SEMICON® China 2010, SOLARCON® China 2010, and FPD China 2010

March 16–18, 2010
Shanghai New International Expo Centre, Shanghai China

SEMICON, SOLARCON and FPD China hosted over 978 exhibitors who presented their products and services to thousands of visitors that attended the show. The large amount of local and global participation demonstrates that China remains a core market for the microelectronic industry.

Three important concurrent conferences programs made an impressive impact on the quality of visitors to the show: the 6th China SoG Silicon and PV Power conference (6th CSPV), the CSTIC 2010 conference and China FPD conference. These programs, in addition to the exhibits and events, strengthened the position of SEMICON, SOLARCON and FPD China as the largest and most respected events for the semiconductor, photovoltaic and flat panel display industries in the region.

Programs

- **Semiconductor Conference — CSTIC**
  - 711 attendees and 310 presentations

- **Solar Conference — 6th CSPV**
  - 1,200+ attendees and 225 presentations

- **FPD Conference — 11th CFC**
  - 799 attendees and 115 papers

### Exhibitor Information

<table>
<thead>
<tr>
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<th>TOTAL</th>
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<tbody>
<tr>
<td>Total Exhibitors</td>
<td>978</td>
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<tr>
<td>Total Number of Booths</td>
<td>2,179</td>
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<tr>
<td>Total Area Occupied (sq.m.)</td>
<td>57,500</td>
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### Registration

<table>
<thead>
<tr>
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<th>TOTAL</th>
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<tbody>
<tr>
<td>Onsite Registration</td>
<td>15,148</td>
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<tr>
<td>Pre-registered</td>
<td>3,316</td>
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<tr>
<td>VIP, Government and Groups:</td>
<td>1,884</td>
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<tr>
<td>Courtesy registration, no demographic data received</td>
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<tr>
<td>Total Verified Attendees:</td>
<td>20,676</td>
</tr>
<tr>
<td>Total Registrations:</td>
<td>36,761</td>
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</tbody>
</table>

*The total number also includes ePC, Laser, CPCA visitors who visited SEMI® shows.*
VISITOR INFORMATION

Influential customers come from every discipline in the buying cycle.

SEMICON China, SOLARCON China, and FPD China attract key decision-makers.

The data on this page shows the demographic make up of visitors. The show attracts a very high caliber attendee and as a whole they represent every sector of the microelectronics supply chain.

Visitor Job Levels

Strong decision making presence with 64% of visitors representing management.

- 12% EXECUTIVE MANAGEMENT (chair, president, chief)
- 22% SENIOR MANAGEMENT (vice president, director, etc.)
- 30% OTHER MANAGEMENT
- 31% NON-MANAGEMENT (staff, professionals)
- 5% OTHER (includes trainees)

Visitors' Primary Job Function

54% of visitors represent engineering job functions.

- 16% MARKETING AND SALES
- 15% FABRICATION AND PROCESS ENGINEERING
- 15% EXECUTIVE MANAGEMENT
- 12% RESEARCH & DEVELOPMENT ENGINEERING
- 11% MANUFACTURING, ENGINEERING, OPERATIONS MGMT.
- 9% PURCHASING/PROCUREMENT
- 8% QUALITY ASSURANCE AND TEST ENGINEERING
- 6% ASSEMBLY, PACKAGING ENGINEERING
- 3% PRODUCT MANAGEMENT
- 2% OTHER
- 2% FACILITIES AND/OR SUPPORT ENGINEERING
- 1% FINANCIAL; INDUSTRY ANALYST
- 1% GOVERNMENT; PUBLIC POLICY
- 1% ENVIRONMENT, HEALTH, & SAFETY

Visitors’ Purchasing Authority

There is a strong purchasing influence in this audience, with 89% of visitors involved in product selection and technology purchasing decisions.

- 20% FINAL DECISION MAKER; CO-DECIDES
- 25% RECOMMEND; CONSULT
- 44% SPECIFY OR EVALUATE
- 11% NO ROLE
VISITOR PROFILE
All percentages are based on 18,325 visitor responses.

Where did they come from?
Visitors from 29 provinces within 7 main areas of China visited the show. The majority came from East China which includes Anhui, Fujian, Jiangsu, Jiangxi, Shandong and Zhejiang.

- 88% China: 16,314
- 12% International: 2,150

How did they find out about the event?
The preshow marketing material and emails sent by exhibiting companies were the most effective in bringing visitors to the show.

- 30% Exhibitor’s invitation
- 24% Show website and internet advertisement
- 20% Friends or colleagues’ introduction
- 17% Organizer’s letter or email
- 7% Newspaper and magazines
- 2% Other

Visiting Company’s Main Product*
These are the visitors’ main product area and the top five categories in each segment.
* Some visitors chose more than one segment.

97% Semiconductor
- Semiconductor (IC or Discrete Device Manufacturing/IDM)
- Equipment Manufacturers
- Materials Manufacturers
- Test, Assembly & Packaging Contract Service Provider
- Wafer Fab Foundry Services Provider

61% Solar
- Device Manufacturing
- PV Materials
- PV Equipment
- PV Systems
- Components, Parts, and Accessories

47% FPD
- Factory Design and Construction
- FPD Materials and Components
- FPD Equipment
- Other (consulting, services, related industry, etc.)
- FPD Panel and Module

Top Attending Companies
SEMICON, SOLARCON, and FPD China attract the most qualified buying teams throughout China, representing the city governments, leading companies and other major players.

- Advanced Semiconductor Mfg. Corp.
- Amkor Assembly and Test (Shanghai)
- Applied Materials
- Astronergy|Chint Solar (ZHEJIANG)
- AU Optronics Suzhou
- CSMS Technologies
- Fairchild Semiconductor (Suzhou)
- Global Advanced Packaging Technology
- Grace Semiconductor Mfg. Corp.
- Hangzhou Silan Integrated Circuit
- Hejian Tech. (Suzhou)
- Hynix-ST Semiconductor
- InfoVision Optoelectronics
- Intel Products
- LDK Solar
- Nantong Fujitsu Microelectronics
- REC Silicon
- Samsung Elect. Semiconductor (Suzhou)
- Semiconductor Mfg. Int’l Corp. (SMIC)
- Shanghai Belling
- Shanghai Hua Hong NEC Electronics
- Shanghai Tianma Micro-electronics
- Shanghai Zhonghang Optoelectronics
- STATS ChipPAC Shanghai
- SVA-Fuji Optoelectronics Materials
- Taiwan Semiconductor Mfg. Co. (TSMC)
- Trina Solar Limited
Visiting Company's Main Areas of Interest

This data shows what product and services visitors are looking for at the show. Visitors can choose more than one product/service, therefore the percentages will not add up to 100%. The percentages are based on 18,325 visitors who responded to the demographic questionnaire.

<table>
<thead>
<tr>
<th>165% Semiconductor Equipment</th>
<th>65% Semiconductor Materials</th>
<th>28% Other Products and Services</th>
<th>57% FPD</th>
<th>54% Photovoltaic Device Manufacturing</th>
<th>53% PV Equipment</th>
<th>40% PV Material</th>
<th>25% PV Systems</th>
<th>15% PV Components, Tracking and Mounting System</th>
<th>21% PV Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test Equipment</td>
<td>Process Materials</td>
<td>Factory Control Automation/Facilities</td>
<td>10%</td>
<td>PV: Cells</td>
<td>Cells</td>
<td>Feedstock: Monocrystalline Silicon, Polycrystalline Silicon, UMO, etc.</td>
<td>14%</td>
<td>Chargers, Batteries</td>
<td>Education, Training</td>
</tr>
<tr>
<td>Inspection &amp; Measurement Products</td>
<td>Assembly &amp; Packaging Materials</td>
<td>Components Parts &amp; Accessories</td>
<td>8%</td>
<td>PV: Modules</td>
<td>Inspection and Metrology</td>
<td>Consumables</td>
<td>Inverters</td>
<td>Cables, Connectors, Junction Boxes</td>
<td>Financing, Promotion</td>
</tr>
<tr>
<td>Assembly and Packaging Equipment</td>
<td>Wafer and Substrates</td>
<td>Sub-Systems</td>
<td>6%</td>
<td>Solar Thermal</td>
<td>Integration and Automation</td>
<td>Ingots, Wafers</td>
<td>Measurement and Control Technology</td>
<td>Tracking Systems</td>
<td>10%</td>
</tr>
<tr>
<td>Bumping Systems</td>
<td>Chemicals &amp; Solids</td>
<td>Modules</td>
<td>6%</td>
<td>Other</td>
<td>Modules</td>
<td>Gases and Liquid Chemicals</td>
<td>Stand-alone Systems</td>
<td>8%</td>
<td></td>
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<tr>
<td>CMP</td>
<td></td>
<td></td>
<td>7%</td>
<td>Other</td>
<td></td>
<td>Other</td>
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<tr>
<td>Deposition (CVD, PVD, ALD, Plating)</td>
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<td></td>
<td>8%</td>
<td>Thin Film</td>
<td></td>
<td>Gases</td>
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<tr>
<td>Etching/Stripping/Ashing</td>
<td></td>
<td></td>
<td>8%</td>
<td>Wafers</td>
<td></td>
<td>Solar Glass, Encapsulation</td>
<td></td>
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<tr>
<td>Cleaning</td>
<td></td>
<td></td>
<td>9%</td>
<td>Silicon</td>
<td></td>
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<tr>
<td>Lithography/Exposure</td>
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<td>5%</td>
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<td>Thermal Processing</td>
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<td>8%</td>
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<tr>
<td>Crystal Growing &amp; Machining</td>
<td>Test Materials</td>
<td>Software</td>
<td>8%</td>
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<tr>
<td>Coating/Develop/Resist Processing Track</td>
<td>Masks / Mask Making Materials</td>
<td>Support Products (includes consumables)</td>
<td>8%</td>
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<tr>
<td>Epitaxy Equipment</td>
<td>Gases</td>
<td></td>
<td>8%</td>
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<tr>
<td>Other Equipment</td>
<td>Nanotechnology Materials</td>
<td></td>
<td>6%</td>
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<tr>
<td>Transfer Systems for Wafer or Reticles</td>
<td>Ion Implantation</td>
<td></td>
<td>7%</td>
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<tr>
<td>MEMS Equipment</td>
<td>Wafer Identification/Marking</td>
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<td>6%</td>
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<tr>
<td>FPD End Product</td>
<td>Nanotechnology Equipment/Tools</td>
<td></td>
<td>5%</td>
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<tr>
<td>FPD Manufacturing Facility/Environment/Automation System</td>
<td>FPD Software, Market Data and Industrial Service</td>
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<td>4%</td>
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<td>Other</td>
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<td>Other</td>
<td>3%</td>
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<tr>
<td>54% Photovoltaic Device Manufacturing</td>
<td>PV: Stand-Alone Systems</td>
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<td>7%</td>
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<tr>
<td>53% PV Equipment</td>
<td>PV: Building-Integrated Solutions</td>
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<td>7%</td>
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<td>40% PV Material</td>
<td>Solar Architecture</td>
<td>Other</td>
<td>6%</td>
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<td>25% PV Systems</td>
<td>Other</td>
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<td>5%</td>
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<tr>
<td>15% PV Components, Tracking and Mounting System</td>
<td>PV: Stand-Alone Systems</td>
<td></td>
<td>5%</td>
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<tr>
<td>21% PV Services</td>
<td>Gases and Liquid Chemicals</td>
<td>Other</td>
<td>4%</td>
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<td></td>
<td>Solar Glass, Encapsulation</td>
<td>Gases</td>
<td>7%</td>
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<td>4%</td>
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