

# ESON

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



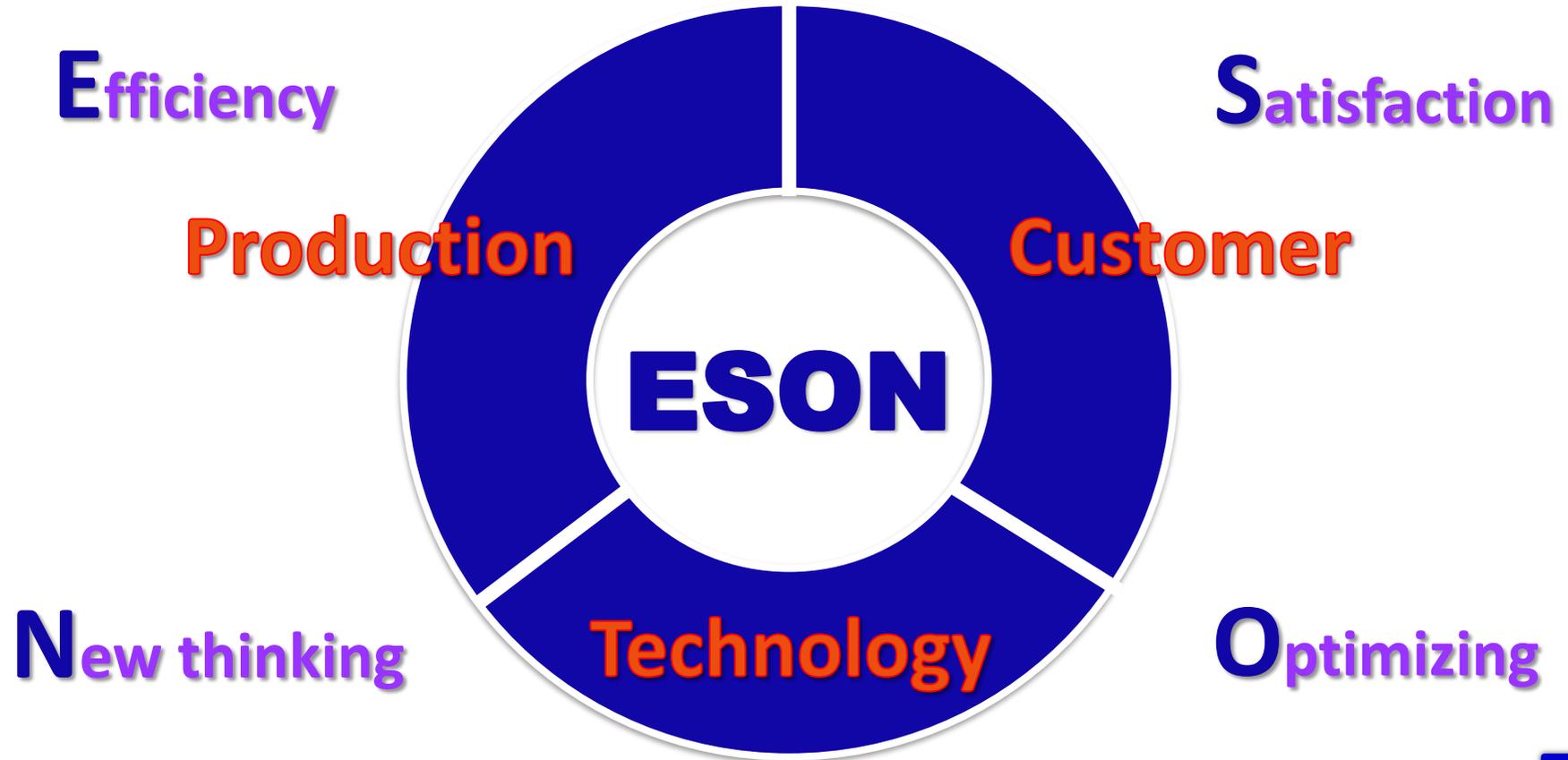
**ESON PRECISION IND. CO., LTD.**

Presented by : JC Chang  
Date : 2014/11/28

1. Company Profile
2. Financial Statements
3. Advantages
4. Prospects

# Company Profile

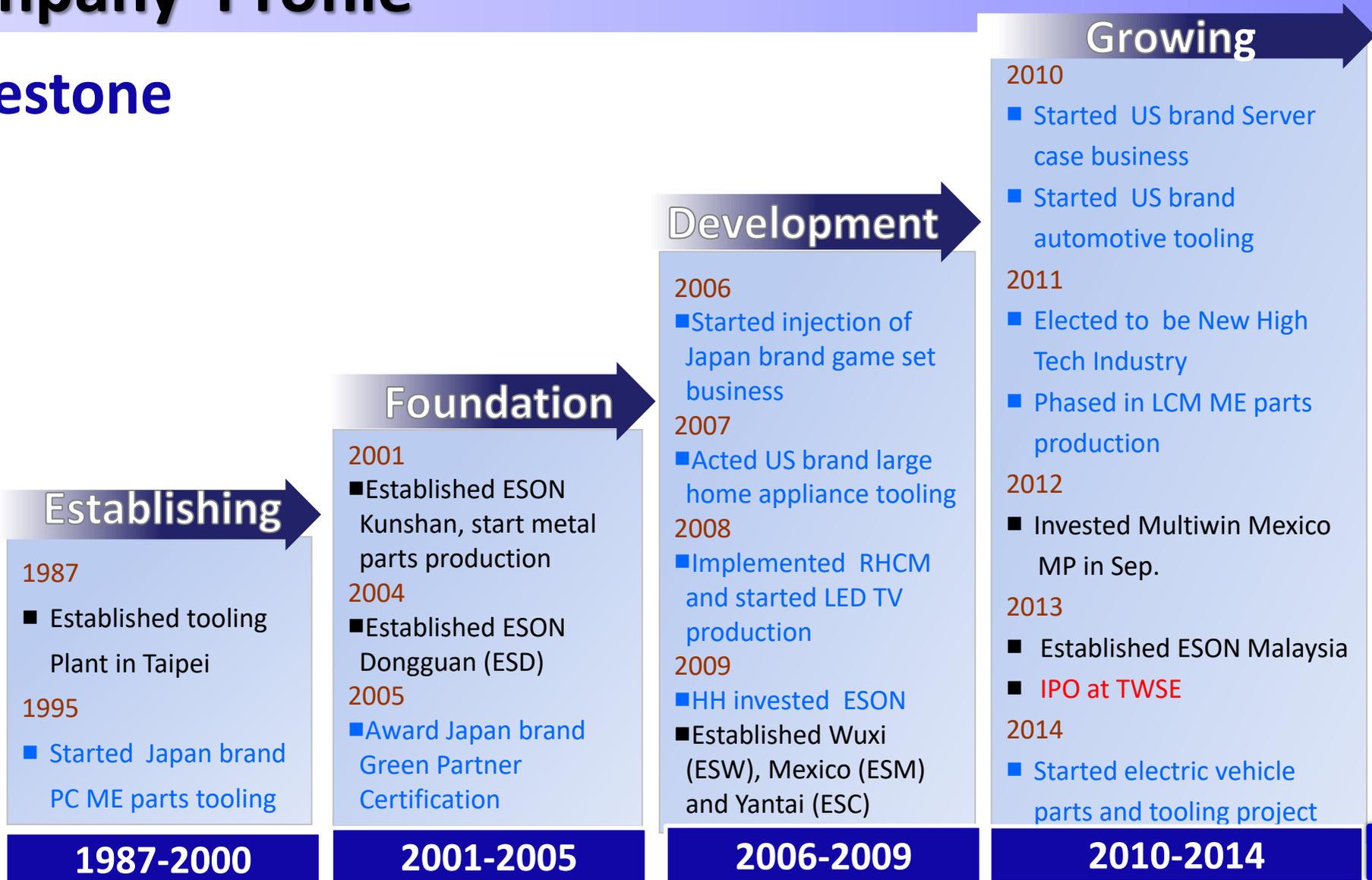
## Management Philosophy



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# Company Profile

## Milestone



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# Company Profile

## Product History

### 1987 Tooling

- Metal Products
- Home Appliance
- Automobiles



### 2001 Consumer Products

- Notebook
- PC
- Network Server
- Game Console
- Network Solution
- TV Mechanical Component



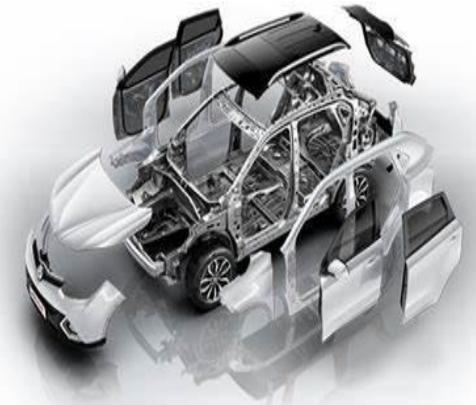
### 2009 Surface Treatments

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



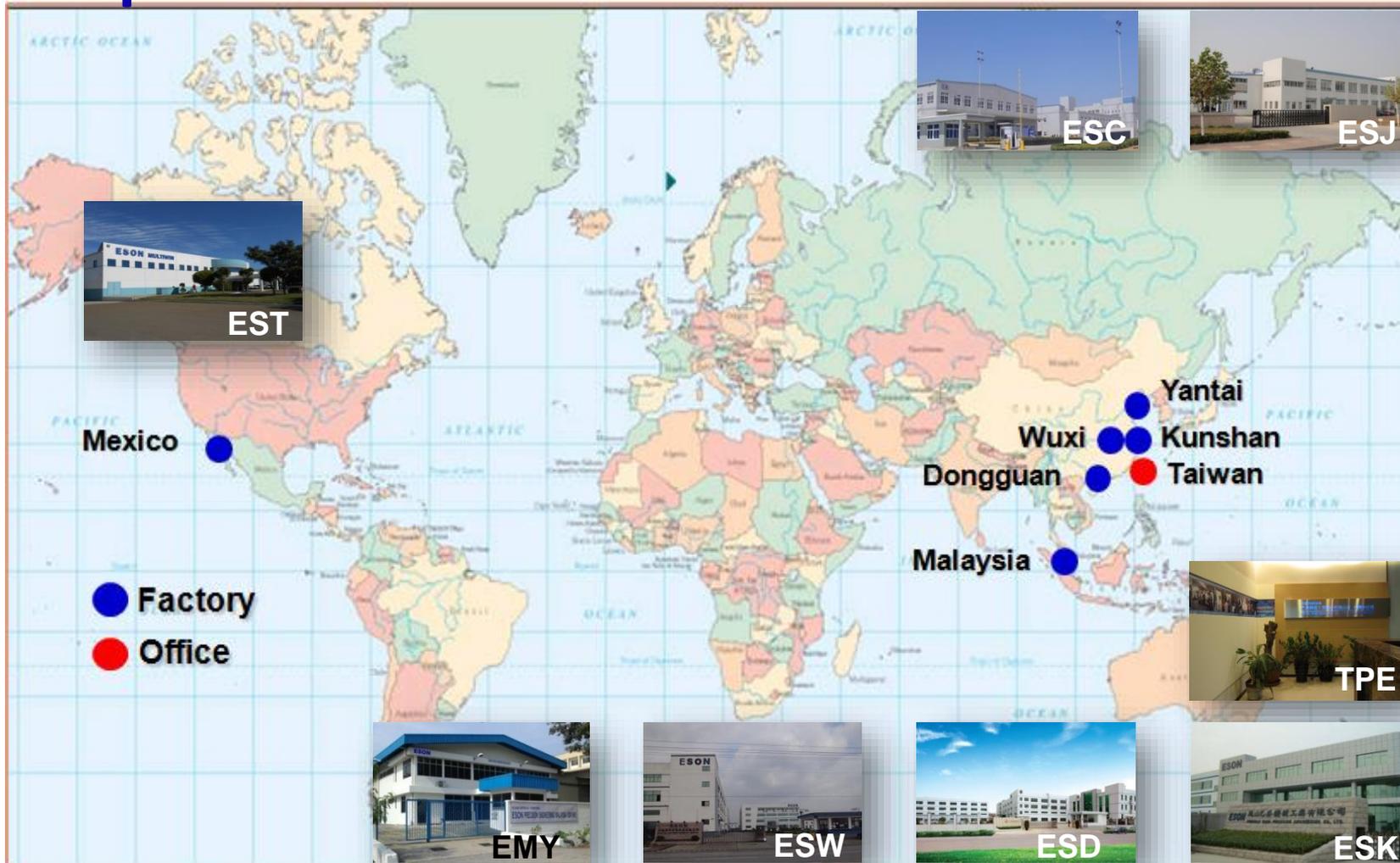
### 2014 Electric Vehicles Products

- Automotive Products
- Stamping & Injection Parts
- Welding & Staking & Assembly



# Company Profile

## Global Operation Site



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# Financial Statements

## Financial History

Currency: NTD (in billions)

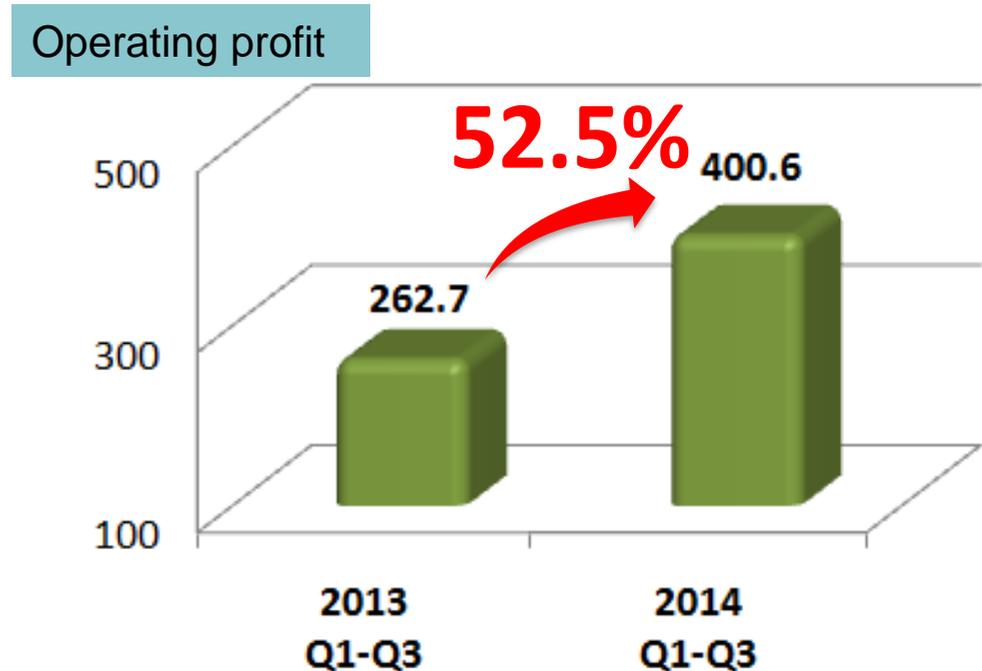
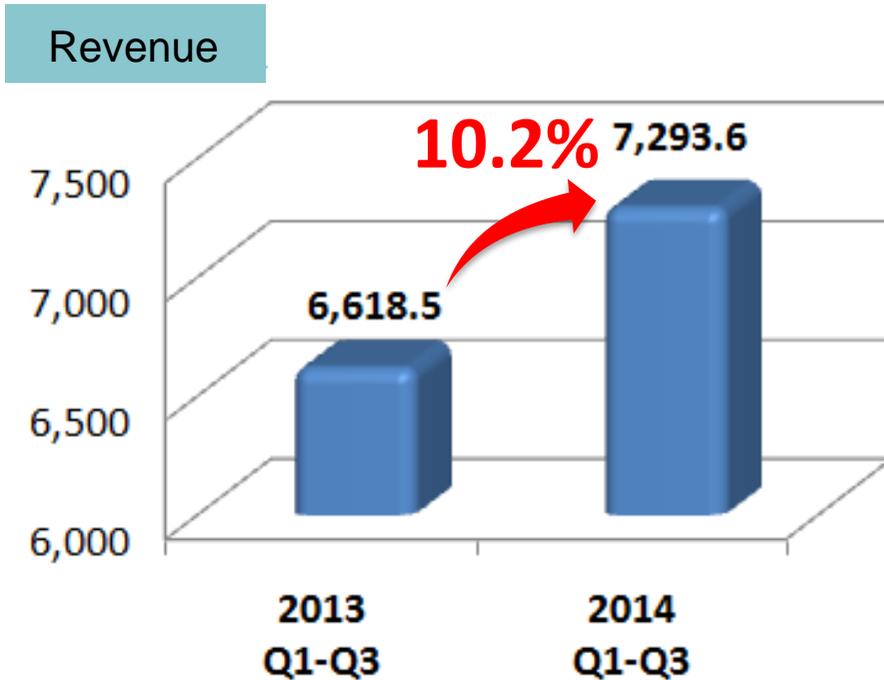
Four Years Financial Records	2011	2012	2013	2013 Q1~Q3	2014 Q1~Q3	Growth Rate
Capital	0.398	1.528	1.719	1.528	1.805	
Total Assets	6.6	8	9.082	8.64	10.15	
Revenue	0.62	6.6	8.552	6.62	7.29	+10.2%
Operating Profit	0.25	0.21	0.368	0.26	0.4	+52.5%
Net Income	0.15	0.24	0.386	0.27	0.39	+44.2%
Ownership	4.2	4.8	6.101	5.24	6.34	
EPS	1.02	1.6	2.55	1.75	2.2	+25.7%

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# Financial statement

## Comparison Between 2013&2014

Currency: NTD millions



	2013 Q1~Q3	2014 Q1~Q3	Growth Rate
Revenue	6,618.5	7,293.6	+10.2%

	2013 Q1~Q3	2014 Q1~Q3	Growth Rate
Operating profit	262.7	400.6	+52.5%

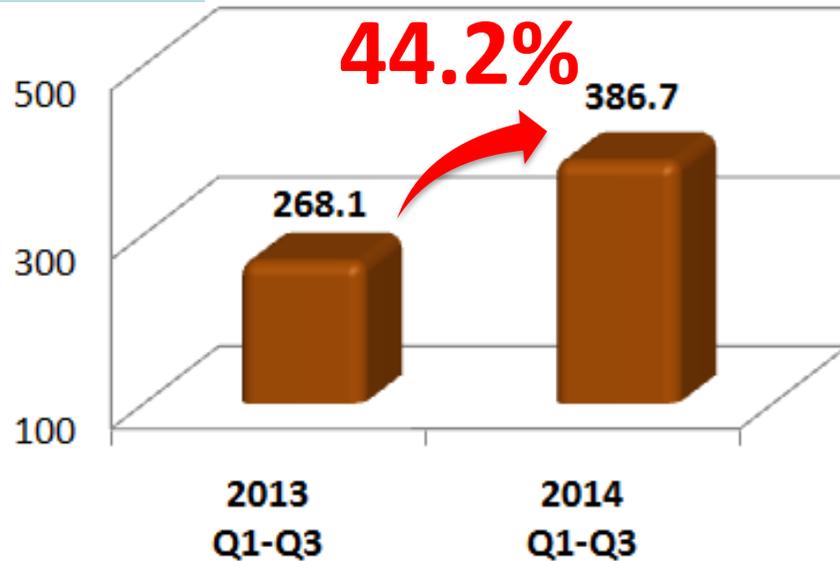
# Financial Statements

## Comparison Between 2013&2014

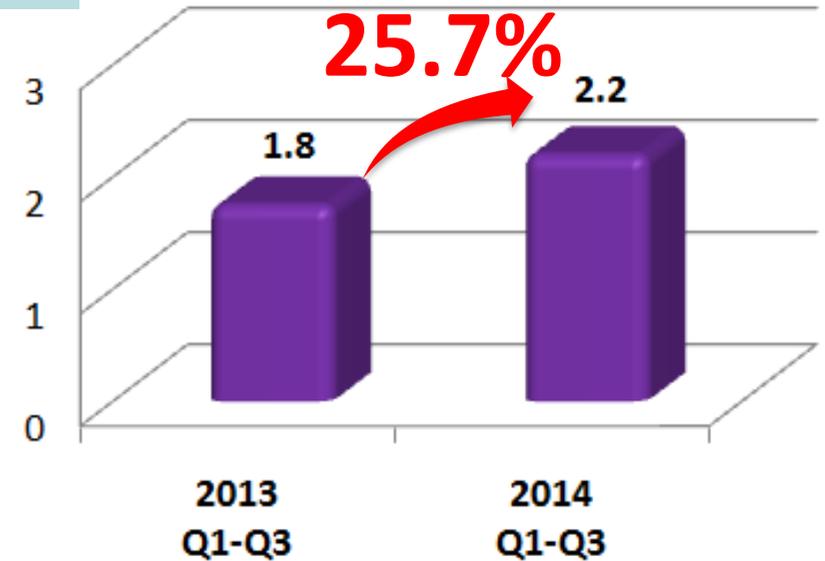
net income currency :NTD millions

EPS : NTD

Net Income



EPS



	2013 Q1~Q3	2014 Q1~Q3	Growth Rate
Net Income	268.1	386.7	+44.2%

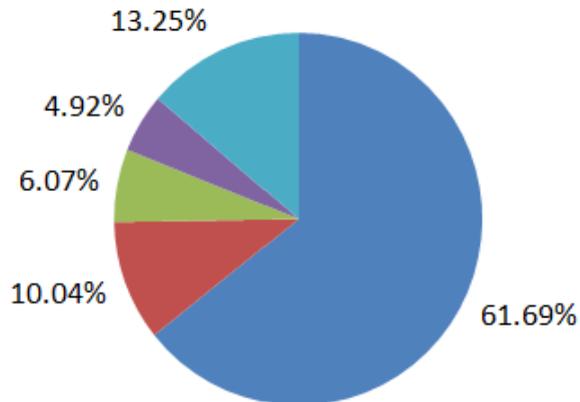
	2013 Q1~Q3	2014 Q1~Q3	Growth Rate
EPS	1.8	2.2	+25.7%

# Financial Statements

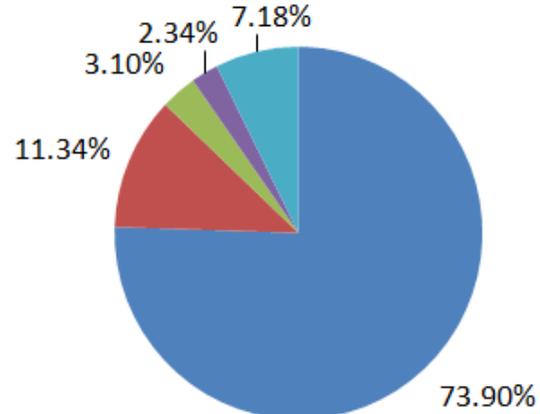
## Major Product Distributions

Product Category	TV parts	Tooling	Server	PC & Game set	NB product
2012 Revenue %	61.69%	10.04%	6.07%	4.92%	13.25%
2013 Revenue %	73.90%	11.34%	3.10%	2.34%	7.18%
2014 Q1~Q3 Revenue %	78.07%	13.65%	5.22%	0.55%	1.29%

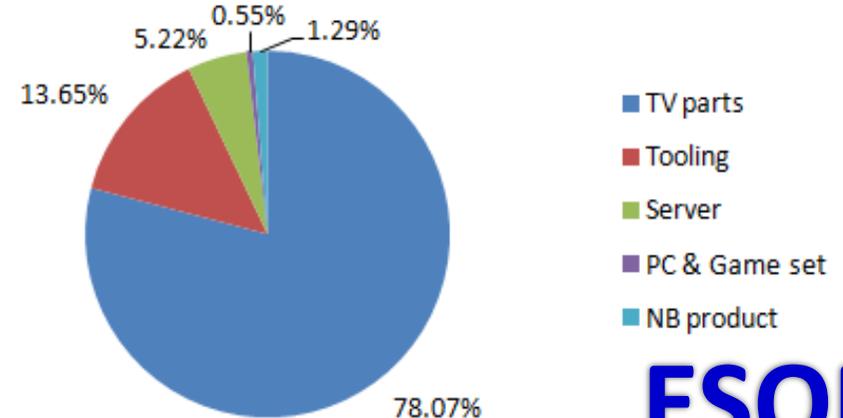
2012



2013



2014 Q1~Q3



# Financial Statements

## 2014 Q1~Q3 Product Distribution

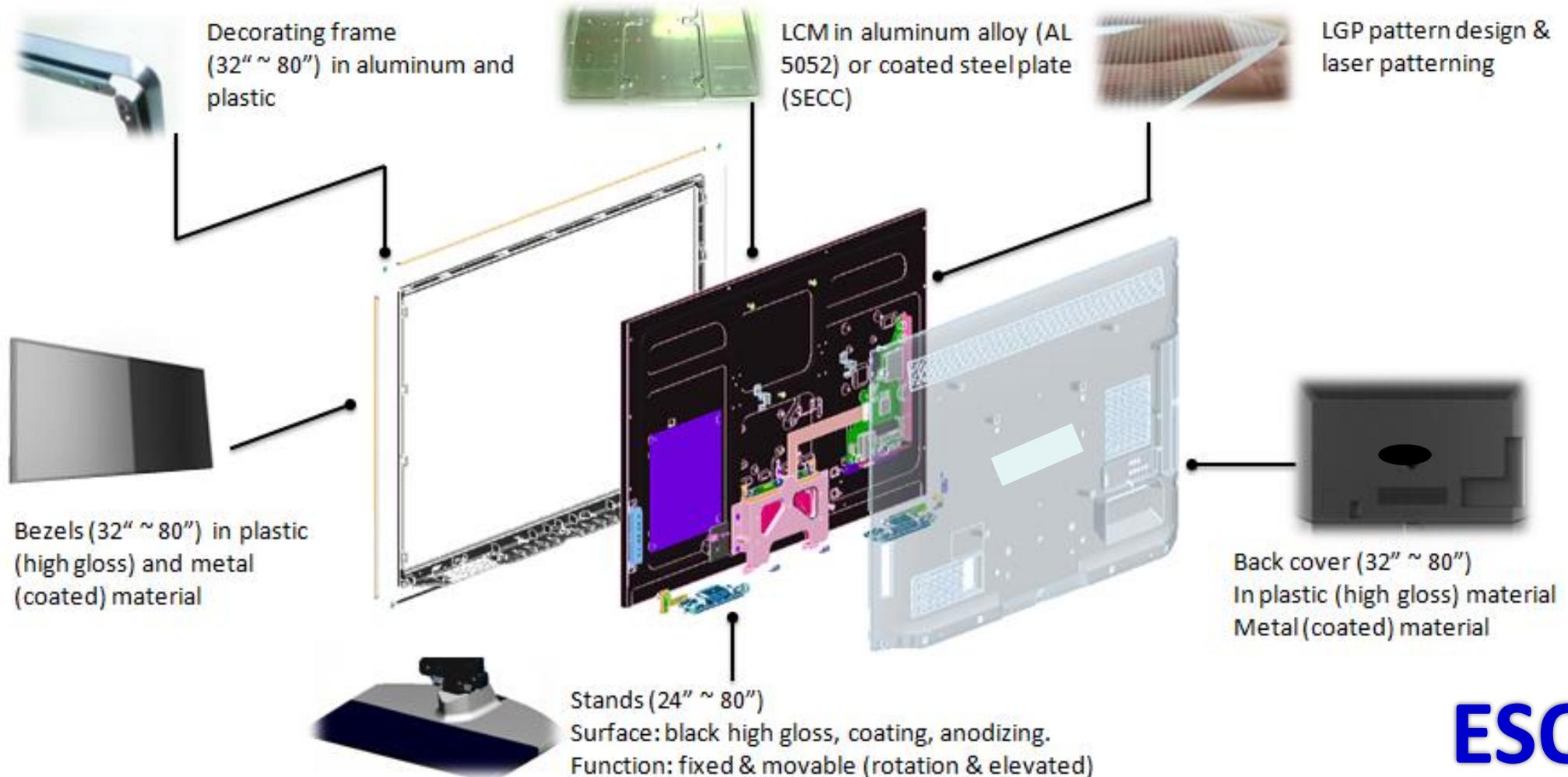
	TV parts	Tooling	Server&Telcom	PC & NB & Game set	Others
Product					
2014 Q1~Q3 Revenue %	78.07%	13.65%	5.22%	1.84%	1.22%
End Customer	<b>Japan:</b> S Brand P Brand <b>US:</b> V Brand <b>Taiwan:</b> H Customer	<b>US:</b> Automotive F Brand Home Appliance M Brand W Brand <b>Taiwan:</b> F Customer	<b>US:</b> C Brand <b>Europe:</b> N Brand	<b>Taiwan:</b> G Brand <b>Japan:</b> N Brand <b>US:</b> D Brand H Brand	<b>China:</b> I Brand

# ESON Advantages

1. R&D Capability
2. In-house Tooling Build
3. Strategy of Global Manufacturing Capacity
4. Surface Treatment Technology R&D

# ESON Advantages

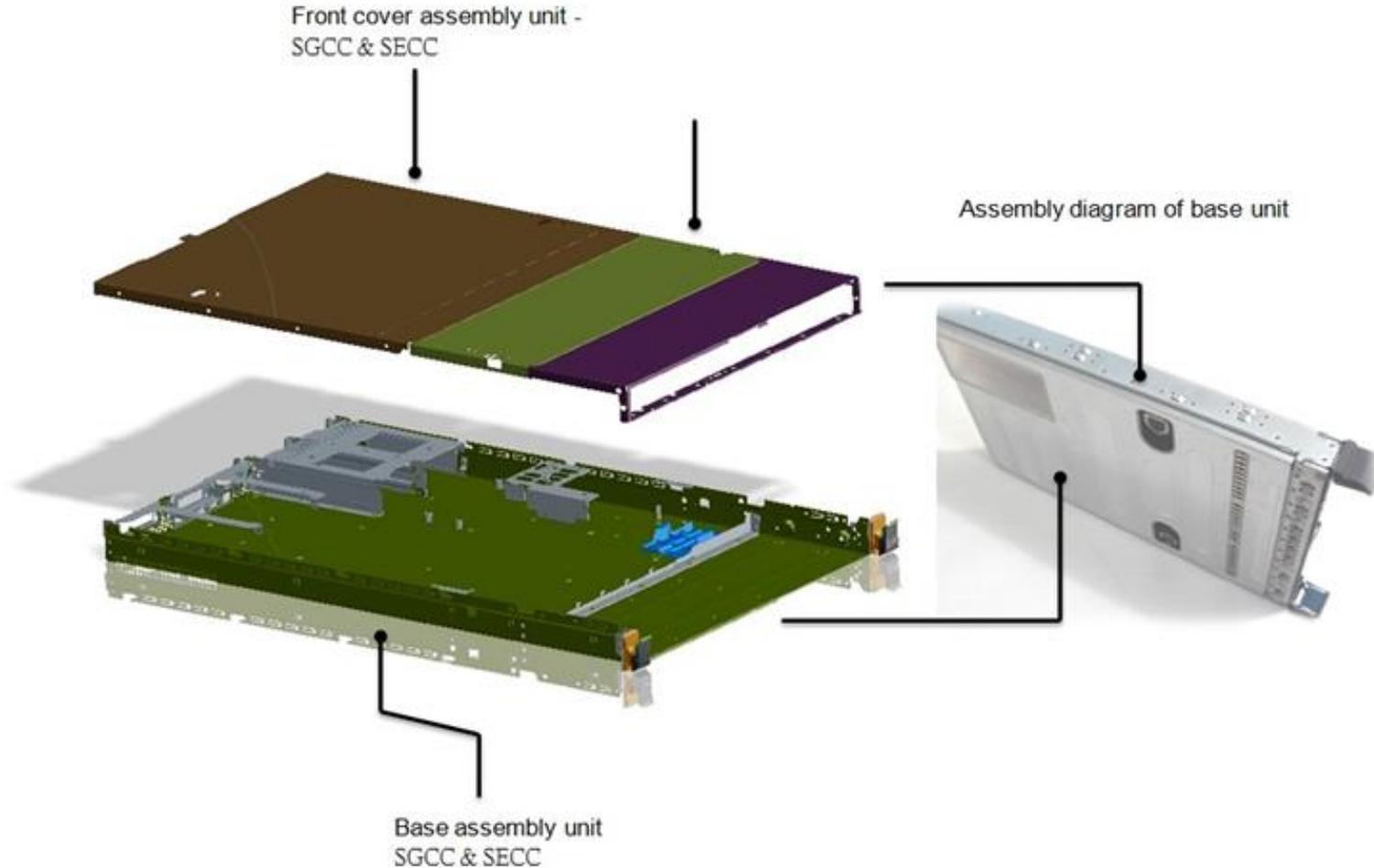
## TV ME parts Design/Production Capacity



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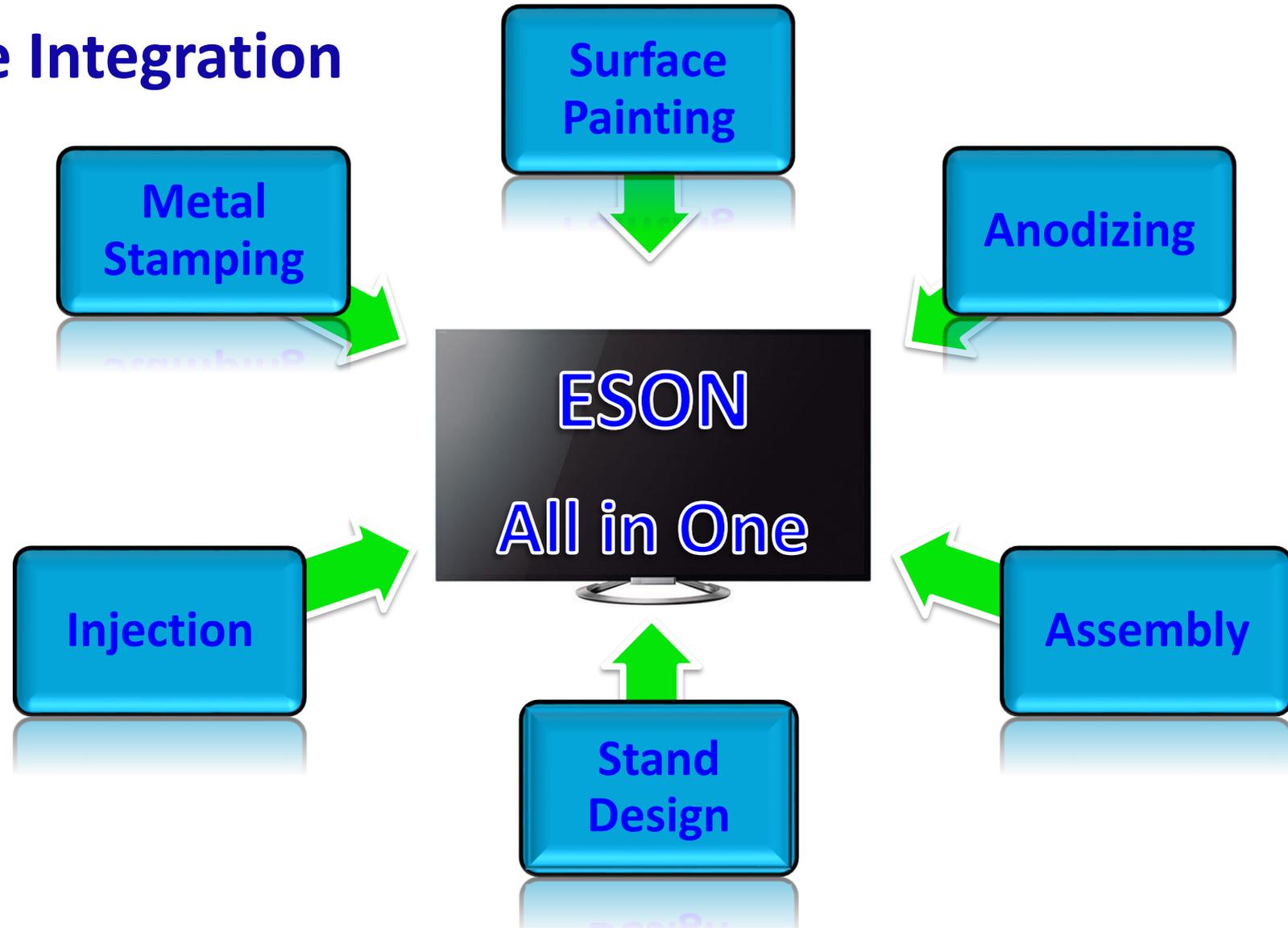
# ESON Advantages

## Server case Design & Production Experience



# ESON Advantages

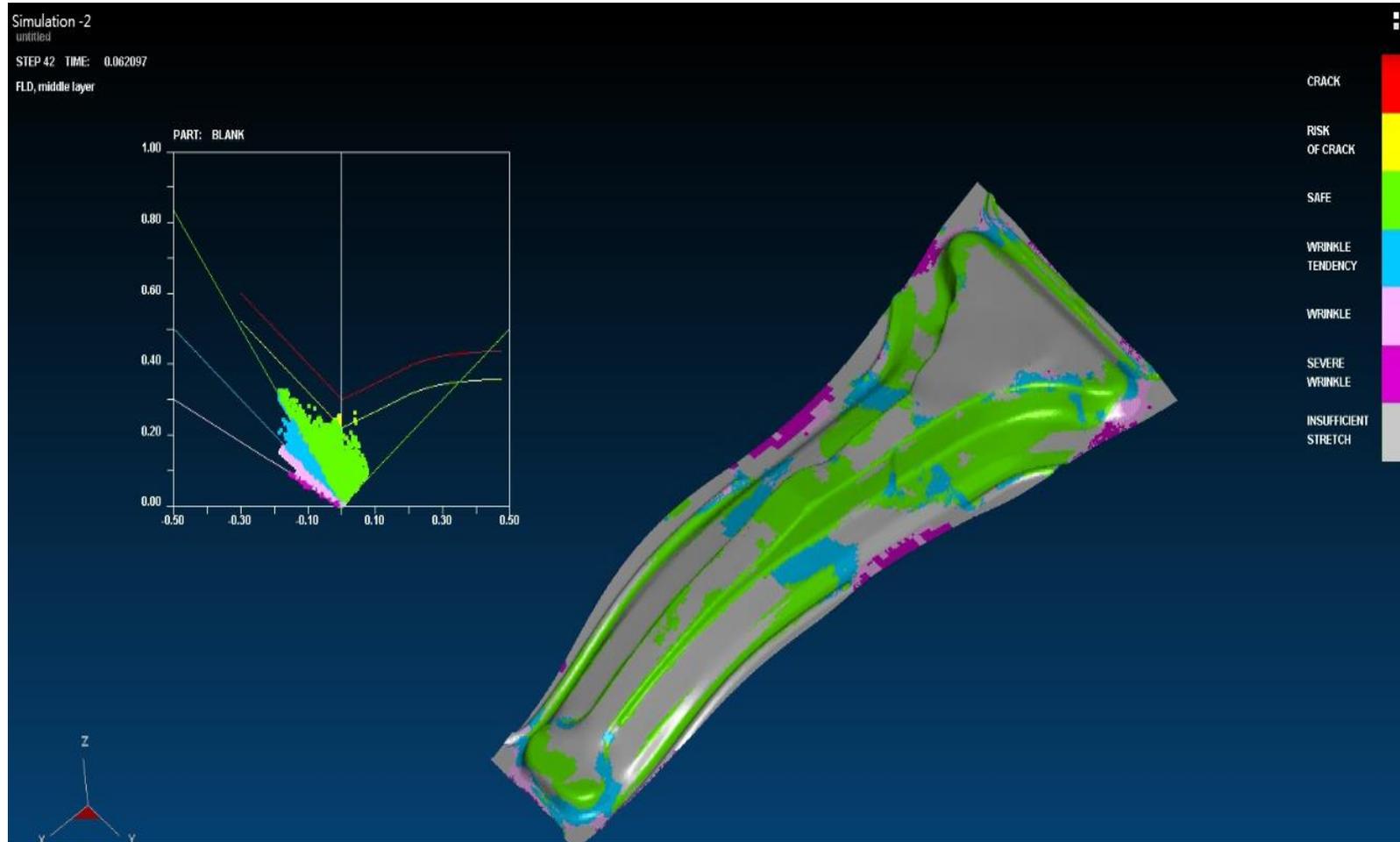
## Resource Integration



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# ESON Advantages

## Tooling Design Simulation - Stamping

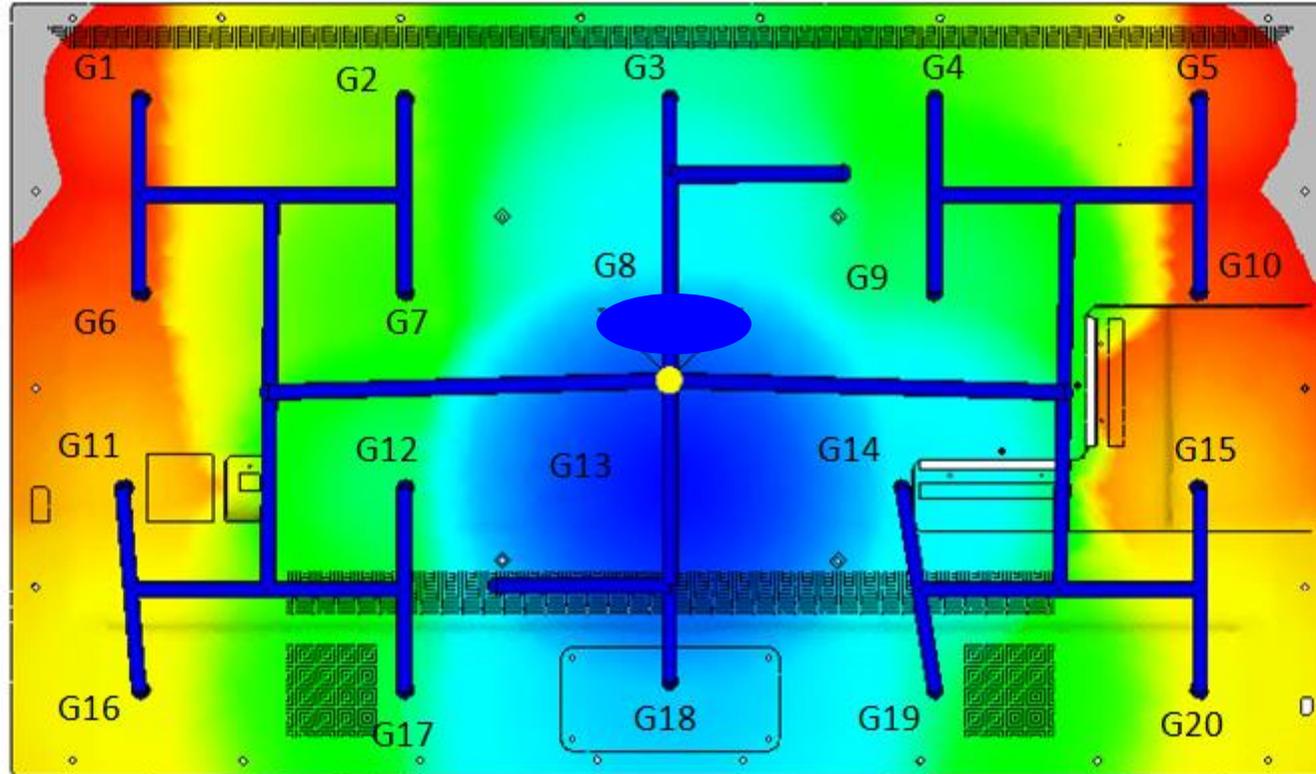


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# ESON Advantages

## Tooling Design Simulation - Injection

TV 70" back cover mold flow simulation



充填時間  
= 6.702[s]



比例 (1000 mm)

# ESON Advantages

## Strategy of Global Manufacturing Capacity

1. Global distribution of production sites in China, Mexico and Malaysia
2. Fulfilling customer demands with local orders and local shipping
3. Saving delivery cost and transit time
4. Bulky facilities and products manufacturing capability.



# ESON Advantages

## Product Surface Treatment R&D



Vacuum Evaporation Deposition



Multicolor Anodizing



Water Transfer Printing



Laser Engrave



UV High Gloss Printing



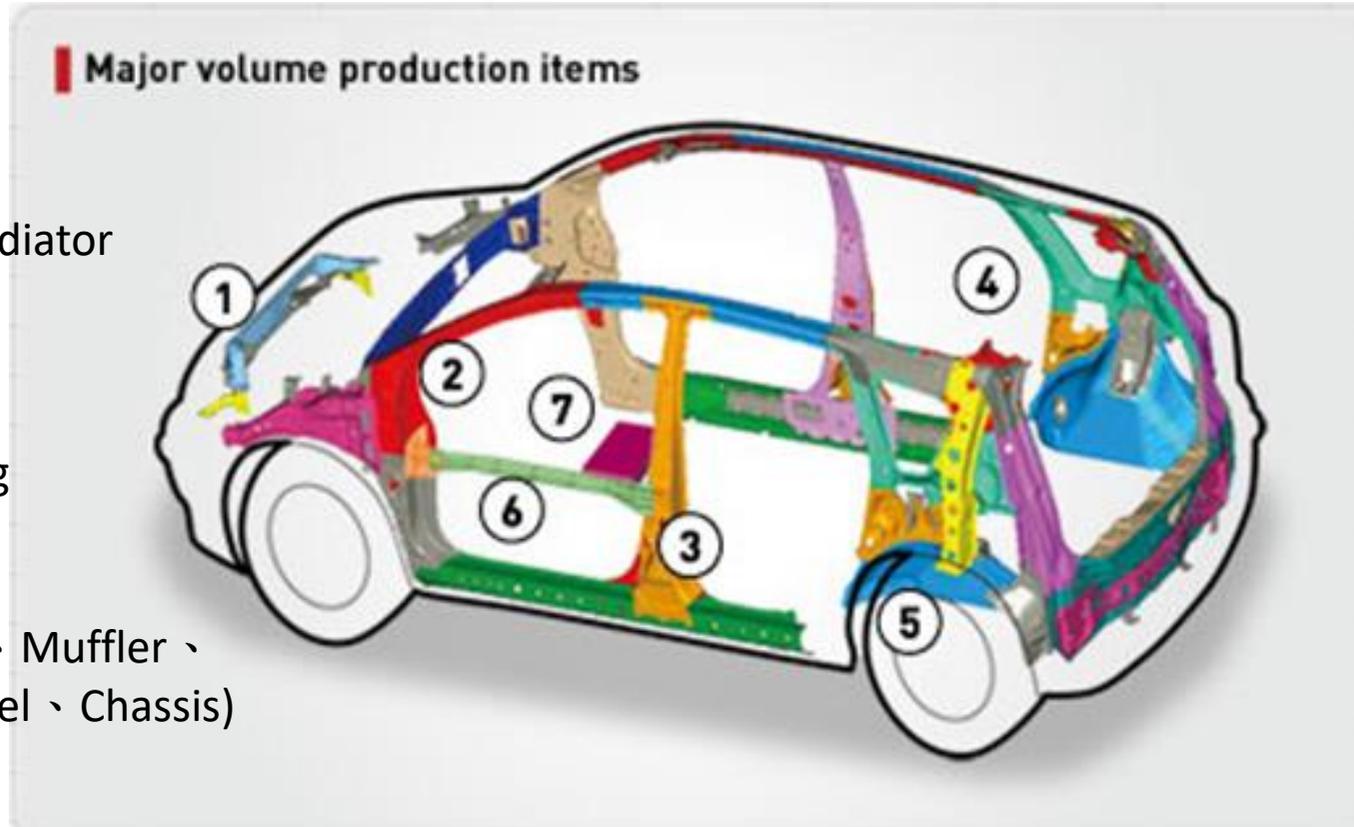
Heat Transfer Printing



# Prospects

## Automotive Tooling and Part

With experience and capability on below automotive parts tooling design:



**3. REINF Center Body Pillar**



**3. BRKT BODY RKR PANEL**



**6. REINF BODY ROCKER**



**8. PANEL UPPER REAR**

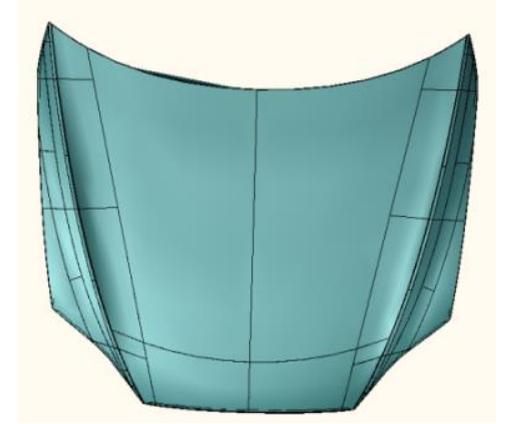
# Prospects

## Electric Vehicle Project

Panorama Roof



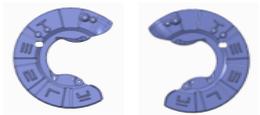
Hood Tooling



Rear Appliqué



Dust shield



Upper Bright Trim L&R



Rocker L&R



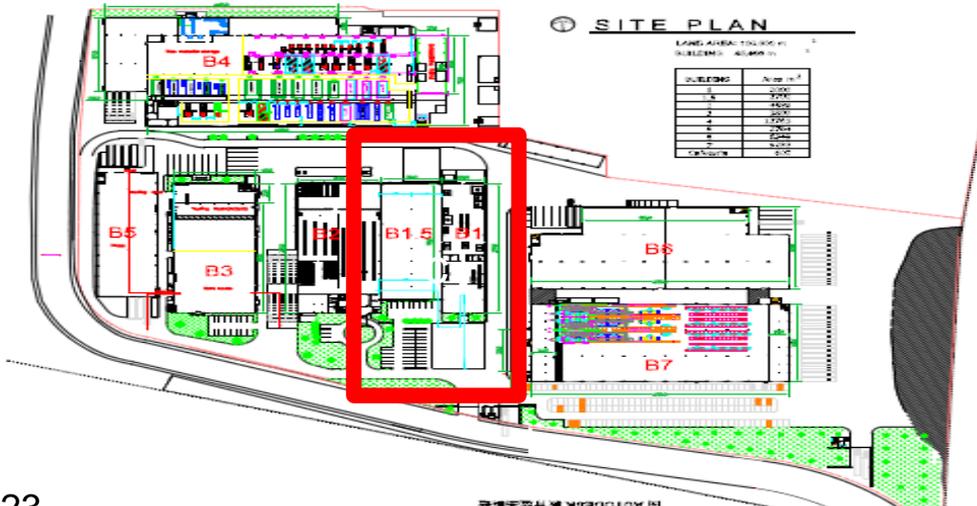
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# Prospects

## Electric Vehicle Project –MP starts from Dec. 2014



Mexico Factory: Building Area 5000 m<sup>2</sup>



### Stamping Equipments:

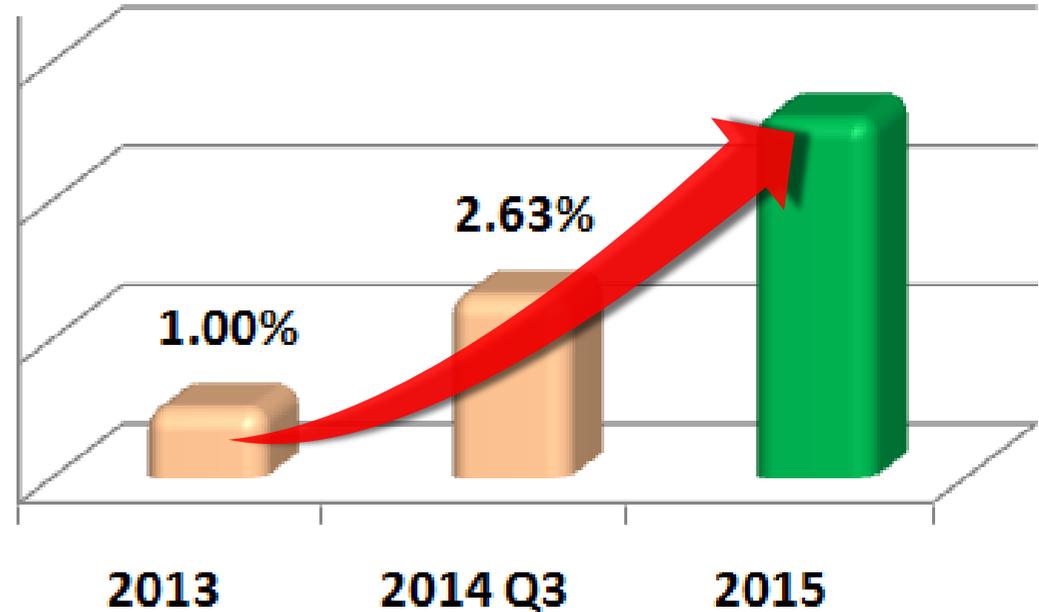
- \* 2,000T 1 set
- \* 1,000T 1 set
- \* 800T 2 sets



# Prospects

## Massive Growth of Automotive products Revenue

1. Demands from significant electric vehicle maker
2. Extension of automobile parts manufacturing instead of just tooling
3. The completion of new factory establishment and new equipment installation



# Prospects

## Prospect – Cloud Equipments

Integrated experiences and capabilities of designing & producing server cases

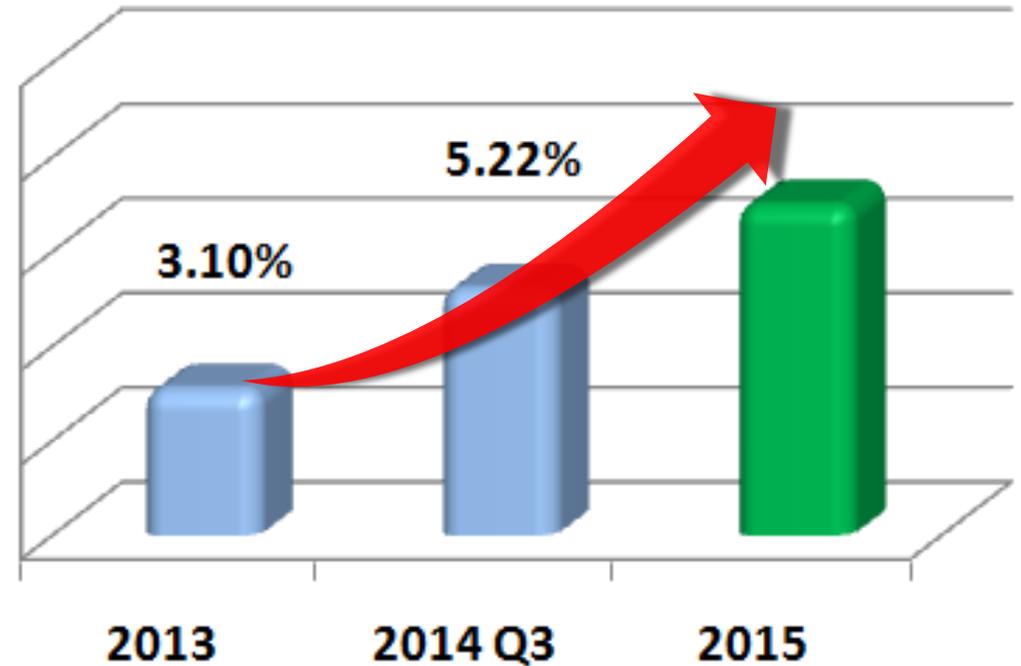


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# Prospects

## Continuous Growth of Cloud Equipment Revenue

1. Expansion of collaboration with current server makers
2. Advantages of global manufacturing sites and entire equipments
3. Majority of new developed products coming to MP



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# Prospects

## TV Parts

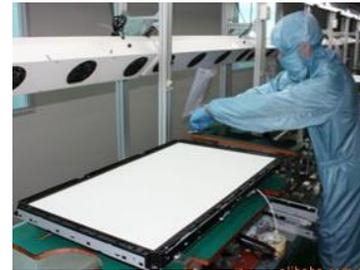


## New Technologies



### Development of LCM Module :

1. Front frame high-gloss painting
2. Anodized alum. frame structure
3. Laser light guide plate process



## New Distribution



### Mexico factory :

Through increasing 50% local capabilities by new equipments , revenue increase is expected.



### Malaysia Factory :

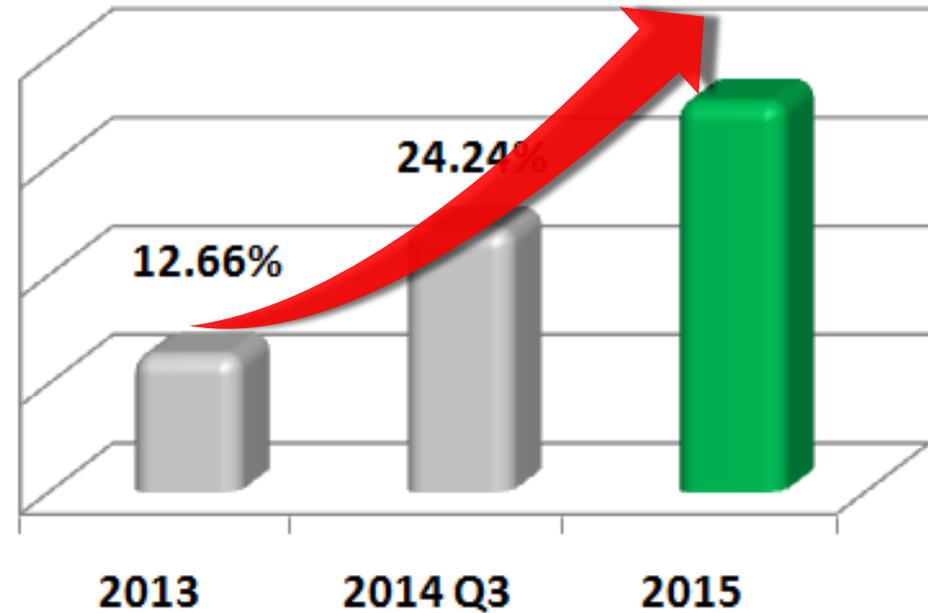
The completion of secondary factory establishment will bring twice more capabilities.



# Prospects

## TV Parts - The revenue distribution of LCM keeps growing since 2013.

1. Integration of TV assembly and LCM Module assembly
2. The advantage of globally distributed factories for local demands
3. All in-house major surface parts



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# Thank you !



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