

## 致股東報告書 Report to shareholders

本公司集團營運區域以大中華區(台灣、香港、中國)及東南亞區(新加坡、菲律賓、馬來西亞、泰國、越南)為主，在全體股東支持及同仁努力下，2018年集團營收約達新台幣529.87億元，成長約2%，稅前淨利約達新台幣8.88億元，成長7.36%。集團目前代理半導體零組件品牌逾60家，涵蓋諸多半導體整合元件製造廠(IDM) 或IC設計公司品牌，例如AMD、Amazing、Cypress、Dialog、Infineon、Lattice、Microchip、NXP、Sinopower、Vishay、Western Digital等，舉凡在工業電子、汽車電子、行動通訊、消費性電子及電腦周邊設備等應用領域，由本集團所屬各區域公司提供客戶具競爭力之零件及技術支援服務，並依客戶需求狀況提供具效率之供應鏈管理服務，達成透由本集團公司居間將上游原廠及下游客戶之科技連結，創造三贏價值。

The operating areas of Weikeng Group are mainly in Greater China (Taiwan, Hong Kong, China) and Southeast Asia (Singapore, Philippines, Malaysia, Thailand, and Vietnam). With the support of all shareholders and the efforts of the Group's colleagues, the consolidated revenue of Weikeng Group for 2018 was approximately NT\$52.987 billion, a growth of 2%, and the profit before tax was approximately NT\$888 million, a growth of 7.36%. Weikeng Group has successfully won the franchises of product lines more than 60 semiconductor component brands, covering many semiconductor Integrated Device Manufacturers (IDMs) or IC design companies such as AMD, Amazing, Cypress, Dialog, Infineon, Lattice, Microchip, Microsemi, Molex, NXP, Sinopower, Vishay, Western Digital (HGST/ SanDisk). In the application fields of industrial electronics, automotive electronics, mobile communications, consumer electronics and computer peripherals, Weikeng Group's regional companies provide customers with competitive parts, technical support services, and efficient supply chain management service according to customer demand, which has created a triple win by Weikeng Group's intermediaries to bridge the technology of upstream vendors and downstream customers.

### 一、2018年營業報告(The annual business report for 2018)

#### (一)營業計畫實施成果(Business plan implementation results)

| 項目<br>items                  | 金額(新台幣仟元)<br>Amount( in Thousands of NT\$) | 增(減)%<br>YoY % |
|------------------------------|--|----------------|
| 營業收入<br>Net Sales Revenue    | 52,987,131                                 | 2.04           |
| 營業毛利<br>Gross Profit         | 3,400,085                                  | 21.16          |
| 營業淨利<br>Net Operating Income | 1,268,285                                  | 39.00          |
| 稅前淨利<br>Profit before Tax    | 888,407                                    | 7.36           |
| 稅後淨利<br>Net Profit           | 624,054                                    | -1.14          |

#### (二)2018年度預算執行情形(Budget Execution in 2018)

2018年度集團內母公司及各公司，在營運各項預算執行上，雖因匯率及利率變動影響，但集團無論在營收規模及稅前獲利達成皆仍符合預算目標。

In 2018, the parent company and its affiliates of Weikeng Group, in respect of the execution of various budgets, were affected by changes in foreign currency exchange rates and interest rates, but the Group's sales revenue and profit before tax met expectations.

### (三)財務收支及獲利能力分析(Financial Income, Costs and Profitability Analysis)

| 項 目(items)                 |  | %       |
|----------------------------|--|---------|
| 財務結構<br>Finicial Structure | 負債占資產比率Debt Ratio                                  | 77.28   |
|                            | 長期資金占固定資產比率Long-term capital to fixed assets ratio | 3710.48 |
| 償債能力<br>Solvency           | 流動比率Current Ratio                                  | 130.16  |
|                            | 速動比率Quick Ratio                                    | 60.66   |
| 獲利能力<br>Profitability      | 資產報酬率Return on Assets                              | 3.97    |
|                            | 股東權益報酬率Return on Equity                            | 11.13   |
|                            | 純益率Net Profit Margin                               | 1.18    |
|                            | 基本每股稅後盈餘(元) Basic EPS(in NT\$)                     | \$1.83  |

### (四)研究發展狀況(Research Development Status)

在「產品開發處」的規劃及積極爭取下，本公司成功代理了國內、外知名半導體廠商的產品線，甚或成功維持或擴增上游原廠間整併後之代理權延續。「產品應用處」則除持續在3C電子產品應用領域站穩腳步外，也積極技術支援原廠與客戶在新興應用領域相關的IC產品，以新增公司的業務版圖，提供客戶對產品應用的技術支援，及協助客戶節省研發費用及縮短產品上市時間，並藉此提升服務水準，強化與原廠、客戶之合作關係。另在「產品事業處」，正式邁向研發設計領域，專責產品整體的參考解決方案。

The Company has successfully won the franchises of product lines of well-known domestic and foreign semiconductor manufacturers, and has succeeded in maintaining or amplifying the continuation of the franchises after the integration of the upstream vendors under the plan and active effort of the "Business Development Division". The "FAE / AE Division" continues to establish a solid foothold in 3C electronic product applications. It also actively provides technical support of the relevant IC products to vendors and customers in emerging applications in order to expand the new business scopes of the Company, assist customers in saving product research development expenses and shortening time to market, enhance service levels, and strengthen the cooperation with the vendors and customers. In addition, the Solution Division" which is officially moving into the research development and design field and is responsible for the total reference solution of the products.

現階段集團內公司開發產品解決方案係以多項消費性電子、工業控制、車用(含電動汽車、電動滑板車)電子及電源控制性產品為主，並對於伺服器/資料中心、

人工智慧(AI)、物聯網(IoT)、Type-C、智慧電錶、藍芽耳機等相關應用產品方案開發，投入各項資源，以利即時提供客戶產品參考解決方案，目前皆已陸續提供予客戶使用。

The developed product solutions of the Company and its affiliates are mainly in the field of consumer electronics, industrial control, automotive (including electric vehicle, E-Scooter) electronic, and power control products, in the meanwhile, Weikeng Group has invested various resources in the application development of related product solutions, such as servers/ data centers, artificial intelligence (AI), internet of things (IoT), Type-C, smart meter, and Bluetooth headsets, to facilitate the provision of reference solutions for customers' products, which solutions are now available to customers.

## 二、2019年度營業計劃(Annual Business Plan in 2019)

### (一)經營方針(Operating Principles)

- 1.提供客戶具競爭力之零件及技術支援服務，達成透由集團公司居間將上游原廠及下游客戶之科技連結，創造三贏價值。

To provide customers with competitive parts and technical support services, and to create a triple win by the Weikeng Group's intermediaries to bridge the technology of upstream vendors and downstream customers.

- 2.注重營運績效及效率，並強調營運風險及財務風險管理。

Focus on operational performance and efficiency, and emphasize operational risk and financial risk management.

- 3.穩固既有產品線代理權外，並適時掌握科技趨勢脈動，以強化產品代理組合，並分散產品風險。

In addition to stabilize the existing the franchises and timely grasp the pulse of technology trends to strengthen the product combination based on portfolio and diversify product risks.

- 4.面對美、中貿易及關稅紛爭，審慎評估集團所屬各區域經濟的影響性及擬定其可行之因應策略。

In the face of US-China trade and tariff disputes, the Company and its affiliates will carefully assess the impact of the regional economies of the Group and formulate its feasible response strategies.

### (二)產銷政策( Production and Sales Policy)

1. AI+5G應用世代來臨 (AI+5G application generation is coming)

AI人工智慧發展，以及第五代行動通訊(5G)到來，預期帶動半導體需求大爆發，集團內所屬各公司將與上游原廠及下游客戶充分合作，並積極掌握相關應用需求領域之產品方案，讓集團營運能適時脫穎而出。

The development of AI (Artificial Intelligence) and the arrival of the 5<sup>th</sup> generation mobile communication (5G) are expected to drive the semiconductor demand explosion. The Company and its affiliates will fully cooperate with the

upstream vendors and downstream customers, actively grasping the product solutions in the relevant application demand areas, so that the operation of Weikeng Group can stand out in time.

2. 兼顧營運規模及獲利性(Balance of operating scale and profitability)

集團內各公司營運規模日增，代理產品之銷售組合，須強調營運資金之成本效益及風險性，尤以在2018年，美國聯邦準備理事會已將聯邦基金目標利率連續調升4次，集團正面臨美元利率調升所牽動之財務成本增加，因此，營運管理策略上必須兼顧營運風險及財務風險的管理，以利在業務及融資活動上有所準則；另在面對會計功能貨幣相對美元匯率波動，嚴控存貨進貨時機、存貨水位管理及客戶信用管理，盡可能避免匯率變動侵蝕毛利及管理財，以確保集團公司獲利之達成。

The operating scale of each company in the Group is increasing day by day. The sales mix of franchises must emphasize the cost-effectiveness and risk of working capital. Especially in 2018, the US Federal Reserve Board of Governors has raised the federal funds target rate by 4 times. Weikeng Group is facing an increase in the financial costs associated with the hike in the US dollar interest rate. Therefore, the operating management strategy must balance the management of operational risk and financial risk to facilitate the standardization of business and financing activities. In addition, under fluctuations in the accounting function currency relative to the US dollar exchange rate, the timing of stock purchases, inventory level management and credit management must be strictly controlled to avoid eroding the gross profit and management profit as much as possible because of exchange rate fluctuations so as to ensure the profit of Weikeng Group is achieved.

3. 適時提升自有資本挹注(Timely increase the injection of paid-in capital)

基於營運需求，目前金融機構雖是營運資金主要來源，但集團槓桿程度使用仍須自有資本的平衡，以建構較佳之財務結構，因此將隨時評估集團內所屬公司融資活動及資本結構平衡性，適時提升自有資本挹注，以兼顧直接與間接融資之平衡性。

Based on operational needs, financial institutions are currently the main source of working capital, but the use of financial leverage of Weikeng Group still requires a balance of its own paid-in capital to build a better financial structure. Therefore, the financing activities and capital structure balance of the Company and its affiliates within the Group will be evaluated at any time, and raising its own paid-in capital in a timely manner so as to take the balance between direct and indirect financing into consideration.

4. 貿易壁壘下應具彈性且及時供應鏈管理服務(Flexible and timely supply chain management services under trade barriers)

因應美、中貿易及關稅紛爭，下游客戶在供應鏈環節下的策略性移動設廠，將牽動集團內公司供應鏈管理服務的進銷貨調控，尤以大中華區及東協地區

又是集團營運區域，因此須擁有具彈性且及時供應鏈管理服務，才能對客戶提供具廣度及深度的服務，提升客戶對產品的選擇性，深耕客戶，掌握亞太市場連動機會。

In response to US-China trade and tariff disputes, downstream customers will set up a strategic mobile plant under the supply chain, which will affect the supply chain management services of the Group's in-stock purchase and sales control, especially in Greater China and the ASEAN region, which are the operating area of Weikeng Group. Therefore, it is necessary to have flexible and timely supply chain management services to provide customers with breadth and depth of services, enhance customer's selectivity for products, deepen customers, and grasp the opportunities in the Asia-Pacific market.

(三)2019年預期銷售數量及其依據(Expected sales volume and its basis in 2019)

本公司依所代理產品，依產品特性可分類為晶片組/特殊應用標準IC、混合訊號及分散式元件他。2019年外部經營環境，考量上下游產業及相關半導體市場供需，以及代理原廠之預計目標及內部業務規劃，2019年度相關產品銷售成長性，雖具挑戰性但仍具成長性可期。

The Company's franchising products can be classified into chipsets/special application standard ICs, mixed signals and discrete components according to product characteristics. In 2019, the external business environment, taking into account the supply and demand of upstream and downstream industries and related semiconductor markets, as well as the expected target of the vendors and the internal business plan of the Company, the growth of related product sales of the Company in 2019 is challenging but still has growth potential.

本公司經營團隊暨全體同仁感謝各位股東、女士、先生們的支持與鼓勵，也期盼未來能繼續給予威健最大的支持與指教。敬祝各位股東、女士、先生們身體健康、萬事如意！

The Company's management team and all colleagues hereby thank all shareholders, ladies and gentlemen for their support and encouragement. We also look forward to all of your continuing greatest support and advice to Weikeng. We wish all shareholders, ladies and gentlemen good health and all the best!

**威健實業股份有限公司(Weikeng Industrial Co., Ltd.)**

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