

# ESON

P01 /23



**ESON PRECISION IND. CO., Ltd (5243)**

<http://www.eson.com.cn>

REPORTER : GM JC CHANG  
DATE : 2015/11/13

**1. COMPANY PROFILE**

**2. PRODUCTS**

**3. STRATEGY**

**4. VISION**



# 1. COMPANY PROFILE

- Established in 1987
- President : Cheng-Wu, Tai
- Founder: Chia-Hsiang, Tsai
- General Manager : Mao-Chiang, Chang
- Capital : NTD 1.806 Billion
- Number of Employees : 7,500
- Business :
  - (1) Consumer Electronic Device Parts Designing And Manufacturing
  - (2) Tooling designing and Manufacturing
  - (3) Stamping Products/Plastic Injection Products/ Surface Treatment
  - (4) Systematic Integration And Assembly

# 1. COMPANY PROFILE – BUSINESS CONCEPT

Eson business concept is formed from **Efficiency**, **Satisfaction**, **Optimizing** and **New thinking** regarding to the following 4 aspects, manufacturing, customer demands, technical improving and management.

- ◆ 精進生產效率  
Efficiency
- ◆ 客戶滿意  
Satisfaction
- ◆ 技術優化  
Optimizing
- ◆ 管理新思維  
New Thinking



# 1. COMPANY PROFILE - HISTORY

ESON

P05 /23

## Milestone

### Establishing

1987

- Established Tooling Plant in Taipei

1995

- Started Japan brand PC ME parts tooling

1987-2000

### Foundation

2001

- Established ESON Kunshan, start metal parts production

2004

- Established ESON Dongguan

2005

- Award Japan brand Green Partner Certification

2001-2005

### Development

2006

- Started injection of Japan brand game set business
- Started USA Automotive Brand Tooling

2008

- Implemented RHCM and started LED TV production

2009

- HH invested ESON
- Established Wuxi , Yanti, Mexico plants

2010

- Started US brand Server case

2006-2010

### Growing

2011

- Phased in LCM ME parts production

2012

- Invested Multiwin Mexico

2013

- Establish ESON Malaysia
- IPO at TWSE

2014

- Started US Automotive body parts project

2015

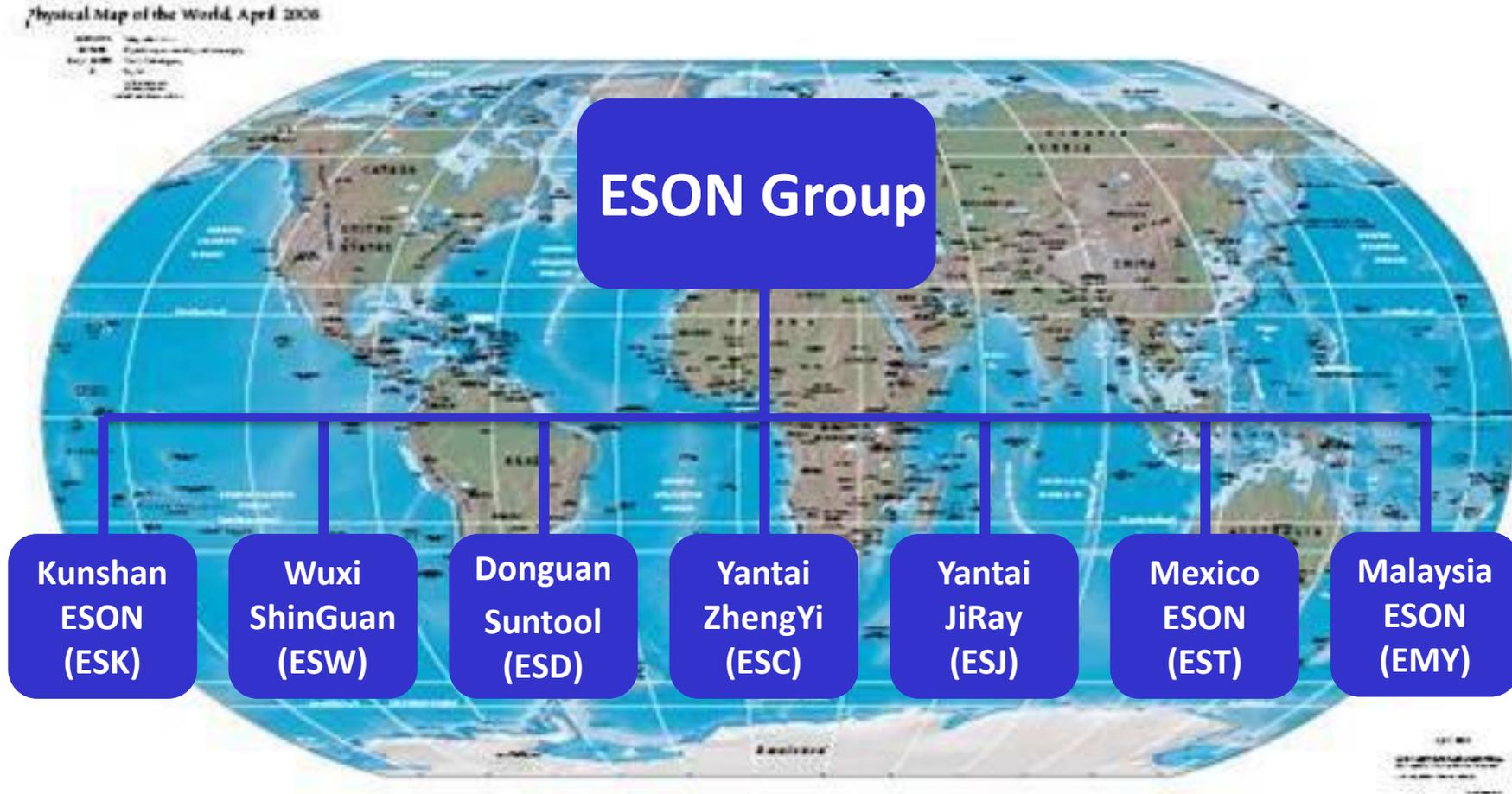
- Started systematic assembly business

2011-2015

# 1. COMPANY PROFILE – GLOBAL NETWORK

**ESON**

P06 /23



1987

## ➤ Tooling

- Metal Product Tooling
- Home Appliance Tooling Export
- Automotive Tooling Export



2001

## ➤ Consumer Product

- Notebook/ PC
- Game Console
- Network Server
- Micro Server
- TV Mechanical Component



2009

## ➤ Surface Treatment

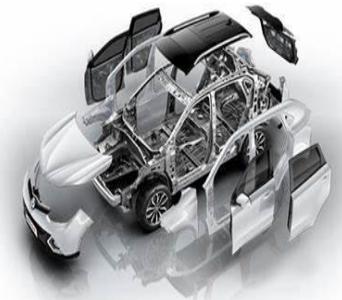
- Anodizing
- Laser Embedding
- Diamond Cutting
- High-Gloss UV Painting
- Evaporation/Deposition
- Water Transfer Print/ Heat Transfer Print



2014

## ➤ Automotive Product

- Body Parts stamping/ injection
- Battery components/ Charger

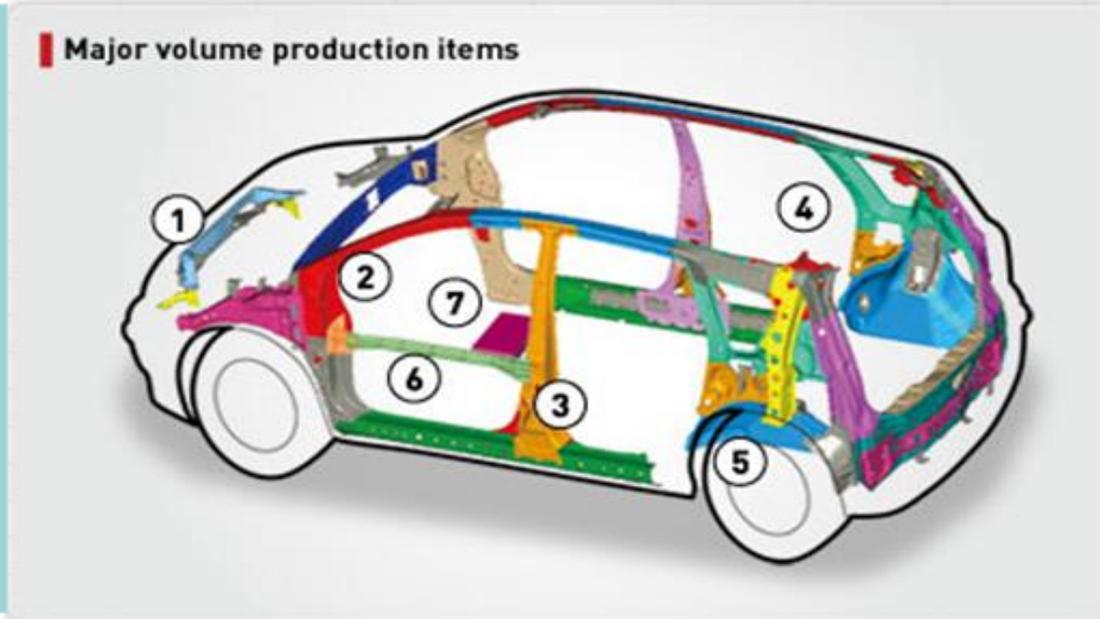


# 2.PRODUCTS — EXPERIENCED TOOLING PRODUCTS

# ESON

P08 /23

1. Support for Radiator
2. Front Pillar
3. Center Pillar
4. Rear Pillar
5. Wheel Housing
6. Door Beam
7. Seat Slider
8. Others ( Tank,Muffler, Door Trim Panel, Chassis)



# 2.PRODUCTS – CONSUMER ELECTRONIC DEVICES

ESON

P09 /23



Approx  
0.2 in



# 2.PRODUCTS – CLOUD PRODUCT

## INDUSTRY SERVER



# 2.PRODUCTS – SURFACE TREATMENT TECHNOLOGY

**ESON**

P11 /23



**Leather Coating**



**High-Gloss UV Painting**



**Evaporation**



**Water Transfer Print**



**Heat Transfer Print**



**Anodizing**

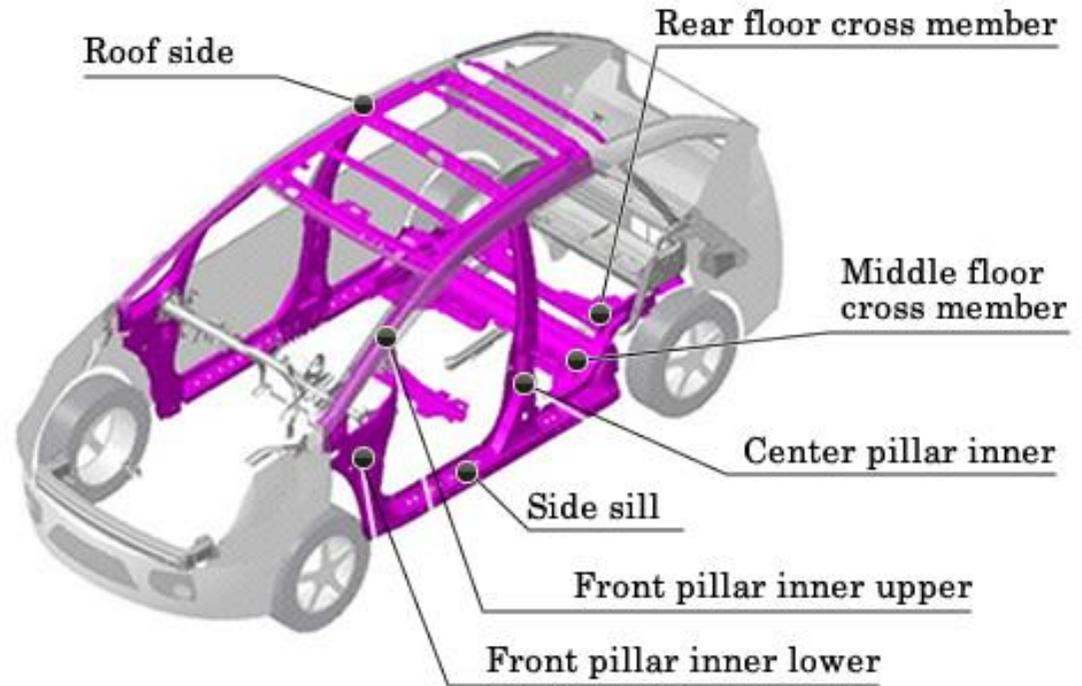


**Electro-Deposition Painting**

## Projects – Stamping parts

### Product Descriptions:

- Roof side
- Rear Floor Panel
- B and C pillar
- Middle Floor Panel
- Etc..

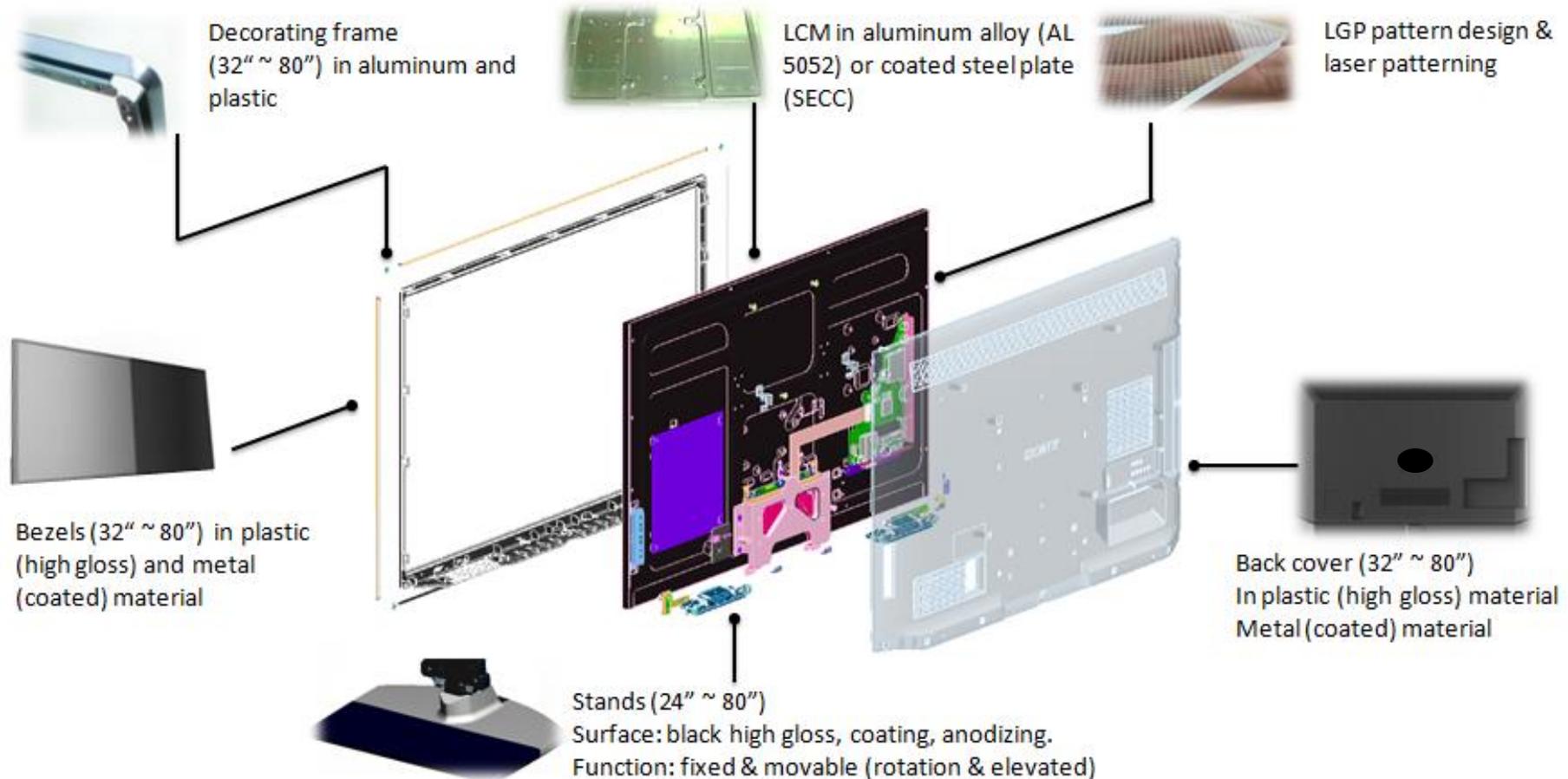


# 2.PRODUCTS – AVENUE DISTRIBUTION

	TV COMPONETS	TOOLING	CLOUD	AUTOMOBILE	3C PRODUCT
ITEM					
2014 PROPORTION	74.50%	13.00%	5.74%	2.05%	1.98%
2015 PROPORTION	67.90%	12.85%	8.12%	4.85%	4.42%
Growth	-8.86%	-1.15%	41.46%	136.59%	123.23%

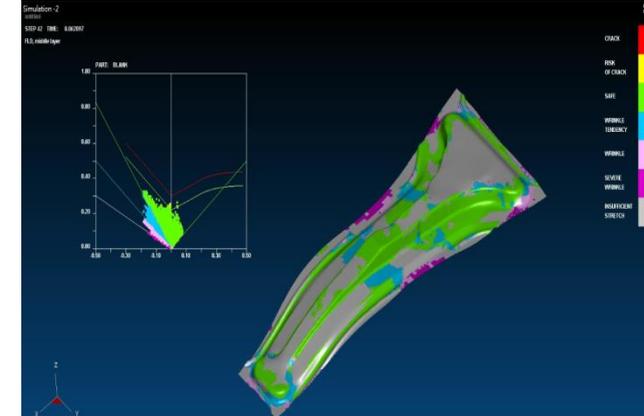
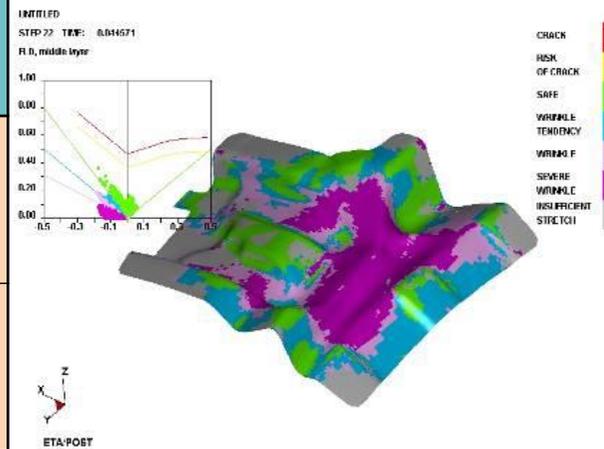
- 
- 1. PRODUCT DEVELOPING AND DESIGNING CAPABILITIES**
  - 2. TOOLING MANUFACTURING ABILITY**
  - 3. INTEGRATED PRODUCING PROCESS AND VARIETY**
  - 4. INTELLEAGENTIZATION AND AUTOMATION  
(industry 4.0 )**
  - 5. GLOBAL NETWORK**

## TV ME parts Design/Production Capacity/ Global Delivery



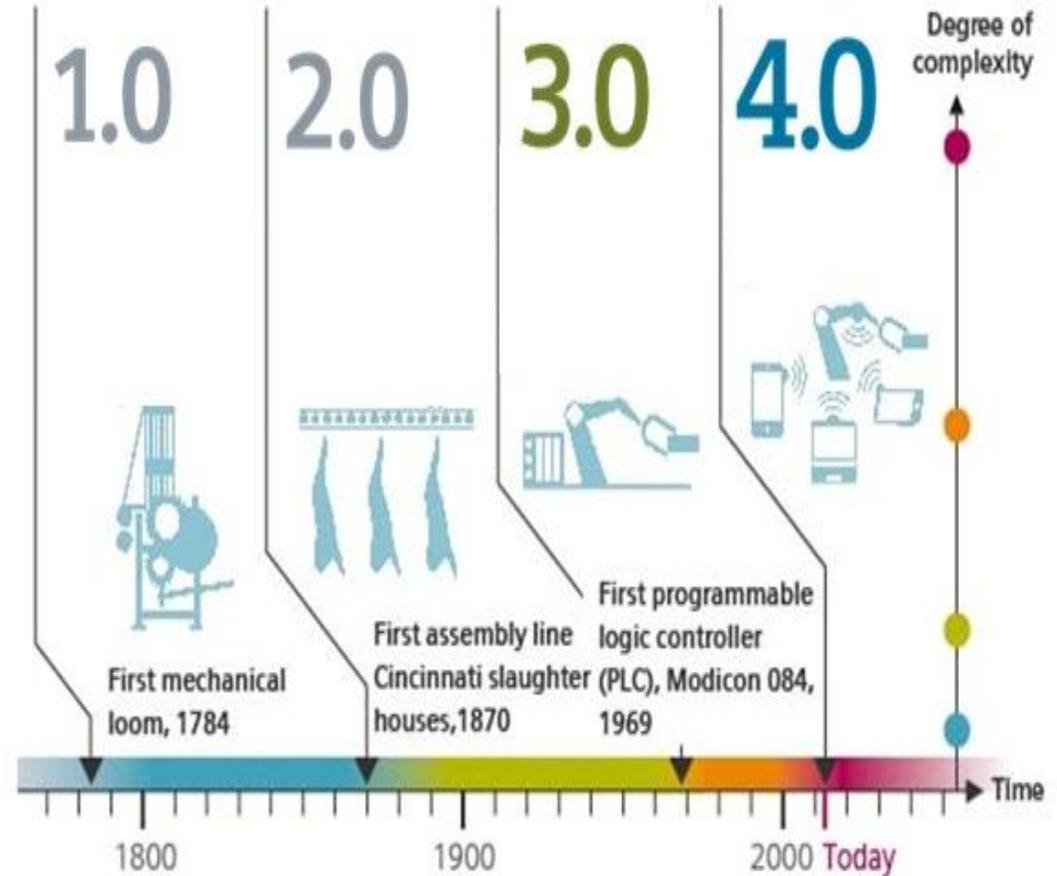
## Tooling Capability

400 member Tooling Plant	Stamping Tooling	Injection Tooling
Designers	3D - 30 members 2D - 20 members	20 members
Software	UG , Pro-E , Auto-CAD , CATIA	UG , Pro-E , Auto-CAD , CATIA
Simulation Software	DYNAFORM AUTOFORM	MOLDFOLW
Experience	material thickness 0.08-8.0mm	max machine SPEC
	Max tooling size 1.4(W)*5.5(L) M	3000T



# 3. STRATEGY

## Intelligent and Automated Production by Promoting industry 4.0



# 3. STRATEGY

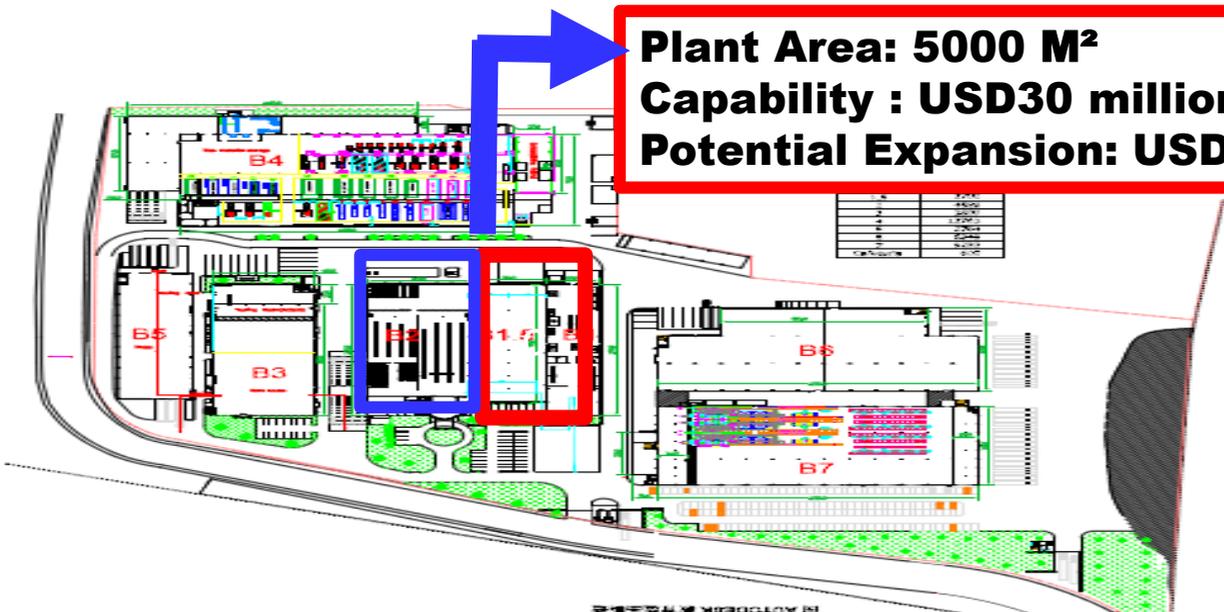
## Intelligent and Automated Production by Promoting industry 4.0



# 4. Vision



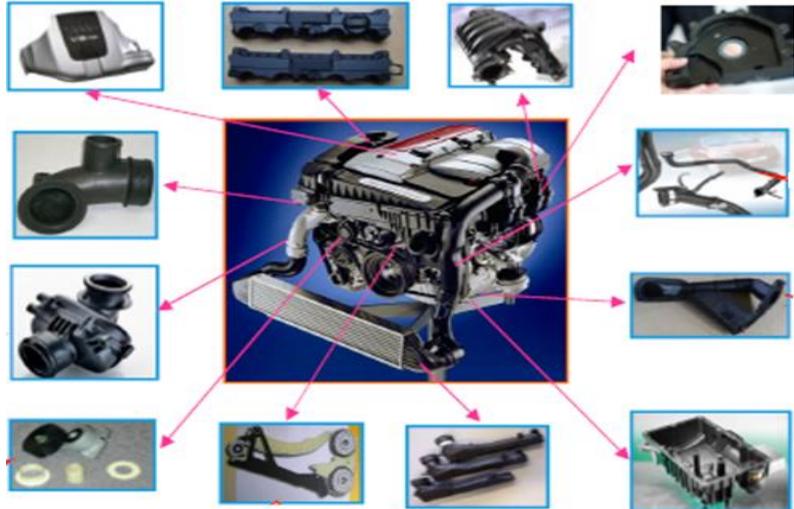
**Plant Area: 5000 M<sup>2</sup>**  
**Capability : USD30 millions**  
**Potential Expansion: USD30 m**



# 4. Vision – AUTOMOTIVE PRODUCTS

Lightweight mechanical parts demand

Potential and Short to Mid Term Applications  
Thermoplastic Composites for Automotive



<p>Interior</p>	<p>Airbag housing</p>	<p>Carrier</p>	<p>Seat pan/structure</p>	<p>Door module</p>
<p>Car body / mounted parts</p>	<p>Trunk well</p>	<p>Frontend</p>	<p>Spare wheel well</p>	
<p>Drivetrain</p>	<p>Underbody protection</p>			

# 4. Vision – AUTOMOTIVE PRODUCTS

ESON

P21 /23

## New Energy Automotive-Charger



# 4. Vision – CLOUD/SMART HOME APPLIANCES

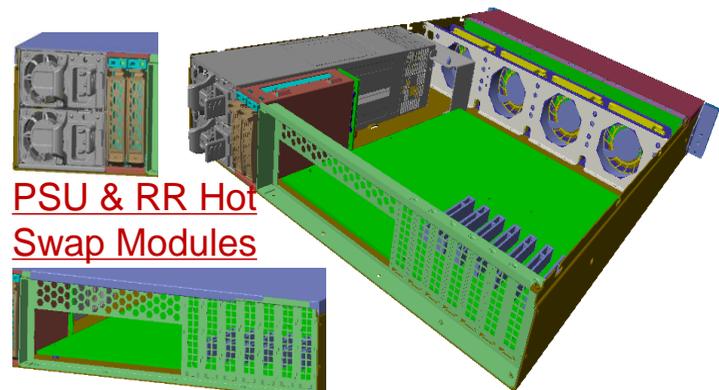
**OEM MODEL**



**ODM MODEL**

**Own Brand Development**

**Mini-Server**



PSU & RR Hot Swap Modules

I/O Window & L.P Slot\*7 areas

MB: EATX & ATX

**Home Automation**



**Thank you !**

