



元太科技工業股份有限公司
E INK HOLDINGS INC.



Company Presentation

November 2010



Safe Harbor Notice

E Ink Holdings' statement of its current expectations are forward-looking statements subject to significant risks and uncertainties. Actual results may differ materially from those contained in any forward-looking statements.



Milestones

E Ink Holdings is years ahead of competition in the EPD space

- 1992** **Founded by Taiwan's leading paper making and printing group YFY and is the 1st TFT-LCD company in Taiwan**
- 2004** **Listed on Taiwan OTC**
- 2005** **Acquired EPD business from Philips**
- 2008** **Acquired Hydis (Korea) to expand capacity**
- 2009** **Acquired E Ink Corporation (USA) to integrate the supply chain**

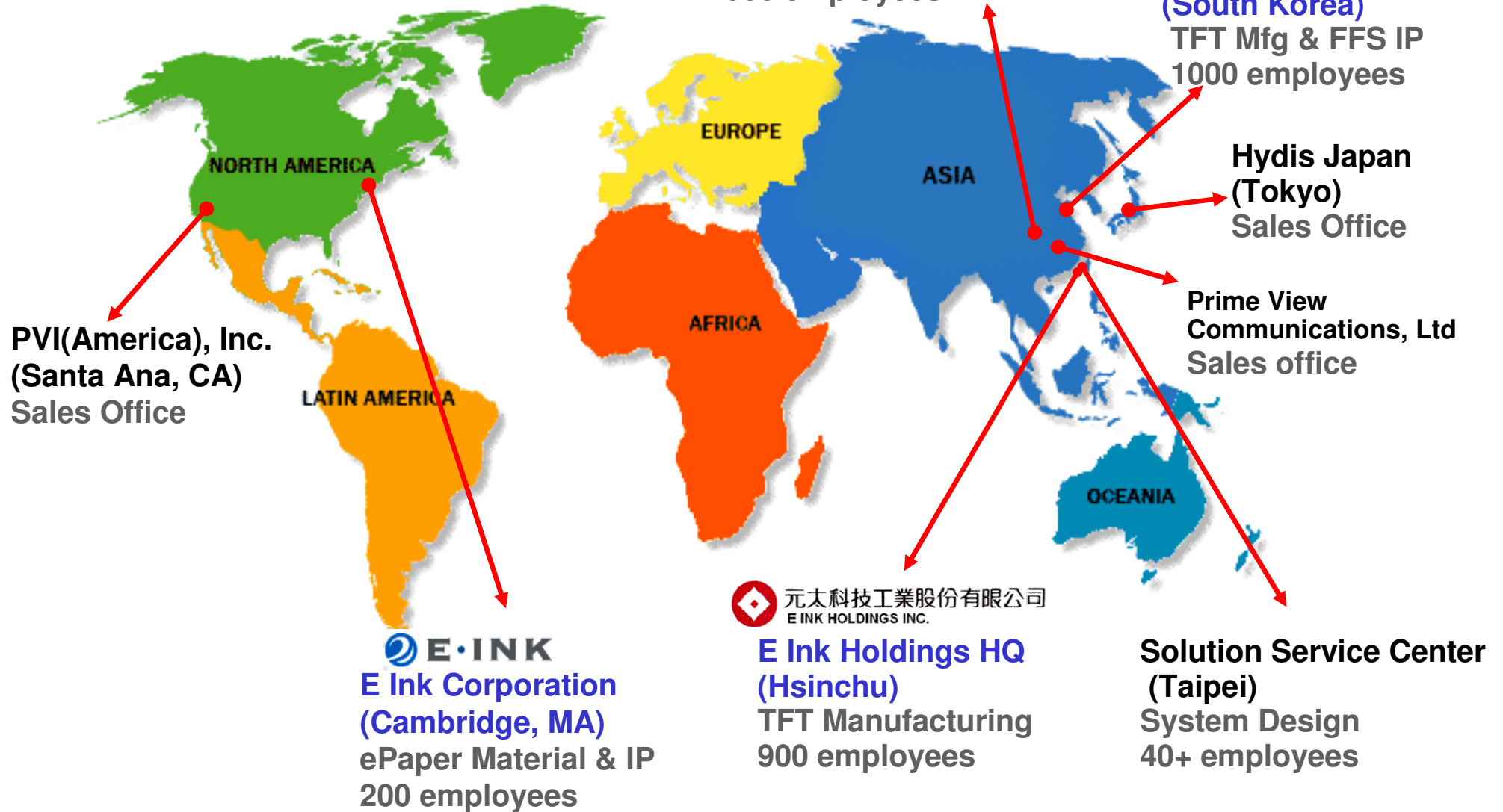
Founded in 1997 based on research started at the MIT Media Lab, E Ink Corporation is the leader in electronic paper display materials and intellectual property. E Ink has a strong patent portfolio and has commercialized many different forms of "Electronic Paper" solutions over the past ten years.



Worldwide Locations

Further integration to lower cost and support growth

- Market Cap: US\$ 1.8 Billion
- Revenue: US\$500 Million (1Q-3Q 2010)





Key benefits of EPD

Highly Innovative & Eco Friendly Technology

Readability

- Innovative digital reading experience – **Paper-like**
- No eye strain
- Read fast from any angle
- Sunlight readable – no shade required

Portability

- Thin – so eBooks can be smaller than regular books
- Lightweight – like newspaper, unlike laptop
- Compact – a library in your pocket!

Power Saving

- **No backlight** – uses natural light, like paper
- **Bi-stable** – leave power cord at home!
- Ultra long battery life

up to 14,800
page turns
(about 40
books)

E Ink Holdings aims to provide the world's best reading experience



Leading market position

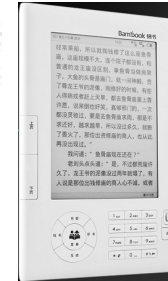
With blue-chip customers and product leadership

Solid relationship with the heavyweights in the e-reader industry

amazon.com



Bambook 锦书



汉王 Hanvon



BARNES & NOBLE



acer

SONY



Bookeen

FOUNDER 方正

edo

iriver

enTourage eDGe™

**kobo
EREADER**



**南開津科
CREATIVE & WEALTHY**



Strong E Ink Brand Presence in the market

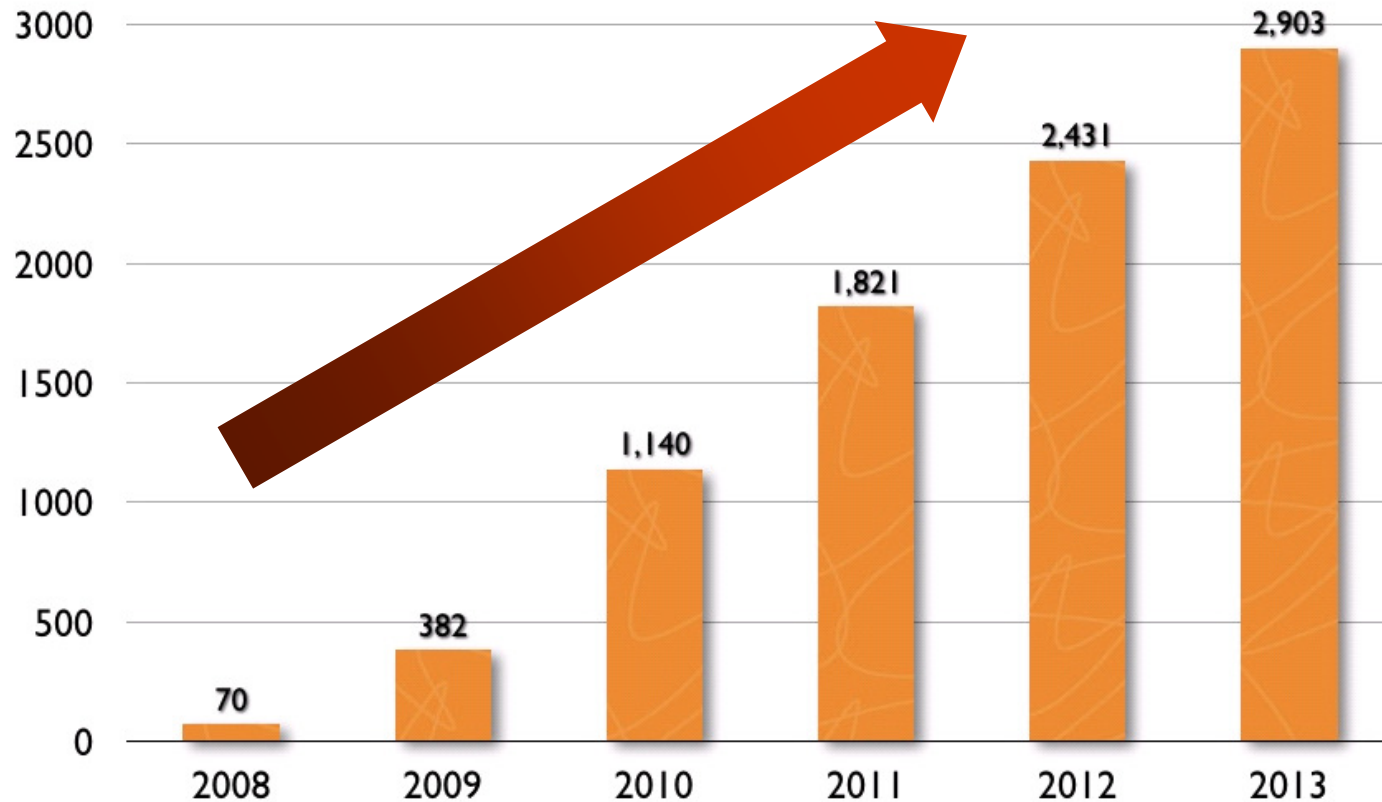


The market opportunity is huge for ePaper

Significant EPD growth and sales increase

Global Reflective eBook Reader Shipment Estimate

Unit: per 10,000 units



Source: DIGITIMES 2010



"...in 10 years ...there will be no newspapers, no magazines that are delivered in paper form. Everything gets delivered in an electronic form."

- Steve Ballmer, Microsoft CEO



"Our students still learn from instructional materials in formats made possible by Gutenberg's printing press. It's nonsensical — and expensive"

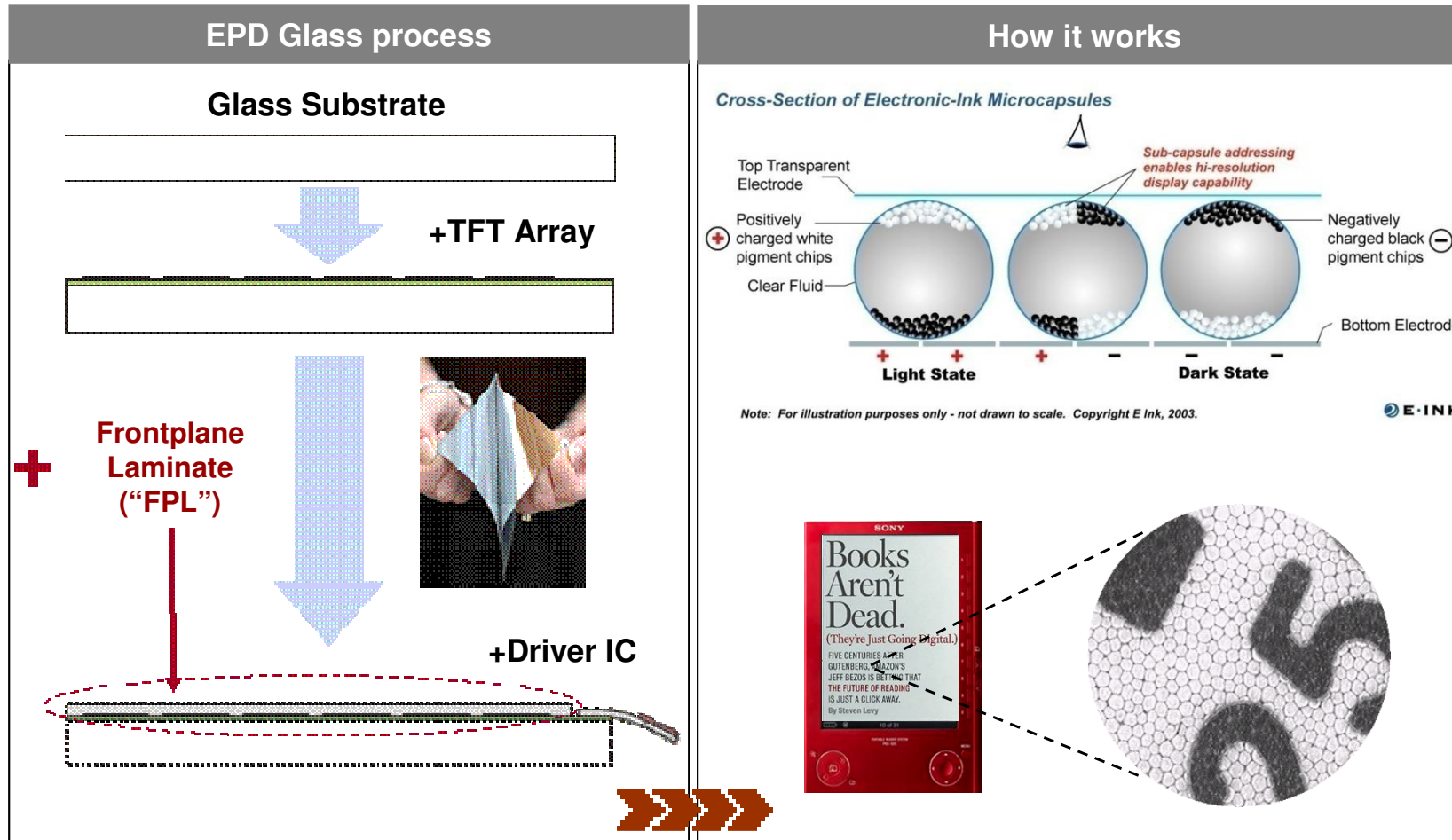
- Gov. Schwarzenegger
California digital textbook initiative



E Ink technology overview

Reflective technology with high whiteness and contrast ratio

Technology based on moving black and white particles in microcapsules using electric charges



Paper-like

Ultra-Low Power

Thin & Flexible

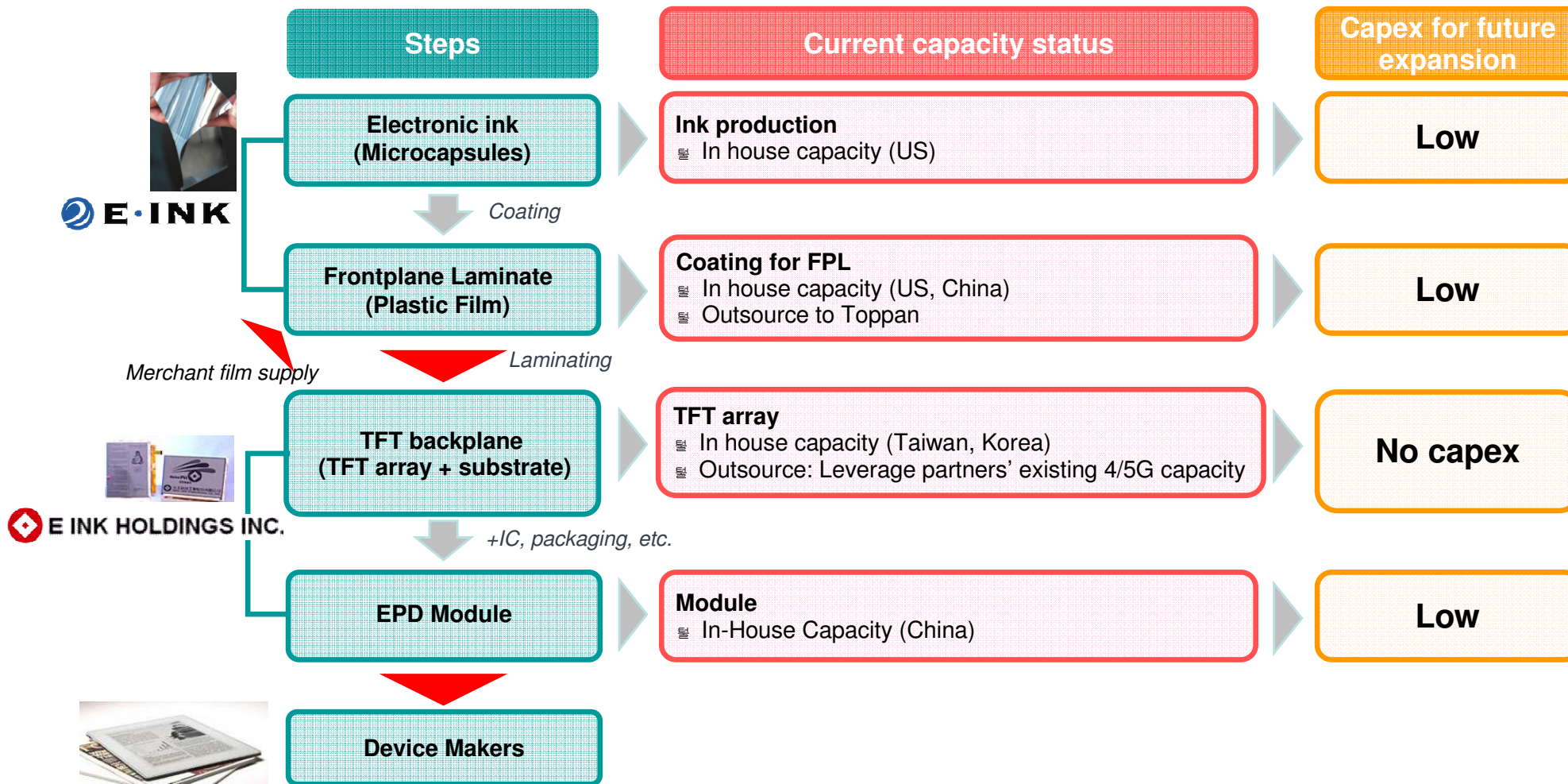
E Ink is the leading electrophoretic technology



Streamlined EPD supply chain

Expedite capacity expansion to meet market demand

Integrated ePaper display supply chain



Streamlined EPD supply chain allows growth on limited capex



Strong R&D capabilities

Rich R&D pipeline and patent portfolio

FFS technology (“Fringe Field Switching”)

- ✓ Sunlight readable
- ✓ Wide viewing angle
- ✓ Power saving



ElI & HydIs

- ✓ TFT-LCD Patents
- ✓ ~3,000+ issued
- ✓ ~2,000+ pending



- ✓ TFT-EPD Patents
- ✓ 160+ US patents
- ✓ 70+ foreign issued patents

- ✓ Research began at MIT Media Lab
- ✓ Electrophoretic technology

EPD technology leader

We have a rich patent portfolio to support and protect our leadership position



Technology roadmap

New products rolling out

Color Technology Roadmap

High Contrast Ink

Full Color



E-Textbook



Full color module



E-Magazine

Touch Technology Roadmap

Resistive

Capacitive

Digitizer

Flexible Technology Roadmap

Unbreakable

Flexible



E-Tag



E-Magazine



E-Signage



E-Map

Planning

Future/R&D

Future technology roadmap based on innovation: Color, Touch, Flexible



Further EPD applications

Application alternatives beyond publishing

The versatile properties of EPDs allow information to be printed on almost any surface



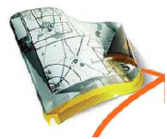
- Architectural (Smart Glass)
- Defense / Security
- Rewriteable Films / Printing
- Out-Licensing

Smart Surface



- Changeable Keypads
- In-Store Signage
- Outdoor Signage
- Indicators
- Smart Labels
- Mobile Device Accessories

Mobile Information



Publishing

- eBooks
- eNewspapers
- eTextbooks

Others

- Mobile Phones
- Mobile Internet Devices
- Handheld Data Collection
- GPS
- Secondary Displays
- Tablet PCs
- eNotepads

EPD can be applied to various applications in addition to publishing



3Q10 Unaudited Consolidated Financial

(NT\$Million)	1Q10		2Q10		3Q10(unaudited)		1Q10~3Q10 (unaudited)	
Net Sales	5,012	100.0%	5,169	100.0%	5,273	100.0%	15,454	100.0%
Gross Profit	1,488	29.7%	2,005	38.8%	1,648	31.3%	5,141	33.3%
Operating Expense	843	16.8%	959	18.6%	844	16.0%	2,646	17.1%
R&D Expense	365	7.3%	459	8.9%	312	5.9%	1,136	7.4%
Operating Profit	644	12.8%	1,046	20.2%	804	15.2%	2,494	16.1%
Non-op items	310	6.2%	(25)	-0.5%	188	3.6%	472	3.1%
Pre-tax Income(Loss)	954	19.0%	1,021	19.8%	992	18.8%	2,967	19.2%
Tax	251	5.0%	334	6.5%	328	6.2%	913	5.9%
Net Income	703	14.0%	687	13.3%	664	12.6%	2,054	13.3%
E Ink Net income	704	14.0%	700	13.5%	709	13.4%	2,113	13.7%
Minority Interest	(1)	0.0%	(13)	-0.3%	(45)	-0.9%	(59)	-0.4%
EPS	0.70		0.65		0.66		2.01	



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Thank You

E Ink Holdings (EIH)