



# 2011 Annual Report

# Financial Highlights

NT\$ in thousands			
	2011	2010	% Change
<b>Net Sales</b>	32,505,748	33,857,100	-4.0
<b>Gross Profit</b>	10,333,223	10,579,642	-2.3
<b>Operating Income</b>	891,902	975,250	-8.5
<b>Income Before Tax</b>	1,177,684	1,513,855	-22.2
<b>Net Income</b>	970,265	1,221,566	-20.6
<b>FX Rate (USD to NTD)</b>	29.4677	31.6654	
<b>Cash &amp; Cash Equivalents</b>	5,319,966	5,296,920	0.4
<b>Total Assets</b>	26,721,546	25,655,452	4.2
<b>Working Capital</b>	6,262,816	5,735,229	9.2
<b>Long Term Loans</b>	-	-	-
<b>Shareholder's Equity</b>	14,216,657	14,530,928	-2.2
<b>Shares Outstanding **</b>	635,580	647,580	-1.8
<b>FX Rate (USD to NTD)</b>	30.2900	29.0300	

\*\* in thousands

# Letter to Shareholders, Customers, Partners, and Employees



**ROGER KAO**  
Chairman and C.E.O. of D-Link Corporation



**A.P. CHEN**  
President of D-Link Corporation

## CHALLENGES AND OPPORTUNITIES

The year 2011 commemorated D-Link's 25th anniversary, a landmark occasion that also saw the launch of revolutionary cloud solutions. These groundbreaking innovations come at a critical moment within the industry as cloud technologies have progressively come to influence all aspects of the digital lifestyle. Nonetheless, considering recent social and economic upheaval throughout the world, the general business environment was less than ideal in 2011. Most notably, the chain reaction resulting from the debt crises in Europe, the United States, and other regions strained consumer confidence. High unemployment in the West furthered a depressed marketplace in many developed nations. A variety of severe natural disasters throughout the world, such as the tragic 3/11 earthquake in Japan and ensuing tsunami, as well as the floods in Thailand and Brazil, all had a serious human and economic toll. The cumulative effect of these factors has resulted in diminished kinetic energy within the consumer marketplace. Conservative spending from consumers combined with strong price competition from China contributed to performance falling short of expectations this year, with profits showing some attenuation over the previous year. Despite these challenges, D-Link still maintains substantial brand equity throughout the world. The company's strategic transformative development through value-added product differentiation and a continued emphasis on cloud solutions will widen the gap with competitors in the near future.

## FINANCIAL PERFORMANCE

D-Link's global consolidated revenue in US dollars totaled US\$1.103 billion compared with US\$1.069 billion in 2010, for a growth of 3.1%. However, the consolidated revenue came in at NT\$32.5 billion, down 4% from the previous year's total of NT\$33.86 billion due to the

appreciation of the NT\$ against the US dollar. Operating income fell to NT\$892 million, down 8.5% over the previous year. Net profit after tax was NT\$970 million, compared to the previous year's NT\$1.22 billion. A combined gross margin of 31.5% was seen in 2011, similar to the 31.2% in 2010. Operating profit margin dropped to 2.7% from the 2.9% last year. Annual earnings per share were NT\$1.52, versus the previous year's NT\$1.89.

## MARKET SHARE

According to Gartner, D-Link ranked first in the Enterprise WLAN market, based on standalone access points (821.3 thousand units) in 2011, with a worldwide market share of 27.3%.<sup>1</sup> In the Enterprise Ethernet Switch market, D-Link ranked third, based on total port shipments (67.2 million ports), with a worldwide market share of 17.5%.<sup>2</sup> D-Link's annual switch shipments totaled approximately 67.2 million ports, a growth of 7.3% over 2010. Wireless devices totaled approximately 20.23 million units shipped. This is a growth of 13.4% over the previous year. Additionally, the broadband telecom product line achieved annual shipments of 20.21 million units, growing 12.8% over last year. Based on product line, wireless products accounted for 39.5% of annual turnover, followed by 30.3% for switches, 16.9% for broadband telecom, and 13.3% for digital home and others.

## 25 YEARS OF TECHNOLOGY AND INNOVATION

D-Link continues its reign as the leading brand of innovative networking products for the digital home. As always, product innovation, design and value remain core strength, well-recognized within the industry for 25 years now. 2011 saw the continuation of this tradition with distinctions from several premier design organizations throughout the world. The DAP-1525 Access Point/MediaBridge and DWA-121 Wireless N 150 Pico USB Adapter won the IF product design award. The Boxee Box (DSM-380) and the DHP-310AV PowerLine AV Mini

Adapter won Germany's red dot product design award. The Boxee Box was also awarded Taiwan Excellence Gold Award. Products such as the DWR-131 3G Pocket Router, DCS-7510 Outdoor Day / Night PoE Surveillance Camera, DIR-412 Mobile Wireless Router, and DNS-213 1-Bay Network Storage Enclosure also earned a Taiwan Excellence Award. The Japanese Institute of Design Promotion recognized D-Link with the 2011 Good Design Award (G-Mark Award) for the DIR-645 Whole Home Router 1000. The DIR-857 HD Media Router 3000 won the CES Innovations 2012 Design and Engineering Award at the CES International Consumer Electronics show 2012. D-Link continues to shine as the first major consumer gateway vendor to earn IPv6 certification from the UNH-IOL. D-Link's continued adulation reflects the outstanding performance of D-Link products across all aspects of research and design, innovation, and energy efficiency.

## MYDLINK CLOUD SERVICES

After several years of development and testing, D-Link is optimally positioned to deliver on the promise of revolutionary Cloud solutions in 2012. These solutions began rolling out across the globe in December 2011 starting in Taiwan, then Hong Kong, and climaxing at the Consumer Electronics Show (CES) in Las Vegas. mydlink Cloud Services present a revolutionary lifestyle concept now that real-time monitoring, remote management, mobile access, synchronization, and sharing can all be accomplished with ease. A noteworthy milestone for cloud solutions, new Cloud Router, Cloud Camera, and Cloud Storage lines enhance D-Link products, adding significant value through integration with the mydlink platform and mobile applications. The mydlink cloud Services Platform was awarded the 2011 Cloud Innovation Excellence Award by Taiwan's Ministry of Economy. As a pioneering leader in the cloud space, D-Link occupies a principal position within the industry.

## THINKING GLOBALLY, ACTING LOCALLY

Expansive market coverage worldwide continues to provide D-Link with a competitive edge over rivals. In addition to maintaining leadership in Europe and the United States, D-Link has leveraged numerous growth opportunities in emerging markets over the past few years. Investments in these regions have paid off with emerging markets contributing 62.5% of consolidated revenue, retaining double-digit growth and outperforming developed markets in 2011. D-Link remains deeply entrenched across 67 countries globally. With products and services reaching all corners of the globe, D-Link maintains an auspicious standing as a reputable multinational enterprise. This reputation is especially advantageous in the current cloud era as D-Link products fill a unique niche. By operating close to customers, D-Link is able to master their customs, culture, and values to develop customized localized applications. These unique offerings exceed that of our competitors throughout various markets and product segments. D-Link will continue to pursue the vast opportunities afforded by emerging markets, laying a foundation for future growth and stability.

## OUTLOOK

Looking ahead to the coming year, a variety of challenges still loom. In particular, the short-term debt problems in Europe appear difficult to surmount. The North American economy has taken a few tentative footsteps toward recovery, though future prospects are uncertain. Emerging markets and

Asia Pacific maintain steady growth as an energetic driver within the global economy. D-Link has continued to rise in prominence and improve its penetration in these regions, with additional growth anticipated. The rapid adoption rate of mobile devices such as tablets and smartphones has nurtured a considerable app market and increased demand for high-quality digital content. Delivery of such content via mobile and broadband presents cloud application opportunities as legacy equipment is replaced by next generation technologies that support higher bandwidth. Overall, the networking equipment industry is still in an expansion cycle, promising sound long-term growth prospects.

Despite increasingly fierce competition within the consumer networking arena, D-Link's consumer networking solutions continue to exhibit market leadership. In particular, the growing mydlink Cloud Services lineup offers notable added value, a clear differentiator from competitors. Similarly, on the business side, the promotion of 4S (Switch, Surveillance, Storage, and Software) allows D-Link to provide its customers with a complete array of services, fostering addition growth momentum. The company's strategic decisions of the past year bode well for a bright future.

We extend special thanks for the long-term trust and support of shareholders, the management team, and staff who have continued to uphold the spirit of sound management, sustainable development, and corporate social responsibility. Through their concerted efforts, D-Link will achieve its performance targets, yielding continued growth and prosperity for our valued shareholders.

Sincerely,

**ROGER KAO**  
Chairman and C.E.O. of  
D-Link Corporation

**A.P. CHEN**  
President of  
D-Link Corporation

<sup>1</sup> Source: Gartner, "Market Share: Enterprise Ethernet Switches, Worldwide, 2011" by Severine Real and Katsuo Hori, 12 March 2012

<sup>2</sup> Source: Gartner, "Market Share: Enterprise WLAN Equipment, Worldwide, 2011" by Christian Canales, 5 March 2012

# Globalization through Localization

Meeting the World's Needs through Local Units



## LOCAL MARKET UNDERSTANDING, INTERNATIONAL PRESENCE

Unity: a strategy for success executed on a global scale. D-Link is the award-winning designer, developer, and provider of Wi-Fi and Ethernet networking, broadband, multimedia, voice and data communications, and digital electronics solutions. D-Link has systematically expanded its market share by penetrating geographic targets through a strategy of establishing in-country business units supported by a strong corporate foundation.

Confident in the resources of D-Link headquarters to develop and deliver state-of-the-art networking products, each local business – regardless of its location around the world – effectively penetrates the market. D-Link's innovative products provide solutions for home and business, each built with standards-based reliability. D-Link has become a trusted international brand that connects people to their lives, their work, and to each other.

# Emerging Markets & Asia Pacific

Emerging Markets and Asia Pacific experienced lucrative sales for fiscal 2011, contributing 62.6% of total sales revenue.

Although economic struggles throughout Emerging Markets and Asia Pacific continued, D-Link prevailed, experiencing a year-over-year sales growth rate of 13.6%. Furthermore, development in Russia, Latin America, Asia Pacific, Middle East, and Africa enhanced D-Link's presence throughout the region. D-Link was able to enjoy growth, despite the economic downturn, as a result of the company's effort to drive local brand awareness, maintain competitive price points, and pay close attention to customer needs.

Through strong sales growth and brand recognition, D-Link continued to gain traction in the Russian market, especially with the Telecom and Enterprise markets. The deployment of "D-Link Trade" provided better communication with users and increased sales as customers could directly purchase devices from D-Link's newly deployed stations. D-Link was a major participant in the "INNOPROM-2011" exhibition, an annual event held by the government of Moscow, an event that the company used to promote its robust L2 and L3 switching solutions. For Telecom, the company received special recognition for its DSR-1000N Multi-Services Router, receiving the gold award as an "impact product" in the Broadband category. Furthermore, D-Link has maintained its name as the leader in networking products. In a 2010 survey by iXB.com, D-Link was awarded the "gold award," being voted by a survey group as the most recognized brand in the Wi-Fi industry. As a result, quality and performance have remained key attributes that customers use to identify the D-Link brand in Russia.

Already well-recognized as a consumer networking brand in South America, D-Link continued to maintain its leading position in the consumer segment while also establishing its position as a provider of business solutions. D-Link re-stimulated its channel program to communicate with wholesale distributors and business partners to better provide solutions of value to customers. Additionally, D-Link found new business opportunities by promoting the use of its video surveillance line to both consumers and businesses. Added depth to the Small to Medium Business sector

proved to be another area that offered great promise with D-Link focusing on adapted solutions due to the number of integrated projects by the market.

Despite the surge in prices and the subsequent effect on the economy in Southeast Asia, 3G products were still in high demand as collaboration with service providers allowed D-Link products to receive more exposure. D-Link has continued to enhance its business presence within these regions, promoting Wi-Fi products and winning projects in both education and service provider sectors.

In India and the Middle East, D-Link celebrated the relocation of its corporate office to Mumbai as well as the acquisition of a state of the art warehouse in Goa. The new warehousing facility allowed D-Link to strengthen its infrastructure by doubling storage capacity and making ample space for value added services. While improving the company's offering, D-Link also provided networking courses to educate users on its solution offerings through the launch of its D-Link Academy program. Through this effort, D-Link was able to educate users of the new solutions available to better utilize the ground breaking products released by the company. Initiated in the previous year, D-Link completed its "Connections 2011" program, a platform used to reach out to a number of channel partners and resellers, this year connecting with over 1,400 partners in over 9 different cities.

In 2011, D-Link looked into new mediums to attract fresh customers while also continuing to satisfy its current customer base. Competitive price points remained a key attribute for customers seeking value. Despite the economic setbacks among some regions, encouraging signs were present as organizations continued to invest in new networking technology and equipment. With the rise in demand, D-Link anticipates that its current line of networking solutions will continue to be the reliable choice for municipal networks worldwide. D-Link will continue to look to these areas for substantial growth.



## CASE STUDY

### NATIONAL MAIL COMPANY OF ECUADOR

The Government's National Mail Company of Ecuador has its principal office located in Quito City. The National Mail Company of Ecuador needed to incorporate a Surveillance solution that would allow it to visually follow every one of its branch offices on a national scale while in real-time. Additionally, it needed to maintain a registered security copy of all the processes that the institution conducted in order to guarantee the highest quality of operations at every level of security.

### D-LINK PRODUCTS

- DCS-3410 (Fixed Network Day/Night PoE Camera)
- DCS-5220/DCS-6620 (Pan/Tilt Network Camera)
- DCS-5605/DCS-5635 (SECURICAM Network Camera)
- DGS-1210-16 (16-Port Gigabit Web Smart Switch)
- DWL-P200 (Power Injector + PoE Splitter)

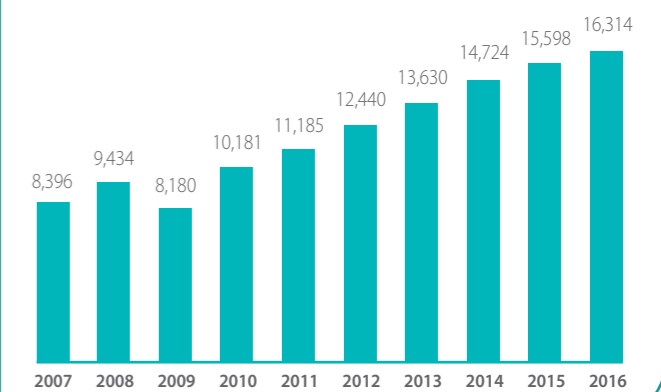
### BENEFITS

The National Mail Company of Ecuador chose D-Link solutions as part of their modernization process as D-Link provided a customized solution that fulfilled their needs of providing its system with fast response time that would still be affordable in price and implementation. The DCS-3410 provided real-time MPEG and MPEG4 video compression to efficiently make use of bandwidth for video streaming. Additionally, D-Link's

solution allowed the National Mail Company of Ecuador to obtain the Certificate of National Post Security, which is considered the highest level of recognition granted to a national post company for its level of security provided within all its processes.

## EMERGING MARKETS & ASIA PACIFIC

End-User Spending on Enterprise Network Equipment by Region, 2007-2016 (Millions of Dollars) – Asia Pacific & Emerging Markets



Source: Gartner, "Forecast: Enterprise Network Equipment by Segment, Worldwide, 2007-2016, 1Q12 Update, by Christian Canales, Severine Real and Joe Skorupa, March 12, 2012

Chart Created by D-Link based on Gartner data. Regions in this graph include: Asia/Pacific, Japan, Latin America, Middle East, and Africa.

# Europe

Europe contributed 21.7% of D-Link's global revenue in 2011, showing growth throughout major product lines.

D-Link Europe continued to create new opportunities and further assert itself as an innovative brand leader in 2011, contributing 21.7% of D-Link's total revenue despite the uncertain economic climate. The introduction of innovative products and services provided the market with ground-breaking technology which reflected D-Link's stance as an industry pioneer. Overall, the region experienced steady growth in a number of products lines, despite difficulties with the market.

Entering 2011, the focus for growth was centred on D-Link Europe's Business Solutions, E-tail and Service Provider businesses to increase their industry leading position. From a technology perspective, D-Link's objectives were centered on growing sales of its Smart Switch, Managed Switch, Storage and Wireless portfolios. IP Surveillance was also identified as an opportunity to provide for significant growth opportunities with the company investing in completing its already comprehensive family of business cameras, while also launching the new mydlink™ service to market. Reflecting its commitment to customer support and service, the business launched the round-the-clock, rapid response technical support service, D-Link Assist.

Despite a challenging and competitive market, D-Link Europe's Business Solutions unit sales experienced steady growth. Unit shipments for Smart Switch products further increased, with D-Link demonstrating stronger growth in Gigabit shipments than the majority of its competitors.

Success in the consumer range included the Boxee Box by D-Link, which continued to capture the imagination of customers. Launched months before any major competitor in the Internet TV market, the Boxee Box has continued to be a best seller in key regions for D-Link, particularly in Northern Europe. The mydlink™ range of cloud cameras, introduced a new and revolutionary range of home monitoring cameras. Another first from D-Link was the DIR-645, a Wireless N Router with SmartBeam™ Technology, which has taken the market by storm with its unique technology and design.

Focusing on Europe's business customers, D-Link Europe grew its switch portfolio to provide a strong competitive offering and a more comprehensive range. The launch of the new DES-7200 and DGS-6600 chassis

switches, delivered a greater level of scalability and functionality than most other competing switches on the market, providing businesses with the features and functionality of enterprise-class networking at low cost points. The DGS-1500 SmartPro switch series was also launched to help businesses grow their networks. In addition to this D-Link Europe continued to focus on its storage portfolio with the launch of a complete family of storage products.

Looking ahead, recognition brand refresh will serve as part of a wider business initiative to further position D-Link Europe as a leading edge, customer-centric organization. This will enable the business to maintain its relevance, healthy market position and. The business will continue to grow its core product ranges for both Business and Consumer, focusing on fast growing market segments, such as Storage and IP surveillance. D-Link Europe will furthermore continue to build on the mydlink™ Cloud Services initiative, launching additional cameras, routers and storage devices to market. This will become a key strategic focus for the company going forward. In order to demonstrate the company's commitment to support and grow its channel partners and channel business, D-Link Europe will continue to invest in developing tools for the channel which will be introduced through its new channel programme.

D-Link Europe plans to demonstrate its ability to drive growth in 2012 while pushing the boundaries of technology, leadership and innovation, to deliver world class leading solutions that benefit both consumers and businesses.



## CASE STUDY

### BT BUSINESS DIRECT

BT Business Direct and its sister company DABS.com are leading providers of IT equipment direct to business and consumers respectively. As part of the BT Group, BT Business Direct offers over 20,000 hardware and software products through its online store and direct sales force, aiming to be a one-stop shop for computing, networking, communications and support. With the sales team growing the company moved from an older office to one that was custom built. With the sales team relocating to a newly customized building, security was an important consideration, and the company was looking for surveillance of the main reception area in different light conditions, plus internal surveillance around the office.

### D-LINK PRODUCTS

- DCS-6112 (Full HD Dome Network Camera)
- DCS-6616 (Pan/Tilt/Zoom Dome Network Camera)
- DNS-726-4 (2-Bay Network Video Recorder)
- DSN-3200 (xStack 15-Bay Storage)

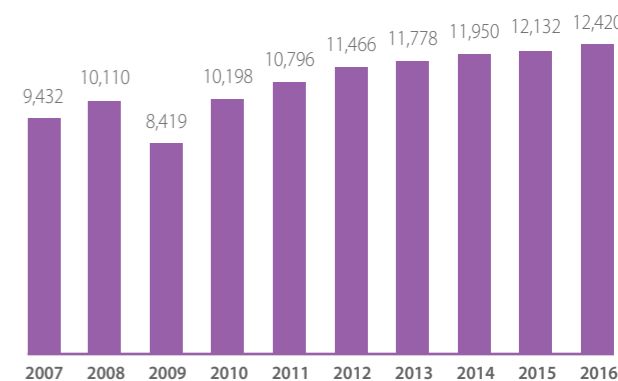
### BENEFITS

D-Link proposed a full security solution with high quality network cameras, network infrastructure, storage and software. In addition, its edge-of-network design meant the impact on the network was minimized, and redundancy was built in. Implementation of the solution saved cost of overhead for the office as the system is remotely managed.

BT Business Direct now has full surveillance and security with remote monitoring for their building. As a result, BT Business Direct is considering the possibility of involving D-Link in new projects with the company.

## EUROPE

End-User Spending on Enterprise Network Equipment by Region, 2007-2016 (Millions of Dollars) - Europe



Source: Gartner, "Forecast: Enterprise Network Equipment by Segment, Worldwide, 2007-2016, 1Q12 Update, by Christian Canales, Severine Real and Joe Skorupa, March 12, 2012

Chart Created by D-Link based on Gartner data. Regions in this graph include: West and East Europe.

# North America

Despite obstacles from the economy, D-Link North America celebrated its 25th Anniversary with a continued focus on refining and developing the investments in the company's processes and infrastructure from the previous year.

Although economic factors in North America led to regional setbacks, D-Link's focus and commitment to partners and the channel remained steadfast. Additionally, with efforts devoted to enhancing both Consumer and Enterprise solutions, D-Link emphasized the innovation of products and technology. As a result, D-Link North America continued to expand strategic relationships with channel and retail partners while also focusing on engaging new partnerships to lay the framework of success for upcoming years.

Promoting D-Link's economic value proposition was essential to the success of the Business Solutions program, coupled with an increased focus on promoting the Professional Services as an option to customers. D-Link also aggressively increased VAR partner recruitment efforts with monthly newsletters, channel casts, and a dedicated recruitment site, leading to several wins on the enterprise business side. As a result, the focus and message to partners and customers asserted D-Link's superior economic model, resulting in key company wins. The D-Link VIP program was enhanced with new program levels: registered, silver and gold, along with Technology Specializations in Storage and IP Surveillance, helping the company earn the prestigious "5 Star rating" from CRN.com.

To enhance its Business Solutions offering, D-Link increased the number of inside sales representatives and made strategic investments to improve channel operations and increase overall efficiencies. D-Link's portfolio of switches, access points and wireless controllers helped position D-Link as a leading source for businesses to deploy, manage and secure a complete wireless network. New enhancements, such as the introduction of metal switches as well as the ease-of-integration and proven return on investment, helped underscore D-Link's leadership position. In addition, the growing demand for complete end-to-end video surveillance solutions fueled the industry's conversion from CCTV to IP cameras. D-Link's breadth of IP Surveillance offerings were well positioned, offering businesses increased flexibility and the ability to integrate seamlessly with D-Link storage and switching.

In 2011, D-Link North America was in a unique position to capitalize on the proliferation of tablet usage and the burgeoning mobile market, with new consumer and

small business products offering seamless connectivity for a range of remote applications. D-Link introduced the Amplifi product portfolio, a line of high-performance home networking solutions. These innovative products helped maintain D-Link's position in the home networking market. In addition to the Amplifi line, D-Link expanded the success and revenue growth of its IP consumer camera line with the introduction of the mydlink-enabled Wireless N Network Camera D-Link Day/Night model (DCS-932L). D-Link enhanced the consumer experience and introduced the mydlink+ app that allowed consumers to view up to 4 D-Link IP consumer cameras at one time on an iPad or Android tablet.

The Service Provider group was also awarded business by several major service providers, due in large part to D-Link's IPv6 technology leadership. D-Link took the lead on incorporating IPv6 into a number of routers, giving D-Link the edge it needed to win business with several major U.S. service providers. D-Link also successfully participated in World IPv6 Day and promoted IPv6 technology advancements by becoming an information resource to the media and customers.

Looking ahead, D-Link will continue to be aggressive with new wireless technology product announcements based on the next-generation Wi-Fi standard 802.11ac standard. Moreover, leveraging the success of the consumer IP cameras, D-Link is poised to address the ever-increasing desire for accessing content anytime anywhere by introducing a range of Cloud products offering instant access to personal and streamed content on multiple platforms.

On the business side, D-Link will continue to underscore the 4S Solution – Surveillance, Switching, Storage, and Software. IP Surveillance is a major part of the solution portfolio and 2012 will focus on adding security integrators to build channel partners. D-Link will also further expand the successful SAN product line, incorporating major new usability and performance features. Lastly, the VIP program for technology resellers will be enhanced to deliver new revenue streams for partners, new marketing support and a new portal offering partner specializations.



## CASE STUDY

### MENGER HOTEL

The historic Menger Hotel is located in downtown San Antonio, Texas, and features 310 rooms and meeting and conference space for up to 750 people. Menger has become one of the best known hotels in the southwest, but despite its landmark status and location, Menger was at a disadvantage when it came to providing reliable Internet access and high-speed wireless to attract business customers and guests. The hotel had an unreliable, wired DSL network which was often inaccessible or slow, and guests wanted access away from their room desks. Adding to the challenge were wireless penetration issues caused by one to two-foot thick limestone walls and a ceiling that could not be modified due to the hotel's historical landmark status.

### D-LINK PRODUCTS

- DGS-3100 (48-Port Gigabit Stackable Layer 2 Switch)
- DWS-4026 (24-Port Wired/Wireless Layer 2 Managed Switch)
- DWL-8600AP (Unified 802.11n Dualband Access Point)

### BENEFITS

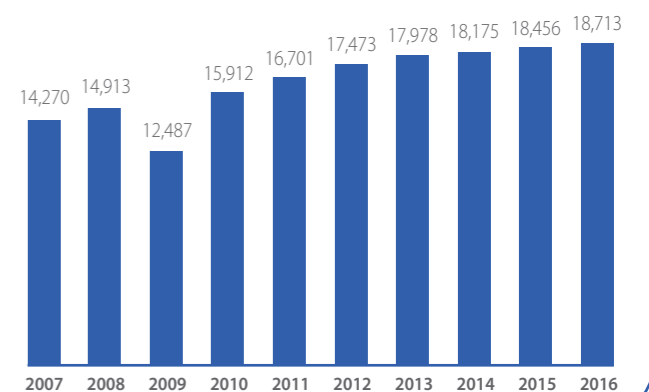
With much planning to overcome the Menger's structural obstacles, D-Link's VAR helped to install 68 DWL-8600APs in a staggered configuration on alternate floors and seven APs in the meeting room areas to support over 200 simultaneous users. The APs get PoE from the nine DGS-3100 switches they connect to, which connect via 6-strand 10Gbps fiber optic cable to two DWS-4026 switches that provide central management, and a number of multi-level security features. In addition, through pre-authentication, key caching and the

Fast Roaming Feature, wireless users can freely move about the hotel property without losing Wi-Fi.

After the wireless network installation, guest trouble tickets have decreased substantially, from 5-10 a day to fewer than 10 per month. Calls to IT from the back office have gone from one a week to zero in the two months of the network's operation.

## NORTH AMERICA

End-User Spending on Enterprise Network Equipment by Region, 2007-2016 (Millions of Dollars) - North America



Source: Gartner, "Forecast: Enterprise Network Equipment by Segment, Worldwide, 2007-2016, 1Q12 Update, by Christian Canales, Severine Real and Joe Skorupa, March 12, 2012

Chart Created by D-Link based on Gartner data. Regions in this graph include: North America.

# Consumer Solutions

As consumers discover new ways to utilize the Internet, ties to their digital lifestyle have become stronger than ever before. D-Link has always been a pioneer in the digital home, releasing groundbreaking products to accommodate the evolving needs of consumers.

In 2011, D-Link introduced a number of new products to satisfy the evolving needs of the consumer market segment. The recent surge in online video streaming and social networking has caused an increased demand for high-speed connectivity. Similarly, the introduction of mobile applications and devices means that users need access to the Internet everywhere and anywhere, thus driving the demand for bandwidth to an all-time high. D-Link recognized this continuing trend for the digital lifestyle, and subsequently focused on enhancing home entertainment, connectivity, monitoring, and storage product lines.

D-Link enhanced its network connectivity offerings by releasing its new line of Amplifi products to provide users with greater speed, range, and flexibility. D-Link introduced the D-Link Amplifi Wi-Fi Booster (DAP-1525), an access point that boasts D-Link's patented Smartbeam technology that utilizes multiple antennas to significantly reduce interference by locating and tracking wireless devices in a network to deliver focused, individual beams of bandwidth. Additionally, D-Link released its HD Media Router series that utilizes the company's HD Fuel technology, which allocates

bandwidth to ensure that the demands of the latest multimedia applications are met with uninterrupted performance. For situations where the installation of network cabling would be inconvenient, D-Link has presented a number of PowerLine products that utilize a home's existing electrical wiring to create a high-speed network connection between different rooms in a home, even ones unreachable by wireless signals.

Consumers have begun to awaken to the limitless possibilities presented by their wide-range home network connections. D-Link anticipates that security devices such as surveillance cameras will gain increased popularity as consumers learn of their many benefits. In particular, mydlink-enabled cameras can be set up easily and remotely viewed anytime, anywhere. Integration with mydlink smartphone applications and the mydlink.com website makes viewing camera feeds more straightforward and streamlined than ever before.

Recognizing the trend toward dedicated multimedia hardware, D-Link continued to push the Boxee Box, a media player that allows users to enjoy Internet content on standard or HD televisions. Announced in the first quarter of 2010, the Boxee Box has maintained its popularity as new features and applications are added regularly. As more and more online content becomes available, D-Link expects a growing number of consumers to continue to take advantage of the benefits provided by the Boxee Box and the rest of D-Link's media player line.

Media players tend to require additional storage capacity for users who store high-definition video, audio, and photo content. Given the demand to access files while "on the go," D-Link's network attached storage (NAS) devices have satisfied this need with a robust set of features, but are also easier to install and configure than ever before.

Consumers are increasingly accustomed to working from home or on the road. To satisfy the needs of these consumers, D-Link has introduced new mobile devices that empower users to maintain their productivity



wherever and whenever 3G/4G coverage is available. The latest series of mobile devices allow users to share their mobile connections with colleagues via Wi-Fi.

D-Link looks to expand its consumer base by growing its product lines, providing innovative solutions at competitive prices. Diversified offerings and innovative technologies will allow D-Link to maintain its position as a leader in the Consumer and Digital Home segment.

## NOTABLE ACHIEVEMENTS FOR 2011:



reddot design award  
winner 2011

D-Link Powerline AV Mini Adapter (DHP 310AV) and Boxee Box (DSM 380) by D-Link have been awarded the 2011 red dot product design awards



GOOD  
DESIGN

D-Link DIR-645 Whole Home Router has won the "Good Design Award 2011"



product  
design  
award  
2011

D-Link DAP-1525 and DWA-121 has won prestigious "iF DESIGN AWARD 2011"



TAIWAN  
EXCELLENCE

D-Link has been awarded the "Taiwan Excellence Gold Award 2011"



# Business Solutions

Anticipating exciting opportunities arising from the business market segment, D-Link remains committed to providing SMEs and SMBs customers with powerful and cost-effective solutions that facilitate success in today's evolving networking environment.

D-Link's primary focus has been on solutions for the small to medium business segment with an emphasis on high-port-density unmanaged switches. Within the past several years, mounting expertise has allowed D-Link to increase production volume of managed switches suitable for a wider array of applications. This has produced outstanding revenue growth of over 70 percent in managed switches worldwide. The D-Link Smart Switch series is likely to experience comparable or greater popularity as a middle ground for businesses that require the power of a managed switch without the complexity.

D-Link plans to further extend its reach, especially with the small to midsize business, releasing a number of Gigabit and Fast Ethernet switches. Noticing the increased needs and demands of the mid-market, D-Link released a number of devices to fit the growing demand of customization among these business environments.

The near exhaustion of IPv4 addresses has raised awareness of the need for IPv6-capable network infrastructure. With this in mind, D-Link has made IPv6 readiness a priority for all products. Ahead of the competition, D-Link has already attained IPv6-ready certification for all of its Managed Switch products, including its full line of Smart Switches. D-Link L3 switches currently support IPv6 routing in addition to IPv6 management.

Security has been a primary concern for networking administrators. However, the complexity of creating a secure network environment can prove to be a daunting task. With this in mind, D-Link developed its

Unified Services Routers to provide everything needed for comprehensive management, superior wireless performance, robust security, and flexible deployment. Similarly, D-Link's NetDefend UTM Firewalls also offer an extensive feature set that includes Intrusion Prevention (IPS), Antivirus (AV), and Web Content Filtering (WCF) for managing, monitoring, and maintaining a healthy and secure network.

The increased dependence on wireless technologies has fostered many opportunities for D-Link as a provider of stand alone access points and unified wireless solutions. In particular, D-Link's unified access points, unified wireless switches, and wireless controllers for management and roaming control have seen considerable growth of over 70 percent worldwide. This growth has also been met with increased investment as D-Link expands its wireless offerings to small and medium enterprises.

D-Link storage solutions empower data centers with support for virtualization. For maximum value, D-Link iSCSI Storage solutions are embedded with license-free snapshot and replication technology capable of handling applications that require high-availability in virtualization and cloud computing environments. D-Link Unified NAS systems were recently developed to serve businesses that require iSCSI capabilities alongside standard file-based storage systems. Furthermore, D-Link's xStack storage solutions achieved both Citrix Ready certification and VMware Ready status to accommodate to future needs of the business environment to assure for virtualization compatibility with enterprise applications. The next generation of D-Link storage products will include added integration with cloud backup services, making them particularly attractive to channel partners and customers.

IP surveillance has begun to overtake CCTV as the preferred method for surveillance because of the quality and convenience that it provides. The latest generation of switches includes support for Auto Surveillance VLAN, a sophisticated feature that offers advantages for businesses establishing a combined switching and surveillance infrastructure. D-Link IP cameras can be installed on the same network used for data transfers



without any degradation in network performance. Auto Surveillance VLAN provides the benefit of easy configuration combined with quality of service (QoS) improvements.

As a leader in the industry, D-Link has made a number of products with green technologies available to the public, to conserve energy, protect the environment, and reduce waste. D-Link Green™ technology was developed several years ago as part of an initiative to equip businesses with energy efficient technologies that meet or exceed current green guidelines for manufacturing and disposal. When IEEE ratified the green standard for Energy Efficient Ethernet in 2010, D-Link had already launched an IEEE-compliant switch. D-Link has continued to extend this compliance to its entire line of enterprise products and will continue to help businesses minimize their carbon footprint.

D-Link has defined itself as an end-to-end solution provider, offering products that extend across all areas of network infrastructure including switching, security, wireless, IP surveillance, and storage. With a rich and robust selection of features and products among all of these categories, D-Link has been able to supply businesses with powerful building blocks that add value at each level of their network infrastructure.

## NOTABLE ACHIEVEMENTS FOR 2011:



D-Link is leading with comprehensive IPv6 Ready (Phase II) certified products across consumer and enterprise segments.



D-Link IP Surveillance products have got ONVIF complied.

# Service Provider Solutions

D-Link maintains a competitive mobile product line to complement its flourishing broadband offerings as it accommodates the evolving needs of the Telco market.

Long-standing relationships with reliable vendors and manufacturers have contributed to D-Link's reputation as a dependable partner for service providers. Internet Service Providers (ISPs) view D-Link as a "one stop shop" with comprehensive offerings, including everything from consumer-level ADSL routers found in the home to enterprise-level management switches which provide advanced infrastructures for ISPs.

Service providers face many challenges in the current competitive environment, especially since average revenue per user has begun to drop while operating expenses have begun to increase. The demand for data traffic has grown as a result of the increased use of cloud-dependent mobile devices and the large adoption rate of bandwidth-heavy applications, such as video streaming. Additionally, Telcos and Internet Service Providers have experienced growing conflict as they determine how to appropriately share bandwidth loading.

One of the main concerns from both Telcos and their subscribers as the rate of data traffic increases has been bandwidth allocation. To address this problem, D-Link's Smart QoS technology allows content to be classified and prioritized according to the preference of the Telco or its subscribers to ensure that enough bandwidth is allocated to preferred applications. By using device signatures, home devices can be automatically identified and prioritized according to a pre-defined hierarchy for bandwidth allocation. The use of OSGi as a service platform allows service providers to easily add new applications or services for subscribers.

As subscribers demand more services, such as on-site and online technical support, D-Link has relieved ISPs of some of the burden with its Remote Support System (RSS) for home networking management. D-Link's Network helper application lets home users easily diagnose and fix Internet connection problems via a step-by-step graphical user interface.

With the growing number of mobile handsets and smart phones, service providers have needed to address the obstacle of 3G traffic loading. D-Link provided two solutions to address this issue with Femtocell access points and Wi-Fi hot spots. D-Link's years of experience with access connectivity and wireless technology have placed the company in a solid position to provide Femtocell solutions to service providers. Centralized management via D-Link's access controller helps to reduce setup time for Wi-Fi hot spots serving multiple devices.

To enhance its mobile solutions business, D-Link produced several 3G dongles that attracted service providers with their simplicity and performance. D-Link's presence in consumer networking and the digital home leaves the company prepared to deliver the next generation of mobile networking devices.

The increasing demand for more bandwidth looks to be a trend that will continue for quite some time due to the high-speed connection required for modern applications. Products offering higher throughput will be in demand, including GPONs, DOCSIS3.0 routers/gateways, VDSL, ADSL2+ IADs, and media gateways. In the mobile market, 3GPP Long Term Evolution (LTE) has emerged to also relieve the deficiency in bandwidth, ultimately creating a transition in more stable ecosystems such as North America and Europe. Considering the current landscape, D-Link seeks to expand its global reach with an emphasis on emerging markets and a renewed determination for developed nations.



#### **BROADBAND MODEMS**

D-Link modems are standards-based connectivity devices that deliver strong, high-speed Internet connectivity.

#### **BROADBAND ROUTERS**

D-Link's strength in engineering brings customizable router solutions to the service provider selling to the end-user.

#### **VOICE & IP COMMUNICATIONS**

D-Link VoIP products are primarily sold through VoIP service providers, bringing affordable calling options over an Internet connection.

#### **WIRELESS MEDIA PLAYERS**

D-Link media players and set-top boxes are next-generation, value-adding devices for service providers catering to the home consumer.

#### **ADSL MODEMS**

D-Link ADSL modems create a high-speed DSL Internet connection and offer Ethernet and USB ports for flexible connectivity.

#### **INTERNET CAMERAS**

D-Link SecuriCam Internet cameras represent another value-added option for service providers, bringing access to live video streams over the Internet to the home consumer.

#### **SWITCHES**

D-Link business-class Ethernet switching products are robust solutions capable of providing worldwide service provider networks.

# Product Design & Distribution

We often overlook how quickly the Internet and computer networking have changed the way people communicate and do business. D-Link has been a pioneer in this area, constructively influencing the way the world perceives networking in the home and office.

For nearly 25 years, D-Link has taken the initiative to develop new technologies and make them accessible to businesses and consumers all over the world. Throughout this journey, D-Link engineers have been leading innovators in providing quality networking products to businesses and consumers.

As always, D-Link's core competency is in Ethernet networking. D-Link drives innovation and development by producing a wide range of powerful devices for every type of consumer. D-Link products are available as wired and wireless solutions for home and business at the enterprise, workgroup, and departmental levels.

D-Link does more than sell products that compete with those of other enterprise-class switch manufacturers – D-Link drives the industry. The xStack product line, for example, includes world-class, fully-managed switches available at a fraction of the cost of its competitors and are backed by D-Link's renowned dependability. D-Link engineers apply the same

innovative drive to business-class WLAN, storage, and security products for medium and large enterprises.

D-Link consumer products are known all over the world for industry-leading design and functionality. These features, combined with a reputation for reliability, both create and serve a growing demand for networking at home and in the small office. Built upon the best-reviewed Wireless N routers in the industry, D-Link's offerings for the digital home include innovative network storage devices, Internet cameras, media players, and IP telephony systems.

From fully-managed switches for enterprise to award-winning 802.11n routers for the home and small office, D-Link empowers its customers to work, communicate, and relax, taking full advantage of the benefits of broadband. Since D-Link owns most of its supply chain, its products are feature-rich and competitively priced.

Producing goods for a global marketplace, D-Link expands each year to establish an ever-increasing number of localized business units. Operated as a global brand with a local touch, D-Link's internationally respected products are promoted and distributed to customers by people they know and trust. This is the case whether they are in Brazil, Russia, Japan, or any of the company's 158 locations around the world.

Coordinated teamwork across borders produces cutting-edge products distributed to every corner of the globe. Local teams communicate their requirements to D-Link Headquarters, which fulfills these needs from its own state-of-the-art manufacturing facilities within timeframes that competitors cannot match.

D-Link's motto is "Building Networks for People." This enduring way of doing business continues to be proven one customer at a time.



# Corporate Social Responsibility

## D-LINK GREEN COMMITMENT

At D-Link, being "Green" starts with the proper eco-friendly mindset of each and every one of our world-class staff.

Whether it is at the office where ideas are generated, or at the manufacturing sites where our products are assembled, we strive to provide energy-efficient products that allow consumers to upgrade their network equipment and immediately experience dramatic energy savings. We are proud of D-Link's current leadership position for Green products, and are committed to reaching even greater heights to protect the environment.

Many consumers have already begun to make environmentally conscious decisions to reduce their energy consumption. Based on these needs, companies have been striving to create products that are more appropriate for the environment, reducing energy used and making the transition to Green products easier for the user.

We at D-Link are proud that we have been able to deliver a suite of products that offer an eco-friendly alternative to our competitors. When making the move to more energy efficient "Green" devices, however,

it was paramount that achieving such goals did not come at a cost to the performance and affordability of our products. We have succeeded in these goals, and offer devices that operate with low power, and are subsequently more environmentally friendly.

D-Link remains committed to strengthening its position as a market leader by developing high-quality Green networking solutions for the office and home. "Building Networks for People" has always been a motto that D-Link believes in, but the company also believes in being a publicly responsible leader. In conjunction with both new and ongoing environmental initiatives, D-Link strives to create environmentally-friendly solutions for a better future today.



# Corporate Headquarters & Board Members



**Roger Kao**  
Chairman and C.E.O



**A.P. Chen**  
President

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