

1.2.2.2 Customer Service and Satisfaction

- At LITE-ON, we deliver excellent execution to provide quality and innovative products and services that create value for our customers and make us the best partner for our customers



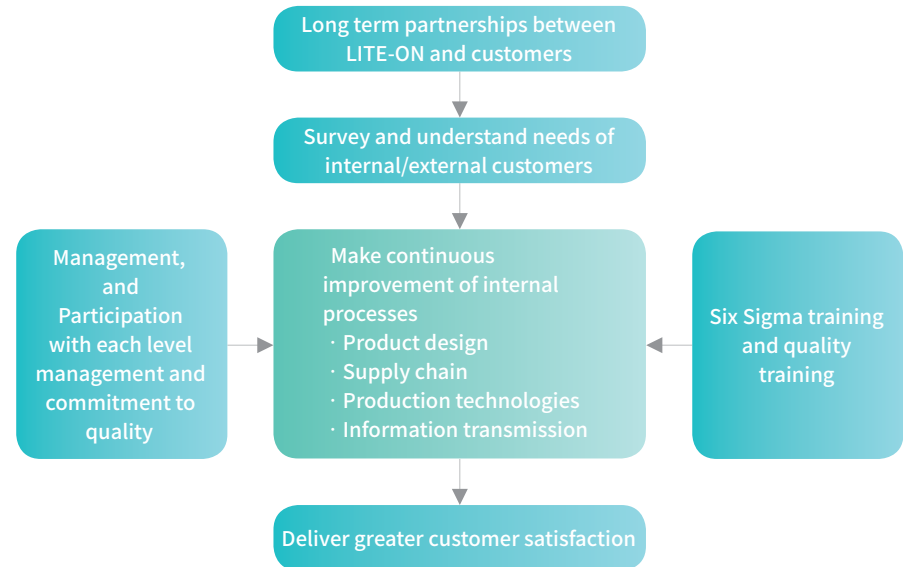
- "Customer Satisfaction" is one of the core values of LITE-ON
- Build a cross-functional team to provide a full range of real-time services

- Short-term goal: Annual average customer satisfaction at 90% or higher
- Mid-/long-term goals: Ongoing improvement of the customer service management process to maximize customer satisfaction

Customer Service

LITE-ON's each business unit has cross-function teams (CFTs) providing targeted services to individual customers; these teams bear responsibility for taking orders, performing product R&D and manufacturing, and ensuring quality, delivery, cost, and after-sales service. Our CFTs can quickly propose response methods and overall solutions based on customer issues and feedback.

In order to satisfy customers' needs for prompt delivery; we handle purchasing, planning, logistics, and cash flow processes online, and use online information as the basis for our operations. We also integrate data from external suppliers, customers, and banks, etc., to ensure that management and delivery information is correct and up to date. Furthermore, to shorten the processing time for technical support, transport and delivery, and after-sale services, LITE-ON has installed production facilities, branches, and distribution warehouses in locations close to customers around the world that can respond promptly to customers' needs.

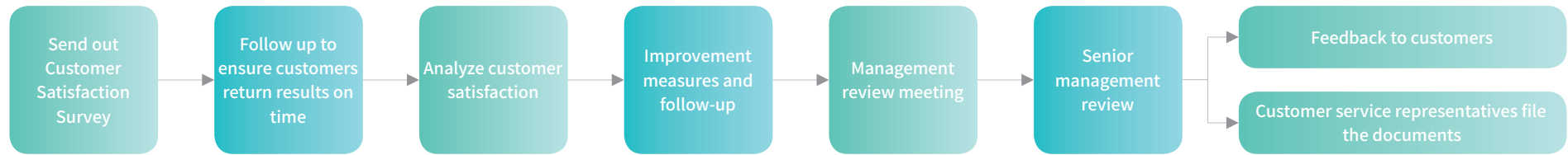


Customer Satisfaction

"Customer Satisfaction" is one of the important bases of product and service improvement for LITE-ON. Understanding and analyzing customer satisfaction is one of the important ways for LITE-ON to continually improve its product quality and service procedures and implement new systems to further satisfy customers' needs.

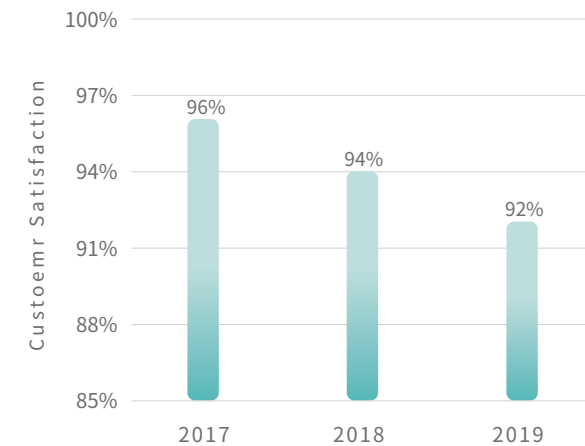
Building on scores of regular customer evaluation and audits as well as results of the quality management system, LITE-ON sends customer satisfaction surveys to large customers¹ every year. Survey results are used to make improvement plans. In addition, improvement of customer evaluation scores is also made one of the performance indicators for certain departments as appropriate. The relevant departments will propose improvement measures for surveyed items with lower scores. The sales departments have to track the progress and complete the improvement plans on time. The results of the improvement plans will be reviewed by appropriate division heads and become part of the operation plans in the following year for designed departments to ensure satisfied customers.

Process of customer satisfaction survey



Below are the results of Customer satisfaction survey conducted by LITE-ON's core business in 2019

		Satisfaction Survey Items						Overall satisfaction
		Green Compliance	Quality	Purge	Delivery Time	Technology	Response-	
Average Satisfaction	Score (out of 5)	4.8	4.6	4.7	4.5	4.4	4.7	4.6
	Satisfaction (%)	96%	92%	94%	90%	88%	94%	92%



Note 1: Main Customers are defined as the group of top 20 customers.