



**CONSOLIDATING OUR  
STRENGTHS:  
UPHOLDING OUR INDUSTRY  
LEADERSHIP**





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# MOVING FORWARD WITH CONFIDENCE



## AFFIRMING OUR LEADERSHIP IN THE CRT BUSINESS

LP Displays holds a leading position in the cathode ray tube (CRT) industry as one of the worldwide suppliers of picture tubes for television sets and computer monitors. We have proven technology, strong manufacturing capabilities, and a reputation for innovation, quality and cost competitiveness. We span the globe with an experienced, motivated workforce and we partner with the world's leading television and computing brands. There is no doubt that we are strong.

To retain leadership of our global, quality-driven, consolidating industry, we have refocused our strengths and streamlined our operations over the past years. These changes are challenging but the rewards have been considerable. We have achieved faster decision-making and decisive implementation by optimizing the way we manage our business on a global basis. We are dedicated to continuous improvement. Our productivity and efficiency continue to rise. And our core technology - the cathode ray tube (CRT) - remains a leading display solution, particularly for emerging markets.

LP Displays is also eyeing fresh business opportunities, where we can take advantage of our in-house competencies and technologies. We are looking at continued strong demand for CRT in emerging economies, not only in market share, sales and earnings, but also in the core competencies of our company and our people.

From this position of strength, we are setting our sights on affirming our leadership in the CRT industry.



# CONSOLIDATING OUR STRENGTHS



## AN INDUSTRY LEADER THROUGH THE YEARS

LP Displays is one of the world's leading suppliers of display technologies and solutions. More than one in every four television and computer monitor tubes sold today is an LP Displays product.

Our strengths are both global and local. From our Hong Kong operational headquarters, we manage worldwide factories, achieving economies of scale and efficient global supply lines, and allowing us to respond quickly to changing market conditions worldwide.

We are also a truly multicultural company, about 11,000 employees, and all dedicated to being the best. They give us our in-depth, practical understanding of markets and make LP Displays the local, regional and international partner-of-choice of the world's leading television and monitor brands.

We are a company backed by a long history of experience. We are innovative and results-focused, and totally committed to speed and continuous improvement.

LP Displays will continue to capitalize on the strong demand for CRT, particularly in emerging markets, to help ensure even more innovations and even better displays, now and in the future.



# THE INNOVATION LEADER



## STRENGTH IN INNOVATION

All of us at LP Displays are inspired by our role as one of the leading providers of technologies that improve people's lives everyday through products that are the windows to the world. We have played a major role in the television and computing revolutions of the past half century and we will remain central to how people are informed, educated and entertained well into the future.

Continued innovation will sustain the vitality of our industry and secure our global leadership position. With an unparalleled track record in technical innovations, LP Displays leads the way by focusing on picture performance and cost in a product portfolio that is the strongest in our sector. We are at the forefront of display innovations, notably our SuperSlim and UltraSlim series.

Equally important, we constantly introduce innovations in our workplace. In manufacturing, we have pioneered processes that maximize our agility, productivity and speed and allow us to continuously decrease costs while upgrading quality.

We manufacture and market not only the finished CRTs but also key component parts, which are designed and made to allow the mass production of the highest quality displays. Our cultural innovations are reflected in ways of working that bring us together as a team moving with speed and focus.

This helps us to align our company with our customers and deliver innovative, cost-effective displays on time, anywhere in the world. The end result of all of our innovations in technology and manufacturing is our continued strength as an entity that is always improving.



# THE TECHNOLOGICAL LEADER



## TECHNOLOGICAL BREAKTHROUGHS

To continue to lead the CRT display technologies industry, LP Displays focuses on developing and introducing breakthroughs that answer customer demand for innovative features at affordable prices.

Today, we hold a leading position in CRT technologies and related components. Led by our SuperSlim and UltraSlim series, we precede the industry in introducing innovative technologies that reduce the tube's depth. Our products feature high brightness guns that guarantee excellent moving-image quality and incorporate new technologies to reduce energy consumption.

Among the innovative product lines currently offered by LP Displays are color picture tubes and color display tubes that meet the highest requirements for best-in-class picture performance, quality and market competitiveness.

Combining technological leadership with an ability to align our vision and processes with our customers, LP Displays continues to deliver advanced, innovative and cost-effective products where and when they are needed, anywhere in the world.



# THE QUALITY LEADER



## QUALITY AND COST LEADERSHIP

At LP Displays, we continue to affirm our leadership in the CRT industry. We will continue to drive operational excellence at all levels of the organization, combining quality products and services with superior cost-efficiency and time-to-market. Cost and quality leadership are essential in a consolidating industry such as ours.

At the same time, we continue to reduce expenses and enhance production quality through business process optimization, accomplishing improvements in productivity and efficiency, in material costs and consumption, and in factory loading and organizational expenses.

We view each of our factories as a profit center and we empower local teams to better focus and share resources, promote efficiency and maximize performance. These local teams are supported in their efforts to achieve low-cost, high-efficiency manufacturing by a streamlined corporate management structure that facilitates active cross-functional cooperation, more efficient resource sharing, and faster decision-making and execution on a global basis.

By raising the bar for product quality to meet customer satisfaction and price-performance demands, LP Displays is becoming a stronger player in the CRT display business.



# THE INTEGRATED LEADER



## MULTICULTURAL DIVERSITY

A good part of the strength and potential of any company lies with its people. At LP Displays, we know that our people are the best in the industry.

We are one global team made up of about 11,000 talented individuals in Asia, Europe and the Americas. We all have different backgrounds and strengths but we have a single goal: optimizing performance to secure our leading stance. Our diversity and drive contribute to our strengths.

To work at LP Displays is to be committed, creative and dedicated to acting as part of a united team that moves with speed and focus.

We are results-focused, customer-driven and cost conscious. We are innovative and entrepreneurial. We are leaders. LP Displays offers us all a challenging work environment that stimulates individual initiative and encourages us to share our ideas on making our company stronger. LP Displays helps its people to perform at their best and rewards achievement. The company embraces diversity as an asset and respects different cultures.

Our ways of working are transparent, with a spirit of open communication and information sharing. And decisions are based on facts and fairness. United as one winning team, motivated by a common desire to be the best, and inspired by our shared values, we will ensure we lead our consolidating industry.





## REINFORCING OUR LEADERSHIP IN THE CRT MARKET

Since our establishment in 2001, LP Displays remains one of the leading global suppliers of display technologies and solutions.

We lead in innovation, quality and cost competitiveness. Our technological strength and manufacturing capabilities are unbeatable.

Our aim now is to lead the consolidation of the cathode ray tube industry where the strong gets stronger; the best gets better.

Our entire organization is focused and united in the pursuit of our goal.

# THE ROAD AHEAD

