

winbond



2Q17 Cathay Securities Conference



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Company Overview - Business Model: A Hidden Champion of Specialized Memory Supplier

What are the characteristics of a “Hidden Champion”?



Leadership in Niche Market with
Growth Potential



Close to Customer



Innovative Technology

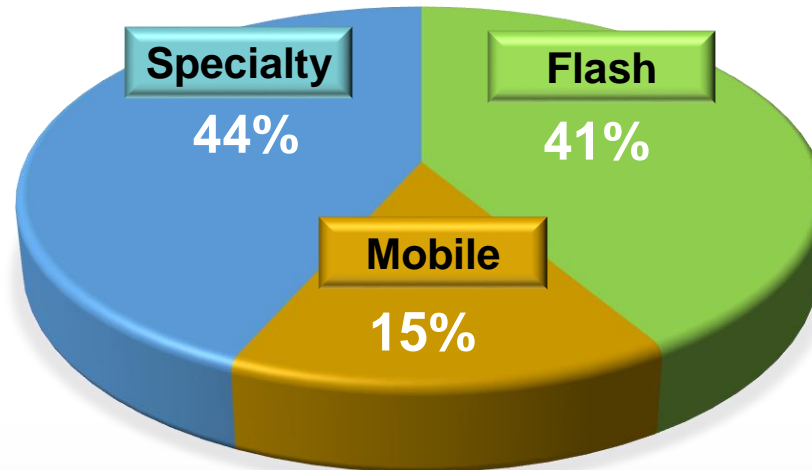


An International Organization





Company Overview - Balanced Product Mix



Note: 1Q'17 revenue



SDRAM
DDR/DDR2
DDR3
KGD



Serial NOR
SLC NAND
Serial NAND
KGD



LP SDRAM
LP DDR/DDR2
LP DDR3
Pseudo SDRAM
KGD



Growing Application - Automotive & Industrial

Why growing?



Performance than Cost



Longevity



High Quality

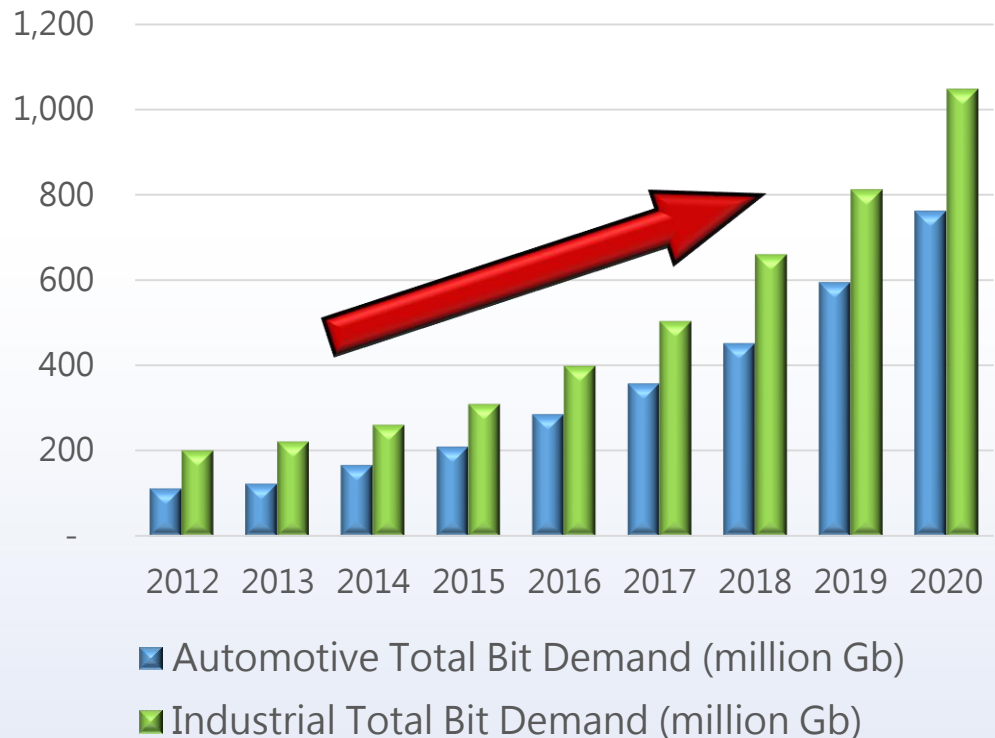


Growth Potential



Fit with “Hidden Champion”

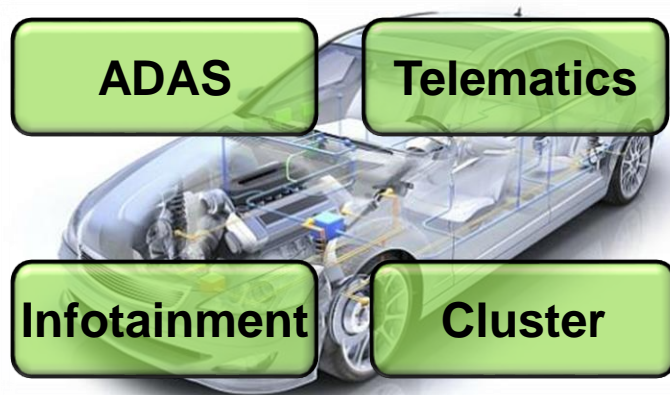
Global Demand of DRAM in Automotive
and Industrial Applications:



Source: IHS



All around a car, all around the world

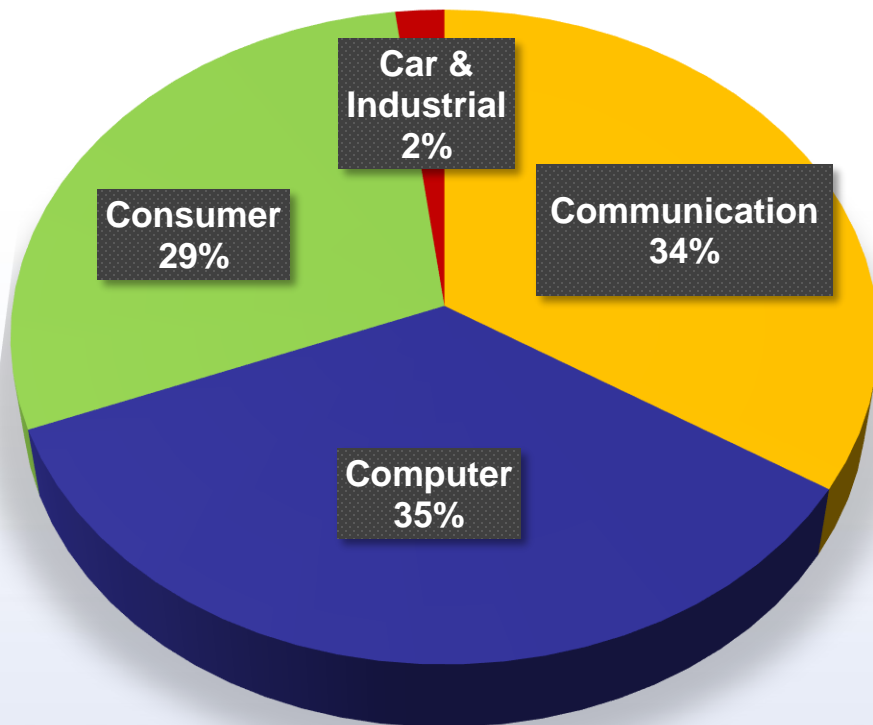


- ☐ Winbond has been a memory supplier for Infotainment, Cluster, Telematics, and ADAS.
- ☐ Customers including global tier-1 OEM companies in Japan, Germany, Korea, and USA.

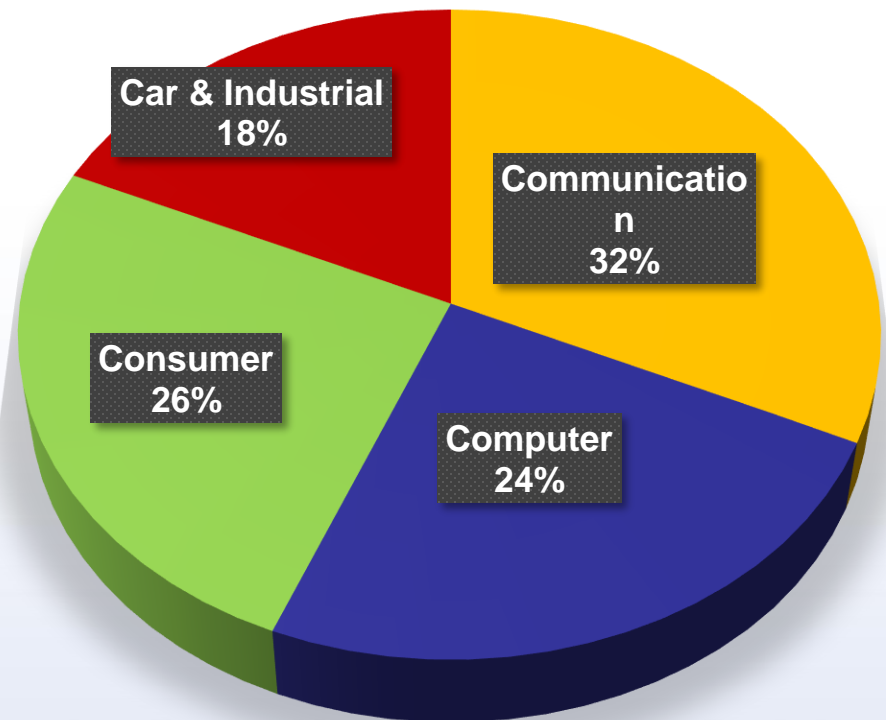


Car & Industrial

Y2012 Revenue Breakdown



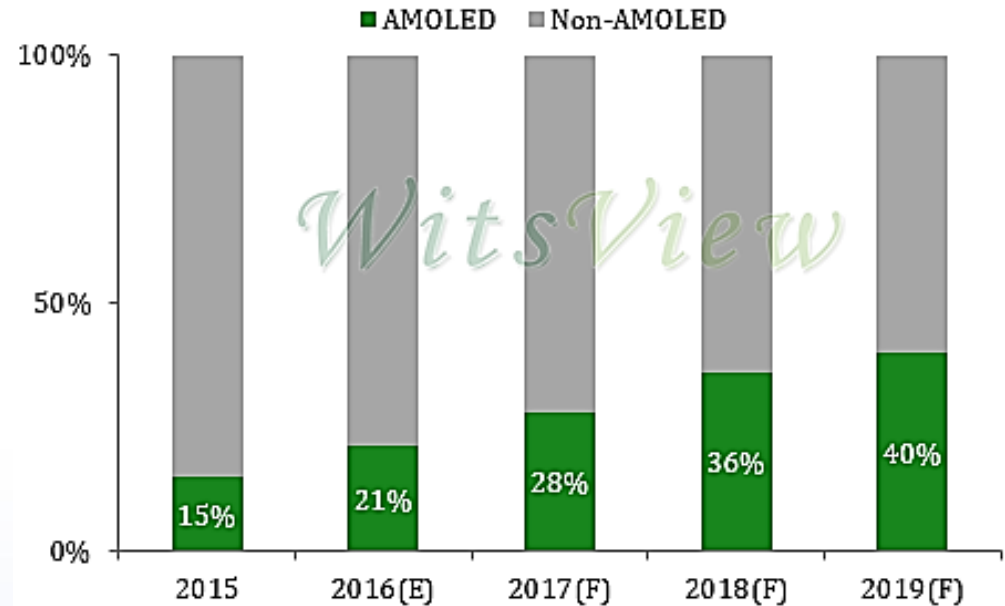
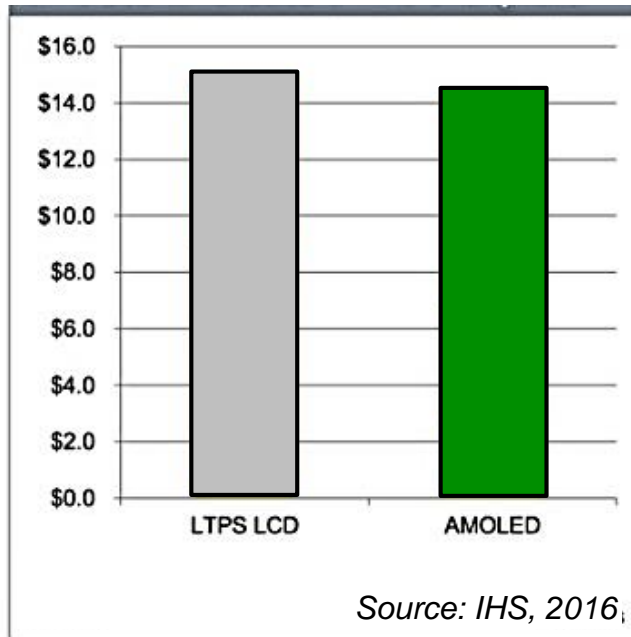
Y2016 Revenue Breakdown





Growing Application - AMOLED

Manufacturing costs (US\$):



Source: WitsView

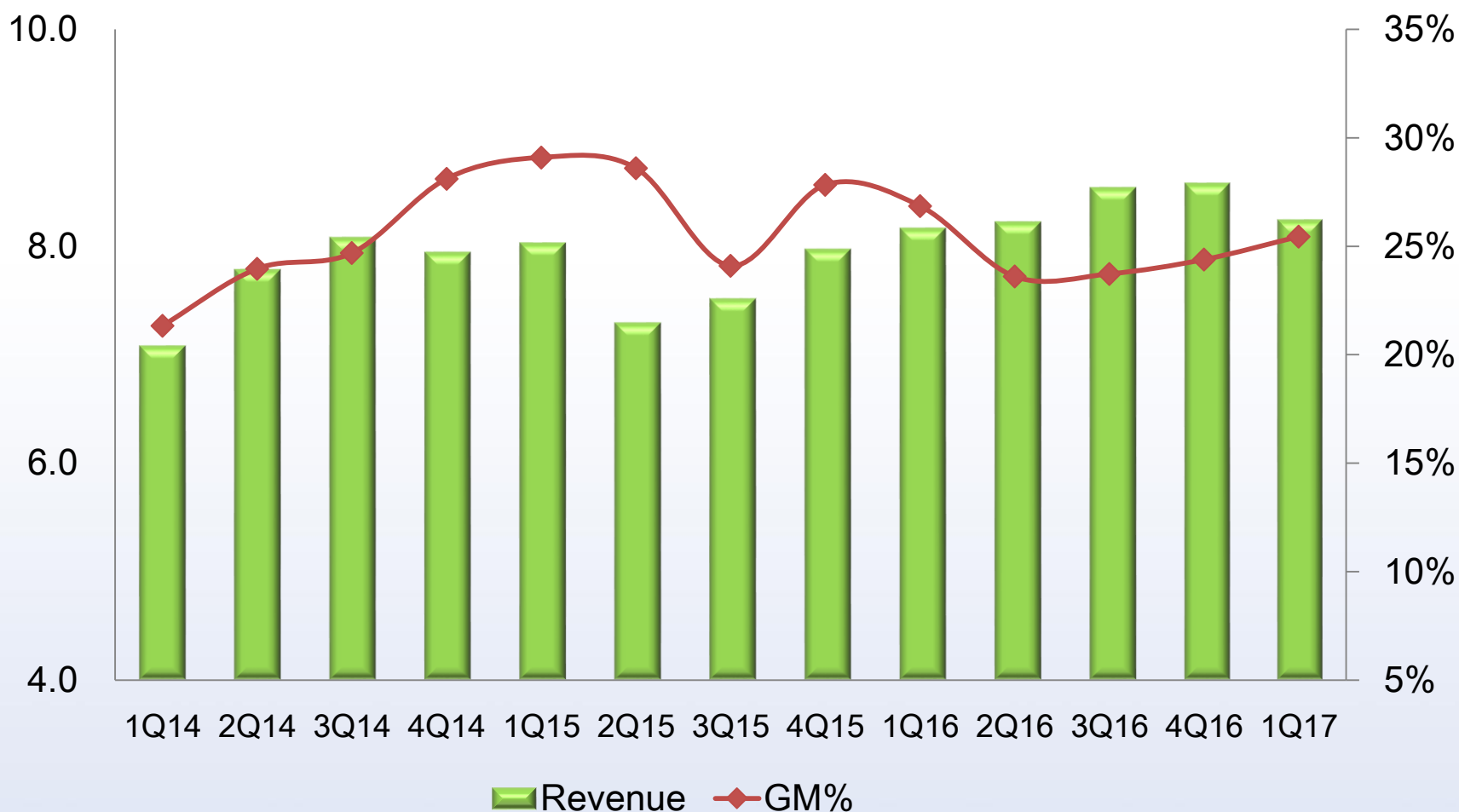
- ❑ Manufacturing cost of AMOLED is lower than LCD from 2016. AMOLED penetration rate in global smartphone will reach 40% in 2019
- ❑ Winbond is the major NOR supplier in AMOLED application



Financial Recap: Revenue and GM Trend

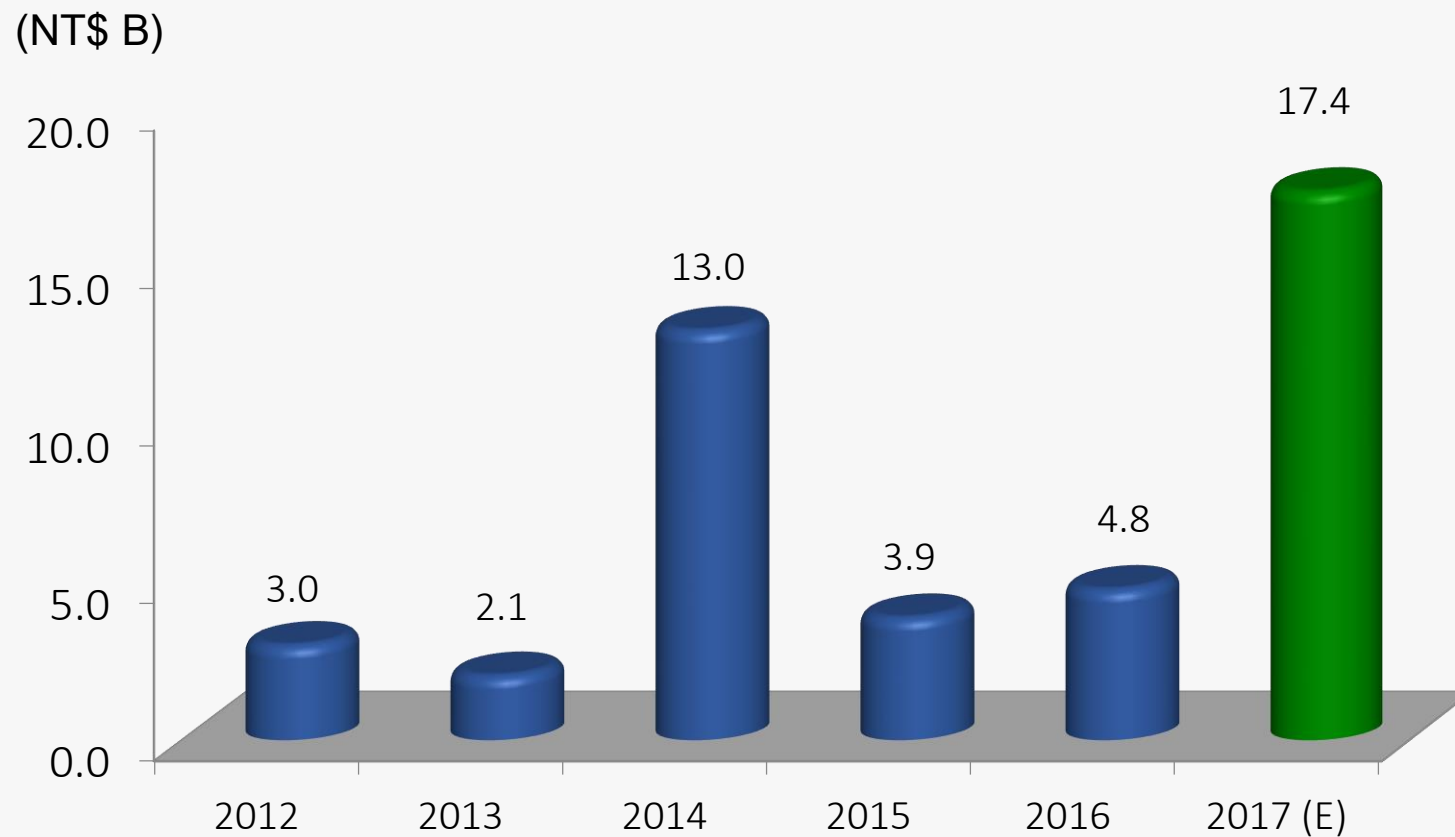
Revenue (NT\$B)

Gross Margin





Y2017 CAPEX- Memory



CAPEX(Cash Basis) as of 04/28/2017