

ASUSTeK

1Q 2010 Investor Conference

Disclaimer

ASUSTeK's presentation contains forward-looking statements subject to significant risks and uncertainties. Actual results may differ materially from those contained in the forward-looking statements.

The forward-looking statements in this release reflect the current belief of ASUS as of the date of this release, we undertake no obligation to update these forward-looking statements for new information, future events, or otherwise.

Agenda

- **1Q 2010 Financial Result**
- **Business Highlights**
- **Q & A**

1Q 2010 Financial Result

1Q 2010 Brand I/S (QoQ)

in NT\$ Mn	2010 1Q	%	2009 4Q	%	QoQ
Net Revenue	80,077	100.0%	84,750	100.0%	-6%
COGS & Royalty cost	(69,356)	(86.6%)	(73,451)	(86.7%)	-6%
Gross Profit after OS	10,721	13.4%	11,299	13.3%	-5%
Operating Expenses	(7,300)	(9.1%)	(7,738)	(9.1%)	-6%
Operating Income	3,421	4.3%	3,561	4.2%	-4%
Non-OP Items	2,278	2.8%	1,590	1.9%	43%
Pre-Tax Income	5,698	7.1%	5,151	6.1%	11%
Tax	(760)	(0.9%)	508	0.6%	-250%
Net Income	4,939	6.2%	5,659	6.7%	-13%

(unaudited brand consolidated financials)

1Q 2010 Brand I/S (YoY)

in NT\$ Mn	2010 1Q	%	2009 1Q	%	YoY
Net Revenue	80,077	100.0%	46,213	100.0%	73%
COGS & Royalty cost	(69,356)	(86.6%)	(44,852)	(97.1%)	55%
Gross Profit after OS	10,721	13.4%	1,362	2.9%	687%
Operating Expenses	(7,300)	(9.1%)	(4,468)	(9.7%)	63%
Operating Income	3,421	4.3%	(3,107)	(6.7%)	210%
Non-OP Items	2,278	2.8%	3,162	6.8%	-28%
Pre-Tax Income	5,698	7.1%	56	0.1%	10130%
Tax	(760)	(0.9%)	398	0.9%	-291%
Net Income	4,939	6.2%	454	1.0%	989%

(unaudited brand consolidated financials)

1Q 2010 Non-OP Items

Non-OP Items	2010 1Q	2009 4Q	QoQ	2009 1Q	YoY
Interest Income (net)	12	8	46%	(20)	158%
Investment Income	1,890	1,795	5%	1,108	71%
<i>Pegatron</i>	1,795	2,314	-22%	757	137%
<i>Askey</i>	(80)	(538)	-85%	231	-135%
<i>Others</i>	176	19	832%	119	47%
Exchange Gain / (Loss)	195	(91)	314%	1,397	-86%
Other Income (net)	180	(121)	249%	677	-73%
Total Non-OP items	2,278	1,590	43%	3,162	-28%
<i>* Pegatron Profits</i>	1,775	2,213	-20%	513	246%

1Q 2010 Brand B/S

in NT\$ Mn	Mar 31, 2010	Dec 31, 2009	QoQ	Mar 31, 2009	YoY
Cash & cash equivalents	45,324	39,759	14%	37,334	21%
Accounts receivable	32,259	33,148	-3%	33,991	-5%
Inventories	44,389	38,231	16%	22,906	94%
Current Assets	137,826	119,812	15%	102,206	35%
Long-term investments	113,900	116,429		115,871	
Fixed assets	4,564	4,536		3,786	
Other assets	2,878	3,942		1,679	
Total Assets	259,167	244,718	6%	223,542	16%
Accounts payable	45,695	36,499	25%	20,922	118%
Current Liabilities	79,619	69,859	14%	50,899	56%
Total Liabilities	82,157	71,534	15%	53,634	53%
Stockholders' equity	177,010	173,184	2%	169,908	4%
Days of Inventory	64	52		50	
Days of AR	37	36		67	
Days of AP	66	50		45	
CCC Days	35	38		71	

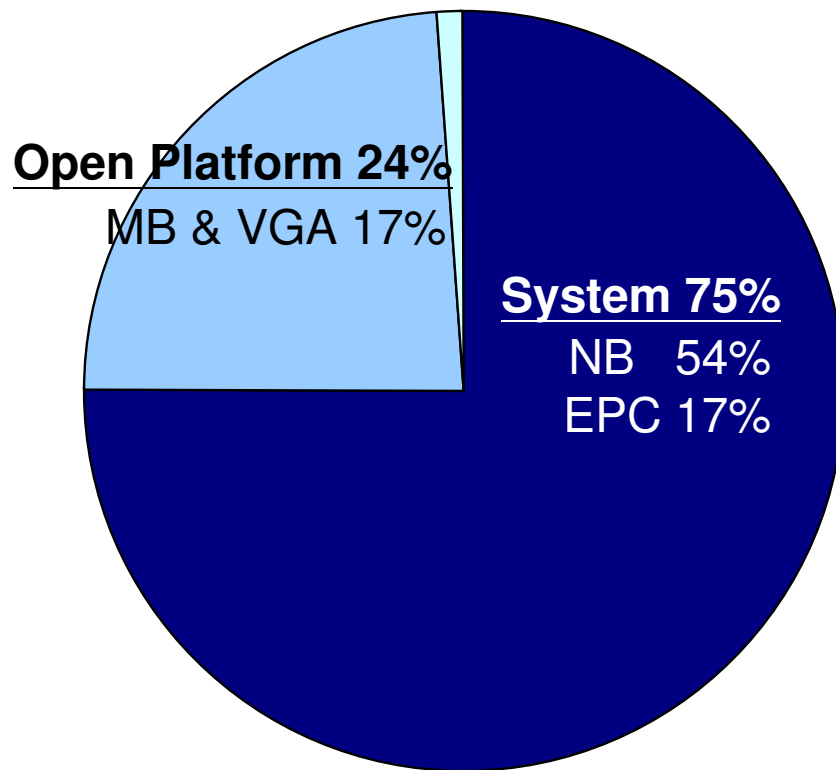
*CCC calculation based on ending balance and quarterly unaudited consolidated brand financials

Business Highlights

Product Mix

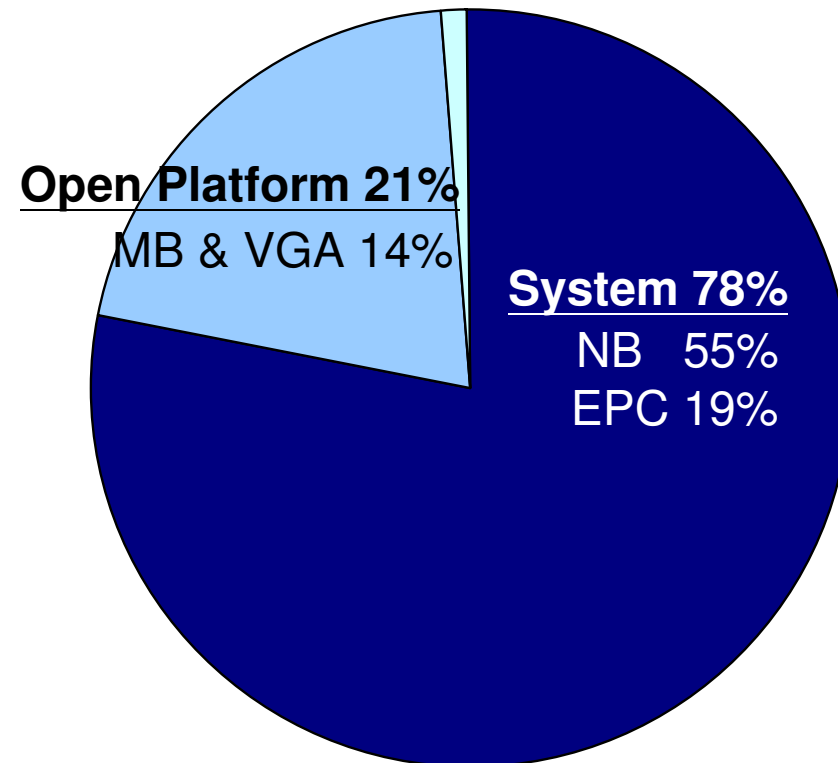
1Q 2010
NT\$ 80bn

Handheld 1%



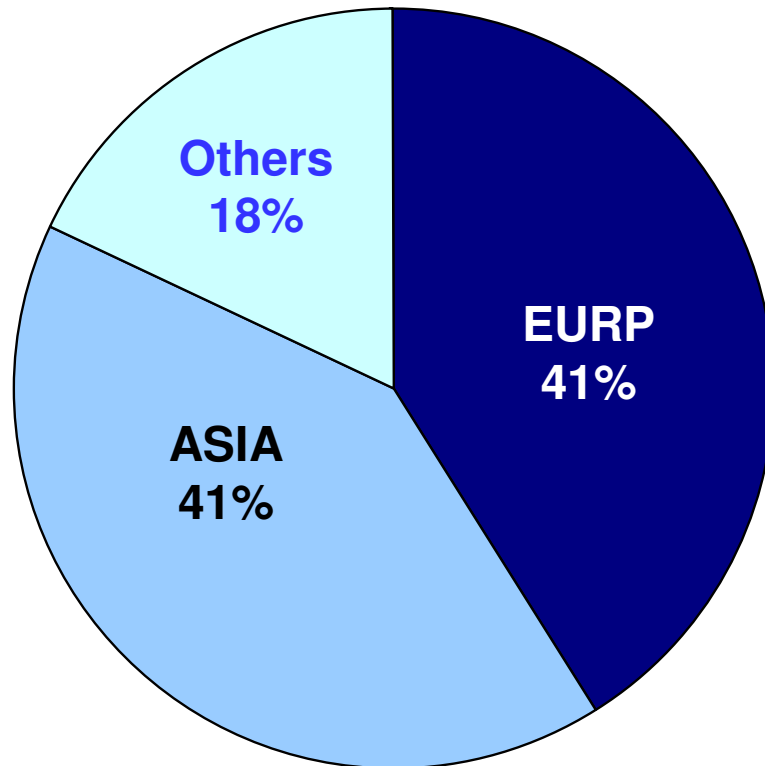
4Q 2009
NT\$ 85bn

Handheld 1%

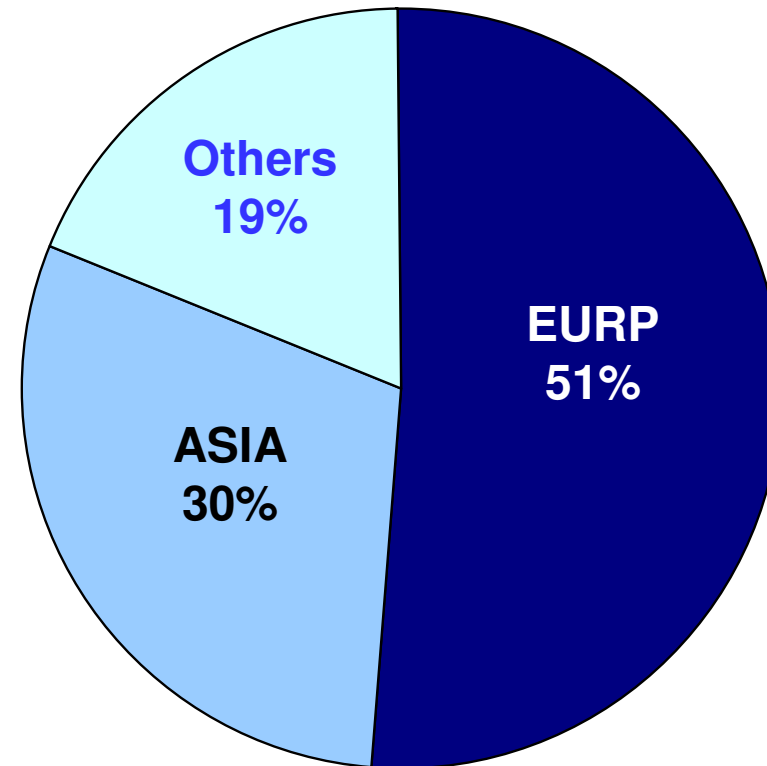


Geo Mix

1Q 2010
NT\$ 80bn



4Q 2009
NT\$ 85bn



Business Highlights

Shipment

	Q1 Actual	Q1 QoQ Actual	Q1 QoQ Targets	Q2 QoQ Targets
MB	5.8M	+9%	+5~10%	-5%~10%
NB	2.5M	-7%	-10~20%	+0~10%
Eee PC	1.6M	-11%	-10~20%	+0~5%

- Expand market share across all regions
- Strengthen product leadership and channel coverage
- Improve supply chain management and operation efficiency to drive scale benefits in 2H 2010
- Target 18M NB&EPC shipment, or 50% YoY unit growth in 2010

Thank You
