



Prime

2Q, 2010 Results

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Unit : NTD thousand

	1H, 2010		1H, 2009		YoY
Net Sales	4,930,298	100%	3,906,696	100%	26%
Gross Profit	826,666	16.8%	664,448	17.0%	24%
Operating Expense	596,258	12.1%	529,762	13.6%	13%
Sales & Marketing Exp.	120,917	2.5%	104,420	2.7%	16%
General & Administrative Exp.	325,804	6.6%	277,132	7.1%	18%
Research & Development Exp.	149,537	3.0%	148,210	3.8%	1%
Operating Income	230,408	4.7%	134,686	3.4%	71%
Non-operating Income	26,586	0.5%	61,428	1.6%	-57%
Non-operating Expense	(24,639)	-0.5%	(16,577)	-0.4%	49%
Income before Tax	232,355	4.7%	179,537	4.6%	29%
Income Tax Expense	(73,754)	-1.5%	(39,270)	-1.0%	88%
Net Income	158,616	3.2%	139,584	3.6%	14%
EPS(NT\$)	1.04		0.94		

Unit : NTD thousand

	2Q, 2010	1Q, 2010	2Q, 2009	QoQ	YoY
Net Sales	2,671,281	2,259,017	1,939,981	18	38
Gross Profit	431,650	395,016	308,464	9	40
<i>Gross Margin</i>	16.2%	17.5%	15.9%		
Operating Expense	325,479	270,779	266,780	20	22
Selling & Marketing Exp.	64,342	56,575	43,119	14	49
General & Administrative Exp.	180,816	144,988	150,469	25	20
Research & Development Exp.	80,321	69,216	73,192	16	10
Operating Income	106,171	124,237	41,684	(15)	155
<i>Operating Margin</i>	4.0%	5.5%	2.1%		
Non-operating Income	14,118	12,468	380	13	3615
Non-operating Expense	(2,155)	(22,484)	(1,430)	(90)	51
Income before Tax	118,134	114,221	40,634	3	191
Income Tax Expense	(34,406)	(39,348)	(12,687)	(13)	171
Net Income	83,733	74,883	27,687	12	202
EPS(NT\$)	0.55	0.49	0.20		

Unit : NTD thousand

	6/30, 2010		3/31, 2010		6/30, 2009	
Cash and Cash equivalents	937,962	16.0%	858,566	16.8%	1,204,542	26.0%
Accounts Receivable	2,065,673	35.3%	1,532,218	30.0%	983,304	21.2%
Inventories	1,445,295	24.7%	1,235,878	24.2%	1,184,100	25.5%
Total Current Assets	4,753,429	81.2%	4,038,500	79.0%	3,596,920	77.6%
Funds and Investments	92,436	1.6%	85,168	1.7%	88,259	1.9%
Net Fixed Assets	903,105	15.4%	889,439	17.4%	860,613	18.6%
Total Assets	5,850,491	100%	5,113,723	100%	4,636,396	100%
Short-term Loans	424,653	7.3%	226,594	4.4%	216,208	4.7%
Accounts Payable	2,057,723	35.2%	1,662,528	32.5%	1,344,304	29.0%
Accounts Expense	353,937	6.0%	322,331	6.3%	236,409	5.1%
Total Current Liabilities	3,307,464	56.5%	2,493,433	48.8%	2,301,925	49.6%
Long-term Loans	57,250	1.0%	77,913	1.5%	96,992	2.1%
Total Liabilities	3,403,350	58.2%	2,611,058	51.1%	2,426,098	52.3%
Total Shareholders' Equity	2,447,141	41.8%	2,502,665	48.9%	2,210,298	47.7%

Unit : NTD thousands	2Q,2010	1Q,2010	2Q,2009
Net Income	83,728	74,873	27,948
Depreciation & Amortization	42,417	41,836	48,019
Net A/R (Increase)/Decrease	(533,455)	13,487	402,484
Inventories (Increase)/Decrease	(209,417)	(151,596)	(133,676)
A/P Increase/(Decrease)	395,195	(120,308)	88,858
Total Op Sources/(Uses)	(61,825)	(235,881)	472,372
Capital Expenditure	(58,166)	(36,539)	(62,068)
Net Investing Sources/(Uses)	(58,597)	(43,889)	(96,970)
Short & Long Term Loans	191,809	(61,045)	(184,703)
Net Financing Sources/(Uses)	194,887	(58,622)	(211,567)
Net Cash Position Changes	74,465	(338,392)	163,835
Ending Cash & Cash Equivalents	937,962	858,566	1,204,542