

ADVANTEST[®]

continues to rally customer satisfaction

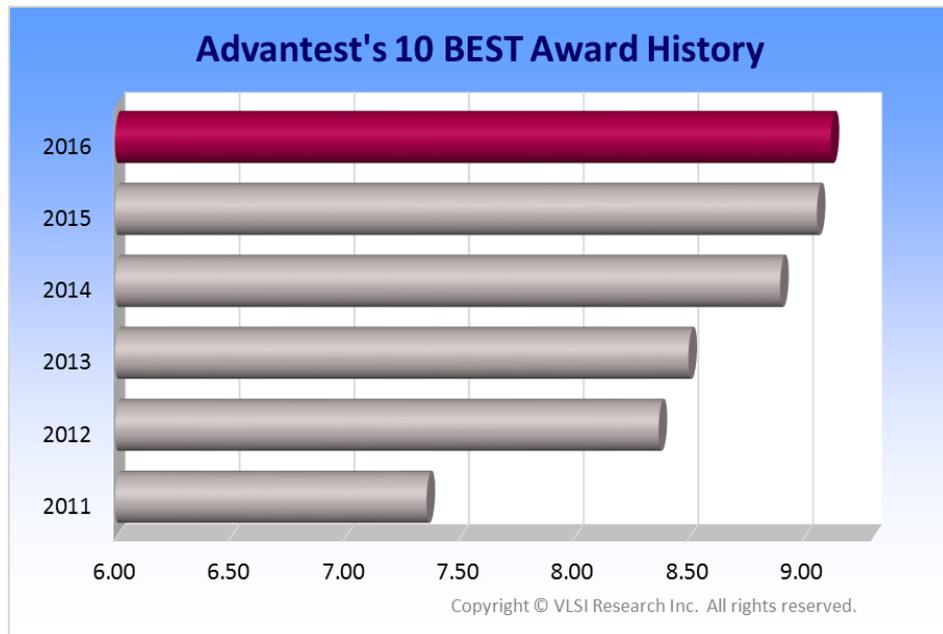
VLSIresearch Customer Satisfaction Survey 2016





Advantest Earns 28th Consecutive Ranking as a Top IC Test Equipment Supplier

- A leading producer of automatic test equipment (ATE), Advantest continues to increase its customer satisfaction rating
 - Continual improvement each of the past six years
- Multi decade appearance in VLSIresearch's 2016 10 BEST Large Suppliers of Chip Making Equipment
- Advantest's sustained success provides an ideal example of how customers benefit from working with a company so deeply committed to R&D and continued innovation



Advantest's Approach to Customer Satisfaction

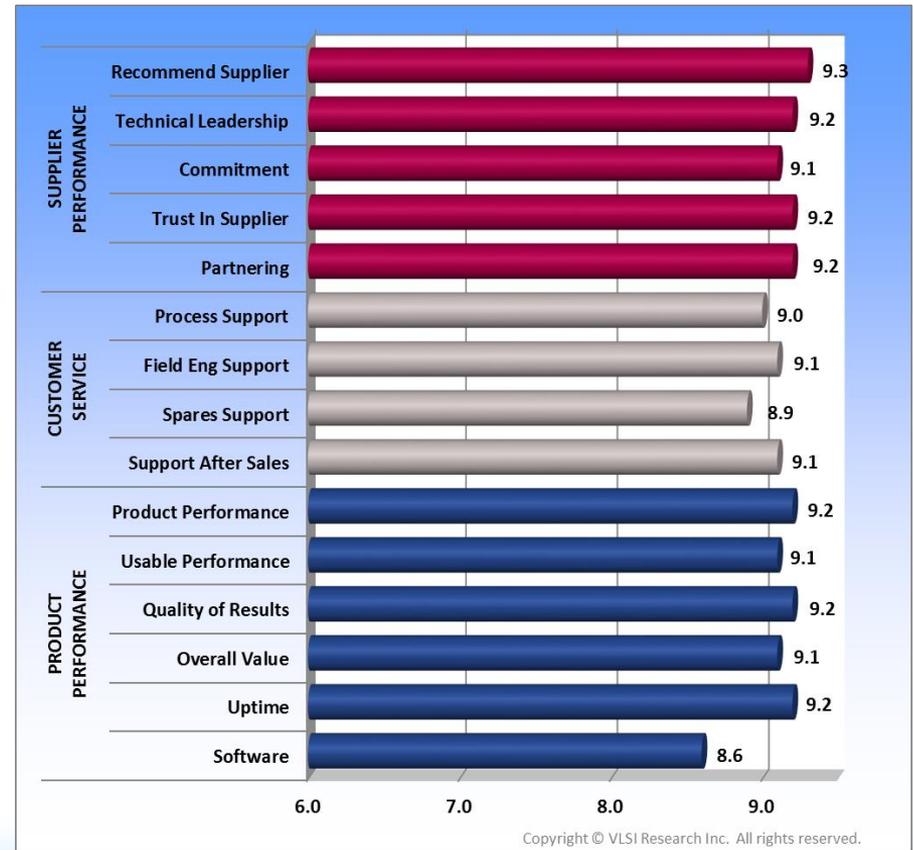
- Advantest is a trusted supplier of test solutions
 - Diverse customers in SOC, MPU, and memory markets
 - Extraordinary capabilities to partner with different customers in Fabless, IDM, and OSAT space
 - Integrates varying customer demands into its platforms
- Extraordinary global engineering capability
 - Driven product and application engineering as well as customer service
 - Focus on solving customer problems
 - Creates high customer trust in Advantest
- Excellent products and operations at all levels create strong foundation for consistent customer satisfaction leadership



What Customers Like about Advantest

- Improves ratings in 3 rating categories¹
- Earns highest rating of all 10 BEST *Large Chip Making Equipment Suppliers* in
 - *partnering*
 - *uptime*
- Achieves its highest scores in
 - *recommend supplier*
 - *technical leadership*
 - *trust in supplier*
 - *partnering*
 - *product performance*
 - *quality of results*
 - *uptime*

¹ Overall value replaced cost of ownership in 2016



What Customers are Saying

- Highly valued partner with decades of commitment to customers
 - Focus on long-term view to support the customer
 - Highest priority on customer success
- Strong customer relationships across all levels of operations
 - Capability to drive relationships and support throughout the organizations
- Exceptional products
 - Leading technical capabilities and high productivity systems
 - Reliability engineered into the system
- Excellent service & support

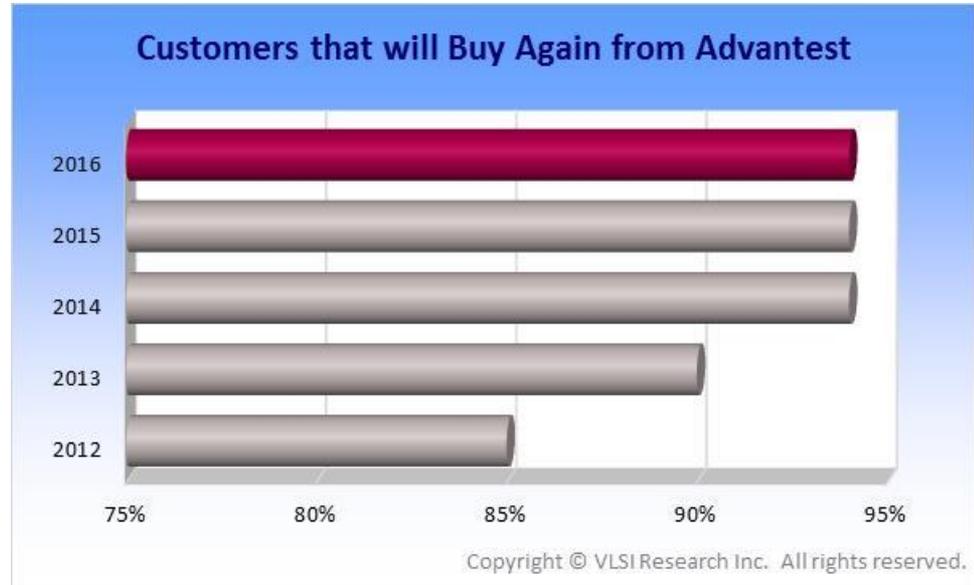
Customer comments:

- *Advantest has great innovation, quality, and reliability.*
- *Continuously received excellent service and support from Advantest.*
- *This tool has performed well for us, allowing us to concentrate on our product.*
- *Good relationship and strong partnership.*
- *The supplier's overall commitment to support our needs is excellent! Supplier has both the commitment and the capability to be there as-and-when needed. They have a pool of technical experts on the T2000 tester which we can depend on from time to time. They in fact provided an in-house field service engineer working with our test engineers for issues that our team cannot resolve. This was the promise they made and they fulfilled this.*
- *Advantest has always been providing quality products and great services consistently. One of my best vendors!*
- *Overall they have provided excellent applications support to our team, flexible in their negotiations, always thinking the best for their customer.*



Advantest customers stay loyal

- For the last three years 94% of customers have consistently said they will return to Advantest for their equipment needs
 - An improvement of 9% since 2012
 - Quality gains loyalty
- For 28 years, and throughout the life of the survey, Advantest has continued to raise the industry's standards of test excellence



About Advantest

A world-class technology company, Advantest is the leading producer of automatic test equipment (ATE) for the semiconductor industry and a premier manufacturer of measuring instruments used in the design and production of electronic instruments and systems. Its leading-edge systems and products are integrated into the most advanced semiconductor production lines in the world. The company also focuses on R&D for emerging markets that benefit from advancements in nanotech and terahertz technologies, and has introduced multi-vision metrology scanning electron microscopes essential to photomask manufacturing, as well as groundbreaking 3D imaging and analysis tools. Founded in Tokyo in 1954, Advantest established its first subsidiary in 1982, in the USA, and now has subsidiaries worldwide.

www.advantest.com

About VLSIresearch

VLSIresearch is an award-winning provider of market research and economic analysis on the technical, business, and economic aspects within semiconductor, nanotechnology, and related industries. VLSIresearch provides intelligence for faster and better decision making in the areas of semiconductors, photovoltaics, LEDs, manufacturing, materials, and critical subsystems. VLSIresearch was founded in 1976.

www.vlsiresearch.com

About the VLSIresearch 2016 Customer Satisfaction Survey

VLSIresearch received feedback from more than 95% of the chip market and 80% of subsystems customers for this year's survey. The survey spans two and half months and covers five languages. Worldwide participants were asked to rate equipment suppliers among fifteen categories based on three key factors: supplier performance, customer service, and product performance. 3,619 surveys were returned, resulting in 54,282 total responses.

The VLSIresearch annual Customer Satisfaction Survey is the only publicly available opportunity since 1988 for customers to provide feedback for suppliers of semiconductor equipment and subsystems. The 10 BEST, THE BEST, and RANKED 1st awards provide special recognition to suppliers that are rated highest by their customers.

10 BEST awards recognize each *chip making equipment supplier* as a whole, regardless of product type:

- Fab, Test, and Assembly equipment ratings are grouped together for an overall rating for each supplier
- Each supplier is then listed in one of two categories based on a three-year average of total revenues for all its market segments: **Large** and **Focused**

THE BEST awards recognize the more detailed markets:

- **Fab, Test, Assembly equipment, and Subsystems**

RANKED 1st awards place special distinction on suppliers that achieve the highest rating from customers in any survey category, including:

- **10 BEST** and **THE BEST**
- Specialized areas such as: **CMP, Deposition, Etch & Clean, Implant, Lithography, Process Diagnostics, Specialty Fab, and Subsystems**

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