





# World Market Share Industrial PCs

Supplier	Ranking	%
Advantech	1	34.0%
Siemens	2	9.0%
Beckhoff	3	6.0%
IEI Technology	4	4.0%
Kontron	5	3.5%
Other Suppliers		43.5%

Advantech IPC WW Market Share

34%



# ADVANTECH

## Mission

Enabling an Intelligent Planet

## Revenue

USD \$1.6 Billion (2018)

## Market Cap

USD\$5.71 Billion (May 2019)

## Service Field

Industry 4.0, Industry IoT,  
Embedded Computing,  
Smart City (Medical, Retail, Logistics)  
Serve Worldwide IoT Solution Integrators



# Worldwide Presence

- **2** Manufacturing Sites
- **4** Logistics Centers

- **14** Repair Centers
- **26** Countries

America  
550pp

Europe  
540pp

China  
3,100pp

Taiwan  
3,400pp

N. Asia & SAP  
330pp

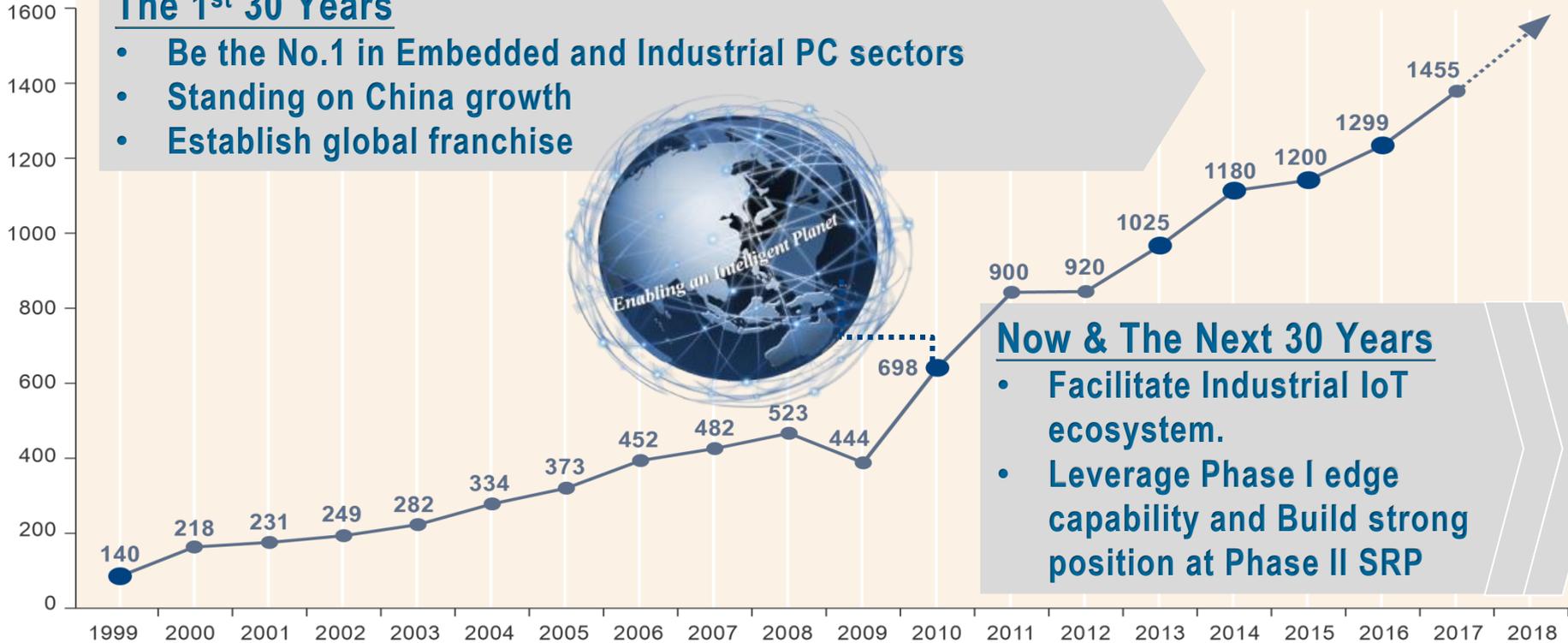


# The 1<sup>st</sup> 30 Years and the Next 30 Years

Revenue  
(USD\$M)

## The 1<sup>st</sup> 30 Years

- Be the No.1 in Embedded and Industrial PC sectors
- Standing on China growth
- Establish global franchise



## Now & The Next 30 Years

- Facilitate Industrial IoT ecosystem.
- Leverage Phase I edge capability and Build strong position at Phase II SRP

# Geography Exposure and Opportunities

## Others

US\$127mn, -8% YoY

## N. Asia & Intercom

US\$232mn, +13% YoY

- Diversified Focus Sectors
- Business Development
- Domestic Partner Alliance

## Europe

US\$306mn, +20% YoY

- Embedded Market Expansion
- Industry 4.0
- Intelligent Hospitality and Logistic

## Taiwan

US\$108mn, +5.7% YoY

## North America

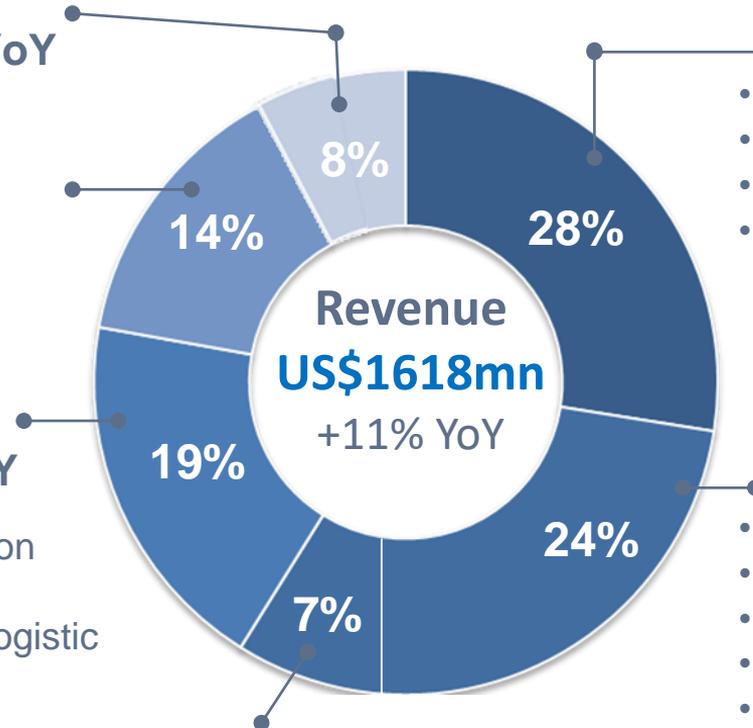
US\$445mn, +13% YoY

- Networks & Communications
- Embedded Market Expansion
- Infrastructures Refreshment
- Industrial Automation

## China

US\$400mn, +11% YoY

- Industry 4.0
- Environment & Energy
- Embedded Market
- Infrastructures Upgrade
- Intelligent Hospitality and Logistic



Best  
Taiwan  
Global Brands  
2018

Interbrand



Top 100  
Industrial IoT Companies

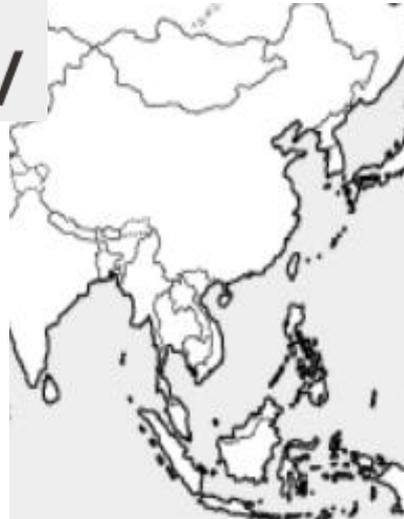
Advantech No. 23

01 thingworx	02 TEXAS INSTRUMENTS	03 intel	04 NXP	05 SIEMENS Digital Factory
06 CISCO	07 ANALOG DEVICES	08 M	09 PREDIX	10 ABB
11 SAP	12 Honeywell	13 ST Microelectronics	14 BROADCOM	15 DIGI
16 HUAWEI	17 SIEMENS	18 Atmel	19 BOSCH	20 ON Semiconductor
21 GE	22 Schneider Electric	23 ADVANTECH	24 BRIGHT WORLD	25 SILICON LABS
26 MOTOROLA	27 amazon web services	28 AUVESY.	29 OMRON	30 NATIONAL INSTRUMENTS

NIKKEI  
ASIAN REVIEW

Asia  
300

Asia 300 Company Ranking  
No.36 in Asia  
No.5 in Taiwan



World Market Share Industrial PCs



Source: IHS Markit – The World Market for Industrial PCs 2018 Edition

ADVANTECH

- 
- An aerial photograph of a city at dusk or dawn, overlaid with a blue-toned network diagram. The network consists of various nodes (circles) connected by thin lines. Some nodes contain icons: a cloud, a Wi-Fi symbol, a signal tower, and a server rack. The background shows a mix of modern high-rise buildings and older residential structures, with a prominent elevated highway on the right side.
- **Cooperation with Proxis**
  - **Advantech in Ukraine**

# Cooperation of Advantech & Proxis in Ukraine



**Co-Marketing**



**Product & Technical  
Training**



**Stocking Program**

# Ukraine Unique Product Portfolio

## Local Language

### HMI Series (WebOP)

Russian language software  
interface



**Local LANGUAGE**

## Localized Features



DLT-V83



AiMC-2000



MIC-7300



**WIDE TEMPERATURE - 40° C  
& VARIETY I/O**

## Localized Certification

### iConnectivity Device



**УДЦР**

УКРАЇНСЬКИЙ  
ДЕРЖАВНИЙ  
ЦЕНТР  
РАДІОЧАСТОТ

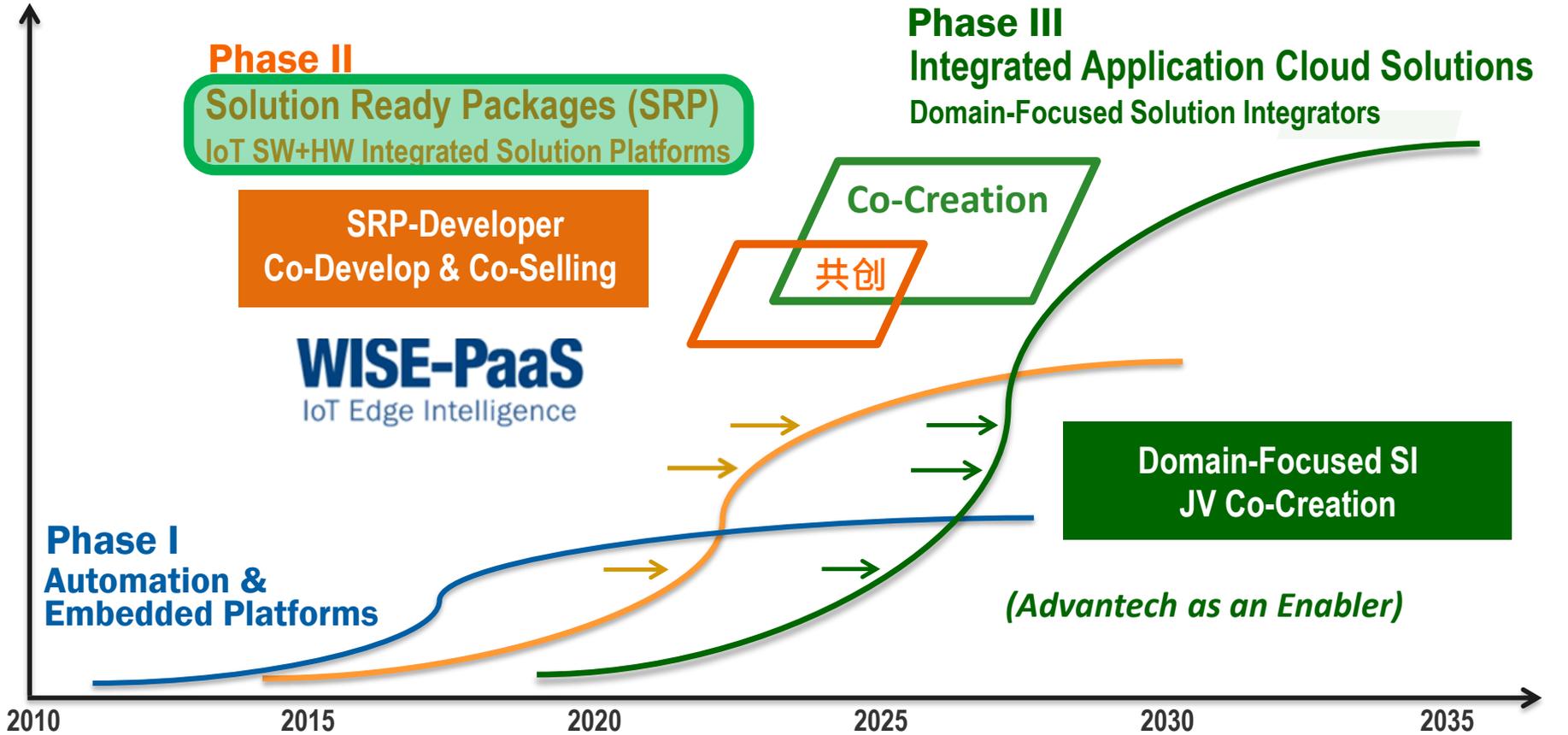
**Ukraine Local  
Certification**

An aerial photograph of a city at dusk or dawn, featuring a complex network of roads and buildings. A semi-transparent blue overlay is applied to the right side of the image, containing a network diagram with nodes and connecting lines. Several circular icons are placed at key nodes: a cloud icon, a Wi-Fi signal icon, a gear icon, and a circular icon with a square inside. The overall aesthetic is futuristic and technological.

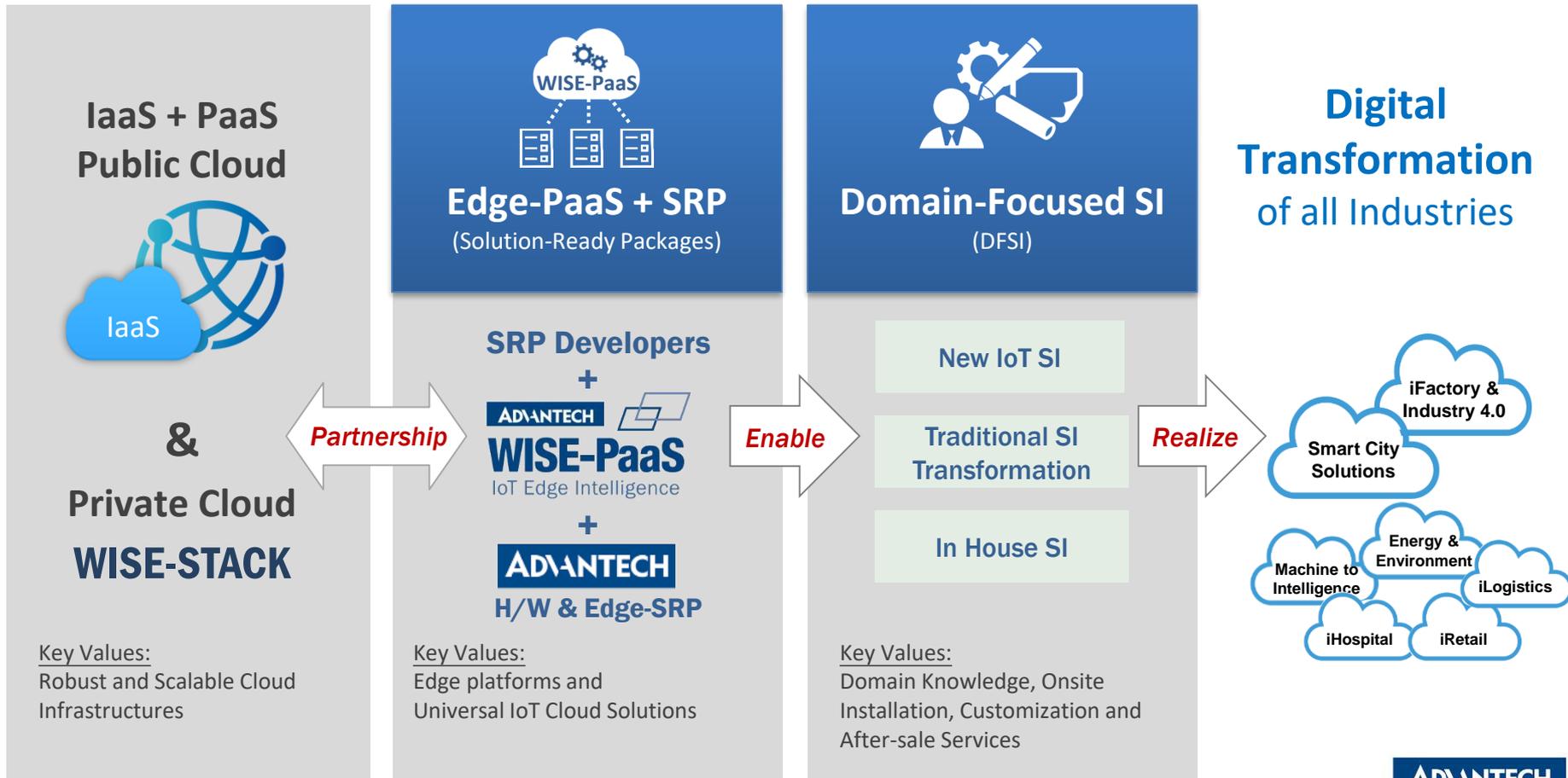
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# Advantech IoT Business

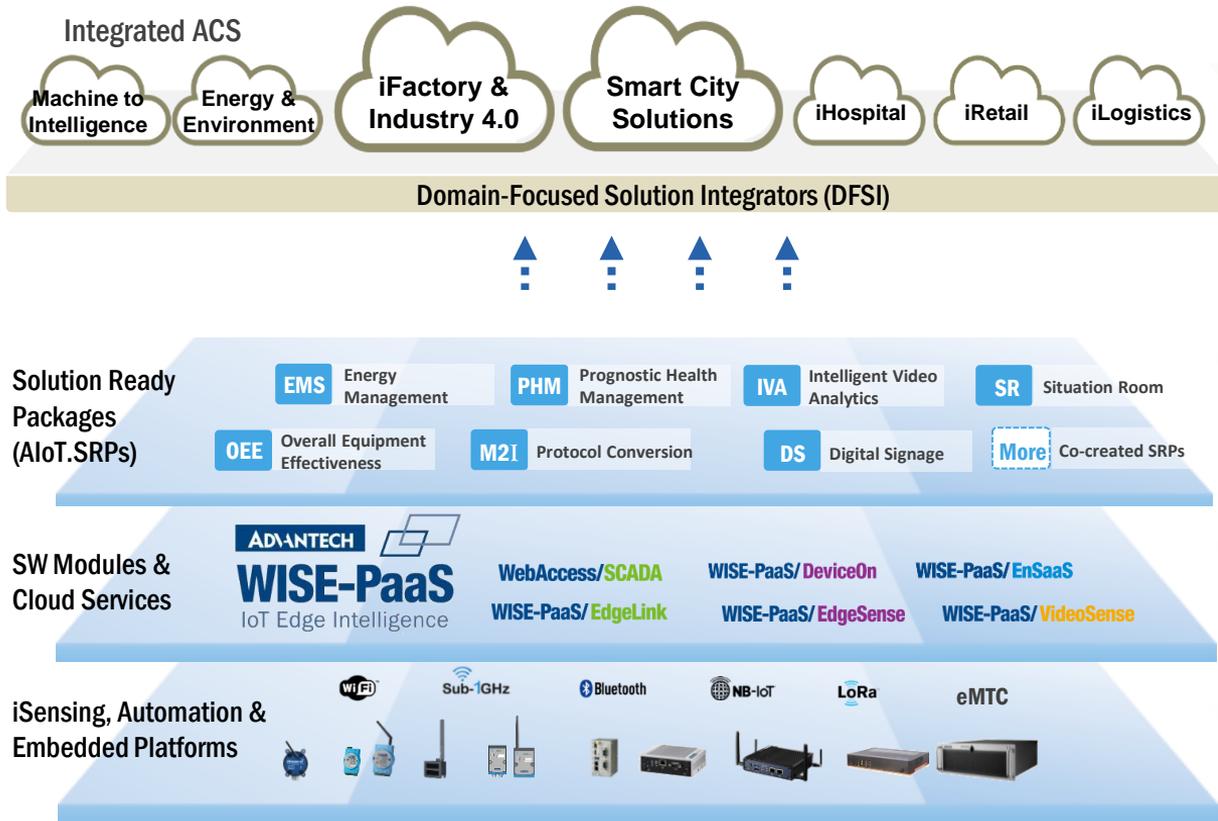
# Advantech AIoT Long Term Co-Creation Business Model



# Ecosystem & Value Chain of Industrial IoT



# Next Stage Business Model of Advantech



**Co-Creation via DFSI Alliance or Minority JV**

Advantech as an Enabler



**SRP Developer Co-Creation**



**Cost Center Model**

- WISE-PaaS Membership
- IIoT Open-API Alliance

**Advantech's Core Profit Source**

# Co-Creating the Future of the IoT

## Industrial 4.0



## Machine to Intelligence



## Industrial IoT PaaS



## Smart City



## iHospital



## iRetail



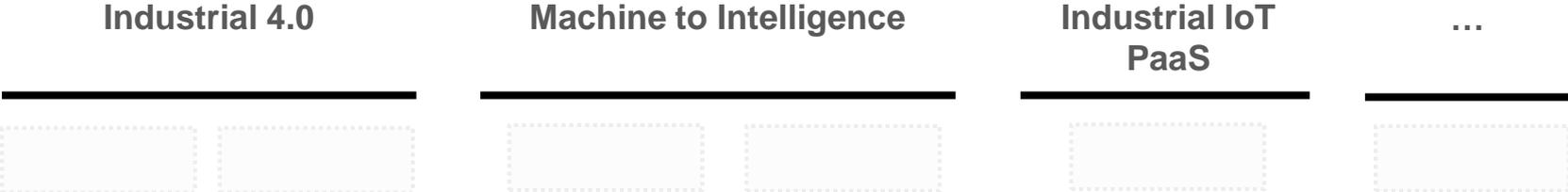
## Fleet Management



## Water Treatment



# Co-Creating the Future of the IoT with Ukraine DFSI



## Moving Toward to Future Collaboration with Ukraine DSFI in Ukraine Market

