ASUSTeK

2Q 2016 Investor Conference
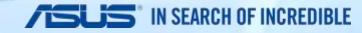
ASUS IN SEARCH OF INCREDIBLE

Jenny Lai, HSBC-Analyst

- Can you explain more on the strategic prep for 2Q inventory? Any impacts on the margins?

- What's the revenue mix for gaming PC, 2-in-1, and Zenbook in 2Q?

- Is your guidance referring to units or sales revenue?

Wei Chen, Goldman Sachs-Analyst

- What's the reason for the relatively low OPM compared to previous quarters? The downward pressure continues onto the 3Q OPM guidance. Is it because of the smartphone?

- What's the impact from the mismatch as you launch high-end phones with increasing marketing expenses? How do you control this expense?

- What's your gaming PC business strategy? How do you differentiate yourself from other gaming PC vendors?

Robert Cheng, Merrill Lynch-Analyst

- We are seeing positive YoY growth on the new products, but the margin seems to be worse than expected? What's the reason for this?

- With increasing market competitions, what's your expectation for Zenfone 3 vs Zenfone 2? Units? ASP?

- What's your views for 2H16 PC? The impacts from the components to the impacts for your margins?

Edward Yen, UBS-Analyst

- How come the YoY growth on the PC did not reflect in the sales revenue?

- How do you view the competition landscape in the 2-in-1 segment?

Grace Chen, Morgan Stanley-Analyst

- How do you view the PC end-demand?

- If the end-demand is weaker than expected, but you see ODM ramp-up, does it make you worry about inventories in 4Q?

- How do you define your gaming PC and the market size of gaming PC?

- What's your expected market growth for the gaming PC?

- Gaming PC has already been growing for 2-3 years, do you see any differences for this growth?

Webcast users

- Laura Chen, BNP-Analyst: Can you give us an update on the VR/AR strategy?

- William Yang, Citi-Analyst: Could you share your views regarding NB and smartphone ASP trends in 3Q vs 2Q?

Angela Hsiang, KGI-Analyst

- How do you view the FX for 3Q and 4Q?

- Can we assume the momentums for 4Q are stronger than the momentums for 3Q?