

winbond



國泰證券第二季 大中華高峰論壇



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公司簡介 -

商業模式: 專注於利基型記憶體之隱型冠軍

隱型冠軍的企業特質是？



在具成長潛力的利基市場中取得領導地位



貼近客戶，充分理解及滿足客戶需求



持續精進與創新的技術能力

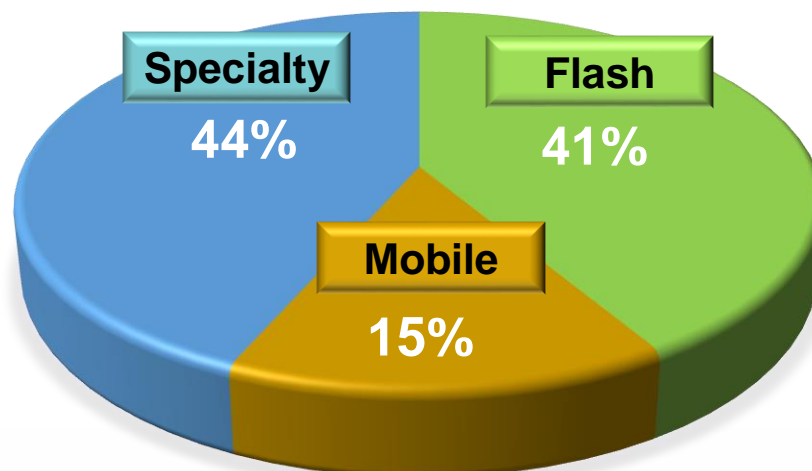


國際化的企業組織





公司簡介 - 均衡的產品組合



Note: 1Q'17 營收



SDRAM
DDR/DDR2
DDR3
KGD



Serial NOR
SLC NAND
Serial NAND
KGD

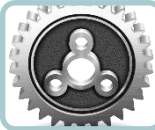


LP SDRAM
LP DDR/DDR2
LP DDR3
Pseudo SDRAM
KGD



成長中的應用 - 汽車及工業電子

華邦專注於汽車及工業電子的原因？



產品性能重於成本



產品生命週期長



高品質要求

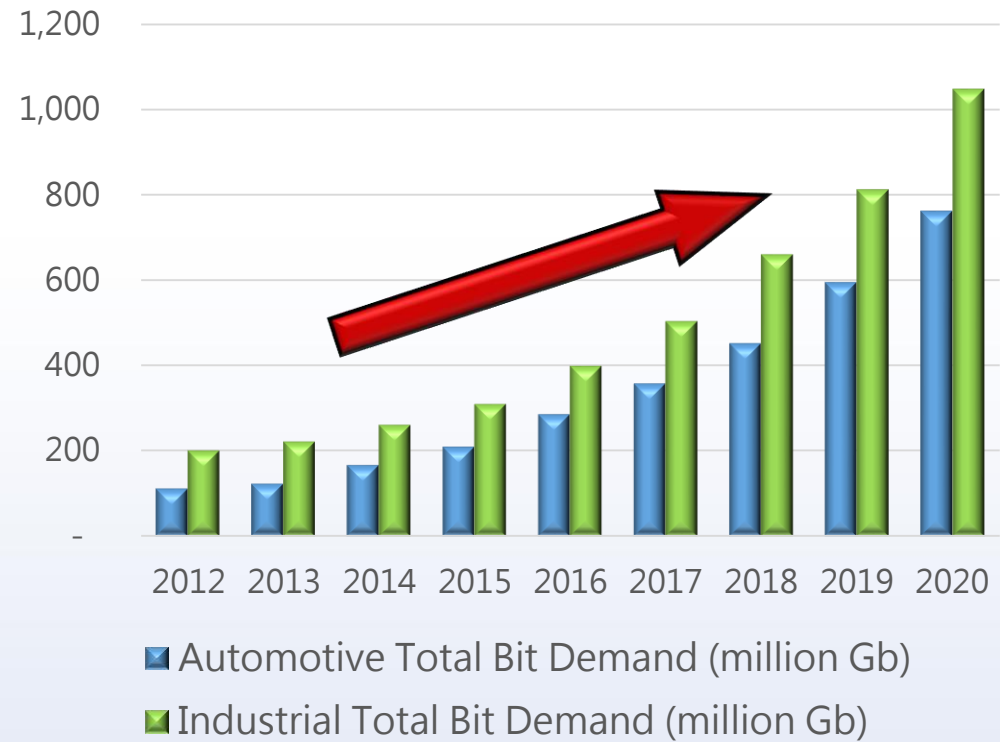


具成長潛力



符合隱型冠軍特質

全球汽車及工業電子應用中的DRAM需求：



Source: IHS



涵蓋各項汽車應用，客戶佈及全球

先進駕駛
輔助系統

車載通訊

車載資訊
娛樂系統

數位儀表板

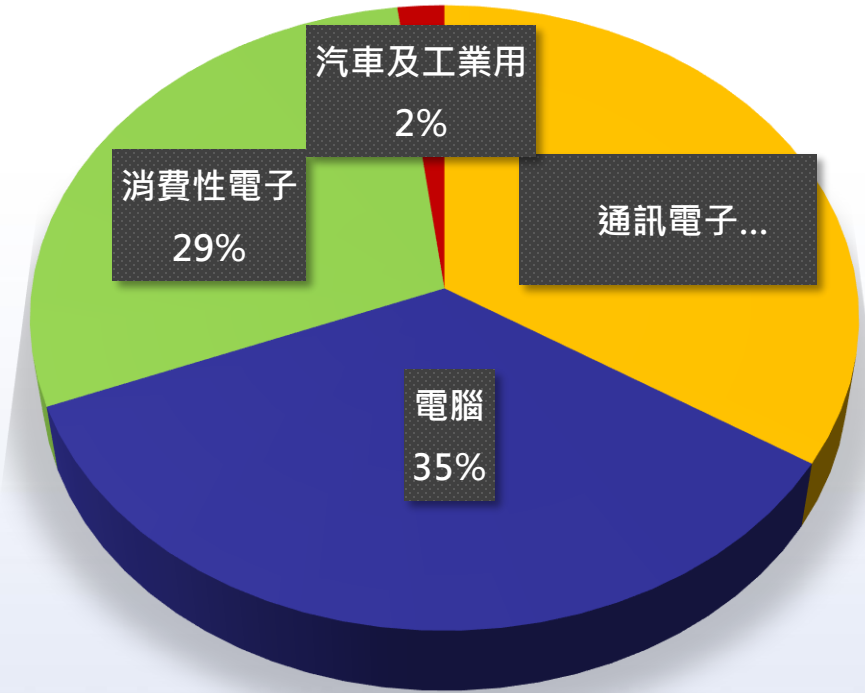


- ❑ 華邦電子為汽車電子各項應用(包括先進駕駛輔助系統、車載通訊、車載資訊娛樂系統及數位儀表板等)的記憶體供應商之一。
- ❑ 客戶含蓋歐、美、日、韓一線OEM廠。

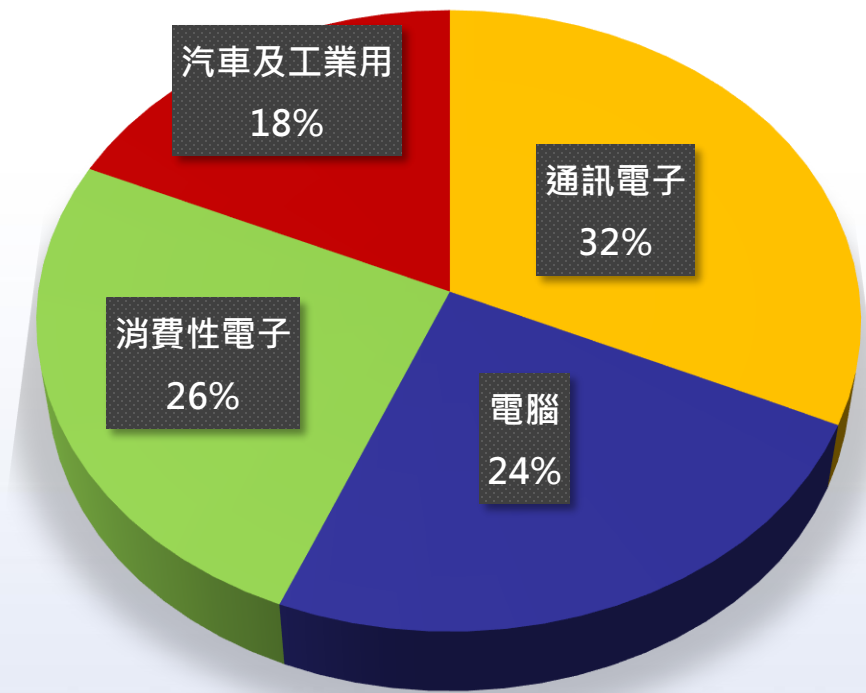


汽車及工業電子應用別營收成長

Y2012 各應用別營收佔比



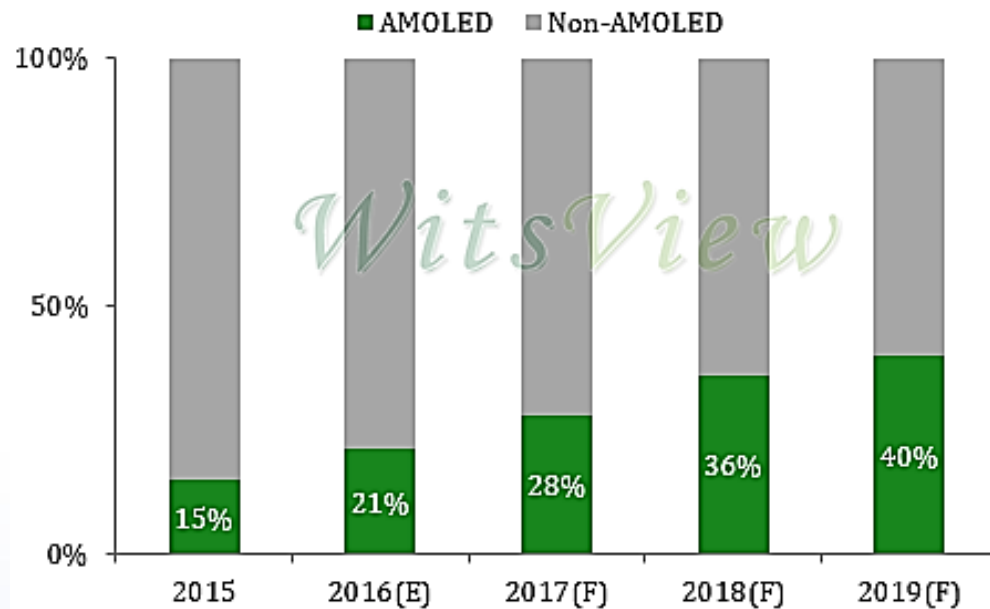
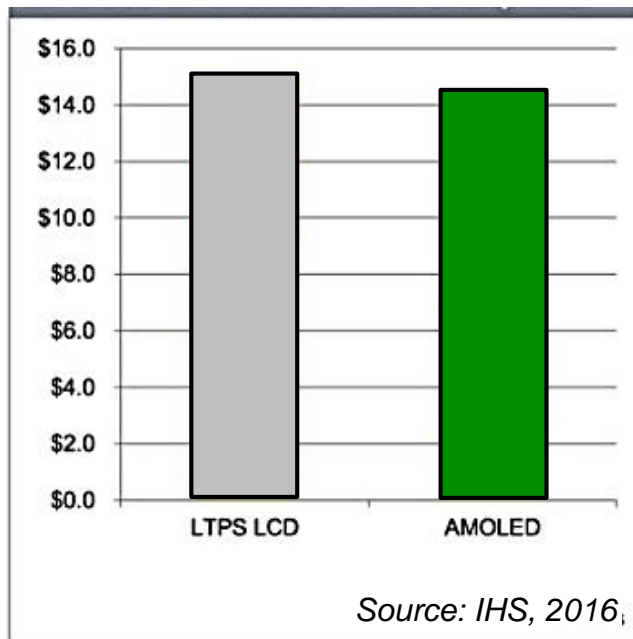
Y2016 各應用別營收佔比





成長中的應用 - AMOLED

Manufacturing costs (US\$):



Source: WitsView

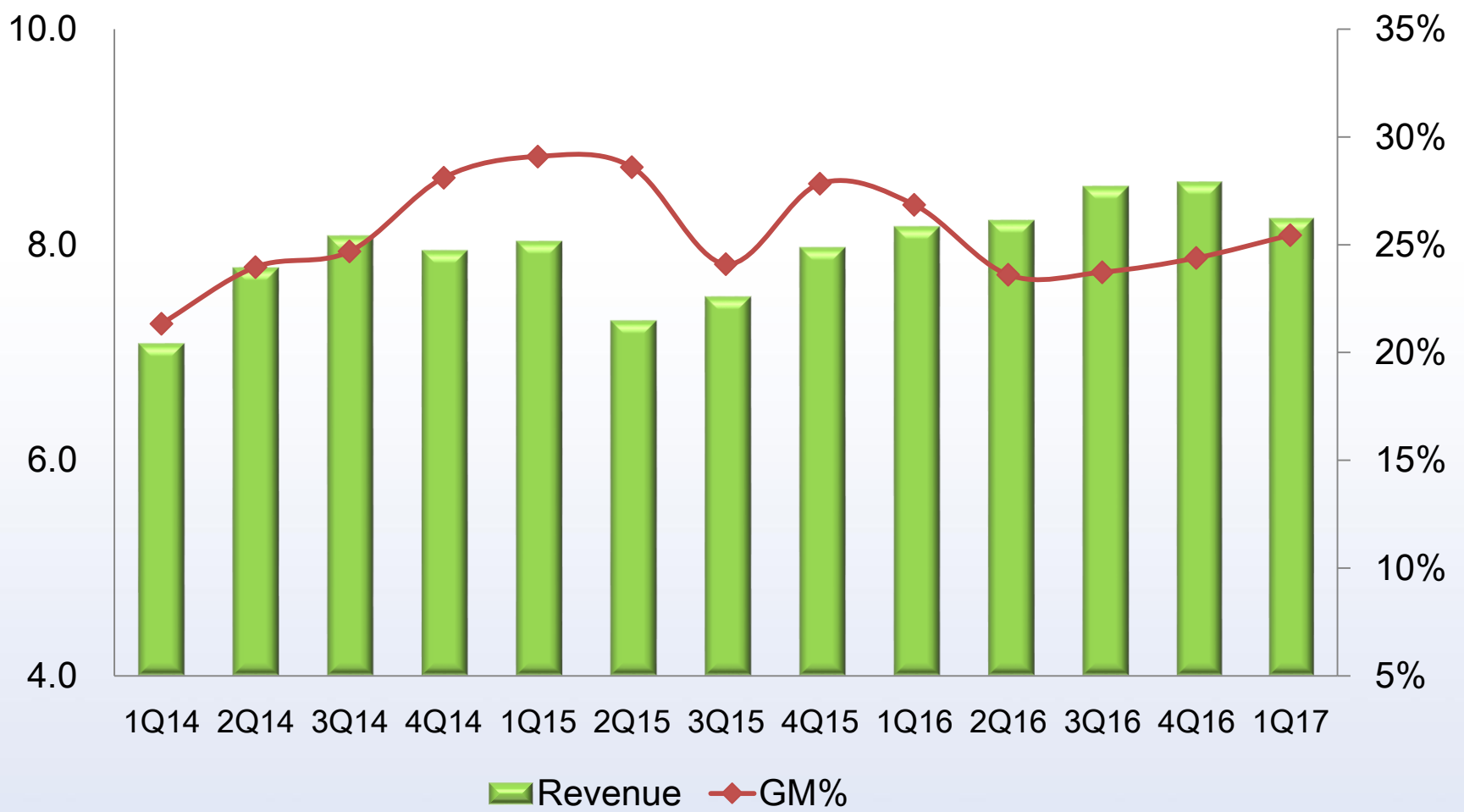
- ❑ AMOLED的製造成本在 2016年已低於LTPS LCD。AMOLED在智慧型手機市場中的滲透率將在2019年達到40%
- ❑ 華邦是AMOLED應用中NOR記憶體的主要供應商



財務資訊回顧：營收及毛利率

營收 (新台幣十億元)

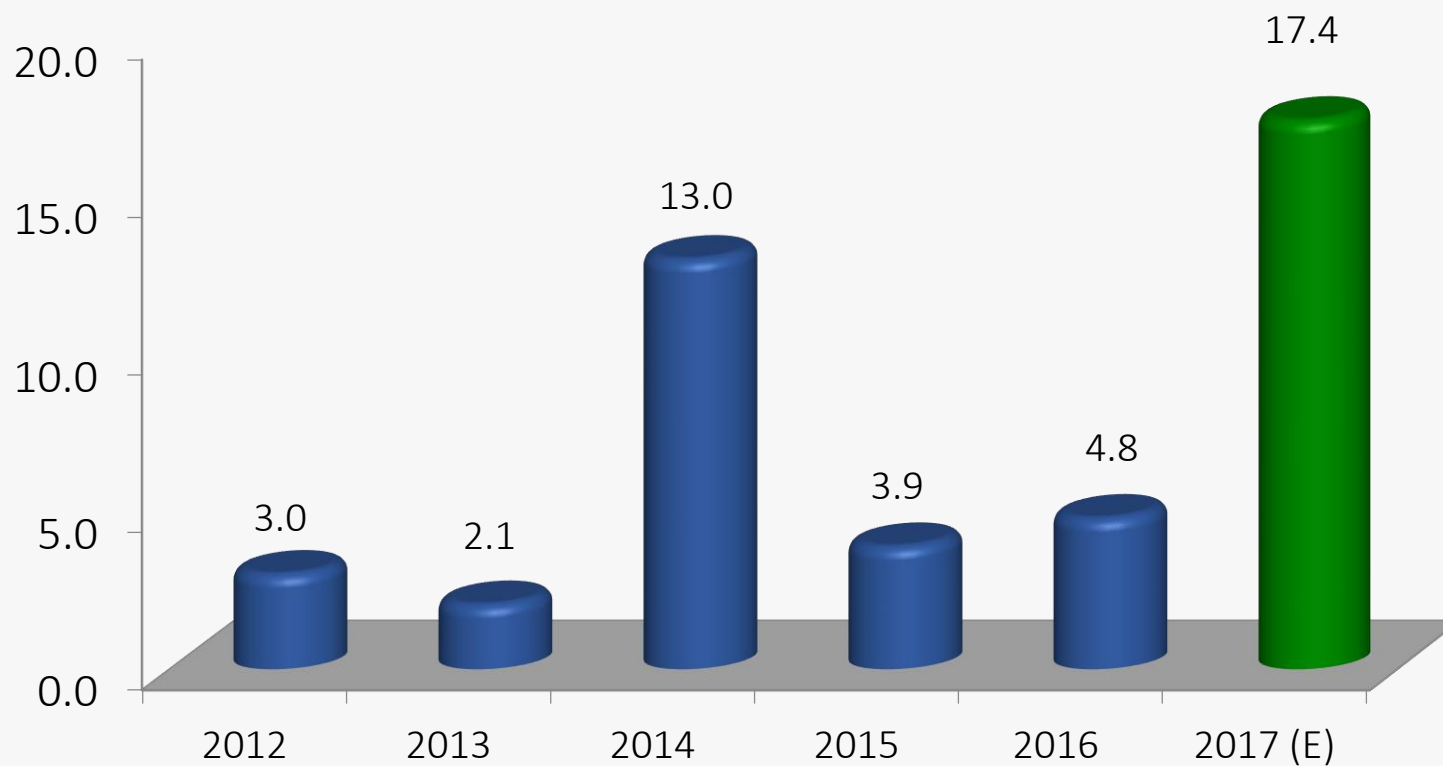
毛利率





Y2017 資本支出

新台幣十億元



資本支出(現金基礎) 04/28/2017估計