

# **BUSINESS OUTLOOK**

## **GLOBAL ELECTRONICS INDUSTRY**

**WALT CUSTER**  
**CUSTER CONSULTING GROUP**  
*[www.custerconsulting.com](http://www.custerconsulting.com)*  
**April 2000**

# TOPICS

**GLOBAL ECONOMY**

**ELECTRONIC EQUIPMENT**

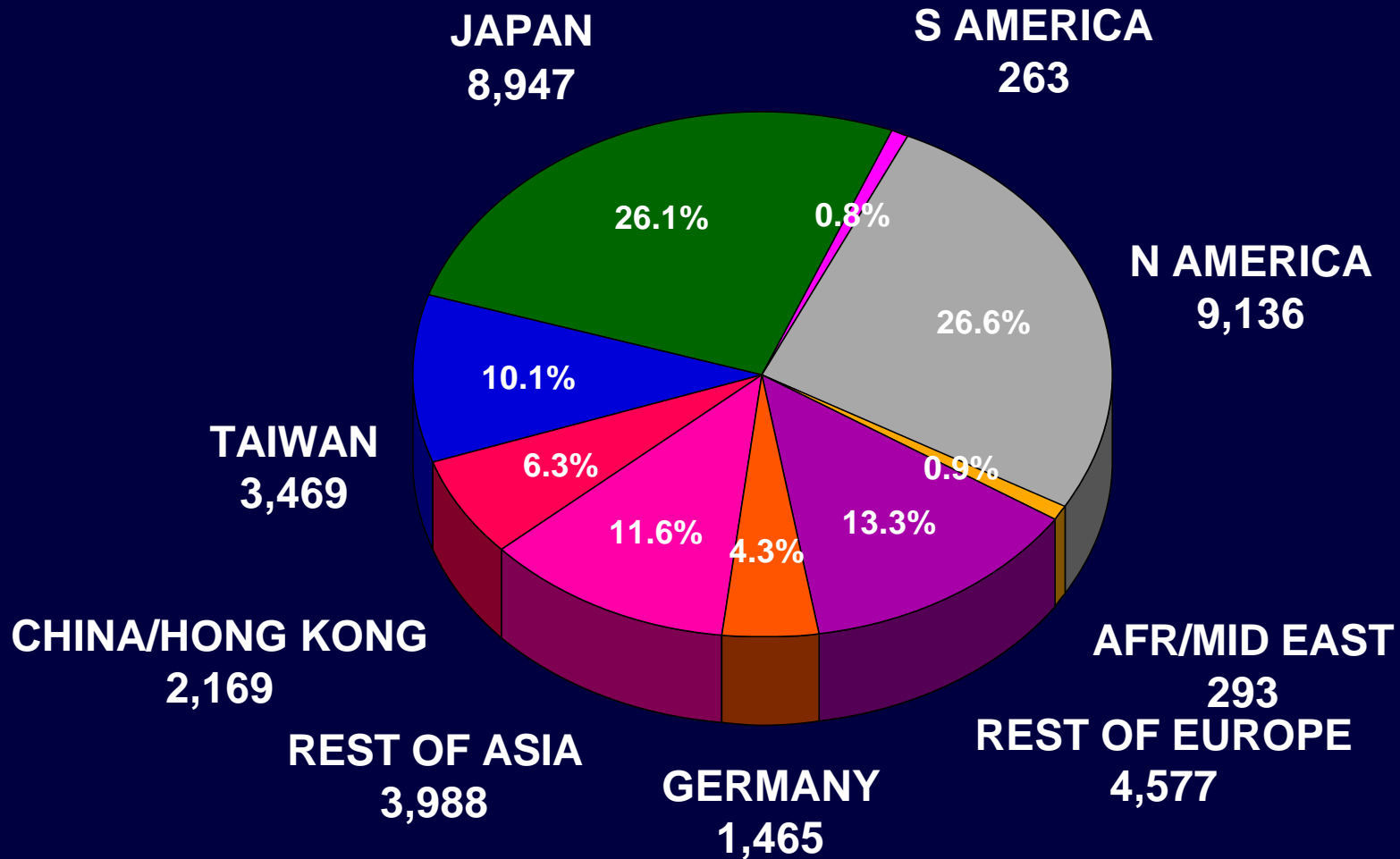
**SEMICONDUCTORS**

**PRINTED CIRCUIT BOARDS**

**FUTURE OUTLOOK**

# 1998 WORLD RIGID & FLEX PCB PRODUCTION

## BY GEOGRAPHICAL AREA (\$M)



**Total: \$34.3 Billion**

IPC T/MRC 6/99 (includes Buildup PCBs)

# US ELECTRONIC EQUIPMENT ORDERS

COMMUNICATION, COMPUTER & OFFICE,  
MILITARY, INSTRUMENTS

\$B (12 Month Rolling Avg - Seas Adj)



US DEPT OF COMMERCE 4/2000

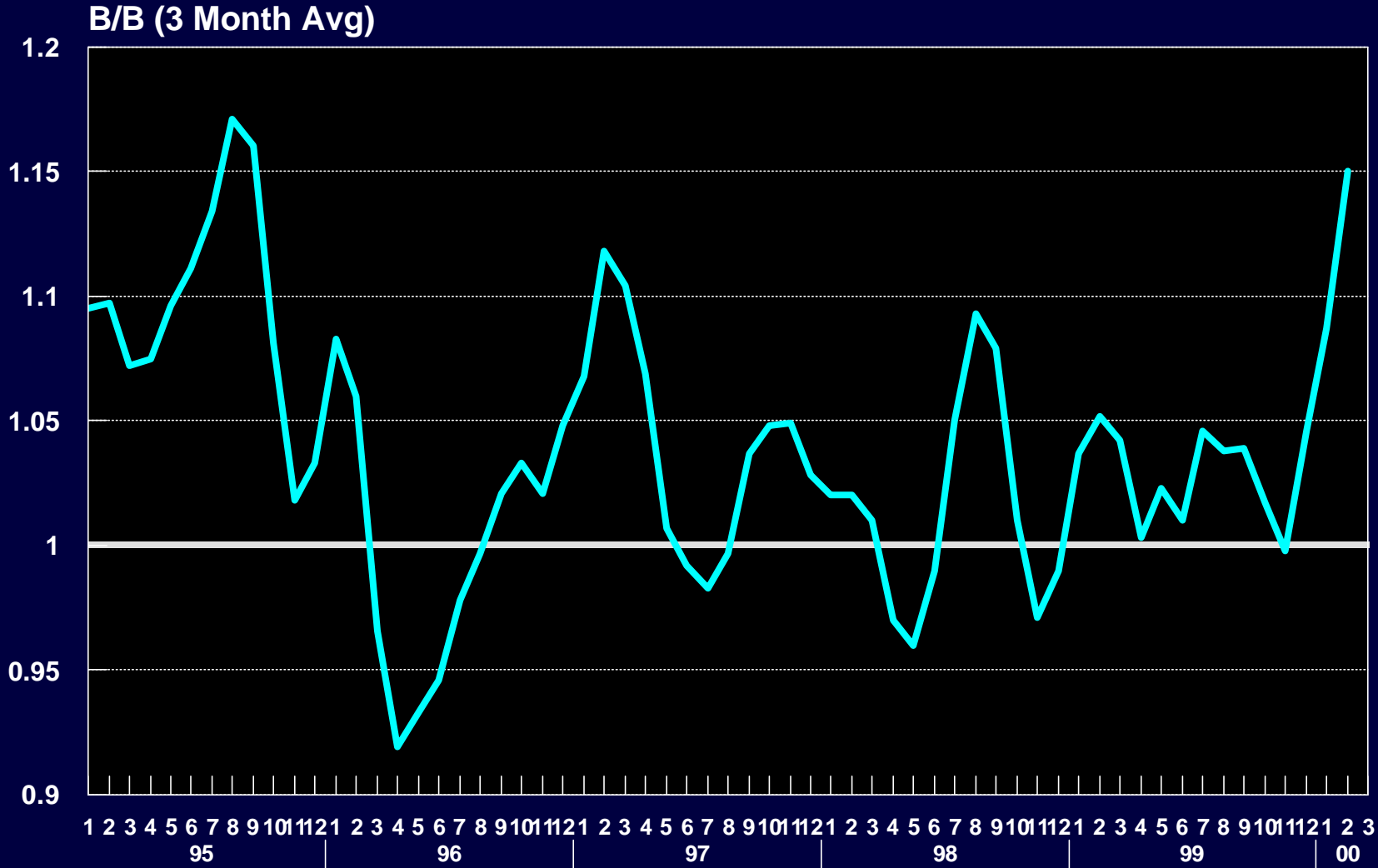
# INDUSTRIAL PRODUCTION - WORLD

% CHANGE vs ONE YEAR EARLIER

BRITAIN	+1.1 Feb
FRANCE	+4.5 Jan
GERMANY	+6.9 Feb
ITALY	+4.1 Jan
NETHERLANDS	+5.3 Feb
SPAIN	+5.8 Jan
EURO-11	+3.9 Jan
RUSSIA	+13.7 Feb
CANADA	+7.0 Jan
USA	+5.6 Feb
CHINA	+11.9 Mar
MALAYSIA	+23.2 Feb
SINGAPORE	+9.4 Feb
S KOREA	+25.4 Feb
TAIWAN	+18.0 Feb
THAILAND	+9.1 Feb
JAPAN	+8.4 Feb

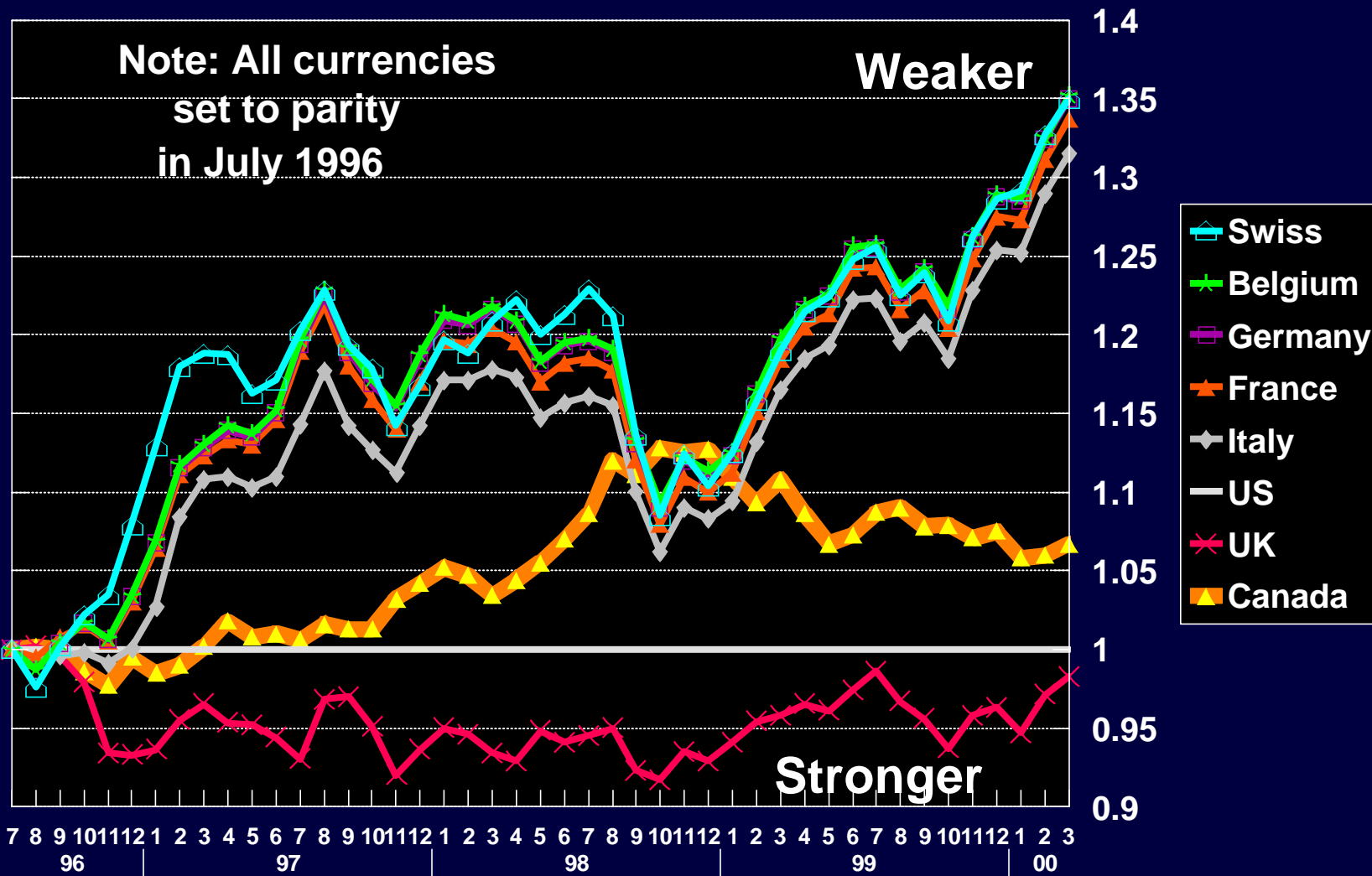
# Rigid PCB Book/Bill

## N. America



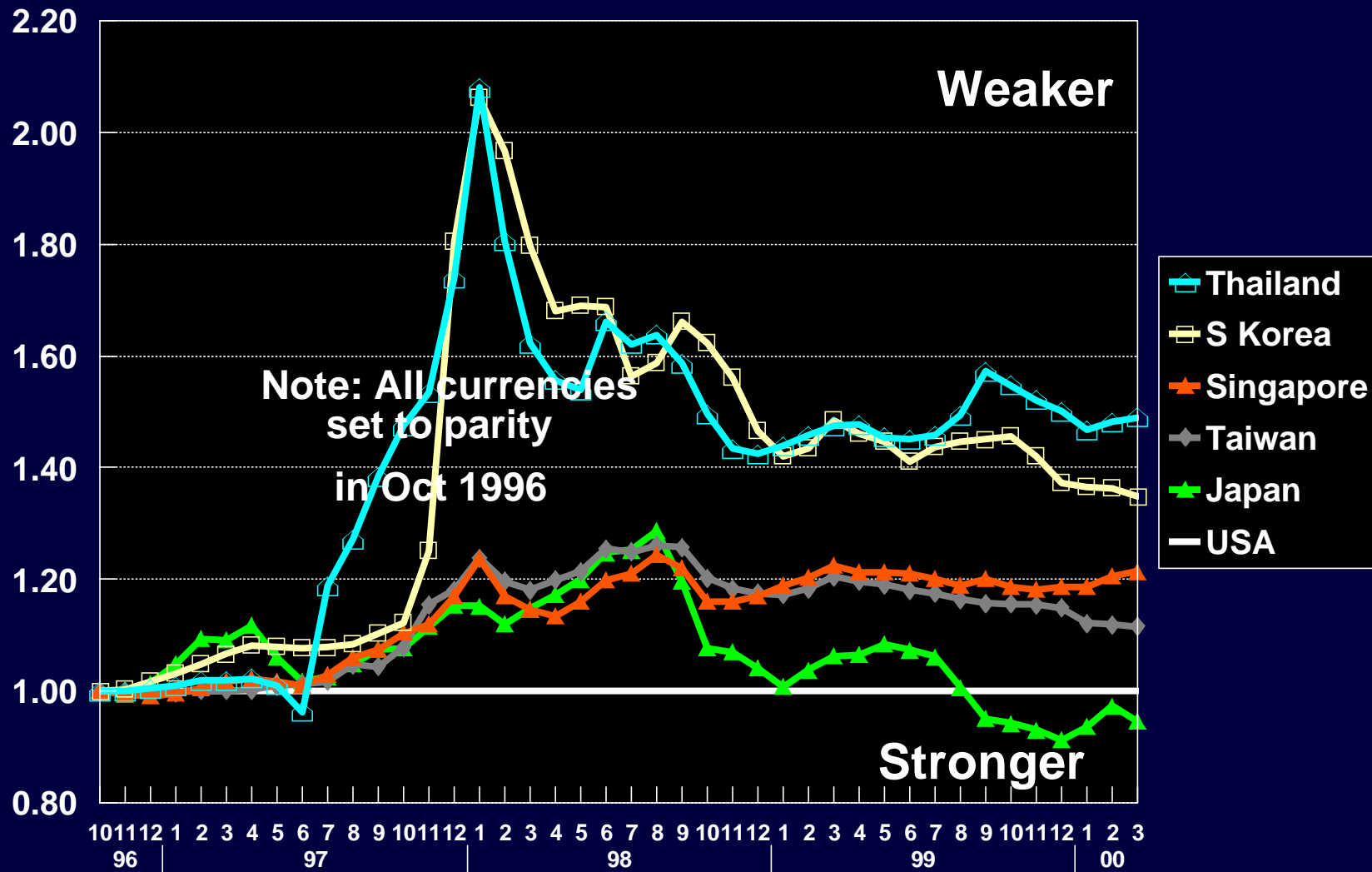
# EUROPEAN EXCHANGE RATES vs US \$

7/96 = 1.00



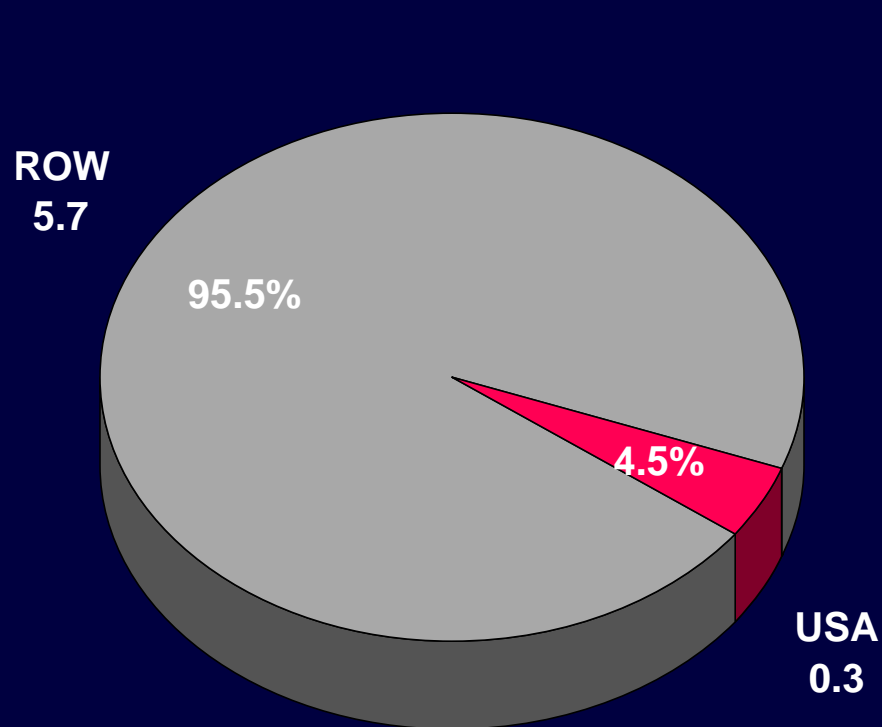
# SE ASIA EXCHANGE RATE vs US \$

10/96 = 1.00

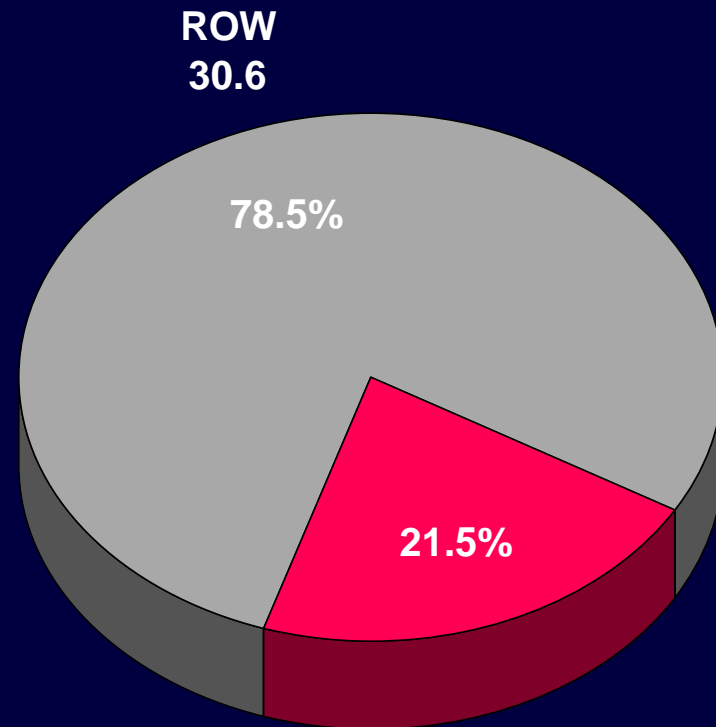


# USA & WORLD

## POPULATION & GROSS PRODUCT - 1998



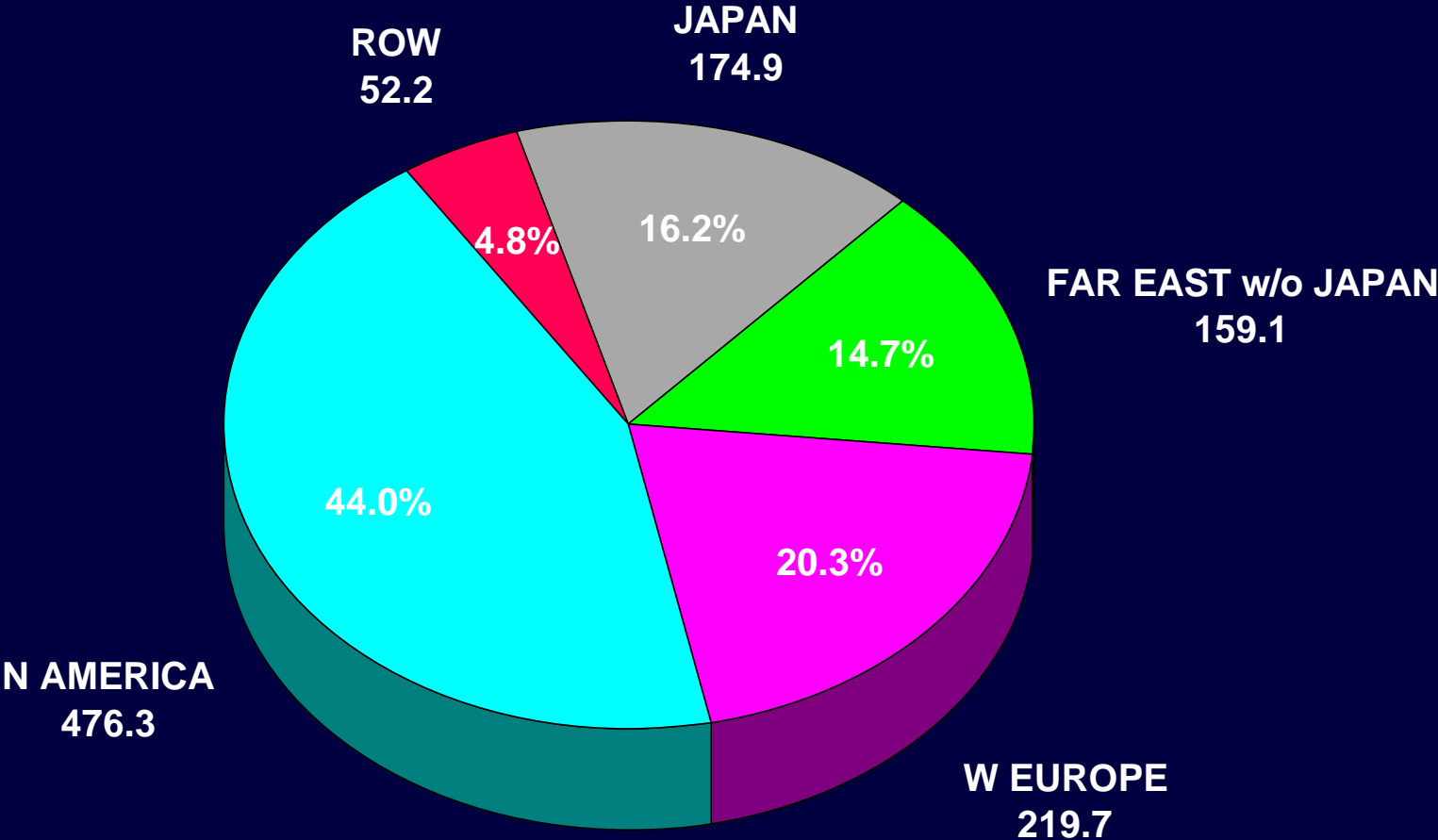
**POPULATION**  
**TOTAL: 6.0 B**



**GROSS PRODUCT**  
**TOTAL: \$39 T**

# WORLD ELECTRONIC EQUIPMENT PRODUCTION

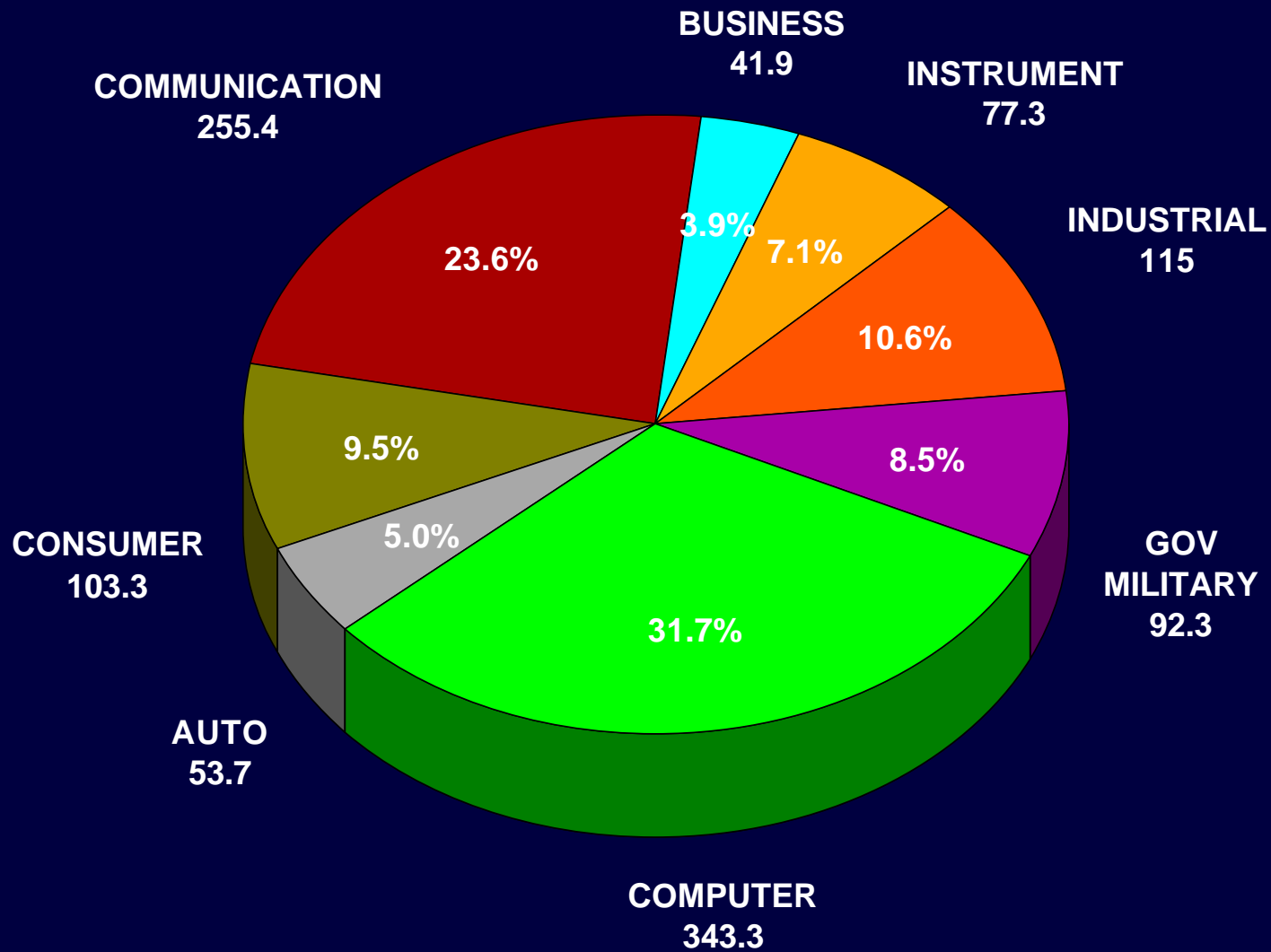
1999



**TOTAL \$1,082 Billion**

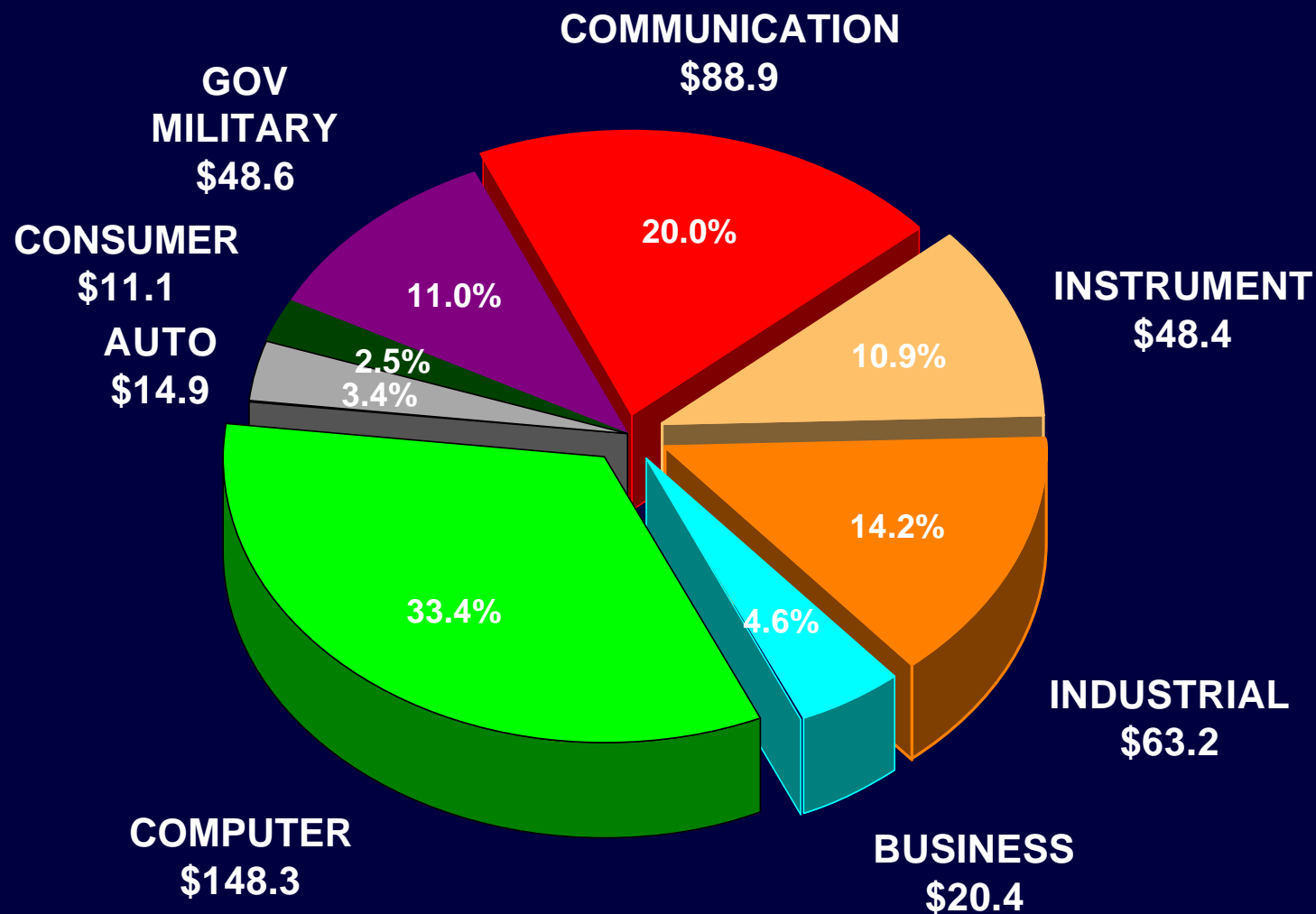
# ELECTRONIC EQUIPMENT PRODUCTION

WORLD - 1999 ESTIMATE (\$B)



# US PRODUCTION OF ELECTRONIC EQUIPMENT

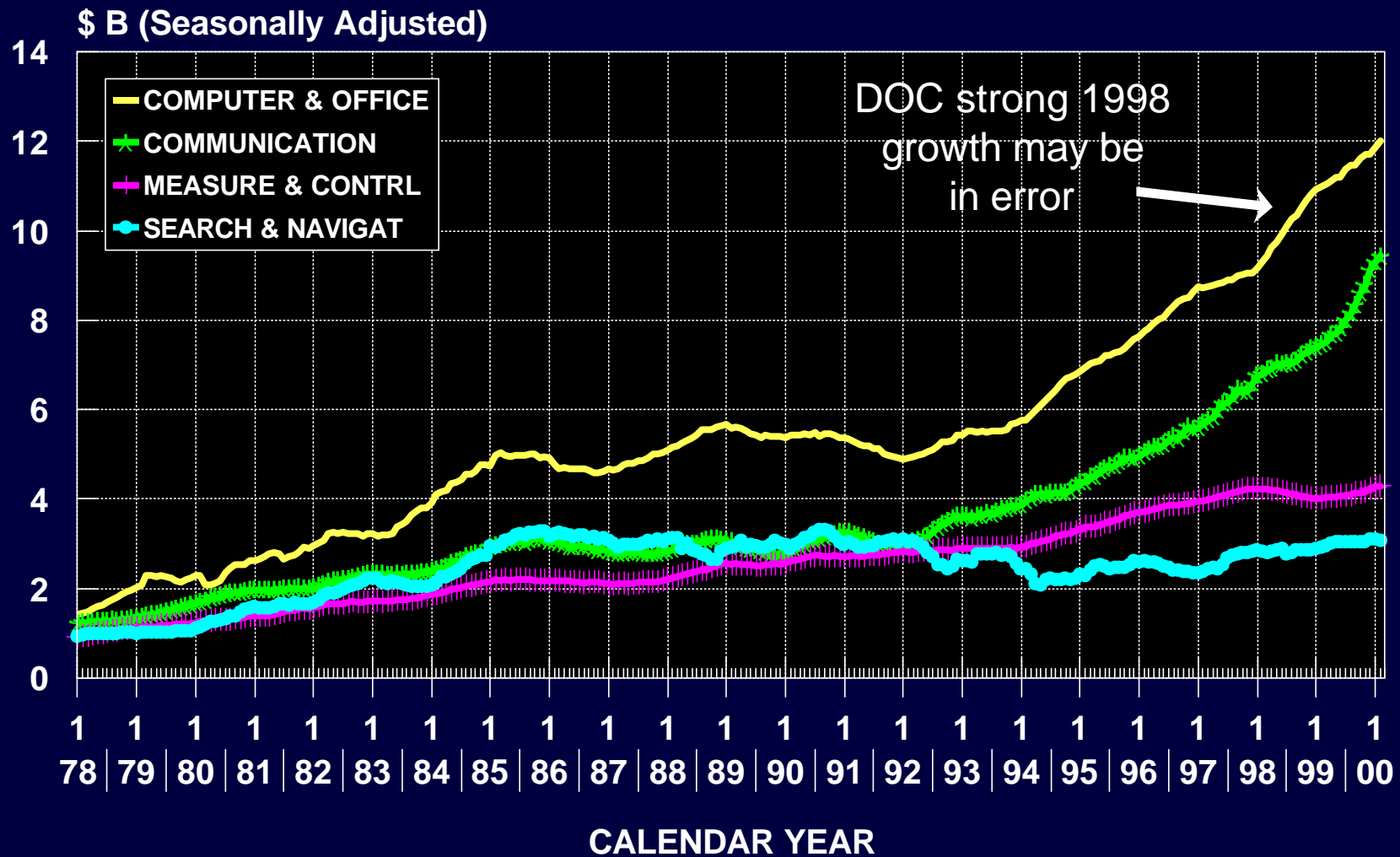
1999 ESTIMATE (\$B)



**TOTAL = \$444 Billion**

# US ELECTRONIC EQUIPMENT BOOKINGS

## 12 MONTH ROLLING AVERAGE

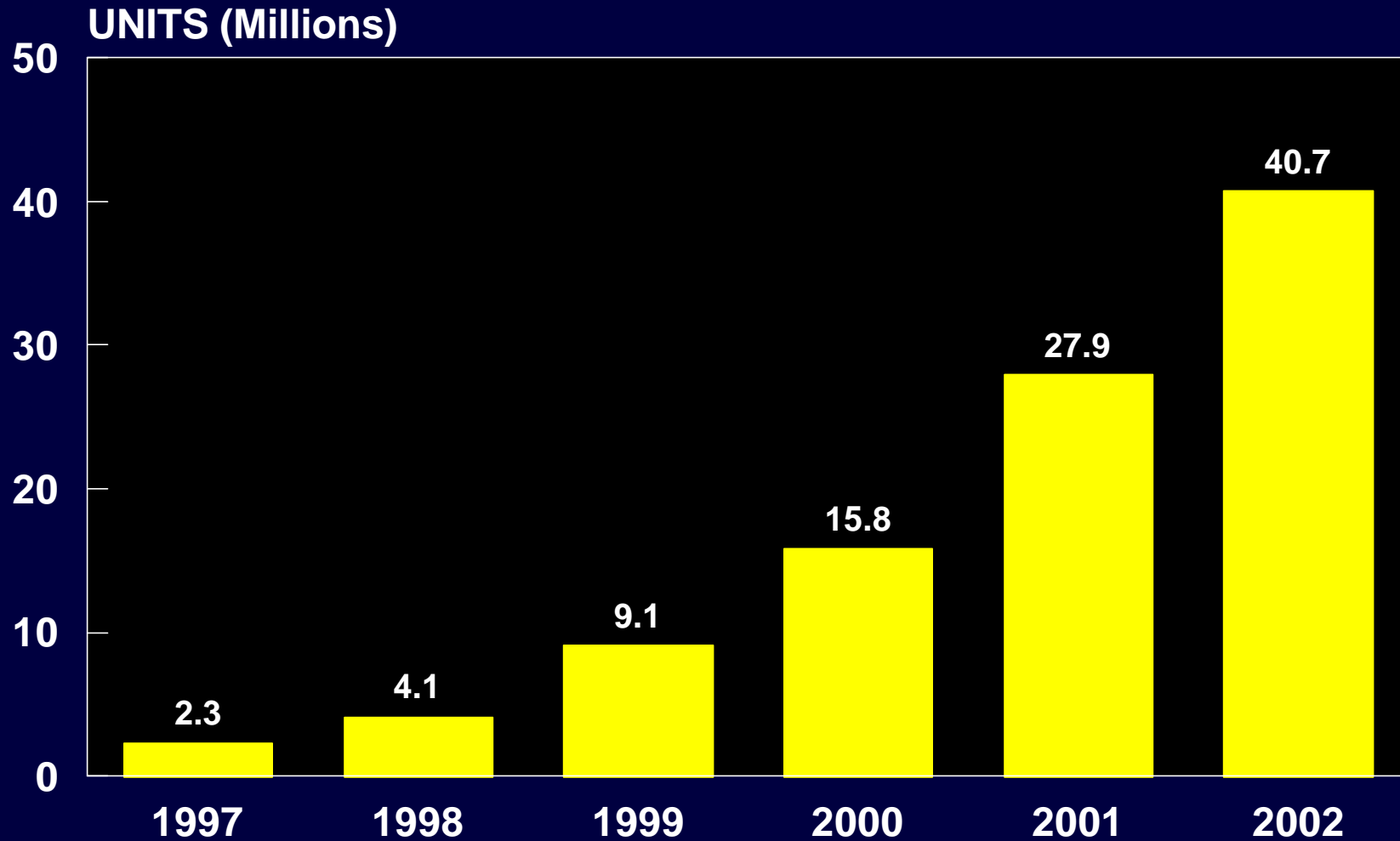


# Consumer Electronics

(e.g. TVs, cameras & audio)

Rank		1998 Global Segment Revenue (\$M)
1	Hitachi	\$28,694
2	Pioneer Electronic	\$4,114
3	Nintendo	\$4,015
4	Casio Computer	\$3,773
5	Aiwa	\$2,749
6	Sega Enterprises	\$2,492
7	NEC	\$1,843
8	Kenwood	\$1,806
9	Semi-Tech Global (STG)	\$1,442
10	Fujitsu	\$1,124

# DIGITAL CAMERA MARKET WORLD

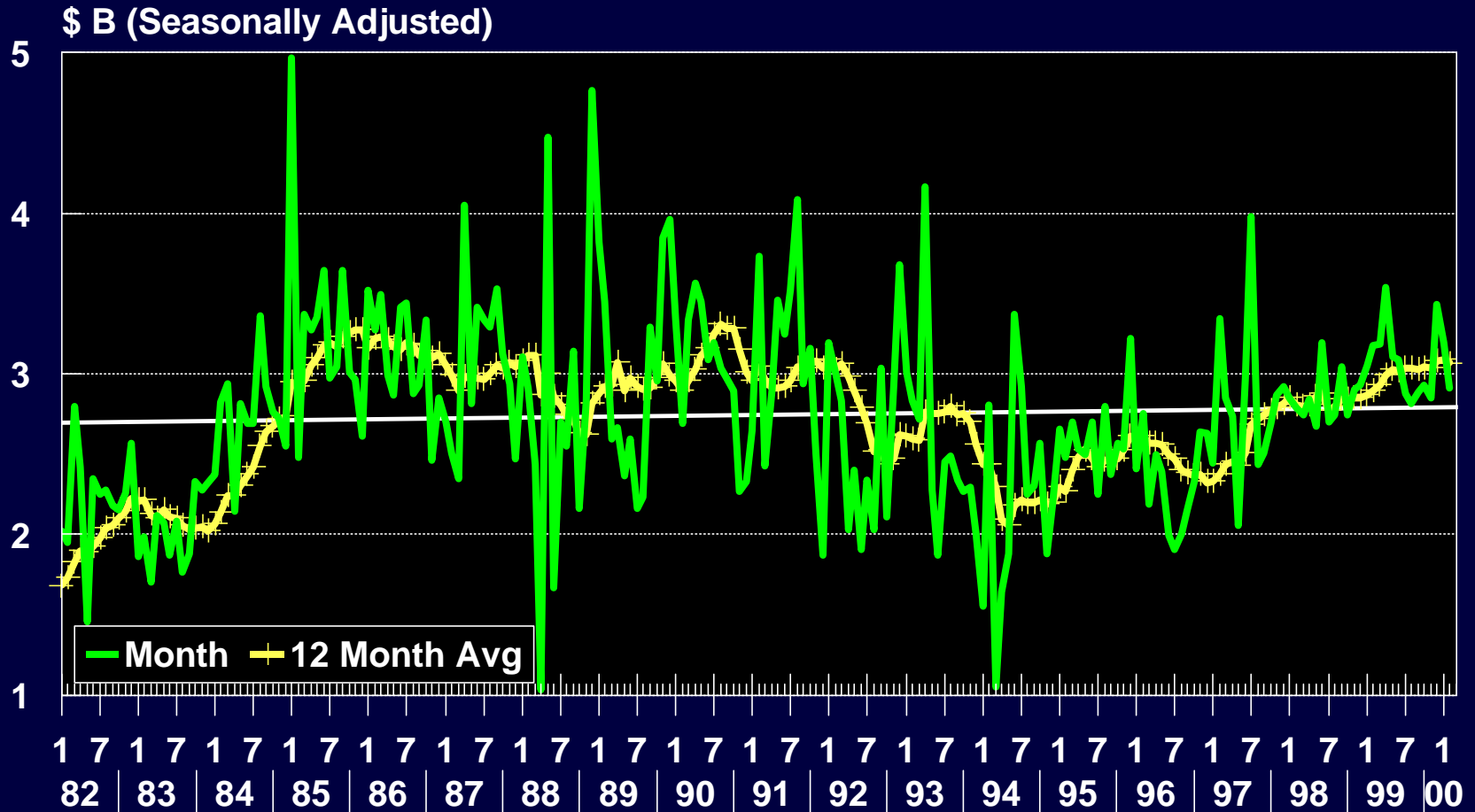


EN: Dataquest 11/98, Semico Research 7/99

# SEARCH & NAVIGATION EQUIPMENT

## BOOKINGS

PRIMARILY MILITARY ELECTRONICS

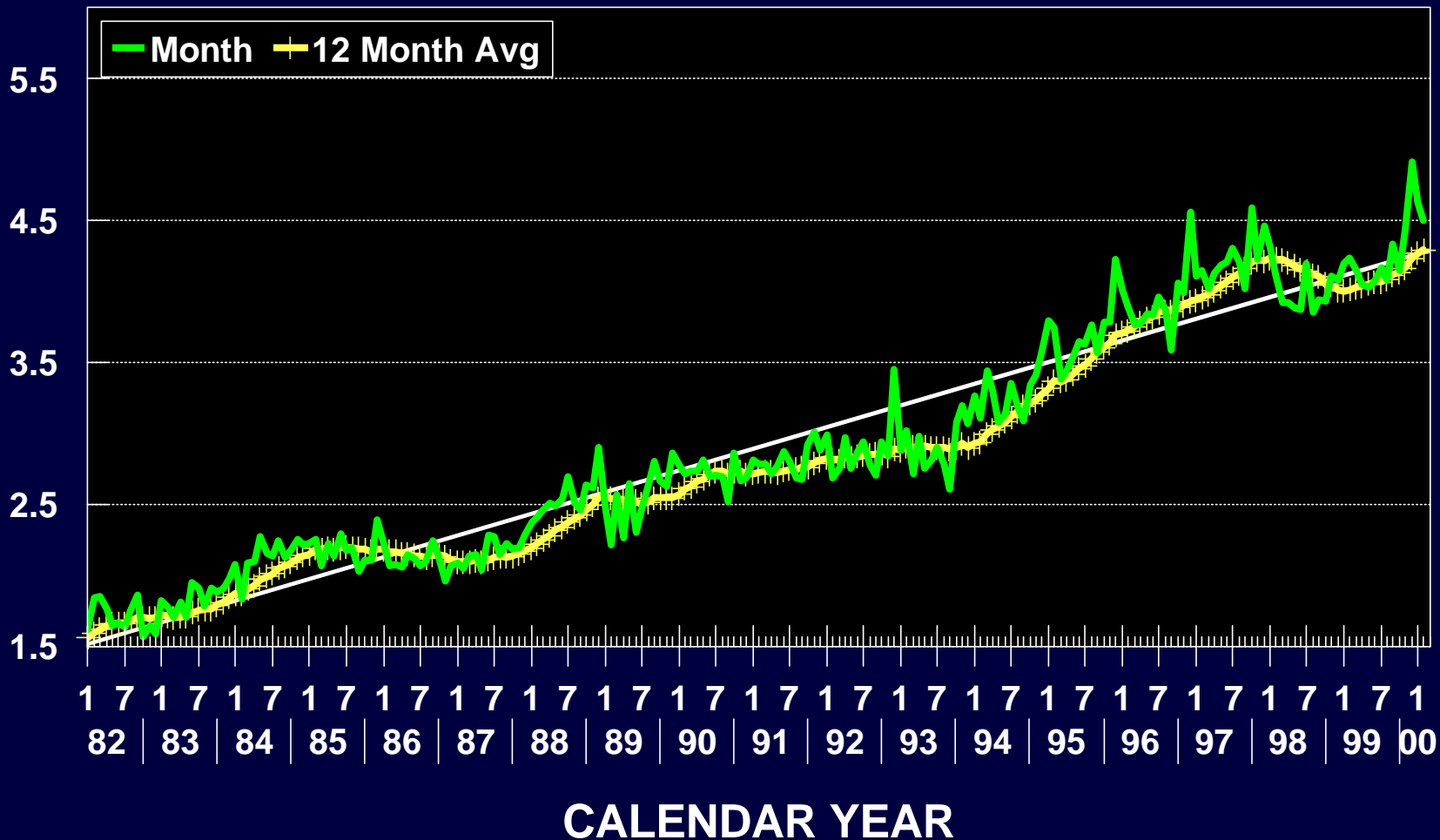


COMMERCE DEPT 4/2000

CALENDAR YEAR

# MEASUREMENT & CONTROL EQUIPMENT BOOKINGS

\$B (Seasonally Adjusted)



COMMERCE DEPT 4/2000

# Industrial Systems

(e.g. automation, controls & security)

Rank		1998 Global Segment Revenue (\$M)
1	Fuji Electric	\$7,385
2	Rockwell International	\$4,707
3	BTR Siebe	\$4,665
4	Omron	\$4,598
5	Emerson Electric	\$4,430
6	Honeywell	\$4,213
7	Johnson Controls	\$3,512
8	General Electric Co. (GEC)	\$3,511
9	Eaton	\$3,320
10	General Electric Co	\$2,926
11	Nikon	\$1,818
12	Matsushita Electric Works	\$1,612
13	Pittway	\$1,128
14	NEC	\$1,106
15	Symbol Technologies	\$978
16	Sensormatic Electronics	\$975
17	Dover	\$908
18	Allied Signal	\$816
19	Texas Instruments	\$761
20	Diebold	\$711

# Instruments, Test & Measurement

Rank		1998 Global Segment Revenue (\$M)
1	Hewlett-Packard	\$4,246
2	Thermo Electron	\$1,888
3	Perkin-Elmer	\$1,504
4	Teradyne	\$1,221
5	KLA-Tencor	\$926
6	Tektronix	\$886
7	Danaher	\$485
8	Honeywell	\$421
9	EG&G	\$270
10	Teac	\$135

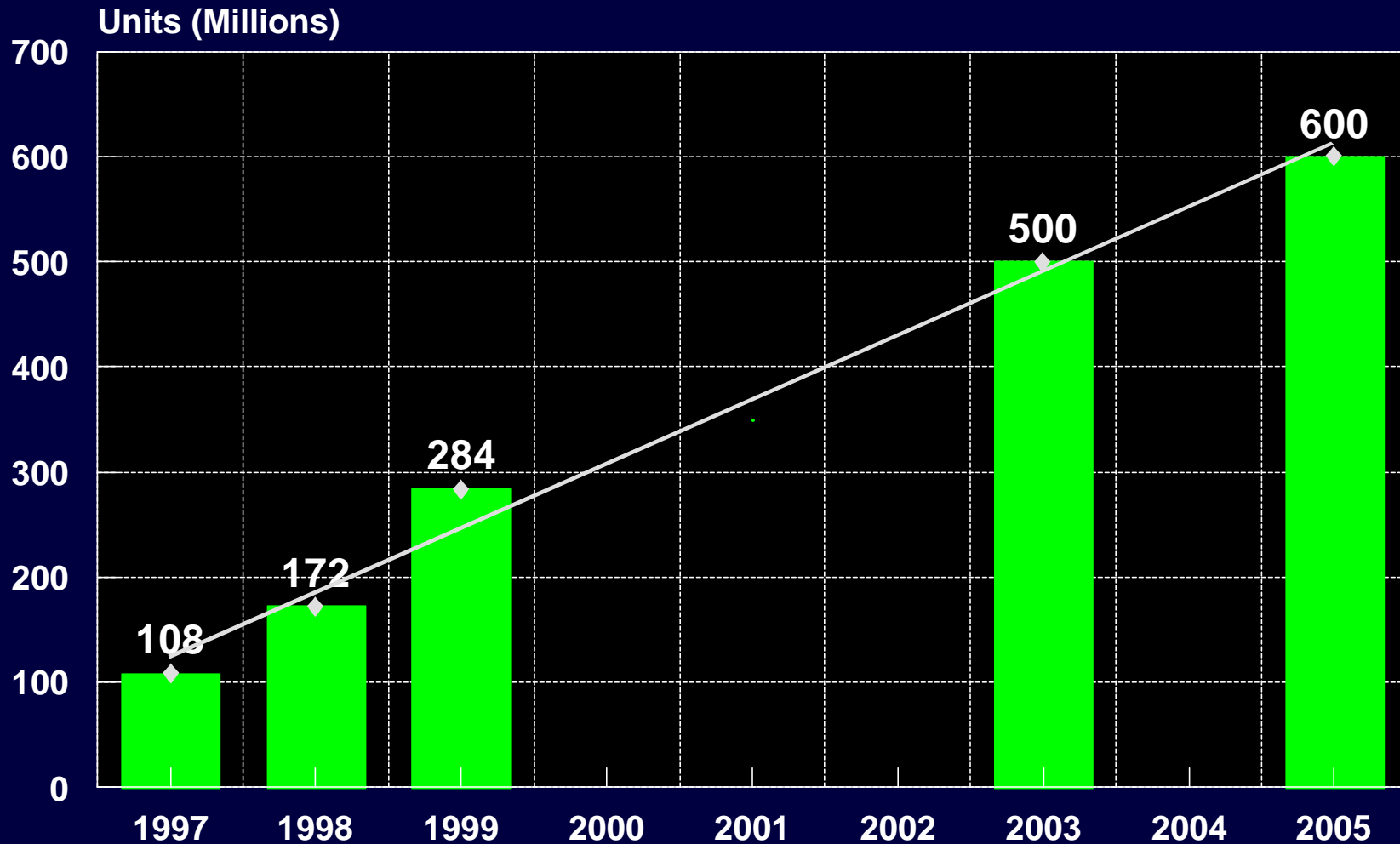
# Medical Equipment

Rank		1998 Global Segment Revenue (\$M)
1	Medtronic	\$2,258
2	Hewlett-Packard	\$1,416
3	Imation	\$318
4	Eastman Kodak	\$280
5	Fuji Photo Film	\$230



# WORLD CELLULAR PHONE GROWTH

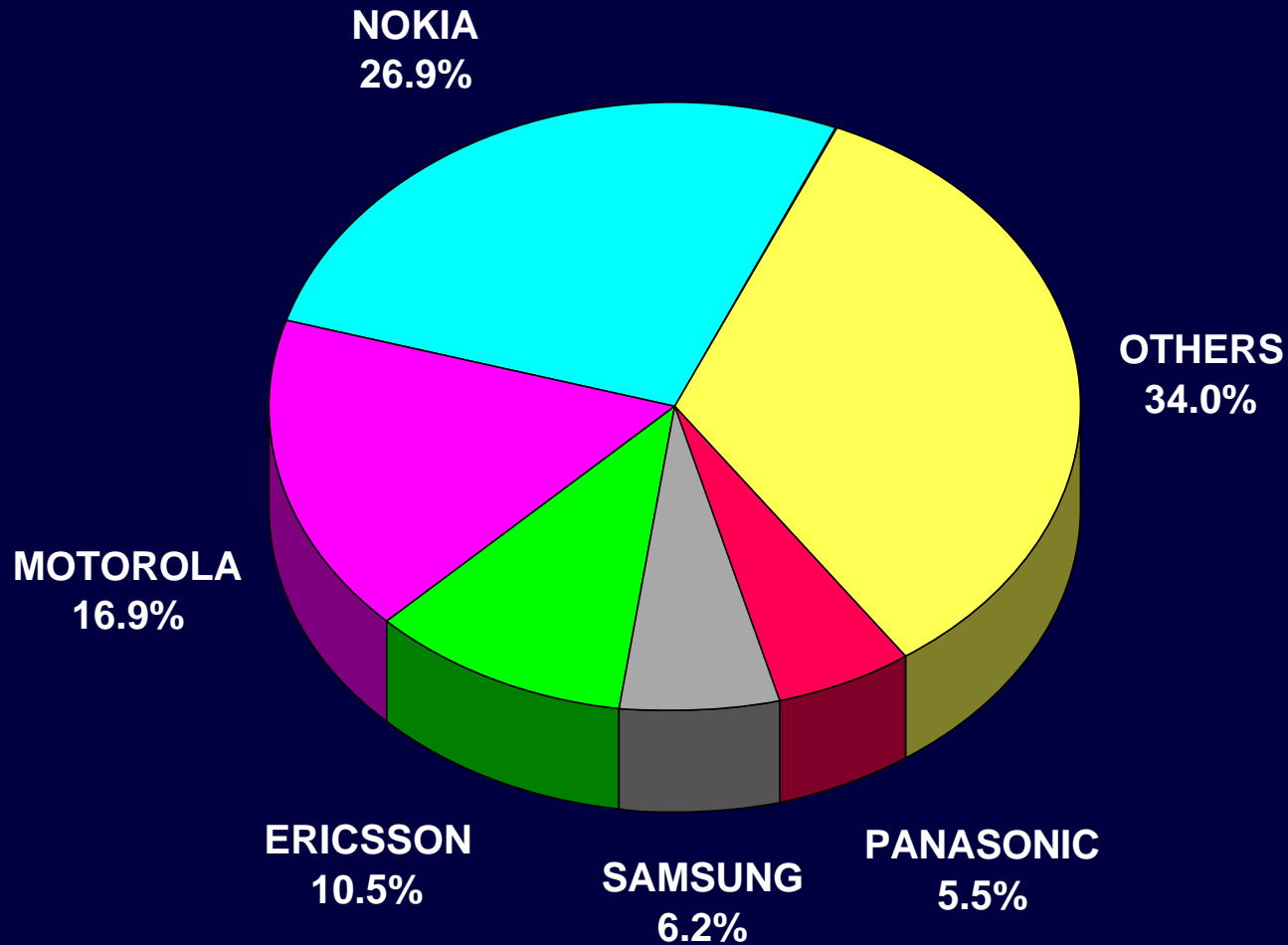
## TOTAL SALES - ANALOG & DIGITAL



Ericsson 5/99, Dataquest 2/2000

# WORLD CELLULAR PHONE SALES

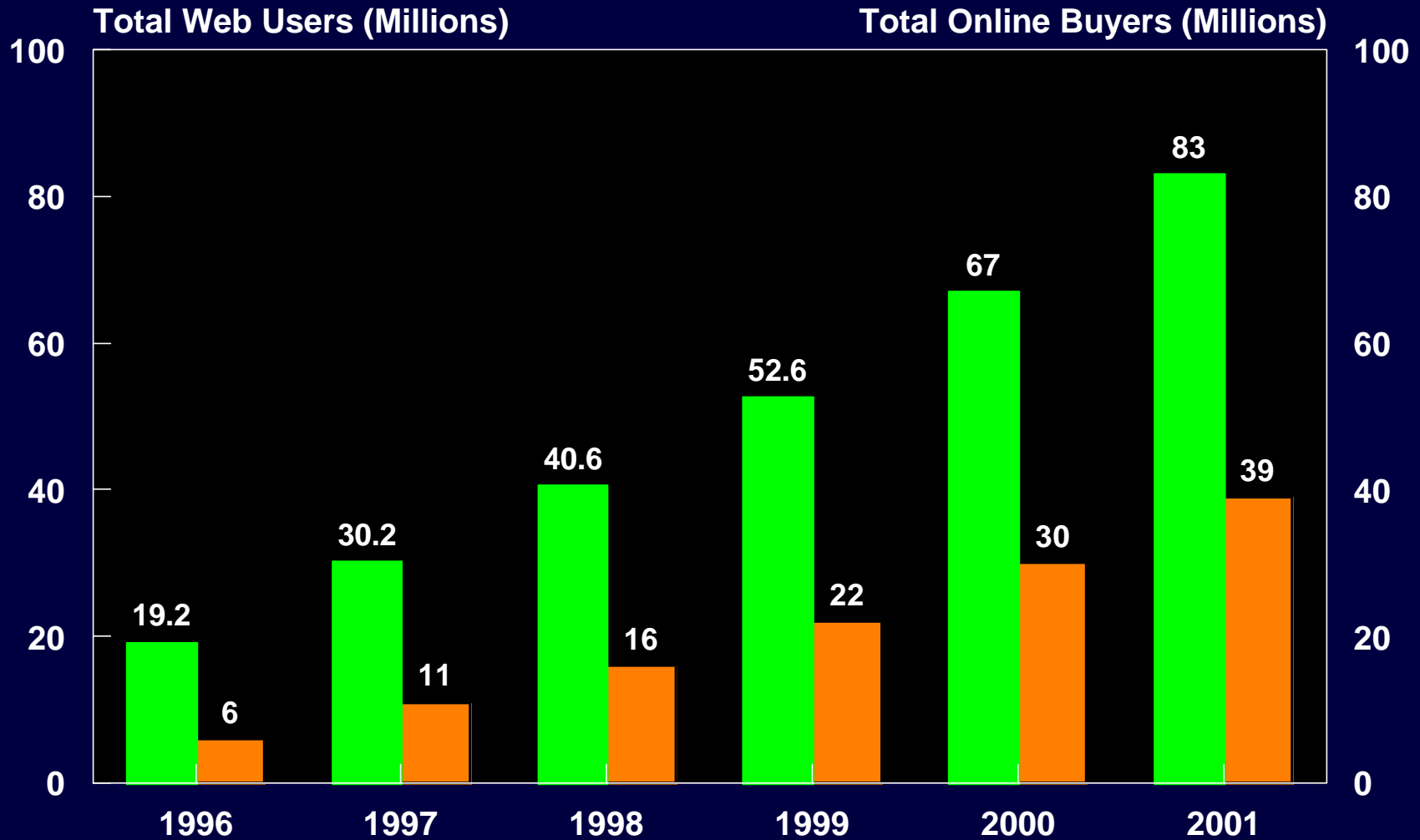
1999



DATAQUEST 2/2000

**TOTAL: 283 MILLION UNITS**

# Growing Market - US Online Consumers



Infoworld: IDC 1/99

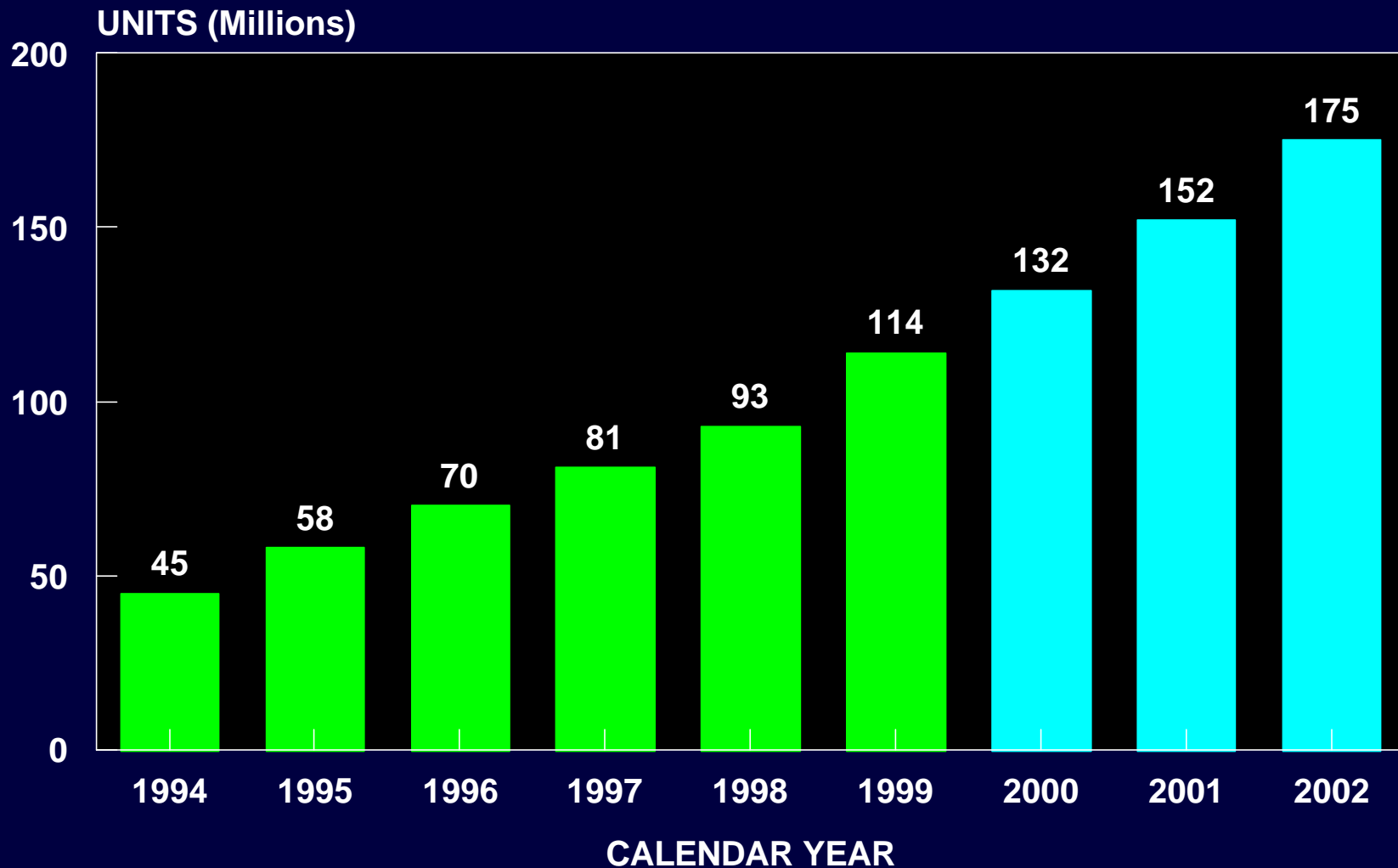


# Computer Hardware

Rank		1998 Global Segment Revenue (\$M)
1	IBM	\$35,117
2	Compaq Computer	\$27,429
3	Fujitsu	\$25,850
4	Hewlett-Packard	\$18,873
5	Dell Computer	\$16,966
6	NEC	\$12,161
7	Siemens	\$9,087
8	Sun Microsystems	\$7,888
9	Gateway	\$7,169
10	Acer	\$6,700
11	Apple Computer	\$4,555
12	OKI Electric Ind. Co.	\$2,873
13	Unisys	\$2,523
14	Silicon Graphics	\$2,227
15	Bull	\$1,964
16	Micron Technology	\$1,368
17	Legend Holdings	\$758
18	Data General	\$629
19	Molden	\$544
20	Intergraph	\$516

# PERSONAL COMPUTER GROWTH

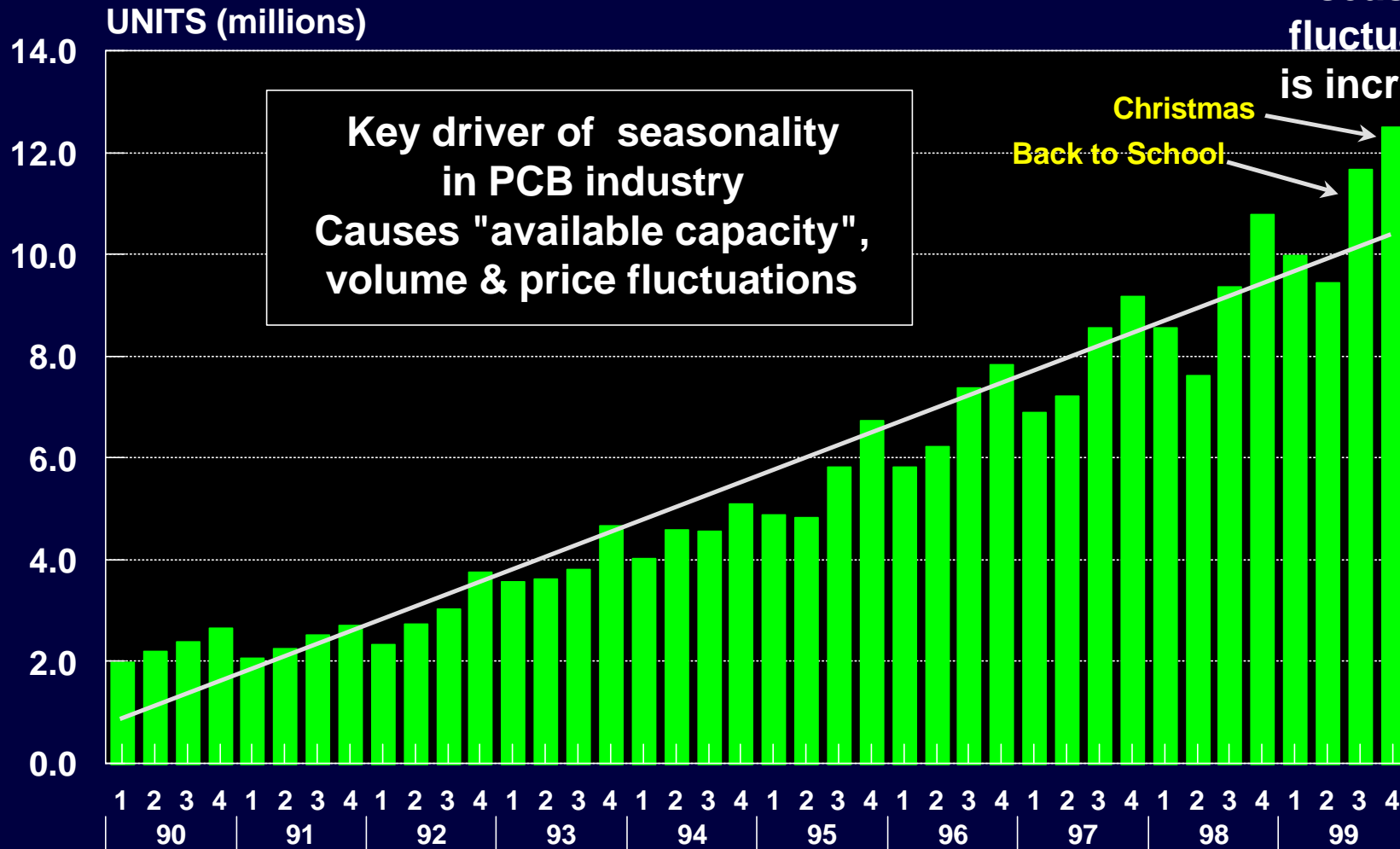
## GLOBAL SALES



EBN:IDC, John Peedie Assoc 8/97, Dataquest 1/99 & 1/2000, Custer 1/2000  
Desktops, Notebooks, Ultraportables - does not include Servers

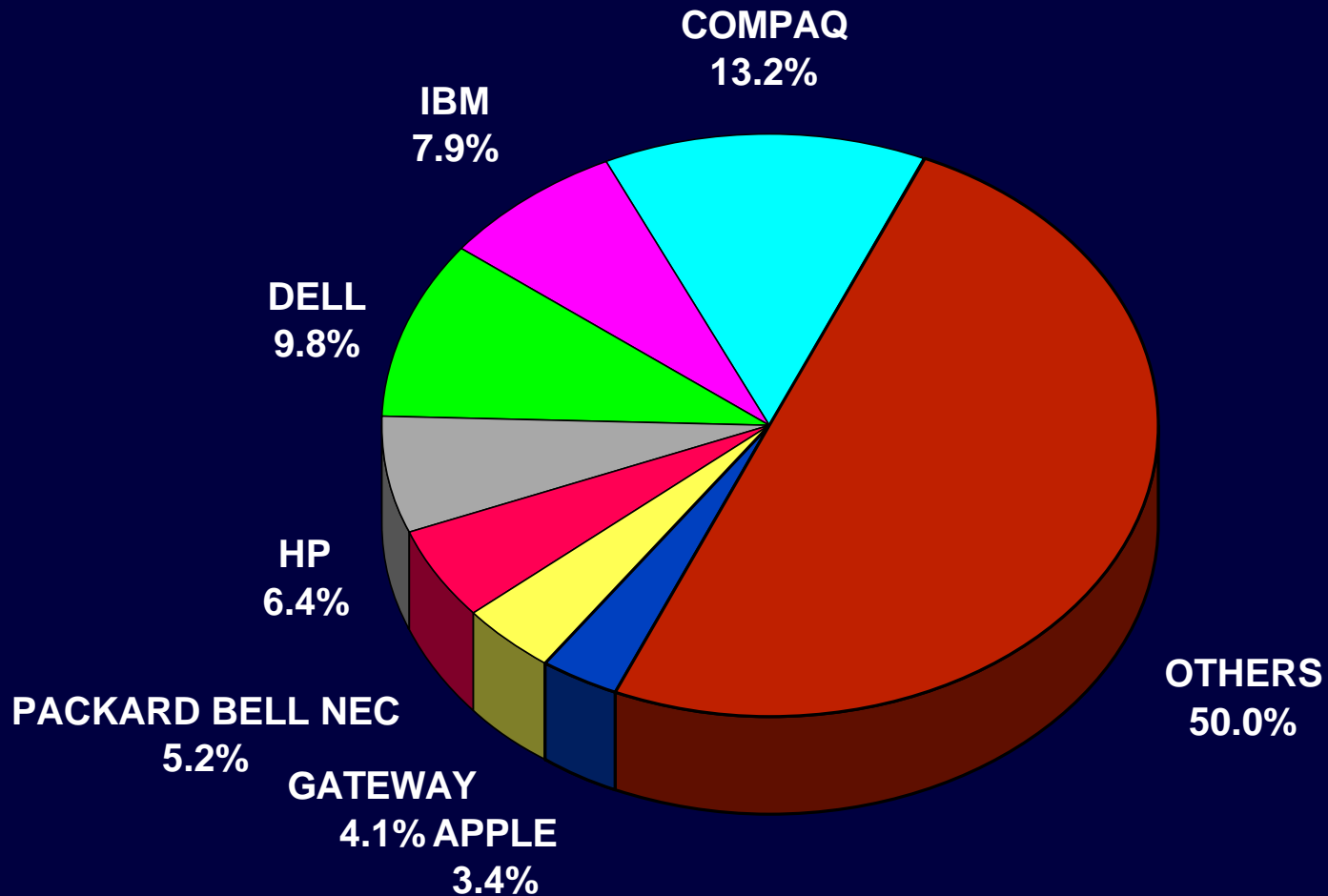
# MICROCOMPUTER SHIPMENTS TO THE U.S.

Magnitude of seasonal fluctuations is increasing



# WORLD PERSONAL COMPUTER MARKET

1999

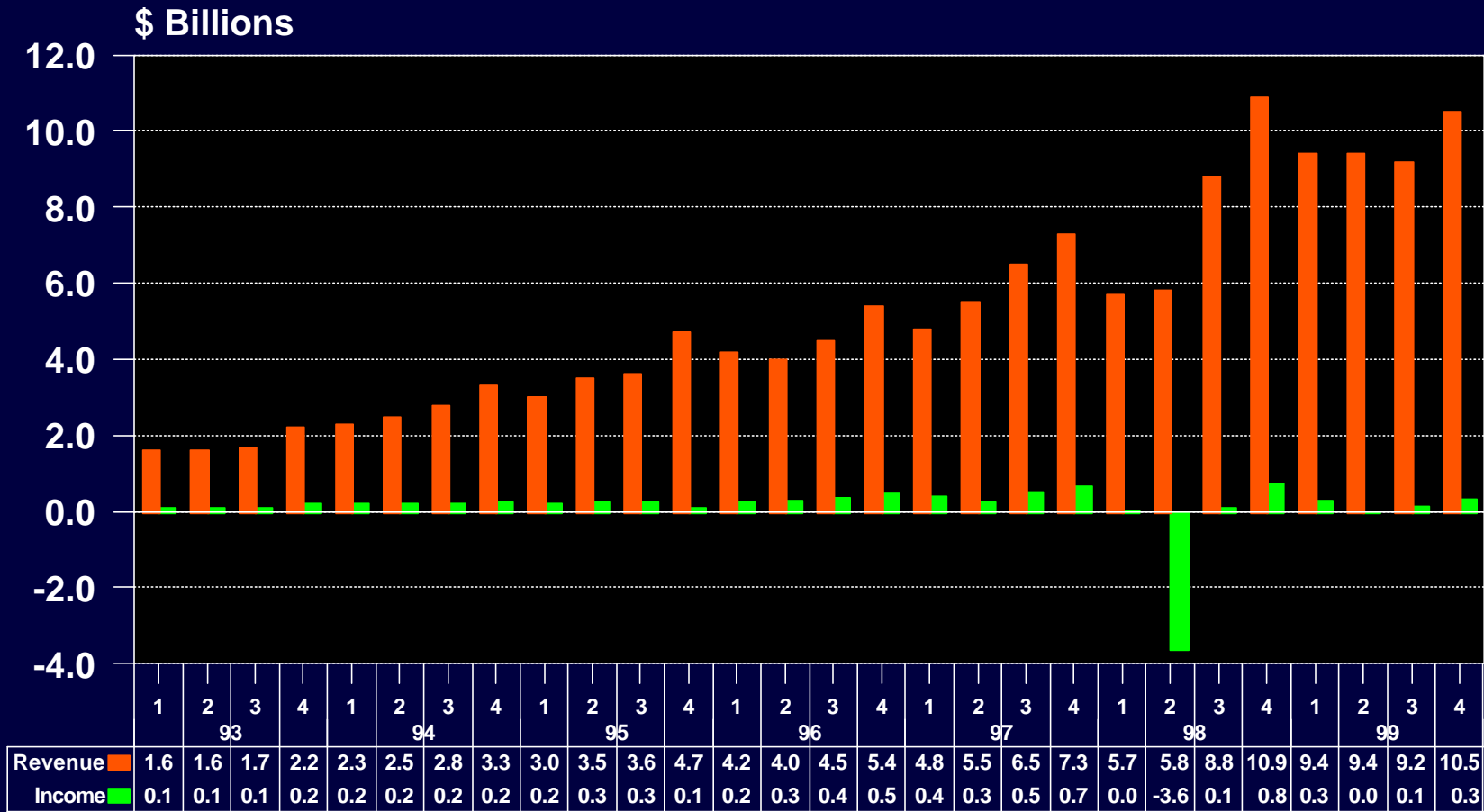


DATAQUEST 1/2000

Preliminary, Servers not included

**TOTAL: 113.5 M UNITS**

# Compaq Computer Revenue & Net Income



CY

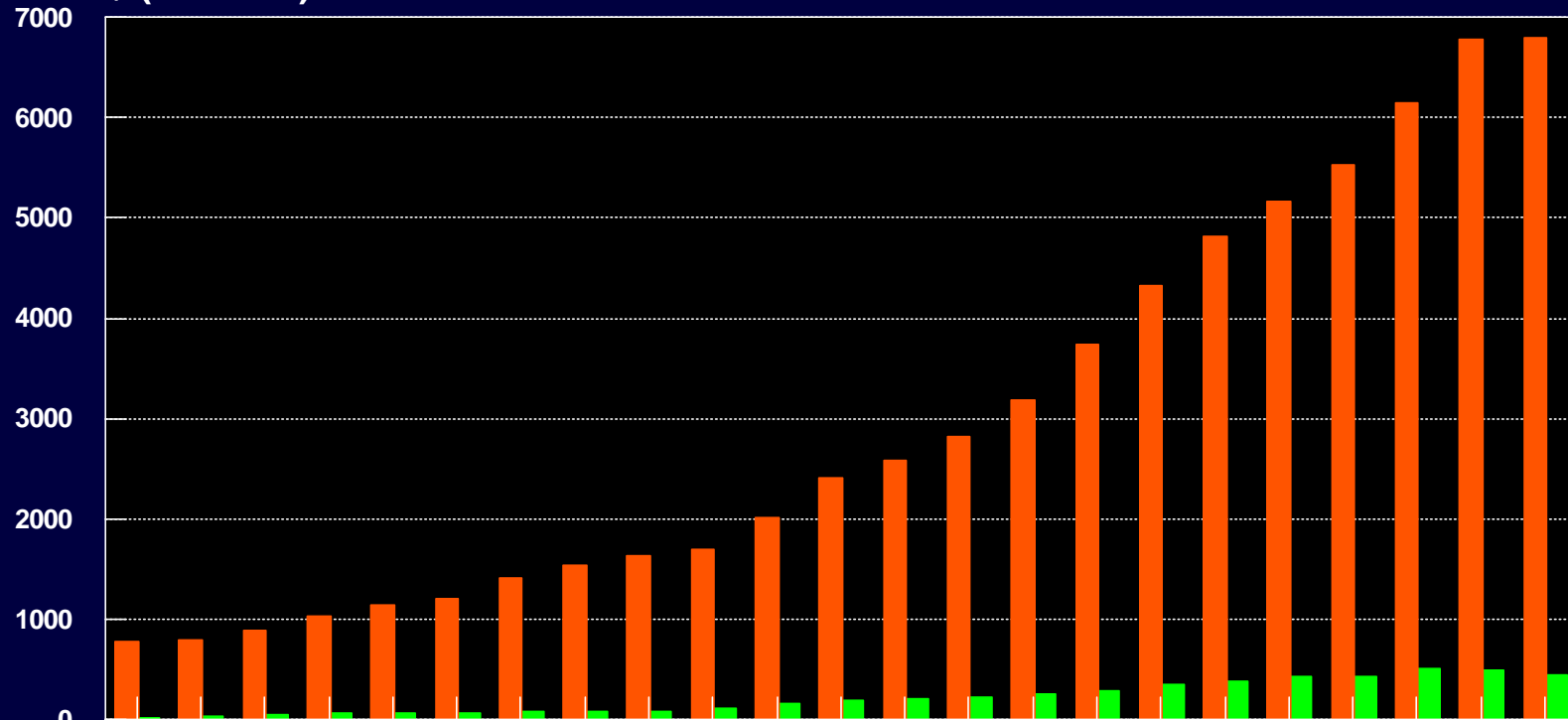
FY=CY

CPQ

# DELL COMPUTER

## Revenue & Net Income

\$ (Millions)



SALES	767	792	885	1033	1136	1206	1416	1539	1638	1690	2019	2412	2588	2814	3188	3737	4331	4818	5173	5537	6142	6784	6801
PROFITS	19	29	41	58	62	65	75	70	82	112	149	188	198	214	248	285	346	384	425	434	507	483	436

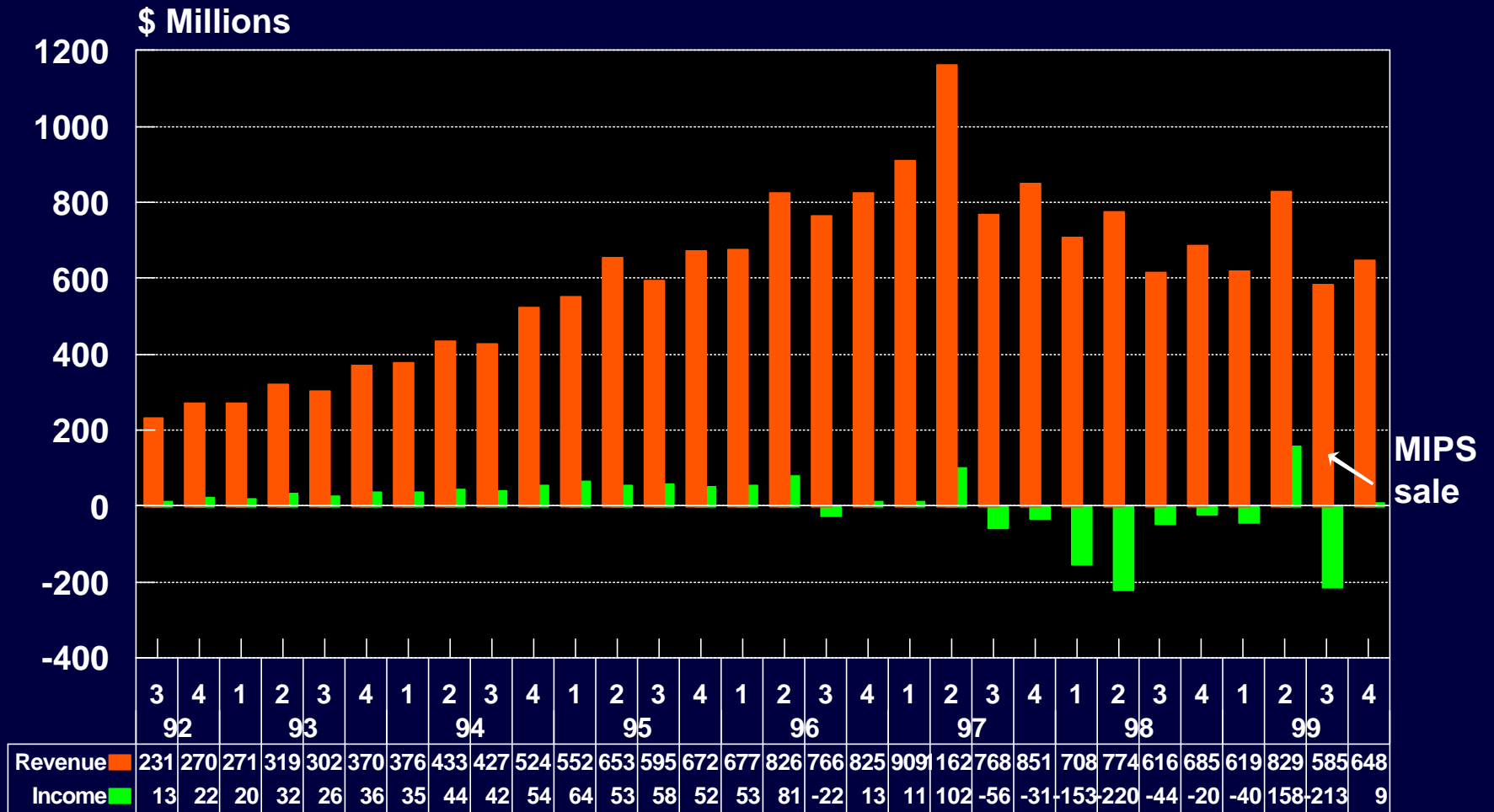
CY

FY ends October

DELL

# Silicon Graphics

## Revenue & Net Income

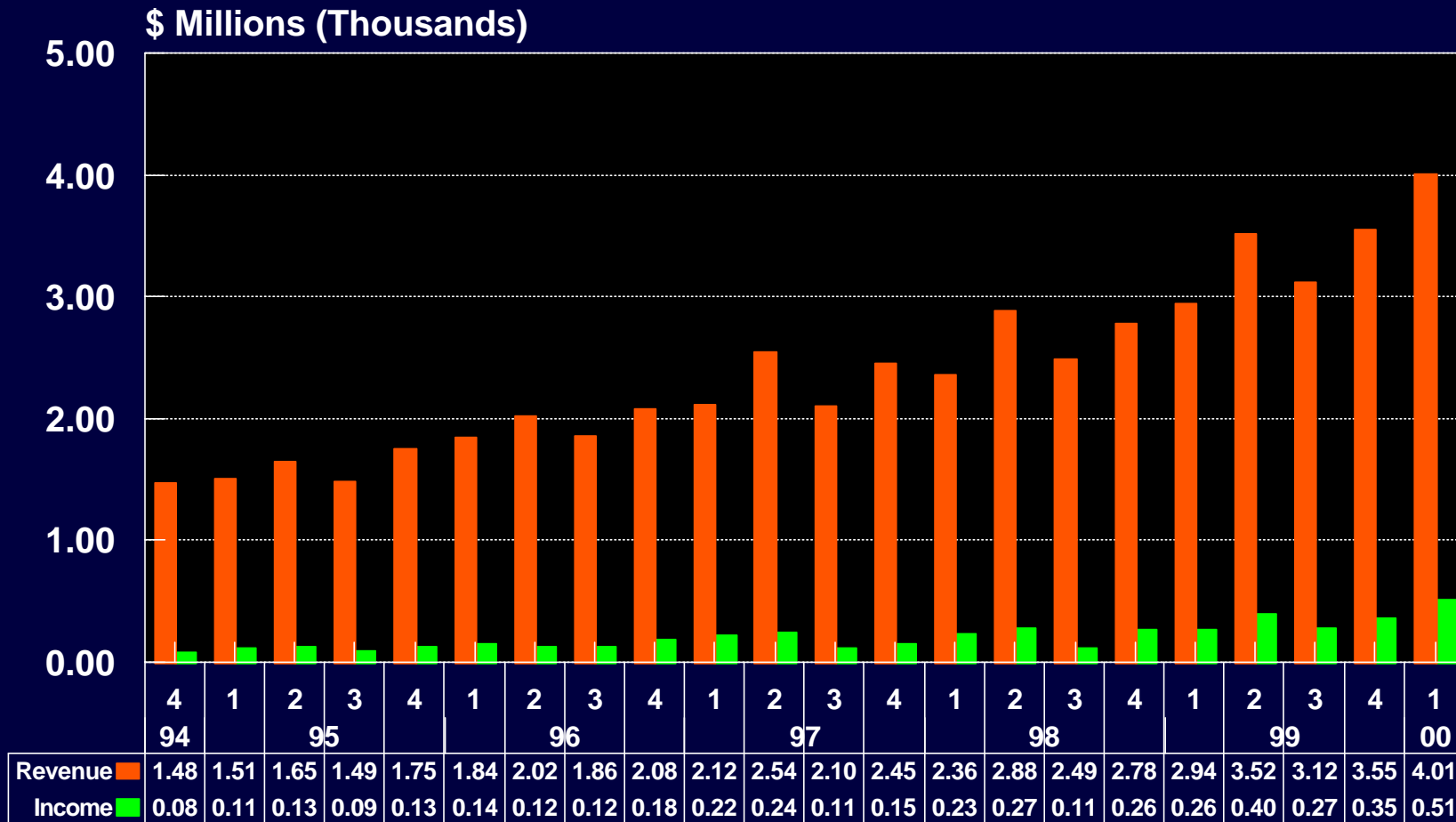


CY

SGI

# Sun Microsystems

## Revenue & Net Income



CY

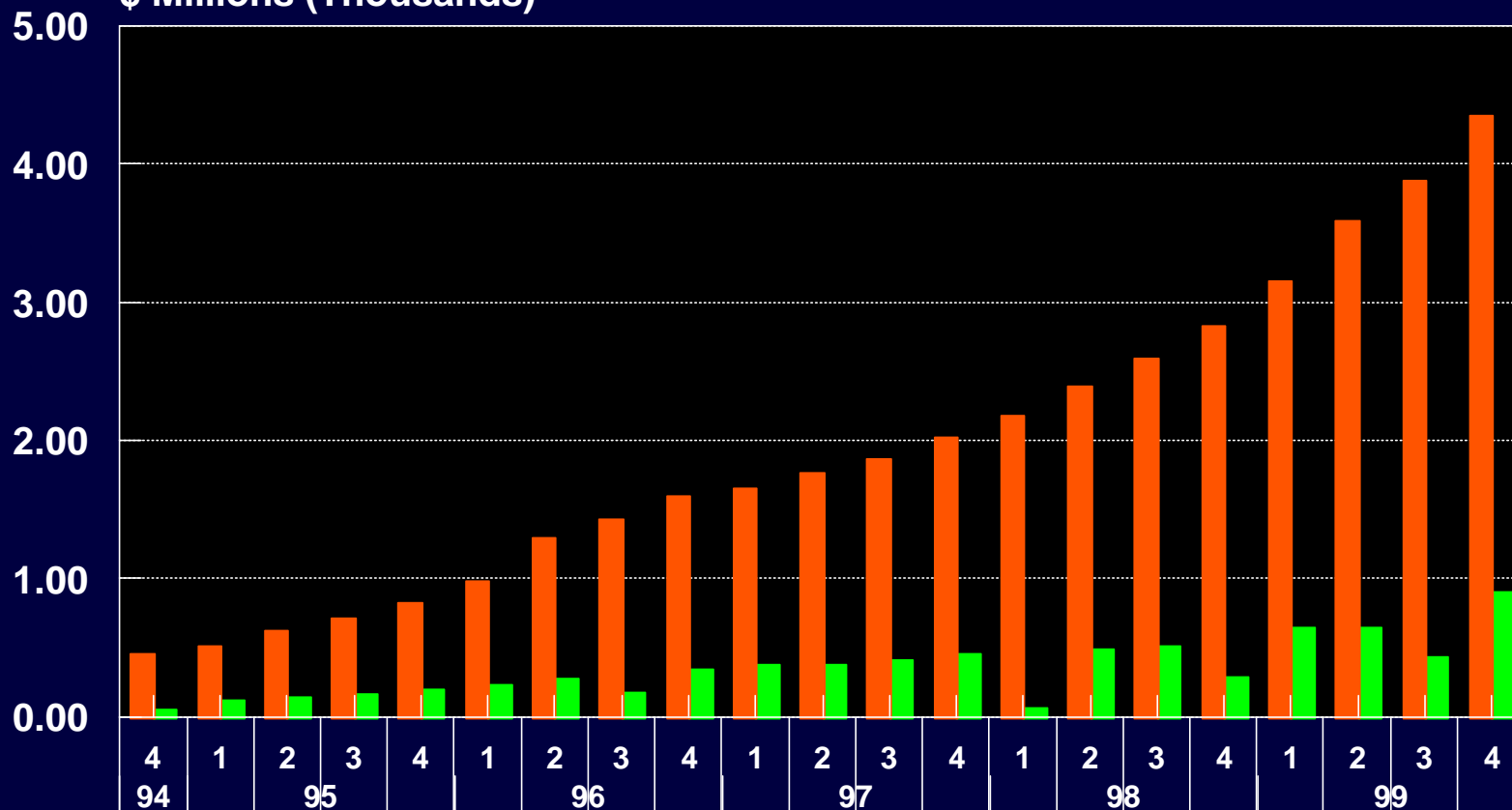
FY ENDS 6/30

SUNW

# CISCO SYSTEMS

## Revenue & Net Income

\$ Millions (Thousands)



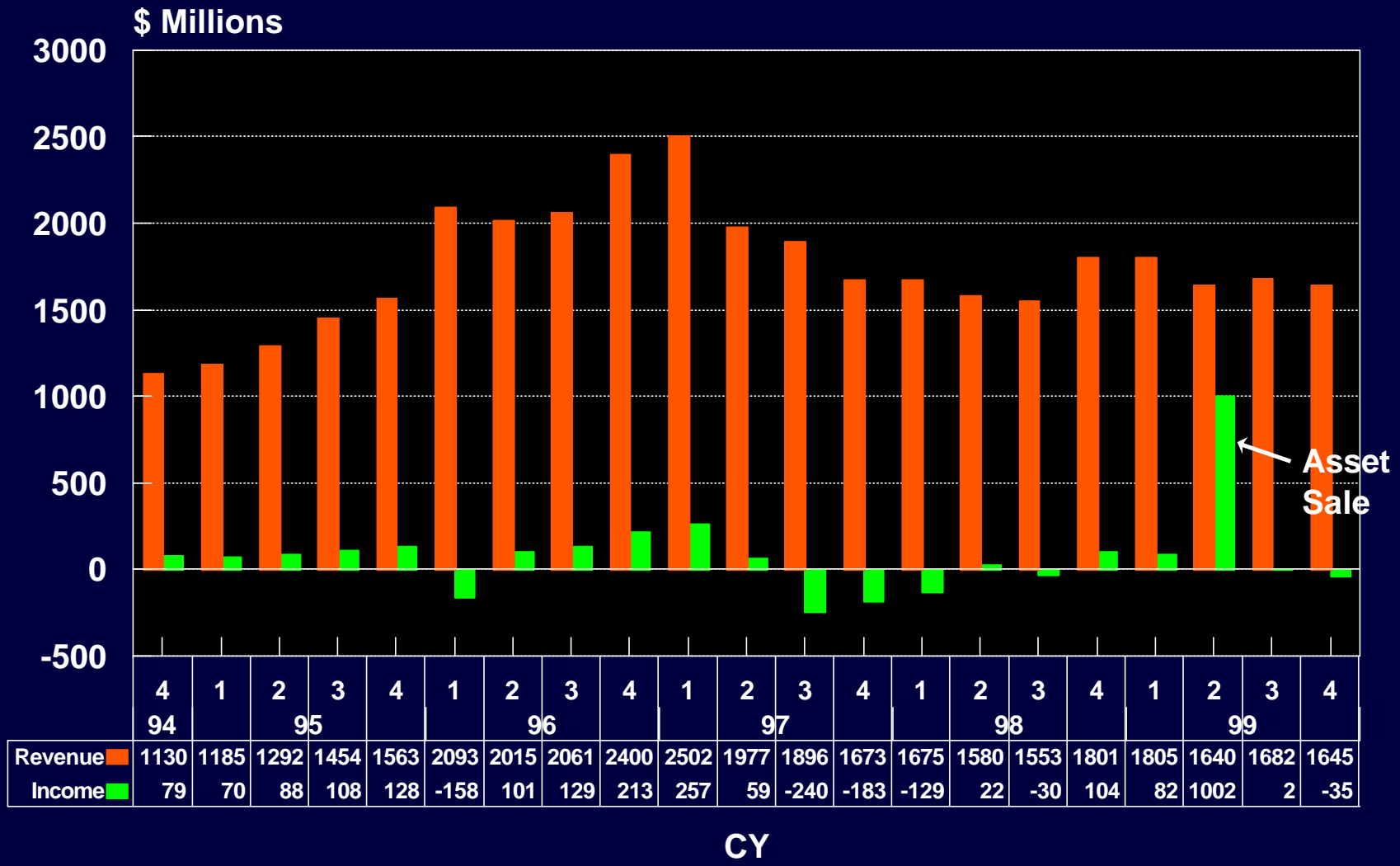
Revenue	0.46	0.51	0.62	0.71	0.83	0.99	1.29	1.43	1.59	1.65	1.77	1.87	2.02	2.18	2.39	2.60	2.83	3.15	3.58	3.88	4.35
Income	0.05	0.13	0.14	0.17	0.20	0.23	0.28	0.18	0.34	0.38	0.38	0.42	0.46	0.07	0.49	0.51	0.29	0.65	0.65	0.44	0.91

CY

CSCO

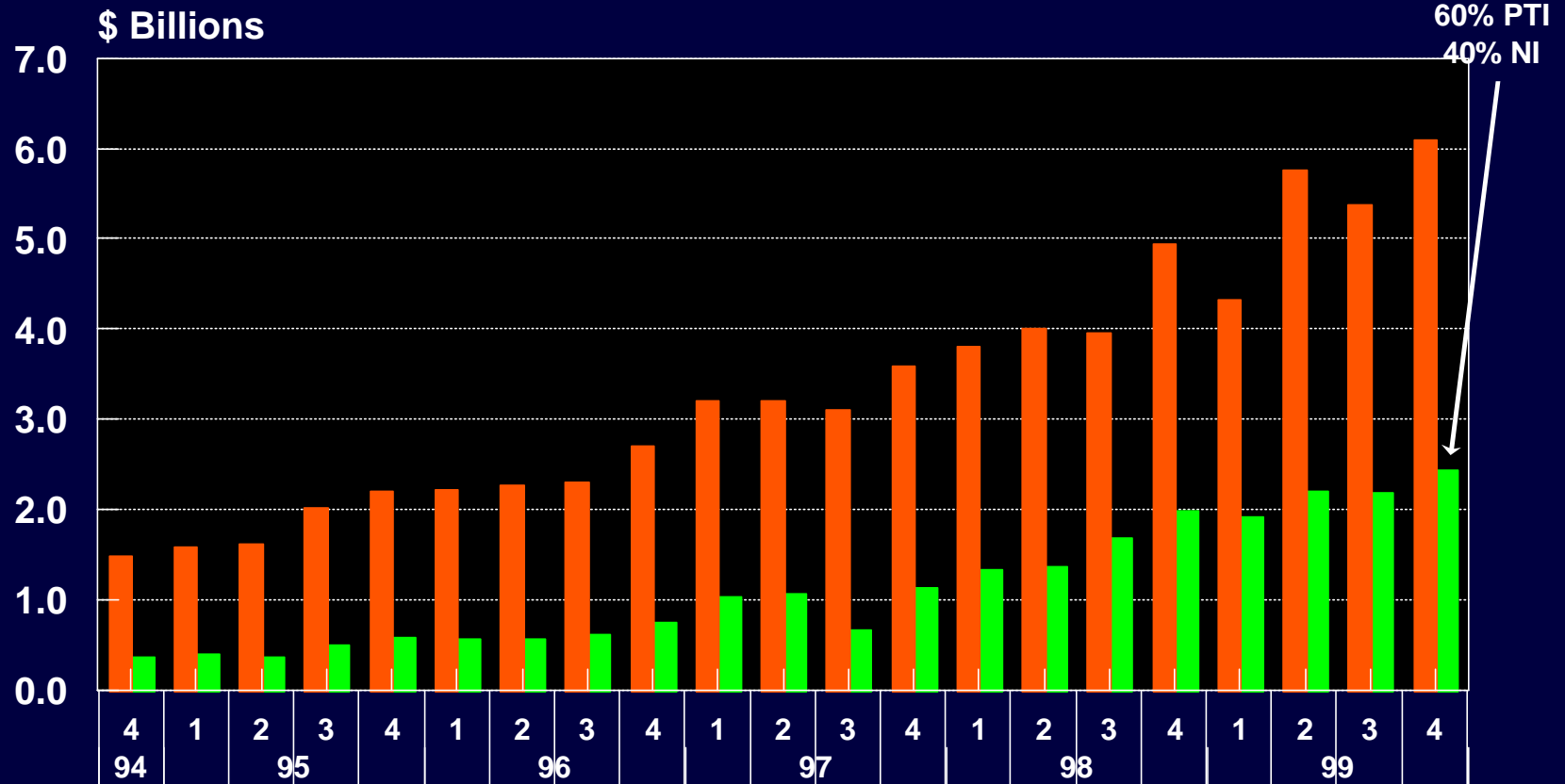
# Seagate

## Revenue & Net Income



# Microsoft

## Revenue & Net Income



Revenue	1.5	1.6	1.6	2.0	2.2	2.2	2.3	2.3	2.7	3.2	3.2	3.1	3.6	3.8	4.0	4.0	4.9	4.3	5.8	5.4	6.1
Income	0.4	0.4	0.4	0.5	0.6	0.6	0.6	0.6	0.7	1.0	1.1	0.7	1.1	1.3	1.4	1.7	2.0	1.9	2.2	2.2	2.4

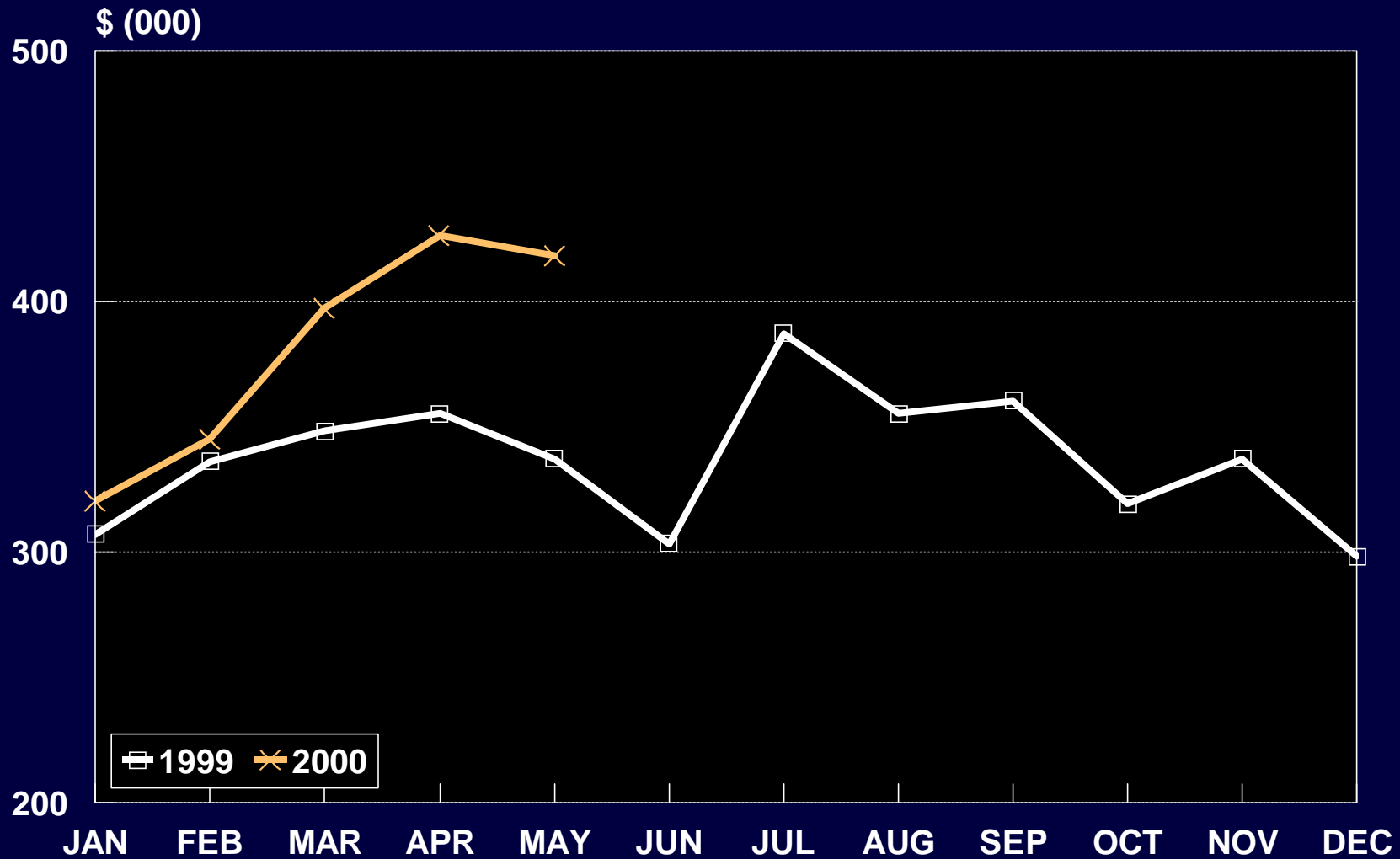
CY

MSFT

FY ends June

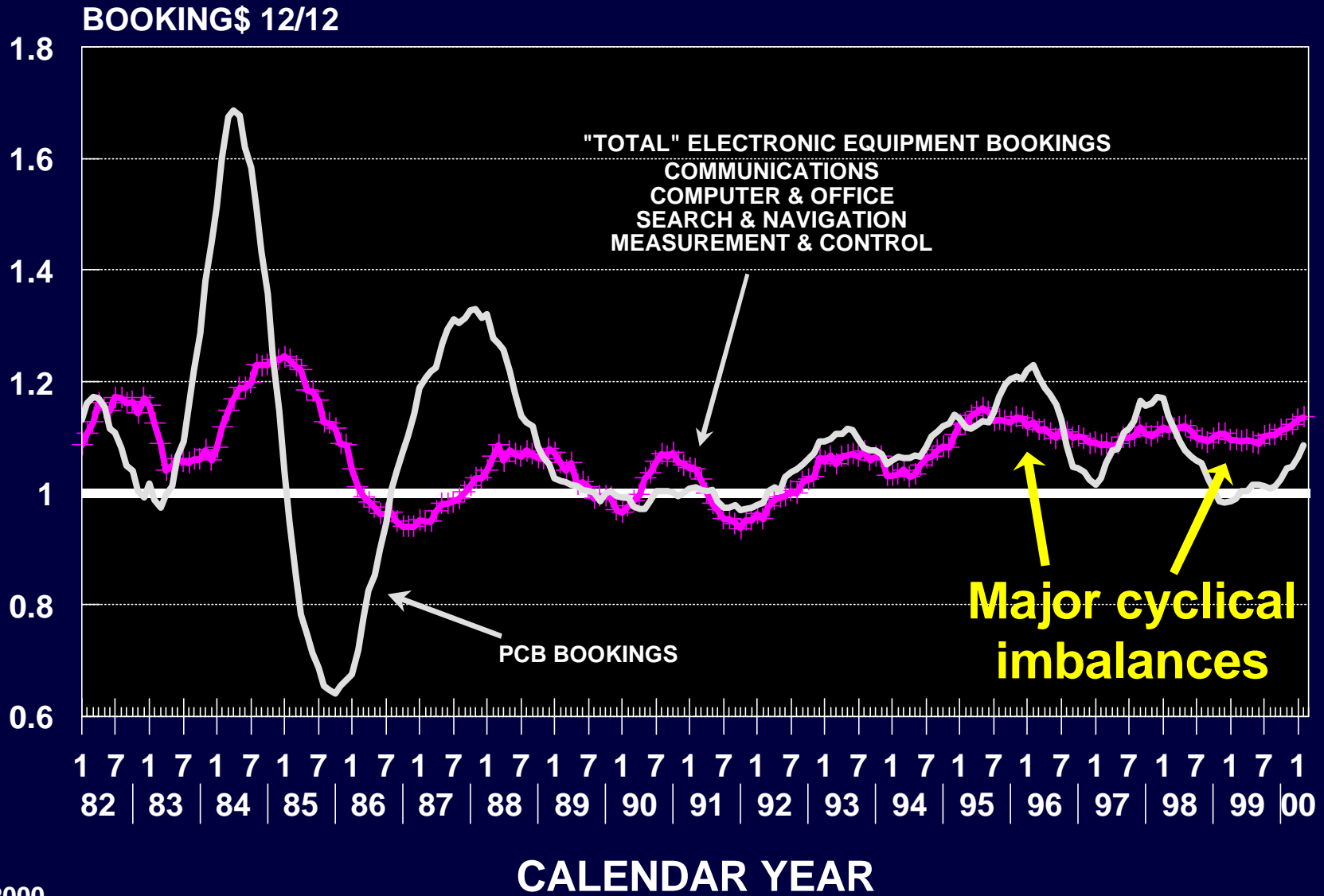
# PC PRODUCT SPENDING BY LARGE US FIRMS

1999 to 2000 - ACTUAL & PROJECTIONS



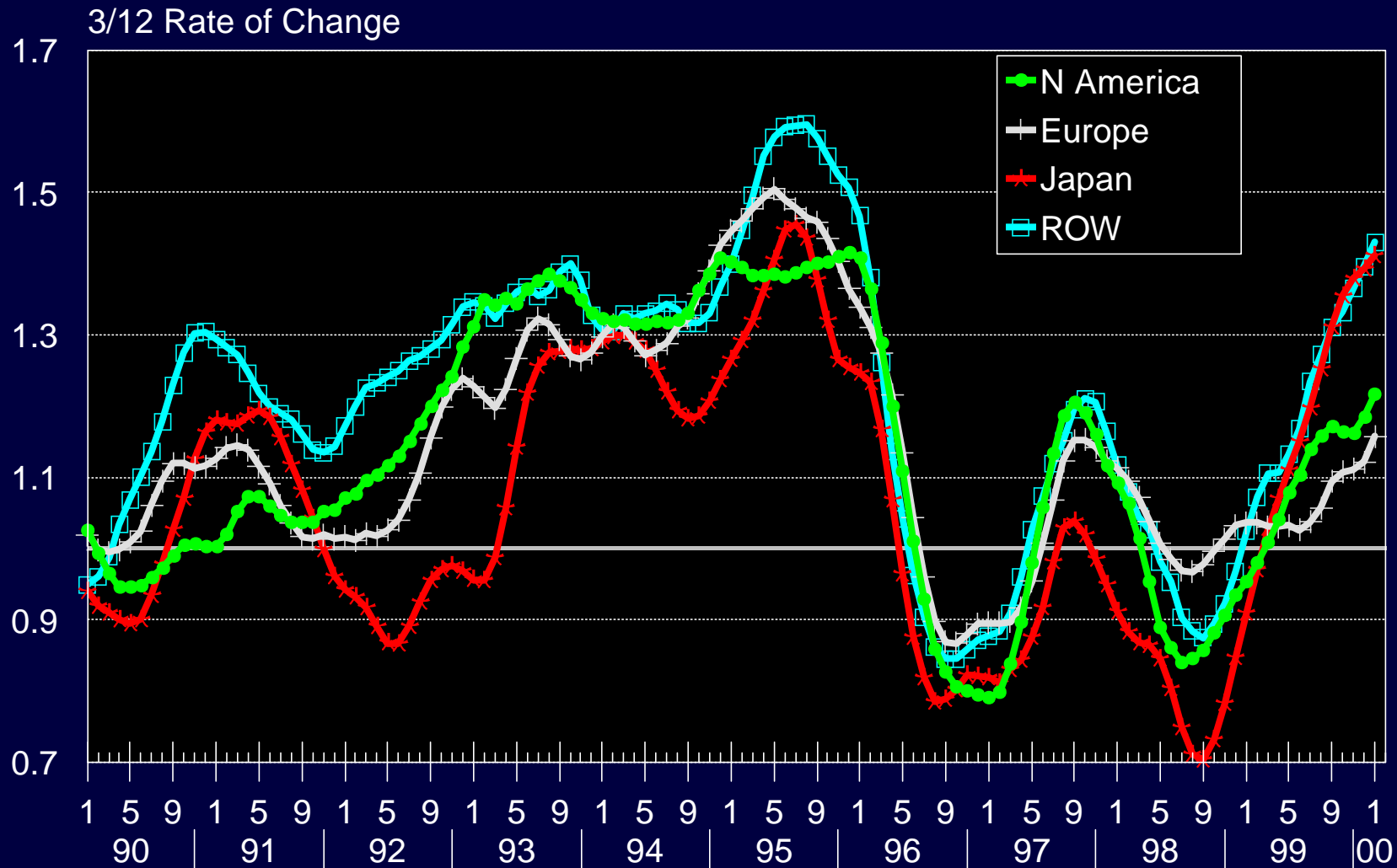
CRN 1/24/2000

# U.S. PCBs vs Total Electronic Equipment



# SEMICONDUCTOR GROWTH RATES

## TOTAL \$ SHIPMENTS TO AN AREA



Total \$ Shipments From All Countries To An Area  
SIA website: [www.semichips.org/](http://www.semichips.org/)

# MONTHLY SEMICONDUCTOR SHIPMENTS

## \$ Billions

	<u>2/99</u>	<u>2/00</u>	<u>% CH</u>
Americas	3.56	4.44	24.7%
Europe	2.50	3.12	25.1%
Japan	2.30	3.28	42.5%
Asia Pacific	2.55	3.71	45.4%
Total	10.92	14.56	33.4%

SIA 4/2000 - Monthly data

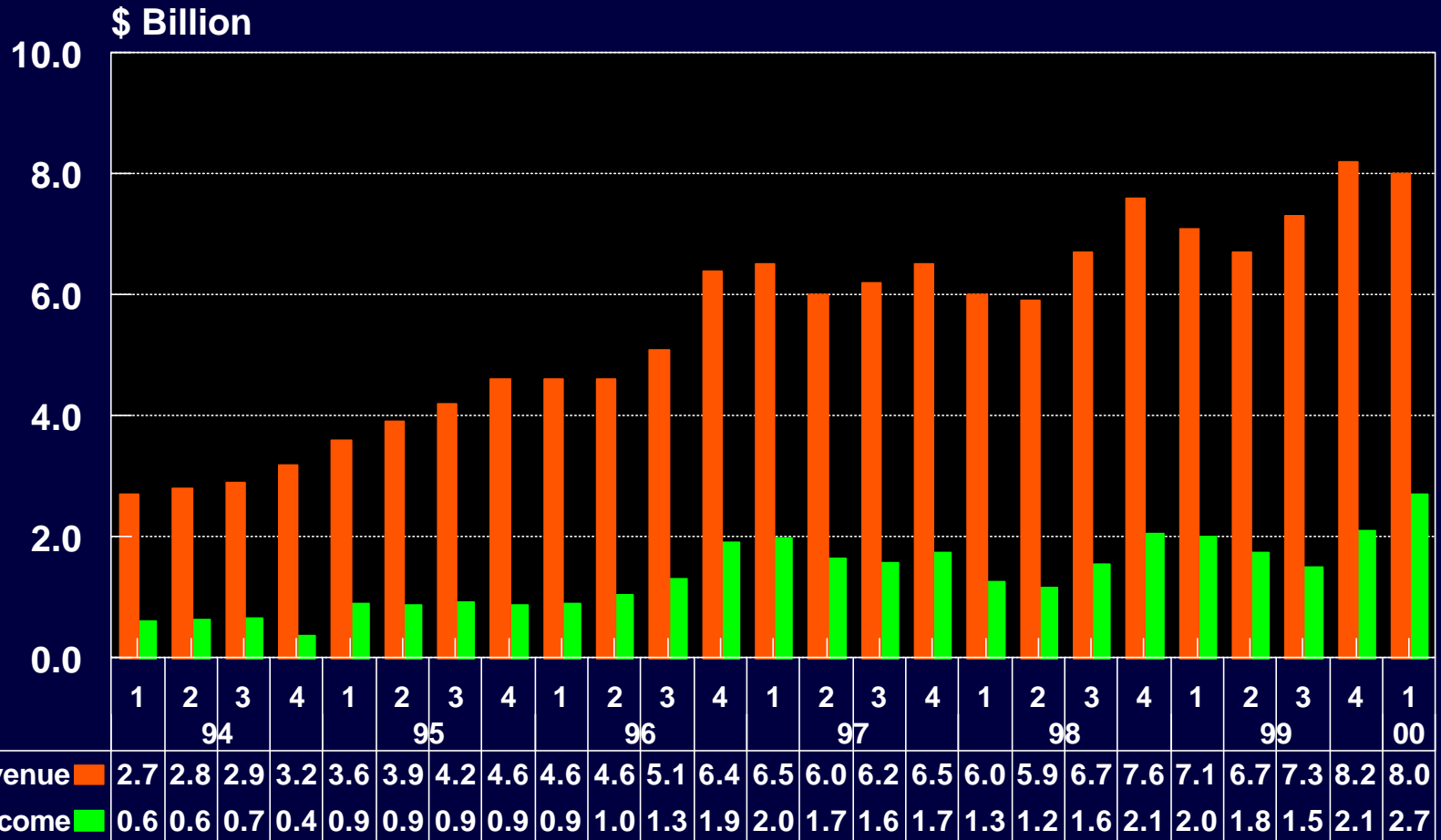
## Top 10 Worldwide Semiconductor Vendors (\$M)

	<u>1998</u>	<u>1999</u>	<u>99/98 %</u>
Intel	22,784	26,806	17.7
NEC	7,947	9,210	15.9
Toshiba	5,913	7,618	28.8
Samsung	4,743	7,125	50.2
Texas Instruments	5,820	7,120	22.3
Motorola	7,088	6,394	-9.8
Hitachi	4,668	5,554	19.0
Infineon	3,909	5,223	33.6
STMicroelectronicsN.V.	4,199	5,077	20.9
Philips4,448	5,074	14.1	
Others	<u>67,167</u>	<u>83,378</u>	<u>24.1</u>
Total Market	138,686	168,579	21.6

Source: Dataquest 1/2000

# Intel

## Revenue & Net Income



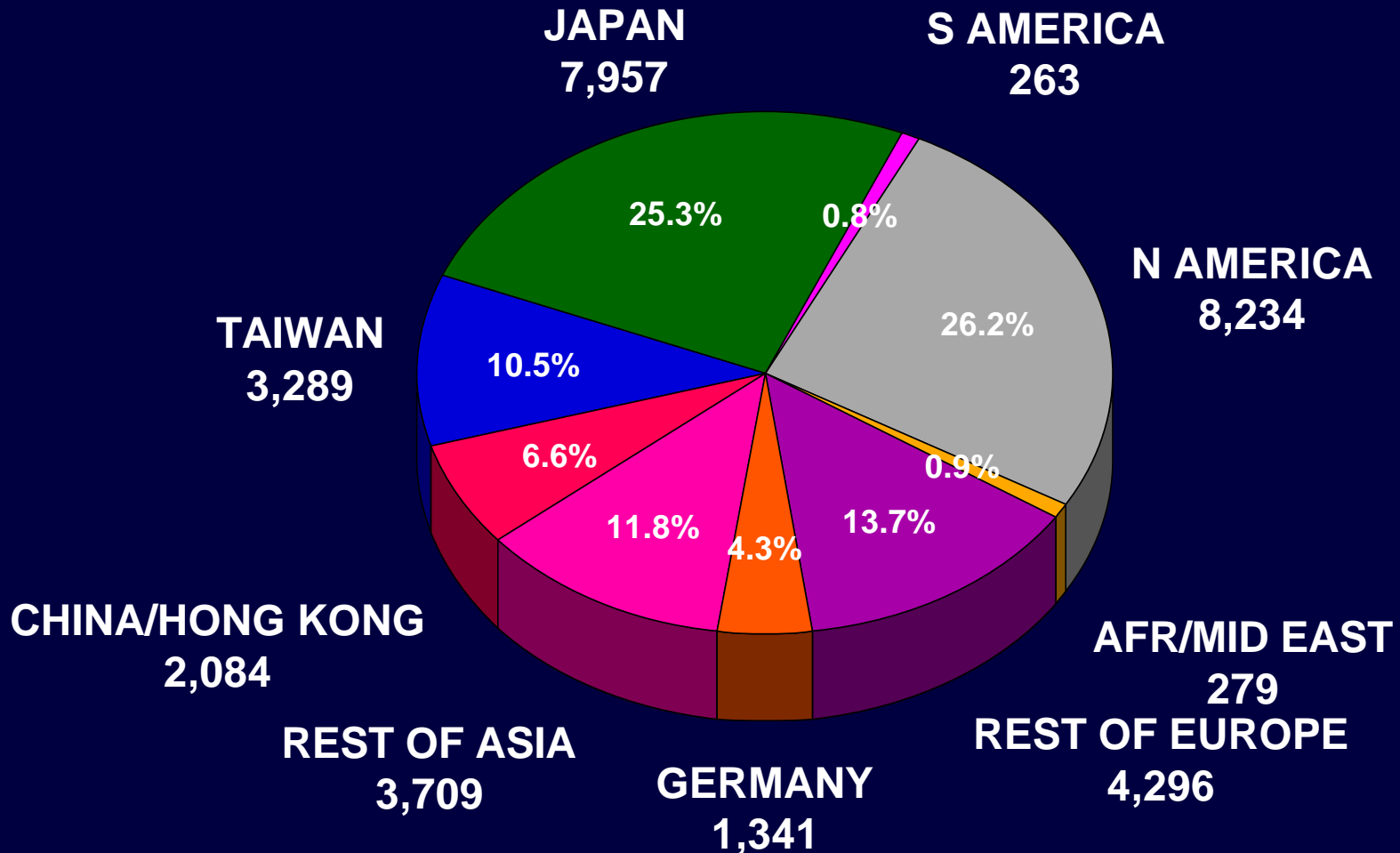
CY

INTC

FY=CY

# 1998 WORLD RIGID PCB PRODUCTION

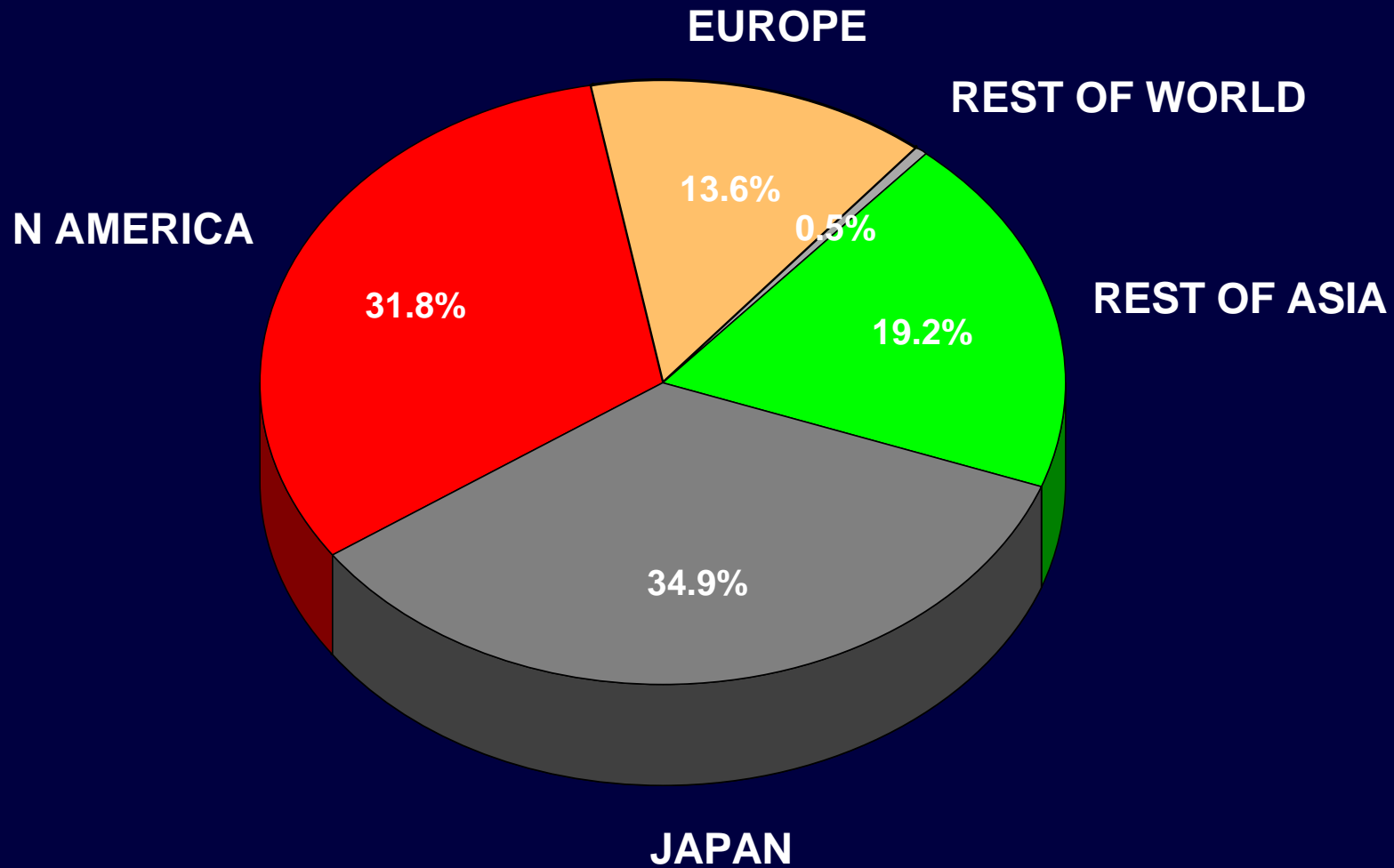
BY GEOGRAPHICAL AREA (\$M)



**Total: \$31.5 Billion**

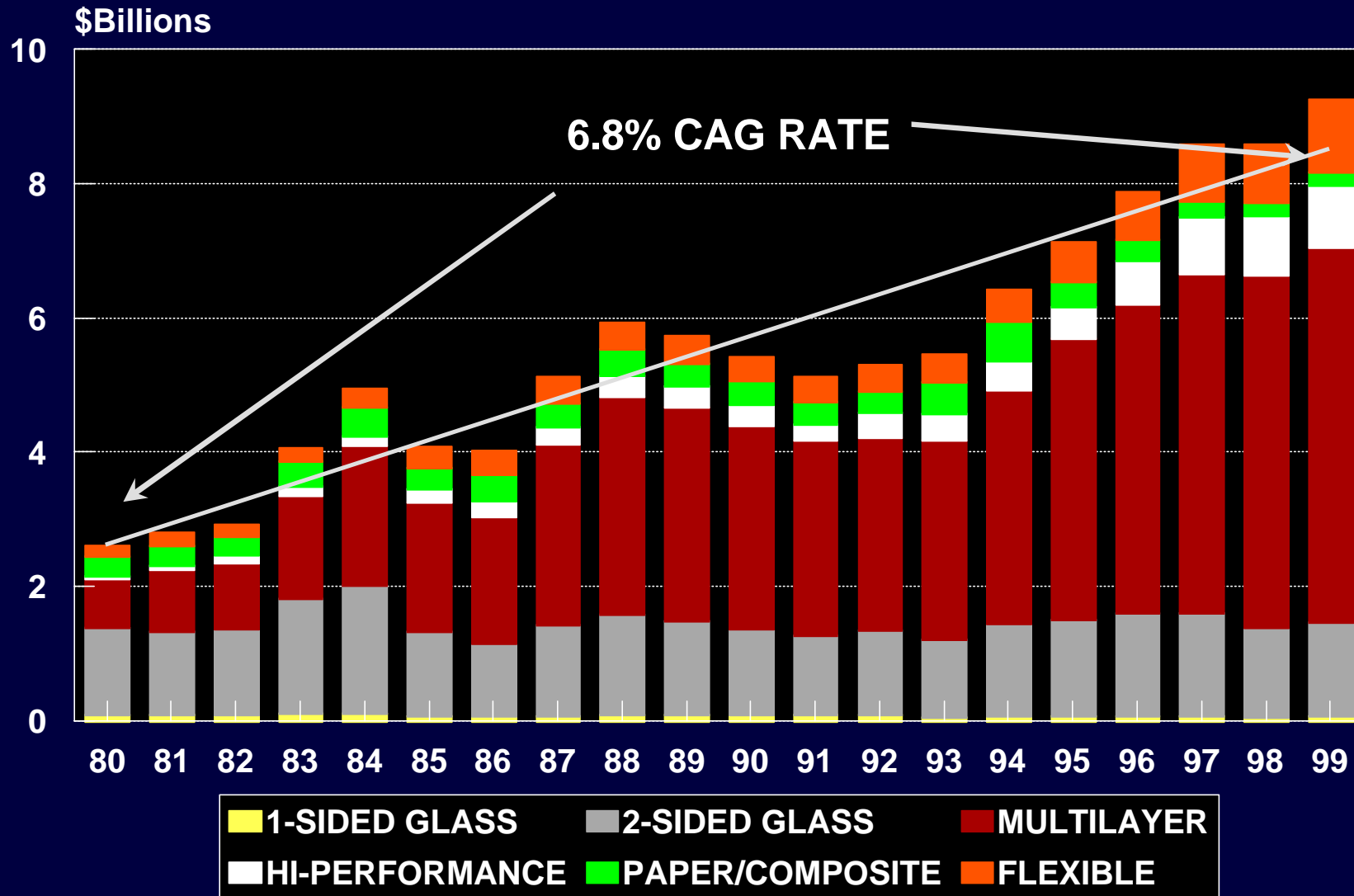
IPC T/MRC 6/99 (includes Buildup PCBs)

# 1998 WORLD FLEXIBLE CIRCUIT PRODUCTION BY GEOGRAPHICAL AREA (\$ BASIS)



**TOTAL: \$2.8 Billion**

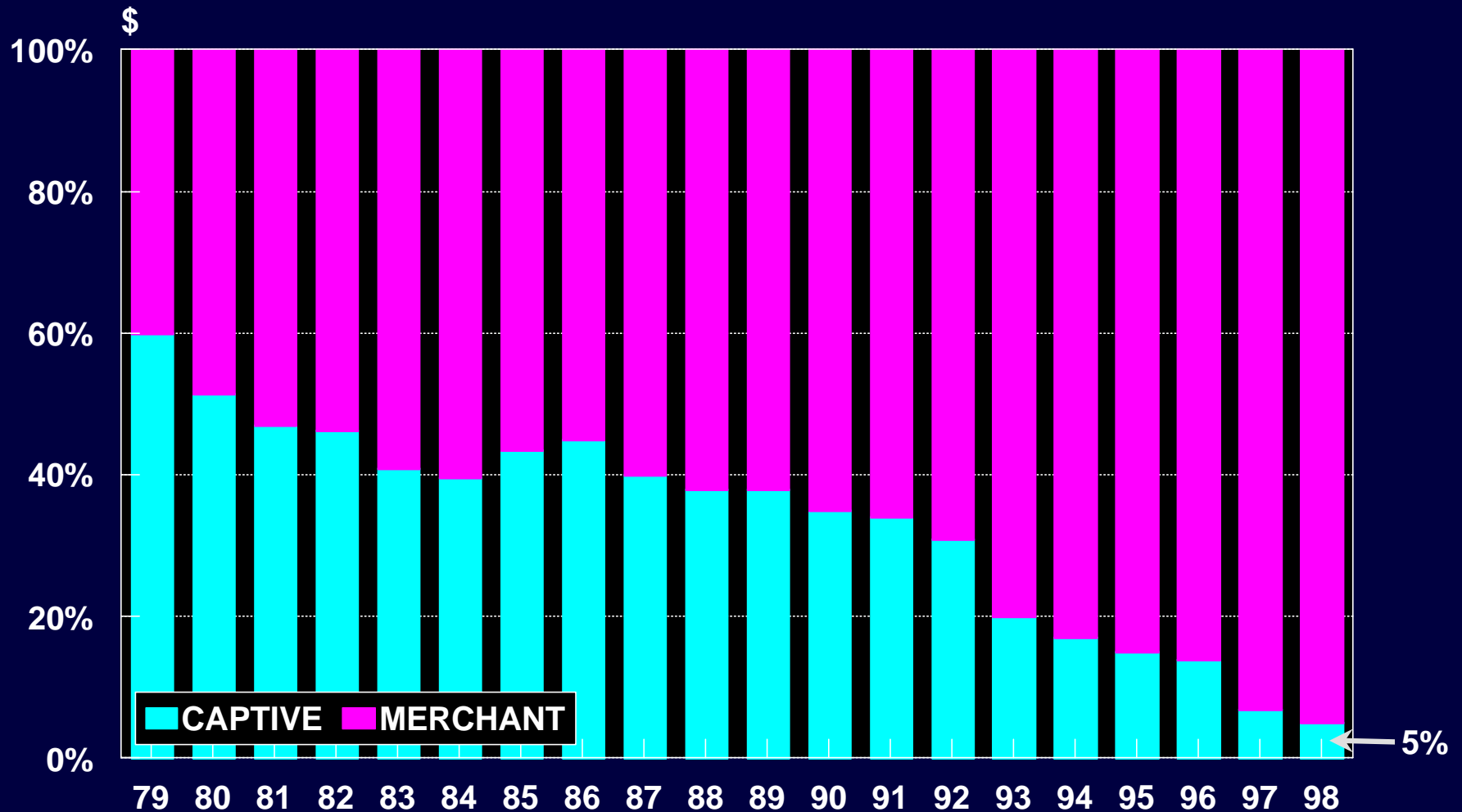
# N. AMERICAN PCB SHIPMENTS



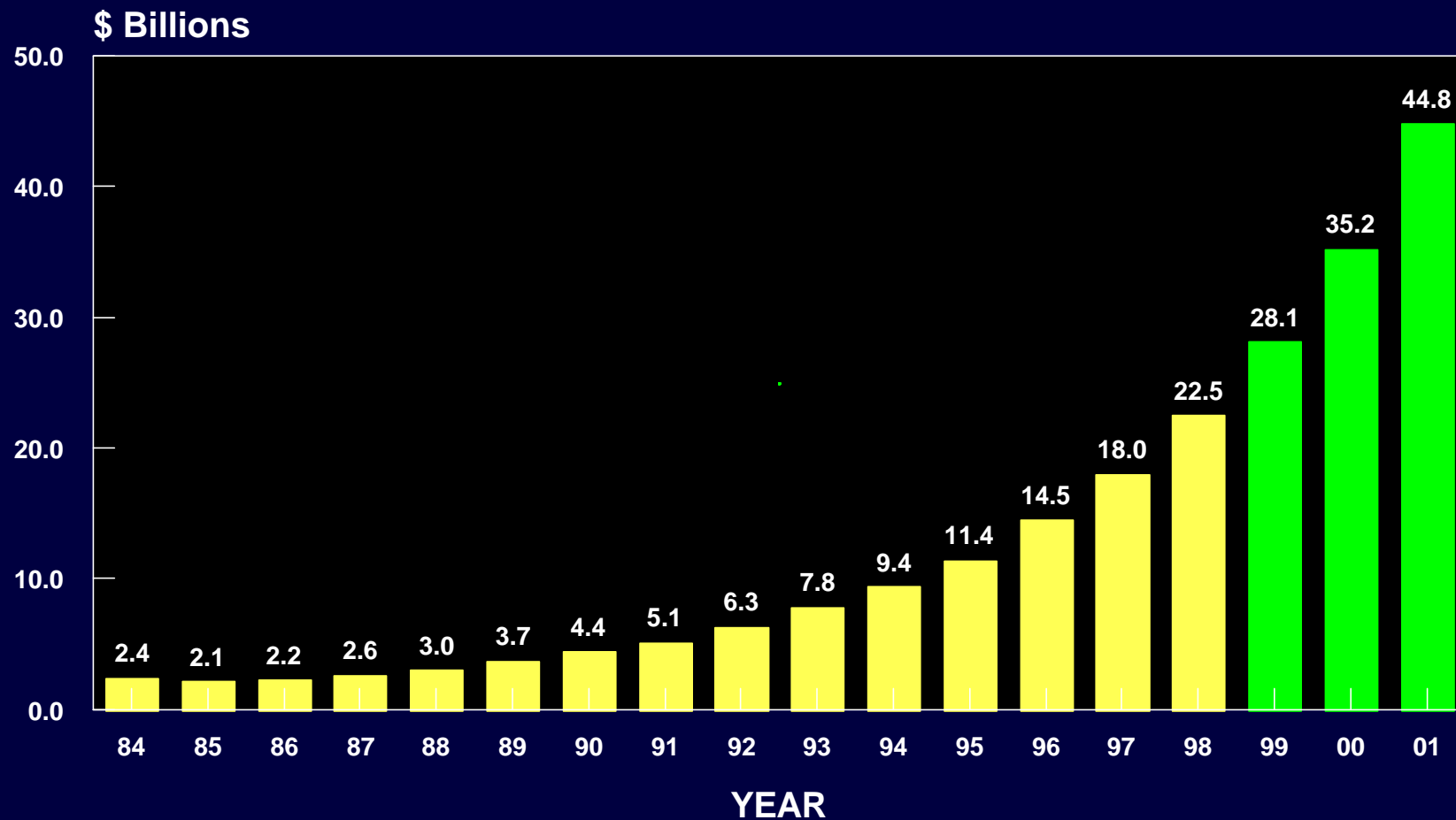
IPC T/MRC 6/99 + Custer 1999 estimates 2/2000

# RIGID PCBs - MAKE OR BUY

## U.S. CAPTIVE vs MERCHANT PRODUCTION

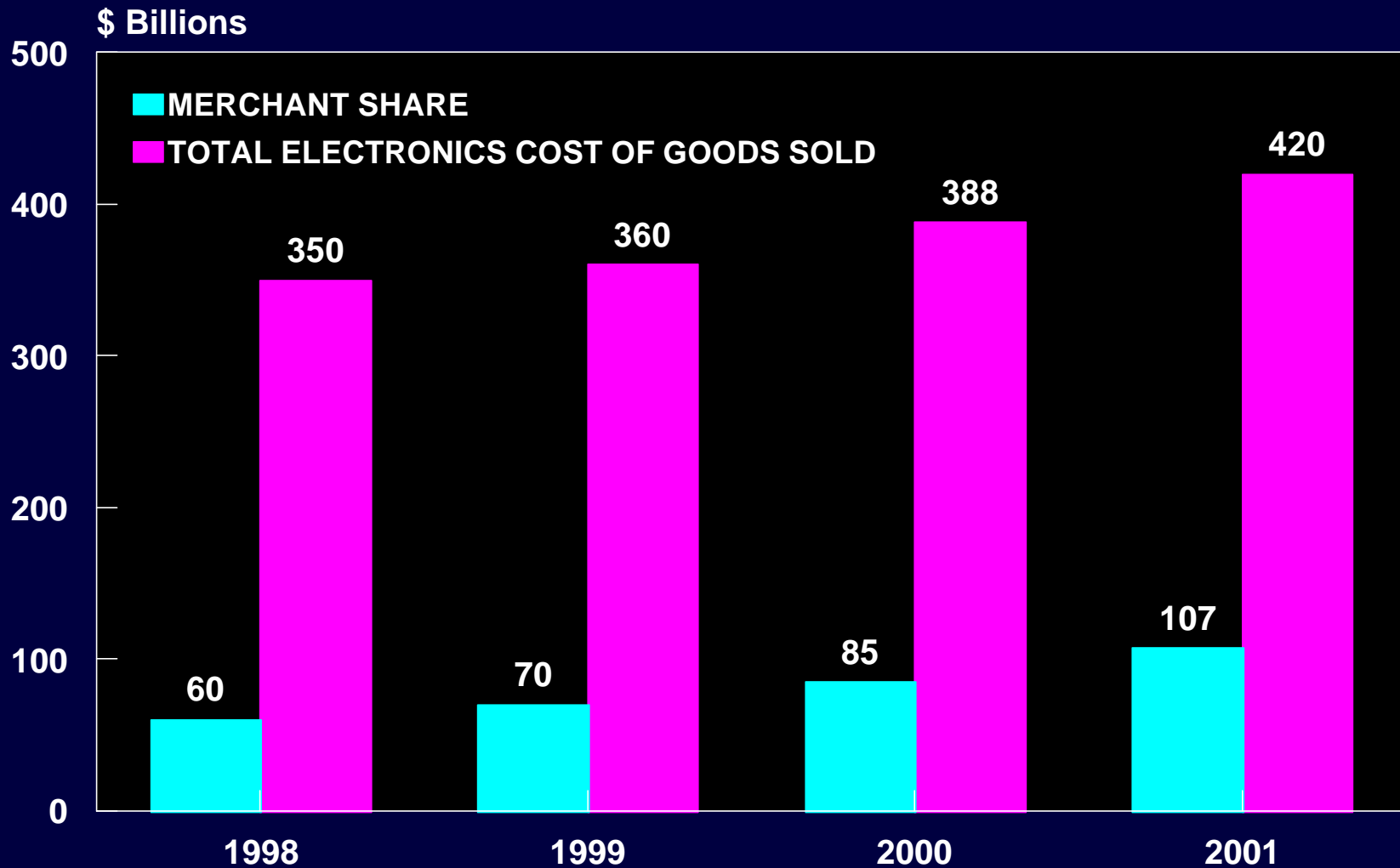


# MARKET FOR ELECTRONIC MANUFACTURING SERVICES (U.S. CONTRACT ASSEMBLY)



# CONTRACT ELECTRONIC MANUFACTURERS PICKING UP A LARGER SHARE

## MERCHANT MARKET SHARE OF WORLD ELECTRONICS MARKET



EBN: Technology Forecasters 10/99, Custer estimates

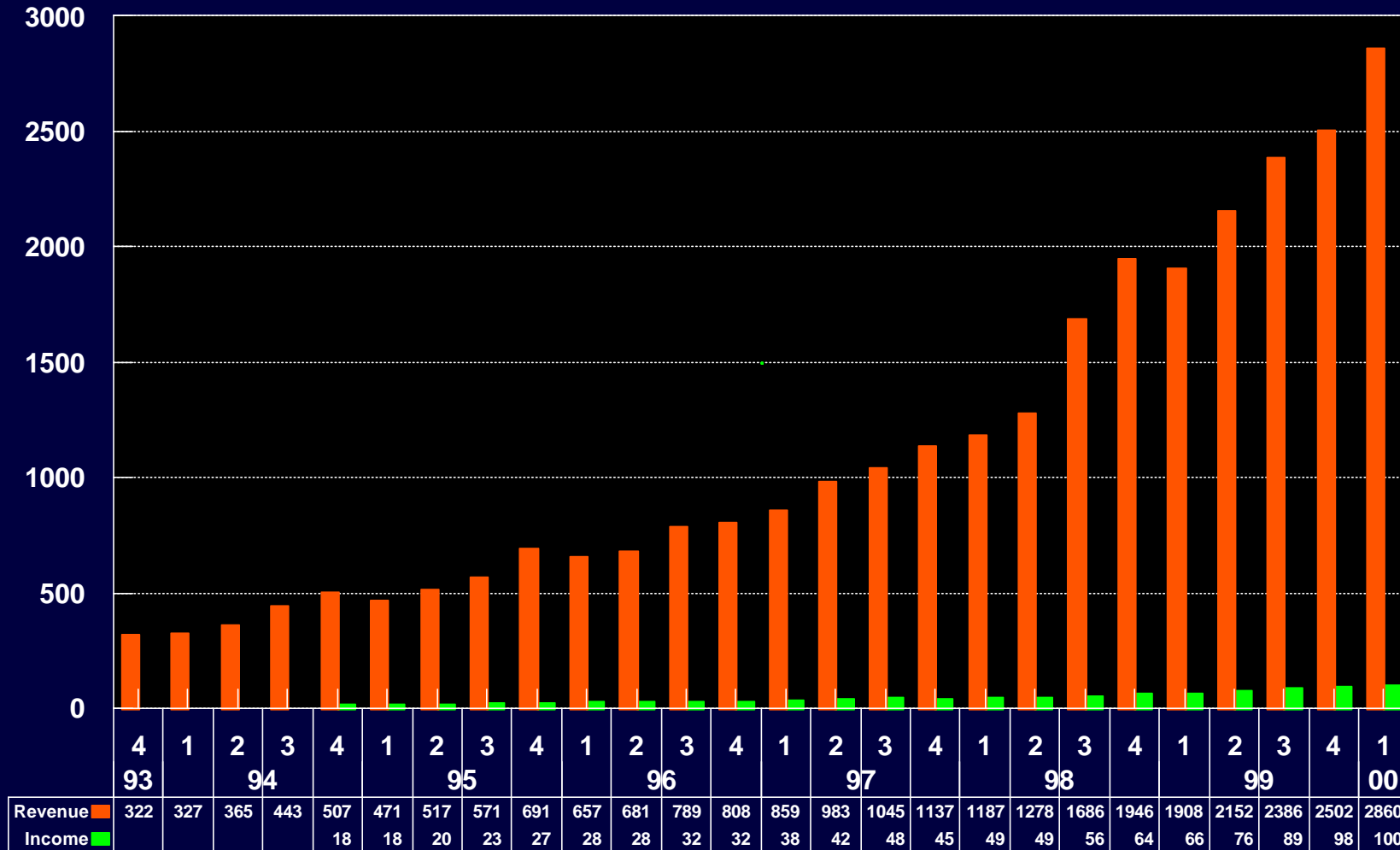
# TOP CONTRACT MANUFACTURERS

1998

	<u>\$ Sales</u>	<u>98/97 Growth %</u>
SCI Systems	6,583	3
Solectron	6,097	52
Celestica	3,249	62
Flextronics Intl	1,630	71
NatSteel Electronics	1,472	76
Jabil Circuit	1,449	27
AVEX Electronics	850	23
Manufacturers' Services	838	49
Sanmina	691	44
Universal Scientific	600	62
Dovatron Intl	589	15
Benchmark Electronics	524	61
Bull Electronics	466	1
Venture Manufacturing	437	-7

# SOLECTRON

## Revenue & Net Income

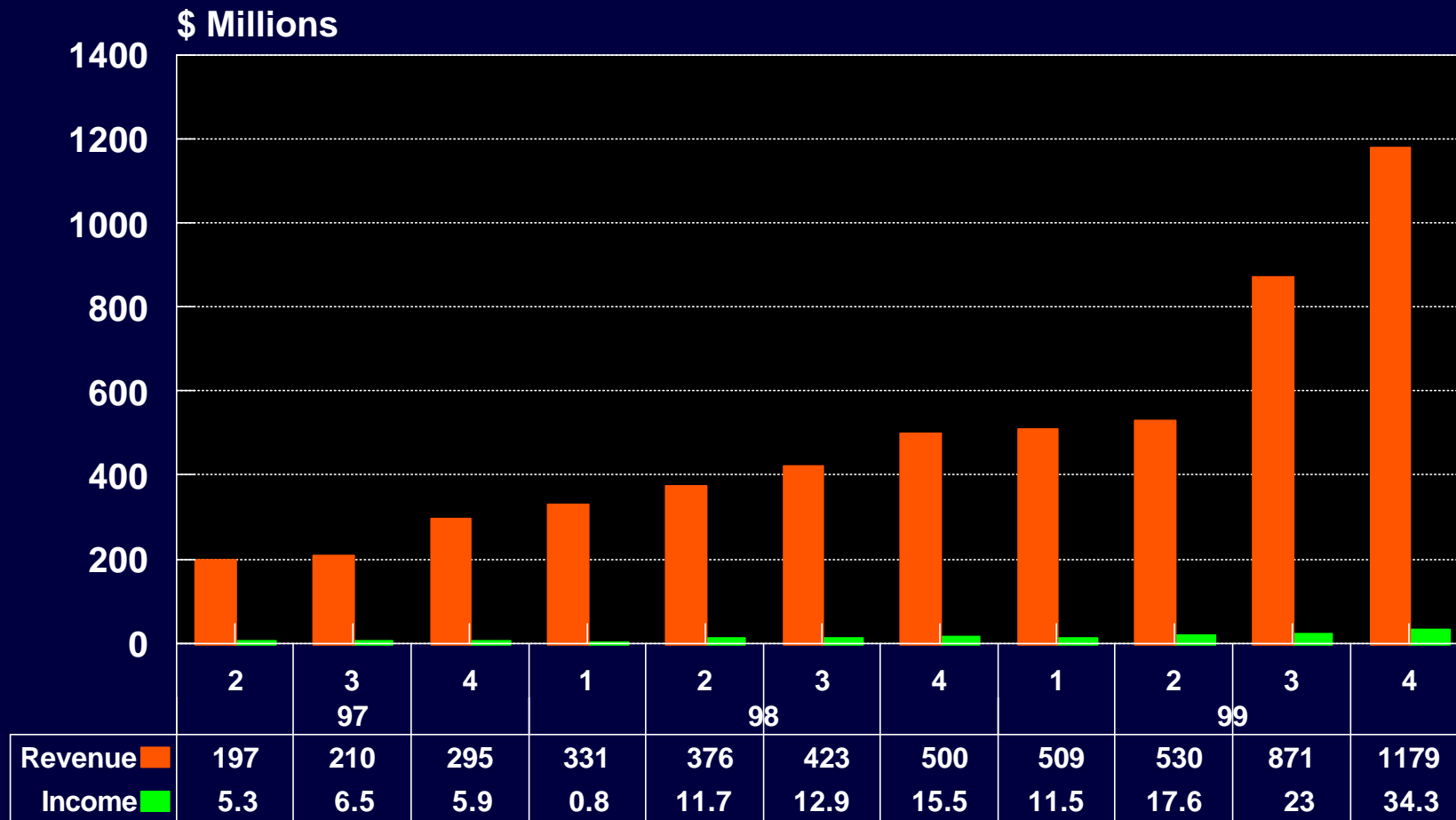


FY ends in August

SLR

# Flextronics

## Revenue & Net Income

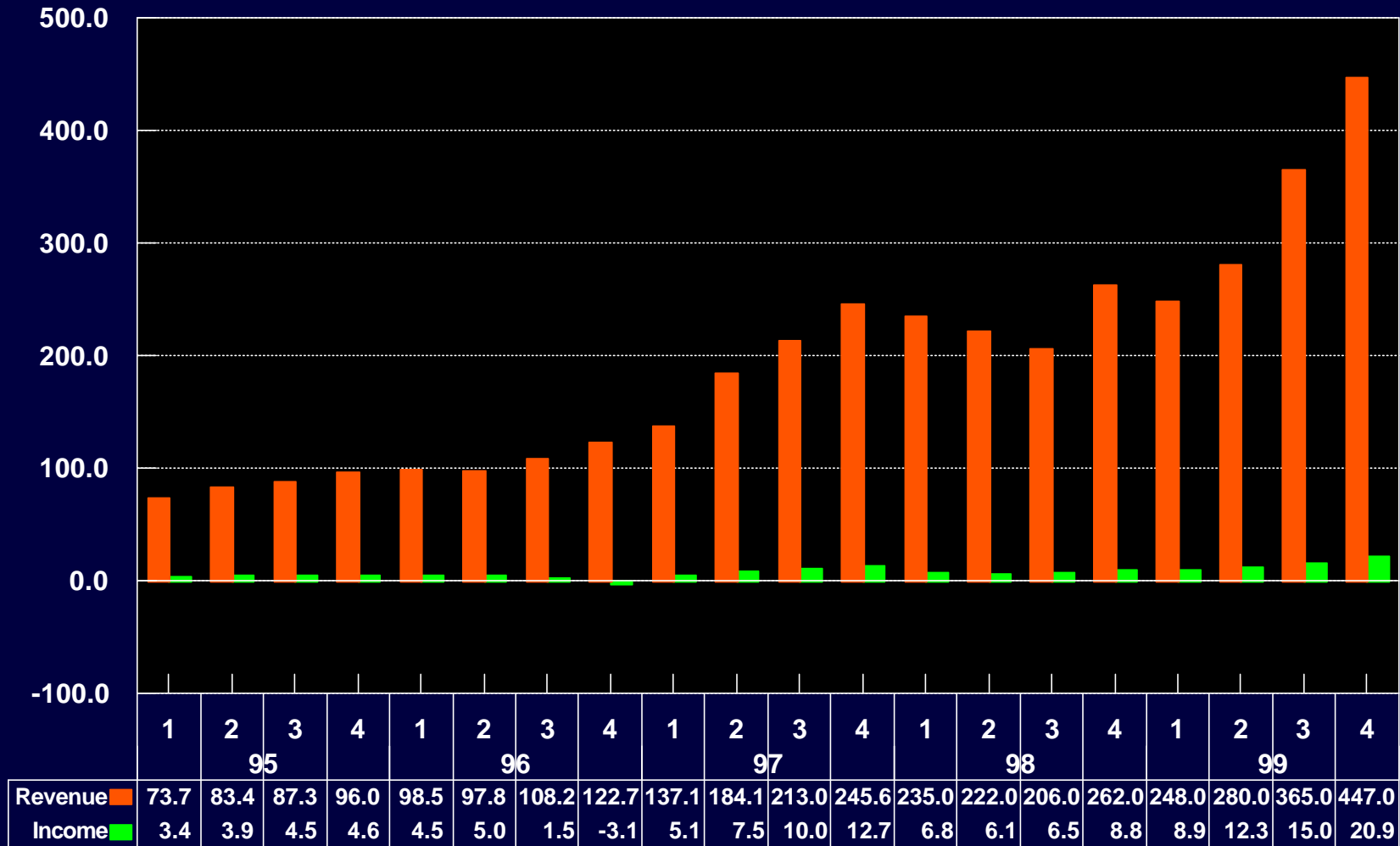


FY ends 3/31

CY

FLEX

# DII Group (DOVatron) Revenue & Net Income

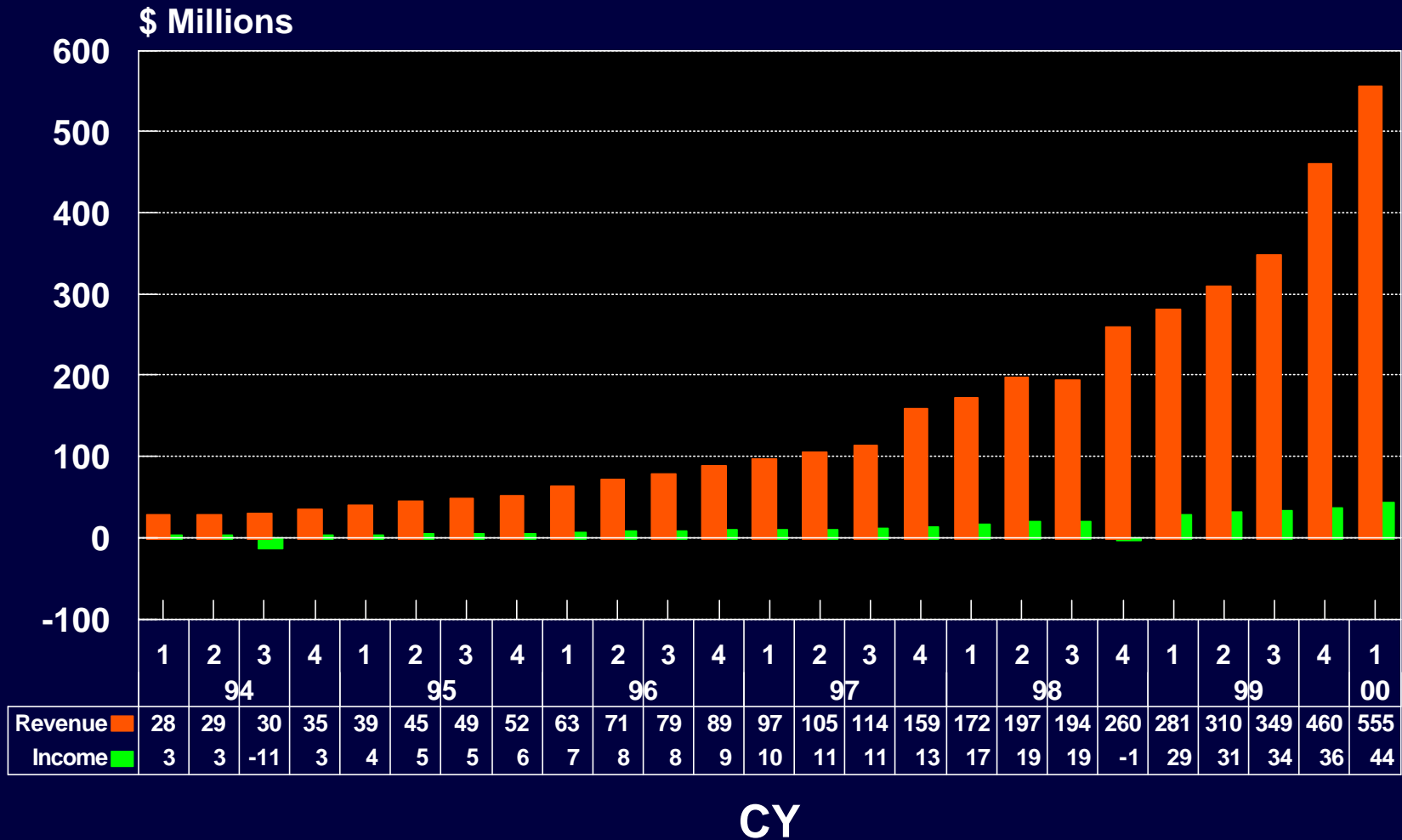


DIIG: FY=CY

DIIG

# SANMINA

## Revenue & Net Income



FY ends September 30

SANMINA

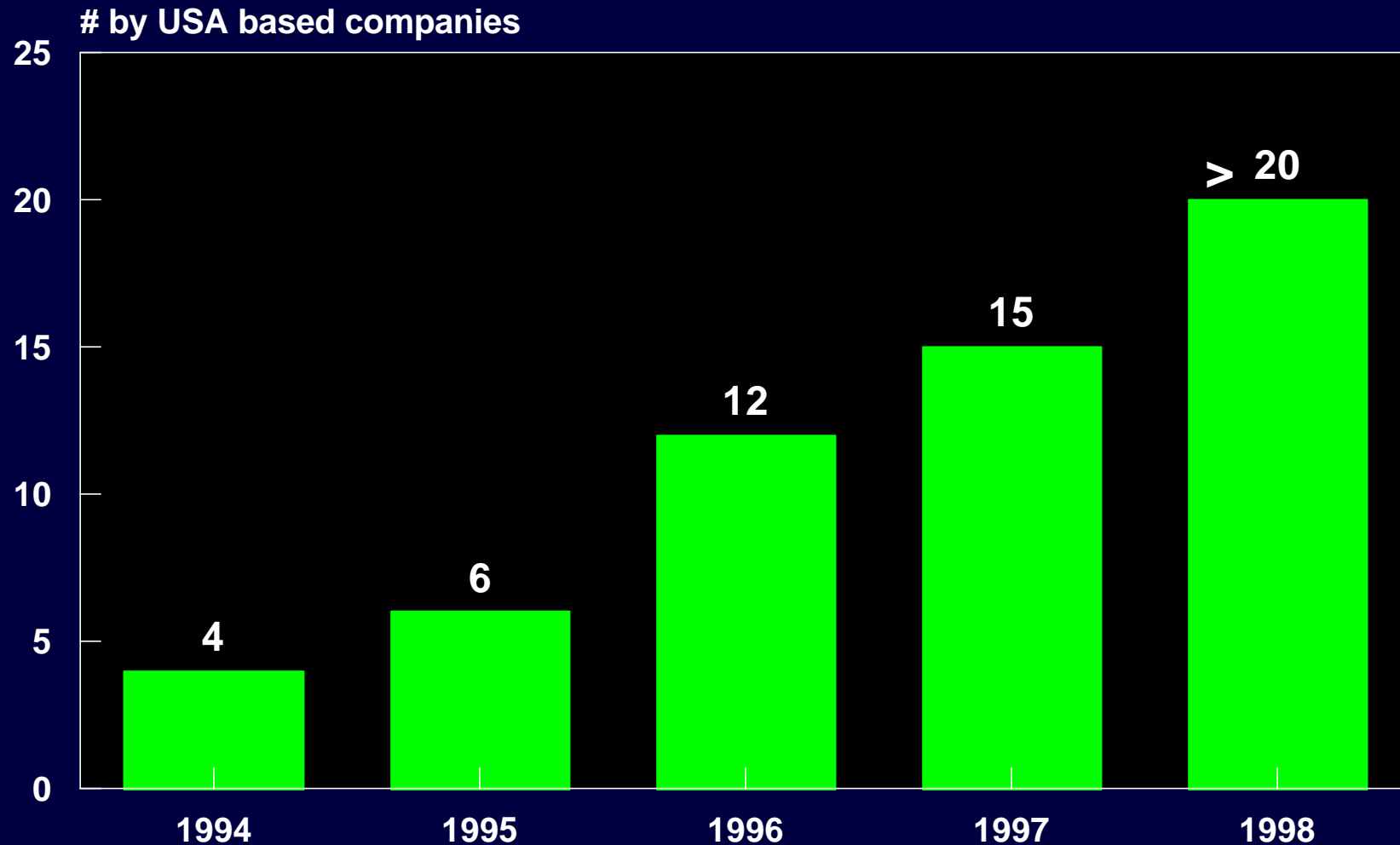
# TOP N AMERICAN PCB MANUFACTURERS

PCB FAB & TOTAL - 1999 ESTIMATE (\$M)

	<u>PCB</u>	<u>TOTAL</u>
VIASYSTEMS	1,130	1,230
HADCO	885	1,015
TYCO	515	590
HONEYWELL	405	Large
PHOTOCIRCUITS	385	385
SANMINA	330	1,375
DII GROUP (Flextronics)	315	1,100
DYNAMIC/DETAILS	280	280
IBM	220	430
3M	150	Large
MERIX	138	138
TTM TECHNOLOGIES	125	125
AUTOMATA INTERNATIONAL	110	110
SHELDAHL	105	127
VIKTRON	93	133
CIRCUIT SYSTEMS	89	89
TOPPAN WEST	80	80
CIRCUIT-WISE	75	75
BUREAU ELECTRONICS	74	74

# ACCELERATING PACE OF ACQUISITIONS

## NUMBER OF ACQUISITIONS IN PCB INDUSTRY



# INDUSTRY CONSOLIDATIONS

VIASYSTEMS GROUP (HICKS, MUSE, TATE & FURST)

LUCENT TECHNOLOGIES (ex AT&T, RICHMOND)

CIRCO CRAFT

FORWARD GROUP

ISL

ERICSSON

MOMMERS PRINT SERVICE

ZINCOCELERE

PAGG CORP

TERMBRAY

MARCONI COMMUNICATIONS' NETWORK COMPONENTS & SERVICES

INTERNATIONAL WIRE's WIRE HARNESS UNIT

HADCO (bought by Sanmina 4/2000)

ZYCON

ACT

CONTINENTAL

DYNAFLEX

RADIAN

PCA DESIGN

# INDUSTRY CONSOLIDATIONS

## SANMINA

COMPTRONIX

ASSEMBLY SOLUTIONS

GOLDEN EAGLE SYSTEMS

LUCENT CUSTOM MANUFACTURING

ELEXSYS

PRAGMATEC

ALTRON

HADCO

## PRAEGITZER - sold to TYCO 10/99

TREND CIRCUITS

3 DESIGN FACILITIES - sold 1/2000

INTERGRAPH PCB FACILITY - closed 7/99

LIKOM PCB, MALAYSIA (51%) - for sale

INTRACOM DESIGN, EDINBURGH, SCOTLAND

## JOHNSON MATTHEY - sold to AlliedSignal 7/99 (now Honeywell)

ACI

CRAY

UNIVERSAL CIRCUITS, BUFFALO, MN

# INDUSTRY CONSOLIDATIONS

## DII GROUP (sold to Flextronics 11/99)

MULTEK

UNISYS, ROSEVILLE

IBM, AUSTIN

HP, BOEBLINGEN

GREATSINO ELECTRONIC TECHNOLOGY, CHINA

ERICSSON ASSEMBLY, KINDBERG, AUSTRIA

MICRO ELECTRONICA, BRAZIL

## CORNERSTONE CAPITAL

AUTOMATA

KODE (KAM CIRCUITS) - receivership 2/99

PAM CIRCUITS

MICRON TECHNOLOGY ASSEMBLY FACILITIES

## TYCO

ELECTROSTAR

SIGMA CIRCUITS

AMP (QLP) - SOLD TO NELCO

SOLADYNE (from MERIX)

ADVANCED QUICK CIRCUITS

PRAEGITZER

# INDUSTRY CONSOLIDATIONS

## MERIX

HEWLETT-PACKARD, LOVELAND - closed

SOLADYNE/ROGERS - sold to TYCO 2/99

AMKOR CHIP CARRIER FACILITY

## PENTEX-SCHWEITZER

DEGUSSA ELECTRONICS

## BAIN CAPITAL

DYNAMIC CIRCUITS

DETAILS INC

CUPLEX

NTI - shut down 1Q'2000

## C-MAC INDUSTRIES

CAROLINA CIRCUITS (former DEC)

ADFLEX - sold to INNOVEX 8/99

XYRATEX FLEX OPERATIONS

THAILAND JV

# INDUSTRY CONSOLIDATIONS

## CIRCUIT SYSTEMS

PHILIPS (ex MAGNAVOX)

SILICON VALLEY PRINTED CIRCUITS

## WU's

MOTOROLA, SINGAPORE (2)

## THAYER

COSMOTRONICS

PACIFIC CIRCUITS

POWER CIRCUITS

TTM Technologies

A diagram consisting of a central text label 'TTM Technologies' with two light blue arrows pointing leftwards towards the text 'PACIFIC CIRCUITS' and 'POWER CIRCUITS' respectively.

## M&I CAPITAL

ELECTROTEQ

## EL MAN

ERICSSON, ITALY PCB FACILITY

# INDUSTRY CONSOLIDATIONS

## PARLEX

**DYNAFLEX (from HADCO)**

**POLY-FLEX (from COOKSON)**

## PROTOTRON CIRCUITS

**SOUTHWEST CIRCUITS**

## ALLIEDSIGNAL (now HONEYWELL)

**LITRONICS CHIP CARRIER FACILITY**

**JOHNSON MATTHEY ELECTRONICS**

## GUL TECHNOLOGIES, SINGAPORE

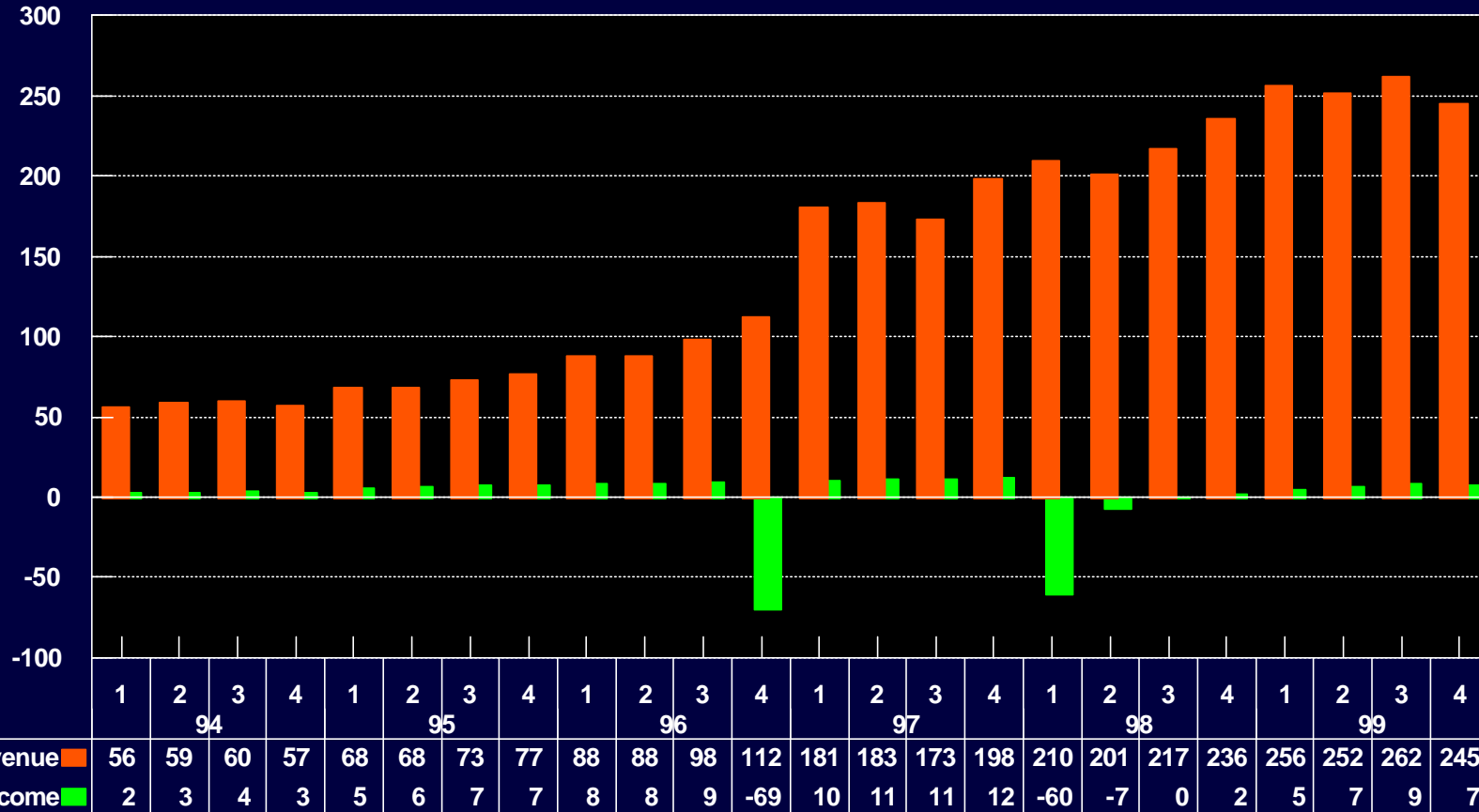
**ACCUDYNE**

**ELLIOT TECHNOLOGIES**

# HADCO

## Revenue & Net Income

\$ Millions



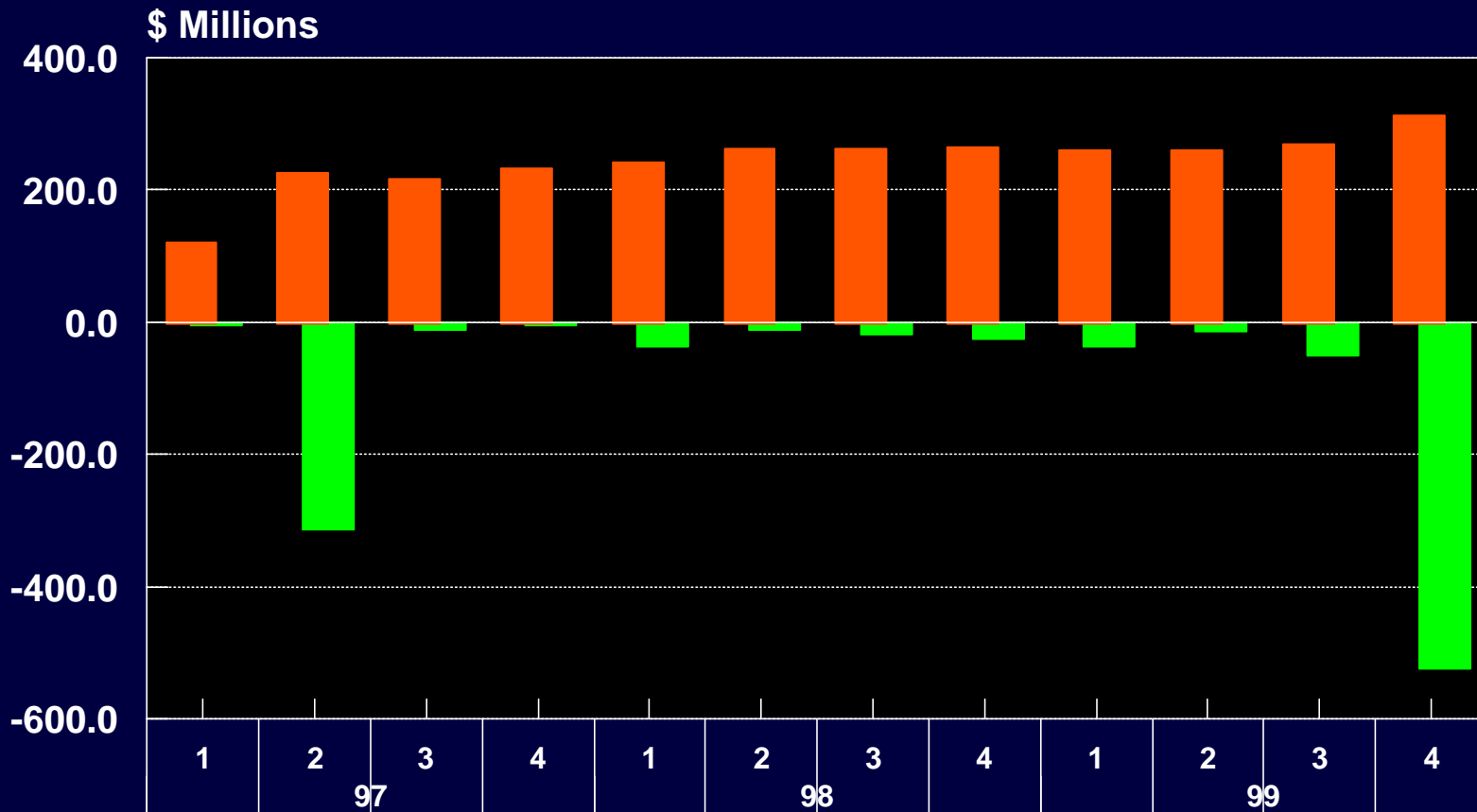
CY

HDC

FY ends October 31

# VIASYSTEMS

## Revenue & Income



Revenue	119.9	226.8	216.8	232.0	242.4	261.9	263.0	265.0	260.0	260.0	270.0	312.0
Net Income	-2.3	-311.9	-9.4	-3.9	-35.6	-9.3	-15.7	-24.1	-34.2	-10.9	-48.2	-523.0

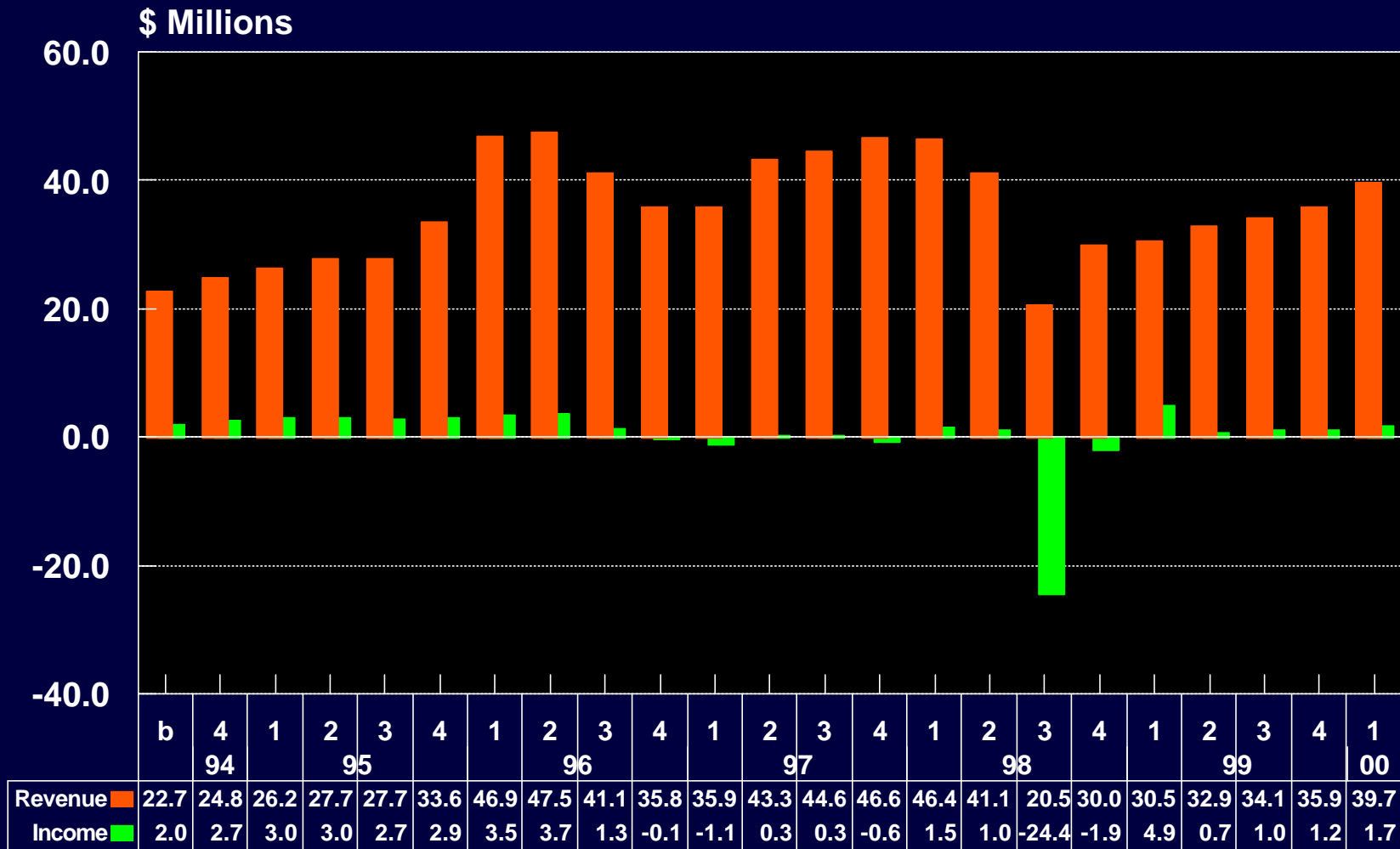
CY

VG

Sources: 10Q & 10K reports and company press releases

# MERIX

## Revenue & Net Income



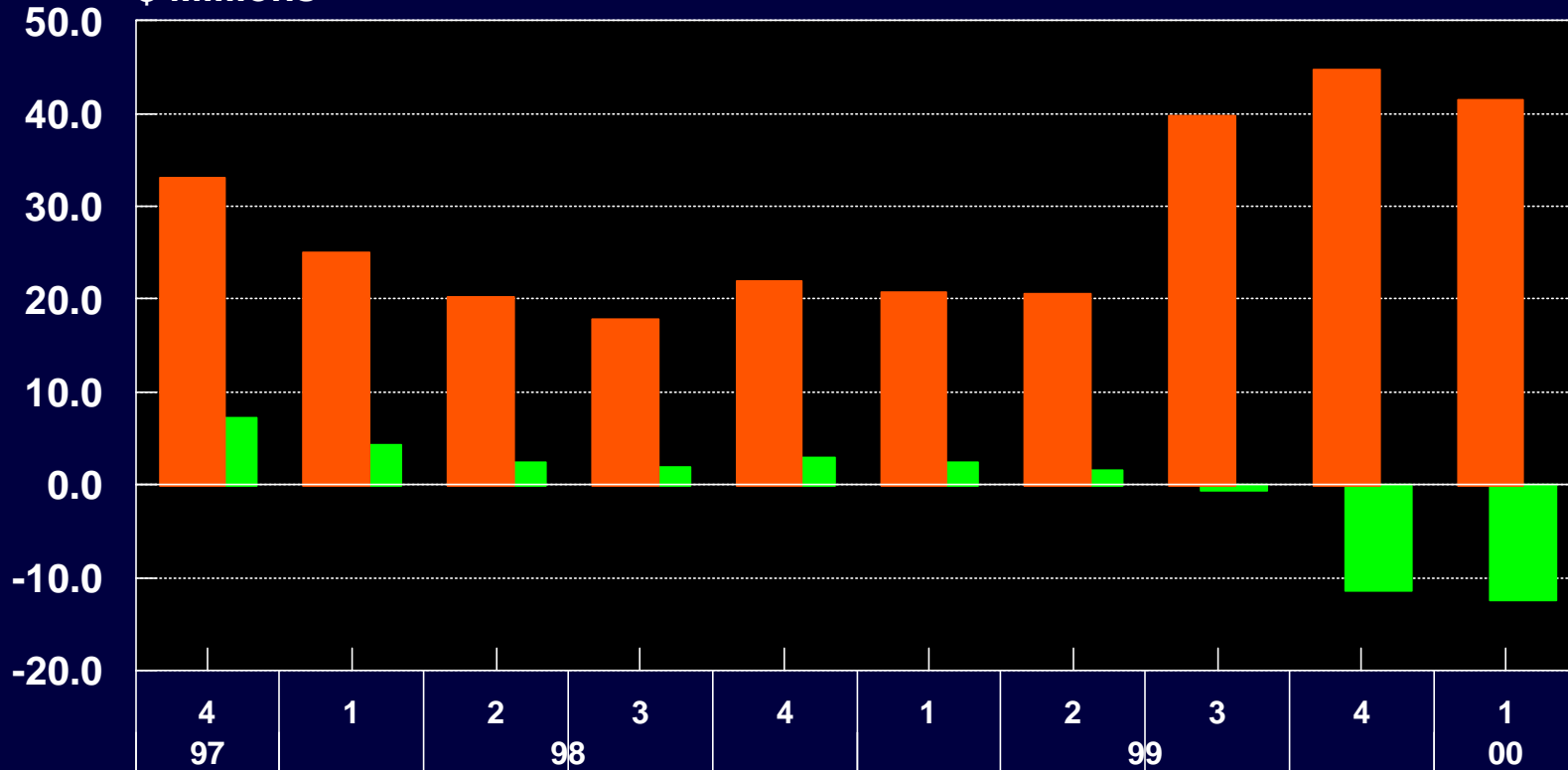
MERIX

FY ends May

# INNOVEX

## Revenue & Net Income

\$ Millions



Revenue	33.0	25.1	20.3	17.9	22.0	20.7	20.6	39.8	44.7	41.4
Income	7.3	4.3	2.4	2.0	3.0	2.5	1.5	-0.5	-11.2	-12.3

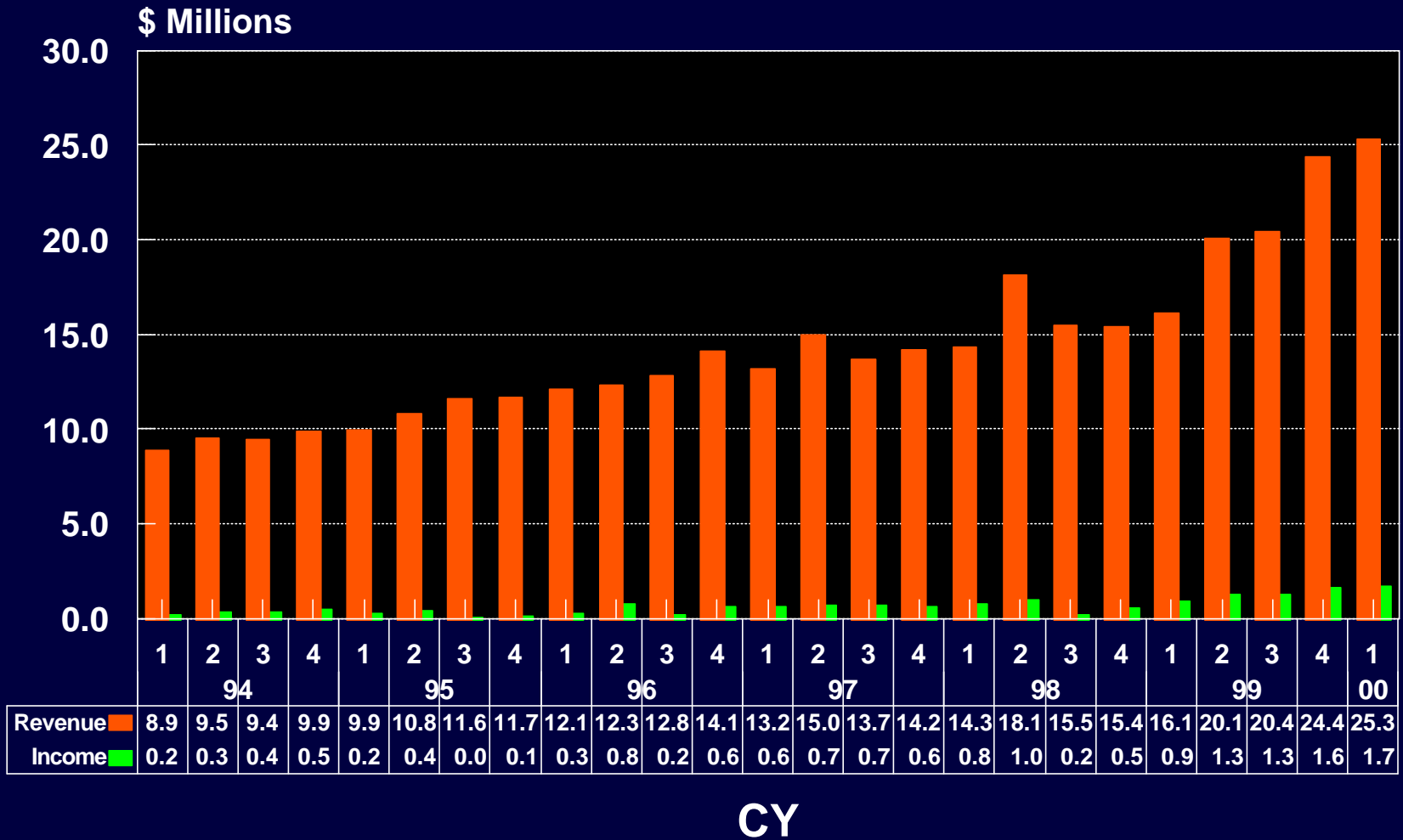
CY

FY ends September

INVX

# PARLEX

## Revenue & Net Income

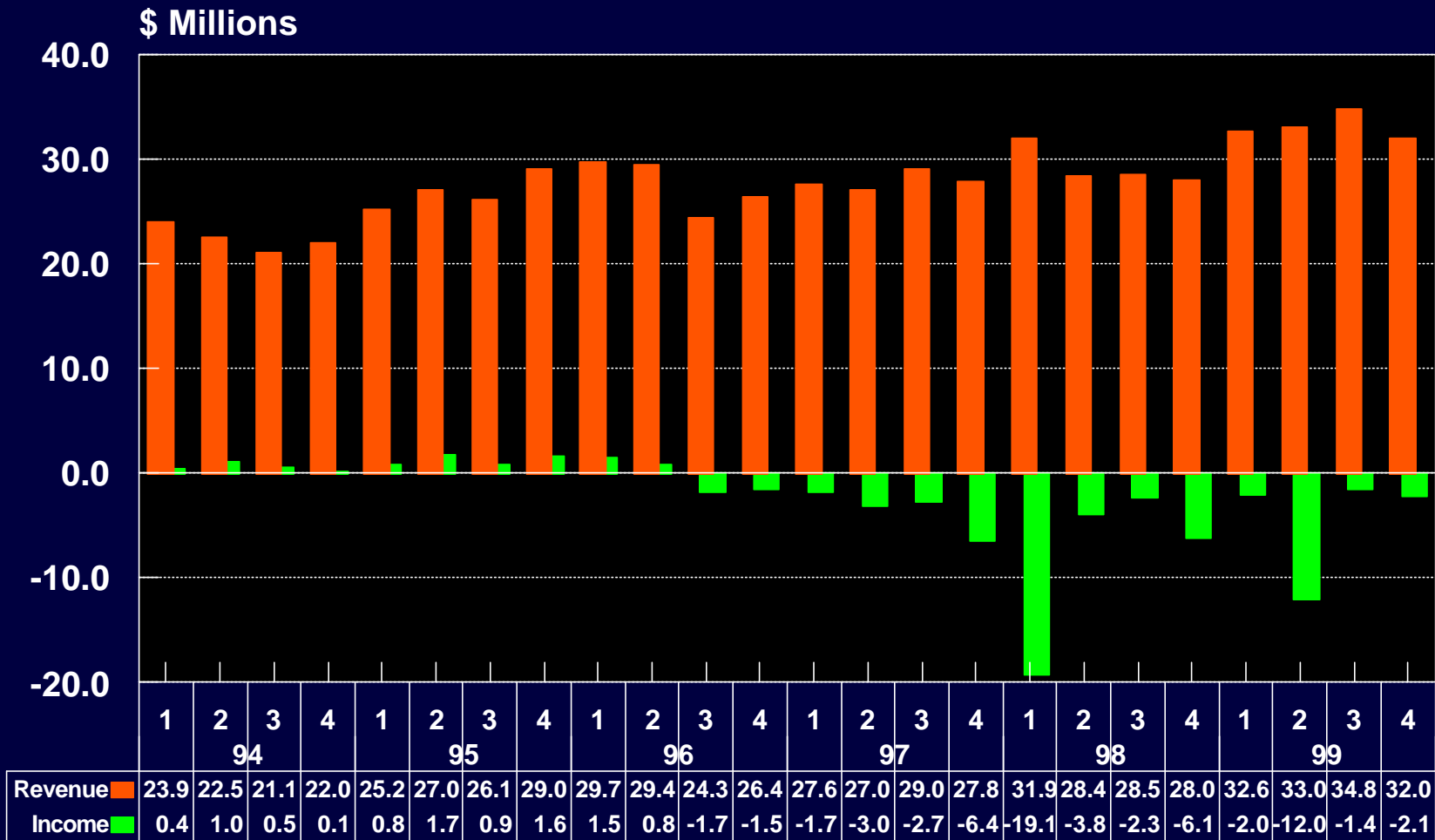


FY ends June 30

PRLX

# SHELDAHL

## Revenue & Net Income



CY

SHEL

## N. AMERICAN PCB MANUFACTURERS - PUBLIC DATA

### QUARTERLY SALES & NET INCOME (\$M)

		LAST YEAR		THIS YEAR		QUARTER
		SALES	INC	SALES	INC	ENDING
CIRCUIT SYS	CSYI	20.7	-0.3	23.0	-1.1	1/00
CIRCUIT WORLD	TSE:CWW	4.5	0.5	4.2	0.2	12/99
HADCO	HDCO	236.0	2.0	244.7	7.1	1/00
INNOVEX	INVX	20.7	5.5	41.4	-12.3	3/00
MERIX	MERX	30.5	4.9	39.7	1.7	2/00
M-WAV	MWAV	3.5	0.1	3.6	0.0	12/99
PARLEX	PRLX	16.1	0.9	25.3	1.7	3/00
SHELDAHL	SHEL	28.0	-6.1	32.0	-2.1	2/00
VIASYSTEMS	VG	265.0	-24.1	312.0	-523.0	12/99
<b>TOTAL</b>		<b>625.0</b>	<b>-16.6</b>	<b>725.9</b>	<b>-527.8</b>	
<b>INCOME %</b>			<b>-2.7%</b>		<b>-72.7%</b>	

**Includes foreign sales**

## N. AMERICAN CEMs WITH PCB FABs - PUBLIC DATA

### QUARTERLY SALES & NET INCOME (\$M)

		LAST YEAR		THIS YEAR		QUARTER
		SALES	INC	SALES	INC	ENDING
C-MAC	TSE:CMS	153.1	15.4	267.3	12.0	12/99
Dii GROUP	DIIG	262.0	2.3	447.0	20.9	12/99
FLEXTRONICS	FLEX	580.4	15.8	1179.5	34.3	12/99
SANMINA	SANM	281.0	28.8	555.0	43.9	3/00
TOTAL		1276.0	52.3	2448.8	111.1	
INCOME %			4.1%		4.5%	

**Includes foreign sales**

# **FEBRUARY U.S. PCB GROWTH INDICATORS**

**% GROWTH - Feb 2000 vs Feb 1999**

## **RIGID PCB \$ SHIPMENTS**

**UP 6.4%**

## **RIGID PCB \$ BOOKINGS**

**UP 21.8%**

## **RIGID PCB BOOK/BILL RATIO**

**3-MONTH AVG      1.15**

**1-MONTH            1.18**

## **LAMINATE+PREPREG SQ FT SHIPMENTS**

**UP 4.8%**

## **LAMINATE+PREPREG SQ FT BOOKINGS**

**UP 24.6%**

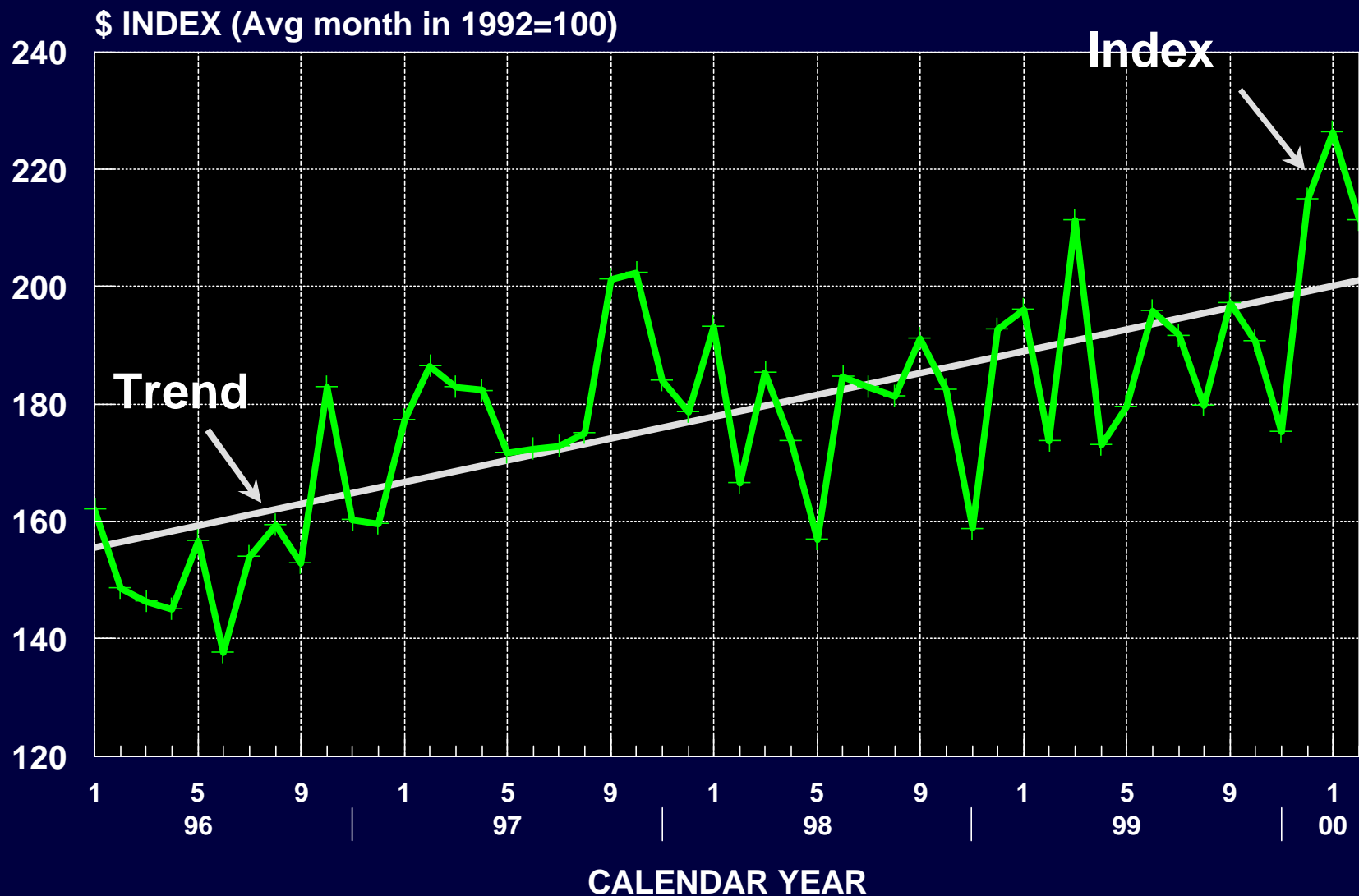
## **FLEX CIRCUIT \$ SHIPMENTS**

**UP 42.2%**

## **FLEX CIRCUIT \$ BOOKINGS**

**UP 78.7%**

# U.S. RIGID PCB BOOKINGS



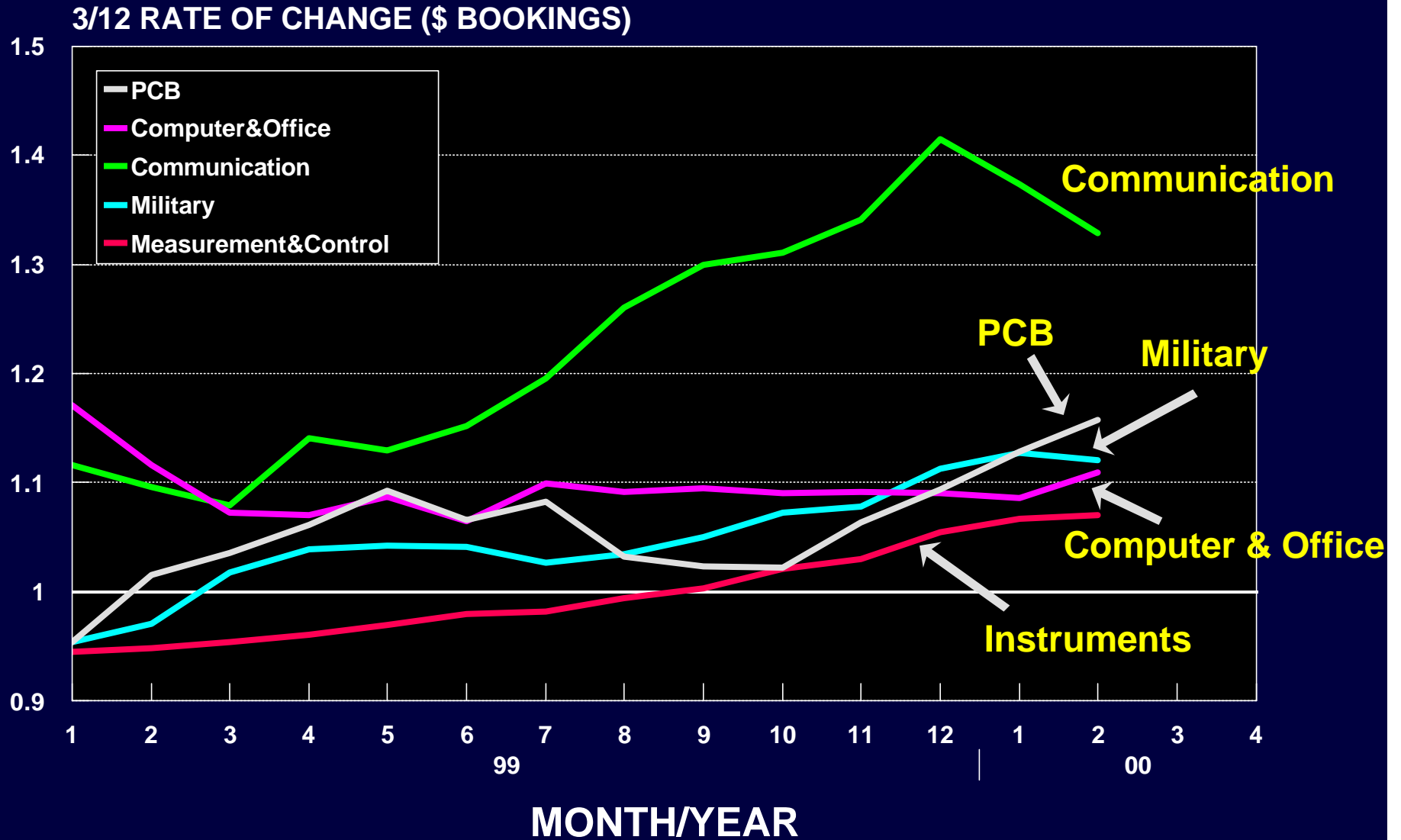
# U.S. ELECTRONIC EQUIPMENT vs PCBs

## \$ BOOKINGS GROWTH

3/12 RATE OF CHANGE



# US RIGID PCB vs ELECTRONIC EQUIPMENT BOOKINGS



# PRESENT GROWTH RATES (%)

## U.S. ECONOMY & ELECTRONICS INDUSTRY

	LATEST MONTH	ANNUAL GROWTH RATE	3-MONTH GROWTH RATE
RIGID PCB BOOKING \$	2/00	108.6	115.8
RIGID PCB SHIPMENT \$	2/00	107.7	106.8
LAMINATE+PREPREG SHIPMENTS SF	2/00	110.4	112.5
ELECTRONIC COMPONENTS BOOK \$	2/00	116.8	114.8
<b>ELECTRONIC EQUIPMENT BOOKINGS \$</b>			
COMPUTER & OFFICE	2/00	109.5	110.9
COMMUNICATIONS	2/00	126.7	132.8
MEASURE/CONTROL INSTRUMENTS	2/00	107.0	112.1
MILITARY (SEARCH & NAVIG)	2/00	105.9	104.1
TOTAL ELECTRONIC EQUIPMENT	2/00	113.7	116.9
INDUSTRIAL PRODUCTION	2/00	104.0	105.4

NOTE: 3 month growth rates compare most recent  
3 months to same 3 months one year earlier

# Summary

- 1999 was a better year both in the USA & globally. An Asia recovery and outstanding growth in communication equipment were key factors.
- N. American PCB, semiconductor & electronic equipment orders are all currently strong.
- All key industrial countries' economies are growing. Interest rates are being raised to limit future inflation.
- Passive component shortages are serious problem. Massive cel phone growth has impacted global component availability. Microprocessors are tight and laminate supply may be an issue.
- Personal computer induced seasonality continues.
- 7-10% domestic PCB growth is likely for 2000. Longer term, sporadic "double digit" cyclical peaks in PCB demand will continue.

# Getting More Data

**CUSTER CONSULTING GROUP**

**<http://www.custerconsulting.com>**

**IPC**

**<http://www.ipc.org>**

**Look under Marketing Articles in  
Market Information**

**Special Thanks  
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