



ichia

ichia 毅嘉科技股份有限公司

A leading component player in the world.

法人說明會

2014年04月10日

議 程

時 間	程 序
14:00~14:30	報到
14:30~15:30	第一季營運狀況說明
15:30~16:00	<u>Q&A</u>
16:00	法說會結束

配合主管機關規範，法說會需全程錄影並上傳公開資訊觀測站

2014年第一季YoY合併損益

單位：新台幣仟元

	2014年Q1		2013年Q1	
	金額	%	金額	%
營業收入	2,781,971	100	1,809,779	100
營業成本	(2,345,620)	-84	(1,602,488)	-89
營業毛利	436,351	16	207,291	11
營業費用	(155,848)	-6	(203,561)	-11
營業淨利	280,503	10	3,730	-
營業外收支淨額	(15,609)	-1	15,826	1
稅前淨利	264,894	9	19,556	1

註：2014年第一季合併損益數字為本公司會計自結數，正確數字仍需以會計師查核報告為準。

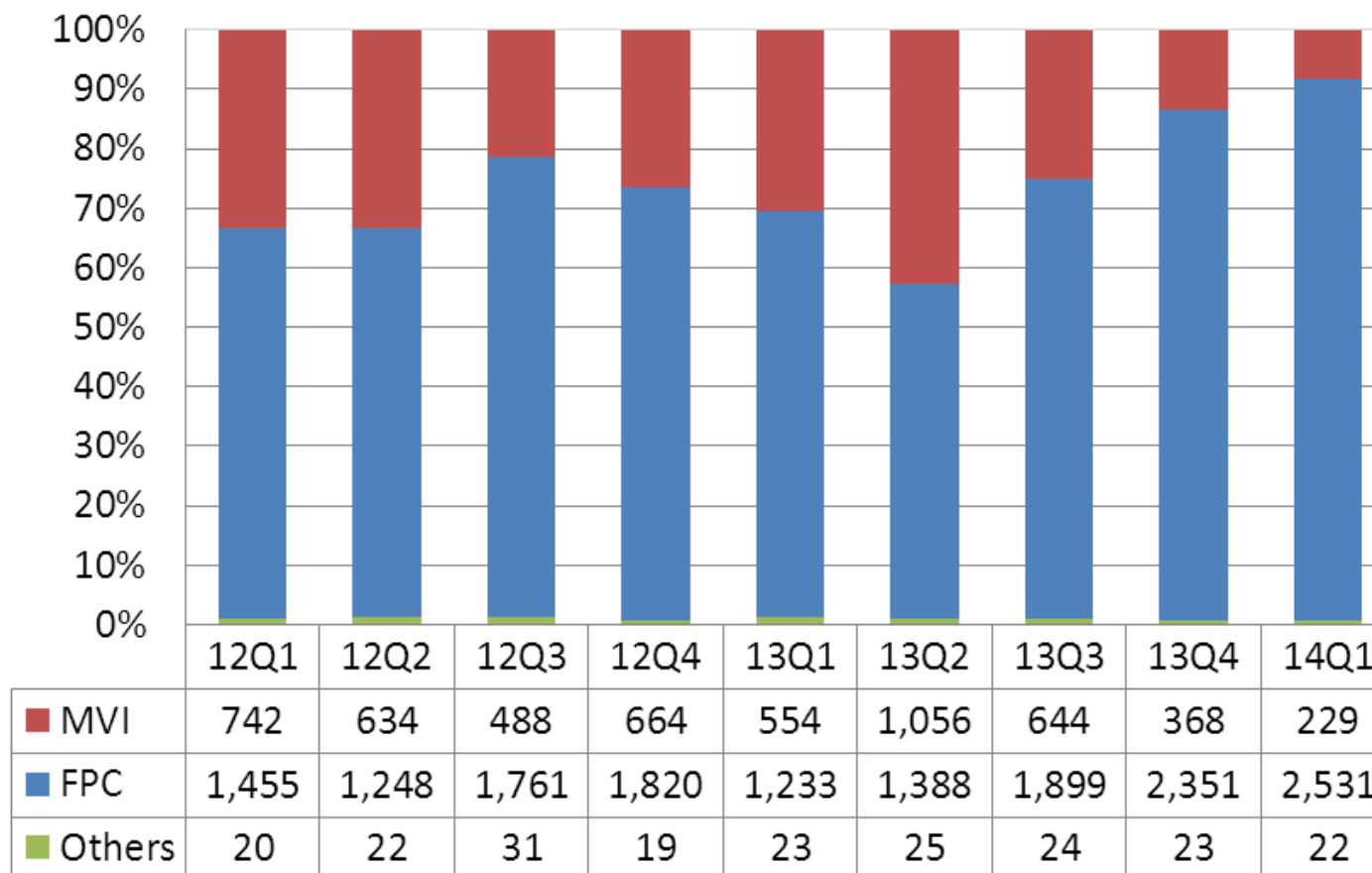
2014年第一季QoQ合併損益

單位：新台幣仟元

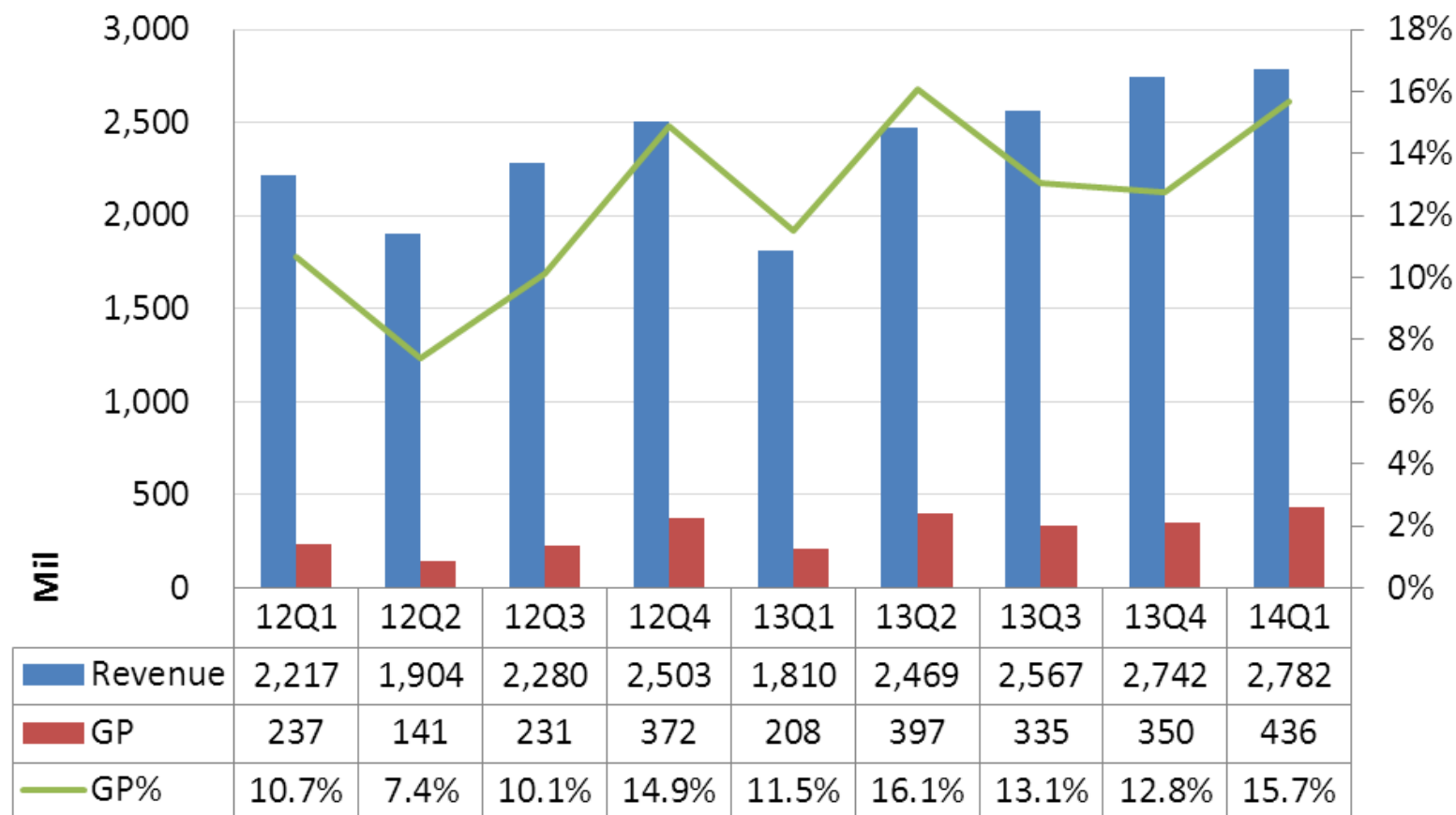
	2014年Q1		2013年Q4	
	金額	%	金額	%
營業收入	2,781,971	100	2,742,200	100
營業成本	(2,345,620)	-84	(2,392,673)	-87
營業毛利	436,351	16	349,527	13
營業費用	(155,848)	-6	(203,098)	-8
營業淨利	280,503	10	146,429	5
營業外收支淨額	(15,609)	-1	(13,624)	-
稅前淨利	264,894	9	132,805	5

註：2014年第一季合併損益數字為本公司會計自結數，正確數字仍需以會計師查核報告為準。

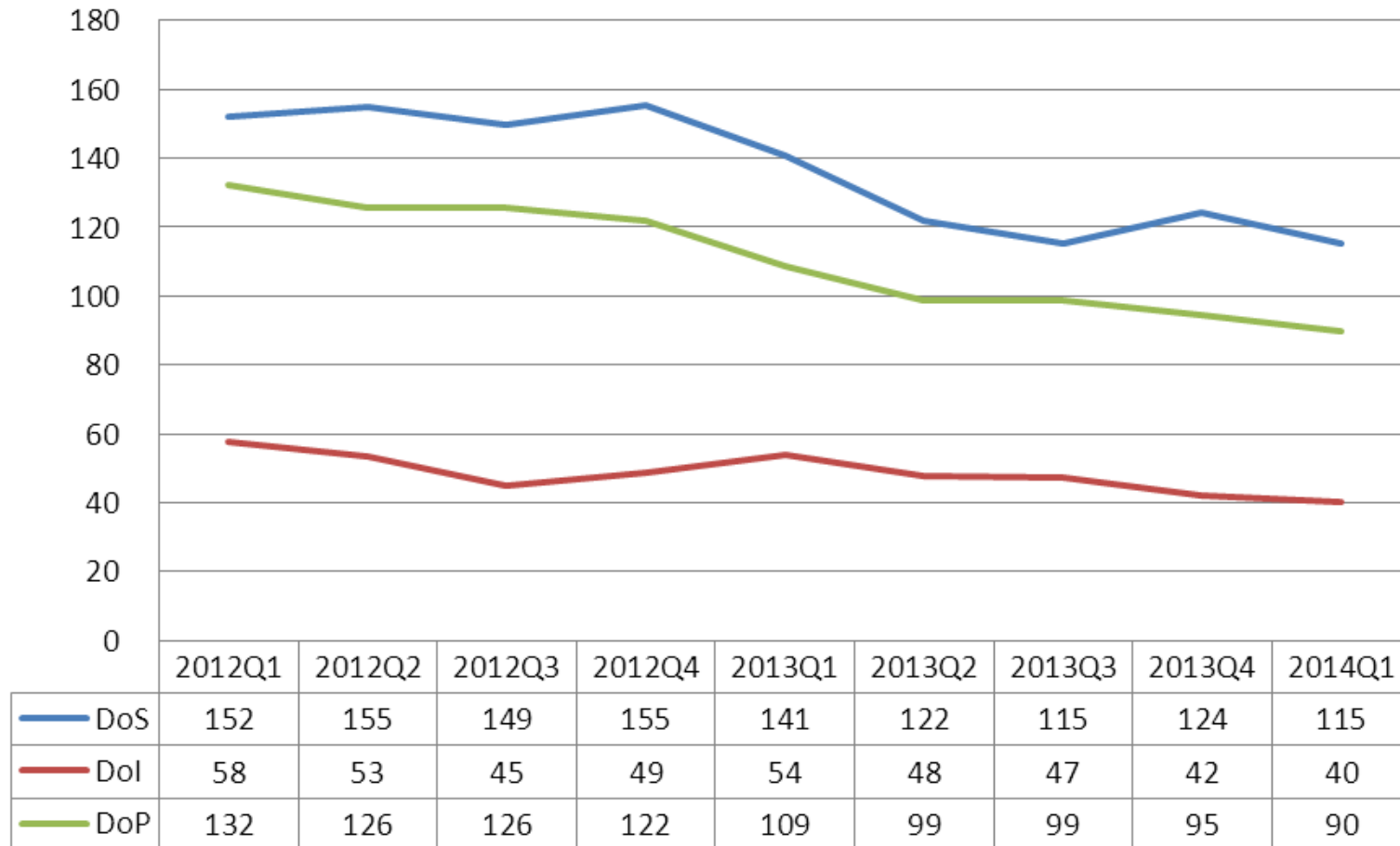
Revenue Breakdown by BU



Growth by Quarter



Operation Ability



ICHIA BUSINESS ANALYSIS

Agenda

- n** Review the progress of business plan of Oct. 2013 Institute Investor meeting.
- n** Two Concepts behind the scene for Ichia Business' "operational excellence".
- n** PEDLIM readiness for MP on May 2014.
- n** Consolidate MVI applications for P/L self-sufficient operations
- n** Q & A

Recap

Ride on the right track to pursue the prosperous future

Oct. 2013

n Foggy ahead , how to manage the direction by 10-foot visibility?

Ø Back to the basics - Pursue the “operational excellence”

- ü Lower down the Breakeven point.

- ü Slim the inefficient operation.

- ü Minimize the disconnection by integrated MIS system.

Ø Concentrate all the resources on the targeted battle field to develop a 10-to-1 unbeatable advantage on the spot to ensure absolutely win -- RD resources focus on fine pitch solution

- ü Solution to shot for “Fine pitch” / “thinner stack up” / “Micro Via”/better transparency.

- ü RD team has been well structured and make very good progress according to the plan

n Ichia management team step ahead on the right track very carefully

Ø In any condition, Profitability is the golden rule for Ichia management in the Foggy climate.

Ø Win Global Branded account s by “Value sell ” instead of “2nd source low cost alternatives”.

Ø Enlarge the business portfolio on “Automotive” to ensure the business stability

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“Operational Excellence”

(Two Concepts behind the scene)

n “Virtual Manufacturing”

- Ø Evolution for Manufacturing
- Ø Manufacturing service
- Ø Virtual manufacturing

n Concept of “The Long Tail”.(Chris Anderson)

- Ø Story of “The Long tail” .
- Ø How can we leverage those idea to maximize the Profit to the company.

Virtual Manufacturing

n Evolution for manufacturing

ü IDM

- R&D, Design, Sourcing, Manufacturing, Inventory, Sales, ..

ü OEM (EMS) , ODM,

- OEM Business model Total integrated company

ü Manufacturing outsourcing ...

- Design House

- A single window for customer

- Manufacturing outsourcing (2nd handed Firm)

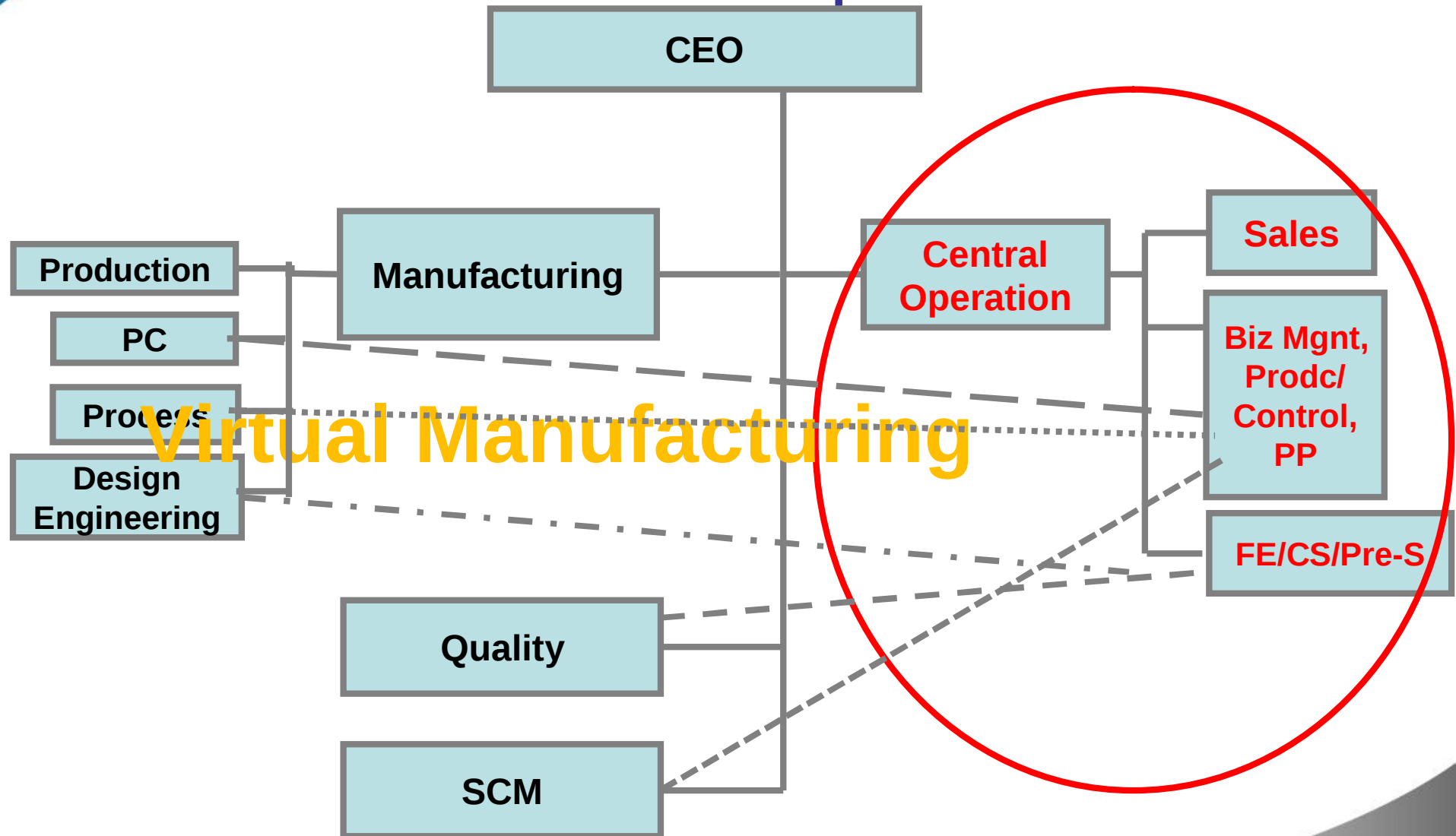
n Virtual manufacturing

- Set an aggressive goal for plants

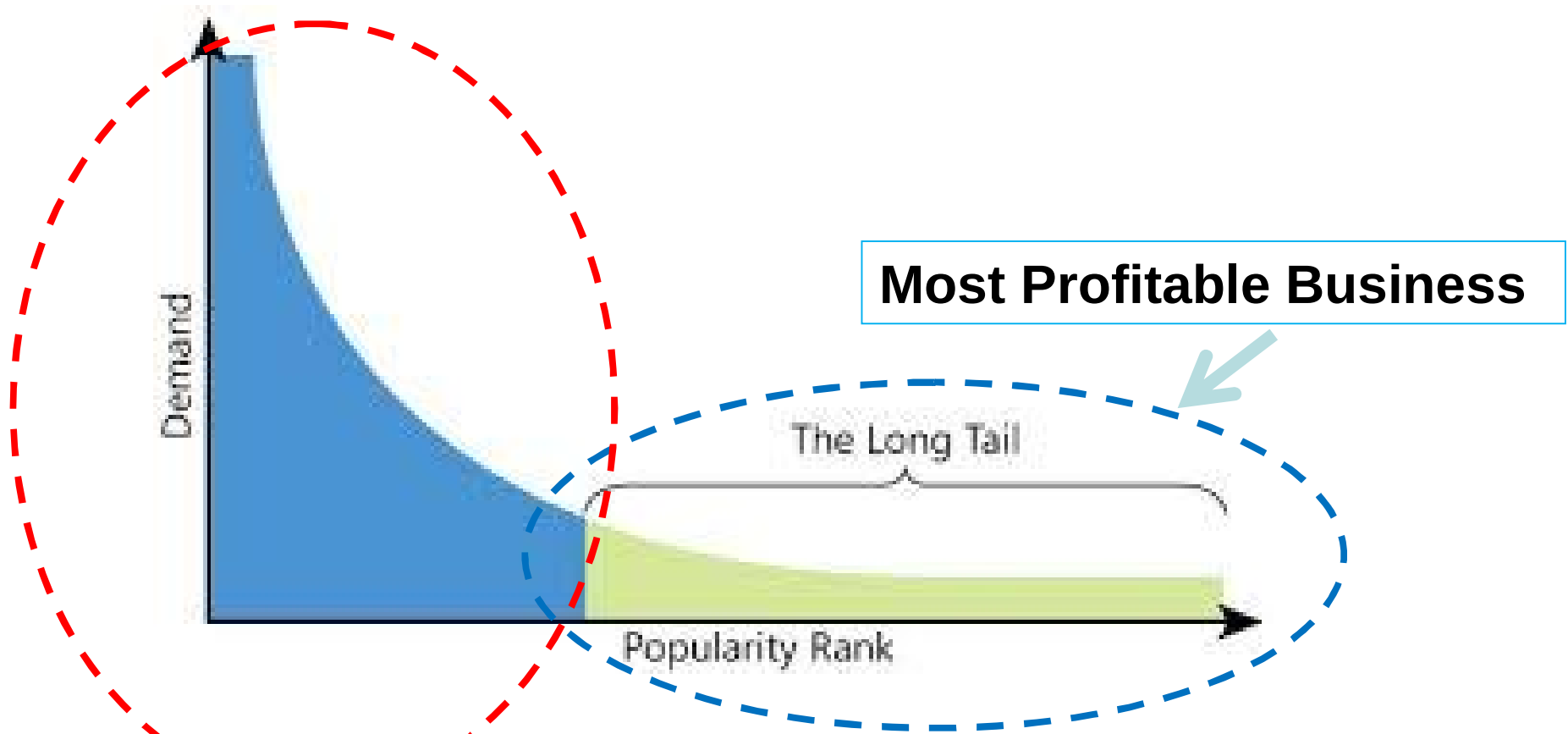
ü Make the plant focus on Bottom line improvement

ü Make the Central operation shooting for Top line improvement.

Centralized Operation



The long Tail (Chris Anderson)



How to manage the high profitable but massive Small volume business (SVHP) without impact the production efficiency?

Result has been proven

- n** Production Cycle time reduced.
 - Ø MP Average 28days on 2012 à 19days on 2013 à 14-16days on 2014.
 - Ø Sample Average 8-14 days à 5- 9 days.
- n** Consolidate the active suppliers by 50%
 - Ø Main materials JIT process (FCST w/ 48 hrs. delivery)
 - Ø Supporting material (Stiffener 5 days,...)
 - Ø Components supplier relationship strengthened
- n** Inventory reduced dramatically
 - Ø Material preparation in line with BOM list and adjusted with real Monthly yield.
 - Ø WIP overdue alert system to minimize the in-process WIP
 - Ø Material Bar Code system to ensure the FIFO and no invalided material in housed.
- n** In-house production for
 - Ø Printing mask 100%,
 - Ø Stiffener 25% in Q4 2013, 80% by end of Q2
 - Ø Molding tool 15%, 80% by end of Q3
 - Ø EMI Bonding sheet started for in-housed

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細線路技術PEDLIM運用

The background of the slide features a composite image. On the left, a person's hand is visible holding a mobile phone to their ear. On the right, there is a detailed image of a printed circuit board (PCB) with various components and text labels such as "Touch Pad (ETFE Back)", "Description Material(Base Film)", and "PCB (ASSY)".

Management Philosophy

- Integrity & Honesty
- Dedication
- Innovation
- Achievement

Core Value

*To create superior products and
Achieve a better standard of living*

Vision

*To be one of the best
component makers in the world*

www.ichia.com

PEDLIM簡介

FCCL



蝕刻去除不要的銅面



PI



傳統 FPC

FCCL作基板，以蝕刻(減去法)製作線路，目前線路極限為
40/40um，且良率70%

PEDLIM FPC

PI作基板，以電鍍銅(加層法)製作線路，適合製作**25/25~40/40um**細線路，但良率高於80%

PEDLIM 流程

PEDLIM FPC

Traditional FPC

polyimide



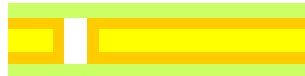
Drill



conductive treatment



dry film lamination



exposure / developing



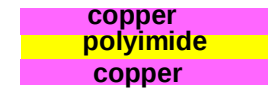
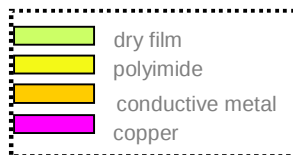
Cu plating



D/F removal



Conductive removal



FCCL



drill/
Cu plating



D/F
lamination



exposure /
developing



etching

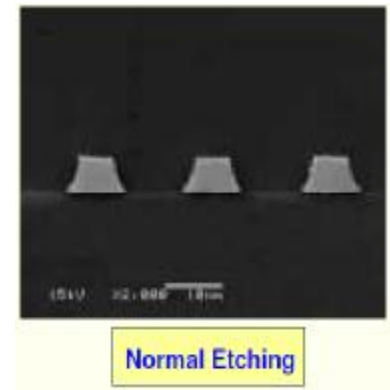
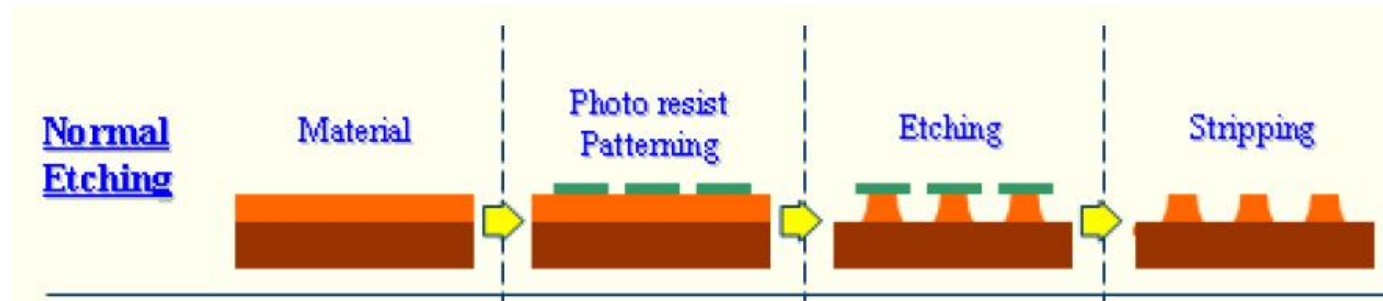


D/F
stripping

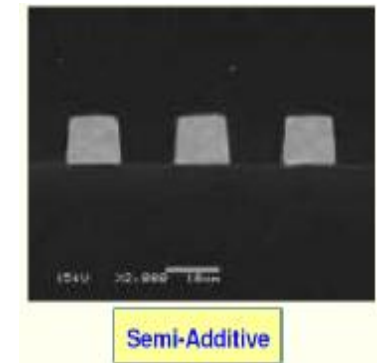
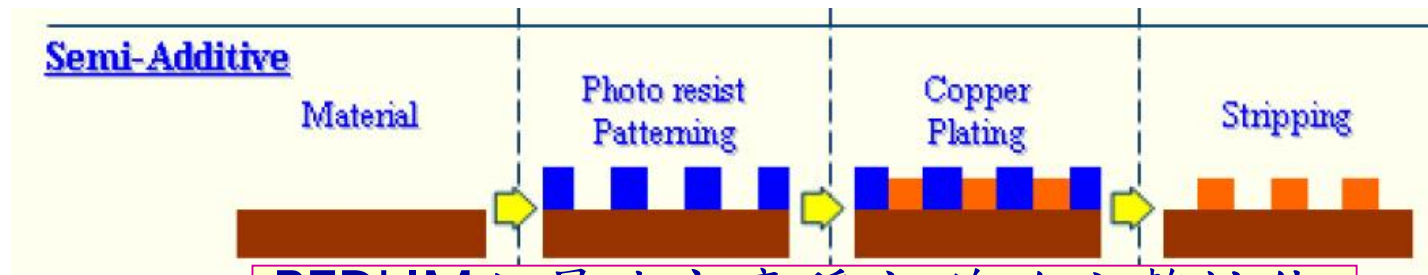


PEDLIM vs 傳統線路的優勢

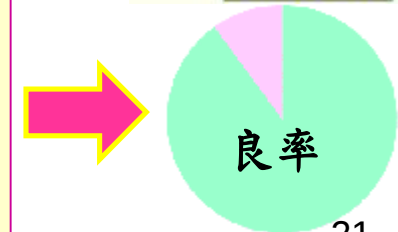
Ø傳統線路



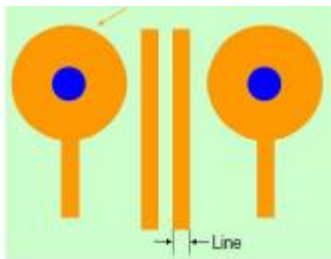
ØPEDLIM



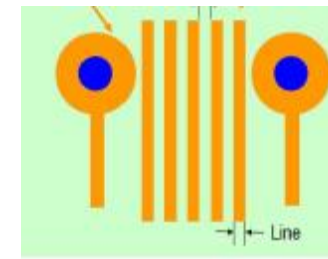
PEDLIM加層法良率穩定,線路完整性佳,線路銳利及無不平整或缺口,有較佳的訊號品質,可靠性及電性及機械特性表現均較佳,35/35um由40%提升至80%,
良率增加 40 %, 成本也較優.



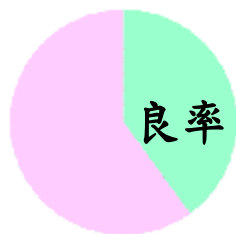
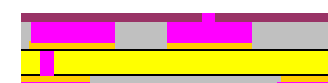
PEDLIM的優勢



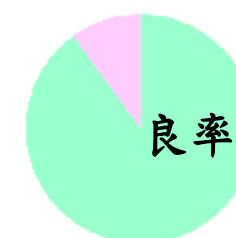
有限空間排入更多線路，現有3,4層板
可降為2層板，**空間節省 30 %**



2層板厚度從133 um降為 91(77)
um， 4層板厚度從213 um降為 148
um，**厚度減少 30 %**



PEDLIM加層法穩定良率由40%
提升至80%，**良率增加 40 %**

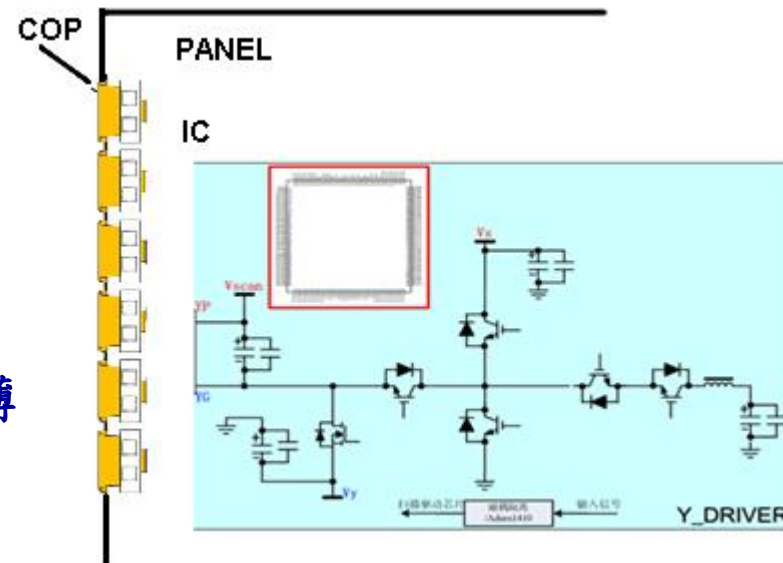


中美日韓台等5國專利申請

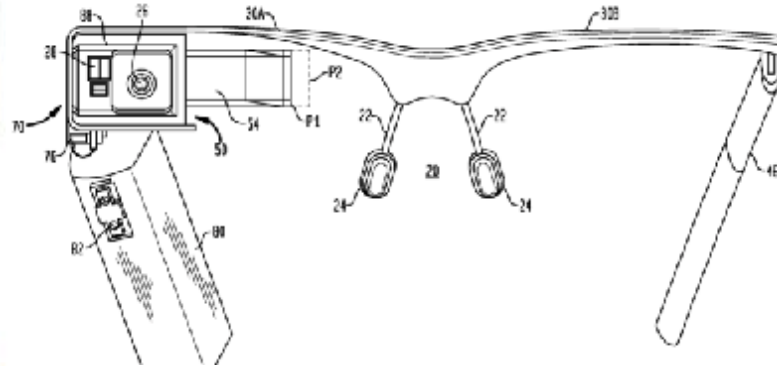
窄邊框、無邊框運用



COP (Chip on PEDLIM): 雙面細線路薄型化可實現窄邊框或無邊框設計



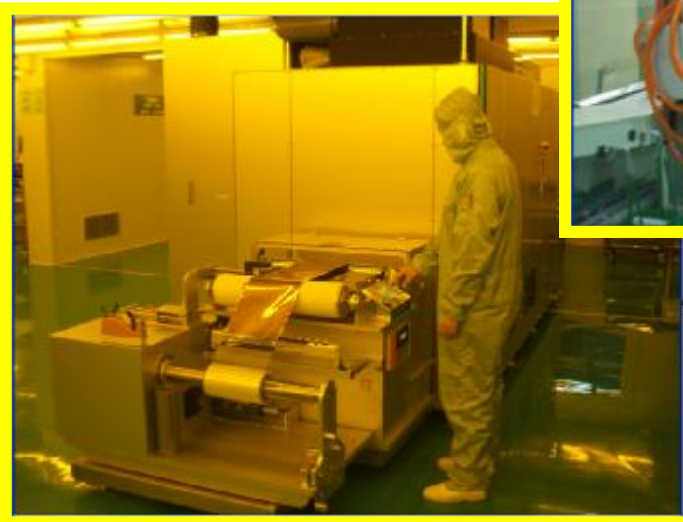
穿戴裝置運用



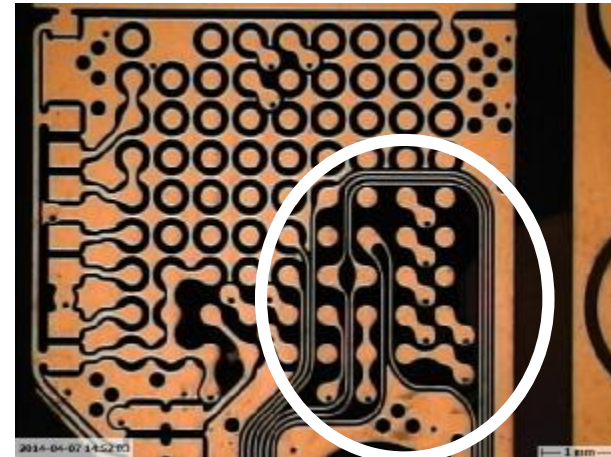
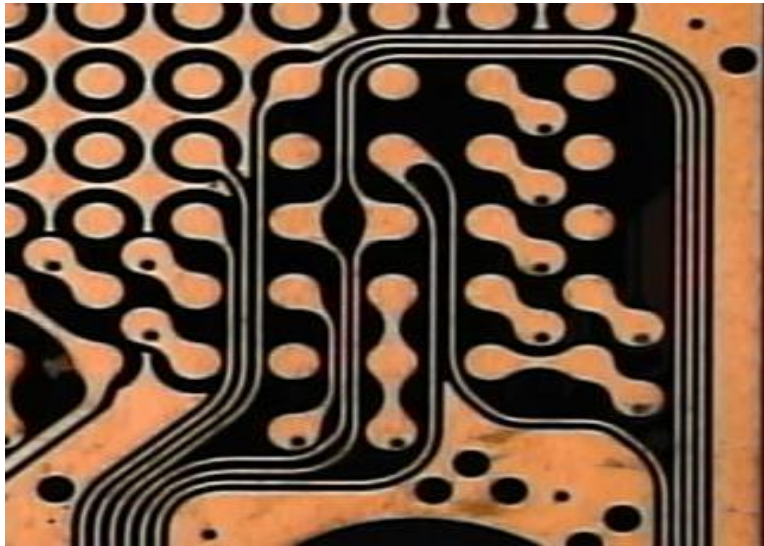
運用PEDLIM技術，可將有多功能需求的FPC(軟板線路密集、多層板、多顆零件)設計進有限空間內

ichia

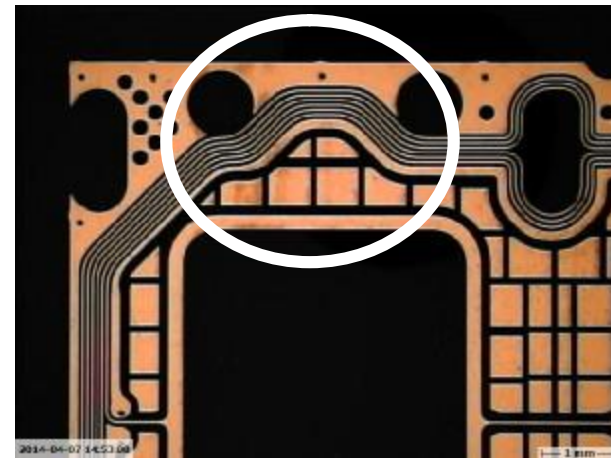
PEDLIM量產線正式啓用



已認證樣品_Q2底轉量產



BGA area



L/S=25/35 area

Consolidate MVI applications for P/L self-sufficient operations

n Restructure the operation as :

- Ø SZ focus on Auto Parts and smaller MOQ applications
- Ø ZS focus on the consumer and High Volume product line.

n Value added applications:

- Ø Synergize FPC/FPCA for Module total solutions
- Ø Water proof , Accessary, Wearable Products
- Ø Focus on Auto, high reliability , smaller MOQ business

Developmental Item

1. Water Proof Product



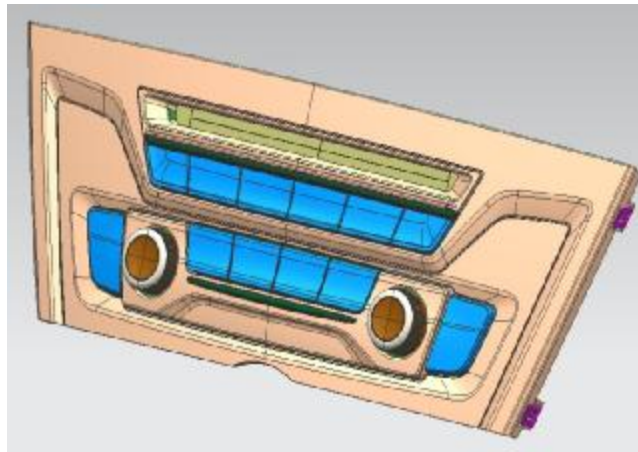
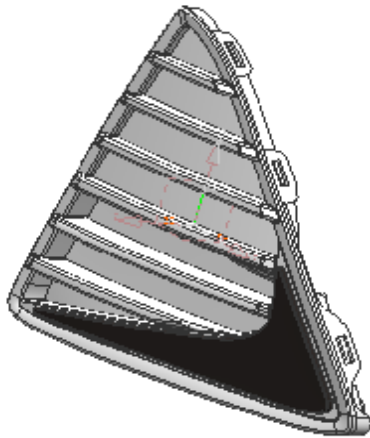
2. Accessory Product



3. Wearable Product



Auto Parts Assembly Product Development Road Map



Q & A

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☀ **Financial details - <http://mops.twse.com.tw/mops/web/index>**