

Welcome



Since 1968

新日興股份有限公司 SHIN ZU SHING CO., LTD.

飛躍50

新日興集團
SHIN ZU SHING GROUP

Celebration for SZS 50th Anniversary



- **公司簡介 Company Profile**
- **產業概況 Industrial Overview**
- **營運策略及成果
Business Strategy and Operation Results**
- **競爭優勢與未來研發方向
Competency Advantage and R&D Action Plan**

公司簡介

基本資料

創立時間: **1968年6月28日**
Established: June 28, 1968

董事長: 呂勝男
Chairman : Sheng-Nan Lu

總經理: 林清正
C.E.O: Frank Lin

Capital: **NTD 1,787,253,460**

主營業務

樞軸產品：電子類、電器類、電腦、資訊類、通信類、照相機、儀器類等產品之連結軸等線類及板類彈簧產品精密鋼模製品

件。 Hinges for NB, Tablet PC\LCD monitor\Mobile phone & PDA\DV & Digital still Camera & Consumer products,...and etc; Precession Wire springs, Forming, Stampings, Engineering Plastic parts,...and etc.

全球營運據點



企業文化

誠信、創新、專業、圓融

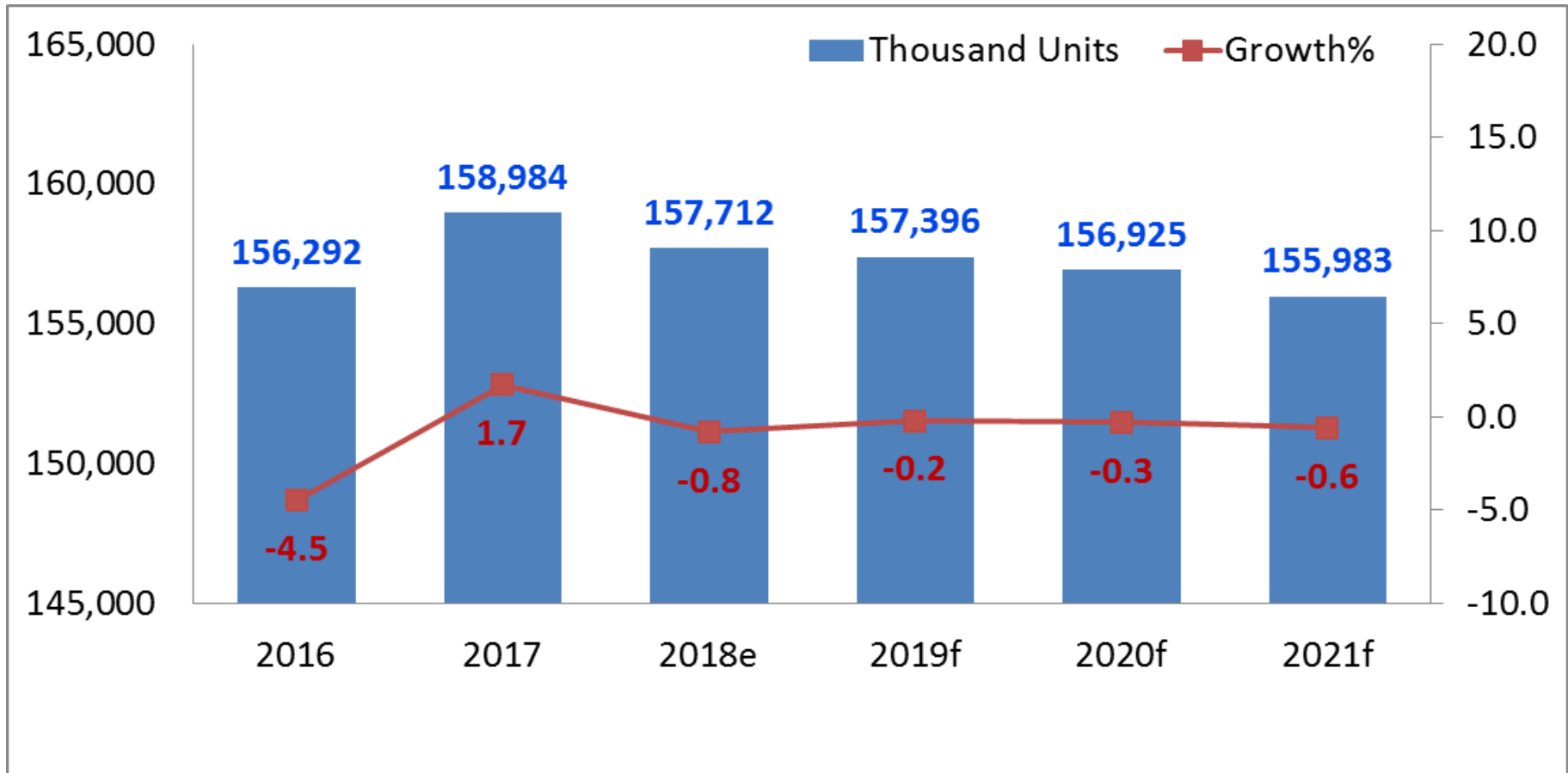
樞軸產業概況

Hinge Industrial Overview

- 全球筆記型電腦市場需求
Global Demand for Notebooks (NB)
- 全球LCD市場需求
Global Demand for LCD(TFT-LCD Monitor)
- 全球粉末冶金市場需求
Global Demand for MIM

全球筆記型電腦市場需求

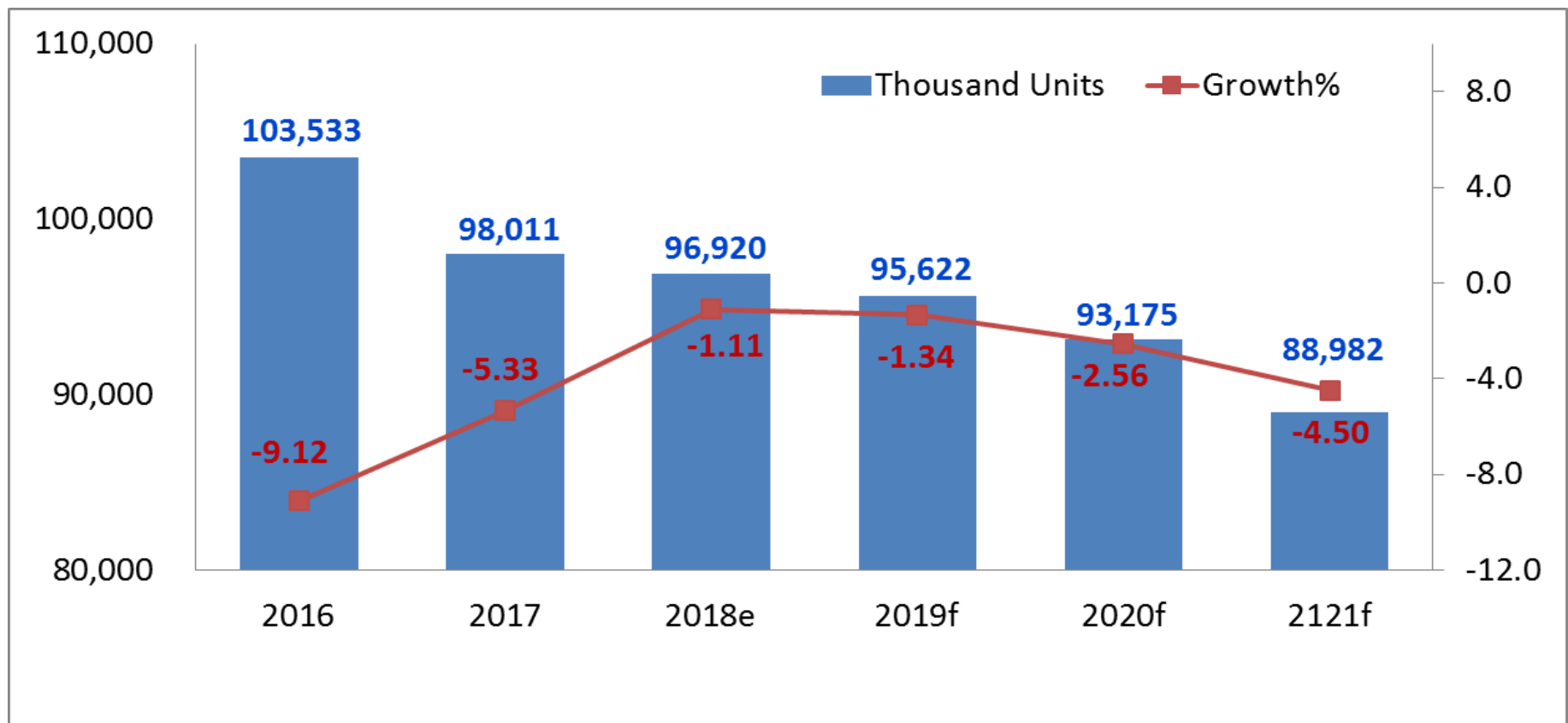
Global Demand for NB PCs



Source: MIC May 2018

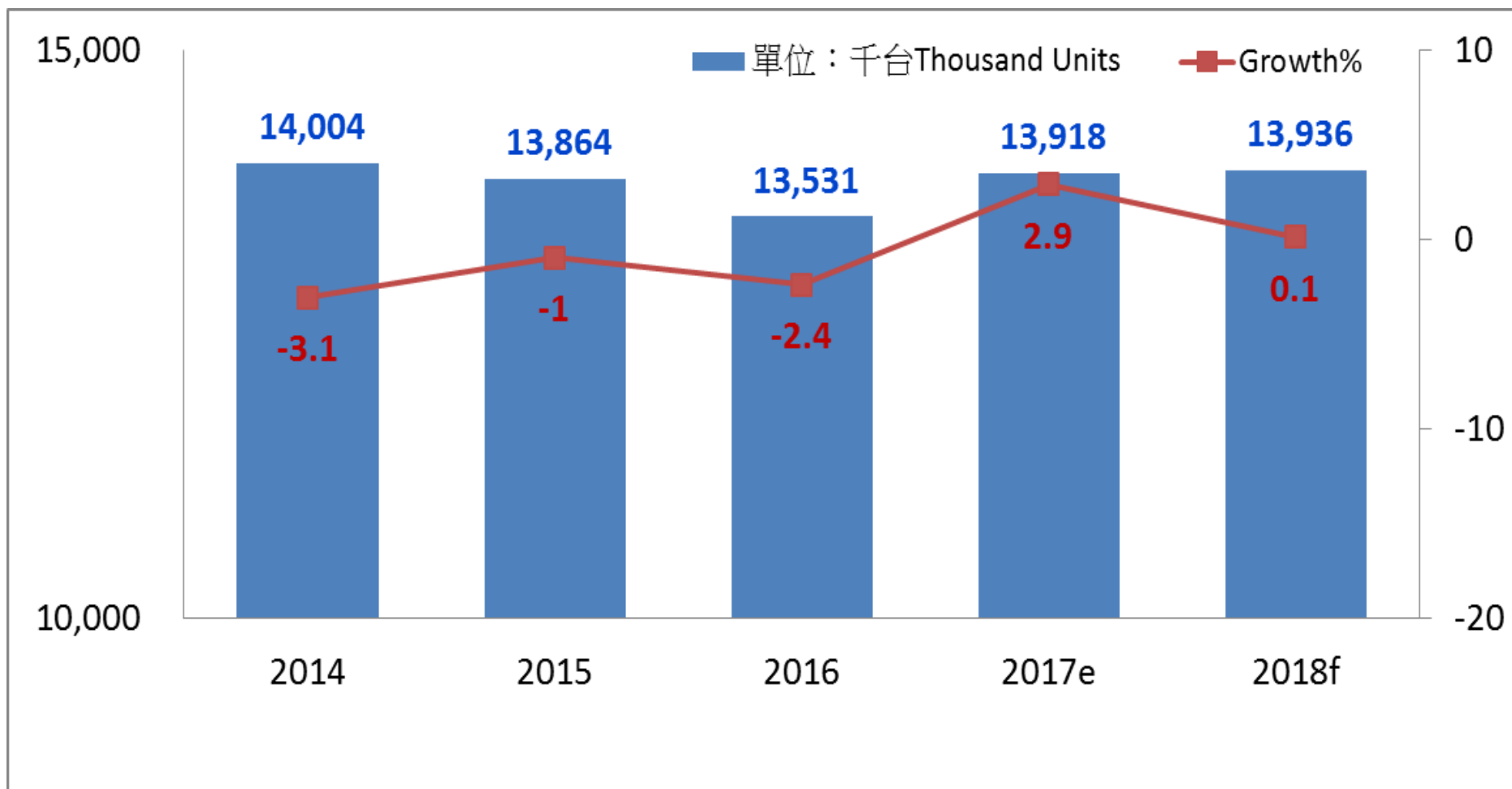
全球監視器市場需求

Global Demand for LCD Monitor (Only Desktop & AIO)



Source: MIC May 2018

AIO PC Global Shipments



Source: DIGITIMES Reserch
Dec. 2017

全球MIM 市場概況

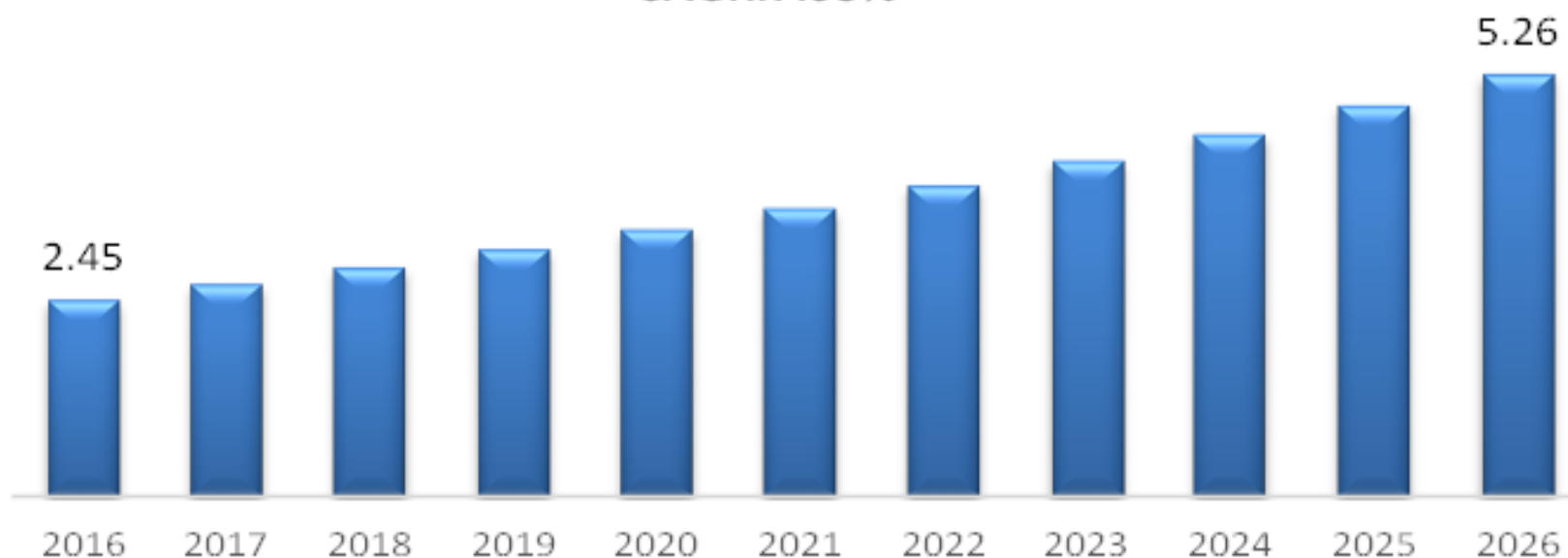
Global MIM market information

- 2017 MIM全球市場規模：25.8億美金，預計2022年會成長到37.7億美金。
The global MIM market was \$2580 Million in 2017 and will be expected to reach at \$3770 Million by 2022.
- 全球MIM市場成長率(CAGR)：7.83%
The global MIM market is expected to grow at the rate of 7.83% over the next 6 years
- 美國MIM 市場主要產品：醫療、牙齒矯正、槍枝零件
Main products in the US market: Medical, Orthodontia, Firearm.
- 歐洲MIM 市場主要產品：汽車零件和消費性產品
Main products in the EU market: Auto component and Consumer product.
- 亞洲MIM 市場主要產品：IT、電子產品和工具零件
Main product in the Asia market: IT, Electronics products and tool components.
- 其它MIM市場：工具及其它產品
Others :tool component and others.

Source: Reuter & BBC Research

銷售額 **Sales****USD: Million**

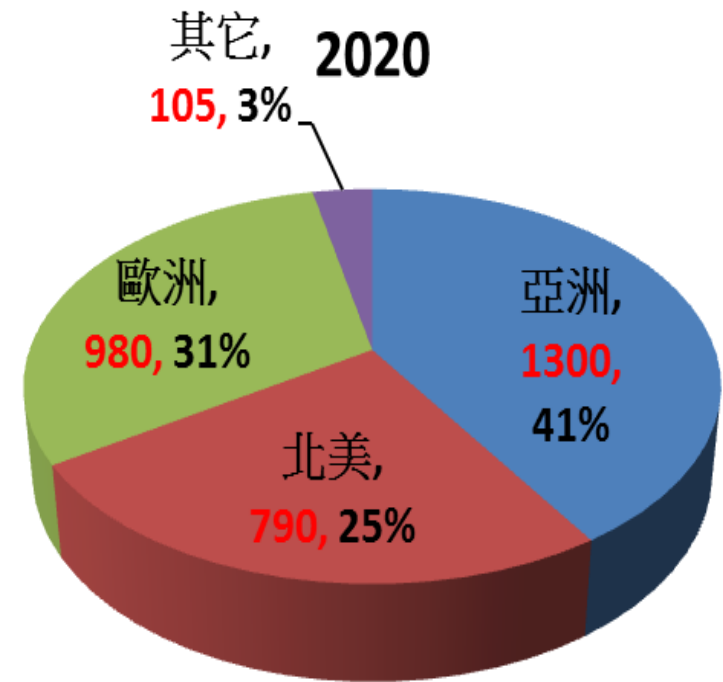
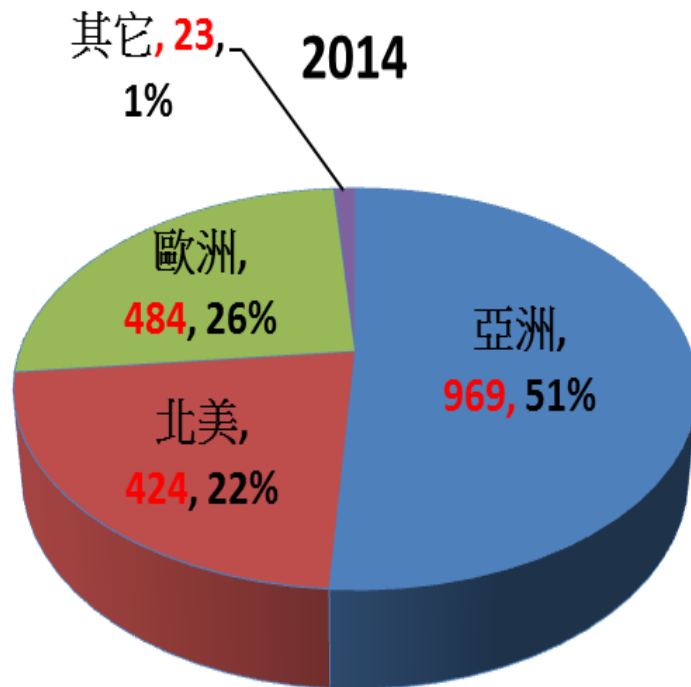
**Global Metal Injection Molding (MIM)
Market Size Through 2016 to 2026
(in Million)
CAGR:7.95%**



Source: Maximize Market Research

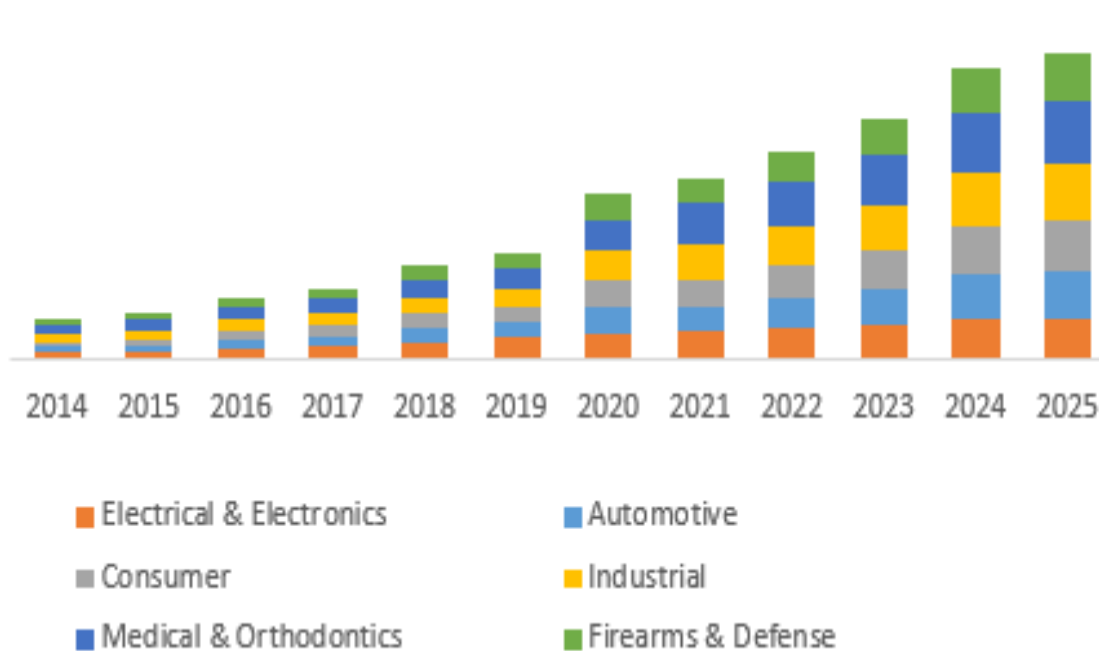
2020 MIM 全球市場預估銷售額及百分比

銷售額 Sales
USD: Million



2014-2025 MIM 全球終端用戶市場

Global Metal injection molding Market by End-Use, 2014-2025 (in Million USD)



Attribute	Details
Base Year	2017
Historic Analysis	2014-2016
Forecast	2018 to 2025
Complete Free Customization*	Equivalent to 50 analyst hours

營運策略及成果

Business Strategy and Operation Results

- 營運模式 Operation Model
- 主要營業比重 Revenue Mix
- 經營成果 Operation Results

營運模式 Operation Model

■ 營運總部 Headquarters

■ 研發中心 R&D Center

■ 行銷中心 Marketing and Sales Center

■ 客戶服務 Customer Service

■ 製造生產 Manufacturing and Production



台灣總公司 - 新日興股份有限公司



江蘇省 蘇州 - 欣日興

Suzhou 欣日興

智群

昆山呈杰

Fujian

福清泓興

Guangdong

東莞呈越

Taiwan

新日興

Singapore

呈杰有限公司

主要營業比重 2018 Revenue Mix

(Thousand NT Dollars)



樞紐組立製品
Hinges NBs

3,518,333,473



樞紐組立製品
Hinges LCDs

3,176,747,139



粉末冶金
MIM

1,491,302,493



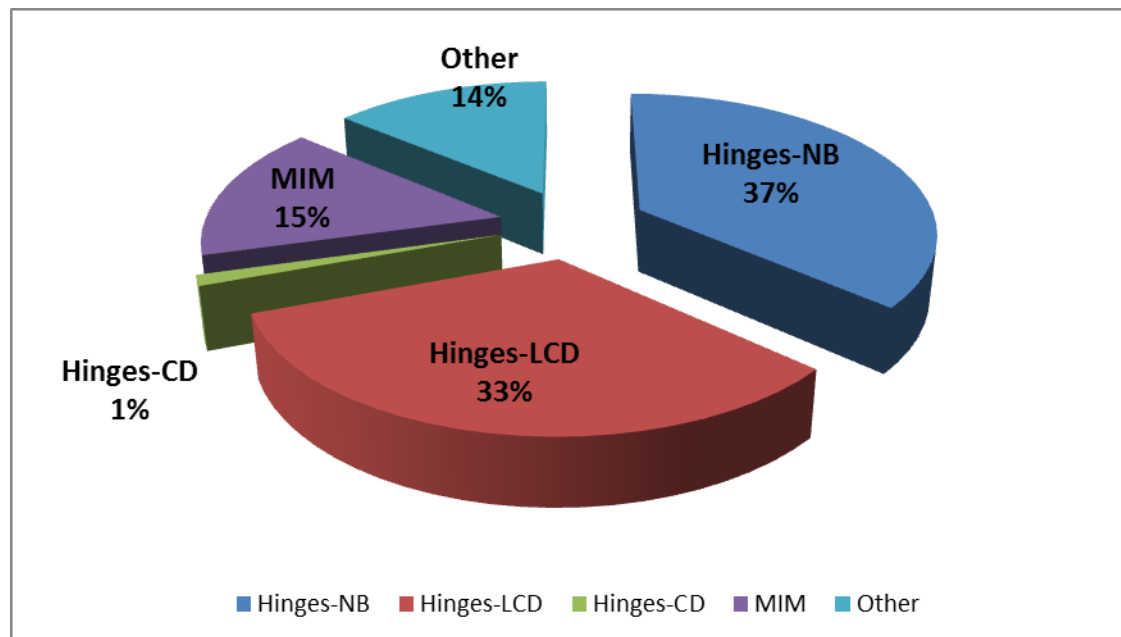
其他
Other

1,342,270,908



樞紐組立製品
Hinges CDs

116,269,708



合併總營收
Total Consolidated Sales
9,644,923,722

經營成果

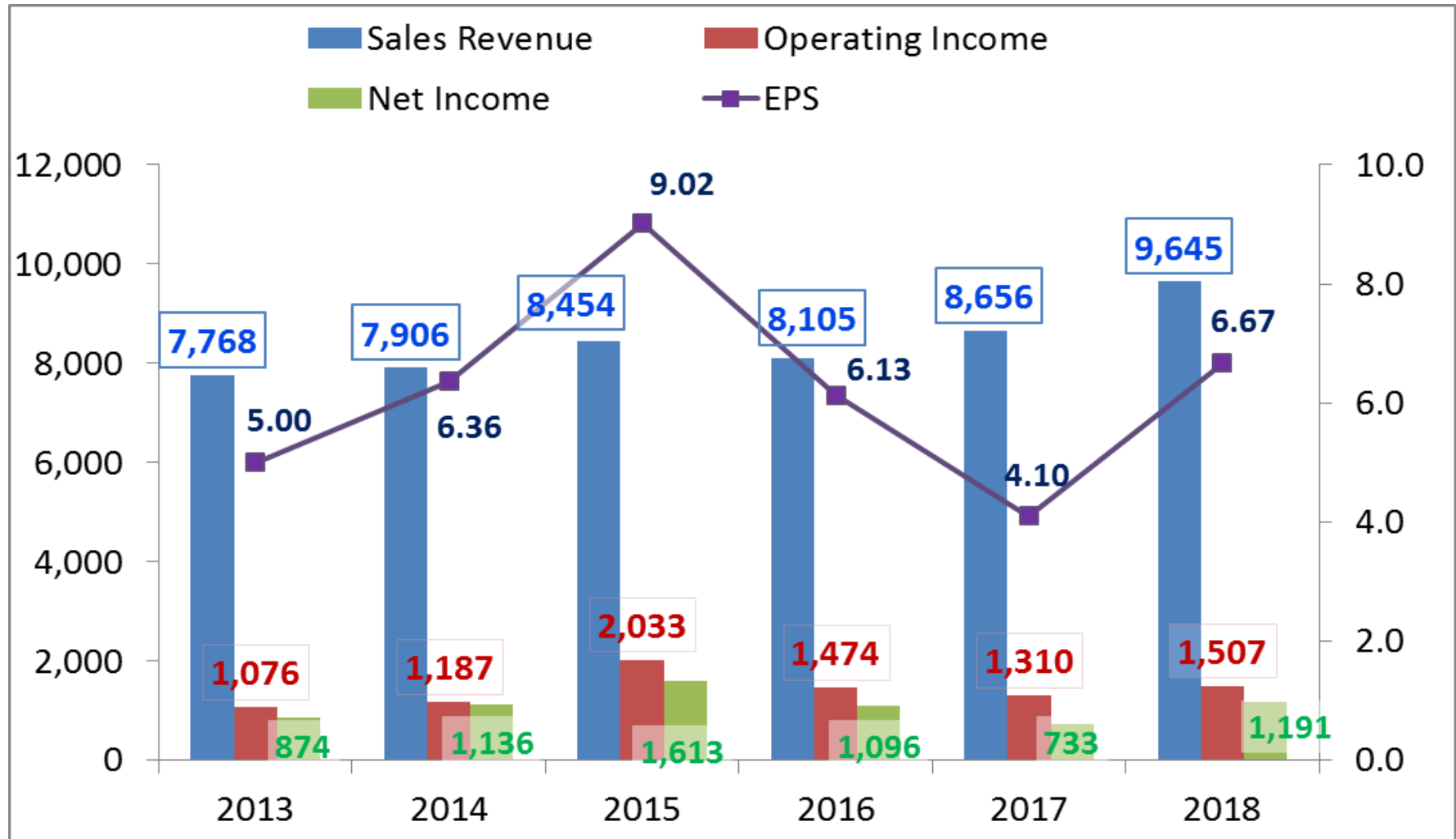
Operation Results

- 營收狀況 **Consolidated Revenue**
- 2014~2019年營收趨勢 **Consolidated Revenue Trend**
- 各季別營收及毛利率 **Consolidated Revenue Q by Q**
- 合併財務比率分析 **Consolidated Financial Analysis**

營收狀況

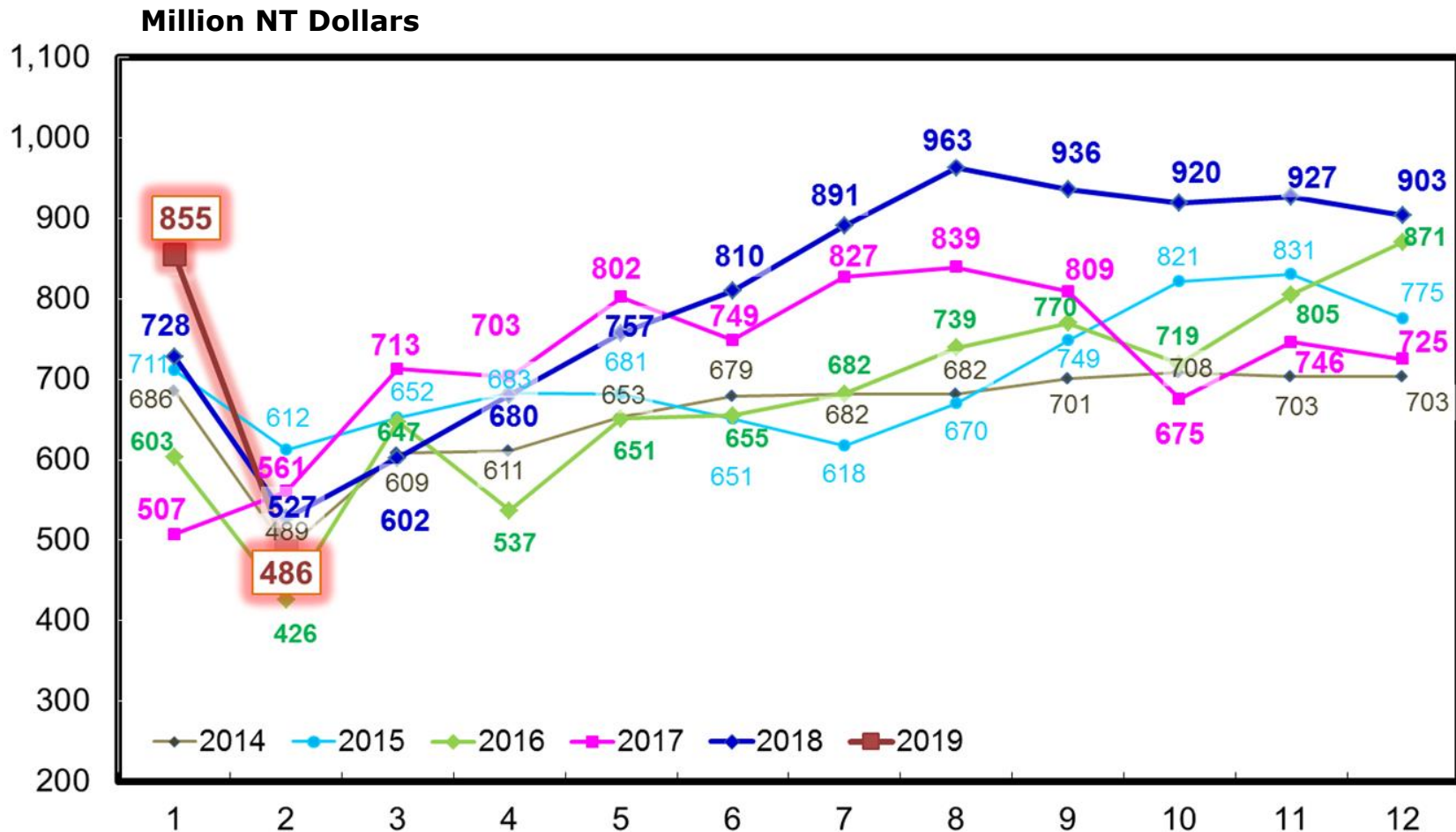
Consolidated Revenue

Million NT Dollars



2014~2019年合併營收趨勢

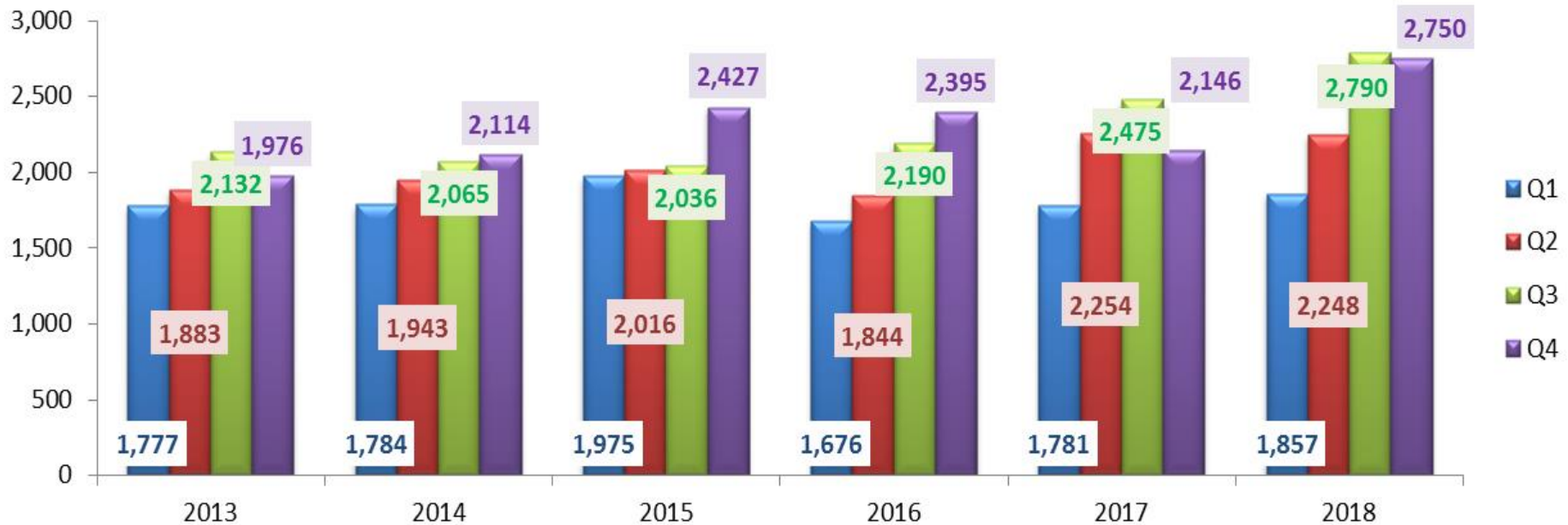
Consolidated Revenue Trend



各季別營業收入及毛利率

Consolidated Revenue Quarter by Quarter

Million NT Dollars



		2013	2014	2015	2016	2017	2018
毛 利 率	1H	21.00%	26.39%	35.60%	28.83%	25.19%	20.37%
	2H	29.91%	27.95%	34.77%	26.19%	26.05%	26.87%
	YEAR	25.71%	27.21%	35.16	27.34%	25.65%	24.11%

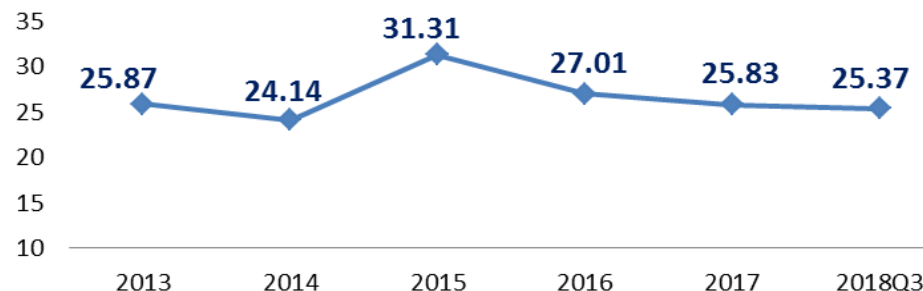
合併財務比率分析

Consolidated Financial Analysis

Financial structure

財務結構(%)

負債佔資產比率% / Debts ratio%

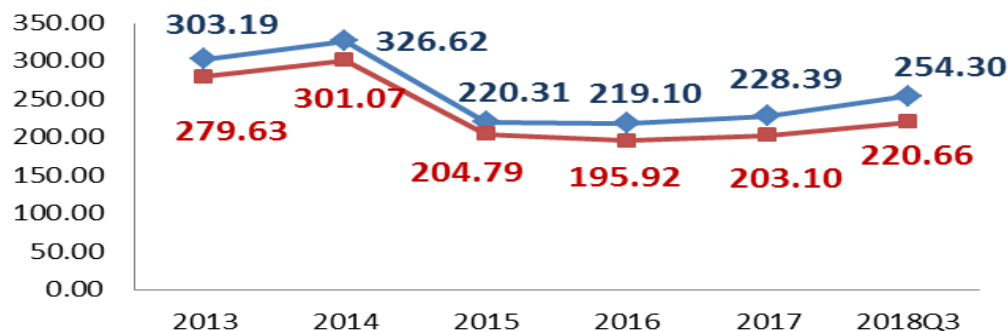


Debt-paying ability

償債能力(%)

流動比率% / Current ratio%

速動比率% / Quick ratio%

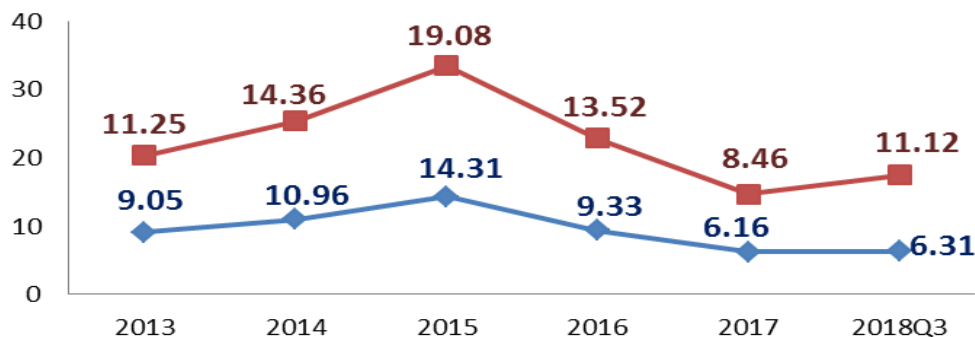


Earning capability

獲利能力(%)

股東權益報酬率% / Return on total stockholders' equity%

純益率% / Net income to sales%



競爭優勢與未來研發方向

Competency Advantage and R&D Action Plan

- 競爭優勢 Competency Advantage
- 未來研發方向 R & D Action Plan

競爭優勢

Competency Advantage

- 完整之產品製程組合，滿足客戶需求
Expansion of complete product lines to better serve customers.
- 累積多年之設計及製程資料庫，研發設計能力已達世界水準
Database accumulated from designing and engineering experiences enable R&D to achieve a world-class standard.
- 靈活快速之對應能力，與客戶建立長期良好之合作默契
Prompt solutions remain a key factor in the maintenance of long-term business-to-client relationships.

競爭優勢(續)

Competency Advantage (cont.)

- 豐富的管理技術與領先同業之製程技術
Abundant technology and management skills provide an advantage over competition.
- 具規模經濟之全系列合理化機器設備
Mass production facilities operate at cost-efficient capacity.
- 堅強之經營管理團隊
A team of loyal and brilliant talents.
- 經營績效良好，財務健全穩定
Structured operation holds to be a key factor to the continuation of a solid financial standing.

未來研發方向

R & D Action Plan

- 各國專利領證件數 **Worldwide Patents**
- 未來研發方向 **R & D Action Plan**

各國專利領證件數(Unit : Cases) Worldwide Patents (2018/12/31)

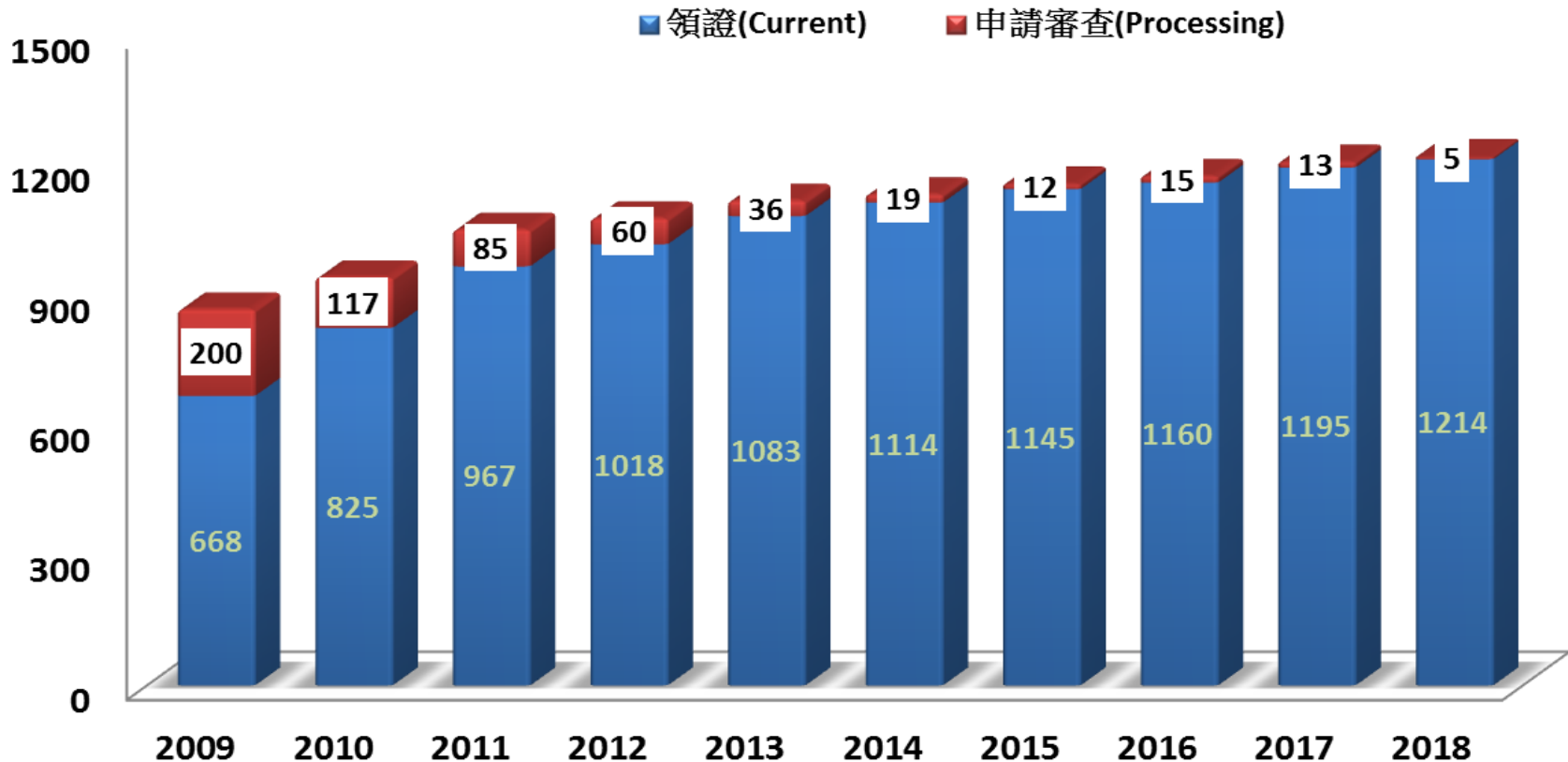


專利領證合計 1,214 張
Current: 1,214

申請認證中專利合計 5 件
Processing: 5 件

各國專利領證件數

Worldwide Patents (2018/12/31)



未來研發方向

R & D Action Plan

- 掌握CDs產品市場之脈動，設計具利基之高附加價值產品
Understand market trends in consumer electronics and design products with added-values.
- 研發輕薄短小、具高鋼性、低成本及多功能之樞紐結構
Develop small, steel-based ,lower cost and multi-purpose hinges.
- 研發高耐受性之樞紐標準件，以利客戶成本合理化
Develop high-endurance standard parts to better serve customers by minimizing their production costs.
- 發展材料科技領域(如鋁、鎂、鈦等環保材質)
Launch new material technologies. (i.e. Al, Mg, Ti and others)
- 導入高強度、高複雜度之零件生產技術(如金屬射出工法)
Introduce technology for high tension and complex parts, such as MIM.
- 積極進行異業策略聯盟
Proceed with strategic cross-industry alliances, such as precision-plastic molding.

~The End~
Thank You
簡報結束
敬請指教

