



Promise Technology Introduction

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Date: May 26, 2015

- 2015 Q1 Operation report
- 5 years Winning strategy
- Solution progress for 3 major market
- 2015 Operation perspective
- Q&A

Financial Date-Income Statement Q1 15

Selected Items from Statement of comprehensive Income_Q1 15

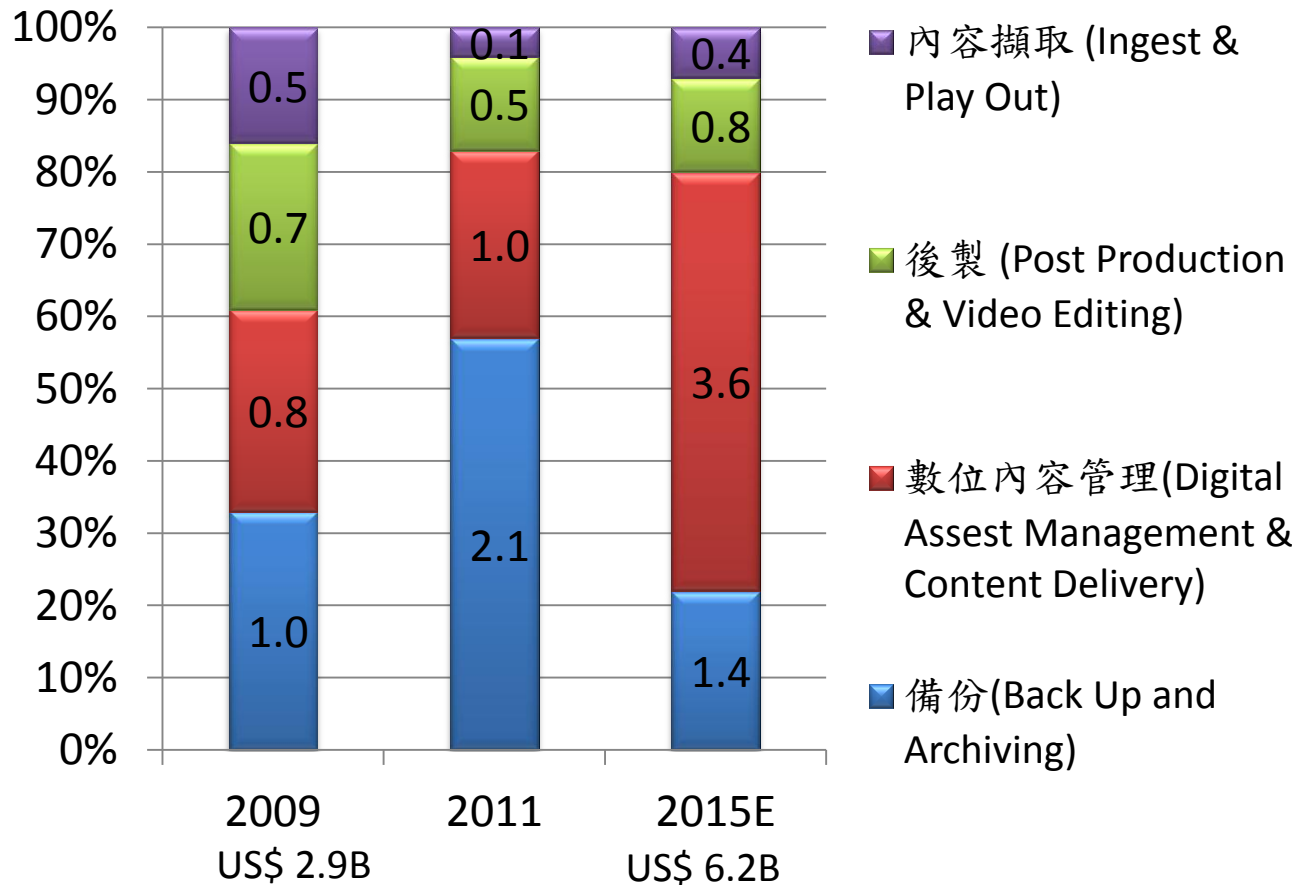
(In NT\$ Millions)	1Q15	1Q14	Yearly Change	4Q14	Quarterly Change
Net Revenue	880	885	-0.6%	1008	-12.7%
<i>Gross Margin</i>	43.0%	43.1%	-0.13ppts	47.0%	-4.08ppts
Operating Expenses	295	308	-4.0%	349	-15.3%
Operating Profit	83	74	12.2%	126	-34.1%
<i>Operating Margin</i>	9.4%	8.3%		12.5%	
Net Income	51	83	-38.6%	130	-60.6%
<i>Net Profit Margin</i>	5.8%	9.4%	-3.60ppts	12.9%	-7.09ppts
EPS(NT\$)	0.32	0.52	(0.20)	0.82	(0.50)
ROE	8.3%	14.6%		20.6%	
FX rate(NT\$/US\$)	31.51	30.27		30.84	

Alliance Strategy

- **Vertical industry alliance**
 - Ally with vendors: HDD, IC and Components vendors
 - Ally with Regional professional VAN/SI
 - Surveillance vendor
 - Media and Entertainment vendor
 - Data Center vendor
 - Cloud service vendor
- **Horizon industry alliance**
 - Relative SW vendors
 - Surveillance VMS
 - File backup
 - M&E application
 - Cloud application
 - Big data and IOT platform



M&E application opportunity



M&E Solution



M&E Solution progress

Solution

SW vendor

*Profession
system
assembling*

*Post-Production
& Video Editing*

*Apple - Final Cut
Pro and XSan*

*TelSxxxx &
MelRxxxxac*

*Digital Assets
Management &
Content Delivery*

Prixxxxxxx

東xxx

*Archiving
& Back Up*

Arxxxxxxx

Surveillance solution



Surveillance solution progress

Solution

ISVs

Value added reseller

Server-Based NVR



Genetec



CSVi

***Dxxx, Melxxxxxxx,
Sxxxxxx, Axxxx,
Bxxx, Uxxx, etc***

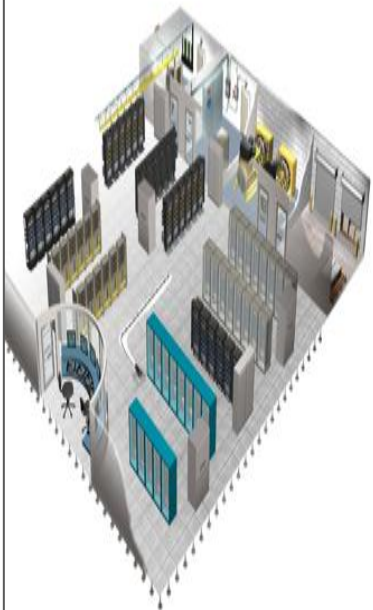
Cloud-Based Surveillance System



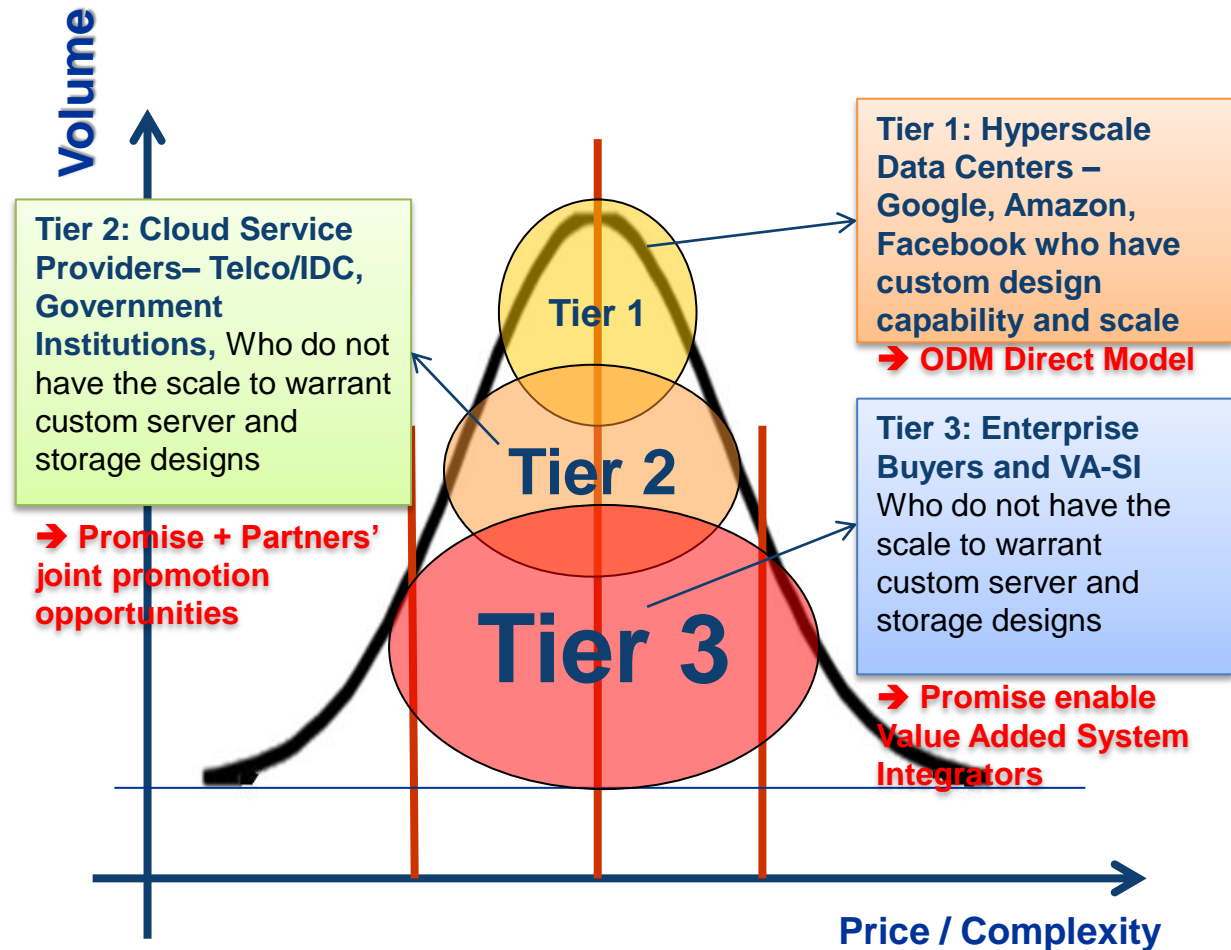
***Axxx,
Brxxx***

***Axxxxxx, Chxxxx,
Dxxx***

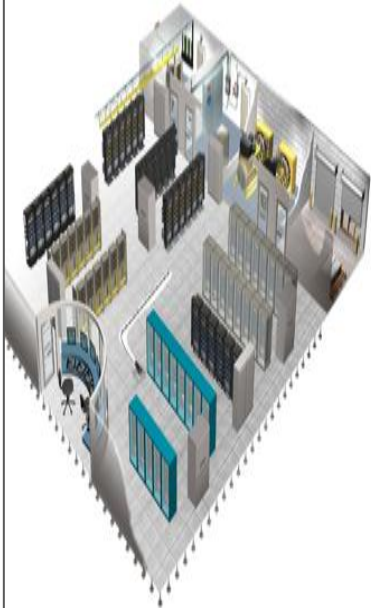
Cloud solution



Cloud Storage opportunity



Cloud solution



Cloud solution progress

Solution

ISV

Value added reseller

Cloud infra-
Converged
Infrastructure

Surveillance, Education,
Medicare, Enterprise,
BIGDATA, IOT, etc.

ODMs, Sis, Cloud
Service Providers

Cloud/IT infra-
Scale Out
Storage

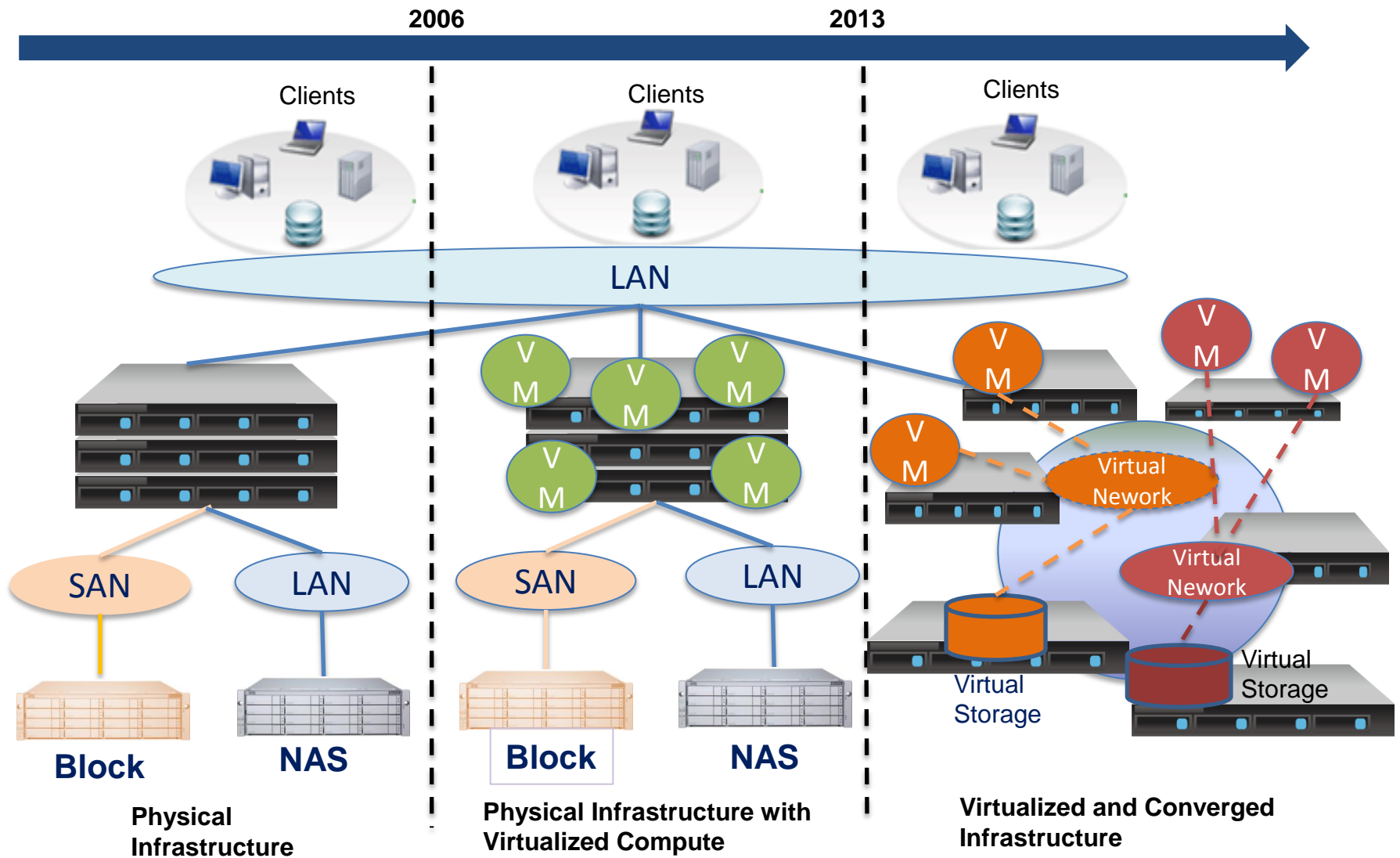
Surveillance, Rich Media,
BackUp and Archiving,
etc.

SIs for Surveillance,
Goverments, Rich
Media

Cloud file
sharing
File Sync. and
Sharing

ODM/SIs for
Education, Rich Media,
Cloud Service
Providers

Infrastructure Evolution



2015 Q2 & H2 perspective

- **Q2 operation result may be under expectation**
 - New / Old product transmitted issue
 - Re-build Solution Channel will be impacted shortly
 - One of Promise customer adjust inventory and order delay
- **H2 operation perspective**
 - Business will be getting better to get rid of Q2 issues
 - Business will grow, because new product launch shortly
 - Ally strategy return will come to more customer bases.
 - The revenue of 2015 still grow than last year.

Promise (3057)



Thank You!