

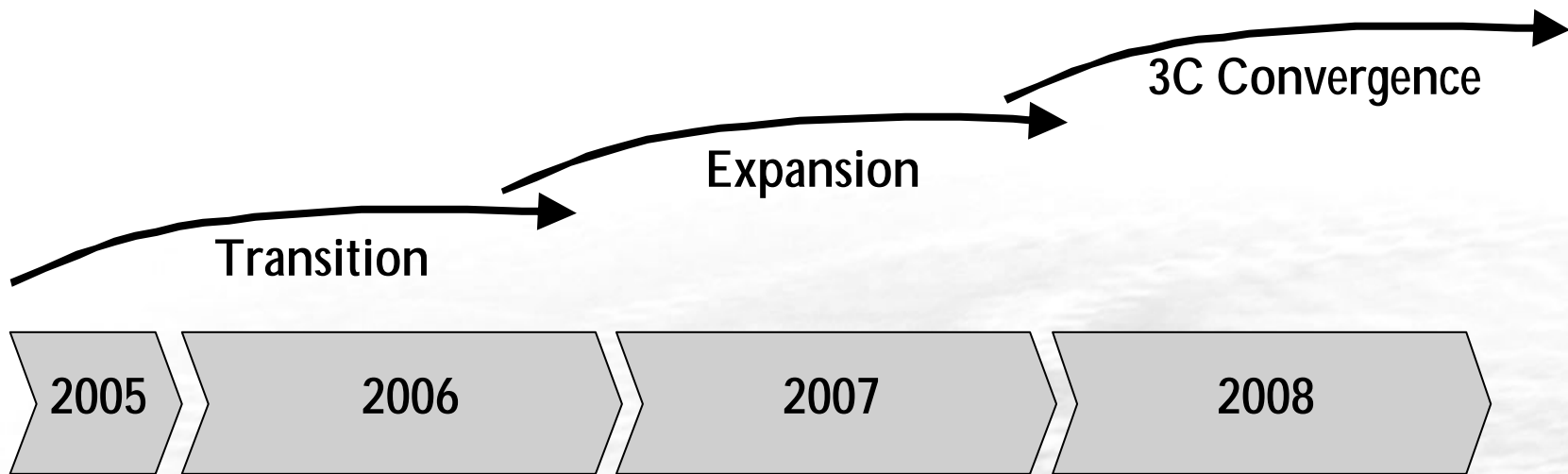
# BenQ Mobile Looking Ahead

Marco Stülpner

R&D Board, Munich

March 13, 2006

# First BenQ Mobile has to turn around its business



- Drive topline
- Stabilize market share
- Reduce cost
- Focus and simplify

- Enhance portfolio

- Establish BenQ Mobile as driving force in 3C convergence

# In 2006 BenQ Mobile's main objective is on creating value with profitability before market share

**Drive top line**

**Stabilize market share**

**Reduce cost**

- **New positioning**
  - Successful three-step BenQ-Siemens brand introduction based on the complementary partnership
  - Strengthened product portfolio enables BenQ Mobile to raise ASP and improve top line results
  - Capitalizing on design trends towards slim line phones and authentic materials
- **Restored customer confidence** demonstrated by product listings
- **Cost reduction**
  - Implementing a persistent cost management to realize cost savings across the value chain
  - Reduced functional costs by more than 100 Mio € (YoY quarterly run rate)