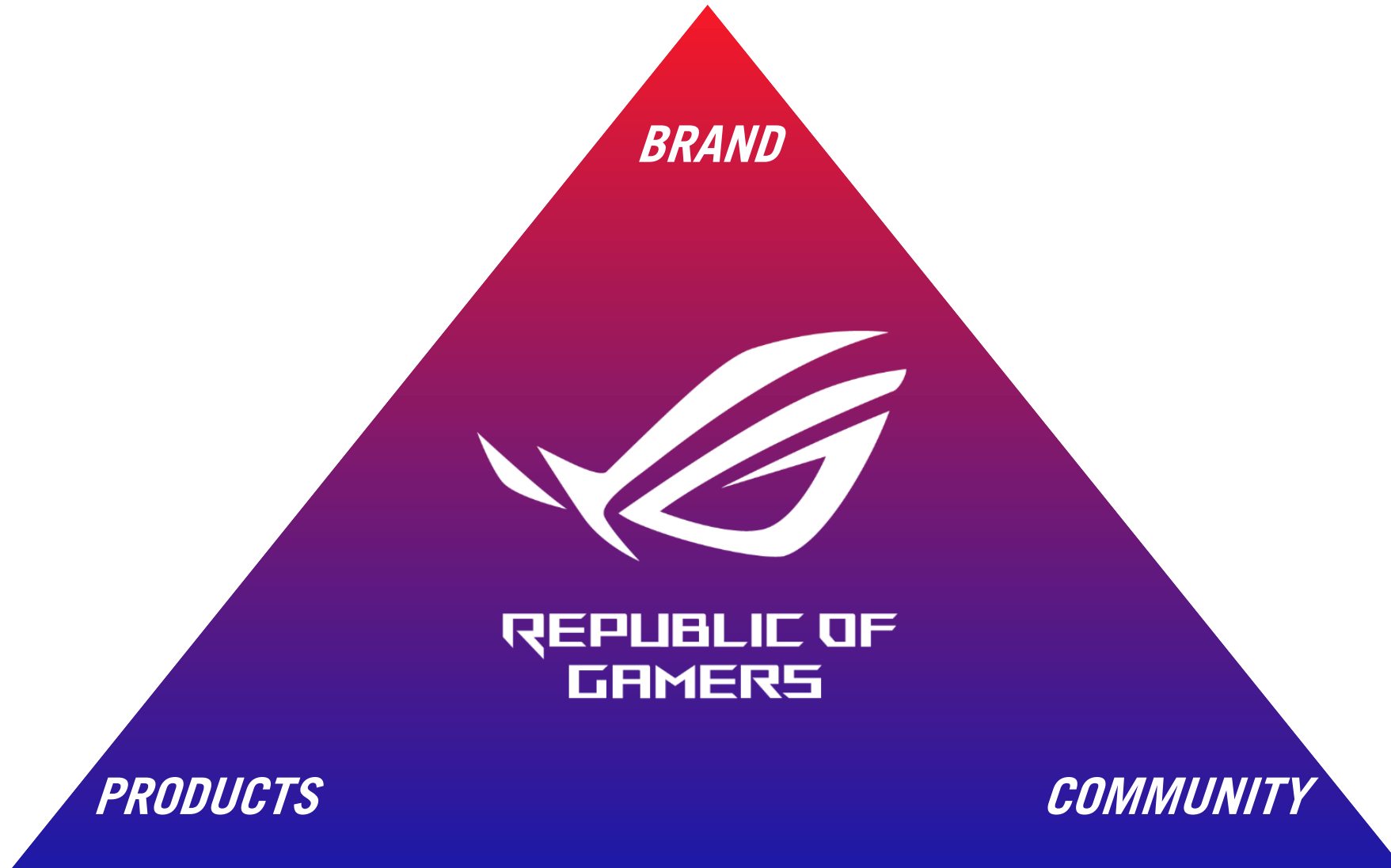


ProArt Station PD5

ProArt Display Shipments



No.1 Gaming Brand and Ecosystem





REPUBLIC OF GAMERS

BRAND

- ROG Core Values: Innovation, Diversity, Boldness
- The No.1 choice of gamers and enthusiasts around the world

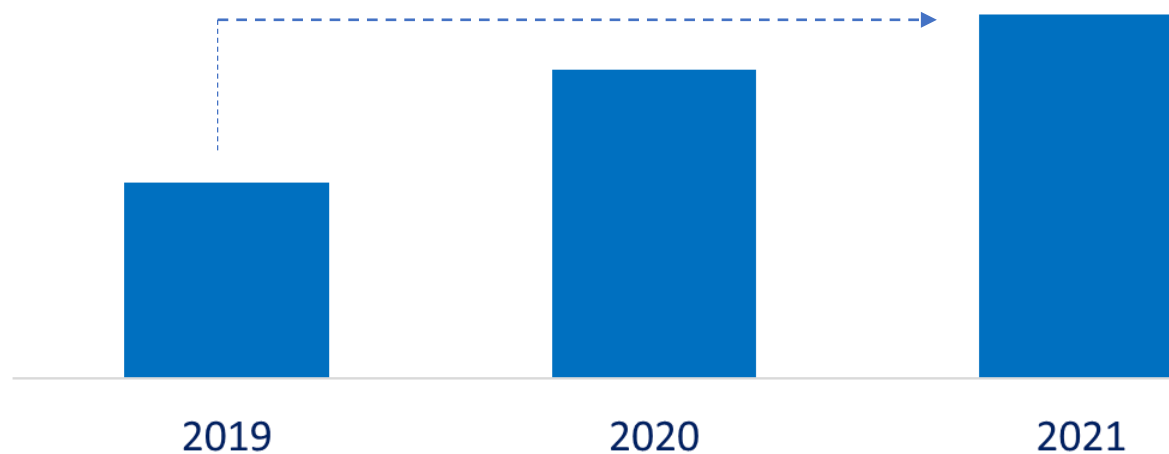


ROG x EVANGELION

ROG x Alan Walker



ASUS Gaming Product Shipments CAGR >30%





REPUBLIC OF GAMERS

PRODUCTS

- Ensuring that ROG and every gamer stay ahead of the competition — building personalized and top notch gaming solutions
- The No.1 gaming brand. Gaming product revenue was over 1.8bn USD in Q3 2022

The Most Comprehensive Gaming Ecosystem



ROG Maximus Z790 Extreme



ROG Strix GeForce RTX™ 4090



ROG Strix SCAR 17 SE

ROG Flow X16



ROG Phone 6/6 Pro Series



ROG Rapture GT-AXE16000



ROG Cetra True Wireless



ROG SWIFT OLED PG42UQ & PG48UQ

ROG Falchion Ace



ROG Keris Wireless AimPoint





REPUBLIC OF GAMERS

COMMUNITY

- Driving integration of gaming, entertainment, sports, music, and lifestyle
- Actively engaging with gaming community, including esports tournaments ESL Challenger and ROG Masters APAC 2022





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問與答