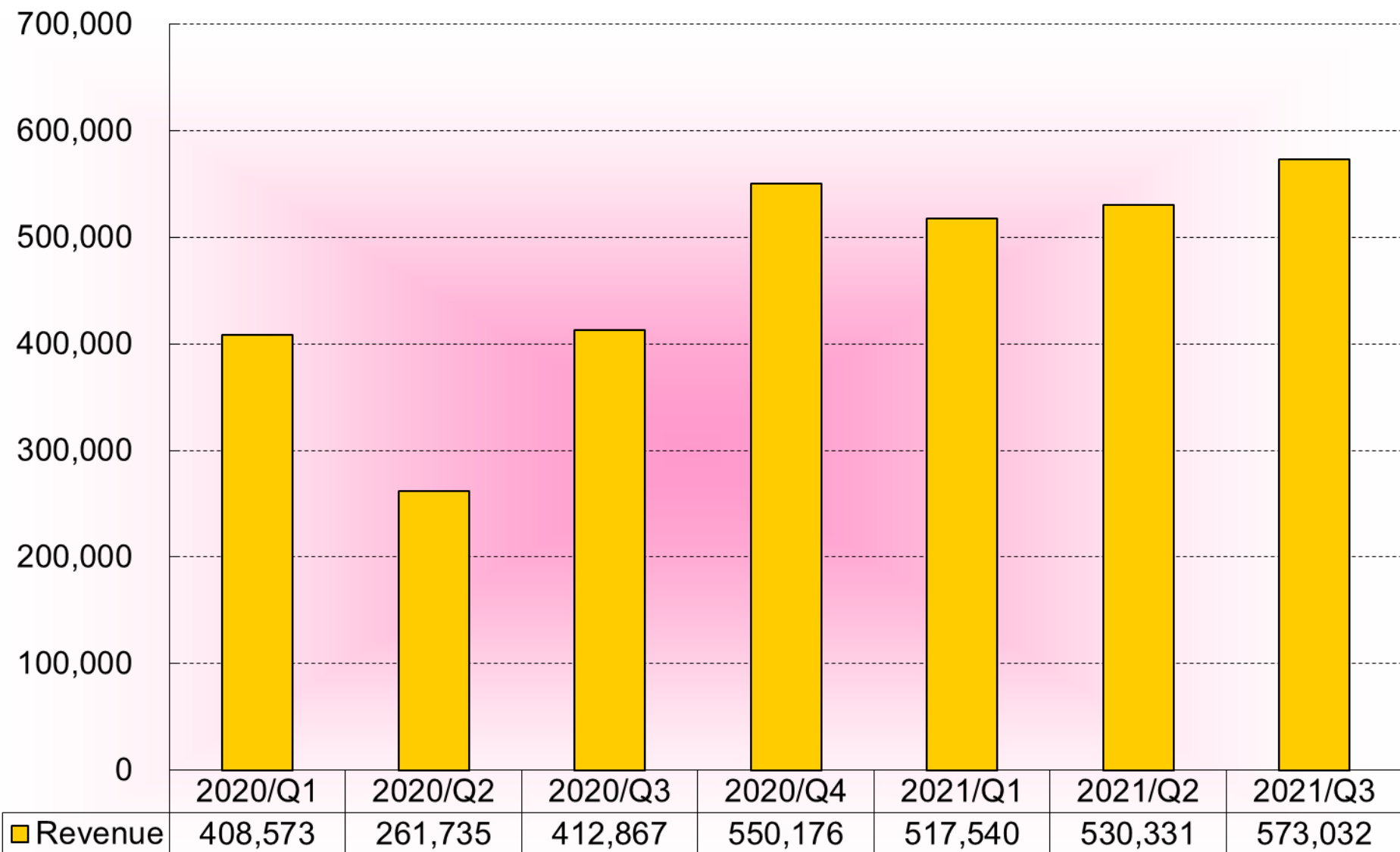


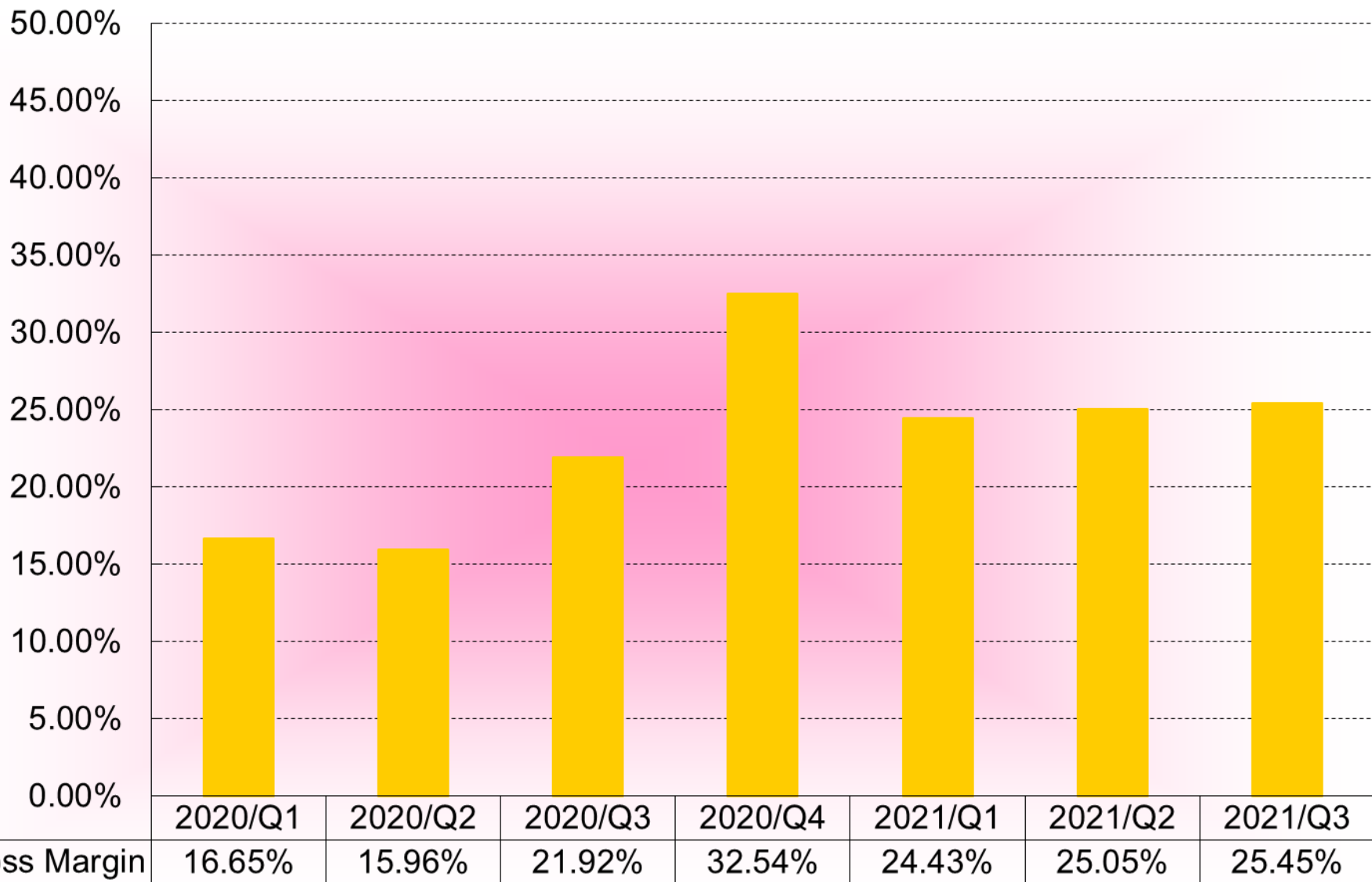
# E-LEAD ELECTRONIC CO., LTD.



- The information contained in this document has been prepared by E-Lead Electronic Co. Ltd. (the "Company") and the content information does not denote nor imply in the representation, nor any warranties as to, or in relation to, reliability, accuracy, completeness of the information or any revision thereof. The information is made available to public as to the nearest dynamic changes at the time of publication created, the liability therefore is expressly disclaimed. Accordingly, neither the Company nor any of its shareholders, agents, or representatives take any responsibility for, or will accept any liability (whether errors of omissions or negligence) for any of the content information or the information contained herein to howsoever arising, from the use of this Presentation.
- This Presentation includes certain statements that may be deemed “forward-looking statements” and expectation with vision. All statements and outlook in this discussion address future activities, events or developments that the Company expects are based on the uncontrollable pre-conditions. Thus, any interested party or its advisers shall understand factors that could cause actual results to differ materially from those in forward-looking statements.

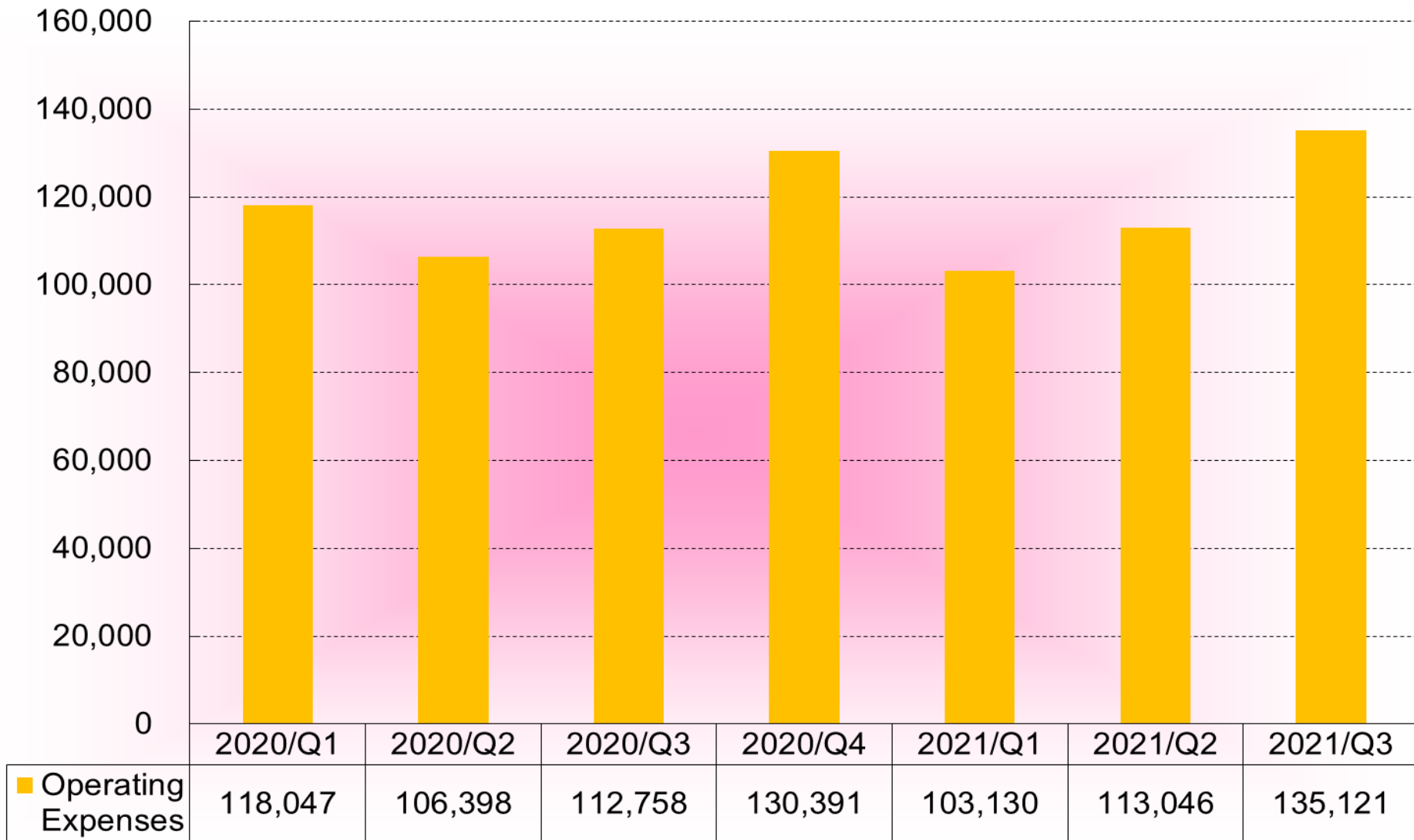
UNIT: NT\$ thousand



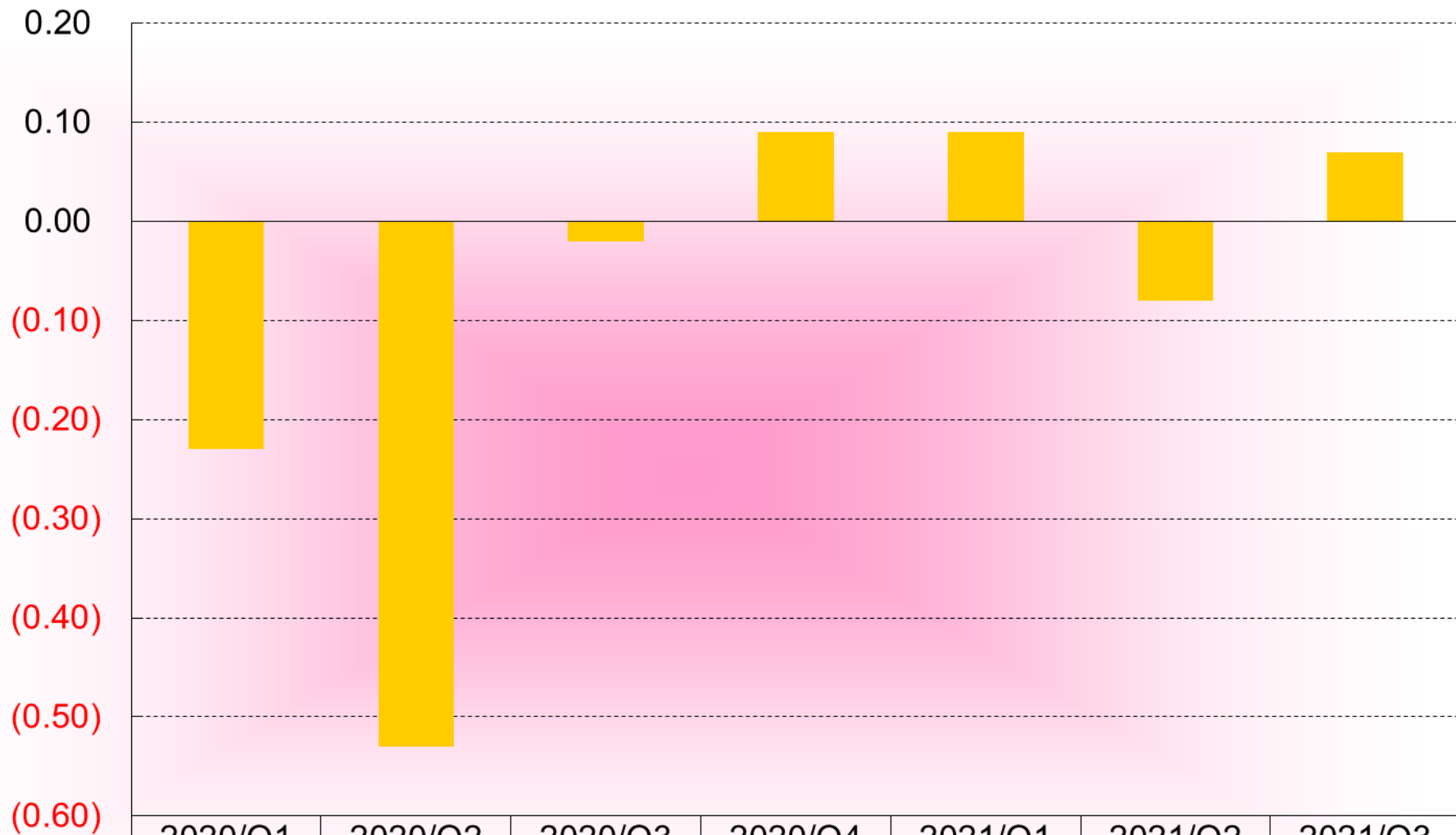


# E-LEAD Financial Status – Operating Expenses

UNIT: NT\$ thousand



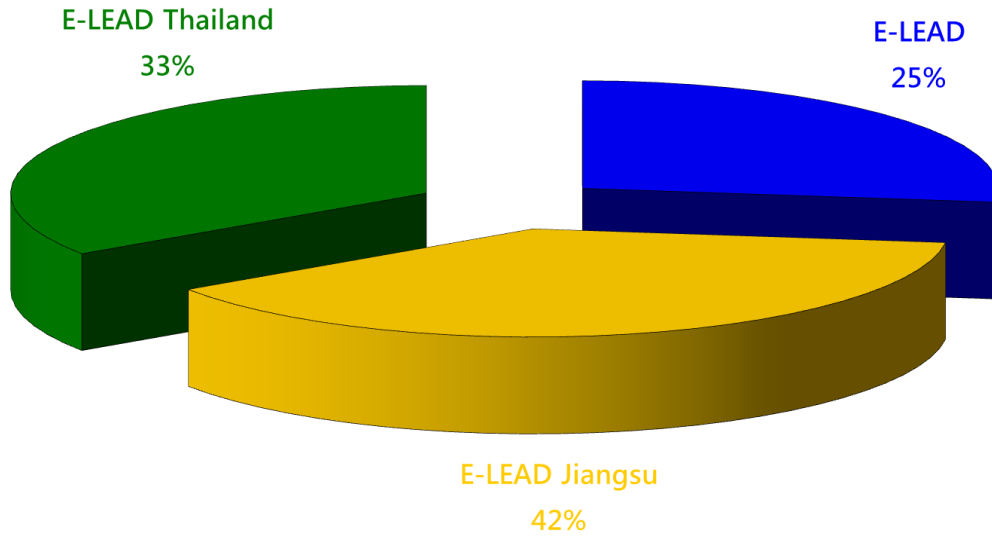
UNIT: NT\$



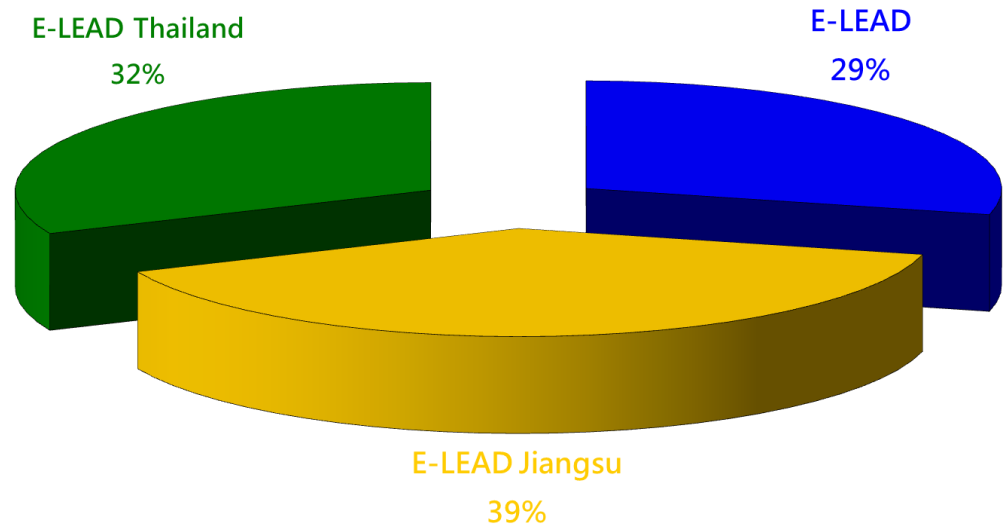
■ Basic EPS

# E-LEAD 2021 Q1-Q3 Revenue By BU

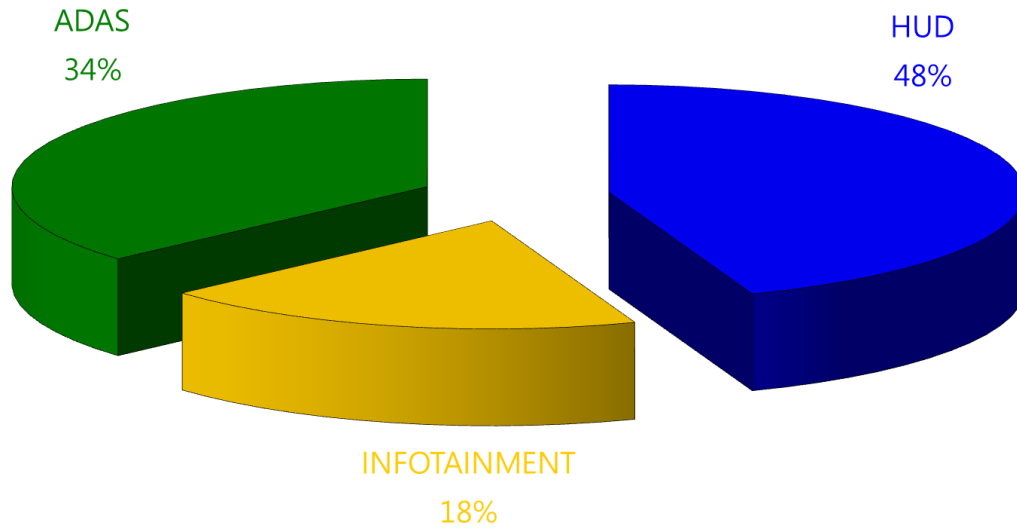
## 2021 Q1-Q3 Revenue By BU



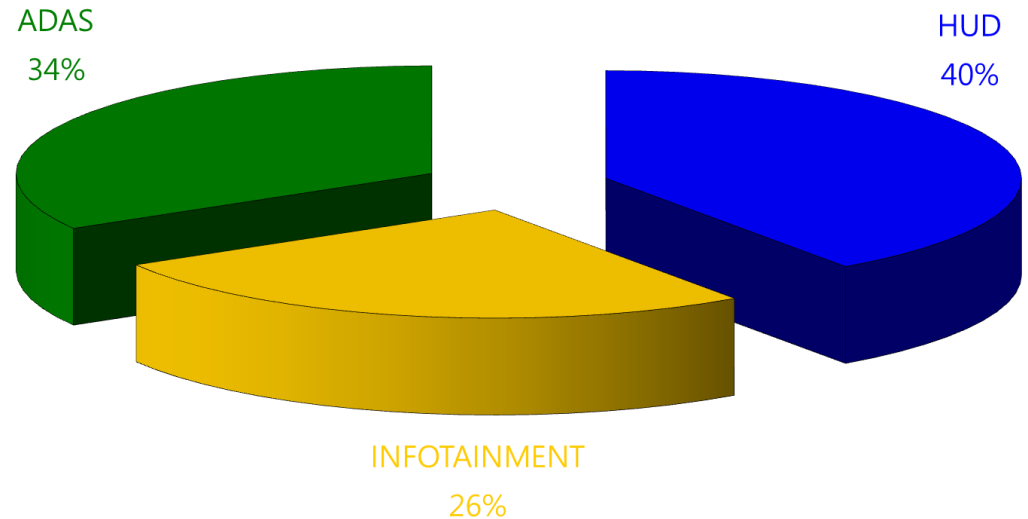
## 2020 Revenue By BU



## 2021 Q1-Q3 Sales Portfolio



## 2020 Sales Profolio





## E-LEAD

### 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, Around View  
Monitoring System (AVM) 、  
Blind Spot  
Monitoring(BSD),  
Car Wireless Charger

Car  
Accessories

Optical  
related merchandises

## E-LEAD Jiangsu

### Suzhou

**R&D**

**SMT line X 2**

**HUD Circle Assembly  
line x 2**

**Certificated:**

IATF16949  
ISO 14001  
ISO 45001



WHUD / AR HUD

## E-LEAD Thailand

### Thailand

**SMT line X 1**

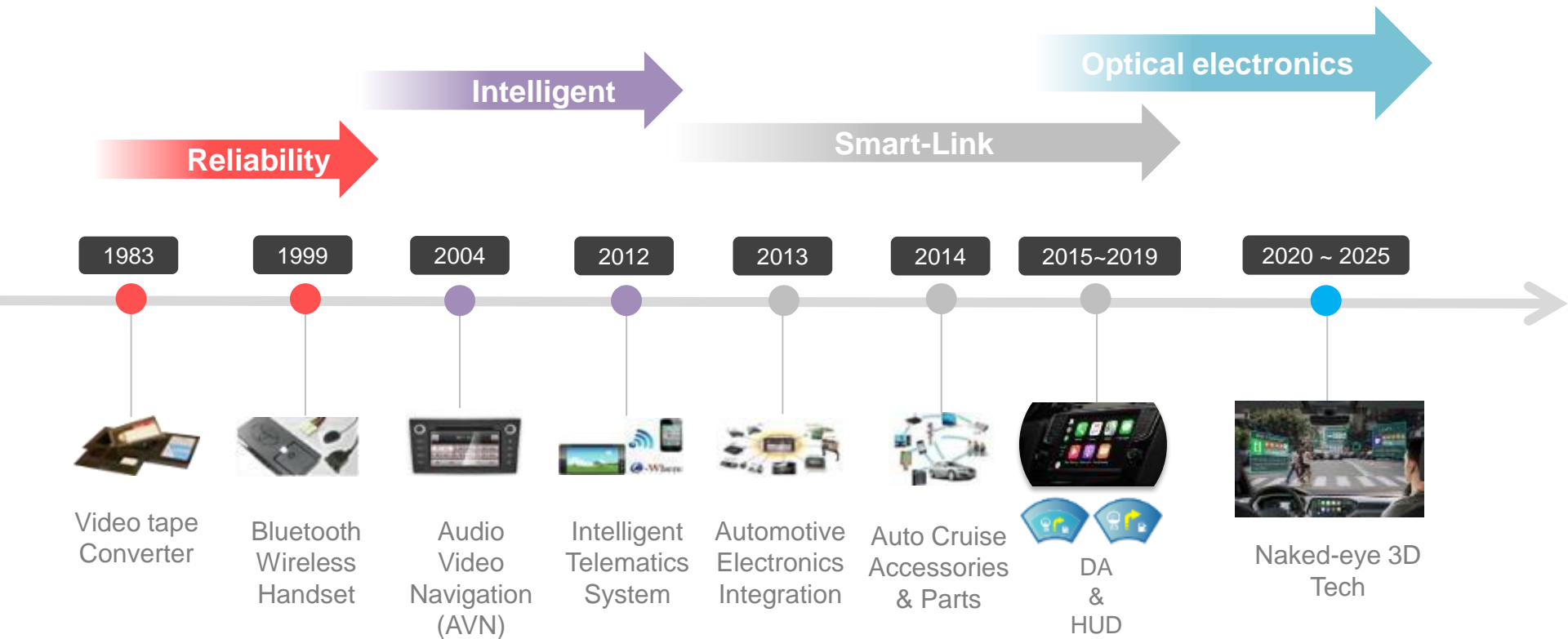
**Assembly line** x 12

**Certificated:**

IATF16949  
ISO 14001  
ISO 45001

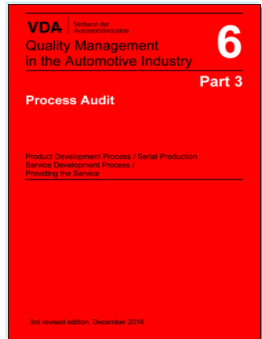


HeadUnit, Around View  
Monitoring System (AVM) ,  
Rear Camera,, Rear Seat  
Entertainment (RSE), Car  
Wireless Charger





**IATF 16949**

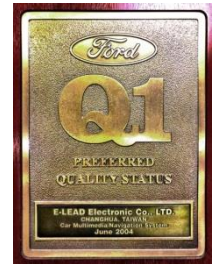


**VDA QMC**

**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



**INFOTAIN-  
MENT**

Product Variation  
in Ratio

- **HUD**
- **ADAS**
- **INFOTAINMENT**

Development timeframe for  
OEM is longer.

**OES**

Customer  
Source

**OE for  
Automakers**

Focusing on mid-term and long-term growth with effectiveness by collaboration and development with automakers.

- Mainland China

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

Chinese branding → Chinese branding + Co-branding

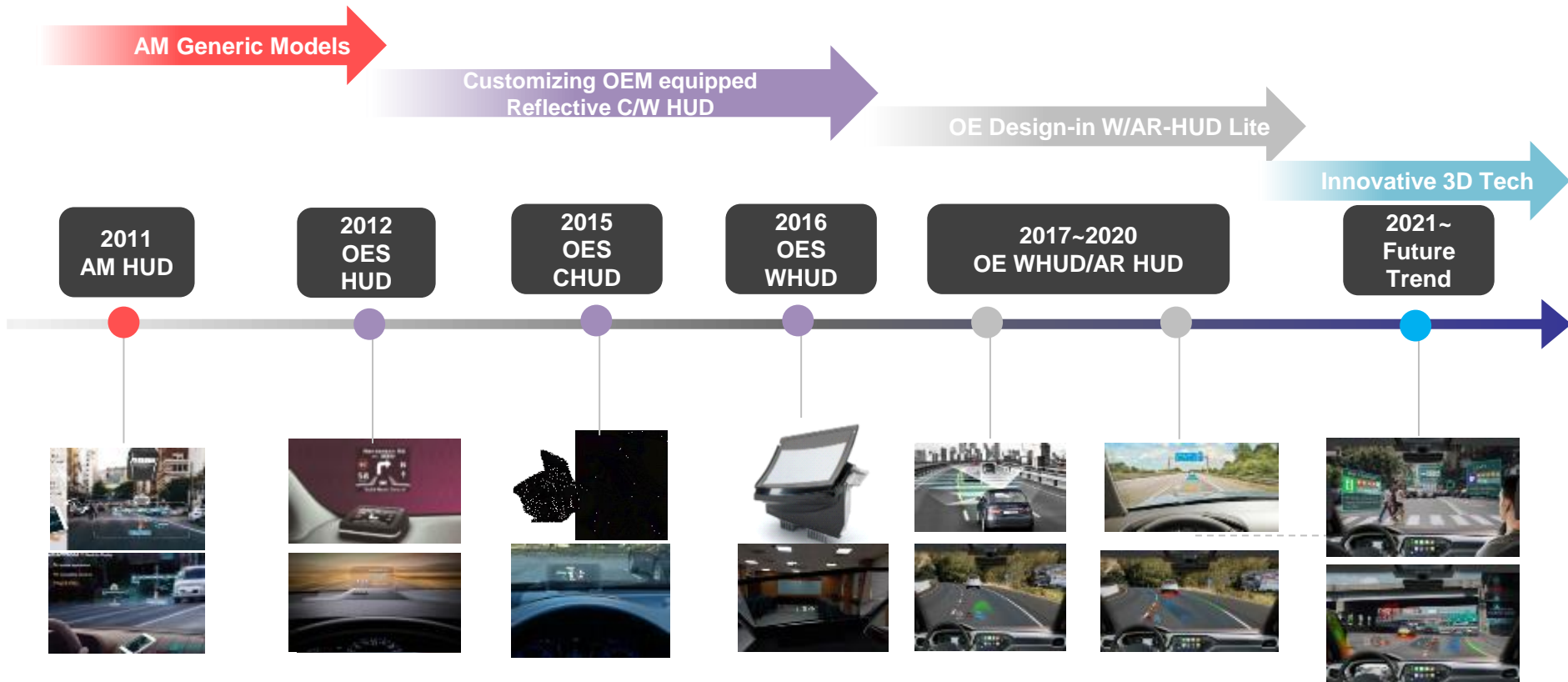
- Taiwan & South East Asia

INFOTAINMENT /  
ADAS



- Europe & America

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



According to *Counterpoint Research Report* :

- The total global embedded HUD shipment is estimated to reach 15.6 million by 2025.
- Expect EV owners driving up to the HUD market due to advanced featured equipment such as ADAS, IOT connected technology and so on.
- Once L4 auto-pilot vehicles are ready for market in 2023, we expect a rise of penetration of HUDs to go up in the market.

According to *Data Bridge Market Research*:

- The HUD sales will go as high as US\$5.22B.
- Semi-auto-pilot vehicles and electric vehicles are the major driving power to boost up HUD growth sales.

President Biden signed an Executive Order: Expect to Increase sales of electric vehicles up to 40-50% by 2030.

Biden's goal is not legally bind, but it definitely won the support from major automakers from the US and international communities.

According to *Forbes Magazine* :

- HUD is a major equipment in offering drivers with road conditions in the auto-pilot vehicles.
- HUD is going to be the pillar for auto-pilot and electric vehicle industries.



# 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.



## VPA : Virtual Personal Assistant

### Voice Activation



Voice activation was applicable in earliest AI control for vehicles.

### Visualization



With the humongous increase in needs of multi-media, information, road condition, weather, and diverse informatization in telematics applications, personal assistant services are becoming a trend.

### Integration



Integrating ARHUD availability from providing safety to all new driving experience, and from roadway to the interior applications within a vehicle.

### All-in-one Services



As auto-pilot technology is getting matured, intelligent personal assistant with AI interaction is becoming the only available port to link full scaled telematics information with controlling.

Zero-touch deployment

Intelligent Information Display

Fully complete applications with integrated AI

All-in-one port with services

New energy vehicles have HUD by models in China:

Car Makers	Model	Car Makers	Model	Car Makers	Model
Geely	GeometryA	Lynk & Co	09	Beijing Benz	EQA
	GeometryC		ZERO Concept		EQB
Hongqi	E-HS3	Smart	HX11	Guangzhou Honda	BREEZE e+
Great Wall	Mocha PHEV		HC11	General Motor	ID.ROOMZZ
	Macchiato	Audi	Q5 e-tron	Saic Volkswagen	ID.3
	Shalong		e-tron GT	Dongfeng Nissan	Ariya
	Latte		RS e-tron GT	Cadillac	LYRIQ
Arcfox	aS Huawei HI	BMW	X8	Lexus	NX New Energy
Li Auto	X01		i4	Volvo	RECHARGE
Welmister	Maven		iX	Hyundai	IONIQ 5
Nio	ET7 150kWh	Benz	EQS		

Fuel vehicles have HUD by models in China:

Car Makers	Model	Car Makers	Model	Car Makers	Model
Geely	Preface	Changan	CS55 PLUS 2022	Dongfeng Nissan	X-Trail VC-Turbo
	Xingyue L	Lynk&Co	CS11-A3	Dongfeng Cheveron	Citroen C5X
	FX11		CX11-A3	Toyota	Venza
Hongqi	HS5	Lotus	Lambda	Guangzhou Toyota	SIENNA
	H5	Changan Ford	CD764	FAW Toyota	CROWN KLUGER
	H7		CDX706		Harrier
	H9		U625ICA	Kia	K8
Human Horizons	VX1	BMW	X5	Shanghai Audi	A7L
	HA1	Volkswagen	Arteon		
Evergrande New Energy Auto	LX11		Passat R-Line		
	LS11	FAW-Volkswagen	Golf 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

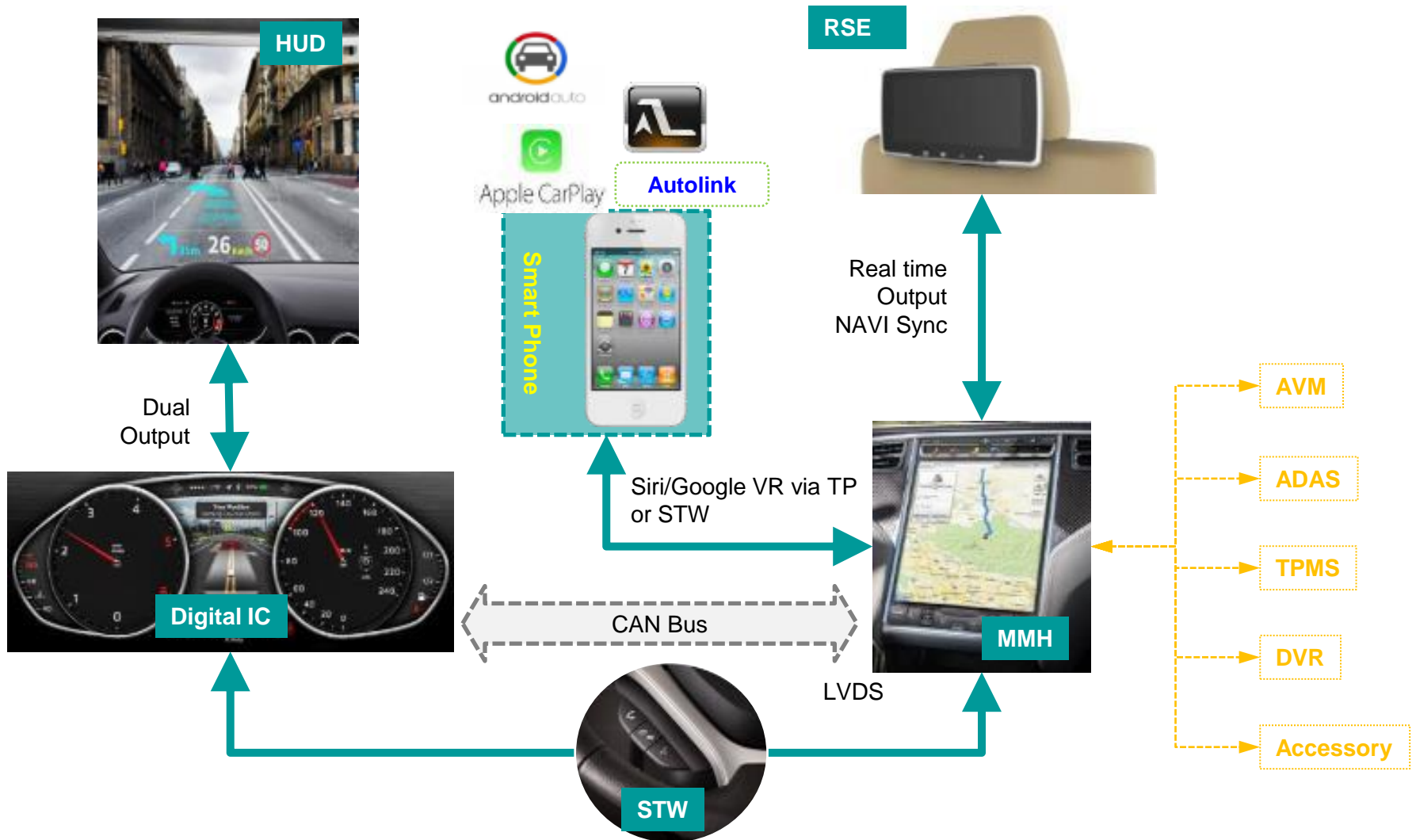
## Image Driver Assist



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

## Autonomous Driving

# E-LEAD INFOTAINMENT Product Line



Thank you



Q & A