



Company Presentation

2Q11



Safe Harbor Statement

Statements in this presentation that are not strictly historical, including the statements regarding the market, economy, the Company's ePaper, LCD and other business, the Company's future product launches, the Company's positioning and expectations for 2011 and future periods, and any other statements regarding events or developments that we believe or anticipate will or may occur in the future, may be "forward-looking" statements within the meaning of thesecurities laws in Taiwan. There are a number of important factors that could cause actual events to differ materially from those suggested or indicated by such forward-looking statements and you should not place undue reliance on any such forward-looking statements. These factors include, among other things, the uncertainty in the economy,contractions or growth rates and cyclicity of markets we serve, competition, our ability to develop and successfully market new products and technologies and expand into new markets, our ability to successfully identify, consummate and integrate appropriate acquisitions, contingent liabilities relating to acquisitions, risks relating to potential impairment of goodwill and other long-lived assets, currency exchange rates, our compliance with applicable laws and regulations and changes in applicable laws and regulations, tax audits and changes in our tax rate and income tax liabilities, litigation and other contingent liabilities including intellectual property and environmental matters, risks relating to product defects and recalls, the impact of our debt obligations on our operations, raw material costs, our ability to adjust purchases and manufacturing capacity to reflect market conditions, legislative reforms and other changes in industry, labor matters, our relationships with and the performance of our customers and partners, risks relating to man-made and natural disasters, our ability to achieve projected cost reductions and growth, and international economic, political, legal and business factors. These forward-looking statements speak only as of the date of this presentation and the Company does not assume any obligation to update or revise any forward-looking statement, whether as a result of new information, future events and developments or otherwise.

Worldwide Locations

Further integration to lower cost and support growth

- Market Cap: US\$2.2 Billion
- Revenue: US\$868 Million (YR2010)

Transcend Optronics (Yang Zhou)
Module Manufacturing
5000+ 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

Solution Service Center (Taipei)
System Design
40+ employees

 元太科技工業股份有限公司
E INK HOLDINGS INC.

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

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

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

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

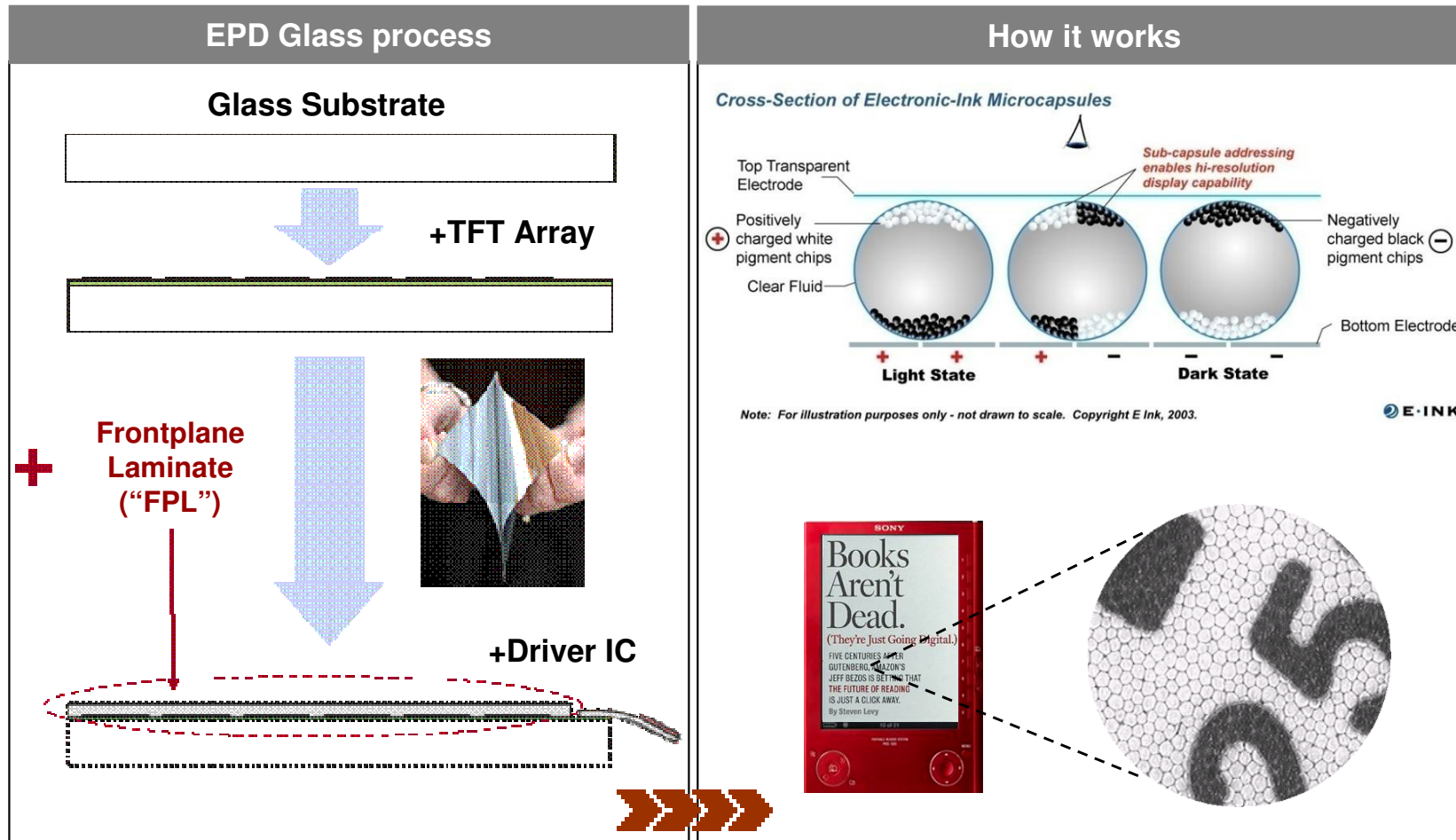
up to 14,800
page turns
(about 40
books)

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

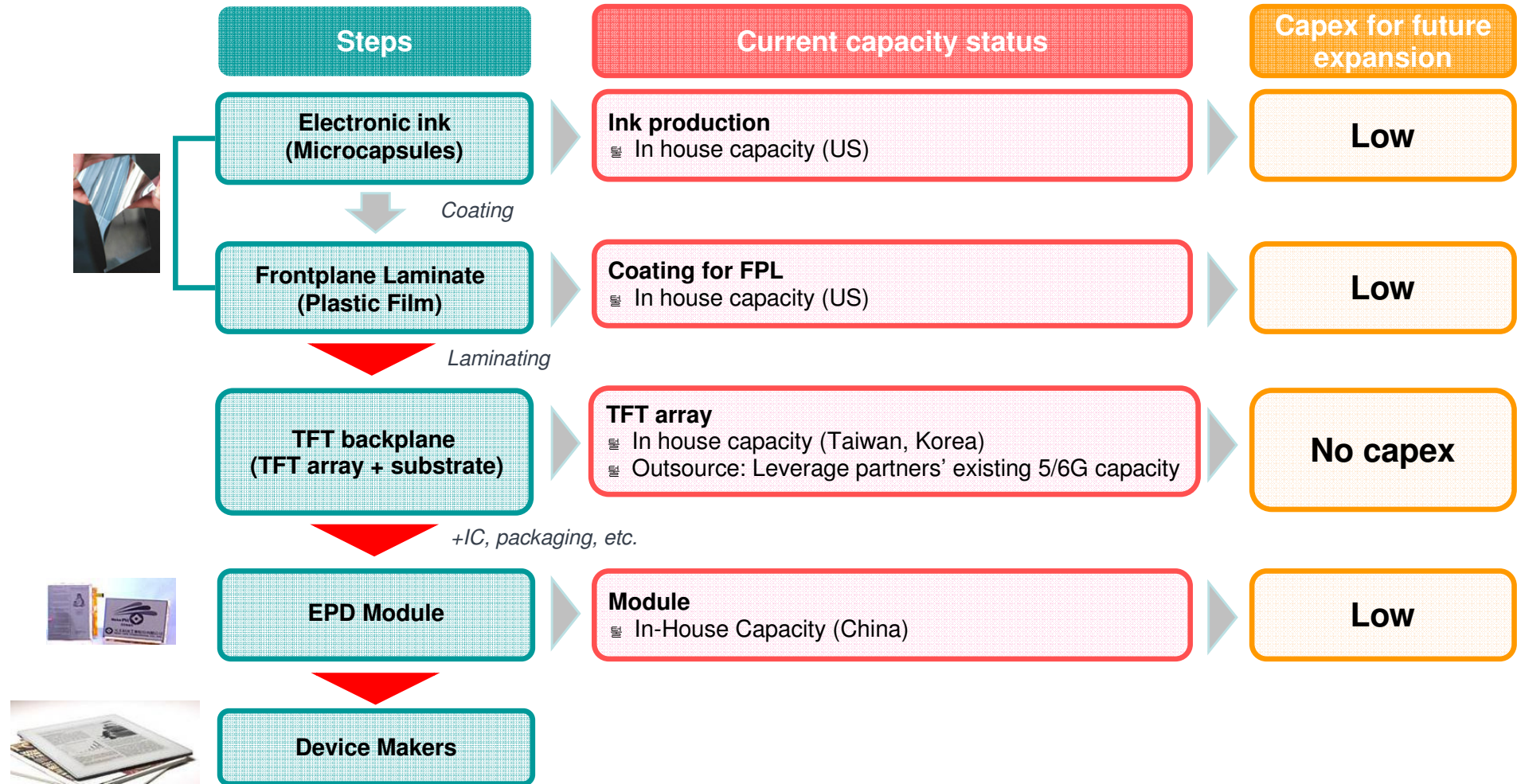
Thin & Flexible

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

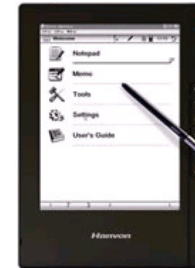
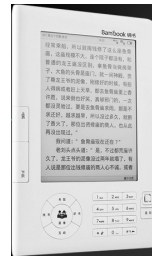
With blue-chip customers and product leadership

Solid relationship with the heavyweights in the e-reader industry

amazon.com



Bambook 锦书



Hanvon

BARNES & NOBLE

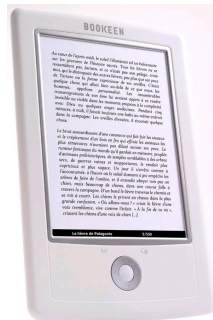
SONY



kobo
EREADER



Bookeen



FOUNDER 方正

南開津科
CREATIVE & WEALTHY

edon

enTourage eDGe™



IRIVER

Strong E Ink Brand Presence in the market

Eink

2Q11 Consolidated Financial

(NT\$Million)	1Q11		2Q11		1H11		1H10	
Net Sales	10,086	100.0%	6,926	100.0%	17,012	100.0%	10,181	100.0%
Gross Profit	2,913	28.9%	2,251	32.5%	5,163	30.4%	3,492	34.3%
Operating Expense	1,058	10.5%	1,124	16.2%	2,182	12.8%	1,802	17.7%
R&D Expense	398	3.9%	379	5.5%	777	4.6%	824	8.1%
Operating Profit	1,855	18.4%	1,126	16.3%	2,981	17.5%	1,778	17.5%
Non-op items	12	0.1%	121	1.7%	133	0.8%	284	2.8%
Pre-tax Income(Loss)	1,867	18.5%	1,247	18.0%	3,114	18.3%	1,975	19.4%
Tax	200	2.0%	(8)	-0.1%	191	1.1%	585	5.7%
Net Income	1,668	16.5%	1,255	18.1%	2,923	17.2%	1,389	13.6%
E Ink Net income	1,677	16.6%	1,325	19.1%	3,002	17.6%	1,404	13.8%
EPS	1.56		1.22		2.78		1.35	

Thank You