



為升電裝工業股份有限公司  
CUB Elecparts Inc.,

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# Cub at a Glance



- Established 1979 in Taiwan
- Went public at 2009 (2231)
  - Capital: 22M U.S.D.
  - CEO : S.C. Arbula / 尤山泉
  - Employees: 450+
- Cub Shanghai Established: 2007

# Product (Switches)

Combination Switch



Seat, Stop light & other switches



Dimmer & Headlight Switch



Power Window Switch



Ignition Switch



# Product (Sensors)



Crankshaft Position Sensor



Camshaft Position Sensor



Vehicle Speed Sensor



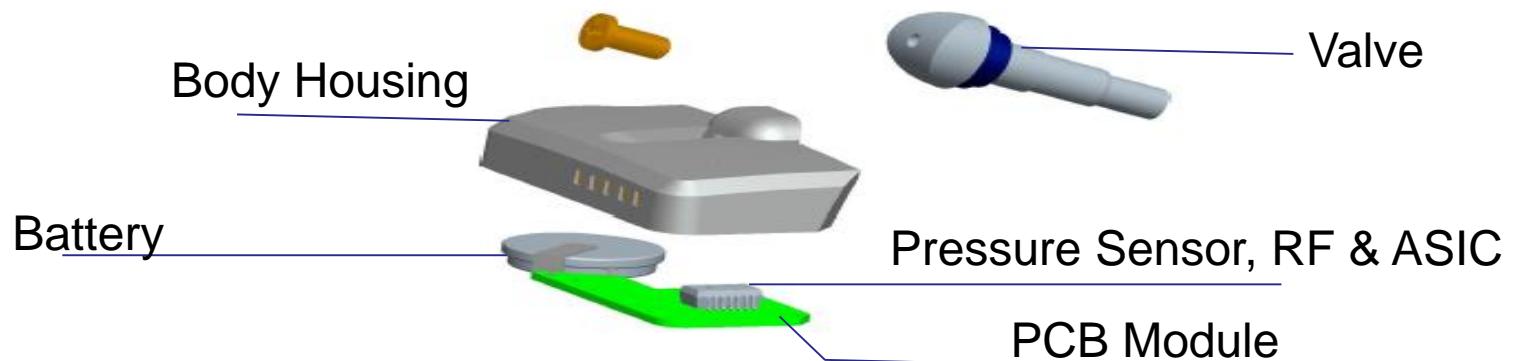
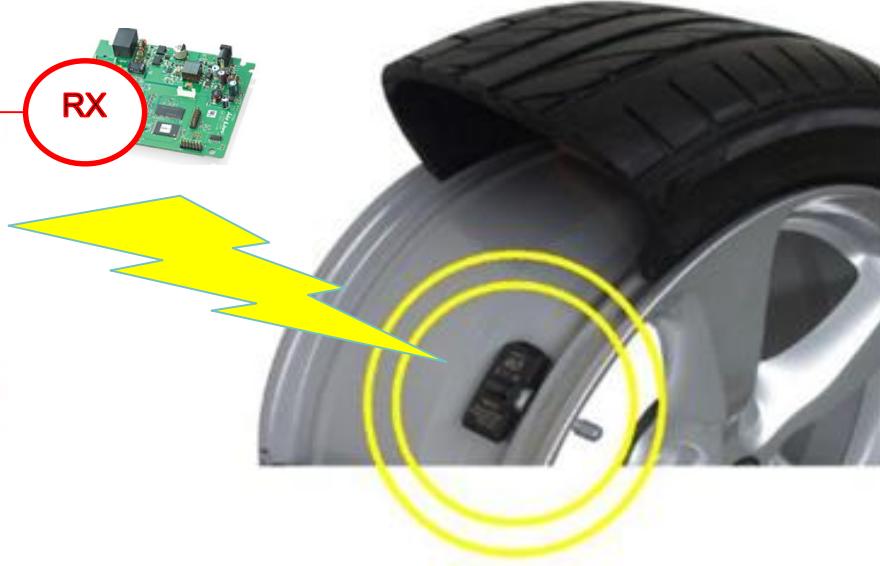
Tire Pressure Monitor Sensor



Oil Pressure Sensor/Sender



# Tire Pressure Monitor System



# TPMS Regulation



**EU Legislation**

- Effective 2012/11/01 New Models
- Compulsory 2014/11/01 All New Cars



Japan is expected to adopt approximately one year after European Union implementation.



**100% New/light vehicle (USA)**



TPMS final rule



Firestone

- 2005, Oct 5 \* 20% (Phase-in 1)
- 2006, Sep 1 70% (Phase-in 2)
- 2007, Sep 1 100%

2000 2005 2006 2007 2012 2013 2014 2015 2016



Taiwan

- ✓ 2014/11/01 Newly Models
- ✓ 2016/07/01 All New cars



Korea

- 2013/01/01 Newly Models
- 2014/06 All new cars

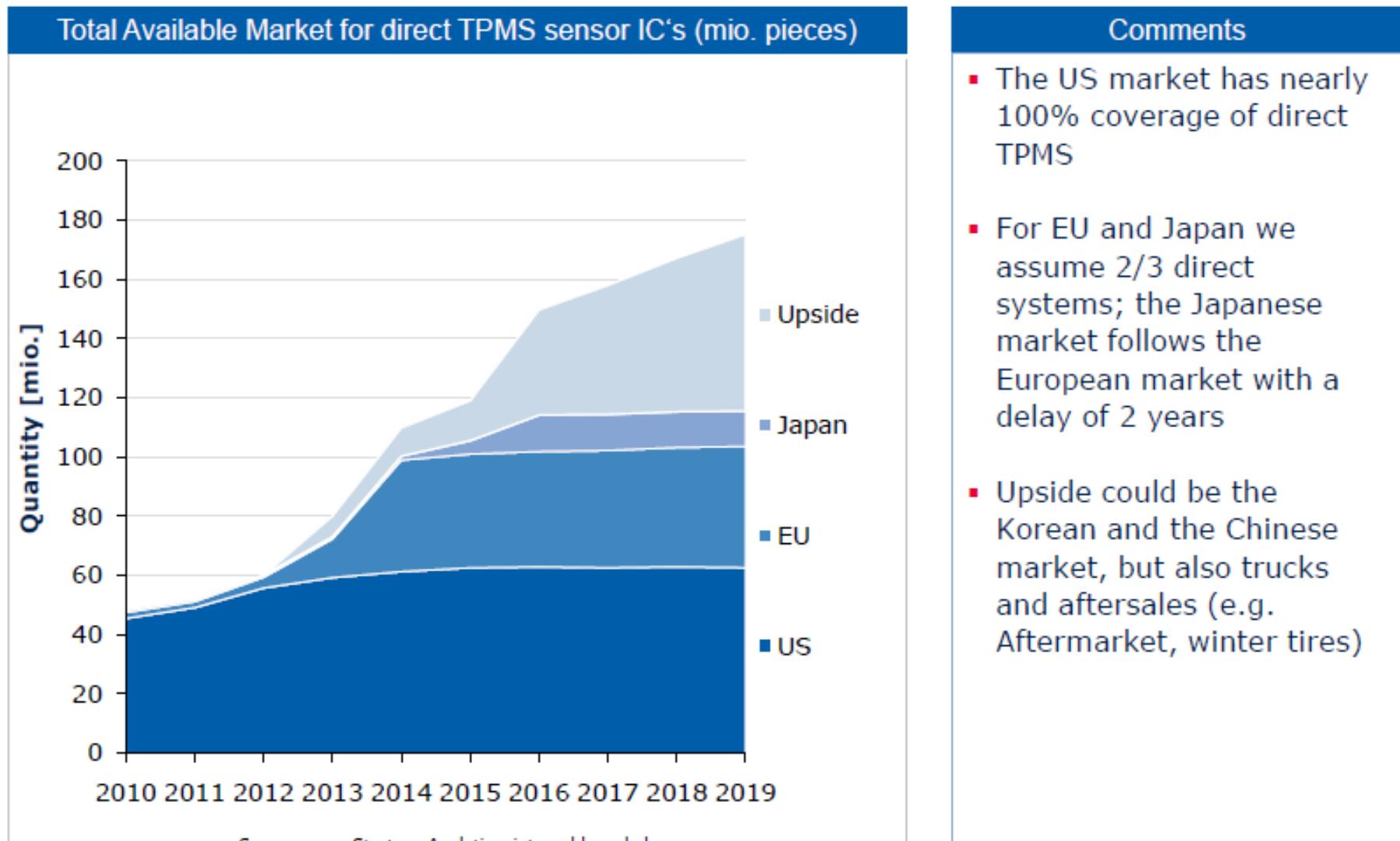


**China Legislation**

GB T26149-2010

- 2015 Newly Models, plan
- 2016 All new cars, plan

# Total Available Market



# Sensors on the Road



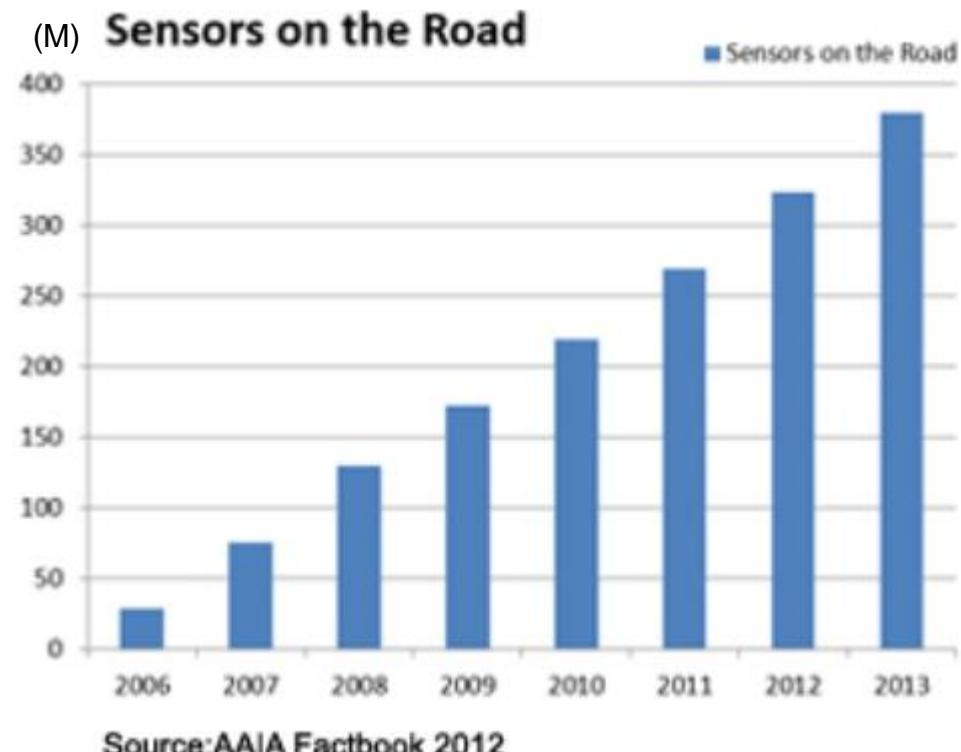
## Polk Finds Average Age of Light Vehicles Continues to Rise

Aging fleet creates new challenges for Aftermarket; Polk forecasts more than 260 million light vehicles in operation by 2018

TUESDAY, AUGUST 6, 2013

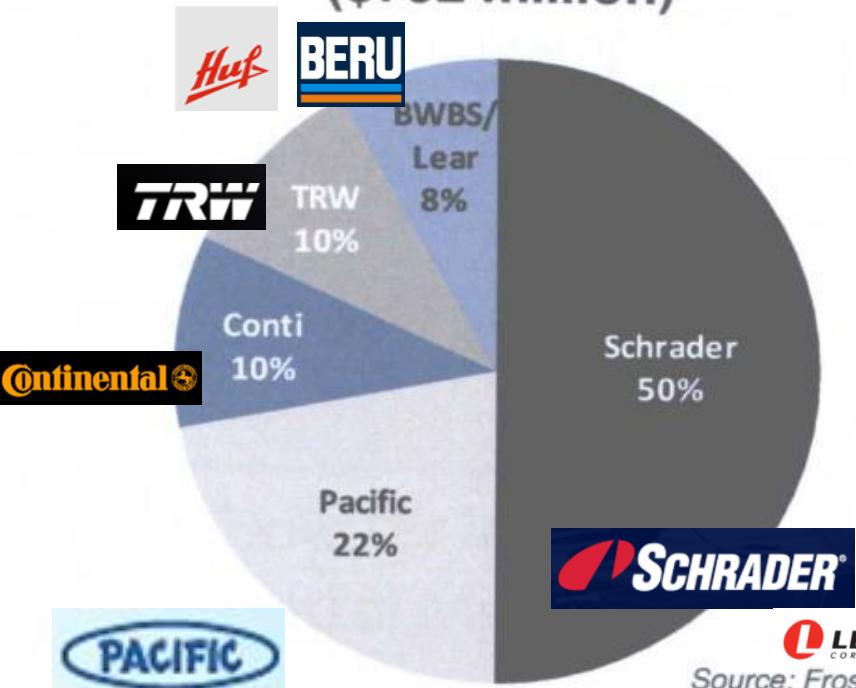
**SOUTHFIELD, Mich.** (August 6, 2013) – The U.S. vehicle fleet population is changing, a shift that gives way to significant opportunities for certain automotive aftermarket segments according to Polk, the global automotive market intelligence firm recently acquired by IHS (NYSE: IHS).

As part of its analysis, Polk reports the average age of all light vehicles on the road now stands at a record high of 11.4 years, based on review of over 247-million U.S. car and light truck registrations earlier this year. For passenger cars, average age also met a record high at 11.4 years, while the average age of light trucks also increased to a record 11.3 years. Polk expects this trend to continue, while a shift in the fleet of vehicles in operation (VIO) is underway.



# TPMS Providers

## 2009 NAFTA OE Direct TPMS Market (\$752 million)



More than 200 SKU OE sensor  
Increasing every year.....



Source: Frost & Sullivan

# Service Problem in Tire Store



Tire & wheel have international standard.  
Standard tire can be fitted for all vehicle.



>200 TPMS part numbers in USA  
Different car need different sensor.  
Huge sensor stock in tire shop.

Small tire dealer will lose tire customer,  
if they can't handle TPMS problem.



CUB introduce 1<sup>st</sup> universal TPMS  
solution to solve problem.



# Gen.3- PUR-TPMS

Programmable  
Universal  
Replacement

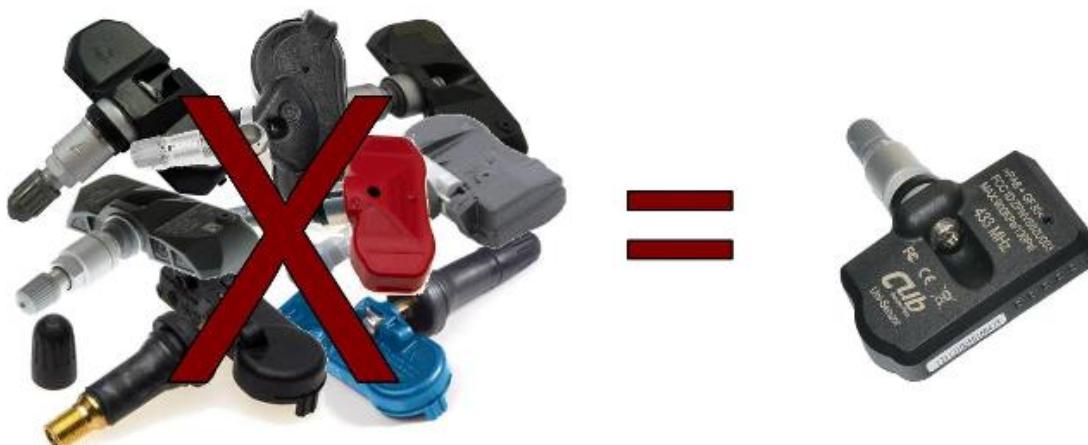
One tool + One 315 MHz sensor = All 315 Sensor  
+ One 433 MHz sensor = All 433 Sensor

2 sensors to cover all TPMS application



# Lower Stock, Lower Inventory Risk

UNI SENSOR



# SENSOR AID



- Programming
- Diagnostic
- Copy ID (EZ relearn)
- Internet Update
- High CP Value

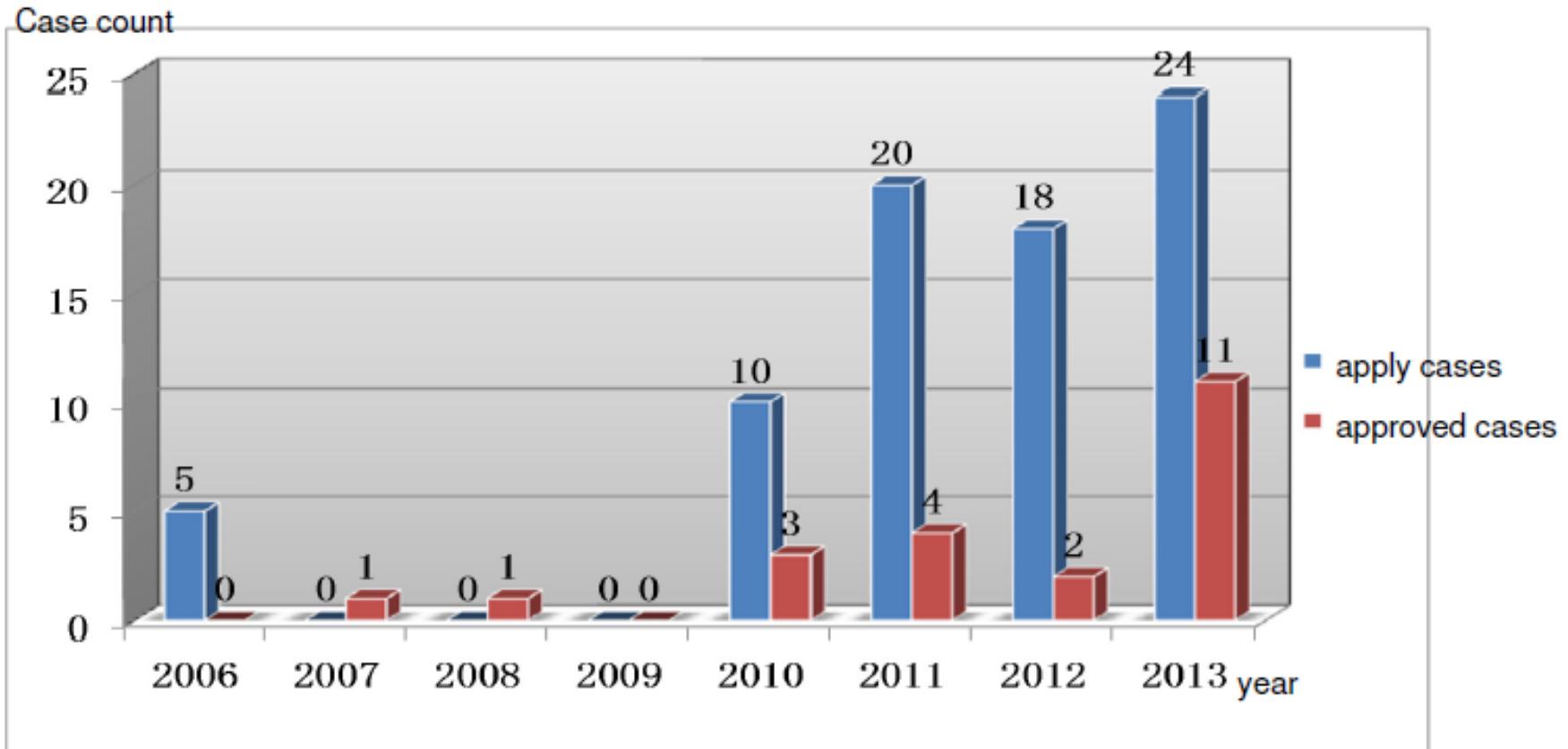


# TPMS Roadmap



2007      2008      2009      2010      2011      2012      2013      2014      2015<sub>14</sub>

# Patents



# Quality

We follow SAE J2657, GMW 15752 & FCC to test our product & also tested it in U.S. 3th party. ([Lab: Smithers Scientific Services](#))  
Production control follow TS16949.

## FCC CERTIFICATION RADIO MEASUREMENT TECHNICAL REPORT

On Model Name: PUR-TPMS

Model Number : PUR-07N01

Trademark : 

FCC ID : VVF49D040

IC Number : 7506A49D040

## SAE J2657

## Tire Pressure Monitoring Systems for LDHV



|   |  |                                       |          |
|---|--|---------------------------------------|----------|
|  | <b>WORLDWIDE<br/>ENGINEERING<br/>STANDARDS</b> | Test Procedure<br>Electrical Function | GMW15752 |
|---|--|---------------------------------------|----------|

Tire Pressure Monitoring Systems Test

# 2012、2013 Financial Statement of CUB

| Unit: K/NID       | 2012Q1  |     | 2012Q2  |     | 2012Q3  |     | 2012Q4  |     | 2012      |     | 2013Q1  |     | 2013Q2  |     | 2013Q3  |     | 2013Q4  |     | 2013      |     | YOY |
|-------------------|---------|-----|---------|-----|---------|-----|---------|-----|-----------|-----|---------|-----|---------|-----|---------|-----|---------|-----|-----------|-----|-----|
|                   | Amount  | %   | Amount  | %   | Amount  | %   | Amount  | %   | Amount    | %   | Amount  | %   | Amount  | %   | Amount  | %   | Amount  | %   | Amount    | %   | %   |
| Net sales         | 290,184 | 100 | 359,180 | 100 | 345,088 | 100 | 343,788 | 100 | 1,338,240 | 100 | 333,067 | 100 | 363,867 | 100 | 366,670 | 100 | 435,338 | 100 | 1,498,942 | 100 | 12  |
| COGS              | 187,499 | 65  | 225,173 | 63  | 206,543 | 60  | 201,940 | 59  | 821,155   | 61  | 193,679 | 59  | 204,484 | 56  | 210,289 | 57  | 243,640 | 56  | 852,092   | 57  | 4   |
| Gross Profit      | 102,685 | 35  | 134,007 | 37  | 138,545 | 40  | 141,848 | 41  | 517,085   | 39  | 139,388 | 41  | 159,383 | 44  | 156,381 | 43  | 191,698 | 44  | 646,850   | 43  | 25  |
| Operating Expense | 44,463  | 15  | 54,289  | 15  | 57,469  | 17  | 59,421  | 17  | 215,642   | 16  | 58,977  | 18  | 60,601  | 17  | 58,868  | 16  | 56,098  | 13  | 234,544   | 16  | 9   |
| Operating Profit  | 58,222  | 20  | 79,718  | 22  | 81,076  | 23  | 82,427  | 24  | 301,443   | 23  | 80,411  | 23  | 98,782  | 27  | 97,513  | 27  | 135,600 | 31  | 412,306   | 28  | 37  |
| Profit Before Tax | 53,628  | 18  | 82,731  | 23  | 75,589  | 22  | 82,387  | 24  | 294,335   | 22  | 91,668  | 26  | 105,893 | 29  | 91,078  | 25  | 142,165 | 33  | 430,804   | 29  | 46  |
| Profit After Tax  | 46,218  | 15  | 70,763  | 20  | 66,241  | 19  | 68,271  | 20  | 251,493   | 19  | 79,178  | 22  | 92,198  | 25  | 76,321  | 21  | 117,946 | 27  | 365,643   | 24  | 45  |
| EPS               | 0.75    |     | 1.16    |     | 1.09    |     | 1.13    |     | 4.13      |     | 1.29    |     | 1.51    |     | 1.25    |     | 1.95    |     | 6         |     |     |