

MACAUTO 皇田工業

Sincere • Diligent • Creative

業績發表會暨公司簡介



SUNUP
AUTOMOTIVE
SUN SCREENS



ECO STAR
CORDLESS ELECTRIC
GARDEN TOOLS

Milestone

1979–2000

1979

- MACAUTO founded in Tainan, Taiwan
- Automotive Sunshade business started

1991

- Garden Tool business started

1994

- OEM Automotive sunshade business started
– Case New Holland

1999

- QS 9000 certification received – Taiwan

2000

- MACAUTO China established in Kunshan – China

2001–2015

2001

- MACAUTO USA established in Rochester N.Y., USA

2003

- ISO/TS16949 certification received – Taiwan, China and USA
- ISO14001 certification received – Taiwan
- Taiwan stock market listed
- MACAUTO Europe office established in Apeldoorn, Holland

2004

- ISO14001 certification received – China

2005

- MACAUTO USA office established in Troy M.I., USA

2007

- Europe office moved to Essen Germany and service center in Eindhoven area, Holland

2008

- Ford Q1 Certification received – Taiwan
- MACAUTO Korea office established in Seoul, Korea

2009

- OHSAS–18001 certification received – China
- Ford Q1 certification received – China
- High Technic Industrial Certification from Scientific Technological Dept. at Jiang–Su Province – China

2010

- Foreign Enterprise R&D Institution approval of Su–Zhou City – China

2013

- Office established in England

2014

- MACAUTO Taiwan Headquarter relocated in Yongkang Technology Industrial Park
- Office in England moved to the county of Shropshire, and established an Engineering base at Wuppertal in Germany.

2015

- Feb., MACAUTO Mexico was established in Leon, Guanajuato, Mexico

Products Introduction 產品介紹



HVAC Film Valve
(冷氣捲簾)



Wind Deflector
(擋風網)



Sunroof Sunshade
(天窗窗簾)



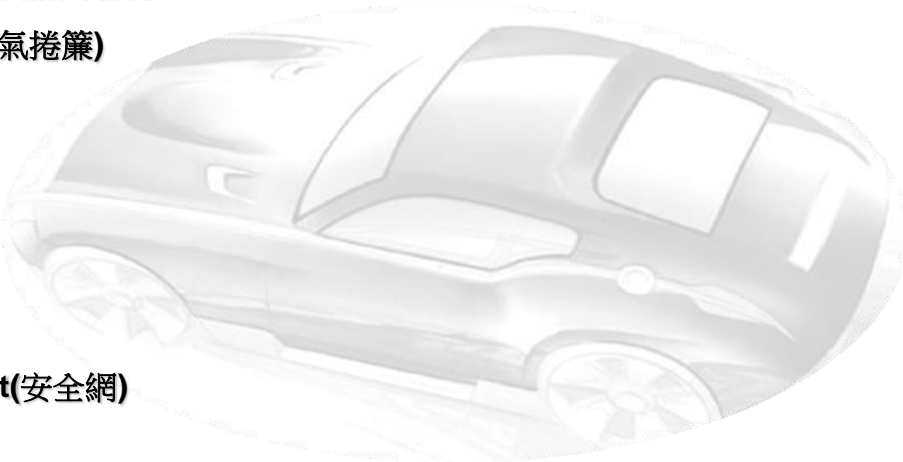
Manual Rr. shade



Safety Net(安全網)



Electric Rr. Shade
(電動後檔窗簾)



Tractor Shade
(曳引機窗簾)



Manual Side Door shade
(手動側窗窗簾)



Luggage Compartment Cover
(遮物簾)

Products Introduction 產品介紹

電池式園藝工具 Cordless Electric Garden Tools



電池式割草機



電池式割草機



修邊機



電池式樹枝剪



電池式手推車



電池式手推車



機器人割草機

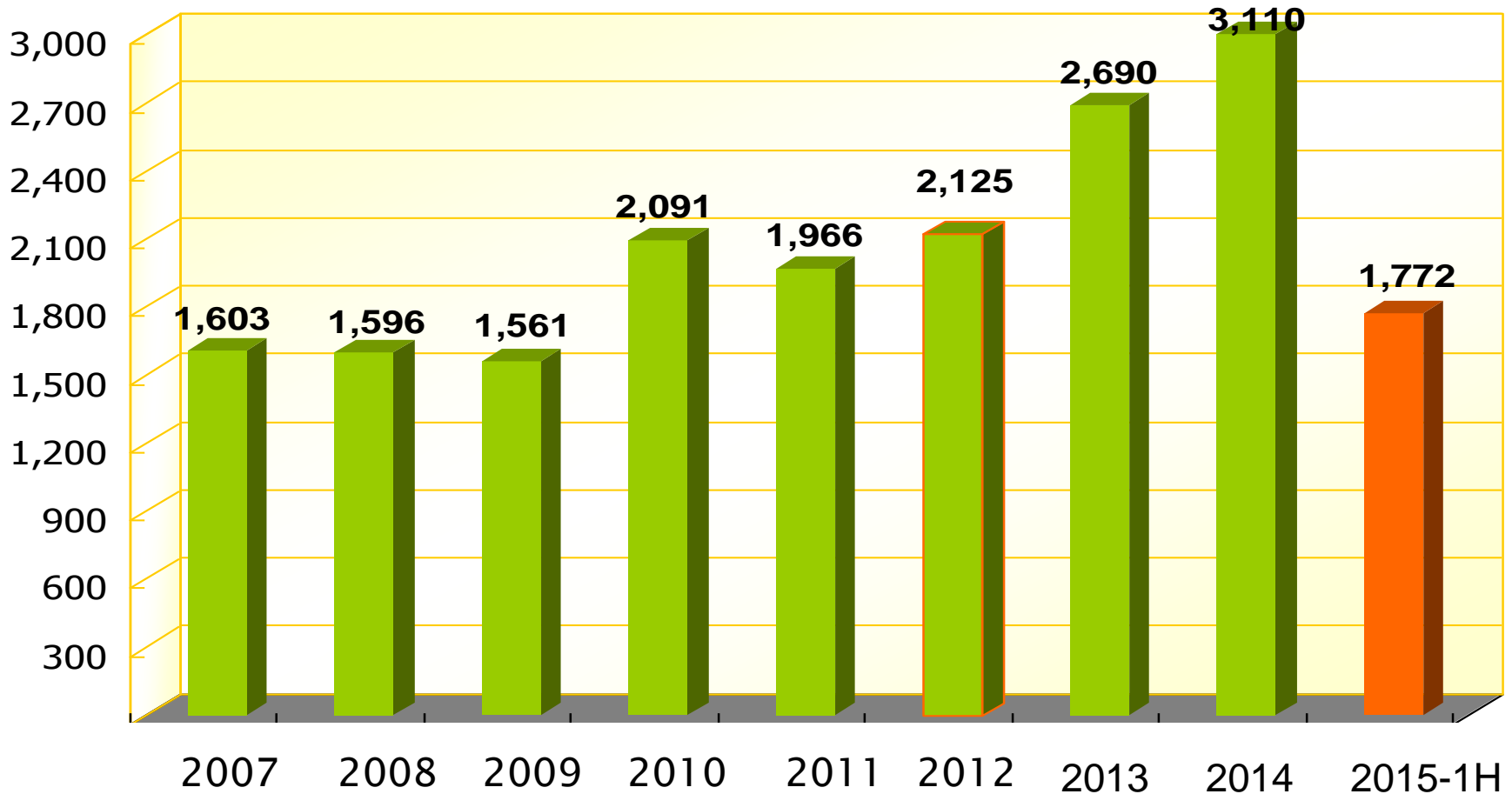


機器人桿弟

銷售業績推移圖 - 合併

Sales Turnover Bar Chart-Consolidated

● 過去8年的營業額(Past 8 years Turnover) (台幣百萬)(Million NTD)



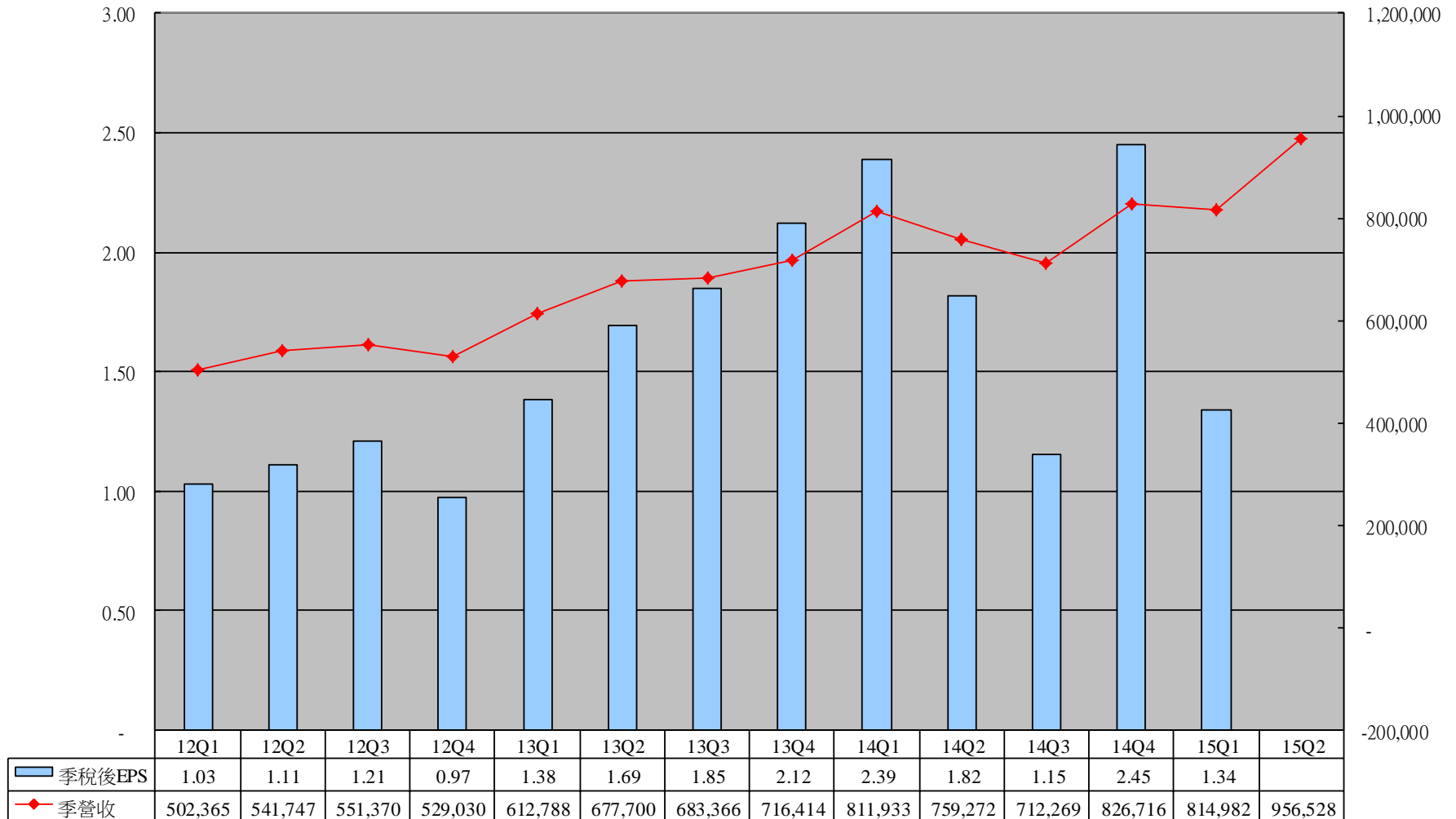
每季稅後每股盈餘及營收比較圖-合併

MACAUTO-GROUP

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Quarterly EPS and Tunover Comparison-Consolidated

單位:元及千元(Unit: NT\$ /NT\$ thousand)



資料來源：各季、半年度及年度經會計師查核或核閱之財務報告

Reference : Financial Report

銷售金額事業別 - 合併

Turnover by divisions- Consolidated

(台幣:百萬)UNIT: NT Million

事業別 Divisions	2009 銷售額 Turnover	銷售 比率 %	2010 銷售額 Turnover	銷售 比率 %	2011 銷售額 Turnover	銷售 比率 %	2012 銷售額 Turnover	銷售 比率 %	2013 銷售額 Turnover	銷售 比率 %	2014 銷售額 Turnover	銷售 比率 %	2015-1H 銷售額 Turnover	銷售 比率 %
窗簾 Sunshade	1,212	78 %	1,759	84%	1,748	89%	1,980	93%	2,537	94%	3,003	96%	1,716	97%
庭園工 具 Garden Tool	296	19 %	236	11%	141	7%	80	4%	92	4%	84	3%	55	3%
濾材 Cabin Air Filter	53	3%	96	5%	76	4%	65	3%	61	2%	23	1%	1	0%
總計 (total)	1,561	-	2,091	-	1,966	-	2,125	-	2,690	-	3,110	-	1,772	-

市場別業績分析 - 合併 Global Turnover - By Area

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單位：百萬台幣 Million NTD

事業部 Division	市場 Market	Y 2011		Y 2012		Y 2013		Y 2014		2015-1H	
汽車窗簾 Sunshade	北美 North America	649	37%	738	37%	838	33%	982	33%	507	30%
	歐洲 Europe	467	27%	479	24%	578	23%	641	21%	316	18%
	中國 China	372	21%	444	23%	847	33%	1,179	39%	692	40%
	其他 Others	260	15%	319	16%	274	11%	201	7%	201	12%
	窗簾小計 Total	1,748	100%	1,980	100%	2,537	100%	3,003	100%	1,716	100%
庭園工具 Garden Tool	北美 North America	89	63%	42	54%	51	55%	44	52%	31	56%
	歐洲 Europe	23	16%	19	24%	9	10%	21	25%	10	18%
	紐澳 Oceania	17	12%	9	11%	5	6%	6	7%	2	4%
	其他 Others	12	9%	9	11%	27	29%	13	16%	12	22%
	庭園小計 Total	141	100%	79	100%	92	100%	84	100%	55	100%
其他	小計 Total	76	100%	65	100%	61	100%	23	100%	1	0%
合計		1,965		2,124		2,690		3,110		1,772	
	中國 China	372	19%	444	21%	847	31%	1,179	38%	692	39%
	北美 North America	740	38%	781	37%	889	33%	1,026	33%	538	30%
	歐洲 Europe	490	25%	498	23%	587	22%	662	21%	326	19%
	其他 Others	208	11%	252	12%	165	6%	124	4%	165	9%
	台灣 Taiwan	155	8%	149	7%	202	8%	119	4%	51	3%
合計 Total		1,965	100%	2,124	100%	2,690	100%	3,110	100%	1,772	100%

2015年上半年度終端車廠別銷售金額統計(前十大)

Turnover by Car Makers- 2015-1H (Top 10)

銷售金額統計 Amount : 1,771,510 仟元

單位：新台幣仟元

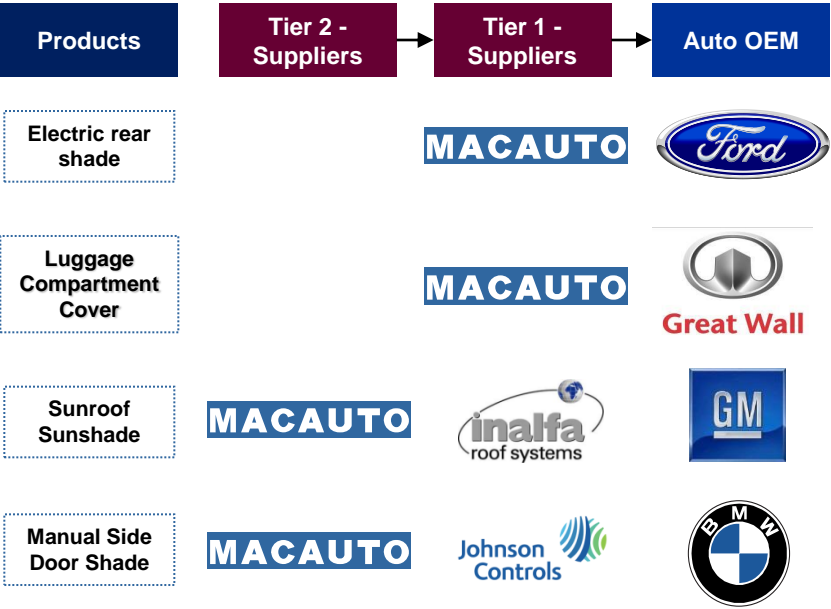
車廠Car Makers	金額Amount	百分比%
GM	278,184 仟元	15.70%
Ford	231,120 仟元	13.05%
Hyundai(KIA)	224,225 仟元	12.66%
BMW	148,335 仟元	8.37%
Volkswagen(*)	126,106 仟元	7.12%
Chrysler	95,220 仟元	5.38%
Daimler	95,192 仟元	5.37%
Nissan	93,765 仟元	5.29%
Great Wall	90,794 仟元	5.13%
Toyota	41,051 仟元	2.32%
Total	1,423,992 仟元	80.38%

Volkswagen(*): Volkswagen、Skoda、Audi、Porsche、Bentley

皇田在全球汽車OEM窗簾供應鏈的位置及機會

Macauto has long standing relationship with global OEMs and leading suppliers

Illustrative Supply Network Overview



Macauto Current Supplier Relationship

	Tier 1 Supplier	Tier 2 Supplier
	✓	✓
	✓	✓
	Opportunity	✓
	✓	✓
	✓	✓
	✓	✓
	Opportunity	✓
	Opportunity	✓
	✓	✓
	✓	✓
	✓	Opportunity

財務狀況分析 – 合併

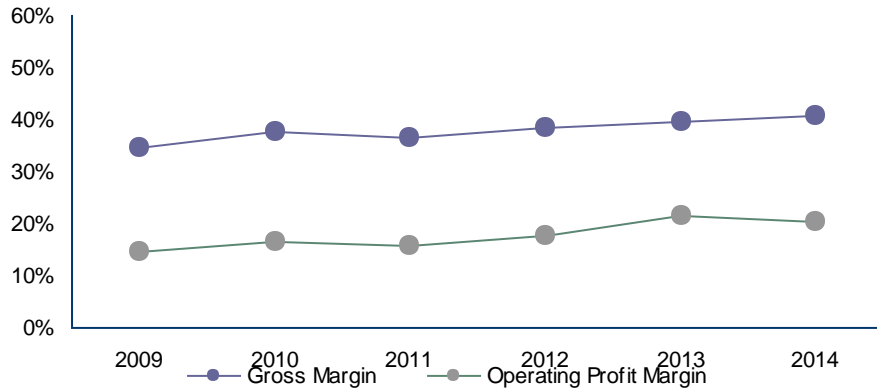
Financial Snapshot - Consolidated

項目Item		年份Year					
		2009	2010	2011	2012	2013	2014
財務結構 (%) Financial Structure	負債比率 Debt Ratio	54.37%	42.22%	46.57%	43.02%	49.05%	49.29%
	負債對股東權益比率 Debt To Equity Ratio	119.15%	73.08%	87.15%	69.43%	96.26%	97.20%
償債能力 (%) Solvency	流動比率 Current Ratio	234.69%	185.56%	176.58%	175.11%	162.85%	205.82%
	速動比率 Quick Ratio	170.32%	131.43%	127.13%	121.25%	111.56%	148.89%
獲利能力 (%) profitability	毛利率 Gross Profit Margin	34.50%	38.84%	36.56%	38.83%	41.97%	40.78%
	營業利益率 Operating Profit Margin	14.29%	19.25%	17.07%	18.40%	22.40%	20.35%

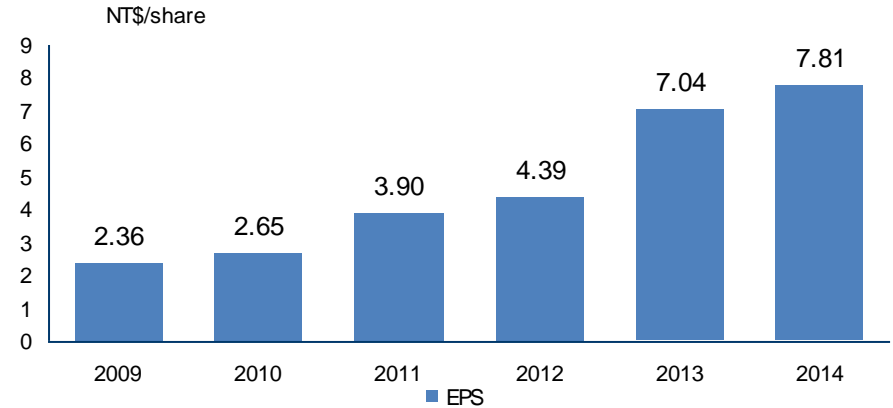
財務狀況分析 - 合併

Financial Snapshot - Consolidated

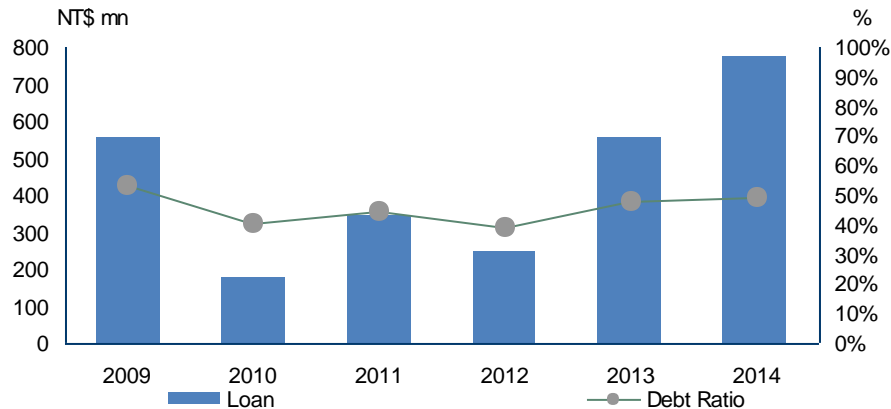
Profitability



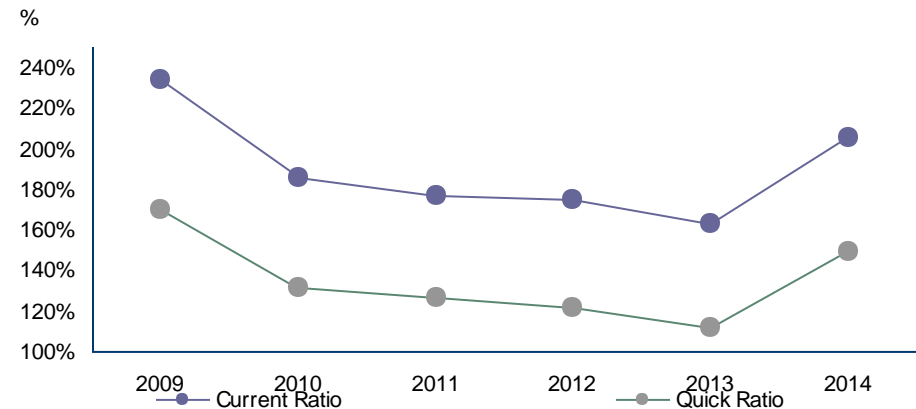
EPS



Financial Structure



Solvency



台灣新廠概述

Taiwan Headquarter-New Plant



地址(Location)：台南市永康區永科五路6號 6 Yongke 5th Rd., Yongkang Dist., Tainan City 710, Taiwan

資本額(Capital)：新台幣 7.49 億 (美元 1800萬)USD 18 Million

現有員工人數(Number of Employees)：708人(6月底, end of Jun. 2015)

生產產品(Products):汽車窗簾 Automotive Sunshade, 庭園工具Garden Tool

大陸昆山廠

KUNSHAN MACAUTO AUTOMOBILE PARTS INDUSTRY CO., LTD.

成立日期：西元2000年11月

地址：369, Jinyang East Rd., Lujia, Kunshan, Jiangsu, China

現有員工：242人

廠房面積：16381m²

負責人：楊耿旻 總經理



美國紐約廠 *North America Plant*

MACAUTO USA INC.

成立日期：西元 2001年1月

地址：80 Excel Drive, Rochester, NY 14621, USA

現有員工：13人

廠房面積：1393 m²

負責人：廖哲真 總經理



美國皇田 TROY 辦公室

2654 Elliott Avenue, Troy, MI, 48083,USA



墨西哥皇田 Macauto Mexico, S.A. DE C.V.

**Bldv. Venustiano Carranza numero 1902 Col. San Rafael CP. 37480,
en la Ciudad de Leon, Guanajuato, Mexico**





海外分公司 Overseas Business Office

美國辦事處 Troy MI USA

成立於(Founded) :
2005年8月

地址(Location) :
2654 Elliott Avenue, Troy, MI, 48083, USA

**總經理
(President) :**
J.J. Liao

歐洲辦事處/德國 Essen Germany

成立於(Founded) :
Dec. 2007

地址(Location) :
Flurstrasse 88 D 45355, Essen, Germany

**總經理
(General Manager) :**
Roger Weissmann

歐洲辦事處/荷蘭 Eindhoven Holland

成立於(Founded) :
Feb. 2003

地址(Location) :
Eindhoven Holland

**專案經理
(Manager) :**
Erik Ouderling

韓國辦事處 Gyeonggi-Do, Korea

成立於(Founded) :
Jun. 2008

地址(Location) :
307, Acropalace, 1594, Gwanyang-Dong,
Anyang-Si, Gyeonggi-Do, 431-815, Korea

**專案經理
(Manager) :**
Hyun-Joon Lee

歐洲辦事處/英國 England

成立於(Founded) :
Jun. 2013

地址(Location) :
Fair Acre, Buildwas Lane, Little Wenlock
TF6 5AZ

**專案經理
(Manager) :**
Matt Williamson

Business Partner *Asia / Europe / USA / Mexico*

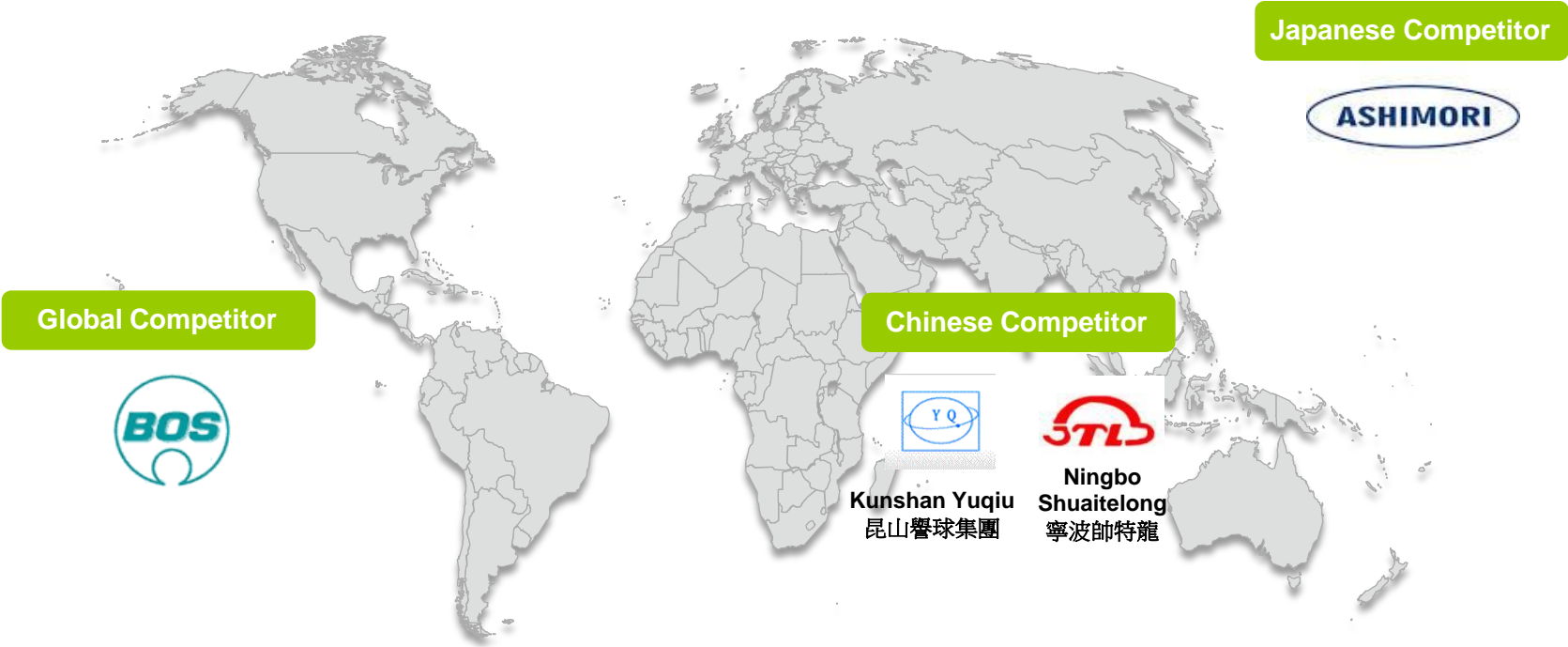
 Audi	 BENTLEY	ŠKODA 		 JAGUAR LAND-ROVER
 VOLVO	 Ford	 GM	HONDA The Power of Dreams	 MITSUBISHI MOTORS
 NISSAN INFINITI	 TOYOTA	 HYUNDAI KIA MOTORS	 DRAXLMAIER	 GRUPO ANTOLIN
 trèves	 EPI Century Plastics, Inc.	 DAIMAY Automotive Interior	DELPHI	 faurecia Technical perfection, automotive passion
 Johnson Controls	 Valley Enterprises	DENSO	 TOYOTA BOSHOKU	 DongKwang Group
 (주)동원테크 DONGWON TECHNOLOGY CO.,LTD	AISIN	 inalfa roof systems	 INTEVA PRODUCTS	 Webasto Feel the drive
 AGCO Your Agriculture Company	 CNH	 JOHN DEERE		

Business Partner *China*

 <p>北京汽车 BAIC MOTOR</p>	<p>Brilliance Auto 华晨汽车</p>	 <p>CHANGAN FORD</p>	 <p>CHERY</p>	 <p>DFAC</p>
 <p>DONGFENG NISSAN</p>	 <p>DONGFENG PSA</p>	 <p>FAW</p>	 <p>FAW TOYOTA</p>	 <p>FAW VOLKSWAGEN</p>
	 <p>Great Wall</p>	<p>HONDA The Power of Dreams HONDA ACCESS</p>	<p>JAC</p>	 <p>JMC</p>
 <p>LIFAN</p>	 <p>NISSAN(CHINA)</p>	<p>SAIC MOTOR 上海汽车</p>	 <p>SHANGHAI GM</p>	 <p>上海大众汽车 SHANGHAI VOLKSWAGEN</p>
 <p>SOUFAST</p>	<p>DFV 东风伟世通</p>	<p>GSK GROUP WUXI JIXING</p>	 <p>inalfa roof systems</p>	 <p>SJJ 金杯江森</p>
 <p>TOYOTA BOSHOKU</p>	<p>Webasto Feel the drive</p>			

Competitive Landscape 主要競爭對手

Macauto is a highly competitive automotive sunshades supplier globally



Macauto Competitive Strengths 皇田競爭優勢

Technology and R&D Capabilities

Service and Flexibility

Product Range and Price

Q&A

--Thanks For Your Attention --

以上資料由
皇田工業股份有限公司
提供