

E-LEAD ELECTRONIC CO., LTD.



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E-LEAD Taiwan

Headquarters R&D Center

R&D:
ID,ME, EE-1, EE-2

SMT line x 2
Assembly line x 8

Changhua Site Factory

Assembly line x 10

Chuan-Hsin Site Optical Mirror

Mirror line x 4

- Flat Mirror
- Convex Mirror
- Free Form Mirror



HeadUnit, Around View Monitoring System (AVM), Rear Camera, Blind Spot Monitoring(BSM), Car Wireless Charger

Car Accessories

Optical related merchandises

E-LEAD Jiangsu

Suzhou

R&D

SMT line X 2

HUD Circle Assembly line x 2



WHUD / AR HUD

E-LEAD Thailand

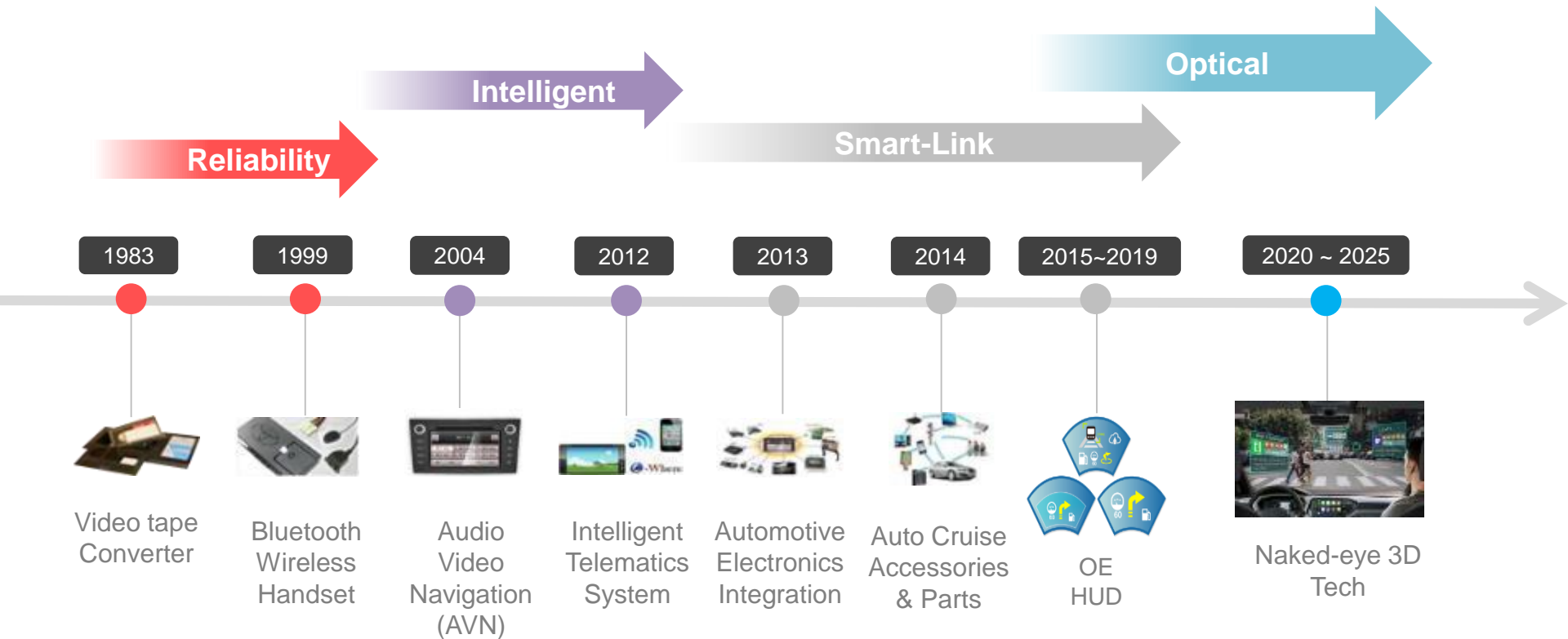
Thailand

SMT line X 1

Assembly line x 12



HeadUnit, Around View Monitoring System (AVM), Rear Camera, Blind Spot Monitoring(BSM), Car Wireless Charger



Category	Original Issue Date	Certification(Audit) Unit
ISO 9001	Oct. 1999	LRQA
ISO 14001	Aug. 2001	LRQA
IATF 16949 (ISO/TS 16949)	May 2018 Oct. 2004	LRQA
ISO 45001 (OHSAS 18001)	Oct. 2018 Mar. 2004	LRQA
Ford Q1	Jun. 2004	FORD
VW 6.3 (POT Analysis)	Feb. 2017	VW
VDA 6.3 process auditor VDA6.5/PSB	Jun. 2017	VDA QMC
ISO26262 process certification	May 2018	SGS-TUV Saar
ISO 17025	Feb. 2018	TAF
TISAX Level 3 + Prototype Protection	Dec. 2021	TUV
ASPICE	Mar. 2022	DEKRA
ANSI/ESD S20.20	Aug. 2023	SGS
CyberSecurity (ISO 21434)	On-going	DEKRA

- Mainland China

WHUD / 2D AR HUD / 3D AR HUD (under developing) /
VPA (under developing)

Chinese branding → Chinese branding + Co-branding

- Taiwan & South East Asia

INFOTAINMENT /

ADAS



- Europe & America

WHUD / 2D AR HUD / 3D AR HUD (under developing)

AM Generic Models

Customizing OEM equipped
Reflective C/W HUD

OE Design-in W/AR-HUD Lite

Innovative 3D Tech

2011
AM HUD

2012
OES
HUD

2015
OES
CHUD

2016
OES
WHUD

2017~2020
OE WHUD/AR HUD

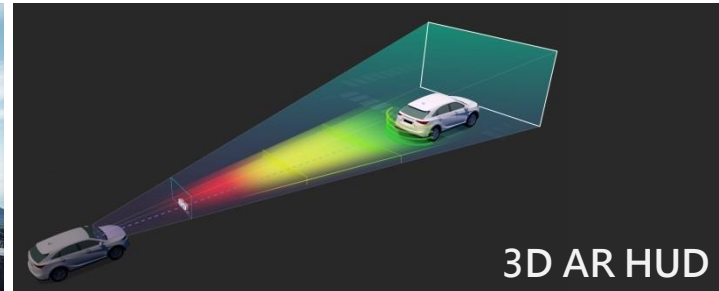
2021~
Future
Trend



E-LEAD Future Trend- 3D AR HUD Products

The mainstream WHUD products would be replaced by AR HUD, and so is 2D AR HUD, would be replaced by 3D AR HUD as well.

Advantages: less in volume, adjustable range for imaging, precision in alignment.





E-LEAD INFOTAINMENT Product Line



Driving Assistance

- Digital Cluster
- HUD
- DMS
- E-Mirror
- Dashboard



Entertainment

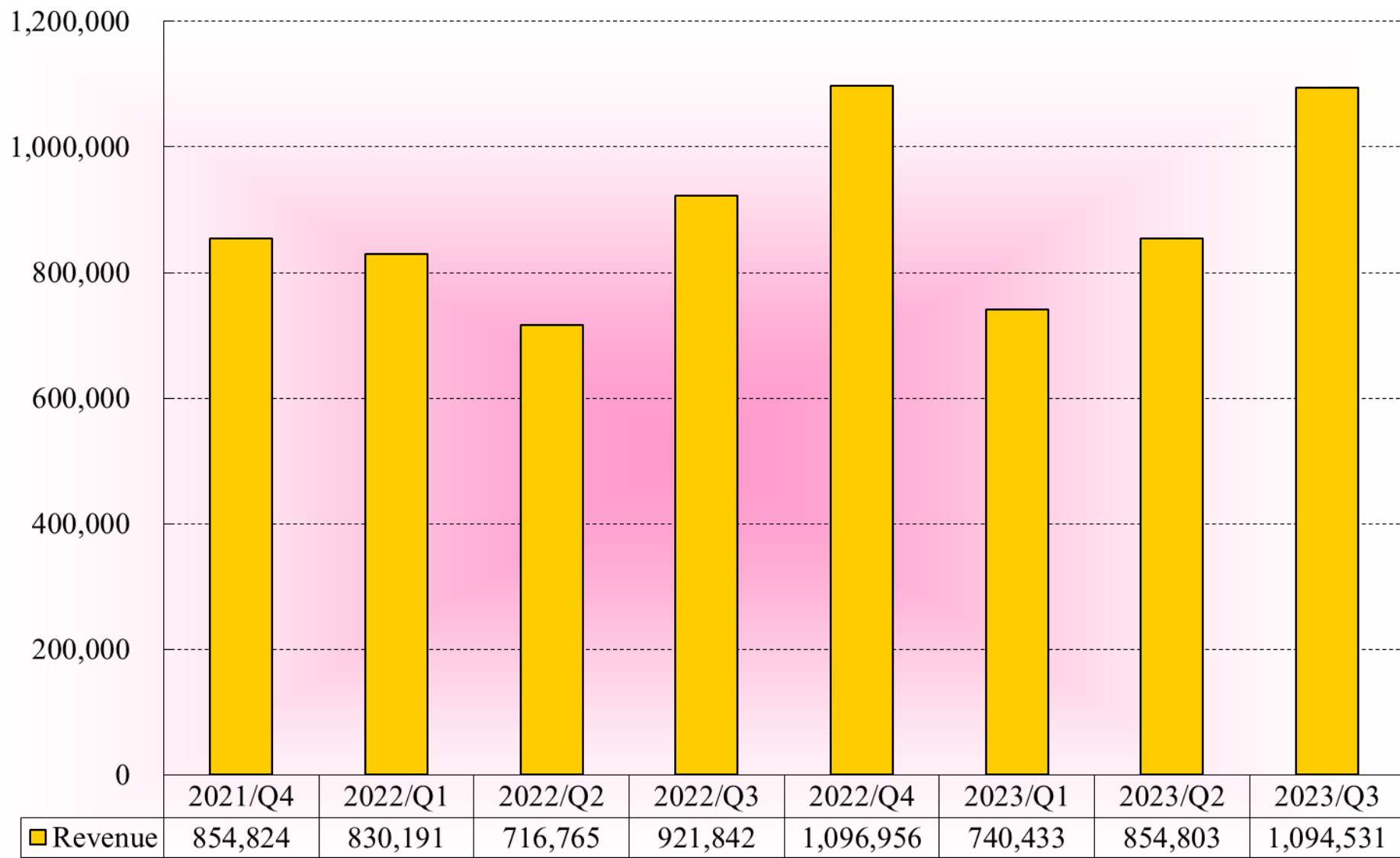
- RSE
- Passenger Seat Entertainment
- DA

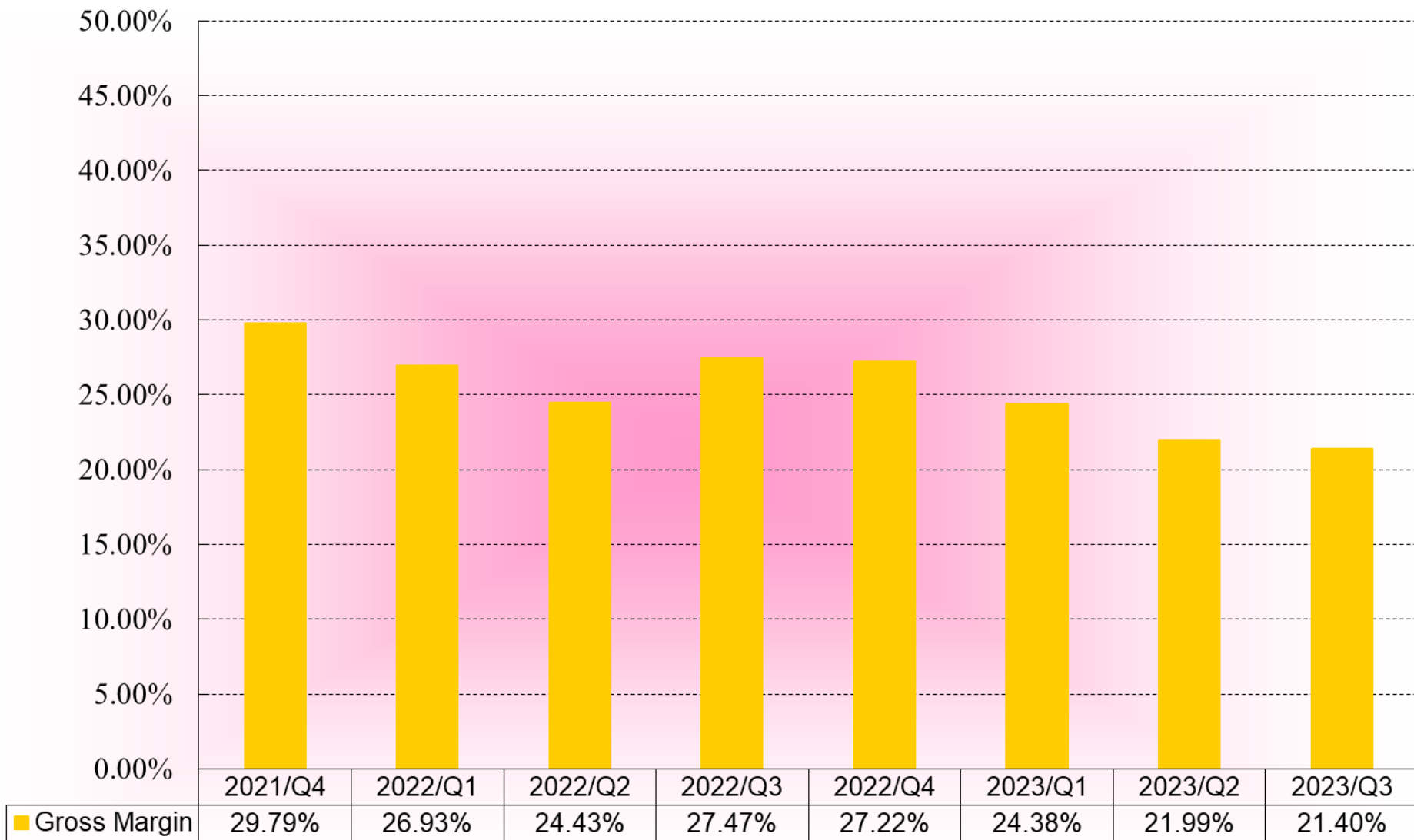


Virtual Assistant

- VPA
- Driver's Personal Secretary

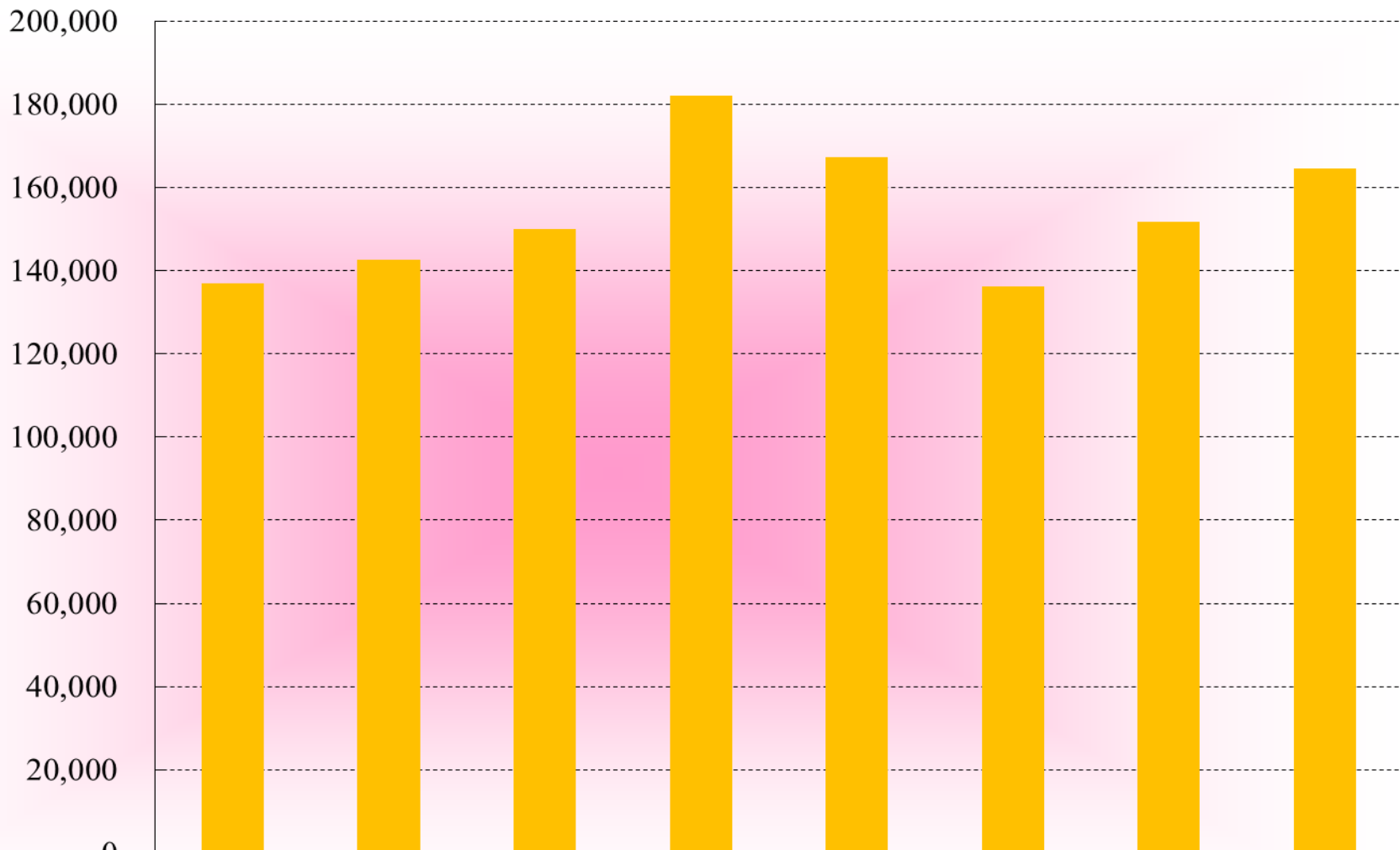
UNIT: NT\$ thousand







UNIT: NT\$ thousand

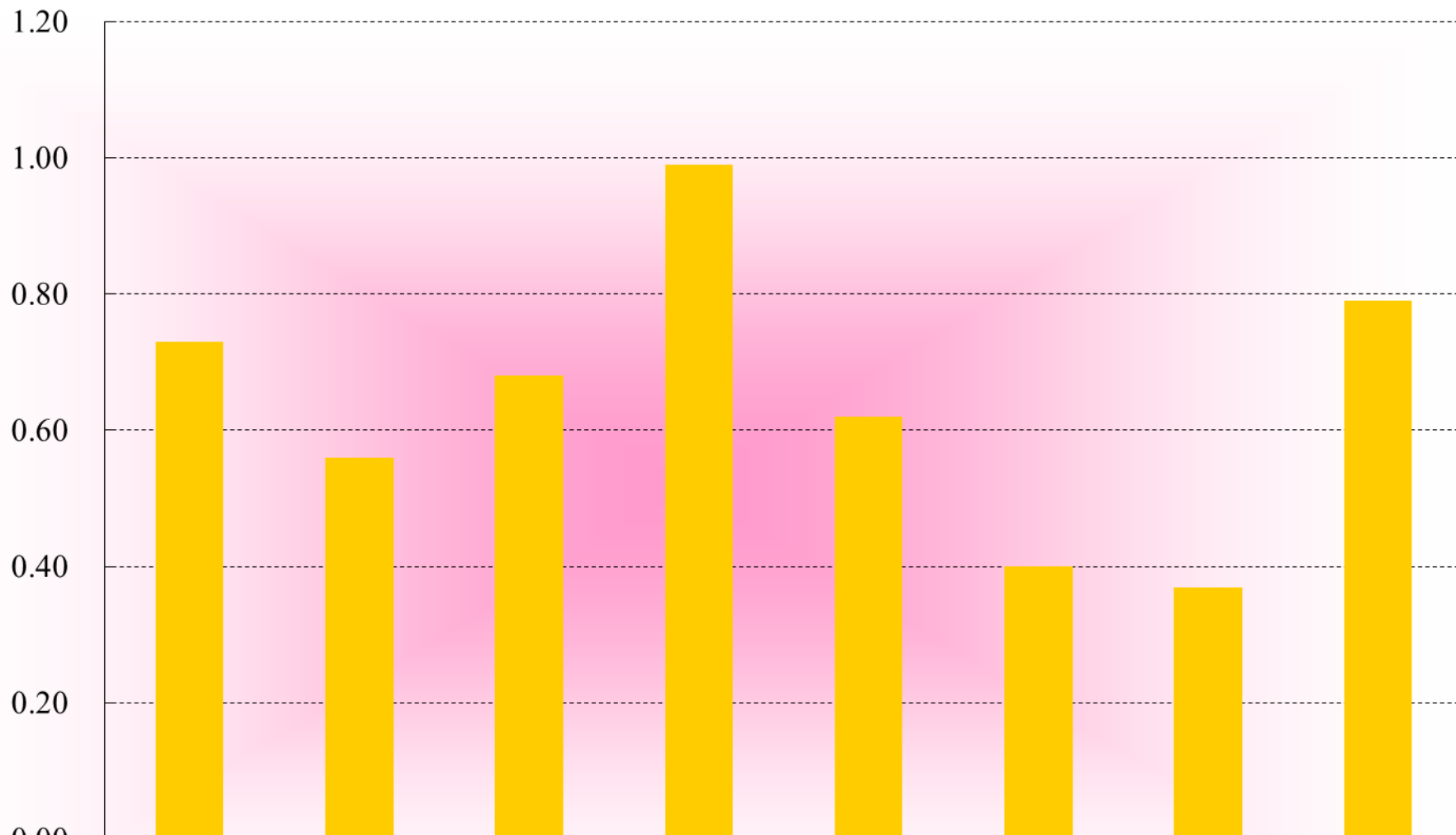


	2021/Q4	2022/Q1	2022/Q2	2022/Q3	2022/Q4	2023/Q1	2023/Q2	2023/Q3
■ Operating Expenses	137,061	142,576	150,129	181,971	167,241	136,248	151,662	164,465



E-LEAD Financial Status – Basic EPS

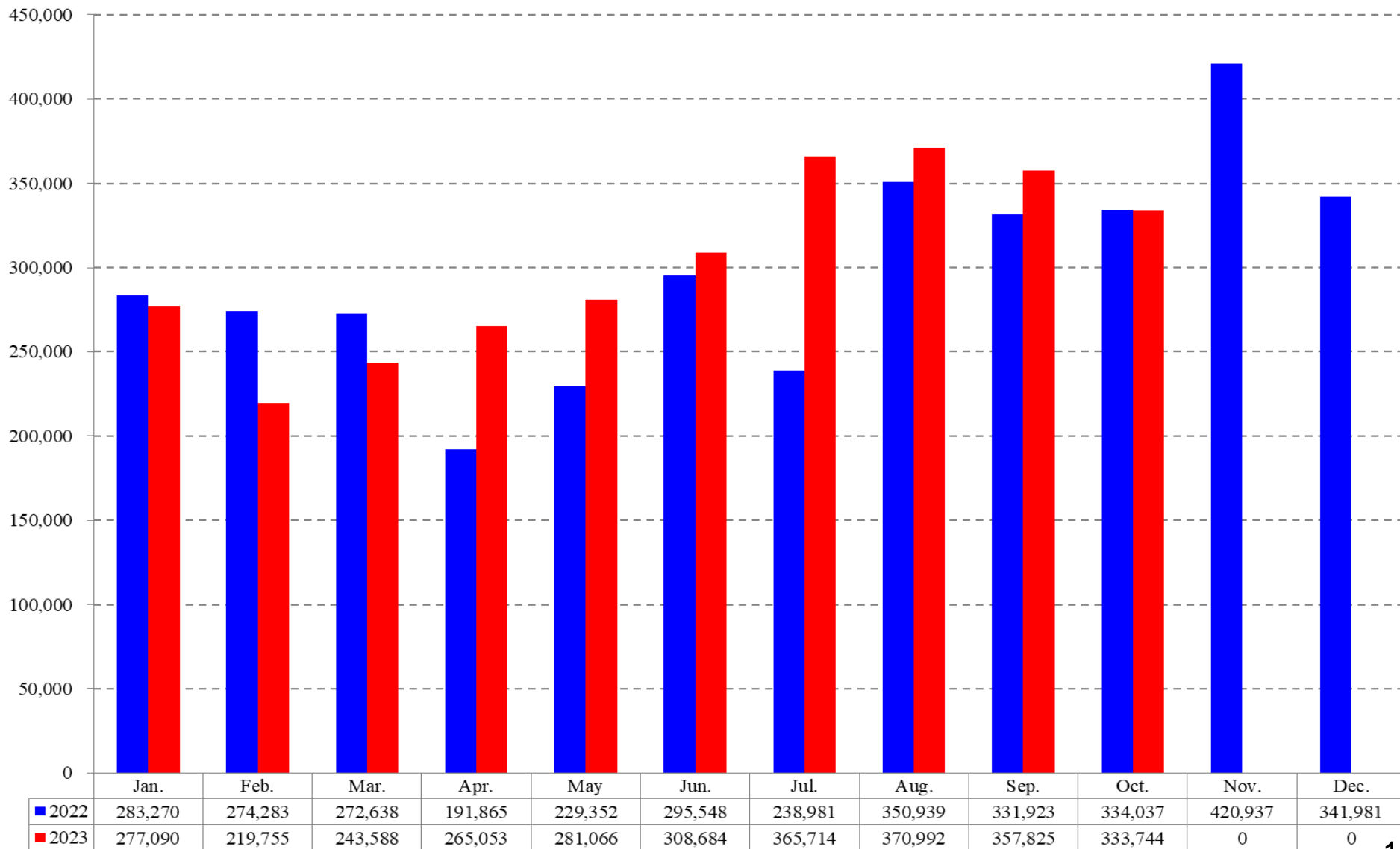
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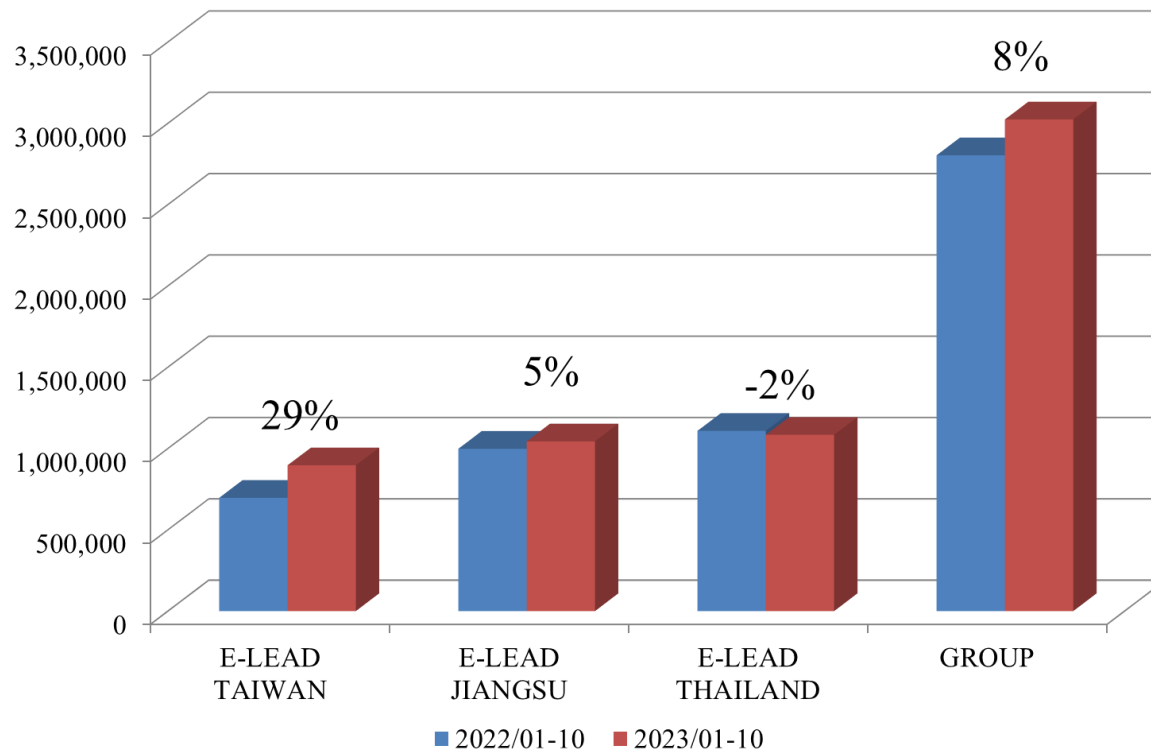
Basic EPS	0.73	0.56	0.68	0.99	0.62	0.40	0.37	0.79
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Revenue

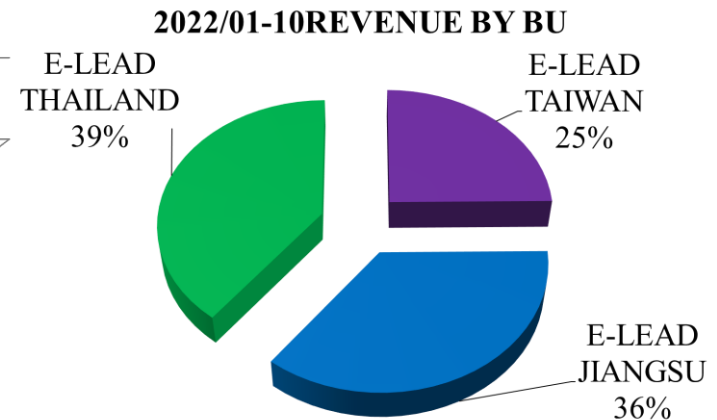
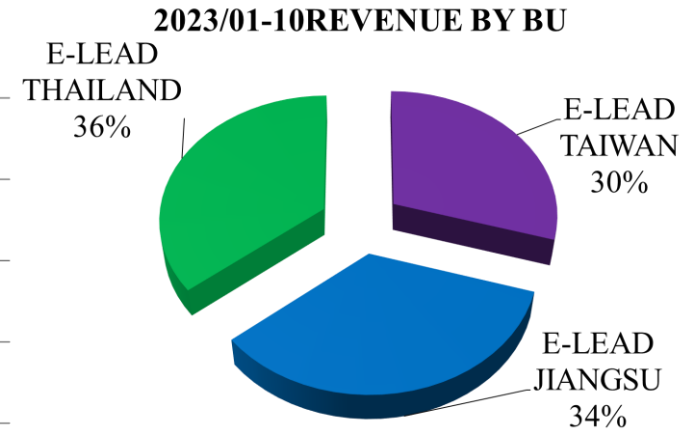
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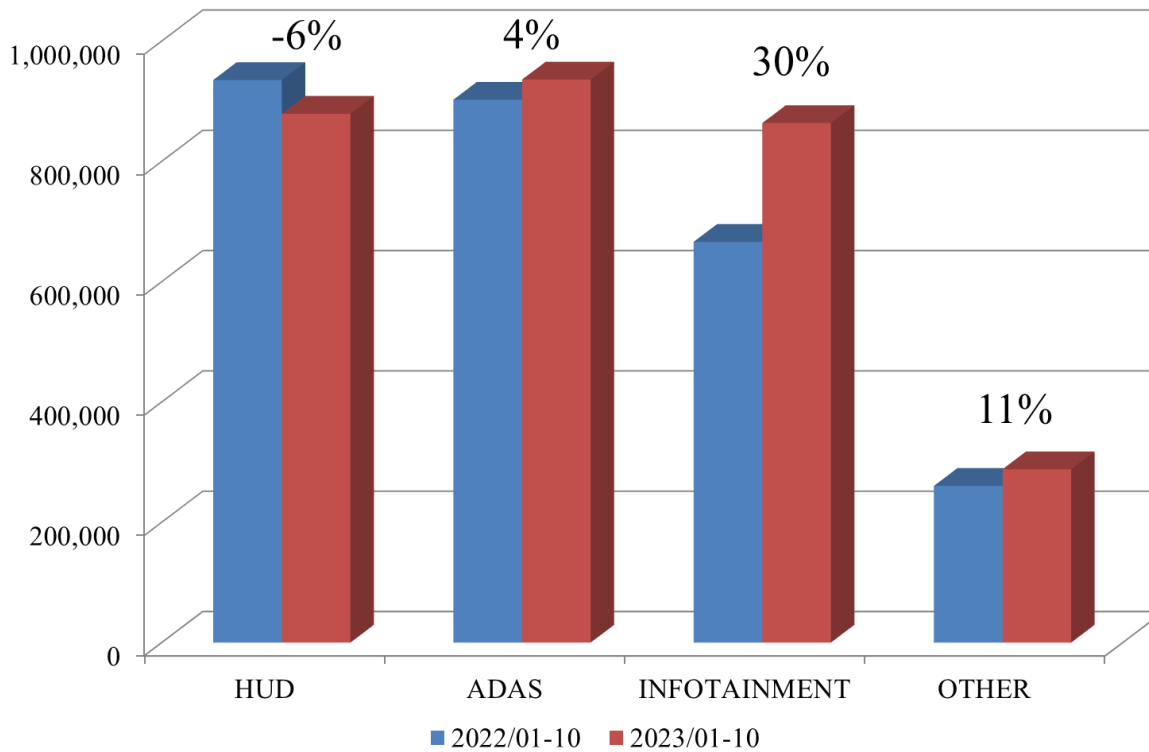
TREND



RATIO

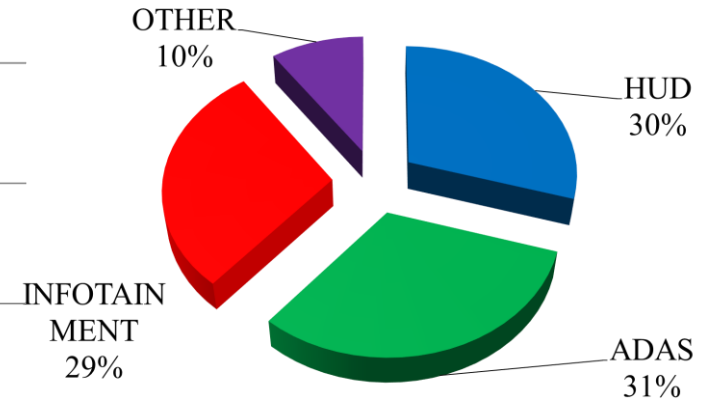


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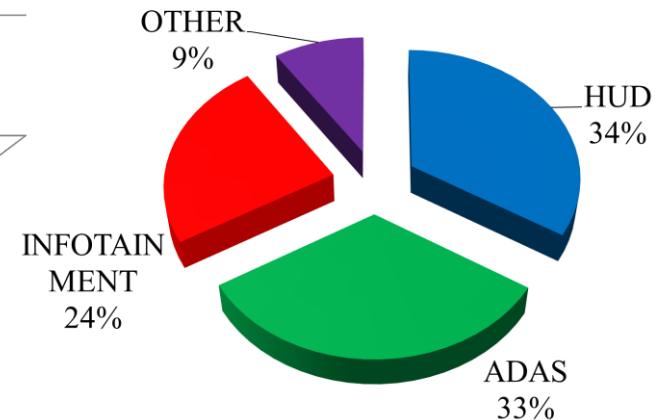


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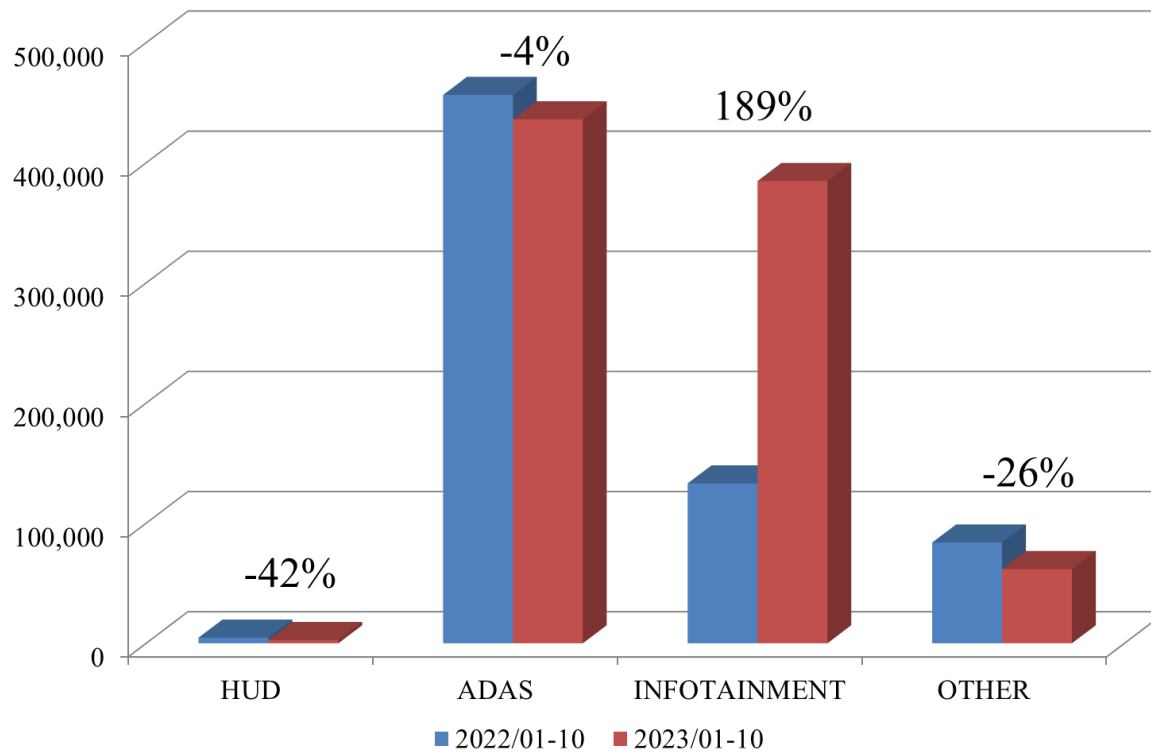
2023/01-10E-LEAD GROUP REVENUE BY PRODUCT



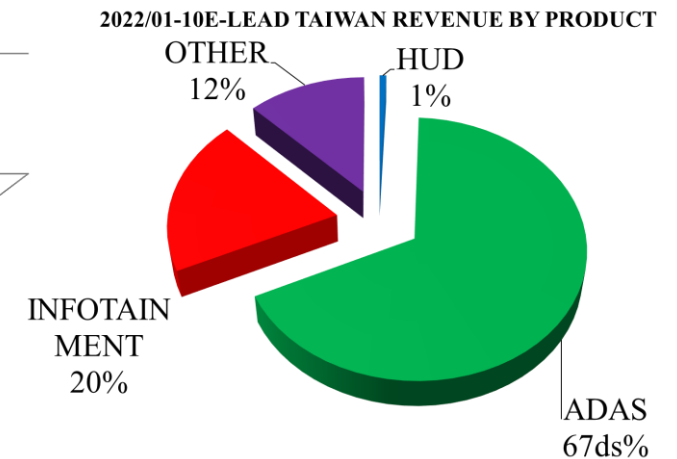
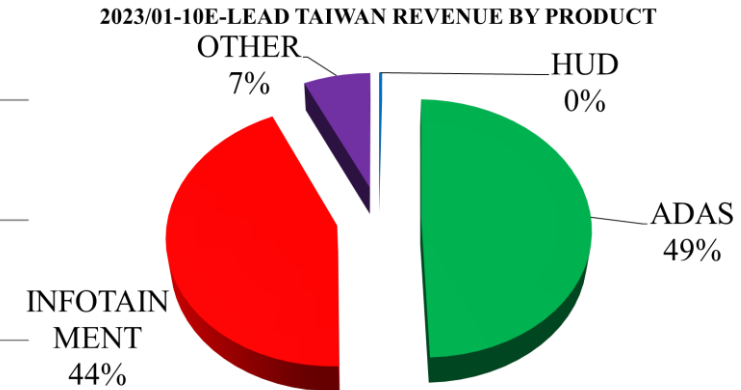
2022/01-10E-LEAD GROUP REVENUE BY PRODUCT



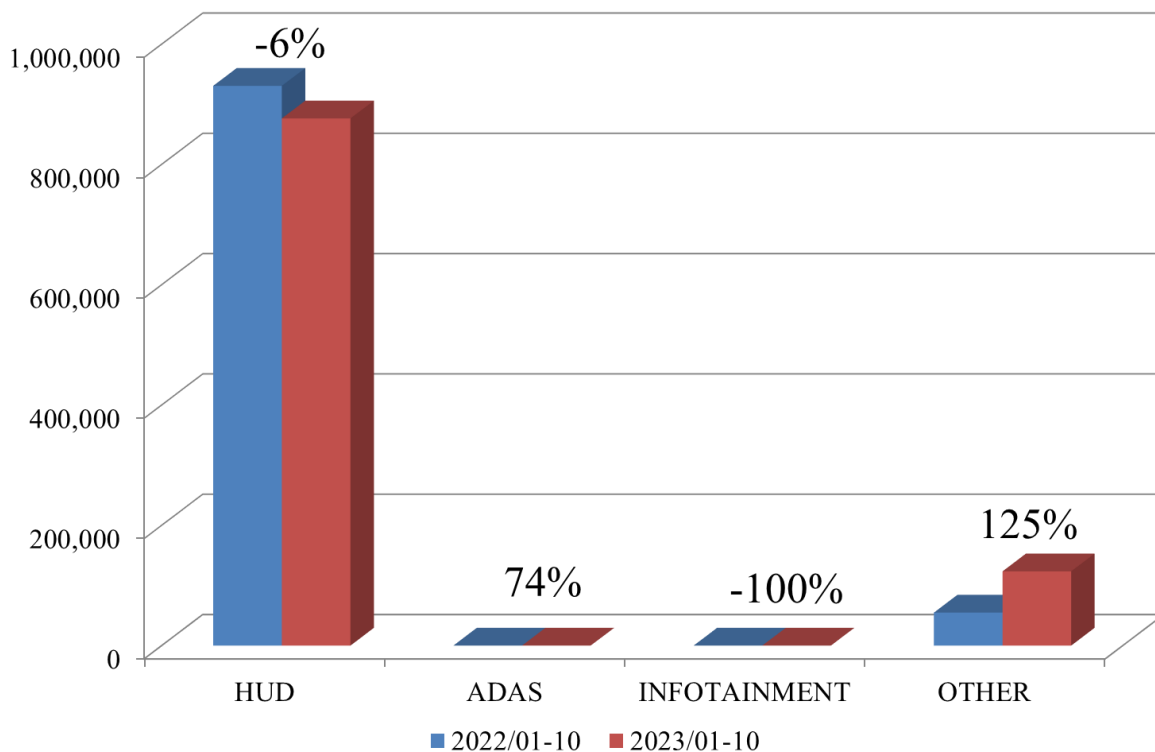
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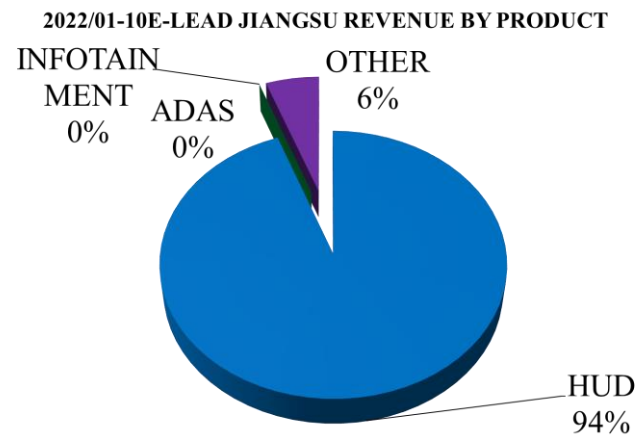
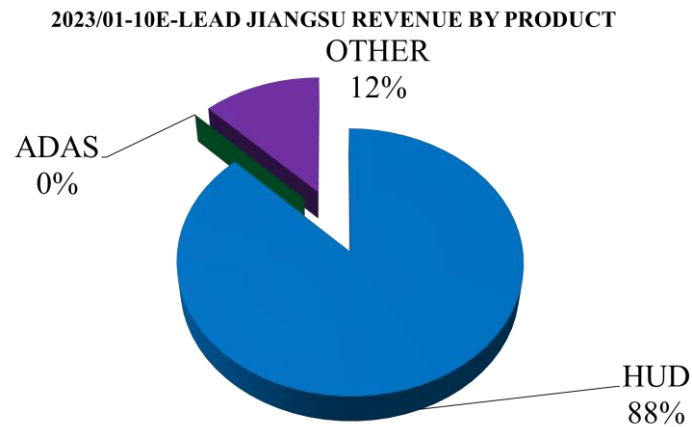
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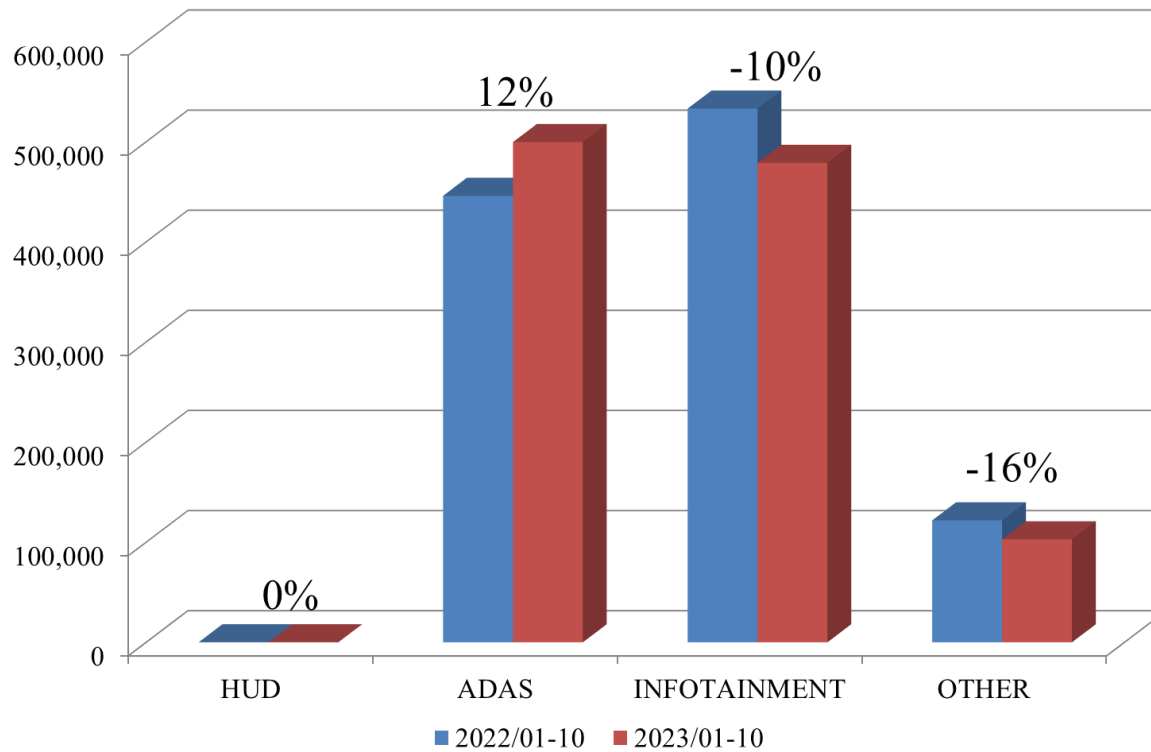
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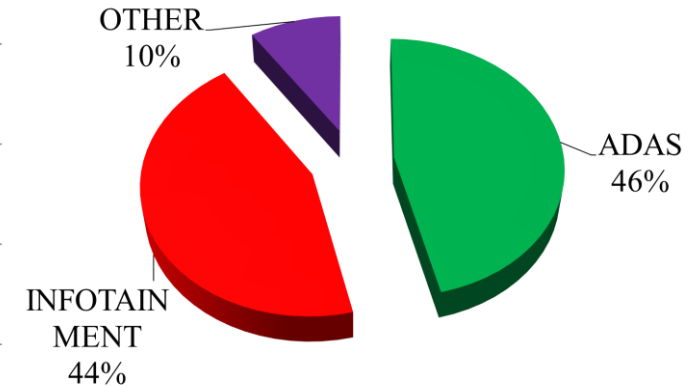


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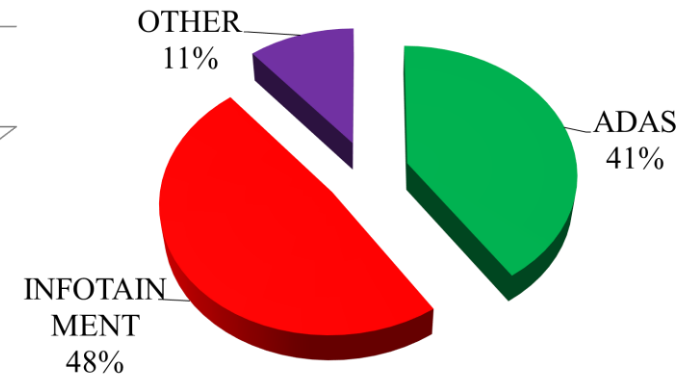


RATIO

2023/01-10E-LEAD THAILAND REVENUE BY PRODUCT



2022/01-10E-LEAD THAILAND REVENUE BY PRODUCT



Thank you



Q & A