

An abstract graphic in the top right corner of the slide. It features several thin, curved lines in various colors (orange, green, red, yellow, purple) that sweep across the top right. Small circular dots in the same colors are placed at the end of some of these lines, creating a sense of motion or data points. The background is a solid dark blue.

Investor Presentation

Parade to Acquire Cypress's TrueTouch Mobile Business

June 11, 2015

Safe Harbor Notice

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Transaction Overview

Business Acquired	➤ Cypress's TrueTouch® Mobile touchscreen controller business
Consideration	➤ Purchase price of \$100 million, paid in cash at closing
Sources of Financing	➤ \$100 million from cash on hand
Approval Process	➤ No shareholder approval required ➤ No HSR (US anti-trust) approval required
Anticipated Close	➤ During Q3 2015

Note: For future operation needs, Parade has received an LOI of a bank facility.

Transaction Rationale

- Expands market position and brings touch-sensing expertise to display market
- Establishes a technology leader for next-generation display-touch integration solutions
- Improves the operational efficiency of supply chain
- Diversifies revenue and scales up Parade across multiple attractive end markets

TrueTouch Business Acquired

Business Overview

Employees:

- ~100 total employees

Locations:

- San Jose, CA; Lynnwood, WA; China; Taiwan; Korea; and Japan

Business Attributes:

- Business unit established in 2003
- Shipped over 1 billion touch solutions
- Strong IP portfolio; technology leader

Markets

Wearables, GPS,
Digital Cameras,
etc.



Smartphones



Tablets, E-Readers
and Notebooks



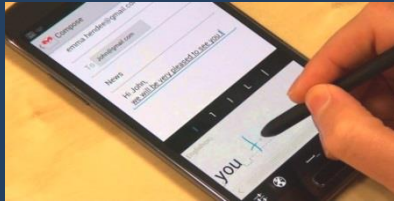
Selected Current Customers



TrueTouch Technology Features

Unmatched IP portfolio of hundreds of capacitive touch-sensing patents

Passive Stylus, Hover and Glove features...



Passive Stylus



Hover

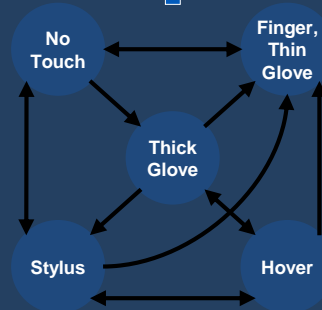


Glove

Plus market-leading noise immunity, AMS and Waterproofing...



Charger + Display Noise Immunity



AMS



Waterproofing

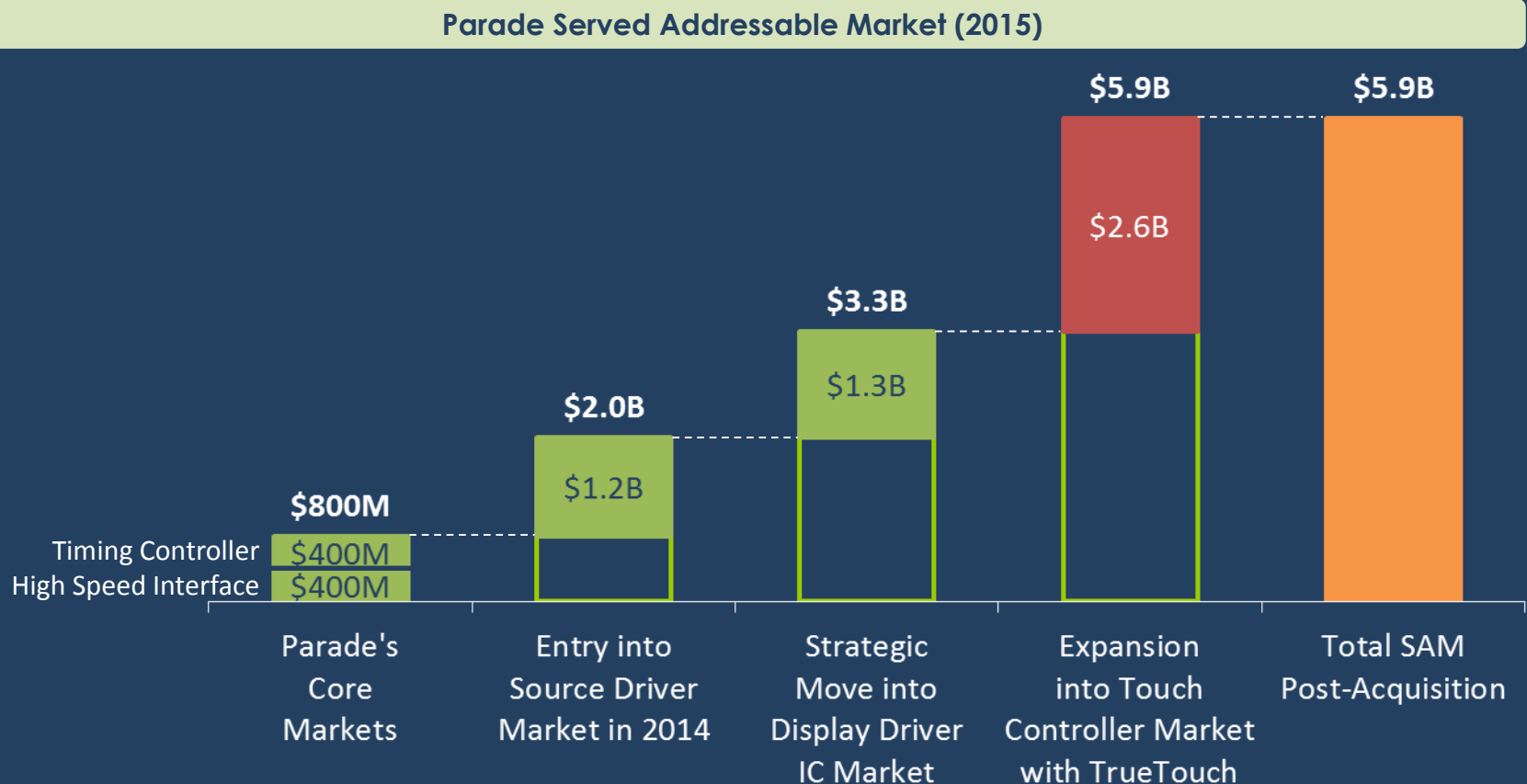
Display Integration for FHD Screens



Expanding Served Addressable Market

The acquisition of Cypress's TrueTouch business substantially expands Parade's SAM through the \$2.6 billion touch controller market

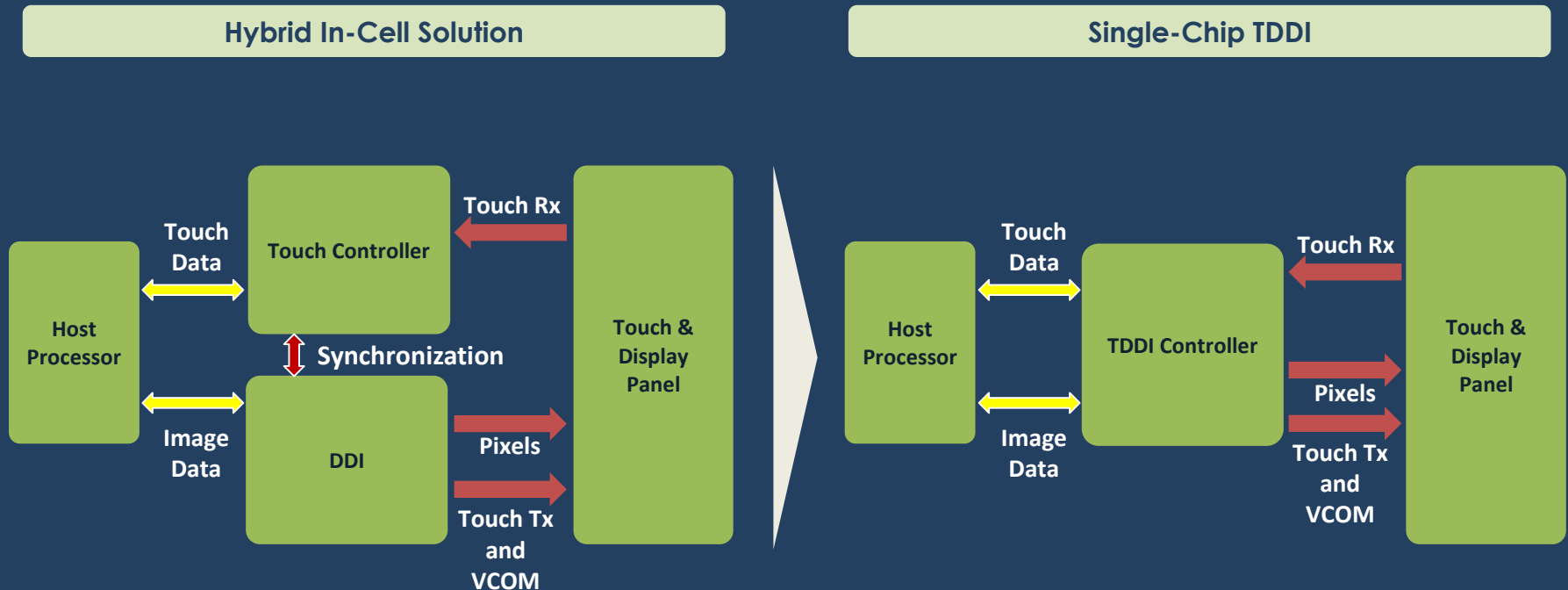
- Moreover, the combination enables roadmap for touch and display integration, allowing increased penetration of those markets



Source: IHS, DisplaySearch and Parade estimates.

Roadmap for Touch Display Driver Integration (TDDI)

- Combination of display technology leader with state-of-the-art touch-sensing business positions Parade for TDDI platforms
- Integration benefits including shorter time-to-market for customers, thin panels, and improved touch experiences through synchronization



Combination of Technology Leaders Enabling TDDI

- TrueTouch's market-leading touch solution, when paired with Parade's display technology, positions Parade to lead in TDDI

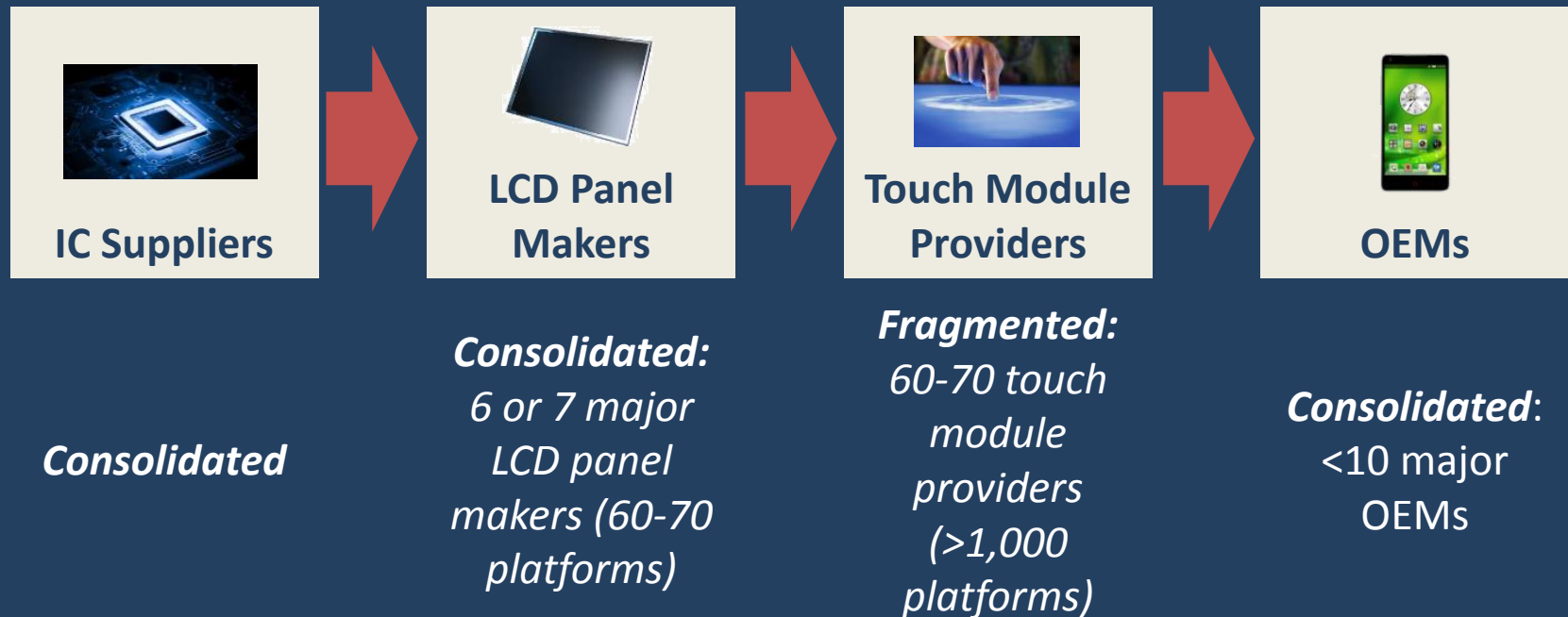
Vendor Display and Touch Capabilities

	Vendor	Display	Touch	Display + Touch Integration
	Parade (Current)	●		✘
	Cypress TrueTouch		●	✘
	Parade + TrueTouch	●	●	●
U.S.	Competitor A	◐	●	◐
	Competitor B		◐	✘
	Competitor C	◐		✘
	Competitor D		◑	✘
Asia	Competitor E		◐	✘
	Competitor F	◑	◐	◑
	Competitor G		◐	✘



Simplifying Industry Supply Chain

- Combination simplifies the industry supply chain, significantly reducing resources required to support multitude of touch module platforms
- Design and customer focus shifts from touch module providers to LCD panel makers



Q&A

