



Corporate presentation 2013

August 2013



•Corporate Overview

Building Networks for People

Established in **1986** with a vision to make technology affordable and to provide an unmatched network experience for everyone.



Our business

FY2012 Revenue USD \$1,096 million*

Founded 1986 in Hsinchu, Taiwan, D-Link is publicly traded on the TSEC (Taiwan) and the NSE (India) stock exchanges

189 sales offices in **67** countries, over **2,714** employees worldwide, regional warehouses in **15** countries; over **300** R&D personnel and **38** RMA centres globally

.....

D-Link is a global market leader:

Wireless LAN with 33% market share

*

Ethernet Switching with 16.5% market share **

.....

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

*Source: Gartner, "Market Share: Enterprise WLAN Equipment, Worldwide, 4Q12 and 2012,"

**Source: Gartner, "Market Share : Enterprise Ethernet Switches, Worldwide, 2012," 28 March 2013"

Our core values

Innovation:

designing award-winning, first-to-market products that are based on industry standards that connect you to more

Value:

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

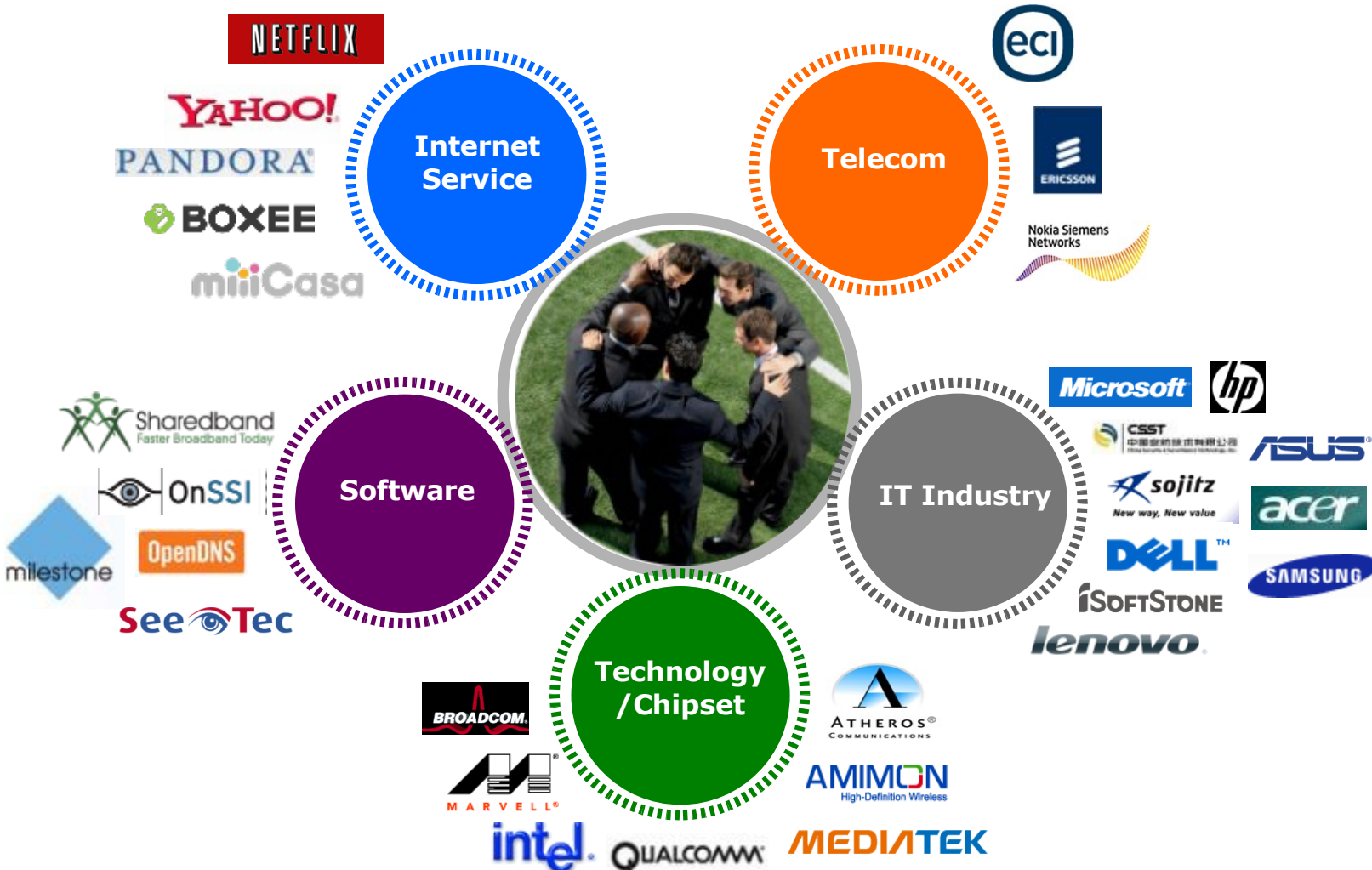
Ease:

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

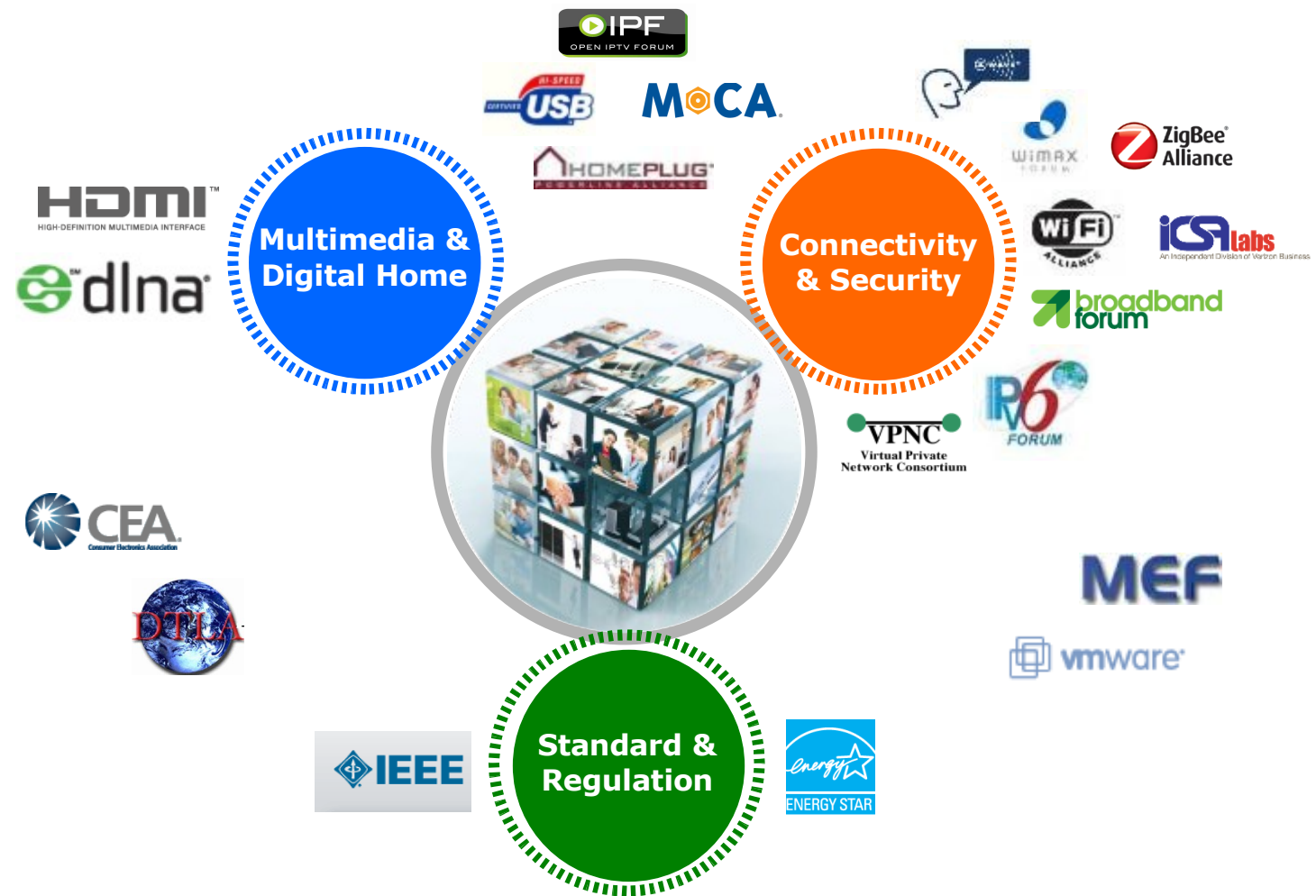
Flexibility:

an extensive product portfolio that provides our customers with the flexibility to adapt, integrate and grow their technology solutions

Global Connections: Alliances



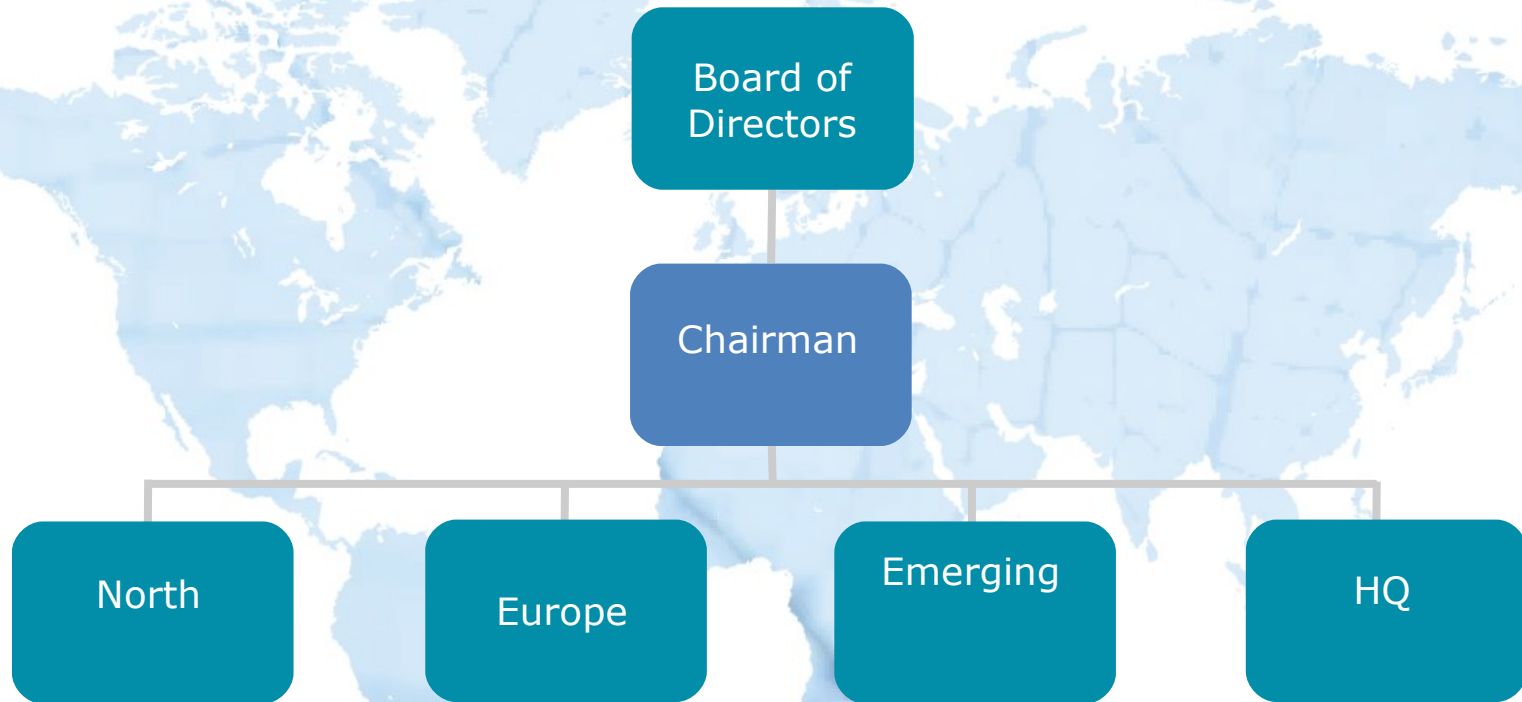
Global Connections: Memberships



Global customers



Our organisation



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

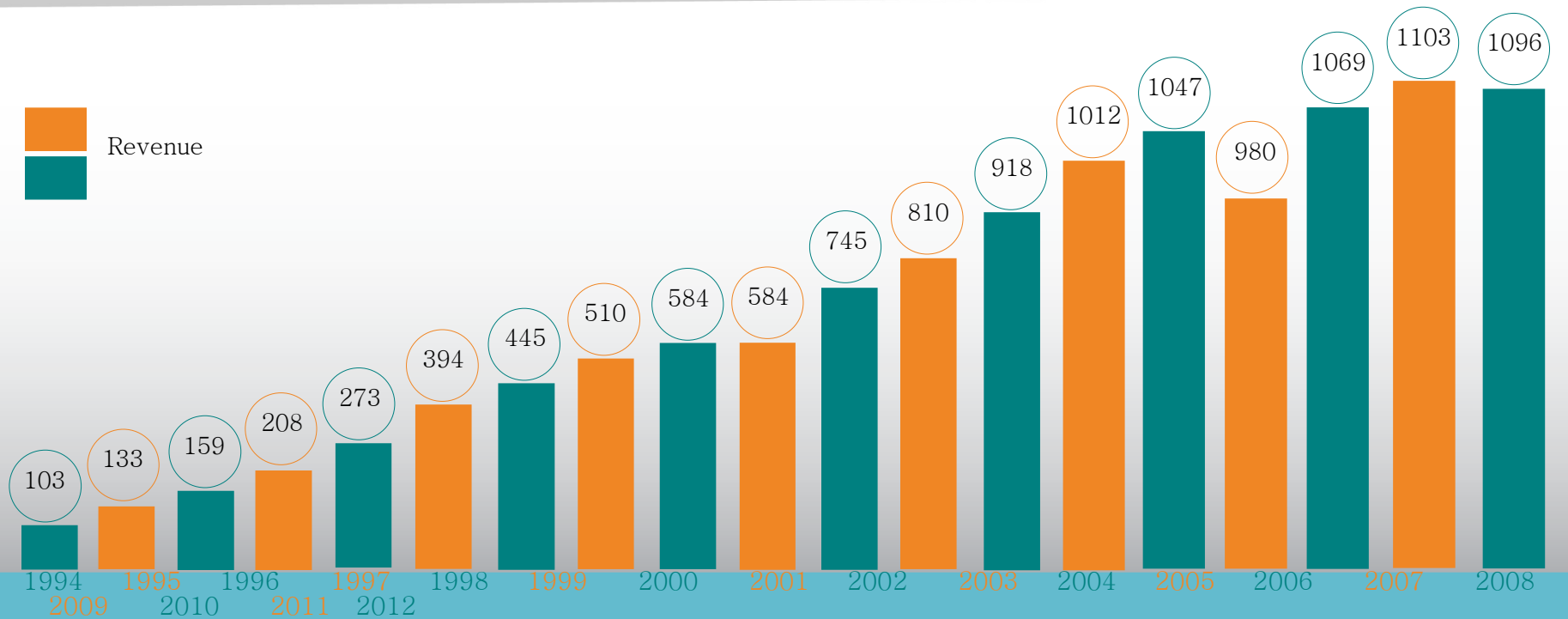
Our global presence



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)

Revenue



IPO in Taiwan

Commencement of China Factory

Start of B.B and WLAN

\$1 B Business

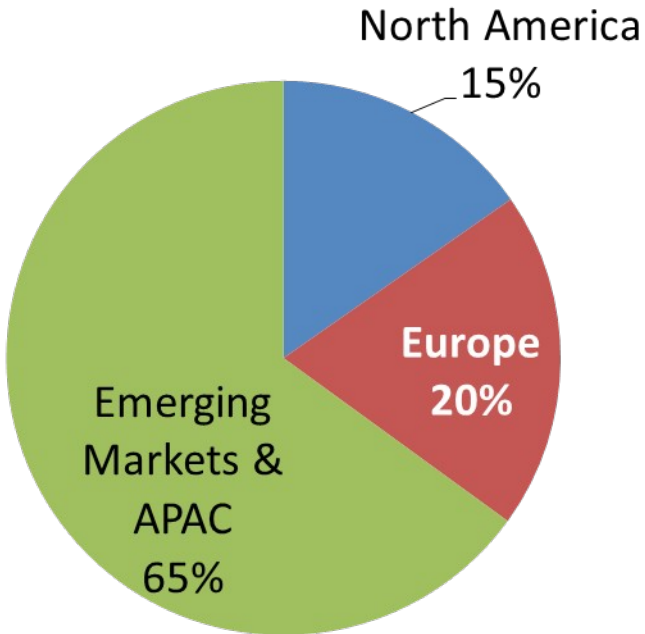
Started OEM Business

Carve-out of OEM, Brand only

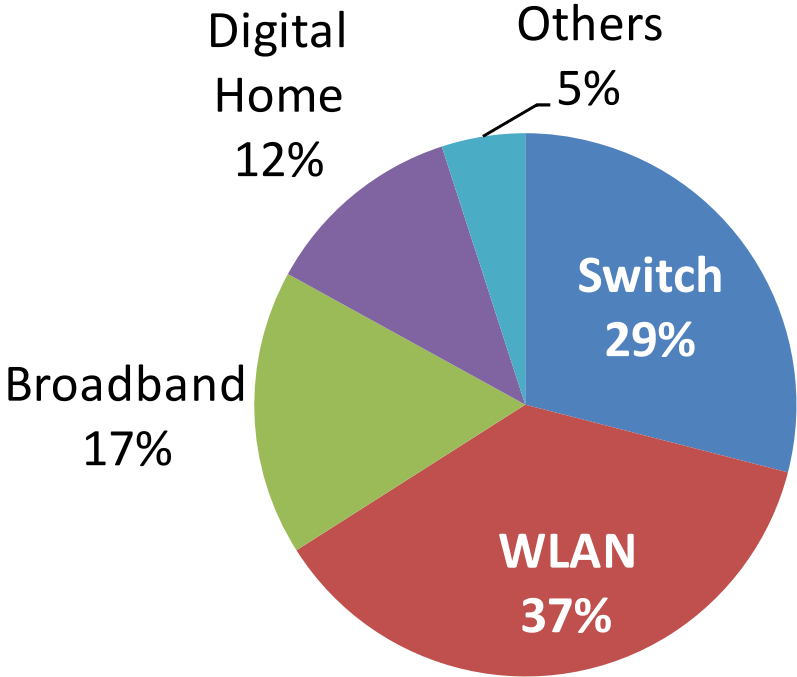
Global Financial Crisis

Revenue Breakdown: FY2012

**FY2012 Revenue
USD \$1,096M**



by Region



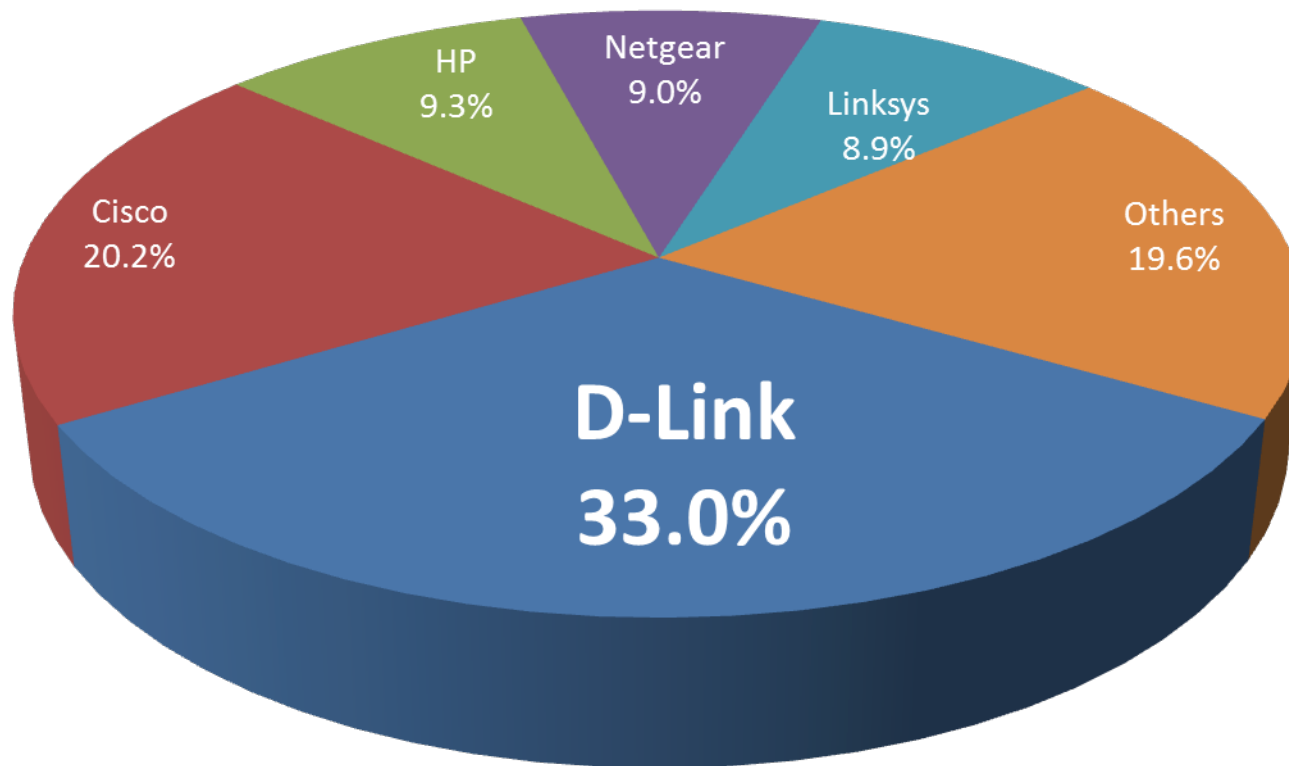
by Product



- Market Value

Leading in Wireless LAN Stand-Alone Access Points

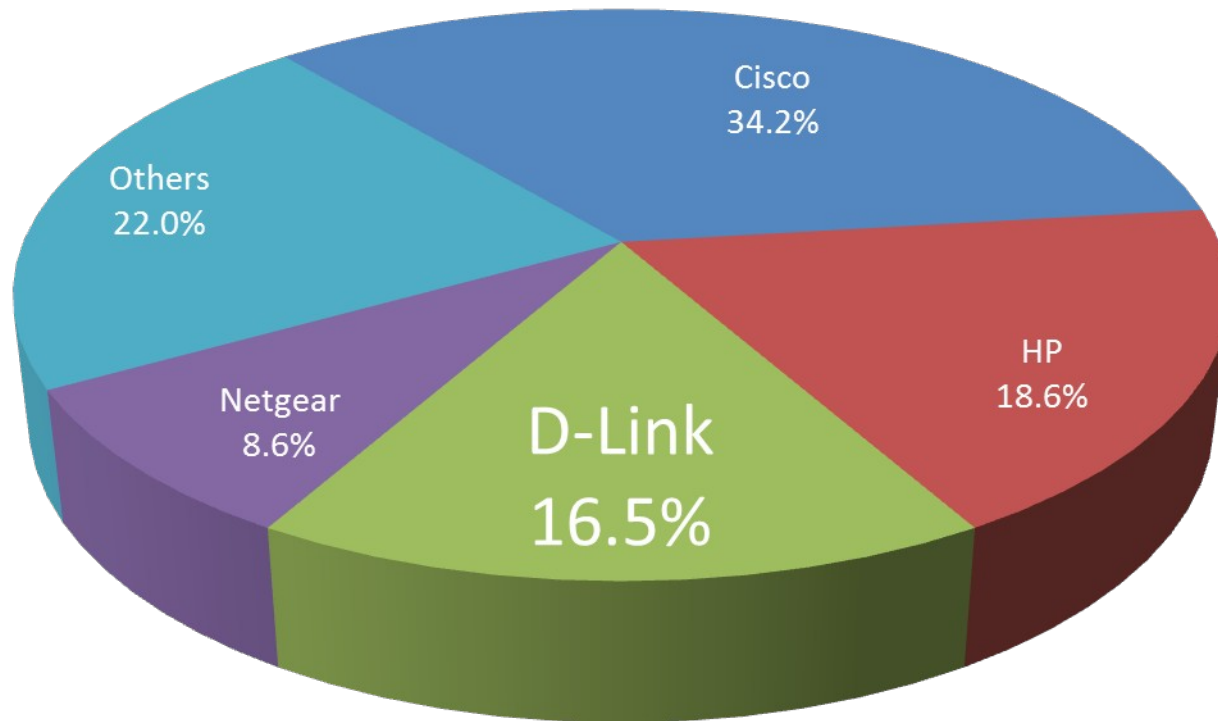
#1 WLAN Stand-Alone Access Points: Enterprise Market, Unit Shipments, Worldwide, 2012



Source: Gartner, "Market Share: Enterprise WLAN Equipment, Worldwide, 4Q12 and 2012," 19 March 2013

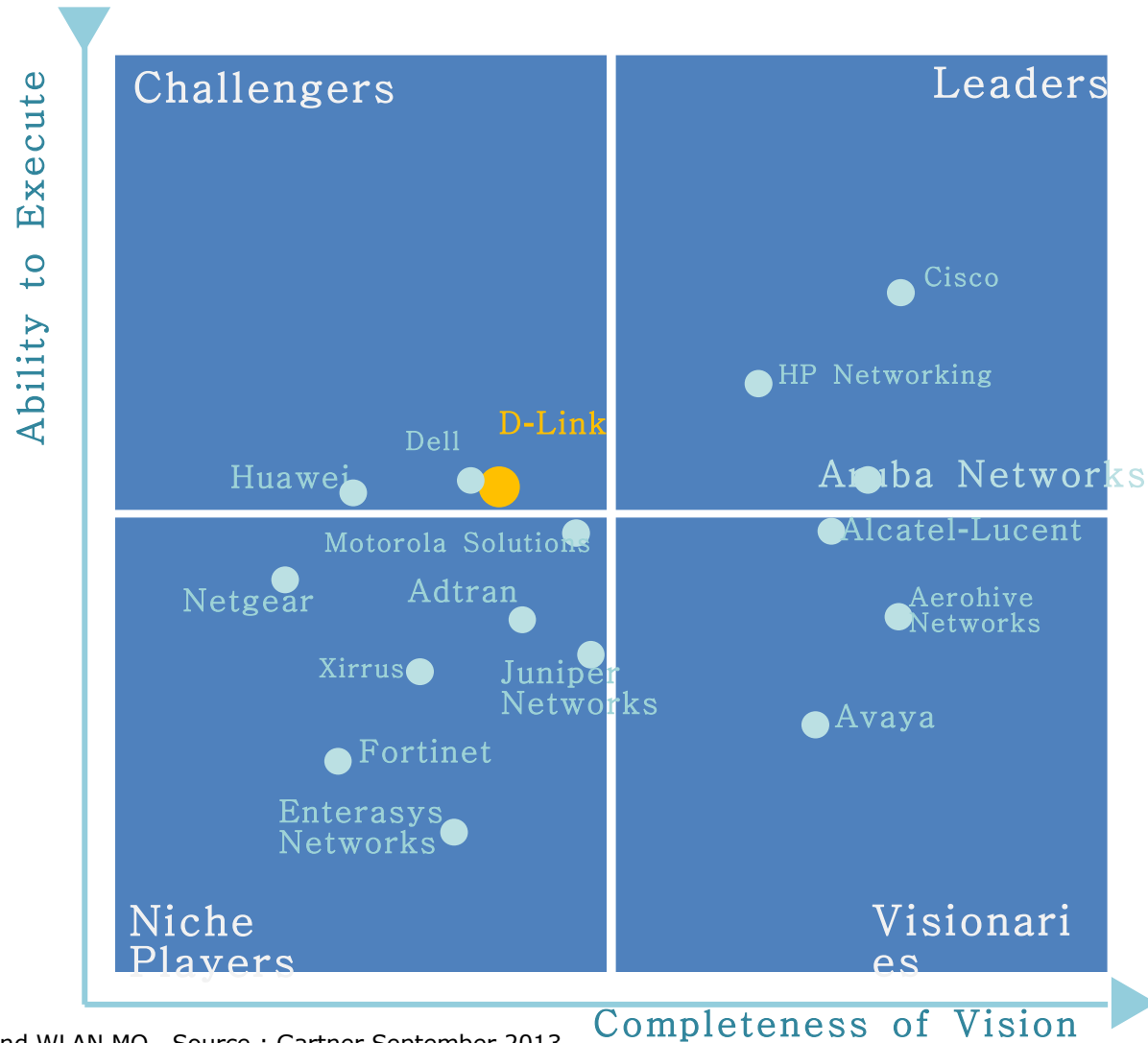
Leading in Ethernet Switches

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



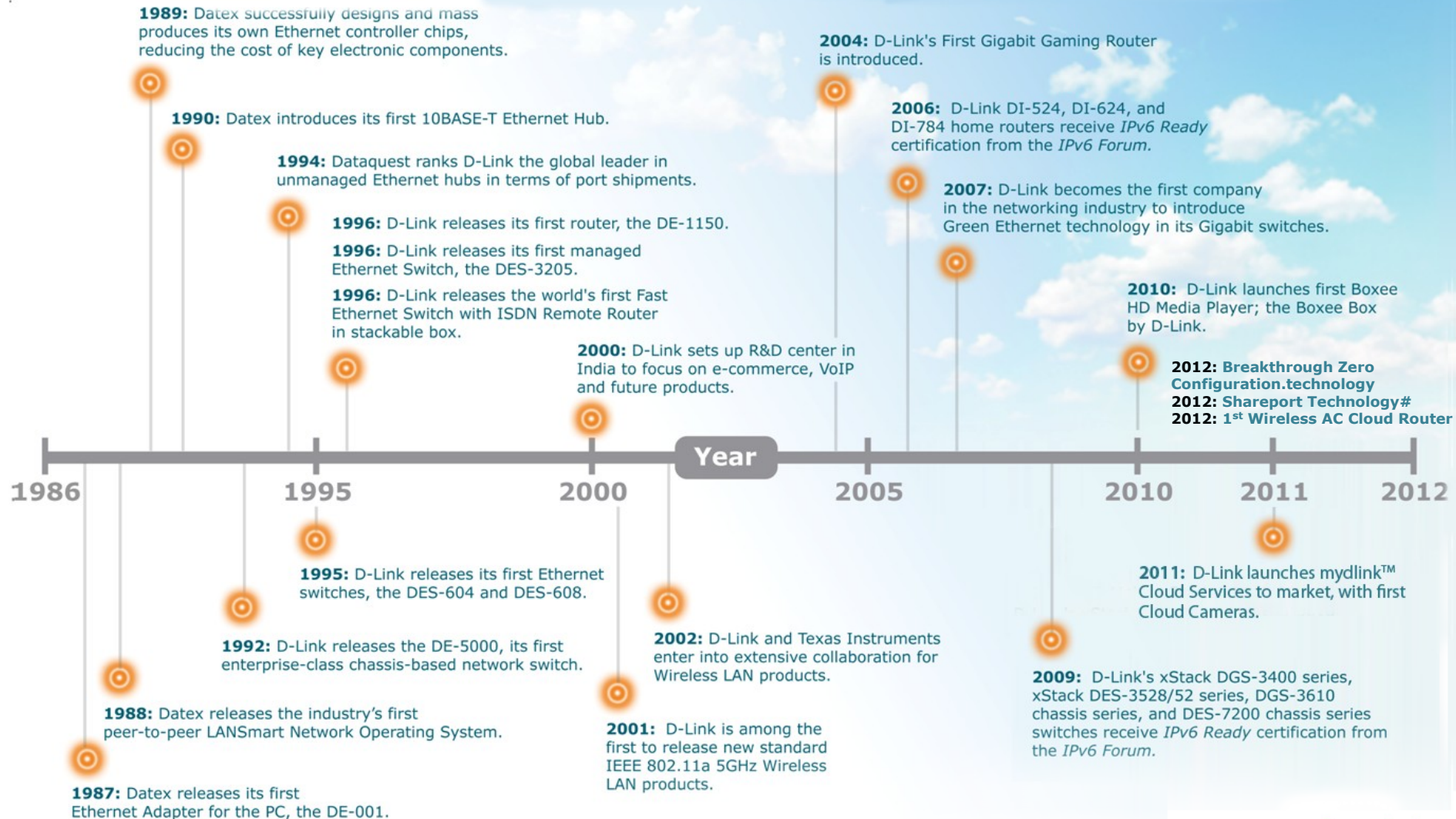
Source: Gartner, "Market Share : Enterprise Ethernet Switches, Worldwide, 2012," 28 March 2013

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

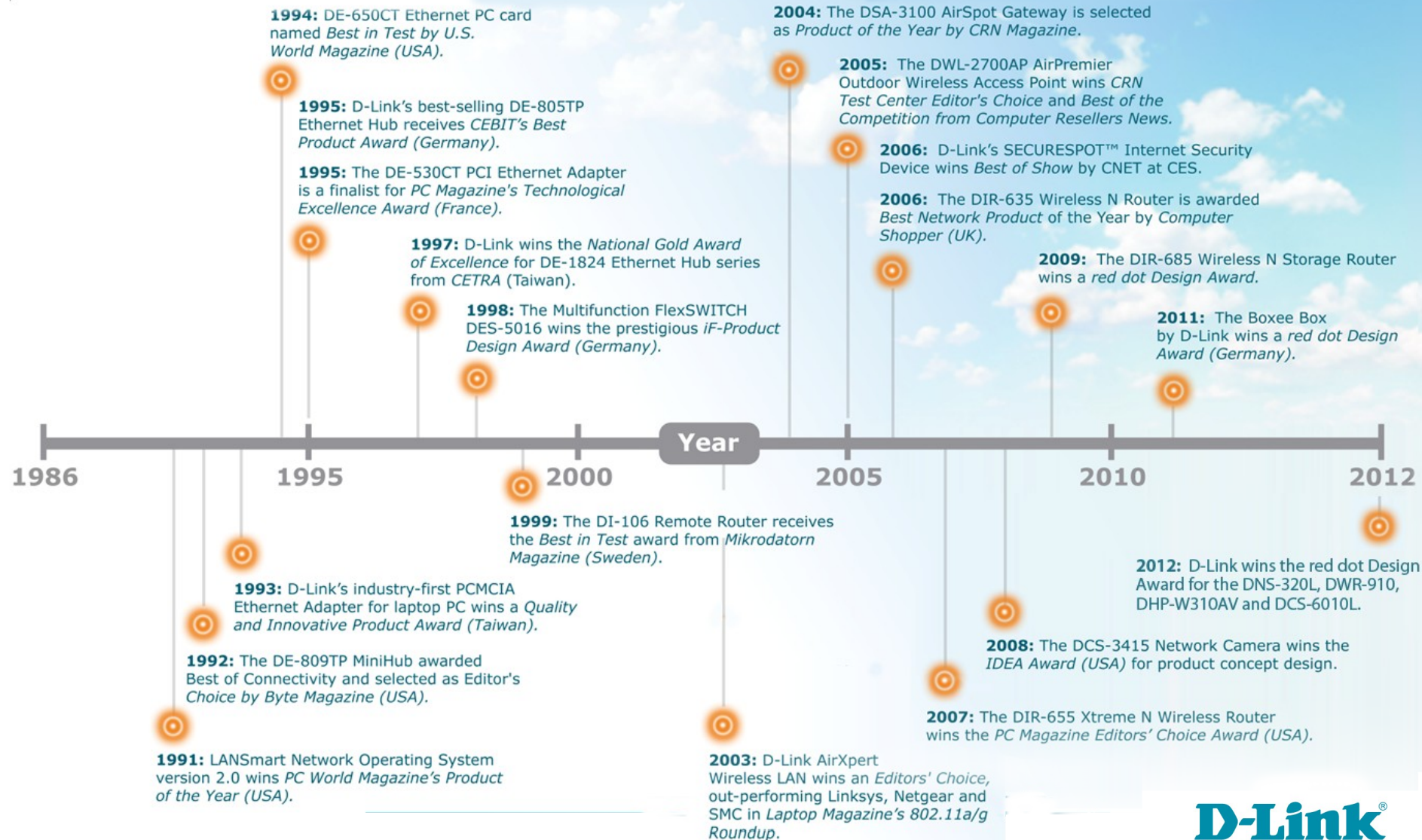


Enterprise Wired and WLAN MQ, Source : Gartner September 2013

D-Link product innovation milestones



Awards



Awards

Excellent Product Design & Innovation



DIR-508L



DGL-5500



DIR-857



reddot design award
winner 2013



DMG-304V



DWR-730



reddot design award
winner 2012



DWR-910



DNS-320L



DHP-W310AV



DCS-6010L



DIR-636L



Arrow
(Concept Design)



DAP-1525



DWA-121

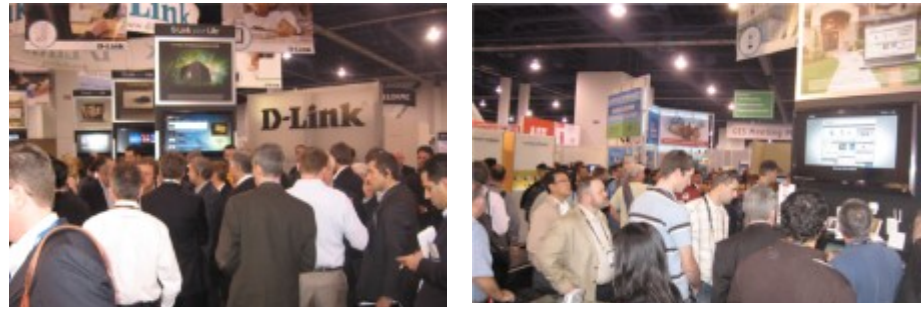


Global Recognition

CES Major Awards



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



2013 Taiwan Excellence



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



2012 Taiwan Top 20 Global Brands



Global Recognition: Awards

Over 1,000 professional awards per year





•Our solutions

Business market

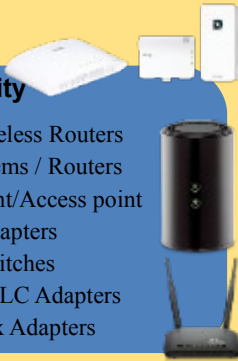
- **Global vision with local know-how**
 - By drawing on our global resources we can customise our technology and support individual, local needs
- **Intuitive technology**
 - Our cutting-edge technology and extensive feature sets ensure our products meet our customer needs
 - Ease of installation, use 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



Business Solutions

Switching

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



Security

- NetDefend UTM firewalls
- VPN routers



Wireless

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



IP Surveillance

- Network cameras
- Video encoders
- Network video encoders (NVR)
- Video management systems



Storage

- Unified storage (NAS & iSCSI)
- IP SAN



Mobile & Service Provider Solutions

FMC

- Mobile hotspots
- Fixed Wireless Phones
- All in one IADs
- Famtocells



Mobile Broadband

- WCDMA, HSPA+
- CDMA2000, EVDO
- TD-SCDMA
- LTE, TD-LTE
- WiMAX



Mobile Solutions

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



Multimedia Applications

Carrier Smart Home

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

Carrier Smart TV

- OTT STB
- Video/Music Streaming

IP Surveillance

Fix-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

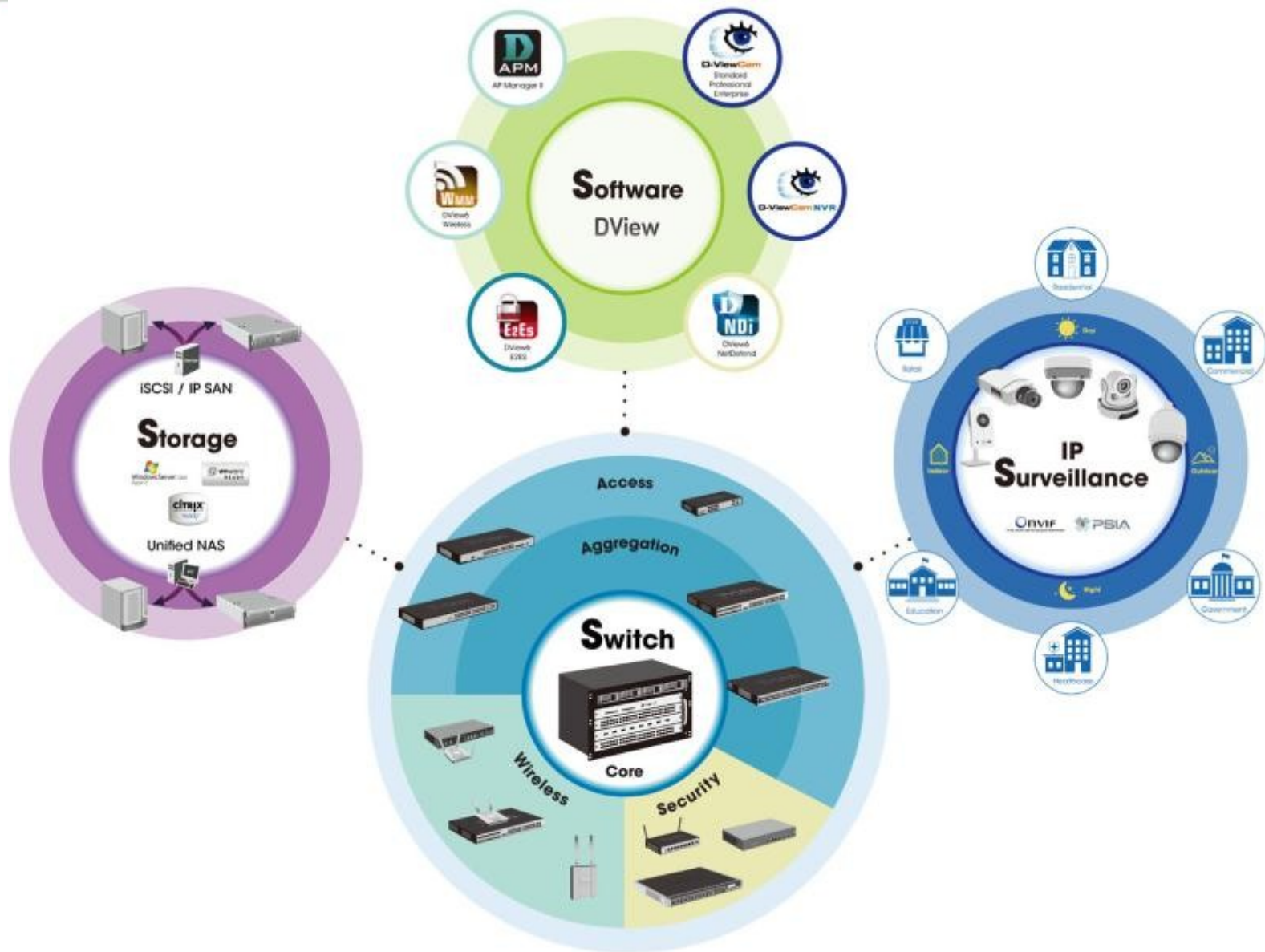
VoIP Gateways / TA



Business range



Total Solution for Business



Total Solution for Business



Retail



Speed Dome

DCS-6815 (18x)

DCS-6818 (36x)



Perimeter security



Outdoor IR Box

DCS-7110 (HD,H.264)



Shopping mall



Fixed Box

DCS-3716

(Full HD, H.264)



Internet

8-ch NVR Appliance
DNR-2060-08



Outdoor Bullet

- DCS-7413 (30M IR)

Government



Education



Commercial



Outdoor Mini Dome

DCS-6210 (FullHD,H.264)



IP SAN Storage

- DSN-3200-10

(3U, 18-Bay, 8GbE)



Wireless Router

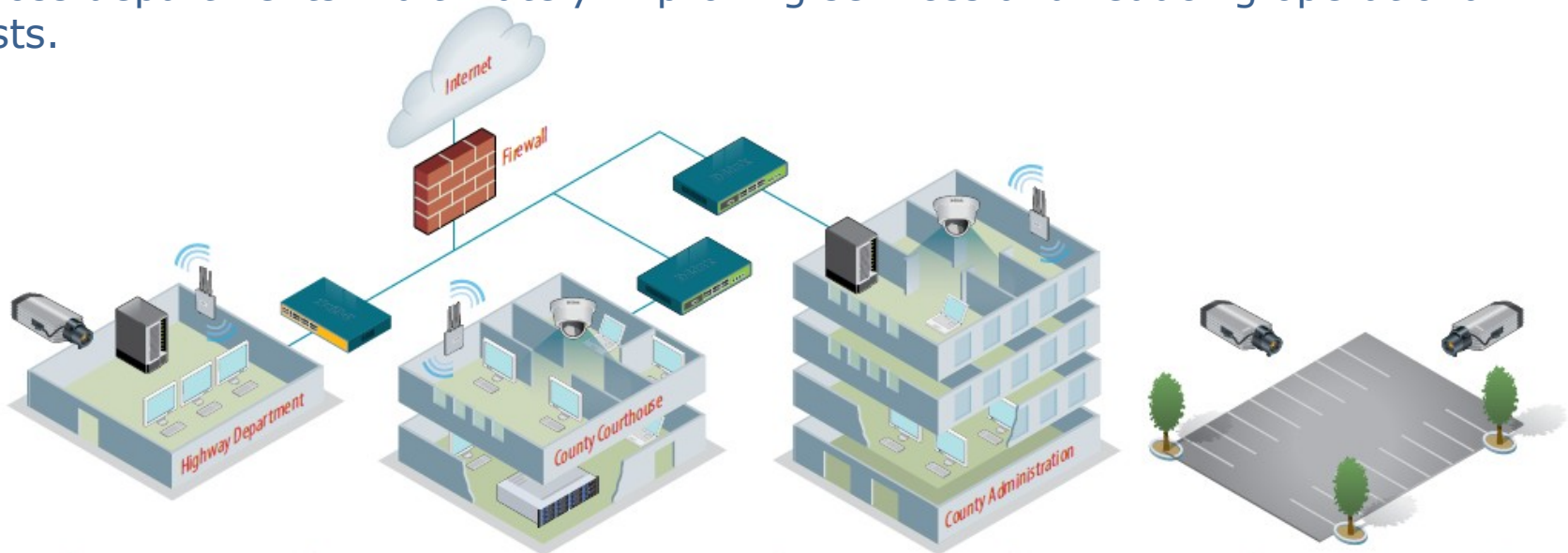
DIR-868L
DIR-810L



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.



Fixed Dome Camera



Fixed Network Camera



iSCSISAN Array



Unified Network Storage



Unified Wireless Switch

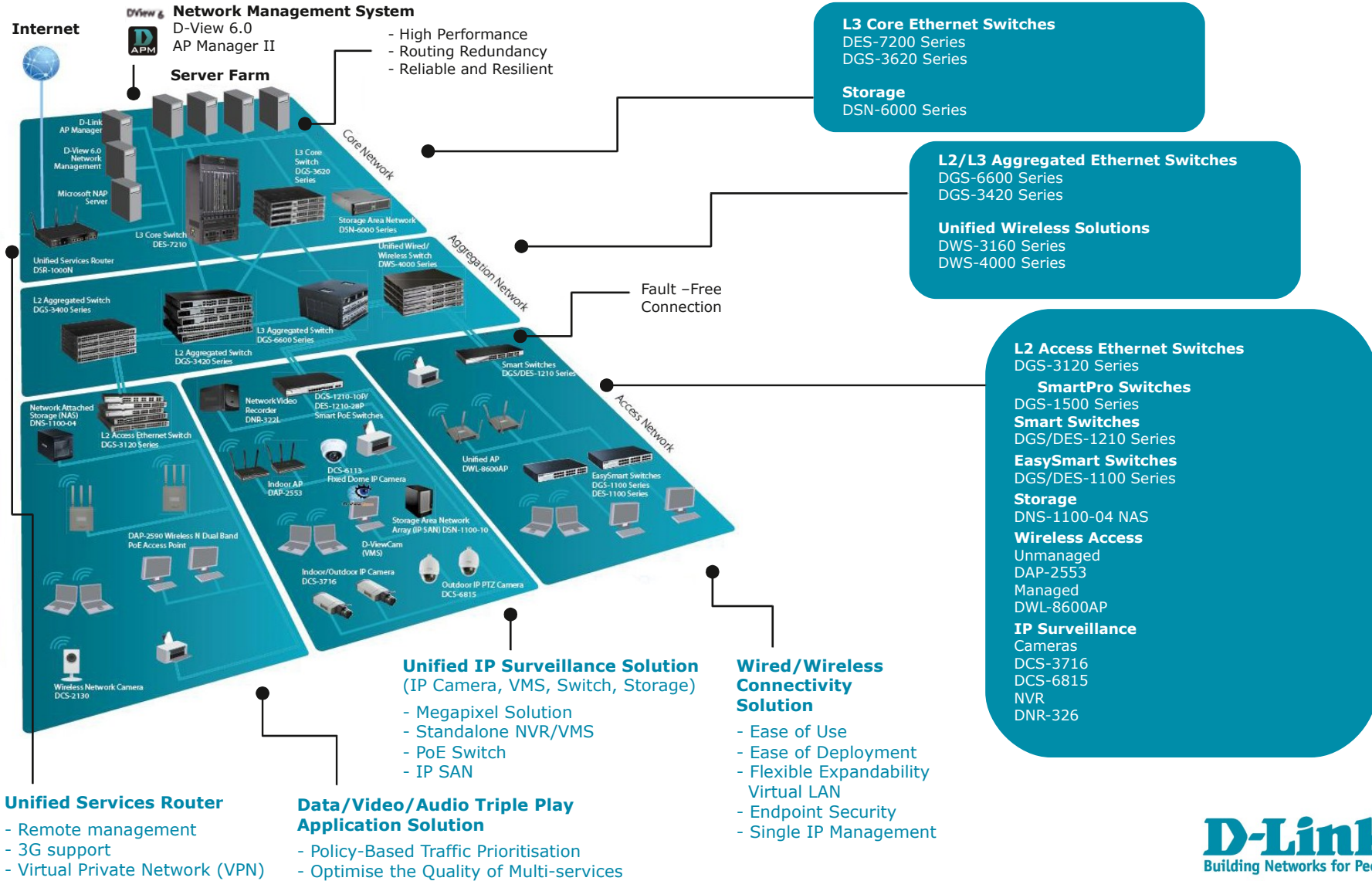


Managed Switch



Wireless AP

Total Solution for Business



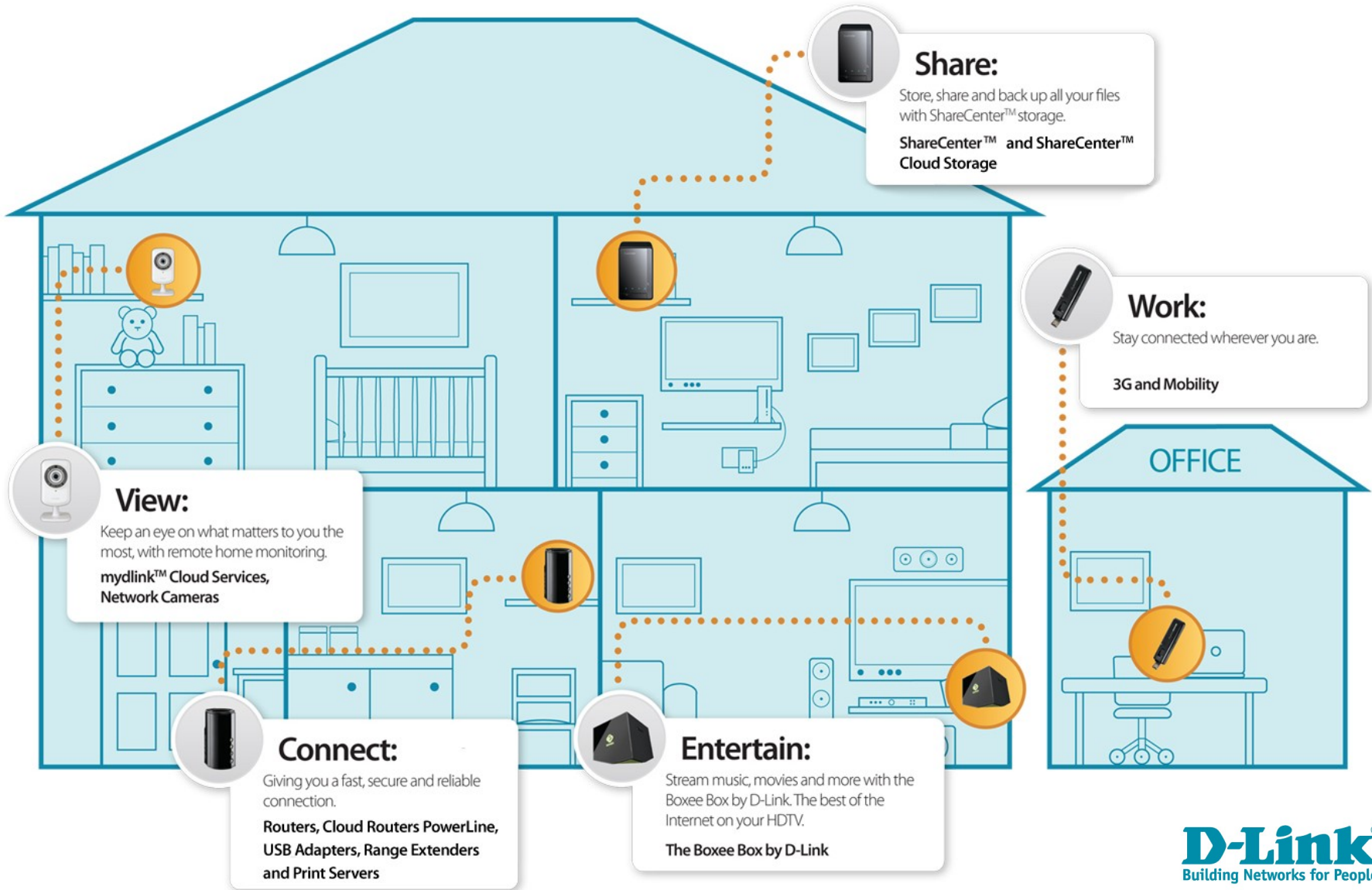
Consumer market

- **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!

Consumer range



Digital Home solutions



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

D-Link CLOUD SOLUTIONS



Access

Control

View

Share



No matter where you are

No matter where your digital content and devices are

Consumer & Digital Home Solution: Accelerate the Future

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

Speed & Stability :

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

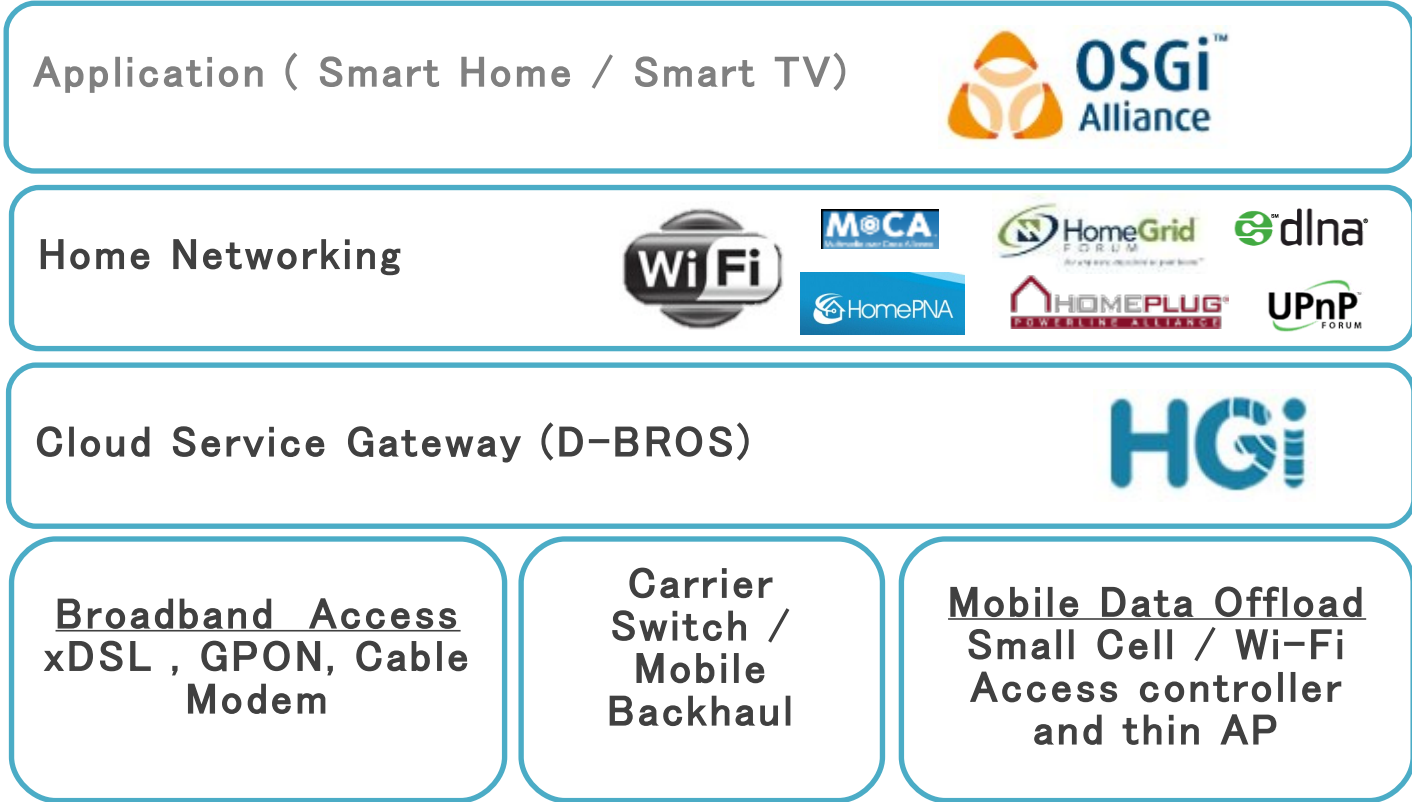
Mydlink™ Cloud:

with mydlink™ Cloud services and you can easily control, access, view and share your home devices remotely



Wireless AC

Service Provider Solution: Framework



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)





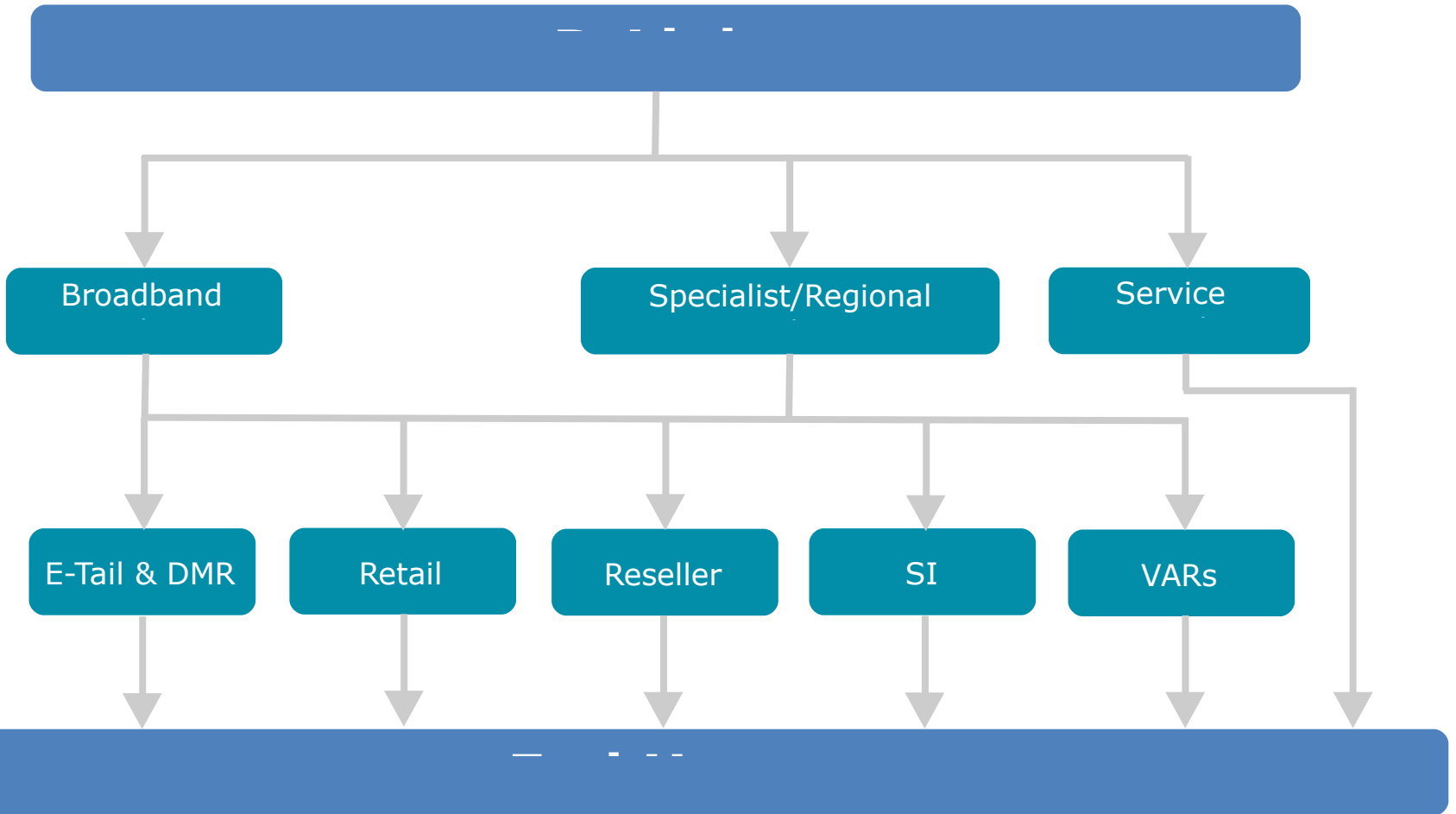
• D-Link in Europe

Our European network



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

Our channel



The Value in Partnership+ Channel Programme

The Value in Partnership+ Programme represents our commitment to growth through channels.

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.

Value in
Partnership+

- **The D-Link 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

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

Channel value proposition

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.

Channel value proposition

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



D-Link Academy
Growth Through Networking Education

Professional



Sales Track

Engineer Track



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

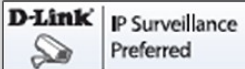
Established lines of communication with D-Link; Partners enjoy access to restricted D-Link information, product training, and programmes. Benefits include eligibility for Special Pricing Agreement (SPA) pricing, Deal Registration Programme, Government and Education discounts, Access to Marketing Support 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	STORAGE PREFERRED
BENEFITS	
Up-front Discount off all Business-class Storage Products	5%
Positioning and Branding as D-Link Storage Preferred	Yes
Priority eligibility for Storage Leads	Yes
REQUIREMENTS	
Storage D-Link Certified Specialist Pre-Sales Technical Exams	2
Storage D-Link Certified Specialist Post-Sales Technical Exams	2

IP SURVEILLANCE SPECIALISATION	IP SURVEILLANCE PREFERRED
BENEFITS	
Up-front Discount off all Business-class IP Surveillance Products	5%
Positioning and Branding as D-Link IP Surveillance Preferred	Yes
Priority eligibility for IP Surveillance Leads	Yes
REQUIREMENTS	
IP Surveillance DCS-Pre-Sales Technical Exams	2
IP Surveillance DCS-Post-Sales Technical Exams	2

Requirements and benefits summary

BENEFITS	Solution Provider Benefits		
	 REGISTERED	 SILVER	 GOLD
Full Access to Online Partner Portal	Yes	Yes	Yes
Eligible for SPA Pricing	Yes	Yes	Yes
Priority Technical Support	Yes	Yes	Yes
Access to Pre- and Post-Sales Engineering for Configuration Services	Yes	Yes	Yes
Deal Registration Programme	Yes	Yes	Yes
Online no-cost Training	Yes	Yes	Yes
Eligibility for Technology Specialisations	Yes	Yes	Yes
Government and Education Discount Programme	Yes	Yes	Yes
Quarterly Value in Partnership+ Webinar	Yes	Yes	Yes
D-Link Campaigns	Yes	Yes	Yes
Quarterly Volume Incentive Rebate Programme		Yes	Yes +
Eligible for Sales Leads		Yes	Yes +
Proposal-based Market Development Funds		Yes	Yes +
Dedicated Account Management		Yes	Yes +
Quarterly Product Roadmap Briefing		Yes	Yes +

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

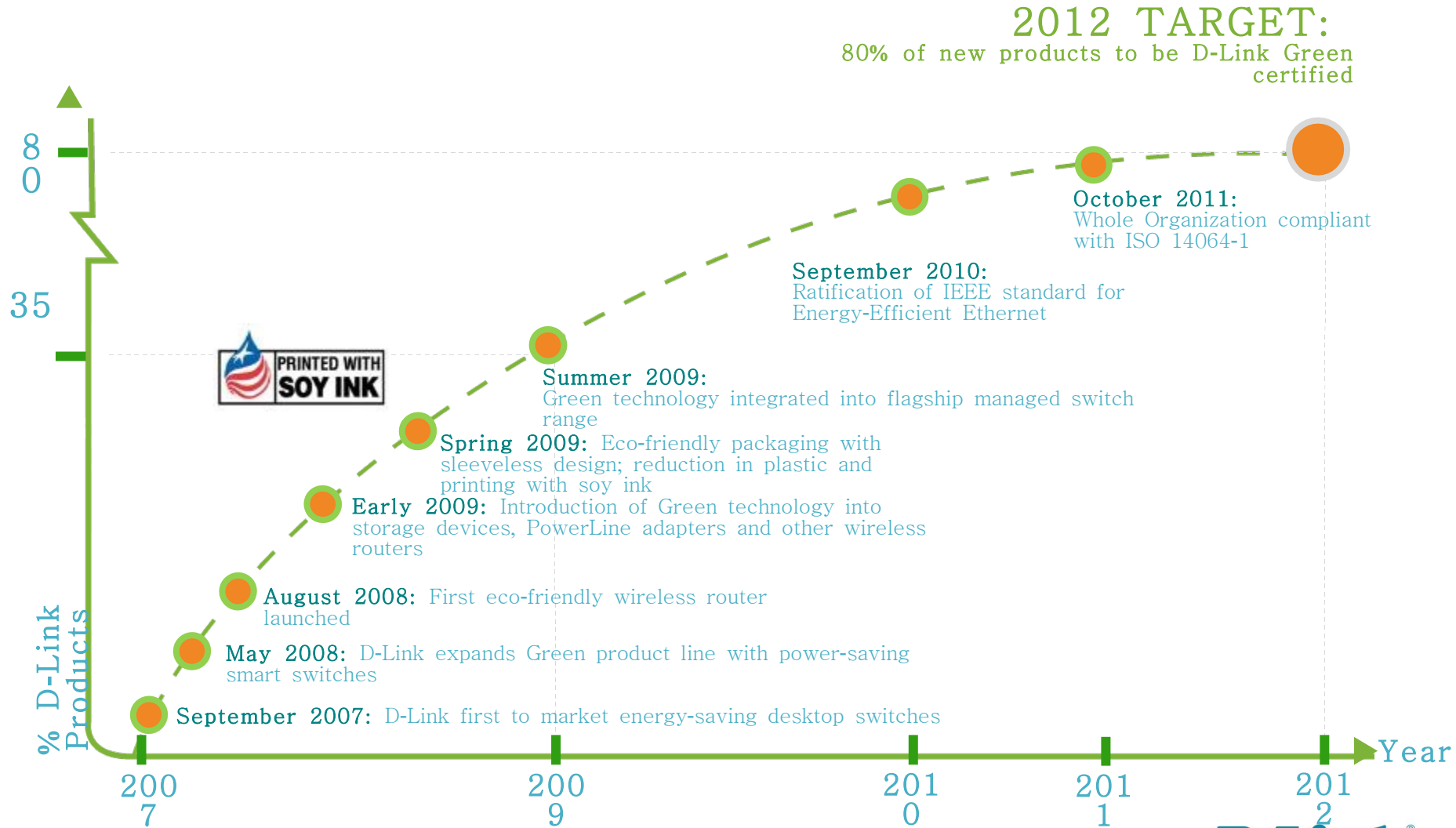
- **We develop energy-saving technology that doesn't sacrifice operational performance**



- 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



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

Corporate Social Responsibility

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

Building Network for People

- Affordability
- Ease of Connectivity
- Human Touch

Be the World's Leading Networking Company

- Innovation
- Global/Local Approach
- Individualised Service



Thank you

