



KO JA (CAYMAN) CO., LTD.

STOCK CODE : 5215

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INVESTOR CONFERENCE

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- Company Profile
- Product Information
- Industry Overview
- Research and Development
- Competitive Advantages
- Financial Highlights
- Future Prospect

Company Profile

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- Basic Information
- Milestones
- Oversea Subsidiaries
- Philosophy

Company Profile–Basic Information



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- Company Name : KO JA (CAYMAN) CO., LTD.
- Date of Establishment : August, 2009
- President : Lin, Chih-Feng
- Capital : NTD 420,000,000
- Product : Membrane Touch Switch (MTS)
- Registered Office Address : Cayman Islands, British West Indies
- Taiwan Branch Address : No.168, Liancheng Rd., Zhonghe Dist., New Taipei City 235, Taiwan (R.O.C.)
- Website : www.koja.com.tw

Company Profile - Milestones



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Initiation	1975.04 — Chia Yi Company was established to produce nameplates
	1978.05 — introduced PC 、PVC nameplate technology from Japan to replace Acrylic nameplate
	1982.02 — technique support from US DuPont and became the first MTS manufacturer of Taiwan
Growing	1995.11 — SUZHOU GODA MEMBRANE SWITCH CO., LTD. was established to provide instant service to clients
Expansion	2003.05 — to increase capacity, SUZHOU CHIA CHI ELECTRONICS CO., LTD. was established
	2005.05 — to increase capacity, SUZHOU CHIA TSAI ELECTRONICS CO., LTD. established
	2009.08 — to proceed the IPO plan, KO JA (CAYMAN) CO., LTD. was found
	2010.04 — to increase capacity, HUAIAN JIAGUAN ELECTRONIC TECHNOLOGY CO., LTD. established
	2010.10 — for vertical integration, SHZHOU GODA MEMBRANE SWITCH CO., LTD. established the MOLD Department.

Company Profile—Oversea Subsidiaries



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KO JA (CAYMAN) CO., LTD.
科嘉(開曼)股份有限公司

KO JA (CAYMAN) CO., LTD. Taiwan Branch
科嘉(開曼)股份有限公司台灣分公司

GODA INTERNATIONAL CO., LTD.
科德國際股份有限公司
(薩摩亞)

GODA INTERNATIONAL (HONG KONG) LIMITED
科德國際(香港)有限公司

蘇州嘉吉電子
有限公司
SUZHOU CHIA CHI
ELECTRONICS CO.,
LTD.

蘇州嘉財電子
有限公司
SUZHOU CHIA TSAI
ELECTRONICS CO.,
LTD.

蘇州科德軟體
電路板有限公司
SUZHOU GODA
MEMBRANE
SWITCH CO., LTD.

淮安嘉冠電子
科技有限公司
HUAIAN JIAGUAN
ELECTRONIC
TECHNOLOGY CO., LTD.

Company Profile—Overseas Subsidiaries



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Branch/Subsidiaries	Headcount
Taiwan Branch	35
Suzhou Goda	1,043
Suzhou Chia Chi	805
Suzhou Chia Tsai	968
Huai' An Jia Guan	513
Total	3,364



Integrity Sincerity Precision Diligence

Products with QDCST (Quality 、 Delivery 、 Cost 、 Service 、 Technology) is the essence of our business goal. Our business is steadily grown up to nowadays level by contributing management's faith and due course.

- Excellent quality
- Precise delivery schedule
- Competitive pricing
- Best customer service
- Advanced engineering skills

Product Information



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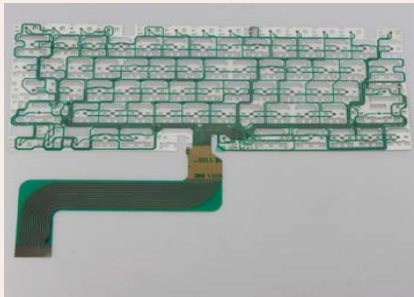
- Products and Application
- Value Chain of the Company

Product Information- Products and its Application

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MTS – Membrane Touch Switch

Notebook Membrane



Name Plate and Home Appliance MTS



Membrane Touch Keyboard Module (tablet PC)



Applications: NB keyboard, GPS, TV remote control, musical instrument keyboard, tablet PC



Value Chain of the Company



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Upstream

Supplier

Downstream

End User

PET Film

Toray

ShuiChuan DongFong

LED

Osram

Everlight

Bright Led Electronics Corp

Silver Paste

Fujikura

BaiJay

Membrane

KO JA

SOE

Jensin

TA YANG Group

Fujikura

NB Keyboard

Chicony

Darfon

Sunrex

LiteOn

Primax

電腦組裝廠

Quanta

Compel

Inventec

Wistron

Foxconn

PC

Apple

Acer

Asus

Dell

HP

Lenovo

Sony

Toshiba



Industry Overview



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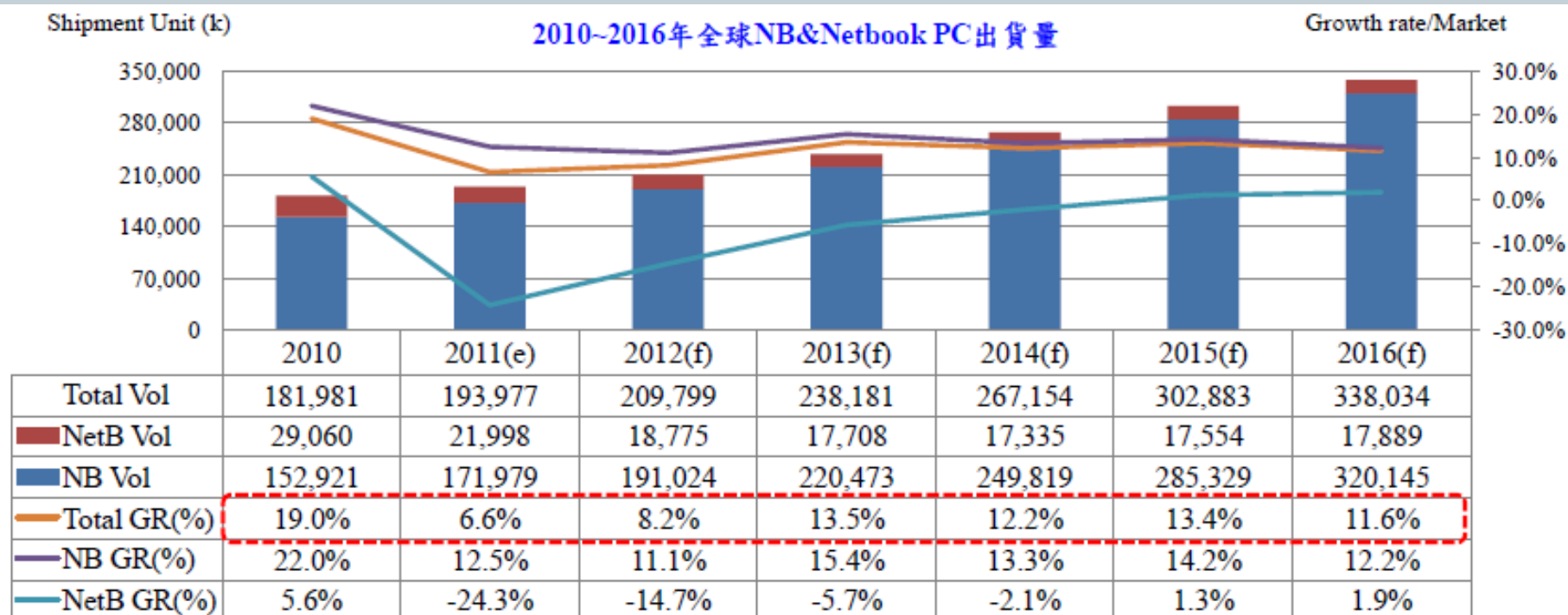
- Global Notebook PC Market Overview
- Tablet PC's influences on Notebook PC

Global Notebook PC Market Overview



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According to market research provider, global notebook PC market will continue to grow.



資料來源：MIC，2011年10月

Data Source: MIC, October 2011

Tablet PC's influences on Notebook PC

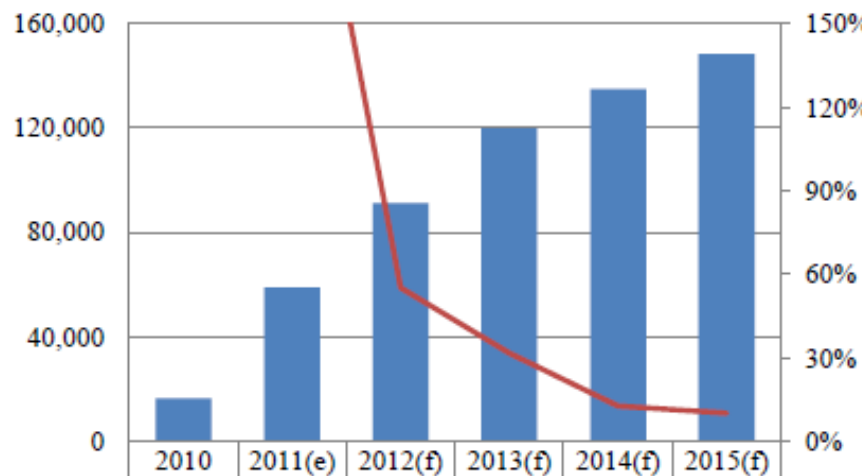


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- Tablet device creates new demand farther than substituting existing device

2011~2015年 全球平板裝置出貨量

Shipment Unit (k) Global tablet pc shipment 2011~2015 Growth rate/Market

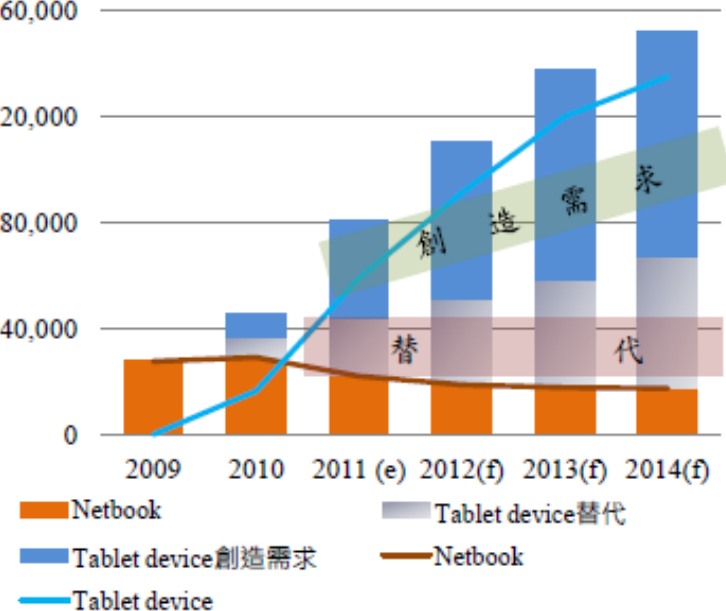


Tablet device	16,334	58,800	91,140	119,867	134,850	148,335
Tablet device GR%		260.0%	55.0%	31.5%	12.5%	10.0%

資料來源：MIC，2011年10月

平板裝置與Netbook替代效果

Shipment Unit (k) Tablet and Netbook Substitution effect



Data Source: MIC, October 2011

Competitive Advantages



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- Competitive Ground
- Industrial position
- Patent strategy

Competitive Advantages- Competitive Ground



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1) Leading R&D and technological skills, acting as a key player in the global NB supply chain

- 1. the first supplier of membrane industry in Taiwan**
- 2. devoting to R&D in new product, technology and manufacturing process**

2) Excellent manufacturing skill and quality

- 1. Focus on ONE product and accumulating many years experiences. Best yield rate in the industry**
- 2. Positive feedback from customers and end users resulting from product quality**

3) Sufficient manufacturing capacity to meet customer demands

- 1. Expanding manufacturing capacity to meet customer demand at a good timing**
- 2. Serve customers nearby to maintain key supplier status and expand competitive distance with competitor**

Competitive Advantages -Industrial position



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1. Membrane suppliers: SOE, Jenson, TA YANG Group, Fujikura
2. One of those is SOE, a listing company in TSE. Turnover of SOE's membrane of first half of year 2011 is NTD 369,926 thousand. KO JA's turnover of the same product in the same period is NTD956,393 thousand. It is about 2.6 times bigger.
3. Global NB shipment was about 200 million units in 2010. KO JA's shipment in the same year was 52,690 thousand units. It implied KO JA's market share was about **26.34%**.
4. Global NB shipment was about 96,224 thousand units in the first half of 2011. KO JA's shipment during the same period was 30,360 thousand units. . It implied KO JA's market share was about **31.55%**.

KO JA is the key supplier of global NB keyboard membrane.

Competitive Advantages –Patent strategy

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Protection case using in the electronic touch device

Touch keyboard with touching sense

Improvement in computer keyboard

Integrative input devices

Touch device

Lighting membrane device

Soft structure membrane (single layer +Rubber)

Visible film's printed circuit

Soft membrane device (3 layers)

Research and Development



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- Allocation of R&D function
- R&D results and future plans

Research and Development–function allocation

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Taipei R&D**Suzhou Engineering**

New product development

Production trial runs

Material and
machine
developmentPatent
planningImprovement in
processing and
production operations

Research and Development–Taipei R&D results and future RD plans



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Development in membrane sensing technology

Technology	Application	Products
Resister membrane	Development touching keyboard	Tablet PC accessories
Capacitor membrane	Touching switch	Electronic appliances, 3C product interface

Development in lighting membrane application technology

Technology	Application	Products
EL backlit element	Specialty application backlit module	Lighting keyboards, backlit motherboard interface
LED membrane backlit element	Backlit module with various change	Lighting keyboards

Research and Development–SHZHOU R&D results and future RD plans



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Membrane Switch Design Breakthrough

Technique	Effect	Product
Multi-layer Membrane	Switch Function Enhance	LED backlight membrane keyboard
Ultrathin Double-layer Membrane	Thinner 、Lighter	Ultrathin NB keyboard membrane switch

Membrane Switch Manufacturing Process Automation

Technique	Effect
LED process automation	1. Improve yield rate 2. Improve process stability 3. Reduce headcount
Printing process automation	
R2R automatic printing	

Financial Highlights



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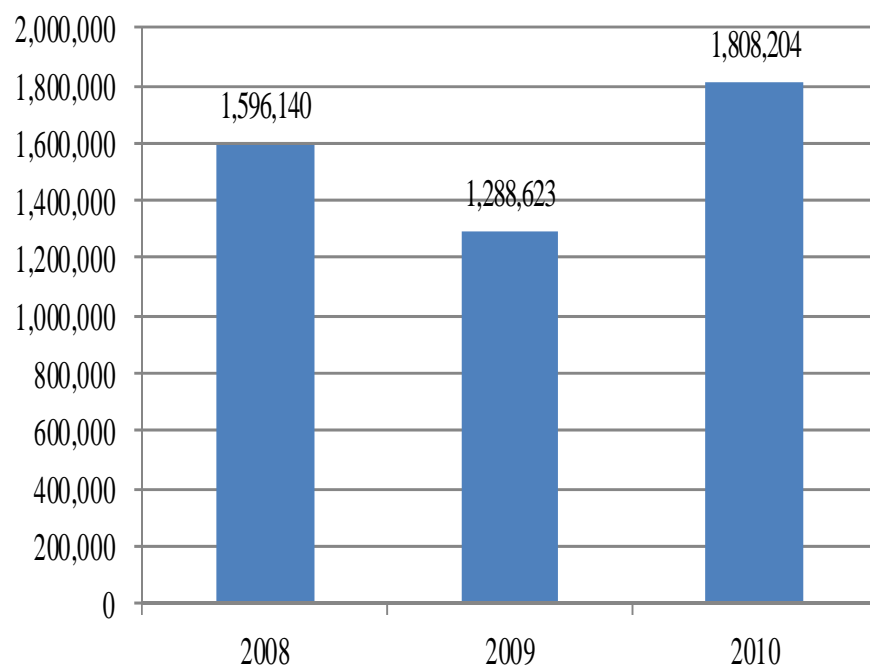
- 3 years performance
- 100Q1~Q3 consolidated income statements

Financial Highlights—3 years performance

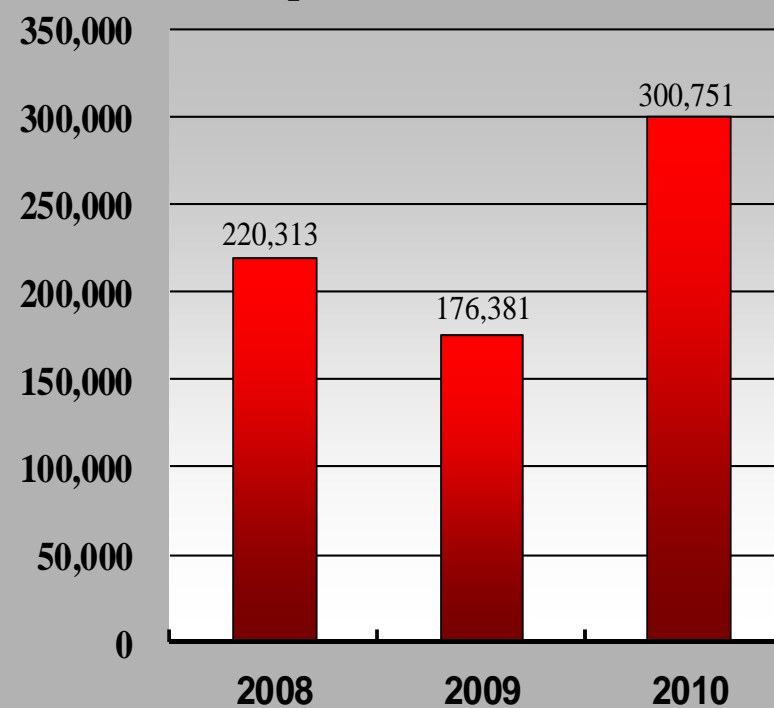


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Revenue (Unit : NTD thousand)



net profit(NTD thousand)



Financial Highlights—3 years performance



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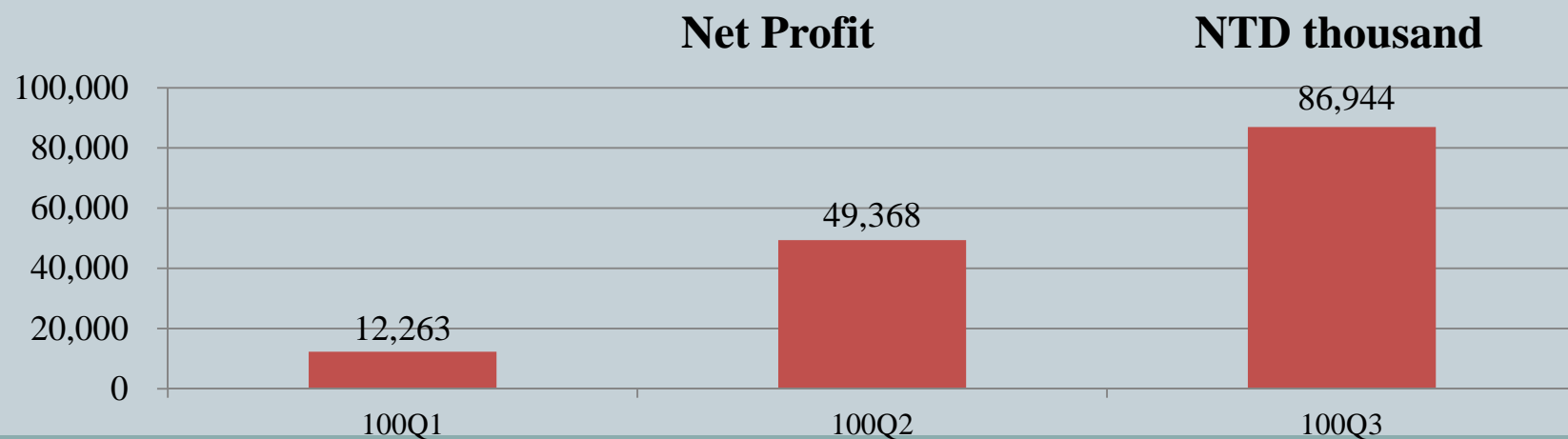
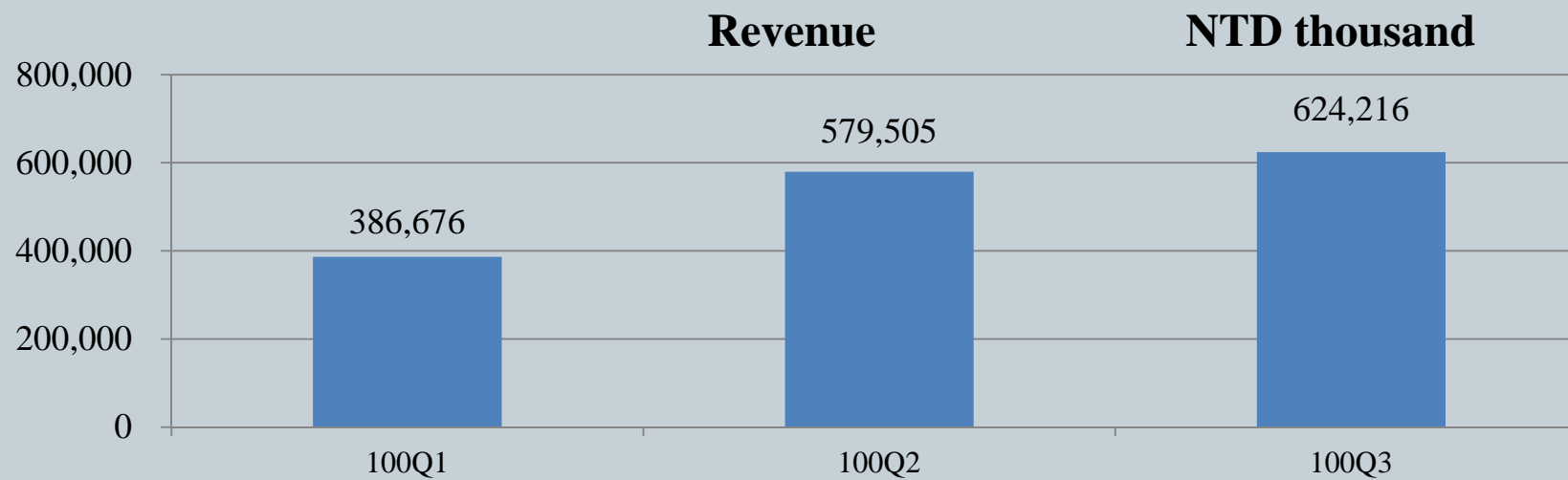
Unit : NTD thousand/NTD

	97		98		99		100Q1~Q3	
Revenue	1,596,140	100%	1,288,623	100%	1,808,204	100%	1,590,397	100%
Gross Margin	364,616	23%	334,119	26%	635,569	35%	354,878	22%
Operation Profit	268,545	17%	250,283	19%	426,818	24%	181,965	11%
Net Profit	220,313	14%	176,381	14%	300,751	17%	148,575	9%
EPS	5.98		4.79		7.16		3.54	

Financial Highlights–100Q1~Q3 consolidated IS



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Financial Highlights–100Q1~Q3 consolidated IS

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Unit : NTD thousand/NTD

	100Q1		100Q2		100Q3		100Q1~Q3	
Revenue	386,676	100%	579,505	100%	624,216	100%	1,590,397	100%
Gross Margin	68,707	18%	135,154	23%	151,017	24%	354,878	22%
Operation Profit	18,805	5%	73,525	13%	89,635	14%	181,965	11%
Net Profit	12,263	3%	49,368	9%	86,944	14%	148,575	9%
EPS	0.29		1.18		2.07		3.54	

Future Prospects



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- Future Prospects
- Conclusion

Future Prospects



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**New product & technique :
MTK & backlight & Ultrathin**

**New Markets :
Tablet 、 Electronic Appliance 、
3C Products**

**Core Competence
Leading technique &
quality**

**Sufficient Capacity &
Biggies Market Share**

**Global Brand Companies
Cooperation &
Consignment**

**Solid and
Stable
fundamentality**

Future Prospects – Conclusion



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KO JA GROUP

- Produce NB Membrane Touch Switches , the key components of NB
- With 36 years experience, the biggest NB MTS manufacturer worldwide
- Clients include top NB keyboard manufacturers and NB brand companies of the world ◦

Philosophy

- Integrity, Sincerity, Precision, and Diligence
- QDCST: provide clients the best quality, delivery, price, service, and technique
- Professional manager system and solid business strategies

Prospect

- R&D and advanced manufacturing process technique
- NO. 1 capacity and market share 、 establish economic scale
- Consistently develop high value added technique and new products
- Enter the tablet, electronic appliance, 3C product markets
- Stable profitability, society and industry contribution, value creation to our shareholders and investors

Q & A

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THANK YOU FOR YOUR ATTENTION