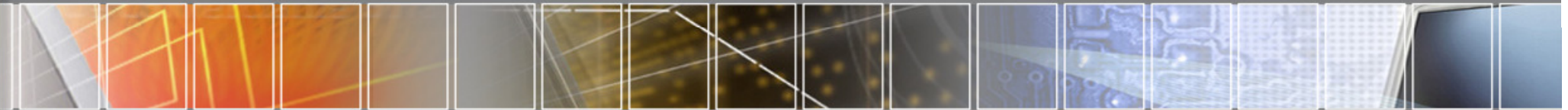




元太科技工業股份有限公司
Prime View International Co., Ltd

Company Presentation



May 2010



Safe Harbor Notice



Prime View International's 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.

Company Overview

PVI is years ahead of competition in the EPD space



- **ePaper: a Green Technology**
 - Re-printable: Save paper, save trees
 - Harry Potter global sales exceeded 400M books
 - = 310,000 tons of paper
 - = 6.3 million trees !

- **PVI provides the World's Best Reading Experience**
 - Market Leader: #1 global market share
 - Volume Leader: millions of units shipped
 - Technology Leader: most paper-like w/ best technology roadmap

- **With global blue-chip clients**
 - Customer includes most eBook makers

- **Also specialized in small and medium sized display modules**
 - Flexible Manufacturing
 - Niche Products
 - FFS Technology

** EPD = Electronic Paper Display*

Milestones

PVI 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**

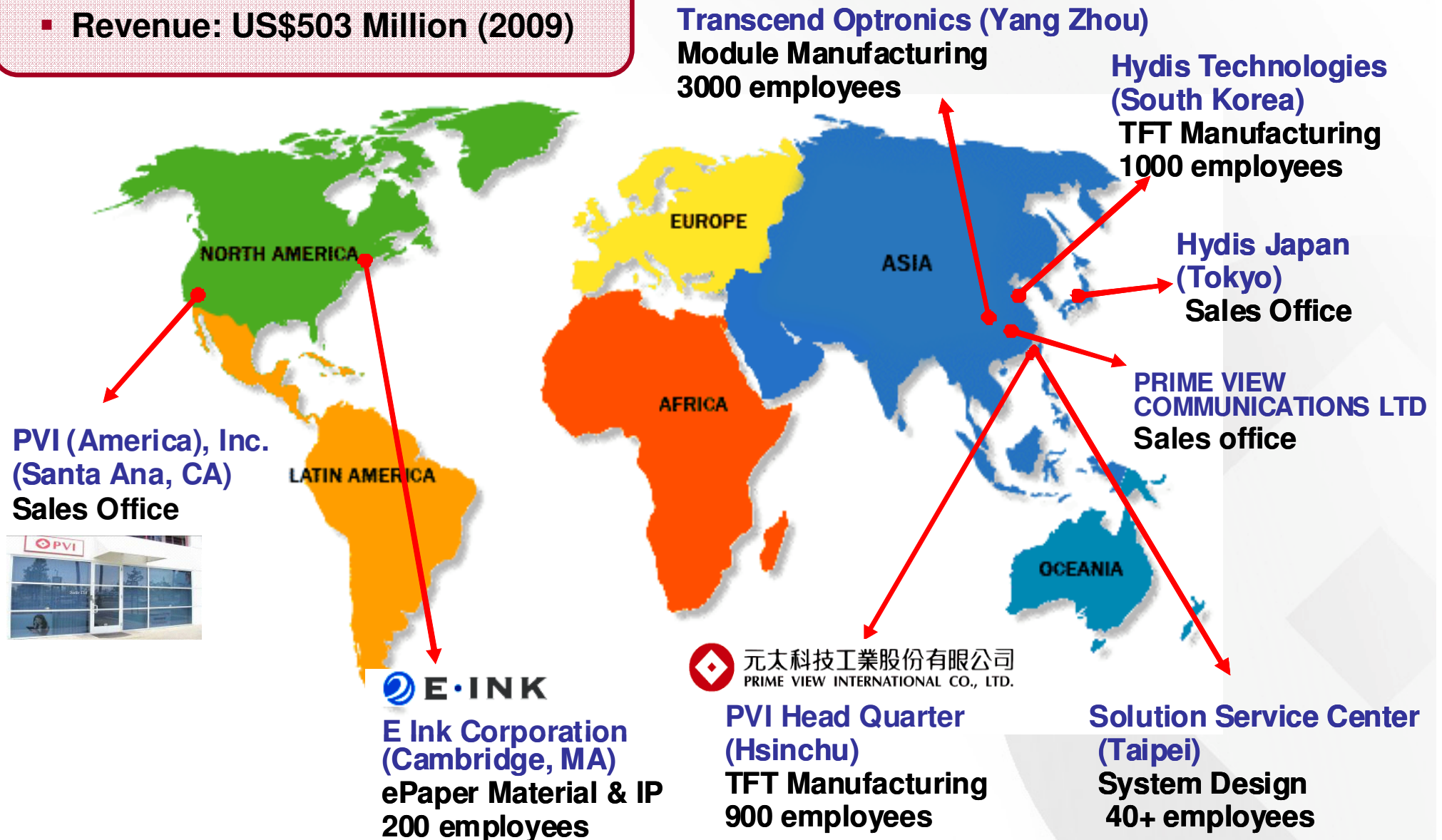
Founded in 1997 based on research started at the MIT Media Lab, E Ink Corporation is the leader in electronic paper display materials and intellectual property. E Ink has a strong patent portfolio and has commercialized many different forms of "Electronic Paper" solutions over the past ten years.

Worldwide Locations

Further integration to lower cost and support growth



- **Market Cap: US\$ 2.1 Billion**
- **Revenue: US\$503 Million (2009)**



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)

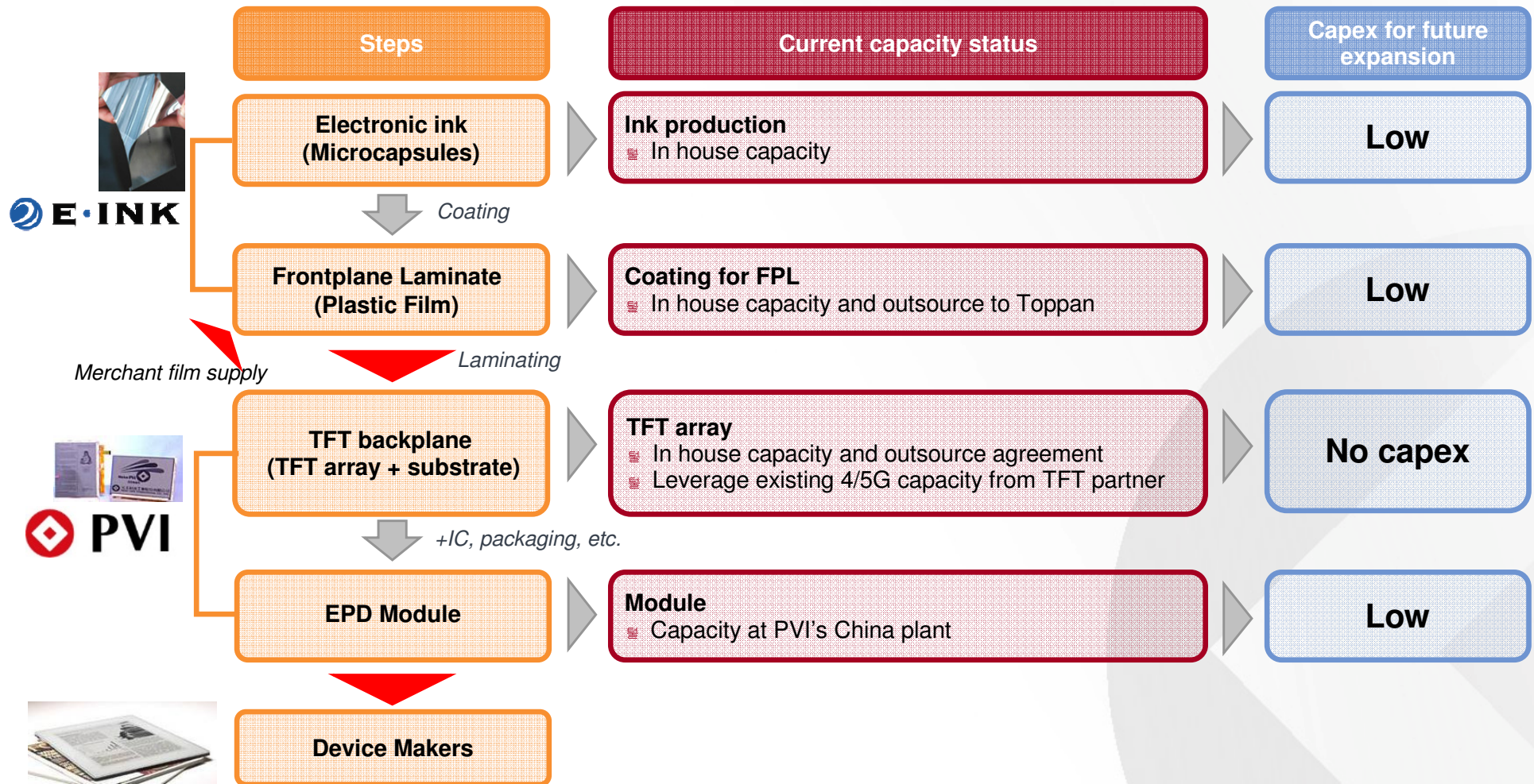
PVI aims to provide the world's best reading experience

Streamlined EPD supply chain

Expedite capacity expansion to meet market demand



Integrated ePaper display supply chain



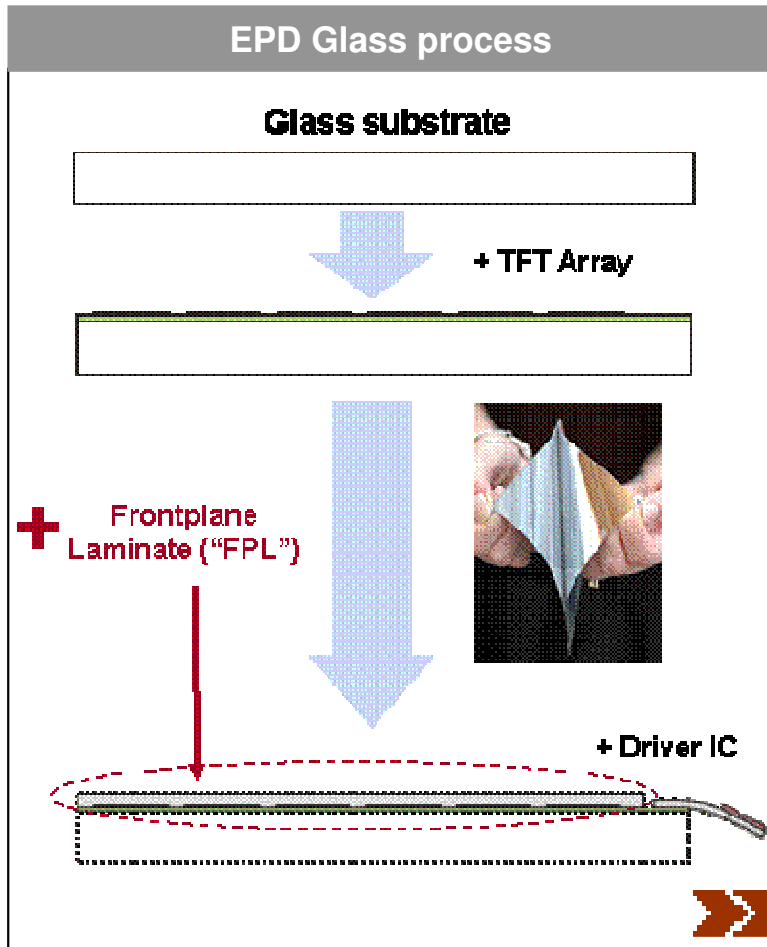
Streamlined EPD supply chain allows growth on limited capex

E Ink technology overview

Reflective technology w/ high whiteness and contrast ratio



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



Paper-like

Ultra-Low Power

Thin & Flexible

E Ink is a leading company in electrophoretic technology

Leading market position with proven track record

With blue-chip customers and product leadership



Solid relationship with the heavyweights in the e-reader industry



Strong E Ink Brand Presence in the market

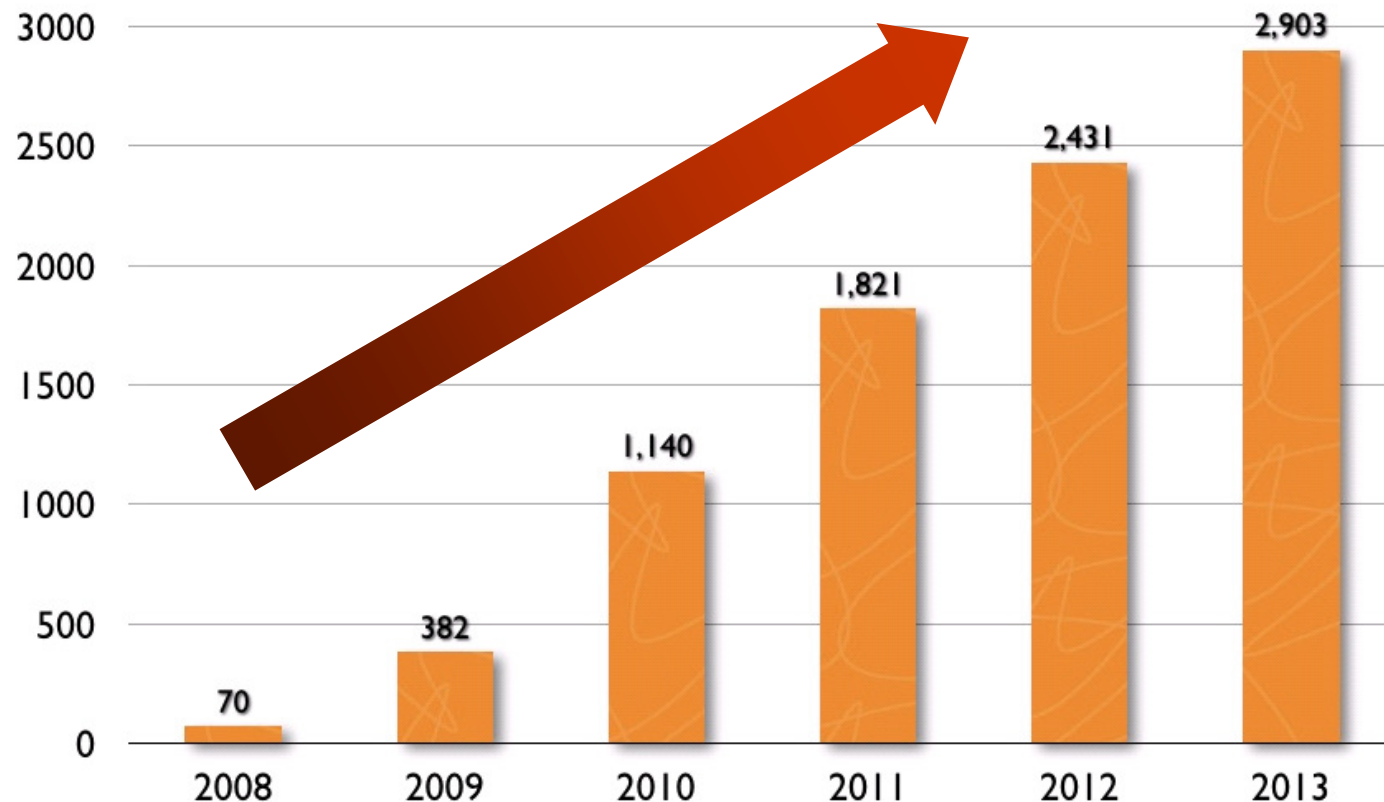
The market opportunity is huge for ePaper

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

Technology roadmap

New products rolling out



Flexible Technology Roadmap

Unbreakable

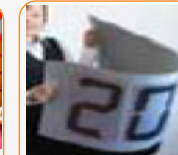
Flexible



E-Tag



E-Magazine



E-Signage



E-Map

Color Technology Roadmap

High Contrast Ink

Full Color



E-Textbook



Full color module



E-Magazine

Touch Technology Roadmap

Resistive

Capacitive

Digitizer

Planning

Future/R&D

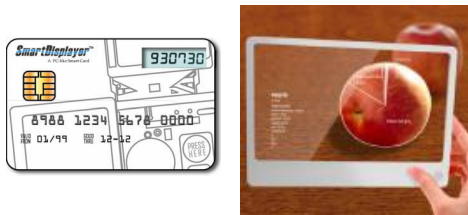
Future technology roadmap based on two pillars of innovation: flexible and color

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

Strong R&D capabilities

Rich R&D pipeline and patent portfolio



FFS technology (“Fringe Field Switching”)

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



PVI & 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



- Realize **Group Synergy**
- Develop **high growth markets**
 - China Market
 - Education Market
- Provide eBook **Total Solution**
- Adjust **product portfolio** to maximize profitability
 - E-Paper products (EPD)
 - Niche TFT-LCD(FFS, Niche Market)
- Maintain technology leadership through investment in **R&D**
- Develop **new products/applications** for E-paper Displays
- Strengthen relationships with **Eco-System** partners
 - Texas Instrument, MARVELL, Freescale, Wacom, Epson, CMO, etc.
- Leverage competitiveness of **Strategic Alliance** partners

PVI Financials (consolidated): 2009



(NT\$Million)	2008		2009		1Q09		2Q09		3Q09		4Q09	
Net Sales	12,161	100.0%	16,069	100.0%	2,571	100.0%	4,200	100.0%	4,341	100.0%	4,957	100.0%
Gross Profit	761	6.3%	520	3.2%	(410)	-15.9%	(180)	-4.3%	442	10.2%	668	13.5%
Operating Expenses	1,739	14.3%	1,935	12.0%	457	17.8%	470	11.2%	473	10.9%	535	10.8%
Operating Profit (Loss)	(978)	-8.0%	(1,415)	-8.8%	(867)	-33.7%	(651)	-15.5%	(30)	-0.7%	133	2.7%
Non-op items	(213)	-1.8%	(232)	-1.4%	(92)	-3.6%	(339)	-8.1%	5	0.1%	194	3.9%
Pre-tax Income(Loss)	(1,191)	-9.8%	(1,647)	-10.3%	(959)	-37.3%	(990)	-23.6%	(25)	-0.6%	327	6.6%
Income Tax	40	0.3%	80	0.5%	(8)	-0.3%	(36)	-0.8%	58	1.3%	66	1.3%
Minority Interest	(342)	-2.8%	(599)	-3.7%	(175)	-6.8%	(280)	-6.7%	(140)	-3.2%	(4)	-0.1%
Net Income (Loss)	(889)	-7.3%	(1,128)	-7.0%	(775)	-30.1%	(675)	-16.1%	57	1.3%	265	5.4%
EPS	(1.31)		(1.40)		(1.03)		(0.90)		0.13		0.40	

PVI Financials (consolidated): 1Q10 Unaudited



(NT\$Million)	1Q09		4Q09		1Q10(unaudited)	
Net Sales	2,571	100.0%	4,957	100.0%	5,012	100.0%
Gross Profit	(410)	-15.9%	668	13.5%	1,446	28.9%
Operating Expenses	457	17.8%	535	10.8%	802	16.0%
Operating Profit (Loss)	(867)	-33.7%	133	2.7%	644	12.9%
Non-op items	(92)	-3.6%	194	3.9%	310	6.2%
Pre-tax Income(Loss)	(959)	-37.3%	327	6.6%	954	19.0%
Income Tax	(8)	-0.3%	66	1.3%	251	5.0%
Minority Interest	(175)	-6.8%	(4)	-0.1%	(1)	0.0%
Net Income (Loss)	(775)	-30.1%	265	5.4%	704	14.0%
EPS	(1.03)		0.40		0.70	



- ✓ **In the Right Industry**
- ✓ **With the Right Technology**
- ✓ **At the Right Time**



THANK YOU !