

Switch Tracks 

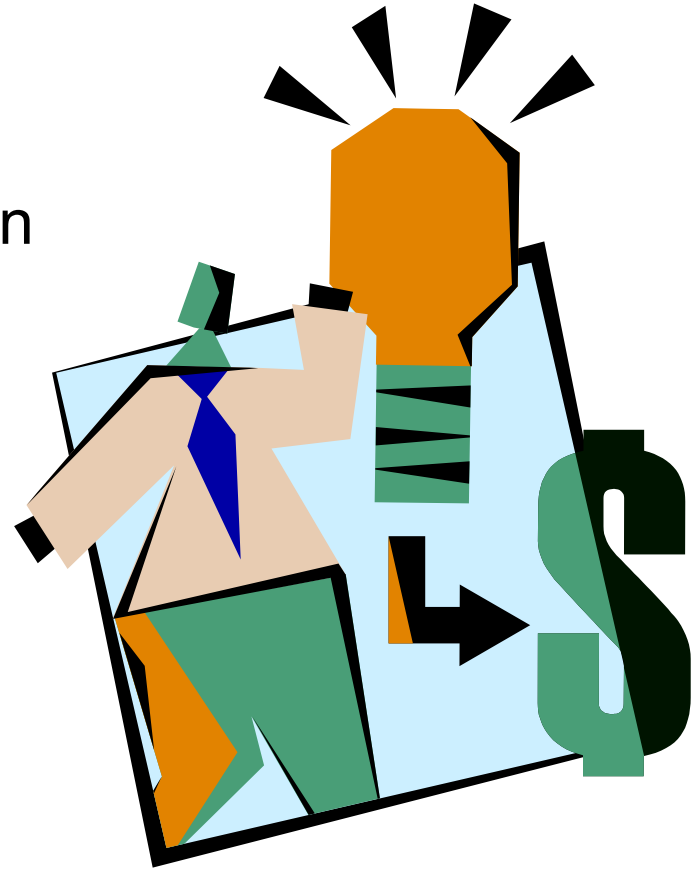
Timely, Accurate and Insightful Analysis of the Component Switch Market



and The Benefits of Market Metrics

What is “Switch Tracks”

- Timely, provides data close to real time
- Continuous trend information
- Accurate, little or no estimated data
- Simple and easy data submission for Contributing Manufacturers
- A tool to manage & grow your relay business



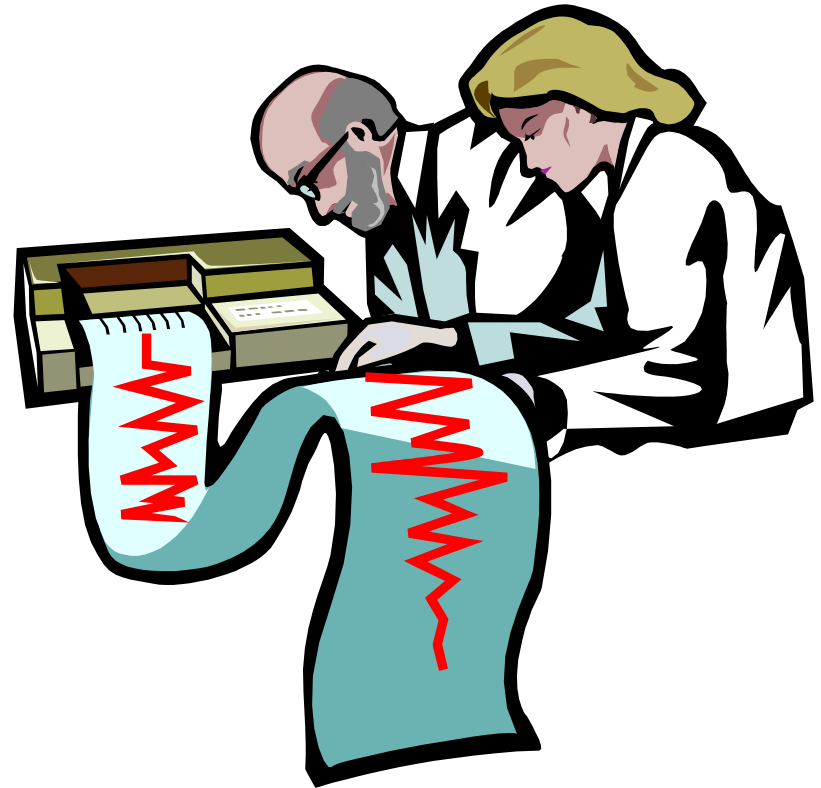
“Switch Tracks” is not



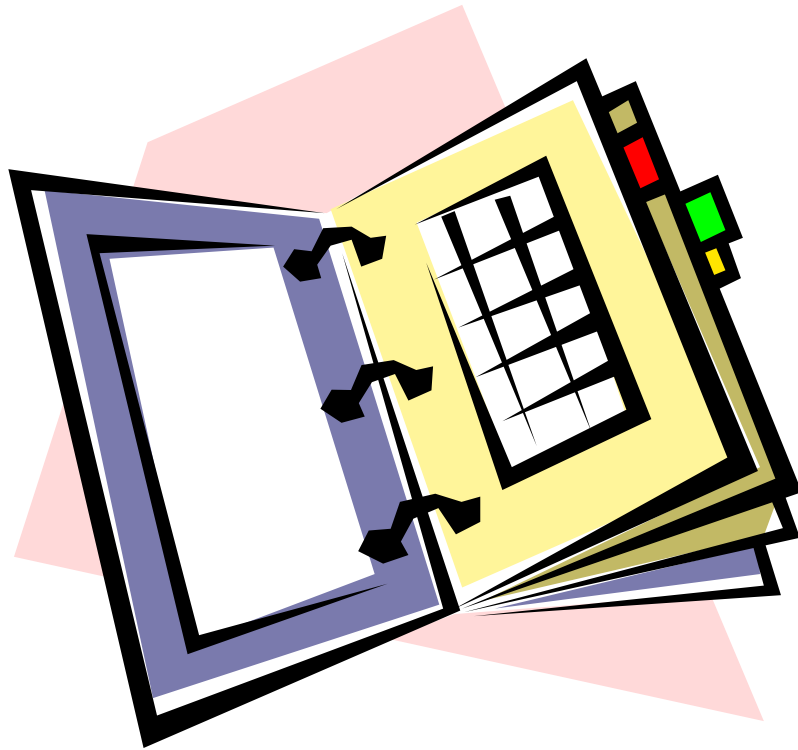
- A service that provides a high degree of segmentation and large data gathering efforts
- A service that provides a look at the market every 2 to 3 years
- A service that provides large amounts of projected data
- A service that provides data that is 9 to 18 months old

Data Gathered

- Contributing manufacturers submit sales & bookings in units & dollars for each covered product they market
- Data is collected within 3 weeks of the end of each quarter

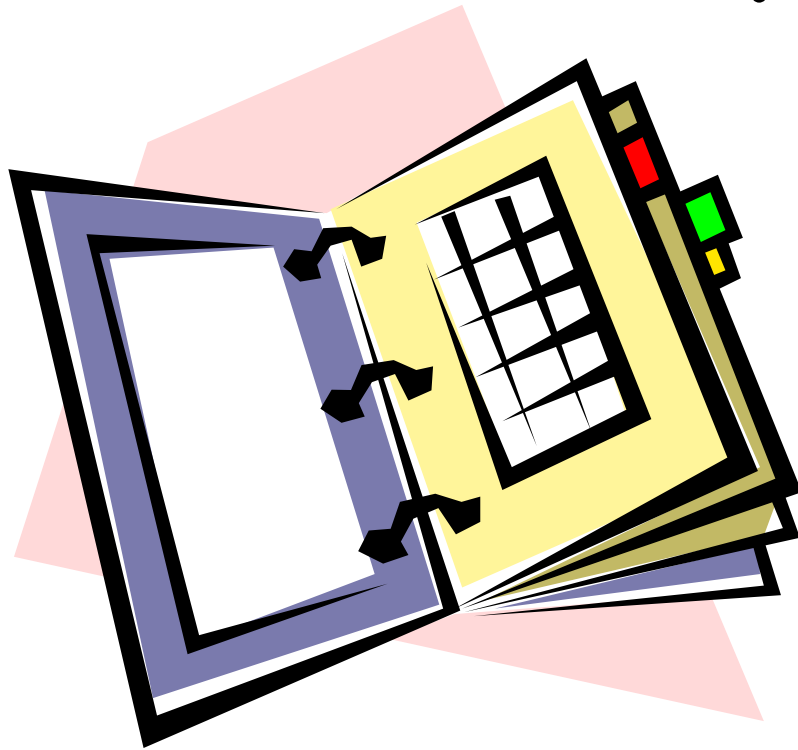


Data Reported



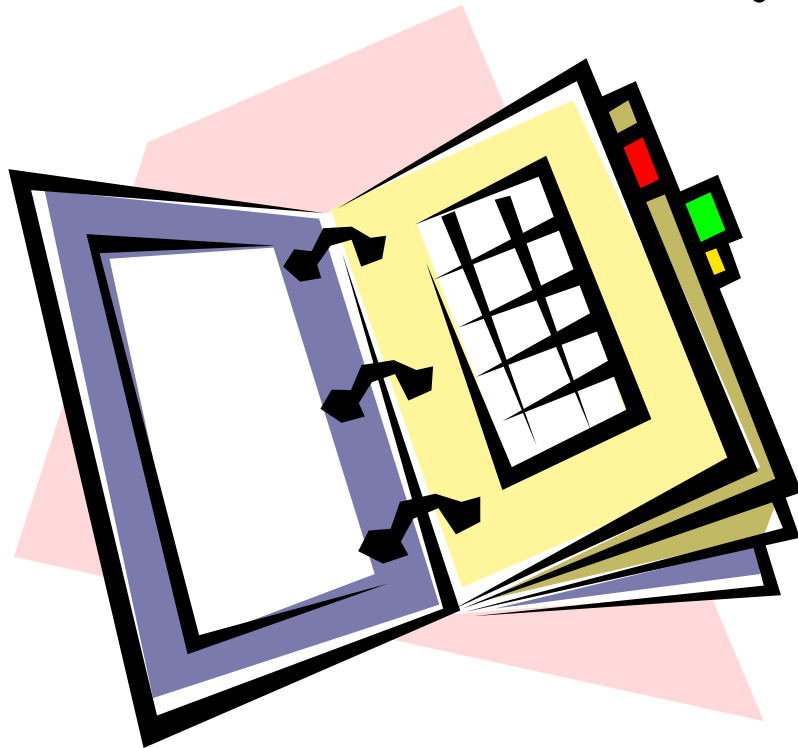
- Totals for contributing manufacturers will be provided
- An estimate for non-contributing manufacturers will be made based on contributed information
- The sum of these will be the total market

Data Reported



- For each product type and category the following will be reported
 - Sales in units and dollars
 - Average selling price
 - Bookings in units and dollars
 - Average booking price
 - Book-to-Bill ratios in units and dollars
 - Average Booking to Selling price ratios

Data Reported



- Trends and comparisons
 - Data will be graphed covering the trailing 4 quarters
 - Data will be compared to previous quarter and prior year quarter, once it is available
 - YTD data will be compared to prior YTD data

Individual Manufacturer Information is Not Reported



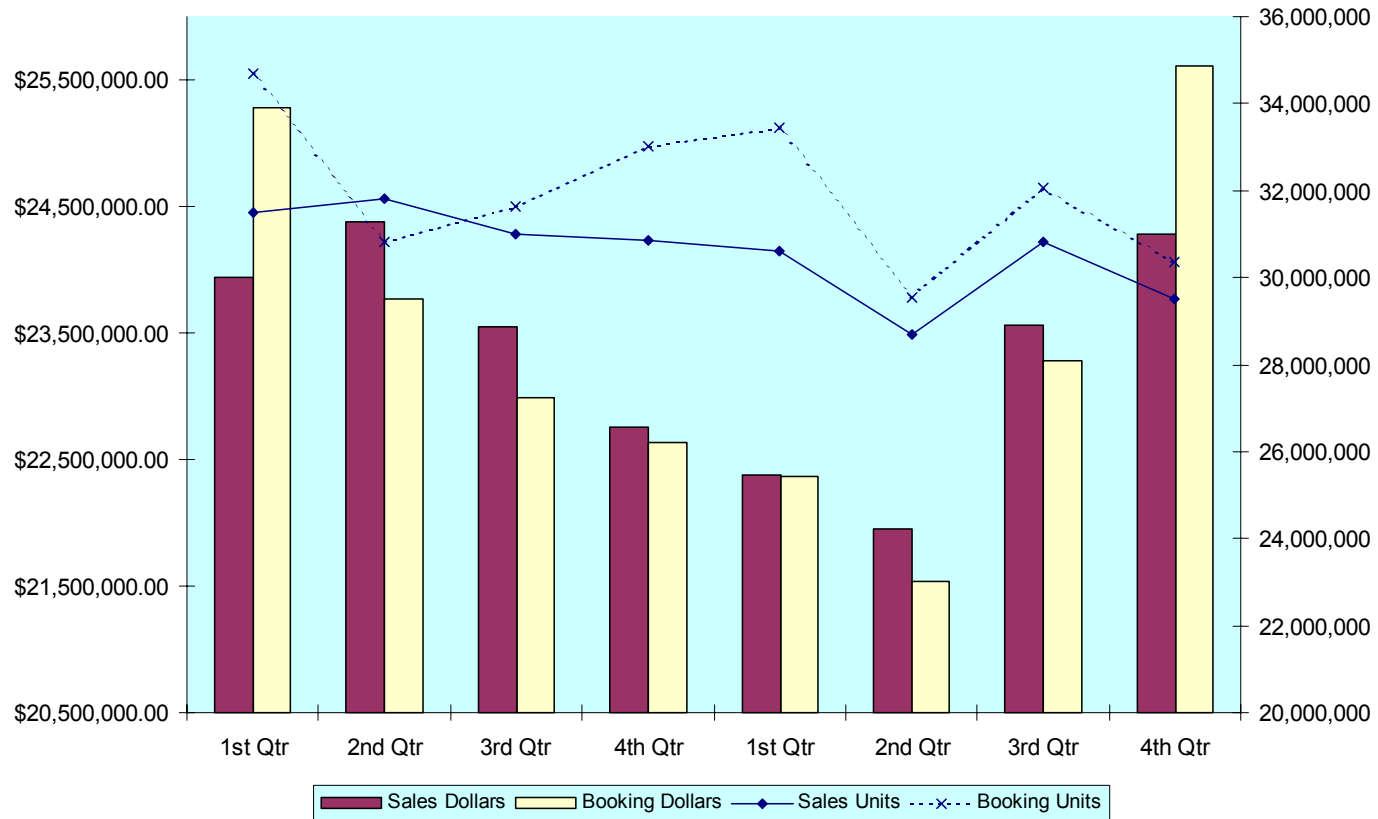
Three Editions to Cover The World

- North America
- Europe
- Asia



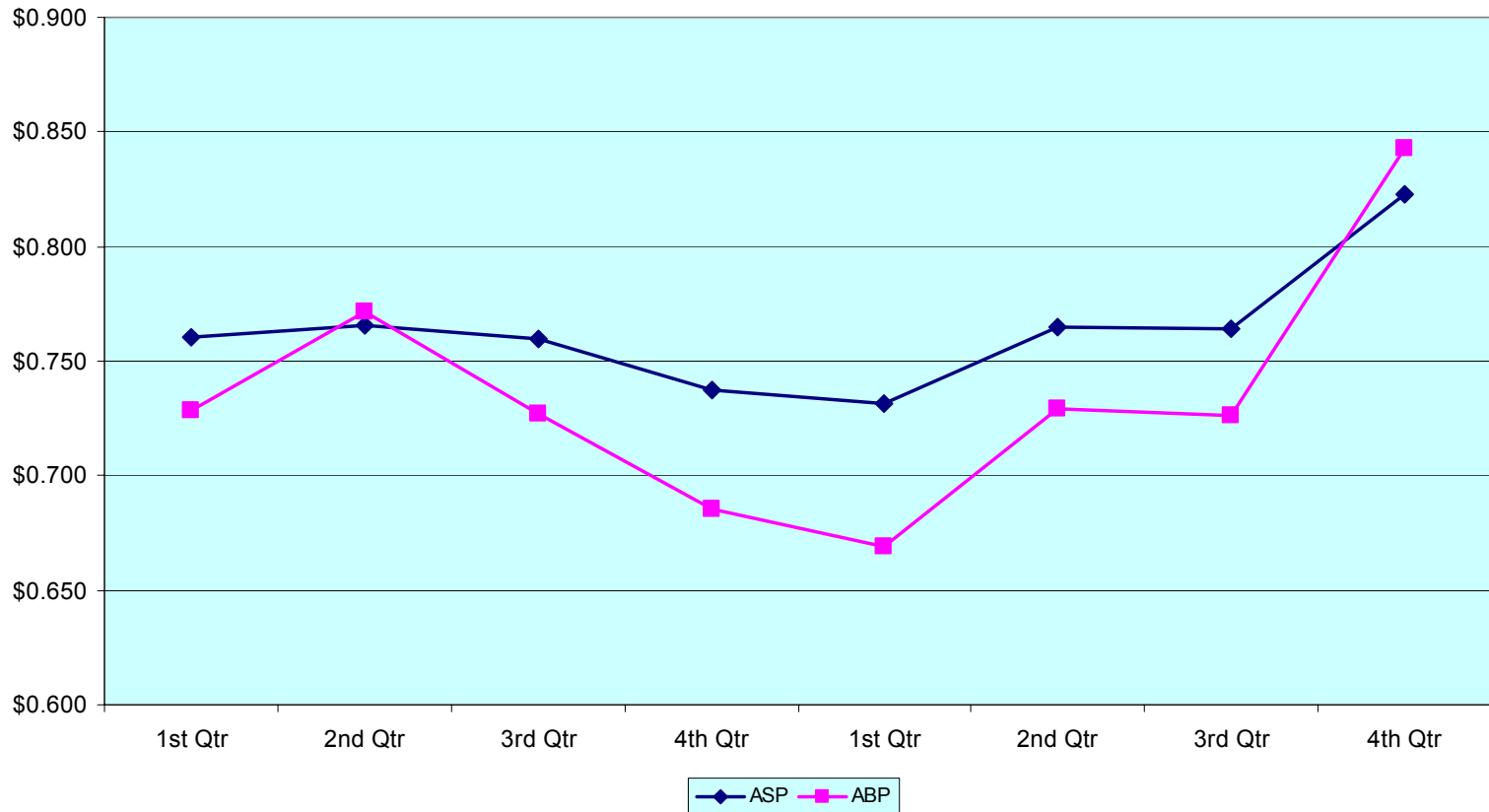
Example Data From “Switch Tracks”

CY 2002/2003 Total Snap Action Switch Sales & Bookings



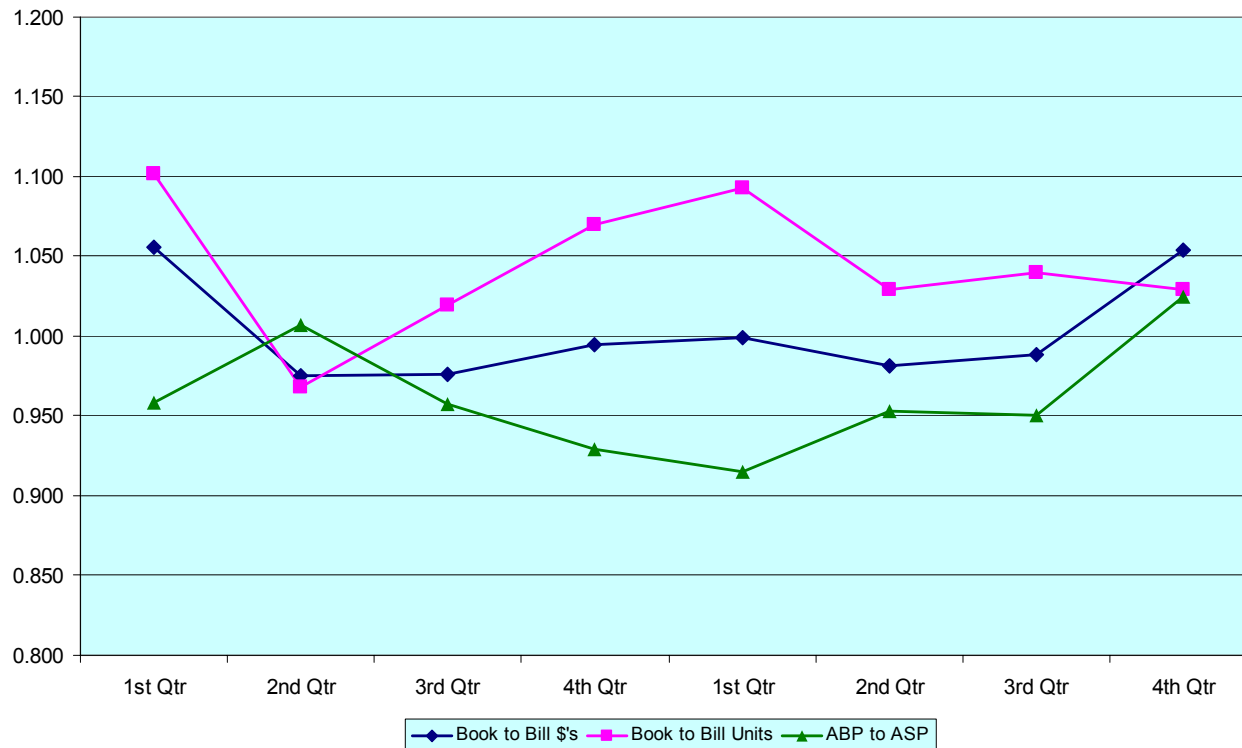
Example Data From “Switch Tracks”

CY 2002/2003 Prices for Total Snap Action Switch Market

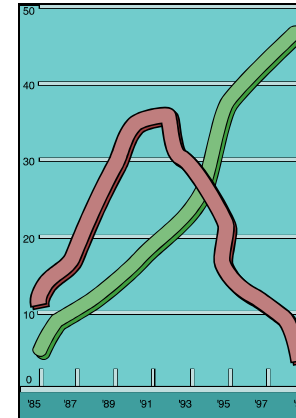
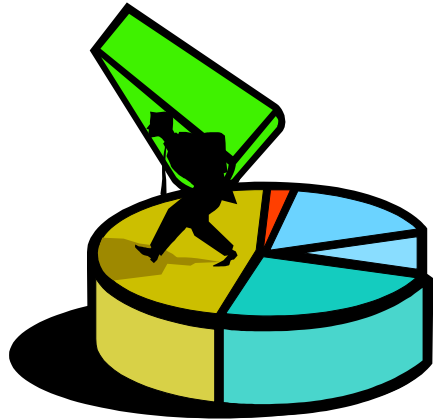


Example Data From “Switch Tracks”

CY 2002/2003 Ratios for Total Snap Action Switch Market



Benefits of Market Metrics



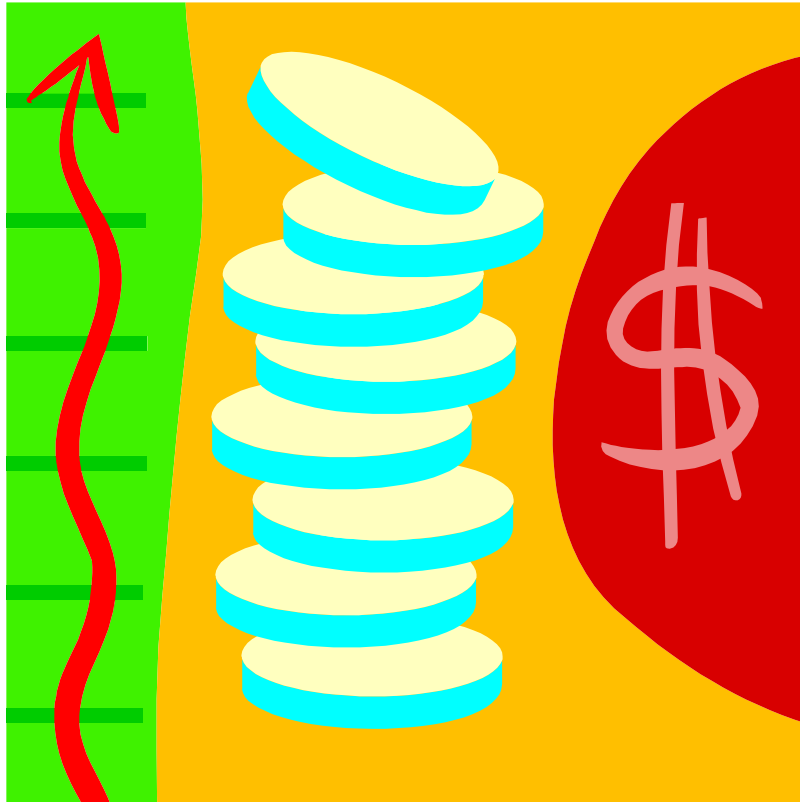
- A manufacturer can define their position in the market
- Define trends in the market

Benefits of Measuring Market Share

- Know your company's share position in the market
- Is it improving or declining by product category
- Where are improvements needed



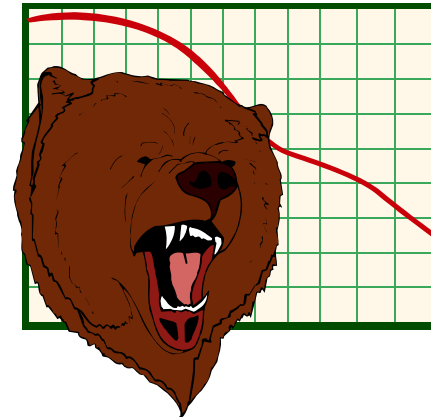
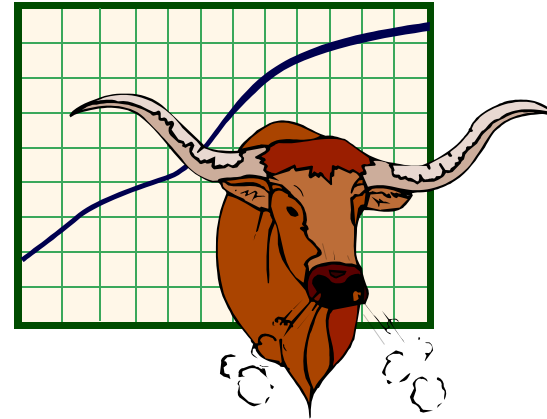
Benefits of Measuring Average Selling & Booking Prices



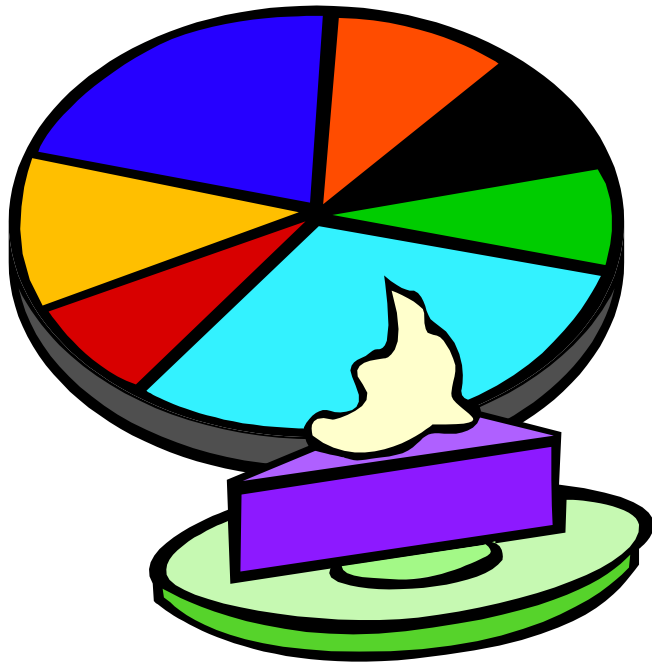
- Does your company have the desired price position in the market?
- How much do prices or costs need to be adjusted to attain the desired position?
- Manage margins

Benefits of Measuring Book-To-Bill Ratios

- Establish if your company shows the same short-term growth prospects as the market



Benefits of Measuring Relative Size and Performance of Relay Categories



- Is your company participating in the right product categories
- Look for categories that are more attractive or eliminate categories that become unattractive

Benefits of Measuring End-User Market Segment Size by Product Category

- Is your company reaching the desired market segments
- Decide where sales and marketing efforts should be emphasized or de-emphasized



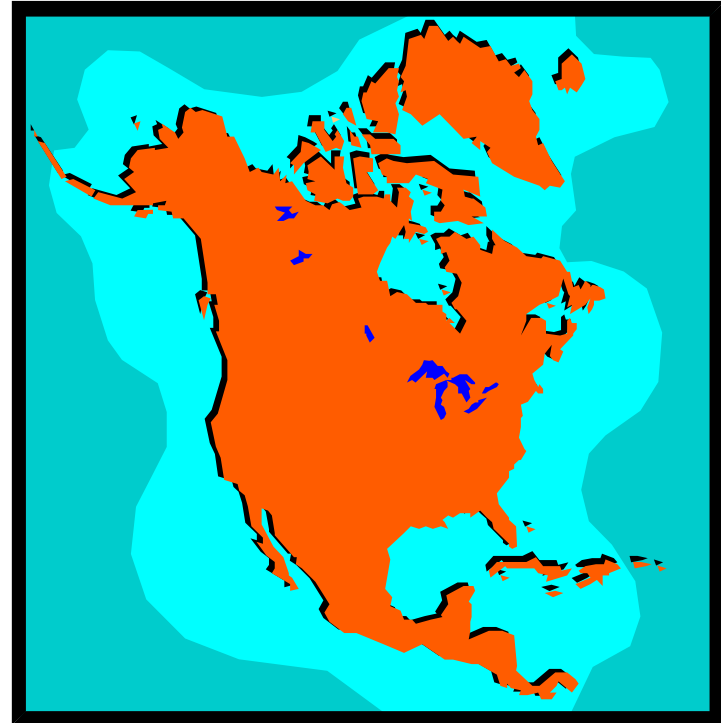
Benefits of Knowing Sales Channels Used in The Relay Market Place



- Find out what sales channels are being utilized in the switch market and compare it to those used by your company

Benefits of Measuring Geographic Market Size

- Managing your company's sales efforts
- What territories are over or under-performing



Other Information Reported



- Reports on “hot topics” in the switch market
- Summary of switch manufacturers press releases issued in the previous quarter

Switch Tracks

Timely, Accurate and Insightful Analysis of the Component Switch Market



The most timely, accurate and insightful information available to help manage and grow your companies component switch business.