

About Pericom Semiconductor

Pericom is a worldwide high growth semiconductor company specializing in the timing, switching, signal conditioning, and bridging of serial high speed signals. Utilizing both silicon and quartz based technologies; the company designs and sells semiconductor chips that connect components inside products such as high-definition TVs, smart phones, notebooks, servers, networking and telecom products, and many other applications within the consumer, computing and communication markets. Its ICs, crystals and crystal oscillators are designed to connect, time and condition high-speed serial signals like PCI Express, HDMI/DVI, DisplayPort, SATA/SAS, USB, Gigabit Ethernet and Fibre Channel that is prevalent in today's high-speed, high-bandwidth platforms.

Market Need/Opportunity

Electronics today are fast – the signals that connect the electronics platform together operate at increasingly higher speeds to handle higher amounts of data transfer. Most commonly, these signals travel over what is called a serial bus. A serial bus typically uses an industry standard 'signal protocol', such as PCI Express, USB, SATA/SAS, or Ethernet, to quickly send data in a single 'serial' stream from one point to another. Some of these serial signal protocols operate at speeds of over 10 Gigabits/second. However, these high speeds create a multitude of timing, connectivity and signal integrity challenges. High-speed applications rely on signal integrity, and the higher the speed, the more the signal quality degrades over a given distance. Without the implementation of a signal conditioner, the distance between points of data transmission must be very short to keep the signal clear, limiting design options. In addition, timing sensitivity, signal routing errors and other connectivity issues also increase at high-speed. Pericom offers a broad portfolio of solutions specifically designed for high-speed serial signal integrity, timing sensitivity and connectivity serving a large and growing market of over \$1B combined market SAM.

Differentiation: Focused on High-speed Serial Connectivity

Pericom is dedicated to providing solutions that enable better, faster and more reliable signal connectivity. This focus produced a portfolio of silicon-based ICs, quartz crystals and crystal oscillators, fully integrated and compatible, for maximizing the potential of high-speed signals. Pericom offers elegant one-chip solutions and unique signal integrity products that replace expensive multiple-chip designs, eliminate expensive cable and allow for extended flexibility – and this in turn results in increased system reliability, shortened development time and reduced development costs for the end application or platform.

- ◆ Broad portfolio of vertically integrated connectivity, signal integrity and timing solutions
- ◆ Solutions provide standards compliance, increased system reliability, and lowered system costs
- ◆ Unique signal conditioning products enable the full potential of high-speed serial protocols

Products

Pericom's high-speed timing, connectivity and signal integrity ICs, crystals and crystal oscillators are available in a variety of Pb-free and Green packages, including many ultra-small space-saving and low-power options. Product families include signal switches, packet switches, bridges, ReDriver™ signal conditioners, LVDS, level-shifters, clock generator/buffer families, power management, and SaRonix-eCera™ brand crystals, crystal oscillators, and industry unique hybrid timing products.

Application Focus

Pericom's solutions enable serial connectivity in virtually any market, including, but not limited to:

- ◆ Notebook/PC/Tablet
- ◆ Telecommunications
- ◆ Enterprise networks
- ◆ Ultra Mobility: Smart Phone
- ◆ Home Appliance: i.e. timers, switches, and power management
- ◆ Embedded Applications i.e. Automotive, medical, video surveillance, IPC
- ◆ Datacenter/cloud computing, networking, servers and storage

Partners and Customers

Pericom creates alliances with industry leaders to bring customers next-generation solutions ready for rapid design implementation with protocol compatibility and sensitivity to footprint, power-savings and cost. Pericom's top customers in the computing, consumer electronics and communications markets include:

- ◆ Dell
- ◆ Western Digital
- ◆ Lenovo
- ◆ Cisco
- ◆ Huawei
- ◆ Hewlett Packard

History

Founded in 1990 by Alex and John Hui, the company has thrived in its San Jose, California headquarters since its IPO in 1997. Pericom has over 1,020 employees worldwide, with design centers in North America and Asia, and technical and sales support offices worldwide.

Technology Patents

Pericom has over 100 U.S. technology patents and others pending.

Executive Management Team

Pericom has a highly experienced management team in place to support long-term growth:

- ◆ Alex Chi-Ming Hui, President & CEO
- ◆ John Chi-Hung Hui, Sr. VP, Technology
- ◆ Aaron Tachibana, Sr. VP, Finance, CFO
- ◆ Tat Choi, VP, Design Engineering
- ◆ Michael Chen, VP, ASIC Engineering
- ◆ Hong-Leong Hong, VP, Product & Application Engineering
- ◆ George Kao, VP, Operations
- ◆ Wilfred Ling, VP, Asia Sales
- ◆ Nial Van Wagner, VP, NA+EU Sales

Board of Directors

- ◆ Alex Chi-Ming Hui, Chairman of the Board
- ◆ John Chi-Hung Hui, Director
- ◆ Michael J. Sophie, Director
- ◆ Edward Yang, Director
- ◆ Hau L. Lee, Director
- ◆ Simon Wong, Director

Pericom World Headquarters:

3545 N. 1st Street
San Jose, CA 95134
USA
Telephone: 408-435-0800
Fax: 408-435-1100