

A blue background with a network of white and light blue lines and dots, representing a global or digital network.

**BROADCHIP**

*Connecting The Real World*

**Focus On Analog & Mixed Signal Integrated Circuits**

# 01

## COMPANY BRIEF

# About us



- 30 patent authorizations
- 20 integrated circuit layout registrations
- the “Shanghai High and New-Tech Enterprise” Certificate
- the “Integrated Circuits Design Enterprise” Certificate ”

IC00001-0 IC014000

# COMPANY BRIEF

- CAPITAL: TOTAL INVESTMENT 5million USD
- Office: 1500M<sup>2</sup> Total
- Total Employee: 38
- Company Founded: August, 2007
- Products: Developed more than 40 new products which have our own IP.
- Wafer Foundry: TSMC/CSMC
- Package: GOOD-ARK, JCET, CHPPAC
- Revenue: 2013: 7 million USD  
2014: 9 Million USD  
2015: 12million USD  
2016: 13million USD



# Management Team



**CEO**

**Mr. Jerry Dai**

2007- Now, CEO,  
Broadchip Technology  
2005-2007, Design  
Director, Pericom  
Technology, USA  
1999-2005, Principle  
MTS, Maxim Integrated  
Products, USA  
1997-1999, Senior Design  
Engineer, AKM, USA

**Engineering (ASIC)**

**Mr. Mike Yu**

2007 - Now, VP of ENG,  
Broadchip  
2005- 2007, Senior Design  
Engineer, Pericom  
Technology,  
2000-2001, Senior Design  
Engineer, National Chip,  
China

**Engineering(ASIC)**

**Mr. Jh Mao**

2 0 1 2 - N o w , R D  
Director,Broadchip

# Management Team



## Marketing&AE

### 姚利

2014- Now,  
Senior  
Marketing  
Manager,  
Broadchip  
2007-2014,  
Product  
Manager,  
Pericom

## 销售总监 (华东)

### 杨汉宇

2000年7月毕业于安徽财经大学计算机系，获学士学位；毕业后就职于多家国内知名企业从事销售工作。2012年加入广芯电子任高级销售经理。

## 销售总监 (华南)

### 何志龙

2001年毕业于东北电力大学，获学士学位。曾工作于北京中星微电子，SST，ISSI，2016年加入广芯电子技术任销售总监，负责华南区域销售和管理工作。

## Finance

### 焦红梅

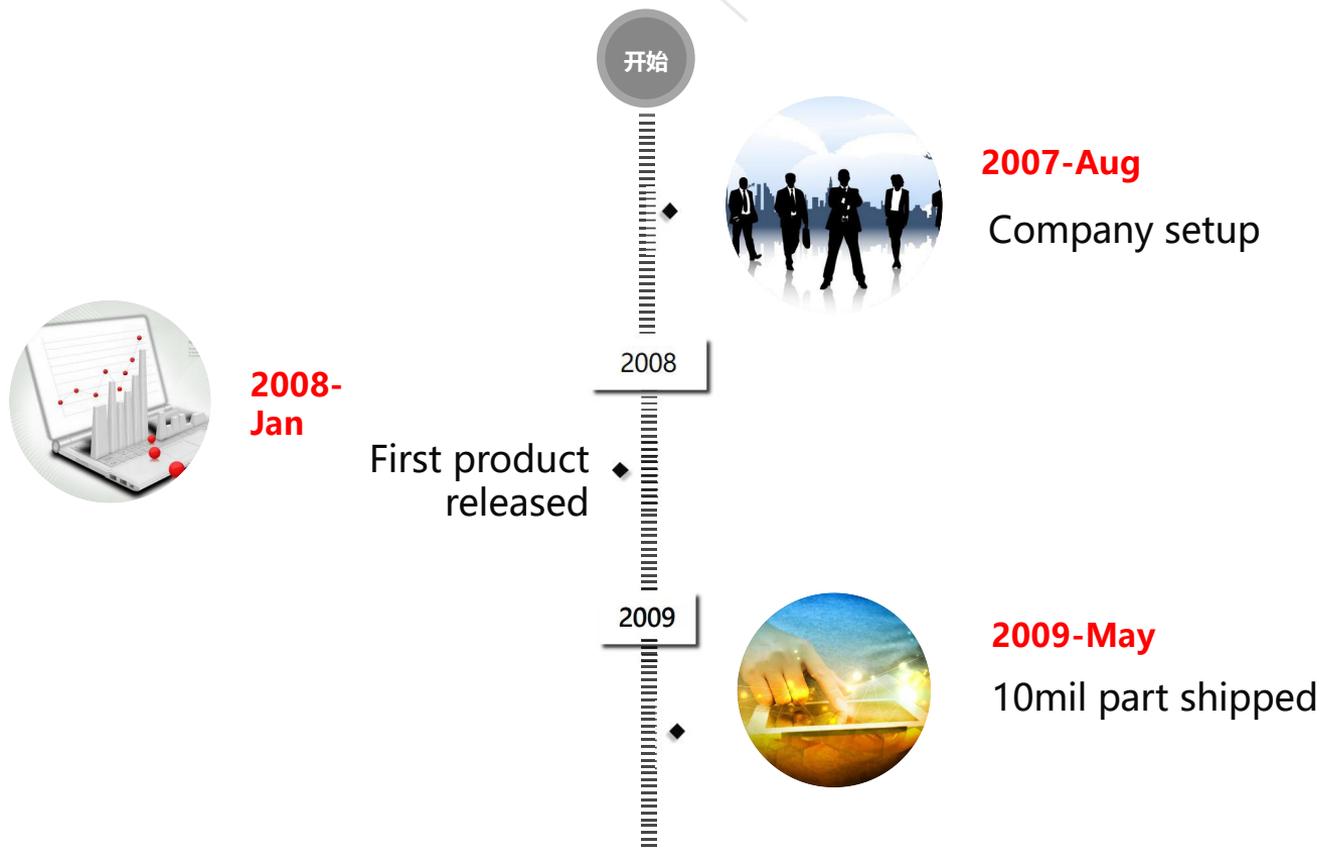
2010年毕业于上海财经大学会计专业，获学士学位；毕业后先后在多家知名企业任财务经理；于2014年加入广芯电子技术，任财务经理一职。

## HR/Admin

### 林爱红

2005年毕业于中央民族大学法学专业，获学士学位；毕业后先后在多家企业任行政人事经理；于2016年5月加入广芯电子技术，任行政人事经理。

# Company History



开始

**2007-Aug**

Company setup

**2008-Jan**

First product released

2008

**2009-May**

10mil part shipped

2009

**2010-Mar**

Over 100mil part shipped



2010



**2010-Jul**

ISO9000 passed

2012

**2010-  
Dec**

Over 200mil parts shipped



**2012-Nov**

Round A Funding Closed

**2013-Dec**

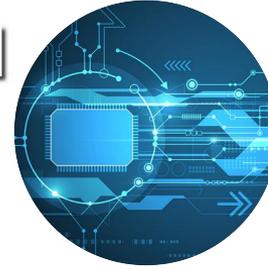
Round B Funding Closed



**2015-Dec**  
Round C Funding Closed



2014



**2014-Oct**

Over 1 billion parts shipped

2015

2016

**2016-Jul**

Shareholding  
System Reform



2017

**2017-Aug**

New three board  
code: 871366

Now

- **SHANGHAI SKY FIVE STAR INVESTMENT FUND**

One of the five investment funds set up by Shanghai Government.

SKY FIVE STAR Investment Fund is focus on the High Tech area including: Semiconductor, Software, IT etc.

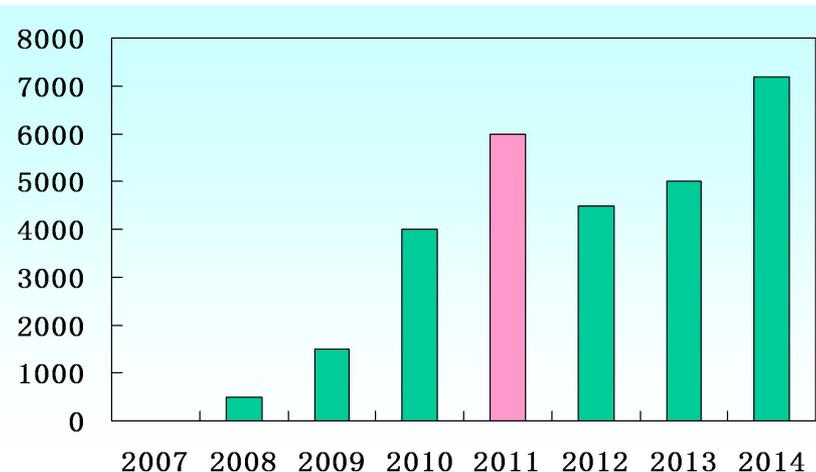
Fund Capital: 350Million RMB, First Round

General Partner: Shanghai State Assets Administration Committee And China National Finance Department

- **Spreadtrum Communications Inc**

A fabless semiconductor company that develops mobile chipset platforms for smartphones, feature phones and other consumer electronics products, supporting 2G, 3G and 4G wireless communications standards

annual sales ( 单位 : 千万人民币 )



02

**PRODUCT**

## Mobile Product

- Dual SIM Card Controller
- Analog Switch
- White LED Driver
- Funlight LED Driver
- Audio Amplifier
- Flash LED Driver
- DC-DC/LDO
- Switching Charger
- MIPI Switch

## Home Electronic Products

- Home Appliance SOC
- Iron Controller
- Toaster Controller

## Consumer Electronics

- OP-AMP
- DC-DC
- LDO

# Mobile Phone



White LED Driver  
BCT3220/3221/3256/  
BCT3692/3660B/3661B/3662

Funlight LED Driver  
BCT3253 / BCT3286 / BCT3299 /  
BCT3288A/3119

Flash LED Driver  
BCT3140/ BCT3141

MIPI Switch

BCT642/644/646

高速



Audio PA  
BCT2890

Analog Switch  
BCT4699/4717/4227/4222/422  
3/4321N/4157

Dual SIM Control  
BCT4302

DC-DC/LDO  
BCT2019/BCT2028/20  
31/BCT6715/BCT6710  
/1410

Switching Charger

BCT24157/24296

快充

# Product Roadmap



2017



2018



2019

2.5GHz 4Lane MIPI  
Switch

BCT646

Power Line OVP  
BCT2286

5V/1.1A 20V DC-DC Boost  
step upRegulator  
BCT6710

12V VIN Fast  
Switching  
Charger

Under  
Development

AMOLED Regulator

1\*1 DFN LDO  
BCT2031

500mA LDO  
BCT2028

MIC&GND Switch  
BCT4049

# 03

## MARKET ANALYSIS

# Brand Customers

**TECNO**  
传音科技



**nuoio**

**koobee**

**Coolpad** 酷派

**步步高**

**lephone**

**LAVA**  
An Asia leading mobile brand.

**DOOV**  
朵唯手机

**BroadLink**®

**BIRD**

**Tendyron**

**YUELI**®  
月立

**KONKA** 康佳

# ODM Partner



# 04

## DEVELOPMENT VISION

广芯电子的产品广泛应用于手机，PAD，POS，GPS，音响，IOT，家电等消费类电子产品和工业控制等领域。



愿景

通过引进美国硅谷先进的集成电路设计技术和对国内大量科技人才的利用，创建一个具有强大核心竞争力的、面向全球市场的世界知名企业。



使命

我们将依靠团队深厚的技术沉淀，秉承为客户创造价值的理念，设计，开发和销售高性能、高品质、高技术含量和高性价比的模拟和混合信号集成电路产品，同时向客户提供优质高效的服务和支持。



服务

我们将专注于模拟和混合IC产品的创新和开发，致力于成为高性能、高品质模拟和混合信号集成电路产品领域的领导者。

THANKS

**BROADCHIP**

Connecting the Real World !