



KO JA (CAYMAN) CO., LTD.

Ticker : 5215

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Investor Conference

About KO JA

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- KO JA is a professional Membrane Touch Switch manufacturer
- Founded Date : August, 2009 (former company founded in April, 1975)
- Pay-in Capital : NTD 543,375,000
- Employees : 2,700 people
- Worldwide Locations :

TAIPEI TAIWAN BRANCH

WUJIANG SUZHOU GODA
 SUZHOU CHIA CHI

SUZHOU CHIA
TSAI

HUAIAN HUAIAN JIAGUAN

CHONGQING JIA JUN/JIA FENG



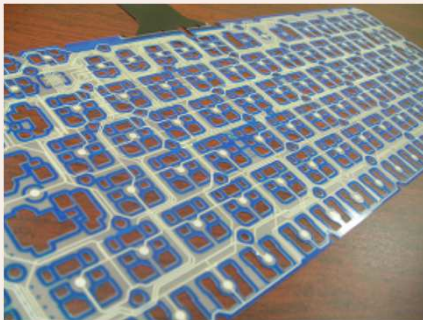
Main Products and Applications



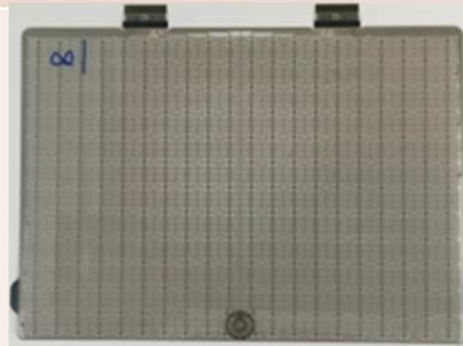
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Main Product : MTS – Membrane Touch Switch

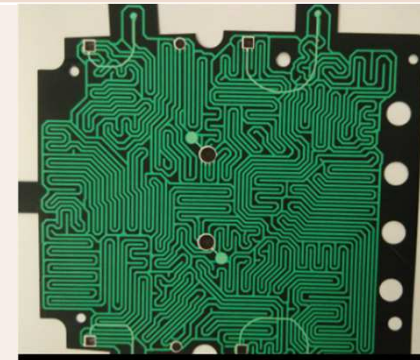
NB MTS



Touch Sensor



MESH

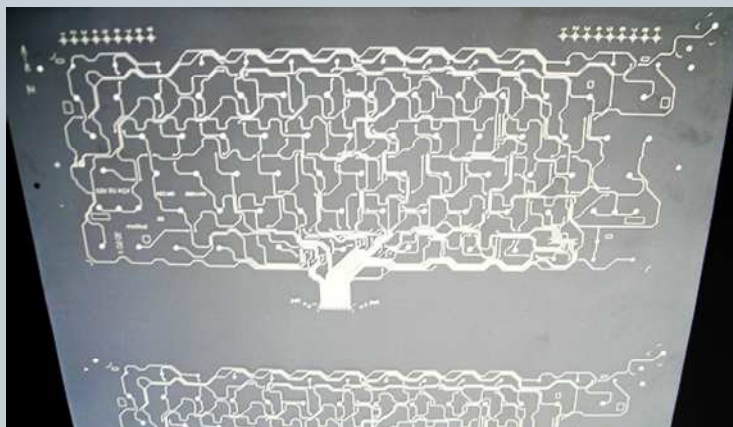
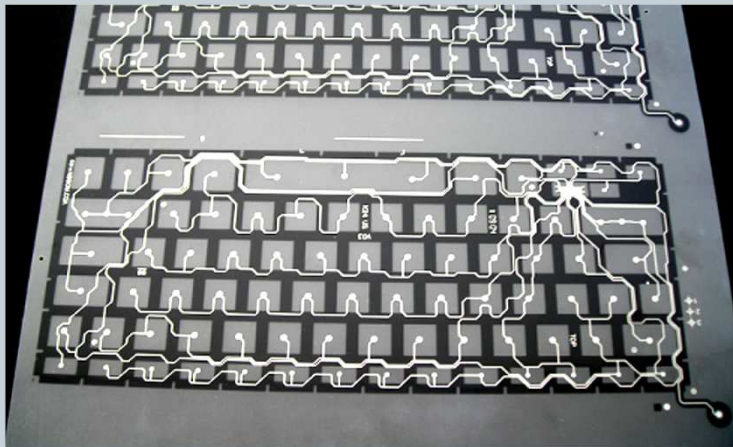


Applications : NB keyboard 、 Track pad 、 credit card reader



Membrane Touch Switch Diagram

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Production flow ~1



Cutting



**Set Hole
Punching**



Printing



**Spacer Layer
Punching**



Assembly

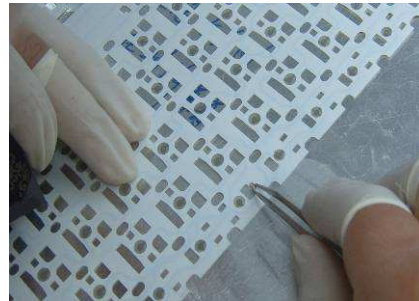


**Outline
Punching**

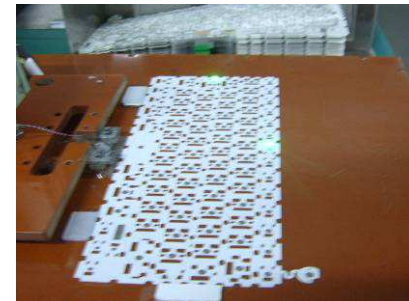
Production flow ~2



Test O/S



LED



LED Test



Inspection



package

Industry Supply Chain

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Supplier

Competitor



Customer

End Customer

PET Film



 Toray
 SICHUAN DONGFANG

LED

 Osram
 Everlight

 LiteOn

Silver Paste


 Fujikura
 Bai Jay


MTS

 **KO JA**

 SOE

 JENSIN

 Transimage

 Fujikura








NB Keyboard

 Chicony 
 DARFON 
 SUNREX 
 LITE-ON 
 PRIMAX 

NB ODMs

 Quanta 
 COMPAL 
 Inventec 
 Wistron 
 FOXCONN 

PC Brand

 Apple 
 Acer 
 Asus 
 Dell 
 HP 
 Lenovo 
 Sony 
 Toshiba 
 Samsung 
 Microsoft 

Competitive Strength

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- **Sufficient Production Capacity**
 - Worldwide No. 1 MTS manufacturer
 - Establish Jia Jun and Jia Feng factory in Chongqing City
- **Leading Technological Skills**
 - Ultra thin PET printing technology
 - Water resist MTS
 - 0.5 pitch pin tail MTS
- **Superior Quality**
 - Brand customers specified using our products
 - Establish the quality standard of the market

Threats and Response

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- Competitors' price cut
 - Enlarge print technology discrepancy
 - Establish Jia Jun and Jia Feng Factory
- Increase in wages in mainland China and production cost
 - Utilize automation technology in the key production processes
 - Enact direct labor incentive scheme to increase unit productions
- iPad and the like and Mobile phone squeeze demand of keyboard
 - Shipment of iPad and the like has come to the highest point. Market research firm found that there is a sign which shows demand decline.
 - Enter into new product line, such as Mesh, touch sensor, and automobile accessory market

2015 Q2 Earnings Release



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Unit : Thousand Dollar/Dollar/%

	2015 Q2			2015 Q1			2014 Q2	
Revenue	436,344	100%		446,781	100%		499,362	100%
Gross Margin	120,489	27%		122,169	27%		121,927	25%
Operating Profit	54,350	12%		57,098	13%		63,037	13%
Net profit	57,384	13%		44,828	10%		57,771	12%
EPS	1.06			0.84			1.10	

- 2015 Q2 Revenue QoQ -2% ; YoY -13% ◦
- 2015 Q2 Net profit QoQ 28% ; YoY -1% ◦
- 2015 Q2 EPS QoQ 26% ; YoY -4% ◦

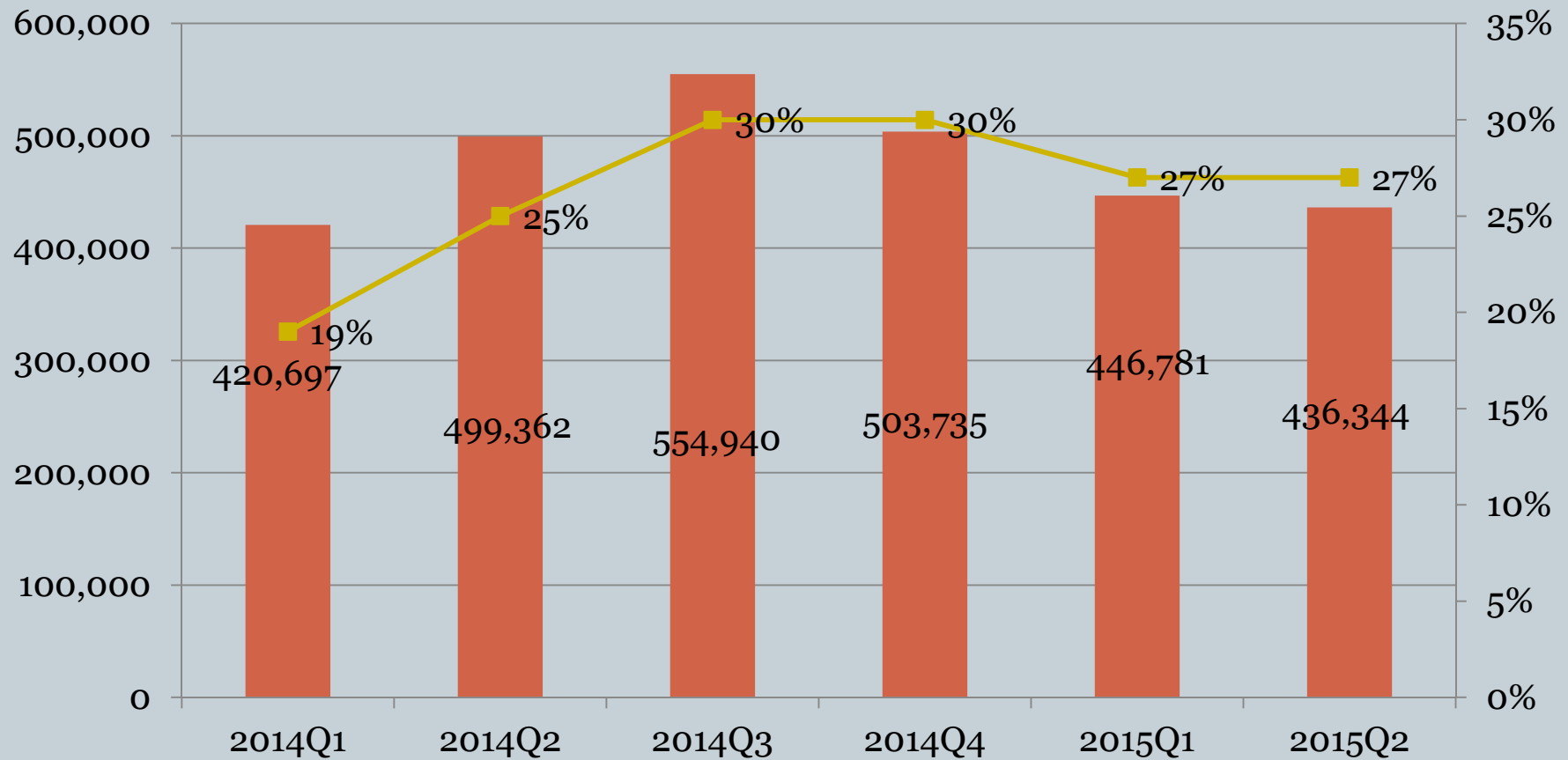
Turnover and Gross Margin Trend



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Unit: NT thousand dollar/%

Turnover Gross Margin

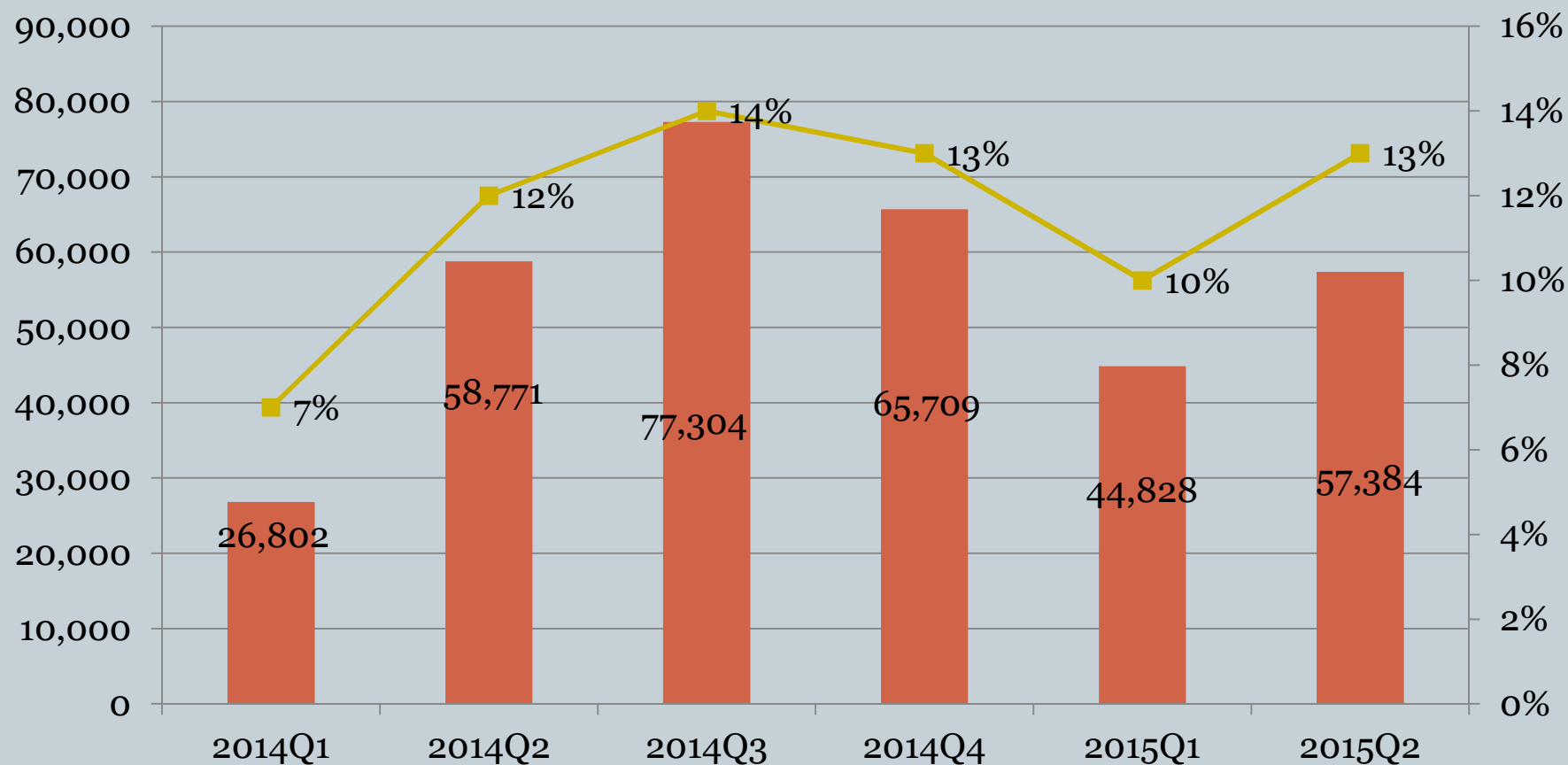


Net Income and Net Income Margin Trend

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Unit: NT thousand dollar/%

Net Income



Financial Data & Ratio Summary



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	2014/12/31	2015/6/30
Item	NT thousand dollar/%	NT thousand dollar/%
Cash & Equivalent	917,012	1,262,457
Cash & Equivalent Per Share	16.87	23.23
Current Asset	1,881,830	2,083,513
Total Asset	2,667,398	2,837,342
Current Liability	522,078	648,695
Bond Payable	0	140,880
Total Liability	609,340	866,097
Total Equity	2,058,058	1,971,245
Book Value Per Share	38	36(after dividend)
Current Ratio (before distribution)	360%	321%
Debt to Asset Ratio	23%	31%

Summary

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**New Products & Technology
Development :**
RTR and Ultra thin PET

Market Expansion :
**MESH, Touch Sensor,
Automobile Accessory**

Core Competitive Strength
Leading Technology & Quality

**Leading Capacity &
Market Share**

**Cooperation with Global PC
Brand & Specified Use**

**Solid
Foundation**

Q & A

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