

Credit Suisse Taiwan Conference

January 12, 2012

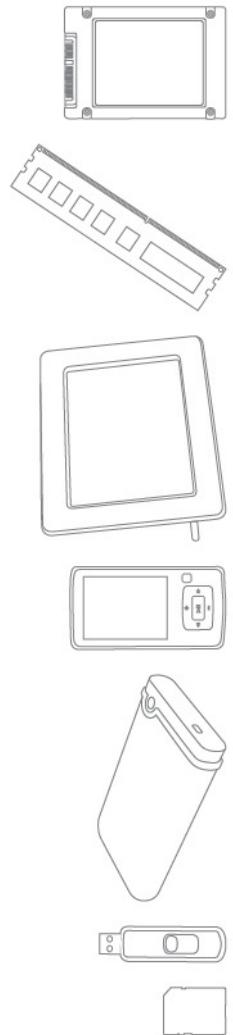
Presented by
Steve Chang, VP of Sales



Transcend®
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Agenda

- Company Overview
- 2011 Q3 Financial Statement
- Transcend Strengths
- Product Portfolio
- Brand Marketing
- Growth Strategies



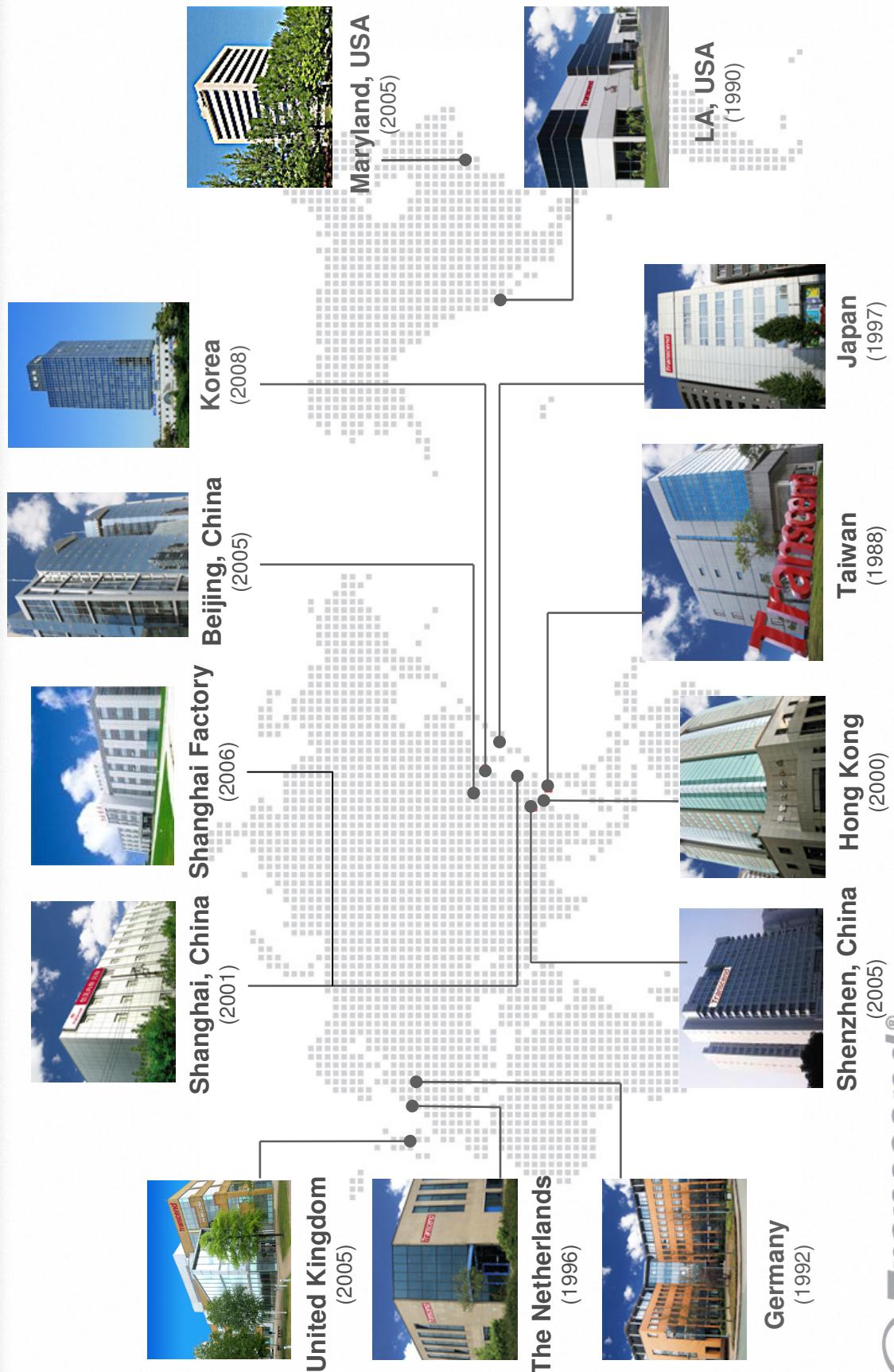
Company Overview

- Founded in 1988
- HQ in Taipei, Taiwan
- 12 offices in 8 countries
- Went public in Taiwan in May 2001
- Taiwan's Top 20 global brands
- 2400+ employees worldwide

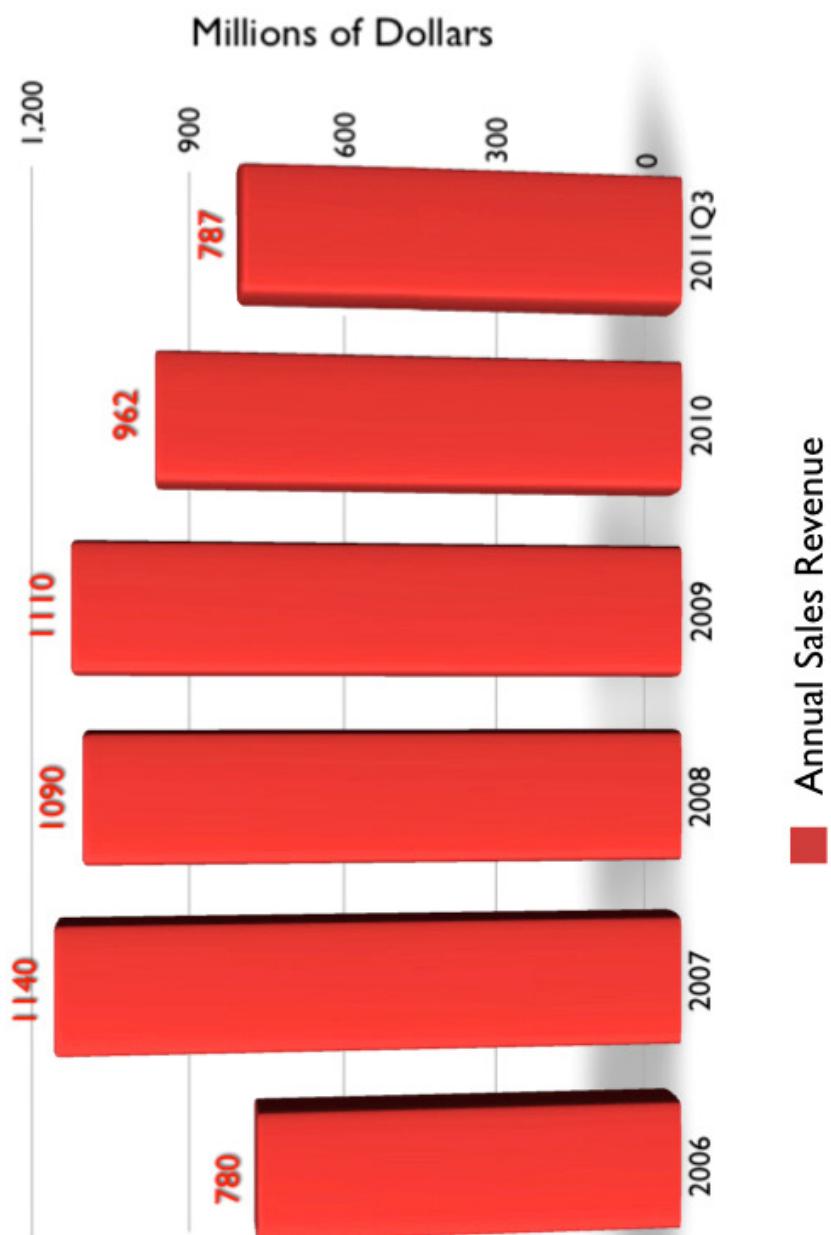


Mr. Peter Shu
Chairman & CEO

Worldwide Offices

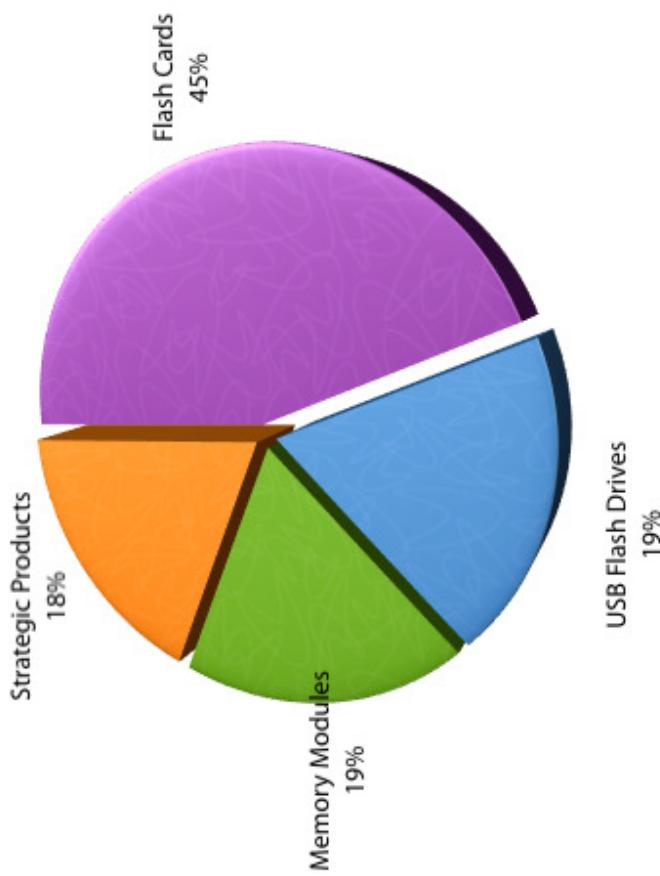


Sales Achievements

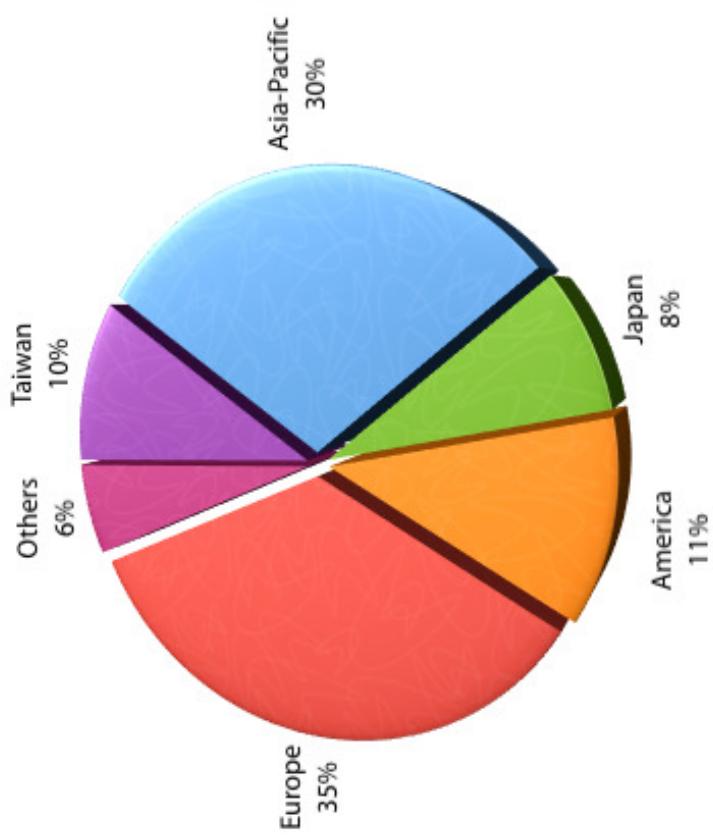


2011 Q3 Revenue Distribution

Breakdown by Product



Breakdown by Region



Taiwan's Top 20 Global Brands

Awarded by Taiwan's Ministry of Economic Affairs

Taiwan's Top 20 Global Brands Award



Transcend has been awarded
“Taiwan Top 20 Global Brands”

5 times since 2007.

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Source: Interbrand Research (2011)

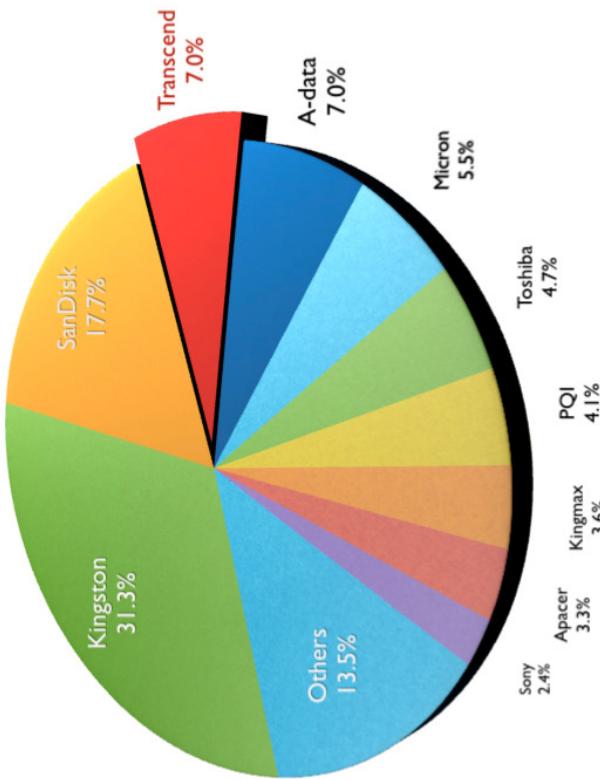
2010 Worldwide Ranking

World's No.3

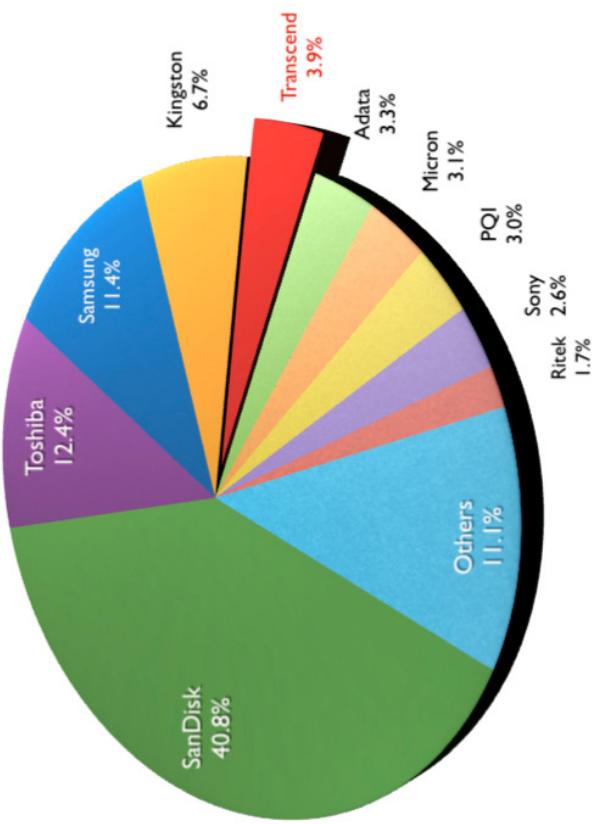
USB Flash Drive manufacturer

World's No.5

Flash Card manufacturer



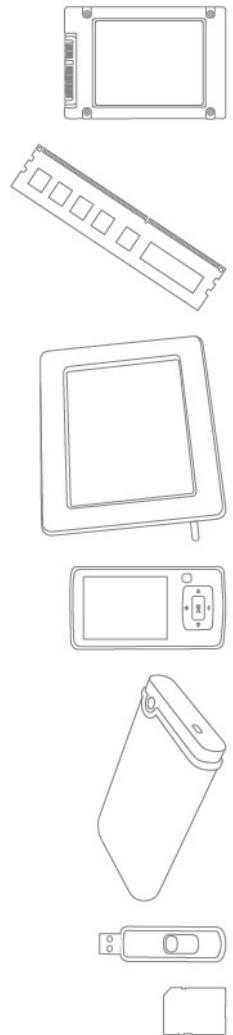
Source: Gartner® (March 2011)



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Consolidated Income Statement

Unit: NT\$ million

	3Q11	2Q11	QoQ%	3Q10	YoY%
Sales	8171.82	6846.08	19.4%	7991.72	2.25%
Gross Profit	1097.80	1105.33	-0.7%	662.83	65.6%
Gross Margin	13.4%	16.1%	-2.71%	8.29%	5.1%
Operating Expense	422.94	384.30	10.05%	362.50	16.67%
Operating Profit	674.87	721.03	-6.4%	300.34	125%
Operating Margin	8.3%	10.5%	-2.27%	3.76%	4.5%
Non-Operating Income	229.14	-71.80	419%	56.31	307.0%
Pre-Tax Profit	904.01	649.23	39.2%	356.64	153.5%
Tax Expense	174.02	119.75	45.3%	81.97	112%
Net Income	729.98	529.48	37.9%	274.67	165.8%
Net Margin	8.9%	7.7%	1.20%	3.44%	5.5%
EPS	1.71	1.24		0.65	

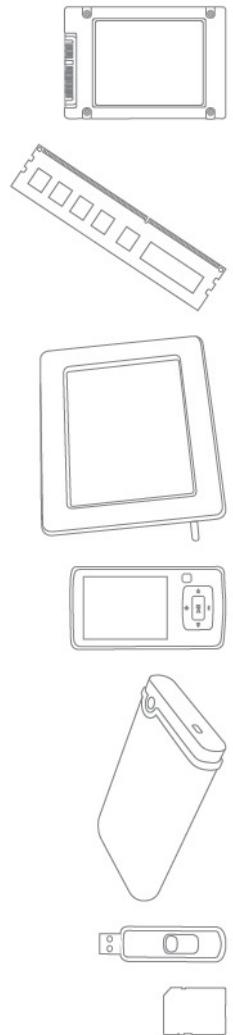
Consolidated Balance Statement

Unit: NT\$ million

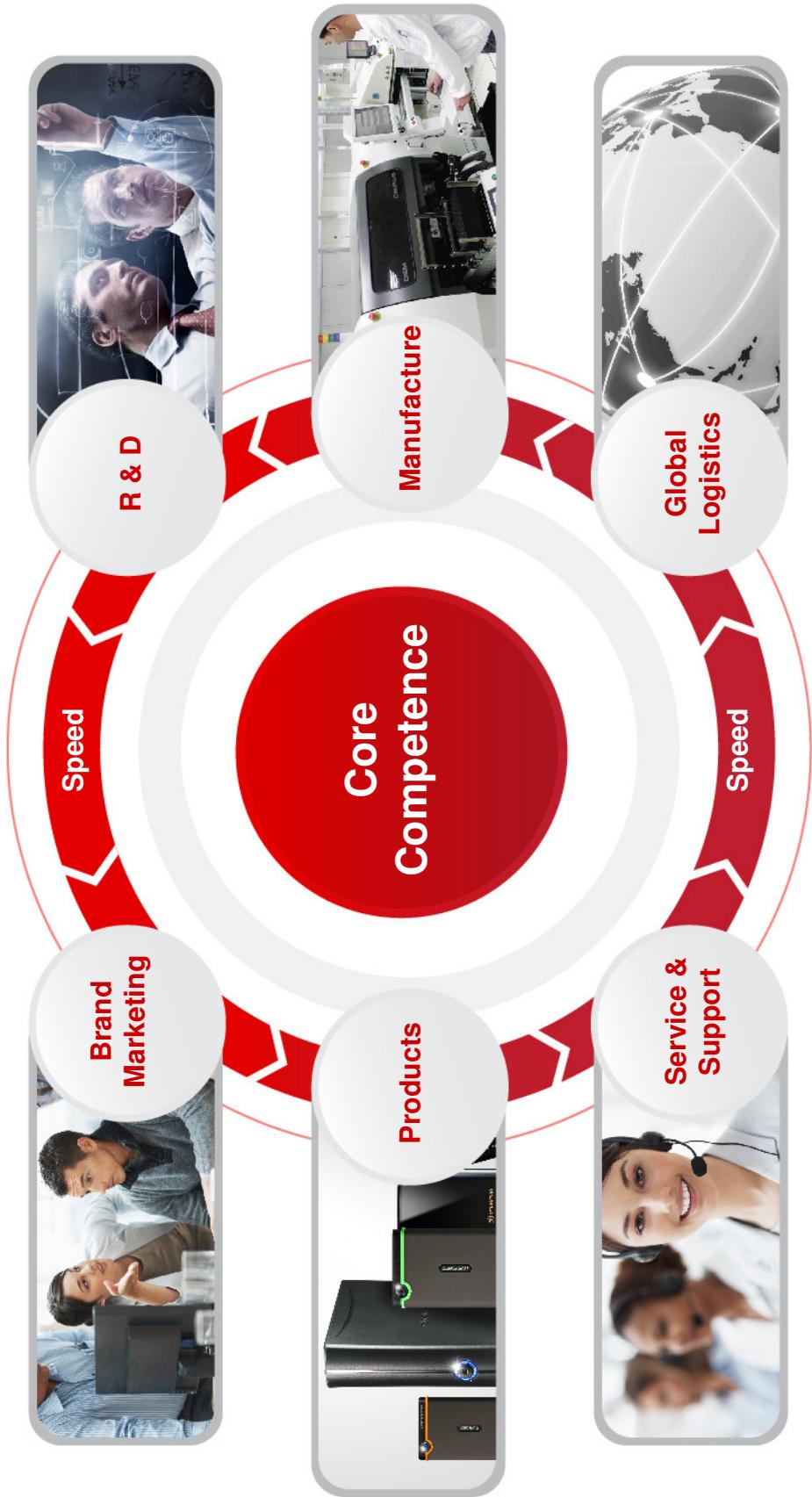
	3Q 11 Amount	3Q 11 %	3Q 10 Amount	3Q 10 %
Selected Items from Balance Sheet				
Cash & Marketable Securities	8,082.27	37.9%	4,257.03	22.3%
Account Receivable	3,259.15	15.3%	3,054.86	16.0%
Inventory	4,727.50	22.1%	4,655.08	24.3%
Current Asset	16,411.80	76.9%	14,180.43	74.2%
Fixed Asset	4,014.29	18.8%	3,781.28	19.8%
Total Asset	21,346.67	100.0%	19,123.20	100.0%
 Account Payable	 1,585.40	 47.7%	 1,148.94	 49.3%
Current Liabilities	2,978.25	89.6%	1,688.66	72.4%
Total Liabilities	3,324.65	100.0%	2,331.81	100.0%
 Total Shareholder's Equity	 18,022.02	 84.4%	 16,791.39	 87.8%

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Transcend Strengths



Innovative R&D

- 20+ Years of Experience
- Highly Trained Engineers
- Management Philosophy:
Quality, Time to market, Cost effective
- Creative and Innovative Competence



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Innovative Success

Taiwan's National Invention and Creation Award



2011
National Invention and Creation
Award



■ 2011 Silver Medal

“ The data access circuit and access method
within non-volatile memory device ”

■ 2010 Gold Medal

■ 2009 Silver Medal



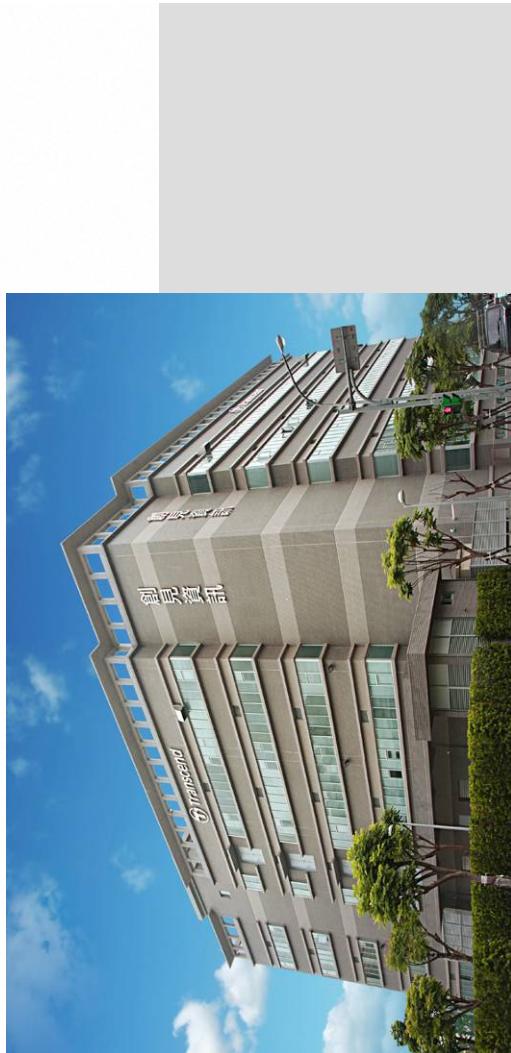
Displayed at Exhibition Hall 1 in the
Taipei World Trade Center (TWTC),
from September 29 to October 2, 2011.

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World Class Manufacturing

Taipei, Taiwan

- 9 High-speed SMT lines
- ISO9001 -Certified since year 1997
- ISO14001 -Certified since year 2006
- QC080000 -Certified since year 2006
- OHSAS18001-Certified since year 2009
- TOSHMS -Certified since year 2009



Shanghai, China

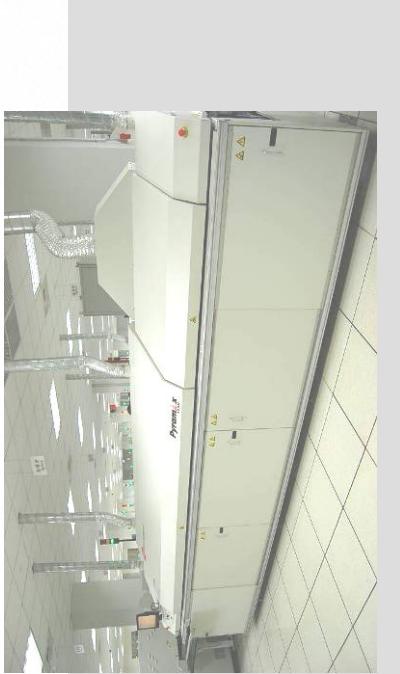
- 16 High-speed SMT lines
- ISO 9001-Certified since year 2007
- ISO 14001-Certified since year 2007
- QC080000 -Certified since year 2008



World Class Manufacturing

Industrial-grade quality & standards

SMT Facilities



DRAM Module Testing Platforms



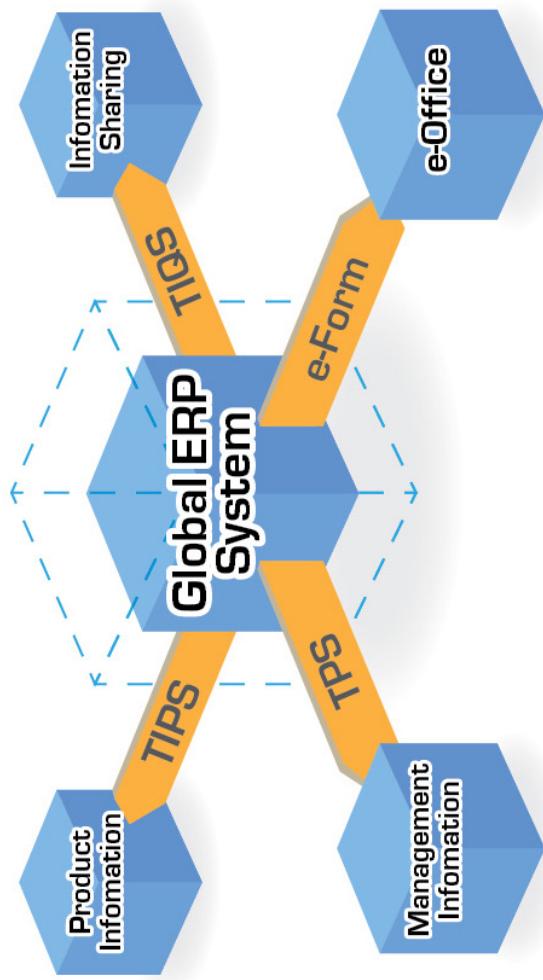
Walk-In Environmental Test Room



Global ERP System

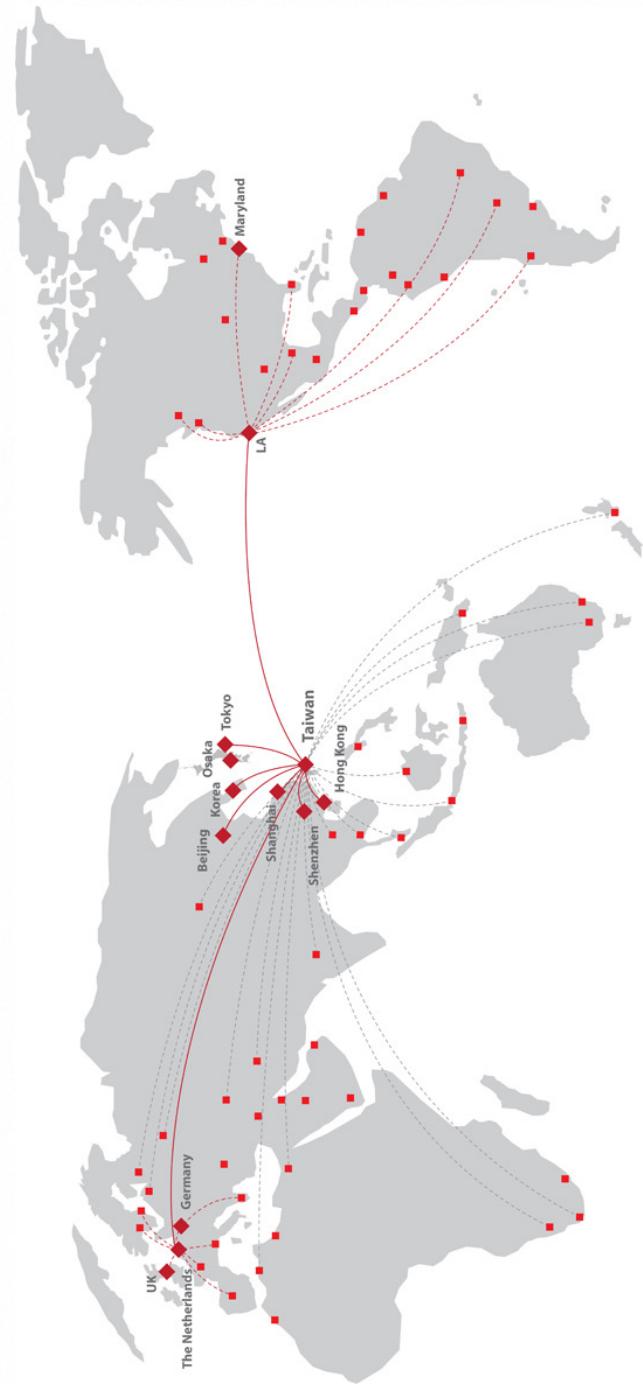
Real-time Communication Worldwide

- Up-to-date worldwide inventory control
- Purchase management
- Manufacturing management
- Real-time sales analysis
- RMA management
- Finance and accounting management
- Daily price updates to reflect market fluctuation



Strong Global Logistics

- **6 warehouses in major markets:**
Taipei, Shanghai, Tokyo, Hong Kong, Los Angeles, Rotterdam
- **Same-day delivery to customers**
- **Served as virtual warehouses for customers**



Service and Support

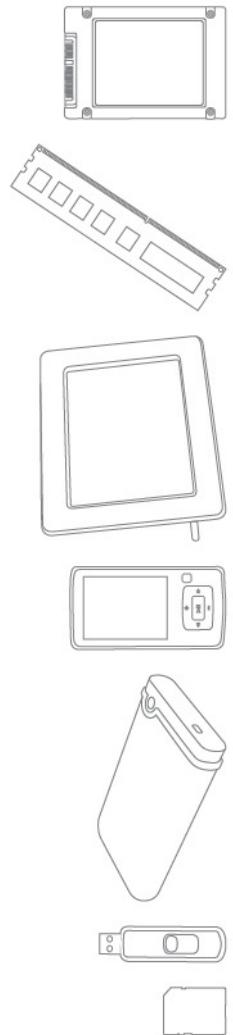
Assuring total customer satisfaction

- World's first Lifetime Warranty for memory products
- Experienced tech-support teams & efficient RMA service
- Full-service retail chain
 - 11 retail stores across Taiwan, HK and China
 - Up-to-date product information
 - Efficient after-sales service worldwide

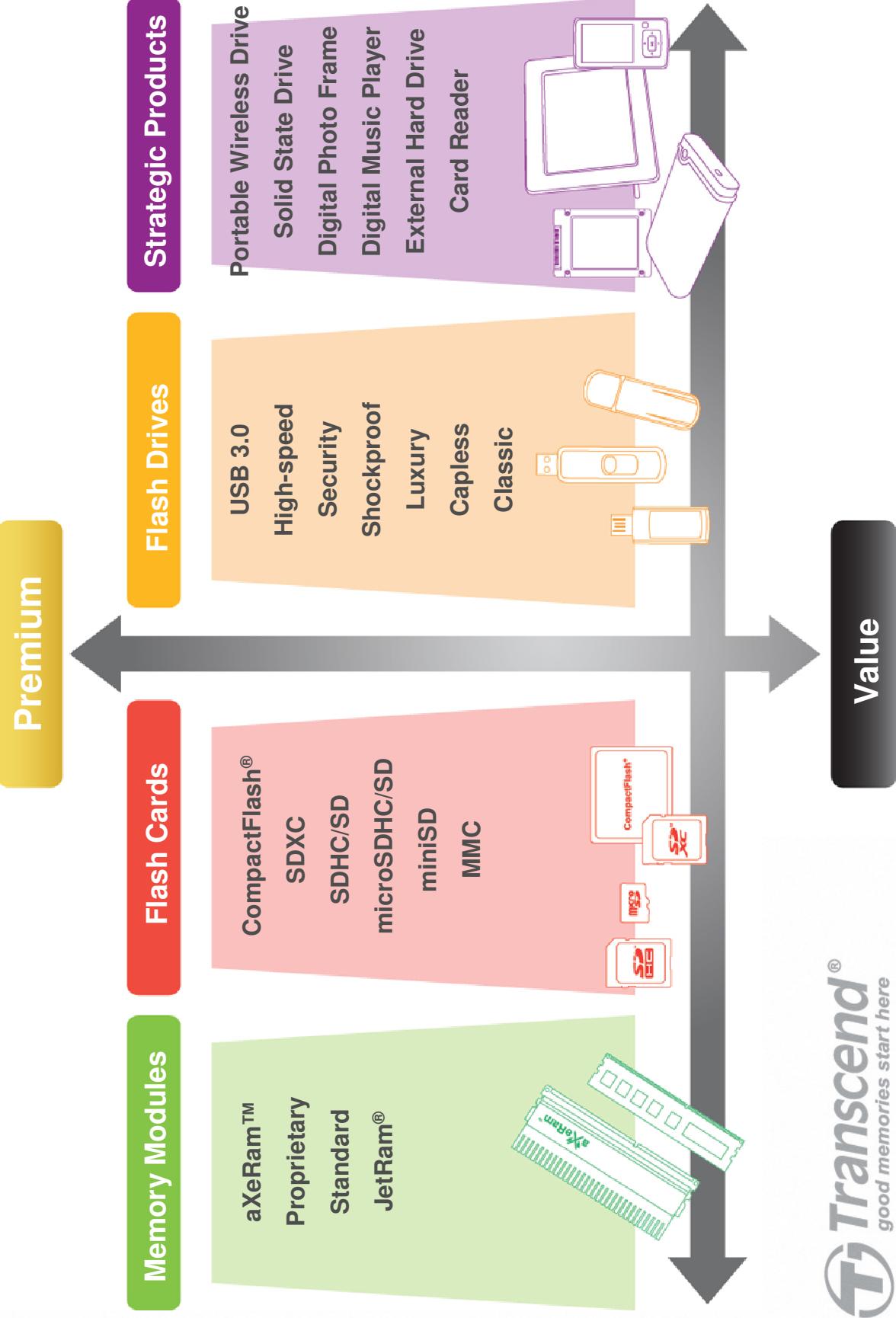


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Product Portfolio



The One Stop Shop

Multimedia Devices

IT Components



Storage Devices

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USB 3.0 Storage Family



USB 3.0
SUPER SPEED

StoreJet 25H3P

- 2.5" Portable Hard Drive
- 3-stage shock protection
- Military-grade shock resistance



USB 3.0
SUPER SPEED

StoreJet 25A3

- 2.5" Portable Hard Drive
- Military-grade shock resistance



USB 3.0
SUPER SPEED

SSD18C3

- USB 3.0 Portable SSD
- Data transfer rates up to 260MB/s

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JetFlash 700/760/780

- Compliant with USB 3.0 & backwards compatible with USB 2.0



USB 3.0
SUPER SPEED

StoreJet 35T3

- 3.5" External Hard Drive
- Up to 2TB of storage space



**One Touch
auto-backup**

Multi-media & Storage Products



MP300



StoreJet Cloud Portable Wireless Drive

- Stream different content to 5 devices simultaneously
- Supports iOS, Android, Windows, and Mac OSX
- Special App for iOS devices
- 32GB/64GB capacity



Add up to 64GB extra storage



Download from the App store

UHS-I SDHC™ Class 10



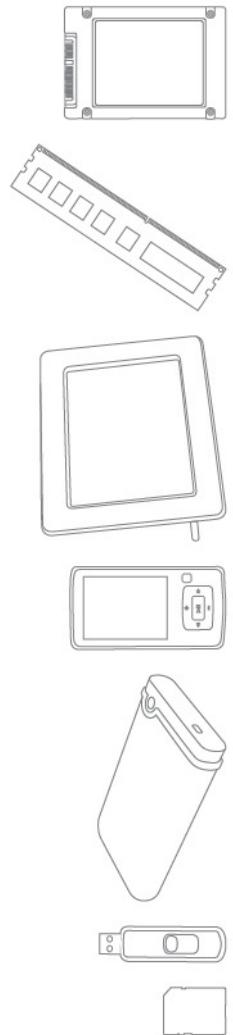
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Industrial Products



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PR and Transcend Info.

External & Internal Communications

- Bi-weekly Transcend Info.
releases in **25** countries
- More than **4,700,000** members
- Keep customers informed on all
our latest products & company
announcements



Transcend info

START 2012 WITH "GOOD MEMORIES"
& HAVE A HAPPY NEW YEAR!

Portable Solid State Drive SSD 1000

Portable Wireless Drive Storage Cloud

CompactFlash 600 32GB 16GB 8GB 4GB

Digital Photo Frame PF830

USB Flash Drive JetFlash T3S

USB Flash Drive M300

Digital Music Player MP300

Flash Cards

CompactFlash 600X SDHC Class 10 UHS 1

January Calendar

Our goes the old and in comes the new. Let this lovely winter scene in Czech Republic give a new touch to your current desktop wallpaper. [download](#)

eCatalogue [Click here to get an overview of our products!](#)

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Facebook YouTube

Trade Shows



2011 Industrial Expositions

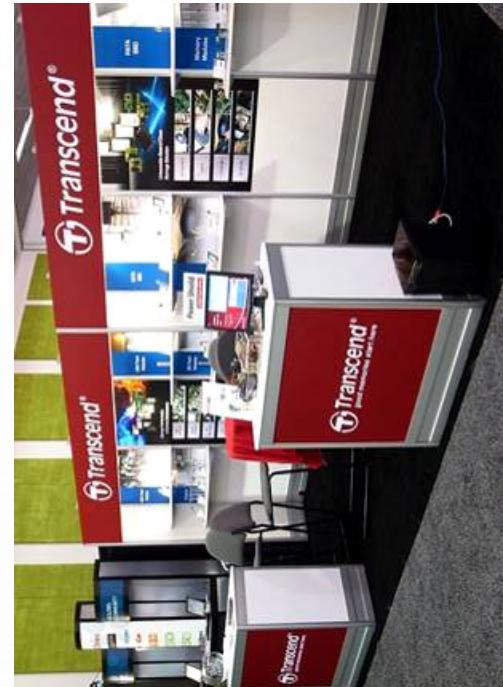


Germany

ESEC
10th EMBEDDED SYSTEMS EXPO



Japan



USA
ESD
Learn today. Design tomorrow.

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Awards & Recognition

▪ Product Design Awards



reddot design award
winner 2009



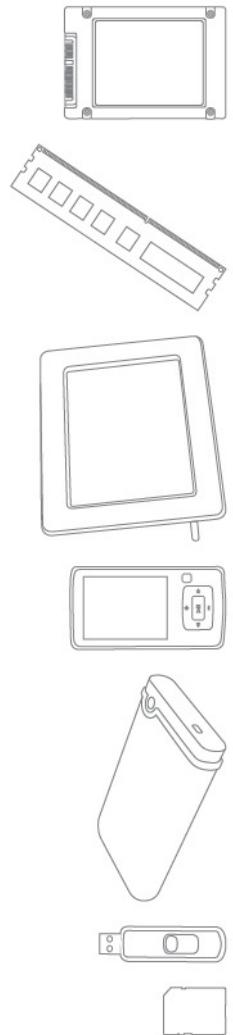
Taiwan good design award

▪ Worldwide Media Recognition



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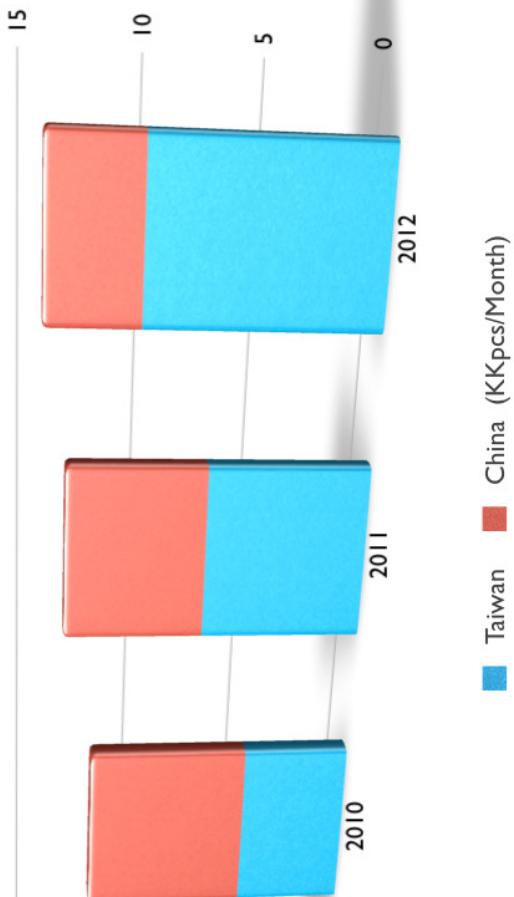


Growth Strategies

- Increase Production Capacity
 - Growing manufacturing capabilities

- Manpower expansion plans:

- 1500 persons in Taipei Headquarters
- 2600+ persons worldwide



Taipei, Taiwan
(New factory completed in May 2011)

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Q & A



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