



Advantech's 40th Anniversary Embracing Altruism and Sustainability

Advantech's ESG-driven vision for Enabling an Intelligent Planet by partnering and leveraging technology to create a fulfilling and prosperous life for all.



Advantech “Good to Great” Principle





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Part 1

Leadership

Forty Years of Progress : Advancing Toward an Intelligent and Sustainable Planet

Three engineers from technology companies chose a small kitchen as their entrepreneurial base, thereby embarking on the Advantech journey to promote the dream of intelligent sustainability.



The company's international expansion began with the establishment of offices in San Jose, Singapore, Italy, Germany, and Beijing, with the San Jose office being the first. This expansion into the global market was further underscored by the company's participation in its first overseas exhibition.



Advantech went public with an initial public offering (IPO) on the Taiwan Stock Exchange Corporation. Since then, it has consistently delivered outstanding performance, currently holding a dominant position with over 40% market share in the global industrial computer market.



Advantech moved to its newly constructed headquarters building in Neihu, Taipei, officially designating it as the company's global headquarters.



Following the corporate vision of 'Enabling an Intelligent Planet,' Advantech continuously innovated its product portfolio and strengthened collaborations with global partners.



Advantech founded two dedicated campuses for the advancement of AIoT solutions: the Linkou AIoT Co-Creation Campus in Taiwan and the Kunshan Campus in China. These campuses are instrumental in establishing industry-leading standards for IoT innovation.



Advantech introduced the WISE-IoT Industrial IoT Cloud Platform, which helps industry partners swiftly develop I.Apps and seamlessly integrate solutions.



Advantech hosted the IoT Co-Creation Summit in Suzhou, attracting nearly 6,000 attendees from 56 countries. This event marked the beginning of a co-creation model aimed at empowering the global IoT industry.



The 2025 Vision Meeting was launched with the goal of defining Advantech's ESG (Environmental, Social, and Governance) vision, establishing specific objectives, and driving global digital operational transformation.



From 2018 to 2022, Advantech consistently held a position within the top five international brands in Taiwan, as assessed by the global brand valuation firm, Interbrand.



As Advantech celebrates its 40th year, the company has completed the third phase of the Advantech AIoT Co-Creation Campus. The company also embarked on its third phase of globalization transformation, with the aim of promoting a virtuous cycle for Advantech's sustainable operations.

Advancing Operational Growth with the Power of Altruism and Excellence

Interview with KC Liu, Chairman at Advantech

In 1983, when I founded Advantech, my initial goal was to assemble a group of like-minded professionals to make significant contributions in the field of industrial computers and, by extension, to Taiwanese society and industries. However, I had no idea that more than 40 years later, Advantech would evolve into a multinational corporation with more than 9,000 employees and subsidiaries in over 20 countries. As

we grew, our vision became even more ambitious. A decade ago, we embraced the concept of Enabling an Intelligent Planet. This led us to refine our internal processes and foster external collaborations with external partners, resulting in substantial progress toward realizing the vision of an intelligent planet. Looking toward the future, we are well-positioned to build upon the strong foundation we've established

over the past four decades. We plan to drive Advantech's third transformation through a "sector driven" strategy, with the ultimate goal of becoming a century-old enterprise.

Pursuing Excellence while Embracing Transformation

I have a vivid memory of coming across the book *Good to Great: Why Some Companies Make the Leap...and Others Don't* in 2000. This encounter left a profound impression on me about the critical importance of pursuing excellence in business. Motivated by this, I decided to adopt *Good to Great* as Advantech's guiding principle for driving transformation and pursuing operational growth. We have remained steadfast in our commitment to this principle by focusing on talent acquisition through recruitment, training, and retention efforts. Additionally, we have continuously driven innovation in our products, service models, and business strategies as part of our ongoing transformation.

Over the course of our 40-year journey, we've experienced numerous

transformations, always maintaining a strong product-centric focus, which has been the driving force behind our growth. Looking ahead to the next decades, the company is embarking on a globalization strategy, transitioning from a product-centric approach to one that centers on specific industry sectors. In this new approach, we aim to leverage the successes of our product innovations and our expertise across various vertical industries, synergizing our headquarters' product teams with global business units. This alignment will facilitate the rapid worldwide adoption of Advantech's AIoT solutions, positioning us to meet the increasing demand for AIoT applications in the future.

Specifically, Advantech's sector-driven strategy has a two-fold significance. First, it places a strong emphasis on sector-driven growth, deepening our foothold in vertical industries such as smart energy, transportation, retail, and healthcare. This approach allows us to offer customized solutions that meet the unique needs of our clients and create new business segments.

Secondly, it underscores our commitment to market-driven strategies, where we segment markets into regions such as China, North America, Europe, emerging markets, Japan, and South Korea. In each of these regions we've appointed leaders who are responsible for crafting long-term strategies for their respective markets, fostering collaboration with local partners to co-create localized solutions that align with the specific demands of each region.

Creating a Rewarding Balanced Life Based on Altruism

Reflecting on our corporate journey, one constant remains: my unwavering commitment to the core value of altruism. I firmly believe that a company's impact should extend beyond mere profit metrics. When all stakeholders benefit, it naturally creates a win-win scenario. Thus, at Advantech, we do not over-fixate on business gains or operational numbers. Instead, we embody altruism while always pushing the envelope of excellence. In our altruistic pursuit of social sustainability, we place our employees and customers at



the forefront. Through the Advantech Foundation, we engage in various charitable initiatives that touch on various aspects of society, nurturing what we call the "LITA Tree" of Advantech. This approach enables us to flourish and expand, enriching more lives. In terms of corporate governance and succession planning, we remain true to our altruistic roots, fostering a work environment that nurtures employee growth and development. For example, we have instituted a system where senior executives transition to executive partners, and professional managers take on the responsibility of company succession.

While Advantech may not be a household B2C brand, it is undeniably a globally recognized B2B brand and a significant player in Taiwan's corporate landscape. I have every confidence that as the era of intelligentization unfolds and AIoT applications become ubiquitous, Advantech will stand shoulder to shoulder with renowned international B2C brands, gaining recognition from a broader global audience. ■



Three Strategic Approaches to Unlocking Advantech's Organizational Strength

Interview with Eric Chen, President of General Management, Chief Financial Officer, and Chief Information Security Officer at Advantech

Over the course of four decades, Advantech has established itself as a renowned global leader in industrial computing and AIoT (Artificial Intelligence of Things). Looking to the future, Advantech's organizational strategy will center around three key pillars: promoting sustainability for our planet, driving digital transformation, and nurturing a thriving corporate culture. These pillars will enhance the company's organizational strength and further its vision of Enabling an Intelligent Planet.

Enabling an Intelligent and Sustainable Planet

With growing emphasis on ESG (Environmental, Social, and Governance) sustainability, Advantech is committed to Enabling an Intelligent and Sustainable Planet. The energy management aspect of ESG initiatives can be broken down into three key elements: commitment to responsible energy procurement, sustainable energy generation, and efficient energy conservation.

In 2023, Advantech showcased its dedication to ESG by applying for corporate membership in the RE100 renewable

energy initiative, setting ambitious targets of achieving 50% renewable energy usage by 2030 and a full 100% by 2040. In terms of sustainable energy generation, they have equipped numerous facilities worldwide with rooftop solar panels, significantly reducing reliance on conventional, fossil-fuel-based energy sources. As an example, the North American office harnesses abundant sunlight to power at least 50-60% of its electricity needs through solar energy, highlighting its impressive solar power generation efficiency.

To address energy conservation, Advantech introduced the Intelligent Energy Management System (iEMS), a comprehensive solution that seamlessly integrates software, hardware, and IoT platform development. This system is currently operational in at least 12 Advantech facilities globally, providing centralized management of energy consumption through data integration and visualization. This enhances energy efficiency while minimizing wasteful usage, ultimately

reducing carbon emissions and environmental impact.

Pioneering a Global Digital Operations Framework

After the COVID-19 outbreak in 2020, Advantech swiftly embarked on a digital transformation journey with the goal of establishing a comprehensive global digital operational framework. In 2021, they took a significant step by establishing the CSO Office, which operates under the chairman's leadership to provide strategic guidance for this digital shift. Over the subsequent two

years, they successfully launched more than 10 digital transformation initiatives. This year, the company will focus its digital transformation efforts on three core areas: supply chain management (SCM), global e-commerce, and human resources (HR).

In terms of supply chain management, Advantech has formed a strategic partnership with the Boston Consulting Group (BCG) and has adopted their Boston Matrix model to categorize products based on varying supply chain processes. This categorization aids in intelligent supply chain management. Additionally, for their e-commerce initiative, they actively developed the IoTMart e-commerce platform. Plans are in place to establish six regional sites in Taiwan, the US, China, Europe, Japan, and Korea, along with an international IoTMart portal. The platform will offer features such as online ordering, efficient delivery, and streamlined return logistics, all aimed at enhancing the overall customer experience. It is anticipated that IoTMart will contribute to 20% of the company's future revenue.

Regarding HR digital transformation, Advantech has implemented a cutting-edge human capital management (HCM) system. This HCM system revolutionizes talent management within the organization, providing improved career development opportunities for employees and establishing a comprehensive talent management framework. This approach is designed to attract and retain top-tier global talent within Advantech.

Creating a Joyful Enterprise to Attract Talent on a Global Scale

Advantech has always aspired to create a joyful enterprise where top talents are not only valued but also deeply invested in. The company's global appeal to talent can be attributed to three key factors:

Firstly, over its 40-year journey, Advantech has strategically positioned itself in pivotal industries, evolving from a small-medium enterprise in Taiwan into a multinational corporation with a presence in 27 subsidiaries and offices across more than 90 cities. The company's future prospects in the AIoT in-

dustry continue to be highly promising, making it an enticing destination for individuals seeking fulfilling careers.

Secondly, Advantech embodies the *Good to Great* philosophy, consistently raising its operational standards while nurturing employees' ambitions, fostering an environment of mutual growth.

Lastly, in addition to enhancing talent development through the HCM system, Advantech has embraced the so called "amoeba" management model. This approach divides employees into small teams, each responsible for evaluating its own performance and transparently sharing results. Combined with structural and systematic improvements, Advantech offers an exceptional package of benefits and rewards to its workforce.

Today, as a multinational corporation with nearly 9,000 employees, Advantech remains committed to fostering innovation and encouraging external collaboration. Through robust organizational strategies, the company is well-positioned to realize its vision of Enabling an Intelligent Planet. ■



Emphasis on Organizational Structuring for Industry and Market Adaptability

For the past four decades, Advantech has successfully adapted to changing operational landscapes by continuously adjusting its organizational structure to match the evolving dynamics of the industry. In the present year, in line with our newly introduced "sector-driven" transformation strategy, we have further refined our structure to categorize our business units based on specific domains, as visually depicted below.

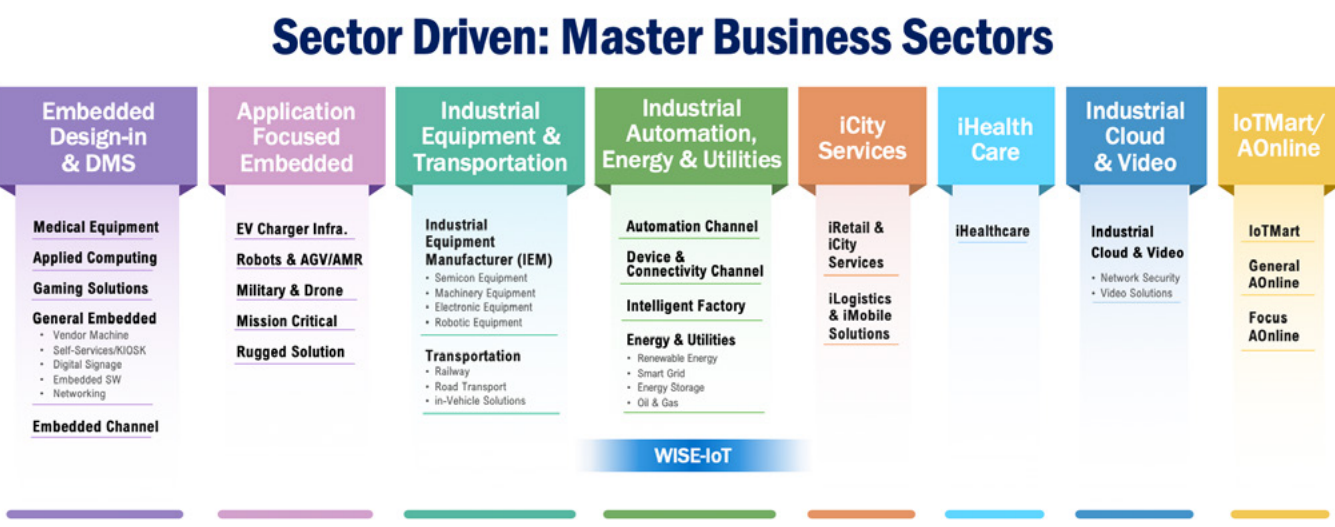
Our sales division is gearing up to embrace an innovative e-commerce approach through IoTMart/AOnline.

This strategic move aims to effectively market our products and establish a seamless omni-channel strategy that will significantly enhance our global market presence.

Within this new framework, Advantech will persist in integrating cutting-edge AI technology into the WISE-IoT cloud platform. This integration will serve as a catalyst for fostering innovation and resource-sharing across various business groups, facilitating enhanced collaboration between different units.

Moving forward, Advantech's main

business units will collaborate closely with global teams and co-creation partners. Our primary focus will be on meeting customer needs by combining our extensive hardware resources with the WISE-IoT platform to collaboratively create IoT solutions with global reach. Advantech is confident that this fresh organizational approach will expedite the deployment of global AIoT solutions and, in the next decade, bring us closer to achieving our vision of Enabling an Intelligent Planet. ■



Embedded-IoT Group

Edge Evolution–Shaping the Future of Embedded and Emerging Business

Interview with Miller Chang, President of Embedded-IoT Group (EIoT) at Advantech

Embedded computers form the backbone of industrial computing. Advantech, since its inception, has been at the forefront of creating cutting-edge hardware and software products for these systems. The company has introduced a range of edge computing platforms spanning x86 and Arm architectures, platforms optimized for AI computing and analysis, IoT software development, and various integrated peripherals. Today, Advantech's customer-centric Embedded Design-in Services empower system integrators across vertical industries worldwide, fostering the adoption of intelligent applications and

driving new business opportunities in emerging industries.

Miller Chang, President of Advantech's Embedded-IoT Group (EIoT), emphasized that the company continuously adapts its strategies to technological trends and application demands for edge evolution. This dedication solidifies their position as a global leader in this field.

Establishing a Value-Add Business Model

“Despite facing challenges as industries change, our commitment to product innovation has never wavered,” remarked Mr. Chang. He highlighted Advantech’s dedication to tailoring their designs to the unique requirements of different industries. This approach has bolstered Advantech’s expertise in areas such as heat management, aesthetic design, and I/O integration. By partnering with global semiconductor manufacturers such as Intel, NVIDIA, Arm, NXP, AMD, Qualcomm, and MediaTek, Advantech has solidified its presence in edge computing. With integrated edge AI technology and deep-



ening ties with Microsoft—a provider of global cloud platforms—and Azure Open AI, Advantech has also offered Edge AI SDK Suite, DeviceOn, and IoT Security to industry-specific needs, underpinning the company’s value-add business model.

Grabbing AIoT Emerging Business Opportunities

Drawing upon four decades of product innovation, EIoT is strategically preparing for the future by implementing a “sector-driven” approach that connects product innovation and marketing. Mr. Chang elaborated that product innovation will continue to focus on vertical industry needs, with 5G, AI, and cloud technologies integrated into new offerings. This will accelerate solution development while deepening the company’s market reach through stronger ties with global teams, distributors, and industry partners. While continuing to serve established sectors like medical and automation, Advantech is also venturing into emerging domains like green energy, EV infrastructure, robot and AMR, accelerating the global deployment of AIoT applications. ■

Connecting Vital Pathways in Industrial IoT: Shifting from Product-Centric to Market-Driven Strategies

Interview with Linda Tsai, President of Industrial-IoT Group (IIoT) at Advantech

For 40 years, Advantech has successfully navigated through market expansions, global economic fluctuations, and technological shifts. Using a robust Business Leadership Model (BLM) the company has remained agile in response to changing market dynamics and technological advancements, allowing it to develop innovative business strategies and pioneer new directions in the realm of industrial intelligence.

Linda Tsai, President of Advantech's Industrial-IoT Group (IIoT), underlines that since 2010, Advantech has been resolutely committed to the vision of Enabling an Intelligent Planet, having already achieved 70% of this formidable aspiration. In the forthcoming decade, Advantech sets its sights on conquering the remaining 30%.

To achieve this, the company is embarking on a sector-driven business strategy that streamlines its market focus and stimulates the innovation of its product solutions. This collaborative working model aims to accelerate the global adoption of AIoT applications.

Boosting Innovation via Eco-Partner Collaborations

Over the past decade, the pivotal WISE-IoT platform from Advantech has played an instrumental role in integrating diverse hardware and software systems. Through the introduction of industry applications (I.Apps) tailored for sectors such as transportation, energy and utilities, and manufacturing, Advantech has fostered a culture of collaborative innovation with system integrators (SI) and independent software vendor (ISV) partners. This platform empowers SIs to create applications customized for specific industry domains, while ISV partners leverage Advantech's robust cloud resources to expedite the deployment of IIoT applications.

Enhancing Application Outreach via Seamless Integration

In the forthcoming decade, Advantech's IIoT strategy revolves around the sector-driven approach, which seeks to interlink product divisions with global sales teams, thereby amplifying the worldwide adoption of AIoT applications. Ms. Tsai explains that whereas

previous efforts predominantly only focused on product sales in sectors like energy, transportation, and manufacturing, the future will see the reorganization of the global sales team by sector and vertical market concentration.

With the implementation of the "sector driven" strategy, Advantech's IIoT is poised to evolve from a "product-centric" mindset, characterized by the development of products followed by promotional efforts, to a "market-driven" model that integrates customer feedback into the product development process. This will facilitate the creation of end-to-end comprehensive solutions to address customer pain points, ultimately forming a more powerful promotional force and realizing Advantech's vision of being the driving force behind a smarter planet. ■



3-Axis-Driven Strategy for the Intelligent Future of Service-IoT

Interview with MC Chiang, Vice President of Service-IoT Group (SIoT) at Advantech

Advantech's Service-IoT Group (SIoT) focuses on three major industries: healthcare, retail/hospitality and public services, and logistics and mobility. By adapting diverse and innovative hardware and software solutions to the specific application requirements of these sectors, SIoT has positioned itself as a key driving force in guiding clients through their journey towards digital transformation.

MC Chiang, Vice President of SIoT at Advantech, highlighted that over the past decade, SIoT has harnessed Advantech's worldwide expertise in industrial computers and AIoT to create extensive solutions tailored to specific customer needs in diverse vertical markets. Going forward, SIoT will remain committed to driving innovation and inspiring clients to become leaders in the digital and intelligent revolution.

Innovating IoT Solutions through Application Insights

"Through the collection and analysis of user behavior, we summarize over 80% of our customers' challenges, allowing us to develop solutions for

vertical industries to accelerate IoT adoption across various industries," emphasized Mr. Chiang. He pointed out that by combining years of experience across vertical markets and conducting numerous interviews with industry clients, SIoT has gained valuable insights into the challenges and concerns of its customers. Leveraging Advantech's robust hardware and the WISE-IoT platform, SIoT can effectively grasp customer concerns and develop the required hardware and software solutions for AIoT applications. This approach has been applied across various industries, showcasing Advantech's continuous innovative accomplishments in industry-specific solutions.

3-Axis Approach Accelerates Smart Application Deployment

In the next decade, SIoT will adopt a "sector driven" strategy. In addition to the two existing axes of products and regions, a third "sector" axis will be introduced. This integration will involve collaboration between Advantech's sector-specific sales teams and product divisions. The sector sales teams will communicate global customer



demands in vertical applications back to the product division, facilitating the development of IoT solutions that not only resolve issues but also generate value for customers. Ultimately, this approach will further strengthen industry development within the respective regions.

As AI, 5G and new technologies continue to transform AIoT applications, Advantech will pivot through its three-axis approach by leveraging its extensive industry knowledge to develop standardized solutions. These solutions will accelerate the deployment of AIoT applications across various industries, contributing to the expansion of the intelligent sector in which Advantech remains a pioneer. ■

Three Pillars: Quality, Service, and Innovation—Elevating Operational Excellence

Interview with Ween Niu, General Manager at Advantech North America

Over its 40-year history, Advantech has consistently scaled its operational prowess. Advantech North America (ANA) remains a significant contributor to this growth, with its 2022 revenue hitting an impressive \$700 million and an anticipated rise to \$1 billion by 2026. Ween Niu, General Manager of ANA, attributes their sustained excellence to three key operational strategies: commitment to high quality, value-added services, and continuous innovation.

Commitment to High Quality

Advantech enforces strict operating procedures at every operational phase

to ensure top-tier product quality. “Superior product quality not only builds customer trust but also appeals to quality-conscious clients, reinforcing our commitment to excellence,” stated Mr. Niu. He recalled that fifteen years ago when ANA, after detecting a minor defect in a batch of motherboards for a medical equipment firm, promptly rectified the issue, compensated the client, and fortified their mutual trust. Today, that manufacturer is a major client of ANA. Due to Advantech’s quality commitment, they now collaborate with 25 of North America’s top 30 healthcare institutions.

Value-Added Services

“Beyond quality, our value-added services position Advantech as the preferred partner for our clients,” remarked Mr. Niu. Advantech’s team proactively engages with customers to align with their strategic visions. For instance, Advantech stands out as the only industrial computer solu-

tion provider in North America offering FDA customs clearance and fulfillment services. This direct-to-end-user delivery streamlines operations for clients, allowing them to bill end users upon product receipt.

Continuous Innovation

To continue providing innovative services, ANA introduced the Contract System Integration strategy. This approach offers tailored services to niche markets, addressing their procurement and logistics needs. Leveraging Advantech’s robust quality control, customers can cut costs, streamline supply chains, and even receive assembly services for end products, realizing a holistic one-stop customer experience.

“Moving forward, this collaborative model promises to double the growth trajectory for both the client and Advantech, fostering mutual success,” emphasized Mr. Niu. As this strategy yields success, it can inspire other Advantech branches, accelerating business development in other markets and collectively contributing to Advantech’s global growth. ■



Local Product Development and Talent Cultivation Drive Growth

Interview with Paul Luo, General Manager at Advantech China

Established in 1991, Advantech China has evolved considerably over the past three decades. From a hardware supplier to an AIoT solution provider integrating software and hardware, the company has focused on localized products and talent cultivation, enhancing its brand and operations in China.

Transitioning from Product-Centric to Industry-Centric Strategies

Paul Luo, General Manager of Advantech China, noted the unique nature of the mainland China market, with the company aligning with Advantech’s global business strategy to build a localized operation model integrating brand strategy, regional operations, industry development, product strategies, distribution channel management, and key customer engagement. This shift ensures products and services cater to local needs.

For example, during the 2008 Beijing Olympics and 2010 Shanghai World Expo, there was a surge in infrastructure projects, including rail transportation, high-speed rail, highways, and airports. Recognizing that Advantech’s

standard products and existing business service models did not align with these needs, Advantech China established the Intelligent Transportation Products and Business Departments to tailor products to the local intelligent transportation industry.

For this, they adopted an industry-centric product development strategy, targeting six pivotal sectors—smart manufacturing, smart energy, smart retail, smart healthcare, smart logistics, and smart transportation. With dedicated business units and expanded sales channels, Advantech now holds more than 50% of China’s industrial computer market as the company approaches its 40th anniversary.

Emphasizing Talent Development

Effective product strategies require a skilled workforce, especially in the growing AIoT market. Thus, Advantech China prioritizes talent development, enhancing selection, education, utilization, and retention. They also offer resources for career advancement and foster a “work, learn, and love” environment for employees.



Looking forward, Advantech China will concentrate on three areas to reinforce Advantech’s global industrial IoT leadership. Product-wise, the company will focus on smart applications, adopting an industry-driven strategy for comprehensive solutions. Operationally, Advantech China will leverage its industrial cloud platform to attract partners to the Advantech AIoT ecosystem. For talent, the company will create an IoT talent base, develop a comprehensive talent development plan, and recruit exceptional individuals to realize the vision of enabling an intelligent planet. ■

Business Transformation through Vertical Market Strategies and a Customer-Centric Approach

Interview with Jash Bansidhar, Managing Director at Advantech Europe

Over the past three decades, Advantech Europe has experienced significant growth, evolving from a distribution office into a network of 14 localized offices. This expansion has been complemented by long-standing distribution partnerships throughout the continent. By making strategic adjustments and prioritizing customer needs, the company has effectively established itself as a prominent supplier of computing and IoT technologies within a range of vertical markets.

Jash Bansidhar, Managing Director at Advantech Europe, highlighted that their diverse team of 500 individuals, representing 35 nationalities, has established a strong foundation for discerning customer requirements and delivering exceptional services. The company's localized services have been particularly instrumental in nurturing meaningful relationships with its clients.

Vertical Market Strategies and a Customer-Centric Focus

To strengthen its market position and expand beyond the traditional domains of machine and factory automation, the

development team at Advantech Europe has ventured into various fields, including gaming technology, wireless communication, rugged mobile computing, display solutions, and embedded design-in services. Concurrently, Advantech Europe has embarked on an extensive transformation strategy, targeting sectors such as energy, public transportation, medical, retail, and logistics. This strategic approach allows for the cultivation of vertical industries tailored to specific markets in targeted countries.

By adopting a customer-centric model, Advantech Europe actively seeks direct feedback from its customers. This commitment requires continuous adjustment and refinement of corporate strategies. Embracing such a model ensures a deeper understanding of customer needs, facilitating product improvements and shaping a future that resonates with its client base.

Broadening the Product Scope beyond Hardware

Beyond its hardware portfolio, Advantech Europe has added software, middle-ware, and IT platforms into its offerings.



Mr. Bansidhar emphasized that by partnering with specialized system integrators and creating solution-ready IoT automation packages (SRPs), the company ensures that its solutions are ready for deployment in vertical markets. This strategy empowers customers to swiftly assess the benefits and return on investment, driving adoption and reinforcing Advantech's reputation as a trusted solution provider.

In summary, Advantech Europe's evolution from a distribution office into a network of localized offices and a partner ecosystem, coupled with its emphasis on vertical markets and customer-centric approach, has driven its growth and set it apart as a prominent player in the IoT sector. ■

Three Major Localization Strategies for AIoT Application Adoption

Interview with Vincent Chang, Managing Director at Advantech Asia and Intercontinental Region (AInterCon)

In 2018, Advantech made regional deployment a top priority to drive its global expansion. Alongside continuous growth in China, the US, and Europe, Advantech also established a strong presence in emerging markets like Southeast Asia, the Middle East, India, and South America. This strategic groundwork has positioned the company for future growth. In the upcoming decade, Advantech will further enhance its localization initiatives, aligning them with a sector-specific strategy to cater to a wide range of market demands. The objective is to stimulate growth in these markets through a localized approach.

Vincent Chang, Managing Director at Advantech Asia and Intercontinental Region (AInterCon), explained that they view emerging markets as regions marked by small scale, diversity, and dispersion. To enhance market share and expedite AIoT application adoption, Advantech employs three key localization strategies:

Tailoring Solutions to Local Needs

Advantech will closely examine local markets, with a focus on promising IoT

application areas. For instance, in the Asia-Pacific region, the company will give priority to semiconductor equipment, in Israel, the emphasis will be on medical equipment, Turkey will focus on food processing, the Middle East will concentrate on power and energy, Southeast Asia will target smart city applications, and South Korea and Australia will center on energy storage equipment.

Local Strategic Investments and Collaborations

Advantech has established partnerships with a multitude of system integrators and distributor partners across various regions. Additionally, the company has formed subsidiaries through joint ventures, benefiting from unique local service models. For instance, in 2018, Advantech Vietnam entered into a partnership with the Vietnamese SI company TECHPRO, resulting in a remarkable revenue increase from \$1 million to \$8 million by 2022, marking an eight-fold growth. Similar achievements were observed in Turkey and Mexico. Advantech intends to replicate this successful model in other emerg-



ing markets, forming alliances to expand the localized AIoT ecosystem.

Empowering Local Talent

Advantech predominantly recruits local talent in each market. Mr. Chang emphasizes that by fostering a positive work environment and leveraging global resources, the company can offer an optimal career path for local talent. This approach ensures a content and motivated workforce, enabling employees to make significant contributions and lead fulfilling professional lives. ■

Part 2

Partnership

Co-Creating the Future of the AIoT World



Intel	Microsoft	Arm	NXP
NVIDIA	Canonical	Micron	Texas Instruments
Qualcomm	MediaTek	AMD	Novatech
Lima	Arrow AIS	Tempel	



Microsoft

Mark Linton
 Vice President of Device
 Partner Sales, Microsoft



With the rapid development of computing and cloud technologies, Edge computing has become a critical business scenario for the Internet of Things. Edge computing brings significant value to industrial IoT applications and to grow our joint businesses requires deeper collaboration among our ecosystem partners to drive the new world of work.

Building an edge-to-cloud ecosystem has always been a priority for Microsoft

and with Advantech's 40 years' experience in industrial computing, together we are building innovative edge-to-cloud IoT intelligent systems and embedded platforms. Microsoft is proud to partner with Advantech and we will do amazing things together to light up new edge computing scenarios that will drive digital transformation for our customers across industries. ■



Intel

Sachin Katti
 Senior Vice President and
 General Manager, Network
 and Edge Group, Intel



Over the years, Advantech has been a key player in the IoT industry. As the Titanium Partner of Intel, Advantech's commitment to excellence, innovation, and customer-centricity has been instrumental in driving our mutual success.

As we reflect on their incredible journey, it is evident that Advantech has continuously set new benchmarks in the industry. Their unwavering dedication to quality and ability to adapt to the ever-changing technological landscape is commendable.

We, at Intel, are privileged to have collaborated with Advantech and witnessed firsthand the impact of their groundbreaking solutions for various verticals. Together, we have delivered cutting-edge products to sharpen the Edge Intelligence and created a lasting impact on businesses.

As we look forward to the future, we are excited to further strengthen our partnership and continue driving innovation together. May the next 40 years be filled with even greater achievements and remarkable milestones. ■

Arm

Paul Williamson
 SVP and GM, IoT Line of
 Business, Arm



At Arm, we are focused on bringing high performance and energy-efficient compute capabilities to the broadest range of IoT applications. Through our collaboration with Advantech, we are driving an industry-wide approach to standardization and security, with Advantech being one of the first to achieve an Arm SystemReady IR platform certification.

Together, we have enabled smart city, industrial and smart manufacturing

markets with foundational Arm-based technologies that are easily adoptable and scalable. As the pace of innovation continues to scale, we will work closely with Advantech to deliver the increased capability demands that future use-cases require and look forward to seeing what Advantech and its customers achieve over the next 40 years on Arm. ■



NXP

Jeff Steinheider
Vice President and General
Manager of Industrial Edge
Processing, BL Secure
Connected Edge, NXP



The era of edge computing has the potential to connect billions of devices in a smart connected world and change the way many people live their lives. As edge devices evolve from simple standalone operations and collecting of data to complex multi-threaded operations and the deployment of machine learning at the edge NXP realizes the potential of edge computing cannot be achieved by one company working alone, but by companies working together to create compelling solutions.

NXP and Advantech have a long history of co-developing edge solutions



for the many segments of the embedded market. These solutions range from gateways to medical devices, but always excel in performance, security and reliability to last 10-15 year deployments. As the deployment of edge devices accelerates in volume, complexity, and capability, NXP looks forward to extending the partnership with Advantech to deliver smart connected devices to meet customers' even widening needs. ■



NVIDIA

Eunice Chiu
VP, Sales and GM Taiwan,
NVIDIA



AI has transformed life and business environments. Advantech and NVIDIA have collaborated in integrating respective expertise in industrial computers and AI, bringing remarkable achievements in technological innovation and commercial applications in edge computing. NVIDIA has been a pioneer in accelerated computing. The company's invention of the GPU in 1999 sparked the growth of the PC gaming market, redefined computer graphics, ignited the era of modern AI and is fueling the creation of the industrial metaverse, providing the world with data-center-scale offerings that are reshaping

industry. Today, NVIDIA's GPU is the key in AI development. Through the collaboration, NVIDIA's GPU technology is applied in Advantech's industrial-grade computing products, enabling these products to fully leverage the exceptional performance, scalability, and energy efficiency of GPUs to meet the diverse needs of industrial applications and stringent environmental conditions. We will continue to deepen our collaboration with Advantech and provide AI applications from edge to cloud, realizing AI in various applications like smart healthcare, smart manufacturing, smart transportation, and smart cities. ■

Canonical

Steve Barriault
Vice President Field
Engineering IoT Worldwide,
Canonical



Advantech is globally recognised as a leader in the IoT industry and is a valued partner to Canonical in our efforts to drive innovation in open source. With the stability and security provided by Canonical's Ubuntu and Advantech's professional-grade reliability and performance, we are elevating open-source IoT to a whole new standard.

Through Ubuntu Certified Advantech devices, we are able to provide secure, fully supported IoT solutions across the full stack. Customers benefit from a

faster time to market by leveraging our open source software, which is backed by regular security updates delivered over-the-air (OTA) to ensure devices remain secure and reliable in the field.

As the demand for reliable cutting-edge solutions rises, open source has become a major focus for enterprises across multiple industries. Together, Canonical and Advantech aim to help more organisations embrace this transformation, and help shape the future of IoT. ■



Micron

Chris Jacobs
VP/GM, Embedded Market
Segments, Micron



As a global leader in memory and storage solutions, Micron is transforming how the world uses information to enrich life for all. In a world of change, Micron has partnered with Advantech to deliver products that help inspire the world to learn, communicate and advance faster than ever through IoT digitalization.

Micron's IQ partner program highlights the value of industrial-grade solutions for mission-critical applications and to address pain points in the market by ensuring industrial products meet a set of value propositions including application-specific tuning,

ruggedization, high reliability, quality testing, longevity, and security by design. Advantech is one of Micron's IQ partners since the program's on-set to promote solutions that deliver high-quality, robust and long-lasting products across a breadth of industrial applications.

Micron and Advantech share the same vision to provide best-in-class solutions to all industrial users. With Micron's IQ partner program and Advantech's Industrial IoT solution, we together provide a trusted, high-quality solution for all industrial applications. ■



Texas Instruments

Luke Lee

Vice President of Asia and President of Taiwan, Korea, and South Asia, Texas Instruments



Since 1985, TI has been partnering with Advantech to bring many innovative industrial applications to the world. TI's dedicated sales and technical resource is committed to support the development of Advantech's embedded computing platform, and many exciting project developments are well underway.

Industrial is a market with high entry barriers, and it is a sector TI values and continues to invest in. As a global leader in the industrial computing and IoT market, and a strategic partner of TI, Advantech continues to penetrate industrial, computing & embedded systems, medical, and communication net-

work infrastructure. Leveraging TI's technology innovations and expertise, TI - Advantech (we) are set to shape the future of IoT and to build long-term success together. As Advantech continues to expand into new markets and broader it's product lines, we are excited to see how TI's semiconductor solutions can enable the design of Advantech's next-generation industrial platforms.

As Advantech enters its 40th anniversary, TI looks forward to our continued partnership - in pushing the boundaries of innovation, cultivating talents and assisting the upgrade of Taiwan's industries. ■



Qualcomm

Dev Singh

Vice President, Business Development and Head of Building, Enterprise & Industrial Automation, Qualcomm



Qualcomm Technologies, Inc. utilizes our rich history and innovative technologies across 5G connectivity, compute, AI, camera, and audio to help ensure today's IoT solutions are equipped to support the ever-expanding uses for tomorrow.

Qualcomm Technologies, Inc. and Advantech have a shared vision to

create the best possible product experiences to help customers in various industries go to market faster and more cost-effectively. We believe our collaboration will pave the way for a new era for robotics and automation that will ultimately benefit the society. ■



MediaTek

CK Wang

General Manager, IoT Business Unit, MediaTek



As you know, MediaTek is known by our powerful multimedia capability and leading wireless network communication technology in mobile devices and consumer chip solutions. In recent years, we've stepped into the IoT market in response to new market opportunities and customer needs.

Advantech has been deeply involved in the field of industrial computers for 40 years. It is also the largest and most international industrial computer company in the world. We believe that the

cooperation with Advantech will expedite our offer to the IoT market, such as artificial intelligence and imaging. Processing, computer, 5G, Wi-Fi 6 and other communication and networking functions, which meet customer needs for different applications.

Industrial industry is very focused on commitment and trust to the customers, and Mediatek we hope we could be part of Advantech's long-term partners. ■



AMD

Gary Blackington

Sr. Sales Director of Embedded, AMD



AMD is proud of its close relationship with Advantech to enable their solutions with AMD processors to fit a wide range of use cases. AMD and Advantech share a common vision of dedication and a focus on technology innovation that strives to always deliver the necessary performance, power efficiency, and security that Advantech's customers ultimately require.

From AMD Ryzen™ Embedded processors used for networking storage and security, to our most advanced

EPYC™ Embedded processors used within Advantech's latest server board designed to enable image analysis in industrial machine vision and facial recognition for smart city applications, Advantech offers a diverse range of solutions for a wide range of markets. AMD looks forward to continuing its close collaborative work with Advantech to provide world-class technology solutions that remain at the leading edge. ■



Novatech

Diego Montesinos

Deputy General Manager,
Business Marketing Division,
Novatech



Novatech has strategically partnered with Advantech to address new demands arising from industrial transformation. We empower customers with IoT, helping them achieve remote device control and real-time measurement by utilizing AI analysis to predict critical events and implement preventative measures that enhance production efficiency.

Our partnership with Advantech helps accelerate our customers' digital transformation goals. When customers establish new facilities, we are able to visit their sites and provide solutions specific to their operations, leveraging intelligent applications for production, machine maintenance, automation,

and warehousing. Our goal is to interconnect sensing devices, production equipment, and ERP systems to realize the Industry 4.0 vision. Leveraging Advantech's comprehensive product portfolio, we are able to aid clients and gain recognition in the food, transportation, healthcare, and other industries. We firmly believe that enabling an intelligent planet is a mutual vision that can only be achieved through co-operation.

Our experience with Advantech has always exceeded expectations. Novatech will continue to deepen its partnership with Advantech as an "all-encompassing" strategic partner. ■



Lima

Mehmet Bali

General Manager, Lima



Since 1999, Lima's alliance with Advantech has been instrumental. Advantech's innovations in realms such as smart factories, Industry 4.0, IoT, and AI have been leading Lima forward. Concurrently, Lima's vast customer and business insights enrich Advantech's understanding of the Turkish market.

Through mutual knowledge exchange, Advantech and Lima's predecessor, Alitek, established a joint venture: Advantech Turkiye. Lima oversees channel sales, fortifies operations, and expands market presence. Our collaborations with Advantech have yielded

significant achievements in machine vision, transportation, energy, defense, and other markets. This mutually beneficial partnership enables Lima to concentrate on accumulating specialized knowledge and experience in these vertical markets, to ensure that customer needs are fully met.

Our long-term partnership transcends mere business expansion. We aim to deepen Lima's expertise in these vertical markets while extending the scope of intelligent applications beyond Turkey, working with Advantech to collectively contribute to the vision of enabling an intelligent planet. ■

Arrow AIS

Yaniv Raz

General Manager and
Director of Global Key
Account, Arrow AIS



Arrow AIS specializes in customized embedded turn-key computing solutions. In partnership with Advantech, a global leader in industrial automation and IoT, we aim to deliver intelligent OEM system solutions to the Israeli market. By merging Advantech's product strengths and vast IoT resources with Arrow AIS's global service prowess, we are committed to jointly developing comprehensive intelligent solutions for diverse sectors.

Arrow AIS's subsidiary, Arrow Israel, actively embraces IoT and edge computing to address digital transformation challenges. Through close collabora-

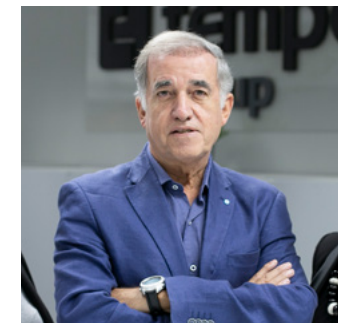
tion with Advantech Israel, the two companies are able to combine their expertise to develop industry-specific solutions and provide value-added services, fostering a mutually beneficial partnership to expand their market reach.

Envisioning the future, Arrow AIS aspires to deepen its collaboration with Advantech through a united technology roadmap. Together, we will spearhead innovation, promote market growth, foster technological and industrial knowledge exchange, and contribute to the vision of realizing an intelligent planet. ■

Tempel

Pedro Peña

CEO, Tempel



Advantech and Tempel share a long-standing 35-year partnership. Together, we have had a profound impact in European and Latin American markets, celebrating many milestones in innovation and growth. As Advantech celebrates its 40th anniversary, coinciding with Tempel's 45th anniversary, we extend our warmest congratulations and look forward to continuing our partnership and celebrating more anniversaries together in the future.

Over the past four decades, Advantech has become synonymous with technological innovation and industry leadership. The company's steadfast commitment to delivering high-quality IoT solutions holds profound signifi-

cance in the mutual success of both Advantech and Tempel. In the latter half of 2023, Advantech will host their World Partner Conference at its AIIoT Co-Creation Campus in Taiwan. This event will underscore Advantech's commitment to ongoing collaboration and driving growth with its partners. We are honored to be invited to share our experiences with Advantech on this momentous occasion. We express our highest respect and best wishes to Advantech for its past achievements and future sustainability.

The above greetings are from Pedro Peña, CEO and Mireia Peña, Sales Director of Tempel Group. ■

Part 3

Corporate Sustainability

Carrying Forward the Spirit of Altruism: Enabling an Intelligent and Sustainable Planet

Since its founding in 1983, Advantech has upheld the values of altruism, collaborating with stakeholders to pursue a shared vision and consistently championing corporate social responsibility (CSR) over four decades. In recent times, the company has deepened its commitment to environmental, social, and governance (ESG) principles, echoing the vision of Enabling an Intelligent and Sustainable Planet.

Environmental:
Pioneering the Intelligent Energy Conservation Industry

In 2023, Advantech is committed to environmental sustainability, particularly in the industrial computer and IoT sectors. The company is partnering with energy conservation experts to create a sustainable environment, investing significantly in the Intelligent Energy Management Solution (iEMS) industry. The goal is to promote iEMS globally and assist various industries in accelerating their energy-saving and carbon-reduction initiatives. Concurrently, Advantech has established sites at its headquarters and major overseas locations to demonstrate energy-saving and carbon-reduction in action,

sharing real-time data on sustainability and energy conservation efforts. The company's goal is to achieve a 7% energy-saving target across its global offices and an 8% reduction at its major production facilities, all in pursuit of a sustainable future for both Advantech and the planet.

Social:
Enhancing Social Contributions and Fostering a Positive Workplace

Committed to its social responsibility, Advantech is actively involved in educational and public welfare activities. Using the WISE-IoT platform, the company fosters global IoT talent and supports innovative solutions. By 2025, Advantech plans to extend IoT education to 50 universities across 11 countries, with the sustainable goal of “empowering students for tomorrow and connecting employers to talent.”

The Advantech Foundation, established in 1997, is dedicated to supporting public welfare, the arts, IoT, and innovative education. In education, Advantech collaborates closely with educational institutions and communities to promote project-based learning and develop future talent.

For 40 years, Advantech has prioritized employee well-being, emphasizing satisfaction in work and life. The company focuses on health, family, and career development to cultivate a harmonious work environment. Through the On-Demand ABLE Club Interactive Platform, employees are encouraged to share feedback and join company activities, enhancing their sense of connection. Furthermore, the company offers a volunteer leave policy, granting each employee two days of volunteer leave annually to promote community engagement.

Governance:
Strengthening Sustainable Operations

To bolster its sustainable governance, Advantech has implemented various measures. At the board level, the company established the Sustainable Development Committee (SDC) to oversee ESG strategies. It also aligns senior executive compensation with environmental, social, and governance (ESG) performance by defining clear key performance indicators (KPIs) and appropriate incentive structures. Advantech's sustainability efforts have

led to outstanding governance performance, placing the company in the top 5% according to the 2022 Securities & Futures Institute's evaluation. These accolades inspire Advantech to main-

tain its commitment to integrity and continue its forward momentum. In 2022, sustainable intelligent solutions accounted for 18.5% of total revenue. Looking ahead, Advantech remains

committed to intelligentization and sustainability, collaborating with partners to make further contributions to society and work toward a greener, more sustainable planet for all. ■



Promoting Social Welfare: Embracing Truth, Goodness, and Beauty

In the spirit of altruism, Advantech is dedicated to supporting social welfare, sustainable education, and IoT innovation. We aim to unite all stakeholders in our pursuit of truth, goodness, and beauty, fostering holistic societal growth and the harmonious progress of technology and the humanities.

Corporate Citizenship Strategy

To fulfill its corporate citizenship responsibilities, Advantech empowers its global employees to initiate projects and activities in every corner of the world. These endeavors primarily focus on social care, charity, and educational innovation, all aimed at forging a brighter future. Several key activities are highlighted below:

Taiwan: ACT Dreamers

Since 2020, the Advantech Foundation has organized the Active and Creative Teaching (ACT) Dreamers event with the aim of empowering children and fostering their sustainability awareness through creative and collaborative activities. This initiative incorporates project-based learning, guiding students through the entire process from selecting topics, designing projects, planning actions, gathering data, mak-

ing decisions, documenting processes, to presenting outcomes. Over time, this approach fosters positive learning habits. Through these activities, Advantech hopes to instill the foundation for sustainable action by teaching students to care for society, develop their problem-solving skills, and take initiative in their future endeavors.

United States: A4C Program

In 2021, Advantech North America launched the A4C (Advantech for the Community) program. This initiative invites employees to submit proposals to the A4C Committee that oversees fund allocation and event coordination. The program's goal is to give back to the community, strengthen the connection between the community and employees, and enhance employee morale. In 2022, the A4C program successfully carried out a range of activities, including blood drives, community clean-up initiatives, workshops for female empowerment, food banks, and more.

Japan: Future Data Scientists

Advantech Japan has established a longstanding partnership with the Nōgata municipal government and GLEAP, a student organization. The

collaboration harnesses AIoT expertise to provide programming courses for junior high students. With this initiative, Advantech showcases real-world products and case studies, and company volunteers mentor students through projects, fostering their creativity and hands-on abilities. This venture prepares students for promising careers and allows Advantech volunteers to actively give back to society, reinforcing sustainability as a core part of the company's ethos.

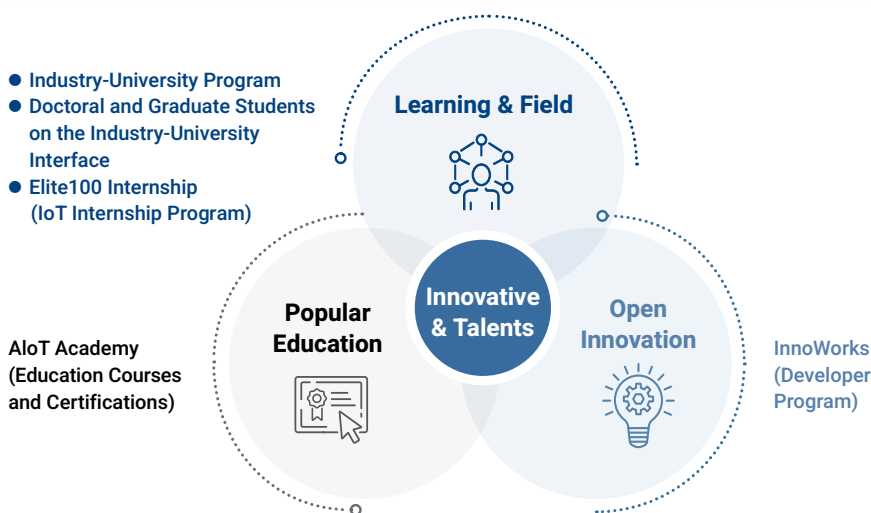
IoT Education and Industry-Academia Co-Creation

To cultivate IoT talent, Advantech taps into its core strengths, engaging deeply in IoT innovation and education. The strategy is built on three key pillars: connecting academia with industry, promoting education, and encouraging open innovation.

1. Industry-Academia Collaboration Program

Every year, Advantech collaborates with higher education institutions, focusing on the pivotal development trends in IoT. The collaboration bridges the practical needs of the industry with the energy of academic research

Three Main Axles and Five Programs



to foster innovation and create a virtuous circle of cooperation. Two approaches are employed. First, an inside-out model aligns internal technology development roadmaps with academia's AIoT-related R&D plans, aligning market needs with academic innovation. Second, the outside-in perspective involves assessing R&D plans and efforts in university laboratories that have potential for productization. This assessment links external innovation challenges with internal productization capabilities, thereby stimulating the development of new products and new technology planning.

2. Industry-Academia Postgraduate Collaborations

In 2015, Advantech inaugurated its IoT system research center at National

Yang Ming Chiao Tung University (NYCU). By 2022, this center had overseen 44 collaborative projects, establishing practical AIoT applications.

3. InnoWorks Developer Program

In 2019, Advantech launched the "Co-Creation" open innovation model, which includes the InnoWorks Developer Program Competition for students and developers worldwide. Entrants are encouraged to utilize Advantech's WISE-IoT IoT cloud platform to create innovative application solutions across various domains, such as public health, solar and wind energy, smart agriculture, smart factories, smart campuses, and smart cities.

4. Elite 100 IoT Internship Program

The Elite100 Internship Program, launched in 2018, is a collaborative effort

that brings together internal resources and external partners. The program is dedicated to addressing forward-looking issues in various fields. Advantech professionals serve as mentors to interns, guiding them through user situation analysis and field interviews to understand industry pain points.

5. IoT Academy

The Advantech IoT Academy is an e-learning platform for global enthusiasts keen on developing cloud-related skills. Advantech provides free access and resources, enabling both students and the general public to explore IoT cloud applications online. Between 2018 and 2022, the program provided 28 IoT internship courses in collaboration with more than 14 universities and institutions of science and technology. ■

Advantech Sustainable Intelligent Solutions

With the vision of Enabling an Intelligent and Sustainable Planet, Advantech harnesses IoT technology along with comprehensive product solutions. This aids customers in enhancing productivity, reducing energy consumption and carbon emissions via intelligentization, and realizing sustainable operations and developments. Advantech is also committed to gradually expanding the revenue share of sustainable intelligent solutions. By the end of 2023, 18.5% of revenue is expected to be from the sale of products or solutions with sustainable value.

Applications of Sustainable Solutions in Six Major Categories

Advantech refers to the EU Taxonomy when listing intelligent products and solutions geared toward achieving sustainability goals. These are organized into six categories: energy efficiency management, intelligent transportation, intelligent manufacturing, environmental monitoring, healthcare, and intelligent logistics.

Featured Case: Energy-Saving Smart ePaper Displays Enhance Society

Advantech's smart ePaper displays have been successfully applied across various industries and areas of daily life, including smart factories, smart

hospitals, smart buildings, and interactive public transportation signage. In 2022 alone, Advantech shipped 20,000 ePaper units, reducing carbon emissions by about 1,350 kg in smart warehousing and production, and around 720 kg in smart buildings—a total savings of 2,070 kg in carbon emissions by replacing paper with a smart solution.

The contribution smart ePaper solutions bring to sustainability impacts two key areas: environmentally, by conserving energy and extending product lifespan, and socially, by benefiting consumers and users with a more efficiently organized and operated society. For instance, medical institutions and hospitals can improve their efficiency and safety using ePaper displays. Similarly, building management companies can utilize them to create smart signage systems, thus streamlining public information management, enhancing tenant satisfaction, and enticing occupants to renew their leases.

Featured Case: Charging Stations Aid Cities in Energy Conservation

Advantech supports charging station operators by streamlining the integration of application architectures, thus facilitating deployment in the effort to

popularize electric vehicles. For example, South Korea ranks fourth globally in the number of electric vehicle charging stations. Among the essential components in these charging stations, such as motherboards, more than 70% are manufactured by Advantech.

Beyond producing rugged motherboard products that can operate in harsh environments, Advantech offers comprehensive packages and services, including software information security and remote-control management. Our aim is to enhance energy-saving outcomes. For instance, Advantech's home charging stations can be seamlessly combined with solar and energy storage systems owned by residents. This not only maximizes energy savings but also significantly contributes to a city's energy transformation objectives. ■



Smart Transportation /Logistics

Leveraging AI for smart traffic planning and solution design, our solutions address traffic congestion, reduce idling, detect road obstacles, and gather data to enhance traffic safety. Our smart logistics and warehousing systems effectively manage inventory and optimize the distribution network, leading to decreased associated costs and human resource requirements while boosting competitiveness.

Smart Manufacturing

Enhancing equipment utilization and production efficiency, as well as improving quality yield (AOI), supports the reduction of equipment operation hours and human resource requirements. Additionally, it minimizes material waste, rework, and contributes to energy conservation and carbon emission reduction.

Smart Health

Advantech's solutions aid in establishing medical data platforms, which encompass medical computers and displays, bedside care information systems, medical tablets, mobile nursing workstations, telemedicine solutions, multifunctional systems, smart hospital solutions, and operating room video streaming solutions. Our aim is to improve healthcare quality, doctor-patient satisfaction, elevate the standard of care, and ensure medication safety.

Energy Efficiency Management

In the power and energy automation sector, Advantech provides a range of products and solutions including energy computers, energy controllers, energy data acquisition modules, and iEMS. These tools are designed to assist customers in energy management, monitoring, and enhancing energy efficiency. Further applications include electric vehicle chargers and renewable energy storage and production.

Environmental Monitoring

Monitoring water treatment includes processes related to water supply treatment, sewage, and rainwater treatment. This involves altering the composition of water, either through human intervention or natural phenomena. The process can be categorized into treating natural water for human consumption, treating wastewater post-human use, and then discharging it back into the environment. Such monitoring is instrumental in pollution prevention and control, addressing issues like air pollution, noise pollution, water pollution, as well as soil and groundwater contamination. It also includes the monitoring of waste, smart power plants, smart agriculture, and other related fields.

Advantech
Sustainable and
Intelligent
Solutions

Part 4

Advantech

Beautiful Life

Advantech AIoT Co-Creation Campus

With the vision of Enabling an Intelligent and Sustainable Planet, Advantech is steadfast in its commitment to driving smart city innovation. To realize this vision, the company has established the Advantech AIoT Co-Creation Campus, a vast facility spanning over 35,000 square meters and developed in three distinct phases. This campus serves as a hub for collaborative efforts to advance the IoT industry.

Designed with a focus on green architecture, sustainability, and user experience, the campus was honored

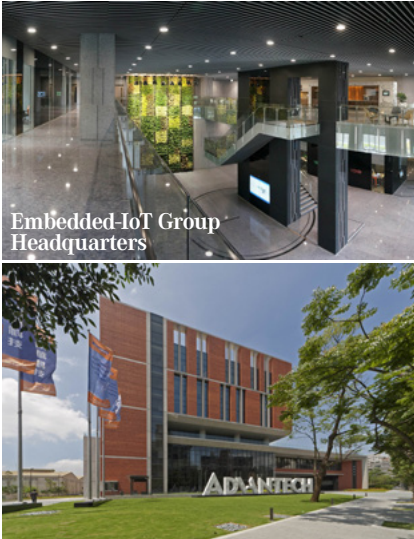
with a Gold Award in 2015 from the Taiwan Intelligent Building Association for Phase 1 of the project. Phase 2 also received Honorable Mention for Landscape Architecture/Outdoor Design at the 2019 Architecture Master Prize (AMP) event in the United States. Furthermore, the completion of Phase 3 coincided with Advantech's 40th anniversary, adding an additional layer of historic significance.

As the Advantech Linkou AIoT Co-Creation Campus comes to fruition, there is a strong willingness to welcome

additional ecosystem partners. The primary aim is to collaboratively develop intelligent solutions across various sectors, such as manufacturing, urban development, healthcare, environmental management, and energy. This campus embodies Advantech's vision of creating a smarter planet, with a focus on implementing environmental, social, and governance (ESG) principles, promoting altruism, and fostering a positive and joyful corporate culture. ■



Campus Phase I

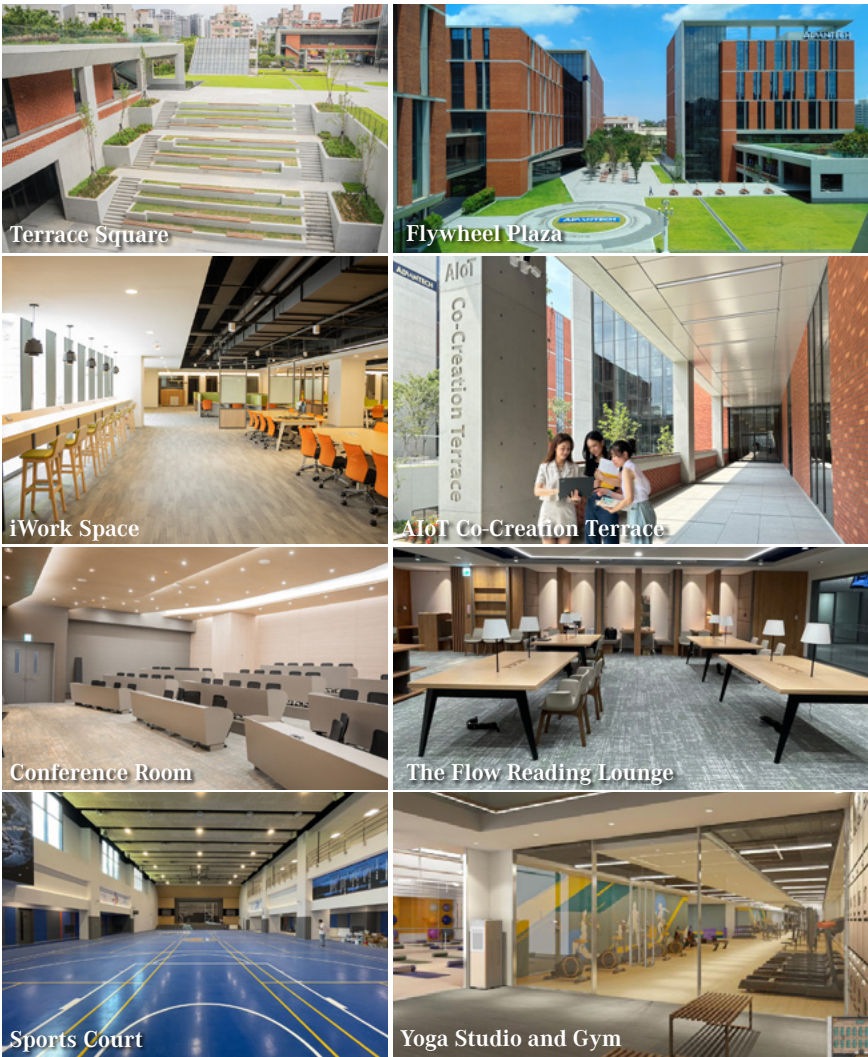


Campus Phase II



Campus Phase III

Phase 3 of the Advantech AIoT Co-Creation Campus comprises eight above-ground floors and three below-ground levels. This phase is designated to accommodate Advantech Service-IoT's headquarters and the company's manufacturing warehouse management center. Key features of this phase include:



Celebrating Advantech's 40th Anniversary

As Advantech approaches its 40th anniversary, a series of celebratory events have been launched, commencing with the *Cycling with Advantech for Grateful Partnerships* global cycling event. The inaugural ride kicked off in Taiwan and has extended to various countries. Other events include the *Well-Being Program*, *Global Drawing Competition*, *World Partner Conference*, and more. These events enable colleagues, partners, and customers to jointly celebrate Advantech's 40th anniversary.

Cycling with Advantech for Grateful Partnerships

Advantech has held Cycling with Advantech for Grateful Partnerships in over 40 cities worldwide. With more than 4,000 Advantech colleagues and partners taking part, the event symbolizes Advantech's continuous growth momentum, highlighting its vitality and unity. Through riding bicycles, which produce zero carbon emissions, the event underscores Advantech's commitment to promoting employee well-being and a sustainable planet. This spirit of sustainable development is shared with Advantech colleagues and partners worldwide.

Taiwan Headquarters



Advantech North America



Advantech Japan



Advantech Australia



Global Drawing Competition

The drawing competition, themed The Future of Intelligent World, received hundreds of artwork submissions created by the children of Advantech employees from over ten countries, including the United States, Germany, the Netherlands, Poland, Spain, Sweden, Singapore, Malaysia, Vietnam, and Japan. The top 5 “Little Advantechers” received accolades and also had their creations exhibited in Advantech offices worldwide. Through their rich imagination, bold strokes, and vibrant colors, these young artists portrayed a world where humans and animals coexist in an intelligent ecosystem.

Award Winner - Elementary School Category



Award Winner - Kindergarten Category



World Partner Conference

In the second half of 2023, Advantech will host the World Partner Conference at its newly completed AIoT Co-Creation Campuses in Taiwan. The aim is to commemorate Advantech's 40th anniversary with global partners and customers, while also exploring the latest technological trends and insights into IoT. Collectively, we look forward to the coming decade of collaboration for a brighter future enhanced by intelligent technology.

Regional Offices' Celebration Video Competition

To intensify the celebratory sentiment of the 40th anniversary, Advantech is hosting a Celebration Video Competition event, inviting regional business units worldwide to produce congratulatory videos. Advantech Europe gathered videos of employees from branches in cities like Munich, Milan, Paris, and Madrid, displaying their passion for Advantech and highlighting the organization's diversity and inclusivity. Meanwhile, Advantech North America transported everyone on a nostalgic journey with music from the 80s and 90s, underlining Advantech's legacy as a brand with four decades of history.

Advantech Japan



Advantech Europe



Advantech Vietnam



Advantech Singapore



Advantech China



Advantech North America



Advantech 40th Anniversary Baseball Day

To commemorate the 40th anniversary, the Advantech Baseball Day event welcomed approximately 1,600 employees, family members, and partners to participate. With thrilling baseball games, inspiring displays of sportsmanship, and engaging family activities, our shared enthusiasm brought us closer, igniting a deeper passion as we collectively embrace the future.



Global Employee Well-Being Program

In appreciation of its global workforce, Advantech allocated a special budget of USD \$1,000 per employee as part of its 40th anniversary celebrations in 2023. This gesture allows team members to collaboratively decide on its use, aiming to enhance the happiness of Advantech employees and their families by prioritizing their well-being.

Despite only being promoted for half a year, over 200 events have taken place globally, including family days, cruise

trips, picnics, overseas vacations, dinners, movies, and visits back to Advantech headquarters. These joyful experiences have strengthened the bonds and enhanced the overall well-being of Advantech employees, their colleagues, and their families.

Thanks to the remarkable success and enthusiastic feedback from our employees, we have planned an array of exciting programs for the second half of 2023. These initiatives provide our em-

ployees with chances to rejuvenate and enjoy quality time with their families, all while nurturing their sense of contentment and belonging at Advantech. The positive responses we've received serve as inspiration for us to keep organizing such programs. These collective efforts are what continue to drive Advantech's ongoing growth. We invite you to join us in discovering the joyful and exciting experiences shared with our fellow Advantech team members.

Travel itinerary for Taiwanese employees



During the journey to witness Matsu's Blue Tears and the biking trip around Taitung in Taiwan, employees partook in enriching experiences as members of the Advantech community.

Travel itinerary for Korean employees



Travel itinerary for Thai employees



Advantech's Thai employees traveled to Taiwan for an immersive tour, including a visit to Advantech's headquarters.

Advantech's Korean employees have various activity plans designed to bring them joy and happiness.

Advantech's Happy Global Employees

Taiwan



Julia Wong

I joined Advantech in the 1990s as part of the International Business Division, overseeing our European distributors and partners. My role was to forge strong connections with our European partners to meet or surpass our joint performance targets. Over my decades with Advantech, I've had the privilege of rotating through various roles, benefitting from the invaluable guidance and efforts of over 20 supervisors and cross-functional teams. Our strategies and execution have enabled the success of projects like B2B online ordering, digitizing performance reports, and managing key customers to achieve our missions.

Advantech champions a work-life balance. I've been an active participant in the company's hiking clubs, cycling groups, organic farm initiatives, annual lectures on altruism, and biannual blood drives. In 2017, I was delighted to be selected as the company's "Ambassador of 10,000 Steps Daily".

Looking forward, I wish for everyone to face challenges with a positive mindset, uphold respect, express gratitude, and repay kindness to find fulfillment in both their professional and personal lives.

U.S.A.



Lynette Andersen

My career at Advantech began in 2000 when I joined the newly formed Network Computing Group in San Diego. I was the first hire for this branch, solely responsible for marketing. Just two months in, I represented our brand at a trade show, introducing our new CompactPCI products. Tasked with filling a 6-inch tabletop display, I recall stressing over how to fill up that space. I showcased a single product and created a slide show for the rest. From planning to following up on leads, it was a one-person gig.

By 2019, our presence had increased. At Automate, we exhibited a 20" x 30" booth, showcasing over 60 products and solutions from two ISV partners. Collaborating with a team of 18, we had 13 people staffing the booth.

Reflecting on my two decades at Advantech, the experience has been immensely fulfilling. My growth, both professionally and personally, has been profound. I am grateful and I look forward to being a part of Advantech's next chapter!

U.S.A.



Michael Arcure

I remember first stepping into the Advantech office in December 2010. As a sales engineer, I was nervous and excited, but also eager to start a new chapter in my professional career. Little did I realize that this chapter would become so fulfilling.

In my initial role, I was tasked with understanding the unique needs of our clients and delivering tailor-made solutions that exceeded their expectations. While the role was challenging, each successful project grew my confidence and honed my skills in navigating the industry's nuances.

In 2020, I was promoted to regional manager for the East team at AOnline. This milestone was a testament to the trust and confidence of my colleagues and superiors, making me feel both humbled and empowered.

My colleagues at Advantech have taught me invaluable skills and have become lifelong friends. Looking back at my journey, I'm deeply grateful for the opportunities and experiences. I look forward to many more years of growth, learning, and friendship at Advantech.

South Korea



Nadia Kim

I began my journey with Advantech in my early twenties, starting as a sales assistant. Subsequently, I transitioned to roles as sales engineer, marketing manager, and currently, as a sales manager for the AOnline team. My tenure with AOnline stands out, as it's the leading online sales unit in responding to digital transformation trends. Our team of sales and marketing specialists leads Advantech's digital transformation using innovative IT solutions. Looking back over the years, I've embraced varied roles, received training at the headquarters, and constantly grown and learned.

Advantech's inclusive corporate culture fosters growth. Five years ago, when the Service IoT department was founded in Korea, I headed the marketing team. This gave me the opportunity to pioneer new ventures, attend seminars, engage with clients, and work tirelessly. Despite the challenges during that period, my passion for Advantech remains strong. Two decades on, I still enjoy working here. I continue to work happily, abundant with energy as I strive for a brighter future alongside Advantech.

Europe



Daniel Sun

In May 2023 at Advantech's Dusseldorf office in Germany, my colleagues presented me with a commemorative plaque celebrating 15 years of service, accompanied by a bouquet marking my seventh year in Germany.

I joined Advantech in April 2008, which was also the year I got married. A stable job and family were blessings granted by the supportive environment at Advantech.

In 2010, the company sought talent from the industrial automation department to assist in India. Seeing this as a golden opportunity for advancement,

I accepted the role. This work eventually led me to Singapore in 2011, back to China in 2012, and to Advantech Europe in 2016 as a product sales manager. This journey exposed me to various cultures and business settings.

Now, in my seventh year in Germany, I've been to countless European destinations. While I've lost count of the times colleagues in Europe have assisted me, I vividly recall navigating the challenges of the pandemic and its influence on business, standing shoulder to shoulder with exceptional colleagues.

Japan



Kenichiro Yajima

During my university years, I pursued an electrical engineering degree, setting the foundation for my career. Initially, I worked as a product manager at a company specializing in optical reader components. While I enjoyed the role, after several years I wished to move beyond merely selling components. I aspired to delve deeper into intelligent applications that addressed specific customer challenges. In 2005, this aspiration led me to join Advantech Japan, and I was fortunate to join the team.

Eighteen years later, I am currently the Director of IIoT PSM at Advantech Japan. As Director, even with the immense responsibilities of overseeing all products, I remain eager to learn. I'm particularly intrigued by technologies like e-paper solutions. At Advantech Japan, I relish the opportunity to explore new technologies with customers and witness how our innovative products enhance their work and industries. This ongoing journey fuels my passion and enthusiasm for my work.

Brazil



Guilherme Torres

In 2016, Advantech headquarters organized a championship among its regional business units to foster knowledge sharing in Industry 4.0 and to boost employee awareness of emerging trends and team building. The championship had two stages: the first stage was within each unit while the second stage was among intercontinental teams.

Participating in this competition, especially being the first to present on a new topic in a different language, was a great challenge that motivated me to prepare diligently over several days.

I remember feeling very excited after the speech that day. I was declared the winner of the internal campaign and was honored to represent Brazil among many countries.

I deeply appreciate Advantech for providing me with this opportunity, for witnessing the company's evolution, and for the chance to celebrate 40 years of breaking barriers. In the future, I will transfer to Advantech Europe, taking on new challenges. I hope to continue building the Advantech brand and assisting clients' transition toward the fourth industrial revolution.

India



Sanjana Kori

During my year with Advantech Raiser, time has flown by as I've engaged in activities I love. Tasked with marketing for the India region, I've passionately undertaken diverse responsibilities. From managing social media, writing press releases, and developing websites to orchestrating marketing events and organizing national and regional gatherings, I am directly in charge. In liaising with clients, suppliers, and partners, I recognize my pivotal role in upholding the company's brand image and take immense pride in this responsibility.

Both in our India office and headquarters in Taiwan, a dedicated and reliable team stands united, helping me strengthen my marketing endeavors. At Advantech, I have the opportunity to interact with colleagues and partners from different countries, gaining insights into their cultures and work dynamics while staying connected with the world. Each day at Advantech Raiser is a fresh experience, offering chances to grow personally and professionally. I am grateful to be a part of Advantech Raiser and eagerly anticipate adding memories to this story.

