



憶聲電子股份有限公司



Investors Conference 2019

Keynote Speaker : Tom
Chief Finance Officer &
Chairman at Action Asia (Shenzhen)

agenda

- 
1. Company profile
 2. Business and financial review
 3. Operational overview
 4. Future prospects

1. Company profile

Founded	July 21, 1976
Stock listing (cabinet) time	August, 2002 (May, 1998)
Paid-up capital	2.77 billion
Main business	Sales, maintenance, installation and service of various household appliances, manufacturing, processing, trading, etc. of warehousing, logistics services and audio-visual electronic products
company website	www.action.com.tw

Business performance

Consolidated Income Statement

Unit: NT\$ thousand

Item/ year	2019/1-6	2018/1-6
Revenue	689,126	838,852
Gross Profit	178,103	175,398
Gross Margin(%)	26	21
Operation Expense	161,616	152,118
Operation Profit	16,487	23,280
Non-operating income and expenditure	31,880	15,134
Profit before Tax	48,367	38,414
Profit after Tax	40,447	33,134
EPS(元)	0.14	0.12

Consolidated balance sheet

Unit: NT\$ thousand

Item	2019.06.30	2018.12.31	2018.06.30
Current assets	1,392,845	1,595,262	1,691,858
Non-current assets	2,574,426	2,383,541	2,494,135
Investment in equity method	562,200	551,287	573,019
Real estate, plant and equipment	1,395,642	1,255,658	1,355,075
Other assets	616,271	576,596	566,041
Total Assets	3,967,271	3,978,803	4,185,993
Current liabilities	1,2049,121	1,055,032	1,303,266
Non Current liabilities	252,936	251,855	274,452
Shareholders' equity	2,665,214	2,671,916	2,608,275
Total liabilities and Shareholders' Equity	3,967,271	3,978,803	4,185,993

Operational Overview: Memories of Development Tracks in the Past 40 Years

Founded on:

1976-1987

TV products

1988-1998

Automobile electronics

1999---

Kolin smart consumer electronics

2012---



Alarm radio ACN-001



Mini recorder 900



Stereo with cassette tapes



kolin



Today's Action

Our three business groups cater to the world



- Action Asia (Shenzhen) Co., Ltd.
- Action Industries (Malaysia) SDN BHD
- Action Intelligent(Shenzhen) Co., Ltd.
- ATZ Electronics CO., LTD.

- **Brand management for Kolin in Taiwan**
- **Realise Tech-Service**

- **Shanghai Action Tech. Co. Ltd.**
- **Action Technology (JIAN).,Ltd**

Electronics Manufacturing Business Group

Action Industries (Malaysia) SDN BHD

- Founded in Penang, Malaysia in 1987
- Primary products: audio & video products for automobiles



Action Asia (Shenzhen) Co., Ltd.

- Founded in industrial park in Shenzheng in 2005
- Primary products: multimedia audio/video products and tablet PC



Distribution Services Business Group – Kolin



1. Kolin has been an established brand in Taiwan for 50 years, and was previously the most well-known consumer electronics brand in Taiwan.
2. In 2012, Action Electronics Co., Ltd. (Headquarter) bought the brand management rights of Kolin, and re-engineered the sales of four major home appliances and small consumer electronics through channel distribution, wholesale, and online platforms. By 2015, Kolin's revenue has achieved 1 billion NTD.
3. Our distribution of to-go blenders, coffee maker and circulation fans rank **No.1** throughout Taiwan.
4. Looking forward to the future, we will focus on the integration of Action, Kolin, Realise and consumers, strengthen the operational physique and enhance the overall competitiveness of the brand, and implement the sustainable operation of the company.

Warehousing & Logistics – Shanghai Action Tech.

- ❑ Located in Jiading, Shanghai, a satellite town to the international city of Shanghai. Situated in between the provinces of Jiangsu, Zhejiang , it is the ideal location to develop warehousing services.
- ❑ Covering an area of 150 mu (4,500 pings) and 80 acres of green forest belts, 2011 began to invest in the construction of logistics warehousing and leasing business.
- ❑ In 2018, the factory leased area reached 790 million square meters, and the occupancy rate reached 90%
- ❑ Advanced warehousing equipment introduces international brand customers and creates considerable revenue for the group..



Warehousing & Logistics – JIAN Action Tech.

- Located in Jiangxi, close to the Yangtze River Delta, the Triangle, and the Pearl River Delta, the unique geographical location has great potential for economic development. The recent high-speed railway is completed and opened to traffic, and the traffic will be more convenient.
- Covering an area of 120 acres (3,600 pings) of factory buildings and green spaces, investment began in 2006, and land and factory rentals began in 2017.
- The lease of the factory has created revenue for the group.



4. Future Outlook_Injecting Highlights into EPS

Investment vision
Take over the song
and create a miracle
Land asset
activation Will be
EPS
injection Highligh



ACTION
(3024)

Taiwan headquarters land development case

1. Located next to the Zhongyu Interchange, it is the gateway and standard of Zhongli Industrial Zone.
2. It has the development potential in line with the trend of Industry 4.0.
3. The land area of about 4,000 pings is scheduled to start construction in 2019.
4. The activation of land assets will inject bright spots into EPS.



DEDE Electronics (Shenzhen) Assets Cooperative Development

De's Industrial Park is held by ASIA Subsidiary, which covers an area of 35,000 square meters. It is located in the new airport of Shenzhen Airport, which is located in Shenzhen's key development project, close to Shenzhen International Convention and Exhibition Center (the world's largest).



Shenzhen De Industrial Park Cooperation Development Case

Shenzhen International Convention and Exhibition Center (Phase I) adopts a large-span, column-free space design with a central corridor as the central axis and a north-south layout in a two-row inline manner. The total construction area of the project is 1.46 million square meters, including 18 standard exhibition halls of 20,000 square meters, a exhibition hall of 40,000 square meters, a central corridor with a length of about 1,700 meters from north to south, two registration halls and 11 buildings. Outbuilding.



4.Future prospects--Strategic approach

1.Profit

- >Thick plant comprehensive competitiveness, monthly assessment of the nine-rate business law, Encourage talentedness by using the fund-based incentive method
- > Have a management team, a director of the conference, share business results

Existing companies and factories continue to examine the existence of value, Make the necessary adjustments. Such as the introduction of new investors or funds , or sell shares, or end operations.

2.Adjustment structure

3.activated assets

Integrate resources such as tangible assets and intangible assets, develop cooperatively, create value, and share benefits.

From the fundamentals to expand publicity, it is widely known that the stock price will reach at least the net value per share or the ratio of earnings to 20 times.

4.share price rationalization

Develop a transformation strategy

重啟再創輝煌之路

緣起：創辦人彭君平榮譽董事長



Restart and create a brilliant road

Origin: Founder Honorary Chairman Peng Chiun-Ping

Develop a transformation strategy

解讀趨勢創造價值

趙董事長重啟創業精神，為歌林品牌、車用電子注入智能元素，擬定進入新市場策略；持續推動土地資產活化，為集團 EPS 注入璀璨的新亮點。



Interpreting trends to create value

Chairman Zhao restarted the entrepreneurial spirit, injected intelligent elements into the Golin brand and vehicle electronics, and formulated a strategy to enter the new market. It continued to promote the activation of land assets and injected new highlights into the Group's EPS.

Develop a transformation strategy



Enter the automotive electronics market
and go to the smart home circuit

Establish a transformational organization and technology platform

Action Asia Electronics is optimistic about the electronic era of smart cars, and established Chongqing ATZ Electronics co., Ltd. through mergers and acquisitions.

AAS+ATZ can build a vehicle electronic innovation mode and profit mode through intelligent import and intelligent interconnection.

The future implementation of smart car electronics is mainly in the field of new energy vehicles.

Action Group's early automotive products



TV DVD

- 7" 16:9 Digital LCD panel
- 9V DC IN Battery 4 hrs
- Support -CD , VCD , DVD
- Support JPEG , Progressive JPEG MP4
- 2.0 USB port front
- AV OUT AUX
- Digital TV

Action Group's early automotive products



雙屏DVD

- 9" 16:9 Digital LCD panel *2
- 9V DC IN Battery 4 hrs
- Support -CD , VCD , DVD
- Support JPEG , Progressive JPEG MP4
- 2.0 USB port front
- AV OUT AUX

Action Group now has new energy vehicle electronic products



Dual 10.1" Seat-Back Entertainment System

- Dual 10.1" Hi-Res Touch Screen Monitors (Digital LCD Display (1024 x 600))
- Super-Fast Quad Core Processor with 8GB Memory
- Android 8.0+ Operating System
- WIFI: 802.11 a/b/n/g Dual Band (Hotspot Required)
- User Intuitive Interface
- Control the system and select content from anywhere in the vehicle through the free Voxx Link app available for Android and Apple SmartPhones and Tablets
- Loaded with features to cover every tech level
- SmartStream Wireless Content Streaming for Android and Apple (wireless content streaming maybe limited based on device)

Action Group now has new energy vehicle electronic products



Marine Radio System

- Dimmable LCD Backlit Control, TFT Display
- Waterproof iPx6
- Low Battery Alarm
- AM/FM Tuner (US/EURO) with 36 Presets (18 AM, 18 FM)
- Bluetooth (Supports A2DP and AVRCP)
- APP Ready
- Electronic Bass, Treble, Balance and Fader Controls
- Illumination Control (Day and Night)
- UV and Corrosion Resistant
- Rear Auxiliary Audio Input (RCA)
- Rear Auxiliary Audio Output (RCA)
- 4-Channel Amplified Audio Output

Action Group now has new energy vehicle electronic products



Vehicle central control instrument

- Based on the car standard NXP4330Q platform design, 4 core 1+16G memory, Android 7.0 version system, the product includes smart audio host, display screen, control button
- Using double 7-inch high-definition display screen, distinguishing 1024*600
- Support USB2.0 and above, realize audio/video/picture playback and mobile phone charging, support Android and Apple charging (charging current 2A)
- Support Bluetooth 2.1 or above, realize hands-free phone / phone number display / address book synchronization / private mode and Bluetooth music playback
- Support GPS navigation map function
- Interacting with smart robots
- Support WiFi function
- Support mobile phone interconnection function
- Support reversing image / parking sensor
- Internet radio

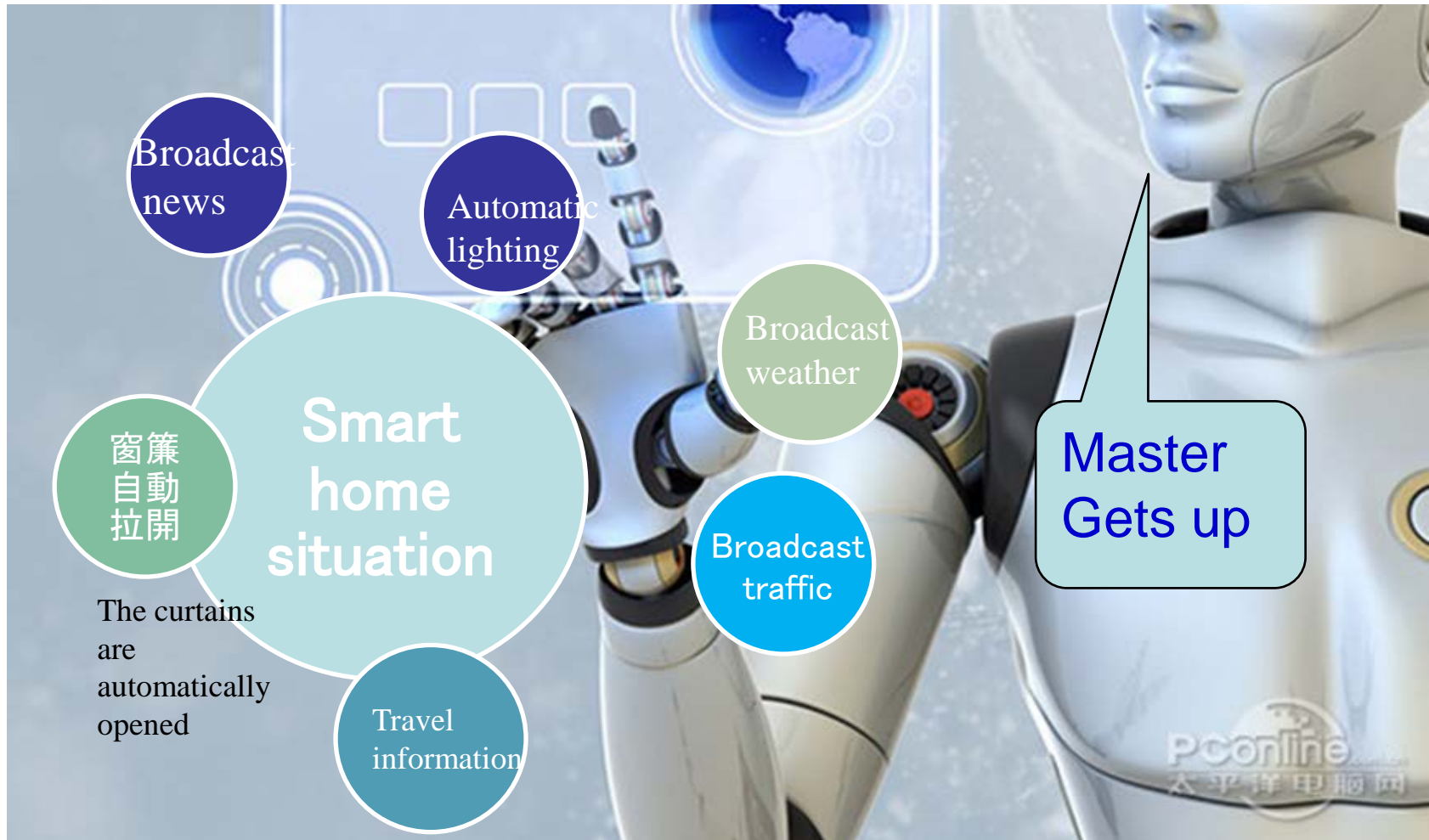
Establish a transformational organization and technology platform

Action Asia Electronics responded to the era of smart home appliances, actively formed the team and cultivated talents, and established Action Intelligent (Shenzhen) Co., Ltd.

AAS+ATZ can build innovative models and profitable models in the smart home and smart office industries.

The launch of AI smart speakers and smart coffee machines in the future will operate through the cloud and build big data on the user side.

Smart home situation



Smart home appliance era

Three-network integration of telecommunication network, internet and television network



After the integration of the three networks and the application of the Internet of Things technoelectric lights, air conditioners, televisions, stereos, microwave logy, all appliances such as refrigerators, ovens, washing machines, etc. will enter the intelligent age.

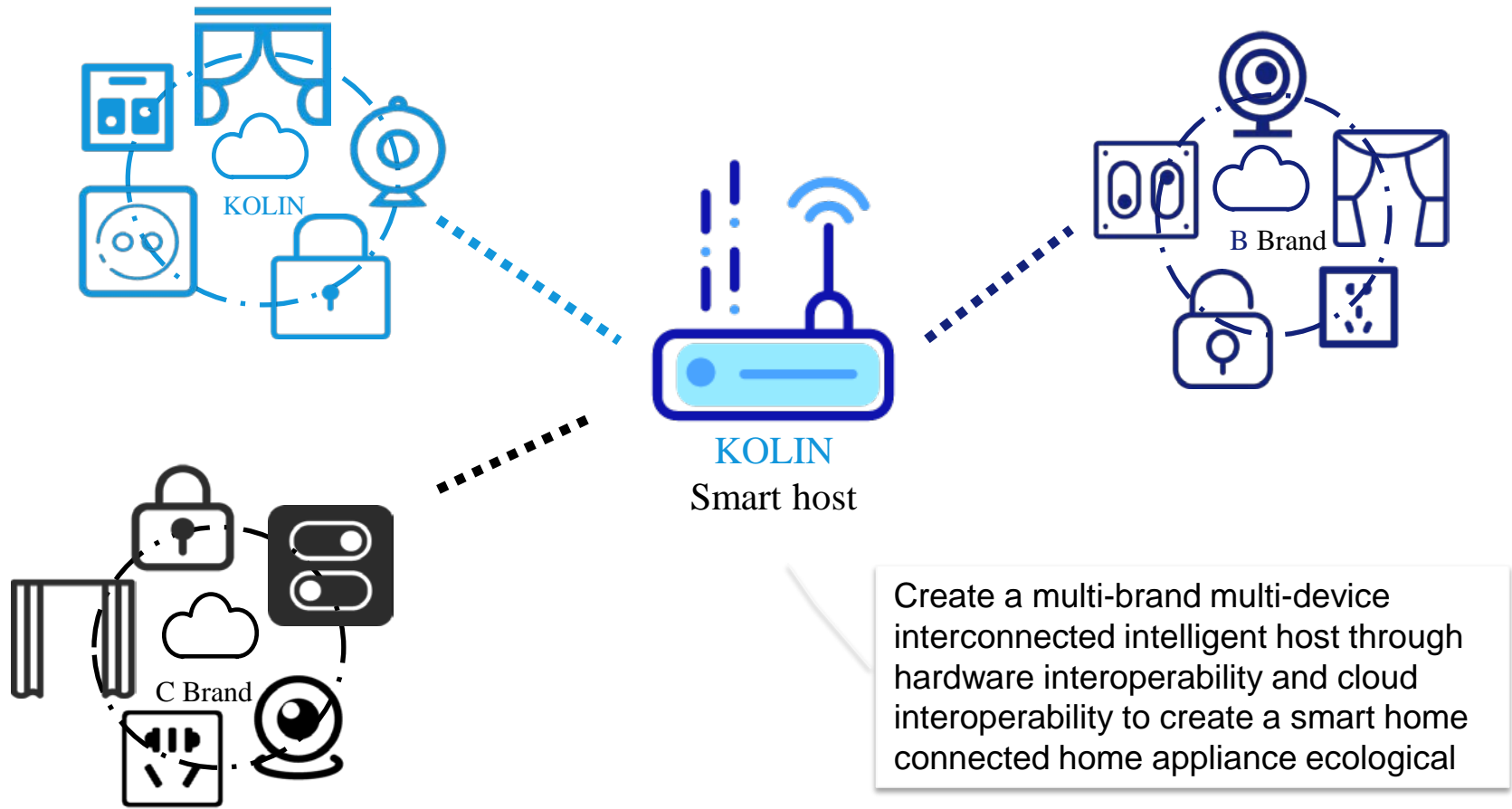
Enter the field of smart home appliances

KOLIN

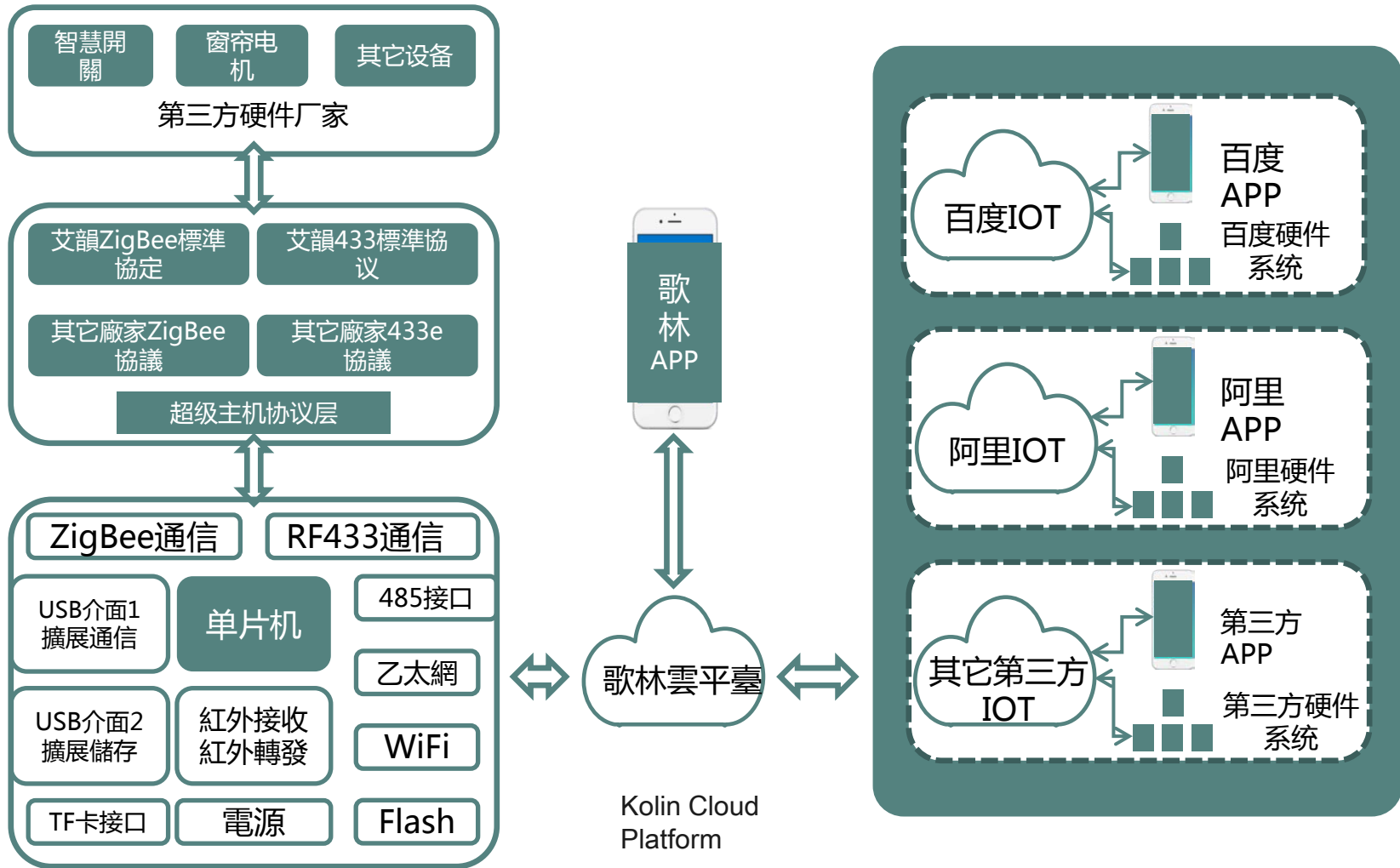
已經迎頭趕上

Already catching up

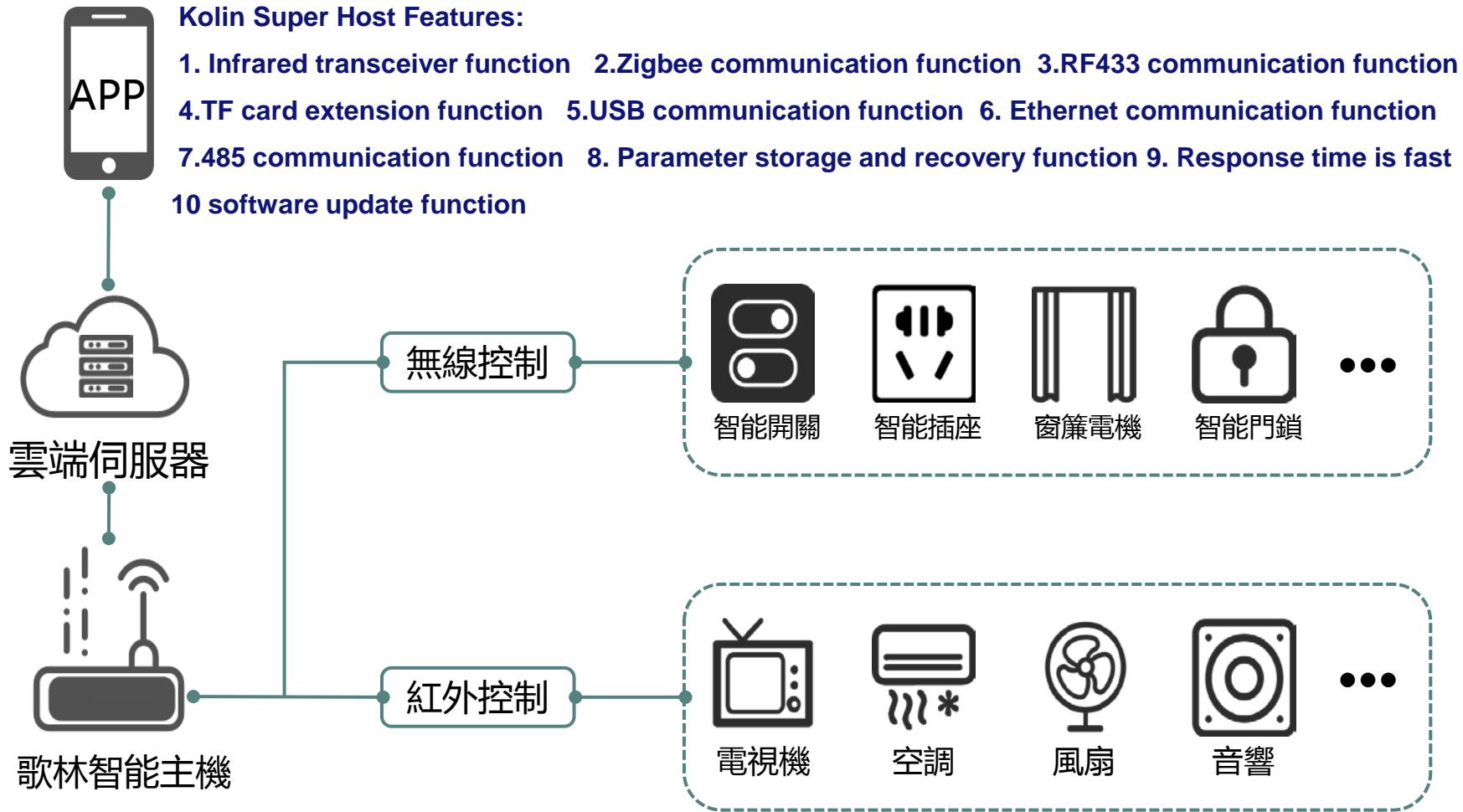
Establishing the Kolin Intelligent Platform



Establishing the Kolin Intelligent Platform



Establishing the Kolin Intelligent Platform



Establishing the Kolin Intelligent Platform

全屋智能



軟體平臺



智能单品



In the next few years, home appliances will fully enter the intelligent era.

Intelligent home appliances that make human life more convenient and comfortable are undoubtedly the trend of the times.

Smart speaker products

The market war of smart speakers has kicked off

Automatic lighting

Automatic lighting

Broadcast weather

窗簾自動拉開

The curtains are automatically opened.

播報路況
Broadcast traffic

行程信息
Travel information

Freshly brewed coffee

智能音箱
Smart speaker

Global smart speaker market

硬體市場：江山未成定局，兵家必爭

軟體市場：朝向應用多元化，擴展神速



2016 Amazon Echo enters the market first

2017 Google and Apple join the battle

決勝基礎點：A.I.系統平台整合能力



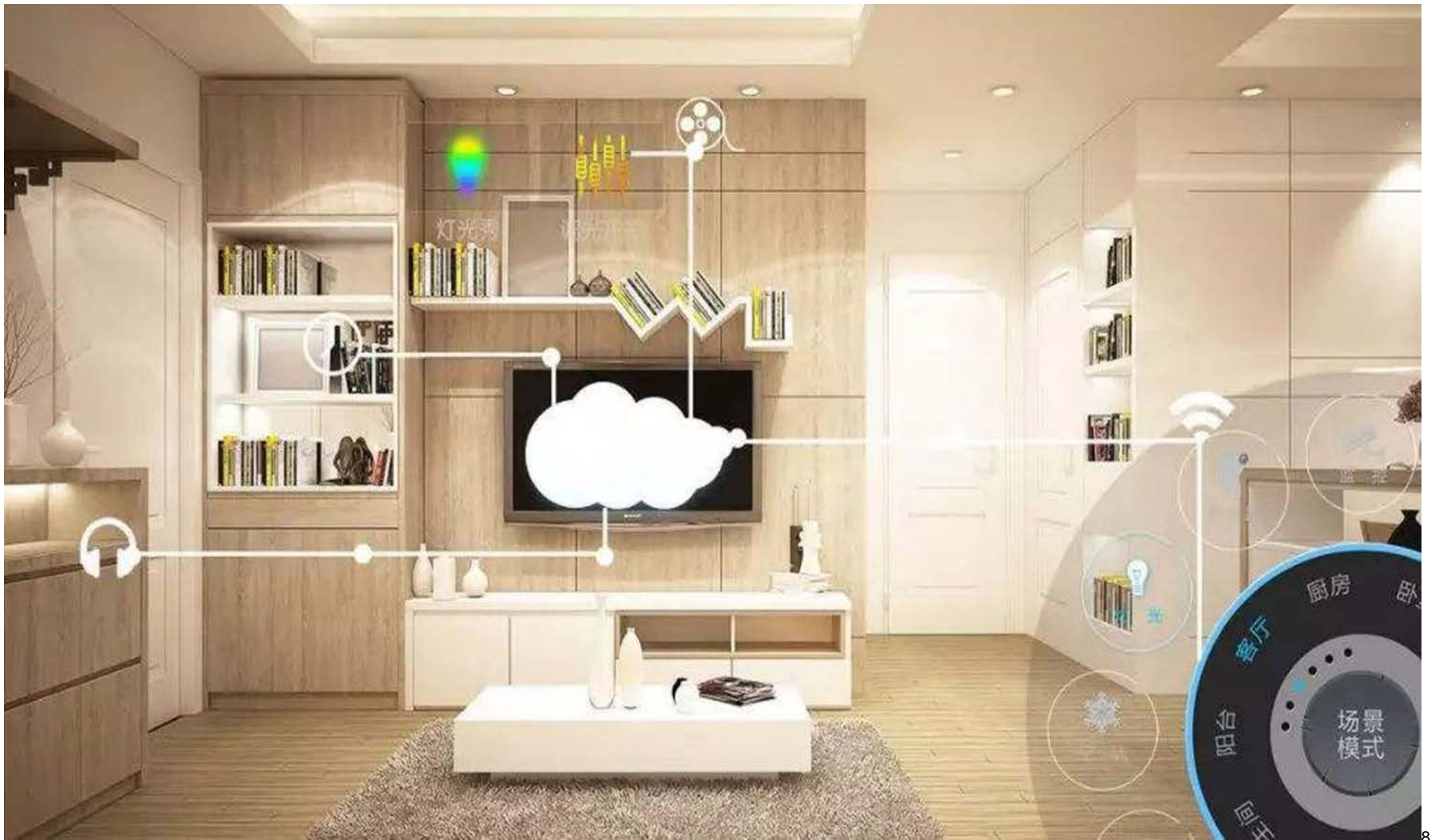
Mainland China blooms in 2018

The future prospect of ACTION Group's smart home appliances



The standard agreement is adopted to adopt the same standard agreement, which can realize the diversification of the interconnection products between Kolin products and different brand products, and at the same time enhance the user experience of the entire home appliance system of Kolin.

The future prospect of ACTION Group's smart home appliances



The future prospect of ACTION Group's smart home appliances-Representative products



KOLIN
AI Smart
Speaker



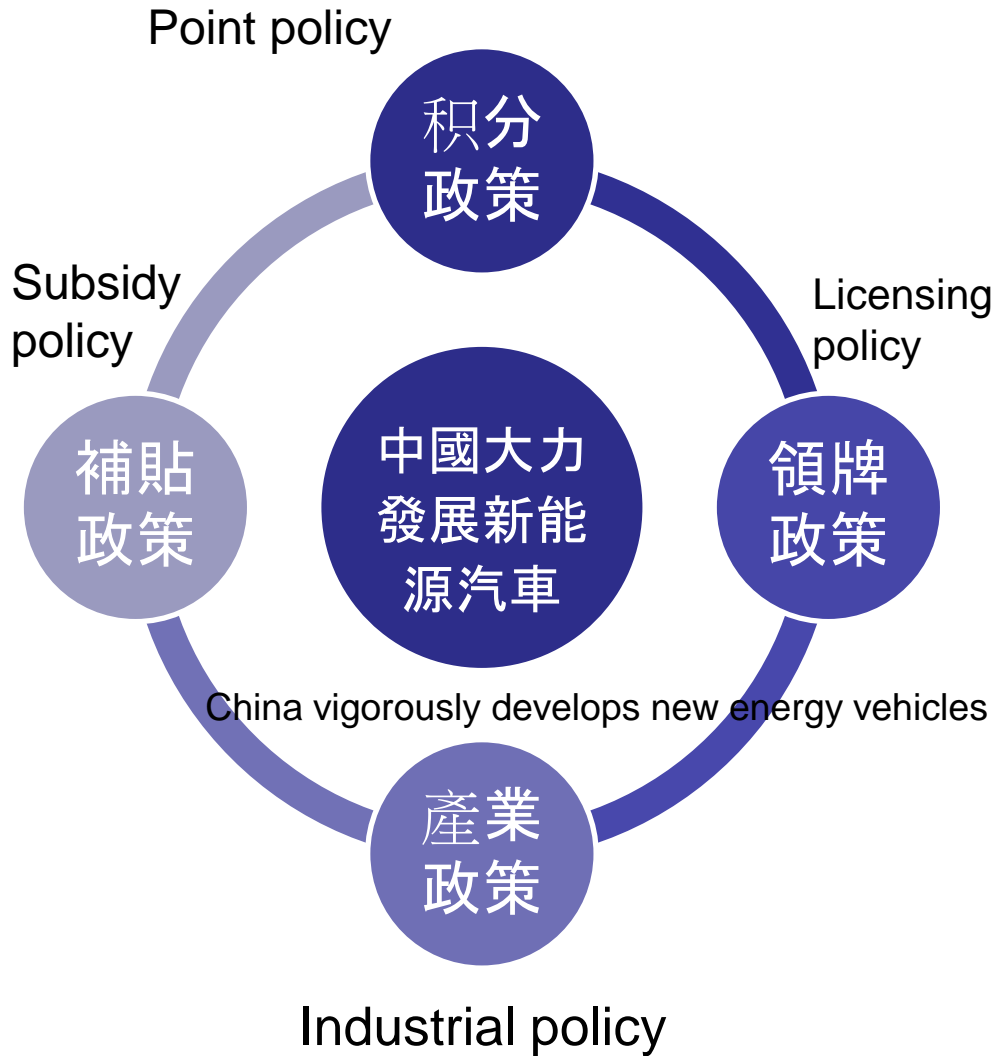
The future prospect of ACTION Group's smart home appliances-Representative products



Intelligent voice control coffee machine

- One button full automatic
- Cloud System Service
- voice control
- Mobile APP remote control
- Automatic grinding, 8-speed grinding, adjustable coffee tree
- Make an appointment in advance and keep warm for 40 minutes.
- 8 kinds of grinding rent selection, adjustable taste
- Conical filter, durable and easy to clean

The future prospect of Action Group's automotive electronics



The points for new energy vehicles in 2018, 2019 and 2020 are 8%, 10% and 12% respectively.

Action Group's future - China's new energy vehicle market

New energy vehicle sales

- 2018 China's new energy vehicle sales of 1.256 million vehicles
- It is expected to exceed 15 million in 2030

New energy vehicle ratio

- 2019 new energy vehicles accounted for 10% respectively
- 2020 new energy vehicles accounted for 12% respectively

Electric vehicle battery

- China's production has exceeded that of South Korea and Japan since 2016
- Flip the impression of electric car battery made in Japan

Action Group's future - China's new energy vehicle market

**Great Wall's brand Yujie EX50
exposure to copy Mercedes-Benz
GLC**

Leading the top 5 cars, Zhiqi Xin
(and Yayi Electronics) have got 4
major car developments



Action Group's future - China's new energy vehicle market

捷途 K-ONE 补贴后指导价

300舒适 8.79万

300豪华 9.79万

400舒适 10.29万

400豪华 10.79万

车型信息

时间：2018年12月

定位：国产纯电动小型SUV

尺寸：4100*1710*1595mm

轴距：2520mm

动力：45KW和96KW两种

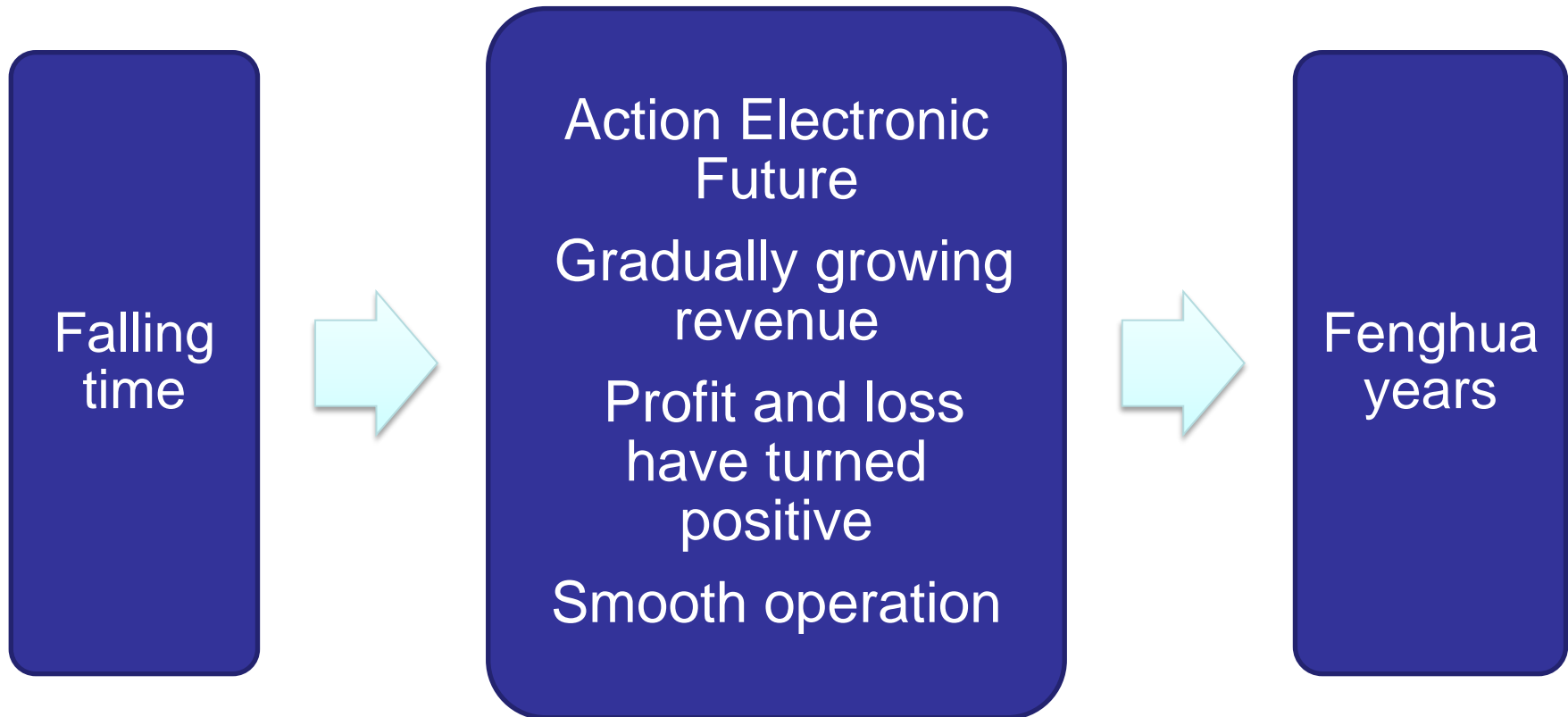
续航：300公里和400公里



Action Group's future - China's new energy vehicle market



Action Group's future



Satisfaction from Action.

