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## Managing Director's Chat Room

**Q: What is your vision for the Group?**

**A:** The Group aims to be a dominant display IC products provider. We blend ideas, innovation and experience into ultimate IC products for perfect display images. And we shall continue to provide our customers with superb and proprietary display IC products.

**Q: What do you consider to be the Group's core competence? What are the growth drivers behind this?**

**A:** First of all, industry talents are our most important assets, especially in this high technology industry. With years of valuable industry experience, our high caliber team including IC design, engineering, manufacturing, marketing and management is the key to enhancing our competitiveness. The team has varied competences in creating innovative products and intellectual property, which will be incorporated into structured and highly formalized systems and be commercialized into valuable product applications that continue to support our strong and persistent growth in business.

As we participate and compete in the high technology industry, we continuously upgrade ourselves and leverage our business through partnering with international technology leaders such as major mobile phone makers and corporations with leading new display technologies, as well as with world-class suppliers around the world. Our collaboration with international enterprises has proven to be a very successful model and enabled us to stay in the industry forefront, commercializing tomorrow's display technologies.



**LEUNG Kwong Wai**  
*Managing Director*

After all, we know we need to strive for excellence. Our strong code of conduct has built a trustworthy goodwill for the Group. The integrity of our employees lies at the core of our corporate culture that underpins our remarkable business growth, advanced technological achievements and uncompromising corporate governance.

**Q: How will you defend the Group's market share amid keen competition?**

**A:** We stay ahead of the competition by this rule of thumb - "Keep using the right technology to develop the right product at the right time." Again, we ride on our competences in innovation and global partnership with particular emphasis on "Time to Market" and "Execution" for today's business, while we also leverage global technology leaders to invest in tomorrow's emerging business.

Serving our customers well is another edge of the Group over its competitors, e.g. exceeding customers' expectation in display IC technology with highly integrated functionalities, providing the most complete range of display IC products in the market, supporting a comprehensive sales network and on-site customers support, and by generating innovative product ideas and building the brand loyalty.

**Q: What is the Group's strategy in developing large display driver ICs?**

**A:** We shall expect volume shipment for our large display driver ICs in the first half of 2005. Initially the ICs will be used in LCD TVs, LCD monitors as well as notebook computers. Benefiting from the sizeable market, the large display IC business will make immediate financial contribution to the Group. In the long term, we see great growth potential in digital broadcasting. And this is where we shall further develop our large display business in order to tap into this significant new market opportunity.

On top of this, we also see the large display driver ICs business creating a synergy to our mobile display business, where the large display business can help to reduce the overall cost through the economy of scale.

**Q: What will be the Group's R&D focus for 2005?**

**A:** The Group's R&D effort can be broadly divided into two areas. The first one is to work on adding value to existing products and broadening the Group's product offerings. The second is to focus on new, related display products that are complementary to existing product knowledge and customer requirements.



**Q: Do you think the high growth phase for display ICs is over?**

**A:** Nearly every end product needs one or more display ICs. In fact, in global terms, the display ICs market is huge. Just for the mobile phone market, the annual shipment is already more than 650 million units in 2004. Other consumer products such as LCD TVs, LCD monitors, digital still cameras (DSC), messaging devices, portable media players do also need display ICs. With the increasing number of applications and correspondingly increasing number of displays in such products, we believe the growth of display ICs is just beginning.

**Q: What is your view on the semiconductor industry in 2005?**

**A:** The global semiconductor industry is expected to achieve a moderate growth in 2005. Looking deeper at the industry, we see that it consists of a number of end user markets such as communications, personal computers, consumer electronics and automobiles etc. Each market may experience different levels of expansion. As our display ICs portfolio covers nearly all major types of end user markets applications, we believe our products and business will be benefited from the growth of any of these end user markets.