



元太科技工業股份有限公司  
E INK HOLDINGS INC.



# Company Presentation

March 2011



## 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.*



# Worldwide Locations

*Further integration to lower cost and support growth*

- Market Cap: US\$1.8 Billion
- Revenue: US\$868 Million (YR2010)

**Transcend Optronics (Yang Zhou)**  
 Module Manufacturing  
 4000 employees  
**Founded in 2002**

**Hydis Technologies (South Korea)**  
 TFT Mfg & FFS IP  
 1000 employees  
**Acquired in 2008**

**Hydis Japan (Tokyo)**  
 Sales Office

**Prime View Communications, Ltd**  
 Sales office



**PVI(America), Inc.**  
 (San Mateo CA)  
 Sales Office

LATIN AMERICA

**E·INK**  
**E Ink Corporation**  
 (Cambridge, MA)  
 ePaper Material & IP  
 200 employees  
**Acquired in 2009**



EUROPE

AFRICA

ASIA

OCEANIA



**E Ink Holdings HQ**  
 (Hsinchu)  
 TFT Manufacturing  
 900 employees  
**Founded in 1992**

**Solution Service Center**  
 (Taipei)  
 System Design  
 40+ employees



# 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)

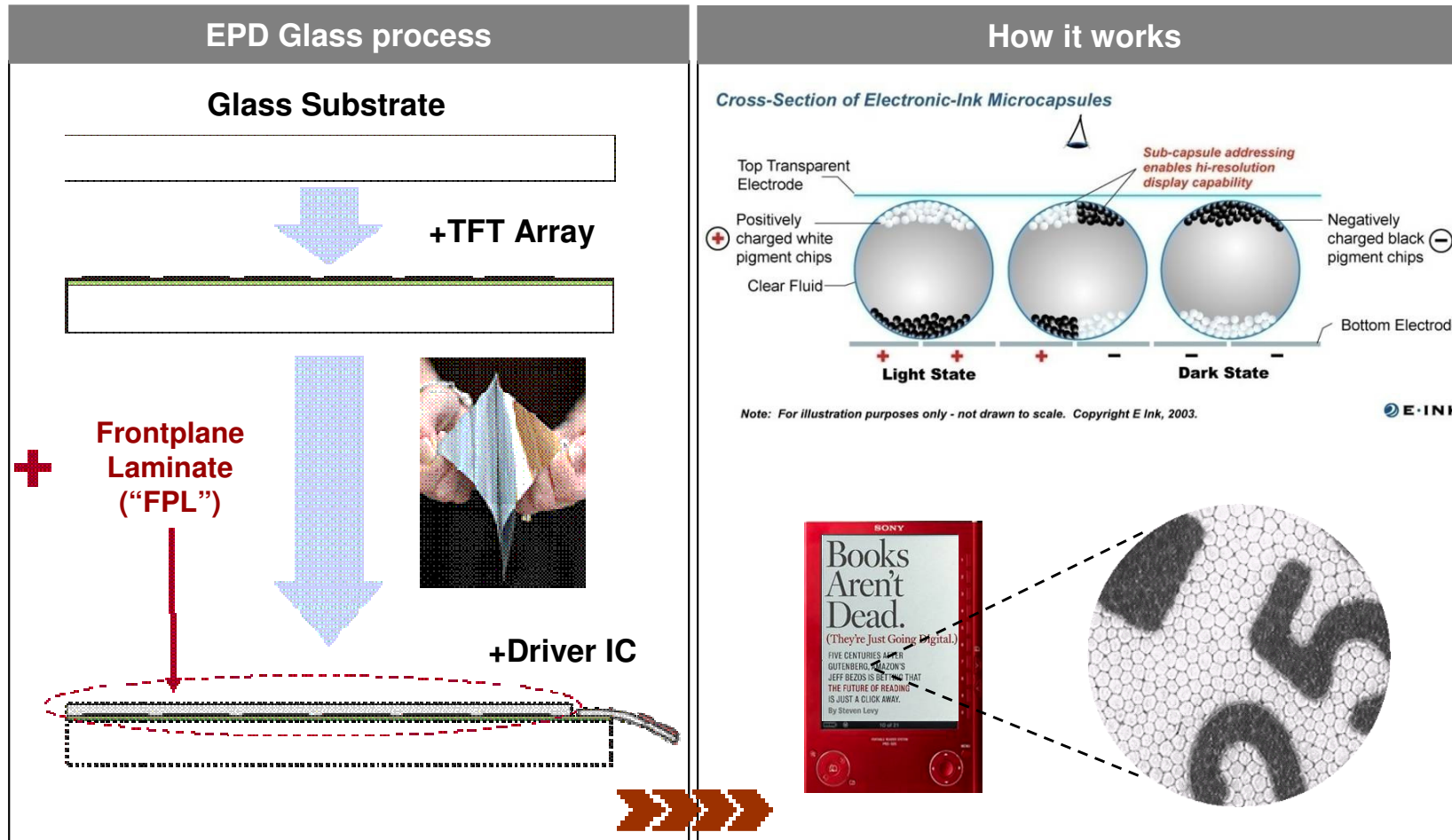
E Ink Holdings aims to provide the world's best reading experience



# 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

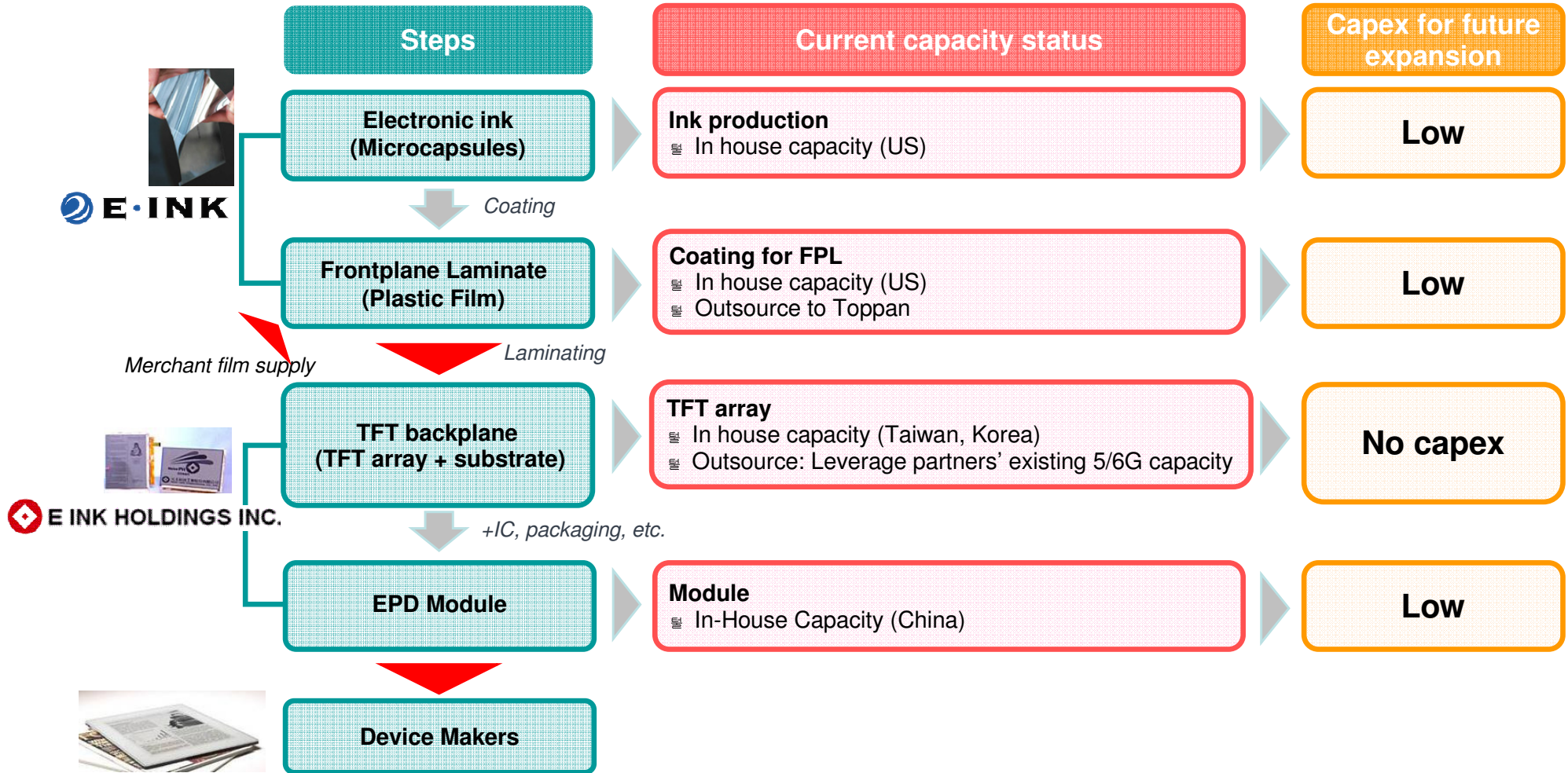
E Ink is the leading electrophoretic technology



# Streamlined EPD supply chain

*Expedite capacity expansion to meet market demand*

## Integrated ePaper display supply chain



Streamlined EPD supply chain allows growth with limited capex



# Leading market position

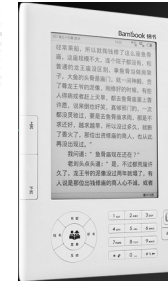
*With blue-chip customers and product leadership*

Solid relationship with the heavyweights in the e-reader industry

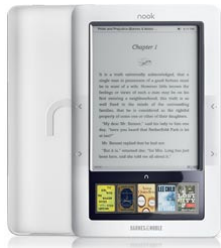
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汉王 Hanvon



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



# Strong R&D capabilities

*Rich R&D pipeline and patent portfolio*

FFS technology (“Fringe Field Switching”)

- ✓ Wide Viewing Angle
- ✓ Power Saving
- ✓ High Brightness
- ✓ Sunlight Readability
- ✓ High Resolution



## EH & Hydix

- ✓ 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
- ✓ Paper-Like

EPD technology leader

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





# 2010 Consolidated Financial (Unaudited)

(NT\$Million)	1Q10		2Q10		3Q10		4Q10 (unaudited)		2010 (unaudited)		2009	
<b>Net Sales</b>	5,012	100.0%	5,169	100.0%	5,273	100.0%	9,725	100.0%	25,179	100.0%	16,069	100.0%
<b>Gross Profit</b>	1,488	29.7%	2,005	38.8%	1,648	31.3%	3,026	31.1%	8,166	32.4%	520	3.2%
<b>Operating Expense</b>	844	16.8%	959	18.6%	844	16.0%	1,201	12.3%	3,847	15.3%	1,935	12.0%
<b>R&amp;D Expense</b>	365	7.3%	459	8.9%	311	5.9%	436	4.5%	1,571	6.2%	905	5.6%
<b>Operating Profit</b>	644	12.8%	1,046	20.2%	804	15.2%	1,825	18.8%	4,319	17.2%	(1,415)	-8.8%
<b>Non-op items</b>	310	6.2%	(25)	-0.5%	188	3.6%	52	0.5%	524	2.1%	(232)	-1.4%
<b>Pre-tax Income(Loss)</b>	954	19.0%	1,021	19.8%	992	18.8%	1,877	19.3%	4,843	19.2%	(1,647)	-10.2%
<b>Tax</b>	252	5.0%	334	6.5%	328	6.2%	16	0.2%	929	3.7%	80	0.5%
<b>Net Income</b>	702	14.0%	687	13.3%	664	12.6%	1,861	19.1%	3,914	15.5%	(1,727)	-10.7%
<b>E Ink Net income</b>	<b>704</b>	<b>14.0%</b>	<b>700</b>	<b>13.5%</b>	<b>709</b>	<b>13.4%</b>	<b>1,915</b>	<b>19.7%</b>	<b>4,028</b>	<b>16.0%</b>	<b>(1,128)</b>	<b>-7.0%</b>
<b>EPS</b>	<b>0.70</b>		<b>0.65</b>		<b>0.66</b>		<b>1.80</b>		<b>3.81</b>		<b>(1.40)</b>	



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**Thank You**

<http://www.eink.com/>