LED Lighting Benefits

- For Home & Living Space
  - Creates a warm and pleasing environment
  - Creates varying environments (AURA RGB Bulb)
  - Reduces home budget costs by reducing power consumption
LED Lighting Benefits

● For Office & Commercial Space
  – Many Applications – Office / Commercial / Municipal
  – Reduce Power Consumption – Saves money through reduced power consumption.
  – Better Safety – Lower the frequency that staff needs to change lights in difficult or dangerous locations.
  – Reduce Company Costs – Reduce costs for labor, material and equipment needed to change lights.
AGENDA

- Company Introduction
- Strategic Advantages
- Product Lines
- Lighting Business
- Lighting Advantages
- LED Product Portfolios
- Reference Cases
AGENDA

Company Introduction
About ADATA

- Founded on **May 4, 2001**
- Chairman / CEO: **Simon Chen**
- Date of listing (TT: 3260): **October 8, 2004** Record-breaking speed to become listed company
- The world’s second largest module manufacturer (**DRAMeXchange: July, 2014**)
- Sales surpassed 1 billion US dollars within the first 5 years
- Market Capital: **US$ 429 million**
- Number of Employees: **Over 1,707 employees worldwide**
- Patents owned: Over 500
A History of Continuous Improvement

- ADATA ranked **No. 3 for the Top 100** Info Tech Companies based in Taiwan, June 2010.
- ADATA was named one of the world’s most effective rebrands in *the 8th annual REBRAND 100® Global Awards* in 2012.
- ADATA earned **the highest revenue in 2013** out of the entire memory module industry in Taiwan.
- ADATA expanded its mobile accessories line in 2013.

<table>
<thead>
<tr>
<th>2010排名</th>
<th>公司名稱</th>
<th>產業別</th>
<th>营收(億新台幣)</th>
<th>营收成長率%</th>
<th>股東權益報酬率%</th>
<th>投資報酬率%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>仁寶 (2324)</td>
<td>電腦及周邊</td>
<td>7,336.93</td>
<td>77.85</td>
<td>26.69</td>
<td>64.58</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>大聯大 (3702)</td>
<td>服務通路</td>
<td>2,176.31</td>
<td>49.42</td>
<td>21.11</td>
<td>146.07</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>威剛 (3260)</td>
<td>半導體</td>
<td>407.58</td>
<td>52.33</td>
<td>32.94</td>
<td>103.32</td>
</tr>
</tbody>
</table>
A Culture of Continuous Improvement

- ADATA won the "Best Companies to Work for" 2014, 2 stars.
- Improvement initiatives, cross-functional coordination and integration were enhanced through CIP (Continuous Improvement Process) activity.
ADATA Logo & Slogan

By emulating the lithe movements of a hummingbird, ADATA responds to new consumer needs with speed and agility. Exploring all possibilities in the pursuit of diverse and stylish products, ADATA helps customers enrich and cherish their most loved memories of the past, their present digital life, and their dreams for the future.
ADATA – Global Promotion Channels

Distributors
- Incentive Programs
- Distributor Rebates
- Market Expansion

Dealers
- Sales Promotions
- Dealer Seminars

Worldwide Promotion
- Global Exhibitions
- Media Exposure

End User Experience
- Brand Packaging
- POSM
- Social media platforms
World Class Customer Care

Warranty

- All DRAM modules, USB Flash drives, and memory cards have a lifetime warranty.
- Five-year warranty for SX910 SSD and SX1000L / SR1010 server SSDs.
- Other products have a three-year warranty.
- ADATA responds quickly to Returned Materials Authorization (RMA) requests, ensuring that each issue is handled with professionalism and technical competence.

Customer Satisfaction

Our customers are our first priority. We place a high emphasis on outstanding customer service, and act quickly on customer feedback to improve our operations and procedures.
Historical Sales Revenues

Unit: USD million
Milestones & Achievements

2010
ADATA Lighting founded in Suzhou Industrial Park

2011
ADATA Lighting Taipei Office opened

2013
- Showcased at Guangzhou International Lighting Exhibition
- Showcased at Hong Kong International Lighting Fair

2014
- Showcased at Light + Building in Frankfurt
- Launched TULIP LED Desk Lamp

2015
- Launched AURA LED RGB Bulb
- TULIP LED Desk Lamp received Taiwan Excellence award
AGENDA

Strategic Advantages
Strategic Advantages

ADATA maintains integral relationships with the industry’s most important players in order to ensure business consistency and timely flow of information. This technology integration results in a steady stream of innovative and quality products, enhanced customer satisfaction, and superior quality of products and customer service.
Global Service & Worldwide Presence

- USA Los Angeles
- Mexico Mexico City
- USA Miami
- Netherlands Amsterdam
- Russia Moscow
- Brazil São Paulo
- India Mumbai
- China Shenzhen
- China Suzhou
- China Beijing
- China Shanghai
- China Hong Kong
- Korea Seoul
- Taiwan Taipei
Strategic Partners

- Integral relationships to enhance consistency and information flow
- Technology integration for innovative and quality products
- Enhanced customer satisfaction through consistent supply
- Enhanced quality of products and customer service
- Reduced costs in logistics, warehousing and manufacturing
Quality & Environmental Certifications

It is our commitment to provide finest quality and service for our customers' complete satisfaction.

Industry Certifications and Partnerships

- ISO 9001
- ISO 14001
- OHSAS 18001
- QC080000
- B2B Green Partner
- RoHS
- WEEE
Award-Winning Innovations & Designs
AGENDA

Product Lines
Product Lines

We are dedicated to the design, manufacturing and sales of consumer and commercial, and enterprise product lines that make ADATA a complete LED and storage solutions company.
AGENDA

Lighting Business
## Manufacturing Facilities

<table>
<thead>
<tr>
<th>Items</th>
<th>Finished Date</th>
<th>Land space (m²)</th>
<th>Floor space (m²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Finished</td>
<td>Q4 2006</td>
<td>20,380m²</td>
<td>57,460m²</td>
</tr>
<tr>
<td>2-Finished</td>
<td>Q4 2010</td>
<td>7,357m²</td>
<td>26,121m²</td>
</tr>
<tr>
<td>3 Planning</td>
<td></td>
<td>16,480m²</td>
<td>35,130m²</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>44,217m²</strong></td>
<td><strong>118,711m²</strong></td>
</tr>
</tbody>
</table>

44,217m² Land space (m²) + 82,843m² Greenfield space (m²) = 127,060m²
Manufacturing Facilities

Suzhou, China

Established: January 2004
Product Lines: DRAM Modules, USB Flash Drives, Memory Cards, External Hard Drives, Solid State Drives, LED.

Taipei, Taiwan

Established: May 2001
Product Lines: DRAM Modules, USB Flash Drives, Memory Cards, LED.

Interior lighting production  Burn-in room  Illumination test machine  Exterior lighting production
Optical Laboratory

Photometric Curve Analyzer

Three-dimensional measurement laboratory tests the accuracy of each product.

2 meter & 30 centimeter chip and luminous flux analyzers.
Environmental Testing

- Drop Tester: Tests packaging material security
- Dust testing machine for IP dust grade
- Water Tester: Tests IP waterproof rating
Environmental Testing

High Temperature Test (60°C)  Low Temperature Test (-40°C)
Certifications
AGENDA

Lighting Advantages
Lighting Advantages

New Concept LED Light Engine

- **Flexible Design**
  Can be applied in a variety of lighting: streetlights, spotlights, patio lights, tunnel lights, and security lights.
Lighting Advantages

New Concept LED Light Engine

- **Diverse Applications**
  Can be used with a variety of optical components to meet different environmental lighting requirements, allowing the light source to harmoniously integrate with different applications.

- Streetlight
- Underwater
- Patio light
- Tunnel light
- Projection lamp
Lighting Advantages

Core Optical Technology

- Optical Design
- Optical Test and Measurement Technology
- Optical Membrane Technology
- Automated Production Technology
- Injection Technology
- Insert and Mold Technology
- Glass Casting and Molding Technology
- Ultra-Precision Machining Technology
Light, mechanical, electrical, thermal advantages

Thermal discharge materials provide superior electrical shielding and heat dissipation.

Power junction box with separate DC and AC interfaces reduce optical and thermal separation due to internal electromagnetic interference, thus increasing luminous efficiency.

The world's leading brand of original factory chips and secondary lens designs.

Corrosion-resistant hard anodized oxide coating.

Modular design and aluminum die-cast body facilitates easy maintenance without dismantling the whole lamp, reduces risk of high-altitude operation.
AGENDA

LED Product Portfolios
Lighting Products

LED Indoor
- LED Tube
- LED Bulb
- MR 16
- AR 111
- PAR30&PAR38
- Down Light
- Panel Light

LED Outdoor
- Streetlight
- Projection Light
- High Bay
- Gas Station Light
- Tunnel Light
- Security Light
- LED Module
Lighting Products

Mood and atmosphere can be set up and modified in various ambient scenes.

Courtyard Mode  Parlor Mode  Home Theater Mode  Dining Mode  Bedroom Mode
AURA Bluetooth RGB Bulb

FEATURES
• Wireless Bluetooth control
• More than 16 million colors
• Control up to 64 lights
• Adjustable scene lighting

SPECIFICATIONS
• Power: 7W
• Voltage: 100 – 240VAC (50 – 60Hz)
• Light Color: 16,000,000 colors
• Brightness: 550 lm
• Beam Angle: 170°
• Dimensions (H x W): Ø 58.6 x 115mm
• Interface: Bluetooth 4.0
• Support Device: Android 4.3 or later
  iOS 6 or later
Omnidirectional LED Bulb

FEATURES
• 270° Wide Angle Bulb Design
• High Dispatching Heat Design
• High Efficiency Bulb to replace Tungsten Bulb
• Easy to replace traditional Bulb

SPECIFICATIONS
• Power: 10W / 12W
• Voltage: 100 – 240VAC (50 – 60Hz)
• Color temperature: 3000K / 5000K
• Luminance: 10W 850 lm / 900 lm (3000K / 5000K)
  12W 1020 lm / 1080 lm (3000K / 5000K)
• Dimensions: ø134 x 69mm
LED T8 Tube

FEATURES
• Utilizes a durable plastic body rather than a traditional glass tube
• Measurements are designed for optimal compatibility to easily replace traditional lamps
• With Low heat output, helps maintain room temperature and reduces the need for air conditioning

SPECIFICATIONS
• Length: 2 / 4 / 5 feet
• Power: 10W / 20W / 25W
• Voltage: 100 – 240VAC (50 – 60Hz)
• Color temperature: 3000K / 4000K / 5700K
• Luminance: 950 / 1000 / 1050 lm (2 feet)
  1900 / 2000 / 2100 lm (4 feet)
  2300 / 2400 / 2500 lm (5 feet)
• Dimensions: ø29 x 26.5 x 590mm (2 feet)
  ø29 x 26.5 x 1198mm (4 feet)
  ø29 x 26.5 x 1500mm (5 feet)
LED Desk Lamp
Tulip

FEATURES
• Free of harmful glare
• Easy touch-sensitive buttons
• Warm nightlight

SPECIFICATIONS
• Power: 8W
• Voltage: 100 – 240VAC (50 – 60Hz)
• Color temperature: 5500K
• Luminance: 1000 Lux
• Color: Silver-White / Blue-White
• Dimensions (H x W): 395 x 150mm
LED Desk Lamp
Tulip

Soft tulip design for a minimalist natural feel

Color button controlled brightness

3-levels of lighting adjustment for ambient brightness control

Night light function for safety and comfort
AGENDA

Reference Case
# Reference Case – Projects

## China
- Great Hall of the People
- Mei Zhou Dong Po Restaurant
- Suzhou Industrial Park
- Shenyang Huayuan Hotel
- Shenyang Marriott Hotel
- TECHVEST CO.
- DYMSC
- Luxgen
- RT-MART QingYuan
- Suzhou System Machinery Co.
- Inventec Electronics
- Huatong Electronic Technology
- Pegatron Corporation
- Quanta Computer

## Taiwan
- Evergreen Group
- LinYuan Group
- Farglory Group
- Kindom Construction
- China Airline
- Eslite
- Admiral
- President
- Gamania
- Yulon Motor Co.,
- Mega Bank
- First Bank
- Nuvoton Technology

<table>
<thead>
<tr>
<th>Great Hall of the People</th>
<th>Taipei 101</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mei Zhou Dong Po Restaurant</td>
<td>Gigabyte Technology</td>
</tr>
<tr>
<td>Suzhou Industrial Park</td>
<td>MSI Technology</td>
</tr>
<tr>
<td>Shenyang Huayuan Hotel</td>
<td>ChipMOS</td>
</tr>
<tr>
<td>Shenyang Marriott Hotel</td>
<td>ThaiLin Semiconductor</td>
</tr>
<tr>
<td>TECHVEST CO.</td>
<td>Chunghwa Telecom</td>
</tr>
<tr>
<td>DYMSC</td>
<td>Fubon Bank</td>
</tr>
<tr>
<td>Luxgen</td>
<td>Lung Tan Golf Club</td>
</tr>
<tr>
<td>RT-MART QingYuan</td>
<td>Sinyi Realty</td>
</tr>
<tr>
<td>Suzhou System Machinery Co.</td>
<td>Yung Ching Realty</td>
</tr>
<tr>
<td>Inventec Electronics</td>
<td>CTBC Bank</td>
</tr>
<tr>
<td>Huatong Electronic Technology</td>
<td>Cathay United Bank</td>
</tr>
<tr>
<td>Pegatron Corporation</td>
<td>SCSB Bank</td>
</tr>
<tr>
<td>Quanta Computer</td>
<td></td>
</tr>
</tbody>
</table>
Reference Case

Global Shopping Mall (Taiwan)
Reference Case

Uni-President International Tower (Taiwan)
Reference Case

Evergreen Group (Taiwan)
Reference Case

China Airline (Taiwan)
Reference Case

CTBC Bank (Taiwan)
Reference Case

Farglory Group (Taiwan)
Reference Case

Various Lighting Applications

TOYOTA Satellite Factory

Malaysia: Paper Factory

CPC Petrol Station

Ad Billboards

Taiwan Rail Station

NS Petrol Station
Reference Case

Various Lighting Applications

- Farglory Hotel
- ChipMOS
- Zhonghe Sports Center
- Czech: Regional Supermarket
- Australia: Priceline Pharmacy
- Yulon Motor
Reference Case

Street Lighting Applications

Taichung Port

Nantzu Export Processing Zone

Taichung Train Station

Guangxi Guilin West Kongming Road

Keelung Port West Pier

Taichung Wenhsin Park
Reference Case

Shenyang Huayuan Hotel (China)

Suzhou Industrial Park (China)
Reference Case

Quanta Computer (China)

Pegatron Corporation (China)
Reference Case

TECHVEST CO. (China)

土齊生技 (China)
<table>
<thead>
<tr>
<th>Reference Case – Channel (Taiwan)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Hyper-market</strong></th>
<th><strong>Etailer</strong></th>
<th><strong>Retailer</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>特力屋 B&amp;Q</td>
<td>Yahoo奇摩</td>
<td>方威有限公司</td>
</tr>
<tr>
<td>愛買 a.mart</td>
<td>Pchome 24h購物</td>
<td>光博匯LED超市</td>
</tr>
<tr>
<td>大潤發 RT-MART</td>
<td>Momo購物網</td>
<td>鈺松企業社</td>
</tr>
<tr>
<td></td>
<td>PayEasy</td>
<td>亞冠水電材料行</td>
</tr>
<tr>
<td></td>
<td>買東西udn shopping</td>
<td>明倡照明(泰美燈飾)</td>
</tr>
<tr>
<td></td>
<td>7net</td>
<td>竟泰(歐夏照明)</td>
</tr>
<tr>
<td></td>
<td>ASAP閃電購物網</td>
<td>利揚行</td>
</tr>
<tr>
<td></td>
<td>GO HAPPY</td>
<td>台茂力照明行</td>
</tr>
<tr>
<td></td>
<td>森森購物網</td>
<td>點亮空間(大都會)</td>
</tr>
<tr>
<td></td>
<td>良月家居</td>
<td>可信店燈飾</td>
</tr>
<tr>
<td></td>
<td>博客來</td>
<td>廣明節能科技</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(國鑫)葫蘆墩燈飾</td>
</tr>
</tbody>
</table>
Reference Case

特力屋 B&Q

愛買 a.mart
Partner with ADATA

ADATA’s strengths are evident in the company’s remarkably swift growth and globally recognized brand. Through dedication to quality and the development of new and innovative products, ADATA is poised for continued success across the globe.

By working with us, you and your organization reap the benefits of cooperating with a warm and dynamic company – one that places as much emphasis on people and relationships as it does on business and commerce.
THANK YOU