



Himax Technologies, Inc. Strengthens Investor Relations Program

TAINAN, Taiwan – July 01, 2014 – Himax Technologies, Inc. (Nasdaq: HIMX) (“Himax” or “Company”), a leading supplier and fabless manufacturer of display drivers and other semiconductor products, today announced the hiring of IRTH Communications as its new investor relations firm. Scott Powell will serve as HIMX’s account manager.

"We are pleased to begin working with IRTH Communications and Scott Powell," began Mr. Jordan Wu, President and Chief Executive Officer of Himax Technologies, Inc. "Scott’s 15 years of capital markets experience, institutional and retail investor relationships, and strategic communications experience in guiding public companies will be an asset to Himax. We look forward to working with Scott and the entire IRTH team as we continue to execute our growth plan and business objectives," concluded Mr. Wu.

Scott Powell, Senior Vice President at IRTH Communications, stated, "We are very pleased to have been selected by Himax Technologies as its investor relations advisor to continue raising the Company's profile within the capital markets. We look forward to working with Company management to communicate its business model and growth prospects to interested investors."

About Himax Technologies, Inc.

Himax Technologies, Inc. (HIMX) is a fabless semiconductor solution provider dedicated to display imaging 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-mounted displays, LED driver ICs, power management ICs, scaler products for monitors and projectors, tailor-made video processing IC solutions and silicon IPs. 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 over 1,600 people from three Taiwan-based offices in Tainan, Hsinchu and Taipei and country offices in China, Korea, Japan and the US. Himax has 2,287 patents granted and 953 patents pending approval worldwide as of March 31, 2014. Himax has retained its position as the leading display imaging 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 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, 2013 filed with the SEC, as may be amended.

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