

SILICON STORAGE TECHNOLOGY INC  
Form DEFA14A  
March 16, 2010

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**SCHEDULE 14A**

**Proxy Statement Pursuant to Section 14(a) of the**  
**Securities Exchange Act of 1934**

**(Amendment No. )**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

**SILICON STORAGE TECHNOLOGY, INC.**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

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- (2) Aggregate number of securities to which transaction applies:
  
  
  
  
  
  
  
  
  
  
- (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
  
  
  
  
  
  
  
  
  
  
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**Explanatory Note**

Attached is a presentation given by Silicon Storage Technology, Inc. to RiskMetrics Group on March 16, 2010.

Silicon Storage Technology, Inc.  
Silicon Storage Technology, Inc.  
[www.SuperFlash.com](http://www.SuperFlash.com)  
Overview of SST Proposed Sale to Microchip  
March 16, 2010

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Forward-Looking Information Is Subject to Risk & Uncertainty

Statements about the expected timing, completion and effects of the proposed merger, and all other statements in this presentation other than historical facts, constitute forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The audience is cautioned not to place undue reliance on these forward-looking statements, each of which is qualified in its

entirety by reference to the following cautionary statements.

Forward-looking statements speak only as of the date hereof and are based on current expectations and involve a number of assumptions, risks and uncertainties that could cause actual results to differ materially from those projected in the forward-looking statements. A number of the matters discussed herein that are not historical or current facts deal with potential future circumstances and developments, in particular, whether and when the transactions contemplated by the merger agreement will be consummated. The discussion of such matters is qualified by the inherent risks and uncertainties surrounding future expectations generally, and also may materially differ from actual future experience involving any one or more of such matters.

Such risks and uncertainties include: any conditions imposed on the parties in connection with consummation of the transaction described herein; approval of the merger by our shareholders; satisfaction of various other conditions to the closing of the transactions described herein; and the risks that are described from time to time in our reports filed with the SEC, including our Annual Report on Form 10-K for the year ended December 31, 2008 and our Quarterly Report on Form 10-Q for the quarter ended September 30, 2009.

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Additional Information and Where To Find It

In connection with the proposed merger with Microchip, Silicon Storage Technology, Inc. filed a definitive proxy statement with the Securities and Exchange Commission (the SEC ) on March 1, 2010.

**INVESTORS AND SHAREHOLDERS ARE ADVISED TO READ THE DEFINITIVE PROXY**

STATEMENT AND OTHER RELEVANT DOCUMENTS FILED WITH THE SEC BECAUSE THEY CONTAIN IMPORTANT INFORMATION ABOUT SST AND THE PROPOSED TRANSACTION WITH MICROCHIP. The definitive proxy statement was mailed to Silicon Storage Technology, Inc. shareholders on March 3, 2010. Investors and shareholders may obtain a free copy of these documents and other documents filed by Silicon Storage Technology, Inc. at the SEC's web site at [www.sec.gov](http://www.sec.gov) and at the

Investor section of our website at [www.SST.com](http://www.SST.com). The proxy statement and such other documents may also be obtained for free from Silicon Storage Technology, Inc. by directing such request to Silicon Storage Technology, Inc., Attention: Ricky Gradwohl, 1020 Kifer Road, Sunnyvale, California 94086, Telephone: 408/735-9110.

Silicon Storage Technology, Inc. and its directors and executive officers may be deemed to be participants in

the solicitation of proxies from its shareholders in connection with the proposed merger with Microchip.

Information about Silicon Storage Technology, Inc.'s directors and executive officers is set forth in Silicon Storage Technology, Inc.'s proxy statement on Schedule 14A filed with the SEC on April 30, 2009.

Additional information regarding the interests of participants in the solicitation of proxies in connection with the proposed merger with Microchip is included in the definitive proxy statement with respect to the

proposed merger with Microchip that Silicon Storage Technology, Inc. filed with the SEC on March 1, 2010.



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Microchip Transaction Provides Superior Shareholder Value

Per-Share Consideration:

Total Value

(1)

:

Valuation Premium:

Strategic Buyer:

Transaction Timing:

Merger Agreement Terms:

Estimated Closing Date:

\$3.05 Per Share Cash Offer

No Financing Contingency

\$300.9 Million

64.0%

to \$1.86 (Nov. 12, Prior to Prophet Equity Offer)

45.2%

to \$2.10 (Nov. 13, Prophet Equity Bid)

134.6%

to \$1.30 (52-Week Low, Prior to Prophet Equity Bid)

Microchip Technology, Inc.

Market Capitalization: \$5.2 Billion; Net Cash: \$1.2 Billion

SST Shareholder Vote: April 8, 2010

25.5% of Shareholders Committed to Vote for Highest-Priced Deal

Specific Performance

Straightforward Strategic Cash Merger

No further regulatory or HSR approvals required

(1)

Based on Diluted Shares Outstanding as of 2/28/2010: 98,655,330 and excluding additional 19,148,150 shares issued to Micro

The Microchip transaction is the culmination of a 1½

years-long strategic review process and

extensive go-shop period involving outreach to 145 prospective acquirers

SST's Board believes that Microchip's increased \$3.05 per-share cash offer provides shareholders

with greater and more certain value than any other alternative the Board considered

SST's Board of Directors recommends shareholders vote **FOR**

the \$3.05 Microchip Offer

April 8, 2010

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Involved Parties

Business Description:

Exchange & Ticker Symbol:

Market Capitalization

(1)

:

Date of IPO:

Employees:

NOR and NAND flash  
memory provider

NASDAQ: **SSTI**

\$303.9 Million

November 21, 1995

576

Supplier of microcontroller,  
analog and memory products

NASDAQ: **MCHP**

\$5.2 Billion

March 19, 1993

4,895

(1)

Based on Diluted Shares Outstanding as of 2/28/2010: 98,655,330 and excluding additional 19,148,150 shares issued to Micro

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Company Overview

Company Overview

Small/Micro-Cap company (\$165M NOR Revenue)

#5 Player in NOR Memory Market with 4% Market Share

Continued R&D investment necessary to refresh or diversify outdated product portfolio,

and to support both memory and licensing businesses

Historic product diversification efforts: All-in-One Memory, FlashMate, and Melody Wing product lines (*all ended*)

Historically struggles with profitability; GM ~30% makes R&D difficult to subsidize

Illiquid stock with low trading volume and no research coverage

Public company costs

No manufacturing facilities as opposed to larger competitors

As part of the strategic review process, the Board determined a sale would provide greater and more certain value to shareholders than a liquidation or buyback

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Highly Competitive Market

Large-scale competitors all with fab capabilities

Steadily

declining

ASP;  
SST  
experienced  
ASP  
CAGR  
of  
(20.1%)  
over  
the  
last  
3  
years

Intel and STMicroelectronics exited NOR Flash product line in Mar. 09 with sale of Numonyx (#1 Player, \$1.5B Revenue) to Micron

AMD and Fujitsu also divested NOR Flash product line with formation of **Spansion** (#2

Player, \$1.3B Revenue), which filed for Chapter 11 Mar. 09

Vulnerability to macro trends and volatility

NAND encroaching on high densities (Samsung, SanDisk); intense competition on low densities from Taiwanese players (Macronix, Winbond)

Market Overview



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Process Designed to Maximize Shareholder Value  
Provides Significant Premium to Public Market Valuation

(1)

: 64.0%

-

Premium to Prophet Equity Bid of \$2.10: 45.2%

-

Premium to 52-week low market price of \$1.30: \$134.6%

Thorough Review of Alternatives to Maximize Value: 2008-2010

-

Extensive private sale process (18 financial & 15 strategic potential buyers; Jun. 08

Nov. 09) followed by exhaustive

public go-shop process (86 financial & 59 strategic potential buyers)

-

Considered alternative transactions including buy-side, stock repurchase/Dutch Auction, divestiture, dividend & liquidation

-

Considered memory space consolidations: Intel-ST spin-off Numonyx, sold to Micron; AMD-Fujitsu spin-off Spansion, filed for Bankruptcy Mar. 09

Extensive Auction & Go-Shop Process: Contacted 145 Potential Acquirers

-

59 Strategic & 86 Financial Potential Acquirers Contacted

-

NDA's and extensive discussion with 35 Potential Acquirers

-

5 Excluded Parties Deemed and 5 Indications of Interest received for final negotiations

-

4 Final Bids Received, and full contract negotiations commenced

Microchip Deal Provides Superior Value and Terms to SST Shareholders

-

Unanimously approved by Independent Strategic Committee

-

All-cash offer, no financing contingency, 3.5% break-up fee, no 13e-3 filing

-

3-week path to delivering \$3.05 per share in cash to SST shareholders as compared to 2-step, multi-month process for \$3.00 per share in cash with [Cerberus/Dialectic](#)

alternative

-

Eliminates shareholder exposure to a micro-cap company with no research coverage and a weak product portfolio in a competitive market

-

Product portfolio requires an overhaul that would be extremely expensive from an R&D perspective alone

-

Voting agreement establishes a level playing field by neutralizing one bidder's ability to prevent a significant percentage of shareholders from supporting any alternative transaction regardless of whether it provided superior value

(1)

Based on Stock Price of \$1.86 Prior to Announcement of Prophet Equity Bid on November 12, 2009

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Board Process Overview

Well-advised, independent, thorough process

Established Strategic Committee of independent directors who investigated all reasonable alternative transactions to maximize shareholder value, including buy-side, stock repurchase/Dutch auction, divestiture, dividend, and liquidation.

Strategic Committee retained independent financial and legal advisors (Houlihan

Lokey  
and Shearman & Sterling LLP)

Conducted  
thorough  
strategic  
alternatives  
review  
process  
commenced

May  
12,  
2008  
with  
70+  
meetings  
over  
1½  
years  
Why this approach?

Arm s  
length  
auction  
process  
and  
negotiation  
to  
allow  
for  
best  
price  
to  
come  
forward  
Transparency  
of  
auction  
process  
allows  
shareholders

to  
make  
the  
best  
and  
most  
informed  
decision

Public nature of Go-Shop process increased interest from both strategic and financial buyers

Number  
of

bids  
and  
number  
of  
bid  
rounds  
validates  
auction  
structure  
and  
the  
Board  
of  
Directors  
precision  
in  
negotiating  
the highest price and best terms for its shareholders  
Original \$2.10 offer increased to \$3.05 over the course of three  
months with a carefully managed Go-Shop process  
Strategic Buyer (Microchip, \$5 Billion Market Cap, \$1.2 Billion Net Cash)  
19.9% Share Issuance levels playing field with bidder who precluded shareholders from voting for the highest bid.  
The Board of Directors and Strategic Committee fully negotiated voting arrangements and limitations on Microchip's  
profit on the block of shares  
Specific performance, no financing contingency, no regulatory approvals required, and fast closing schedule (Shareholder  
Meeting April 8, 2010)

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Flash Memory Market Decline

(1)

10

0

1,000

2,000  
3,000  
4,000  
5,000  
6,000  
7,000  
2007  
2008  
2009  
2010  
2011  
2012  
2013  
2014  
2015  
\$0.40  
\$0.50  
\$0.60  
\$0.70  
\$0.80  
\$0.90  
\$1.00

NOR Flash Units

ASP  
0  
1,000  
2,000  
3,000  
4,000  
5,000  
6,000  
7,000  
8,000  
9,000  
10,000  
2007  
2008  
2009  
2010  
2011  
2012  
2013  
2014  
2015  
\$2.0  
\$3.0  
\$4.0  
\$5.0  
\$6.0

NAND Flash Units

ASP

\$230

\$316

\$259

\$343

\$496

\$614

\$545

\$851

\$1,095

\$0

\$200

\$400

\$600

\$800

\$1,000

\$1,200

2007

2008

2009

2010

2011

2012

2013

2014

2015

Low/ Medium Density (256KB - 64MB)

Forecast Unit Sales & ASP

NOR Flash Market Decline (\$ MM)

(1)

Source: Web Feet Research.



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Highly Competitive NOR Flash Industry

(1)

Other

6%

Samsung

21%

Macronix

8%

SST

4%

Spansion

29%

Numonyx

32%

2009 NOR Flash Market Share

2009 NOR Flash Memory Revenue by Company

\$150.9

Spun-Off of Intel & ST (exiting NOR market)

Acquired by Micron (Mkt. Cap: \$8.3B) as of Feb. 10

Spun-Off of AMD & Fujitsu (exiting NOR market)

Filed for Chapter 11 Protection on Mar. 1, 2009

(1)

Source: Web Feet Research.

\$165

\$1,340

\$981

\$1,473

\$394

\$0

\$200

\$400

\$600

\$800

\$1,000

\$1,200

\$1,400

\$1,600

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Competitive Landscape

4/8/16 Mb

32 Mb

64 Mb

128 Mb

256 Mb  
> 512 Mb

Spansion  
Numonyx

Samsung  
SST

Macronix  
Winbond

Atmel  
AMIC

EON  
ESI

KH  
PMC

Spansion  
Numonyx

Samsung  
SST

Macronix  
Winbond

Atmel  
Spansion

Numonyx  
Samsung

SST  
Macronix

Winbond  
Atmel

Spansion  
Numonyx

Samsung  
Macronix

Spansion  
Numonyx

Samsung  
Spansion

Numonyx

Higher density competitive landscape faces encroachment from NAND technologies

Heavy price pressure caused by competition between Spansion and Numonyx

Lower density products quickly become commodities

High competition and rapid ASP declines

NAND Encroachment

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Products Overview

NANDrive

Based on NAND Controller

Product

Small ATA solid-state drive  
serves embedded applications

Shipped in a wide range of product  
applications

Low-Density  
Flash Memory

Parallel and serial product  
lines

Small, thin packaging  
SuperFlash

®  
Technology

Embedded flash technology

Shipped in a wide range of  
product applications

Reliable flash memory  
WiFi Power  
Amplifiers

High-volume WiFi Power  
Amplifier Supplier

Adopted by a number of  
leading chipset providers

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Operating and Net Income

Trend Analysis

(1)

\$1.5

(\$7.5)

\$3.3  
(\$5.9)  
\$4.1  
(\$8.3)  
(\$4.6)  
\$3.1  
\$6.0  
(\$1.6)  
\$0.8  
\$6.2  
\$8.0  
\$7.6  
\$3.0  
(\$5.9)  
(14.1%)  
4.2%  
2.1%  
(11.8%)  
(13.0%)  
4.4%  
(7.1%)  
(5.6%)  
2.9%  
5.6%  
(1.6%)  
0.8%  
5.3%  
6.9%  
6.9%  
3.1%  
(\$20.0)  
(\$15.0)  
(\$10.0)  
(\$5.0)  
-  
\$5  
\$10  
\$15  
Q1'06  
Q2'06  
Q3'06  
Q4'06  
Q1'07  
Q2'07  
Q3'07  
Q4'07  
Q1'08  
Q2'08  
Q3'08  
Q4'08



Q1'09  
 Q2'09  
 Q3'09  
 Q4'09  
 -20%  
 -15%  
 -10%  
 -5%  
 0%  
 5%  
 10%  
 Operating Income  
 Operating Income %  
 Operating Income vs. Operating Margin (Q1 '06  
 Q4 '09A)  
 (\$8.3)  
 \$1.9  
 \$5.9  
 \$8.0  
 \$6.0  
 \$1.8  
 (\$0.3)  
 \$8.3  
 \$2.8  
 \$1.7  
 (\$12.5)  
 \$4.9  
 (\$9.6)  
 \$3.4  
 (\$5.7)  
 \$2.1  
 5.4%  
 3.2%  
 6.9%  
 5.1%  
 1.8%  
 (0.3%)  
 (11.4%)  
 5.3%  
 (16.5%)  
 2.7%  
 2.1%  
 7.7%  
 2.6%  
 (21.5%)  
 (9.9%)  
 3.0%  
 (\$20.0)  
 (\$15.0)  
 (\$10.0)

(\$5.0)

-

\$5

\$10

\$15

Q1'06

Q2'06

Q3'06

Q4'06

Q1'07

Q2'07

Q3'07

Q4'07

Q1'08

Q2'08

Q3'08

Q4'08

Q1'09

Q2'09

Q3'09

Q4'09

-30%

-20%

-10%

0%

10%

20%

30%

Net Income

Net Margin

Net Income vs. Net Margin (Q1 '06

Q4 '09A)

(1)

\$ in Millions

Operating/Net Margins Consistently Struggle with Profitability

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Stock Performance Since Original Transaction

(1)(2)

SUN: 66.7%

(1)

Selected

companies  
include:  
Infineon  
Technologies,  
Elpida  
Memory  
Inc.,  
SanDisk  
Corp.,  
Integrated  
Silicon  
Solutions  
Inc.,  
Toshiba  
Corp.,  
Imation  
Corp,  
Entorian  
Technologies  
Inc.,  
and  
Netlist  
Inc.

(2)

Source: Bloomberg.

S&P 500: 5.4%

NASDAQ: 9.8%

Nov. 13, 2009: Original Transaction

Announced Before Market Open

Full Auction & Go-Shop Process have achieved a significant increase in value

11/13/09

2/3/10

2/23/10

3/8/10

\$2.10

Prophet Equity

agrees to

acquire SST

\$3.05

In response to

Cerberus

competing bid,

MCHP raises its

bid price

Go-Shop Period

\$3.00

In response to a

competing

bidder, MCHP

raises its bid

price

\$2.85

After the Go-Shop  
period and  
assessment of final  
bids, MCHP  
announces its bid

80%

90%

100%

110%

120%

130%

140%

150%

160%

170%

180%

11/23/09

12/5/09

12/17/09

12/28/09

1/10/10

1/21/10

2/14/10

Index of Selected

Companies: 4.4%

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Comparative Trading Volume

(1)

0

5,000,000

10,000,000

15,000,000  
20,000,000  
25,000,000  
30,000,000

SST  
IFX  
ATML  
SNDK  
TOSHIBA

(1)

Source: Bloomberg.

Micro-Cap Stock Without Research Coverage

Average Daily Trading Volume

CY'06

CY'07

CY'08

CY'09

906,420

903,910

460,790

304,790

XTRA:IFX

8,776,700

4,049,540

2,872,450

2,712,060

ATML

9,347,460

7,977,710

4,801,570

4,496,480

SNDK

11,296,520

9,895,590

10,425,200

7,861,760

25,216,000

28,511,330

24,902,730

62,869,330

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Transaction Key Events Timeline

(1)

Based on Diluted Shares Outstanding as of 2/28/2010: 98,655,330 and excluding additional 19,148,150 shares issued to Micro

Date

Event



May 12, 2008

SST's Board of Directors establishes the Strategic Committee to review and evaluate a range of strategic transactions.

June 6, 2008

The Strategic Committee selects Houlihan

Lokey

to serve as strategic and financial advisor.

October 30, 2008

The Strategic Committee retains Shearman & Sterling LLP as legal advisor to the Strategic Committee.

May 4, 2009

The Strategic Committee does not recommend Prophet Equity's \$1.82 per share bid to the Board of Directors due to value considerations.

November 13, 2009

Prophet Equity agrees to acquire SST for \$2.10 per share, with a

go-shop provision and 2.0% Break-Up Fee during the Go-Shop

(3.5% afterwards)

January 20, 2010

After reaching out to 145 potential partners with the help of Houlihan

Lokey, the Board of Directors considered preliminary bids

and deemed five excluded parties, from which three final bids were received.

February 3, 2010

The Board of Directors votes to approve Microchip's \$2.85 per share offer at a transaction value of \$284.0 Million.

February 23, 2010

In response to a competing bid entertained by the Board of Directors, Microchip raises its offer to \$3.00 per share and amends the merger agreement. The Board approves the change, resulting in a transaction value of \$295.0 Million.

March 8, 2010

In response to a competing bid from a Cerberus Capital, Microchip raises its offer to \$3.05 per share and purchases SST newly issued

shares

equal

to

19.9%

of

outstanding

common

shares

for

a

total

transaction

value

of

\$300.9

Million

(1)

.

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Roadmap to Completion

Strategic Committee Established

Merger Discussions Held with 33 Parties

Prophet Equity Merger Agreement

45-Day Go-Shop Period & 145 Parties Contacted

Five Excluded Parties Designated  
Diligence and Discussion with Five Excluded Parties  
Microchip Merger Agreement Executed  
Preliminary Microchip Proxy Filed  
Definitive Microchip Proxy Filed  
Proxy Supplement Filed  
Shareholder Meeting  
Estimated Closing  
May 12, 2008  
June 2008  
November 2009  
November 13, 2009  
November 13, 2009  
December 28, 2009  
December 29, 2009  
December 29, 2009  
February 2, 2010  
February 3, 2010  
February 17, 2010  
March 1, 2010  
March 16, 2010  
April 8, 2010  
April 8, 2010

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Microchip Agreement Maximizes Shareholder Value

The SST Board of Directors recommends that shareholders

vote **FOR**

the proposed transaction today.

The Microchip agreement was unanimously approved by the Independent Strategic Committee and

is the culmination of a 1½  
years-long strategic review process and extensive go-shop period  
Attractive valuation at premium to historical trading range and peer group multiples  
Potential operational challenges as a standalone public company present execution and valuation  
risks relative to significantly larger competitors  
Microchip was the highest bidder after the Go-Shop period in a competitive auction situation  
Favorable terms achieved:  
Specific performance, all Cash, no financing contingency, fast closing  
time and 25.5% of shareholders committed to vote for the highest  
bidder  
3-week path to \$3.05 cash instead of 2-step, multi-month path to \$3.00 cash, no 13e-3 filing  
and no pink sheet or stub stock as compared with Cerberus/Dialectic alternative transaction  
Immediate and certain cash value to shareholders with full guarantee and specific performance  
provided by Microchip (\$5.2 Billion Market Cap & \$1.2 Billion Net Cash)  
Three Weeks to Closing  
April 8, 2010

Silicon Storage Technology, Inc.  
Silicon Storage Technology, Inc.  
[www.SuperFlash.com](http://www.SuperFlash.com)  
Thank You!