



# Prime

## 3Q, 2010 Results

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Unit : NTD thousand

	1-3Q, 2010		1-3Q, 2009		YoY
<b>Net Sales</b>	<b>8,179,236</b>	<b>100.0%</b>	<b>5,897,270</b>	<b>100.0%</b>	<b>39%</b>
<b>Gross Profit</b>	<b>1,283,405</b>	<b>15.7%</b>	<b>1,018,809</b>	<b>17.3%</b>	<b>26%</b>
Operating Expense	900,365	11.0%	778,294	13.2%	16%
Sales & Marketing Exp.	176,803	2.2%	146,327	2.5%	21%
General & Administrative Exp.	492,476	6.0%	413,623	7.0%	19%
Research & Development Exp.	231,086	2.8%	218,344	3.7%	6%
<b>Operating Income</b>	<b>383,040</b>	<b>4.7%</b>	<b>240,515</b>	<b>4.1%</b>	<b>59%</b>
Non-operating Income	67,530	0.8%	66,820	1.1%	1%
Non-operating Expense	(58,914)	-0.7%	(40,207)	-0.7%	47%
Income before Tax	391,656	4.8%	267,128	4.5%	47%
Income Tax Expense	(100,804)	-1.2%	(52,918)	-0.9%	90%
<b>Net Income</b>	<b>290,919</b>	<b>3.6%</b>	<b>213,207</b>	<b>3.6%</b>	<b>36%</b>
<b>EPS</b>	<b>1.91</b>		<b>1.44</b>		

Unit : NTD thousand

	3Q, 2010	2Q, 2010	3Q, 2009	QoQ	YoY
<b>Net Sales</b>	<b>3,248,938</b>	<b>2,671,281</b>	<b>1,990,574</b>	<b>22</b>	<b>63</b>
<b>Gross Profit</b>	<b>456,739</b>	<b>431,650</b>	<b>354,361</b>	<b>6</b>	<b>29</b>
<i>Gross Margin</i>	14.1%	16.2%	17.8%		
<b>Operating Expense</b>	<b>304,107</b>	<b>325,479</b>	<b>248,532</b>	<b>(7)</b>	<b>22</b>
Selling & Marketing Exp.	55,886	64,342	41,907	(13)	33
General & Administrative Exp.	166,672	180,816	136,491	(8)	22
Research & Development Exp.	81,549	80,321	70,134	2	16
<b>Operating Income</b>	<b>152,632</b>	<b>106,171</b>	<b>105,829</b>	<b>44</b>	<b>44</b>
<i>Operating Margin</i>	4.7%	4.0%	5.3%		
Non-operating Income	40,944	14,118	5,392	190	659
Non-operating Expense	(34,275)	(2,155)	(23,630)	1490	45
Income before Tax	159,301	118,134	87,591	35	82
Income Tax Expense	(27,050)	(34,406)	(13,648)	(21)	98
<b>Net Income</b>	<b>132,303</b>	<b>83,733</b>	<b>73,623</b>	<b>58</b>	<b>80</b>
<b>EPS</b>	<b>0.87</b>	<b>0.55</b>	<b>0.53</b>	<b>58</b>	<b>64</b>

Unit : NTD thousand

	<u>9/30, 2010</u>		<u>6/30, 2010</u>		<u>9/30, 2009</u>	
<b>Cash and Cash equivalents</b>	810,260	11.9%	937,962	16.0%	741,804	16.6%
<b>Accounts Receivable</b>	2,754,441	40.4%	2,065,673	35.3%	1,228,527	27.4%
<b>Inventories</b>	1,777,438	26.1%	1,445,295	24.7%	1,188,328	26.5%
<b>Total Current Assets</b>	5,730,761	84.1%	4,753,429	81.2%	3,411,271	76.1%
<b>Funds and Investments</b>	96,149	1.4%	92,436	1.6%	95,440	2.1%
<b>Net Fixed Assets</b>	877,982	12.9%	903,105	15.4%	877,897	19.6%
<b>Total Assets</b>	<b>6,811,986</b>	<b>100%</b>	<b>5,850,491</b>	<b>100%</b>	<b>4,481,107</b>	<b>100%</b>
<b>Short-term Loans</b>	522,556	7.7%	424,653	7.3%	197,667	4.4%
<b>Accounts Payable</b>	2,851,889	41.9%	2,057,723	35.2%	1,270,129	28.3%
<b>Accounts Expense</b>	359,991	5.3%	353,937	6.0%	275,458	6.1%
<b>Total Current Liabilities</b>	4,066,561	59.7%	3,307,464	56.5%	2,028,057	45.3%
<b>Long-term Loans</b>	108,333	1.6%	57,250	1.0%	111,463	2.5%
<b>Total Liabilities</b>	<b>4,230,645</b>	<b>62.1%</b>	<b>3,403,350</b>	<b>58.2%</b>	<b>2,175,022</b>	<b>48.5%</b>
<b>Total Shareholders' Equity</b>	<b>2,581,341</b>	<b>37.9%</b>	<b>2,447,141</b>	<b>41.8%</b>	<b>2,306,085</b>	<b>51.5%</b>

Unit : NTD thousands

	3Q,2010	2Q,2010	3Q,2009
Net Income	132,251	83,728	73,943
Depreciation & Amortization	45,384	42,417	43,143
Net A/R (Increase)/Decrease	(688,769)	(533,455)	(228,522)
Inventories (Increase)/Decrease	(332,143)	(209,417)	(4,228)
A/P Increase/(Decrease)	794,166	395,195	(74,175)
<b>Total Op Sources/(Uses)</b>	<b>(120,474)</b>	(61,825)	(259,993)
Capital Expenditure	(25,735)	(58,166)	(64,967)
<b>Net Investing Sources/(Uses)</b>	<b>(38,176)</b>	(58,597)	(78,996)
Short & Long Term Loans	194,374	191,809	97
<b>Net Financing Sources/(Uses)</b>	<b>30,802</b>	194,887	(119,103)
Net Cash Position Changes	(127,848)	74,465	(458,092)
<b>Ending Cash &amp; Cash Equivalent</b>	<b>810,260</b>	<b>937,962</b>	<b>741,804</b>