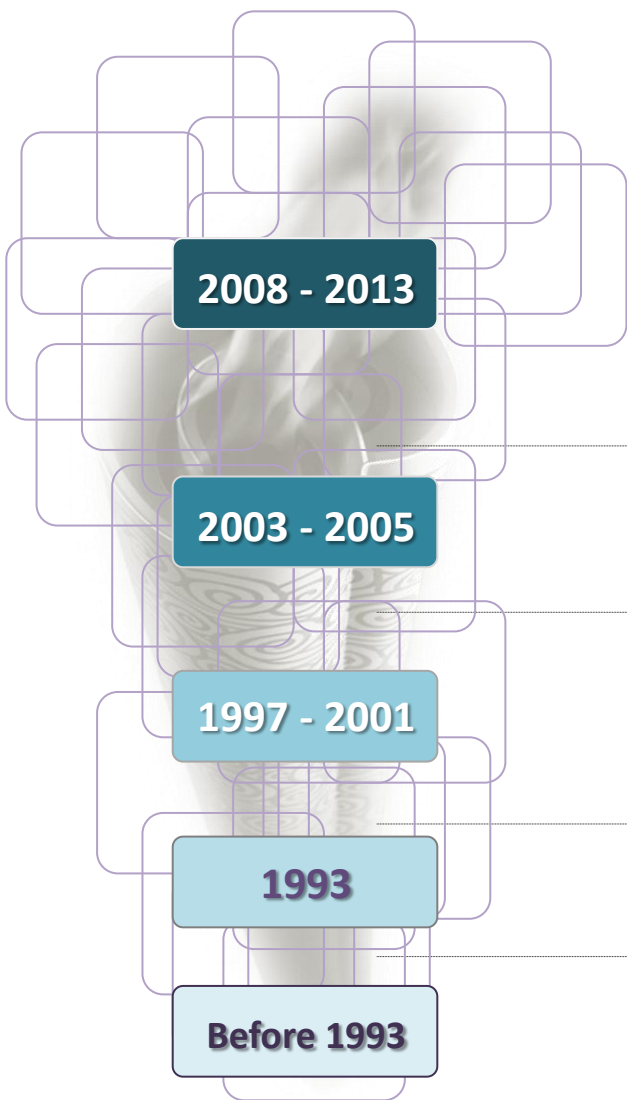


# BOE TFT-LCD Biz Introduction

TPC SBU



# 1-1. BOE Group Milestone



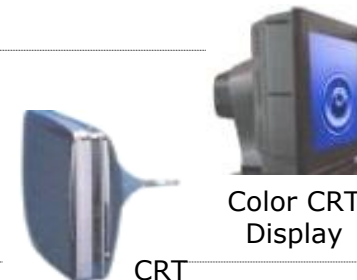
- ◆ Y'2013 Jul. G8.5 Oxide/AMOLED Line (B5) in Hefei Equipment Moved in
- ◆ Y'2012 Dec. G8.5 Oxide/AMOLED Line (B8) in Chongqing Announced
- ◆ Y'2012 Oct. G8.5 Oxide/AMOLED line (B5) in Hefei roof-capping finished
- ◆ Y'2012 Oct. G5.5 AMOLED/LTPS line (B6) in Ordos roof-capping finished
- ◆ Y'2011 Sep. G8.5 line (B4) in Beijing mass produced
- ◆ Y'2010 Oct. G6 line(B3) in Hefei mass produced
- ◆ Y'2010 Q1 Acquired of JEAN ODM/OEM Business
- ◆ Y'2009 Q4 G4.5 line(B2) in Chengdu mass produced



- ◆ Y'2005 Q1 G5 line(B1) in Beijing mass produced
- ◆ Y'2003 Q1 Merged HYNIX(HYDIS) LCD Business Unit

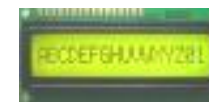


- ◆ Y'2001 Q1 Renamed as "BOE Technology Group Co., Ltd"
- ◆ Y'2000 Q1 Listed A share in Shenzhen Stock Exchange
- ◆ Y'1997 Q1 IPO Listed B share in Shenzhen Stock Exchange



- ◆ Y'1993 Re-engineered as **Beijing Orient Electronics Group Co., Ltd.**

- ◆ Before Y'1993 BOE started TN display business from 1980.



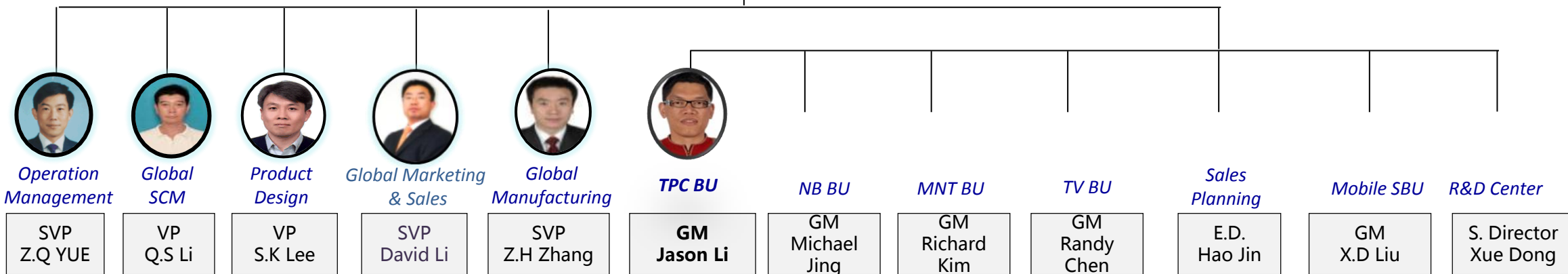
# 1-2. BOE TFT-LCD Organization

As of Jan 1<sup>st</sup>, 2013

*Chairman*  
D.S WANG



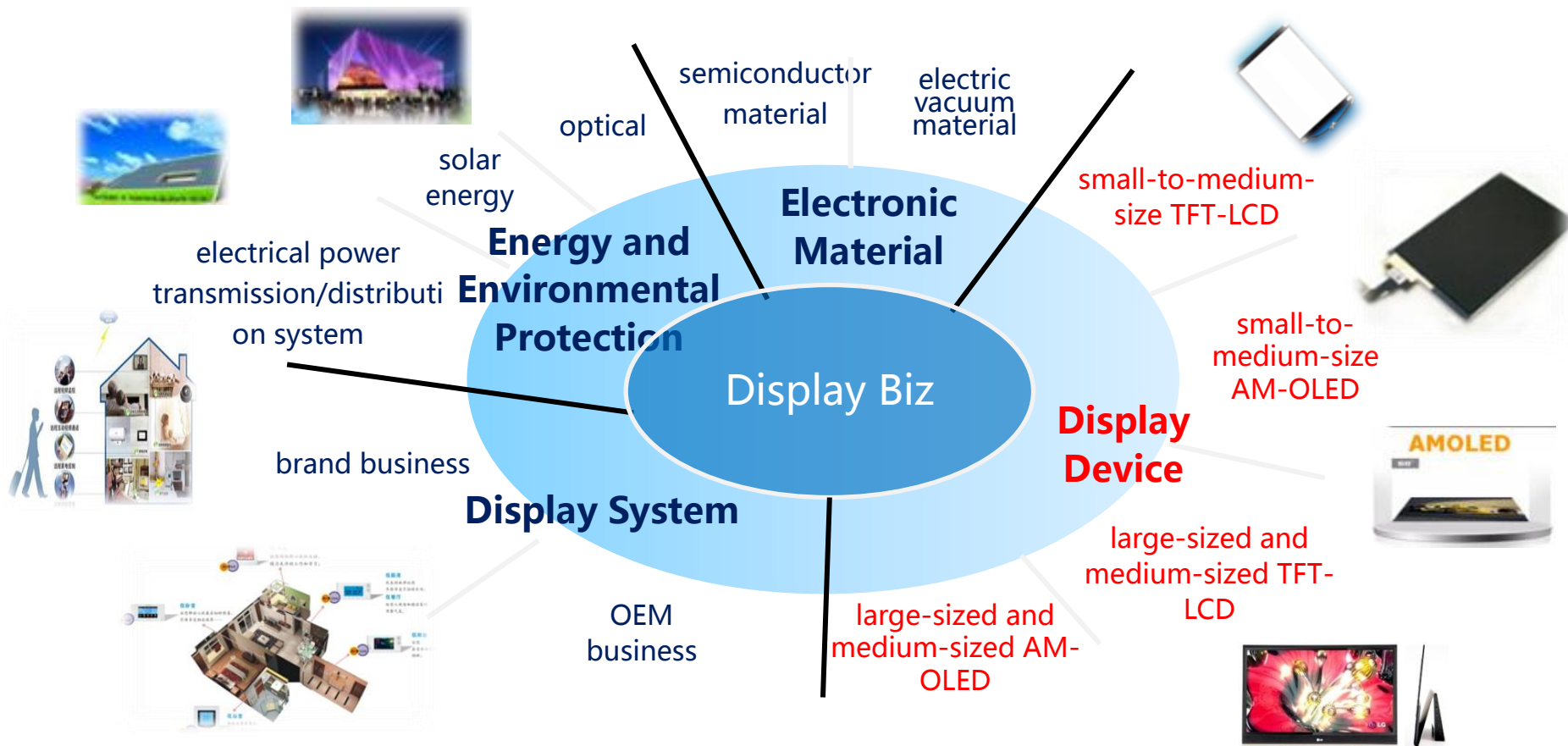
*President*  
Y.S CHEN



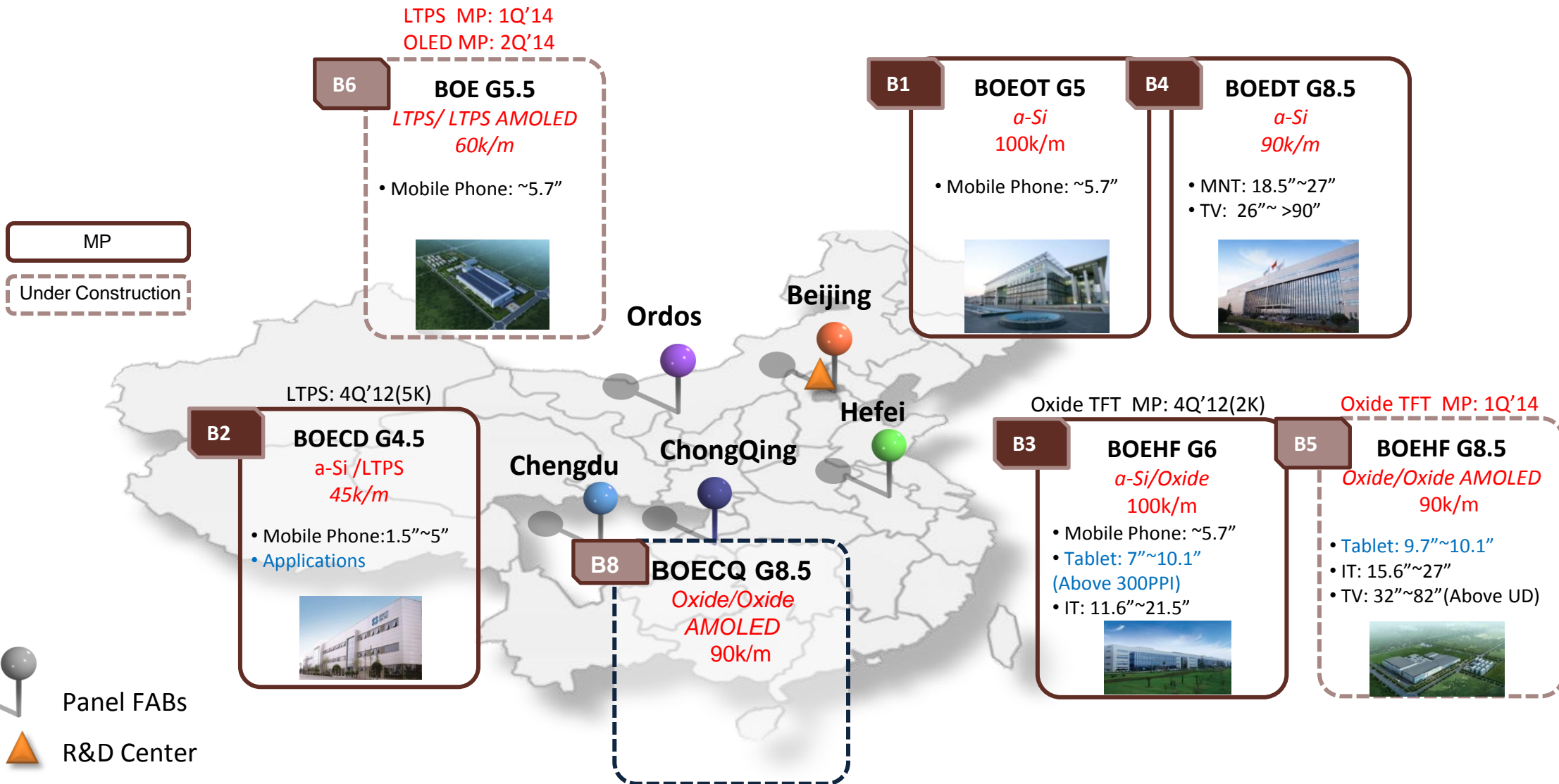
# 1-3. BOE Group Biz Overview

**BOE is the sole company in local China owns the TFT-LCD core technology at now.**

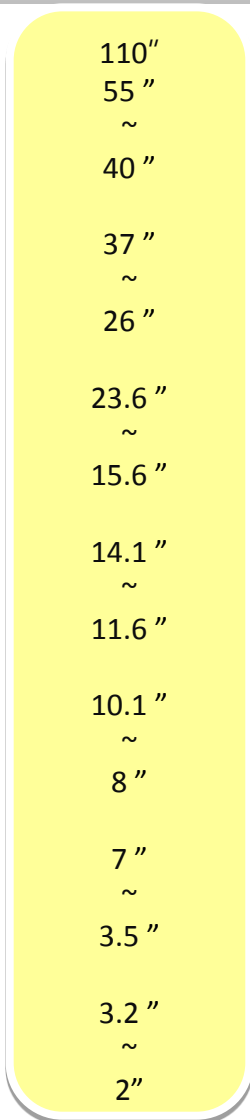
- By December 2012, the total assets was 68.1 billion and net assets was 34.1 billion ;
- BOE has owned more than 9000 workable patents and added more than 2500 patents in 2012 ;



# 1-4. BOE's Industrial Cluster



# 1-5. BOE TFT-LCD Product Line-up



## G4.5

  
Mobile


  
Application

  
NB

  
MNT

  
TV

  
1.52"~6"

  
3.5"~25"



**Mobile/APP Product**

## G5/G5.5

  
4"~7"

  
7"~11"



**Mobile/APP Product**

## G6

  
3.5"~7"

  
7"~11"


  
10.1"~15.6"


  
18.5"~21.5"





**Mobile/Tablet/NB Product**


## G8.5

  
10.1"~15.6"

  
7"~11"

  
18.5"~23.6"

  
26"~55"



**Tablet/NB/  
MNT/TV Product**

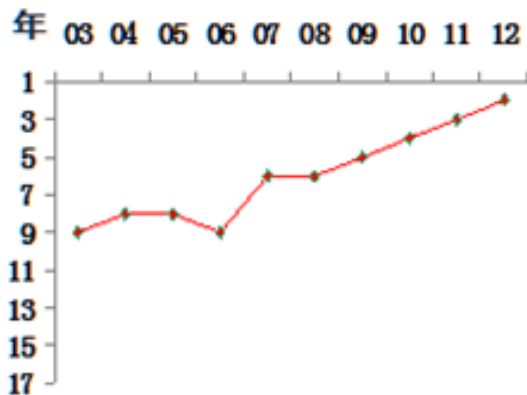
- Loading plan can be changed by market situation.
- NB : G6↔G8.5
- MNT : G5↔G6↔G8.5
- TV : G6↔G8.5

# 1-6. BOE in global competition

BOE has improved its position in global industry competition by the tireless efforts nearly ten years.

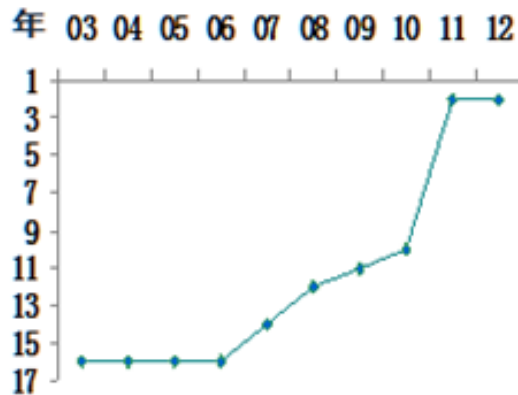
## The Gross Profit (Y2012):

- 1.LG
- 2.Samsung
- 3.**BOE**
- 4.INNOLUX
- 5.AUO
- 6.Sharp



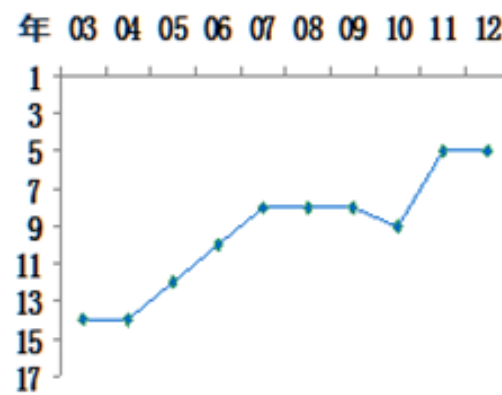
## The Patent (Y2012):

- 1.Samsung
- 2.**BOE**
- 3.LG
- 4.Sharp
- 5.AUO
- 6.INNOLUX



## The Shipment (Y2012):

- 1.LG
- 2.Samsung
- 3.INNOLUX
- 4.AUO
- 5.**BOE**
- 6.Sharp



# 1-7. Major W/W Customer Base

Mobile/  
Tablet



lenovo



Notebook



acer®

Monitor



lenovo

PHILIPS



acer®

BENQ

TPV

TV

Panasonic  
ideas for life



SONY  
make.believe

VESTEL



## 1-8 Why BOE

### ➤ Strong technology ability

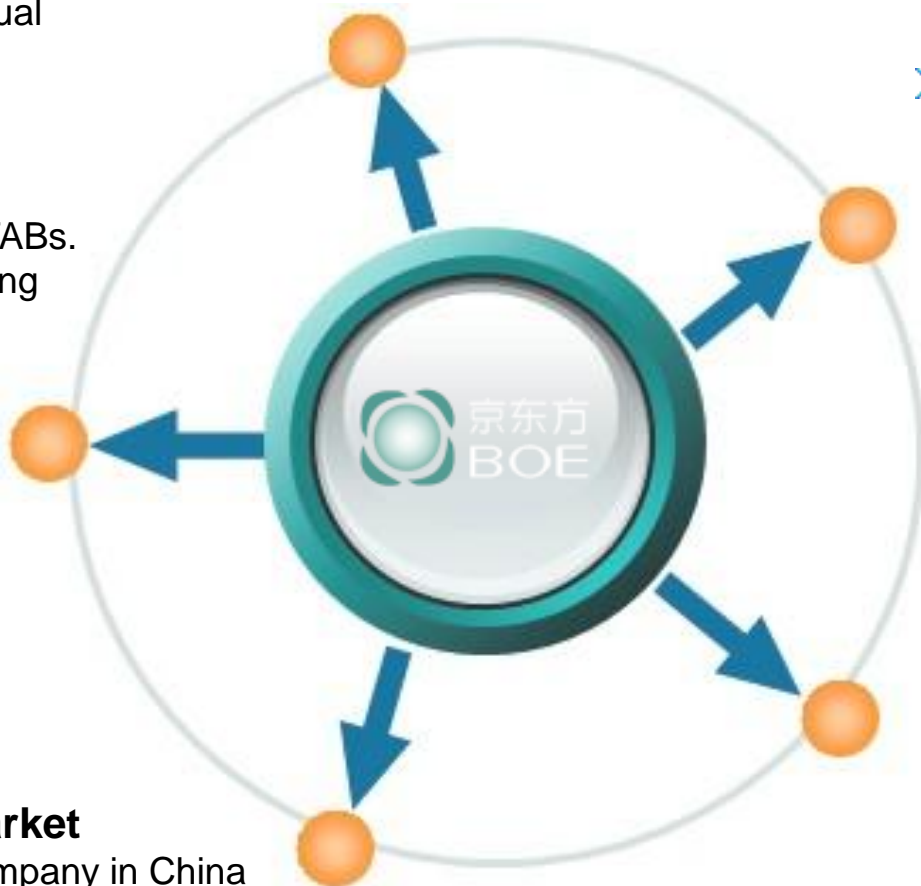
- Self-owned core TFT-LCD intellectual properties
- Can apply FFS technology in all products without restriction
- The only company who uses FFS technology in all applications and FABs.
- Is keeping expanding and developing new technologies and patents.

### ➤ Fast growing capacity

- Top 5 TFT-LCD panel maker in the world by 2012.
- Keep expanding capacity in both a-Si and LTPS/AMOLED

### ➤ High influence in China market

- The biggest optoelectronics company in China
- High reputation and penetration in China market
- Good relationship with Chinese government



### ➤ Rich experiences in industry

- Own solid customers base, from mobile, monitor, notebook and TV market.
- Stable quality and production management ability

### ➤ High logistic efficiency

- All BOE's panel facilities are located in China, which are close to ODM/OEM factories.

*Thank You!*