

## About Pericom Semiconductor

Pericom is a fast-growing semiconductor company specializing in integrated connectivity and timing solutions. The company designs silicon and quartz-based chips to connect components inside systems such as high-definition TVs, smart phones, notebooks, servers 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 USB prevalent in today's high-speed, high-bandwidth video, wireless and ultra-mobility designs.

## Market Need/Opportunity

Electronics today are fast – the signals that drive them run at increasingly higher speeds. Most commonly this is done using a serial bus, or high-speed circuit board, which connects components in computers and consumer devices. The bus uses serial signals, like PCI Express or USB, to quickly send data in a single stream from one point to another. 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 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-speeds. 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 1B combined market SAM.

## Differentiation: Focused on High-speed Serial Connectivity

Pericom is dedicated to providing solutions that enable better, faster and more reliable connectivity. This focus produced a portfolio of silicon-based ICs and SaRonix-eCera 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<sup>TM</sup> signal conditioners, LVDS, level-shifters, clock generator/buffer families, and SaRonix-eCera<sup>TM</sup> frequency control crystals and crystal oscillators.

## Application Focus

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

- ★ Notebook/PC
- ★ Ultra mobility, cell phone, PDA
- ★ Digital Video, LCD, TV
- ★ Enterprise networks and servers

## 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
- ★ Samsung
- ★ Intel
- ★ Garmin
- ★ Cisco
- ★ 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 500 employees worldwide, with design centers in North America and Asia, and technical and sales support offices around the world.

## Award and Industry Recognition

- ★ SF Chronicle Bay Area's Top Companies, April 2008 and April 2009
- ★ Fortune Magazine's 100 Fastest Growing Companies, July 2008 and 2009
- ★ The Mercury News Top 150 Silicon Valley Companies, 2007, 2008 and 2009
- ★ Electronic Business 30 Best Small Companies, June 2007

## Technology Patents

Pericom has over 112 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 & Director, Technology
- ★ Angela Chen, CFO & VP, Finance
- ★ Gerry Liu, Sr. VP, Marketing
- ★ 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
- ★ Dennis McKenna, Director
- ★ Michael J. Sophie, Director
- ★ Edward Yang, Director
- ★ Hau L. Lee, Director
- ★ Simon Wong, Director

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