

# Co-Creating The Future of The IoT World

**Channel Sales Manager of Industrial IoT Group**  
**Advantech Co., Ltd.**





# 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



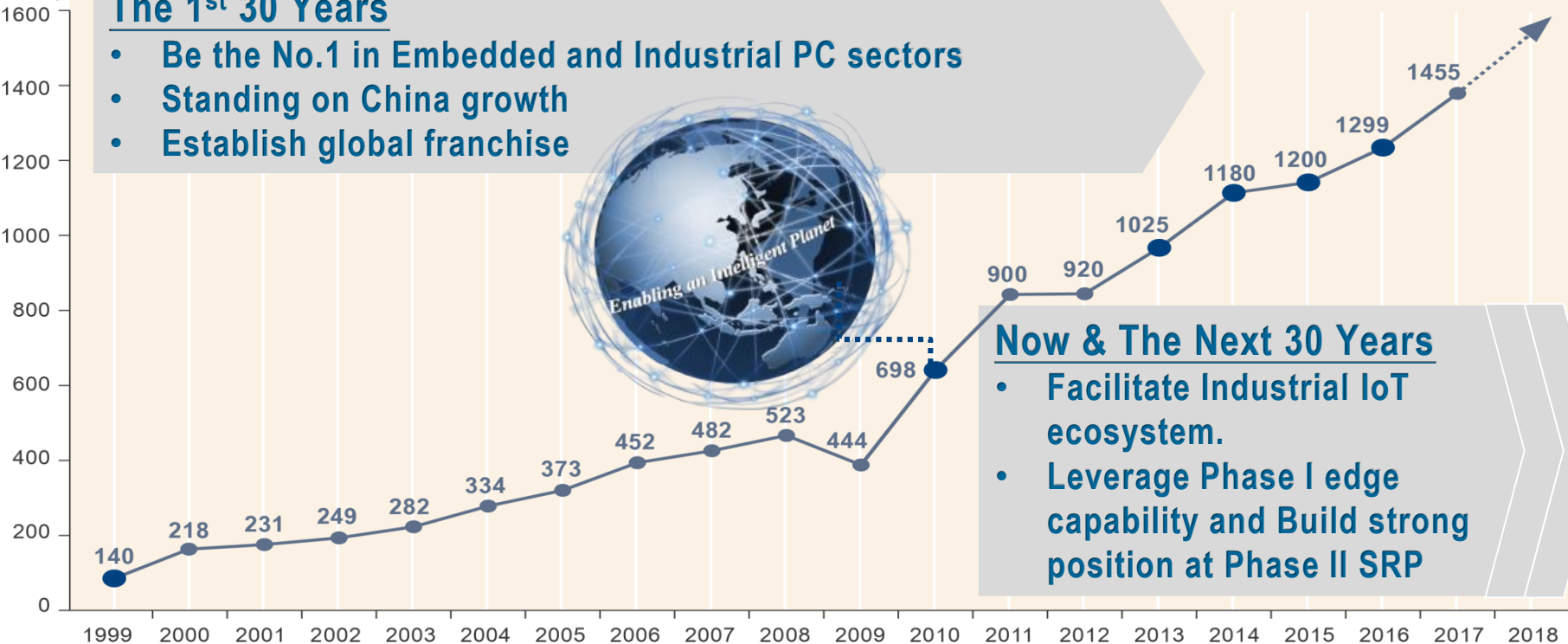


# The 1<sup>st</sup> 30 Years and the Next 30 Years

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

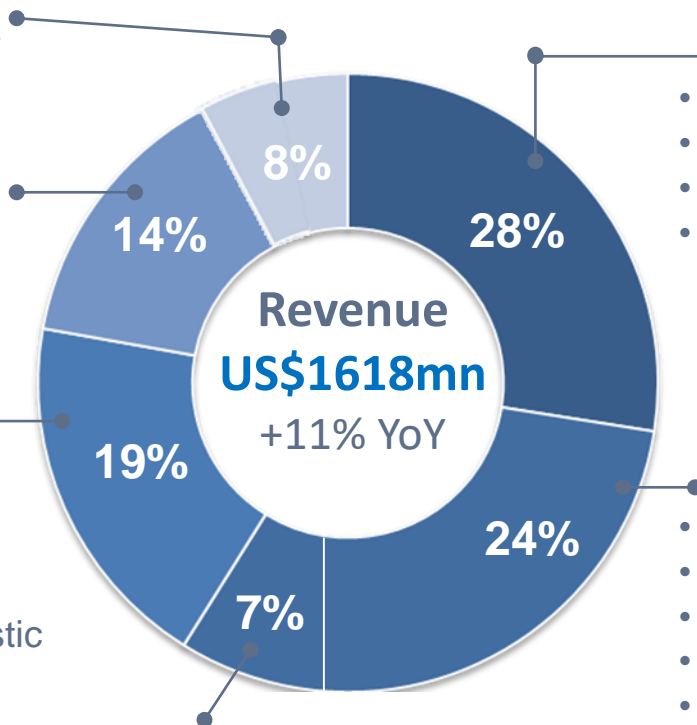
US\$445mn, +13% YoY

- 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

05

**ADVANTECH**

+3% 500 \$m



Top 100 Industrial IoT Companies

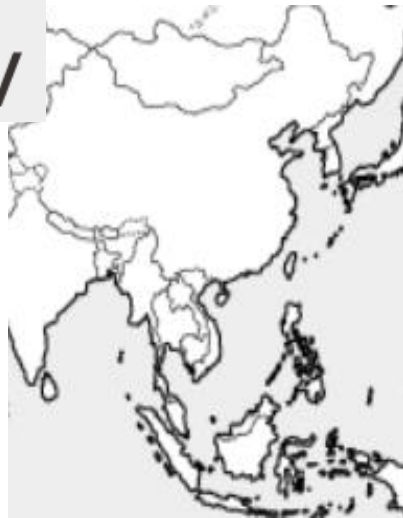
**Advantech No. 23**

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	14 BROADCOM	15 DIGI
16 HUAWEI	17 SIEMENS	18 Atmel	19 BOSCH	20 ON
21 GE	22 Schneider Electric	23 ADVANTECH	24 BRIGHT WOLF	25 SILICON LABS
26 M	27 amazon	28 AUVESEY	29 OMRON	30 NATIONAL INSTRUMENTS

NIKKEI  
**ASIAN REVIEW**

**Asia**  
300

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



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**ADVANTECH**

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

- 
- An aerial night view of a city with a complex network of glowing blue lines and circular nodes overlaid on the image, suggesting a digital or communication network. The background shows city buildings and a highway.
- **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

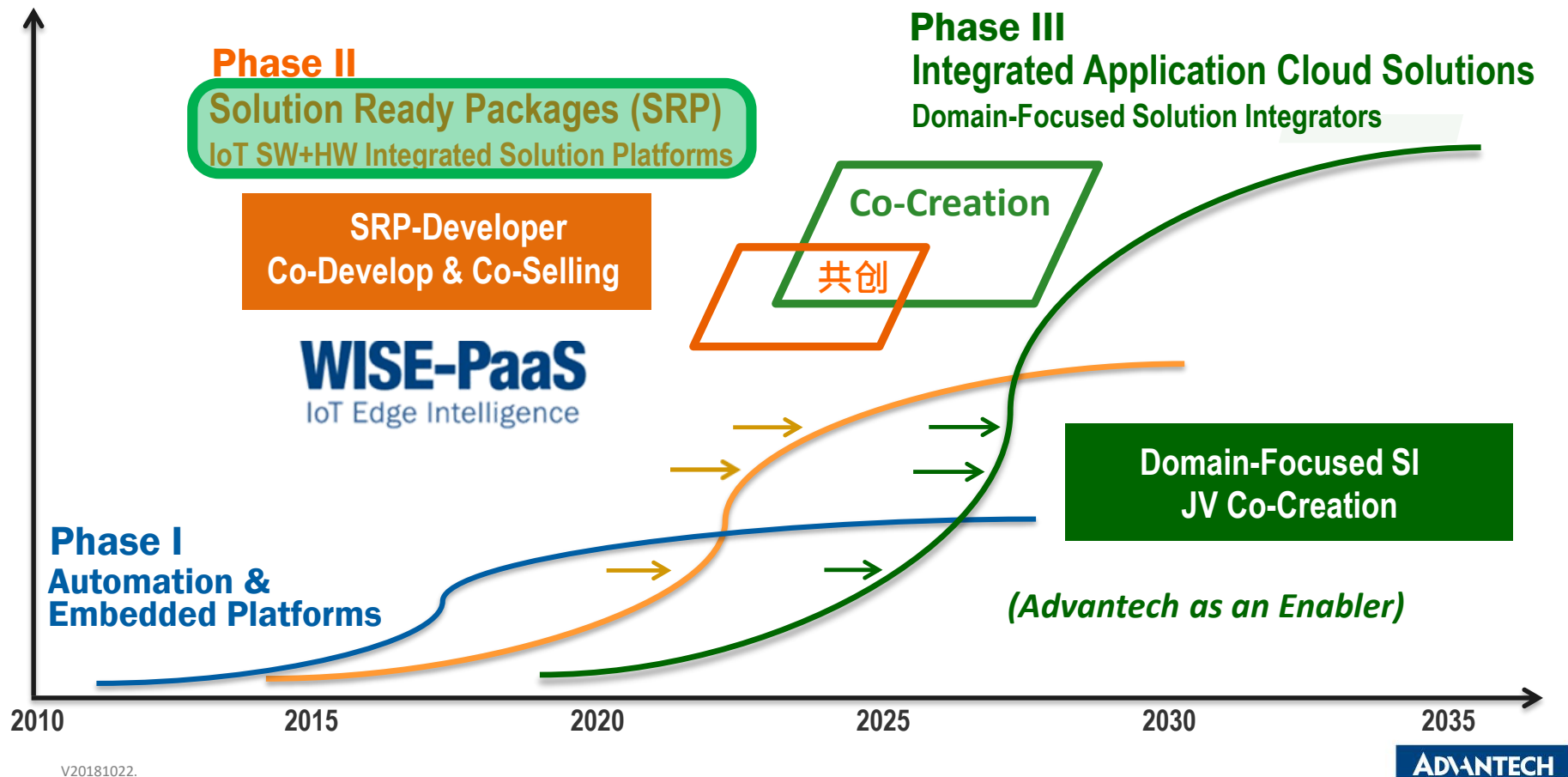
Ukraine Local  
Certification

An aerial night view of a city with a complex network of glowing blue lines and circular nodes overlaid on the image, representing IoT connectivity. The nodes are placed over various urban features like buildings, roads, and parks. Some nodes contain icons like a cloud, a Wi-Fi symbol, or a triangle. The background shows city lights and a highway in the foreground.

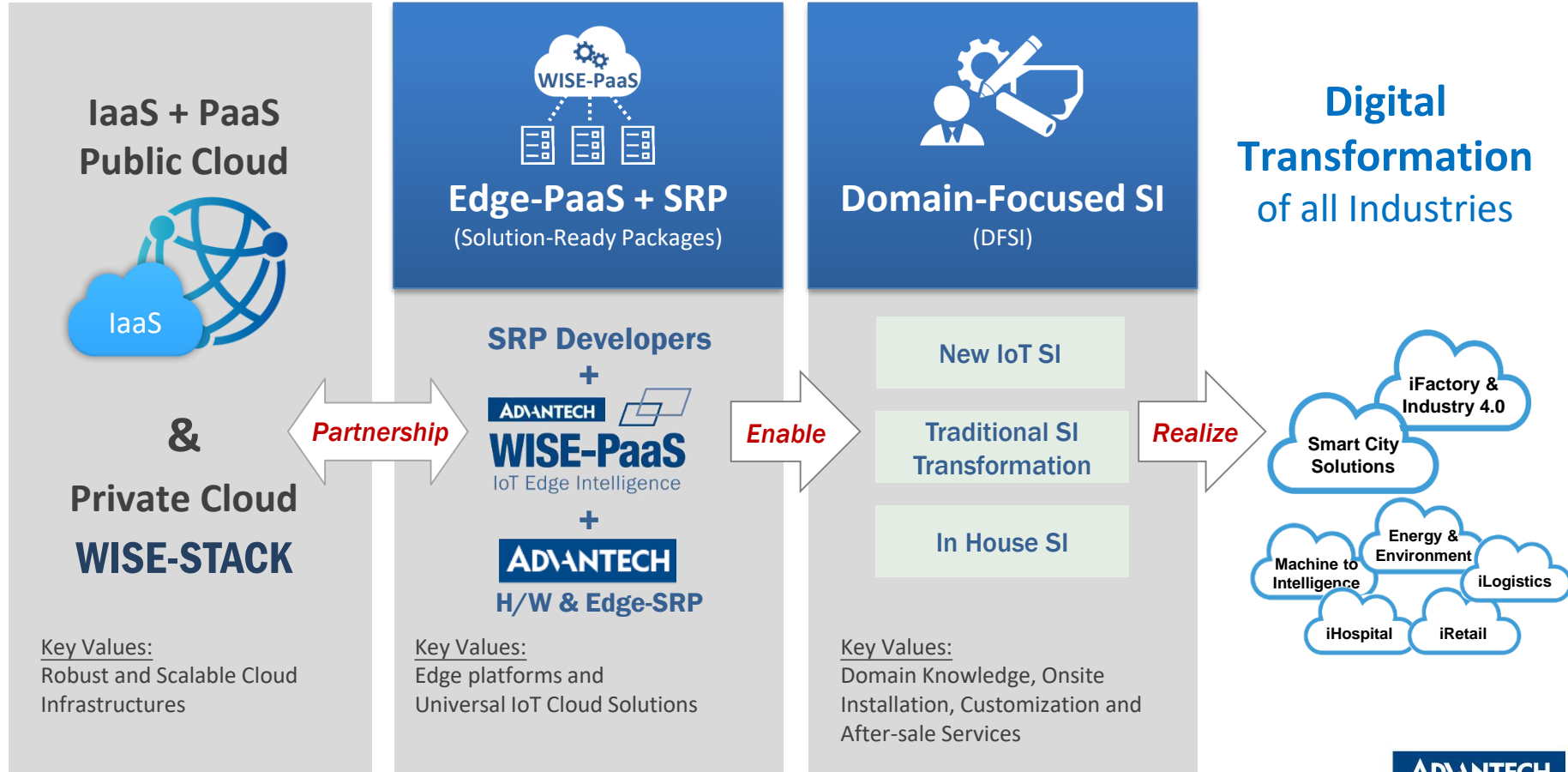
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# Advantech IoT Business

# Advantech AIoT Long Term Co-Creation Business Model

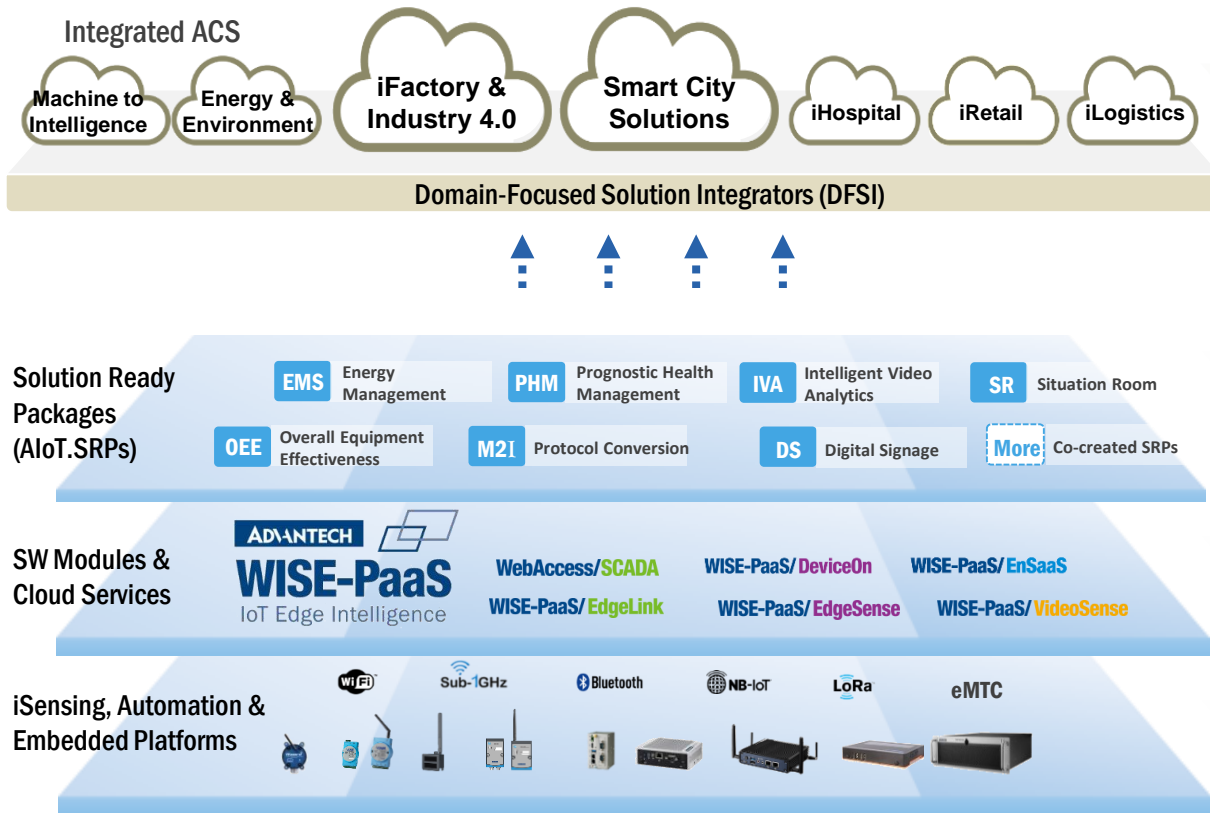


# Ecosystem & Value Chain of Industrial IoT





# 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



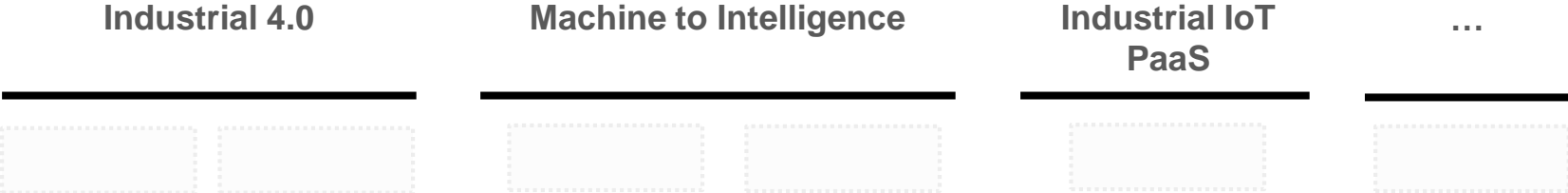
## Fleet Management



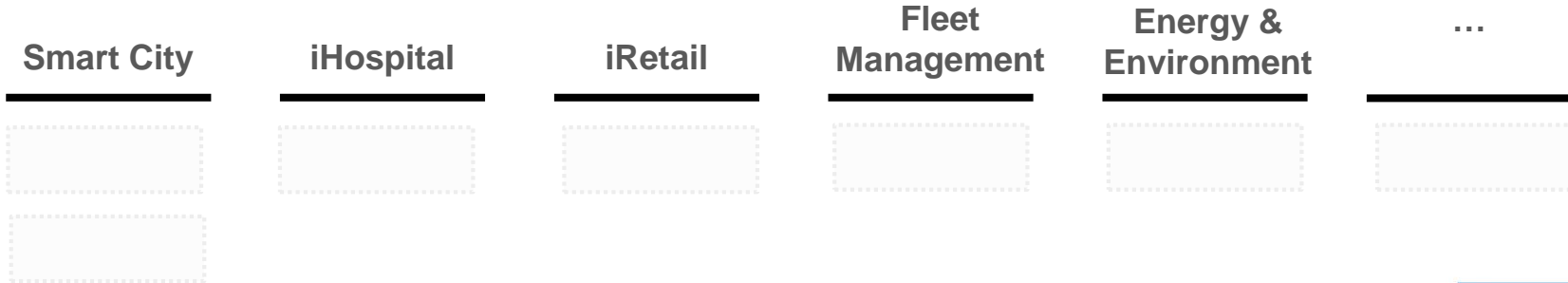
## Water Treatment



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



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



*Go Together,  
We Go Far and Grow Big*

