



LEADERSHIP

Horace Luke **Founder and CEO**

Horace Luke is a co-founder and chief executive officer of Gogoro, where he has overseen product development and corporate strategy from the outset. Previously, Horace served as chief innovation officer at HTC, where he played an instrumental role in leading the company's transformation from a white label hardware manufacturer to one of the most desirable and innovative mobile phone brands in the world. From 2006 to 2011 at HTC, he led product strategy from concept to delivery, garnering a variety of industry awards, including the GSMA's "Best Smartphone of the Year" in 2010 for the HTC Hero, the GSMA's 2011 Device Manufacturer of the year. Prior to HTC, Horace spent ten years at Microsoft, where he led product ideation and brand development for a variety of Microsoft's most important franchises including the first generation Xbox, Windows XP and Windows Mobile. Horace also served at Nike where he played a key role in the brand development across a number of progressive brands.

Matt Taylor **Founder and CTO**

Matt Taylor is a co-founder and chief technology officer at Gogoro, where he manages the technical direction of the company's products. Prior to Gogoro, Matt served as the chief technologist at HTC, managing the software and hardware teams responsible for defining the company's architectural direction. He joined Microsoft in 1998 to begin development on their early smartphone and wireless Pocket PC efforts. Prior to Microsoft, Matt worked at Motorola in Libertyville, Illinois working on RF, software, logic and baseband designs on a range of analog and digital cellular products.

Hui-Ming "HM" Cheng **Board Member and Advisor**

Mr. Cheng previously served as CFO of HTC, leading the company's growth from hardware ODM to one of the most valuable mobile brands in the world. During his tenure, Mr. Cheng made significant contributions to HTC including enhancing the company's accounting and operational structure and gained unprecedented support and recognition from HTC's institutional investors. Prior to HTC, Mr. Cheng served as CFO of Taiwan Mobile and Vice President of Finance at Winbond and was individually honored as, "the Best CFO in Taiwan" in 2002.

MANAGEMENT TEAM

Ming-I Peng **Marketing**

Ming-I is responsible for Gogoro's marketing programs and brings more than 25 years of experience across various industries ranging from computers, software, smartphones and premium automobiles. Prior to Gogoro, Ming-I led Greater China marketing and distribution sales for Blackberry. He also held a variety of key executive roles at Nokia, including head of branded retail sales, head of Live product category in China, and lead for all of Nokia's go-to-market efforts in Taiwan.



Jason Gordon
Communications

Jason is responsible for Gogoro's global communication. He joined the company with more than 15 years of leadership experience in a variety of marketing and communications roles. Most recently, he led HTC's global communication and influencer marketing, where he was responsible for HTC's brand introduction and rollout from a white label hardware manufacturer in 2006 to one of the most desirable and innovative mobile phone brands in the world. In 2011, PR Week recognized him as one of the "Top 40 Under 40" PR executives in the United States. Prior to HTC, Jason held communication roles at Motorola and Microsoft, where he led the early rollouts of many smartphones, platforms and advanced technologies.

CK Cherng
Business Operations

CK is responsible for business operations at Gogoro. Prior to joining Gogoro, he held senior management roles at a variety of companies including Nokia and Motorola. Most recently, CK served as chief operations officer at Motorola China, where he established a new business strategy by unifying the product and channel strategy and reorganizing business operations. At Nokia, he was responsible for designing and implementing a new retail model in China that resulted in significant sales and an increase in market share that elevated Nokia to be the #1 phone manufacturer in China.

Dmitri Hu
Finance

Dmitri is responsible for financial management and strategy at Gogoro. Previously, he was Executive Director at Goldman Sachs (Asia) L.L.C., where he was responsible for leading strategic advisory and financing services for a variety of clients in Greater China. Prior to joining Goldman Sachs, Dmitri was an Analyst at Deutsche Asset Management and Research Associate in CLSA covering the telecom and petrochemical sectors in Taiwan.

Jerry Lee
Supply Chain

Jerry leads Gogoro's supply chain strategy and organization and is responsible for injecting efficiency and sustainability while driving the company's strategic supplier network. Prior to Gogoro, he served 13 years in various executive roles for Ford Motor Company in Taiwan and Greater China, leading procurement and supply chain efficiency.

Pass Liao
Quality

Pass is responsible for Gogoro's quality control and assurance. He joined Gogoro from IKEA, where he was instrumental in establishing a comprehensive quality control program that included everything from supplier selection to working closely with product development to reduce COPQ (Cost of Poor Quality) for the first time ever. Prior to IKEA, he was the Asia-Pacific regional quality lead at Ford Motor Company.



INVESTORS

Dr. Samuel Yin (Ruentex Group) **Board Member and Investor**

One of Asia's most successful entrepreneurs, Dr. Yin's diverse business ventures include retail, sustainable technology, healthcare, financial services, property development and textiles. Dr. Yin's recent achievements include the successful expansion of his hyper market chain RT-Mart into China and the successful acquisition and growth of Nan Shan Life Insurance (AIG) in Taiwan. In addition to his successful business ventures, Dr. Yin is one of only a few Asians to commit to Warren Buffett and Bill Gate's Giving Pledge and has recently established the Tang Prize, a set of international awards for individual achievements in Biopharmaceutical Science, Rule of Law, Sinology and Sustainable Development.

Gogoro is one of Dr. Yin's newest and most significant ventures. He is the lead investor and board member.

Cher Wang (HTC) **Investor**

Ms. Wang has both extensive experience and an enviable record in the electronics industry. Her remarkable insight into technology trends and entrepreneurship has enabled her to establish a number of highly successful IT-related businesses. Founding two of the most successful technology companies in Taiwan's history, HTC Corp. and VIA Technologies, Ms. Wang has a broad portfolio of ventures including IT, green energy and broadcast media.