



2010 Second Quarter Investor Conference

August 11, 2010








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Agenda

- **2010 H1 Financial Statement**
- **Products**
- **Marketing Strategies**
- **Growth Strategies**
- **Q & A**

Consolidated Income Statement

Unit: NTD 億元

	2Q10	1Q10	QoQ%	2Q09	YoY%
Sales	67.4	82.9	-18.7%	78.8	-14.5%
Gross Profit	8.79	12.9	-31.9%	16.7	-47.4%
Gross Margin	13.0%	15.6% 	-2.52%	21.2% 	-8.15%
Operating Expense	3.83	4.00	-4.25%	4.44	-13.7%
Operating Profit	4.96	8.97	-44.7%	12.3	-59.7%
Operating Margin	7.36%	10.8% 	-3.46%	15.6% 	-8.25%
Non-Operating Income	0.83	-2.49	-133%	0.22	277%
Pre-Tax Profit	5.79	6.48	-10.6%	12.5	-53.7%
Tax Expense	1.80	1.38	30.4%	3.37	-46.6%
Net Income	3.99	5.11	-21.9%	9.10	-56.2%
Net Margin	5.92%	6.16% 	-0.24%	11.5%	-5.63%
EPS	0.94	1.21		2.31	

Consolidated Balance Sheet

Unit: NTD 億元

Selected Items from Balance Sheet	1H 10		2009	
	Amount	%	Amount	%
Cash & Marketable Securities	67.4	31.1%	80.2	37.9%
Account Receivable	26.7	12.3%	37.6	17.8%
Inventory	52.2	24.1%	43.1	20.3%
Current Asset	168	77.5%	165	77.9%
Fixed Asset	37.3	17.2%	35.2	16.6%
Total Asset	217	100%	212	100%
Account Payable	11.8	5.45%	9.19	4.34%
Current Liabilities	45.2	20.9%	23.9	11.3%
Total Liabilities	51.4	23.7%	30.5	14.4%
Total Shareholder's Equity	165	76.3%	181	85.6%

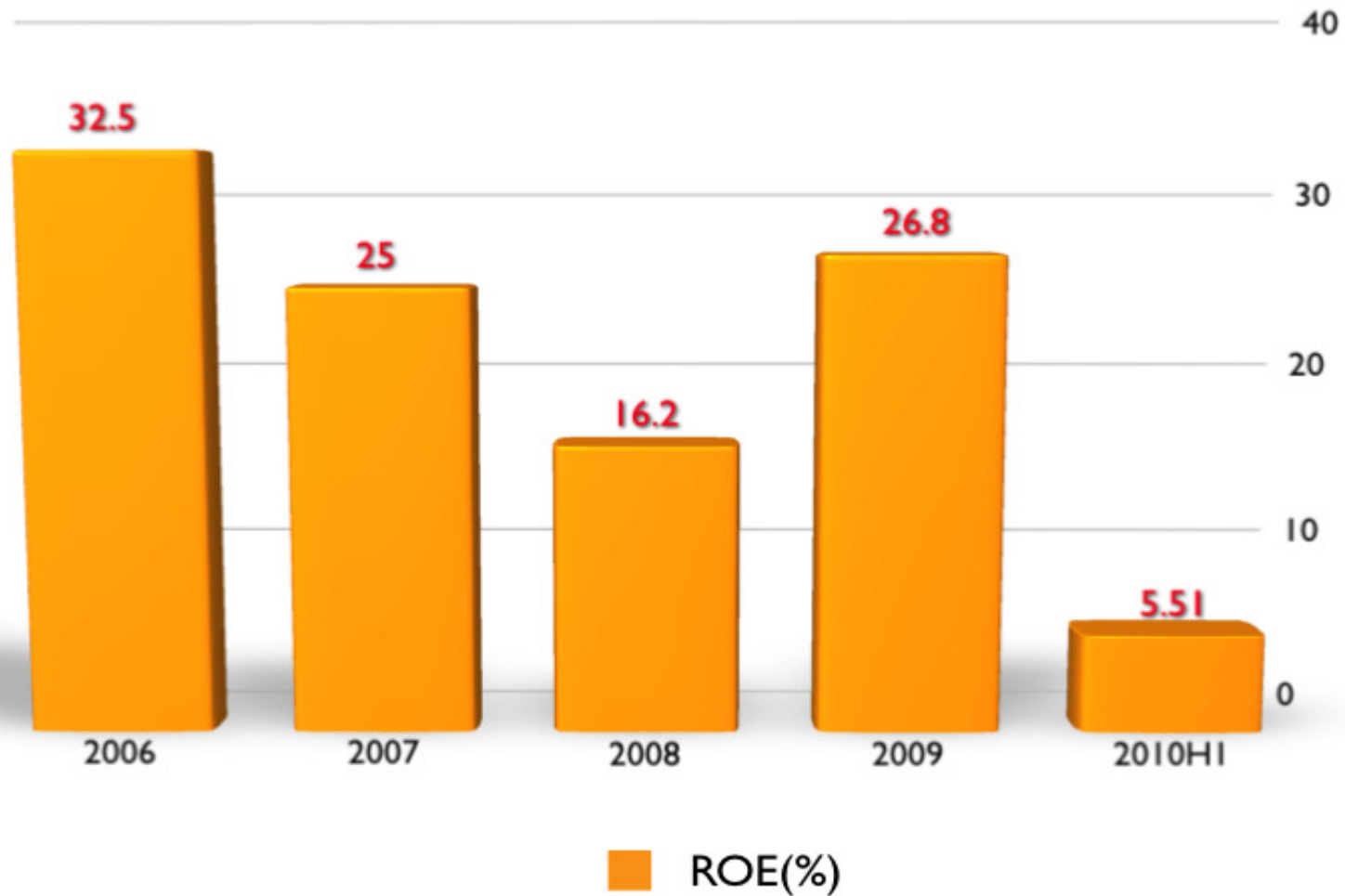
Consolidated Sales Achievements



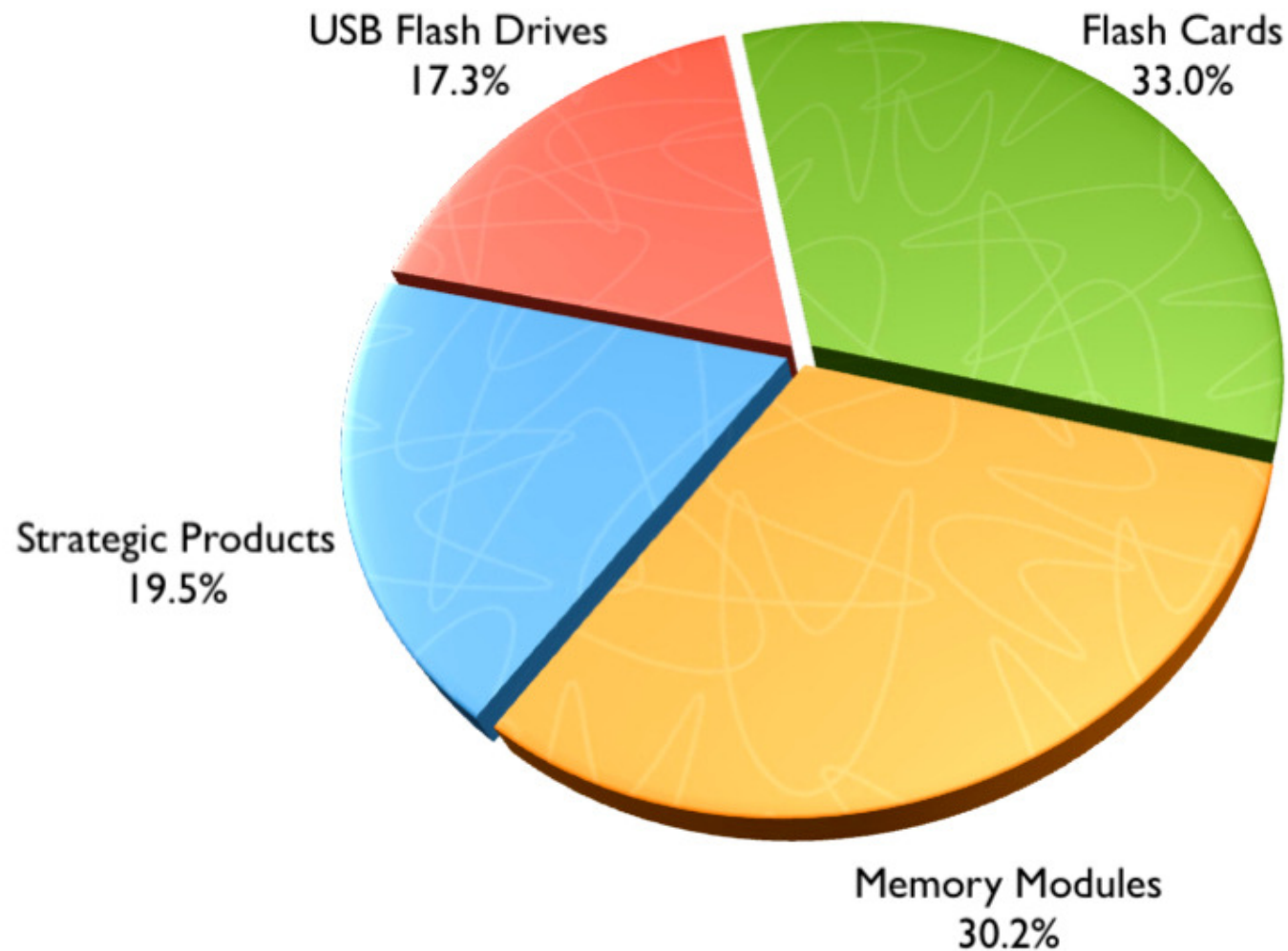
Earning Per Share Achievements



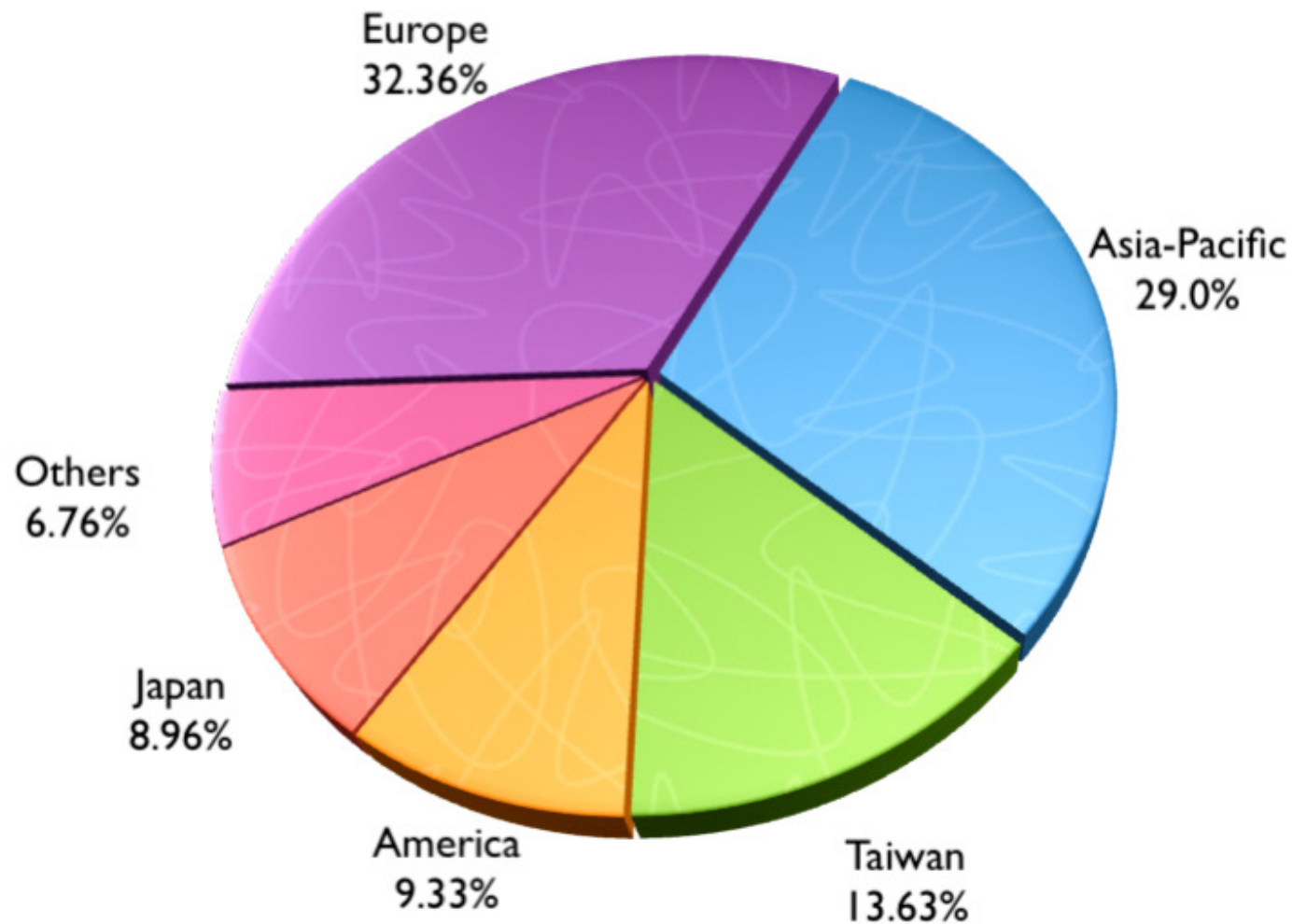
Strong and Stable Operation Performance



2010 H1 Revenue Breakdown by Product



2010 H1 Revenue Breakdown by Region



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Product Lines

Memory Modules

Flash Cards

Flash Drives

Strategic Products

Premium

aXeRam™
Proprietary
Standard
JetRam®

Industrial Flash

IDE Flash Modules
USB Flash Modules
SATA Flash Modules

Flash Cards

CompactFlash® Cards
Secure Digital Cards
MultiMediaCard™

High-speed

Fingerprint

Classic/ Deluxe

Anti-shock

Anti-virus

Tiny-size

**Solid
State Drives**

**Digital
Photo Frames**

**Digital
Music Players**

**External
Hard Drives**

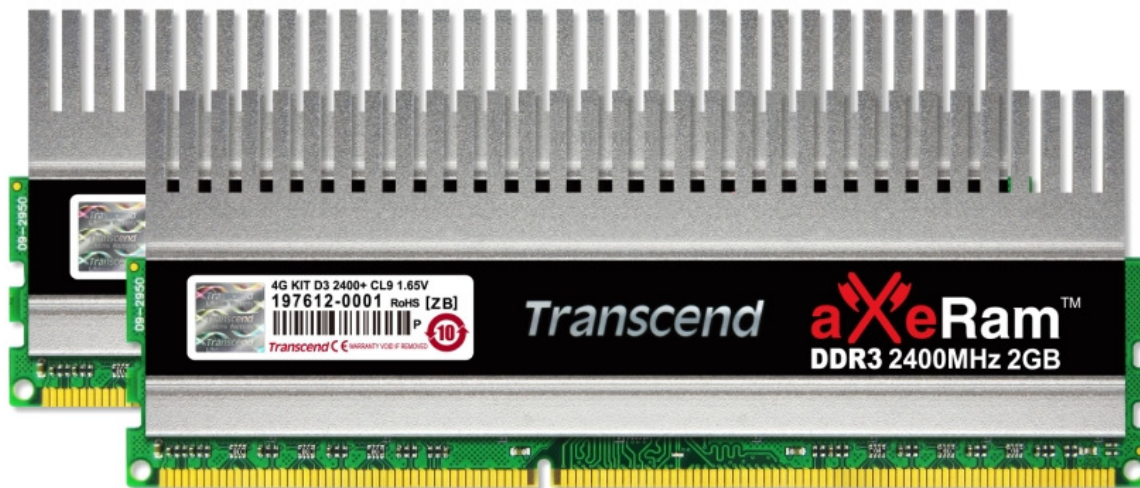
Card Readers

Valued

aXeRam Overclocking Modules

DDR3 Overclocking Kit: TX2400KLU-4GK

- Specifications:
 - DRAM Source: **PSC D die**
 - Capacity: 4GB (**2 x 2GB**, 16pcs 128x8 DRAM)
 - Speed: DDR3 2400MHz (PC3-19200)
 - Timing: **9-11-9-28**
 - Voltage: **1.65V**
 - Function: Unbuffered Non-ECC
 - Dual channel kit with matched modules



USB 3.0 Series



StoreJet® 25D3
2.5" Portable Hard Drive



StoreJet® 25M3
2.5" Portable Hard Drive



PDU3
USB 3.0 Expansion Card



PNU3
USB 3.0 ExpressCard Adapter

StoreJet® 25D3

NEW



(500GB, 640GB)

- SuperSpeed USB 3.0 up to 5Gbps
- Anti-Shock Design
(HDD suspend system inside)
- 2.5" hard drive up to 640GB
- LED indicates Power On and Data transfer activity
- Elegant Design



Multicolor USB 3.0/2.0 status LED



Includes USB 3.0 cable and travel pouch



Internal hard drive suspension system



StoreJet® 25M3



(500GB, 640GB)



- 2.5" SATA portable hard drive
- Anti-shock (**meet military grade drop test standard**)
- High-speed USB 2.0 compliant
- One-Touch backup function



Unparalleled data transfer performance
(USB 3.0 mode)

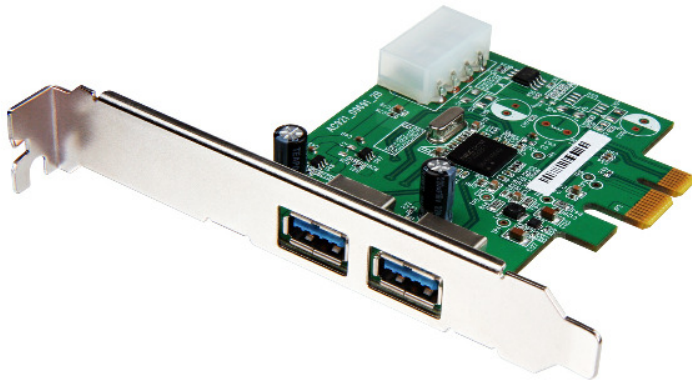


Designed to meet U.S. military drop test standards



Multicolor USB 3.0/2.0 status LED indicator

PDU3



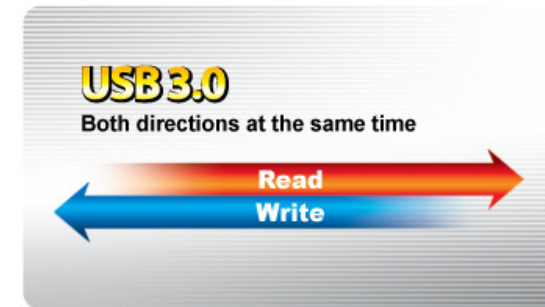
- Ultra-fast PCI Express interface eliminates speed bottlenecks
- Connection bandwidth up to 5Gbits per second (in USB 3.0 mode)
- Installs easily in any PCIe slot
- Backwards compatible with USB 2.0/1.1 devices
- Fully compatible with PCI Express 2.0
- Two external USB 3.0 ports - xHCI compliant



Up to 10X faster than USB 2.0



Works in any PCI Express slot



Simultaneous bi-directional data transfer

PNU3



- Connection bandwidth up to 5Gbits per second (in USB 3.0 mode)
- Backwards compatible with USB 2.0/ 1.1 devices
- Efficient power management to help save battery life
- Unrestricted simultaneous two-way data transfer
- Supports Plug and Play and hot swapping
- Two SuperSpeed USB 3.0 ports
- xHCI compliant



Easy to install in notebook computers



Connection bandwidth up to 5Gb/s
(in USB 3.0 mode)



Unrestricted simultaneous two-way data transfer

Stylish White Collection



MP330

Digital Music Player

- Built-in full-size USB connector
- Direct line-in recording
- Weight: 25g
- Capacity: 2GB~8GB



JetFlash® 530

USB Flash Drives

- Capless design with a sliding USB connector
- Includes JetFlash[®] *edge* data management tools
- Weight: 10g
- Capacity: 2GB~32GB



StoreJet® 25D2

2.5" Portable Hard Drives

- Durable anti-shock rubber inside the case
- Power-saving auto sleep mode
- Three-year warranty
- Capacity: 500GB



STYLISH
WHITE
COLLECTION

StoreJet® 25D2-W

NEW



(500GB)

- Protective soft drawstring travel pouch
- Easy plug and play operation
- High-Speed USB 2.0 compliant
- Elegant design
- Anti-shock function



High-speed USB Flash Drives

JetFlash® 530

NEW



- Capless design with a sliding USB connector
- LED power / data transfer activity indicator
- Capacities: 2GB-32GB



Capless design with a sliding USB connector



Sleek gloss-white case with bright lively colors



Plug-and-play convenience



Digital Music Player - MP330



(2GB/ 4GB / 8GB)



Superb audio playback quality



Built-in full-size USB connector



Voice recorder



Removable sport clip

- Supports MP3, WMA, WMA-DRM10 (subscription music), FLAC and WAV music files
- Superb audio playback quality (over 90dB SNR)
- Built-in microphone with VAD (Voice Activity Detection) technology
- Direct Line-In recording from a CD Player, or external Microphone
- Works like a USB flash drive
- Removable sport clip

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Developing Industrial Market

2010 Embedded System Expo (Japan)



Generating End-Users Demand

Festival Komputer Indonesia 2010



Generating End-Users Demand

2010 TCAS (8/5-8/9)



Transcend®

Generating End-Users Demand

2010 TCAS (8/5-8/9)



 **Transcend®**

E-Marketing



19

International fan-pages

E-Marketing

Direct Access to 1.3 Million End-Users

ePapers (sent every month)



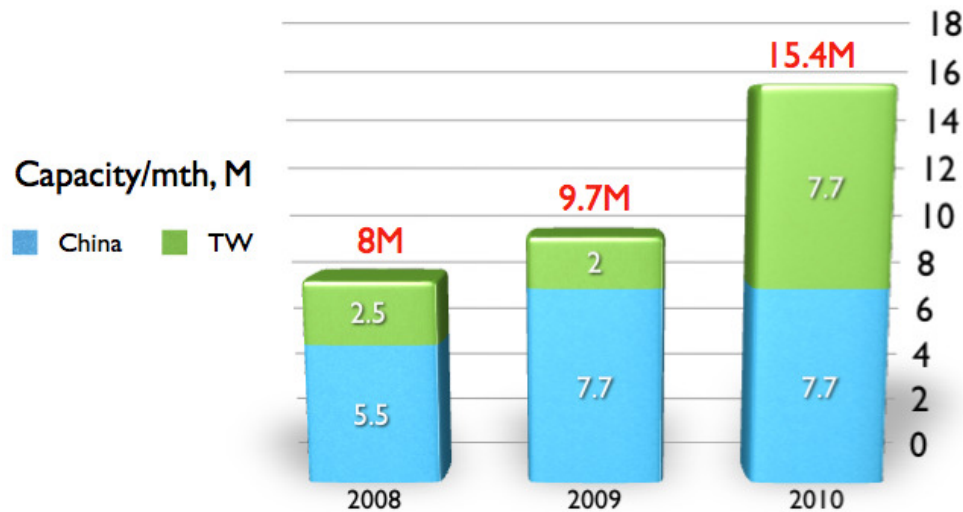
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Growth Strategies

■ Increase Production Capacity

- With the development of the Shanghai factory, the production capacity will continue to grow
- To build **a new factory in Taipei**
Construction expected to complete in 2010
Site area: 8300 square meters
Total floor area: 35000 square meters
Another 20 SMT lines to be installed afterwards
Over 1,500 Workers



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Q & A