

ESON



ESON PRECISION IND. CO., LTD.

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

Report by : JC Chang
Date : 2014/9/25

ISO9001:2000

ISO14001

OHS18001

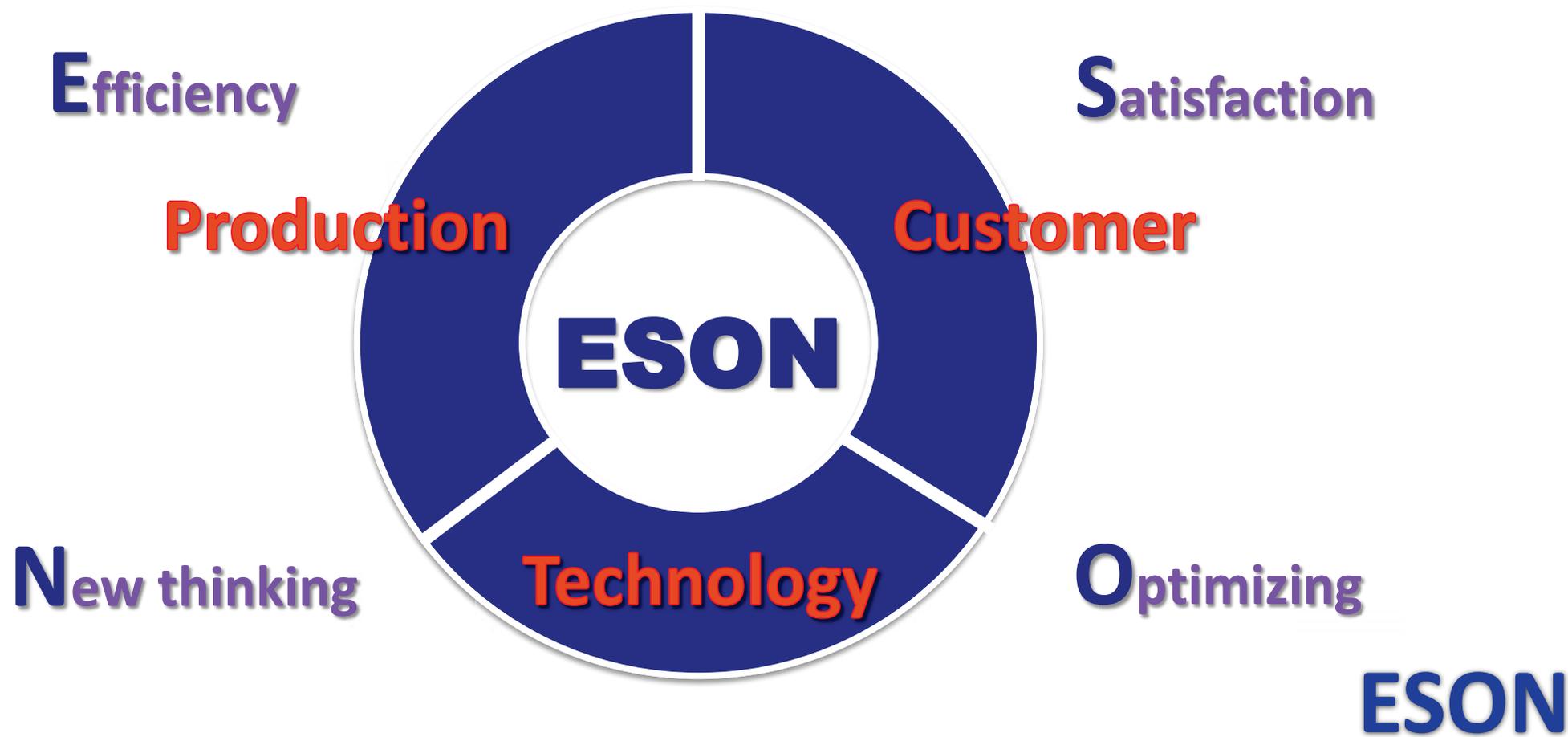
Agenda

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

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Company Profile

Management Philosophy



Company Profile

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 (ESD)

2005

- Award Japan brand Green Partner Certification

2001-2005

Development

2006

- Started injection of Japan brand game set business

2007

- Acted US brand large home appliance tooling

2008

- Implemented RHCM and started LED TV production

2009

- HH invested ESON
- Establish Wuxi (ESW), Mexico (ESM) and Yantai (ESC)

2006-2009

Growing

2010

- Started US brand Server case business
- Started US brand Automotive tooling

2011

- Phased in LCM ME parts production

2012

- Invested Multiwin Mexico

2013

- Establish ESON Malaysia
- IPO at TWSE

2014

- Started Automotive parts project

2010-2014

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Company Profile

Product History

1987 Tooling

- Metal Product Tooling
- Home Appliance
- Automotive



2001 Consumer Product

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



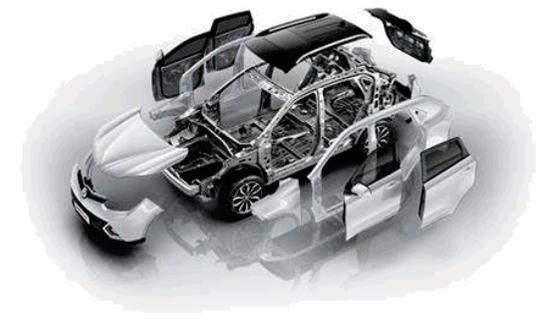
2009 Surface Treatment

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



2014 Automotive Product

- New US brand Automotive tooling
- Automotive body side parts
- Automotive interior parts



Company Profile

Product History

Tooling

- Professional in precise Tooling, accumulated astonished professional experience to meet customer requirement.



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Company Profile

Product History

Consumer Computer Product

- Professional in TV, NB, PC, Server, Network and Game set solution & mechanical components.



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Company Profile

Product History

Surface Treatment

- Metal/Plastic surface painting, ED, Anodizing, UV High Gloss Painting, Evaporation Deposition, Heat / Water Transfer Printing.



Leather Coating



UV High Gloss Painting



Evaporation



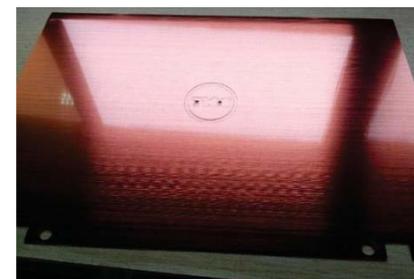
Water Transfer Printing



Heat Transfer Printing



Anodizing

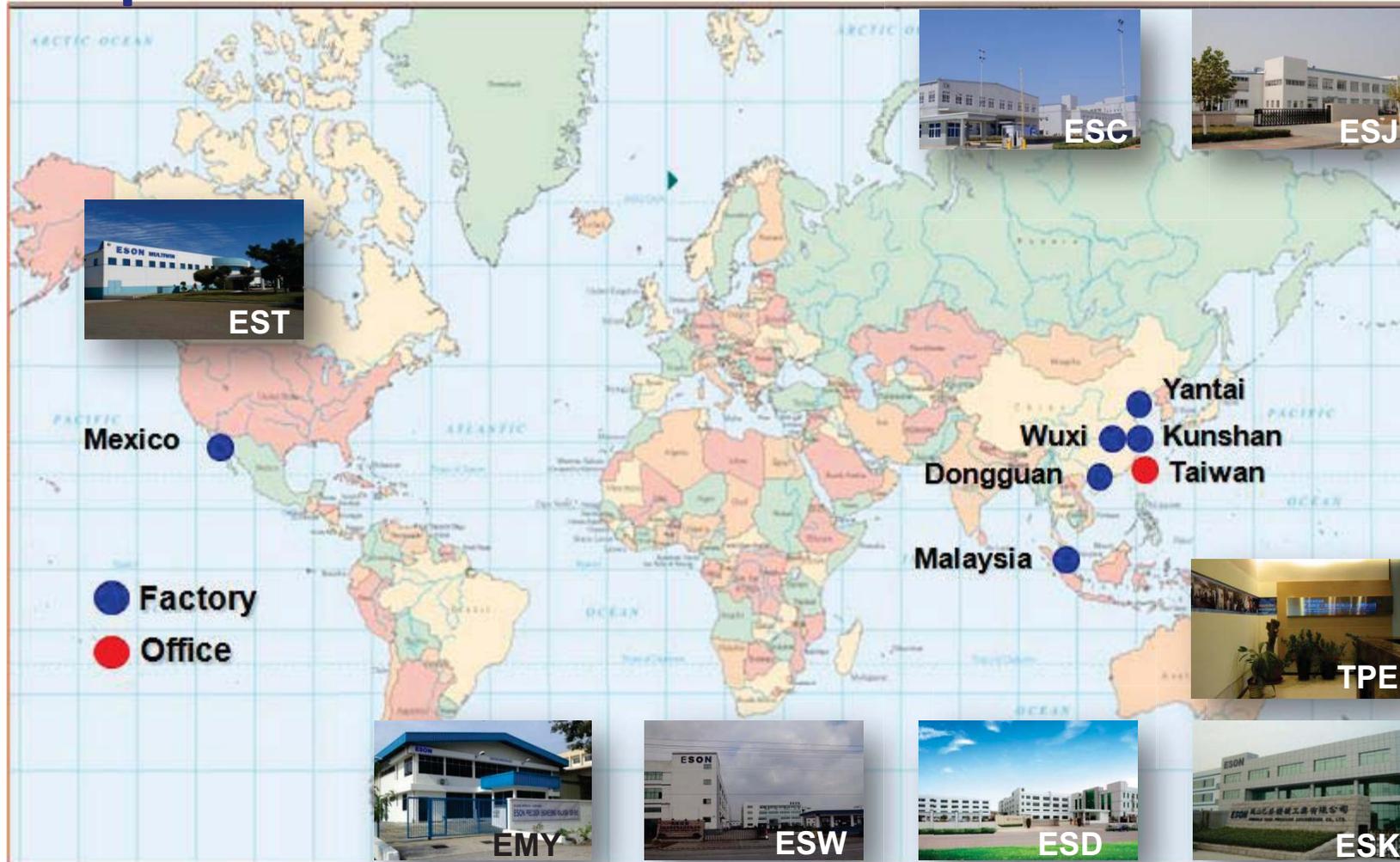


Electro-Deposition Painting

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Company Profile

Global Operation Site



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Financial Statements

Financial History

Currency: NTD (in millions)

Four Years Financial History	2010	2011	2012	2013	2014 Q1~Q2
Capital	398	398	1,528	1,719	1,719
Total Assets	6,700	6,600	8,000	9,082	9,941
Operating Revenue	7,500	6,200	6,600	8,552	4,549
Operating Profit	480	250	210	368	240
After Tax Profit	290	150	240	386	231
Ownership	3,800	4,200	4,800	6,101	6,079
EPS	1.99	1.02	1.6	2.55	1.38

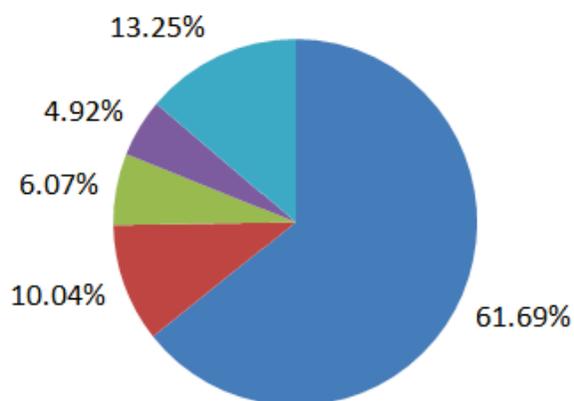
The logo for ESON, consisting of the word "ESON" in a bold, blue, sans-serif font.

Financial Statements

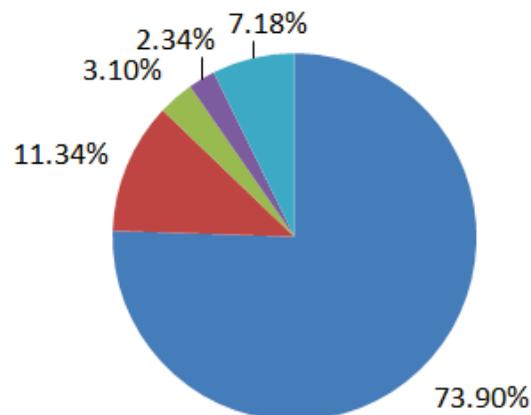
Major Product Distributions

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~Q2 Revenue %	75.21%	15.04%	5.12%	2.54%	1.53%

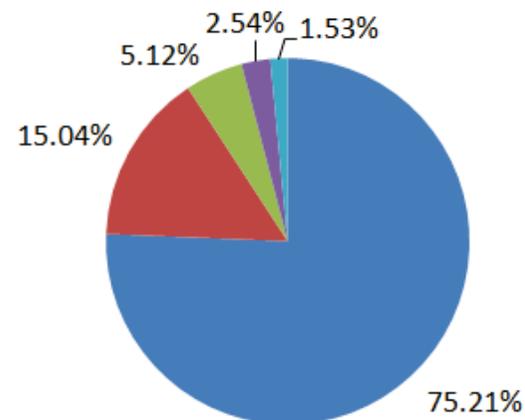
2012



2013



2014 Q1~Q2



- TV parts
- Tooling
- Server
- PC & Game set
- NB product

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Financial Statements

2014 Q1~Q2 Product Distribution

	TV parts	Tooling	Server&Telcom	PC & NB & Game set	Others
Product					
2014 Q1~Q2 Revenue %	75.21%	15.04%	5.12%	4.07%	0.56%
End Customer	Japan: S Brand P Brand US: V Brand Taiwan: H Customer	US: Automotive F Brand Home Appliance M Brand W Brand Taiwan: F Customer	US: C Brand Europe: N Brand	Taiwan: G Brand Japan: N Brand US: D Brand H Brand	China: I Brand

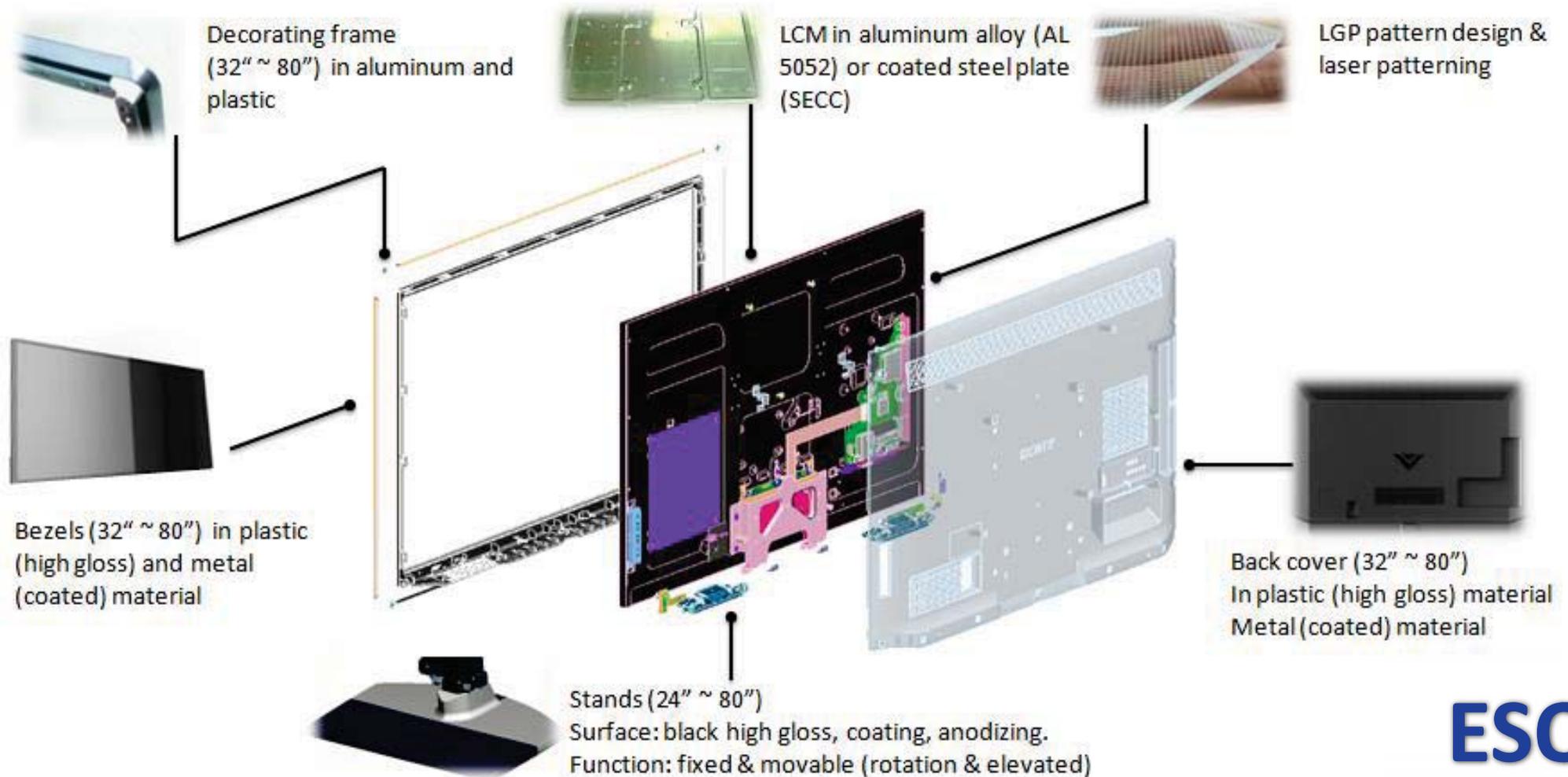
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ESON Advantages

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

ESON Advantages

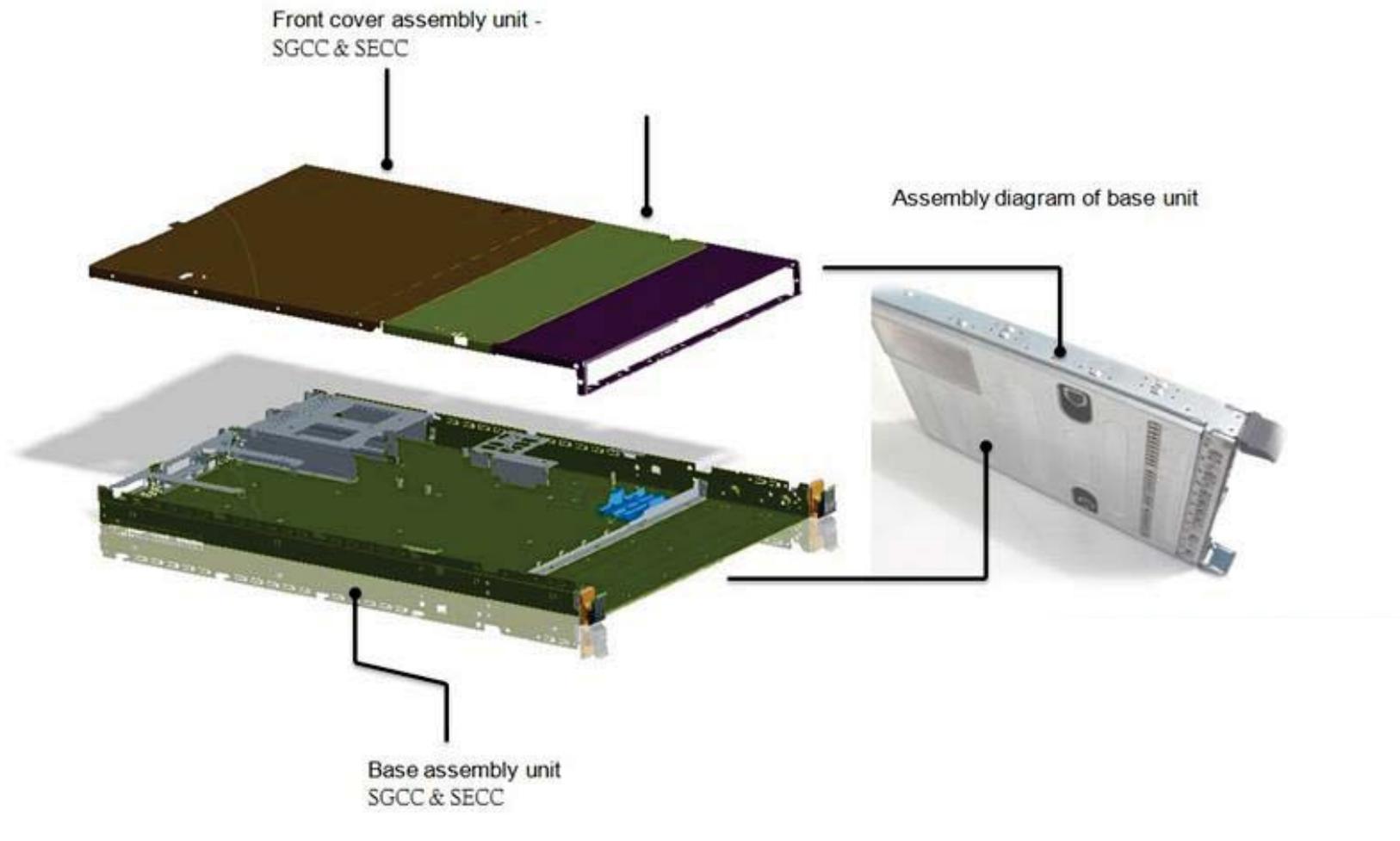
TV ME parts Design/Production Capacity



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ESON Advantages

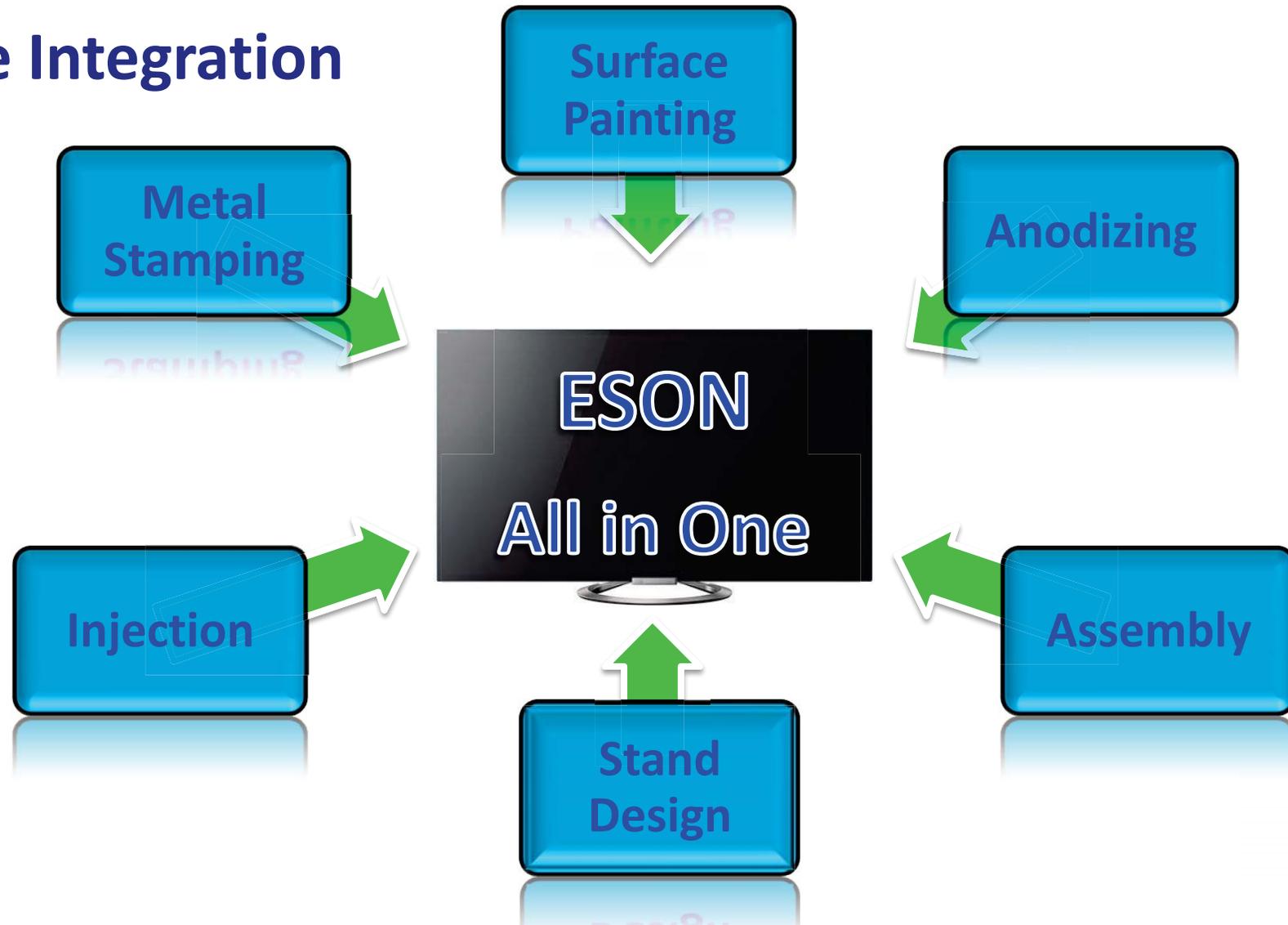
Server case Design & Production Experience



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ESON Advantages

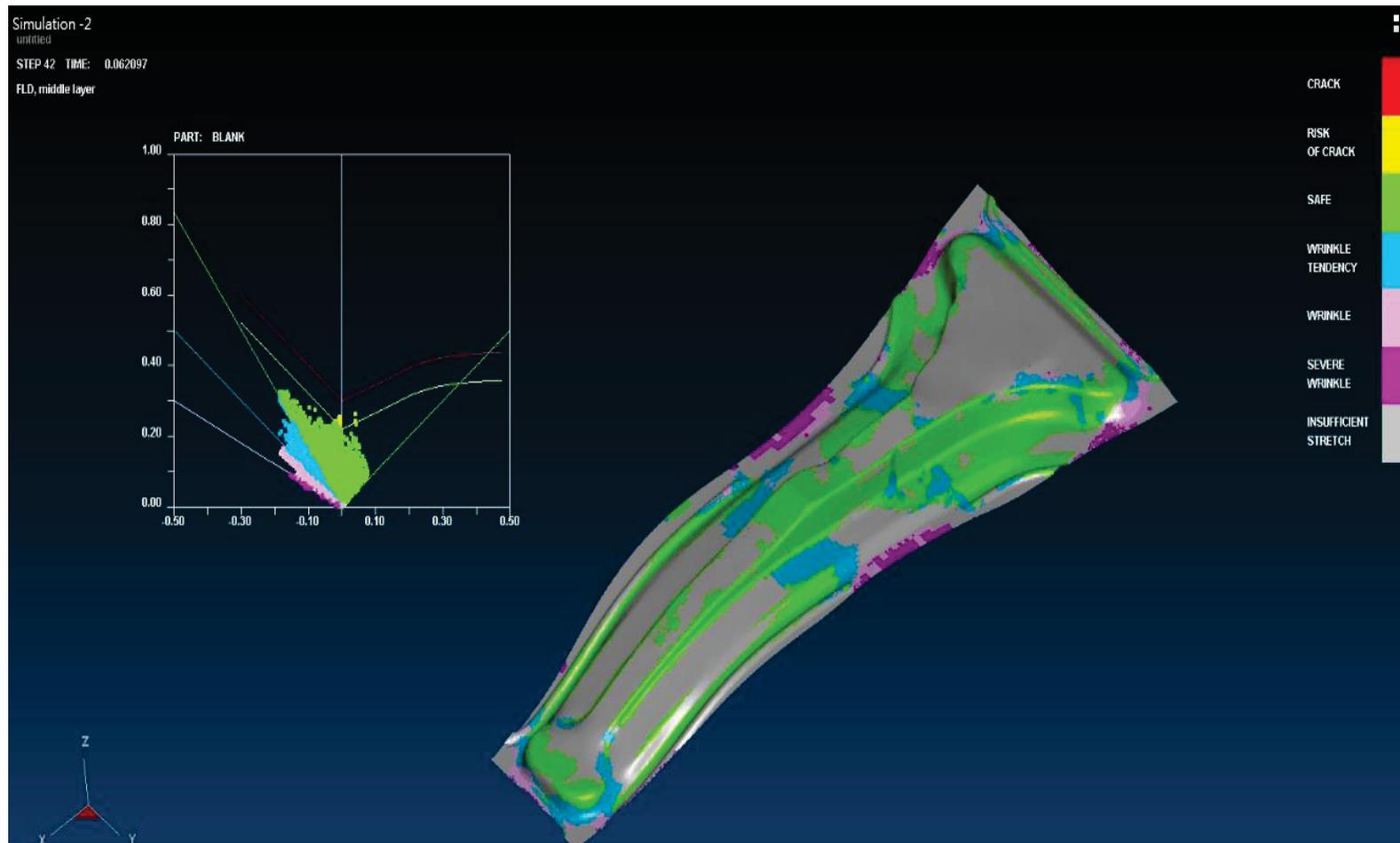
Resource Integration



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ESON Advantages

Tooling Design Simulation - Stamping

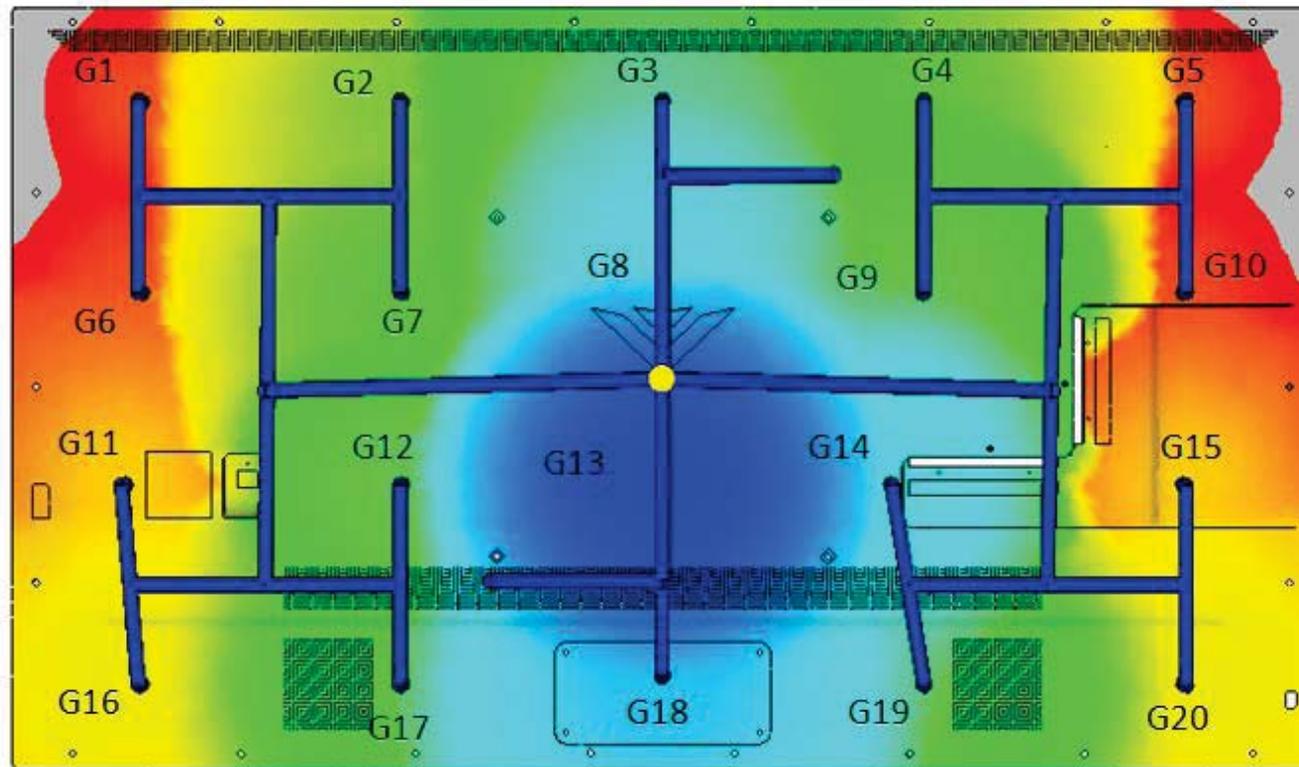


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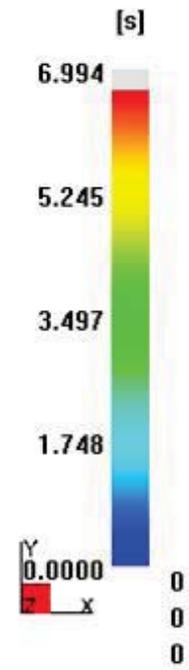
ESON Advantages

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 Manufacture Globally Capacity

1. Global distribution of production sites in China, Mexico and Malaysia.
2. Fulfill customer's demand with local order local shipping.
3. Cost and transit time saving of delivery.
4. Equipped with bulky facilities and products manufacturing capability.



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ESON Advantages

Product Surface Treatment R&D



Vacuum Evaporation Deposition



Multicolor Anodizing



Water Transfer Printing



Laser Engrave



UV High Gloss Printing



Heat Transfer Printing

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Prospects

Prospect – Cloud Equipments

Fully experience and capability for designing / producing of server cases



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Prospects

Prospect - TV Parts



Customer



**Japan · USA & China
major TV Brand**

- 1. Enhance & enlarge TV business from exist customers
- 2. Engaged Top 5 TV brand customers

Technology



- Phase in LCM mechanical parts:
- 1. High gloss painting for front frame
 - 2. Anodizing AL frame structure
 - 3. Laser light guide plate procedure

Distribution

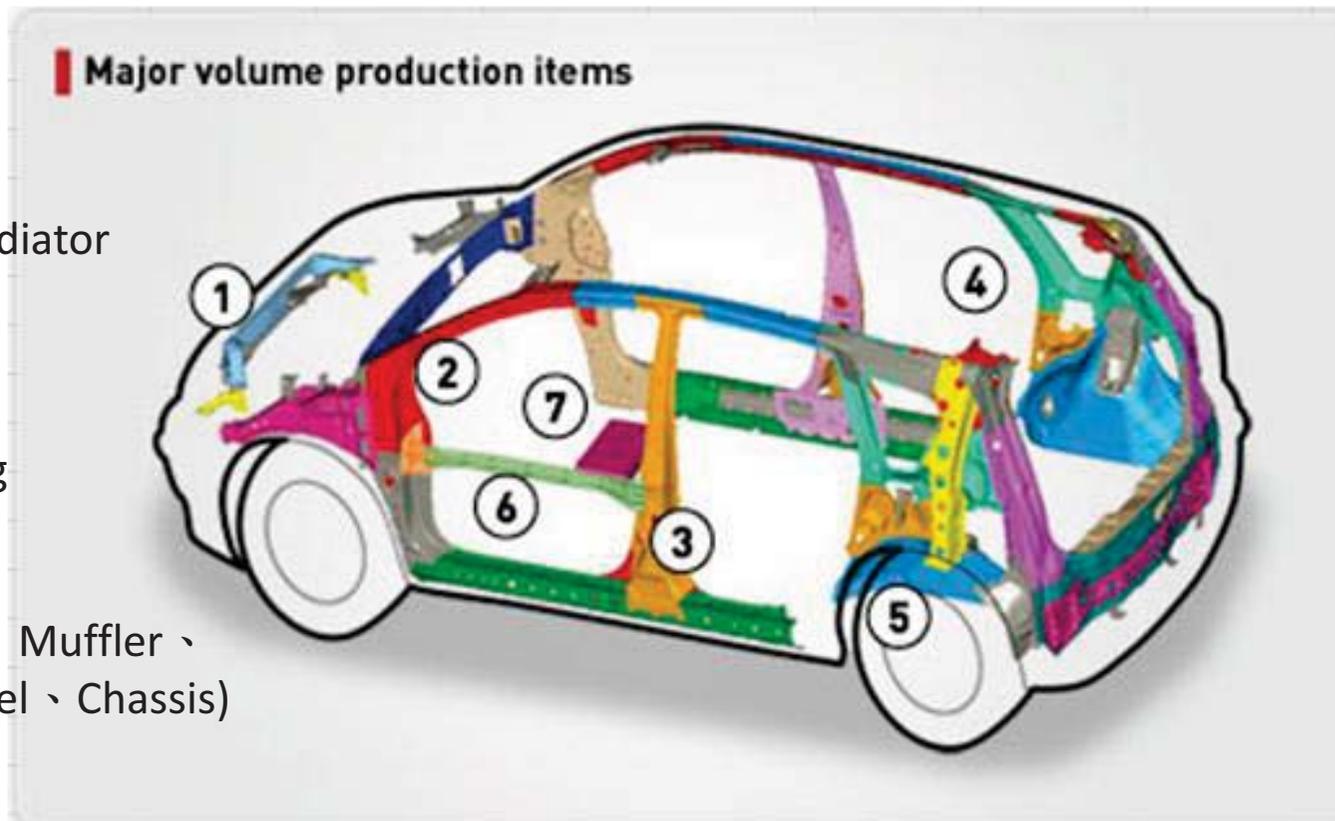


- Large size TV demand raising:
- 1. China local market fulfillment
 - 2. Overseas sites establishment
America : Mexico
South-East Asia : Malaysia.

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

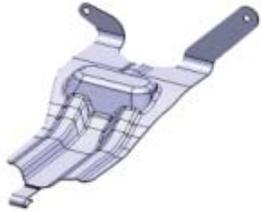


8. PANEL UPPER REAR

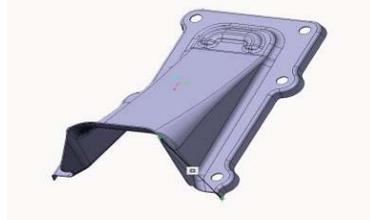
Prospects

Automotive Project

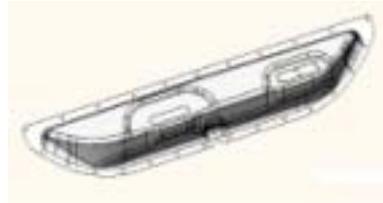
Knee impact absorber



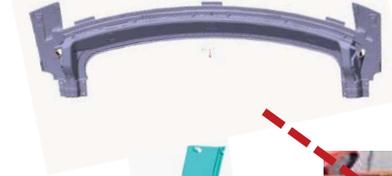
Front Duct



Ancillary cover



Panorama Roof



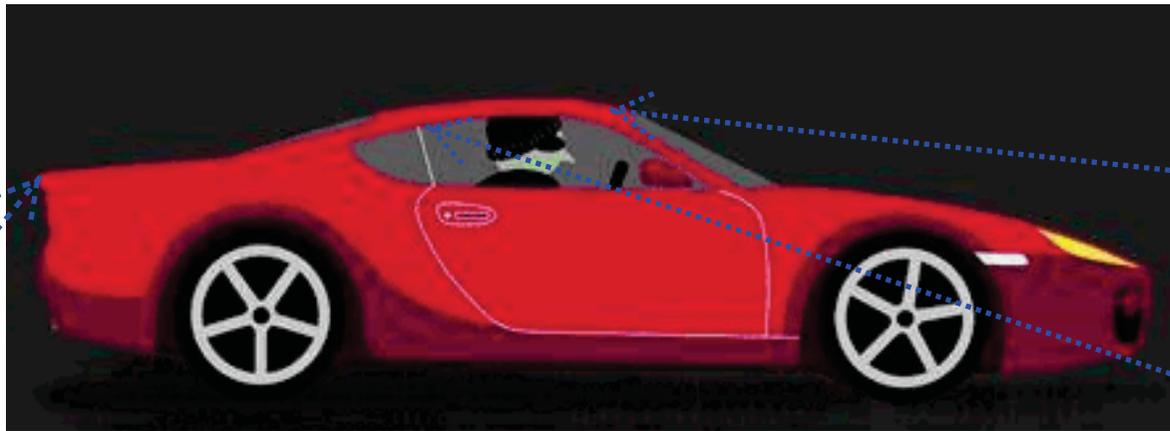
Upper Bright Trim L&R



Rocker L&R



Rear Appliqué



Thank you !



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