



# Investor Update

September, 2010

Jeremy Wang, Chairman & CEO

# Agenda

- Company Overview
- Product Portfolio
- Drivers of Growth
- Financial Review & Company Updates
- Q&A

# Company Overview

# Insyde Software (6231.TW)

- Founded in September, 1998 by PCT (6270.TW) Chairman Jeremy Wang and Jonathan Joseph
- Business started via acquisition of SystemSoft's BIOS Division
- Early investors included Intel Corp. & China Development Industrial Bank in September 1999
- Shares Outstanding as of 8/31/2010: 37.9M shares
- Headquarters: Taipei, Taiwan
  - US operations in Massachusetts and Oregon
  - Other offices in China, Taiwan and Korea
- Worldwide 400+ employees

# Growing WW Presence

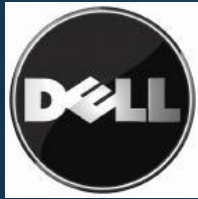


# Financial Stability

- Publicly traded stock since January 2003
- Very strong cash position
- 16 consecutive quarters of profitability, through current period since 2006Q3
- Healthy revenue growth
- Engineering hiring continues



# Insyde Customers are Industry Leaders



# Insyde Customers Supply Industry Leaders





# Product Portfolio

# Insyde Product Portfolio



- InsydeH2O™
  - Industry leading UEFI firmware for PC, Embedded, and Server
  - H2ODDT, H2OVIP, H2Omium



- Humanos™
  - Humanos for Chromium OS
  - Humanos for Android



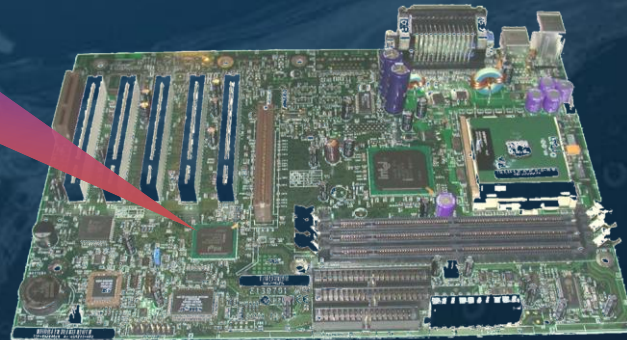
- Insyde Market™
  - Online applications store for Android-based devices

# Computer BIOS – “Firmware”

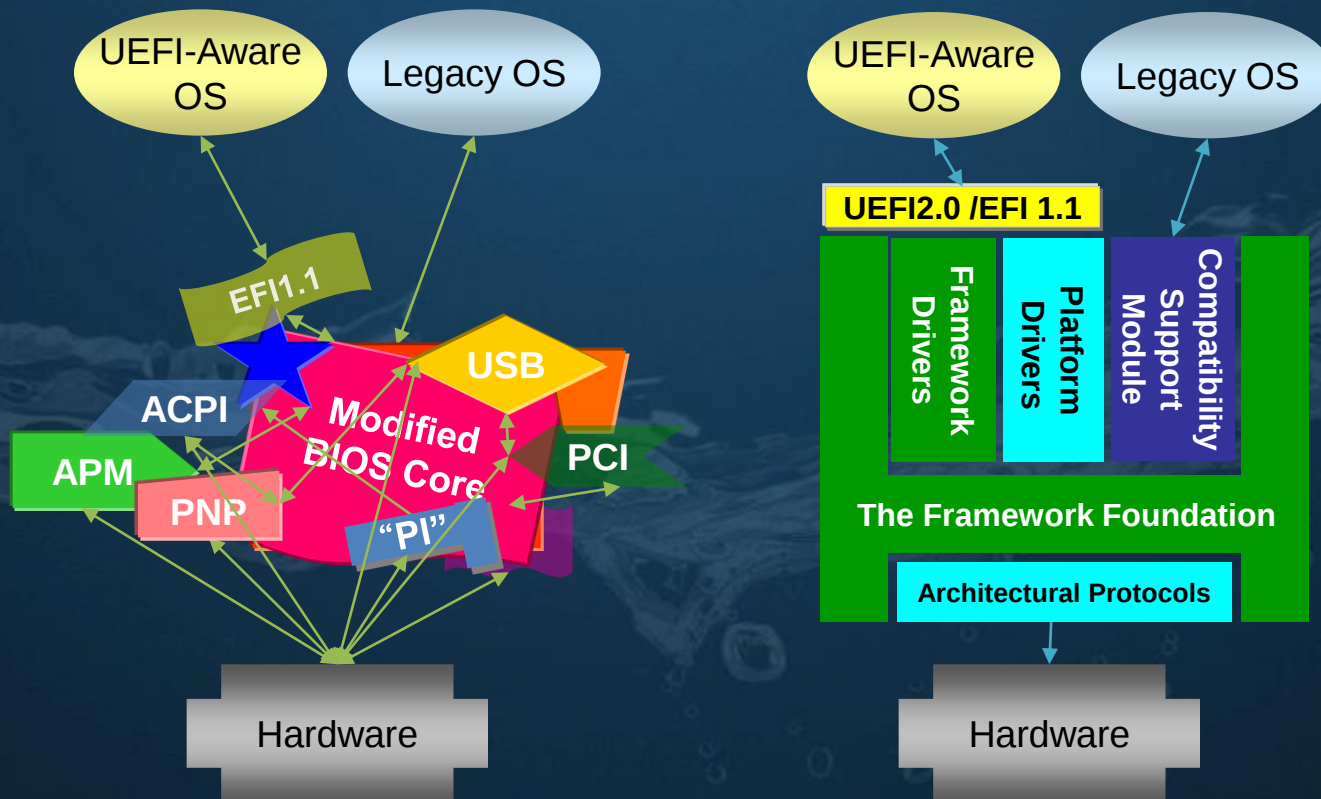
NOR FLASH



BIOS is stored in NOR Flash



# Difference between Legacy BIOS and UEFI Firmware



# Main Product - **InsydeH2O™**

- BIOS software that links Hardware-2-Operating Systems
- Binary licensed per device
- Source code licensed for customization
- Engineering support and deployment services
- Tools and components licensed separately
- Variety of training programs for customer retention

# BIOS = Firmware = InsydeH2O

- BIOS - Basic Input Output System
- To initialize hardware components including CPU, chipset and peripherals and more
- To boot operating systems: Windows 7, Vista, XP, Linux, and more

Operating System

BIOS

Hardware platform

- InsydeH2O provides the bridge from the Hardware-2-Operating system



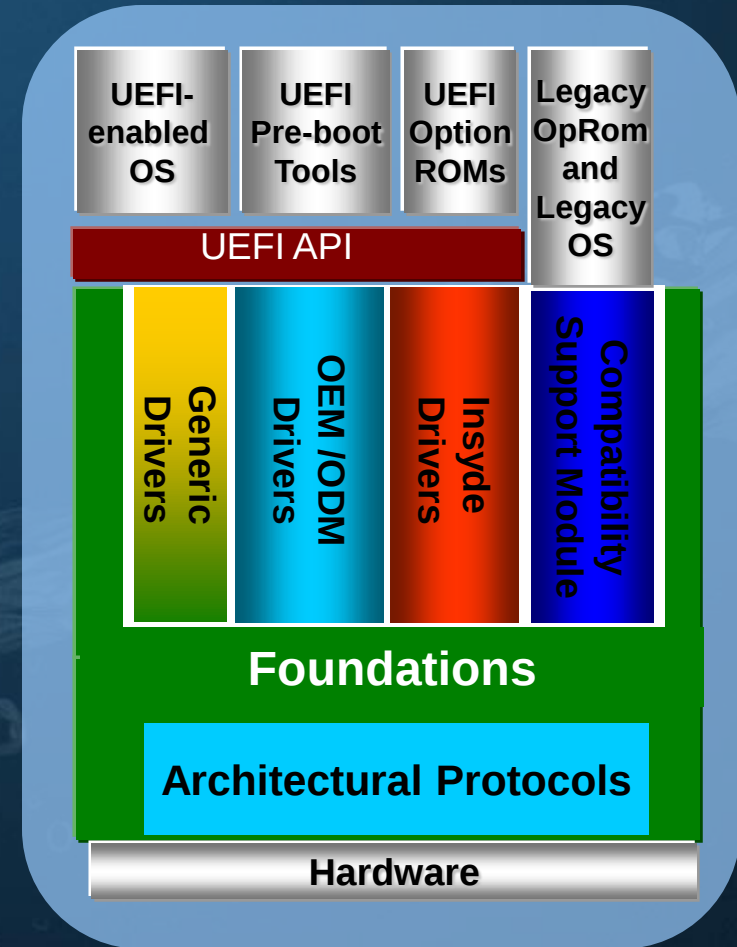
# UEFI: Replacement for PC BIOS

- Original EFI specification developed by Intel, 1999 – 2001
- Specification taken over by non-profit, collaborative trade organization in 2005
- Original “Promoters” of UEFI
  - AMD, Intel, Microsoft
  - Apple, Dell, HP, IBM, Lenovo
  - AMI, Insyde, Phoenix
- Momentum for switch to UEFI began in 2006 as Apple selected UEFI for all Intel-based machines
- Microsoft Vista SP1, Windows 7 and Server 2008 support UEFI
- Computer industry transition to UEFI under way, with Intel mobile leading the way



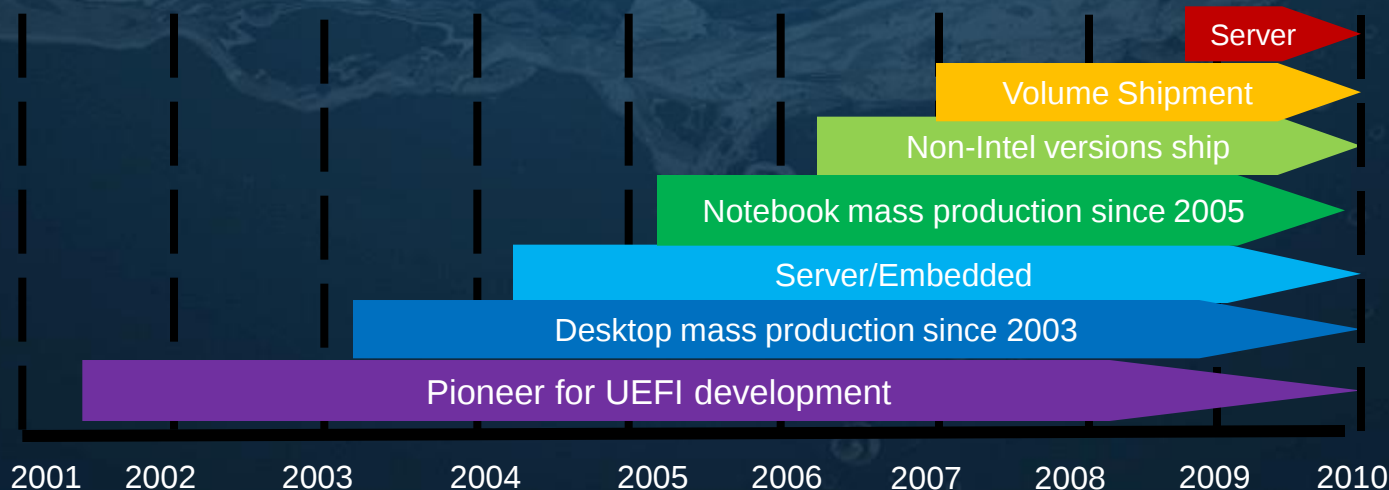
# Key Benefits of UEFI Firmware

- Provides industry standard interfaces for CPUs, chipsets and platform features
- Modular source code base can be used across different products
- Pre-boot environment facilitates innovation
- Easier to implement new technologies and features
- Strongly encouraged by Intel!



# Insyde Has Led the Transition to UEFI

- UEFI development with Intel since 2001
- Shipping UEFI products on Desktop since 2003
- H2O shipping with Server and Embedded since 2004
- Shipping UEFI products on notebooks since 2005
- Non-Intel chipsets in production since Q1'06
- Customers shipping multiple UEFI products since 2008
- Major transition of server BIOS to UEFI begins

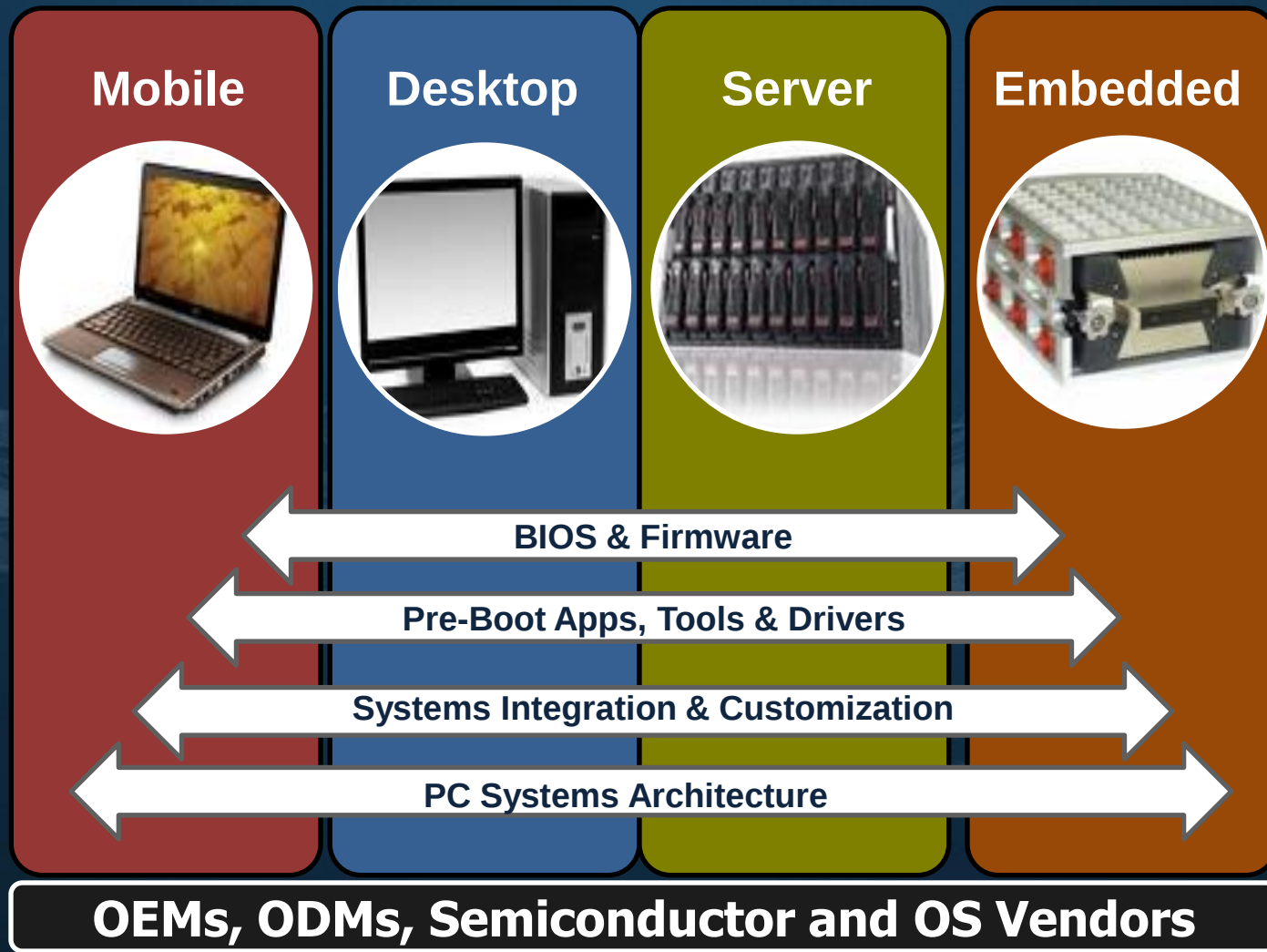


# InsydeH2O: The Safe Choice

- CPU/Chipset Drivers for all major Si vendors
- CSM – Most mature Compatibility Support Module
- Source-level Software Debug Tool - H2O`DDT`
- Robust Power Management
- True EFI-based Setup program
- Full feature USB Legacy support
- Proprietary VROM Technology
- Library of Pre-boot Apps
- Customer Training Materials
- Hundreds of Production Quality enhancements

*Why leading OEMs/ODMs Select InsydeH2O*

# Core Competencies & Markets



# Humanos™ for Chromium OS

- An Instant-On web browsing solution using Insyde's Quick Boot technology as start, plus
- Insyde's integration of Google's open source Chromium OS. Target is notebooks and netbooks
- Potential to leverage Google's (and others') Cloud-based applications
- Co-exists with Windows for PC platform initially

# Humanos™ for Android

- An Instant-On widget-based OS solution using Insyde's Quick Boot technology as start, plus
- Insyde's integration of Google Android, mobile phone OS.
  - Provides Android Apps downloadable environment
  - Target is notebooks, netbooks and tablets
- Co-exists with Windows on PC platform
- Extends to Tablets, TV and more....
- 1<sup>st</sup> Android for netbooks – available October 2009

# Insyde Market™



- [www.insydemarket.com](http://www.insydemarket.com)
- Devices Supported:
  - The only Android™ application market created exclusively for big Android (5" + LCD devices)
  - Supports Android smart phones
  - Supports including non-Insyde Android devices
- Supports Private label Business model

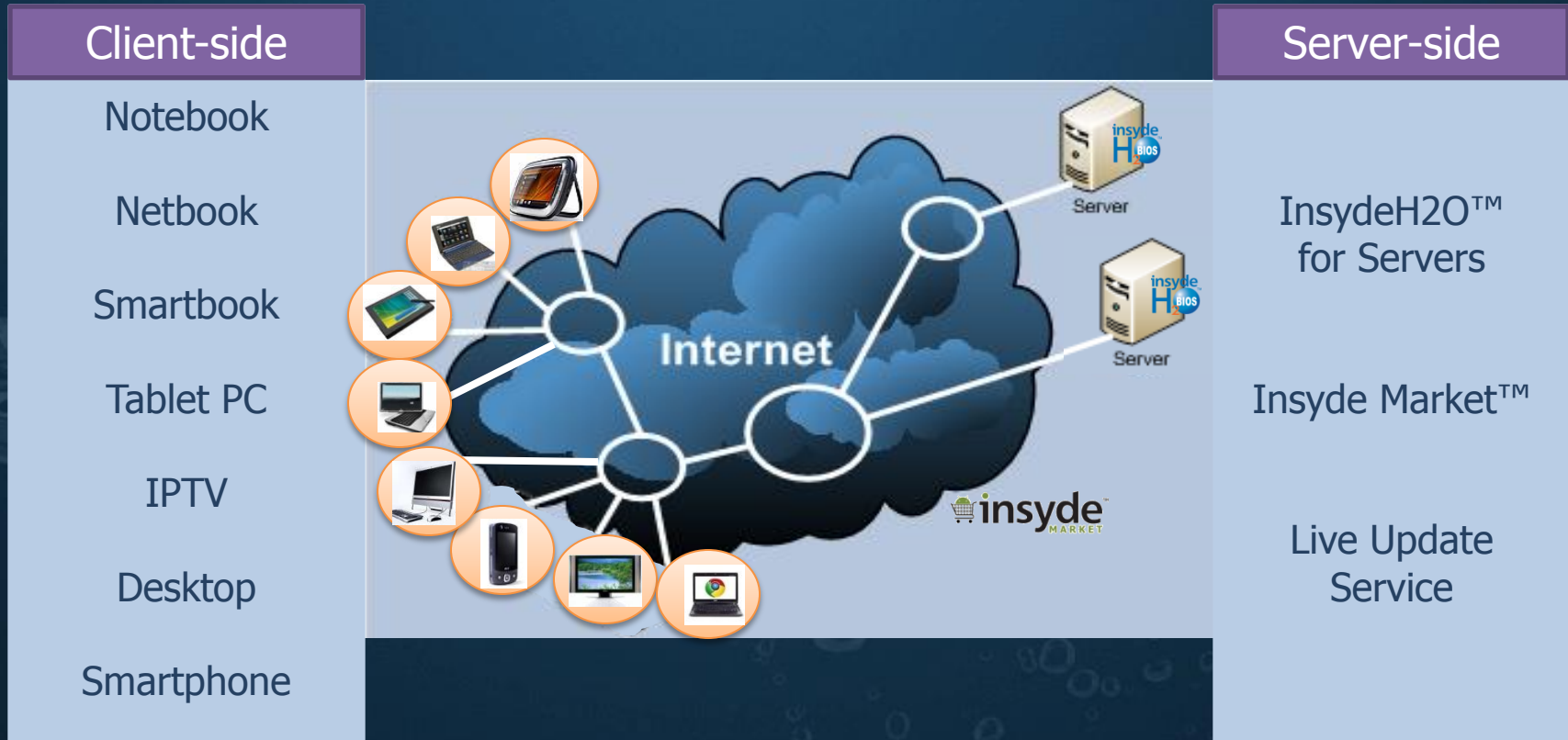
A large, dynamic splash of water in shades of blue and white, moving from the left towards the right, creating a sense of motion and energy. The water droplets and bubbles are clearly visible, adding texture to the background.

# Drivers of Growth

# Poised to Leverage Market Drivers

- Industry's continued adoption of UEFI
- OEMs outsourcing of BIOS to ODM suppliers
- Microsoft's Windows 7 adoption
- Google's Chrome OS and Chromium OS
- Google's Android operating system
- WW Server BIOS transition to UEFI
- Touch-based devices
- Market's acceptance of new form factors
  - Tablet, Netbook, Smartbook, Mobile Internet Devices

# Leveraging Cloud Computing Growth



# Phoenix Technologies to be Acquired

- Los Angeles-based private equity firm: Marlin Equity Partners
- Offering \$139M on August 18, 2010, \$3.85/share is 27% premium over recent price
- PTL has \$40M cash
- Deal needs shareholder approval
- Marlin has over US\$ 1B under management
- More than 30 other companies in Marlin's portfolio – U.S. and Canada
- Richer offer of US \$150M on August 25, 2010

# Momentum in Mobile Continues

- InsydeH2O widely used by major ODMs and OEMs
  - OEMs: Acer, Dell, HP, Lenovo, Sony, Toshiba and others
    - OEM libraries for each in production with InsydeH2O
  - ODMs: Compal, Inventec, Quanta, Wistron and others
    - High-touch/Mid-touch/Low-touch working models
- Continuous market-share growth in notebooks
  - Leadership across both Intel and AMD mobile platforms
  - Competition getting stronger

# Growth Potential in Server Markets

- Worldwide, Server vendors including HP, Dell, IBM and Sun combine for over 70% market-share in server shipments
- In Taiwan, ODMs including Quanta, Mitac, Inventec, Foxconn, Wistron and Flextronics are the lead server makers
- In China, OEMs including Dawning, Huawei, Inspur and Lenovo are the country's largest server makers
- Insyde's ROI on server investment will start in late 2011
  - Top-tier WW server OEM using InsydeH2O for next-gen servers
  - Taiwan's major server ODMs are Insyde current customers
  - Top-tier China server makers start to use InsydeH2O
  - Insyde is gaining design wins and engaging server manufacturers WW

# Additional Growth Potential in Cloud Computing Era

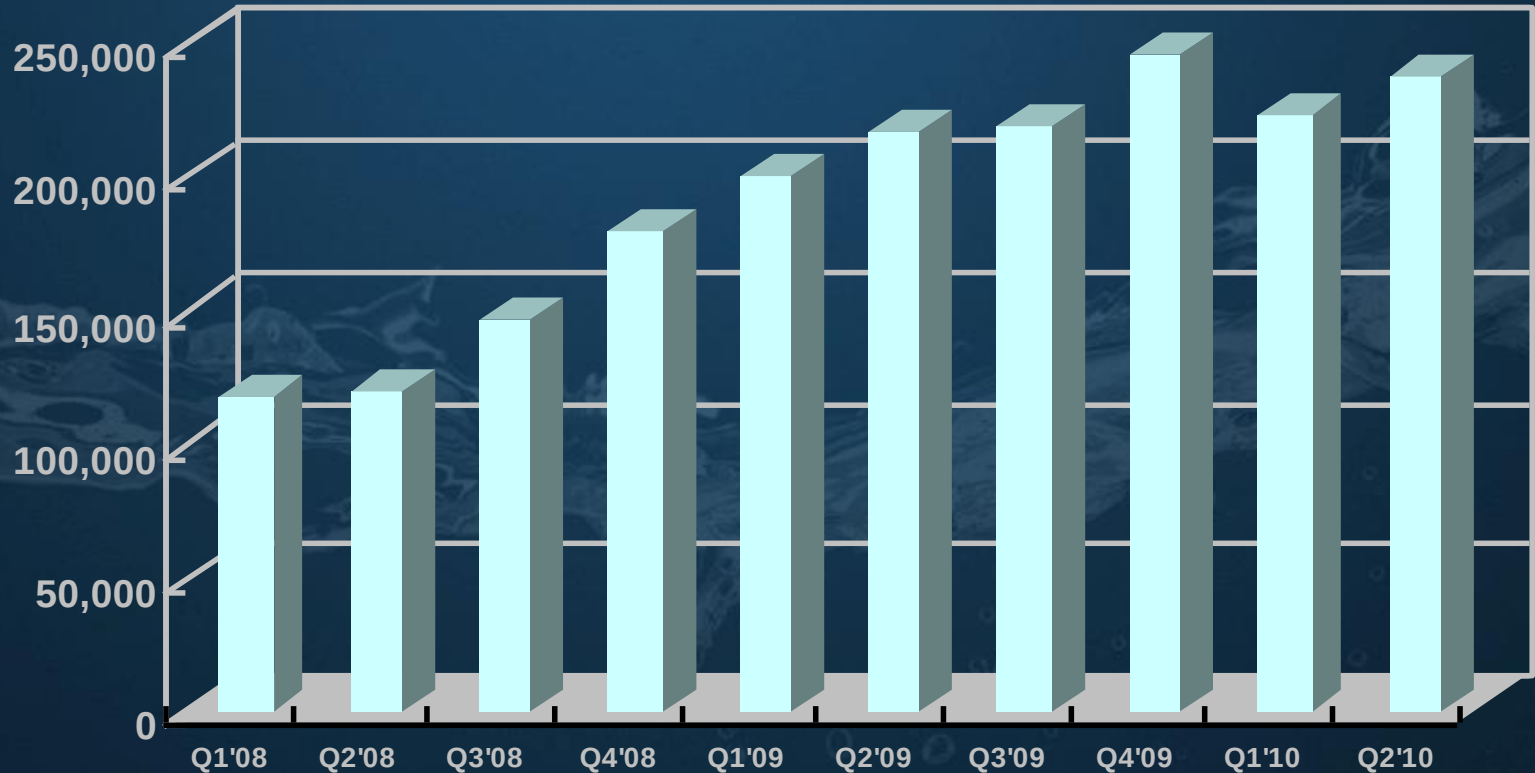
- Insyde's client-side Cloud Solutions
  - Extend Insyde Android solution: Humanos™ for Android
  - Follow Google's Chrome OS steps
  - Create Insyde's own solution: Humanos™ for Chromium OS
- Add Insyde's client-side Cloud Solutions to Windows PCs
- Expand Insyde's client-side Cloud Solutions to other devices, such as IPTV and tablet devices
- Extend Insyde Market offerings from free apps to paid apps

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# Financial Review

# Recent Revenue Growth

(In NT\$ thousands)



# Consolidated Income Statement Quarterly

| (In NT\$ Thousands)     | Q2'10   | Q1'10   | Q2'09   | QoQ % | YoY% |
|-------------------------|---------|---------|---------|-------|------|
| Net Sales               | 236,333 | 222,284 | 215,326 | 6%    | 10%  |
| COGS                    | 30,715  | 33,618  | 32,532  | -9%   | -6%  |
| Gross Profit            | 205,618 | 188,666 | 182,794 | 9%    | 12%  |
| Gross margin            | 87.00%  | 84.88%  | 84.89%  |       |      |
| Operating Expense       | 148,031 | 142,390 | 111,952 | 4%    | 32%  |
| Operating Income        | 57,587  | 46,276  | 70,842  | 24%   | -19% |
| Operating Margin        | 24.37%  | 20.82%  | 32.90%  |       |      |
| Non-operating Inc/(Exp) | -2,619  | -405    | -4,703  |       |      |
| Income before Tax       | 60,206  | 45,871  | 66,139  | 31%   | -9%  |
| Net Income              | 61,963  | 43,340  | 56,054  | 43%   | 11%  |
| Net Margin              | 26.22%  | 19.50%  | 26.03%  |       |      |
| EPS (NT\$)              | 1.63    | 1.14    | 1.69    |       |      |

# Balance Sheet Summary

## Selected Items from Balance Sheet (NT\$ Millions)

|                             | Q2'10          |               | Q1'10         |               | Q2'09         |                |
|-----------------------------|----------------|---------------|---------------|---------------|---------------|----------------|
|                             | Amount         | %             | Amount        | %             | Amount        | %              |
| Current Assets              | 1094.32        | 95.12%        | 907.80        | 94.2%         | 902.04        | 94.69%         |
| Fixed Assets                | 33.95          | 2.95%         | 36.22         | 3.8%          | 31.29         | 3.28%          |
| Net PP&E and other assets   | 22.15          | 1.93%         | 19.37         | 2.0%          | 19.29         | 2.03%          |
| <u>Total Assets</u>         | <u>1150.42</u> | <u>100.0%</u> | <u>963.39</u> | <u>100.0%</u> | <u>956.62</u> | <u>100.00%</u> |
| Current Liabilities         | 570.04         | 49.56%        | 286.85        | 29.8%         | 432.93        | 45.44%         |
| Long-Term Liabilities       | 0              | 0%            | 0             | 0%            | 0             | 0%             |
| Other Liabilities           | 0              | 0%            | 0             | 0%            | 2.30          | 0.24%          |
| <u>Total Liabilities</u>    | <u>570.04</u>  | <u>49.56%</u> | <u>286.85</u> | <u>29.8%</u>  | <u>435.23</u> | <u>45.68%</u>  |
| <u>Shareholders' Equity</u> | <u>580.38</u>  | <u>50.44%</u> | <u>676.54</u> | <u>70.2%</u>  | <u>517.39</u> | <u>54.32%</u>  |

# Insyde Software Strengths

- Most experienced provider of UEFI Firmware:
  - 9 years of UEFI cooperation with Intel makes Insyde the top choice for computer makers switching to UEFI
  - Good position to continue capturing market share with computer industry transition to UEFI Firmware
- System Integration and Supporting Services
  - Many years experience supporting Windows, Linux and Mac OS
  - Instant-On Solution based on Android
  - New product line provides opportunities for additional growth
- Cost structure to remain competitive



Thank you