

Energy Devices Business Strategy (Rechargeable Batteries Business)

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◆Energy Device Business

- Stage 1 : FY06-17
- Stage 2 : FY18-

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◆Target market and application for Stage 2

Joe Lam

◆Energy Device Business

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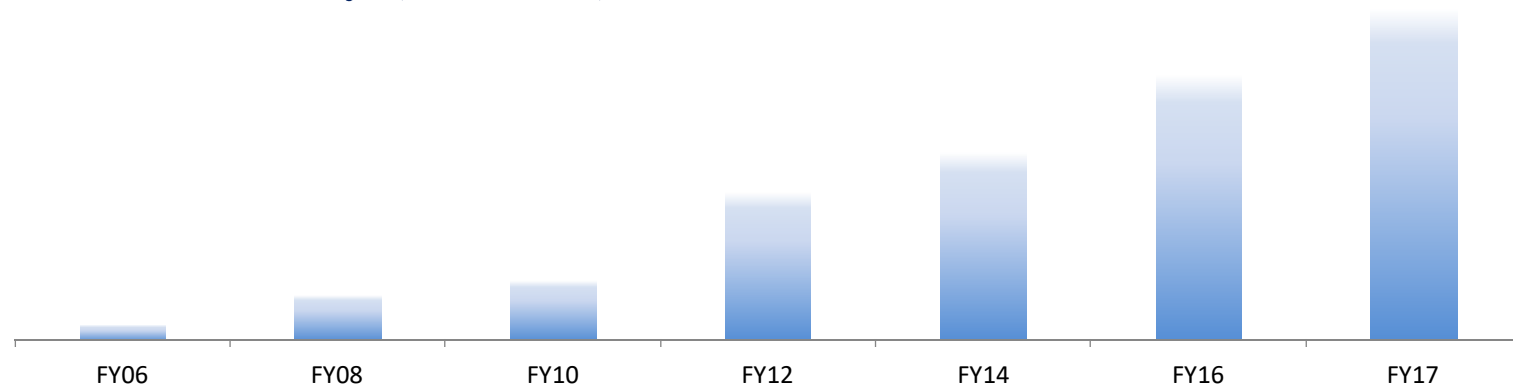
◆Target market and application for Stage 2

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Stage 1 (FY06-17)

- ◆ Our Product : Pouch cell battery (from niche to main product)
- ◆ Target Market : ICT
- ◆ Application : Blue tooth, MP3, Smartphone, Tablet, Notebook,...
- ◆ Our strength : Speed and flexibility to catch up dynamism of ICT industry and customer needs

Revenue history (FY06-17)



Stage 2 (FY18-)

◆ Overall Strategy

- Invest next generation technology for higher reliability and safety
- Perpetual technology innovation

◆ Target Market /Application:

① ICT : Smartphone, Tablet, Notebook, ...

⇒ Realize higher growth than market average to build solid foundation

[Opportunity]

- ✓ Replacement from prismatic cell
- ✓ Development of new emerging countries

② Non-ICT & Industrial

- Drone, AR/VR, Robots, AGV, ESS/UPS, Power Tool, ...

⇒ Utilize unique characteristic of punch cell to capture business opportunity in the market

[Challenge]

- ✓ To provide value-added products to provide solution to customers
- ✓ Higher requirement of product reliability and safety

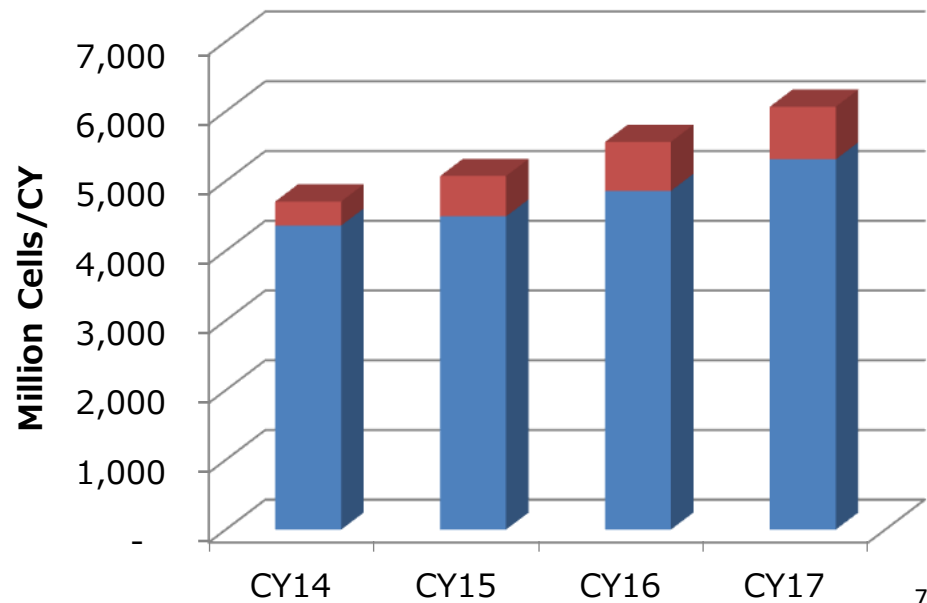
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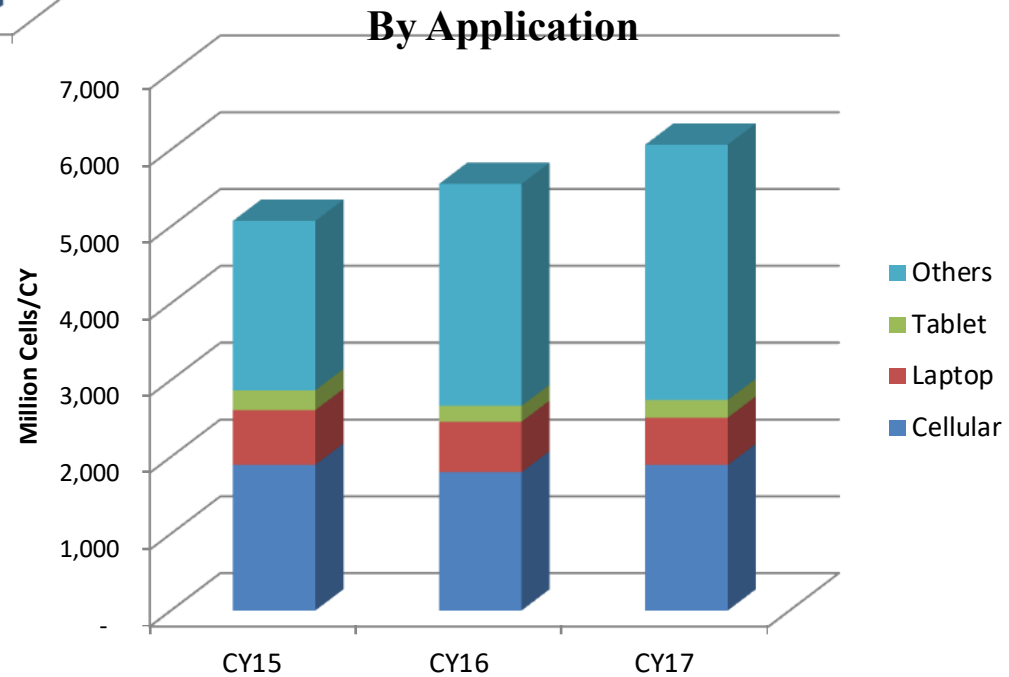
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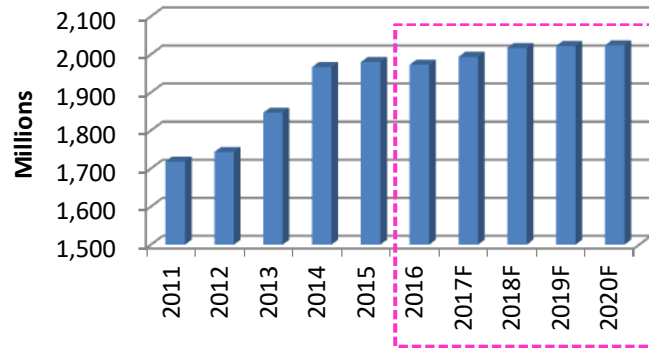


Healthy growth of ATL & industry

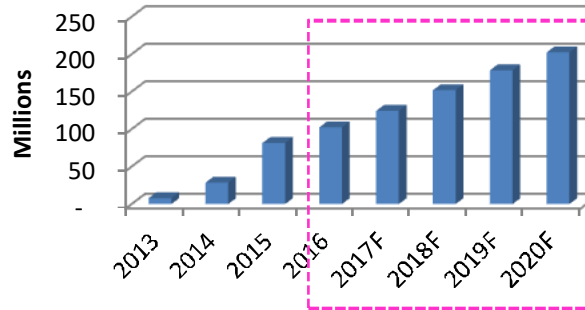
Data Source: B3 Report 2017
(including cylindrical and prismatic)



Smartphone (Maturing)

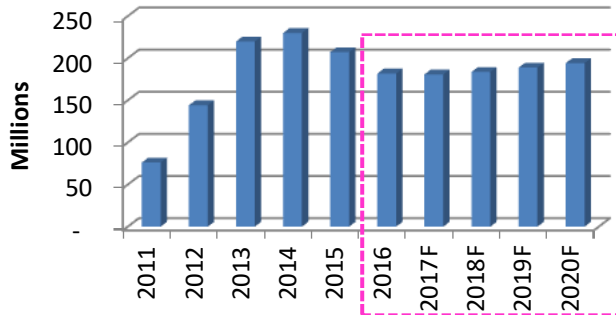


Wearable (Fast Growing)

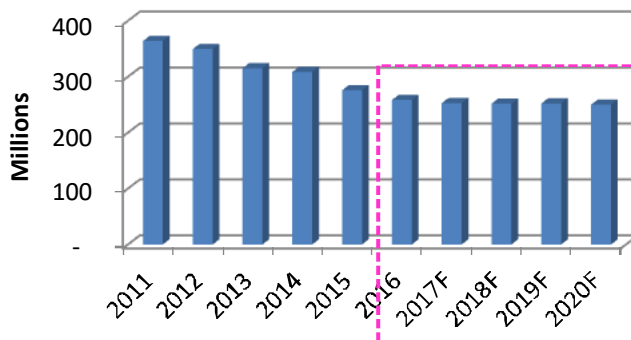


Source: IDC 2017 (including cylindrical and prismatic)

Tablet (Recovering)

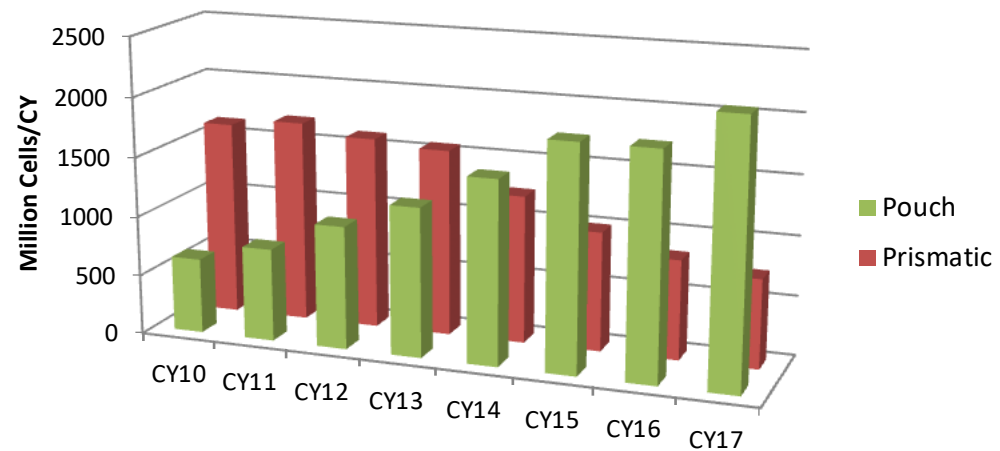


Laptop (Stabilizing)

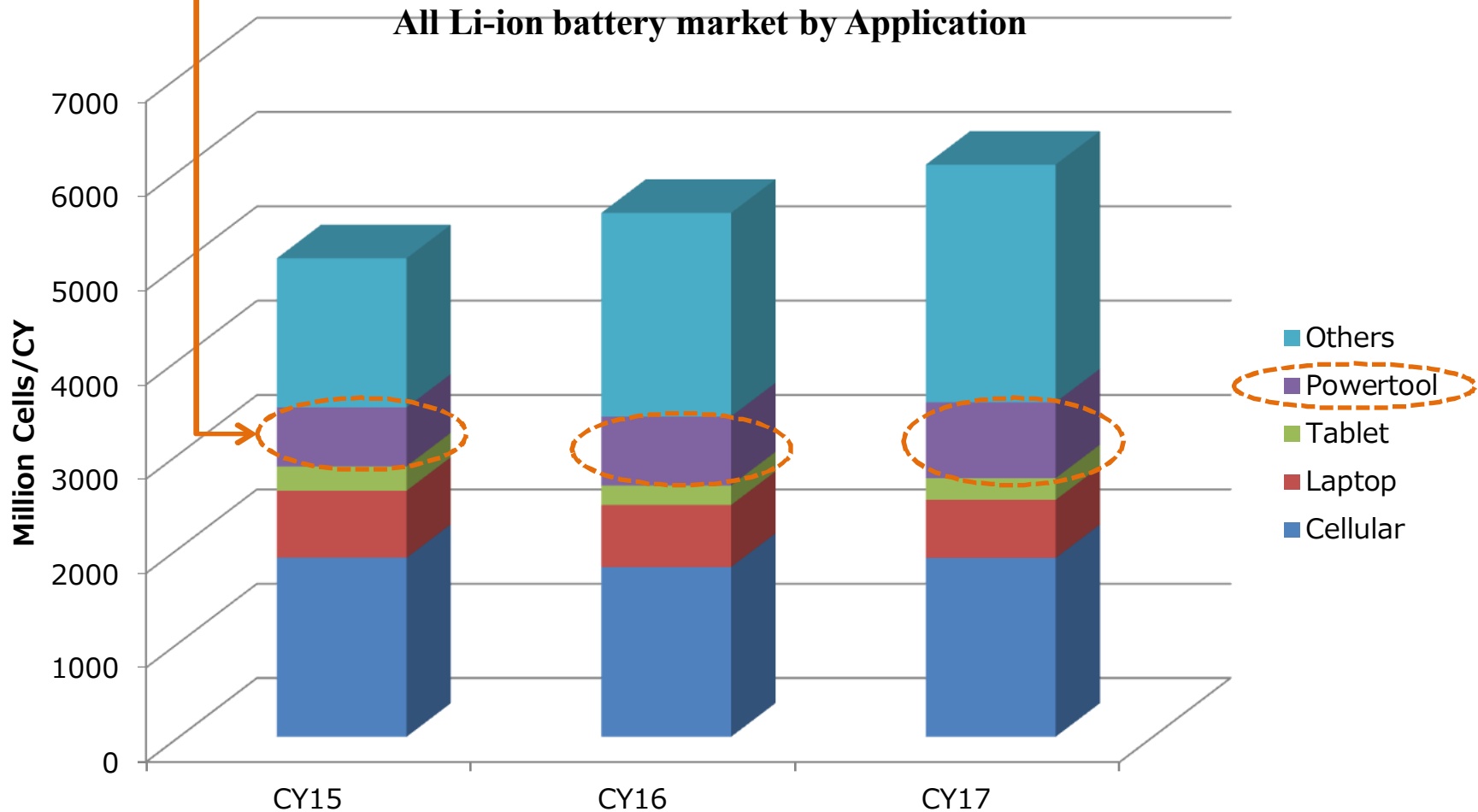


Li-ion battery market by Type

Source: B3 2017

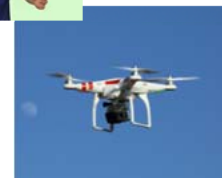


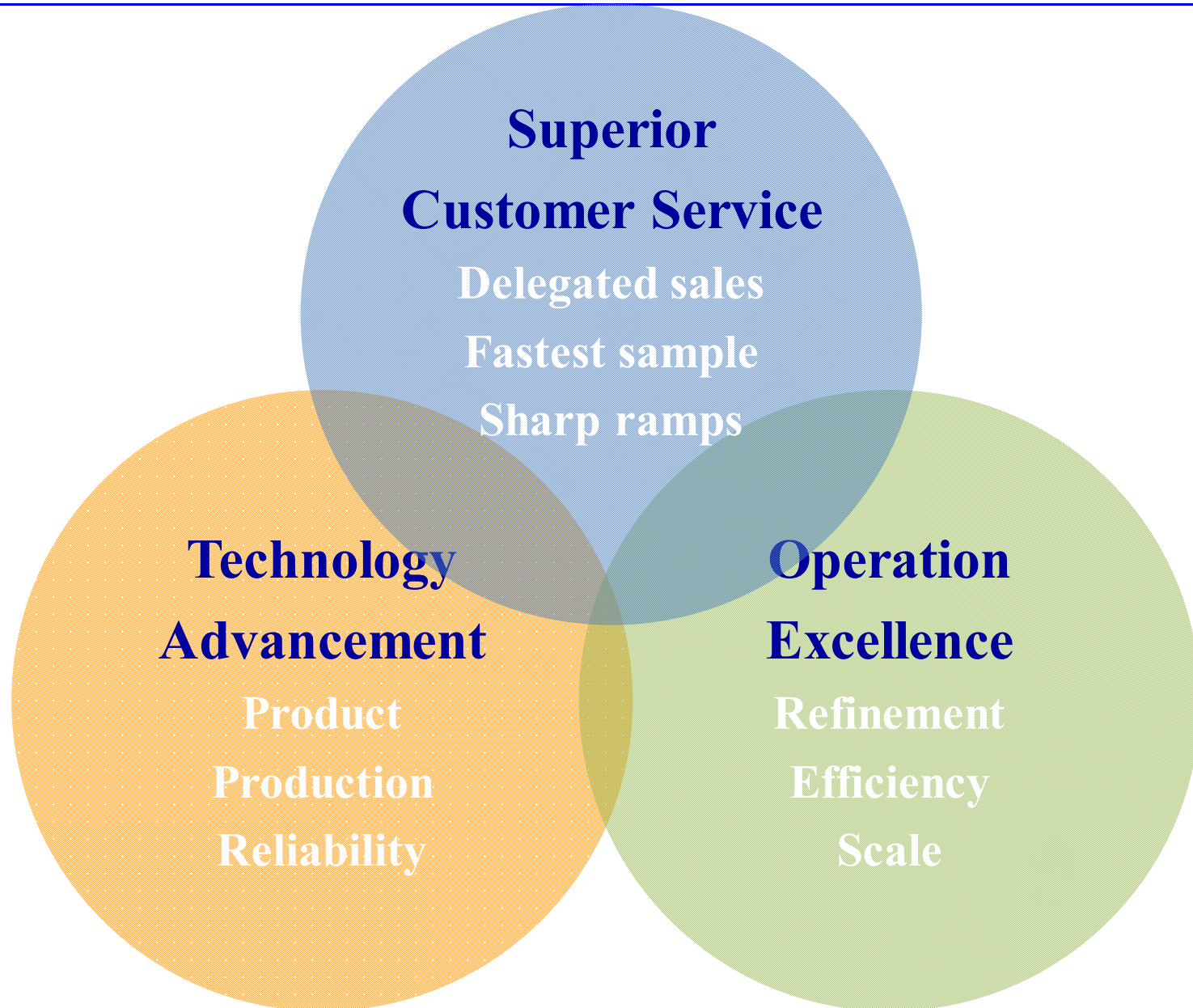
Power tool market as big as Laptop



Data Source: B3 Report 2017 (including cylindrical and prismatic)

Market	Status	Application	Growth Path
CE	Existing/ Mature	Smartphone Laptop Tablet	Replace prismatic organically
CE/ Consumer/ Industrial	New/ Emerging	AR/VR Drone Robots	New product development
Consumer/ Industrial	Existing/ Mature	AGV ESS/UPS	New product development
Consumer/ Industrial	Existing/ Mature	Power Tool Garden Tool Floor Care	New product development





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