

winbond



2Q17 Cathay Securities Conference



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Table of Content

- Company Overview
 - Business Model: A Hidden Champion of Specialized Memory Supplier
 - Balanced Product Mix
- Growing Application
 - Automotive and Industrial
 - Other field
- Financial Recap
 - Revenue and GM Trend
 - CAPEX



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

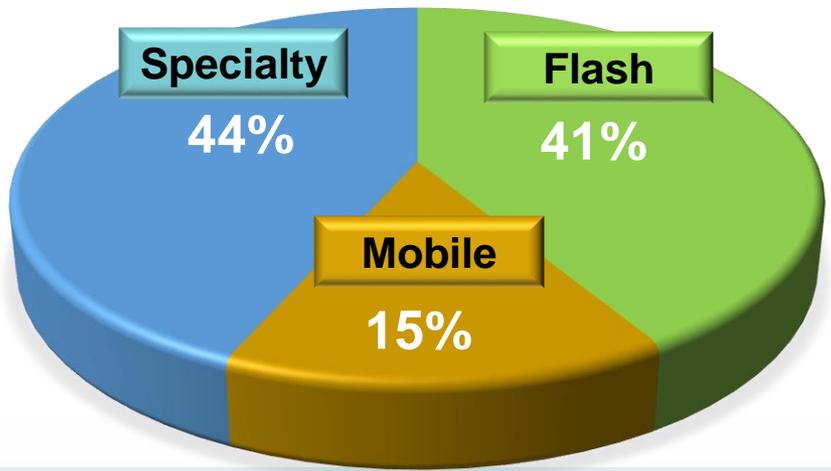


An International Organization





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

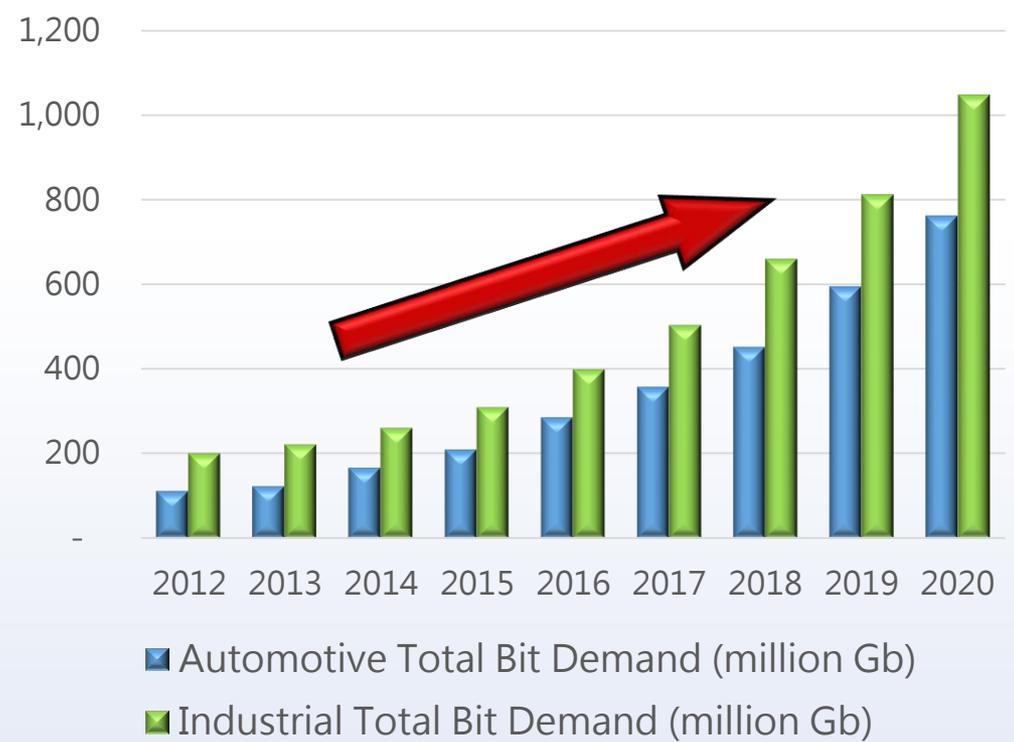
 High Quality

 Growth Potential



Fit with "Hidden Champion"

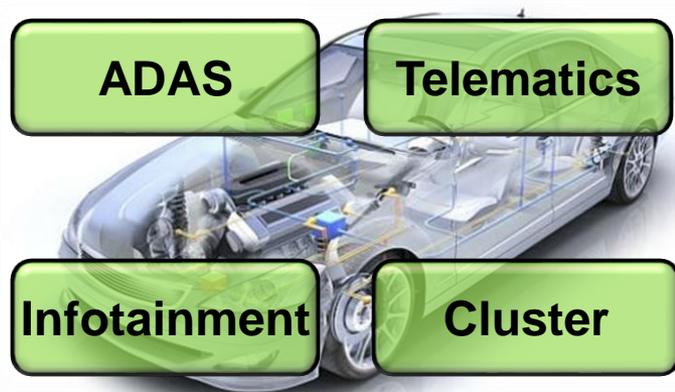
Global Demand of DRAM in Automotive and Industrial Applications:



Source: IHS



All around a car, all around the world

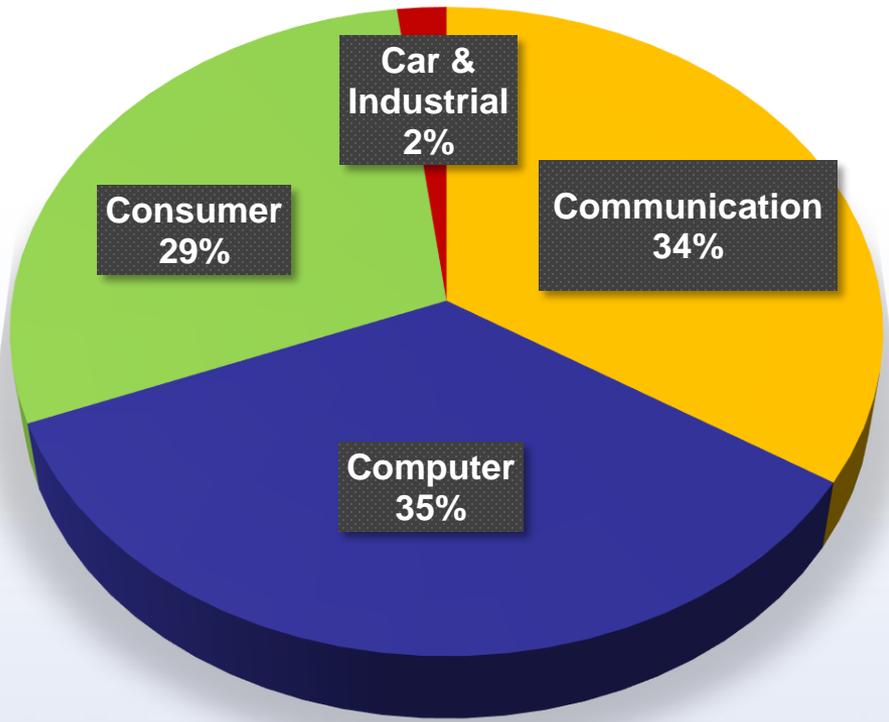


- Winbond has been a memory supplier for Infotainment, Cluster, Telematics, and ADAS.
- Customers including global tier-1 OEM companies in Japan, Germany, Korea, and USA.

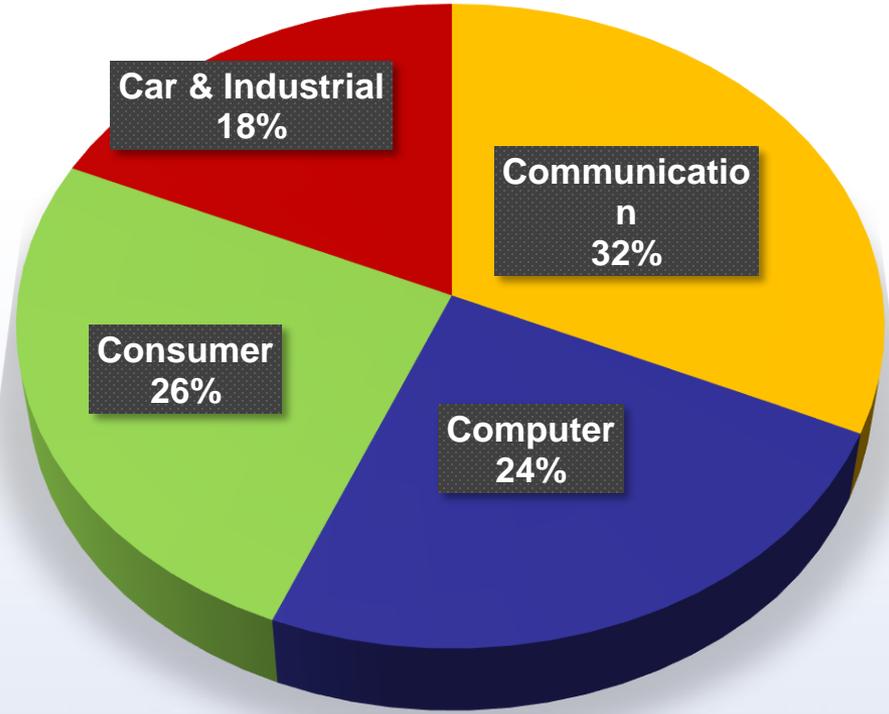


Car & Industrial

Y2012 Revenue Breakdown



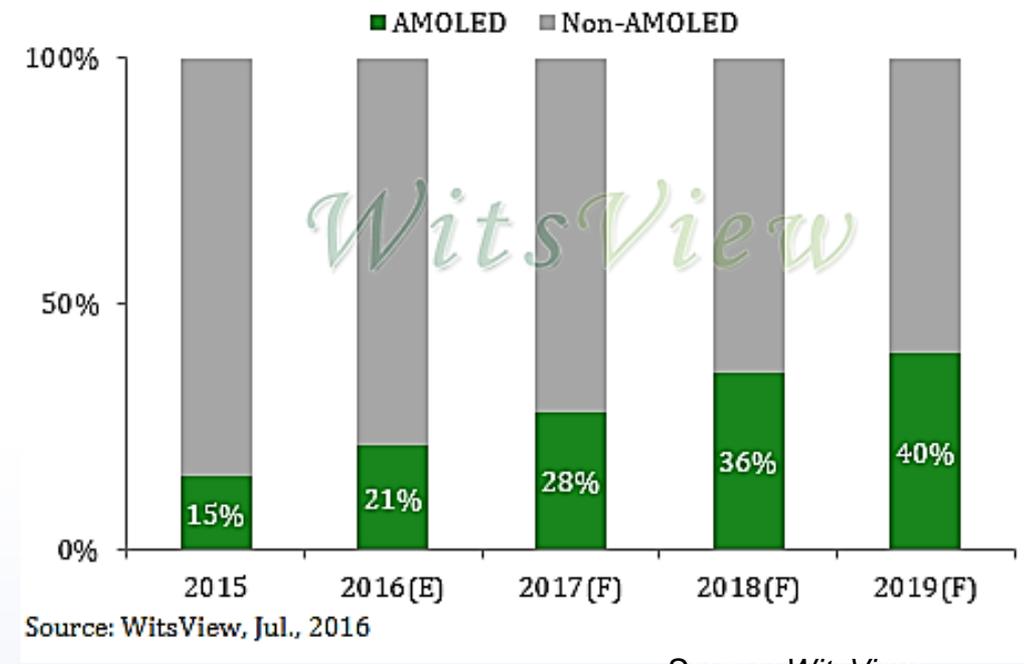
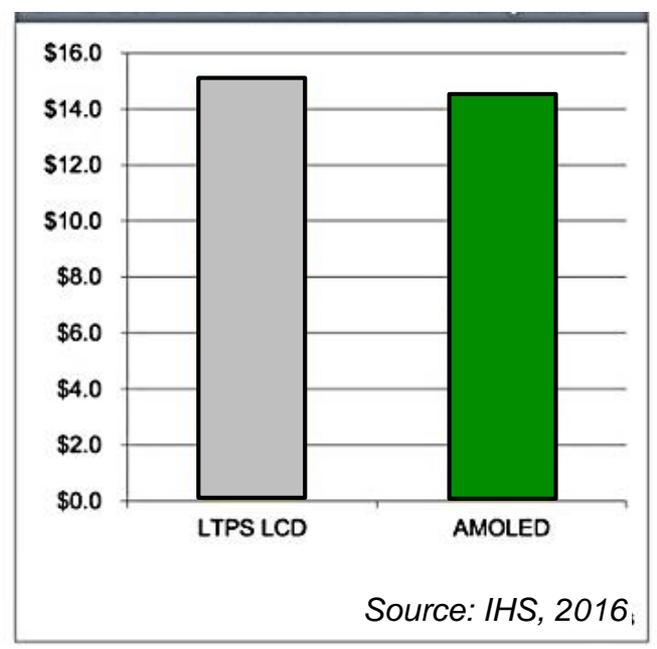
Y2016 Revenue Breakdown





Growing Application - AMOLED

Manufacturing costs (US\$):



- ❑ 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)

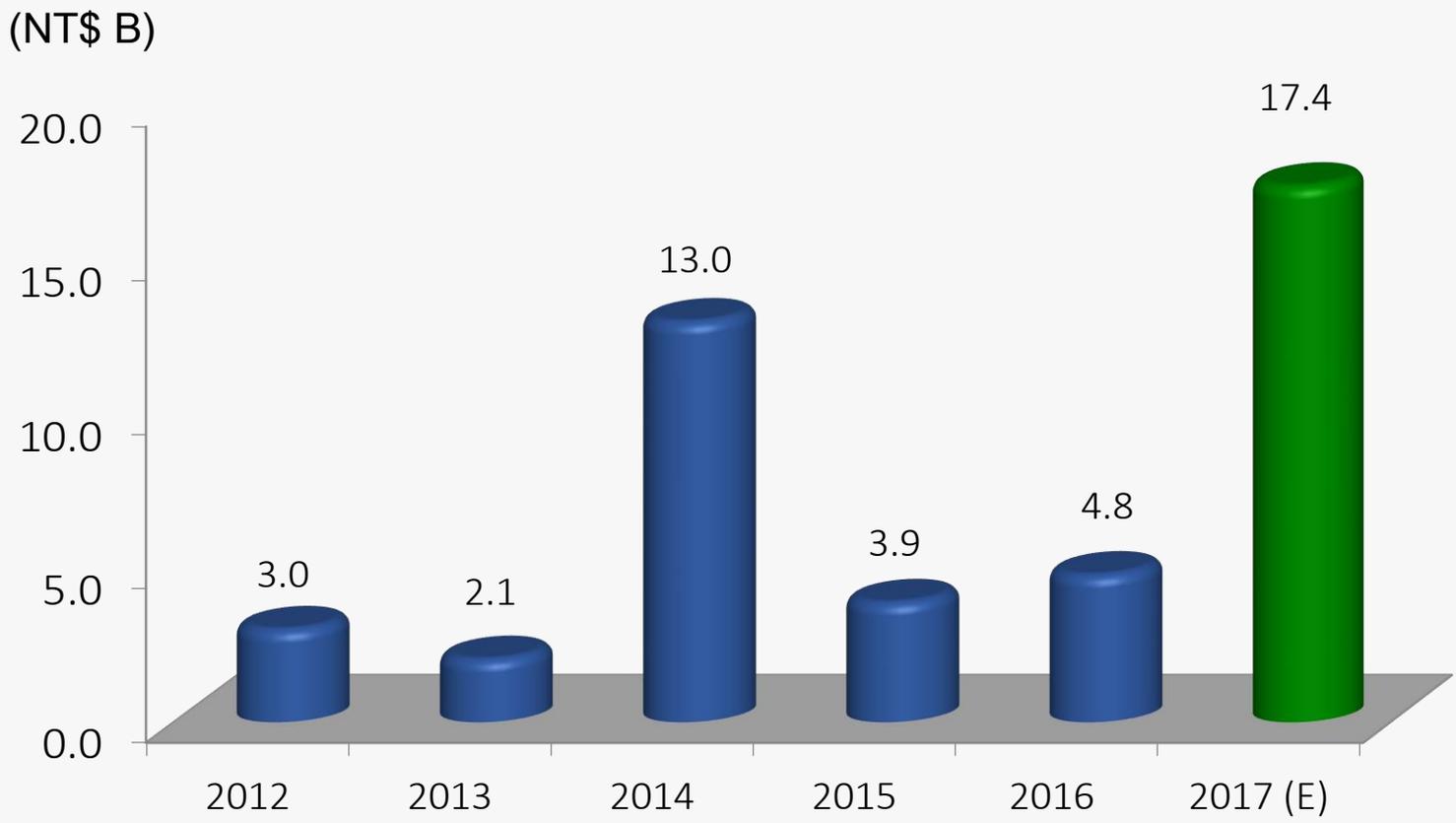
Gross Margin



Revenue GM%



Y2017 CAPEX- Memory



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