

# 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

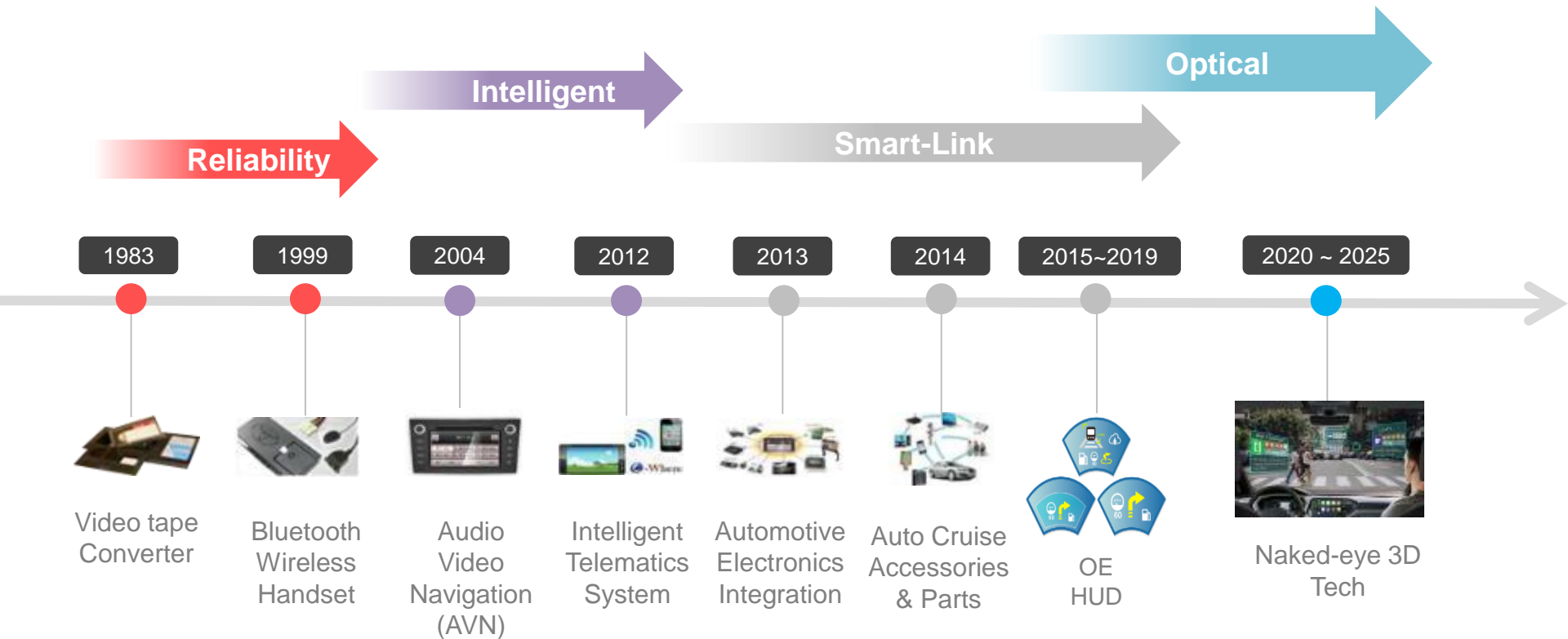
## E-LEAD Thailand

### 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

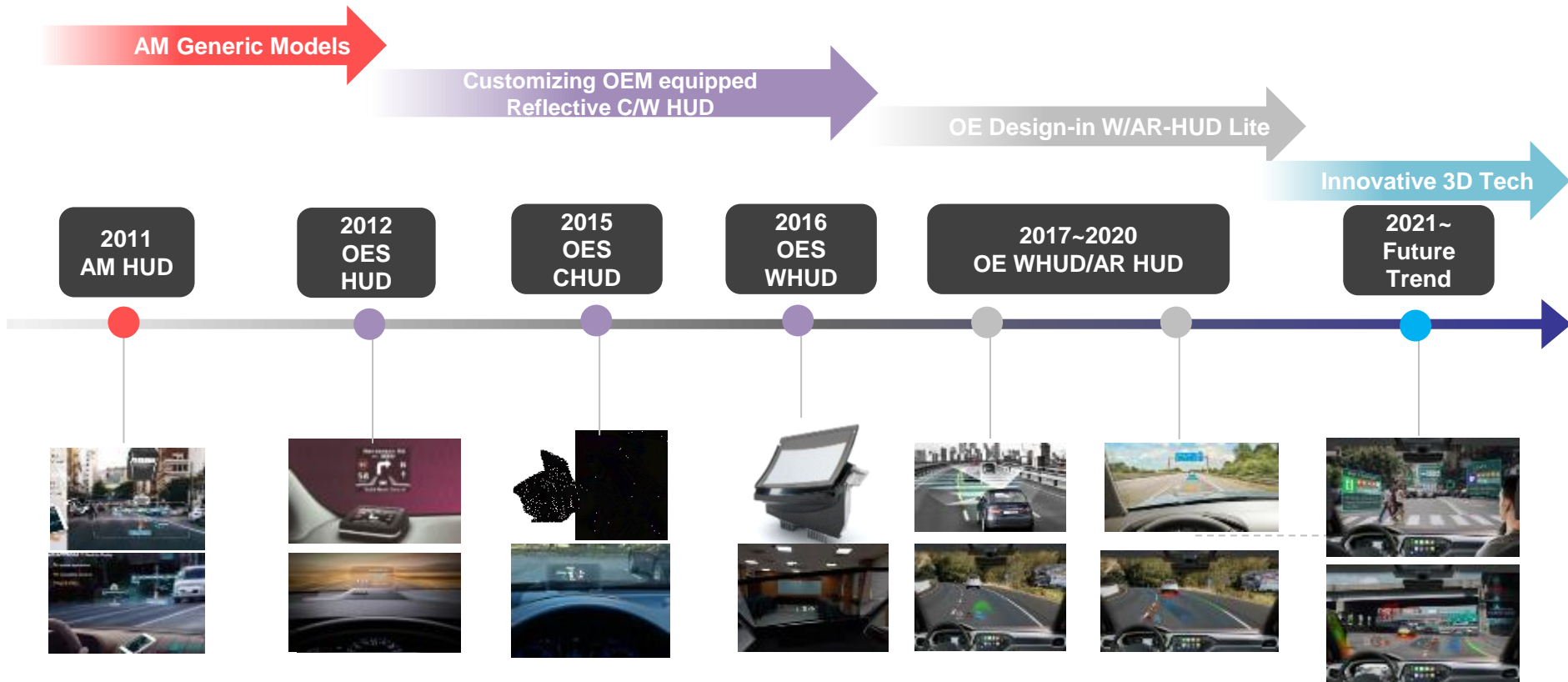
- Taiwan & South East Asia

INFOTAINMENT / ADAS



- Europe & America

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



# 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



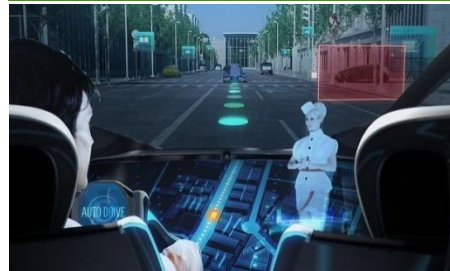
Voice activation was applicable in earliest AI control for vehicles.

### 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.

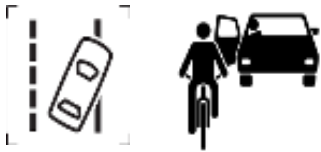
Zero-touch deployment

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

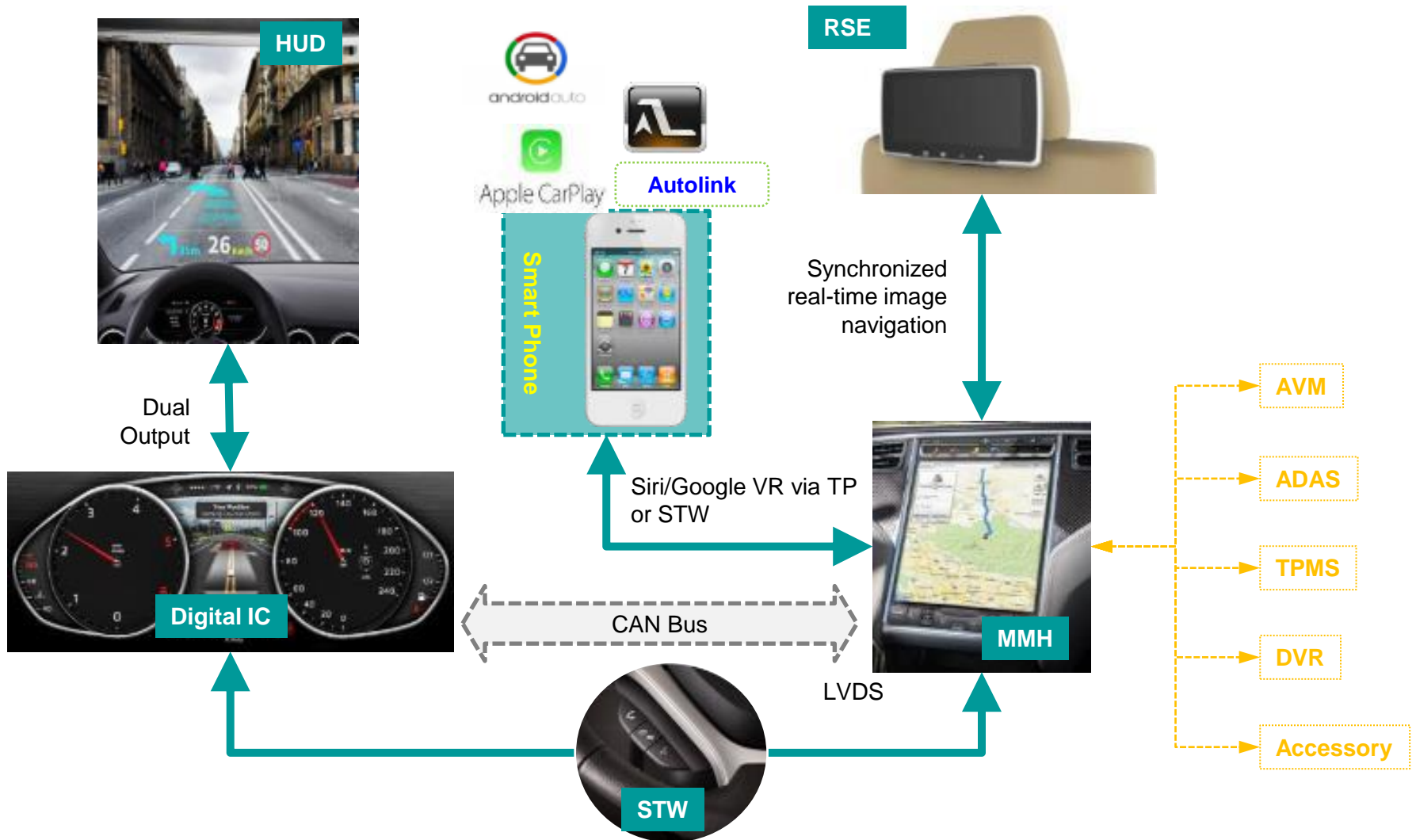
## Driver-assist imaging system



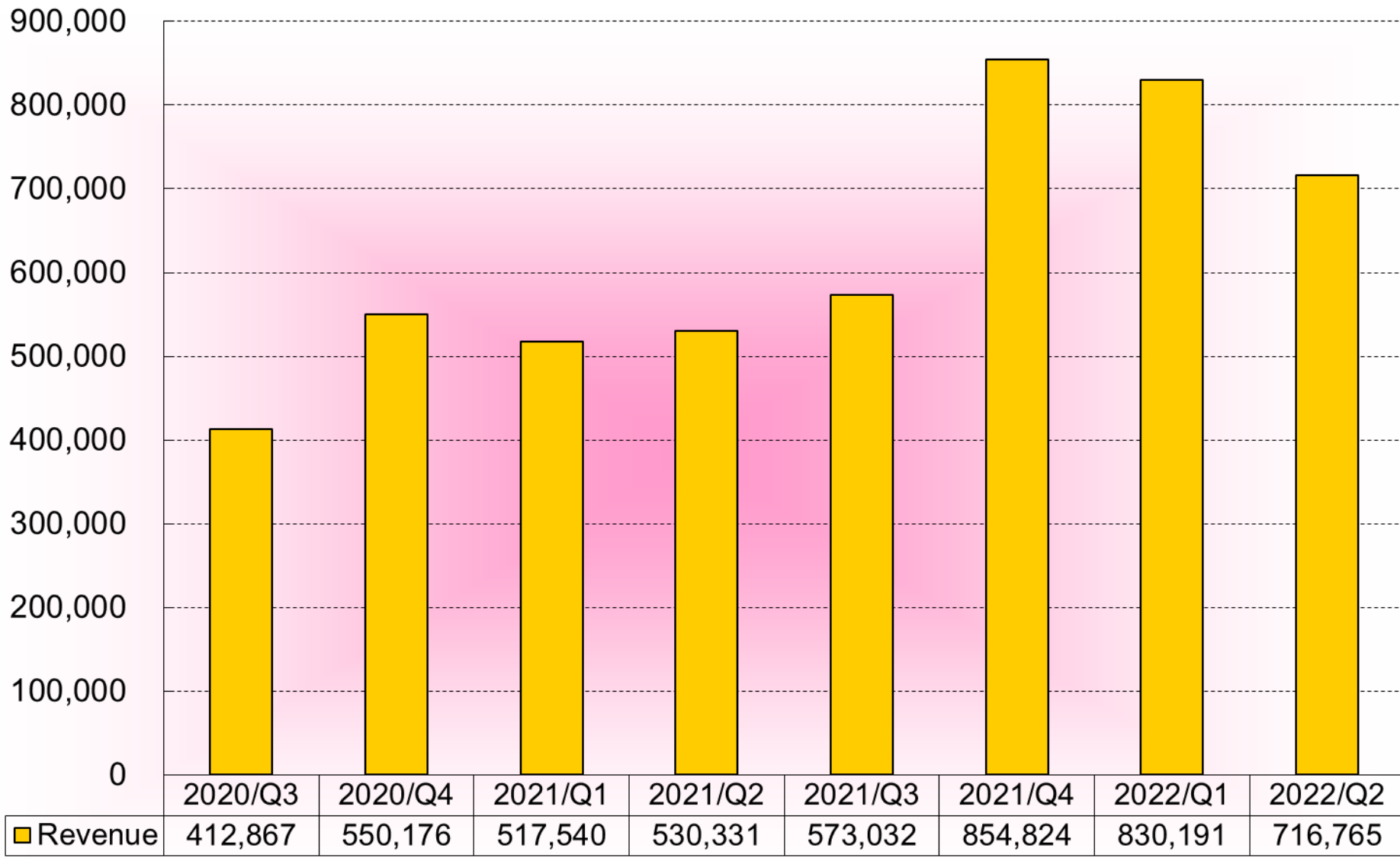
- Automatic Cruise Control (ACC)
- Automatic Emergency Break (AEB)
- Parking Assist (PA)

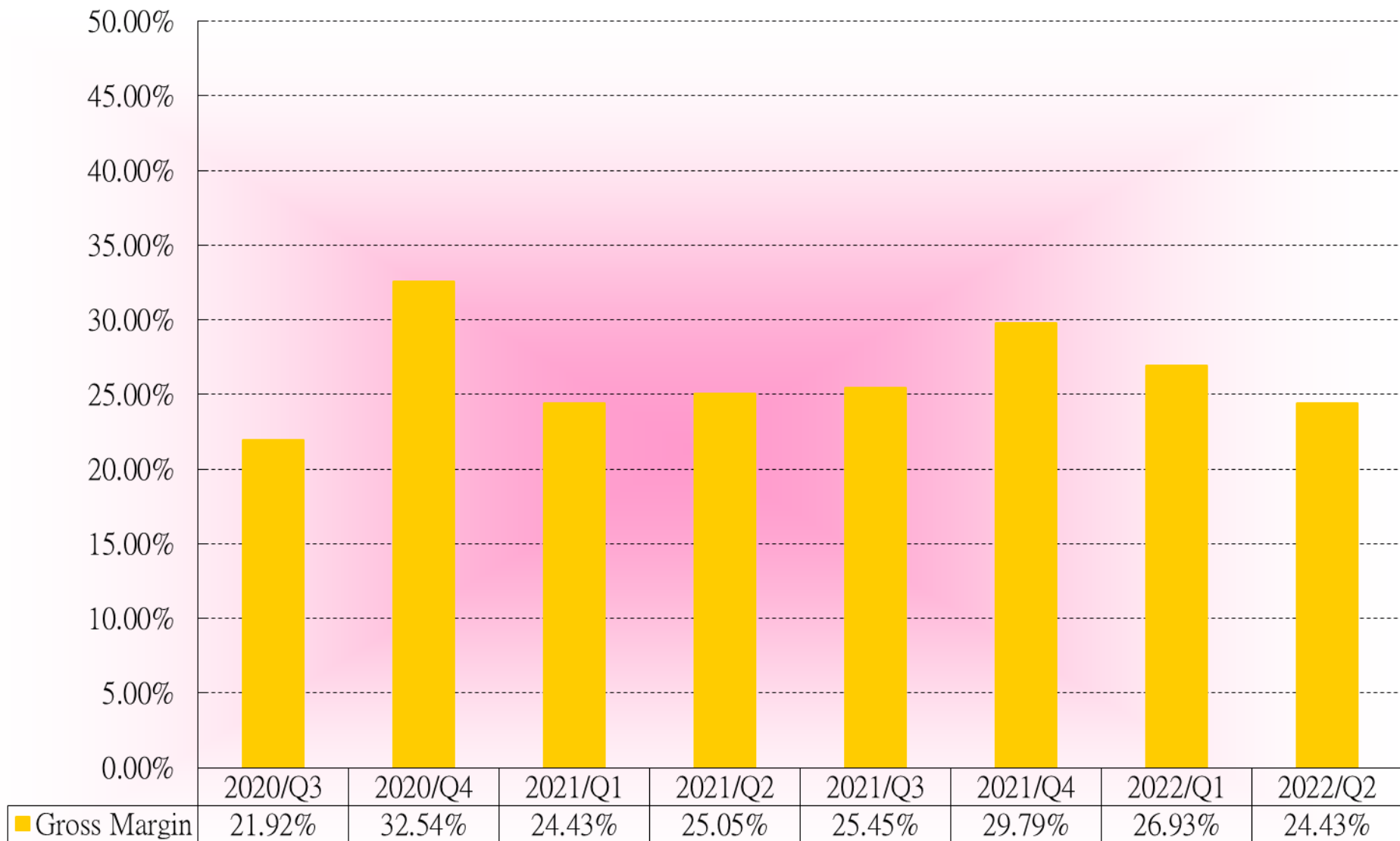
## Autonomous Driving

# E-LEAD INFOTAINMENT Product Line



UNIT: NT\$ thousand

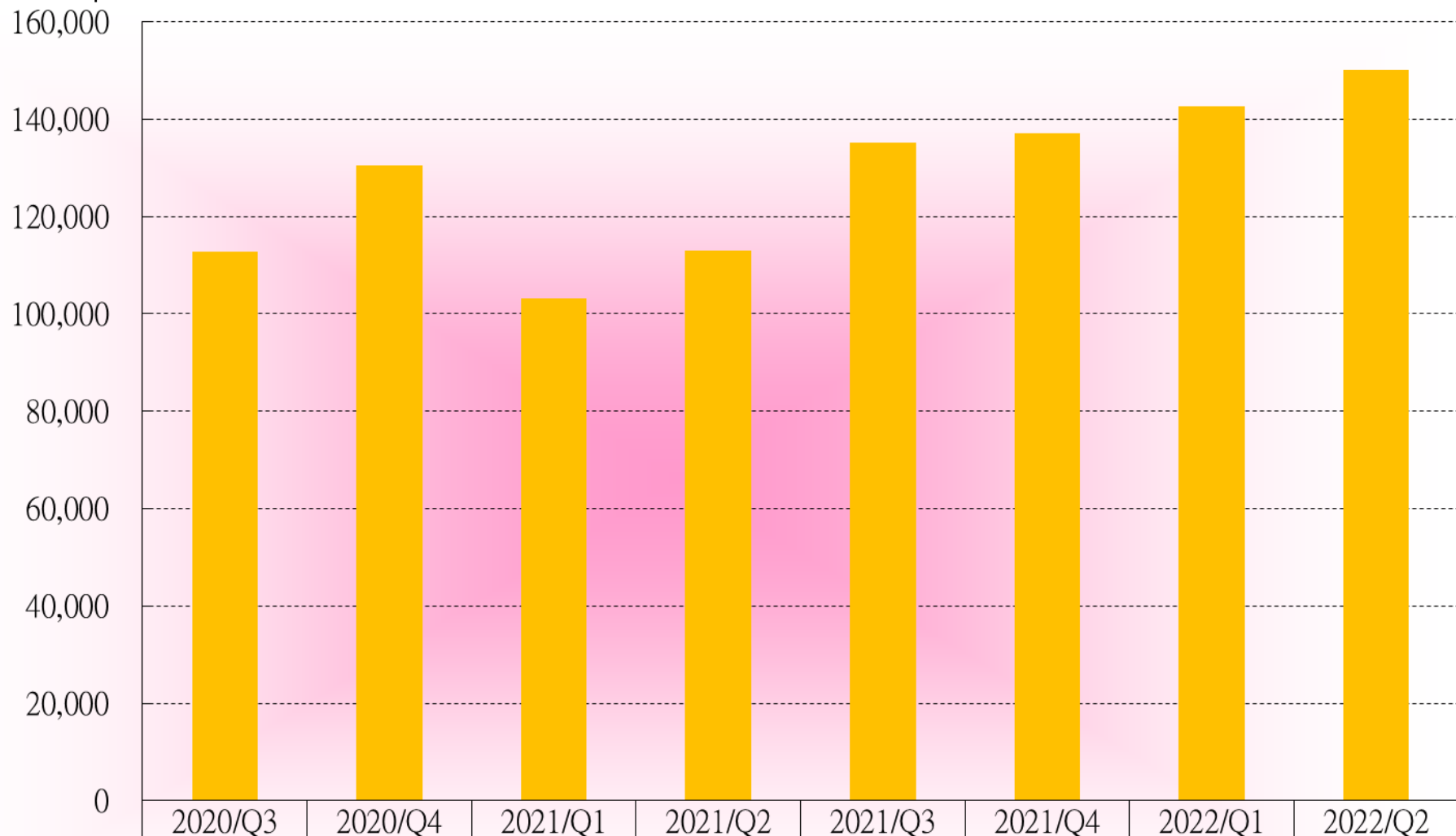






# E-LEAD Financial Status – Operating Expenses

UNIT: NT\$ thousand



■ Operating Expenses

2020/Q3

2020/Q4

2021/Q1

2021/Q2

2021/Q3

2021/Q4

2022/Q1

2022/Q2

112,758

130,391

103,130

113,046

135,121

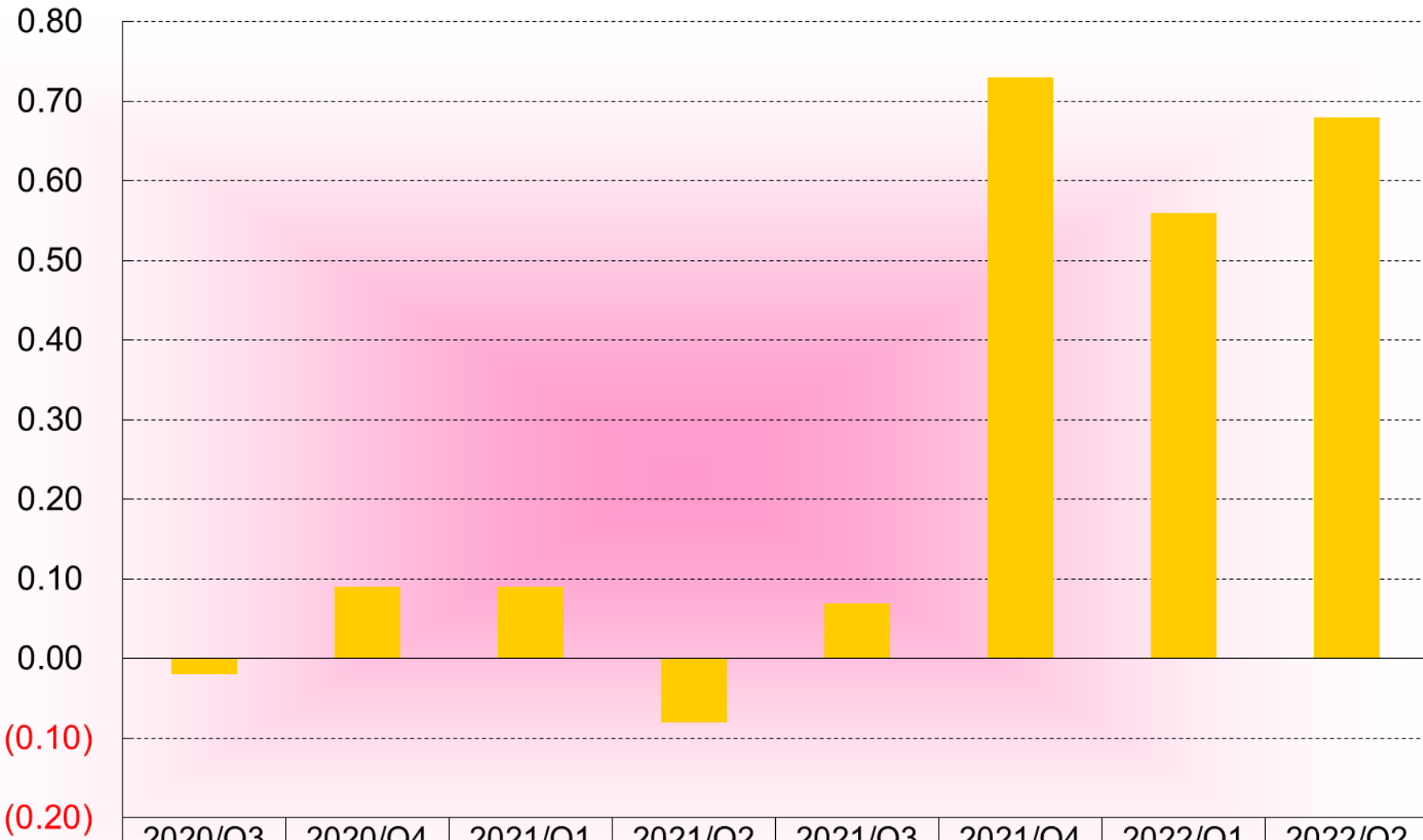
137,061

142,576

150,129



UNIT: NT\$

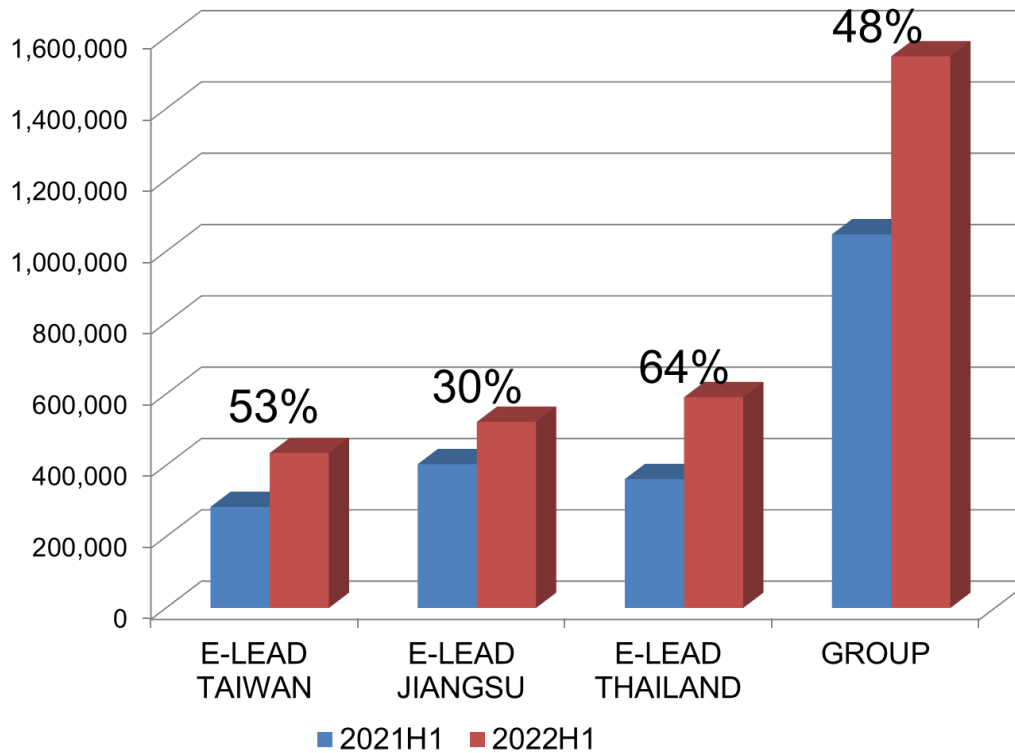


Basic EPS

	2020/Q3	2020/Q4	2021/Q1	2021/Q2	2021/Q3	2021/Q4	2022/Q1	2022/Q2
Basic EPS	(0.02)	0.09	0.09	(0.08)	0.07	0.73	0.56	0.68

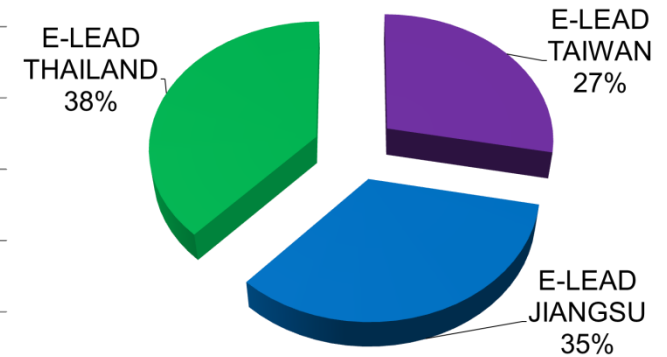
## TREND

UNIT: NT\$  
thousand

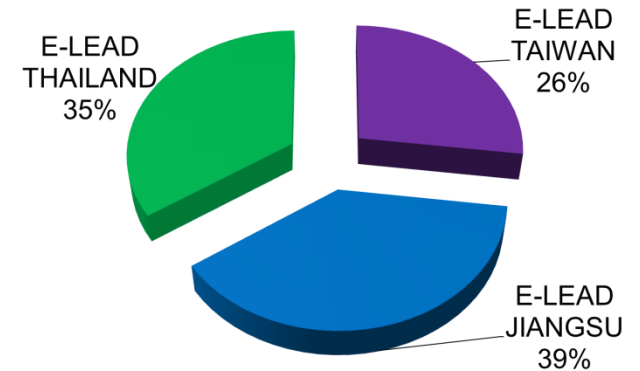


## RATIO

2022H1 REVENUE BY BU



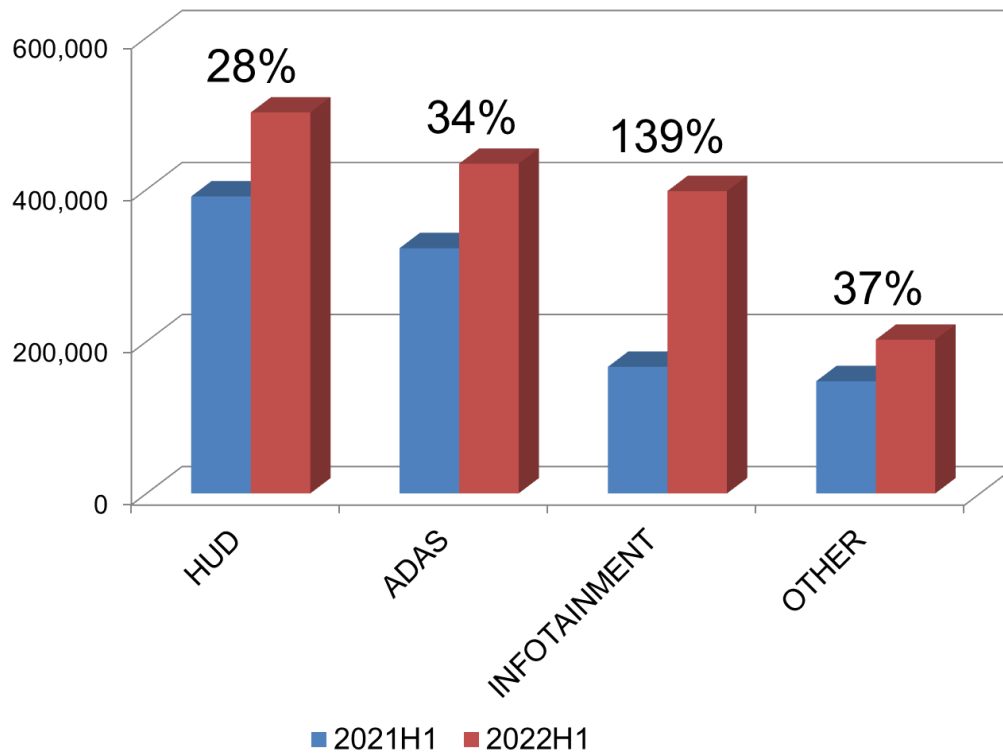
2021H1 REVENUE BY BU





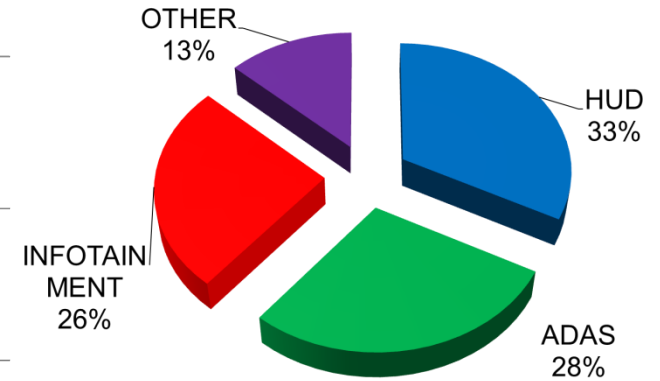
## TREND

UNIT: NT\$ thousand

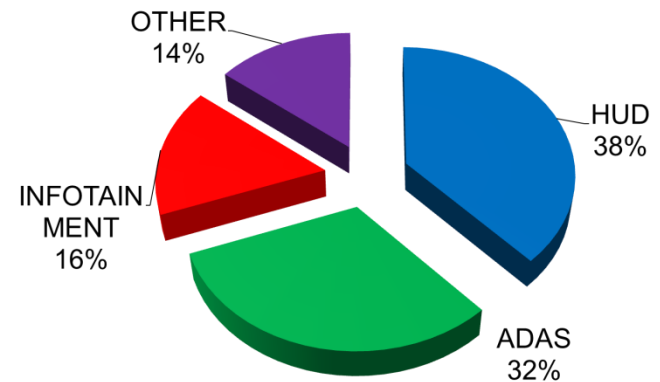


## RATIO

2022H1 E-LEAD GROUP REVENUE BY PRODUCT

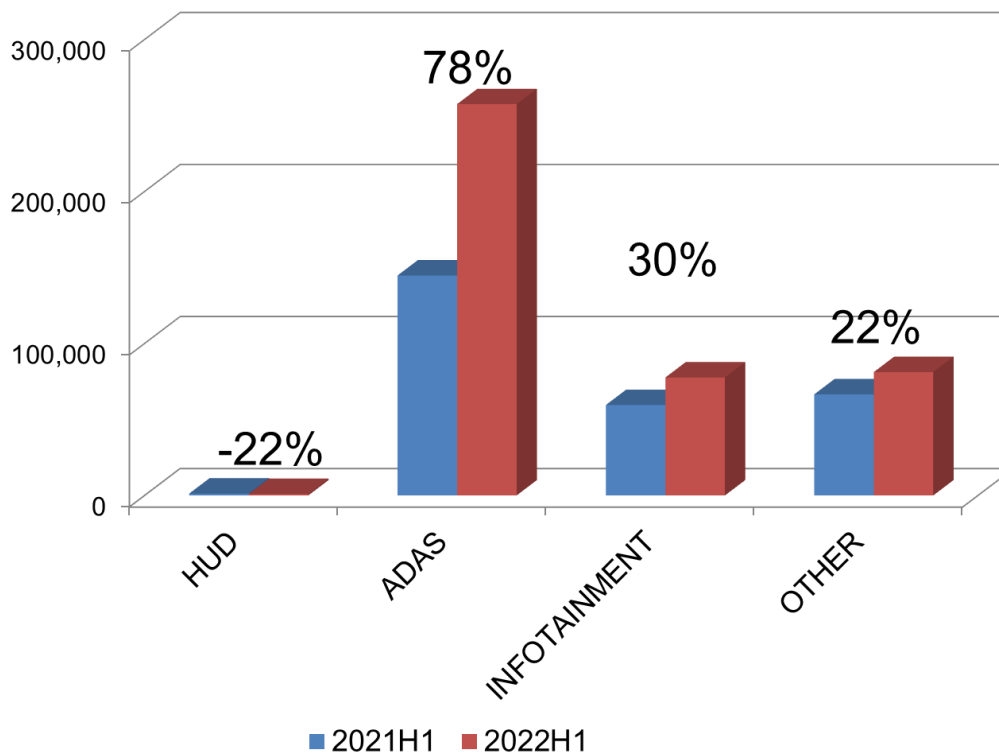


2021H1 E-LEAD GROUP REVENUE BY PRODUCT



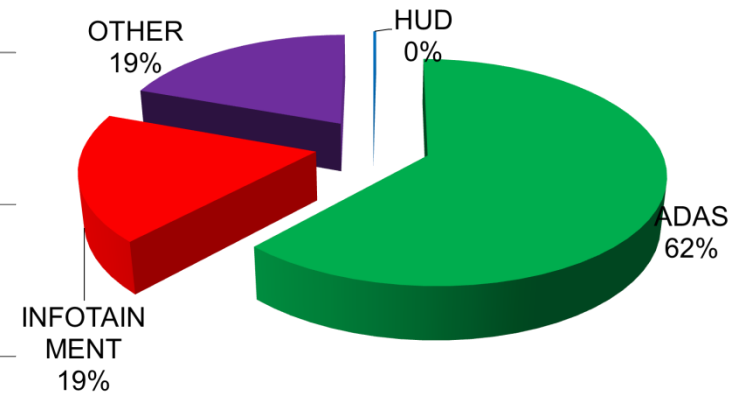
## TREND

UNIT: NT\$  
thousand

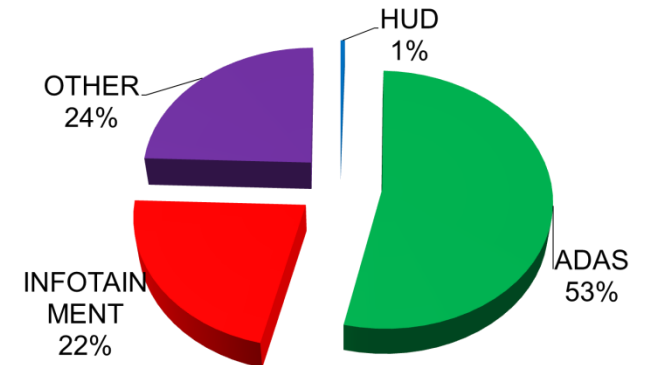


## RATIO

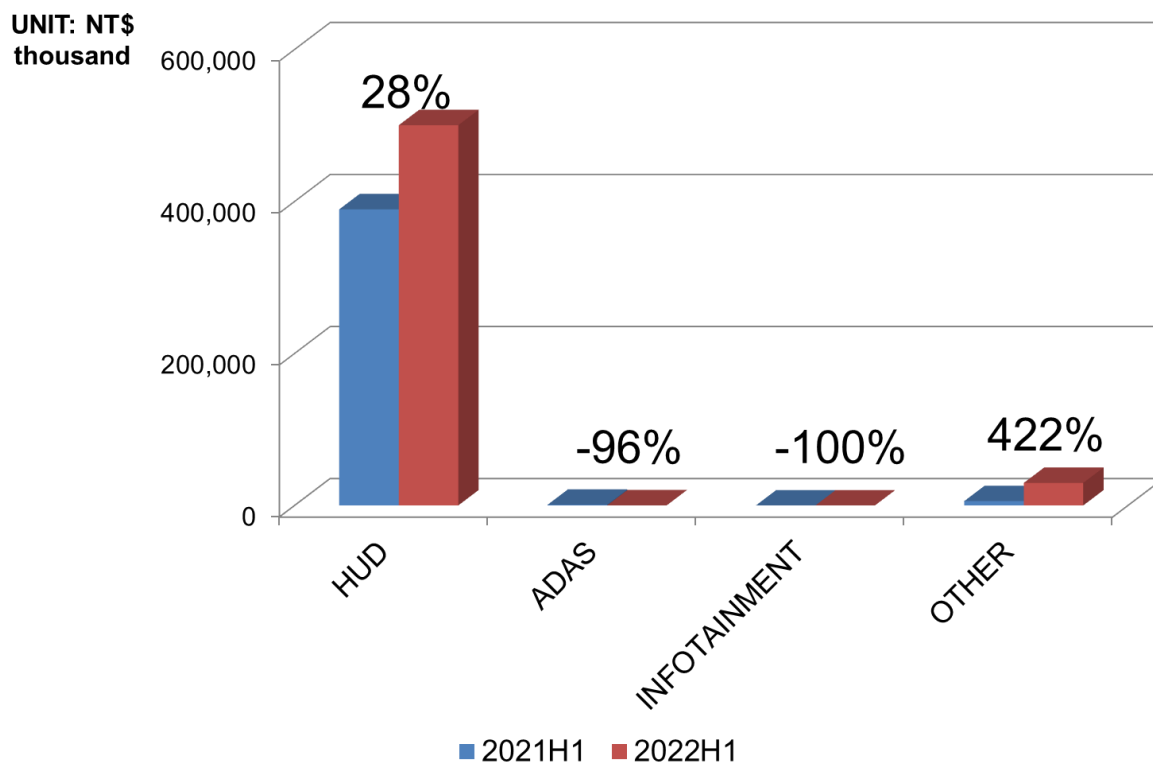
2022H1 E-LEAD TAIWAN REVENUE BY PRODUCT



2021H1 E-LEAD TAIWAN REVENUE BY PRODUCT

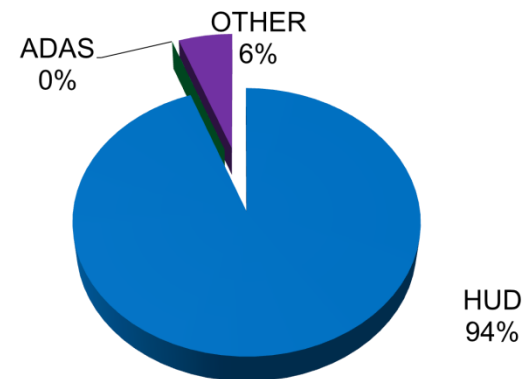


## TREND

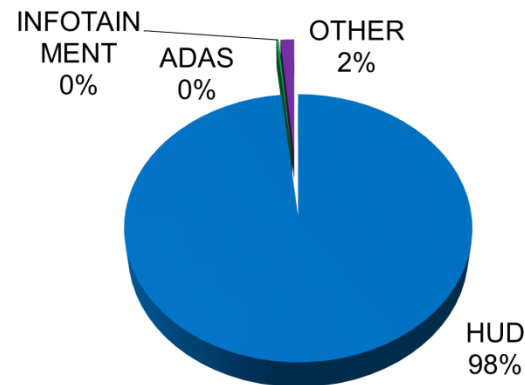


## RATIO

2022H1 E-LEAD JIANGSU REVENUE BY PRODUCT

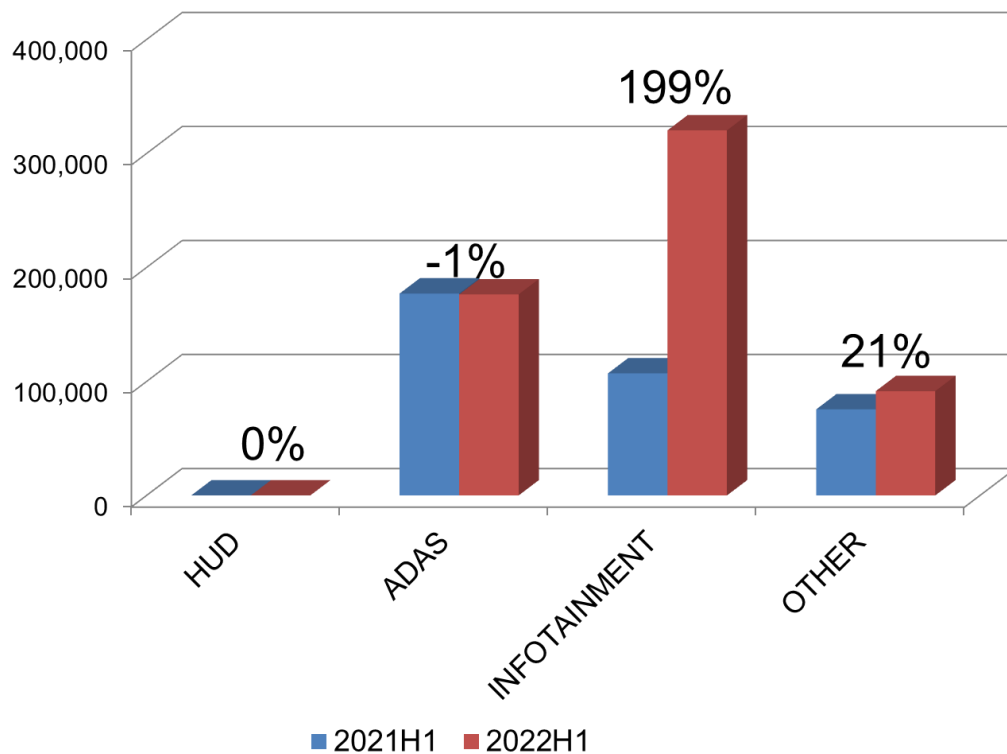


2021H1 E-LEAD JIANGSU REVENUE BY PRODUCT



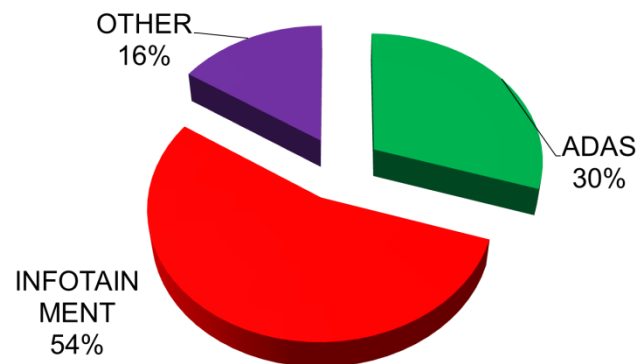
## TREND

UNIT: NT\$  
thousand

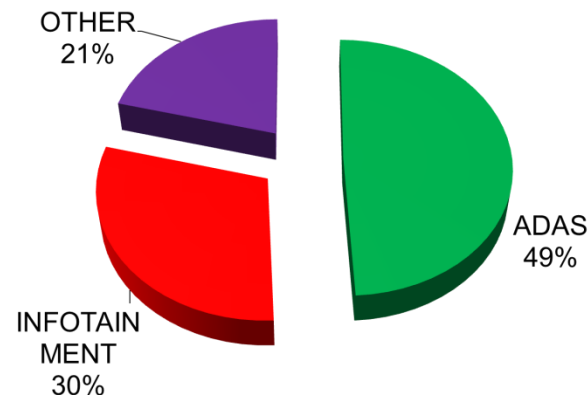


## RATIO

2022H1 E-LEAD THAILAND REVENUE BY PRODUCT



2021H1 E-LEAD THAILAND REVENUE BY PRODUCT



Thank you



Q & A