

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 TISAX
ASPICE

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

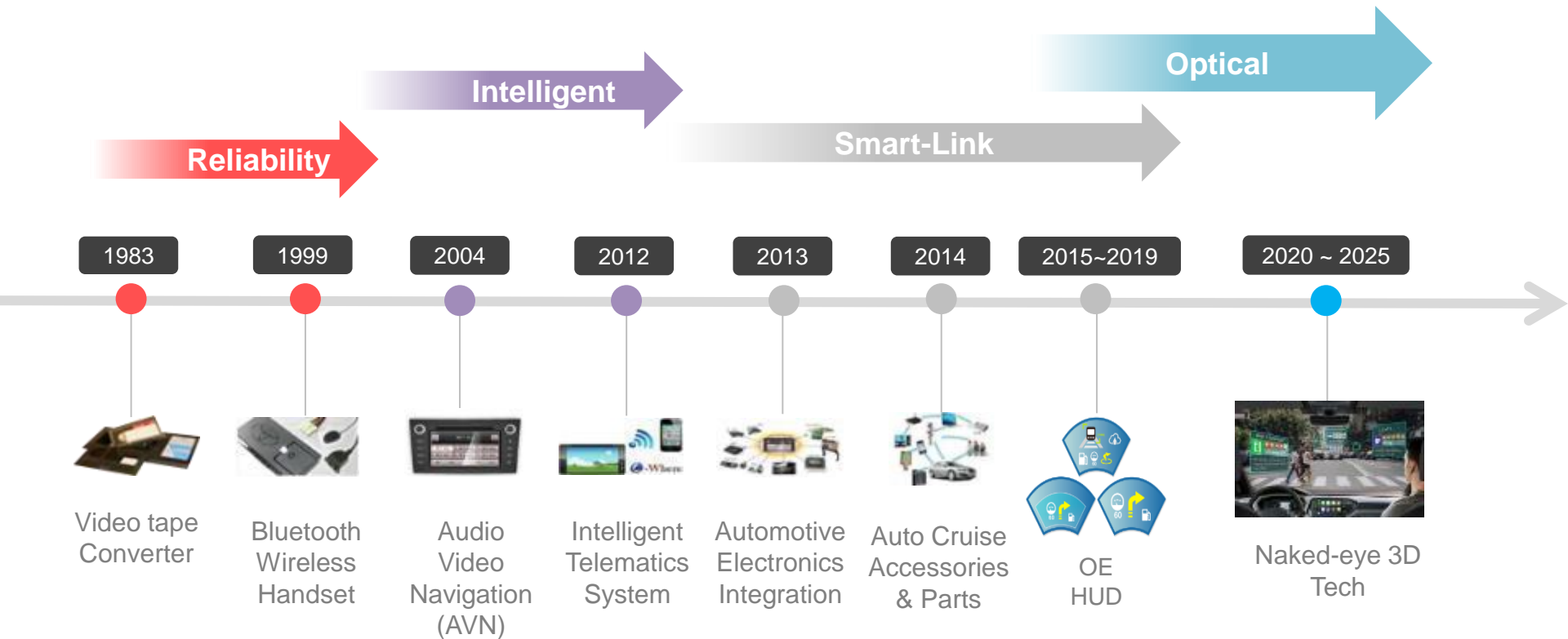
E-LEAD Thailand

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



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
TISAX	Dec. 2021	TUV
ASPICE	Mar. 2022	DEKRA

- Mainland China

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

Chinese branding → Chinese branding + Co-branding

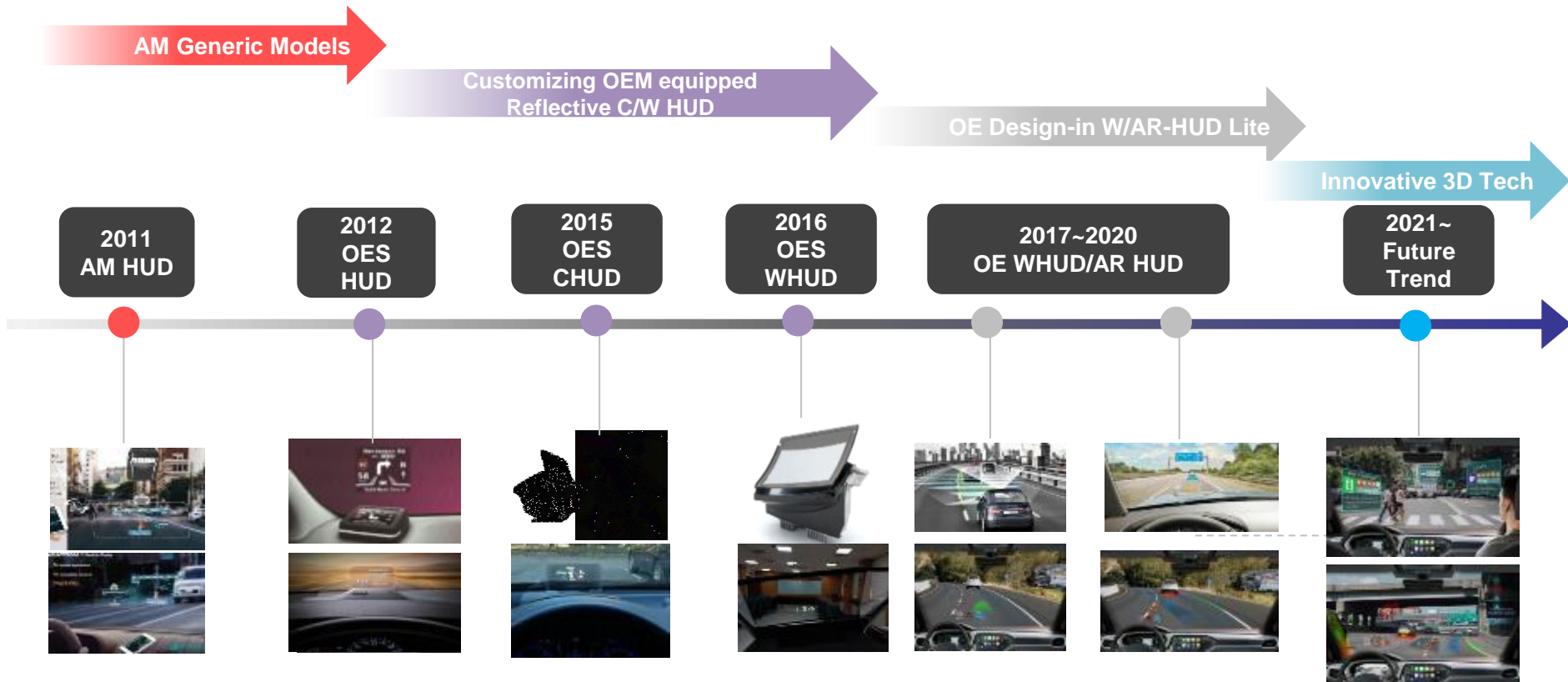
- Taiwan & South East Asia

INFOTAINMENT /
ADAS



- Europe & America

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



According to the High-Tech AI Vehicle Report,

- Based on the auto-insurance data, the passenger cars that equipped with HUD appears to be 1,167,200 vehicles (excluding imports and exports) in China in 2021, and the standard front-end equipment installation rate is about 5.72%.
- Based on the auto-insurance data with further classification on standard HUD installation, the W/AR HUD is 1,094,500 vehicles (front-end equipment installation is over 50,000 vehicles)
- The installation of the front-end HUD is expected to double in 2022.
- Toyota, Volkswagen, and other co-branding manufacturers speed up the installation rate, and fasten the market increase in large scale.

According to the TechNews Report :

- Due to simplicity for display panel design, AR HUD is becoming the mainstreamed equipment.
- The trend of the display panel design is moving towards digitalization, simplification, and customization, and as a result of that, visualization improvement is shifting to reducing engagement of the eyes, and re-location of the display panel to the windshield in the designs.
- Furthermore, AR HUD is replacing some original features on the display panel by selectively projecting critical information within the scope of visualization in parallel to the driver's eyesight.
- Expect that the overcoming of the contrast, volume, FOV, VID, and resolution on the AR HUD would ease up the loading of display panel and the controller.

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.



According to the High-Tech AI Vehicle Report,

- Top 5 Supplier with HUD (W/AR) equipped in China in 2021

Rank	Supplier	Vehicles	Market Shares
1	Denso	430,900	39.37%
2	Foryou	177,100	16.18%
3	E-LEAD	175,200	16.01%
4	Continental	121,300	11.09%
5	Nippon Seiki	101,300	9.25%

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

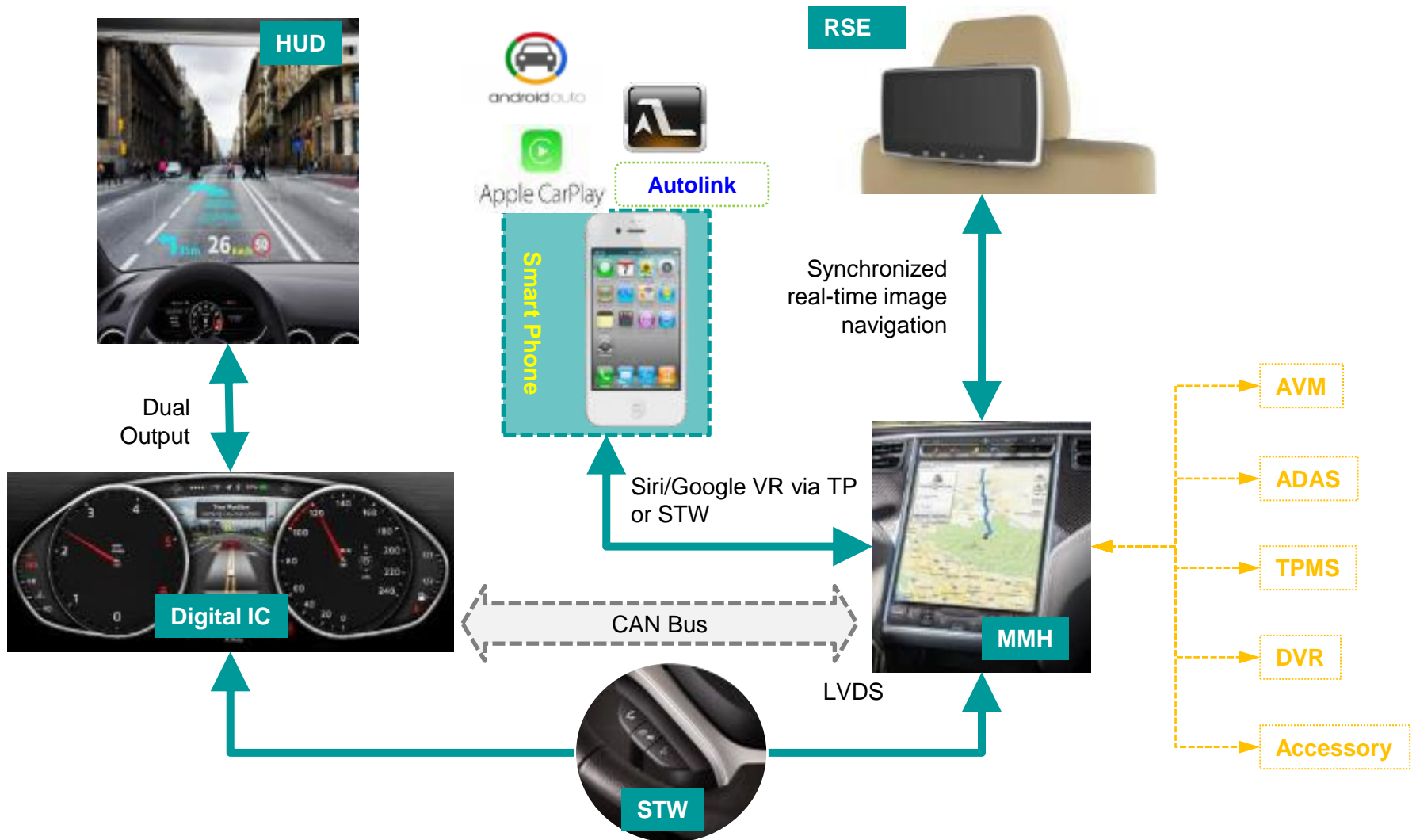
Driver-assist imaging system



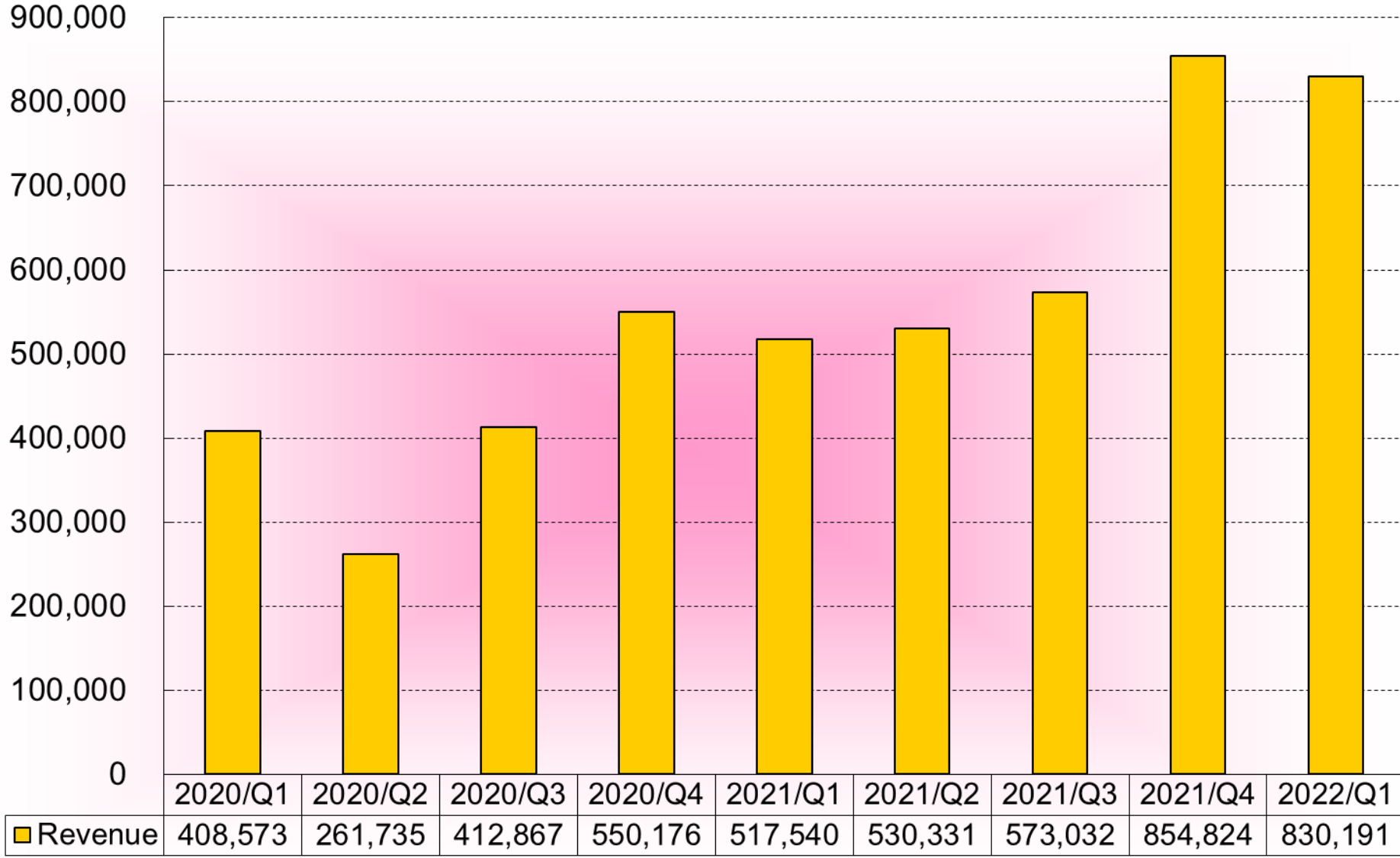
- Automatic Cruise Control (ACC)
- Automatic Emergency Break (AEB)
- Parking Assist (PA)

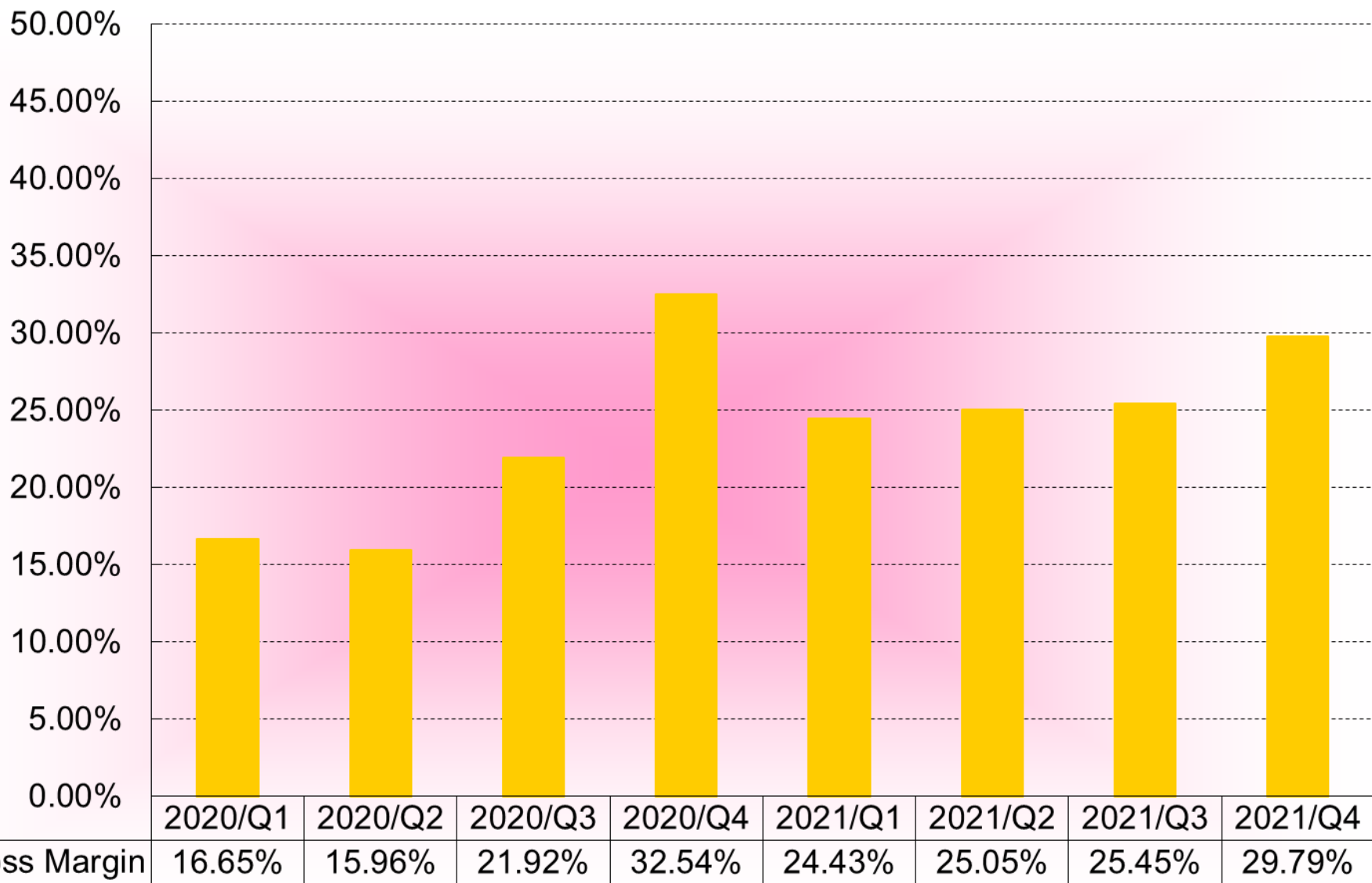
Autonomous Driving

E-LEAD INFOTAINMENT Product Line



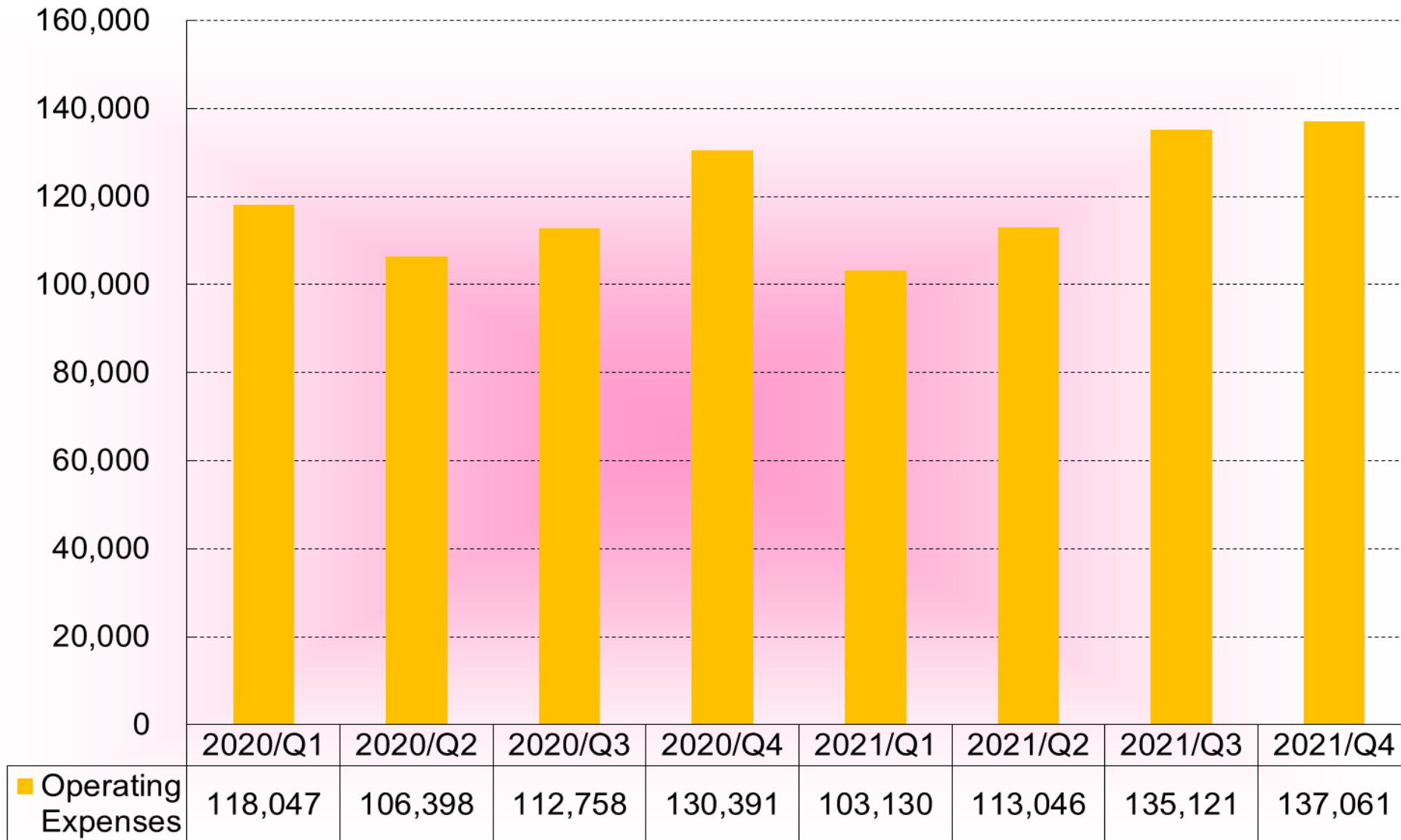
UNIT: NT\$ thousand





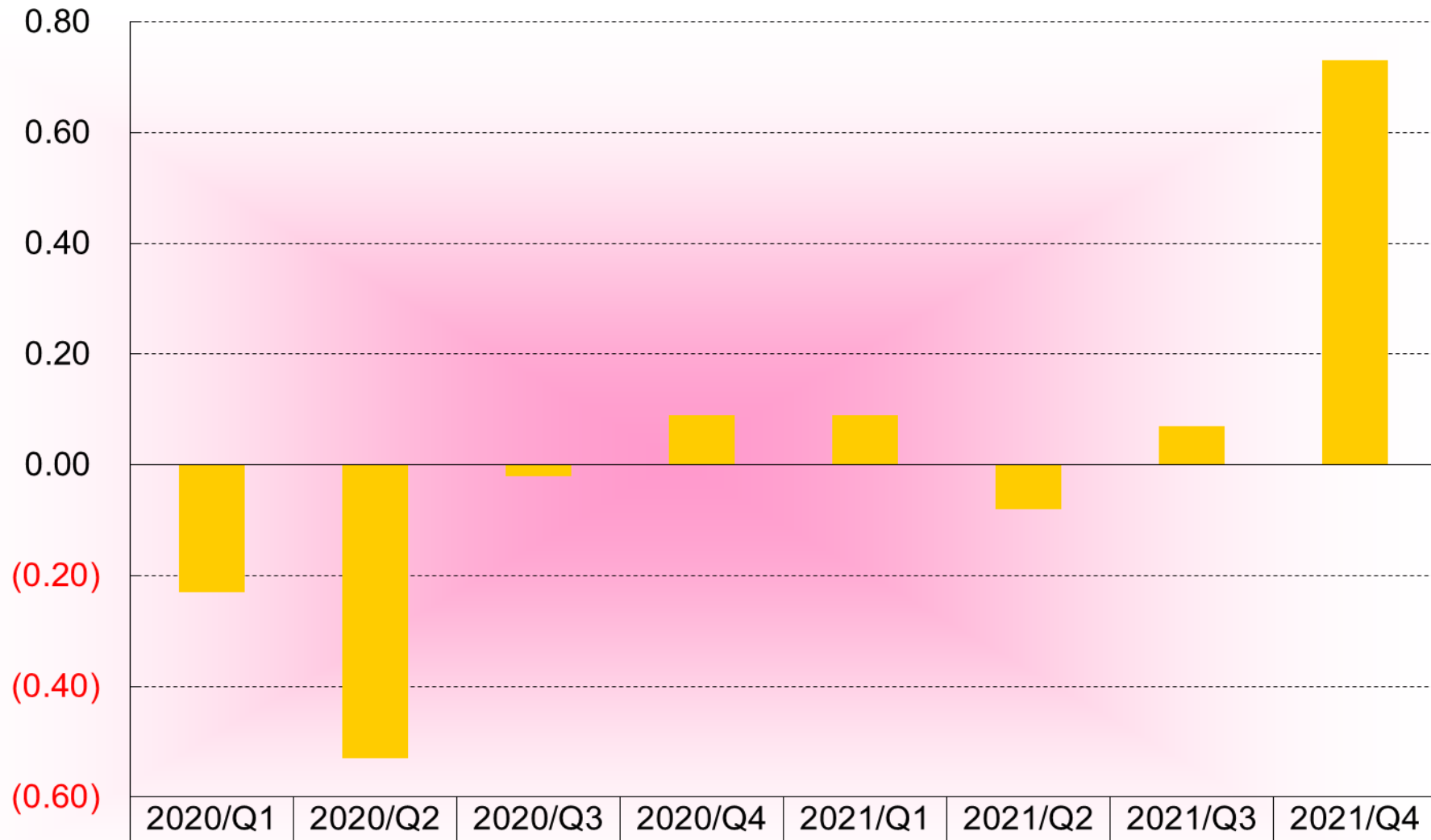
E-LEAD Financial Status – Operating Expenses

UNIT: NT\$ thousand



E-LEAD Financial Status – Basic EPS

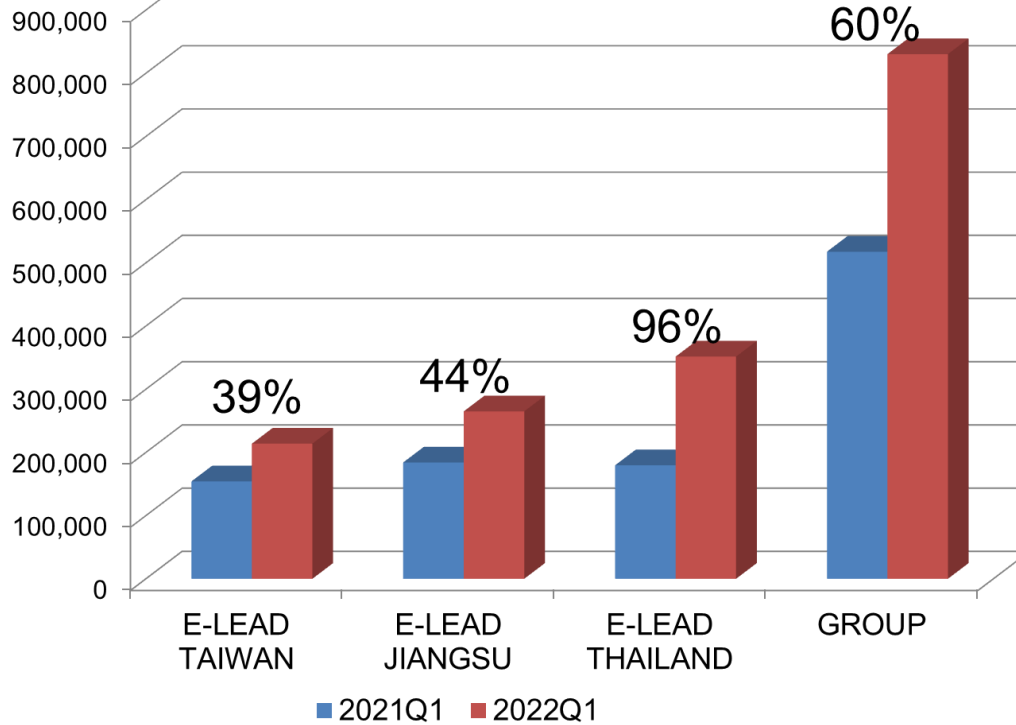
UNIT: NT\$



■ Basic EPS	(0.23)	(0.53)	(0.02)	0.09	0.09	(0.08)	0.07	0.73
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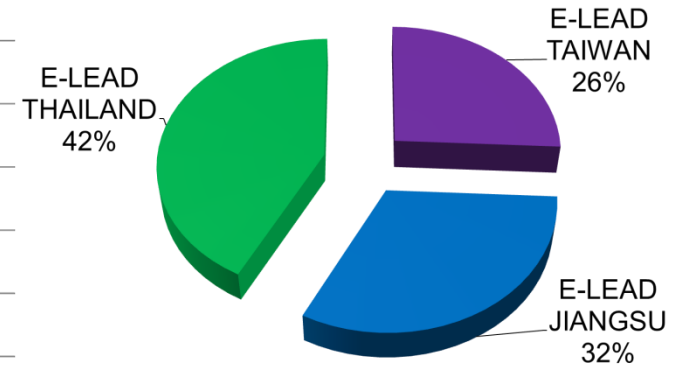
TREND

UNIT: NT\$ thousand

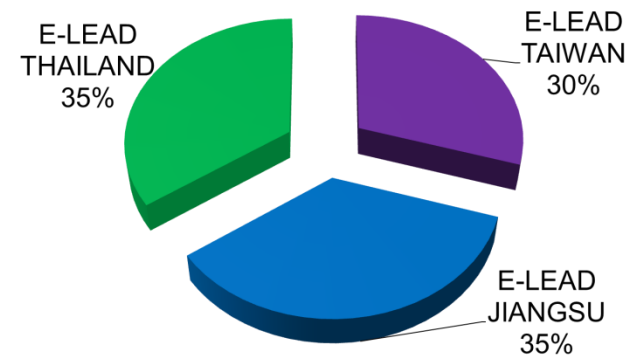


RATIO

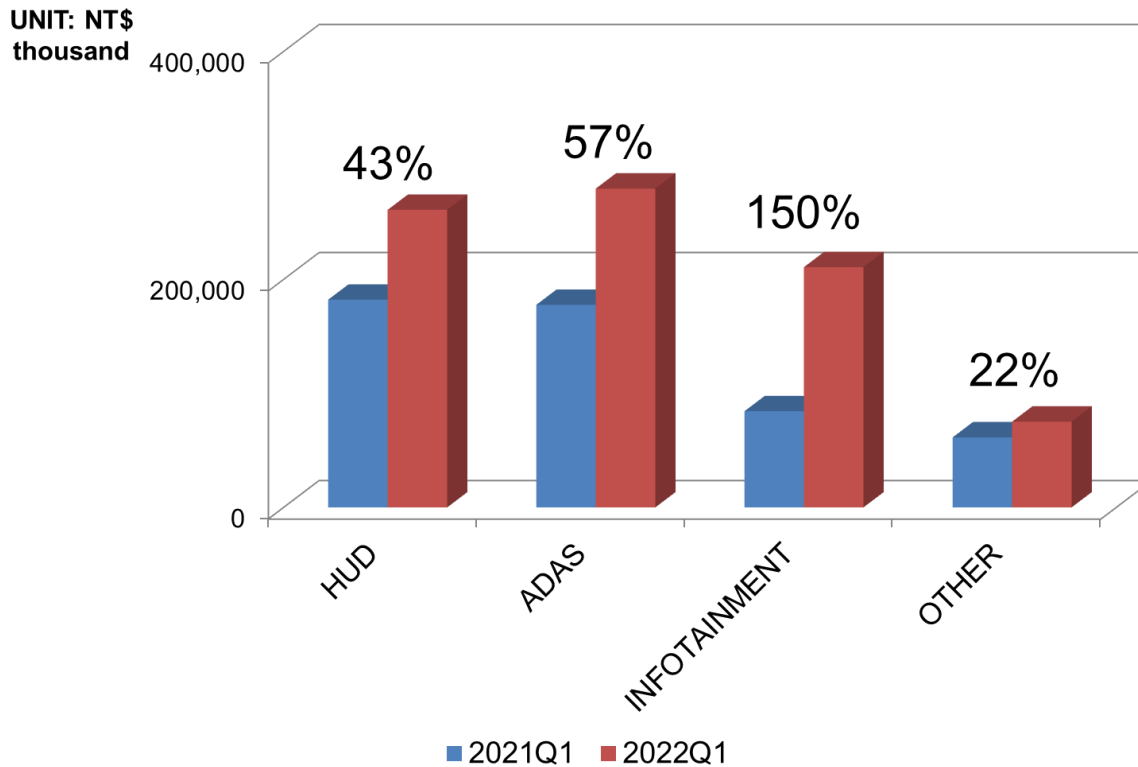
2022Q1 REVENUE BY BU



2021Q1 REVENUE BY BU

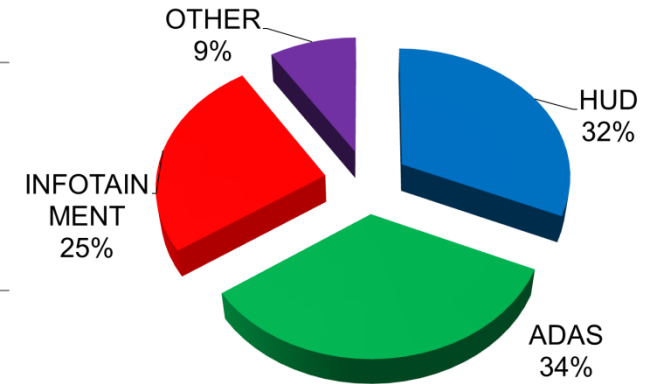


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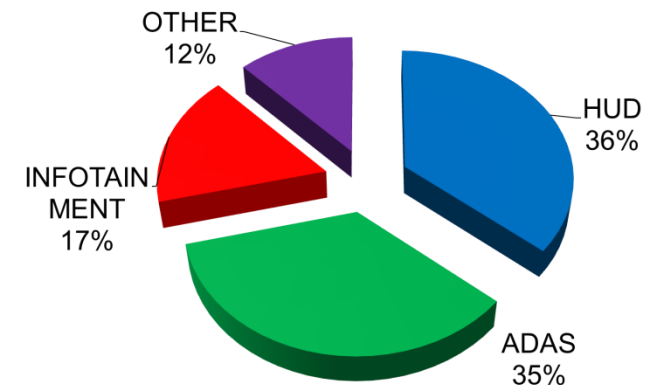


RATIO

2022Q1 E-LEAD GROUP REVENUE BY PRODUCT

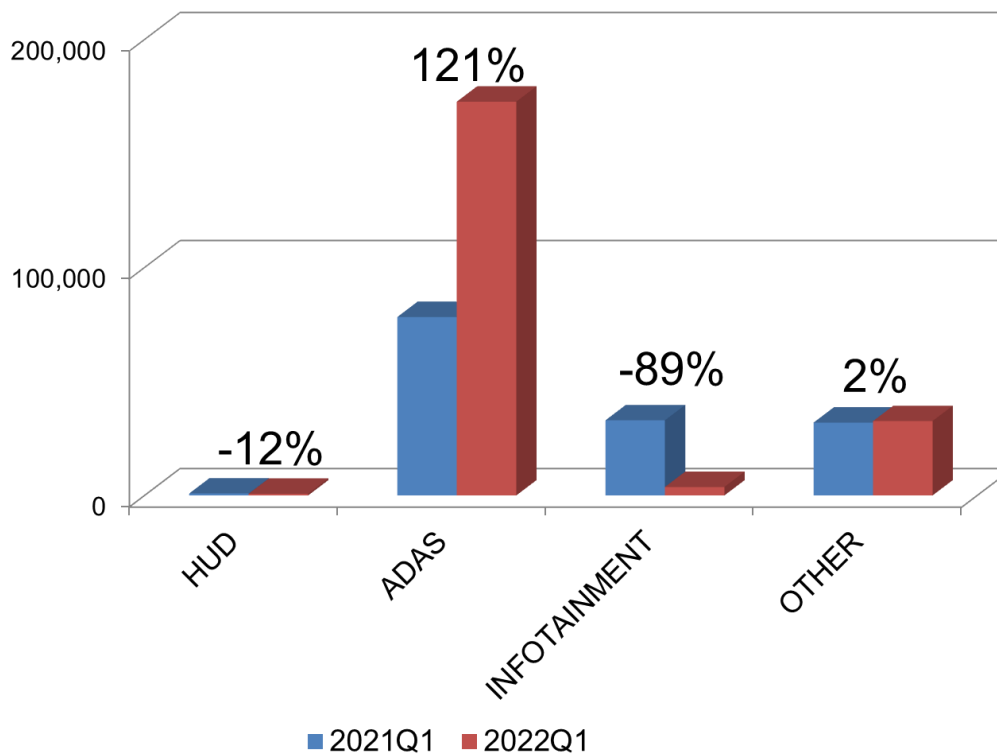


2021Q1 E-LEAD GROUP REVENUE BY PRODUCT



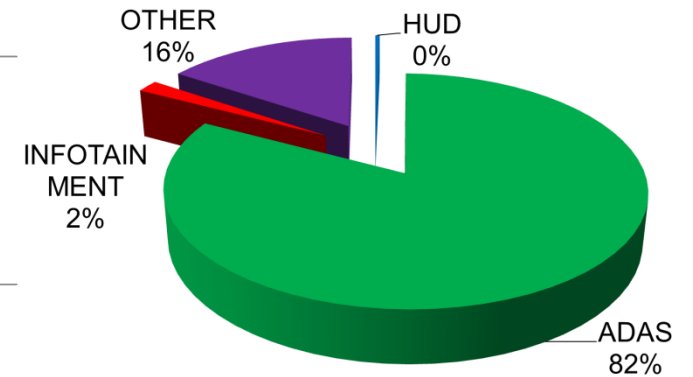
TREND

UNIT: NT\$
thousand

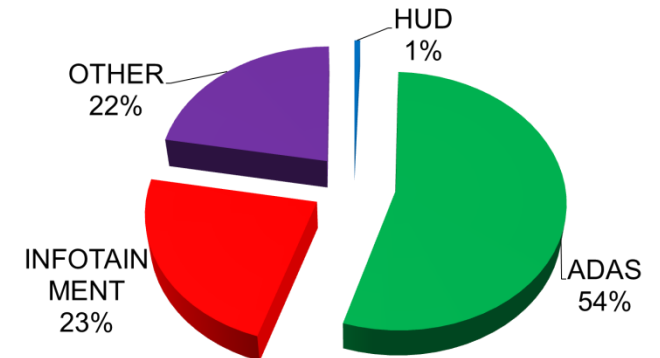


RATIO

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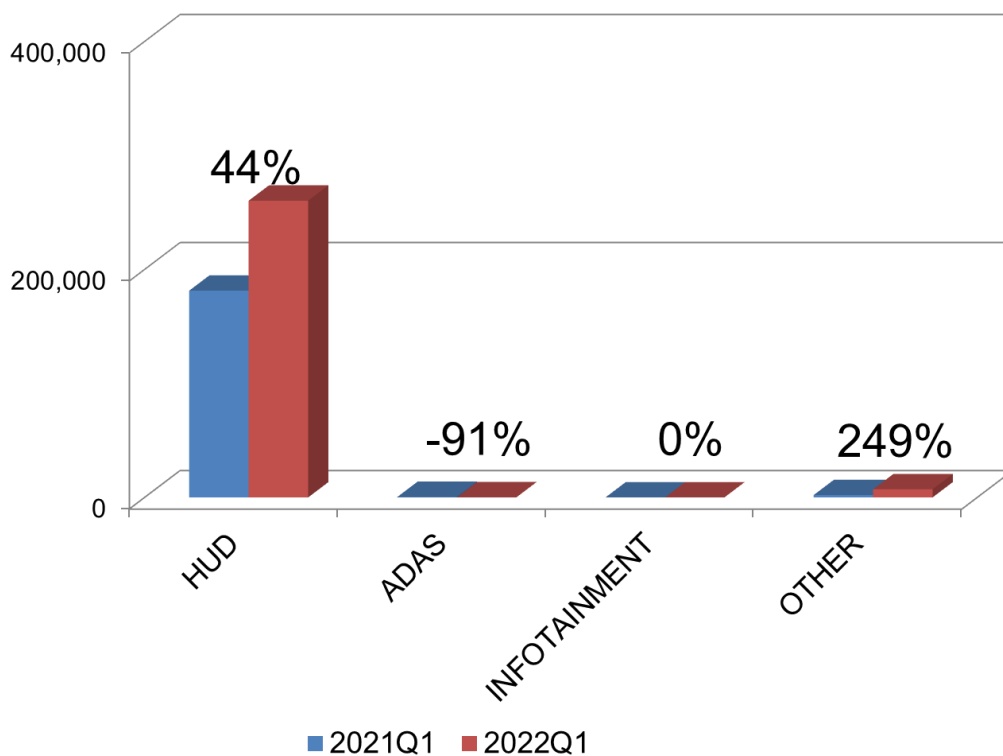


2021Q1 E-LEAD TAIWAN REVENUE BY PRODUCT



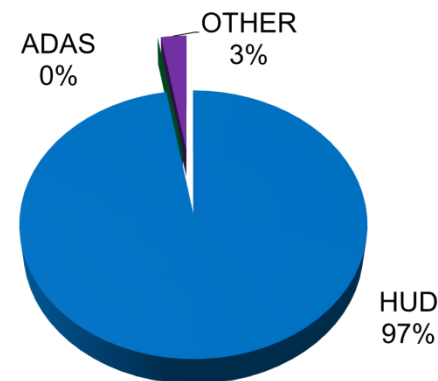
TREND

UNIT: NT\$ thousand

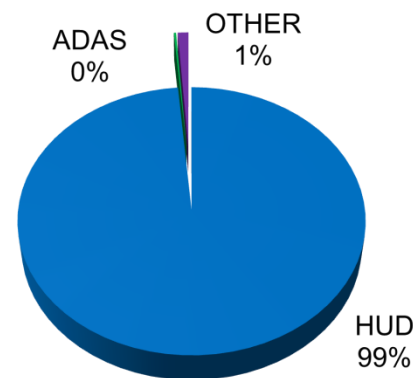


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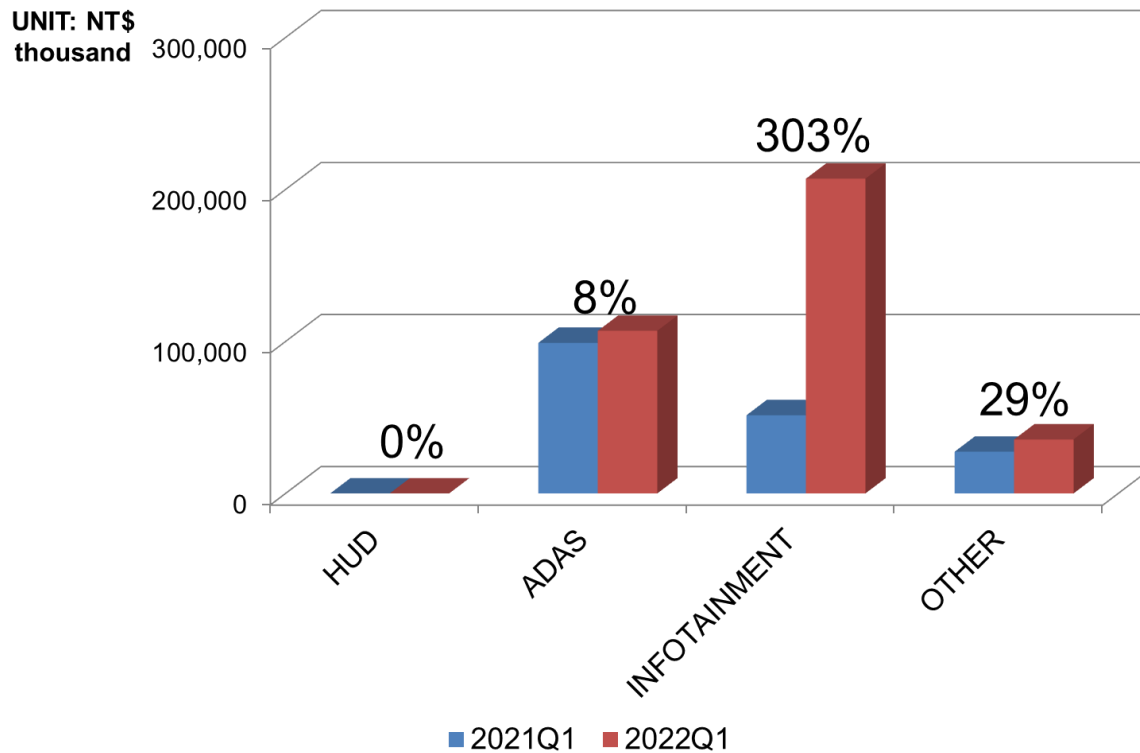
2022Q1 E-LEAD JIANGSU REVENUE BY PRODUCT



2021Q1 E-LEAD JIANGSU REVENUE BY PRODUCT

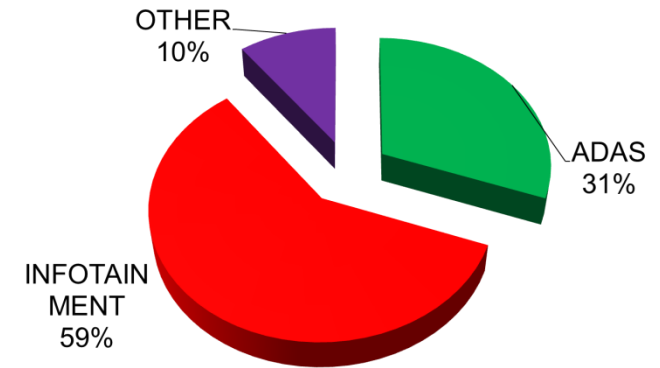


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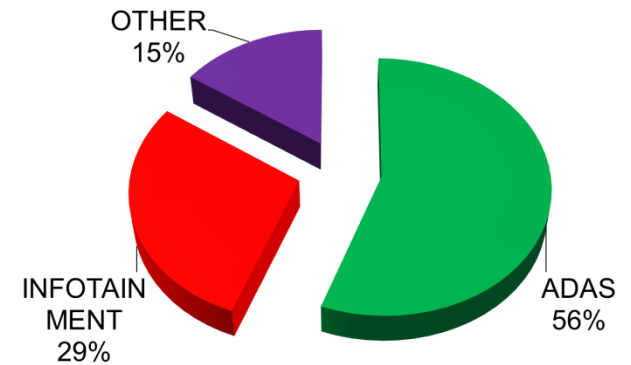


RATIO

2022Q1 E-LEAD THAILAND REVENUE BY PRODUCT



2021Q1 E-LEAD THAILAND REVENUE BY PRODUCT



Thank you



Q & A