



*Displaying your vision!*

**Chunghwa Picture Tubes, Ltd.**

**1Q10 Investor Conference**

# Safe Harbor Statement

The statements included in this presentation that are not historical in nature are forward-looking statements. These forward-looking statements which may include statements regarding CPT's future results of operations, financial condition, and investment plan are subject to significant risks and uncertainties and are based on CPT current expectations.

Actual results may differ materially from those expressed or implied in these forward-looking statements for a variety of reasons, including, among other things: the cyclical fluctuation and our gross margin affected by downward price pressures; our dependence on growth in the demand for our products; dependence on access to raw materials and components; general economic and political conditions, including those related to the TFT-LCD industry; possible disruptions in commercial activities caused by natural and human-induced disasters; and fluctuations in foreign currency exchange.

Additional information as to these and other factors that may cause actual results to differ materially from CPT forward-looking statements can be found in CPT annual report on Market Observe Post System in Security and Future Commission website.

# Agenda



- **Opening**
- **CPT Financials**
- **Market &CPT**
- **Q&A**

# 1Q10 Sales Results



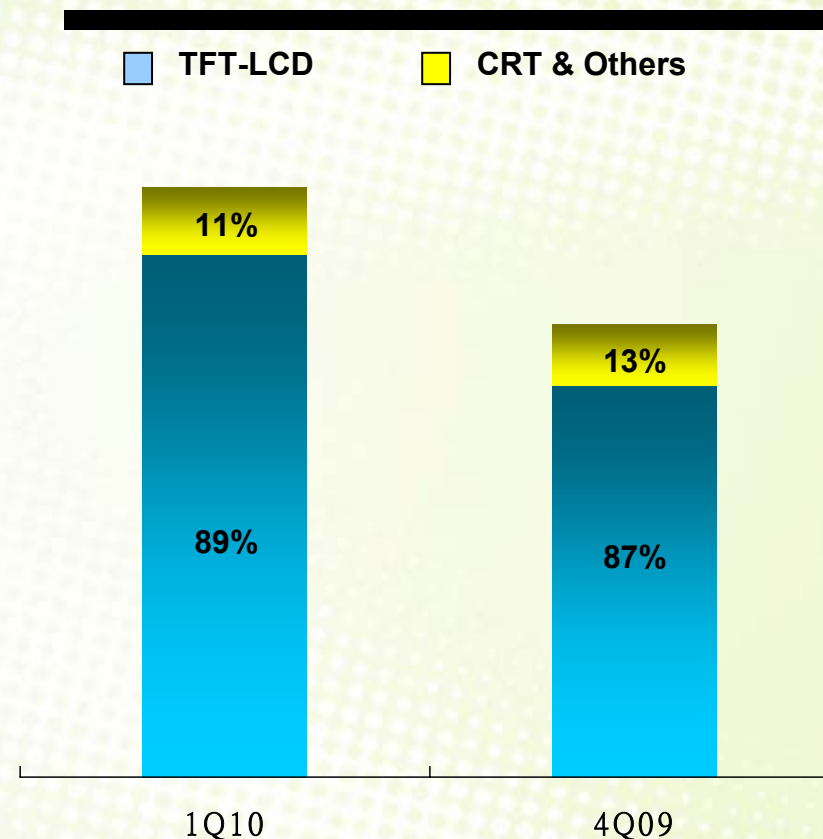
Unit: NT\$ M.

Revenue	1Q10	4Q09	QoQ %
<b>Group</b>	<b>21,836</b>	<b>16,773</b>	<b>30.2</b>
<b>TFT-LCD</b>	<b>19,364</b>	<b>14,525</b>	<b>33.3</b>
(L)	15,236	10,836	40.6
(S&M)	4,128	3,689	11.9
<b>CRT &amp; Other</b>	<b>2,472</b>	<b>2,248</b>	<b>10.0</b>

Revenue	1Q10	1Q09	YoY %
<b>Group</b>	<b>21,836</b>	<b>9,797</b>	<b>122.9</b>
<b>TFT-LCD</b>	<b>19,364</b>	<b>8,001</b>	<b>142.0</b>
(L)	15,236	6,272	142.9
(S&M)	4,128	1,583	160.8
<b>CRT &amp; Other</b>	<b>2,472</b>	<b>1,796</b>	<b>37.6</b>

QoQ Revenue Breakdown



Source: Unaudited company data

# 1Q10 Consolidated Income Statement



Unit: NT\$ M.	1Q10	4Q09	QoQ Chg (%)	1Q09	YoY Chg (%)
<b>Net Sales</b>	<b>21,836</b>	<b>16,773</b>	<b>30.2</b>	<b>9,797</b>	<b>122.9</b>
<b>Gross Profit</b>	<b>(284)</b>	<b>(3,703)</b>	<b>92.3</b>	<b>(7,708)</b>	<b>96.3</b>
<b>Operating Income</b>	<b>(2,472)</b>	<b>(6,476)</b>	<b>61.8</b>	<b>(9,595)</b>	<b>74.2</b>
<b>Pre-tax Income</b>	<b>(2,708)</b>	<b>(12,193)</b>	<b>77.8</b>	<b>(11,145)</b>	<b>75.7</b>
<b>Net Income</b>	<b>(2,989)</b>	<b>(11,918)</b>	<b>74.9</b>	<b>(11,133)</b>	<b>73.2</b>
<b>Adjusted EBITDA<sup>1</sup></b>	<b>3,892</b>	<b>232</b>	<b>1,577.6</b>	<b>(3,000)</b>	<b>229.7</b>
<b>EPS</b>	<b>(0.18)</b>	<b>(0.72)</b>		<b>(1.18)</b>	
<b>Margin (%)</b>					
<b>Gross Margin</b>	<b>(1.3)</b>	<b>(22.1)</b>		<b>(78.7)</b>	
<b>Operating Margin</b>	<b>(11.3)</b>	<b>(38.6)</b>		<b>(97.9)</b>	
<b>EBITDA Margin</b>	<b>17.8</b>	<b>1.4</b>		<b>(30.6)</b>	

Source: Unaudited company data

Note1: Adjusted EBITDA is defined as operating income, plus depreciation and amortization.

# 1Q10 Consolidated Balance Sheet



Unit: NT\$ M.	1Q10	4Q09	QoQ Chg (%)	1Q09	YoY Chg (%)
Cash & ST Investment	22,756	18,487	23.1	18,077	25.9
Inventory	7,858	7,382	6.4	10,479	(25.0)
Short-term Debt	27,901	24,982	11.7	45,599	(38.8)
Long-term Debt	22,510	26,204	(14.1)	23,247	(3.2)
Stockholders' Equity	61,412	65,555	(6.3)	71,593	(14.2)
Book Value per Share	3.74	3.99	(6.3)	7.43	(49.7)
<b>Ratios (%)</b>					
Debt / Equity	82	78		96	
Net Debt / Equity	45	50		71	
Inventory Turnover (days) <sup>2</sup>	32	32		47	

Source: Unaudited company data

Note2: Average period of the designated period divided by annualized and multiplied by 365 days

# 1Q10 TFT BU Income Statement



Unit: NT\$ M.	1Q10	4Q09	QoQ Chg (%)	1Q09	YoY Chg (%)
<b>Net Sales</b>	<b>19,364</b>	<b>14,525</b>	<b>33.3</b>	<b>8,001</b>	<b>142.0</b>
<b>Gross Profit</b>	<b>(436)</b>	<b>(3,364)</b>	<b>87.0</b>	<b>(7,166)</b>	<b>93.9</b>
<b>Operating Income</b>	<b>(2,440)</b>	<b>(5,913)</b>	<b>58.7</b>	<b>(8,896)</b>	<b>72.6</b>
<b>Pre-tax Income</b>	<b>(2,712)</b>	<b>(5,972)</b>	<b>54.6</b>	<b>(10,465)</b>	<b>74.1</b>
<b>Adjusted EBITDA</b>	<b>3,857</b>	<b>360</b>	<b>971.4</b>	<b>(2,787)</b>	<b>238.4</b>
<b>EBITDA per Panel<sup>3</sup></b>	<b>618</b>	<b>75</b>	<b>724.0</b>	<b>(908)</b>	<b>168.1</b>
<b>Margin (%)</b>					
<b>Gross Margin</b>	<b>(2.3)</b>	<b>(23.2)</b>		<b>(89.6)</b>	
<b>Operating Margin</b>	<b>(12.6)</b>	<b>(40.7)</b>		<b>(111.2)</b>	
<b>EBITDA Margin</b>	<b>19.9</b>	<b>2.5</b>		<b>(34.8)</b>	

Source: Unaudited company data

Note3: The unit for EBITDA per "large-sized" panel is NT\$ .

# 1Q10 CRT BU Income Statement



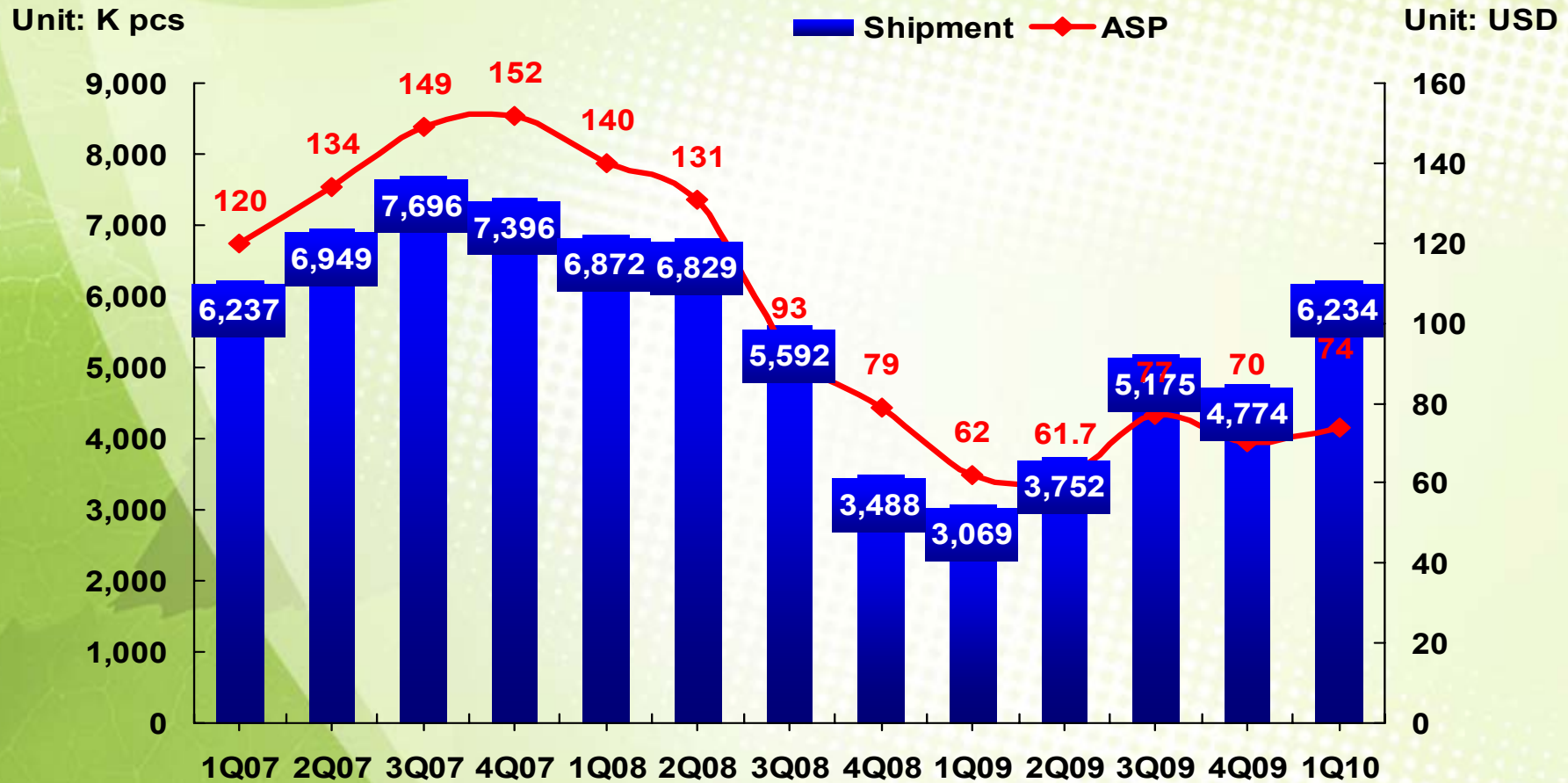
Unit: NT\$ M.	1Q10	4Q09	QoQ Chg (%)	1Q09	YoY Chg (%)
<b>Net Sales</b>	<b>2,471</b>	<b>2,246</b>	<b>10.0</b>	<b>1,796</b>	<b>37.6</b>
<b>Gross Profit</b>	<b>154</b>	<b>(339)</b>	<b>145.4</b>	<b>(538)</b>	<b>128.6</b>
<b>Operating Income</b>	<b>(30)</b>	<b>(539)</b>	<b>94.4</b>	<b>(704)</b>	<b>95.7</b>
<b>Pre-tax Income</b>	<b>(3)</b>	<b>(4,471)</b>	<b>99.9</b>	<b>(689)</b>	<b>99.6</b>
<b>Adjusted EBITDA</b>	<b>35</b>	<b>(119)</b>	<b>129.4</b>	<b>(232)</b>	<b>115.1</b>
<b>Margin (%)</b>					
<b>Gross Margin</b>	<b>6.2</b>	<b>(15.1)</b>		<b>(30.0)</b>	
<b>Operating Margin</b>	<b>(1.2)</b>	<b>(24.0)</b>		<b>(39.2)</b>	
<b>EBITDA Margin</b>	<b>1.4</b>	<b>(5.3)</b>		<b>(12.9)</b>	

Source; Unaudited company data

# TFT-LCD Panel Shipment – (L)



- In 1Q10, TFT-LCD large-sized panel shipments were around 6.2M., up 30.6% QoQ.
- In 1Q10, blended ASP approximated US\$74, up 5.7% QoQ.

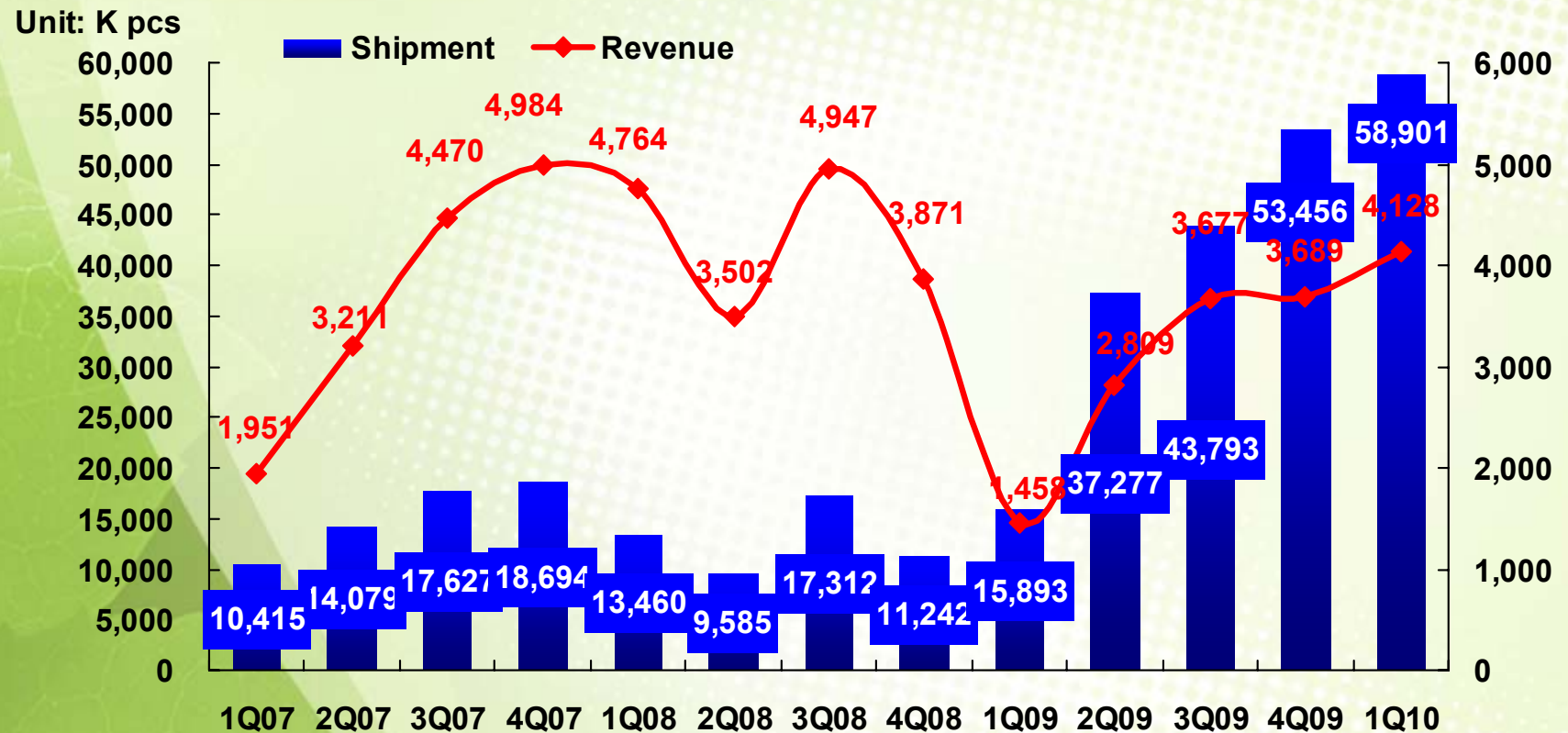


Source: Unaudited company data

# TFT-LCD Panel Shipment – (S&M)



- In 1Q10, TFT-LCD small- and medium-sized panel shipments were around 58.9M., up 10.2% QoQ.
- In 1Q10, the revenue generated from this sector was NT\$ 4,128M. , up 11.9% QoQ.



Source: Unaudited company data

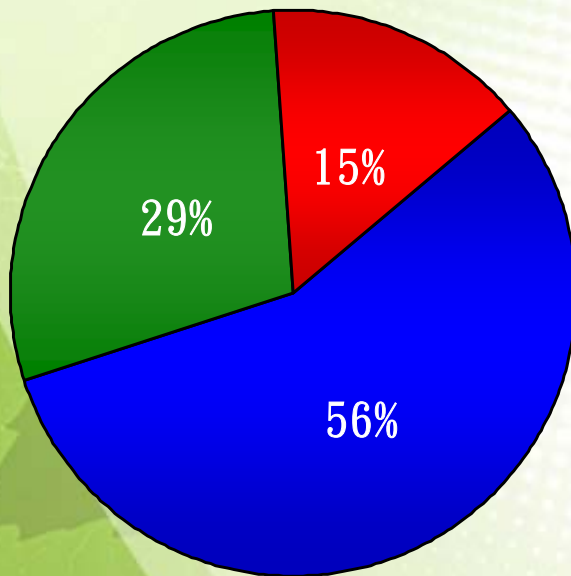
# Product Mix by Application Shipments



- In 1Q10, NB+NNB shipment portion increased to 29% in TFT-LCD large-sized panel.

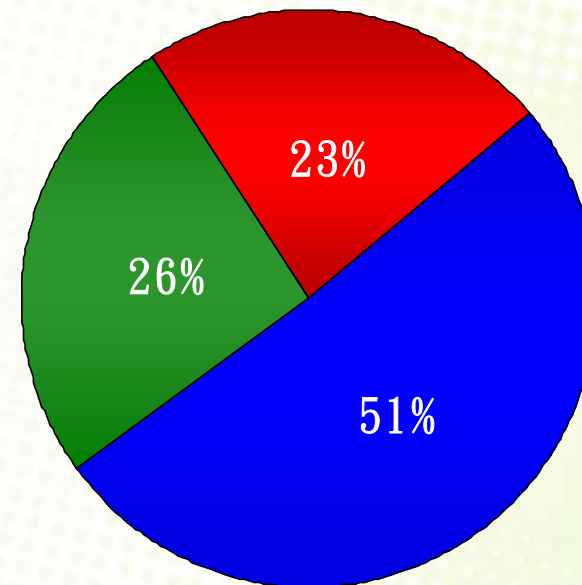
1Q10 TFT-LCD Product Mix

■ Monitor ■ NB+ NNB ■ TV



4Q09 TFT-LCD Product Mix

■ Monitor ■ NB+ NNB ■ TV



Source: Unaudited company data

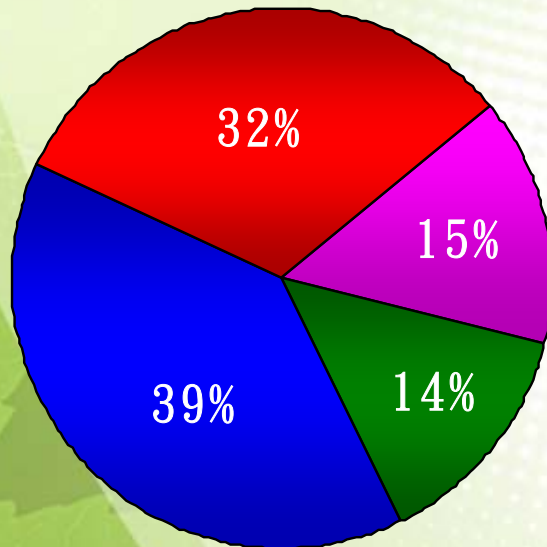
# Shipments Breakdown by Size



- In 1Q10, the portion of TFT-LCD large-sized shipments of <15" ~ 15.6" increased to 29%.

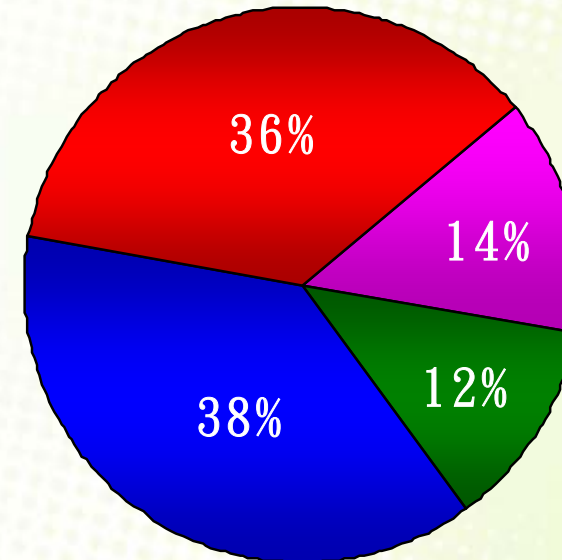
1Q10 TFT-LCD Breakdown by Size

■ <15" ■ 15"~15.6" ■ 17"~20" ■ >=20.1"



4Q09 TFT-LCD Breakdown by Size

■ <15" ■ 15"~15.6" ■ 17"~20" ■ >=20.1"



Source: Unaudited company data

# CPT 1Q10 Highlight



	Substrate Size (mm)	Capacity
T2	680*880	72,600
L1A	730*920	90,000
L1B	730*920	90,000
L2	1500*1850	100,000 (Q1) ↓ 110,000 (Q2)
Y1 (CF)	730*920	220,000
Y2(CF)	1500*1850	60,000 (Q1) ↓ 90,000 (Q2)
H2 (CF)	680*880 / 730*920	75,000

1Q10

Sales: NT\$ 21.8 B.

Large-sized Panel Shipments:

6.2 M.

Small & Medium-sized Panel Shipment:

58.9 M.

CAPEX (NT\$ B.)

2010: NT\$ 5.7 B.

# Appendix: 1Q10 Non-Consolidated Income Statement



Unit: NT\$ M.	1Q10	4Q09	QoQ Chg (%)	1Q09	YoY Chg (%)
<b>Net Sales</b>	<b>18,891</b>	<b>14,252</b>	<b>32.5</b>	<b>7,899</b>	<b>139.2</b>
<b>Gross Profit</b>	<b>(2,950)</b>	<b>(3,593)</b>	<b>17.9</b>	<b>(7,254)</b>	<b>59.3</b>
<b>Operating Income</b>	<b>(4,423)</b>	<b>(5,626)</b>	<b>21.4</b>	<b>(8,463)</b>	<b>47.7</b>
<b>Net Income</b>	<b>(4,655)</b>	<b>(6,191)</b>	<b>24.8</b>	<b>(11,133)</b>	<b>58.2</b>
<b>Adjusted EBITDA<sup>1</sup></b>	<b>1,253</b>	<b>272</b>	<b>360.7</b>	<b>(2,732)</b>	<b>145.9</b>
<b>EPS</b>	<b>(0.28)</b>	<b>(0.38)</b>		<b>(1.18)</b>	
<b>Margin (%)</b>					
<b>Gross Margin</b>	<b>(15.6)</b>	<b>(25.2)</b>		<b>(91.8)</b>	
<b>Operating Margin</b>	<b>(23.4)</b>	<b>(39.5)</b>		<b>(107.1)</b>	
<b>EBITDA Margin</b>	<b>6.6</b>	<b>1.9</b>		<b>(34.6)</b>	

Source: Unaudited company data

Note1: Adjusted EBITDA is defined as operating income, plus depreciation and amortization.