



Company Presentation

3Q11



Safe Harbor Statement

Statements in this presentation that are not strictly historical, including the statements regarding the market, economy, the Company's ePaper, LCD and other business, the Company's future product launches, the Company's positioning and expectations for 2011 and future periods, and any other statements regarding events or developments that we believe or anticipate will or may occur in the future, may be "forward-looking" statements within the meaning of thesecurities laws in Taiwan. There are a number of important factors that could cause actual events to differ materially from those suggested or indicated by such forward-looking statements and you should not place undue reliance on any such forward-looking statements. These factors include, among other things, the uncertainty in the economy, contractions or growth rates and cyclicity of markets we serve, competition, our ability to develop and successfully market new products and technologies and expand into new markets, our ability to successfully identify, consummate and integrate appropriate acquisitions, contingent liabilities relating to acquisitions, risks relating to potential impairment of goodwill and other long-lived assets, currency exchange rates, our compliance with applicable laws and regulations and changes in applicable laws and regulations, tax audits and changes in our tax rate and income tax liabilities, litigation and other contingent liabilities including intellectual property and environmental matters, risks relating to product defects and recalls, the impact of our debt obligations on our operations, raw material costs, our ability to adjust purchases and manufacturing capacity to reflect market conditions, legislative reforms and other changes in industry, labor matters, our relationships with and the performance of our customers and partners, risks relating to man-made and natural disasters, our ability to achieve projected cost reductions and growth, and international economic, political, legal and business factors. These forward-looking statements speak only as of the date of this presentation and the Company does not assume any obligation to update or revise any forward-looking statement, whether as a result of new information, future events and developments or otherwise.

Milestones

E Ink Holdings 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 in Taiwan market (8069.TT)

2005 Acquired EPD business from Philips

2008 Acquired Hydis (Korea)

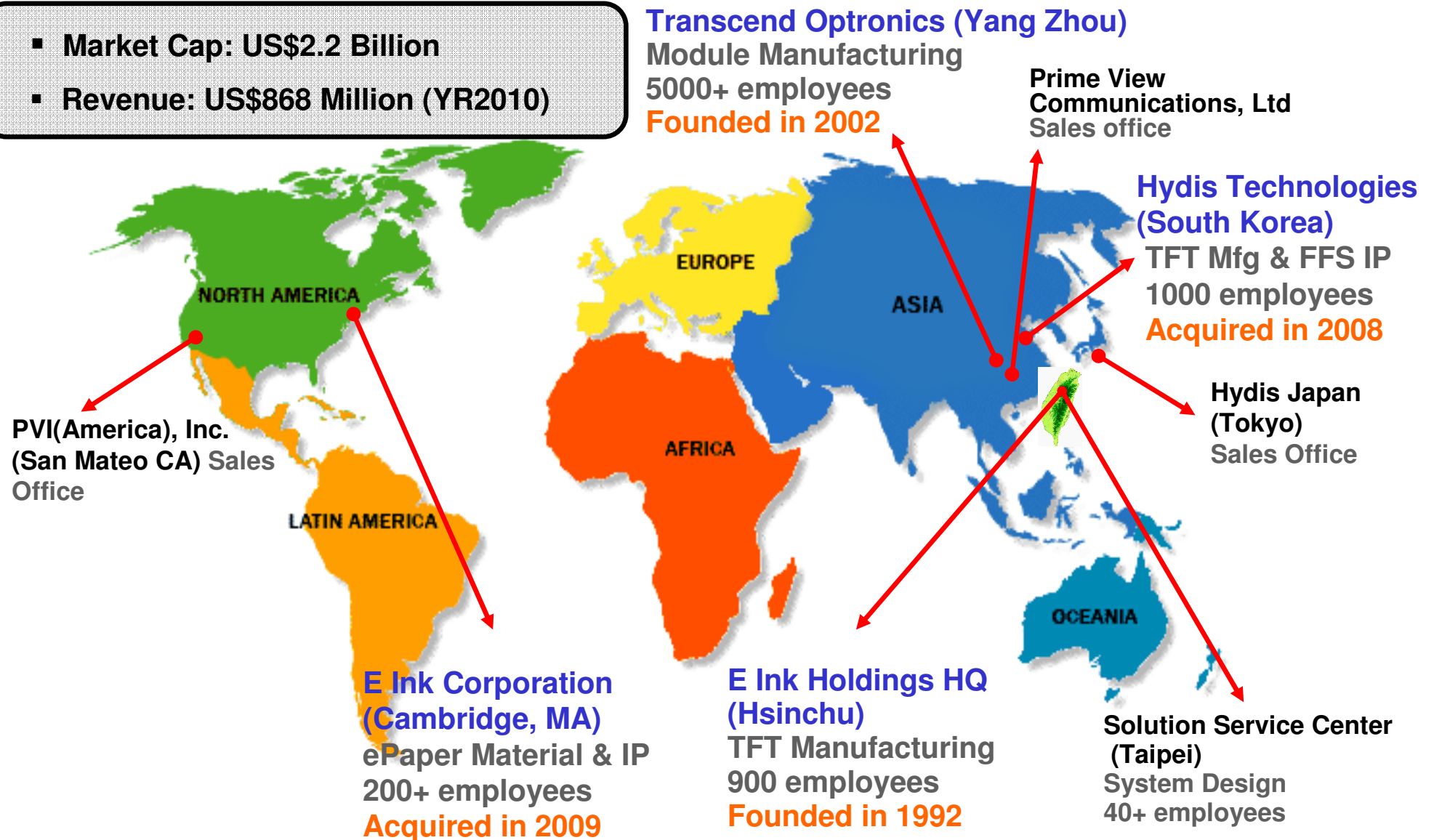
2009 Acquired E Ink Corporation (USA)

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\$2.2 Billion
- Revenue: US\$868 Million (YR2010)



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

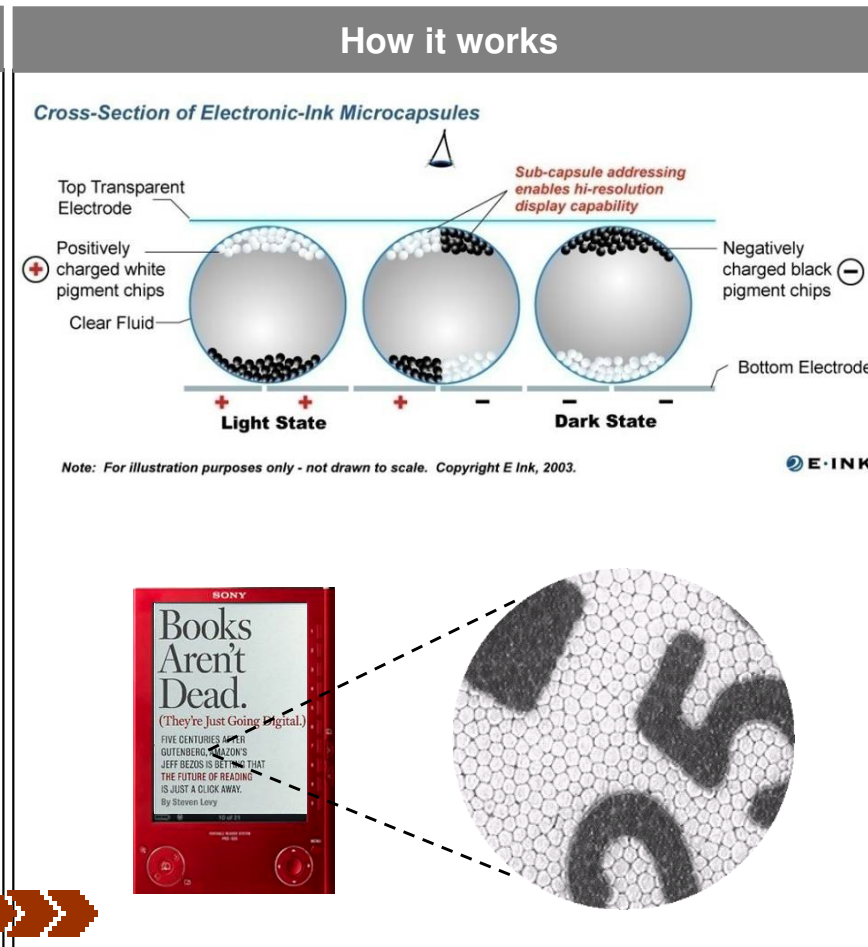
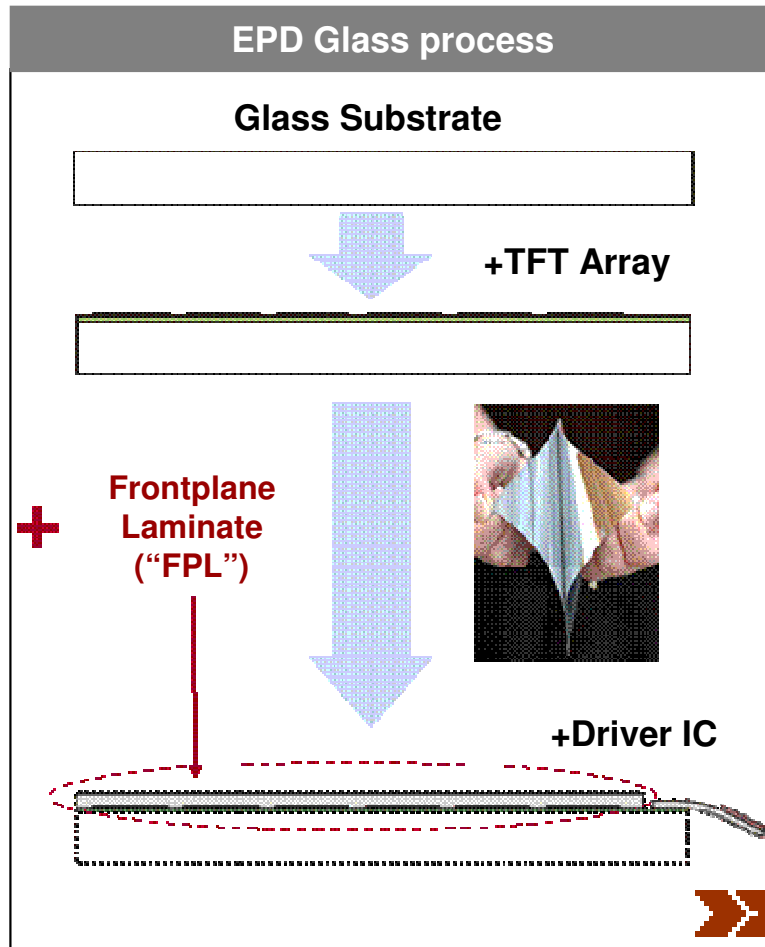
up to 14,800
page turns
(about 40
books)

E Ink Holdings aims to provide the world's best reading experience

E Ink technology overview

Reflective technology with high whiteness and contrast ratio

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



Paper-like

Ultra-Low Power

Thin & Flexible

E Ink is the leading electrophoretic technology

Leading market position

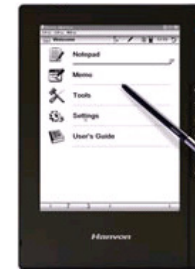
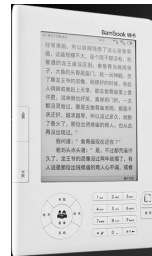
With blue-chip customers and product leadership

Solid relationship with the heavyweights in the e-reader industry

amazon.com



Bambook 锦书



Hanvon

BARNES & NOBLE

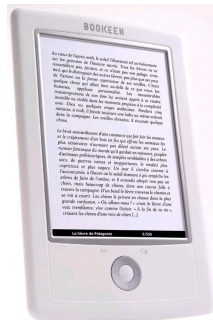
SONY



kobo
EREADER



Bookeen



FOUNDER 方正

南開津科
CREATIVE & WEALTHY

edo

enTourage eDGe™



iriver

Strong E Ink Brand Presence in the market

Eink

More EPD applications

Application alternatives beyond eReaders

Smart Surface



- Indicators
- Watches (Personal Accessories)
- Keypads
- Wireless Devices
- Retail Displays
- Cell Phones
- Smart Cards

Future Applications (Conceptual Product Applications)



- At Home
- On the go
- Indoor/Outdoor Signage

The versatile properties of EPDs allow information to be printed on almost any surface

3Q11 Consolidated Financial (unaudited)

(NT\$Million)	1Q11		2Q11		3Q11		YTD	
Net Sales	10,086	100.0%	6,926	100.0%	10,929	100.0%	27,941	100.0%
Gross Profit	2,913	28.9%	2,251	32.5%	3,869	35.4%	9,033	32.3%
Operating Expense	1,058	10.5%	1,124	16.2%	1,368	12.5%	3,550	12.7%
R&D Expense	398	3.9%	379	5.5%	419	3.8%	1,196	4.3%
Operating Profit	1,855	18.4%	1,126	16.3%	2,501	22.9%	5,483	19.6%
Non-op items	12	0.1%	121	1.7%	16	0.1%	149	0.5%
Pre-tax Income(Loss)	1,867	18.5%	1,247	18.0%	2,517	23.0%	5,631	20.2%
Tax	200	2.0%	(8)	-0.1%	368	3.4%	559	2.0%
Net Income	1,668	16.5%	1,255	18.1%	2,149	19.7%	5,072	18.2%
E Ink Net income	1,677	16.6%	1,325	19.1%	2,247	20.6%	5,249	18.8%
EPS	1.56		1.22		2.08		4.86	

Thank You