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INVESTOR RELATIONS

Primax Electronics 2Q 2023 Financial Results

Primax Speakers

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General Manager | CFO |
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Ellen Tseng

Senior Director
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Meeting Agenda

Quarterly Results
& Update

30'

Trends & Growth
Opportunities

10'

Investor Questions
& Feedback

20'

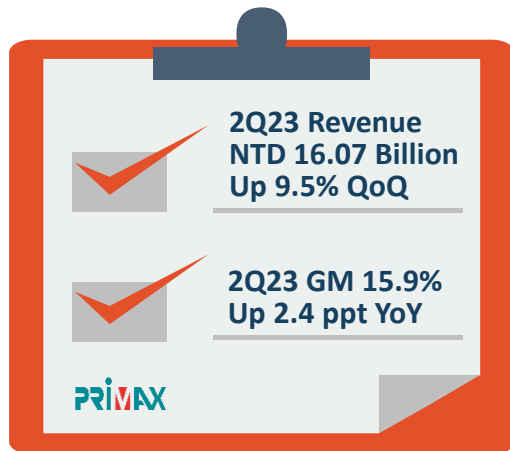
Safe Harbor And Disclaimer

Primax's presentation contains forward-looking statements subject to significant risks and uncertainties. Forward-looking statements generally relate to future events or our future financial or operating performance. In this context, you can identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "target," "projects," "contemplates," "believes," "estimates," "predicts," "potential" or "continue" or the negative of these words or other similar terms or expressions that concern our expectations, strategy, plans or intentions.

Actual results may differ materially from those contained in the forward-looking statements due to risk and uncertainties resulting from a number of important factors. Such factors include, but are not limited to: our highly competitive environment; the cyclical nature of our business; our ability to develop new products; and our successful execution in new business developments, etc. All forward-looking statements in this presentation are based on information available to us as of the date hereof, and we undertake no obligation to update these forward-looking statements for new information, future events, otherwise, or update the reasons why actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

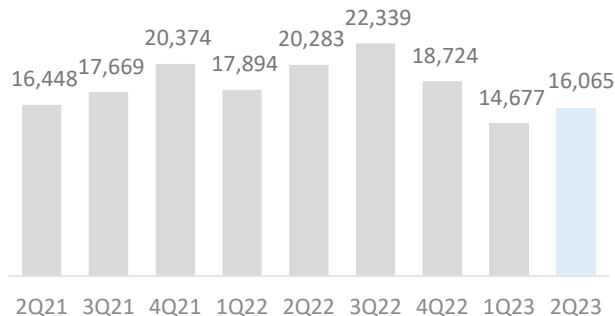
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PRIMAX HIGHLIGHTS OF THE QUARTER

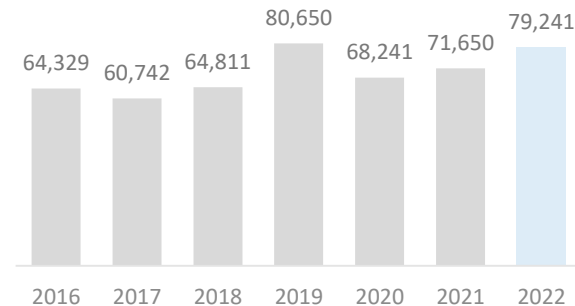


- Information products dropped YoY from weak demand and led to a slowdown of PC/ NB/ gaming/ MFPs
- Smart lifestyle was also negatively impacted from weak consumer sentiment leading to slow audio sales
- Auto / AIoT dropped YoY as customers pushed back delivery schedule and model transition

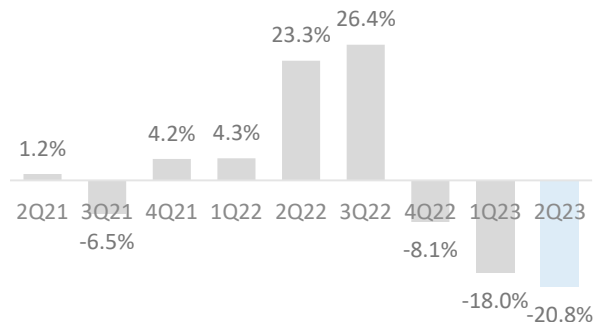
Quarterly Revenue (NTD million)



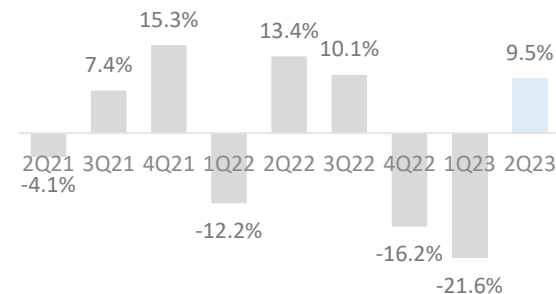
Annual Revenue (NTD million)



Revenue Growth Rate YoY (%)

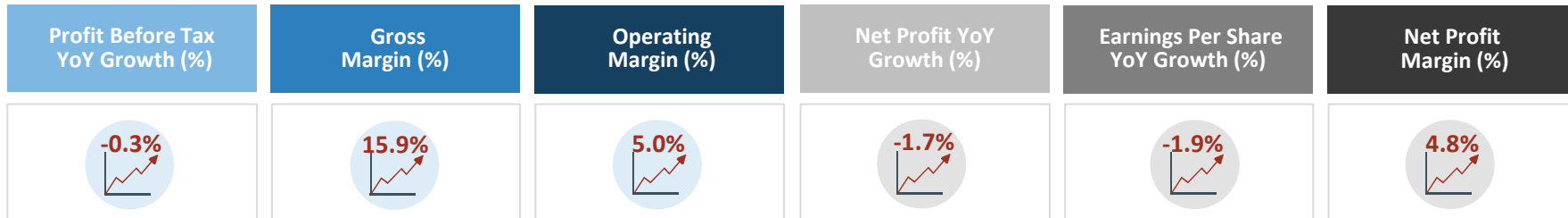


Revenue Growth Rate QoQ (%)

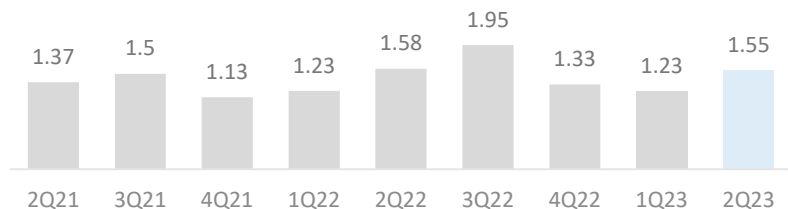


PRIMAX FINANCIAL DASHBOARD

Primax 2Q23 Highlights – Profit Before Tax (PBT), Gross Margin, Operating Margin, EPS, And Return On Equity And Assets

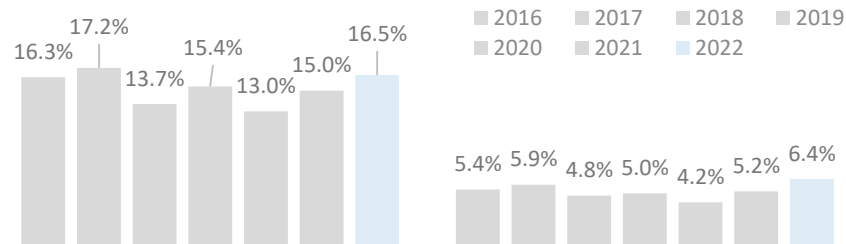


Quarterly Earnings Per Share (NTD)



Despite of weak consumer demand in 2Q23, Primax maintained sustainable operation performance thanks to cost and opex control

Return On Equity And Return On Assets (%)



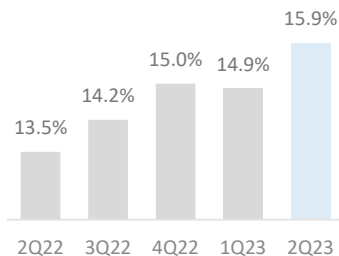
Primax 2016-2022
Return On Equity



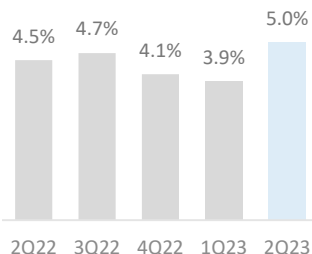
Primax 2016-2022
Return On Assets

PRIMAX 2Q23 INCOME STATEMENT

Quarterly Gross Margin (%)



Quarterly Operating Margin (%)

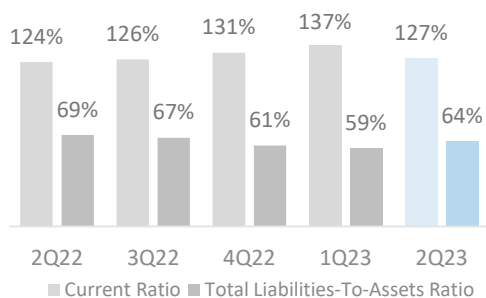


(NTD million)

	2Q 2023	1Q 2023	2Q 2022	QoQ	YoY	1H 2023	1H 2022	YoY
Net Sales	16,065	14,677	20,283	9.5%	-20.8%	30,742	38,178	-19.5%
COGS	13,503	12,486	17,536			25,989	33,179	
Gross Profit	2,562	2,191	2,747	16.9%	-6.7%	4,753	4,999	-4.9%
Gross Margin (%)	15.9%	14.9%	13.5%	1.0 ppt	2.4 ppt	15.5%	13.1%	2.4 ppt
Operating Expense	1,761	1,619	1,827			3,381	3,466	
Operating Expense (%)	11.0%	11.0%	9.0%	-0.1 ppt	2.0 ppt	11.0%	9.1%	1.9 ppt
Operating Income	801	572	920	40.1%	-13.0%	1,373	1,533	-10.5%
Operating Margin (%)	5.0%	3.9%	4.5%	1.1 ppt	0.5 ppt	4.5%	4.0%	0.5 ppt
Non-operating Items	155	141	38			296	113	
Income before Tax	956	712	959	34.2%	-0.3%	1,668	1,646	1.4%
Income Tax	187	139	201			326	346	
Net Income	769	573	758	34.2%	1.5%	1,343	1,300	3.2%
Net Margin (%)	4.8%	3.9%	3.7%	0.9 ppt	1.1 ppt	4.4%	3.4%	1.0 ppt
NI attributed to Primax	699	555	711	26.0%	-1.7%	1,254	1,263	-0.7%
EPS (NTD)	1.55	1.23	1.58	26.0%	-1.9%	2.78	2.81	-1.1%

PRIMAX BALANCE SHEET

Current Ratio & Leverage (%)



2Q23 Balance Sheet Key Indices (days)

AR Turnover



AP Turnover



Inventory Days



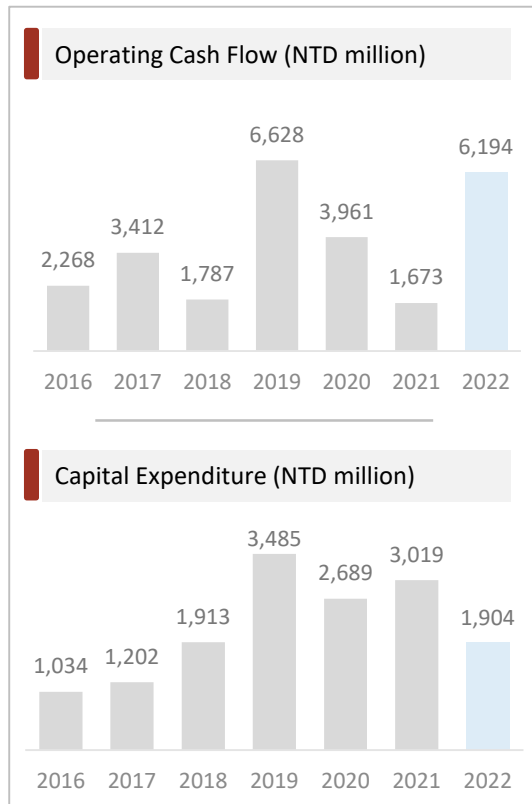
Cash Conversion Cycle



(NTD million)

	2Q 2023	1Q 2023	4Q 2022	3Q 2022	2Q 2022
Cash	10,923	7,158	6,285	6,713	5,087
Notes & Accounts Receivable	15,011	13,086	14,338	16,639	15,340
Inventory	8,107	8,627	9,354	10,302	12,984
Total Current Assets	35,799	32,038	33,260	39,276	40,261
Fixed Assets	8,061	8,220	8,247	8,083	7,846
Total Assets	49,605	45,988	47,264	53,340	54,111
Notes & Accounts Payable	13,238	12,300	14,039	16,177	15,869
S-T Borrowings	2,974	1,373	489	3,510	6,145
Others	0	0	0	435	407
Total Current Liabilities	28,249	23,369	25,336	31,086	32,546
L-T Borrowings	464	464	464	978	1,555
Total Liabilities	31,952	26,986	28,970	35,619	37,605
Total Equity	17,654	19,002	18,294	17,721	16,506
Net Debt-To-Equity (%)	-42%	-28%	-29%	-13%	16%

PRIMAX STATEMENT OF CASH FLOWS

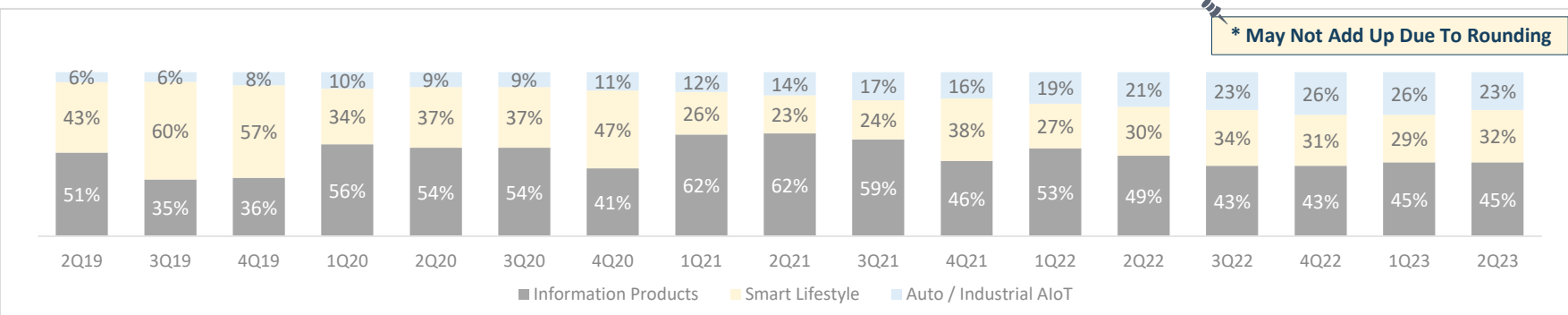


(NTD million)	2Q23 YTD	1Q23 YTD	4Q22 YTD	3Q22 YTD	2Q22 YTD
From Operations	2,995	379	6,194	3,658	(1,028)
- Income Before Tax	1,668	712	3,629	2,836	1,646
- Depreciation & Amortization	962	485	1,887	1,409	938
- Notes & Accounts Receivable	873	1,262	(2,066)	(3,975)	(1,890)
- Notes & Accounts Payable	(800)	(1,739)	(3,655)	(1,516)	(1,824)
- Inventory	1,247	727	3,811	2,863	180
- Other Operating Sources	(955)	(1,069)	2,588	2,041	(78)
From Investment	(579)	(383)	(534)	(1,718)	(3,136)
- Fixed Assets	(665)	(355)	(1,904)	(1,424)	(863)
- Others & Amortized Cost*	86	(28)	1,370	(294)	(2,273)
From Financing	2,382	838	(4,533)	(507)	4,146
- S-T Borrowings	2,485	884	(1,541)	1,479	4,114
- L-T Borrowings	0	0	(997)	(48)	501
- Cash Dividend			(1,411)	(1,411)	
- Other Financing Sources	(103)	(46)	(584)	(527)	(469)
Net Cash Position Change	4,797	834	1,128	1,433	(19)
Effect of Foreign Currency	(159)	39	318	441	266
Cash At Beginning of Year	6,285	6,285	4,839	4,839	4,839
Ending Cash Balance	10,923	7,158	6,285	6,713	5,087

Note: *Financial Assets Measured At Amortized Cost

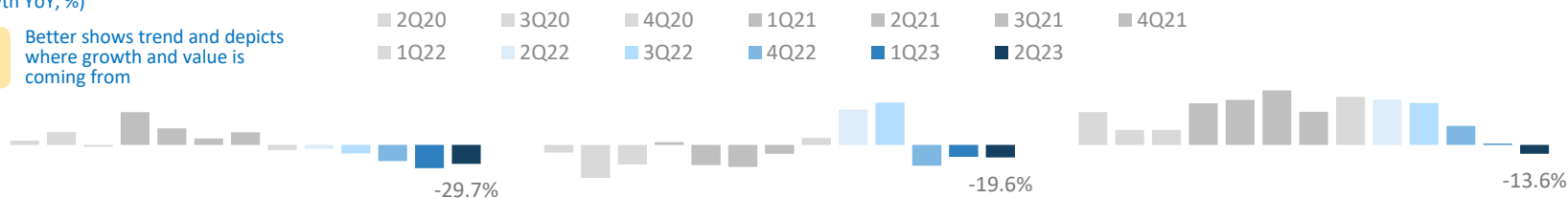
REVENUE BREAKDOWN

Revenue Breakdown By Application Better Shows Future Trend Of Business Growth And Opportunities



(Growth YoY, %)

Better shows trend and depicts where growth and value is coming from



Information Products



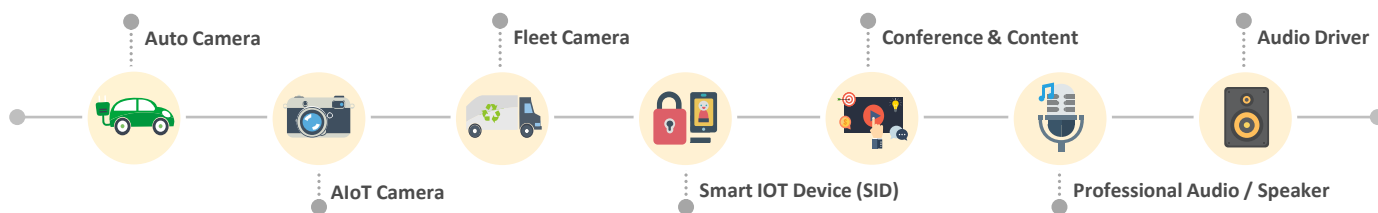
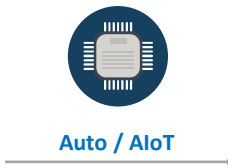
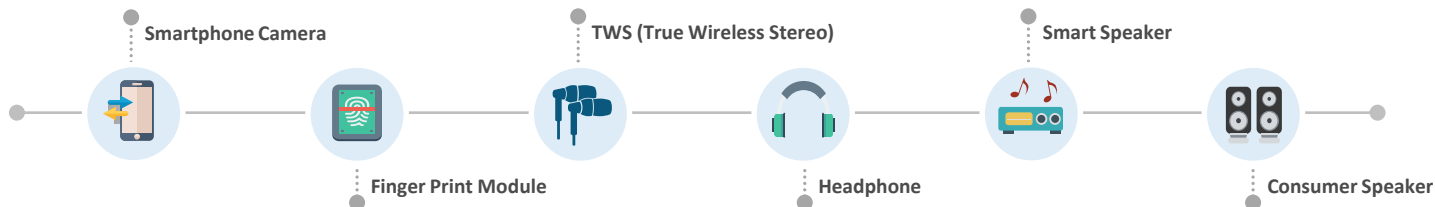
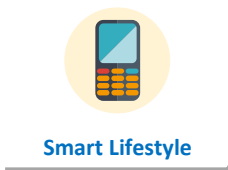
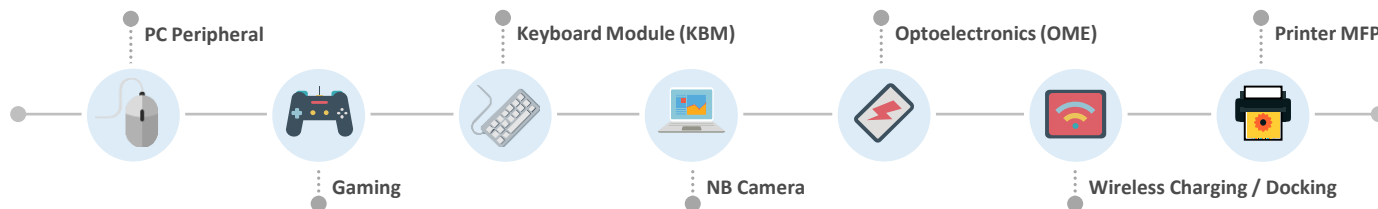
Smart Lifestyle



Auto / AIoT

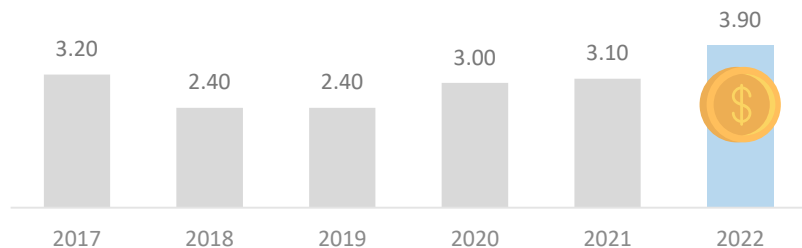
PRIMAX – PRODUCT PORTFOLIO

Product Portfolio By Applications

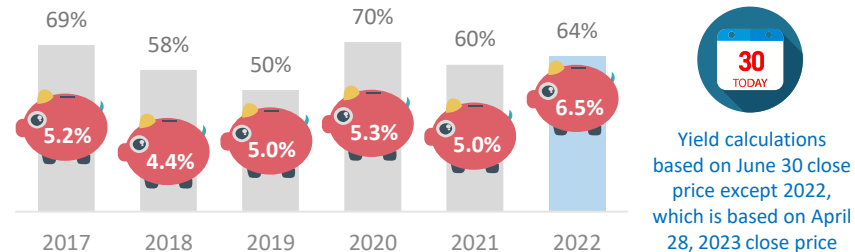


CASH DIVIDEND AND 2023 CALENDAR

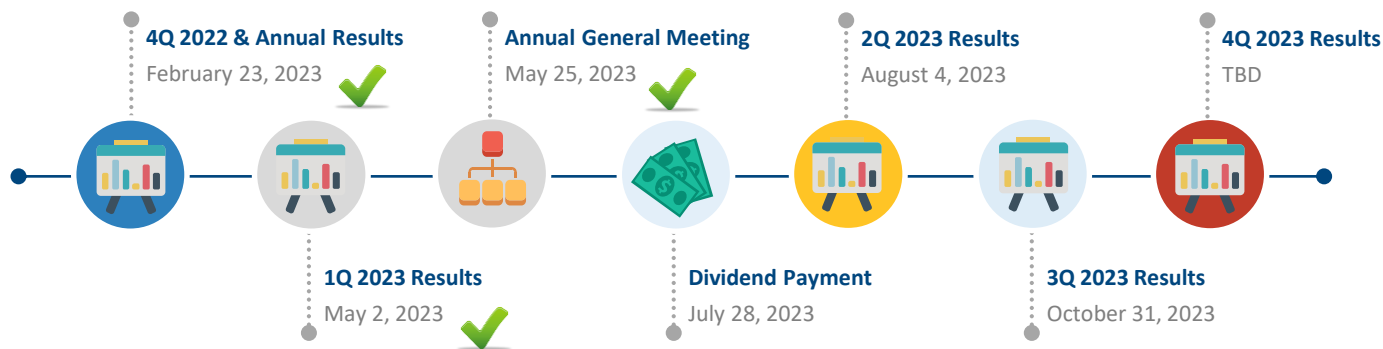
Cash Dividend Per Share (NTD)



Cash Dividend Payout And Dividend Yield (%)



Financial Calendar For 2023 And CSR & ESG Awards



CSR & ESG Accolades

- Ranked top 5% among 1600+ Taiwan listed company by Taiwan's FSC (2016, 2017, 2019, 2020, 2021, 2022)
- TCSA Taiwan corporate sustainability and CSR Sustainability Award
- SGS Annual Sustainability award

PRIMAX – 3Q23 REVENUE AND PROFIT OUTLOOK

Primax – 3Q23 Revenue Outlook

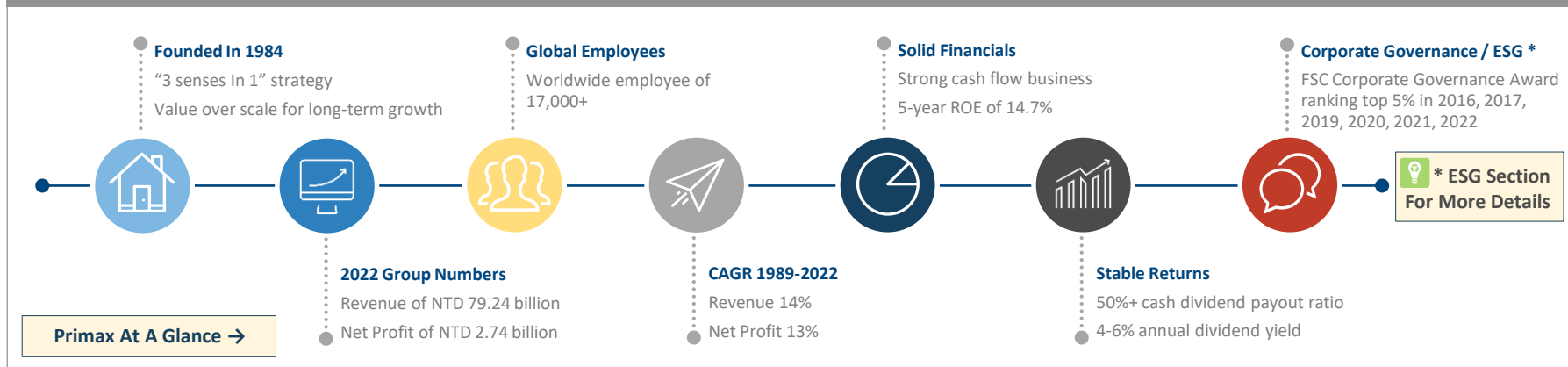
Revenue Segment	Growth	Remarks
 Revenue Outlook		✓ 3Q23 down double-digit YoY ✓ PC weakness weighing down ✓ Weak demand for consumer audio and other consumer products
 Information Products		✓ Biz equipment demand slowing down ✓ PC and gaming to see YoY decline ✓ Some rush orders for gaming
 Smart Lifestyle		✓ 3Q23 to see sharp YoY decline from high base in 3Q22 ✓ Consumer speaker demand slow on weak consumer sentiment
 Auto / AIoT		✓ New business as a percent of total revenue will continue to grow ✓ Some project delays on murky macro outlook but more AIoT (B2B) new projects ramp up

Primax – 3Q23 Profit And Margin Outlook

Profit Segment	Growth	Remarks
 Profit Outlook		✓ Due to high 3Q23 comparison base, 3Q23 profit to see YoY decline ✓ GM/OPM: YoY/ QoQ improvement on better mix & Opex control
 Information Products		✓ Information products to see significant cost reduction measures ✓ Opex ratio high from falling sales
 Smart Lifestyle		✓ 3Q23 to see YoY profit decline ✓ Weak consumer demand weighing down profitability especially for consumer audio business
 Auto / AIoT		✓ New products with higher GM and gradually improving scale

PRIMAX GROWTH STRATEGY AND CORE COMPETENCY

Primax – A Long-Term Proven Growth Story With Unique Positioning And Core Competency

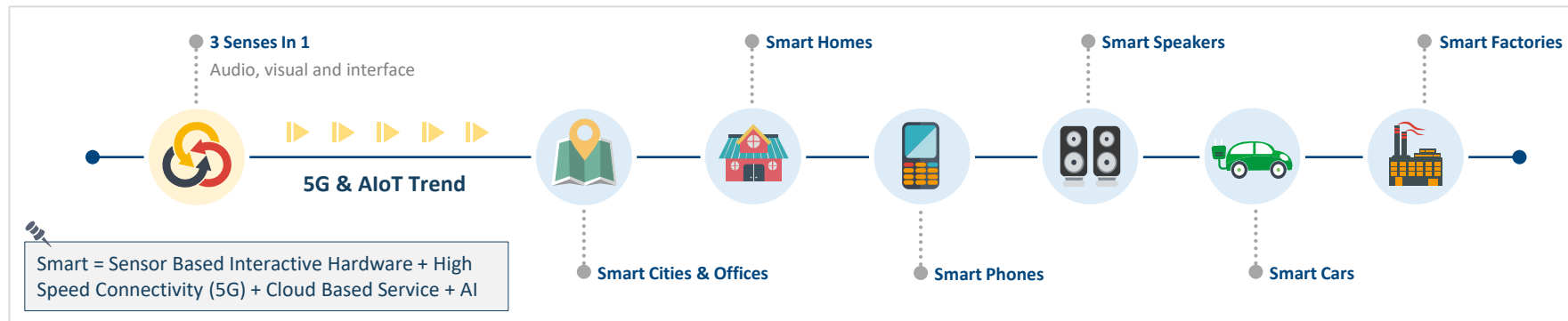


3 Senses In 1 Uniquely Positioned	Long History of Re-Investing	ODM Design Service Provider	Moving Away From Low Value Add	Diversifying To Mitigate Risks
 ✓ 3 senses in 1 strategy ✓ A value added approach ✓ All in one solutions provider ✓ Visual, audio and interface expertise	 ✓ Long, proven track record since 1984 ✓ Achieving through product life cycle transition ✓ New technology evolution	 ✓ Positioned as the go to ODM design service provider ✓ Original design and manufacturing ✓ Flexible approaches with long lasting client relations	 ✓ Less me-too business ✓ Moving to higher margin products ✓ Focus on cloud based service providers in need of a reliable long-term hardware provider	 ✓ China, Thailand, Czech and Mexico manufacturing ✓ Singapore treasury center ✓ US early engagement engineering team ✓ Taiwan and UK R&D and pilot run site

RIDING ON THE TREND OF SMART EVERYTHING

Using 3 Senses In 1 To Become An Unique Hardware Solutions Provider

Work From Home	IoT / AIoT	Smart Home	Auto Related & EV	New Audio
				
Conference, Webcam	Fleet Management, Smart Access, Public Safety, Surveillance	Smart Access (Smart Lock, Smart Doorbell)	Car ADAS (Visual), Car Audio	Hearing Aid, New Variation Of Audio



PRIMAX – INFORMATION PRODUCTS AS CORE

Information Products Sales Contribution To Primax

2021 Sales As A Percent Of Total (%)



2022 Sales As A Percent Of Total (%)



Information Products Highlights For The Year

Key Highlights And Main Strategies



- ✓ Expecting higher wallet share for keyboard module
- ✓ Higher forcepad penetration in Windows NB will translate to increased sales and improve margins
- ✓ MFP business with high margins and limited competition
- ✓ New businesses such as content creation products provide fresh growth drivers

Provide Full Integration And Compatibility

CORE TECHNOLOGY WITH AET & LAB 2.0

TRACKPAD



KEYBOARD



MOUSE



SMARTER INTERFACE DEVICES

DOCKING/
WIRELESS CHARGING



CONTENT CREATION
PRODUCT



BUSINESS EQUIPMENT

MULTI-FUNCTION PRINTER



PHOTO PRINTER



PRIMAX – SMART LIFESTYLE FOCUS ON PREMIUM AUDIO

Smart Lifestyle Sales Contribution To Primax

2021 Sales As A Percent Of Total (%)



2022 Sales As A Percent Of Total (%)



Smart Lifestyle Highlights For The Year

Key Highlights And Main Strategies



- ✓ A focus on higher margin products
- ✓ Increase high-end consumer audio to improve margins
- ✓ Primax + Tymphany synergy is well positioned to capture market growth opportunity

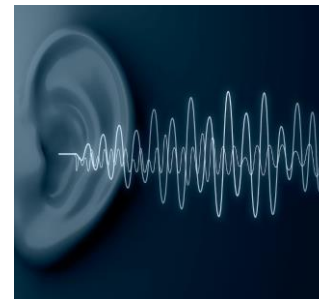
TYMPHANY

TYMPHANY is a market leader in the audio segment offering a full range of products

Well Positioned In Audio Segment

Speaker & OTE Headphone

Be the go to supplier for major international brands, where the industry's entry barrier is based on scale and expertise



TWS (True Wireless Stereo) & Hearing Aid

Hearing aid offers future growth opportunity

PRIMAX – AUTO / AIOT PROVIDE PROMISING GROWTH

Auto / AIoT Sales Contribution To Primax

2021 Sales As A Percent Of Total (%)



2022 Sales As A Percent Of Total (%)



Auto / AIoT Highlights For The Year

Key Highlights And Main Strategies



- ✓ Focus on automotive, public safety and professional audio
- ✓ Car ADAS demand would remain strong thanks to existing and new clients
- ✓ While gross margin would see marginal improvement, operating margin would continue to improve significantly from scale
- ✓ Expanding into industrial and wearables (AR/VR/MR) for future long-term growth

Leverage Core Competencies For Diversification

AUTOMOTIVE – PARTNERSHIP WITH EV / TRADITIONAL CAR MANUFACTURER

ADAS
(ADVANCED DRIVER ASSISTANCE SYSTEM)



AVAS
(ACOUSTIC VEHICLE ALERT SYSTEM)



Potential robust growth in EV market | Well positioned to take advantage of current trends

AIOT – IN VARIOUS APPLICATIONS

SMART
ACCESS



PUBLIC
SAFETY



FLEET
MANAGEMENT



DASH CAM



AR/VR/MR



PROFESSIONAL
AUDIO



Value Add Products | Higher value add / higher ASP / mid-volume

Vertical Integration | Capability in optical, ME, EE, FW, audio and video, and RF

PRIMAX – KEY INVESTMENT THESIS

Key Investment Thesis	Why Primax?	Key Investment Thesis	Why Primax?
 Growth Opportunities	✓ 3 senses in 1 strategy ✓ Car electronics (EV/ ADAS/ AVAS/audio), fleet management ✓ AI enabled Pubic Safety segments • Passenger Safety • Law Enforcement Safety • Transportation Safety • Campus & Community Safety • Broder & Access Control	 Capital Deployment	✓ Increase dividend payout ✓ Less capex and strong free cash flow generating ability ✓ Prudent M&A plans
 Capitalizing On Mega Trends	✓ AIoT, smart home, 5G/ cloud/ AI, auto, new audio ✓ Wearables (AR/ VR/ MR) and robotics (industrial applications)	 Shareholder Return	✓ Historically paid out 50-70% of earnings as cash dividend ✓ Cash dividend yield of 4-6% ✓ ROIC > 13% and ROE > 15%
 Margin And Profit Expansions	✓ Better product and customer mix ✓ Increase new businesses and focus on low-medium volume but higher margin and/or ASP products	 Sustainability, ESG And CSR	✓ Management has strong commitment to ESG ✓ Primax is often ranked as one of the best ESG listed entities in Taiwan



Net Zero

Accelerating Sustainability Goal
With Net Zero Emissions By
2025

RE100

Pledging To Use 100% Green
Energy By 2040

**NET ZERO
2050**

PRIMAX ESG HIGHLIGHTS

LONG-TERM COMMITMENT AND SUSTAINABILITY PERFORMANCE

Achievements

- ✓ Joined RE100 with aims of becoming carbon neutral by 2040 and achieve net zero emissions by 2050
- ✓ Ranked top 5% for best corporate governance among all listed entities by Taiwan's FSC (2016, 2017, 2019, 2020, 2021, 2022)
- ✓ GHG emissions dropped 53.79% since 2019
- ✓ No violation of economic law, social law or related fines
- ✓ No child labor or forced compulsory labor
- ✓ Gender equality and zero tolerance on discrimination and harassment

PRIMAX SUSTAINABILITY AND ESG COMMITMENT

Primax Management – A Long-Term Dedicated Commitment



Sustainable ESG And Green Commitments

- ✓ Dedicated sustainability and ESG office led by Chairman, with annual reports submitted to Board of Directors regularly
- ✓ Publish certified sustainability annual reports in Chinese and English
- ✓ Transparent quarterly and regular financial disclosures in Chinese and English
- ✓ Establish system for long-term traceable trend and sustainable strategy on environmental (manufacturing) and social (labor) issues

FSC Corporate Governance Award



Ranked top 5% for best corporate governance among all listed entities by Taiwan's FSC (2016-2017, 2019-2022)

Taiwan TCSA Sustainability Award



TCSA Taiwan CSR Sustainability Platinum Award ranking top 100 among all listed companies

CommonWealth ESG Award



Ranked by Common Wealth Magazine as one of Taiwan's best ESG company (top 50 award)

HR Asia Best Company Award



HR Asia award as one of the best companies to work for in Asia (2021 & 2022)

DJSI Information Disclosure



Ranked top 5% among all the global ITC industry in Dow Jones Sustainability Indices information disclosure (CSA) in 2022

Joins RE100 Global Initiative



Joined RE100 on April 29, 2022 with aims of using 100% renewable energy and be carbon neutral by 2040

Net Zero Emissions By 2050



Committed to achieve net-zero emissions by 2050 and Primax has developed an outline to reach this goal

PRIMAX COMMITMENT ON GREEN OPERATIONS

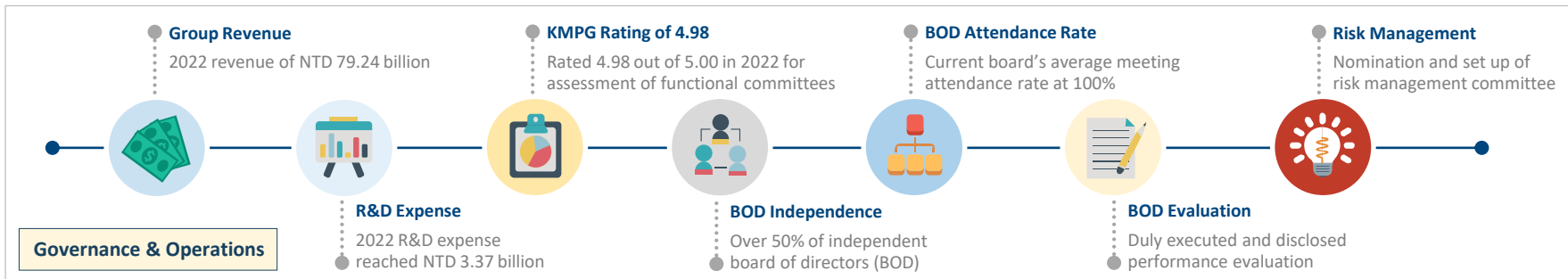
	Greenhouse Gas	Carbon Emission	Water Intensity	Energy Consumption	Green Environment
 Primax Goals	Setting stringent greenhouse gas (GHG) targets with deadlines	Committed target aiming to be carbon neutral by 2040 and achieving net zero emissions by 2050	Water conservation methods implemented in buildings and factories	Aims of cutting energy consumption while lifting ratio of renewables	Cutting hazardous substance usage and effective management
 Achievements	✓ Since 2019 (base year), total GHG emissions by Primax Group is down 53.79%, while GHG emission intensity is down 52.96% ✓ 32.61 M KWh of electricity were offset in 2022 or the equivalent of 18,447 tons of CO2e	✓ Setting carbon reduction goals based on SBTi ✓ Adopted SGS TCFD for systematic identification and management of climate change risks, and received “Pioneer Award” for outstanding achievements ✓ Joined RE 100 in 2022	✓ Active management and control of water usage at all offices, plants and facilities ✓ Primax Group’s water intensity decreased 13.99% compared to 2021	✓ Active management and control of energy consumption in all Primax facilities ✓ Primax Group’s energy intensity was down 5.98% compared to 2021	✓ Completed Ecodesign management system and environmental footprint database ✓ Primax Group’s total renewable energy consumed accounted for 32.60% of the total used electricity in 2021
 Certifications	 ISO 14064-1 verification Renewable energy certificates	 Adopted SBTi approach Joined and adopted TCFD framework and RE 100	 ISO 14046 verification Water footprint certificates	 ISO 50001 certification Energy management system installed	 ISO 14001 certification IECQ QC 080000 certification

Note: * Science Based Targets initiative (SBTi), Task Force On Climate-Related Financial Disclosures (TCFD)

PRIMAX SUSTAINABILITY PERFORMANCE

Primax's Major Sustainability Achievements in 2022

Carbon And Energy Intensity Reduction	Reaching Out And Social Care	Employee Training And Expenses	Female Participation And Gender Equality	Zero Violation And Penalty
 ✓ Major manufacturing sites cut CO2e emissions by 8,761 tons in a year ✓ Energy intensity was down 5.98% compared to 2021	 ✓ Paid time off to employees for volunteer work, with total budget of over NTD 7.97 mn ✓ Sponsors numerous charities including KIST Taoyuan Elementary School since 2017	 ✓ Total staff training reached 107,862 hours in 2022 ✓ All employees are required to participate in annual training sessions for business integrity and human rights	 ✓ Female executives was 26% of total in 2022 and growing ✓ Efforts to achieve no gender salary discrepancies ✓ Zero tolerance policy against sexual harassment	 ✓ No violation of economic law, social law or related fines ✓ No product or service violated any health or safety regulations ✓ No cybersecurity complaints

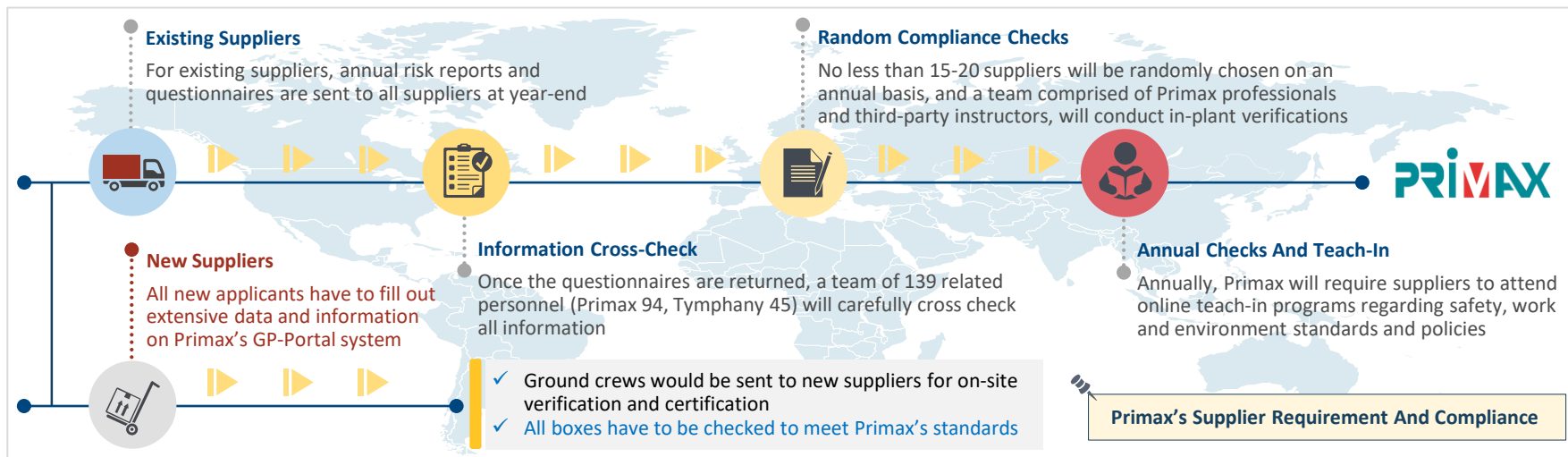


PRIMAX SUPPLIER REQUIREMENTS AND COMPLIANCE

Suppliers Complying To Primax Safety And Work Standards

Primax – Procurement Value From Qualified Suppliers

2020 Suppliers	2021 Suppliers	YoY Growth	Supplier Certification And Procurement Value	Percent Of Total
 1,139 Year-end figures	 1,878 Year-end figures	 + 64.9% Year-end figures	 ✓ Safety and work policies are based on RBA standards and suppliers must comply ✓ Total procurement value from qualified suppliers in 2021 was NTD 54 billion	 ≈ 80% of total revenue





Questions & Feedback



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About Primax Electronics

[Primax Electronics](#) was founded in 1984 and is a leading supplier of IT, electronic and consumer solutions. The company is headquartered at Neihu Technology Park in Taipei City. Guided by the principle of "Global Operations with R&D and Smart Manufacturing in Taiwan", Primax now operates across Asia, The Americas and Europe. Highly-efficient production sites have been established in Taiwan, China and Thailand and the company has over 10,000 employees worldwide.

Seeing the potential of cloud technology and IoT, Primax has successfully developed human-machine interface products with touch, voice control, gesture recognition and wearable functions. Vision and video products have achieved notable successes in smart surveillance systems, mobile devices, smart homes, and advanced driver assistance systems. Our insistence on maintaining high yields as well as high quality in manufacturing and development is backed by our technical expertise. Our implementation of smart system engineering has also made us an indispensable partner for leading international brands and has allowed us to build up the energy needed for future growth.

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