Corporate presentation 2013

August 2013
Corporate Overview
Established in 1986 with a vision to make technology affordable and to provide an unmatched network experience for everyone.
## FY2012 Revenue USD $1,096 million*

<table>
<thead>
<tr>
<th>Founded 1986 in Hsinchu, Taiwan, D-Link is publicly traded on the TSEC (Taiwan) and the NSE (India) stock exchanges</th>
<th>189 sales offices in 67 countries, over 2,714 employees worldwide, regional warehouses in 15 countries; over 300 R&amp;D personnel and 38 RMA centres globally</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>D-Link is a global market leader:</strong> Wireless LAN with 33% market share *</td>
<td><strong>D-Link featured in Gartner’s Magic Quadrant for Wireless LAN Infrastructure, positioning the company amongst the industry’s elite vendors of Wireless LAN solutions</strong></td>
</tr>
<tr>
<td>Ethernet Switching with 16.5% market share **</td>
<td></td>
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</tbody>
</table>


# Our core values

<table>
<thead>
<tr>
<th>Innovation:</th>
<th>Ease:</th>
</tr>
</thead>
<tbody>
<tr>
<td>designing award-winning, first-to-market products that are based on industry standards that connect you to more</td>
<td>developing products with our customers in mind. Products that are easy for consumers to install and use confidently. Products that reduce network complexity for businesses, while offering more capability and interoperability. Products for everyone that deliver quality and reliability</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Value:</th>
<th>Flexibility:</th>
</tr>
</thead>
<tbody>
<tr>
<td>providing consumers, businesses, service providers and channel partners with the best technology solutions. We also ensure customers get superior products, with the richest capabilities and smartest technologies at an affordable price</td>
<td>an extensive product portfolio that provides our customers with the flexibility to adapt, integrate and grow their technology solutions</td>
</tr>
</tbody>
</table>
Global Connections: Alliances
Global customers

- Hospitality
- E-tailer
- Telecom
- Government
- Retail
- Education
- Health Care
- Enterprise

Logos of various companies and organizations are depicted within each category.
Our organisation

- Global presence, local knowledge
- Effective and efficient organisational structure
- Knowledge-based regional leadership
Our global presence

189 local sales offices in 67 countries with over 2,700 employees. Regional warehouses in 15 countries; over 390 R&D personnel and 4 RMA centres around the globe.
Revenue (Consolidated)

- IPO in Taiwan
- Started OEM Business
- Commencement of China Factory
- Start of B.B and WLAN
- Carve-out of OEM, Brand only
- $1 B Business
- Global Financial Crisis

Revenue

- 103 (2000)
- 133 (2001)
- 159 (2002)
- 208 (2003)
- 394 (2005)
- 510 (2007)
- 584 (2008)
- 745 (2009)
- 810 (2010)
- 918 (2011)
- 1012 (2012)
- 1047 (2013)
- 1069 (2014)
- 1103 (2015)
- 1096 (2016)

Revenue (Consolidated)
Revenue Breakdown: FY2012

FY2012 Revenue
USD $1,096M

by Region
- North America: 15%
- Europe: 20%
- Emerging Markets & APAC: 65%

by Product
- WLAN: 37%
- Broadband: 17%
- Switch: 29%
- Digital Home: 12%
- Others: 5%
Leading in Wireless LAN Stand-Alone Access Points

#1 WLAN Stand-Alone Access Points: Enterprise Market, Unit Shipments, Worldwide, 2012

- D-Link: 33.0%
- Cisco: 20.2%
- HP: 9.3%
- Netgear: 9.0%
- Linksys: 8.9%
- Others: 19.6%

Leading in Ethernet Switches

#3 Enterprise Ethernet Switched: Port Shipments, Worldwide, 2012

- Cisco: 34.2%
- D-Link: 16.5%
- HP: 18.6%
- Netgear: 8.6%
- Others: 22.0%

D-Link in Gartner MQ for Wired and Wireless LAN Access Infrastructure

- Leaders
  - Cisco
  - HP Networking
- Visionaries
  - Alcatel-Lucent
  - Aerohive Networks
- Niche Players
  - Netgear
  - Adtran
  - Xirrus
  - Juniper Networks
  - Fortinet
  - Enterasys Networks
- Challengers
  - Huawei
  - Dell
  - D-Link
- Completeness of Vision
- Ability to Execute

Enterprise Wired and WLAN MQ, Source: Gartner September 2013
D-Link product innovation milestones

1986

1987: Datex releases its first Ethernet Adapter for the PC, the DE-001.

1988: Datex releases the industry’s first peer-to-peer LANSmart Network Operating System.

1990: Datex introduces its first 10BASE-T Ethernet Hub.

1992: D-Link releases the DE-5000, its first enterprise-class chassis-based network switch.

1994: Dataquest ranks D-Link the global leader in unmanaged Ethernet hubs in terms of port shipments.

1996: D-Link releases its first router, the DE-1150.

1996: D-Link releases its first managed Ethernet Switch, the DES-3205.

1996: D-Link releases the world’s first Fast Ethernet Switch with ISDN Remote Router in stackable box.

1999: D-Link is among the first to release new standard IEEE 802.11a 5GHz Wireless LAN products.

2000: D-Link sets up R&D center in India to focus on e-commerce, VoIP and future products.

2001: D-Link and Texas Instruments enter into extensive collaboration for Wireless LAN products.

2004: D-Link’s First Gigabit Gaming Router is introduced.


2007: D-Link becomes the first company in the networking industry to introduce Green Ethernet technology in its Gigabit switches.


2010: D-Link launches first Boxee HD Media Player; the Boxee Box by D-Link.

2011: D-Link launches mydlink™ Cloud Services to market, with first Cloud Cameras.

2012: Breakthrough Zero Configuration Technology

2012: Shareport Technology #

2012: 1st Wireless AC Cloud Router
Awards

1991: LANSmart Network Operating System version 2.0 wins PC World Magazine’s Product of the Year (USA).

1992: The DE-809TP MiniHub awarded Best of Connectivity and selected as Editor’s Choice by Byte Magazine (USA).

1993: D-Link’s industry-first PCMCIA Ethernet Adapter for laptop PC wins a Quality and Innovative Product Award (Taiwan).


1995: D-Link’s best-selling DE-805TP Ethernet Hub receives CEBIT’s Best Product Award (Germany).

1995: The DE-530CT PCI Ethernet Adapter is a finalist for PC Magazine’s Technological Excellence Award (France).

1997: D-Link wins the National Gold Award of Excellence for DE-1824 Ethernet Hub series from CETRA (Taiwan).

1998: The Multifunction FlexSWITCH DES-5016 wins the prestigious iF-Product Design Award (Germany).

1999: The DI-106 Remote Router receives the Best in Test award from Mikrodatorn Magazine (Sweden).

2000: The DSA-3100 AirSpot Gateway is selected as Product of the Year by CRN Magazine.

2001: The DWL-2700AP AirPremier Outdoor Wireless Access Point wins CRN Test Center Editor’s Choice and Best of the Competition from Computer Resellers News.

2002: D-Link’s SECURESPOOT™ Internet Security Device wins Best of Show by CNET at CES.

2006: The DIR-635 Wireless N Router is awarded Best Network Product of the Year by Computer Shopper (UK).

2009: The DIR-685 Wireless N Storage Router wins red dot Design Award.

2011: The Boxee Box by D-Link wins red dot Design Award (Germany).

2012: D-Link wins the red dot Design Award for the DNS-320L, DWR-910, DHP-W310AV and DCS-6010L.

2008: The DCS-3415 Network Camera wins the IDEA Award (USA) for product concept design.

2007: The DIR-655 Xtreme N Wireless Router wins the PC Magazine Editors’ Choice Award (USA).

2004: D-Link wins the red dot Design Award for the DCS-3200, DCM-330, DCP-9100N and DCS-6000L.

2003: D-Link AirXpert Wireless LAN wins an Editors’ Choice, out-performing Linksys, Netgear and SMC in Laptop Magazine’s 802.11a/g Roundup.
Awards

Excellent Product Design & Innovation

- DIR-508L
- DMG-304V
- DWR-730
- DWA-121
- DAP-1525
- DWA-121
- DIR-636L
- Arrow (Concept Design)

- DNS-320L
- DHP-W310AV
- DCS-6010L

...
Global Recognition

D-Link impressed crowds and the Judges with its innovative products.

2012 Taiwan Top 20 Global Brands

The D-Link Travel Cloud Router (DIR-505L) was recognised with a Gold Award for its ground-breaking design.
Global Recognition: Awards

Over 1,000 professional awards per year
Our solutions
**Business market**

- **Global vision with local know-how**
  - By drawing on our global resources we can customise our technology and support individual, local needs

- **Intuitive technology**
  - Our cutting-edge technology and extensive feature sets ensure our products meet our customer needs
  - Ease of installation, use and maintenance come as standard with our products

- **Clear business sense**
  - Our price/performance ratio is unrivalled, delivering advanced technology at competitive prices

- **D-Link Green**
  - We were first to market with “green” products in the networking space without adding any price premium and strive to improve this position
  - Our D-Link Green technology offers tangible value, with heat, power and space savings thereby helping the environment & reducing running costs
**Product Portfolio**

### Consumer & Digital Home Solutions

**Connectivity**
- Wired / Wireless Routers
- xDSL Modems / Routers
- Bridge Client/Access point
- Network Adapters
- Desktop Switches
- Powerline PLC Adapters
- MoCA Coax Adapters

**Digital Home**
- PC TO TV Adapters
- Media Players
- Network Attached Storage
- KVM/USB Hubs

**Home Security**
- IP Cameras
- Network video Recorders

**Wireless**
- Unified Switches / Wireless Controllers
- Unified N APs
- Standalone APs
- Antennas

**Storage**
- Unified storage (NAS & iSCSI)
- IP SAN

**Security**
- NetDefend UTM firewalls
- VPN routers

### Business Solutions

**Switching**
- Network management systems
- Chassis switches
- Layer2/3 managed switches
- Smart switches
- Unmanaged switches

**FMC**
- Mobile hotspots
- Fixed Wireless Phones
- All in one IADs
- Femtocells

**Mobile Solutions**
- Modems / Routers / IADs
- LTE smart Gateways
- LTE enterprise
- LTE OTT Boxes
- Home monitoring
- LTE/3G offload

### Mobile & Service Provider Solutions

**Multimedia Applications**
- Media Gateways / Video Bridge
- MoCA / HPNA / G.hn
- OSGi
- Remote Management System

**Carrier Smart Home**
- OTT STB
- Video/Music Streaming
- IP Surveillance

**Carrier Smart TV**
- OTT STB
- Video/Music Streaming
- IP Surveillance

**Fixed-Mobile Convergence**

**XDSL**
- xDSL modems / Routers / IADs
- VDSL Switches

**FTTH**
- GPON ONT
- GPON Mini ONT

**Cable (DOCSIS 3.0)**
- Cable modems / Routers
- Cable EMTA

**ETTH**
- Access / Aggregation Switches
- Carrier Ethernet Switches (MEF)
- D-JEMS (Element Management Systems)

**Mobile Data Offload**
- Small Cell / HMS
- Wi-Fi Hot Spots / Access Controller

**VoIP Gateways / TA**

D-Link Building Networks for People
Business range

Connect to More

- Managed Switches
- Smart Switches
- Wireless Switches
- Unmanaged Switches
- Chassis Switches
- Unified & Network Attached Storage
- iSCSI SAN Solutions
- Access Points
- Service Routers
- Network Video Recorders
- JustConnect Multi-functional NVR
- Pan/Tilt/Zoom Camera
- Fixed Network Camera (wired)
- Fixed Network Camera (wireless)
- Fixed dome camera
Total Solution for Business
Total Solution for Business

Business Wireless
D-Link end-to-end solutions deliver the flexibility, ease and affordability businesses need to optimise everything from data centres to disaster recovery – across departments – ultimately improving services and reducing operational costs.
**Total Solution for Business**

**Network Management System**
- D-View 6.0
- AP Manager II

**Server Farm**
- High Performance
- Routing Redundancy
- Reliable and Resilient

**Unified IP Surveillance Solution**
- (IP Camera, VMS, Switch, Storage)
  - Megapixel Solution
  - Standalone NVR/VMS
  - PoE Switch
  - IP SAN

**Wired/Wireless Connectivity Solution**
- Ease of Use
- Ease of Deployment
- Flexible Expandability
  - Virtual LAN
- Endpoint Security
- Single IP Management

**L3 Core Ethernet Switches**
- DES-7200 Series
- DGS-3620 Series

**Storage**
- DSN-6000 Series

**L2/L3 Aggregated Ethernet Switches**
- DGS-6600 Series
- DGS-3420 Series

**Unified Wireless Solutions**
- DWS-3160 Series
- DWS-4000 Series

**L2 Access Ethernet Switches**
- DGS-3120 Series

**SmartPro Switches**
- DGS-1500 Series

**EasySmart Switches**
- DGS/DES-1210 Series

**Storage**
- DSN-1100-04 NAS

**Wireless Access**
- Unmanaged
  - DAP-2553
- Managed
  - DWL-8600AP

**IP Surveillance**
- Cameras
  - DCS-3716
  - DCS-6815
  - NVR
  - DNR-326

**Unified Services Router**
- Remote management
- 3G support
- Virtual Private Network (VPN)

**Data/Video/Audio Triple Play Application Solution**
- Policy-Based Traffic Prioritisation
- Optimise the Quality of Multi-services

**L2/L3 Aggregated Ethernet Switches**
- DGS-3420 Series

**DGS-6600 Series**

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**Data/Video/Audio Triple Play Application Solution**
- Policy-Based Traffic Prioritisation
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Enabling a connected Digital Home
- We provide solutions, not just products, that make tomorrow’s connected Digital Home a reality today.
- Our Digital Home solutions are designed to enable our consumers to make the most out of their home network.
- We pride ourselves on empowering our consumers with technology that is easy to use, allowing them to create the ultimate Digital Home experience.
- Our solutions offer great performance and simple set-up, at affordable prices.

Local support
- We not only customise our products for local fit, but our after sales support is local too!

D-Link Green™
- We were first to market with “green” products and continue to extend our D-Link Green™ technology across the rest of our solutions- helping our customers make a difference!
Digital Home solutions

Share:
Store, share and back up all your files with ShareCenter™ storage.
ShareCenter™ Cloud Storage

Work:
Stay connected wherever you are.
3G and Mobility

View:
Keep an eye on what matters to you the most, with remote home monitoring.
mydlink™ Cloud Services, Network Cameras

Connect:
Giving you a fast, secure and reliable connection.
Routers, Cloud Routers PowerLine, USB Adapters, Range Extenders and Print Servers

Entertain:
Stream music, movies and more with the Boxee Box by D-Link. The best of the Internet on your HDTV.
The Boxee Box by D-Link

D-Link®
Building Networks for People
D-Link’s Cloud Vision

- D-Link Cloud Router, Cloud Camera, and Cloud Storage products are part of a revolutionary product series.

- D-Link is making strides into the cloud arena with the groundbreaking Cloud initiative. It is streets ahead of its competitors, and it shows D-Link’s commitment to relentlessly pursue innovation.

- By registering D-Link Cloud products to the mydlink™ Cloud Services platform, users can effortlessly enjoy cloud services like never before, without complicated installation process.
D-Link’s core cloud values

- **Access** your devices and content anywhere
- **Control** your network and devices
- **View** your cameras and your media from wherever you are
- **Share** your digital media and personal digital content

No matter where you are...
No matter where your digital content and devices are

D-Link CLOUD SOLUTIONS
WiFi Is Changing. It’s Time For 11AC.

- Wireless AC, also known as 11AC, is the newest generation of Wi-Fi technology and it promises to bring ultra-fast speeds to wireless networks everywhere.

- D-Link offers the widest range of Wireless AC Cloud Routers on the market, from the fully-loaded DIR-868L, which boasts maximum performance and an industry-leading set of features, all the way down to entry-level models.

**Speed & Stability**: 11AC work on the 5 GHz frequency, is up to four times faster than Wireless N and provides a more reliable connection.

**Mydlink™ Cloud**: with mydlink™ Cloud services and you can easily control, access, view and share your home devices remotely.
## Mobile Service Provider Solution: framework

### Technologies
- IPv6, VoIP, Voice over GSM, VPN, Load Balance, 3G Failover, MIMO, Smart Antenna, Android
- Mobile Broadband HSPA, EVDO, LTE, WiMAX, TD-SCDMA
- Certification GCF, PTCRB, CDG, CCF
- Fixed Mobile Convergence, Mobile Hotspot, Femtocell

### Applications
- Mobile enterprise, Mobile IP surveillance, 3G IPPBX
- Smart FMC Gateway, LTE Tablet, LTE OTT Box, Home Monitoring and Energy Saving, FMC Unified Communication

### Cloud Management & Services (TR-069, AAA, SaaS, Contents)
D-Link in Europe
Our European network

- European headquarters in London
- 27 offices across Europe
- 320 staff across Europe
- 20% of global revenue in 2012
Our channel

- Broadband
  - E-Tail & DMR
  - Retail
  - Reseller

- Specialist/Regional
  - SI

- Service
  - VARs
D-Link is dedicated to developing programmes and business processes that help you grow your business, increase profitability and provide excellent value to your customers.

**The Value in Partnership\(^+\) Programme**:  
- Complements our channels unique value-add capabilities;  
- Accelerates partner productivity;  
- Enhances partner profitability and;  
- Ensures customer needs are met continually.

**D-Link strives to enable our partners to deliver best-in-class Networking, Security, Storage and IP Surveillance solutions and services to the market through:**  
- Breadth of product solutions  
- Training & certification  
- Proactive technical support  
- Business collaboration  
- Marketing and sales support
Why become a D-Link Partner?

The Programme is designed to help you build a sustainable and ever more successful business selling D-Link products and added value services.

Every aspect of the programme is focused on helping you sell more, at healthy profit margins.

The opportunity to diversify your solution portfolio and add real value to your customers with solutions from networking to IP Surveillance.

New revenue streams and increased profitability.
Our Commitment to our partners includes:

**Technology**

Broad product portfolio – innovative and highly competitive products that range from network edge offerings to the very core of the enterprise, giving partners a true alternative to high priced solutions for their customers.

**Ease**

D-Link is committed to the success of our channel partners and customers as evident in our processes, organisational structure and open standards solutions which are fully interoperable. Partners no longer have to be locked into one vendor.

**Financial**

Significant revenue upside from multiple sources: programmes margin, hardware, software and related services = Profitability.
Our commitment to our partners includes:

**Collaborative Business Development**
D-Link and its partners will work more closely together to uncover opportunities, create solutions and boost revenue.

**Commitment**
Commitment to the channel is driven from D-Link’s President to our individual inside and field sales representatives.

**Support**
Proactive enterprise-class pre-sales and post-sales technical support through our call centre as well as online access to comprehensive technical resources.
Business Solution: D-Link Academy

Switching

Security

Wireless

Surveillance

Storage

D-Link® Academy
Growth Through Networking Education

Sales Track

Engineer Track

D-Link Certified Professional

D-Link Certified Specialist

D-Link Sales Specialist
Programme structure

- Partners can differentiate themselves and earn benefits based on training in specific product categories.
- All partners enter the programme at the Registered level.
- From there, they can attain various levels within the programme that will position their capabilities to end users and add layers of benefits.
Partnership levels

Gold Partner
Our most highly trained and technically certified partners on D-Link’s core products (Switching and Wireless technologies); capable of delivering complex D-Link solutions and fully engaged with D-Link to ensure customer satisfaction. Gold partners receive all the benefits of Silver and Registered partners plus earn our highest quarterly VIR rebates and have top priority for qualified leads.

Silver Partner
Partners that have demonstrated a solid understanding of D-Link’s core products (Switching and Wireless technologies). D-Link works closely with these partners to deliver best-in-class solutions. Silver partners receive all the benefits of Registered partners plus quarterly VIR (rebates) and are eligible for qualified leads.

Registered Partner
Established lines of communication with D-Link; Partners enjoy access to restricted D-Link information, product training, and programmes. Benefits include eligibility for Special Pricing Agreement (SPA) pricing, Deal Registration Programme, Government and Education discounts, Access to Marketing Support and Campaigns Material and priority access to technical support.
Technology specifications

**Storage Preferred**
Thoroughly trained and aligned with D-Link on complete Storage solutions

**IP Surveillance Preferred**
Thoroughly trained and aligned with D-Link on complete IP Surveillance solutions
# Technology specialisations

## Storage Specialisation

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Storage Preferred</th>
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</thead>
<tbody>
<tr>
<td>Up-front Discount off all Business-class Storage Products</td>
<td>5%</td>
</tr>
<tr>
<td>Positioning and Branding as D-Link Storage Preferred</td>
<td>Yes</td>
</tr>
<tr>
<td>Priority eligibility for Storage Leads</td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Requirements</th>
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</thead>
<tbody>
<tr>
<td>Storage D-Link Certified Specialist Pre-Sales Technical Exams</td>
<td>2</td>
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<tr>
<td>Storage D-Link Certified Specialist Post-Sales Technical Exams</td>
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</tbody>
</table>

## IP Surveillance Specialisation

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<th>Benefits</th>
<th>IP Surveillance Preferred</th>
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<tr>
<td>Up-front Discount off all Business-class IP Surveillance Products</td>
<td>5%</td>
</tr>
<tr>
<td>Positioning and Branding as D-Link IP Surveillance Preferred</td>
<td>Yes</td>
</tr>
<tr>
<td>Priority eligibility for IP Surveillance Leads</td>
<td>Yes</td>
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<td>IP Surveillance DCS-Pre-Sales Technical Exams</td>
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<tr>
<td>IP Surveillance DCS-Post-Sales Technical Exams</td>
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## Requirements and benefits summary

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<thead>
<tr>
<th>BENEFITS</th>
<th>REGISTERED</th>
<th>SILVER</th>
<th>GOLD</th>
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<tbody>
<tr>
<td>Full Access to Online Partner Portal</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Eligible for SPA Pricing</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Priority Technical Support</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Access to Pre- and Post-Sales Engineering for Configuration Services</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Deal Registration Programme</td>
<td>Yes</td>
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<tr>
<td>Online no-cost Training</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Eligibility for Technology Specialisations</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Government and Education Discount Programme</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Quarterly Value in Partnership* Webinar</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>D-Link Campaigns</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Quarterly Volume Incentive Rebate Programme</td>
<td>Yes</td>
<td>Yes +</td>
<td></td>
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<tr>
<td>Eligible for Sales Leads</td>
<td>Yes</td>
<td>Yes +</td>
<td></td>
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<tr>
<td>Proposal-based Market Development Funds</td>
<td>Yes</td>
<td>Yes +</td>
<td></td>
</tr>
<tr>
<td>Dedicated Account Management</td>
<td>Yes</td>
<td>Yes +</td>
<td></td>
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<tr>
<td>Quarterly Product Roadmap Briefing</td>
<td>Yes</td>
<td>Yes +</td>
<td></td>
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</tbody>
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Some of our European customers
Some of our European customers
Our European Service Centre

Our European-wide logistics service delivers real efficiency and distribution performance—enabling market-leading levels of customer service.

Our statistics include:

- 85,000 sq ft fully racked warehouse serving the whole of Europe
- Dedicated distribution service to 29 European countries
- 98.6% delivery success rate throughout Europe
- 00:7:45 European customer service call average handling time
Our difference
Our environmental commitment

- **We develop energy-saving technology that doesn’t sacrifice operational performance**
  - Our D-Link Green™ range leads the market, with energy savings of up to 75%
  - We never use materials considered hazardous. All our products comply fully with the EU’s RoHS Directive to protect both our customers and the environment
  - We are committed to recycling, embracing the EU’s WEEE initiatives
  - Our products comply with regulations ahead of the field, such as the Eco-design Directive for Energy-using Products (EuP)
  - We were the first networking company to become registered as Energy Star partners, ensuring that our power adapters comply with strict energy-efficiency guidelines
  - We take a green approach to our packaging, with minimal plastic usage, reduction in weight and volume of our boxes, use of reprocessed paper and eco-friendly soy ink printing
  - Our European Service Centre recycles 90% of its waste
D-Link Green Roadmap

2012 TARGET:
80% of new products to be D-Link Green certified

- September 2007: D-Link first to market energy-saving desktop switches
- May 2008: D-Link expands Green product line with power-saving smart switches
- August 2008: First eco-friendly wireless router launched
- Summer 2009: Green technology integrated into flagship managed switch range
- Early 2009: Introduction of Green technology into storage devices, PowerLine adapters and other wireless routers
- Spring 2009: Eco-friendly packaging with sleeveless design; reduction in plastic and printing with soy ink
- August 2008: First eco-friendly wireless router launched
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Our difference

- **D-Link: flexible, accessible and cost-effective**
  - We have a track record of 27 years of successful development and marketing of networking solutions
  - We have in-depth end-to-end knowledge of networking and offer the widest portfolio in the market
  - Our ‘Think Global, Act Local’ approach ensures that we tailor solutions to the specific needs of local markets and sectors
  - World class innovation at our R&D centres enables rapid development of new technologies including Wireless N and D-Link Green™
  - We are market leaders in green technology and continue to be committed to investing resources into improving both our green products and processes
  - We are experts in standardised technologies enabling complete interoperability
  - Our strong local market presence, enables complete round the clock support and service to both B2B and B2C sectors
Long Term Commitments

Be the World’s Leading Networking Company

- Innovation
- Global/Local Approach
- Individualised Service

Building Network for People

- Affordability
- Ease of Connectivity
- Human Touch

Corporate Social Responsibility

- Ongoing Eco-friendly Enhancements
- Rigid Adherence to OECD Guidelines
Thank you