




A step forward

宏正自動科技 投資人簡報



A step forward
with ATEN

A clear vision
and a team of talented people,
from around the globe

A strong, forward-looking management team
and board of directors

A solutions-driven approach,
with solid vertical integration

A focus on user-centered design to ensure
our solutions meet business goals

A clear strategy, solid financials,
and a focus on giving back

A step forward, ATEN forward
more committed than ever
to facing the challenges of the new digital age



宏正重要里程碑

1979
宏正成立

1990
宏正品牌產品發表

1996
於美國設立全球第1家子公司

2003
股票在台正式上市

2006
富比士評選亞太區200大最佳中小企業

2010
專業影音產品線正式設立

2014
天下雜誌評選為最佳企業公民獎
(中堅企業第一名)

2015
獲頒最佳台灣國際品牌大獎

1

#

全球KVM市占率

650+

項專利

37

年產業經驗

50%+

毛利率

16K+

全球員工人數

1out of 30

富比士評選亞太區
200大最佳中小企業

主要鎖定產業

宏正主要鎖定產業為企業、教育、政府機構、觀光娛樂、製造等產業。藉由宏正產品解決方案，提升管理效率、使顧客享受到絕佳的影音體驗。



企業



教育



政府機構



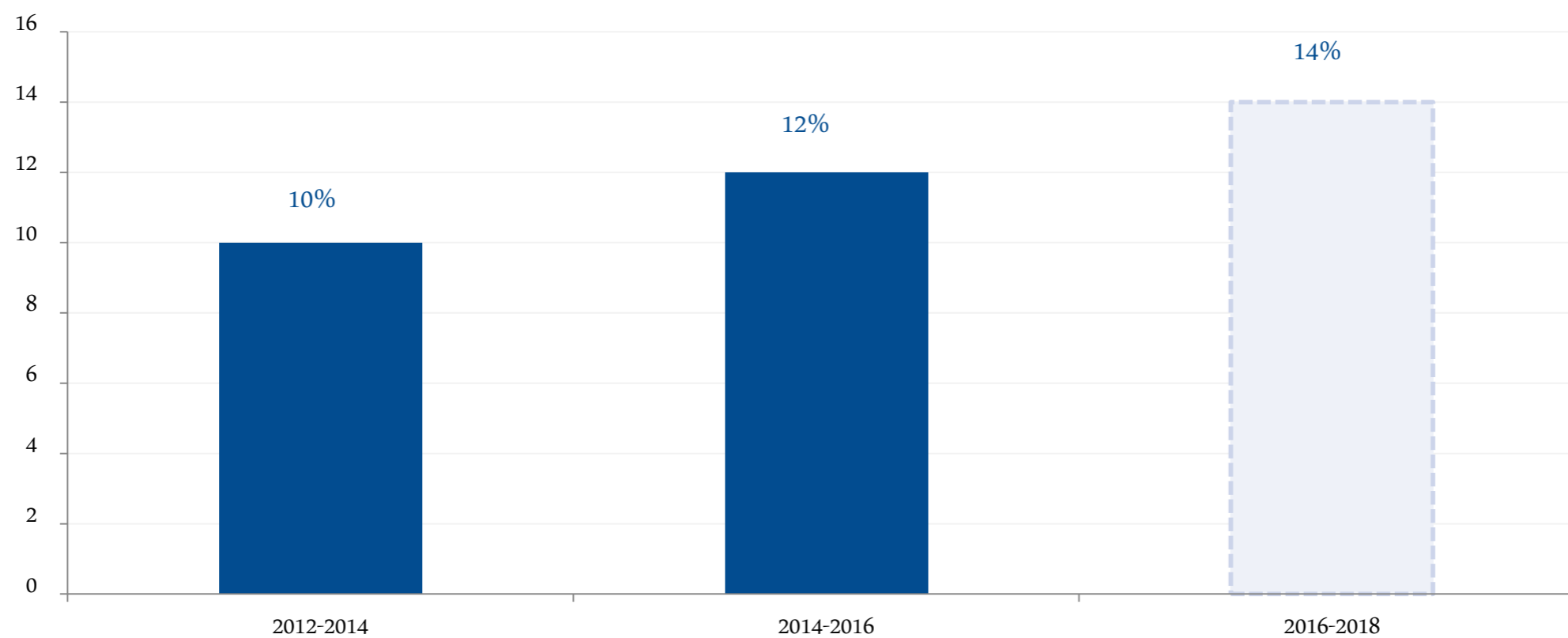
觀光娛樂



製造業

2012-2016 年全球專業影音市場成長

專業影音市場產業類別相當廣泛，Infocomm 並預測2014年至2016年的全球年複合成長率達12%之水準





A Solutions-Based Approach

ATEN designs products to simplify life.

Whether the product is being used in the home, an entertainment venue, or a manufacturing plant, ATEN strives to create intuitive, quality solutions.

Heavily investing in its research and development and user experience teams, ATEN builds solutions to suit the diverse needs of their customers.

Corporate // Video Conference Room



Seamless Collaboration

Multi-Room Control



Meeting

Presentation

Teleconference

The corporate environment requires integrated, forward-thinking solutions that make communication simple. ATEN's range of professional A/V and control system solutions seamlessly work together to create collaborative, dynamic spaces.



Seamless Switch

ATEN solutions provide direct connections and zero-latency distribution, allowing teams to collaborate seamlessly even when they are oceans apart.

Multi-view console controls up to 4 video sources on the one screen.





CONTACT



LOG IN

LOG IN

Forgot password?

Work to get started



20
MONDAY

← JANUARY 2014 →

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Education // Interactive Training School

Sharing Knowledge



Collaborative Learning

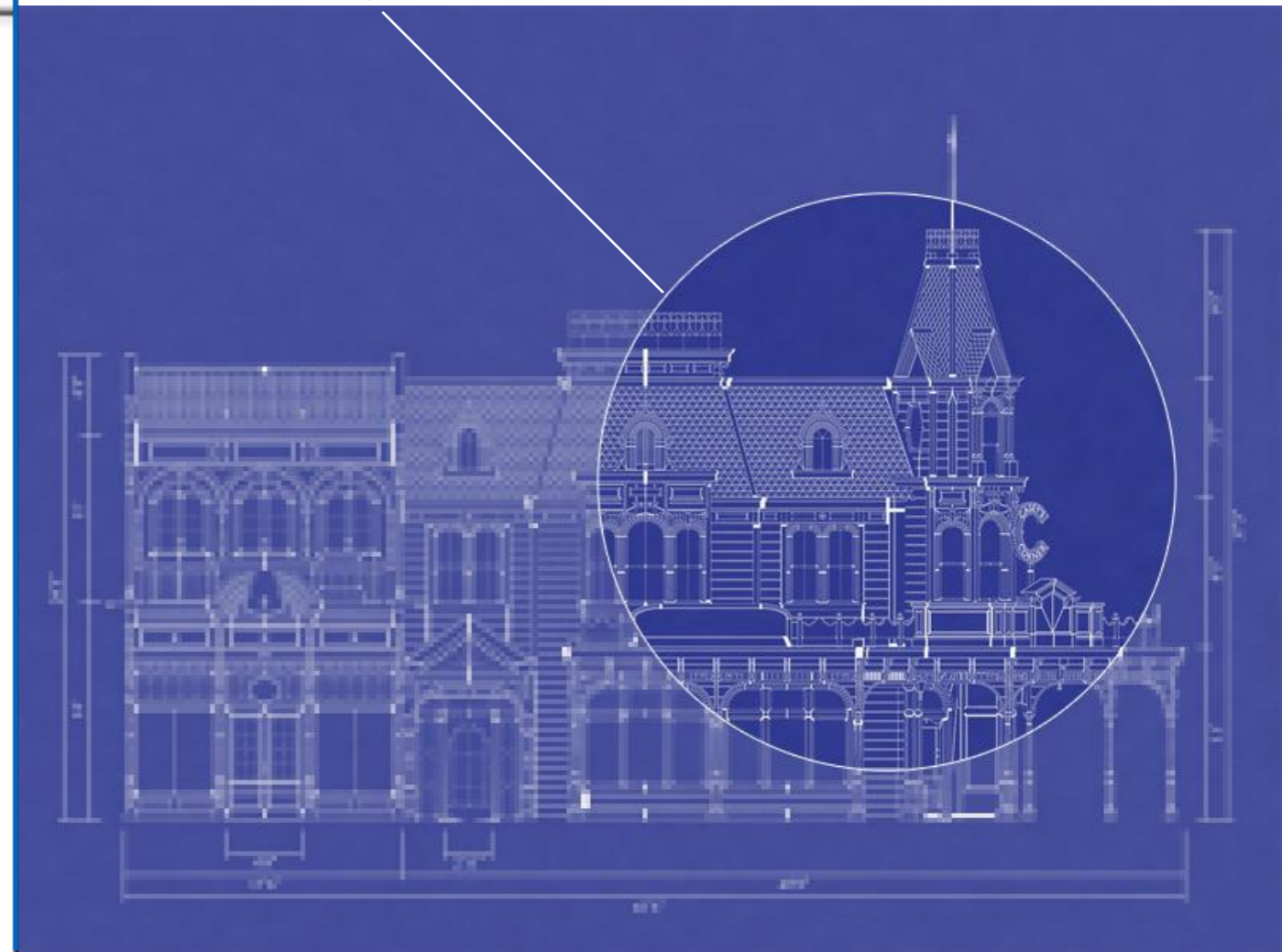
ATEN's range of KVM, A/V, and control system solutions allow teachers to easily share information from teacher to student, student to teacher, and student to student. Partnering with ATEN transforms the classroom into an interactive, modern space.



A Clearer Vision



ATEN heavily invests in research and development to provide exceptional quality solutions that help teachers and students communicate with unprecedented clarity.



Government // Highway Control Center



Management Efficiency

Centralized Management

ATEN solutions create optimized work environments through centralized control, with the added peace of mind of secure remote access.



Hardware & Software Security

To ensure a complete security, systems require multiple levels of protection. ATEN solutions provide complete security and unwavering reliability that is compliant with leading industry security standards.

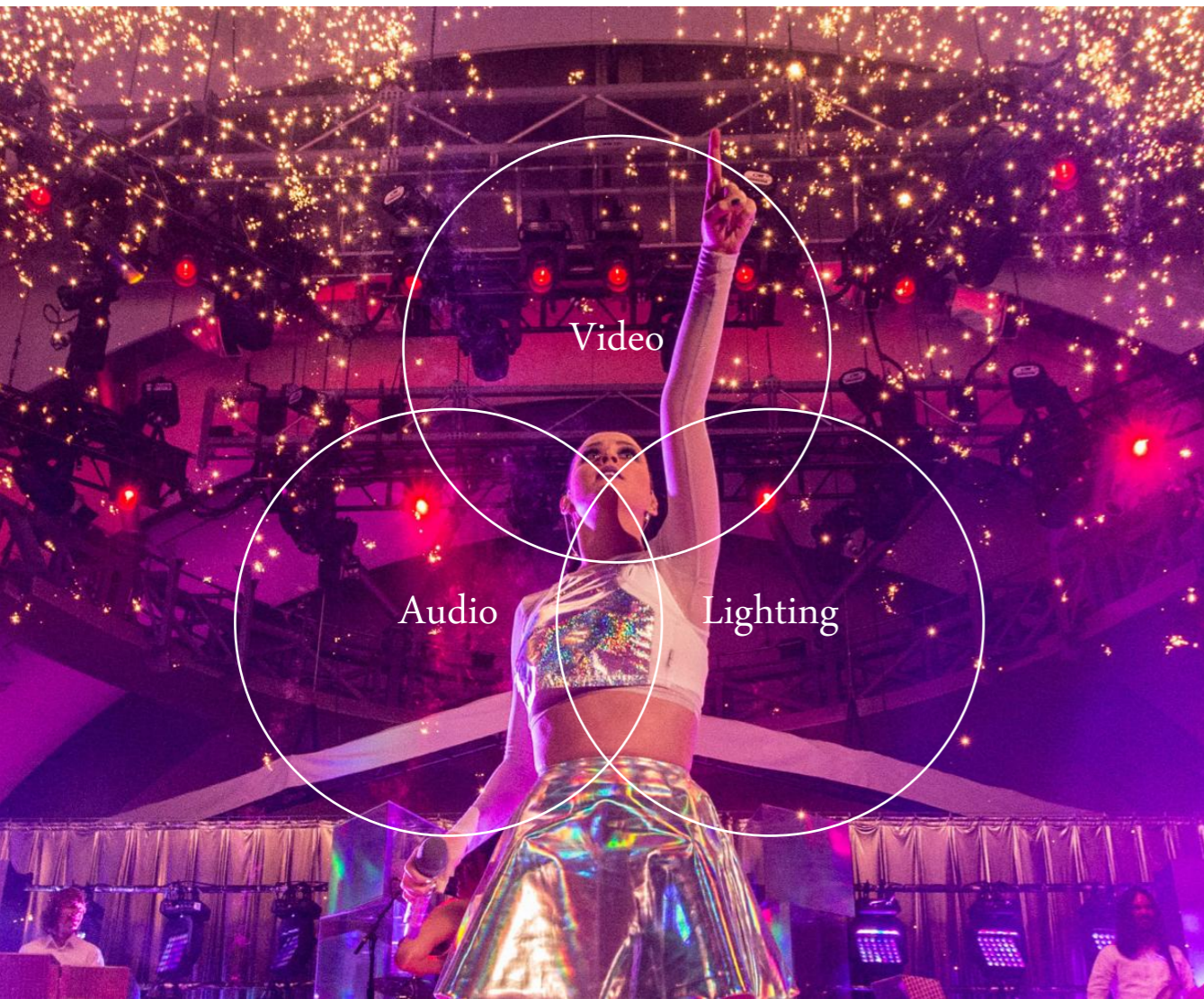


Hospitality // Centre Control Management



Integrated Experience

Simple Meets Spectacular

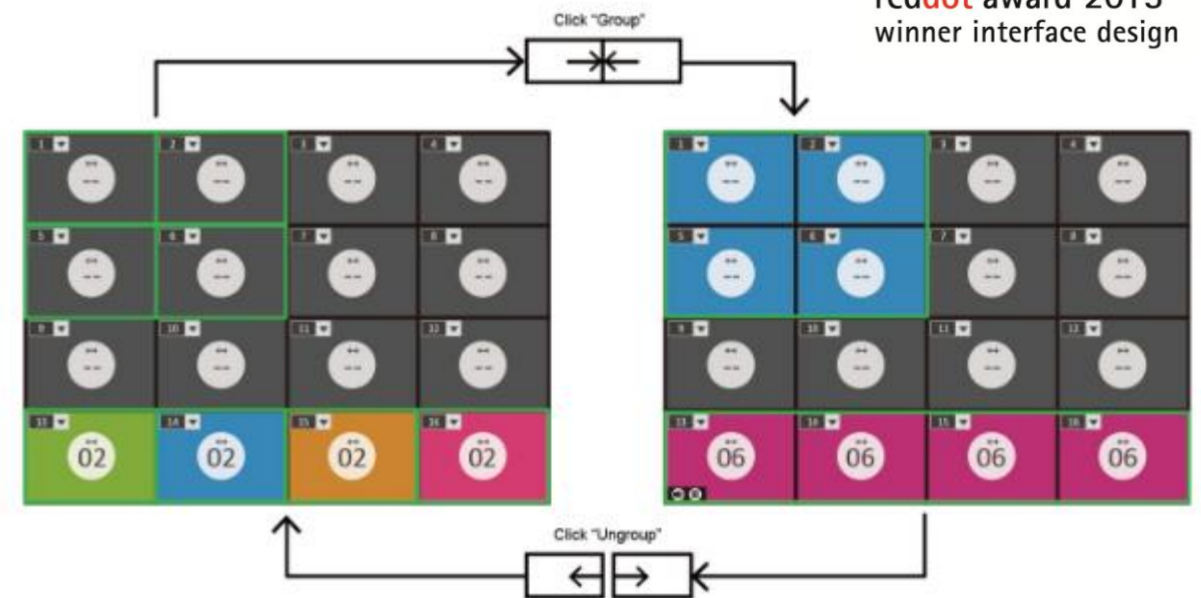


Intuitive Design

Individuals without a technical background can easily master and control ATEN products as a result of their user-centered design .

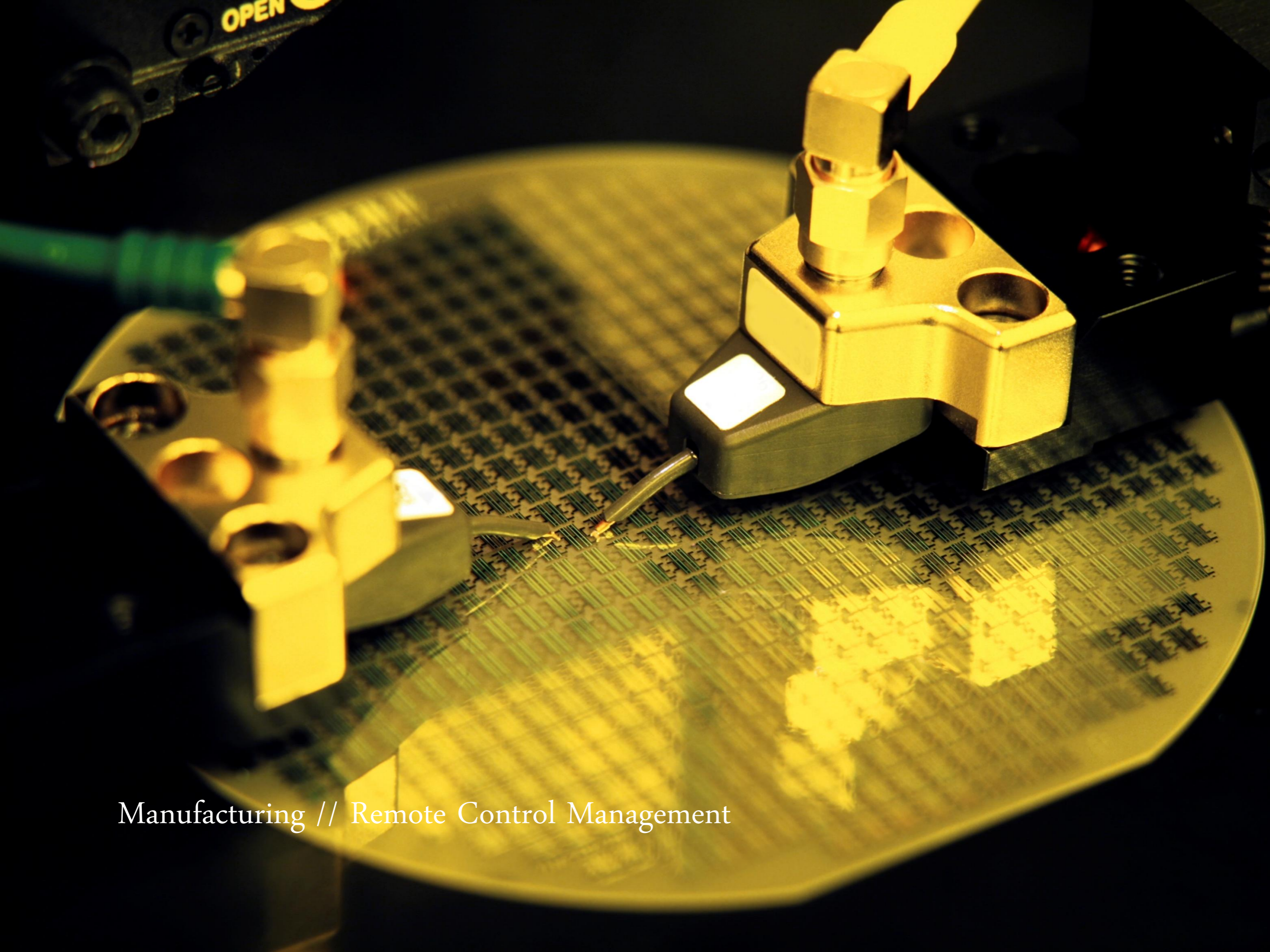


reddot award 2015
winner interface design



Simplified Facility Management

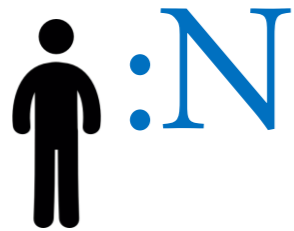
With ATEN's integrated solutions, you can control audio, video, lighting, power, and more from the one device.



Manufacturing // Remote Control Management

Productivity Maximization

Human to Device Ratio



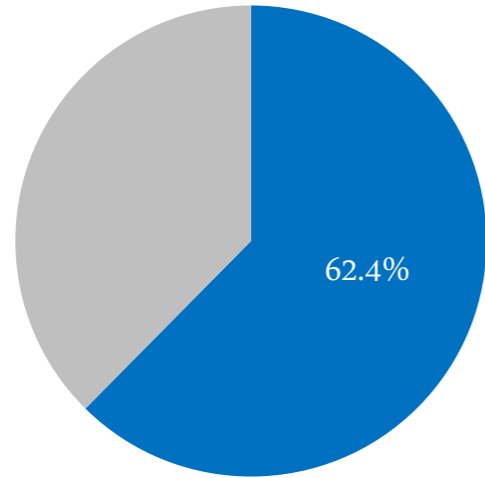
The manufacturing industry requires technology that ensures 24/7 uptime and streamlined processes. ATEN technologies can help to facilitate remote, real-time monitoring of production lines and effortless data sharing.

Forward Thinking

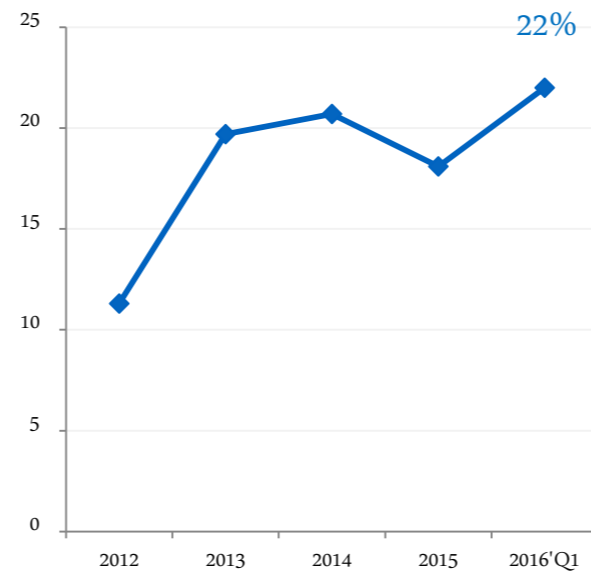
The manufacturing landscape is dramatically changing with more companies embracing the vision facilitated by Industry 4.0. The benefits from embracing the new landscape include increased productivity and efficiency.



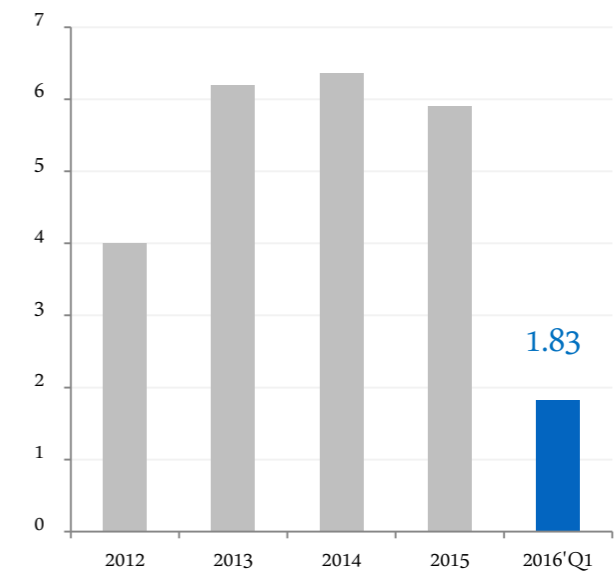
主要財務數字



2016年 第1季毛利率

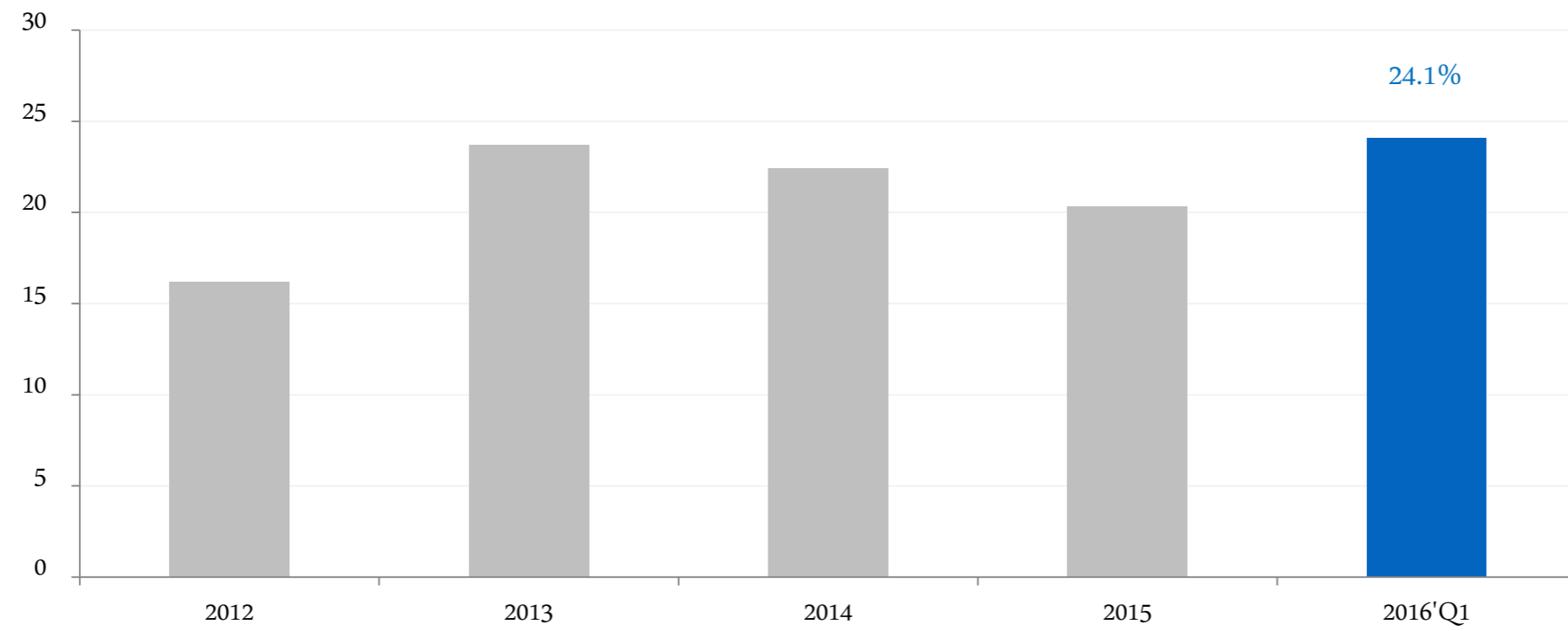


營業利益率



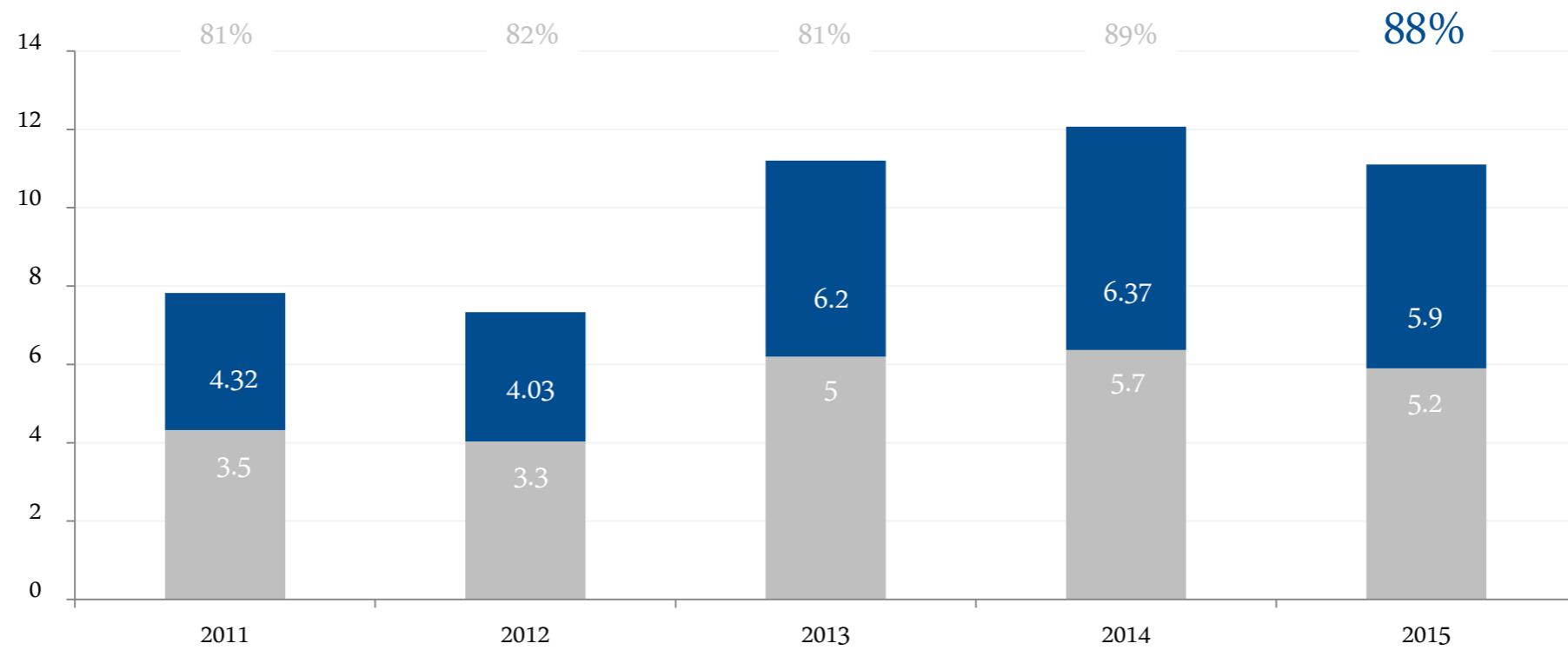
每股盈餘

股東權益報酬率



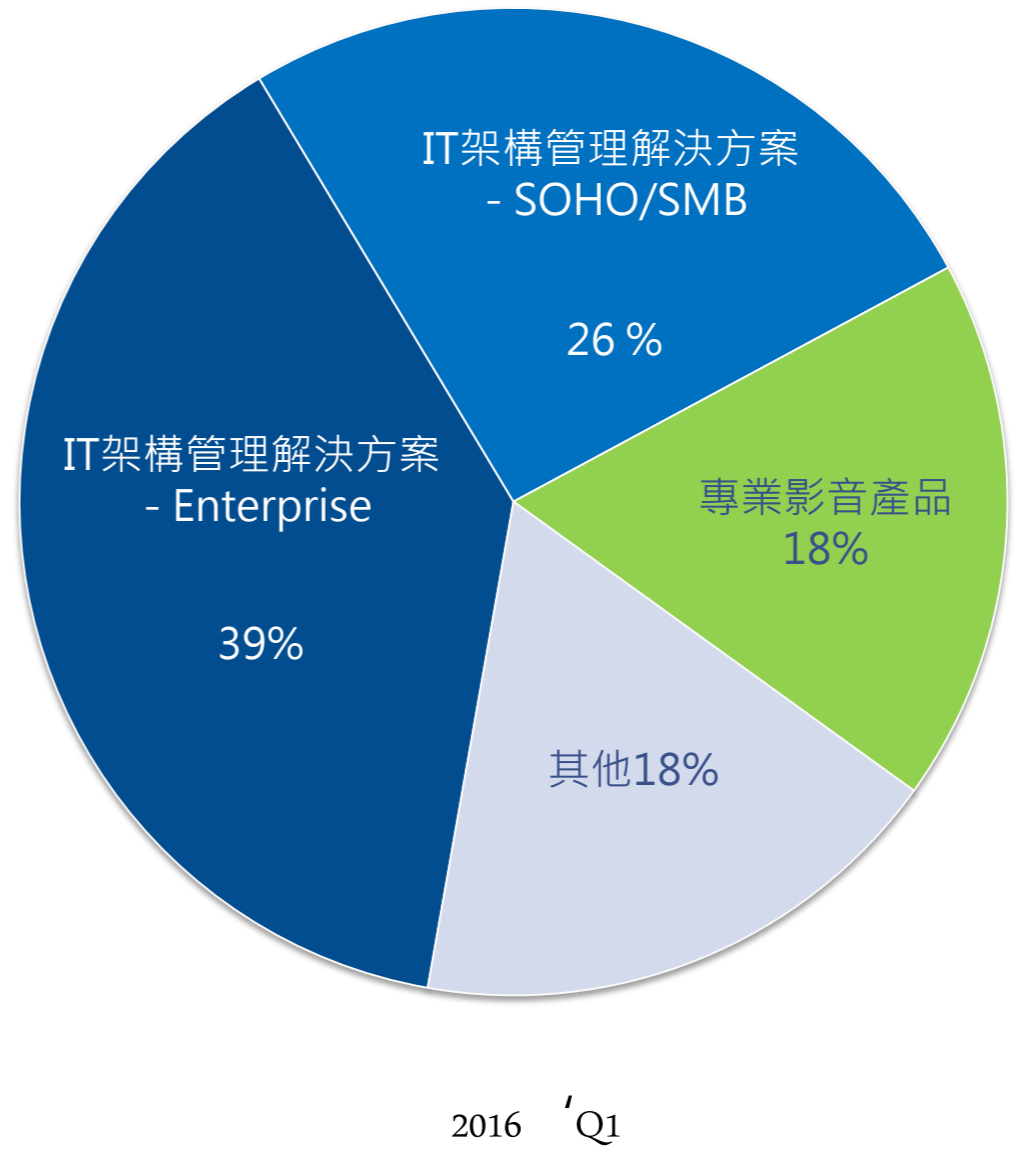
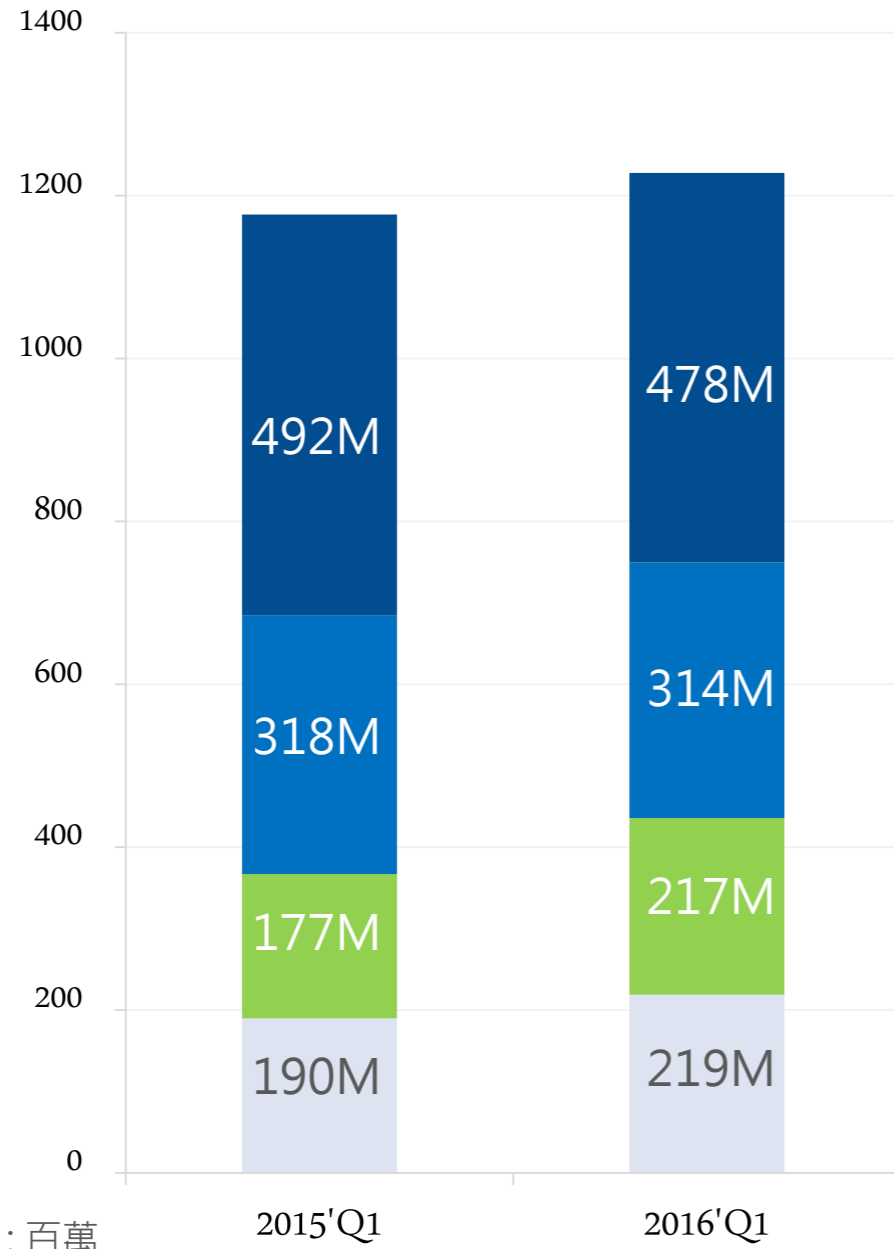
股東權益報酬率

股利政策

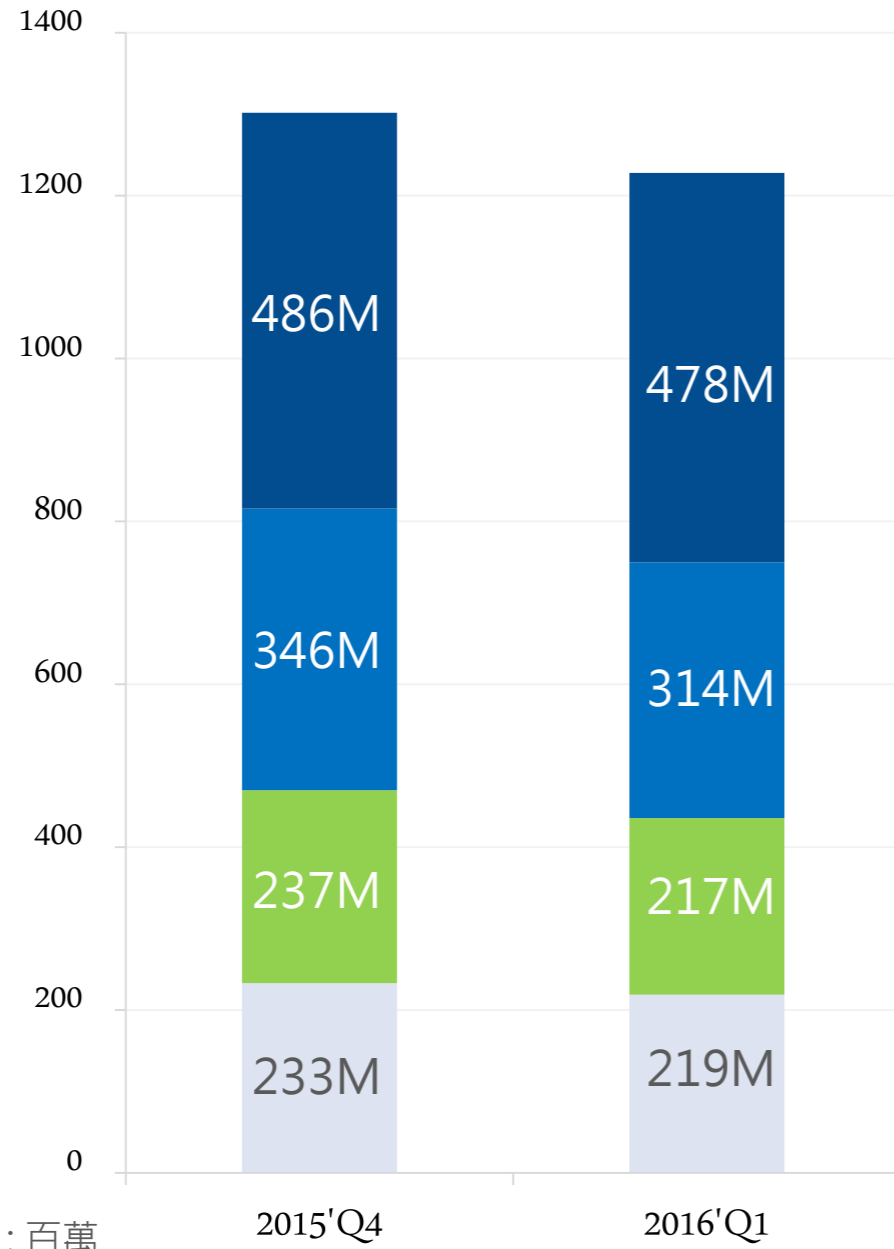


■ 每股盈餘
■ 現金股利

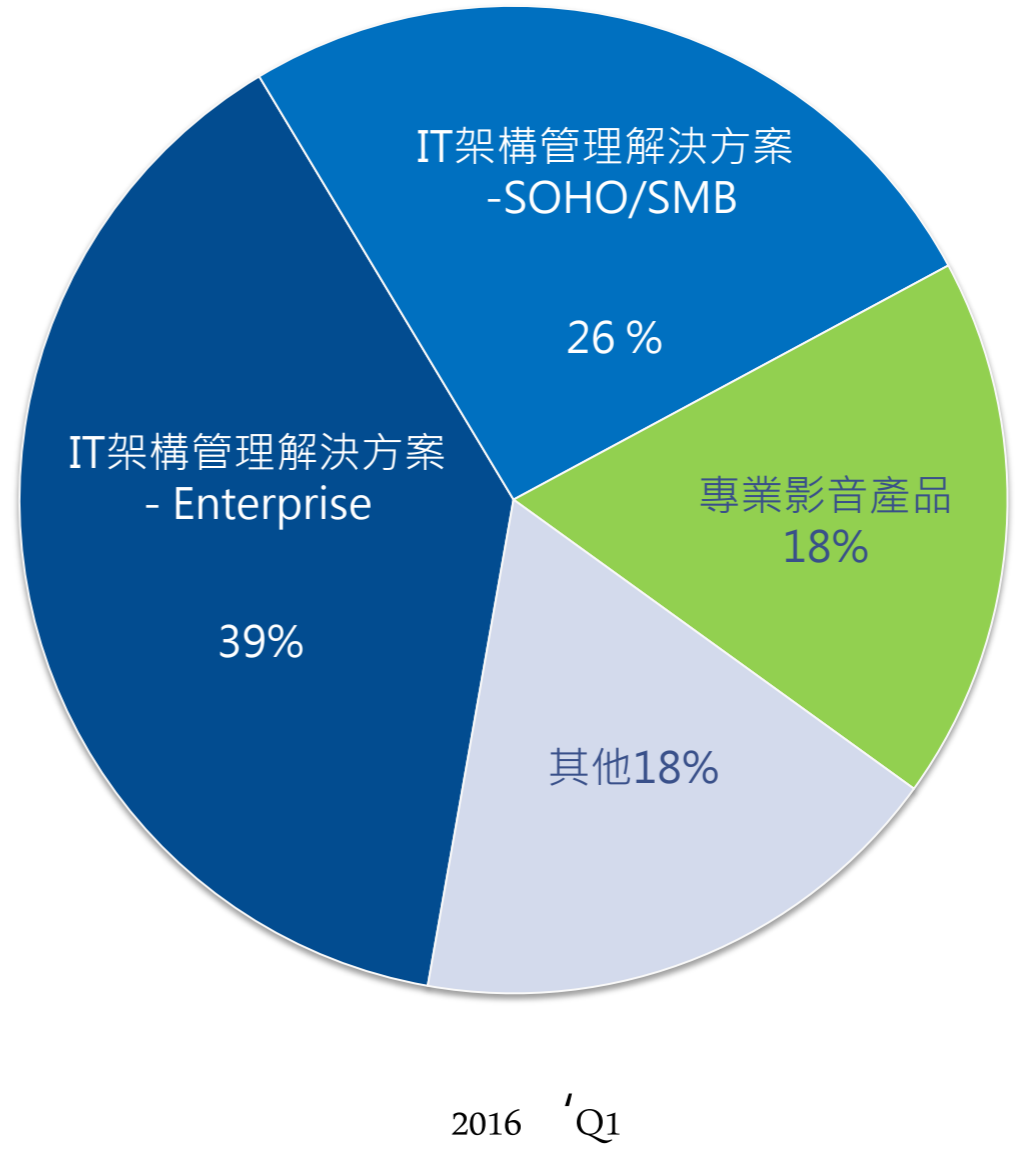
產品組合銷售YoY



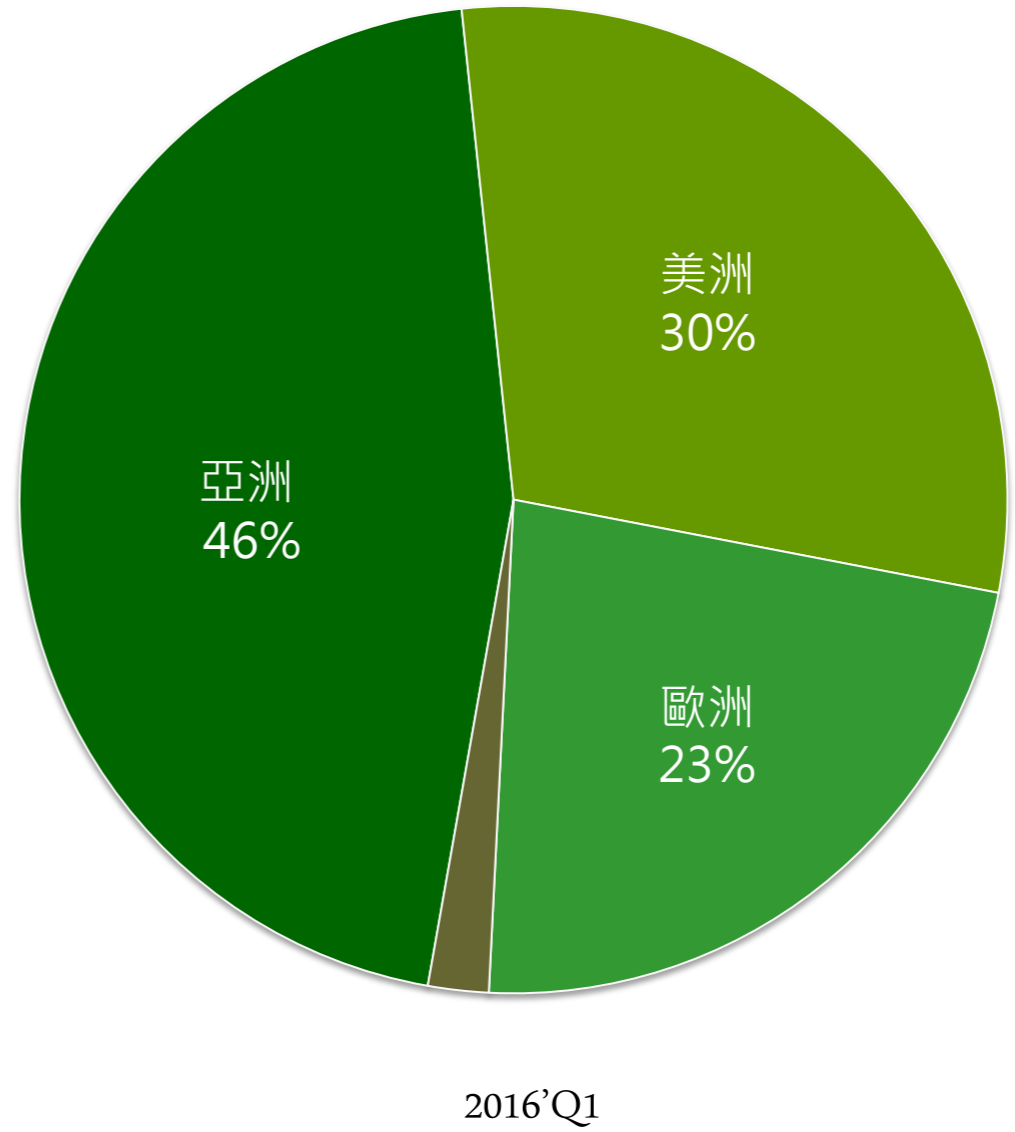
產品組合銷售QoQ



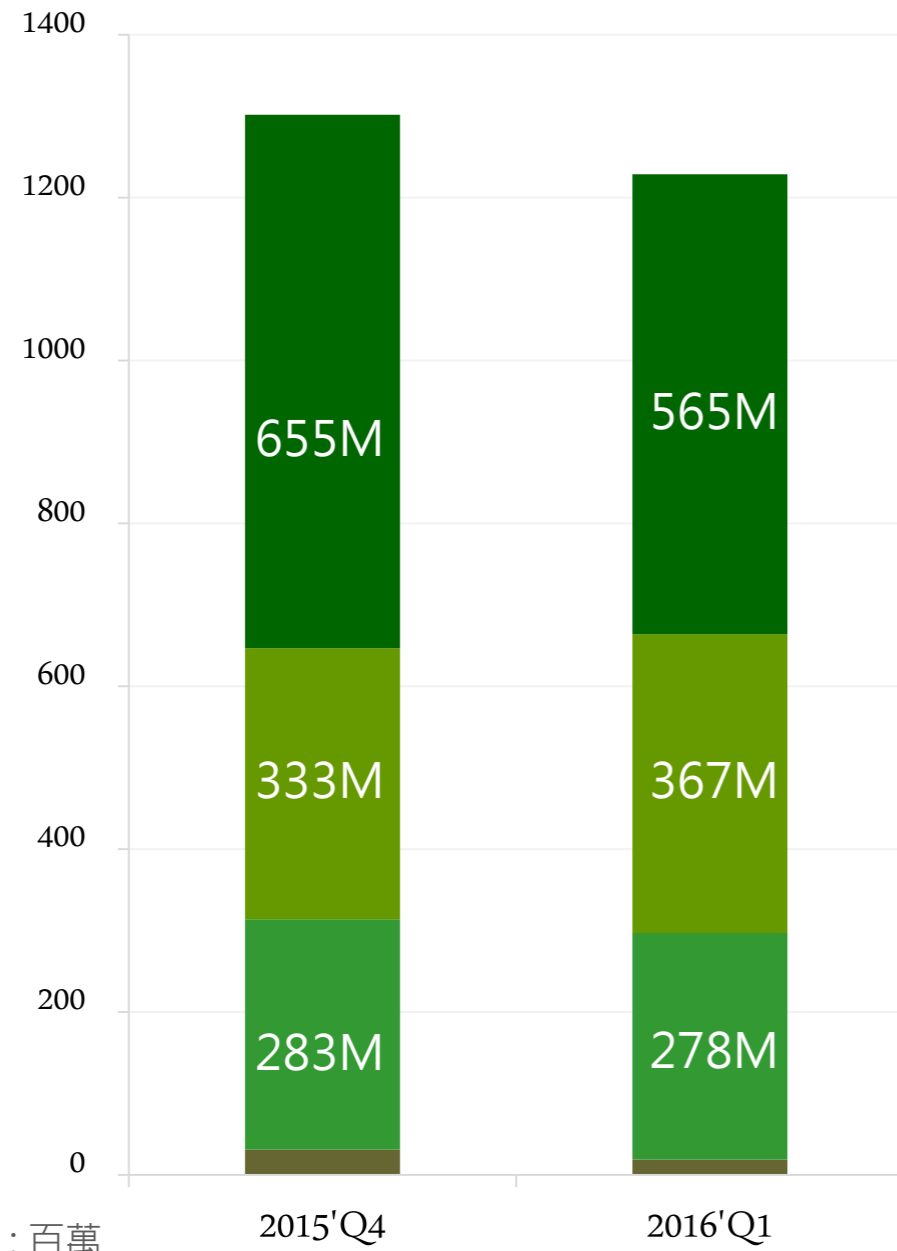
單位：百萬



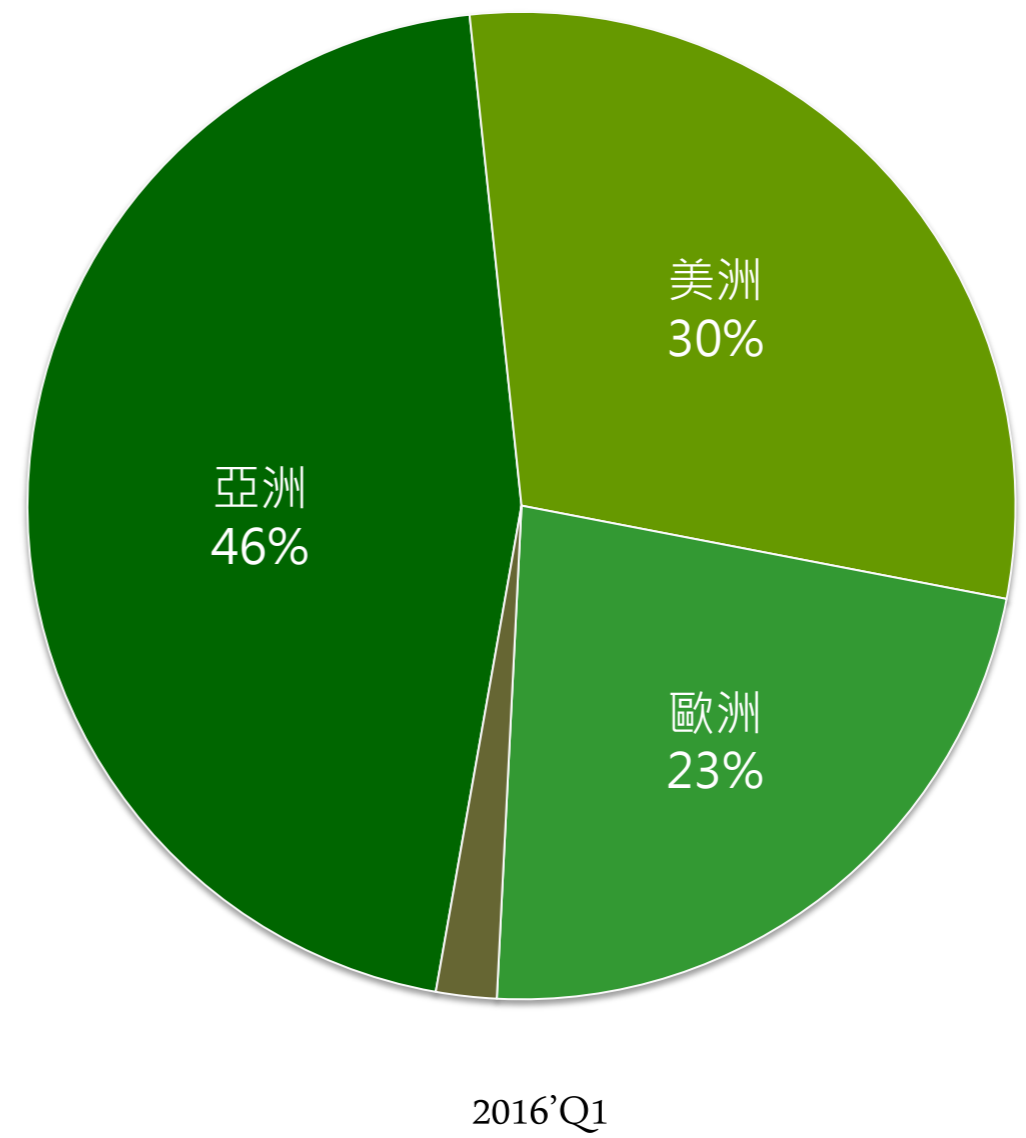
全球區域銷售YoY



全球區域銷售QoQ



單位：百萬



終端客戶名單

VISA



SIEMENS



J.P.Morgan



SHARP



SONY



全球佈局



Sales Office

Australia
Belgium
China
Japan
Russia

South Korea
Taiwan
United Kingdom
United States, CA
United States, NJ

R&D and Manufacturing

Canada
China
Taiwan

■ R&D Base

■ Sales Office

■ Manufacturing Base



Stay in Touch

ATEN International Co Ltd

Stock Code: 6277

ir@aten.com.tw

+886.2.8692.6789



免責宣言

本簡報及同時發佈之相關訊息包含財務、市場暨產品業務等預測性資訊。本公司未來實際發生的營運結果及財務狀況可能與這些預測性資訊所明示或暗示的預估有所差異。其原因可能來自於各種本公司所不能掌控的風險。這些預估及展望的訊息，反應本公司截至目前為止對於未來的看法。本公司並不負責隨時提醒或更新。

附錄 | 最近期財務報表

損益表 – Jan.~ Mar. 2016 (YoY)

單位：新台幣百萬	Jan. ~ Mar. '16		Jan. ~ Mar. '15		YoY
	金額	%	金額	%	%
營業收入	1,229	100	1,177	100	4
營業成本	462	38	454	39	2
營業毛利	766	62	722	61	6
營業費用	496	40	466	40	6
銷售費用	250	20	242	21	3
管理費用	140	11	122	10	15
研發費用	106	9	102	9	4
營業淨利	270	22	256	22	6
業外收入及支出	17	1	(2)	0	-1079
稅前淨利	287	23	254	22	13
本期淨利	219	18	198	17	11
本期淨利歸屬母公司	218	18	194	17	12
稅後EPS(NT\$)	1.83	-	1.63	-	12

Note : Taiwan Consolidated Basis

資產負債表 – Mar. 2016 (YoY)

單位：新台幣百萬	Mar. '16		Mar. '15		YoY
	金額	%	金額	%	%
現金及金融資產	1,581	28	1,840	31	-14
應收帳款及票據	577	10	572	10	1
存貨	904	16	798	14	13
流動資產合計	3,154	55	3,353	57	-6
不動產、廠房及設備	2,054	36	2,052	35	0
非流動資產合計	2,529	45	2,528	43	0
資產合計	5,683	100	5,881	100	-3
短期借款	504	9	544	9	-7
應付帳款及票據	435	8	501	9	-13
流動負債合計	1,517	27	1,718	29	-12
長期借款	67	1	80	1	-16
非流動負債合計	419	7	467	8	-10
負債合計	1,937	34	2,186	37	-11
權益合計	3,746	66	3,695	63	1
應收帳款週轉天數	42		46		
存貨週轉天數	171		151		
應付帳款週轉天數	86		91		

Note : Taiwan Consolidated Basis

現金流量表 – Jan.~ Mar. 2016 (YoY)

單位：新台幣百萬	Jan.~ Mar. '16	Jan.~ Mar. '15
	金額	金額
期初現金及約當現金餘額	1,086	1,077
營業活動之現金流量	-73	-86
本期稅前淨利	287	254
折舊及各項攤銷	21	21
權益法評價淨損失(利益)	-8	-7
持有供交易之金融資產	-207	-283
存貨	-70	-89
其他	-96	18
投資活動之現金流量	-11	-11
不動產、廠房及設備	-14	-12
其他	3	1
籌資活動之現金流量	-98	-15
短期借款	-92	-8
長期借款	-3	-5
其他	-3	-3
匯率影響數	-11	-29
期末現金及約當現金餘額	893	936
自由現金流量	-84	-97

Note : Taiwan Consolidated Basis