



## **Himax Technologies Retains MZ Group as Its Investor Relations Advisor**

**TAINAN, Taiwan, Jan. 3, 2012** – Himax Technologies, Inc. (Nasdaq: HIMX) (“Himax” or “Company”), a leading supplier of consumer electronic semiconductors, today announced the Company has retained MZ Group as its investor relations advisor.

MZ will assist Himax with corporate communications, investor and shareholder outreach, and investor relations technologies while building a strong public brand and expanding its investor base. John Mattio, Senior Vice President of MZ North America in New York, and MZ Group executives will be advising the Company in all facets of corporate and financial communications.

“We selected MZ Group to help us achieve our strategic goals of increasing our exposure and communications to the various financial centers where MZ has dedicated offices and staff,” said Jordan Wu, Chief Executive Officer of Himax. “With a clear vision, a diverse and growing customer base, and several new technologies and products launching in 2012, Himax’s management and employees are very excited for the year ahead. Frequently reporting our growth and successes will be one of such strategies for the new year in addition to our core investor relations strategy of continually providing returns to our shareholders.”

“Himax is an exciting global growth story in high-growth sector consumer and mobile devices,” said Ted Haberfield, Managing Partner of MZ Group North America. “The Company regularly introduces compelling products into new verticals such as smartphones, mobile gaming, personal computing and tablets through leading consumer electronics and computing brands worldwide. With facilities in Taiwan, China, Japan, South Korea, Taiwan and the U.S. and a growing global customer base, Himax will leverage its technology expertise and low-cost production base to generate substantial cash flows. Himax is also unique in the semiconductor industry as they are one of a very select group of companies that provides returns to shareholders with a dividend. The combination of promising growth potential along with a strong yield on the dividend positions Himax as an attractive international investment.”

### **About Himax Technologies, Inc.**

Himax Technologies, Inc. (NASDAQ: HIMX) is a fabless semiconductor solution provider dedicated to display image processing technologies. Himax is a worldwide market leader in display driver ICs and timing controllers used in TVs, laptops, monitors, mobile phones, tablets, digital cameras, car navigation, and many other consumer electronics devices. Additionally, Himax designs and provides controllers for touch sensor displays, LCOS micro-displays used in palm-size projectors and head-mount displays, LED driver ICs, power management ICs, and chipsets for TVs and monitors. The company also offers digital camera solutions, including CMOS image sensors and wafer level optics, which are used in a wide variety of applications such as mobile phone, tablet, laptop, TV, PC camera, automobile, security and medical devices. Founded in 2001 and headquartered in Tainan, Taiwan, Himax currently employs 1,500 people from three Taiwan-based offices in Tainan, Hsinch and Taipei and country offices in China, Korea, Japan and the US. With more than 1,200 patents in three continents on its technologies, Himax has retained its position as the leading display image processing semiconductor solution provider to consumer electronics brands worldwide.

<http://www.himax.com.tw>

### **Forward-Looking Statements:**

Factors that could cause actual events or results to differ materially include, but not limited to, general business and economic conditions and the state of the semiconductor industry; market acceptance and competitiveness of the driver and non-driver products developed by the Company; demand for end-use applications products; reliance on a small group of principal customers; the uncertainty of continued success in technological innovations; our ability to develop and protect our intellectual property; pricing pressures including declines in average selling prices; changes in customer order patterns; changes in

estimated full-year effective tax rate; shortages in supply of key components; changes in environmental laws and regulations; exchange rate fluctuations; regulatory approvals for further investments in our subsidiaries; our ability to collect accounts receivable and manage inventory; the uncertainty of success in our Taiwan listing plan which is still under review by Taiwan regulatory authorities and subject to change due to, among other things, changes in either Taiwan or U.S. authorities' policies and Taiwan regulatory authorities' acceptance of the Company's Taiwan listing application and other risks described from time to time in the Company's SEC filings, including those risks identified in the section entitled "Risk Factors" in its Form 20-F for the year ended December 31, 2010 filed with the SEC on May 20, 2011, as may be amended

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