



憶聲電子股份有限公司

Investors Conference 2018

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

agenda



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	2018/1-9	2017/1-9
Revenue	1,235,303	2,115,108
Gross Profit	261,566	392,300
Gross Margin(%)	21	19
Operation Expense	244,588	409,220
Operation Income	16,978	(16,920)
Profit after Tax	37,946	(22,861)
EPS	0.13	(0.08)

Consolidated balance sheet

Unit: NT\$ thousand

	2018.09.30	2017.12.31	2017.09.30
Cash&Market Securities	862,570	463,219	496,059
Accounts Receivable	336,107	348,903	477,858
Inventory	322,489	215,991	401,131
Other Current Assets	163,577	171,785	150,567
Non Current Asset	2,384,963	2,825,059	2,981,877
Total Assets	4,069,706	4,024,957	4,507,492
Current liabilities	1,246,304	1,196,036	1,418,508
Non Current liabilities	271,107	277,197	337,657
Ower's Equity	2,552,295	2,551,724	2,751,327
Total liabilities and Ower's Equity	4,069,706	4,024,957	4,507,492

Action's Development in the Last Four Decades:

CONFIDENTIAL

Kolin smart
consumer
electronics

Founded on:

1976-1987

TV products

1988-1998

Automobile
electronics

1999---

2012---



Alarm radio ACN-001



Mini recorder 900



Stereo with cassette tapes



kolin



Satisfaction from Action.

ACTION

Today's Action

Our three business groups cater to the world



Electronics Manufacturing Business Group

Continue to lower the ratio of manufacturing business

Action Industries (Malaysia) SDN BHD

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



For asset revitalization, we have already announced joint venture BD project with GOME Electronics

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.

Distribution Services Business Group – Realise National Service

Realise tech-service co.,ltd



- Founded in 1999
- 22 service stations, 4 repair shops
- 100 employees
- Provide more protection for consumers with quality service



Received the "Excellent Service" sponsored by the Business Department of the Ministry of Economic Affairs Certification

歌林家電風災受損 修繕8折優惠

德聲集團體恤災戶，只要品牌商品非因人為因素損壞，即給予零件、工資折扣。

【本報記者 林建宏 報導】歌林家電集團為體恤受風災影響的消費者，特別推出「風災受損家電修繕8折優惠」活動。只要消費者持有歌林家電產品，且損壞原因非因人為因素所致，即可享受零件及工資8折優惠。活動期間為即日起至8月底止。消費者可前往各歌林家電服務站洽詢詳情。

亞智科技核心技術 與德國同步

【本報記者 林建宏 報導】亞智科技（AIZHI）是一家專注於工業自動化領域的高科技公司。該公司擁有先進的核心技術，與德國同步，為客戶提供專業的自動化解決方案。亞智科技的產品廣泛應用於製造業、物流業等領域，為客戶提高生產效率，降低運營成本。

台灣智慧製造體驗館 今登場

【本報記者 林建宏 報導】台灣智慧製造體驗館將於近日正式開放。該體驗館旨在展示台灣在智慧製造領域的最新成果，為參觀者提供沉浸式的體驗。體驗館內設有各種先進的製造設備和技術展示，包括人工智能、大數據分析、雲計算等。歡迎各界人士前來參觀交流。

基隆站	基隆市中山區中華路157號	(02) 2424-8916	南投站	南投縣南投市中興路346號	(049) 223-3483
台北站	台北市南港區新成街91號	(02) 2788-6450	虎尾站	雲林縣虎尾鎮光復路198號	(05) 631-0177
三番站	新北市三番區秀江街102號1樓	(02) 2788-6450	嘉義站	嘉義縣水上鄉嘉朴路5號	(05) 268-6574
中和站	新北市中和區板南路112號	(02) 2244-6628	台南站	台南市北區和緯路二段373號	(06) 280-4061
中壢站	桃園市中區中園路198號1樓	(03) 463-8715	高雄站	高雄市苓雅區廣西路126號	(07) 761-2976
新竹站	新竹市北區東大路三段576號	(03) 563-2450	屏東站	屏東縣屏東市公園西路137號	(08) 732-5225
苗栗站	苗栗縣苗栗市至公路481號	(037) 321-221	花蓮站	花蓮縣花蓮市中和街52號	(03) 831-4782
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Intelligent home appliances intelligent transformation strategy horn

全屋智能



軟體平臺

Action Group officially blew the clarion of the intelligent transformation strategy in the Internet age ◦

In recent years, the performance of the home appliance market has been flat, and smart home appliances have sprung up. The rise and fall of individual enterprises for smart products and smart strategies ◦



智能单品



Wisdom that makes human life more convenient and comfortable is undoubtedly the trend of the times ◦

In the next few years, home appliances will fully enter the era of intelligence ◦

Whole house intelligence
Software platform
Smart item

Warehousing & Logistics – Shanghai Action Tech.

- ❑ Located in Jiading, Shanghai, a satellite town to the international city of Shanghai. Situated in between the provinces of Jiangzhe, 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 prospects

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

2.Adjustment structure

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.

3.activation assets

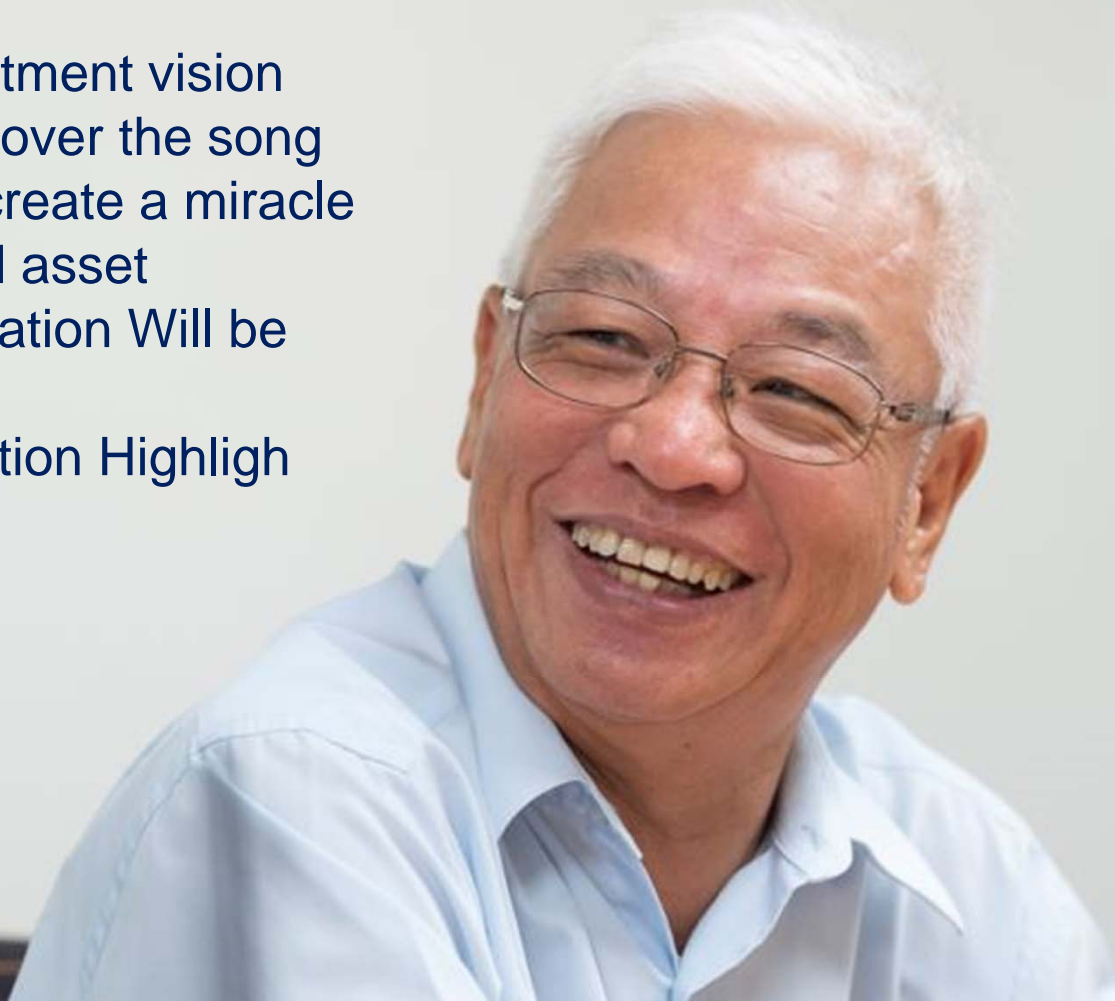
Integration of resources such as tangible assets and intangible assets Develop, create value, and share benefits.

4.share price rationalization

Starting from the fundamentals and expanding publicity, it is widely known. Make the stock price at least the net value per share or the ratio of earnings to earnings 15 times the level to create shareholder interests.

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



Taiwan headquarters land development case

- 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.
- The land area of about 4,000 pings is scheduled to start construction in 2019. ◦
- 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.



- **Looking forward to the future, the development of Action, starting from the vision, combining good talents, good goods and services, let the company constantly seek new changes, and lay a cornerstone for Action Electronics to continue its next 40 years.**

Satisfaction from Action.

