



Investor Presentation

January 2012



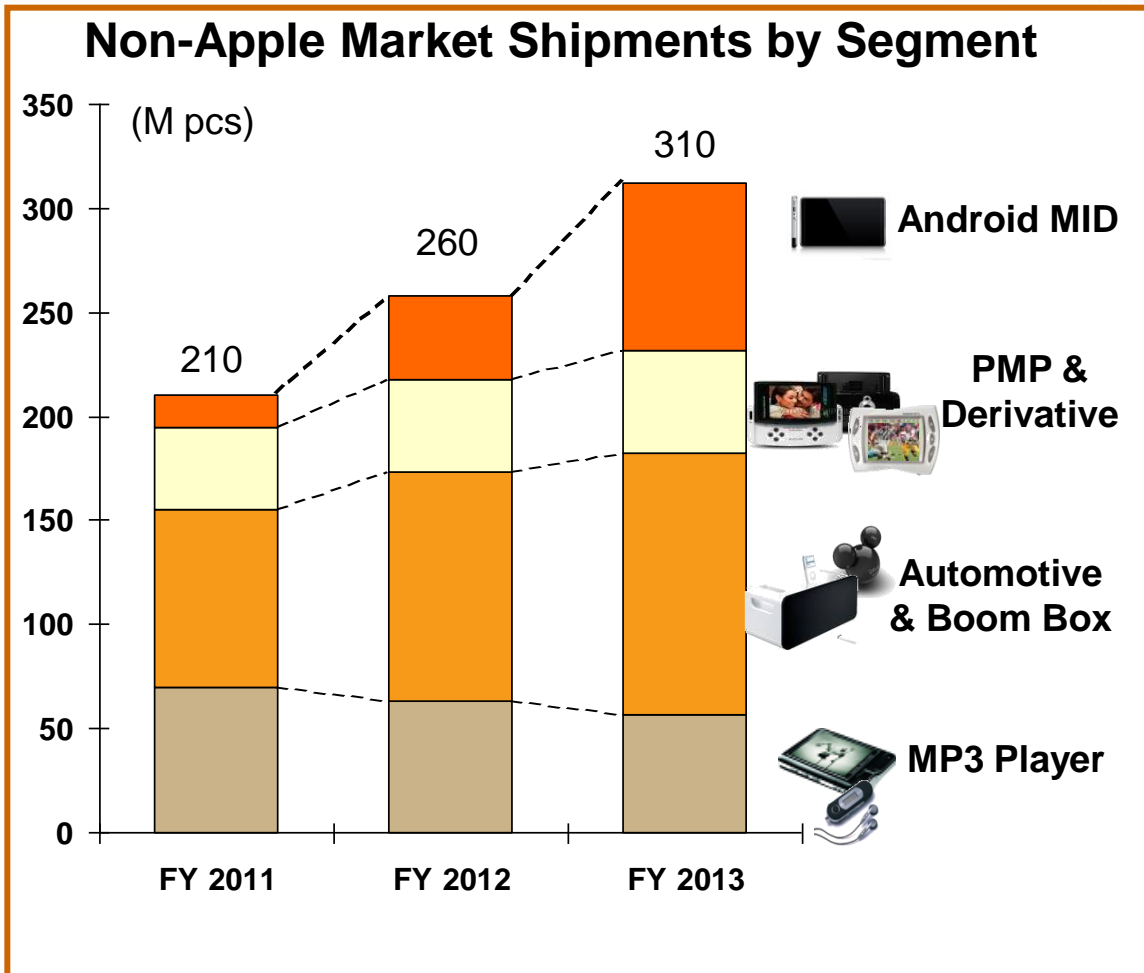
Safe Harbor Statement

Statements contained in this release that are not historical facts are forward-looking statements, as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements include statements concerning signs of positive indicators in the industry for next year, growth in the market driven by continued proliferation of applications within the PMP market and incremental rebound of overall demand for these products, Actions Semiconductor's belief that it is positioned to capture some upside from these trends, and Actions Semiconductor's future expectations with respect to revenue, gross margin, operating expenses and share-based compensation expense. Actions Semiconductor uses words like "believe," "anticipate," "intend," "estimate," "expect," "project" and similar expressions to identify forward-looking statements, although not all forward-looking statements contain these words. These forward-looking statements are estimates reflecting current assumptions, expectations and projections about future events and involve significant risks, both known and unknown, uncertainties and other factors that may cause Actions Semiconductor's actual performance, financial condition or results of operations to be materially different from those suggested by the forward-looking statements including, among others, customers' cancellation or modification of their orders; our failure to accurately forecast demand for our products; the loss of, or a significant reduction in orders from, any of our significant customers; fluctuations in our operating results; our inability to develop and sell new products; defects in or failures of our products; the expense and uncertainty involved in our customer design-win efforts; the financial viability of the distributors of our products; consumer demand; worldwide economic and political conditions; fluctuations in our costs to manufacture our products; our reliance on third parties to manufacture, test, assemble and ship our products; our ability to retain and attract key personnel; our ability to compete with our competitors; and our ability to protect our intellectual property rights and not infringe the intellectual property rights of others. Other factors that may cause our actual results to differ from those set forth in the forward-looking statements contained in this press release and that may affect our prospects in general are described in our filings with the Securities and Exchange Commission, including our most recently filed Forms F-1, 20-F and 6-Ks. Other unknown or unpredictable factors also could have material adverse effects on Actions Semiconductor's future results, performance or achievements. In light of these risks, uncertainties, assumptions and factors, the forward-looking events discussed in this press release may not occur. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date stated, or if no date is stated, as of the date of this press release. Except as required by law, Actions Semiconductor undertakes no obligation and does not intend to update or revise any forward-looking statement to reflect subsequent events or changed assumptions or circumstances.

Investment Highlights

- **Market Leader in Traditional Portable Multimedia SOC**
 - Market leader for non-apple portable audio product
 - Market leader in portable video player with gaming and video capturing
 - Rapid market share growth in automotive audio and boom box market
 - Rapid market share growth in HD PMP market
- **Strong Focus and Rapid Penetration in Mobile Internet Enabled Multimedia Market**
 - The best total cost solution for entry level multimedia tablet coming in Q2'12 → “Real” sub-US\$100 retail price for 7” captive tablet (FOB China sub US\$50)
 - Leverage solution for other mobile internet device applications
- **Strong Financials**
 - Positive operating cash flow with over \$220.6M net cash (\$3.19 per share)
 - Prudent cash management
 - Long term share repurchase program

Strong Position in Growing Markets



Source: Company estimates

Strength

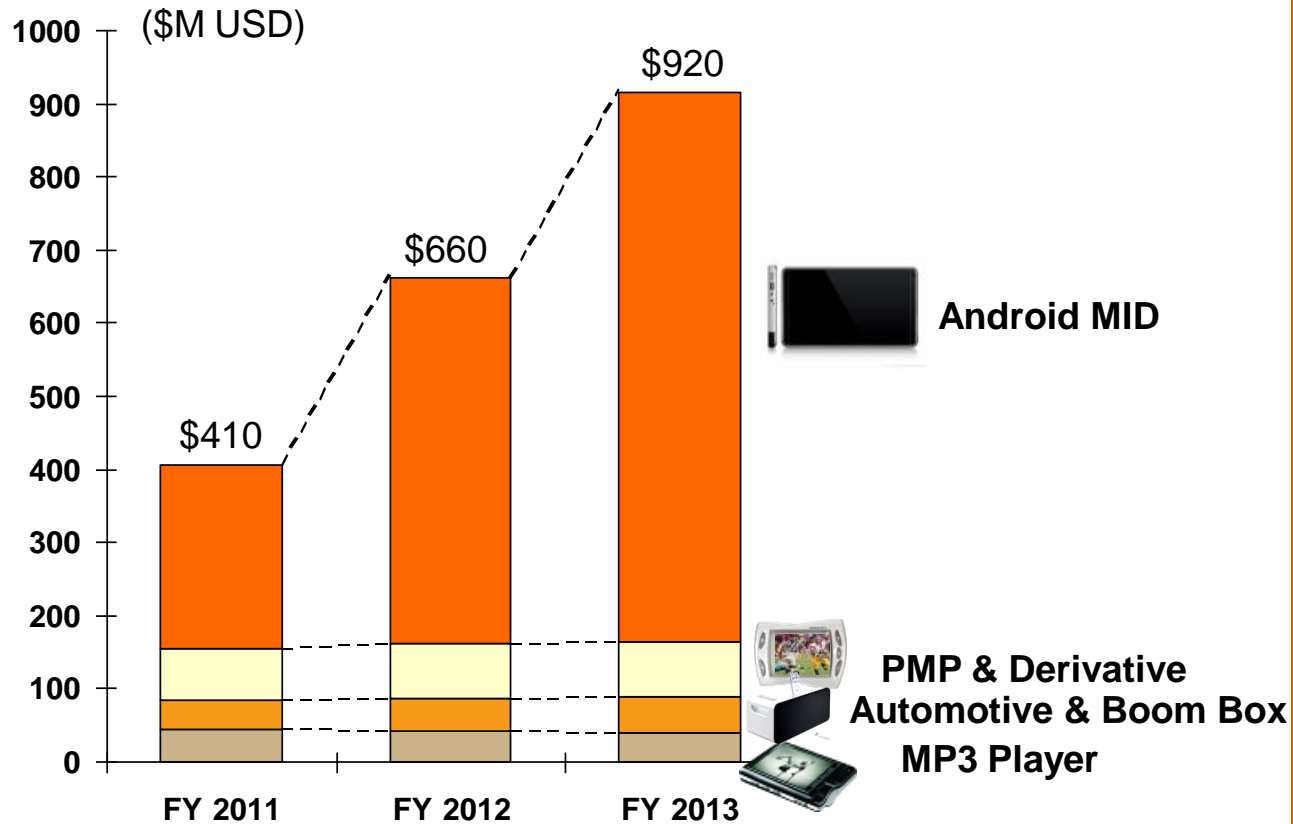
- 70%+ market share in color display segments
- Leading position(70%+) in mainstream/high-end Automotive Audio/Boom Box
- 70% market share in QVGA /D1 PMP segments
- 45%+ market share from QVGA MP4/D1 PMP/HD PMP

Potential

- Rapid growth in HD PMP
- Continued solid growth in Automotive/Boom Box
- Rapid growth in emerging markets

Expanding Total Available Market

Non-Apple Market TAM for Actions' Products by Segment



Source: Company estimates

Mobile Internet—The big trend giving new life to portable multimedia devices

● Connectivity Brings New Life

- Tablet
- Blue Tooth or Wi-Fi enabled MP3
- Blue Tooth or Wi-Fi enabled Boom Box
- Streaming video player



● Everything Gets Smarter

- Smart phone
- Smart audio and video player
- Smart TV



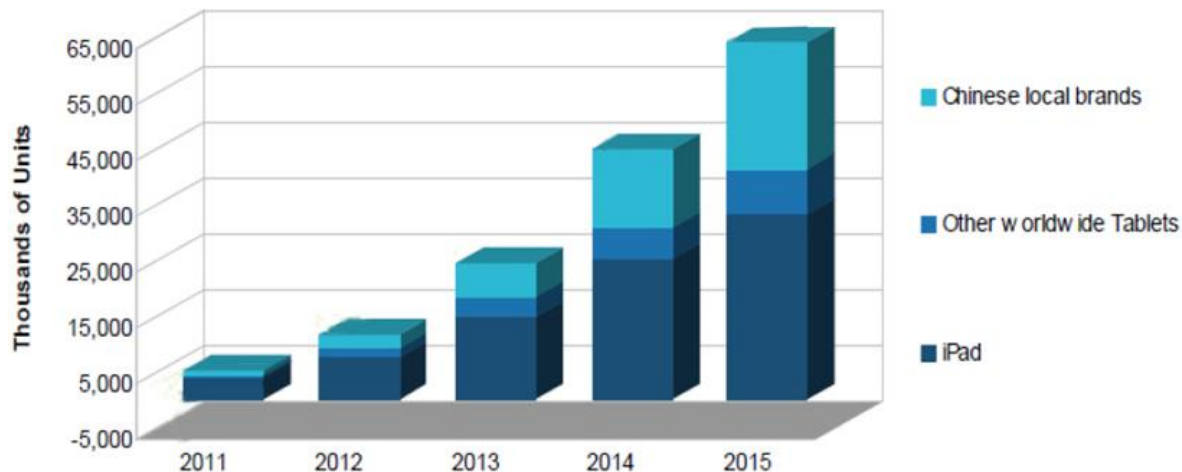
Strong Potential in Tablet Market

- Global Market Opportunity

2011-2015 Global market forecast by Gartner (Million)					
	2011	2012	2013	2014	2015
Media Tablet	69.1	114.6	169.7	235.7	318.3

- China Market Opportunity

China Tablet Market Forecast by Brands, 2011-2015

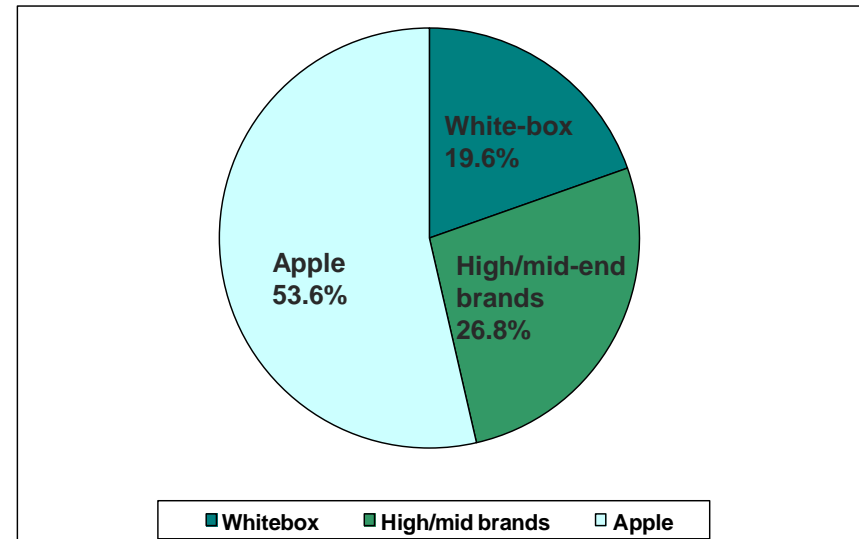


combinedfooter

Source: IHS iSuppli | November 2011

Opportunity in Entry and Mainstream Tablet Market

- Displaysearch: White-box tablet OEM shipped 10.6% in Q1'11(DS's white box tablet = low-end brands and white brands)
- China Tablet players estimation: low/med-end tablet players can ship 150M units until 2015



Data Source: Displaysearch

Three Mobile Product Platforms



Mobile Audio

Mobile Video and Gaming

Centric Position in Value Chain

Upstream Partnerships →
Cost Advantage

Downstream Development Ecosystem →
Better Time to Market and Pricing Power

Foundry

- Hejian
- UMC

Assembly & Test

- SPIL
- NT-Fujitsu



Software Design Houses

- Dozens of China-Based designers

VARs

- 30+ China focus resellers
 - GMI
 - WPI
 - Uppo
- 900+ Actions-focused application developers

Manufacturers

- 100's of China-based players (ShenZhen Inc.)

Customers

- Global & Regional OEMs
 - Newman
 - Onda
 - Unibit
 - Aigo
 - Disney
 - iRiver
 - Coby
 - LG
- Importers

Actions' Near Term Focus and Plan

● Global Business Development

- For Non- Apple MP3 market, Actions owns 40% overall market share and 60% global OEM market share
- PMP products rapidly penetrating emerging markets via distributors and local branding partners in China, South America, EU & US
- Boom Box products winning over China large branding customers and start to penetrate international branding customers in 2012

● Tablet Business Progress

- Target for launching the 1.2GHZ CPU based solution for “Real” sub-\$100 7” Tablet (FOB China sub-\$50) market in Q2’12

● Advanced Process Technology Roadmap

- Launch of 55nm technology volume production 1Q’12
- Aggressively moving toward 40LP and 28LP advanced process in 2013 for mobile internet products

Strong Financials & Investments

● Healthy Financial Position

- \$220.6 million in net cash, with positive operating cash flow since IPO
- Low risk asset allocation: 80%+ in RMB cash, highly liquid, principle-guaranteed by China's state-owned financial institutions

● M&A Activities

- In-house VC, coupled with external Private Equity partners, to identify synergetic targets based in China and Taiwan

Share Repurchase Program

- **Significant Progress**

- As of December 31, 2011, \$41.4 million invested to repurchase 17.7 million ADSs

- **Top Priority for the Company**

- Create long-term shareholder value
- Open to all possible ways of optimizing long-term buyback costs

Solid Balance Sheet

(US\$ Million)	12/31/'11	9/30/'11
Total assets	309.1	308.2
Shareholders' equity	278.3	278.2
Net cash *	220.6	222.8
Net cash per share *	\$3.19	\$3.20

* Includes cash & cash equivalents and marketable/trading securities

Income Statement

(US\$ Million)	4Q'11	3Q'11	2Q'11
Revenue	\$12.3	\$15.3	\$10.5
Gross profit	\$4.6	\$6.2	\$4.0
<i>Gross margin</i>	<i>37.6%</i>	<i>40.6%</i>	<i>37.9%</i>
Net Income/(Loss)	\$(0.11)	\$2.6	\$0.5
Earnings per ADS	\$0.00	\$0.04	\$0.007

2012 Strategic Initiatives

- Ramping new products for advanced applications in Android MID, tablet, game, TV box, HD PMP w/DV
- Completing product portfolio in fast growing segments, e.g., boom box, automotive
- Enhancing R&D capability by organic growth and M&A
- Continuing cost reductions & technology migration
- Expediting share repurchase
- Managing cash prudently



Thank You