



European Semiconductor Industry Association

LATEST SEMICONDUCTOR SALES DATA, FOR IMMEDIATE RELEASE

Brussels, 3 December, 2010

European chip sales strong in October

For the second month in a row European sales of semiconductors grew well above the worldwide average compared with the previous month on a three month rolling average basis, the World Semiconductor Trade Statistics reported today. Global semiconductor sales were about flat in October across most regions, with China declining by 1.7 percent.

The strong growth observed in October has been remarkably consistent across most major product categories in the European market. Some weaknesses were registered in the total logic category and in the memory market in the SRAM category.

Looking at applications specific products demand in the automotive segment was strong, and this confirms automotive as the segment with the highest growth in 2010.

Overall, European semiconductor sales in October 2010 amounted to US\$ 3.359 billion. On a YTD basis semiconductor sales increase lowered further to 31.8% in 2010 versus the same period in the year 2009.

The exchange rate of the Euro compared to the US dollar has narrowed its impact on the European sales picture in the last month. Measured in Euro, semiconductor sales were 2.533 billion Euros in October 2010, up 0.5% on the previous month and up 31.2% versus the same month a year ago. On a YTD basis semiconductor sales increased by 38.0% in 2010 versus the same period in the year 2009.

On a worldwide basis, semiconductor sales in October 2010 were US\$ 26.319 billion, flat versus the previous month. This results in an increase of 19.8% versus the same month in 2009 and on a YTD basis it results in an increase of 37.0%.

(For more data please see the tables and graphs on following pages)

EECA-ESIA and WSTS: ESIA, the European Semiconductor Industry Association holds an exclusive license agreement with the WSTS for the region of Europe, Middle East and Africa (EMEA). WSTS monthly data in full product detail are available via subscription.

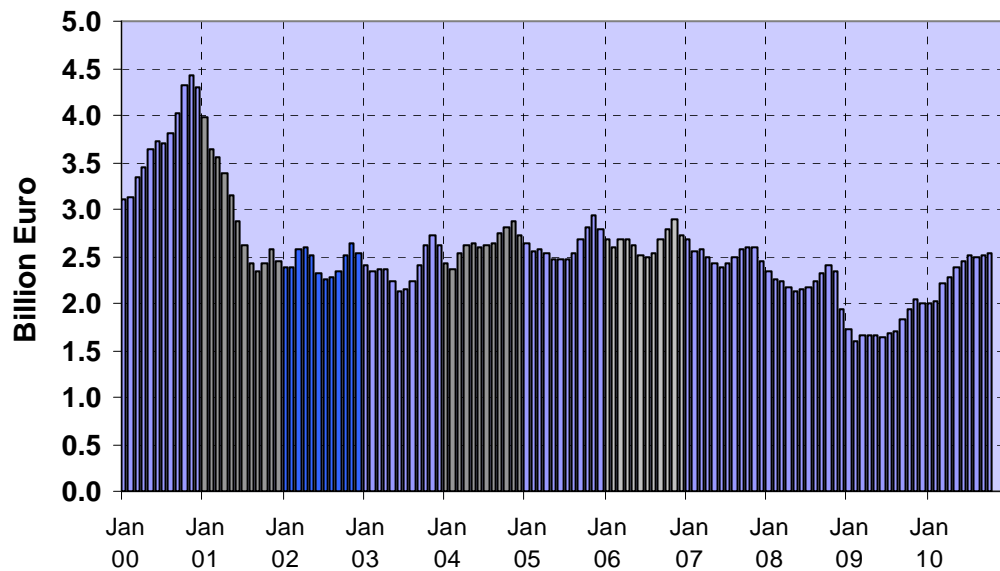
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Market data by region¹

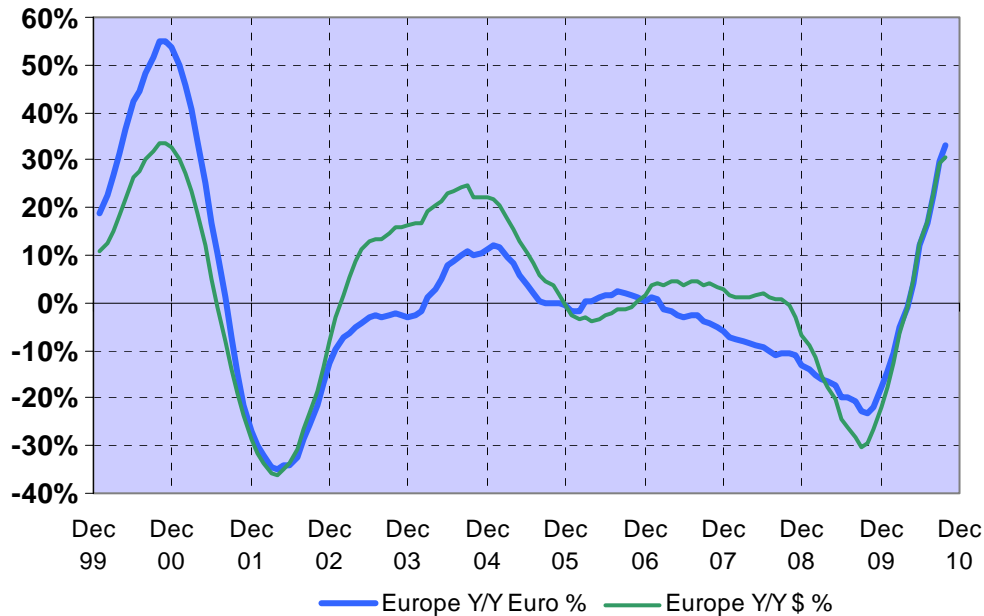
| Market data for the 3 month moving average ending: | | | | | | | | |
|--|---------------------|---------------|-----------------------|-------------|-------------------------------------|--------------|--------------|--------------|
| Region | sales (in billions) | | Month on Month growth | | Year on Year growth | | YTD growth | |
| | Sep 10 | Oct 10 | Sep 10 | Oct 10 | Sep 10 | Oct 10 | Sep 10 | Oct 10 |
| in \$: | | | | | | | | |
| Europe | 3.252 | 3.359 | 3.6% | 3.3% | 24.2% | 19.6% | 34.4% | 31.8% |
| Americas | 4.807 | 4.808 | -0.6% | 0.0% | 37.9% | 30.7% | 48.3% | 45.1% |
| Japan | 4.202 | 4.217 | 3.9% | 0.3% | 15.6% | 12.5% | 26.4% | 23.9% |
| Asia Pacific | 14.065 | 13.934 | 2.7% | -0.9% | 25.4% | 18.8% | 44.4% | 39.9% |
| of which China | 5.658 | 5.563 | 3.9% | -1.7% | 35.0% | 25.2% | 51.1% | 45.7% |
| World | 26.326 | 26.319 | 2.4% | 0.0% | 25.6% | 19.8% | 40.6% | 37.0% |
| In EURO: | | | | | | | | |
| Europe | 2.521 | 2.533 | 1.2% | 0.5% | 37.7% | 31.2% | 40.2% | 38.0% |
| Rate (\$/Euro) | 1.302 | 1.389 | -10.5% | -6.2% | < Euro against \$ versus prev. Year | | | |

- 1) Unless otherwise indicated, all figures are 3-month-average data except YTD growth which is based on current month data.

EUROPE - Monthly European Semiconductor sales in billion Euro (3-month-average data)



European Semiconductor sales growth in % - Annualized growth trend (Y/Y) in Euro and Dollar (12-month-average data)



For more information about data, please contact:

Giovanni Corder

EECA-ESIA

Brussels, Belgium

Click here for email address : [Giovanni Corder](#)

**Rene Kautschitsch - WSTS Vice Chairman
Europe**

Austriamicrosystems AG

SCHLOß PREMSTÄTTEN

Austria

Click here for email address: [Rene Kautschitsch](#)

About ESIA: ABOUT EECA-ESIA: The mission of the European Semiconductor Industry Association (EECA-ESIA) is to represent, promote and defend the vital interests of the European-based semiconductor industry and ensure its competitiveness in the global market. The semiconductor industry provides the key enabling technologies at the forefront of the development of the Information Society. This sector supports around 110,000 jobs directly and up to 500,000 induced jobs in Europe, operating in a worldwide market valued at over \$ 226bn (EUR 162bn) in 2009. Website: www.eeca.eu

About WSTS: Established in 1986, WSTS is an organization of 73 semiconductor companies from all over the world representing close to 90% of the world's semiconductor market. Its mission is to provide timely, accurate and authentic semiconductor market data on industry product shipments in a product line form serving the broad marketing and executive needs, therefore documenting past - and anticipating future business trends. More information on the WSTS website at www.wsts.org