



# *Pioneer of IP Innovation*

## Investor Conference

**Jack Chen**

November 18, 2010



- **Company Overview**
- **Product Development & Strategy**
- **Market Strategy**
- **Financial Performance**
- **Corporate Social Responsibility (CSR)**
- **Business Outlook**

# Company Overview



## *Pioneer of IP Innovation*



- **Leading IP-based Networking Equipment Provider**



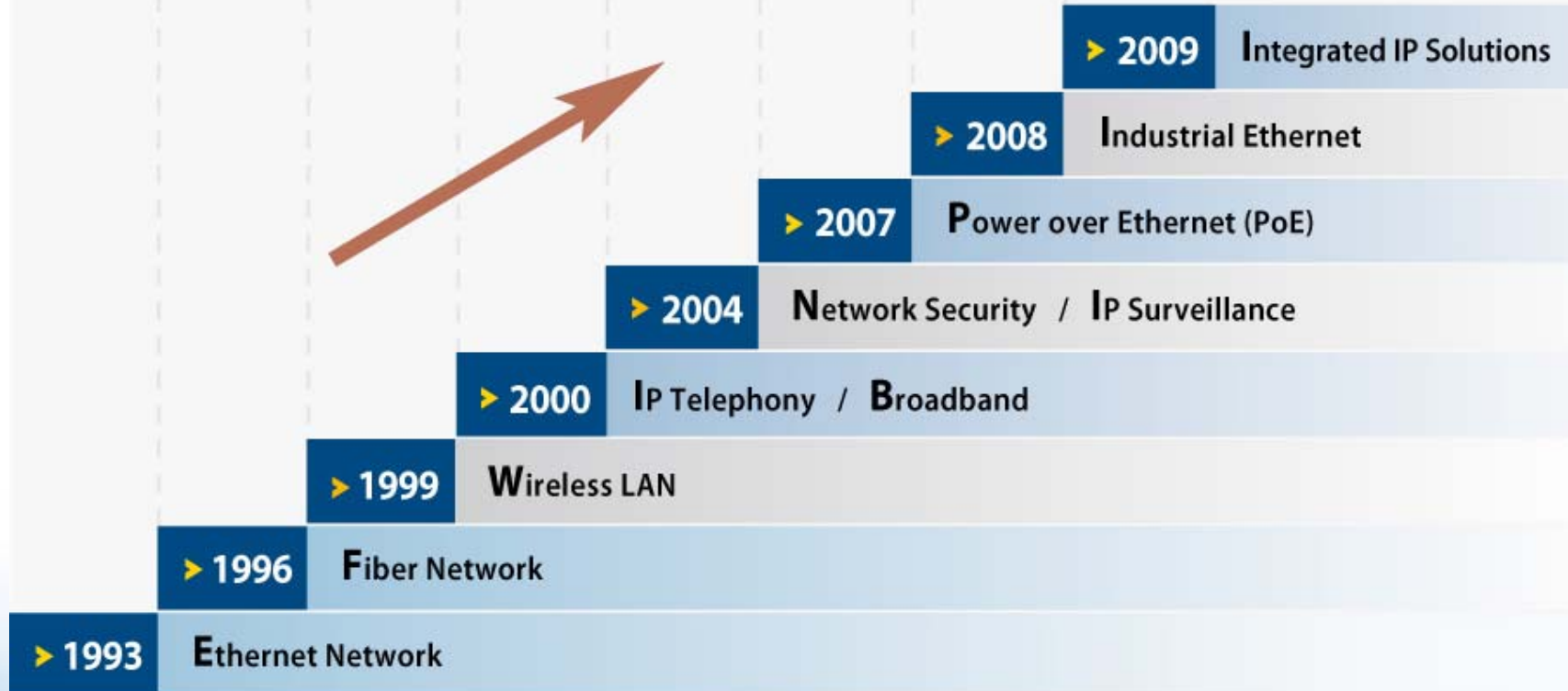




# Product Development & Strategy



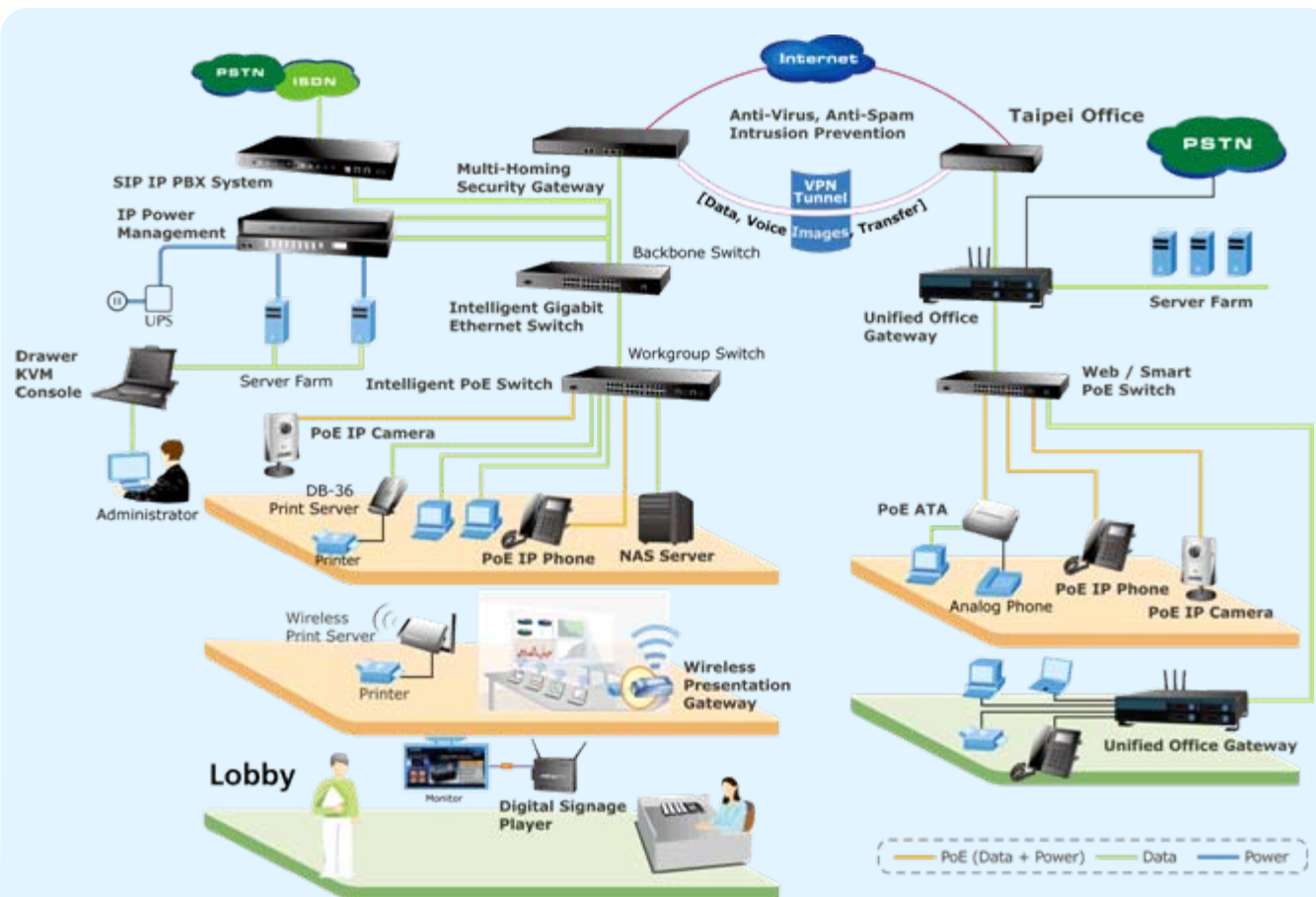
## IP-based Technology







## ACTIVATING IP POWER



IP Office Application

*Energy Save  
PoE*

資訊安全

資料傳輸

安全監控

語音系統

辦公室自動化

綠色環保

# IP Solution for Data Center

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The image shows a server rack in a data center. In the center, a vertical rack displays a stack of PLANET networking equipment. To the right, a list of products is shown in a column of boxes.

**PLANET**  
Networking & Communication

- IP Security
- Switch
- IP PBX
- IP KVM
- Network Storage
- IP Power Manager

- » IP Security
- » Switch
- » IP PBX
- » IP KVM
- » Network Storage
- » IP Power Manager

**PLANET Provides Total Data Center Solution for SMB**



# Switch Solution

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## ISP

10G

IPv6



## Campus

PoE

Gigabit

Metro  
(Fiber)

IPv6



## Large Enterprise

L2/L3/L4

PoE

IPv6



## SMB

Gigabit

IPv4

IPv6





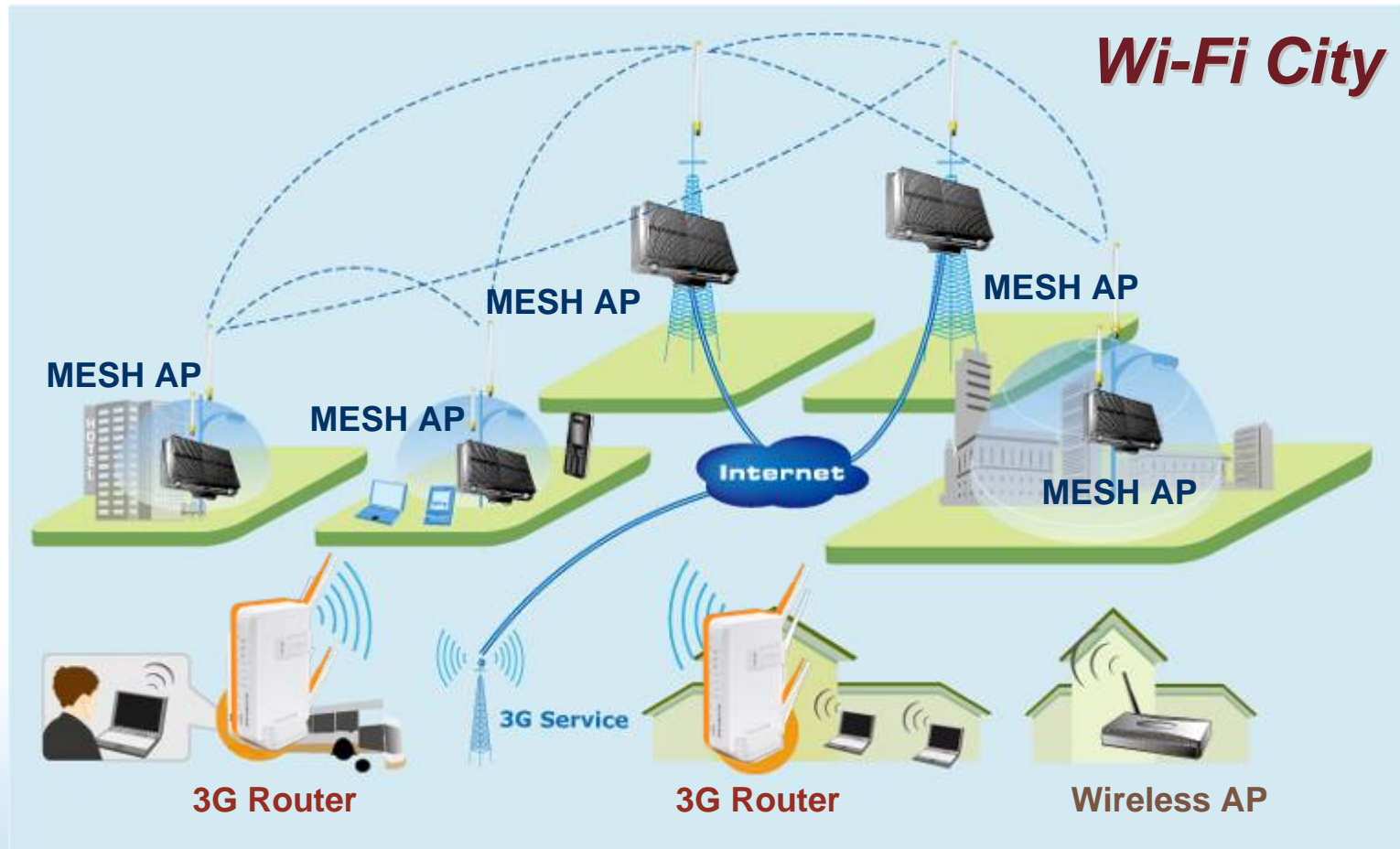
# IP Telephony

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**IP PBX ▪ Voice Gateway ▪ IP Phone ▪ Video Phone ▪ ATA**

**Mobility ▪ High Speed ▪ Efficiency**



- Unified Office Gateway, UMG-2000, is awarded  
**“2010 Taiwan Symbol of Excellence Award”**



**ALL in ONE**

Switch

WAP

NAS

Email  
Server

IP PBX  
VoIP  
Fax

Internet  
Security



# Industrial Ethernet Network

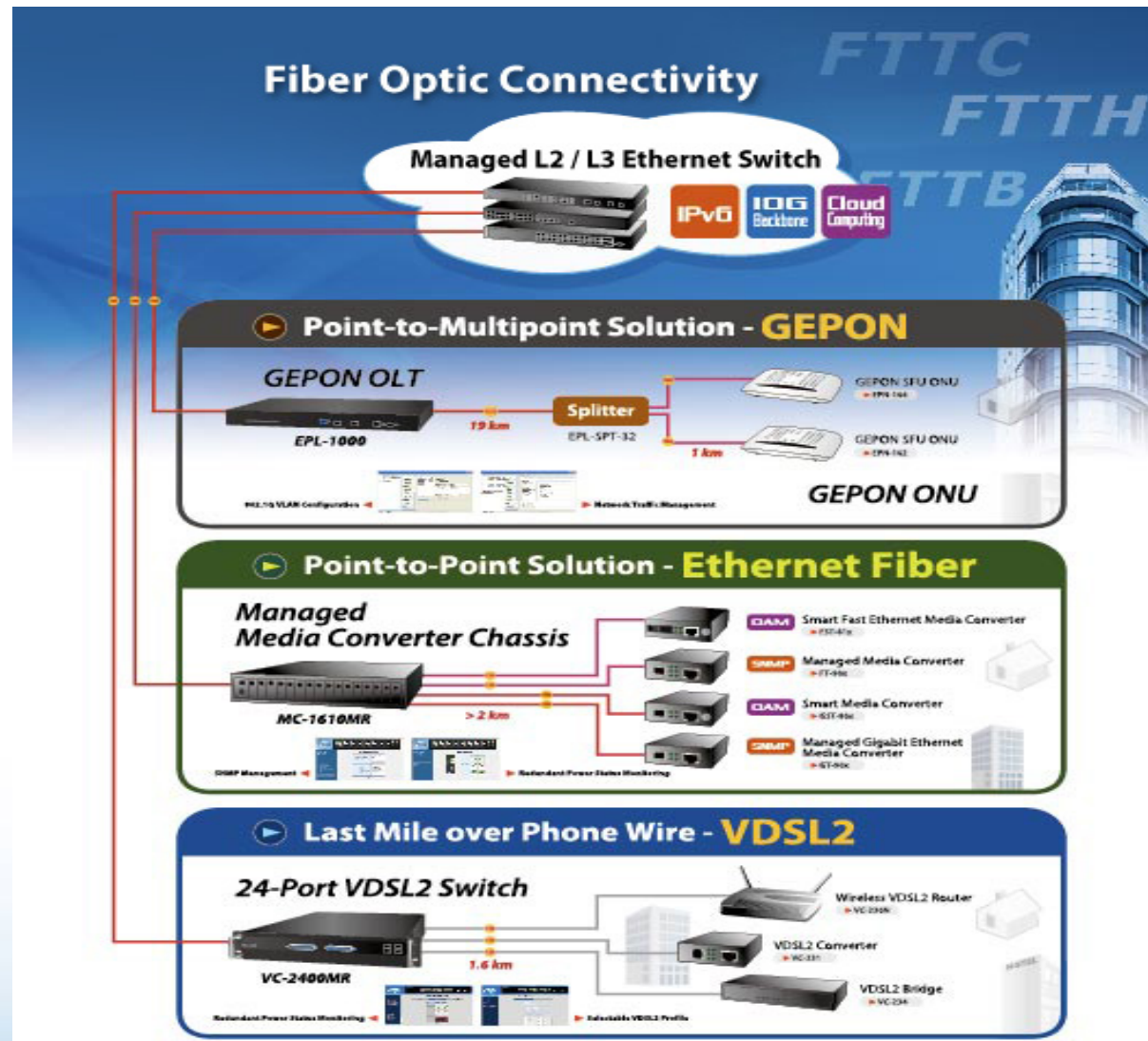
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- ◆ -40 ~ 75°C
- ◆ Fiber
- ◆ PoE
- ◆ Rapid recovery time
- ◆ Ethernet Extender
- ◆ Redundant Power





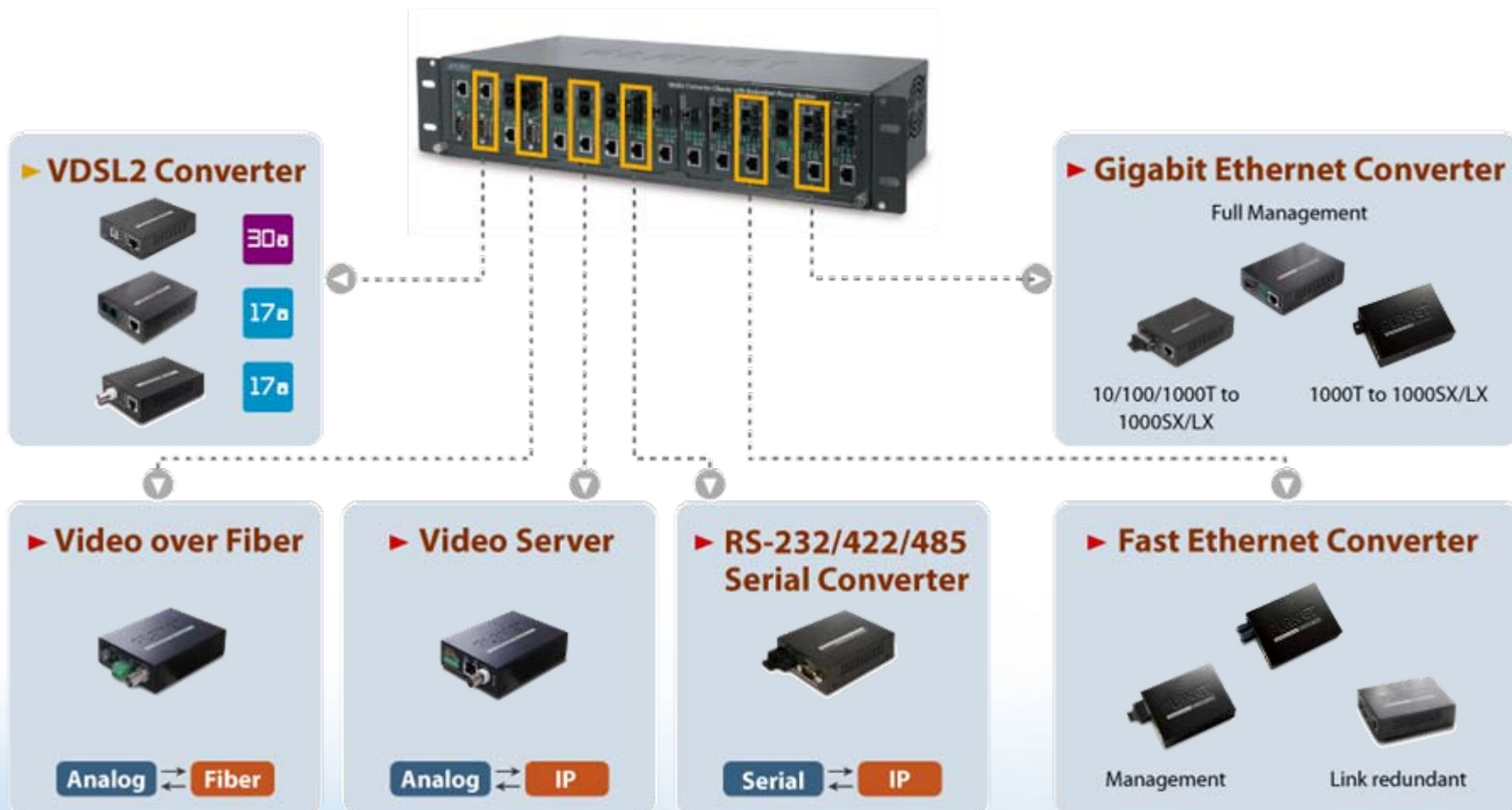
- ◆ GEPON
- ◆ Fiber Switch
- ◆ Fiber Converter
- ◆ VDSL2



# Media Converter Solution

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## Multi-function Converter Chassis





# Last Mile VDSL 2 Solution

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## Revolutionary Integrated IP Surveillance Solution

E-Map

Smart Search

Intelligent Guard



Speed Dome



Motion Detection

Focus Lost

Missing Object

Camera Tampering

Camera Occlusion

Foreign Object



Indoor Box



Fixed Dome



PT IP Camera



Outdoor Box



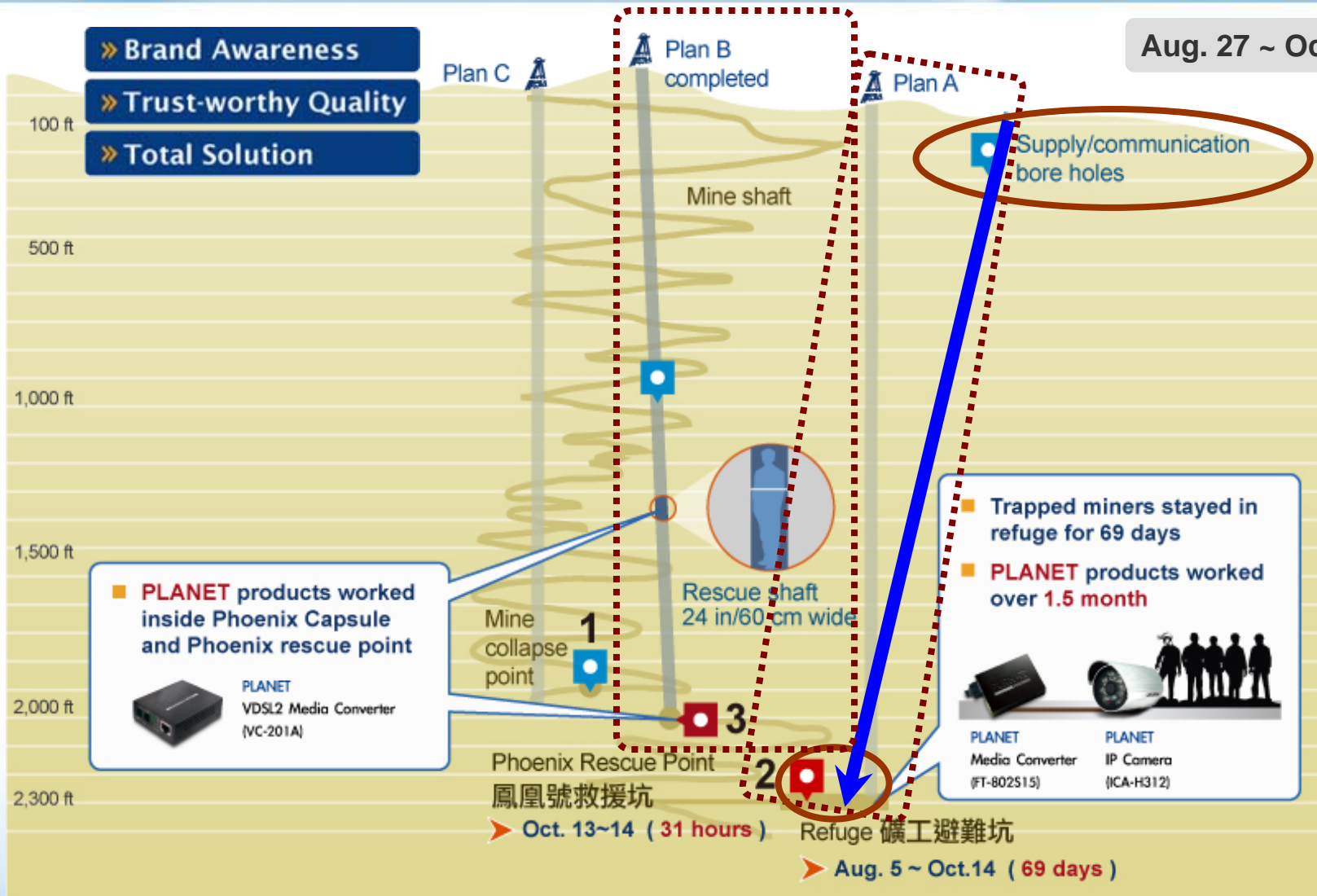
NVR



# Participation in Chile Miners Rescue

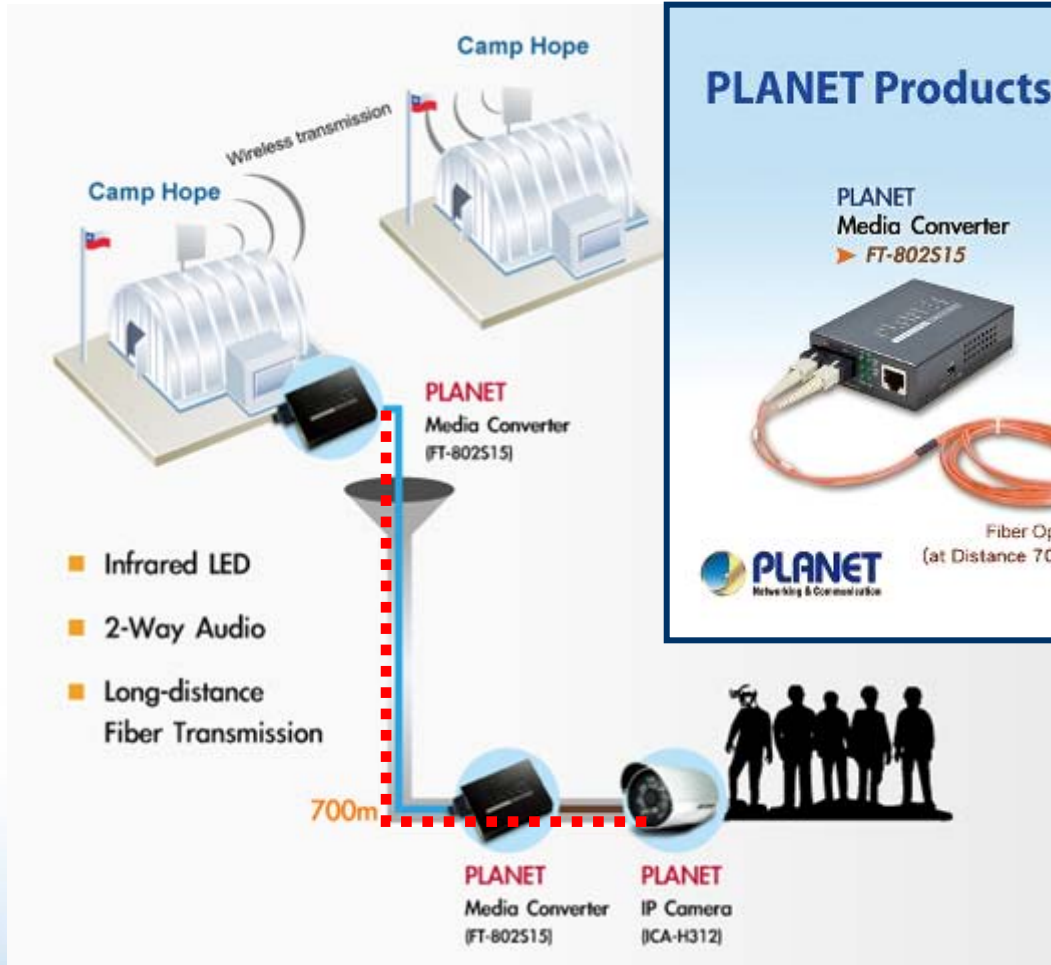
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Aug. 27 ~ Oct. 14



The Graphic Source: CNN, September, 2010

## ■ Chile Miners Rescue Application



Source: Channel Magazine in Chile, October, 2010

[www.planet.com.tw](http://www.planet.com.tw)

Source: The Associated Press, adapted from Youtube Oct. 20, 2010

# Participation in Chile Miners Rescue

- Refuge 礦工避難坑照片 Aug. 27 ~ Oct. 14

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- Real-time image and Two-Way audio 624m underground over 1.5 month via PLANET IP Camera and Media Converters

Sep. 4, 2010

## First day video conference

Between the trapped miners and relatives



Source: The Associated Press, adapted from the Palm Beach Post



Between the trapped miners and the Rescue Team



Sep. 20, 2010

## The trapped miners video Conference with Chile President

Source: The Associated Press, adapted from Austin News





# Participation in Chile Miners Rescue

- Phoenix Rescue Mission 鳳凰號救援 Oct. 13 ~ 14

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## PLANET VDSL2網路轉換器 參與鳳凰號救援





# Participation in Chile Miners Rescue

- Phoenix Rescue Mission 鳳凰號救援 Oct. 13 ~ 14

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鳳凰號網路通訊設備裝機測試



**PLANET**  
VDSL2 網路轉換器  
▶ VC-201A

**PLANET VDSL2網路轉換器(VC-201A) 使用說明**



網路攝影機接口 (RJ-45)

電話線傳輸接口 (RJ-11)

對講機接口 (RJ-11)

鳳凰號上安裝VDSL2網路轉換器(VC-201A)



**PLANET**  
VDSL2 網路轉換器  
▶ VC-201A

## Product awarded by worldwide professional medias:

U.K., Germany, Poland, Czech, Sweden, Belgium, Greece, Russia, Belarus, Slovakia, Europe, Israel, Malaysia, Mainland China, Hong Kong, Taiwan, United States.

### Editor's Choice



### Taiwan Symbol of Excellence



### Best Buy



### Best of Taiwan's Best



### Buy This



### Best Product & Best Value



### Best in Test



### Best Choice



### Best Stability



### Top of Choice



### Benchtest One



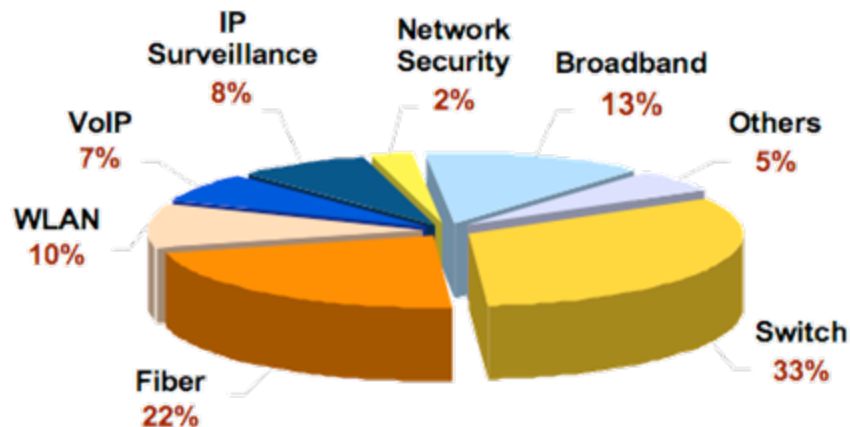
### MIS Best Choice



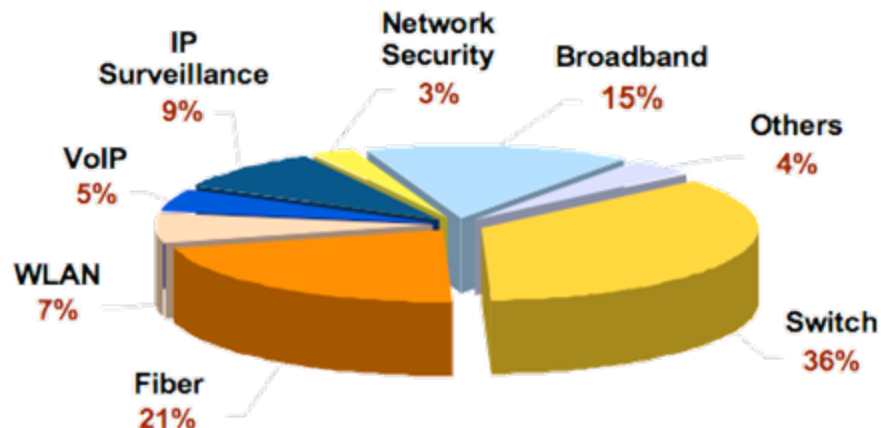
# Revenue by Products

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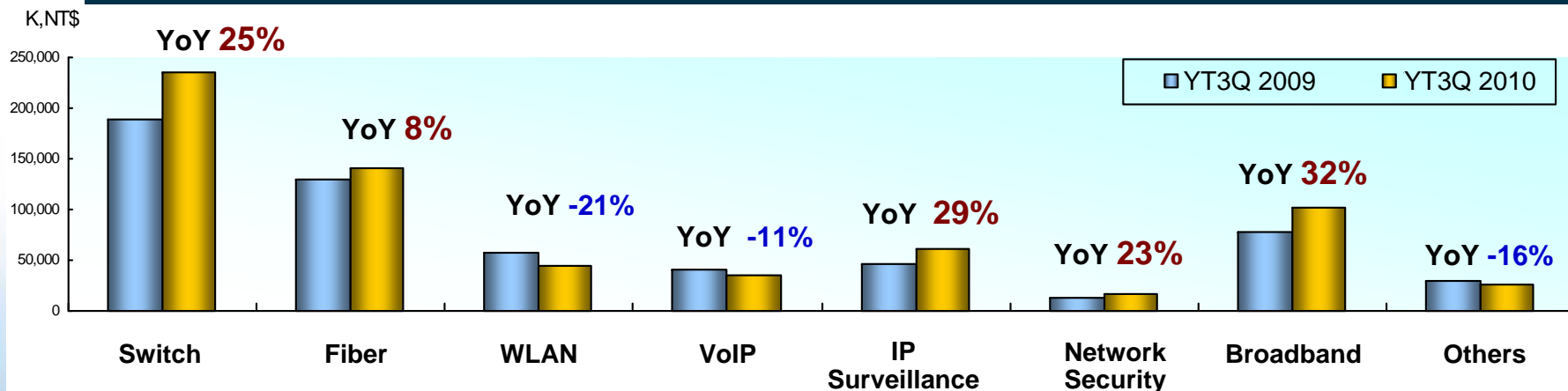
**YT3Q 2009**



**YT3Q 2010**



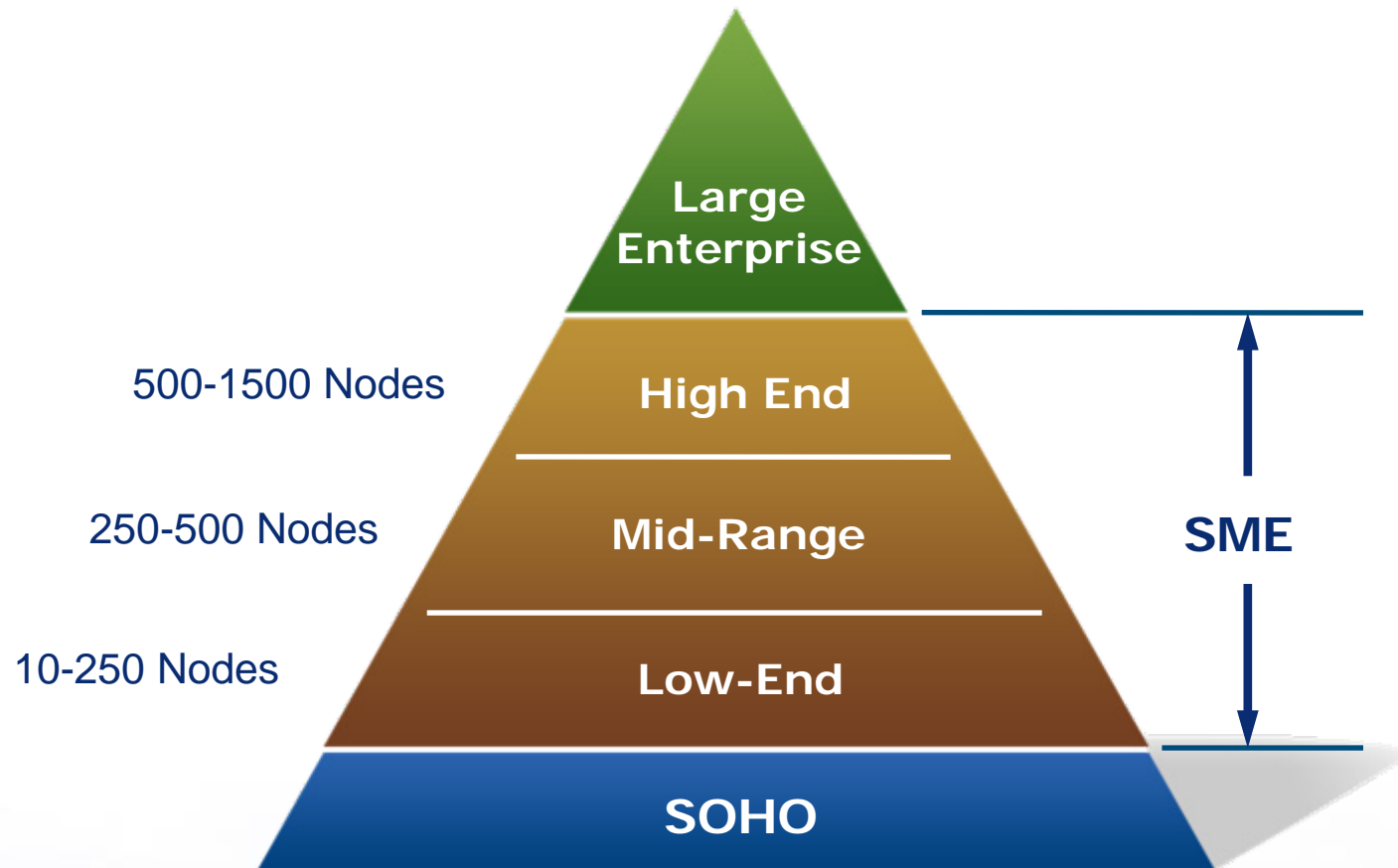
**YT3Q 2010 vs. YT3Q 2009 YoY 13%**





# Market Strategy



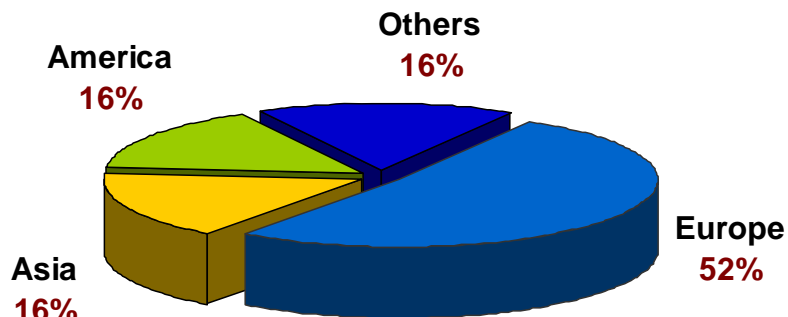


***Cover SME & SOHO Markets***

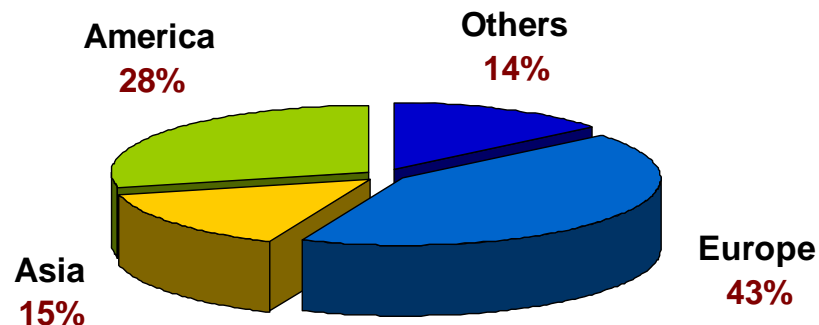
# Revenue by Regions

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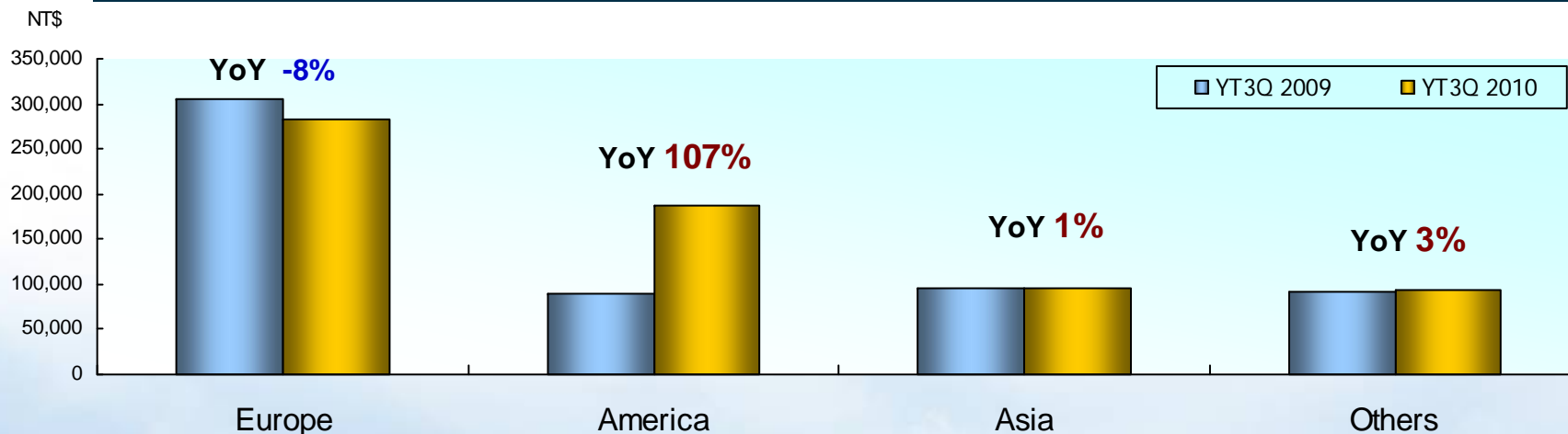
**YT3Q 2009**



**YT3Q 2010**



**YT3Q 2010 vs. YT3Q 2009 YoY 13%**





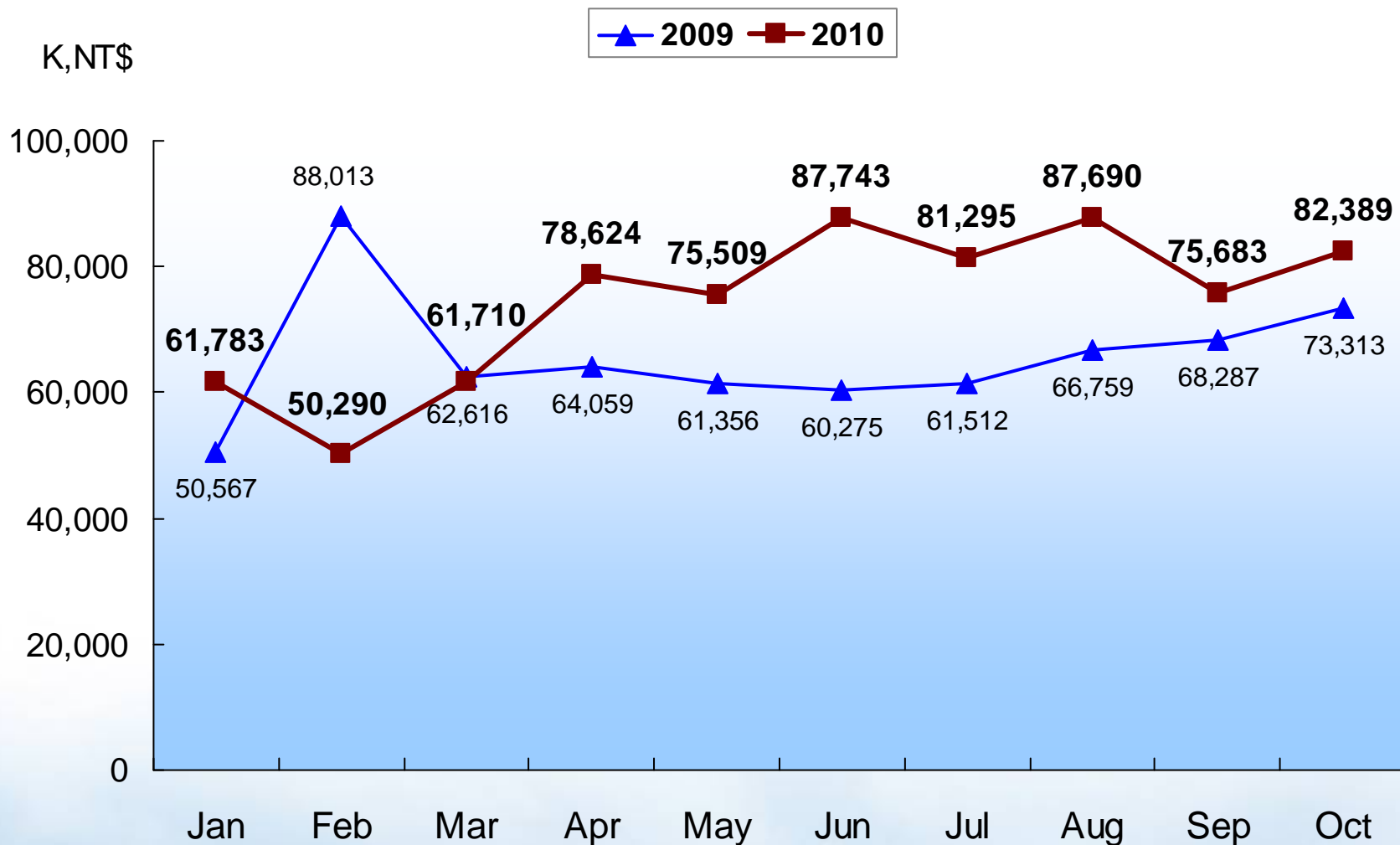
- **Price competition from Chinese brand in retail market**
- **Growth momentum in emerging market**
- **Integrated IP products are the trend in the industry**
- **Different IP applications will create tremendous potential business**
- **Price-performance is the key factor to SMB market**

# Financial Performance



# Monthly Revenue Comparison 2010 vs. 2009

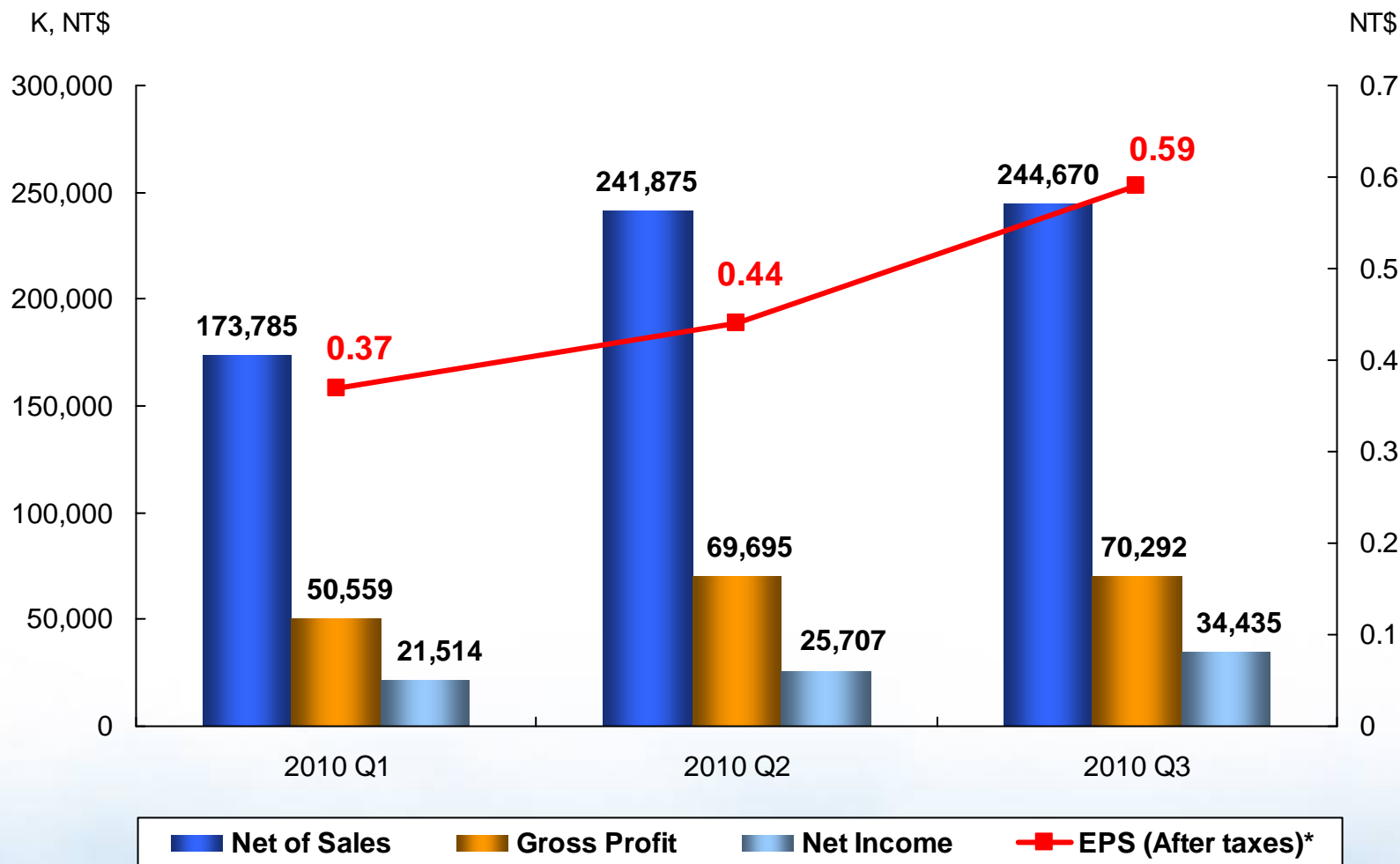
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# YTQ3 2010 Income Statement

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# Income Statement YoY Comparison

## YT3Q 2010 vs. YT3Q 2009

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Amount : K, NT\$

	YT3Q 2010	%	YT3Q 2009	%	YoY%
Net of Sales	660,330	100.00	583,450	100.00	13.18
Gross Profit	190,546	28.86	174,109	29.84	9.44
Operating Income	93,952	14.23	81,531	13.97	15.23
Net of Non-operating Income	444	0.07	9,221	1.58	-95.18
Income Before Taxes	94,396	14.30	90,752	15.55	4.02
Net Income	81,656	12.37	81,948	14.05	-0.36
EPS (After taxes)*	1.40		1.41		

\* EPS - On the Base of Capital NT\$ 581.843 Million

# C S R

# Corporate **S**ocial **R**esponsibility







- ✓ Increase shareholder value and information transparency  
保障股東權益與資訊公開透明
- ✓ Strengthen the role of the Board  
強化董事會職能
- ✓ Adhere to roles and responsibility of supervisors  
監察人之職能遵循、功能發揮
- ✓ Ensure management discipline  
確保管理階層的紀律
- ✓ Respect the rights of related parties and develop social responsibility  
尊重利害關係人權益與社會責任

PLANET is certified the **Corporate Governance System** of public listed companies in 2008 and 2009





# Business Outlook



# Upcoming Exhibition 2011

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Month	Exhibition	Location	Focus
Mar.	CeBIT	Hannover, Germany	ICT Exhibition
Apr.	ISC West	Las Vegas, USA	IP Surveillance Exhibition
Apr.	SecuTech	Taipei, TAIWAN	IP Surveillance Exhibition
May	IFSEC	Birmingham, UK	IP Surveillance Exhibition
Jun.	Computex	Taipei, TAIWAN	ICT Exhibition
Jun.	CommunicAsia	Singapore	ICT Exhibition



## ■ Product

- Great market potential in IP surveillance, FTTx, VDSL2, Switch, PoE, and Industrial Ethernet
- Reallocation of product lines in Wireless LAN and NAS will bring growth in the foreseeable future

## ■ Market

- European market is recovering gradually since H2, 2010
- Expect substantial growth in the Middle East and Africa

## ■ Operation

- **Actively seek and seize project opportunities**
- **Participating in six professional exhibitions worldwide in 2011 to build brand exposure for PLANET**
- **Reshaping business model stage by stage; be close to the market**

# Thank You

## Q & A

