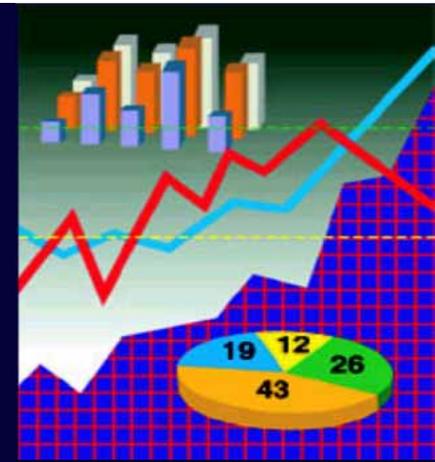


20160218



# Business Outlook

# Global Electronics Industry

Custer Consulting Group  
[www.custerconsulting.com](http://www.custerconsulting.com)  
February 2016

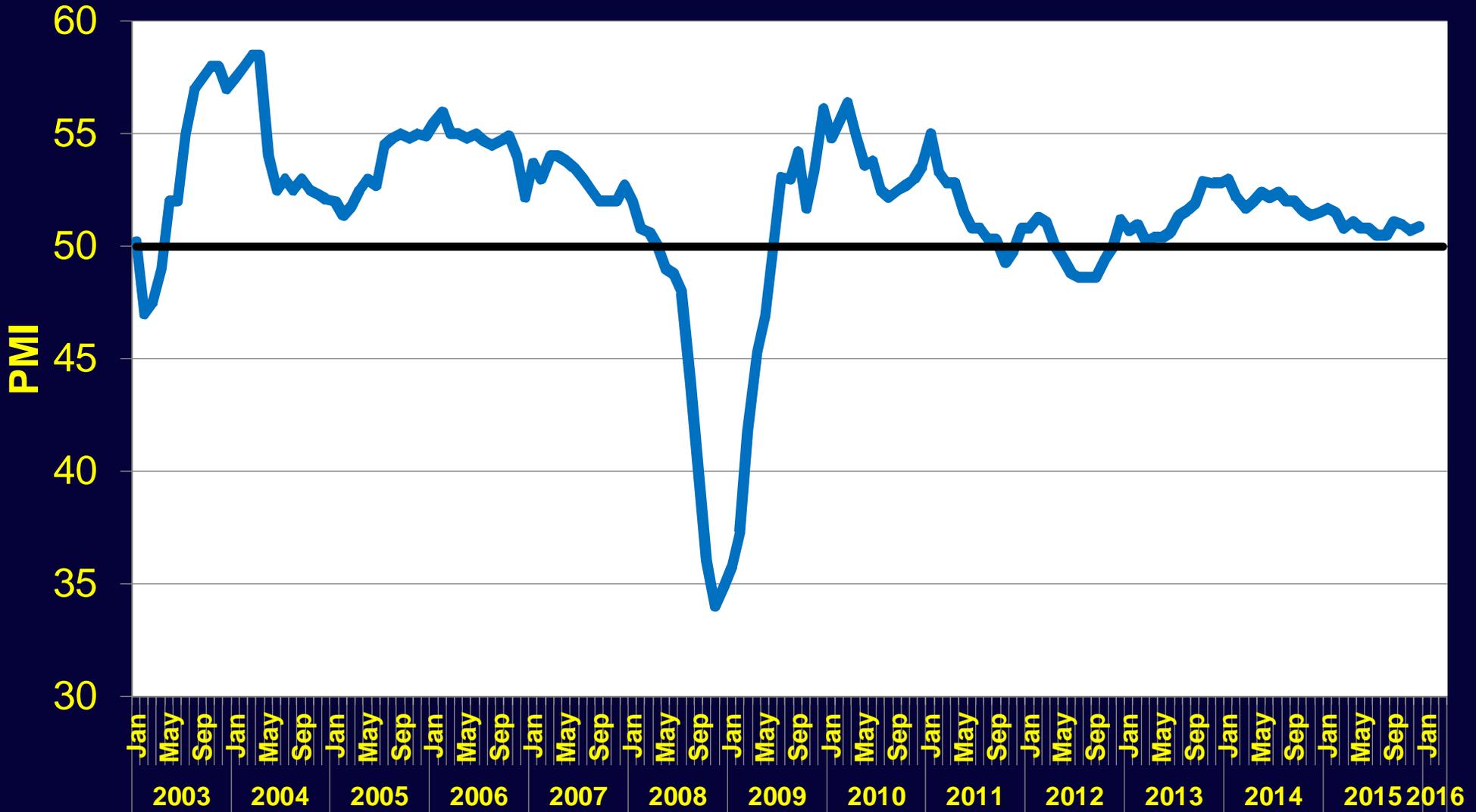
# Setting Expectations



# Leading Indicators

# Global "Purchasing Managers" Index

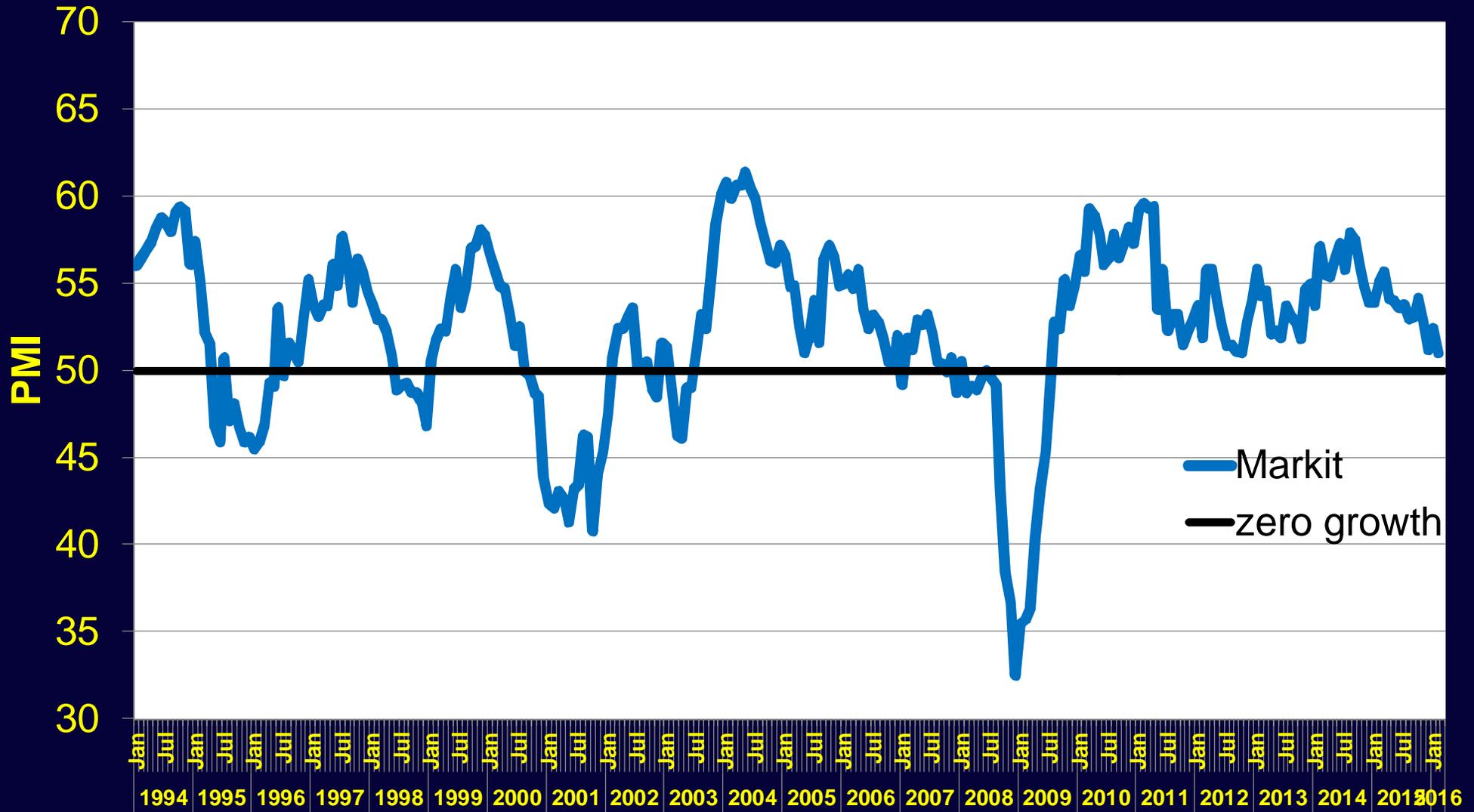
Diffusion Index, >50 = Growth



# U.S "Purchasing Managers" Index

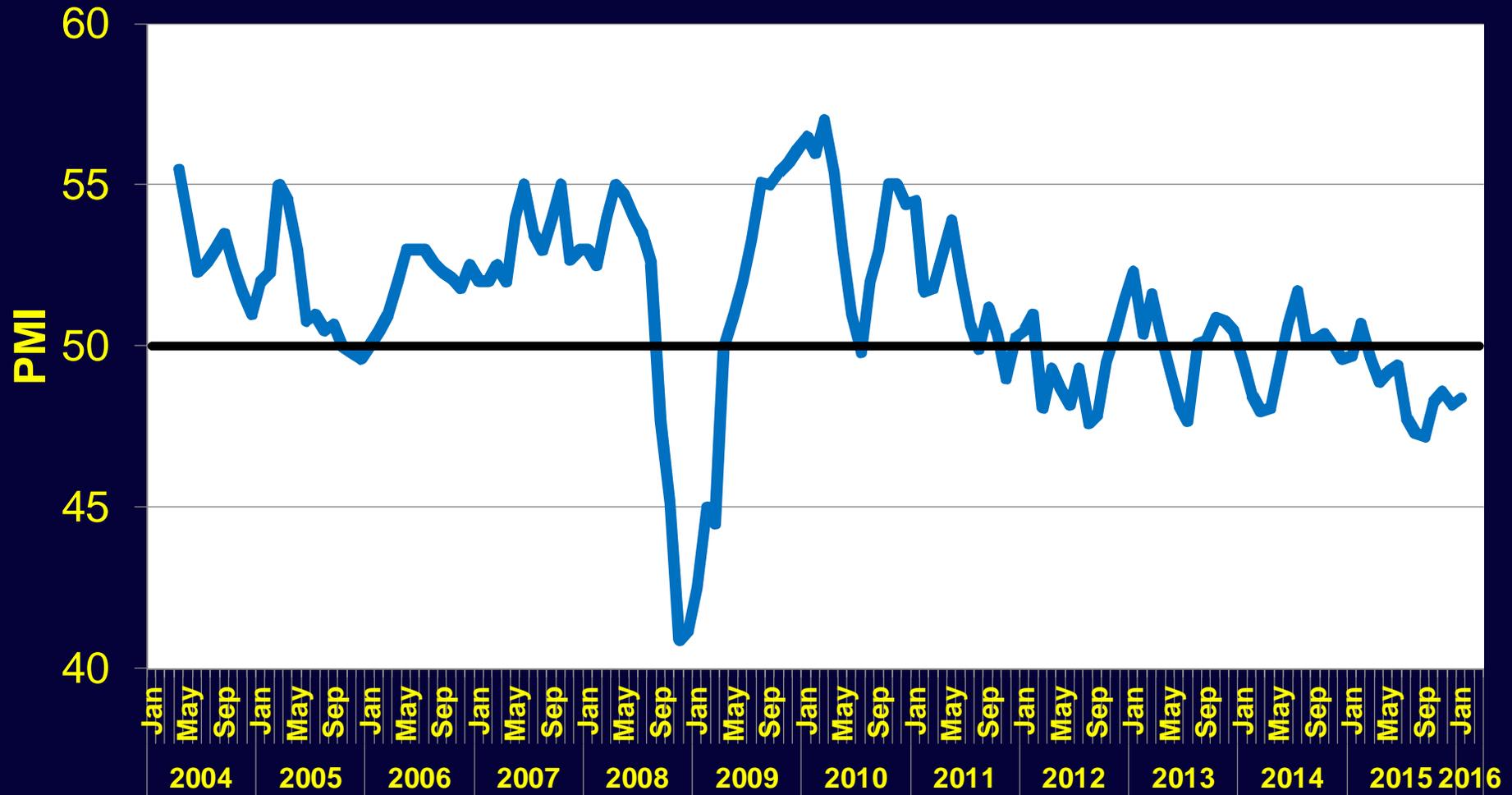
## Markit Economics

Diffusion Index, >50 = Growth

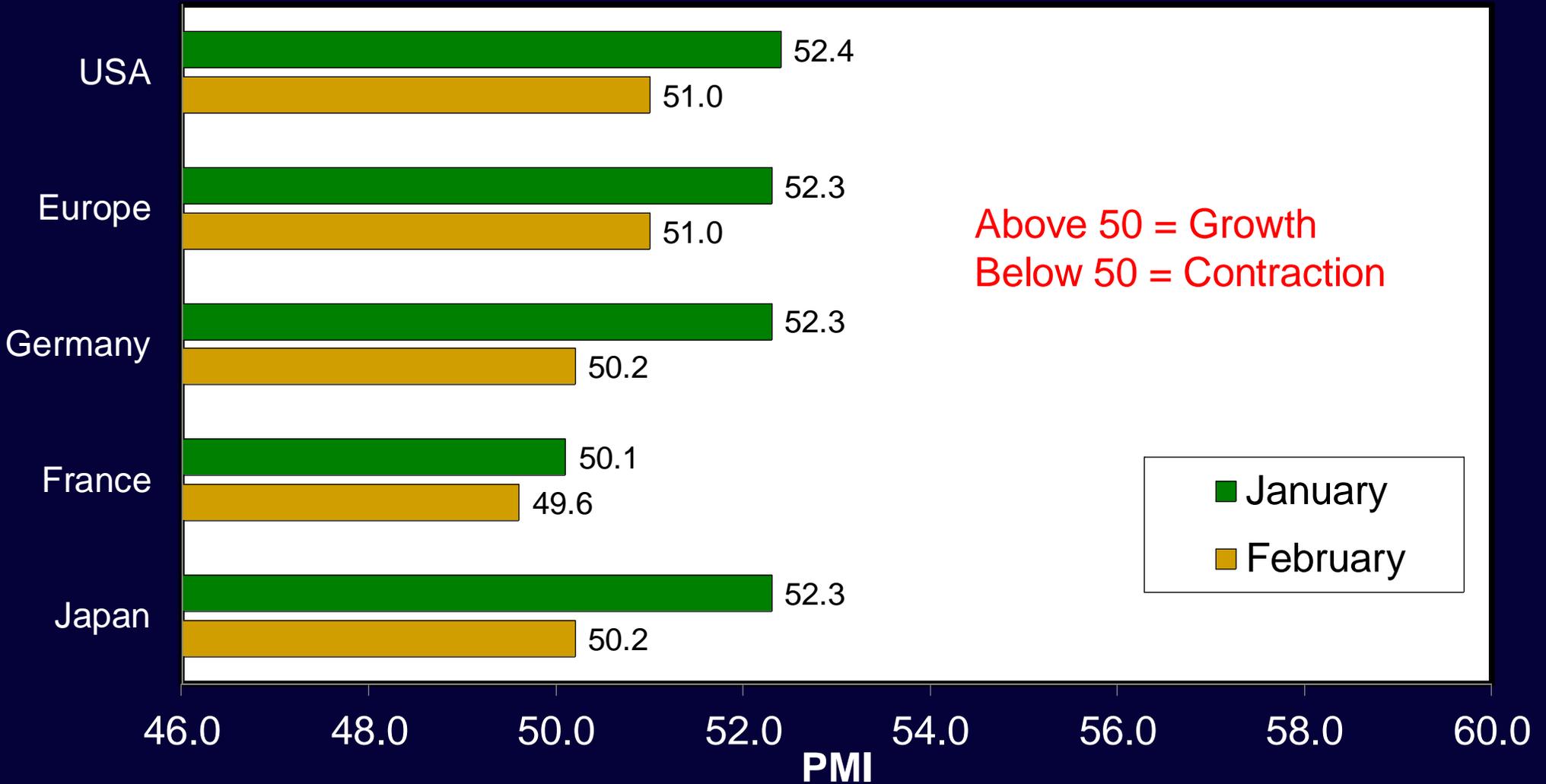


# China "Purchasing Managers" Index

Diffusion Index, >50 = Growth



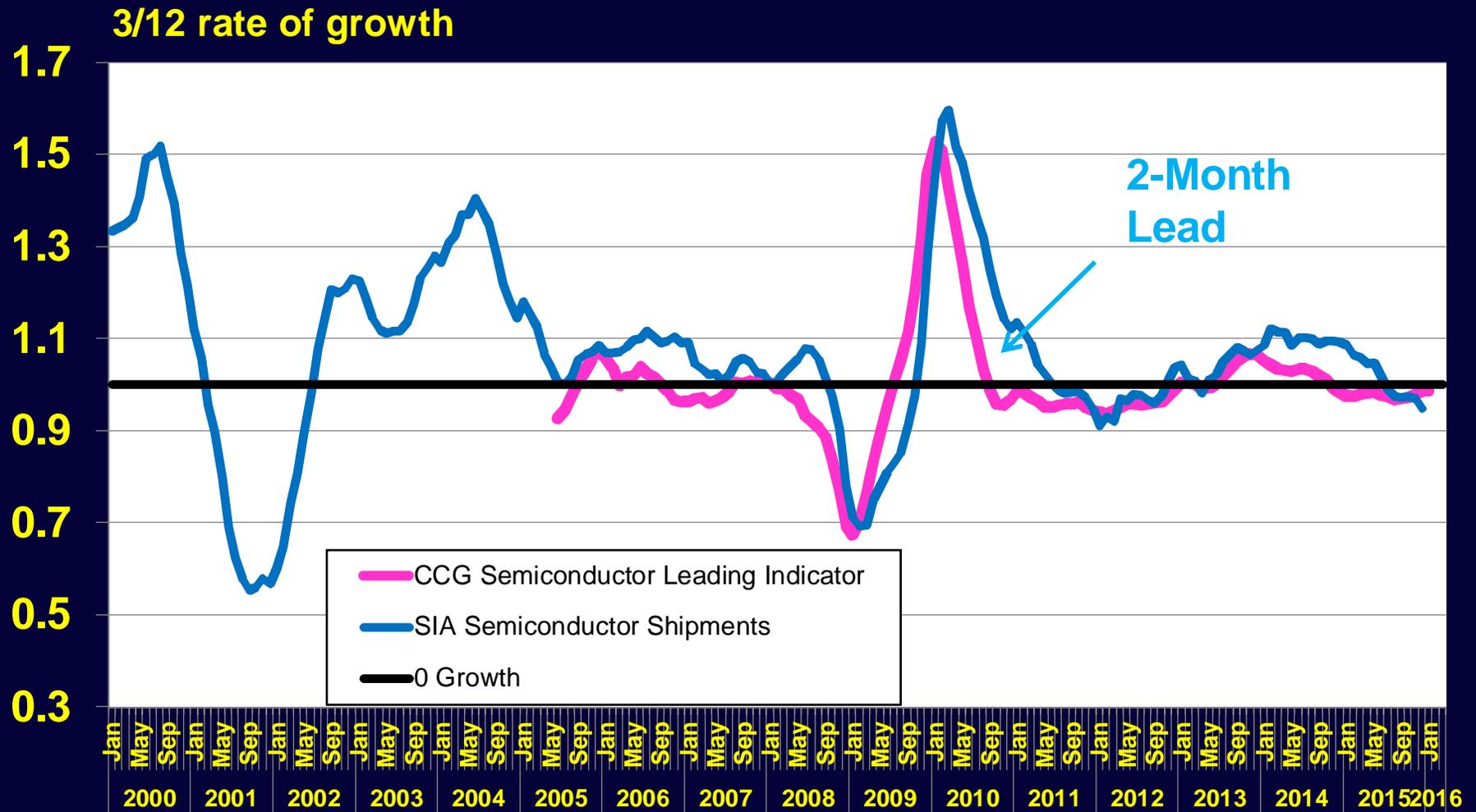
# Purchasing Managers' Indices February (preliminary) vs. January 2016



**PMIs**  
**are a 2 to 6 month**  
**leading indicator**  
**of**  
**electronics**  
**growth**

# CCG Semiconductor Leading Indicator vs. Global Semiconductor Shipments

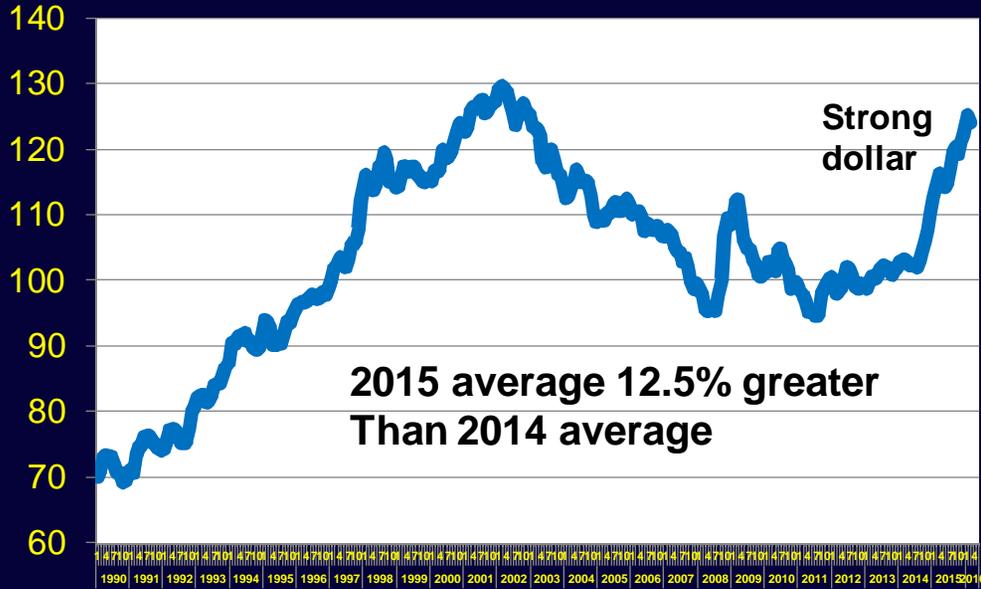
20160201



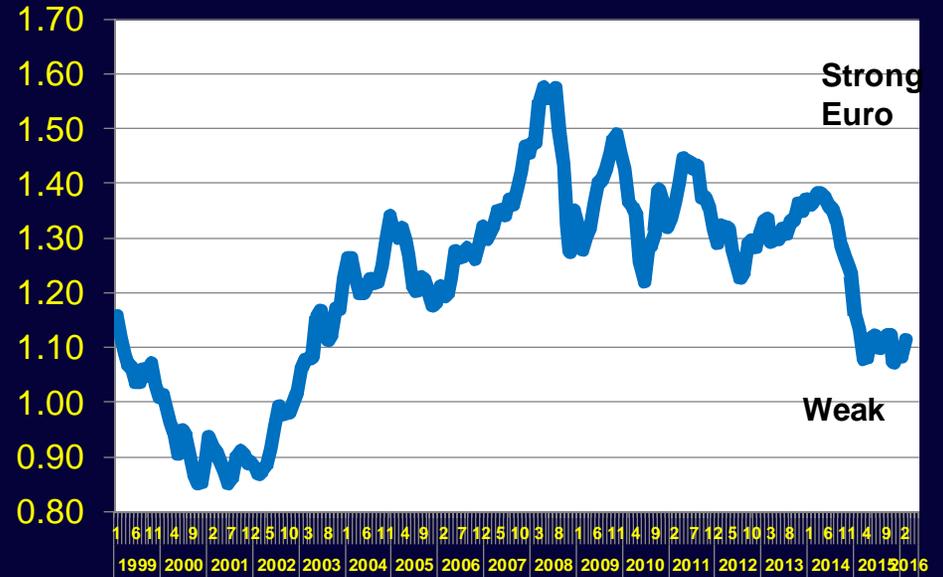
**Currency  
Exchange  
Rates  
vs  
U.S. Dollar**

# Exchange Rates vs. U.S. Dollar

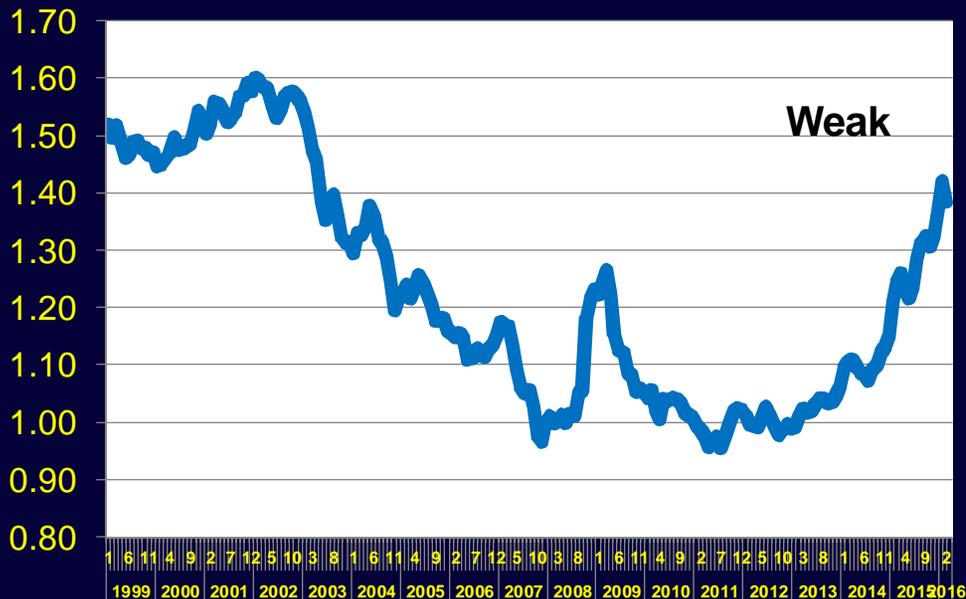
## Trade weighted value of US\$



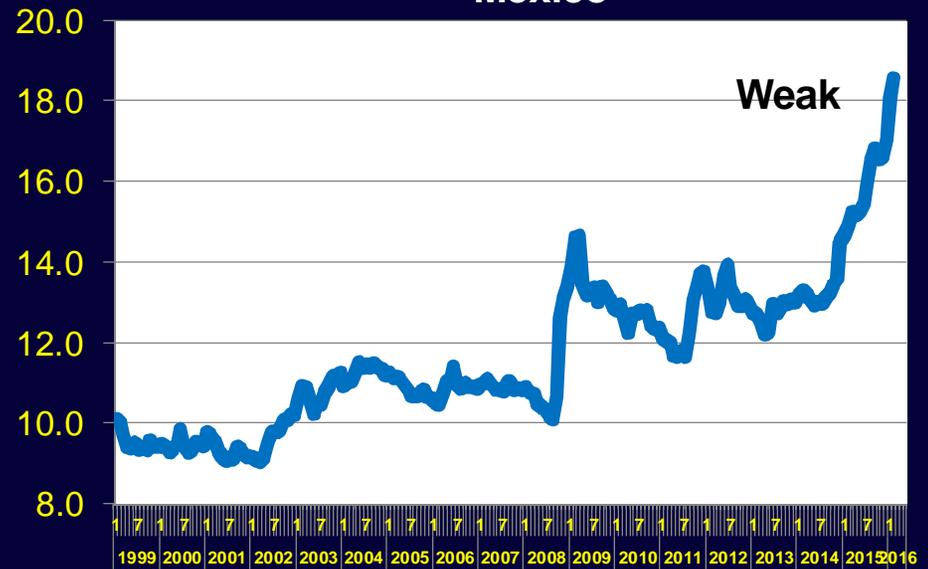
## Euro



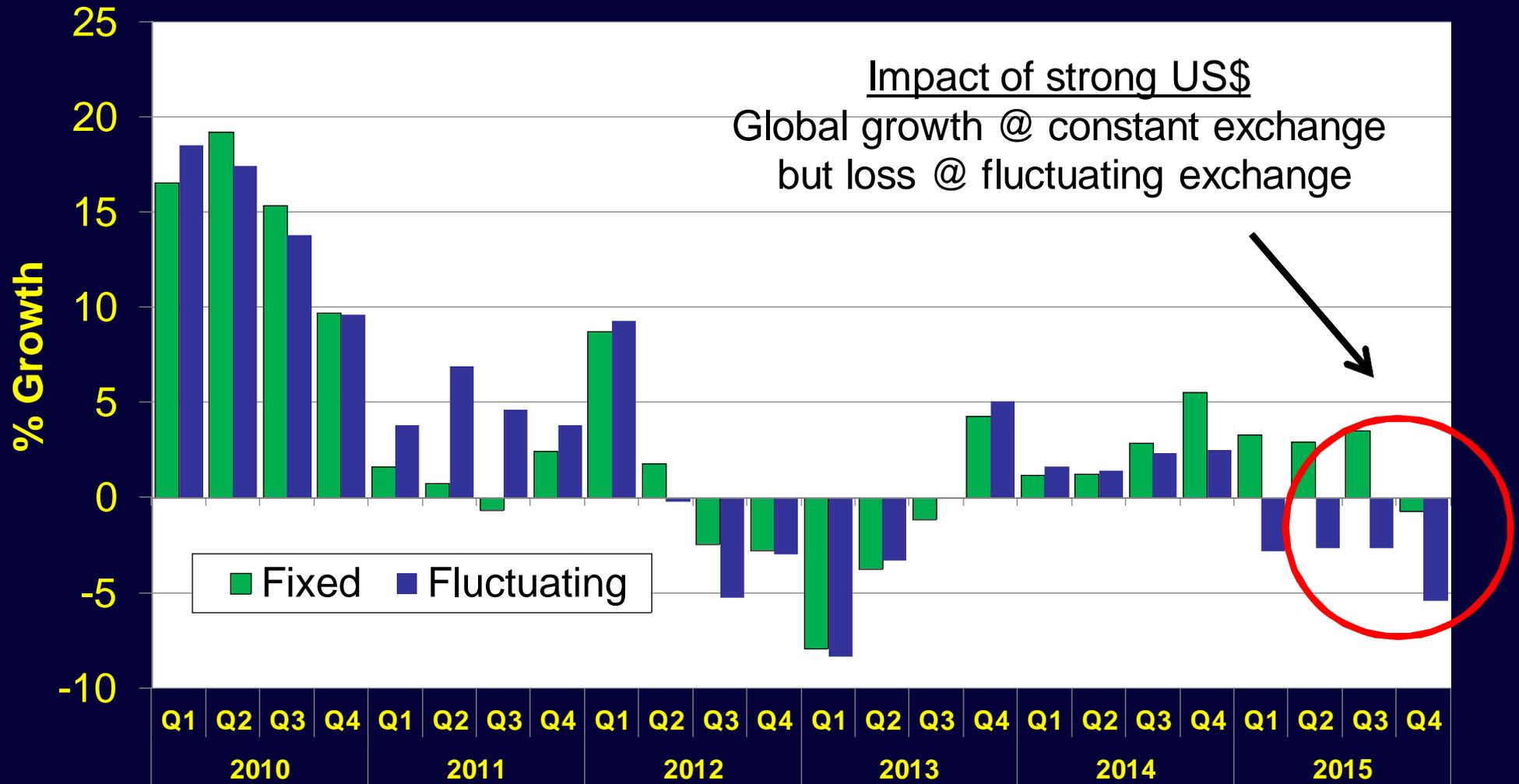
## Canada



## Mexico



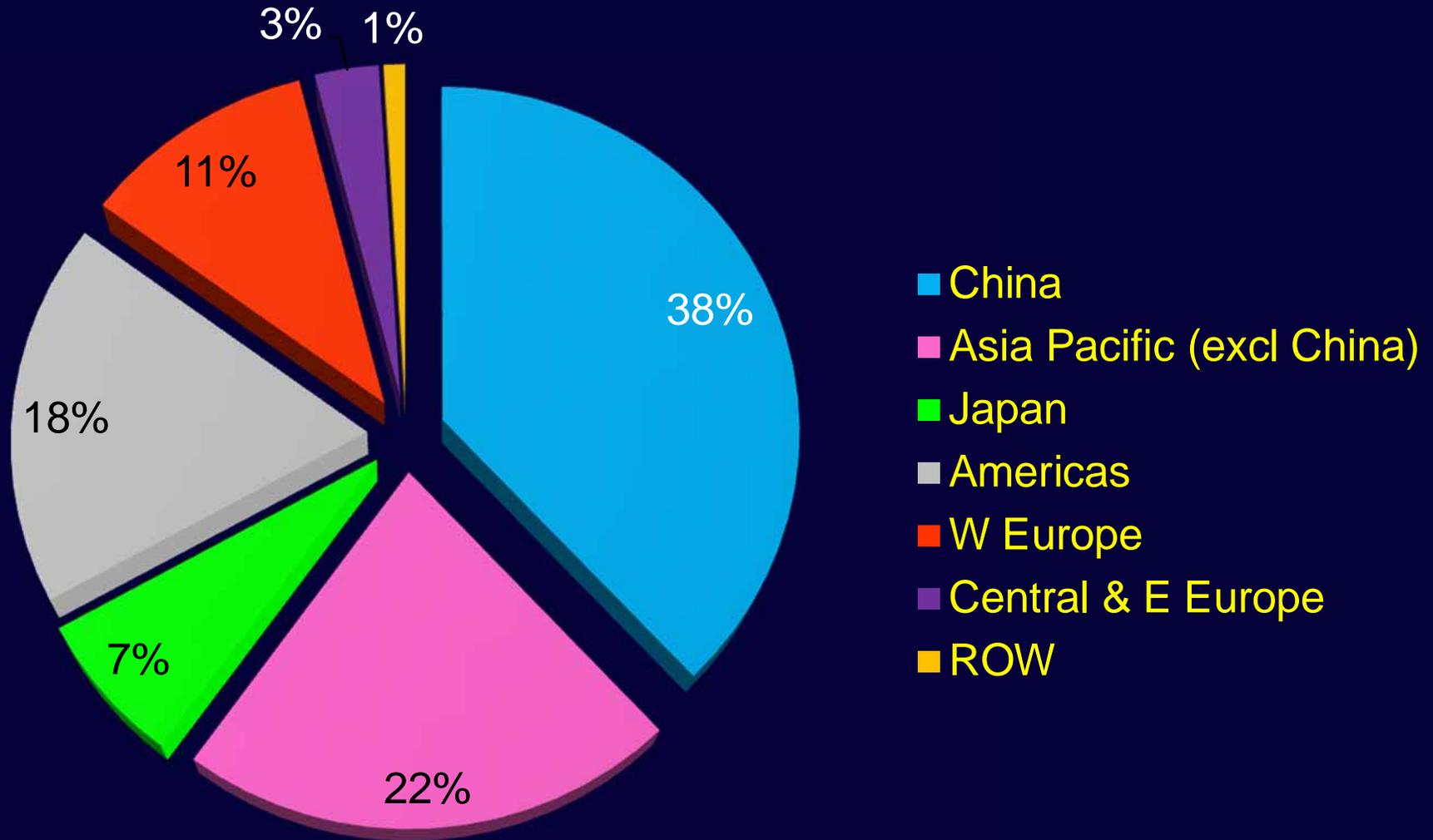
## Exchange Rate Impact on US\$ Denominated Consolidated World Electronic Equipment Sales Quarterly Revenue Growth Converted to US\$ @ Fixed 2014 vs Fluctuating Exchange



# Electronic Equipment

# Global Electronics 2015 - Production Including Components

20160205

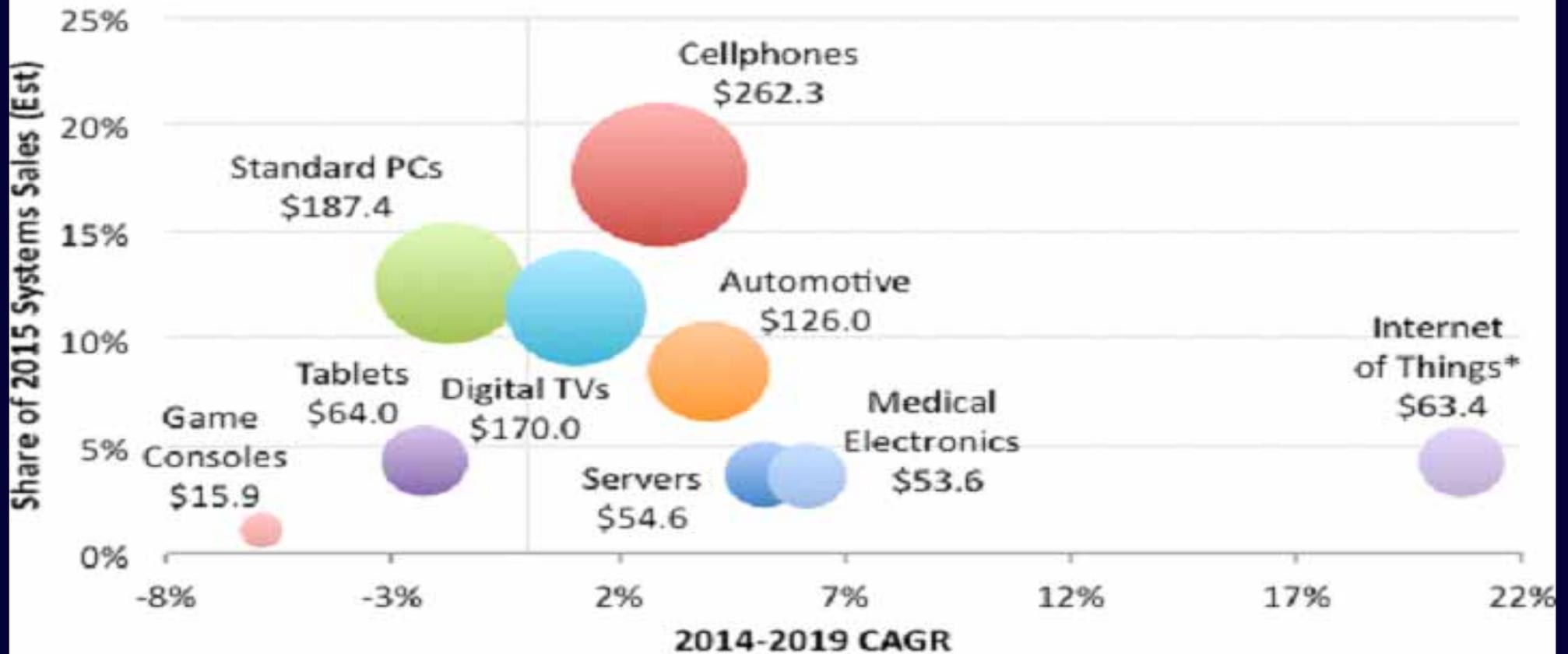


**Total US\$ 1,861 Billion**

# End-Use Markets Size (\$B) & Growth Rates

20150308

## End-Use Systems Markets (\$B) and Growth Rates



\*Covers only the Internet connection portion of systems

Source: IC Insights

# Methods to Measure Electronic Industry Growth

**Sector composites based upon financial reports of similar companies**

- Typically quarterly, semiannually or monthly

**Government and trade organization statistics**

- Typically monthly

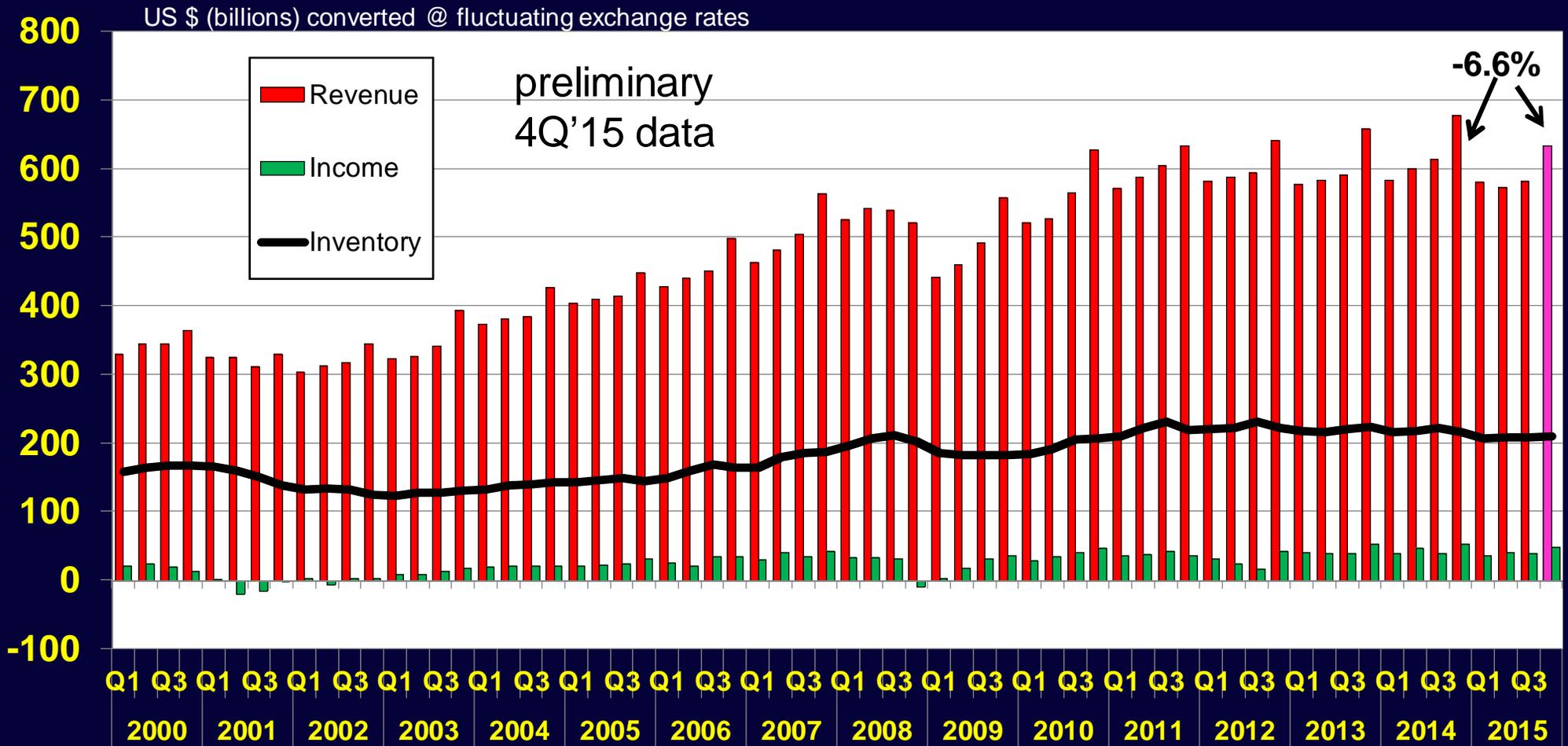
- **TIMELY DATA REPORTED ON A CONSISTENT BASIS IS KEY**

**Sector composites  
based upon  
financial reports  
of similar companies**

# Electronic Equipment Suppliers

## Composite of 175 Public Companies

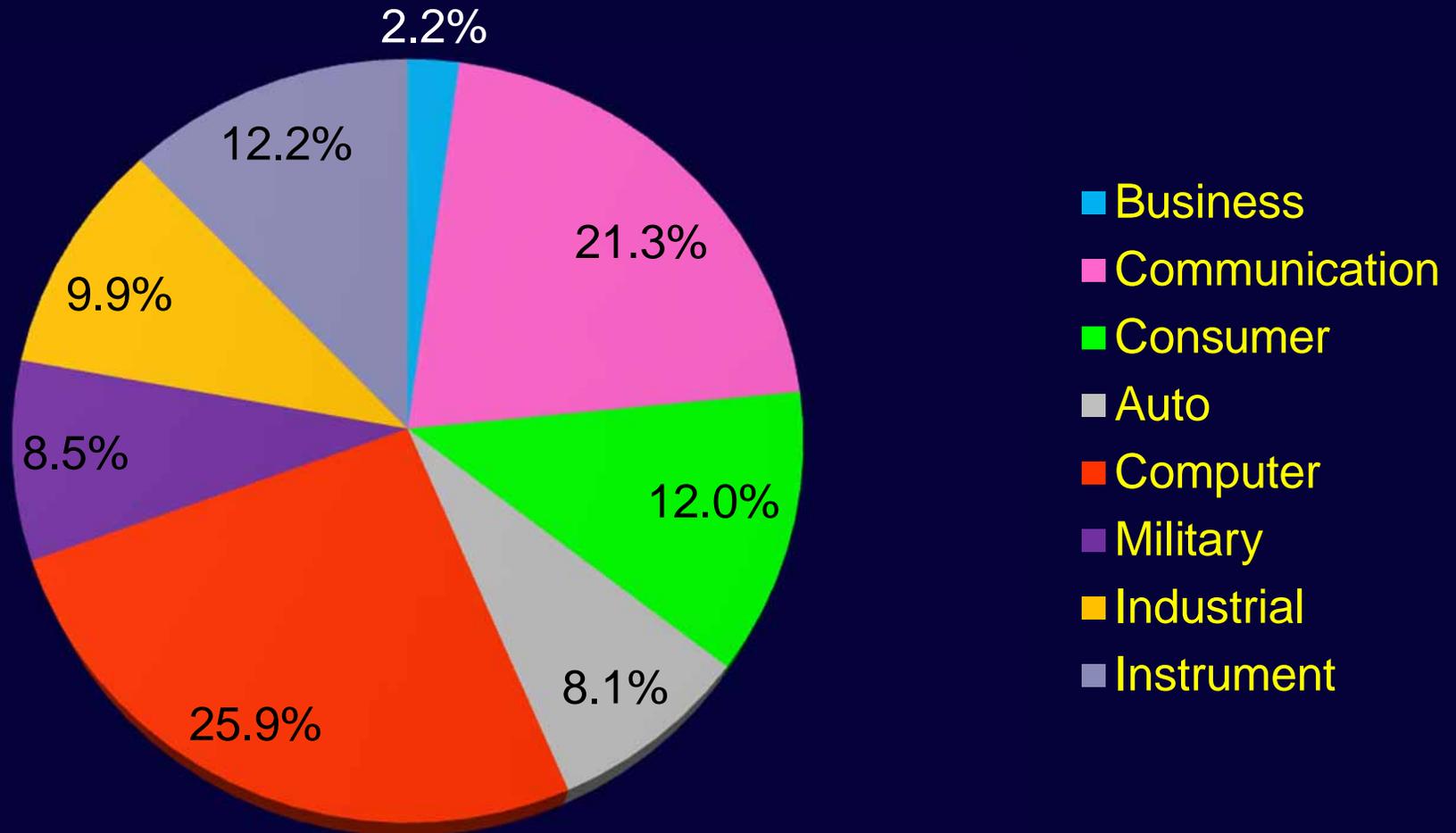
### Revenue, Net Income & Inventory



Computer 13, Internet 12, Storage 10, Communication 20, SEMI 37, Medical 21, Instruments 12, Military 21, Business & Office 6, Consumer 13, Automotive 11

# World Electronic Equipment Production by Type @2014 Exchange Rates

20150912



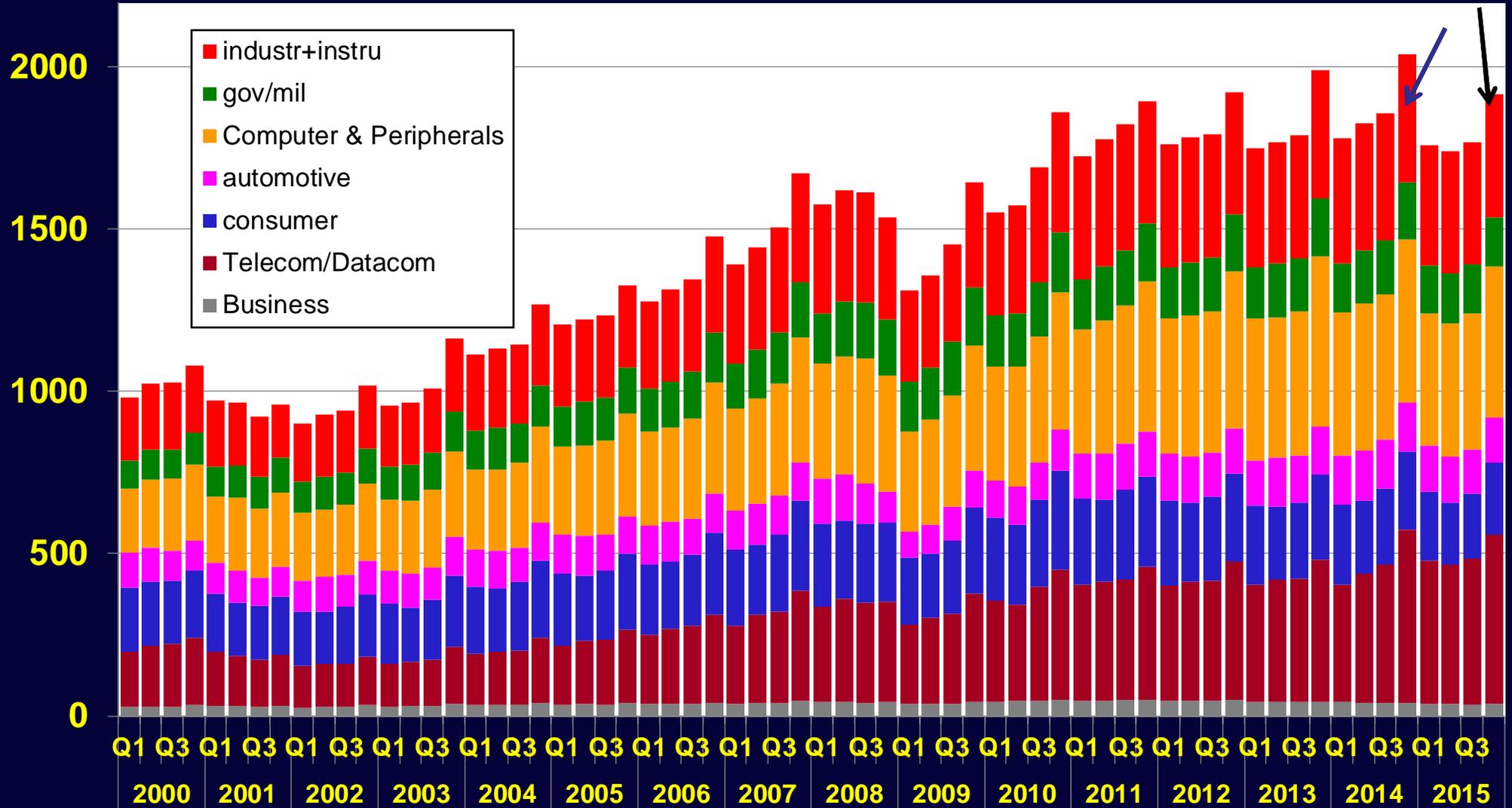
# World Electronic Equipment Production

20160219

## By Type (preliminary 4Q'15 results)

Annual Rate \$B (converted @ fluctuating exchange rates)

-6.6%



# Regional Data

**U.S.**

**Europe**

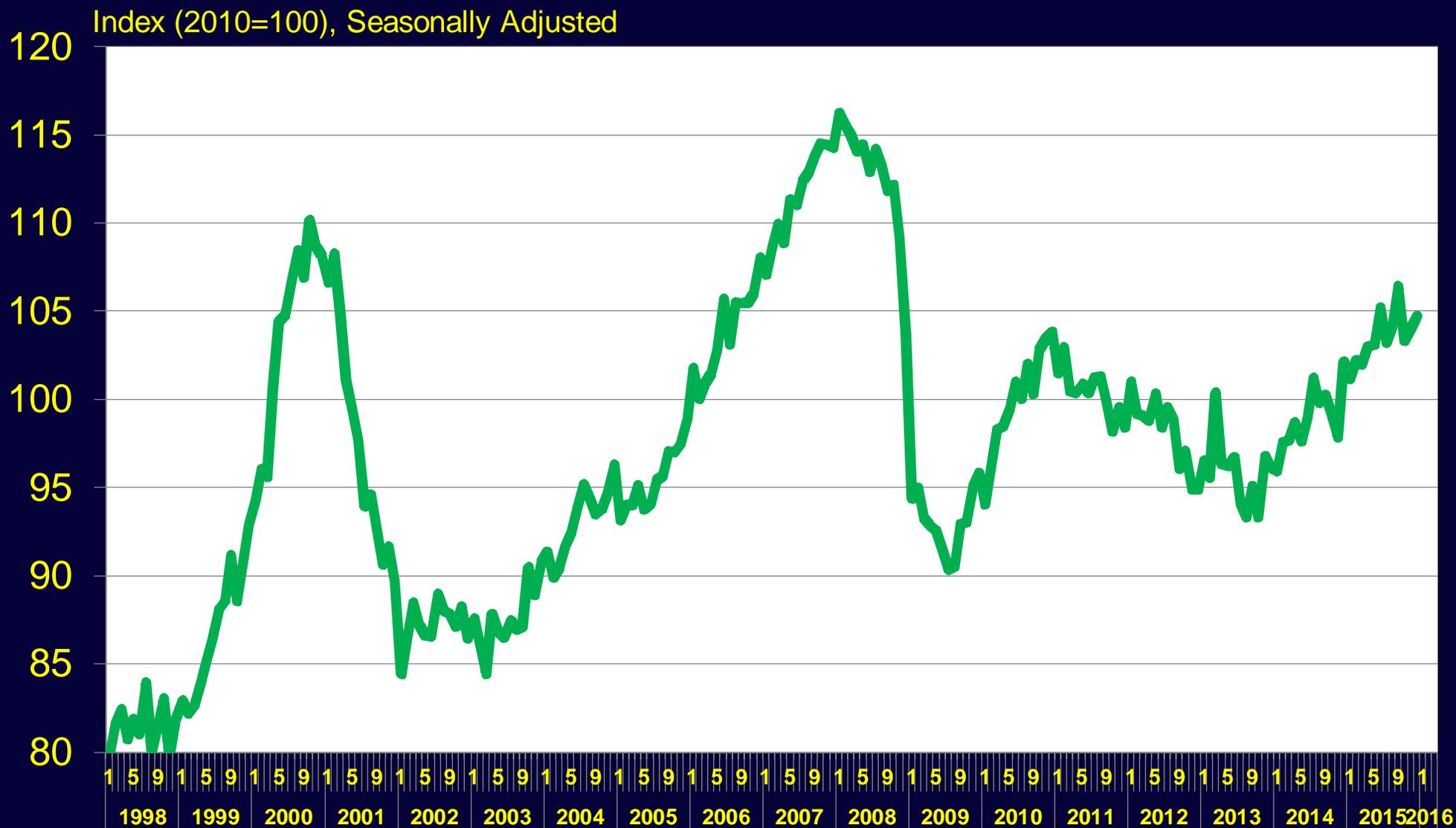
**Japan**

**China/Taiwan**

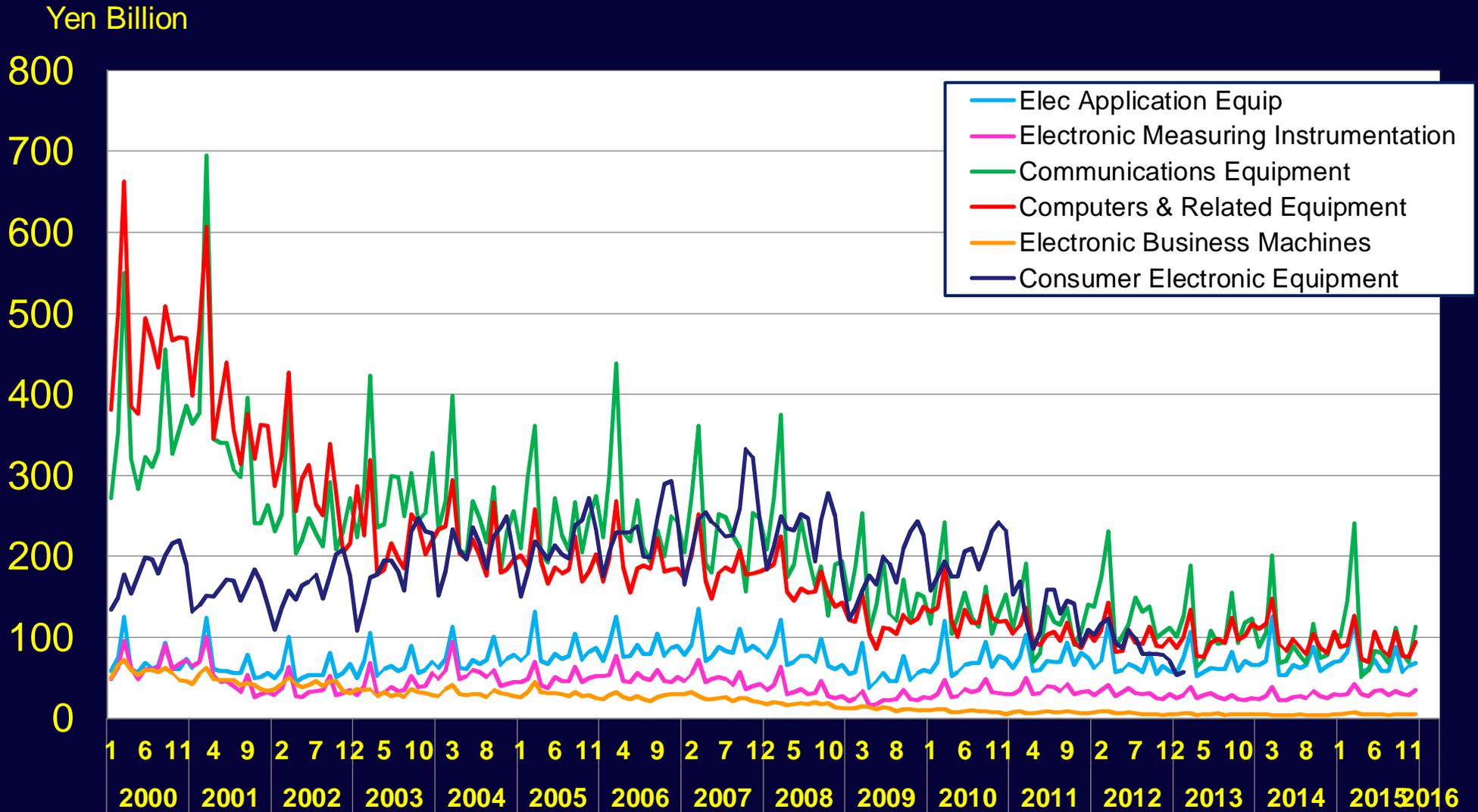
**S Korea**



# European Computer, Electronic & Optical Products Production

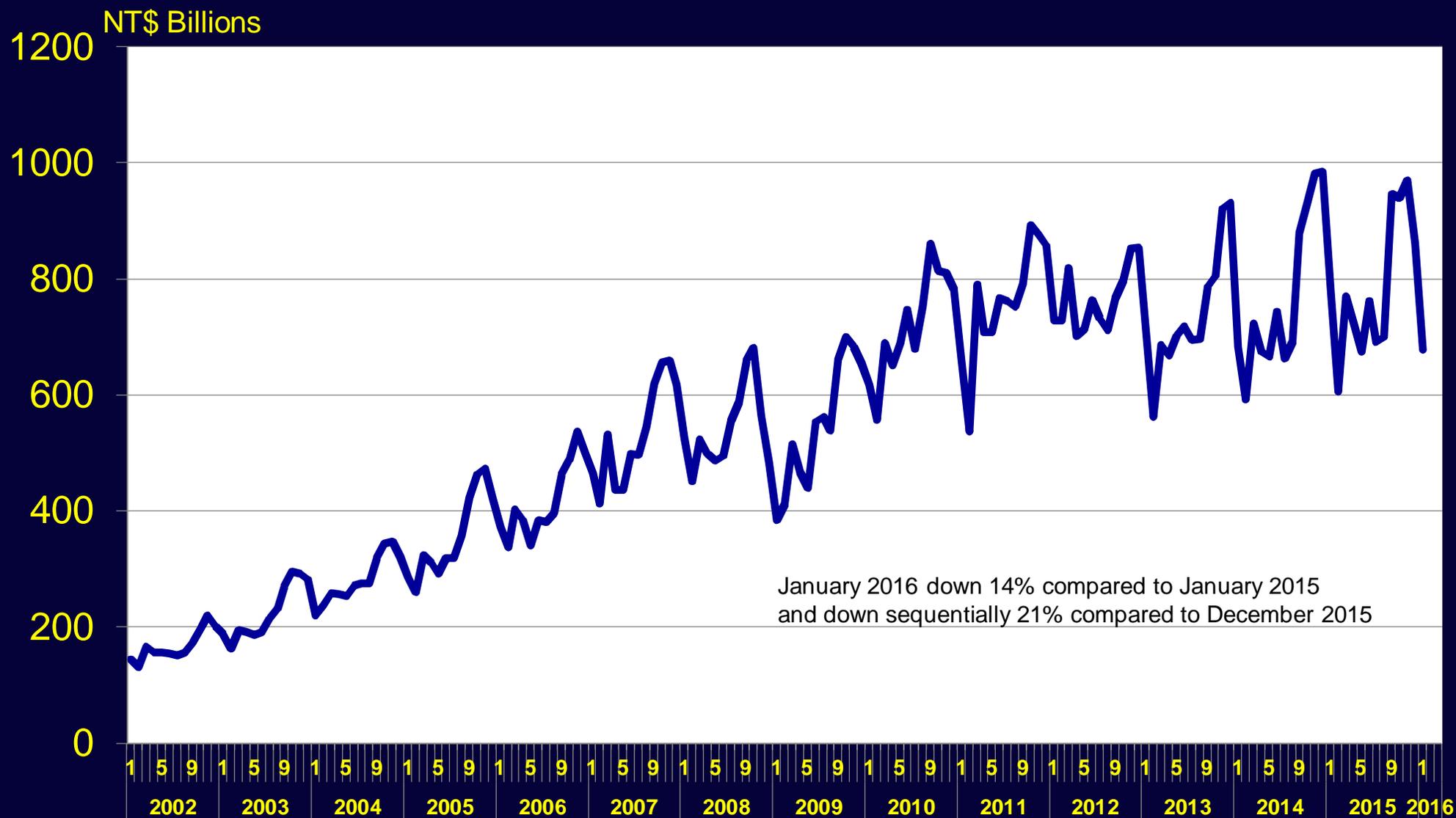


# Japan Electronic Equipment Production by Month 2000 to Present



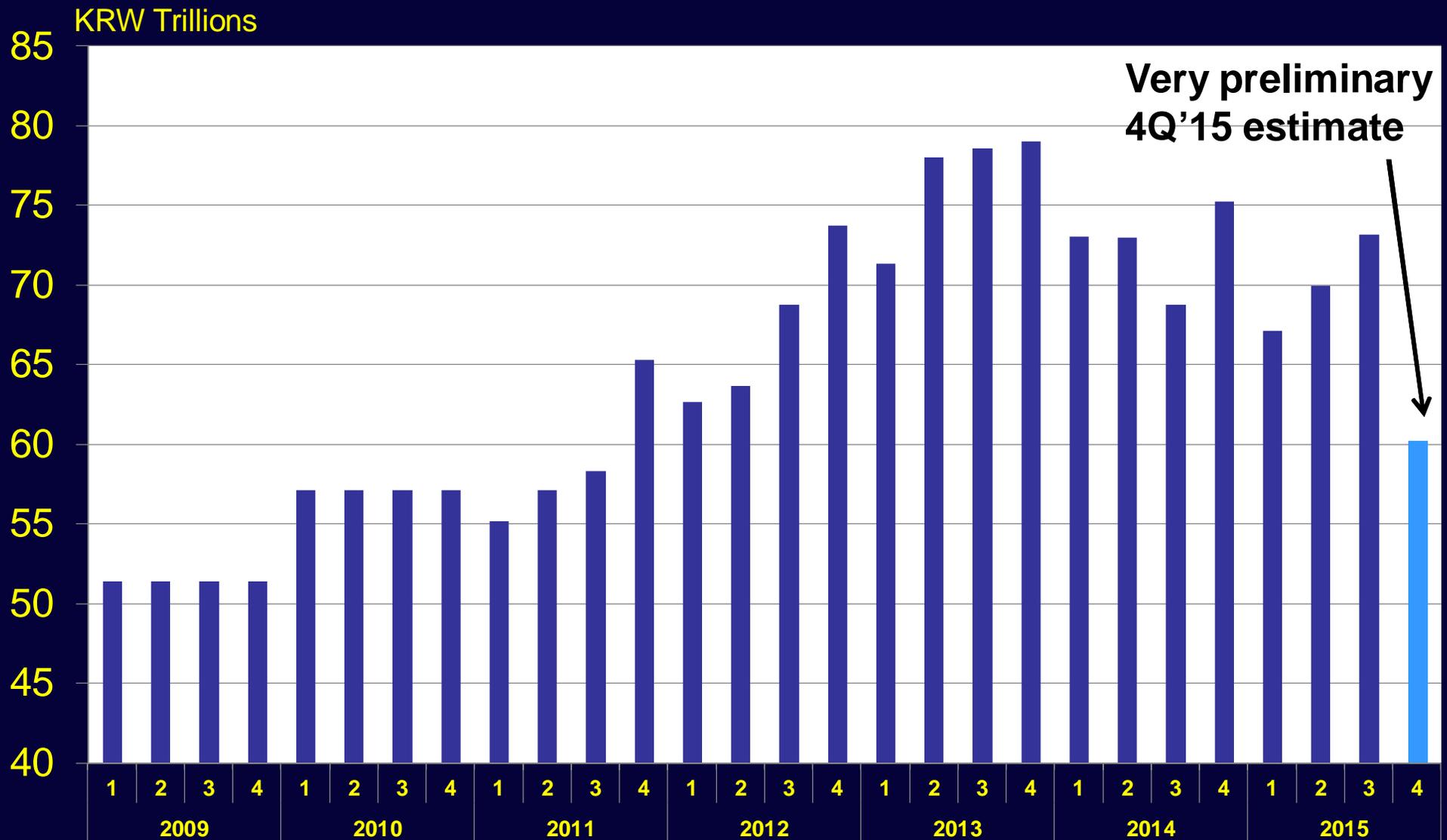
# Taiwan/China Electronic Equipment Producers Composite of 101 Manufacturers Consolidated Revenue

20160216



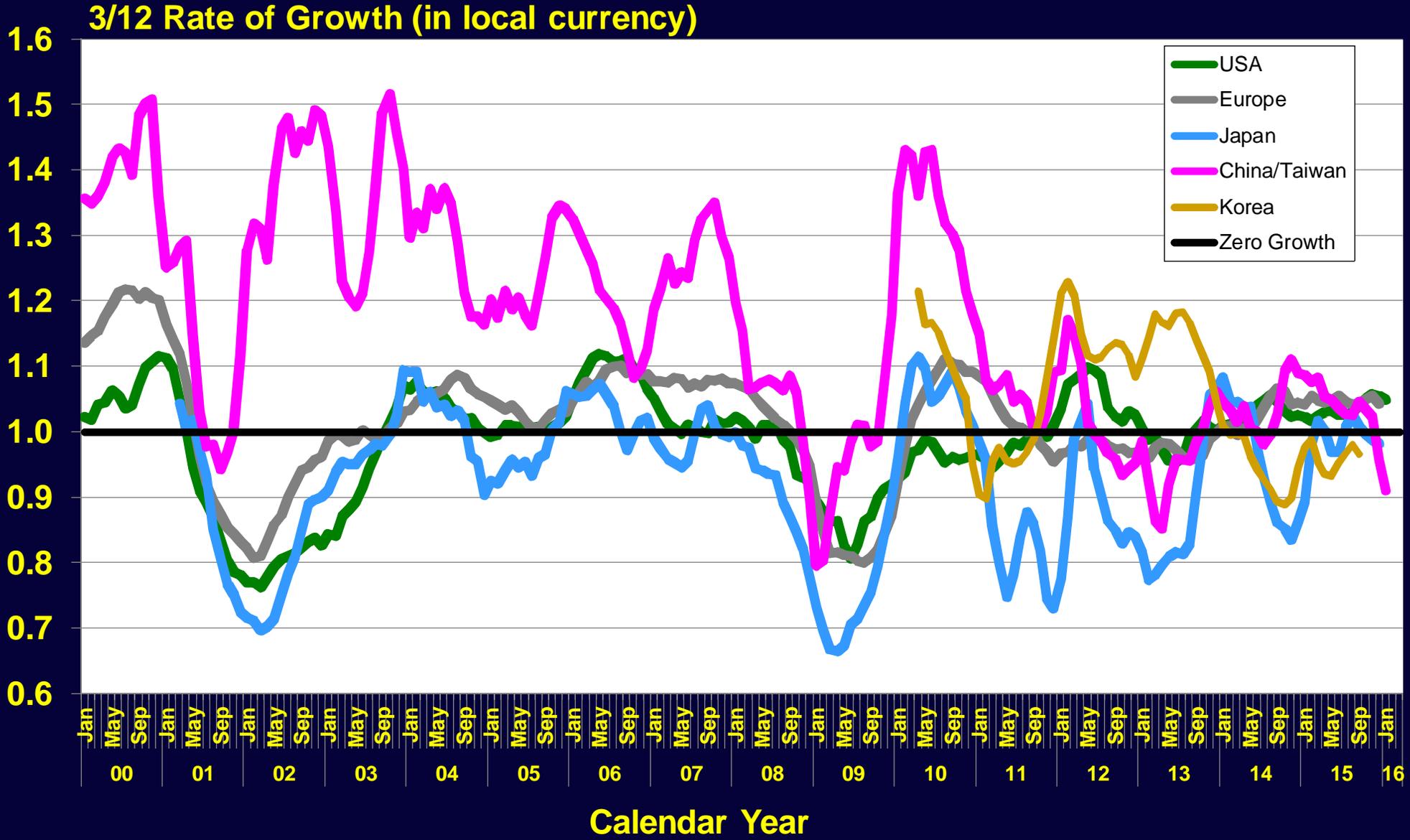
Taiwan listed companies, often with significant manufacturing in China

# S Korea Electronic Equipment Producers Composite of 7 Manufacturers



Samsung Electronics, LG Electronics, Daewoo Electronic Components, Samsung SDI, Dongbu Hitek, SK Hynix, KEC Corp

# Regional Electronic Equipment Shipment Growth

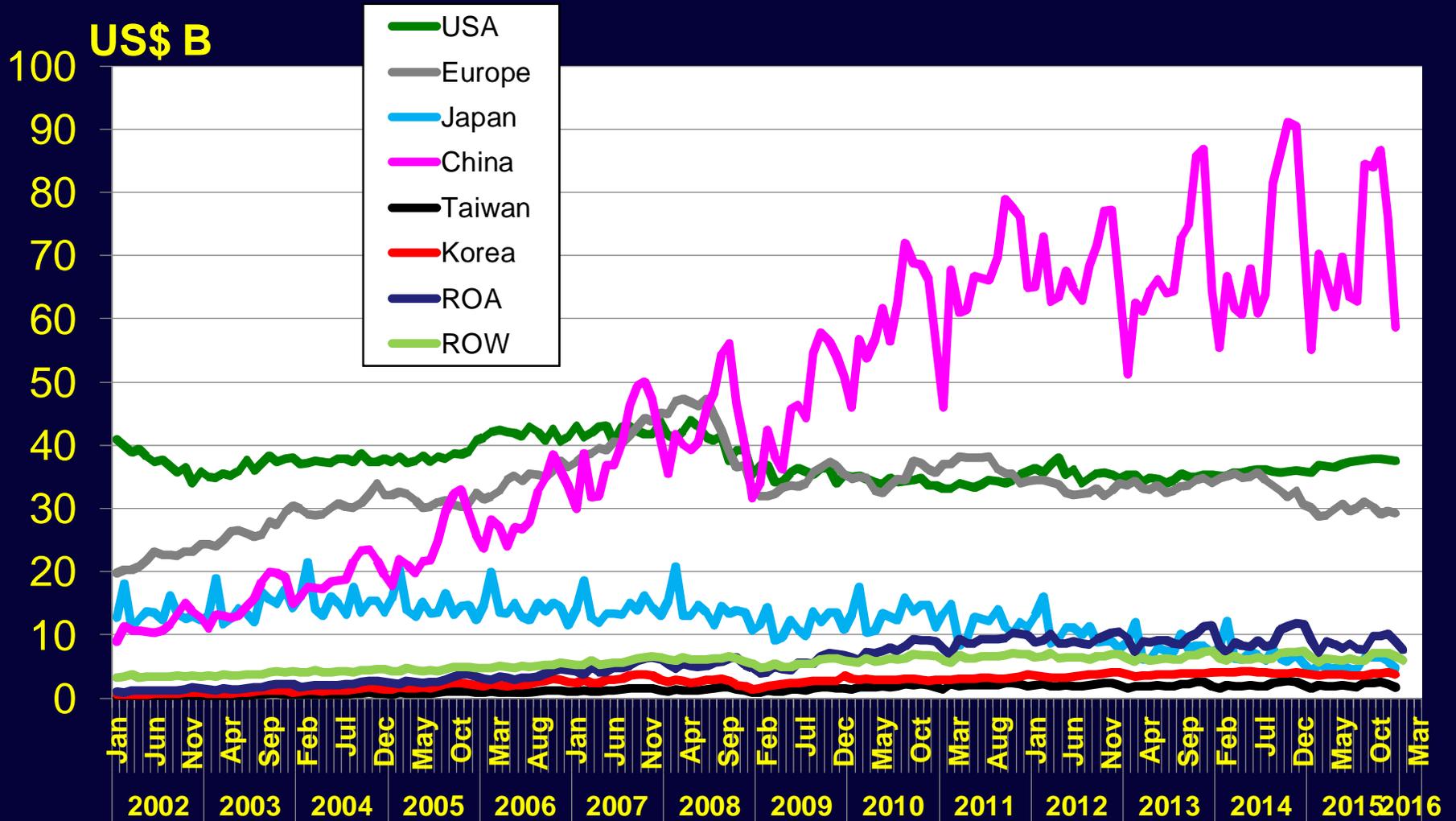


Sources: IPC, JPCA, Taiwan/China composite; S Korea composite; Eurostat "wiring devices" for Europe

# World Electronic Equipment Monthly Shipments

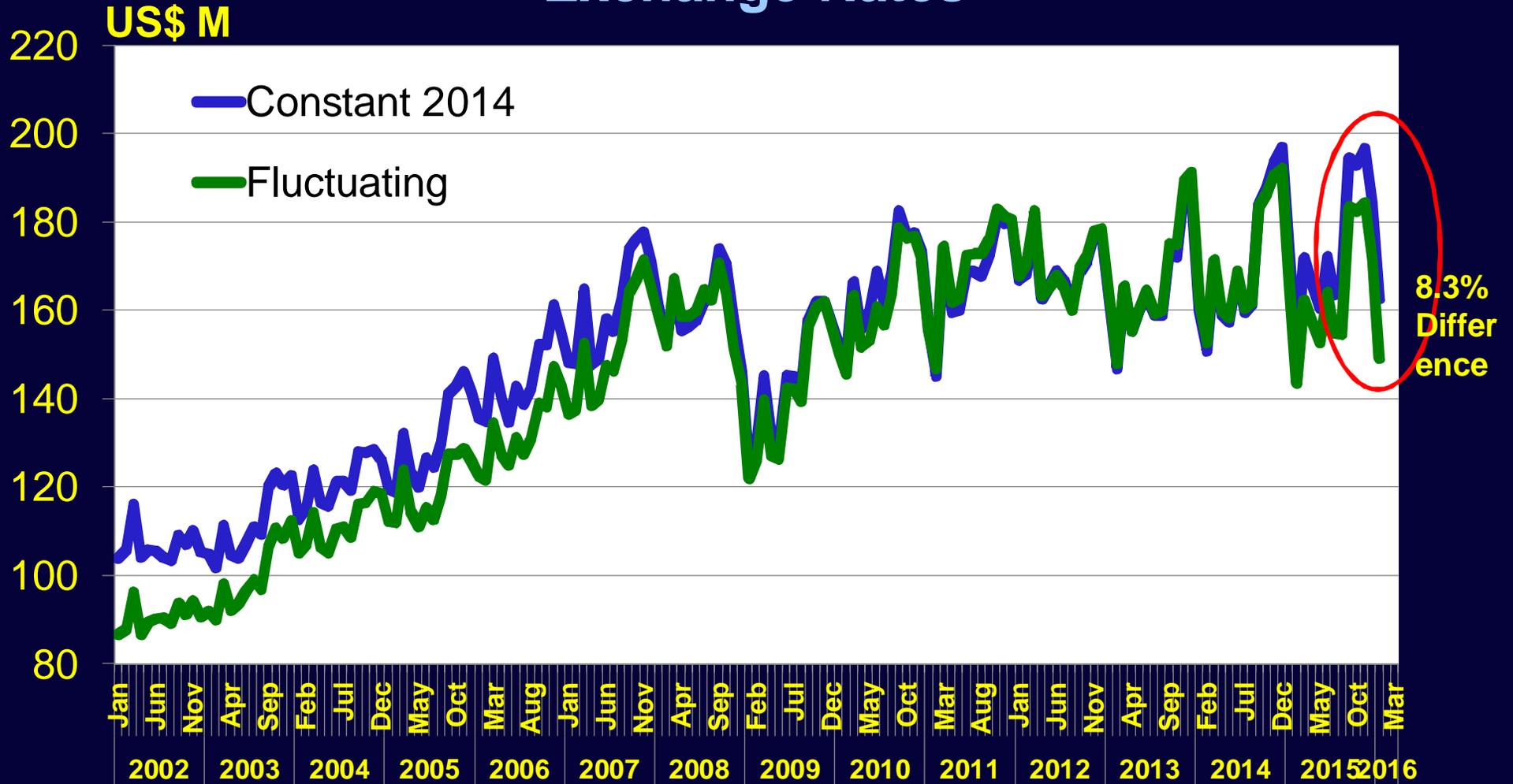
20160225

Converted @ Fluctuating Exchange Rates



# World Electronic Equipment Monthly Shipments

Converted @ Constant 2014 vs Fluctuating Exchange Rates



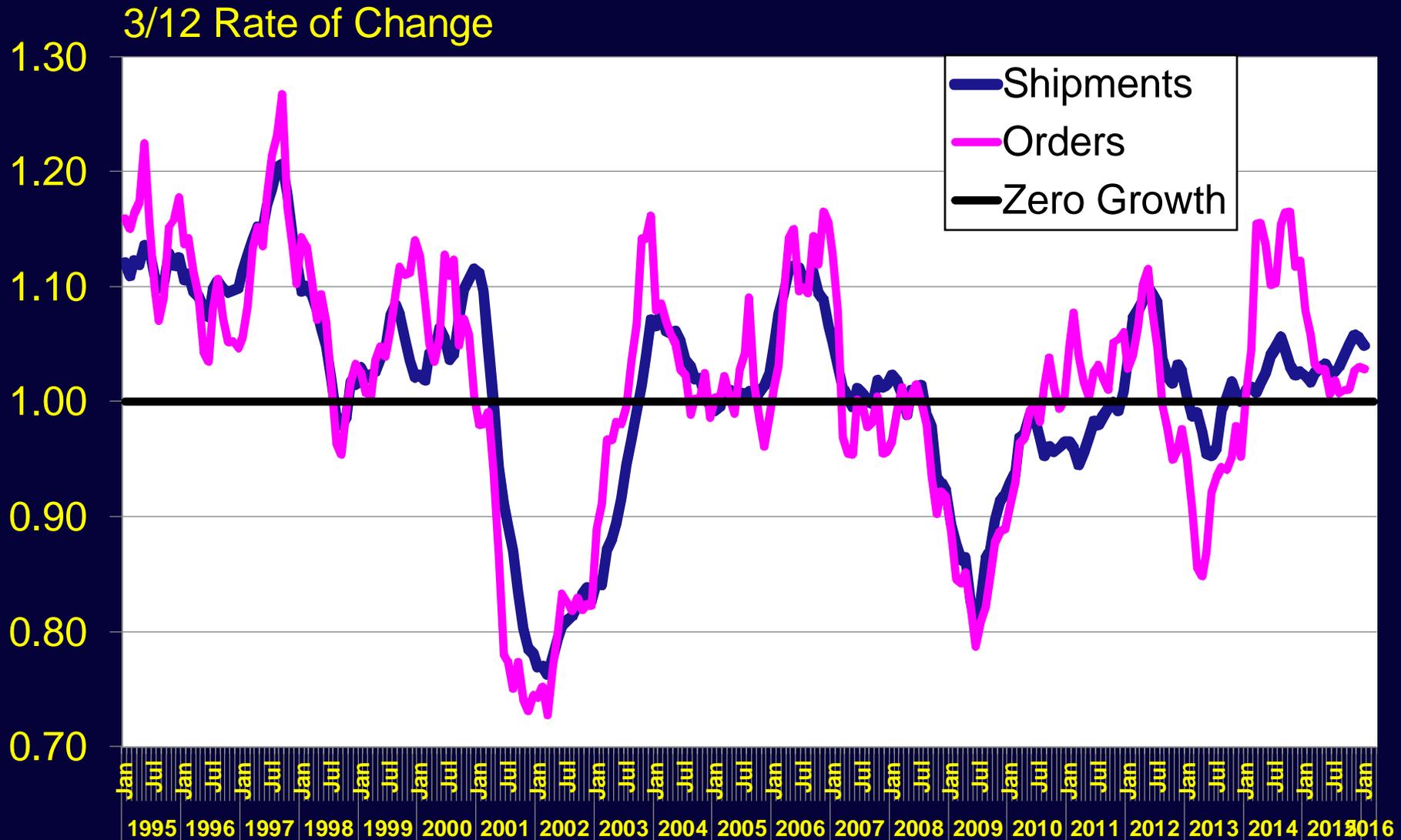
## **Conclusion:**

**Demand has weakened but  
also the strong dollar  
has significantly impacted  
global growth rates  
consolidated into US\$**

# **U.S. Electronic Equipment - Orders, Shipments & Inventories**

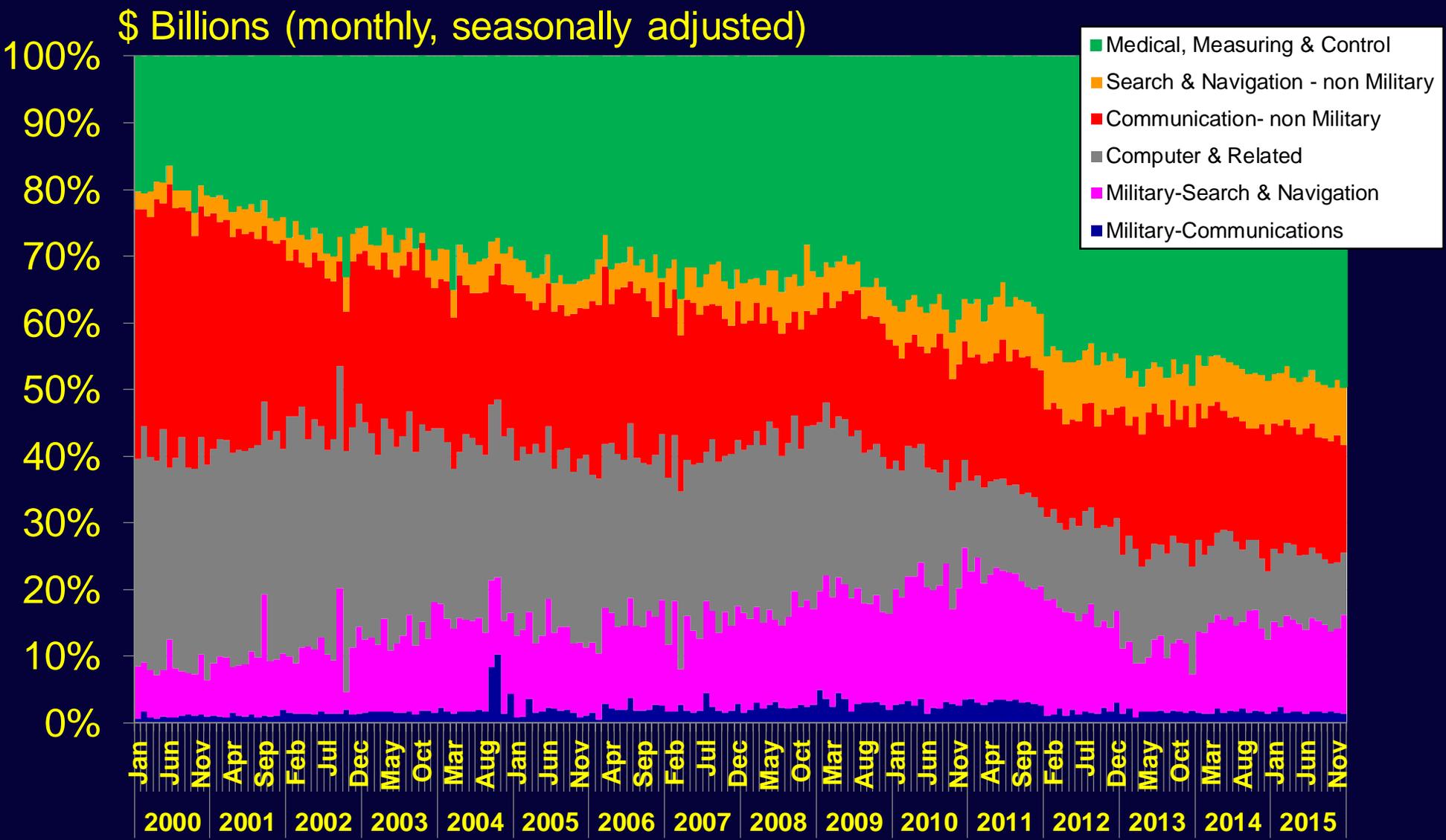
# U.S. Electronic Equipment Order & Shipment Growth

## Computer, Communications, Measurement & Control and Military

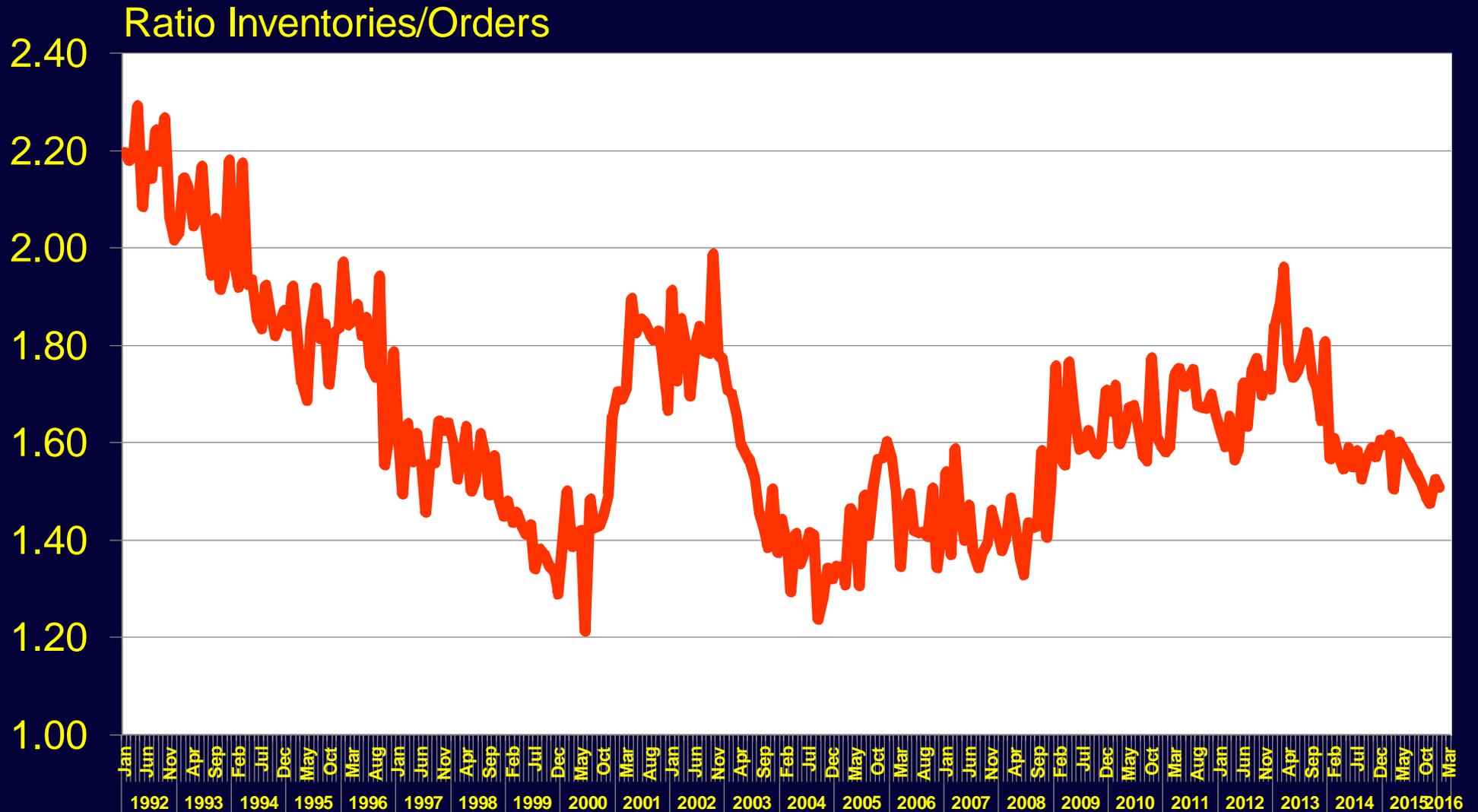


# U.S. Electronic Equipment Orders

## Monthly Data



# U.S. Electronic Equipment Inventories vs. Orders



# Market Segments

## Volume (Shift to Low Cost Areas)

Personal Computers

Mobile Phones

Other Consumer Electronics

Datacom/Telecom

Automotive

## "Protected"

Military

Medical

Instruments & Controls

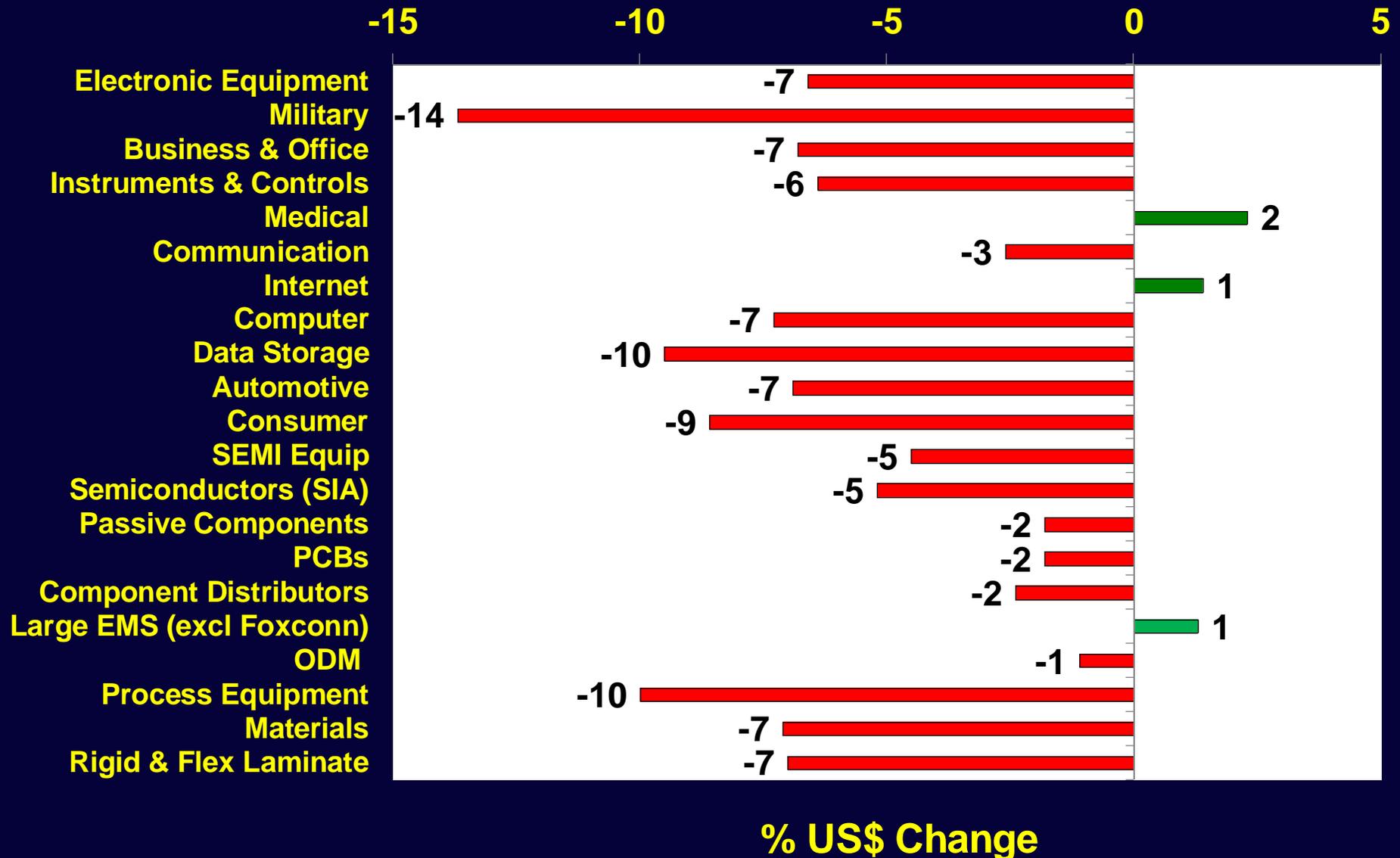
High IP Content

Prototype, Quick Response, Short Run, Need for Local Support

# Global Electronic Supply Chain Growth

20160223

## 4Q'15 vs. 4Q'14 (preliminary)



US\$ equivalent at fluctuating exchange; based upon industry composites including acquisitions

# **High Volume Consumer Driven Markets**



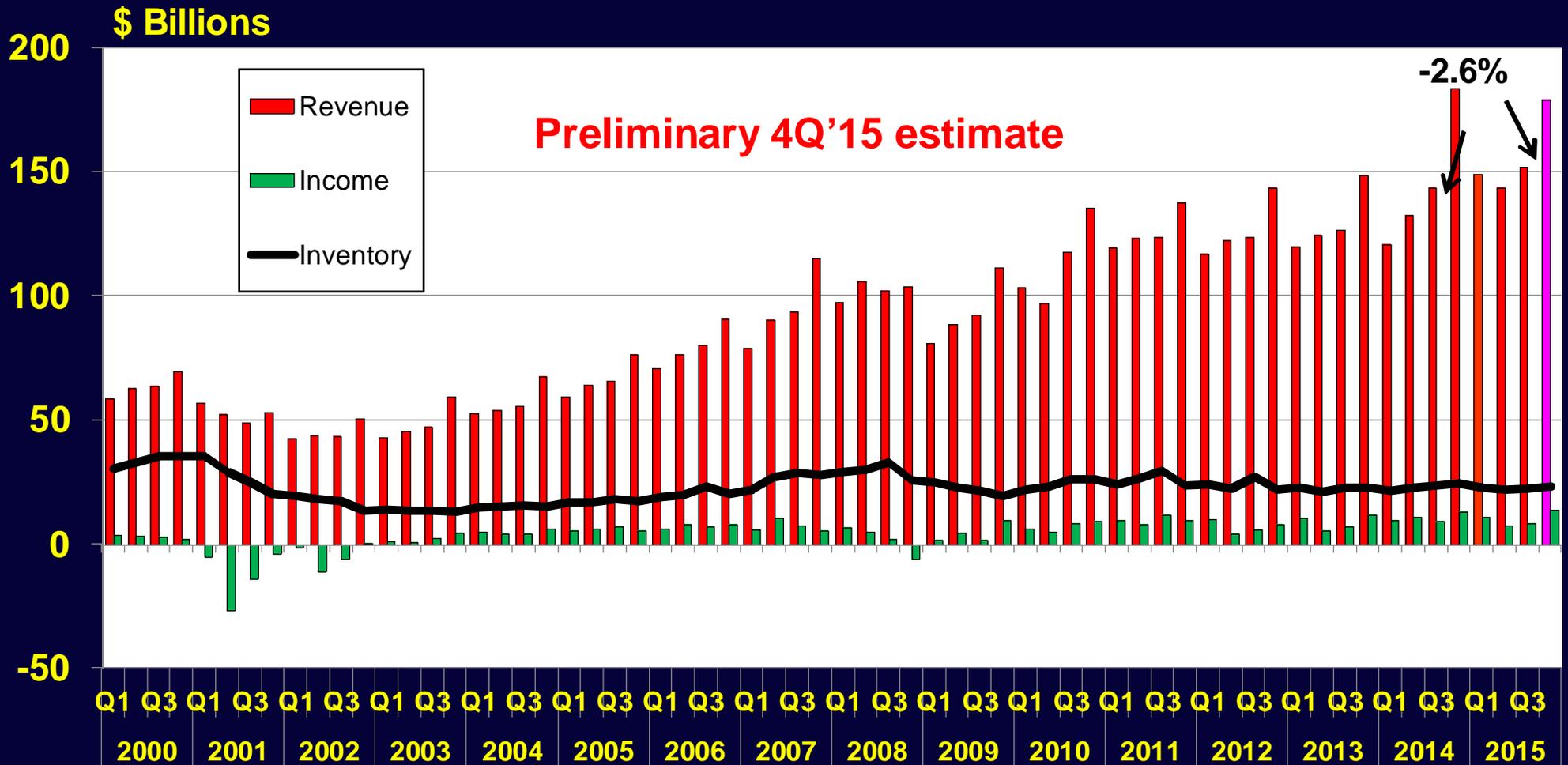
# Communication Equipment Suppliers

## Composite of 20 Companies

20160219

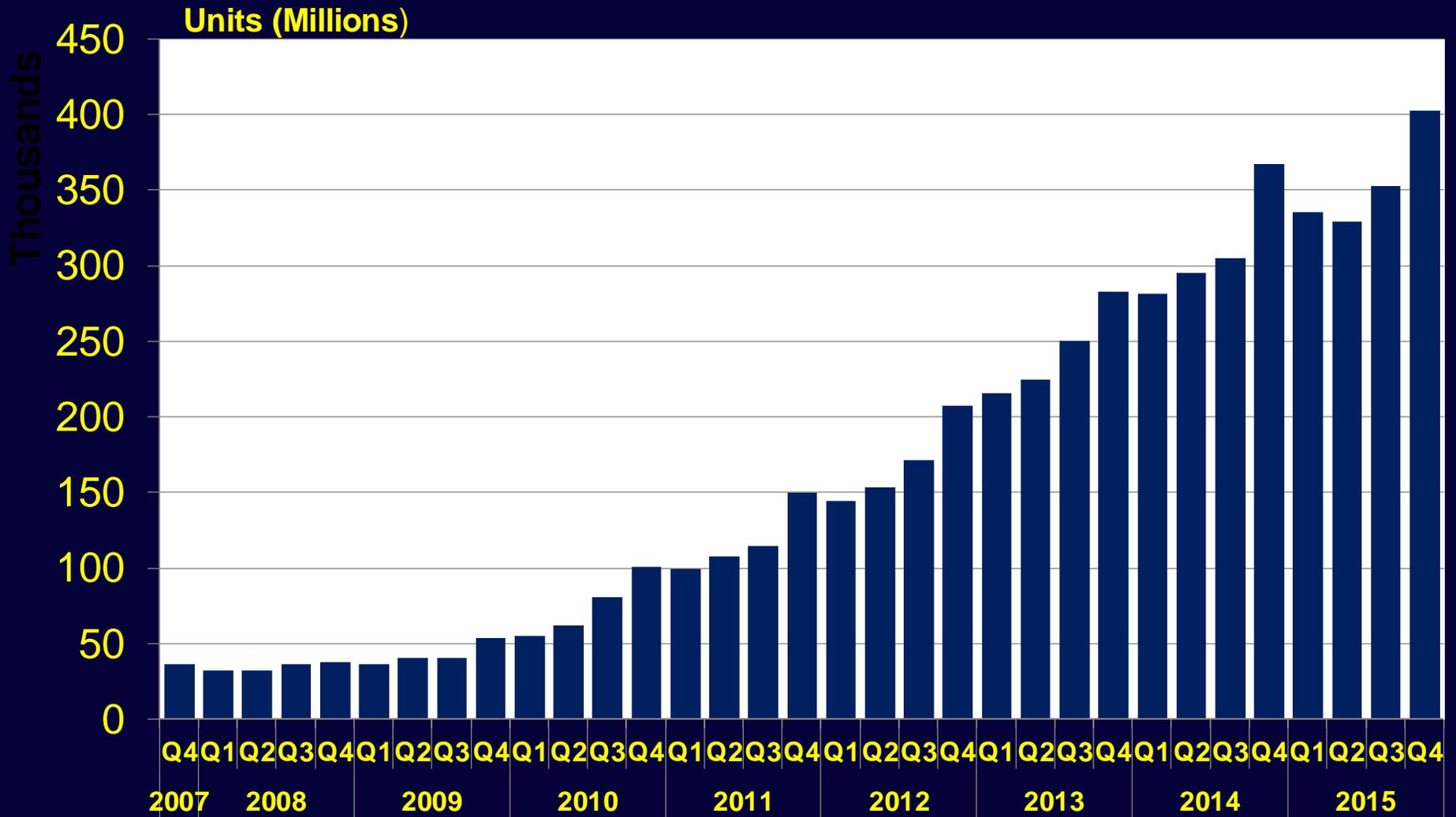
10 mobile phone makers, 10 other telecom equipment makers plus estimate of other mobile makers

### Revenue, Net Income & Inventory



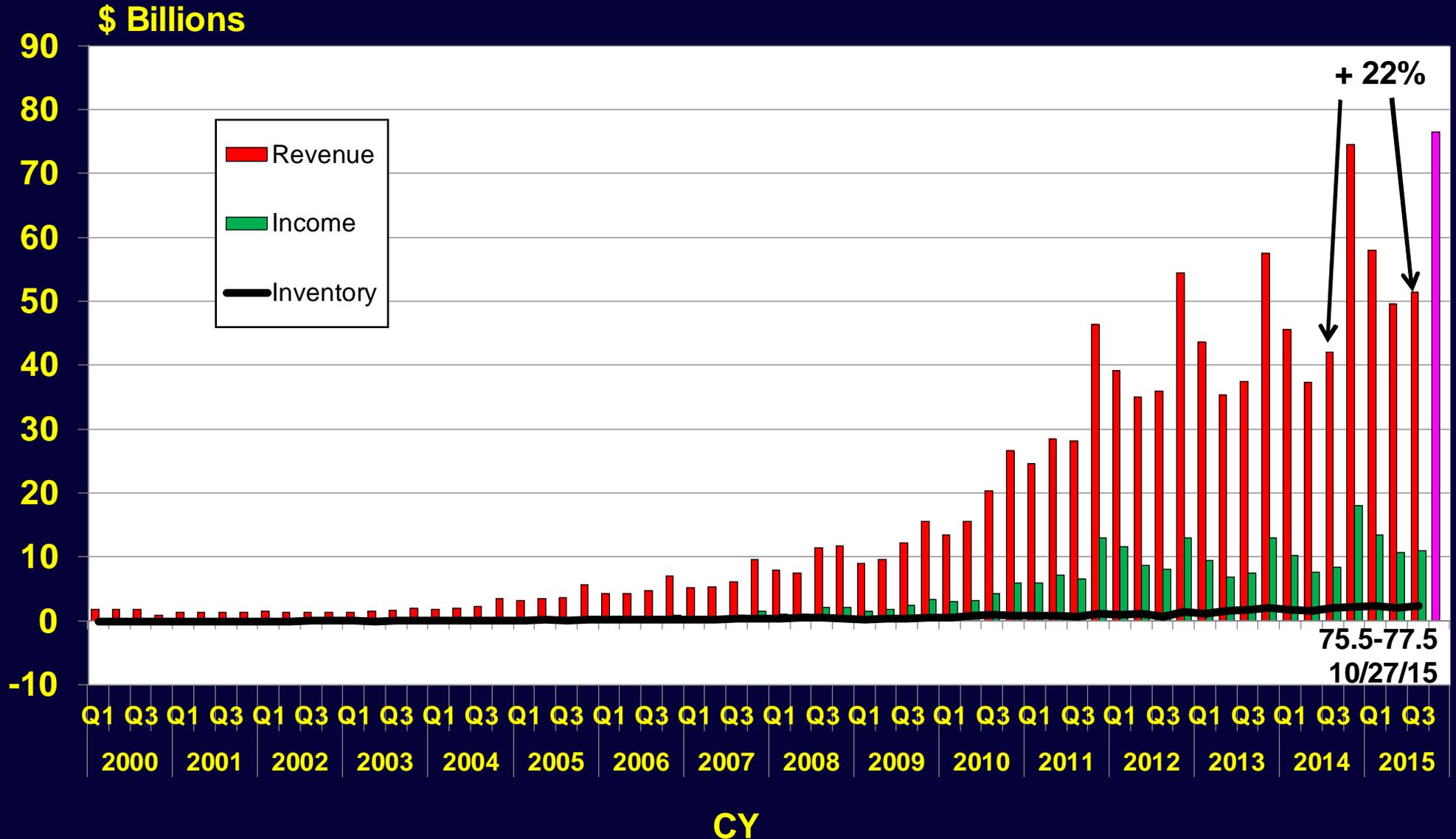
3COM, ADC Telecom, Alcatel+Lucent, Ciena, Ericsson, Motorola Solutions,, Nokia, Polycom, TellLabs, Palm ; Apple iPhone, HTC, Huawei Device, LG, Motorola Mobility, Nokia, RIM, Samsung, Sony Mobility, ZTE; Euros & Krona converted at fluctuating exchange; mobile phone volumes from company reports & Gartner Dataquest quarterly unit shipment estimates; historical data included for acquired companies

# Smartphone Unit Shipments to End Users World



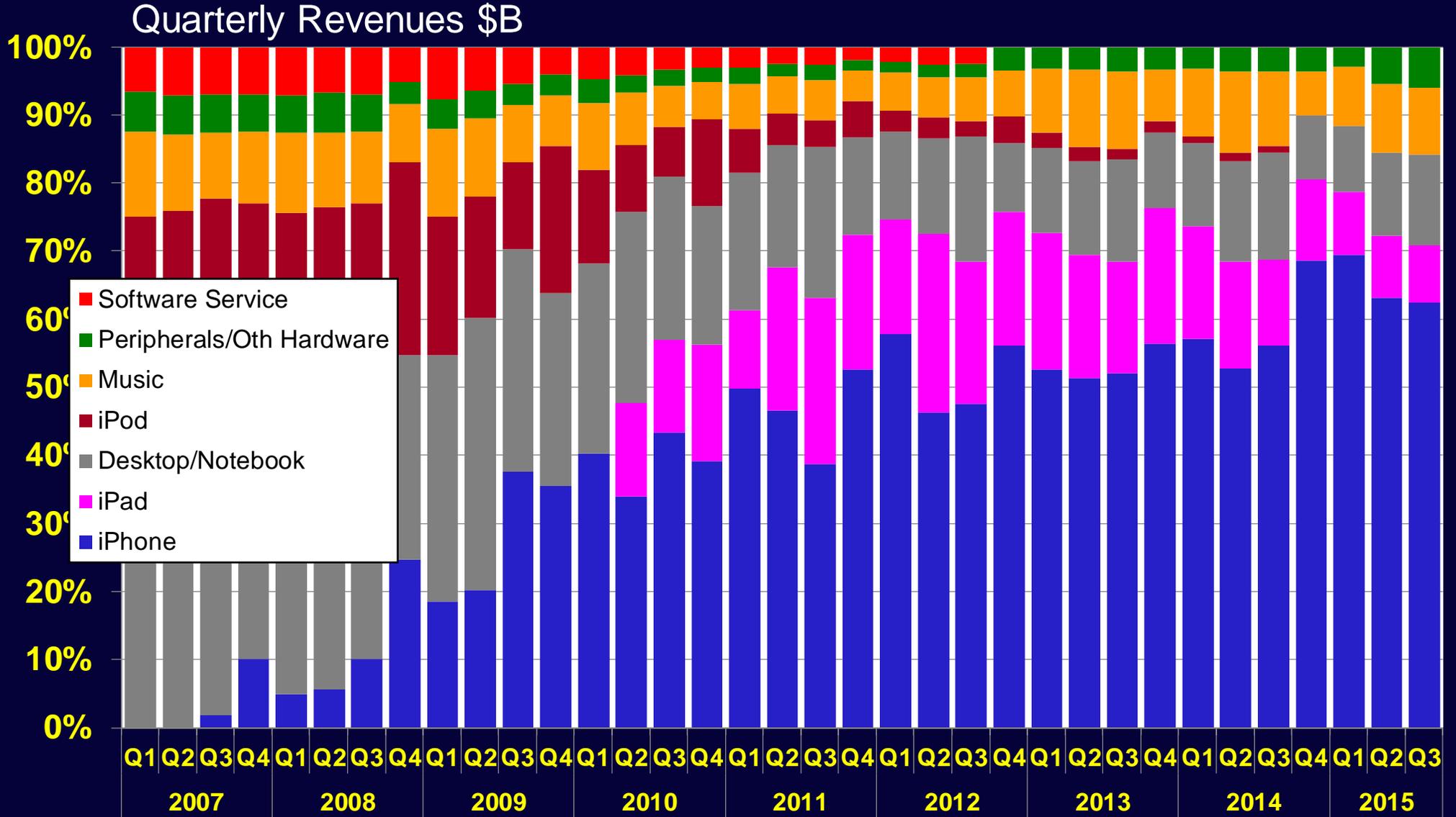
# Apple Inc.

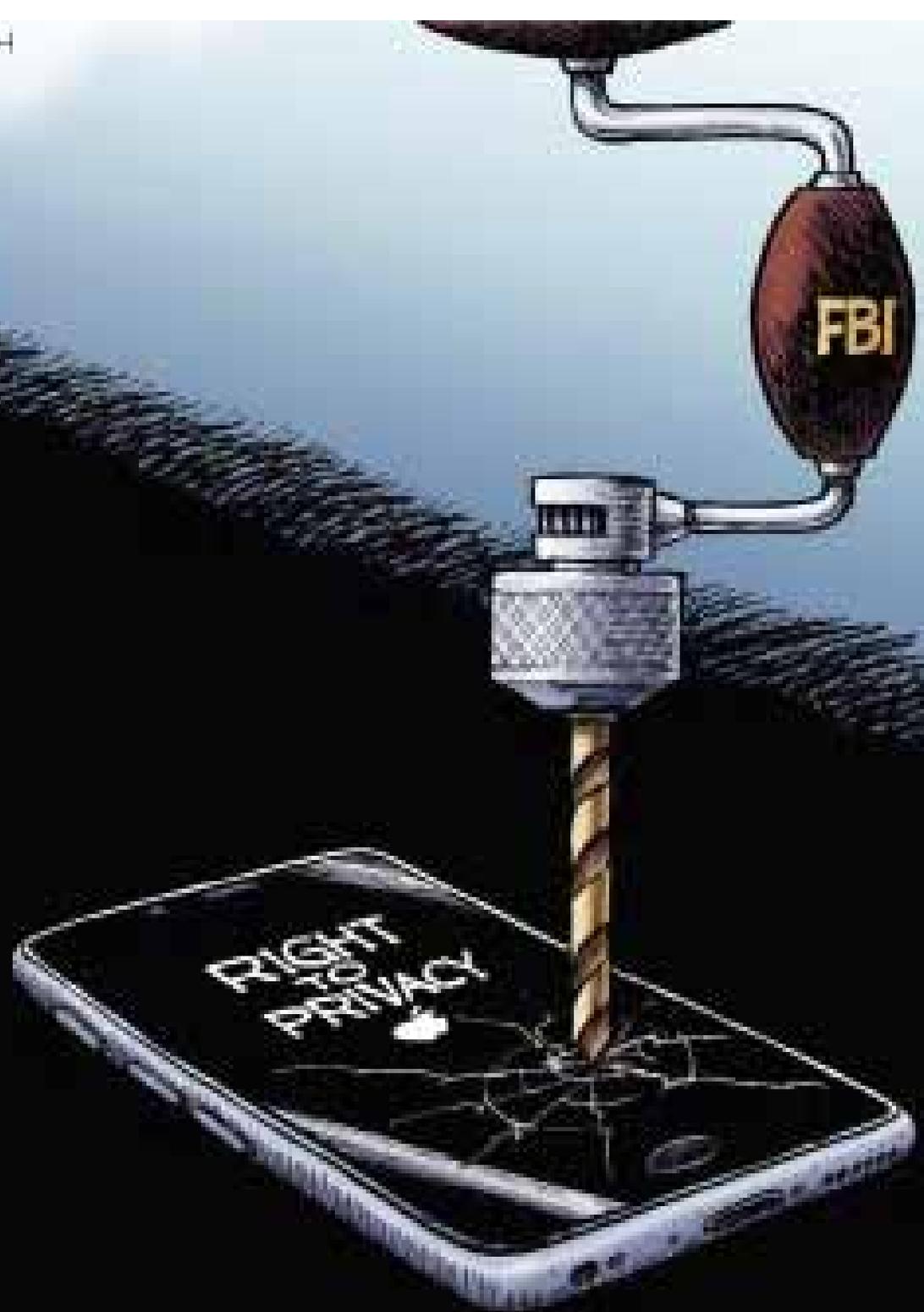
## Revenue, Net Income & Inventory



20151028

# Apple Product Mix







Introducing

# fbiOS

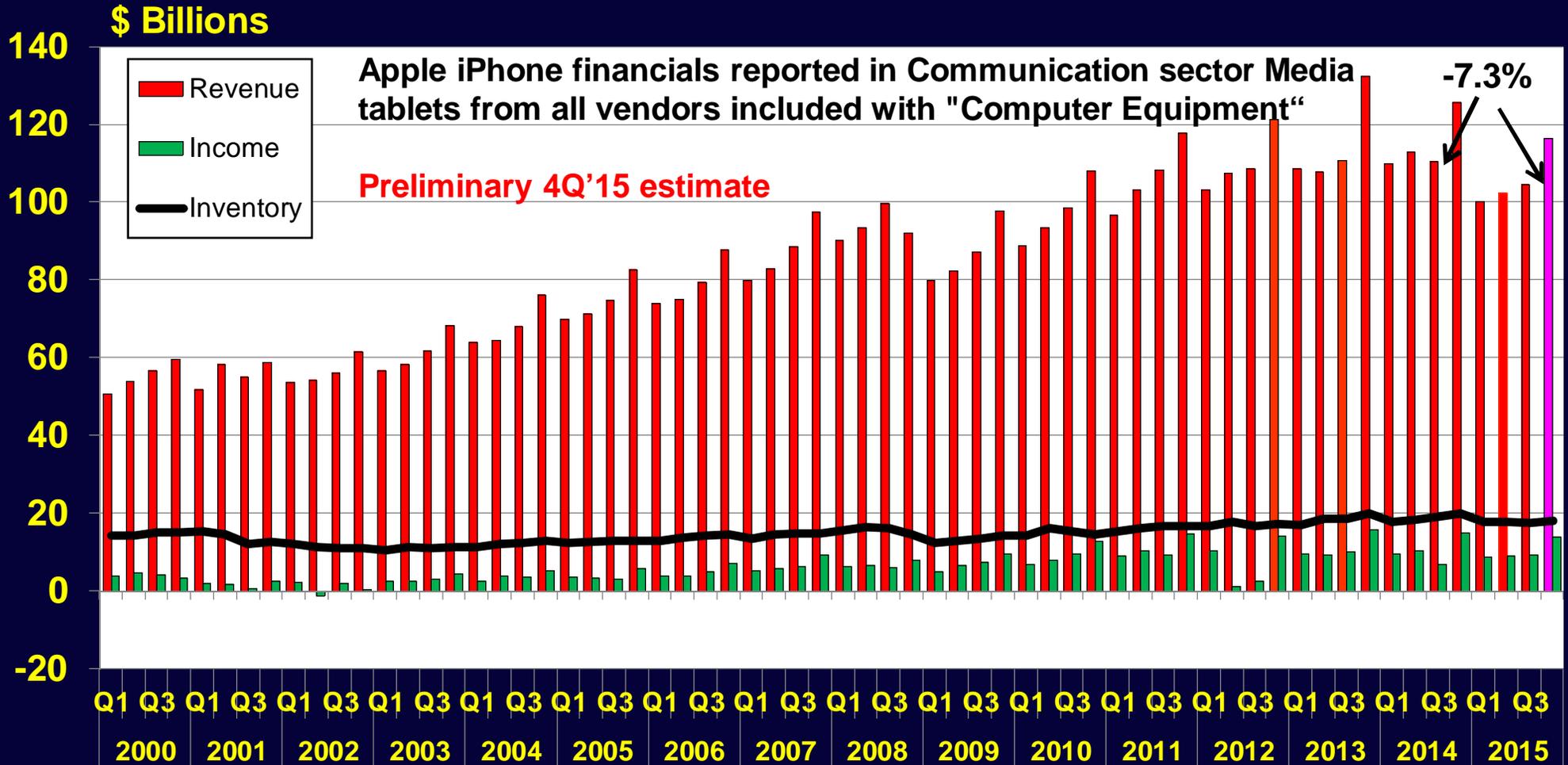
A new operating system designed by the FBI and programmed by Apple.



# Computer Equipment Suppliers Composite of 13 Public Companies

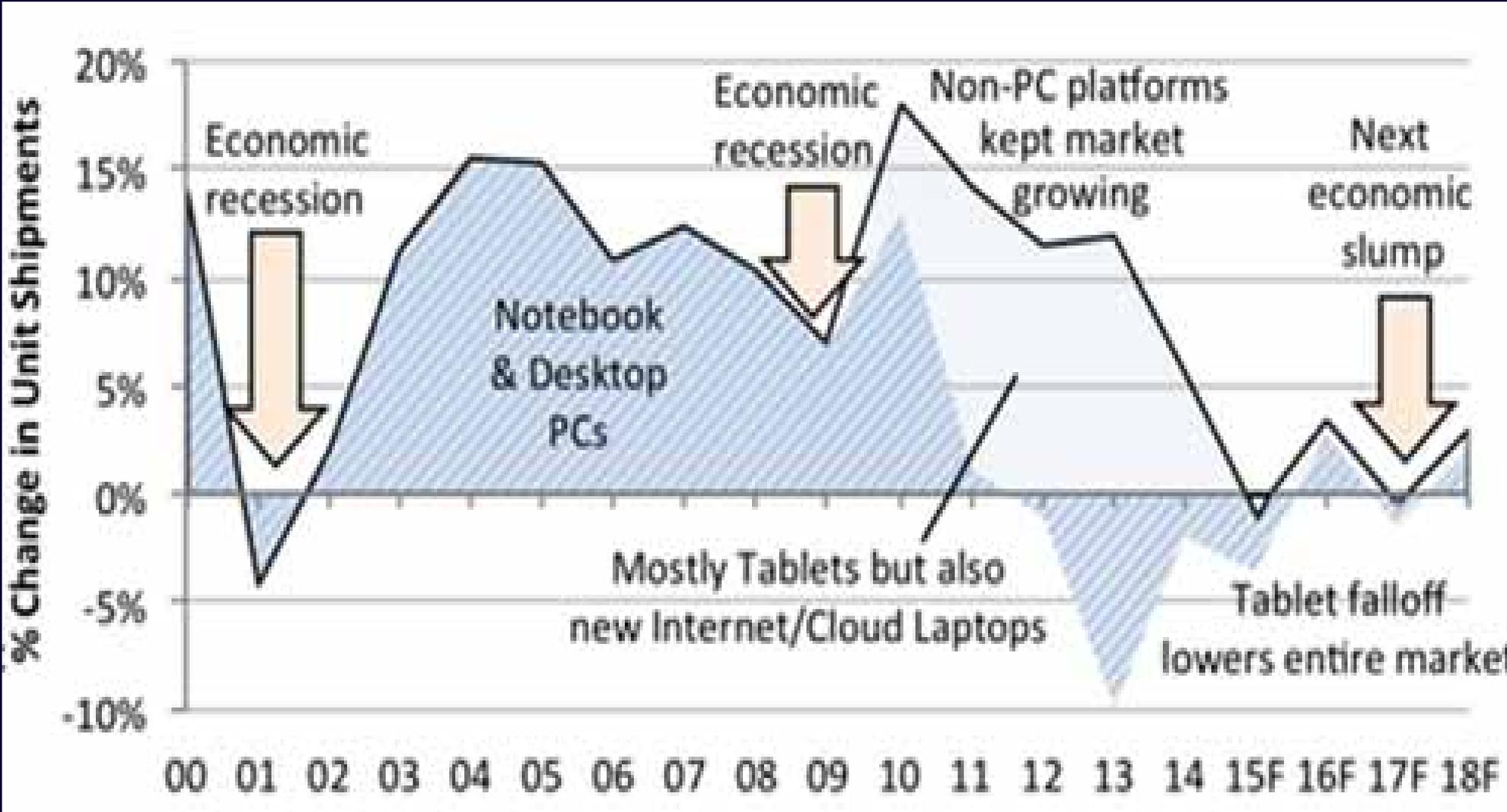
## Revenue, Net Income & Inventory

20160219



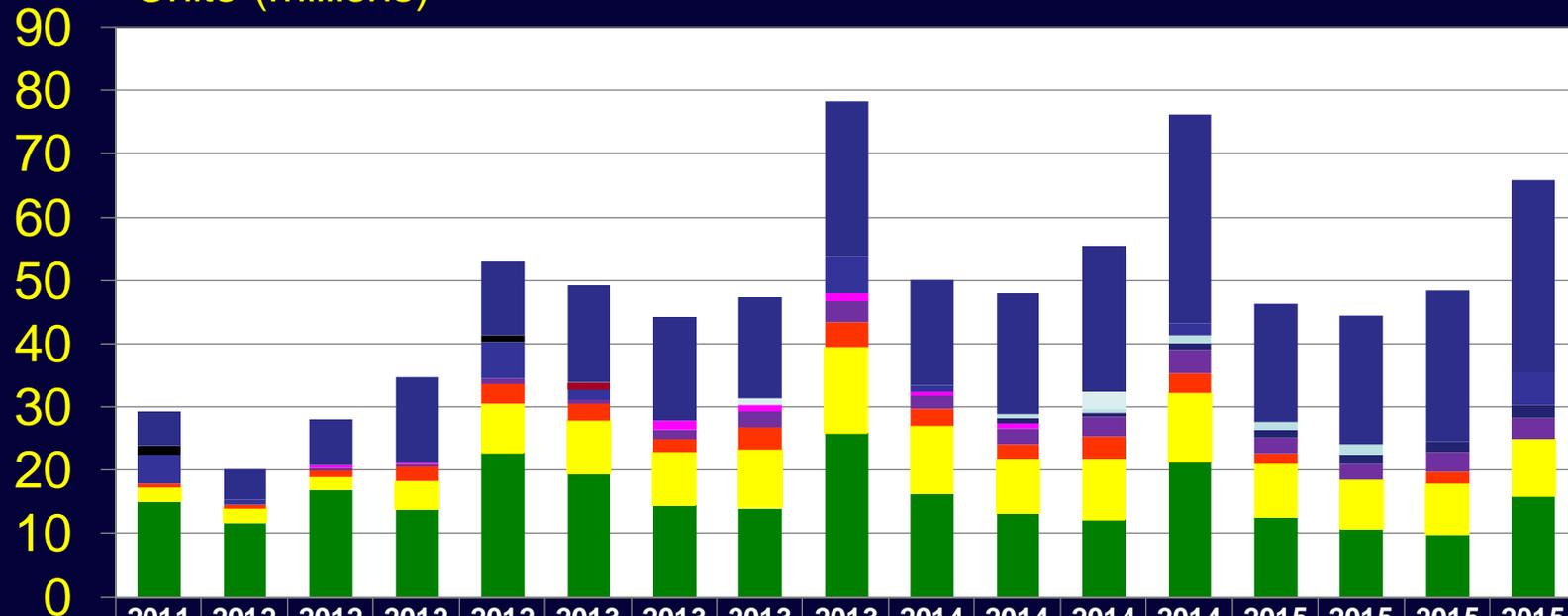
Acer+Gateway, Apple, Creative Tech, Cray, Dell, HP, IBM, Lenovo, Mercury, NCR, Sun Micro, Unisys  
Other vendors media tablet sales estimated from unit shipments

# Total Personal Computer Unit Growth



# Media Tablets World Top 5 Vendors

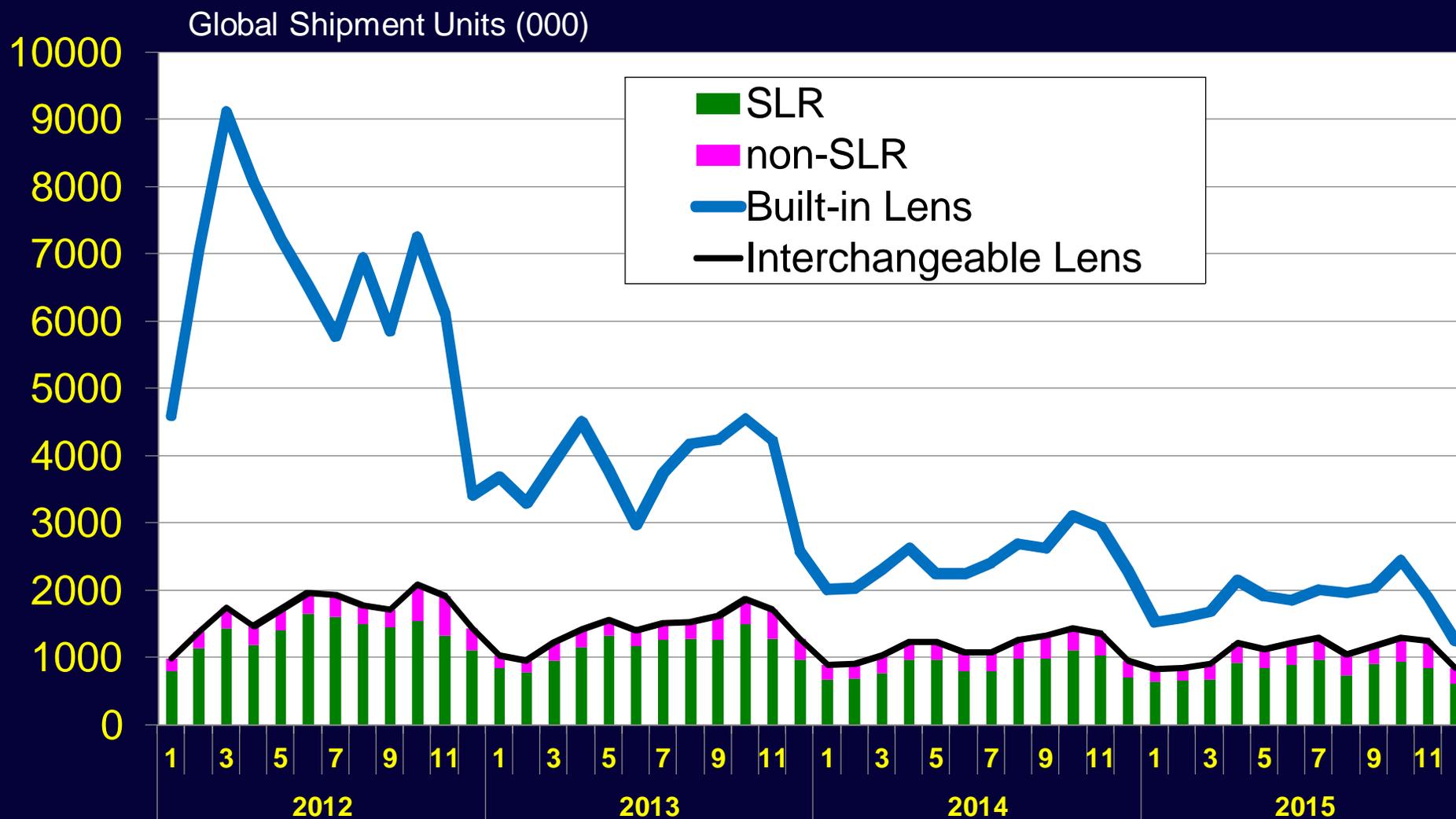
Units (millions)



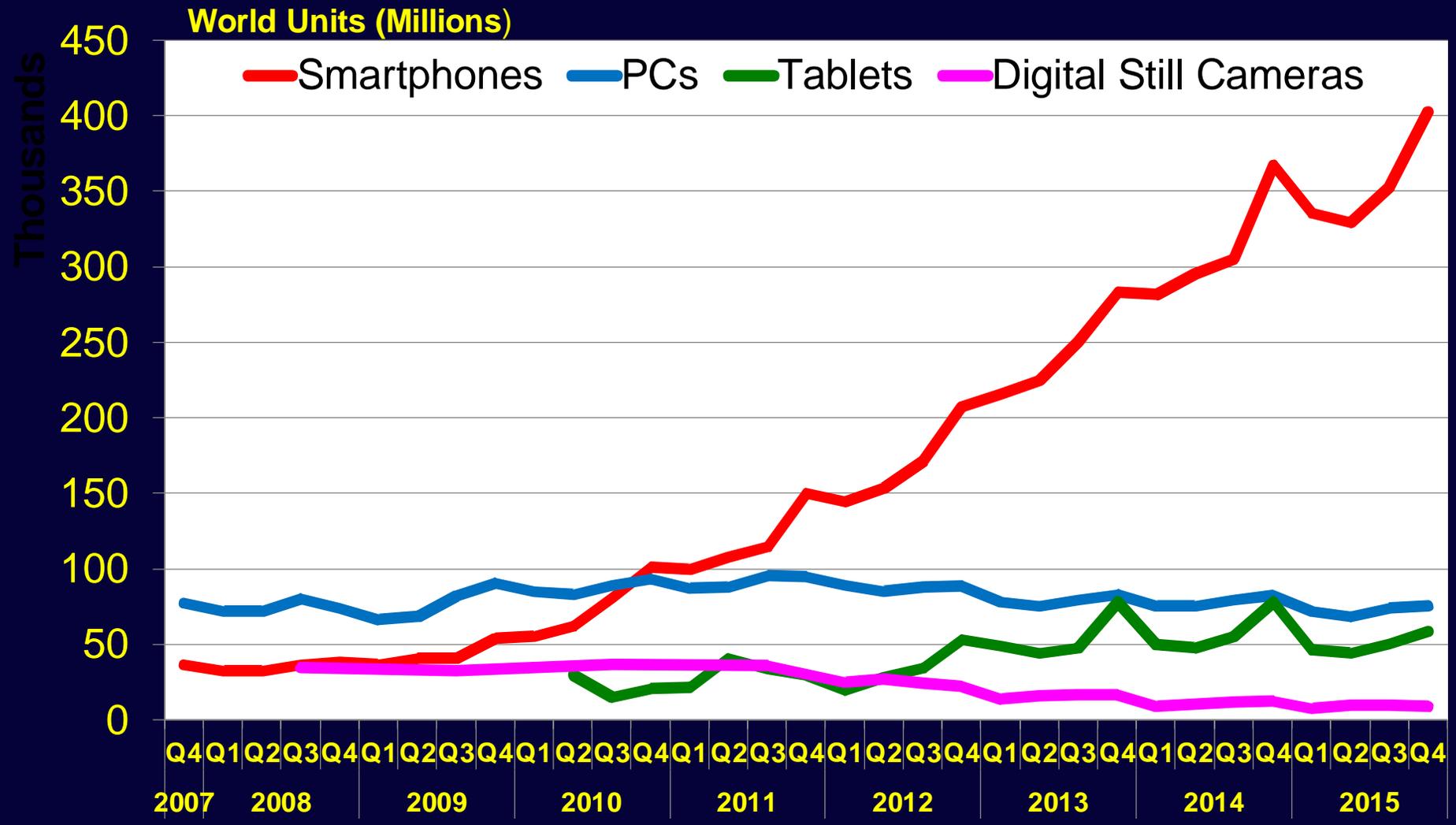
	2011 Q4	2012 Q1	2012 Q2	2012 Q3	2012 Q4	2013 Q1	2013 Q2	2013 Q3	2013 Q4	2014 Q1	2014 Q2	2014 Q3	2014 Q4	2015 Q1	2015 Q2	2015 Q3	2015 Q4
Others	5.5	4.9	7.4	13.5	11.6	15.5	16.4	16.0	24.6	16.6	19.1	23.0	33.1	18.6	20.4	23.9	30.2
RCA							0.9					2.6					
Barnes & Noble	1.4				1.0												
Microsoft		0.0				0.9											
Amazon	4.7	0.7			5.9	1.8			5.8	1.0			1.9				5.2
LG Electronics											0.5	0.7	1.3	1.4	1.6		
Huawei											0.8	0.7	1.0	1.1	1.6	1.8	2.2
Acer			0.4	0.3			1.5	1.2	1.1	0.7	1.0						
Lenovo			0.4	0.4	0.8	0.6	1.5	2.3	3.4	2.0	2.4	3.1	3.7	2.5	2.5	3.1	3.2
Asus	0.6	0.6	0.9	2.3	3.1	2.6	2.0	3.6	4.0	2.6	2.3	3.4	3.0	1.8		1.9	
Samsung	2.2	2.3	2.1	4.3	7.8	8.5	8.4	9.3	13.5	10.8	8.6	9.7	11.0	8.4	7.6	8.0	9.0
Apple	15.1	11.8	17.0	14.0	22.9	19.5	14.6	14.1	26.0	16.4	13.3	12.3	21.4	12.6	10.9	9.9	16.1

# Digital Still Cameras

## Built-in & Interchangeable Lens



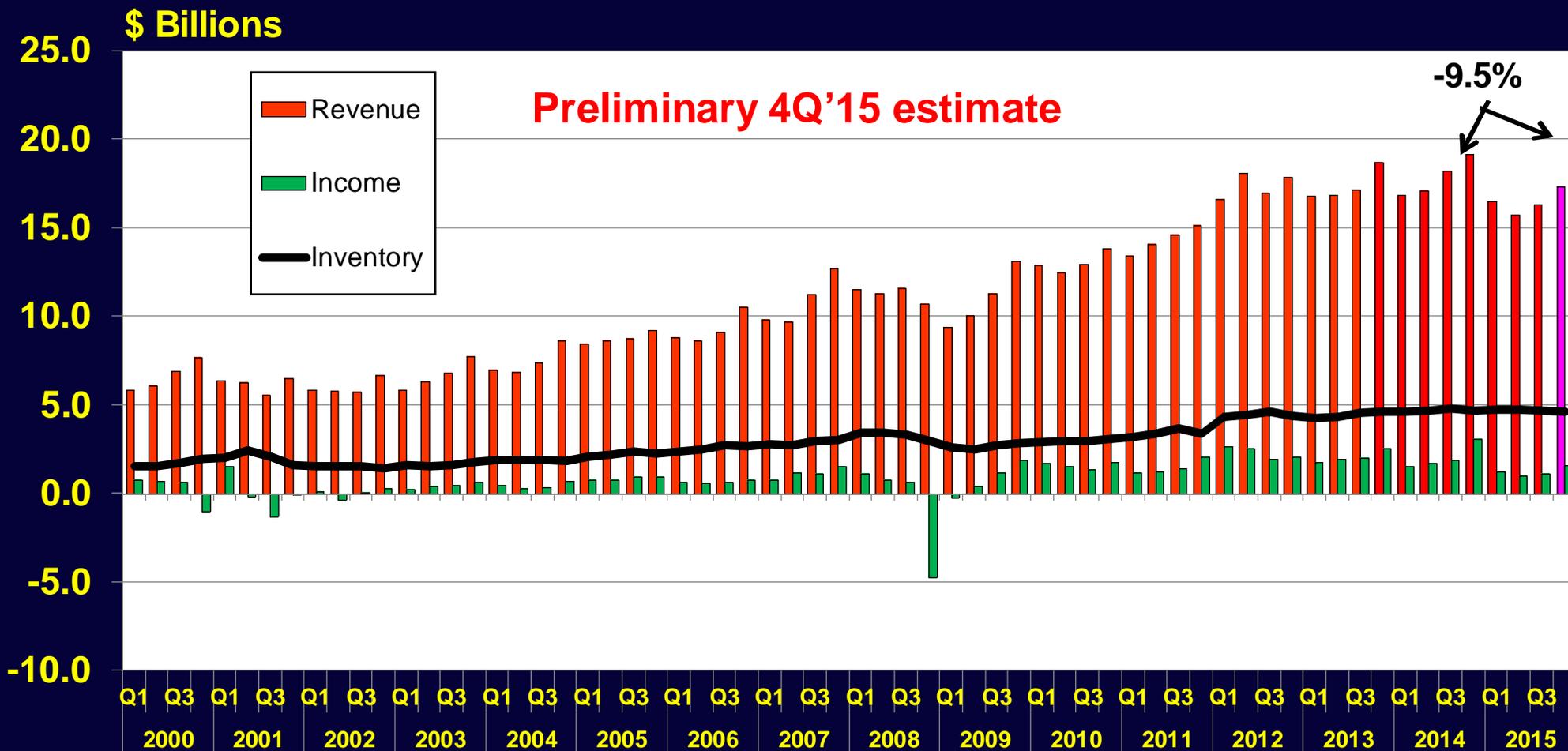
# Smartphones Cannibalize PCs, Tablets & Digital Cameras



# Data Storage Equipment Suppliers Composite of 12 Public Companies

20160211

## Revenue, Net Income & Inventory



Brocade, EMC, Iomega, Lexar, Maxtor, Network Appliance, Netlist, Qlogic, Quantum, Seagate, Storage Technology, Western Digital, SanDisk. Companies now no longer operating were included in historical data until they shut down

# Local Markets

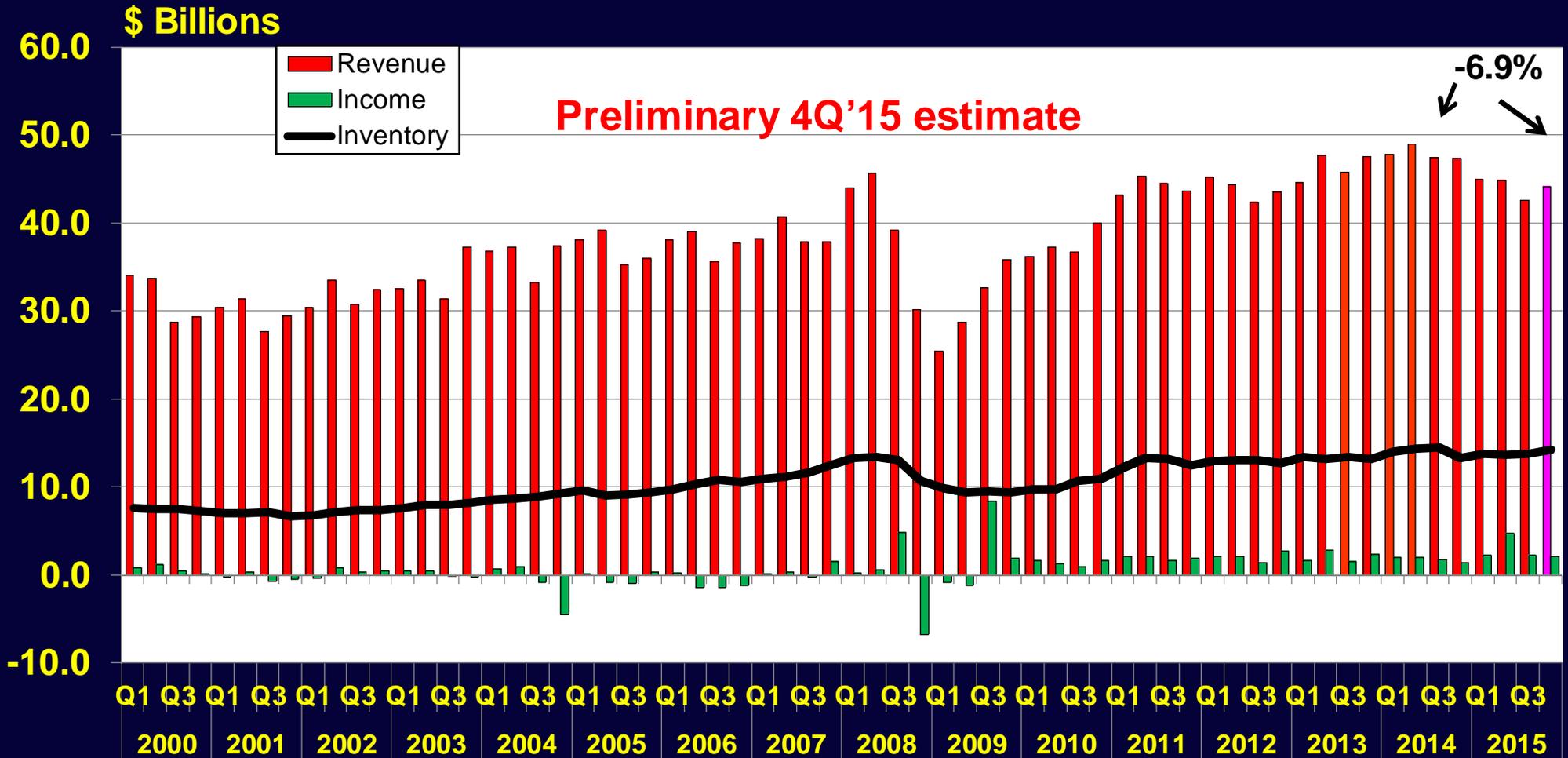
# **Automotive Electronics**

# Automotive Equipment Suppliers

## Composite of 11 Public Companies

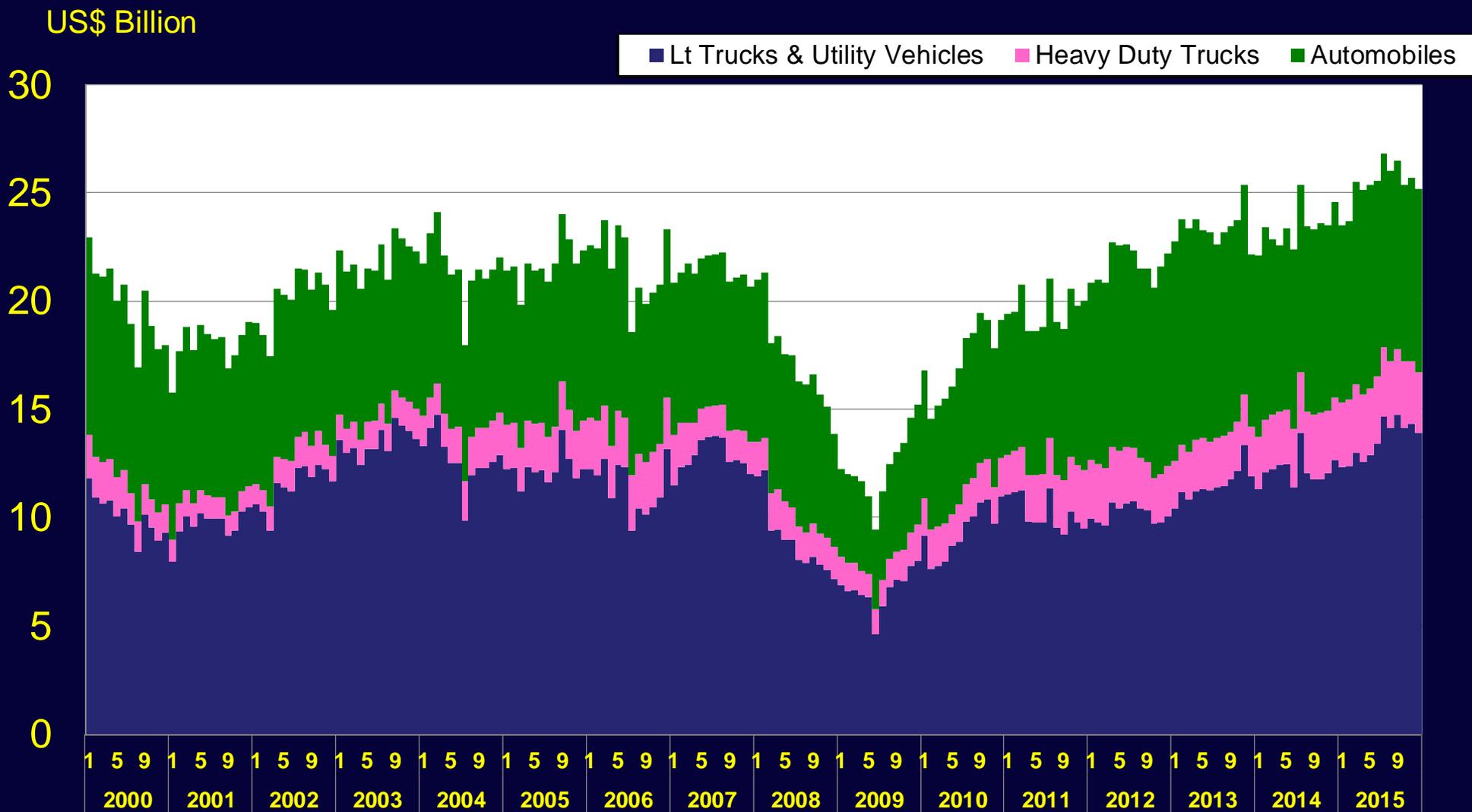
### Revenue, Net Income & Inventory

20160219



Autoliv, Borg Warner, Continental AG, Delphi, Federal Mogul, Gentex, Johnson Controls, Lear, TRW Automotive, Valeo, Visteon

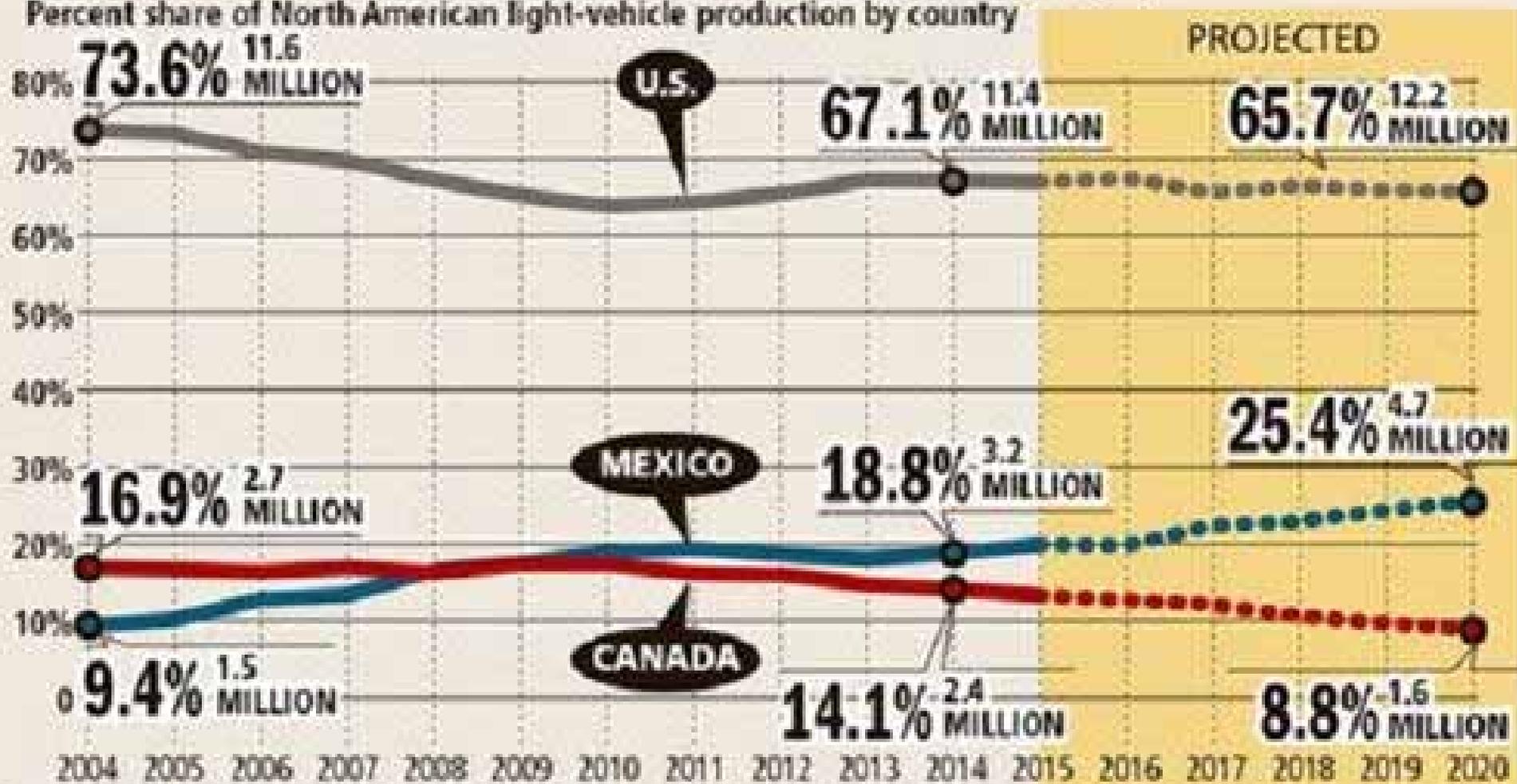
# U.S. Vehicle Shipments



# AUTO PRODUCTION POPULARITY CONTEST

Under the North American Free Trade Agreement, the U.S., Canada and Mexico compete for investment in plants and jobs. Here is the capacity split among the three countries historically and the forecast, which sees Mexico growing at the expense of Canada while the U.S. dips slightly.

Percent share of North American light-vehicle production by country

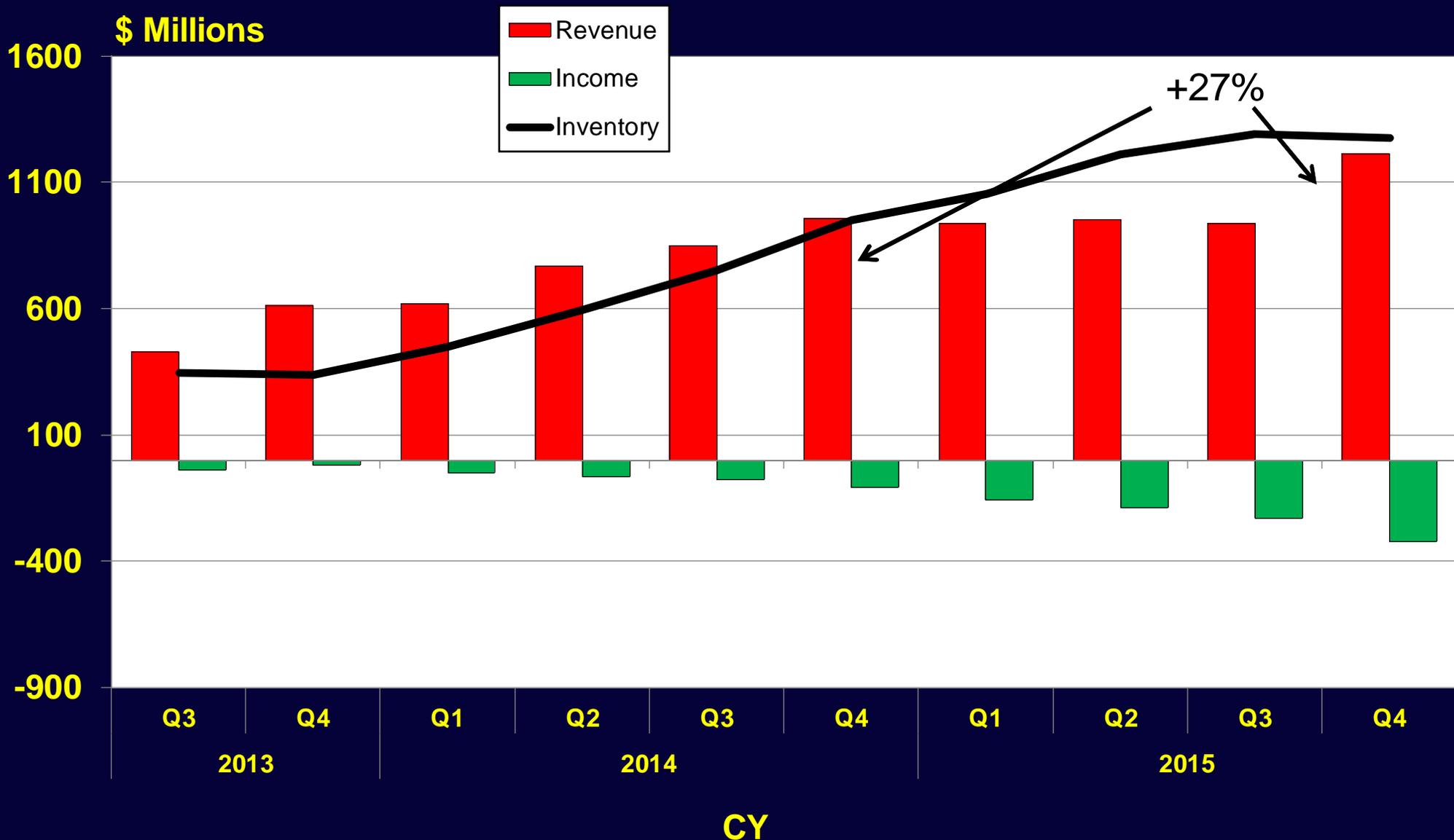


SOURCE: WardsAuto

MARTHA THIERRY/DETROIT FREE PRESS

# Tesla

## Revenue, Net Income & Inventory

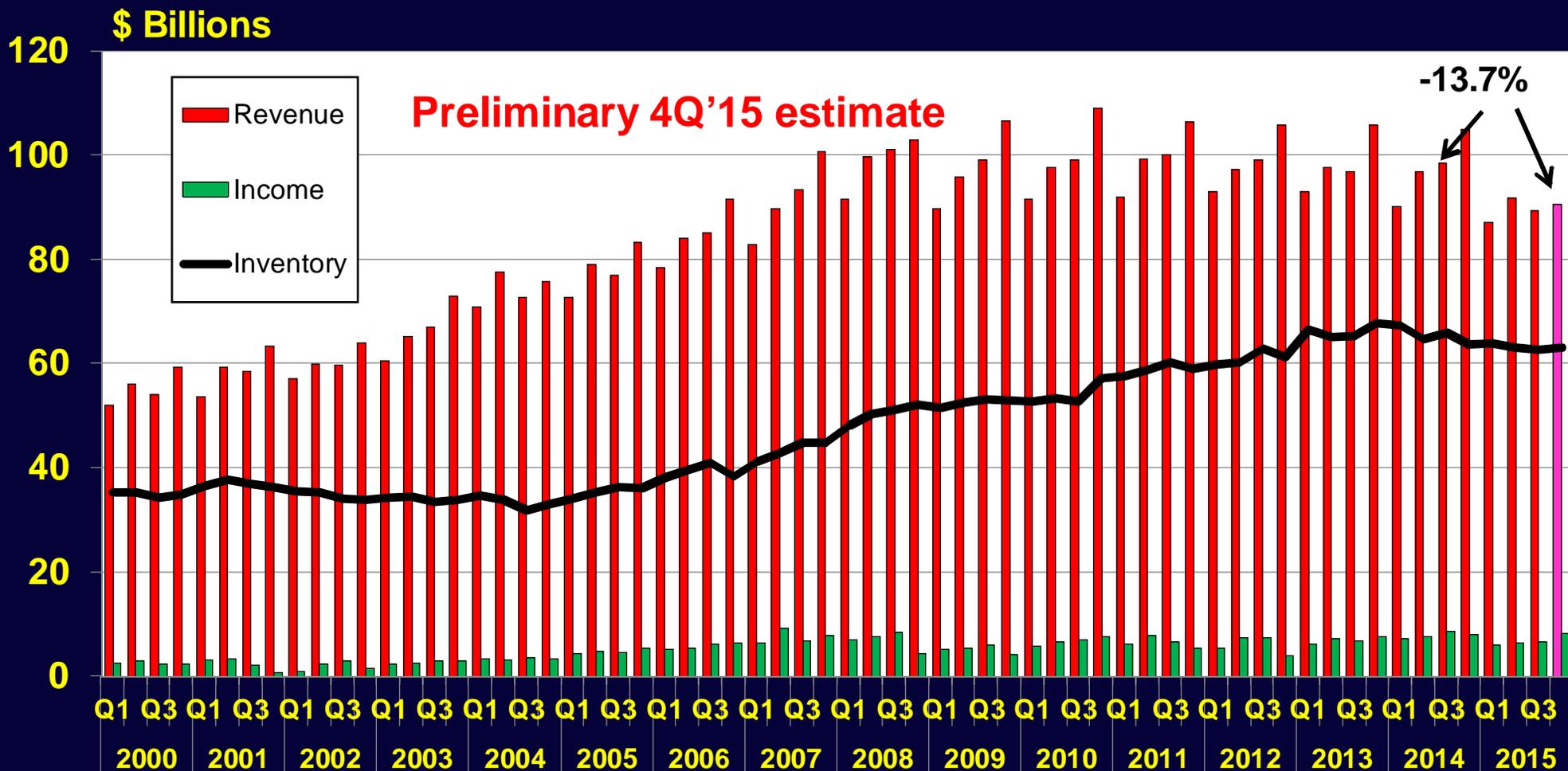


**Aviation, Government  
&  
Military Electronics**

# Military Equipment

## Composite of 21 Public Companies

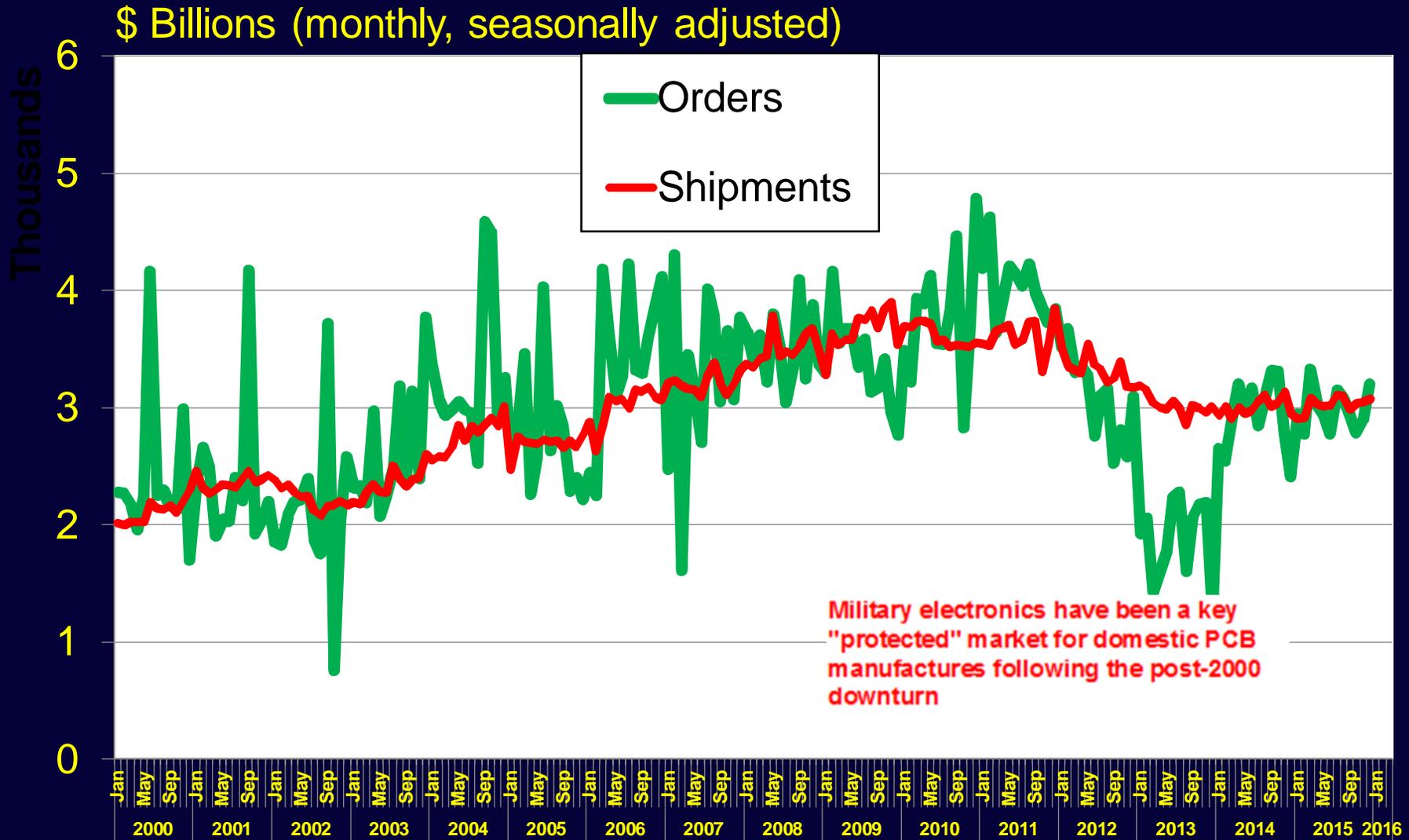
### Revenue, Net Income & Inventory



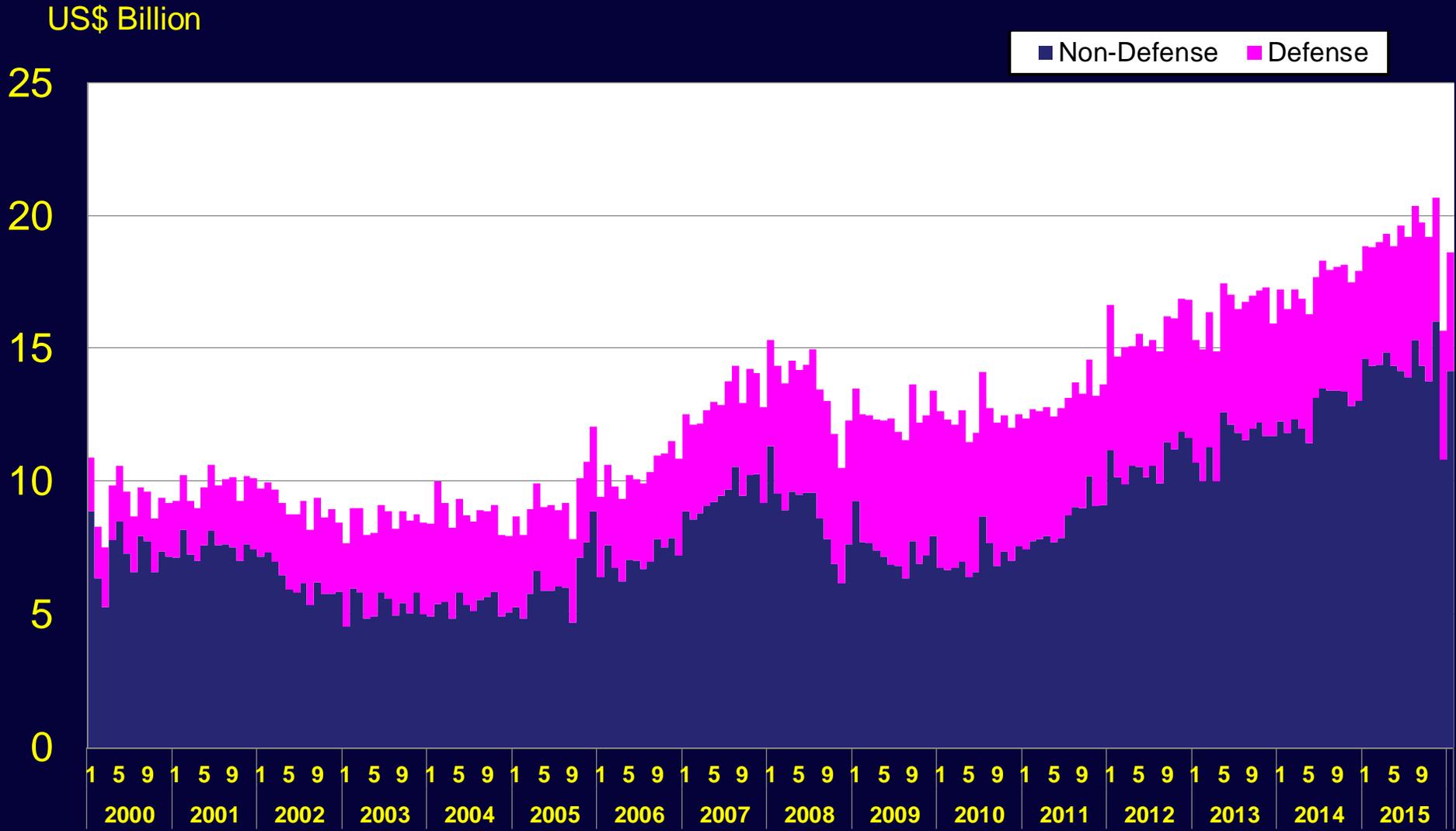
Boeing (military portion), EADS (military portion), Finmeccanica, General Dynamics, Halliburton, Harris, Honeywell (military portion), L-3 Communications, Lockheed, Moog, Northrop Grumman, Raytheon, Rockwell Collins, Textron, Thales, United Technology

# U.S. Military Electronics Orders & Shipments

## Defense Communication & Search & Navigation Equipment



# U.S. Aircraft & Parts Shipments

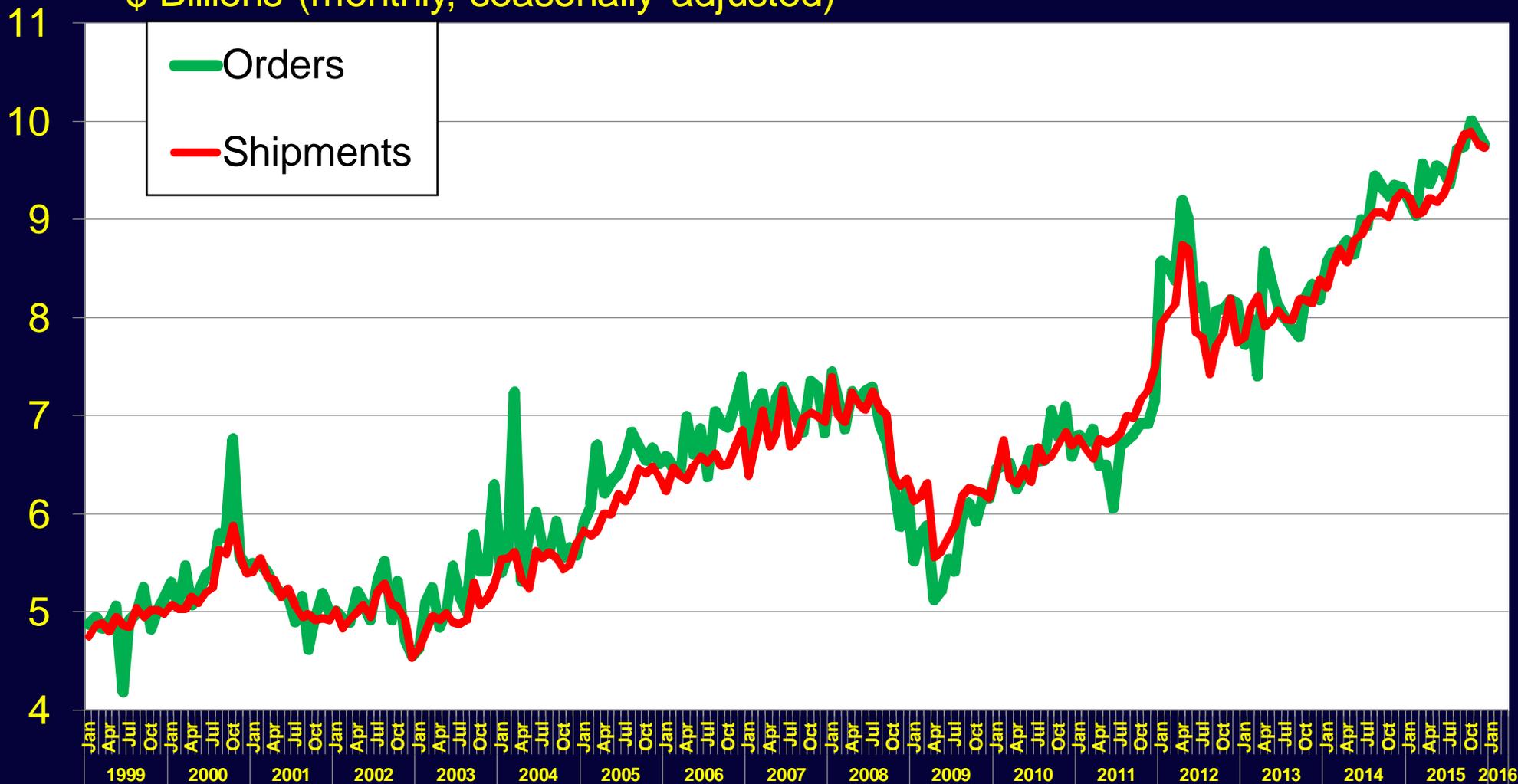


# **Instruments & Control Equipment**

# U.S. Electromedical, Measurement & Control Equipment Orders & Shipments

20160204

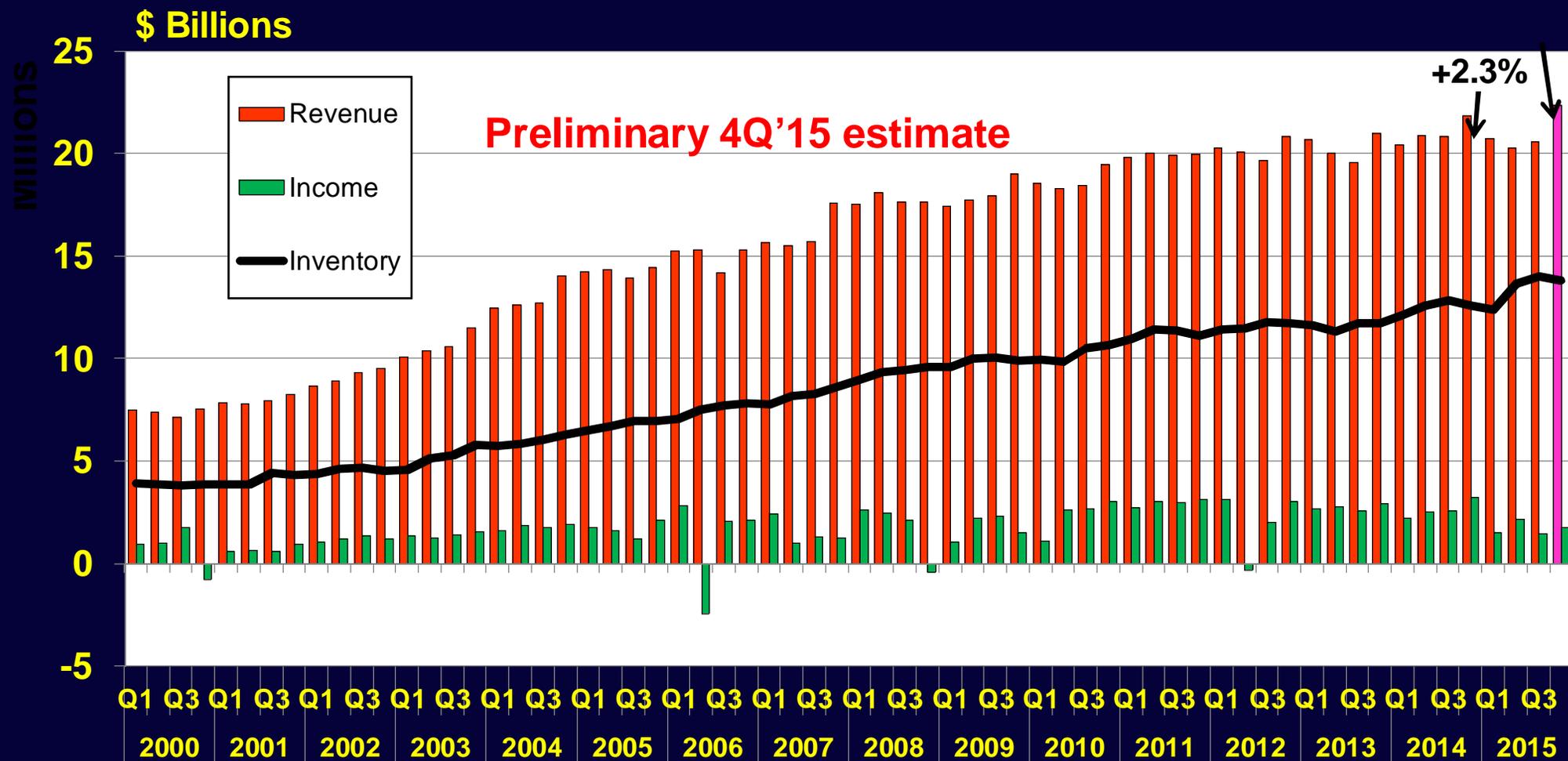
\$ Billions (monthly, seasonally adjusted)



# Medical Equipment

## Composite of 21 Public Companies

### Revenue, Net Income & Inventory



Analogic, Bio-Rad Laboratories, Boston Scientific, Bruker, CareFusion, Covidien, Draeger, Guidant, Hill-Rom, Intuitive Surgical, Invacare, Medtronic, ResMed, St Jude Medical, Smith & Nephew, STERIS, Stryker, Varian Medical, Waters, Zimmer

# **Future High Volume Markets**

**Autonomous cars**

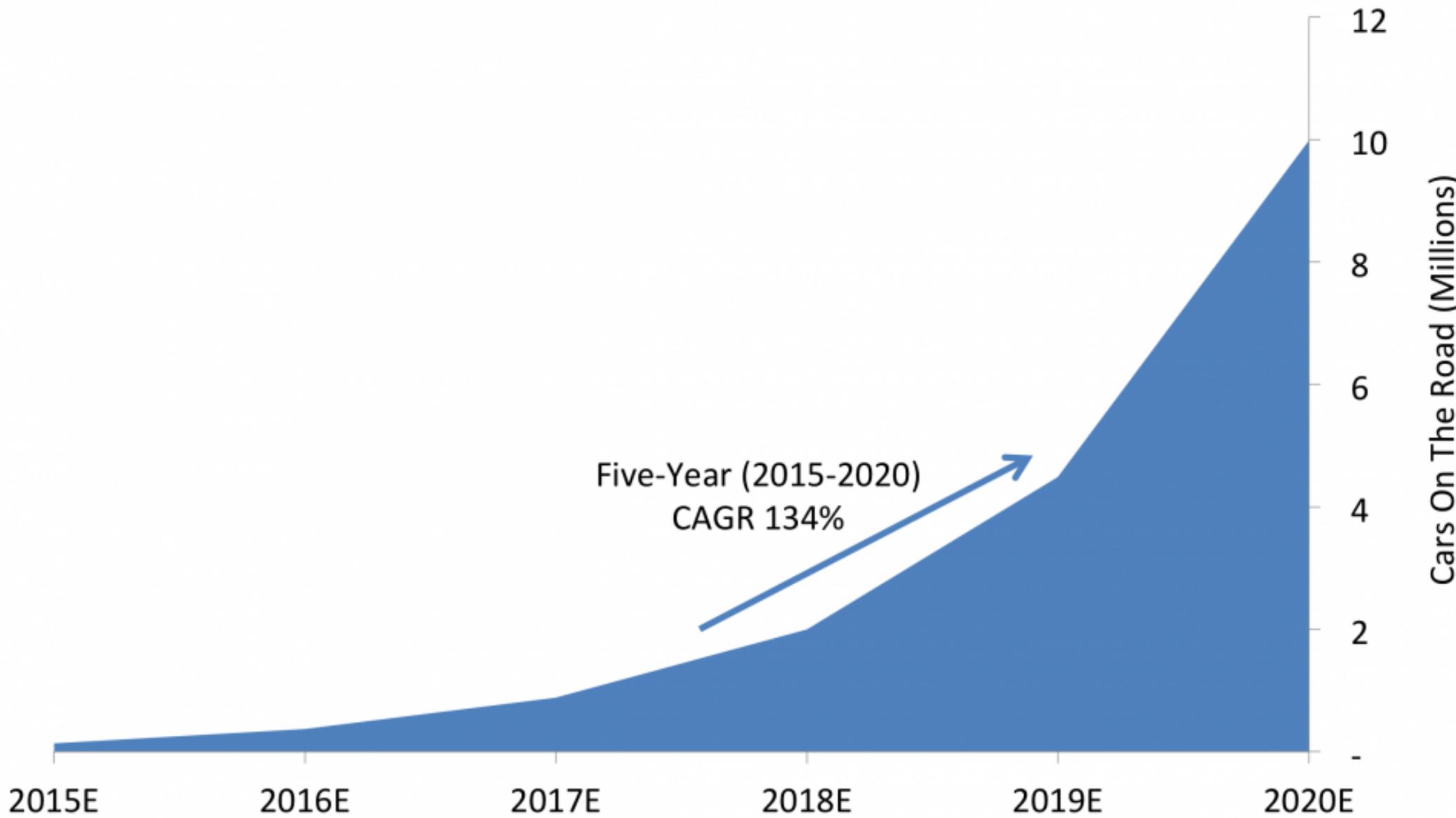
**Internet of Things**

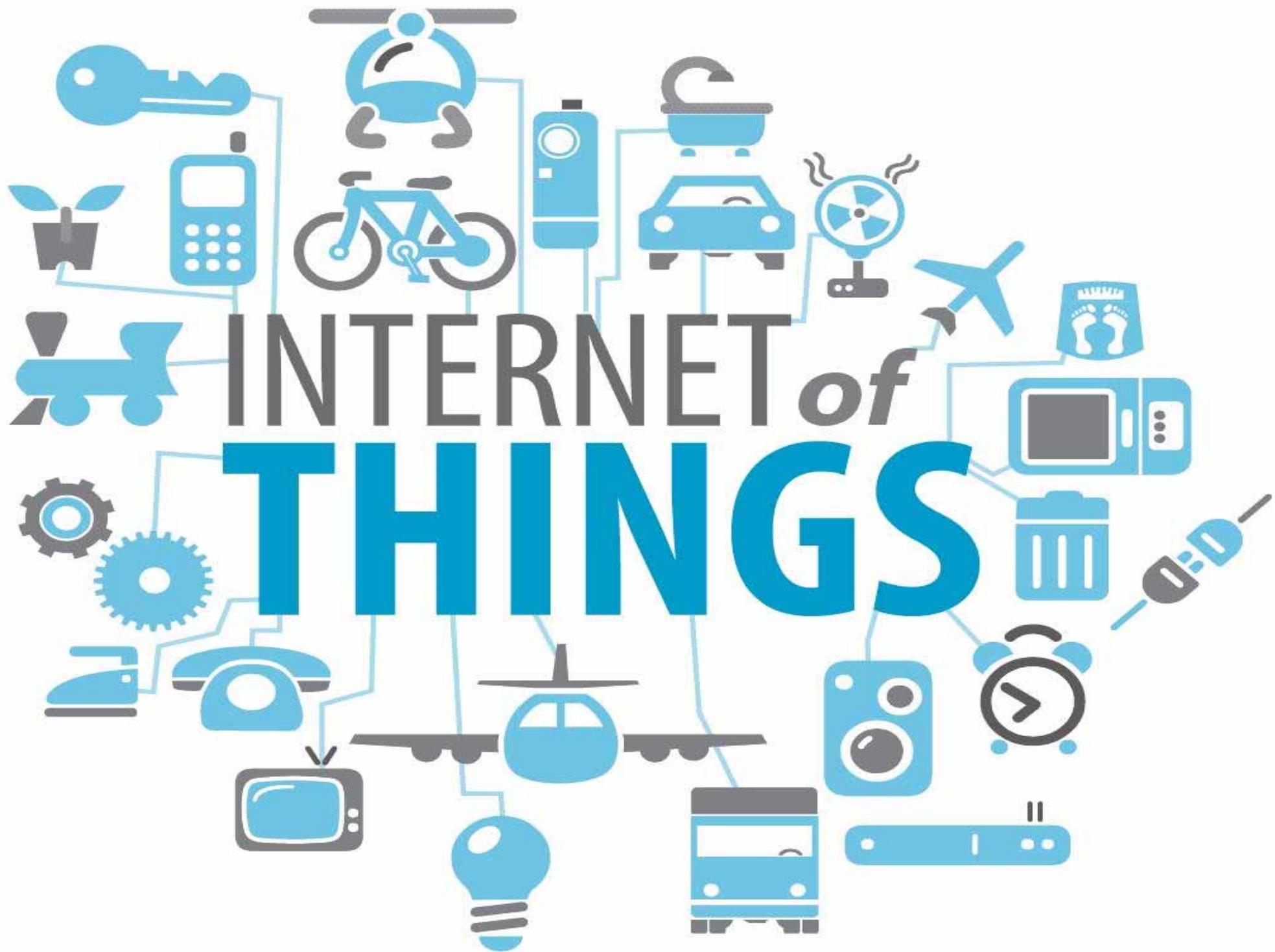
**Drones**

**Robots**

**Wearables**

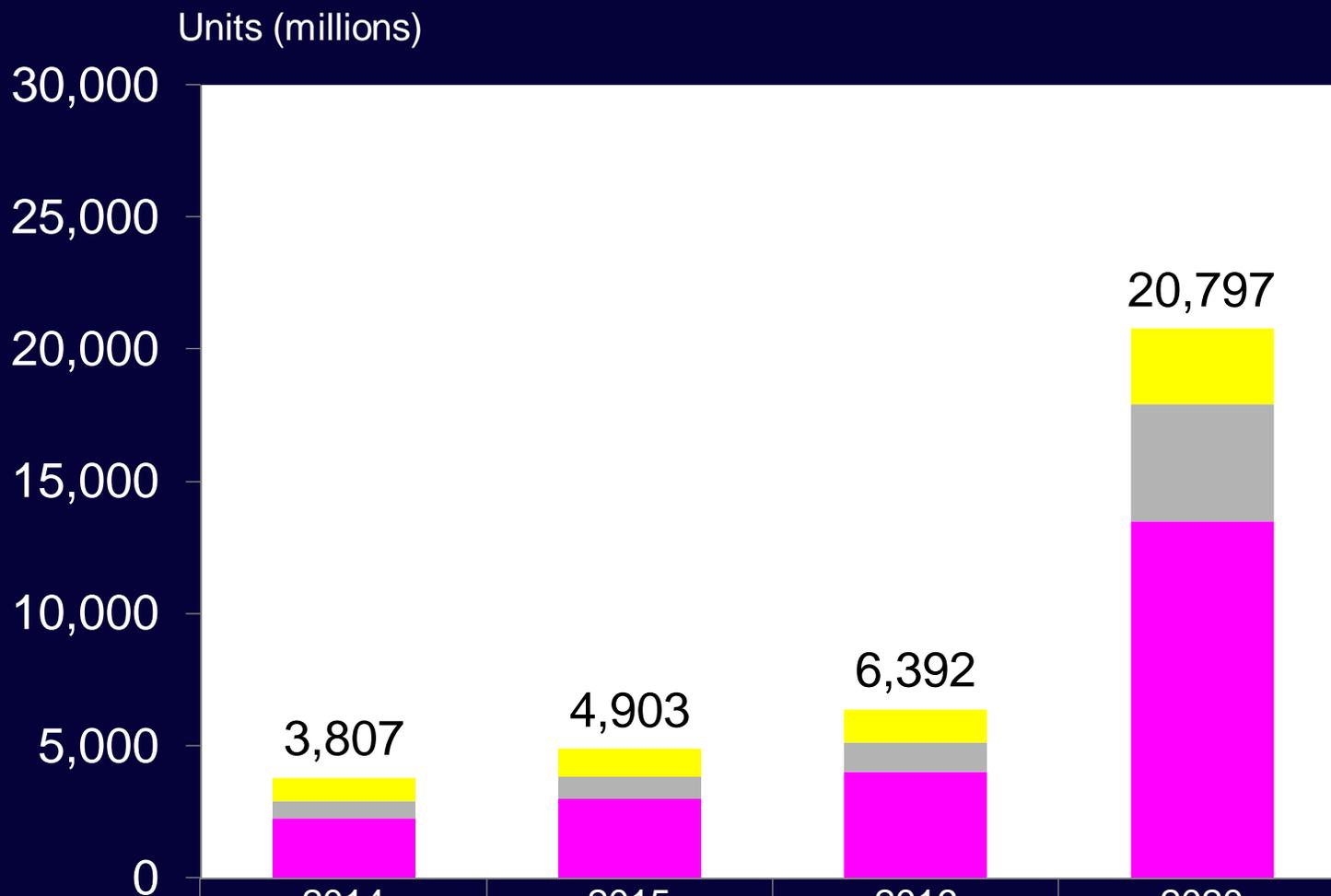
# Estimated Global Installed Base Of Cars With Self-Driving Features *All Levels*





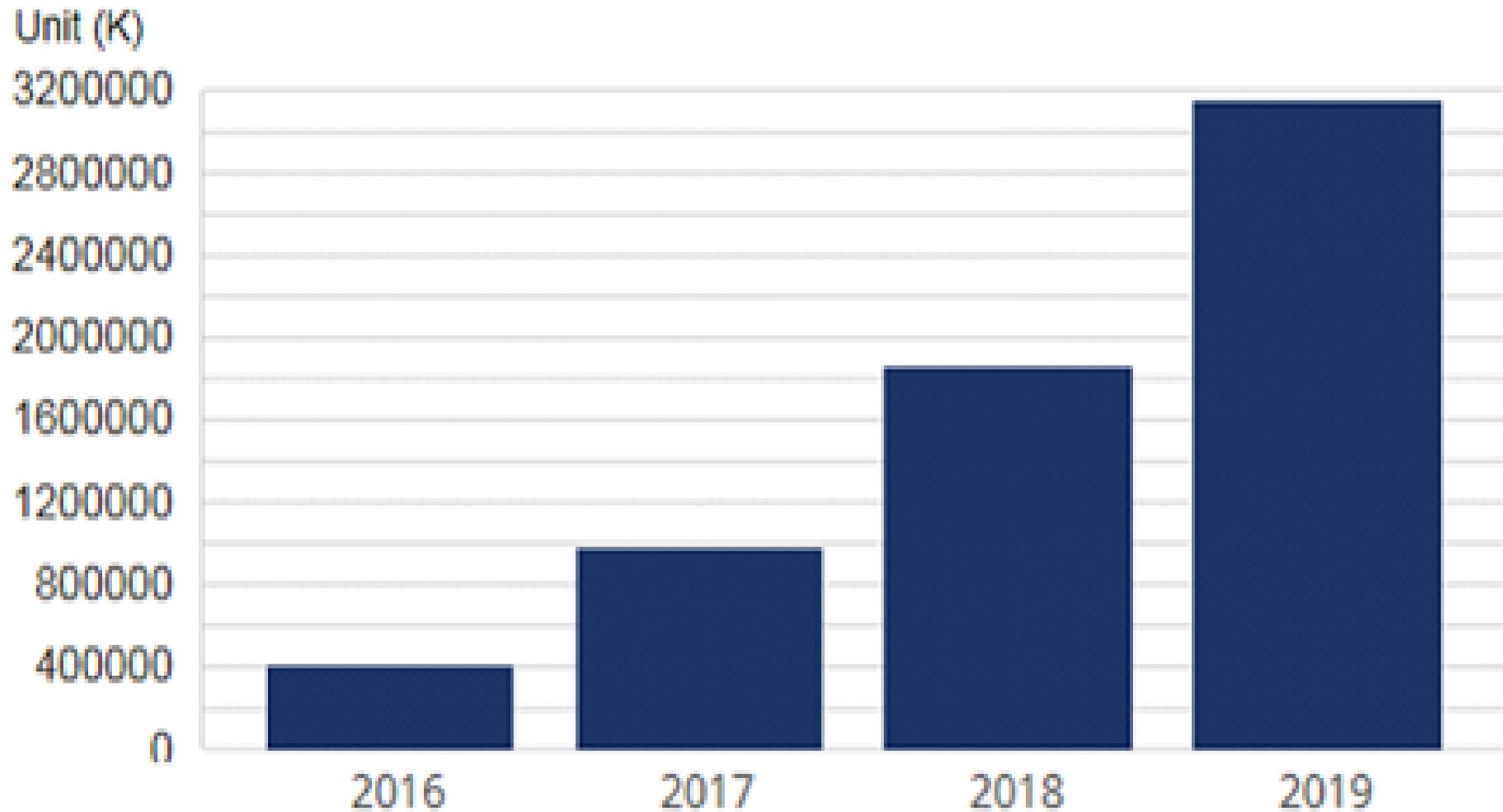
INTERNET *of*  
**THINGS**

# Internet of Things Installed Base by Category



	2014	2015	2016	2020
Total	3,807	4,903	6,392	20,797
■ Business Vertical-Specific	898	1,065	1,276	2,880
■ Business Cross-industry	632	815	1,092	4,408
■ Consumer	2,277	3,023	4,024	13,509

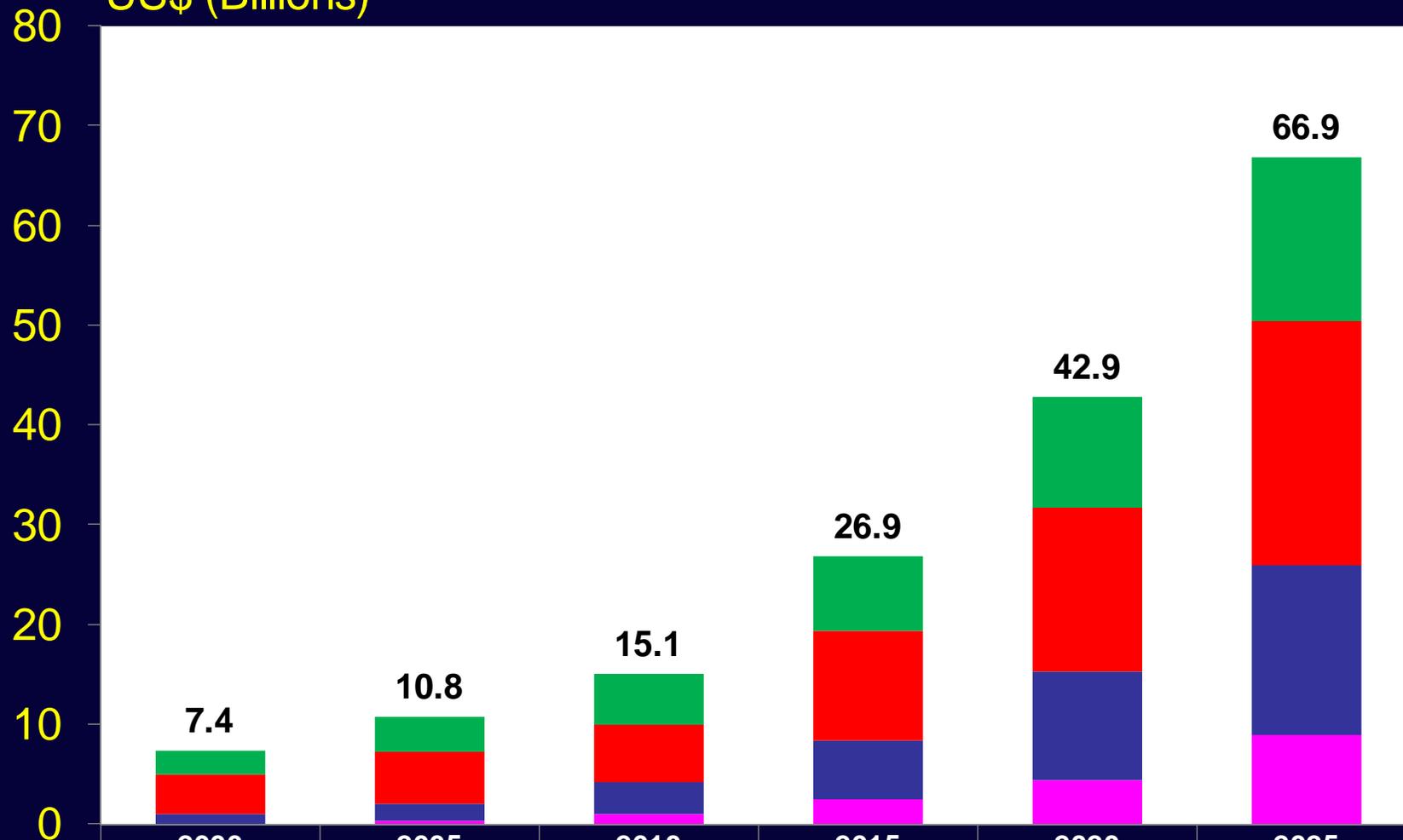
# China Aerial Photography Drones Market Forecast, 2016-2019



Source : IDC China Quarterly Camera Drone Tracker Q3 2015

# World Spending on Robots

US\$ (Billions)

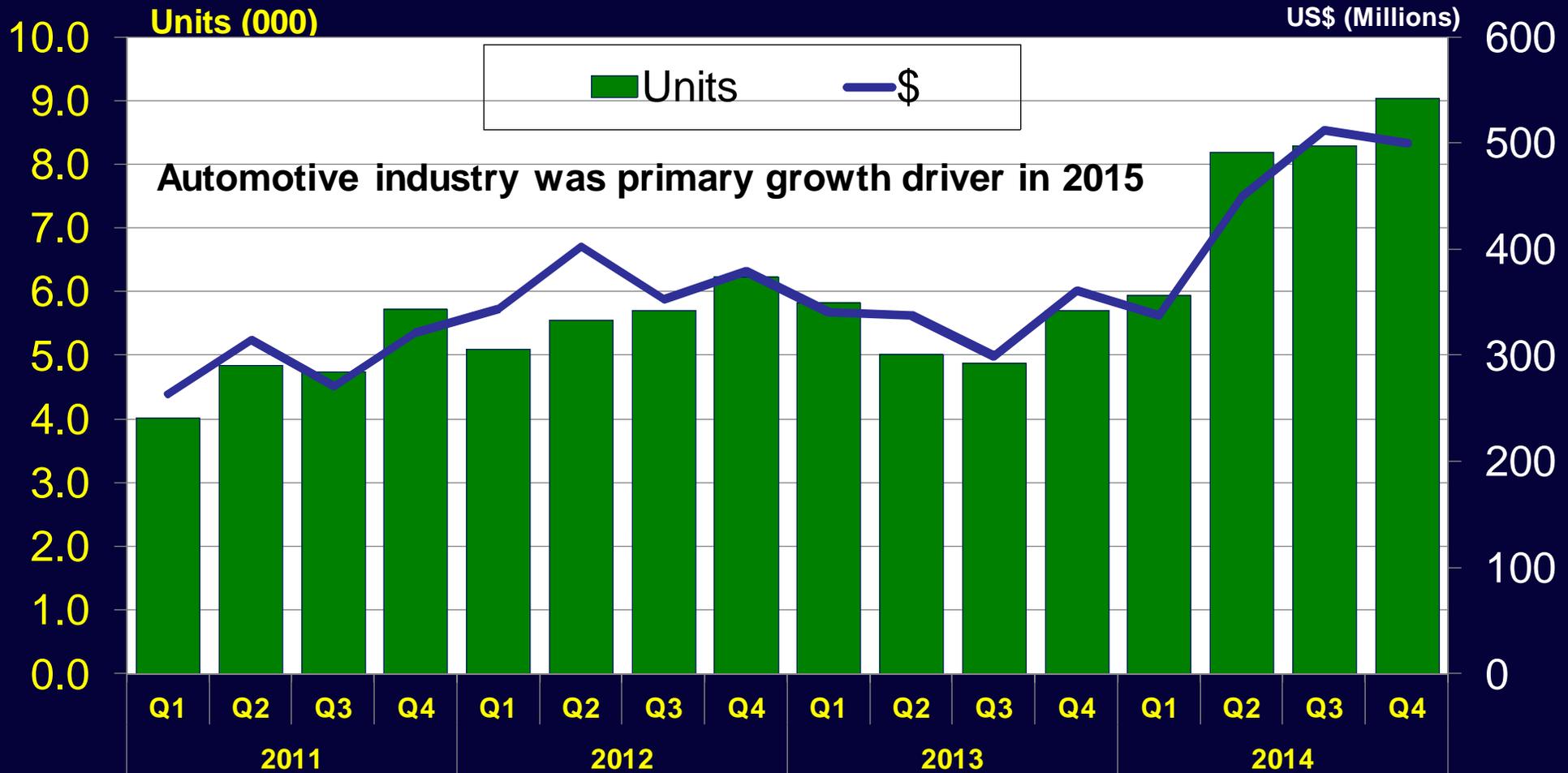


	2000	2005	2010	2015	2020	2025
<b>Total</b>	<b>7.4</b>	<b>10.8</b>	<b>15.1</b>	<b>26.9</b>	<b>42.9</b>	<b>66.9</b>
<b>■ Military</b>	<b>2.4</b>	<b>3.5</b>	<b>5.1</b>	<b>7.5</b>	<b>11.2</b>	<b>16.5</b>
<b>■ Industrial</b>	<b>3.9</b>	<b>5.2</b>	<b>5.8</b>	<b>11.0</b>	<b>16.4</b>	<b>24.4</b>
<b>■ Commercial</b>	<b>1.1</b>	<b>1.7</b>	<b>3.2</b>	<b>5.9</b>	<b>10.8</b>	<b>17.0</b>
<b>■ Personal</b>	<b>0.0</b>	<b>0.4</b>	<b>1.0</b>	<b>2.5</b>	<b>4.5</b>	<b>9.0</b>

# N American Robot Orders

## Shipments by N American Companies to N America

20160221



Fastest growing applications for robot orders in N America in 2015 were Coating and Dispensing (+49%), Material Handling (+24%), and Spot Welding (+22%).

20160221

# Wearable Devices 2015-2017

## Millions of Devices

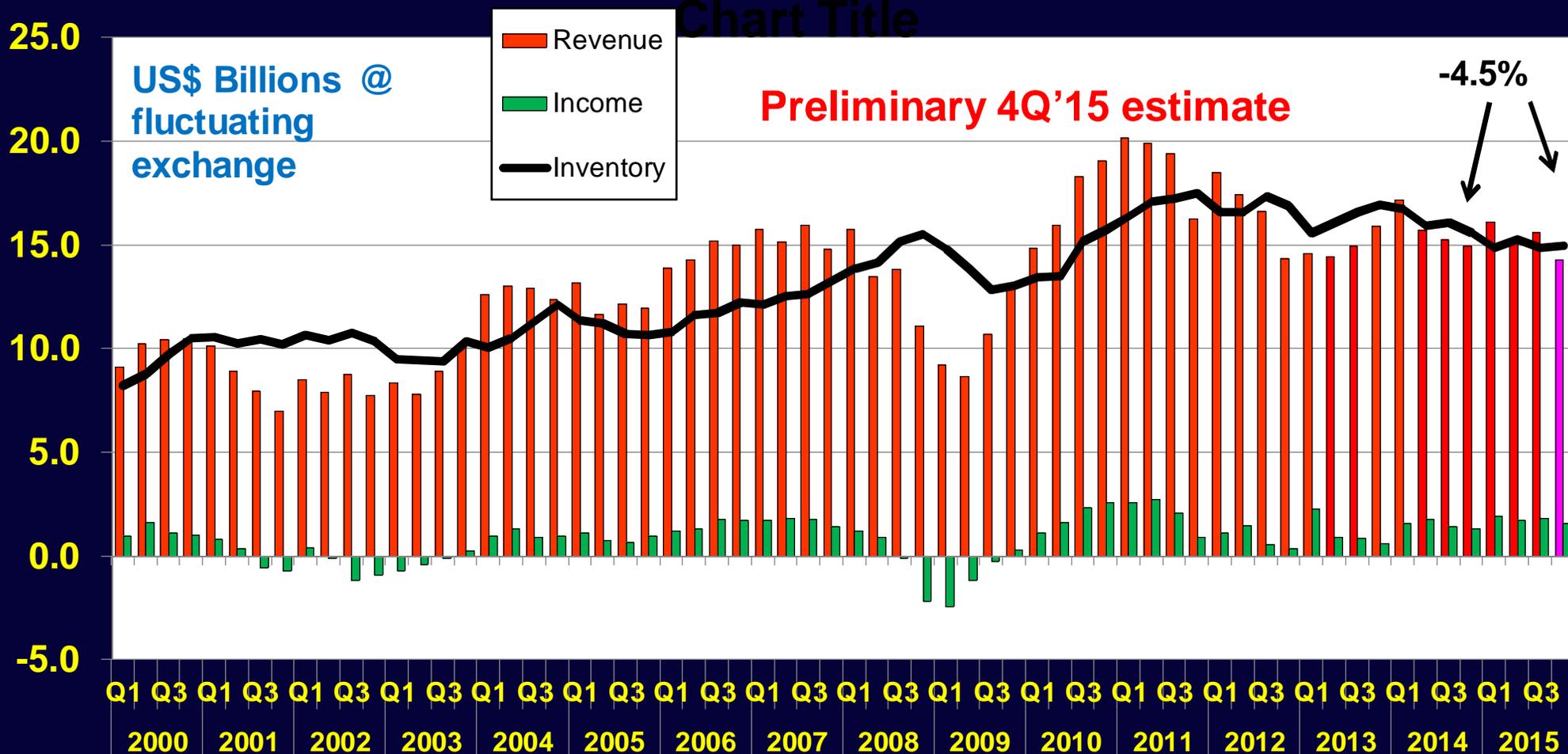
<u>Device</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Smartwatch	30.3	50.4	66.7
Head-mounted Display	0.1	1.4	6.3
Body-worn Camera	0.1	0.2	1.1
Bluetooth Headset	116.3	128.5	139.2
Wristband	30.2	35.0	44.1
Smart Garment	0.1	1.0	5.3
Chest Strap	12.9	13.0	8.0
Sports Watch	21.0	24.0	26.9
Other Fitness Monitor	21.1	21.1	25.1
Total	232.0	274.6	322.7

**Semiconductor Fab, Assembly,  
Packaging, Test & Measurement  
Equipment**

# Semiconductor Fab, Test & Measurement Composite of 37 Public Companies

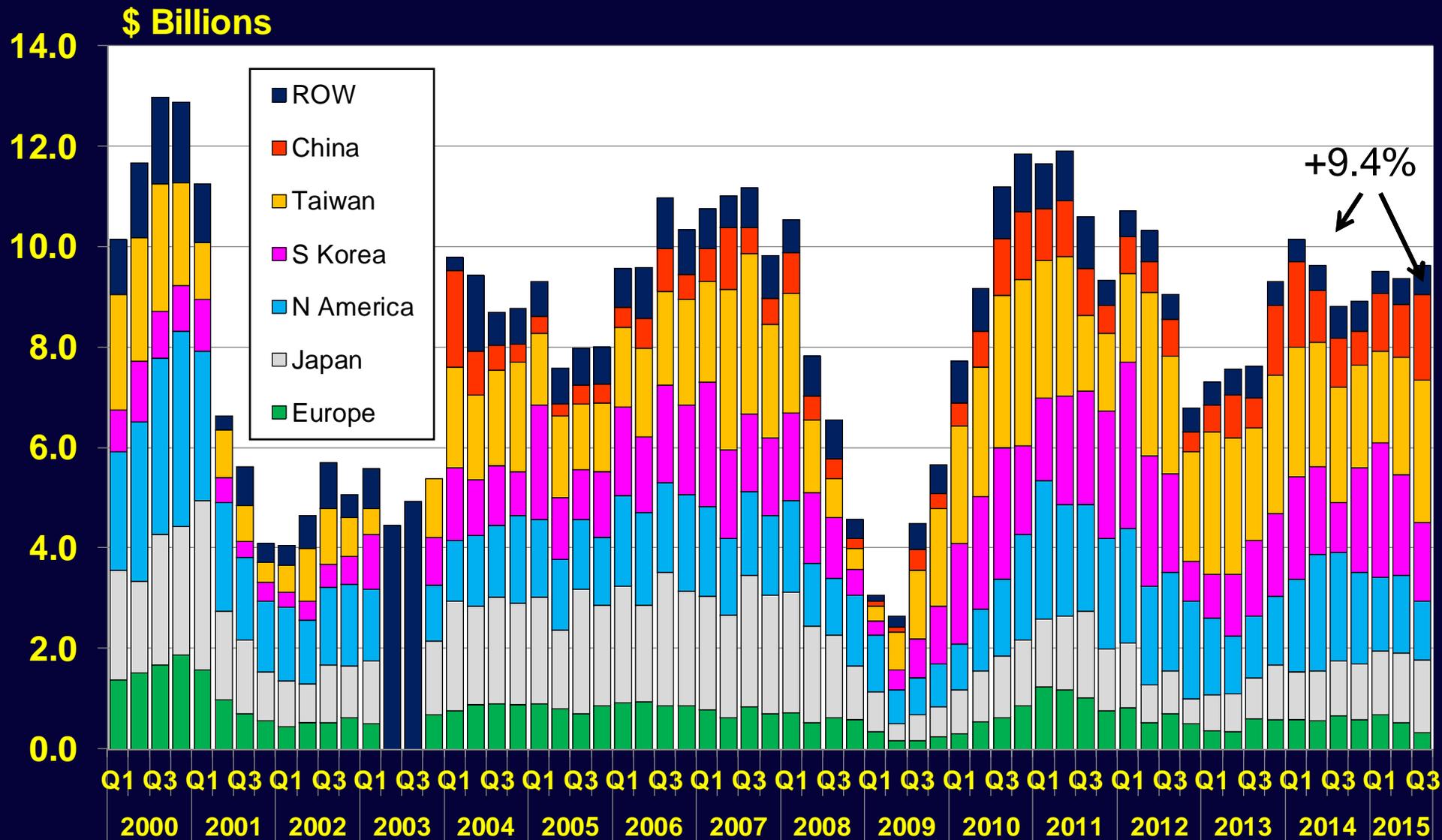
10'60219

## Revenue, Net Income & Inventory



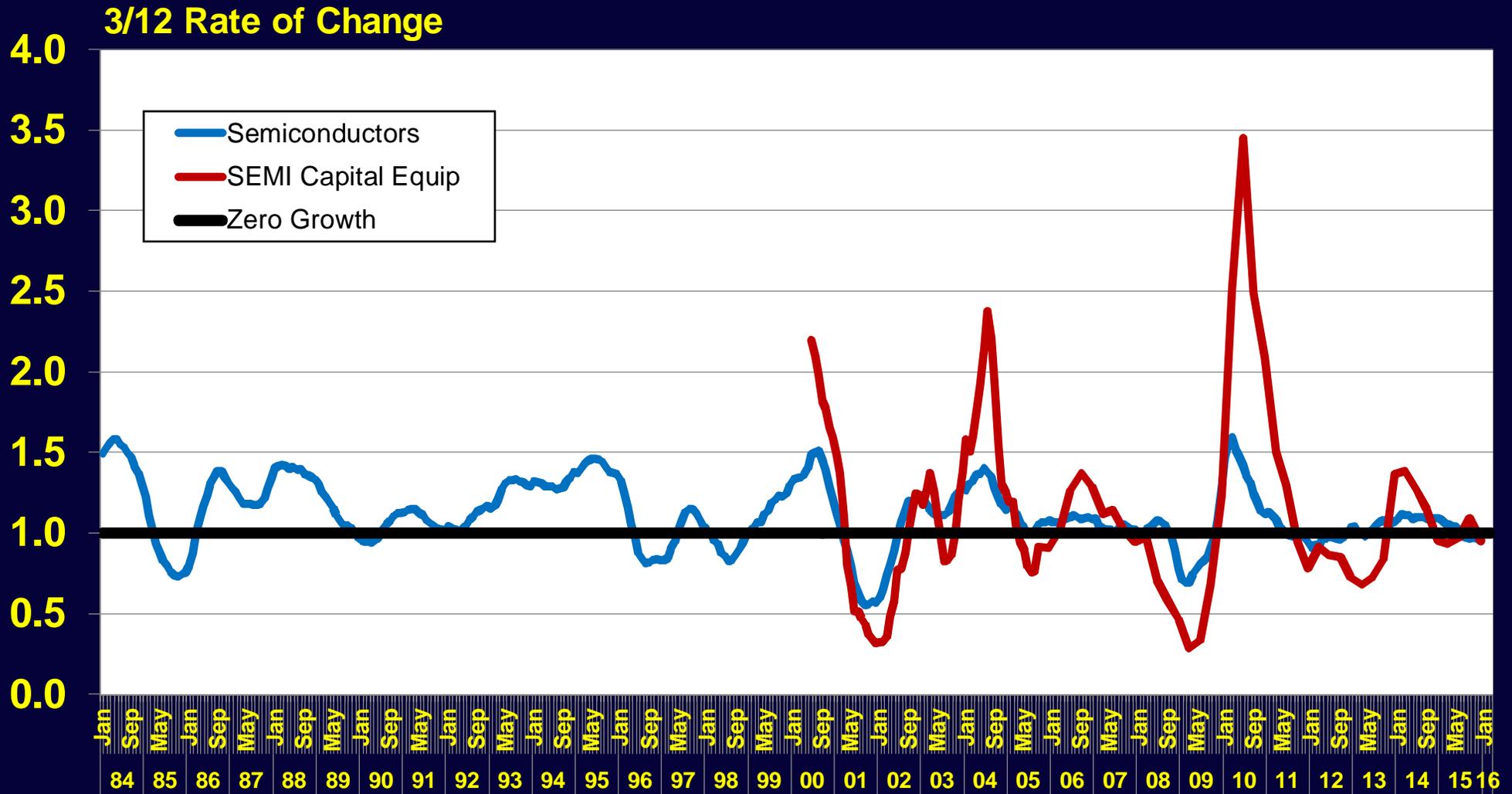
Advantest, Applied Materials, ASM Intl, ASML, Brooks Automation, BTU, CollabRx, Dainippon Screen, Disco, Electroglas, Entegris, FEI, FSI, Hitachi Hi Tech, Hitachi Kokosai, KLA-Tencor, Ibis, Intervac, Kulicke & Soffa, Lam Research, Mattson, MKS Instrument, Novellus Systems, Photon Dynamics, Rudolph Technologies, Teradyne, Tokyo Electron, Ultra Clear, Ultratech Stepper, Varian Semiconductor, Veeco, Xcerra (LTX-Credence)

# Semiconductor Capital Equipment Shipments by Area



# Global Semiconductor & Semiconductor Capital Equipment 3-Month Shipment Growth Rates on \$ Basis

20160205

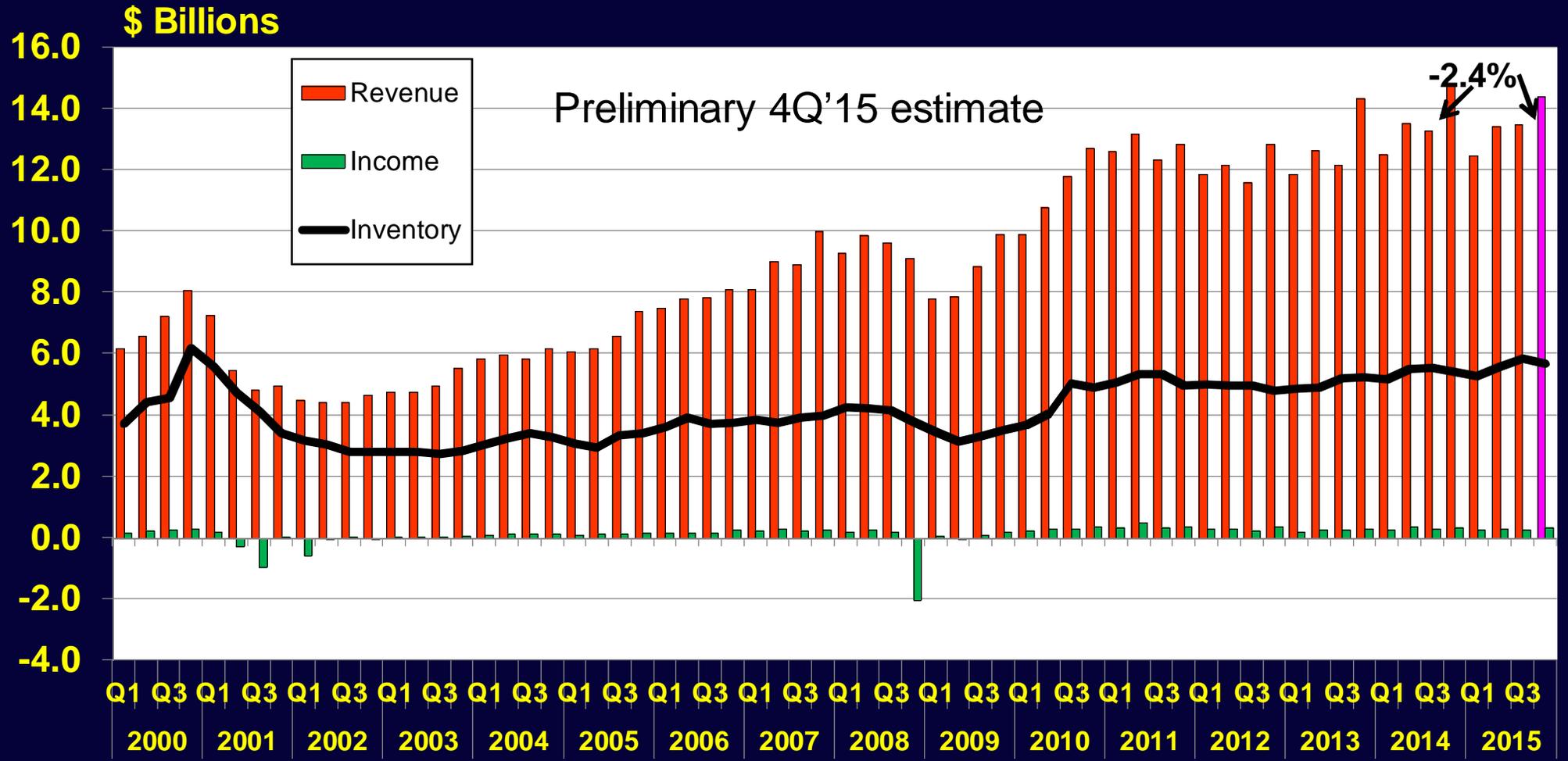


Sources: SIA; Semiconductor Equipment Association of Japan, [www.semi.org](http://www.semi.org), Custer Consulting Group SEMI equipment sector composite growth

# Component Distributors

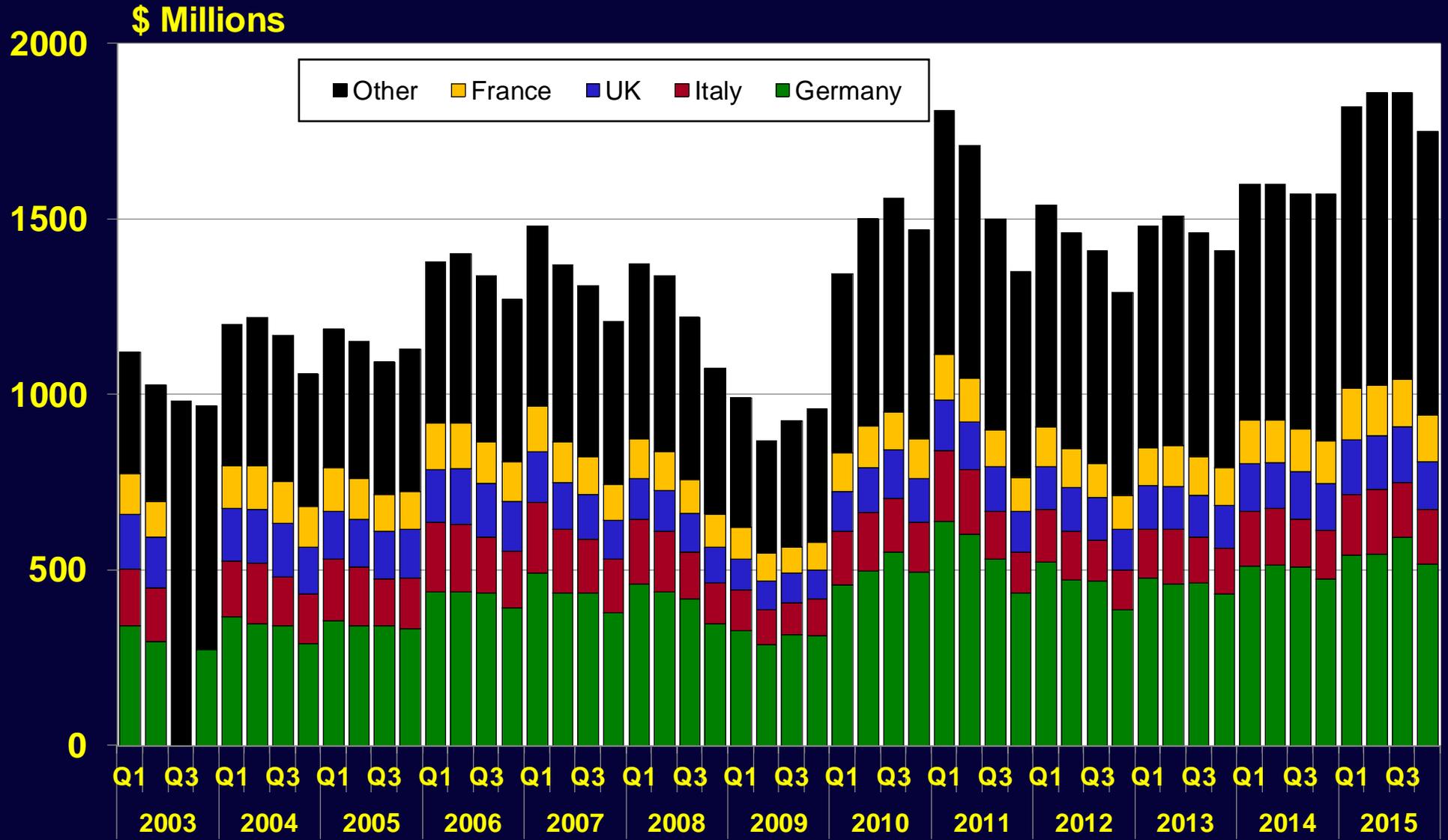
# Electronic Component Distributors Composite of 9 US Public Companies

## Revenue, Net Income & Inventory



Arrow, Avnet, EACO (Bisco), Electrocomponents, Excelpoint, Nu Horizons (historical), Richardson, WPG Holdings, WT Microelectronics

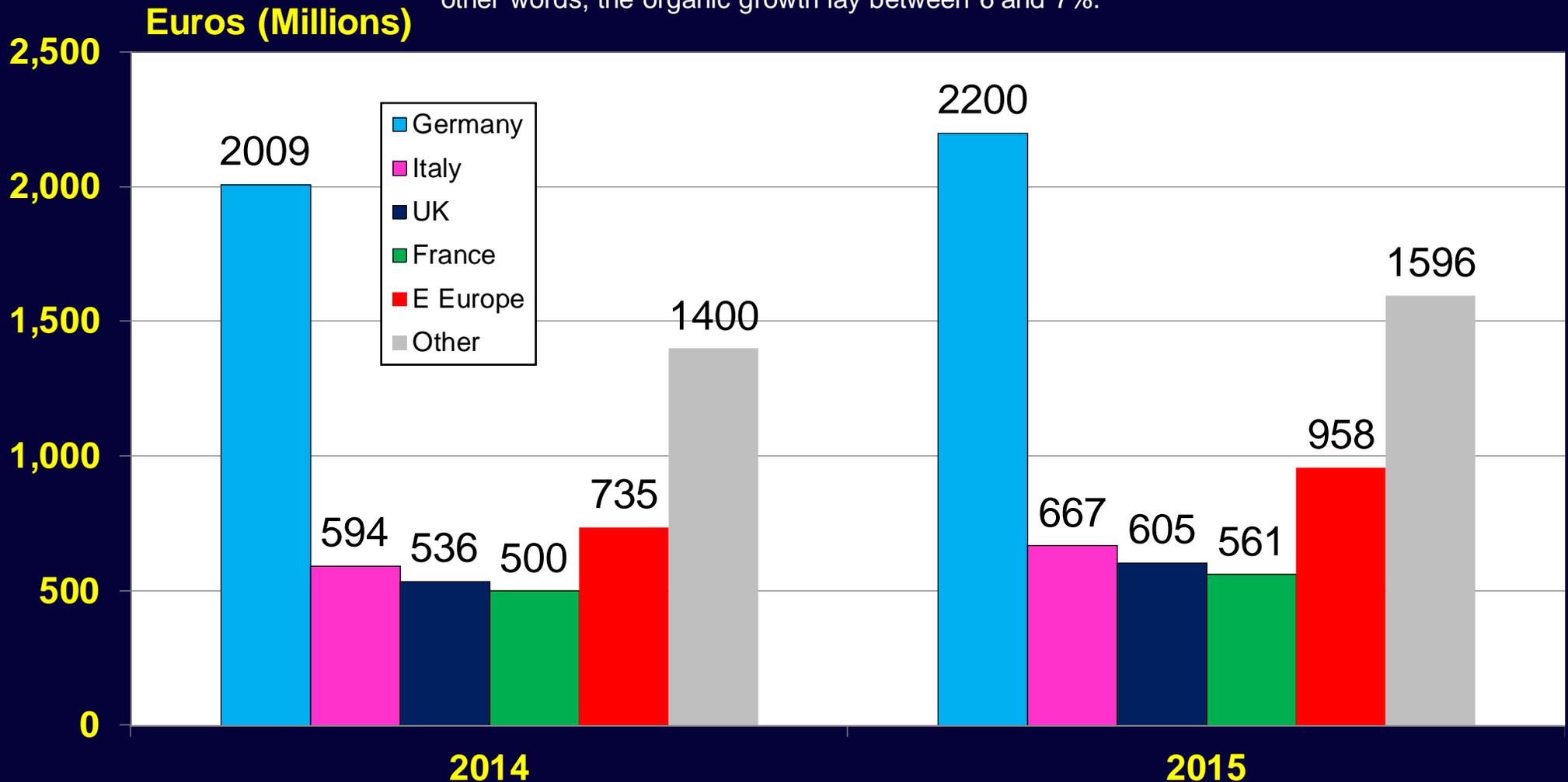
# DMASS - European Semiconductor Distribution Industry



# DMASS

## European Semiconductor Distribution Industry

DMASS estimates that 60% of the increase in 2015 was due to the exchange rate swing, in other words, the organic growth lay between 6 and 7%.



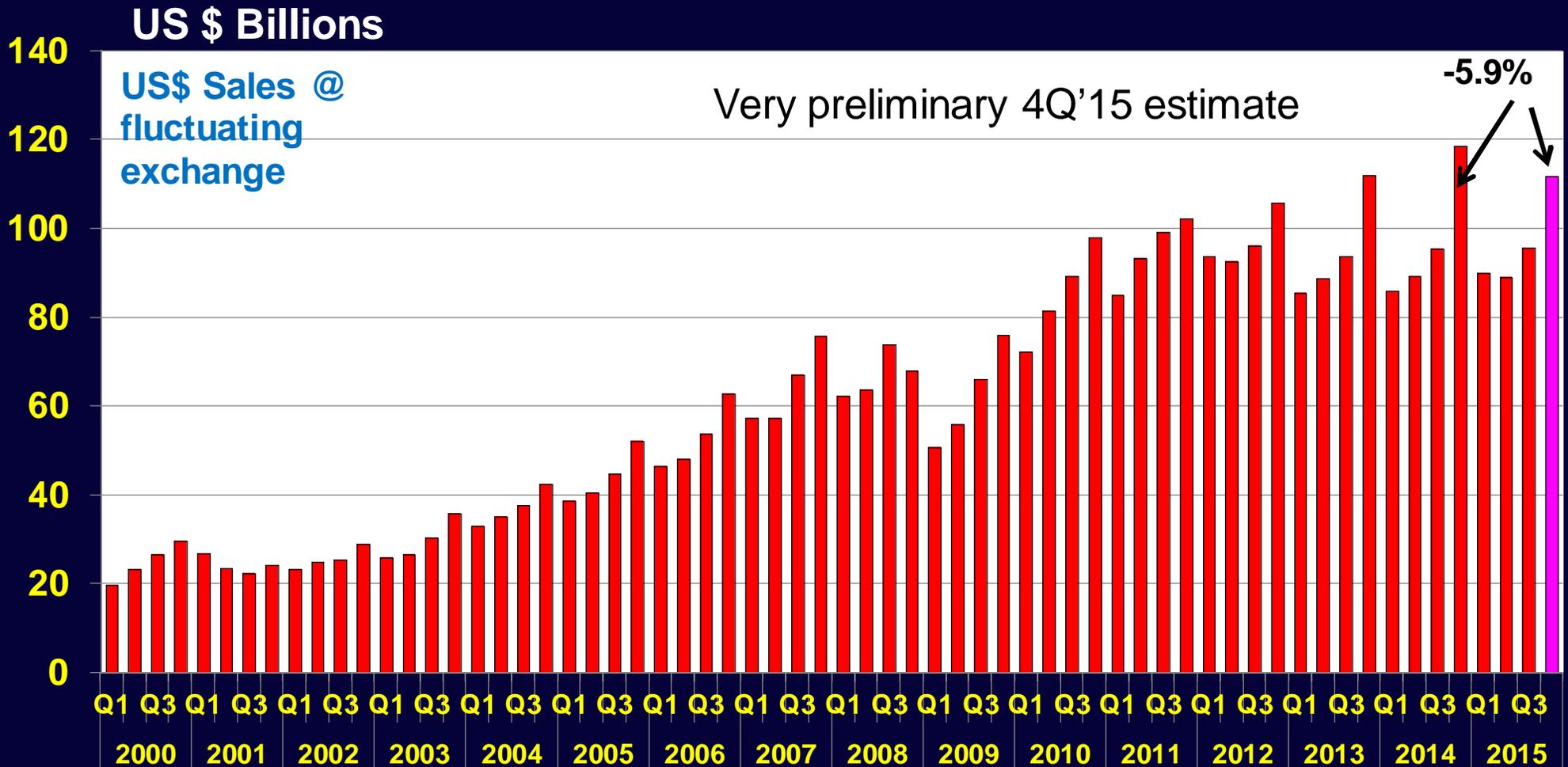
"As predicted, we enjoyed record business in distribution in 2015, at least from a sales perspective. What is different to previous years is the fact that no shortages accompanied this double-digit growth, product availability was never an issue. A big part of the success story is a purely technical effect that will disappear in 2016, unless the exchange rates run riot again. All signs - currency effects, economy, and Chinese downturn - would lead to conclude that we will encounter a far more solemn business environment in 2016."

# EMS & ODM Companies

# Global EMS & ODM Companies

## Composite of 52 Public Companies

### Revenue



# Large Global EMS Providers

## 2014 vs. 2015 Sales (\$M)

		<u>2014</u>	<u>2015</u>	<u>2015/2014</u> <u>Growth %</u>
Hon Hai (Foxconn)	Taiwan	138,765	141,717	+2%
Flextronics	Singapore	26,920	24,598	-9%
Jabil Circuit	USA	15,969	18,557	+16%
Sanmina-SCI	USA	6,439	6,238	-3%
Celestica	Canada	5,631	5,639	0%
Benchmark Elec	USA	2,797	2,541	-9%
Plexus	USA	2,509	2,606	+4%
Venture Mfg	Singapore	1,945	1,928	-1%
Sypris	USA	355	153	-57%
<b>Total</b>		<b>201,331</b>	<b>204,291</b>	<b>+1.5%</b>

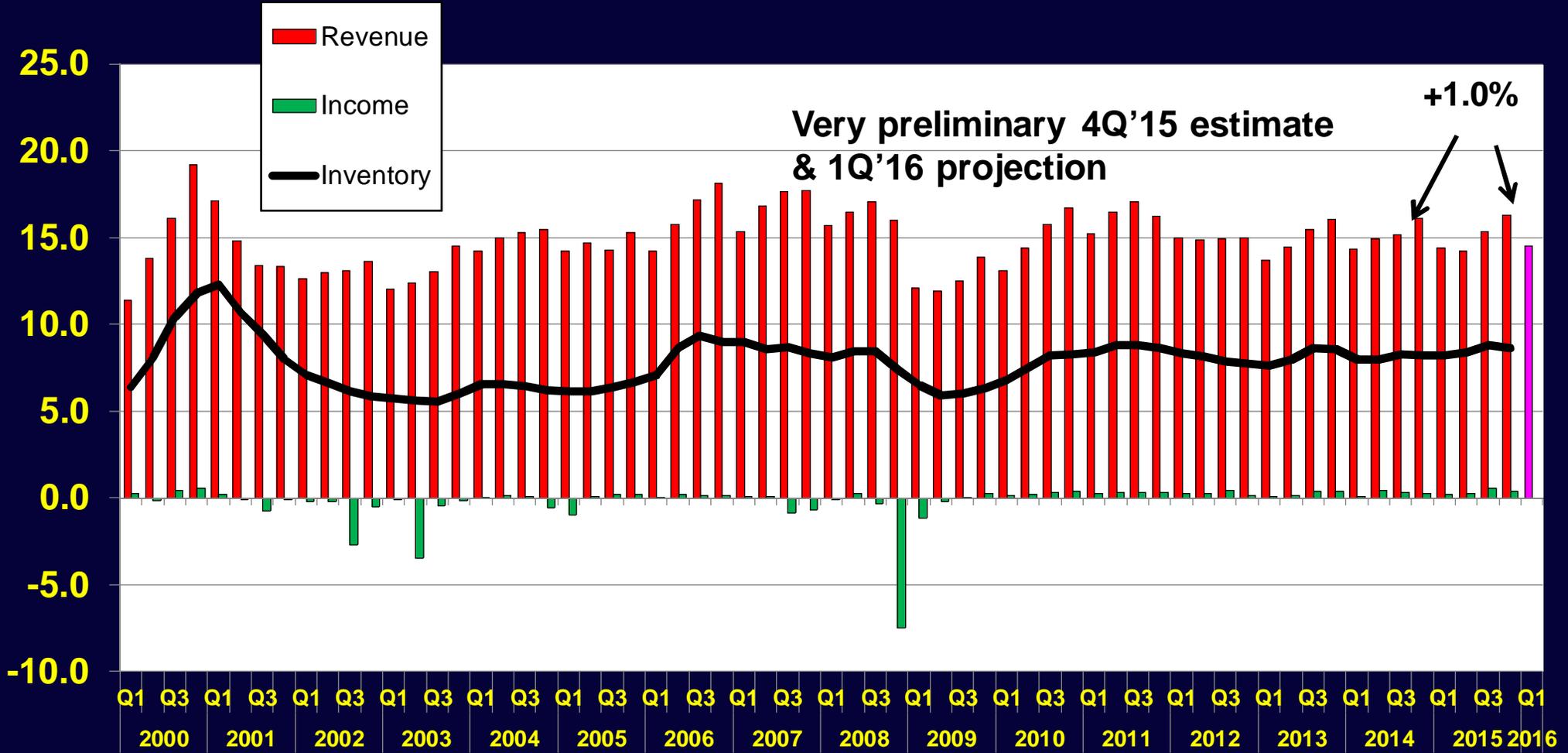
Sources: Company data

Local currency converted at fluctuating exchange

# Large U.S EMS Providers

## Composite of 6 Public Companies

### Revenue, Net Income & Inventory



Benchmark+Pemstar, Celestica, Flex+Solectron, Jabil, Plexus, Sanmina

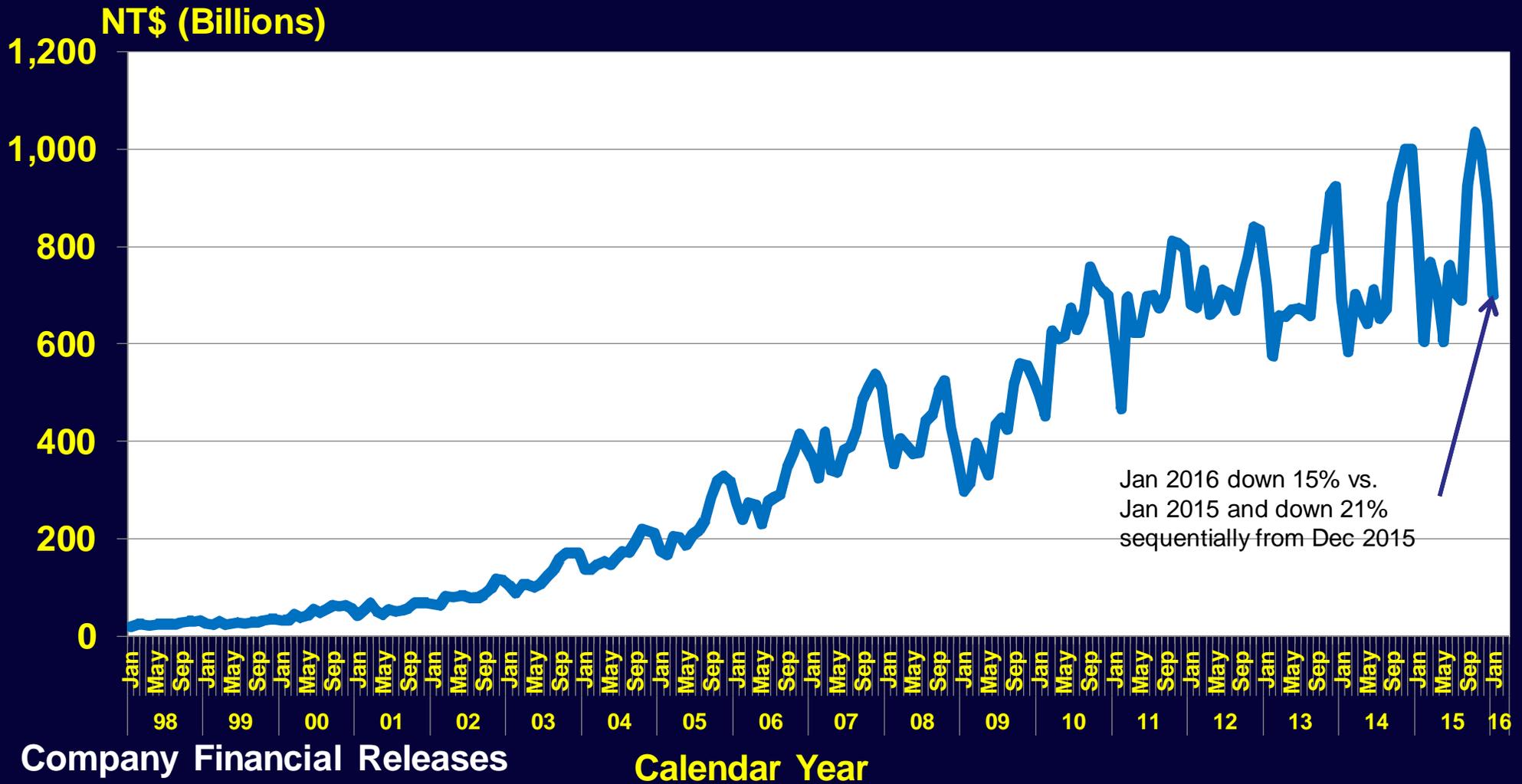
# Large Taiwan ODM Providers

## 2014 vs. 2015 Sales (\$M)

	<u>2014</u>	<u>2015</u>	<u>2015/2014 Growth %</u>
Foxconn (Hon Hai)	139,032	141,202	+1.6%
Pegatron	33,632	38,224	+13.7%
Quanta Computer	30,566	31,726	+3.8%
Compal Electronics	27,909	26,685	-4.4%
Wistron	19,534	19,631	+0.5%
Asustek Computer	15,747	14,875	-5.5%
Inventec	14,376	12,456	-13.4%
Chimei Innolux	14,145	11,469	-18.9%
Lite On Technology	7,611	6,828	-10.3%
<b>Total</b>	<b>302,551</b>	<b>303,094</b>	<b>+0.2%</b>

Source: Company data, NT\$ converted at constant avg 2015 exchange (31.75 NT\$ = 1US\$)  
Consolidated company sales

# Taiwan ODM Companies Composite Sales of 11 Large Manufacturers

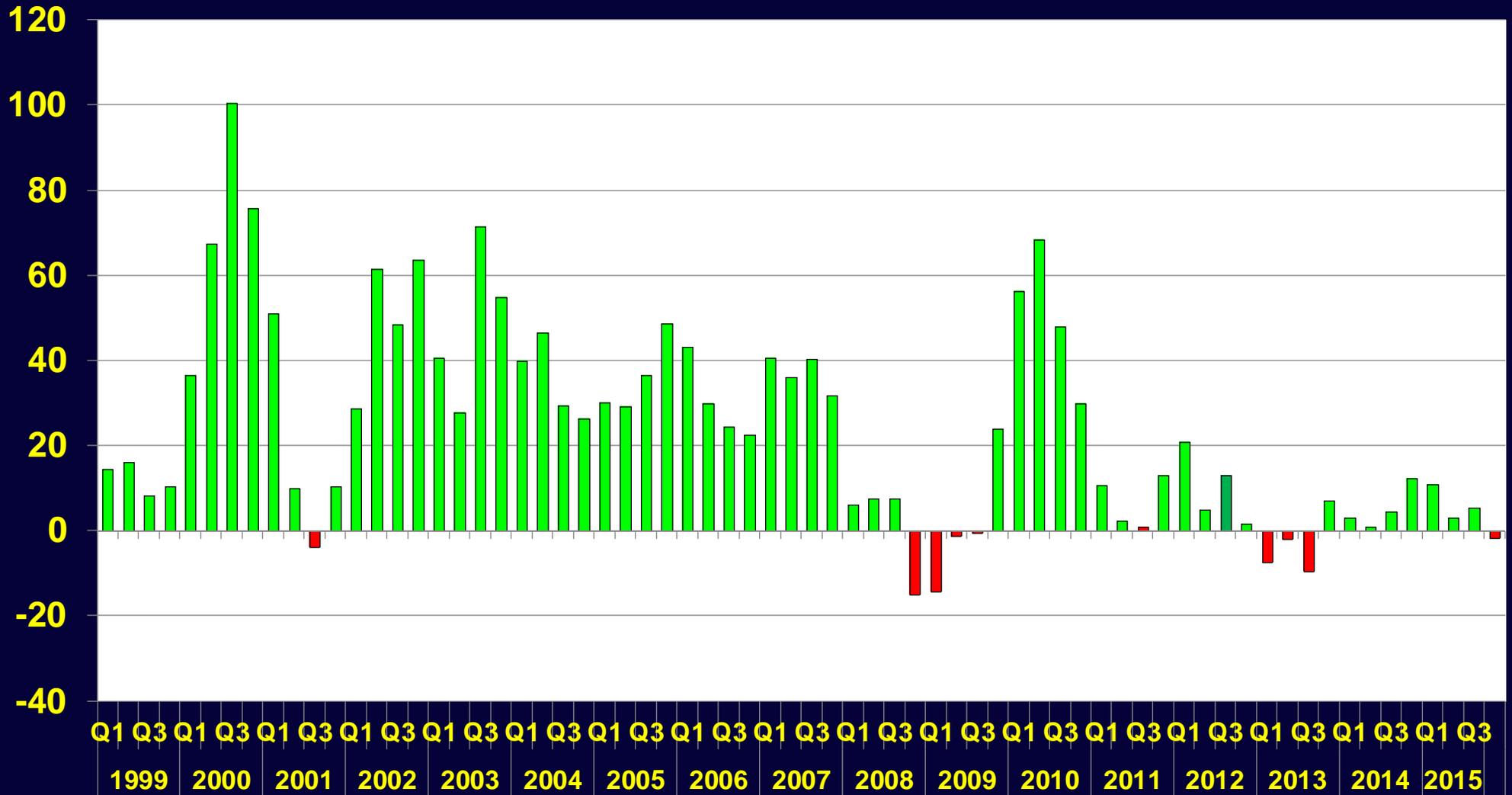


Asustek Computer, Chei Mei, Compal Electronics, Foxconn, Chimei Innolux, Inventec, Inventec Appliance, Lite On Technology, Mitac International, Pegatron, Quanta Computer, Wistron, Chei Mei Display replacing Chei Mei & Innolux Display 3/10 & later

# Large ODM Companies

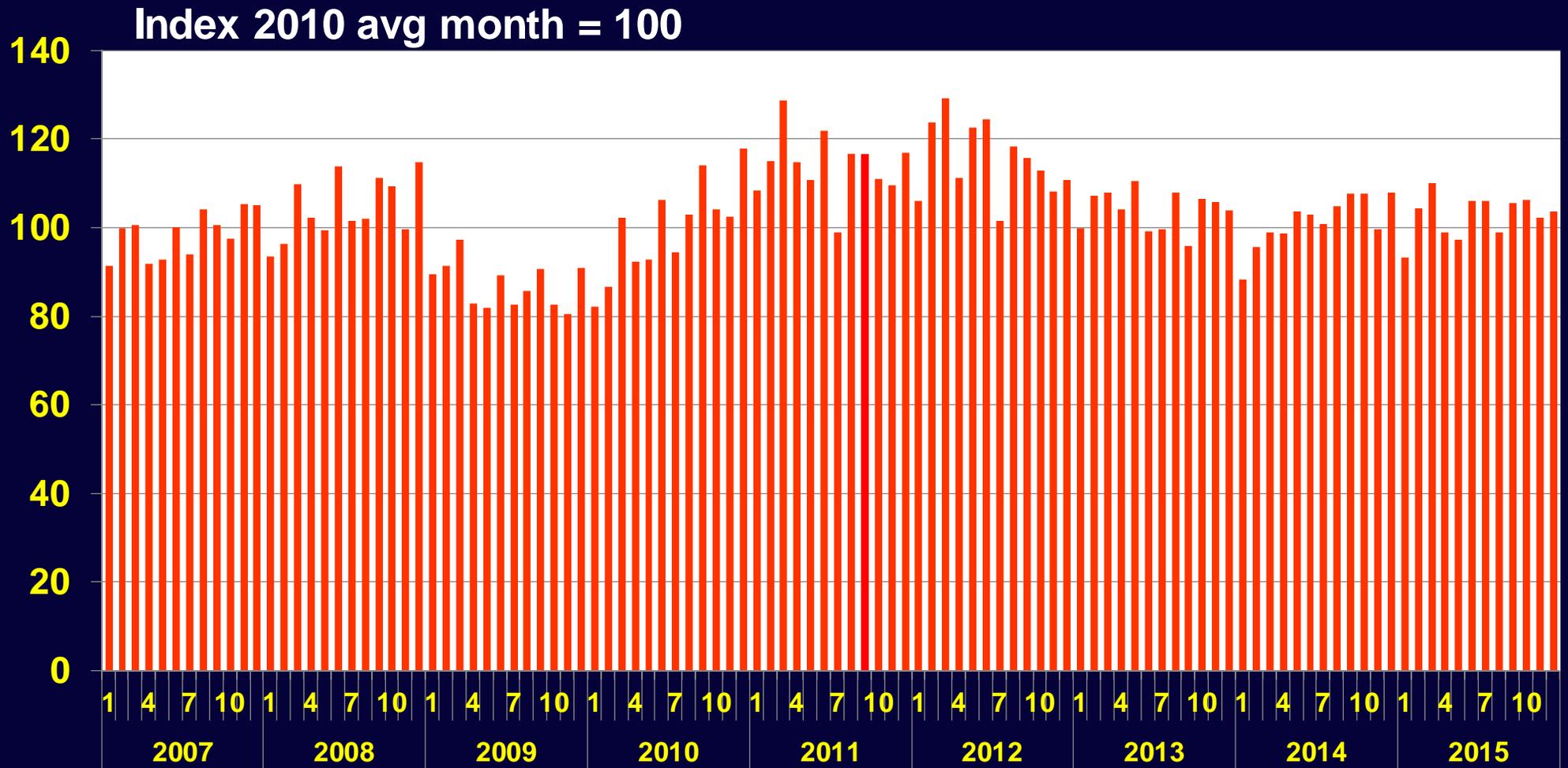
## Composite of 10 Public Manufacturers

### Quarterly Revenue Growth

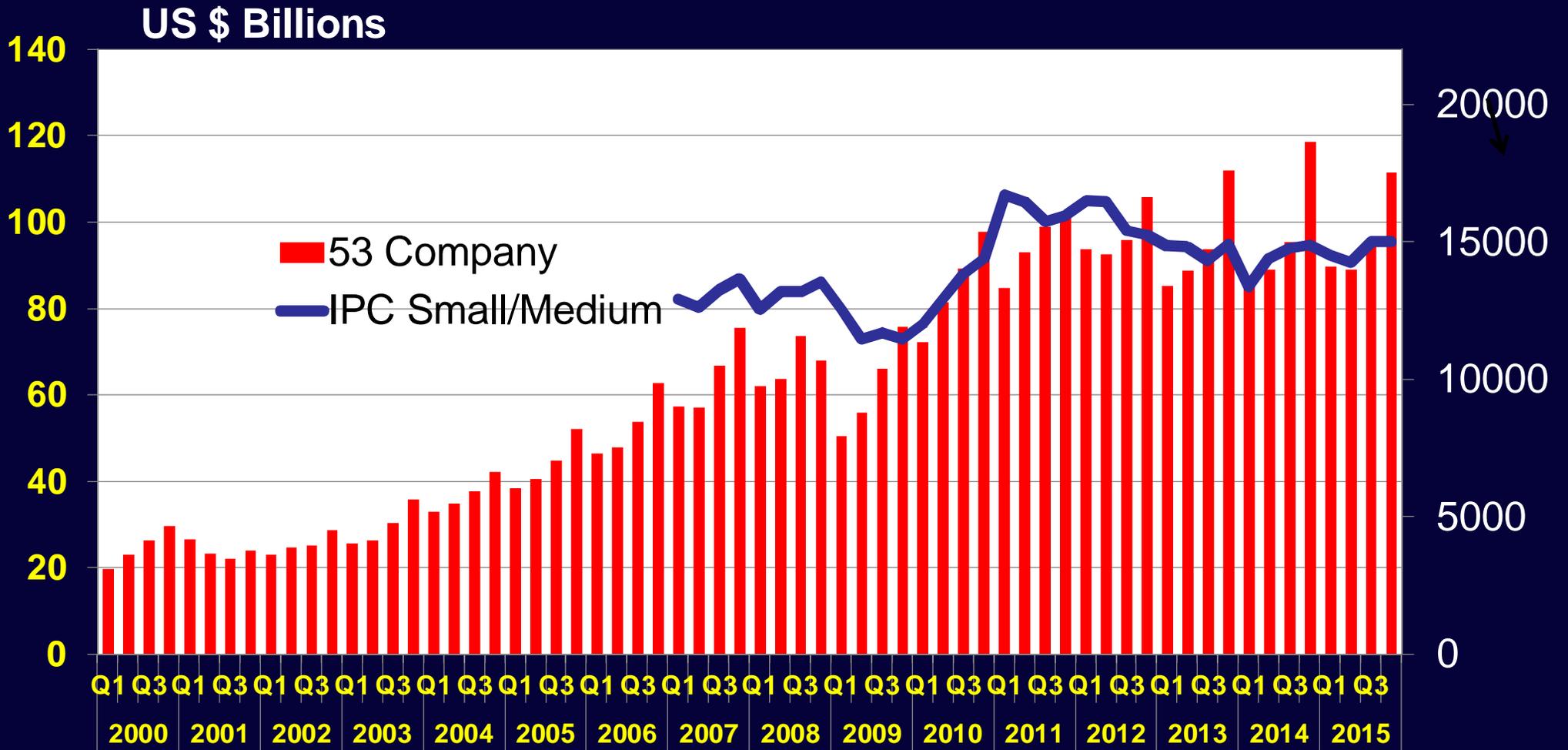


Asustek Computer, Compal Electronics, Foxconn, Chimei Innolux, Inventec, Inventec Appliance, Lite On Technology, Mitac International, Pegatron, Quanta Computer, Wistron

# IPC Small & Medium N American EMS Company Revenue Index



# IPC Small/Medium EMS vs Composite of 53 Public EMS/ODM Companies Revenue



# U.S PMI Leading Index vs IPC N American EMS Shipments

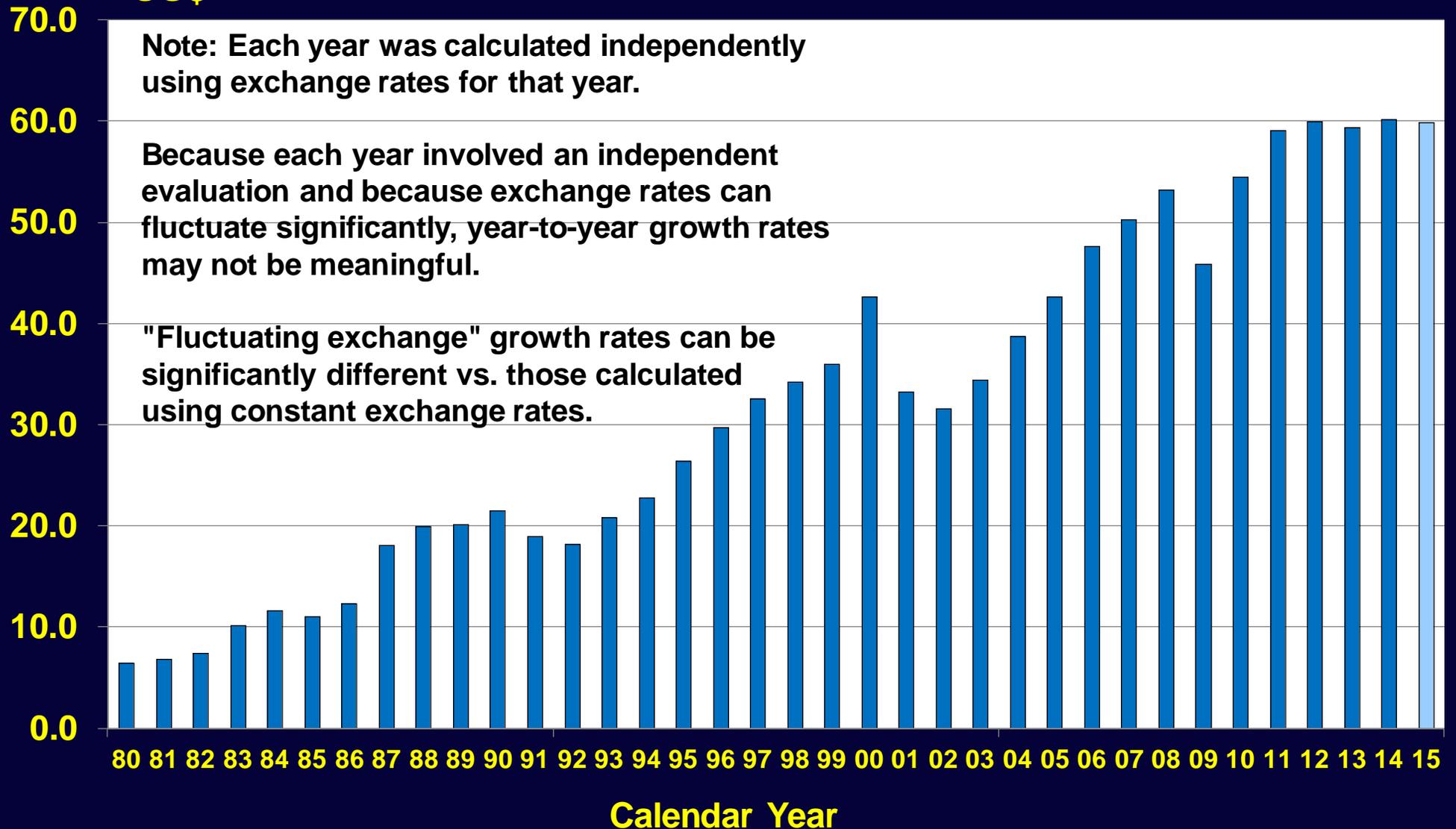
3/12 Growth



# PCB Fabrication

# World PCB Production 1980-2014

US\$

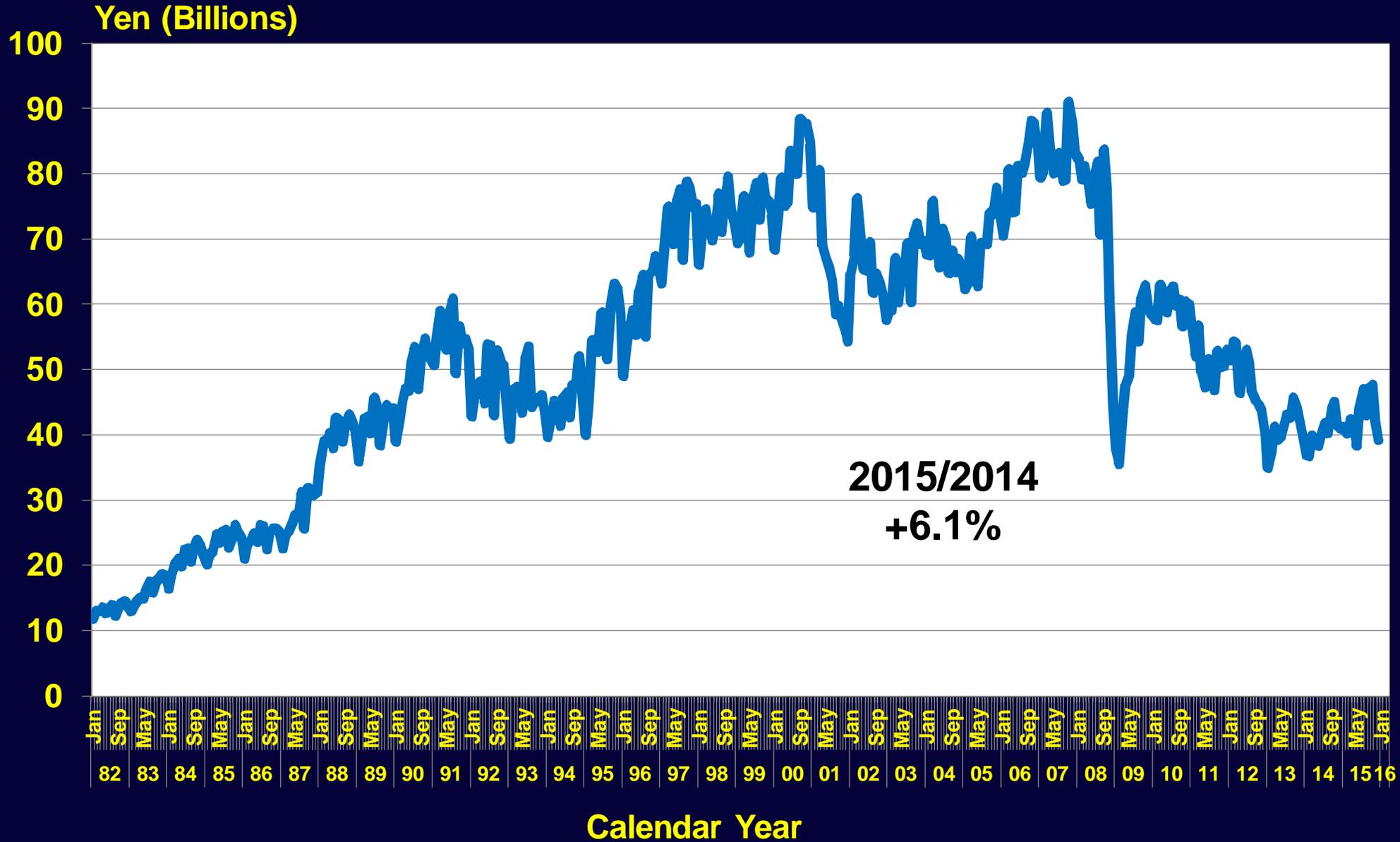


# World's Top PCB Companies – 2014

## 1-25

Rank	Company	Nationality	2013	2014	Growth	Brief Comments
1	Nippon Mektron*	Japan	2,209	3,176	43.78%	A big Apple supplier
2	ZDT*	Taiwan	2,106	2,483	17.90%	A big Apple supplier
3	Unimicron	Taiwan	2,009	2,130	6.02%	Building PCB plants in Huangxi
4	SEMCO	S. Korea	1,795	1,562	-12.98%	Building plants in Vietnam
5	Young Poong Grp*	S. Korea	2,100	1,523	-27.48%	Interflex & YPE poor in 2014
6	Ibiden	Japan	1,315	1,493	13.54%	Boosting growth from Malaysia
7	TTM Technologies	USA	1,326	1,422	7.24%	Purchased Viasystems on 5/15
8	Sumitomo Denko*	Japan	1,121	1,414	26.14%	A big Apple supplier
9	Tripod	Taiwan	1,337	1,391	4.08%	Pushing into automotive PCB
10	Viasystems	USA	1,171	1,204	2.82%	Purchased by TTM 5/31/2015
11	Daeduck Group	S. Korea	1,297	1,159	-10.64%	Careful investment
12	Nanya PCB	Taiwan	1,016	1,146	8.09%	IC substrates seem to grow
13	Compeq	Taiwan	1,013	1,110	9.55%	Chongqing plant contributing
14	PSA PCB Group	Taiwan	957	970	1.36%	NB motherboards reduced
15	KG PCB Group	China	922	963	4.45%	Elec& Eltek is the largest
16	AT&S	Austria	784	886	13.01%	CKG plant starts business soon
17	Meiko	Japan	692	850	22.83%	#3 automotive PCB maker
18	Kinsus	Taiwan	757	818	7.97%	Flip-Chip CSP strong
19	LG Innotek	S. Korea	581	791	36.14%	LGE & Qualcomm
20	T.P.T.	Taiwan	684	784	14.60%	NB motherboards increasing
21	Multek	USA	730	750	2.74%	Profitable since Oct 2013
22	WUS Group	Taiwan	658	698	6.08%	Kunshan & Huangxi new plants
23	Chin Poon	Taiwan	634	697	9.93%	#1 automotive PCB maker
24	CMK	Japan	621	689	10.95%	#2 automotive PCB maker
25	Nitto Denko*	Japan	485	684	41.03%	FPC for HDD among others

# Japan PCB Shipments

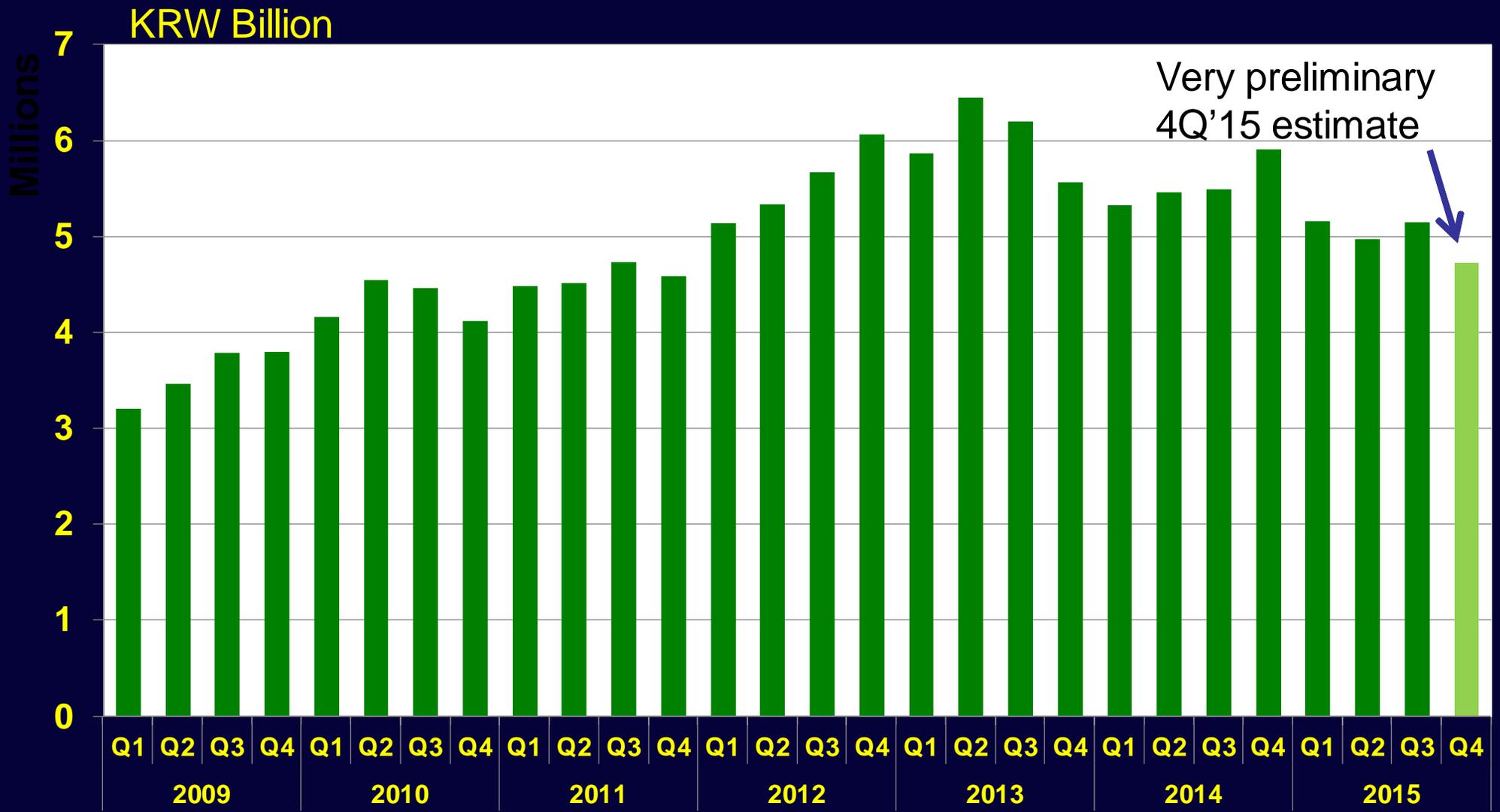




# S. Korean PCB Revenues

## Composite of 11 Publicly Traded Manufacturers

### Quarterly Revenue

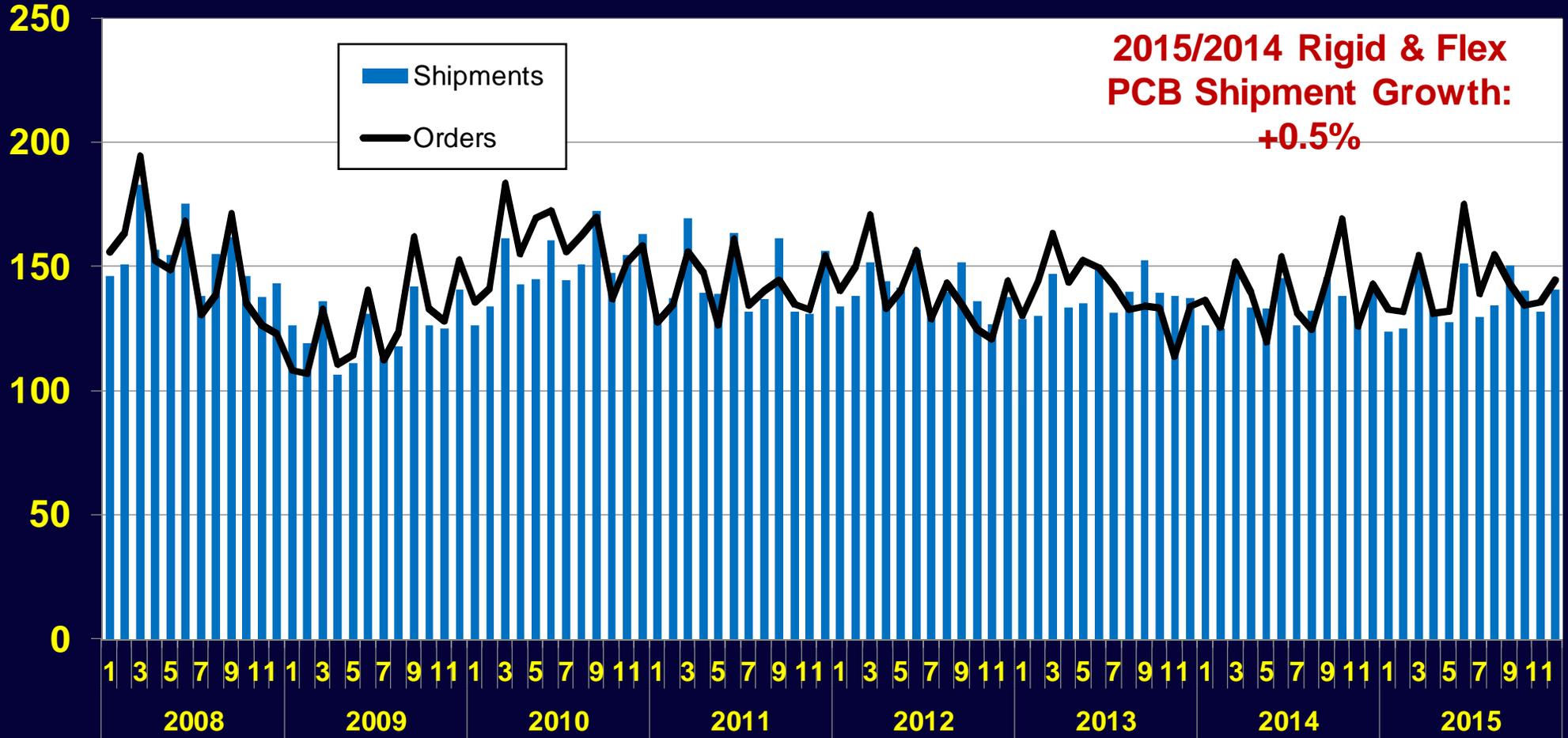


Samsung EM, Young Poong, Daeduck, Simm Tech, Isu Petasys, Flexcom, DAP, BH, Samsung Techwin, Korea Circuit

# N American Rigid & Flexible PCB Shipments & Orders

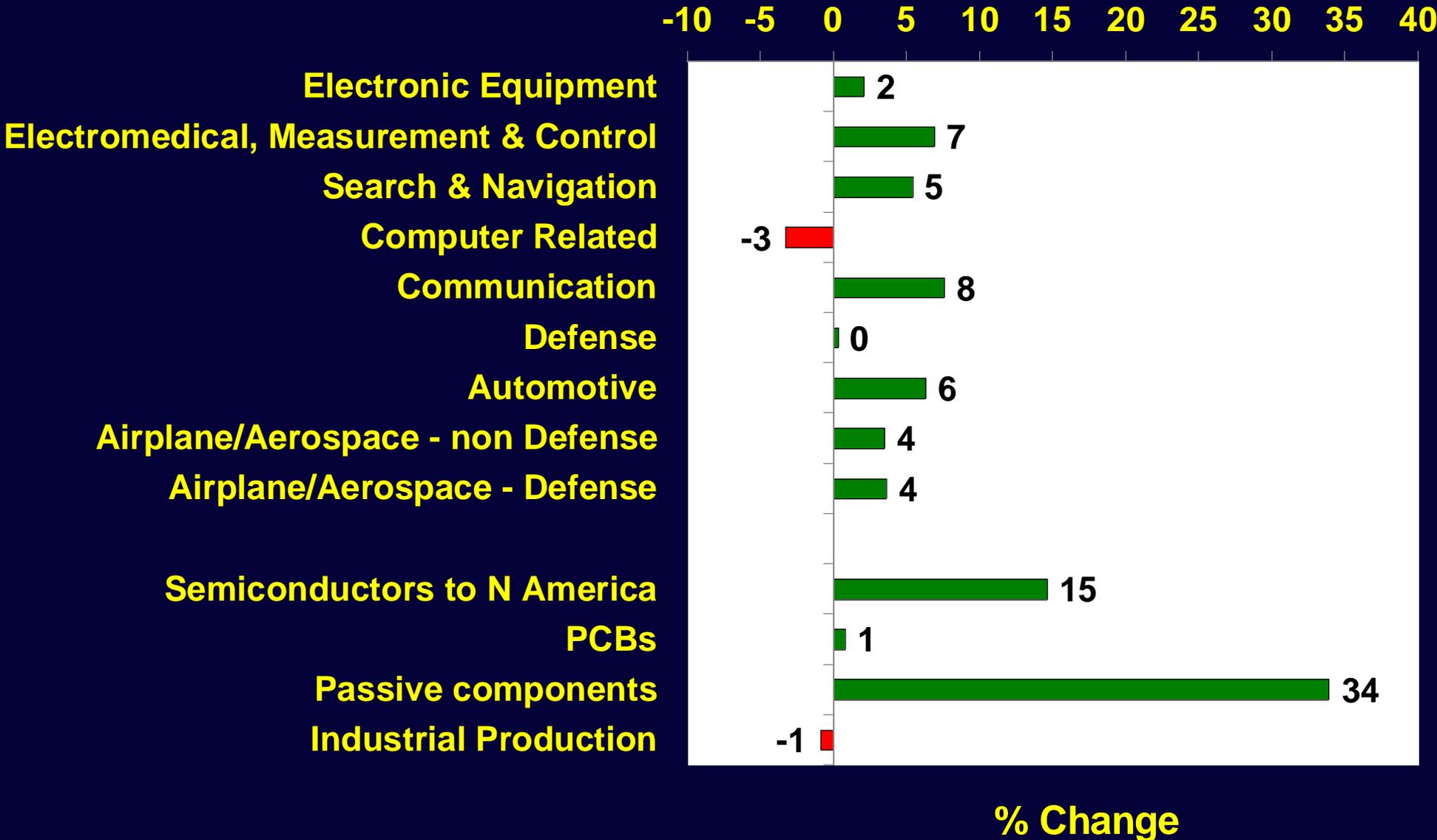
20160129

\$M (statistical sample of about 50% of producers)



Note: IPC survey captures "market" not domestic production. About 15% of the above represents imported boards resold by N American PCB producers in survey.

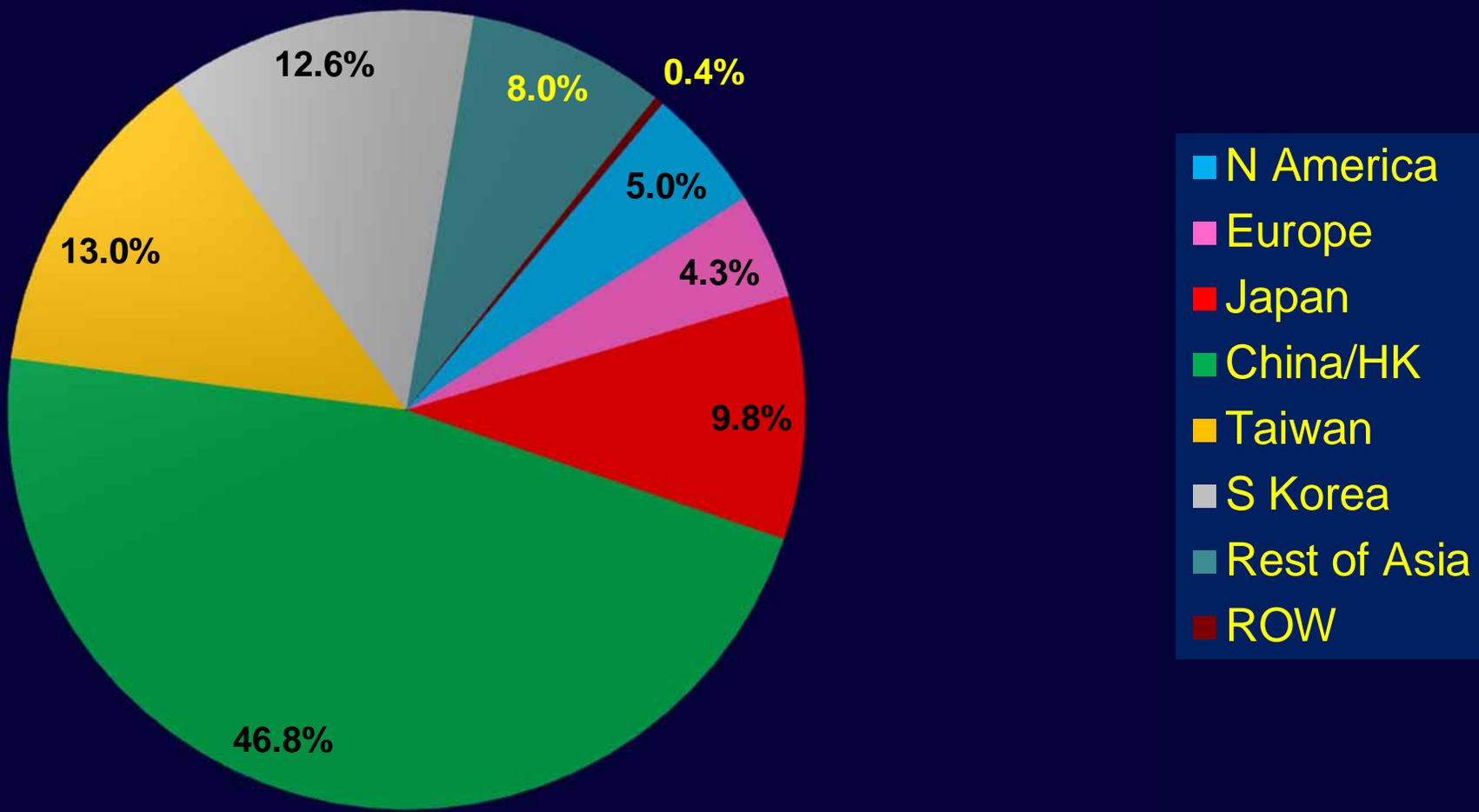
# U.S Electronic Supply Chain Shipment Growth 4Q'15 vs. 4Q'14



# World PCB Model

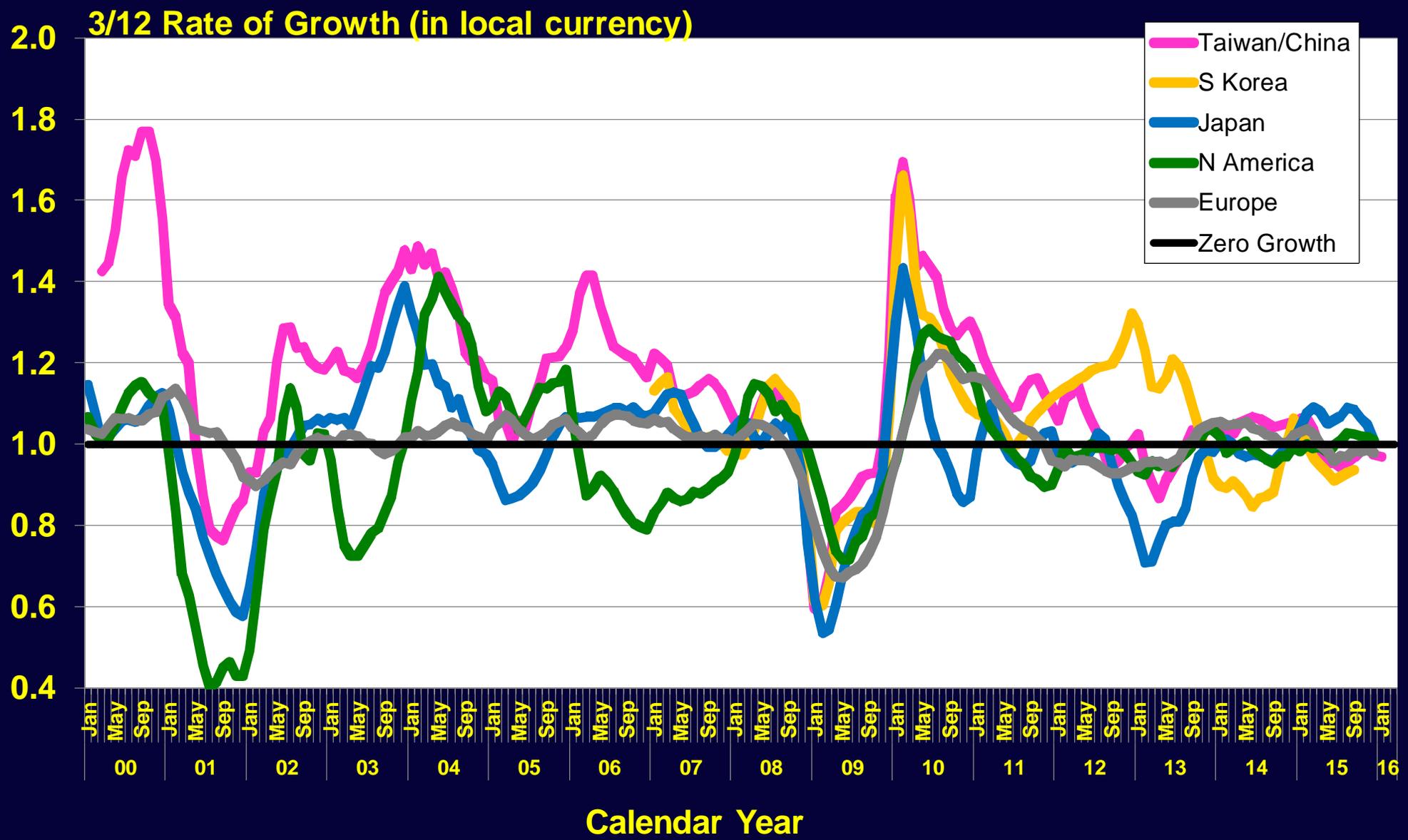
# 2014 World Total PCB Production by Geographical Area

(US\$ M @ Average 2014 Exchange)



**Total: \$60.2 Billion**

# Regional PCB Shipment Growth



Sources: IPC, JPCA, Taiwan/China composite; Eurostat "wiring devices" for Europe

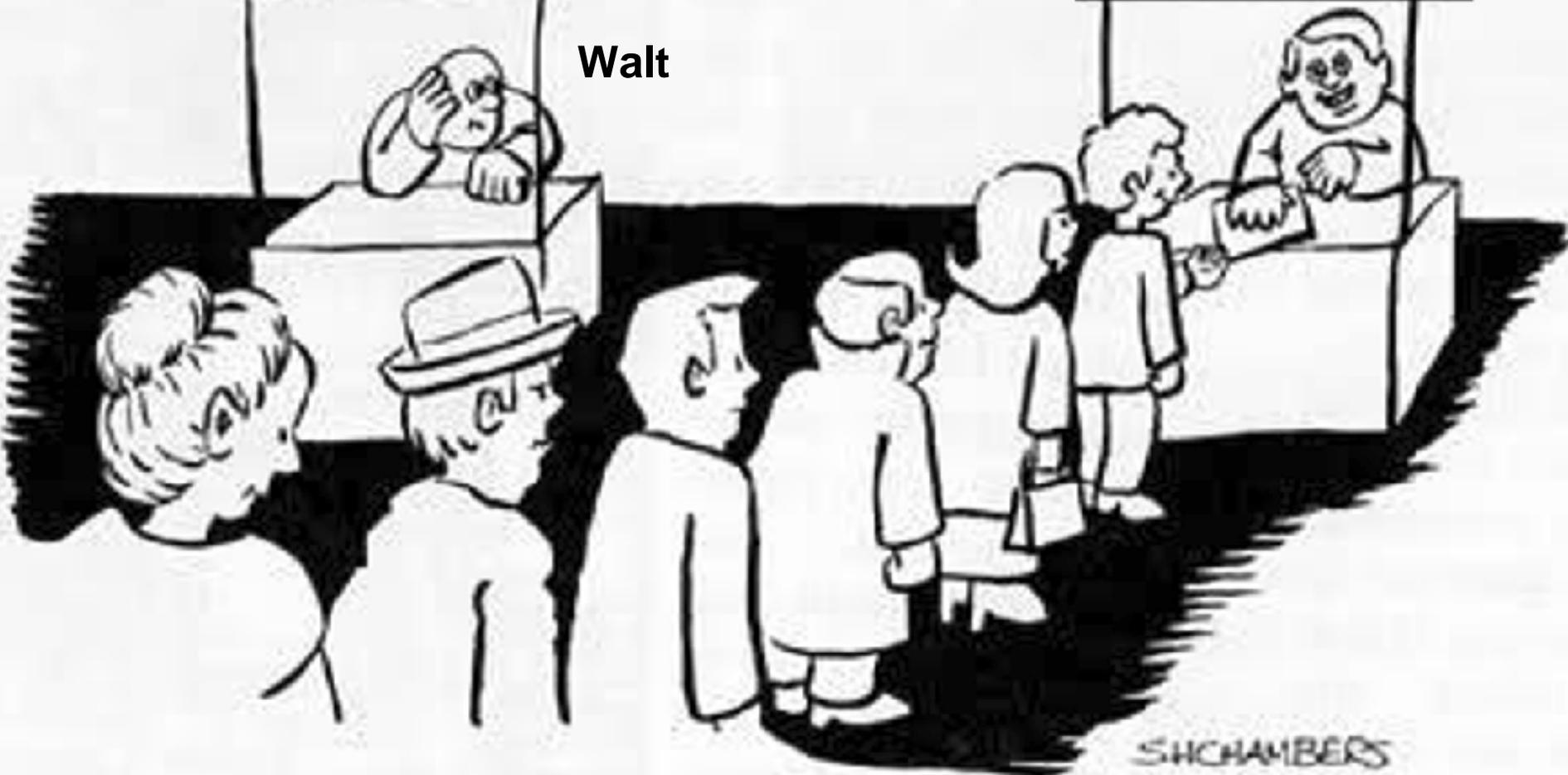


# Outlook

**Unpleasant  
Truth**

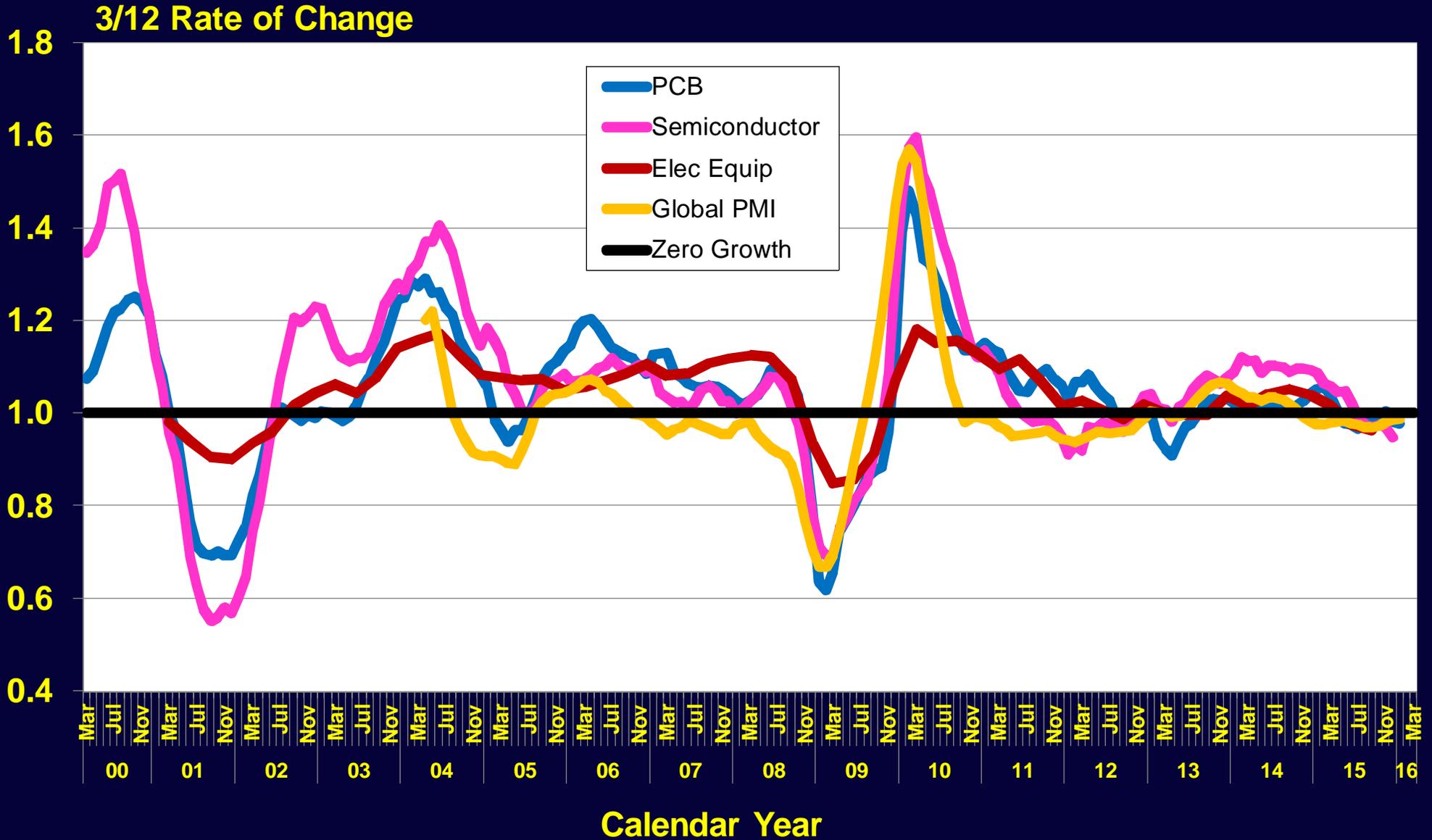
**Comforting  
Lies**

Walt



# Global PMI, Electronic Equipment, PCB & Semiconductor Shipments

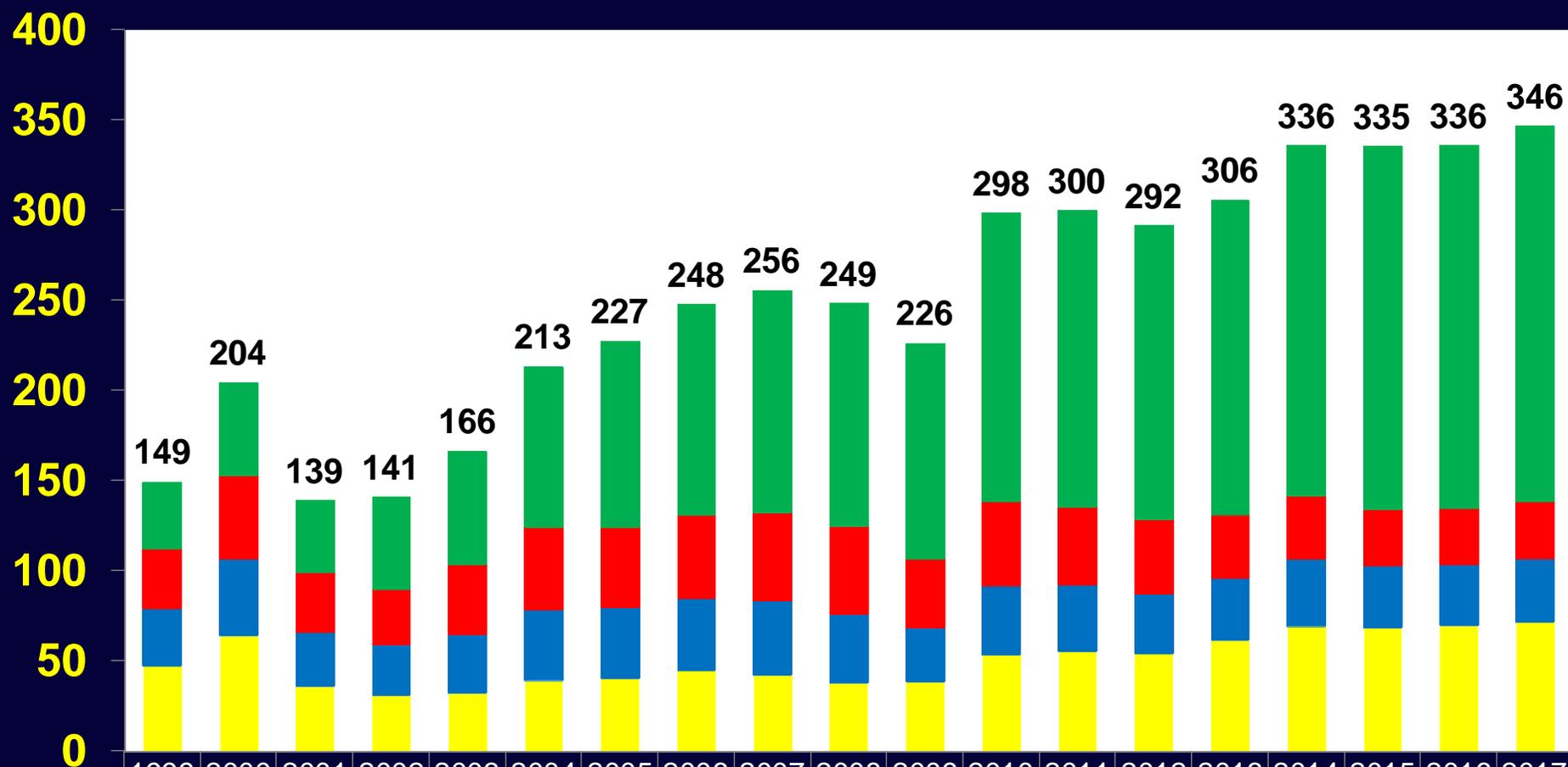
20160216



Source: Custer Consulting Group

# Worldwide Semiconductor Market by Geography

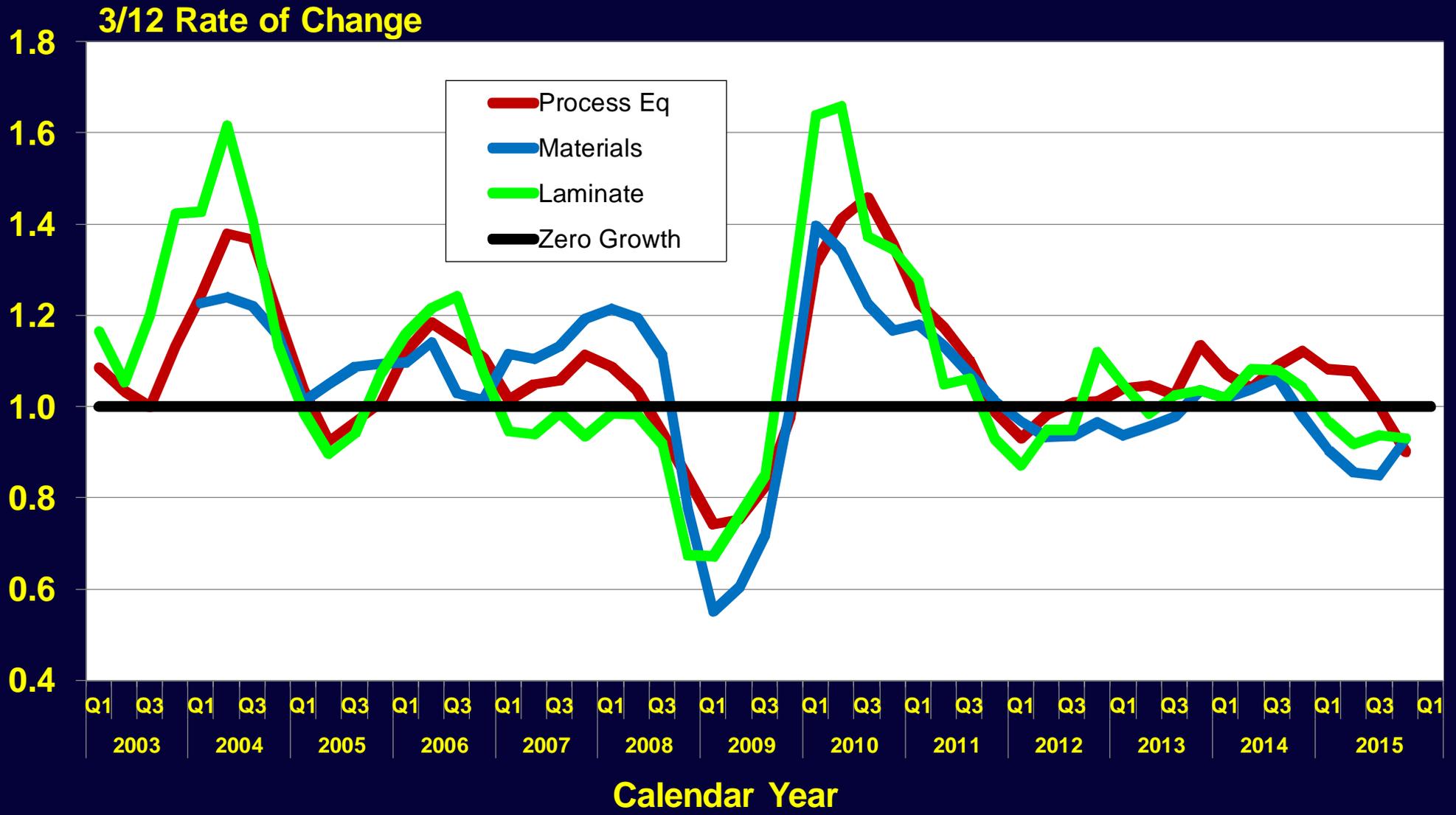
## WSTS Forecast



	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Total	149.	204.	138.	140.	166.	213.	227.	247.	255.	248.	226.	298.	299.	291.	305.	335.	335.	336.	346.
■ Asia Pacific	37.2	51.3	39.8	51.2	62.8	88.8	103.	116.	123.	124.	119.	160.	164.	163.	174.	194.	201.	201.	207.
■ Japan	32.8	46.7	33.1	30.5	38.9	45.8	44.1	46.4	48.8	48.5	38.3	46.6	42.9	41.1	34.8	34.8	31.1	31.3	32.1
■ Europe	31.9	42.3	30.2	27.8	32.3	39.4	39.1	39.9	41.0	38.2	29.9	38.1	37.4	33.2	34.9	37.5	34.3	33.7	34.5
■ Americas	47.5	64.1	35.8	31.3	32.3	39.1	40.7	44.9	42.3	37.9	38.5	53.7	55.2	54.4	61.5	69.3	68.7	69.7	72.0

# Global Growth Rates

## Process Equipment, Materials & Laminate



Company Financials of 12 Laminate suppliers, 13 material suppliers & 8 Process Equipment Suppliers

# U.S PMI Leading Index vs N American Small-Medium Company EMS Shipments

3/12 Growth



# World PCB Shipments (with forecast)

## Converted @ Fluctuating Exchange Rates

\$ Billions

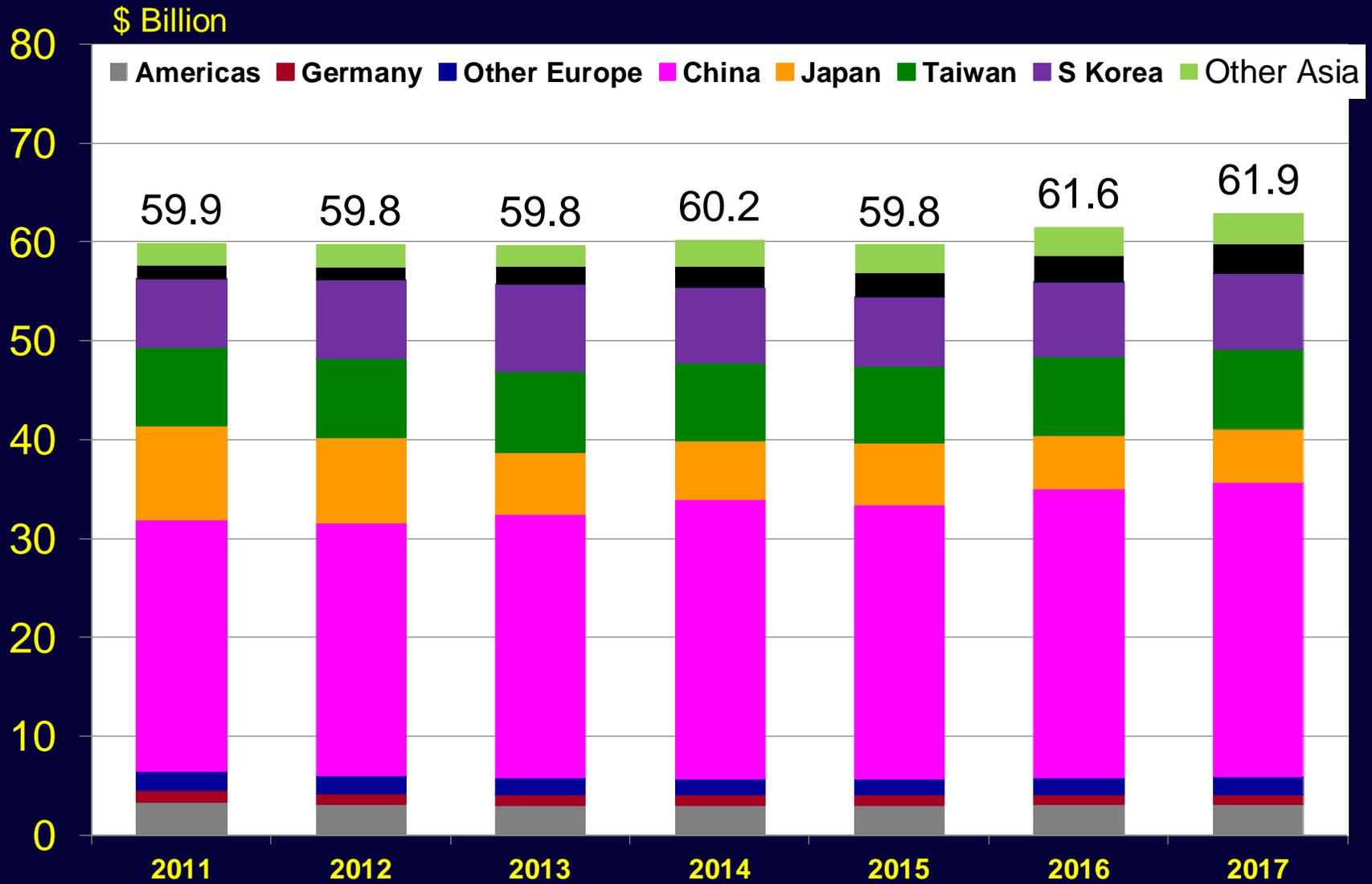


Calendar Year

Source: Custer Consulting Group - 2010 base year expanded by monthly growth of N. American, European, Japanese, Korean & Taiwan/China monthly PCB shipments

# World Rigid & Flex PCB Production

Converted @ 10/15 Exchange Rates



# Conclusions

**2015 global growth slowed vs 2014 with many Asia/Pacific produced consumer driven products seeing weakened demand**

**2016 is off to a modest start**

**Personal computer, media tablet and digital camera sales have declined and smartphone growth has slowed**

**New high volume products are emerging but are not yet contributing significantly to global volumes**

**Strong dollar is negatively impacting US\$ denominated global growth calculations**

**Leading indicators are useful for tracking the recovery regionally**

**Don't  
Shoot  
the  
Messenger**

# Custer Consulting Group Products

## Daily News Services (6 days/week)

- **Global electronics supply chain**
- **Solar/Photovoltaic supply chain**

## Business Outlook

- **Market charts & data**

Global market

OEMs

Components, EMS, ODM, materials & process equip

Solar/Photovoltaic

- **Weekly Market Comments with latest charts**