

ASUSTeK

3Q 2017 Investor Conference

Q & A

Arthur Hsieh, UBS-Analyst

- How do you know those e-sport followers will buy gaming NB? What's the relation between the two? Do you track these data?
- While your 3Q gaming market share declined a little, Alienware's market share kept growing. Looking back at 3Q, what is causing the market share decline? Can you comment on 4Q, next year, or the gaming seasonality?
- Can you share with us more colors on the operating expense guidance? Other than one-time expense, can you give a range for the operating expense ratio?
- Looking at the 3Q OPM, the impact on component price increase seemed to be limited. Can you share your views on it?
- Can we expect the similar OPM for 4Q?

Richard Liu, 信昕產研投資-Analyst

- Gaming NB has been growing a lot, where is the growing coming from? Do you think gaming desktop/MB/graphics will also keep growing?
- How do you go about becoming the top player in the gaming industry? What do you need to do to? What's the progress so far?

Wei Chen, Goldman Sachs-Analyst

- A gaming accessory firm is launching its IPO on the Hong Kong stock exchange, strategy and story emphasizing on mouse/keyboard, differentiation, and is also developing its own brand NB. It seems like your strategy is not necessary related to the gaming accessories. Can you analyze your product strategy and product differentiation?
- A person can get an Alienware's gaming laptop starting with USD1200. What is your strategy on product spec and cost-performance?
- Can you talk about a more definite target on gaming business? Such as, market share, contributions, and other qualitative metrics.

Calvin Wei, Yuanta-Analyst

- What's the reason behind the declining QoQ guidance for the component business?
- What's the revenue contribution from cryptocurrencies mining?
- Can you share your views on how cyber currency relates to the VGA business?
- Lenovo acquires Fujitsu, and Lenovo is aiming to become the top one. What's your views on this? Are you looking for any PC acquisitions?

Webcast Questions

- Melrose Chiu, Morgan Stanley-Analyst
 - Can you share with us more color on the Zenfone 4 demand feedback post launch?
 - What was your sales contribution from gaming PC in 3Q?
 - What's your view on the key component pricing trend in 1H18 (mainly memory)?
 - Can you share with us the 2018 outlook by NB and smartphone?