

# Key Objectives for FY'92

## \* Successful Product Design Win

- MS-DOS ROM Version
- Windows 3.1 & Extensions
- Windows NT

## \* More Windows Shipping Ratio

## \* More Apps Commitment

## \* Stretch Coverage to Smaller OEMs

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# FY'92 Revenue Projection

	FY92Q1		FY92Q2		FY92Q3		FY92Q4	
	Budget	Actual	Budget	Forecast	Budget	Forecast	Budget	Forecast
✓ Acer	1,046,393	1,196,394	1,275,000	3,882,500	1,275,000	1,582,500	2,545,950	1,582,500
✓ Twinhead	537,000	537,000	671,250	632,250	671,250	632,250	671,250	632,250
✓ Autocomputer	270,000	270,000	337,500	337,500	337,500	337,500	337,500	337,500
✓ Tatung	325,000	368,750	325,000	368,750	325,000	368,750	375,000	256,250
✓ Quanta	28,125	28,125	56,250	56,250	56,250	56,250	56,250	56,250
✓ Datatech	583,438	640,000	734,875	1,001,625	734,875	1,001,625	1,313,000	1,556,000
✓ Copam	381,375	661,575	381,375	661,575	2,089,000	1,738,000	418,000	732,200
✓ Mitac	562,500	562,500	640,000	962,000	320,000	481,000	320,000	481,000
✓ Lvi-Cheng	276,250	276,250	662,500	312,600	293,000	180,000	293,000	180,000
✓ Sampo	100,000	100,000	100,000	100,000	200,000	200,000	200,000	200,000
✓ Mustek	56,000	56,000	56,000	56,000	56,000	56,000	59,400	112,000
✓ Morden	365,000	365,000	365,000	193,750	365,000	193,750	456,250	193,750
✓ Arche	0	912,500	0	462,500	0	531,250	0	531,250
✓ Chicony	0	199,000	0	199,000	0	199,000	0	199,000
✓ PCU	0	200,000	0	50,000	0	50,000	0	50,000
✓ CAF	140,000	235,542	140,000	192,000	140,000	192,000	175,000	240,000
✓ Chaplet	0	68,750	0	185,440	0	92,720	0	92,720
✓ Plus & Plus	44,400	150,000	44,400	100,000	55,500	100,000	55,500	100,000
✓ FIC	0	0	0	334,400	0	167,200	0	167,200
✓ Spring	0	0	0	178,800	0	89,400	0	89,400
✓ Systex	0	22,000	0	55,000	0	55,000	0	55,000
<b>Total</b>	<b>4,715,481</b>	<b>6,849,386</b>	<b>5,789,150</b>	<b>10,321,940</b>	<b>6,918,375</b>	<b>8,304,195</b>	<b>7,276,100</b>	<b>7,844,270</b>

+18,549,953

-191,998

-320,000

-10,000

+39,840

+565,200

17.1

16.1

33.2

1941/95

7.8

8.3

10.3

6.8

9,755,740

410

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# Major Accounts

	FY92Q1			FY92Q2			FY92Q3			FY92Q4		
	Budget	Actual	Budget	Forecast	Budget	Forecast	Budget	Forecast	Budget	Forecast	Budget	Forecast
Acer	1,046,393	1,196,394	1,275,000	3,882,500	1,275,000	1,582,500	2,545,950	1,582,500	2,545,950	1,582,500	2,545,950	1,582,500
Datatech	583,438	640,000	734,875	1,001,625	734,875	1,001,625	1,313,000	1,001,625	1,313,000	1,001,625	1,313,000	1,556,000
Copam	381,375	661,575	381,375	661,575	2,089,000	1,738,000	418,000	1,738,000	418,000	1,738,000	418,000	732,200
Mitac	562,500	562,500	640,000	962,000	320,000	481,000	320,000	481,000	320,000	481,000	320,000	481,000
Twinhead	537,000	537,000	671,250	632,250	671,250	632,250	671,250	632,250	671,250	632,250	671,250	632,250
Arche	0	912,500	0	462,500	0	531,250	0	531,250	0	531,250	0	531,250
Tatung	325,000	368,750	325,000	368,750	325,000	368,750	375,000	368,750	375,000	368,750	375,000	256,250
Autocomputer	270,000	270,000	337,500	337,500	337,500	337,500	337,500	337,500	337,500	337,500	337,500	337,500

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## Major Q1 Events

- \* Demo/Present to OEMs of Pen Computing
- \* Participate MCT Activities for Members
- \* Participate ACE Initiative Promotion Activities

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# Major Q2 Events

\* MS-DOS 5.0 ROM Version Seminar

\* Windows NT Design Workshop

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# DRI Account

Class A	Asure, Arima, Flytech, Unitron, Veridata, Paoku.
Class B	AGC, Kingtel, Long Hwa, Teco, Logitech, Vexcel, Dyna Mech, Dual, Mandax.
Class C	???

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# Strategy Against DRI

## \* Lobby Consortium Activities

- MCT

- Palmtop-hand hold

*need prevent info*

## \* Sell for Majority Volume Shipper

- Notebook

- Palmtop

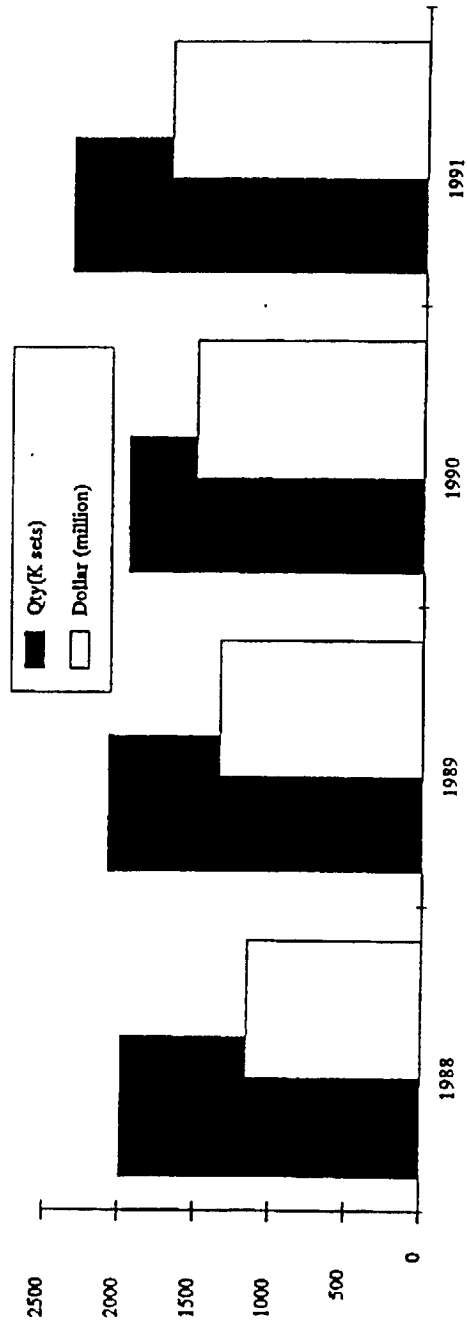
## \* Push Longer Term Per Processor Contract

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# PC Exports



	1988	1989	1990	1991
Qty(K sets)	1,986	2,087	1,949	2,340
Dollar (million)	1,151	1,341	1,510	1,688

Source: Custom Exports and MIC

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# PC Exports

Analysis is based on 1991/1990 first 6 months data

	Desktop	Portable
Quality	85.55%	14.45%
Dollar Value	80%	20%
Quantity Growth Rate	23%	88%
Dollar Value Growth Rate	14.43%	50%

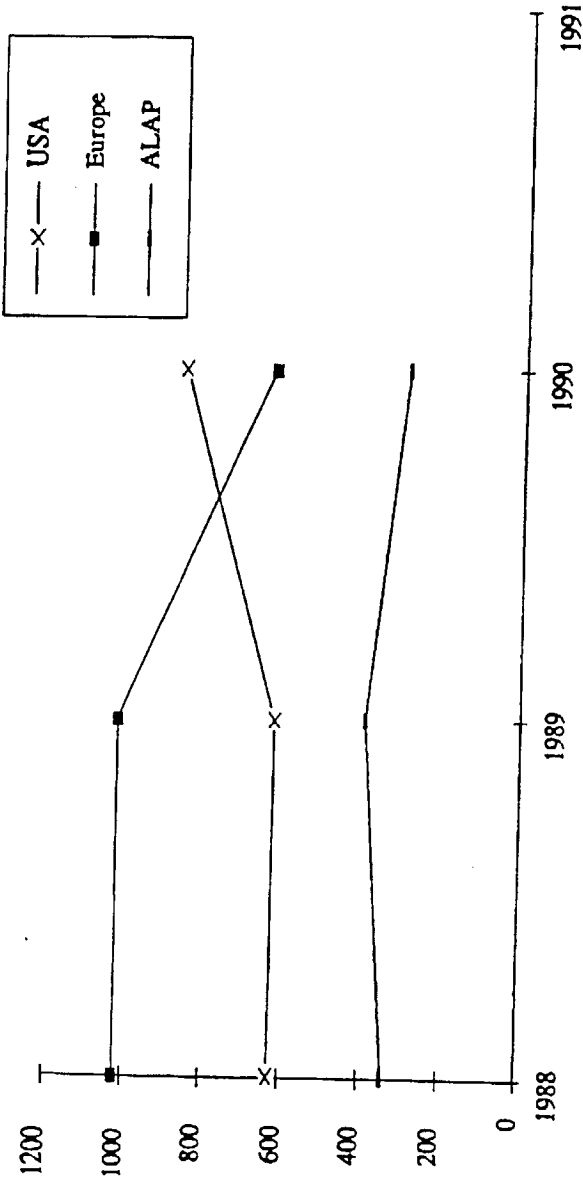
Source: MIC

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# PC Exports



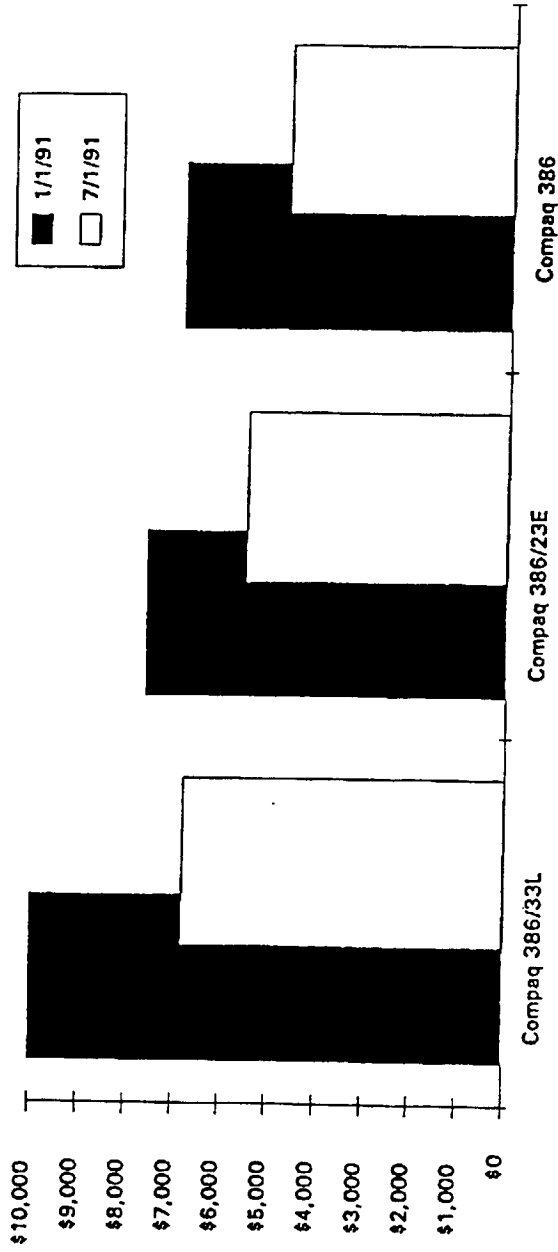
	1988	1989	1990	1991
USA (K sets)	1000	600	861	632
Europe (K sets)	626	1021	1022	297
ALAP (K sets)	339	393	393	297

Source: Custom Exports

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# Price

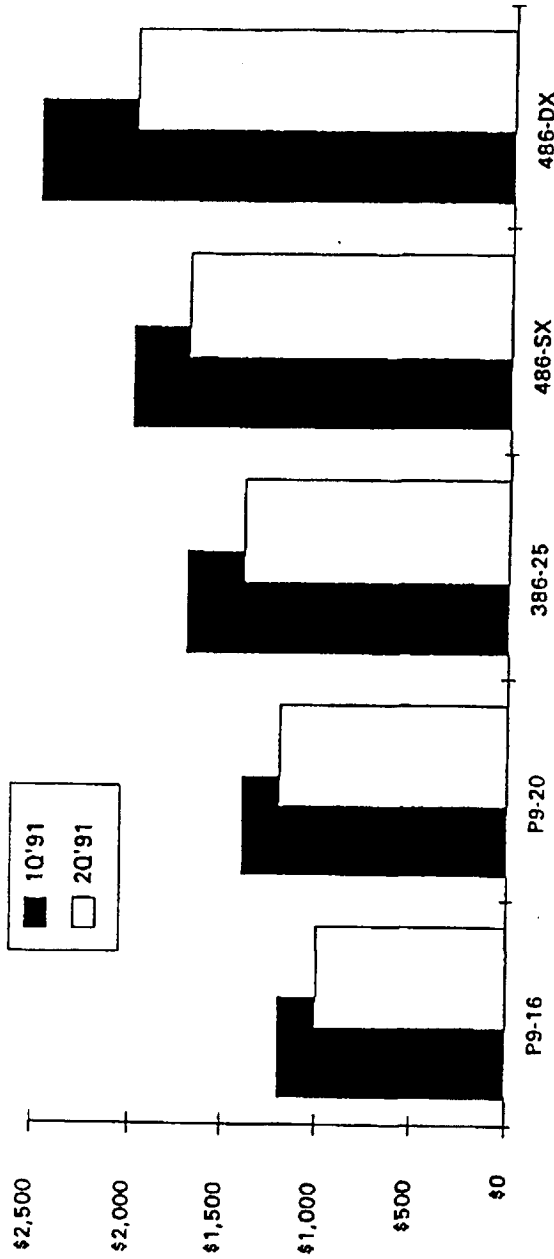


Compaq	1/1/91	7/1/91
Compaq 386/33L	\$10,000	\$6,800
Compaq 386/23E	\$7,600	\$5,500
Compaq 386	\$6,900	\$4,700

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# Price



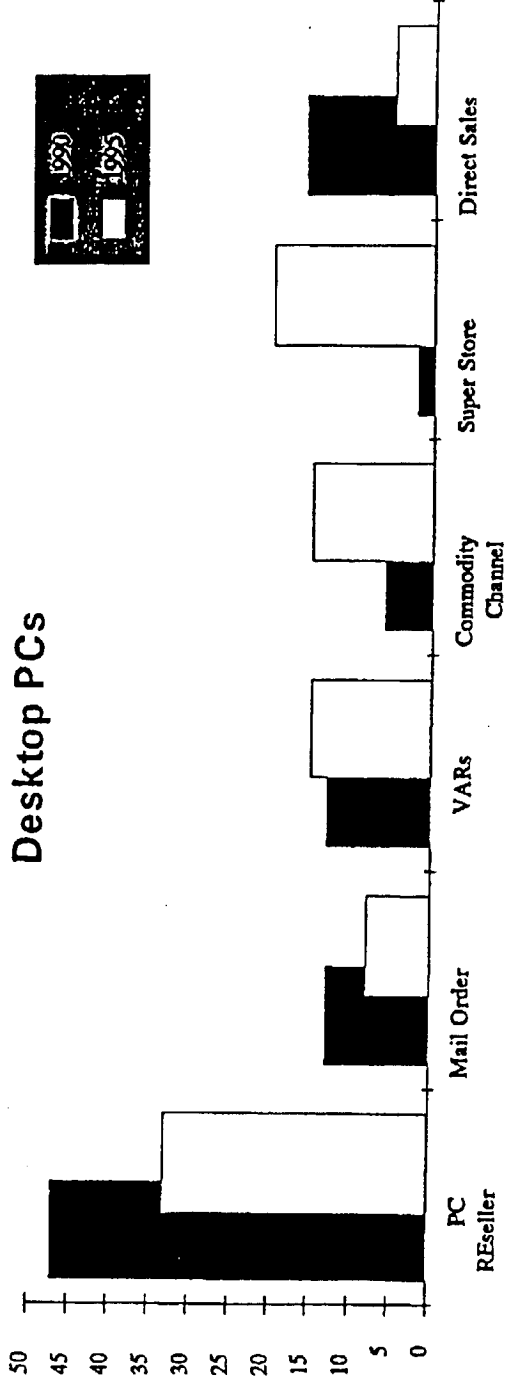
Acer	1Q'91	2Q'91
P9-16	\$1,199	\$999
P9-20	\$1,399	\$1,199
386-25	\$1,699	\$1,399
486-SX	\$1,999	\$1,699
486-DX	\$2,499	\$1,999

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# Channel

## Desktop PCs



	1990	1995
PC Reseller	47%	33%
Mail Order	13%	8%
VARs	13%	15%
Commodity Channel	6%	15%
Super Store	2%	20%
Direct Sales	16%	5%

Source: MIC

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# Channel

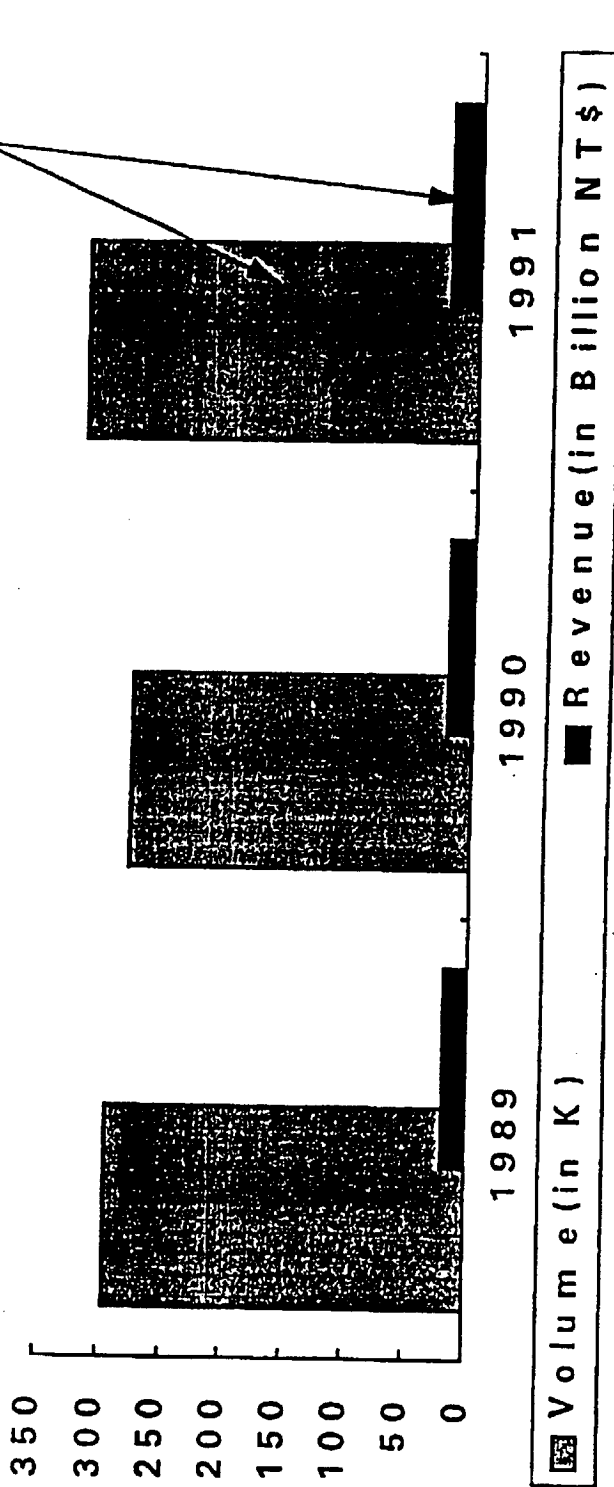


	1990	1995
PC Reseller	60%	10%
Mail Order	2%	5%
VARs	15%	10%
Commodity Channel	5%	20%
Super Store	1%	20%
Direct Sales	15%	8%

Source: MIC

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# Taiwan PC Sold



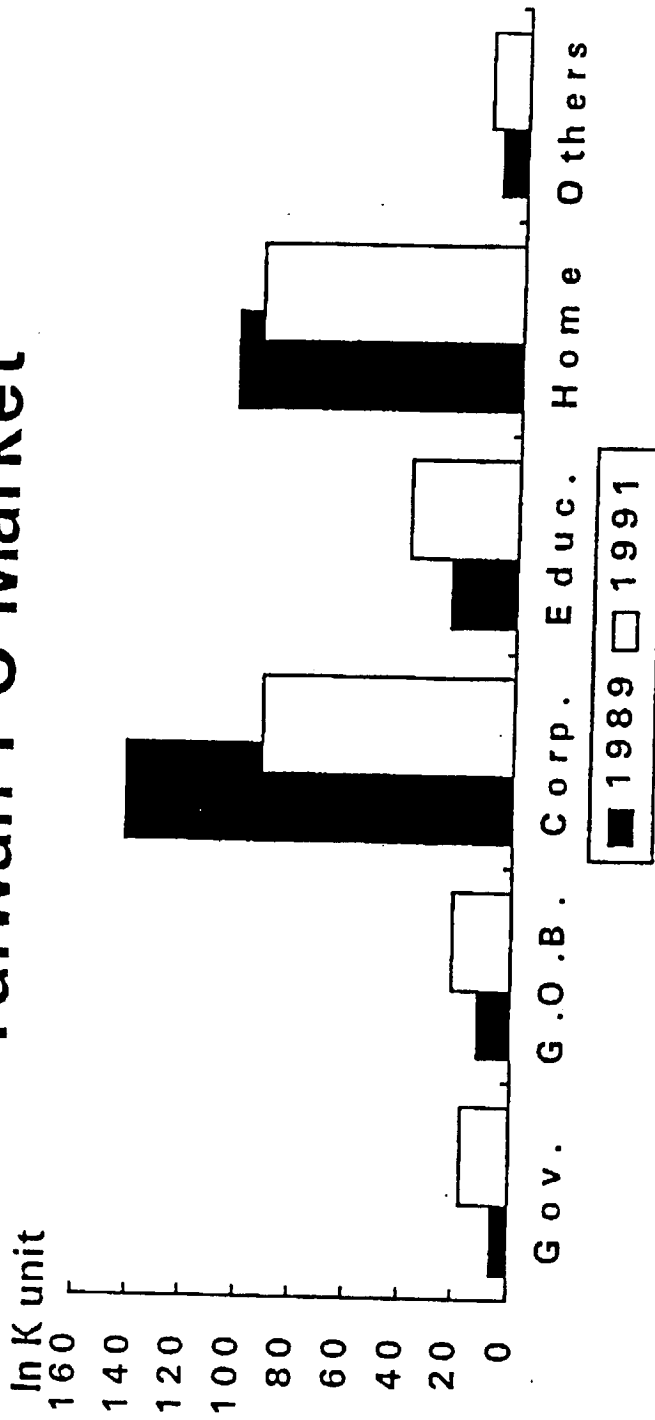
	1989	1990	1991
Volume	296	278	320
Revenue	19.5	20.3	24.2

Source: MIC

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# Taiwan PC Market



	Gov.	G.O.B.	Corp.	Educ.	Home	Others
1989	5.9	11.8	142.1	23.7	103.6	8.9
1991	17.5	21.1	92	39.2	95.1	13.1

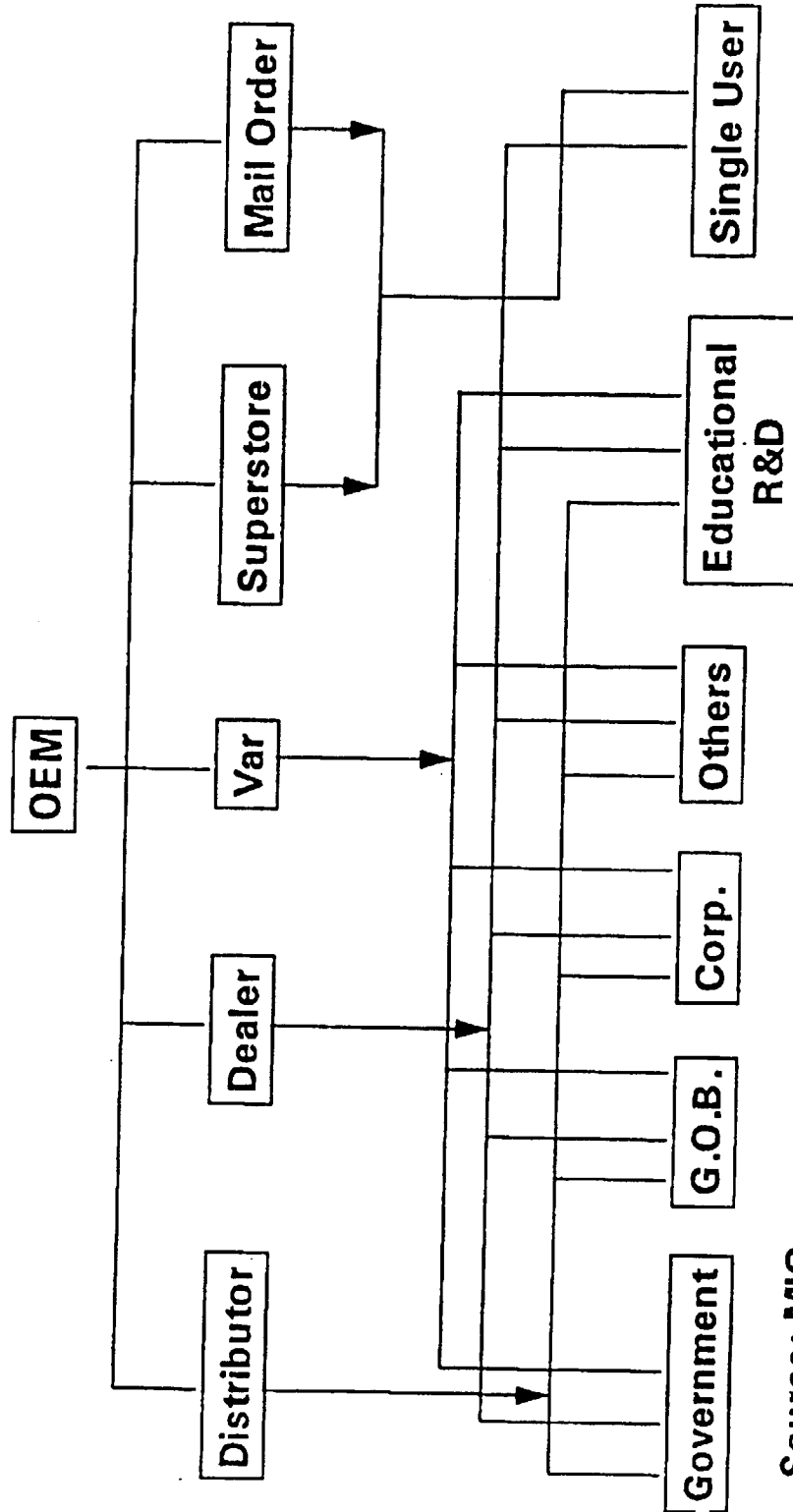
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# Market Channel

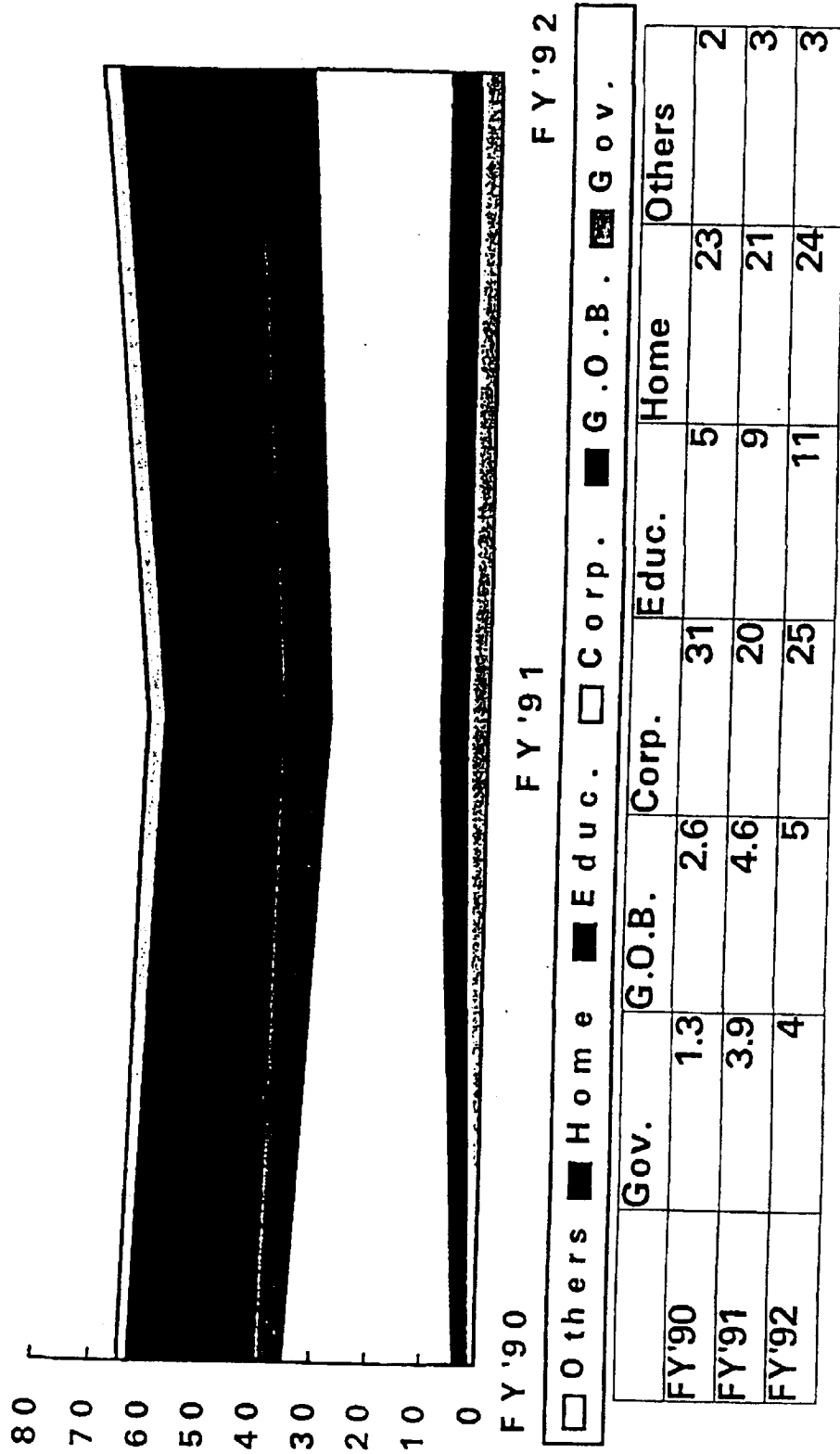


Source: MIC

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# FY'92 Packaged DOS Market



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# OEM Classification

Classes	Est. No.	Rep. OEM	Appro. %
Class A (20K or Higher)	3	Acer, Copam, DTK	38%
Class B (5K - 20K)	11	Autocomputer, Arche, Mitac, Sampo, ARC, CAF S.M.S. Twinhead, FIC, Tatung, etc.	32%
Class C (1K - 5K)	30	Aurora, Bona, Datas, Teco, Asure, etc.	22%
Imported	10	Compaq, IBM, NEC, Epson Philips, ALR, AST, Hp, etc.	8%

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# CWIN OEMS

- . Acer / Sertek
- . Tatung
- . Mitac
- . Copam
- . Twinhead
- . Datatek
- . Chaplet
- . System
- . Mustek
- . Modern
  
- \* Arche
- \* Autocomputer
- \* Plus & Plus
- \* Datas

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# OEMs in Class C

Shipment Rate	Est. No.	Rep. OEM	Appro. %
3K-5K	4	Aurora, Bona, Datas, Cortan, etc	28%
2K-3K	15	Teco, Monterey, AGC, Prince Bus, Bison, Rever, etc.	57%
1K-2K	11	Mycomp, Bus, Global View, etc,	25%
<1K	>100	Others	

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