



# Apex Investors Conference



Bill Chou, CEO  
Sep. 7<sup>th</sup>, 2015

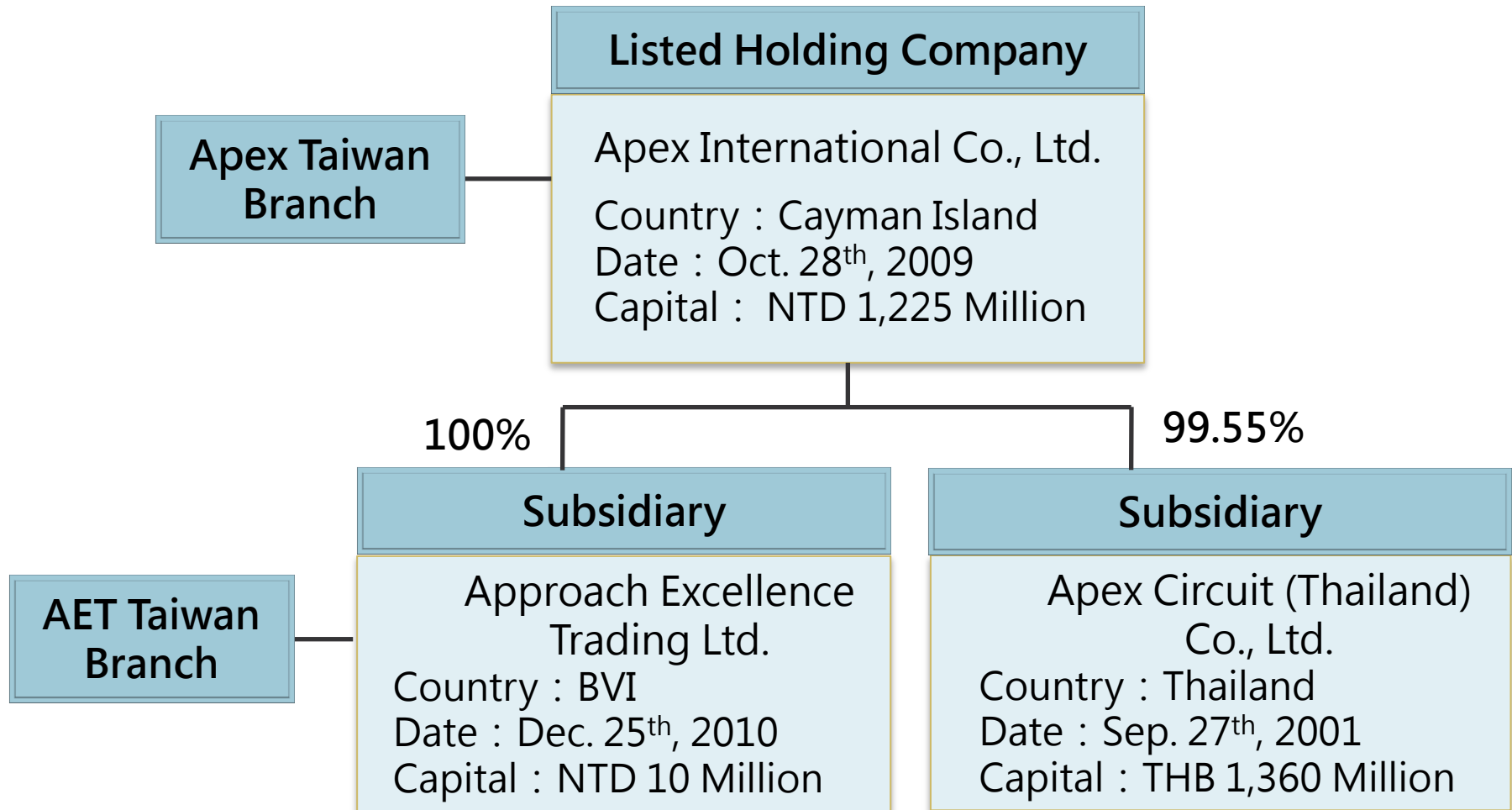


# Agenda

- 1) Company Profile
- 2) Financial Information & Dividend Policy
- 3) KPI Cost Control by Process
- 4) Human Resources
- 5) Business Strategies
- 6) Appendix



# Apex Group





# Profile

Name : Apex Circuit (Thailand) Co., Ltd.  
Founded : Sep. 27<sup>th</sup>, 2001  
Chairman : Mr. SM Wang  
CEO : Mr. Bill Chou  
Products : Printed Circuit Boards  
Ground Area : 140,000 M<sup>2</sup>  
Apex 1 : 35,000 M<sup>2</sup>  
Apex 2 : 105,000 M<sup>2</sup>  
Employees : 5,300 (By the end of Aug., 2015)  
Apex 1 : 3,650  
Apex 2 : 1,650





# Thailand Ground Area

Apex 1



Apex 2





# Management Team



CEO  
Bill Chou



Chairman  
Woody Wang



EVP  
Blue Lan



VP (Japan)  
Shohara Masashi



VP (G-China)  
Ozzy Lee



CBO  
James Cheng



CFO  
Maliwan Chinvorakijkul

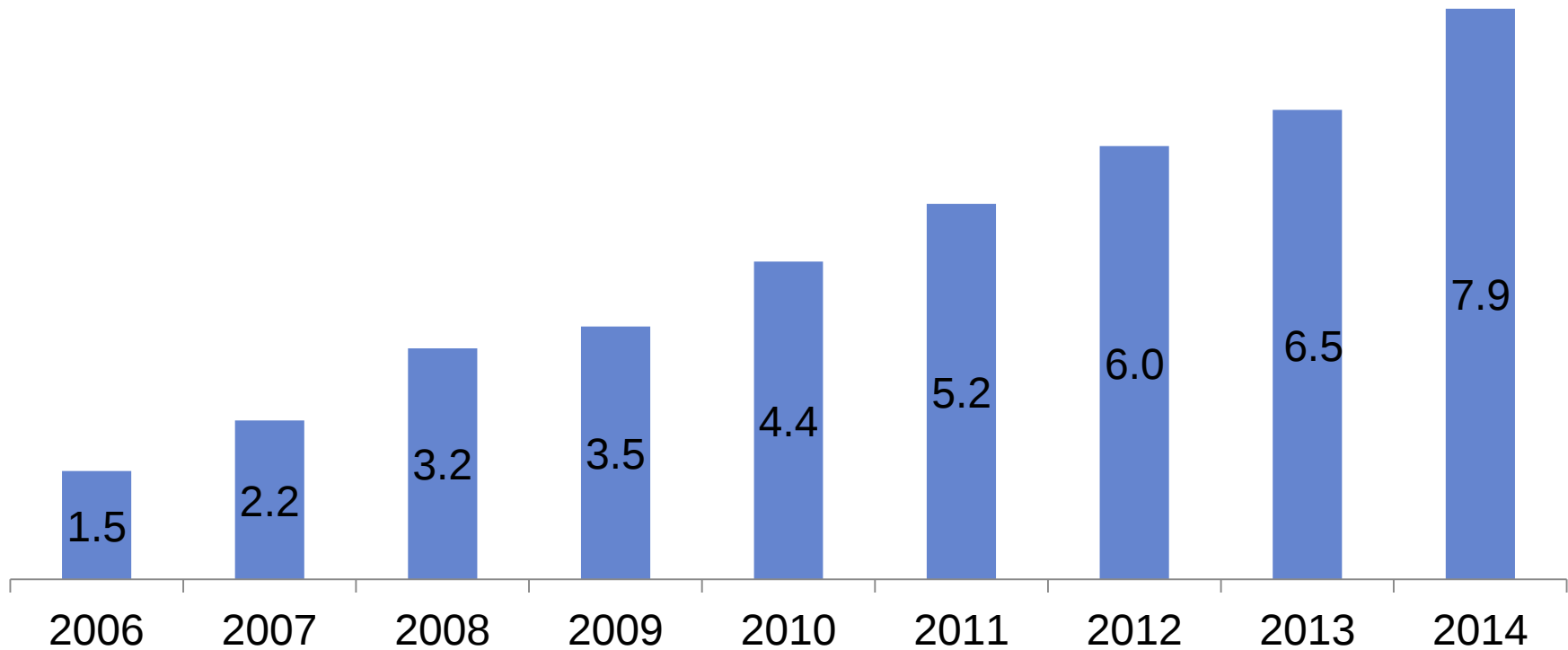


CTO  
DC Chen



# Revenue

Unit : Billion Bath



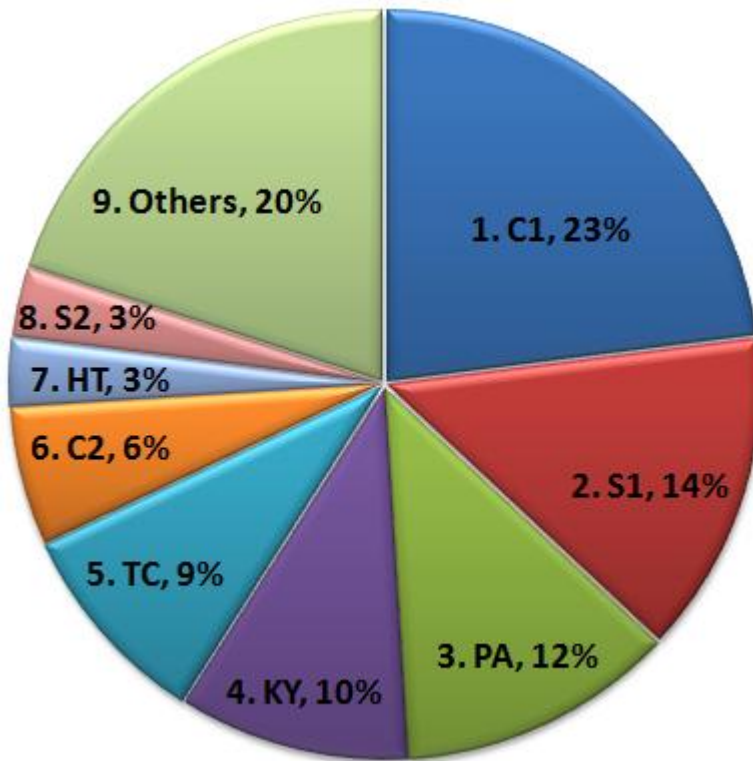
## % of Growth

| 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|------|------|------|------|------|------|------|------|
| 47%  | 45%  | 9%   | 26%  | 18%  | 15%  | 8%   | 22%  |

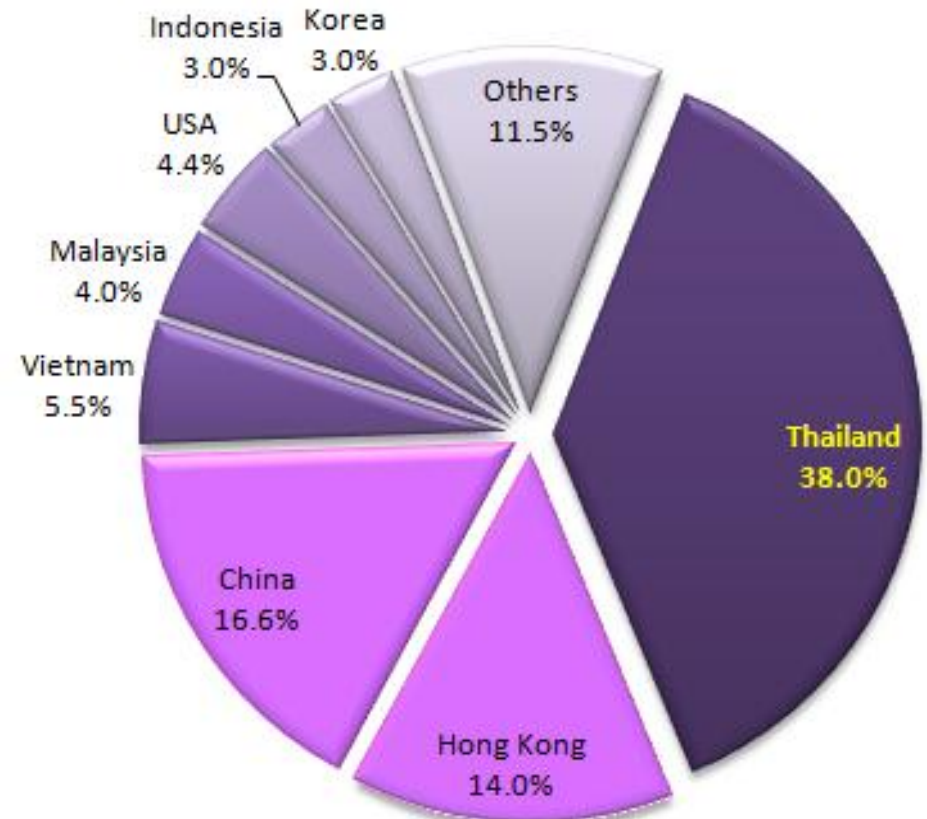


# Low Concentrate Risk of Sales Strategy

Customer Ranking (Top 8)



Ship to Locations (22 Countries)

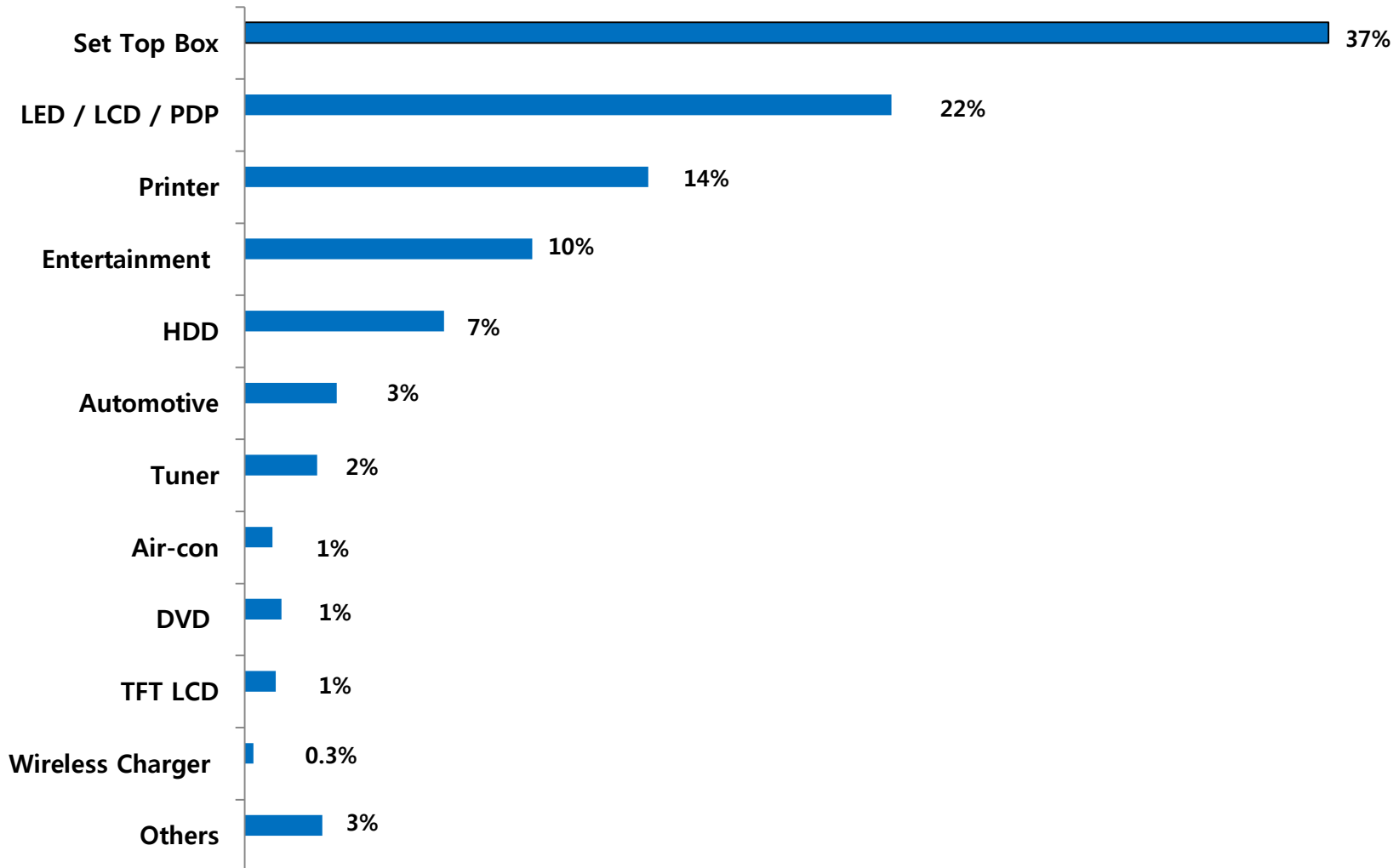


# International End Customer





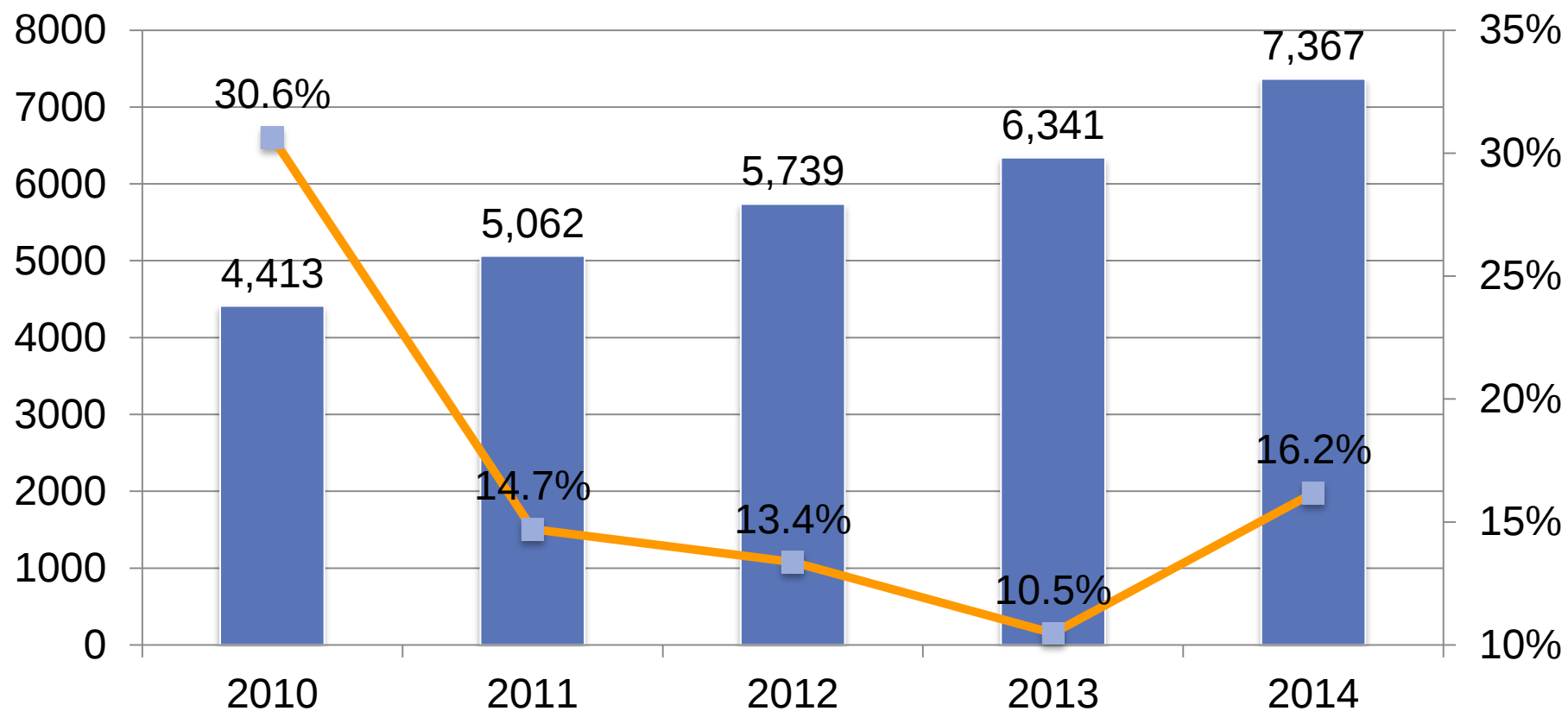
# 2014 End Product Distribution





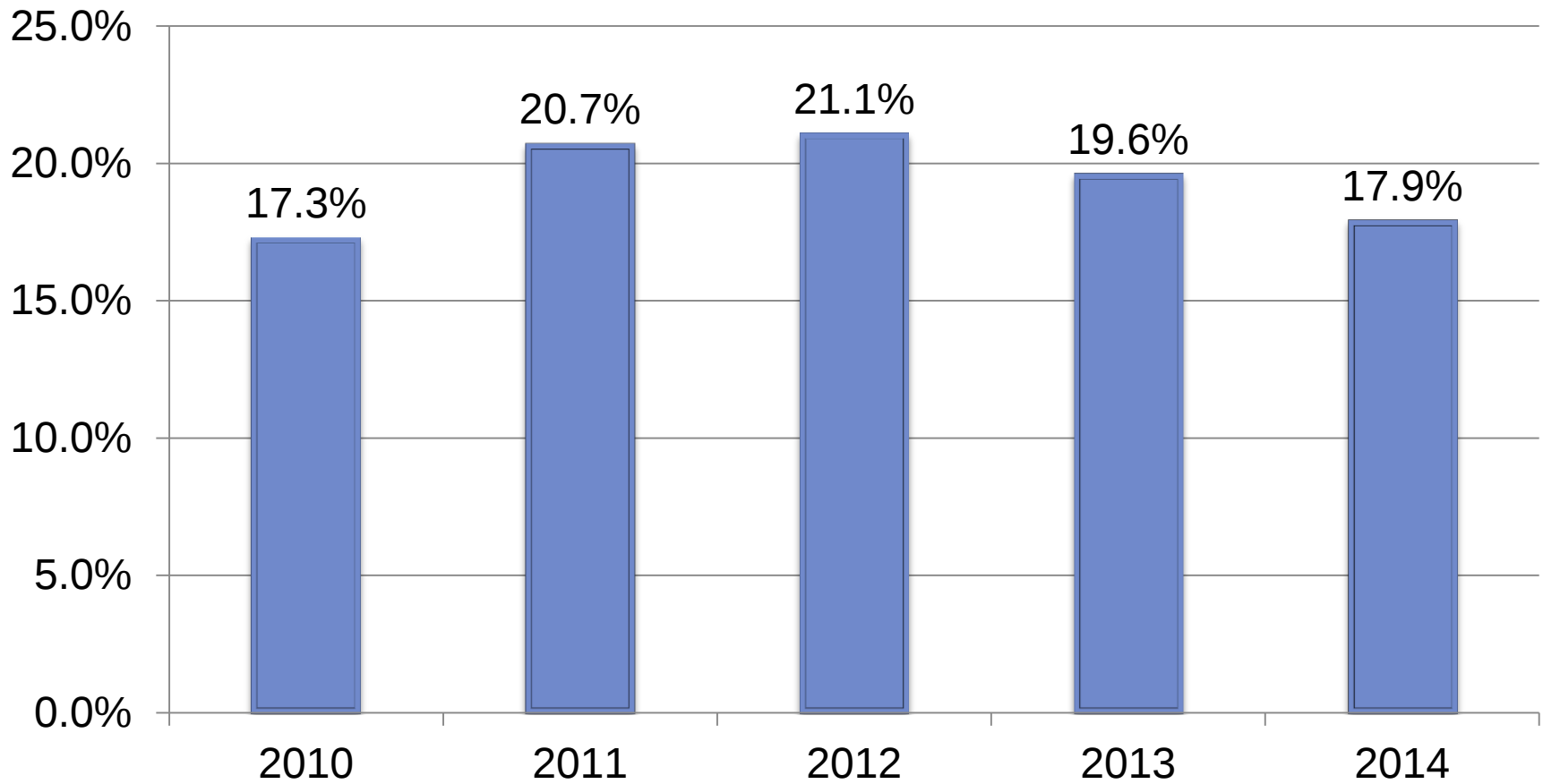
# Revenue

Unit : Million NTD





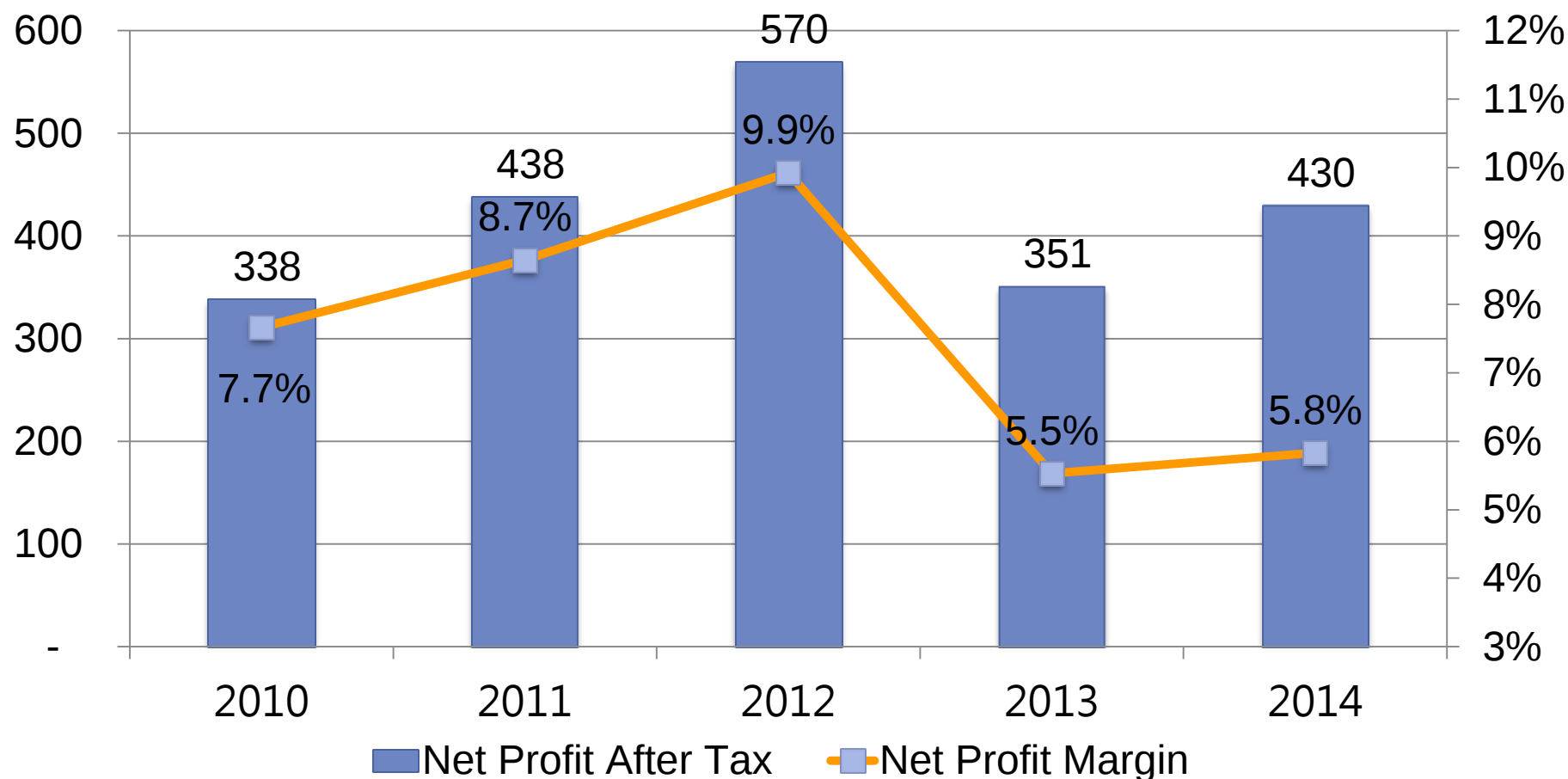
## Gross Margin Rate





## Net Profit After Tax

Unit : Million NTD





# Dividend Policy

Unit : NTD

| Year | Cash Dividend | %   | Stock Dividend | %            | Total Dividend | EPS          | AGM Date     | Dividend Issue Date        |
|------|---------------|-----|----------------|--------------|----------------|--------------|--------------|----------------------------|
| 2014 | 2.50          | 100 | -              | -            | 2.50           | 4.06         | Jun., 15     | Sep. 11 <sup>th</sup> , 15 |
| 2013 | 1.83          | 100 | -              | -            | 1.85           | 3.70         | Jun., 14     | Sep. 3 <sup>rd</sup> , 14  |
| 2012 | 2.92          | 100 | -              | -            | 2.92           | 6.13         | Jun., 13     | Aug. 30 <sup>th</sup> , 13 |
| 2011 | 2.50          | 100 | -              | -            | 2.50           | 5.11         | Jun., 12     | Aug. 9 <sup>th</sup> , 12  |
| 2010 | 1.35          | 100 | -              | -            | 1.35           | 4.02         | Jun., 11     | Sep. 9 <sup>th</sup> , 11  |
|      |               |     |                | <b>Total</b> | <b>11.12</b>   | <b>23.02</b> | <b>48.3%</b> |                            |



# Compare to 2006 vs. 2014

| APT                          | 2006    |        |                      |                | 2014      |      |                      |                | ASP change |
|------------------------------|---------|--------|----------------------|----------------|-----------|------|----------------------|----------------|------------|
| Layer                        | Sales   |        | Sales Value (M Baht) | ASP (Baht/SQM) | Sales     |      | Sales Value (M Baht) | ASP (Baht/SQM) |            |
|                              | SQM     | %      |                      |                | SQM       | %    |                      |                |            |
| 2                            | 506,415 | 87%    | 1,223                | 2,415          | 763,157   | 24%  | 1,455                | 1,906          | -21%       |
| 4                            | 56,771  | 10%    | 197                  | 3,470          | 1,912,986 | 60%  | 4,582                | 2,395          | -31%       |
| 6                            | 17,686  | 3%     | 96                   | 5,428          | 538,261   | 17%  | 1,811                | 3,364          | -38%       |
| Others                       |         |        | 24                   |                |           |      | 28                   |                |            |
| Total                        | 580,872 | 100%   | 1,540                | 2,651          | 3,214,404 | 100% | 7,875                | 2,441          | -8%        |
|                              |         |        |                      |                |           |      |                      |                |            |
| Gross Margin (M Baht)<br>GM% |         |        | 92                   |                |           |      | 1,399                |                |            |
|                              |         |        | 6.0%                 |                |           |      | 17.8%                |                |            |
| Employee Headcount           |         | 1,588  |                      |                | 4,700     |      |                      |                |            |
| Revenue / Headcount (Baht)   |         | 80,814 |                      |                | 139,623   |      |                      |                |            |



## Cost Control

Unit : K Baht/Month

| Revenue per<br>Person | 2006 | 2013 | 2014 | 2015 1H |
|-----------------------|------|------|------|---------|
|                       | 80   | 131  | 140  | 167     |

| Material<br>Cost | 2012  | 2013  | 2014  | 2015 1H |
|------------------|-------|-------|-------|---------|
|                  | 30.5% | 29.7% | 28.5% | 29.4%   |

| Scrap<br>Rate | 2012 | 2013 | 2014 | 2015 1H |
|---------------|------|------|------|---------|
|               | 4.5% | 4.8% | 3.8% | 4.2%    |

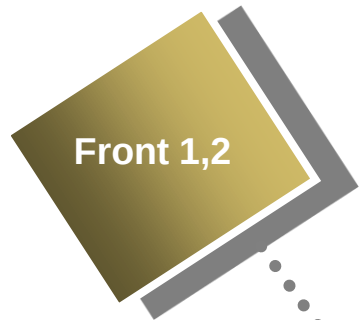
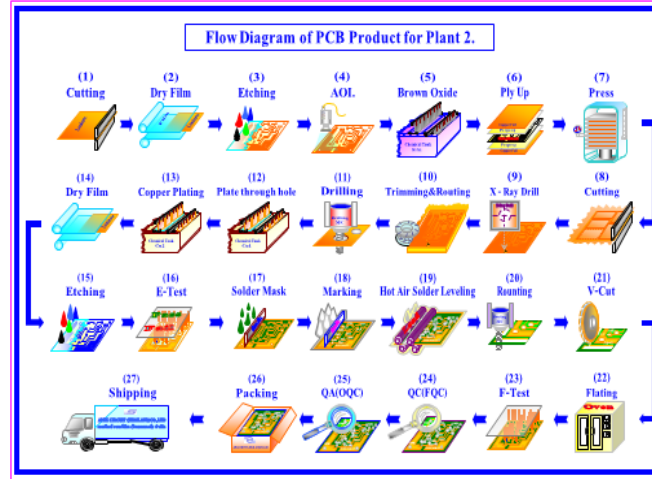


## KPI Cost Control by Process(Operators)

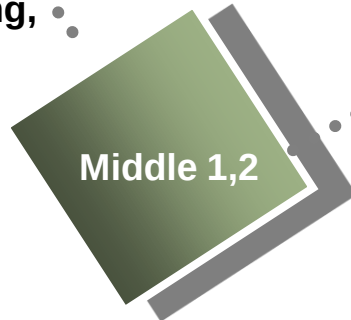




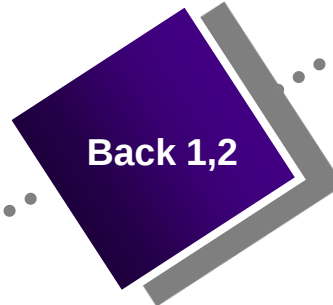
# Process Control



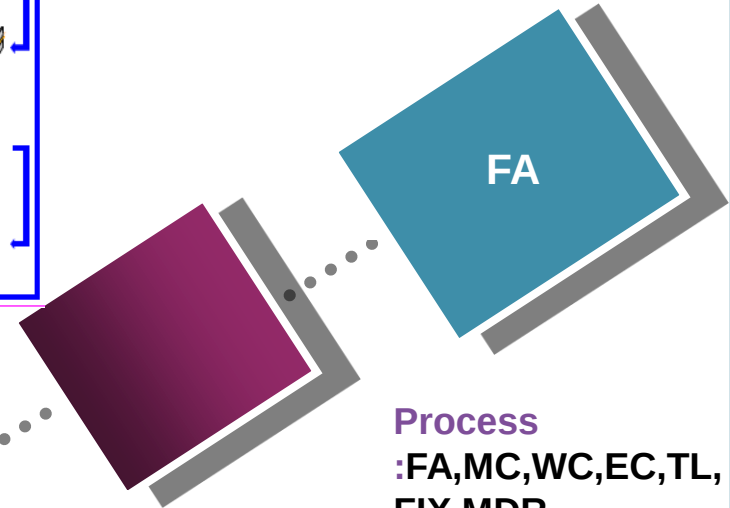
Process : Cutting,  
Drilling  
PL-A,PL-B,CPP  
MPL



Process : DF,SM,MK

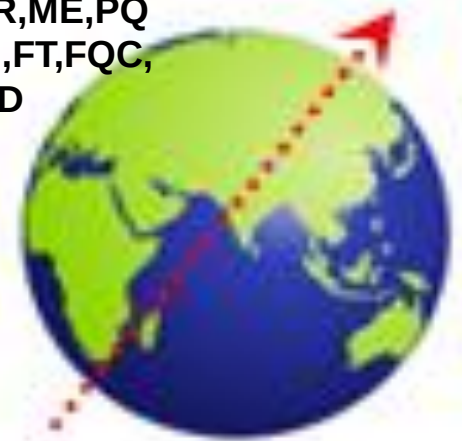


Process :  
Pu,VC,OSP,PK,Routi  
ng,IAG,Inner



Process  
:FA,MC,WC,EC,TL,  
FIX MDR

Process :AOI,  
ABRR,BRR,ME,PQ  
C,IQA,MRI,FT,FQC,  
LAB,QC,ED





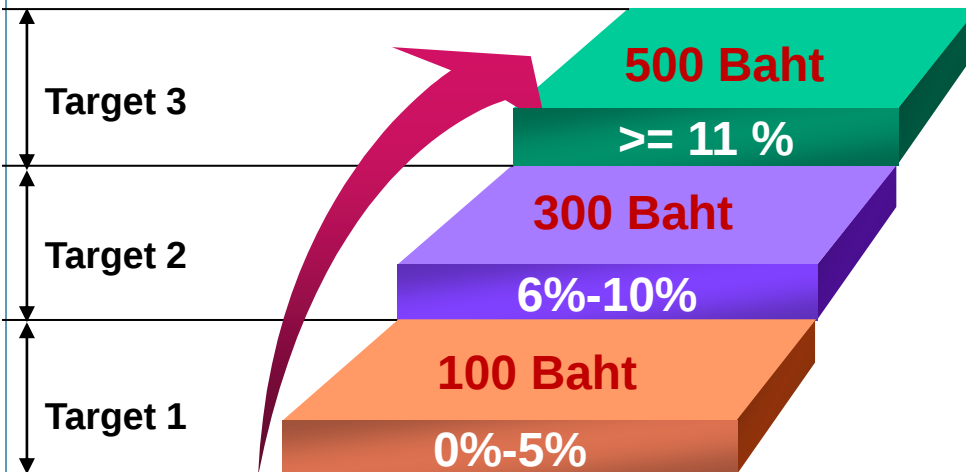
# KPI Cost Control by Process



## KPI Step 2

|       |             | Target 1 | Target 2 | Target 3 |
|-------|-------------|----------|----------|----------|
|       |             | 0%-5%    | 6%-10%   | >=11%    |
| Q1    | Jan Feb Mar | 300      | 400      | 500      |
| Q2    | Apr May Jun | 600      | 800      | 1,000    |
| Q3    | Jul Aug Sep | 900      | 1,200    | 1,500    |
| Q4    | Oct Nov Dec | 1,200    | 1,600    | 2,000    |
| Total |             | 3,000    | 4,000    | 5,000    |

## KPI Step 1





## KPI Cost Control by Process

### KPI of Jul 2015

| Dept.    | Section Code | Section Name | Status | Percentage |
|----------|--------------|--------------|--------|------------|
| Front 1. | B1003        | Cut-B        | O      | 10%        |
|          | B1004        | DR-B         | X      | -2%        |
| Front 2. | 1005         | PL1          | O      | 2%         |
|          | 1007         | PL2          | X      | -3%        |
|          | B1005        | PLB          | O      | 12%        |
|          | 9203         | CPP          | O      | 2%         |
| Middle 1 | 1006         | DF-A         | O      | 14%        |
|          | B1006        | DF-B         | O      | 9%         |
|          | C1006        | DF-C         | X      | -5%        |
| Middle 2 | 1008         | SM-A         | O      | 9%         |
|          | B1008        | SM-B         | O      | 11%        |
|          | C1009        | MK-C         | X      | -4%        |



# Human Resources

|                                            |       |
|--------------------------------------------|-------|
| Senior Management Team                     | 8     |
| GM Office (technical/administration staff) | 9     |
| Mid-Management Team                        | 42    |
| Production Department                      | 3,826 |
| Production Engineers                       | 193   |
| Facility Maintenance                       | 177   |
| Logistics                                  | 21    |
| Administration                             | 105   |
| Finance / MIS                              | 81    |
| Sales, Marketing and Business              | 93    |
| Quality Control                            | 615   |
| Quality Assurance (QA)                     | 130   |
| Total                                      | 5,300 |

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|                    |             |
|--------------------|-------------|
| Indirect Employees | 1,225 (23%) |
| Direct Employees   | 4,075 (77%) |



# Human Resources

## Employee Headcount

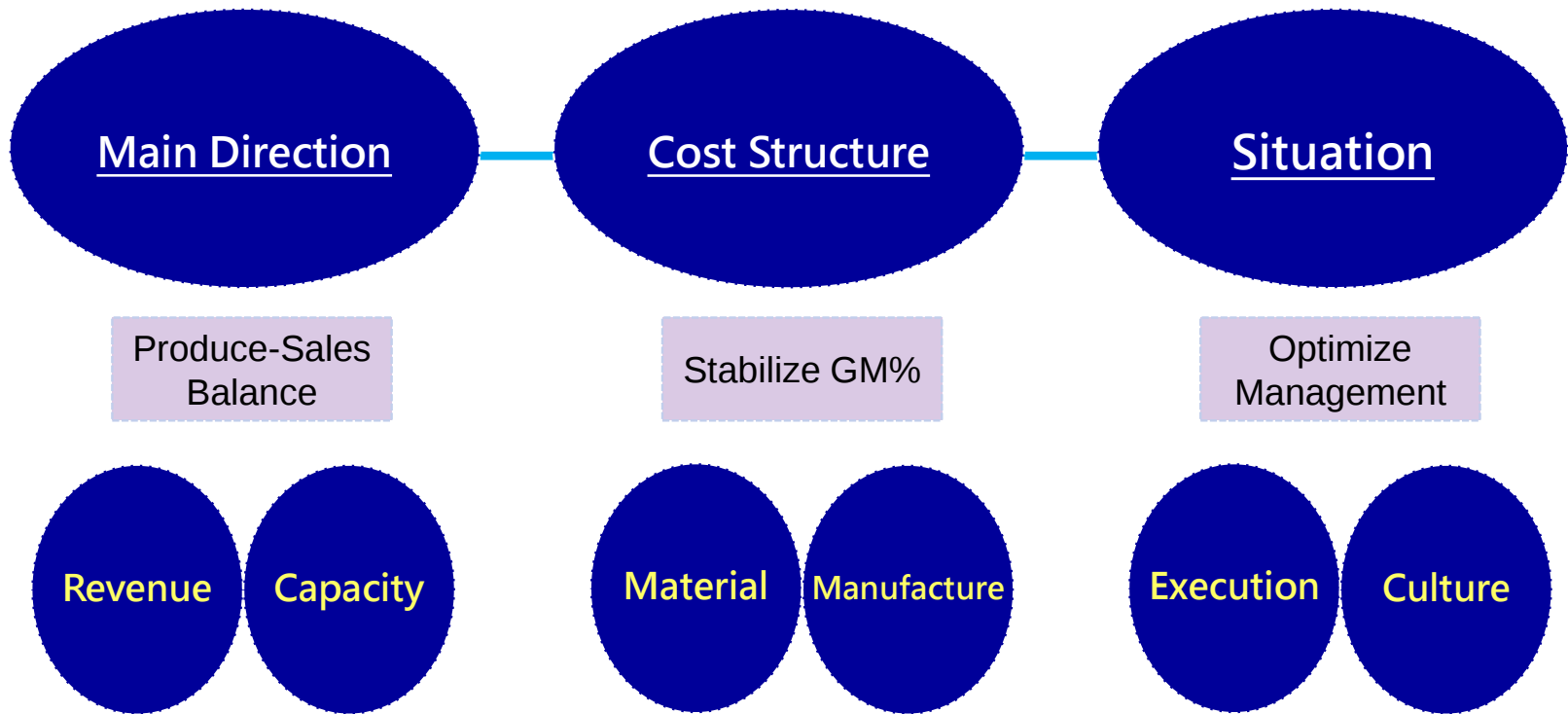
| Nation |         | Thai Area |          | Age    |        | Gender |        |
|--------|---------|-----------|----------|--------|--------|--------|--------|
| Thai   | Foreign | Local     | Nonlocal | ≤35y   | >35y   | Male   | Female |
| 5,239  | 61      | 921       | 4,379    | 4,693  | 607    | 2,062  | 3,238  |
| 98.84% | 1.16%   | 17.38%    | 82.62%   | 88.55% | 11.45% | 38.90% | 61.10% |

## Average Monthly Turnover Rate

| 2011   | 2012   | 2013   | 2014     |
|--------|--------|--------|----------|
| Apex 1 | Apex 1 | Apex 1 | Apex 1+2 |
| 3.95%  | 3.88%  | 3.61%  | 3.90%    |



# Business Strategies (2015-2016)





## CEO Directly Control

### Plan

- Culture
- Positioning
- Products
- Customers

### Line

- Sales
- Cost
- 5 S
- Safety

### Point

- Welfare
- Guard/Driver
- Cook/Lavatory
- Anti-Drug



# SongKarn





## Anti - Drug





# Dung Kai





# Company Bus





# CSR







## View from Lakeside





# Official Visit





## Senior Management Team





# Year-End Party





泰國 Thailand

# Thank You!

For Your Time and Attention  
Apex International Co., Ltd.