



# A step forward

Shareholders' Guide 2016





## 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

## 37 years' of experience

ATEN, established in 1979, is specialized in connectivity and management solutions in accessing and sharing technologies. ATEN consolidates all of its products and services under one brand – ATEN, in order to provide an efficient and consistent service standard. The ATEN brand consists of innovative solutions applied to connectivity, professional audio/video, and green energy, for consumers, small/home offices (SOHO), small to medium sized businesses (SMB), and enterprise customers.

ATEN's SOHO and SMB solutions offer a series of cable KVM, desktop KVM, and LCD KVM products. The Enterprise solutions offer a series of Over IP solutions that allow customers to effectively manage IT infrastructure from anywhere in the world. The Professional Audio / Video line offers integrated video solutions for home and professional use for a variety of uses including corporate, education, hospitality, commercial and home theater applications. The recently developed Green Energy line offers energy-saving solutions for the data center with a range of intelligent PDUs that provide real-time energy management and performance indicators locally and remotely.

ATEN specializes in connectivity and management solutions. We distribute our products through a global sales network to meet a broad range of customer needs. ATEN delivers and we care about our customers. We are committed to the best customer support in the industry.

**1979**

establishment of ATEN

**1990**

Introduced ATEN Brand Products

**1996**

Established its first subsidiary in U.S.

**2003**

Listed in the Taiwan Stock Exchange

**2006**

Asia's Best 200 under a Billion by Forbes

**2010**

Announced the launch of Professional AV product line

**2014**

Won 1<sup>st</sup> place in the Taiwan Excellence in Corporate Social Responsibility(CSR) Award

**2015**

Awarded BEST Taiwan Global Brands



Reading ATEN by numbers

#1

Worldwide KVM  
Market Share

650+  
Issued Patents

37  
Years of Excellence

50%+  
Gross Margin

16K+  
Employees

1 out of 30  
Asia's Best 200  
under a Billion by Forbes



## Target Vertical Markets

ATEN is a global technology leader that develops signal connection solution for the Corporate, Education, Government, Hospitality and Manufacturing markets. Our solutions help people to improve management efficiency, to enjoy compelling entertainment experience and help students to share and collaborate on projects.



Corporate



Education



Government



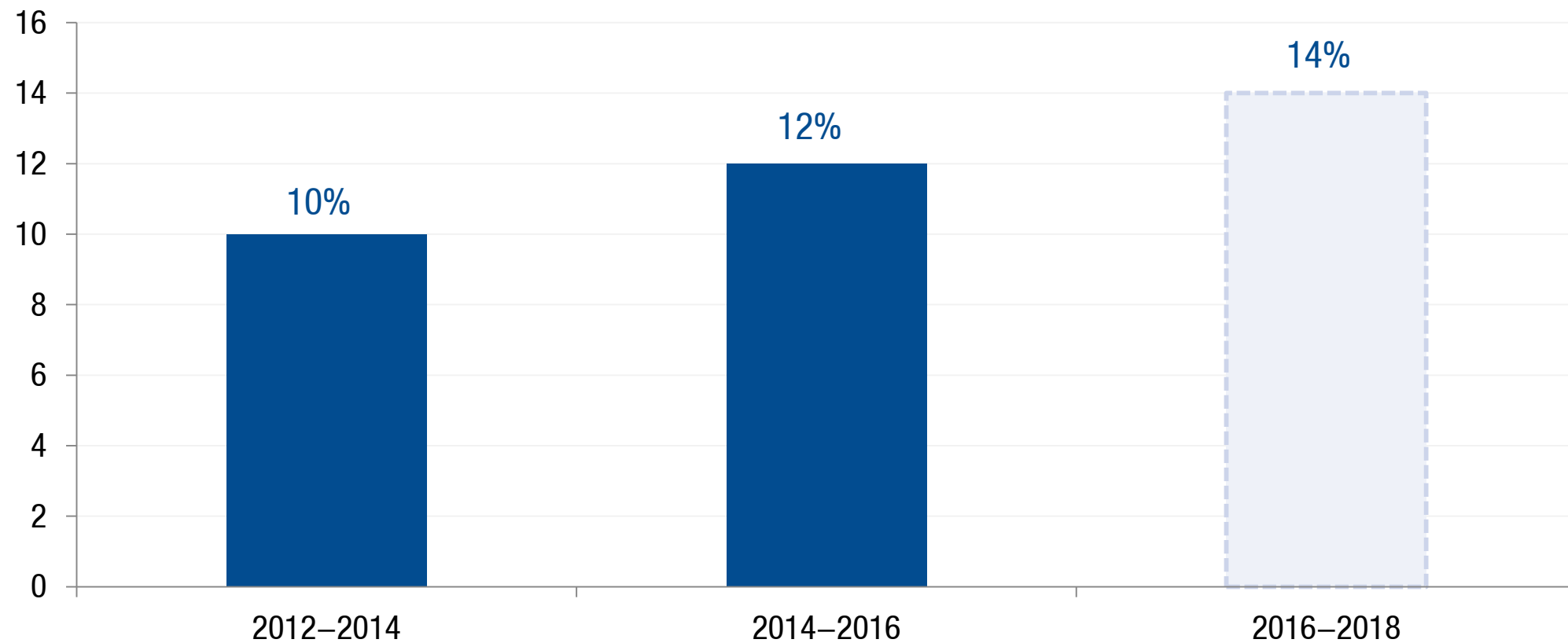
Hospitality



Manufacturing

## 2012–2016 Global Pro–AV Market CAGR

The global Professional Audio/Video equipment market is an extremely large one, and covers a very wide range of different product and applications. Infocomm forecasts that, over the period 2014 – 2016, the global Professional Audio/Video equipment market will expand at a compound average annual growth rate (CAGR) of 12%.





# 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.







Education // Interactive Training School



# Sharing Knowledge



## Collaborative Learning

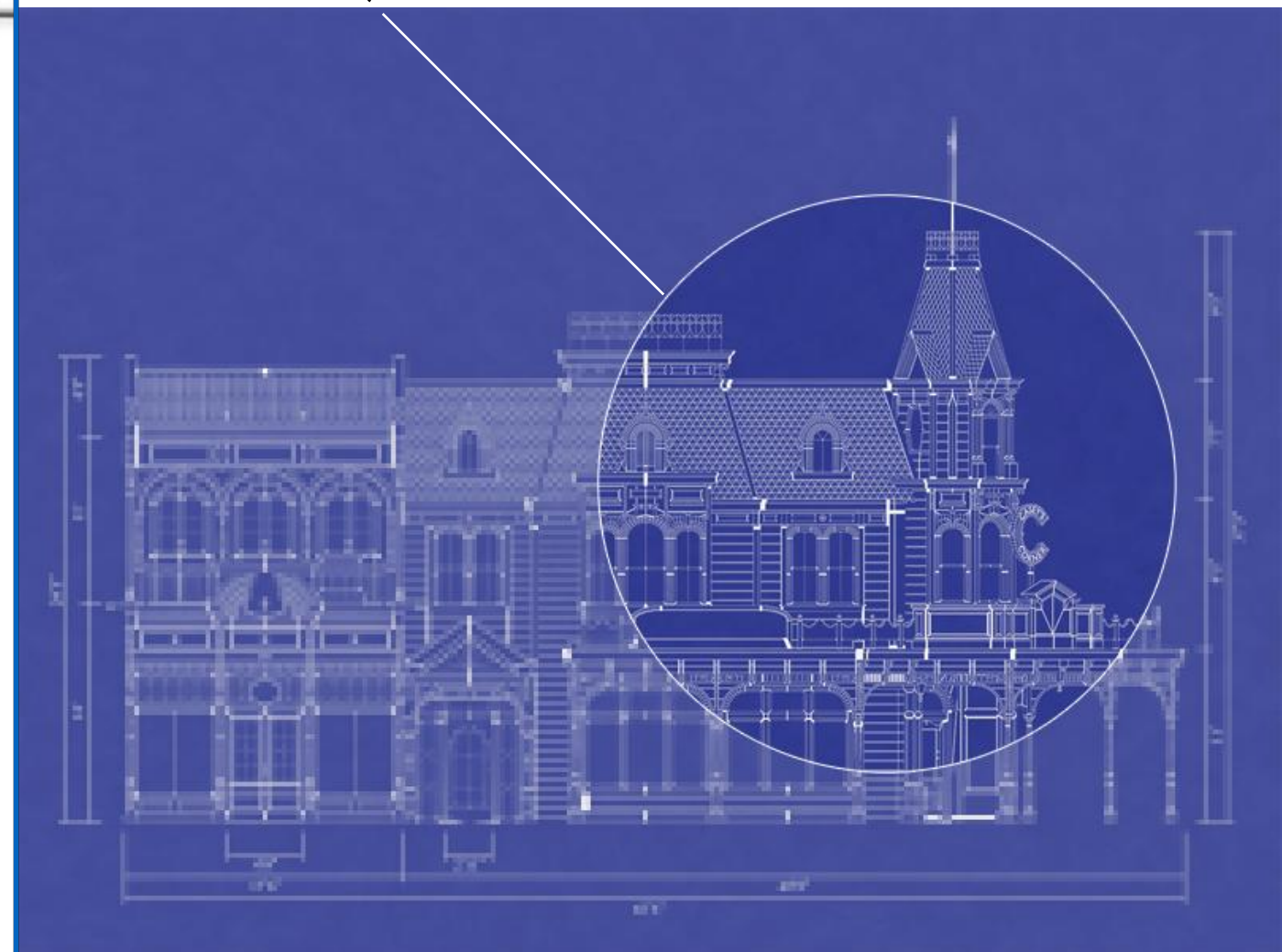
ATEN's range of KVM, A/V, and control system solutions allow teachers to easily share information from teacher to student, student to teacher, and student to student. Partnering with ATEN transforms the classroom into an interactive, modern space.



## 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.





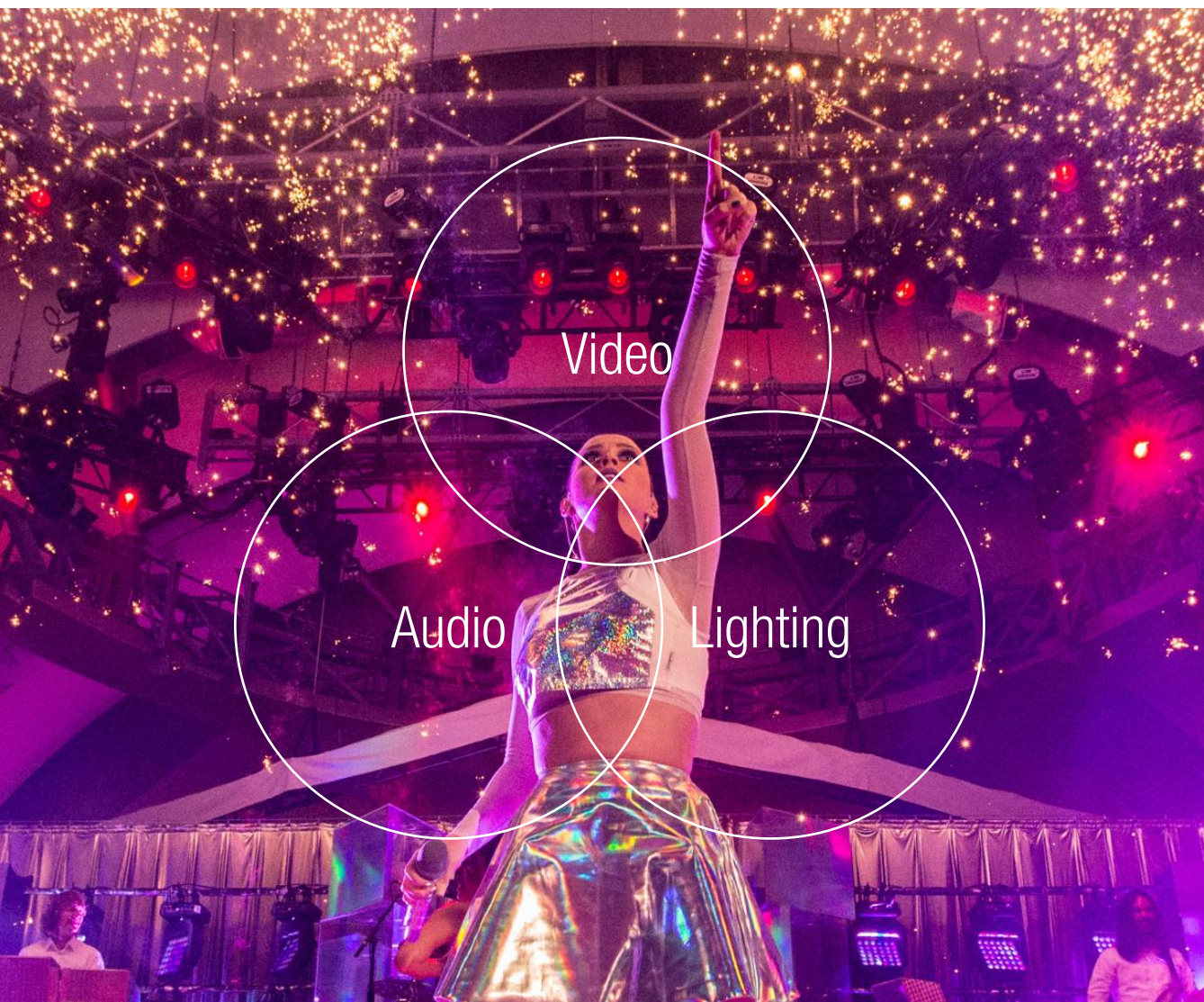
# Hospitality // Centre Control Management





# Integrated Experience

Simple Meets Spectacular

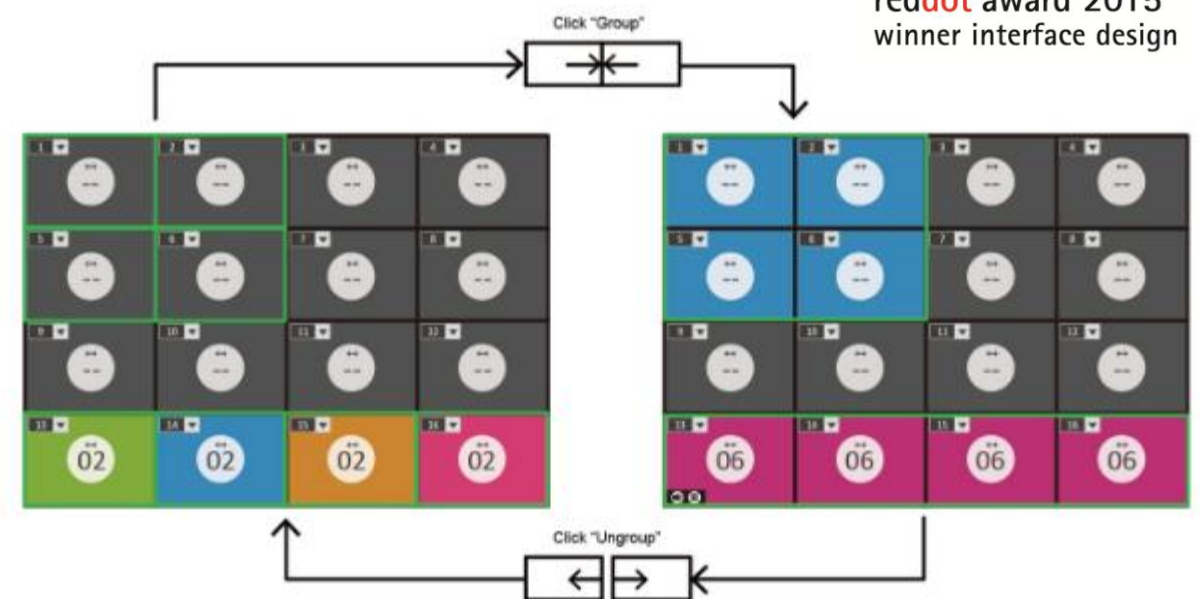


## Intuitive Design

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



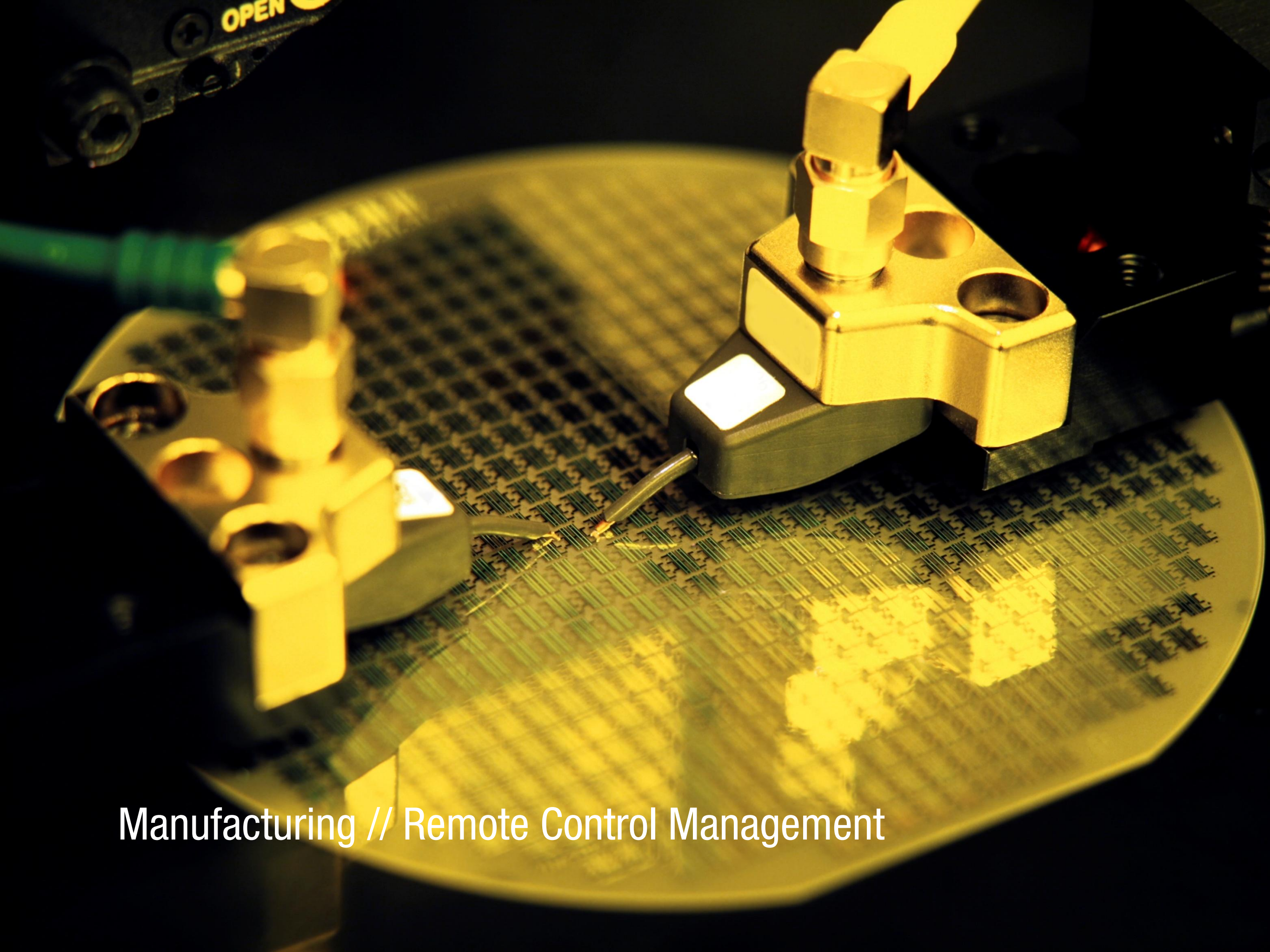
reddot award 2015  
winner interface design



## Simplified Facility Management

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



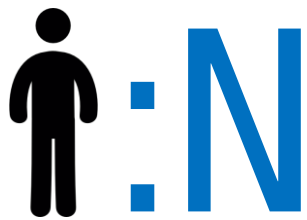


Manufacturing // Remote Control Management



# 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.

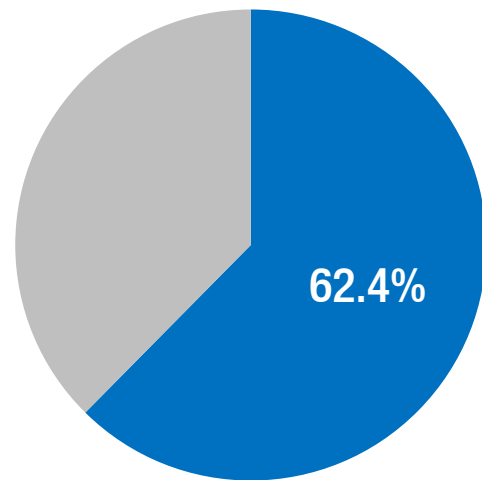
## Forward Thinking

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.

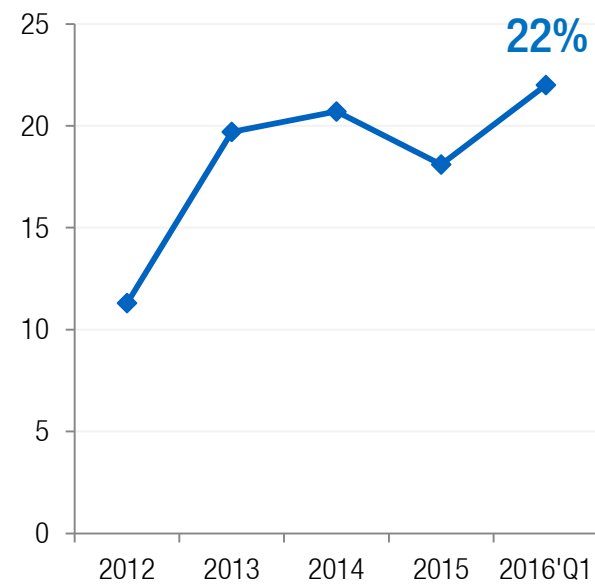




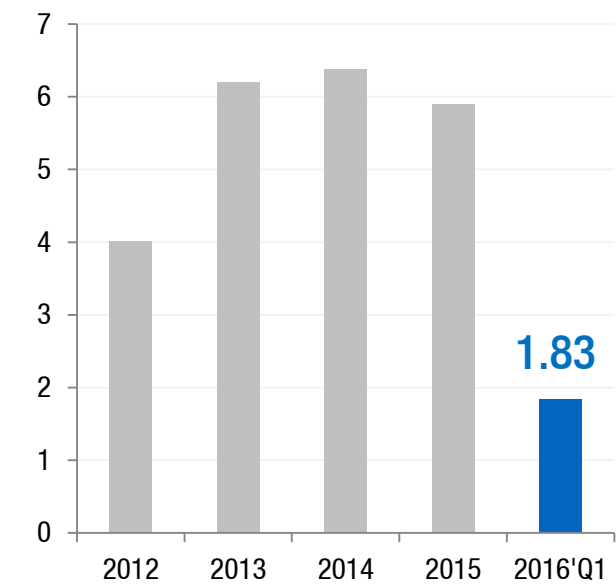
## Key Figures



2016 Q1 Gross Margin Rate



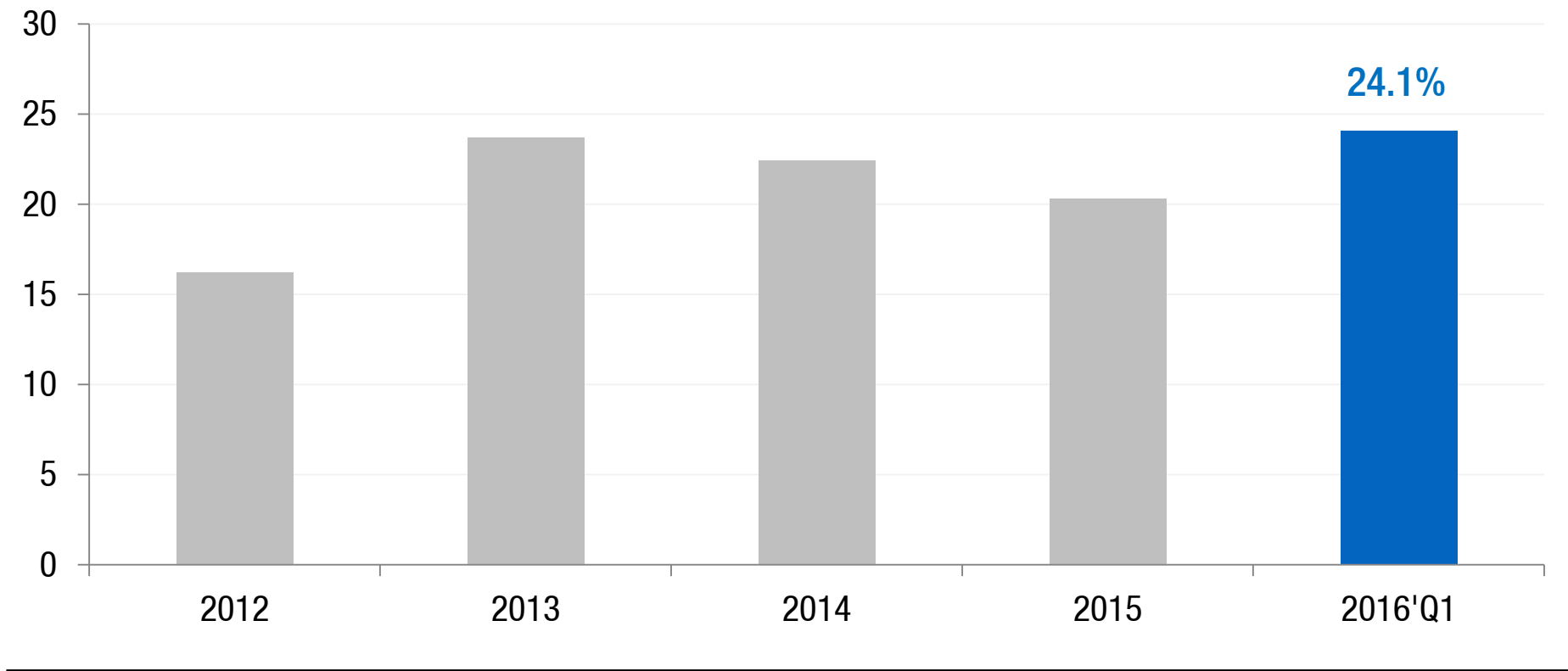
Operating Profit Rate



EPS



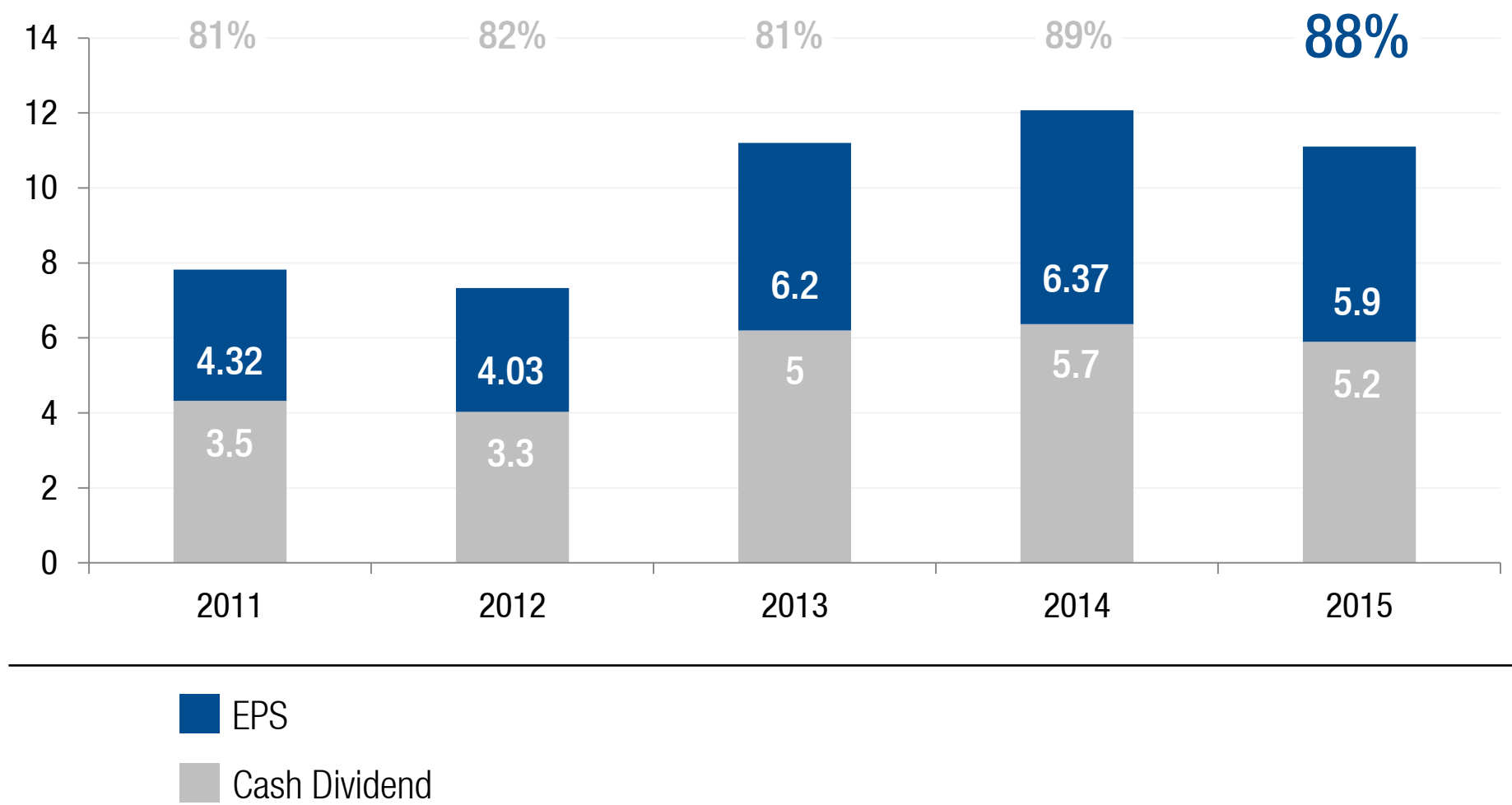
Return on Equity



Return On Equity

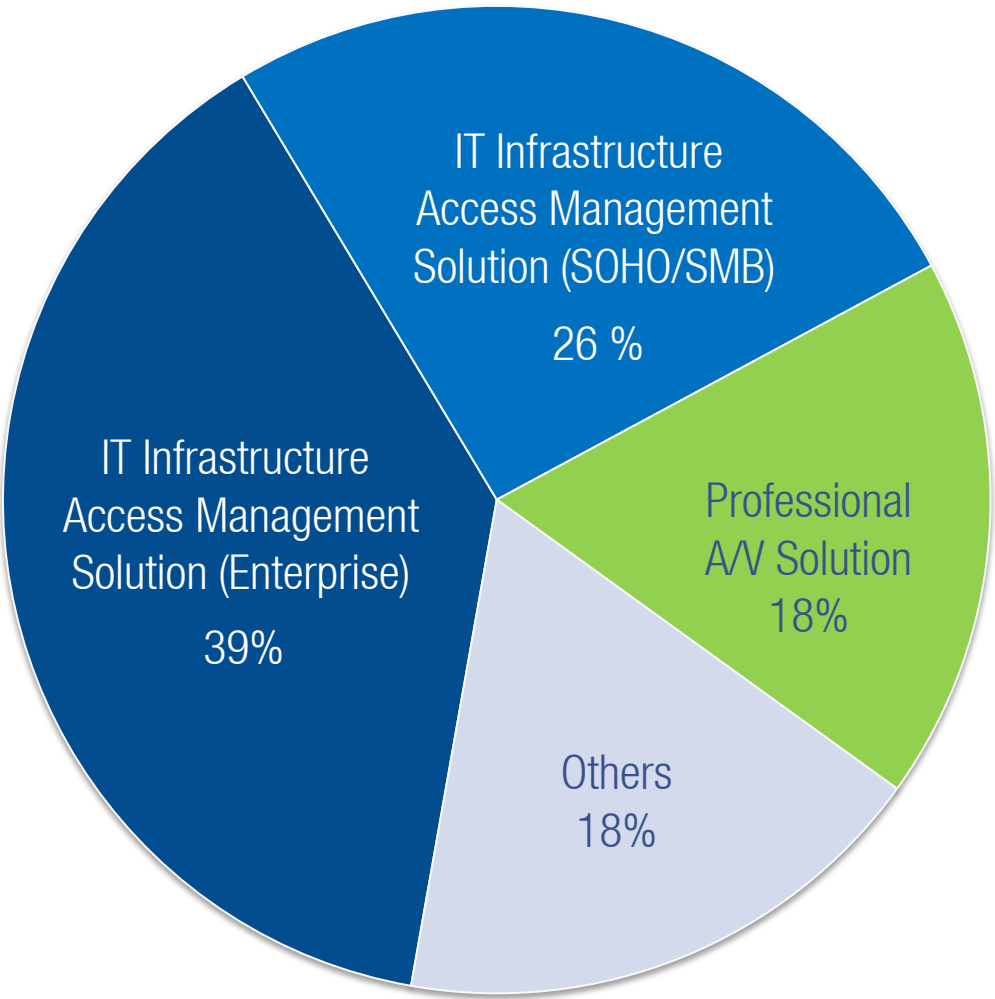
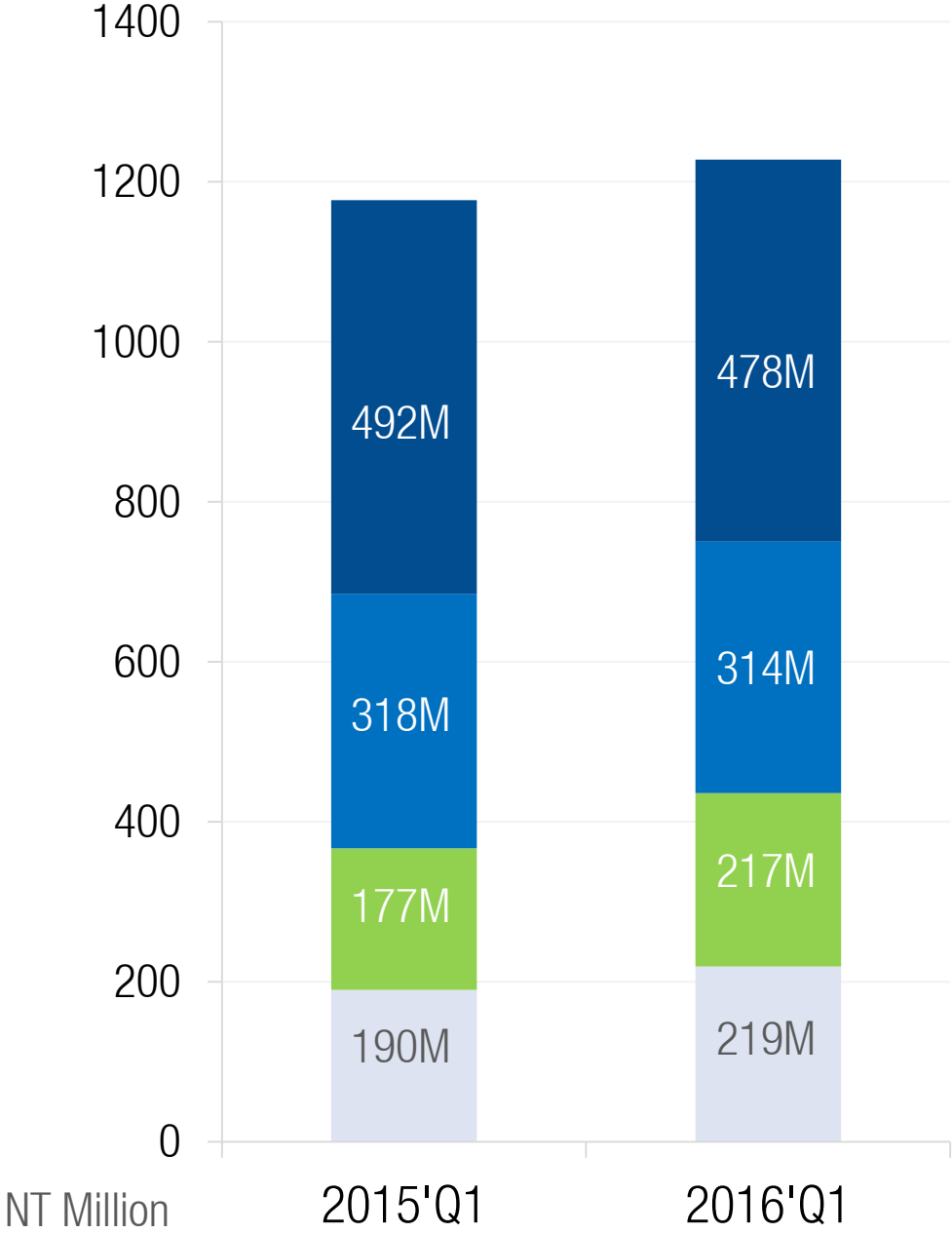


## Dividend





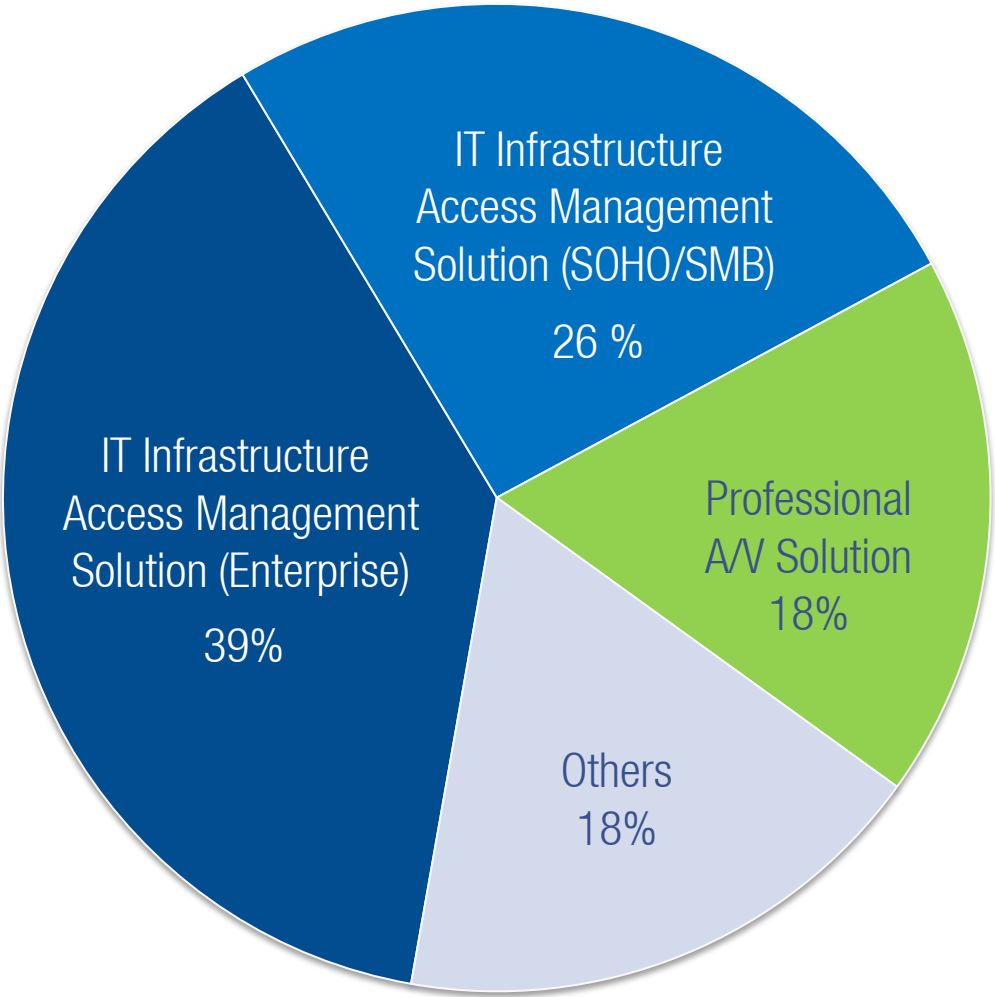
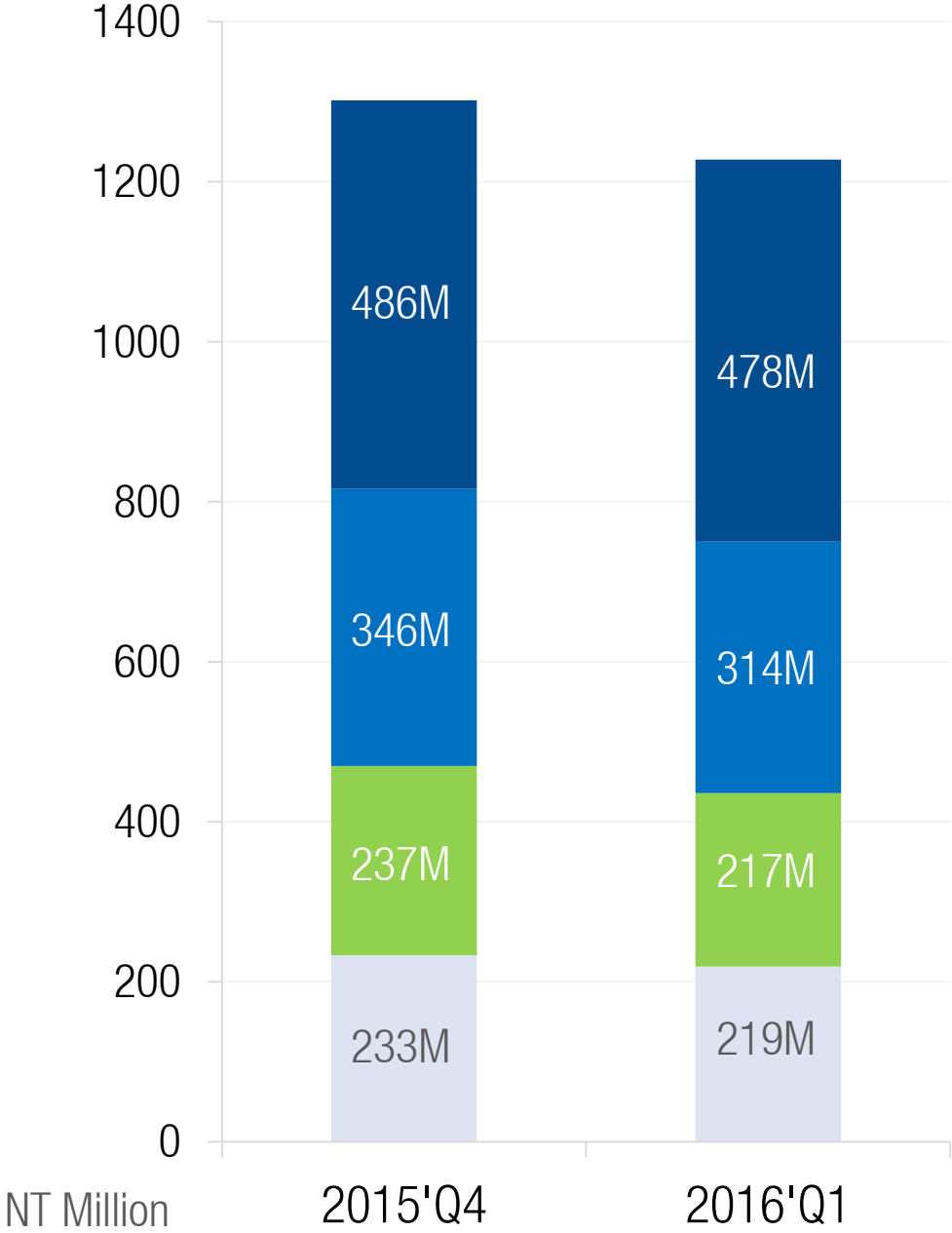
Sales by Product Categories YoY



2016 'Q1



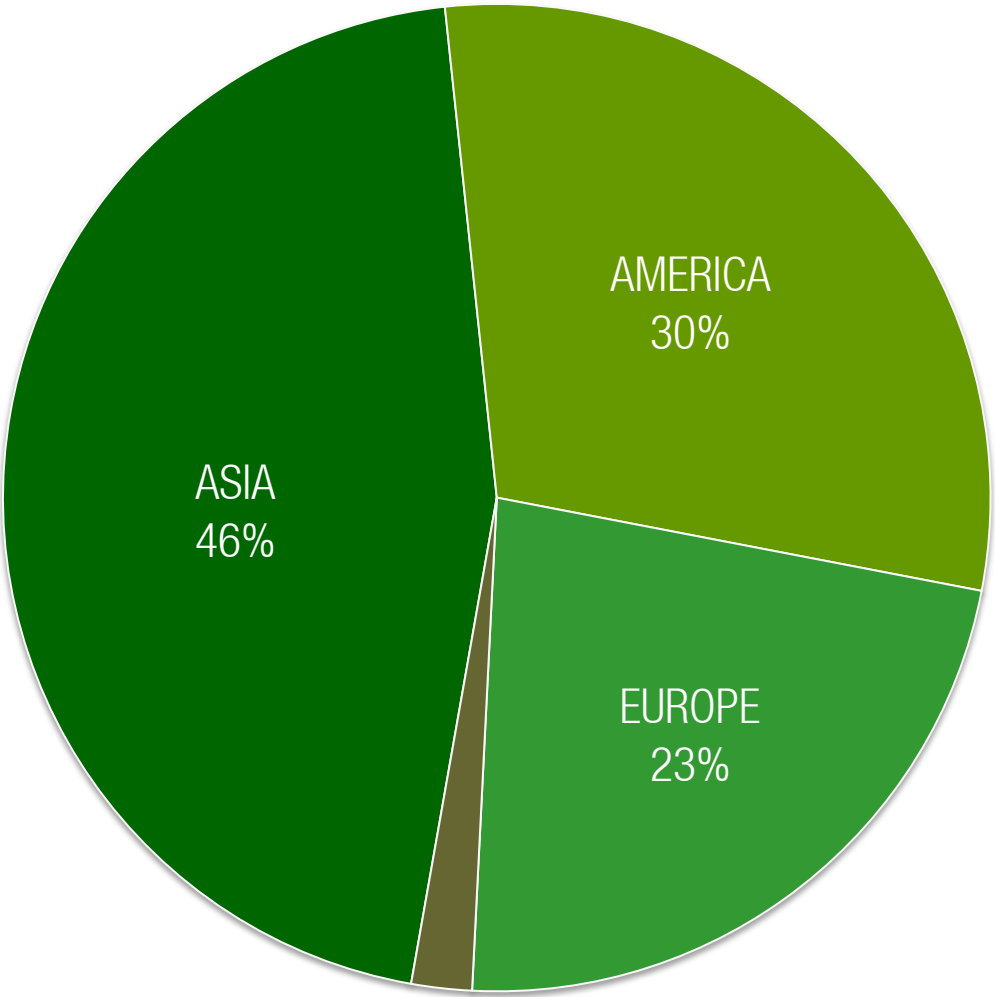
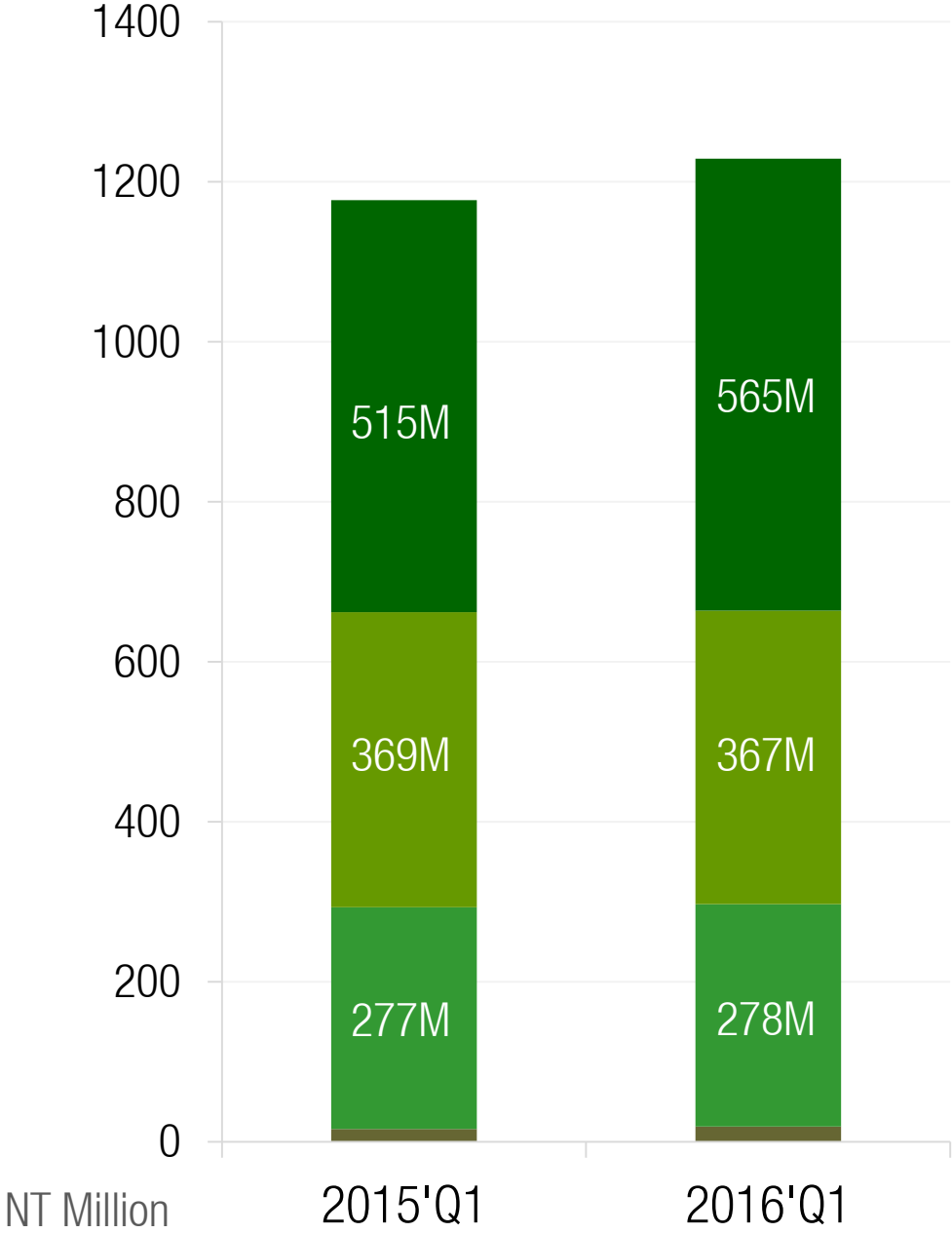
Sales by Product Categories QoQ



2016 'Q1



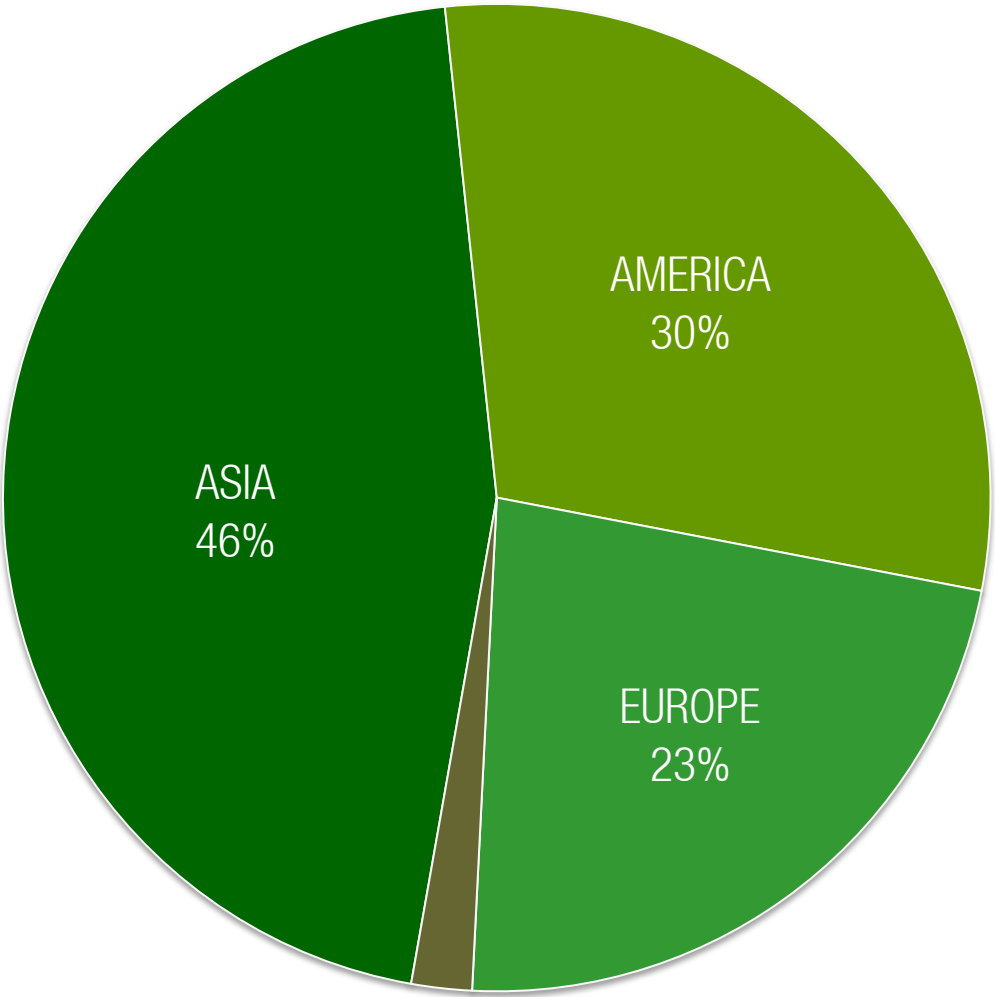
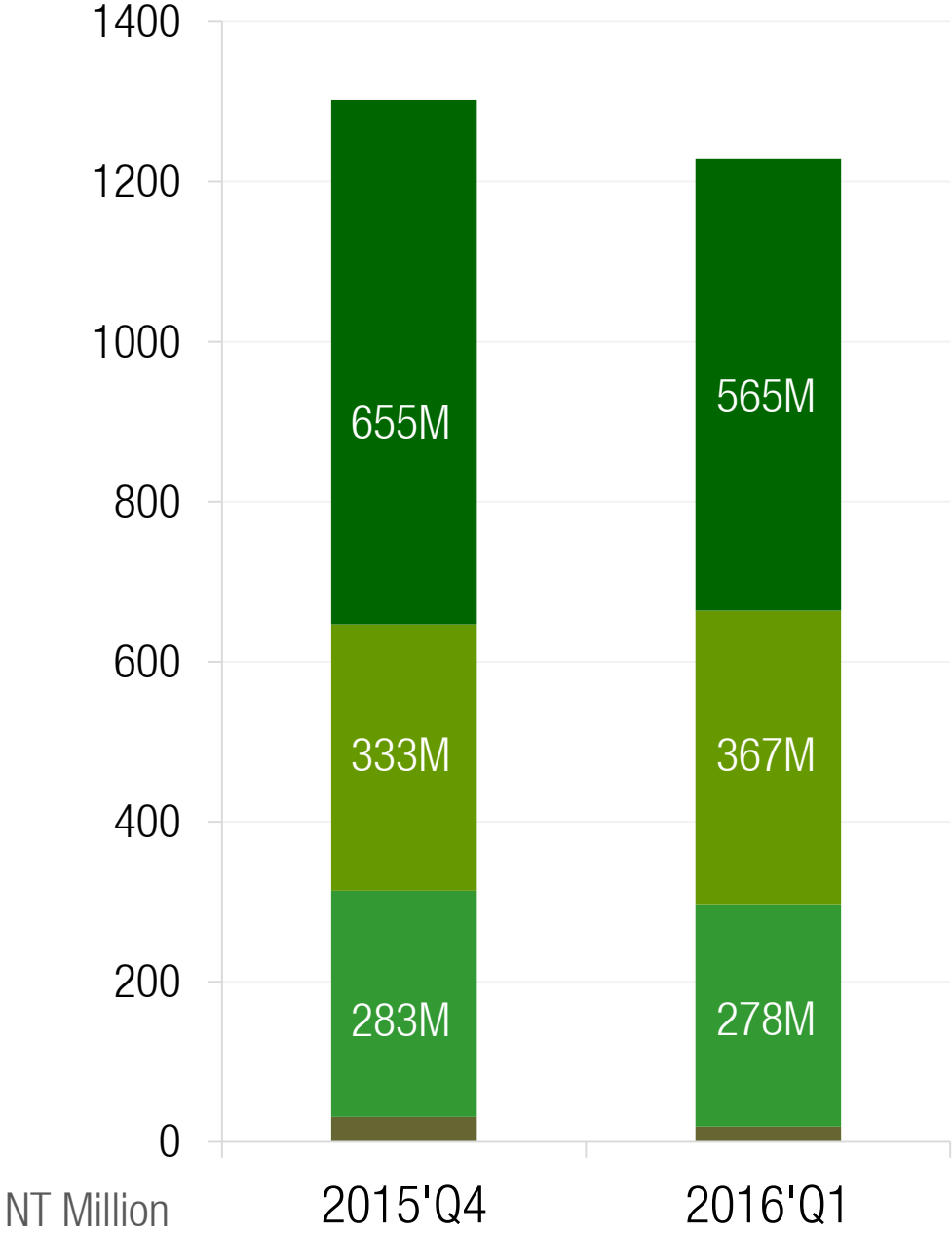
Sales by Region YoY



2016'Q1



Sales by Region QoQ



2016'Q1



End-User Customer List

**VISA**



**SIEMENS**



J.P.Morgan



**SHARP**



**SONY**



## Geographical Footprint



### Sales Office

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Australia  
Belgium  
China  
Japan  
Russia

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

### R&D and Manufacturing

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Canada  
China  
Taiwan



■ R&D Base   ■ Sales Office   ■ Manufacturing Base





## Stay in Touch

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## Disclaimer

We have made forward-looking statements in the presentation. Our forward-looking statements contain information regarding, among other things, our financial conditions, future expansion plans and business strategies. We have based these forward-looking statements on our current expectations and projections about future events. Although we believe that these expectations and projections are reasonable, such forward-looking statements are inherently subject to risks, uncertainties, and assumptions about us.

We undertake no obligation to publicly update or revise any forward-looking statements whether as a result of new information, future events or otherwise. In light of these risk, uncertainties and assumptions, the forward-looking events in the conference might not occur and our actual results could differ materially from those anticipated in these forward-looking statements.



# Appendix I Financial Report

Income Statement – From Jan.- Mar. 2016 YoY

In NT million	Jan. ~ Mar. '16		Jan. ~ Mar. '15		YoY
	Amount	%	Amount	%	%
Net Sales	1,229	100	1,177	100	4
COGS	462	38	454	39	2
Gross Profit	766	62	722	61	6
Operating Expenses	496	40	466	40	6
Sales Expenses	250	20	242	21	3
Admin. Expenses	140	11	122	10	15
RD Expenses	106	9	102	9	4
Operating Profit	270	22	256	22	6
Non-Operating Income and Expenses	17	1	(2)	0	-1079
Net Income before Tax	287	23	254	22	13
Net Income	219	18	198	17	11
Net Income Attributable to the parent company	218	18	194	17	12
EPS(NT\$) (After Tax)	1.83	-	1.63	-	12



Balance Sheet – Mar. 2016 (YoY)

In NT million	Mar. '16		Mar. '15		YoY
	Amount	%	Amount	%	%
Cash and Financial Assets	1,581	28	1,840	31	-14
Accounts Receivable	577	10	572	10	1
Inventory	904	16	798	14	13
Total Current Assets	3,154	55	3,353	57	-6
Property, Plant, and Equipment	2,054	36	2,052	35	0
Total Non-Current Assets	2,529	45	2,528	43	0
Total Assets	5,683	100	5,881	100	-3
Short-term Borrowings	504	9	544	9	-7
Accounts Payable	435	8	501	9	-13
Total Current Liabilities	1,517	27	1,718	29	-12
Long-term Borrowings	67	1	80	1	-16
Total Non-Current Liabilities	419	7	467	8	-10
Total Liabilities	1,937	34	2,186	37	-11
Total Equity	3,746	66	3,695	63	1

Receivable turnover days	42	46
Inventory turnover days	171	151
Payable turnover days	86	91

Cash Flow – From Jan.- Mar. 2016 YoY

In NT million	Jan.~ Mar. '16	Jan.~ Mar. '15
	Amount	Amount
Cash and cash equivalents at beginning of period	1,086	1,077
From Operating	-73	-86
Net Profit before Tax	287	254
Depreciation and Amortization	21	21
Investment income under equity method	-8	-7
Financial assets held for trading	-207	-283
Inventory	-70	-89
Other Operation Sources / (Uses)	-96	18
From Investing	-11	-11
Property, plant and equipment	-14	-12
Other Investing Sources / (Uses)	3	1
From Financing	-98	-15
Short-Term Borrowings	-92	-8
Long-Term Borrowings	-3	-5
Other Financing Sources / (Uses)	-3	-3
Effect of exchange rate changes on cash and cash	-11	-29
Cash and cash equivalents at end of period	893	936
Free Cash Flow	-84	-97