



Himax Technologies Retains MZ Group as its Investor Relations Advisor

TAINAN, Taiwan – October 24, 2016 – Himax Technologies, Inc. (Nasdaq: HIMX) (“Himax” or “Company”), a leading supplier and fabless manufacturer of display drivers and other semiconductor products, today announced the appointment of MZ Group at the Company's US-based investor relations firm.

“From 2012 through 2014, we had the opportunity to work with MZ during a period of strong growth for our company and shareholders,” began Jordan Wu, President and CEO of Himax Technologies. “During our previous engagement, we appreciated the breadth and depth of their capital markets expertise and we look forward to leveraging this experience once again. We are confident that MZ is the right investor relations partner to help us achieve our strategic goals of increasing our exposure and communications to investment community as a leading global fabless semiconductor solution provider with world leading visual imaging processing technologies, a diversified product mix and growing customer base.”

“We are pleased to be re-engaging with Himax at an important point in the Company’s evolution,” said Ted Haberfield, President of MZ Group North America. “Since our time with them, the Company has experienced impressive growth in both its driver and non-driver businesses. This momentum is the direct result of the Company’s successful multi-year plan to diversify its product portfolio and customer base with innovate new technologies, especially within the booming AR/VR sector. We look forward to working closely with management to continually communicate the Company's operations and growth prospects to investors worldwide.”

Greg Falesnik, Managing Director for MZ North America, will serve as Himax’s account manager in the United States.

About Himax Technologies, Inc.

Himax Technologies, Inc. (Nasdaq: 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, virtual reality (VR) devices and many other consumer electronics devices. Additionally, Himax designs and provides controllers for touch sensor displays, in-cell Touch and Display Driver Integration (TDDI) single-chip solutions, LED driver ICs, power management ICs, scaler products for monitors and projectors, tailor-made video processing IC solutions, silicon IPs and LCOS micro-displays for augmented reality (AR) devices and head-up displays (HUD) for automotive. 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, medical devices and Internet of Things. Founded in 2001 and headquartered in Tainan, Taiwan, Himax currently employs around 2,100 people from three Taiwan-based offices in Tainan, Hsinchu and Taipei and country offices in China, Korea, Japan and the US. Himax has 2,878 patents granted and 480 patents pending approval worldwide as of June 30th, 2016. 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, 2015 filed with the SEC, as may be amended.

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