

美隆工業股份有限公司  
2023年 法說會報告



A light gray world map is centered in the background of the slide.

- 公司簡介

- 公司營運報告

報告人: 業務暨研發副總經理 吳堂誌

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。

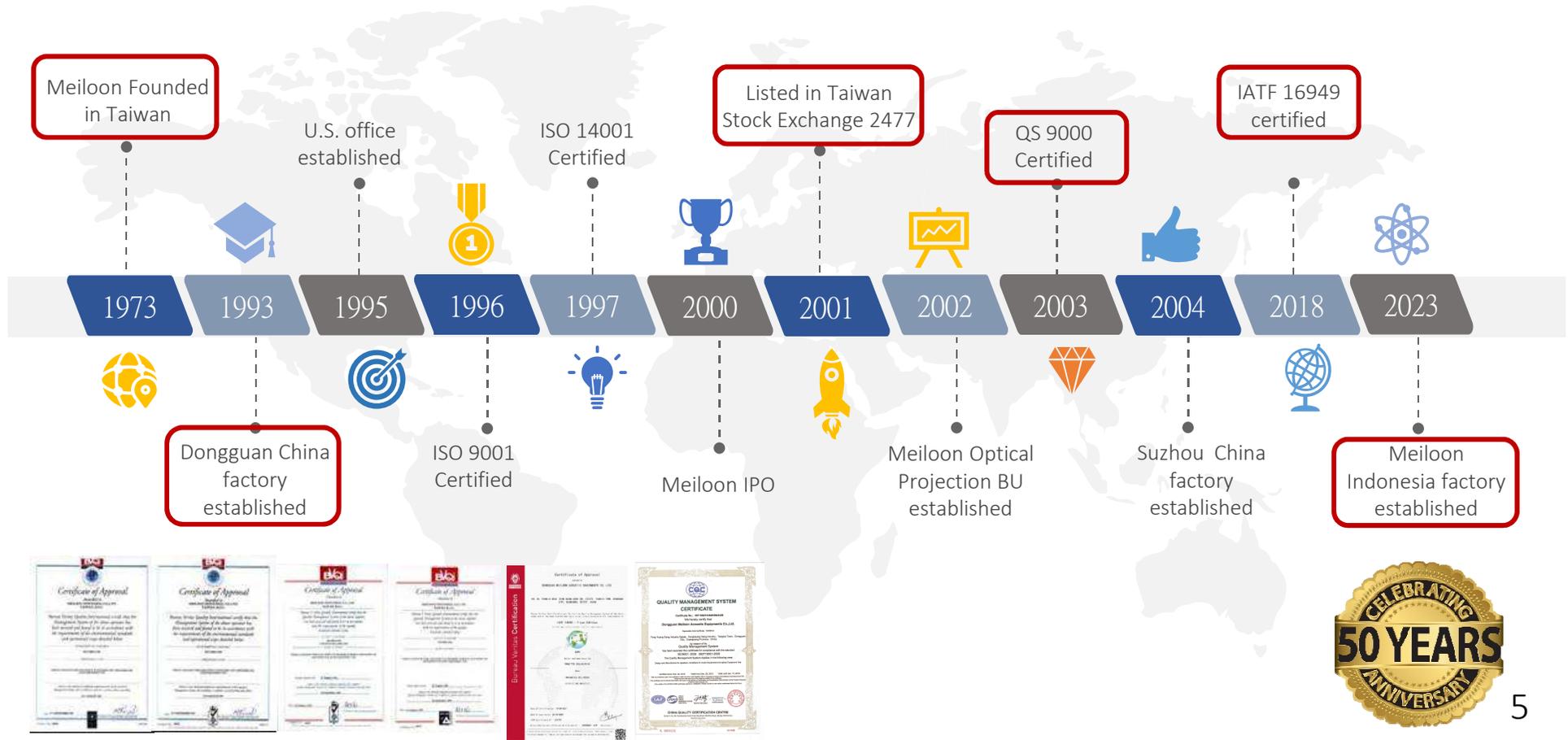


## 美隆公司簡介

> 品質 > 創新 > 專業 > 服務

國際級的OEM/ODM高端音響系統製造商。50年來製造能力已全球布局擴展到位於台灣、中國和印度尼西亞的三個工廠。服務於50多個國家的合作夥伴，並提供全球銷售和供應鏈服務。

# 重要里程碑 – 慶祝50週年



# 美隆全球服務據點



## 全球佈局的優勢及強項

### 台灣總部

Sales and R&D Headquarter



#### 研發總部

- Specialize OEM/ODM provider for wide range of product lines to meet customer demands.
- Sales and R&D headquarter
- 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.

### 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
- Apartments



美隆工廠面積:  
10公頃(100,000 m<sup>2</sup>)

### 供應廠商及合作夥伴

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

# 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 products. 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



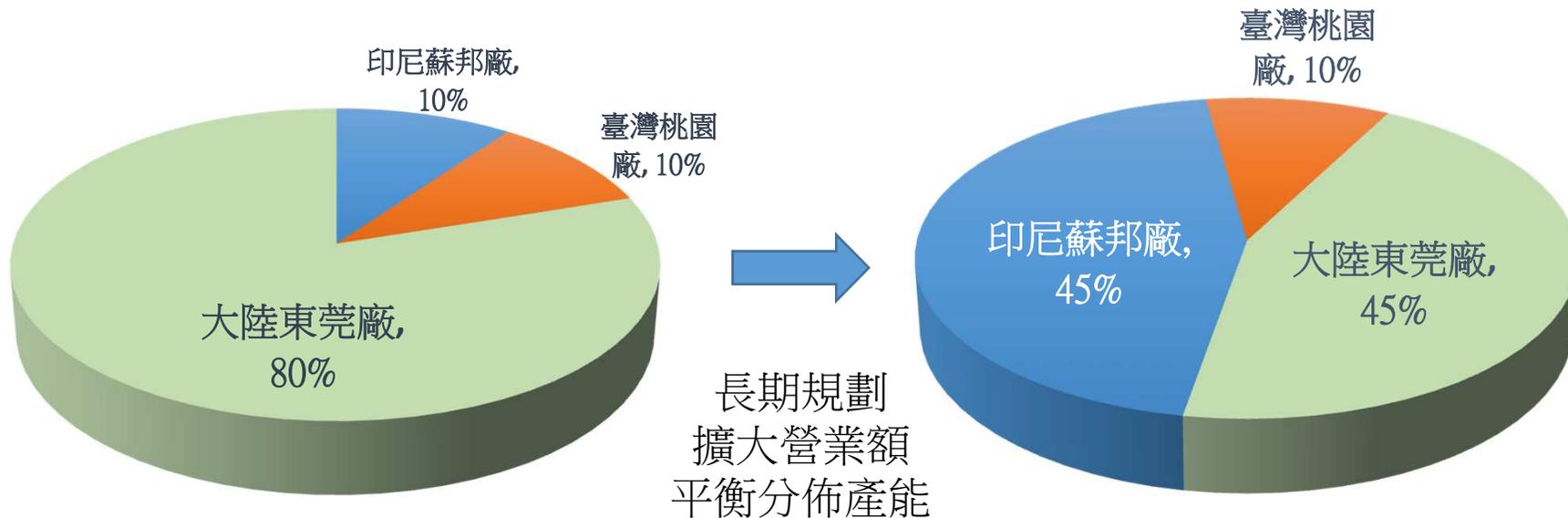
全新辦公大樓



# 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

# 主要短期全球風險



## ○ 國際局勢與風險

- 俄烏戰爭
- 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。

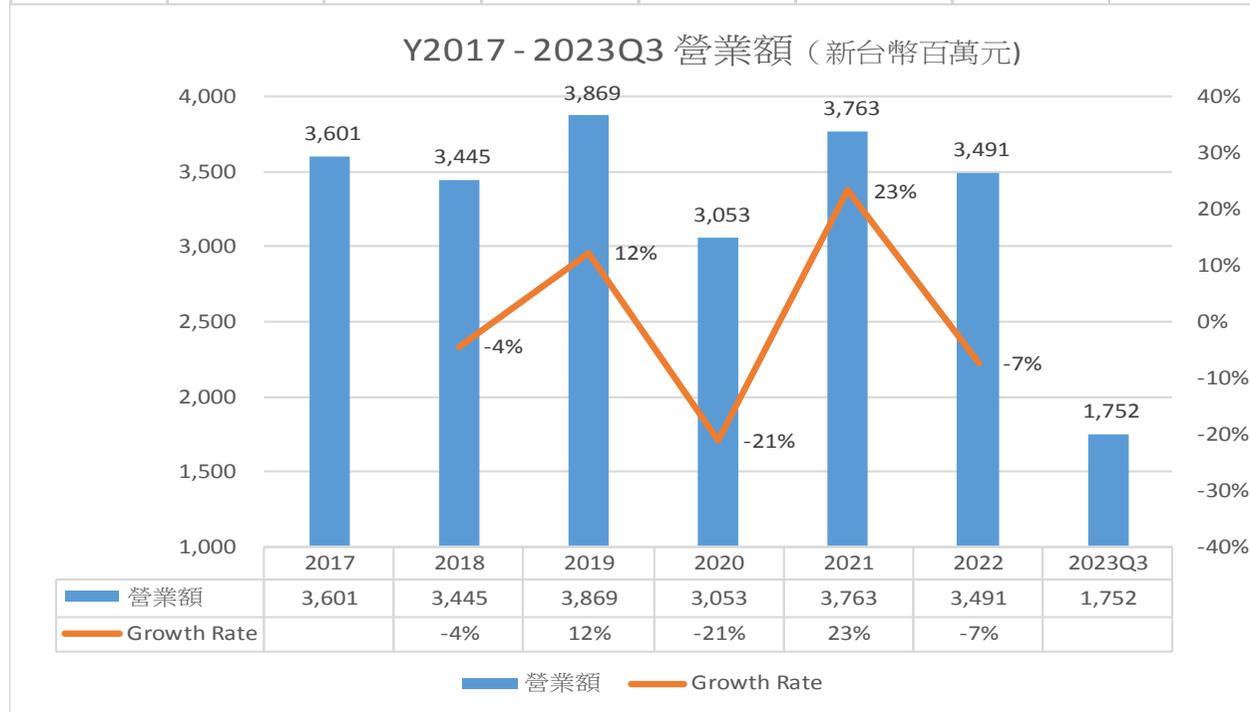


- 全球消費者物價指數標高，影響消費性商品銷售，購物保守。
- 美元強勢升值導致歐洲客戶利潤受損，歐洲客戶要求調整售價。
- 需要注意客戶帳期及付款風險管理。

# 公司營運概況

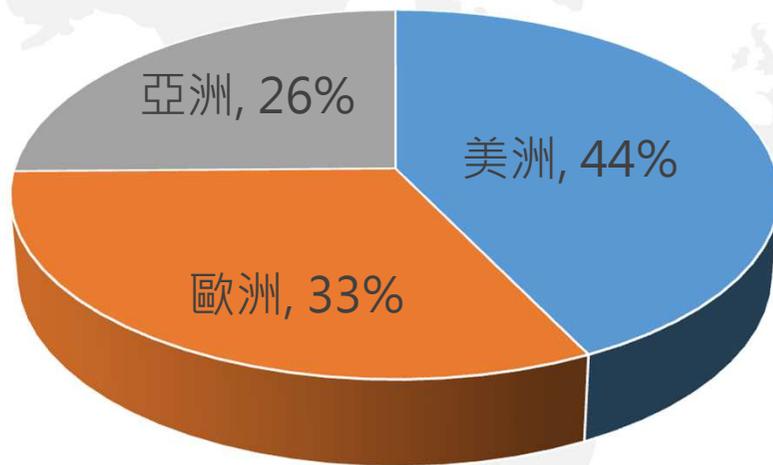


Year	2017	2018	2019	2020	2021	2022	2023Q3
營業額	3,601	3,445	3,869	3,053	3,763	3,491	1,752
Growth Rate		-4%	12%	-21%	23%	-7%	

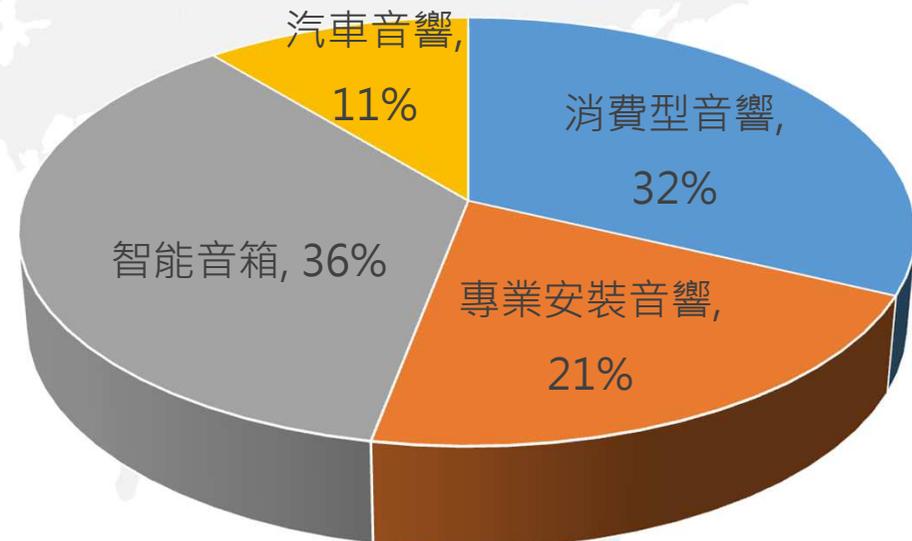


- 因應大環境嚴峻影響，故明年預估將小幅成長。
- 目前供應鏈、貨櫃、船運及材料成本已回到可控之水準，營運費用已獲得改善。
- 積極開拓美國商用市場及拓展樂器產業新客戶，平衡訂單來源因應市場變化。

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

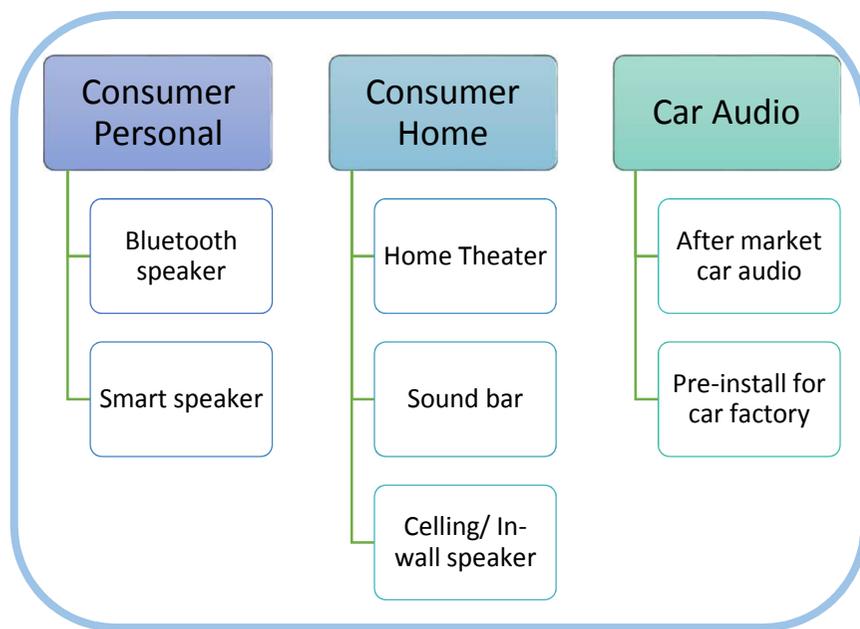
- 與Sales Rep.合作，拓展新商機。
- 參加相關產業展覽，如軍用展，醫療展，商用展。

4

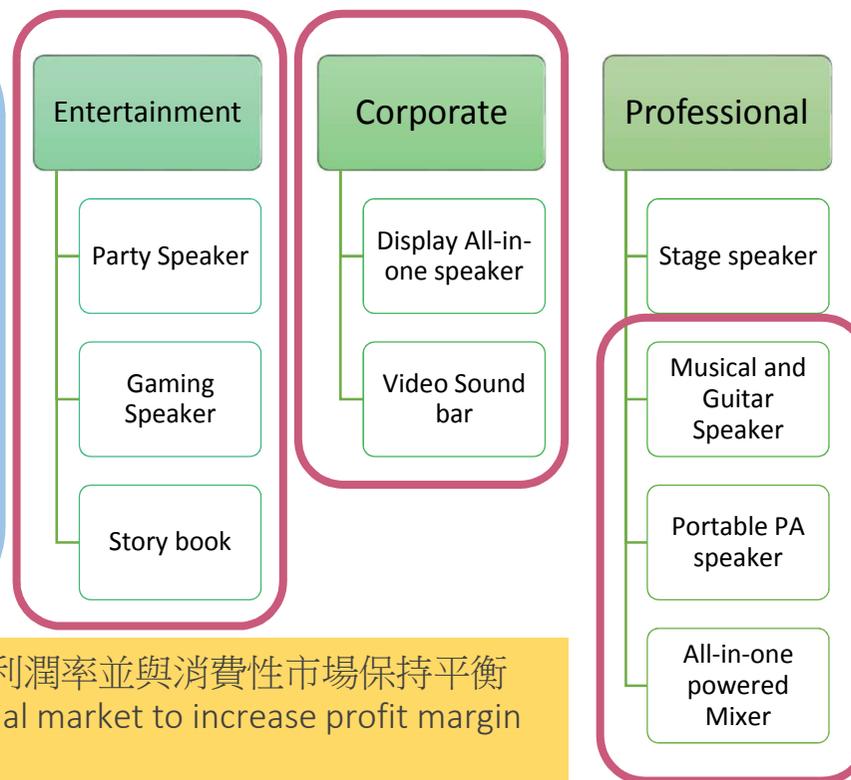
### 企業行銷拓展

- 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.

# 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



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
- 內建安卓會議系統與軟體
- 硬體功能:
  - 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**

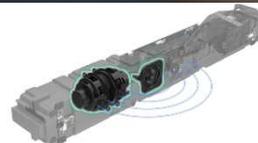
**Nureva HDL300**

Audio Conferencing Soundbar System




**neat.**

**neat.bar**




全新第4代  
戶外活動音響  
全新在進化功能

### 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.

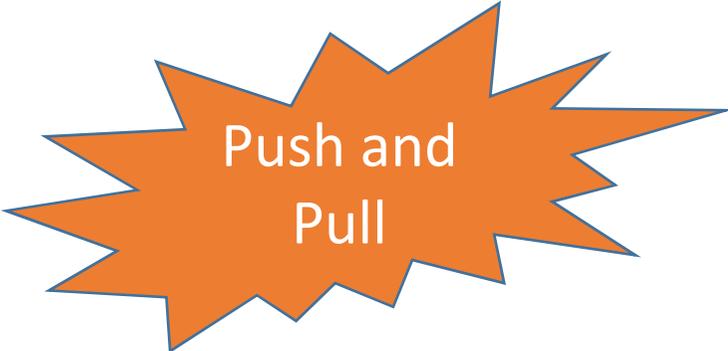


# 行銷拓展公司知名度 Marketing Exposure



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 shows a LinkedIn profile for MeiLoon Industrial Co Ltd, a leading Professional OEM/ODM High-End Audio System Manufacturer. It also displays a report from FutureSource Consulting titled "Collaboration Continues to Diversify | Upcoming Reports".

**MeiLoon Industrial Co Ltd**  
 A leading Professional OEM/ODM High-End Audio System Manufacturer.  
 Audio and Video Equipment Manufacturing · 93 followers  
 See all 27 employees on LinkedIn  
 Following Visit website More

**Collaboration Continues to Diversify | Upcoming Reports**  
 Collaboration across audio and video conferencing has been exciting in the last few years. With more and more focus on hybrid and home working environments, the collaboration space has become a diverse and interesting space to be. In our latest reports, we take a look at conferencing cameras, collaboration bars and the video conferencing market on a global scale.  
 Enquire Here

**Related Reports**

- Video Conferencing Cameras Market
- Collaboration Bars Market
- Video Conferencing Market

**Shenzhen Qianhai Kingstar Technology Co., Ltd.**  
 Verified Supplier | Contact Details | Video  
 Supplier Index: Two Wireless Earbuds, Wireless Speaker  
 Main Products: China  
 Country/Region: US\$50 Million - US\$100 Million  
 Total Revenue: North America 60%, Eastern Europe  
 Top 3 Markets: 131 Transactions(6 months)  
 \$180,000+ | Contact Supplier | Chat

**Shenzhen Greedycat Electronic Co., Ltd.**  
 4 yrs | Contact Details | Video  
 Supplier Index: Smart Watch, Earphone, USB Flash Drive  
 Main Products: China  
 Country/Region: Below US\$1 Million  
 Total Revenue: North America 30%, Eastern Europe  
 Top 3 Markets: | Contact Supplier | Chat

**Shenzhen Feixin Intelligence Co., Ltd.**  
 5 yrs | Verified Supplier | Contact Details | Video  
 No. of Employees: 25



Feedback and share your experience.