

# China Application Market Forecast Tool (AMFT)™

## To Grow, You Have to Know the Market

By Kevin Wang, Director

### Two Forecasts Delivered Each Quarter

- Semiconductor Shipment
- Semiconductor Consumption

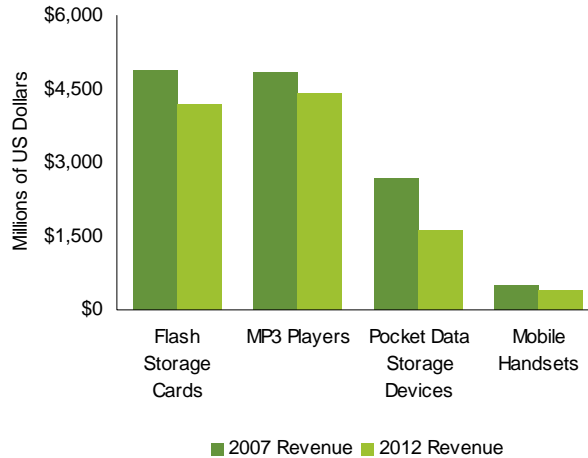
Factors driving variance between shipment and consumption forecasts:

- Inventory build or burn
- Supply chain costs imposed by brokers, distributors, etc.
- Scrapped inventory
- Completely captive suppliers not included in production data

As an enhancement to iSuppli's Application Market Services, this Excel-based tool gives you direct access to the comprehensive forecast database compiled by iSuppli Corp.'s worldwide group of industry experts. The easy-to-use selection menus allow you to quickly extract critical data and perform your own analysis across more than 95 applications equipment markets. The China Application Market Forecast Tool lets you view actual and forecast data by application equipment or by 48 semiconductor device categories. You can create top line market views or drill down into detailed analysis of a specific semiconductor component or application equipment category. The resulting information can support key business initiatives such as:

- Identifying markets for entry or exit
- Anticipating demand for future production quantities and associated semiconductor costs
- Positioning services to target specific markets that offer the greatest revenue or growth opportunity
- Ensuring that product mix is aligned with the marketplace

**NAND Flash Applications**



### Critical Questions Answered

- What are the relative market growth opportunities in the various application equipment markets in China?
- Where should I direct my product development, sales and R&D investments?
- Are changes in my revenue due to competitive or market dynamics?
- What types of equipment or support products/services will be demanded in the future?

### Who Should Use This Tool?

- Semiconductor Suppliers
  - Market Research Managers
  - Product Marketing Managers
  - Sales Manager
  - Forecast & Planning Managers
- EMS Companies
  - Strategic Planning Managers
- Semiconductor Industry Service or Product Support Companies
  - Strategic Market Managers

### Lead Analyst

#### Kevin Wang, Director

At iSuppli, Kevin is responsible for managing iSuppli research in China including creating and implementing industry surveys, evaluating the impact of market factors, building long and short-term market forecasts and authoring research reports. He is also responsible for conducting research on wireless market, managing customized project and developing new products focused on China.

Prior to joining iSuppli, Kevin worked as a sales engineer for World Peace International and served as a sales executive for Integrated Circuit Solution, Inc. Kevin also served as an editor at an international electronics magazine where he wrote news and features about the electronics market in China.

Kevin earned his Bachelor of Science in Information Science and Management from Xi'an JiaoTong University and a Master of Business Administration from the University of Hong Kong.

### Menu Options to Create Custom Views

- China/Hong Kong
- 48 semiconductor segments
- 95 application markets
- Annual forecasts
- Quarterly Update

### Electronic Equipment Factory Production Data by Application Market

- Provides factory shipments and revenue forecasts by application equipment category, as well as annual growth rates. You can also view semiconductor revenue and content for the application equipment categories selected.

### Semiconductor Device Data by Application Markets

- View revenue forecasts for specific semiconductor components by application equipment categories. Presents the total revenue forecast for the semiconductor devices selected and the revenue share that each application equipment category represents.

### Application Market Data by Semiconductor Devices

- Presents revenue forecasts for the specific semiconductor components within the application equipment categories selected. Also available for each semiconductor device is its share of the total semiconductor revenue of that application equipment.

### Application Market Rankings

- Lets you rank the application markets for the semiconductor market selected by either market size or growth.