

## Winbond

DDR4 & DDR3 pricing stronger than expected; AI server NOR shipments on the ramp; 2027E NT\$60 EPS power; OW

We recommend accumulating Winbond stock, supported by two key catalysts: stronger-than-expected pricing power in niche DRAM and a ramp-up in NOR shipments to AI servers. We raise our 27E EPS to NT\$60 and set a Dec-26 PT of NT\$360 (6x 27E P/E), implying >100% upside. The stock is trading at 2.7x 2027E P/E and 1.6x 2027E P/B - we view this as an attractive entry point. We believe the Street underestimates a structural demand driver - eSSD DRAM cache requirements for DDR4, which could sustain DDR4 tightness and support pricing over the next two years. In addition, AI servers could contribute 50% of Winbond's NOR flash shipments in 2027. Overall, we estimate AI-related (eSSD DRAM and NOR) could make up one-third of Winbond's memory revenue in 2027. We also expect Winbond's upcoming 2Q26 earnings meeting to be a positive event, as the management could provide constructive tones on growth strategies.

- Conventional DRAM demand and pricing are surprising to the upside.** We now project Winbond's DDR3 (4Gb) and DDR4 (4Gb & 8Gb) contract prices to rise ~50% QoQ in 3Q26 (vs. our prior assumption of +20-30% QoQ). The global DRAM supply shortage remains a key tailwind, as the three major vendors are likely to keep the DDR4 bit-shipment mix at very low levels. While the supply-driven upside is broadly understood by the market, our investor interactions over the past month suggest an important demand driver is not well appreciated. As noted in our prior note, 1TB eSSD typically requires ~1GB of DRAM cache, for which spec is mostly DDR4 8Gb. Our global memory team estimates the eSSD market at >515EB in 2026, 840EB in 2027, and >1,190EB in 2028. We therefore believe eSSDs alone imply a potential DRAM demand TAM of >500mnGB, >800mnGB, and >1,100mnGB in those respective years - consuming up to 50% of niche DRAM makers' output. This robust demand could drive tightness/shortages in niche DRAM and a stronger-than-expected pricing momentum. For example, we forecast 2027 total DRAM bit shipments for Nanya Tech (covered by Jay Kwon) and Winbond at ~800mnGB and ~420mnGB, respectively. In addition to DDR4, LPDDR also consume their capacity in a meaningful way. Notably, we believe consumer applications also took these very high DDR3 and DDR4 prices in 3Q26. On the supply side, Winbond is on track to ramp up its Kaohsiung Fab and maintains its target to wafer-in 25kwpm in late 2026 or early 2027 (with the mix of 16nm 2/3 and 20nm 1/3), vs a meaningful step-up vs ~15kwpm wafer-out in 3Q26.
- Ramping up NOR flash shipments to AI.** We expect Winbond to upgrade its NOR flash shipment mix by capturing demand from the AI server market. We estimate NOR flash demand units could increase ~2x from Blackwell to Rubin. NOR flash ASP could be 20-30% higher for AI than non-AI applications. We model NOR to account for 17% and 14% of Winbond's revenue mix in 2026 and 27. Winbond could lift its AI server mix within NOR from a minimal level in 1H26 to 30%+ in 2H26 and 50%+ sometime in 2027, as it expands capacity while a leading global peer reduces capacity. Separately, we expect consumer NOR flash contract prices (like-for-like) to rise 20%+ QoQ in 3Q26.

## Overweight

2344.TW, 2344.TT

Price (14 Jul 26): NT\$164.50

▲ **Price Target (Dec-26): NT\$360.00**  
Prior (Dec-26): NT\$255.00

### Technology

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### Key Changes (FYE Dec)

|                         | Prev    | Cur     | Δ     |
|-------------------------|---------|---------|-------|
| Revenue - 26E (NT\$ mn) | 272,079 | 296,953 | 9.1%  |
| Revenue - 27E (NT\$ mn) | 400,460 | 524,289 | 30.9% |
| Adj. EPS - 26E (NT\$)   | 25.41   | 28.49   | 12.1% |
| Adj. EPS - 27E (NT\$)   | 43.19   | 60.03   | 39.0% |
| EBIT margin - 26E       | 52.7%   | 54.2%   | 1.5pp |
| EBIT margin - 27E       | 60.6%   | 64.3%   | 3.7pp |

### Quarterly Forecasts (FYE Dec)

| Adj. EPS (NT\$) | 2025A  | 2026E | 2027E |
|-----------------|--------|-------|-------|
| Q1              | (0.24) | 2.25A | 12.81 |
| Q2              | (0.29) | 5.21  | 13.48 |
| Q3              | 0.65   | 9.23  | 16.37 |
| Q4              | 0.76   | 11.81 | 17.37 |
| FY              | 0.88   | 28.49 | 60.03 |

### Style Exposure

| Quant Factors | Current %Rank | Hist %Rank (1=Top) |    |    |    |
|---------------|---------------|--------------------|----|----|----|
|               |               | 6M                 | 1Y | 3Y | 5Y |
| Value         | 3             | 79                 | 96 | 84 | 87 |
| Growth        | 1             | 96                 | 98 | 19 | 29 |
| Momentum      | 3             | 22                 | 91 | 97 | 9  |
| Quality       | 91            | 96                 | 98 | 83 | 96 |
| Low Vol       | 97            | 71                 | 47 | 62 | 80 |

Sources for: Style Exposure - J.P. Morgan Global Markets Strategy; all other tables are company data and J.P. Morgan estimates.

See page 9 for analyst certification and important disclosures, including non-US analyst disclosures.

## Price Performance



|     | YTD   | 1m    | 3m    | 12m    |
|-----|-------|-------|-------|--------|
| Abs | 99.2% | -4.4% | 75.9% | 801.4% |
| Rel | 39.6% | -5.9% | 51.6% | 692.3% |

## Company Data

|                             |              |
|-----------------------------|--------------|
| Shares O/S (mn)             | 4,500        |
| 52-week range (NT\$)        | 233.50-16.50 |
| Market cap (\$ mn)          | 22,989       |
| Exchange rate               | 32.20        |
| Free float (%)              | 67.1%        |
| 3M ADV (mn)                 | 220.65       |
| 3M ADV (\$ mn)              | 1,033.2      |
| Volatility (90 Day)         | 87           |
| Index                       | TAMSCI       |
| BBG ANR (Buy   Hold   Sell) | 10 2 0       |

## Key Metrics (FYE Dec)

| NT\$ in millions           | FY25A  | FY26E   | FY27E   |
|----------------------------|--------|---------|---------|
| <b>Financial Estimates</b> |        |         |         |
| Revenue                    | 89,406 | 296,953 | 524,289 |
| Adj. EBIT                  | 5,534  | 160,822 | 337,298 |
| Adj. EBITDA                | 18,217 | 172,837 | 351,255 |
| Adj. net income            | 3,962  | 128,223 | 270,115 |
| Adj. EPS                   | 0.88   | 28.49   | 60.03   |
| BBG EPS                    | 0.87   | 21.05   | 34.03   |
| Cashflow from operations   | 11,183 | 103,060 | 252,685 |
| FCFF                       | 4,687  | 61,060  | 242,085 |
| <b>Margins and Growth</b>  |        |         |         |
| Revenue Growth Y/Y (%)     | 9.6%   | 232.1%  | 76.6%   |
| EBIT margin                | 6.2%   | 54.2%   | 64.3%   |
| EBIT Growth Y/Y (%)        | 990.6% | 2805.8% | 109.7%  |
| EBITDA margin              | 20.4%  | 58.2%   | 67.0%   |
| EBITDA Growth Y/Y (%)      | 38.1%  | 848.8%  | 103.2%  |
| Net margin                 | 4.4%   | 43.2%   | 51.5%   |
| Adj. EPS growth            | 535.8% | 3136.4% | 110.7%  |
| <b>Ratios</b>              |        |         |         |
| Adj. tax rate              | 31.1%  | 20.0%   | 20.0%   |
| Interest cover             | 16.4   | 218.9   | NM      |
| Net debt/Equity            | 0.2    | NM      | NM      |
| Net debt/EBITDA            | 1.3    | NM      | NM      |
| ROE                        | 4.0%   | 74.7%   | 77.0%   |
| <b>Valuation</b>           |        |         |         |
| FCFF yield                 | 0.6%   | 8.2%    | 32.7%   |
| Dividend yield             | 0.0%   | 0.3%    | 5.3%    |
| EV/Revenue                 | 4.2    | 2.4     | 1.0     |
| EV/EBITDA                  | 20.8   | 4.2     | 1.5     |
| Adj. P/E                   | 186.8  | 5.8     | 2.7     |

## Summary Investment Thesis and Valuation

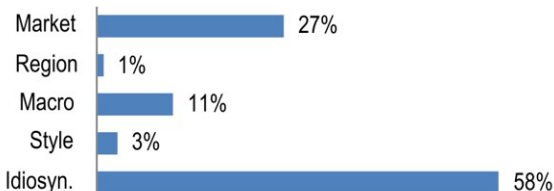
### Investment Thesis

We recommend accumulating Winbond stock, supported by two key catalysts: stronger-than-expected pricing power in niche DRAM and a ramp-up in NOR shipments to AI servers. We raise our 27E EPS estimate to NT\$60 and set a Dec-26 price target of NT\$360 (6x 27E P/E), implying >100% upside potential. The stock is trading at 2.7x 2027E P/E and 1.6x 2027E P/B - we view this as an attractive entry point. We believe the Street underestimates a structural demand driver - eSSD DRAM cache requirements for DDR4, which could sustain DDR4 tightness and support pricing over the next two years. In addition, AI servers could contribute 50% of Winbond's NOR flash shipments in 2027. Overall, we estimate AI-related (eSSD DRAM and NOR) could make up one-third of Winbond's memory revenue in 2027. We also expect Winbond's upcoming 2Q26 earnings meeting to be a positive event, as the management could provide constructive tones on growth strategies.

### Valuation

Our Dec-26 PT of NT\$360 is based on 6.0x 2027E P/E and implies 3.5x 2027E P/B, reflecting the memory super-cycle, an AI crowd-out effect, and Winbond's product spec upgrades.

## Performance Drivers



| Factors                            | 6M Corr | 1Y Corr |
|------------------------------------|---------|---------|
| <b>Market: MSCI Asia Pac ex JP</b> | 0.55    | 0.51    |
| <b>Region: Taiwan</b>              | -0.21   | -0.07   |
| <b>Macro:</b>                      |         |         |
| Citi Economic Surprise - EM        | 0.29    | 0.28    |
| Emerging Central Bank Rate         | -0.19   | -0.22   |
| JPM Global Equity Sentiment        | -0.24   | -0.21   |
| <b>Quant Styles:</b>               |         |         |
| Quality                            | 0.27    | 0.18    |
| Momentum                           | 0.26    | 0.08    |
| Size                               | 0.38    | 0.08    |

- **Implications - raise PT to NT\$360.** We raise our 2026E and 2027E EPS by 12% and 39% to NT\$28.5 and NT\$60.0, respectively, 35% and 76% above Bloomberg consensus. We raise our Dec-26 PT to NT\$360, based on 6.0x 2027E P/E and implying 3.5x 2027E P/B. Our prior Dec-26 PT of NT\$255 was based on 3.0x 2027E P/B and implied 5.9x 2027E P/E. We change the valuation method to reflect Winbond's sustained earnings power. Winbond's stock price rose 13% in the past month and outperformed the Taiex by 11%; we think recent trading momentum was negatively impacted by global memory peers.

## Earnings estimates

Table 1: J.P. Morgan estimates – revised vs. prior

| (NT\$M)            | Revised       |               |                |                | Prior         |               |                |                | Change       |                |                |                |
|--------------------|---------------|---------------|----------------|----------------|---------------|---------------|----------------|----------------|--------------|----------------|----------------|----------------|
|                    | 2Q26E         | 3Q26E         | 2026E          | 2027E          | 2Q26E         | 3Q26E         | 2026E          | 2027E          | 2Q26E        | 3Q26E          | 2026E          | 2027E          |
| <b>Sales</b>       | <b>59,843</b> | <b>89,915</b> | <b>296,953</b> | <b>524,289</b> | <b>59,998</b> | <b>78,496</b> | <b>272,079</b> | <b>400,460</b> | <b>0%</b>    | <b>15%</b>     | <b>9%</b>      | <b>31%</b>     |
| DRAM               | 32,335        | 54,765        | 171,443        | 333,643        | 33,466        | 46,915        | 156,056        | 239,484        | -3%          | 17%            | 10%            | 39%            |
| Flash              | 19,166        | 26,097        | 90,431         | 151,085        | 17,986        | 22,740        | 81,148         | 122,423        | 7%           | 15%            | 11%            | 23%            |
| Others             | 8,342         | 9,052         | 35,078         | 39,561         | 8,546         | 8,841         | 34,875         | 38,553         | -2%          | 2%             | 1%             | 3%             |
| Gross profit       | 39,823        | 65,952        | 208,725        | 407,502        | 39,928        | 56,913        | 188,163        | 300,223        | 0%           | 16%            | 11%            | 36%            |
| <b>GM</b>          | <b>66.5%</b>  | <b>73.3%</b>  | <b>70.3%</b>   | <b>77.7%</b>   | <b>66.5%</b>  | <b>72.5%</b>  | <b>69.2%</b>   | <b>75.0%</b>   | <b>0 bps</b> | <b>85 bps</b>  | <b>113 bps</b> | <b>276 bps</b> |
| Operating profit   | 29,456        | 52,181        | 160,822        | 337,298        | 29,484        | 44,668        | 143,460        | 242,822        | 0%           | 17%            | 12%            | 39%            |
| <b>OPM</b>         | <b>49.2%</b>  | <b>58.0%</b>  | <b>54.2%</b>   | <b>64.3%</b>   | <b>49.1%</b>  | <b>56.9%</b>  | <b>52.7%</b>   | <b>60.6%</b>   | <b>8 bps</b> | <b>113 bps</b> | <b>143 bps</b> | <b>370 bps</b> |
| Net Income         | 23,440        | 41,540        | 128,223        | 270,115        | 23,463        | 35,530        | 114,338        | 194,337        | 0%           | 17%            | 12%            | 39%            |
| <b>EPS (NT\$)</b>  | <b>5.2</b>    | <b>9.2</b>    | <b>28.5</b>    | <b>60.0</b>    | <b>5.2</b>    | <b>7.9</b>    | <b>25.4</b>    | <b>43.2</b>    | <b>0%</b>    | <b>17%</b>     | <b>12%</b>     | <b>39%</b>     |
| Opex               | 10,367        | 13,771        | 47,903         | 70,203         | 10,444        | 12,245        | 44,703         | 57,401         | -1%          | 12%            | 7%             | 22%            |
| <b>BVPS (NT\$)</b> |               |               | <b>52.3</b>    | <b>103.6</b>   |               |               | <b>49.2</b>    | <b>84.6</b>    |              |                | <b>6%</b>      | <b>22%</b>     |

Source: J.P. Morgan estimates.

Figure 1: J.P. Morgan estimates vs. Bloomberg 28-day consensus

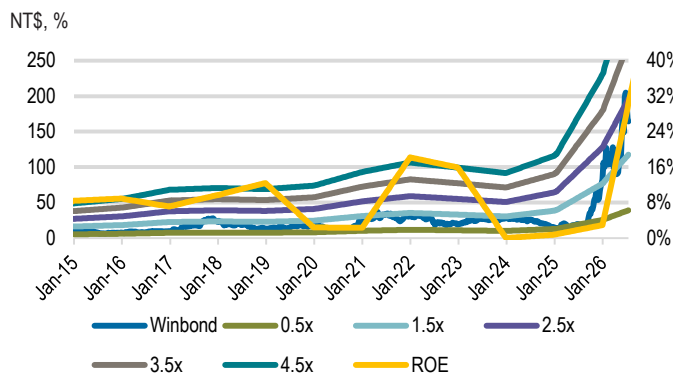
| (NT\$mn)           | JPMe         |              |              |              | BBG          |              |              |              | Diff           |                |                |                  |
|--------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------|----------------|----------------|------------------|
|                    | 2Q26E        | 3Q26E        | 2026E        | 2027E        | 2Q26E        | 3Q26E        | 2026E        | 2027E        | 2Q26E          | 3Q26E          | 2026E          | 2027E            |
| Sales              | 59,843       | 89,915       | 296,953      | 524,289      | 57,207       | 70,234       | 248,605      | 369,153      | 5%             | 28%            | 19%            | 42%              |
| Gross profit       | 39,823       | 65,952       | 208,725      | 407,502      | 37,176       | 48,183       | 163,582      | 249,385      | 7%             | 37%            | 28%            | 63%              |
| <b>GM</b>          | <b>66.5%</b> | <b>73.3%</b> | <b>70.3%</b> | <b>77.7%</b> | <b>65.0%</b> | <b>68.6%</b> | <b>65.8%</b> | <b>67.6%</b> | <b>156 bps</b> | <b>475 bps</b> | <b>449 bps</b> | <b>1,017 bps</b> |
| Operating profit   | 29,456       | 52,181       | 160,822      | 337,298      | 27,781       | 37,564       | 122,195      | 197,648      | 6%             | 39%            | 32%            | 71%              |
| <b>OPM</b>         | <b>49.2%</b> | <b>58.0%</b> | <b>54.2%</b> | <b>64.3%</b> | <b>48.6%</b> | <b>53.5%</b> | <b>49.2%</b> | <b>53.5%</b> | <b>66 bps</b>  | <b>455 bps</b> | <b>501 bps</b> | <b>1,079 bps</b> |
| Net Income         | 23,440       | 41,540       | 128,223      | 270,115      | 22,167       | 29,727       | 96,976       | 156,917      | 6%             | 40%            | 32%            | 72%              |
| <b>EPS (NT\$)</b>  | <b>5.2</b>   | <b>9.2</b>   | <b>28.5</b>  | <b>60.0</b>  | <b>4.8</b>   | <b>6.5</b>   | <b>21.0</b>  | <b>34.0</b>  | <b>8%</b>      | <b>41%</b>     | <b>35%</b>     | <b>76%</b>       |
| Opex               | 10,367       | 13,771       | 47,903       | 70,203       | 9,395        | 10,619       | 41,387       | 51,737       | 10%            | 30%            | 16%            | 36%              |
| <b>BVPS (NT\$)</b> |              |              | <b>52.3</b>  | <b>103.6</b> |              |              | <b>44.5</b>  | <b>79.8</b>  |                |                | <b>17%</b>     | <b>30%</b>       |

Source: Bloomberg Finance L.P., J.P. Morgan estimates.

## Valuation

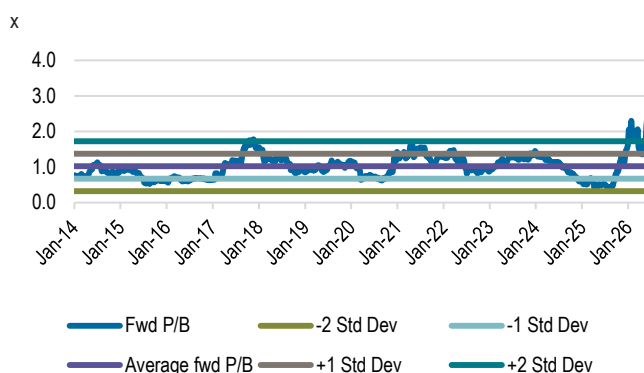
Our Dec-26 PT of NT\$360 is based on 6.0x 2027E P/E and implies 3.5x 2027E P/B, reflecting the memory super-cycle, an AI crowd-out effect, and Winbond's product spec upgrades.

Figure 2: Winbond one-year-forward P/B vs. ROE



Source: Bloomberg Finance L.P., J.P. Morgan estimates.

Figure 3: Winbond one-year-forward P/B with SD



Source: Bloomberg Finance L.P., J.P. Morgan estimates.

Table 2: Taiwan memory sector valuations

| Company              | Ticker  | Price<br>(LC) | Mkt Cap<br>(\$Mn) | P/E (x)    |            | P/BV (x)   |            | EPS growth (%) |           | ROE (%)   |           | Price perf |             |
|----------------------|---------|---------------|-------------------|------------|------------|------------|------------|----------------|-----------|-----------|-----------|------------|-------------|
|                      |         |               |                   | FY26E      | FY27E      | FY26E      | FY27E      | FY26E          | FY27E     | FY26E     | FY27E     | YTD        | FY25        |
| ADATA                | 3260 TT | 403           | 4,078             | 3.1        | N/A        | N/A        | N/A        | 469            | N/A       | N/A       | N/A       | 44%        | 262%        |
| Macronix             | 2337 TT | 140           | 8,587             | 8.7        | 3.5        | 3.2        | 1.4        | 1004           | 146       | 48        | 64        | 254%       | 99%         |
| Nanya Tech           | 2408 TT | 448           | 48,021            | 7.1        | 4.6        | 3.9        | 2.2        | 2851           | 55        | 71        | 59        | 132%       | 560%        |
| Phison               | 8299 TT | 2,050         | 14,081            | 5.9        | 7.5        | 3.7        | 2.8        | 726            | -21       | 73        | 37        | 41%        | 172%        |
| PSMC                 | 6770 TT | 69            | 10,027            | 434.0      | 22.0       | 2.2        | 1.8        | N/A            | -4        | 22        | 16        | 75%        | 149%        |
| Silicon Motion       | SIMO US | 308           | 10,438            | 35.0       | 29.4       | 9.5        | 7.0        | 148            | 19        | 31        | 34        | 232%       | 72%         |
| Winbond*             | 2344 TT | 165           | 22,998            | 5.8        | 2.7        | 3.1        | 1.6        | 3136           | 111       | 55        | 58        | 99%        | 458%        |
| <b>Sector median</b> |         |               |                   | <b>7.1</b> | <b>6.0</b> | <b>3.4</b> | <b>2.0</b> | <b>865</b>     | <b>37</b> | <b>51</b> | <b>48</b> | <b>99%</b> | <b>225%</b> |
| TAIEX                | TWSE    | 44,738        | 4,535,008         |            |            |            |            |                |           |           |           | 54%        | 26%         |

Source: Bloomberg Finance L.P., J.P. Morgan estimates. Note: Prices are as of 14 Jul 2026 market close. \*JPMe for Winbond, BBGe for other companies. We refer to the year-end ROEs for Winbond.

## Income statement

Table 3: Winbond's quarterly income statement

| NT\$mnn, year-end December    | FY25    |         |         |         | FY26E   |         |         |         | FY27E   |         |         |         |  |         |         |         |         |         |         |          |  |
|-------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--|---------|---------|---------|---------|---------|---------|----------|--|
|                               | 1Q      | 2Q      | 3Q      | 4Q      | 1Q      | 2QE     | 3QE     | 4QE     | 1QE     | 2QE     | 3QE     | 4QE     |  | FY21    | FY22    | FY23    | FY24    | FY25    | FY26E   | FY27E    |  |
| Sales                         | 19,993  | 21,018  | 21,771  | 26,625  | 38,253  | 59,843  | 89,915  | 108,942 | 114,578 | 119,483 | 140,901 | 149,327 |  | 99,570  | 94,530  | 75,006  | 81,610  | 89,406  | 296,953 | 524,289  |  |
| COGS                          | -14,871 | -16,255 | -11,605 | -15,479 | -17,838 | -20,020 | -23,962 | -26,407 | -26,302 | -27,141 | -30,918 | -32,425 |  | -57,089 | -51,479 | -52,610 | -57,609 | -58,210 | -88,228 | -116,787 |  |
| Depreciation                  | -3,255  | -3,211  | -3,126  | -3,092  | -3,089  | -2,712  | -2,895  | -3,319  | -3,482  | -3,523  | -3,506  | -3,446  |  | -11,656 | -9,549  | -11,856 | -12,687 | -12,683 | -12,015 | -13,956  |  |
| Gross profit                  | 5,122   | 4,763   | 10,166  | 11,146  | 20,415  | 39,823  | 65,952  | 82,535  | 88,275  | 92,342  | 109,982 | 116,902 |  | 42,481  | 43,051  | 22,396  | 24,001  | 31,196  | 208,725 | 407,502  |  |
| Operating expense             | 6,087   | 6,058   | 6,463   | 7,054   | 7,865   | 10,367  | 13,771  | 15,901  | 16,106  | 16,536  | 18,093  | 19,468  |  | -24,053 | -26,517 | -24,026 | -23,494 | -25,662 | -47,903 | -70,203  |  |
| Operating (EBIT)              | -965    | -1,295  | 3,703   | 4,092   | 12,550  | 29,456  | 52,181  | 66,634  | 72,169  | 75,806  | 91,890  | 97,434  |  | 18,428  | 16,535  | -1,630  | 507     | 5,534   | 160,822 | 337,298  |  |
| Net interest income (expense) | -245    | -261    | -308    | -295    | -281    | -193    | -176    | -139    | -31     | 131     | 329     | 411     |  | -342    | -417    | -822    | -1,039  | -1,108  | -790    | 839      |  |
| Net other income (expense)    | 64      | -263    | 163     | 220     | 419     | 0       | 0       | 0       | 0       | 0       | 0       | 0       |  | 138     | 1,929   | 1,755   | 1,643   | 184     | 419     | 0        |  |
| Pre-tax profit                | -1,146  | -1,819  | 3,558   | 4,017   | 12,688  | 29,263  | 52,006  | 66,494  | 72,138  | 75,937  | 92,218  | 97,844  |  | 18,223  | 18,046  | -698    | 1,112   | 4,610   | 160,452 | 338,138  |  |
| Tax credit (expense)          | -159    | -188    | 857     | 922     | 2,571   | 5,853   | 10,401  | 13,299  | 14,428  | 15,187  | 18,444  | 19,569  |  | 3,223   | 3,060   | -732    | 402     | 1,433   | 32,123  | 67,628   |  |
| Net profit                    | -1,091  | -1,312  | 2,943   | 3,422   | 10,114  | 23,440  | 41,540  | 53,128  | 57,645  | 60,646  | 73,662  | 78,162  |  | 13,595  | 12,927  | -1,147  | 601     | 3,962   | 128,223 | 270,115  |  |
| Adjusted O/S (Mn units)       | 4,500   | 4,500   | 4,500   | 4,500   | 4,500   | 4,500   | 4,500   | 4,500   | 4,500   | 4,500   | 4,500   | 4,500   |  | 3,980   | 3,980   | 4,030   | 4,340   | 4,500   | 4,500   | 4,500    |  |
| EPS (NT\$)                    | -0.2    | -0.3    | 0.7     | 0.8     | 2.2     | 5.2     | 9.2     | 11.8    | 12.8    | 13.5    | 16.4    | 17.4    |  | 3.4     | 3.2     | -0.3    | 0.1     | 0.9     | 28.5    | 60.0     |  |
| Margins (%)                   |         |         |         |         |         |         |         |         |         |         |         |         |  |         |         |         |         |         |         |          |  |
| Gross                         | 25.6    | 22.7    | 46.7    | 41.9    | 53.4    | 66.5    | 73.3    | 75.8    | 77.0    | 77.3    | 78.1    | 78.3    |  | 42.7    | 45.5    | 29.9    | 29.4    | 34.9    | 70.3    | 77.7     |  |
| - Opex                        | 30.4    | 28.8    | 29.7    | 26.5    | 20.6    | 17.3    | 15.3    | 14.6    | 14.1    | 13.8    | 12.8    | 13.0    |  | 24.2    | 28.1    | 32.0    | 28.8    | 28.7    | 16.1    | 13.4     |  |
| Operating                     | -4.8    | -6.2    | 17.0    | 15.4    | 32.8    | 49.2    | 58.0    | 61.2    | 63.0    | 63.4    | 65.2    | 65.2    |  | 18.5    | 17.5    | -2.2    | 0.6     | 6.2     | 54.2    | 64.3     |  |
| EBITDA                        | 11.5    | 9.1     | 31.4    | 27.0    | 40.9    | 53.8    | 61.3    | 64.2    | 66.0    | 66.4    | 67.7    | 67.6    |  | 30.2    | 27.6    | 13.6    | 16.2    | 20.4    | 58.2    | 67.0     |  |
| Net                           | -5.5    | -6.2    | 13.5    | 12.9    | 26.4    | 39.2    | 46.2    | 48.8    | 50.3    | 50.8    | 52.3    | 52.3    |  | 13.7    | 13.7    | -1.5    | 0.7     | 4.4     | 43.2    | 51.5     |  |
| Growth (% QoQ)                |         |         |         |         |         |         |         |         |         |         |         |         |  |         |         |         |         |         |         |          |  |
| Sales                         | 7       | 5       | 4       | 22      | 44      | 56      | 50      | 21      | 5       | 4       | 18      | 6       |  |         |         |         |         |         |         |          |  |
| Gross profit                  | 1       | -7      | 113     | 10      | 83      | 95      | 66      | 25      | 7       | 5       | 19      | 6       |  |         |         |         |         |         |         |          |  |
| EBIT                          | n.m.    | n.m.    | n.m.    | 11      | 207     | 135     | 77      | 28      | 8       | 5       | 21      | 6       |  |         |         |         |         |         |         |          |  |
| Net profit                    | n.m.    | n.m.    | n.m.    | 16      | 196     | 132     | 77      | 28      | 9       | 5       | 21      | 6       |  |         |         |         |         |         |         |          |  |
| EPS                           | n.m.    | n.m.    | n.m.    | 16      | 196     | 132     | 77      | 28      | 9       | 5       | 21      | 6       |  |         |         |         |         |         |         |          |  |
| Growth (% YoY)                |         |         |         |         |         |         |         |         |         |         |         |         |  |         |         |         |         |         |         |          |  |
| Sales                         | -1      | -2      | 2       | 42      | 91      | 185     | 313     | 309     | 200     | 100     | 57      | 37      |  | 64      | -5      | -21     | 9       | 10      | 232     | 77       |  |
| Gross profit                  | -8      | -33     | 63      | 119     | 299     | 736     | 549     | 640     | 332     | 132     | 67      | 42      |  | 149     | 1       | -48     | 7       | 30      | 569     | 95       |  |
| EBIT                          | n.m.    | n.m.    | 1,260   | n.m.    | n.m.    | n.m.    | 1,309   | 1,528   | 475     | 157     | 76      | 46      |  | 1,032   | -10     | n.m.    | n.m.    | 991     | 2,806   | 110      |  |
| Net profit                    | n.m.    | n.m.    | n.m.    | n.m.    | n.m.    | n.m.    | 1,311   | 1,452   | 470     | 159     | 77      | 47      |  | 943     | -5      | n.m.    | n.m.    | 559     | 3,136   | 111      |  |
| EPS                           | n.m.    | n.m.    | n.m.    | n.m.    | n.m.    | n.m.    | 1,311   | 1,452   | 470     | 159     | 77      | 47      |  | 943     | -5      | n.m.    | n.m.    | 536     | 3,136   | 111      |  |

Source: Company data, J.P. Morgan estimates.

## Investment Thesis, Valuation and Risks

### **Winbond** (*Overweight; Price Target: NT\$360.00*)

#### **Investment Thesis**

We recommend accumulating Winbond stock, supported by two key catalysts: stronger-than-expected pricing power in niche DRAM and a ramp-up in NOR shipments to AI servers. We raise our 27E EPS estimate to NT\$60 and set a Dec-26 price target of NT\$360 (6x 27E P/E), implying >100% upside potential. The stock is trading at 2.7x 2027E P/E and 1.6x 2027E P/B - we view this as an attractive entry point. We believe the Street underestimates a structural demand driver - eSSD DRAM cache requirements for DDR4, which could sustain DDR4 tightness and support pricing over the next two years. In addition, AI servers could contribute 50% of Winbond's NOR flash shipments in 2027. Overall, we estimate AI-related (eSSD DRAM and NOR) could make up one-third of Winbond's memory revenue in 2027. We also expect Winbond's upcoming 2Q26 earnings meeting to be a positive event, as the management could provide constructive tones on growth strategies.

#### **Valuation**

Our Dec-26 PT of NT\$360 is based on 6.0x 2027E P/E and implies 3.5x 2027E P/B, reflecting the memory super-cycle, an AI crowd-out effect, and Winbond's product spec upgrades.

#### **Risks to Rating and Price Target**

Key downside risks include: (1) worse-than-expected consumer legacy DRAM contract pricing and demand trends during 4Q25-2Q26; (2) worse-than-expected pricing and demand trends for SLC NAND and NOR flash; and (3) slower-than-expected CUBE business ramp-up progress.

## Winbond: Summary of Financials

| Income Statement             | FY24A    | FY25A    | FY26E    | FY27E     | FY28E | Cash Flow Statement                 | FY24A     | FY25A    | FY26E    | FY27E    | FY28E |
|------------------------------|----------|----------|----------|-----------|-------|-------------------------------------|-----------|----------|----------|----------|-------|
| Revenue                      | 81,610   | 89,406   | 296,953  | 524,289   | -     | Cash flow from operating activities | 11,126    | 11,183   | 103,060  | 252,685  | -     |
| COGS                         | (57,609) | (58,210) | (88,228) | (116,787) | -     | o/w Depreciation & amortization     | 12,687    | 12,683   | 12,015   | 13,956   | -     |
| Gross profit                 | 24,001   | 31,196   | 208,725  | 407,502   | -     | o/w Changes in working capital      | (6,828)   | (6,013)  | (38,283) | (32,781) | -     |
| SG&A                         | (7,087)  | (7,475)  | (20,737) | (34,773)  | -     |                                     |           |          |          |          | -     |
| Adj. EBITDA                  | 13,194   | 18,217   | 172,837  | 351,255   | -     | Cash flow from investing activities | (13,034)  | (13,680) | (40,823) | (10,224) | -     |
| D&A                          | (12,687) | (12,683) | (12,015) | (13,956)  | -     | o/w Capital expenditure             | (13,034)  | (13,680) | (40,823) | (10,224) | -     |
| Adj. EBIT                    | 507      | 5,534    | 160,822  | 337,298   | -     | as % of sales                       | 16.0%     | 15.3%    | 13.7%    | 2.0%     | -     |
| Net Interest                 | (1,039)  | (1,108)  | (790)    | 839       | -     |                                     |           |          |          |          | -     |
| Adj. PBT                     | 1,112    | 4,610    | 160,452  | 338,138   | -     | Cash flow from financing activities | 2,527     | (1,561)  | 4,914    | (41,219) | -     |
| Tax                          | (402)    | (1,433)  | (32,123) | (67,628)  | -     | o/w Dividends paid                  | 0         | 0        | (2,250)  | (38,975) | -     |
| Minority Interest            | (109)    | 784      | (106)    | (396)     | -     | o/w Shares issued/(repurchased)     | 3,200     | 0        | 0        | 0        | -     |
| Adj. Net Income              | 601      | 3,962    | 128,223  | 270,115   | -     | o/w Net debt issued/(repaid)        | (2,842)   | (1,078)  | 7,380    | (2,244)  | -     |
| Reported EPS                 | 0.14     | 0.88     | 28.49    | 60.03     | -     | Net change in cash                  | (7,511)   | 6,460    | 67,951   | 200,118  | -     |
| Adj. EPS                     | 0.14     | 0.88     | 28.49    | 60.03     | -     |                                     |           |          |          |          | -     |
|                              |          |          |          |           | -     | Adj. Free cash flow to firm         | (6,027)   | 4,687    | 61,060   | 242,085  | -     |
| DPS                          | 0.00     | 0.00     | 0.50     | 8.66      | -     | y/y Growth                          | (40.8%)   | (177.8%) | 1202.8%  | 296.5%   | -     |
| Payout ratio                 | 0.0%     | 0.0%     | 1.8%     | 14.4%     | -     |                                     |           |          |          |          | -     |
| Shares outstanding           | 4,340    | 4,500    | 4,500    | 4,500     | -     |                                     |           |          |          |          | -     |
| Balance Sheet                | FY24A    | FY25A    | FY26E    | FY27E     | FY28E | Ratio Analysis                      | FY24A     | FY25A    | FY26E    | FY27E    | FY28E |
| Cash and cash equivalents    | 22,621   | 29,081   | 98,843   | 298,764   | -     | Gross margin                        | 29.4%     | 34.9%    | 70.3%    | 77.7%    | -     |
| Accounts receivable          | 10,762   | 16,686   | 64,880   | 88,931    | -     | EBITDA margin                       | 16.2%     | 20.4%    | 58.2%    | 67.0%    | -     |
| Inventories                  | 24,201   | 25,758   | 59,694   | 86,328    | -     | EBIT margin                         | 0.6%      | 6.2%     | 54.2%    | 64.3%    | -     |
| Other current assets         | 36,895   | 44,111   | 129,240  | 181,655   | -     | Net profit margin                   | 0.7%      | 4.4%     | 43.2%    | 51.5%    | -     |
| Current assets               | 59,515   | 73,191   | 228,083  | 480,418   | -     |                                     |           |          |          |          | -     |
| PP&E                         | 100,252  | 93,800   | 121,354  | 117,924   | -     | ROE                                 | 0.7%      | 4.0%     | 74.7%    | 77.0%    | -     |
| LT investments               | -        | -        | -        | -         | -     | ROA                                 | 0.3%      | 2.1%     | 45.3%    | 54.3%    | -     |
| Other non current assets     | 18,017   | 25,201   | 24,024   | 23,648    | -     | ROCE                                | 0.2%      | 2.5%     | 56.6%    | 66.0%    | -     |
| Total assets                 | 177,784  | 192,192  | 373,462  | 621,991   | -     | SG&A/Sales                          | 8.7%      | 8.4%     | 7.0%     | 6.6%     | -     |
|                              |          |          |          |           | -     | Net debt/Equity                     | 0.3       | 0.2      | NM       | NM       | -     |
| Short term borrowings        | 22,080   | 25,731   | 34,829   | 35,417    | -     | Net debt/EBITDA                     | 2.3       | 1.3      | NM       | NM       | -     |
| Payables                     | 7,061    | 8,224    | 14,759   | 18,123    | -     |                                     |           |          |          |          | -     |
| Other short term liabilities | 12,620   | 12,661   | 52,971   | 69,241    | -     | Sales/Assets (x)                    | 0.4       | 0.5      | 1.0      | 1.1      | -     |
| Current liabilities          | 41,762   | 46,615   | 102,560  | 122,780   | -     | Assets/Equity (x)                   | 2.0       | 1.9      | 1.6      | 1.4      | 1.3   |
| Long-term debt               | 31,128   | 26,399   | 24,680   | 21,849    | -     | Interest cover (x)                  | 12.7      | 16.4     | 218.9    | NM       | -     |
| Other long term liabilities  | 36,863   | 31,447   | 29,512   | 26,681    | -     | Operating leverage                  | (1489.4%) | 10368.9% | 1208.7%  | 143.3%   | -     |
| Total liabilities            | 78,625   | 78,062   | 132,072  | 149,461   | -     | Tax rate                            | 36.2%     | 31.1%    | 20.0%    | 20.0%    | -     |
| Shareholders' equity         | 91,651   | 107,936  | 235,147  | 466,287   | -     | Revenue y/y Growth                  | 8.8%      | 9.6%     | 232.1%   | 76.6%    | -     |
| Minority interests           | 7,508    | 6,194    | 6,243    | 6,243     | -     | EBITDA y/y Growth                   | 29.0%     | 38.1%    | 848.8%   | 103.2%   | -     |
| Total liabilities & equity   | 177,784  | 192,192  | 373,462  | 621,991   | -     | EPS y/y Growth                      | (148.7%)  | 535.8%   | 3136.4%  | 110.7%   | -     |
| BVPS                         | 20.37    | 25.82    | 52.25    | 103.62    | -     | Valuation                           | FY24A     | FY25A    | FY26E    | FY27E    | FY28E |
| y/y Growth                   | (7.8%)   | 26.8%    | 102.4%   | 98.3%     | -     | P/E (x)                             | 1,187.9   | 186.8    | 5.8      | 2.7      | -     |
|                              |          |          |          |           | -     | P/BV (x)                            | 8.1       | 6.4      | 3.1      | 1.6      | -     |
| Net debt/(cash)              | 30,587   | 23,049   | (39,334) | (241,498) | -     | EV/EBITDA (x)                       | 8.2       | 20.8     | 4.2      | 1.5      | -     |
|                              |          |          |          |           | -     | Dividend Yield                      | 0.0%      | 0.0%     | 0.3%     | 5.3%     | -     |

Source: Company reports and J.P. Morgan estimates.

Note: NT\$ in millions (except per-share data).Fiscal year ends Dec. o/w - out of which

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Winbond (2344.TW, 2344 TT) Price Chart



| Date      | Rating | Price (NT\$) | Price Target (NT\$) |
|-----------|--------|--------------|---------------------|
| 04-Aug-23 | OW     | 28.10        | 33                  |
| 10-Aug-25 | OW     | 17.45        | 21                  |
| 24-Sep-25 | N      | 36.45        | 38                  |
| 02-Nov-25 | OW     | 54.20        | 65                  |
| 06-Nov-25 | OW     | 56.00        | 70                  |
| 29-Dec-25 | OW     | 76.50        | 83                  |
| 23-Jan-26 | OW     | 104.50       | 140                 |
| 11-Feb-26 | OW     | 103.50       | 167                 |
| 06-Mar-26 | OW     | 112.00       | 173                 |
| 14-Jun-26 | OW     | 172.00       | 255                 |

Source: Bloomberg Finance L.P. and J.P. Morgan; price data adjusted for stock splits and dividends.  
Initiated coverage Feb 16, 2000. All share prices are as of market close on the previous business day.

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