



Investor Conference 2019/Q1

Disclaimer

The information presented and referred herein are based upon the information obtained internally and externally from our company. In light of the forward-looking operational results, financial condition and business results, they might be different from those information expressly or impliedly presented herein due to various factors, including but not limited to market risks, supply chains, market demand and our upcoming high-quality products.

We undertake no obligation to publicly update or revise any statements regarding those information presented and referred herein in the event of any further changes or updates to the information presented herein.

Company Facts

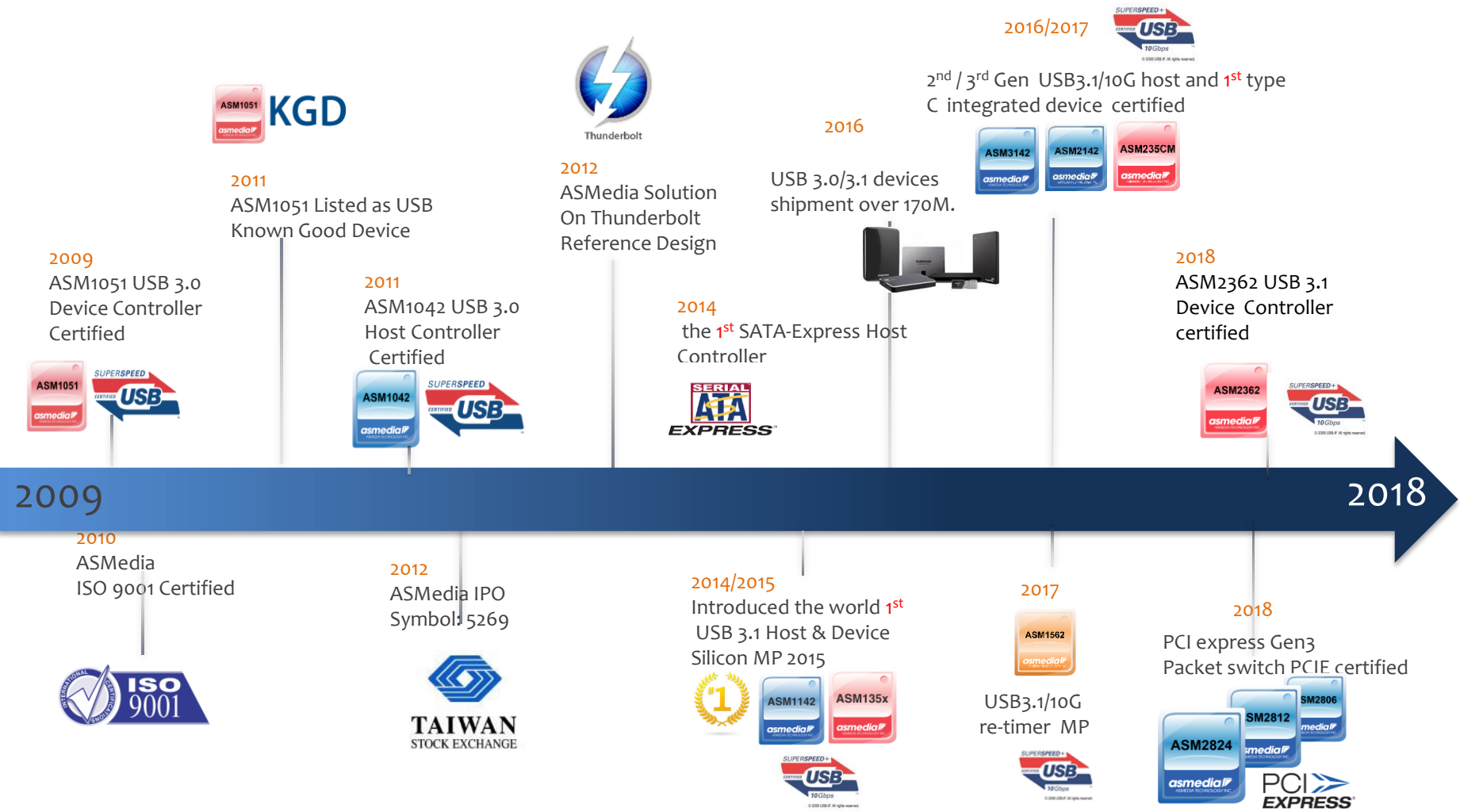
Company Name ASMedia Technology Inc.
Major Operations Fabless IC design
High Speed Connectivity
Established March 2004
Capital Stock \$20Million USD
Employees 210+ (85% engineering)
Headquarter Taipei, Taiwan
Stock Symbol Taiwan Stock Exchange ticker: 5269
Chairman Mr. Jerry Shen
President Mr. Chewei Lin



Environment
Friendly &
Hazardous Material
Free

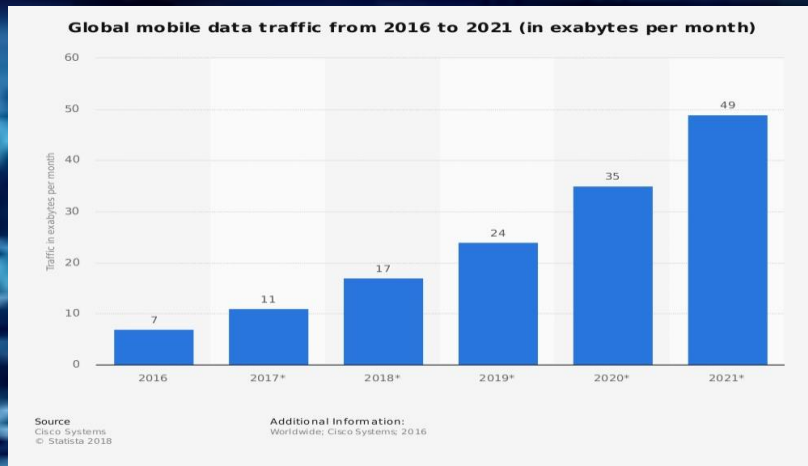


Company Milestones

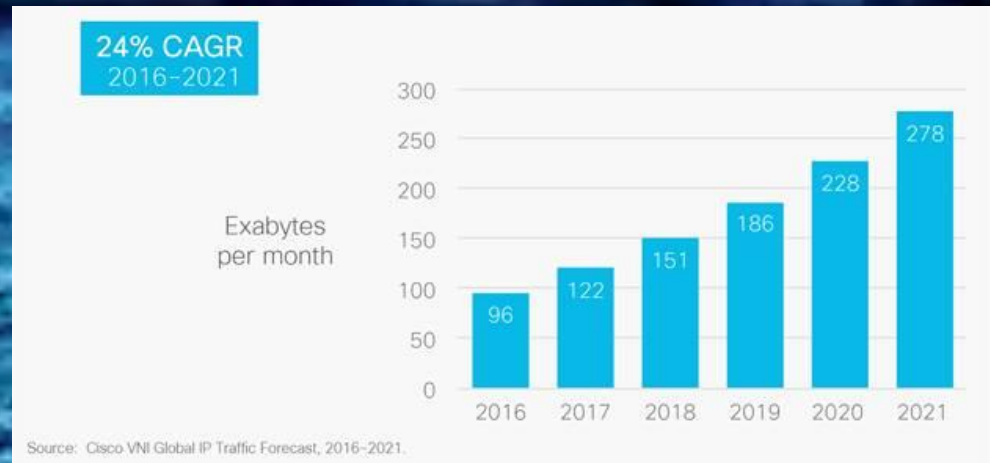


Market Opportunity for High speed link

Driven by the high density of data traffic

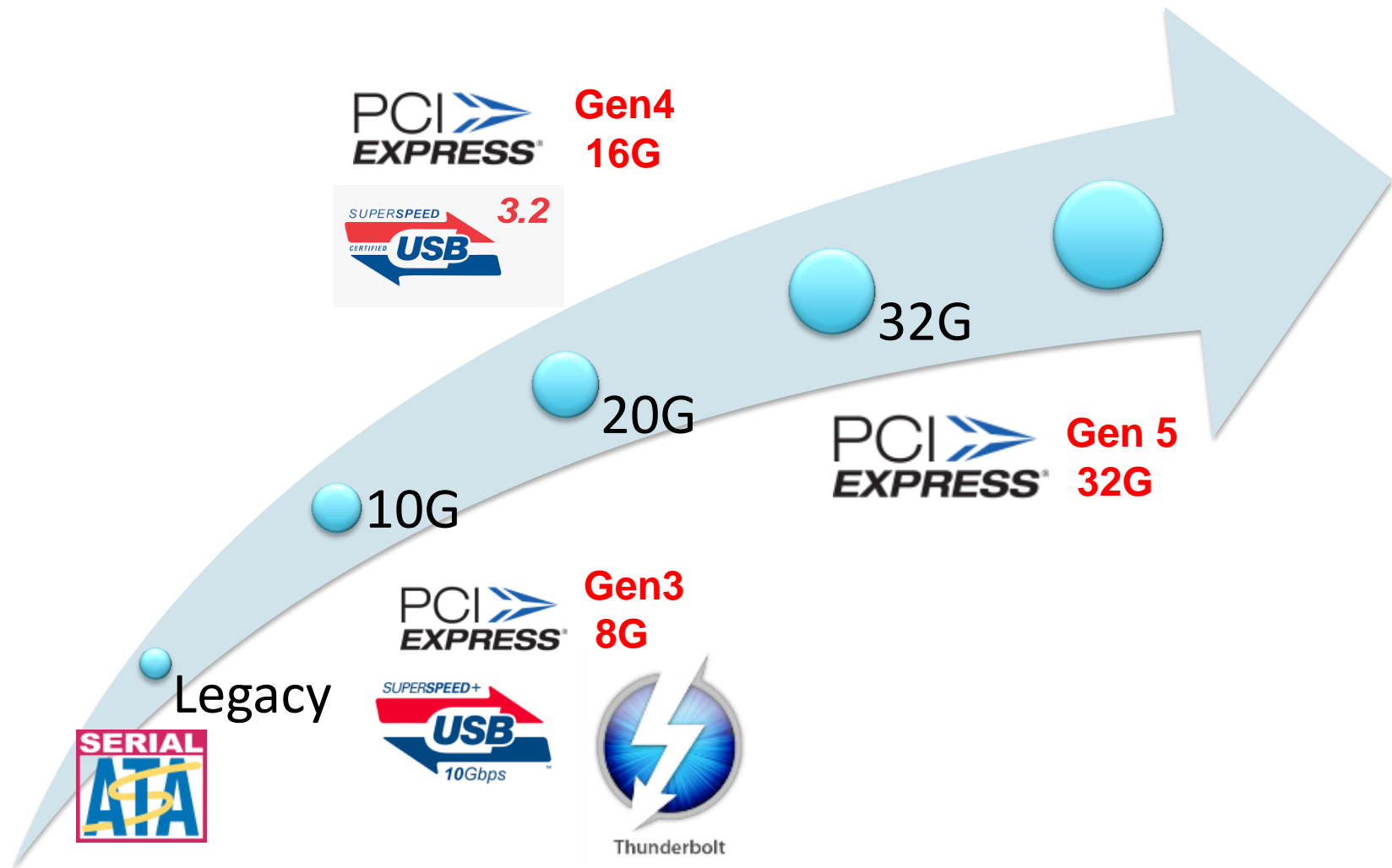


Source : Cisco System mobile data traffic



Source : Cisco VNI forecasts 278 EB per month of IP traffic by 2021

High Speed SERDES Technology Trend



ASMedia product and growth strategy



Bandwidth upgradability

- Speed and Performance enhancement, spec migration for High speed Link
- PCIE
- USB
- SATA



Platform design flexibility

- Singling, timing, functional improvement
- Signal switch
- Type C mux
- Re timer
- Re driver
- Level shifter



Component Integration

- BOM Cost reduction and foot print shrinkage
- Power module
- Type C Mux,
- CC logic



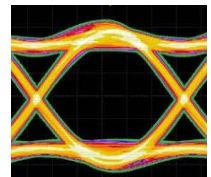
Port count Expansion

- Broaden the usability, market Segment and product portfolios
- Multiport SATA
- PCIE packet switch
- USB Hub



Interface/ IP and functional integration

- OEM ASIC design
- Customized design



ASMedia's market position

Strong customer relationship and supply chain partnership

- ▶ Branded PC, Mother Board and Notebook, Server, Gaming system.
- ▶ NAS, Thunderbolt and USB devices. Router, embedded platform etc.
- ▶ World class TSMC, ASE and SPIL as supply chain partners



Industry USB leader on host , device controller and re timer

- ▶ Host as (PDK) and Device as Known Good Devices (KGD)
- ▶ World leading USB3.1/ 10G host controller and Type C application on Major MB, DT and NB
- ▶ **Targeting SuperSpeed USB 20G MP in Computex 2019**



Market leader for USB External SSD and HDD

- ▶ No.1 market share 70% of External USB storage enclosure
- ▶ Trusted and Selected by all major Hard Drive brand
- ▶ Major supplier for World tier 1 External SSD controller
- ▶ **Fully engaged with Tier 1 SSD developers for USB to PCIE NvME SSD for high bandwidth Storage**



Align with New Technology demand trend

- ▶ Solution providers for Thunderbolt technology devices
- ▶ USB 10G re-timer MP and PCIE Gen4 Re-driver and mux on-going
- ▶ **PCIE Gen 3 Packet switch MP and PCIE Gen 4 in development**



ASMedia High Speed product line up



Leading USB 3.1 Gen 1, Gen2 host and devices

- Market leader for USB 3.1 10G host and device
- Integrated CC and Mux to support Type C for upcoming booming storage device
- Carry the market lead to SuperSpeed 20G USB design



Full line up for SATA interface storage

- USB to SATA, PCI to SATA and SATA to SATA
- USB to PCIE NvMe



Solid PCIe portfolios

- PCIe to PCI legacy
- PCIe Gen 2, PCIe Gen3 packet switch



Complete high speed Signal switch, re-timer, re-driver line up

- HDMI, DP switch, Type C mux, SATA, USB and PCIE etc. and re-driver and re-timer.

Product category and application

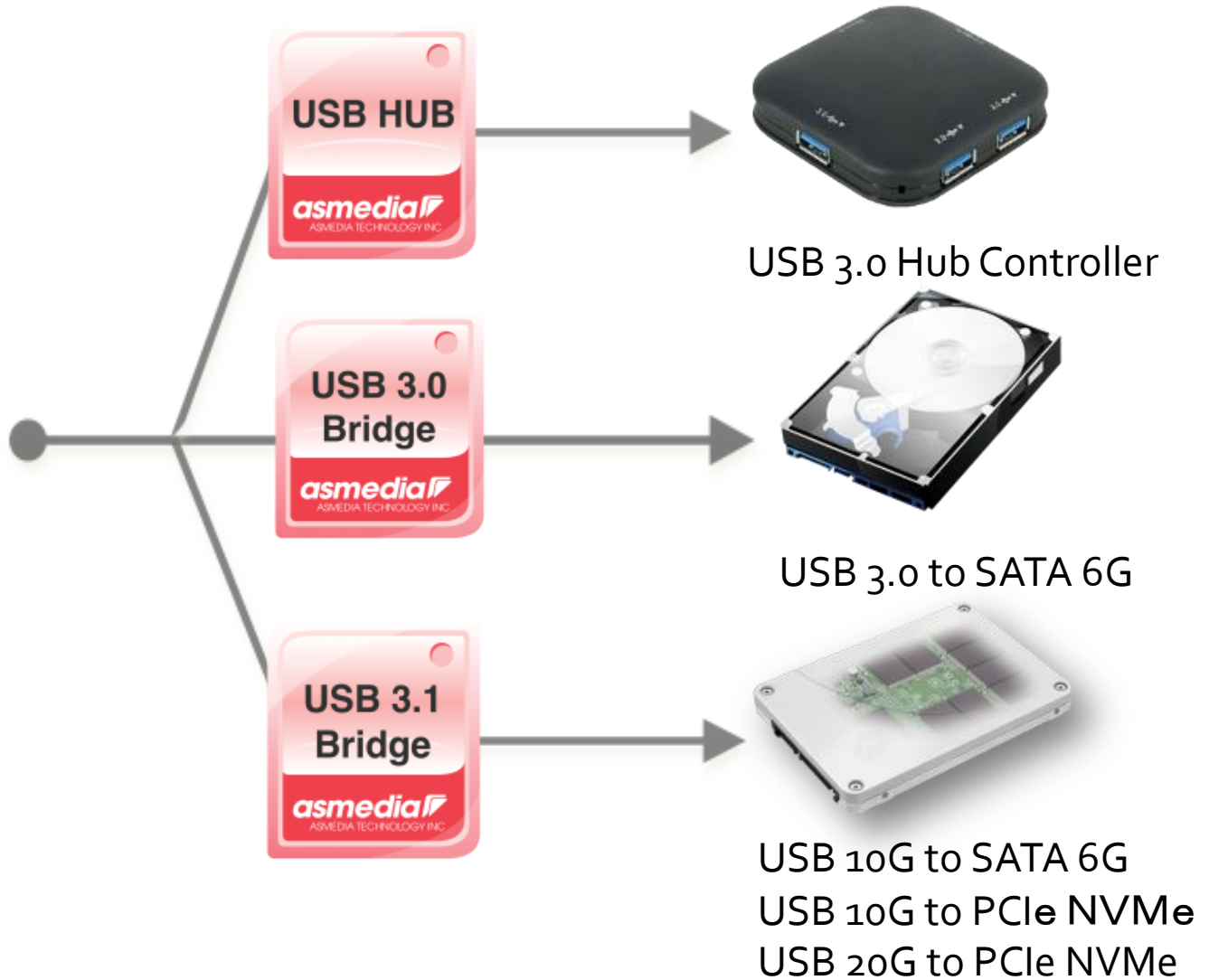
The image illustrates the product categories and applications of storage solutions. At the center is a 3D pie chart divided into five segments, each representing a different product category:

- ReDrivers** (Blue segment)
- Signal Switches** (Light Blue segment)
- Host Controllers** (Green segment)
- Device Controllers** (Red segment)
- Customized Design** (Orange segment)

Surrounding the chart are various storage products and logos:

- Storage Hardware:** A server rack with multiple drive bays, a tower server, a My Book external hard drive, a laptop, a USB 10Gbps cable, a SATA-to-USB adapter, a PCI Express card, a SanDisk SSD, a Samsung SSD, a USB drive, a hard drive, and a stack of external hard drives.
- Logos and Standards:** SUPER SPEED+ USB 10Gbps, PCI EXPRESS, SERIAL ATA, SanDisk, and Samsung.

USB Device Controllers

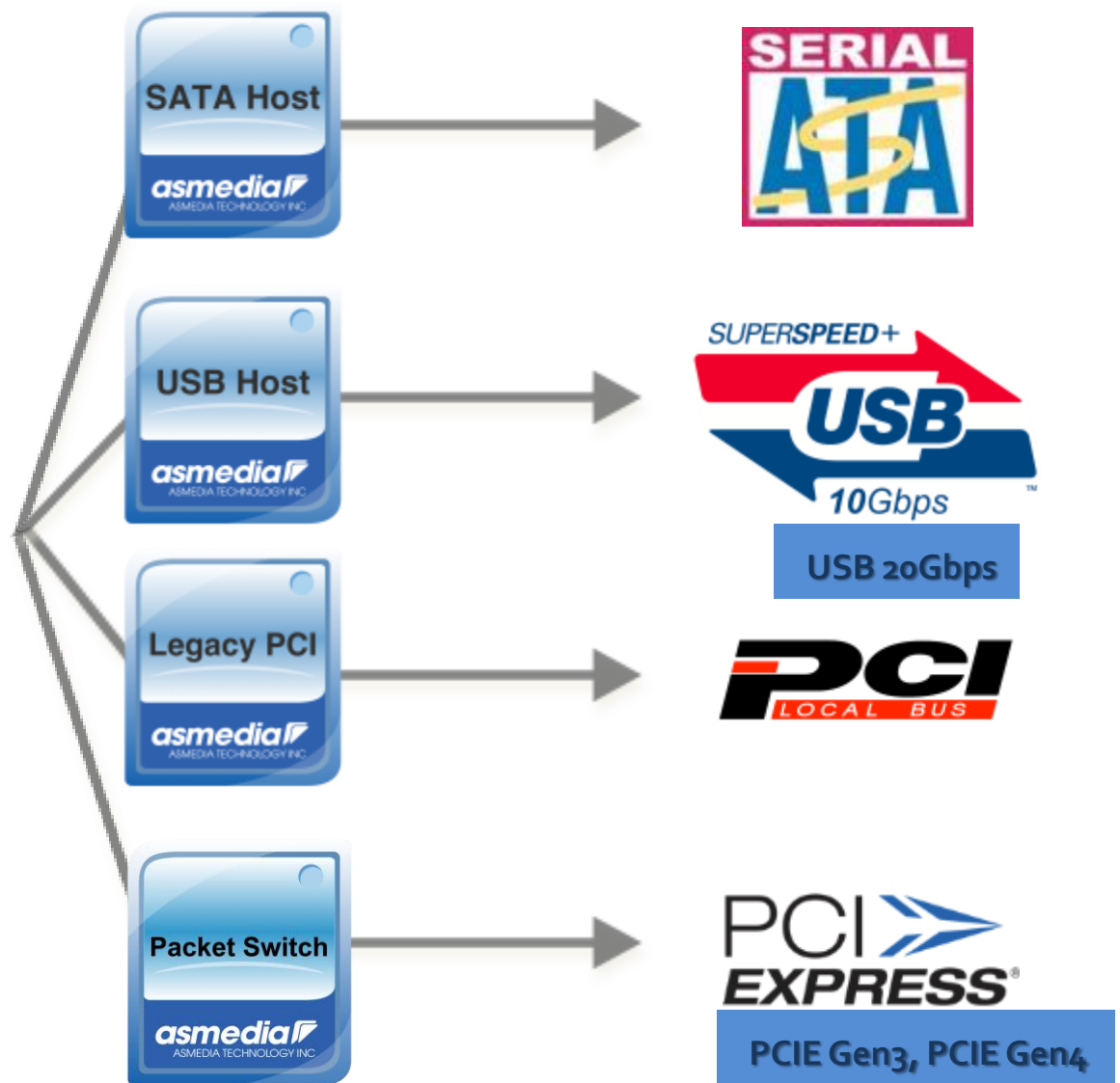


PCI Express Bridge Controllers

PCI EXPRESS®

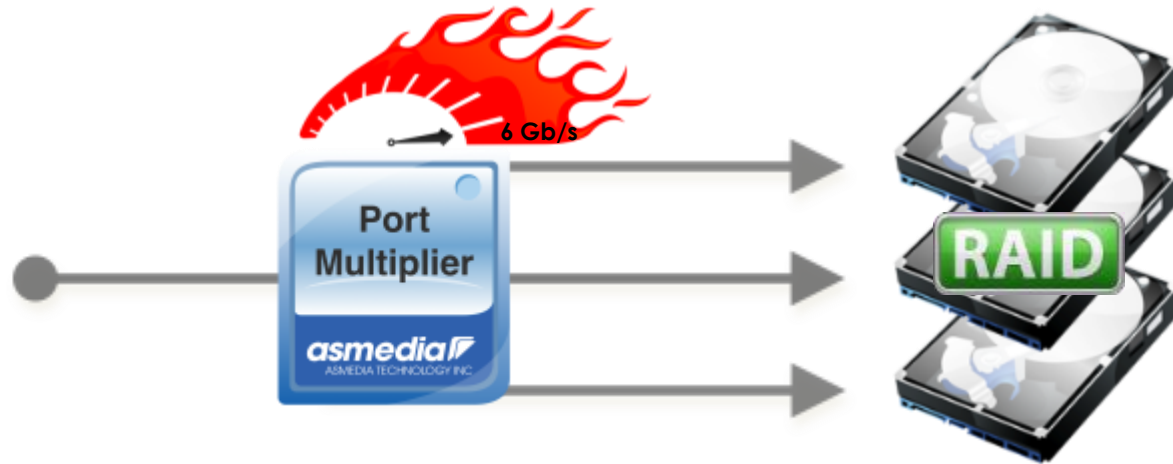


Thunderbolt



asmedia

SATA Controllers



Multi-Bay Storage

CCTV DVR Devices

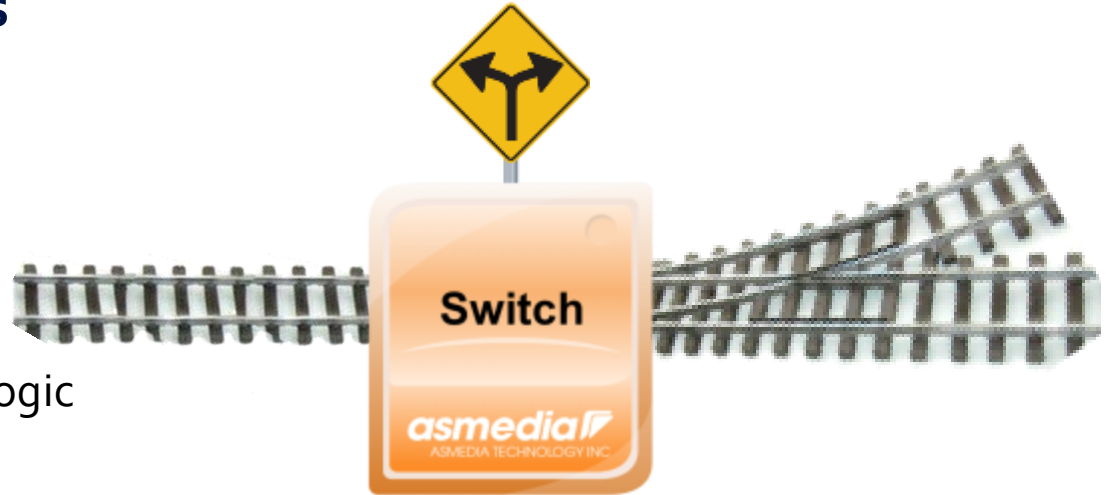
RAID Protected DAS/NAS



Switches & Re-Timer

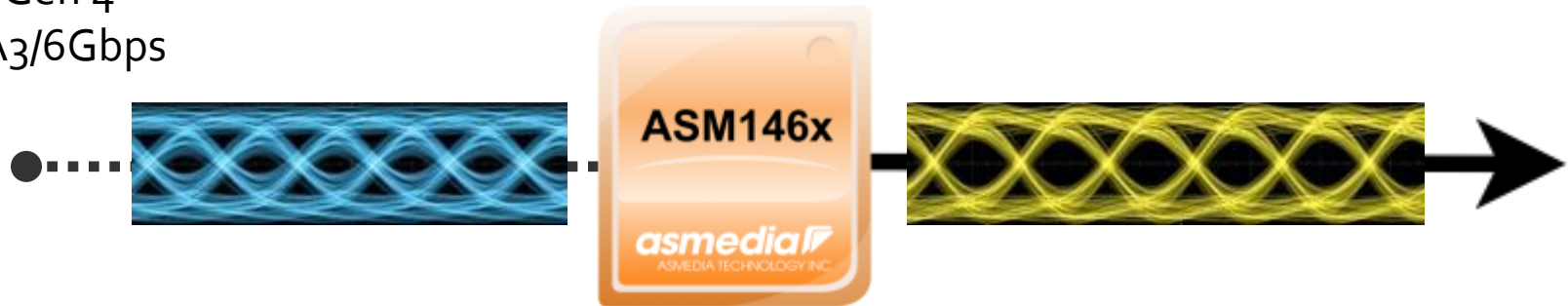
High Speed GHz Switches

- SATA 6Gbps
- PCI Express
- USB 5G, 10G
- HDMI & DP
- USB Type C Switch
- USB Type C Switch w. cc logic



High Speed Signal Re-Timer, Re-Driver

- USB 5G, 10G, 20G
- PCIE Gen 4
- SATA3/6Gbps



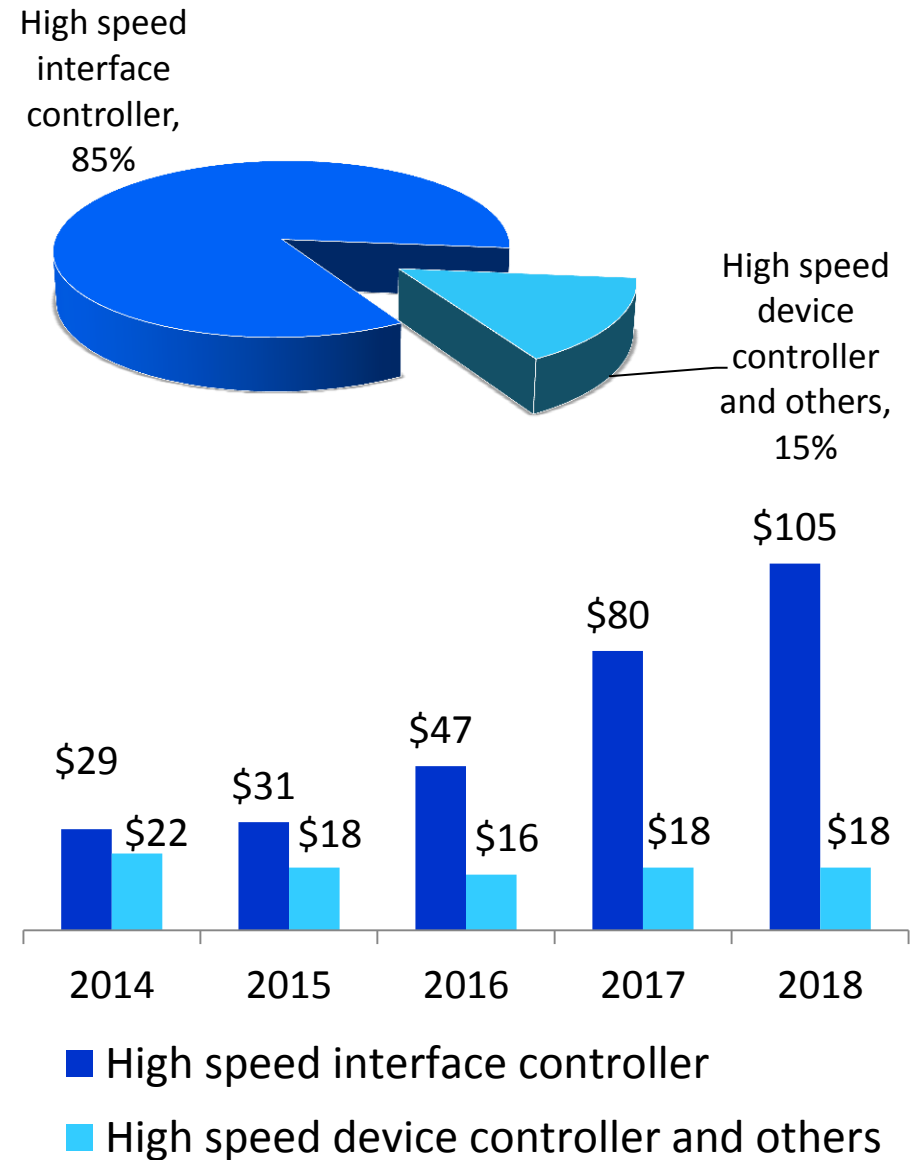
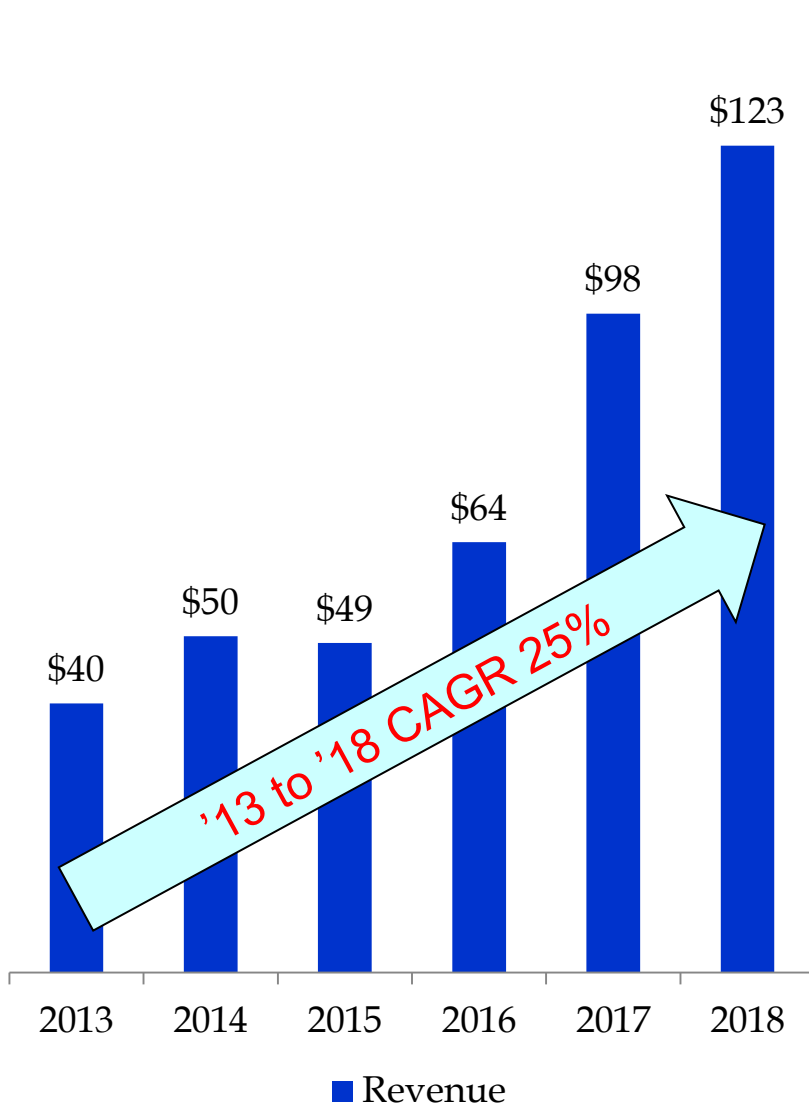
- **Key to Success and Growth**

- Industry leader of advance technologies for high speed interfaces
- Experienced and skillful silicon design, verification team in the field of High Speed Interfaces
- Leverage intensive internal developed technology & IP portfolios
- Proven IPs, design and products in the market
- Proven business model of customized ASIC, technologies & feature integration, and engineering support

Q4, 2018 Financial Results

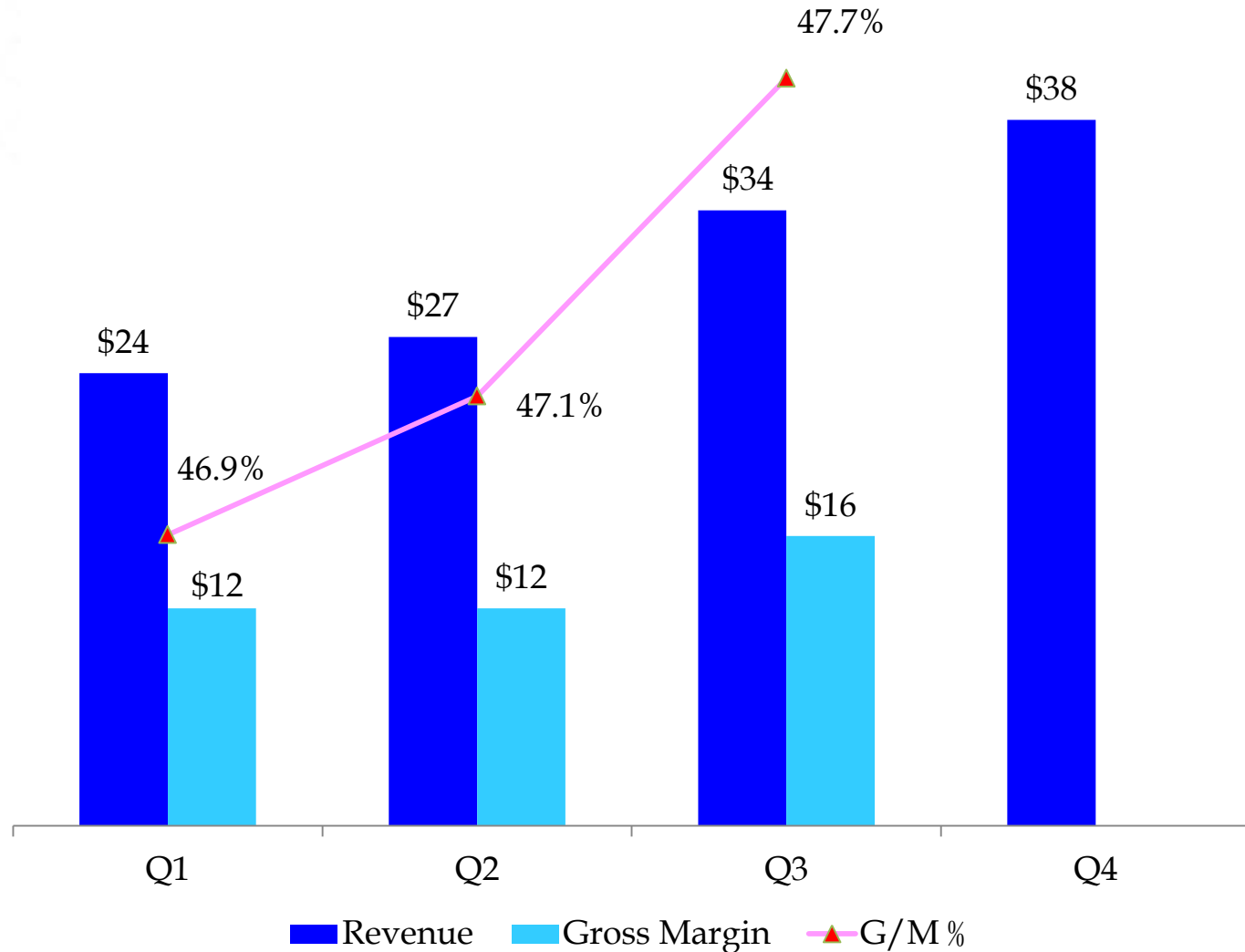
Performance-Revenue by product

(US\$ in millions)



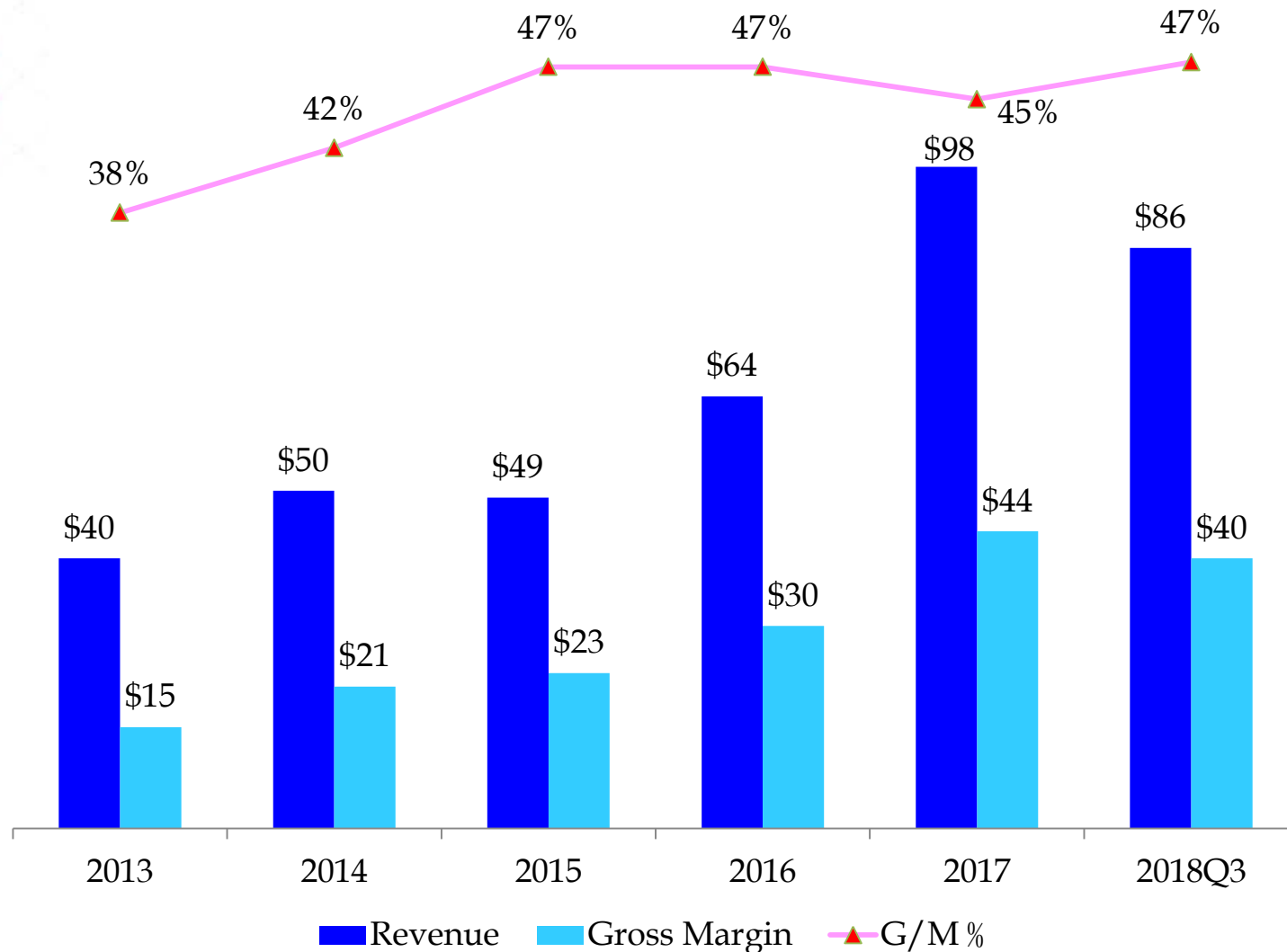
Performance-Revenue and Gross Margin by 2018 Quarter

(US\$ in millions)



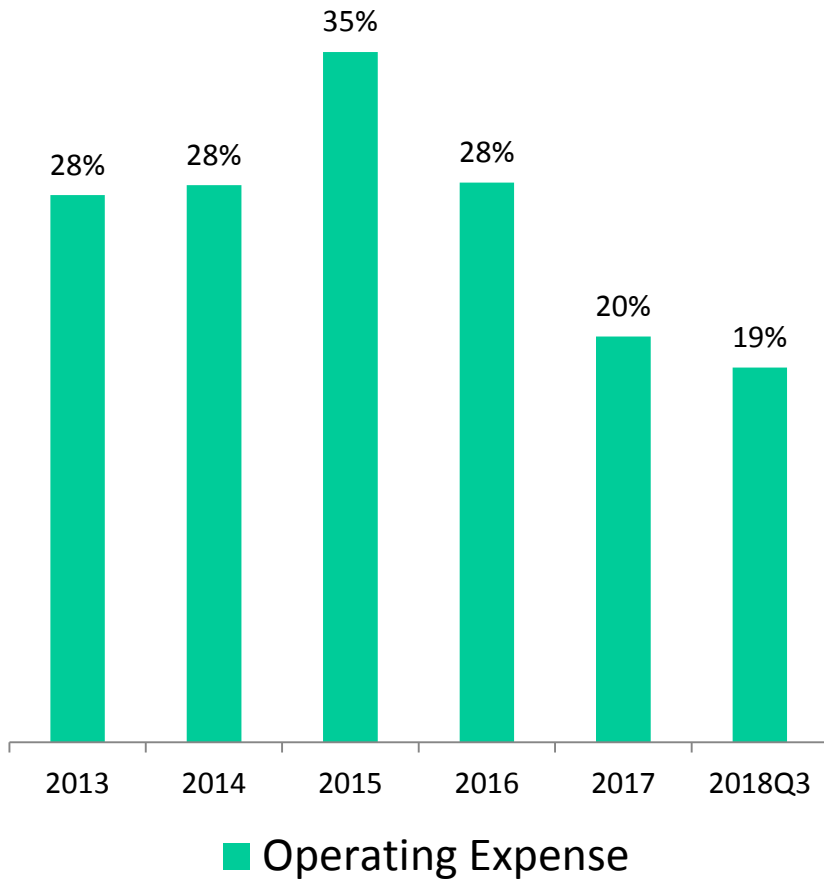
Performance-Revenue and Gross Margin

(US\$ in millions)

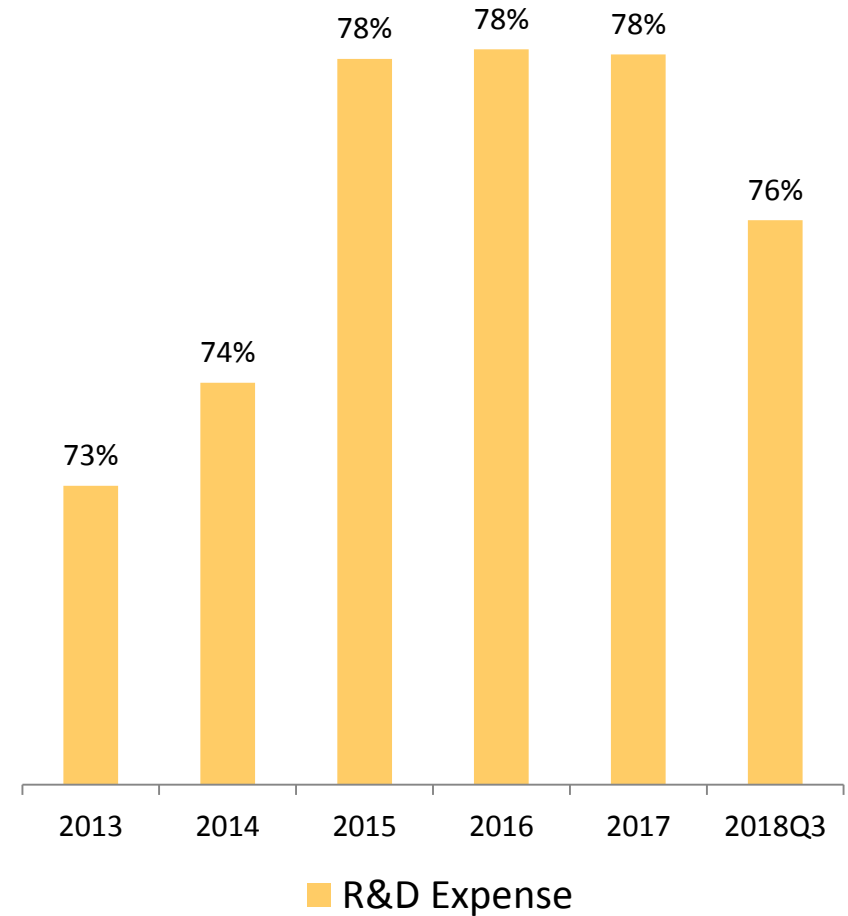


Performance- Operating expense

OPEX % of Annual Revenue



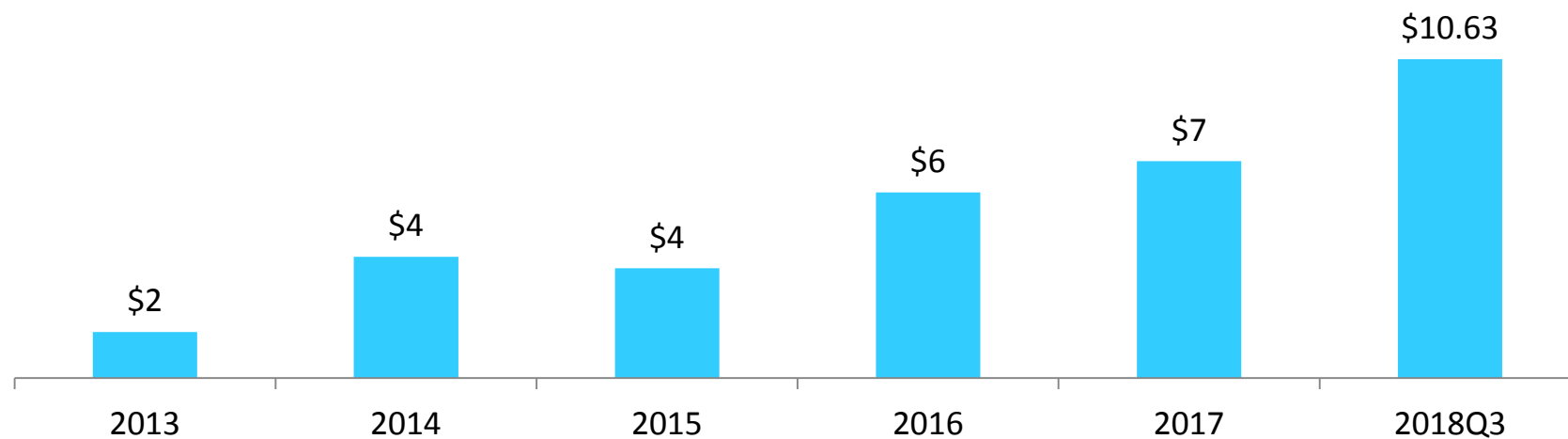
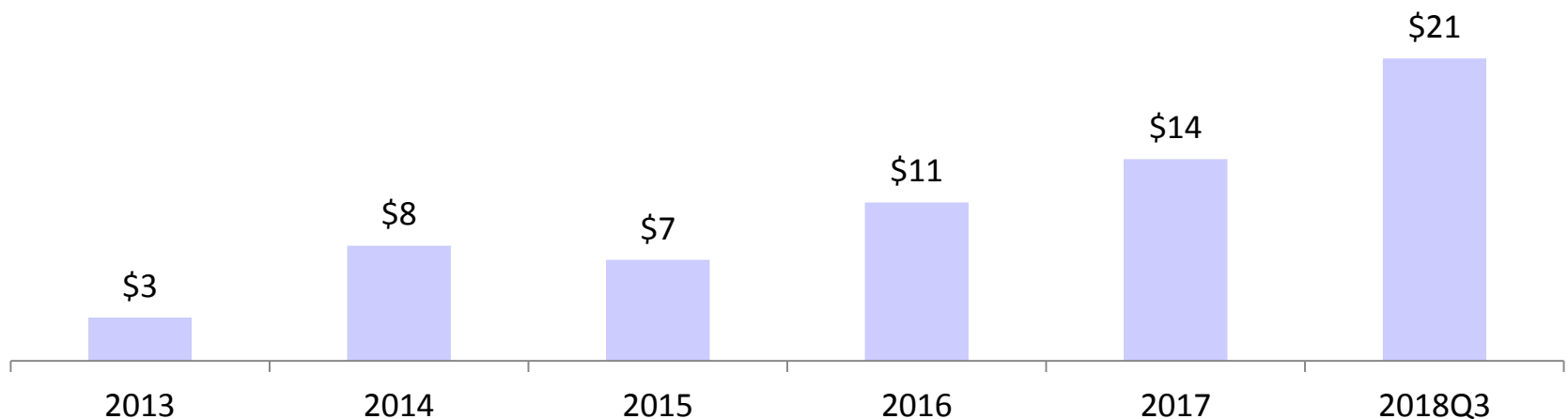
RD Expense % of OPEX



Performance- Net income and EPS

(US\$ in millions)

■ Net Income



■ EPS

Performance- Consolidated Income Statement

(NTD in thousands)

	3Q18	2Q18	3Q17	QoQ	YoY
Net Revenue	1,044,128	788,631	813,661	32.40%	28.32%
Gross Margin	497,890	371,747	385,966	33.93%	29.00%
Operating expenses	(161,224)	(165,080)	(156,056)	-2.34%	3.31%
Operating Margin	336,666	206,667	229,910	62.90%	46.43%
Non-operating income and expenses	(1,457)	42,482	6,296		
Profit before income tax	335,209	249,149	236,206	34.54%	41.91%
Income tax expense	(58,919)	(32,929)	(26,574)		
Net income	276,290	216,220	209,632	27.78%	31.80%
Earnings per share(NT\$, Basic)	4.60	3.60	3.51		

Performance-Key Balance Sheets Items

(NTD in thousands)

	2015/12/31		2016/12/31		2017/12/31		2018/9/30	
	Amount	%	Amount	%	Amount	%	Amount	%
Cash and Cash Equivalents	994,782	61%	960,418	48%	1,094,715	48%	1,206,982	44%
Account Receivable	188,144	12%	333,718	17%	426,902	19%	701,303	26%
Inventory	210,640	13%	420,723	21%	475,153	21%	386,984	14%
Total Assets	1,624,883	100%	2,002,892	100%	2,303,902	100%	2,724,895	100%
Liability	279,327	17%	446,554	22%	561,021	24%	703,286	26%
Shareholders' Equity	1,345,556	83%	1,556,338	78%	1,742,881	76%	2,021,609	74%



asmedia 

Thank You