

# Growth and future of GD32

*-- China 32-bit MCU's opportunities and challenges*

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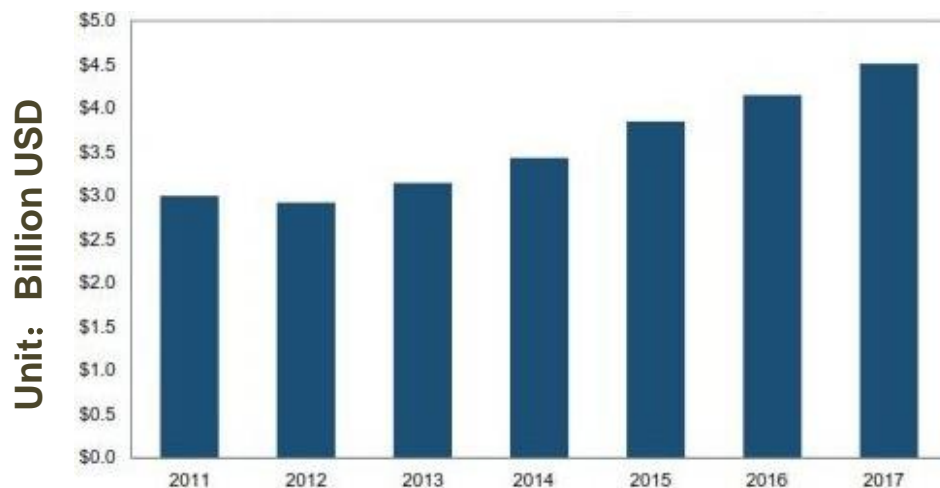


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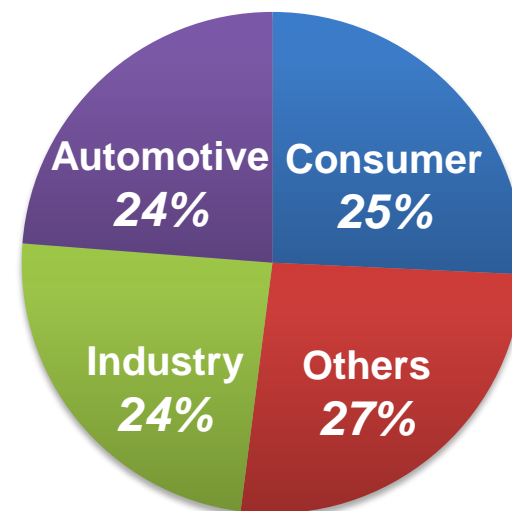
- **China MCU Market Overview**
- **IoT Eco-system with MCU**
- **Industry 4.0 with MCU**
- **Life with MCU**
- **China Mass Market: Right Approach for us**
- **GD32 MCU Introduction**
- **GD32 MCU Portfolios**
- **GD32 MCU Roadmap**

## China MCU market Revenue



Source: IHS isuppli Research 2015

## MCU Application Segment Ratio



2016

U\$4.0B

↑ 15%

2017(F)

U\$4.6B

Y16 China MCU market revenue > U\$4.0B, Global market share 23%

## China MCU Market Distribution

RANK	COMPANY	REV.(M USD)	RATIO
1	RENESAS	400	10%
2	FREESCALE+NXP	340	8.5%
3	MICROCHIP+ATMEL	320	8%
4	ST	140	3.5%
	Taiwan design house TTL	400	10%
	Mainland design house TTL	400	10%





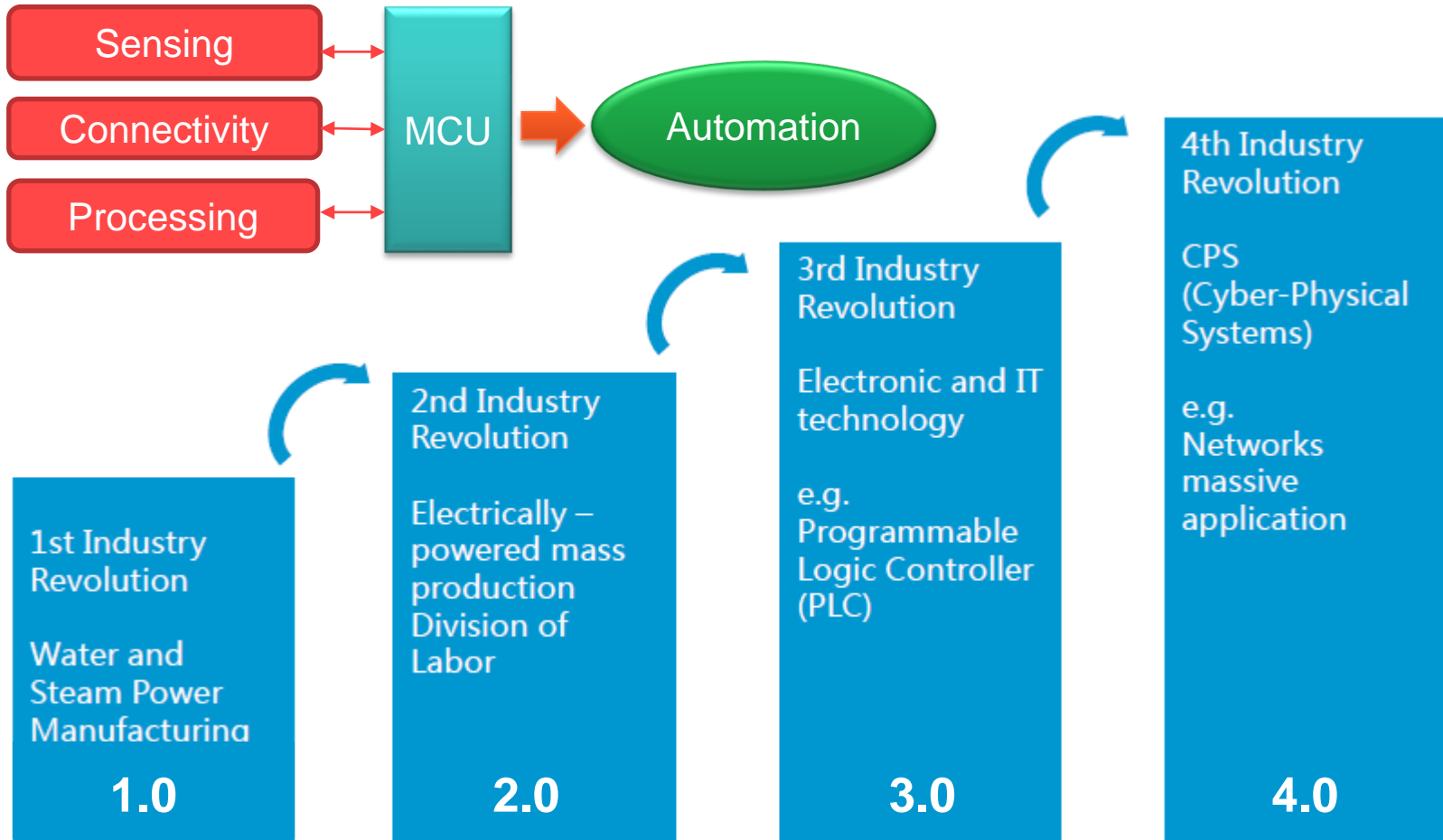
# MCU is IoT “Node” in China



- Low Power
- High performance
- Easy use
- Cost-effective

# Industry 4.0 with MCU

Industry Automation + IOT = Industry 4.0





**Smart Home is very near to daily living with growing fast  
Y2020, China smart Home revenue will reach U\$50B**



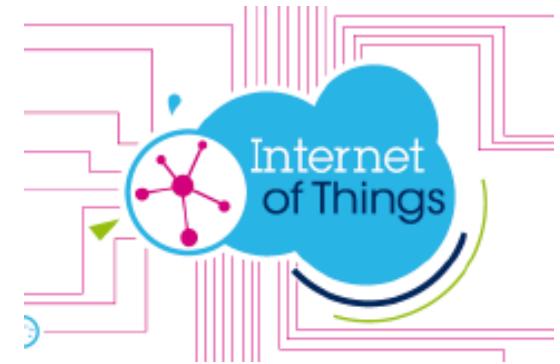
While world wide big companies will benefit from the intelligent & automation, it is also big opportunity for China local IC companies.

## Capacity & Supply

- IC company int'l merge to short technology gap
- Lower barriers for MCU creation: ARM Core
- Leveraging the open infrastructure of China IC

## Demand Assurance

- IoT business mode: internet leading, H/W & S/W deeply integrated.
- China internet company growing fast
- China has the biggest end-user of smart things



**Overtaking**

With GigaDevice rich memory and controller IC design experiences...

- 2005 – SRAM
- 2008 – SPI NOR Flash
- 2013 – 32-bit Cortex<sup>®</sup>-M3 MCU
- 2016 – 32-bit Cortex<sup>®</sup>-M4 MCU

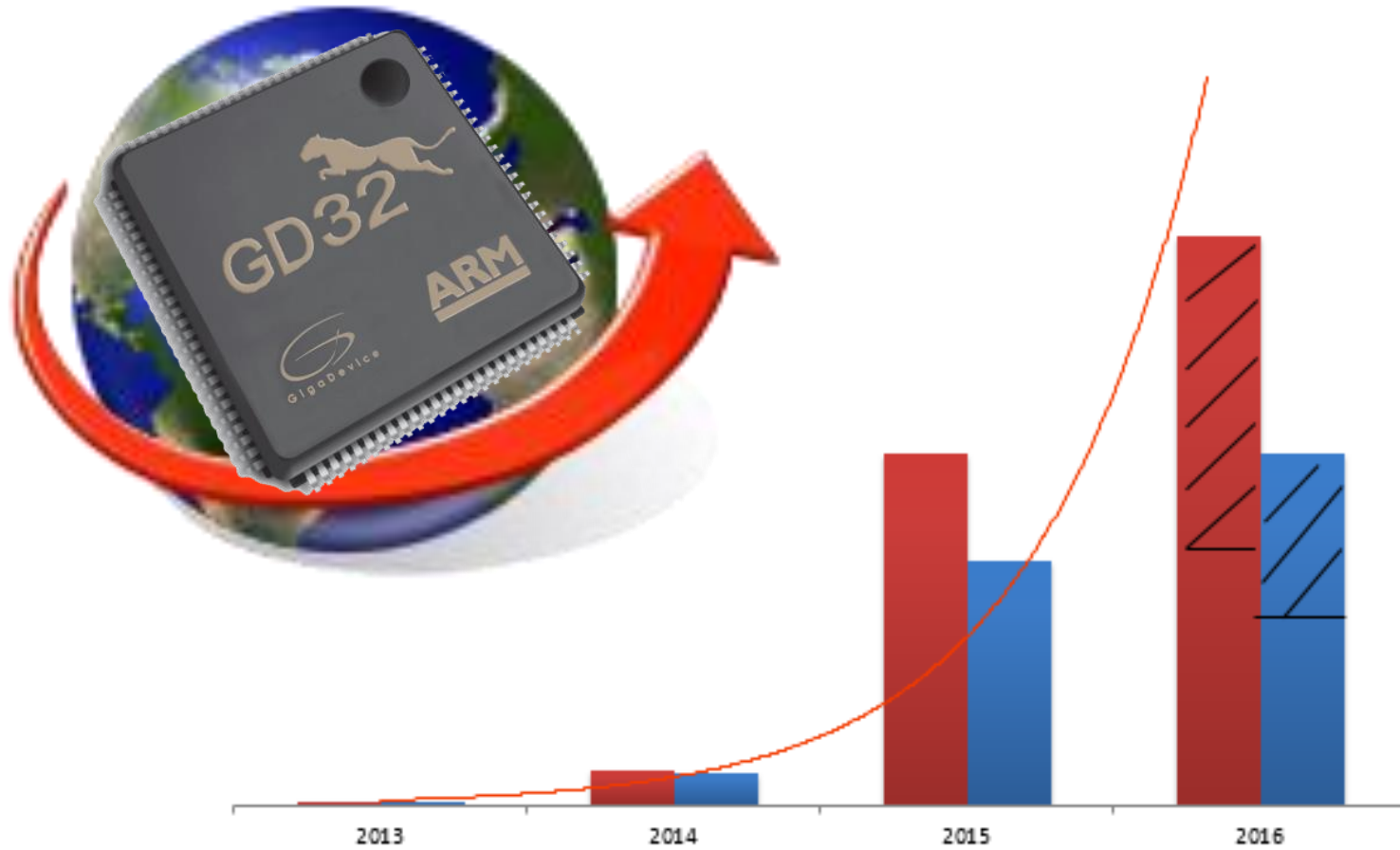
All the No.1 Product  
in mainland China

## GD32 Family of 32-bit ARM<sup>®</sup> MCUs

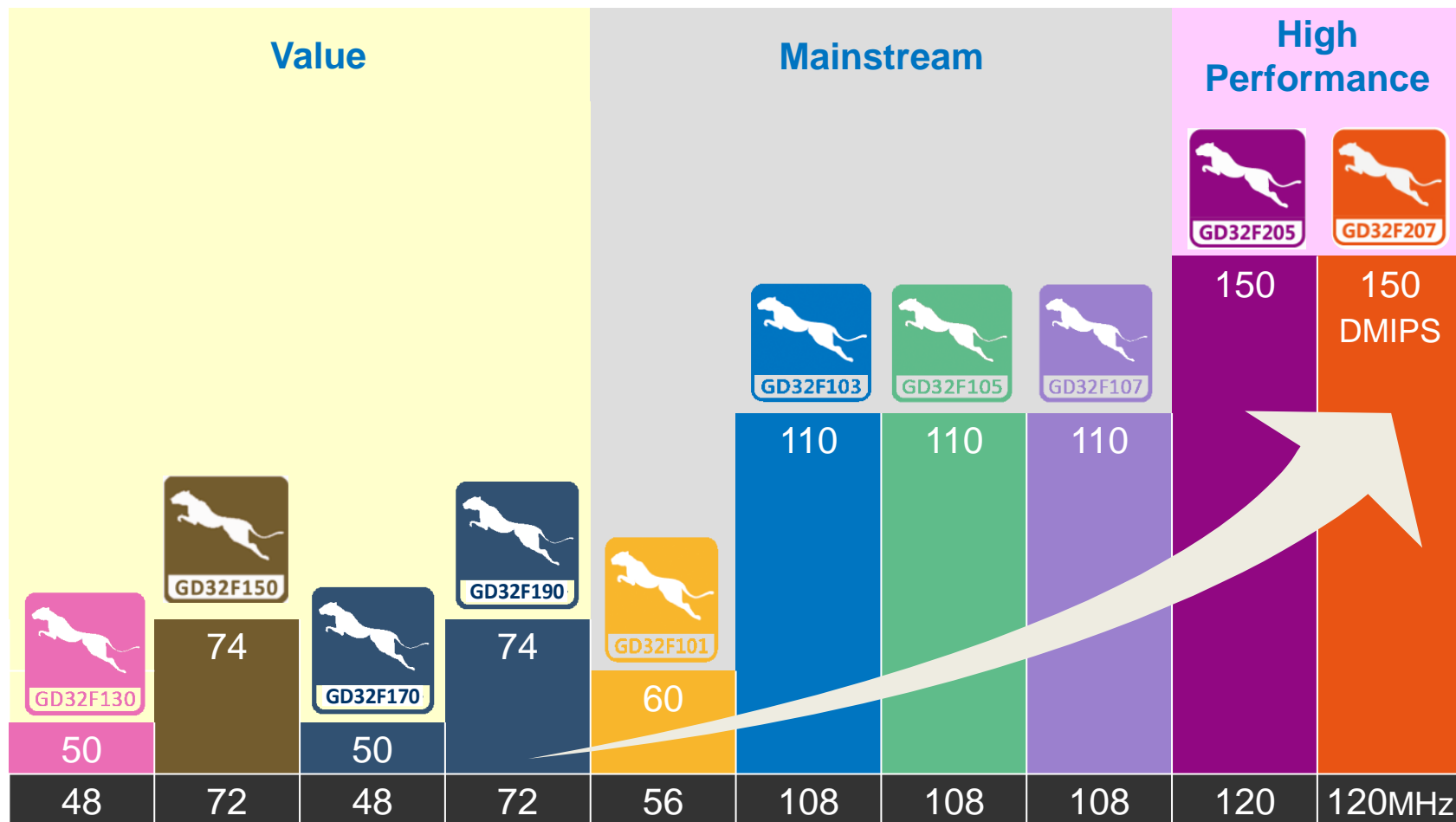
- ✓ Latest 32-bit ARM<sup>®</sup> Cortex<sup>®</sup>-M core
- ✓ 11 complete product lines
- ✓ >200 P/Ns for selection
- ✓ Excellent performance & real-time response
- ✓ Optimized active power consumption
- ✓ Outstanding ESD & EMC level
- ✓ Rich peripherals & interface combination
- ✓ Comprehensive IDE & software compatible



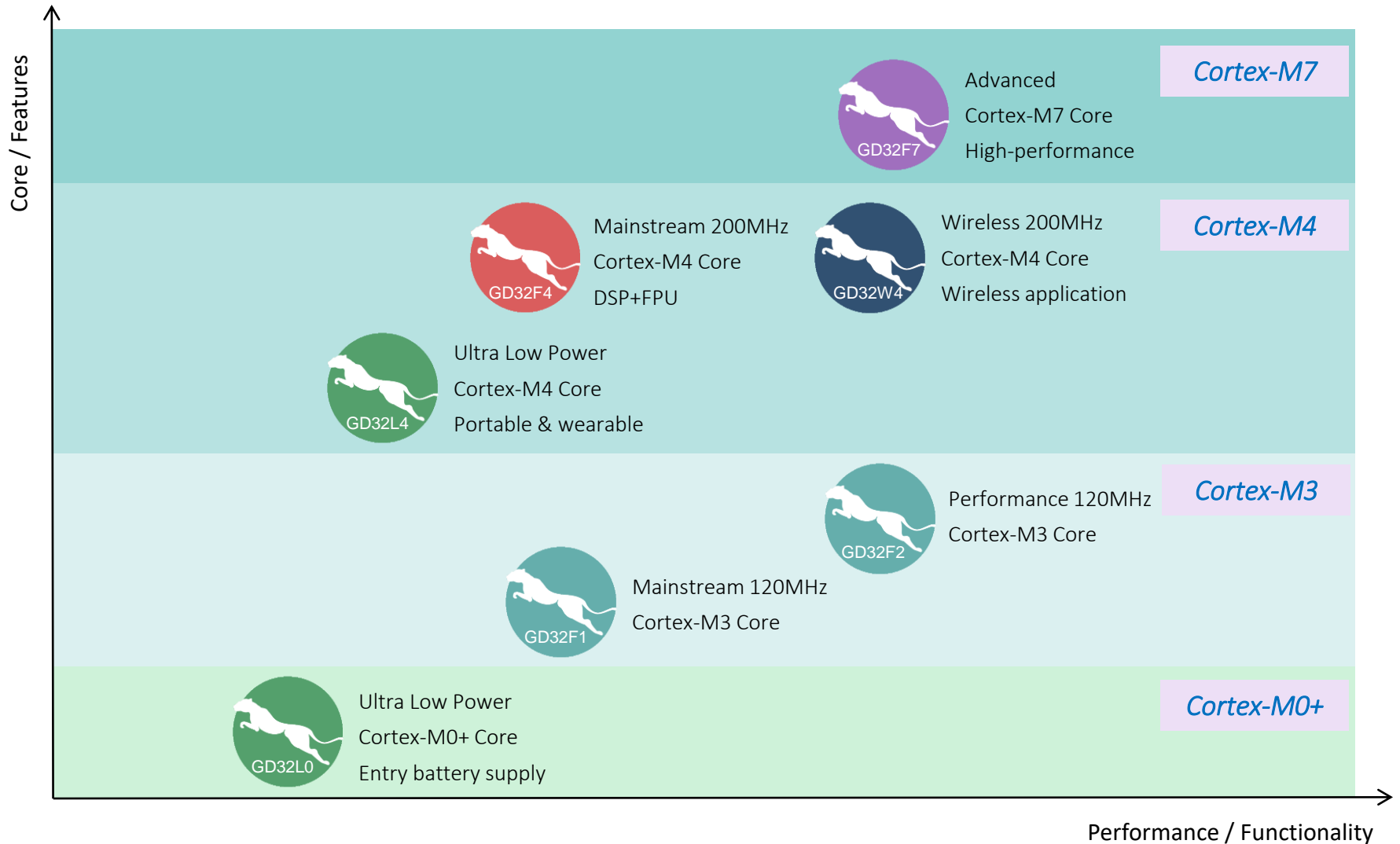
# GD32 MCU Rapid Growth

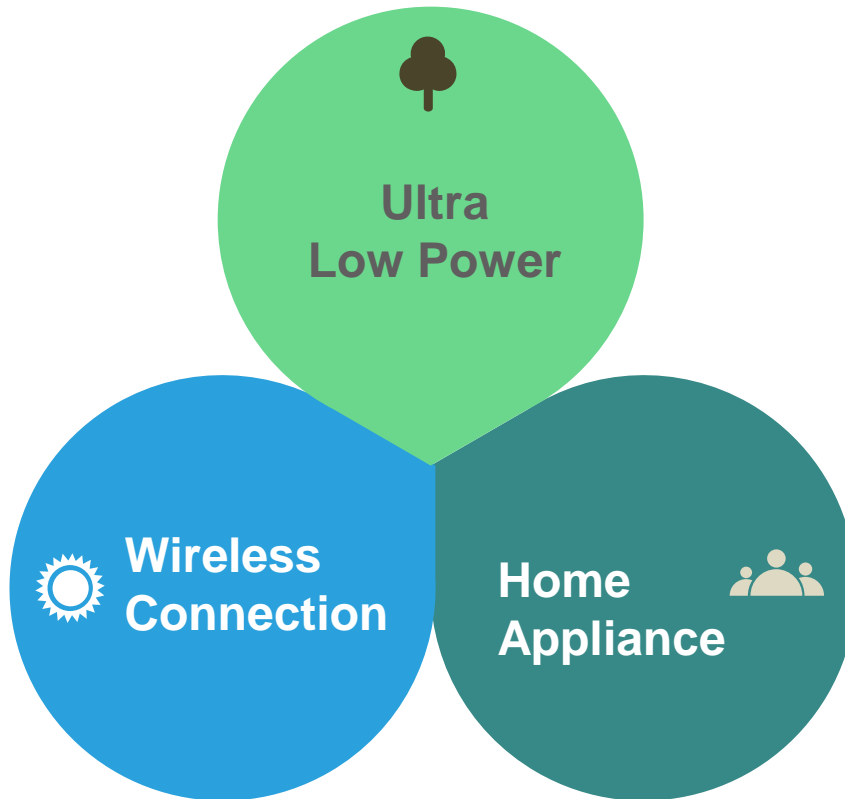


# GD32 MCU Portfolio ~200P/N



# GD32: Broadest Cortex-M Portfolios





## Ultra Low Power

- Battery supply
- Portable application
- Wearable device

## Wireless Connection

- BT5.0/ BLE/ZigBee
- Sub 1GHz
- WiFi
- LPWAN/LoRa/NB-IoT

## Home Appliance

- White-Goods
- Weight measurement
- Home medical



**Thank you**

