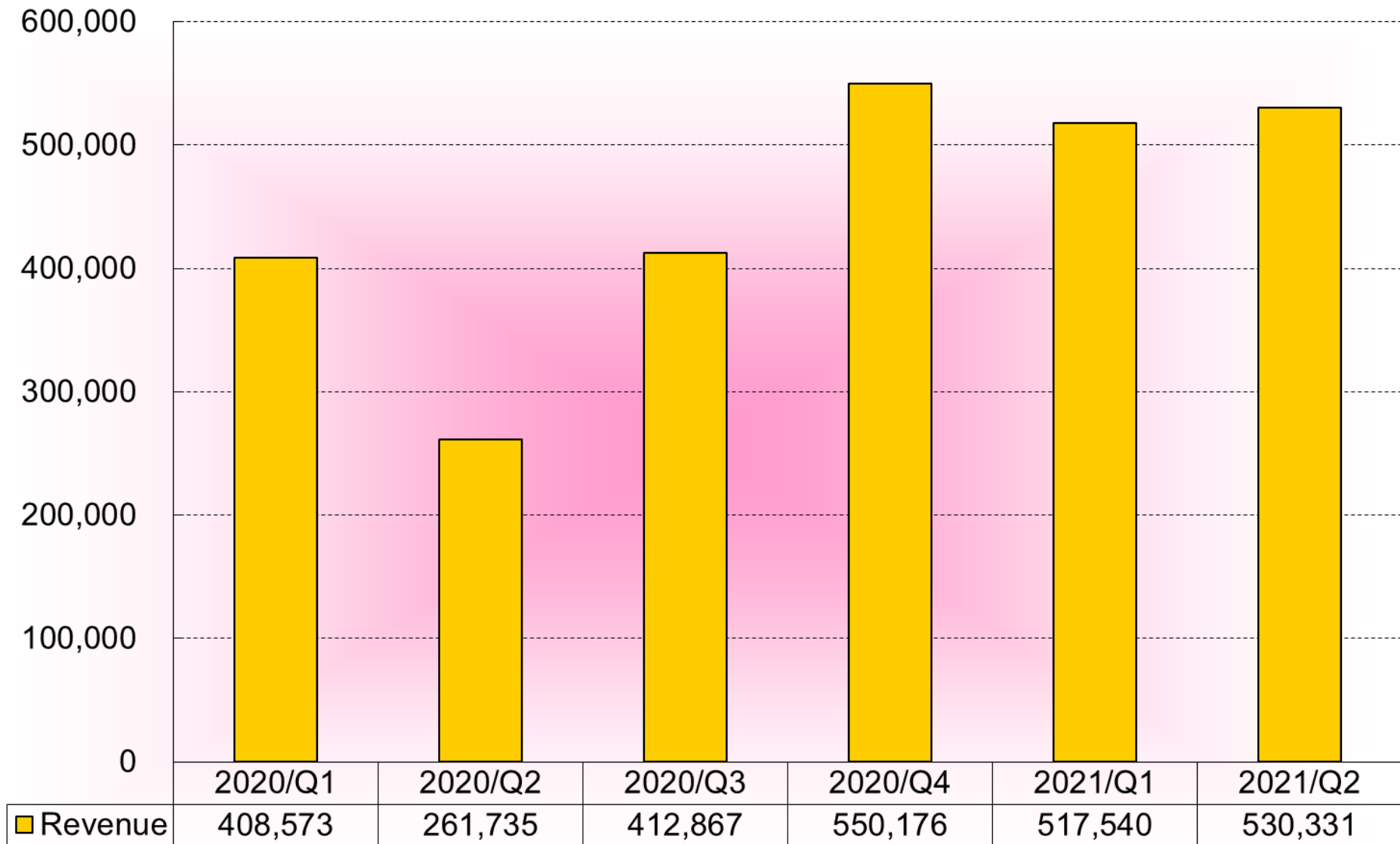


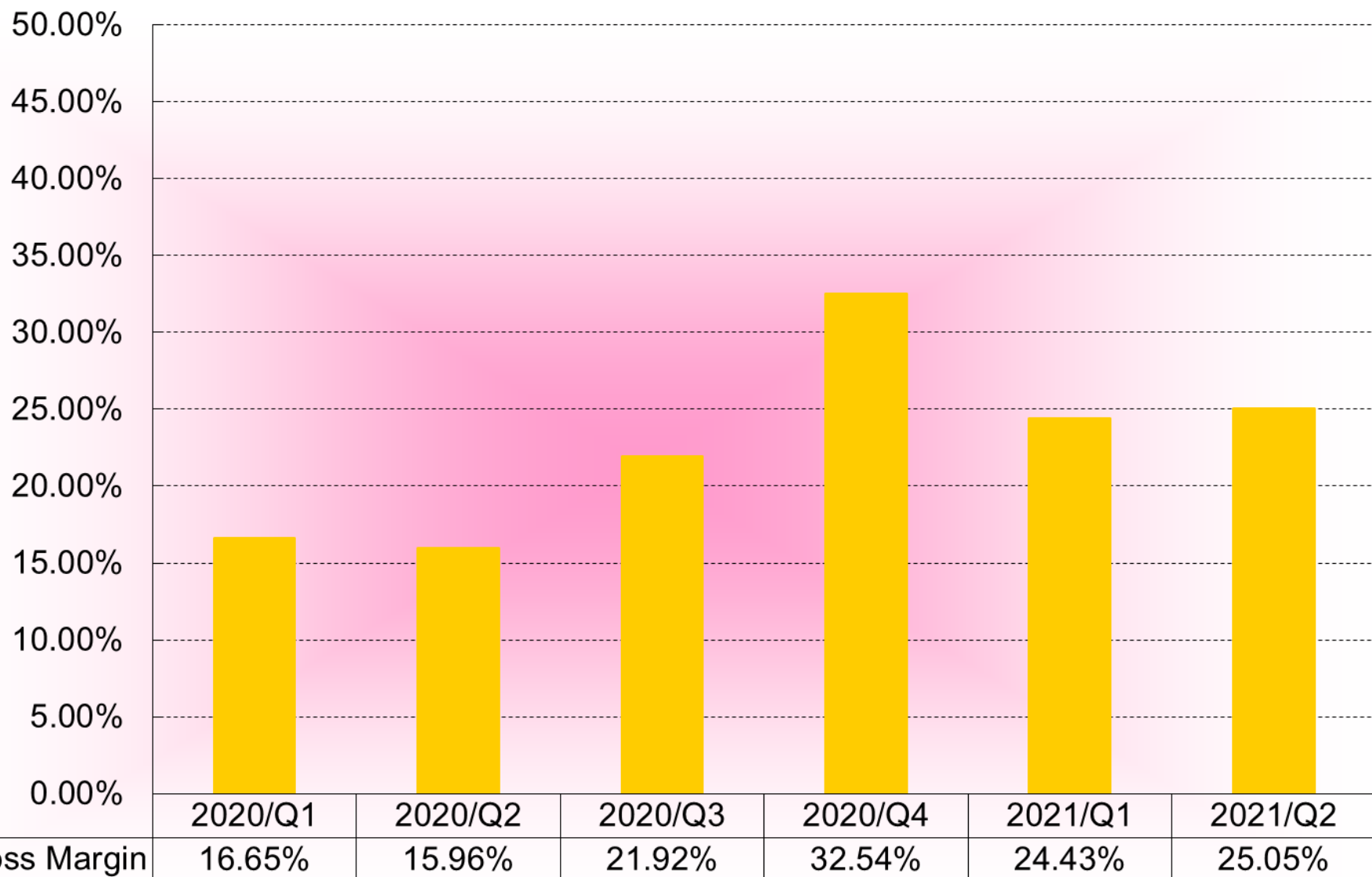
E-LEAD ELECTRONIC CO., LTD.



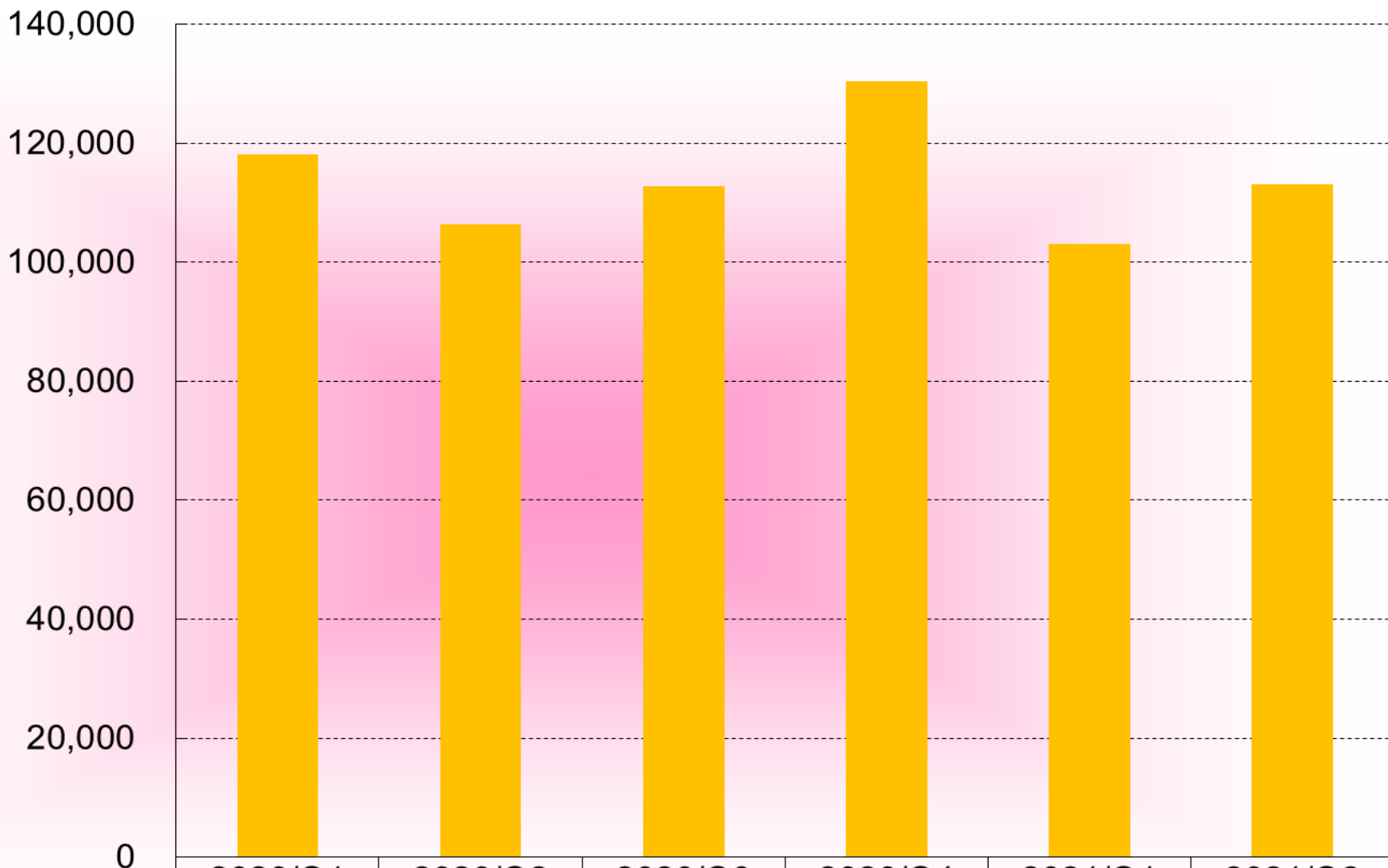
- E-LEAD Electronic's statement of its current expectations are forward-looking statements which are subject to significant risks and uncertainties. Actual results may differ materially from those contained in any forward-looking statements.
- The numbers of the presentation are prepared under IFRS.

UNIT: NT\$ thousand





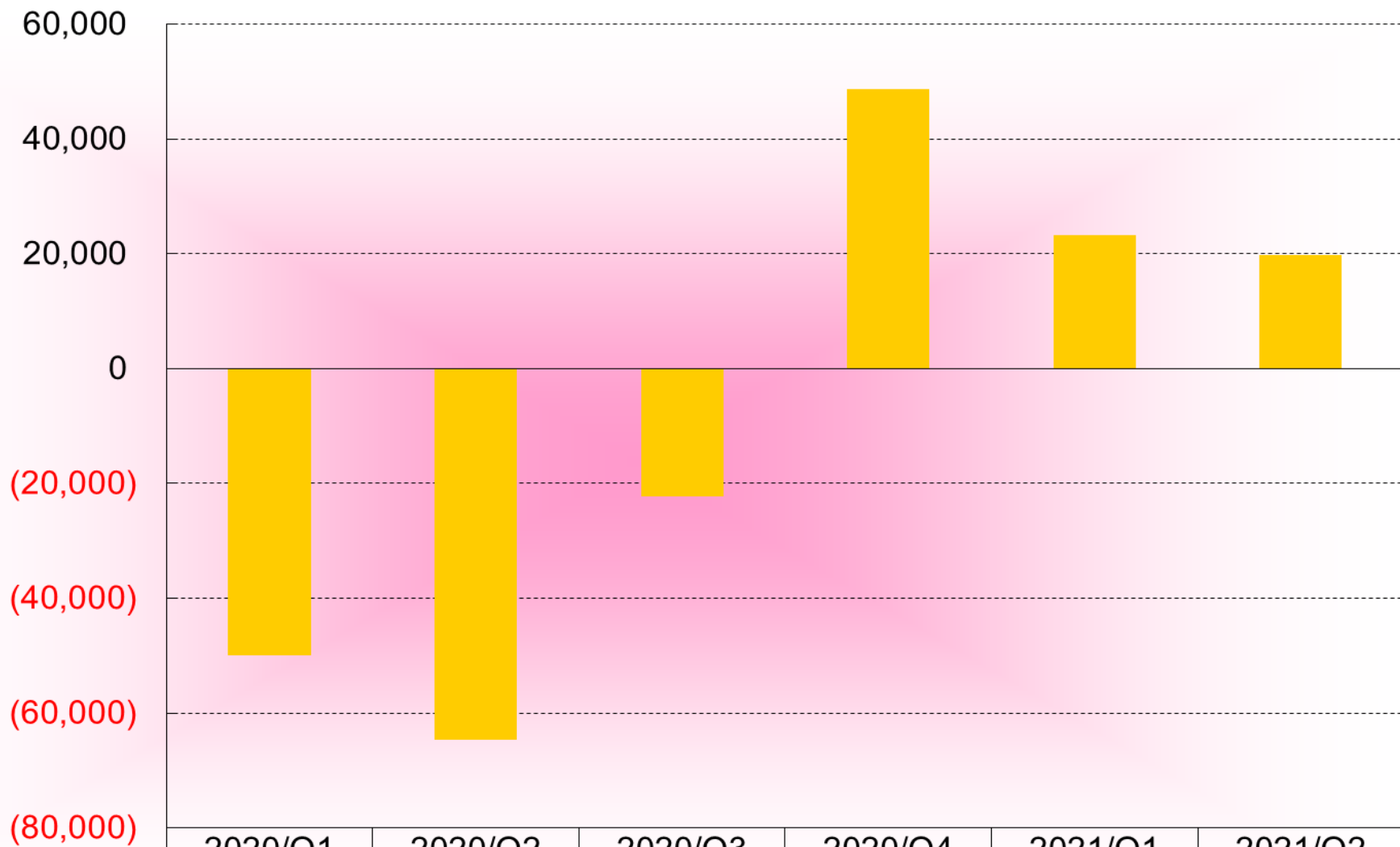
UNIT: NT\$ thousand



■ Operating Expenses

	2020/Q1	2020/Q2	2020/Q3	2020/Q4	2021/Q1	2021/Q2
Operating Expenses	118,047	106,398	112,758	130,391	103,130	113,046

UNIT: NT\$ thousand



■ Operating Profit

2020/Q1

2020/Q2

2020/Q3

2020/Q4

2021/Q1

2021/Q2

(50,019)

(64,636)

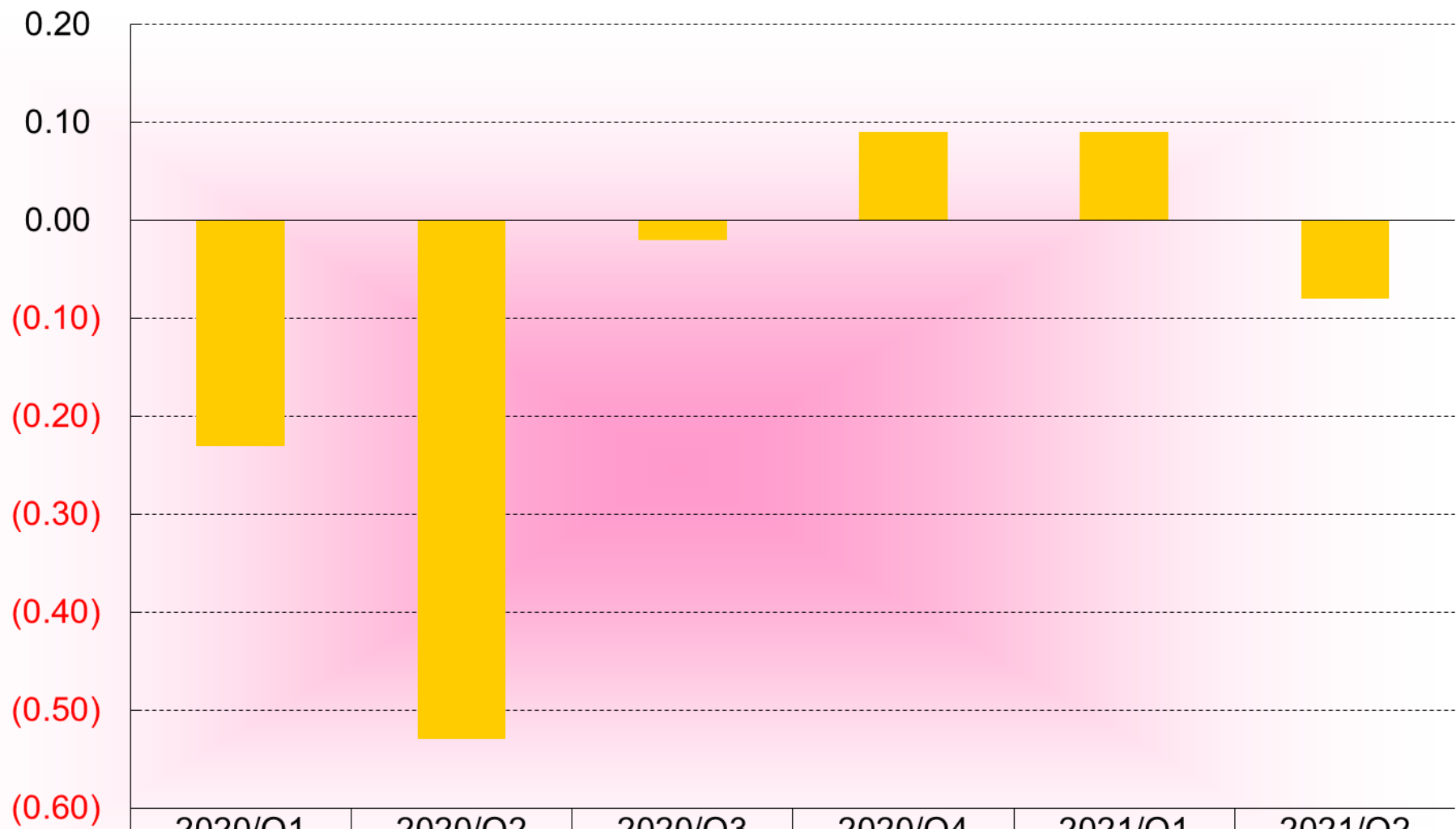
(22,243)

48,651

23,282

19,828

UNIT: NT\$



■ Basic EPS

2020/Q1

2020/Q2

2020/Q3

2020/Q4

2021/Q1

2021/Q2

(0.23)

(0.53)

(0.02)

0.09

0.09

(0.08)

TAIWAN

Headquarters R&D Center

R&D:
ID,ME, EE-1, EE-2
SMT line x 2
Assembly line x 8
Certificated:
IATF16949 ISO 26262
ISO 14001 ISO 17025
ISO 45001 VDA 6.3
FORD Q1

Changhua Site Factory

Assembly line x 10
Certificated:
• IATF16949
• ISO 14001
• ISO 45001

Chuan-Hsin Site Optical Mirror

Mirror line x 4
• Flat Mirror
• Convex Mirror
• Free Form Mirror



HeadUnit 、AVM 、Rear
Camera 、BSD 、
Car Wireless Charger

Car
Accessories

Optical
related merchandises

CHINA

R&D
SMT line X 2
**HUD Circle Assembly
line x 2**
Certificated:
IATF16949
ISO 14001
ISO 45001



WHUD / AR HUD

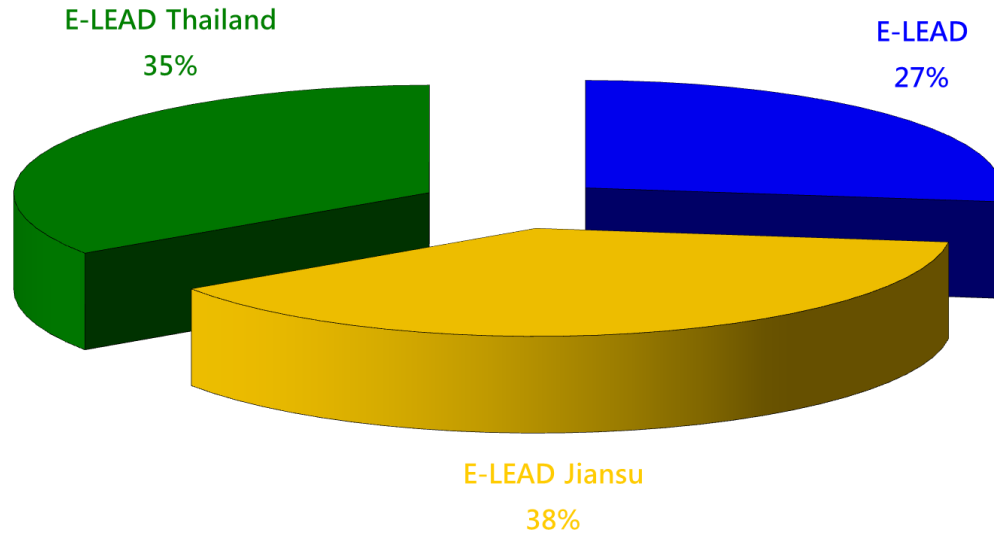
THAILAND

SMT line X 1
Assembly line x 12
Certificated:
IATF16949
ISO 14001
ISO 45001

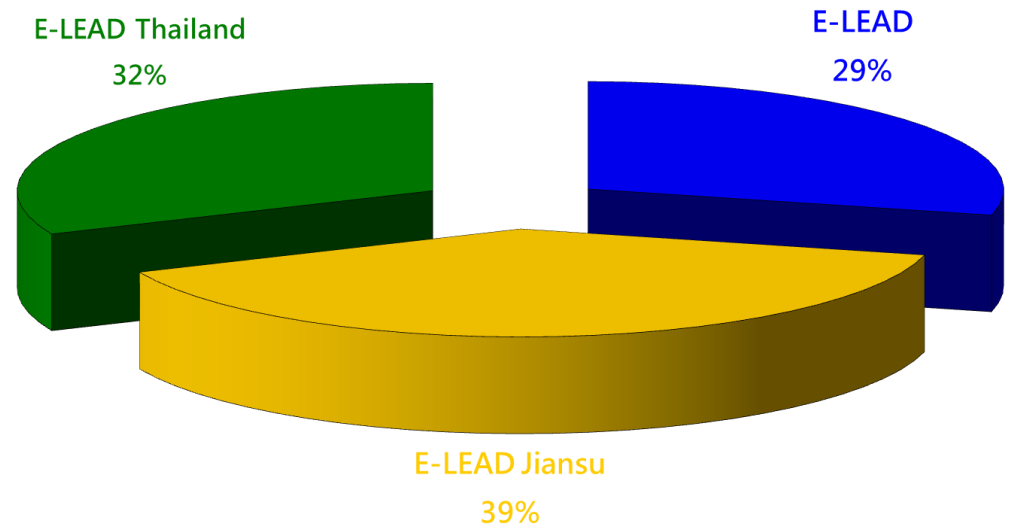


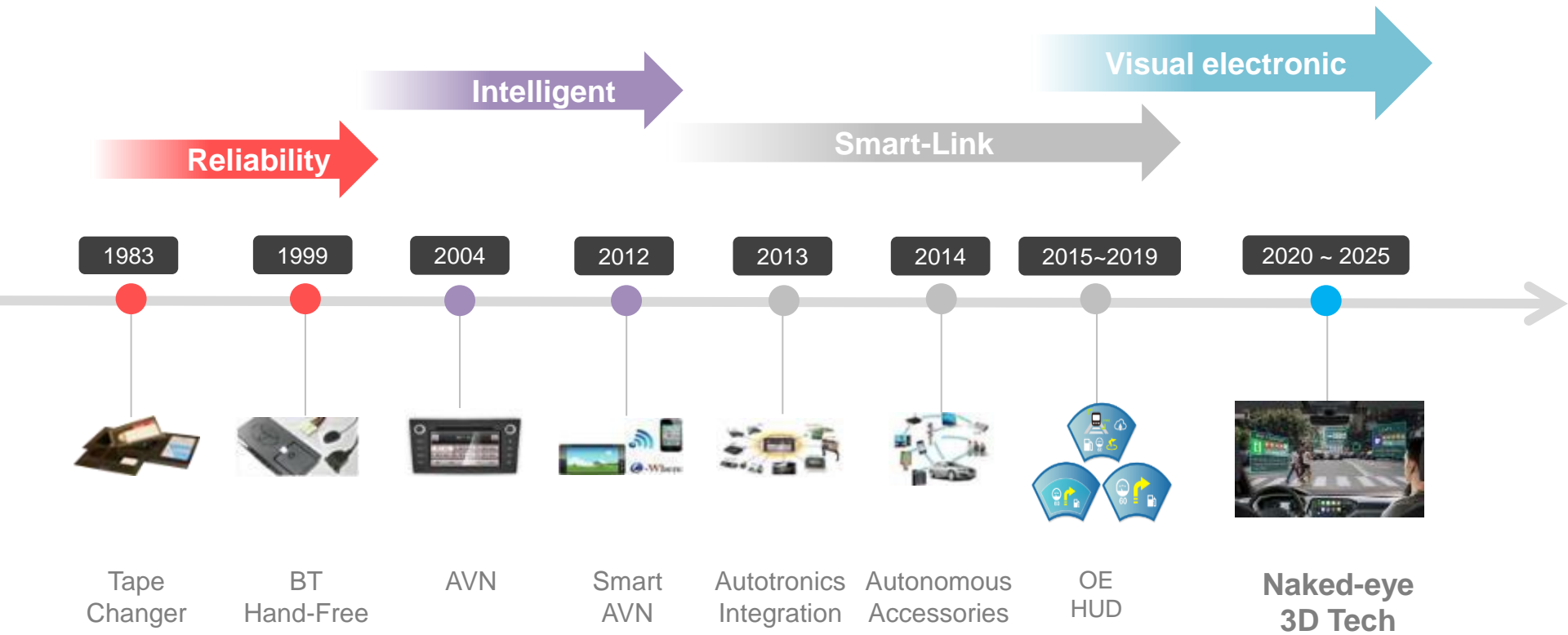
HeadUnit 、AVM 、Rear Camera 、
RSE 、Car Wireless Charger

2021 H1 Revenue By BU



2020 H1 Revenue By BU





HeadUnit

Product line
shift to

- **HUD**
- **ADAS**
- **Infotainment**



Development timeframe for
OEM is longer.

OES

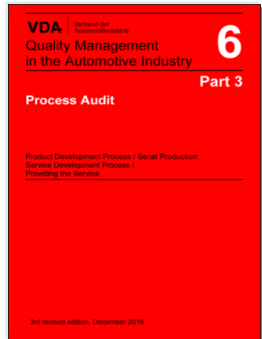
Customer Type

**OE for
Automakers**

To focus on mid-term and long-term growth and effectiveness by cooperating and developing parts with automakers.



IATF 16949

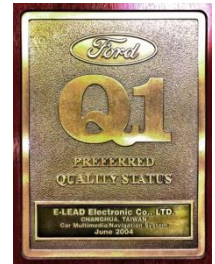


VDA QMC

ISO 26262

ISO 17025
ACCREDITED LABORATORY

Category	Original Issue Date	Certification(Audit) Unit
IATF 16949 (ISO/TS 16949)	May 2018 Oct. 2004	LRQA
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
Ford Q1	Jun. 2004	FORD
ISO 9001	Oct. 1999	LRQA
ISO 45001 (OHSAS 18001)	Oct. 2018 Mar. 2004	LRQA
ISO 14001	Aug. 2001	LRQA



HUD



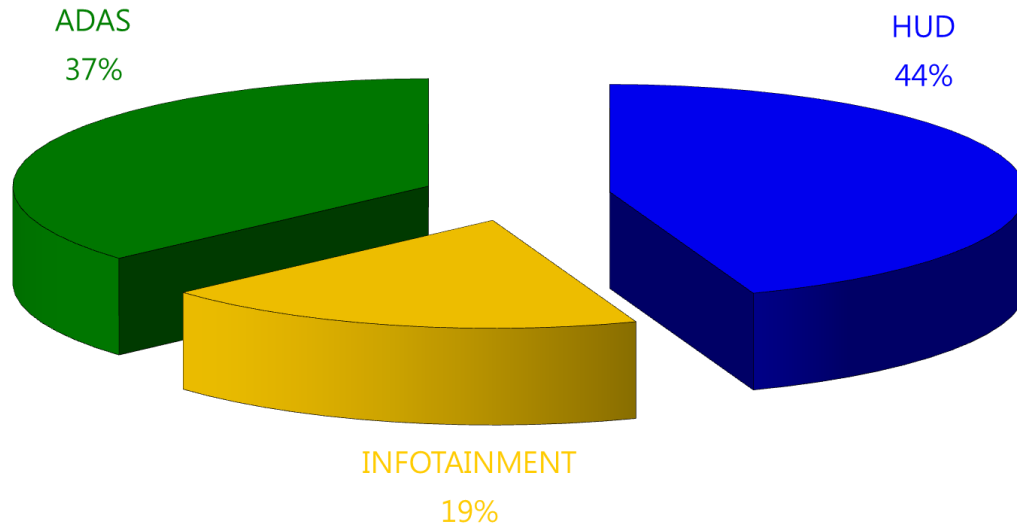
ADAS



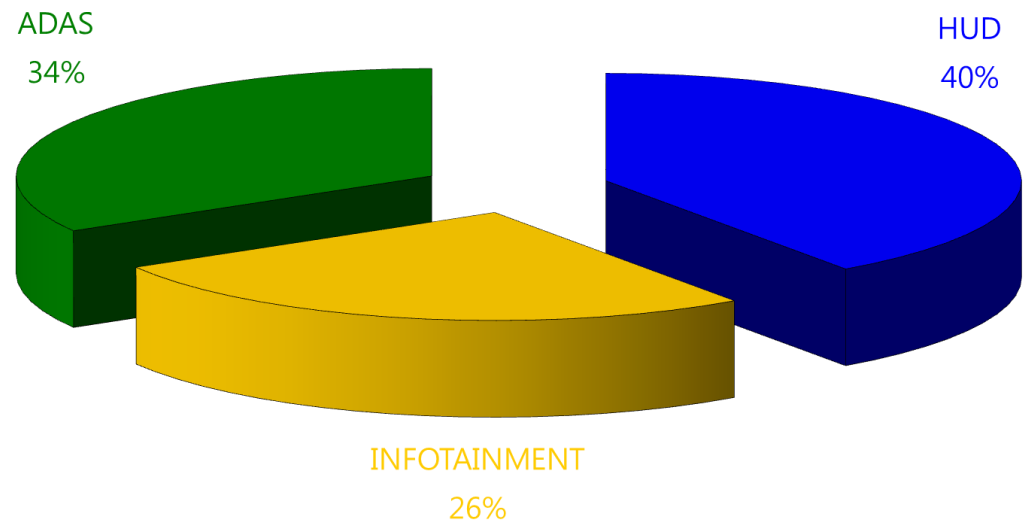
INFOTAINMENT

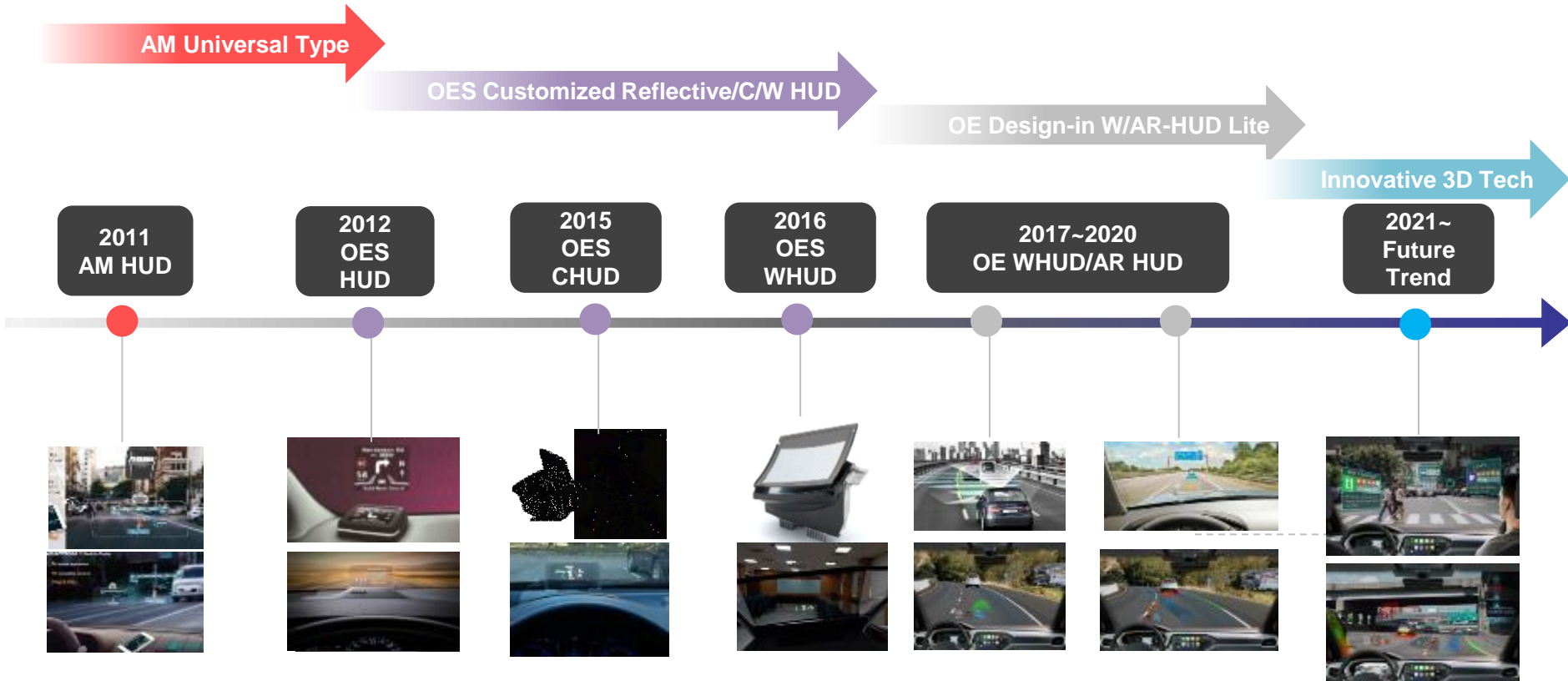


2021 H1 Sales Profolio



2020 H1 Sales Profolio





2020年1-12月自主+合资品牌 乘用车HUD上险搭载量

排名	供应商	搭载量 (辆)	市场份额
1	日本精机	396765	33.31%
2	大陆集团	321190	26.97%
3	电装	239170	20.08%
4	怡利电子	108377	9.10%
5	江苏泽景	43083	3.62%
6	伟世通	35319	2.97%
7	华阳集团	28507	2.39%

Nippon Seiki

Continental

Denso

E-LEAD

以上数据统计，包含C-HUD、W-HUD。

注：数据来源于2020年1月-12月新车上险量、新车公告车型配置（包括汽车制造商官网披露的新车配置）及高工智能汽车研究院数据调研及统计。单位：套/辆。

Counterpoint Report :

- The total global embedded HUD shipment will reach 15.6 million by 2025.
- Expect EVs to drive the HUD market because the adoption rate of other smart features like ADAS, connected car technology, and more, being higher than conventional cars.
- In fact, once more L4 autonomous vehicles are introduced in 2023, we expect a rise in the market penetration of HUDs.

DATA BRIDGE Report :

- Automotive HUD market will reach an estimated valuation of USD 5.22 billion by 2027.
- Semi-automatic and electric vehicles will further create new opportunities for the growth of automotive HUD market in 2020-2027.

President Joe Biden took a step toward his goal of slashing greenhouse gas emissions on Thursday with an executive order aimed at making half of all new vehicles sold in 2030 electric, a move made with backing from the biggest U.S. automakers.

The 50% target, which is not legally binding, won the support of U.S. and foreign automakers, which said that achieving it would require billions of dollars in government funding.

Source : <https://news.cnyes.com/news/id/4695901/>

Source : <https://www.reuters.com/business/autos-transportation/biden-set-target-50-evs-by-2030-industry-backs-goal-2021-08-05/>

Forbes Report :

- Head-up displays will become more important as the central conveyor of the information that will be most crucial to drivers as the industry heads further into the era of autonomous driving.
- Head-up displays are going to be the third leg to this stool of autonomous driving and Evs.

Source :

<https://www.forbes.com/sites/dalebuss/2021/04/29/future-of-car-information-lies-in-head-up-display-not-nav-screen/?sh=52dac05c2548>

New energy vehicles have HUD by models in China:

Car Makers	Model	Car Makers	Model	Car Makers	Model
吉利	幾何A	領克	09	北京奔馳	EQA
	幾何C		ZERO Concept		EQB
一汽紅旗	E-HS3	Smart	HX11	廣汽本田	皓影 銳•混動e+
長城汽車	摩卡PHEV		HC11	大眾	ID. ROOMZZ
	瑪奇朵	奧迪	Q5 e-tron	上汽大眾	ID. 3
	沙龍		e-tron GT	東風日產	Ariya
	拿鐵		RS e-tron GT	凱迪拉克	LYRIQ
極狐	aS華為HI	寶馬	X8	雷克薩斯	NX新能源
理想	X01		i4	沃爾沃	RECHARGE
威馬汽車	Maven		iX	現代	IONIQ 5
蔚來	ET7 150kWh	奔馳	EQS		

Fuel vehicles have HUD by models in China:

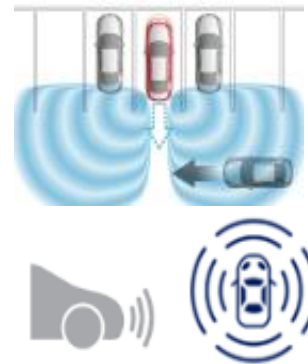
Car Makers	Model	Car Makers	Model	Car Makers	Model
吉利	星瑞	長安汽車	CS55 PLUS 2022款	東風日產	奇駿VC-Turbo
	星越L	領克	CS11-A3	東風雪鐵龍	凡爾賽C5X
	FX11		CX11-A3	豐田	威颯
一汽紅旗	HS5	路特斯	Lambda	廣汽豐田	賽那
	H5	長安福特	CD764	一汽豐田	皇冠陸放
	H7		CDX706		Harrier
	H9		U625ICA	起亞	K8
華人運通	VX1	寶馬	X5	上汽奧迪	A7L
	HA1	大眾	Arteon		
恒大	LX11		蔚攬R-Line		
	LS11	一汽大眾	高爾夫GTI		

Image Warning System



- BSD**
 – Blind Spot Detection
FCW
 – Forward Collision Warning
LDW/LKW
 – Lane Departure Warning/Keep Warning
MOD
 – Motion Object Detection

Radar Warning System



- BSD**
 – Blind Spot Detection
FCW
 – Forward Collision Warning
LDW/LKW
 – Lane Departure Warning/Keep Warning
MOD
 – Motion Object Detection



- Parking Assist**
 360° Surround View
Night Vision camera
 Head-Up Display

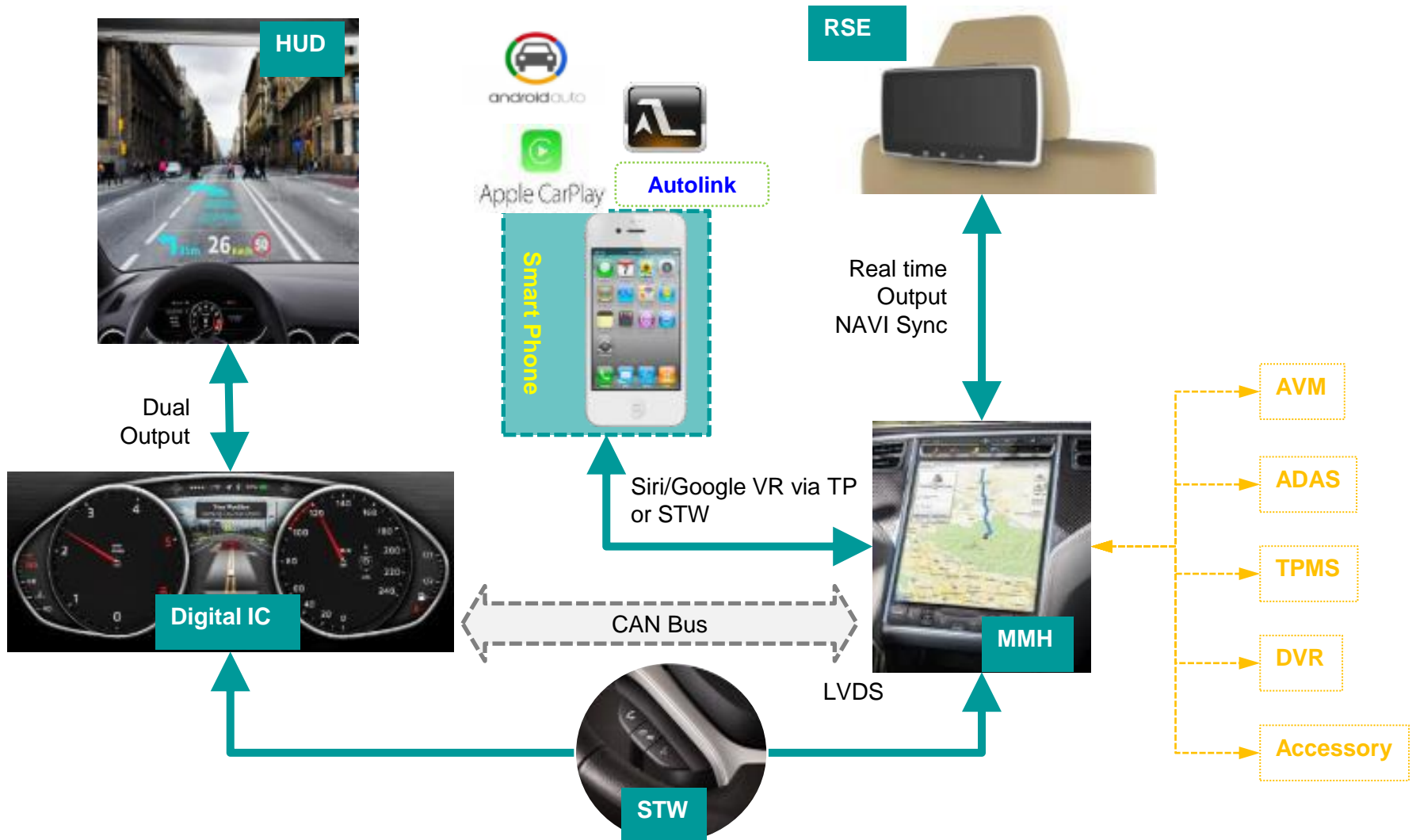
Image Driver Assist



- ACC**
 –Automatic Cruise Control
AEB
 –Automatic Emergency Break
PA
 –Parking Assist

Autonomous Driving

E-LEAD INFOTAINMENT Product Line



Thank you



Q & A