



Transcend Information Investor Conference

First Quarter 2012

2012/3/22



Agenda

- **Product Portfolio**

- Marketing Activities

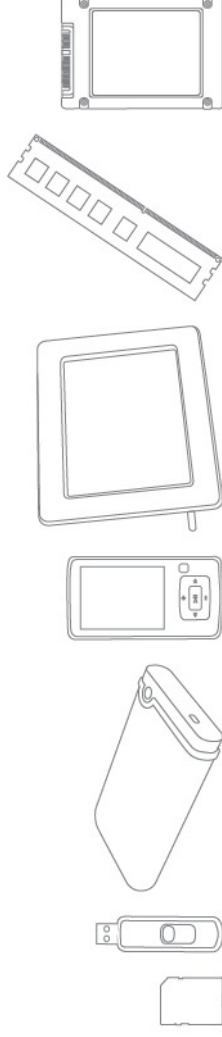
- Transcend Strengths

- 2011 Financial Statements

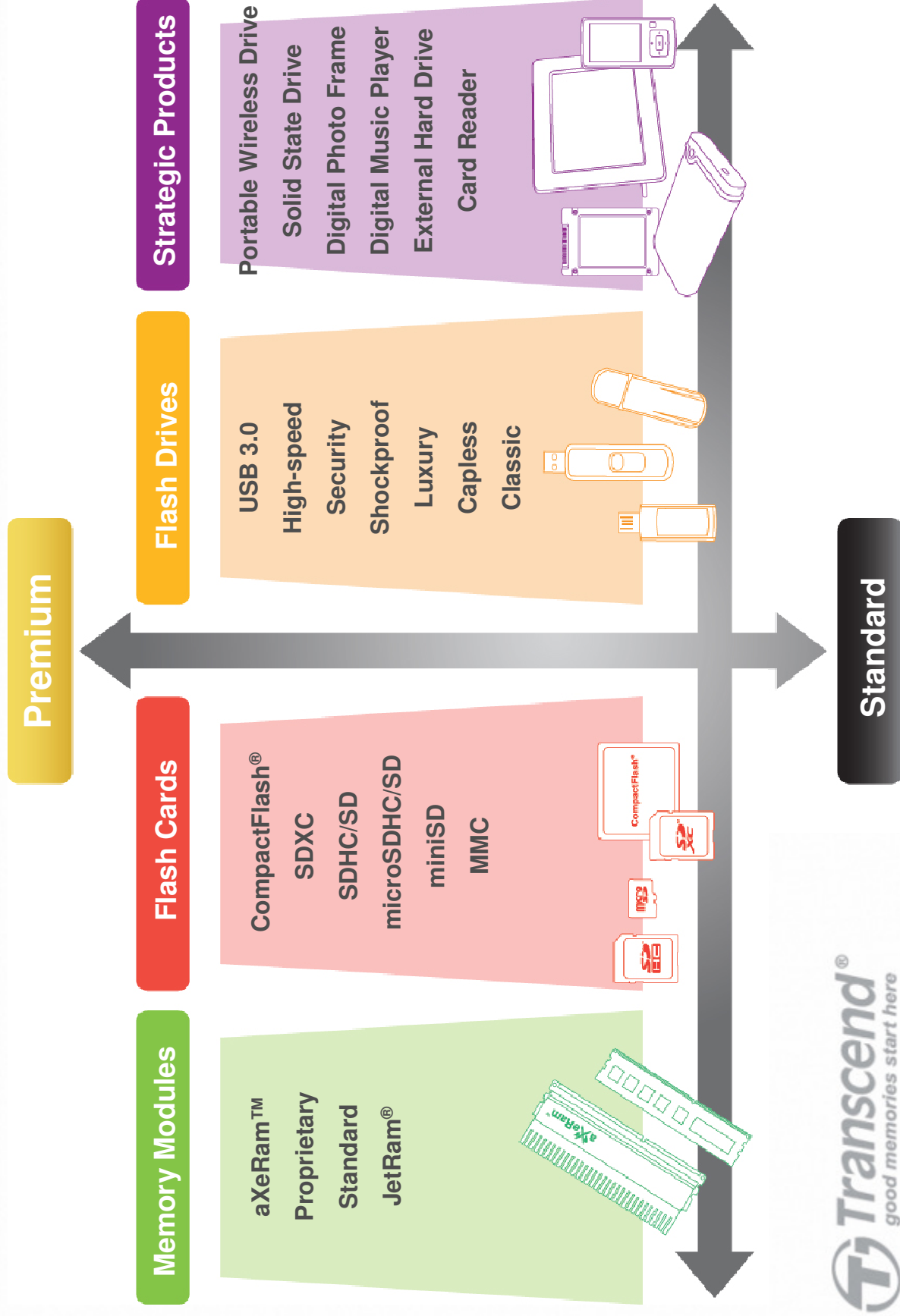
- Q & A

Steve Chang, VP of Sales

Raymond Lu, CFO



Product Portfolio



NAND Flash everywhere

Industrial Applications

IT



Consumer Electronics

Transcend
good memories start here

SATA III SSD



Capacity:
64-512GB

SSD720

- Next Generation SATA III 6Gb/s Interface
- Backwards compatible with SATA II / SATA I
- Powerful SandForce Controller
- Intelligent Block Management and Wear Leveling
- Build-in ECC protection for long data retention
- Supports NCQ (up to 32 commands)
- Supports S.M.A.R.T. and TRIM Command
- AES 256-bit Hardware Encryption
- Three-year Limited Warranty

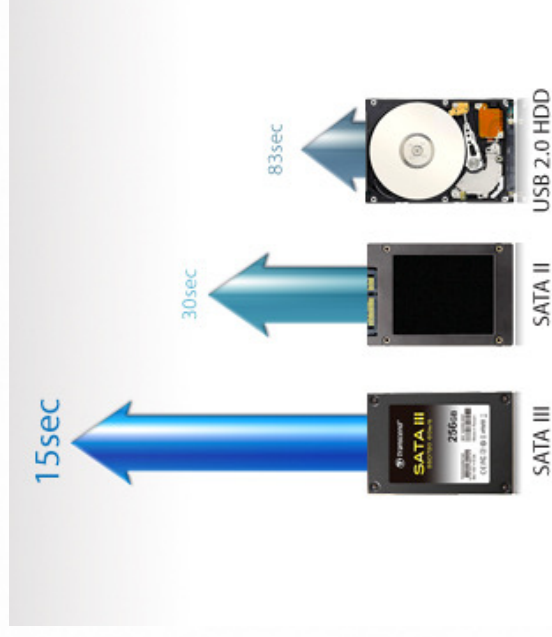
Performance:

Read up to 560MB/s, write up to 540MB/s

Perfect for Ultrabooks



7mm Ultra-slim form factor



Lightning-fast transfer
of full 4.7GB DVD

SLC SATA II SSD



Capacity: 16-64GB

Working Temperature

- 0°C ~ 70°C
- -40°C ~ 85°C (Optional)

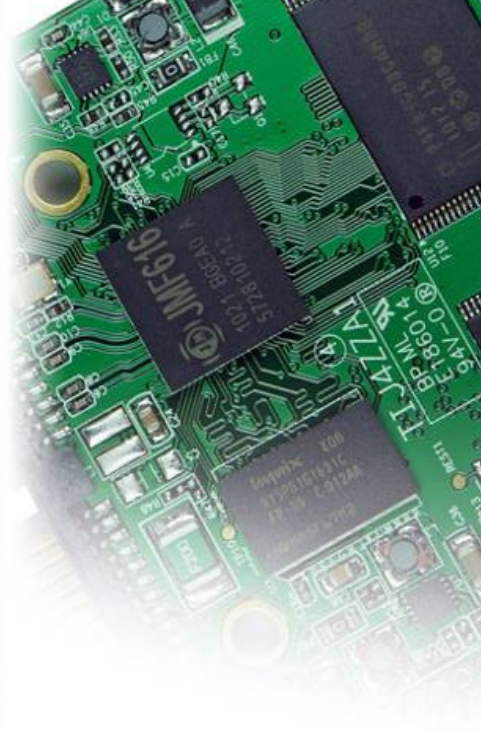
SSD500

Durable SLC chip
100,000 erase/write cycles

Performance:

Read up to 260MB/s, write up to 230MB/s

- Fully compatible with devices and OS that support the SATA II 3Gb/s standard
- Non-volatile Flash Memory for outstanding data retention
- Built-in ECC (Error Correction Code) functionality
- Wear-leveling algorithm
- Support Trim and NCQ command
- Support Hardware Purge function
- RoHS compliant



Portable Wireless Drive



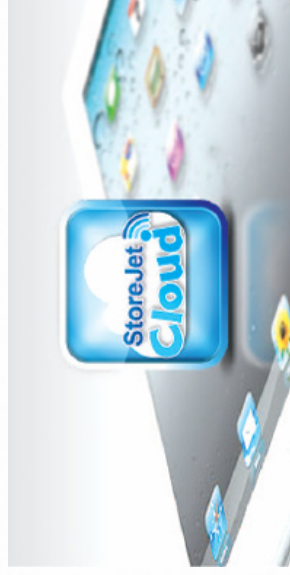
32GB/64GB

StoreJet Cloud *Your Personal Cloud*

- Stream different content on 5 devices at the same time
- Supports iOS, Android, Windows, and Mac OSX
- Special App for iOS and Android devices
- Li-Battery supports 6hrs playback and 8hrs standby
- Connect to the Internet and StoreJet Cloud simultaneously
- Email files as attachments
- No need to transfer file formats



Connects up to 5 devices



iOS and Android Apps available

1.8" Portable USB 3.0 SSD



台灣精品2012
TAIWAN EXCELLENCE



(64GB / 128GB)

SSD 18C3

Performance:

Read up to 260MB/s, write up to 140MB/s

- SuperSpeed USB 3.0 and USB 2.0 connection options
 - One Touch auto-backup button
 - Dimensions: 98.7mm x 65.7mm x 17.45mm
- Weight : 70g



2X FASTER
than USB 3.0 Hard Drives

USB 3.0 SSD
260MB/s



One Touch Auto-Backup Button

Helps backup and synchronize data instantly.
Enabled by the bundled Backup Manager software.



Transcend
good memories start here

Flash Cards – Speed-driven



Ultimate Series

A great camera deserves a great card.

Whether your camera uses SD or CF cards, you can always find the right high-performance solution from our "Ultimate" series memory cards.



Model	SDHC Class 10 UHS-I	SDXC Class 10	SDHC Class 10	600X CF	400X CF
Transfer Rate (Max)	85MB/s	25MB/s	20MB/s	90MB/s	60MB/s
Capacity	8GB~16GB	64GB	4GB~32GB	8GB~64GB	8GB~64GB

UHS-I Class 10 SDHC Card

Ultra High Speed
UHS-I



4X
Faster!

	SDHC UHS-I	SDHC Class 10
Read	85MB/s	20MB/s
Write	45MB/s	18MB/s

16GB

Pro-level Cameras



Sony
α 77



Nikon
D7000 / D5100



Nikon
V1 / J1



Fujifilm
HS20EXR



Canon
550D / 60D



Olympus
E-P3

 **Transcend**
good memories start here

Flash Cards – Capacity-driven

SDHC™ V3.0

SDHC™
Class 10



(4GB - 32GB)

SDXC™
Class 10



(64GB)

microSDHC™ V3.0

microSDHC Class 10



(4GB - 32GB)

CompactFlash 4.1

CF600X



(8GB - 64GB)

Capacity Requirements

	SD	microSD	CompactFlash
2011 Avg. Quantity	7.73GB	3.67GB	11.3GB
2012 Expected Quantity	12GB	6GB	14GB

USB 3.0 External Hard Drives

StoreJet 25H3P



500GB-1TB

- 3-stage Shockproof
- 115MB/s ; 105MB/s

StoreJet 25M3



500GB-1TB

- 3-stage Shockproof
- 115MB/s ; 105MB/s

StoreJet 25A3



500GB-1TB

- Internal Suspension
- 115MB/s ; 105MB/s

3.5" StoreJet 35T3



2TB

- 130MB/s ; 125MB/s

3X FASTER
than USB 2.0 HDDs

USB 3.0 HDD
115MB/s



USB 2.0 HDD
38MB/s



USB 3.0 USB Flash Drives

JetFlash 700



Entry-level

- Read: 52MB/s
- Write: 30MB/s
- 4GB-32GB

JetFlash 760



Capless Design

- Read: 52MB/s
- Write: 30MB/s
- 4GB-32GB

JetFlash 780



Advanced Transfer

- Read: 140MB/s
- Write: 40MB/s
- 8GB-16GB

4X FASTER
than USB 2.0 Flash Drive

USB 3.0 Flash Drive
140 MB/s



USB 2.0 Flash Drive
32 MB/s



Industrial Products



- Embedded Systems
- Medical Equipment
- Network Security
- Rugged Computer
- Transposition
- Gaming Platforms
- Retail & Self Service



High-end Environmental Test Laboratory



Walk-in Chamber

Capable of testing large components, assemblies and finished products.

Temperature : -40°C ~ 80°C
Humidity : 20% ~ 95%RH
Size: 250 X 360 X 225 cm



Normal Chamber

Ideal for testing smaller products.

Temperature : -40°C ~ 100°C
Humidity : 10% ~ 98%RH



Vibration Tester

Frequency : 2 ~ 2000Hz
Amplitude : 30mm
Loading : 80Kgw



Specialized Environmental Chamber

Wide temperature testing under operation.

Temperature : -40°C ~ 90°C



Thermal Shock Tester

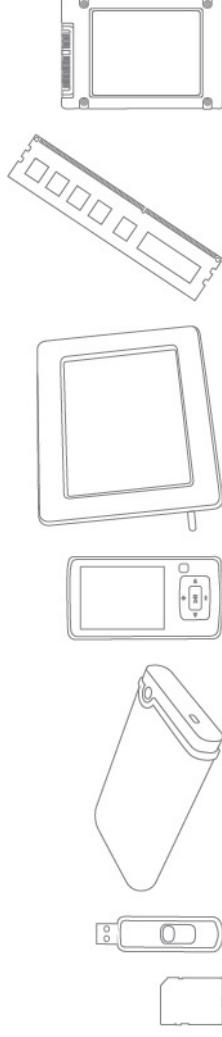
Temperature : -40°C ~ 125°C
Exposure : 10 ~ 15mins

Agenda

- Product Portfolio
 - **Marketing Activities**
 - Transcend Strengths
-
- 2011 Financial Statements
 - Q & A

Steve Chang, VP of Sales

Raymond Lu, CFO



Overseas Tradeshow/Expo



Germany



15th EMBEDDED SYSTEMS EXPO

Japan



Transcend®
good memories start here



USA
Learn today. Design tomorrow.
ESEC

Sports Sponsorship in Schools

HBL - High school Basketball
(Dec 2011 ~ March 2012)



Total **55** live matches
Max. **211,600** viewers per game



Product Placement in *Black and White*

Movie Bundle



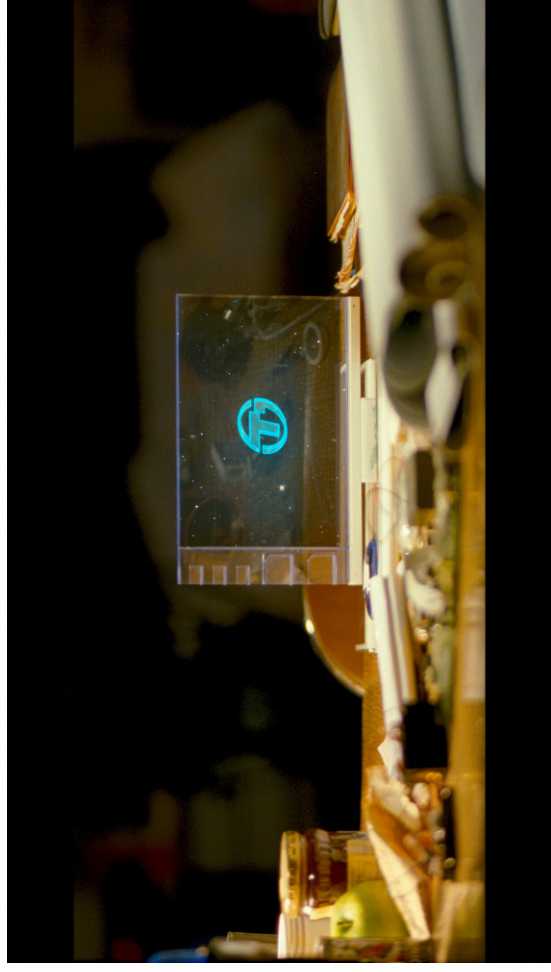
欲知活動詳情，
請先按“讚”加入創見粉絲團

Black & White
痞子英雄

三部曲
全面開戰



Product Placement



Brand Alliance – Uni-President



Customized label

20 million bottles



IT Month
Buy Transcend product, Get 1 Free!



Convenience store promotion

茶皇王 浴子英雄 Black & White 全面開戰

2011/12/22-2012/2/9

搶『讚』先機

首創曲《空間海嘯》
參加茶皇王「浴子英雄」活動，在指定地點參加抽獎，即可獲獎。
抽中茶皇王「浴子英雄」活動，即可獲獎。

二部曲《浴子英雄》
上海特約茶皇王「浴子英雄」活動，即可獲獎。
抽中茶皇王「浴子英雄」活動，即可獲獎。

頭獎：華碩超極筆電ZENBOOK (U321E/4)
貳獎：創見128GB SSD固態硬碟
參獎：創見4GB數位相機 (PF530K)

975ml & 1250系列
同購滿2件

58折

Transcend

Online event site

茶皇王

12150

加入粉絲團

+

浴子英雄

10301

加入粉絲團

VS

10241

加入粉絲團

Transcend

欲參加活動，請先加入上粉絲團

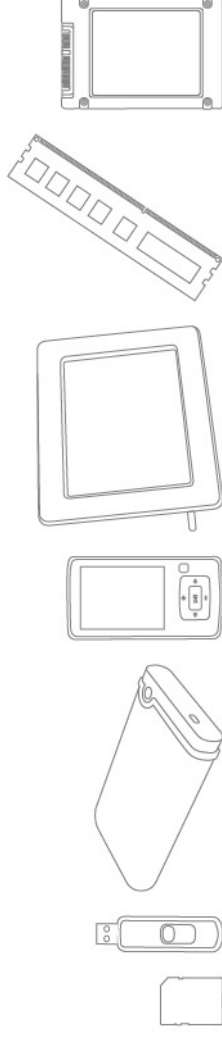
下一步

Agenda

- Product Portfolio
 - Marketing Activities
 - **Transcend Strengths**
-
- 2011 Financial Statements
 - Q & A

Steve Chang, VP of Sales

Raymond Lu, CFO



Transcend Strengths

■ Brand Premium

- Local service, global presence
- Efficient R&D and Tech Support teams
- Diverse Marketing Activities

■ Niche Market

- Industrial products
- High-end/Specialty products

■ Virtual Warehouse

- Same-day delivery service
- 7 hubs worldwide

■ Effective Management



Agenda

- Product Portfolio
- Marketing Activities
- Transcend Strengths

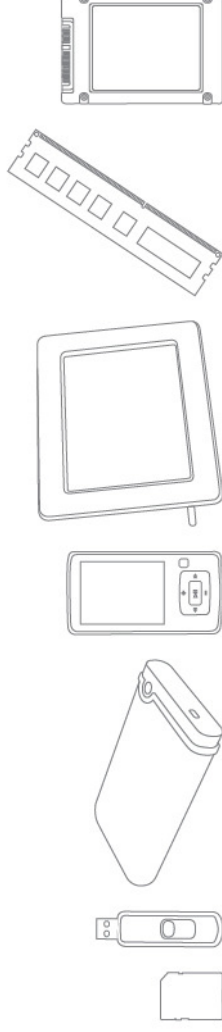
Steve Chang, VP of Sales

■ **2011 Financial Statements**

Raymond Lu, CFO

- Q & A

 **Transcend**[®]
good memories start here



2011 Consolidated Income Statement

Unit: NTD\$ million (Except EPS)

	2011		2010		YoY
	Amount	%	Amount	%	%
Sales	30,220	100.00	32,186	100.00	-6.11
Cost of goods sold	25,242	83.53	28,371	88.15	-11.03
Sales Margin	4,977	16.47	3,814	11.85	30.49
Operating Expenses	1,685	5.58	1,582	5.23	6.54
Operating Income	3,292	10.89	2,233	6.94	47.45
Non-Operating Income	119	0.39	(283)	-0.88	-141.93
Income Before Tax	3,411	11.29	1,950	6.06	74.93
Net Income	2,866	9.48	1,475	4.58	94.27
Earnings Per Share After Income Tax	6.72		3.48		

2011 Consolidated Balance Sheet

Unit: NTD\$ million

	2011		2010		YoY
	Amount	%	Amount	%	%
Total Assets	22,143	100.00	19,483	100.00	13.65
Current Assets	17,278	78.03	14,435	74.09	19.69
<i>Cash & Cash Equivalents</i>	9,708	43.84	6,339	32.53	53.16
<i>Accounts Receivable</i>	2,547	11.50	2,913	14.95	(12.57)
<i>Inventory</i>	4,502	20.33	3,263	16.75	37.98
Fixed Assets	4,052	18.30	3,845	19.73	5.38
Total Liabilities	3,115	14.07	2,482	12.74	25.51
Current Liabilities	2,762	12.47	2,220	11.39	24.40
Accounts Payable	1,713	7.74	1,353	6.94	26.64
Total Equities	19,028	85.93	17,001	87.26	11.92

Financial Ratio

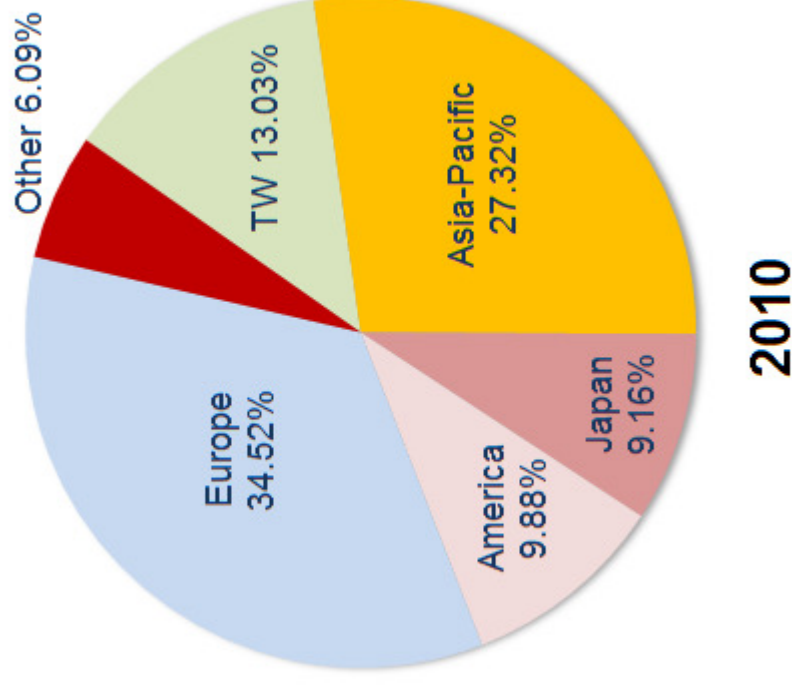
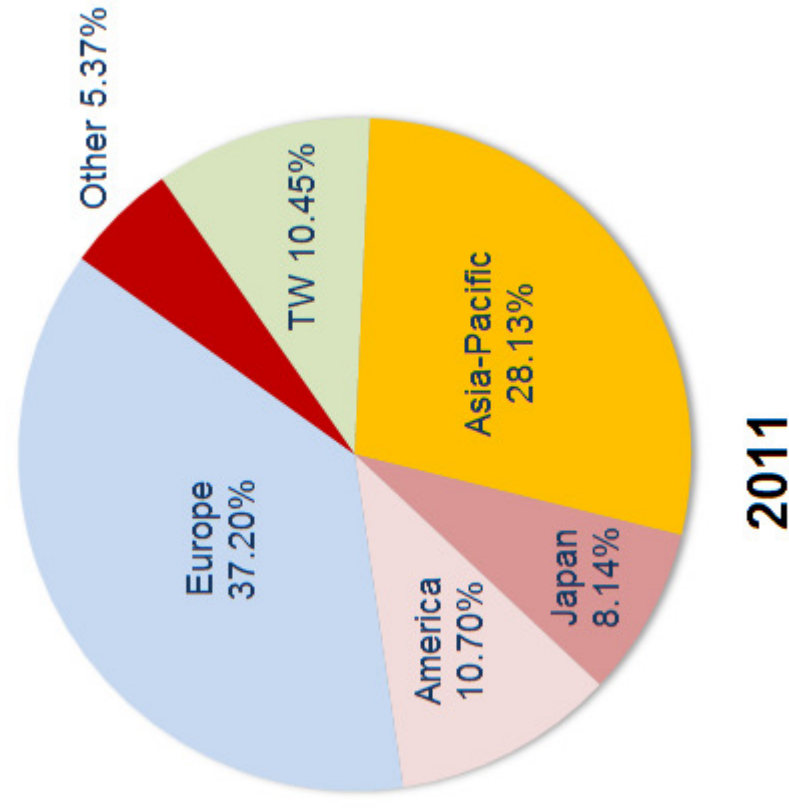
Return on Equity	15.91%	8.40%
Return on Assets	13.80%	7.29%

2011 Consolidated Statements of Cash flows

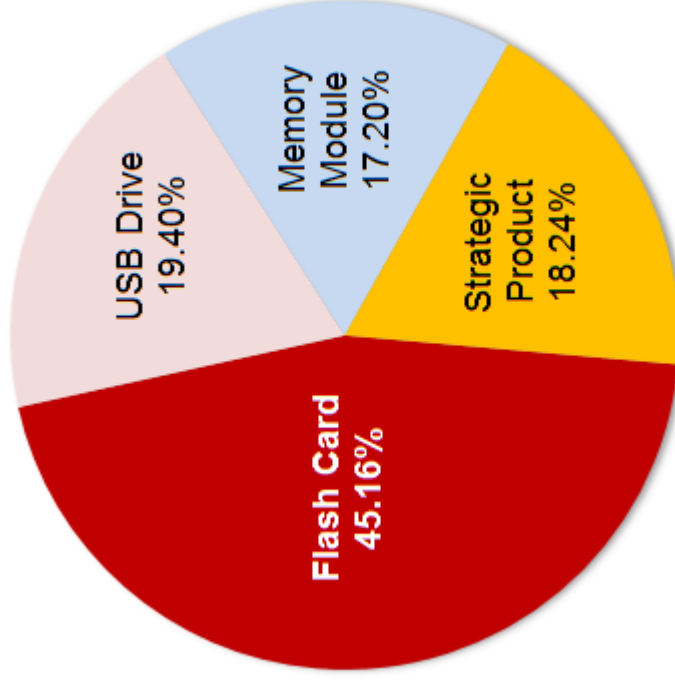
Unit: NTD\$ million

	2011	2010	YoY
	Amount	Amount	%
Consolidated net income	2,866	1,475	94.27
Adjustments	1,145	1,773	(35.44)
Net cash provided by operating activities	4,011	3,248	23.48
Net cash provided(used) by investing activities	963	(2,086)	(146.16)
Net cash used by financing activities	(1,285)	(2,527)	(49.15)
Effect of foreign exchange rate changes	181	(132)	(237.57)
Net increase (decrease) in cash and cash equivalents	3,870	(1,497)	(358.51)
Cash and cash equivalents at the beginning of the year	5,838	7,335	(20.41)
Cash and cash equivalents at the end of the year	9,708	5,838	66.29

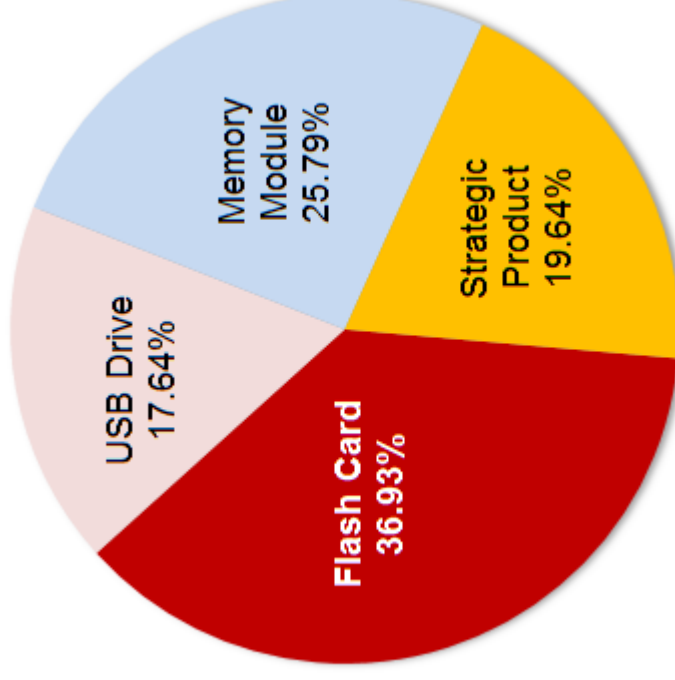
2011 Revenue Breakdown by Region



2011 Revenue Breakdown by Product



2011



2010

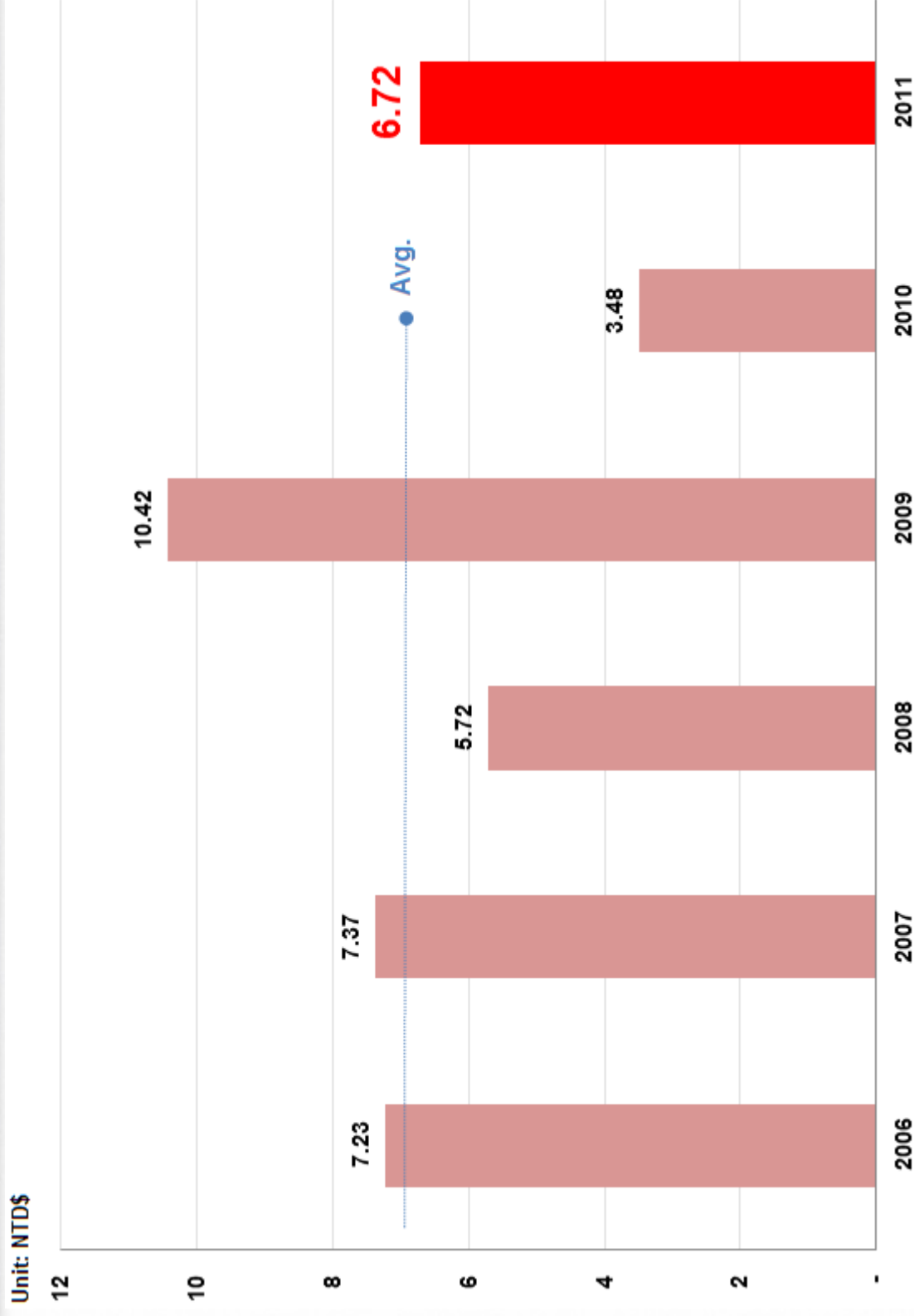
Sales Revenue & QTY of 2006 ~ 2011



Income of 2006 ~ 2011



Earnings Per Share After Income Tax of 2006 ~ 2011



2011 Earnings Distribution

Cash Dividend Per Share⁽¹⁾

\$ 5.50

Dividend Payout Ratio⁽²⁾ **95.8%**

Note:

(1) Distribution is proposed by Board of Directors and will be discussed and decided at Company's Annual General Meeting scheduled for the morning of June 15, 2012.

(2) Based on the market price \$79.5, the ending price on 2012/3/21.



Q & A

T Transcend®
good memories start here

