

Sunny Optical Technology (Group) Company Limited

舜宇光學科技(集團)有限公司

Stock Code: 2382

# 2012 Annual Results Announcement Corporate Presentation

*March 2013*



# Disclaimer



- The information contained in this presentation is intended solely for your personal reference. Such information is subject to change without notice, its accuracy is not guaranteed and it may not contain all material information concerning Sunny Optical Technology (Group) Company Limited (the “Company”). The Company makes no representation regarding, and assumes no responsibility or liability for, the accuracy or completeness of, or any errors or omissions in, any information contained herein.
- In addition, the information contains projections and forward-looking statements that may reflect the Company’s current views with respect to future events and financial performance. These views are based on current assumptions which are subject to various risks and which may change over time. No assurance can be given that future events will occur, that projections will be achieved, or that the Company’s assumptions are correct. It is not the intention to provide, and you may not rely on this presentation as providing, a complete or comprehensive analysis of the Company's financial or trading position or prospects.
- This presentation does not constitute an offer or invitation to purchase or subscribe for any securities or financial instruments or to provide any investment service or investment advice, and no part of it shall form the basis of or be relied upon in connection with any contract, commitment or investment decision in relation thereto.



1

Financial Highlights

2

Review of Operations

3

Outlook and Development Strategies

4

Investment Highlights

5

Open Forum

6

Appendix





Sunny Optical Technology (Group) Company Limited  
舜宇光學科技(集團)有限公司

# Financial Highlights



# Financial Highlights

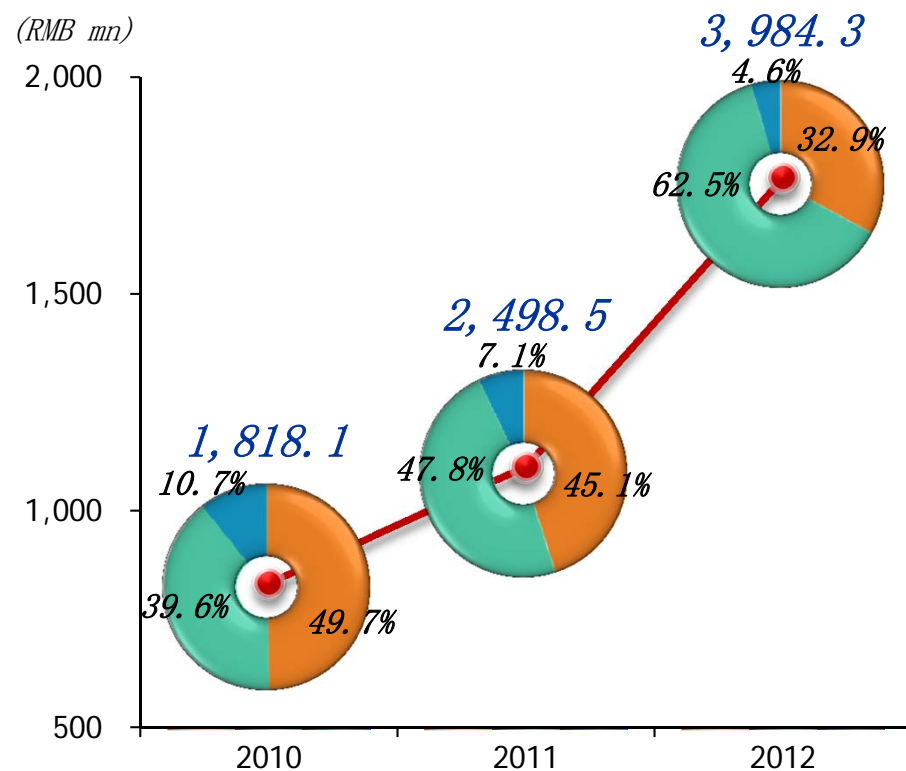


	2011	2012	Change
<i>(RMB mn)</i>	<i>For the years ended 31 December</i>		
Revenue	2,498.5	3,984.3	+ 59.5%
Gross Profit	522.8	741.2	+ 41.8%
Profit Before Tax	239.6	397.2	+ 65.8%
Income Tax Expense	(37.8)	(58.3)	+ 54.1%
Effective Tax Rate	15.8%	14.7%	- 1.1 ppt
Profit for the Year Attributable to Owners of the Company	215.3	346.3	+ 60.8%
Basic Earnings per Share <i>(RMB cents)</i>	22.3	36.0	+ 61.3%

# Revenue Breakdown



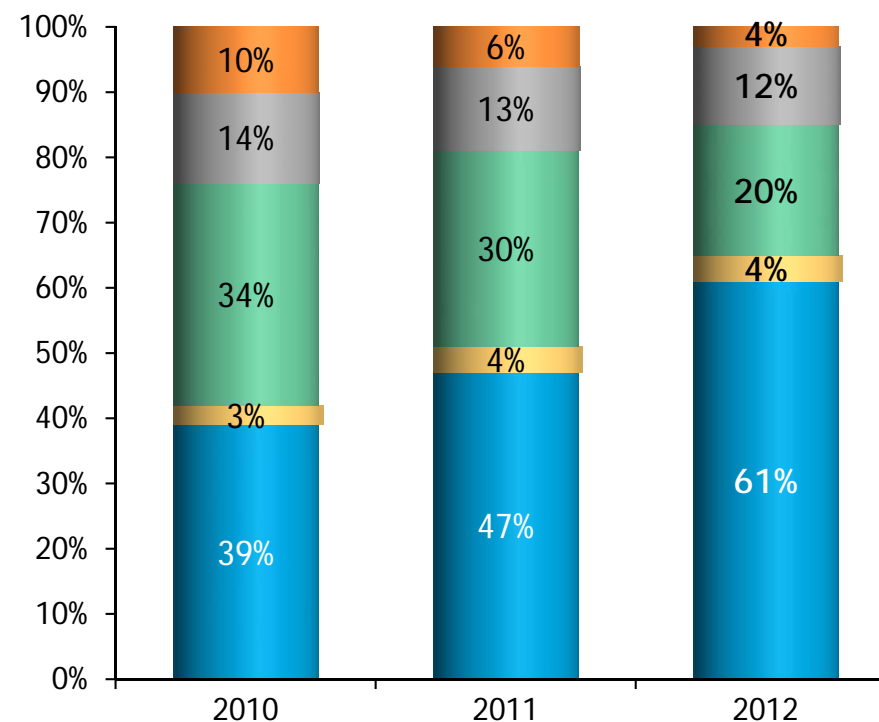
*Business Segments Sales  
as % of Total Revenue*



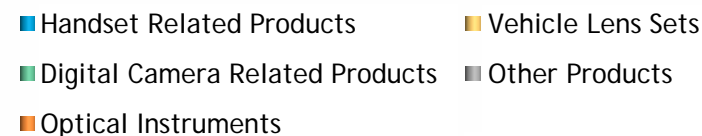
*For the years ended 31 December*



*Sales Breakdown  
by Product Applications*



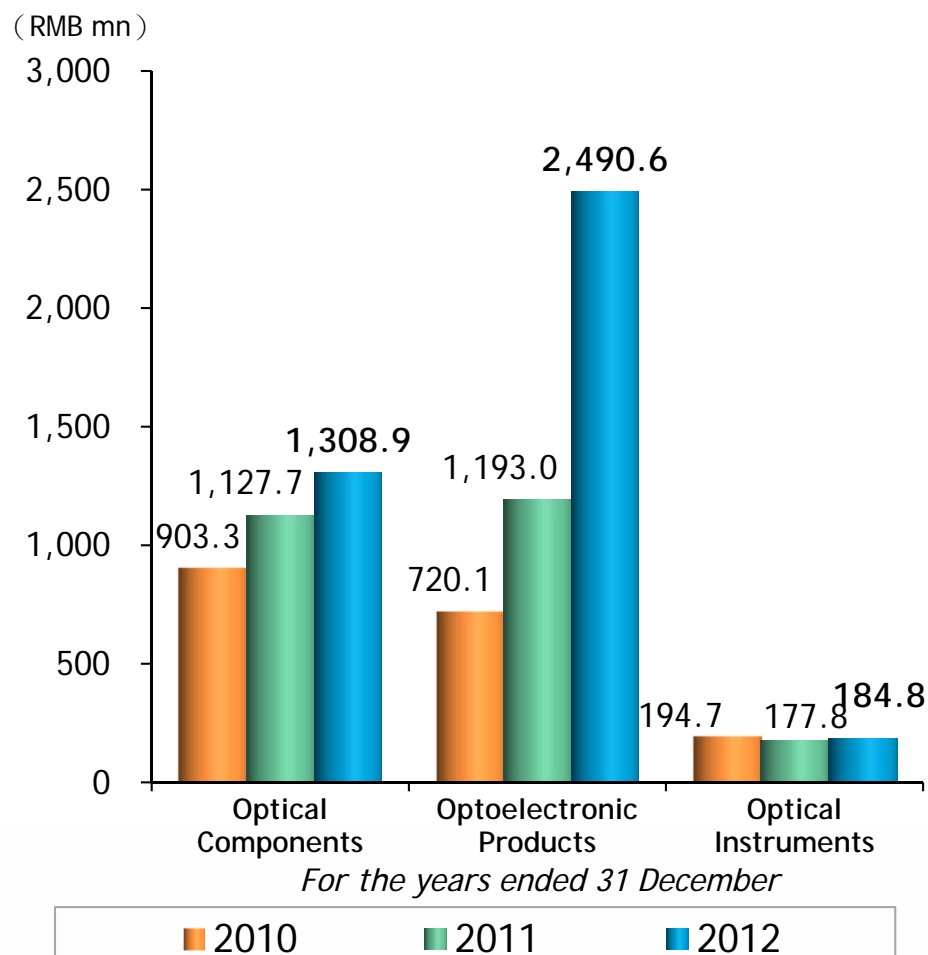
*For the years ended 31 December  
as % of revenue for different products*



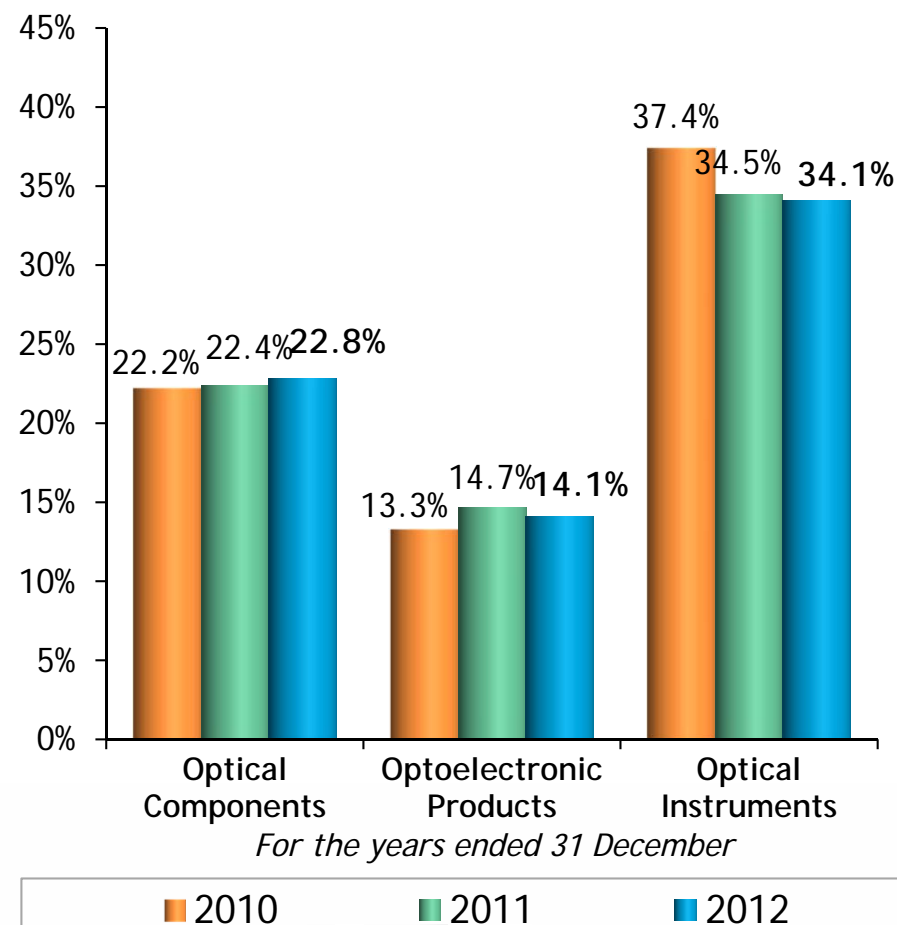
# Sales and Gross Margins by Business Segments



## Sales by Business Segments



## Gross Margins by Business Segments





# Operating Expenses Analysis



	2010		2011		2012	
(RMB mn)	For the years ended 31 December					
		(As % of revenue)		(As % of revenue)		(As % of revenue)
Revenue	1,818.1	100.0%	2,498.5	100.0%	3,984.3	100%
Total Operating Expenses	250.2	13.8%	312.8	12.5%	377.9	9.5%
Selling and Distribution Expenses	43.9	2.4%	58.8	2.4%	64.4	1.6%
R&D Expenditure	99.6	5.5%	131.1	5.2%	163.4	4.1%
Administrative Expenses	106.7	5.9%	122.9	4.9%	150.1	3.8%



# Solid Financial Position



	2010	2011	2012
	<i>For the years ended 31 December</i>		
<b>Current Ratio (Times)</b>	3.1	2.7	2.2
<b>Operating Cashflow (RMB mn)</b>	185.1	72.4	256.8
<b>Cash and Cash Equivalents (RMB mn)</b>	849.5	680.8	614.4
<b><i>Pledged Bank Deposits (RMB mn)</i></b>	76.2	50.0	0.2
<b><i>Financial Assets Designated as at Fair Value through Profit and Loss (RMB mn)</i></b>	-	84.1	280.8
<b><i>Bank Guaranteed Entrusted Loan Receivables (RMB mn)</i></b>	585.0	295.0	90.0
<b><i>Bank Balances and Cash (RMB mn)</i></b>	188.3	251.7	243.4
<b>Net cash per share (RMB cents)</b>	75.3	62.3	53.2
<b>Gearing Ratio (%)</b>	5.5	3.4	3.4
<b>ROE (%)</b>	9.0	12.0	17.5
<b>Capital Expenditure (RMB mn)</b>	66.7	203.2	308.3



Sunny Optical Technology (Group) Company Limited  
舜宇光學科技(集團)有限公司

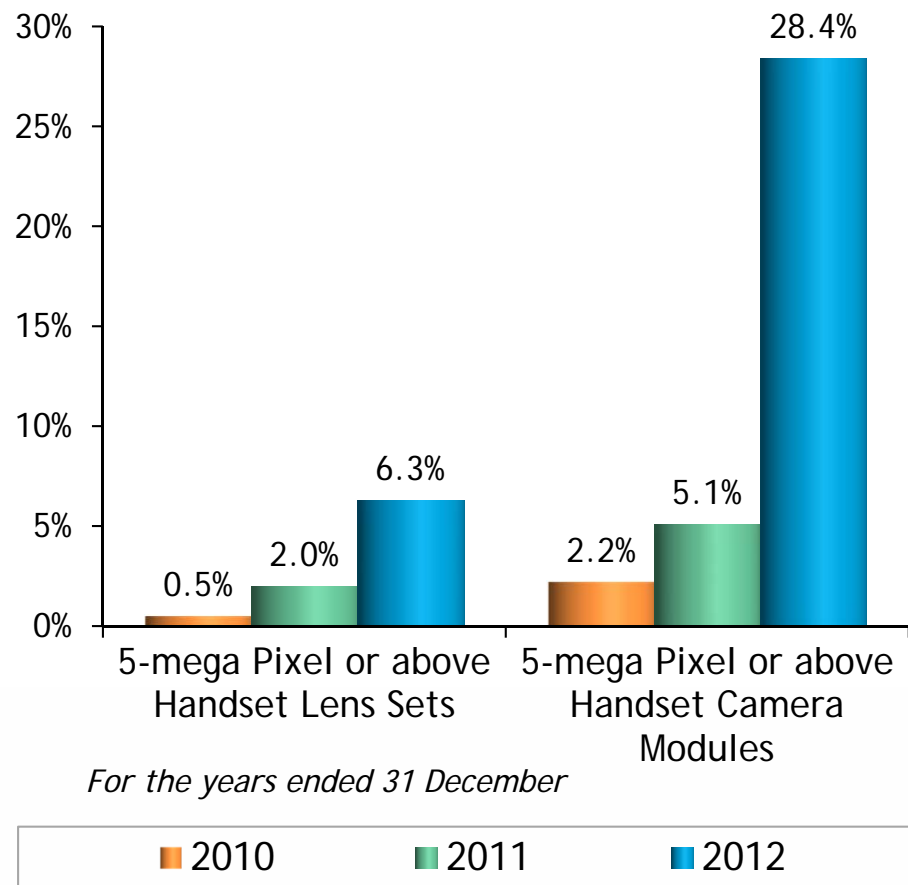
# Review of Operations





## *Benefited From the Rapid Growth of Smartphone Industry Business Performance Improved in 2012*

5-mega Pixel or above Handset Lens Sets and  
Handset Camera Modules Shipment Volume  
as % of Total Shipment Volume



Smartphone related business recorded favorable results and became the main driver of the group's growth

Global position and in-depth expansion of the international markets (Established a subsidiary in Silicon Valley, the U.S. and input more resources in Korea)

Further optimized product portfolio by rapid increase in sales of new products with higher gross margins

Further promote automation innovation to improve production efficiency

Successfully transferred partial production lines for digital camera related products to the new production base in Xinyang, Henan Province



# Fruitful Achievements in R&D - Hi-tech Barrier



## ● Unceasing Upgrade of Existing Products Needs Core Technology Competences

- Mass production for 8-mega and 14-mega pixel handset camera modules has been successfully launched
- Mass production for 5-mega and 8-mega pixel handset lens sets has been successfully launched

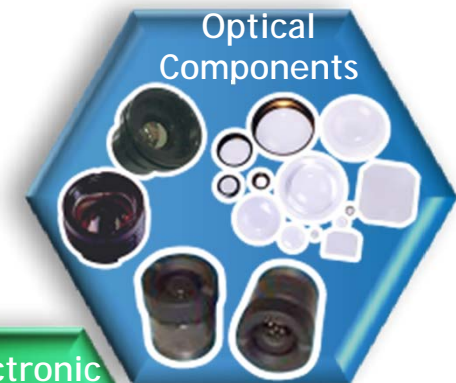
*Possessed 128 Patents*

## ● Development of Products for Emerging Optical Applications Requires Innovation in R&D and Accumulation in Technology

- Mass production of various new vehicle and industrial lens sets has been launched
- Completed R&D of various infrared lens sets for vehicles and security surveillance
- Commenced mass production for smart television video modules
- Accomplished R&D upgrade for a number of teaching interactively microscopic systems, analytical instruments oriented for spectrophotometers, gas chromatographs and mass spectrometers and high-end measuring machines
- Key projects of optical analytical instruments received special supportive funding from the State
- High-resolution wide-angle lens sets for webcams have obtained an invention patent
- Ultra-wide angle lens sets and long-wave optical athermalization lens sets have obtained utility model patents

## ● Hi-tech Production and Processing Technology Continuously Upgraded

- Application of automatic production and inspection technology for lens sets has been already in full swing
- Self-developed semi-automatic, automatic camera module testers started to be applied in mass production
- Self-developed automatic video testing technology was applied in testing of the production lines
- Application of plastic injection molding technology with narrow runway has been already in full swing
- Mass production for glass aspheric lenses with several cavities per mold has been launched
- Self-developed automatic painting machines have been applied in mass production





# Strong Client Base



## Top Five Customers

**Huawei**

**Lenovo**

**Coolpad**

**Samsung**

**Sony**



## Renowned Customers

DSC Lenses Business	Handset Lens Sets Business	Handsets Camera Modules Business	Optical Instruments Business	Other Businesses
Samsung Panasonic Nikon Sony Olympus Konica-Minolta Pentax Topcon Fujinon NEC LG	Sharp (Nokia) Truly Kerr Global Optics	Huawei ZTE Coolpad Lenovo Oppo Xiaomi Tianyu Sangfei Gionee TCL Sharp Pantech	Carl Zeiss Optika Amscope Olympus	Panasonic Sanyo Liteon Primax Magna Continental Delphi Keyence Autoliv Steel-mate TTE Ricoh Sindoh Silitech Microtek

# Awards and Recognitions



**"Win-win Cooperation award" at the Lenovo's Global Supplier Conference in 2012**



**"2011 Special Contribution Award" by Sony**

**Ningbo City Quality Exporter Award**

**"Excellent Supplier" at "2012 The First Hikvision's Global Suppliers Conference" in Hangzhou**

**Base for Building Standard Evaluation System on Enterprise's Skilled Workers in Zhejiang Province**

**2012 Ningbo Top 100 Enterprises**

**"Most Influential Enterprise in electronic industry of Ningbo City"**

**Huawei Gold Award for Core Supplier for 2012**

**Yulong Coolpad Core Supplier Award**

**2011 Ningbo Top 100 Enterprises in Foreign Trade**

**"2011 Grade A Suppliers" and the award of "2011 Second Prize of EHS Excellent Suppliers" by Samsung Electronics**

**2011 Ningbo Top 100 Leading Enterprises in the Industry**



**Ningbo City Quality Exporter Award**



**Top 10 Most Influential Domestic Equipment Manufacturers 2011**

# Corporate Governance







Sunny Optical Technology (Group) Company Limited  
舜宇光學科技(集團)有限公司

# Outlook and Development Strategies

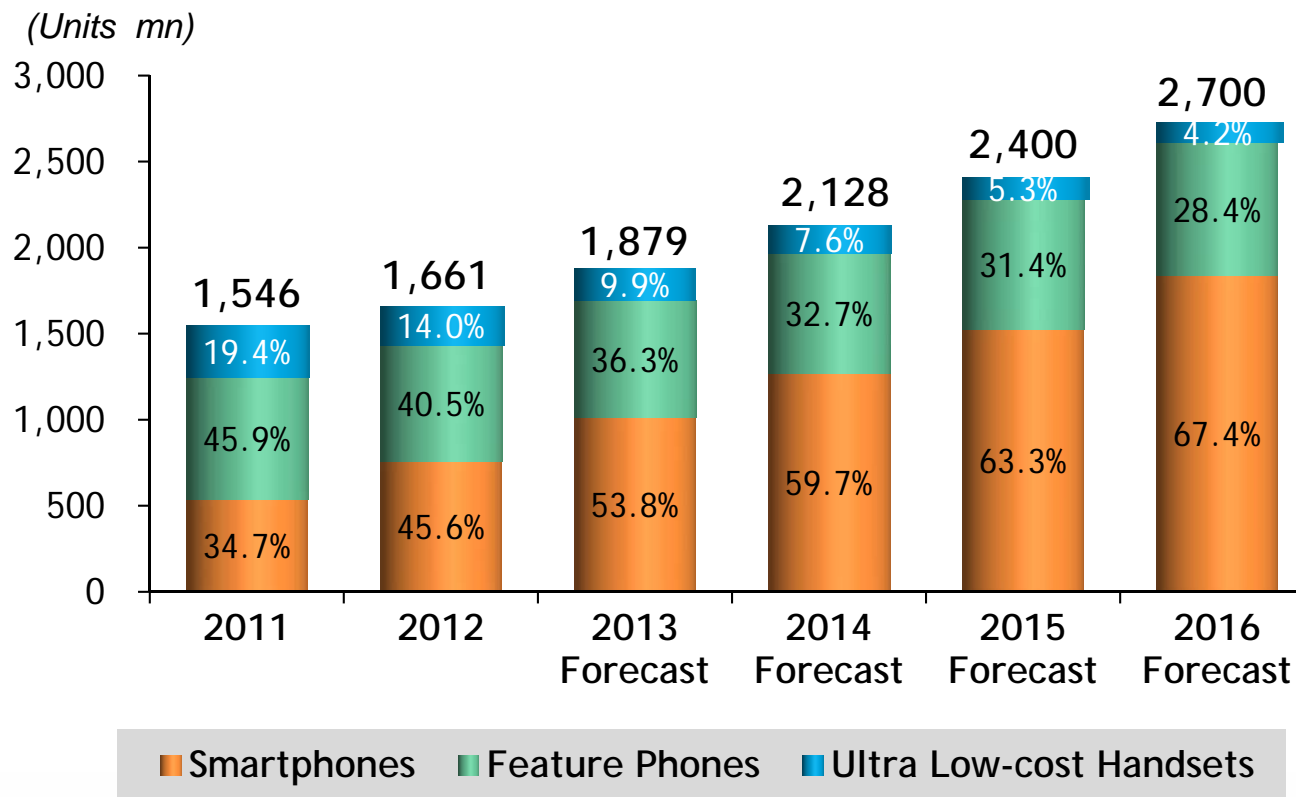




# Make In-depth Exploration and Focus on Existing Businesses



*Global Handsets Market Share by Category  
(2011 - 2016 Forecast)*



Source: Mercury Research & IHS

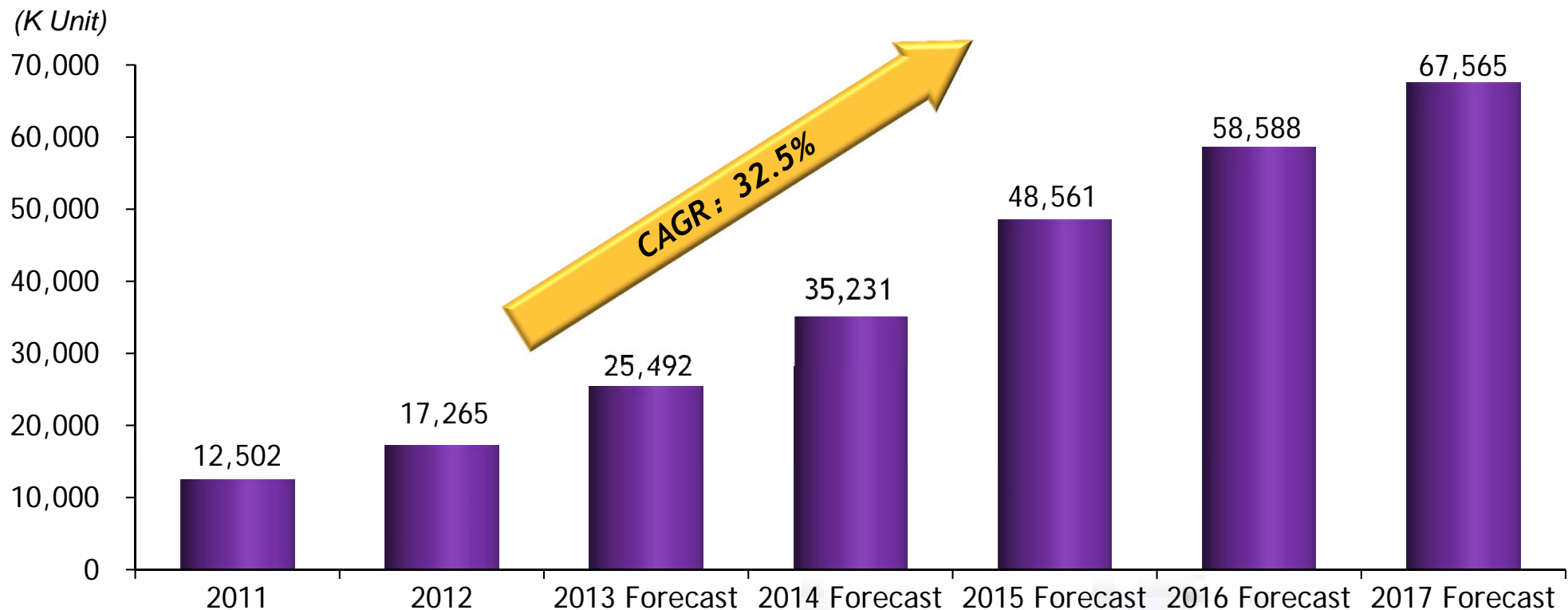
- Invest effective resources, improve international market position, improve product mix and achieve significant breakthrough
- Continue to increase proportion of sales of high-end handset camera modules and handset lens sets and their market shares
- Improving capability of marketing and sales to international customers basing on our U.S. subsidiary
- Deepen "Lean Production" to improve production processes management
- Continue to boost the industrial transfer to ensure stable production of new production base in Xinyang

# Breakthrough Emerging Businesses and Realise a Balanced Development



- Further expand and optimize sales channels of emerging businesses
- Increase sales from vehicle lens sets (Gross Margin > 40%), infrared related products (Gross Margin > 50%), and high-end optical instruments (Gross Margin > 50%)
- Continue to explore new optical applications, especially creative optical applications on mobile devices

## *Global Shipment of Vehicle Camera Lens Modules*



Source: Fuji Chimera Research Institute, Inc. & Mercury Research

# Enhance Management Performance and Facilitate Management Innovation



## **STRENGTHEN MANAGEMENT FUNCTION OF THE GROUP**



- Enhance financial management capabilities
- Further improve the implementation of the SAP system
- Promote processing technology innovation focusing on "automation"

## **STABILIZE CORE WORKFORCE**



- Innovate in enterprise culture and management model
- Improve performance evaluation system
- Improve training system and remuneration system



# Investment Highlights



- 29-year track record, currently the largest camera module producer for smartphones in China
- Well-established for sustainable growth
  - Strong demand for lens sets and camera modules of smartphones
  - Rising contribution from vehicle lens sets (Gross Margin > 40%), >20% market share in the global original market
  - Infrared related products (Gross Margin > 50%) started to contribute to the bottom line
  - High-end optical instruments business is in uptrend (Gross Margin > 50%)
- Abundant opportunities for new optical applications, creative optical applications on mobile devices in particular
- Solid financial position with net cash of approximately RMB510mn as at 31 December 2012 (Net cash per share RMB53.2 cents)
- A constituent stock of MSCI Global Small Cap Indices



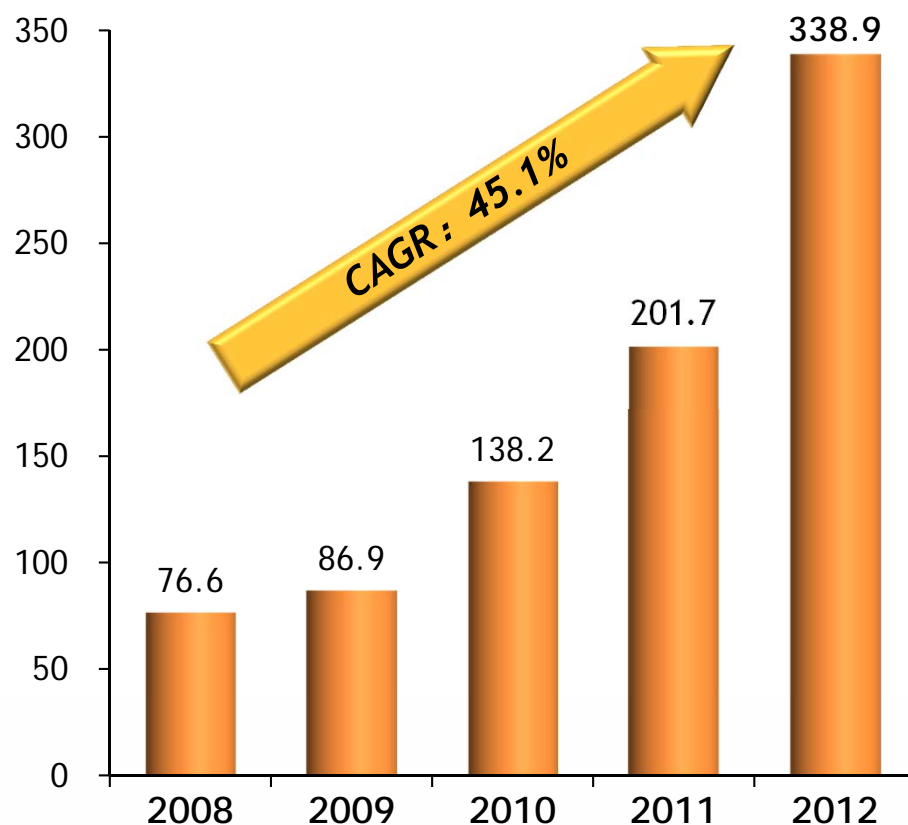
# Investment Highlights



## CONTINUED GROWTH IN NET PROFIT

### Net Profits

(RMB million)

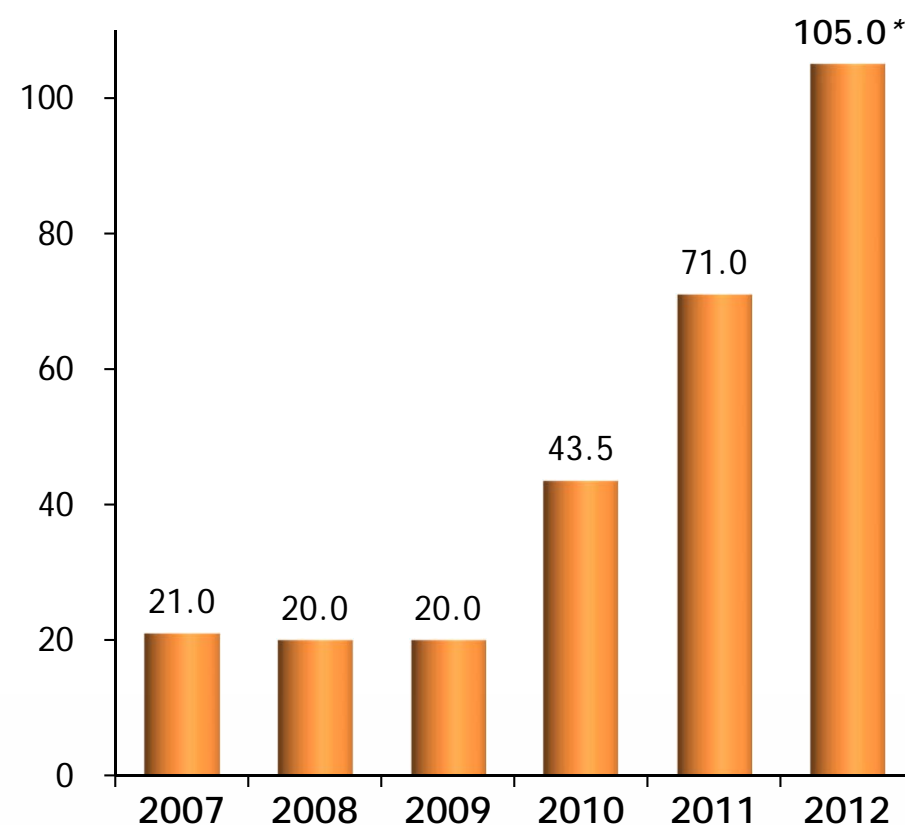


For the year ended 31 December 2012

FINAL DIVIDEND PAYOUT RATIO WAS 20%-30% OF THE PROFIT FOR THE YEAR ATTRIBUTABLE TO OWNERS OF THE COMPANY ACCUMULATED TOTAL DIVIDEND EXPECTED TO REACH RMB280 MILLION SINCE LISTED TO THE END OF 2012

### Dividends

(RMB million)



For the year ended 31 December 2012

\* The Board has proposed a final dividend



Sunny Optical Technology (Group) Company Limited  
舜宇光學科技(集團)有限公司

## Open Forum

### IR Contacts:

Sunny Optical Technology (Group) Company Limited

Email: [idahu@sunnyoptical.com](mailto:idahu@sunnyoptical.com) /  
[jasmine@sunnyoptical.com](mailto:jasmine@sunnyoptical.com) /  
[ir@sunnyoptical.com](mailto:ir@sunnyoptical.com)

Tel: +86 574 6253 8091/  
+852 3568 7038



### Media Relations Contacts:

Porda Havas International Finance Communications Group

Email: [sunnyoptical@pordahavas.com](mailto:sunnyoptical@pordahavas.com)

Tel: +852 3150 6788





Sunny Optical Technology (Group) Company Limited  
舜宇光學科技(集團)有限公司

# Appendix





# Leading Integrated Optical Components and Products Producer



- Established in 1984 and listed on the Main Board of the Hong Kong Stock Exchange in 2007, issued 1 billion shares
- 5 production bases in China with strong technical and manufacturing capabilities
- Strong R & D capabilities, with R & D centers set up in China, Singapore, South Korea, etc.



Zhejiang Headquarters



Zhongshan Production Base



Shanghai Production Base



Tianjin Production Base

## Business Segments

### Optical Components



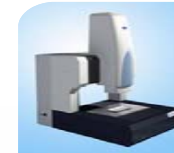
Glass spherical/aspherical lenses, handset lens sets, plane products, vehicle lens sets, infrared lens sets and other lens sets

### Optoelectronic Products



Handset camera modules, smart television video modules, security surveillance cameras and other optoelectronic modules

### Optical Instruments



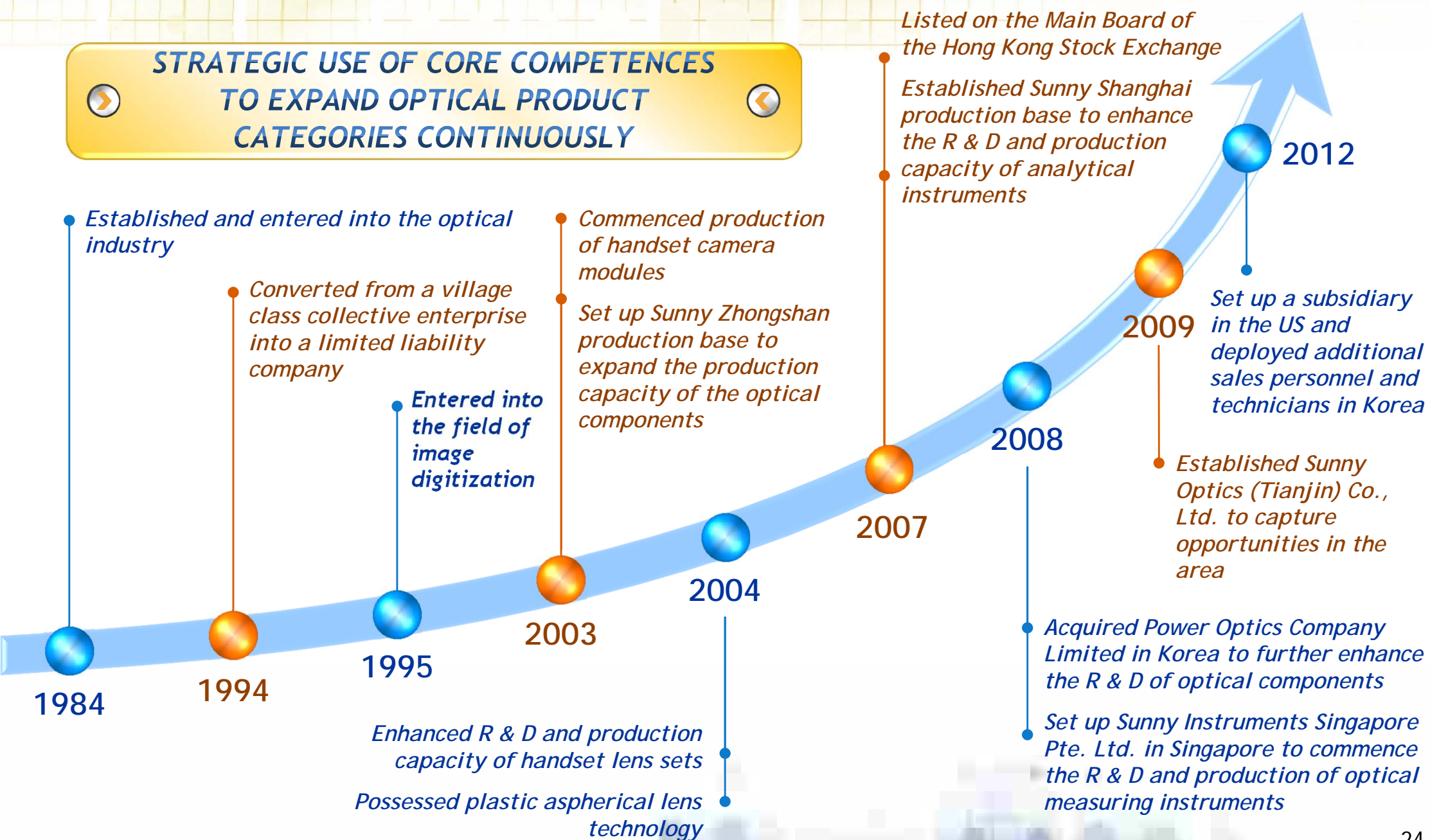
Microscopic, optical measuring and various optical analytical instruments



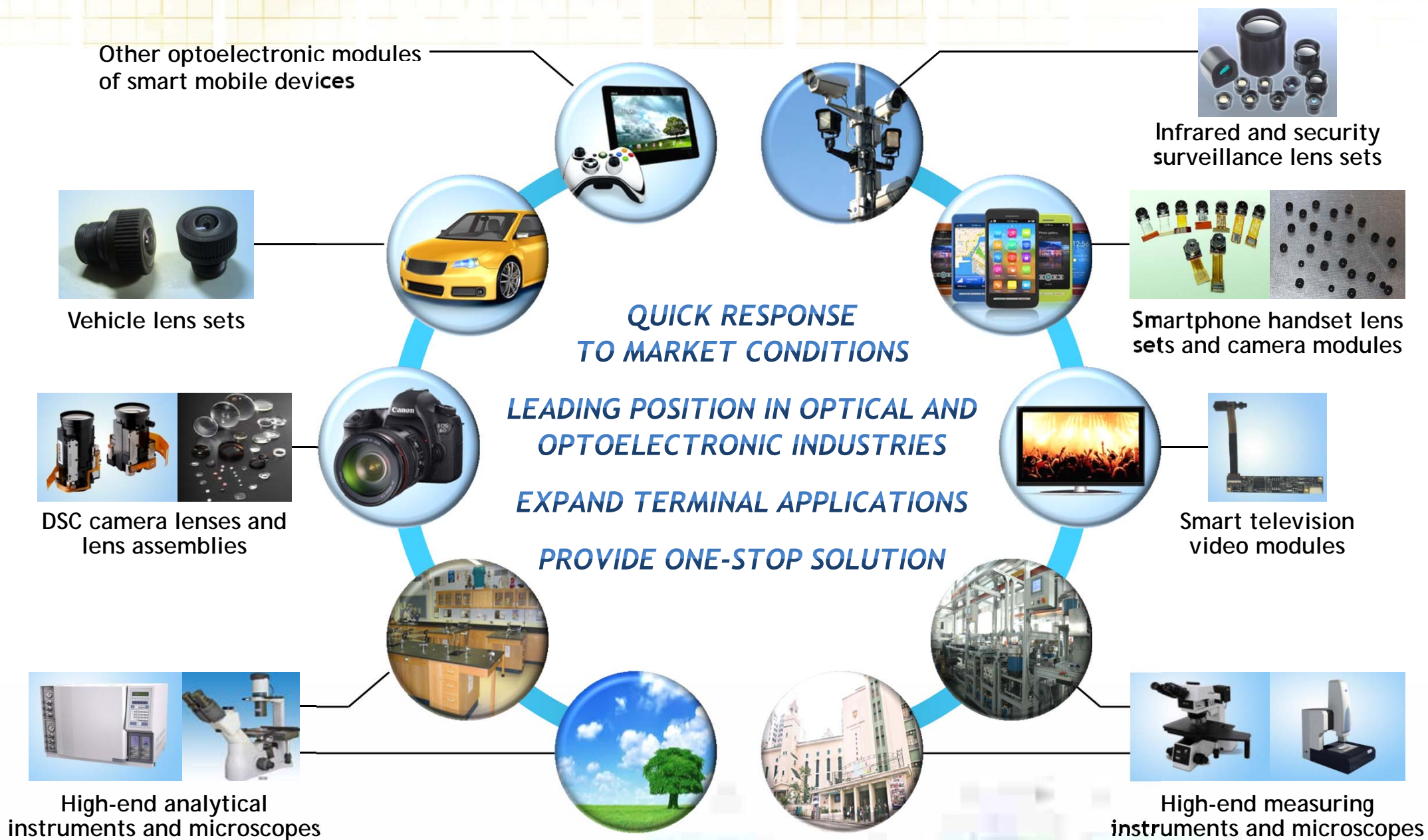
# Growth Story



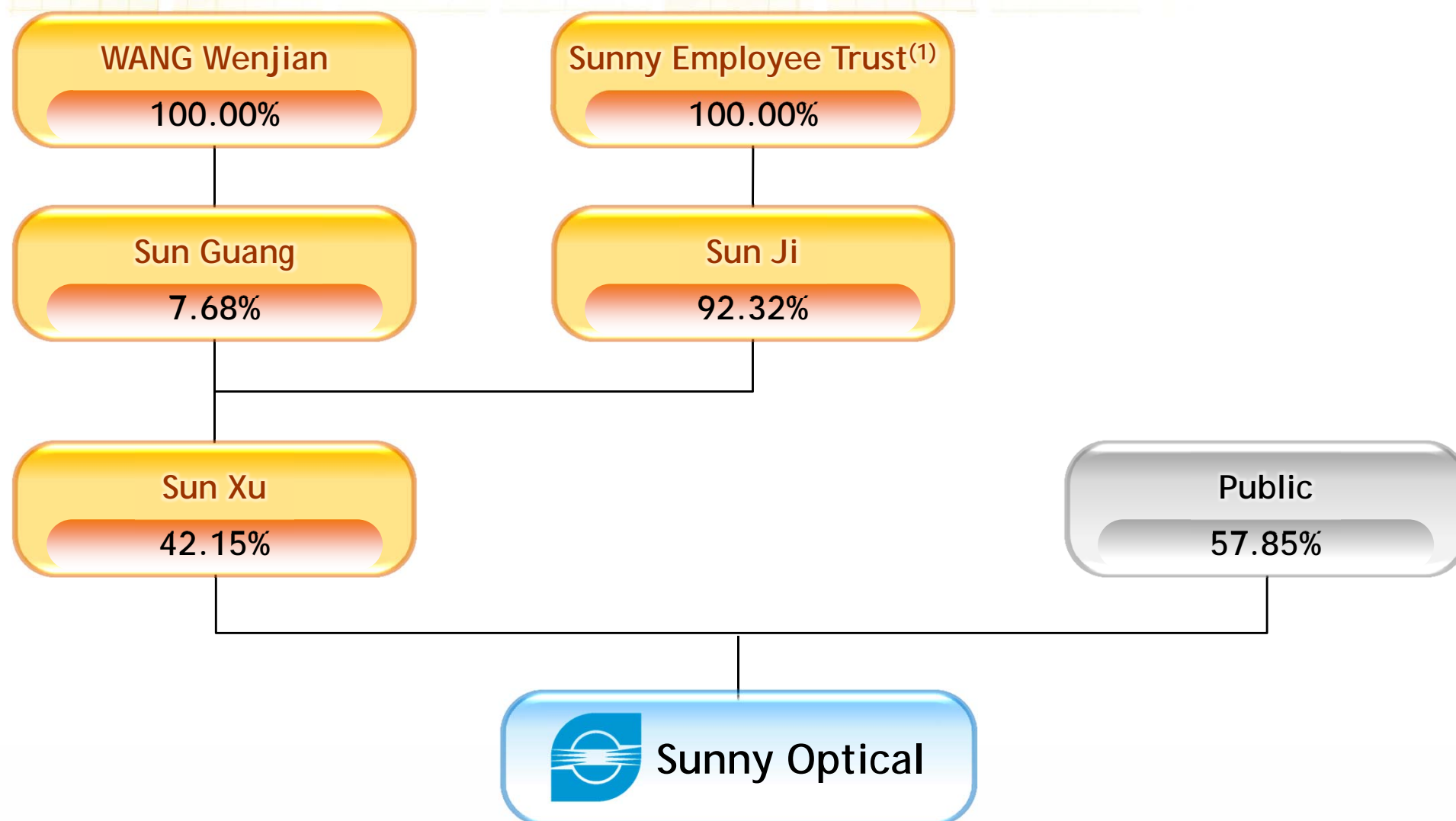
## STRATEGIC USE OF CORE COMPETENCES TO EXPAND OPTICAL PRODUCT CATEGORIES CONTINUOUSLY



# Diversified Application Fields



# Shareholding Structure



(1) Mr. Wang Wenjian, the Honorary Chairman of the Board and non-executive Director of the Company, together with Equity Trust (HK) Limited, hold the entire issued share capital of Sun Ji Limited on behalf of the Sunny Employee Trust.

\* As at 31 December 2012





Sunny Optical Technology (Group) Company Limited  
舜宇光學科技(集團)有限公司

# Thanks!

## IR Contacts:

Sunny Optical Technology (Group) Company Limited

Email: [idahu@sunnyoptical.com](mailto:idahu@sunnyoptical.com) /  
[jasmine@sunnyoptical.com](mailto:jasmine@sunnyoptical.com) /  
[ir@sunnyoptical.com](mailto:ir@sunnyoptical.com)

Tel: +86 574 6253 8091/  
+852 3568 7038



## Media Relations Contacts:

Porda Havas International Finance Communications Group

Email: [sunnyoptical@pordahavas.com](mailto:sunnyoptical@pordahavas.com)

Tel: +852 3150 6788

