

DBTEL

DBTEL Incorporated

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10/21/2003



Outlines

- I 、 Introduction of DBTEL group
- II 、 Corporate culture & operation philosophy
- III 、 Brand strategy
- IV 、 Development status of sales channel
- V 、 Growth process of DBTEL brand
- VI 、 Positioning of DBTEL group



I、Introduction of DBTEL group



DBTEL PROFILE

Milestones

- 1979: DBTEL INC. Established in Taipei
- 1988: Malaysia Plant established
- 1990 : First Cordless phone shipment
- 1991: DBTEL listed on the OTC stock exchange
- 1993: Shanghai Plant established
- 1993 : First Caller ID phone shipment
- 1996: First Multifunction inkjet plain paper fax machine shipment
- 1997 : First SST(900MHz cordless phone) shipment
- 1997 : First DECT (1.8GHz digital cordless phone)shipment
- 1998: First GSM handset shipment
- 1998 : First Wireless Lan card shipment
- 1999: Became world-wide No.3 market share in DECT
- 2001: Reached the first 10M sets GSM shipment
- 2001: Started DBTEL brand in China
- 2002/11: Achieved 5% market share in China
- 2003/09: Achieved 11% market share in China

Total employee:10,687(09/2003), Superiority in production capability
4 Quality certificates(ISO9000, IS14000, TL9000, BABT)
3 Quality awards in China in 2002 (CQP, 2AQIs)
3 No. 1: GSM OEM, China sales quota, DBTEL brand





OEM phase (1979 ~ 2001/06)

DBTEL INC. a Taiwan based company, established in 1979 is the only Taiwan company focusing on the terminal devices of telecomm over 24 years. With abundant experience in R&D and manufacturing, DBTEL wins many Taiwan No. 1 :

CT0 TW No.1 、 SST TW No.1 、 DECT TW No.1

- First GSM OEM manufacturer (In 1998 Motorola's first choice)
- GSM OEM 1999 shipment No.1 in Taiwan ◦
(Handsets shipment reaches 1.7 million pieces in 1999)
- No.1 of world class OEM of terminal telecom. devices

America :

AT&T AVAYA BellSouth GE
GTE Lucent Motorola
Nortel NWB SWB

Europe :

Alcatel BT DT
Ericsson FT
Philip Siemens



Brand phase (2001/07 ~ present)

- Because the lack of autonomy of OEM business model and the full accumulation of R&D, design, sales capability, DBTEL has decided to implement the DBTEL brand strategy and target China as the home market since 2001. It has been over 2 years.
- GSM handsets brand shipment Taiwan No. 1 (2002 shipment reached 2.12 million pcs; 2003 up to Sep. shipment is 2.86 million pcs).



II 、 Corporate culture & operation philosophy

DBTEL

- ❑ Corporate culture : Determination 、 Practicality 、 Diligence 、 Innovation 、 Dedication 、 teamwork
- ❑ 24 years experiences in telecom. products manufacturing (100Mset telecommunication terminal equipments)
- ❑ Our management philosophy is to do things in a solid manner and to cement peaceful relations by upholding good faith – Just like the trees grow up in the “arctic” zone
- ❑ Strategic marketing driven company
- ❑ R&D expense : For the past 10 years, the average R&D expense was over 5% of annual revenue.
- ❑ Zero bank debt – 2002/7/15 Asia week: the lowest liability rate in top 1000 enterprises in China, HK and Taiwan



III 、 Brand strategy

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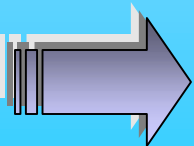
- DBTEL : To satisfy the most customers' needs and provide the handsets with 5 greatness.
- Dbtel international (fashion premium collection): The premium of handsets; the brand of handsets.
- Dbtel collection (classic collection) : Symbol of social identity; the collection of handsets. (Limited edition).



Logo segment factors

The factors to distinguish DBTel logos:

- **Taste**
- **Stylish**
- **Packaging**
- **Price**
- **Slogan**
- **Market segment (end-users)**
- **The differential functions**



Three DBTel logos to identify the different target consumers and marketing strategies

DBTEL

Logo #1: DBTEL gives you more

We give you more design!

We give you the best price!

We give you more features!

We give you the best quality!

We give you more services!



DBTEL

Logo #2: Dbtel International

- Much more than just technology and functionality
- Brings a new freedom to today's mobile world
- Sophisticated mobile technology offers you the freedom to express who you are

FOR

Your personality, your tastes, & your dreams



DBtel Set Me Free



Exquisite Collection of DBTEL

- ❑ Brand Positioning: Especially for the “Grand Monde” and “Fashion-elite”, DBTEL presents a premium mobile collection with a diamond design service to fulfill any phone connoisseur’s desire
- ❑ Brand Equity: Provide the “Grand Monde” an unique opportunity to own a tailor-made diamond handset based on personal preference

Dbtel
MOBILE COLLECTION



IV 、 Development status of sales channel

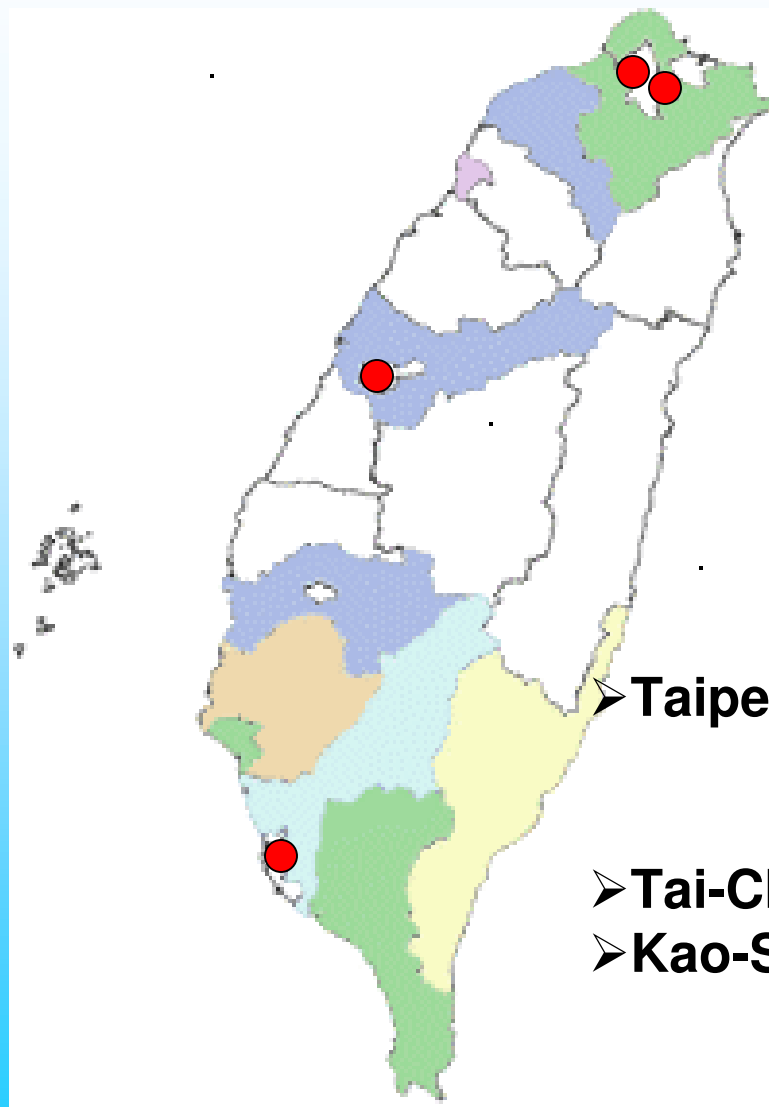
DBTEL DBTEL marketing & sales in China

DBTEL 迪比特手机中国大陆行销地图

销售分公司网络 售后服务网点 迪比特销售办事处



DBTEL DBTEL marketing & sales in Taiwan



➤ Taipei: DBTEL Distribution Inc.,
Dbtel Collection store

➤ Tai-Chung branch office

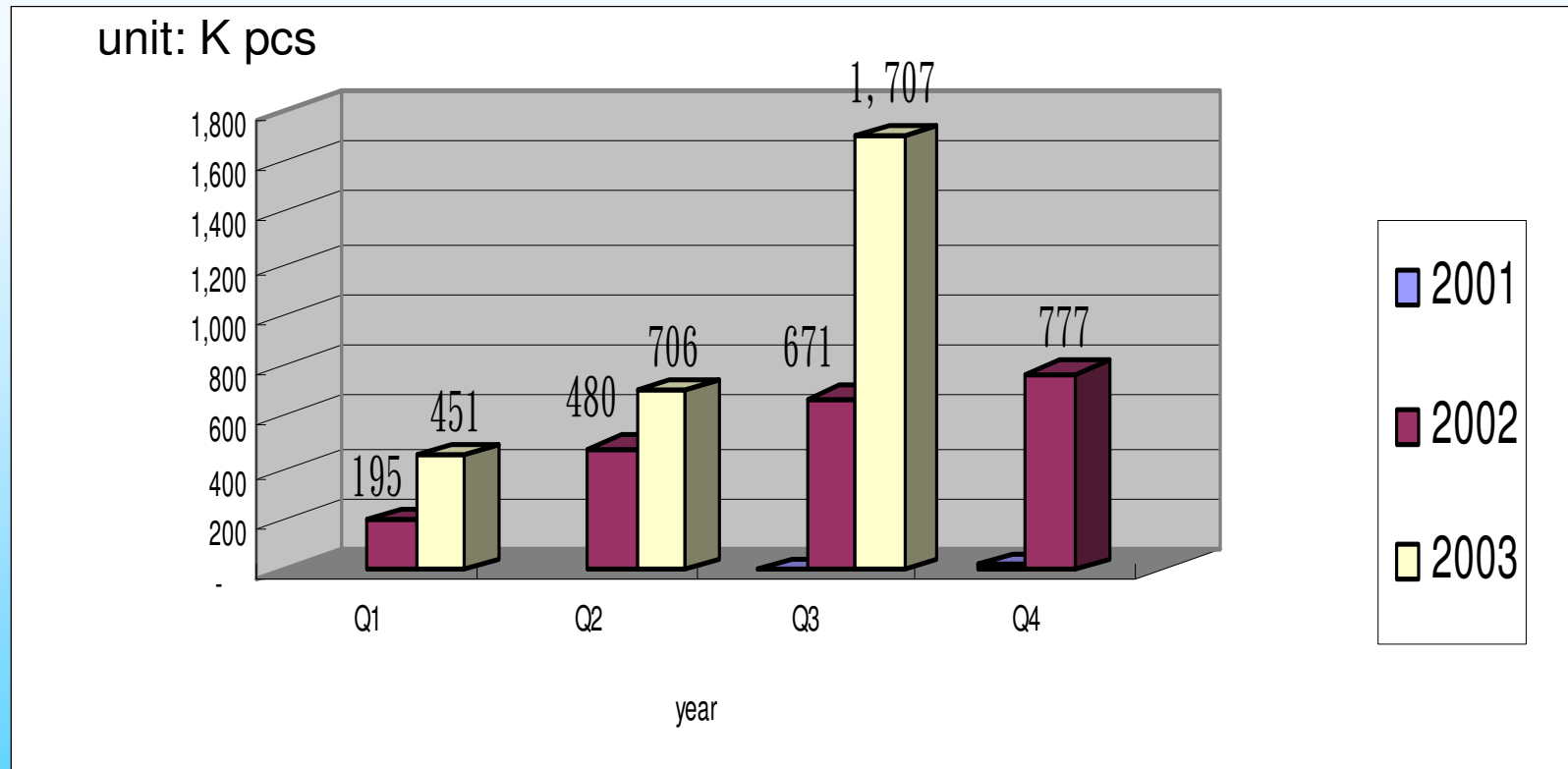
➤ Kao-Shung branch office



V 、 Growth process of DBTEL brand



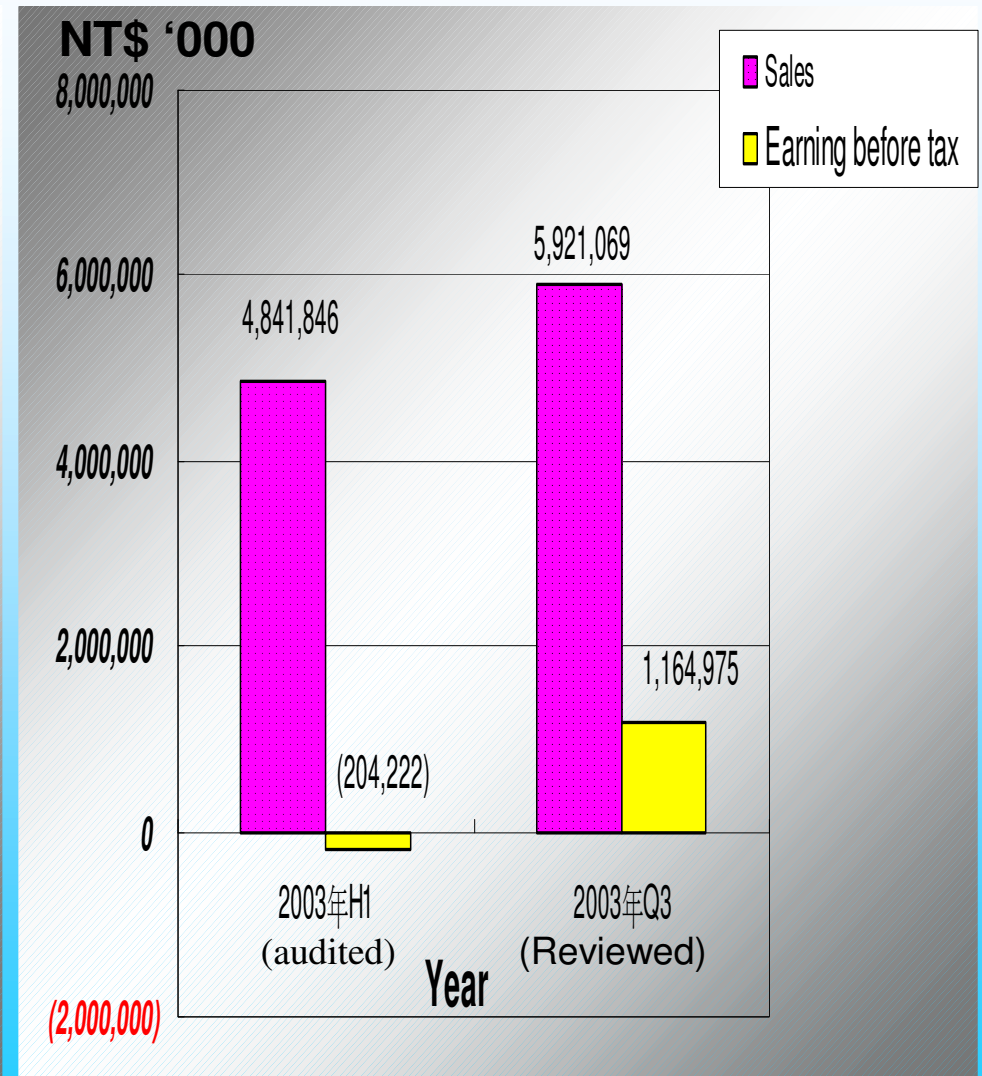
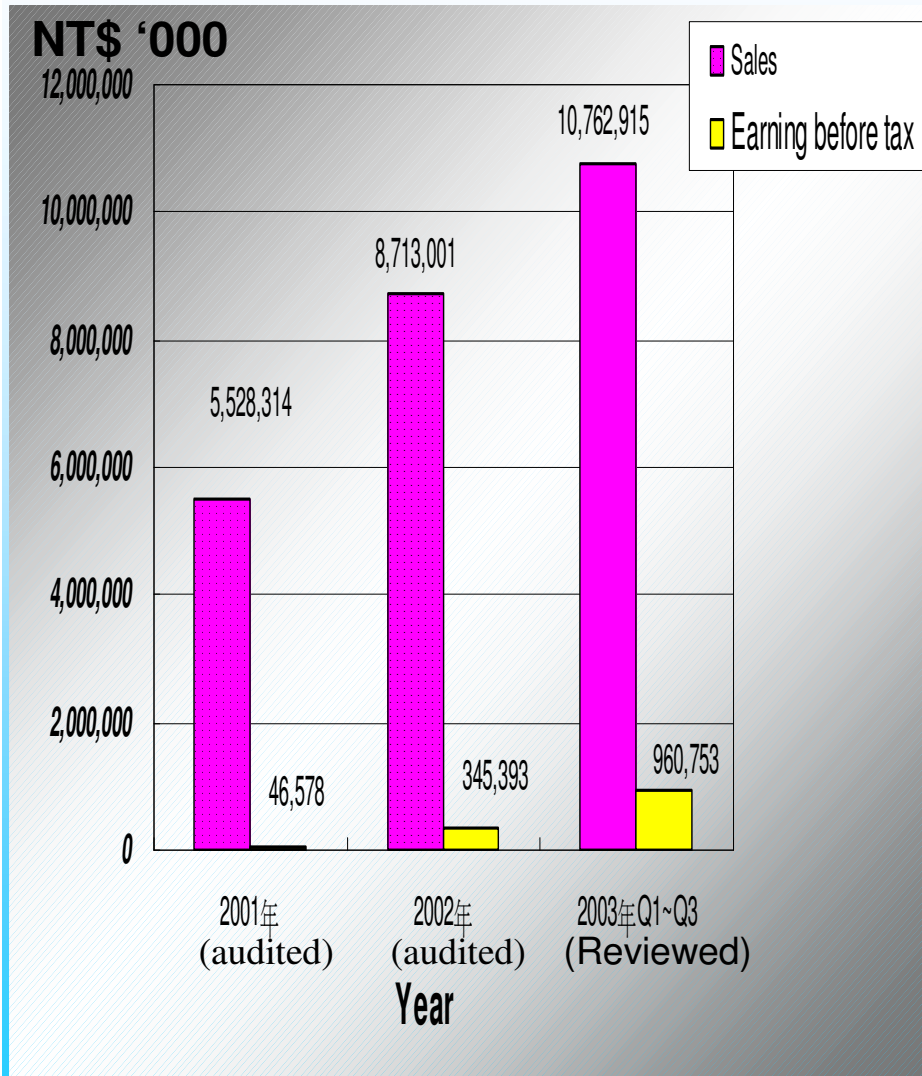
2001 Q3 ~ 2003 Q3 Status of handsets sales



- In the aspect of brand marketing, DBTEL has won the battle.
- For the past 24 years of accumulation, DBTEL performs the initial victory of brand and turns in a pretty good record.



Consolidated revenue and pre-tax earning

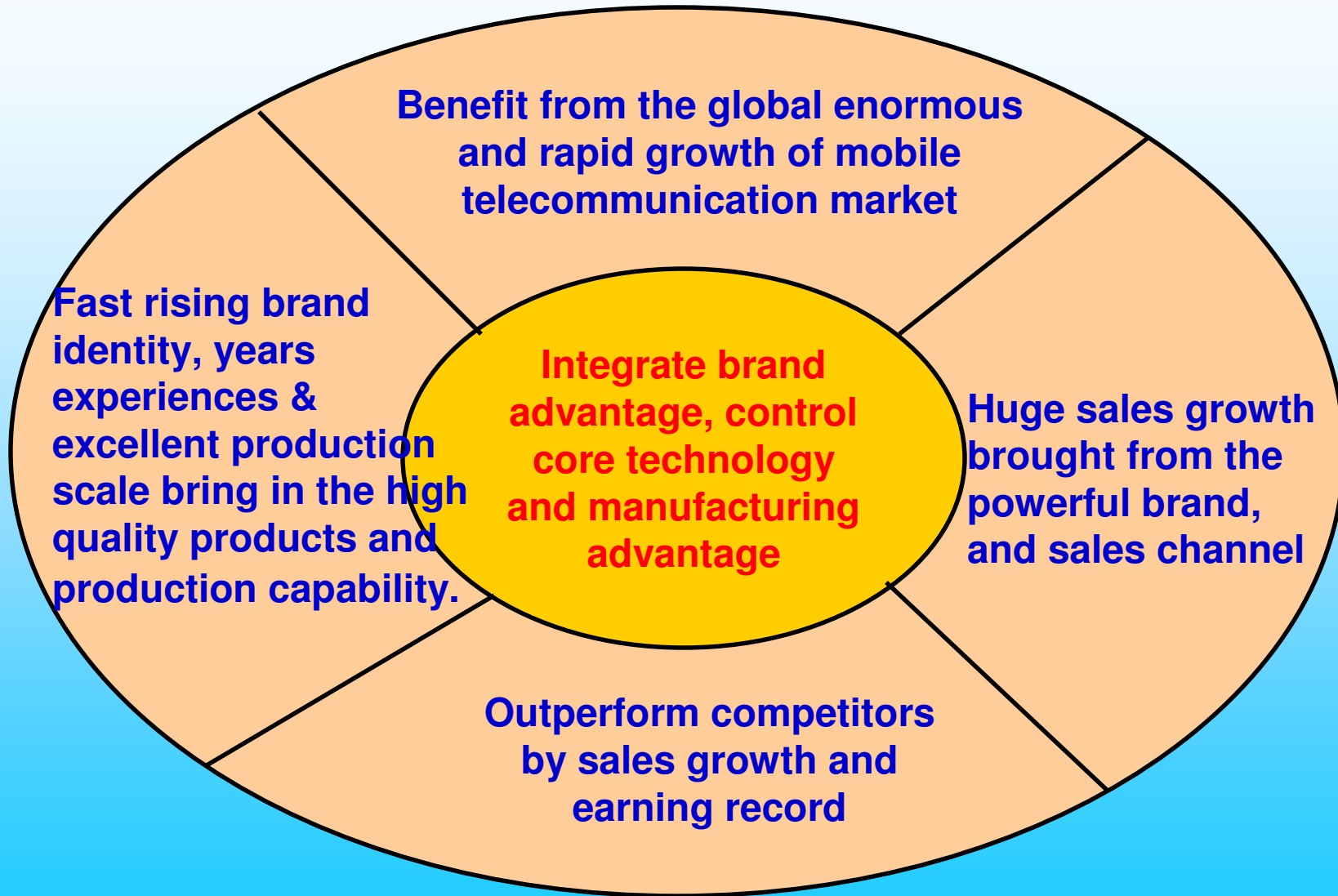




VI、Positioning of DBTEL group



Become the most prestigious global brand



DBTEL

Thank you for your attention

