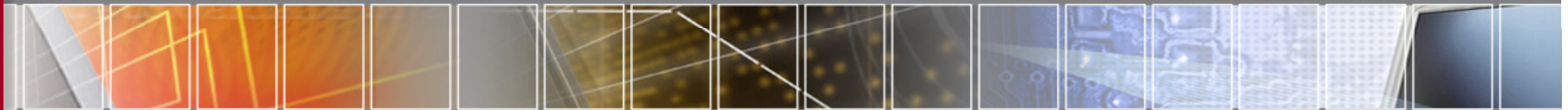




元太科技工業股份有限公司
Prime View International Co., Ltd

Company Presentation



April 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

- **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 Hydys (Korea) to expand capacity**

2009 **Acquired E Ink Corporation (USA) to integrate the supply chain**

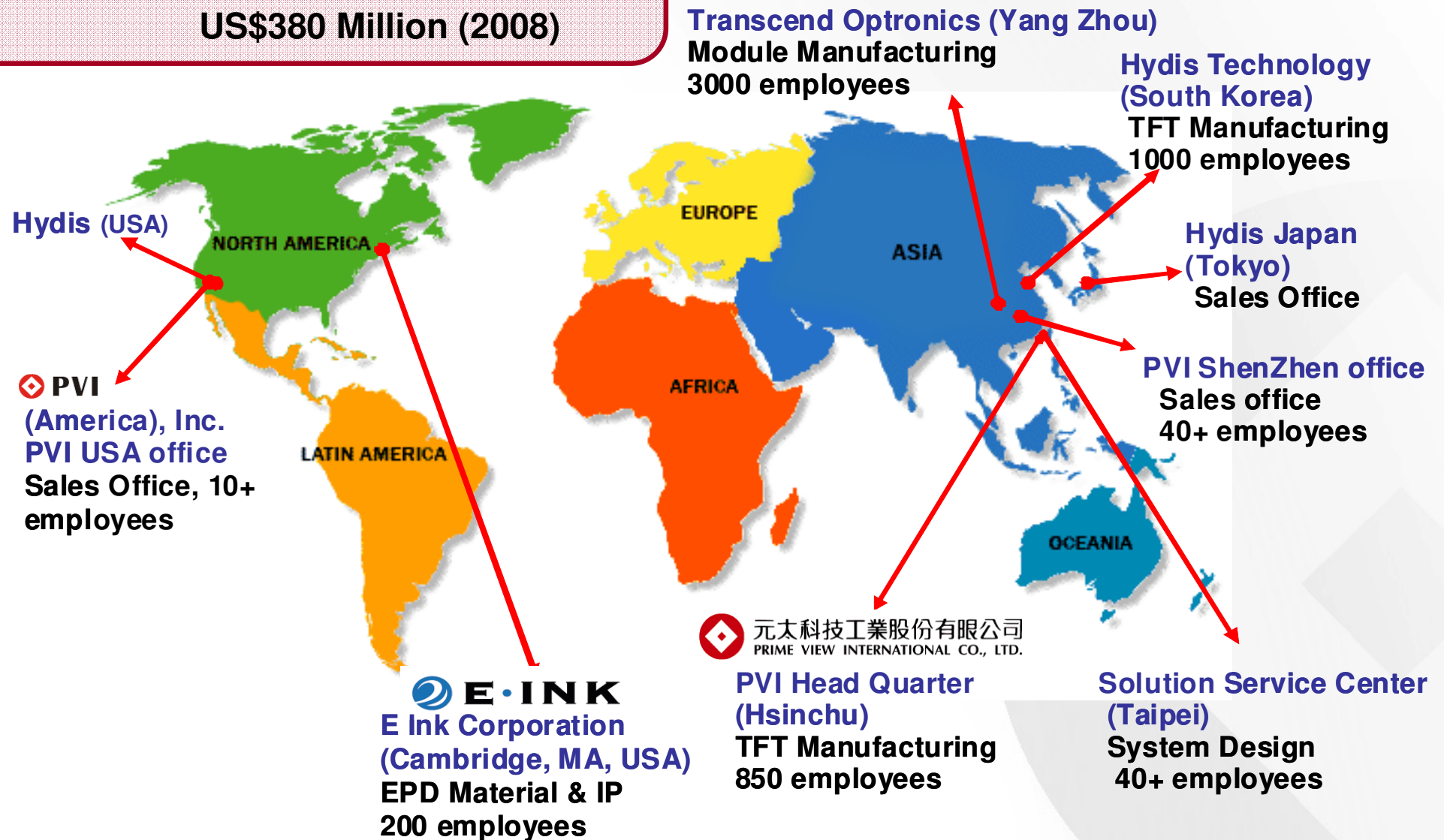
Founded in 1997 based on research started at the MIT Media Lab, E Ink Corporation is the leader in electronic paper display materials and intellectual property. E Ink has a strong patent portfolio and has commercialized many different forms of "Electronic Paper" solutions over the past ten years.

Worldwide Locations

Further integration to lower cost and support growth



- **Market Cap: US\$ 2 Billion**
- **Revenue: US\$347 Million (9M09)**
US\$380 Million (2008)



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)

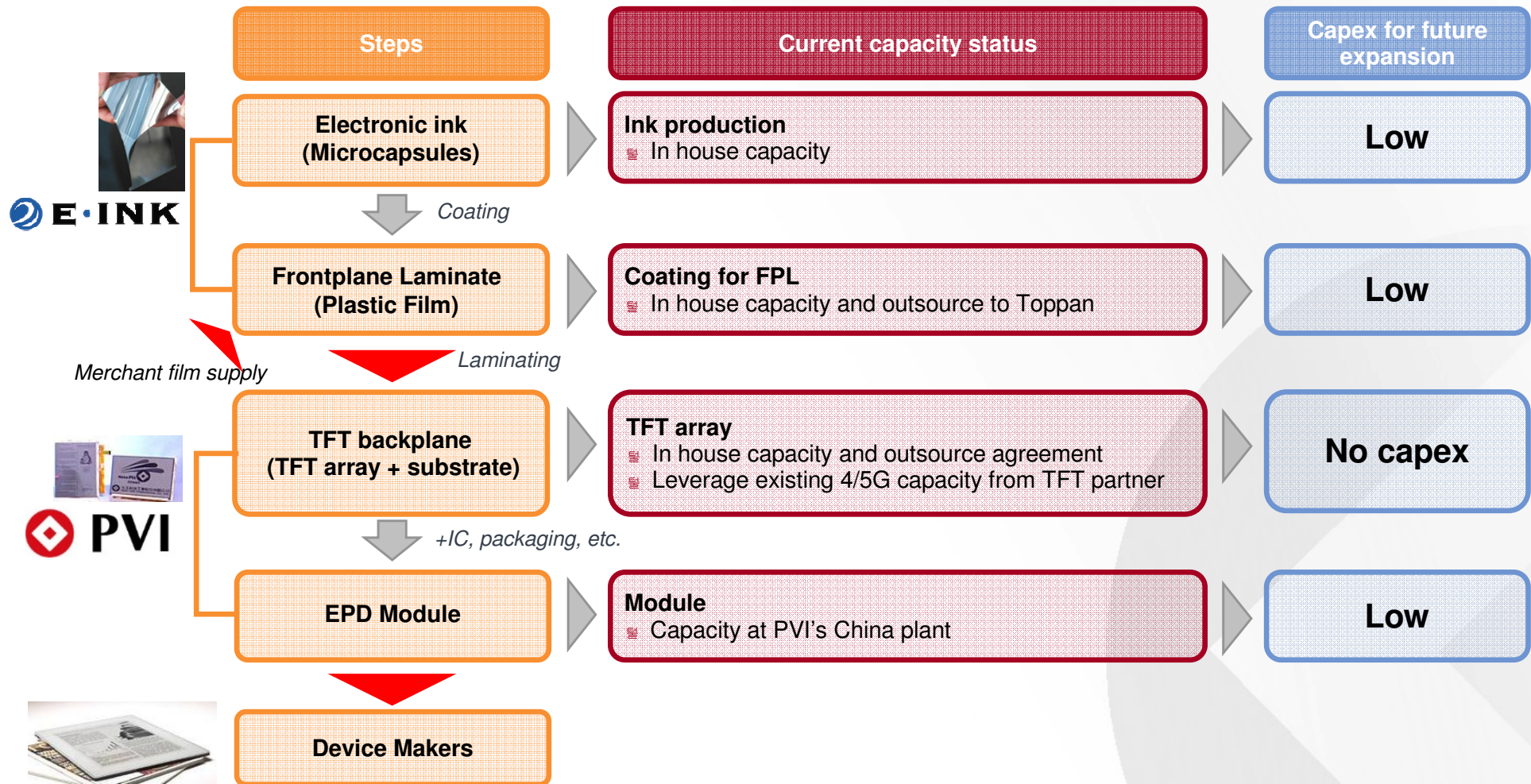
PVI aims to provide the world's best reading experience

Streamlined EPD supply chain

Expedite capacity expansion to meet market demand



Integrated ePaper display supply chain



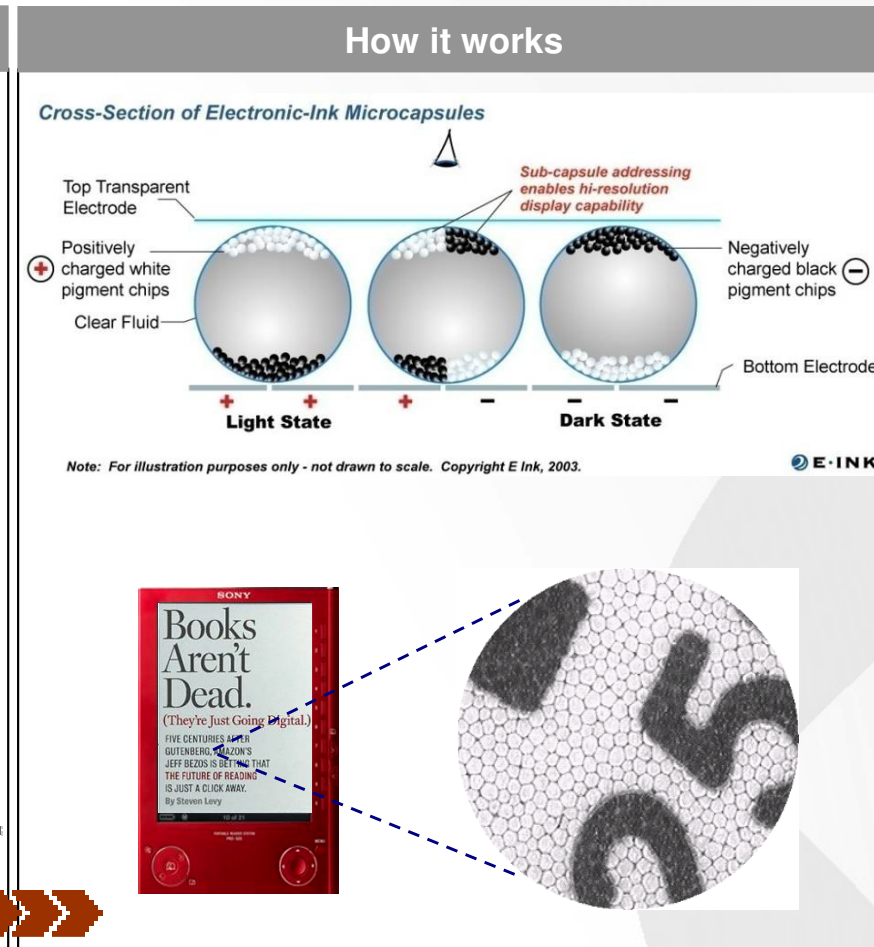
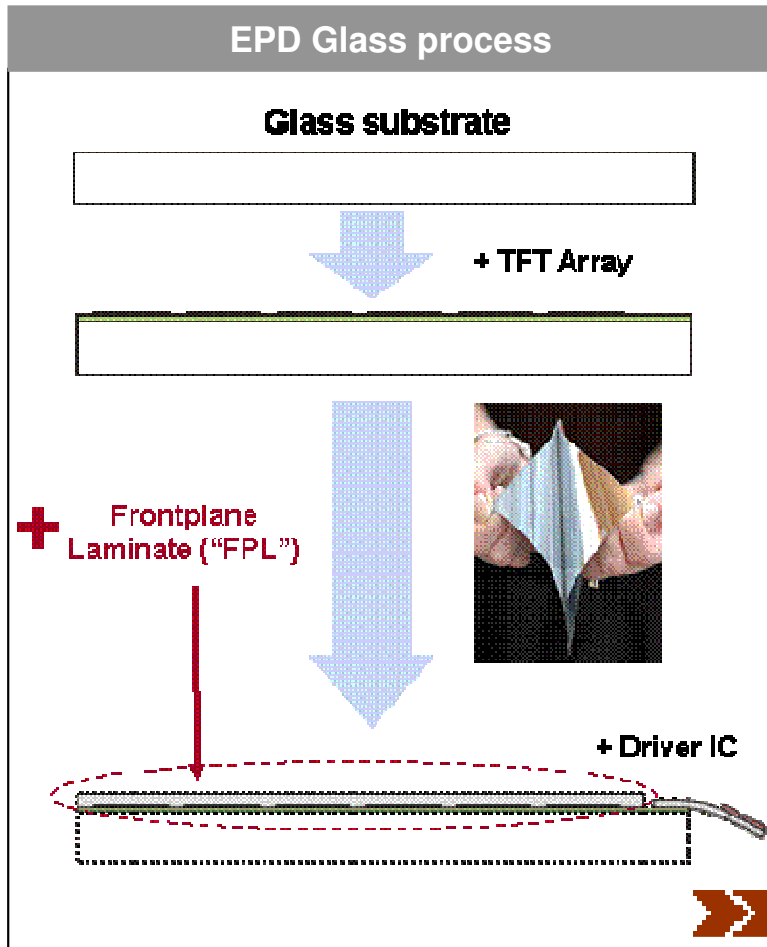
Streamlined EPD supply chain allows growth on limited capex

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



E Ink technology used in almost all eBooks

Vendor	Brand	
amazon	Kindle	✓
BARNES & NOBLE BOOKSELLERS	Nook	✓
Bookeen	Cybook Gen 3	✓
COOLREADERS	Cooler eReader	✓
IREX TECHNOLOGIES	iLiad	✓
iRiver	iRiver Story	✓
SAMSUNG	SNE-50K eBook	✓
SONY	Reader	✓

Strong E Ink Brand Presence in the market

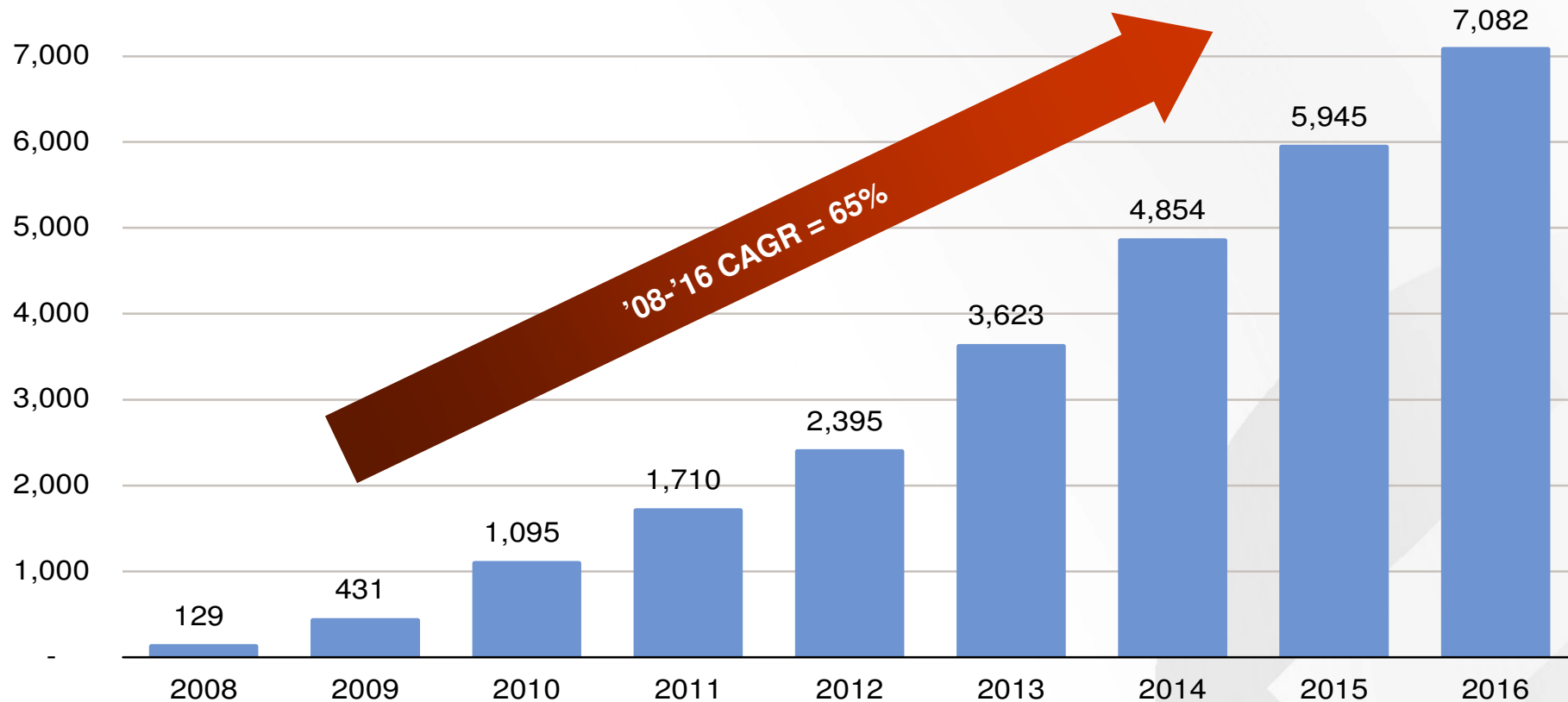
The market opportunity is huge for ePaper

Significant EPD growth and sales increase



ePaper market size forecast (by value)

(US\$ million)



Source: DisplaySearch 2009



"...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

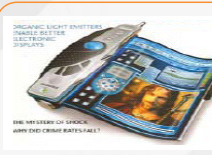
Full Color



E-Textbook



Full color module



E-Magazine

Planning

Future/R&D

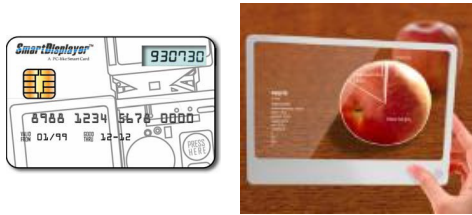
Future technology roadmap based on two pillars of innovation: flexible and color

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


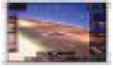

EPD can be applied to various applications in addition to publishing

Strong TFT-LCD fundamentals

Stable cash generating business



Premier small-to-medium sized TFT-LCD product mix – Niche products focused

Application	Size	Photo	Niche
Portable DVD players, digital photoframes	2.45" to 10.2"		
Automotive applications, global positioning devices, car navigation / entertainment devices	3.5" to 9.0"		✓
Mobile phone devices	1.3" to 3.0" / 1.5" to 2.8"		
Industrial uses: aviation and marine applications	2.3" to 15.0"		✓
Ultra-mobile PC	4.0" to 4.3"		✓
Avionic products, industrial products	5.0" to 12.1", 15.0"		✓
Medical products	15.0"		✓
Tablet PC and notebook PCs	10.4" to 14.1"		

Reducing exposure to commodity handset devices

Highly customized niche products

Niche TFT-LCD fundamentals provides a solid platform to grow ePaper business

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



- Expand **customer** base
- Develop **new products/applications** for E-paper Displays
- Adjust **product portfolio** to maximize profitability
- Maintain technology leadership through investment in **R&D**
- Strengthen relationships with **Eco-System** partners
 - LG Display, Texas Instrument, MARVELL, Freescale, Wacom, Epson, CMO, etc.
- Leverage competitiveness of **Strategic Alliance** partners
 - Utilize **CMO**'s 5G fabs
 - Launch comprehensive cooperation with **LG Display**
 - “Bond” through investment
 - Cross Licensing
 - Capacity sharing

PVI Financials



Consolidated (NTD Million)	2008	1Q09	2Q09	3Q09
Net Sales	12,161	2,571	4,200	4,341
COGS	11,266	2,981	4,380	3,898
Gross Profit	895	(410)	(180)	443
Operating Expenses	1,739	457	470	473
SG&A	1,054	229	267	256
R&D	685	228	203	217
Operating Profit (Loss)	(844)	(867)	(650)	(30)
Non-op items	(347)	(92)	(339)	5
Income Tax	40	(8)	(36)	58
Net Income (Loss)	(1,231)	(950)	(954)	(83)
EPS	-1.31	-1.03	-0.9	0.13
Cash	2,018	947	1,669	5,998
Investments	3,606	3,481	3,602	3,803
Fixed Assets	10,849	10,504	10,106	9,934
Total Debt	12,169	10,910	11,476	12,685
Net Debt	10,152	9,963	9,807	6,687
Key Ratios				
Gross Margin	7.4%	-15.9%	-4.3%	10.2%
Operating Margin	-6.9%	-33.7%	-15.5%	-0.7%
Total Debt/Equity	159.7%	150.0%	172.6%	123.5%
Net Debt/Equity	133.2%	136.9%	147.5%	65.1%



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



THANK YOU !