

# 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  
**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

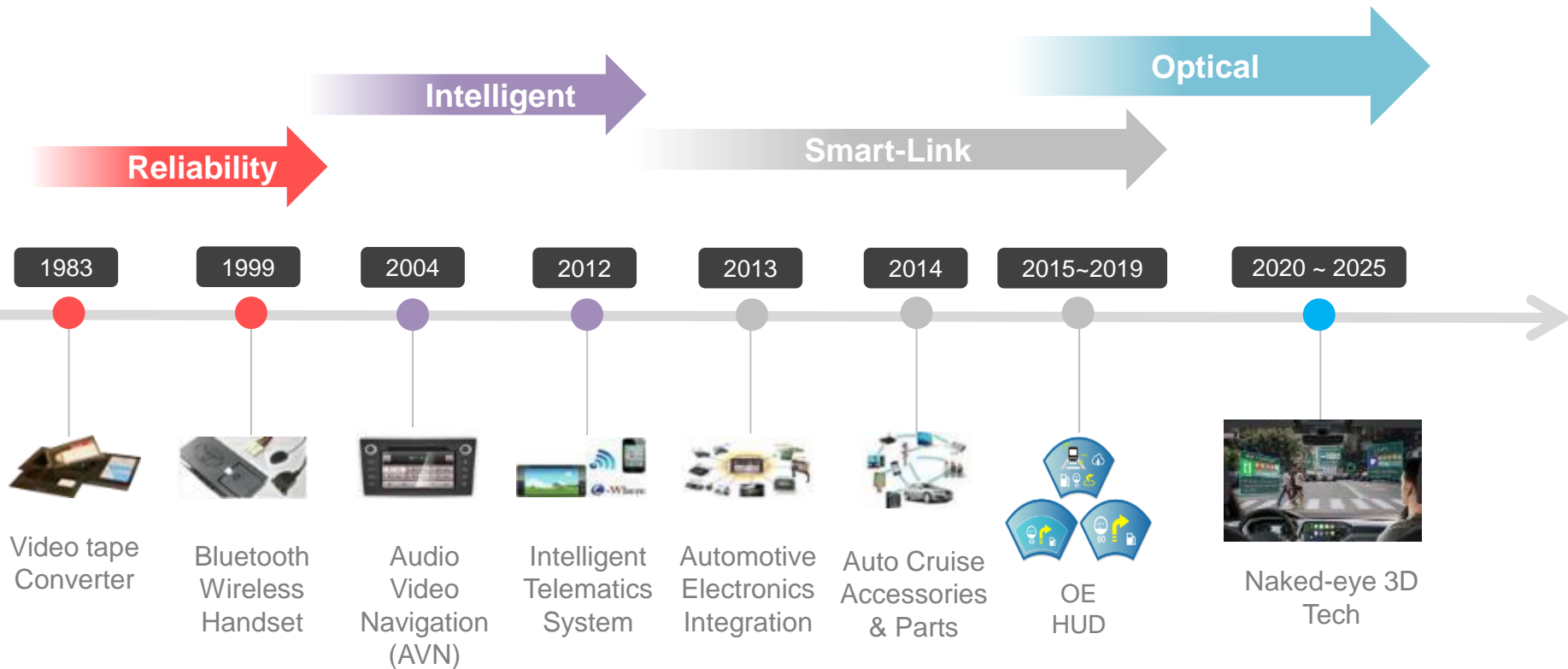
## E-LEAD Thailand

### Thailand

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



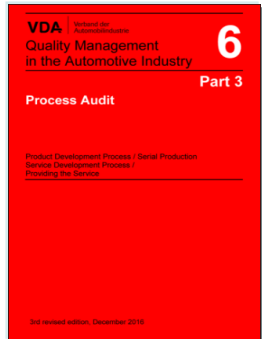
HeadUnit, Around View  
Monitoring System (AVM) ,  
Rear Camera, Rear Seat  
Entertainment (RSE), Car  
Wireless Charger







**IATF 16949**

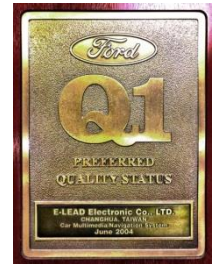


**VDA QMC**

**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  
Profiles

**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

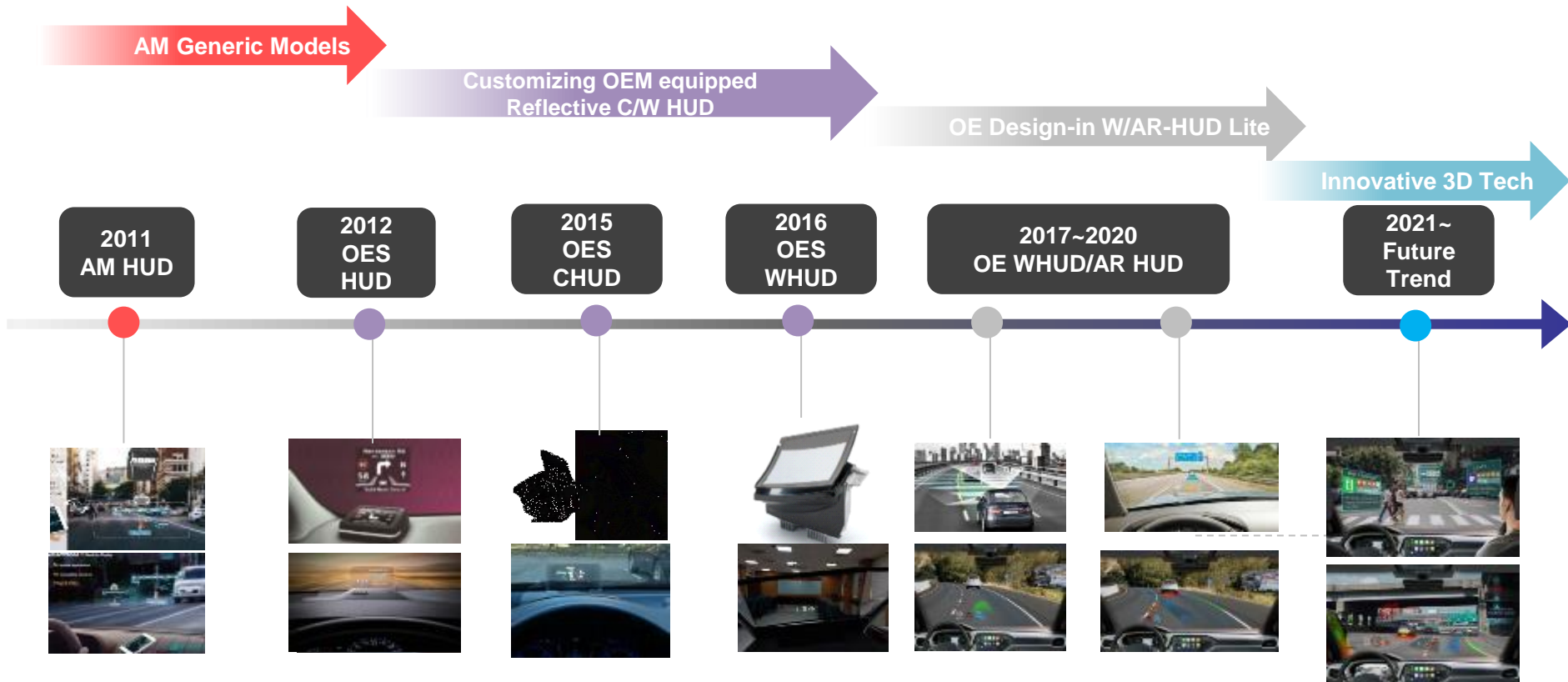
- Taiwan & South East Asia

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 autonomous-driving 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-autonomous-driving 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



## Image Warning System



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

## mmWave Radar Warning System



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



Parking assist w/  
360° Surround view system  
Night vision camera  
head-up Display

## Driver-assist imaging system

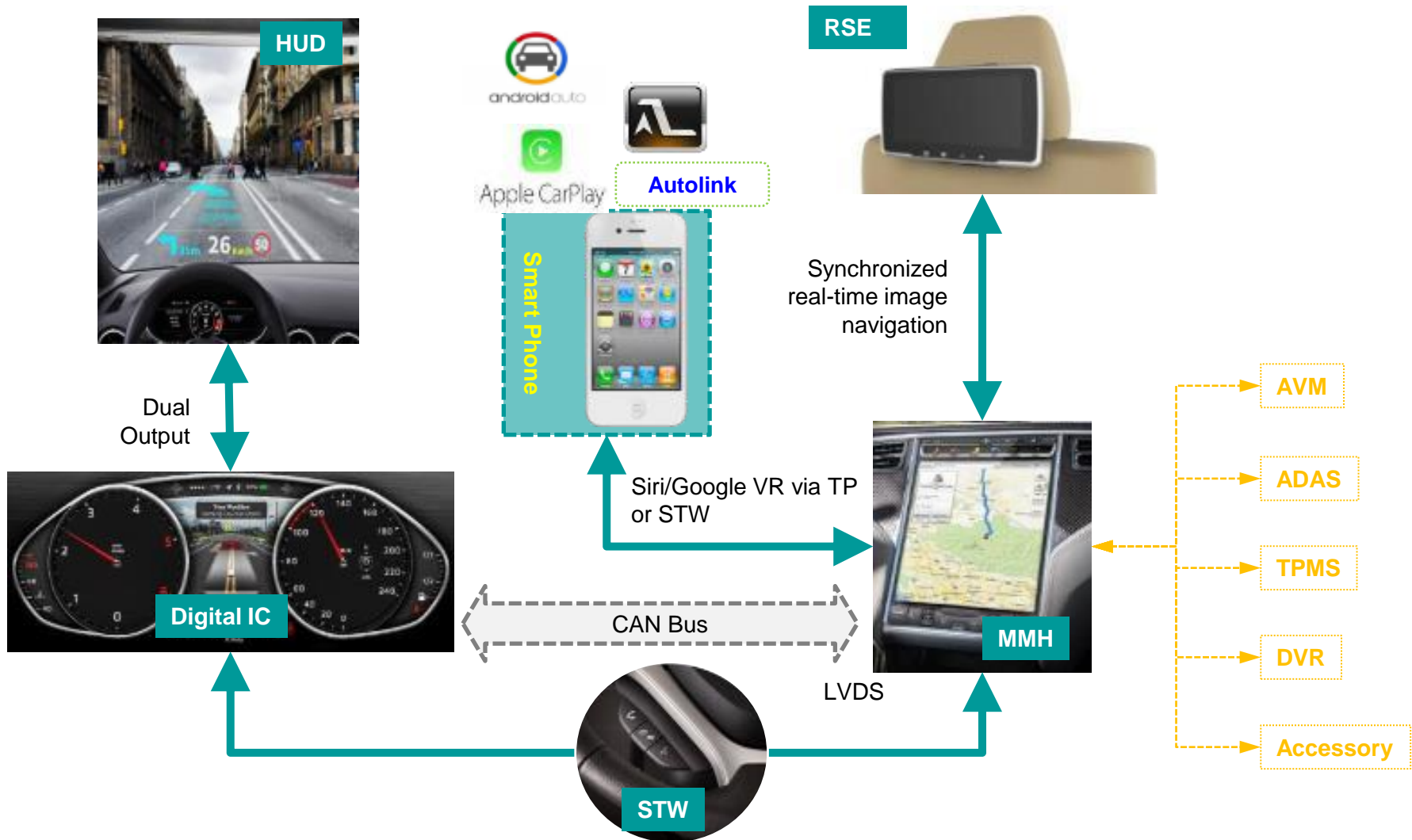


- Automatic Cruise Control (ACC)
- Automatic Emergency Break (AEB)
- Parking Assist (PA)

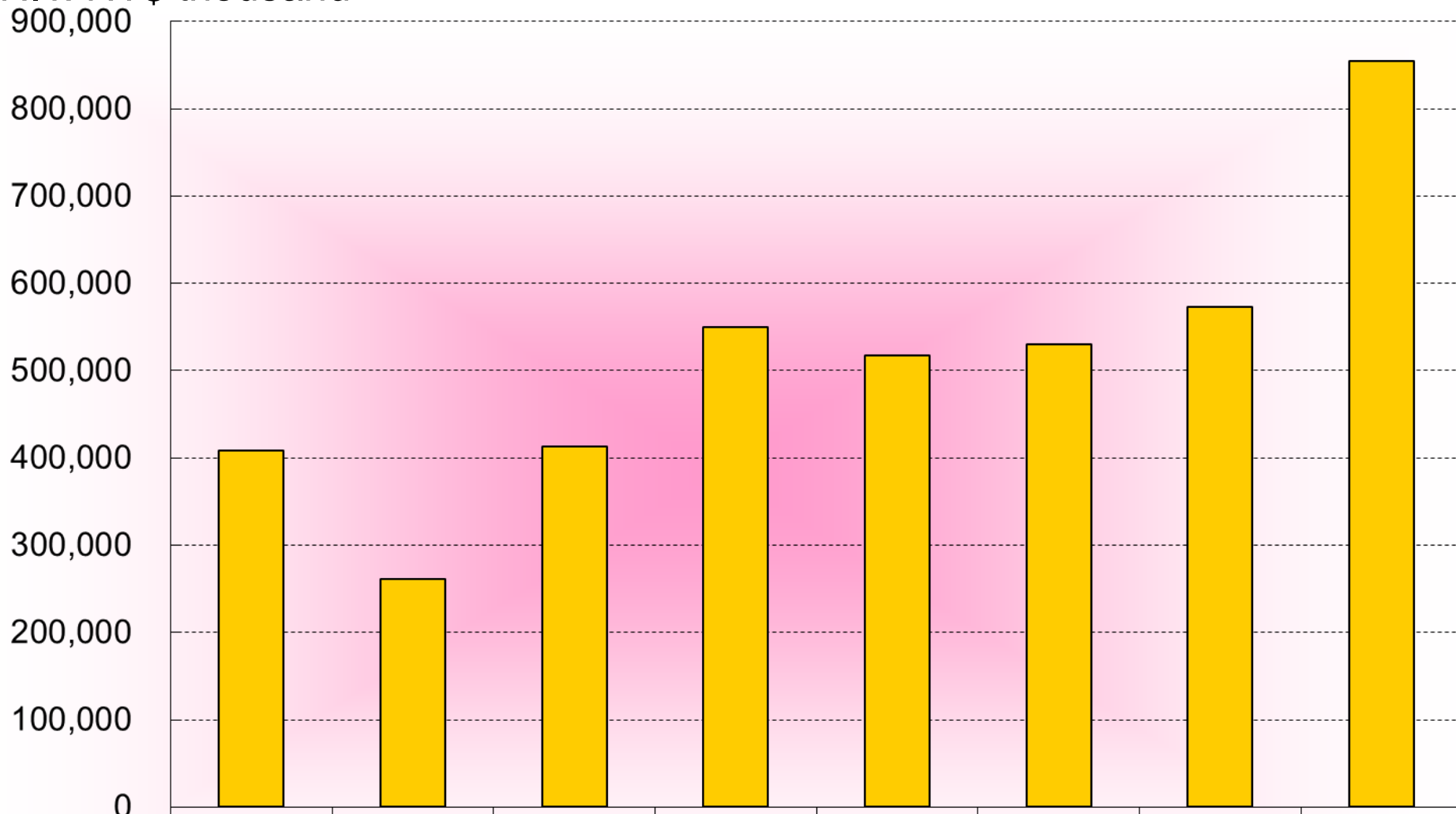
## Autonomous Driving



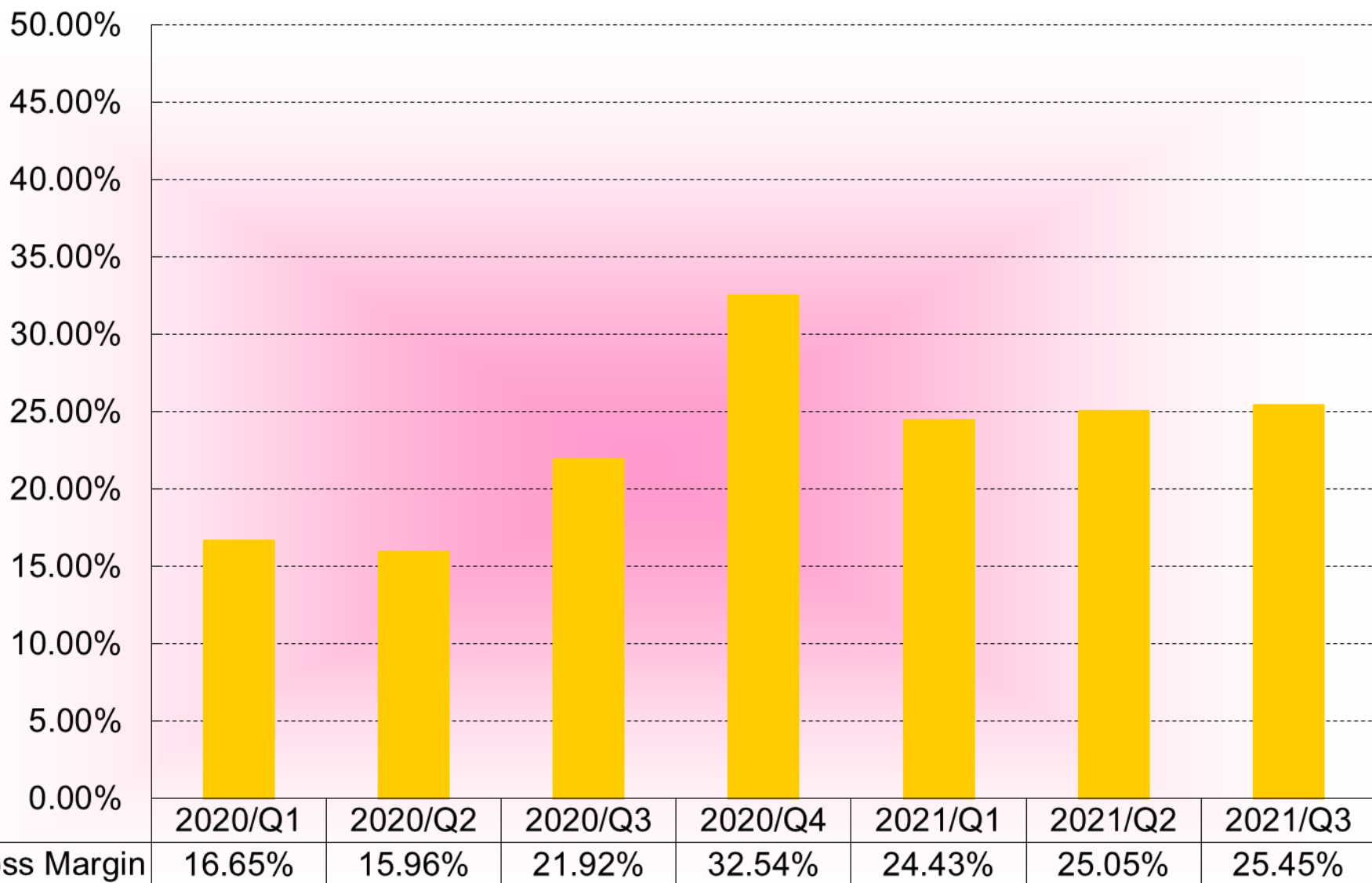
# E-LEAD INFOTAINMENT Product Line



UNIT: NT\$ thousand



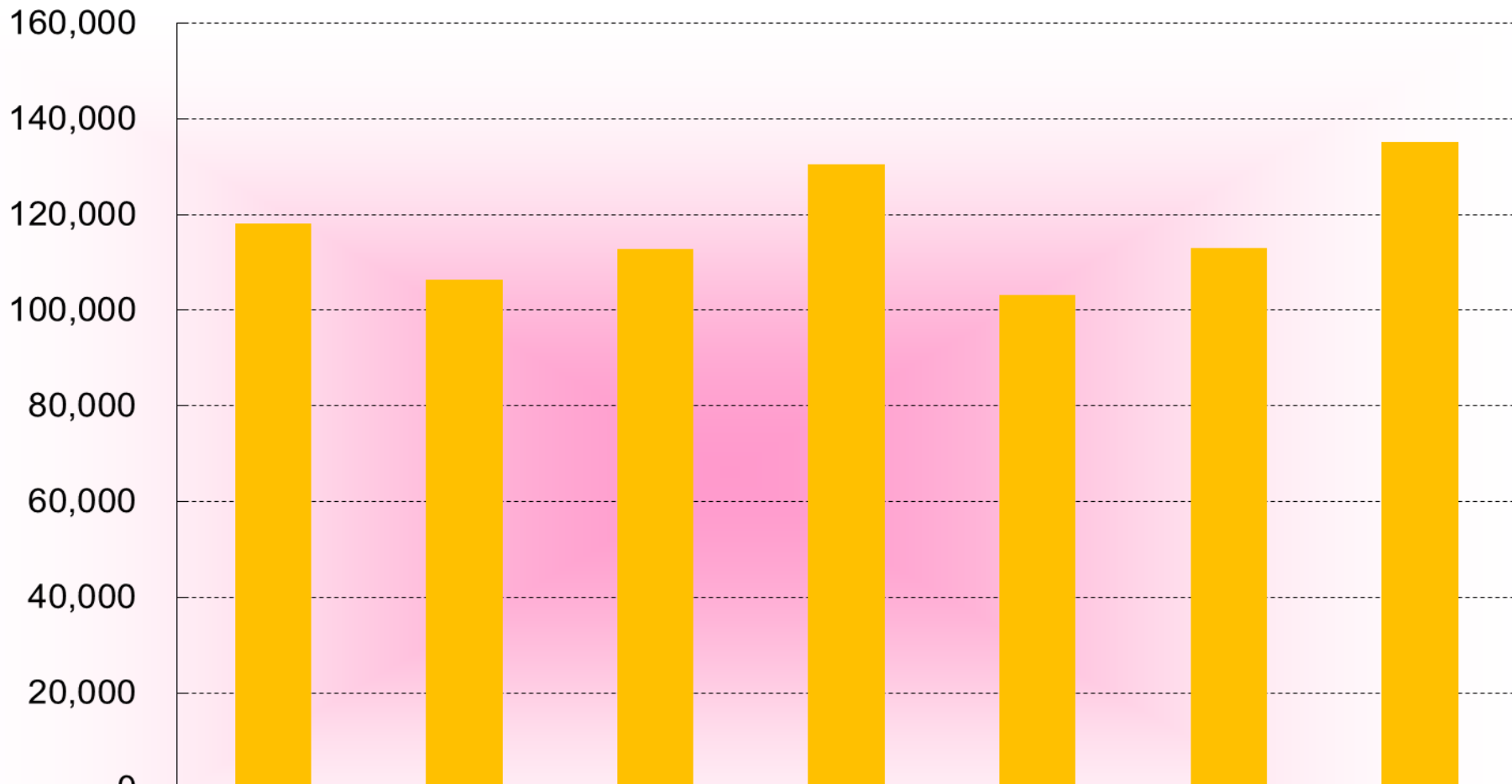
■ Revenue	408,573	261,735	412,867	550,176	517,540	530,331	573,032	854,824
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# E-LEAD Financial Status – Operating Expenses

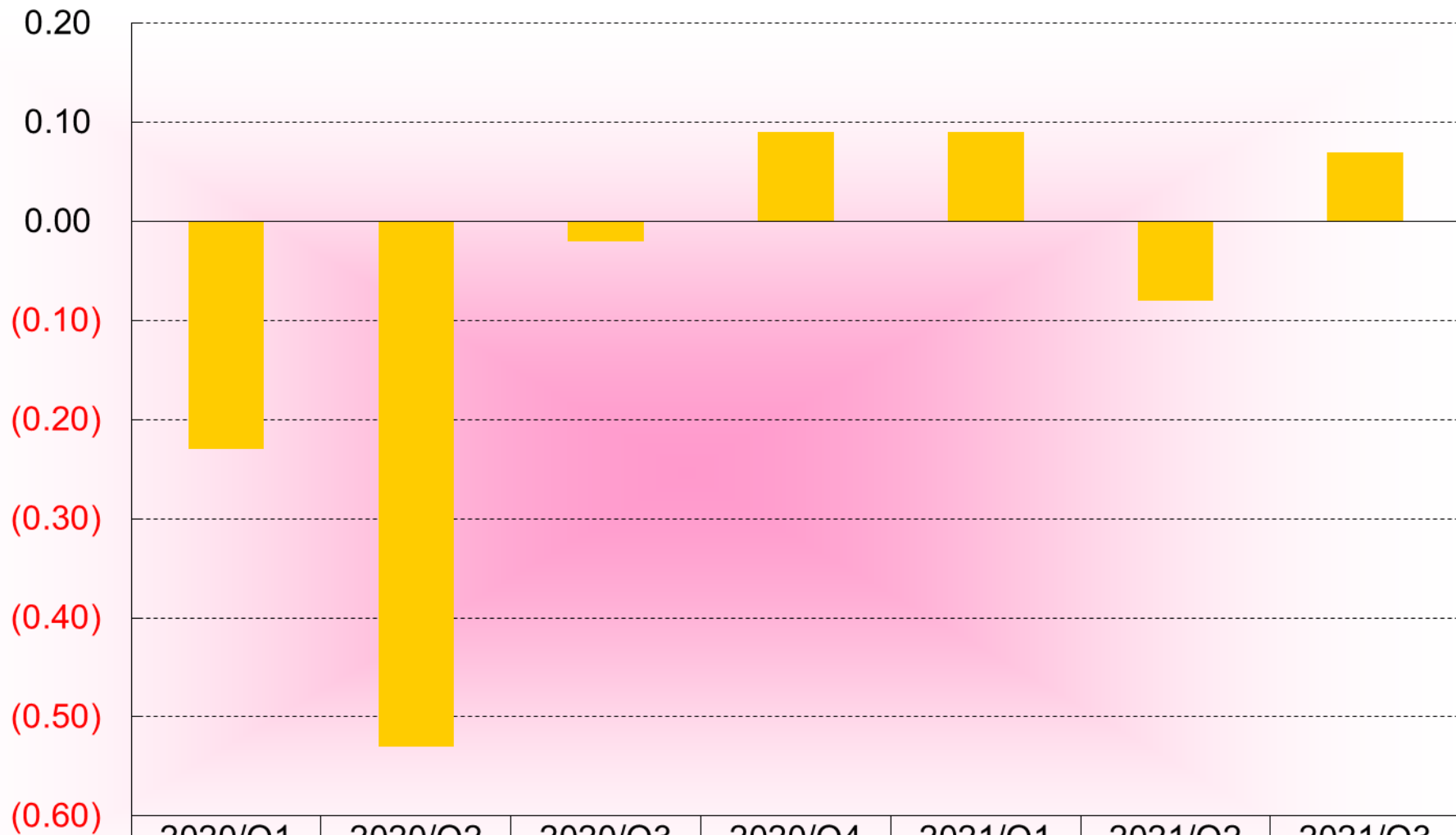
UNIT: NT\$ thousand



■ Operating Expenses

2020/Q1	2020/Q2	2020/Q3	2020/Q4	2021/Q1	2021/Q2	2021/Q3
118,047	106,398	112,758	130,391	103,130	113,046	135,121

UNIT: NT\$

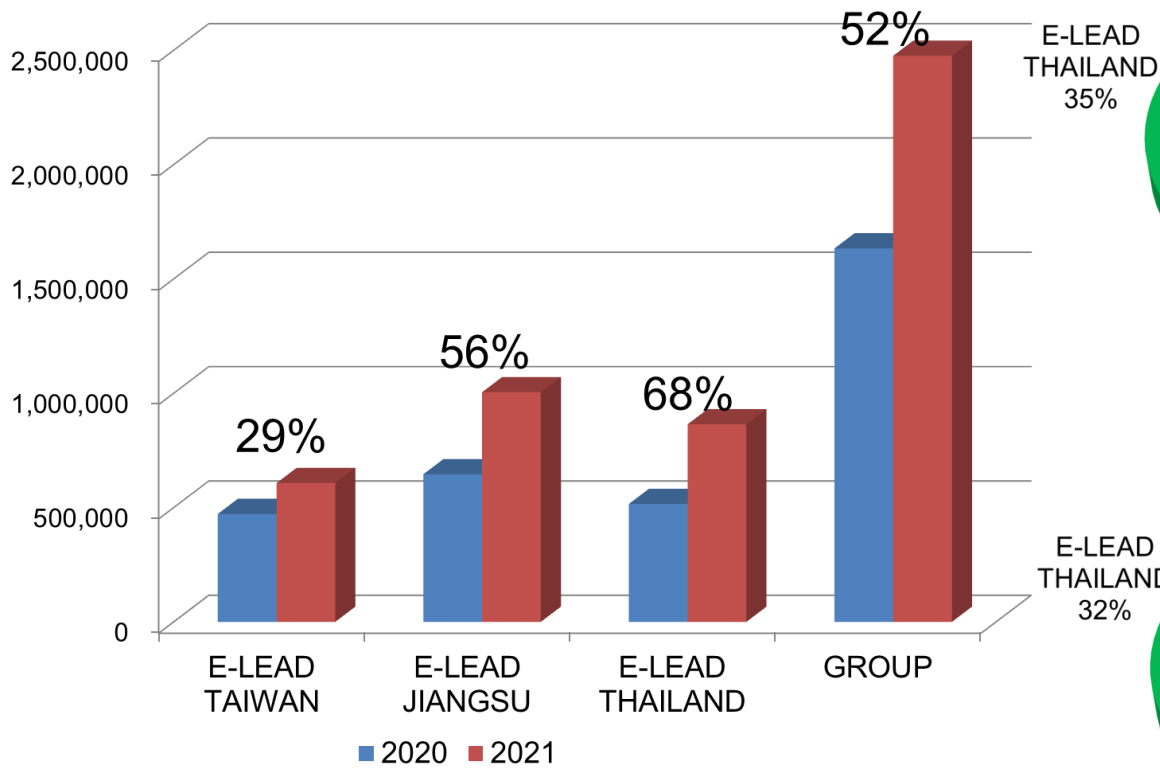


■ Basic EPS



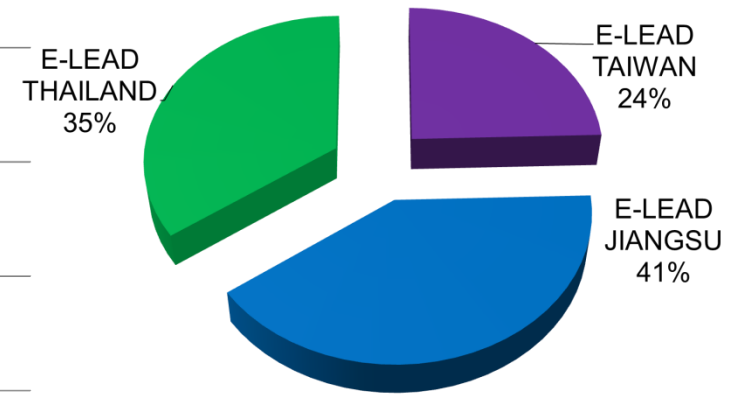
## TREND

UNIT: NT\$  
thousand

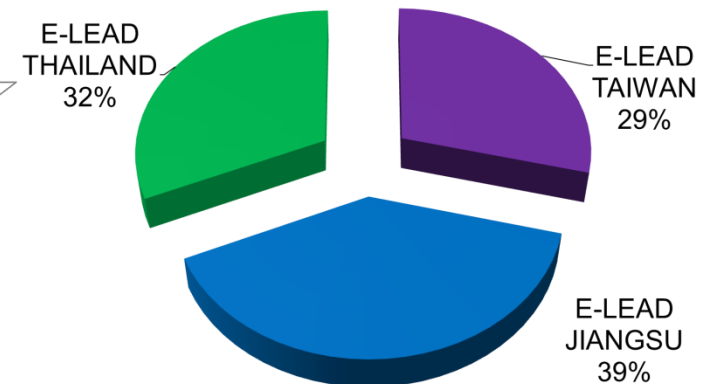


## RATIO

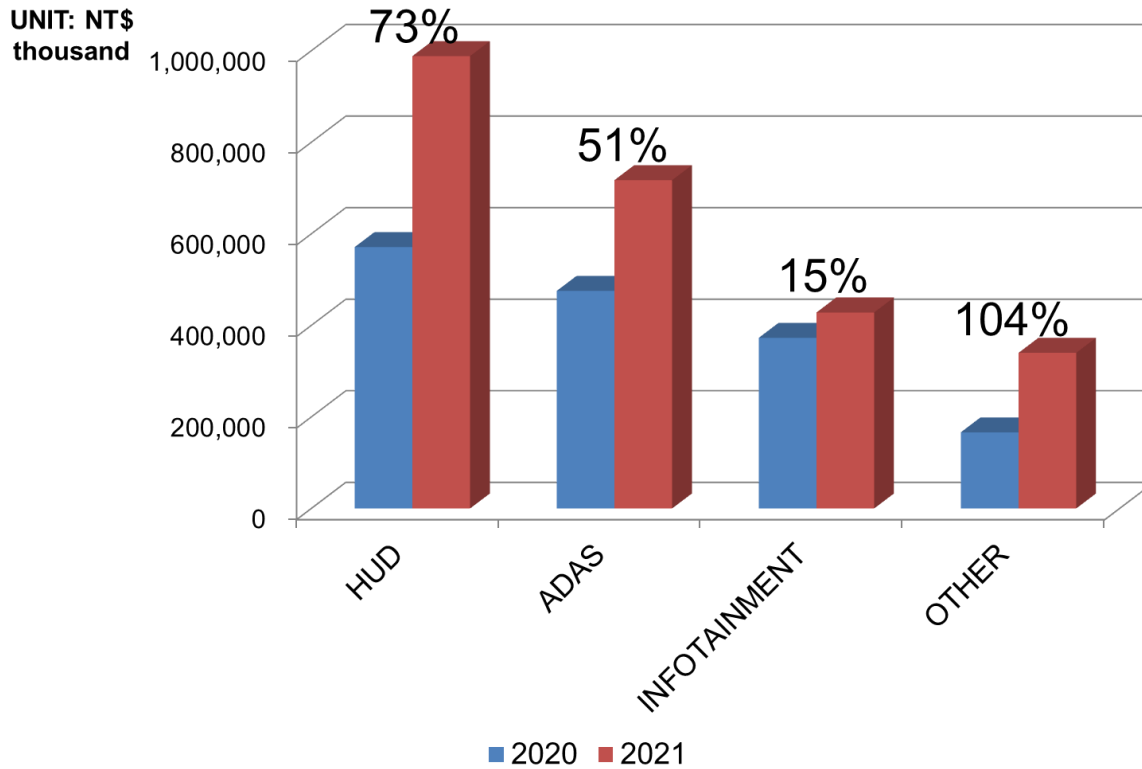
2021 REVENUE BY BU



2020 REVENUE BY BU

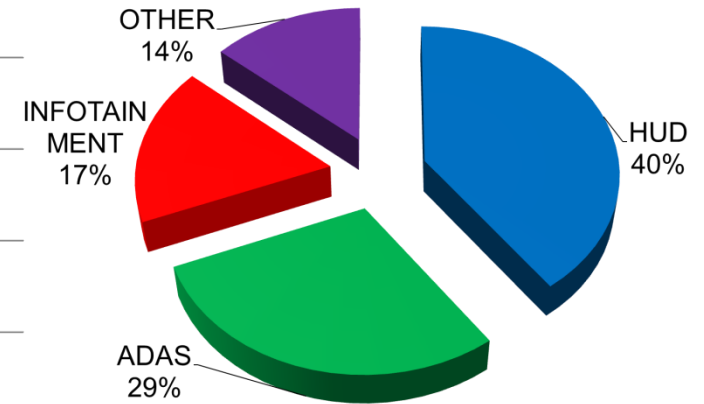


## TREND

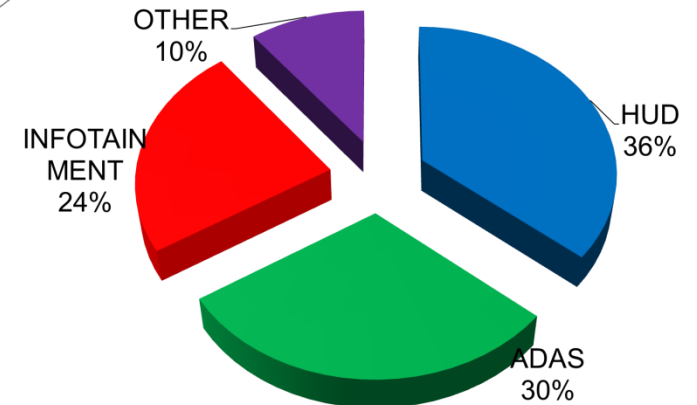


## RATIO

2021 E-LEAD GROUP REVENUE BY PRODUCT

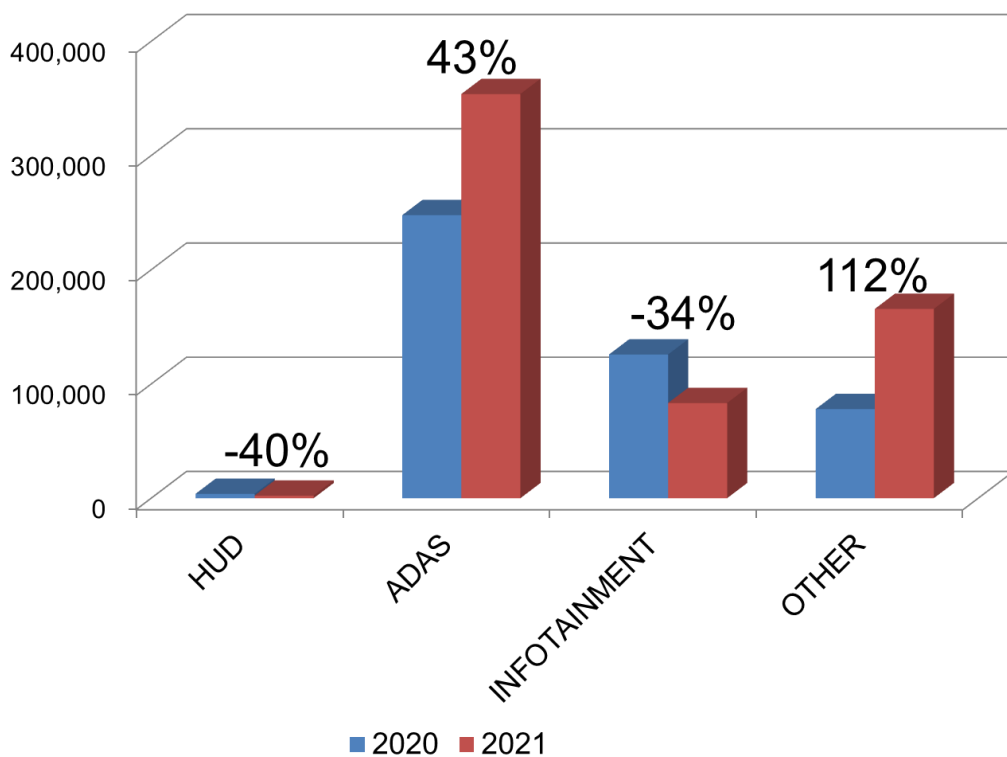


2020 E-LEAD GROUP REVENUE BY PRODUCT



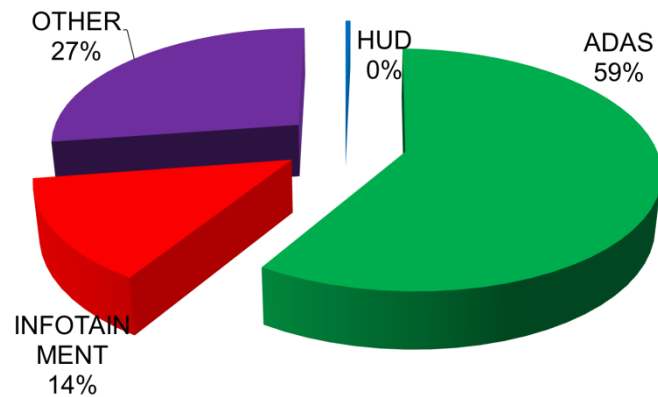
## TREND

UNIT: NT\$ thousand

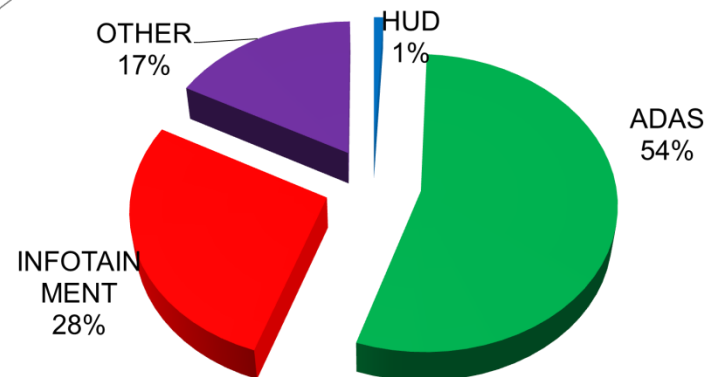


## RATIO

2021 E-LEAD TAIWAN REVENUE BY PRODUCT

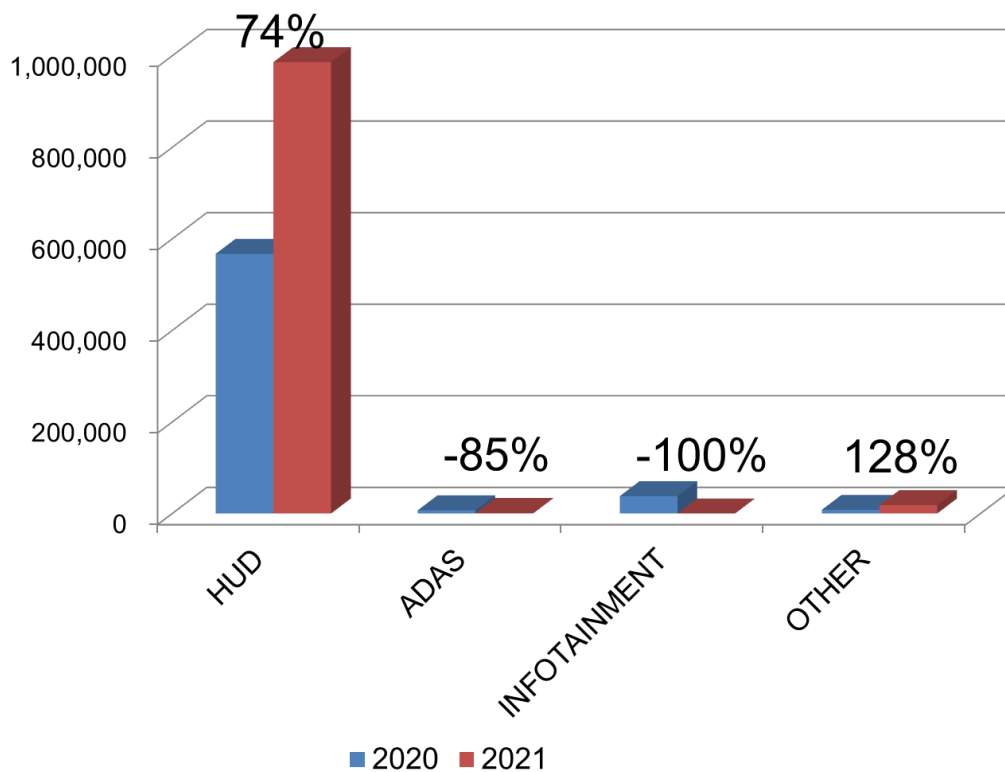


2020 E-LEAD TAIWAN REVENUE BY PRODUCT



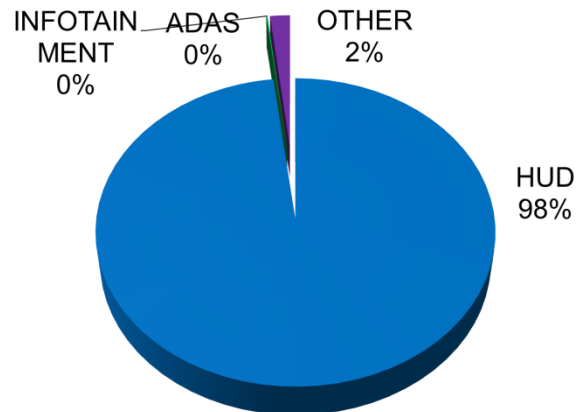
## TREND

UNIT: NT\$ thousand

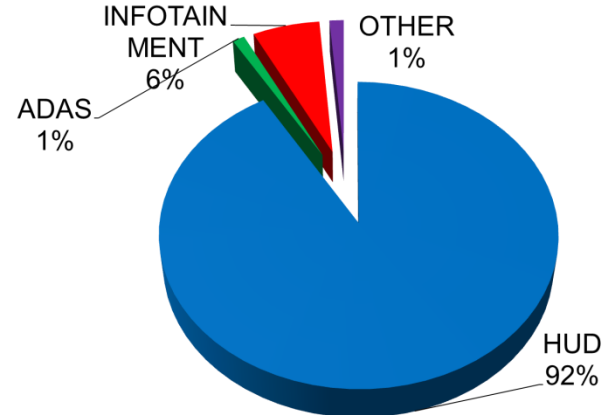


## RATIO

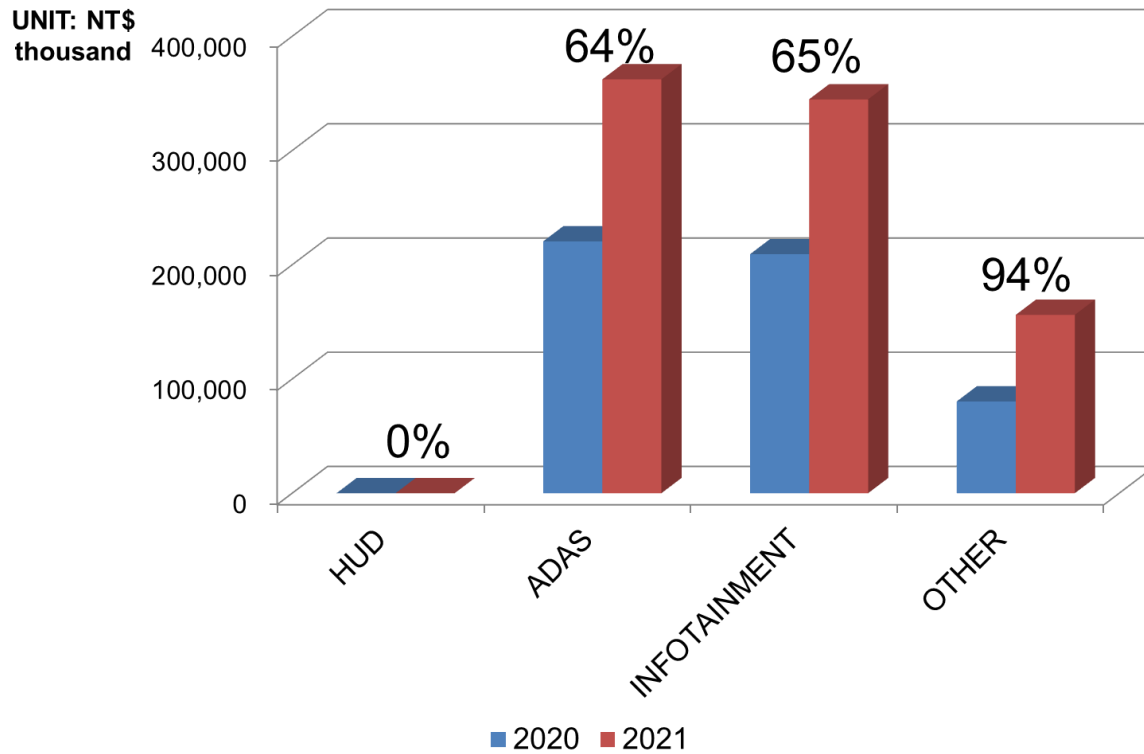
2021 E-LEAD JIANGSU REVENUE BY PRODUCT



2020 E-LEAD JIANGSU REVENUE BY PRODUCT

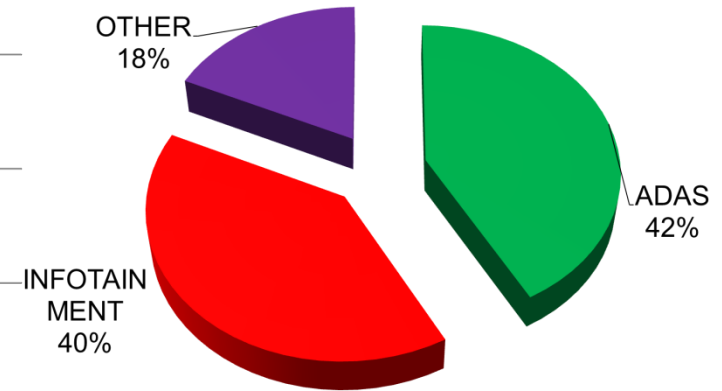


## TREND

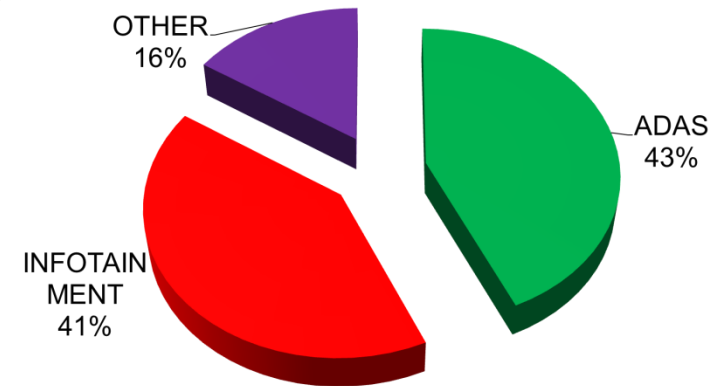


## RATIO

2021 E-LEAD THAILAND REVENUE BY PRODUCT



2020 E-LEAD THAILAND REVENUE BY PRODUCT





Thank you



Q & A