

美隆工業股份有限公司  
2022 法說會報告



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- A light gray world map is centered in the background of the slide.
- 公司簡介
  - 公司營運
  - Q&A

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本簡報及同時發佈之相關訊息內含有從公司內部與外部來源所取得的預測性資訊。本公司未來實際所發生的營運結果、財務狀況以及業務展望，可能與這些預測性資訊所明示或暗示的預估有所差異，其原因可能來自於各種本公司所不能掌控的風險。

本簡報中對未來的展望，反應本公司截至目前為止對於未來的看法。對於這些看法，未來若有任何變更或調整時，本公司並不負責隨時提醒或更新。

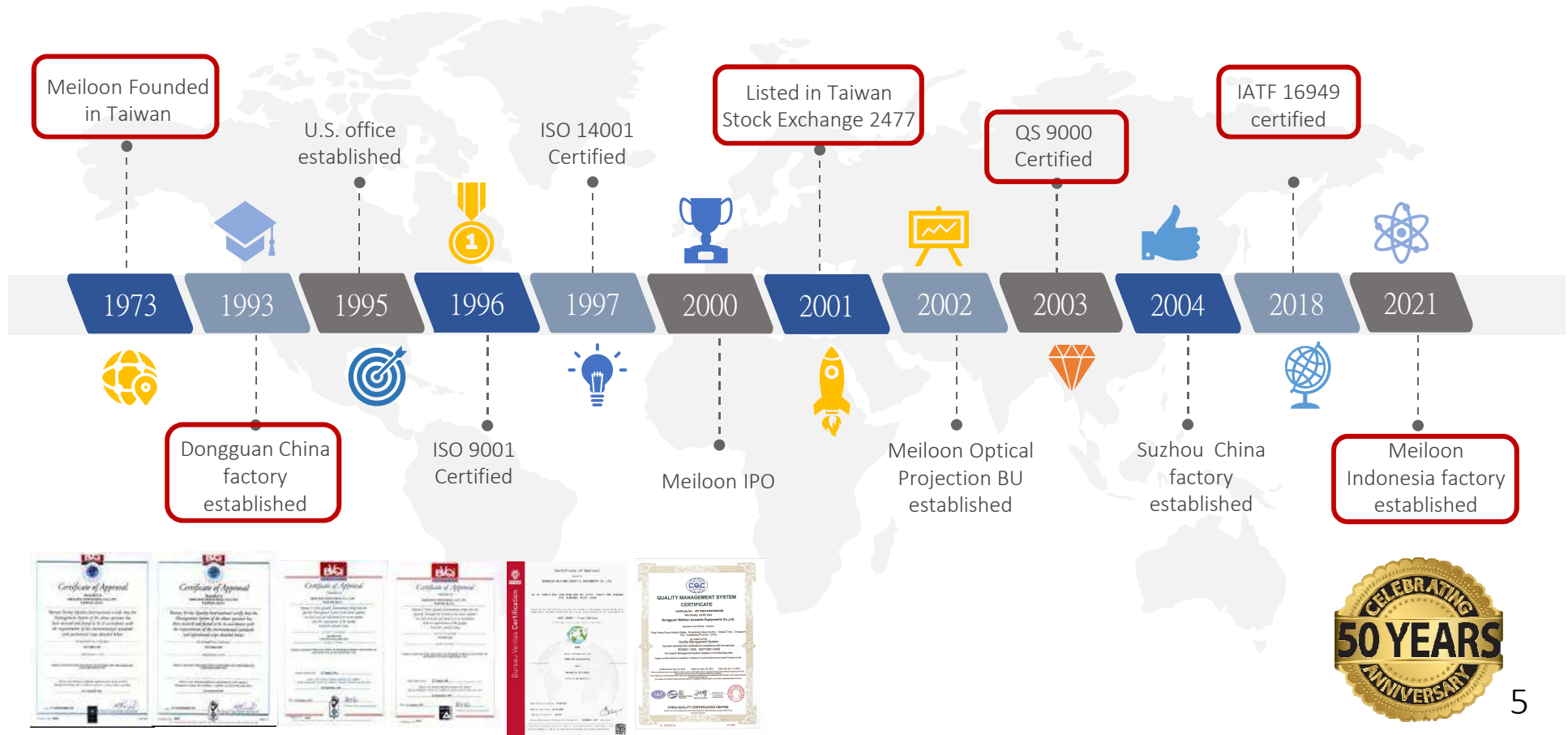


## 美隆公司簡介

**> Quality > Innovation > Performance > Partnership**

World Class OEM/ODM High-End Audio Systems Manufacturer.  
For the past 40+ years, manufacturing capacity has been expanded to 3  
factories located in Taiwan, China and Indonesia.  
Serve Partners in over 50 countries and provide global Sales and supply  
chain throughout the world.

# 重要里程碑 – 明年50週年



# 美隆全球服務據點



## 全球佈局的優勢及強項

### 台灣工廠

Specialize Solution Provider



#### 研發總部及生產

- Specialize OEM provider for wide range of product lines to meet customer demands.
- **TAA compliance** for US government tender requests.
- Average 25 years engineering experience.

### 中國工廠

World Class OEM/ODM Leader



#### 世界級高品質高效率

- **Over 30 years manufacture experience for world top 50 brands customers.**
- Fully ISO qualified and well organized.
- Cost competitive and high efficiency production capability.

### 印尼工廠

All-In-One Total Solution Provider  
MP from Q4 2022



#### 全方位製造服務多元化

#### Full Functions and Expandable

- Large facility with fully in-house manufacture for major components.
- **Tariff free and Free Trade zone factory.**
- Alternative Long-term partner from China.

# 美隆台灣工廠升級 智能的優勢及定位



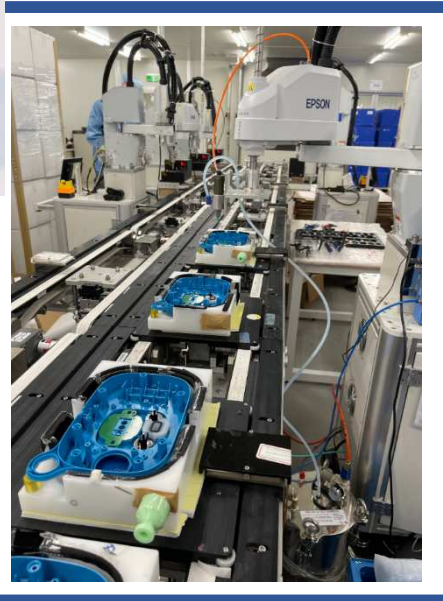
工業4.0 智能製造，全新40台自動手臂及雷射感應器

**台灣工廠**  
Specialize Solution Provider



**研發總部及生產**

- Specialize OEM provider for wide range of product lines to meet customer demands.
- TAA compliance for US government tender requests.
- Average over 25 years engineering experience.





### 印尼

- 勞動力成本較低
- 民主國家
- 超過 2.75 億人口
- 無缺工問題，員工來自當地村莊/城市，較穩定的工人及員工
- 豐富的自然資源  
(無缺電或缺水問題)
- 全球自由貿易環境
- 政治中立 (G20)

### 越南

- 人工成本逐年增加 (已3倍)。
- 共產主義國家
- 只有1億人口
- 部份地區已經開發飽和。
- 大公司徵才導致 勞動力缺工問題，人員流動大。
- 自然資源匱乏，電力短缺。

# 美隆印尼工廠及台發工業區平面圖



美隆工業100%持有台發工業區，總面積近 100 公頃

## BLOCK PLAN/MASTER PLAN SUBANG – JAWA BARAT

- Shopping Mall
- Stores
- Hospital
- Apartments



### 供應廠商及合作夥伴

- Metal workshop
- Voice Coil factory
- Crossover factory
- Transformer factory
- Power Supply
- Electronics factory

美隆工廠面積：  
10公頃(100,000 m<sup>2</sup>)

# 印尼出口至美國之進口稅



Heading/Subheading	Article Description	Applicable Products	Rate of Duty from China	Rate of Duty from Indonesia
8518.90	Parts (Other parts of Loudspeakers, electronic sound amplifier)	Wireless transmitter/receiver, Crossover PCB	25% *1	0% *3
8518.21	Single Loudspeaker, mounted in their enclosures	Car subwoofers, Passive speakers	7.5% *2	0% *3
8518.22	Multiple Loudspeaker, mounted in the same enclosure	Soundbars, BT speakers, Passive speakers	7.5% *2	0% *3
8518.29	Without housing, having a frequency range of 300 Hz to 3.4kHz with a diameter of not exceeding 50mm, for telecommunication use	Ceiling Speaker, Speaker for handsets	7.5% *2	0% *3
8518.30	Headphones and earphones, whether or not combined with a microphone, and sets consisting of a microphone and one or more loudspeakers:	BT headphones, earphones	7.5% *2	0% *3
8518.40	Audio-Frequency electric amplifiers	Amplifiers, AV Receivers	25% *1	0% *3
8518.50	Electric sound amplifier sets	Amplifiers, AV Receivers	25% *1	0% *3

\*1: Base on \$200 Billion Trade Action List3

\*2: Base on \$300 Billion Trade Action List4A, effect from 2020 Feb 14th from 15% to 7.5%

\*3: US Extends GSP Status for Indonesia, so no duty apply to these prodcuts. GSP (Generalized System of preferences)

中國出口美國之進口稅率 7.5% ~ 25%

印尼出口美國之進口稅率 0%

# 美隆印尼工廠完工



Factory Size : 10 Hectares of land with space of 750,000 ft<sup>2</sup> (70,000 m<sup>2</sup>)  
Factory floor : Space of 65,000 m<sup>2</sup>

- **Building 1**
  - Administrative area
  - Driver assembling
  - Crossover production
  - Finished product warehouse

- **Building 2**
  - System assembling
  - Warehouse

- **Building 3**
  - EPE production
  - Paint disco room
  - Cone production
  - Plastic Injection manufacture

- **Building 4**
  - Reserved area
- **Building 5**
  - Material / Semi products warehouse

- **Building 6**
  - Wood cabinet assemble
  - Wood Shop



鳥瞰圖 工廠全景



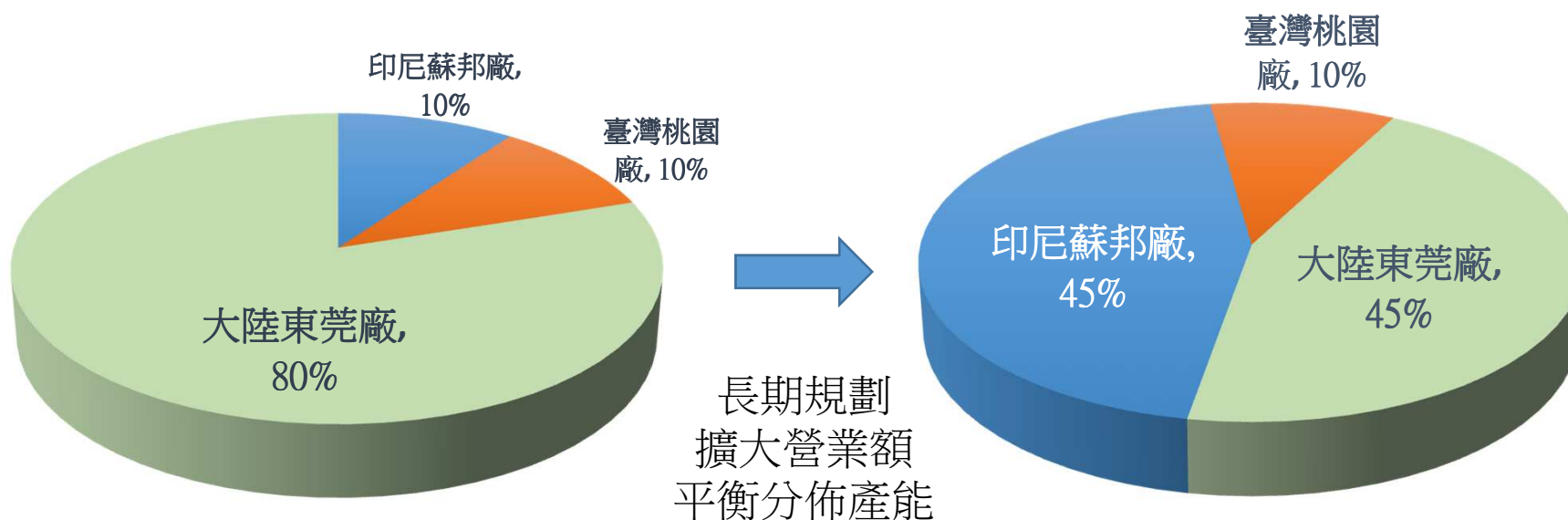
全新辦公大樓



# 美隆印尼順利進行量產出貨



## 產值分佈比例%



■ 印尼蘇邦廠   ■ 臺灣桃園廠   ■ 大陸東莞廠

美隆公司

營運概況

# Top Short-Term Global Risks



## ○ 國際局勢與風險

- 俄烏戰爭
- 中國疫情封城影響
- 高通膨影響
- 資產泡沫化
- 美中貿易戰
- 能源危機
- 美中台緊張局勢





## SONOS

Fourth Quarter 2022 Revenue decreased 12.0%. Adjusted EBITDA of loss \$(25.6) million compared to \$17.1 million last year.

Market Information "We have seen the macroeconomic backdrop become significantly more challenging for us starting in June as the dollar's appreciation and high inflation have adversely affected consumer sentiment globally", - CEO Patrick Spence

第四季度(9/30日財報年)虧損 \$2560萬美元  
 嚴峻的經濟背景對我們來說變得更具挑戰性，因為美元升值和高通脹對全球消費者信心產生了不利影響。



### Domestic Revenue Q3 FY23 Results

Domestic revenue of \$9.80 billion decreased 10.8% versus last year primarily driven by a comparable sales decline of 10.5%.

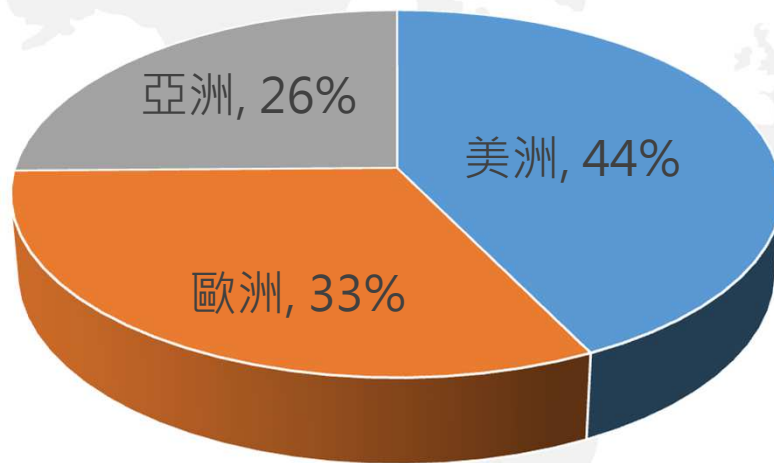
The company had comparable store sales declines across almost all categories, with the largest drivers on a weighted basis being computing and home theater.

第三季度國內營收漸少10.8%與去年同期相比，主要降幅來自電腦產品及家用音響產品。

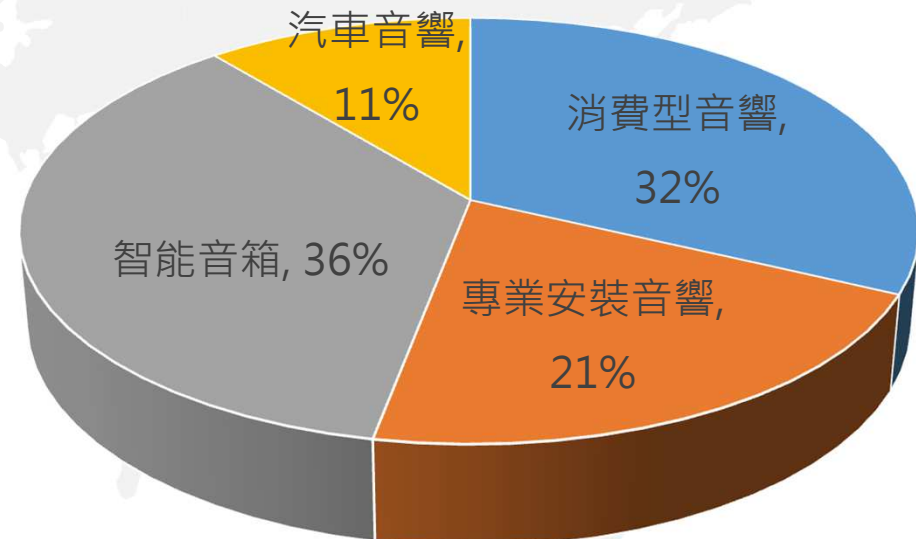


- 全球消費者物價指數飆高，影響消費性商品銷售，購物保守。
- 美元強勢升值導致歐洲客戶利潤受損，歐洲客戶要求調整售價。
- 需要注意客戶帳期及付款風險管理。

銷售地區分佈比例%



銷售產品類別分類比例%



1

### 鞏固目前所有大客戶

- 積極拜訪現有客戶強化客戶關係。
- 積極爭取更多機種生產
- 目標成為客戶之最大供應商

2

### 開發新市場新客戶

- 開發商用市場客戶，如視訊會議客戶Camera Soundbar。
- 開發中央控制商用客戶及商用安裝市場客戶。

3

### 拓展業務觸角，加大新商機

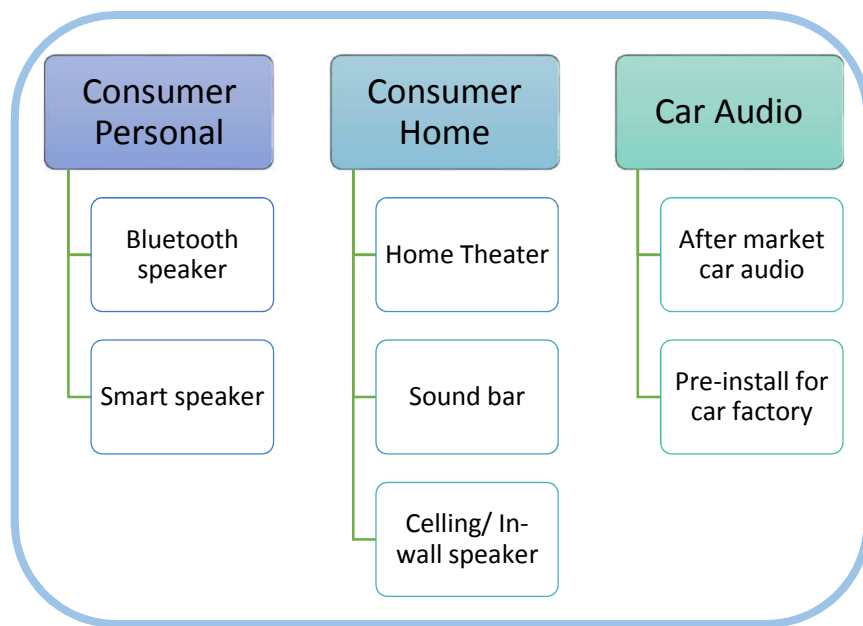
- 與Sales Rep.合作，拓展新商機。
- 參加相關產業展覽，如軍用展，醫療展，商用展。

4

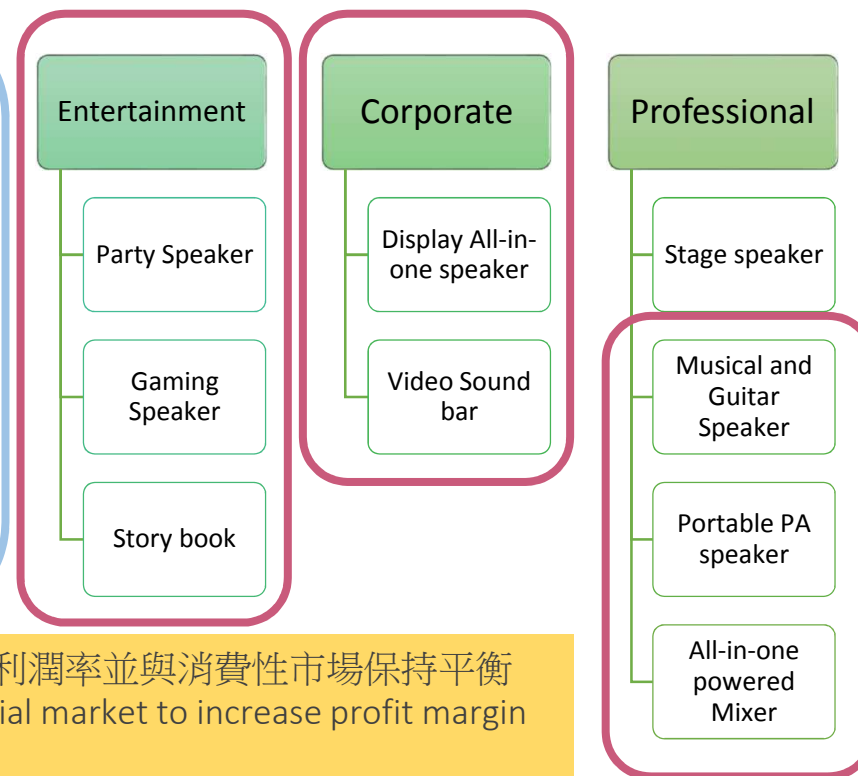
### 企業行銷拓展

- 拓展美隆公司知名度到各大商業行業，在社交媒體上保持活躍。
- 以最大限度地提高曝光率，增加推拉助力，從而提高公司品牌價值和業務吸引力。

## 主要核心市場



## 新市場 新商機



將客戶群多元化到商業市場，以提高利潤率並與消費性市場保持平衡  
Diversify customer base to the commercial market to increase profit margin and balance with consumer segment.

## 2023新市場及新客戶開發進度



新市場開發領域: 樂器用音響設備  
預估每年總數量: 30萬台



Positive Grid®



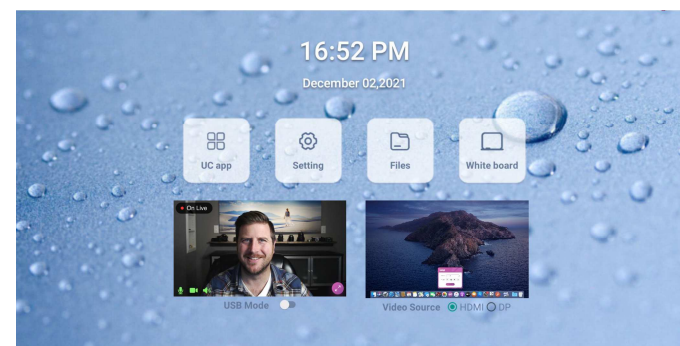
Blackstar®  
AMPLIFICATION

Fender®





## 會議視訊影音系統開發 All in One Smart Conferencing Bar



- Advanced Bluetooth
- Wireless Audio
- Android System
- Camera Modules
- Microphone
- Control Apps APP

- 雙應用模式
  - USB 相機裝置
  - 會議視訊設備系統
- 安卓會議系統及會議軟件內建
- 硬件功能:
  - 超廣角 4K 主動式智能相機
  - 超高清音效品
  - 4~8顆高感度指向性麥克風



# 開發中潛在客戶



poly PRODUCTS SOLUTIONS SHOP SUPPORT CONTACT

PRODUCTS / VIDEO CONFERENCING / MEETING ROOM SOLUTIONS / STUDIO X30

## POLY STUDIO X30

RADICALLY SIMPLE VIDEO BAR



STARTING AT \$1,699.95

BUY NOW CONTACT SALES

## Jabra GN

From \$1,315.00



Buy now

### PanaCast 50

Engineered to be the first new-normal-ready intelligent video bar.

From \$1,315.00

Buy now Contact Sales

## Easy audio for every room

No matter your space, we make conferencing simple.

Explore our audio solutions



### Nureva HDL300

Audio Conferencing Soundbar System




## neat.





## 2023 戶外活動喇叭



2023 全新第4代  
戶外活動喇叭  
全新再進化功能

### WIRELESS + CONNECTION

TeamUp with SKAA to create a wireless, assignable speaker system with up to five speakers. Engage the ProPanel for microphones, mixers, instruments + more.



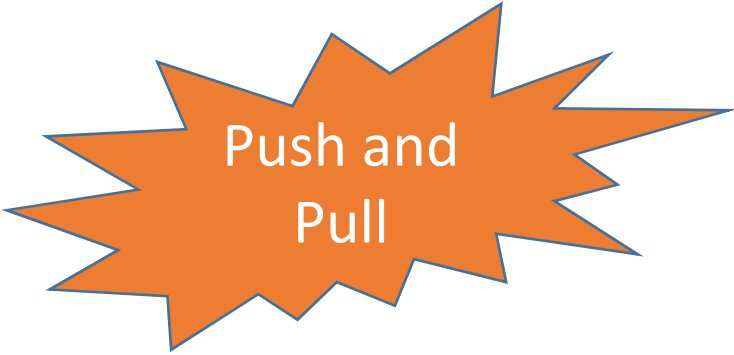


# 行銷拓展公司知名度 Marketing Exposure



拓展美隆公司知名度到各大商業行業，在社交媒體上保持活躍，以最大限度地提高曝光率，增加推拉助力，從而提高公司品牌價值和業務吸引力。

- Company new website
- LinkedIn post
- Alibaba supplier
- Amazon market
- Mail chimp digital mail marketing
- Fiverr outsource marketing service
- Attend key Trade show



The screenshot displays two digital marketing assets. On the left is the LinkedIn profile for MeiLoon Industrial Co Ltd, a leading Professional OEM/ODM High-End Audio System Manufacturer. On the right is a B2B marketplace listing for 'futuresource CONSULTING', featuring a report titled 'Collaboration Continues to Diversify | Upcoming Reports' and a list of related reports on video conferencing and collaboration bars.



Feedback and share your experience.