

# Action Electronics Co., LTD. Investor Conference 2023

Speaker : Vice president  
Chairman



億聲智匯科技園區



Stock code  
3024

資產活化  
x  
車用電子  
x  
品牌經營

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**Agenda**

- 1** Operation Overview
- 2** Finance Overview & Future Prospects
- 3** Q & A

# Operation Overview

# Corporation Profile

- Action Electronics Co., Ltd.
- Date of Establishment : 1976/07/21 (Established for 47 years)
- Date of IPO : 2002/05/26 (IPO for 21 years)
- Paid-up Capital : NT \$2.8 billion
- Number of employees : About 450 people
- Headquarters : Zhongli Dist., Taoyuan City ,Taiwan (R.O.C.)
- President : Peng Ting-Yu
- Main Business :
  - a) Sales and after-sales service of Kolin, a brand of electrical home appliances
  - b) Research, manufacturing and sales of automotive electronic products
  - c) Development and leasing of real estate



# Major Milestone

## Change of product 1976-1990

- Focused on manufacturing, from radios initially to multimedia products. Develop towards diversification, accumulate R&D technology, and prepare for expanding operations.

## Change of location 1990-2005

- Due to the strong appreciation of the domestic currency, we invested in Malaysia, Shenzhen and Shanghai, successfully IPO in Taiwan and Singapore.

## Change of ERP system 2006-2010

- Due to the 2008 financial crisis, which triggered a sense of security, the next step in the transformation plan was launched and we imported SAP system to simplify cross-company processes.

## Change of business module 2011-2015

- The launch of smart mobile devices triggered a product revolution and we decided to transform from manufacturing-oriented to technical service and leasing business.

## Lean structure 2016-till now

- The group's operations are divided into three major business  
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- Automotive electronics manufacturing
- Brand management
- Asset activation

# The history of the Group's product development

Founded on:

TV products

Automobile electronics

Kolin smart consumer electronics & Audio-visual multimedia products for automobiles

1976-1987

1988-1998

1999-2012

2012~



# Three business systems



# Automotive Electronics Manufacturing Business

Action Electronics Co., Ltd

Automotive Electronics Manufacturing Business

Research

Action Intelligent (Shenzhen) Co., Ltd.

Manufacturing

Action Asia (Shenzhen) Co., Ltd.

Sales

Manufacturing

Action Industries (M) Sdn. Bhd.

Sales



- Established in 2005 , located in Baoan District, Shenzhen
- Number of employees:93people
- Number of assembly line :2
- Annual production capacity of 300,000 units
- Product: automotive(yacht) media product



- Established in 1987 , located in Penang, Malaysia
- Number of employees:162 people
- Number of assembly line :4
- Annual production capacity of 720,000 units
- Product: automotive (yacht) media product

*Satisfaction from Action.*



# Asset Development Business-Shanghai Action Tech. Co. Ltd.

It successfully attracts international well-known customers with advanced warehousing equipment .  
Creates stable revenue for the Group.

- ❑ Founded in 2004, 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 acres (4,500 pings) and 80 acres of green forest belts, 2011 began to invest in the construction of logistics 、warehousing and leasing business. Forest garden-style logistics park design.
- ❑ The area for leasing reached 78,000 square meters, with an occupancy rate of 99%



# Asset Development Business- Far Year Construction Co.,Ltd

## Zhongli's first world-class innovative 5G Wisdom Technology Park Land asset activation will inject bright spots into EPS

Headquarters land development project- 「Action101」

1. Located next to the Zhongyu Interchange, it is the gateway and standard of Zhongli Industrial Zone. It has the development potential in line with the trend of Industry 4.0.
2. It covers an area of about 4,000 square meters and is developed in two phases.
3. Approved for floor area ratio of 399% by IDB
4. Construction of Area B commenced in the fourth quarter of 2020.
5. Area A has applied for a construction license in 2022, and construction is expected to start next year.



# Brand Management and Service Business

## • Electrical home appliances- 「Kolin」



■ 「Kolin」, a famous brand of electrical home appliances, was established in 1963 and existing for 60 years.

■ With an independent after-sales service system, it is a home appliance brand that integrates sales and services.

■ Product: various home appliances, including audio-visual appliances, washing machines, refrigerators, air conditioners, and various small household appliances.

■ In 2021, Kolin sold 3 million pieces of home appliances in Taiwan.

## • After-sales service- 「Realise Tech」



■ Established in 1999

■ There are 18 service stations and 4 repair shops.

■ Number of employees: 90 people

■ Business: Responsible for the maintenance and after-sales service of Kolin brand products.

# Finance Overview & Future Prospects

# Finance Overview

## Consolidated statements of comprehensive Income

Unit: NT\$ thousand

Item	2023/1-9	2022/1-9	Difference	YOY(%)
Operating Revenue	1,178,560	1,211,468	-32,908	-3%
Gross Profit from Operations	325,967	305,523	20,444	7%
Operating Expenses	242,361	271,072	-28,711	-11%
Operating Income	83,606	34,451	49,155	143%
Profit before Tax	115,081	88,165	26,916	31%
Net Profit	92,023	76,970	15,053	20%
EPS(NTD)	0.33	0.28	0.05	18%

# Finance Overview

## Revenue for main business

Unit: NT\$ thousand

Main Business	2023/1-9		2022/1-9		YoY
	Amount	%	Amount	%	%
Brand Management	588,747	50%	614,016	51%	-4%
Automotive Electronics	479,697	41%	501,459	41%	-4%
Asset Development	110,116	9%	95,993	8%	15%
Total	1,178,560	100%	1,211,468	100%	-3%

# Finance Overview

## Consolidated Balance Sheet

Unit: NT\$ thousand

Item	2023.9.30	2022.12.31	2022.9.30
Current assets	2,795,635	2,349,594	2,245,436
Cash and cash equivalents	786,370	729,382	861,348
Inventory	1,301,250	1,158,059	985,041
Other current assets	708,015	462,153	399,047
Non-current assets	2,261,118	2,274,327	2,265,263
Investments in equity method	609,129	589,109	592,324
Investment property, net	1,154,427	1,123,655	1,103,497
Other non-current assets	497,562	561,563	569,442
<b>Total Assets</b>	<b>5,056,753</b>	<b>4,623,921</b>	<b>4,510,699</b>
Current Liabilities	1,982,106	1,501,065	908,323
Non-current Liabilities	219,028	292,615	777,609
<b>Total Liabilities</b>	<b>2,201,134</b>	<b>1,793,680</b>	<b>1,685,932</b>
Shareholders' Equity	2,855,619	2,830,241	2,824,767
<b>Total Liabilities &amp; Shareholders' Equity</b>	<b>5,056,753</b>	<b>4,623,921</b>	<b>4,510,699</b>
Debt Ratio(%)	44%	39%	37%
Current Ratio(%)	141%	157%	247%
Net Asset Value per Share(NTD)	10.3	10.2	10.2

# Strategic Guidelines

## Profitability

improve and create. Evaluate nine index of operating performance on a monthly assist to achieve the target of return on capital and the four-satisfying missions. (customer, social, shareholder, employee)

## Structure adjustment

emphasis on “professional, simple, and profitable” and build up core competitiveness. Integrate group resources and provide priority to those with SMART strategy.

## Activation of assets

the integration of existing tangible (intangible) assets, Cooperative development, creating value, and sharing benefits.

## Stock price rationalization

starting from the fundamentals, make the stock price at least reach the net value per share, and benefit the interests of shareholders.

# Future Prospects

## Diversified management Pursue excellence and create value



Maximizing the value of  
land through construction

Sustainable land  
development



Create ubiquitous life  
connections

Move steadily towards  
smart home appliances



Deepen R&D and partnerships  
with existing customers

Provide optimal manufacturing  
development support

Meet the needs of market  
customers



# Q & A



THANK YOU

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