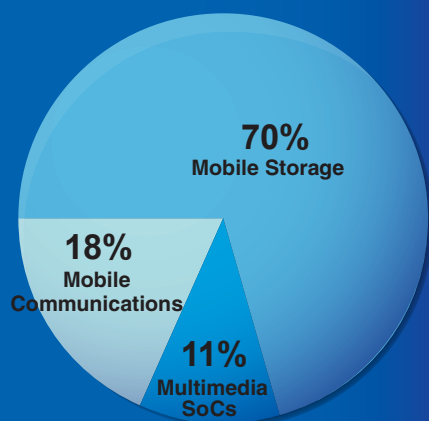


Quick Facts

Founded	1995
IPO	2005
NasdaqGS	SIMO
Revenue	US\$133 million (2010)
Employees	587 (2010 year-end)

Revenue Mix (2010)



Investor Contacts

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Director of IR and Strategy

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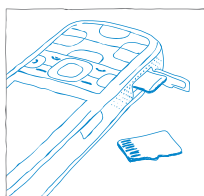
Selina Hsieh

Investor Relations

E-mail: IR@siliconmotion.com

Silicon Motion is a global leader and pioneer in developing microcontroller ICs for NAND flash storage devices and mobile TV IC solutions for mobile devices. More NAND flash products, including next generation flash, whether produced by Samsung, SanDisk, Toshiba, Micron, Intel, or Hynix, are supported by Silicon Motion controllers than any other company. Silicon Motion is a global leader in supplying innovative controllers for managing the latest TLC (3-bits per cell NAND flash) architecture and most advanced process geometry (eg. 20 nanometer) NAND flash for use in flash memory cards and USB flash drives, and increasingly SSDs and embedded flash memory applications. Silicon Motion is also a leading mobile TV IC solutions provider with one of the most comprehensive suite of solutions to address the various global mobile TV standards. We have developed a broad portfolio of technologies capable of supporting all the leading global mobile TV standards, including T-DMB in Korea, ISDB-T in Japan and South America, CMMB in China, and DVB-T/H in other parts of the world. We market our Mobile Storage and Multimedia SoC products under the “SMI” brand and Mobile Communications products under the “FCI” brand.

Mobile Storage



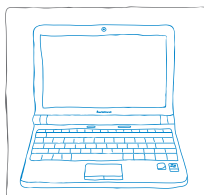
- Leader in flash controllers for mobile storage devices including CompactFlash®, Secure Digital™, miniSD™, microSD™, eMMC™, and USB
- A rapidly growing Solid State Drive (SSD) and embedded flash controller product line that is nearly 10% of corporate revenue (2010) and targets storage needs in a wide range of devices including PCs, handsets and other consumer electronics, as well as networking and industrial applications
- Value-added partner who addresses urgent needs of major NAND flash manufacturers for innovative best-in-class controllers to support the commercialization of their most advanced products

Mobile Communications



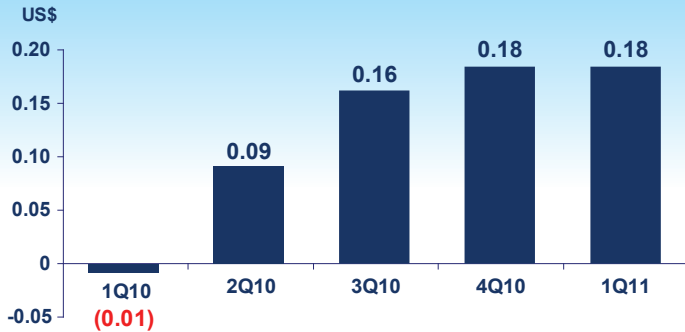
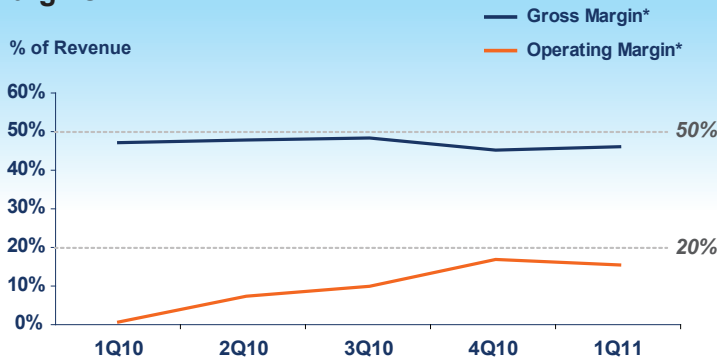
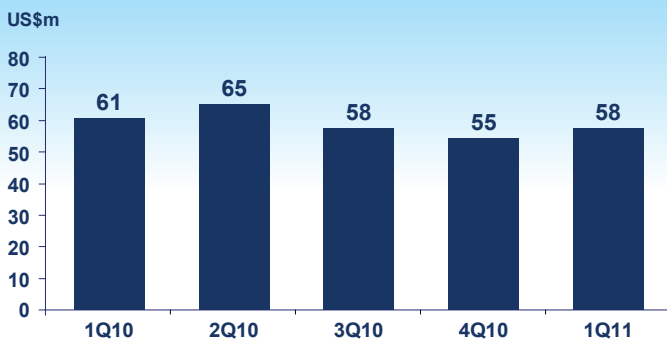
- Leveraged to the growing worldwide market for digital mobile TV received on handsets, in-car telematics, GPS devices and portable media players
- Expanding into new markets such as Japan, South America, Europe and China with our mobile TV products
- Leveraging world-class RF capabilities and in partnership with Samsung to capture emerging 4G LTE growth opportunity

Multimedia SoCs



- Leader in embedded graphics processors for industrial, commercial and server applications such as office automation systems, point-of-sale terminals, thin client computing devices, as well as medical, industrial and military devices

Revenue

Earnings per ADS*

Margins

Cash Balance


*Non-GAAP

Analyst Coverage

Firm	Analyst
B. Riley & Co.	Mike Crawford
Craig-Hallum Capital Group LLC	Anthony J. Stoss
Lazard Capital Markets	Daniel L. Amir
Needham & Co., Inc.	Rajvindra S. Gill
Pacific Crest Securities	Kevin D. Vassily
Wedbush Securities	Betsy Van Hees

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Safe Harbor Statement

This fact sheet contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such forward-looking statements include, without limitation, statements regarding trends in the multimedia consumer electronics market, our potential growth in new markets and our future results of operations, financial condition and business prospects. Although such statements are based on our own information and information from other sources we believe to be reliable, you should not place undue reliance on them. These statements involve risks and uncertainties, and actual market trends or our actual results of operations, financial condition or business prospects may differ materially from those expressed or implied in these forward looking statements for a variety of reasons.